

ANNUAL REPORT 2019

MESSAGE FROM OUR CHAIR

by Louise Vandenbosch

These are strange times. COVID-19 and social distancing have required all of us to become new learners and to adjust. At Heart-Links we are committed to adapting to this new reality (although we are hopeful it won't be forever). This is our first virtual annual general meeting, so fingers crossed that all goes well with our technology.

In reviewing 2019 for Heart-Links, it struck me how well our internal processes were working. Over the past several years, the Executive Committee and our capable staff person, Ruth Taylor, have been simplifying our internal processes and this year we were really able to benefit from the fruits of all of that hard work. The Board Manual is up to date and ready for distribution and all policies and procedures have been reviewed. New project templates have been developed so that our Peruvian partner agencies are able to undertake more targeted, simplified reporting. The new donor database is giving us a more accurate picture of our funders, assisting us greatly with fundraising decisions. And our website is now available in Spanish. What a lot of accomplishments in such a short time!

Many thanks to all Board members, volunteers and staff who have worked diligently to keep this little organization running like a well-oiled machine. I want to give a special shout out to some key volunteers who have had a positive impact on Heart-Links but have moved on to other ventures. Thanks to Melissa Ostrowski, who sat on and co-chaired the Solidarity Trip Committee. Also, to Melissa Taylor-Gates, who came into the office biweekly to assist Ruth with administrative tasks. We really appreciate the many hours the two Melissas gave to Heart-Links. This year we welcomed new Board members Maya Clarke, who has chaired our Ad-Hoc Committee on Sexual Violence in International Cooperation and served on the Peru Projects Committee; Michelle Pierce Hamilton, who co-chaired the Community Engagement Committee; and Trish Gergich, who chaired the Fund Development Committee and has agreed to chair the Board commencing June 1, 2020. We welcome their energy, ideas and enthusiasm.

I have been involved in the leadership of Heart-Links for many years, serving on the Executive Committee since 2012 and, starting in the fall of 2014, co-chairing the Board alongside Gordon Price. Throughout this time, I have worked with lots of wonderful folks both here in Canada and in Peru. My first Solidarity Trip, back in 2010, has proven to be life altering. It has been a real pleasure to work on behalf of Heart-Links. So now, as I turn the reins over to incoming chair Trish Gergich, I wish her well, and I wish her a life-altering journey.

BOARD OF DIRECTORS

Louise Vandenbosch, Chair

Fraser Macdonald, Treasurer

Shannon Theriault, Secretary

Maya Clarke

Trish Gergich

Vala Gylfadottir

Cecilia Inguane

Michelle Pierce Hamilton

FINANCE COMMITTEE

by our Treasurer and Chair of the Finance Committee, Fraser Macdonald

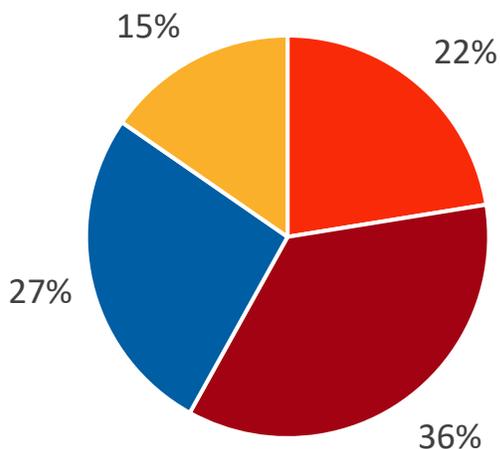
Heart-Links remains in a sound financial position and capable of funding our work in Peru. Our investment portfolio is independently managed by external advisors at Scotia Wealth Management, and our accounting, financial statements and reporting are subject to annual review by external auditors at BDO Canada. All government (CRA and Industry Canada) regulatory reporting, which is completed annually, is up to date. Administrative expenses are reasonable and within established budget.

