

IAF

CONNECTIONS

The Latest News from the Inter-American Foundation

IN THE NEWS

Trash and Citizenship

Hundreds of exuberant recyclers from Brazil and neighboring countries marched to the Minas Gerais state legislature in Belo Horizonte the afternoon of October 27 to open the Second Trash and Citizenship Festival, an event hosted by IAF grantee Associação dos Catadores de Papel, Papelão e Material Reaproveitável (ASMARE), a successful recycling enterprise.

Trash is increasingly a lucrative source of income in the hemisphere as collectors organize into associations. ASMARE, founded by 12 homeless scavengers, offers its 250 members three times the minimum wage as well as health and education benefits and, each quarter, a share of the profits. Along with other recyclers, ASMARE members told legislators and the press their demands: full citizenship, meaning respect for their contribution to society and access to government services, and statutory enforcement of fair prices and accurate scales.

"Brazilians discard 125,000 tons of refuse a day and the recyclers have taught the country that half of that can be used again," said José Grasiano, Brazil's minister for food security and the fight against hunger. "The other 50 percent," he added, "is an embarrassment to his ministry: food." The festival proved his first point with varied exhibits of recycled products and a show of fashions made from recycled goods.



Participant in march opening the ASMARE festival in Belo Horizonte

Patrick Breslin

Also on display were Patrick Breslin's photos of the Asociación de Recicladores de Bogotá, a beneficiary of IAF partner Fundación Corona, which sent a delegation, and Miguel Sayago's photos of ASMARE. Other IAF grantees who participated in the event included Fundação Centro de Defesa dos Direitos Humanos Bento Rubião, Centro de Articulação de Populações Marginalizadas (CEAP), Centro Integrado de Estudos e Programas de Desenvolvimento Sustentável (CIEDS) and Nova Pesquisa e Assessoria em Educação (NOVA) from Rio de Janeiro; Centro de Educação Popular (CEPO) from Rio Grande do Sul; and Papyrus from Venezuela. For more on the conference, visit www.asmare.org.br.

Book Worms

What was your favorite book as a child? How did you become familiar with it? IAF grantee Fundación Leer is introducing childhood favorites to thousands of children in Argentina. By providing books to elementary schools and allowing each child to choose a book to keep, Fundación Leer is promoting literacy in areas of Argentina where many people cannot read.

On October 16, *La Nación*, a leading Buenos Aires daily, covered Fundación Leer's third read-a-thon in which more than 20,000 children met their goal of finishing one, two or three stories in less than one hour.

Fundación Leer received an IAF grant in 2002 to expand its reading program to four provinces in southern Argentina. By the end of its funding, more than 100 schools will have joined the program. See 2003 *Grassroots Development* for more information or visit www.lanacion.com.ar/03/10/16/dq_536011.asp for *La Nación*'s article.

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GRANTEE NEWS

Events

Almost 100 civil society, business and government representatives attended CRIOLA's June forum on the challenges facing Afro-Brazilians in Rio de Janeiro. The pervasiveness of their exclusion and inequality has been well documented by the Brazilian Institute of Geography and Statistics, a government agency, which confirms, for example, that Afro-Brazilians earn 57 percent less than whites and consistently receive a lower return on their educational investment. The IAF currently funds CRIOLA's Art and Media Project which provides Afro-Brazilian craftswomen in Rio the training and technical assistance necessary to improve quality and sales.

Awards

Former IAF grantee Associação dos Pequenos Agricultores do Município de Valente (APAEB) was selected from among 240 candidates for the Third Annual Best Practices in Local Management Award by the Brazilian bank CAIXA. APAEB made the final cut because of a series of technical courses teaching farmers in the Brazilian Northeast how to live through droughts. The award qualifies APAEB to enter the United Nations-Habitat Best Practices and Local Leadership Program and to be considered for the Dubai International Awards for Best Practices in Improving the Living Environment and for inclusion in its best practices database. The cooperative has received several IAF grants, including one in 1997 toward opening a factory that makes finished products from sisal.

Unimed, one of Brazil's premier health insurance companies, recognized IAF grantee Instituto Centro de Vida (ICV) with its first "Recipe for Citizenship" award for Quintal Legal, a health education project in Cuiabá, Brazil. ICV used its 2001 IAF grant to educate community members in organic gardening techniques, including soil preparation, the use of compost and natural insecticides. The gardens now yield produce for home consumption and supplemental income. For more information see *Estação Vida*, ICV's online news source, at <www.estacaovida.org.br>.

