



JustWorld  
International  
**Annual  
Report  
2010**

# A Message from the Founder and Executive Director

Dear Friends,



“Dreams and Ideas in Action”: That’s the motto of our Guatemalan project partner, Los Patojos. In 2010, we saw dreams fulfilled and ideas realized with our programs fully housed in schools and community centers completed in 2009 through JustWorld International funding, and with the recommitment of alliances between JustWorld and our partners’ leadership teams to enrich the lives of the children in our programs in Cambodia, Honduras, Guatemala, Senegal, and Brazil.

When I started JustWorld, I had the dream of helping some of the poorest kids in the developing world and enlisting my fellow equestrians in doing so. I believed that bringing the needs of our kids in the projects to the attention of riders would spark action toward making a more just world.

And so it has. JustWorld has marshaled the drive, passion, and abundance of the international equestrian community to help my dream and those of our partner organizations come true as our projects continue to flourish in this, our eighth year.

In 2009-2010, our new “Adopt a Project” campaign brought our donors and the kids in our projects even closer together as many contributors opted to target their financial support to specific programs. Our annual gala drew its largest number of attendees and doubled the funds raised in 2009, laying the groundwork for another successful year of supporting our partner organizations in providing positive change for more than 3,000 kids in our projects.

JustWorld’s commitment to fostering a sense of civic responsibility among young riders came to fruition in 2010 with the Founding Board of Leaders, a group of our most active and engaged Ambassadors between the ages of 17 and 21, who serve as mentors in the Young Rider Ambassador Program. Many of these young leaders spearheaded their own awareness-raising and fundraising campaigns, visited the projects, and encouraged participation by their peers in JustWorld activities. This year the number of Rider and Technical Official Ambassadors—and the number of countries they represent—grew from 250 from 26 countries in 2009 to 420 from 35 countries.

In 2010, Equine Canada, the national equestrian federation of Canada, became the first federation to partner with JustWorld, endorsing our mission and encouraging its members to support our programs. Our partner horse shows, corporate sponsors, and Ambassador initiatives around the world, all through the year, showcased the results of JustWorld programs while bringing in revenue.

With new media literacy programs in Cambodia, Honduras, and Guatemala, the kids in our projects can tell their own stories in videos available on YouTube and Vimeo. Our school support programs since 2004 have allowed hundreds of our kids who had no chance of seeing a classroom—or even reading a book—to move in to middle and high schools, with academic achievement above national averages. I invite you to read about the progress of our kids in the pages that follow.

Thanks, as ever, to all our Ambassadors and other donors who have helped us keep strong the JustWorld projects with our partners in Cambodia, Honduras, Guatemala, Senegal, and Brazil.

We sincerely appreciate your contribution to our mission as we work together for a just world!

Very truly yours,

Jessica Newman  
Founder & Executive Director



# JustWorld International at a Glance



Founded by former international equestrian champion Jessica Newman, JustWorld International is a recognized 501(c)(3) charitable organization in the United States and a registered Association 1901 in France. Local branches have also been established in Mexico and Honduras. JustWorld International has no political or religious affiliation.

## Our Mission

JustWorld International acts as a catalyst for positive change in the developing world by working with local partner organizations to provide basic education, nutrition, health and hygiene programs, and vocational training for children in impoverished communities. JustWorld raises awareness and funds through the international equestrian community and its networks to support JustWorld projects.

### Mailing Address

JustWorld International, Inc.  
11924 W. Forest Hill Blvd., Suite 22-396  
Wellington, FL 33414

### Website

[www.justworldinternational.org](http://www.justworldinternational.org)

## Board of Directors

Jessica Newman  
Michael Kluger  
Michael Lawrence  
Daniel O'Connor  
Leopoldo Palacios  
Rhonda Rioux

## Advisory Board

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**In Memoriam:** Eugene R. Mische

# Our Partners

## People Improvement Organization

Schools at Stung Mean Chey and Borey Keila - Phnom Penh, Cambodia



"PIO believes in the right to an education for all children and works to provide poor and vulnerable Cambodian children with the opportunities they deserve to become informed, literate, well-adjusted, and morally strong adults who are able to recall their childhoods with a smile. Without JustWorld, we could not do the work that we do; PIO could not do this big job alone."

