



December 2009

A public and private multi-sector team.

Being declared of National Interest by Presidency of the Republic and various agreements with the public and private sectors are evidence of this.

Page. 2

EDU-CAR working together with the Uruguayan Society of Pediatrics aiming at stopping the epidemic of road accidents involving children.

In this respect hundreds of pediatricians and students are being trained on the use of CRSs.

Page. 2

Achievements that can change Latin America.

A fundamental change in the transport of children and adolescents.

Page. 4

Six Formula One pilots paid tribute to "Gonchi" in Monza, Italy, in the event . Gonzalo Rodriguez - 10 Years.

Jenson Button, Rubens Barrichello, Mark Webber, Nico Rosberg, Kazuki Nakajima y Romain Grosjean supported the event.

Page. 5

"Seguí tus Sueños" "Follow your dreams" was the campaign that paid tribute to the image of Gonzalo Rodriguez 10 years after his passing.

Uruguay once again remembered its beloved "Gonchi".

Page. 5

Laureus Sport for Good Foundation (England) once again gave its support to the program "Sport in Underdeveloped Areas".

Hundreds of boys and girls from the neighborhood Rossi in the city of La Paz, Canelones are benefited by this program.

Page. 6



Gonzalo Rodriguez Memorial Foundation: 9-year commitment to Uruguayan children.

From its beginning the organization has worked to improve the quality of life of thousands of Uruguayan children developing its own programs that consider sports as a means to education and social inclusion. During many years we have implemented, coordinated, regulated and financed several sports programs benefiting more than 15,000 children from different public schools.

In 2007 the national government implemented the program "Escuelas en Movimiento (Schools in motion)" making Physical Education mandatory in public schools throughout Uruguay.

By doing this the organization completed an important stage, being able then to start a new commitment implementing and developing a Road Safety Program for children called EDU-CAR.

Gonzalo Rodriguez Memorial Foundation is a non-governmental, non-profit organization with legal status in Uruguay since October 2000. It is registered in the United States and in U.K. and it was born in memoriam to the Uruguayan pilot Gonzalo "Gonchi" Rodriguez.



OUR VISION

More education, health and development

OUR MISSION

To develop programs based on the transmission of values to all social actors encouraging the creation of national and international networks that increase work opportunities, resources and knowledge exchange to inspire and stimulate the public and private sectors.

OUR VALUES

Honesty, Commitment, Respect, Loyalty, Trust, and Solidarity.



EDU-CAR- Road Safety Program for children was started by GRMF in 2007 as a pilot program in Uruguay with the support of the Global Road Safety Forum, bioECHOES Inc. and CDC (Center for Illnesses Control and Prevention) from the United States. The program has been initially financed by the FIA Foundation and the World Bank Global Road Safety Facility.

EDU-CAR's objective is "To protect today's children and educate them as tomorrow's drivers" understanding the current situation and making recommendations that promote the implementation of adequate road safety policies that might be a model for other countries in the

Our principles...

1. Safety is a fundamental human right for every child in the world.
2. Impartial interventions, resulting from scientific data analysis represent the key to the protection of the most vulnerable road users.
3. Socially responsible enterprises offer products with the same safety level to every child regardless to the place they live in.

Gonzalo Rodriguez Memorial Foundation joined efforts with the public and private sectors.



Ministry of Public Health

On 30 June, 2009, an agreement was signed between the Ministry of Public Health (MSP) and GRMF aiming at exchanging knowledge and coordinating efforts between the private and public sectors, educating, assessing and warning the public of the way in which children travel in vehicles.



Sra. María Fernanda Rodríguez, Dr Félix González y Ministra de Salud Pública Dr. María Julia Muñoz

For the execution of said agreement the support and experience of the National Program of Children's Health of the MSP was extremely important.

Among those present there were the Ministry of Public Health, Dr. M^a Julia Muñoz, Dr. Jorge Basso, National Health Director, Dr. Felix González, President of the A.S.S.E Board, Oscar Gestido, Accountant, the Vicepresident of A.S.S.E Board and Dr. Jorge Quian, Director of Childhood Program.

