



dreamscanbe

FOUNDATION ●●●●●

INNAUGURAL NEWSLETTER · OCTOBER 2003

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.

Main office

945 Menoher Blvd. Johnstown PA 15905 USA
T (814) 255-4379 F (814) 255-8039

Brasil

Rua Cupertino Durão 20/801 Rio de Janeiro RJ
Brasil 22441-030 T/F 55 (21) 2249-5772

www.dreamscanbe.org

We are pleased to present you with the first ever newsletter from the Dreams Can Be Foundation. We will publish our newsletter biannually for stakeholders in both the United States and Brazil to keep you up-to-date on the business of Dreams, our accomplishments and our ambitions. Our newsletter will be published in print and also distributed via e-mail. To receive an e-mail version of our newsletter and help us to save resources, please sign up on our website www.dreamscanbe.org

MESSAGE FROM THE PRESIDENT

Dear Fellow Dreamers,

In the past year and a half, Dreams Can Be has experienced remarkable growth. The generosity of donors, partners and volunteers has enabled us to make a difference in the lives of some of the most destitute children in Brazil.

In 2002, we completed our first full year of fundraising. We raised over US\$50,000 which was donated in its entirety to the programs and projects that we support. The initial set of 8 programs benefited over 2,000 impoverished children, enriching their lives with academics and athletics and facilitating their personal growth and development.

We also underwent a substantial amount of growth and development in 2002, full of many milestones. We made our first grant to a project, *Luta Pela Paz* (Fight For Peace Sports Center). We brought in a Development Director who helped create our Strategic Development Plan increasing our ability to accommodate more projects. With our communications plan underway, we built an image for Dreams Can Be, creating our logo, launching our website, producing our astounding promotional video and crafting our brochure. In 2002 we received our Brazilian non-profit status, which complements our previously attained 501(c)3 status received in 2001. Most impressive of all was the avalanche of support we received from our donors and volunteers.

Our Strategic Development Plan and the precedents set in 2002 have established a path for magnified growth. In 2003, we have already experienced record success. Our 2nd annual Cirque du Soleil benefit netted US\$36,000 to be given to social circus and arts programs in the Cirque du Soleil – Cirque du Monde Network. In 2003, we are on target to raise

US\$150,000 (we have raised US\$69,000 so far!) increasing our ability to assist more programs dedicated to helping the children of Brazil fulfill their dreams.

In keeping with our mission, unearthing ways to help our programs establish self-sufficiency is at the forefront of our goals. Assisting these programs to achieve independence is essential; their independence makes it possible for us to help more organizations. As social entrepreneurs, we must look to the future. With hope and a vision to ensure the stability of these programs, we look towards their participants to grow to be models of citizenship, perpetuating and improving the systems and patterns of their society.

I would like to take this time to thank all of our donors, partners, mentors, volunteers and my dedicated staff for their unbound patience and support. I offer much gratitude to both our Board of Directors and our Board of Advisors who have brought us strength and invaluable oversight. It is crucial that I acknowledge the contributions of the program directors, mentors, staff and volunteers who persevere despite stereotypes and limited funding. Lastly, I must thank the children themselves who continue to inspire us – from them we learn lessons of compassion, tolerance, determination and humility. It is because of these children that we forge ahead, through every obstacle that arises, with courage and strength.

LISA URGO

Founder and President

“All labor that uplifts humanity has dignity and importance and should be undertaken with painstaking excellence.”

DR. MARTIN LUTHER KING JR.

" \$) * & 7 * / (% 3 & " . 4

In 2002 we were able to help more children than ever. We distributed over US\$50,000 to programs serving impoverished youth. Much of our success comes from the generous contributions of Individual Donors. We are pleased to announce that our number of Individual Donors has increased from 10 donors in 2001 to 112 in 2002 to 225 as of July 2003. Highlights from the year include our involvement with the *Final Feliz* Community Center. Our continued support of *Luta Pela Paz* has also been of great reward as we have been instrumental in bringing together other partners to aid them in their efforts to build a new sports facility at the center of their community. Our new partnership with *Rumo Certo* allowed us to turn over the day-to-day responsibilities of managing the children of *NG Rocinha* (our sponsorship program) to professionals, leaving us with the easier task of raising and managing the funds - our true mission.

\$ " 1 " \$ * 5 " 5 * / (% 3 & " . 4

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 that they need to become independent and self-sufficient. As part of this effort we are continually looking into ways that we can develop the skills of their individual teams as well as the infrastructures of their organizations. The following is some of the work that we are doing to accomplish this part of our mission.

