

December 2009 - Number 14

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\$200,000 Were Awarded in Grants for 2010!

After a thorough grant selection process ^(*), with participants from Uruguay and the US, 16 projects were selected in November to be supported by Reaching U in 2010.

This year 62 proposals from 36 different organizations were received, 11 of which had been assisted by Reaching U in the past. Most of the submitted projects focused on education and job placement, and the rest on health related initiatives (especially linked to premature birth and drug addiction prevention). In addition, 4 different teams presented joint projects on teen education and social insertion for the \$20,000 grant announced at Reaching U's "Socio-educational insertion strategies for adolescents in vulnerable social situations" last August.

The selected projects were the following:

- **ACJ San Jose:** New kitchen and technological equipment for this YMCA children center in San José.
- **Aires Puros Center:** After-school high school program for youths living in the Aires Puros neighborhood. This project is managed by the Salesian congregation.
- **Álvarez-Caldeyro Barcia Foundation:** Operating expenses of the Breast Milk Bank, and hearing and vision program for premature babies at the Pereira Rossell Hospital.
- **Banneux School:** Furnishing of a new classroom for an after-school program for teens.
- **Caif Juan XXIII:** Dental health of the mothers of the children attending this learning center.
- **Casa Lunas:** Training for the teen parents attending the center on production and commercialization of soap.
- **CeprodiH:** Center for pregnant women at risk.
- **Don Bosco School:** After-school program for graduates from Don Bosco elementary school who are now attending high school. This project is managed by the international organization "Fé y Alegría."
- **Gurisaes Project:** Meal service for the children and youngsters attending the center. Training courses for children and teenagers. Refurbishing of kitchen's laundry.
- **Liceo Jubilar:** 26 scholarships and job training workshops for high school students.
- **Logros:** Training on organic fruit trees production for the students at a secondary school in Paso de los Toros in

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Roberto Canessa with Reaching U's Miami team

Tacuarembó.

- **Los Pinos - Jubilar:** Joint grant for two organizations to promote cooperation. Support for 20 students from Liceo Jubilar and Los Pinos to assist them in the completion of the final years of high school and provide them with other courses such as English and theater.
- **Madres de la Cruz:** After-school educational and psychological support for children living in the center's neighborhood.
- **Niños Con Alas:** After-school educational and psychological support for graduates from three elementary schools (Banneux, Montserrat, Federico Ozanam), who are now attending high school.
- **Senderos de Vida:** Center for teenage mothers. It seeks to avoid recurring pregnancies, improve the health of the mothers and their babies, and helps them acquire study and work habits and improve their self-confidence.
- **Uruguayan Family Planning Association:** Training on sexual and reproductive healthcare for teachers and students in different areas of the country (Tacuarembó, Rocha and Paysandú).

For more details on these organizations and their projects please visit us on the web at www.reachingu.org.

() About the project selection process.*

The project selection process involves the following steps:

- ◆ *Reaching U volunteers, board members and donors are invited to participate in the process and organized in different sub-committees.*
- ◆ *Each sub-committee analyzes about 5-6 projects and submits its ratings and recommendations to Reaching U's project selection committee.*
- ◆ *The project selection committee reviews the results from the sub-committees and proposes a list of projects to be supported the following year.*
- ◆ *The project selection committee's proposed list is presented to Reaching U's Board of Directors for final approval.*

Projects are ranked through the selection process based primarily on their: (1) focus on children, teenagers and/or women in the areas of education, job placement and health, (2) soundness of the organization, (3) social impact of the project, (4) possibility of measuring the project's impact

October: Stellar Events in Miami and New York!

October was a very busy and inspiring month, with more than 800 people gathering together with the goal of helping Uruguayan women and children in vulnerable situations! The month started with an extremely inspiring conference in Miami presented by Roberto Canessa, and followed by Reaching U's traditional annual dinner and silent auction event. \$140,000 was raised!