Uruguayan Association of Pediatrics

Since 2009, GRMF started working together with the Uruguayan Association of Pediatrics (SUP), aiming at stopping an epidemic,

Child seats recommended by the Uruguayan Society of Pediatrics and GRMF will bear an identification sticker.



which is reversible and represents one of the main causes of death and injuries in our country.

"The trust parents place on pediatricians when it comes to protect their children makes them play a very important role as communicators. This is the reason why we consider it very important to involve pediatricians in this issue". María Fernanda Rodríguez, GRMF President.

Ministry of Economy and Finance.

After working exhaustively with the Ministry of Economy and Finance, the Act of Exemption of Internal Specific Tax (IMESI) was passed for school transport vehicles. This tax represented 100% of the vehicle's cost at the moment of purchase.

Municipality of Montevideo



The Municipality of Montevideo (IMM) and GRMF have been working together in the promotion of road safety. Authorities of the Municipality have been supporting GRMF's EDU-CAR Plan, providing human resources and time to help in its implementation.

United School Transport

TEU and GRMF have been working together since the beginning of 2008. From our organization, we consider this relationship very important that

sets a precedent for future talks with other associations related to the road safety issue.

Insurance Companies

With the signing of said agreement with the Ministry of Public Health, insurance companies were requested to include officially approved CRSs in their insurance policies with a replacement deadline of no more than 48 hours.

The commitment of these companies is even greater, implying dissemination of graphic material among their communication materials and promoting training courses among their employees and customers as a way of disseminating the message and increase their level of commitment.



Non-governmental Organizations and the Private Sector

From an inclusive work standpoint, collaboration among different non-profit civil organizations related to the same issue, results fundamental to achieve common goals.

Taking this into account the GRMF interacts with the Teleton Foundation, organization in charge of handicapped children's rehabilitation, and with Don Bosco Workshops, organization for young Mechanics students. The private sector's support has also been of great importance to EDU-CAR Plan.

Different companies and organizations have involved their

Human Resources, Marketing and Corporate Social Responsibility departments to disseminate the road safety message, cutting costs and building cooperation.

Road Traffic Police



The Road Traffic Police (aka Highway Police) as well as the Traffic Police have been part of the project from the very beginning, promoting child safety within the vehicle, providing their support and time.

As time passes it becomes obvious that multi-sectoral work together with the public and private sectors accelerates the process of change. Good ideas together with actions carried out with the community generate a multiplying effect. .

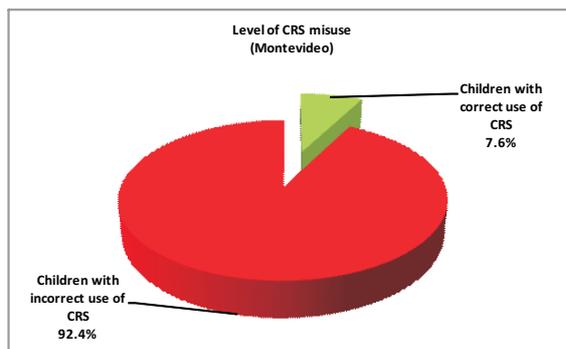
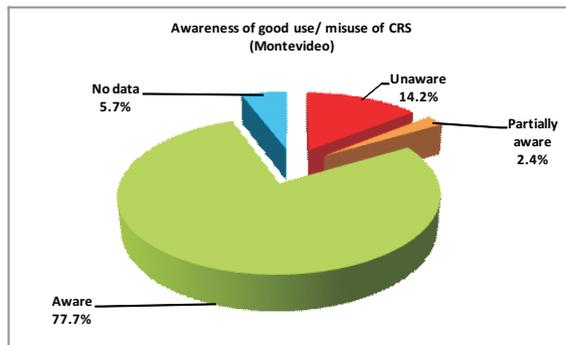
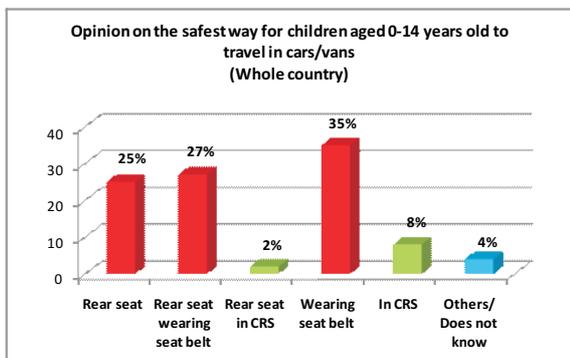
Critical Situation of Child passengers

