



La Vida



Annual Report 2018

Vital Investment for Development Aid in Latin America

Promoting health and education

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About La Vida

La Vida was co-founded in 2006 by Katy Vatis and Helen Ilsley following a business trip to Brazil in February that year, when they met Dr. Monica Nogueira, an pediatric orthopedic surgeon trying to raise funds to train her peers in the non-surgical 'Ponseti Technique' of treating children with clubfoot. La Vida raised the funds needed in the UK, and the project was a success; just in 2008, 556 doctors were trained who helped 5,000 children. Many more thousands have been successfully treated using this technique over the subsequent years.

La Vida has since supported highly effective grassroots projects in Brazil, Bolivia, Colombia, Ecuador, Guatemala, Mexico, Argentina and Peru, some of which we support on a continuous basis and some which are now complete. The grants were for projects in areas such as youth development, supporting primary and secondary education initiatives, school expansions and community health and environmental programmes.

Although La Vida is a relatively small charity, so far we have raised over £600,000 through sponsorship, our annual La Vida fundraising events, direct donations and partnerships with other foundations. The funding we have deployed will have directly impacted the lives of over 50,000 disadvantaged children and their families in Latin America.

Our mission

La Vida raises funds to support community health, education and environment projects throughout Latin America. The charity is registered in the UK and has been established to help disadvantaged people residing permanently in Latin America, in particular, by preserving and protecting health, relieving sickness, relieving poverty, advancing education and raising environmental awareness.

Why La Vida?

- We focus exclusively on projects supporting communities' health, environment and education – our targeted support has a positive impact in some of the world's poorest countries.
- We have a rigorous governance process – we go to great lengths to ensure funds are properly allocated and well-monitored and have a significant, long-term local impact.
- Everyone working for La Vida does so on a voluntary basis – we have an impressively low cost base with over 98% of the funds raised going directly to our projects.
- We connect our projects so they can share best practice and learn from each other.

Our Achievements



Our trustees



Katy Vatis

Founder

Katy has a degree in Economics with Spanish. Katy most recently worked at Fullerton Fund as a Senior Analyst in the Emerging Markets team and has spent most of her career as a Fund Manager covering Latin American equity markets. Her work has involved a lot of travel to the region where she has experienced first hand the extreme levels of poverty and the need for improvements in health and education.



Helen Ilsley

Founder

Helen spent 15 years as a stockbroker in the Latin American investment community. Having left the City in 2012 and set up her own property asset business, Helen is now an executive coach, and works in Business Development for the Executive Coaching Consultancy, who specialise in supporting the female career. Helen has a Business Economics degree and is an accredited member of the Association of Coaching.



Rosie Bichard

Rosie has a degree in French and Spanish from St John's College, Cambridge and is a Chartered Financial Analyst. She has worked in finance since 1990, and was involved with Latin America for 12 years. She currently works as a Senior Analyst at Lofoten Asset Management. Rosie has travelled extensively in Latin America and speaks Spanish and Portuguese. She became a La Vida trustee in 2008 and is also a board member of Oxfam's Enterprise Development Programme.



Ivonne Cantu

Ivonne joined La

Vida in 2018. Ivonne is head of Investor Relations and Corporate Development at Benchmark plc and is a member of the company's sustainability committee. Prior to joining Benchmark Ivonne was a corporate finance adviser for 20 years at Merrill Lynch and Cenkos Securities. She has an MBA from the Wharton School of Business and an BSc in Engineering from Universidad Panamericana in Mexico where she grew up. Since 2016 she has been advising small UK charities as a member of Pilotlight.



Ana Beatriz Alencar

Ana Beatriz is Brazilian

and has been living in London since 1997. Ana Beatriz has a background in digital development and project management. She has a degree in Electrical Engineering from PUC-Rio, an MBA from Cass Business School and an MSc in Management of Innovation. She works at the Ministry of Justice Digital & Technology. She has previously volunteered for Cancer Research UK, Task Brazil, CAFOD and London 2012. She joined La Vida in 2013 as she strongly believes in fundraising for good projects in Latin America.



