

# ANNUAL REPORT 2008

TRANSFORMING PHILANTHROPY





## Letter from the Executive Director

It has been five years since we began the challenging effort of internationally promoting social investment towards Colombia - a country associated with 40 years of internal conflict and drugs. **Since then, we have now become an innovative organization that is transforming philanthropy in Latin America, has channeled nearly USD\$ 7 million and benefitted more than 100,000 people in Colombia.**

Thanks to the continued commitment of our donors, in 2008 we have provided nutrition, housing and sports to children in extreme poverty; we have offered health and hygiene education and access to sanitary bathrooms to children in the North Coast of Colombia; we have empowered vulnerable children with the latest technologies in hardware and ICT tools, as well as taken this technology beyond the classroom and to make it accessible to the whole community, so that both education levels and labor opportunities increase.

At Give to Colombia, we believe in not only improving the lives of vulnerable communities but also investing in sustainable change. In this understanding, we advocate entrepreneurial development through training in business, financial and vocational skills, and creating access to micro-credit and housing for those whom are ready to become entrepreneurs and homeowners. We also promote the value of long-term financial planning, the importance of savings, and the generation of asset building for our beneficiaries. The successes of our efforts have been recognized, and we are currently sharing our lessons learned and intervention methodologies to allies in Mexico who are interested in replicating our experiences in this area.

Through our organizational and investment model, we advocate the creation of partnerships and cross-collaborations to maximize our impact and encourage the participation of varied institutions to work together in public-private endeavors. This results in systematic changes at grass root levels in Colombia and Latin America. An example of this "Race for the Americas," for which various US-based organizations that benefit Latin American countries joined together to hold a corporate run that raised funds for education programs in Nicaragua, Salvador, Peru, Dominican Republic, and Colombia.

We also believe in creating an international awareness of our needs and impact in Colombia. As part of this objective, we have we been the lead organizer and umbrella organization - for the second consecutive year - of the annual Gala "BeLive," an unforgettable event that brings media, sponsors, art, music and fashion together in favor of the of Colombia's most vulnerable populations.

Overall, 2008 was a critical and challenging year. However it was also a year of success; it showed the determination of philanthropists and institutions to hold tight to their social convictions regardless of the financial odds and deep crises that affect them. In this context, this Annual Report is a tribute to all our donors who despite the problems they face today, have decided to step forward and work with us to alleviate the displaced, demobilized and disabled populations of Colombia.

On behalf of Give to Colombia, I would like to thank all who have supported our endeavors and I hope to count on your continued involvement with our wonderful organization.



**Angela Maria Tafur**

# 1.

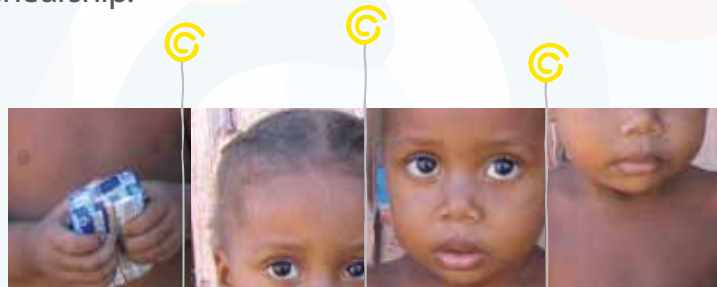
# About Give to Colombia



Fundacion Juan Felipe Gomez Escobar  
Pfizer Foundation

Give to Colombia, Inc. (G2C) is a US-based non-profit organization with 501(c) (3) status that creates, promotes and facilitates alliances between international donors and the private, public, and social sectors, in order to provide enduring and scalable solutions to the most vulnerable sectors and populations of Colombia's society. G2C works as an umbrella organization that represents the most outstanding initiatives in Colombia, and acts as a transparent vehicle through which donors can effectively channel funds

and receive reliable financial and programmatic reporting and monitoring information. Through its close relationships with Colombian NGOs, G2C facilitates the development of high-impact social projects that are based on cross-sector collaborations and implemented by local organizations that are efficient, transparent and experts in their fields. The three key social areas of the organization are: (1) Education; (2) Health and Nutrition and (3) Economic Development and Entrepreneurship.



