



Project Peru

Fundraising Supplement

Summer 2004

“Help us to go on helping Peru”

www.projectperu.org.uk

Reg Charity No. 1049413

A bargain at £90,000!

Yes, for the price of a studio flat (well, part of a studio flat in London), we are offering a spacious, light, well-appointed children's refuge for 50 people, with four housing units for twelve children each, a playroom, a sitting room, a library, classroom, workshops, a multi-purpose sports pitch, dining room, kitchen, offices, volunteers room, house-parents' flat—all in mint condition! Interested? Then please help; let's raise the £90,000 and make this dream a reality.



We so desperately need to offer a home to more children and to ensure that all of those we care for are offered at least the chance of a future in a country where 60% are unemployed, and where predicting the future is as risky as selecting a date for the next earthquake!

Only free people can make a free world, those who are free from the past, from fear, from economic oppression, from ignorance, from exploitation and humiliation. So we are seeking to create an environment in our refuge where not only the children who live there so happily, but also their relatives, neighbours, friends and staff, can develop their full potential and learn skills that reflect true development.

Such development is key to reaching the goal of freedom based on human rights. Thus dignity, self respect, justice, independence and peace are the corner stones of our vision of life at the refuge, where both children and adults are encouraged and helped to be free to explore their talents and skills. It's only by working together, and sharing resources, that we can survive – and our little sandy haven in a desert shanty-town is flourishing.

With your help we can share with more children and give work to more of those so desperate to find work. If we all put our minds and energy to it we are capable of achieving a more balanced world, we can share more love and justice and wealth with greater understanding.

Those in our refuge at least offer singing and smiling, painting and panpipes, and the belief that together we will build a more joyful positive and fabulous future in a more unified world. Please share with us the task of buying that dream children's home in Zapallal, Peru so that more can enjoy the freedom that is their right and we can take down the sign that says “For Sale”.

What does Project Peru need money for?

Our 3 main requirements:

(i) £2,500 monthly revenue costs for current activity in Peru: we would like to cover a proportion of the existing monthly revenue costs of running the project including wages, food, health, education, transport, services, maintenance, legal costs and administrative costs. Support for this would free up our fundraising activity to raise funds to pay for specific capital expenditure.

**Total current regular requirement:
£30,000 p.a.**

(ii) Capital costs for new and adapted buildings to create independent living units, workshops etc: we are seeking to cover some of the costs of building operations at the refuge to take advantage of the additional land we now own. This would give the opportunity to build four new independent living units and a sports pitch, to adapt existing buildings to create new classrooms/study rooms/workshop rooms/library/computer rooms; to build rooms for house parents, volunteers and a single mother with three children, who has a severe mental health problem, and who Project Peru has cared for since 1992. **Total estimated cost £90,000**

(iii) Future costs

From 2005 we will need additional expenditure resulting from the planned increase in numbers of children. This would require more staff costs, extended activities relating to more individualised, independent living units, and preparing and implementing individual training and education plans for the older children, back up for relatives of our children, opening our workshops to be able to offer skills training to a wider sector of the local population. **Total estimated cost:**

an extra £20,000 p.a.

A challenging new target

Would you give 1.5% of your income to charity?

By 2014 charitable giving in the UK will have doubled - what can you do to make it happen?

This is the vision of the Giving Campaign, the government-backed campaign which completed its work between 2001-2004 with this final challenge for the future. As the poorest fifth of the population gives on average 3% of their household expenditure to charity while the richest 20% gives only 0.7% [from 'A Lot of Give'-trends in charitable giving for the 21st century, Walker & Pharoah, H&S 2002], the Giving Campaign suggests that an overall effort by "the better off" who pay higher rate taxes, not just by the very wealthy, could deliver an overall national target of giving 1.5% of income to charity.

What can you afford?

Individuals give at the level they think they can afford but the average UK household spends over £11.40 a week on alcohol and tobacco, and a further £3.70 on gambling [Family Expenditure Survey 2002-3 compiled by National Statistics Office]. Meeting a suggested benchmark of giving 1.5% of income to charity would mean weekly charitable gifts of about £6 per week for households on average incomes.

Planned Giving

Most giving is reactive rather than planned: it might be collecting boxes-but they attract coins not notes!- but which gives 2.9% of total donations [UK Voluntary sector Almanac 2004, NCV0], or requests for sponsorship or to buy a ticket for a charitable event. This is all most welcome but we need to move from "spare change to planned giving" through tax effective routes [see below for details including Gift Aid, direct debits or standing orders, payroll giving, or legacies]. Planned giving means working out in advance what portion of your income 1%? or 2%? or 10%? you can afford to give.

Giving to Project Peru

Gift Aid - do you know what Gift Aid looks like?

The Giving Campaign has a new brand for Gift Aid, aiming to increase its use by fundraising charities and to make it more familiar to donors. So, look out for the Gift Aid logo. It looks like this:

giftaid it

Gift Aid - Do you qualify?

