

2007 Annual Report



A Message from the Founder and Executive Director

Dear Friends,

JustWorld International celebrates its fifth year of operation with a number of projects that came to fruition after laying the groundwork over the past four years. I heartily thank all our supporters and appreciate the commitment of time, donations, and services that help us continue to expand and enrich

our projects that serve impoverished communities in the developing world.

As you will see in this year's report, JustWorld's mission to raise funds *and awareness* in the international equestrian community succeeded in creating partnerships with individuals and groups who brought positive results to our projects that measure far beyond our imagining.

In 2007, JustWorld's vision of calling upon the equestrian community to help communities in need saw new fundraising initiatives at international horse shows that allowed JustWorld to spend \$473,758 on Programs and Projects, a 21 percent increase over 2006. Contacts within the equestrian community also provided direct funding for new and continuing projects in Brazil, Cambodia, Honduras, Kenya, Mexico, and Senegal; greater visibility and new partnerships at horse shows in the Americas and in Europe; and new signature horse-show-related events to promote "kids helping kids."

In addition to celebrating the success of our projects, we proudly honor our equestrian ambassadors and our other individual and corporate contributors for the dedication they have shown to helping impoverished children and communities. In 2007, 79 professional, amateur, and junior equestrians from the show jumping, dressage, and polo communities served as JustWorld ambassadors. They helped JustWorld raise funds, but, more importantly, they helped bring home awareness of the problems of the developing world and influence countless others to join JustWorld in making positive differences in the lives of those who are less fortunate than they.

A particularly exciting aspect of the successes in 2007 is that JustWorld not only achieved the best results in projects served to date but also secured the continued participation of our major donors and sponsors as well as our trusted local project partners for 2008 and farther into the future.

It is with great pleasure that I invite you to read about the great strides we are making in our projects. We sincerely appreciate your support as we work *together for a just world!*

Very truly yours,
Jessica Newman
Founder & Executive Director

Our Mission

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 and hygiene programs, and vocational training for children in impoverished communities.
- by raising awareness and funds in the international equestrian community and its networks to support JustWorld programs and projects.
- by providing young people with the opportunity to actively participate in humanitarian work.

Board of Directors

Jessica Newman
Hilary Betaille
Michael Lawrence
Leopoldo Palacios
Rhonda Rioux

Board of Advisors

| | |
|-----------------------|--------|
| Nelson Pessoa | Brazil |
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| Mary Ann Simonds | USA |
| Ray Texel | USA |
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The Year in Review: *Highlights of Our Success*

In 2007, JustWorld capitalized on the network of support we have built in the international equestrian community and on the partnerships with local and international NGOs we have established in our projects. The events of 2007 have been proof that once JustWorld brought a heightened awareness of the needs of impoverished communities to the equestrian community, this group of committed individuals could join together to make positive change in the developing world. JustWorld helped improve the daily lives of approximately 1,700 children in Brazil, Cambodia, Honduras, Kenya, and Senegal in 2007.

Our fifth year of operation has been a hallmark year; these are just a few of our highlights for 2007:

IN HONDURAS

In the Garifuna community of Tornabe, JustWorld broke ground on the Natalie Johnson Center for a Just World to serve children orphaned by AIDS. The funds for this center have been contributed by JustWorld American amateur ambassador Natalie Johnson, who has donated all her horse show winnings for the past four years to JustWorld.



In Tegucigalpa, JustWorld increased funding to scholarship, arts, and education programs that serve at-risk children in desperately poor neighborhoods. The JustWorld-funded Mobile Library serves now 600 children each month.

IN CAMBODIA

After four years of funding the school run by partner organization the People Improvement Organization at the municipal garbage dump community of Stung Mean Chey, JustWorld was able to purchase the land that houses the school through a partnership with INSEAD Entraide, a charitable organization formed by INSEAD, the business

school for the world.

Through a partnership with longtime supporter Horseware Ireland and its president, Tom MacGuinness, JustWorld and its partner organizations in Cambodia distributed 10,000 repellent-treated mosquito nets to needy families.



IN BRAZIL

Through JustWorld Brazilian ambassador Luciana Diniz, JustWorld partnered with the Pavel Foundation—founded by Klaus Pavel, president of the Aachen horse show—to fund projects to combat illiteracy and extreme poverty in Barao de Grajau, a remote village in northeastern Brazil. In 2008, INSEAD will join with JustWord to support the Pavel Foundation's educational projects further.

