



# Annual Report

2024



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# Message from the Director

**2024** has been a year filled with challenges that have tested us as an organization and as a community. However, it has also **reaffirmed our ability to overcome difficulties and continue working together to change lives.**

Thanks to our collective efforts, we have directly **benefited 2,277 Champs** with scholarships and various programs designed to help them reach their full potential. Through **projects for families**, we have also indirectly impacted **more than 5,000 people**, strengthening their well-being and development.

We proudly celebrate that **190 young individuals have successfully completed their time as Champs**. With them, more than **1,250 students** have now successfully graduated from high school thanks to the **Peru Champs scholarship**. Even more inspiring is the fact that **9 out of 10 of them are pursuing higher education**, paving the way for a brighter future.

None of this would be possible without the **commitment of our volunteers and the support of companies and institutions** that believe in our mission. We are also **deeply grateful to our donors in Peru and abroad**, whose generosity allows us to continue creating opportunities for Champs.

Every achievement in 2024 is a reminder that real change is possible when we work together. **Thank you for being part of this great family.** Let's continue building a Peru full of opportunities and hope.

A handwritten signature in black ink, appearing to read 'Alberto de Cardenas', is positioned above a thin blue horizontal line.

**Alberto de Cardenas**  
Executive Director, Peru Champs



# Our purpose

**"No exceptional talent lacks the opportunity to change our world."**

At Perú Champs, **we believe that every talented child deserves access to quality education.** For more than 10 years, we have been transforming lives by **empowering low-income families in Peru**, thanks to the support of our partners, donors, and volunteers. Together, we are building a future full of opportunities.

Scan the code to **discover how to become an Education Ally** or write to us at **[quierodonar@peruchamps.org](mailto:quierodonar@peruchamps.org)**





# Being a Champ



A Champ is a **student who has a low-income with exceptional talent** in academics, artistic, or sports. Champs also demonstrate strong **leadership potential and solid values**, enabling them to drive innovative and sustainable projects for Peru's development.



## Scholarship benefits

- 75% tuition scholarship at Innova Schools (includes enrollment and tuition fees).
- Leadership program to develop their skills.
- Psychological support for mental well-being.
- Virtual workshops for Champs families.
- School supplies at the start of each academic year.

## How to become a Champ?

The application process includes a nationwide open call, where applicants are assessed through various tests, in collaboration with state institutions, organizations, and private companies.

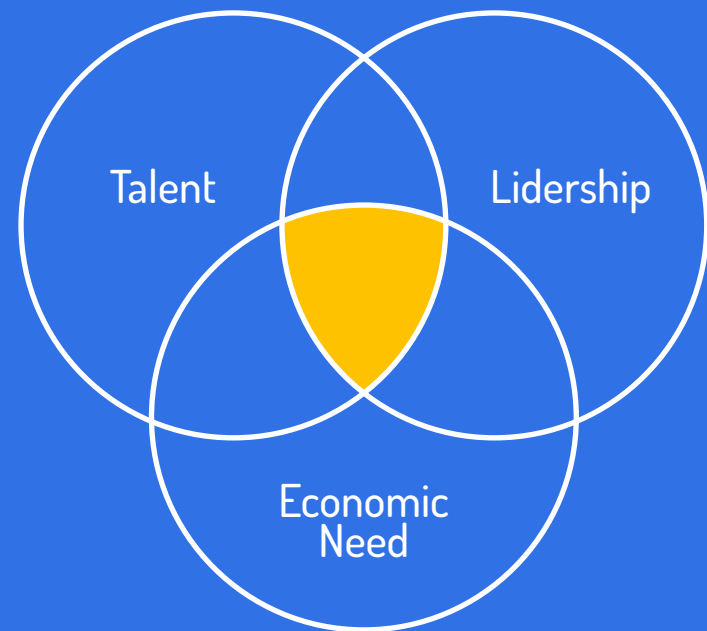
To receive more information, write to us here:

[becas@peruchamps.org](mailto:becas@peruchamps.org)

## Selection process

- Mathematical reasoning, reading comprehension, psychological, and socio-emotional tests.
- Socioeconomic evaluation of families.
- Home visits and personal interviews.

