



# NEWSLETTER OCTOBER 2022





## BUEN DÍA!

It seems like school gates across the country have been thrown wide open to give Por Eso! a warm welcome. Of course, we are somewhat responsible for this too: the first edition of our school vegetable garden teacher's manual (first print run: 1000 copies) has been published. And the regional Ministry of Education in Cusco is helping us distribute it.

### ENTERING A NEW PHASE

The number of schools tending their vegetable garden is growing like a beanstalk! Our team is there to support and make small adjustments. Meanwhile, we are further professionalizing the additional instruction materials so that the teachers, parents and students have everything they need and even true "city dwellers" will feel inspired to start a vegetable garden. We are going to need a bit more time to get the content and layout of the teaching material right. But to give you a bit of a sneak peak: this newsletter has been styled in the layout of the teaching materials for schools and families.

### MANAGER M/F/X

In order to take off some of the work pressure, we have started looking for a good manager. Someone to take over part of the day-to-day management, with an eye for spotting possibilities across Peru to scale, expand and collaborate, and who can also actually turn these into a reality. We have circulated the job description among our network of acquaintances and are currently negotiating with two absolute tigers.

From 44 schools in 2021, we have expanded to a whopping 72 schools, who are now all using the Por Eso! method.

Especially our close collaborations are making us grow more and more: the majority of the construction material for green houses and reservoirs is provided by the municipalities and schools themselves, the pedagogical support by the Ministry of Education and the technical knowledge by us.

Although this sounds simple on paper, the reality is different story. But we are not selling sneakers, after all, we're trying to achieve a social outcome. A change in habits for now and forever. More about that later.

In this newsletter in the style of the Por Eso! vegetable garden manual, you will be able to read how we are continuing to grow and develop.

*Greetings from the whole team,*  
**Simone**





## FIRST: A LITTLE SHOWING OFF

We post photos on [Facebook](#) and [Instagram](#) almost every week, taken by our team, teachers and families. 40 likes is a lot for us. So for our 40 loyal followers: please, waves of gratitude to you and many thanks to liking and sharing. For the others: here are some recent beauties.





## SHARING OWNERSHIP

Over the years, we have grown to start applying shared ownership: the local authorities and other government entities contribute with material, transport and staff for our programmes. It is not always easy, but very sustainable. What we do belongs to all of us together and hopefully that means we will look after it well.

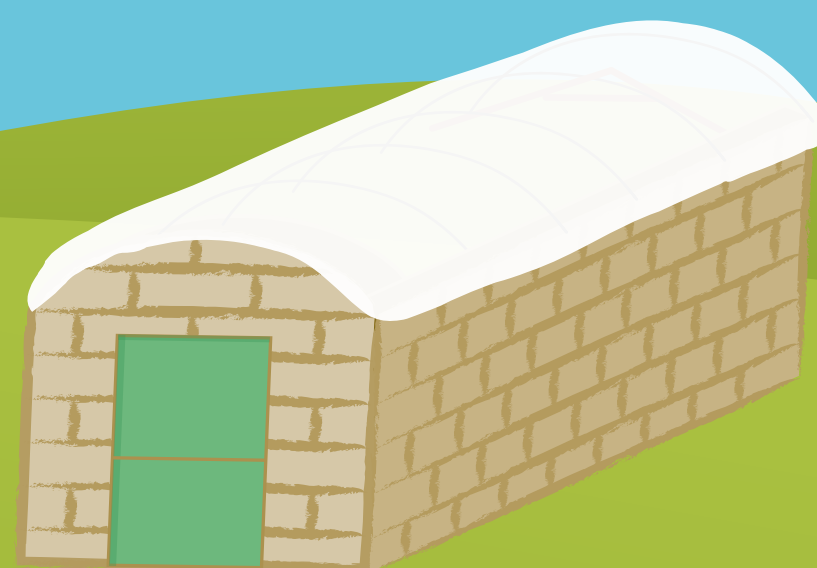
The days of the Dutch NGO with those two cute ladies at the helm that used to do everything themselves are over. What we have achieved is to grow roots and we now have to ensure that we hand over our programmes properly.



## BEHIND THE SCENES IN PERU

A signed cooperation agreement between Por Eso! and the municipality is a necessary first step, but still does not guarantee that everything will automatically go according to plan. While we insist on sharing costs, the municipality also insists that we live up to their expectations. It is a game. That is why it can take a bit longer before we can start building.

Of the five municipalities we are collaborating with, two still owe us their contribution. Fortunately, we are not in it alone. The families and schools can also get impatient and start putting pressure on them. That is why we purposefully involve them in the game.



