

# YOUR GENEROSITY AT WORK

Vol. 3 No. 3

A publication of Quechua Benefit

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## Giving to Quechua Benefit is Easy!



### Text to donate!

- Text to the number 44321

- Enter the message PERUKIDS

\$10 = 1 child's multivitamins for an entire year!

\$50 = 5 Healthy Kids

\$100 = 10 Healthy Kids

\$500 = 50 Healthy Kids

*"Regular supplements are needed to correct and maintain blood iron levels"*

— (Standing Tall, p. 43).

Your gift of multivitamins will help kids grow up healthier.



# Quechua Benefit

FOUNDED 1996

## Providing a 279% Return on Your Investment



From 2016 to May of 2019, Quechua Benefit staff and volunteers have tested and treated more than 16,639 children in 38 communities for anemia.

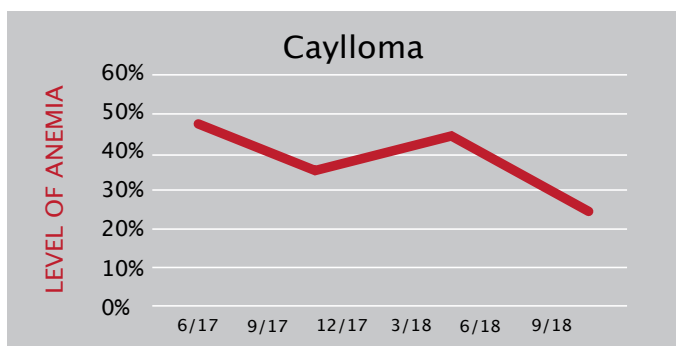
With your help, Quechua Benefit conducts its anemia prevention program with the cooperation of the Ministries of Health and Education in the Colca Valley.

Our anemia campaign includes educational materials and training presented by a professional nutritionist. Your generosity is also providing multivitamins with iron to achieve long-lasting results since it takes time for anemic children to recover.

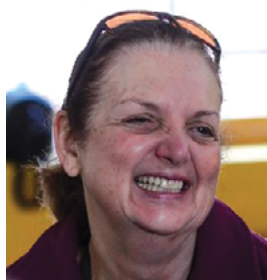
### Every dollar you invest in anemia prevention is multiplied!

Most nonprofits have overhead of 20% or more. Quechua Benefit's Board of Directors pays its overhead, so every dollar you donate multiplies.

**\$1.00 becomes \$1.20. Because our partners contribute 57% of costs in our fight against anemia, the \$1.20 becomes \$2.79.**



*In one of our service areas, the Caylloma District, the average anemia level has been reduced from 47% to 25% in two years.*



## Debra “Database” Parcheta, CEO of Blue Marble Enterprises

Since 2017 Quechua Benefit has collected 160,000 data points on more than 15,000 people using Debra’s database.

Debra volunteered during our most recent anemia campaign in Picotani.

“I learned a lot about the complexity of the serious anemia problem while in Peru, and the database will be modified to assist the Quechua team with recording treatments and the delivery of education to the populations being served. Education is a critical component for the high-country communities.”



Debra also enjoyed meeting kids and parents. She stands 6’1” tall, and the kids thought she was a giant standing in the room with a 6’5” ceiling!

Thank you, Debra for your efforts to help the Quechua people thrive.

*Whatever your expertise is, you can volunteer at [www.quechuabenefit.org/volunteer-peru](http://www.quechuabenefit.org/volunteer-peru)*

## Strategic Partners: Working Together to Accomplish More



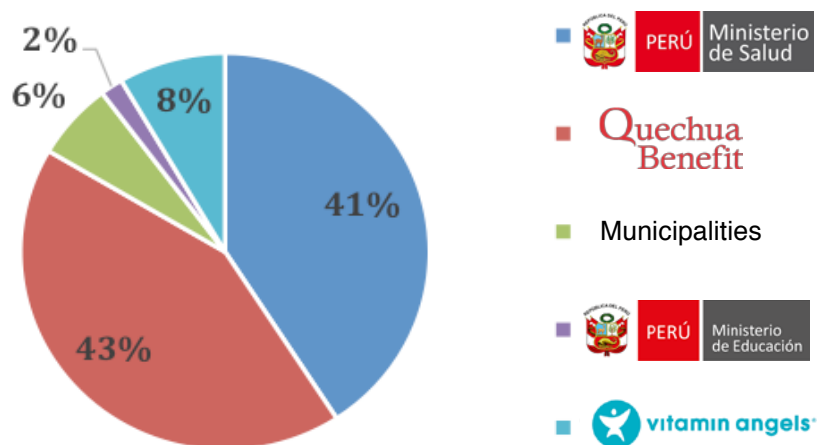
*Strategic partners from local and regional agencies join with Quechua Benefit to combat anemia in the Colca Valley. Left to right: Regional Minister of Education, Regional Minister of Health, MIDIS representative, Alejandro Tejeda and Dale Cantwell from Quechua Benefit, Mayors from Yanque, Chivay, and Ichupampa, Padre Marcos, Mike Safley, Ministry of Health representative, and Regional Mayor of Caylloma.*

Quechua Benefit has initiated partnerships with local and regional agencies because together we can accomplish more.

Quechua Benefit manages the anemia

prevention programs. Our donors and partners are providing financial assistance in the form of medical supplies, medical staff, and community compliance.

