

IMPACT REPORT 2020

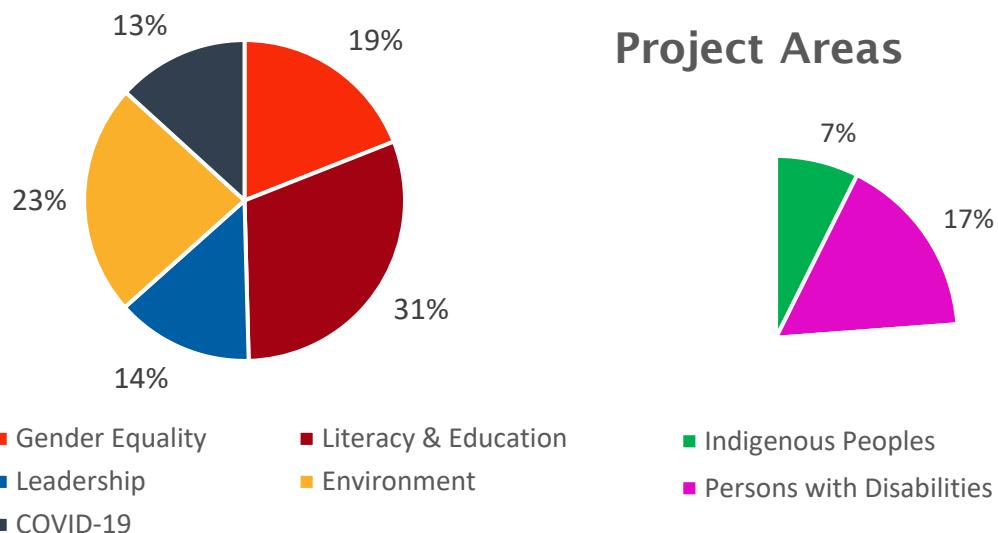


Heart-Links

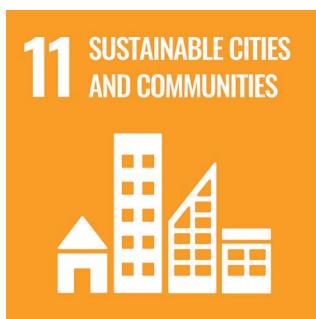
... in solidarity with the people of northern Peru

PROJECTS IN PERU

In 2020, our donors financed 14 projects totalling \$99,119.

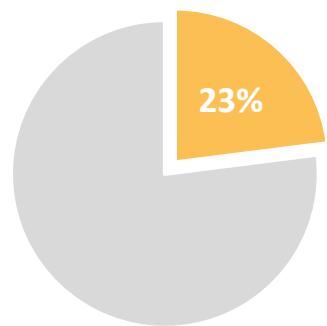


All Heart-Links' projects advance one or more of the 17 Sustainable Development Goals.



SUSTAINABLE COMMUNITIES

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



2020 PROJECTS THAT HELPED BUILD SUSTAINABLE COMMUNITIES:

Ecological Action Plan. Centro Santa Angela worked with community leaders in Urrunaga to “green” their neighbourhood in the crowded and underserved urban district of José Leonardo Ortiz. Organized in block committees, women, men, youth and children cleaned streets, filled their local park with plants and trees, introduced recycling, repurposed used materials and reduced waste. Community leaders also pressed municipal authorities to assume their responsibilities in garbage collection.

- 2nd of 2 years
- José Leonardo Ortiz
- 100 families
- \$14,350 in 2020

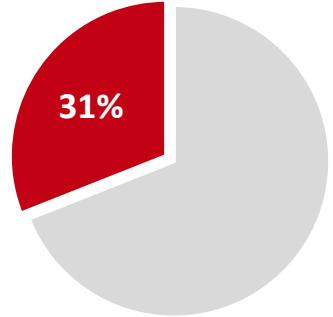
Helping Victims of El Niño Rebuild. Run by Centro Esperanza, this project provided training and material support to rural families affected by El Niño in 2017. Drawing on the skills and resources of community members and the expertise of workshop facilitators, the community organized, shared resources, followed environmentally sounds practices, promoted the participation of women in leadership roles, and negotiated with state bodies.