Miami started... Roberto Canessa, one of the 16 young men who survived 72 days in extreme conditions after the plane carrying his rugby team crashed in the middle of the snow-capped Andes Mountains in 1972, presented at Reaching U's "Human Groups in Crisis Situations" conference. The evening's charitable goals inspired Roberto who, according to all those present, gave one of his deepest and most sincere speeches.



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Carlos Ott at Reaching U's New York dinner



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Meal time at Gurisaes

The conference was sponsored by 22 corporations and private individuals, and had the support of the Uruguayan Consulate in Miami. Several companies invited their staff along. Listening to Roberto's experiences and thoughts was a teamwork motivating experience for employees. Other firms invited their clients while many more people bought invitations for themselves and their friends.

A total of 350 people of different nationalities attended, and a total of \$40,000 was raised!

New York followed. This year's Reaching U auction and gala dinner was a complete success. Close to 300 people attended and donated approximately \$100,000 to Reaching U's projects, making this a highly significant event.

The presence of our prestigious guest of honor, internationally acclaimed Uruguayan architect Carlos Ott, took our organization to new heights. The silent and live auctions attracted much more support than we expected, with the presence of GTN's Jorge Gestoso as master of ceremonies and auctioneer Augusto Uribe from Sotheby's, rounding off a spectacular evening.

The dinner was prepared by Opia Restaurant and received praise from all those present. The gala also featured a video from our volunteers in Montevideo showing an excellent roundup of the projects sponsored by Reaching U.

A big THANK YOU to both events' attendees and volunteers!

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December Semi-Annual Mailing Campaign: Remember the Less Fortunate During the Holiday Season!

We are at the end of a great year for our foundation. The gala dinner and auction that took place in New York was record breaking for Reaching U and for Uruguayans living in the United States. It showed how incredible results can be achieved when a cause is worth believing in, and when there is determination and hard work.

In Miami, Dr. Roberto Canessa, a survivor of the Andes plane crash, lectured on "Human groups in crisis situations: a real experience". He noted that we "**live in a society in which we have more than what we need and in which we do less for others than what we can**". This observation sums up our spirit as Reaching U volunteers and we want to share it with you.

Unfortunately, today in Uruguay 1 in 3 children live below the poverty line and suffer from learning difficulties or drop out of school. Your donation will make it possible to continue helping Uruguayan women and children in 2010. Please **donate now**.

You can now **subscribe** to Reaching U through our website via PayPal and make recurring donations of \$25 per trimester.

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Dr. Ruben Ricardo Panizza

Saying Goodbye to a Very Dear Friend

It is with great sadness that we share with you the passing of our dear friend, Dr. Ruben Ricardo Panizza, this past September. Dr. Panizza supervised the neonatal ward and intensive care departments at the Pereira Rossell Hospital, and developed, among many other things, Uruguay's Milk Bank network.

We first met Dr. Panizza in 2002 when the Alvarez-Caldeyro Barcia Foundation (Fundalca) requested that Reaching U finance the first Milk Bank in Uruguay. This proposal illustrated Dr Panizza's ambitious dream of providing every baby born at the Pereira Rossell Hospital with breast milk, thereby eliminating intra-hospital infections and coloenteritis-driven newborn mortality. We were very excited and honored to be part of this incredible initiative and started working with him and Fundalca in 2003.

It has been amazing and enriching to see this project grow, and its model being replicated in other parts of the country and Latin America. Dr. Panizza's dream will continue to grow under Dr. Mara Castro's leadership, who has worked with Dr. Panizza for many years. Dr. Castro headed the Pereira Rossell's Lactation department and has been Dr. Panizza's right hand since the beginning.

Dr. Panizza was a very special individual whose talent, compassion, commitment to those in need, generosity and determination were hard to match. Undoubtedly, his legacy represents a huge contribution to Latin America's medical community and to society in general.

For more details con Dr. Panizza's work please click on the following links: <http://www.youtube.com/watch?v=1HYf5PBPh6c> and <http://www.youtube.com/watch?v=p1WRBwidCw8>.