&) ' (4 & / 2 0 % ! # % , 5 4 the recipient of Our first grant award as of February of 2002, is a program that has been gaining much momentum through our efforts and those of others. We are currently involved in a capital campaign to raise BR\$350.000 to create a new headquarters/sporting facility, which will allow them to serve an additional 110 children living in the center of Complexo de Maré (a community often cited as the most dangerous in Rio). This new center, which will be open to the paying public, will pave the way towards self-sufficiency for the project. U K E \$ Q Founder and Director of Fight for Peace, has been very busy this past year with the publication of his book "Children of the Drug Trade". This book, published with the help of Save The Children, is highly recommended reading for anyone interested in an introspective approach to the reality of the youth of the favelas (urban slums) and their subsequent problems.

2 % #) # , is a 40% instruction program that serves 90 underprivileged youth; we are helping them put together their strategic plan and helping them with introductions to build a board of directors. Under the guidance of filmmaker + A T I A (co-founder of City of God) 7 %) . #) . % - ! . É 3 \$ a program teaching over 200 children all aspects of film production. We are assisting them with their strategic planning and aspects of the fundraising process. We are also looking into partnering with several organizations to offer workshops teaching grant writing, fundraising and development skills to grass-roots organizations.



MAKING MUSIC WITH RECCOARE



LUTA PELA PAZ ATHLETES COMPETING IN A BOXING MATCH

1 3 0 (3 " . 4 * / 5) & 4 1 0 5 - * (

Luta Pela Paz & I G H T F O R P E A C E F O U N D E D I N 2 0 0 0 , T H E F I G H T F O R P E A C E S P O R T S C L U B W O R K S W I T H 4 0 B O Y S A N D Y O U N G M E N , T O C O N F R O N T I S S U E S F A C I N G I M P O V E R I S H E D Y O U T H B Y F O C U S I N G O N P R E V E N T I O N O F Y O U T H P A R T I C I P A T I O N I N C R I M E A N D V I O L E N C E . T H E D U B I S B A S E D I N O A R Q U E S O N T H E C O M P L E X O D E M A R É A R E A O F R I O T E R R O R I Z E D B Y A D E C A D E O F T E R R I T O R I A L D R U G W A R S B E T W E E N T W O O F R I O ' S L A R G E S T D R U G T R A F F I C K I N G G A N G S . F I G H T F O R P E A C E M E M B E R S T R A I N T H R E E T I M E S A W E E K A N D A R E R E W A R D E D W I T H M O N T H L Y F O O D P A C K A G E S . O N C E A W E E K , A C O M P U L S O R Y G R O U P W O R K S H O P I S H E L D B Y A Y O U T H P S Y C H O L O G I S T T O A D V I S E T H E P A R T I C I P A N T S I N C I T I Z E N S H I P A N D C O N F L I C T R E S O L U T I O N . T H E D U B E N C O U R A G E S M E M B E R S T O R E T U R N T O S C H O O L O R J O B T R A I N I N G P R O G R A M S I N O R D E R T O E N H A N C E T H E I R L I F E ' S P O T E N T I A L . I N 2 0 0 2 , D C B S U P P O R T E D , U T A O E V I T A O C A L I Z C O N T R I B U T I O N S U S E D T O P U R C H A S E S P O R T S E Q U I P M E N T A S W E L L A S F U N D O P E R A T I O N A N D G E N E R A L S U P P O R T .

Final Feliz (APPY %NDING #OMMUNITY #ENTE

In the course of our work, we meet individuals who inspire us to tears with their selfless acts of philanthropy. Moreno, the creator of the & I N A L Community Center, is one such individual. Moreno was concerned that the community offered no organized activities offering alternatives to loitering in the streets and he began inviting some of the neighborhood children to come to his home. His house and backyard were transformed into a center for developing the children's literacy as well as a space for recreational activities. Before he knew it he had 40 kids visiting his home every day of the week. Moreno had quit his job as a security guard to devote one-hundred percent of his time to the Community Center. When he came to



FINAL FELIZ CHILDREN CLOWNING AROUND



FF FOUNDER MORENO AND FELIPE THANK THE STOWNS FROM CALIFORNIA FOR THEIR DONATION

1 " 3 5 / & 3 * / (' 0 3 % 3 & " . 4

Rumo Certo
 THE RIGHT PATH
 THE NEW GENERATION
 20 CINHA 3 PONSOR
NG Rocinha



RAPPER, SOCIAL ACTIVIST GABRIEL O PENSADOR WITH NG PARTICIPANT LUIZ HENRIQUE

Founded in 1999 by NY based Brazilian photographer and photo realist Andre Cypriano, Rumo Certo is a one-on-one child sponsorship program in Rocinha - the largest Favela slum in Latin America. The program focuses on youngsters and their families who have particular financial distress and troubled family lives - most of which involve the criminal system. Combined with the financial support of DCB, Rumo Certo offers the individual donor a chance to make a direct impact on a particular child's life. Sponsorship income provides tutoring and courses targeting specific skills to develop the child's self-awareness, identity, self-esteem, life experience outside the slum, socialization, and offering general educational and cultural acquisition. We are continuing to look for additional sponsors so that each child in the program will have one of their own. Once we accomplish this, we will double up on sponsors per child in order to better serve these young people and save for their futures and higher education. In March 2002, we finalized a partnership agreement with Rumo Certo Community Center on behalf of the children of the Favela Rocinha Sponsorship Program. Established in

