



Annual Report 2009



Ollantaytambo, Cusco, Peru
www.awamaki.org



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PROJECT SUMMARY

Awamaki is a small Peruvian non-profit organization, founded in February 2009. We are based in Ollantaytambo, Cusco, Peru, where we run a weaving project, a fair trade* store and a small sustainable-tourism initiative. We rely on two paid staff members and several long-term volunteers to operate our programs. The weaving project supports an association of women weavers from the impoverished rural Quechua communities of the Patacancha Valley, located in the mountains high above Ollantaytambo. Our weavers were chosen by the community leadership of Patacancha as those most in need of the economic support that our project provides.

For centuries, the Quechua communities of the Patacancha Valley above Ollantaytambo have lived in relative isolation from the outside world. However, in the last 10 to 15 years, with the arrival of roads, electricity and schools, the modern economy is further penetrating these communities. Formerly subsistence farmers and weavers, Quechua families are now becoming more dependent on and marginalized by the monetary economy. Poverty is grave in these communities. Men often leave the community to work as porters, leaving women to care for land, children and animals. These women need income for modern expenses such as health expenses, school fees and food. With limited access to the tourist market and unable to read, write or speak Spanish, they are easily exploited by traders who buy their weavings for much less than they are worth. At the same time, as weaving loses the economic value it held in the pre-modern economy, women are leaving the tradition behind.

Awamaki works with impoverished Quechua women weavers to improve their skills and increase their access to market, thereby revitalizing an endangered weaving tradition. We aim to harness tourism and the international marketability of textiles to find a market for this traditional craft in a modernizing global economy, thereby empowering weavers to participate in this modern economy while maintaining their way of life. Our project provides weavers with a reliable income and promotes traditional weaving techniques through capacity-building workshops. We buy textiles directly from the weavers at mutually negotiated prices, thereby setting a higher standard for the region. We then sell these textiles at our volunteer-operated fair trade* store in Ollantaytambo, which provides us with the means to cover our operating costs, maintain a fund for education and emergency medical expenses, and host capacity-building workshops and field trips for our weavers.

* Please see Appendix A for further information regarding our fair trade policies.



2009 ACHIEVEMENTS

Project Sustainability

During 2009 the sale of weavings both from our store in Ollantaytambo and to international buyers, generated sufficient income to cover all operating costs and leave us with a s/8000 net gain. Having started with 24 weavers in April, it quickly became apparent that the store alone could support a greater number of weavers. By the end of the year we had welcomed 11 new weavers to the Patacancha weaving association, ending with a total of 35 members from who we buy woven textiles.

In October we made a successful application to participate in the Santa Fe Folk Art Market, an annual event that takes place in Santa Fe, New Mexico, every July. We anticipate that this event will provide us with the opportunity to expand our market internationally and find new avenues for selling our weavings, thus allowing us to support an even greater number of weavers in the future.

Construction of weaving center in Patacancha and store renovation

In April we received a grant from partner organisation Awamaki U.S. to construct a weaving center in Patacancha and make improvements to our store premises. The center



Patacancha Weaving Center: Photo by Mary Gaudet 2009

was designed in consultation with the weavers and their families to serve as a place where Awamaki and the weaving association could carry out their weekly meetings, meet, weave, receive visitors and hold workshops. Construction was completed in late May. Land was donated by the community and the majority of labour and materials were contributed by the weavers and their families through a faena, or traditional communal labor party. With the Awamaki U.S. grant and financial support from a visiting group of

students from Lake Forest Academy, Chicago, we purchased the remaining materials and organised volunteer labor to assist in the construction. The new center, consisting of one building and five open-air shelters was built using all-natural and traditional adobe bricks, stone, and paja thatch for roofing.

Renovation of our store in Ollantaytambo was completed in June, just in time for the high tourist season. The new design has eliminated the flood-risk that our store premises previously faced every year during rainy season, at great detriment to the merchandise and furnishings inside. In addition, we have now created more of a gallery space, better suited to exhibiting the textiles to their full potential.

Sewing Workshops

In May and in July, Awamaki held workshops for four of Patacancha's youngest weavers, chosen by the community as those who would most benefit from learning new skills. Product Development volunteers Jo Weeding and Renee Lacroix designed a program to teach new sewing techniques and introduce new product models that will allow the weavers to make a greater variety of woven products to a higher standard. Our aim is to equip the weavers with the means to increase marketability of the woven cloth they produce. We have since found, as hoped, that the models and skills they have been taught are filtering down among the rest of weaving association. Products designed by our volunteers are now regularly reproduced to a high standard and have become permanent fixtures in the Awamaki Product Catalog.