—Phymean Noun, Founder and Director

## Compartir

Mobile Library - Tegucigalpa, Honduras

"The JustWorld Mobile Library has become a synonym of joy and happiness for hundreds of children here. This is a positive and effective program of recreation and learning that prepares them and encourages their entry in the school system."

-- Sandra Yadira Saucedo,  
Coordinator of Education Programs



## Angelworks

Scholarship Program - Tegucigalpa, Honduras

"Angelworks would have not grown this much along the years without the support that JustWorld International has constantly given. Child by child we can write a history of success, and they will be the engine of development that our country needs to get out of poverty."

--Miriam Kafie, Director,  
and Fran Vinelli, Founder





# Natalie Johnson Center for a Just World

Education, Nutrition, and Sports Programs - Tornabé, Honduras



"Looking back when we had nothing and we had to move materials around on a small wagon, we have come a long a way. JustWorld has helped us dream bigger."

--Martina Melendez,  
Center Sub-director and  
Primary-level Educator

## Los Patojos

Education, Nutrition, Health Care, and Cultural Programs -  
Jocotenango, Sacatepéquez, Guatemala



"I created a place where children and young minds can be themselves and free. Thank you Just World International for giving us the chance to paint our life with new colors, to write words of love and hope, to tell new stories; this will never be forgotten."

--Juan Pablo Romero Fuentes,  
Founder and Executive Director

## Tostan

Talibé Project - Thiès, Senegal



"The Just World International-funded educational program addresses a real need in the community by helping talibés [students in local religious schools] gain both intellectual and behavioral knowledge as well as the skills to communicate in written and spoken French and solve problems in everyday life. Participating marabouts [teachers] have shown an unexpected enthusiasm that speaks to the positive social transformation that the Just World-Tostan partnership is achieving in Thiès."

-- Penda Mbaye,  
Supervisor, JustWorld-Talibé Project

## Fundação Pavel (Pavel Foundation)

Educational, Vocational, and Agricultural Training Programs -  
Barao de Grajau, Maranhão, Brazil



"Dream our Dream! When one dreams alone, it is only a dream! When many dream together, it is the beginning of a new reality!"

--Dom Helder Camara,  
from the Fundação Pavel  
vision statement

# Financials

JustWorld's 2010 Independent Auditor's Report of Financial Statements and IRS Form 990 are available on JustWorld's website, [www.justworldinternational.org](http://www.justworldinternational.org).

## Public Support and Revenue

JustWorld receives support through contributions garnered at its annual gala and various events hosted at international horse shows, and through donations from individuals, corporations, foundations, and trusts. In 2010, JustWorld's revenues included \$884,442, with \$170,867 of in-kind donations, bringing our total revenues and support to an unprecedented \$1,055,309.

## Operating Expenses

Management and fundraising costs are kept lean, thanks especially to generous in-kind donations of services, materials, and office space. JustWorld operates from its headquarters in donated space at Belle Herbe Farm, Wellington, Florida, with a salaried staff of four.

Dating from JustWorld's beginnings, Executive Director Jessica Newman receives neither salary nor compensation of any kind. She personally pays her own travel and other expenses and is a recognized donor to JustWorld.

## Program Services

JustWorld makes direct grants to trusted local partner organizations in Cambodia, Honduras, Guatemala, Senegal, and Brazil. Additionally in Tornabé, Honduras, the JustWorld project coordinator manages local program spending directly.

The Program Services expense category refers to grants to local partners and all JustWorld direct expenditures such as food purchases, educational supplies, maintenance supplies, local teachers' and cooks' stipends, and office and travel costs for our project management team as they work with each project to make sure it is being managed efficiently. It also includes youth leadership and global education programs that are part of Jump for a Just World.

