

REVIEW

January 2013

The Ashmore Foundation

In 2012 the Ashmore Foundation made a range of small and partnership grants to exceptional charities throughout the Emerging Markets.

2012 in Summary*

- Grants made in 2012: **15 totaling £472,709**
- Grants commitments scheduled for 2012, 2013 and 2014 inclusive: **£838,740**
- Total funded since inception: **Over £1.8 million**
- Charity talks at Ashmore (London): **Three events, with nine speakers in total**

In this edition we give an overview of grantee highlights by country and invite you to get more involved by taking on a challenge to raise funds for charities in 2013.

Feature Articles

Asia Awards winners announced

The STARS Foundation has selected three exceptional frontline NGOs as winners of their Asia Impact Awards, funded by the Ashmore Foundation in 2012. [See page 2](#)

Brazil

NESsT helps INCORES to scale up their placement programme for at-risk youth. [See page 3](#)



Life learning through soccer with Futbol Con Corazon, in Colombia

Colombia

Futbol Con Corazon, one of the charities which benefitted from the funds raised by the Ashmore 3 Peaks challenge has posted a video talking about the difference the charity makes in young people's lives. [See page 4](#)

India

The Aangan Trust has recently completed eight youth centres in urban slums for 2671 at-risk boys. Grants have also now completed with Trickle Up and Freedom from Hunger. Pragya continues to deliver family health and preventive healthcare programmes in 150 remote villages in the High Himalayas. [See page 5](#)

Philippines

A year-long grant sponsoring the education of 35 students has now completed. PATH Foundation Philippines roll out project "Empower," targeting over 20000 underprivileged youth living in coastal areas. [See page 6](#)

Mexico

The one-year project to roll out CASA's (Center for the Adolescents of San Miguel de Allende) peer counselling model for disseminating health information and services to rural locations has completed. [See page 7](#)

Turkey

AÇEV (the Mother and Child Education Foundation) have completed their online literacy platform and already have 4700 registered users. Next goal is the national roll out across Turkey. [See page 8](#)

Foundation in Focus

The Ashmore Foundation continues to support charitable organisations working towards the sustainable development of disadvantaged communities and particularly young people in the Emerging Markets. Through this support, the Ashmore Foundation aims to help people to help themselves through access to education, skills and job training, and ensuring access to vital health services, knowledge, clean water, nutrition and sanitation.

The key is to find and fund initiatives that make a tangible difference, through organisations determined to tackle root problems and not just symptoms, with solutions that are sustainable, cost-effective and often replicable.

Finding those organisations with the requisite commitment and vision, expertise, track record, transparency and accountability working closely at the grassroots level is a significant challenge. Frontline NGOs often lack exposure and fundraising power. The focus on locally based NGOs with the capacity to scale ensures that the Foundation is using its limited resources to build local capacity, and providing much-needed exposure and financing for under-resourced organisations which can make a little go a very long way.

*Subject to final 2012 audit

Asia Award Winners Announced

Supporting: STARS Foundation



2012 STARS Impact Award winners with STARS Foundation Founding Chairman, Amr Al-Dabbagh
See more at: www.starsfoundation.org.uk

In 2012 the Ashmore Foundation collaborated with the STARS Foundation to fund the cash element of their three Asia Impact Awards: three exceptional frontline NGOs have each been awarded US\$100,000 to continue their work transforming the lives of disadvantaged children. These three were chosen from around 1000 applicants after a rigorous year-long assessment process.

The STARS Foundation has a similar remit to the Ashmore Foundation, providing flexible support for emerging and high impact NGOs that make a tangible difference to local communities in developing countries.

In December 2012, Ashmore hosted a reception alongside STARS at Ashmore's head office to showcase and raise funding for the 3 award winners. The evening raised over £18,000 in total, including match funding from Ashmore and the STARS Foundation.

The winners are:

- [Laura Vicuña Foundation \(Philippines\)](#)
- [Developments in Literacy \(Pakistan\)](#)
- [Fundasaun Alola \(Timor\)](#)

Brazil

Supporting: NESsT



Winners of NESsT, recent social enterprise competition, awarded at the Social Enterprise World Forum, Rio de Janeiro, Brazil, October 2012
See more at: www.nesst.hu

NESsT supports the development of social enterprise in Latin America and Eastern Europe. In Brazil in 2012 funded by Ashmore Foundation they increased the beneficiaries reached, created new jobs and increased social enterprise revenue streams for non-profit organisations.

INCORES, one of the social enterprises in their portfolio offers a corporate placement programme for at-risk youth which has proven particularly profitable. They are now preparing to scale up its operations in Rio de Janeiro.

