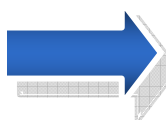




Futbol con Corazon

July, 2008

Contents



1. Give to Colombia: Who we are

2. Give to Colombia partners with Futbol con Corazon



Give to Colombia (G2C) is a US-based nonprofit organization with a 501(c) (3) status that creates, promotes and facilitates alliances between international donors and Colombian grassroots organizations. G2C advises donors on how to channel grants, talents and technologies to achieve scalable, sustainable and high impact projects



In 2004, USAID provided seed capital for G2C's creation. G2C was conceived as an effective vehicle designed to increase the flow of international donations to Colombia and become a sustainable engine for the country's social and economic development

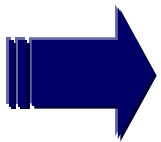


GIVE TO COLOMBIA®

Give to Colombia was created to address the challenges experienced by International donors when supporting social initiatives in Colombia

In 2004, G2C's research of philanthropic trends in the United States concluded that:

- Current levels of foreign aid to Colombia are not sufficient nor sustainable;
- Donors were skeptical about the deployment of their funds and the lack of accountability;
- Donors were never solicited to support Colombia (while other countries in Latin America were active in their fundraising efforts);
- Donors did not have a transparent mean to channel resources to Colombia, while benefiting from a tax deduction certificate;



As a result, G2C was created to empower the Colombian Diaspora, the private sector, and the International Foundations to become a significant source of development for the country

Our model is based on key success factors which guarantee our optimal operations and maximize our social impact



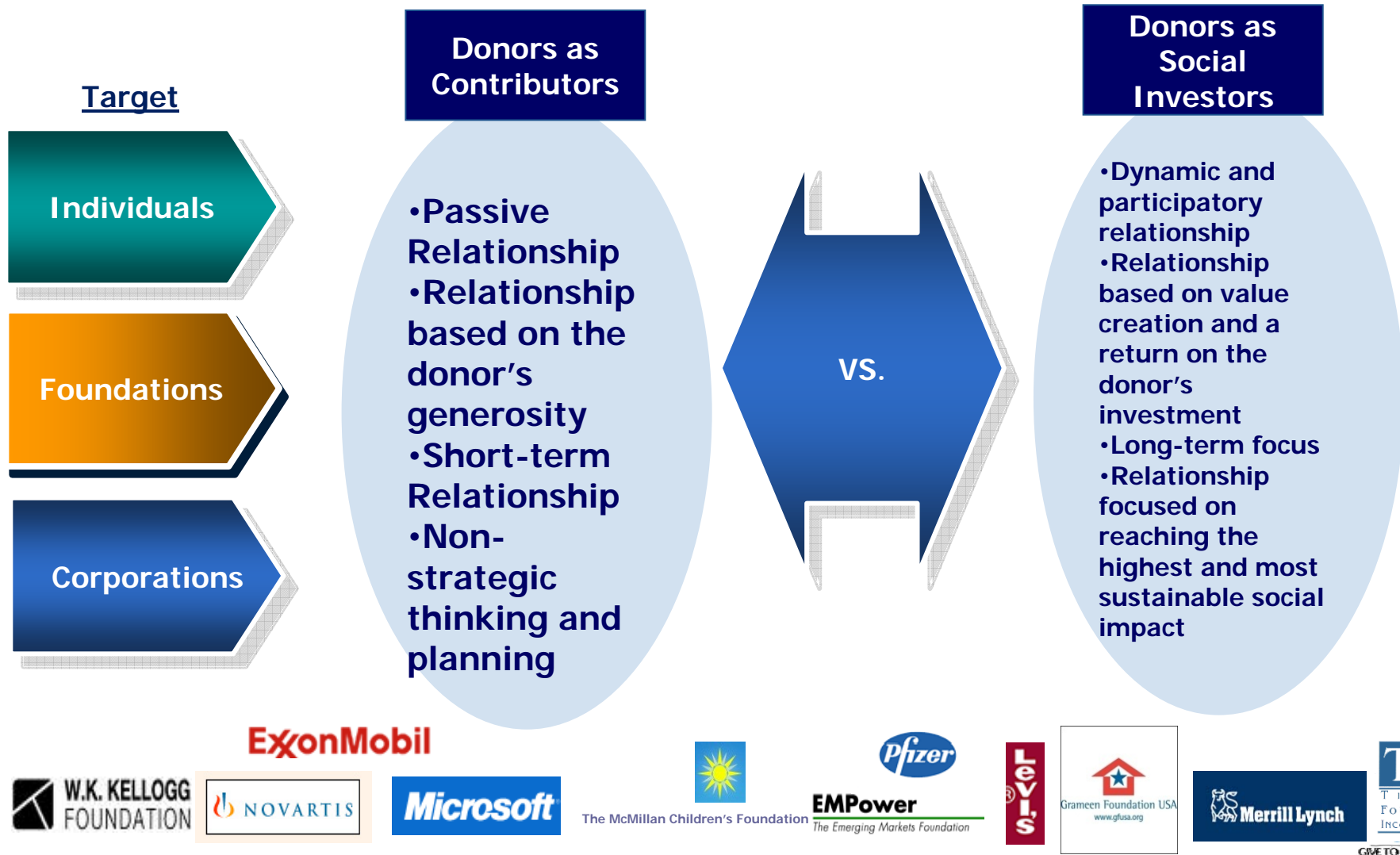
Committed social investors + high social impact = development

