

**IN THIS ISSUE:**

September 2010 - Number 17

[2011 Call for Grants](#)  
[Reaching U to Improve Impact Measurement Tools](#)

[Reaching U Programs Participated in NGO Workshop](#)

[News from the Field: Walking along the Path of Growth](#)

[Save the Date: Annual Fundraising Event on October 20](#)

[Other News](#)  
[Private Drives and Donations](#)

**PREVIOUS ISSUES****PROJECTS WE SUPPORT****WATCH OUR VIDEOS!**

Reaching U year by year:

**2009**  
**2008**  
**2007**

**GRANTS**

**Learn how to apply for a grant**

**Deadline to apply for a grant: 7/31/2010**

**ABOUT US**

**BACKGROUND**  
**BOARD OF DIRECTORS**  
**US TEAM**  
**URUGUAY TEAM**  
**DONORS**  
**TESTIMONIALS**

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**facebook****HELP US!****2011 Call for Grants 2011**

July 31 was the deadline for organizations interested in requesting funds for 2011 to submit their proposals to Reaching U. We received applications from 53 different organizations to fund 71 projects in the areas of education, social integration, job training and healthcare for children, adolescents and mothers. Over 50% of the requests came from organizations that had never presented projects before and, although there was no specific call to submit joint projects, two of the proposals promoted synergies between organizations complementing each other's work.

In the last seven years we have noticed a change in the type of projects submitted to our call for grants. Applications have dropped significantly for welfare-related projects and there are an increasing number of proposals from organizations working in the comprehensive care of children and adolescents with a focus on education, seeking to avoid repeated grades and dropouts among high school students. There has been an increase in the number of projects that aim to offer tools and establish skills that enable real and sustainable social development.

**Reaching U to Improve Impact Measurement Tools**

This year Reaching U aims at improving the process of measuring the impact of the organizations it supports in the community. The first step is to systematize the indicators used by all the organizations. In the case of projects related to child and youth education, we are working to obtain comparable indicators that reflect the decrease in school dropouts and repetition, improvement in school performance, and better nutrition. In the case of support to at-risk mothers, our goal is to measure the improvement in the women's training and job insertion, as well as their children's level of education.

By being more efficient in identifying and measuring results, we will be able to better assign funds and set concrete expectations with each project we support. The organizations themselves will also benefit from this improvement because they will have concrete parameters to measure their management.

If you want to receive additional information or have suggestions, please contact Ana Balsa at [anabalsa@reachingu.org](mailto:anabalsa@reachingu.org).

**Reaching U Programs Participated in NGO Workshop**

Ines Bonicelli, Dawn Crosby, Ambassador David D. Nelson and a guest speaker at the US Embassy in Uruguay

More than twenty non-governmental organizations (NGOs) participated in a three-day workshop held at the US Embassy in Montevideo. The topics covered included strategic planning, fundraising, project development, leadership, and volunteer work. Nine of Reaching U programs were present: Jubilar, Madres de la Cruz, Aires Puros, Ceprodih, Los Pinos,

Fundalca, Providencia and Casa Lunas.

The workshop was led by Dawn Crosby, regional director for Latin America and the Caribbean of the United States Agency for International Development (USAID), and responsible for managing economic and humanitarian assistance provided by the U.S. Ms. Crosby noted a "duplication of efforts" between certain organizations and that they must "differentiate" in order to receive international financial aid. Furthermore, she said that NGOs in Uruguay are very "dependent on volunteers," although "they understand management practices."

The event concluded with a meeting to which some 150 organizations were invited and where the Executive Director of Reaching U, Ines Bonicelli, attended as one of the distinguished speakers along with representatives from the World Bank, the Portones Shopping Foundation and the San Vicente Organization, among others.

In the words of social worker Victoria Marguery, coordinator of Madres de la Cruz: "The workshop has given me the opportunity to learn tools for evaluating the performance of our organization as well as to consider deeper changes .... Reaching U has undoubtedly played a major role in the growth of Madres de la Cruz in recent years."

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### News from the Field: Walking along the Path of Growth



Senderos de Vida mothers with their babies

Nine years ago, a group of teachers, technicians and professionals in the city of Rivera decided to take action against a growing problem: teen pregnancy. This gave rise to the NGO Senderos de Vida (Pathways of Life), designed to accompany these women and their children at this key stage. In September 2007 Reaching U began to support Senderos de Vida.

