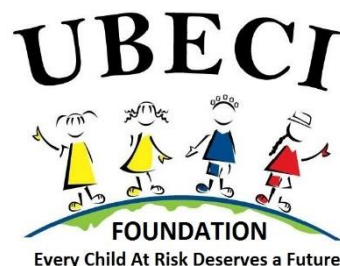


Project Proposal: Social and Inclusive

UBECI (United to Benefit Ecuadorian Children International): Play, Do & Learn



Justification	<p>Street children are exposed with minimal protection to the harshest elements of physical, social, and economic environments. This life is absent of supervision, education, nurturance, and security. As street children grow up in this environment, the street becomes their “home” and in turn, their values are shaped into a “street ethic”. This specific context means that street children are absent from the two most important institutions of socialization both the family and the school.</p> <p>According to UNICEF, 40.7% of children and adolescents in Ecuador are living in situations of poverty. UBECI has been working directly with these children since 1999 in order provide them the opportunity to succeed in school and in life.</p>
Location	UBECI’s Play, Do & Learn Project currently operates in 6 different markets in the South of Quito. Those markets are: Chillogallo, Cuadras, Villa Flora, Sangolqui, Guamani, and Caupicho.
Duration	Play, Do & Learn runs on a yearly school schedule.
Goal	Our goal is to break the vicious cycle of poverty the street children of Quito endure by providing them with the tools necessary to succeed in their lives and thus offering better lives for their future children. Working directly with street children allows UBECI to work towards alleviating the larger problem of child poverty.
Methodology	The methodology of UBECI operates on three different cycles. The first cycle is investigative. Our team analyzes the different markets and identifies problems such as premature labor, economic exploitation, social and legal discrimination, and the level of scholarization as well as other factors. This first cycle involves introducing the parents of the markets to our work and gaining their confidence. The second cycle implements our project Play, Do & Learn and our sub programs such as the School Support Program and the Summer Program for the street children of UBECI. The third cycle incorporates our various campaigns to offer the street children all the chances needed to succeed. The last two cycles are explained in greater detail below.

Play, Do & Learn

Play, Do & Learns runs different activities throughout the year. Below is the breakdown of our various monthly focal points :

September – October : Education & Self-Esteem

UBECI starts the school year off by reinforcing educational activities such as math, numbers, and reading games. The street children lack self-esteem in comparison to their counterparts so UBECI teaches the street children to value themselves as individuals, an important asset in order to succeed in school.

November – December : Leadership & Education

There is a continuous focus on education in order to improve socio affective, cognitive, and motor skills. UBECI also reinforces leadership skills such as: confidence, articulation, adaptability, and affirmation of values.

January – February : Leadership & Self-Esteem

Implement activities to emphasize leadership skills and increase self-esteem.

March – April : Education & Recreation

Recreational activities are incorporated to promote participation, physical expression of emotions, relaxation of body and mind, and healthy physical habits.

May – June : Gender & Prevention

UBECI educates the street children on various gender related issues such as social and legal rights. These months UBECI engages the street children in prevention activities such as: physical health, emotional health, and overall health.

July – August : Summer Program

The summer activities are aimed to develop artistic capacities by promoting activities such as dance, theater, drawing, etc.

UBECI's Play, Do & Learn project also incorporates throughout the year 4 different campaigns.

School Kit Campaign: UBECI works to provide the street children the necessary school supplies needed to succeed and start the school year.

Christmas Campaign: The street children working with UBECI are from low income families and most do not receive a Christmas gift during the holidays. The Christmas Campaign aims to provide a present for each street child of our program.

Clothing Campaign: The purpose of the Clothing Campaign is to offer clothing to the street children so they can have appropriate seasonal clothing that fits.