G2C's umbrella structure is based on promoting alliances among the Colombian private, public and social sectors

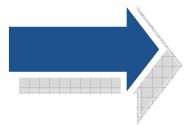
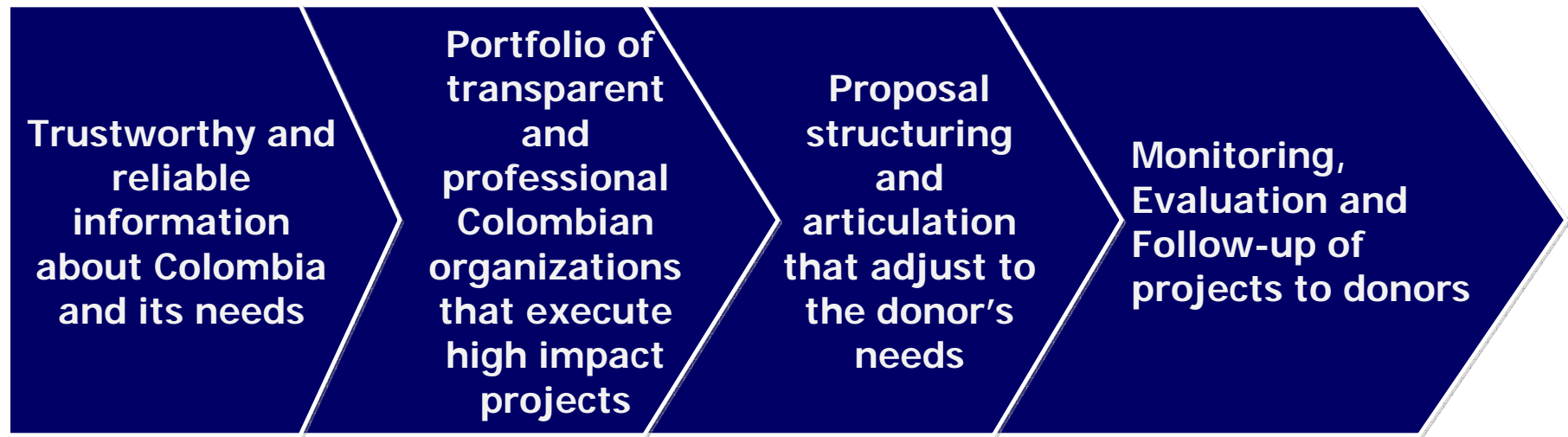


