



# Annual Report 2023



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# Message from the executive director to our community

In December 2023, I was proud to learn that one of our Champs had been admitted to one of the best universities in the world. A few days later, when I met with the Champ's mother, she marked me with a phrase: "**Peru Champs gave us the opportunity to dream.**" She told me how our organization had transformed not only her son's life but also her family's. And that is what we do: **we transform lives through education.**

At Peru Champs, **we aim to ensure that no exceptional talent is left without the opportunity to change our world.** To this end, we train children and adolescents to become future leaders committed to the common good and responsible for their actions, empathetic and compassionate leaders committed to pursuing justice.

Thanks to the support of our community, **we achieved the proposed objectives.** Thus, we reached our fundraising goal thanks to **local (33%) and international (67%) donors.** In addition, we had the **support of 10 companies and 335 employees** who joined our corporate volunteer program, helping us train our Champs in different skills that would allow them to develop their leadership abilities. Finally, this year, we continued with **strategic alliances** such as Hush Puppies (Walking to school together), Plaza Vea, Vivanda, Oechsle, Promart, and Inkafarma (spare change), among many others.

In addition, we had 5300 applications, of which **650 kids passed all the processes and were awarded the scholarship.** Likewise, **we implemented tailored curriculum** focused on the individual development of each Champ and integrated it into our different areas, with the objective of visualizing in an integral way which were the programs in a holistic each one participated and which were the ones they should include **to continue strengthening their profile as leaders of our society.**

Additionally, the area of **Selection and Follow-up** developed a **strategic** plan to cover the increase of vulnerability cases in 2023, managing to treat each Champ in the right way, accompanying their socio-emotional education hand in hand with their families through our various **workshops and sessions**.

In addition, **continuing with the development not only of academic but also artistic and sports talents**, we strengthened our alliances with outstanding sports organizations (Universitario de Deportes, Alianza Lima, Sporting Cristal, Sport Boys, Academia Deportiva Cantolao, UCV, Manucci, FPG and its golf project in San Bartolo, among others) and artistic organizations (Sinfonía por el Perú).

In 2024, we will continue to work hard to achieve our purpose, that no exceptional talent is left without the possibility of changing our world.



**Alberto de Cárdenas**  
CEO de Perú Champs



# What is our purpose?

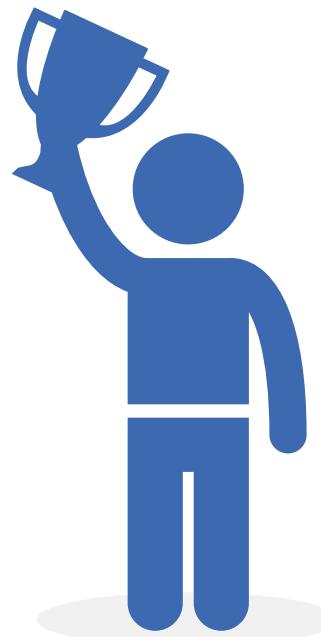
**“That no exceptional talent  
lacks the opportunity to **change  
our world”****

As a non-profit organization, **we seek to provide quality education to underprivileged talented kids**. For 10 years, we have been working to **transform the lives of thousands of families in Peru** with the help of our allies, donors and volunteers).

Scan the code and find out how to  
become an ally for education!

Or email us at [quierodonar@peruchamps.org](mailto:quierodonar@peruchamps.org)





# Who is a Champ

Is a **low-income child in school** with extraordinary academic, artistic or athletic talent. Likewise, he/she has **great leadership potential**, with values, to generate innovative and **sustainable projects in Peru**.

## What does a Champ receive?

- **75% tuition scholarship** for Innova Schools (registration + monthly tuition).
- **Leadership program** to develop their skills.
- **Psychological support** to take care of their mental health.
- **Interdisciplinary workshops** for parents.
- **School supplies** at the beginning of each year.

## How to become a Champ?

The selection process to achieve the educational scholarship consists of a massive national call for applications, in which the applicants are evaluated in different skills. All this process is possible thanks to the cooperation of state institutions, organizations and private companies.

## Would you like more information about it?

Contact us here: [becas@peruchamps.org](mailto:becas@peruchamps.org)

## Scholarship selection process

- **Mathematical reasoning** evaluation.
- **Reading comprehension** evaluation.
- **Psychological and socio-emotional** tests.
- Evaluation of **family's financial needs**.
- **Social worker visits** and **personal interviews**.

# Qualities of a Champ



Only **1/10** applicants get into the Program.

