

<b>Name of your organisation</b>	<b>Asociación Kantaya</b>
<b>Date of TFN event which you pitched at</b>	15/3/2023
<b>Name of the project TFN funded</b>	Alumni Program
<b>Were you able to undertake your project as you outlined in the application?</b>	No
<b>If no, please outline how the project has changed</b>	<p>The pilot of the Alumni Program contained three components:</p> <p>1) Development of the Employability Curricula: We summoned two organizations with expertise in employability to develop the curricula. We selected the most complete proposal, creating a collaboration alliance with LHH (global leader in HR solutions and benchmark for labor relocation). We developed a curricula focused on six modules of employability and entrepreneurship with featured speakers.</p> <p>Once the curricula was developed, we validated by creating an eight-week pilot with the following modules containing both live sessions and materials in an educational platform.</p> <p><b>Employability</b></p> <ol style="list-style-type: none"> <li>1. Personal branding: Empower participants in their search for employment through self-awareness, improvement of their communication skills, and understanding of personal marketing.</li> <li>2. Impactful Curriculum Vitae (sessions I and II): Train the participants in the effective creation of an impactful Curriculum Vitae, through identification and communication of their personal, academic and labor achievements using the SOAR methodology.</li> <li>3. Interviews: Provide the participants with tools to respond effectively during job interviews.</li> <li>4. Networking: Help participants identify and develop their contacts network to amplify their job opportunities.</li> </ol>

### Entrepreneurship

5. Business Project: Provide participants with the basic knowledge and tools required to create a business plan.

6. Market Analysis: Drive participants to make a basic market analysis, including evaluation of the competition and the understanding of market trends.

We obtained the following satisfaction results:

- 95% of participants were satisfied with the educational content of the modules.
- 98% of participants consider the teaching methodology of the workshops interesting.
- 95% of participants agree that the sessions were dynamic and interactive.
- 97% consider that the speakers were of excellent quality.

### 2) Development of the Training Courses:

The objective for the participants of the Alumni Program is to develop their socio-emotional and professional abilities so that they can perform outstandingly in their job search.

We developed six complementary employability and entrepreneurship workshops with the collaboration of seven specialized professionals.

### Employability

1. Self-awareness: Foster the self-awareness of participants, focusing on the exploration and comprehension of their labor strengths and development areas, so that they can manage effectively their skills in the labor context, increasing the potential of their employability.

2. Technical Skills: Train participants in the effective use of available technological tools to improve their employability, overcome the digital gap and maximize their available resources.

3. Women's Leadership: Empower participants so that they can recognize their potential as leaders in their personal and labor surroundings, promoting

gender equity and the development of effective leadership skills.

4. Management of Emotions in the Job World: Provide participants with practical tools to identify, understand and manage their emotions in the job world, promoting their healthy emotional wellbeing and more effective work.

Entrepreneurship

5. Digital Marketing: Introduce participants to the basic concepts of digital marketing and provide them with practical tools to promote their most employable profile.

6. Financial Education: Provide participants with basic knowledge of finance and practical tools to manage effectively their personal finances.

The satisfaction results were:

- 100% of participants felt satisfied or very satisfied with the courses.
- 100% of participants consider that the training methodology is interesting or very interesting.
- 97% of participants agree or fully agree that the sessions were dynamic and interactive.
- 100% consider that the quality of the speakers in general were good or excellent.

3) App Development:

For the pilot we adapted our MOODLE platform, which is a user-friendly platform allowing participants to interact and access from anywhere the a-synchronic and synchronic resources and allowed the Program to follow up with the students during the courses.

The platform targeted the development of two components:

- Alumni Program: Access to videos and materials of the modules and workshops, allowing the program to follow-up the progress and participation of students.
- Develop a Job Bank with job opportunities: this item was the most challenging, as we could not reach a material volume of important alliances.

As first stage we identified the geographic areas where the pilot students lived. We mapped schools,

	<p>pre-K schools and education centers of the area, creating a data base of 7000+ education centers in Lima and Callao. In the months of December to April we contacted more than 50 education centers without a positive response, so we could not produce a material number of opportunities for the graduates during the pilot that ended in April.</p> <p>One hypothesis is that schools close for summer break between December and March, as the school year starts in April. It was probably not the best timing to generate alliances.</p> <p>With these learnings, we have started contact with potential allies since May for the next cohort. In summary, despite the challenges we have achieved 90% of satisfaction with the employability and entrepreneurship workshops and training. This allowed us to validate the most important component: the employability curricula.</p> <p>Another learning is that the program was condensed in a short period of time, which implied a high level of commitment of time and effort by the student. An opportunity for the next version is to extend some the duration of the program.</p> <p>Currently the team is reviewing and adjusting our strategy to maximize the impact and achieve the long-term objectives. We are actively working on the expansion and improvement of our contact network with education centers, with an aim to consolidate labor alliances in the future.</p>
<p><b>Can you describe and/or demonstrate the specific impact that TFN funding has had against your initial objectives?</b></p>	<p>The Alumni Program had an impact by enabling 18% of participants of the pilot to obtain employment. This result showcases not only the quality of the resources and training offered, but also the integral focus of the program to satisfy the necessities of the current labor market.</p> <p>From the survey conducted at the end of the program, 100% of participants who finished the program</p>