## Board of Directors

Name	Affiliation
Angela María Tafur	Give to Colombia
Felipe Medina	Goldman Sachs
Gabriela Febres Cordero	United for Colombia
Geoffrey Randall	Shutts&Bowen, LLP.
María Camila Leiva	MFZ Management Corp.
Orlando Ayala	Microsoft Corporation
Rodrigo Arboleda	Globis Group



## Advisory board

Antonio Jose Ardila  
Eduardo Barco  
Esteban Piedrahita  
Gustavo Arenas  
German Jaramillo  
James Stewart

Jorge Calderon  
Josh Gilinski  
Maria Soledad Saieh  
Moises Eilemberg  
Rodrigo Villar

# 2. Programs Supported



Give to Colombia has continued to support numerous programs in its three pillars: (1) Education; (2) Health and Nutrition and (3) Economic Development and Entrepreneurship. Thanks to the support of our social investors, and through the projects implemented in alliance with leading Colombian NGO's, Give to Colombia's impact has increased in the last year. G2C has directly benefitted over 100,000 young men, women and children and indirectly impacted thousands more. Our 2008 projects include:





## Education Pillar

### One Laptop per Child (OLPC)

Give to Colombia supported the donation, shipment and nationalization of over 3,000 XO's from the OLPC program to benefit the Fundación Marina Orth, Fundación Alberto Merani and Fundación Gente Unida. With access to ICTs, the quality of education of more than 3000 underprivileged children will improve. This donation was possible thanks to the support of **AUTEKO, CHEVRON TEXACO** and **Fundacion Internacional de Pedagogia Conceptual Alberto Merani**.

### Dell Colombia – “Open Schools Program”

Thanks to **Dell Foundation's** support with a donation of US\$20,000, Give to Colombia worked with Medellín Digital and Fundación EPM in the “Open Schools Program,” a project that created a computer lab in the Santander School of The Pedregal neighborhood in Medellín. The computer lab is now open to the school and its neighboring community, improving the Information and Communication Technologies (ICT) literacy and infrastructure of the school, while embracing and educating the faculty members and the surrounding community. The project benefitted 7,028 people of which 1,551 were students. It also provided education and inclusion alternatives to a community where social problems of unemployment, poverty, violence, digital exclusion, and low levels of economic competitiveness were, and continue to be, common.

### Fundacion Carvajal – “Access for All: Improving Educational and Labor Opportunities in El Retiro neighborhood in Cali, Colombia”

Give to Colombia is working with Fundacion Carvajal and **Citigroup** Foundation in the development of a Technological Center to provide ICT access to El Retiro neighborhood of Aguablanca. The project is possible thanks to a generous grant of US\$100,000 from Citigroup, which aims to provide computer literacy, access to technology and the internet to a school of more than 860 students. Additionally, the project opens the technological center to young micro entrepreneurs who are being supported through Fundacion Carvajal's work in economic development. Give to Colombia started this project in the last quarter of 2008 and will continue to develop the initiative with Fundacion Carvajal and Citigroup Foundation throughout 2009.



## Economic Development and Entrepreneurship

### **Interactuar Colombia – “Promoting Financial Culture and Entrepreneurship Among Garment Workers in Medellin”**

Thanks to the support of **Levi Strauss & Co**, this program, which began in 2006 to provide financial education and savings promotion for garment workers in Medellin, has continued through 2008 and into 2009. To date, the project has supported almost 600 beneficiaries who have received financial education and access to matched savings incentives (199 beneficiaries who are actively and consciously saving to buy a house have received this incentive). Additionally, the project has assisted seven women-heads-of-households to buy their own house and another 22 to launch their own microenterprises. The project will continue throughout 2009, providing savings incentives to beneficiaries, promoting business creation and providing business strengthening to those microenterprises that were recently created.

### **Fundacion Jemcol – “Mentorship Model for the Development of Young Entrepreneurs in Bogota”**

Thanks to the support of **Merrill Lynch Global Philanthropy’s** grant of US\$165,000 and **The International Youth Foundation (IYF)**, Give to Colombia was able to continue its support of this project through 2008. Jemcol provides underserved youth in Bogotá who cannot access or are not eligible for credit with regular institutions with tangible solutions to establish a productive project and micro-businesses. They also receive education training and support in essential business skills such as financial literacy, values and entrepreneurship. To date, the program has worked with vulnerable youth between the ages of 18 and 29 in Bogota to formally train 94 young men and women and providing business start-up loans to 47 young entrepreneurs. The program will continue throughout 2009.



