

PERUSe

8th Annual Celebración Honors Padre Miguel

Most successful event to date raises \$80,500 for reconstruction efforts in Ica



Coprodelli celebrates its volunteers and donors for their support in implementing critical development programs for the poor in Peru through the annual Celebración event. What made this year different? Proof that our network continues to grow, nearly 200 guests - old friends and new faces - joined together to honor Padre Miguel's vision and hard work over the past 25 years. And for those unable to attend, donations came in from all over the country, helping us raise **\$80,500 - our most successful fundraiser to date**. Thanks to our **event underwriters - Scale Construction; Stern Cassello and Associates; Nicolson Porter & List; James and Elizabeth Slattery; Locke, Lord, Bissell, & Liddell** - 100% of our expenses were covered so all proceeds went to Coprodelli program support!

The details of the event were coordinated by an outstanding committee that included Katie Ferguson, Steve Jaeger, Laura Donnelly, Laura Beranek, Mary Kraus, Melinda Joseph, Cece Vidito, Margo Schafer, Alma Botana, Kevin Adams, Brooke Eby, and Brian Eby. Emilios Tapas once again generously donated their famous Spanish paella and guests also enjoyed Peruvian tapas by Rios D' Sudamerica. Peruvians Luis and Rafael Torrese made their flan and arroz con leche from scratch! Pisco sours, Brassfield Estate Winery, Three Monkeys Wine, and Boston Beer donated beverages throughout the evening to keep the party going. And the night ended with dancing to the Peruvian-Jazz tunes by El Picante and special guest performance by Carmen Lamarque.

Padre Miguel was very excited to see the generosity and good spirit that have been integral to his success in Peru. By March 2009, a medical clinic, school, and approx 600 homes will be completed. Coprodelli USA friends can feel good knowing their contributions - small and large - have directly supported these efforts.



Coprodelli USA is proud to participate in the **2008 Combined Federal Campaign (CFC)** as a National Independent Organization. The CFC is the world's largest and most successful annual workplace charity campaign, with more than 300 CFC campaigns each year.

Sept 1-Dec 15, Federal civilian, postal and military employees can make donations to support eligible non-profits that provide health & human service benefits throughout the world. CFC's mission is to promote and support philanthropy through an employee focused program that is cost-efficient and effective in providing all federal employees the opportunity to improve the quality of life for all.

Coprodelli USA (**CFC # 66225**) is listed in the 2008 CFC Charity Catalog distributed nationally to Federal employees, and is eligible to receive charitable donations through this year's campaign. **Please consider donating to Coprodelli USA through the CFC** and share our involvement with any Federal employees you know who are interested in supporting our work!

Coming Up: 2nd Annual Celebración in Washington DC November 13, 2008



Thursday, November 13, 2008

6:30 - 8:30pm

Josephine Butler Parks Center
2437 15th St., NW
Washington DC 20009

\$15 advance tickets www.coprodéliusa.org; \$20 at the door

Featuring:

Wine by Brassfield Estate Winery

Pisco Sours by Macchu Pisco

H'ors D'oeuvres by Whitlows on Wilson

Live Peruvian Jazz and Bossa Nova

Event Support by INTI

Special Thanks to our Event Sponsors:

Mike and Sheila Muldowney



Bridging the Gap Between Corporate Social Responsibility and Support for Coprodéli

Coprodéli has established a Corporate Social Responsibility Department to improve the way we engage businesses in supporting the work we do. While we have previously sought involvement from the private sector, Coprodéli would like to formalize these efforts, and strategically align with organizations who would like to have a stake in our primary goal of implementing sustainable, comprehensive development initiatives for the poor in Peru.

Corporate Social Responsibility is an evolving, dynamic process that collectively engages various parties at once. According to a study by the Social Venture Network, "it is about good behavior that is the result of making decisions balancing the interests of all affected parties. Those decisions must be based on an ongoing conversation among the stakeholders and must take into account the unique and evolving circumstances of each organization. This requires a level of awareness, information, concern, and competent execution that can only exist if it is an integral part of the corporate

culture.”

Communication between the various parties is an integral part of the overall process. It manages expectations, holds entities accountable, and promotes broader involvement. Specifically with corporate support, a more formalized social responsibility strategy will ideally increase participation and entice businesses to put more “skin in the game.” As a recipient, Coprodeli has an even greater obligation to be efficient in its use of the funds, to relay how this outside support is making an impact, and to develop opportunities for future involvement that emerge.

