



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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Growing, growing.... Growth! In this our second edition of our biannual newsletter we focus on the development of Dreams Can Be and our increased capacity to serve impoverished youth throughout Brazil. The outpouring of support for our vision over this last six months has inspired us greatly in our work and we hope that you will find the information in this issue equally as inspiring. You can sign up for the e-mail version on our website at www.dreamscanbe.org.

MESSAGE FROM THE PRESIDENT

Dear Fellow Dreamers,

I was walking down the street in Rio de Janeiro one afternoon and came across an infant crawling on the sidewalk, alone, filthy with nothing on but a dirty diaper. I watched as people passed by, walking around the child and continuing on. A well dressed mother and son and their well dressed nanny passed by noticing the child and looking at me with the same helpless look on their faces as mine – they then turned and walked away. I looked around to find three adults asleep on the sidewalk ahead. Not knowing what to do, I called Child Services, sat and waited, staring at the child afraid to pick him/her up and afraid to wake the sleepers. When the social workers arrived, the sleeping man awoke, grabbed the baby and ran away.

This past month has seen an outbreak of 'war' in the nearby favela (slum) of Rocinha (est. pop 200,000). The favelas are run by drug traffickers, when I say run I mean run – nothing goes on in their community that they do not know about or approve of – even our work and presence in the communities - although we have had no contact with them and will not – they certainly know who we are and what we are doing on their turf. The "chefe" or head trafficker is usually no more than 25 or 26 years old – they never make it into their 30's. During April the former chefe of Rocinha decided to return and try to take the business back from the current chefe. When the police got word of this they decided to get involved... and then the problems began... shootings - often all night long. Who is doing what...who is

shooting who... with whose guns, and why? No one really knows, but every day people are being killed, schools and business are closed and danger dominates the air.

Our child sponsorship program is in Rocinha – we suspended our activities for the first week worrying about the security of our volunteers and staff. The kids called the office asking why we were not having activities – for them this is their reality, they have lived through this before and are used to it. By the way, the cops killed the 26 year-old chefe and proudly paraded around with his dead body and live pit bull for the press and public to see. Rocinha was shut down completely the next day in mourning and by that night a new 20+ year-old chefe was in charge. Nothing has been solved and 12 people were killed in the process. We have resumed our activities in Rocinha as the police have moved on to another slum looking for the ex-chefe.

I tell these stories not to shock you, but to give you some idea of why we are here doing what we are doing in Brazil. Thank you for your support. Thank you for helping us save lives and thank you for giving Brazil's poorest children an option to crime and a chance for their futures.

LISA URGO

Founder and President

"If we don't stand up for children, then we don't stand for much."

MARIAN WRIGHT EDELMAN

ACHIEVING DREAMS

2003 and early 2004 have moved us from a fledgling start up into an organization making a greater social investment in Brazil. We have been more than encouraged by the outpouring of support; financial and sweat equity from individuals, personalities, corporate leaders and organizations. Through this support we have extended our reach within Brazil to the States of **Minas Gerais, Maceio, Alagoas, Ceará, Piauí and Pernambuco**; now supporting programs in five states including, **Rio de Janeiro**. In 2004 we realized our first true corporate partnership with **Allied Domecq** (NYSE: AED) a global business with a big presence in Brazil. We received the first payment from a multi-year grant that we sought on behalf of the 'Fight for Peace' program; this grant **USD\$165,000** comes from **Laureus Sport for Good Foundation**, founded by Daimler Chrysler Plymouth and Richemont the charitable arm of their Laureus World Sports Awards. In April we received a **USD\$25,000** donation from **Disney Studios** on behalf of **Harvey Weinstein** and **Miramax** pictures for the 'We in Cinema' project. We also received gifts of sports clothing from **ABC Trust** and Circus costumes from **Cirque du Soleil**.



DREAMS AMBASSADOR TONI GARRIDO

Toni Garrido, the lead singer of *Cidade Negra*, Brazil's top pop/reggae group has signed on as Dreams Brazil's first Ambassador. **Gabriel O Pensador**, social activist and Brazilian rap music pioneer, has adopted our child sponsorship program '*Pensando Alto*' in his name and has brought attention to our work on behalf of these children through his personal appearances. We are also working with social activist, drummer and *O Rappa* founder **Marcelo Yuka** helping him to develop his educational community radio station to serve the entire state of Rio - giving a voice to Rio's favela population.

We would like to welcome our newest Director to our Brazilian Board **Roberto Rzezinski**. Director of Victori and founder of A2R, Roberto is an investment advisor with diverse interests in real estate and telecom, et al. Roberto currently sits on the Board of several major companies in Brazil.