G2C's capability to build strong and effective coalitions has increased the impact of Colombia's social initiatives, avoiding unnecessary duplication in the creation and execution of programs, and in the international fundraising efforts

Give to Colombia strives to create long-term relationships with social investors, thereby offering donors a chance to maximize the impact of their philanthropic efforts

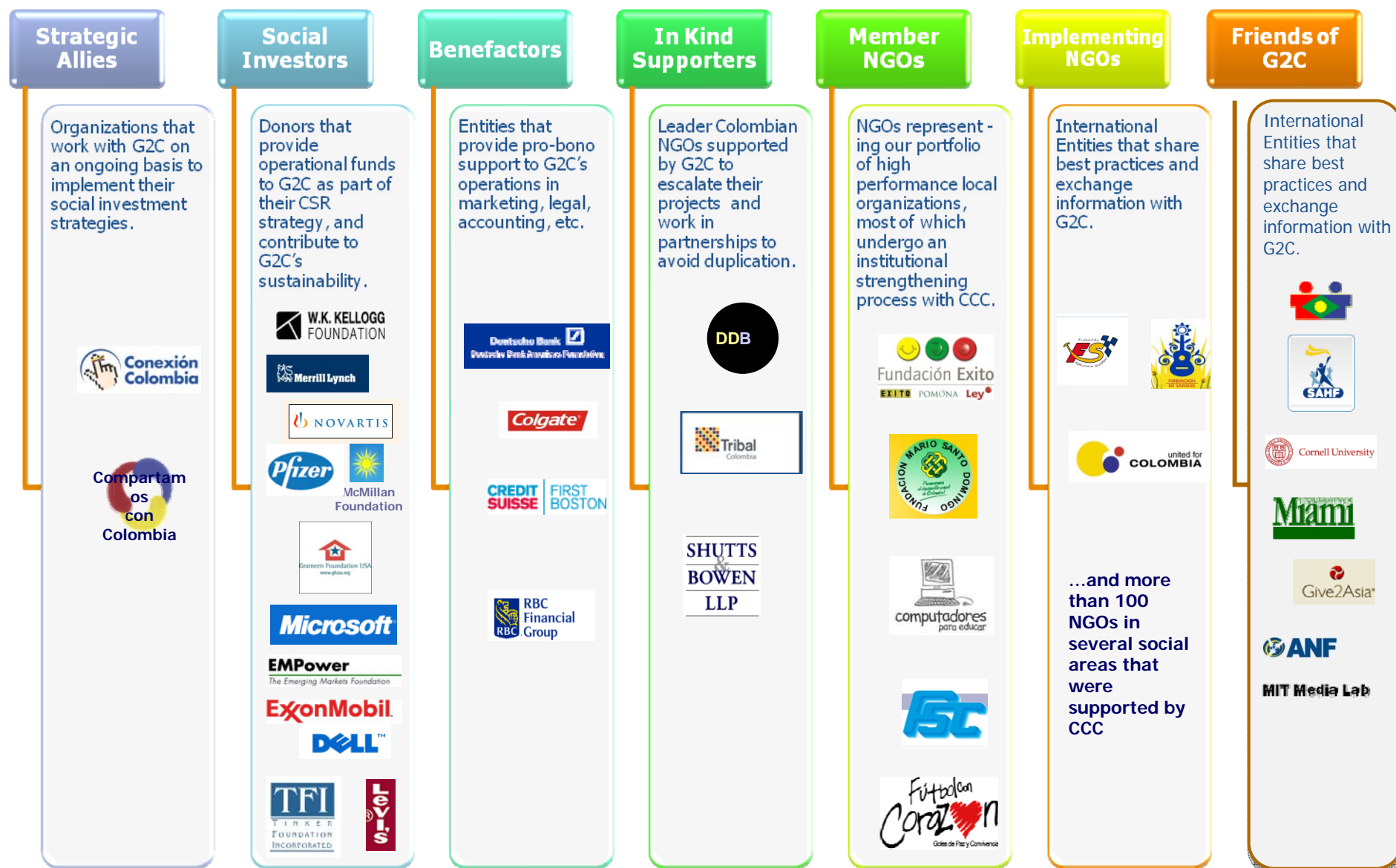


G2C provides an added value chain of services to its social investors



G2C identifies possible allies, leverage efforts, escalate projects, finds co-financers, strengthens local commitment

