



EXPANDING ON OUR MISSION STATEMENT

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 with existing programs that offer street children and impoverished youth activities that educate, teach discipline, and offer opportunities for peer-interaction, increased self-awareness, the cultivation of self-esteem and exposure to life-skills, which aid the participants in becoming responsible and happy citizens. We work in partnership with grassroots organizations and community-based groups who have been screened and evaluated and have the ability to follow a strict criteria for working with us. We assist these organizations in various ways. We evaluate their financial needs and write grant proposals to American and Brazilian funders on their behalf and we assist the larger programs with better resources to understand this process. We work directly with organizations to develop or improve their internal business structures, leading them to be more efficient, organized, transparent and self-sufficient. In addition, we promote and facilitate collaboration with peers in order to effect systemic change and promote stability and growth within their individual organizations. We are also 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 and remove existing barriers in order to offer them access to better education, more life opportunities and improved advocacy on their behalf.

DREAMS CAN BE FOUNDATION

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Welcome to our fourth biannual newsletter. With a special focus on the business of Social Responsibility we invite you to be a part of our happy community that not only thinks globally and acts locally- but to our great joy acts globally as well. Whether you are the CEO of a Fortune 500, a small business owner or a worker among workers there are ways that you can be part of the solution. To find out more please read on and also visit us at www.dreamscanbe.org

MESSAGE FROM THE PRESIDENT

Dear Friends and Partners,

So much has happened in our world since I last wrote to you. The tsunami killed 217,000 people over Christmas as we all saw with our own eyes through our local media channels. The US is now at war with Iraq and we are losing soldiers and local victims every day. Hundreds of thousands of Refugees from the Darfur region of western Sudan have fled across the border escaping alleged ethnic cleansing in their war-torn country, bringing stories of atrocities allegedly committed by the Sudanese government. Bono has been a responsible catalyst for lifting billions of dollars in third world debt which may help save Africa from demise.

All in such a short time, yet here in Brazil our situation is unchanged. Drug wars and police involvement continue to lead to death in the favela communities. "The favelas became concentration camps, there is no health care, no education, they are encircled militarily. If you leave, you are shot. It is not a coincidence that the victims of violence are the same victims as always in Brazil: the poor, black, segregated. And mostly youth under the age of 25." Luis Mir, author of the recently published "Guerra Civil - Estado e Trauma" (Civil War - State and Trauma). We are no longer able to ignore the fact that Brazil is in the middle of a civil war.

"Millions of young people are out of school, exposed to drugs and with little future. Children and adolescents as young as 11 years old use firearms to defend turf in conflicts with police and rival gangs; All of this with the direct or indirect participation of corrupt police and the connivance of politicians. This, in addition to poorly planned repressive measures, a lack of family planning and an absent State have caused violence rates to skyrocket over the last several years... the number of deaths caused by firearms is greater than in countries officially at war. And worse: most of the victims are under the age of 18." Marcelo Monteiro, Viva Rio

The police of Rio de Janeiro are the most lethal in Brazil and in Latin America. According

to research by the Centre for the Study of Security and Citizenship of Cândido Mendes University, 3,815 people were assassinated by the military police in 6 years. The police of Rio de Janeiro and São Paulo killed 1,295 people in 2002. {US policemen, throughout the US, killed 367}. The police kill more than they injure. Autopsies of victims prove the excessive use of force and of summary executions. Out of 895 registered civilians killed by military policemen, only 301 were investigated. Of these, 295 were archived, only six going to court. Of those six, all were absolved.

The current situation in Brazil is unacceptable.

In our new global society we are all becoming ONE COMMUNITY "Through the media, we have some strange faces in our own backyards who we weren't calling family until very recently, and we still don't really want to. But if you're going to enjoy your sneakers and your jeans made by developing communities, you are already involved with those people. You cannot therefore ignore some of the problems they're negotiating they're living on your street. There was this old fashioned definition of generosity, which at the very least the rich man looks after the poor man on his street. Guess what? Now that street goes round the globe!" Bono

We are a GLOBAL FAMILY, and it's time to realize that it is "we" who are responsible for the state of our global community and it is "we" who are responsible for our brothers and sisters, sons and daughters around the world.

How much do "we" really need to be happy and how little would it take us to save a life and build a future for a child who wants only a chance to make their dreams come true but has no tools to do so. Let us take responsibility for what is in our backyards and lets take action to help our global family.

Thank you to my brothers and sisters.

Lisa Urgo

Founder and President

ACHIEVING DREAMS

In 2004 Dreams doubled the amount of donations received in '03 and distributed 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 from Individual donors, \$55,090 of Board Member operating expenses contributions and \$11,024 from In-kind donations. Our financials and our '04 audit can be found on our website.