IN MEXICO

Maria Fernanda Palacios, daughter of JustWorld director Leopoldo Palacios, joined with JustWorld International to form JustWorld Mexico. Officially launched at the Jump for Teletón Charity Horse Show in the prominent show jumping community of Monterrey, JustWorld Mexico raised \$100,000 for Teletón, a Mexican charity that serves disabled children in poor communities.



IN KENYA

JustWorld International and its partner the Kibagare Compassion Group continued to work together in providing basic education for children in the Nairobi slum of Kibagare.

IN SENEGAL

In 2007 JustWorld International helped Senegalese partner organization Tostan launch the Talibe Education Project and thereby provide secular education to 485 street children, known as *talibes*.

2007 Financial Report

JUSTWORLD'S REVENUE SOURCES

JustWorld receives revenue through its annual fundraiser, events hosted by international horse shows, and contributions from individuals, corporations, foundations, and trusts. Income came from those sources as follows:

| | |
|---------------------------|--------------|
| Individuals & businesses: | \$366,876.65 |
| Foundations & trusts: | \$218,350.00 |
| Interest & misc. revenue: | \$3,698.79 |
| Special event income: | \$18,424.73 |

| | |
|----------------------|---------------------|
| TOTAL REVENUE | \$607,350.17 |
|----------------------|---------------------|

HOW JUSTWORLD SUPPORTS ITS PROGRAMS AND PROJECTS

JustWorld works mainly in cooperation with trusted local partner organizations in developing countries. For some projects, JustWorld empowers local partners by providing them with funding grants to manage. At other projects, JustWorld manages local project spending directly. The *Programs and Projects* expense category includes all project and program-related costs, including expenditures such as food purchases for our nutrition programs, educational supplies for both formal and non-formal education and vocational training, building supplies for the schools, local teachers' and cooks' salaries, and office and travel costs for our local coordinators as they work with each project to make sure it is being managed efficiently. It also includes the costs of sending international and local student volunteers to work at these projects.

Of the \$473,758.71 spent on programs, \$299,530.44 was managed directly by JustWorld for its programs and projects. These expenditures are classified on the Form 990 in various programs categories according to their purpose as required by the Internal Revenue Service. The remaining \$174,228.27 was used to fund certain aspects of JustWorld's programs managed directly by local project partners and overseen by JustWorld. These direct grants were distributed as follows:

| | |
|---|-------------|
| • People Improvement Organization (Cambodia) | \$94,087.83 |
| • Compartir (Honduras) | \$17,862.39 |
| • Psycho-Social Services Organizations (Cambodia) | \$35,290.00 |
| • Angelworks (Honduras) | \$1,000.00 |
| • Kibagare Compassion Group (Kenya) | \$5,430.00 |
| • Pavel Foundation (Brazil) | \$6,750.00 |
| • Tostan (Senegal) | \$13,808.05 |

In sum, JustWorld's 2007 programs expenses were distributed as follows:

| | |
|-------------------------------------|--------------|
| Grants to partner organizations | \$174,228.27 |
| Other program components & services | \$299,530.44 |

| | |
|------------------------------------|---------------------|
| TOTAL PROGRAMS EXPENDITURES | \$473,758.71 |
|------------------------------------|---------------------|

JUSTWORLD'S MANAGEMENT, GENERAL, AND FUNDRAISING EXPENSES

JustWorld's expenses for supporting services in 2007 totaled \$171,568.03. In 2007, as in years past, JustWorld International received an operating grant from a private foundation for \$150,000. In 2007, JustWorld additionally had an extraordinary fundraising opportunity within the equestrian community which directly produced 150% return on investment. For an investment of \$100,000 targeted at promotional activities in the international equestrian community, \$150,000 was directly raised to fund JustWorld projects costs. The funding for these promotional activities was wholly provided by specific donors and foundations who were fully informed about the intended use of the funds. These expenditures were not underwritten by general donations intended to fund program or other organizational costs. *Thanks to these specific contributions, all other general funds raised went to fund projects and programs in 2007.*

JustWorld's 2007 supporting services expenses can be broken down as follows:

| | |
|----------------------|--------------|
| Management & general | \$ 35,918.43 |
| Fundraising | \$135,650.60 |

| | |
|---|---------------------|
| TOTAL SUPPORTING SERVICES EXPENDITURES | \$171,569.03 |
|---|---------------------|





Projects and Programs



BRAZIL

Pavel Foundation

In 2007 JustWorld International continued to lend its support to the Pavel Foundation, a local organization fighting illiteracy

and poverty in the rural northeastern town of Barao de Grajau. Since 2006, JustWorld has helped support programs essential for the wellbeing of the town's impoverished families: a nutrition program for 70 children, school supplies for 40 students, medication and dentistry services for 10 children, as well as vocational training in embroidery for 24 students, family food baskets, and support services for parents.