Zary Feeney

Zary joined La Vida in December

2012. She began her career with Ernst & Young's Financial Advisory Team in Washington DC where she focused on Latin America. She moved to London to join Dresdner Kleinwort Wasserstein's M&A team. She subsequently became involved in the non-profit sector and has served on boards of foundations which are having a significant social impact in the arts, health, education and the environment. She has a MBA from George Washington University. She is fluent in English and Spanish, with conversational Portuguese.

Summary of 2018 projects

In 2018, we had a record fundraising year, receiving £95,819 in donations. We did not hold any fundraising events.

Our main achievements, which led to significant donations, were new partnerships with the Royal Bank of Canada and EM Funding, both of which helped fund new projects in Bolivia and Brazil. We also received our largest ever donation courtesy of a generous legacy from the Davey family, which oversaw extensive enlargement works to the Villa Maria school. Further progress has been made in finding local supporters and companies in Lima now that school has registered as a charity. Our decision to start supporting environmental education projects in 2018 led to funding a pilot programme run by Fundesoc in Bolivia with a grant from the St James's Place Foundation.

We were contacted by a number of schools and universities about raising funds for La Vida during 2018. We would like to thank Coolmine Community School in Dublin where the pupils learning Spanish held a cake sale and a candy cane sale to raise funds for us. Students at the University of Newcastle had a charity salsa fundraiser with a 10 piece band and DJ with all profits donated to La Vida. We had a donation from St Stephens Primary School in Shepherds Bush in London who raised funds on their Hispanic Day. Finally, two Manchester based event organisations, Funraising and Offbeat, also sent us the funds they raised at an event.

We also managed to connect several of our projects to learn from each other. For example, Viva a Vida in Brazil has been inspired to develop environmental education elements for its programmes after discussions with Fundesoc in Bolivia. This is something we aim to develop further in future as several of our projects share similar objectives and face similar challenges.

Summary of the year

During 2018, we granted £66,667 to causes throughout Latin America. We continued to support the following projects: Amantani in Ccorca, Peru; Helping Hands in La Paz, Bolivia; Poder Joven in Medellin, Colombia; Viva a Vida in Camacari, Brazil and Villa Maria in Lima, Peru.

We funded two new education projects in 2018: Cuca Legal in Angra do Reis, Brazil and Fundesoc in Santa Cruz, Bolivia.

More details on our projects can be found below.

Our projects

Amantani



Education

Grant in 2018: £2000

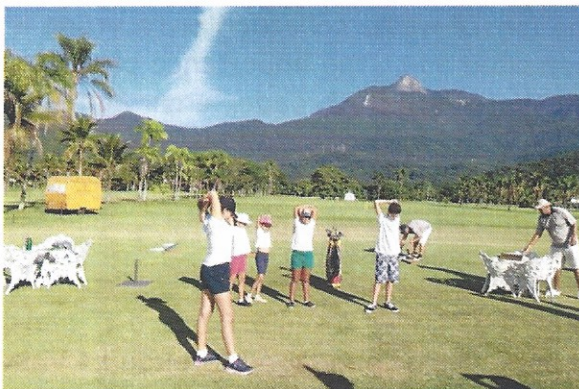
Location: Ccorca, Peru

Partner since: 2014

Beneficiaries: 228 pupils

We help young people from indigenous communities in the Andes to access education and employment opportunities. In 2008 only 35 students received secondary education in Ccorca and no girl was in higher education. Over the last 10 years educational opportunities in the town have been transformed with secondary school attendance going up from 7 to 228 pupils; 40 young people graduated at the end of 2018. It costs US\$5,000 for 30 students in their final year of school to attend 200 hours of residential learning to prepare for further education and formal employment. Workshops range from vocational orientation, computer literacy & numeracy, sexual health & personal development, and psychological support.

Cuca Legal - New Project



Education

Grant in 2018: £5,000

Location: Brazil

Partner since: New Project in 2018

Beneficiaries: 60 children/teenagers and their families

Founded and run by health professionals concerned with the impact of violence and the lack of opportunities on young people's mental health, Cuca Legal welcomes disadvantaged children and teenagers, providing art and education workshops, as

well as support to families for better academic achievement, social inclusion, violence prevention and income generation.