## Statement of Functional Expenses

### Program Services Expenses

Grants to partner organizations	\$297,741
Local project services	\$32,821
Educational, nutritional & related supplies	\$26,328
Program personnel	\$69,511
Payroll taxes and employee benefits	\$7,783
Program professional fees	\$54,594
Advertising/promotion/publications	\$29,968
Office expense	\$4,995
Information technology	\$9,169
In-country office expenses	\$3,641
Travel	\$10,165
Other expenses	\$1,744
In-kind materials	\$31,000
<b>Total Program</b>	<b>\$579,190</b>
<b>Management and general</b>	<b>\$189,218</b>
<b>Fundraising</b>	<b>\$29,520</b>
<b>Total</b>	<b>\$797,928</b>
<b>In-kind services expenses</b>	<b>\$135,996</b>
<b>Total adjusted expenses</b>	<b>\$989,314</b>

## Statement of Activities

For the Year Ended December 31, 2010 (with comparable totals for 2009)

	Unrestricted	Temporarily Restricted	2010 Totals	2009 Totals
<b>Revenues and support:</b>				
Contributions and pledges	\$418,594	\$65,748	\$484,342	\$360,123
Corporate/business grants	87,402	5,267	92,669	47,944
Foundation/trust grants	87,375	-	87,375	143,252
Special events	211,291	-	211,291	88,682
Investment income	26	-	26	59
Contributions, in-kind	170,867	-	170,867	207,856
Other income	8,739	-	8,739	12,748
<b>Total revenues and support</b>	<b>984,294</b>	<b>71,015</b>	<b>1,055,309</b>	<b>860,664</b>
<b>Net assets released from restriction</b>	<b>55,500</b>	<b>(55,500)</b>	<b>-</b>	<b>-</b>
<b>Expenses:</b>				
Program services	630,574	-	630,574	576,036
Supporting services:				
Management and general	234,250	-	234,250	203,007
Fundraising	124,490	-	124,490	118,061
<b>Total expenses</b>	<b>989,314</b>	<b>-</b>	<b>989,314</b>	<b>897,104</b>
<b>Change in net assets</b>	<b>50,480</b>	<b>15,515</b>	<b>65,995</b>	<b>(36,440)</b>
<b>Net assets, beginning of year</b>	<b>107,784</b>	<b>15,415</b>	<b>123,199</b>	<b>159,639</b>
<b>Net assets, end of year</b>	<b>\$158,264</b>	<b>\$30,930</b>	<b>\$189,194</b>	<b>\$123,199</b>



# Projects and Programs

## Cambodia

### People Improvement Organization

Since 2004, JustWorld has worked with People Improvement Organization (PIO) and its founder and executive director Phymean Noun, a 2008 CNN Top-10 Hero, to ensure that some of the most impoverished children in Cambodia receive life-changing education and job training.

The Phnom Penh slums of Stung Mean Chey and Borey Keila are home to thousands of families who eke out a meager income by collecting refuse. With the closing of the municipal garbage dump at Stung Mean Chey, the livelihoods of the families in that community are even more precarious.

The JustWorld/PIO schools in Stung Mean Chey and Borey Keila offered a lifeline for 620 children of these desperately poor families in 2010 (up from 570 in 2009) through formal and cultural education in the two schools. Many students have been attending school consistently for the past several years, leading to the expansion of the Stung Mean Chey school through grade six and the Borey Keila school through grade four. JustWorld/PIO students continued achieving national exam scores above the average of children attending public schools.

Thanks to donors who contributed to the 2009-2010 “Adopt a Project” program, students were assured access to health and hygiene services. Daily lunch for the children provides basic nutrition, and a monthly distribution of rice to families encourages them to send the children to school rather than to work picking trash.