Financial highlights for 2019:

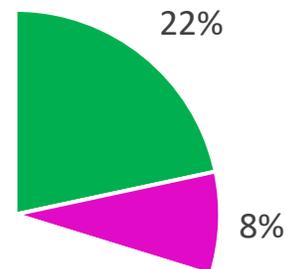
- Fund balances as of December 31, 2019, were \$459M.
- Peru Project expenditures for 2019 were \$143M and are projected to exceed \$110,000 in 2020. Projects approved by the Board are rigorously reviewed and monitored by the Peru Projects Committee and include projects which we manage for third parties.
- The Treasurer and Finance Committee conduct ongoing financial reviews to ensure the Heart-Links’ funds are managed in accordance with our bylaws and that funds allocated for charitable purposes to organizations in Peru comply with Heart-Links’ standards and CRA requirements.

\$\$ SENT TO PERU	
2010	34,685
2011	42,628
2012	66,488
2013	64,565
2014	79,539
2015	98,359
2016	117,768
2017	139,964
2018	136,136
2019	142,648
LAST 10 YRS	\$922,780

As is the case in many organizations, COVID-19 has had a significant negative effect on Heart-Links’ investment balances. In addition, it is unclear at this time what effect this crisis will have on our fundraising capacity in 2020 and beyond. Nonetheless, Heart-Links continues to be in a financial position to honour all its commitments.



Project Areas



- Gender Equity
- Literacy & Education
- Indigenous Peoples
- Leadership
- Environment
- Persons with Disabilities

THE HEART-LINKS COMMUNITY OF DONORS

Thank you to our 2019 donors for *sharing the love* with Heart-Links!
You make this important work in Peru possible.

In 2019, the following individuals and organizations donated to Heart-Links:

Visionaries (\$5,000+)

Cambia Development Foundation
Sisters of St. Joseph
Sisters of Saint Martha

Champions (\$1,000–\$4,999)

Ontario English Catholic Teachers
Association
Metropolitan United Church
Burneo de las Casas Medicine
Professionals
Holy Name of Jesus Mission Committee
Ursuline Religious of the Diocese of
London
Jennifer Witzel
Marie and Jean Steinmetz
Shannon and Paul Theriault
Louise and Mark Vandenbosch

Builders (\$250–\$999)

Helen and Hugo Carlos Jimenez
Virginia and Robert Pettapiece
St. Mary's Mission Group
Mary Patricia and Mike Hudak
Pat and Wayne Scott
Linda Lustins and Richard Phillips
Bruce Hewitt and Helena Steinmetz
Christine Troughton
Valgerdur Gylfadottir
Julia Kolb and Kirk Maltby
Nicole Martineau
Jean McPhail
Elizabeth O'Brien
Rev. John Comiskey
Carolyn Beukeboom
Justa Gilliland
Patricia Mack
David Walsh
Anne Irwin†
Frances and Ronald Anderson
Our Lady of Assumption Mission Club
Eileen and Eugene Lucier
Allan and Susan Edwards

Believers (\$100–\$249)

Jayne Brady-Miltenburg

Metropolitan United Church Women
Audrey and Peter Timmerman
Silvia Langer and Michael Klug
Gordon Price and Jennifer Slauenwhite
Michael Loebach and Patricia Howe-
Loebach

Brenda and Bill Zadorsky
Denise Dalton
Yolande DeClercq
Irene Donohue
Jill Young
Susan Price
Susan Cassan
Carolyn Corcoran
Dianna Hardy
Rick Dawe
Sheila Horrell
Jean Garanger
Mary Durand
Janet Loebach
Barbara Newton
Frank O'Connor
Aileen Czerwiec
Michael and Jane Wu
Sheila and Len Hughes
Barbara Lent
Norma Poel
Marjorie Paisley†
Mira Ratkaj
Janet and Paul Tufts
Shannon Calvert
Sally Vernon
Sarah Lucier
Johanna de Vries
Gudrun Thomas
Paula Marcotte
Mary-Jane Francescutti
Elaine Philbrick
Ann Steadman
Riley Trottier
Judy Wirch

Friends (\$20–\$99)

