In previous decades, it was widely believed that to be good in business, one had to make hard-lined decisions between what was good for business and what may have been good for the community. The flip side of the inaccurate image of business was an equally faulty perception of non-governmental organizations as being staffed by “do-gooders” willing to starve themselves to show their commitment to the plight of the people.

In reality, the lines between the sectors are blurring. Both the for-profit and social sectors have benefited from adopting the other’s best practices. Nonprofits have learned to become more self-sufficient by selling products and services. Corporations have taken a cue from nonprofits by developing ambitious mission statements and business strategies that address their social, environmental and economic impacts on communities.

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Increasingly, corporations recognize that in the long run, their license to operate depends not just on their economic performance, but also on their social and environmental footprints. This has led large companies to incorporate Corporate Social Responsibility (CSR) practices into their core strategy. Behemoths like Unilever, Starbucks and Natura have successfully integrated CSR in their business strategies, including their plans to develop new markets.

Another sign of the changing role of business in the 21st century is the emerging industry of “impact investing,” where investors seek opportunities that provide more than just an economic return from for-profit vehicles that have been created to solve specific social or environmental challenges. For example, X-Runner in Peru recognized serious public health risks in sprawling urban areas without planned sanitation systems.

CSR and impact investing are two examples of the blurring distinction between the for-profit and nonprofit sectors. These new trends demonstrate that capitalism can be implemented in ways that benefit the planet and its people.

Development, with all its complexities, needs multifaceted solutions. Business-minded options can address needs that nonprofits cannot tackle on their own. Likewise, philanthropy can make investments in developing markets that individual enterprises cannot. Philanthropy in general, and The Resource Foundation (TRF) specifically, has an important role to play in both fields.

In line with this focus, several of TRF’s affiliate organizations in different countries implement programs that support communities in strengthening the entrepreneurial spirit.

To learn more about TRF’s work and these programs, visit our website at www.resourcefnd.org, or contact us at (212)675-6170.
Dear Friends:

As we bring this eventful summer to a close, we’re already looking back on our 25th year of promoting sustainable development in Latin America – another fruitful year of empowering communities with the skills, knowledge and opportunities they need to improve their own lives. Our results for 2012, and since our founding back in 1987, would not have been possible without your generous support.

In 2012, TRF continued to connect donors with effective, local nonprofits that understand their communities and have the experience and expertise to make a difference. We provided more than $6 million in grants to support 217 high-impact programs in 25 countries, directly reaching around 2 million men, women and children.

Since our beginnings, we’ve stayed true to our mission of empowering disadvantaged communities, supporting nearly 2,000 locally driven development projects with more than $67 million in grants. Our support has impacted the lives of families in 29 countries throughout the region.

As you’ll read in our fall newsletter, our local partners are facilitating access to educational opportunities, vocational training and technical assistance programs, contact us at (212) 675-6170.

In evaluations conducted after the program, participants noted key takeaways including the importance of documenting their activities in detail, and of collaborating and sharing information. Likewise, they said they learned “how to improve strategic planning skills” and the value of transparency and accountability.

TRF is continuing to follow up with these organizations and provide guidance as they refine and implement their strategic plans.

For more information about this program or to learn more about TRF’s training and technical assistance programs, contact us at (212) 675-6170, or visit our website (www.resourcefnd.org) to learn more.

Warm regards,

Loren Finnell
Founder, President
& our Executive Director

CAROLYN FINNELL
Our founder, President & Our Executive Director

DEAR FRIENDS:

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As you’ll read in our fall newsletter, our local partners are continuing to foster lasting social change in their communities, as evidenced by this issue’s featured affiliate, Hogar Bambi Colombia, and our affiliates that are participating in our regional Education and Gender Equity Program supported by Caterpillar. We’re also proud to share with you the positive results of our on-site capacity building program for three of our local partners in the Commonwealth of Dominica.

We have much to be thankful for in this 25th year of TRF’s history, and we are truly grateful you’ve joined us along this journey. Your support enables us to continue to make a real difference in the lives of thousands of families. You can help even more by sharing this newsletter with a friend or asking them to visit our website and become part of The Resource Foundation family.

Warm regards,

Loren Finnell
Founder, President
& our Executive Director

LISBETH, VENEZUELA, participant in TRF affiliate SUPERATEC’s technological training program

“SUPERATEC IS A DREAM THAT HAS CHANGED MY LIFE (AND THAT) OF MANY OTHER YOUNG PEOPLE. I USED TO BELIEVE MY LIFE WOULD NEVER CHANGE. WE’RE LEARNING TO OVERCOME OBSTACLES BY LOOKING FIRST AT OURSELVES AND THEN MOVING FORWARD IN THE DIRECTION OF OUR DREAMS.”

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LISBETH, VENEZUELA, participant in TRF affiliate SUPERATEC’s technological training program
Dear Friends,

For many American companies, families (including my own) and individuals, business, cultural and social contact with Latin America is a daily reality. Both my mother and my wife were born in Puerto Rico, and living in New York, I often feel as though I don’t need to go anywhere in order to visit Latin America or the Caribbean. Our people, cultures and commerce have become deeply intertwined.

For these and other reasons, making investments in education, sustainable agriculture, health care, the environment and otherwise helping this vibrant region to grow is not just the right thing to do, it’s important for our country’s future. It can also give you or your organization a unique opportunity to become more engaged with the region.

I have had the privilege of being a director of The Resource Foundation for almost two years now, having initially gotten to know them as a pro bono client of my prior law firm. I am extremely proud of the way this organization is run and the positive impact it has throughout Latin America and the Caribbean.

Our 25th Anniversary Gala, on Thursday, October 10, is a great opportunity to learn about the great work The Resource Foundation does, and to meet its very capable officers and employees, donors and other supporters, and program partners. We hope you find it an enjoyable and rewarding evening.

Sincerely,
David Pentlow