At the main PIO office, thanks to donations from JustWorld Founding Sponsor Tom MacGuinness of Horseware Ireland and longtime JustWorld supporters Ciaran and Bernie Herr, the Beauty Parlor program is running with new beauty salon chairs and equipment. The program graduated its second class of 15 girls ready to enter the workforce and even open their own beauty salons. A modest computer program is available to the children and PIO alumni, teaching them basic but valuable computer skills. These, among other targeted vocational programs, keep proving to be a cornerstone for PIO's outreach in the community.

In 2010, PIO started the first year of youth media literacy workshops, a JustWorld initiative to advance children's freedom of expression as well as human rights education through media. The next phase is teaching basic editing and production skills, allowing the children to edit their many hours of footage to produce “video-letters” to share with children in our other projects and donors at home. The early versions of the video-letters are available on the JustWorld website, [www.justworldinternational.org](http://www.justworldinternational.org).





# Honduras

## The Natalie Johnson Center for a Just World in Tornabé

The Natalie Johnson Center for a Just World, completed in 2009, houses JustWorld's education and nutrition programs for children orphaned by HIV/AIDS and others living in extreme poverty in the Garifuna community of Tornabé on the north coast of Honduras.

In partnership with a grassroots organization from the Tornabé community, JustWorld has empowered the local team to transform the current conditions and radically improve the outlook for the future of the children in the community. As the amount of school and after-school support through JustWorld programs has increased, so have the academic outcomes of the children, who are now becoming role models for the community as a whole. Since 2005, the programs have grown from supporting 85 to 130 children.

In 2010, Natalie Johnson Center for a Just World became more fully functional with electricity throughout the building. The center features a library that started with books donated by JustWorld Ambassadors. The JustWorld school supplies and fee programs, as well as the afternoon tutoring program, school-day lunch program, and sports programs continue to raise academic performance, defeat malnourishment, and support the cultural heritage of the Garifuna, an Afro-indigenous community.

Tornabé is in close proximity to current hotel and resort developments for tourism in Tela. These developments have the potential of offering employment possibilities for the community in the near future. "We want to prepare our children to take the opportunities out there for them," said Marvin Valerio, Executive Director of Natalie Johnson Center for a Just World. "We want them ready when they come."



## Angelworks

In 2010, Angelworks and JustWorld continued to make the educational dreams of 200 impoverished children in rural Honduras a reality. School through grade six is free and compulsory in Honduras, but the cost of uniforms and school supplies often challenge families trying to send children through sixth grade and prohibit many families from keeping their children in middle and high school.

The Angelworks program provides school fees, textbooks, and uniforms. Serving mostly girls, who are usually denied even middle-school education in favor of boys, the requirement of maintaining an A average to qualify for the assistance has motivated students of both genders to make the most of their education and thus help break their families' circle of poverty.

JustWorld funds the program started singlehandedly by Fran Vinelli, a longtime American resident of Honduras in her eighties, who herself buys, fills, and delivers backpacks to elementary and middle schools in the surrounding areas of the Honduran capital of Tegucigalpa. Fran's protégé Miriam Kafie took over the reins of Angelworks in 2010 when Fran announced her retirement.



### Mobile Library

In partnership with the Honduran organization Compartir since 2004, JustWorld International began solo funding of the Mobile Library in 2006. The Mobile Library brings books, reading activities, interactive games, and art projects to more than 1,000 children in four destitute neighborhoods of Tegucigalpa.

When the Mobile Library van arrives, what seems to be an empty, dusty soccer field fills up in a matter of minutes with groups of children running down from the surrounding makeshift houses, looking for another opportunity to play, read, and learn in these isolated sectors of the city. The project strives to encourage literacy skills and has met with widespread success, transforming the communities it serves with every visit. While the Mobile Library van brings the materials, many adults in the community now help with carrying out the activities.

### Painting Project

The Painting Project, one of the first JustWorld International projects in Honduras, was established in 2005 for at-risk youth in the Tegucigalpa slum community of Nueva Suyapa. The project averages 35 students each month; many students have been in the project since its beginnings. The project teaches basic drawing and painting skills and, as students advance, classic Honduran painting techniques. The sale of student paintings has helped support the artists and the project: 50 percent of each sale goes to the painter and 50 percent goes back into buying supplies.