- 20 months
- San Isidro
- 35 families
- \$8,800 in 2020



INCLUSIVE AND EQUITABLE EDUCATION

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



2020 PROJECTS THAT ADVANCED QUALITY EDUCATION:

Expression through Words, Drawing and Weaving. This project, run by ACIES, had 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.

- 2nd of 2 years
- Cajamarca
- 70 people
- \$7,300 in 2020

Live and Travel with Words. Strengthening the role and reach of libraries, this project run by Latidos initially worked out of the Miraflores library in Zaña and the municipal library in Cayaltí. With the arrival of the pandemic, the project went virtual and outdoor. With schools closed, Latidos filled the gap with activities that ran from wellness workshops with parents and children to arts and crafts to reading and storytelling.

- 2nd of 2 years
- Zaña and Cayaltí
- 85 people
- \$6,700 in 2020

Supporting People with Disabilities. With the onset of the pandemic, Madre Oliva Association redoubled its efforts to provide mothers and their children with developmental disabilities with medical attention, food, educational support, and life skills training. They also delivered personal protection equipment and education in COVID-19 protocols.

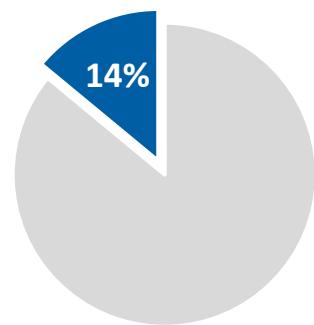
- 1 year
- Nuevo Mocupe
- 20 people
- \$16,300

New Edition of the Campesino Encyclopedia. This project to print a revised edition of the Rural Libraries Network's Enciclopedia Campesina underwent several changes due to COVID-19. With printer and distribution channels shut down for most of the year, the Network decided to reduce the number of copies printed and focus on building their digital library. They also provided rural librarians with cell phones to facilitate communication and support.

- 2nd of 2 years
- Cajamarca
- 4000 books & virtual materials
- \$14,154 in 2019



LEADERSHIP FOR A JUST SOCIETY



2020 PROJECTS THAT ADVANCED PEACE, JUSTICE AND STRONG INSTITUTIONS:

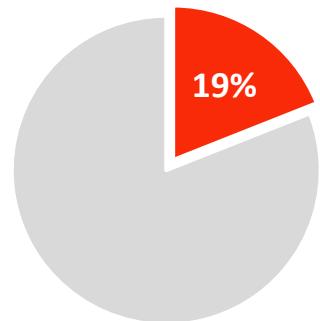
Leadership School. This school for community leaders offered workshops aimed at strengthening the ability of individuals and communities to participate fully in society. With the onset of COVID-19, the school went virtual and added wellness workshops to its curriculum. Participants developed projects to help their communities during the pandemic 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, and inclusive.

- 2nd of 2 years
- José Leonardo Ortiz
- 50 leaders
- \$13,700 in 2020



RIGHTS OF WOMEN AND GIRLS

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



2020 PROJECTS THAT ADVANCED GENDER EQUALITY:

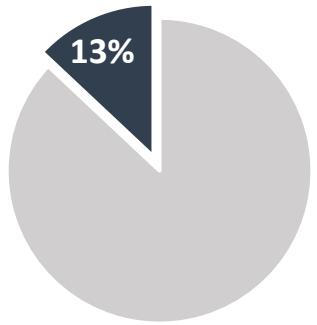
Men for Gender Equality. Centro Santa Angela continued to work with men to reduce violence against women in the province of Lambayeque. In 2020, the focus was on boys in high school. Project leaders worked with 30 high school teachers to develop videos, radio spots, pamphlets, and a guide to use in their classrooms. Topics for these materials include the social and cultural roots of machismo, what gender-based violence is and how to eradicate it from personal relationships, fatherhood, sexuality, managing emotions, and violence against women in the context of the COVID-19 pandemic.

