



**REPORT TO THE CAAP
THE TRUST FOR THE AMERICAS
April 27, 2010**

The OAS and the Trust

- The Trust for the Americas is a U.S. based non-profit organization registered under section 501(c)(3) of the IRS Code. In 1998, the Trust entered into a cooperative agreement with the General Secretariat of the OAS pursuant to which the Trust is directed to: facilitate greater private sector participation in projects that reflect the central goals of the OAS; develop and execute small, agile development programs that can quickly respond to the needs of Member States; and serve as a funding facilitation and mechanism for the technical units and offices of the OAS. Headquartered in Washington, D.C., the Trust also has a legal presence in Colombia and Mexico, and implements programs in 21 countries throughout the region.
- In all its programs, the Trust focuses on raising the visibility of the OAS. Trust activities have included the participation of distinguished figures such as Bill Gates, Bill Clinton, Nobel Prize Laureate Gabriel Garcia Marquez, Grammy Award Winner Juanes, as well as Presidents and First Ladies from throughout the Americas.
- Through its nonprofit status, the Trust helps raise supplemental source of funds for OAS. In the last twelve months, the Trust has channeled contributions to the OAS Centennial and the Department of International Law totaling approximately \$500k. Additionally, Trust negotiated a \$2.5 Million grant from USAID recently disbursed to the Secretariat for Multidimensional Security to fund programs geared at reducing violence amongst at risk youth in Central America.



Coordination with OAS

- The Trust is the only OAS affiliate whose projects are reviewed and approved by the OAS Project Evaluation Committee, thus, ensuring alignment with OAS priorities. The Trust is also the only affiliate that contributes to the OAS Indirect Cost Recovery (ICR) from contributions received in percentages that range from 2 to 12% upon contributions received. The aggregated Trust contribution to ICR is approximately 5% of Trust annual

budget. Trust is also the only affiliate that uses OAS oracle system and centralizes all its finances with the OAS. The treasurer of the Trust is the treasurer of the OAS.

- The Trust has entered into Memoranda of Understanding with different OAS Departments stating that the Trust will serve as their fundraising vehicle and cooperate with them in the implementation of joint projects. Some examples include MOUs with the Department of Cultural Affairs, the Leo Rowe Fund, the Department of Social Development and Employment, the Department of International Legal Affairs, the Department of Sustainable Development, the Department of Science and Technology, the Office of the Special Rapporteur for Freedom of Expression, and the Secretariat for Political Affairs.
- The Trust is governed by a Board of Directors drawn from the private sector throughout the region. Aggregate cash contributions by the Board to the Trust operating fund exceed those in-kind contributions of the OAS. The President of the Board is Hans Kholsdorf, from Germany. The Vice president is Carlos Ardila Gaviria, from Colombia. Other members include executives from Copa Airlines, AES Corporations, Portland Holdings Inc., Chevron, Manatt, Phelps & Phillips, LLP and Ense Group.
- Senior representatives from the OAS serve on the Trust's Board including the Secretary General, the Chief of Staff, the Executive Secretary for Integral Development and the Secretary for External Relations. Additionally, the Director of Financial and Budgetary Services serves as the Treasurer of the Trust for the Americas. This structure ensures that the Trust to be accountable to the OAS and in compliance with OAS policy priorities.

Vision and Program Focus

- The Trust's vision is to serve as a strategic partner to the OAS, its Member States, the private sector, and civil society; and to empower people to achieve the benefits of economic opportunity, social inclusion and good governance in the Americas.
- The mission of the Trust is to promote and foster integral development and combat poverty in the Western Hemisphere through programs, projects, and activities that carry on the principles and mandates set by OAS charters and agreements including the Inter American Democratic Charter, the Inter-American Convention Against Corruption, and the American Convention on Human Rights.
- In December 2008, the Secretary General and the Board of Directors adopted the Trust Impact Plan for 2009-2012. The purpose of the impact plan is to clearly define the role of the Trust. The impact plan directs the Trust to (a) focus on civil society capacity building for people with disabilities and youth-at risk as well as (b) implement programs that promote labor rights; free trade; freedom of expression; peace and reconciliation. Per the impact plan, Trust's two main program areas are:
 - **Information and Communication Technologies for Development (ICT4D)** promotes universal access to technology to underserved groups, as a tool to foster

social and job inclusion in the Americas. The area includes the following programs. It encompasses the Poeta and Mi Llave programs.

- **Democracy, Governance and Human Rights (DGHR)** provides capacity building solutions to civil society organizations in issues related to freedom of expression, access to information, labor rights compliance, migrant rights and corporate social responsibility.
- The Trust follows a bottom-up approach. All of our programs are implemented through local partners with support from over 200 public and private sector partners in more than 21 countries.