# Our impact in 10 years

## 2014-2023

**+5 550 Champs**  
directly benefited

**+38 000**  
**people**  
indirectly  
benefited



**+6 000**  
**donors**  
in Perú and  
overseas

**+3 500**  
**volunteers**



**+400**  
**companies**  
and institutional  
allies

**211**  
**leadership**  
programs

# Strategic alliance with Innova Schools



**Innova  
Schools**

**63 schools**  
in Perú  
**17 cities**  
throughout Peru

\*It is worth noting that **Innova Schools achieved the AdvancED International Accreditation**, which highlights the evaluation of **high standards in teaching pedagogy, teacher leadership, support resources and the use of the results obtained** to improve the methodology.

## Current network coverage Innova Schools



### In Perú:

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

### Abroad:



**6**  
schools



**1**  
school

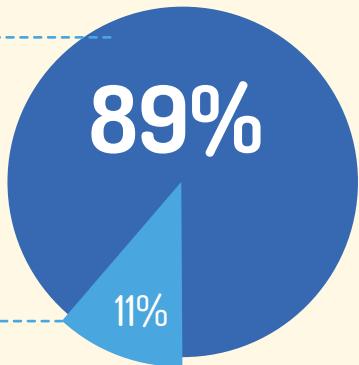
By 2024, it plans to open schools  
in other Latin American countries.

# Use of funding 2023

Total: USD 2.8 millions

## Direct costs

- Tuition and enrollment fee
- Leadership Program
- School supplies



## Origin

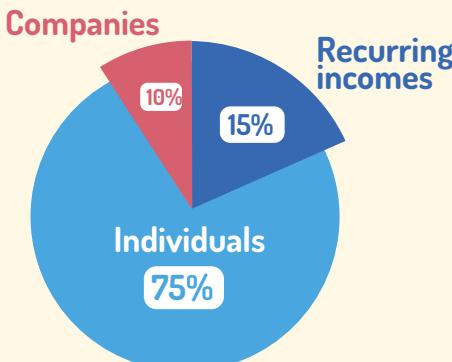


Audits our financial statements

We provide Peruvian and American donation certificates.

In 2022: • Peru: 24%  
• Abroad: 76%

## Sources of founding



In 2022:

- Individuals: 72%
- Companies: 9%
- Recurring incomes: 19%

## Recurring income channels

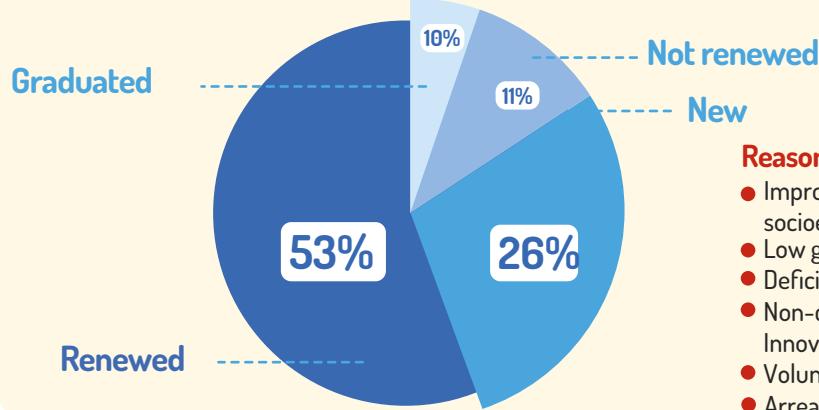


**oechsle**

Important: Companies that help us with penny donations  
do not receive tax benefits/tax credits.