- 9 months
- Lambayeque
- 30 high school teachers
- \$6,850

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. Income generation, sustainable farming methods, nutrition and home food gardens became the focus during the pandemic. In addition, Latidos provided woman farmers with seeds and then purchased their produce and distributing it to people in need.

- 2nd of 2 years
- Zaña and Cayaltí
- 40 women
- \$12,000 in 2020

EMERGENCY RESPONSE TO COVID-19



2020 COVID-19 RESPONSE:

Actions of Support and Prevention. This project, run by Centro Esperanza, provided emergency food aid and accompaniment to 53 rural families in San Isidro while they awaited government support. The project also financed the installation of protective and sanitary measures in Centro Esperanza's new locale and paid one month's rent.

Solidarity with Families Affected by the Pandemic. With this funding, Centro Santa Angela provided food aid, cleaning supplies and masks to 160 families in the impoverished urban district José Leonardo Ortiz.

Mental Health Support. With this funding, Latidos hired a psychologist for 6 months to provide mental wellness counselling and workshops, over WhatsApp and other virtual platforms, to families and frontline workers in the Zaña Valley.

Pandemic support for people with disabilities. Madre Oliva Association used this funding to reinforce the project in support of people with disabilities with additional food aid and personal protection equipment and to purchase pandemic-related first aid equipment and supplies.

- San Isidro
- 53 families
- \$5,360

- José Leonardo Ortiz
- 160 families
- \$5,360

- Zaña Valley
- 36 children & families
- \$800

- Nuevo Mocupe
- 20 people
- \$1600

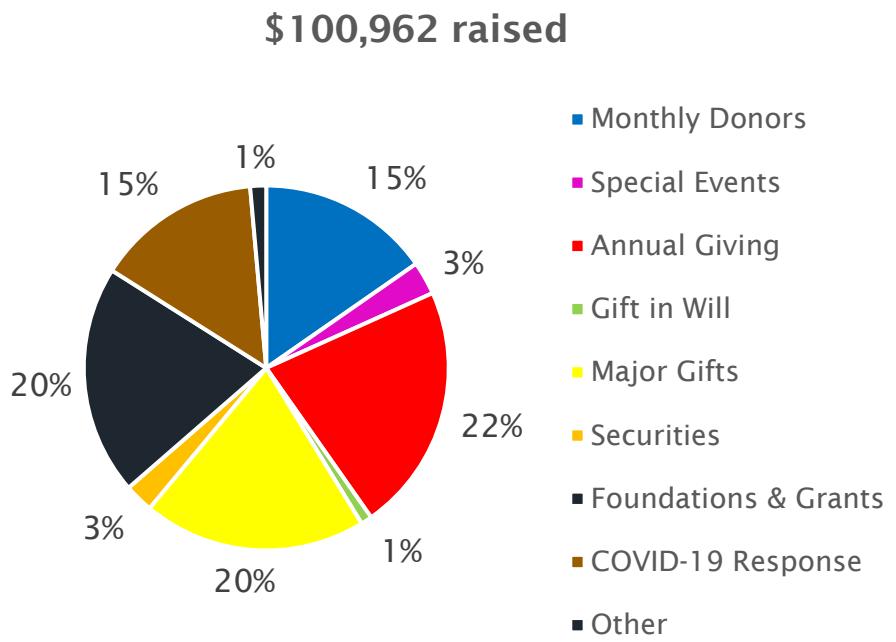


2020 BOARD OF DIRECTORS

Trish Gergich, Chair
 Fraser Macdonald, Treasurer
 Nathalie Kroeker, Secretary
 Sara Alva Lizarraga
 Elisa Alvarez
 Maya Clarke
 Cecilia Inguanse
 Tallys Moreth
 Michelle Pierce-Hamilton
 Julia Rolo
 Louise Vandenbosch

FUND DEVELOPMENT COMMITTEE

The Fund Development Committee continued to work to diversify Heart-Links' funder base. A total of **170 individuals, families and organizations** donated to Heart-Links in 2020. Between individual gifts, foundation and other grants and special events revenue, Heart-Links raised **\$100,962**.



