

New Paths for Social Development in Central America

The need to invest in people—in particular their basic health and education—is critical in reducing poverty and advancing socioeconomic development. With scarce public resources available, the international development community is mobilizing new funding partners—private corporations and their foundations—who are now providing solutions to solve some of the world’s development problems. In El Salvador, Guatemala, and Nicaragua, the Strategic Alliances for Social Investment (*Alianzas*) program is showing what can be achieved through partnerships among public, private, and nongovernmental organizations (NGOs).

Managed by RTI International, with funding from the U.S. Agency for International Development (USAID), *Alianzas* aims to raise \$2 in cash and in-kind donations (such as equipment, advertising, transportation, and volunteers) for every \$1 of USAID funding. Resources raised by the program are financing new and expanded health, nutrition, and education activities, with special emphasis on poor and underserved communities.

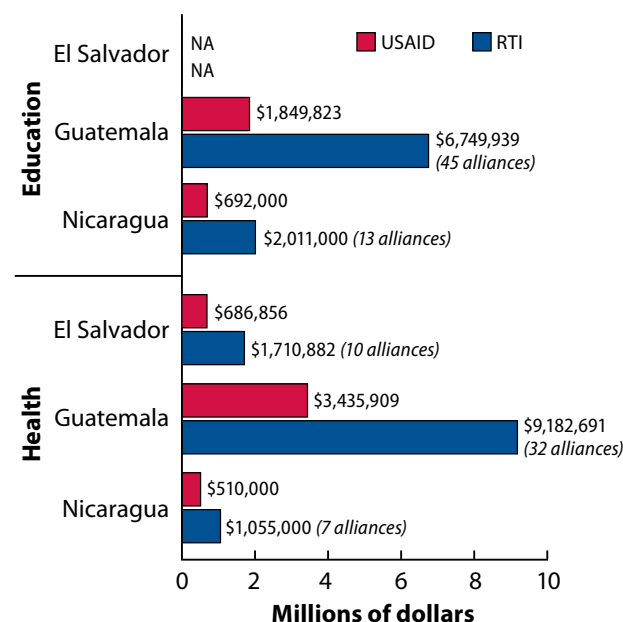


Maximizing Impact

Through *Alianzas*, leading regional and multinational companies are partnering to explore new and sustainable ways to promote corporate social responsibility (CSR), coordinate their social investment efforts, and increase their impact.

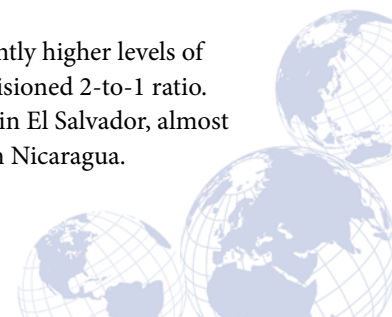
RTI brings private sector companies, governments, and NGOs together to solve national health, nutrition, and education problems. Through media events to publicize the program and direct meetings with interested organizations to discuss funding ideas and strategies, RTI is able to combine efforts in new areas for greater impact. RTI also acts as the steward of the program, ensuring the transparency and accountability of funds and measuring and reporting on actual results, which is an assurance for private corporations. Each partnership, as well as the overall program, has a detailed monitoring and evaluation plan in place. This allows RTI to easily report on progress and see at a glance which programs are having the most impact and success and which programs may not be meeting their targets.

Funds Leveraged as of June 2008



Notable Successes

To date, *Alianzas* has had significantly higher levels of investment than the originally envisioned 2-to-1 ratio. Investments are averaging 2.5 to 1 in El Salvador, almost 4 to 1 in Guatemala, and 2.5 to 1 in Nicaragua.



RTI has also been able to foster partnerships in areas that traditionally have received little interest, such as sanitation and public health. Companies such as Banco Industrial in Guatemala and Distribuidora Zablah S.A. de C.V. and Ingenio El Ángel in El Salvador now also invest in health projects, something they did not do prior to *Alianzas*.

By promoting avenues for dialogue between government representatives and the private sector, RTI helps partners identify areas of greatest need and the intersection of interests between the public and private sectors.

Alliances Large and Small

Partnerships vary in size and scope. National efforts such as *Alianzas'* coordinating and funding role in Guatemala's 2007 national immunization campaign to eradicate measles, rubella, and congenital rubella syndrome resulted in vaccinating 95% of the target population, which guarantees that the country will be certified as measles and rubella free by the World Health Organization. Smaller-scale efforts include the Soy Uno project, implemented by Banco Uno's Fundación Uno in Nicaragua, where *Alianzas'* contributions are helping provide computers, whiteboards, and other classroom supplies to five schools in rural areas. The donations from this project will benefit 1,973 students and 66 teachers.

RTI is also applying lessons learned and developing partnerships with corporations interested in establishing regional alliances to streamline their social investment and make them more efficient.

Selected Funding and Implementing Partners

Banco Industrial	FUNDAZUCAR/Azúcar de Guatemala	Mattel
Bill & Melinda Gates Foundation	Fundación Carlos F. Novella	Mercy Corps
Catholic Relief Services	Fundación CIDECO	Microsoft
Coca-Cola	Fundación Ramiro Castillo Love	McDonald's
Constructora Siman	FUSAL	Norwood Resources
Distribuidora Zablah S.A. de C.V.	Gran Pacifica	Pepsi Co.
ExxonMobil	Grupo Excel	Procter & Gamble
Fabretto Children's Foundation	Grupo LAFISE	Pro Mujer
FedEx	Handicap International	Qualcomm
FIRMES	Ingenio El Ángel	Rotary Club of America
FUNCAFE /ANACAFE	La Geo	Save the Children
		Starbucks
		Target
		Wal-Mart



[Photo: Alianzas program staff]

As a result of *Alianzas*,

- Over 120,000 children and youth have been enrolled in preprimary, primary, and secondary schools in Guatemala, and over 29,000 have been enrolled in primary schools in Nicaragua
- Over 76,000 students between the ages of 7 and 18 have received scholarships in Guatemala
- Almost 13,000 women and 2,000 men in El Salvador and over 64,000 women in Guatemala have received training to improve child health and nutrition
- Over 49,000 people have been trained to improve maternal and newborn health in Nicaragua
- Over 2,000 new teachers have been trained in Guatemala
- Over 13,000 children have been supported through nutrition programs in El Salvador
- Over 2,050,000 children have received better health care, including vaccines, in Guatemala
- Almost 349,000 people have received sexual and reproductive health education, and over 452,000 women have received breast cancer awareness messages in Guatemala
- Over 12,400 textbooks have been distributed to schools and students in Nicaragua

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