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## CSR Press Release

### The Resource Foundation Hosts First Social Investing Program in Brazil for Selected Corporate Executives

The four-day event was the first of a series of learning opportunities in Latin America for U.S. corporate donors

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NEW YORK, May 28 /CSRwire/ - The Resource Foundation (TRF) hosted its first “Corporate Social Investing in Latin America” Program for a select group of U.S. corporate and foundation executives in São Paulo, Brazil, on May 21-24. The event formed part of TRF’s celebration of its 25th year connecting U.S. donors to innovative local nonprofits throughout Latin America and the Caribbean.

The program in Brazil was the first of what TRF expects to become a series of visits to key countries in the region for the Foundation’s existing donors and the corporate sector in general.

“We organized this year’s event in Brazil in response to the growing interest in social investing in the country, as well as the upcoming World Cup and the Olympics,” said TRF Executive Director Marcela Lopez-Macedonio. “But the interest on the part of donors extends to Latin America as a whole.”

This year’s program brought together executives from U.S. corporate foundations and giving programs including FedEx, JP Morgan Chase, Medtronic, Western Union and Caterpillar, among others. Conceived as a “total immersion” program, it enabled participants to see first-hand how corporate community involvement and social investing can be accomplished or enhanced in Latin America.

“The Resource Foundation team has a strong reputation as a team of go-to experts advising on strategic philanthropy in Latin America,” said Shane O’Connor, FedEx Global Citizenship program advisor. “When this unique immersion training program was offered, FedEx was excited about the opportunity to participate and learn about trends in philanthropy across the region.”

During the four-day program, the executives participated in collaborative learning sessions both with peer corporations that have developed strong local social investing programs, such as Whirlpool and Coca-Cola Brazil, and with leaders of philanthropic organizations and think tanks based in the U.S., Brazil and throughout Latin America. The program fostered a process of sharing and reflection on topics including the current corporate donor landscape in the region, strategic planning for the Rio World Cup and the Olympics, and employee volunteerism.

“The idea was to have thought leaders from global organizations present about philanthropy and the role that the private sector can and in some cases does play in helping promote local development,” said Lopez-Macedonio.

To enrich the participants' understanding of the social context in Brazil, TRF accompanied them to visit organizations in its network of local partners, which shared their experiences supporting young adults through education and vocational training programs.

**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 28 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](http://www.resourcefnd.org) or follow us on Facebook, [www.facebook.com/resourcefnd](http://www.facebook.com/resourcefnd).

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