



**2008**  
**REPORT**

Gonzalo "Gonchi" Rodriguez Memorial Foundation

December 2008

Dear All:

Ten years ago, going along the racetracks with Gonzalo in Europe, we had no idea what the future had in store for us. After his passing, and realizing how people loved him, I took the decision of staying in Uruguay and contribute to society honoring his memory. I wanted to turn tears into smiles.

I can now, thanks to all those that over more than years 8 years contributed and helped building the organization, sit down and look backwards with a smile.

Gonzalo was the reason to make many people with an incredible ability to share to come together.

Today we can see that thanks to their commitment Sports is a compulsory subject in Primary Education, and a regional-impact working platform has been created in order to face the global epidemic that kills a child every 3 minutes.

A street, a square, two schools, songs, poems, paintings, sculptures, tatoos and many more tributes make it possible for Gonzalo to stay with us and be always remembered. His personality and attitudes left an important legacy for the future generations...“FOLLOW YOUR DREAMS...”.

If I could go back in time, I would only chang one thing, I would like to see Gonzalo walking along this path with us, it is a path really worth taking!

María Fernanda Rodríguez





## WHO WE ARE

The GRMF is a non profit, non governmental organization, with legal function and position of agent in Uruguay from October 2000, registered in the United States as from November 2001 and in England as from August 2002.

We were born as a tribute to “Gonchi” admired and respected by thousands of Uruguayans. It is in every activity we carry out that we want to show the commitment, talent, humility, effort and perseverance by him handed out.

## OUR VISION

More Education, More Health and More Development.

## OUR MISSION

To develop programs based on the transmission of values to all the sectors of society, to establish a national and international network to increase and share resources, to promote knowledge exchange through teamwork, and to inspire and mobilize the private and public sectors to work together.

## OUR VALUES

Honesty, Commitment, Respect, Loyalty, Trust, and Solidarity.



## OUR WORK

From the very beginning we have been working to improve the life of thousands of Uruguayan children and teenagers, developing suitable programs that use Sports as a tool for education, development, and social inclusion.

We carried out, coordinated, regulated, and financed the “P.E. in Primary Education” Program for several years in nine Public Schools in Montevideo. Physical Education represented a tool to support the learning and educational processes taking place in the school context. Complementary activities were also carried out; free Game Workshops for the teaching staff and Macro activities “Todos Juntos (All together)” for all the children participating in the program.

After eight years of hard work, with more than 14,000 children, we received the important news that attendance to Physical Education in the country's Public Schools increased from 8% to 50% and that government had decided to pass the Law making Physical Education compulsory in all Uruguayan Primary Schools.



## "ALL PLAYERS WIN"

Invited by Laureus Sport for Good Foundation our foundation was invited to take part in the contest "All Players Win". The instructions were to fill a box provided by the English Foundation to every selected program among the 63 it supports in the world. Each program had to fill the box with those elements they considered carried their organization's essence.

Our teaching staff managed through the box's contents to make the recipients get to know Uruguay and our "Sports Schools" Program, developed together with the English organization for 5 years in Barrio Rossi (Rossi Neighborhood), La Paz city in Canelones.

Uruguay was selected in the 3rd place and the box represented our work in the Beijing's Olympic Games in 2008.

## LAW OF COMPULSORY PHISICAL EDUCATION IN ALL URUGUAY PRIMARY SCHOOLS

The Legislative Power created Law Project N° 18.213 making Physical Education in Primary Schools in Uruguay compulsory; the law will be in force as for the year 2009. This Law represents a recognition for Gonzalo Rodriguez Memorial Foundation and its effort to use Sports as a tool for the education in values to children.

## LAUREUS SPORT FOR GOOD FOUNDATION RECONFIRMED IT'S SUPPORT TO "SPORTS SCHOOLS" PROGRAM

For sixth consecutive year and thanks to the support of Laureus World Sport Academy and its foundation, Laureus Sport for Good Foundation, the "Sports Schools" program was carried out; this program looks after hundreds of children from humble backgrounds.

The program works with soccer and handball as tools for social development. At the same time it helps the community in general, looking after its psychological and physical issues and the school performance of its members. It also contributes with infrastructure and materials for the development of such activities in the community.



