

# The Ladybug Project Inc.

## 2011 year-end newsletter

Dear Friend,

Thank you for your support of The Ladybug Project Inc.! I know it's a clichéd statement, but the project would not be where it is today, without your help.

2011 was a fantastic year for the project – far above and beyond our highest expectations. Not only is this evidence that The Ladybug Project's initiatives are topical, important, and game-changing, but it also shows hard proof that we are an organization capable of taking on these large issues in new and innovative ways.

In this newsletter, you'll see our 2011 successes boiled down to the core; our impacts and project updates as well as some fun facts and interesting anecdotes. It should be noted, though, that none of this success would be possible without our dedicated board members, volunteers, interns, and unpaid staff, who donated over 1,200 volunteer hours this year alone.

Moving forward, 2012 is a huge year for the project. We're actively grant-writing for five different large-scale innovative projects in all three of our target countries, while maintaining our core charitable giving programs. In addition, in 2012, we will have our first, full-time, unpaid staff on the ground in Africa! In fact, starting January 10<sup>th</sup>, a Graduate Intern (in partnership with the University of Tennessee) will be working for us in Equatorial Guinea until May, 2012.

As always, your support is appreciated; both in-kind and monetary donations keep our project going. In 2011, over seventy-five percent of our expenditure was charitable in nature, well within established industry guidelines and on par with many other respected NGOs. In fact, we aim to have a full financial report online and available to you by the end of January (2012), when we've processed the last donations from 2011.

Thank you, again, for your support of the project, and have a great start to the New Year!

Best regards,



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# 2011: Our Success By the numbers.

**782** pounds of school and clinic supplies sent to Equatorial Guinea.

**1** Equatoguinean university student sponsored for **4** months of American English education in Florida.

Expanded to a **3<sup>rd</sup>** country: Ghana.

We visited our sites in Equatorial Guinea and Madagascar **4** times this year to collect baseline data for grants and build up logistical support.

**5** interns recruited for our HIV/AIDS prevention internships in Ghana for 2012.

**1** Ladybug Student Club created at Florida Gulf Coast University, and partnerships made with **4** other American universities.

Over **250** volunteers recruited in 2011 to volunteer or intern with the project in **6** countries across the world.

**3** board meetings to regulate organizational growth and **5** strategic plans written and authorized for funding.

Over **1300** volunteer hours logged in 2012.

Featured in **4** newspapers (Naples Daily News, The News- Press, Florida Weekly, and the Across the Spectrum Magazine).

On December 31<sup>st</sup>, 2011 it will be **509** days since we incorporated, and **138** days since we received 501c3 nonprofit status in the USA.

Founded in 2010, The Ladybug Project Inc. has reached over 2,000 students in Equatorial Guinea, Madagascar, and Ghana.



# Project sites around the world.

**Equatorial Guinea** The need for healthcare advancement is severe and the lack of educational supplies dire. The Ladybug Project Inc. in Equatorial Guinea advances education, healthcare, and scholarship in the capital city of Malabo and in the rural village of Moka. The Ladybug Project Inc. has been working in Equatorial Guinea since 2010.

- Educational supply shipments
- Rural school sponsorship
- Rural clinic sponsorship
- Urban university student scholarship

Communities: 2

Beneficiaries: 500

Active Programs: 4

**Ghana** Our focus in Ghana is on HIV/AIDS prevention and supplementing teacher-poor schools. In Ghana, The Ladybug Project Inc. is partnered with the Bediako YouthAid Foundation (NGO) to offer American young professionals internships in HIV/AIDS prevention and as teachers. We also organize a yearly HIV/AIDS conference for 200+ participants in Jasikan, Ghana.

- Urban/rural school internships
- HIV/AIDS prevention

Communities: 12 schools/Jasikan district

Beneficiaries: 1,000+

Active Programs: 2

**Madagascar** In Madagascar it is excruciatingly difficult to obtain full education and the public school system is crumbling away due to lack of funding. The Ladybug Project Inc. in Madagascar sponsors a large urban high school in the Northern city of Diego Suarez and a smaller school in the village of Mahamasina. The Ladybug Project Inc. has been working in Madagascar since 2010.

- Urban school sponsorship
- Rural school sponsorship

Communities: 2

Beneficiaries: 1,300

Active Programs: 2

“Never doubt that a small thoughtful group of concerned citizens can change the world. Indeed, it is the only thing that ever has.”

Margaret Mead



**United States of America** The logistical and administrative headquarters of The Ladybug Project Inc. are located in America. We are registered in Florida, and also have development headquarters in Philadelphia. We undertake awareness and outreach programs at both the K-12 level and at universities; we partner with four universities to offer internships.

- University-credit internships
- School awareness/outreach
- Development and fundraising

Active volunteers: 250+

Partners: 4 universities, 1 501c3 nonprofit, and 1 corporate business.

