

1. Do With Awareness - Hacer Con Conciencia

This is the program designed for the current year and until December 31, 2018.



1.1 Mission.

Design, promote, support and execute programs of an environmental, humanitarian and civic education nature, seeking to put these solutions to work in a synergistic manner, sowing environmental and social awareness in the people involved and in the people beneficiaries from each program.

1.2 Vision.

In 10 years the foundation **"Do With Awareness - Make With Conscience"**, will have in operation, at least 3 shelters for abandoned animals and 5 ecovillages functional and productive, with at least one of these ecovillages, financially freed from the debt with the foundation and / or Finagro; as well as a solid working group in charge of designing and executing to the campaigns and initiatives necessary for the foundation to expand its field of action and have at least one location in three main cities of the country and a rural location.

The foundation **"Do With Awareness - Make With Conscience"**, aims to become a promoter of awareness and social transformation, making each program executed by it, be independent of the foundation, strengthening its permanence over time, by implementing an economic structure consistent with its purpose, that let him allow it to self-finance with solid productive projects, thus ensuring that each program not only generates a good social, environmental and human impact, but also strengthens and improves the standard of living of its employees and volunteers, becoming a source of employment and civic education.

1.3 Goals.

The foundation aims to achieve comprehensive solutions that cover most of the **Sustainable Development Goals (SDG)** and to achieve these goals, we are propose to design, support and execute programs that contribute in the following aspects:

1. End poverty.
2. Eliminate hunger and strengthen food security.
3. Provide health and well-being.
4. Strengthen processes of equality of gender, race and nationality.
5. Protect to water and reduce the polluting waste.
6. Encourage the use and design of new alternatives in renewable energies.
7. Support the process of creation and / or strengthening of productive projects in vul nerable population and to the eco sensitive families, with the objective of providing these people, decent work and economic growth.
8. Strengthen and improve to the small and medium organic agricultural industry.
9. Encourage the industry of environmentally friendly technologies.
10. Encourage and build in favor of the reduction of inequalities.
11. Encourage and support the creation of eco-villages or self-sustainable ecological towns.
12. Generate a strong ethical and ecological impact in the immediate societies, educate for responsible consumption and efficient recycling.
13. Reduce the human carbon footprint, positively impacting the climate of the planet.
14. Convert the beneficiaries of our programs, in restorers of native forests (flora and fauna), and strong nodes of information and ecological action.
15. Heal the wounds of marginality and war, promoting the association of peaceful and inclusive communities.
16. Establish alliances between the common citizen and the institutions responsible for managing and achieving the Sustainable Development Goals (SDG).
17. It is important to highlight that within our objectives, the creation of shelters for animals of company abandoned, is included, with rescue, recovery, sterilization and adoption campaigns; we consider this work to have a high environmental and humanitarian value, fundamental for the good development of the societies of the future.

1.4 Development.

Program for the current year and until December 31, 2018.

In development of its social object, the entity will start executing the following activities:

1. The **Do With Awareness - Hacer Con Conciencia** Foundation, will use the funds raised with solidarity financing campaigns and other programs and initiatives to raise funds and resources, as follows:
 - a. 70% of the funds raised will be used to cover the needs of each program, emphasizing its social object.
 - b. 30% of the funds raised will be used to cover the administrative and payroll expenses of the foundation.
2. An internal department called "**Animal Brother Project**" was established, in charge of supporting, financing and encouraging the creation of shelters for the rescue, recovery, sterilization and adoption programs for animals of company abandoned.
3. An internal department called "**Project Symbiosis**" is established, which will have the functions of business incubator, focused on supporting, financing and encouraging the creation of eco-villages or ecological towns, with the intention of providing opportunities to for eco-sensitive communities, and to the families of vulnerable population, in a state of economic and social helplessness, of live in an ecological and self-sustainable way, creating human settlements that, helped by the incubator, become restorers and defenders of the immediate ecosystems, offering them the opportunity to strengthen their economy using agroecology as a productive project, safeguarding this way its food security.
4. An internal department called "**Alliances Project**" is established, in charge of supporting local micro entrepreneurs, in exchange for their contribution to the social programs of the foundation, whether economically, in kind or in human resources.
5. An internal department called "**Collective Conscious Project**" is established, in charge of supporting, financing and encouraging the creation of training and social awareness programs.

1.5 First Campaign of Solidarity Financing

With the purpose of collecting funds to start work in the different programs of the foundation, we have designed a solidarity financing campaign, focused on micro and medium business entrepreneurs, in Usaquéen, Bogotá/Colombia.