Grant Ivens and Jo Zadorsky
Marie Eleonor Espiritu
Joyce and Tom Orchard

Karen and Richard Thomas
Mary Ellen Pearson
Karen and Raymond Murray
Lee Cyn Ang and Liang Yong Ang Low
Sam and Polly Xuereb
Helen Moniz and Joe Malheiro
Peter and Judy Castle
Lesley Lefteruk
Isabel Varillas
Brenda Hunt and Bruce Wentzell
Linda Disik
Laura Gleason
Pauline Cameron
Maya Clarke
Betty Dietrich
Janet Donais
Anne Gehman
Michael Lawrence
Andrea Hebert
Joan Hepworth
Tony Suozzi
Heather Barclay
Beate Barnett
Reinhard Lohmann
Sandra Mackenzie
Kelly Tessier
Janet Zadorsky
Sandra Stevens
Heide Shrouder
Eileen O'Lech
Gino Nicodemo
Rosemary McHugh
Francesca Lobo
Cornelia Vink
C.P.S. Taylor
Beth Tellaech

YOUR IMPACT

14 projects in Peru

500+ individuals served

8 communities served

6 partner organizations

25 volunteers in Canada

FUND DEVELOPMENT COMMITTEE

The Fund Development Committee continued to work to diversify Heart-Links’ funder base. A total of **131 individuals, families and organizations** donated to Heart-Links in 2019. Between individual donations, foundation and other grants and special events revenue, Heart-Links raised **\$73,025**.



Every day, we’re reaching more people!

E-newsletter subscribers	269
Facebook page likes	238
LinkedIn followers	49
Instagram followers	202

You can follow us too!

- ✓ sign up for our e-newsletter at www.heart-links.org
- ✓ facebook.com/heart.links.london
- ✓ linkedin.com/company/heart-links-lazos-de-corazon
- ✓ [@heartlinkslondon](https://twitter.com/heartlinkslondon)

SPECIAL THANKS TO the Cambia Development Foundation, the Sisters of St. Joseph, Seeds of Hope, London Community Foundation, Pablo Poblano, Shout Sister, My Sister’s Place Microenterprise, El Sistema Aeolian’s Concertino Quartet, and Western Department of Modern Languages and Literatures for connecting with Heart-Links this year. We appreciate your support!

SOLIDARITY TRIP COMMITTEE

by STC co-chair Sheila Horrell

Our committee spent most of 2019 planning for the 2020 Solidarity Trip that was to take place this summer. However, with COVID-19 on the horizon, in early March 2020, we made the decision to cancel. Even if travel were possible, we wanted to keep our participants safe and to alleviate any further work for our Peruvian partners who are also dealing with this severe pandemic.

Prior to cancellation, we had interviewed five applicants for our team, all of whom were considered more than valuable candidates. We notified all applicants of our decision, and they responded with disappointment but understanding. We hope in the future they may yet be an opportunity for them to meet our partners and visit the communities they work with in Peru. Fortunately, we had not yet got to the point of booking flights or setting up further pre-trip meetings, so other arrangements were not needed.

We will revisit the trip and plans for next year in September. I have agreed to remain as committee co-chair for 2020, but as my 2019 co-chair, Melissa Ostrowski, has stepped down (thank-you, Melissa, for all your hard work!), the committee will also be seeking a new co-chair.

HELLOS AND GOOD-BYES

A warm thank-you to the following new volunteers and collaborators: **Sakura Kristy Buza, Tara Noble Makarowski, Nguyet Anh Ho, and Maclaren Forrest.**

Welcome to these new board and committee members: **Michelle Pierce Hamilton, Maya Clarke, Trish Gergich, Liliana Lara, Mishail Bhatia, Meher Bajaj, Ryan Kelly, Rob Crate, Oluwaseun Muhammed.**

Our enormous and heart-felt gratitude to **Riley Trottier, Sergio Rodríguez, Melissa Taylor-Gates, Melissa Ostrowski.** We wish you well and hope you keep us in your thoughts.

COMMUNITY ENGAGEMENT COMMITTEE



The Community Engagement Committee saw a change in leadership this year, with Louise Vandenbosch and Michelle Pierce Hamilton taking over as co-chairs. In addition to planning and overseeing Heart-Links' annual *Share The Love*, the committee ramped up our social media presence, adding Instagram to the gamut of tools we use to promote global solidarity and raise awareness about the work our partners do in northern Peru.