Provided you pay as much tax (income and/or capital gains) as the charities will be entitled to reclaim on your donations in the same financial year, you are entitled to use Gift Aid.

So, for example, in the financial year 2002-2003 Project Peru was able to reclaim from the Inland Revenue the sum of £3,727 in respect of Gift Aids totalling £13,727. Some of these were standing orders for regular payments, some were one off donations, and some were sponsoring donations in support of individuals involved in events we organised, such as the annual Paris bike ride.

How does it work then?

A CASE STUDY for Gift Aid

This shows how Gift Aid is calculated

Ms X makes a donation of £100 to Project Peru, her favourite cause. Project Peru can claim an extra £28 from the Inland Revenue for the charity and so gets £128.

If Ms X is a higher rate taxpayer, she can also claim personal tax relief since she is eligible to claim the difference between the higher rate of tax (40%) she has paid, and the basic rate tax (22%) reclaimed by the charity. Therefore, she simply works out the gross value of her gift to the charity (£100 + £28 = £128) and calculates 18% of that figure to calculate the tax relief she is entitled to reclaim: therefore £128 (gross donation) x 18% = £23 tax relief to Ms X.

What will it take?

£10 per month

Would pay for 2 children to go to school

£20 per month

Would pay for basic care for one child at our refuge

£40 per month

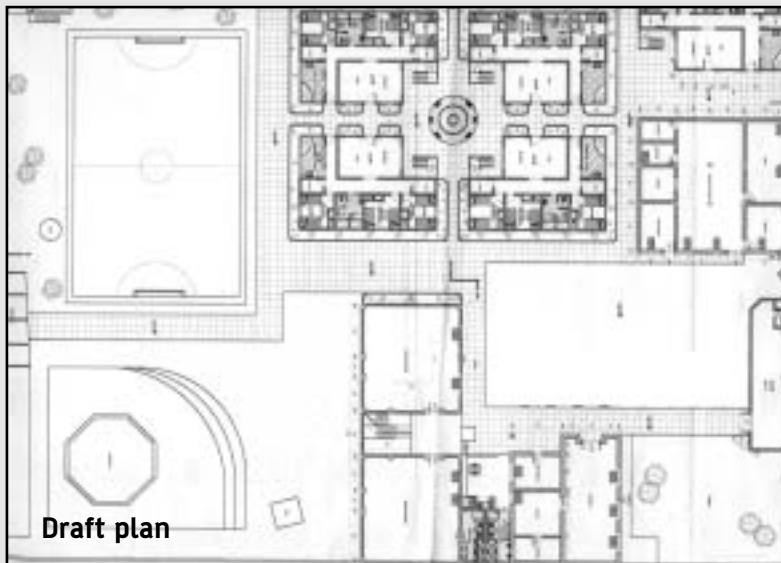
Would pay for full care for one child including training, psychological support and extra-curricular activities



Our plans for new buildings at Zapallal

4 x 12 person self-contained “independent living units”

This would enable us to take in more children and help them all to learn to live in a more independent style, as they grow older, and to prepare and skill them for living in the stark reality of Peru. We would expect to build 2 of the 4 units in the initial stage, two on the second floor in the next stage. A multi-use, purpose built sports pitch for mini-football, basket-ball, volley- ball etc.



Second stage

Add a second level of independent living units; adapting one of our existing buildings, including adding second floor to create: common dining room, kitchen and kitchen store; administration and reception units; medical room; rooms where house-parents & volunteers will live.

Third stage

Adapting the second of our existing buildings, including adding another floor to create: new classroom area/library + computer room; craft workshops; a store-room. As well as for the children and young people in residence, these we hope eventually to open for wider community use, for say literacy/ numeracy classes, and education/craft/training provision for adults including relatives or families of resident children and young people.

Approximate costs

Stage 1.1 £5,000

Multi use sports pitch; land clearance

Stage 1.2 £25,000

Two x 12 person self-contained independent living units, ground floor

Stage 2 £30,000

Second floor 2 x 12 person self-contained independent living units; & second floor on one existing building:

Stage 3 £30,000

Adapting /add second floor to the second of our existing buildings



You can now donate to Project Peru, make one-off donations or direct debits, and make Gift Aids on line via our website: www.projectperu.org.uk

Do you know about other ways of tax effective giving?

Payroll Giving/Give as You Earn

Did you know that one third of companies who offer Payroll Giving to their employees have attributed improved staff retention to the scheme?

Share Giving

Did you know that over 12,000,000 people in the UK are share-holders and that they can give shares to charities tax effectively?

Legacies

Did you know that as many as 6 out of every 10 lifeboat launches are made possible by legacies? Give others a lifeline too.

Useful Websites

Inland Revenue
www.inlandrevenue.gov.uk

Charities Aid Foundation
www.allaboutgiving.org

