



## 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 3rd biannual newsletter. The theme for this issue is you and people like you. Everything that we have done in the past six months has been through the help, support and generosity of friends, partners and the community both globally and locally. If you are not mentioned by name in our newsletter, it is not for lack of gratitude, but lack of space. To receive our newsletter via e-mail, please visit our website at [www.dreamscanbe.org](http://www.dreamscanbe.org).

### MESSAGE FROM THE PRESIDENT

*Dear Friends and Partners,*

I consider this issue our gift of thanks to you all. Thank you for your support, thank you for your trust and thank you for helping us to better the world we live in. These are strange times for our world, times when one can question why - why is there war, why are children dying, why can't we live in a peaceful loving society, why can't the world be one? During these trying times it is important to bond with and gather strength from those who believe as you do, those who have a heart as you do and those who care about others as you do.

This past quarter we have been so blessed with immense support from individual donors, local partners, sponsors and volunteers. Our network of support has become the core of our organizational heart. With every dollar we receive we are grateful. With every dollar we give we are thanked. **DreamsBrasil** (our Rio based entity) has captured the attention of the local business community, with loyal partners such as **Allied Domecq**, **Pão de Açúcar** grocery store chain, **Devassa Beer** associates **Marcelo do Rio** and **Cello Macedo**, **Mania Productions**, **Emociana Productions**, **Márcio Sá Graphics** and local business leaders such as **Alexandre Accioly** and **Luis André Calainho**, who have become dedicated child sponsors, and many more local friends. We are finally garnering the local support we dreamed of and have worked for over the past three years. Dreams Can Be Foundation US continues to flourish with more than 240 individual donors this past year – including such loyal supporters as **Scott Anderson**, **Adam Carter**, and **Mr. & Mrs. Jeffrey Goldman** from the Chicago area and corporate support from the NY area such as **TBS Shipping**, **Ernst & Young**, **Sullivan & Cromwell**,

**Michael Graves & Associates**, **Bloomberg LP** and **Excalibur Enterprises**. We promise to live up to the trust all of you have put in us.

I often tell the staff and volunteers in our office that we are like “the little train that could” – we just keep plugging along gradually growing in a fine smooth pace forward, keeping our heads to the ground with humility and energy in our spirit doing our best one day after another. We don't often get the publicity that we should we don't often get the credit that we could, but our work is making a change in the lives of thousands of young people and that is our only purpose. It is you, our partners, donors, friends, supporters, sponsors and volunteers that help us continue our work with dignity. Thank you for helping us to make dreams come true. Thank you for helping us build futures.

#### LISA URGO

*Founder and President*



**PENSANDO ALTO PARTICIPANTS POSE HAPPILY IN THEIR NEW CLASSROOM, WHICH IS SUPPORTED BY A GENEROUS CONTRIBUTION MADE BY DREAMS' PARTNER ALLIED DOMEQC**

*“As we express our gratitude, we must never forget that the highest appreciation is not to utter words, but to live by them.”*

**JOHN FITZGERALD KENNEDY**

## ACHIEVING DREAMS

Our third annual **Cirque du Soleil** fundraiser this year was held over three evenings this past spring and summer allowing us to raise over USD\$35,000 designated for social circus programs and an additional USD \$8,000 in undesignated donations.

On Brazil's National Children's Day; October 12, 2004, **DreamsBrasil** participated in the inauguration of "**Little Tiger Circus School; Rio Satellite Center**" a new activity center for Rio's street children population. The program, modeled after and run by the highly successful '**Grow and Live Program**' from the neighboring community of **São Gonçalo**, is housed under a large 'Big Top' in the downtown neighborhood where Rio's world-renowned Carnival parade takes place. Initiated by **Sergio Perim Junior VP** of Social Programs for the '**Grow and Live Program**' and **Dr. Siro Darlan** the former head judge from Rio's **Dept. of Justice for Children and Adolescents**, this social initiative is the consummate partnership bringing together **DreamsBrasil** with **Telemar** - the largest Brazilian telecom company and **Correios** - the national postal service to create

a centralized safe space offering daily activities, psychological support and family intervention and re-integration assistance. Accustomed to a life of truancy and violence, these children

and adolescents who lack creative outlets and adult supervision will develop their self-esteem and receive constant guidance to get them off of the streets and into safe living situations and school.

On the same day **DreamsBrasil** announced the 2004 recipients of our annual social circus grants. Our Ambassador **Toni Garrido** awarded our coveted grants, totaling approx. USD \$30,000 to seven programs demonstrating social impact and elements of self-sufficiency. These grants are available through an ongoing partnership between **Dreams Can Be Foundation** and **Cirque du Soleil** that has brought over US\$99,000 to social circus programs in Brazil.