Our 4th annual **Cirque du Soleil** Benefit Fundraiser was held in April in Pittsburgh. This year's sold out event raised \$33,642 to continue to support children in Brazil who participate in Cirque du Soleil's International Social Circus Network of programs, **'Cirque du Monde'**.

Though 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 budgets 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 programs we support, having to cut back on our own capacity building work means that development work on behalf of the programs 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 Rio office space when our lease expires in July. 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 our operating expenses.

CAPACITATING DREAMS

In March we made a grant of **USD\$19,000** to **Pró Criança Cardíaca**. We are committed to support this important program through fundraising and other efforts throughout the year. Please read more about them in the 'Programs in the Spotlight' section.

Our Rio office has, among many other activities, become a reference for the international English speaking community interested in helping the children of Brazil. We are able to connect these people to projects and programs in our network and sometimes they are able to be of support to 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. We would like to introduce you to some of these people here today:



YUI NATSUYAGI

Tokyo native, **Yui Natsuyagi** is an established NYC based photojournalist. In 2003 Yui spent 5 weeks in Rio documenting the life of 8 year-old Rafaela from our **Pensando Junto Child Sponsorship Program**. In 2005, Yui was awarded a

Puffin Foundation grant to continue this project and will return to Rio to do so this September. You cannot imagine how important this has been for Rafaela, not to mention the life-changing experience for Yui. To read and see their story go to <http://yuinatsuyagi.com>.

American **Adam Carter** is a former Fulbright Scholar and NPR reporter who studied Anthropology and International Development. In 2004 Adam became **Backpack Nation's** Global Ambassador and spent 5 months in Rio where we introduced him to the **"Happy Ending" Project**. Since his time spent in Rio; Adam has not forgotten about the children's lives he touched, and he continues to mobilize friends and acquaintances to support **Happy Ending**. His commitment is one of the examples of why Dreams "Ambassador" work is so important. You can read about Adam's experiences at www.adamcarter.org.

PROGRAMS IN THE SPOTLIGHT

Over two thousand babies a year are born with heart defects in the state of Rio de Janeiro.

• **Pró Criança Cardíaca Foundation** is a Brazilian not for profit organization providing free heart surgeries to needy children in the state of Rio de Janeiro. Pró Criança is currently fighting to maintain space in a for profit hospital that is having a hard time supporting these free services. This is the only such program in the State of Rio de Janeiro providing these services to poor children, where one surgery can be performed for around USD\$4,000. Pró Criança Cardíaca was founded in 1996 by Dr. Rosa Célia Barbosa in response to the many children that desperately need quality cardiac care in Rio de Janeiro. Poor children born with cardiac problems that demand surgery find it very difficult to receive care in Rio's public hospital system which often lacks physical and infrastructural resources. A large number of poor children born with cardiac problems die waiting for treatment.

Touched by this cry for help, Dr. Rosa Barbosa responded by mobilizing professionals, friends and companies and with the support of the Pró Cardíaco Hospital, founded Pró Criança Cardíaca Foundation in 2001, when they also opened up their own clinic in Rio de Janeiro. With the inauguration of the new clinic, they were able to broaden their medical assistance and offer other services, such as dental care and computer classes.

On their initial visit to the clinic, children undergo a detailed assessment that includes a thorough medical examination as well as an ECG, and Echocardiogram. If further exams are necessary, they take place at the Pró Cardíaco Hospital without delay, as both the clinical center and the support Hospital are located on the same street.

During the process of diagnosis and treatment, the same medical team attends the children, giving them and their family members a sense of security. Directly after the diagnosis, the procedure for the treatment is determined. The team offers advice on treatment, diet, and other care. It also provides medication, food, clothes and toys. Everything is done with professionalism, devotion, and joy.



DR. ROSA CÉLIA AND A YOUNG PATIENT

Every year, the number of needy families rises. Since Pró Criança Foundation was created in 1996, more than 6,000 children have received medical care, 200 have received catheterizations and 600 children were saved through heart surgeries. In 2005 Dreams Can Be Foundation is committed to helping this worthy program to realize their dreams. In March DCBF made their 1st grant to **Pró Criança Cardíaca Foundation** in the amount of **USD\$19,000**.

• **Emerson Fittipaldi** Brazil's first Formula One world champion, spent a day with the **Fight for Peace** project on behalf of the **Laureus Sport for Good Foundation**, who last year granted the project an award of USD\$165,000. This grant was obtained through the efforts of Dreams Can Be. It was a very exciting day for the kids, not to mention the grown ups which included Dreams Can Be founder Lisa Urgo.