Jhabel (center) with the manual at the municipalities.





Jhabel and Roger from Por Eso! in Lima

## PRIZE MONEY

Many competitions are held in the NGO world. Recognition and a donation are usually the top prizes. We participated in 4 competitions and in the one held for the prestigious Esteban Campodónico Prize (founded by the Peruvian University of Piura and the Clover Foundation in New York in memory of Esteban Campodónico), we were one of the 5 finalists.

Our coordinators Jhabel and Roger went to Lima in July for the award ceremony. We did not win. This is a shame, but by simply participating, we are increasing our visibility in Peru. It leads to new collaborations. For example, we are now working closely with Vidawasi, a childrens' cancer hospital in the Sacred Valley. We are supporting them with their vegetable garden and, in return, they will carry out a medical campaign at one of "our schools" once every three weeks.



The vegetable garden at Vidawasi



# UNESCO AND POR ESO!

Two months ago, we started a school vegetable garden in Acomayo with Unesco (part of the Horizontes programme). An interesting collaboration which we hope will lead to much more in the future.



<https://es.unesco.org/horizontes>



## VISITS AND MORE VISITS

Four other foundations and municipalities have visited us to see what we are doing and to copy it where possible. The delegation from the region of Apurimac has been the most successful. An eight hours' drive from our office, the municipality of Challhuahuacho started with school vegetable gardens and the family programme independently. We have already visited them once and also used the occasion to visit a few other municipalities to discuss how we can continue to expand in this region.



To date we have already distributed more than 1,500 bags of school supplies in schools.



Apurimac: Challhuahuacho





# NUMBERS DO NOT LIE

## SCHOOL VEGETABLE GARDENS

started with Por Eso!: 46  
number of students: 3.254  
started independently: 26  
number of students: 3.634



## FAMILY PROGRAMME

448 families in the full programme  
671 entered through the emergency programme which we started during the pandemic





# STUMBLING AND FALLING

The work demands a lot from the team and is certainly not risk-free. You try it, cruise around on your motorbike in rough weather on the most dangerous roads in the Andes, to then have to walk for hours in order to visit the families. In 2022, a total of three of men from our team were home on sick leave. With a hernia, a broken foot, and a broken finger.

The fact that I (Simone) crowned the list with a 2,5-meter fall from the stairs, proved to me that I can not constantly be on top of everything either. I was lucky, but I am still on the road to full recovery.

We have learned from these accidents. We are trying to finetune our scheduling even better now to ensure that everyone gets enough rest.



## WITH THE REGIONAL MINISTRY OF EDUCATION

...we visited the provincial departments to officially present the manual





# MEASURING

We measure our impact twice a year. Based on the results, we define who deserves which next step or installation. But also, where they are lacking certain knowledge. You will see an example in the graph below: the mid-year results of 5 active communities from our family programme. “Active” because we’re doing plenty of building and we are offering workshops there.

What stands out: an increase in the number of **green** families. These are the top participants that are eligible for the latest modules and finishing touches (irrigation, for example, or certain tools). These families have been participating in the programme for at least 2 years. They also sell vegetables and grow their own seeds.

You can also see a decrease in the number of yellow families. These are well on their way and will receive their first installations from us. Many of them were previously **red**.

