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2010 Got Off To a Busy Start...

Reaching U awarded US\$200,000 to 16 organizations in grants for 2010, of which US\$92,000 was already transferred so they can all get started with their activities.

On February 28th all the organizations presented their use of funds reports. These reports, which have to be submitted twice a year, are very important since they include all the expenses incurred so far, a comparison to the requested amount, the project's social impact, and the organizations' plans and future financial needs.

...And We Count on Your Help Throughout The Year!

Thanks to your help Reaching U will touch the lives of 5,000 children and 200 mothers in Uruguay this year!

A big thank you to all of you who already participated in our December campaign. We sincerely appreciate it. Unfortunately, there are still thousands of children in need in Uruguay. In 2010 we will be supporting education, job training and health programs assisting the poor.

During these hard economic times it is important to remember that we live in a society in which we have more than what we need and we do less for others than what we can.

Please **help us** assist those kids that really need it. Become a member with a \$100 contribution or whatever amount you can afford.

Change in date: *Please note that the deadline for the organizations to submit their grant requests has been moved forward from the end of September to the end of July.* All those organizations that would like to apply for grants for 2011 need to send us the appropriate forms by July 31st, 2010. For more details please visit our **web site**.

News from the Field: Gurisaes

Cooking workshop at Gurisaes

The **Gurisaes** project provides assistance to children and teens living at risk or on the streets of the Villa Muñoz-Goes neighborhood. Reaching U finances the meal service for the children and youngsters attending the center, training courses for children and teenagers, and the refurbishment of Gurisaes' kitchen laundry.

One of Uruguay's team members recently visited Gurisaes in the early afternoon when the cooking workshops for the youngest children were taking place. She was very pleased with what she observed, and we wanted to share her impressions with you:

"The workshop is carried out in a kitchen fitted with long wooden tables. At one of these tables I found several five- and six-year-old children working under the direction of their cooking teacher, kneading dough to prepare chocolate chip cookies.

The workshops are attended by children between five and eighteen years of age who take turns in the following format: while half the children attend the workshop, the other half stay with the teacher (this enables the teacher to work with a reduced group of children) and at half-time they switch. The cooking workshop is everyone's favorite, and all the children are more than happy to attend.

Children usually come from their classroom forming a "train", marching in line and holding each other, behind the cooking teacher, who is very nice but also quite strict. First stop before entering the workshop (and last before returning to the classroom) is to clean hands in the wash room which is to be renovated this year thanks to Reaching U. They also wash all the trays, dishes, cups, and utensils. Afterwards, the teacher explains to them what they have to do, and everyone cooperates. For instance, the first group prepares the dough, the second group bakes the cookies, and then everybody gets to taste them!

The oldest children copy all the recipes, and, apparently, a few already want to become chefs. There is even a girl who is earning some extra money making confectionery and selling it to the local grocer. I believe these workshops are a positive tool that provides the children with the opportunity to express themselves in different ways and to learn that they are capable of doing good things by themselves, all of which enhances their self-esteem and also has an overall positive impact on them."

An Award to an Outstanding Supporter



Reaching U's Chairman, Robert Weisz with NY General Consul Adriana Lissidini

On March 10th, Reaching U's Board of Directors presented Uruguay's New York General Consul, Adriana Lissidini, an award in recognition for her enormous dedication to the Uruguayan community in the New York City area.

Mrs. Lissidini's support has been critical for Reaching U's growth and development in the United States.

Thank you General Consul!

Thank-You Cocktail in Uruguay for Donors and Partners



Reaching U's Uruguay team and guests at Lapataia

Taking advantage of the presence in Uruguay of many Uruguayans and foreign nationals who cooperate with our organization, Reaching U held a meeting in Punta del Este to honor the contributions of all those who enable the organization to function throughout the year and to present its

goals for 2010.

The venue, Lapataia, generously provided by Princess Laetitia D'Arenberg, provided an excellent backdrop for the many volunteers and contributors to share their experiences and impressions with the Reaching U board members. More than 350 people attended.

We would like to express our gratitude to all those who made this enriching experience possible: sponsors, backer, supporters, volunteers and attendees. THANK YOU!

Private Drives and Donations



Los Primitivos" and friends right before the San Fernando race

Reaching U was present at this year's San Fernando race in Punta del Este. At this year's traditional San Fernando race held on January 6th, "Los Primitivos" displayed their support for Reaching U once again. More than 30 member of this running team participated in this extremely popular race, exhibiting their "Primitivos-Reaching U" T-shirts and creating awareness about the foundation.

