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CSR Press Release

The Resource Foundation Honors Longtime Corporate Partner Johnson & Johnson at Its 25th Anniversary Gala

Since 2003, the partnership has deployed nearly \$18 million in support of more than 600 projects in Latin America.

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NEW YORK, Nov. 05 /CSRwire/ - The Resource Foundation (TRF) recognized one of its longstanding corporate partners, Johnson & Johnson, at its 25th Anniversary Gala on Oct. 10 at the New York Athletic Club in the presence of nearly 200 guests.

The event celebrated the culmination of TRF's 25th year working with U.S.-based donors to empower disadvantaged communities in Latin America and the Caribbean with the skills, knowledge and opportunities they need to improve their lives.

TRF, a leading nonprofit organization that facilitates philanthropic giving in Latin America and the Caribbean, has provided more than \$67 million in grants to support nearly 2,000 locally driven development programs since its founding in 1987. TRF's support over the years has helped its broad network of local nonprofit partners reach thousands of low-income families in 29 countries.

According to TRF Executive Director Marcela Lopez-Macedonio, "We would not be where we are today without the support of our donor partners. A true partner in our achievements has been Johnson & Johnson, a company that has always had a firm commitment to serving the needs of others by supporting local nonprofits across Latin America and the Caribbean that are advancing the health and well-being of those in need."

Through a decade-long partnership with TRF, Johnson & Johnson has deployed nearly \$18 million to promote sustainable development in Latin America and the Caribbean. Funding has supported more than 600 health, education, microenterprise development and community development programs in 25 different countries.

"Johnson & Johnson has a great partner in The Resource Foundation," said Johnson & Johnson Executive Director of Corporate Contributions Rick Martinez. "Without TRF we would not have been able to build trusting relationships with NGOs throughout Latin America and the Caribbean. Those relationships have educated us as a corporation about a range of social and health issues facing millions in the region."

Johnson & Johnson began working with TRF in 2003 with a \$100,000 grant dedicated to disaster relief projects in the region. Fruit of this initial collaboration, in 2004 the company and TRF initiated a formal partnership to develop Johnson & Johnson's giving strategy throughout Latin America, based on the shared vision of advancing the health and well-being of women, children and families.

Martinez added, "We are honored by this recognition but more important; we are honored to support the work of NGOs that

8/27/2014 The Resource Foundation Honors Longtime Corporate Partner Johnson & Johnson at Its 25th Anniversary Gala – Press Releases on CSRwire.com are tackling those social issues with confidence and hope.”

Johnson & Johnson’s partnership with TRF forms part of the company’s larger strategy to fulfill its commitment to advance the Millennium Development Goals (MDGs), eight targets set by 189 of the world’s leaders in 2000 to combat poverty by 2015. TRF works with Johnson & Johnson to support projects aligned with these goals, especially health initiatives, and tracks the impact against the MDGs as well as other key benchmarks. The success of this partnership continues to grow, responding to the needs of under-resourced women, children and families across Latin America.

TRF’s annual fundraiser in support of its programs, the 25th Anniversary Gala included a silent and live auction, as well as a cocktail and dinner reception. Proceeds from the event help TRF continue to support visionary changemakers in Latin America and the Caribbean that make it possible for thousands of families to increase their self-reliance and improve their standard of living.

For more information about TRF’s work, visit www.resourcefnd.org or follow the organization on Facebook (www.facebook.com/resourcefnd).

About The Resource Foundation

The Resource Foundation (TRF) is a U.S. nonprofit organization that facilitates charitable giving from corporate, individual and foundation donors to the Americas and the Caribbean. Since 1987, TRF has helped donors optimize the impact of their philanthropy through specialized, tailored services. By forming partnerships with carefully vetted nonprofit organizations in 29 countries, TRF empowers the disadvantaged to gain the skills, knowledge and opportunities they need to improve their lives. TRF is a founding member of the Alliance for International Giving. For more information, visit www.resourcefnd.org or follow TRF on Facebook: www.facebook.com/resourcefnd.

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