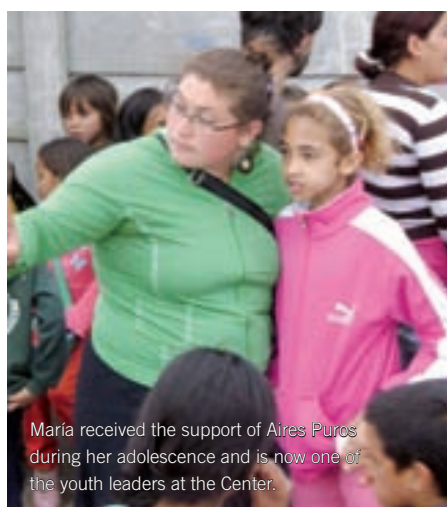


## “I know I can”

*María Reverdito was born 21 years ago in the neighborhood of Aires Puros in Montevideo, where she lived with her family in a settlement for much of her life. Today she is a young university student who works as a kindergarten teacher and strives to continue building her future. María no longer lives in Aires Puros, she moved to Palermo to be closer to the School of Social Sciences, where she studies Social Work. However, each week she goes back to see her family and visit the place which led her to dream of a better future, the Salesian Center in Aires Puros.*



María received the support of Aires Puros during her adolescence and is now one of the youth leaders at the Center.

Since 2010, Reaching U has supported the high school support project for students at the Center, which aims to improve and expand educational possibilities and to ensure that María's story is not an isolated case, and instead a tangible and achievable example for more teenagers.

“I do not know what my life would be like now without the support of Aires Puros. I probably would not have finished high school. While I always had the support of my family, my parents did not finish school, and I really wonder who would have helped me to study, with materials and books, or given me advice on my future. I believe that without someone pushing me, as Aires Puros did, it would not have been easy. I always knew that you must not give up, and if you want you can. But in Aires Puros I felt nurtured to move forward,” says María.

She is an example of perseverance, conviction and overcoming the odds for the 30 adolescents in situations of social vulnerability who are now attending the Salesian Center. Her experience and determination encourages those who know her to take on new challenges and to imagine a life project based on effort and studying. The Aires Puros Center has

been working since 1970 in the area, and the project seeks to resolve problems like repeated grades, school dropouts and lack of educational opportunities for adolescents living in the neighborhood. María first came to the Center when she was 10, invited by a fellow student to take part in a different proposal. Since then, her link with the Center has grown and today she is one of the team leaders who work with the teens attending Aires Puros.

“When I was 15 there was a turning point in my life and I started thinking about my future. My older sister was with a boy who took drugs, and I thought ‘this is not what I want for myself’. At the Aires Puros center they helped me realize that there are other things beyond my environment. Today it seems incredible that I am sharing my course notes with people who work at the Center,” María adds enthusiastically.

## Reaching U is spreading

Dear Friends,

2010 ends with the great feeling that our goals have been achieved; where we once again surpassed our funding and investment expectations; a year in which we incorporated new projects and where the existing projects continued to grow.

A recent study puts Uruguay at number 100 in a global index of solidarity (The World Giving Index 2010), well below countries like Thailand (25), Kenya (29), and

Guatemala (22). Only 20 out of 100 Uruguayans donate their resources (funds or volunteer time), compared with 70% in Australia or New Zealand. However, these numbers do not seem to reflect the reality of Reaching U. Both in the U.S. and in Uruguay each day more people come to us wanting to support us, join our teams of volunteers and provide ways for more people to escape situations of poverty. They see, in the organizations we invest in and the entrepreneurs leading them, a way to make a real and measurable impact on those realities they want to change. Caring

is contagious, GIVING enriches us, helping those in need is something that makes us complete and makes us want to repeat, to do more and do it better.

Thank you all for being part of this growing trend. We are relying on you to continue spreading our work.

**Happy 2011!**



Inés Bonicelli,  
Executive Director, Reaching U

# Madres de la Cruz grows thanks to Reaching U

*In 1998 a group of mothers from the Stella Maris School began visiting the neighborhood of Cruz de Carrasco in order to help a group of local children do homework and improve their performance in school. Today, 12 years later, Madres de la Cruz is a civil association which employs dozens of volunteers and technicians, attending to more than 60 children every day. In 2007 Reaching U began collaborating with this project, which has shown great interest and capacity to expand, professionalize and improve its work.*

“Reaching U helps us in many ways; it is much more than a financial contribution it makes. The continuous monitoring of the project and continued support for our work makes it a different organization. They are very involved and that means they really care about what we are doing,” explained Victoria Marguery, project director of Madres de la Cruz, as she spoke about the support our organization has given the project since 2007.

