



JUSTWORLD INTERNATIONAL CORPORATE SUMMARY

1. ORGANIZATIONAL HISTORY

Founded in 2003 by former international equestrian champion Jessica Newman, JustWorld International is a recognized 501(c)(3) charitable organization in the United States and a registered Association 1901 in France. Local branches have also been established in Mexico and Honduras. JustWorld has no political or religious affiliation, nor do its project partners.

While JustWorld is nominally headquartered in Wellington, Florida, it increasingly has had a global presence at various events and has grown significantly over the past six years. Over recent years, JustWorld has expanded in terms of broad regional project support, growing rider ambassadorship, creation of a technical ambassador program, greater partner show outreach, and the launch of creative fundraising initiatives and a new membership program.

Through the generous support of the Jerome and Estelle Newman Assistance Fund, JustWorld was provided with an operations grant during the past five years, allowing more than 90 percent of all other donations to go directly to the projects. Since its inception, JustWorld's Executive Director has worked without any financial compensation and has an office in a donated space at Belle Herbe farm, greatly reducing operational costs and increasing funds available directly for the projects.

2. MISSION AND VISION

While many nonprofit organizations focus primarily on providing short-term assistance to developing countries, JustWorld's goals are long term. JustWorld envisions a world in which all children have access to education, nutrition, and the opportunity to create their own bright future.

As JustWorld believes in developing culturally sensitive, sustainable projects, it targets communities where local organizations have evolved to help children who often fall beyond the reach of government and large-scale humanitarian programs. JustWorld balances oversight with local management. Because many JustWorld partners are grassroots, community-based organizations with more experience delivering services than formulating long-range business plans, JustWorld also works with the project leaders to provide them with managerial guidance



and assistance where needed. JustWorld aspires to equip these organizations with the skill set to lead them to self-sufficiency.

In addition to funding the projects in developing countries, JustWorld believes that connecting youth in the equestrian world to our mission and humanitarian work will help to create a generation of socially conscious equestrians whose limitless potential will also help change the world in line with the JustWorld vision.

3. WHAT WE DO

JustWorld International acts as a catalyst for positive change in the developing world with three key focus areas:

- Working with local partner organizations to provide basic education, nutrition, health and hygiene programs, and vocational training for children in impoverished communities.
- Raising awareness and funds in the international equestrian community and its networks to support JustWorld programs and projects.
- Providing young people with the opportunity to actively participate in humanitarian work.

With these goals in mind, JustWorld supports projects in Brazil, Cambodia, Guatemala, Honduras, and Senegal. JustWorld is also further expanding in Mexico in 2009. JustWorld places a primary focus on children and education in an effort to empower a generation to lift themselves out of poverty. The JustWorld projects are having a meaningful impact on so many children who otherwise do not have the means to attend school and escape the cycle of poverty. Many of these children were born into communities with no social services: no schools, no safe streets, no running water; many have been victims of crime and gang activity and others orphaned by HIV/AIDS or drug and alcohol abuse. Many children are in families with no other means of income than scavenging in the municipal garbage dump. While education is officially free in these countries, the means to attend are not—uniforms and school supplies are required for attendance, materials that many poor parents simply cannot afford. JustWorld works with local NGOs to implement effective education programs (and subsequently nutrition programs—because hungry children do not learn) and ultimately aspires for these programs to be self-sustaining or no longer needed.

In *Brazil*, JustWorld partners with the Pavel Foundation to fund projects to combat illiteracy and extreme poverty in Barao de Grajau, a remote village in northeastern Brazil. Most recently,



JustWorld worked with Pavel to finish construction of two education centers, which included classrooms, a kitchen, a garden, and a sewage system. The new facilities are expected to serve over 110 children.

In *Cambodia*, JustWorld partners with the People's Improvement Organization (PIO) and its director and CNN Hero top 10 finalist, Phymean Noun. At PIO, JustWorld continues to fund and support two schools, Stung Mean Chey at a municipal garbage dump and Borey Keila in an urban slum. These outreach centers target extremely poor families and children who otherwise have almost no resources. The centers offer official scholastic curriculums, nutrition programs, medical and hygiene programs, as well as rice incentives to families for keeping their children in school.

In *Guatemala*, JustWorld works with Los Patojos. Los Patojos is a community program that has created unique human development projects since 2006 in Jocotenango, Sacatepéquez, Guatemala. The projects focus on the teaching of alternative education, moral courage, motivation, respect, art, and social justice to 110 children. The project is also launching a community kitchen to feed malnourished local children who are beneficiaries of this local partner project. Founded by Juan Pablo Romero Fuentes, the program works with 250 local children and their families.

In *Honduras*, where JustWorld is a registered NGO, JustWorld supports several local grassroots projects as well as running our own community programs. JustWorld funds Angelworks, a charity that provides scholarships that enable academically high achieving children, particularly girls, to attend school. JustWorld also funds a Mobile Library project through Compartir, a local NGO, that offers literacy programs as well as access to books in communities throughout slums of Tegucigalpa. Also in Tegucigalpa, JustWorld runs a classical Honduran painting program that teaches 35 at-risk children the skills and vocational training to earn an income, while providing them with alternatives to being on the streets and delinquency. Once the paintings are sold, 50 percent of the sales go directly to the artist, and the other 50 percent goes back into sustaining the program.

JustWorld also initiated and manages programs serving more than 110 children in the northern coastal community of Tornabe, providing them with tutoring, nutrition, and sports programs. In order to effectively house these growing programs, JustWorld is building a community center that will be devoted to such social services.

In *Senegal*, JustWorld works with Tostan in partnership on the Talibe Project, providing access to education for 584 street children in the Senegalese city of Thies. The Talibe Project offers the basic education these children desperately need in order to help break the cycle of poverty and



get away from life on the streets. Through classes in French, mathematics, and health education, JustWorld and Tostan are working to provide these children with a brighter future.

