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## A New Fundraising Record Was Set in 2009

**Miami.** On October 1st, 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. 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 and other attendees. A total of 350 people of different nationalities attended, and a total of \$40,000 was raised!



**New York.** 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. The presence of our prestigious guest of honor, internationally acclaimed Uruguayan architect Carlos Ott, took the organization to new heights. The silent and live auctions attracted much more support than expected, with the presence of GTN's Jorge Gestoso as master of ceremonies, auctioneer Augusto Uribe from Sotheby's and incredible art work and other fabulous items such as Pablo Atchugarry's "Reaching High" sculpture made with Carrara marble specially for Reaching U. The dinner was prepared by Opia Restaurant and received praise from all those present, wonderful wines were provided by Bodegas Carrau and gift bags were filled with delicious "dulce de leche", a gift from Tambo Lapataia. The gala also featured a video from our volunteers in Montevideo showing an excellent roundup of the projects sponsored by Reaching U.

### Thank you!

**Volunteers | California:** Ana Casterán-Winkler; **Florida:** Virginia Bove, Lucienne Cambón, Victoria Ferrés, Josefina Gomensoro, Vicky Mas, Martín Mas, Paula Di Mauro, Pablo Milburn, Marcelo Pittaluga, Karina Scholpa, Nicolás Seigal, Nicholas Stanham, Milagros Varela, María Eugenia Vilar del Valle, **Louisiana:** Marcela Lemoine; **New York:** Silvia Bard, Ana Bluth, Amalia Branaa, Ana María Cibils, Helena Croce, Lucía Echenique, Adriana Elenberg, Gabriela González, Aparicio Ilundain, Oscar Insúa, Lucía Madueño, Gloria McDonald, Eduardo Milieris, Denisse Norman, Cecilia Ott, José Luis Peña, Jimena Pereyra, Pilar de Posadas, María Ricetto, Magdalena Secco, Cecilia Sienra, Luisa Sichero, Andrew Weisz, Cristina Weisz; **Washington DC:** Verónica Alonso, Antonella da Camara, Patricia da Camara, Virginia Chacón, Marcela Díaz, María Paula Díaz, Rosalía Grassi, María Lucía López, Amparo Mercader, Laura Olave; **Uruguay:** Valeria Angenscheidt, Fernanda Ariceta, Gloria Arocena, Loli Arteaga, Raquel Balsa, Elvira Cadenas, María Estrada, Raquel Filippini, Paula Frizzi, Heidi Gremminger, Clara Hori, Noel Labat, Rocio Lapitz, Fiorella Magnano, Paola Magnano, Florencia Martinelli, Beatriz Ponce de León, Mercedes Portas, Veronica Russo, María Valdés, Nadine Willans.

**Foundations:** The Platform Foundation, J.M. Kaplan Fund, St. Peter's Church, Tinker Foundation; **Donors of Vision: Contributions above \$3,000:** Pablo Atchugarry, José Pedro Varela and Ana Inés Balsa, Alberto and Celia Bergeret, Alicia Bonicelli, Guillermo Campelo and Beatriz Ponce de León, Roberto Canessa, Giuseppe and Mercedes Cecchi, Aramis Cordal y Yolanda Brito, Florence Dall'O Von Erb, Carlos and Suzanne Fedrigotti, Eugene and Jovita Flynn, Martin & Yvonne Lewis, Justo Lorenzotti and Family, Carlos A. Ott, Alvaro Stainfeld and Denise Norman, Federico and Monique Ravazzani, Ricardo and Leslie Salmon, Alex and Carrie Vik, Robert and Cristina Weisz. We sincerely thank all other Reaching U Executive Members, Members, Sponsors and Friends that have not been listed.



reachingU  
A Foundation for Uruguay

# Newsletter

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## Message from our Executive Director

Dear Friends,

Reaching U turned eight years old this October, and the best celebration we could have had is to beat all our expectations in terms of fundraising and growth. 2009 has been an amazing year, we have added new volunteers in NY and Montevideo, we started working with a group of Uruguayans in California and the Miami team deepened its commitment to Reaching U. Both Miami's Canessa conference and NY's gala with Architect Carlos Ott as this year's honoree were outstanding successes and gave us the opportunity to tell about ReachingU, our mission and our projects to more and more people.

With this kind of exposure comes responsibility. Once again, we renew our commitment to identify, select, monitor and report on great non profit organizations in Uruguay that are working every day providing education, after school support and job training to high social risk children and teenagers in Uruguay. We also want to continue investing in health programs that have a great impact in the lives of newborn babies and their mothers both in Montevideo and the rest of the country.

