



escolhas  
life  
affection  
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esperança  
cultura  
happiness  
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vida  
amor  
carinho  
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culture  
solidarity  
harmony  
education  
sonhos  
consciência  
citizenship  
alegria  
discipline  
respeito  
amor  
lazer  
joy  
dreams  
conscience  
atitude  
cidadania  
potencial  
respect  
hope  
solidariedade

# Dreams Can Be Foundation Annual Report - 2004

Photo: Andre Cypriano

*Don't look away.  
An innocent face cries  
And searches for some comfort.  
Love will provide  
What fate has denied ...  
We'll be the strength  
In times of need.  
Every boy and girl  
Should dance on dreams  
Around this world.  
Aren't they all our children after all?  
Aren't they all our children after all?*

WORLD CHILDREN'S DAY THEME SONG  
LYRICS BY LINDA THOMPSON,  
MUSIC BY DAVID FOSTER



Picture: Andre Cypriano

**Dreams Can Be Foundation** is an US 501 c3 non profit charitable supporting organization with offices in Johnstown, Pennsylvania and a Brazilian NGO (OSCIP) with an office in Rio de Janeiro, Brazil. We work on behalf of community based grassroots projects, programs and NGO's delivering social services to street children, at-risk and impoverished youth in Brazil to provide: education, moral and social development, humanitarian relief, and the offering of opportunities where there were none before.

Dreams Can Be Foundation (DCBF) supports programs, projects and NGO's both small and large that work directly with children in the most-needy urban communities in Brazil. We work in partnership with grassroots organizations and community-based groups to improve processes, to promote and facilitate collaboration with peers to effect systemic change, and to promote stability within their individual organizations. We research programs and write grant proposals to American and Brazilian funders on behalf of these programs and assist larger organizations with better resources in the understanding of this process. We work with programs offering street children and impoverished youth activities that teach discipline as well as provide opportunities for peerinteraction, increased self-awareness and the cultivation of self-esteem. These are life skills which will aid them in becoming responsible and happy citizens. We are committed to creating change in the area of individual philanthropy in Brazil. Through this commitment we aim to raise awareness of the value and abilities of children from low-income communities by removing existing barriers in order to offer them better education and advocacy on their behalf.

DCBF's purpose is to support organizations that by their very nature lack the inherent disciplines associated with best practices and sustainability, yet whose efforts fulfill a much needed service and fill a void within their communities.

# Dear friends

In 1999 I moved to Rio de Janeiro and embarked on a new phase of my life with some free time on my hands. I felt the urgent need to do something to help the children I saw begging, working and living on the streets around me. I have been fortunate in my life and I wanted to do something to help those less fortunate.

The following year with the help of my friends, family and some early mentors I started Dreams Can Be Foundation from my homes in New York City, Johnstown Pennsylvania (where we are incorporated) and in Rio de Janeiro where in 2002 we also became a Brazilian non profit corporation called an OSCIP.

A little over five years later with the help of so many more friends and mentors, great employees, volunteers, and interns we have been able to make a real impact in changing fates and saving the lives of young people in seven states throughout Brazil.

It has been a tremendously meaningful learning experience and that is why I am proud to introduce Dreams Can Be Foundation's first Annual Report.

The upside is that every year our donations have doubled over the previous year so that in 2004 we raised USD \$238,000 and we were able to help many thousands of children and add to the longevity of the programs that serve them. The downside is that the problems of the communities that we serve are needier than ever.

**One-third of Brazil's population, or some 58 million people, live on less than a dollar a day.** Data shows almost 15% of the people live below the poverty line of USD\$27 a month in Rio de Janeiro, where our offices are located. The city is notorious for its slums, also known as "favelas", and high crime rates. The average monthly salary in Rio's biggest slums was the equivalent of \$140, (2000 census data). But in Rio's well-off districts, such as the beachside Ipanema and Copacabana, monthly wages averaged \$740. What it does have, however, is a staggering level of inequality, entrenched by decades of inflation, unemployment, unequal land ownership and a weak education system. Brazil's government of the 1990s put in place some serious anti-poverty programs, but a decade of reform barely dented social injustice.

