



**The  
Resource Foundation**  
Empowering Donors to Strengthen Communities

FALL 2014 NEWSLETTER



# EMPOWERING

## GIRLS & WOMEN

On October 11, the United Nations celebrated the second annual “International Day of the Girl Child.” The day is intended to raise awareness about the unique challenges facing girls around the world and the importance of investing and empowering girls during adolescence.

A host of studies has shown conclusively that increased female access to education generates far-reaching benefits, what UNICEF calls a “multiplier effect.” TRF understands that empowering girls and women is not only a goal in itself but is also a prerequisite for achieving all global development goals.

According to UNICEF in a 2005 report, “Educated girls are likely to marry later and have fewer children, who in turn will be more likely to survive and be better nourished and educated. Educated girls are also more productive at home and better paid in the workplace, and more able to participate in social, economic and political decision-making.” If given the opportunity through education and economic empowerment, women become important agents of change in their community, setting off a domino effect of social development.

Yet women continue to face gaps that cause them to consistently trail behind men in formal labor force participation, access to credit, entrepreneurship, school enrollment, income levels and ownership rights. As the World Bank stated in its 2012 World Development Report on Gender Equality and Development, “This

is neither fair nor smart economics: Under-investing in women limits development, slows down poverty reduction and stunts economic growth.”

An essential part of TRF’s work is increasing awareness about the importance of helping girls and women in Latin America and

GIRLS & WOMEN  
**REACHED  
BY TRF IN  
2013**  
BY PROGRAM AREA

Capacity Building: **10,150**  
Portable Water and Sanitation: **30,990**  
Healthcare and HIV/AIDS: **60,148**  
Financial Inclusion: **14,343**  
Education and Job Skills: **60,704**  
Other: **15,986**

the Caribbean reach their full potential, and mobilizing resources for programs empowering this group through education, health and/or job training.

In 2013 alone, TRF supported thousands of at-risk girls and women in 24 countries through projects focusing on pressing issues, from water and sanitation to healthcare and HIV/AIDS.

## IMIFAP TRAINS TEACHERS TO PROMOTE HOLISTIC DEVELOPMENT

Public speaking inspires fear and apprehension in many adults, regardless of their level of education. Not only does it require a strong ability to communicate with a diverse audience, but it also demands creativity and confidence. Yet, in schools in Torreón, Mexico, where 31 percent of children under the age of 15 drop out of school, TRF recently observed 5th-grade students presenting personal creations to their class of more than 40 peers with ease.

Students had been tasked with recreating a symbol of something meaningful in their lives using Play-Doh. While some boys built goal posts and soccer balls in honor of the World Cup, others depicted a particular emotion or an important person in their life. One student molded a motorcycle because his father is a mechanic, and he hopes to follow in his footsteps.

The school, Escuela Luis Donaldo Colosio Murrieta, is one of the three in Mexico participating in TRF's Regional Education and Gender Equity Program, funded by the Caterpillar Foundation. This summer TRF had the opportunity to see first-hand how our local partner Instituto Mexicano de Investigación de Familia y Población, A. C., (IMIFAP) works with the schools to improve academic performance and understanding of gender equity while fostering critical life skills.

In classes with 20 to 40 students, IMIFAP-trained teachers are engaging children in expressive activities that promote their holistic development. The teachers are offering an education that



goes beyond the dictated curriculum, helping the youth become responsible, motivated adults.

IMIFAP is a leading nonprofit organization with nearly 30 years of experience working with marginalized populations in the areas of health, citizenship, productivity and education. Its programs focus on more than just test scores and academic performance, recognizing the importance of producing well-rounded and healthy citizens capable of overcoming diverse challenges. It also responds to the need to involve not only teachers but also parents and other community members in the learning process.

## “DID YOU KNOW?”



Did you know that in 2014, one in every five Brazilians ages 15-29 were neither working nor in school? Young women represent 70 percent of this group.

TRF partners with organizations that empower young women and men with vocational training and educational programs to help them build careers and integrate into the workforce.



Raphaella Taynara received a scholarship to enroll in an electro-mechanics and industrial skills training program administered by TRF local partner Centro de Educação Tecnológica (CET):

*“I am so grateful, especially since I don't currently have the resources to pay for a high-quality course at a traditional institution recognized by the labor market. My training has just begun, and soon I plan to start college and take an English course because I want to improve myself even further and get a good job.”*

# BUSINESS WITH A **MISSION**

## COMPARING MICROFINANCE AND IMPACT INVESTING

Microfinance enables individuals to strengthen their families' livelihood. Impact Investing supports businesses designed to solve community challenges. This segment of our ongoing "Business with a Mission" series compares and contrasts how these models use business to foster meaningful change.

Insofar as microloans have enabled millions of individuals to start or grow a business, microfinance, the more mature of the two industries, has exemplified to many the idea that business can be a force for social good. Most microenterprises sell products or services already familiar to their customers: baked goods, household essentials, small retail, cosmetics, crafts, etc. In turn, the microentrepreneur lifts his or her family out of poverty, generates employment and disseminates seeds of self-reliance.