## Guatemala

### Los Patojos

The partnership that began in late 2008 between JustWorld and Los Patojos in Jocotenango, Sacatepéquez, near the historic city of Antigua, flourished in 2010. Rider Ambassador Juan Andres Rodriguez, who brought Los Patojos and JustWorld together, again hosted JustWorld benefit events at the international horse shows at his family's Establo El Cortijo and welcomed delegations of JustWorld riders and donors from Canada, the United States, and elsewhere in Central America.

Los Patojos is the vision of twenty-six-year-old Juan Pablo Romero Fuentes, who founded what is now a series of vibrant community programs out of what was originally his family's home. In 2010, Juan Pablo was named as one of the Top 10 influential youth in Guatemala. Los Patojos obtained its full accreditation as a legal association, with special recognition by the president of Guatemala.

"Adopt-a-Project" donors secured yearlong funding for the medical doctor and construction costs to cover the inner courtyard, allowing more than 150 children to participate in lessons, artistic performances, and recreational activities year round. With funding from JustWorld, 95 children were provided with school fees, supplies, and uniforms, and the community kitchen expanded to serve nutritious meals to more than 150 children daily.

Like PIO in Cambodia, JustWorld youth media literacy workshops started at Los Patojos in 2010. We look forward to seeing the children in both projects share their video-letters across the globe.





# Senegal

## Talibé Project

JustWorld's 2010 grant to partner organization Tostan facilitated another year of the successful JustWorld Talibé Project. Talibés (meaning "students") are children from rural towns sent to the cities to live at religious schools (known as daaras) but are not given access to secular education nor to daily necessities. Most of these students become street children who must resort to begging for money for their food and shelter.

Since 2007, JustWorld and Tostan have been offering classes in French to talibés at twelve daaras in the city of Thiès. These classes are a critical means of changing these children's lives for the better by preparing them for participation in the larger French-speaking Senegalese economy. The talibés in the 2010 program had a 92 percent attendance rate; with more time spent in the classroom, the students spent less time sent begging in the streets.

The Talibé Project has been among the efforts to modernize the daaras and provide greater wellbeing for children sent to these schools for economic as much as for religious reasons. In mid-2010, a national consensus began to emerge calling for the abolition of the traditional practice of begging in the streets by talibés. The Senegalese legislature then took unprecedented steps to forbid and prosecute marabouts (religious leaders who run the daaras) who forced talibés to do so. This has been a complex process of change, since many in the country still regard the practice of begging as a sacred legacy and tradition.

Given these events, JustWorld and Tostan decided to end the Talibé Project in January 2011 in order to avoid indirectly fostering the ongoing migration patterns of talibés to the cities and encouraging the negative practice of child begging. Penda Mbaye, supervisor of the JustWorld-Talibé Project, thanked JustWorld for its support and offered these words about the program's success: "Considerable positive changes have occurred in addressing the talibé situation from the collaboration between JustWorld and Tostan. These improvements can be seen in their appearance, health, hygiene and enthusiasm to be involved in their communities. Not only has the program empowered talibés, but also all their marabouts, godmothers, and communities. The responsibility these actors have taken towards their children and protecting their rights has dramatically improved their lives."



# Brazil

## Fundação Pavel (Pavel Foundation)

JustWorld continued to lend its support to the Fundação Pavel in 2010, a local organization fighting illiteracy and poverty in the rural northeastern town of Barao de Grajau. Pavel provides education, nutrition, and vocational training programs essential for the wellbeing of the town's impoverished families.



Rider Ambassdor Luciana Diniz of Portugal, a native of Brazil, brought JustWorld and the Fundação Pavel together in 2007. In past years, JustWorld has funded covered play areas and well as education programs. In 2010, "Adopt-a-Project" donors from Italy and Canada funded Pavel's nutrition and education programs for 110 children.

