



# I ve

I LOVE VENEZUELA FOUNDATION

**OVERVIEW**  
2017



# OUTLINE



- About
- Marketing & Fundraising
- Milestones
- Programs
- Join



## A LETTER FROM THE PRESIDENT

Four years ago, a group of Venezuelans felt the need to promote concrete actions and give a hand to our brothers in our mother country living under extreme crisis.

Nowadays, **I Love Venezuela Foundation Inc** sets the ground for another successful year.



### **I Love Venezuela Foundation**

Since 2014, is a tax exempt (501c3) non-profit organization that seeks to create and channel resources for social projects in Venezuela, managed by civil organizations focused on the areas of health, education and social development.

Our commitment has grown significantly. The dream of making a fundraising event in 2014, has now become a platform that channels resources to different social programs in Venezuela, delivering hope, enthusiasm and confidence to many.

As part of our mission, we visit our country frequently to witness the results of our efforts and funding from our donors. Additionally, we created a network of collaborators and alliances in Venezuela to support many non-governmental organizations (NGOs) and communities.

The overwhelming outcome makes us proud to be Venezuelans. For us, it's about humanity, love, gratitude and raising hope.

Thank you for being part of this nonprofit community. I can't wait to see what we will achieve together.

### **SANTI CHUMACEIRO**

President,  
I Love Venezuela Foundation.



# WHO WE ARE



## WE ARE A NON PROFIT

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(501C3) organization founded by a group of committed Venezuela citizens, interested in assisting established non governmental organizations (NGO's) in Venezuela, and fulfill their objectives by supporting them with necessary resources.





# OUR TEAM



**PRESIDENT**  
Santi Chumaceiro



**SECRETARY**  
Rodner Figueroa



**VICE-PRESIDENT**  
Geraldine Pulido

## FOUNDERS

## TEAM & ADVISORS

- OPERATIONS – Luana Cabrera
- FINANCE – Andrea Baena – Janeth Zabala
- COMPLIANCE – Álvaro Cárdenas
- ACCOUNTANT – Zafar & Company
- LEGAL – EPGD Attorneys at Law
- RESEARCH – Luis V. León – Datanálisis
- BRANDNG – Miguel A. Manrique
- DESIGN – Daniella Rondón
- AUCTION – Corina Mileo de Capriles

## VOLUNTEERS

- |                   |                  |
|-------------------|------------------|
| Carolina Capriles | Carolina Lanao   |
| Lucía Coll        | Paula Lyons      |
| Joyce Chehebar    | Maria A. Marquez |
| Maria E. de León  | Carina Russo     |
| Mariaco Gimenez   | Wanda Shortt     |
| Boris Izaguirre   |                  |



## OUR MISSION

Create and channel resources to non governmental organizations (NGO's) who contribute to the well-being, human development and social transformation in Venezuela

## OUR VALUES

Respect - Trust - Volunteer  
Service - Unity - Humanity  
Collaboration - Transparency  
Ethics - Transformation

## OUR VISION

To influence social transformation and progress in Venezuela through compassion and love





# OBJECTIVES

## **MOBOLIZE.** **MULTIPLY.MAXIMIZE**

**ENHANCE** the growth of our global community of volunteers, donors, Venezuelans and foreigner friends.

**RAISE** awareness of the social Issues in Venezuela.

**WORK** in junction with other private sectors, NGOs to increase impact.

## **SUSTAINABILITY** **INDEPENDENCE.PROGRESS**

**STRENGTHEN** capacities of social agents and leaders of the communities in management, communication and project evaluation areas

**SUPPORT** projects that have potential to become financially independent or impact progress in the standard of living and economy of communities

**CONTRIBUTE** in the accomplishment of the Millennium-Development Goals established by the United Nations





# MILLENNIUM- DEVELOPMENT GOALS

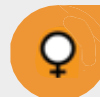
UNITED NATIONS.



**ERADICATE** – Extreme Hunger and Poverty



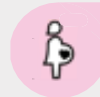
**ACHIEVE** – Universal Primary Education



**PROMOTE** – Gender Equality and Empowered Women



**REDUCE** – Child Mortality



**IMPROVE** – Maternal Health



**COMBAT** – HIV/AIDS, Malaria and other Diseases



**ENSURE** – Environmental Sustainability



**DEVELOP** – A Global Partnership for Development





# WHAT'S GOING ON IN VENEZUELA?

Only 8 out of 100 Venezuelans declare themselves as social volunteers.  
In the last 12 years, social development organizations have been reduced by half.

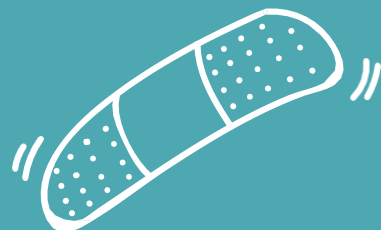
## DEPRIVATION

Social Discrimination  
and poverty



## HEALTH CRISIS

Malnutrition, high  
mortality rates  
of mother and infants,  
preventive  
diseases



## INSECURITY

Violence, insecurity  
of private property  
and absence of judicial  
powers



## EXTREME SCARCITY OF BASIC PRODUCTS

There is no food,  
medicine, and other  
basic products



## HIGH UNDER EMPLOYMENT

Casualization of labor market



## HOUSE DEFICIT AND HABITAD

Significant deficit, and  
families living under  
unacceptable conditions





**83.9% OF THE POPULATION** is identified as D & E socioeconomic class



**8 OUT OF 10 VENEZUELAN** can't take over a medical emergency



**8 OUT OF 10 VENEZUELAN** have difficulty accessing basic levels of supplies, services, transportation and housing



**DECLINE OF CONSUMPTION** from shortage in specific peaks In some categories



to widespread shortages in most areas and categories

to exponential increases in the cost

**1 OUT 4 VENEZUELAN** eat less than three meals per day



**+2 OUT 3 VENEZUELAN** have changed their eating habits because of the crisis



## HOW ARE THE VENEZUELAN

**8 OUT OF 10 VENEZUELAN** have trouble acquiring the basic market basket



### VENEZUELAN POPULATION

**41% OF THE POPULATION** lives in extreme poverty



**37% OF THE POPULATION** lives in moderate poverty

**8 OUT OF 10 VENEZUELAN HOMES** have stopped receiving repairs and maintenance





# HOW CAN YOU HELP?



10\$	Can provide 3 nutritious meals to a child for a month		
15\$	Give a child a good education for six months	Provide a kit of personal hygiene products for a month for 5 children	Give to a child 3 underwear items
30\$	Will give diagnostics tests (screening mammogram, ultrasounds, biopsies) to 5 women		
40\$	Will provide computer training to 10 low-income entrepreneur women for one month	Is enough to dress a child with pants, shoes and a couple of shirts	
50\$	Will feed 15 abandoned babies for one week		
100\$	Help to finance treatments for children with cancer for a month		
200\$	Give one full scholarship program to a children with autism for a year		
500\$	Will maintain one household with 50 children for a month		