## Health and Nutrition Pillar

### **Fundacion Mamonal- “Improving Water and Environmental Sanitation (WES) in Schools in the Northern Colombian Coast”**

**ExxonMobil Colombia** and **ExxonMobil Foundation** are generously supporting this multi-year project with a US\$300,000 grant. The project aims to provide health and hygiene education to vulnerable school communities on the Caribbean Coast, and the construction of modern and sanitary bathrooms in schools in order to safeguard the participation of young girls in schools and reduce drop out rates when they reach adolescence. The project benefits 8,357 students in seven schools in Cartagena, Barranquilla, Santa Marta and Riohacha.

### **Attention to victims of floods and Winter in the Juan Felipe Gomez Escobar Medical Center**

The precarious, low-income conditions under which a high percentage of Cartagena, Colombia’s population lives, combined with the extreme rains of the winter season, creates an environment that fosters severe respiratory infections among the poor populations, especially in young children and infants whose bodies are the most vulnerable to climate changes, fungus, and airborne bacteria. G2C worked with Juan Felipe Gomez Escobar Foundation – Attention to Victims of Floods and Winter in the Juan Felipe Gomez Escobar Medical Center”

The precarious, low-income conditions under which a high percentage of Cartagena, Colombia's population lives, combined with the extreme rains of the winter season, create an environment that fosters severe respiratory infections among city residents. Young children and infants are especially vulnerable to these infections, because their bodies are the most vulnerable to climate changes, fungus and airborne bacteria. With the support of the Pfizer Inc., G2C worked with the Juan Felipe Gomez Escobar Foundation (JFGE) to bring medical attention and services to 1,648 patients (mostly adolescent mothers and infants), decrease the frequency and severity of the targeted medical conditions, and prevent identified cases from reaching critical levels within vulnerable communities.

With the support of the **Pfizer Inc.**, G2C worked with the Juan Felipe Gomez Escobar Foundation (JFGE) to bring medical attention and services to 1,648 patients (mostly adolescent mothers and infants), decrease the frequency and severity of the targeted medical conditions, and prevent identified cases from reaching critical levels within vulnerable communities.



### "Projects Supported through McMillan Children's Foundation's Grants"

Organization	Amount
ADN Comité Regional De Rehabilitación	\$2,380.00
Asodisvalle	\$8,427.00
Corporación Educativa Corpanin	\$3,371.00
Corporación Hogar Ángeles Custodios	\$8,427.00
Corporación Primavera	\$7,322.00
El Gato Con Botas	\$7,761.00
Fundación Secretos Para Contar	\$23,716.00
Fundación Investigaciones de Ecología Humana	\$26,420.00
Centro De Orientación Y Albergue CER MUJER	\$8,427.00
Fundación El Buen Pastor	\$8,427.00
Ratón de Biblioteca	\$8,427.00
Fundación Solidaria La Visitación	\$6,849.00
Hogar Infantil Burbujas	\$8,427.00
Medicancer	\$19,663.00
Hogar Infantil Operación Renacer San Pascual	\$8,427.00
Corporación Correccaminos	\$14,298.00
Hogar Bambi Cali	\$8,427.00
Fundación Éxito for Joint Projects	\$55,250.00
<b>Total</b>	<b>\$234,446.00</b>





## Fiscal Sponsorship

Give to Colombia provided support in channeling private, international donations to the following organizations throughout the country.

Fiscal Sponsorship 2008	
Organization	Amount
Ashoka Foundation	\$10,000.00
Colombia Diversa	\$2,422.50
Compartamos con Colombia - Ventures	\$7,500.00
Corpoalegria	\$95.50
Corporacion Conexion Colombia (In Kind)	\$4,100.00
Corporacion Conexion Colombia	\$39,045.75
Fundacion Obed	\$25,175.00
Fundacion Educacional Ana Restrepo del Co	\$23,750.00
Fundacion FANA	\$15,000.00
Futbol con Corazon	\$20,233.71
Fundacion Juan Felipe Gomez	\$123,549.60
ProAntioquia	\$548,800
Hogar Integral	\$6,000.00
Hospital Infantil Napoleon (In Kind)	\$2,500.00
United for Colombia	\$13,845.99
Universidad Tecnológica de Bolivar	\$38,000.00
<b>Total</b>	<b>\$888,445.05</b>

# 3.

# Events

During 2008, Give to Colombia developed two very successful philanthropic events:



Merryl Lynch Global Philanthropy Event in Cartagena – *Jemcol*

## BeLive 2008

For the second consecutive year, Give to Colombia led a group of six Colombian non-profit organizations in this philanthropic gala. November 13th was an unforgettable evening where leaders in business, education, public policy, media, philanthropy and the arts joined us to raise positive awareness about Colombia's social needs. Guests, corporate sponsors and media attended this magical night, which included a silent auction, dinner, a fashion show by Emanuel Ungaro and a full concert of Carlos Vives.