The Cuca Legal Programme is one of the key activities of a Brazilian charity, Nucleo de Referencia, which has been operating since 2004 in Espirito Santo and Rio de Janeiro states. The town where Cuca Legal is based, Vila do Frade (pop. 27,000), has been suffering the consequences of growing violence in the state of Rio de Janeiro which has devastated society in the past few years.

The programme works in an interdisciplinary manner, acting alongside children, adolescents and family members. It is centred around the specific interests of the Frade region. They hold workshops on various subjects, usually 2 a 3 times a week. Each activity is coordinated by a workshop organizer and lasts 1 hour on average. The workshops currently offered are the following: Golf, IT, Clay, Modelling, Dance, Literature, Drawing, Craftwork, Music, Theatre, Sea of Angra and Woodwork.

Fundesoc - New Project



Environmental Education

Grant in 2018: £1515

Location: Bolivia

Partner since: New Project in 2018

Beneficiaries: 450 students

Solid waste management is a significant issue in the poorer areas of the city of Santa Cruz (as it is across the country) as no formal waste collection or recycling is in place, and the general population is uneducated as to the importance of proper rubbish disposal or recycling. In addition, there is little broader environmental awareness. Schools in these areas are a significant source of rubbish generation themselves and can become very dirty; there is no environmental education taught. Fundesoc aims to change this culture and behaviour and create a scalable, sustainable model that can be rolled out to other school districts.

This Environmental Education Pilot Project at the "Oscar Arnulfo Romero I" state high school was funded in 2018 by the St James Place Foundation through La Vida with other local funding. It was implemented by Fundación Boliviana para el Desarrollo Social (FUNDESOC) from July to November. The key objectives of the programme were to: develop knowledge of and good practice in waste management within schools; develop a model for a more sustainable school

environment through better use of resources; and to create alliances with other public and private sector bodies to strengthen the program.

Through alliances with the Environmental Engineering & Agriculture departments of the National Ecological University (UNE), the Bolivian Evangelical University (UEB), and the support of an environmental expert, 27 university student volunteers and their 2 professors, training was provided to over 450 secondary school students and 25 teachers on solid residue management, global warming, the development of the school vegetable gardens and environmental sustainability standards. The success of this project has encouraged La Vida to support its rollout to more local schools in 2019.

Helping Hands



Education

Grant in 2018: £6644

Location: La Paz, Bolivia

Partner since: 2009

Beneficiaries: 5 students

Helping Hands provides financial support, mentoring, and a family-like environment to help disadvantaged young people complete their studies and take their first steps into the world of work. Originally focused on teenage boys who were forced to leave the state boys' home at the age of 18, Helping Hands now works with both girls and boys from orphanages and other social projects around La Paz, Bolivia. Since its foundation in 2004, Helping Hands has supported more than 300 young people enabling them to realise their dreams of an education and to achieve independence, including 167 who have completed post-secondary studies in programmes including Automobile Mechanics, Doctors, Nurses, Teachers, Petroleum Engineers, Veterinarians, Agronomists, Chefs and many more.

In 2018, La Vida directly sponsored 5 students. Andrea finished her degree in nursing and her graduation celebration and was very heartwarming as many of the staff and young people from the orphanage "Casa de Esperanza" where Andrea grew up, had prepared a cake and sandwiches, and many speeches, celebrating Andrea as the first "sister" from the orphanage to formally graduate. Limber did his year of internship in nursing and will formally graduate at the beginning of 2019. Marcial completed his final year coursework in Automobile Mechanics and will begin his apprenticeship independently. The twins, Daniel and Deivis are both doing well. Although Deivis is the better student academically, Daniel works diligently and is progressing as well and he loves soccer.

Poder Joven



Education

Grant in 2018: £5000

Location: Medellin, Colombia

Partner since: 2010

Beneficiaries: 75 children and their families

The Poder Joven Foundation helps street children in a poor suburb of Medellin, Colombia. We have been supporting Poder Joven for many years and it continues to provide a safe place for children, ensures they attend school, helps them with their studies and engages with their parents to try to improve home life. Our funding provides food, medical and school supplies for 75 children at Casa Maren.

Each week there is a topic and this year they covered the following with the children: conflict resolution, sex education, oral hygiene, nutrition- the need for a balanced diet and physical exercise, and values. They reinforce school work, helping them with Spanish, Science and Maths; a volunteer has also been teaching the young children English once a week. They visit the schools regularly to discuss the children with the teachers. There is also a monthly meeting with the parents covering pregnancy prevention in adolescents, family communication and the importance of school and study for their children.

