

IMPACT REPORT 2024



... in solidarity with the people of northern Peru

2024 BOARD OF DIRECTORS

Trish Gergich, Co-chair

Maya Clarke, Co-chair

Michael Loebach, Treasurer

Nathalie Kroeker, Secretary

Cecilia Inguanse

Jaime Brenes Reyes

Rebecca Cuthbert

Owen Qu

2024 VOLUNTEERS

Gordon Price

Sheila Horrell

Sally Vernon

Carolyn Beukeboom

Mishail Bhatia

Rob Crate

Melissa Page Nichols

MESSAGE FROM OUR EXECUTIVE DIRECTOR

by Daniella Quiñones

Dear friends,

I write to you after one year and a few months of joining Heart-Links, which has become one of the most meaningful parts of my life. It is a place where the values I hold closest have found unexpected alignment. Each and every time I connect with our partners, or our donors or volunteers, I am reminded that what unites us is more than a shared project or goal. We are united by a shared way of seeing the world, of envisioning the world differently. Our vision is of a world grounded in equity, compassion, learning, human dignity, and the belief that change begins in community.

Heart-Links is, in many ways, a continuation of that spirit that I've seen grow in myself, and it is a living thread that ties together generations of people who believe that education, justice, and compassion belong to everyone. I see it in our board members and volunteers, in our donors, and in every person who chooses to invest not only in outcomes, but ultimately, in relationships, in walking alongside each other as friends. I believe this is why Heart-Links continues to exist, why our partners and friends in Peru continue their good work.

As I reflect on the journey that led me here, I feel immense gratitude for how I've come to join you all. Thank you for believing in this mission and for continuing to carry forward the spirit of accompaniment and hope. Together, we are sustaining something timeless. I truly believe that the power of people working hand-in-hand can create a more compassionate world.

With heartfelt gratitude,

Daniella Quiñones

HELLOS AND GOOD-BYES

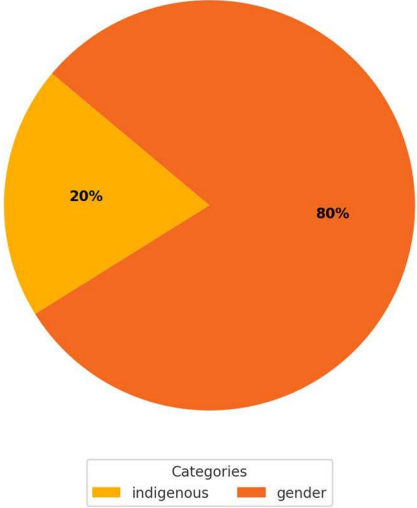
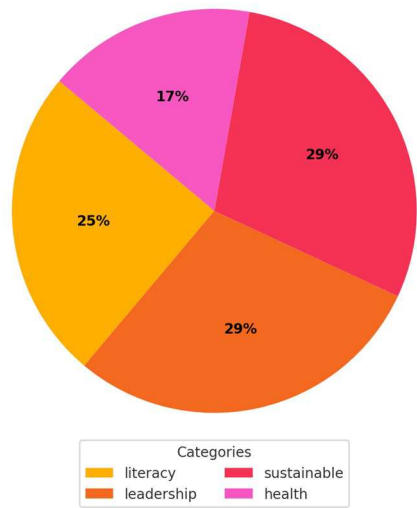
Welcome to these new board members: **Adriana Aranguren, Laura Barrington, and Ruth Taylor!**

Our enormous and heart-felt gratitude to **Maya Clarke, Nathalie Kroeker, Sheila Horrell and Sally Vernon**. We wish you well and hope you keep us in your thoughts.

STRATEGIC GOAL

OUR 6 PARTNERS’ ROLE AS CHANGEMAKERS IS STRENGTHENED.

In 2024, our donors financed 8 projects totaling \$103,360



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

ACIES HIGHLIGHT STORY: “THE RAVINE THAT I LOVE”



In Quiritimayo and Pomabamba, children embarked on a creative journey that began at the ravine. Through a series of guided explorations, they observed the environmental degradation of their local stream and used these reflections to inspire original storybooks. With support from Heart-Links’ partner ACIES, 30 children wrote and illustrated their own narratives — part autobiography, part environmental testimony — culminating in a powerful collection titled *Voices and Expressions of the Ravine That I Love*.