Global Vision Award for Sustainable Tourism

In addition to the weaving project, Awamaki also runs a small-scale sustainable tourism initiative, conducting tours to the community of Patacancha. Initially this was designed to bring tourists to the weavers; tours educate visitors about the Andean weaving tradition and the Quechua way of life, ultimately giving more meaning to the textiles and encouraging more purchases. Rather than generating a significant income for Awamaki, the tours have enabled the weavers to make sales during periods when we have been lacking a store premises and otherwise have simply supplemented their usual sales income.

Last year we conducted upwards of 20 tours to the community of Patacancha, including a number of large groups from different institutions that we hope will re-visit in the future. In November our tourism initiative was rewarded by receiving the Global Vision Award for Cultural Preservation from the U.S. travel publication Travel & Leisure.

Please see below comments made by tourists who have participated in our tourism program:

“Best thing we've done in Peru.”

“Very exciting work that you're doing here; it was a great pleasure and privilege to get to meet the weavers and buy directly from the artists and to see the {weaving} process.”

“This is a highlight of time spent in Peru”

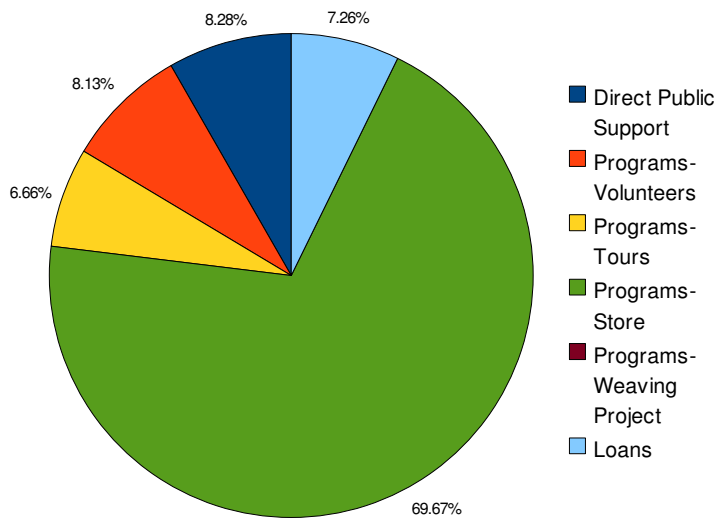
“Great tour! Interesting to see how Quechua people live and be welcomed in the community.”

With increased marketing to both local and international tour agencies we envisage that in 2010 the tourism initiative can, aside from supporting the weaving project, become in itself a more significant source of income for Awamaki.



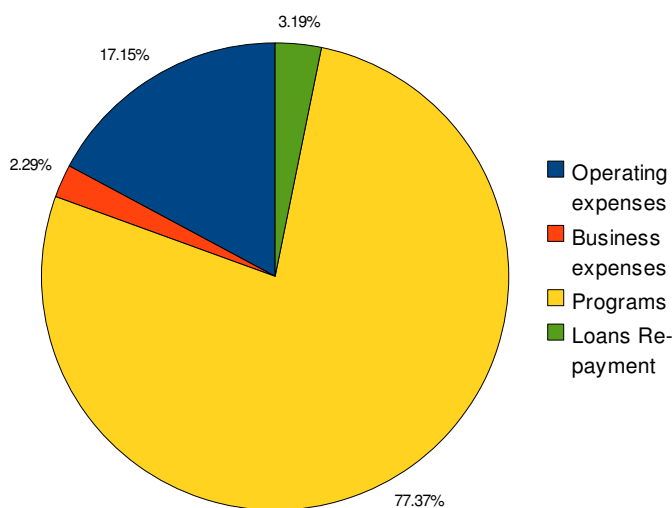
SUMMARY OF INCOME AND EXPENDITURE 2009

Sources of Income



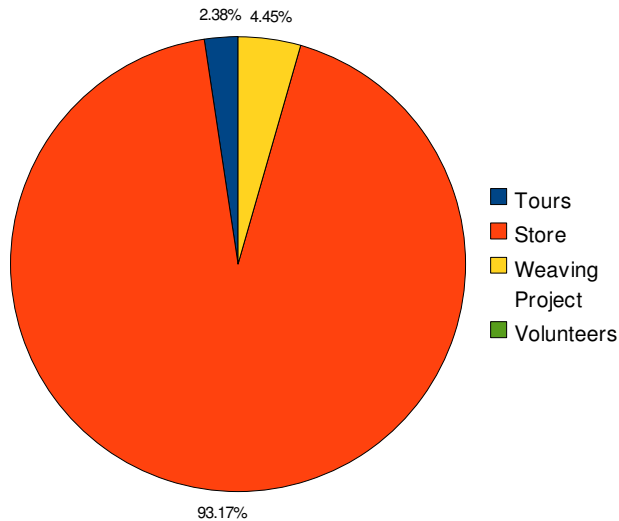
Awamaki's main sources of income are through its programs: Volunteers – from whom we receive a donation; Tours – a small-scale tourism initiative which sees tourists paying to participate in guided visits to the communities where we work; and Store, which generates the majority of our income through sale of textiles to tourists. In 2009 we also took out a small loan from partner organisation Awamaki U.S. in order to pay for our first order of textiles in April.