Children and adults do not have the same physical proportions: their weight is mainly distributed in the upper part of the body; their muscles continue growing and their reflexes continue developing. Since children are not tiny adults they need devices specially designed for their weight and height.

A misconception in the concept “safe child in vehicle”.

In 2009 a public opinion study was carried out as part of EDU CAR Plan research activities and its results showed that there is a misconception among Uruguayan parents, according to which, children are safe enough traveling unrestrained in the back seats of cars and vans.

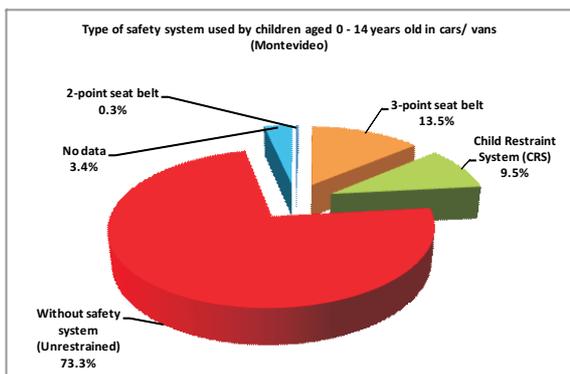
Only 10 % of adult drivers surveyed consider that the safe way for children to travel is restrained in a CRS while only 2% understand that apart from traveling restrained in a CRS, children should travel in the back seat of the vehicle.



Children as passengers of cars and vans

Another study carried out by EDU-CAR Plan in 2008 showed that for a sample taken in Montevideo, 73.3% of children aged 0-14 were traveling without any kind of safety system, what is to say, completely unrestrained, at the same time only 9.5% were traveling in a CRS.

Another research carried out during 2009 showed that while 77% of parents whose children travel in a CRS stated to know the correct way of using those safety devices, 92.4% of children in a CRS were not traveling safely; this was either because they were traveling in child seats not complying with the corresponding technical standards, because these children were not using the appropriate seat for their weight and height, because they were traveling in seats that were not correctly installed or they were not correctly restrained in their seats.



Vehicle equipment for children

There are two ways of installing CRSs in cars or vans: through the use of the seatbelt or through two different systems called ISOFIX and LATCH that are either attached by screws or welded to the bodywork in the back sets.

ISOFIX and LATCH make child seat installation much easier. However, research carried out by EDU-CAR between 2008 and 2009 in Montevideo, showed that 7 out of 10 vehicles did not have such systems. Due to the great lack of LATCH and ISOFIX anchorage systems in the studied vehicles, the correct use of 3-pointing seatbelts is crucial for an appropriate and safe seat installation.

Now, the situation gets complex once again, the study carried out in the capital shows that 60% of new vehicles do not have 3 point seat-belts in every position and that 46% of back seat belts do not comply with any technical standard.

Mercedes-Benz was the first vehicle manufacturer that decided to get involved in this project and to study the possibility of having a school transport vehicles especially designed for children and adolescents.



Prepárese para dar el paso más seguro en transporte escolar.



Image: SafeGuard

Mercedes Benz was the first car manufacturer to decide to get involved and study the viability to develop a School Bus specially design to transport children and teenagers. Today, with the results achieved other car manufacturers are interested to explore too.



President Vázquez commitment has been essential to move forward in safe school transportation

School transportation is in Uruguay, as in many other developing countries, a very usual way of transporting children to school.