1999, Rumo Certo is a fully organized and efficient non-profit community center in Rocinha. We serve over 1,000 children from the favela offering medical and dental care (free of charge) and psychological counseling. Rumo Certo is an advocate of education providing classes in literacy and tutoring in various subjects. Rumo Certo also places an emphasis on athleticism providing training for many sports including soccer, swimming and judo. We have entered each of the Rumo Certo kids into the Rumo Certo program where they are receiving academic and athletic enrichment. This partnership comes to our organization with great joy (and relief) as we must maintain that our foundation does not run programs, but supports existing ones. We will continue to manage the sponsorship activities of each of the sponsored children and will continue to support their outside courses in computers, English, and special interests, to which we are committed. However, now their general care will be in the hands of the skilled professionals at Rumo Certo. We will keep you updated on all the Rumo Certo activities.

" # & / & ' * 5 ' 0 3 % 3 & " . 4

CIRQUE DU SOLEIL

On May 7, 2003 we held our second annual Cirque du Soleil benefit - this time in New York City. We remain overwhelmed by the amount of support we received from friends old and new. We netted US\$36,000 which was not an easy task. Ticket sales began in March, coinciding with the start of the war. Ticket sales continued despite a struggling U.S. economy and an overwhelming fear of terrorism in New York City. Our committee persevered with trepidation; fear of failure consumed our minds up until two weeks before the event when suddenly tickets began flying out the door. We had a great pre-show event on that sunny Wednesday afternoon in May on the Queen of Hearts Mississippi-style riverboat that sailed up the east

river under a crystal clear sky. Over 300 of our 350 guests attended the pre-show party and were treated to an abundance of food and drink and memorable performances by Toninho Horta, Oscar Castro Neves and Paul Winter. As the boat approached the Cirque du Soleil Big Top for the 8pm performance of Varekai on Randall's Island, our staff and crew of volunteers could finally take a deep breath of relaxation after months of stressful preparation. We had done it. If you have not seen Cirque du Soleil's Varekai or any of their other shows currently in the U.S., you should; you will understand why we believe dreams can come true! Special thanks to Renee Shaw, Wayne Cohen and Bongo Logic, The Queen of Hearts, NY Waterways, The Brazilians Newspaper, The Brazilian Consulate of New York, The New York Brazilian American Chamber of Commerce, Malandro Records, The Latin Collector, The Brasil Society, Connect Brasil, Stephanie Jessup and Stephanie Hutchens.



PRE-SHOW GUEST ARTISTS TONINHO HORTA, DEDE SAMPAIO, OSCAR CASTRO NEVES, LENA HORTA AND PAUL WINTER

7 0 - 6 / 5 & & ' 0 3 % 3 & " .

DEVELOPMENT INTERNS

Karine Born and raised in Paris, France, Karine's academic career is quite impressive: she holds a BA, two Master's degrees and a Certificate in Corporate Communication. A hard worker and devoted philanthropist, Karine has spent time in both Asia and Romania where she conducted research and set up logistical training facilities at state orphanages. Karine completed two internships at Dreams Can Be.

Gwen Gwen has an extensive relationship with Brazil; in five years she has participated in cultural and educational exchanges in Brazil and completed a BA in Portuguese and Brazilian Studies. The Seattle native is completing her second BA in Political Science from Smith College. Gwen's enthusiasm for her work at Dreams Can Be stems from the opportunity to reciprocate the compassion that she acquired in Brazil.

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

.. " 3 (" 3 & 5 . & " % &



VOLUNTEERS TAKING A FIELD TRIP WITH NG PARTICIPANTS

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

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.

“One by one, we can be the better world we wish for.”

KOBI YAMADA

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:

\$480/YR for 5 Years

DREAMS CAN BE FOUNDATION

945 Menoher Blvd
Johnstown, PA 15905 USA

dreamscanbe

FOUNDATION ●●●●●●

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

945 Menoher Blvd
Johnstown, PA 15905 USA



Non-Profit
U.S. Postage PAID
Johnstown PA
Permit #5

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.



Bongo Logic

SPECIAL THANKS to our very dear friend Wayne Cohen and the folks at Bongo Logic Co. Ltd., who produced (and donated) mini percussion kit gift packs for our Cirque du Soleil fundraiser guests. We appreciate our friends in Thailand helping Brazil's children!
www.bongologic.com

PARTNERS