**The grade repetition rate in the area in 2009 was over 50% and the dropout rate stood at 25%. Last year, the repetition rate of children attending Madres de la Cruz was 0%.**

Madres de la Cruz provides daily tutoring and snacks to over 60 children attending schools in the area of the district Cruz de Carrasco in Montevideo, with the goal of social inclusion and preventing school dropouts. To do this, the project counts with teachers, social workers and a psychologist. However,

The Madres de la Cruz Civil Association is a Christian organization that every day attends to 60 children and their families at its educational center in the neighborhood of Cruz de Carrasco. The children receive educational support and a daily snack, and families receive counseling and guidance on issues related to the education of their children.

The organization chooses education as a tool to promote the human being in its three aspects, psychological, physical and spiritual, and its work focuses on school-age children with the goal of social inclusion and promoting values like respect, self esteem, perseverance and commitment.



their work does not end with support for the children, but they also monitor and counsel families on issues related to the education of their children. Reaching U currently supports the work of a teacher specialized in learning disabilities and a psychologist, which will continue in 2011.

For Marguery these four years have meant “a very important learning process. Even though we had been working for some time, it was with the support of Reaching U that we set out to professionalize and systematize our work, setting concrete goals, actions, and extending our proposal.” The project director explained that due to the conditions and requirements involved in the selection process carried out every year by Reaching U, they have begun to collect relevant statistics and data that have enabled their work with children and families to improve. “Working with U Reaching requires us to constantly evaluate our work. But when we see the good results, we feel confident and safe to continue growing,” said Marguery.

This confidence is reflected in the sustained growth that the project has had in recent years. In 2009, in addition to expanding

the number of children receiving school support, Madres de la Cruz bought a house in the neighborhood to improve care. And in 2010 they refurbished it, thus achieving a large and secure space to receive the children and their families.

**“Working with U Reaching requires us to constantly evaluate our work. But when we see the good results, we feel confident and safe to continue growing.”**  
Victoria Marguery, director of Madres de la Cruz.

“We believe the goals we have achieved are relevant and visible. We have become a reference point for homes and schools in the area. We have grown little by little and in response to the needs of the children. We are taking things slowly but surely, and we care about improving the quality of what we do. This is why we hope to continue with the support of Reaching U, but above all because we are convinced that what we are doing is worthwhile,” says Victoria Marguery.

# Funds invested in 2010

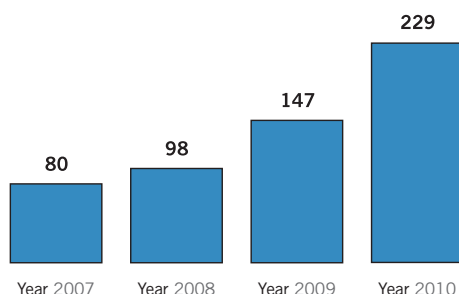
Thanks to the generosity of each of the individuals and companies who have donated funds and valuable time to our organization, we managed to increase our support for projects related to the education and health of children and mothers. In 2010 Reaching U supported 16 organizations with donations of more than US\$228,000.

## Funds Distributed

(2010 - thousands of dollars)

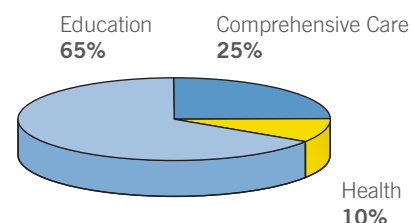
The funds raised in one year are distributed in the following year.

Administrative expenses do not exceed 7% of the amount collected.



## Distribution of funds by sector

(2010)



