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BK Becas Foundation: Mission, Vision, Values and Principle of Action

BK Becas Foundation is a nonprofit organization with more than ten years of experience in the implementation of educational scholarships programs. The work has been founded and directed fulfilling the vision, mission and values proposed by its funders and Executive Committee, who have had the responsibility to ensure that these subjects are directed and fully met.

According to this mandate and to inform all our partners, beneficiaries and public in general who follow the Scholarship Program closely, we describe the vision, mission and values we identify with in BK Becas Foundation.

Vision:

« ... That the children with low income families and residing in marginal rural and urban areas, acquire a proper knowledge, motivations for their personal development, improve their incorporation into productive life as well as their participation into the development of the country. »

Mission:

« ... Support the children of families with low income, residing in marginal rural and urban areas, to be incorporated to the national educational system ensuring the scholarship during a period of time, according to their personal development, and interest in learning. »

Values:

1. Freedom to succeed
2. Pride and passion in what we do
3. Perseverance





BK Becas Foundation Principle of action

With the help of our sponsors, support the children with low resources to complete their education outstandingly.

Lessons learned in the primary level scholarships program

In 2014, BK Becas Foundation made a study to analyze the experience and lessons from two scholarship programs that contributed more than 2,500 boys and girls to finish their studies successfully.

It was possible to document all the achievements, difficulties and future challenges with the support of the students, student's families, teachers, principals, technical staff and managers of the educational institution that have been part of the BK Becas Foundation for more than 10 years.

As a result of this, good practices at work and abilities in different implementation processes (planning, organization, implementation, monitoring and evaluation) were identified. As well as the impact produced on the education of the children benefited.

Solid alliances with companies and institutions, audited reports and settlements, along with beneficiaries' testimonies confirm our work's efficiency, effectiveness, relevance and coherence according to the Strategic Plan, Objectives, Mission and Vision of the BK Becas Foundation. The fundament of this affirmation is the beneficiaries' response to the educational process, their academic development, and the stronger bond between parents and their children.



Projects have been directed to low income resources population, making a priority the education for boys and girls from rural and urban areas where less educational opportunities are found. At the same time, resources were financed at a low operative cost, adding value from volunteers' and the local input from families and partner institutions of the scholarship project.

Here are some of the impacts identified in the students and families:

- a. **Economic impact:** the scholarship contributes with the family economy, considering that the resources that were directed to school supplies and uniforms before are now used to buy foods and other home necessities.
- b. **Social impact:** the scholarship program promotes education, giving importance to the participation of the family in the process.
- c. **Educational impact:** the scholarship has helped the students to improve their study habits as well as their academic development.
- d. **Emotional impact:** students are more aware of the importance that education has on their personal development as their preparation as citizens.

Through the project systematization it is concluded that BK Becas Foundation has built a valuable experience that allows to continuously implement educational scholarships programs with responsibility, quality and social participation.

Educational Scholarships programs for Middle School Students:

With the help of donations given by the Swiss Philanthropy Foundation in 2014, it was possible to provide 500 scholarships to students that started their middle school, being 65% females.





The scholarship supported with school supplies, uniforms, and computer classes.

The project concentrated its efforts in the following areas: Tonicapán, Chimaltenango, Sacatepéquez and Guatemalan metropolitan area. A special addition that characterized this project was the reinforcement classes to improve the performance of those students with a scholarship who had greater difficulty learning in areas such as accounting, mathematics, communication and language.

The actions that were performed to face these limitations were: a) renewal of commitment made with students and family, b) reinforcement classes with the support of a teacher and extra classroom hours, and c) supervision and constant monitoring of the student's academic performance.

The results of 2014 are quite acceptable, with 96% of students promoted to the next cycle and registering a 4% of students with academic failure (retired and not promoted) A situation that encouraged us to evaluate each of the lessons learned to adapt an appropriate method of reinforcement for the classes in 2015, considering it important to raise awareness and training to parents.

The middle school scholarships have helped young people to be more interested in their learning process, study habits, methods to develop adequately their homework; along with an active participation from their parents, creating an improvement in their academic performance.



Photograph: Scholarship students during computer class and in their classroom - Fe y Alegría Centers # 6 (Lo de Coy, Mixco) y # 2 (Carolingia, Guatemala) / August 2014



Project: Promoting education for a better future

Established alliances with companies like Seguros Universales, Burger King, Copinsa, Ninohska, Fidelis and Centros Comerciales Pacific Center, allowed in 2014 to start a new scholarship program benefiting 1,000 children who were enrolled in the first grade of primary school. The mechanism of raising funds for this project is through the “Contribuciones Voluntarias de Donación- CVD” (“Voluntary donation- VD”).

The project is identified with the name of “Promoviendo educación para un futuro mejor” (“Promoting Education for a better future”) referring education as the best way to meet the dreams that we as children have had as we enter school, and Guatemala needs this transformation where better opportunities improve the quality of life.

The criteria selection for beneficiary families was always prioritizing large families, single mothers, older children, and student groups located in rural communities and marginal urban neighborhoods in the city. These children coursed first grade, and hopefully we will be able to support all their primary education. The scholarship support children with school supplies, teaching materials and school uniforms.

Concerning the fundraising segment, different presentations of the project progress were given to employees and executives of donor companies. An active communication was established to address matters relating financial and accounting details to consolidate the new model CVD between BK Becas Foundation and the donors.





Photograph: boys and girls benefited with the primary BK Becas Scholarship – Escuela Rural Mixta Aldea Chipiactal, Municipio de Patzún, Chimaltenango – September 2014.

The implementation of the project was carried out with the organizational and logistical support of six educational institutions being the following: Fe y Alegría and Colegio Benedictino (Guatemala), Asociación CDRO (Totonicapán) , Asociación Renacimiento y Acuala Zum Alaj (Chimaltenango) and Asociación Corazón de los Niños (Sacatepéquez) .

The academic performance of students is monitored every two months according their grades. The management of resources, the descriptive and financial reports were responsibility of BK Scholarship Foundation and United Way of Guatemala - FUG .

Other initiatives for the scholarship program

During 2014, there were several activities that supported and complemented the Scholarship Program, some of these are:

- 1) “Las ventajas de permanecer en la escuela” (“The advantages of staying in school”) and “Economía para el éxito” (“Economics for Success”) , are two programs for students in the 6th grade and 8th grade. The program aimed to motivate and encourage them to reach their goals in the immediate future.





The coordination of this initiative was conducted with the support of Junior Business and the Department of Human Resources of Burger King restaurant, which delegated managers for the realization of the six sessions of the youth training project. The implementation period was between July and August 2014.

- II) Niños Ayudando Niños (NAN / Children Helping Children), is an initiative where children attending art schools auction their paintings to improve other children's education (30% of that fund goes back to the child that painted the art and 70% to Bk Becas Foundation). The event was organized and sponsored by Pepsi , McCain , Burger King and five schools of painting and art of Guatemala City (Casa Azul , Pintando con Ana, Tercero Duarte, Imagine y Cartoons). The raised funds are being used in the educational improvement program of basic level students, 2015. Realization date: October 2014.
- III) In the fourth quarter of 2014, the design of our web page was redesigned in order to present ourselves to our partners as an entity that is in constant renewal.

Photographs of students with the BK Becas Scholarship:





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