Scope of Corporate Opportunities:

Opportunities for socially responsible corporations to partner with Coprodeli include:

- Donation (Cash, In-Kind)
- Investments
- Services (Technical Assistance, Consulting, Legal, Product Development, Web Development, Communications, Sales, Transport, Shipping, Travel)
- Event Underwriting / Sponsorship

Areas of interest in Peru:

Specifically for program support in Peru, Coprodeli is looking for corporate support in the following program areas where we currently have projects:

- Housing
- Education
- Micro Business / Micro Finance
- Entrepreneurship
- Artisan development
- Pharma / Medical Clinics
- Bio – Energy
- Overseas Transportation
- Universities (translation for volunteer groups, internships)

Areas of interest in US:

Specifically for organizational support in the United States, Coprodeli USA is looking to align with companies in the following industries to expand US operations and/or support projects in Peru:

- Social Investment Firms
- Marketing and PR companies
- Media Groups
- Consumer Product Goods
- Restaurants
- Airlines
- Micro Business / Finance Banks and Institutions
- Universities
- Transportation companies (freight forwarding services, packaging supplies)

Some benefits to engaging in Corporate Social Responsibility include: recruitment and staff retention, brand differentiation, license to operate, strong ethics, accountability, financial returns, strategic business relationships, and community involvement. How can YOU or your company partipate? Please contact Vanessa Keating at vkeating@coprodeli.org for more information.

A Socially Responsible Company in Action Spotlight on Three Monkeys Wine



Three Monkeys Wine is the brain child of Frank Bellizzi, who has been involved with Coprodéli since 2000. Frank was a Board Member from 2001 – 2007 and was instrumental in building one of the first dental clinics in Callao. Just recently, Three Monkeys conducted a wine tasting at our recent Celebracion and the wines were huge crowd pleasers. But his commitment to the organization did not end there.

Three Monkeys was founded on the simple philosophy of doing well and doing good. Their primary goal is to share and give back – through their wines and into the community. Through their unique negotiant-based business model, they are able to minimize operating and distribution costs, and focus resources on making outstanding wine. Importantly, these savings extend to the consumer through direct sales at roughly wholesale prices. In addition, through their Angels Share charities, all of which serve children in need, 10% of every wine purchase is donated directly to these organizations. We are extremely grateful for his continued support and very excited that Coprodéli has been chosen as one of these charities.

Three Monkeys is pleased to announce the inaugural release of the 2005 Reverb, Napa Valley Red Wine and 2005 B nit, Stags Leap Cabernet Sauvignon. Visit www.threemonkeyswine.com to learn more & make your purchase.

Lets raise our glasses to all of you who have made a difference by getting involved and supporting Coprodéli!



Beneficiary Profile: Example of One Family Changed from Coprodéli's Involvement in the Ica Reconstruction



Jorge* is a high school teacher, and lives in Parcona District of Ica Province, less than 10km from the center of Ica City, with his wife, their daughter, and baby granddaughter. Jorge and his family are one of the 80,000 families

throughout the Ica Region who lost their home in the August 2007 earthquake. Although the front wall of his former home still stands, and the only damage visible from the street are a few cracked window panes, the structural damage to the rest of the home was so severe that it collapsed. Stepping through the front door, crumbling adobe bricks are visible through cracked plaster and it is not hard to imagine the force of the earthquake shattering the other three walls of the house.

On his modest teacher's salary, Jorge cannot afford to meet his family's basic needs, and the prospect of rebuilding the simple home they shared was daunting, if not impossible. With assistance from Coprodeli's Habitat Program and construction entity, Coprovidig, Jorge has received government housing subsidies through the Techo Propio Program. Moreover, through additional support from the Peru Opportunity Fund, a private foundation based in the United States,

Jorge's home was rebuilt in this past July. Like so many other families throughout the Ica Region, Jorge and his family do not have the resources to rebuild on their own, nor do they have access to traditional mortgage financing. As one of the first Coprodeli beneficiaries to rebuild in Parcona, Jorge says he is incredibly lucky, and *"this would not have been possible without the blessings and the support we have received from Coprodeli and the Ministry of Housing. To have a home again, a home that is ours, is a beautiful thing. We are grateful, so very grateful."*

