



# Annual Report 2013

## Fly The Phoenix

Registered Charity #1148531 in England and Wales

for

## The Phoenix Projects

[www.thephoenixprojects.org](http://www.thephoenixprojects.org)

1<sup>st</sup> January 2013 to 31<sup>st</sup> December 2013

Submitted by

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Founder and Director of The Phoenix Projects – Latin America

11<sup>th</sup> January 2014



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### 1.0 Executive Summary

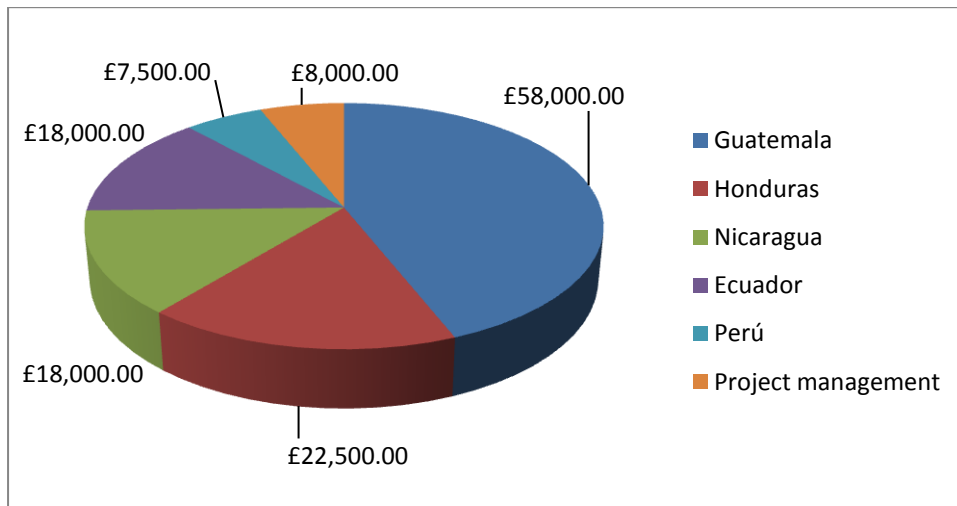
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The Phoenix Projects believe that full education, food and employment are basic human rights and have spent the past eleven years promoting these rights in communities in Guatemala, Honduras, Nicaragua, Ecuador and Perú. We have started new schools and continue supporting others as well as implementing sustainable income-generating plans.

During the financial period between 1<sup>st</sup> January 2013 and 31<sup>st</sup> December 2013 £127,956 was raised through our charity Fly The Phoenix of which £125,683 was spent on the operating costs of The Phoenix Projects including local teacher salaries, daily food and fruit, transport, educational materials, construction and implementation of some of our sustainable income-generating plans.

We have started implementing some of our sustainable income-generating plans in the communities with the aim that over the next ten years the projects will be sustained financially by the communities.

Our basic running costs for 2014 will be £132,000 broken down as follows over the five countries:





## 2.0 The Phoenix Projects in Latin America

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Fly The Phoenix is the registered charity for The Phoenix Projects who are based in Guatemala and work in Guatemala, Honduras, Nicaragua, Ecuador and Perú promoting full education, food and employment by starting new schools and supporting others.

The Phoenix Projects currently provide daily education, food and fruit to over 1,000 children by employing 31 local teachers and providing scholarships for secondary and college education whilst investing in sustainable income-generating community initiatives. The Phoenix Projects' basic annual running costs are £132,000, relying 100% on donations through our charity Fly The Phoenix.

## 3.0 Message from Dom Williams, founder and director of The Phoenix Projects

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The Phoenix Projects have moved into the second stage of our 25-year cycle. The first ten years - the anniversary was celebrated in 2012 - was always about prioritising education in the communities and making it more available. With over 1,000 children and teenagers in our projects we have now moved into hiring our own local teachers, many of whom have been through our education projects in the past. It is also time to initiate the process of handing financial control to the communities through implementing self-sustainable income plans (see below) over the next ten years. These are very exciting times as they not only create employment, they will also fund the projects over time thus creating a sustainable education model which could essentially be used anywhere in Latin America. The final five years are to make sure the projects are stable.

## 4.0 Guatemala

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The Phoenix Projects began in Kaqchikel-speaking San Andrés Itzapa, Guatemala in 2002 and expanded into Santa María de Jesús in 2004. We built schools for children to receive first-time education and now aim to fund over 600 children to receive official education from local teachers in pre-school, primary, secondary and college levels, as well as daily food and fruit. Plan Estufa was set up to provide energy efficient stoves and reducing in-house air pollution and Plan Reforestación gives income to the mothers as well as planting over 25,000 trees each year.



