

# KUSIMAYO AMBASSADORS

LEADERSHIP WITH REAL IMPACT



2026

PUNO  
PERU

INTRODUCTION

# WHAT IS KUSIMAYO

Kusimayo means “river of happiness” in quechua. We are a non-profit association. Since 2008 we have been working in rural communities in Puno, Peru, changing lives through comprehensive programs that promote health, nutrition, productivity and family welfare.





## WARM CLEAN HOUSE

Warmer houses and improved kitchens. This program equips existing houses with technologies that raise the temperature within 10°C and reduces contamination by 90%.



## THOUSANDS OF DREAMS

Daily nutritious breakfasts, hygiene kits and school supplies for early childhood. This program focuses on fighting anemia and malnutrition.



## PRODUCTIVE PUNO

Irrigation system, greenhouse, orchard, associated pastures, organic fertilizers and seeds. This program ensures food security and additional income.



## HAPPY GRANDPARENTS

Comprehensive support for the elderly in an old people's home, We provide food, gas, hygiene products and visits.

# AMBASSADORS



Through this programme we invite students to represent our mission in their schools and to lead fundraising initiatives that translate into concrete improvements for families in Puno, Peru.

Kusimayo Ambassadors offers a real experience of social leadership, where students take on responsibilities based on values, action, and purpose, and participate in a social cause with measurable and traceable results.

SOCIAL  
LEADERSHIP

# PRACTICAL GUIDE

This brochure is the first step to get to know the Kusimayo Ambassadors Programme; use this guide to prepare yourself and to run your campaign.

# 1

## **LEARN ABOUT KUSIMAYO**

Learn about the mission, impact, and how the Ambassadors Programme works. Review the programme materials and understand how you can contribute from your school.

# 2

## **APPLY AS AN AMBASSADOR**

Complete the application form and take part in a brief interview where you can explain your motivation and how you plan to create impact in your school.

# 3

## **PRESENT IT AT YOUR SCHOOL**

Coordinate an official presentation of the programme with your school. Share Kusimayo's mission and launch your first awareness or fundraising campaign.

# 4

## **CREATE IMPACT**

Develop activities and campaigns that raise funds, recruit more ambassadors, and expand Kusimayo's reach within and beyond your school community.

# AMBASSADOR OBLIGATIONS

- **FUNDRAISING:** Collect a minimum amount equivalent to 10% of the school's annual tuition (this may vary according to the specific agreement).
- **PRESENTATION:** Deliver at least one presentation to the school or graduating class.
- **SUCCESSION:** Secure an "heir" within your school and recruit a new Ambassador in a different school.

# SUPPORT

Throughout the process, we support ambassadors with materials, guidance, and follow-up for the development of their initiatives. All donations will be recorded in a traceable way and linked directly to the school and the corresponding ambassador.

Kusimayo operates with high standards of transparency and is certified by CAF – Development Bank of Latin America and the Caribbean, a multilateral institution that supports and oversees impactful projects across the region. 96% of all funds raised go directly to program implementation, while only 4% covers administrative costs, and the managing partners work on an ad honorem basis. This ensures your contribution is used responsibly and creates real impact.





# KUSIMAYO

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