

2019



ANNUAL REPORT



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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, a 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 Argentina, Brazil, Bolivia, Colombia, Ecuador, Guatemala, Mexico 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 and school expansions, as well as community health and environmental programmes.

Although La Vida is a relatively small charity, so far we have raised over £750,000 through sponsorship, our annual La Vida fundraising events, direct donations and partnerships with other foundations. The funding we have deployed we estimate will have directly impacted the lives of over 60,000 disadvantaged children and their families in Latin America.

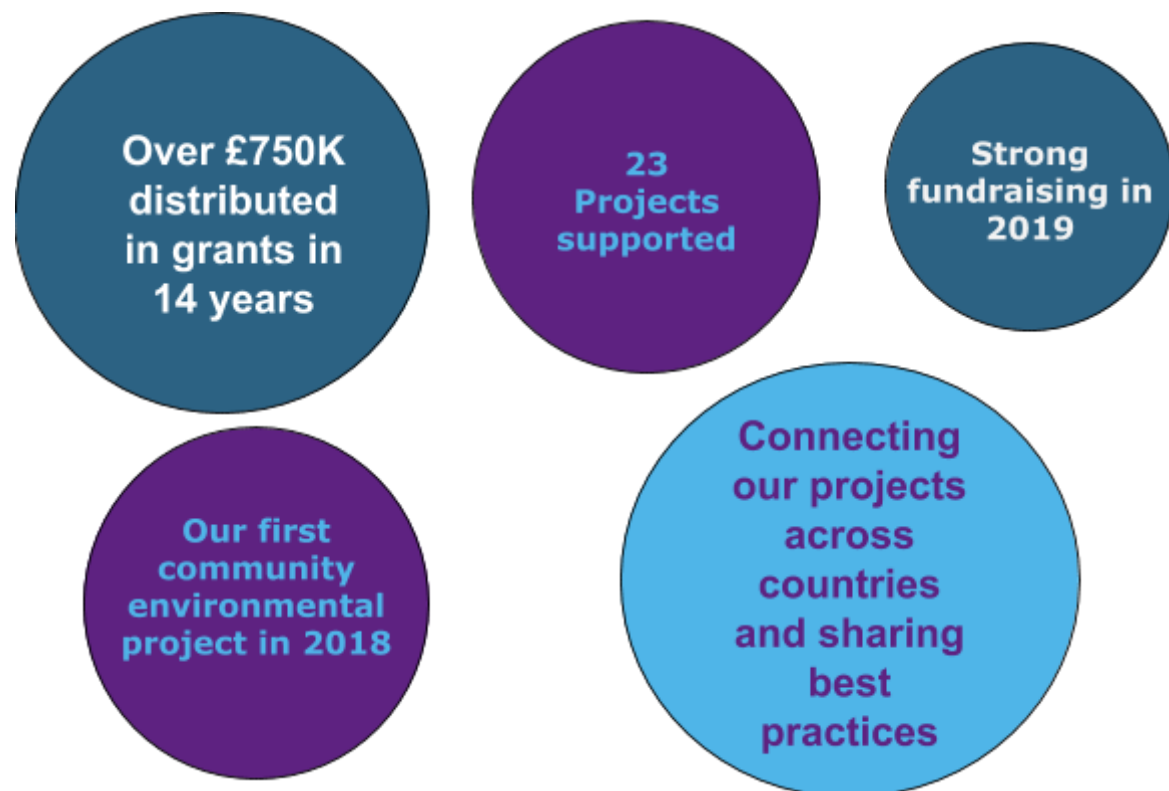
Our mission

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 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. She most recently worked at Fullerton Fund Management 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, heading up Business Development for the Executive Coaching Consultancy, specialising in helping businesses retain and develop their talented women. 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 grew up in Mexico and has been living in London since 1996. Currently she is head of Investor Relations at Benchmark plc, a global aquaculture business, and a Director of Creo Medical plc, a medical devices technology company. Prior to joining Benchmark, Ivonne was a corporate finance adviser for 20 years at Merrill Lynch and at Cenkos Securities. She has an MBA from the Wharton School of Business and a BSc Engineering. Since 2016 she has been advising small UK charities as a member of Pilotlight, a charity that connects professionals with charitable organisations to provide strategic support.



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 has subsequently become involved in the non-profit sector and serves on the boards of foundations that are having a significant social impact in the areas of the arts, health, education and the environment in Latin America. She has a MBA from George Washington University. She is fluent in English and Spanish, with conversational Portuguese.