## CAPACITATING DREAMS

Through strategic assistance we seek to strengthen community-based organizations serving the core developmental, learning, and educational needs of at-risk children living in the poorest and most miserable conditions in Brazil's slums.

Some of these resources will be delivered through a partnership with '**Movements in Network**' (a new organization formed by current and former **CDI - Committee for Democracy in Information Technology** affiliates) with an infrastructure of peer networking aided by technology to share resources, processes and best practices aimed at building a stronger more organized 3rd sector. By joining grassroots social programs from varied locals working in similar projects throughout Brazil, with technology for remote communication, we can efficiently strengthen more groups, influence policy more effectively and lend a stronger voice to normally disenfranchised community leaders. This technology will also deliver capacity building tools, pedagogical processes, evaluation techniques and IT skills. As a demonstration project we will be offering our first capacity building workshops to Brazil's national delegation at the **Cirque Du Soleil/Cirque du Monde**, world social circus annual international meeting in Rio de Janeiro this November. We plan to duplicate this effort to a wider network of social programs throughout Brazil.

## PROGRAMS IN THE SPOTLIGHT

**Circo Esperança (Circus of Hope)** was founded by **Mateus Esperança**, a 5th generation circus performer, in response to the street children population in **Rio de Janeiro**. Along with a team of professional performance artists, **Mateus** has introduced 70 children to the arts of circus offering activities that raise self-esteem and create community bonds. **Dreams'** grant to **Circo Esperança** is the first outside financial support **Mateus** has received in years of running this program with his own money and is working with **Dreams** on capacity-building skills to move towards self-sustainability.

**Londrina Circus Association**, founded in 1997, is the first social circus organization in southern **Brazil** and the first to produce professional circus performers. **LCA** runs 6 circus projects involving 2000 underprivileged children and youth in the state of **Paraná**. The program offers free courses and preparation for higher studies for future social educators and takes part in forums on public policies related to young people.

**Circuit of International Social Networks (CIRCUS)** was founded in 2001 by university students. Run by dedicated volunteers, **CIRCUS** encompasses 4 circus-related projects serving low-income communities in **São Paulo**; technical studies, show production, circus workshops, and circus-theatre and film presentations. **CIRCUS** has become a national reference for community integration and organization.

**The Great Arraial Circus - The Pernambuco Circus School** is dedicated to combatting social exclusion in **Recife**, the most violent city in the North East. Operating in a neighborhood known to have the highest rate of child

prostitution, alcoholism and child laborers. **PCS** works with 150 children who actively participate in shows, social movements, cultural forums, and public policy debates relating to youth.



BUILDING UNICYCLES TOGETHER AT JURITI

**The Juriti Institute for EcoCitizenship** is a nonprofit organization aiming to improve citizenship, values and the environment. Working directly with needy children in **Ceará**, The Institute develops innovative research, and projects focusing on environmental education, culture, art, the training of future educators, and preparation for entrance into the working world. Volunteers combine their accumulated experience in environmental education and action to run after-school programs. They integrate recycled materials into their social circus and arts education programs. **Juriti** addresses the social realities of impoverished youth, acting in defense of their human rights and as a liaison between civil society organizations, the media and the private sector. Their work with art and culture sets an example of responsible multi-faceted citizenship. This year's grant to **Juriti** will fund a program to train 15 adolescents to make unicycles to be sold to programs throughout Brazil, offering an alternative source of income to the youth and the program itself, thus adding to the program's self-sufficiency.

GROW AND LIVE PROGRAM COORDINATOR VINICIUS DAUMAS AND PARTICIPANT CLOWNING AROUND AT THE NEW BIG TOP IN RIO DE JANEIRO



## PARTNERING FOR DREAMS

### DreamsBrasil Partners with Hot Nightclubs in Rio de Janeiro to Launch Series of Benefit Events

DreamsBrasil recently partnered with two prominent business owners to launch a series of benefit shows and parties in Rio; **Marcelo do Rio** founder of **Caroline Café & Melt** and **Cello Macedo**, owner of '00' Contemporary, are also co-owners of Rio's micro-brewery **Devassa**. November marks **DreamsBrasil's** induction into the night scene with our first Brazilian benefit to be held **November 22 at Melt**, along with support from **Allied Domecq** and esteemed promoters **Christian Bastos Sampaio** and **Rodrigo Wangler Denys** from **Emociona Entertainment**, and showcasing impressive and diverse talent including **Marcelo Yuka**, **Mario Caldato** and **DJ MPC**. If you are in Brazil, mark your calendars! With the generous involvement of producers, club-owners and musicians, the success of our first Brazilian benefit is all but guaranteed. The events hope to amplify the visibility of **Dreams'** work in Brazil, and provide an opportunity for us to fulfill another key component of our strategic plan: to launch our local advocacy campaign, which is designed to provoke a new generation to get involved in philanthropy.