CAPACITATING DREAMS

In keeping with our mission, we believe that it is essential to the longevity of each program we support to give these organizations the tools they need to become independent and self-sufficient. The following is some of the work we are doing to accomplish this part of our mission.

Fight for Peace, is the recipient of an operating grant awarded in the amount of USD\$165,000 from the **Laureus Sport for Good Foundation**. We are currently involved in a capital campaign to raise US\$100,000 towards the construction of a new center to be built in the center of *Complexo de Maré* on the site of a parcel of land purchased through a donation from one individual. The new center will allow the project to grow from serving 70 youth to 250.

Dreams Can Be in partnership with **DBA Engineering** (a major Brazilian IT consulting company) is creating The DBA Community Center serving the Residential Village of Fundão Island and nearby communities. With the purpose of creating opportunities for children, the program targets three key areas of social development for socially excluded youth: education, artistic activities and computer classes. Through these three sources, children gain necessary skills to build their own future.

PROGRAMS IN THE SPOTLIGHT

Focusing on the building of citizenship and early childhood development, the **Pequeno Tigre 'Little Tiger' Social Circus School** (PT) has become one of the most well-respected and recognized social circus programs in Brazil. Founded in 2002, PT provides education and opportunities to 131 impoverished children and adolescents between the ages of 7 and 14.

As part of the social program 'Grow and Live', run by the famous **Porta da Pedra Samba School**, PT offers daily activities and a full range of program services in professional and human development for youth and their families from the community of São Gonçalo, RJ.

All classes are offered free of charge and participants receive monthly food packages and free medical services. The children are required to participate in discussion groups related to citizenship, environment, drug use, violence, children's rights, sexual education, etc. Regular meetings are held with the parents, clarifying the importance of stimulating their children's growth. The main objective of PT is to put into practice the role of circus activities combined with educational reinforcement to provide knowledge with the exchange of experiences and ideas in order to stimulate other forms of learning. Child participants have a 100% school attendance rate.

PT is a member of **Cirque du Soleil's** worldwide social outreach program **Cirque du Monde** and a partner of **UNESCO's** 'Peace School,' project, a social initiative to prevent the rising violence amongst the adolescents from Rio de Janeiro. The group is also partnered with **Terra dos Homens** in their skills training offerings for parents. The programs activities are developed and carried out by a team of paid and volunteer professionals - a conscientious group who care deeply about their work in Brazil's social development.

In 2004, Dreams is supporting *Pequeno Tigre* through cash grants and is partnering with them to recreate their winning program for the City of Rio de Janeiro also in partnership with the **Children's Protection Court of Rio de Janeiro**.



LITTLE TIGER AT PLAY 1

Nós do Cinema "We In Cinema" was founded by filmmaker Katia Lund and other film making professionals to train the award-winning cast for roles in the **Oscar nominated** Brazilian film **City of God**. The program serves over 200 children from Rio de Janeiro's poorest neighborhoods offering 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; all powerful means of self-expression, giving disadvantaged youth a unique opportunity to voice their realities through audio-visual works.

Nós do Cinema offers participants training by professionals in basic communications (writing, computers, etc.) and specific training in areas such as directing, screenwriting, journalistic writing, lighting, sound, photography, production, and computer science. The success and survival of *Nós Do Cinema* provides Brazilian society with a dearly needed source of very visible positive role models and agents of social integration.

NÓS DO CINEMA CREW MAKES A MOVIE



PARTNERING FOR DREAMS

Allied Domecq partners with *Pensando Alto* 'Thinking Big' Child Sponsorship Program

Our child sponsorship program *Pensando Alto* 'Thinking Big' has Received the corporate support of **Allied Domecq** a multinational food and beverage manufacturer and retailer headquartered in the UK with a global distribution network in over 50 countries. Allied is our first corporate partner helping to pay staff and operation costs for the program! Bravo for them to take the dive with us, believe in us and offer us the help we need to better serve the children of *Pensando Alto*. This new partnership will allow us to offer many more services to the children: **a full time coordinator, psychologist and citizenship class teacher, medical insurance, dental care, monthly educational field trips, classroom supplies, guest speakers, healthy snacks for classes, delivery of monthly food packages, parenting classes, math and Portuguese reinforcement classes, extra curricular courses** in and outside the favela and many more opportunities and activities. Allied will not only cover the costs of operations and staff for the project (so all donor money will go directly to the children's personal needs,) but they will encourage their employees and vendors to get involved as part of a plan to offer the children **mentors** and **first job training and placement**.