Every day, we're reaching more people!

E-newsletter subscribers	254
Facebook page followers	297
LinkedIn followers	83
Instagram followers	310

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://www.instagram.com/heartlinkslondon)

SPECIAL THANKS TO Cambia Development Foundation, the Sisters of St. Joseph, the Ursuline Sisters of Chatham, Brescia University, Yim Rodríguez Sampertegui, Correo Canadiense, La Voz Hispana, What's Up Oxford, Momentos and Ontario Council for International Cooperation for connecting with Heart-Links this year.
 We appreciate your support!

HEART-LINKS COMMUNITY OF DONORS

Thank you to our 2020 donors for ***sharing the love*** with Heart-Links!
You make this important work in Peru possible.:)

Visionaries (\$5,000+)

Nancy Sullivan
Ursuline Sisters of Chatham
Cambia Development Foundation
Sisters of St. Joseph
Sisters of Saint Martha

Champions (\$1,000–\$4,999)

Burneo de las Casas Medicine Professionals
Louise Mauffette-Leenders
Louise and Mark Vandenbosch
Marie and Jean Steinmetz
Community Counts Foundation
East Windsor Catholic Family of Parishes
Anne Irwin †
Frank O'Connor
Regina Women's Group
Jennifer Witzel
Shannon and Paul Theriault
Anonymous (1)

Builders (\$250–\$999)

Holy Name of Jesus Mission Committee
Virginia and Robert Pettapiece
Metropolitan United Church
Mary Patricia and Mike Hudak
Pat and Wayne Scott
Eileen Lucier
Bruce Hewitt and Helena Steinmetz
Christine Troughton
Valgerdur Gylfadottir
Silvia Langer
Ruth Taylor
Jean McPhail
Sally Vernon
Kimberly Frias
Francesca Lobo
Justa Gilliland
Patricia Mack
Francis Murphy
Shirley Clement
Maria Sanchez-Keane
Frances and Ronald Anderson
Julia Kolb and Kirk Maltby
Anonymous (4)

Believers (\$100–\$249)

Lee Cyn Ang and Liang Yong Ang-Low
Metropolitan United Church Women
Audrey and Peter Timmerman
Allan and Susan Edwards
Gordon Price and Jennifer Slauenwhite
Michael Loebach and Patricia Howe-Loebach
Brenda and Bill Zadorsky
Denise Dalton
Irene Donohue
Jill Young
Susan Price
Keith Brooks
Shannon Calvert
John Comisky
Linda Disik
Sheila Horrell
Jean Garanger
Mary Durand
Janet Loebach
Barbara Newton
Beverly Duval
Aileen Czerwieniec
Michael and Jane Wu
Sheila and Len Hughes
Grant Ivens and Jo Zadorsky
Sandra Mackenzie and Bruce Brillinger
Linda Lustins and Richard Phillips
Trish Gergich
Dan Harris
Shannon Calvert
Mary Howard
Sarah Lucier
Barbara Lent
Helen Campbell
Paula Marcotte
Jean Bowden
Elaine Philbrick
Ann Steadman
Riley Trottier
Judy Wirsch
Denyse Regan
Cecile Muller
Muriel Murphy
Rick and Betsy Odegaard
Cathy Perich
Peter Quigley
Mira Ratkaj

Logan Rohde
Marie White
Mary Wilson
C.P.S. Taylor
Anonymous (12)

