



The LATA Foundation
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www.latafoundation.org

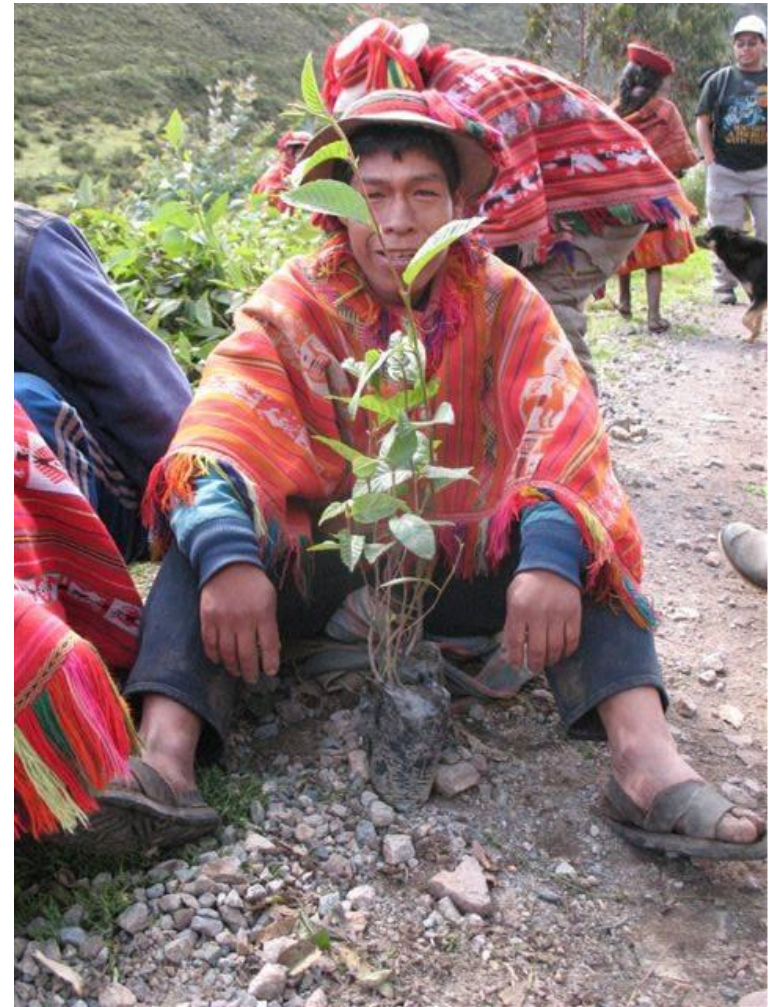
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Partners

We would very much like to thank the following organisation for their enormous support to the LATA Foundation with this appeal:



www.angloperuviansociety.org



Reforestation project in Peru, 2009

Making a difference in Latin America

Introduction

The LATA Foundation is dedicated to promoting responsible business practices in the tourism industry as well as sustainable development, conservation and poverty relief in Latin America.

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.

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

Aims for 2010

We are currently looking for new projects to support and we are working with embassies and consulates, journalists and corporate sponsors to hold events, raise funds, and enhance the profile of the LATA Foundation.

Registered Charity No: 1123580

Emergency Appeal – Floods in Peru

The recent floods in Peru have destroyed some 4000 homes, swept away 14 bridges and have devastated around 14,000 hectares of agricultural land. Roads and railways have also been damaged. The latest figures by the National Institute for Civil Defence says 23,445 people have been reportedly left homeless and 37,375 people have lost part of their property.

The LATA Foundation is appealing for funds to help with accommodation, food, transport and other immediate expenses to assist those left homeless by the floods. We would also like to appeal for funds to help construct flood barriers and defences. We have already helped a children's home which had to be evacuated and we have received outline proposals for a number of other projects which our projects team is evaluating.

Donations: www.justgiving.com/lata

Please give what you can.

If you are a UK taxpayer you can help us further by allowing us to reclaim the tax you have paid via Gift Aid. On our justgiving.com/lata fundraising pages.

Please mark your donation Peru Appeal in the comment box at the end of the process.

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.