



# MAESTRO CARES

F O U N D A T I O N

CHANGING LIVES  BUILDING DREAMS

**2015 ANNUAL REPORT**





# *YOU*

## Make It Happen

- Over 1,000 children helped
- Nearing the 8th project mark
- More than 14 partners

# LETTER FROM OUR CO-FOUNDERS

Dear Colleagues and Friends,

This is an extraordinary time for Maestro Cares Foundation. We've managed to successfully launch several more projects without ever losing sight of the reasons we are here: to serve our disadvantaged youth in a meaningful way, to have a direct impact on the communities in which they live and to leave a quantifiable international footprint.

As we grow, we remain committed to our plan to change lives and build dreams by investing in infrastructure, talent and technology – critical to the future of our Foundation. Each year, our work expands, our impact deepens and the number of lives we improve increases. We continue to see exciting opportunities for future investments and to do even more for our youth, our communities and our partners. Your assistance, encouragement and advocacy help us continue to support the growth of orphanages around the world.

People are the key to success and our team has built an exceptional organization, on-track to becoming a world-class leader in the nonprofit world. In fact, we have delivered record results in recent years specifically by building new projects on time and within budget, and we know we can to continue exceed our own ambitious goals.

We want the futures of the youth we serve to be filled with opportunity and achievement. We are enormously proud to be a part of this great endeavor. Thank you to all for your support.

Sincerely,

  
Marc Anthony

  
Henry Cárdenas





# LETTER FROM OUR EXECUTIVE DIRECTOR

Dear Advocates, Donors and Friends,

In 2012 Maestro Cares Foundation was a philanthropic dream. Today, it is a thriving charitable effort to provide homes and services for orphaned children across Central and South America. In just a few short years we have come a long way, working tirelessly in pursuit of a brighter future for these children.

As our Foundation has grown, so have our programs. In 2015, we opened a new home in Colombia and broke ground on two new projects in Puerto Rico and in Mexico. Each and every day - at every site we have launched - we are humbled by the devotion of our partners and the growth and success of the children and young adults we serve.

Our Foundation infrastructure has also grown - we are now a team of five dedicated, hard-working individuals ensuring that our programs are of the highest quality.

The belief that each child deserves to be nurtured and educated is the guiding force behind our work. It is our goal to create healthy, safe homes and educational support systems for the children.

On behalf of Maestro Cares Foundation, I want to extend a most heart-felt *gracias* to you - our generous colleagues, supporters, partners, board members and friends. We are truly changing lives and building dreams.

Sincerely,

Zaidy Cárdenas

# ABOUT MAESTRO CARES FOUNDATION



## OUR HISTORY

The Maestro Cares Foundation was founded in 2012 to improve the quality of life for Latin America's most impoverished youth. It was then, and continues to be now, the vision of its founders - global music icon Marc Anthony and entrepreneur Henry Cárdenas - to provide these children with their most basic needs: housing, nutrition, clean water, educational facilities and healthcare. They also want to ensure children become self-sufficient adults and provide them with compelling and meaningful academic and recreational experiences.

## OUR MISSION

Maestro Cares Foundation improves the quality of life of orphaned and disadvantaged children in Latin America and the United States. The Foundation provides housing, educational programming and the essential resources to support their growth and development to become tomorrow's leaders.

## OUR VISION

The Foundation's vision is that all orphaned and disadvantaged children will live, play and learn in healthy and safe environments.

## OUR GOAL

Foundation programs create tomorrow's leaders by instilling the confidence, enthusiasm and discipline necessary to become hard-working, socially conscious adults who make a positive impact on their world.



# OUR PROJECTS

Projects are the lifeblood of Maestro Cares Foundation. Through them, the Foundation connects with and has an impact on under-served youth in particular and on the world in general.



## ORFANATO NIÑOS DE CRISTO

### La Romana, Dominican Republic

Since 1993, Orfanato Niños de Cristo has served the most vulnerable children in the Dominican Republic. When Foundation co-founders Marc Anthony and Henry Cárdenas first visited, they saw a need to improve existing conditions for the forty boys who lived there. Consequently, Orfanato Niños de Cristo became the Foundation's first project. Currently, 47 boys live at the facility. The campus includes dormitories, classrooms, a health clinic, a dining hall and recreational facilities to serve the educational, health and developmental needs of its residents. In 2015, Maestro Cares continued its financial support and instituted a mentorship program that helps residents become informed, socially conscious citizens.