BeLive raised over \$400,000 and in recognition of the work of the hosting organizations, Presidential Agency for Social Action and International Cooperation, the Colombian government agency, gave a matching grant of 50% of the funds raised in the event to benefit Colombia's vulnerable populations. For more information, please visit [www.belivecolombia.org](http://www.belivecolombia.org)



## Race for the Americas

For the first time, Give to Colombia joined five Florida-based, Hispanic, non-profit organizations to launch a 5k-10K philanthropic race to raise funds for educational projects in Latin America. On September 6th more than 800 runners and 10 corporate sponsors supported this new endeavor. For more information visit: [www.racefortheamericas.org/](http://www.racefortheamericas.org/)



# Supporters

## 4.

### Social Investors

Corporations, Individuals and Foundations – Grants, Contributions, (in kind or cash)

Auteco	Merrill Lynch Global Philanthropy
Avianca	Microsoft
CITI Foundation	Motorola Foundation
Dell Foundation	Novartis
Empower Foundation	OLPC - Chevron
ExxonMobil Foundation	Pfizer Inc.
GAMBRO USA	The Gary Player Foundation
Grameen Foundation	The GE Foundation
Inter American Development Bank - YCLIFF	The McMillan Children's Foundation
Levi Strauss & Co.	The WK Kellogg Foundation
Lockheed Martin	Tinker Foundation

### Corporations, Individuals and Foundations – Fiscal Sponsorship

Abraham Chehebar	Felipe Medina
Ajay Bhalla	Merrylands Investments Limited
Anonymous Donors	Occidental Petroleum Corp
Juan Pablo Benavides	Panatlantic Securities Corp.
Colombian Volunteer Ladies, Inc	Prodigy Int. Development Sales LLC
Pilar Crespi	Natalia Rios
Fairfield Greenwich Advisors	Pedro Ruiz
German Fernandez	Maria Elvira Salgar
Goldman, Sachs & Co Matching Gift Program	Tamarin Foundation
Santiago Gonzalez	German Javier Vargas
	Maria Elena Vergara
	Jorge Zighelboim

### Corporations, Individuals and Foundations – BeLive Gala 2007 and 2008

American Airlines	Fundacion Social
Antonio Jose Ardila/ RCN	Banacol-Corbanacol
Batanga	Goldman Sachs
Bright Star Corp./Kyocera Gireles Corp	MAC Cosmetics
Celexpress	New York Life
Daissy Kanavos	People en Espanol
Deutsche Bank Foundation	Fundacion Mario Santodomingo
Diageo	PEPSICO Inc.
Eduardo Barco	Poli Davila & Tom Blumer
Emanuel Ungaro SAS	RCN
Fundacion Mario Santodomingo	RoccoDonna
	Shutts & Bowen LLP
	Tribeca Capital Partners



## **Recurring Social Investors**

These are corporations, foundations and individuals that have been working actively as donors with Give to Colombia on an ongoing basis, renewing year after year their commitment to implement their social investment strategies. We would like to thank our 2008 social investors that have renewed their trust to work with our model for 2009:

CITI Foundation  
 Dell Foundation  
 ExxonMobil Foundation  
 Empower Foundation

GE Foundation  
 Levi Strauss & Co.  
 Motorola Foundation  
 The McMillan Children’s Foundation  
 Pfizer Inc

## **Benefactors**

These are donors that have provided operational funds to Give to Colombia either as part of their CSR strategy or as contributions to Give to Colombia’s sustainability. We would like to thank our 2008 Benefactors for their invaluable support and those whom have believed in our model from the beginning:

Deutsche Bank Americas Foundation  
 Royal Bank of Canada  
 Credit Swiss First Boston  
 Colgate  
 Orlando Ayala  
 Geoffrey Randall  
 Gabriela Febres Cordero  
 Rodrigo Arboleda