Fig. 1 – children in Santa María, Guatemala

2013 has been an incredible year with our school in Itzapa, legally recognised by the Ministry of Education since 2012, handing out its second set of excellent end-of-year results and certificates to the students. Santa María grew with new local teachers brought on board and plans are in place to make our school there official. Our first sustainable plans were trialled in Santa María with Plan Arveja China and the results were positive for future harvests.



#### 4.1 Guatemala running costs 2013

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During the financial period £74,895 was spent on fifteen teacher salaries, construction of three classrooms in Itzapa, repainting both schools, running costs including rent, drinking water, electricity and cultural celebrations, daily food and fruit, educational materials, reforestation of 25,000 trees, sustainable Plans Arveja China and Ironwoman (see sustainable income section) and energy-efficient stoves.

#### 4.2 Guatemala forecast running costs 2014

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For the next financial year we forecast that the basic running costs for Guatemala will be £58,000 including £34,600 on sixteen teachers' salaries, £6,000 on school running costs including cleaners' salaries, drinking water, electricity, internet and cleaning products, £5,100 on daily food and fruit, £4,600 on educational materials, £3,700 on maintenance and rent, £2,780 on Plan Reforestation and £1,000 on special celebrations, including Day of the Child, Mother's Day and coronations. We also plan to build more classrooms and a playing surface whilst investing in Plan Moo.

#### 5.0 Honduras

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The Phoenix Projects began in Honduras in 2004 working on water projects providing running water to rural Ch'orti' communities in the Copán area. Education projects were started in San Rafael in 2006 and Barbasco in 2010 as well as the local orphanage in Copán. In 2008 we started the Phoenix Secondary school, paying for teacher salaries and materials allowing children from nine surrounding communities to receive secondary education. We have undertaken extensive construction at both schools including roofing, toilets and kitchens to provide daily hot food and fruit for the children. We also started an energy efficient stove project for all families.



Fig. 2 – Phoenix secondary school classes in San Rafael, Honduras

In 2013 the Phoenix secondary school with students attending from nine different communities – some as far away as two hours on foot - has continued to produce outstanding results and our work in the primary school has given much needed support for those children struggling with alphabetism. Levels of malnutrition are high and this is an area we want to work on more in the next few years. Plan Café, our initial sustainable plan, is in its third year of growth with the first harvest due at the end of 2013/beginning 2014.



## 5.1 Honduras running costs 2013

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During the financial period £7,025 was spent on secondary school teacher salaries, cultural celebrations, Plan Café maintenance, educational materials, transport and food and fruit for the children.

## 5.2 Honduras forecast running costs 2014

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For the next financial year we forecast that the basic running costs for Honduras will be £22,500 including £16,300 on six local teachers' salaries and transport, £2,850 on food and fruit, £2,000 on educational materials, £670 on special celebrations and £670 on maintenance, including Plan Café.

## 6.0 Nicaragua

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The Phoenix Projects began in La Thompson, Nicaragua, in February 2009 building their own school. Following the success of this project Phoenix started a school in Alexis Arguello in July 2010. Both projects are located in impoverished rural areas outside the city of Estelí. Phoenix's aim is to provide education and food programs to children age three to fourteen. Since its inception in Nicaragua, Phoenix has expanded exponentially adding stove projects, secondary school scholarships, incentive programs, a sports program, English classes, new construction and refurbishments and Plan Identidad.



Fig. 3 – classes in La Thompson, Nicaragua

During 2013, our school in Alexis Arguello was handed over to the Ministry of Education in an effort to ensure sustainability. Our school in La Thompson continues to grow rapidly with the management side being taken over by the community. The sports program was also set up giving the children a rounded education as well as cultural learning in the form of Plan Identidad.

## 6.1 Nicaragua running costs 2013

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During the financial period £10,592 was spent on local teacher salaries, cultural celebrations, food and fruit, educational materials, teacher transport and a sports program.

## 6.2 Nicaragua forecast running costs 2014

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For the next financial year we forecast that the basic running costs for Nicaragua will be £18,000 including £12,100 on four local teacher salaries and transport, £3,330 on daily food and fruit, £1,000 on Plan Identidad and celebrations and £670 on educational materials.

## 7.0 Ecuador

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In 2005 The Phoenix Projects began working in three local Kichwa-speaking indigenous schools in the communities of Huayrapungo, Muenala and Urcusiqui. All above 3000m in the Andes mountains each school has 1 teacher working across all 7 grades and little access to educational resources. In 2007, The Phoenix Projects began work with Larcacunga, a community on the other side of Otavalo. We currently work in the 3 communities: Huayrapungo, Muenala and Larcacunga with 4 teachers, 85 primary school children and some 40 high school children.