Teaming up with INSEAD Entraide in late 2007, JustWorld and INSEAD launched a fundraising campaign to help the Pavel Foundation build a preschool and a kindergarten. Scheduled to open in 2008, these early education centers will serve to benefit young children in Barao de Grajau.

Working with the Pavel Foundation is especially exciting for JustWorld, given that founder Klaus Pavel is noted for his involvement with the Aachen, Germany, international horse show. Mr. Pavel was born in Brazil to German parents and sought to give back to his birth country as he has pursued an equestrian career. JustWorld is proud to be part of this effort.

CAMBODIA

People Improvement Organization

After several successful years working in partnership in Cambodia, JustWorld International and the People Improvement Organization (PIO) collaborated on several exciting projects in 2007. In addition to funding schools in the Phnom Penh slums of Stung Mean Chey and Borey Keila, JustWorld and PIO worked together to establish a vocational training program and purchase a permanent home for the Stung Mean Chey School.

Stung Mean Chey

Stung Mean Chey, the municipal garbage dump of Phnom Penh, is home to a large population of families who toil daily to survive by collecting recyclables from among the rubbish. Working in collaboration with PIO, JustWorld funds a formal education center for the children of these desperately poor families. In 2007 the school's enrollment expanded to 200 children. In addition to primary education, which

includes classes in English, math, and Khmer, students are given access to health and hygiene services. Daily lunch for the children provides basic nutrition, and a monthly distribution of rice to families encourages them to send the children to school rather than to work in the dump. An onsite nurse provides basic medical care for the schoolchildren. These services, combined with cultural activities such as classes in traditional dance and fieldtrips to museums, help provide these children with fundamental tools for a brighter future.



With the help of INSEAD, JustWorld purchased the land that houses the school at Stung Mean Chey. A dedication ceremony was held in April 2007 with representatives from INSEAD, JustWorld, PIO, the local government, and the Stung Mean Chey community. The purchase of the land secures the future of the school that has become a beacon of hope for the children in Stung Mean Chey.

Borey Keila

In 2007, JustWorld expanded its support of PIO by funding



its new educational center in the Phnom Penh slum community of Borey Keila. Now serving 172 children, this center offers non-formal education and cultural activities, in addition to providing nutritious lunches to the schoolchildren

and monthly rice distribution to their families.

Beauty Salon Project

Thanks to funding by Irish supporters Ciaran and Bernie Herr of the Dundalk Hair Shop, JustWorld International and PIO were able to initiate a beauty salon vocational training program. Starting with 15 girls from the Phnom Penh area, the program is a rigorous one-year course that teaches traditional Cambodian and western hair dressing, makeup techniques, and other beauty salon services, as well as small business practices, English,



and training for interacting with foreign customers. Funding for the program includes scholarships that provide a small monthly stipend for the students and bicycles for transportation. With the successful graduation of its first class of beauticians in 2008, the program will resume a second year with the continued support of the Herrs.

Psychosocial Services Organization

In 2007 JustWorld International continued its second year in partnership with Psychosocial Services Organization



(PSO), a Cambodian nongovernmental organization. With schools in three Phnom Penh slums—Stung Mean Chey, Sansam Kosal, and Tnot Chrom—PSO caters to impoverished children affected by HIV/AIDS. With JustWorld support, PSO provided 103 children with basic education, a nutritious daily lunch, and social services and cultural activities, as well psychological services to help the children overcome the social stigma of HIV/AIDS. Fifty-four graduates of the program were successfully placed in nearby elementary schools.

In addition to providing support for PSO students, JustWorld funded two outreach programs to parents and caregivers. Crafts-training classes offered instruction in income-earning skills. Self-help groups created a support network for poverty-stricken parents stigmatized by HIV/AIDS.

Horseware Ireland Mosquito Net Distribution

Horseware Ireland donated 10,000 repellent-treated mosquito nets to JustWorld



International and its partner organizations to help combat the debilitating and often deadly mosquito-borne diseases such as malaria and dengue fever that are prevalent in Cambodia. With representatives of JustWorld and Horseware Ireland on hand, the nets were distributed in April and May 2007 through JustWorld partners PIO and PSO as well as the Cambodian Ministry of Health in the slums of Phnom Penh, the Srey Songtor District, and the northern Cambodian provinces of Siem Riep and the Preh Vihea.