## INTERNADO MONSEÑOR VICTOR TAMAYO

Barranquilla, Colombia

Almost half of Colombians live below the poverty line. The most vulnerable among them are the children who are often abused or abandoned. In 2015, Maestro Cares Foundation and its partners, Fundación Pacific Rubiales and Fundación Tecnoglass, joined forces and, with the support of city officials, built an orphanage and school in Barranquilla. On April 11, 2015, Internado Monseñor Víctor Tamayo opened its doors with the capacity to care for 100 children. The campus provides a variety of services:

- Quality education through on-site classrooms
- Healthcare at the clinic
- Wellness activities through recreational facilities

# PROJECT MABA

## Lima, Peru

Project MABA is an academic initiative that seeks to improve the quality of math and science education for children in the most vulnerable schools in Peru. Utilizing the latest technology, it aims to bridge the widening educational gap that exists in Latin America. Maestro Cares Foundation joined with Hochtief Mining Group, Google, MIT, Harvard University and UTEC to promote this innovative, educational program. In 2015, it was rolled out in seven schools in and around Lima; plans for 2016 include program expansion into more school





# CASA HOGAR ALEGRÍA CACALOMACÁN

Toluca, Mexico

Continuing Maestro Cares Foundation's commitment to the most vulnerable children, Casa Hogar Alegría was founded in Mexico with the belief that children need a loving and supportive environment to develop into confident, successful individuals. In 2015, the Foundation partnered with Fundación Telmex Telcel and the City of Cacalomacán (near Toluca) to create a home for orphaned girls. The site will provide positive encouragement and resources to transform the lives of those who are neglected or abused. The campus will have the capacity to house up to seventy girls in its four dormitories. The buildings will include laundry facilities, a kitchen, a chapel, a library and rooms for dining, studying, general purpose and computer usage. In addition, a recreational sports complex was generously donated by Goya Foods, a long-time Foundation supporter.



## HOGAR SAN MIGUEL

Ponce, Puerto Rico

In September 2015, the Foundation partnered with VIDAS Servicios Sociales Episcopales and a coalition of businesses - Comité de Pro-fondos - to begin construction on its fourth project, Hogar San Miguel. In Puerto Rico, hundreds of children and young people suffer from HIV, ADHD and other illnesses and learning disabilities. For some, the situation is especially dire because they have been taken from their homes. When the new facility is complete and at full capacity, it can serve up to twenty boys. It will include a library, therapy rooms, offices, a living room, a dining area and recreational spaces. The grand opening is scheduled for December 2016.



# OUR BOARD OF DIRECTORS

Foundation Board of Directors are dedicated to the mission, vision and goals of Maestro Cares Foundation. Because of their generous commitment of time and resources, the work of the Foundation continues to expand.



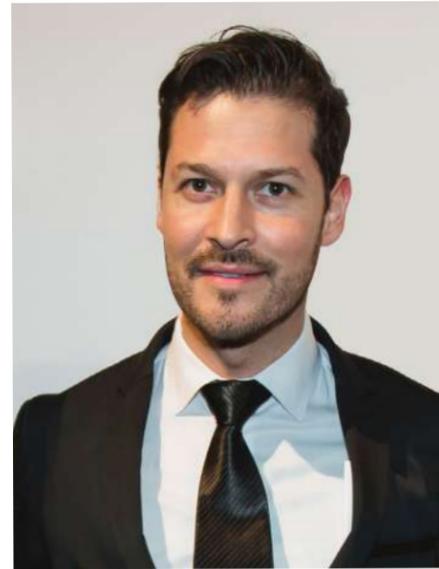
**MARC ANTHONY**

Founder, Maestro Cares  
Singer, Actor  
Philanthropist



**HENRY CÁRDENAS**

Founder, Maestro Cares  
President & CEO  
Cárdenas Marketing Network, Inc.



**FELIPE PIMIENTO**

Chief Operating Officer  
Magnus Media, LLC.



**FJ POLLAK**

*(In Memoriam)*  
President & CEO  
TracFone Wireless, Inc.



**ELENA SOTOMAYOR**

VP of Sales & Marketing  
Cárdenas Marketing Network, Inc.



**DILLON M. DALTON**

Market Executive & S.V.P.  
Mid-America States Central Region  
Commerical Banking Group  
Bank of America Merrill Lynch



**BOB UNANUE**

President  
Goya Foods, Inc.



**BIGRAM ZAYAS**

Partner  
Looplabs

# OUR EVENTS



# STORIES

## MEET NATALIA

When I was born, and until I was 6 years old, my name was Natalia Ramírez Guzmán. I lived a short time with my biological family – my father, mother, younger sister and older brother. When I was six, my father sold my sister and me, against my mother’s will, to two different families. I went from being Natalia Ramírez to becoming Valentina Pérez\* because the family that bought me changed my name.