G2C offers a wide array of alliance possibilities and services for both donors and Colombian NGOs



Give to Colombia's professional team leverages a broad network of external volunteers and allies, including a committed and active Board of Directors



Board of Directors

Name	Affiliation
Felipe Medina	Goldman Sachs
Geoffrey Randall	Shutts & Bowen, LLP.
Rodrigo Arboleda	Globis Group
Gabriela Febres Cordero	United for Colombia
Orlando Ayala	Microsoft Corporation
Maria Camila Leiva	MFZ Management Corp.
Angela Maria Tafur	Give to Colombia

Give to Colombia works with recognized social investors that share G2C's values

- Give to Colombia has installed processes to verify the procedure of our international donors' funds.
- For this reason, G2C works with **Schutts & Bowen**, a well known legal firm in the United States.
- G2C also makes sure that it works with donors that have the same programmatic interests.
- G2C does not receive funds from institutions, corporations or individuals who engage in illegal activities or sell products that are harmful for people's health (drugs, smoking, genetically modified foods, etc).

SHUTTS
&
BOWEN
LLP

CCC works with private sector partners to strengthen high-impact non-profit organizations (institutionally, organizationally, legally and financially)

Compartamos con Colombia's partners in the country:

Investment Banks

ESTRATEGIAS CORPORATIVAS, S.A.