## Characteristics of a Champ



Only 1/10 applicants are accepted into Perú Champs.

# A decade of **Impact** (2014–2024)



**+40,000**  
people  
indirectly  
impacted



**+5,630 Champs**  
directly benefited



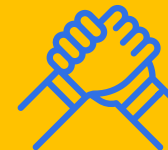
**+6,800**  
donors  
in Peru  
and abroad



**+ 4,021**  
volunteers



**219**  
leadership  
programs



**+434**  
partner  
companies  
and institutions



# Strategic partnership

Current Coverage of Innova Schools:



**Innova  
Schools**

**63 schools**  
in Peru

**17 cities**  
across the country

It is important to highlight that **Innova Schools has achieved AdvancED International Accreditation**, which recognizes the evaluation of **high standards in teaching pedagogy, teacher leadership, support resources**, and the use of results to improve methodologies.



- Piura
- Chiclayo
- Trujillo
- Chimbote
- Huacho
- Ica
- Arequipa
- Chincha
- Lima y Callao
- Moquegua
- Tacna
- Huánuco
- Huancayo
- Cuzco
- Puno
- Tarapoto
- Pucallpa



**10**  
schools



**4**  
schools



**3**  
schools

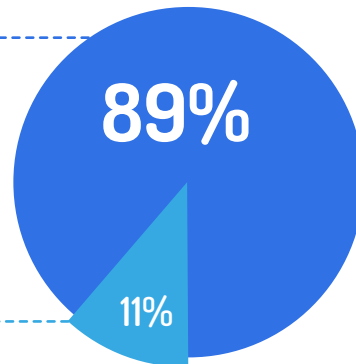
# 2024 Financials

Total budget: US\$ 3.2 million

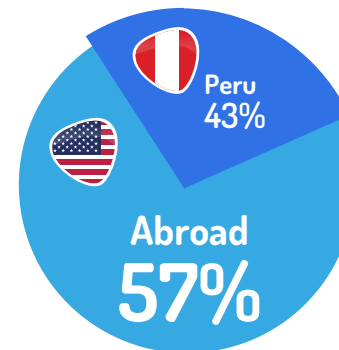
## Direct costs

- Tuition
- Leadership programs
- School supplies
- Socio-emotional support

## Overhead



## Origin



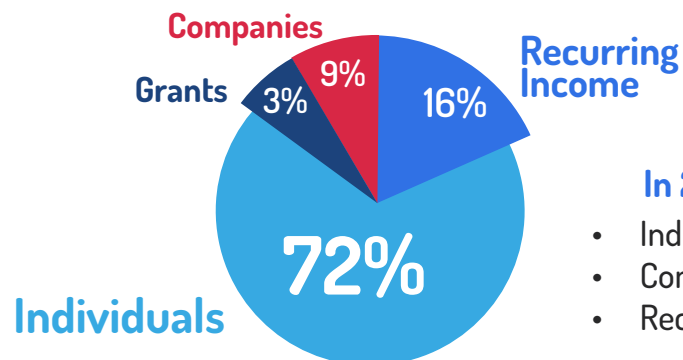
Ernst & Young  
audits our  
financial  
statements

We provide **Peruvian and American** tax receipts.