Summary of 2019 projects

In 2019, we had another strong fundraising year, receiving £61,720 mostly through donations and some fundraising. In March, we held a small supporters' event at Maddox Arts in London, where we auctioned several artworks.

This year we had significant donations from the Royal Bank of Canada, Generation Asset Management, EM Funding and Farr Vintners. The funding from Generation Asset Management was granted for a new environmental project we will support in 2020 in Costa Rica, called The Corcovado Foundation.

Our trustees and supporters visited a number of projects for us this year. Zary Feeney checked the work being done in Bolivia at our Fundesoc environmental education project and her son Christopher visited the Villa Maria school in Lima and Todos Juntos Dental programme in Argentina. Helen Ilsley and her family also visited the Villa Maria school in July and saw the school extension we helped fund last year as well as the new computer room, and met teachers and children. Finally, Felix Sullivan also spent time at Villa Maria again, helping run a second Sports Day. He has introduced the school leadership team to contacts in local companies to broaden their support base as well as to the British Embassy. Felix then travelled to Colombia and visited our Poder Joven project in Medellin with his parents. All visitors reported back with positive updates on our projects.

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 2019, we granted £36,538 to causes throughout Latin America. We continued to support the following projects: Amantani in Ccorca, Peru; Cuca Legal in Angra do Reis, Brazil; Helping Hands in La Paz, Bolivia; Poder Joven in Medellin, Colombia; Fundesoc in Santa Cruz, Bolivia; Viva a Vida in Camacari, Brazil and Villa Maria in Lima, Peru. More details can be found below.

We did not fund any new projects in 2019, but in 2020 we plan to fund a new environment project, the Corcovado Foundation, in Costa Rica and Maya Midwifery, a project providing essential medical equipment to rural midwives in Guatemala.

We had a strong close to 2019 and a successful fundraiser in early 2020 which left in good shape for the rest of the year. We also recently held an appeal for Covid-19 relief. Many of our projects have had to adapt their activities to the current situation of school closures etc. and we are working with them to see how they can best be supported going forward.

Our projects

Amantani



Education

Grant in 2019: £2000

Location: Ccorca, Peru

Partner since: 2014

Beneficiaries: 57 pupils

Amantani provides disadvantaged young people of Ccorca, a small rural community outside Cusco, with educational boarding houses to stay in near school avoiding eight hours' daily walk. In addition, it helps youngsters to graduate from school and obtain high quality further education and formal employment.

The Pathways Programme works with young people in their final year at school to help develop core life-skills and to progress into further education and employment. In 2019, a group of 57 students took part in the programme to identify their aspirations and career choices. These young people spent 114 hours taking part in workshops where they learned about communication skills and personal development. The programme focuses on well-being, academic support and future career advice. We funded over 200 hours of academic support providing lessons in maths, literacy, ICT and vocational orientation.

Cuca Legal



Education

Grant in 2019: £5,000

Location: Brazil

Partner since: 2018

Beneficiaries: 60 children/teenagers and their families

Cuca Legal finished the year with a record number of children attending workshops on arts and crafts, golf and music. Cuca Legal also engaged with their families by organising Easter and Christmas parties, theatre outings, environmental excursions, as well as a very successful music and arts gathering promoting racial awareness. Part of La Vida's funds were used to distribute t-shirts of the project to participating children, which increased Cuca Legal's visibility. Having an international supporter has also raised their profile and other local organisations, including state schools and a five star hotel and golf course, have engaged with the project. The project has also helped a student successfully apply to start university. This initiative has attracted attention and donations to extend to other children.

Despite all the above success, the community has suffered from extreme violence. Two criminal factions at war meant that the kids have seen the horrors of violence on their doorsteps. Cuca Legal had to close its doors on some days as people were too afraid to leave their houses and be caught in the line of fire. However, this has also made the project even stronger in the community as it is a safe haven for the local families.

Fundesoc



Environmental Education

Grant in 2019: £7314

Location: Bolivia

Partner since: 2018

Beneficiaries: 450 students

The purpose of this project is to improve the behaviour of school students and their surroundings, focusing on establishing environmental sustainability standards and improving waste management within schools in deprived communities. Two phases of this project have been completed, at one school in 2018 and five schools in 2019. The goals for the third project are to build on the lessons and experience of previous years and expand to an additional five schools and local stakeholders such as associations and markets, and to incorporate the use of technology whenever possible to reach a larger population and increase impact and sustainability.