Foundation

Fundación Diego & Lía

Consulting Groups



Booz | Allen | Hamilton



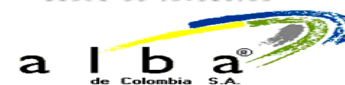
TOP
MANAGEMENT

THE AMROP HEVER GROUP
GLOBAL EXECUTIVE SEARCH

Law Firms

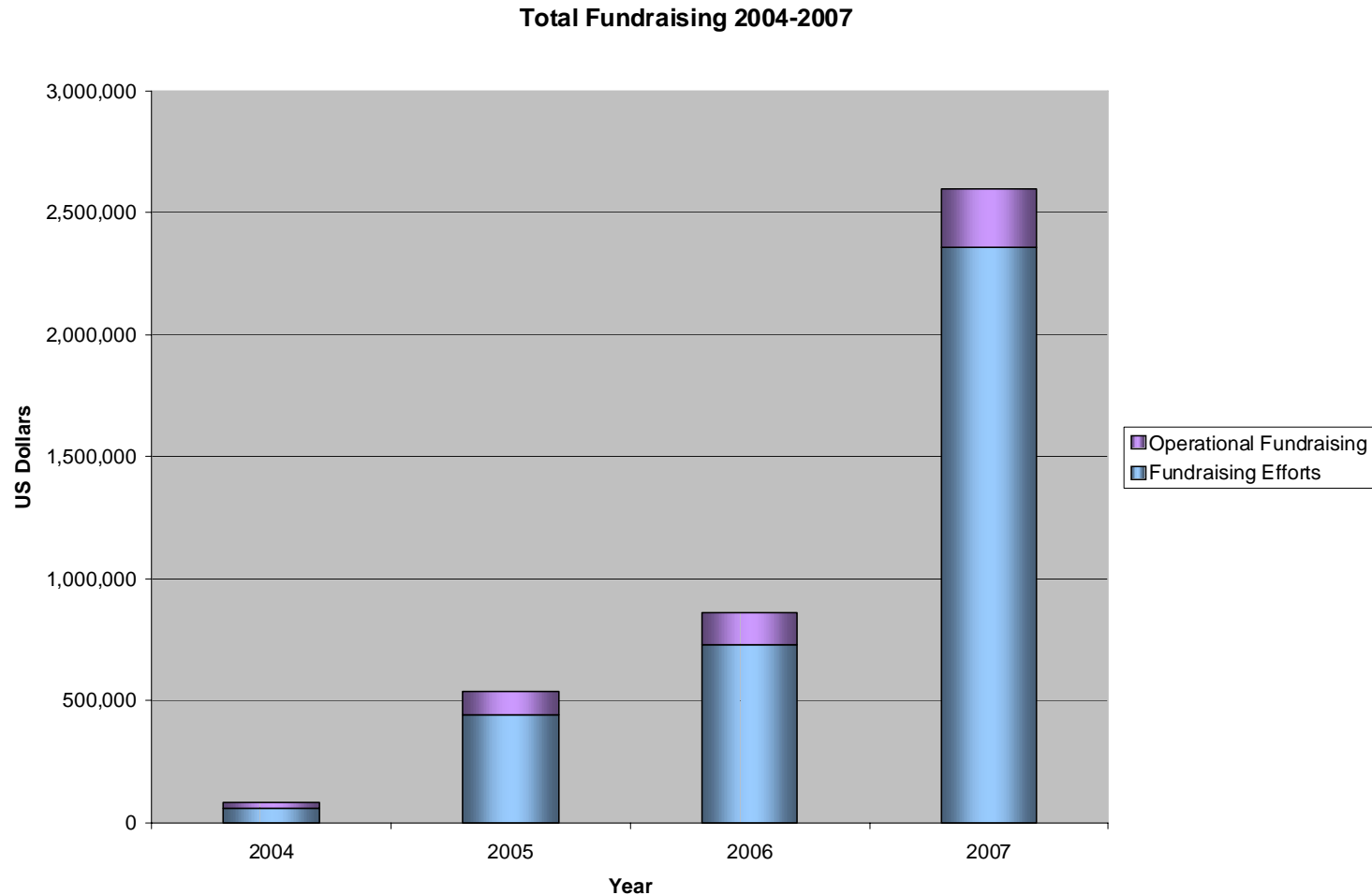


Founding Members



 **VALOR**
de Estrategias Corporativas
Fundación Antonio Puerto

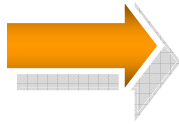
Give to Colombia fundraising results have increased exponentially in the past 4 years, exceeding 4 MM dollars



Total fundraising results US 4,394,349

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Youth in Colombia's poorest and most violent regions are lacking opportunities for their healthy and safe development



GIVE TO COLOMBIA®

The department of Atlantico and its capital city, Barranquilla are regions where children are most affected by extreme poverty, violence and displacement

- Barranquilla is located in the north east coast of Colombia where there are some of the highest levels of populations with unmet basic needs: 24.6%.
- The unemployment rate in Barranquilla amounts to: 14%.
- 38.7% of children between the ages of 5 – 11 perform or help with household work an average of 2 – 5 hours per day.
- Barranquilla has the highest rate of intra family violence.
- School desertion rates in Barranquilla and neighbor municipalities amount to 11%. ¹
- Today Barranquilla has received 7.172 families (30.000 people) that have suffered from forced displacement. ²



1. Instituto Colombiano de Bienestar Familiar: Departamento de Bolivar – Indicadores. Abril 2006

2. http://www.alcaldiabarranquilla.gov.co/ver_noticia.asp?idn=440

Poor neighborhoods in Barranquilla require initiatives that can use sports and play to promote peace and development

CASE STUDY OF LA PAZ NEIGHBORHOOD:

- In the La Paz neighborhood there are approximately 10,000 people (6000 children of which 4000 are females)
- This population has 20 to 30 registered cases of intra family violence reported every month to local authorities.
- Most heads of households are working mothers who barely earn legal minimum salary: COP\$516,500 (US\$273)
- Drug addiction rates amounts to 50-60% among youth and school drop out rates amount to 7%.
- Poor children have a lot of free time but lack opportunities and supervision to learn to use it wisely
- Children and their parents lack safe spaces for recreation and community gathering.