### In 2023:

- Peru: 33%
- Abroad: 67%

## Sources of funding



### In 2023:

- Individuals: 75%
- Companies: 10%
- Recurring incomes: 15%

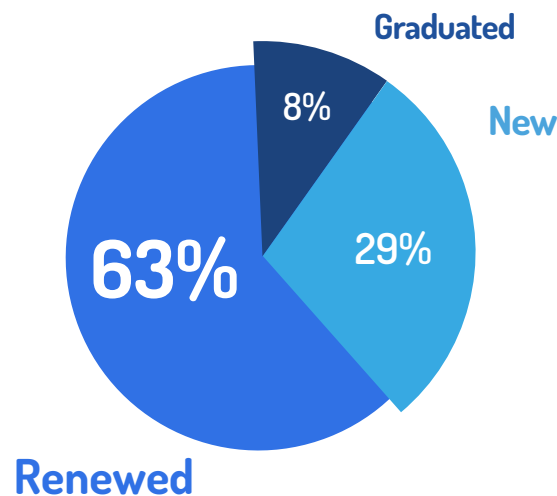
## Recurring income channels



**Important:** Companies that help us with spare changes donations at POS do not receive tax benefits/tax credits.

# Champs students

Total: 2171 Champs

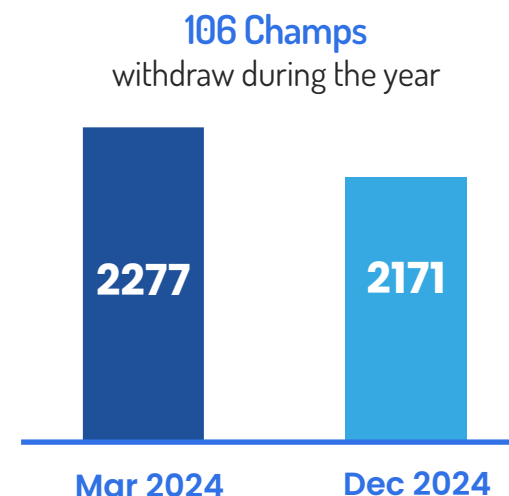


469 Champs did not renew

Reasons for NON RENEWAL

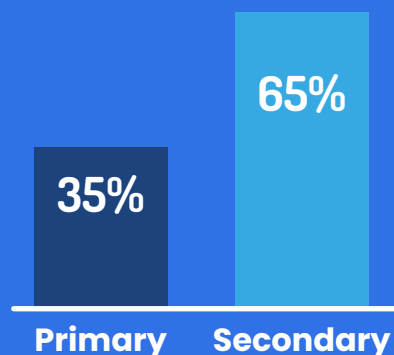
- Improvement in Socioeconomic Status (NSE)
- Low grades
- Poor conduct
- Non-compliance with Innova Schools regulations
- Voluntary withdrawal
- Non-payment (delinquency)

Number of Champs 2024

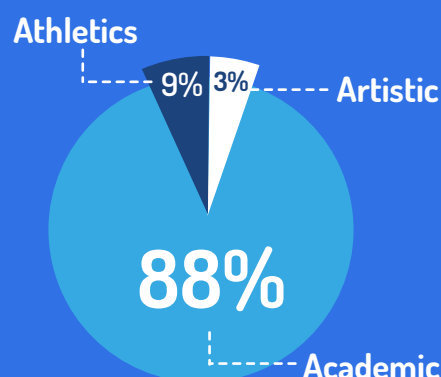


106 Champs withdraw during the year

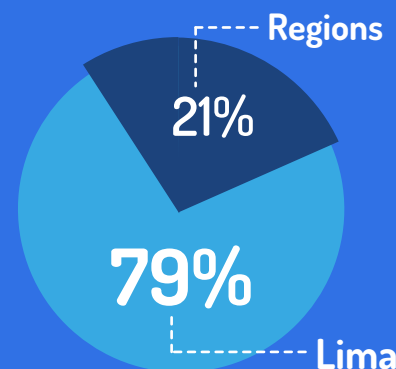
Education



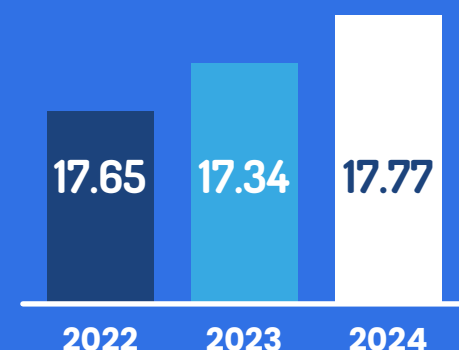
Talent



Origin



Grade average



# Champs power

Kiara, 17 years old, was part of Perú Champs for five years until her graduation in 2023. During that time, Perú Champs became the gateway that **allowed her to discover opportunities that helped her grow both personally and professionally**. It also guided her in defining her goals and developing essential soft skills for her future.

In 2024, she was recognized as a **Rise Global Winner, a prestigious program** that identifies and supports talented young individuals between the ages of 15 and 17, selecting only **100 winners out of 120,000 applicants worldwide**. This program provides winners the tools and resources needed to create a significant impact throughout their lives.