# Champs Students

Total: 2121 Champ students

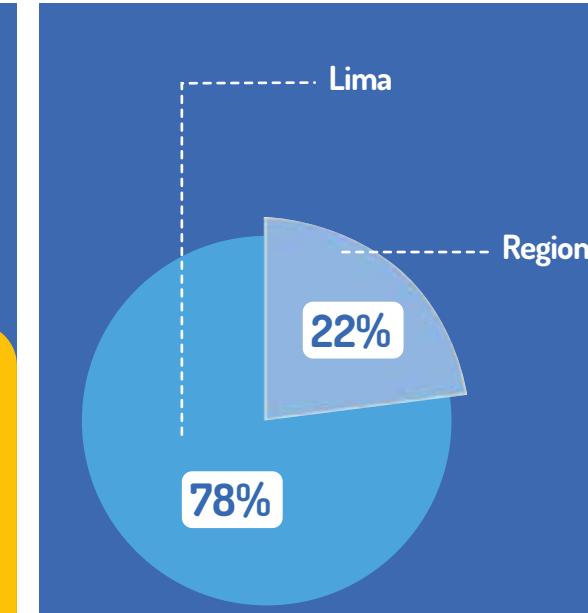
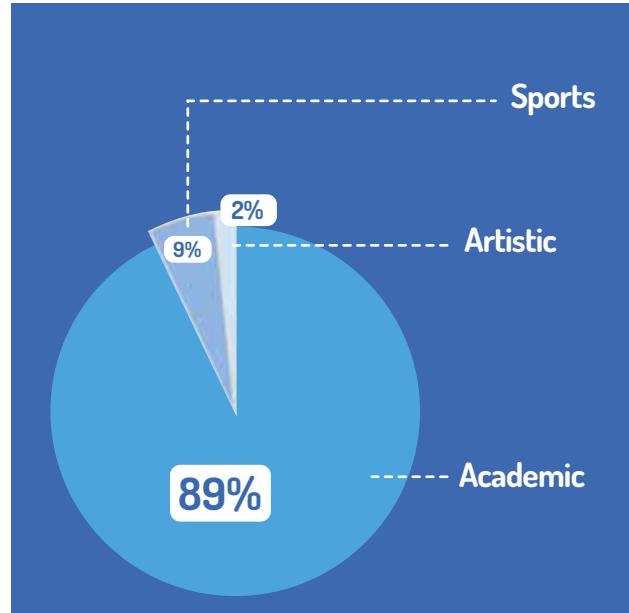


Number of Champs 2023



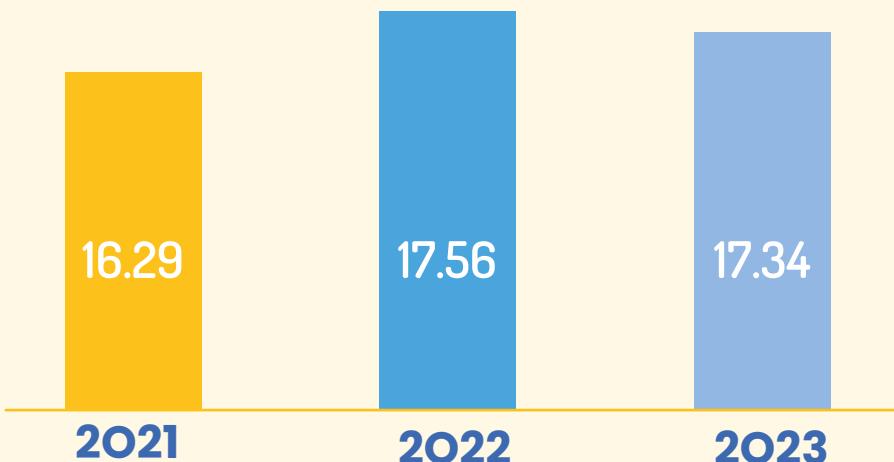
**71 Champs**  
withdrew during the year.

## Distribution



# Champs Performance

## Champs grade point average



Despite **the pandemic, the economic and political crisis in the country during the last few years**, 2023 remained relatively stable, which **positively influenced the Champs' grade performance**.

In Peru, **the grading system goes from 0 to 20**, being **11 an approval grade**.

# Female power Champs

Zoe is a 10-year-old Champ with a passion for sports who excels as a Sporting Cristal soccer team member. Upon joining, she had to face challenges at a young age, such as competing against older girls or facing stereotypes that limited her participation in soccer. However, **with the support of her family and friends, she became an outstanding athlete**.

Since the beginning of this year, Zoe has been part of the Peru Champs and Innova Schools family, experiencing a positive impact on her life. Today, **she persists in her dream of becoming a professional soccer player**, traveling due to her sporting talents, and joining prestigious clubs such as Barcelona or Real Madrid.

**Zoe thanks the Leadership Program** for giving her the tools and support to become a leader of tomorrow. **She is a source of inspiration that encourages other girls to follow their dreams**, reminding them that nothing and no one can stop them when they follow their passion. **Her story proves that girls can achieve their aspirations with hard work and support**.



# English leveling

The English leveling project sought to facilitate the pedagogical adaptation to improve the English level of the incoming Champs.

For this purpose, the Duolingo for Schools program was used, a self-learning platform applied virtually from January to February 2023. **The proposed objective was for students to practice a total of 40 effective hours of English.**

**505**  
**Champs**

benefited from the program, achieving a **405 % increase in the number of beneficiaries in relation to 2022.**

**337**  
**Champs**

completed the program by achieving the established number of hours, practicing English in Duolingo from Monday to Friday for 1 hour for two months.