Former IAF grantee Nucleo de Ação para o Desenvolvimento Sustentável (POEMAR) received \$200,000 from the World Bank's Development Market Place for its craft project for low-income people that combines Japanese papermaking with traditional Amazonian fiber- and dye-processing. The IAF supported POEMAR's fish and fruit processing plant in 1999. For more on the Development Market Place, log onto <www.worldbank.org>.

Courses

In September, the IAF signed an agreement with the International Labor Organization's (ILO) training center, Delnet, to provide scholarships for online local development courses. According to Delnet's Mara Cerdeiro, who explained the project to IAF staff on October 16, twice a year representatives from the IAF and Delnet will select 40 candidates, 20 from IAF grantee organizations, to participate in the one-year class. For application procedures, log onto <www.itcilo.it/delnet>.

A Glance at the Independent Sector

Volkhart Finn Heinrich spoke at the IAF in October on the CIVICUS's Civil Society Index. CIVICUS, an international NGO established in 1993 to build an alliance of civil society organizations (CSOs) around the world, started the index as an action-research project. By evaluating CSO structure, environment, values and impact, CIVICUS hopes to increase knowledge, raise awareness and empower stakeholders in the third sector. This measurement tool is being used by the Instituto de Comunicación y Desarrollo (ICD) in Uruguay and the Mexican Center for Philanthropy (CEMEFI) in Mexico. Currently CIVICUS is looking for more partners. If your organization is interested, e-mail Heinrich: finn@civicus.org.

2003 Proposals

The IAF received more than 1,200 responses to its July 2003 call for proposals. Earlier in 2003, the IAF announced that it would receive proposals throughout the funding year and group them into two funding cycles. Given the very large volume of proposals received for the initial cycle, the IAF is postponing the second funding cycle deadline from December 31, 2003 to June 30, 2004.

Revised guidelines will be posted on the Web site by January 30, 2004. All proposals must conform to these new guidelines. If you have submitted a proposal since July 31, 2003, please tailor it for resubmission. No proposals will be reviewed before June 30, 2004. Please continue to monitor the Web site for information on the competition.

Applicants should be aware that the proposal review process, from submission to funding, can take up to 18 months depending on the complexity of the project and the number of visits required. We look forward to receiving new proposals in 2004.

UPCOMING EVENTS

Workshop on Leadership and Socio-Economic Development for Communities of African Descent in Latin America and the Caribbean, La Ceiba, Honduras, February 1-4

The IAF and the Inter-Agency Consultation on Race in Latin America (IAC) are co-sponsoring a workshop on leadership and socio-economic development. It will offer discussions of good practices in Afro-descendant communities, as well as training on implementing local development partnerships. The sessions will encourage participants to be actively engaged and learn from one another's experiences. The agenda will include site visits. For more information, log onto <www.thedialogue.org/iac/eng/index.html>.

Studies

Participation

Five representatives from IAF grantees presented *Deliberación Pública y Desarrollo Económico*, a study on collective action and citizen participation, to the Kettering Foundation September 18-19. Co-funded by the IAF, Inter-American Democracy Network and the Kettering Foundation's Council on Public Policy Education, the book includes five IAF projects. The Spanish version was published in August, and the English translation is expected 2004. Representatives from grantee organizations at the meeting included Ruben Berta of Asociación de Reciclaje Ecológico in Brazil; Jorge Chacón of Fundación Localidades Encargadas de la Administración del Desarrollo (LEAD) in Costa Rica; Rubén Calle of Asociación de Parroquias Rurales y Barrios Suburbanos del Cantón Cuenca (APR) in Ecuador; Rafael Lucero Ortiz of Comité de Promoción Social del Valle de Yaqui (PROVAY) in Mexico; and Percy Flores of Servicios Educativos, Promoción y Desarrollo Rural (SEPAR) in Peru. IAF's John Reed and Ramón Daubón also participated in the discussion.

The Fundación Nacional para la Superación de la Pobreza, a Chilean NGO, was contracted to study communities' capacities for public participation at the local level and their relations with government, business and civil society. The IAF wants to learn how institutions of public interest initially form and respond to poor people's demands. This study will include a concept paper, case studies and workshops.

