

FROM THE CREATORS OF THE 1ST GREAT SOCIAL RESPONSABILITY CAMPAIGN:



Corazoles



KUMBRE 2014

CLIMB FOR AIDS CURE

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EXPEDITION TO KILIMANJARO'S PEAK IN AFRICA

[COCA - COLA CIRCUIT ROUTE]

"THE MOST TRAVEL ROAD"



WORLD RECORD CLIMB
FOR AIDS CURE
 HIKING MILES · SAVING LIVES

MÉXICO & TANZANIA
 PUEBLA MOSHI

— 2014 —

FUNDRAISING EXPEDITION & SOCIAL
 RESPONSIBILITY CAMPAIGN ENCOURAGING
NELSON MANDELA DAY
 LEAD BY JUSTY ELYSER TATO

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A PROJECT BY:



SUPPORTING THE GOALS OF:



TO BENEFIT:



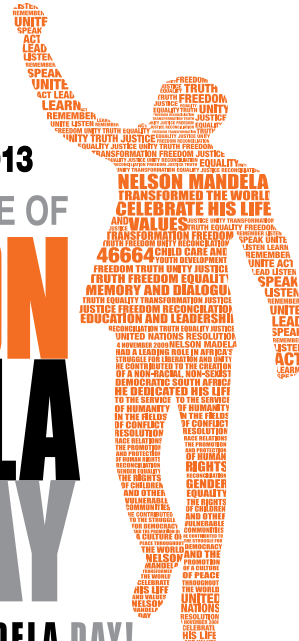
ACCORDING THE INITIATIVE OF:

18 JULY 2013

PROUD ADVOCATE OF

NELSON MANDELA DAY

MAKE EVERY DAY A MANDELA DAY!



PROUD TO PROMOTE THE
 NELSON MANDELA'S LEGACY:



*"We can change the world and make it a better place.
 It is in your hands to make a difference."*

[Nelson Mandela]

TÍTULO (carta)

For ALKIMIA MARKETING GROUP and its network of social businesses; ETIC, CONKAUSA and GO-GREEN, it is a great satisfaction to extend you a kind invitation to participate in the new **Social Responsibility International Campaign: KUMBRE 2014 (HIKING MILES - SAVING LIVES)**.

Campaign for which we were distinguished for participating in the **2013 UN World Summit: Architects for a Better World**, a summit of world leaders making special emphasis on the challenges and opportunities to aid Africa and with an unequal opportunity of inviting you to attend the said convention, along with some of our main allies and sponsors, during the 19 and 20 of September in the Headquarters of the United Nations in New York in company of Secretary-General, Ban Ki-moon.

After the festivities commemorating the goth birthday of **Nelson Mandela** organized in Hyde Park, London, it was suggested that nothing would be more appropriate to celebrate his birthday every year, than by a day dedicated to the work of his life and that of his charity organizations, thus assuring his legacy endures forever. With these arguments the **UN** declared **July 18 as Nelson Mandela's International day or Mandela Day**. And with it, a universal movement was initiated inspired on his example -to assume the responsibility to ourselves and to others-. This movement's motto, stated by Mandela himself, "It is in your hands to make a difference", calls to action for individuals – for people everywhere – to take responsibility for changing the world into a better place, one small step at a time, just as Mr. Mandela did.

Thanks to the success and recognition obtained by the economic and media results obtained by organizing the **1st Great National Campaign of Unity and Social Responsibility CORAZOLES**, carried out to the benefit of the **Twentieth Anniversary** of the **GVMA** foundation, (Mexico-German Voluntary Group, "House of the Sun". Transliteration.) Examples of such results are the visit in the Vatican to **Pope Benedict XVI** or obtaining the sponsorship

of more than 100 leading businesses in Mexico. Therefore because of the coming 95 birthday of Nelson Mandela and by the empowerment of the **NELSON MANDELA INTERNATIONAL DAY**, we have been invited to join the celebration as individuals, as companies, as countries and as a region by presenting a new campaign of solidarity in which we will be representing **Mexico and Latin America**.