Viva a Vida



Education

Grant in 2018: £3000

Location: Camacari, Brazil

Partner since: 2015

Beneficiaries: 200 students

The #VivaJuntos project used arts education to raise awareness about Human and Socio-Environmental Rights and develop youth leaders in a deprived neighbourhood in NE Brazil, where 1 in 100 adolescents will be murdered before reaching their

19th birthday. The project was part-funded by Fundacion Cepsa through its "Social Value Award" with support from La Vida. Activities were undertaken in two stages:

- A series of 14 workshops on Human & Socio-Environmental Rights and Youth was run for more than 200 students in the first year of high school at the State College of Vila de Abrantes.
- The second stage of the project focused on youth leadership classes, and photography and graffiti workshops. Young artists also participated in exchange visits with youth groups in the region to exchange ideas and experiences about leadership, and visited the Forest Factory project (part of the industrial green belt initiative) to enhance their learning about the environment. The workshops culminated in a travelling exhibition of the art produced over the period (consisting of 36 photographs and 12 graffiti panels) displayed in local shopping centres, the local high school and other community spaces.

Results: 25 young leaders reflecting on Youth Leadership and the Environment and trained in photography and graffiti; 100,000 members of the public viewing the exhibition in Boulevard Shopping, Camaçari; 30 members of the public viewed the exhibition in the main square of Vila de Abrantes; 1,000 pupils, teachers and other school employees viewed the exhibition in the local high school. There are plans for at least one further exhibition in 2019.

Villa Maria



Education

Grant in 2018: £43,509

Location: Lima, Peru

Partner since: 2007

Beneficiaries: 150 Primary school children and their families, school staff.

The Villa Maria school had a very successful year in 2018 in so many ways. This is a primary school in a poor, outlying area of Lima which teaches up to 150 children a year from very disadvantaged families. La Vida has supported the school since 2007, and together with a number of third party sponsors last year we funded 50 children's education.

In 2018, the school was the recipient of a generous legacy from the estate of the late Roger Davey which enabled it to add another three floors, increasing the

number of classrooms as well as games rooms and play space. The new space will also allow community workshops to take place outside school hours. Thanks to further generous donations, we have been able to establish a Bursary Fund which will ensure the most disadvantaged children can continue to attend school for years to come.

Also, a visitor from the UK, Felix Sullivan, organised a very successful Sports Day at Villa Maria in June, involving volunteers from a number of local businesses and the British Embassy. He is hoping to host an even bigger and better event for the school in March, ahead of the Lima 2019 Games.

Another milestone was the school's approval by the Peruvian tax authority, SUNAT, as a registered charity, which should enable it to make significant savings in future as well as accessing wider support. Lastly, the school attracted some new donors last year, including the Spanish club of the Coolmine Community School in Dublin, who held two bake sales which raised E500 and donated many books and other teaching materials.



Thank you to everyone who contributed in 2018 and let's hope 2019 continues to build on these achievements.

Financial statements and notes

Financial review

Policy on reserves: For 2018 we did not have a minimum reserve level but for 2019 we will keep 6 months of our ongoing commitments to projects as reserves.

For the period from January 2018 to December 2018

Section A: Receipts and Payments

A1 Receipts	Unrestricted Funds (nearest £)	Restricted Funds (nearest £)	Endowment Funds (nearest £)	Total Funds (nearest £)	Last year (nearest £)
Donations	49,919	46,900		95,819	16,169
Fundraising events					
Interest on Deposit					
Sub total (Gross Income AR)	49,919	46,900		96,819	16,169

A2 Asset and investment sales					
Sub Total					

Total receipts	49,919	46,900		96,819	16,169
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A3 Payments					
Cost of fundraising events					
Internet costs					
Grants to Latam projects	66,667			66,667	35,636
FX and bank charges	60			60	60
Sub Total	66,727			66,727	35,696

A4 Asset and investment purchases					
Sub Total					

Total payments	66,727			66,727	35,696
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Net of receipts/ (payments)	-16,809	46,900		30,092	-19,527
A5 Transfer between funds					
A6 Cash Funds last year end	12,813			12,813	32,339
Cash funds this year end	-3995	46,900		42,904	12,813

Section B: Statement of Assets and Liabilities at the end of period

B1 Cash donations	Unrestricted Funds (nearest £)	Restricted Funds (nearest £)	Endowment Funds (nearest £)
CAF cash funds	42,904		
Total Cash Funds	42,904		

Signed by two trustees on behalf of all trustees:

Helen Ilsley 18.06.19

Helen Ilsley , date of approval

Katy Vatis 18.06.19.