Evaluation

Fundação Getúlio Vargas in Rio de Janeiro will evaluate 10 randomly selected IAF projects completed in 2002. The evaluation will concentrate on the achievements of grantee organizations and their beneficiary population and document expected and unexpected changes. Findings will also be used to evaluate the Grassroots Development Framework (GDF), the IAF's measurement system.

Environment

The Center for Environmental and Social Studies on Sustainable Development (CEASDES) in El Salvador will study three IAF-supported agro-ecological and agro-forestry projects in Guatemala. Each grantee focuses primarily on basic family food security, but, after meeting those needs, implements various strategies to sustain rural agriculture. For example, Equipo de Consultoría en Agricultura Orgánica (ECAO) assists small-scale farmers in marking and selling produce locally; Fundación para el Desarrollo y Fortalecimiento de las Organizaciones de Base (FUNDEBASE) provides training and leadership skills to local agricultural organizations; and Empresa de Consultoría en Ecotecnología (ECOTEC), working with forestry management techniques, teaches farmers to grow and sell fast-growing firewood and use more efficient stoves, and prepares regional deforestation strategies for municipal authorities. The IAF would like to determine the most efficient and effective policies and identify creative ideas for producing positive, sustainable rural development.

Transnationalism

The IAF has contracted three independent studies to examine nonfinancial transfers (or exchanges) between migrants and communities of origin in Mexico, El Salvador and the Dominican Republic. Each case study will identify the positive and negative impacts of transnationalism in the migrant-sending community and will also assess the roles of the corresponding immigrant community in the U.S and the impact there.

The Inter-American Foundation (IAF) is an independent agency of the United States government that provides grants to non-governmental and community-based organizations in Latin America and the Caribbean for innovative, sustainable and participatory self-help programs. The IAF primarily funds partnerships among grassroots and nonprofit organizations, businesses and local governments, directed at improving the quality of life of poor people and strengthening participation, accountability and democratic practices. To contribute to a better understanding of the development process, the IAF also shares its experiences and the lessons it has learned.

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Conferences

In October, the IAF sponsored panels at "CSR as a Tool for Competitiveness," the Inter-American Conference on Corporate Social Responsibility, in Panama City. IAF's president David Valenzuela moderated a discussion on the future of CSR by Bradley Googins of Boston College's Center for Corporate Citizenship, Jacques Rogozinski of the Inter-American Investment Corporation, Pablo Gabriel Obregón of Fundación Mario Santo Domingo, and Ivor Hopkins of MHC International Ltd. Audra Jones, IAF representative for Venezuela and the Caribbean, moderated a panel on community involvement with the private sector. Organizers included the United Nations Development Program, the World Bank, the Inter-American Development Bank and the government of Panama. For a conference summary, visit www.iadb.org/csramericas.

Workshops and Meetings

Seventeen data verifiers, independent contractors who work with the IAF's Evaluation Office to ensure the accuracy of data collected by grantees for the GDF database, met in Rio de Janeiro in November. Their workshop reviewed data collection methodologies, analyzed current GDF indicators and proposed new ones, including visits to health clinics, institutional support to other NGOs, and acres of trees planted to reforest land and improve the environment. Participants visited IAF grantees Viva Rio, an internet cyber café in Campo Grande, a Rio *favela*, and Fundação Centro de Defesa dos Direitos Humanos Bento Rubião, a housing project outside Rio. IAF's Linda Kolko, Emilia Rodríguez-Stein, Miguel Cuevas, Ramón Daubón and Jocelyn Nieva attended the workshop.

Representative from 50 organizations attended the Miami roundtable on transnationalism and community development held September 23. A roundtable is planned for Chicago in the spring. Check the IAF Web site for the agenda.

Presentations

Ismael Ferreira of former IAF grantee APAEB, an innovative sisal manufacturing association in the Brazilian Northeast, spoke to IAF staff on August 22. For more information on APAEB, visit www.apaeb.com.br.