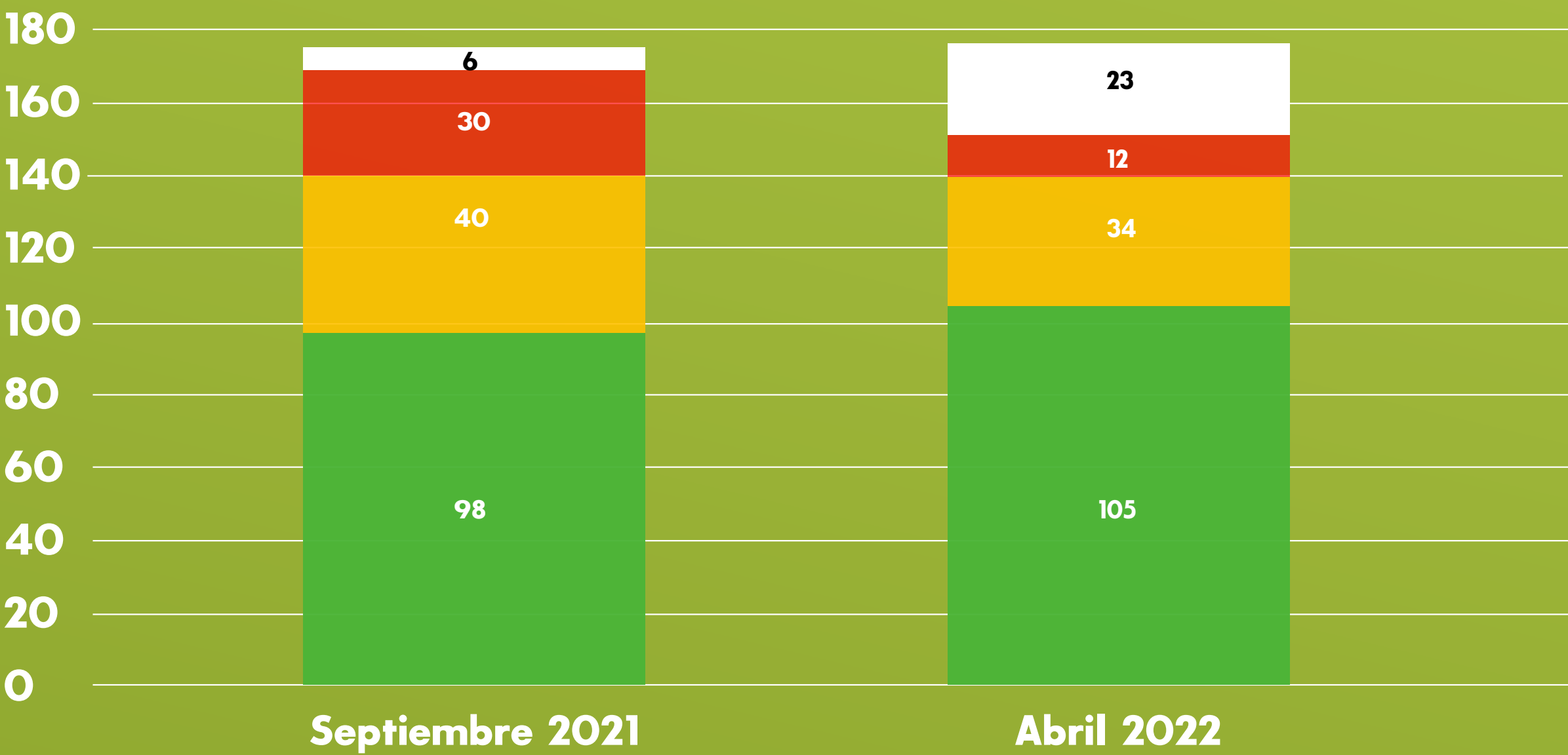
A red family is not necessarily a bad family, by the way. They have only just started and will work toward classifying as **yellow**. Our family programme lasts 6 years: 3 years of construction and 3 years of supervision and a helping hand here and there. They will receive workshops throughout the 6 years.

The number 23 is interesting. These are the families that left the communities by April 2022. This migration is still ongoing. During the pandemic, many family members from afar returned to their region of origin, in other words, they came back to the villages in the Andes. Finally, now that the economy has picked up again, they have left these villages again in order to get back into their old routine (often in the city).

- Red:** just started
- Yellow:** on the way and eligible for installations
- Green:** plenty of construction happening here

If you would like to read the full report from April 2022, send us an email here: [info@poreso.org](mailto:info@poreso.org)

## 5 COMUNIDADES ACTIVAS







## MEDIA

Soon, we will have a new website and flashy video. We are making these for you and the organizations in Peru. They show what we do and how we do it. We will send you the link.

## PERSISTENT AND CREATIVE

Of course, Por Eso!'s success is also a reality thanks to the long-term relationships with funds from across the world, monthly contributors and spontaneous campaigns, which we can never thank enough and say GRACIAS to, again and again.

A different and very special collaboration is the one with CREEMOS in Lima. We have been working alongside each other for nine years now. This group of tenacious and creative Peruvians are responsible for our local network and a large part of the donations made within Peru. In recent months, they have sold over 300 picture books of the story Cucharita Marthita. It is a story that volunteer Gillian Mendizabal used to tell her daughter, and during the pandemic she put it on paper and got it printed, and a part of the proceedings go to Por Eso Perú. And that's not the end of it... the draw for the raffle Creemos is currently organizing is fast approaching. If you would like to buy a book or a raffle ticket, please contact Sonia Vexelman: [svexelman@gmail.com](mailto:svexelman@gmail.com)  
WhatsApp: +51 999948396

The raffle draw is on **November 9th**.



# creemos



**That's all, folks!**

You've got all the updates, broadly speaking. In case you have any questions, ideas, please feel free to email us