	<p>considered it useful or extremely useful for their induction in the labor market.</p> <p>All the participants consider themselves better prepared and would recommend the program to other people. 82% would be willing to pay for this kind of content, which indicates that the Alumni Program has sufficient acceptance to become a source of income of Podera and can be replicated in other areas of Peru, amplifying its impact and reach.</p>
<b>What portion of the project did TFN fund?</b>	43
<b>How many direct beneficiaries did the TFN funded project reach?</b>	To evaluate the viability and effectivity of our program, we conducted a pilot of five months for which 40 graduates registered as candidates. After a selection process, where we prioritized the closeness to the city of Lima as well as job opportunities,
<b>How many indirect beneficiaries did the TFN funded project reach?</b>	The pilot made with the funds provided by TFN has directly impacted 25 women who will impact in turn an estimate of 500 children. The results of the participants' experience show the viability of replicating the Alumni Program with our existing group of
<b>Were you able to leverage further funding as a result of TFN support?</b>	No
<b>Did you receive any pro-bono support, volunteer offers or introductions as a result of the event?</b>	No
<b>How important was TFN funding in helping you achieve your objectives?</b>	We wouldn't have been able to achieve our objectives without TFN funding
<b>Has the training you received from TFN better prepared you in pitching your organisation to potential funders?</b>	Yes

<p><b>Has TFN increased your capacity to raise further funds?</b></p>	<p>Yes</p>
<p><b>Can you tell us any personal stories to highlight the value of the project?</b></p>	<p>“The workshop I enjoyed the most was the creation of our Curriculum Vitae. It helped me so much to open doors for job opportunities with all I learned from it. I also valued how we were taught to perform from the moment we are selected for the interview up to how to answer the questions we are asked and how to respond to all kind of situations” - Christel Rodriguez</p> <p>“Now I know how to behave when asking for a job. What I value most of the employability program is that they go beyond what we should know, this is, they have taught us many other things. I recommend women like me to register for the program because it really does help and gives us trust and confidence”- Claudia Martinez</p> <p>“The employability program has helped me enormously, since I have been able to learn of subject matters that I may have ignored or with respect to which I was outdated. In technology there are software that I did not even know existed, or that could help me find a job and that today I am putting into practice. I am very thankful for this opportunity that has empowered me to educate myself again” - Diana Pampa</p> <p>“It was a very satisfactory experience, where I learned many things I did not know, from how to better build up a Curriculum Vitae, how to sell myself as a personal brand and how to take maximum advantage of our network of contacts, which many times we have it forgotten and is one of the things I value most” - Katty Tamani</p>
<p><b>Since presenting at TFN, has your organisation undergone any other significant changes?</b></p>	<p>Management Changes</p> <p>The Executive Team of the organization has not changed since 2007 and is composed by Yessica Flores and Fabiola Portocarrero. However, we had some management changes in the month of April:</p>

Previous Manager: Carmen Julia Wong  
Business Administrator from Universidad de Lima with an MBA in Centrum. Worked for 14 years in the pharmaceutical industry with Teva, an Israeli multinational company. Led the Rx Business Unit (pharmaceutical prescription products) in Peru with sales of S/.105MM in the year 2013 and more than 200 employees.

New Manager: Yolanda Palomo Ramiro  
With more than 20 years of experience in the technology world for a multinational company, in 2020 she started working in the social impact sphere. Since then, she has collaborated with organizations of the social sector and worked for an NGO of humanitarian aid and development cooperation.

#### Strategic Changes

We created the first alliance with the government to increase the reach in rural areas with the Program Cuna Mas, a large-scale ECD program established by the Ministry of Development and Social Inclusion that aims to support the holistic development of children under three living in poverty and improve families'™ childrearing knowledge and practices. Cuna Mas works with Caregiver Mothers, who are community volunteers responsible for children from 6 to 36 months.

This new collaboration launched the B2G strategy of Podera, which gives us a broader positioning and public recognition which in turn translates into a scaling up to national level. The Cuna MÃ¡s agreement opens the doors for Podera to scale up significantly, with the potential to train up to 10,000 Caregiver Mothers and contribute to alleviate Cuna Mas program struggles to maintain quality as it scales up (HKS Case 2115.0).

This pilot has allowed us to develop an important component: employability as part of the Podera value proposition to expand our operations to new regions and communities.