

JustWorld  
International



## ORGANIZATIONAL SUMMARY

# JustWorld International

## OUR HISTORY & MISSION

Founded in late 2002 by former international grand prix rider 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 nine years. In the past two 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.

Since JustWorld inception, Executive Director Jessica Newman has worked without any financial compensation; the JustWorld office is located in a donated space at Belle Herbe farm in Wellington, greatly reducing operational costs and increasing funds available directly for the projects.

JustWorld International acts as a catalyst for positive change in the developing world by working with local partner organizations to provide basic education, nutrition, health, hygiene, and vocational programs for children in impoverished communities in Honduras, Cambodia, Guatemala, and Brazil.

JustWorld International works through the international equestrian community and its extensive networks to fund and sustain programs that provide basic needs to children with little opportunity to receive support from other sources.

JustWorld International's Rider Ambassadors raise awareness and funds for our programs. JustWorld riders learn about the needs of others across the globe as they give thousands of children a leg up to a brighter future.





JustWorld supports projects in Brazil, Cambodia, Guatemala and Honduras. Our affiliation with each local project is maintained through personal relationships with project leaders, frequent project visits, monthly reports, and virtual meetings through the Internet. JustWorld is the primary funding source of each partner organization.

JustWorld places a focus on children and education in an effort to empower a generation to lift themselves out of poverty.

- Many of the children in JustWorld projects 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 implements effective education programs with measurable results (and nutrition programs—because hungry children do not learn) and ultimately aspires for these programs to be self-sustaining or no longer needed.

THIS IS WHO WE SERVE . . . . .



## THESE ARE OUR PARTNERS . . . . .



**In Brazil**, JustWorld partners with the Pavel Foundation to combat illiteracy and extreme poverty in Barao de Grajau, a remote village in northeastern Brazil. JustWorld funded construction of two education centers, which include classrooms, a kitchen, a garden, and a sewage system. The new facilities serve more than 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 has funded construction and supports operational costs for two schools, Stung Mean Chey at a municipal garbage dump and Borey Keila in an urban slum. The schools offer official scholastic curricula, nutrition programs, and medical and hygiene programs for more than 600 children, as well as rice incentives to families for keeping their children in school.

**In Guatemala**, JustWorld works with Los Patojos, a community project founded by Juan Pablo Romero Fuentes, in what was originally his family's home. The project serves 250 children and their families by providing school scholarships, tutoring, cultural programs, a community kitchen, and a medical clinic. JustWorld has provided funds for renovations at the Los Patojos center as well as operational funds for all its services.

JustWorld's Guatemala Chapter, spearheaded by Olympic Rider Juan Andres Rodriguez, raises funds at local horse shows and other events to support nearby Los Patojos. The partnership between this JustWorld partner project and the local JustWorld chapter of equestrians is the model for future JustWorld-supported projects.

**In Honduras**, where JustWorld is a registered NGO, JustWorld supports several local grassroots projects as well as running our own community programs.

- Angelworks provides scholarships for 250 academically high achieving children, particularly girls, to attend school.
- The Mobile Library at Compartir, a local NGO, offers literacy programs as well as access to books to 1,000 children in communities in the slums of Tegucigalpa, the capital city.
- JustWorld runs a classical Honduran painting program, teaching many 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 built the Natalie Johnson Center for a Just World to house JustWorld-initiated and -managed programs serving more than 110 children in the coastal Garifuna community of Tornabé, providing tutoring, nutrition, and sports programs.

# JustWorld International

## • • • • • THIS IS HOW WE DO IT

### JustWorld International predominantly raises funds in the international equestrian community through

- direct contributions by individuals, corporations, foundations
- the annual gala held in Wellington each January at the start of the FTI Winter Equestrian Festival
- partner horse shows throughout North, Central, and South America and across Europe that host fundraising events
- the “Adopt a Project” campaign that allows donors to target their contributions to particular programs
- the Rider Ambassador program, which is unique in offering hands-on opportunities for contributors to raise awareness about, as well as funds for, JustWorld projects serving the needs of impoverished communities in developing countries

### Rider Ambassadors: **Serious Athletes Serious about Changing the World**

- The more than 450 Ambassadors from 37 countries 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.
- JustWorld 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 signature JustWorld blue jackets and JustWorld saddle pads, giving great visibility to the cause.
- Ambassadors pledge donations from their prize money, personal resources, and activities or appearances in JustWorld’s name.
- More than 130 supporters have traveled to JustWorld projects (at their own costs) in Honduras, Cambodia, Guatemala, and Brazil.