PICTURED FROM LEFT ANTHROPOLOGIST AND FIGHT FOR PEACE FOUNDER LUKE DOWDNEY, BRAZIL'S FORMULA ONE CHAMP EMERSON FITTIPALDI, PARA-OLYMPIC MEDALIST IN SWIMMING CLODALDO SILVA, ALEX SILVA WRESTLING COACH FOR FIGHT FOR PEACE, AND ALEXANDRE A PROJECT PARTICIPANT.



PARTNERING FOR DREAMS

Dreams Can Be recognizes that individuals and companies who care about the global community in which they live should be given the opportunity to invest in it. A partnership with Dreams provides a return on investment, with opportunities to increase your company's visibility and enhance your reputation as an engaged, committed corporate citizen.

Dreams continually hosts benefit events offering a series of **sponsorship opportunities** available to you in both the US and Brazil. As a Dreams Can Be sponsor, you can join others in our international effort to make a difference in the lives of so many.

As this newsletter was going to press last year we were planning our first event as part of our "Be a Part of the Solution" advocacy campaign to introduce young Brazilian adults to concepts revolving around giving and volunteerism. We kicked off our benefit 'Rio Soul Brothers' with an evening of fun and music at the ultra-hip Rio nightclub MELT featuring guest DJ's including **Marcello Yuka of F.UR.T.O.** and **Mario Caldato** (producer of acts such as Jack Johnson & The Beastie Boys). The event sold out and raised over BR\$1600. to further the campaign. Our next event promises to be even more



PROJECT DIRECTOR VINICIUS DAUMAS WITH KIDS FROM LITTLE TIGER PROGRAM, PICTURED WITH TONI GARRIDO, LISA URGO AND DR. ROSA CÉLIA AT THE ELLUS OPENING PARTY

spectacular.

On March 14th DreamsBrasil was the recipient of a benefit event with our newest Brazilian partner **Ellus Fashion Mall** at the re-opening of their store in upscale Rio Fashion Mall where 10% of that days sales receipts (BR\$1500) went to benefit DreamsBrasil. Our Ambassador, Brazilian musical artist Toni Garrido, took the opportunity to present a check equal to USD\$19,000 to **Pró Criança Cardíaca** Foundation. We look forward to future opportunities with Ellus and will keep you posted.

Our campaign in partnership with **Global Giving** has raised USD\$1670 to date and continues through September. The proceeds are going to three different programs that were chosen from among thousands of projects worldwide by the website donors. A new campaign begins in September.

NEWS AND EVENTS

• Through our continuing partnership with **Cirque du Soleil** we held our 4th annual benefit fundraiser in Pittsburgh, PA, the sight of our first benefit in 2002. This year's sold out performance of Cirque's show "Varekai" brought our total donations from this partnership to over USD\$140,000. During the pre-show cocktail Dreams Founder Lisa Urgo was able to catch up with many past attendees and long time donors. Proceeds from the event will continue to support more than 2000 children in Brazil.

• In March 2005, Lisa Urgo our Founder and President was nominated for a **Volvo For Life Award**, her story was one of the few chosen from thousands for inclusion on the Volvo For Life website and we are proud of the distinction for her work and dedication. You can read her story at www.volvoforlifeawards.com.

• In February Dreams was awarded a **Google Grant Award** with an estimated value of USD\$7200 - giving us 3 months of premier ad space on the Google website which has tripled the number of visitors to our website.

• Joining DreamsBrasil in the role of Development Assistant is **Leticia Martins**. Leticia is

a graduate of Rio de Janeiro Pontificia Catholic University, with a BA in Advertising and experience in many areas of communications and marketing. Leticia is currently pursuing a post graduate degree and is excited to apply her experience toward the further development of DreamsBrasil.

• In March, DCBF launched a page of our website entitled 'Research from the Field'. We hope that this page will become a resource for students, journalists, and others interested in the issues and causes of street children and giving & philanthropy in Brazil. There are publications in English and Portuguese written by academics and social workers i.e. Have a look at www.dreamscanbe.org.

• All of us at Dreams would like to extend our **gratitude to Renee Shaw** of Johnstown PA. We owe a good amount of the success of our annual Cirque du Soleil event to the hard work and dedication of this one individual.



RENEE SHAW IS PICTURED HERE WITH MARK PASQUERILLA OUR BOARD VP.

VOLUNTEERS FOR DREAMS

We would like to acknowledge the will and dedication of our volunteers. Demonstrating an eagerness to serve others and to change the world is the spirit that permeates our work and allows us to accomplish our goals. We are forever in awe of individuals who choose to take time out of their busy lives to make a difference.