By the end of 2007, the National Road Safety and Traffic Law N° 18.191 was passed, making mandatory the use of seat belts by all school transport vehicle occupants. However, this law does not specify what type of belts are to be used or which technical standard they should comply with, or how they should be installed.

The beginning of the change

In April 2008, on the imminent enforcement of the said law, the School Transportation Union requested the GRMF for technical advice as well as for a workshop on School Road Safety to help local stakeholders to determine the best way of implementing the new regulations.

The technical situation

The initial study of vehicles showed that seats were very low quality, with a low mechanical resistance, made of questionable materials, with defective welding, exposed metallic structure, without seat belts, all aspects that represent a serious risk for the child passenger.

Another aspect considered is that vehicles used were originally very old vans. Because of all this, it was technically impossible to install 3-point seat belts for children in these seats.

Fleet renovation costs: a challenge not predicted

Once the new seats were presented, it appeared that they generated a 30% capacity loss in the vehicles,

seat supplier, and with different stakeholders from the government in the elaboration of a financially viable and technically safe proposal for the School Transportation Union and the children.

So far, a law has been passed by the Parliament exempting IMESI (tax) from school transport vehicles; benefits related to insurance and bank loans are being implemented.

Change is possible!

GRMF keeps working in order to pass section N° 31 of Law N°18.191 with the aim of establishing technical standards for the type, installation and use of seat belts. We hope this continues encouraging the School Transportation -union to renew school vehicles.

Current school transportation without seat belts




The use of seat belts is compulsory for all passengers in school buses. However, the regulation does not indicate the type of technical standards that ensure the quality of the seat belts, how to install them or how to use them.

One possible technical proposal

Risks and effects of 2-point seat belts on children are well-known; it is for this reason that EDU-CAR looks for a seat complying with recognized technical standards that include a 3-point seat belt with adjustable height. The solution and technical support was provided by SafeGuard.

with two serious consequences: leaving that same number of children without transportation and generating revenue loss to private owners since they are not subsidized by the government. The solution then is to have bigger vehicles with more room for passengers and that allow the use of suggested seats. Because of this, the GRMF started working with Mercedes Benz as vehicle supplier, with SafeGuard as





seguí tus sueños

HOMENAJE A GONZALO "GONCHI" RODRÍGUEZ

This campaign was launched for the 10th anniversary of Gonzalo "Gonchi" Rodriguez fatal accident; it was presented by the Ministry of Tourism and Sports and given ministerial support.

The campaign was made up of a television advertisement produced by Salado Media, two radio advertisements produced by La Mayor AudioStudio and graphic material for the streets, written media and web sites were designed by Síndrome Comunicación.

The artist **CARLOS PÁEZ VILARÓ** and the soccer player **ENZO FRANCESCO** gave their support to promote a message to the Uruguayan people, one that stimulated them to follow their dreams and remember Gonzalo "Gonchi" Rodriguez.

Presented by:



"...he was a great guy, with a lot of dreams, sharing his friendship and being loved by everyone..." Carlos Páez



"Gonchi was a great sportsman... he lived his life the way he really wanted..." Enzo Francescoli

The ad campaign pieces were aired **355 times** on TV, were **LISTENED TO** during **9,184 SECONDS** on **NATIONAL RADIOS**, were **published** on the **WRITTEN PRESS 12 times** and were included in more than **30 BUS STOPS** in the street.

"Follow your dreams" in numbers

Thanks to the support and commitment of more than 120 friends and entrepreneurs, we managed to gather USD 152,824 with the only support of the Ministry of Tourism and Sports, through the Sports Director, Prof. Fernando Cáceres; the Ministry contributed \$ 200.000 and together with ANCAP's contribution it got to USD 1.000.

Thanks to you all for making this dream a reality

GP Gonzalo Rodríguez

On 6 September and thanks to the support given by the authorities of the "Asociación Uruguaya de Volantes" (Uruguayan Racing Association), the 7th week of the 2009 Annual Championship took place and it was called "Gonzalo Rodríguez" Special Award.