Essentially, microfinance's mission of social inclusion offers financial services to "unbanked" populations. Its impact lies in the strengthened livelihood of microentrepreneurs and their families. Impact Investing, instead, involves entrepreneurs creating businesses that provide solutions to specific social or environmental challenges in their communities. Unlike in microfinance, these enterprises' impact stems not from the change in the quality of life of the entrepreneur, but from their effectiveness in solving the specific challenges the businesses set out to address.

SalaUno, an impact enterprise, aims to eliminate preventable blindness in Mexico. How do they achieve this? They localized the Aravind Eye Care System model, which

since 1976 has seen 32 million patients and performed over 4 million mostly low-cost or free eye surgeries in India. SalaUno addresses its sustainability through a tiered pricing system and an efficient use of technology and human capital. SalaUno's impact—the restoration of livelihood and productivity for individuals blinded by cataracts, glaucoma, or retinopathy—depends on their efficiency and effectiveness in acquiring and treating large numbers of patients.

In Lima, Peru, over 3 million people use unhygienic pit latrines daily, a clear threat to public health. X-Runner, a sanitation business, installs sleek hygienic toilets in homes lacking sewage lines or septic tanks. Customers pay a monthly subscription for X-Runner to collect dry solid waste on a weekly basis, which X-Runner converts into nutrient-rich compost. Its success as a business and its ability to improve community health depend on its capacity to effectively obtain and treat human waste while generating cash flow for these services.

While TRF continues to support the microfinance industry, we also aspire to use impact investing tools to support the growth of businesses whose operations directly address pressing challenges.

IF YOU WOULD LIKE TO SUPPORT  
OUR WORK IN THIS AREA:

CONTACT

GIAN PAOLO EINAUDI, TRF'S DIRECTOR OF SOCIAL INVESTMENTS,  
AT [GEINAUDI@RESOURCEFND.ORG](mailto:GEINAUDI@RESOURCEFND.ORG).

## STORIES FROM THE FIELD

"My son, Miguel, is in the fourth grade at Langdon. (He) has learned to read, write and identify numbers. The road has not been easy. With the support of his teachers and perseverance, I now understand that my child can learn many things." –María Gabriela



Olmedo Aguilar, 47 years old. María's son participates in an educational program for children with Down's syndrome, led by **TRF local partner Fundación John Langdon Down, in Mexico.**

**TRF partner InterActuar, in Colombia,** empowered women and men in its rural development program supported by the West Foundation. At the end of the project, 86 percent of participants had increased their income, thanks to the training and mentoring provided. They also improved their quality of life by involving the women heads of household and improving their daily nutrition through innovations such as a kitchen garden.





**237 WEST 35TH STREET  
SUITE 1203  
NEW YORK, NY 10001**

A 501(c)(3) tax-exempt organization, TRF is a leader in philanthropic giving to Latin America and the Caribbean. It partners with corporate, foundation and individual donors, and experienced NGOs in 28 countries in the Americas and the Caribbean to increase opportunities and improve living standards for the region's disadvantaged.

**WE WELCOME YOUR FEEDBACK**

Please send comments or suggestions to:

Lisa Schohl

*Strategic Communications Manager*  
lschohl@resourcefnd.org

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**LETTER FROM OUR LEADERS**

Dear Friends,

It's hard to believe that fall is here again – a time when we reflect on the year behind us and give thanks for the generous support of all of you, our loyal donors.

2014 has been an exciting time for TRF. In year two of our Regional Education and Gender Equity Program, we organized a successful conference in Panama drawing local partners from 10 countries, with the participation of representatives from the United Nations Population Fund (UNPFA), Ciudad del Saber, Universidad de las Américas (UDELAS) and Caterpillar. We've also visited projects in Brazil, Colombia, Mexico, El Salvador, Panama and Peru, and participated in high-level convenings in New York, Nicaragua and Mexico as we develop our Impact Investing Program. Again this year, we co-sponsored the annual SOLIDARIOS seminar, in Colombia, and we've participated in dialogue-building conferences around themes including collaboration and gender equity, with Caterpillar, and global health, with Johnson & Johnson.

We're also excited to share that we've launched our new social media strategy, and you can now connect with TRF on Instagram, Twitter, Facebook and LinkedIn under the handle @resourcefnd.

We hope you'll enjoy our fall newsletter, which offers a glimpse at the many ways our local partners are continuing to create lasting change in the region. As just one example, we've featured TRF affiliate IMIFAP, in Mexico, which is training teachers to foster holistic development in their classrooms. You'll also find a continuation of our "Business with a Mission" series, and snippets of stories that shine light on the impact your support makes possible on the ground.

We have much to be thankful for this year, and we're truly grateful for your support, which enables us to advance in our mission of empowering low-income individuals with the skills, knowledge and opportunities to improve their lives. Please help us even more by sharing this newsletter with a friend and urging them to become part of The Resource Foundation family.

Warm regards,



Loren Finnell  
*Founder, President*



Marcela Lopez-Macedonio  
*Executive Director*

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