



Annual report

2022



Content

page 02

Message from our Executive Director

page 04

Our purpose

page 05

Who is a Champ?

page 06

How to become a Champ?

page 07

Our impact

page 08

Our Strategic Partner

page 09

Use of funding

page 10

Champs Students

page 11

Champs Performance Story

page 12

English leveling

page 13

Psychological Support

page 14

Family Projects

page 15

Leadership Program

page 16

Other Programs

page 17

Consulting

page 18

Champ Story

page 19

Runners

page 20

Our Goals 2023

page 21

Allies for Education

Message from our Executive Director to our community

In August 2022, when I was in Trujillo taking exams for the scholarships, a lady told me that she had waited several years for her second son to be able to apply and hopefully enter the Peru Champs program, as her oldest son had done several years before. She told me that both her firstborn's life, as well as that of her family, had been immensely **transformed since they have been part of our community**. Not only because her son had lost his fear of speaking in public, of making friends, of giving his opinion and giving it a solid foundation, but now he was also participating in activities that benefited strangers, encouraging his family to get involved and even leading some of them. **And that's what we do: we transform lives.**

Our purpose is that no exceptional talent lacks the opportunity to change our world. We seek to form leaders committed to the common good, aware of the consequences of their actions and willing to assume responsibility. Surrounding themselves with people who complement them to form a team that is stronger than the sum of its individual parts. **Today, more than ever, we need leaders who are empathetic, compassionate but firm in justice and what is right.** This is the purpose of Peru Champs.

In 2022, with the help of the various members of our community, we have reached the proposed goals. Thus, we **reached our fundraising goal thanks to domestic (24%) and foreign (76%) donations**, but also to the **10 companies that joined our corporate volunteer program** to give their employees the opportunity to develop different skills while training our Champs. We continue with strategic alliances such as with **Hush Puppies ("Walking to School Together"), Plaza Vea, Vivanda, Oecshle, Promart and Inkafarma, among many others.**

At Peru Champs we managed to get **more than 700 kids into our program, out of a total of approximately 6,000 applicants.** In addition, we focused on identifying not only academic talent, but also academic sports talent. Therefore, we developed new alliances with outstanding sports organizations (**Universitario de Deportes, Alianza Lima, Sporting Cristal, Deportivo Municipal, UCV, Manucci, FPG and its golf project in San Bartolo, among others**) and artistic organizations (**Sinfonía por el Perú**), all of which have had a significant impact.

With our current Champs, we conduct **45 leadership programs** throughout the year to develop their soft skills. In addition, we **continue to provide social-emotional support and monitoring to our Champs and their families.** Both teams have achieved their goals and have contributed significantly to the formation and well-being of our community.

By 2023, we aim to maintain our **overhead level at 11%.** We also aim to recruit approximately **15% of our Champs from artistic and sports organizations,** and we plan to expand our external consulting area.



Alberto de Cárdenas
CEO of Peru Champs



What is **our purpose?**

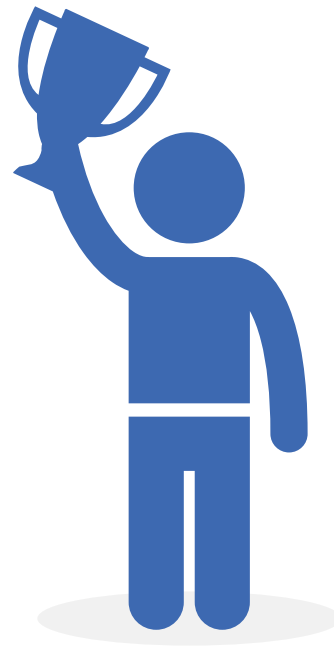
“That no exceptional talent lacks the opportunity to change our world”

As a non-profit organization, **we seek to provide quality education to underprivileged talented kids.** For more than 9 years, we have been working to **transform the lives of thousands of families in Peru** with the help of our allies, donors and volunteers.

Scan the code and find out how to become an ally for education!

Or email us at quierodonar@peruchamps.org





Who is a **Champ?**

Is a **low-income child in school with extraordinary academic, artistic or athletic talent**, and has **great leadership potential** to generate innovative and sustainable projects in Peru and improve our society.

What does a Champ receive?

- **75% tuition scholarship** for Innova Schools (registration + monthly tuition).
- **Leadership program** to develop their soft skills.
- **Psychological support** to take care of their mental health.
- **Interdisciplinary workshops** for parents.
- **School supplies** at the beginning of each year.

