

ANNUAL PLAN STICHTING NIÑOS DEL ARCO IRIS 2025

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STICHTING NIÑOS DEL ARCO IRIS - ENERO 2025

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Introduction

The Stichting Niños del Arco Iris (NDAI) Foundation is dedicated to improving the lives of children and families in the Sacred Valley of Peru through holistic programs in education, health, and nutrition. In 2025, we take a crucial step in aligning with our Strategic Plan 2025–2027, which promotes a vision of responsible and empowered citizens who contribute to society with integrity and love. This Annual Plan articulates our goals, activities, and institutional improvements to be achieved over the year, focusing on innovation, sustainability, continuous improvement, and strong public-private partnerships.

1. Introduction Niños del Arco Iris Cusco-Peru Foundation

1.1 Niños del Arco Iris Foundation

In 2001, the Asociación Niños del Arco Iris was founded by Helena for this mission, giving the project an initial official status. In 2003, the Kuychi foundation was established in Eindhoven, the Netherlands, as a non-profit organization with the sole purpose of financially supporting Niños del Arco Iris in Peru (hereafter simply NDAI). This has enabled NDAI to develop as a comprehensive education, nutrition, and health program for the community.

We contribute to the fulfillment of the following sustainable development objectives:

- Zero Hunger
- Health and Wellness
- Quality Education

For several years, NDAI has been focusing on fundraising outside the contribution of Kuychi in the Netherlands. More and more Peruvians and international organizations are supporting the project to socially develop the ailing population of Peru and to fight against poverty and ignorance.

1.2 Location and Influence Zone

In 2001, Helena bought a plot of land of 2.7 hectares in Urubamba-Cusco at 2,980 meters. The town of Urubamba itself has around 22,000 inhabitants, and the surrounding communities have a total of around 67,000 people. The total catchment area of NDAI, therefore, comprises a total of around 100,000 people.

The area of the project includes the school, medical center, sports grounds, and dining room where various social activities take place and daily lunch for the children is provided.

2. Strategic Principles

2.1 Legal Form

In 2001, Helena founded the not-for-profit “Asociación Niños de Arco Iris”, registered under Peruvian law and also registered with the Peruvian International Cooperation Agency (APCI). In 2004, the legal form changed to the Dutch Foundation Niños del Arco Iris Cusco-Peru which is active in Peru. This ensured a better relationship with the Kuychi-based foundation in the Netherlands and a grip on the working methods in Peru. Niños del Arco Iris Foundation Cusco-Peru has its registered office in Eindhoven and is also located in Querocancha S/N in the district and the province of Urubamba in the department of Cusco - Peru. The visiting address of the foundation in the Netherlands is Den Hof 84, Waalre.

The foundation is registered in the Peruvian Agency of International Cooperation (APCI) as a foreign institution based in Peru (ENIEX). The school is supervised by the Peruvian Ministry of Education (MINEDU).

NDAI is registered in the national register of institutions that receive donations, under the resolution of the Peruvian tax authorities (SUNAT). NDAI reports on an annual basis to APCI and Supervisory Council of Foundations, under the Peruvian Ministry of Justice (MINJUS). The NDAI foundation also has the Dutch ANBI status (Chamber of Commerce number 17169277 - RSIN 813699435).

The statutory objectives of the Foundation are:

1. Offering free elementary education and integrated nutrition to vulnerable children with limited financial resources.
2. The organization, promotion, distribution, and implementation of medical programs for children and members of the rural population and indigenous communities with limited financial resources.
3. The promotion and development of collaborative projects with medical specialists from abroad to provide medical assistance free of charge to the population with limited financial resources.
4. Offering free psychosocial assistance to the children with social, psychological, and pedagogical problems.

5. To achieve these objectives, the Foundation will use a Foundation (branch) in Peru, called ENIEX ("Entidades e Instituciones de cooperación Técnica Internacional Constituidas and el Extranjero") (Institutions and institutes of International Technical Cooperation established abroad), from which the activities actually become lined.

6. The Foundation has no profit purposes and has been designated as one in Peru Private non-profit Foreign Legal Person (Persona Jurídica Extranjera de Derecho Privado sin fines de lucro).

2.2 Vision

To educate responsible citizens capable of contributing to the world with values and principles of integrity, justice, love, respect, and trust, while promoting positive change in their families, communities, environment, and future.