Felipe Medina  
 Compartamos con Colombia  
 Isaac Gilinski  
 Jorge Calderon  
 MFZ Management Corp.  
 Maureen Orth  
 Angela Maria Tafur  
 Moises Elienberg  
 William Skilton

\* Supporters indicated in the report have contributed \$5,000 or more

## **Pro- Bono Operational Supporters**

These are entities that provide pro-bono support to Give to Colombia’s operations in marketing, legal support, accounting, etc. We would like to thank our operational supporters:

DDB  
 Helm Bank

Shutts & Bowen LLP  
 Tribal



# Allies

## 5.



One of Give to Colombia's key factors of success is the strength of our network of local, allied organizations. As an umbrella organization, Give to Colombia works with each of our allies to promote cross-sector collaborations to reduce the duplication of efforts, identify opportunities for high-social-impact projects, share best practices, and increase the capacity of the social sector as a whole. Currently, we have three types of local allies: Strategic Allies, Member NGOs, and Implementing NGOs.



### Strategic Allies

Colombian organizations that have worked with Give to Colombia since its creation, sharing common interests, while providing a differentiated value to the model.



### Member NGO's

Leading Colombian NGOs that work in alliance with G2C to leverage their projects in the international sphere and increase their impact in Colombia's local communities.



### Implementing NGOs

NGOs representing our portfolio of high performance local organizations that lead our efficient, transparent and high impact projects. For a complete list of our Implementing NGO's, please visit our website [www.givetocolombia.org](http://www.givetocolombia.org)

# 6. Statement of Financial Position



## Annual Financial Report

FY 2008		FY 2007	
SUPPORT AND REVENUE		SUPPORT AND REVENUE	
Contributions	\$2,671,519	Contributions	\$1,482,471
Operational Funds	\$229,606	Operational Funds	\$241,107
Fiscal Sponsorship	\$710,874	Fiscal Sponsorship	\$883,643
Grants	\$988,783	Grants	\$286,266
Donations Revenue - Public Support	\$742,256	Donations Revenue - Public Support	\$71,455
<b>Total Contributions</b>	<b>\$2,671,519</b>	<b>Total Contributions</b>	<b>\$1,482,471</b>
Interest	\$3,165	Interest	\$684
Special Events	\$436,864	Special Events	\$227,336
Less Direct Costs	\$(271,793)	Less Direct Costs	\$(154,453)
	<b>\$165,071</b>		<b>\$450,986</b>
In-Kind Donations <sup>2</sup>	<b>\$11,622</b>	In-Kind Donations <sup>2</sup>	<b>\$59,556</b>
Supported Donations - allocated <sup>3</sup>		Supported Donations - allocated <sup>3</sup>	\$250,000
<b>Total Support and Revenue</b>	<b>\$2,851,377</b>	<b>Total Support and Revenue</b>	<b>\$2,243,697</b>
<b>EXPENSES</b>		<b>EXPENSES</b>	
Program Services	\$2,444,795	Program Services	\$1,171,665
Fundraising	\$99,664	Fundraising	\$61,516
Management and General	\$145,184	Management and General	\$158,798
<b>Total Expenses</b>	<b>\$2,689,643</b>	<b>Total Expenses</b>	<b>\$1,391,979</b>
<b>CHANGE IN NET ASSETS</b>	<b>\$161,825</b>	<b>CHANGE IN NET ASSETS</b>	<b>\$164,059</b>
NET ASSETS – BEGINNING	\$316,972	NET ASSETS - BEGINNING	\$152,913
NET ASSETS – ENDING	\$478,797	NET ASSETS - ENDING	\$316,972

Complete audited financials are available in our webpage:  
[www.givetocolombia.org](http://www.givetocolombia.org)

1. Funds were contributed to G2C for the BeLive event as a joint effort with other 501(c)3 partners, and distributed between the organizing organizations.
2. Donations received In-Kind by G2C such as computers to benefit public schools and used cloths to benefit vulnerable children.
3. Supported donations refer to donations that were not channeled through G2C, but were procured thanks to G2C's efforts.



■ Villas de San Pablo Community – *Fundacion Mario Santo Domingo*

## Total Fundraising

Give to Colombia's fundraising efforts have increased exponentially since its creation in 2004. In 2008, Give to Colombia facilitated the investment of US\$2,851,377 to social projects in Colombia totaling over 6 million dollars in philanthropic investment between 2004 and 2008.