“Uniendo Lazos Sociales con el Fútbol”, created by the Fútbol con Corazón Foundation is using soccer as a means to promote peace, social cohesion, integration and gender inclusion in Barranquilla’s neighborhoods through the use of the “Soccer for Peace” methodology



GIVE TO COLOMBIA®

Give to Colombia is supporting Futbol con Corazon in this project in order to prevent violence, promote education, values and community integration through soccer



**PROJECT: "UNIENDO LAZOS SOCIALES CON EL FUTBOL" 2007 - 2014
("Bringing Together Social Ties with Soccer")**

BENEFICIARIES: 30.000 boys and girls between the ages of 5 and 14 and their parents.

PHASE I is being developed in the La Paz neighborhood benefiting 360 boys and girls.

PROJECT OBJECTIVES:

- Promote gender equality, participation and integration between boys and girls in Barranquilla's poorest neighborhoods through the use of the "Fútbol por la Paz" methodology.
- Prevent girls from situations of violence, drugs, gangs and excess leisure moments.
- Promote social cohesion, tolerance and peaceful conflict resolution within the community by inviting the community to gather around educational activities for their children.
- Recover and improve public spaces by building 100 soccer fields and recovering small neighborhood fields.

This project uses a special methodology for sport (“Soccer for Peace”), incorporates nutrition as a key success factor and involves parents and the community in playing a leadership role

PROJECT COMPONENTS

- The Soccer for Peace methodology focuses on four basic game laws:
 - tolerance
 - respect
 - cooperation
 - solidarity
- Children receive a nutrition component provided in alliance with NUTRIR Barranquilla, a leading expert in relieving malnutrition among vulnerable groups.
- Children and their parents attend workshops on gender misconceptions and barriers, social skills, family values and proper guidance for girls entering their adolescent period.
- Parents participate on business entrepreneurship training workshops provided in Alliance with SENA (The National Learning Center)
- Families gather weekly to play soccer. There is no referee since children are expected to find ways of peacefully solving their differences and their conflicts on the field.



The Soccer for Peace methodology focuses on setting game rules that promote values and peace through soccer

“SOCCER FOR PEACE” – RULES OF THE GAME:

- A minimum of two girls and two boys must be in each team in order to play
- There is no referee: differences must be settled between the players
- The first goal of each team must be made by a girl
- Stop the game in case someone is hurt and assist him
- If one team is missing a girl to continue the game, the other team must provide one from its group in order to play the game on equal Terms
- If there is a conflict during the game it must be resolved quickly and without aggression to respect their other peers desire to continue playing
- All participants from both teams are expected to play the same amount of time
- Group members from each team who are not playing during a game must support the game by providing water, picking up the ball, and throwing away garbage.
- The winner is measured not in terms of the goals made but in terms of the good actions made. (For each good action a team is awarded a “heart” and the winner is the team with the greatest number of hearts).
- At the end of the game each player must complete an evaluation form that measures their behavior in the game in terms of how they embraced tolerance, respect, cooperation and solidarity.