This opportunity enables Kiara to combine her passion with transformative actions, proving that continuous effort always brings new opportunities to grow and make a difference.



Kiara Aguirre

Rise Global Winner

# Champs graduates

**9 out of 10** graduates go to university after finishing high school.

We have **1,250**<sup>\*</sup> Champs graduates.

**Top universities chosen  
by our graduates**



**UTP**



**PUCP**



DARTMOUTH



**Stanford**  
University



BROWN

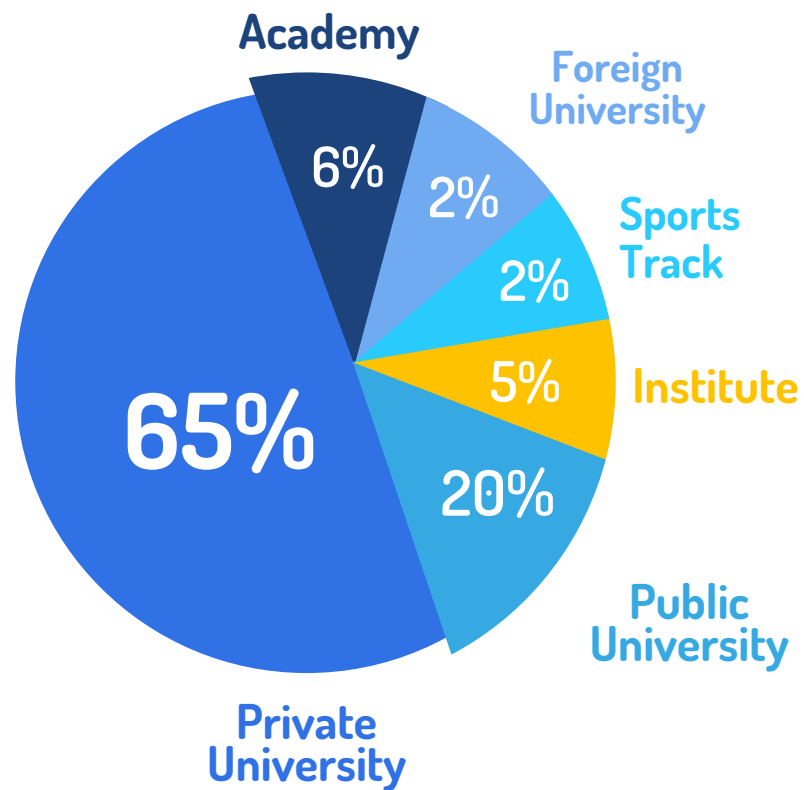
\*Data generated in October 2024. Does not include the December 2024 graduating class.