"Maturity begins to grow when you can sense your concern for others outweighing your concern for yourself."

JOHN MACNAUGHTON

DREAM TEAM

Mariel Brito, our most recent intern, received a fellowship from the National Security Education Program and chose to come to Brazil to learn Portuguese and volunteer for Dreams. Mariel was born in the Dominican Republic and moved to New York City when she was 14 years old. Interested in Latin American culture and International Social Work, she received her Masters of Social Work from the State University of New York at Albany. Mariel fit into the office from day one and was a great help to us in completing our research page and her impromptu English classes for the Brazilian staff will be greatly missed.

After interning with us in 2003 and then returning to DreamsBrasil in 2004 in the role of Development Assistant, **Gwen Murray** returned to the US to continue her graduate studies. Gwen was accepted to her top 4 school choices and we wish her the best of luck in all her future endeavors. She is greatly missed!

In 2003 we partnered with the Brazilian organization **Iko Poran** which brings international volunteers to Brazil, where they have made-to-order volunteering experiences working with social programs on a fee basis. A portion of the proceeds from these volunteers fees are then shared with the social project. Iko Poran volunteers have begun making a real impact with some of our programs through the work of these very interesting and industrious foreigners. www.ikoporan.org



MARIEL BRITO FEATURED IN AN ARTICLE ON FOREIGN VOLUNTEERS IN THE NEWSPAPER 'O GLOBO'

HOW TO GET INVOLVED WITH DREAMS CAN BE FOUNDATION

Become a partner in the work of Dreams Can Be Foundation. As a non-profit organization, we depend on the support of individuals like you. Through your tax-deductible contribution, you can help make dreams come true.

BE A PART OF THE SOLUTION TAKE ACTION

Enclosed is my tax-deductible contribution † Amount: \$

First Name: Last Name:
 Address: City: State: Zip: Country:
 Phone: () e-mail:

Please charge my credit card (circle one):* MC Visa American Express Discover
 Card Number: Exp. Date:

Signature:

- Enclosed check made payable to: Dreams Can Be Foundation (please do not send cash by mail)
- Please send me an invoice
- My Employer matches donations



† Contributions to the Dreams Can Be Foundation, a tax-exempt organization under Section 501(c)3 of the Internal Revenue Code, are deductible for computing income and estate taxes.

*Though all gifts are greatly appreciated, please consider the option of making your contribution via check to avoid the roughly 3% credit card transaction fee that will be charged to Dreams Can Be.

“You can hold yourself back from the sufferings of the world, that is something you are free to do and it accords with your nature, but perhaps this very holding back is the one suffering you could avoid.”

FRANZ KAFKA

THERE ARE MANY WAYS TO MAKE A CONTRIBUTION

- This form can be filled out and mailed to the address below
- Online donations can be made at www.dreamscanbe.org
- To make a donation by phone call (814) 255-4379
- Volunteer information is available on our website.

MEMBERSHIP CATEGORIES:

- Benefactor (\$10,000 or more)
- Founding Member (\$5,000-\$10,000)
- Ambassador (\$1,000-\$4,999)
- Patron (\$500-\$999)
- Partner (\$250-\$499)
- Angel (\$100-\$249)
- Hero (\$50-\$99)
- Amigo (\$25-\$49)

SPONSOR A CHILD:

Full sponsorship:
\$500/year/child

DREAMS CAN BE FOUNDATION

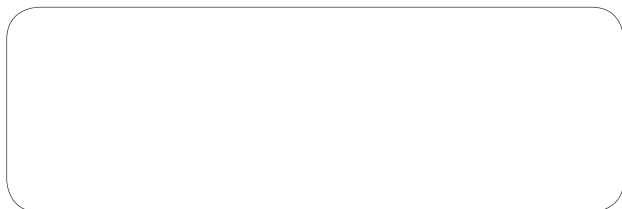
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FOUNDATION ●●●●●●●●

International partners reaching out to
 brazilian street children and abandoned youth
 - supporting programs that save lives

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OUR MISSION

Dreams Can Be Foundation is a US based 501(c)3 non-profit charitable supporting organization and a Brazilian Civil Association of Public Interest (OSCIP/NGO) dedicated to aiding street children, at-risk and abandoned youth in Brazil. We work in partnership with local organizations and NGOs to provide education, moral and social development, humanitarian relief, and the offering of opportunities where there were none before.

OUR VISION

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



PARTNERS



SPECIAL THANKS A big thank you goes out to Márcio Sá graphic designer extraordinaire, for his beautiful artwork which he creates for DreamsBrasil special events and he does it completely for free! You are so cool Márcio and we are so much cooler because of you! Big Thanks!