Fig. 4 – classes in Huayrapungo, Ecuador

2013 was a very busy twelve months in Ecuador with the highlights being the introduction of two sustainable plans: Plan Ironwoman (nutrition for pre-natal mothers) and Plan Papa (potatoes). The teaching in the projects continues well and we started paying for an additional four local teachers in the schools in September 2013. Plan Moo and to a lesser extent, Plan Cuy, continue to cover most secondary education costs.

## 7.1 Ecuador running costs 2013

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During the financial period £12,445 was spent on teacher salaries, project management, cultural celebrations, transport, Plan Ironwoman and Plan Papa (see sustainable income section) and daily food and fruit.

## 7.2 Ecuador forecast running costs 2014

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For the next financial year we forecast that the basic running costs for Ecuador will be £18,000 including £6,800 on four local teachers' salaries, £4,650 on daily food and fruit, £3,200 on project management, £1,200 on transport, £670 on educational materials and £670 on cultural celebrations. Additionally we will offer scholarships for secondary education.

## 8.0 Perú

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The Phoenix Projects began work in Perú in both primary and kindergarten schools in the Quechua-speaking communities of Triunfo and Maldonado in Sachaca on the outskirts of Arequipa in 2006 and later in Machahuaya in 2011. Teacher to child ratios are low and we currently pay for an extra teacher and a cook so the children can also have one hot meal a day as well as fresh fruit. Since inception we have built classrooms and kitchens in the schools and communal water tanks as water is scarce. Secondary school scholarships are given to the children so their education can be continued and cultural events are celebrated throughout the year.



Fig. 5 – Ediluz, local teacher in Maldonado, Perú

Our work in Perú is now more concentrated in Maldonado where we support one local teacher and the food program. It appears the government is becoming more pro-active with school lunches and Triunfo is seeing some of these benefits. We plan to concentrate more on secondary education over the next few years whilst also supporting the primary levels.

### 8.1 Perú running costs 2013

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During the financial period £1,984 was spent on one local teacher's salary and food and fruit.

### 8.2 Perú forecast running costs 2014

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For the next financial year we forecast that the basic running costs for Perú will be £7,500 including £2,600 on one local teacher, £3,350 on daily food and fruit, £670 on educational materials and £670 on cultural celebrations and school trips.

### 9.0 Fly The Phoenix running costs 2013

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During 2013 a manager was employed to oversee the charity. Several fundraising events and Charity Challenges were also undertaken including the 3 Peaks in the UK, volcanoes in Guatemala and biking from Guatemala to Honduras. Some challengers opted to use some of their fundraising to cover the costs of the challenges and this, along with events costs and the management expenses of Fly The Phoenix, was £18,742



## **9.1 Fly The Phoenix running costs 2014**

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From 2014 onwards a manager will not be employed to run the charity which will be voluntarily managed without expense by Dominic and Doreen Williams.

## **10.0 The Phoenix Projects Management running costs 2014**

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In 2013 no management costs were incurred for The Phoenix Projects as they were managed voluntarily. In 2014 this cost will be \$12,000 which will include living expenses, salary and daily transport.

## **11.0 Funding and Sustainable Income and Employment Plans**

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At present the projects are 100% reliant on donations and fundraising though we are beginning to invest in self-sustainable income generating plans over the next two years which within ten years will provide employment in the community and the necessary income for the projects.

### **11.1a Plan Moo**

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Fig. 6 – cows in Muenala, Ecuador

Plan Moo involves investing in milking cows (£500 per cow) which are cared for and maintained by families in the school. The income generated by milk is shared between the family and the schools' running costs. Over time, each cow will produce calves and the income is multiplied. The family will own the first cow after two subsequent births with all the income from that cow remaining in the family. Plan Moo has been trialled in Ecuador for five years and currently covers the majority of our secondary education costs.

### **11.1b – Preliminary Results of Plan Moo in Ecuador**

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In total, as of December 2013, we have 15 milking cows, 9 calves and 6 bulls in our current herd in Huayrapungo and Muenala. The proceeds from them through sales of milk are sustainably supporting 18 students through secondary school and further education.



## 11.2a Plan Arveja China

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Fig. 7 – green beans in Santa María, Guatemala

Plan Arveja China (green beans) is being trialled at the moment in Guatemala by initially investing GBP1,000 in the materials and workers salaries needed for a crop of green beans. Sales of the harvest are then divided up with a % going into the next crop costs and salaries and a % to the school running costs. It is hoped we will have 3-4 harvests per year to negate any affects of a lost harvest. A similar plan could be trialled in Nicaragua.