**158**  
**Champs**

exceeded the established 40 hours of the program.

The program is aimed at new Champs, who do not know yet the emphasis we put on commitment. Those that accepted to participate, but did not finish the required hours, get a warning (unless they have a valid justification).

# Selection and follow-up

We have specialists in clinical, educational and social psychology, who design and implement various interventions to families and Champs individually or in groups. In 2023 we worked under the latest generation approach that contains contextual therapies, which have scientific evidence and are effective in less time.

## Follow-up areas

### 1 Adaptation

Accompaniment in the adaptation process of incoming Champs in the **psychological, social and academic areas**.

### 2 Follow-up

Follow-up of the Champs at headquarters to **identify risk cases and success stories** in Lima and the regions.

### 3 Update

Update of the **pre and post entrance evaluation of the Champs** to the Peru Champs Scholarship Program (mapping).

### 4 Communication

**Constant communication** between the Peru Champs team, Innova Schools and the Champs families.

### 5 Accompaniment

Various workshops and programs to **strengthen family ties and empower families to generate a positive impact** on the formation of the Champs.

### 6 Psychoeducation

We seek to strengthen socioemotional **education in families and reinforce the protective factors that can influence the development of our Champs**.

Our Champs are internally classified according to the degree of vulnerability or risk that our team determines (**high, medium and low**). Thus, based on these levels, the interventions and their frequencies vary.

## Renewal

Peru Champs scholarships **are automatically renewed on an annual basis**, without having to take another exam if the following requirements are met:

### Champs

- Minimum grade point **average of 15 (academic talent), 13 (athletic or artistic talent) or A (elementary)**.
- **Comply with the internal rules** of Innova Schools (e.g. good conduct, punctuality).

### Family

- Comply with the **payment of monthly tuition** (25% of the total) that corresponds to the families.
- Attend at least **4 parent meetings** per year (in person or virtually).
- Continue with **economic need**.

During the year 2023, emotional support was provided to Champs at **medium and high risk in order to ensure their renewal at year-end**. In addition, 3107 interventions were provided to the Champs.

# Projects for families



## Families SOS

- Objective:** Establish direct contact with families through a **brigadier at each Innova Schools site**. In this way, this person helps the psychology team to **identify at-risk cases or families with difficulties and communicate quickly with our community**.
- Currently, **all sites** have one or two **brigadiers** according to the number of Champs families.
- Achievements:** 51 parents and/or mothers of Champs brigadiers received 2 training workshops on psychological first aid and helped us to maintain more effective communication with families.



## Conscious families workshop

- Objective:** To work on the basis of parenting and, in this way, help them **assimilate new information about what parenting implies and the wounds they have from their own childhood**.
- Through **4 workshops a year**, emotional tools are provided to Champs' families so that they can **create a healthy bond with their children respecting the different realities**.
- Achievements:** 86% of Champs families were impacted and 91% satisfaction was obtained.



## Financial empowerment

- Objective:** Promote **spaces of interest, knowledge and application of financial education** in the finances of Champs families.
- 2 annual workshops** for Champs families.
- Achievements:** Participation of **713 Champs families**, achieving 87% satisfaction with the workshops.



## Healthy Families

- Objective:** Promote **spaces for active participation and strengthen capacities on issues related to food security** for the families of Peru Champs. Peru Champs families.
- 2 annual workshops** for Champs families.
- Achievements:** **576 Champs families participated**, achieving a 90% satisfaction rate with the workshops.



## Workshops for entrepreneurial families

- Objective:** Strengthen the capacities and skills of Champs families through **innovative strategies** to improve and enhance their enterprises or business ideas.
- 2 annual workshops** aimed at Champs families who wish to start or have businesses.
- Achievements:** **106 Champs families participated**, achieving 92% satisfaction with the workshops provided.

# Leadership Program

The **Leadership Program** seeks to train Champs as future leaders with values. For this purpose, it has the Leadership Program where capacities and skills are enhanced in different projects aligned with the **Sustainable Development Goals (SDGs)**.