# Our Diego Suarez school project.

## Through the eyes of volunteer.

**By Juliet Lemon** At a glance, the rusty, faded sign with a crumbling concrete wall to one side and a neighboring, decrepit corrugated tin shack to the other, really wouldn't give the impression of being a place where great work is happening. But as we all know, looks can be deceiving.

Set in the heart of Diego Suárez in northern Madagascar, I visited this dusty town and the Diego Suarez High School in November 2011 as a volunteer photographer for The Ladybug Project. At 7.15 am, camera ready, I watched the steady flow of 1510 Malagasy students, clad in light blue tunics, trickle into one of the just 14 classrooms. Chatting away energetically to each other, students retrieved exercise books from their bags while others frantically completed unfinished homework assignments.

The rickety wooden desks with attached benches, some donated by The Ladybug Project, had just enough space for three. The learners listened attentively to the teacher, repeating phrases, answering questions and copying words and sentences neatly into their exercise books. The children were all keen to learn and their thirst for knowledge was clearly visible.

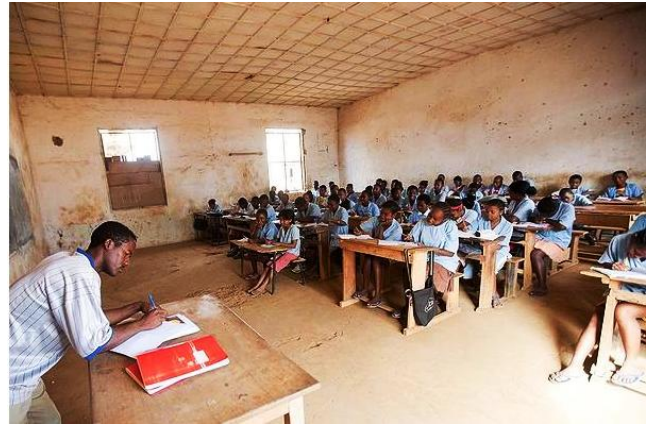
With no electricity in the school at all, the room was lit by the sunlight streaming through the open door and the windows were covered only by rusty metal bars, allowing in dust and leaves from the central courtyard. Overall the school building offered nothing more than a concrete shell to the students. No running water means no drinking fountain, or facility to wash hands and the squalid state of the long drop toilets are abhorrent.

The state of the school is in desperate need of attention, not having been renovated since Madagascar was given Independence back in 1960. Big cracks ran down the crumbling concrete walls, the remaining patches of paint on the walls were flaking off. On long, well used blackboards, it was hard to see the chalk writing. Panels in the flimsy ceilings were missing, exposing the patchy corrugated tin roof above; when it began raining lightly during the lesson, water found its way through the holes in the ceiling and onto the pupils inside it.

The headmaster of the Diego Suárez High School has great visions and hopes for the school and is working closely with The Ladybug Projects but is aware of the

reality that everything boils down to funding. Capturing such an institution on film was not for the weak-hearted; even through the smiles of the students, it was difficult not to notice the dilapidated school just out of focus over the student's heads.

*Juliet is a professional photographer based in the UK. She is currently traveling around Madagascar doing photographic assignments for some NGOs. Her work can be seen at [www.JulietLemon.com](http://www.JulietLemon.com) & [www.TheLemonGallery.com](http://www.TheLemonGallery.com) and her most recent photography work is regularly updated onto her blog <http://julietlemon.com/blog/>*



# Get involved. In 2012.

## Upcoming events

### ***The Red and Black Tie Affair. A silent auction benefit.***

What: A fabulous cocktail benefit!  
When: Feb. 2<sup>nd</sup>, 7pm-10pm  
Where: Hall of Flags, UPenn, Philadelphia, PA  
Cost: \$20/person, \$35/couple  
Contact: Kim Reuter  
kereuter@theladybugproject.com

## Upcoming volunteer opportunities

### ***Festival of Beers***

What: serve great beer for a great cause!  
Where: Fort Myers, FL  
When: Jan. 21<sup>st</sup>, 4:30pm – 10pm

### ***Minnesota Twins Spring Training!***

What: Concession stand volunteering!  
Where: Fort Myers, FL  
When: March 2012

For more info contact Kim Reuter,  
kereuter@theladybugproject.com.

**Fundraise for us** Supporters have: held fundraisers at work (great with employer matching programs!); had yard sales and sold used books for our benefit; and organized events on our behalf!

**Donate in-kind items** We accept almost any kind of in-kind donation. These tax-deductible donations are sent to our project sites in Africa (school and healthcare supplies), or used in our US-based operations (items for auction, frequent flyer miles, donated printing services, professional services).

**Monetary donations** Monetary donations are tax-deductible and are very welcome!

**Donate your time** Volunteer or intern with us! Have you got talent, time, or a desire to learn something new? Join the Ladybug Project team!

**Visit our African project sites** Going to Africa? Complete a site assessment on our behalf!



# Contact us with your questions.

## Point of Contact:

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# The folks behind our success.