Currently, eight thousand people die daily due to illnesses related to **AIDS**. An effective cure against this pandemic is yet to be found. **The Global Fund** is an agency of the **UN** that operates as the international financial institution dedicated to attract and distribute resources to prevent and treat HIV/AIDS, tuberculosis and malaria. To do this, it promotes the establishment of associations between governments, civil society, the private sector and the communities affected. Since its conception in 2002, it has financed more than 1,000 programs in 151 countries, allowing the performance of 250 million HIV tests and 4.2 million treatments against AIDS.

This is why **ALKIMIA GROUP** being a holding company that as "stakeholders" is part of and promotes the principles of the **World Pact**, it is a pleasure to invite you to this opportunity so that through **KUMBRE 2014** you adhere to this important voluntary movement of global social responsibility (the largest one of the world). And with it, you also join to the attainment of the **MDG** (Millennium Development Goals), a pair of commendable initiatives undertaken by **The United Nations**.

For such bases is that again we have focused in developing a model of a self-sustainable integral campaign that repeats the detonation of a multi-sector alliance with governments, businesses, mass media and civil society. To promote in this edition, the contribution of resources to benefit of **The Global Fund fight against AIDS, Malaria and Tuberculosis**, the coalition will be motivated by an original and creative social initiative, that once more has been planned and designed in the form of a non-profit plus bond, for the purpose of sensitizing people on this important humane cause.

This by means of launching and positioning a supportive macro-campaign framed by a series of viral marketing strategies with international impact and diffusion that will employ a tone chiefly aimed and focused to generate conscience among you, the

decision makers in all levels: heads of state and government officials, opinion leaders, corporation and foundation executives, etc. to get you to know the responsibility of cooperating to **eradicate AIDS by the year 2015**, thus enhancing in a dynamic and interactive way, the raising of awareness, on the different programs against AIDS and other devastating illnesses that **The Global Fund** finances in multilateral and bilateral ways.

This campaign will be empowered through openly calling for the active participation of all these actors in the socially responsible promotion and sponsorship of an **expedition to climb to the summit of Mount Kilimanjaro in Africa** - one of the seven highest mountains of the world and geographical icon of the most affected by AIDS continent -. It is important to mention that this world wide caravan will be comprised by dozens of ambassadors getting together from all the regions of the planet.

Which together will conform an inclusive group of climbers (novices, amateurs and experts) integrated by: CEOs, politicians, athletes, celebrities, activists, entrepreneurs, journalists, bloggers, executives, intellectuals, university students, artists and HIV bearers among others; taking as banner the flag of the Fight against AIDS, **will set the world record** "as the largest philanthropic, ecological, and sports expedition" (more than 100 people climbing at the same time for a good cause).

Inside the Campaign's Financial Structure we have integrated different schemes contributions to allow the economic capitalization of an affordable goal. Throught the symbolic acquisition "miles of fight against AIDS" via government grants, donations, sponsorships and matching funds: institutional, corporate and individual and they will be deposited directly in full transparency for each benefactor to the United Nations Foundation for the Global Fund.

In symbolically in de presence of important delegates form The Global Fund and other distinguished personalities who will gather for a "Special Event" (donation ceremony and projection of the expedition documentary testimony) to be held in Puebla, Mexico. During the first week of December 2014 and to commemorate the "World Day against AIDS."

In the same way but kind character, also included an important

category to launch an extensive call and archieve the consolidation of a strategic network alliances with renowned team and media groups As with prestigious institutions of civil society that contribute massively to polarize and all sectors the campaign, its message and goals.

We are convinced of the great economic spectrum and social media can attract with this new crusade, **created and designed in Mexico to benefit the cure for HIV / AIDS**. Just as the positive visibility nationally and internationally that this campaign will provide the Goal 6 of the Millennium Development Goals, eradicating HIV / AIDS by 2015.

We are pleased to hear positive resolution to participate in the realization of this important global movement successfully.

For your kind attention in advance, thank you very much sincerely,



Mtro. JUSTY ELYSER TATO
CEO | ALKIMIA GROUP
Founder KUMBRE 2014



DAILY 9 BABIES BORN WITH HIV



THE GLOBAL FUND

Since its creation in 2002, the **Global Fund** has financed more than 1,000 executed programs in 151 countries; this has allowed 4.2 million people to receive treatments to fight AIDS.

The **Global Fund** depends on the voluntary monetary contributions of all the sectors of the society: governments, private sector, social enterprises, philanthropic and private foundations. Although significant, the contributions received so far are only part of the \$15 billion USD that, according to estimates by experts, are needed each year to prevent and treat AIDS, tuberculosis and malaria effectively in the entire world.