NESsT hosted the Social Enterprise World Forum in Rio in October 2012, attended by 650 delegates from 30 countries; a mix of charities engaged in income generating ventures, entrepreneur/owners of mission-driven businesses and investors. A number of the social enterprises funded by the Ashmore

Foundation were present, and Juliet Phommahaxay joined NESsT in presenting awards to the latest competition winners.

Ashmore Brazil has been actively involved with NESsT in Brazil through their Business Advisory Network, providing mentoring and support to NESsT's portfolio of social enterprises.

NESsT commented;

"NESsT is very proud and grateful for the relationship we have established with the Ashmore Brazil team, which is built on key elements including financial capital, social capital and intellectual capital. The team is very engaged and provides great technical support to NESsT Enterprises and the NESsT team... We are also excited to have the Ashmore team participate at the Social Enterprise World Forum."

KEY FACTS

NESsT Launched three social enterprise competitions

Provided capacity-building and strategic support to 30 organisations in three States

Seven social enterprises currently in the Incubation Phase of their operations

Three full-time local staff and one NESsT Entrepreneur in-Residence (NESsTER)

43 Business Advisory Network members, including one Ashmore staff member

Over US\$250000 provided in capacity-building support

Over US\$45000 provided in financial support

Colombia

Supporting: Futbol Con Corazon



Children participating in Futbol Con Corazon's after school programme in Colombia

See more at: www.futbolconcorazon.org

KEY FACTS

160 children aged 5-17 years old from the local community participate in FCC's programme

The programme positively impacts a further 400 parents, siblings, wider family and community members who are regularly in touch with participating children and both benefit from and learn about the life-skills and values taught by FCC

5 parents workshops for families to learn new strategies for parenting

Nutritional complements and food packages are being provided for 200 children through the Nu3 Foundation

They have posted a thank you video on YouTube:

<http://www.youtube.com/watch?>

Futbol Con Corazon, a charity working to develop life skills of 3000 underprivileged youth through sports programmes, is supported by the Ashmore Foundation to provide psychological, social, health and sports interventions for 160 children aged between 5 and 17 years old in La Playa, Barranquilla. Estefania Montoya, previous Executive Director commented, *"The widest impact of the work funded has been the positive change of the beneficiaries... not only in the FCC facilities but also in their families and community in general. Children and youth are in a process to strengthen their personal growth and Futbol con Corazon, thanks to the support provided by Ashmore Foundation, has been able to be part of it and guide them to better life opportunities..."*

Support also continues over 3 years for Nu3 Foundation in Barranquilla, through 80 cafeterias serving more than 13000 underprivileged children, young people and lactating mothers. Nu3's focus is providing children from poor families with a healthy diet through breakfasts, reinforced snacks and lunches in community, school or extracurricular cafeterias. All programmes are supplemented with psychosocial support and education for families, to help to prevent the cycle of poverty and malnutrition. The Ashmore Foundation funds a nutritional recovery programme targeting 200 severely malnourished children, aiming to sustainably improve their health and this give them the best chance in life.

Futbol Con Corazon are one of the charities who benefited from the funds raised by the Ashmore 3 Peaks challenge.

India

Supporting: The Aangan Trust



Village health camp delivered in Pragya in the Himalayas
See more at: aanganindia.org

The Aangan Trust has recently completed eight youth centres in urban slums for 2671 at-risk boys. Aangan's Prevention Program, "Chauraha" works on reducing adolescent boys' dangerous, antisocial and offending behavior by identifying their risks as well as their strengths and opportunities, and helping them to access community services to plan for their future.

Grants have also now completed with Trickle Up and Freedom from Hunger. Trickle Up has been working with nine Indian NGOs to launch income generating activities for 3950 women (defined as Ultrapoor - a subset of the \$1.25-per-day extreme poor).

In 2012 Pragya continued to deliver family health and preventive healthcare programmes in 150 remote villages in the High Himalayas. Highlights of the work are given in "Key Facts" (right).

Pragya's team has been highly motivated by from support from the local government as well as a grant from the UK's Department for International Development. The project has also been successful in influencing companies working in the region to contribute to the healthcare of local communities. This programme completes in 2014.