Monthly Donors

Sheila and Len Hughes
Brenda and Bill Zadorsky
Mary Patricia and Mike Hudak
Frances and Ronald Anderson
Shannon and Paul Theriault
Bruce Hewitt and Helena Steinmetz
Eileen Lucier
Janet Loebach
Aileen Czerwieniec
Christine Troughton
Riley Trottier
Irene Donohue
Jean Garanger
Justa Gilliland
C.P.S. Taylor
Sheila Horrell
Michael Loebach and Pat Howe-Loebach
Denise Dalton
Ruth Taylor
Julia Kolb and Kirk Maltby
Jennifer Witzel
Patricia Mack
Paula Marcotte
Anne Gehman
Jean McPhail
Trish Gergich
Shannon Calvert
Mira Ratkaj
Virginia and Robert Pettapiece
Audrey and Peter Timmerman
Louise and Mark Vandenbosch
Pat and Wayne Scott
Dr. Burneo de las Casas
Gordon Price and Jennifer Slauenwhite
Lina and Chris Bowden
Valgerdur Gylfadottir
Mary Durand
Kimberly Frias
Leslee Lefteruk
Anonymous (2)

HELLOS AND GOOD-BYES

A warm thank-you to the following new volunteers and collaborators: **Carly Moir** and **Eoin Blythe**.

Welcome to these new board and committee members: **Nathalie Kroeker**, **Julia Rolo**, **Elisa Alvarez**, **Tallys Moreth**, **Sara Alva Lizarraga**, **Jayne Russell**, and **Sakura Kristy Buza**.

Our enormous and heart-felt gratitude to **Shannon Theriault**, **Vala Gylfadottir**, and **Michelle Pierce-Hamilton**. We wish you well and hope you keep us in your thoughts.

SOLIDARITY TRIP COMMITTEE

by STC co-chair Sheila Horrell

2020 has been very different year for the Solidarity Trip Committee. We were not able to send a team to Peru due to the restrictions imposed by the pandemic, both here and in Peru. We were all disappointed but recognized that the health of our participants and our partners was paramount.

We know from our conversations here that the Solidarity Trip is often life changing for our Canadian team. We also hear, every year, how much our Peruvian friends value the connections they make with us. In considering how we might maintain this vital component of Canada-Peru solidarity, we considered various “virtual” possibilities, including a reunion of

past participants with our partners and a possible “virtual” trip.

Initial conversations with our partners and past participants indicated that a reunion would be of interest, and details were finalized for an informal Zoom chat in mid-April.

Next steps will certainly depend on the progression of the pandemic in both countries, but we anticipate there will be no trip until at least 2023.

COMMUNITY ENGAGEMENT COMMITTEE

by CEC chair Elisa Alvarez

The Community Engagement Committee started off the year by planning and overseeing Heart-Links’ fourth annual Share the Love, which celebrated 25 years of supporting sustainable community development in northern Peru. The night was full of love, laughter and amazing music and dance from Flamenco del Sur and the London chapter of Shout Sister! Choir. It was a great success, with over 30 businesses and individuals helping us raise more than \$3,000.

Continuing to engage and develop global citizens, we conducted a presentation at Brescia for students enrolled in the course Beyond Our Borders: Community Development in Global Context. Unfortunately, other presentations came to a halt in March when the world was struck by COVID-19. Amid a lot of uncertainty, the committee explored new online platforms and tools, such as Zoom and Google Meets, to meet the ever-changing restrictions of lockdown. As these tools enable us to reach different audiences, we plan to incorporate more online presentations in the future.

We have also been strategizing with the Fund Development Committee on ways to expand our social media presence and our reach through campaign drives and storytelling. By incorporating our partners’ voices and stories in our engagement efforts, we have increased awareness of Heart-Links in the London community.



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 2020:

- Fund balances as of December 31, 2020, were \$421K.
- Peru Project expenditures for 2020 were \$99K. 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	
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
2020	99,119
LAST 10 YRS	\$987,214

Like many organizations, Heart Links was impacted by COVID-19 in 2020. Nonetheless, despite the challenges, our fundraising exceeded expectations and our investment portfolio also experienced positive gains. While we remain under the impact of COVID-19 and government-imposed restrictions, our financial position at the time of this report compares favourably with the year end, December 31, 2020.