# HOW WE WORK



## **WE ASSIST**

those established NGOs  
in Venezuela by supporting them with  
necessary resources.

## **WE ARE**

a growing global community of  
volunteers, donors, Venezuelans  
and foreigner friends.

## **WE FUNDRAISE**

through galas, auctions, special  
events, media, digital marketing  
e-shop, silent auctions and  
donations



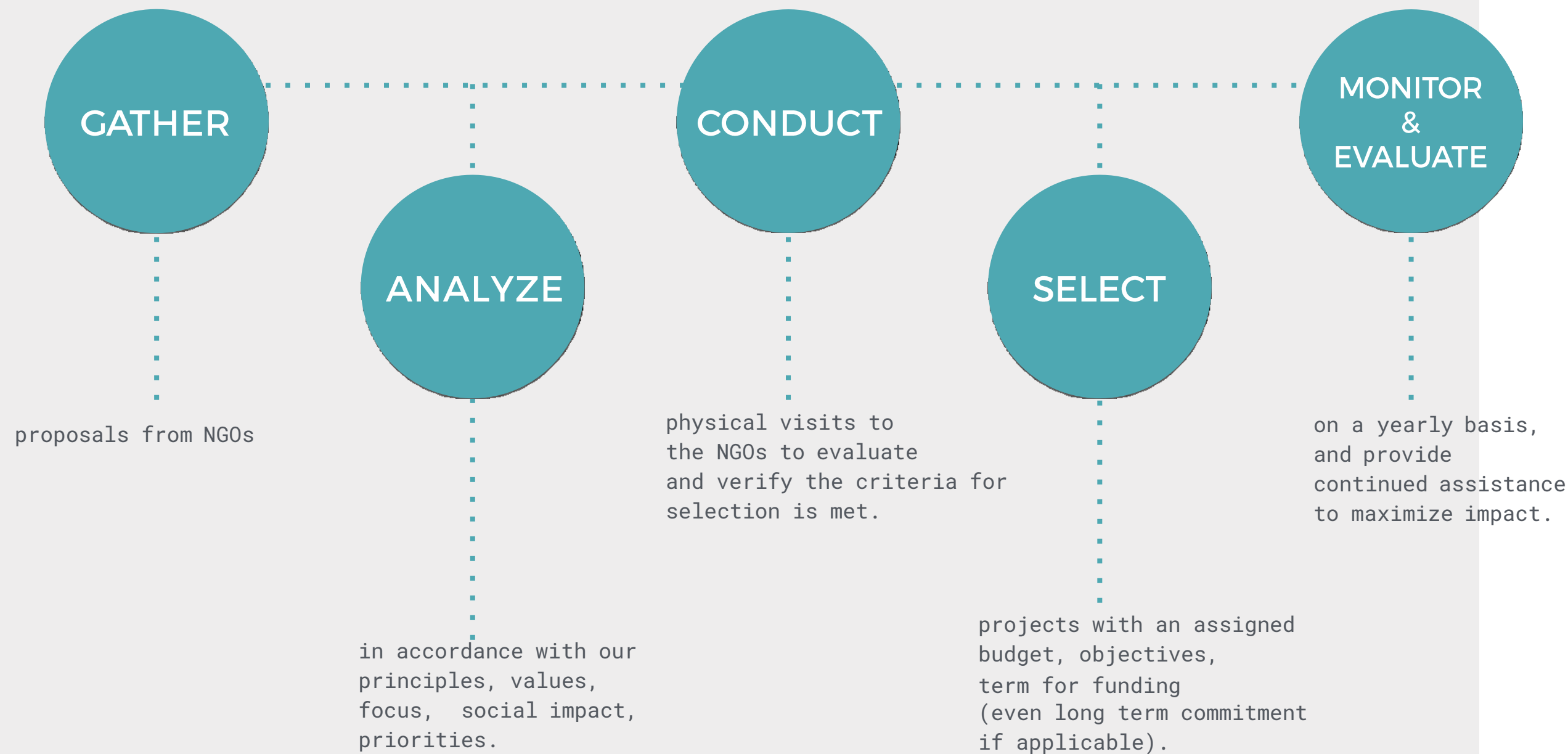


# WHERE WE ARE





# PROJECT SELECTION







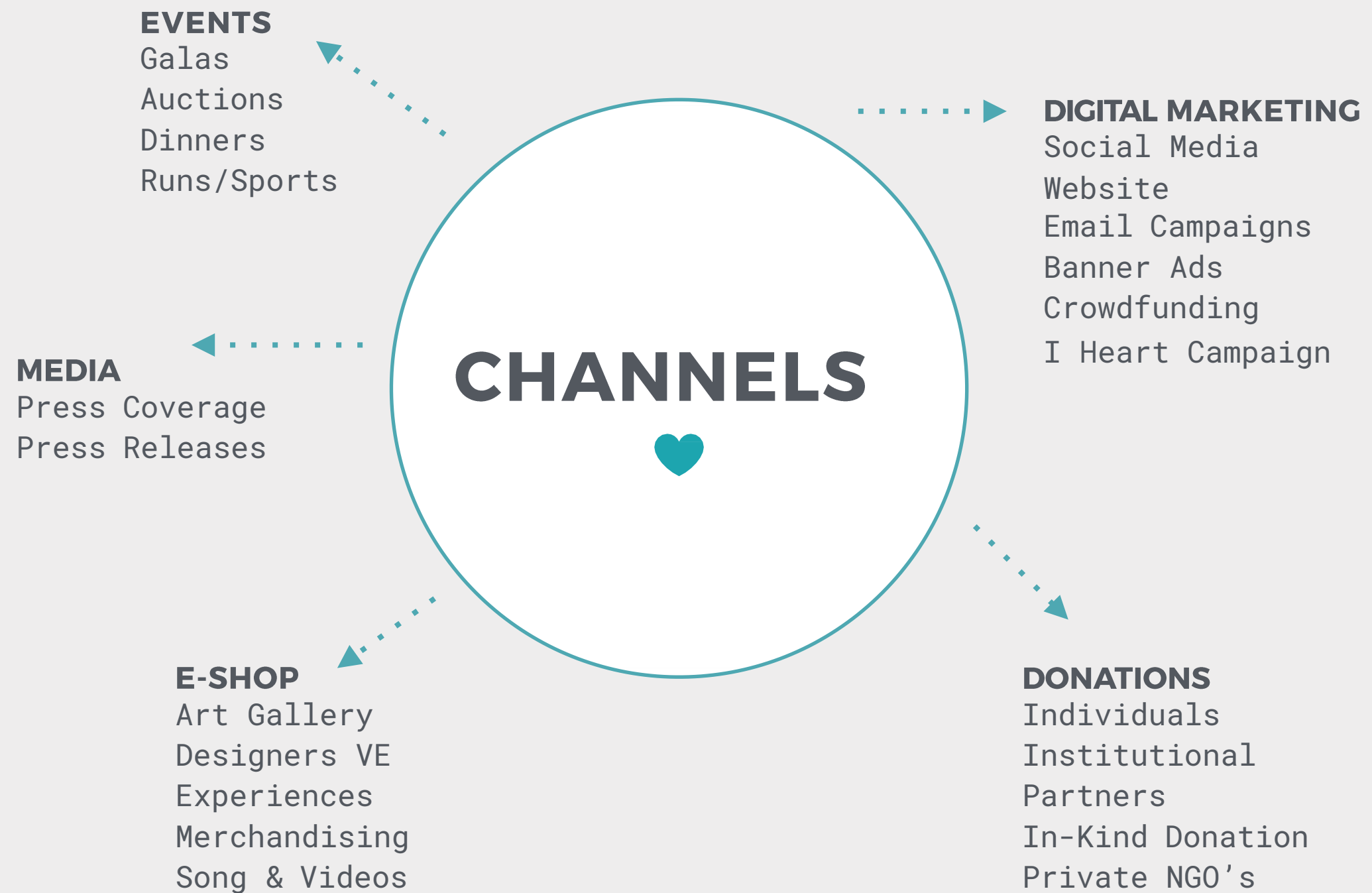
# MARKETING & FUNDRAISING

I  ve  
I LOVE VENEZUELA FOUNDATION

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I LOVE VENEZUELA FOUNDATION

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## FUNDRAISING EVENTS

**SCOOP NYC**  
**VENEZUELAN STUDENT ALLIANCE AT FIU**  
**ADISON HOUSE**  
**CAMILA CANABAL**  
**BLOOMINGDALES**  
**KELLOGG MBA**  
**BARRY'S BOOTCAMP**  
**VENEZUELAN CHILDREN IN NEED, LONDON**  
**SKY KIDS**  
**BOHO HUNTER - VENEZUELAN TALENT**  
**RUDY EXPORT BASEBOLL GAME**

**THE HELPING FORMULA KAREOKE NIGHT**  
**RED TIGER GOLF OPEN**  
**HES GROUP**  
**ST ANDREWS UNIVERSITY**  
**VENEZUELAN HERITAGE NIGHT - MARLINS VS. CUBS**  
**CHYNO**  
**CAMP LA LLANADA**  
**ZUMBATHON CHARITY EVENT EN ALEMANIA**  
**LOCATEL**  
**VENEZUELAN AMERICAN CHAMBER OF COMMERCE**  
**ESSERMAN**