## AN EXAMPLE TO THE WORLD

Marilia Peláez is 16 years old and takes part in the “Sports Schools” Program. Among thousands of beneficiaries in the world she was selected as an “EXTRAORDINARY PERSON”. She is an example to all the children in our programs; and we expect her to be an example to all the children and teenagers in our country and the world.

*‘Marilia is a very kind and enthusiastic girl. She has been in the Program with us right from the beginning. She is now starting to lead teams and helping teachers to promote activities in the Program’*

Natalia Briart, Marilia Peláez’s coach since 2002.

## MARILIA’S WORDS

What do you most like about the project?

The things I like the most are practising my favorite sport, which is handball, meeting new people and I also like the outings, like camps, going to the beach, to the movies and swimming classes in the summer.

What did you learn in this time?

Ever since I am in the Program, I’ve met many new people and made new friends. Besides learning to play handball, I’ve also learnt to be respectful with others, to share and to listen. Now I am more tolerant and I have better relationships with others. Now I know my neighbours a bit more, I have more friends and I am learning to understand people.

In your own words, what does the project do?

The Program teaches us how to play sports such as handball, soccer and swimming, and also takes up our free time keeping us away from drugs and alcohol. It also helps us to do better at school, because since we have the new library we can find many more books to study from. Other teenagers should join the Program because it is very entertaining and it welcomes children of different ages, personalities, social classes and ideas. It is very educational and entertaining. It is a way for you to get involved, learn and get to know different environments.

What would you like to say to other young people in other parts of the world?

I wish the youth in the world had a healthy environment to live in and that they would not drink or use drugs; I wish they could fight against war and poverty; I wish that, despite all the bad things in the world and in their own lives, they never stopped loving and dreaming.





After achieving these important results and based on the experience of years of work, we started a restructuring process; getting ready to expand our horizons and impact.

**EDU-CAR**  
PLAN DE SEGURIDAD VIAL POR LOS NIÑOS

That is how we undertook a new commitment, the implementation and development of a Road Safety Plan for Children, called EDU-CAR ([www.edu-car.org](http://www.edu-car.org)) which has international projection and interaction, with technical and financial support from first class international agents, just to mention some of them: Task Force for Child Survival and Development, Bidez & Asociados Inc., Global Road Safety Forum, Centers for Disease Control and Prevention (CDC) y FIA Foundation.



## GLOBAL ROAD SAFETY FORUM MEMBERS

The “Global Road Safety Forum” ([www.globalroadsafety.org](http://www.globalroadsafety.org)), helps to raise awareness and links people in their work to fight the road safety crisis in developing and transitional countries. This includes promotion; to facilitate collaboration, especially with main institutional bodies; and the organization of forums for the interested parties at regional and global level.

Our Foundation, through the Road Safety Plan for Children, EDU-CAR and being a member of the Road Safety Transitional Committee for Latin America and the Caribbean is one of its associates.

We are part of this initiative since 2006 together with other 15 members: Oscar Arias (President of, República de Costa Rica), Otaliba Libânio de orais (Ministry of Health), Emilio Onate (Road Safety National Committee CONASET, Chile), Karla Gonzalez (Transportation and Public Works Minister), Ricardo Sánchez (ECLAC/United Nations), Carlos Macaya (Automóvil Club de Costa Rica), José Agustín (Inter-American Development Bank), Lucien Jones (National Road Safety Council, Jamaica), Arturo Cervantes (National Center for the Prevention of Accidents), Eduardo Bertotti (ISEV), Francisco Fernández (Road Safety Prevention Fund), Mark Rosenberg (The Task Force for Child Survival & Development), Alberto Concha-Eastman (PAHO), Ernesto Tennenbaum (National Technology University), Tony Bliss (World Bank).

Through several meetings during the year and weekly telephone conferences we contributed to the process of having a policy governing body for the region.

A mechanical engineer was hired for this project. The engineer together with the rest of the EDU-CAR team, carried out a vehicle, seat belt, and child seats survey. Great deficiencies in the national car fleet were detected as well as in seat belts sold to the public and child seats available in the market.

## SEMINAR

FOR SCHOOL TRANSPORTATION AGENTS,  
AUTHORITIES AND RELATED TECHNICIANS.