Project	Aimed at	Project objective	Nº Champ participating
Environmental	2nd & 3rd	Develop an <b>emotional attachment to the environment</b> in projects that contribute to <b>SDG 13</b> .	
Workshop	4th & 5th	Raise awareness about the <b>inclusion of vulnerable groups</b> and create projects that contribute to <b>SDG 10</b> .	
Mentoring Mental Health	6th	Learn about factors that affect <b>mental health</b> and create projects that contribute to <b>SDG 3</b> .	700
Mentoring Gender	7th & 8th	Reflect on the consequences of <b>gender roles</b> and create projects that contribute to <b>SDG 5</b> .	
Give Back	9th	Create a project to <b>contribute to the solution of a social issue</b> related to <b>SDG 10</b> .	
Champs Creando Conciencia	10th & 11th	Develop a <b>social project</b> that contributes to an impact in their community, participating, in turn, in the <b>RISE challenge</b> .	187

# Complementary programs



Debate competition based on the Model United Nations, in which **47 Champs from 7th to 11th grade participated**, fostering their argumentation skills.



It boosts their English skills with the objective of increasing their chances of getting into universities abroad and positively impacting their community. **54 Champs participated from 7th to 11th grade participated.**

## Half day regiones

The objective was to **promote environmental awareness and mental health** in Champs from 2nd to 11th grade.

## Formación Munner

To learn about the **Model United Nations (MUN)**, and to develop public speaking, negotiation and leadership skills. **Champs from 7th to 11th grade participated.**



Artistic contest to revalue cultural identity. **104 Champs from 2nd to 11th grade participated** in the contest.

## Al Aire

Contest of student reports with the purpose of **raising awareness about the care of the environment in their community.** 10 Champs from 7th to 10th grade participated.

# Achievements

- Participation of **89% Champs** in the various leadership training programs, and obtained an **improvement of 18% in learnings**.
- Thanks to virtual volunteering, we were able to impact Champs in Arequipa, Ancash, Cusco, Huánuco, Ica, Junín, Lima, La Libertad, Lambayeque, Moquegua, Piura, Puno, San Martín, Tacna and Ucayali. Volunteers from various parts of the world also participated.

# Consultancy

The consulting area, recently created, **seeks to contribute to the social and sustainable development of external companies and organizations according to their interests and objectives** in order to establish strategic alliances where an impact is obtained for their target public or Champs. With the years of work experience in the **Leadership Program**, we offer our services to companies in exchange for a monetary donation that is used to fund our educational scholarships.

Volunteers	Companies	SDG
 <b>Voluntariado Corporativo</b>	<ul style="list-style-type: none"><li><b>Companies:</b> 10</li><li><b>Employees:</b> 189</li></ul>	Komatsu Mitsui Maquinarias Perú, Fundación Telefónica, Hoteles Marriott Perú, LatamReady, Inteligo, Isa Rep, Interbank, SecureSoft, McKinsey, Fundación Prosegur.

# Champs that inspire



## Zaid

Zaid has been a Champ since the beginning of 2023; together with his father, a refrigeration technician, and his mother, who cares for his sisters and brothers, **they have managed to move forward as a family after a landslide destroyed their home.**

Despite what he has faced, Zaid has improved his grades during the course of the year and **is an outstanding student today. He also values the support received by Peru Champs and Innova Schools** and is grateful for the teachings he receives every day.

**His favorite course is mathematics, in which he has the best grades.** In the future, **he dreams of studying medicine and becoming a great doctor**, as his vocation of service motivates him to help members of his community who cannot access quality health care.

**Zaid feels grateful for the education he has received and the programs that Peru Champs and Innova Schools offer since they allow him to be trained as a leader and to express his ideas with firmness.**

# Runners

During 2023, **campaign continued**. We had the collaboration of **29 athletes** who were in charge of spreading our purpose with the slogan "I run for education". In this way, the runners sponsored the scholarship of one or more Champs **thanks to the monetary donations of their friends, families and followers who joined our cause**.



## 29 Runners

participated in 6 races:  
**Lima Half Marathon,**  
**42K Marathon, Pedestre Asbanc 2023, Dp World Callao 10k Race, Ekiden race & AVA Vuelta a San Isidro 2023**, where they constantly invited to donate for their Champ's school scholarship.



## Integrations

between runners and their Champs, **which allowed to generate closeness and commitment.**



## 5 scholarships

were raised thanks to the effort and dedication of each runner ambassador.

**In this way they committed to continue participating in 2024.**



# Our goals 2024

**+4 000**  
**Applicants**

**+85%**  
**participants**  
in PDL and Consulting  
projects

**89%**  
**funding**  
to direct costs/ 11%  
"overhead"

**US\$ 3**  
**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 education



McKinsey  
& Company



★  
Premium Brands



Casaideas.

# Allies for education





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



Perú Champs



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