# Jump for a Just World & Equestrians for a Just World



Inspired by founder Jessica Newman, herself a former successful grand prix show jumping rider, equestrians from around the globe serve as Rider Ambassadors to improve the lives of impoverished children in the developing world.

In 2010, more than 400 Rider Ambassadors from 35 countries volunteered their time, made financial contributions through annual pledges, and acted as spokespersons in the media. Among them were nine elite riders representing their nations at the 2010 World Equestrian Games, amateurs and professionals at all levels of the sport, and junior riders learning early the rewards of civic responsibility.

JustWorld partner horse shows in the United States, Canada, and Guatemala raised funds for JustWorld projects. Various activities and events including signature JustWorld Horseless Horse Shows (run for kids of all ages like a show-jumping competition but over human-sized jumps) were held at horse shows throughout the Americas, affording family fun and education through JustWorld “kids helping kids” events:

- FTI Winter Equestrian Festival, Florida
- Pepineire/St. Lazare, Quebec
- Kentucky Spring and Summer Horse Shows
- Swan Lake Stables, Pennsylvania
- International Bromont, Quebec
- National Capital Show Jumping Championship, Ottawa
- Thunderbird Show Park, Vancouver
- Hampton Classic, New York
- American Gold Cup, Ohio
- Camelot Farm, California
- Caledonia Classic, Alberta
- Ferme Beaulieu Classic, Quebec
- Nova Scotia Agricultural College Horse Show
- Coveside Classic, Nova Scotia
- El Cortijo, Guatemala City, Guatemala



JustWorld Ambassadors and partner horse shows continued to shine in 2010 with a range of fundraising initiatives. These grassroots initiatives and programs—from clinics and restaurant evenings to sales of handmade jewelry and birthday fundraiser parties—not only bring new sources of revenue directly to JustWorld projects but act as inspiration to many in the international equestrian community. Ambassador pledges and initiatives in 2010 raised nearly \$125,000.











## Our 2010 Top Financial Donors

Eduard Kochetov & Ljubov Kochetova  
Michael Kluger  
Jerome A & Estelle R Newman  
Joules Ltd  
NY Community Trust  
Maria Newman

The Newsome Family  
Jerome Newman  
Edelman Shoe Company  
Newman's Own Foundation  
Fidelity Charitable Gift Fund

## Our 2010 Gala Sponsors

### Gold Medal

Cloud Hill Farm  
Belle Herbe Farm  
Bonnie and Natalie Johnson

### Silver Medal

Jessica Newman

### Bronze Medal

Joan and Ernie Kalman  
Michael Stone  
Spy Coast Farm  
Burr Oak LLC/Rood & Riddle Equine Hospital  
Rockafellow Family/Sea-Aire

### Patrons

Artisan Farms  
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Newsome Family  
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Phillips Family  
Shroeder Family  
Tuny Page & Selma Garber  
Turnabout Farms  
Warm Wind Farm  
Whole Foods Market Wellington  
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Zeidler Farm

## Our 2009-2010 “Adopt a Project” Donors

Jerome Newman  
Newsome Family  
Kessler Family  
Joules Ltd.  
Newman's Own Foundation  
Luis Garcia  
Angela Covert-Lawrence  
Luciana Diniz  
Ernie and Joan Kalman  
Catherine Pasmore and Family  
Clarkson Family  
Elizabeth Schroeder  
Thunderbird Show Park  
Juan Andres Rodriguez and Festival Ecuestre El Cortijo  
Brianne Link

Laura Kraut  
Holly Schmitt  
Jon D. Williams  
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Jon Apruzzese  
Tom Wiseman  
Carolynn Rockafellow  
Katharine Kelly  
Kara Krushel  
Taylor Land  
Cayla Richards and Sophie Simpson  
Sydney Callaway and Family

## Our 2009-2010 Corporate Partners



## Our 2009-2010 Horse Show Partners