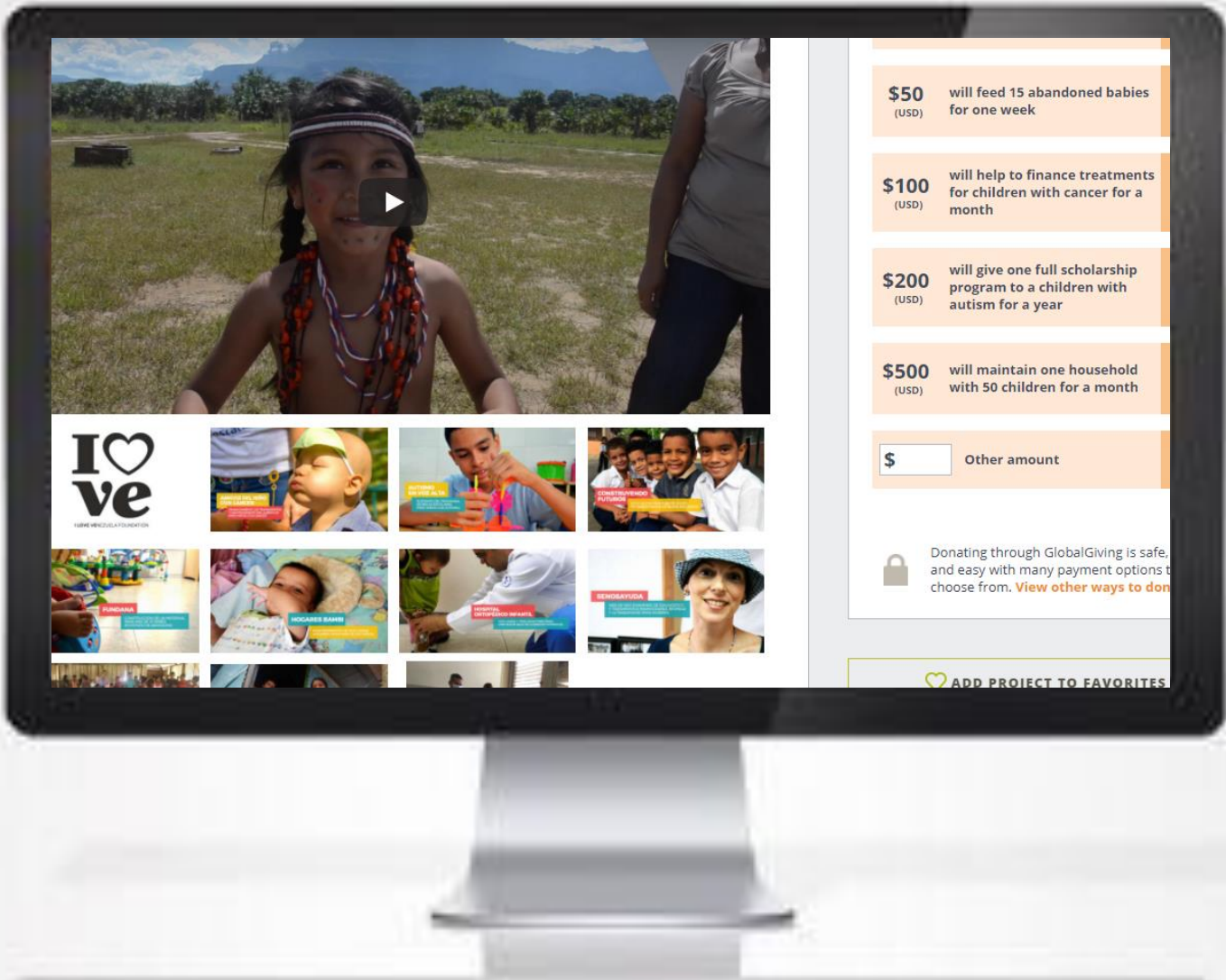
# CROWDFUNDING



## GLOBAL GIVING

We have been admitted to [Global Giving](https://www.globalgiving.org), the first and largest global crowdfunding community. This allows us to have a bank of projects, enriched by the work of the NGOs that we help, and easily raise the necessary funds to execute them.

[www.globalgiving.org](https://www.globalgiving.org)





# ONLINE FUNDRAISING

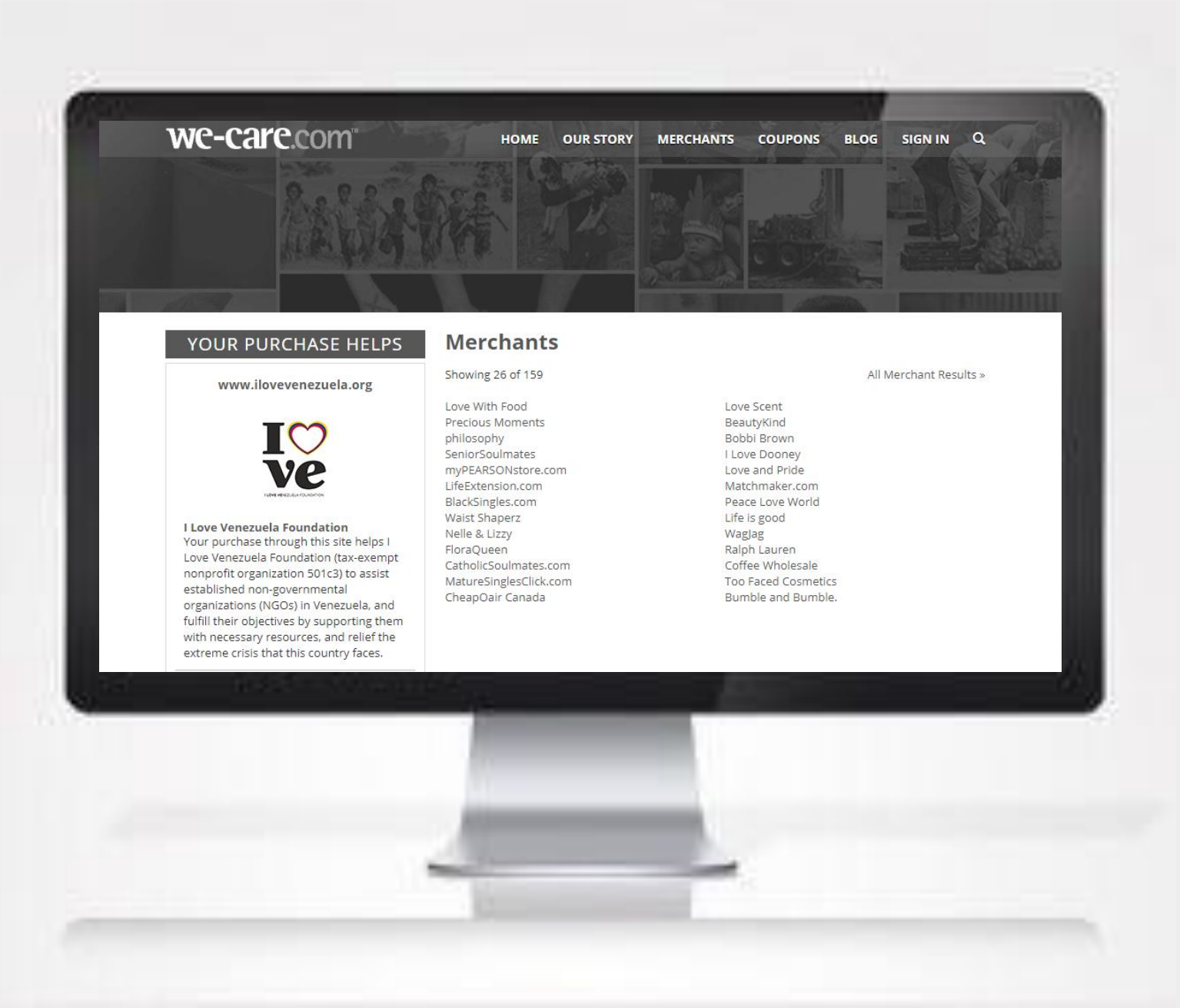


## WE-CARE

We at I Love Venezuela Foundation have a trusted [partnership with We-Care.com](#). Now, whenever members of our organization, friends, family, and supporters register at We-Care in support of I Love Venezuela Foundation, we'll be earning donations every time they shop at any of the 2,700 participating online stores.