HONDURAS

Angelworks

Providing school scholarships to nearly 150 straight-A students, Angelworks and JustWorld continued to make the educational dreams of impoverished children in rural Honduras a reality. Affiliated with elementary and middle schools in the surrounding areas of the Honduran capital of Tegucigalpa, the Angelworks program provides school backpacks filled with the required school supplies, textbooks, and uniforms that each student's family must supply in order for children to attend "free" public schools. These costs often prohibit students from staying in school

beyond the compulsory sixth grade. Serving mostly girls, who are usually denied middle-school education by their families in favor of boys, the requirement of maintaining a 4.0 average to qualify for the assistance has motivated students of both genders to make the most of their education and thus help break their families' cycle of poverty.

Mobile Library

Partnering with the Honduran organization



Compartir since 2004, JustWorld International began solo funding of the Mobile Library in 2006. The Mobile Library brings books, reading activities, interactive games, and art projects to at-risk children in three destitute neighborhoods of Tegucigalpa. The project strives to encourage literacy skills and has met with widespread success. In 2007 the project expanded to serve more than 600 children each month. When the Mobile Library van brings the materials, many adults in the communities are taking the initiative to help facilitate the activities.

Painting Project



The Painting Project, one of the first JustWorld International projects in Honduras, was established in 2005 for at-risk youths in the Tegucigalpa slum community of Nueva Suyapa. In 2007 the project remained a favorite in the community, with an average of 25 students attending each month. Many students have been in the project since its beginnings. Offered every weekend, the project teaches basic drawing and painting skills and, as students advance, classic Honduran painting techniques. The sale of over 160 student paintings has helped support the artists and the project, as fifty percent of each sale goes to the painter and fifty percent goes back into buying supplies.

Tornabe

The JustWorld program for children orphaned by HIV/AIDS in Tornabe grew in 2007 to provide services for a total of 85 children. Administered by JustWorld and coordinated in association with the Garifuna community of Tornabe on the north coast of Honduras, the program provides a daily lunch, afterschool tutoring, school scholarships, a sports program, and life skills workshops for the children. Since the program started, the number of children receiving passing grades in school has more than doubled, and the dropout rate has declined significantly.

In 2007 JustWorld also broke ground on the Natalie Johnson Center for a JustWorld. The center will provide sustainable access to the education, health, and extracurricular activities already in place to improve the quality of life for the children whose young lives have been so severely impacted by HIV/AIDS.

KENYA

Kibagare Compassion Group

JustWorld International and its partner the Kibagare Compassion Group continued to work together in 2007. Providing basic education in the Nairobi slum of Kibagare, the JustWorld-funded school introduces young children to the tools necessary for their education. With over 90 students enrolled, the program funds salaries for qualified teachers and expenses for school supplies.

SENEGAL

Tostan

In 2007 JustWorld helped Senegalese partner organization Tostan launch the Talibe Education Project. Many children from rural towns are sent to the cities to attend religious schools but are not given access to secular education nor to daily necessities. Most become street children known as *talibes* who must resort to begging for money for their food and shelter. JustWorld sponsored seventeen classrooms to teach French, civics, and math to 485 talibes in the city of Thies. The program had an excellent first year, empowering children with language and math skills to help them move beyond begging in the streets.





JUMP FOR A JUST WORLD & EQUESTRIANS FOR A JUST WORLD

Inspired by founder Jessica Newman, who left a successful career in grand prix show jumping to focus on humanitarian work, professional, amateur, and junior equestrians from around the globe have been working as rider ambassadors to improve the lives of impoverished children in the developing world. In 2007, the original *Jump for a Just World* program evolved from the international show jumping community to include equestrians from dressage and polo, and now all ambassadors are known as *Equestrians for a Just World*. This year, 79 rider ambassadors have donated their time, made financial contributions, and acted as spokespersons in the media. Many have also visited project sites.

The second annual JustWorld Pony Pals Horseless Horse Show at the Winter Equestrian Festival in Wellington, Florida, was joined by JustWorld Horseless Horse Show at the Hampton Classic on Long Island, New York, doubling the opportunity for children under 14 to help raise funds for JustWorld projects.



These events, held in conjunction with raffles and silent auctions, introduce young equestrians to the idea of "kids helping kids" while raising funds for JustWorld projects and providing fun for young riders and their friends.