How to become a Champ?

The selection process to become part of our community starts with national applications and alliances with state institutions, organizations and private companies.

Would you like more information about it?

Write as here: becas@peruchamps.org

Scholarship selection evaluations

- **Mathematical reasoning** evaluation.
- **Reading comprehension** evaluation.
- **Psychological and socio-emotional** tests.
- Evaluation of **family's financial needs**.
- **Social worker visits** and **personal interviews**.

Qualities of a Champ



Only 1/9 applicants get into the Program.

Our Impact

2014-2022

+5 000 Champs
directly benefited

+35 000 families
indirectly impacted



+5 500 donors



+3 000 volunteers



198 Leadership programs



+350 companies
and allied institutions

+2100 Champs currently enrolled (2023)

Strategic alliance with **Innova Schools**



**Innova
Schools**

63 schools
in Peru

17 cities
throughout Peru

*It is worth noting that **Innova Schools achieved the AdvancED International Accreditation**, which highlights the evaluation of **high standards in teaching pedagogy, teacher leadership, support resources and the use of the results obtained** to improve the methodology.

Current network coverage **Innova Schools**



In Peru:

- Piura
- Chiclayo
- Trujillo
- Chimbote
- Huacho
- Callao
- Lima
- Chincha
- Ica
- Arequipa
- Moquegua
- Tacna
- Huánuco
- Huancayo
- Cuzco
- Puno
- Tarapoto
- Pucallpa

Abroad:



6
schools



1
school

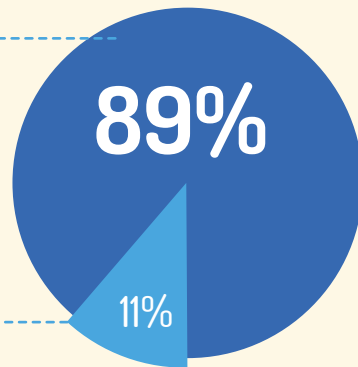
By 2023, it plans to open schools
in **other latinoamerican countries.**

Use of funding 2022

Total: USD 2.4 millions

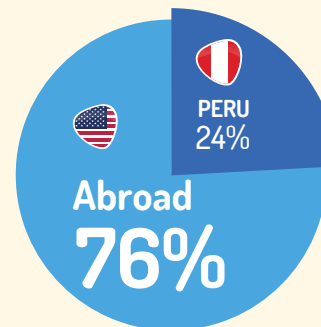
Direct costs

- Tuition and enrollment fee
- Leadership Program
- School supplies



Overhead

Origin

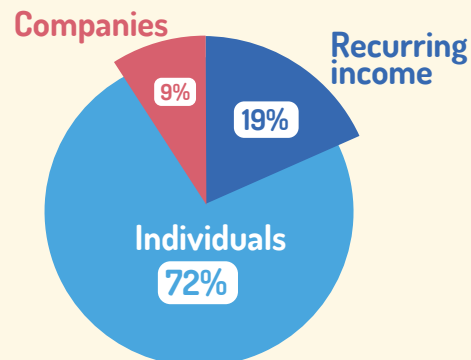


Audits our financial statements

We provide **Peruvian and American** donation certificates.