The third annual *Share the Love* took place in February at Innovation Works. A video prepared by Heart-Links' volunteer Melissa Taylor-Gates provided an overview of the year's projects, and speakers Gordon Price and Louise Vandenbosch shared their insights on community development in Peru and at home. Performances by the

young musicians of El Sistema's Concertino Quartet and by the London chapter of Shout Sister! Choir reminded guests that music is another way we build community. Twenty-six businesses and individuals donated to the silent auction and we had five sponsors. The evening raised more than \$3,000.

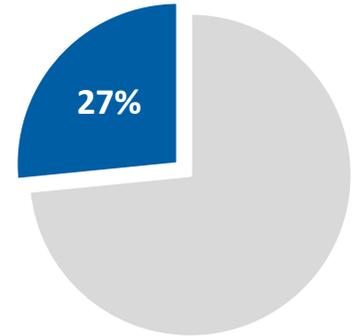
In November, we were delighted to make an audiovisual presentation to the Sisters of Saint Joseph living in their residence on Windemere Road about our recent monitoring trip to Peru. Heart-Links grew out of work the Sisters began in the Zaña Valley in the 1960s, and they continue to be loyal supporters.

PERU PROJECTS

*All Heart-Links' projects advance one or more of the 17 Sustainable Development Goals.



LEADERSHIP FOR A JUST SOCIETY



“We’re taking baby steps that will lead to many other things.”



Nélida lives in a precarious settlement in José Leonardo Ortiz that has no paved roads and is neglected and forgotten by the authorities. “It’s just a sea of dirt and sand,” she says. Nélida signed up for the Leadership School because she wanted to learn how to help her community and to see it prosper.

As a member of the Park Committee in her neighbourhood, she is working to establish a park on an empty lot there. But the municipal government told her committee that there was no money.

That didn’t stop Nélida. Thanks to the Leadership School, she’s learned about how to fundraise and do fund development and how to generate support.

2019 PROJECTS THAT ADVANCE PEACE, JUSTICE AND STRONG INSTITUTIONS:

Leadership in Adolescents. This project, run by Madre Oliva Association, offered teenagers weekly workshops on topics such as management of feelings and conflicts, self-esteem, healthy sexuality, appropriate use of social media, cultural identity and violence against women. Participants carried out initiatives that respond to needs identified in their communities and sought to involve other youth from the area in their chosen projects.

- 1 year
- Zaña Valley
- 25 youth
- \$9,559

Leadership School. This school for community leaders offered workshops aimed at strengthening the ability of individuals and communities to participate fully in society. Participants developed community projects and monitored and pushed for implementation of a Governing Agreement reached with elected authorities. Run by Centro Santa Angela, the school gives priority to developing women leaders and to leadership that is democratic, transparent, inclusive.

- 1st of 2 years
- José Leonardo Ortiz
- 50 leaders
- \$12,500 in 2019

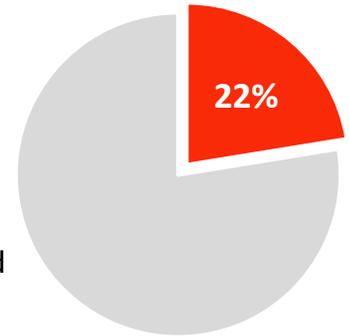
Succession Planning. Participants developed a portfolio of 10 community development projects that Centro Santa Angela will be able to carry out in coming years. By offering project management training to their volunteers, Centro Santa Angela is preparing a new generation of committed leaders.

- 7 months
- Jose Leonardo Ortiz
- 20 leaders
- \$15,840



RIGHTS OF WOMEN AND GIRLS

*All Heart-Links' projects embody gender equity and promote the rights of women and girls.



"I want to support people to do the right thing, so that justice is done."

Nayeli participates in a program aimed at girls who are struggling. Some have been the victims of sexual violence. Others face troubles at home. These girls are often burdened with caring for younger siblings and the family home, making it hard for them to continue their studies or follow other paths.