A workshop was carried out together with UNASEV, Ministry of Public Health, IMM, TEU, and BID; the aim of which was to inform about the current global situation of injuries in road accidents and its tendency; practices that should be implemented in order to have a safer transportation of children, particularly in school buses. It was there that the effects of inappropriate use of safety elements in children, its consequences and ways of correcting them were shown. We had the attention of the different actors and a good working environment was created between the GRMF, TEU and UNASEV, aiming at developing a project to make children transportation safer, particularly school transportation. We are still working in this project.

## EDU-CAR IN THE ROAD SAFETY WEEK

From the 20th to the 25th June, EDU-CAR was presented in the National Week of Road Safety organized by UNASEV, in two different events. In the first one the role of NGOs in road safety was discussed and in one of the sessions, the engineering area gave a presentation on biomechanics: effects of safety features on the human body, their appropriate use and best practices for the future.

Intending to work together on road safety in our country, we approached different organizations. On the one hand, NGOs like, Teletón, La Ruta de los Jóvenes, Leones, among others; on the other hand, organisms such as the School of Medicine (Facultad de Medicina) through its program "Accidentology in children", the Ministry of Public Health, the Ministry of the Interior, UNASEV, etc. These approaches made us realized not only of their good will but also their willingness to work together to achieve common goals in this complex situation.

## URUGUAY ADVISED BY BRITISH EXPERT TO IMPROVE ROAD SAFETY MANAGEMENT

Invited by the British Embassy, Kate McMahon OBE, expert on road safety, carried out two seminars and two workshops with UNASEV and Gonzalo Rodriguez Memorial Foundation.

During her short visit, Kate McMahon, brought material of great interest for government authorities, NGOs and actors from the private sector related to road safety.

Thanks to the experience obtained during her many years of work as Head of Road Safety Strategy Division in Great Britain's Department for Transport, she offered a clear and objective vision, giving advice on how to face the road safety problem from different angles and how to deal with pending issues.

It was a very fruitful experience for all those involved in the effort of reducing the number of accidents in our country.



## “CHILDREN PROTECTION IN CARS”

Last 4th and 5th December 2008, EDU-CAR presented its first year results in the engineering area in Munich, Germany, in TUV Sud's sixth conference “Protection of children in cars”. Among the participants were those responsible for safety, especially in children, of the most important car manufacturers in the world.

The aim was to communicate Uruguay's situation as a picture of the region and establish contact with the manufacturers, focusing on short and mid-term support in order to reverse vehicles' situation in reference to the lack of basic safety features.

Key contacts were established among influential international agencies related to children safety, as well as relevant car manufacturers.

A statistician was also hired to design studies on the prevalence of safety features in Montevideo, Paysandú and Salto, as well as on knowledge, attitudes and beliefs related to different car safety features (Paysandú).

Also for the design and realization of private cars preparation and use of child restraints systems in Montevideo. Although the first studies are in a processing stage and database should be analyzed, our initial hypothesis of low levels of use of safety features and general ignorance of their functioning by the population tend to be confirmed.

We have also worked on getting to know the present data collection system for car accidents. From that experience we realized there exists an extremely complex variety of organisms collecting data, thus creating many different databases. To make matters worse differences in the electronic infrastructure and the different definitions used make it almost impossible to exchange data among them. We are working towards a solution together with all the actors involved, aiming at precise statistics in real time for an appropriate decision taking process.

## NEW CHALLENGES

### EDUCAR 2009

We are currently starting the plan's second stage where situation analysis and improvements to data collection, vehicle retrofitting and availability of safety features internationally approved will be carried out.

As from June 2009, a twelve-month campaign will be elaborated with different interventions at public, private, and NGOs level.