On September 15, IAF contractor Rodrigo Villar described to the IAF staff the grassroots development paradigm of the Inter-American Network of Corporate Foundations and Actions for Grassroots Development (RedEAmérica). The thematic network, established in September 2002, now includes 40 corporate foundation members from 12 countries. Its paradigm will shape how members fund grassroots development projects. Network members are organizing workshops in Ecuador, Argentina and Colombia to define their current program, review the paradigm and encourage membership. In November, the RedEAmérica executive council approved the following new members: Fundación Bank Boston (Argentina), Fundación Empresarios por la Educación de Colombia and Fundación Ñanpaz (Ecuador). For more information contact Walter Price, IAF's director of corporate programs: wprice@iaf.gov.

On September 30, Juraj Mesik, the World Bank's senior community foundation (CF) specialist, described the international boom in CFs over the past decade. CF's provide small grants to local groups and encourage individual and groups to donate resources in their communities. Mesik is currently exploring how the CF model can be integrated into the World Bank's community-driven development strategies. Before joining the Bank, he directed the Ekopolis Foundation and introduced CFs to Slovakia. Currently, IAF grantees Fundación Esquel, in Ecuador, and CEMEFI, in Mexico, are developing CFs.

On October 2, Sandy Nichols, a research analyst at the California Institute of Rural Studies, spoke on nonmonetary remittances to Mexico. Nichols, who has

extensively researched Mexican transnational communities, focused on how migrant workers replicate agricultural technology from Northern California on their farms in Zacatecas.

César Cárdenas, president of IAF grantee Mi Cometa in Guayaquil, Ecuador, and national coordinator of the Ecuadorian National Children and Youth Congress, spoke in October to IAF staff and to the Civil Society Task Force organized by the Esquel Group Foundation. In 2002, Mi Cometa received an IAF grant to generate employment opportunities for young adults through training, technical assistance and grants to micro- and small enterprises.

In October, Habitat for Humanity's Brad Henderson and Jane W. Katz spoke on strategies to foster local philanthropic participation in community development. Habitat for Humanity, a nonprofit, nondenominational Christian housing organization established in 1976, encourages volunteers to build houses for those in need around the world. For more information on how to become involved, see www.habitat.org/local.

Patrick Butler and Luis Botello of the International Center for Journalists (ICFJ), a nonprofit organization dedicated to improving the quality of journalism and strengthening democracies worldwide through professional training, fellowships and exchanges, spoke to the IAF staff on December 9. For more information, see www.icfj.org.

On December 10, Eric Rosenthal of Mental Disability Rights International, (MDRI) spoke on the situation of disabled individuals in the hemisphere and the role of U.S. foreign policy and foreign assistance. For more information on MDRI, see www.mdri.org.

NEW WEB SITE

RedEAmérica launched its new portal www.redeamerica.org in December. The site has current network activities, the selected project of the month and links to member's individual Web sites.

IAF Publications



The Spanish version of *Grassroots Development* for 2003 is now available. A Portuguese version is in production and should be posted on the Web in early 2004. An abbreviated version of *Desenvolvimento de Base* 2002 was printed for distribution in Brazil and a few copies remain. Books still available include *Formación de Alianzas* in Spanish; *Together-ness* by Beryl Levinger in English; and *La Cultura y el Desarrollo de*

Base by Chuck Kleymeyer. To order these publications as well as back issues of *Grassroots Development* and the English version of our photo-filled 1999 Year in Review commemorating our 30-year anniversary, send your name and complete mailing address to publications@iaf.gov.

Grantee Publications

The Community Tourism Foundation, an IAF grantee in Barbados, published Richard Jones' "A Review of Corporate Social Responsibility (CSR) in the English-Speaking Caribbean," describing the state of CSR in the region. More than 50 business representatives as well as IAF's Carlo Dade and Audra Jones attended the September 22 presentation of the study in Trinidad.

Racismos Contemporâneos, a recently published collection of essays by 11 Afro-Brazilian social entrepreneurs, evaluates the various facets of racial inequality and discrimination in Brazil. This book inaugurates the "values" series of a "values and attitudes" collection. Among the authors is Jurema Werneck, founder of CRIOLA, a black women's organization in Rio de Janeiro that received an IAF grant in 2001 to help improve the skills and quality of life of 50 artisans. Nonprofit organizations, libraries and policy makers can order *Racismos Contemporâneos* free of charge by e-mailing takanocidadania@takano.com.br. Indicate your name, institution, address and the reason for your request. Ashoka co-sponsored the publication.