[www.we-care.com](http://www.we-care.com)

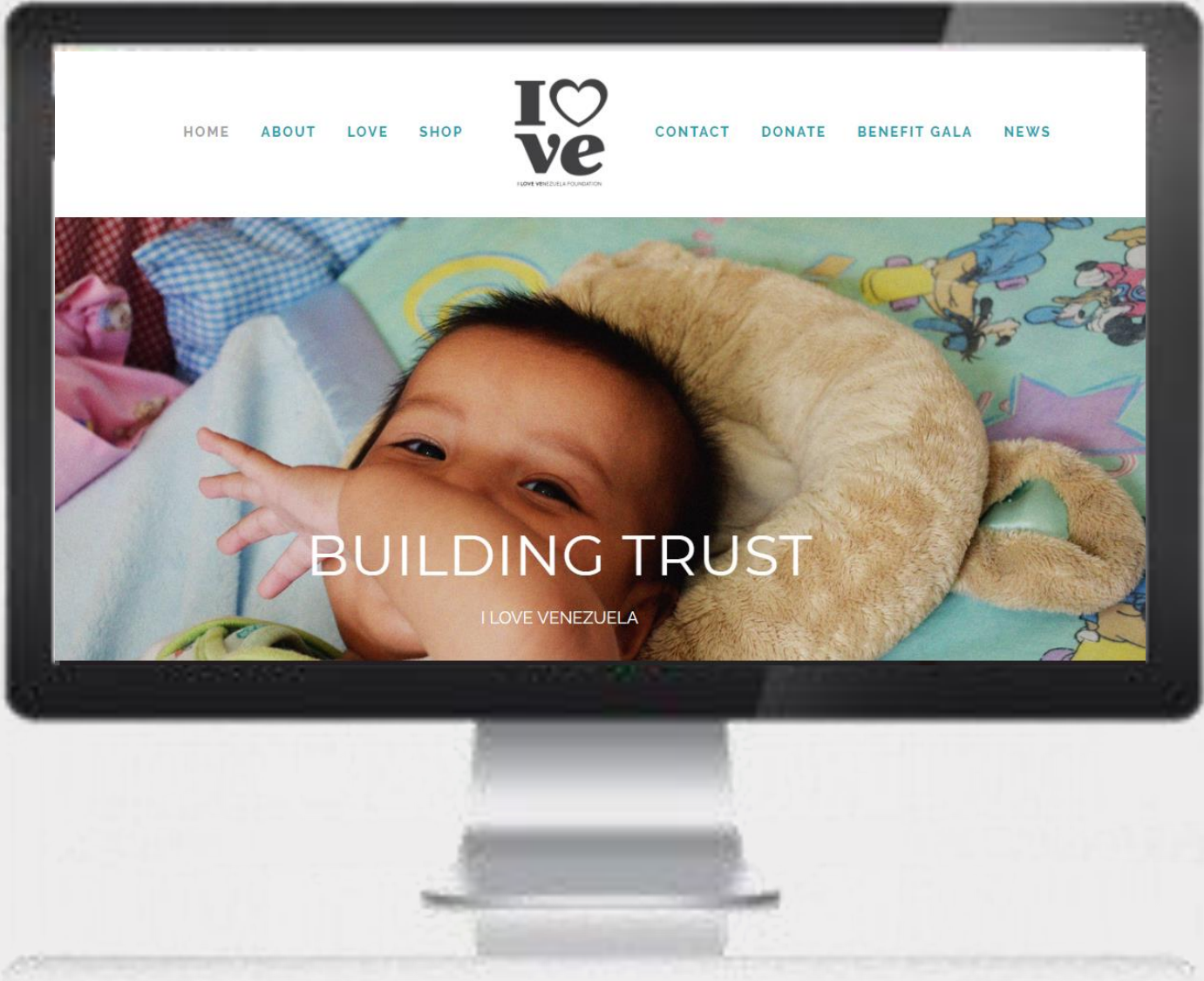
we-care.com™







# WEBSITE



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

## DONATE

Every single person can simply donate, small or great amounts, to **I Love Venezuela Foundation**, directly on our web site.





# SOCIAL MEDIA



@IloveVenezuelaFoundation

Constant programmed posts to  
social networks and measure results.  
Re-posting with our social ambassadors.











# GALAS



*i love venezuela.*

FOUNDATION



## GALA 2016

October 15, 2016  
Alfred I. Dupont Hotel  
Guests: 400

### HOSTED BY:

Santi Chumaceiro  
Rodner Figueroa  
Geraldine Pulido

### SPIRIT AWARD:

Carlos Cruz-  
Díez

### IN AID OF

Construyendo Futuros  
F.Amigos del Niño con Cáncer  
Hogares Bambi

### PERFORMANCE BY:

David Bisbal  
Grupo Vitamina  
Los Amigos Invisibles

### MEDIA RESULTS 2016

Reach 128,8M people  
Impressions: 183.6M  
Mentions: 61.2K



## LAUNCH 2014

October 2014  
Cantina la No 20  
Guests: 260

### HOSTED BY:

Barbara Palacios  
Boris Izaguirre

### IN AID OF

Hospital Ortopédico Infantil  
SenosAyuda

### PERFORMANCES BY:

Jorge Villamizar (ex-Bacilos)  
Grupo Vitamina  
DJ Claudio & Paula's band (from Casa  
Tua)



## GALA 2017

October 14, 2017  
The Temple House  
Guests: 300

### IN AID OF

DigiSalud  
Invedin  
Eposak

## GALA 2015

October 2015 Ice  
Palace Guests: 450

### HOSTED BY:

Rodner Figueroa  
Gaby Espino

### SPIRIT AWARD:

Maickel Melamed

### IN AID OF

Fundana  
Autismo en Voz Alta

### MEDIA RESULTS 2015

Reach 86,2M people  
Impressions: 237,6M  
Interactions: 919,6K

### PERFORMANCES BY:

Chino & Nacho  
Grupo Vitamina  
DJ Claudio (from Casa  
Tua)