### Total Agency Costs



*Your generous donations are being matched by agencies in Peru to reduce the levels of anemia from 49% to less than 20% by 2021.*

## Volunteer Spotlight: Xochitl Berns

Xochitl Berns has been breeding suri alpacas since she was 13 years old. Her love for alpacas and children motivated her to volunteer for Quechua Benefit. She speaks Spanish fluently and studies biology and Latin American studies at Reed College. She hopes to pursue a career in wildlife conservation.



*Xochitl's love for the children shines through as she assists in testing children for anemia in our recent campaign.*

Xochitl has volunteered with our anemia campaign in the Colca Valley for the past three months. Before arriving in Peru, she hoped that her presence would have a lasting impact in the lives of people in a community that has touched her heart.

***Xochitl sees the vision: Improving literacy and health among the Quechua children will  
BREAK THE CYCLE OF POVERTY***



*Xochitl learned that keeping alpacas healthy is vital to the mission of Quechua Benefit.*

Thank you, Xochitl, for volunteering your time and talents to create a brighter future for the people of the Colca Valley.

Quechua Benefit directors are working to provide internship opportunities. If you are interested, visit [www.quechuabenefit.org/volunteer-peru](http://www.quechuabenefit.org/volunteer-peru).



*Sinfonia por el Peru* is changing lives through the power of music. For the past six years, 7,000 children have participated in Sinfonia's program, a social and musical education program established by world-famous Peruvian operatic tenor Juan Diego Florez. On March 1, 2019, Sinfonia began its partnership with Casa Chapi.



Juan Diego Florez

Sinfonia's program develops musical ability and improves the self-esteem and creativity of the children it reaches. Their program has achieved remarkable results.

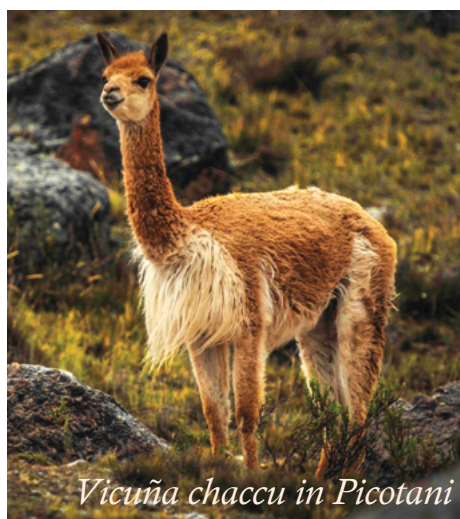
## We generate positive IMPACTS ON CHILDREN AND YOUNG PEOPLE

(Several scores have revealed that the Program's impact is greater in women and girls)



*Sinfonia por el Peru, 2018*

***"Let's sing together a Symphony for Peru."*** —Juan Diego Florez



## 2019 Education with a Destination *Peru* Oct. 21 - Nov. 3, 2019

### Back to Accoyo

- Visit Accoyo, Don Julio Barreda's premier alpaca ranch
- Experience the Quechua Benefit exclusive of the Picotani Vicuña Chaccu
- See three of the most famous alpaca herds in the world

*This once-in-a-lifetime trip will be led by world-renowned alpaca judge Amanda VandenBosch and Quechua Benefit founder Mike Safley.*

*Visit [www.quechuabenefit.org/peru-tour](http://www.quechuabenefit.org/peru-tour) for details.*

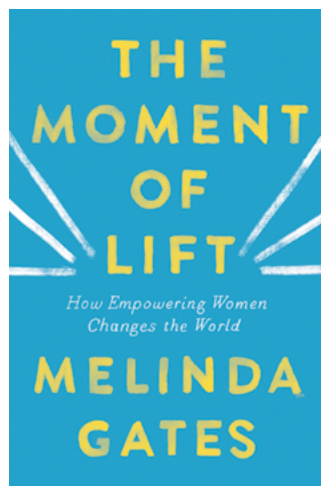
## Inspiration from Melinda Gates' New Book

Melinda Gates' new book, *The Moment of Lift*, is a must read. Like Quechua Benefit, Gates recognizes that empowering women is the key to sustainable change. Since 1996, Quechua Benefit has focused on delivering empowerment programs for women and children in remote areas. We have learned that the most difficult part of our job is breaking down barriers so our programs are well received. We work hard listening to our strategic partners, donors, and the people we serve. Melinda Gates describes what Quechua Benefit aspires to deliver with your support and generosity:

*What do I mean by a "delivery system"? Getting tools to people who need them in ways that encourage people to use them—that is a delivery system. It is crucial, and it is often complex. It can require getting around barriers of poverty, distance, ignorance, doubt, stigma, and religious and gender bias. It means listening to people, learning what*

*they want, what they're doing, what they believe, and what barriers they face. It means paying attention to how people live their lives. That's what you need to do if you have a life-saving tool or technique you want to deliver to people.*

*—from **The Moment of Lift: How Empowering Women Changes the World** by Melinda Gates (New York: Flatiron Books, 2019), pp. 42-43.*



## QUECHUA BENEFIT BOARD OF DIRECTORS

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and **Instagram**  
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**Alpacas.com**

*100% of your generous donations go directly to children's education, preventative medicine campaigns and economic empowerment programs in Peru.*

## TO DONATE

- Visit [QuechuaBenefit.org/Donate](http://QuechuaBenefit.org/Donate)
- Call 503-703-6020
- [Facebook.com/quechuabenefit](https://www.facebook.com/quechuabenefit)
- Text to donate! Text to the number 44321. Enter the message PERUKIDS.

## QUECHUA BENEFIT UPCOMING EVENTS

**2019 Bend Dinner & Auction**  
Bend, OR – August 17, 2019

**2019 Education with a  
Destination Peru Tour**  
October 21-31, 2019