Katy Vatis, date of approval

Independent auditor's report

Report to the trustees/ members of LA VIDA Vital Investment for Development Aid in Latin America

On accounts for the year ended	31 December 2018	Charity no.	1115796
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Set out on pages 12 - 13

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended **31/12/2018**.

Responsibilities and basis of report

As the charity trustees, you are responsible for the preparation of the accounts in accordance with the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

**Independent
examiner's
statement**

I have completed my examination. I confirm that no material matters have come to my attention (~~other than that disclosed below~~*) in connection with the examination which gives me cause to believe that in, any material respect,:

- the accounting records were not kept in accordance with section 130 of the Act; or
- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

** Please delete the words in the brackets if they do not apply.*

Signed:

	Date: 14/6/19
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Name:

Tracey Falero

Relevant professional qualification(s) or body (if any):

Association of Chartered Accountants (ACA)
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Address:

c/o LA VIDA
Gordon House, Gordon Ave, London SW14 8DZ. UK.

Administrative details

Charity name: La Vida - Vital Investment for Development Aid in Latin America

Charity Number: 1115796

Registered Address: GORDON HOUSE
GORDON AVENUE
LONDON
SW14 8DZ

Trustees: Ana Beatriz Alencar
Rosie Bichard
Ivonne Cantu
Zarela Feeney
Helen Ilsley
Katy Vatis

Independent Auditor: Tracey Falero (ACA)

Structure, Governance and Management

Description of the charity's trusts

Type of governing document: Trust deed

How the charity is constituted: Trust

Trustee selection methods: Appointed by existing trustees

Additional governance issues

La Vida - Trustee Selection Process Statement

- Interest in the Latin American region and improving the conditions of its people.
- Skills and experience that add value to the board such as good relationships with potential sponsors and strong marketing skills for fundraising.
- Good character
- Nomination by one of the Trustees
- Unanimous approval by current Trustees

Objectives and Activities

Summary of the objects of the charity set out in this governing document

To further any charitable purpose for the benefit of disadvantaged people residing permanently in Latin America. In particular, by preserving and protecting health, relieving sickness, relieving poverty and advancing education.

Summary of the main activities undertaken for the public benefit in relation to these objects

Provide funding for specific health and education projects identified in any country in Latin America.

La Vida is 100% volunteer run. All of the Trustees and Executive Committee work on a voluntary basis and aim to keep expenses to a minimum so the money raised goes directly to the project beneficiaries.

Donations and fundraising have allowed us to improve and directly benefit the lives of over 50,000 children and their families across Latin America.

We continue to fund health and education projects throughout the region. In 2018, we continued to support our existing ongoing projects in Brazil, Bolivia, Colombia and Peru. We also funded new projects in Bolivia and Brazil.

Additional details of objective and activities

Policy on grant making:

The Trustees of LA VIDA endeavour to directly grant funding to specific projects that relieve sickness and /or improve education in any Latin American country. Preference will be given to independent projects, but trustees could also look to partner with local organisations that will see through the success and completion of compelling projects in health and education in Latin America.

The project committee meets every 3-6 months to discuss and approve new project proposals. We assess our projects in depth and have a rigorous selection process. Each grant application has to complete our project proposal form and give proof of identity of their organisation and the people running it, plus 2 years of bank statements. Every project we support has a partnership agreement signed by La Vida and the organisation receiving the project funding which includes all of our reporting requirements. The agreement sets out the timeline of the project with final goals to be reached, all of our reporting requirements such as photos of the project, receipts for items purchased etc.

The executive committee, all of whom are volunteers, continues to help organise fundraising events, develop the website, publish newsletters and broaden the reach of the charity.