Donors

- The Trust has seen steady growth in fundraising over recent years. From January 2008 through December 2011 the Trust projects it will raise an aggregate of approximately \$16 million in funding from both public and private sources. An additional \$12 million of in-kind contributions from local sources in the countries is estimated for the same period.
- The Trust maintains a balance between Private and government contributions making it the lead foundation in private sector composition and the point of entry for socially responsible businesses to OAS activities. **In 2009, 53% of our funding came from private sources, 36% from the U.S. government sources, 4% from the Colombian government, and 7% from other sources.**
- The main private sector donors of the Trust are Microsoft Corporation, MTV Latin America, AES Corporation, Chevron, Banco del Austro (Ecuador), Banco de Comercio (Perú), and Julius Baer Bank (Switzerland). The Trust also receives contributions from the Inter-American Development Bank (IDB) through the Multilateral Investment Bank; and the Government of Canada through CIDA and IDRC. Private foundations such as the Open Society Institute, McCormick Foundation and the National Endowment for Democracy contribute to Trust's programs as well. The Trust has also received generous donations from the US Departments of State, Labor, and the US Agency for International Development; and the Colombian High Commissioner of Reinsertion.
- Trust programs are designed to respond to the Members States' request for increased south-south cooperation. The Trust is currently facilitating an exchange of experts from the Ministries of Labor of the Dominican Republic, Costa Rica and El Salvador, within the Trust program to promote rights of migrant workers. At the request from the Vice President of Guatemala, the Trust provided Dominican, Mexican and Chilean experts that supported the drafting of the Guatemalan Access to Information law.
- The Trust has also channeled approximately \$10 million in software and technology from Microsoft, Cisco and NComputing for community centers in the region. Most recently, The Trust brokered a partnership between the Mexican Secretary of Education and Microsoft for the donation of \$1 Million in software and equipment for 44 technology centers in Mexico.

Impact

- In 2009 the Trust reached about 500,000 beneficiaries in 19 Member States, implementing an annual budget of approximately \$5 million per year. In all of its programs The Trust emphasizes its ties to the OAS.
- The Trust for the Americas leads OAS efforts in the implementing of the Inter-American Convention on The Elimination of All Forms of Discrimination against Persons with Disabilities. Trust efforts resulted in a long-term partnership with Microsoft Corporation, the Inter-American Development Bank, and other donors such as the US Department of Labor and Cisco Inc., in the implementation of the Convention.
- To date, more than 70 POETA (“Program of Opportunities in Employment through Technology in the Americas”) centers for people with disabilities operate in Latin America and the Caribbean having served more than 80,000 people with disabilities in the region. **In 2009, the program received the United Nations’ Dubai International Best Practices Award as the most important regional program for people with disabilities in the world.**
- The Trust for the Americas’ role in building the capacity of civil society organizations is recognized internationally. The Trust created the Regional Alliance for Access to Information and Freedom of Expression, a coalition made of the most relevant NGOs working in the promotion of transparency and freedom of expression. The Trust has advised the OAS International Juridical Committee on access to information law. Trust actions were key in the passage of access to information laws in Nicaragua, Guatemala and Honduras. These laws have resulted in a more professional media in these countries. The Trust has also supported the Panamanian press council and is currently supporting the discussion of an Inter-American Access to Information Law lead by the Department of International Law.

Management and Administration

- The Trust assumes the cost of its own staff, equipment and supplies. For the years 2008-2011 it is expected that Trust will pay the OAS approximately \$500,000 towards ICR. An additional \$250,000 is expected to be levied on project funds raised by the Trust on behalf of different OAS Departments. Unlike a fixed fee paid by other affiliates for office rent, The Trust contribution to ICR is calculated as a percentage of income.
- Board members each contribute \$25,000 a year to the Trust and give additional resources (cash or in kind) for OAS and Trust programs. For instance, Microsoft contributes around \$1.5 Million a year for the POETA program, whereas *Grupo Ardila* has made substantial contributions of media coverage (videos, etc) to promote reconciliation programs in Colombia, and most recently, to encourage contributions to PADF for its relief efforts in Haiti. The Trust Board contributed \$225,000 to the OAS Centennial event, being the highest aggregated contribution received for this priority activity.

Programs

In its nearly 13 years, the Trust has consolidated a niche expertise in technology for development (people with disabilities, at risk youth and populations affected by conflict), freedom of expression/access to information, promotion of labor rights and civil society participation in democracy.

The Trust also plans a role in promoting corporate social responsibility by businesses from throughout the region. More than 200 multinational companies have participated in our annual Corporate Social Responsibility Award program since its creation in 2003. Additionally, more than 1,000 businesses have participated in our human rights and CSR training in Central America, and Colombia. In fact, the Trust has developed a specific curricula and a course on CSR for business leaders.

The Trust for the Americas is also a vehicle to implement projects in areas of particular interests to OAS Member States. For example, the Trust supported the Colombian Ministry of Commerce and the National Planning Department in securing civil society support for the Free Trade Agreement with the United States. Additionally, the Trust has worked with unions, businesses and NGOs to facilitate the implementation of the CAFTA agreement in Central America and the Dominican Republic.