- In 2021:
- In Peru: 44%
 - Abroad: 56%

Sources of funding



- In 2021:
- Individuals: 73%
 - Companies: 9%
 - Recurring incomes: 18%

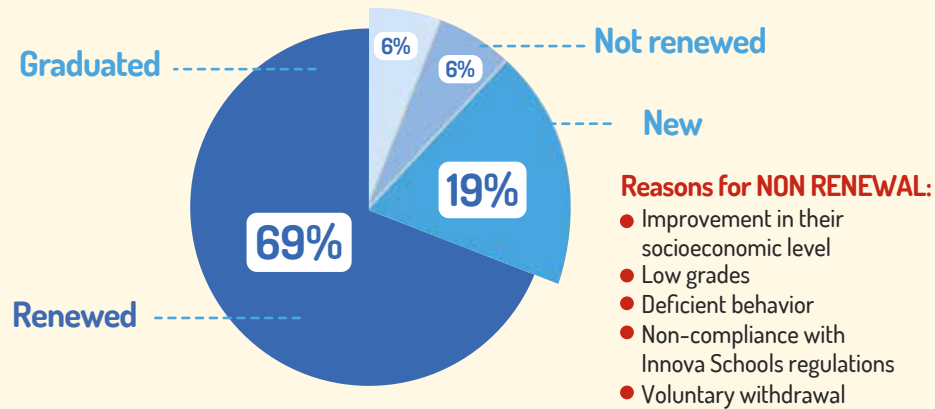
Recurring income channels



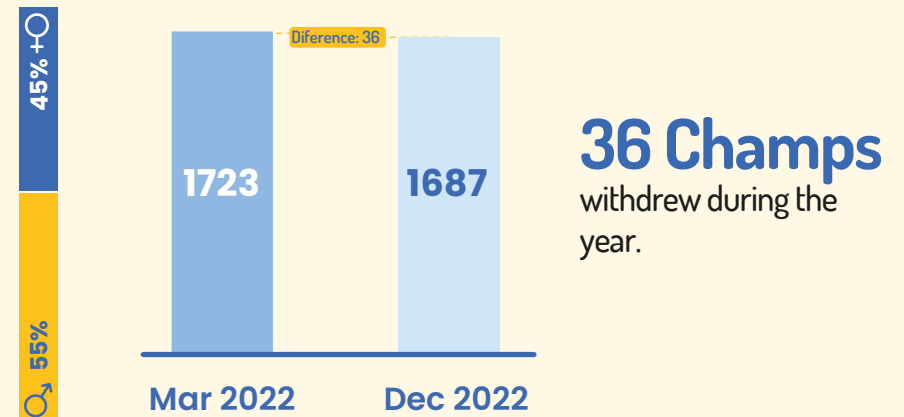
Important: Companies that help us with penny donations do not receive tax benefits/tax credits.