Distribution of Expenses





Distribution of Expenses by Program



Awamaki expenses are distributed between operating costs (including stipends), business expenses (e.g. legal and accountancy fees,) programs and loan repayments. Programs account for 77% of all 2009 expenses, 93% of which can be attributed to our Store program. The Store is responsible for 72% of expenses overall. Administration expenses, (comprising both operating and business costs) account for 19% of total expenses.

Please see Appendix B for a full 2009 Financial Statement.



HOW TO HELP

Donate

In 2010 Awamaki aims to fund-raise a minimum of \$2000 in order to send two of our weavers to the Santa Fe International Folk Art Market. This is an internationally-renowned event in the art world and the acceptance of our application to participate will give us an exceptional opportunity to tap international markets. By increasing our avenues of sales, Awamaki will be able to support greater numbers of weavers and their families.

Donations of any denomination will always be gratefully received. Awamaki can accept donations by personal check, bank transfer and all major credit cards via Pay Pal (payments to account admin@awamaki.org.) Please contact for payment details.

Venues to sell textiles

In order to increase our sales, we are currently seeking international sales partners (e.g. fair trade or ethical produce stores, museums, hotels) who can stock our weavings. We are happy to publicise and promote international stockists through our website.

Volunteer

The Awamaki Weaving Project is reliant on volunteer help in order to function. We accept volunteers who are able to make a commitment of one month or more, with preference given to those who are able to make a long-term commitment (over six months) to help with the day-to-day management of the project in Ollantaytambo. We also seek volunteers who may have specific skills, many of which can be offered remotely, such as:

- Accountancy
- Spanish or Quechua to English translation
- Graphic design
- Grant writing

From 2010 we will also be seeking volunteers in the US, Canada and Europe, who can help fund-raise, raise awareness about Awamaki's work and distribute our publicity materials at relevant events and to potential supporting institutions and agencies.

Please read the Volunteer page on our website or contact volunteer@awamaki.org for more information.

Spread the word!!



SUPPORTERS

Grant-givers

Awamaki U.S.

Donors

Nancy Kennedy & Ladd Leavens

The Hased Foundation

We would also like to thank the following for providing operational assistance and support:

South American Explorers, Cusco

Center for Traditional Textiles Cusco (CTTC), Cusco

El Albergue Bed & Breakfast, Ollantaytambo

KB Tambo Hostal, Ollantaytambo

Apu Lodge, Ollantaytambo

Lastly, a big thank you to all volunteers and interns who have worked on the Awamaki Weaving Project since our foundation in 2009. The Weaving Project would not have been possible without the dedication, enthusiasm, creativity and resourcefulness that our volunteers have contributed over the last year, and we are eternally grateful for all the work they have put in to ensure that one year on, the project is continues to survive and grow.



APPENDIX A

10 Principles of Fair Trade and How Awamaki Complies with Them

The following 10 Principles of Fair Trade are outlined by the World Fair Trade Organization. Beneath each principle we state how Awamaki complies with it.

1. Creating opportunities for economically disadvantaged producers

Awamaki works with marginalized indigenous women weavers from rural, impoverished Quechua communities in the Patacancha Valley, in the district of Ollantaytambo, Cusco, Peru. Our weavers, like most indigenous women from this area, speak little Spanish, and most are illiterate. They do not have access to market for their weavings. Awamaki works with the weavers to improve their market access, by promoting sustainable tourism to the community, and also by selling their weavings in the nearby tourist market in Ollantaytambo and beyond.

2. Transparency and Accountability

Awamaki works closely with the weavers in program development and project planning, meeting with the weavers weekly to discuss current projects and upcoming plans. Awamaki generates an Annual Report that includes our yearly financial report. This report is available in our office and on-line. We also have a yearly meeting with our weavers to share this information. We keep our financial records in our office and they are readily available for any interested party to see.

3. Capacity building

Awamaki invests funds from weaving sales into capacity-building workshops for the weavers. A central part of Awamaki's mission is the revitalization of traditional weaving techniques. We run workshops in natural dyes and other aspects of the weaving process. We also run product development workshops that allow weavers to increase the value and marketability of their weavings. Workshops improve the quality of Awamaki weavings and strengthen the marketable skills of our weavers, allowing them to better provide for themselves and their families.