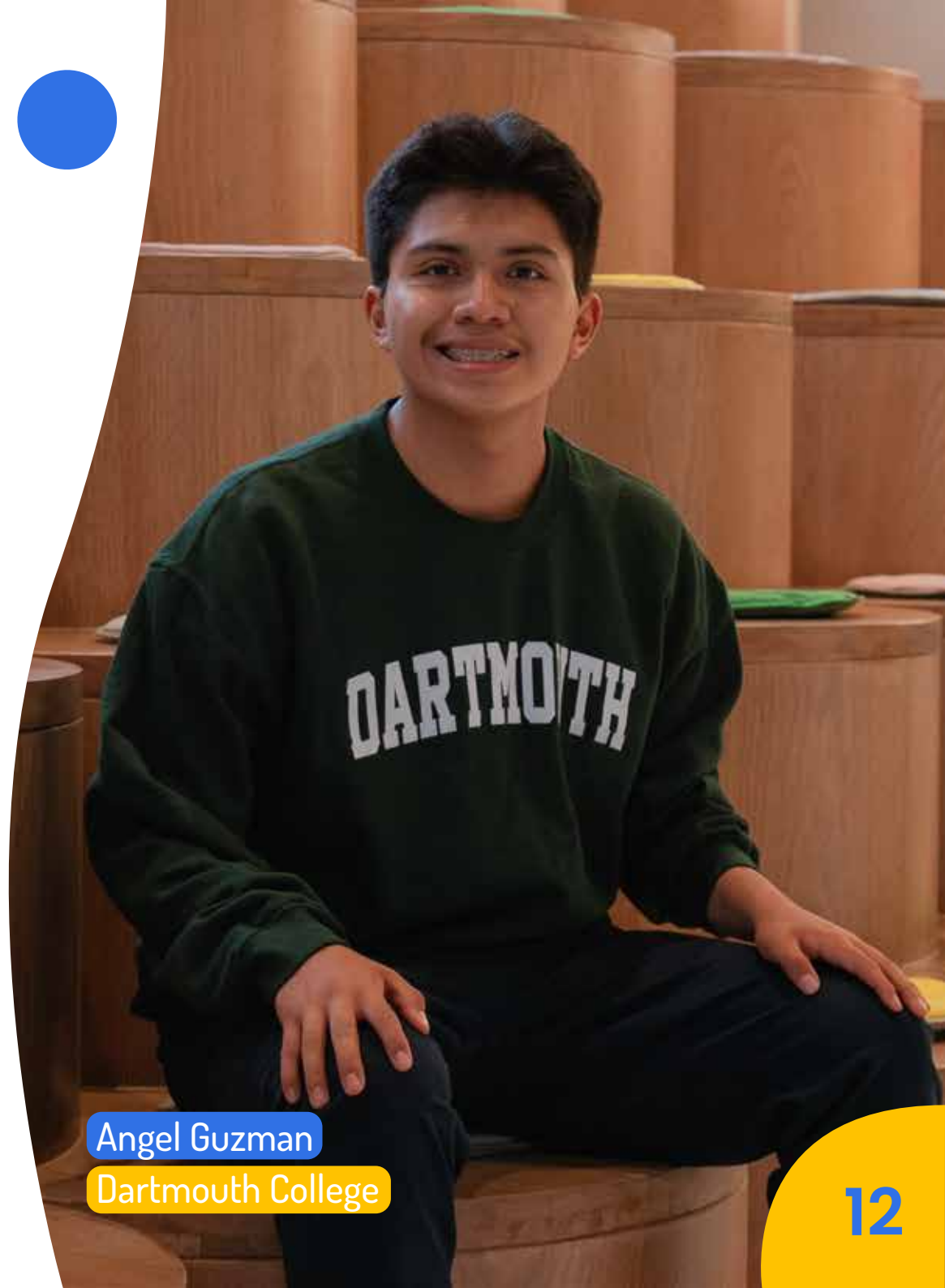
**Paolo Diaz**

**The University of Chicago**

**65% of graduates attend private universities\*, and 20% public universities.**



\*They receive scholarships for high performance.



Angel Guzman

Dartmouth College



# English leveling

We aim to facilitate the pedagogical adaptation to **improve the English level of incoming Champs** through the use of **Duolingo for Schools**.



**645**  
**Champs**

**benefited** from the  
program, achieving a **127%**  
**increase compared to**  
**2023.**

**407**  
**Champs**

reached the set number of  
hours, practicing English in  
Duolingo from **Monday**  
**to Friday for 90 minutes**  
**daily.**

The program is designed for new Champs who are not yet familiar with the importance we place on commitment. Those who agree to participate but do not complete the required hours receive a warning, unless they provide a valid justification.

# Leadership program

**Objective:** Strengthen communication and social skills in Champs so they can become leaders in their schools and communities.

**592  
Champs**

They benefited from the program, achieving a **190% increase compared to 2023.**

**408  
Champs**

Attended 100% of the sessions, generating projects based on the **Sustainable Development Goals.**