### “Kids Helping Kids”

### JustWorld International especially fosters participation by young riders.

- JustWorld harnesses the enthusiasm, dedication, and discipline gained by young riders through their sport, and offers young people opportunities to volunteer both at JustWorld project sites and at signature JustWorld Horseless Horse Shows and other events.
- Volunteer efforts help develop young people’s independence, initiative, and leadership skills and provide an opportunity for kids to learn philanthropy while having fun.
- Ambassador initiatives include sales of handmade bracelets and necklaces, book drives, plant sales, golf tournaments, bake sales, “dress-down” days, and letter-writing campaigns.

### Annual Gala

Each January, at the beginning of the FTI Winter Equestrian Festival, JustWorld hosts an Annual Fundraising Gala. This gala takes place at the Belle Herbe Farm in Wellington, Florida. In 2011, at the eighth annual successful event, JustWorld raised its highest gross profits for the event—\$249,000—and saw its highest attendance—more than 650 guests.

### Foundations and Schools

In addition to the support of JustWorld from independent donors and ambassador pledges, JustWorld has received funds from such Foundations as the Annenberg Foundation, INSEAD Entraide, the New York Community Trust, and Newman’s Own Foundation. Several schools in France, Italy, and the United States have adopted JustWorld as an official charity.

### JustWorld Horseless Horse Shows

At many of our partner horse shows, JustWorld hosts 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 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.



OUR FUNDRAISING SOURCES • • • • •



# JustWorld International



## OUR FUNDRAISING SOURCES

CONTINUED

### Corporate Sponsors

JustWorld works with various Corporate Sponsors who are dedicated to the JustWorld mission and offer their products and partnership in order to create awareness for JustWorld. Some examples include jacket makers providing free blue jackets to our professional riders, apparel makers giving a percentage of sales from shirts and helmets to JustWorld, and corporate underwriters of events.

- Horseware Ireland
- SSG Gloves
- Grand Prix
- Sam Edelman
- Alessandro Albanese
- Voltaire Design
- Vicomte A.
- Ogilvy Equestrian
- Sportfot
- Brook Ledge Horse Transportation
- Antarès
- Metro Golf Cart
- The Dutta Corporation
- Joules
- Vista Real Hotel, Guatemala City
- Brookstreet Hotel, Ottawa
- Beval Saddlery Ltd.
- Brody Robertson Show Jumps
- Whole Foods, Wellington, FL
- AtLast! Fly Spray
- Enchapò!
- Collé Products, LLC.
- Sundance Kisses Healthy Horse Treats
- DJ Johnson Horse Transport
- Cavalleria Toscana
- Bryant Studio

### Partner Horse Shows

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; “clear the jump” sponsorships; benefit luncheons and Calcuttas; golf tournaments and means of distributing JustWorld promotional material. In return, horse shows are able to increase their exposure and marketing efforts through JustWorld. Our Partner Horse Shows include:

- FTI Winter Equestrian Festival
- The Hampton Classic Horse Show
- Kentucky Horse Park Shows
- National Capital Show Jumping Championship, Ottawa, Canada
- Gene Mische American Invitational
- The St-Lazare & Pépiniere Spring Horse Shows
- The International Bromont Horse Show
- Thunderbird Show Park
- Festival Ecuestre El Cortijo, Guatemala
- American Gold Cup
- Swan Lake Summer Kick Off Classic
- Caldeonia Classic
- Arezzo Equestrian Centre
- Blenheim EquiSports
- Equine Canada—National Equestrian Federation Partner
- Old Salem Farm Horse Show
- Jump Del Mar Sacramento International Horse Show
- Hammonds Plains Horse Show
- HMI Equestrian Classic
- Jeux Equestres du Québec
- Beaulieu Summer Classic



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