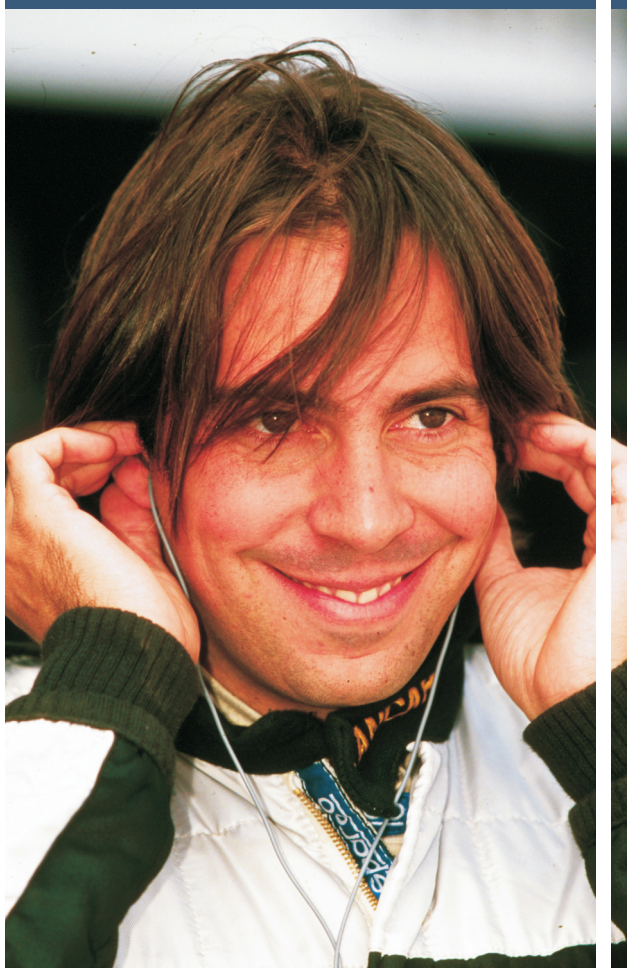
## TRIBUTE TO GONCHI 10 YEARS

Next year, 2009, we commemorate ten years from Gonchi's passing, his example still represents a source of inspiration for sports children and teenagers as well as for all Uruguayans.

In order to do this and together with all those that want to help, we will work to develop different activities that will enable us to continue preserving and perpetuating Gonzalo's spirit.

## FOLLOW YOUR DREAMS

Thanks to the work of Gonzalo's close friend Gerardo Pin a book is being produced in which Gonchi's life is told through anecdotes by family, friends and acquaintances.



## HOW DO WE OBTAIN FUNDS?

Gonzalo Rodríguez Memorial Foundation finances its programs through strategic alliances with different organizations and/or national or international companies, making sure activities carried out by the different programs develop normally and independently.

## HISTORY

From 2000 to 2007 we invested U\$S 982,295 in the different educational programs that directly benefited 15,000 boys and girls and 45,000 people that were indirect beneficiaries .

## 2008 TERM

During this term we have invested U\$S 389,379 in the achievement of the proposed aims of the programs being developed. It is important to take into account the support of national and international companies that through discounts and donations collaborated in 2008 with U\$S 48,680.



## WINNING ATTITUDES AWARDS (WAA)

Since 91% of the organization's funds come from abroad we continue working with foreign contacts, strengthening international agreements. The Winning Attitudes Awards (WAA) celebrates the mental spirit of motor racing in connection with physical talent and team building in a Charity Dinner that benefits the GRMF. We bring together a variety of sporting personalities with a particular focus on Formula One's stepping-stone category: the GP2 Series.

Unlike traditional gala events, our charity dinner rewards mental stamina and good attitudes in association with physical talent, in a relaxed environment. Formula One drivers and guests of honour have helped us to present the awards. The donations collected during the past events have contributed to achieve the GRMF's main goal: to keep Gonzalo's legacy to inspire social change for young people through sport. In 2008 the event collected U\$S 106,672.



## INTERNACIONAL ALLIANCES

- › Bidez & Asociados Inc.
- › Bridge stone Motorsport ([www.bridgemotorsport.com](http://www.bridgemotorsport.com))
- › Centers for Disease Control and Prevention ([www.cdc.gov](http://www.cdc.gov))
- › FIA Foundation ([www.fiafoundation.com](http://www.fiafoundation.com))
- › GP2 Series ([www.gp2series.com](http://www.gp2series.com))
- › Laureus Sport for Good Foundation ([www.laureus.com](http://www.laureus.com))
- › Task Force for Child Survival and Development – Global Road
- › Safety Forum ([www.globalroadsafety.org](http://www.globalroadsafety.org))
- › World Bank Global Road Safety Facility ([www.worldbank.org](http://www.worldbank.org))

*“Our dreams come true thanks to the commitment and dedication of all those that make part of the Gonzalo “Gonchi” Rodriguez Memorial Foundation. Without your support it would be very difficult to carry out our initiatives.”*

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