The **Global Fund** has the proven capacity to accomplish their job: it is innovative, focused on the results; it is also effective and accountable. It has played a key role driving dramatic advances in the fight against the three diseases mentioned above, which could slow down if you lose the dynamics achieved. In order to fund more grants and pursue programs that work, it is necessary to sign new substantial commitments.

Although governmental donors are still the main source of financing, an increasingly **important monetary contributions received by the Global Fund also depends on the private sector and other non-governmental donors**. As a public good, the **Global Fund** relies on all sectors of society for help to realize his vision of a world free of the burden of AIDS, tuberculosis and malaria.



United Nations Global Compact

GLOBAL COMPACT

In 1999 during the **World Economic Forum in Davos** (Switzerland), the **Secretary General of the United Nations, Kofi Annan** proposed a **Global Compact** to achieve a bridge of collaboration between the **UN**, governments of countries, companies, and the civilian society. The purpose of the **Global Compact** is to invite governments, businesses, and organizations to support and put into practice a set of ten fundamental principles: Human Rights, Labor Standards, Environment, and a fight against corruption.

In 2000, only one year after the consolidation of "**The Global Compact**" during the celebration of the **Millennium Assembly** and Summit, was included in the **Millennium Declaration letter**: a document in which 191 countries established different points of agreement to work together on various global issues, including the **AIDS problem** as **number 6** for the "**Millennium Development Goals**" (MDGs). It was emphasized as one of the most challenging goals to undertake and maintain for this global partnership, to overcome and counteract the disease to achieve its extinction by 2015.



THE MILLENNIUM GOALS

- Goal 1:** Eradicate extreme poverty and hunger.
- Goal 2:** Achieve universal primary education.
- Goal 3:** Gender equality.
- Goal 4:** Reduce child mortality.
- Goal 5:** Improve maternal health.
- Goal 6:** Combat HIV / AIDS and other diseases.
 - Goal 6-A:** Halt and begin to reverse, by 2015, the spread of HIV / AIDS
- Goal 7:** Environmental Sustainability.
- Goal 8:** Develop a global partnership.



Joint United Nations Programme on HIV/AIDS
UNAIDS
UNICEF • UNDP • UNFPA • UNDCP
UNESCO • WHO • WORLD BANK

GETTING TO ZERO

The **UNAIDS** strategy of **2011-2015** aims to globally further progress on the road towards the goals of universal access to HIV prevention, treatment, care, and support. It will also halt and reverse the spread of HIV, and contribute to the achievement of the **Millennium Development Goals** by 2015. The report presented by UNAIDS in 2012 to mark the **World Day to Combat AIDS**, shows significant progress in the prevention and treatment of HIV / AIDS in the last two years. The number of people with access to life-saving treatments has increased by 60% and new infections have dropped by half in **25 countries, 13 of them in sub-Saharan Africa**. According to **Executive Director of UNAIDS, Michel Sidibé**, "**We only have 1,000 days to reach the deadline, and ensure the attainment of global goals on AIDS by 2015**".



WORLD AIDS DAY (DECEMBER 1, 2012)

UNITED NATIONS

The General Secretary of the **UN** (the United Nations), **Ban Ki-Moon**, to commemorate **World AIDS Day 2012**, said, "**The goals of zero new HIV infections, zero discrimination and zero deaths related with AIDS by 2015 can be achieved**". To mark the **World Day to Combat AIDS**, let us commit to use and expand the encouraging achievements of recent years to relegate HIV/AIDS to the history books". A recent UNAIDS report shows that since 2001, 25 countries have reduced new infections by more than 50% and in the last two years there has been a 60% increase in the number of people with access to treatment.

Progress is important, but there is further work to do. **The Millennium Development Goal on HIV/AIDS is clear: to halt and begin to reverse the spread of the epidemic in 2015**. Thanks to the determined efforts of governments and the civilian society, the achievements are near.