**159  
volunteers**

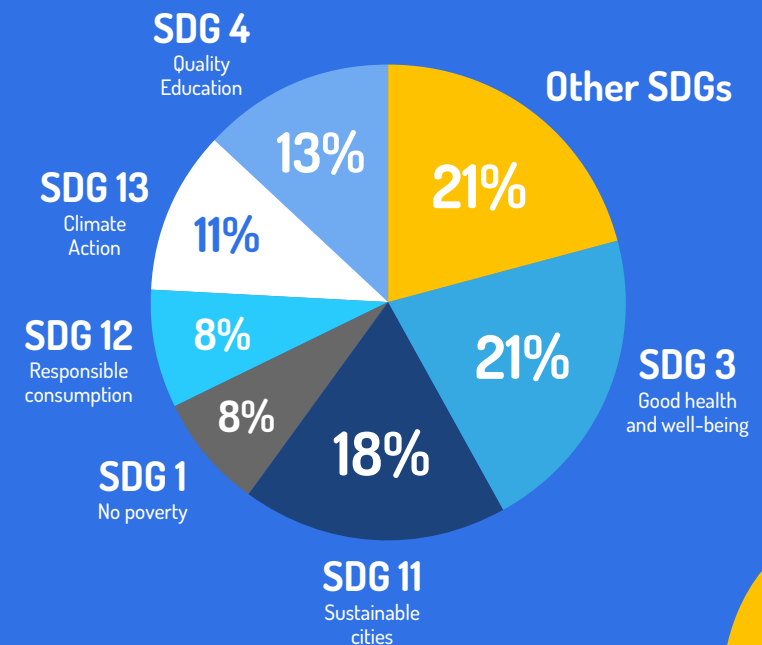
Completed the program across five locations, achieving a **241% increase compared to 2023.**

**92%  
NPS**

Achieved after completing the in-person program, reflecting **the entire experience from start to finish.**

**91 Innovative Solutions**

Created and shared within our Champ Community through the **five Champs Fairs** held at the end of the program, which are framed within the **Sustainable Development Goals.**



# Selection and monitoring



The psychology team responsible for designing and implementing the programs balances a clinical and educational approach, allowing us to better address the individual needs of the Champs and their families. In 2024, our programs focused on an evidence-based approach, providing a stronger theoretical and practical foundation for program development.

## Areas of Monitoring:

**Evaluation:** Establishing a **baseline** for the Champs entering the **scholarship** program.

**Adaptation:** Supporting the **adaptation process of incoming** Champs in the academic environment.

**Monitoring:** **Tracking the students on-site** to identify cases with a high risk level.

**Psychoeducation:** We aim to **strengthen socio-emotional education in Champs and their families**, reinforcing their socio-emotional skills and identifying the protective factors in their environment.

## Renovation

Perú Champs **scholarships are renewed annually**, without the need to take any additional tests, provided the following requirements are met:

### Champs:

- Minimum grade average of **15 (Academic Talent)**, **13 (Sports or Artistic Talent)**, or an **A for primary students**.
- **Comply with the internal regulations** of Perú Champs and Innova Schools (Conduct, commitments, etc.).

### Family:

- Fulfill the **payment of the monthly tuition** (25% of the total), which corresponds to the guardian.
- **Attend Perú Champs activities** (4 workshops per year), either in-person or virtually.
- Demonstrate continued **financial need**.

# Programs for Champs

In 2024, one of the greatest achievements was providing appropriate support to Champs at medium and high-risk levels to improve their socio-emotional skills. Individual interventions were carried out for 243 Champs who were referred for evaluation, in addition to 262 participants in the life skills program.

## Skills for life

**Objectives:** The goal is to develop socio-emotional skills in Champs at high-risk level 3, located in any grade. (Risk levels are categorized into three main categories: low, medium, and high risk.)

**Achievements:** The program was carried out for 262 Champs, consisting of 6 sessions, each lasting 60 minutes.

## Guidance on personal talent

**Objectives:** The goal is to facilitate the creation of life purposes for 11th-grade Champs by focusing on personal talent, primary intentions, and their personal project.

**Achievements:** 107 11th-grade Champs participated, and upon completion, they created their life plans.

## Activity for athletes

**Objectives:** Develop socio-emotional skills in Champs from the cantera through asynchronous activities.

**Achievements:** 81 Champs participated, completing 100% of the asynchronous activities.

# Programs for families

## Informed Families

**Objectives:** The goal of the project is to psychoeducate families on mental health topics. By the end of the program, families will be able to identify warning signs if they arise.

**Achievements:** 92% of families participated in at least 3 of the 4 workshops offered, with 1,999 participants in the psychology workshops.

**Example:** Self-esteem, body image and nutrition, and cases of Eating Disorders (EDs).

## Families at High Risk Level

**Objectives:** To inform and train families in strategies that will enable them to support their children academically.

**Achivements:** 53% of families participated in topics related to academic support for their Champs.

**Example:** Time management and academic stress.

## SOS Families

**Objectives:** The goal is to empower families as site brigadiers, enabling them to be a support and communication link between the families and the Perú Champs team.