LA CORTE Restaurant, in "Ciudad Vieja"(Montevideo), held a drive among suppliers and customers in favor of Reaching U during 2009. The restaurant donated a TV, several bags of clothing, "Pan Dulce", toys and other goodies that were distributed at the end of the year among organizations focused on young children, and a US\$1,400 check. Thank you La Corte!

In late 2009 and early 2010, some of our members and volunteers set up "birthday wish campaigns" on Facebook, encouraging their friends and contacts to donate through our Causes page. We want to thank Diego Prusky, María Eugenia Muñoz, Eduardo Milieris and Lucía Madueño for their generous support and for helping us promote Reaching U and our campaign through Facebook; we are sure others will be "inspired" by their effort!

IBM's corporate matching program. IBM provided corporate matching funds to former employee, José Silveira, for his hours devoted to Reaching U for up to \$1,000. A similar program is currently being implemented in IBM's Uruguay offices.

Uruguayan American School (UAS) students help Reaching U. This year the UAS's Economics and Finance students managed two stock portfolios of US\$10,000 and decided to donate US\$4,000 earned in profits to an organization supported by Reaching U. Reaching U presented the class with different options and they selected "Madres de la Cruz," which provides after-school educational and psychological support for disadvantaged children living in the center's neighborhood. Congratulations to the UAS students for being such good stock pickers and thanks for helping Reaching U!

Other News: Board Changes

We welcome Beatriz Ponce de León to Reaching U's Board of Directors. It is with great pleasure that the Board of Directors welcomes its new member. Beatriz has demonstrated her deep commitment to Reaching U and our programs, and we look forward to working with her towards the achievement of our goals.

Furthermore, please see below the Board officers for this year:

Chairman: Robert Weisz
Vice Chairman: Nelson Fraiman

Global Executive Director: Inés Bonicelli
Treasurer: Alvaro Stainfeld
Executive Director and Secretary - New York: Fernanda Guliak
Executive Director - Miami: Pilar Mercader
Executive Director - Uruguay: Ana Inés Balsa

Interview with Alessia von Erb



Alessia at Ceprodih

Alessia von Erb was born in the US, is 17 years old and is currently attending high school in New York City. Alessia did a pro-bono internship at Ceprodih this past summer.

What is your connection with Uruguay?

I have several connections with Uruguay. On my father's side, part of his family immigrated to Uruguay during the late 30's, and on my mother's side, my grandparents are from Uruguay and currently live there. My mother was raised in Montevideo and since I was very young I have been visiting Uruguay with my siblings once a year.

What made you decide to intern at Ceprodih?

My mother suggested it. She knows and admires one of Ceprodih's founders, Adriana Abraham. My mother always talked to us about Ceprodih's work, so one day I decided I wanted to help them some way.

How long was your internship, and what did you do?

I stayed in Montevideo for three weeks, and every day I visited one of the Ceprodih's shelters that host women victims of domestic violence and their kids. I looked after around 10 infants between 1 and 2 years old while their mothers attended sewing workshops.

What was the main takeaway from your experience?

For the first time in my life I saw how those kids that weren't as lucky as I was and didn't have the same opportunities as I did. Even though they live in a very small home and in very humble conditions, they seem happy and smile all the time. For me, this was really shocking and moving...

What would you do to try to improve the lives of those women and kids that live in Ceprodih's homes?

First of all I would like to help raise funds for Ceprodih since the living conditions of these kids and women are very difficult due to the lack of financial resources. For example, the children who are old enough to attend school lack basic utensils such as pencils, books, crayons, etc. In addition, they have very little space to do their homework or play...

Would you go back to Ceprodih?

Of course! I am planning on returning next summer for a longer period of time, and I would like to continue visiting and helping Ceprodih all my life. My experience at Ceprodih had a great impact on me and I really fell in love with the kids and the project. Furthermore, my younger sister, who is 16 years old, got so excited with my stories that decided to come with me in June.

What would you do to create awareness in the United States about Reaching U and organizations like Ceprodih?

I got started on this by telling my friends and family about my experience at Ceprodih and with Reaching U. Furthermore, my sister and I are trying to raise funds at our school (New York's French School) so we can finance the aprons that the mothers attending Ceprodih's program will be sewing for a CAIF (Infants and Family Support Center). So far, we've raised some cents, however, I hope that by the time I go back to Uruguay in June, we'll reach my goal of US\$1,000. If somebody would like to help us, please do !