I spent several years with my adoptive family until one day a policeman took me to a court office in the capital city. I was then transferred to the orphanage. Today I am 20. For the past thirteen years, I have lived here. It has given me the opportunity to meet a new world – one that, until the moment I entered, was foreign to me. Today, I am in college. It’s a huge accomplishment for me, and I am very grateful.

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## MEET YADIEL

Yadiel is a 4-year-old boy whose mother and father abandoned him at the hospital when he was just a few months old because he suffered from complicated medical conditions. Baby Yadiel was picked up by his grandmother, who, for a short time, cared for him. When she realized that his special needs were more than she could provide, she gave him to Children and Family services. Yadiel was then placed in an orphanage, one of Maestro Cares Foundation’s projects.

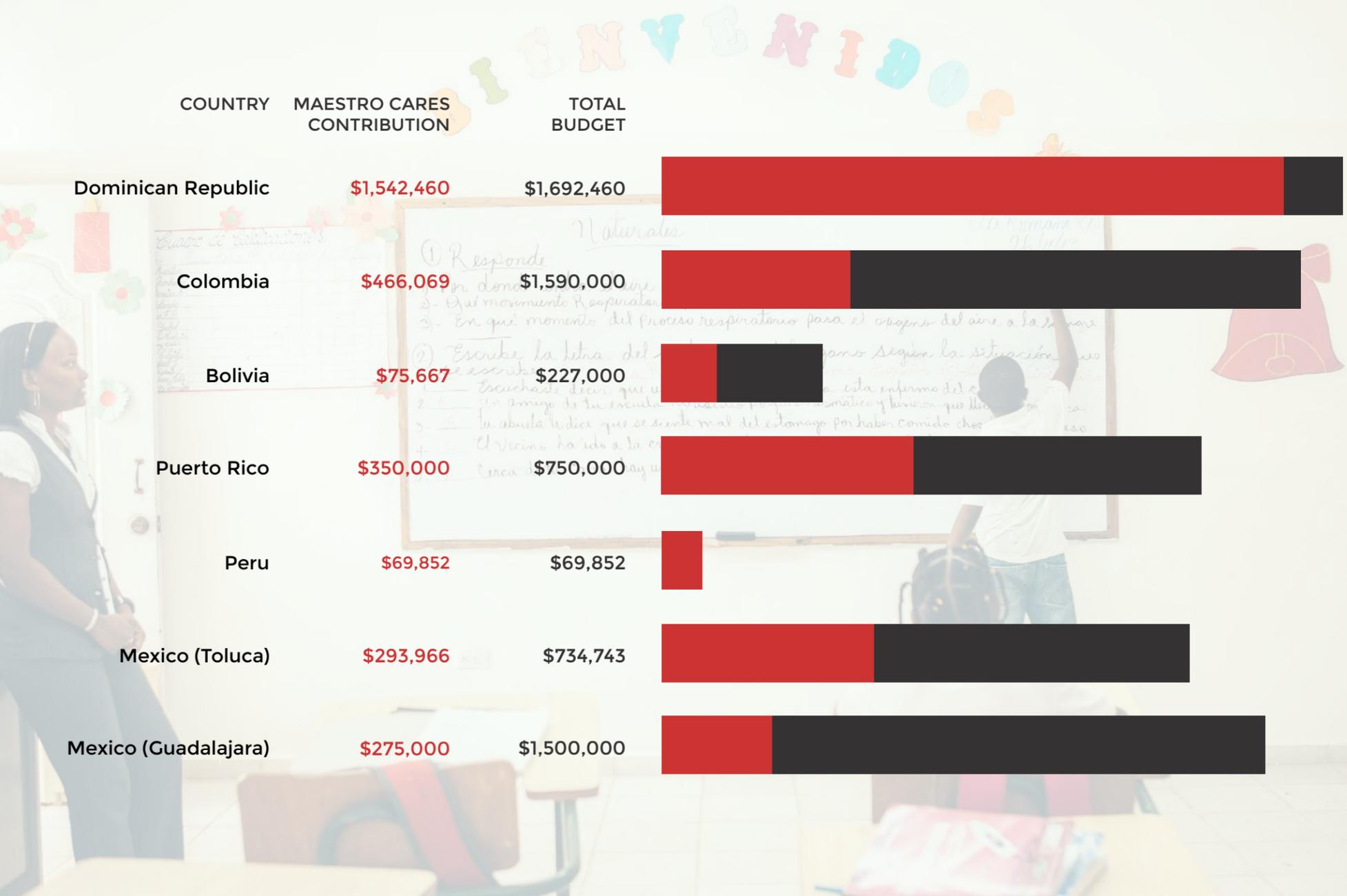
When Yadiel arrived, he suffered from a serious infection caused by mites that infested his skin. In fact, Yadiel’s condition was so bad, no one could carry him without running the risk of being infected as well. Yadiel has neurological damage, making it difficult for him to walk or talk. His doctors said he was mentally ill and held out little hope for his development. However, the orphanage and its caregivers did not give up on him. Today, Yadiel is walking, running, talking and even attending school.

