

ESNA Village Network

Education | Economic Development | Health

ESNA's Dream: To positively impact the standard of living for the people of rural El Salvador by partnering in the improvement of education, economic development, health services and long-term self-sustainability, one community at a time.



Caluco: A Municipality of Opportunity and Resources

In Support of:
Basic Education for all in Caluco

Project :
Construction of a new K-9 and new High School in Caluco : 2011

Submitted by:
ESNA Village Network

Contact:

Bill Fischer, President
ESNA Village Network
15815 Brookview Dr.
Urbandale, IA 50323
(515) 490-1803
bfischer8@msn.com

Alvaro Carias, In-Country Director
Avenida Independencia Norte #50
Colonia IVU
Santa Ana, El Salvador
7727-3148
alvaroesna@yahoo.com

Executive Summary

The main school in the urban area of the municipality of Caluco was severely damaged five years ago by an earthquake. The current infrastructure is in violation of safety standards. Without reconstruction the physical structure will be condemned and education will be suspended. In addition the current site and infrastructure do not support the enrolled population of students and provide no opportunity for growth.

The recommendation by the Mayor in conjunction with the community development plan prepared with Fusades is to rebuild the school on a new site, enabling the old school site to be rebuilt as a community market. This will provide space for many small vendors and will enhance economic development in the community as well as provide a viable location for the new school.

The new school will have nine classrooms, an office, two bathrooms, a septic system, a kitchen, a security fence, electricity and potable water. It will support the current student population and include enough land for future growth. The new facility will accommodate both K-9 and the city high school.

The project cost will be \$327,521. A grant has been secured from FISDL in the amount of \$311,595. Part of the grant requirements are for a cash contribution of \$15,926 and for the municipality to provide an additional \$25,482 of "in kind" support. Mayor Blanca Lidia Orellana has secured the in kind contribution with the donation of land and labor.

ESNA is seeking your support for the \$15,926 grant contribution.

Statement of Need

The Municipality of Caluco, Sonsonate ranks as the fifth poorest area in El Salvador with 77% of its 10,332 inhabitants living in the rural areas and surviving on just \$30.00 a month per family. One of the keys to successful economic development is an educated population. The central school location in Caluco is critical to the continued education of all children in the municipality. In addition it provides the only high school location in the vicinity.

Multiple factors contribute to making Caluco an area of opportunity for development, including: excellent farm ground, access to abundant water supplies, and proximity to good markets (Izalco, Sonsonate and San Salvador). In addition, the community is well organized and supports excellent local leadership in the person of Mayor Blanca Lidia Orellana. She has demonstrated both the ability to organize her communities to action and the ability to execute development efforts. In 2008 she completed a participative municipal assessment with prioritized, actionable projects and has since begun the process of implementation. ESNA's proposed development of a new school in Caluco would support this effort.

Without intervention, these families will remain in poverty, children will migrate to urban areas, and municipal health and educational systems will not be sustainable. This migration of the young to El Salvador's cities will increase potential violence and place additional stress on the city infrastructure while depleting rural areas of much needed youth resources.

Organizational Information

ESNA Village Network is a 501(c)(3) nonprofit organization based in Des Moines, Iowa, USA, with operations in rural El Salvador. We connect villages in rural El Salvador with communities in North America in sustainable, effective partnerships to build lasting social change. By developing one-on-one relationships, engaging local leadership, and applying technical, academic, medical, and business resources ESNA facilitates a jointly developed and executed plan to improve the social, economic, and health conditions in El Salvador.

Vision

ESNA strives to see the day when all people of rural Central America have access to basic healthcare, educational opportunity, and economic stability.

Mission

To promote peace and prosperity by developing long-term, cross-cultural relationships between communities in rural El Salvador and North America, mitigating the conditions of poverty through economic development and understanding.

Background

The organization officially received its nonprofit status in August of 2009. However, ESNA's founders have more than 12 years of experience partnering with rural El Salvadoran communities to improve local quality of life through improved access to education, economic development, and the building blocks of basic health.

In alignment with the United Nations Millennium Development Goals,¹ ESNA works to help rural Salvadorans realize the following objectives:

- Goal 1: Eradicate extreme poverty and hunger
- Goal 2: Achieve universal primary education
- Goal 3: Promote gender equality and empower women
- Goal 4: Reduce child mortality
- Goal 5: Improve maternal health
- Goal 7: Ensure environmental sustainability
- Goal 8: Develop a Global Partnership for Development

¹ <http://www.un.org/millenniumgoals/>

Recent ESNA successes in meeting these aims include the:

- Construction of two schools: one in El Tablon Cerna , Usulután and another in Suquiat, Caluco, Sonsonate;
- Delivery and installment of one hundred fuel-efficient stoves to rural families in and around Caluco, Sonsonate;
- Renovation of two community centers in La Primavera and Copapayo;
- Facilitated travel, education and work projects for twenty one service groups from the United States to support our communities in El Salvador; and
- Initiated an economic development study for rural Berlin, Usulután resulting in a grant of \$85,000 for three development projects which began in 2010.