VOLUNTEER PROGRAM

JustWorld had continued success in 2007 with its international volunteer program, placing motivated volunteers in the JustWorld project countries. Onsite volunteers have made many positive contributions to the projects and learned a great deal from their experience. One such volunteer from France, Cecile Delpuech, reports on her time in Cambodia:

"An experience like this one helps us grow and change our worldview. Life's simple pleasures become especially satisfying, and our everyday problems do not seem so important. It has been an amazing adventure to live in a country like Cambodia that is experiencing slow reconstruction after so many years of suffering and to spend time with Cambodians who remain optimistic and keep on smiling despite their circumstances. There's a special place in my heart for this country and for all these children who have nothing but who are always so cheerful. One thing is certain: they have given me hope and strength, and I will continue to working so that all of them can have a chance for a better future."



Thank You

Thank You to Our Top Financial Donors in 2007!

Victoria McCullough
& the Davis-McCullough Foundation
The Jerome A. & Estelle R. Newman Assistance Fund
INSEAD
Horseware Ireland
Dundalk Hair Shop Ltd.
Natalie Johnson & family

Maria Newman
Ernest & Joan Kalman
Michael & Anne Speiser
Carolynn Rockafellow
& Francisco Lopez-Balboa
Thomas & Constance D'Ambra
Howard & Jane Epstein

A Historical Perspective on JustWorld's Financials

| REVENUE | 2007 | 2006 | 2005 | 2004 | 2003 |
|---------------|-----------|-----------|-----------|-----------|-----------|
| Total Revenue | \$607,350 | \$605,039 | \$497,149 | \$495,013 | \$198,082 |

| EXPENSES | 2007 | 2006 | 2005 | 2004 | 2003 |
|------------------------|-----------|-----------|-----------|-----------|-----------|
| Program and Projects | \$473,758 | \$371,819 | \$336,560 | \$327,251 | \$102,606 |
| Management and General | \$35,918 | \$81,296 | \$66,534 | \$109,621 | \$60,898 |
| Fundraising | \$135,650 | \$44,893 | \$50,080 | \$59,231 | \$11,995 |
| Total Expenses | \$645,327 | \$473,758 | \$453,174 | \$496,103 | \$175,499 |

Net assets as of December 31, 2007 - \$134,521.04

Looking Forward to 2008

Building on the successes of 2007, JustWorld is looking forward to these exciting goals for 2008:

Brazil

With additional funding from INSEAD, JustWorld and its partner the Pavel Foundation are looking forward to the completion of early education centers to initially serve 60 impoverished children in Barao de Grajau.

Cambodia

With the People Improvement Organization, JustWorld is planning to

- expand enrollment in the Stung Mean Chey school from 200 to 240 children.
- continue funding education and nutrition programs for 172 children living in Borey Keila.
- start the second year of courses in the Beauty Salon Project.
- distribute another 10,000 repellent-treated mosquito nets through Horseware Ireland's support.

Honduras

- With Angelworks, JustWorld proposes to increase the number of school scholarships to straight-A students in rural Honduras from 150 to 200.
- With Compartir, JustWorld will increase funding to the Mobile Library project.
- JustWorld is committed to training a monthly average of 25 at-risk children in classic Honduran painting and find

outlets for sales of their paintings.

- Construction of the Natalie Johnson Center for a Just World for HIV/AIDS orphaned and at-risk children in Tornabe will commence.
- The number of children in Tornabe benefiting from school scholarships, daily nutrition, afterschool tutoring and extracurricular programs will increase from 85 to 110 to include newly orphaned as well as severely disadvantaged children

Kenya, Senegal, and Mexico

In these countries, JustWorld will:

- Continue to provide basic education to children in the Nairobi, Kenya, slum of Kibagare
- Continue to educate 485 street children in Thies, Senegal, teaching them language, math, social and hygiene skills necessary for a better future.
- Work again with JumpMexico to support local charities helping children in need.

Equestrians for a Just World

In cooperation with the international equestrian community, JustWorld looks forward to:

- Continuing to expand the number of ambassadors and countries represented.
- Seeking new partner horse shows.
- Expanding the number of Horseless Horse Shows to three per year, offering class sponsorships to increase fundraising possibilities.
 - Hosting multiple donor/ambassador trips to the projects managed by JustWorld and its local partners.



JustWorld International at a Glance

Founded by former international equestrian champion Jessica Newman, JustWorld International is incorporated in the State of New York and is a recognized 501(c)(3) charitable organization in the United States.

For further information on JustWorld International, please visit:
www.justworldinternational.org

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