4. HOW WE DO IT

JustWorld predominantly raises funds in the international equestrian community. In addition to contributions made at fundraising events, JustWorld is supported by an ongoing ambassador program. JustWorld's ambassador program is unique in offering hands-on opportunities for contributors to raise awareness about as well as funds for the JustWorld projects serving the needs of impoverished communities in developing countries.

The ambassadors are professional, amateur, and junior riders, many of whom have concentrated most of their lives on riding and therefore have their first encounter with humanitarian organizations and the plight of poor communities through JustWorld. Thus, JustWorld's ambassador program educates its ambassadors as they, in turn, offer their visibility as accomplished riders to promote JustWorld's cause as representatives, spokespersons, and volunteers. These ambassadors compete in various classes wearing JustWorld apparel, giving great visibility to the cause. Ambassadors also pledge donations from their prize money, personal resources, and activities or appearances in JustWorld's name.

JustWorld especially fosters participation by junior riders, as part of its program of nurturing "kids helping kids." JustWorld harnesses the enthusiasm, dedication, and discipline gained by young riders through their sport, and offers young people opportunities to volunteer both at JustWorld fundraising events and at the project sites. These volunteer efforts help develop young people's independence, initiative, and leadership skills. Young riders can apply their volunteer efforts with JustWorld International to fulfill high school and college community service obligations.

With more than 200 ambassadors from 27 different countries who all ride and compete for a good cause globally, JustWorld has created a unique outreach system. JustWorld encourages ambassadors to involve their families as well, which casts a wide net of support in an affluent community connected to generous small businesses, corporations, and public and private foundations. Through connections emanating from the equestrian world, JustWorld has attracted donors and volunteers from many walks of life, many of whom renew their commitment of JustWorld each year. JustWorld's rider ambassadors range from talented junior/amateurs to multiple Olympic medalists. Based on the success of the rider ambassador program, JustWorld launched a technical official ambassador program in 2009.



A special feature of JustWorld's ambassador and donor program is the opportunity for supporters to see the projects for themselves. JustWorld organizes visits to the projects that allow donors hands-on participation in activities with the children at project sites. These visits have proven to be life-changing events for many of the participants, who return home as stronger supporters and

spokespeople for JustWorld. In the past five years, more than 90 supporters have traveled to JustWorld projects (at their own costs) in Honduras, Cambodia, Guatemala, and Brazil.

JustWorld ambassadors come from every corner of the jumper and hunter sport, and ambassadors are joining from other disciplines as well, including dressage and polo. Over the first five years, JustWorld has partnered with and been supported financially by many national and international shows in 15 different countries.

5. CREATIVE FUNDRAISING INITIATIVES

In addition to the support of JustWorld from independent donors and ambassador pledges, JustWorld also has received funds from such organizations as the Annenberg Foundation and Newman's Own Foundation. Several schools have taken JustWorld as an official charity to raise funds for, such as the INSEAD business school in France and a high school in Rouen, also in France, as well as Greenwich Academy in the United States. In addition to the generous support of these donors, JustWorld has created unique and innovative means to raise funds while raising awareness at horse shows and beyond.

JustWorld works with various *Corporate Sponsors*, who are dedicated to the JustWorld mission and offer their products and partnership in order to both create awareness for JustWorld. Some examples include jacket makers providing free blue jackets to our professional riders and apparel makers giving a percentage of sales from shirts and helmets to JustWorld. In 2009, JustWorld launched its *Membership Program*. JustWorld now offers a year-to-year membership for individuals and families. Members not only join a community who share in the JustWorld mission but also benefit from discount offers from our *Corporate Sponsors*.

JustWorld has created official *Partnerships with Horse Shows*. There are a variety of ways horse shows provide JustWorld with fundraising and awareness-raising opportunities. Some of these include donation opportunities on entry forms; use of a JustWorld jump in the grand prix or other signature competition; benefit luncheons and Calcuttas; and means of distributing JustWorld promotional material. In return, horse shows are able to increase their exposure and marketing efforts through JustWorld.



At many of our partner horse shows, JustWorld host *Horseless Horse Shows* for children of all ages during horse show weekends, which have proven to be successful both in raising funds and in promoting the notion of “kids helping kids.” The Horseless Horse Show is run like a regular show-jumping horse show, only without horses. The mini-jumps are created in-house and are entirely sponsored by *Corporate Sponsors* or individuals on a per-event or annual basis. The Horseless Horse Shows are not only entertaining family events but also good marketing platforms for JustWorld sponsors, donors, and the horse show itself.

Each January, during the Winter Equestrian Festival, JustWorld host an *Annual Fundraising Gala*. This gala takes place at the Belle Herbe Farm in Wellington, Florida. In 2009, at the sixth annual successful event at the Belle Herbe farm, JustWorld raised its highest grossing profits and was supported by nearly 500 guests.

6. WHO WE ARE

OUR TEAM

Executive Director Jessica Newman founded JustWorld International in 2003 and has guided JustWorld through its extensive growth over the past six years. In addition to Ms. Newman, JustWorld now works with a small staff of four committed employees.

BOARD OF DIRECTORS

Jessica Newman
Leopoldo Palacios
Michael Lawrence
Rhonda Rioux
Michael Kluger
Daniel O’Connor

ADVISORY BOARD

Hilary Betaille
Ernest Kalman
James Newsome
Astrid Corvin-Brittin
Eugene R Mische
Pierre Durand
Jean Morel
Tim Dutta
Raymond C. Offenheiser
Jean-Loup Caplain
Nelson Pessoa
François Ferland



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Mary Ann Simonds
Karen Golding
Michael Stone
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Ray Texel