Gonzalo spent most of his life in the "Victor Borrat Fabini" Racetrack where he grew as a person and as a professional surrounded by all those who were close to his heart; that is why after 10 years of his passing, it was so important to gather to honor his memory at El Pinar.

Many thanks to all those who made this tribute possible.

Gonzalo Rodríguez Special Award

Presented by the Ministry of Tourism and Sports, the Award is an original sculpture by the national artist Verónica Vázquez, from Master Pablo Atchugarry's workshop. The piece is inspired by "Gonchi's" figure and recognizes the greatest human attitudes of national sportsmen regardless of their performance.



Fourteen Federations that are part of the Uruguayan Olympic Committee have been involved in this prize giving ceremony.

Seventy thousand **STICKERS** with **"GONCHI's"** signature were given out for free at every **ABITAB** in the country.



Eleven Municipalities joined the campaign by naming public places after Gonzalo "Gonchi" Rodríguez.



Gp2 Series also joined the tribute: all the cars had a there was a **SPEEDY GONZALO** sticker on every car during the race.

Formula 1 tribute to "Gonchi"

The GRMF organized for the 8th year in a row in this special tribute to Gonzalo in Monza, Italy.

Together with the World Champion and Vice Champion of 2009 season, important FIA authorities, GP2 series participants, specialized journalists and old friends got together on the night of September 10th before the Monza GP. That night the only award given out was Gonzalo Rodríguez Special Award, a fabulous masterpiece by the Uruguayan sculptor Pablo Atchugarry.



Jenson Button, Nani Rodríguez, Mark Webber and Rubens Barrichello

Sports as a tool for social inclusion



“...we can now say that all we've learnt, we've learnt it in the sports fields and that if Gonchi could see us, he would be very proud of the fact that thanks to the Foundation Sports are part of our lives as well as part of many other children's lives” Nancy Ponce y Karen Hernández.



For the seventh year in a row Gonzalo Rodriguez Memorial Foundation carried out its program thanks to the international support by Laureus World Sport Academy and its Foundation Laureus Sport for good Foundation.

escuelas deportivas
“Sport in Underdeveloped Areas”

The program takes care of hundreds of low income boys and girls giving them the chance to practice sports, study and socialize in an atmosphere that fosters their physical, intellectual and personal development.

This year the children had the possibility of going out to different places and doing several activities that helped improve their interaction with friends and teachers.

During September, commemorating the 10th anniversary of Gonzalo's fatal accident, there were different tributes paid to him. Children had the possibility of visiting the Centenario Stadium during Uruguay versus Colombia's soccer match where the advertisement of the campaign was shown in the score board.

Letter from Nancy Ponce and Karen Hernández, students from “Sport in Underdeveloped Areas”:

Hi! We are Nancy and Karen and we attend Gonzalo “Gonchi” Rodriguez Memorial Foundation since its beginning when we were two 9 year-old girls.

Today we are 17 years old and we are writing this letter to express what the Foundation means to us.

When we started going to the sports fields we did not know each other, we did not practice any sports and we did not know anything about handball. Everything changed with time.

Since we were young, teachers from the Foundation taught us how to play, share, respect, work in groups, listen and, on top of everything, to have fun, which is the most important thing in any child's life.

We, as well as the rest of the children at the Foundation, learnt all these values that were essential for our education. We also learnt to dream; the teachers made us realize that it is not necessary to be a child to dream because, today being teenagers, we keep on dreaming. We dream when we see hope in the children attending the Foundation and when they play football and handball, we dream when we see them going to the beach, to the park or to the cinema or as we did last time, when we saw them going to the Centenario Stadium to support our National soccer team, most of them had never had the chance to go to these places.

We could write for hours and hundreds of pages about the meaning of the Foundation to us but what we really want to highlight is that thanks to the Foundation we have become best friends.

To sum up, we can say that the social values we now have are those we learnt in the sports fields and that if Gonchi could see us, he would be very proud of the fact that thanks to the Foundation Laureus are part of our lives as well as part of many other children's lives and that it is thanks to him that many dreams become true.

