



The LATA Foundation
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We are grateful for the support of the following:



CHILE EARTHQUAKE APPEAL



The 27th of February earthquake measured 8.8 on the Richter scale and we have all seen the television images of the destruction that it has caused.

Concepción, Talca and Talcahuano were heavily affected. Coastal villages and small towns of the centre-south of Chile were badly damaged by the tsunami but in the interior, a lot of traditional 'adobe' buildings in the towns and villages have been destroyed by the quake.

The LATA Foundation is co-ordinating a response on behalf of members of the Latin America Travel Association in conjunction with the Chilean Embassy in London.

Introduction

The LATA Foundation is a registered charity which works closely with the Latin American Travel Association, Embassies, Airlines, Tour Operators, Travel Agents, local travel specialists, tourists and travellers, as well as other businesses and organisations involved in Latin America.

We are committed to poverty relief, sustainable development and conservation projects throughout Latin America and seek to promote responsible business practices in the tourism industry.

In addition to our board of trustees, we have a team to evaluate and monitor projects, a pr team to deal with marketing and media and a fundraising team to organize events and raise money for our work. They are all volunteers.

Supporters, donors and corporate partners can be confident that their funds are going directly to the projects we support and are not frittered away on administration, salaries or expenses.

Our Projects:

The LATA Foundation has supported the following projects to date:

- Reforestation in Peru: 20,500 trees planted with the help of three communities.
- Natural cosmetics in Guatemala: funding a cottage industry producing shampoos, soaps and face creams.
- Children in Colombia: working with Children of the Andes to help vulnerable children and young people
- Recycling and Waste-management in Brazil: an education and environmental project
- New Dental clinic in Buenos Aires: giving free dental care to disadvantaged children. Opened Oct 2009

Supporting our Projects

We are working with embassies and consulates, journalists, travel companies and corporate sponsors to hold events, raise funds, and see how best we can help the projects we decide to support.

Emergency Appeal – Chile Earthquake

The LATA Foundation is appealing for funds to help with reconstruction projects. We are in touch with a number of NGOs and organisations to identify projects to support and see how best we can help to make a difference.

If you know of any projects or have any contacts at NGOs locally, please let us know on info@latafoundation.org

Donations: www.justgiving.com/lata

Please mark your donation Chile Appeal in the comments box at the end of the process.

Please give what you can.

Gift Aid: If you are a UK taxpayer you can help us further by allowing us to reclaim the tax you have paid via Gift Aid.

Get involved with the LATA Foundation

If you would like to get involved with the LATA Foundation there are lots of ways you can help us, fundraising, organising events, supporting our members, finding prizes for raffles and competitions, campaigning and raising the profile of the organisation and getting involved with projects.

How we can help you

We can help you plan and set up events. The key things are to decide the type of event, date and venue, working out what needs to be done, ensuring sufficient volunteers to manage the event, to keep it safe, to promote the event and, of course, to collect donations! We can help publicise your activities via our website, newsletters, campaigns and contacts.