



EXECUTIVE PROGRESS SUMMARY – HUMANITARIAN AID PROJECT - SEPTEMBER/OCTOBER 2020

In June of 2020, the fieldwork of identifying and characterizing the target population, namely the rapidly growing population (due to the COVID-19 crisis) of impoverished street vendors, was begun by foundation specialists. In order to serve this population, more than 150 potential participants were registered, with 100 then actively included in the program and the remaining vendors placed on a waiting list. It is estimated that there are least an additional 300 street vendors in Otavalo which would qualify for the program.

-- DESCRIPTION OF THE TARGET POPULATION --

Who are they? *Of the 100 registered active beneficiaries ... :*

- 91% are head of household, of which 76% are women; the great majority are the principal household earners (70% del total).
- 61% reside in urban Otavalo (El Jordán & San Luis districts) with 34% in rural districts of the canton; 5% reside in neighboring cantons but travel to central Otavalo for work.
- 50% of the total Ecuadorian participants are indigenous Otavalo Kichwas, with the second segment comprised of Mestizos at 26%.
- The inclusion of refugees is important, with 24% (in total) distributed between citizens of Venezuela (20%) and of Colombia (4%).



What products do they sell in the streets of Otavalo?

- | | |
|--|---|
| ▪ fruits, vegetables, & grains - 34% | ▪ bread and pastries - 5% |
| ▪ prepared foods - 16% | ▪ protective face masks (new market) - 4% |
| ▪ varied products such as sugar cane, ice cream, gelatins, bottled water, juices, <i>Sabiloe</i> and <i>Vive100</i> - 16% | ▪ dairy products (milk, cheese, etc.) - 4% |
| ▪ clothing and shoes - 9% | ▪ fresh chickens - 1% |
| ▪ artisan handcrafts and incense - 8% | ▪ kitchen utensils - 1% |
| | ▪ other products – 2% |

How long have they been selling in urban public spaces?

Although street vendors have always had a presence in central Otavalo, their numbers have increased by more than a third since the pandemic began in March of 2020 due to the loss of pre-pandemic income sources. The combination of increased competition and fewer customers has resulted in a significant drop in income for both newer and veteran vendors. This trend is expected to continue well into next year. The amount of time engaged in informal sales in public spaces is broken down as follows:

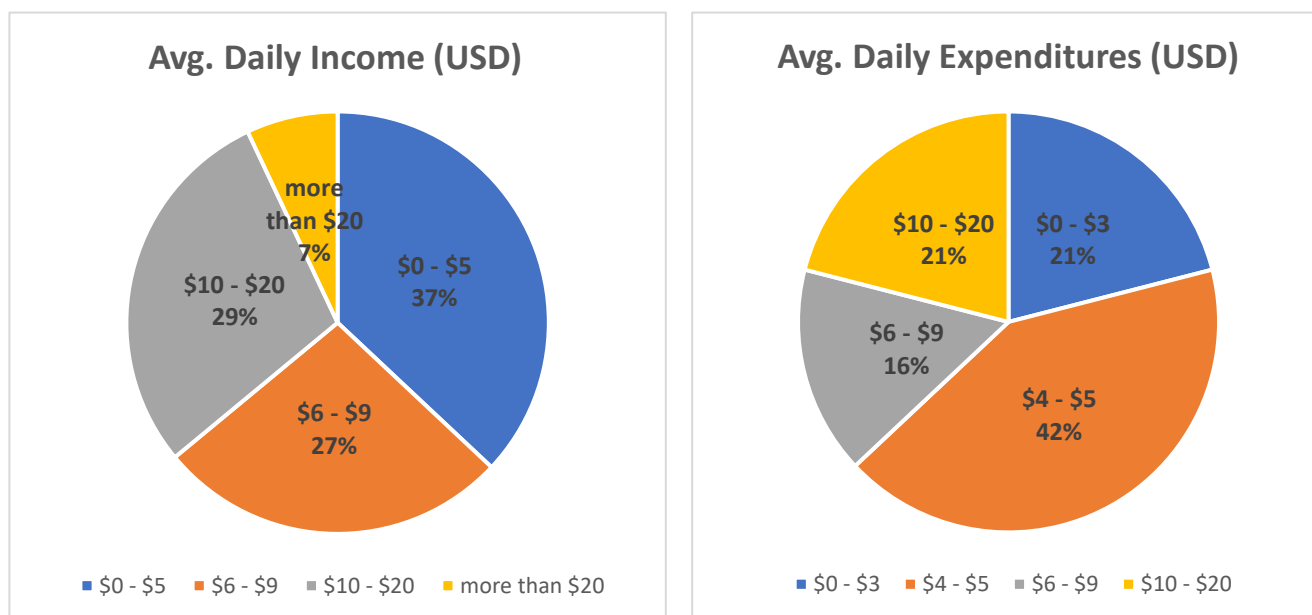
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| ▪ fewer than 6 months due to the COVID-19 crisis - 34% | ▪ 2 - 5 years - 14% |
| ▪ 6 - 11 months – 6% | ▪ 5 - 10 years - 7% |
| ▪ 1 - 2 years - 15% | ▪ 10 - 20 years – 31% |

How many members are there per household?

- | | | |
|----------------------|----------------------|----------------------------|
| ▪ 1 a 3 – 36% | ▪ 4 a 6 – 51% | ▪ more than 7 – 13% |
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Current financial situation: The charts below illustrate average daily income vs. necessary daily expenditures of the program participants.



COMPREHENSIVE SUPPORT

To support vendors and their families during the current emergency, work has been done in three key areas: The first is **food aid**, in the form of monthly food baskets for the 100 beneficiaries consisting of fruits (e.g. apple, orange, etc.), vegetables (e.g. tomato, pepper, carrot, etc.), and cereals (e.g. rice, lentil, etc.), for a total of 22 kilos per basket per month. This mix of fresh and nonperishable items contributes to healthy and balanced nutrition for beneficiaries and their families.

The second area is **vocational guidance**, during which vendors receive personalized support in the form of a creating a detailed vocational profile and, in the majority of cases, a physical resumé, both with the purpose of participating in a special job exchange and/or in other projects sponsored by the foundation or partner entities based on their abilities and goals. This support strand also focuses on developing effective vocational strategies as well as augmenting character strengths.

The third area is **psychosocial support**, during which beneficiaries are able to address themes of emotional distress, family and social worries, etc., in a safe and private setting with a qualified professional. Serious topics such as the fear of death (made worse by the pandemic) and stressed family and community relations are



among the issues dealt with. These sessions aim to provide alternative modes of reacting to current life along with the creation of alternatives to any current ineffective strategies in terms of familial and communal relationships.

As of mid-October, 2020, 150 food baskets have been distributed. In September, 52 program participants received personalized vocational and psychosocial support; even more are receiving this support in October. All three types of support have been received with enormous gratitude on the part of beneficiaries.