These were the words that came from our hearts because we have been witnesses of the achievements of the Foundation since its beginning. We want to thank the Foundation for having taught us that any goal is possible, that we cannot give up hope and that any dream can become true.

Thanks Gonchi!



“Gonchi” a role model for more than 450,000 boys and girls attending Uruguayan Public Schools.

Within the “Seguí tus sueños (Follow your dreams)” campaign that was carried out during September as a tribute to Gonzalo Rodriguez, thousands of children had the chance to work in class with information about him through a video shown thanks to the Ceibal Plan, from the specially designed web site: www.gonzalorodriguez.org/homenajes.

This video, produced by the Gonzalo Rodriguez Memorial foundation and edited by Javier Devincenci, tells in a very pedagogical way the story of Gonzalo's life. The video script was approved by the Consejo de Educación Primaria (National Board of Primary Education), which supported this initiative.

For feedback purposes, every school was requested to send a poem, drawing, collage, song or any other piece of work to take part in a contest to win a complete PC set, given by ARNALDO C. CASTRO.

The winning school was **Escuela Pública de Tiempo Completo N° 15** from Paysandú that took part in the event by sending a lovely drawing. The first days of December the PC set was given out so that students can use it at the beginning of the following school year.

Financial Report

Gonzalo Rodriguez Foundation finances its programs through strategic alliances with different organizations and national and international companies thus assuring the activities of the different programs develop normally and independently.

Partners and Alliances

International Partners:

FIA Foundation - Make Roads Safe
World Bank-Global Road Safety Facility.
Mapfre Foundation
Laureus Sport for Good Foundation
Bridgestone Motorsport
La Banca Intermobiliari

National Support:

Ministry of Tourism and Sports
ANCAP

International Alliances

BioECHOESInc
Center for the Control and Prevention of illnesses (USA)
Global Road Safety Forum

Donations by National Companies

ABITAB, Alvaro Sicardi, Andrés Bartet, ANEP, ANTEL, Arnaldo C. Castro, Arq. Barboza, AUF, AUVO, Bic Uruguay, CAFO, Carlos Páez Vilaró, Carolina Pereira, Conatel, Congreso Intendentes, Construtex, Copiplan, Copri correo privado, COU, Daniel Castro, Danone, Don Bosco, El Correo, Enzo Francescoli, Eventos y Promociones, FACTUM, Famet, FOCO, Fuerza Aérea Uruguaya, Gastón Volonterio, Gerardo Flores, IPEP, Javier Devincenzi, La Marquería, La Mayor, Laura Scaron, Lilian de Armas, Lumimer, Luis Pereyro, M^a Noel Minozzo, Marketing Tech, Mario Galeno, Martín Charquero, Montevideo Refrescos (Coca Cola), Neozink Uruguay, Pablo Atchugarry, Pablo Sorondo, Parlamento Nacional, Postres del Perrito, Punta Carretas Shopping, Roberto Estévez, Salado Media, Sandra Rodríguez, Sebamar, Transporte Teske, Uva Comunicación, Verónica Vázquez, Vision Direct.

National Media Support

Montevideo: Canal 4, Televisión Nacional Uruguay, Canal 10, Canal 12, VTV, Tenfield S.A., TV Ciudad, Montecable, Radio Cero, Radio Futura, Montecarlo, Océano FM, Sarandí 690 AM, CX 22 Universal, Charoná, El Escolar, Diario El País, Últimas Noticias, CBS Outdoor, Tuercas News, Montevideo COMM.

Canelones: Canal 6, Tele 6, Radio La Coronilla, Diario

USD 217.974

Through donations and discounts, national companies have contributed with.

The work of Gonzalo Rodriguez Memorial Foundation is only possible thanks to the commitment shown by Uruguayan companies that join the organization's efforts whenever they are asked for donations and support.

It is thanks to them that each year we are able to achieve our objectives.

USD 362.030

is the amount of money financing activities and programs organized by the Gonzalo Rodriguez Memorial Foundation.