Champs students

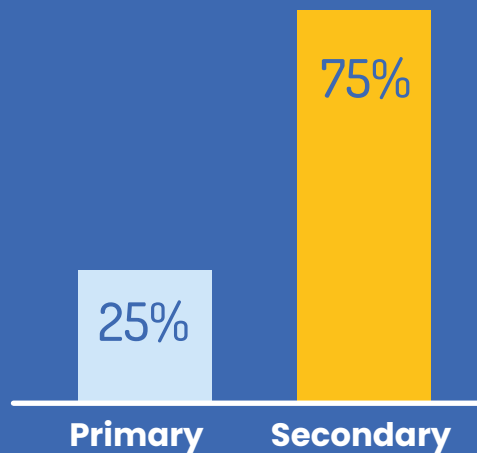
Total: 1723 Champ students



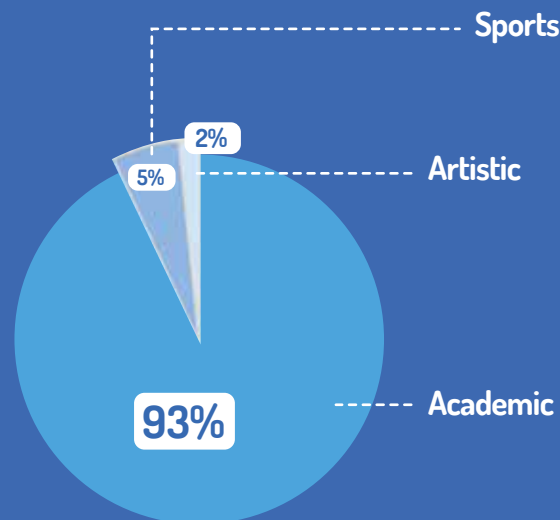
Number of Champs 2022



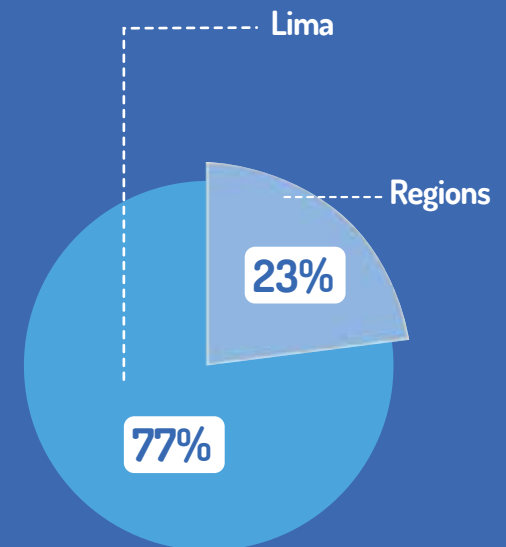
Distribution



Education



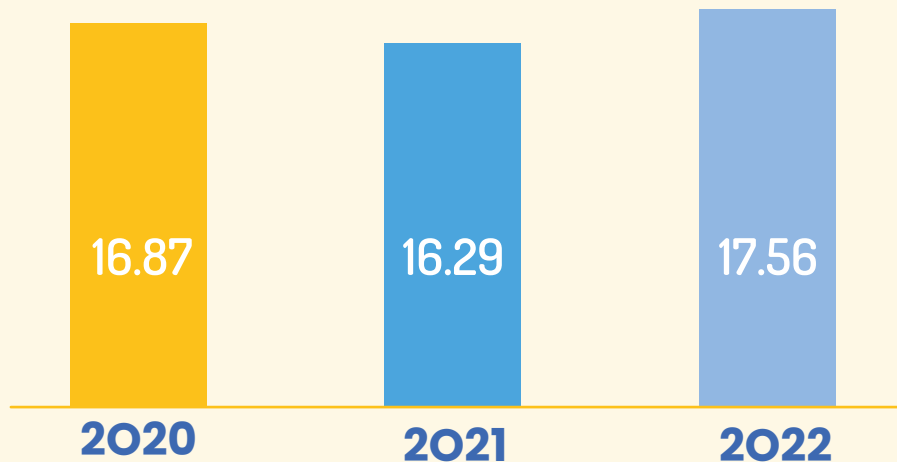
Talent



Origin

Champs performance

Champs grade point average*



Despite **the pandemic, the economic and political crisis** in the country during the last few years, 2022 had greater stability, which **positively influenced the Champs' grade performance.**

*Peru's school system grades students from 0 to 20, being 11 a passing grade.

Female power Champs

Kiara Aguirre is a 15-year-old Champ who lives with her mother, grandparents and aunts and uncles in the district of **San Juan de Miraflores**. From a very young age she **developed a great passion for reading**, discovering that books are not just pages full of concepts, but portals to **new adventures and life lessons.**

Motivated to share her passion, **during the pandemic she created "Leer para Crecer"**, a **social project that aims to develop reading and writing skills in orphaned girls and adolescents living in orphanages in her community.**

In her last year of high school, **Kiara's goal is to expand the impact of her project to more homes in her city and apply to universities abroad.** She also highlights how much our **Leadership Program has helped her to overcome her limits and become the #ChangeAgent** that Peru needs.



English

The English project entitled "**Aprendiendo inglés con Rosetta Stone**" (**Learning English with Rosetta Stone**) of the Leadership Training area, aimed to **level the English language skills of 100 new Champs who received our educational scholarship in 2022**. This project sought to facilitate their pedagogical adaptation to improve the English level of the Champs.

The **Rosetta Stone** program was used, which is a self-learning platform that is characterized by **proposing a series of personalized levels for the student to improve his or her level of English**. Thus, the student has the opportunity to access a learning plan by units according to his or her level of English.

82
Champs

finished the course by completing **the entire learning plan**. Likewise, the study time was **1.5 hours from Monday to Friday**; and the duration of the course was approximately **2 months**.

10
Champs

The progress achieved exceeded the expected percentage of progress and some of them even **reached a progress of 200%**.

10
Champs

reported more than **62 hours of learning time on the platform**, surpassing the goal of **60 hours**.

By 2023, we have **evaluated other platforms** with the goal of reaching more new Champs.

Selection and follow-up

We have specialists in **clinical, educational and social psychology**, who design and implement various interventions to families and Champs individually or in groups. In 2022 we worked under the latest generation approach that contains contextual therapies, which have scientific evidence and are effective in less time.

Follow-up areas

- 1 Adaptation** Accompaniment in the adaptation process of incoming Champs in the **psychological, social and academic areas**.
- 2 Follow-up** Follow-up of the Champs at headquarters to **identify risk cases and success stories** in Lima and the regions.
- 3 Update** Update of the **pre and post entrance evaluation of the Champs** to the Peru Champs Scholarship Program (mapping).
- 4 Communication** **Constant communication** between the Peru Champs team, Innova Schools and the Champs families.
- 5 Accompaniment** Various workshops and programs to **strengthen family ties and empower families** to generate a positive impact on the formation of the Champs.
We seek to **strengthen socioemotional education** in families and **reinforce the protective factors** that can influence the development of our Champs.
- 6 Psychoeducation** Our Champs are internally classified according to the degree of vulnerability or risk that our team determines (**high, medium and low**). Thus, based on these levels, the interventions and their frequencies vary.