While there has been a recovery in the economy in Uruguay, some vulnerable groups are still feeling the effects of years of economic crisis. Thinking of the next

eight years, I envision Reaching U taking on a role as a strategic leader in the channeling of financial as well as technical support to non-governmental organizations (NGOs) in Uruguay.

As a private player in the non-profit sector in Uruguay, Reaching U has the flexibility and opportunity to steer its resources efficiently and to invest donation dollars where they have higher impact. By choosing to support organizations that make the right efforts to improve education, help women and youths enter the workforce or fill gaps in healthcare services (such as teenage pregnancy, newborn care), we will make a difference and bring hope to young Uruguayans left behind. We invite you to read this annual newsletter and learn about the interesting ways in which individual people and groups have worked this year to help us reach our goals, as well as descriptions of our grants beneficiaries.

As always, thank you for your generosity and support.

Inés Bonicelli - Executive Director

## A New Fundraising Record Was Set in 2009

In 2009 Reaching U's volunteers surprised us once again and set a new fundraising record of \$310,000 (net of fundraising costs). Last year Reaching U underwent several organizational changes with several active members leaving the US and new ones joining our Board. However, the Reaching U family worked tightly together and ended up organizing the most successful annual event so far. This year, our New York team not only organized an even greater annual event, but our Miami team organized a new event conceived by a group of Uruguayans not officially part of Reaching U which was a huge success, and our Uruguayan team also started venturing into fundraising. Furthermore, several Reaching U members and friends organized private drives or made donations throughout the year.



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## Projects Assisted by Reaching U

In 2009, Reaching U granted \$155,497 to 13 organizations focused primarily on women and/or children's education and health (please see table below). These organizations and their projects were carefully selected through a rigorous process, and monitored throughout the year.

### The annual project selection process involves the following steps:

- Organizations are invited to submit the projects that need financing. The deadline is September 30th.
- Reaching U volunteers 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 in late November/early December.

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. Once selected, projects are monitored through regular field visits and semi-annual reporting.

## Reaching U Grants Awarded in 2009

January-December 2009 (estimated, in US dollars)

Organization	Sector	Location	Type of Donation	Donation (\$)
Fundación Álvarez Caldeyro Barcia	Children / Health	Pereira Rossell Hospital, Montevideo	Milk Bank's operating expenses, and hearing and vision program for premature babies at the Pereira Rossell Hospital.	23,722
Caif Juan XXIII	Women / Job Opportunities	Malvín Norte, Montevideo	Dental health of the mothers of the children attending this learning center.	9,711
Casa Lunas Center	Teenage moms / Social Inclusion	Jardines del Hipodromo, Montevideo	Training on developing fruit and vegetable gardens. Financing of food and transportation needs. Kitchen equipment.	11,350
CEPRODIH	Women & children / Social Inclusion	Ciudad Vieja, Montevideo	Refurbished shelter for families victims of domestic violence.	11,600
Colegio Banneux	Children & Teenagers / Education	Aparicio Saravia, Montevideo	Furnishing and materials for a new classroom to be used by teenagers' after school program.	5,500
Don Orione Gurisaes	Children & Teenagers / Education	Villa Muñoz, Goes / La Comercial, Montevideo	Meal service for the children and youngsters attending the center. Training courses for children and teenagers.	18,950
FRANSIDA	Women & Children / Health	Centro, Montevideo	Psychological and educational support for HIV patients and their families.	4,315
La Esperanza	Teenagers / Education	Barrio Aeroparque, Canelones	Psychological and educational workshops for teenagers living precariously in the Aeroparque area.	5,540
Liceo Jubilar Juan Pablo II	Teenagers / Education	Casavalle, Montevideo	22 scholarships and job training workshops for the high school's students. Scientific calculators.	28,400
Madres de la Cruz	Children / Education	La Cruz de Carrasco, Canelones	After-school educational and psychological support for children living in the center's neighborhood.	4,337
Providencia Association	Children & Teenagers / Education	Cerro Oeste, Montevideo	Training of a multidisciplinary team that evaluates and diagnoses the learning difficulties of all the schoolchildren attending the center, and learning materials.	11,522
Senderos de Vida	Teenage moms / Social Inclusion	Rivera, Rivera	Rent of the facility where moms assist to receive support an education. Salary of social worker. Nursery furniture.	8,550
Uruguayan Family Planning Association	Teenagers / Education	Various Locations	Training on sexual and reproductive healthcare for teachers and students in different areas of the country.	12,000
<b>TOTAL</b>				<b>155,497</b>

## Private Drives and Other Donations

Reaching U's volunteers and friends showed their creativity once again this year and helped Reaching U through grants, sports events, birthday parties, private donations, etc.