Similarly, the Trust is supporting the efforts of the Ministries of Labor in Costa Rica, Dominican Republic and El Salvador to promote a culture of compliance with labor rights for migrant workers. The Trust is implementing a comprehensive civic education and at-risk youth initiative responding to the request from Eastern Caribbean nations. This initiative has also expanded to El Salvador and Guatemala in response to requests from the governments of these countries.

Haiti. In response to the disaster in Haiti the Trust put forward a plan to support reconstruction efforts in coordination with OAS. This plan includes redirecting those donors interested in contributing towards first response and relief efforts to our sister organization, the Pan American Development Foundation (PADF). In stage two, our plan provides for support in the medium to long-term reconstruction and stabilization efforts. To this end, we are currently implementing a program to rebuild the human capacity of the Haitian Electric Industry. This program is being implemented jointly with AES Corporation and the government of the Dominican Republic and aims at training technicians for Electricity of Haiti (the national electric company), in the Dominican Republic. Additionally, we are working with civil society organizations in the Dominican Republic to build their capacity to respond to the needs of Haitians immigrants as a result of the earthquake.

Dominican Republic. The Trust operates 3 technology training centers for people with disabilities in coordination with the office of the First Lady. The program has reached more than 2,000 people with disabilities and their families. Additionally, the Trust is working with NGOs, unions, the private sector and the Ministry of Labor to foster a culture of compliance with labor rights of migrant workers, particularly migrants from Haiti. The Trust is also working with the local NGOs, *Participacion Ciudadana*, and *Finjus* to support the Dominican government's efforts to implement the transparency and access to information law, by training journalists, government officials, and lawyers in how to file request for information.

Central America. The Trust is working with the OAS Secretariat for Multidimensional Security and the Department of Education and Culture, in the implementation of a comprehensive regional youth program within the Merida Initiative. The program seeks to promote media literacy and youth participation as a strategy to prevent violence and reduce gang activity. The program is expected to reach 50,000 youth in Panama, Guatemala, Nicaragua, El Salvador, and Costa Rica.

In El Salvador and Guatemala, the Trust is working with local NGOs in the implementation of vocational training centers for at-risk youth as a way to provide an alternative to gang activity and reduce violence. In Costa Rica, the Trust is working with the Ministry of Labor, local businesses, and unions in the implementation of a comprehensive program to promote employment for people with disabilities.

The Trust is also working in Central America with unions, NGOs, and business leaders in the implementation of the CAFTA-DR treaty. The Trust provides technical expertise, training and grants for the implementation of projects that promote a culture of compliance with labor rights for Central American workers, while fostering socially responsible businesses. Also, the Trust is working with local NGOs and media to provide training to journalists and attorneys in the use of access to information legislation.

Eastern Caribbean. With support from the Canadian International Development Agency, Microsoft, Cisco, and the International Development Research Center of Canada, the Trust is currently implementing its POETA Youth program. The Trust has created vocational training centers for youth in St. Kitts and Nevis, Grenada, St Lucia, St Vincent and the Grenadines, Dominica and Antigua and Barbuda. Approximately, 3,000 youth have participated in the program that operates 10 centers in these countries.

Mexico. Through its Poeta Program the Trust currently operates 30 Technology training centers for people with disabilities in Mexico. The program is implemented in partnership with the Mexican Institute for Youth (*Instituto Mexicano de la Juventud*) and the Mexican Secretary of Education. Local partners in Mexico include universities, NGOs and the vocational training centers –CECATI- (for their name in Spanish). In the past, the Trust implemented in Mexico a comprehensive quality journalism program that resulted in a new curricula in journalism currently being implemented by more than 20 schools of communications in Mexico.

Andean Region. In Colombia, Ecuador, Peru and Venezuela, the Trust operates its Poeta Program for people with disabilities with funding from Microsoft, Chevron, the Inter American Development Bank and local donors such as Banco de Comercio and Julius Baer (Peru) and Banco del Austro (Ecuador). In the four countries, the program operated 25 Technology Training centers jointly with local organizations. The program has trained 15,000 people with disabilities and 40,000 community members in these countries.

Colombia. In Colombia the Trust operates its Mi Llave program that provides civic education, technical and social skills to demobilized, displaced and members of the receptive communities. The program operates in 11 Colombian regions **and was recently nominated to the prestigious Portafolio award**, as an example of a successful public/private partnership between Microsoft, the OAS and the Government of Colombia. More than 20,000 participants have accessed program modules. Also in Colombia, the Trust is implementing a capacity building program for Afro Colombian communities located in the Pacific Corridor.

New Countries: Brazil and the United States. This year the Trust began operations in Brazil with the launching of its POETA program for people with disabilities. The program will be implemented initially in Sao Paulo and Minas Gerais. This year the Trust is introducing its POETA program in Puerto Rico, by launching a Training Center in the greater San Juan area jointly with Microsoft, the Office of Puerto Rico's Governor and Boys and Girls International.