### Funds Distributed - Reaching U - 2010

Organization	Sector	Location	Project	Funds (USD)
<b>Aires Puros Youth Center</b>	Education / Children and Teenagers	Montevideo / Aires Puros, Lavalleja and 40 Semanas neighborhoods	After-school high school program for youths living in the Aires Puros neighborhood. This project is managed by the Salesian congregation.	8.500
<b>Uruguayan Family Planning Association (AUPF)</b>	Education / Teenagers	Tacuarembó, Rocha and Paysandú	Training on sexual and reproductive healthcare for teachers and students in different areas of the country.	12.500
<b>Banneux School</b>	Education / Children	Montevideo / Casavalle	Furnishing of a new classroom for an after-school program for teens.	5.500
<b>Caif Juan XXIII</b>	Education / Children, Comprehensive Care / Mothers	Montevideo / Malvín Norte	Dental health of the mothers of the children attending this learning center, in order to help them procure jobs.	9.998
<b>Casa Lunas Center</b>	Comprehensive Care / Teenage Mothers	Montevideo / Jardines del Hipódromo	Training for the teen parents attending the center on production and commercialization of soap.	17.705
<b>CEPRODIH</b>	Comprehensive Care / Children and Mothers	Montevideo / Parque Rodó, Ciudad Vieja	Professional support for pregnant women at risk. Sewing machine for job training project.	20.100
<b>Encarando Youth Center</b>	Education / Children and Teenagers	San José	New kitchen and technological equipment for this YMCA center.	3.614
<b>Fe y Alegría (Don Bosco School)</b>	Education / Children and Teenagers	Montevideo	After-school program for graduates from Don Bosco elementary school who are now attending high school. This project is managed by the international organization "Fe y Alegría."	8.700
<b>Alvarez - Caldeyro Barcia Foundation</b>	Health / Mothers and children	Montevideo / Centro - Pereira Rossell Hospital	Operating expenses of the Breast Milk Bank, and hearing and vision program for premature babies at the Pereira Rossell Hospital.	21.828
<b>Don Orione Gurisaeas</b>	Education / Children and Teenagers	Montevideo / Goes	Meal service for the children and youngsters attending the center. Training courses for children and teenagers. Refurbishing of kitchen's laundry.	23.830
<b>Jubilar - Los Pinos</b>	Education / Children and Teenagers	Montevideo / Cuenca Casavalle	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.	17.537
<b>Liceo Jubilar Juan Pablo II</b>	Education / Teenagers	Montevideo / Cuenca Casavalle	23 scholarships and beautician job training workshops for the high school's students.	34.167
<b>Logros Foundation</b>	Education / Children and Teenagers	Tacuarembó / Paso de los Toros	Training on organic fruit trees production for the students at a secondary school in Paso de los Toros.	13.900
<b>Madres de la Cruz</b>	Education / Children	Montevideo / La Cruz de Carrasco	After-school educational and psychological support for children living in the center's neighborhood.	13.451
<b>Niños con Alas Foundation</b>	Education / Children and Teenagers	Montevideo / Cuenca de Casavalle	After-school educational and psychological support for graduates from three elementary schools (Banneux, Montserrat, Federico Ozanam), who are now attending high school.	8.500
<b>Senderos de Vida</b>	Comprehensive Care / Teenage Mothers and Children	Rivera / Rivera	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.	9.010
<b>Total</b>				<b>228.840</b>

# Events that bring back new smiles

*Thanks to the efforts and generosity of individuals, companies and volunteers, for yet another year Reaching U managed to gather the support necessary to assist with numerous projects that benefit thousands of children and mothers in Uruguay.*

The traditional art auction, now in its ninth edition, and the **gala dinner** organized by Reaching U took place on October 20, 2010 in New York and was attended by 300 Uruguayans and friends of Uruguay living in the U.S. The commitment to the organization and the country resulted in donations of US\$130,000, which will allow Reaching U to continue to support projects related to childhood. During the event, tribute was paid to former U.S. Ambassador to Uruguay Frank E. Baxter, for his contribution to the country.

The Crandon Golf Course in Miami was the venue chosen for holding the **first golf tournament to benefit Reaching U** held on November 6, 2010. This event brought together over 60 participants and, thanks to their enthusiasm and the support of the sponsors, it raised US\$ 20,000.

On November 7, the famous New York Marathon took place, and for the second consecutive year, members of the group of runners **Los Primitivos** wore Reaching U vests and managed to raise over US\$ 5,800.

We would also like to highlight the generosity of all those who have collaborated with Reaching U through private donations, obtaining grants, and participation in other events to benefit our organization.

👉 **Members of the Board:** Mrs. Inés Bonicelli; Mr. Nelson Fraiman, Mr. Alvaro Stainfeld, Mrs. Fernanda Guliak, Mrs. Pilar Mercader, Mrs. Ana Inés Balsa, Mr. Robert P. Weisz, Mrs. Mikele Aboitiz Earle, Mr. Aramis R. Cordal, Mrs. Cecilia de Torres, Mr. Carlos Fedrigotti, Mrs. Clara Giambruno, Mr. Pablo Milburn, Mr. Emilio Oribe, Mrs. Beatriz Ponce de León, Mrs. Nevina Pulido, Mr. Federico Ravazzani, Mr. Ricardo Salmón, Mrs. Pilar Sánchez Varela, Mr. José Silveira, Mr. Nicholas Stanham, Mr. Martin Weinstein and Mr. Ideal N. Zanelli.