Senderos de Vida accompanies these young women who are referred by healthcare centers and schools that do not have the resources to attend to them. Espacio Esperanza (Space for Hope) is the name of the comprehensive program that prepares these teens to fulfill their roles as mothers, continue to develop as individuals and improve their job prospects to allow them to sustain themselves into adulthood.

In the same way as Senderos de Vida accompanies these adolescents, Reaching U has accompanied Senderos de Vida in its growth and consolidation project. Today, three years after the first steps were taken, the organization has achieved significant milestones:

- Today the Home for Teenage Mothers attends to 20 young women and figures show that they have three times less chance of becoming pregnant again in addition to giving their children a better start with good levels of care and nutrition. Twenty-two women also participate in the training and job placement program.
- The growth of the organization has allowed it to access other funding sources, both nationally and internationally.
- The project has been selected to implement training programs by the Ministry of Labor.

Senderos de Vida has strengthened its project, which is the only one in the city, but it still needs the support of Reaching U to continue making significant progress each year.

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## Save the Date: Annual Fundraising Event on October 20



Former Ambassador to Uruguay  
Frank E. Baxter

Reaching U's annual fundraising event, which consists of a dinner and both a silent and live auction, will be held on **October 20th at Guastavino's, located at 409 East 59th Street in New York City.**

More than 300 guests are expected to honor **former United States Ambassador to Uruguay from 2006 to 2009, Frank E. Baxter.** During his tenure, Ambassador Baxter played a crucial role in strengthening and intensifying the political, commercial, and cultural relations between both countries.

Before his appointment as Ambassador, Mr. Baxter, who is currently Chairman Emeritus of Jefferies and Company, Inc., a global investment bank, had a long and successful career in the finance industry. He served on the board of NASDAQ and is also a former director of the Securities Industry Association. He has also been involved in numerous civic and philanthropic activities throughout the years, such as the Alliance for College-Ready Public Schools, an organization dedicated to starting a number of charter schools in Los Angeles. Mr. Baxter has been the recipient of several distinctions, among them the Bet Tzedek, House of Justice Award and the City of Angels Award.

For tickets, sponsorship opportunities, and information, please contact Fernanda Guliak at [fguliak@reachingu.org](mailto:fguliak@reachingu.org).

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## Other News



Attendees at our June 19 event

**Presentation of Reaching U in New York.** On June 19 a reception was held to introduce Reaching U to potential donors. Attendees were interested in learning more about the organization's work and the programs it supports. After the reception, the film "Un viaje hacia el mar" ("A trip to the sea") was screened.

We would like to thank Jimena Pereyra and the staff at Opia Restaurant for their unwavering and highly professional support.



Los Primitivos at the ING NYC Marathon in 2009

**Los Primitivos and Reaching U on the run again!** On November 7th, 2010 *Los Primitivos* will be running again to raise funds and awareness for Reaching U at the ING New York City Marathon. This year the 26.1 miles challenge will be taken by Rossana Arechavaleta, Francisco Armas, Alberto Gossweiler, Juan Seré, Guillermo Sosa, and Marcos Valdés.

Please show your support to their huge efforts by donating [here](#).



Crandon Links, Key Biscayne, Florida

**First Miami Golf Tournament.** We are proud to invite you to our Miami Golf Tournament, which will take place at the ***Crandon Links in Key Biscayne on November 6th, 2010***. The tournament is an excellent way to enjoy a day of golf at one of Miami's greatest courses and simultaneously contribute with a great cause. The Golf Tournament will benefit after school programs Madres de la Cruz and Centro Salesianos Aires Puros. Registration fee is \$120 (Individual) and \$480 (Foursome).

To register, for sponsorship opportunities or information, please contact Nick Stanham at [nstanham@rsmiami.com](mailto:nstanham@rsmiami.com).

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### Private Drives and Donations

**Reaching U received a \$10,000 grant.** For the second time, Reaching U received a \$10,000 grant from Tinker Foundation, an organization that encourages collaboration between organizations in the United States and Latin America and among institutions in those regions. Special thanks to one of Reaching U's great friends, Arturo Porzecanski.

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

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