

A man in traditional Peruvian attire, including a colorful woven hat and a patterned poncho, is playing a wooden flute. He is standing in a lush green valley with terraced hillsides and stone ruins in the background. The scene is set in a mountainous region, likely the Andes.

**go**  
CAMPAIGN

**go: PERU**

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

# GO Campaign's Mission



GO Campaign is a youth-driven educational and action-oriented nonprofit dedicated to empowering orphans and vulnerable children throughout the world to secure a better future.

# The GO Community

The GO Community is a dynamic network of youth and adults coming together to:

- ✓ Build cross-cultural connections
- ✓ Learn about issues affecting children globally
- ✓ Actively improve the world we live in
- ✓ Empower youth of all backgrounds to shape a future of positive change together

# Why Orphans and Vulnerable Children

Children who are cared for and have the food, shelter & education they need:

- Make a positive difference in their communities
- Build a stronger future for themselves
- Gain the tools to end the cycle of harmful conditions

*"I have to walk very far to get to school, but we have a school and that is good. I don't mind. I like to study so I will succeed in life."*

*~ Walter Tillca, 13,  
Peru*



# How GO Helps

GO funds programs that typically fall through the cracks of government assistance and that are run by local, trustworthy community leaders.

GO closely monitors and evaluates all programs to ensure the greatest benefit to the children. Globally, GO provides:

- ✓ School fees & uniforms
- ✓ Vocational training
- ✓ Income generating activities
- ✓ Eco-friendly housing
- ✓ Nutritious meals
- ✓ Sustainable gardens & poultry pens





# Why Rural Peru



2.1 million	Estimated number of malnourished children throughout Peru, most of them living in rural parts of the country
76.3%	Percentage of extremely poor Peruvians living on less than \$1 a day high in the Andes mountains
Less than 1/3	Amount of rural communities with access to sanitary sewerage
38%	Rural communities do <u>not</u> have easy access to clean water

The Peruvian economy has been improving, but there is still a great need for extensive development in rural areas.

Sources: UN & World Bank

# How GO Helps

100%

of all donations  
go directly to  
helping  
children in  
need.

That's every dollar!



# GO Supports Comunidad Campesina de Huama

## Huama:

- ✓ Supports the indigenous Quechua community.
- ✓ Provides primary and secondary schooling for 221 Quechuan students.
- ✓ Teaches the students how to breed animals, make colorful textiles, and Spanish language (which they need to know to do business with other communities.)



# GO-supported Huama Program

## School for Life

Fundraising goal: \$10,252 will:

- ✓ Make much needed repairs to the existing run-down school.
- ✓ Build two new classrooms so more children will be able to attend school and advance in their studies.
- ✓ Foster greater community development.



### Donations at work:

\$50	Wire to make repairs
\$200	Painting supplies
\$300	Transport materials
\$1000	Gypsum building material
\$3,500	Local labor for building

# Meet Cesarea

...one of many children GO Campaign is empowering

*My name is Cesarea Jayt'ara and I am 15 years old. I study in the school of Huama and I am happy because I am the first one of my siblings to enter school.*

*To get to school I have to walk more than 2 hours. Sometimes I'm late because I am helping to graze my family sheep and cows. I thank Huama.*

*(translated from Quechua)*



# Get Involved & GO for it!

Log on to [www.GOcampaign.org](http://www.GOcampaign.org) and:

- ✓ *Meet* empowered children and read their stories
- ✓ *Learn* about all GO-funded programs and how to help
- ✓ *Sign-up* for the monthly GO eNewsletter & stay informed
- ✓ *Download* the Get Up and GO Kit and get started
- ✓ *Create a fundraising page* and see your own power in action!

*"Think, and see the world through different eyes.  
Stand up and listen, the world is asking for your help."*

*~ Maud, 10 years old, Los Angeles  
GO Ambassador*



# *ARE YOU GOOD TO GO?*

Contact us:

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***Sinchitan Añaychayki!***  
***We Thank You!***