2.3 Mission

To promote a comprehensive quality training system for the inhabitants of the Sacred Valley.

2.4 Goals and Core Values

- Love
- Respect
- Trust

These values are lived daily by our staff and are reflected in every service we provide.

2.5 Strategy

- **Educational transformation:** Expand and modernize our educational offer.
- **Institutional development:** Strengthen governance, management systems, and staff capabilities.
- **Financial sustainability:** Diversify income and improve efficiency.
- **Community empowerment:** Deepen community engagement and capacity-building.
- **Strategic partnerships:** Collaborate with government and private institutions.

3. Programmatic Areas

3.1 Education

Goals for 2025:

- Expand early education classrooms to accommodate 20% more students.
- Launch a pilot secondary education program.

- Integrate digital tools into teaching and learning.
- Train 100% of teachers in digital pedagogy and inclusive practices.
- Increase participation in arts, music, and leadership workshops.

Key Programs:

- Early and Primary Education Program (currently serving 186 children).
- Financial Literacy Program for families and students.
- Arts and Culture Program (music, choral, theater, storytelling).
- Young Leaders Program.

3.2 Health

Goals for 2025:

- Digitalize health records for all beneficiaries.
- Expand psychological services to students, families, and staff.
- Organize 4 community health fairs in partnership with the Ministry of Health.

Key Programs:

- Medical and dental care for 500+ children and family members.
- Psychological support and therapy sessions.
- Comprehensive sexual education curriculum.

3.3 Nutrition

Goals for 2025:

- Improve meal quality and increase local food sourcing by 30%.
- Establish an in-house nutrition lab to monitor and plan diets.
- Reduce anemia rates by 15% through preventive care.

Key Programs:

- Daily healthy meals (snack and lunch) for students.
- Nutrition workshops for parents and caregivers.
- Community garden pilot project.

4. Institutional Development

4.1 Continuous Improvement

- Implementation of a quality management system (QMS) with periodic evaluations.
- Internal audits every 6 months.
- Monthly performance reviews by area managers.

4.2 Staff Development

- Annual training program for all personnel.
- Leadership coaching for management staff.
- Peer-to-peer learning sessions and cross-team collaboration.

4.3 Governance

- Strengthen the role of the Board with strategic oversight.
- Update bylaws and internal regulations.
- Conduct board training in nonprofit governance.

5. Organization

The organization is represented by the board members and the executive team. The manager reports monthly to the board of directors and leads the executive team.

The following persons of the board members are registered with the Chamber of Commerce in the Netherlands:

- Helena van Engelen
- Carlos Augusto Dammert
- Luis Antonio Bouroncle Tello

NDAI board members:

- Helena van Engelen (chairman)
- Carlos Augusto Dammert (secretary)
- Luis Antonio Bouroncle Tello (treasurer)
- Lucy Zelaya (added as a member in 2017, but not yet officially registered)
- Laura Brigneti (added as a member in 2018, but not yet officially registered)

- Anita Forsyth (added as a member in 2019, but not yet officially registered)
- Rafael Dammert (added as a member in 2019, not yet officially registered)
- Fiorella de Ferrari (added as a member in 2022, not yet officially registered)
- Maria Paz Ramos Grimaldo (added as a member in 2023, not yet officially registered)

Daily project management:

- Alessandro Antonio del Campo Gaete (manager)

2025 Organizational Chart



Fundación Niños del Arco Iris is made up of 5 areas: School, Health, Projects, Administration, Communication and Fundraising, Facilities, and Las Casitas Hotel. In 2025, we are currently working on the improvement of the internal processes and a reorganization proposal.

In 2023, we had 37 workers, 68% of whom were women and 32% men. The majority of them work in the school area.

6. Financial Support

6.1 Fundraising Strategy

- Launch a recurring donor campaign focused on nutrition and health.
- Submit at least 10 proposals to national and international donors.
- Secure 3 new CSR partnerships with companies in Peru and abroad.

6.2 Social Enterprises

- Reinvest profits from Las Casitas hotel to fund school programs.
- Develop marketing and quality strategies for the hotel.
- Explore new income-generating activities: artisan workshops and farm products.

6.3 Financial Management

- Monthly financial reports and quarterly transparency publications.
- Cost-efficiency evaluations of programs.
- Staff training on budget management.