👉 **Volunteers:** *California:* Ana Casterán-Winkler; *Florida:* Matías Beyhaut, Virginia Bove, Lucienne Cambón, Victoria Ferrés, Rafael Hermida, Martín Irigoyen, Jeanine Moure, Marcelo Pittaluga, Nicolás Seigal, Milagros Varela and María Eugenia Vilar del Valle; *Louisiana:* Marcela Lemoine; *New York:* Silvia Bard, Ana Bluth, Gustavo Bono, Amalia Branáa, María José Casanovas, Ana María Cibils, Helena Croce, Gaspar del Castillo, Lucía Echenique, Evelyn Herrera, Oscar Insúa, Valeria Luzardo, Lucía Madueño, Eduardo Milieris, Denisse Norman de Stainfeld, Cecilia Ott, José Luis Peña, Jimena Pereyra Terra, Uzi Sabah, Magdalena Secco, Cecilia Sienna, Luisa Sichero, Paola Singer, Aline Stein, Eyal Tessler, Laura Torrado, Amalia Valiente, Andrew Weisz, Cristina Weisz and Monica Zlotogorsky; *Washington DC:* Verónica Alonso, Antonella da Camara, Patricia da Camara, Virginia Chacón, Marcela Díaz, Rosalía Grassi, María Lucía López, Amparo Mercader and Laura Olave; *Uruguay:* Valeria Angenscheidt, Fernanda Ariceta, Gloria Arocena, Cecilia Bergengruen, Elvira Cadenas, María Estrada, Raquel Filippini, Paula Frizzi, Heidi Gremminger, Clara Hori, Noel Labat, Rocío Lapitz, Fiorella Magnano, Paola Magnano, Cristina Malde, Florencia Martinelli, Malena Pol, Mercedes Portas, Mercedes Puig, Alejandro Rodríguez, Victoria Risso, Verónica Russo, María Valdés and Nadine Willans.

👉 **Foundations:** The Cooper Family Foundation Inc., The Platform Foundation, The Tinker Foundation and William E. Simon Foundation.

👉 **Vision Donors:** Federico Arroza and Denise Beauvois, Frank Baxter, Alberto and Celia Bergeret, Alicia Bonicelli, Aramis Cordal and Yolanda Brito, Carlos and Suzanne Fedrigotti, Eugene and Jovita Flynn, Nelson Fraiman and Katharine Morgan, Jeffries & Co. Inc., Gregor and Beatriz Medinger, Ricardo Pascale, Federico and Monique Ravazzani, Marcelo and Vanessa Reggiardo, Ricardo and Leslie Salmon, Alvaro Stainfeld and Denise Norman, Laura Torrado, Alex and Carrie Vik, Robert and Cristina Weisz, Ideal and Fiammetta Zanelli, Martín Lombardi and Florencia Martinelli.

👉 **Thanks to:** 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, Jimena Pereyra Terra, Opia Restaurant, Marcelo Castro, MarketLogic, Paula Di Mauro, Accounting, Nicholas Hanna, Translations, Hexacta, Gota, zona d | comunicación, Posadas, Posadas & Vecino, Matías Bergengruen, Javier Di Mauro and Pablo Morales.

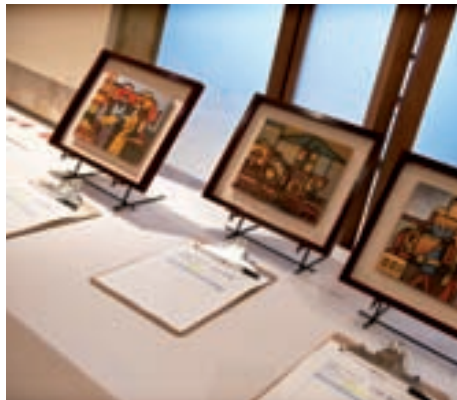
Thanks to all our supporters.

PO Box 3251. New York, NY 10163. USA  
[www.reachingu.org](http://www.reachingu.org)



#### Thanks!

Cristina Weisz, Frank E. Baxter, Fernanda Guliak, Kathy Baxter, Robert P. Weisz.



#### Gala Night.

During the gala dinner were auctioned several works of art and other items of great value.



#### NY Marathon.

Los Primitivos wore our vests and once again ran for Reaching U.



#### Golf in Miami.

Nicolas Seigal, Martin Irigoyen, Nick Stanham, Matias Beyhaut.