KEY FACTS

Just under 5000 people who suffer from poverty, malnutrition and a lack of basic services have attended health camps

2250 mothers and teachers have been trained on growth monitoring and early detection of illness amongst children

50 created community and school kitchen gardens have been created

Five training events have been held on nutritive crops so that 1500 children and a further 1750 will receive an improved diet enriched with fresh produce

In addition 275 government health staff have been trained and district level authorities have been made aware of the lack medical services to remote communities

Phillippines

Supporting: PATH Foundation Phillipines



Alternative enterprise training for youth by PATH Foundation Phillipines

See more at: www.pfpi.org

KEY FACTS

96 youth leaders from 48 coastal villages have been trained and are now active volunteers and stewards of Population, Health and Environment (PHE) issues amongst peers in two critical marine biodiversity areas in the country

1158 youth have as a result received interpersonal counselling from trained volunteer youth peer educators on responsible sexual and reproductive behaviour and have been provided with referral points for services as needed

At least 10346 out of and in-school youth have been provided with information about population, health and environment issues

222 youth have been trained in environmentally friendly enterprises that reduce dependency of fishing; 203 of these are now actively engaged in alternative enterprises

A year-long grant to the Philippine Community Fund has now completed. This grant allowed sponsorship of a class of 35 students at a school in Navotas slum (including all fees, uniforms, meals, health checks, psychosocial support, educational materials, school trips, teachers' salaries and running costs of the classroom). PCF is interested in funding volunteers to help with strategic planning and business development - contact the Ashmore Foundation if you are interested to help.

In 2012, we renewed support for the PATH Foundation Phillipines, to roll out their pilot project "Empower", targeting underprivileged youth living in coastal areas.

The compound issues of poverty, overreliance on fishing, lack of education, high birth rates and environmental degradation create a challenging environment for these young people. The project continues over the next three years to be

rolled out to more than 150 coastal villages reaching at least 20000 youth. Highlights for this project are given in "Key Facts" (left).

Local governments have been supportive of this project and have provided counterpart resourcing, including funding and free government space for youth to conduct training. The vision and the experiences in working with the youth on integrating population, health and education was shared during the panel discussions at the United Nations Conference on Sustainable Development (Rio plus 20) in Brazil where a representative was invited as a panelist in three sessions. The discussions were covered by the media in numerous countries.

Mexico

Supporting: Center for the Adolescents of San Miguel de Allende



Peer health counsellors in Mexico

See more at: www.casa.org

The one-year project to roll out CASA's (Center for the Adolescents of San Miguel de Allende) peer counselling model for disseminating health information and services to further rural locations has now come to an end.

Since inception, CASA has been hiring youth to carry-out its community outreach work. Most of the youths hired have not completed their secondary level education, are young parents, and are working hard to get their families ahead. The scheme, which trains and utilises impoverished youth from rural areas to be salaried professional staff at CASA and agents of change and leadership within their own communities, has achieved widespread acclaim.

Karina Tapia González, a 24-year-old single mother of two toddlers who has been working at CASA as a Peer Health Counsellor in 2012, explains:

"The families in these communities have trouble opening up to us at first because they are used to the government and other organisations patronising them, but as CASA's Peer Health Counsellors...we want to share the information we have with them, and help them find the services they need within the city or within CASA. In the end, we really just help them to help themselves."

Ezequiel worked at CASA for over five years (1993 – 98), first as a peer counsellor, and then as a coordinator. He now runs a successful nonprofit that teaches people how to run their own businesses. Ezequiel states,

"the peer counsellors are the heart and soul of CASA"

In 2012, the programme continued to focus on sexual health, nutrition and ecology.

KEY FACTS

In the first half of the year, peer counselors worked with more than 939 people, an increase of 34% people from last year

255 educational workshops were run

The team made 6151 home visits and, provided free family planning counselling and gave out free birth control

Nutrition workshops were complemented by community exercise and dance classes, as well as the planting of community gardens

Turkey

Supporting: the Mother and Child Education Foundation



Pilot course of the web-based literacy programme, with trainer Sertac Colakoglu at Atasehir Ihsan Kursunoglu Primary School, Turkey
See more at: www.acev.org

KEY FACTS

AÇEV's innovative online functional learning tool was launched on May 16th following 2 years of design and testing

4700 people are now using the online literacy tool

Results have shown that regular use of the tool improves users' literacy and numeracy skills simultaneously

234 trainers have been educated in the use of the portal

Advocacy for the online tool continues with over 500 public officials, and 966 Adult Education Centres, public primary and secondary schools informed about the model

This two year project co-funded by the Ashmore Foundation for AÇEV (the Mother and Child Education Foundation) to develop an online literacy platform has now completed. AÇEV's project is designed to address the widespread problem of illiteracy and lack of technology skills, particularly amongst disenfranchised women who comprise 80% of the close to 5 million illiterates in Turkey.