Each phase — from creekside drawing to story development — was designed to activate deeper learning. As ACIES notes, the process “prompted reflection to move from observation to a more complex cognitive process.” Participants moved from individual emotion to community proposals, using art and narrative to imagine transformation. Graphic expression was central, not only as an educational method but also as a tool for emotional and cognitive development. The program met its goal of improving literacy through a holistic, culturally rooted approach — blending environmental awareness, autobiography, and creative storytelling.

The book is now entering the printing stage and will be distributed freely to participating families. A virtual launch is planned for July 5, connecting readers across borders to the voices of children reclaiming their story and environment.

Urban neighbourhoods step up for the environment. During this two-year project, Centro Santa Angela engaged three urban neighbourhoods in José Leonardo Ortíz to develop and carry out an Ecological Communities Action Plan. Children, youth and adults in San Miguel, Beatriz El Palmo and Culpón planted native trees, learned about climate justice, and explored civic engagement. The project also launched an online “environment observatory” to monitor the state of the environment throughout José Leonardo Ortiz, improve knowledge and awareness about the environment and promote actions to improve its health.



- José Leonardo Ortíz
- 3 neighbourhoods
- \$14,400 in 2024

Raising guinea pigs, raising confidence. For a second year, in the rural community of Coloche, Centro Esperanza worked with 25 women to create new pathways for income generation. Initially focused on hairdressing, the group collectively shifted their training to poultry, guinea pig farming, and pastry production after identifying more practical, high-impact opportunities. The change led to faster results and stronger group motivation. Participants received technical training from veterinary professionals and learned about basic accounting, business planning, and cooperative practices. Many women began raising animals at home and selling their goods at local fairs. By the end of the project,



- Coloche
- 25 rural women
- \$11,590

participants reported greater self-confidence, increased household income, and a stronger sense of collective purpose. They also continued to build their association, Women United for a Better Future (MUFUM), founded last year with Centro Esperanza's help. The initiative strengthened both livelihoods and local solidarity.



“Books with our stories.” In this program run by ACIES, children in Pomabamba and Quiritimayo, in the northern Andes, are writing their own narratives, quite literally. Children created their own storybooks based on personal experiences, dreams, and cultural knowledge. The program promoted literacy, creativity, and cultural identity by encouraging children to illustrate and write in both Spanish and Quechua. According to facilitators, participants showed improvements in comprehension, verbal expression, and confidence. Workshops included environmental education, art, and weaving. Meanwhile,



parents took part in sessions on early childhood development and emotional support. Children were especially excited to take their books home, a tangible celebration of their voices and imaginations. The project not only built reading and writing skills but affirmed that Indigenous stories belong in every library.



- Pomabamba & Quiritimayo
- 30 children
- 20 books
- 25 women
- \$11,000.00



Gender equity training for local authorities. Centro Santa Angela worked with 40 lieutenant governors and 2 subprefects to examine and challenge assumptions about gender roles and to develop concepts of masculinity and paternity that embrace relationships of equality and respect. Lieutenant governors, most of whom are men, represent the Ministry of Justice at the community level. They are key players in ensuring safety and security, promoting citizen engagement and connecting Peruvians with state services. Victims of gender-based violence often turn first to their local lieutenant governor, especially in rural areas. Workshop topics included gender roles and stereotypes, the culture of violence, gender-based violence, responsible paternity, self-care, and male health.



- José Leonardo Ortíz & Mórrope
- 50 lieutenant governors
- 5,000 community members
- \$17,850



Healthy communities from the ground up. Latidos' project "GROW" improved the environment and resilience of women, children and seniors in the Zaña Valley by creating strong local support networks. Young people acted as *ecoguardians*, planting over 1,600 native trees and leading awareness campaigns at school on water conservation and climate change. Through arts-based workshops, they mapped their local ecosystems and proposed community improvement plans. At the same time, women from 9 communities participated in workshops on rights, self-care, and family well-being and formed their own grassroots organizations. Health and nutrition fairs and community wellness activities reached over 900 people, and Latidos connected 57 seniors with health care services. Together, these programs helped isolated communities strengthen their collective capacity to create change.



- Zaña Valley
- 1,600 native trees planted
- 40 youth
- 200 women
- 57 seniors
- \$11,910

Inclusive education and food aid for vulnerable families. Madre Oliva Association continued to close gaps in children's education in the impoverished rural hamlet of Nuevo Mocupe. The program provided 25 boys and girls, ages 4 to 11, with personalized academic support, a nutritional snack, and recreational activities. Educators offered structured, nurturing environments adapted to the learning needs of each child. Parents were invited to attend sessions focused on learning support, play-based education, how to detect learning disabilities and nutrition. Many parents reported feeling more confident in their ability to help their children succeed and more connected to other families facing similar challenges. The project also provided food aid and medicine to the most impoverished families and individuals in the community.