We want to thank all our partners for their trust in the Foundation's work.

It would not be possible to achieve our objectives for the different programs and activities without them.

2010 Challenge

To add Gonzalo Rodriguez Memorial Foundation to the list of companies committed to Road Safety at national level and mainly to look after those that represent the future of the country, our children.

Within EDU-CAR Plan we will be launching an important advertising campaign and interventions in different areas that involve the public and private sectors. Children protection involves everybody's help in order to promote a cultural change that ensures a modification in the behavior of Uruguayan people.

Internacional Support

GP 2 Series Teams

Telmex Arden Internat'l, iSport International, Piquet GP, Scuderia Coloni, DPR, Ocean Racing Technology, Barwa Addax Team, Super Nova Racing, ART Grand Prix, Durango, Fat Burner Racing Eng'g, Trident Racing, DAMS.

F1 Teams

Brawn GP, Red Bull, Toyota, Ferrari, Williams, McLaren, Renault, BMW Sauber, Toro Rosso, Force India.

Support Gonzalo Rodríguez 10 Years

Charlie Whiting, Penny Whitaker, Chistian Hornes, Nick Fry, Sutton Images, Mumm Italia, Pablo Atchugarry, Bill Paterson, Live Music, Sandra Bonini.

El Pueblo Salto: Canal 8, Radio Tabaré, Diario Cambio **Durazno:** Seribal S.A., Diario El Acontecer, Semanario Todas las Voces **Paysandú:** Radio Latina **Soriano:** Radio San Salvador **Colonia:** Bisemanario Prensa Rosarina, Diario La Colonia **Florida:** Diario El Herald, Canal 3 **Cerro Largo:** Diario El Profesional, Revista Propuestas **Tacuarembó:** Semanario La Tribuna **Lavalleja:** Semanario Minuano **Argentina:** Revista Automundo – Latinoamérica, Revista Corsa

The work of Gonzalo Rodriguez Memorial Foundation gracias al compromiso y dedicación de su staff

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María Fernanda Rodríguez

President

This 2010 brings many challenges to all those in the organization and those working together in this noble mission. On behalf of Gonzalo Rodriguez Memorial Foundation I want to thank you for receiving, listening to and going along with us in this process, it would have been impossible to achieve our objectives otherwise.

Next year, EDU-CAR will launch a mass educational campaign; it will represent the one before the last big stage of the program. There will be activities related to the project's aims on its second stage involving new actors and working areas. Then as a last stage the team will work on knowledge distribution among other countries in the region.

The Foundation will assess in which way to attract young people's attention to Sports. We will also study the role played by Sports to reduce school dropout rates, an important issue in the country that needs to be addressed.

To achieve this we need a great collective effort, one I will be part of and would like you to be once again with us and all those willing to contribute with their effort.

In different opportunities in life we enjoy certain moments without realizing there is someone working unselfishly to make them possible; that is why we should enjoy each time we commit to someone giving them the opportunity of having a better life; that is one of the greatest qualities of human beings.

I honestly hope that you can feel grateful and proud of being part of this organization, just as we do.

Cooperation and commitment can not be measured; it is enough to contribute with whatever is possible for us, at the right moment when our help is needed. From the bottom of my heart THANK YOU!

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Pablo Romero

Executive Director

Dear friends,

The end of the year is a very special time where many feelings mix up. It is a good moment to reflect, analyze what has been done and on top of all, to get ready for a year of hope and enthusiasm

On behalf of the Executive Management of the Gonzalo Rodriguez Memorial Foundation I want to thank you. I want to thank all those companies, agencies, and NGOs which joined our initiative and dreams, all these agencies and organizations are what they are thanks to their teams, and when it comes to team work, we have to undoubtedly thank GRMF's team, a group of passionate people committed to their job.

Thanks to you all for such a special year, as in life we grow and assume new responsibilities. That is the GRMF, a growing organization taking responsibilities and improving its character day by day with a specific aim in mind, "Follow your dreams".

The best for 2010!

Pablo Romero