7. Social Programs and Activities

Education Program

Primary Education Program:

Free education for children from the poorest families in the area. 100% of the students come from the lowest social-economic background, all of them below the poverty line.

1. Education Program (Primary and Early Education) with almost 186 children aged 3 to 13 years.
2. Financial education program for children and their families (20 beneficiaries)
3. Choral and music classes program whit 186 childrens.
4. Theater and Storytelling Classes whit 25 beneficiaries.

Health Program

1. Medical, dental, and psychological care (interdisciplinary) for more than 500 children and their families
2. Psychological care for our beneficiaries and their families, as well as our workers
3. Sex Education Program

Nutrition Program

1. Healthy program (healthy food) which includes a healthy snack and lunch.
2. Prevention of anemia and malnutrition in 186 children aged 3 to 13 years.

Social Projects

1. Entrepreneur Mentorship Program.

2. Reforestation program with 186 children, planting 100 native trees.

8. Strategic Alliances and Public Engagement

8.1 Partnerships with the State

- Formal agreements with:
 - **MINEDU** for curriculum enhancement.
 - **MINSA** for health fairs and vaccinations.
 - **Municipalities** for infrastructure and environmental programs.

8.2 Private Sector and NGOs

- Collaborate with universities for research and volunteer programs.
- Establish NGO alliances for joint project implementation.
- Develop a corporate volunteering scheme.

8.3 Community Engagement

- Formation of parent committees and community councils.
- Monthly community meetings and open-door school events.
- Volunteer opportunities for local youth and families.

9. New Programs for 2025

9.1. Innovation and Digital Transformation

- Develop a digital learning platform with local content.
- Implement CRM software for donor management.
- Launch a mobile app for parent-school communication.
- Train teachers and staff on ICT tools.

9.2. Monitoring, Evaluation, and Learning (MEL)

- Implement updated Theory of Change aligned with strategic goals.
- Design and deploy KPI dashboard across all departments.
- Conduct annual external evaluation of program impact.
- Use MEL findings to inform decision-making and future planning.

9.3. Environmental Sustainability

- Expand renewable energy use (solar panels) at school and facilities.
- Promote eco-literacy among students and families.
- Reforestation campaigns with 200 native trees planted.
- Waste reduction and recycling system implementation.

9.4. Communication and Outreach

- Update website and maintain active social media presence.
- Monthly newsletters in English and Spanish.
- Document and share success stories through multimedia.
- Create donor recognition materials and annual impact report.

9.5. Expected Outcomes 2025

Objective	Indicator	Target 2025
Expanded Education	New grade levels implemented	1 full year of secondary pilot
Health Coverage	Beneficiaries with complete digital records	100%
Nutrition Impact	Reduction in anemia rates	-15%
Community Involvement	Families participating in training	≥90%
Financial Growth	New institutional donors secured	≥3
Environmental Impact	Trees planted	200

2025 represents a year of growth, innovation, and collaboration for NDAI. We aim to strengthen our foundation through transparent management, strategic alliances, and meaningful impact in the lives of the children and families we serve. With your continued support and the dedication of our team, we will build a stronger and more sustainable future.

10. Financial

Below we attach the financial results for 2024:

Table 1. Financial results for 2024					
	Note	2023	2024	2023	2024
		Soles	Soles	Dollars	Dollars
Income					
Donations and others incomes	11	S/ 2,388,275.00	S/ 2,397.705.00	\$ 620,951.50	\$ 648,028.38
Expenses					
Administrative Expenses and Social Support	12	-S/ 2,696,843.00	-S/ 2,471,811.00	-\$ 701,179.18	-\$ 607 516.48
		-S/ 308,568.00	- S/ 74,106	-\$ 80,227.68	-\$ 20 028.00
Financial income		S/ 55,432.00	S/ 66, 942.00	\$ 14,412.32	\$ 18,092.43
Net Exchange Difference	3	-S/ 58,225.00	S/ 27, 547.00	\$ -15,138.50	\$ 7 444.00
Surplus (Deficit) for the Year		-S/ 311,361.00	S/ 20 383	\$ -80,953.86	\$ 5 508.00

11. Contact Information

For more details about the Foundation Niños del Arco Iris Cusco-Peru, please contact:

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Waalre, Netherlands

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