4. Promoting Fair Trade

Awamaki aims to educate and empower consumers to buy responsibly. On our website and in our fair trade store, we clearly express the difference between the supply chain of our products and of the common souvenirs that are widely marketed to tourists in the Sacred Valley. Awamaki also runs a Community Visits program that gives tourists the opportunity to visit our Weaving Center in Patacancha and learn first hand about our Weaving Project and how Awamaki works with the community.

5. Payment of a fair price

Awamaki ensures fair pricing by mutually negotiating prices in an open forum with all the weavers present. We base prices on materials used, quality of work, complexity of design and the type and size of product. Awamaki pays weavers one week after each intake of textiles and does not work on consignment. When supply of fleece from their own animals is low, Awamaki assists the weavers by supplying them with yarn, thereby saving them the time and expense required to travel to the nearest large city to make purchases. Awamaki also funds the natural dyes workshops in

which the weavers dye most of their yarn and is now in the preparatory stages of creating a dye garden that will enable the association to be self-sufficient in dye materials for years to come.

6. Gender Equity

Awamaki works with an association of Quechua women weavers from the Patacancha Valley. Awamaki works to empower the women through skill-building and increased access to market, which ultimately allows them to retain their way of life and earn a stable income. The weavers are also remunerated for hosting tourists who visit the community via our sustainable tourism initiative.

7. Working conditions

Awamaki gives women the opportunity to earn an income from the traditional Quechua craft of weaving. An essential element of the project is to allow the weavers to earn an income without changing their way of life. We take utmost care to ensure that weavers' participation in the Awamaki Weaving Project does not interfere with schooling, family responsibilities or agricultural activities. We respect that daily life is dictated by the agricultural calendar, and that during planting and harvesting seasons production of textiles will be low.

8. Child Labor

In a rural Quechua home, the whole family participates in economic activity, from planting potatoes to herding animals to spinning wool. Girls learn to weave in their early teens. Awamaki works with several teenage weavers, chosen by the community to participate in the Weaving Project on the bases of demonstrated need. Our school-age weavers have made a commitment to Awamaki to attend school full-time until they graduate. In turn, we have made a commitment to our student weavers to support them in their studies and ensure that they will not drop out for financial reasons. Awamaki ensures that education is given priority and participation in the Weaving Project is worked around school hours.

Teenage mothers are an exception to this rule. Though school-aged, teenage mothers in rural Quechua communities do not attend school and we accept them into the project in order that they can support their children.

Awamaki fully complies with all Peruvian child labor laws.

9. The environment

Awamaki gives high import to environmental responsibility. Weavers use only 100% natural fibers and over the past seven years the weaving project has succeeded in rejuvenating use of 100% natural dyes, thereby eliminating the harmful impact on environment caused by waste effluence from the process of dyeing with chemical dyes. We avoid introducing items or food to the community that are packaged in non-biodegradable materials and encourage separation of organic from non-organic waste. Equally, in our office and store in Ollantaytambo we keep minimal paper records and recycle paper, plastic bags and bottles.

10. Trade Relations

Awamaki founders Kennedy Leavens and Miguel Galdo have worked hard over the years to build a relationship with the weavers and their families based on trust, respect and understanding. Project development decisions are made in consultation with the weavers. We pay for weavings in full one week after purchase and we rarely work on consignment, as we understand that the weavers need more stability in their income than working on a consignment basis would provide. Occasionally, and only with the consent of the weaver, we may take a piece on consignment for a special or unusual order.

APPENDIX B

2009 Financial Statement of Income and Expenditure

Income

Direct Public Support		7,011.91
Programs - Volunteers		6,883.00
Volunteer fees	6883.00	
Programs - Tours		5,643.50
Tour income	5643.50	
Programs - Store		59,044.12
Sales USD & PEN	59044.12	
Loans		6,150.00
Awamaki U.S.	6150.00	
GROSS PROFIT		84,732.53

Expenses

Operating expenses		12,372.60
Office supplies	254.00	
Postage & delivery	358.00	
Telephone & internet	249.50	
Printing & copying	342.30	
Travel	468.80	
Volunteer stipends	10700.00	
Business expenses		1,175.41
Legal fees	274.00	
Bank fees	159.41	
Accounting fees	200.00	
Taxes	465.00	
Other	77.00	
Programs - Volunteers		470.00
Volunteer homestay	470.00	
Programs -Tours		1,331.00
Transport	621.90	
Food	459.10	
Tips	250.00	
Programs- Store		51,984.30
Inventory Assets	40385.60	
Site rental	4546.00	
Q'ente Consignment	5166.00	
Other	1886.70	
Programs - Weaving Project		2,472.50
Community Liasion	1795.50	
Workshops	462.00	
Other	214.50	
Loans Repayment		2,300.00
Awamaki U.S.	2300.00	
TOTAL EXPENSE		72,105.81
NET INCOME		12,626.72