Methods and Approach

ESNA's operating model is built from a unique approach of identifying communities that are ready and capable of improving their conditions to self-sustainability and partnering them with expert resources to guide them on the journey.

Our team works with the community leaders directly to plan and prioritize their needs, identify available resources, assess skills, and bring together partner resources that execute plans directly with the community.

ESNA's leaders have developed this model over the last 12 years of in-country work and through proven best practices provided by the Millennium Village Projects² of the Earth Institute at Columbia University.

Support

ESNA is fortunate enough to have a highly skilled and active board of directors, experienced staff members, as well as numerous dedicated volunteers, (Please see Supporting Documents for further details.)

Our Collaborating In-Country Partners starting in 2010 include:

- University of Central America (UCA)
- FUSADES / FORTAS.



² <http://www.millenniumvillages.org/>

In the words of Dean Brackley, professor of theology, UCA, *“While some economic differences are legitimate, discrimination and misery are not. In communities of equals, personal talents, instead of advancing some at others’ expense, are stewarded for the benefit of all. Authority is a service for the common good.”*

ESNA believes one person can and does make a difference in the lives of others, but a team bringing together knowledge, skills, capital and experience for a single purpose or vision provides a synergy that is more powerful than the sum of the parts. By joining hands with organizations holding common values and like visions, ESNA can help the world change, one village at a time. Together we can significantly impact the lives of the impoverished families in the Municipality of Caluco, Sonsonate.

Your support will help change the lives and livelihoods of thousands of people. ESNA, together with our partners are working to create a model of sustainability for rural agricultural livelihoods that can be replicated as we work together toward the elimination of poverty and hunger in El Salvador. Basic education is a key component in making this a success.

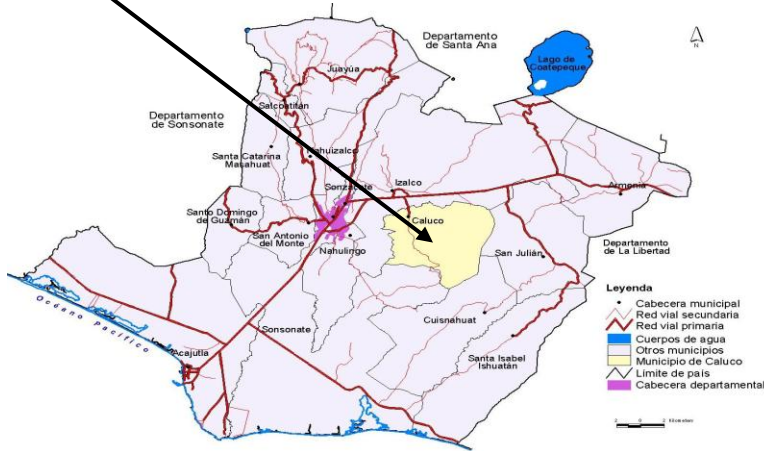
Appendix

Country: El Salvador
Department: Sonsonate
Municipality: Caluco

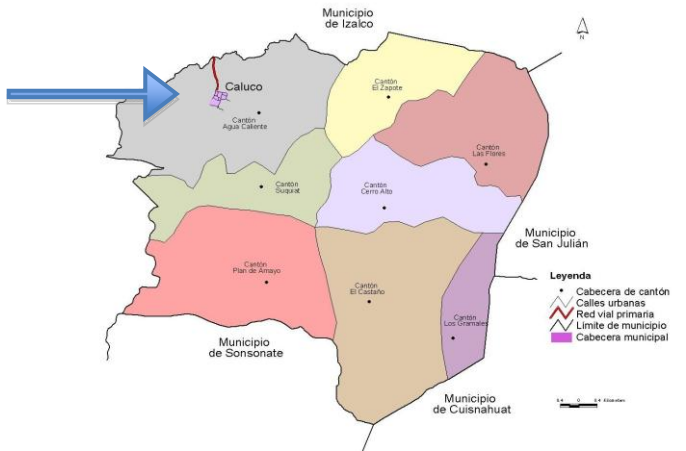


Sonsonate

Municipio de Caluco



Caluco



Supporting Materials

Community Engagement Team

**Bill Fischer,
ESNA President**

Education

Bill is a 1972 graduate of Northern Illinois University where he received a BS degree with a major in Business.

Summary of Experience

Bill Fischer retired from Xerox Corporation in 2006 after 35 years with the company. While at Xerox he held many sales and management positions within the organization. He managed sales, technical and administrative resources during his tenure and carried responsibility for operational revenue and budgets. He has been an active participant in the development of the relationship between Heartland Presbyterian Church and sister communities in El Salvador since inception in 1996. Upon his retirement from Xerox in 2006 Bill lived in El Salvador for eight months, coordinating projects, managing cross-cultural experiences, and developing relationships in-country with both government and non-governmental agencies.