Private Drives and Donations

Reaching U was very well represented at this year's New York City Marathon! On November 1st, Alejandro Rodríguez, Alejandro Torrendel , Enrique López Castilla, Aleco Calfopolus, and Juan Pablo Fabini from the Uruguayan running team Los Primitivos (The Primitives) ran New York City's marathon on behalf of Reaching U. The runners, four of them fairly experienced and one running for the first time, did a tremendous job. Alejandro Rodríguez crossed the finish line after 3hrs33min, Enrique 3hrs55min, Alejandro Torrendell and Aleco 3hrs56 min, and Juan Pablo 5hrs23min. **Together, they raised more than \$2,500 for Reaching U!**

Furthermore, it was the first time that runners living in Uruguay undertook the initiative of trying to create awareness and raise funds to help others, while participating in a very challenging sports event. **Reaching U and Los Primitivos are very proud of these five runners and we hope others will follow their example!**

Leonor Cattivelli, from Atlanta, GA, donated 30 HP scientific



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Kike Lopez Castilla, Alejandro Torrendell, Alejandro Rodríguez and Aleco Calfopoulus at the New York City Marathon

calculators to be used by Liceo Jubilar's (Jubilar High School) students. In addition, through a HP sponsored drive, she helped Reaching U purchase 3 laptops at a 20% discount. These laptops will be used by Reaching U staff.

A group of Uruguayans living in the San Francisco Bay area, led by Honorary Vice Consul, Mr. Fernando Sasco, decided to join Reaching U's efforts. This group organized a drive to raise funds to support one of our partner projects (Madres de la Cruz), and so far has raised \$2,500. However, the number of donors and the amount raised keep growing! If you want to join this drive, please contact Mr. Sasco at urusanfra@aol.com. Thank you San Francisco!

Other News

This year we had a terrific run with our Cause on FACEBOOK, and this fundraising channel will start financing its own project.

Through this online tool, we have been reaching out mostly to our younger, more "connected" donor and follower base. Our team has been working hard to keep posting interesting news and facts that are attractive to users, and thereby taking them to the next step: clicking on the DONATE button and eventually becoming a full fledged Reaching U member!

In one year we recruited more than 1,000 members, and raised almost \$5,000. We have a goal of \$10,000 for 2009/2010 through this channel, and those funds will be invested in our "FACEBOOK Project," which was selected through Reaching U's regular project selection process. This year it will be ACJ San José. Reports on the status of this project will be posted periodically on our cause page. If you would like to join, please log in to [our cause page](#).

Interview with María Riccetto

María Riccetto is Uruguayan and lives in New York. She is a dancer at the American Ballet Theatre and has been supporting Reaching U for several years.

How long have you been in the US? What brought you here?

February will mark my 12th year living in the U.S. and 11th year in New York City. I began studying ballet in Uruguay and in 1998 I traveled on a scholarship to the University of North Carolina School of the Arts. In 1999 I was offered a contract by the ABT.

How did you hear about and become involved with Reaching U?

I got to know Reaching U through friends at the Uruguayan Mission of the United Nations. I was always interested in the work of the organization and began to get more and more involved. However, because of other commitments I don't have time to participate as much as I'd like to. I have a really busy work schedule and I'm often away from NY on tours.

What has been your experience with Reaching U?



María Riccetto starring as Giselle with the ABT at the Metropolitan Opera

Luckily this year I was able to visit the Liceo Jubilar high school in Montevideo. It's an experience I'll treasure in my memories and in my heart. For a few hours I felt more a part of Reaching U than ever...

Do you have any feedback or suggestions?

The amount of support and work you do for so many Uruguayan organizations is incredible; many of them are not well-known. I recommend anyone who reads this to take the time to learn more about Reaching U's work and how down-to-earth the members of Reaching U really are.

It's also great to see the passion with which many people give up hours and days to help our country, which might be small, but feels bigger than ever when it's so far away!

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Thanks to the generous contributions of people like you we can help underprivileged women and children in Uruguay.