### HOSTED BY:

Santi Chumaceiro  
Rodner Figueroa  
Geraldine Pulido

### PERFORMANCE BY:

Chyno  
DJ Samy

### SPIRIT AWARD:

Rafael Reif



# MLESTONES





Over the past 3 years  
**I LOVE VENEZUELA**  
**FOUNDATION HAS...**



**SERVED**

+40.000 Families

**EVALUATED**

+60 NGO'S

**HELPED**

+30 NGO'S

**COVERED**

+10 States of Venezuelan Territory

**ENGAGED**

+60 Sponsors

**MARKETINGREACH**

+125 Mill People



I LOVE VENEZUELA FOUNDATION



# HEALTH



**COMPARTE POR UNA  
VIDA & OTHERS**

We helped to collect and ship more than 1.500 packages with food and medical supplies, for children in hospitals and orphanages

**ADS  
PROYECTO  
MANIAPURE**

Carry out yearly healthcare plan that gives medical services to more than 1.000 indigenous people - <https://vimeo.com/141599674>



**SENOS  
AYUDA**

Make more than 1800 diagnostics tests (screening mammogram, ultrasounds, biopsies), and treatments - <https://vimeo.com/140789967>

**HOSPITAL  
ORTOPEDICO  
INFANTIL**

Purchase two intensive care beds and three monitors - <https://vimeo.com/140869030>



**SPECIAL HEALTH CASES**

Attend certain health emergencies that required our collaboration

**DIGISALUD**

We finance preventive health programs for low-income families. More than 47.311 children benefited



**HEALTH**



**FUNDAHIGADO**

We fund the liver transplant for 10 families and we support the training of the foundation's doctors



**AMIGOS DE  
SAN JUAN  
DE DIOS**

Make more than 370 diagnostics tests and surgical intervention

**BADAN LARA**

We helped more than 4.200 families with medical supplies



**HEALTH**



# EDUCATION



**ESCUELA  
ARQUIDIOCESANAS**

Build 10 bathrooms for a boarding school with over 700 children

<https://vimeo.com/141613891>

**AUTISMO EN  
VOZ ALTA**

Continue the scholarship program for children with autism -  
<https://vimeo.com/140673077>



**STUDENTS  
MATHEMATICAL  
OLYMPIADS**

Help two Venezuelan students to participate in the 56th International Mathematical olympiad in Chiang Mai, Thailand

**COLEGIO  
JENARO  
AGUIRRE**

The maintenance and functionality of the elementary school for over 400 children



**FUNDACIÓN  
GREIVIS VÁSQUEZ**

Donation of more than 900 sports products to promote education through sports



EDUCATION





**ASOCIACIÓN  
VENEZOLANA AMERICANA  
DE LA AMISTAD**

Support the educational training of low-income young Venezuelans during the five years of their university career

**INVEDIN**

To finance the educational programs for children with special needs



**OLOGÁ  
COMMUNITY**

Delivery of school supplies for the 130 children of the community

**CONSTRUYENDO  
FUTUROS**

One-year education for more than 4000 low-income women and children



**E D U C A T I O N**



# SOCIAL DEVELOPMENT



## FUNDANA

Build a nursery for 30 abandon babies - <https://vimeo.com/140748671>

## SOS ALDENAS INFANTILES

Feed 12 households with children and youth at risk



## HONIM

Buy diapers, food and lingerie in order to care for 35 abandoned disable children

## EPOSAK

Develop training programs for base of the pyramid tourism and entrepreneurs - <https://vimeo.com/137300234>



## ALIADAS EN CADENA

Provide opportunities for women to improve their social economic wellbeing and promote economic security, health, safety, education and leadership. Open new computer center with six new desk computers to assist 900 low income women yearly

## DISCAPACIDAD 0

We helped three disabled athletes to attend the Miami Marathon 2017



**S O C I A L**  
DEVELOPMENT



**HOGAR  
BAMBI**

Maintenance of two homes for more than 100 children in risky situation. Delivery of 600 items of clothing donated

**TRAZANDO  
ESPACIOS**

Support programs to educate citizens to transform public spaces



**CENTRO DE  
TERAPIA  
INTEGRAL**

Construction of bathrooms for more than 100 children of low resources and disabilities. Financing of 10 scholarships for 20 students.

**LA CASA DE ANA**

Donation of clothes for children between 2 and 18 years old who have been abandoned by their families



**AMBAR**

Provide food and equipment to the foundation who gives comprehensive care to people with disabilities

**CONBIVE**

Support the conservation and research programs of the natural heritage of Venezuela, promoting community participation and environmental education to achieve the sustainable development of the country



**SOCIAL  
DEVELOPMENT**





**HOGARES  
PANA**

Provide comprehensive care to more than 15 children and teenagers in situations of social risk and homeless to reintegrate them into society

**FUNDACIÓN ZEA**

Donation of clothes for children from a community with many needs in a remote state of the country



**PROGRAMA  
ANDES  
TROPICALES**

Finance programs to protect the environment in the Tropical Andes and the Yabinoko community of the Orinoco Delta of Venezuela

**HAGAMOS  
EL BIEN**

To leverage and help in the problem of food, medicine and other necessities in the population most in need, including other foundations



**S O C I A L**  
DEVELOPMENT



# MILESTONES



## WE INVITE YOU TO:

- SPONSOR
- CONSIGN
- VOLUNTEER
- DONATE

## MARKETING EFFORTS:

Brand awareness, social media engagement and PR campaigns.