The innovative learning portal, unique in Turkey and one of a handful globally went online on 16 May, 2012 and already has 4700 registered users. 80% of these are women and 52% have never attended school. Initial results have already demonstrated that regular use helps users to improve their literacy and numeracy skills autonomously. AÇEV aim to roll this platform out nationally.

Raising awareness of this web based literacy tool with authorities

of Ministry of National Education (MoNE) and local communities continues to be a priority for AÇEV. They have run TV, radio and press advertising campaigns reaching over 2 million people in provinces where they operate face-to-face literacy courses. 512 public officials have also been engaged in 14 provinces of Turkey.

As a result of the successful pilot, the project is being rolled out to all 7 provinces in which the adult literacy programs are run. MoNE negotiations continue in order to make the learning portal widely available.

Fundraising



Ashmore triathlon team celebrates completion of the Virgin London Triathlon in September 2012
See more at: www.ashmoregroup.com/ashmore-foundation

In May 2012, 9 Ashmore employees undertook the 3 Peaks Challenge – the three highest peaks in Scotland, Wales and England – in ‘one go’ within 24 hours in support of the Ashmore Foundation. This team challenge, the first of its kind in aid of the Ashmore Foundation, took in a total horizontal distance of 42km and 3000 vertical metres and raised approximately £53000 through sponsorship from family, friends, colleagues and matched funding from Ashmore, split between two Foundation grantees as selected by

team members: Afrikids and Futbol con Corazon.

In addition to the Ashmore 3 Peaks challenge in which 9 Ashmore employees participated, Carlos Sagra, John Gregory and Gustavo Medeiros also entered as a team into the Virgin London Triathlon in September 2012 to raise funds for the Ashmore Foundation and its grantees.

Carlos swam in the Thames 1,500m, John cycled 40 km and Gustavo ran 10km.

Gustavo commented,

“I had a great time running in the triathlon for the team. I was very honoured and proud to help raising money for the Foundation. During the run, there was a girl with physical disadvantages making a huge effort to get through the circuit. Every time I passed through her I was inspired by how people are able to overcome life’s challenges, which made me run much faster than I’d be able otherwise. The good feeling of helping more people in Emerging countries to develop their lives despite all obstacles encouraged me to subscribe again next year. This time I’m going solo and hope to raise much more money than i did last year.”

2013 Challenges

We hope more Ashmore employees will be inspired to take up a challenge for charity in 2013! A couple of suggestions for open challenges in which any individual or teams can participate are given below.

We may also organise a bespoke Ashmore Challenge - watch this space! Please contact the Ashmore Foundation if you'd like to participate.

The Jurassic Coast Challenge

This Jurassic Coast Challenge is an endurance running event which can be done as a single day, 2 day, or full 3 marathons in 3 days. The full distance is 78.6 Miles: approximately 26.2 mile marathon each day. Runners, joggers and walkers all take on the challenge and start at different times each day. The Jurassic Coast Line is well known for its spectacular views and challenging hills. Each day's route takes in a variety of terrain from coastal foot path to beaches and tracks.

Date: 22nd to 24th March 2013

Entry fees: From £60 to £155 depending on the number of days

Info and sign-ups: <http://www.votwo.co.uk/events-1/jcc-2013>

The Ultra Trail South West (UTSW)

The Ultra Trail South West (UTSW) is amongst the most challenging, non-stop, point to point trail races in the world. Each year the UTSW course changes to incorporate a different section of The South West Coast Path (SWCP). Internationally renowned for its remarkable scenery, proximity to the ocean and breath taking terrain, the SWCP offers an unrivalled experience to the adventurous trail runner. The 2013 route includes sections of both the South and the North coast as well as Bodmin moor and other Cornish highlights.

Date: Friday 21st to Sunday 23rd June 2013.

Entry Categories: 60 Mile Solo, 100 Mile Solo or 100 Mile Relay (team of up to five persons)

Entry fees: From £99 for the 60 mile solo to £259 for the 100 mile team challenge (for up to 5 people)

Info and sign-ups: <http://www.endurancelife.com/event-new.asp?series=74>

Matched Funding Schemes

Employees who decide to donate or raise funds to the Ashmore Foundation are entitled to £2000 in matched funding from Ashmore each year.

In addition, the Foundation will match up to £500 each year for donations made by employees direct to any charities supported by the Foundation (up to a maximum of £50,000 per year).

Donations can be made tax effectively by UK donors via Ashmore's Give As You Earn (GAYE) scheme. If you are a UK/US dual taxpayer it may also be possible for you to make tax effective donations, so contact Ashmore HR for further information.