Media Round up

A July 31 article in the Peruvian daily, *El Tiempo*, announced that IAF grantee Programa Integral para el Desarrollo del Café (Pidecafé) is exporting organic brown sugar to France and negotiations are underway with Italian importers. Pidecafé received IAF support in 2002 to work with 20 local coffee producers' associations affiliated with Cepicafé, a regional coffee growers' association, in six municipalities in the Piura highlands.

"For Mom's Cooking, 2,200 Miles Isn't Too Far," in the August 11 *New York Times*, highlighted nostalgia products on the transnational highway. The article explained how Tulcingo Travel, a courier shipping products from Latin America, has developed its clientele of recent immigrants to New York. Currently, IAF grantee APOYO has an Internet café in Tulcingo, Puebla, Mexico, and is working with groups in New York to establish corresponding Internet cafés to facilitate communication between families and friends.

In August, Paul Valasco, executive director of Fundación Lann, a RedEAmérica member, published "Iniciativa Hemisférica," an analysis of corporate social responsibility and the RedEAmérica network, in *Expreso de Guayaquil*, an Ecuadorian daily.

In September, Marcos Kisil, executive director of Institute for Development of Social Investment (IDIS), published "The New Face of Brazilian Philanthropy" in *Alliance*, a British magazine for grantmakers. IAF grantee IDIS is a Brazilian nonprofit organization that promotes private social investment as a tool to achieve sustainable development. For the article, log onto <www.allavida.org/alliance/axseptc03.html>.

On November 2, the travel section of the *Dallas Morning News* highlighted Taquile Island on Lake Titicaca in Puno, Peru, where the IAF funded an eco-tourism project in the 1980s.

La Prensa Libre, a Guatemalan daily, published an article November 3 featuring IAF grantee FUNDEBASE. "Sharing Experiences: Farming Groups from Different Areas of the Country Practice Sustainable Agriculture, but in a New Way" describes how one woman substitutes higher protein flour in her tortillas, another man uses natural fungi to increase his tomato production and a cooperative group works to certify its organic coffee for export to Italy. With a grant from the IAF, FUNDEBASE is assisting 13 community organizations and approximately 700 families with production activities. For the full article, see <www.prensalibre.com>.

The *New York Times* quoted Walter Price November 17 in "Exploring New Ideas for Making Finances Clearer and Scandals Rarer," an article on philanthropic and nonprofit accountability. Price is working with RedEAmérica members to standardize budgets, accountability and results measurement in order to make funding to grassroots development more transparent. For the full article, see <www.nytimes.com>.

On November 20, *Hoje em Dia*, Belo Horizonte daily, reported that IAF grantee ASMARE, a recycling enterprise in Brazil, will receive approximately \$700,000 from Fundação Banco do Brasil to recycle metropolitan garbage.

El Diario de Hoy de El Salvador, an online daily, featured IAF grantee Fundación ABA November 24. "Basura orgánica, un abono natural" described Fundación ABA's work to transform compost into organic fertilizer. The organization provides training sessions on processing compost to groups in Ilopango and Mejicanos, low-income neighborhoods outside San Salvador. Made from left over beans, fruit and vegetable peelings, the fertilizer is resold for use in household gardens. For more information, see <www.elsalvador.com>.

In December, former IAF grantee Antropólogos del Sur Andino (ASUR) was highlighted in *Americas*, the magazine of the Organization of American States (OAS). ASUR received an IAF grant in the 1980s to revive the local indigenous heritage through weaving programs in Chuquisaca, Bolivia. For a discussion of ASUR see *Llamas, Weavings, and Organic Chocolate: Multicultural Grassroots Development in the Andes and Amazon of Bolivia* by IAF representative Kevin Healy (Notre Dame Press: 2001).

Staff Activities

Invited by the U.S. Embassy in Buenos Aires, Ramón Daubón, IAF's vice president for programs, toured Argentina in September speaking on the connection between democratic civic engagement and economic efficiency to more than 500 representatives from business groups, NGOs, community organizations, universities and the American Chamber of Commerce. Daubón suggested that the process of democracy, civic participation and empowerment at the local level will improve decision-making and create better public policies. The trip was described in the State Department's December 3 Washington File, Federal Information News Dispatch.