Setup legal entity & initial funding provided.  
Obtained tax exemption

2014

## FUNDRAISING EVENTS:

Gala 2014, Gala 2015, and others

## THREE MAIN PROGRAMS TO REACH OUT TO MORENGO'S:

### HEALTH:

- Senos Ayuda
- Hospital Ortopedico Infantil
- Maniapure
- F. Amigos del Niño con Cancer
- Badan Lara
- Fundahigado
- Amigo San Juan de Dios
- Comparte por una vida
- Special Health Cases

### EDUCATION:

- Escuela Arquidiocesanas
- Asociación Venezolana Americana de la Amistad
- Autismo en Voz Alta
- Colegio Jenaro Aguirre
- Construyendo Futuros

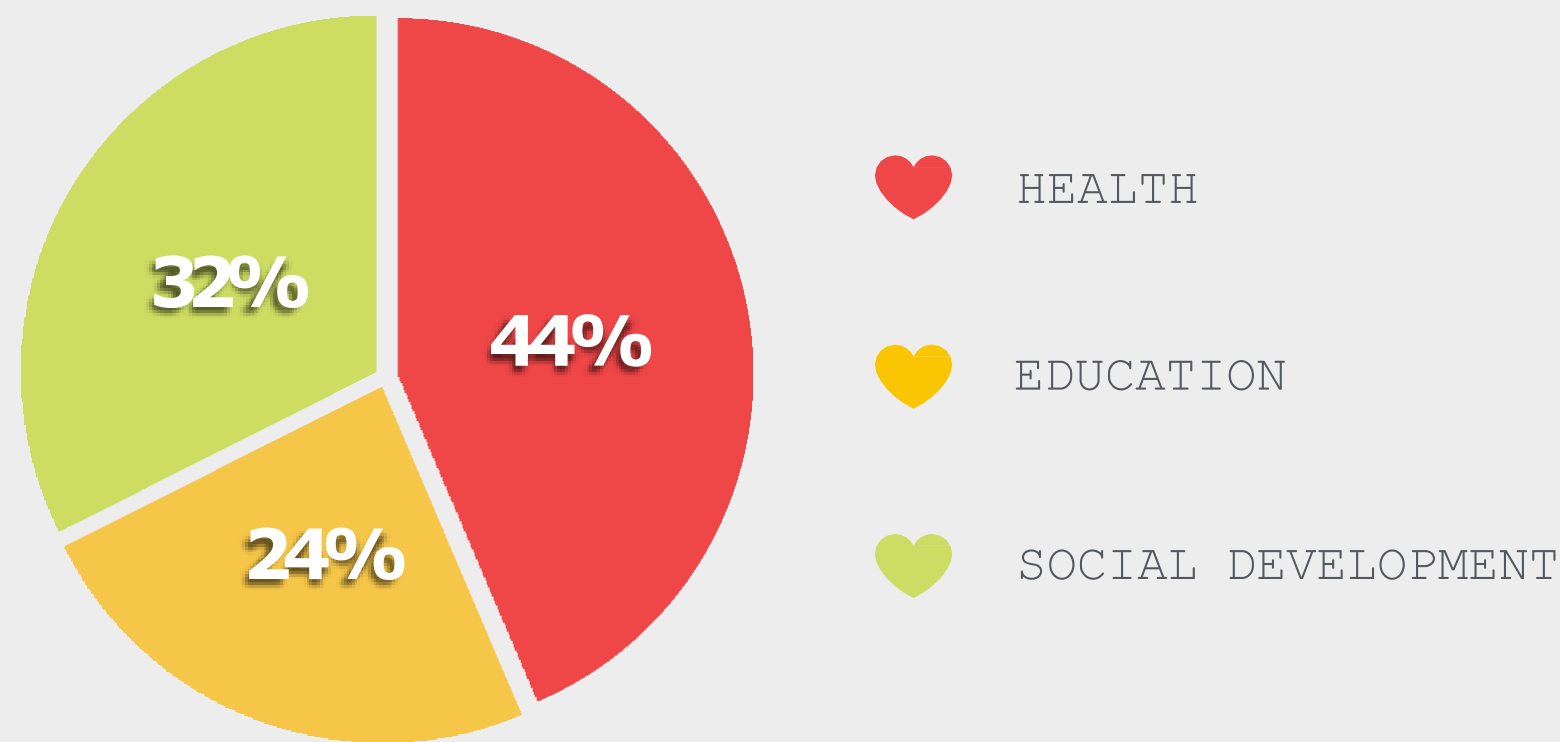
- Comunidad de Ologá
- Invedin
- Students Mathematical Olympiads

### SOCIAL DEVELOPMENT:

- Fundana
- SOS Aldeas Infantiles
- HONIM
- Eposak
- Aliadas en Cadena
- Hogar Bambi
- Discapacidad 0
- Centro de Terapia Integral
- Trazando Espacios
- Ambar
- Hogares Pana
- La Casa de Ana
- Fundación ZEA
- ConBive
- Fundación Hagamos el Bien
- Programa Andes Tropicales



# ALLOCATION OF RESOURCES



**NOTE:**  
We decided to give priority to Health and Social Development due to the extreme crisis that exists in these areas.





# PROGRAMS

I LOVE VENEZUELA.ORG  
DANDO UNA MANO  
SEMBRANDO CONFIANZA

I LOVE VENEZUELA.ORG  
DANDO UNA MANO  
SEMBRANDO CONFIANZA



**HEALTH**

We enthusiastically work to support health systems, in order to improve access to diagnostics and medicines for people who need them the most

**WE HAVE HELPED**

Senos Ayuda  
Hospital Ortopedico Infantil  
Asociación Damas Salesianas  
Proyecto Maniapure  
F. Amigos Del Niño con Cancer  
Comparte por una vida  
Badan Lara  
Fundahígado  
Amigos San Juan de Dios



**GALA 2017**

DigiSalud

**WISH LIST**

Doctor Yaso  
De Todo Corazón



**EDUCATION**

We support all those institutions that guarantee a quality education service for the lowest income population



**WE HAVE HELPED**

Escuela Arquidiocesanas  
Autismo en Voz Alta  
Colegio Jenaro Aguirre  
Students Mathematical Olympiads  
Construyendo Futuros  
Fundación Greivis Vásquez  
AVAA

**GALA 2017**

Invedin

**WISH LIST**

Supertec  
Semillero de los llanos  
Amigos de la USB



**SOCIAL  
DEVELOPMENT**

We are committed to support causes that benefits people, attending their needs as individuals and their growth in society.