"It's a support for us to have a safe space to be free to think and imagine other possibilities, and forget for a while some of the bad things that happen at home," says Nayelí. "We learn how to cooperate and show solidarity with each other." Nayelí says she wants to become a lawyer so she can "defend people from injustice."



2019 PROJECTS THAT ADVANCE GENDER EQUITY:

Supporting Girls at Risk. This project, run by Madre Oliva Association, provided girls ages 11 to 14 who are struggling with counselling as well as a space where they felt comfortable, safe and valued. The girls participated in workshops that built self-esteem, helped them manage relationships and helped them understand their rights. They also set and achieve goals through small hands-on projects such as making jewelry they could sell.

- 1 year
- Aviación
- 15 girls
- \$3,755

Women's Empowerment. Run by Madre Oliva Association, this project provided a space for women to come together for practical and emotional support and to receive training in artisan and small business skills. The women worked with local artists and drew on local cultural traditions to produce handicrafts for fairs and the tourist market.

- 1 year
- Zaña Valley
- 30 women
- \$9,217

Men for Gender Equity. Centro Santa Angela worked with men to examine and challenge assumptions about gender roles and to develop new concepts of masculinity and paternity that embrace relationships of equality and respect. In addition to attending workshops that examine concepts of masculinity, paternity and men's health, participants took part in awareness-raising initiatives that included information fairs at two universities, a photo competition, and painting murals on these topics.

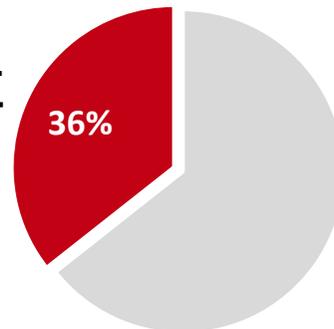
- 1 year
- Chiclayo
- 20 men
- \$11,000

Rural Women Chamba. This project, run by Latidos, offered training and accompaniment to women who grow fresh produce, prepare foods, or make and sell crafts. The women developed business plans, increased productivity and accessed new markets. They kept a community garden and took part in local fairs. Next year, the women will form a business association for mutual support, collective action and future development.

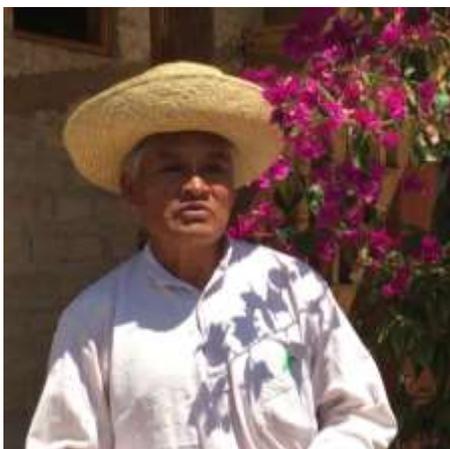
- 1st of 2 years
- Zaña and Cayaltí
- 40 women
- \$8,039 in 2019



INCLUSIVE AND EQUITABLE EDUCATION



*All Heart-Links' projects respect cultural and Indigenous rights and promote inclusion.



“Children haven’t been taught these things.”

Manuel Isabel teaches children and adults at ACIES’ Alternative Rural School how to grow and use medicinal plants and how to grow seeds, flowers and teas they can sell.

“Children no longer know about traditional medicine,” he says. “We’ve been taught to believe medicinal herbs have no value.” The school garden grows about 40 different plants. School lunches also come from the garden.

Manuel Isabel has begun to teach the children Quechua as well. He is one of very few people who still speak this Indigenous language of the region.

2019 PROJECTS THAT ADVANCE QUALITY EDUCATION:

Expression through Words, Drawing and Weaving. This project, run by ACIES, has 3 lines of action: work with children and youth to develop their capacity to express themselves in drawing and words, work with rural women to explore cultural expression through reading, storytelling and handicrafts, and work with teachers and volunteers to develop and share practices and strategies in alternative education.