In many schools of Santa Cruz, Bolivia's second largest city, there is little environmental awareness, made evident by the poor, or lack of, management of solid waste and resources by the educational community. The situation is similar and even worse in homes, neighbourhood and adjacent local markets. This

generates negative consequences for both human health and wellbeing, as well as for the environment in the short and medium term.

The goal of this project is to improve the environmental behaviour of students and its neighbourhoods with a focus on environmental sustainability standards by applying The Sustainable Cities Programme of the UNEP. They are currently working with five schools in two districts (10 & 12) with outreach into their homes, neighbourhoods and adjacent local markets. Key project objectives are to:

1. Build knowledge and lessons about environmental sustainability standards together with school students, teachers and local leaders.
 2. Generate knowledge about and promote environmentally friendly practices amongst students and community stakeholders within the framework of environmental sustainability standards and sustainable cities.
 3. Create alliances with other public and private sector bodies to strengthen the project, including water & sanitation providers, universities and local authorities.
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Helping Hands



Education

Grant in 2019: £3971

Location: La Paz, Bolivia

Partner since: 2009

Beneficiaries: 7 students

Beneficiaries since 2009: 44 students

Helping Hands provides financial support, mentoring and a family-like community to help disadvantaged young people complete their studies and take their first steps into the world of work and financial independence. 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 helped more than 360 young people enabling them to complete their studies and start a career in areas ranging from medicine, veterinary, engineering, catering and agronomy. They in turn go on to establish solid families and provide a better education for their own children.

La Vida has supported Helping Hands since 2009 sponsoring 44 students in total. In 2019, La Vida sponsored 7 students. To highlight 4 of them: Nathaly, in her new bee handling gear, has had a very successful first year in Veterinary Medicine and loves her choice of career. She has matured incredibly adjusting well to living

away from her family. Deivis and Daniel have now finished grade 6 and have begun high school. Deivis had a 88% average for the first half of 2019 and received a bonus of Bs 100! The picture was taken at the Helping Hands office when the boys went in to re-register and receive some of their school materials. Finally, **Lizeth** finished her pastry course and has started her own pastry business – a new entrepreneur in the community!



Poder Joven



Education

Grant in 2019: £7541

Location: Medellin, Colombia

Partner since: 2010

Beneficiaries: 75 children and their families

We continue to support the Poder Joven Foundation who work within areas of Medellin, Colombia where street kids have a great need for a healthy, safe and nurturing environment. Poder Joven uses its resources with care and focus and achieves positive changes for many at-risk children with a long-term impact on their life chances. The children are given access to doctors, dentists and psychologists, practise yoga and meditation and are helped with homework whenever required. The children come from very poor families of which around 70% are subjected to violence in the home. There is a two year waiting list to join the Poder Joven programme, which runs weekly sessions on different topics such as prevention of drug use and violence, communication, how to behave in society

etc. Our funding continues to provide food, medical and school supplies for 75 children at Casa Maren.

In 2019, we funded a new project to offer vocational training opportunities to 31 teenagers who have graduated from the programme. Beautician and barber courses were successfully run at the Poder Joven premises. The other subjects, hairdressing, dressmaking and motorcycle repair were run elsewhere. The students have all attended and enjoyed these courses.

Felix Sullivan, Dr Kathryn Vale and Hugh Sullivan visited the project for us in May 2019 and reported back that they were very impressed with the Foundation and its work and confirmed that we are contributing to an excellent, well-established venture.

Viva a Vida



Education

Grant in 2019: £2500

Location: Camacari, Brazil

Partner since: 2015

Beneficiaries: 226 students

During 2019 we have partnered with Global Fund for Children in supporting Viva a Vida's activities. Here is a summary of what we achieved in 2019:

#VivaJuntosSustentabilidade – under the supervision of a Youth Worker, six young people learnt how to work in community projects. They were trained and worked in communication, administration, design and maintenance activities as well as working as peer educators in arts classes.

210 young people (13 to 17 years old) participated in Human and Socio-environmental Rights Workshops. Evaluations demonstrated that 91% felt stronger and better able to confront the challenges they face; 80% have a better understanding of Human and Socio-environmental Rights, Violence and Racism and 74% know how to react if they witness violence, racism or other rights violations, including which bodies to report to.

10 young artists trained in drawing and graffiti. The evaluation demonstrated that, as well as technical aspects related to art, the young people were able to be more assertive, felt stronger, and recognized themselves as unique and important individuals within their families and communities.