MESSAGE FROM OUR CHAIR

by Trish Gergich

When I look back at 2020 and what Heart-Links has accomplished, I think of three words: resiliency, kindness, and determination. 2020 was a challenging time for all of us. In Peru, it was especially difficult, due to the pandemic.

When I think of **resiliency**, I think of how far we have all come, both in Peru and in Canada, since the start of the COVID-19 pandemic. I think back to those early days in March, when we published our first COVID-19 update and began to monitor the situation in Peru. By April, our partners were springing into action to help their community. Each of our six partners adapted to meet the needs. Even with the challenges of curfews and travel restrictions, they persevered. They showed such incredible resilience.

Our Board, Peru Projects Committee and staff were listening and responsive in those early days. We made a collective Board decision to provide flexibility in the use of the donations sent to Peru. We understood that our partners knew best what they needed to keep people safe and healthy.

When I think of **kindness**, I think of our donors. We knew our donors would understand the need to be flexible with the funds sent to Peru and that they would be there to help. Our thanks to each of you who gave generously to support Heart-Links in 2020 or made special emergency donations. Together, you donated just over \$100,000 to Heart-Links. Thank you for this amazing generosity.

When I think of **determination**, I think of our strategic plan. Our Directors developed a new five-year plan at a time when the world was very uncertain. We reflected deeply on our 25 years as a charity in London, grounded by our history, our founder Sister Janet Zadorsky and all our donors who have supported us through the years. We thoughtfully chose our goals to move forward. A key part of this strategic plan was our evolution towards an agency-based model of funding that allows further flexibility and trust in our partners' work.

2020 was difficult for all of us, but you have inspired us to continue this important work. You and our strategic plan will guide us. I hope you find some time to reflect on moments of resiliency, kindness and determination in your own life this past year. I'm sure you will find many of those moments!

Our partners in Peru have inspired us immensely and we will continue to work in solidarity with them to create a more just and equitable world.

Thank you for your passion and your support.



HEART-LINKS STRATEGIC GOALS 2020-2025

- Heart-Links will be an exemplary steward of donor funds
- Heart-Links will be in a financial position to meet new and ongoing needs in Peru
- Our six partners' role as changemakers will be strengthened
- Canada-Peru solidarity will remain strong

Read our full strategic plan here: www.heart-links.org/about-us/

OUR PARTNERS IN PERU

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

LATIDOS



- Location: Zaña Valley
- Facebook: [@Latidos.asociacion](https://www.facebook.com/@Latidos.asociacion)

Latidos provides 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.



MADRE OLIVA ASSOCIATION

- Location: Zaña, Nuevo Mocupe and Aviación
- Facebook: [@experienciassolidarias.zana](https://www.facebook.com/@experienciassolidarias.zana)

Madre Oliva Association promotes comprehensive and sustainable human development through training programs and income-generating projects. The Association's programs advance gender equality, environmental stewardship, leadership and community organization.



ASOCIACIÓN CIVIL ESPERANZA (ACIES)

- Location: Pomobamba and Quirtimayo, Cajamarca.
- Website: aciesesperanza.jimdofree.com

ACIES offers children and adults programs that help improve their quality of life and their levels of education through personal and community development. Members of ACIES are volunteers—students and professionals—from a range of disciplines.



CENTRO SANTA ANGELA

- Location: José Leonardo Ortiz, Chiclayo
- Website: cefoprohsantaangela.org

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. The centre also participates actively in local forums such as the Lambayeque Roundtable to Combat Poverty.



RURAL LIBRARIES NETWORK OF CAJAMARCA

- Location: Cajamarca
- Website: rurallibrariesofcajamarca.blogspot.com

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. The Network publishes and distributes to these librarians books that record the lives, stories and knowledge of the region's rural Indigenous people.



CENTRO ESPERANZA

- Location: Chiclayo
- Facebook: [@centro.esperanza.pe](https://www.facebook.com/@centro.esperanza.pe)

Motivated by faith and a preferential option for the poor, Centro Esperanza 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.



HEART-LINKS LAZOS DE CORAZÓN is a 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 environmental stewardship, 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.