- 1st of 2 years
- Cajamarca
- 70 people
- \$5,775 in 2019

Esperanza Centre for Alternative Education. Construction of this centre, run by ACIES, offers Indigenous children, youth and adults a space where their heritage is valued and respected. Centre programs draw on the ancestral knowledge of the community, create new knowledge through hands-on projects, and promote independence and sustainability.

- 3rd of 3 years
- Cajamarca
- \$10,923 in 2019

Live and Travel with Words. Strengthening the role and reach of libraries, this project was run by Latidos out of the Miraflores library in Zaña and the municipal library in Cayaltí. It offered children, youth and adults programs and workshops in reading and writing and hosted a series of storytelling contests that draw on local cultural traditions and history as well as on the imagination.

- 1st of 2 years
- Zaña and Cayaltí
- 85 people
- \$8,368 in 2019

Supporting People with Disabilities. This project, run by Madre Oliva Association, provided mothers and their children with developmental disabilities with medical attention, food, educational support and life skills training. The association worked with the local school and health unit to ensure people living with developmental disabilities in their communities receive appropriate education and health care and do not face discrimination.

- 1 year
- Nuevo Mocupe
- 20 people
- \$11,500

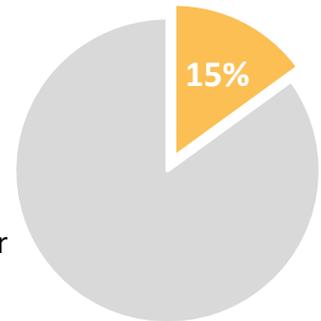
New Edition of the Campesino Encyclopedia. The Enciclopedia Campesina, is a collection of 20 volumes that gathers stories and knowledge from across the mountainous region surrounding the town of Cajamarca. It is the cornerstone of the Rural Library Network's literacy program. Over two years, 1000 copies of a revised edition of each of first 8 titles in the series will be printed.

- 1st of 2 years
- Cajamarca
- 8000 books
- \$14,154



SUSTAINABLE COMMUNITIES

*All Heart-Links' projects promote the care of our planet and environmental sustainability.



“If we organize, we can achieve our goals.”

José lives in San Isidro, a farming community that was hit hard by flooding in 2017. They lost many of their belongings and their work implements. They also lost their irrigation well.

Now, with support from Centro Esperanza, they have established a community association and are working to develop sustainable farming practices, ensure a water supply for consumption and irrigation and defend community members' rights under Peruvian law. They share skills and resources so that everybody benefits.

“Now people are beginning to participate more,” says Jose. “They see we are serious. They see the benefits. It's the only way we'll move forward.”



2019 PROJECTS THAT HELP BUILD SUSTAINABLE COMMUNITIES:

Ecological Action Plan. Centro Santa Angela is working with community leaders in Víctor Raúl Haya de la Torre to “green” their neighbourhood in the crowded and underserved urban district of José Leonardo Ortiz. The project harnesses the energy of women, men, youth and children to clean up their neighbourhood, fill their local park with plants and trees, introduce recycling, repurpose used materials and reduce waste. Community leaders are also pressing municipal authorities to assume their responsibilities in garbage collection and other basic services.

- 1st of 2 years
- José Leonardo Ortiz
- 100 families
- \$13,917 in 2019

Helping Victims of El Niño Rebuild. Run by Centro Esperanza, this project accompanied, trained and provided material support to rural families whose houses, lands, crops, animals, irrigation system, and water supply were damaged or destroyed in 2017 by flooding caused by El Niño. The project helped these small farmers develop personally and as a community, drawing on their own skills and resources as well as on the expertise of workshop facilitators to organize, share resources, follow environmentally sound practices, promote the participation of women in leadership roles, and negotiate with state bodies.

- 11 months
- San Isidro
- 35 families
- \$7,995 in 2019

OUR PARTNERS

Heart-Links works with six partner organizations in northern Peru, in three distinct communities.