INTERNING WITH COPRODELI USA

I fell in love with international development as a Peace Corps volunteer in a small indigenous mountain village in Panama. The incredible experiences I had working with people from different cultures and supporting grassroots development efforts compelled me to go back to school to study International Development at American University. As a Masters student I was encouraged to participate in an internship in lieu of one of my required courses this semester. I was hoping to intern with a group working in Latin America so I could make use of my Spanish and learn more about different Latin American cultures. Also, I was looking for an organization that was devoted to reducing both social and economic inequalities and fostering community-led development initiatives in deserving areas. I found that organization in COPRODELI.

I first met Vanessa and Alycia at a "networking" event at AU. After learning about the incredible work that COPRODELI is doing in the areas of education, income-generation, health, housing and other sectors, I was sure I wanted to help them in their mission. My role as "Grant Writing Intern" began here at the end of August and for the last 6 weeks I have learned a great deal about the programs and services offered through the organization and have assisted with writing and editing proposals as well as identifying grant opportunities. What has impressed me the most about COPRODELI's staff is the commitment and determination they possess, which allows them to make the most of their resources even when that means fitting four people in a less-than-100 square foot office space, or staying at the office until 10 pm to get things done. Already this internship has taught me a great deal about working for a non-profit, and has strengthened and energized my desire to work with community development in the future.

- Katie Callaghan
Candidate, MA International Development 2009
American University

Feeling the Effects of the Global Financial and Commodity Crisis

An immediate effect of the increasing oil and gas prices ongoing financial crisis felt by nonprofit organizations is the increased cost of shipping humanitarian donations. As a result, federal aid programs supporting these kinds of initiatives have seen budget cuts and have been forced to limit assistance for 2009. In light of these changes, Coprodeli USA must now assume all shipping costs for our Annual Clothing Drive, as well as increased costs differences for our USAID Food for Peace shipments. New fundraising efforts will focus on shipping cost needs to support our Nutrition, Social Outreach and Humanitarian Aid Programs. Stay tuned for more details!

Volunteer Reflection from Fall Service Trip to Peru

The purpose of the trip was to volunteer and get some sense of how the poor families in Peru live. The experience was profound and exceedingly more impactful than I could ever have imagined. Every volunteer was touched and perhaps even changed by the experience. We were a random bunch brought together by some common interest and the very diverse and initially disconnected group left with a unique shared experience that no one will ever forget. If the others feel as I do, and somehow I know they do, they are already longing to return. Longing to again feel truly useful, needed, fulfilled and just comfortable in your own skin.

We participated in outreach [which] involved joining the Coprodeli staff members in small groups as they visited houses in the shantytown of Pachacutec. The aim of the visits was to update records on family names, size, and most importantly, needs. It was a surreal experience [and] was the most sadness that I felt during my visit to Peru. This is a mess of a place, tiny shanty houses dot the landscape in every direction. They are poorly constructed and stacked one against the other as they meander off into the distance with no sense of symmetry or order. Picture the kind of "fort" that you built out of leftover scraps of wood, branches & cardboard when you were 12 years old and you might get some image of what they looked like.

I will return to Peru and to Pachacutec. I felt whole there. I slept soundly, I smiled constantly, my days had real purpose and life was unambiguous and the mission clear. I didn't miss very much about my seemingly much more comfortable life back in Chicago with my big job and cushy condo. I want to inspire my friends and family to experience what I have experienced. The trip was as much about self help as about helping others. We live in a cynical society. Often times those telling stories about being moved by service work can be dismissed as self-ingratiating or cliché. Don't pay attention to that. You can't help or save everyone but you can help someone even if it is just to make sure that she has the dignity of sleeping in a dry bed.

- Tom Steffanci, September 2008



Join the Coprodeli team!

Coprodeli USA has ongoing volunteer opportunities that support its mission and office operations. If you have skills or interest in Spanish translation, web support, graphic design, event planning, grant writing or University awareness, please contact Katie at kferguson@coprodeliusa.org. Internships and long-term volunteer opportunities are also available in Peru. Please visit our website at www.coprodeliusa.org or www.idealists.org for details.

2008 COPRODELI CALENDAR OF EVENTS

Celebracion de Coprodeli - November 13 (Washington DC)

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