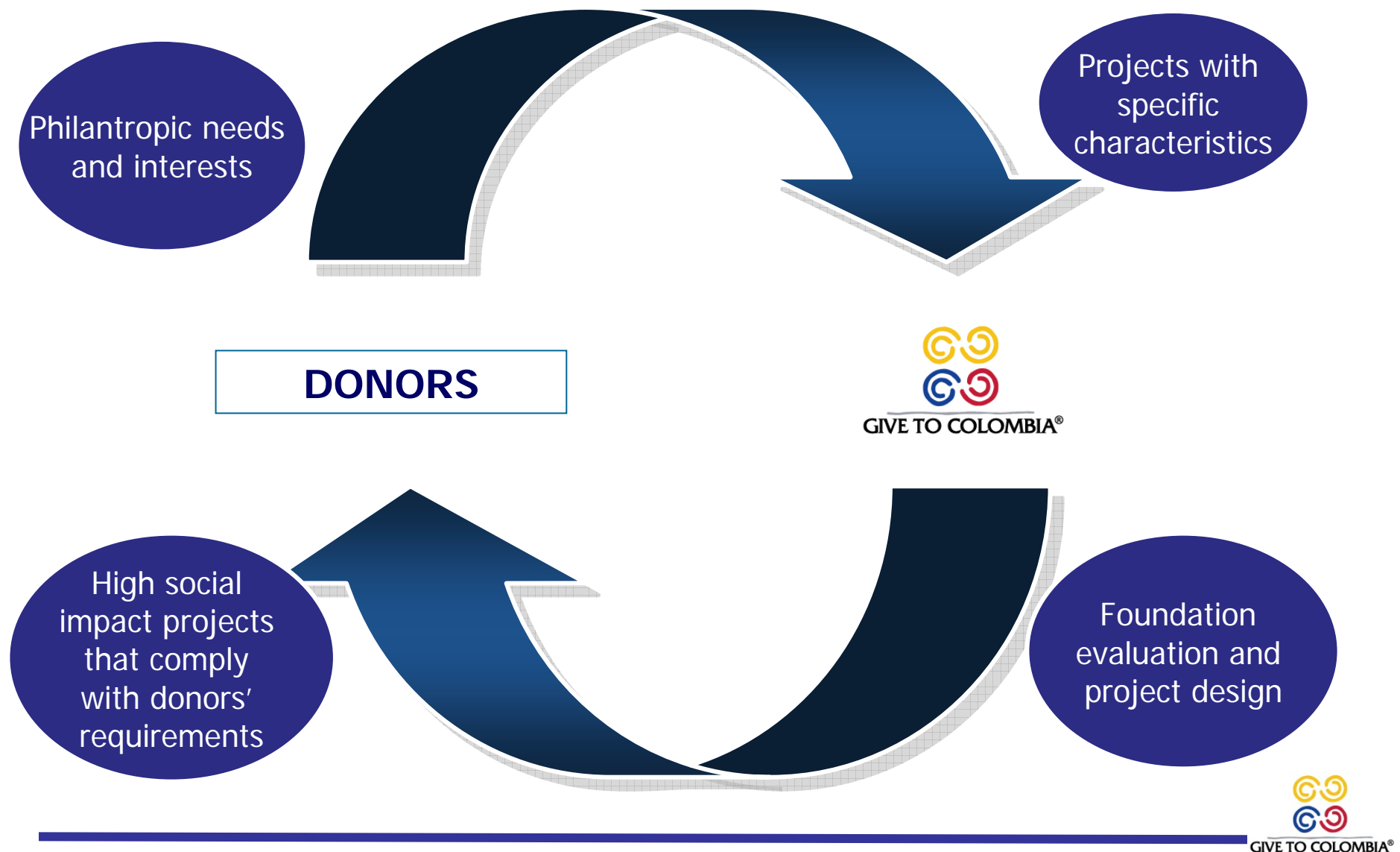


Give to Colombia and Futbol con Corazon believe that working together and inviting other organizations to participate will contribute to the project's success and replication

- There is a high demand in the city of Barranquilla to replicate this project in other communities in need.
- The project's impact is twofold since children who participate in the program for their healthy physical and psychological development are also required to attend school. The project works closely with local schools to address children's problems.
- Futbol con Corazon requires funding to reach its goal of working with 30.000 children and their families before 2014.
- The project is already generating alliances with local authorities to impact youth at the policy level.



Give to Colombia can identify and design high- impact social projects that adjust to donor's philanthropic interests in Colombia



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Appendix 1: Pictures



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