**Eddie Ellis,
ESNA VP of Strategy**

Education

Eddie received his MA from the Harvard Executive Management Program in 2004.

Summary of Experience

With 12 years experience, Eddie is an accomplished operational leader, developer of strategy and execution frameworks, process improvement consultant, and program and project manager. Eddie has experience in insurance and financial services, manufacturing and distribution, government, non-profit, and marketing industries.

Previously, Eddie has led a program effort for a Fortune 100 company where he was responsible for improving the effectiveness and efficiency of a 1000 person, \$1B+ business unit. This project delivered a program portfolio of 68 projects (78M budget), scorecards and metrics dashboards, communication plans, 3-5 year roadmaps for each operating units and new financial systems and processes, streamlined reporting, cost containment and improved decision making quality and velocity. He was also responsible for a leading a large customer-focused shared services project for a fortune 100 financial services company. His primary responsibilities were creating strategies, developing plans, creating cross-functional alignment and communication plans, recruiting and managing teams, new product development, organizing departments and projects to meet objectives, building measures to demonstrate performance, building external vendor relationships, building and expanding customer relationships.

Eddie has four years of experience leading an international non-profit organization focused on improving the lives of those in extreme poverty.

**Alvaro Carias,
In-Country Director,
El Salvador**

Education

In 1991 Alvaro graduated from the National University of El Salvador (UES) with a degree in English Language

Summary of Experience

Alvaro was born in Santa Ana, El Salvador. During the civil war, he worked with refugees in the outskirts of his city, helping them build their houses and developing literacy programs for children and adults.

After earning his degree in English, Alvaro joined the Center for Exchange and Solidarity (CIS) in El Salvador where he taught Spanish to US, Canadian, and English students for twelve years using Popular Education techniques with a participatory method.

In addition to teaching Spanish, Alvaro has led groups from the US and Canada, facilitating cross-cultural experiences for those interested in developing an understanding of the social, cultural, political, and economic realities of El Salvador. His work has helped participants from the First World explore Third World culture and issues. He has accompanied and translated for doctors, dentists, nurses and volunteers from the US who come to provide free medical and dental consultation to small rural villages.

From 2005-2008 he worked as the In-country Director of a North American non-governmental organization (NGO), overseeing school building, and scholarship programs in rural communities of El Salvador. He is a passionate advocate for human rights, social justice and environmental protection.

**Jaime Mauricio
Salazar Díaz,
Director of Agriculture**

Education

Mauricio received the following degrees from the University of Florida: PhD, Animal Nutrition and Forage Evaluation, 1977; MSc. Entomology and Animal Physiology, 1971; and BSA, Animal Science, 1969. He also holds an Agronomy degree from the Pan American Agricultural School, Honduras, 1964.

Mauricio also received additional specialized training at the Inter-American Institute for Cooperation on Agriculture, IICA, 1997 and 1996 in strategic planning and organizational change, respectively.

Summary of Experience

Highlights of Mauricio's long and distinguished career include working as an Agricultural Specialist and Technical Coordinator at the Center for Tropical Agriculture Research and Teaching (CATIE) in Nicaragua from 1980-1982. Beginning in 1982 until 1989, he was both Professor and Head of the Animal Science Department at the Pan-American Agricultural School in El Zamorano, Honduras. And, from 1989 to 1992 Mauricio served as the Vice-Minister of Agriculture, Government of El Salvador.

Most recently, Mauricio was the Zamorano Representative for El Salvador, beginning September 2003 until joining ESNA Village Network in December of 2009. Throughout this time, he has excelled in various capacities as both a consultant and an international representative.

ESNA Village Networks Board of Directors

Bill Fischer, President

15815 Brookview Dr.
Urbandale, IA 50323
USA

Eddie Ellis, Vice President of Strategy

2355 Valley Ridge Pl
West Des Moines, IA 50265
USA

Scott Valentine, Vice President of Cultural Relationships

3601 Skyline Dr
Des Moines, IA 50310
USA

Alvaro Carias, In-country Director

Avenida Independencia Norte #50
Colonia IVU
Santa Ana, El Salvador

Mauricio Salazar, Director of Agriculture

Calle Tristán 124
Colonia Escalón
San Salvador, El Salvador

Larry Hartsook, Treasurer & Chief Financial Officer

13577 Village Ct.
Clive IowaUSA

Dr. D. Mark Davis, Community Development Advisor

545 Pleasant View Drive
Waukee, Iowa 50263
USA

Nancy C. Naigle, Member at Large

2616 Clublake Trail
McKinney, TX 75070
USA

Roger D. Jacobsen, Member at Large

1616 S 43rd Street
West Des Moines, IA 50265
USA