# PARTNERSHIPS

The work of Maestro Cares Foundation would not be possible without the tireless efforts of our partners. As we continue to grow, we are excited to increase the number of partners we have, as well as to collaborate on future projects. The following organizations are proud partners of Maestro Cares Foundation.



# PROJECT COSTS



# OUR SUPPORTERS

## \$150,000 AND MORE

F.J. and Abigail Pollak  
Cárdenas Marketing Network  
(In-Kind)

## \$50,000 TO \$149,999

Dillon Dalton & Cara  
Carrabine-Dalton  
Goya Foods, Inc.  
Sprint Corporation

## \$25,000-\$49,999

Adams Communication &  
Engineering Technology  
Bank of America  
Arturo Fuente Cigars  
Fundación Pacific Rubiales  
SPT Media, LLC  
Dr. Ramon Tallaj

## \$10,000-\$24,999

ACT PERU S.A.C.  
AEG Live  
Andrew Weinberg  
Anheuser-Busch  
CAK Entertainment, Inc.  
CP Eventos y Entretenimiento

Fomento  
Harman International Industries  
HTC  
iQor  
LGE Electronics Mobilecomm  
U.S.A., Inc.  
LIVE Nation Worldwide, Inc.  
Mark and Vanya Weglarz  
Marta Bedoya de Claire  
Foundation, Inc.  
MediaVest  
Medina Entertainment  
The Northern Trust Company  
Roberto Díaz, M.D.  
Sam Ottolino  
Smilka Melgoza  
The Giving Back Foundation  
The Raine Group LLC  
The Results Companies  
Xerox

## \$5000-\$9,999

Arch Capital Group Ltd  
Banorte  
Christian and Elizabeth Rodriguez  
Daniel Small  
Douglas Elliman Real Estate  
Elena Sotomayor  
GoldenVoice, LLC

Greenberg Traurig, LLP  
HEAT Group Enterprises  
Dolly Lenz, Dolly Lenz  
Real Estate, LLC  
Jimmy and Denise Flanigan  
John Macias  
Lance Hirt  
Meiling Macias-Toro  
Sony Music Entertainment  
The Luis & Alma Jimenez  
Charitable Fund  
The Richport Group

## \$1,000-\$4,999

Accent Marketing IMDC Partners  
Adcomm  
AJ Wasson  
Alan Sutin  
Aldo Rubino and Maria Cerullo  
Alex Ghai  
Alix Carolina Daza  
Angela Moncayo-Yera  
Anonymous  
Arch Telecom  
Asurion  
Bay Area Sports  
Bessemer Trust  
Boston University  
Boyarski Fritz LLP  
Brooklyn Nets - Barclay Center  
Chetan Krishna  
Chuck Naylor  
Codigo Entertainment, LLC

Connectivity Source  
Convergent Outsourcing, Inc.  
Daryivett Romo  
Doble G Corporation  
Anastasia Domashova  
Edgar de León  
Facebook  
5 Star Cellular  
Gayle Papadopoulos  
Gerri Koppelman  
GFX International, Inc.  
iMobile  
Ingrid Reyes-Jankowski  
IP Advertising & Promotions  
Joe Vallez  
Estevez Markets, Inc.  
John and Sharon Pellecchia  
John Rosenberg  
Jordan Blackmore & Andi Potamkin  
Kevin Sullivan  
Laura Lavergne  
Leo Burnett USA  
Louisa Hunter  
The Madison Square  
Garden Company  
Marc Packer  
Maribel Joven  
Mark Lyons  
Maycom, LLC  
Michael Nguyen  
Karen Misiak  
Motorola  
Nigro Karlin Segal Feldstein  
& Bolno  
One Sports S.A.