- Nuevo Mocupe
- 25 children
- \$22,210

Promoting ethical leadership. Ongoing political unrest in Peru has underscored the importance of developing leadership that is democratic, transparent, and ethical. In this two-year project, Centro Santa Angela brought in-person leadership training to 60 youth and adults in José Leonardo Ortiz. They also delivered an online course on public administration that reached emerging leaders across Peru. Students applied their new leadership skills by designing and implementing initiatives in their communities. In addition to running the Leadership School, Centro Santa Angela developed and engaged a network of Leadership School alumni, helping them monitor local government performance and raise public awareness.



- José Leonardo Ortiz & across Peru
- 150 leaders
- \$14,400 in 2024

STRATEGIC GOAL

WE WILL BE AN EXCELLENT STEWARD OF DONOR FUNDS.

Heart-Links remains in a stable financial position. Our accounting, financial statements, and reporting are reviewed annually by BDO Canada. Our investment portfolio is independently managed by external advisors at Scotia Wealth Management. All CRA and Industry Canada regulatory reporting is up to date. Administrative expenses continue to be reasonable and within our established budget. Financial highlights for 2024:

- Fund balances as of December 31, 2024, were \$319K.
- Peru Project expenditures for 2024 were \$103K. 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 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.

Like many small organizations, Heart-Links faced ongoing financial pressures in 2024. While donations and fundraising revenue were lower than in previous years, our strong investment performance and responsible fiscal management helped offset the shortfall. Our financial position at the end of 2024 remains stable, with a healthy fund balance and increased deferred contributions that position us well for the year ahead.

\$\$ SENT TO PERU

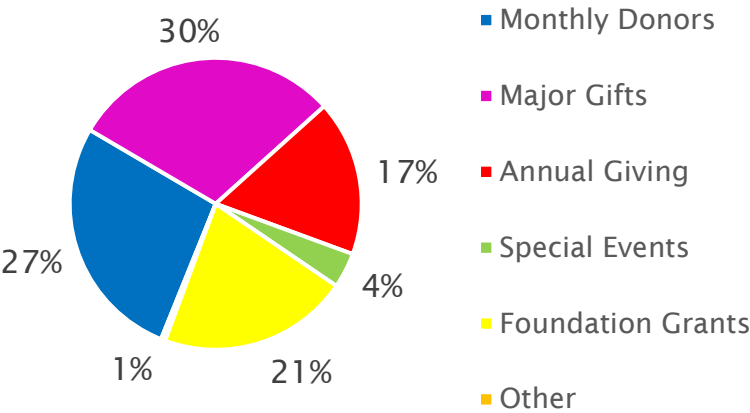
2015	98,359
2016	117,768
2017	139,964
2018	136,136
2019	142,648
2020	99,119
2021	69,860
2022	84,039
2023	110,237
2024	103,360
LAST 10 YRS	\$1,101,490

STRATEGIC GOAL

WE WILL BE IN A FINANCIAL POSITION TO MEET NEW & ONGOING NEEDS IN PERU.

Heart-Links continues its efforts to diversify funding and strengthen donor support. In 2024, a total of \$83,626.50 was raised from a mix of campaigns, events, grants, and individual donations.

\$83,626.50 raised



HEART-LINKS COMMUNITY OF DONORS

Thank you to our 2024 donors! Your dedication makes all the difference in Peru.

Visionaries (\$5,000+)

Cambia Development Foundation
Sisters of St. Joseph
Ursuline Sisters of Chatham

Champions (\$1,000–\$4,999)

Burneo de las Casas Medicine
Professionals
Peterborough KM Hunter Charitable
Foundation
London East Rotary Charity Foundation
Marie and Jean Steinmetz
Our Lady of Mount Carmel Parish
Mission Group
Ruth Taylor and Enedelio López Herrera
Regina Women's Group
Jennifer Witzel
Michael Loebach and Pat Howe-Loebach