These days, many Brazilians are malnourished; few are actually starving. However, the conditions inside and outside of the big cities remain grim, with youths hanging around doing nothing, an explosion in violent crime and a severely deficient police and judicial system.

Dreams Can Be Foundation was named for an early mantra of mine and today it represents the hopes and aspirations of the children whose dreams we work to fulfill. It also represents the fellow dreamers amongst us, those friends of Dreams that step up to the plate no matter the economic environment and help us to make dreams come true... even if that dream is something as simple as a safe place to just be a kid out of harms way, harm often being a stray bullet.

**Lisa Urgo**  
Founder and President

Let us know what you think of our first annual report by sending an e-mail to [reply@dreamscanbe.org](mailto:reply@dreamscanbe.org) and remember that you can always find more information about us on our website at [www.dreamscanbe.org](http://www.dreamscanbe.org).

"To accomplish great things, we must not only act, but also dream; not only plan, but also believe."  
Anatole France



# 2004 Highlights

DreamsBRASIL partnered with Telemar (Brazil's largest telecom company) and Correios (the national postal service) to provide the resources to open the Little Tiger Circus School Rio Satellite Center, in the heart of Rio's Centro district to bring daily services to 100 street kids.



Picture: Andre Cypriano

DCBF applied for and received a grant from the Laureus Sport for Good Foundation (UK) for the Fight for Peace program to cover three years of operating costs for this much needed program serving children in one of Rio's most dangerous 'favela' communities that has experienced more than 10 years of territorial violence by opposing drug trafficking gangs.



DreamsBRASIL received the support of their first corporate sponsor who signed on to underwrite the expenses for the 'Thinking Together' child sponsorship program and a majority of the costs to run the class and pay for staff. Allied Domecq contributed BR\$40,000, to the project in 2004.



Picture: Andre Cypriano

With the help of Allied Domecq we were able to open a classroom for the children, where they can receive educational reinforcement and meals and so much more than we can include in this space. 2004 was also the first year that all these children passed their classes. And the social workers reported that the children had stopped going to the traffic lights to beg for money.

In 2004 DreamsBrasil worked directly with programs that offered services to more than 1,600 children and indirectly with programs serving many thousands more and more than tripling the capacity of 2003.

We increased our presence throughout Brazil to 7 States: SÃO PAULO, RIO DE JANEIRO, PARANÁ, PERNAMBUCO, CEARÁ, MINAS GERAIS, and ALAGOAS.

Under the guidance of Brazilian filmmaker Katia Lund and Oscar-nominated film director, Fernando Meirelles, Nos do Cinema {We In Cinema} was originally founded to train the award-winning cast for roles in the Brazilian film 'City Of God'. The

project now serves over 200 youngsters from Rio's poorest favelas and has been structured into a program that offers a winning solution to the problems of youth in the favelas; access to information, training in media skills, an introduction to the formal job market and a powerful means of self-expression. Nos do Cinema was the recipient of a \$25,000 donation from Disney/Miramax pictures.



Toni Garrido lead signer of the Brazilian pop/reggae band 'Cidade Negra,' became the official ambassador for Dreams Can Be Foundation.

DCB held three benefit shows with Cirque du Soleil in NY, and Philadelphia raising \$35,000 to continue supporting a network of programs that incorporate an aspect of social circus into their work.



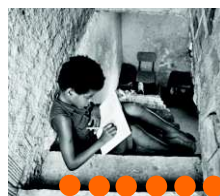
DreamsBRASIL held its first benefit event in Brazil to kick off our advocacy campaign

"PARTICIPE DA SOLUÇÃO" {Be a Part of the Solution}.

Dreams had two international interns working for us in Brazil, Paulina Szyrmer is a graduate of the Georgetown School of Foreign Service who worked on our 'Research from the Field' area of our website and Bradley Brooks a graduate student working towards his Master of International Affairs at Columbia's School of International and Public Affairs and who created our Communications Plan.



We had many volunteers working with us in Brazil including David Clayton of Chicago who worked with us in our Development Office. Juliana Machado and Marcello Filho of Rio de Janeiro who worked long and hard with us while full time students at the local University. Marcello Filho is now our office manager.