Villa Maria



Education

Grant in 2019: £8211

Location: Lima, Peru

Partner since: 2007

Beneficiaries: 140 Primary school children and their families, school staff.

In 2019, the Villa Maria Primary School welcomed 140 pupils into its newly enlarged premises. 30 of these students were supported by La Vida, our friends and other sponsors, while another 12 pupils were sponsored through the school's own network. It costs approximately £210 to educate a child in the school for one academic year. The children in the school come from over 35 local communities within Villa Maria, and belong to over 90 families. There are 25 teachers and other staff involved in running the school. During the year, La Vida also paid for 8 new computers, an interactive whiteboard and other equipment so that the pupils can benefit from using better technology.



It was a busy and exciting year for the school. In March, former volunteer and friend of La Vida, Felix Sullivan, organised a successful multi-sports activity day for the children, inspired by the upcoming Lima 2019 Panamerican Games, some events of which were held in Villa Maria. Felix was helped by many staff from the British Embassy in Lima, Mace Consultancy and a team from Lima 2019 including the mascot and a film crew. A huge amount of fun was had by the children, teachers and volunteers alike. After the games were over, British Ambassador Mrs Kate Harrison visited the school with some of her staff and talked to founder Alejandro Menendez and the rest of the team. They were able to see how much

progress has been made at the school with the new classrooms and other facilities. Huge thanks to Felix and all the other volunteers who made this happen.

The same week, the British Embassy in Lima sponsored an art competition on the theme of "What Does Sport Mean to You"? All the children submitted art works, and the winners were invited to a special event at the British Embassy hosted by the Ambassador. They asked her all kinds of questions including why does Britain have a Queen and not a President!

The outreach team of the Peruvian National Softball Association visited the school in May and introduced the pupils and teachers to this easy to play and fun sport. The school's team is now training several times a week. Equipment has been donated to the school by the softball association to allow the children to enjoy the sport. Pupils were also invited to the inauguration of the new stadium built in their community for the Lima 2019 Panamerican Games - a very exciting day for them.

In July, La Vida co-founder Helen Ilsley and her family visited the school and spent the morning looking round the school and being treated to a programme of Peruvian dances put on by the children. They also brought the school some new play equipment including Dodgeball and pop-up tunnels which were very much appreciated.



Financial statements and notes

Financial review

Policy on reserves: For 2019, La Vida kept 6 months of our ongoing commitments to projects as reserves. We will continue to do this in 2020.

For the period from January 2019 to December 2019

Section A: Receipts and Payments

A1 Receipts	Unrestricted Funds (nearest £)	Restricted Funds (nearest £)	Endowment Funds (nearest £)	Total Funds (nearest £)	Last year (nearest £)
Donations	37,576	21,352		58,928	95,819
Fundraising events	2,793			2,793	
Interest on Deposit					
Sub total (Gross Income AR)	40,368	21,352		61,720	95,819

A2 Asset and investment sales					
Sub Total					

Total receipts	40,368	21,352		61,720	95,819
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A3 Payments					
Cost of fundraising events	553			553	
Internet costs					
Grants to Latam projects	22,786	13,752		36,538	66,667
FX and bank charges	170			170	60
Sub Total	23,509	13,752		37,261	66,727

A4 Asset and investment purchases					
Sub Total					

Total payments	23,509	13,752		37,261	66,727
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Net of receipts/ (payments)	16,859	7,600		24,459	29,092
A5 Transfer between funds	-28,250	28,250			
A6 Cash Funds last year end	41,904	0		41,904	12,813
Cash funds this year end	30,513	35,850		66,363	41,904

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	30,513	35,850	
Total Cash Funds	30,513	35,850	

Signed by two trustees on behalf of all trustees:

Helen Ilsley , date of approval

Katy Vatis, date of approval

Independent examiner'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 2019

Charity no.

1115796

**Set out on
pages**

13-14

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended **31/12/2019.**

**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:	07.09.20
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Name:	Tracey Falero
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Relevant professional qualification(s) or body (if any):	Association of Chartered Accountants (ACA)
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 Examiner: 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, education and environment 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 60,000 children and their families across Latin America.

We continue to fund health, education and environment projects throughout the region. In 2019, we continued to support our existing ongoing projects in Brazil, Bolivia, Colombia and Peru. We did not fund any new projects.

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, education and the environment 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.