ALLIED DOMECCO'S BRAZILIAN DIRECTOR AND DREAMS NEW FRIEND ENRIQUE MADRID

Enrique Madrid, Allied's General Director of Brazil Operations, is participating on the Board of Advisors of *Pensando Alto* and is a part of the decision-making process of the program. This relationship means the guaranteed success of the project and guaranteed life changes for the children *Pensando Alto* serves.

Líder Solidário

Líder Solidário 'Solidarity Leader' is a new initiative of **SEBRAE** (an organization working to support micro-enterprise in communities throughout Brazil) created to promote and strengthen volunteerism in Brazil, with an emphasis on engaging experienced business leaders with micro-enterprise groups working towards greater self sustainability and community development. In October 2003, *Líder Solidário* invited Dreams Can Be to be part of their Advisory Board. In 2004, *Líder Solidário* and Dreams Can Be are developing a network of **Entrepreneurial Classes for impoverished youth** who are attending Public School.

NEWS AND EVENTS

• Dreams Brasil staff grows:

We are honored to have on board **Carolina Senna Figueiredo** as Coordinator of our Child Sponsorship Program and General Program Coordinator. We watched Carolina volunteer for two years at one of our favorite programs **Final Feliz Community Center** where she traveled 2 hours each way by bus 2-3 times a week to act as their Pedagogic coordinator - meeting with the teachers, families students and monitors. Carolina is a Social Science graduate of UFRJ (Federal University of Rio de Janeiro) and is currently planning to get her Masters in Education or Social Service. Her volunteer spirit and commitment is seen in her overwhelming dedication to the children she serves. **Alexandra Baldaque** has joined us in the role of Public Relations & Development Coordinator Brasil. Alex is studying Journalism at PUC (Pontificia Universidade Católica do Rio de Janeiro) where she recently won an award for an article she wrote about Peace and

will be travelling to Paris to present the paper to UNESCO in May. Alexandra's drive and ambition in such a young person is an everyday inspiration to us. **Tatiana de Araújo Costa Leite** volunteered for us before she joined as a staff member running our office. Tatiana is a Pedagogy graduate from The University Veiga de Almeida. She is also a member of Soka Gakkai International (SGI) - a non governmental organization associated with the United Nations; promoting world peace, culture and education. Tati is always the one with a smile on her face and a laugh in her heart.

- We have launched our **Portuguese website:** www.dreamsbrasil.org.br
- We have launched our **child sponsorship webpage:** www.pensandoalto.org.br
- We are proud to share our **US audited financial statement** available on our website at: www.dreamscanbe.org/about.html#financials or contact us at contact@dreamscanbe.org and we will send you a copy.

Dreams Can Be Invites you for A Magical Night of Wonder to see **Cirque Du Soleil's Alegria** to Benefit Brazil's Impoverished Youth

contact: Renee Shaw at (814) 536-9581 or rshaw@circusamericainc.com

NYC - May 18 & June 16 Philadelphia - July 13 / 2004

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 and make a difference.

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

MARGARET MEADE

DREAM TEAM

JOANNA FABOZZI

is a Development Professional, member of our US advisory board and a valuable friend of Dreams. Joanna imbues our work with her creative ideas; she runs in the NYC Marathon on our behalf, she gives us her time, her energy, and introductions to her friends and colleagues.

SCOTT ANDERSON "Scottinho" a Chicago based musician has earmarked a percentage of the proceeds from his recent CD to Dreams and he has raised over USD\$6,000 in the Chicago area. Our musical angel from Chicago!!!

CRIS BORGES DOS SANTOS

volunteers in our Brazil office helping our staff with anything from taking care of our technology to running errands. His sense of humor and initiative are much valued by our Rio team. Cris is currently studying communications at FACHA in Rio.

JULIANA BARROS is helping us with Brazilian communication development and fundraising events. Currently studying Journalism at Estácio de Sá University, Juliana is also preparing to make a documentary film following the growth of the adolescents in our *Pensando Alto* Child Sponsorship Program.



SOME *PENSANDO ALTO* KIDS WITH NAMESAKE GABRIEL O *PENSADOR* AND COORDINATOR CAROLINA SENNA FIGUEIREDO

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.

“Build a dream and the dream will build you.”

DR. ROBERT H. SCHULLER

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: \$965/year/child
- Shared Sponsorship: \$482.50/year/child

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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.



DESIGN TECNOPOP



SPECIAL THANKS We would like to applaud Allied Domecq for their recent partnership with DreamsBrasil. We are thrilled with their desire to not only strengthen our organization with a financial investment but also their desire to actively participate in our work. Their social leadership exemplifies the best in corporate citizenship.

PARTNERS