Picture: Yui Natsuyagi

Dreams Can Be Foundation, originally designed as a fundraising mechanism for struggling NGO's in Brazil, has spent the past four years investigating projects and programs designed to alleviate the suffering of Brazil's children. By taking on the role of an intermediary organization, and developing relevant partnerships with like-minded individuals and agencies, we are able to achieve our mission on a scale large enough to have substantial impact on youth development. We are in a position to disseminate a body of information both to the local community and to those individuals and organizations outside of Brazil who have an interest in the region and in the scope of our work. This work is accomplished within a design, emphasizing a model of interagency collaboration, creating linkages between NGO's, non-NGO and local programs, and individual citizens from inside and outside of Brazil concerned with addressing the needs of street kids and at-risk youth in various settings.

DCBF through our DreamsBRASIL Rio Support office provides growth capital and strategic assistance to build, strengthen, and scale high potential community-based organizations serving the core developmental, learning, and educational needs of children of low-income families living in the poorest and most miserable conditions in Brazil's favela communities.

Our mission at DCBF has always been to support grassroots organizations who

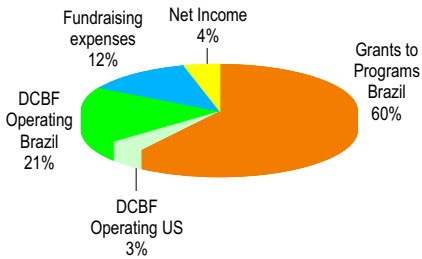
are working with impoverished youth in Brazil. Building the credibility of the programs is a key prerequisite for these programs to go on to be self sustaining. Our aim is to improve the environment in which NGOs operate, paying particular attention to enhancing the organizational capacity, financial sustainability, and public image of the NGO sector by engaging individual community leaders who have no or very limited access to and control over the resources as well as benefits of any development activities. Our team spends a majority of its time in Brazil working through the DreamsBRASIL Rio Support office; working with a bottom up approach that gives us a better perspective of what our role needs to be.

One of the many aspects of our work through our DreamsBRASIL Rio Support office is the fact that we have become a reference for the English speaking community interested in helping the children of Brazil. In this role we are able to connect people to projects and programs in our network or in direct support of Dreams Can Be Foundation or DreamsBRASIL. Yet there are other times when we simply help them to find a group or project that allows them to fulfill their personal or corporate social mission. Though this does not always add to the bottom line of our organization, we are gratified by the results. If you have a desire, a wish, a dream to help the children of Brazil, maybe we can help. Or maybe you or your company are seeking ways to help and need some ideas, please contact us.

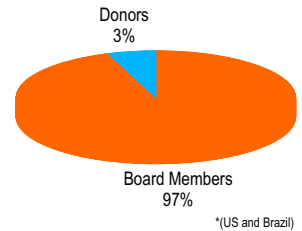
# Notes from the Development Office

In 2004 Dreams Can Be Foundation (DCFB) doubled the amount of donations over the prior year and gave away more than USD\$190,000 to programs in Brazil. With total revenues of USD\$236,570 comprising: \$54,255 in foundation grants, \$91,366 from corporations, \$24,865 coming from 85 Individuals, Board Member contributions of \$54,890 toward our operating expenses and \$11,024 from In-kind donations. Our financials and our audit for 2004 can be found on our website.

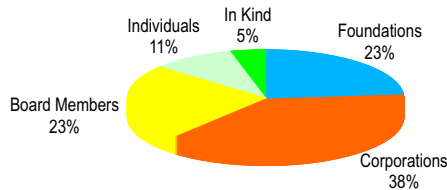
**Where the money was spend:**



**Where our operating support comes from?\***



**Our money comes from:**



## Grants and Program Services

Dreams Can Be Foundation provides growth capital and strategic assistance to build, strengthen, and scale high potential community-based organizations serving the core developmental, learning, and educational needs of children of low-income families living in the poorest and most miserable conditions in Brazil's favela (slum) communities.

We support programs through grants toward operating expenses, such as salaries and overhead as well as equipment and resources for income generating 'social enterprise' leading to a greater consistency of nonprofit service delivery within a program.