The campaign is summarized in the presale of a sculptural series entitled "Building Materials", composed of 42 pieces, these will independent works but in turn they will join to form a object-space and consolidate the final concept of the work; will be delivered within a period of 3 months after the end of the campaign.

- 35% of the capital raised will be invested in the materialization of the 42 pieces, the labor, its staging and the subsequent delivery.
- 65% of the capital raised will be received by the foundation as a donation, for the development of its social programs.

Title:	Construction Materials
Plastic Current:	Concept Art and Relational Art.
Dimensions:	30cm x 30cm x 40cm (Side x Side x Height).
Materials:	Crystal, Acrylic and Acetate printed.
Value Piece:	\$ 750,000 Cop. M/cte.
Number of Pieces:	42 with base each piece



1.6 First Special Concourse

25 students or professionals will be called as follows:

- 5 Financial Analysts
- 5 Economists
- 5 Graphic Designers
- 5 Plastic Artists
- 5 Experts in Digital Marketing



Note.

SENA students, who have knowledge in these areas will be welcome.

To design and execute 5 solidarity financing campaigns and 5 campaigns to collect donations focused to the private company, with the purpose of strengthening the economy of the foundation and start the execution of our different social and environment objectives.

Each volunteer will receive at the end of the process, an honorary diploma for his valuable contribution and a certification of his work where it will be specified, in what projects collaborated, and the capital raised for the foundation, in such a way that it can be attached to his sheet of life.

On the other hand, the group of volunteers that stands out in the process, will receive a job offer with the aim of continuing to preserve this valuable human resource for the foundation.

To the universities, and the Community Action Boards among others institutions, will be asked for in-kind support for this program; the objective of this request, will be to obtain a work space, for at least 2 months, for the design and execution of these initiative.

2. Animal Brother Project

2.1 Mission.



Animal Brother Project, seeks to become an incubator of shelters, for rescue, sterilization, recovery and adoption, of abandoned dogs and cats; we will become a body of awareness and social transformation.

2.2 Vision.

Animal Brother Project, is a manager and facilitator of economic solutions for foundations and animal shelters promoted by the program and even for existing ones.

In 10 years we hope to have a strong and numerous work team, creating productive projects adapted to each shelter so that they can self-finance and continue rescuing, sterilizing, recovering and looking for adoptive homes for abandoned dogs and cats.

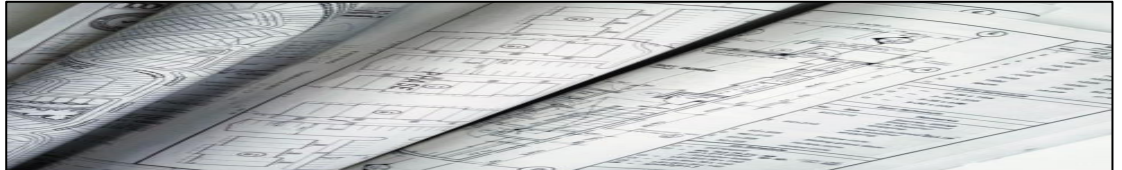
In addition to this, we hope to become designers and promoters of citizen training programs that help our society to find appropriate solutions to reduce the abandonment and mistreatment to the animals, at all scales.

2.3 Animal Shelter, Of Hairs and Whiskers.

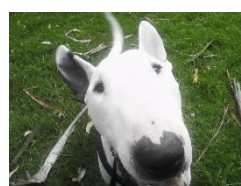
This program pursues the creation of our first shelter for abandoned or born animals in the streets of Bogotá DC city.

La fundación **Hacer Con Conciencia – Do With Awareness**, starts by launching its first Solidarity Funding Campaign with the purpose of gathering the basic funds necessary for the shelter to be created; This first campaign will have a circulation time and term that will not exceed 6 months of circulation plus 3 months of execution and delivery; In addition to this campaign, we will contact 100 private companies and 10 universities to look for economic resources, in kind and in human resources, that will help us to materialize this first animal shelter in an ideal term of 9 months.