Renewal

Peru Champs scholarships **are automatically renewed on an annual basis**, without having to take another exam and if the following requirements are met:

Champs

- **Minimum grade** point average of **15 (academic talent), 13 (athletic or artistic talent) or A (elementary)**.
- **Comply with the internal rules** of Innova Schools (e.g. good conduct, punctuality).

Family

- Comply with the **payment of monthly tuition** (25% of the total) that corresponds to the families.
- Attend at least **4 parent meetings** per year (in person or virtually).
- Continue with **economic need**.

During the year 2022, emotional support was provided to the Champs who were internally classified as **medium and high risk in order to ensure their renewal at the end of the year**. In addition, **4371 interventions were done to Champs**.

Project for families



SOS Families

- **Objective:** Establish direct contact with families through **a brigadier at each Innova School**. In this way, **this person helps** the psychological team to **identify at-risk cases or families with difficulties and to communicate quickly with our community**.
- Currently **all schools** have **one or two brigadiers** according to the number of Champs.
- **Achievements:** **70 parents and/or mothers of Champs brigadiers** who helped us to have a faster and more efficient communication.



Conscious families workshop

- **Objective:** To work on the **Champs families' belief** base about parenting and, in this way, help them assimilate new information about what parenting involves and the wounds they have from their own childhood.
- Through **4 workshops a year**, **emotional tools are provided to Champs families** so that they can create a **healthy bond with their children while respecting different realities**.
- **Achievements:** **83%** of Champs families were impacted and **90% satisfaction was obtained**.



Workshops for entrepreneurial families

- **Objective:** Strengthen the capacities and skills of Champs families in topics of their interest in order to **improve and enhance their enterprises or businesses**.
- **3 annual** workshops for Champs families with their own businesses.
- **Achievement:** **42 Champs families** participated, achieving **97% satisfaction** with the workshops provided.



Financial empowerment workshops

- **Objective:** To **provide useful information** on the **proper management of family finances** and to promote entrepreneurial ideas as part of personal and family development.
- **2 workshops** per year for **Champs families**.
- **Achievements:** **81%** of Champs families were impacted and **99% satisfaction was achieved**.

Leadership program

Our Leadership Program is focused on **developing the capacities and skills of the Champs so that they can become future leaders with the country's values.** In addition, different projects aligned with the Sustainable Development Goals (SDG) were developed. In the year 2022, the leadership program sessions were executed in a hybrid modality, in which **volunteers from different parts of the world participated together with Champs de Lima and Regions.**

| Project | Aimed at | Project objective | N° Champ participating |
|-----------------|-------------|---|------------------------|
| Environmental | 2nd y 3rd | Develop an emotional attachment to the environment in projects that contribute to SDG 13. | 590 |
| Workshop | 4th y 5th | They raise awareness about the inclusion of vulnerable groups and create projects that contribute to SDG 10. | |
| Entrepreneurial | 6th | Develop a social entrepreneurship plan considering SDG 12. | |
| Mentoring | 7th y 8th | Develop social-emotional skills and generate projects to contribute to SDG 3. | |
| Give Back | 9th | Create a project to contribute to the solution of a social problem related to SDG 10. | |
| Champ Camp | 10th y 11th | They are provided with vocational guidance through stations where they get inspired and get in touch with professionals in the careers they are interested in and connect with different types of scholarships. | 364 |
| Coaching | | They are given an orientation for the design of a comprehensive life plan. | 73 |

Additional



Debate contest based on the Model United Nations (MUN), in which **47 Champs from 7th to 11th grade** participated, fostering their argumentation skills.