In September, during the World Trade Organization's Ministerial Meeting, IAF representative for Bolivia, Kevin Healy attended the Fair Trade Transnational Forum in Cancun, Mexico. The event, organized by Institute for International Fair Trade and the Trade Institute in Minnesota, drew representatives from hundreds of small producer groups from around the world. Attending the discussions on fair trade were representatives from IAF grantees CECAOT, a Bolivian quinoa producer; AgroMercados, an organization of Mexican truck farmers; Cooperativa San Blas, an organization of Panamanian Kuna women who make and export *molas*, a traditional appliqué handicraft; El Ceibo, a Bolivian chocolate producer; Viva Rio, which makes T-shirts in Rio de Janeiro; and CEPSCO, an association of Mexican coffee producers who export to Starbucks and Transfair International.

In September, David Valenzuela traveled to Mexico City for the OAS' Second Meeting of Ministers and High Level Authorities Responsible for Policies on Decentralization, Local Government and Citizen Participation at the Municipal Level in the Hemisphere. Representatives from OAS member states discussed decentralization in the region. For more information, see <www.upd.oas.org/riad>.

On September 21, Walter Price and Javier Díez de Medina, executive director of the Bolivia's Fundación Inti Raymi, explained the RedEAmérica initiative to English-speaking Caribbean business representatives interested in grassroots development programs in Trinidad. In October, Price spoke on RedEAmérica to an international audience at the CODESPA conference in Spain. CODESPA is a Spanish development organization presided by Don Felipe de Borbón, the Prince of Asturias. The focus was on corporate social investment. For more information, see <www.codespa.org>.

Board of Directors

The IAF board of directors welcomed three new members from the public sector: Roger Francisco Noriega, the assistant secretary of state for Western hemisphere affairs; José A. Fourquet, U.S. executive director of the Inter-American Development Bank; and Adolfo Alberto Franco, assistant administrator for Latin America and the Caribbean, U.S. Agency for International Development. The board met November 13 in Arlington.

David Valenzuela, testifying before the Subcommittee on Domestic and International Monetary Policy, Trade and Technology of the Financial Services House Committee on October 2, described the IAF's efforts to reach communities on both sides of the remittance transaction in order to improve living conditions in Latin America and the Caribbean. For his official testimony, log onto <www.iaf.gov/transnationalism.asp>. In October, Patrick Breslin, IAF vice president for external affairs, testified on remittances before a committee of the New York State congress.

Kevin Healy spoke to the National Network of Grantmakers' Indigenous Funders' Network, in Tucson, Arizona in October. For more information on the conference and the organization, see <www.firstpeoples.org/IFIP.htm>.

Marcy Kelley, IAF's deputy vice president for programs, attended the U.S. Executives Seminar on Profitability and Sustainability sponsored by the University of Cambridge in October. It focused on creating more awareness in business to step up efforts to preserve and protect the environment. Representatives from NGOs and the public sector as well as business attended the conference. On November 12, Kelley spoke at IAF grantee CEMEFI's annual meeting in Mexico City. CEMEFI is a partner in RedEAmérica.

In November, David Valenzuela lectured at an international meeting on financing local development in Brussels, Belgium; spoke on transnationalism at the Museum of Immigration in San Diego; and gave a talk on immigration at the University of San Diego's Center for Immigration Studies. Valenzuela has also been invited to join the group advising the humanitarian assistance organization CARE on basic education policy.

Ramón Daubón was the keynote speaker at the November 3 meeting of the U.S.-Mexico Border Philanthropy Partnership in El Paso, Texas. The IAF is a founding member of the Partnership, a coalition of nine national and regional foundations and 20 community foundations, and is a leading donor to Mexican development organizations along the border. For more information on the Partnership established in March, see the spring 2003 edition of *IAF Connections*.

In November, at the International Forum on Rural Development in Brasília, Patrick Breslin spoke on the IAF's work with multisector cooperation within local communities, using examples from Nejava, El Salvador, and Valente, Bahia, Brazil.

Where they are now?

Jorge Cortez, Bolivia's new minister of sustainable development, worked with former grantee Ciddebeni. Donato Ayma Rojas, the new minister of education, was a radio announcer with former grantee Radio San Gabriel in the 1980s.

Farewell

Carlo Dade, who worked with Haiti and the Dominican Republic, and Chris Krueger, who worked with Bolivia and Peru, have left the Inter-American Foundation.