	<p>Dental Campaign: The goal is to educate the street children the importance of dental hygiene as well as providing them with the tools needed to apply what they have learned.</p> <p>Birthday Campaign: The aim is simply to provide a small gift to each child for their birthday highlighting their individuality and putting a smile on their face.</p>																																						
Beneficiaries	<p>During the school year UBECI's stewardship impacts 372 street children. This number doubles to over 600 street children during the summer months. In total UBECI aids 1,770 street children and their families.</p>																																						
Objective(s)	<ul style="list-style-type: none"> • Reduce work hours for the children and adolescents in the markets. • Teach academic and social skills needed to succeed as adults. • Aid in the enrollment process of school, track their progress through primary and secondary studies, and eventually assist in university enrollment. • Education on hygiene and physical health. • Strengthen socio affective, cognitive, and motor skills. • Help restore the street children's right to an education, right to lead a healthy life, and the right to an identity 																																						
Itemized Budget	<table> <tr> <th>Activity</th><th>Cost (US \$)/Year</th></tr> <tr> <td colspan="2">1. Street Market Operations</td></tr> <tr> <td colspan="2">Play, Do & Learn</td></tr> <tr> <td>2 Outdoor Canopies.....</td><td>200.00</td></tr> <tr> <td>5 Plastic Mats.....</td><td>150.00</td></tr> <tr> <td>30 Puzzles.....</td><td>200.00</td></tr> <tr> <td>30 Toys.....</td><td>200.00</td></tr> <tr> <td>20 Reams of Colored Paper.....</td><td>100.00</td></tr> <tr> <td>20 Glues.....</td><td>50.00</td></tr> <tr> <td>50 Packs of Colored Pencils.....</td><td>300.00</td></tr> <tr> <td>50 Packs of Markers.....</td><td>300.00</td></tr> <tr> <td>20 Playing Equipment.....</td><td>200.00</td></tr> <tr> <td>30 Reading Books.....</td><td>300.00</td></tr> <tr> <td>Sub-Total.....</td><td>2,000.00</td></tr> <tr> <td colspan="2">2. Campaigns</td></tr> <tr> <td colspan="2">School Kit Campaign</td></tr> <tr> <td>300 Large Notebooks.....</td><td>800.00</td></tr> <tr> <td>300 Small Notebooks.....</td><td>800.00</td></tr> <tr> <td>300 Red Pens.....</td><td>100.00</td></tr> </table>	Activity	Cost (US \$)/Year	1. Street Market Operations		Play, Do & Learn		2 Outdoor Canopies.....	200.00	5 Plastic Mats.....	150.00	30 Puzzles.....	200.00	30 Toys.....	200.00	20 Reams of Colored Paper.....	100.00	20 Glues.....	50.00	50 Packs of Colored Pencils.....	300.00	50 Packs of Markers.....	300.00	20 Playing Equipment.....	200.00	30 Reading Books.....	300.00	Sub-Total.....	2,000.00	2. Campaigns		School Kit Campaign		300 Large Notebooks.....	800.00	300 Small Notebooks.....	800.00	300 Red Pens.....	100.00
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300 Blue Pens.....	100.00
600 Pencils.....	200.00
300 Pencil Erasers.....	100.00
300 Sharpeners.....	100.00
300 Bottles of Glue.....	100.00
300 Packs of Colored Pencils.....	1,300.00
300 Scissors.....	500.00
300 Backpacks.....	2,500.00
300 Rulers.....	180.00
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Sub-Total.....	6,780.00
 Christmas Campaign	
300 Toys.....	1,500.00
30 Rolls of Wrapping Paper.....	150.00
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Sub-Total.....	1,650.00
 Clothing Campaign (all sizes)	
300 Pants.....	3,700.00
300 T-shirts.....	1,600.00
300 Sweaters.....	2,200.00
300 Socks.....	400.00
300 Shoes.....	3,100.00
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Sub-Total.....	11,000.00
 Dental Campaign	
300 Toothbrushes.....	700.00
300 Toothpaste.....	400.00
300 Small Containers of Floss.....	900.00
1 Dentist (10\$ per child).....	3,000.00
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Sub-Total.....	5,000.00
 Birthday Campaign	
400 Toys.....	1,500.00
20 Rolls of Wrapping Paper.....	100.00
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Sub-Total.....	1,600.00
 3. Operational Costs	
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Salaries	
Program Director.....	10,500.00
Social Coordinator.....	6,800.00
Educator Leader.....	6,800.00
Educator Market.....	6,800.00
Educator Market.....	6,800.00

Account Services.....	3,000.00
External Support.....	750.00

Sub-Total.....	41,450.00
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Administration

Legal Requirements.....	3,500.00
Rent.....	3,120.00
Advertisement.....	1,000.00
UBECI T-shirts.....	930.00
Utilities.....	480.00
Internet.....	420.00
Office Supplies.....	420.00
Computers Maintenance.....	600.00

Sub-Total.....	10,470.00
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GRAND TOTAL	\$80,000.00
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Conclusion

We thank you for your time and consideration. Please know that if selected to receive funding you would be directly aiding the street children of Quito break the vicious cycle of poverty that they endure. We have itemized our budget to allow you the freedom to choose where you would like to allocate your funds. UBECI has legal status both in Ecuador and the United States, and this information can be provided upon request. We can also provide you with further information concerning operative information, or anything you wish to clarify with us. A little goes a long way in Ecuador and we would be grateful for any assistance you could offer.