Webinar conducted by professionals from Science, Technology, Engineering and Mathematics careers to promote interest in STEM. **173 Champs from 7th to 11th grade participated.**



Boosts English skills with the goal of increasing their chances of getting into universities abroad and positively impacting their community. **41 Champs from 7th to 11th grade participated.**



Identification of problems in their community and the search for an innovative solution. **486 Champs from 7th to 11th grade participated.**



Artistic contest to revalue cultural identity. **104 Champs from 2nd to 11th grade participated.**



Training to compete in the **Model United Nations (MUN)**, organized by the Champ Student Committee. **51 Champs from 7th to 11th grade participated.**



Webinar on nutrition and sports in order to promote healthy habits, organized by the Champ Student Committee. **51 Champs from 2nd to 11th grade participated.**



Recycling contest for the care of the environment, organized by the Champ Student Committee. **30 Champs from 7th to 11th grade participated.**



Promote STEM interest in high school women from different regions, with the support of mentors from the British Council and CONCYTEC's Pro-Women Committee. **14 Champs from 7th to 8th grade participated.**

Achievements

- Participation of **89% of Champs** in the various leadership training programs, in which we obtained **90% satisfaction** with the projects and learning.
- In 2022, thanks to virtual volunteering, we were able to impact Champs in **Arequipa, Ancash, Cusco, Huánuco, Ica, Junín, Lima, La Libertad, Lambayeque, Moquegua, Piura, Puno, San Martín, Tacna and Ucayali**. Volunteers from various parts of the world also participated.

Consulting

The consulting area, recently created, **seeks to contribute to the social and sustainable development of external companies and organizations according to their interests and objectives in order to establish strategic alliances where an impact is obtained for their target public or Champs**. With the years of work experience in the Leadership Program, we offer our services to companies in exchange for a monetary donation that is used to fund our educational scholarships.



Voluntariado Corporativo

(Corporate Volunteering)

Volunteers

- **Companies:** 10
- **Employees:** 123

Companies

Fundación Telefónica, Komatsu-Mitsui*, P&G*, LatamReady, ISA REP, Corporación Ferreycorp, Google and Interseguro.

*In the case of Komatsu-Mitsui and P&G, 2 volunteers were made for each.

SDG used

ODS 3: Good Health and Well-Being
ODS 4: Quality Education
ODS 5: Gender Equality
ODS 10: Reduced Inequalities
ODS 11: Sustainable Cities and Communities
ODS 13: Climate action



Volunteers

- Schools volunteering: 5
- Volunteers: 58

Schools

- Markham College
- San Silvestre
- Franklin Delano Roosevelt
- Altair
- Santa Maria Marianistas.

SDG used

- SDG 3: Good Health and Well-Being
- SDG 8: Decent Work and Economic Growth
- SDG 10: Reduced Inequalities
- SDG 13: Climate Action

Inspirational champ



Sergio Campos

Sergio is a 17-year-old Champ graduate who dreams of transforming Peru's educational system. After finishing high school, he was accepted to the prestigious American universities of Haverford College, Duke University and Dartmouth College, choosing the latter to study Economics with a focus on Educational Management.

Sergio's vocational link with education has accompanied him since his school days, where he founded **Time to Learn**, a space through which **Peruvian students are offered courses on subjects that are not taught in schools, but are vital for their future**, such as financial education, digital skills, first aid, etc.

Sergio highlights the training he received at **Innova Schools** and in our **Leadership Program** as key tools that allowed him to achieve each of his goals. For him, it is important that more boys and girls have access to an opportunity similar to the one provided by Peru Champs, because in his own words: **"Education is the best tool to make dreams come true"**.

Runners

During 2022, the **Runners** campaign was relaunched in our social networks with the **collaboration of 20 athletes** who were in charge of spreading our purpose with the slogan **“Yo corro por la educación” (I run for education)**. In this way, **the runners sponsored the scholarship of one and/or more Champs thanks to the monetary donations of their friends, families and followers** who joined our cause.



20 Runners

participated in 3 races: **Lima Half Marathon, Chicago Marathon and Life 42K Marathon**, where they constantly invited to donate for their Champ's school scholarship.



Integrations

between runners and their Champs, which **allowed to generate closeness and commitment.**



4 scholarships

were raised thanks to the **effort and dedication of each runner ambassador.** In this way they committed to continue participating in 2023.

Our goals 2023

+5 000
applicants

+85%
participants
in PDL and Consulting
projects

89%
funding
to direct costs/ 11%
"overhead"

US\$ 3
million
budget



Increase

- Number of Champs in regions to 26%. (from 23%)
- Number of Champs with sporting and artistic talent to 15%. (from 10%)
- Number of strategic alliances with institutions and companies.

Allies for education



Allies for education





Learn more at peruchamps.org



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