## Fundraising Expenses

Our President and Managing Director is an unpaid volunteer and we have one salaried American employee in the role of Development Director for the organization. Her salary is included in this amount.

Our 3rd annual Cirque du Soleil Benefit Fundraiser was held over three evenings in the spring and summer 2004 allowing us to raise over USD\$35,000 designated for programs that include an element of social circus. An additional USD \$8,000 in donations was raised through fundraising efforts connected to ticket sales.



# Financial Statements Audited

## Comparative Balance Sheet Positions for the Years Ended 2002, 2003, & 2004

Change in Net Assets:	<u>2004</u>	<u>2003</u>	<u>2002</u>
<u>Support and Revenues</u>			
Contributions	\$ 186,369	\$ 73,536	\$ 80,251
In-kind donations (Note 3)	11,025	1,195	4,715
Fundraising	<u>39,177</u>	<u>39,367</u>	<u>35,614</u>
Total Support and Revenues	<u>236,571</u>	<u>114,098</u>	<u>120,580</u>
<u>Expenses</u>			
Brazil program grants	190,854	88,453	105,002
General and administrative	7,239	9,892	4,952
Fundraising	<u>29,268</u>	<u>21,640</u>	<u>-</u>
Total Expenses	<u>227,361</u>	<u>119,985</u>	<u>109,954</u>
Increase in Net Assets	9,210	(5,887)	10,626
Net Assets - Beginning of Year	<u>15,555</u>	<u>21,442</u>	<u>10,816</u>
Net Assets - End of Year	<u>\$ 24,765</u>	<u>\$ 15,555</u>	<u>\$ 21,442</u>

## Comparative Statement of Activities for the Years Ended 2002, 2003, & 2004

<u>ASSETS</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>
Current Assets			
Cash	\$ 25,842	\$ 13,038	\$ 19,441
Total Current Assets	25,842	13,038	19,441
Fixed assets - NET	944	1,183	0
Organization costs - NET	<u>667</u>	<u>1,334</u>	<u>2,001</u>
Total Assets	<u>\$ 27,453</u>	<u>\$ 15,555</u>	<u>\$ 21,442</u>
<u>LIABILITIES AND NET ASSETS</u>			
Current Liabilities			
Accounts payable and accrued expenses	\$ 2,688.00	\$ -	\$ -
Total Current Liabilities	<u>\$ 2,688.00</u>	<u>-</u>	<u>-</u>
Net Assets			
Unrestricted	24,765	13,344	12,869
Temporarily restricted (Note 3)	<u>0</u>	<u>2,211</u>	<u>8,573</u>
Total Net Assets	<u>24,765</u>	<u>15,555</u>	<u>21,442</u>
Total Liabilities and Net Assets	<u>\$ 27,453</u>	<u>\$ 15,555</u>	<u>\$ 21,442</u>

# Forward Looking Statements

We are continually looking into ways that we can develop the skills of the individual teams of the groups that we serve, as well as the infrastructures of their organizations. DCBF is at a crucial juncture in our work and is seeking funding in support of our own organization's capacity to deliver services that enable and support a viable NGO infrastructure for human service delivery. With an eye toward greater transparency, and the tools to connect with existing funding opportunities we believe these skills are essential to their path to self sustainability.

Since 2002 Dreams Can Be has experienced 100% growth year over year, the current deterioration of the dollar against the Brazilian Real has had a substantial impact on our ability to meet our projected goals based on a

budget created under a different exchange rate. In 2004 - 97% of our overhead was covered by our Board of Directors. Though we have lived up to our commitments to the projects and programs that we support, having to cut back on our own capacity building work means that development work on behalf of the programs that we support may be impacted in the future. In an effort to contain costs and maintain the same level of services we will be moving into a smaller office space when our lease expires in July, 2005.

We would like to take this time to appeal to donors when making a donation on behalf of a project to also think about the expense that is incurred in order to keep our organization afloat and earmark a nominal amount towards DCBF operating expenses.

*"Never doubt that a small dedicated group of individuals can change the world indeed it is the only thing that ever has"*

Margaret Meade

## Thank You ●●●●●●

We envision all children of Brazil having the means to realize their hopes and build their dreams.

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