## 11.2b – Preliminary Results of Plan Arveja in Guatemala

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Due to unseasonal weather and climate the initial harvest in February 2013 yielded a little more than break-even. This also was partly due to dryness/lack of moisture in a corner of the field.

## 11.3 Plan Employment

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Fig. 8 – skilled learning in San Rafael, Honduras

The Phoenix Projects provide local regular employment for over 50 people. Sustainable employment is critical and we aim to begin trials of Plan Employment in the next three years by providing seed capital to our graduating students for them to invest in their own business ideas - similar to micro-loans - though with the money being paid back into the running costs of the schools and also a fund to provide further seed capital in the future. An issue facing marginalised communities is employment opportunity, of which there is very little. By providing seed capital and advice for them to set up their own businesses, employment will be generated and income will come back into the school in the form of a small % each month.

#### 11.4a Plan Ironwoman

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Fig. 9 – the iron-rich vegetable garden in Muenala, Ecuador

Plan Iron Woman or Plan Hierro is a project with an initial investment of GBP2,000 which was launched in Ecuador in 2012 with the aim to provide pregnant mothers with the essential nutrients, including iron, for the healthy development of their children by creating iron-rich vegetable gardens. Produce generated from the Plan can also be used in school meals. It is currently being trialled in Ecuador and Guatemala before implementing in other countries.

#### 11.4b – Preliminary Results of Plan Hierro in Ecuador and Guatemala

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In May 2013 a full crop was enjoyed at school in Ecuador and at home with the mothers and a few recipes were introduced to encourage different uses of spinach, onions and peas. The mothers are also pooling their earned funds from onions to buy the next lot of peas for seeding. In Guatemala the initial spinach crops were harvested and eaten with more replanted.

#### 11.5 Plan Papa

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Fig. 10 – potato planting in Muenala, Ecuador

Plan Papa (potatoes) is being trialled at the moment in Ecuador with an initial investment of GBP1,880 in the materials and workers salaries needed for a crop of potatoes in May 2013. Sales of the harvest are then divided up with a % going into the next crop costs and salaries and a % to the school running costs. It is hoped we will have 2 harvests per year to negate any affects of a lost harvest.

## 11.6 Plan Chacra

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Fig. 11 – Chacras on the outskirts of Arequipa, Perú

Plan Chacra (various vegetable crops) will be trialled in Perú. Chakras are the plots of land that surround the communities where we work. Initial investments of GBP1,350 will be made in the materials, rent of the chacra and workers salaries needed for each crop, generally lettuce, potatoes and carrots. Sales of the harvest are then divided up with a % going into the next crop costs and salaries and a % to the school running costs. It is hoped we will have several harvests per year to negate any affects of a lost harvest.

## 11.7 Plan Café

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Fig. 12 – coffee plantations maintenance in Honduras

Plan Café was launched in Honduras in 2011 by planting hundreds of coffee bushes on land in San Rafael. Once the harvests begin in 2013/14, a % of the yield will go to cover project costs and a % to local labour costs and maintenance of the coffee plantation.

## 11.8 Plan Cuy

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Money is invested in building enclosed building to rear Guinea Pigs, or Cuy. The sales of the Guinea Pigs provide investment which will be shared between the families and the school. The Plan is currently being trialled in Ecuador and will be trialled in Perú in 2014.



Fig. 13 – Cuy in Ecuador



## 12.0 Financial Statement

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From 1<sup>st</sup> January 2013 to 31<sup>st</sup> December 2013

	2013	2014*
<b>Income</b>	<b>£127,956.00</b>	<b>£150,000.00</b>
<b>Total Outgoings</b>	<b>-£125,683.00</b>	<b>-£132,000.00</b>
<i>Breakdown of outgoings</i>		
Guatemala	-£74,895.00	-£58,000.00
Honduras	-£7,025.00	-£22,500.00
Nicaragua	-£10,592.00	-£18,000.00
Ecuador	-£12,445.00	-£18,000.00
Perú	-£1,984.00	-£7,500.00
FTP costs including events	-£18,742.00	-£0.00
Project Management	-£0.00	-£8,000.00
Assets	£0.00	£0.00
Liabilities	£0.00	£0.00
<b>Net Balance</b>	<b>£2,273.00</b>	<b>£18,000.00</b>

**NB: 2014 Net Balance forecast ensures money available for the start of 2015 and investment in Sustainable Plans**

**\*2014 forecasts only include basic running costs and do not include additional construction or investment**



Fig. 14 – Graduation in Itzapa, Guatemala