CAJAMARCA

Asociación Civil Esperanza (ACIES)

ACIES is a nongovernmental organization based in the impoverished Esperanza neighbourhood of Cajamarca, Peru. The association offers children and adults programs that help improve their quality of life and their levels of education through personal and community development. ACIES runs the Alternative Campesino School in the rural community of Pomobamba and an afterschool program of alternative education in Quiritimayo, a precarious neighbourhood next to Esperanza. Members of ACIES are volunteers—students and professionals—from a range of disciplines.

You can learn more about ACIES from their website:
aciesesperanza.jimdofree.com



Rural Libraries Network of Cajamarca

Founded in 1971 by Father John Medcalf, the Rural Libraries Network comprises a web of more than 500 tiny libraries housed in the homes of dedicated volunteer librarians throughout the mountains surrounding Cajamarca and neighbouring provinces in northern Peru.

The Network publishes and distributes to its members books that record the lives, stories and knowledge of the country's rural Indigenous inhabitants, the campesinos. Librarians both house the reading materials and take leadership in establishing reading circles for young and old to promote literacy, education and pride in the campesino culture. The books are a tool for both literacy training and cultural revival.

Twice a year, gatherings are held in Cajamarca, where the librarians can exchange books, share information and strategize on issues affecting their communities. Mining and the environmental and social violence that it brings is one of the major challenges facing these communities.

You can learn more about the Rural Libraries Network from their blog: rurallibrariesofcajamarca.blogspot.com



CHICLAYO

Centro Esperanza

Centro Esperanza is a non-governmental organization founded in 1997 by Christian lay communities in Chiclayo, Peru. Motivated by faith and a preferential option for the poor, the Centre provides training in leadership for children, youth, women, educators and community leaders. Their work is based in urban and rural communities throughout Lambayeque.

Focus areas are:

- human rights and democracy;
- gender equity;
- interculturality; and
- the environment.

Centro Esperanza develops its programs alongside their participants. By advocating with them, they work to improve public policy in these areas.



Centro Santa Angela

Since 1984, Centro Santa Angela (Centro de Formación y Promoción Humana “Santa Angela”) has been working to combat poverty and promote human and community development in José Leonardo Ortiz, a municipal district that forms part of the greater metropolitan area of the coastal city Chiclayo. Originally founded through an initiative of the Ursuline Religious of Chatham, the centre is legally incorporated as a non-profit civil association under the direction of a coordinating team of five women, a number of whom grew up in JLO and still make their homes there.

Centro Santa Angela takes a right-based, gender and environmental approach to form and strengthen community leadership and promote an engaged and organized citizenry for comprehensive human development. Centro Santa Angela regularly partners with local educational and government institutions and professional bodies to strengthen the impact and reach of its work. The centre also participates actively in local forums such as the Lambayeque Roundtable to Combat Poverty.

You can learn more about Centro Santa Angela from their Facebook page: [facebook.com/centrosantaangela/](https://www.facebook.com/centrosantaangela/)



ZAÑA VALLEY

Madre Oliva Association

Named in memory of Sister Jean Dochstader, who lived and worked for many years in the Zaña Valley, Madre Oliva Association was formed in 2017 by Heart-Links' agents in Zaña as their own legally constituted association. The women who have dedicated so many years to improving the lives of women, youth and children in their communities, will continue their good work as an independent organization, accountable to the local community and open to partnerships with other local and regional bodies.



You can learn more about Madre Oliva Association from their Facebook page: facebook.com/experienciassolidarias.zana



Latidos

Latidos (Heartbeats) is a non-governmental organization founded by Flor Reaño in 2016. It aims to provide training and support in the communities of Zaña and Cayaltí that develops social and business skills and improves living standards and general well-being. In particular, Latidos promotes literacy in its broadest sense, promotes healthy eating and sustainable agriculture, and works with women to develop their small businesses.

You can learn more about Latidos from their Facebook page: facebook.com/latidos.asociacion



HEART-LINKS LAZOS DE CORAZÓN is a small London-based nongovernmental organization that works to advance community development in northern Peru. We partner with organizations in Peru to finance and accompany initiatives in education, leadership training, women's empowerment and health, among others. We also organize an annual trip to northern Peru for anybody who is interested in learning what it feels like to walk in solidarity with people from another part of the world.