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
Rebecca Cuthbert
Christine Troughton
Valgerdur Gylfadottir
Frank O'Connor
Logan Rhode
Julia Kolb and Kirk Maltby
Allan and Susan Edwards
Francesca Lobo
Sarah Lucier
Grey Sisters of the Immaculate
Conception
Jean McPhail
Patricia Van Egmond
Patricia Mack
Frances and Ronald Anderson
St. Mary's Mission Group
Bruce Hewitt and Helena Steinmetz
Cecilia Inguanse
Kimberly Frias
Leslee Lefterluk
Barbara Lent
Sally Vernon
Mary Durand

Melissa Page Nichols
Carolyn Beukeboom

Believers (\$100–\$249)

Lee Cyn Ang and Liang Yong Ang-Low
Gordon Price and Jennifer Slauenwhite
Audrey Timmerman
Trish Gergich
Silvia Langer
Jaime Brenes Reyes
Brenda and Bill Zadorsky
Denise Dalton
Sheila Horrell
Irene Donohue
Jill Young
Susan Price
Ann Schenkel
Shannon Calvert
Ann MacDonald
Holly Kropf
John Hamilton
Mary Lou Perquin
Justa Gilliland
Janet Loebach
Sue Brown
Metropolitan United Church Women
Marguerite Wales
Michael and Jane Wu
Aileen Czerwieniec
Marie White
Nathan Garber
Ann Steadman
Mira Ratkaj
Diana Kuypers
Karen Gleeson
Sister Kitty Stafford
Riley Trottier
Judy Wirsch
Janet Stewart
Veronica and Richard Jones
Joyce and Tom Orchard
Jayne Brady-Milteneburg
Harry Beukeboom
Jean and Stephen Garinger
Paula Marcotte
Eileen Lucier

Monthly Donors

John Hamilton
Brenda and Bill Zadorsky
Mary Patricia and Mike Hudak
Frances and Ronald Anderson
Eileen and Eugene Lucier
Bruce Hewitt and Helena Steinmetz
Barbara Lent
Janet Loebach
Aileen Czerwieniec
Christine Troughton
Riley Trottier
Irene Donohue
Jean and Stephen Garinger
Justa Gilliland
Enedelio López Herrera
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
Sandra Bell-Cameron
Mira Ratkaj
Virginia and Robert Pettapiece
Audrey Timmerman
Jaime Brenes Reyes
Pat and Wayne Scott
Dr. Burneo de las Casas
Gordon Price and Jennifer Slauenwhite
Lina and Chris Bowden
Valgerdur Gylfadottir
Leslee Lefteruk
Kimberly Frias
Mary Durand
Shannon Calvert
Cecilia Inguanse
Joyce and Tom Orchard
Melissa Page Nichols
Mary Lou Perquin
Patricia Van Egmond
Marie White
Holly Kropf

STRATEGIC GOAL**CANADA-PERU SOLIDARITY WILL REMAIN STRONG.**

In 2024, Heart-Links' partner Latidos found powerful new allies in its mission to nurture health, education, and environmental justice in the Zaña Valley. Erika Villena Pizarro, President of Rotary Club Chiclayo Muchik, highlighted the organization's growing involvement:

"Some of our most successful experiences — like facilitating health campaigns and youth programming with Empresa Cayaltí — have been strengthened through Rotary partnerships."

Rotary Muchik supported connections with local institutions, facilitated event logistics, and helped strengthen visibility for community-led projects; particularly among youth and women. This cross-border support was further deepened by a generous grant from **London East Rotary**, whose funding contributed significantly to the Latidos' program in 2024. Heart-Links is deeply grateful for London East Rotary's partnership and commitment to international development grounded in equity and community empowerment.

Meanwhile, at Heart-Links' annual Share the Love celebration, Latidos' leader Flor Reaño and her daughter presented stories of ecological restoration, youth-led change, and collective healing. Their virtual presentation brought voices from Zaña to Canada; reminding attendees that community transformation begins with connection, and flourishes with solidarity. Together, these Rotary connections — local and international — are amplifying the reach and resilience of Latidos.

ACIES VIRTUAL BOOK LAUNCHED THIS YEAR

A beautiful testament to youth creativity and environmental storytelling!

"Voices and Expressions of the Ravine That I Love"

This bilingual storybook features original writing and art by children from Quiritimayo and Pomabamba, reflecting on their relationship with their land, their communities, and their dreams for the future.

We invite you to hear from the young authors, ACIES facilitators, and special guests. Visit our website to learn more.

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

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

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 Quiritimayo, 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.

INNOVATION WORKS, 201 King Street, London, ON, N6A 1C9 • 226-884-2845 • info@heart-links.org • www.heart-links.org
Charitable Registration Number: 86596 7517 RR0001