2.3.1 Annotations.



1. The person in charge of the Shelter Management must be a person with experience in managing groups of at least 15 dogs and / or cats.
2. It is ideal that the 3 support employees are professionals or students in zootechnics, veterinary or related careers.
3. The managers and employees of each shelter will be subordinated to the decisions of the **Animal Brother Project**, and this in turn will be subordinated to the decisions of the general assembly of the foundation **Do With Awareness - Hacer Con Conciencia**, it can reward or dismiss them if it necessary.
4. The program will seek funds and / or establish agreements, so that the Direction of the shelter, and the 3 support employees, do the Canine Training Course at the Red Cross.
5. The program will seek funds and / or establish agreements, so that the Direction of the shelter, and the 3 support employees, make the Brigade Course in the Red Cross.
6. The hostel manager will seek financial independence, returning the initial money to the foundation **Do With Awareness - Hacer Con Conciencia**, relying on the work team of the foundation to design productive projects according to their purpose and characteristics.
7. Reached the financial freedom of the hostel, the manager or managers thereof, seek to formalize the hostel as a non-profit entity, independent of the foundation **Do With Conscience - Hacer Con Conciencia**, the foundation will continue to provide assistance and support in the process, in addition to becoming a fiscal auditor for the proper use of the future resources of the new NGO and until five years of work are completed, at which time the directors of the shelter may choose another or other fiscal auditors.
8. At this step, the foundation **Do With Conscience - Hacer Con Conciencia**, will officially hand over the resources and assets acquired for the creation of the shelter, in the name of the new NGO.
9. It should be noted that the first shelter, will remain as part of the foundation and will have an additional purpose, since it will be a training space for support employees, who will become the founding directors of future shelters.



2.3.2 Estimated Budget.

The net budget that will meet to start the program will be 136.290,⁰⁰ USD, distributed as follows:

Start-up Costs for 1 Year of Work - Approximate Operating Average with 50 Rescued Dogs and Cats	Monthly	Annual	Initial Collection Goal
Rental.	570, ⁰⁰	6.840, ⁰⁰	6.840, ⁰⁰
Services (Water, Light, Gas and Communications).	212, ⁰⁰	2.544, ⁰⁰	2.544, ⁰⁰
Supplies of Cleaning.	38, ⁰⁰	456, ⁰⁰	456, ⁰⁰
Pest Preventative Fumigation (Bimonthly).	20, ⁰⁰	120, ⁰⁰	120, ⁰⁰
Food in croquettes for dogs and cats; Rice and raw chicken to prepare in cases of Surgical Recovery or Special Diets.	1.194, ⁰⁰	14.328, ⁰⁰	14.328, ⁰⁰
Provision of Uniforms, Rubber Boots, Shoes, Protective Suits, Gloves, Bacterium Face Masks, Elbow Pads, Knee Pads, Waterproof Coats (Every 4 Months x 4 People).	378, ⁰⁰	4.536, ⁰⁰	4.536, ⁰⁰
Human First Aid Kit.	9, ⁵⁰	114, ⁰⁰	114, ⁰⁰
First Aid Kit Dogs and Cats.	114, ⁰⁰	1.368, ⁰⁰	1.368, ⁰⁰
Budget for Special Medications, for 50 dogs and / or cats, approximately.	190, ⁰⁰	2.280, ⁰⁰	2.280, ⁰⁰
Budget for Surgical Medical Expenses and Hospitalizations, for 50 dogs and / or cats, approximately.	642, ⁰⁰	7.704, ⁰⁰	7.704, ⁰⁰
Bimonthly Budget For Adoption Events, and calls for community work (per diem, transport, tents, chairs, tables, crates, refreshments, first-aid kits, portable toilets, etc.).	755, ⁰⁰	9.060, ⁰⁰	9.060, ⁰⁰
Payroll of the hostel: 1 Managerial Charge X 3 SMMLV and 3 Employees of Support X 1,5 SMMLV each one (minimum monthly salaries legal in force -SMMLV- for its acronyms in Colombia), this includes benefits of law.	2.906, ⁰⁰	34.875, ⁰⁰	34.875, ⁰⁰
Stationery, Administrative and Representation expenses of the Shelter.	378, ⁰⁰	4.530, ⁰⁰	4.530, ⁰⁰
Utensils and Office Furniture, 2 Computers, 2 Washers, 5 Blowers, 100 Blankets, 5 Hairdressing Machines, 2 Garden Hoses, 4 Mop Squeegee Buckets.	Long-Duration Resources		5890, ⁰⁰
Canine Toilet utensils for 4 cubicles, Scissors for cleaning ears and hair cutting, etc.	Long-Duration Resources		755, ⁰⁰
Subtotal:	7.950, ⁰⁰	95.400, ⁰⁰	95.400, ⁰⁰
30% for administrative expenses of the foundation Do With Awareness - Hacer Con Conciencia.	3.407, ⁵⁰	40.890, ⁰⁰	40.890, ⁰⁰
Total:	136.290, ⁰⁰		

This is the initial work program of the foundation Do With Awareness - Hacer Con Conciencia, designed to be developed during the year 2018.