

Exemplary Peruvians -2005

Some were Peruvians of the month, others impressed us with their experience and philosophies, but each of these people is an example of what we Peruvians are capable of achieving when we strive for a simple vocation of improving and bettering our country. These are our successful Peruvians, our exemplary Peruvians.

Martha Jesty, Helping Peru from the other side of the world



In Lima as in other areas of our Peru, hundreds of children leave school because their parents cannot buy pencils, note books or books providing them with the basics for learning. Martha Jesty knew a little of this reality, but was not in such close contact with it until a year ago, when she decided to return to Lima and stay for 6 months while she was waiting for her second baby to be born on Peruvian soil, like Martha herself.

“I had to do something, here even the cats and dogs have medical insurance, people don’t know what to spend their money on, whereas in Peru many things are needed”, she says. For 15 years Martha has lived in the United Kingdom, the country for which she left to set up a small business selling Peruvian alpaca jumpers and where she met Paul, the man that she married.

There she completed her studies as a bilingual secretary and in public relations, brushing up her languages at Cambridge University, and then she obtained a diploma in Modern Language Teaching for adults, whereby she was able to set up a teaching, translation and interpreting company for the Spanish and Portuguese languages for Latin-American companies, which today is called LATIN AMERICAN LANGUAGE SERVICES-LALS-.

But Martha’s merit goes beyond professional success. For one year Martha has been working on another personally satisfying project, by means of which she manages to help many children from the “Los Huertos” area in Chorrillos.

Martha is the UK’s representative for HELP, a charity that works to help Peruvian children have a fairer standard of living. During this year, Martha Jesty has set aside time from her work, her two small children and her husband to find “godparents”, the system by means of which the children of Los Huertos are helped by their godparents, who for one year pay for essential equipment for their education, such

as books and note books. HELP also hopes to collect 50,000 dollars this year in order to be able to build a primary school.

Martha, who visits Peru every other year because she loves the country and her family, collects clothing and coloured crayons, which she sends twice each year for distribution among the little children who need them most. The charity also offers godparents the opportunity to visit Peru and work as volunteers, living with Peruvian families and taking Spanish lessons.

One of the things Martha most misses about Peru is the food, and her family that she has to see only when she comes, as the British government has not allowed her sisters to travel there. She has first hand knowledge of several cases of Peruvians who have been mistreated when seeking a British visa, and for this reason has undertaken another noble struggle, by means of a campaign that seeks to improve the treatment of Peruvians at the British Embassy. She hopes that some things will also change for the good about Peru: "I hope that racism, the preference for white or better-looking people, will be eradicated. It is time to leave behind this foolishness and start to categorise people according to their intelligence and abilities and not according to their name or social position", she says.

For now Martha will continue working to help the children of Chorrillos have a decent life and the basic education to which they are entitled.