World Health Organization

FEASIBLE TARGET FOR 2015

Given the current spread of the epidemic, reaching zero may seem difficult, but important progress is being made. Much of the progress is attributed to the treatment of infected people with antiretroviral drugs that can save their lives. These drugs reduce the amount of virus in the blood, which increases the possibility that the patient can remain healthy and reduces the risk of transmitting the virus to another person. In 2011, at the **General Assembly of the United Nations**, governments agreed to a goal that **by 2015 there are 15 million people infected with HIV receiving antiretroviral therapy**. The latest global statistics indicate that this goal is achievable, as long as countries can maintain their current efforts. "To further expand access to antiretrovirals," said Director of HIV Department of the **World Health Organization, Dr. Gottfried Hirnschall** "**The 2015 target seems more likely now than ever**".



HISTORY

BEHIND KUMBRE 2014

NELSON MANDELA

Nelson Rolihlahla Mandela (Mvezo, South Africa, July 18th, 1918), also known as **Madiba** (honorary title given by elders of Mandela's clan, he was also named Tata); politician, was the first black president of South Africa chosen by democratic universal suffrage. Just as the Umkhonto we Sizwe, the right arm of the African National Congress (ANC).

As he resigned to his hereditary right to be chief of the Xosa tribe, Nelson Mandela became a lawyer in 1942.

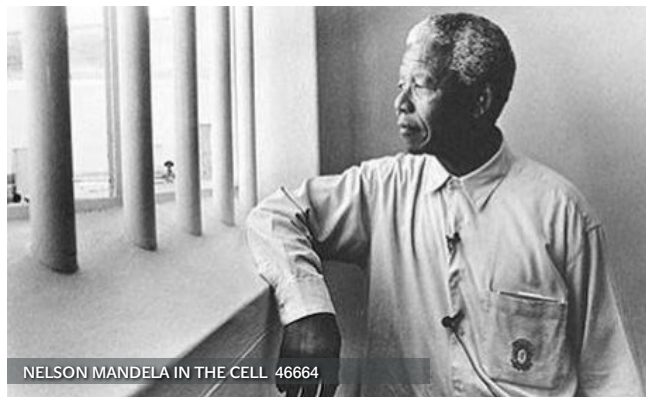
In 1944 he joined the African National Congress, a fighting group against the oppression of the black South Africans. Mandela was one of the leaders of the Congress Youth League, which became the main group of the ANC; they believe in African socialism: nationalist, non-racist and anti-imperialist.

In 1948 he came to power in South Africa the National Party, which institutionalized racial segregation created by the apartheid.

Under the inspiration of **Gandhi**, the ANC advocated non-violent methods of struggle: Youth League (led by Mandela in 1951 to 1952) organized civil disobedience campaigns against segregation laws.

In 1962 he traveled through a few African countries raising money, receiving military training and promoting the African cause. At his returning he was arrested and put in jail for five years. A trial against the head chiefs of the Lanza de la Nación condemned him to a life imprisonment for sabotage. That same year he became the president of ANC.

Was imprisoned for more than 27 years, and most of the years he was confined to the Robben Island prison. The South African government rejected all the requests to set him free. Nelson Mandela became an icon against the apartheid inside and outside



of the country, he became a legendary icon of the missing freedom to black South Africans.

After he became a free man in February 11 of 1990, Mandela led the negotiation's party to get a multiracial democracy in South Africa, and he did get it in 1994 with the first democratic elections. **He won the elections and became president from 1994 to 1999**, since he became president he started a political reconciliation, keeping **De Klerk** as vicepresident, and trying to gain the participation of the Inkhata party.

Nelson Mandela received over 250 international awards during four decades, **including the peace Nobel Prize in 1993**.



THE 46664 MOVEMENT

46664 was named after Mandela, (**prisoner number 466 of 1964**) when he was imprisoned for life at Robben Island, at Cape Town, South Africa. That's why Nelson Mandela gave this name to their social movement, as a permanent reminder of the sacrifices he was willing to do, and because he believed passionately in social justice and humanitarian.



The creation of **46664** movement was Nelson Mandela's initiative to **stop and prevent the HIV/AIDS epidemic**. But soon enough, Mandela considered that if he wanted to reach the youth, he needed the support of the most important world leaders. With this he named different celebrities as the **"46664 ambassadors"**, which gave a place to the movement through concerts and events supporting the cause.

Even though his actions still being an important part of the cause, 46664 has extended his model of social mobilization. Nowadays they promote a movement that inspires people to continue with Mandela's humanitarian legacy, through activities such as the **"NELSON MANDELA DAY"** which is basically to do something good for someone else.