ACTIVIST/MUSICIAN MARCELO YUKA WILL HEADLINE RIO DE JANEIRO BENEFIT EVENT THIS MONTH

Our new partner **GlobalGiving** makes programs available to corporations and other institutions to meet their needs in philanthropy, employee giving, and consumer-facing cause-marketing programs. For each of their partners in the corporate, financial, foundation, and affinity group sectors they generate customized web sites through which they and their employees can access and fund grassroots development projects. Their site is also available to public users. **GlobalGiving** enables individuals and companies to find and support high-impact, grassroots social and economic development projects around the world. **Dreams Can Be** has a total of 16 programs listed on their website and hopes that the added attention that can be brought to these groups will allow us to generate more resources for our programs. To sign up your group visit: [www.globalgiving.com](http://www.globalgiving.com).

## NEWS AND EVENTS

• Our third annual **Cirque du Soleil** fundraiser was held this year in New York City and Philadelphia over three evenings in the spring/summer 2004. Proceeds partially funded the social circus projects highlighted in this issue. Next years **Cirque** event will be held in **Pittsburgh, PA on Friday, April 29th, 2005**. Tickets will go on sale in early March. To be added to a list for early ticket sales call Renee Shaw at (814) 536-9581, or check out our website in early March for more details. • **Toni Garrido**, lead singer of the popular reggae band **Cidade Negra** became the Brazilian Ambassador for **Dreams Can Be Foundation** in 2004. Toni has had a lifelong interest in spreading a message of hope to Brazil's youth and bringing awareness of social causes to a larger audience. **Toni** is speaking on behalf of our work at personal appearances and highlighting events and specific **DreamsBrasil** programs that he

believes merit more attention. • For Carnival 2004 in Salvador, Bahia, **Toni** will be leading his own 'Expresso 2222' (a large float in carnival parades). **Toni's "Expresso 2222"** hopes to be a popular showcase for the cause of street children and abandoned youth through his ambassadorship for **Dreams-Brasil**. For the first time a trio elétrico will have a focus on social inclusion and is open to everyone and all participants-rich and poor alike will enjoy the 2 day event February 4 and 6, free of charge. The festivities will be televised throughout all of Brazil and seen around the world. • **What's in A Name?** **Dreams Can Be Foundation** needed to come up with a name that would be easier for the Portuguese speaking population and others to relate to. In keeping with our global branding identity we came up with the **DreamsBrasil** logo pictured here. We will still be using the **Dreams Can Be Foundation** name in the US and where appropriate.

**dreamsbrasil**



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

contact  
Renee Shaw at (814) 536-9581  
or [rshaw@crownamerican.com](mailto:rshaw@crownamerican.com)

**Pittsburgh, PA - April 29, 2005**

## 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.

"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

**PAULINA SZYRMER** (intern) a Polish native who grew up in the US, continues to be attracted to studying Latin America and its people. A recent Georgetown School of Foreign Service graduate who spent a semester studying in Argentina and a summer teaching in Ecuador, Paulina now shifts her focus to Brazil as she joins us for a 6 month internship. She plans to get her masters in Development Studies in order to continue working to improve the lives of children in the developing world. Her enthusiasm is an added value that we much appreciate.

**MARCELLO FILHO** is a volunteer helping to administer program evaluations and capacity building for social projects. Currently, he is preparing to take the vestibular, the Brazilian University Entrance Exam, as he plans on starting his studies in 2005 by pursuing a communications major. Marcello's commitment and dedication to our work is beyond measure.

**DAVID CLAYTON** is an American newly transplanted in Rio. David brings with him a wealth of talent after spending three years as Director of Prospect Research for the Gregorian University Foundation. David will be helping us to identify new opportunities and aid our development department through more efficient usage of existing technologies. We are excited to have him and his sunny disposition at our service.



DREAMS CAN BE STAFF AT THE NATIONAL CHILDREN'S DAY EVENT: (FROM LEFT) PAULINA, CHRISTINE, CAROLINA, MARCELLO, LISA, JULIANA & TATIANA

## 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.

Brazilian artist Rodrigo Maia also donated some of his circus-themed paintings for sale through DreamsBrasil events, with profits going to the programs we serve – Thanks Rodrigo!

“Dreams do not vanish so long as people do not abandon them.”

PHANTOM F. HARLOCK

### 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](http://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: \$800/year/child
- Shared Sponsorship: \$400/year/child

#### DREAMS CAN BE FOUNDATION

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# dreamscanbe

FOUNDATION ●●●●●●

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

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Johnstown, PA 15905 USA



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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** We would like to thank Mania Productions, Devassa Brewery and Emociona Entertainment for working in partnership to make DreamsBrasil's first benefit event in Rio de Janeiro happen. We look forward to working more with these fine partners on future events in Brazil!