**WE HAVE HELPED**

Fundana  
SOS Aldeas Infantiles  
Honim  
Aliadas en Cadena  
Hogar Bambi  
Fundación ZEA  
Discapacidad 0  
Centro de Terapia Integral  
Trazando Espacios  
Ambar  
La Casa de Ana  
Hagamos el Bien  
P. Andes Tropicales  
ConBive



**GALA 2017**

Eposak

**WISH LIST**

F. Una Mano Amiga  
Fundamad  
CEISF



# HEALTH

## COMPARTE POR UNA VIDA

Together, we can improve the life of our children in hospitals and orphanages. Comparte por una Vida's team is responsible of receiving, sorting and distributing. donations to hospitals and orphanages as efficiently as possible.



## SENOS AYUDA

It is a nonprofit civil association aimed to help breast cancer survivors. The foundation focuses on early detection and creates programs of identification, analysis, study, reflection of the problems and deficiencies of the population. affected by breast cancer, and the need for action with national programs.



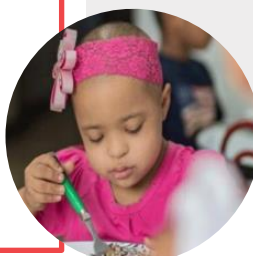
## HOSPITAL ORTOPÉDICO INFANTIL

The Hospital provides care services in Orthopedics, Sports Medicine, Arthroscopy, and many other fields. Another great achievement is that it has a workshop of orthopedics and shoe, highly technical and specialized, in which are made all those mechanical aids for patients, as well as prostheses, splints, corsets, wheelchairs, etc.



## MANIAPURE

This center was created to provide support to the CUBO Foundation, who was the pioneer at the social actions that provided aid to the remote region of Venezuela located in Bolivar State, 125 km from Caicara del Orinoco (the Orinoco River).



## AMIGOS DEL NIÑO CON CÁNCER

For more than 30 years, Amigos del Niño con Cáncer Foundation has been an efficient non-profit organization, that adds efforts and resources towards improving the quality of life of children with cancer and their families, during treatment.

## WE HAVE SERVER

9 FOUNDATIONS

+ 26.000 FAMILIES

## MORE FOUNDATIONS

- DIGISALUD
- BADAN LARA
- FUNDAHÍGADO
- AMIGOS SAN JUAN DE DIOS





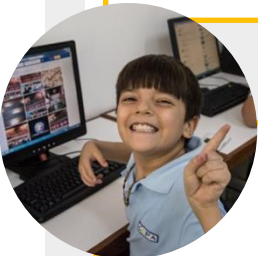


# EDUCATION



## ESCUELAS ARQUIDIOCESANAS

They are entirely free schools with evangelization character, inserted in determined communities to help them to appreciate human values, respect for the person, and they work without distinction of any kind, contributing with the development of Venezuela, specifically of the state of Zulia.



## AUTISMO EN VOZ ALTA

They were born to help people with autism, and teach them different skills and abilities that allow them to live harmonically with their families and social environment.



## U.E. JENARO AGUIRRE

What began with a small group of 6 children who were attended on the streets, in a dirty stairs of Petare (one of the biggest slums of Latin America), became a solid four stories building with more than 400 students. The Jenaro Aguirre School started in 1986, thanks to the initiative of Mother María Luisa Casar Castañedo, a very religious woman who felt the need of helping the most disadvantaged children of Venezuelan society.



## INVEDIN

This institution has more than 40 years working methodologically for the right development of children with special needs or social disadvantages; and training professionals dedicated to this area in their educational center.



## MORE FOUNDATIONS

- FUNDACIÓN GREIVIS VÁSQUEZ
- ASOCIACIÓN VENEZOLANA AMERICANA DE LA AMISTAD
- CONSTRUYENDO FUTUROS

**WE HAVE SERVER**  
7 FOUNDATIONS  
+ 5.200 FAMILIES



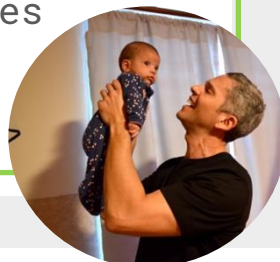


# SOCIAL DEVELOPMENT



## FUNDANA

More than 12,000 children who have been victims of sexual abuse, negligence and abandonment in Venezuela, have received a home thanks to FUNDANA. This non-profit organization has more than 20 years providing a home shelter to children from newborn babies to up to six years of age



## SOS ALDEAS INFANTILES

This organization creates families for children at risk, supporting them to build their own future, and participating in the development of their communities.



## WE HAVE SERVER

16 FOUNDATIONS  
+ 6.000 FAMILIES

## EPOSAK

They offers a platform where, through crowd sourcing, everybody can help Venezuelan entrepreneurs that live in the most remote areas of the country, supporting them to achieve a better life for their families and their communities. Also, this foundation includes an educational path for the entrepreneurs, so they can participate in different workshops and courses that will teach them the best ways to run their businesses.



## HOGAR BAMBI

They provides care, attention and education to children from 0 up to 18 years old. works reestablishing the right environment and civil liberties for children who have been victims of abuse, negligence and abandonment in Venezuela. They provide for the children food, clothes, shelter, emotional support, medical attention, education, psychological attention, and social and legal assistance.



## MORE FOUNDATIONS

- ALIADAS EN CADENA
- HONIM
- DISCAPACIDAD 0
- CENTRO DE TERAPIA INTEGRAL
- TRAZANDO ESPACIOS
- AMBAR
- HOGARES PANA
- LA CASA DE ANA
- FUNDACIÓN ZEA
- CONBIVE
- HAGAMOS EL BIEN
- ANDES TROPICALES





A group of approximately ten children of various ages are gathered in front of a building with a corrugated metal wall. They are looking towards the camera with serious expressions. The children are dressed in casual clothing, including t-shirts, a crop top, and a tank top. The background shows the weathered texture of the metal wall and a dark interior space behind them.

# I love

I LOVE VENEZUELA FOUNDATION

Contact Us

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

Social Media: IloveVenezuelaFoundation