Paul Kushnir  
Paul Navetta  
Paul Schindler  
PCS Mobile Solutions, LLC  
Peter Castro  
Philip Wachs  
Preferred Wireless, LLC  
Rafael Licea  
Ricardo Leyva  
Rich Mucci  
Rico Rivera and Jackson Pai  
Rivera Marketing & Media Group, LLC  
Ryan and Belinda Schultz  
Sandro Miller, Sandro, Inc.  
Scott Thomas  
Tampico Beverages  
The Customer Center  
Tony Nieves  
Victor Martell  
Wireless Evolution Inc  
Wireless Lifestyle  
W.K. Entertainment, Inc.

## \$500-\$999

Alex Cárdenas  
Alexandra Goeseke  
Antonio B. Henricks  
Carlos Dávila  
Tony Castañeda  
Cesar Cruz  
Edwin Roa  
EHC Industries, Inc.  
Fox, Swibel, Levin & Carroll, LLP  
Gaby Ruiz  
Global Impact  
Irma and Larry Bueno

Jesus Arredondo  
Joshua Patron and Lorena Go-  
mez-Cantu  
Marcelino Ferrer  
Margarita Abad  
Mark Reinke  
Nelson Insulation Company  
Netgear  
Olga Salgado  
Renaissance Charitable Foundation,  
Inc.  
Richard and Maritza Williamson  
Rodolfo Beltran III  
The Entertainment Marketing Group  
The Yoga Effect  
Tommy Ramsey  
Two West Foundation  
UpRight Interiors for Business

## UNDER \$500

Adriana Calvo  
Adriene Dibble  
Agata Klejka  
Alejandro Godínez  
Alejandro Suárez  
Aleksandra Wocial  
Amanda Brown  
Amazon Smile  
Amir Seifi  
Ana Arredondo  
Ana Godínez  
Annie Kiperman  
Arlene Castillo  
Arnaldo Orozco  
Audelia Lara  
Brian Steadman

Carmen Ayala  
Catalina Mena  
Chris Oehlerking  
Christy Godínez  
Cynthia Gaspar  
Cynthia Lara  
Daniel Jonas  
David Bard  
David Vera  
Dee Casas  
Diana Salgado  
Dr Pepper Snapple Group  
Edgar Salas  
Edissa Santay  
Elena Valenzuela  
Exelon Foundation  
Indalecia Gutiérrez  
IPG Mediabrands - New York  
Isabel Villegas  
Jackie Martínez  
Jacquelline Marquez  
Jeff Strnad  
Jessica Hernández  
Jessica Lara  
Jesus Fonseca  
Jose Giusti  
Joseph Hampton  
Juan Hernández  
Juniors Landscaping  
JustGive  
Kenya Díaz  
Lechuga Head Produce, Inc.  
Lorena Montenegro  
Lorena Nuñez  
Lorena Serano  
Lorenzo Domínguez  
Luis Del Río

Madalina Tomá  
Maggie García  
Manny Mora  
Mari Torres  
María Malave  
Marilyn Alfaro  
Marisela Herrera  
Marisol Carrillo  
Mark Green-Van Zee  
Mary Beth LeMay  
Michael Orlove  
Ninja Logistics  
Nohely Nieto  
The Omni Group  
Oscar Salgado  
Osvaldo Puello  
Patricia Vera  
Patricia Williams  
Pearl Navarro  
Raul Reséndez  
Rosa González  
Rosemary Lara  
Saadia Abdalah  
Saul Romo  
Silvia Salgado  
Sofia Vega  
Stacy Pegan  
Sunrise Hitek Group, LLC  
Susana Desantiago  
Tony Falcon  
Vanessa Eng  
Veronica Salgado  
Vicky Quintana  
Victor Santay  
Yaron Cohen

# CALL TO ACTION

Maestro Cares Foundation invites community members, individuals, families, foundations, companies, artists, athletes, activists and other professionals to contribute their time, talent, and resources to the Foundation efforts to improve the lives of the neediest children throughout Latin America.

You too, can help make a difference.

Become a partner, donor or sponsor today and support Maestro Cares Foundation in fulfilling its mission to help disadvantaged children and give them a brighter future. Learn how to join us in CHANGING LIVES & BUILDING DREAMS at [www.maestrocares.org](http://www.maestrocares.org).



# OUR LEADERSHIP



## MAESTRO CARES FOUNDATION

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Chicago, IL 60642  
312.980.7788

### HENRY CÁRDENAS

Board Chairman  
[hcardenas@maestrocares.org](mailto:hcardenas@maestrocares.org)

### ZAIDY CÁRDENAS

Executive Director  
[zcardenas@maestrocares.org](mailto:zcardenas@maestrocares.org)

### MARY BETH LEMAY

Operations Director  
[mlemay@maestrocares.org](mailto:mlemay@maestrocares.org)

**THANK  
YOU**