Donations included the Nooter family's \$1,000 donation for Providencia's library, Pearson's book donation to Liceo Jubilar, Leonor Cattivelli's donation of 30 HP scientific calculators, and Gloria McDonald's pledge to donate a percentage of her real estate commissions to Reaching U, among others. Furthermore, a group of Uruguayans living in San Francisco led by Honorary Vice Consul, Mr. Fernando Sasco, organized a drive to support Madres de la Cruz and raised more than \$2,500. Reaching U obtained grants from Tinker Foundation (\$10,000), courtesy of Arturo Porzecanski's introduction, the J.M. Kaplan Fund (\$2,500), thanks to Caio Fonseca's suggestion, and St. Peter's Church in New York (\$1,800).

In Uruguay, a group of runners from "Los Primitivos" team ran New York City's Marathon on behalf of Reaching U. Alejandro Rodríguez, Alejandro Torrendell, Enrique López Castilla, Aleco Calfopolus, and Juan Pablo Fabini did a tremendous job and raised \$2,500 for Reaching U.

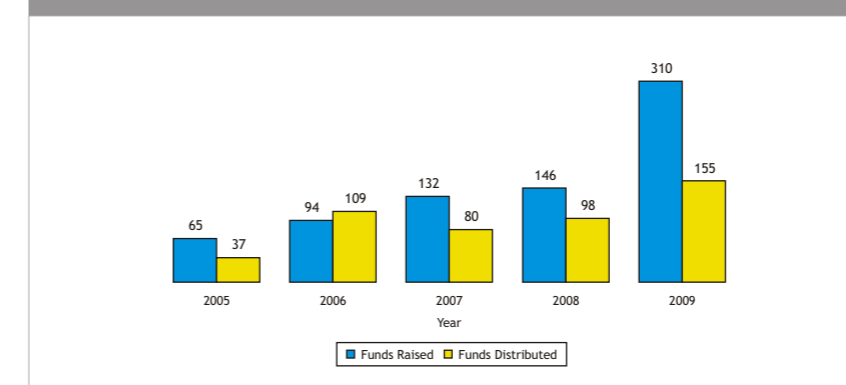
In addition, Beatriz Ponce de León and Alejandro Rodríguez celebrated their birthdays and asked their family and friends to make a donation to Reaching U instead of giving them birthday gifts, thus raising more than \$3,500.



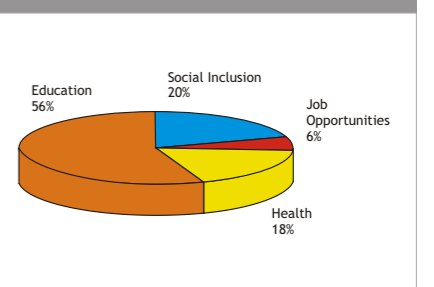
## Fundraising and Distribution

Once again, Reaching U raised and distributed more funds in 2009 than in the previous year. The main focus areas continue to be education, employment training and health, and many of the projects that we support tend to those sectors. Reaching U's accounting figures are audited annually. Figures for 2009 are estimated. Funds raised in one year are distributed during the following year. Administrative expenses do not exceed 7%.

Fundraising and Distribution (in thousands of dollars)



Distribution of Funds by Sectors



## Board of Directors

- Executive Director  
Mrs. Inés Bonicelli
- Mrs. Mikele Aboitiz Earle  
Mrs. Ana Inés Balsa  
Mr. Aramis Cordal  
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Mr. Ideal Zanelli

## Special Thanks and Acknowledgments

**Uruguay: Accounting firms providing free audit services to organizations supported in Uruguay:** Nicolas Herrera, Macarena Herrera, Rafael Sanchez, Guyer & Regules - Grant Thornton, Jose Luis Sosa, Horwath Uruguay, Mario Amelotti, Rodrigo Ribeiro, KPMG Uruguay, Daniel Garcia, Jose Luis Sablich, Patricia Marquez, PricewaterhouseCoopers. **Other institutions and individuals:** Embassy of the United States of America, Chamber of Commerce Uruguay-USA, Ignacio Posadas, Maria Elena de Posadas, Posadas & Vecino, Patricia Pintos and team, zona d|comunicación, Queenie Paysee, translations, Nicholas Hanna, translations. **United States:** Uruguayan Consulate in Miami, Uruguayan Consulate in New York, Teddy Di Poi, Alphagraphics, Diego Prusky and team, InStyle!, Soledad Mateozzi and team, Alfaro y Asociados.

## Our Mission

To improve living conditions and opportunities for the Uruguayans in need, helping them to raise their self-esteem and strive for a better life.