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The Denan Project Celebrates #GivingTuesday with Campaign to Empower a Poor Peruvian Community

Woodbury, CT, November 20, 2015 – On Tuesday, December 1, The Denan Project (TDP), an all-volunteer community-based organization that helps under-served people around the world, is participating in #GivingTuesday, a global day dedicated to charitable outreach. To celebrate this day, The Denan Project is launching a special #GivingTuesday campaign, *The Choquemarca Challenge*, to help the people of Choquemarca, Peru.

Choquemarca is a small, extremely poor town in southern Peru, located near TDP's health center in Uratari. The regular availability of food, especially protein – both for consumption and to sell – is a problem for its inhabitants. It is imperative that the people of Choquemarca develop dependable, long-term food sources for greater self-sufficiency. To help, TDP will provide a micro-loan that will enable people in the village to build pens to raise animals, to take to local markets. Meeting *The Choquemarca Challenge* requires \$7,000. Every contribution will be matched dollar for dollar, so TDP is seeking at least \$3,500 from interested donors.

“By supporting local entrepreneurship and economic growth at the grassroots level, our goal is to help communities become self-sufficient and break long cycles of poverty,” said Dick Young, founder and president of The Denan Project. “This particular micro-loan will help the people of Choquemarca improve both their economy and health, as the animals can be raised both to be eaten and to be sold. We have offered micro-loans for similar projects in neighboring Peruvian villages and have seen great success and improvement in the quality of life. We also have had very high success with repayment, with all the loans scheduled to be repaid on time or early. With the help of our supporters, we are hopeful for equally successful results in Choquemarca.”

Since its founding in 2012, #GivingTuesday has inspired giving around the world, resulting in activities that bring about real change in communities. We invite you to join the movement and help The Denan Project reach its donor goal of \$3,500 to help the people of Choquemarca. [Click here](#) to donate.

About The Denan Project

The Denan Project is an all-volunteer, community-based nonprofit organization that provides health and development assistance to under-served people living in remote areas, in some of the world's poorest

places. In addition to Uratari, Peru, we also work in Denan, Ethiopia; Ouadaradou, Burkina Faso; Tariat, Mongolia; and Chinle, Arizona. Working with regional governments and nongovernmental agencies, we strive to make these communities self-reliant by developing and implementing long-term, sustainable solutions. Because we are run entirely by volunteers, more than 96% of the funds that were donated between the years of 2009 and 2014 went toward helping people in the locations we serve. For more information visit: www.thedenanproject.org. Follow us @TheDenanProject on Twitter and The Denan Project on Facebook.

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