**Achivements:** Brigadiers were established in 61 Innova locations where Champs are located, and the brigadier families received 3 training sessions throughout the year.

**Example:** First aid training.

## Entrepreneurial Families

**Objectives:** Strengthen the skills and capabilities of Champs' families through innovative strategies to improve and enhance their business ventures or ideas, in collaboration with Inteligo Group.

**Achievements:** 65 families who either had a business idea or wanted to start one participated. With the help of Inteligo Group, an in-person workshop was held where financial tools were provided to help them start a business.

## Financial Empowerment

**Objectives:** To promote spaces of interest, knowledge, and application of financial education in the finances of Champs' families.

**Achievements:** 2 workshops were held throughout the year, reaching an audience of 405 families.

## Healthy Families

**Objectives:** To promote spaces for active participation and strengthen skills in topics related to food security and its impact on the academic performance of Champs.

**Achievements:** 2 workshops were held with the participation of 605 families throughout 2024.



# Consulting

This year, we had the participation not only of Champs but also of **older adults (11)**, **oncology patients (68)**, and **educational leaders (31)**, achieving an **average NPS\* of 90%**.

## Volunteers

- Volunteers: 260
- Companies: 13

## Companies

Komatsu, Fundación Prosegur, Marriott, LatamReady, Securesoft y Gtd Perú, Marsh, Fundación Telefónica, Inteligo, Isa Rep, Inretail - Inspira, McKinsey, Interbank, Microsoft

## SDG

- **SDG 3:** Good Health and well-being
- **SDG 4:** Quality Education
- **SDG 5:** Gender Equality
- **SDG 10:** Reduced Inequalities
- **SDG 13:** Climate action

\*Net Promoter Score (NPS) is a widely used indicator to assess user loyalty and satisfaction, measuring their willingness to recommend a product, service, or brand on a scale from 0% to 100%.

# Champs that inspire

Eduardo is a 7th-grade student and has been a Champ for 4 years, standing out for his gratitude and effort. His mother describes him as a studious, supportive, and energetic boy, always willing to help. Between playing and moments of supporting his mother, he finds in his school a space to grow and learn. **Thanks to the support of Perú Champs, he has discovered new opportunities and developed his potential to the fullest.**

Last year, Eduardo faced a major challenge when he underwent emergency surgery for peritonitis, which placed a heavy financial burden on his family. Thanks to the scholarship he received from Perú Champs, his family was able to allocate those funds toward his medical treatment, ensuring his recovery. **Both Eduardo and his mother are deeply grateful for the support they received and encourage others to donate, reminding everyone that every contribution makes a difference in the lives of children like him.**



# Runners

In 2024, the Runners campaign continued to gain momentum, with the participation of 38 dedicated athletes who spread our mission under the slogan "I run for education." Through this initiative, the runners were able to sponsor one or more Champs' scholarships thanks to donations made by their friends, family, and followers who supported our cause.



## 38 Runners

Participated in 4 important races: Carrera Pedestre Asbanc, Maratón 42K 2024, Media Maratón de Lima 2024 and Vuelta a Miraflores, consistently promoting fundraising for the scholarship programs of their Champs.



## Integrations

Between runners and Champs, strengthening the bonds of closeness and commitment.



## 11 Scholarship

Thanks to the effort and dedication of each runner ambassador, 11 educational scholarships were raised, reaffirming the commitment to continue participating in the coming years.

# 2025 goals

**+4,000**  
applicants

**87%**  
participants  
in Perú Champs  
programs.

**89%**  
funding  
to direct costs  
11% “overhead.”

**US\$ 3.6**  
million  
budget.



## Increase

- Number of Champs in regions.
- Number of Champs with sporting and artistic talent.
- Number of strategic alliances with institutions and companies.

# Allies for Perú Champs









Thank you for your ongoing support of Perú Champs.

Learn more at [peruchamps.org](https://peruchamps.org)



Perú Champs



@peruchamps



Perú Champs



@peruchampsong



Perú Champs