Today, besides disseminate prevention and fight against HIV/



MANDELA DAY

After the success of the celebrations for the **90th birthday of Nelson Mandela** in London's Hyde Park in June 2008, it was decided that nothing could be more appropriate to celebrate his birthday every year with a day dedicated to the work of their life and their charitable organizations, and **to ensure that his legacy can continue forever**.

The message of the initiative of **Nelson Mandela Day** is simple: Mr. Mandela spent 67 years of his life fighting for the human right. **NMD** promotes that **every person devote 67 minutes of their time, to do something good for someone**, whether to support a charity or to serve their community.

NELSON MANDELA DAY is a call to action for everybody, so that all people take action and responsibility everywhere for changing the world to a better place, one small step at a time, like Mr. Mandela did.

AIDS, covers all the areas of Nelson Mandela's humanitarian legacy and social injustice issues.

This approach has been carefully selected 46664 to various nonprofit entities, to ensure that the movement is not only dependent on philanthropy, becoming a procurement initiative to sustainably fund. Among the projects that contribute to this are the Official Bangle 46664, 46664 Vodacom campaign, and Apparel 46664.

Since 2002, 46664 it became a non profit organization.



CORAZOLES IN PUEBLA

Corazoles in Puebla "The First Great Campaign of Unity and Social Responsibility in Mexico" was the result of the sum of good ideas and creative urban art movements with philanthropic purposes made by the main cities and capitals of the world.

An example of these samples were the cows from **Cow Parade** in Barcelona, Paris, Marseilles, Florence, Milan, Denmark, Dublin, New York, Miami, Las Vegas, Mexico City, Sao Paulo, Buenos Aires, Istanbul and Tokyo. Just as the figures of lions in Munich **Lion Parade**, Bears **United Buddy Bears** in Berlin or elephants **Elephant Parade** in London among others.

Corazoles was design to the benefit of the **Twentieth Aniversary of the Grupo Voluntario Mexicano Aleman Foundation** and **Casa del Sol**, where they're being taking care of the growth of the isolated children from Puebla.

And thats the way Puebla, attended this cause, with sculptures in heart's shape, distributed on key points of the city, to be exhibited in for free.

The sculptures were 2 meters tall, and they were elaborated by known plastic artist and painters, like: **Romero Brito, Leonardo Nierman, José Lazcarro, Alejandro Santiago, Luca Bray and Sergio Hernandez**. Who donated their works in a totally selfless for this initiative.

The concept of the campaign Corazoles in Puebla was very successful, the results were remarkable economic and media, as it managed to summon hundreds of sponsors and partners, including government agencies, corporate companies, universities, foundations and media that supported the campaign, exhibition and all events connected.



MARTHA CARVAJAL, MARTHA E. ALONSO DE MORENO VALLE AND JUSTY ELYSER TATO

With contributions that were both economic resources and in kind.

Within the social spectrum GVMA institution positioned itself as a regional, national and international by gaining recognition with all the promotion and dissemination of the campaign through the physical sample of the sculptures in its different versions, both outdoors and in museums, shopping centers and parks.



OPENING CEREMONY OF THE CAMPAIGN 'CORAZOLES' IN C.C.U. BUAP

Among the most important actions of Corazoles we quote: massive concert presentation and the release of the campaign by the Nicaraguan singer Hernaldo Zuniga, with an audience of 4000 people and the fashion group's concert Camila at the Esplanade University Cultural Complex of the **BUAP (Benemérita Universidad Autónoma de Puebla)**, which recorded a sellout with more than 13,500 people gathered.

Also achieved significant capacity during the opening ceremony of the campaign with diverse media that covered the event. Just as during the gala auction frame it all works.



CONCERT "CAMILA" FULL HOUSE ((14,000 PEOPLE) C.C.U. BUAP



CONCERT "HERNALDO ZÚÑIGA" FULL HOUSE (4,000 PEOPLE) C.C.U.BUAP

With all the strategies created, this cause had a direct impact from over a million people, including local families, tourists and media who visited, appreciated and talked about the campaign and its exhibition. In addition to this, they sympathized with **"Casa del Sol"** cause. What resulted in institutional strengthening and allowed them to create a new portfolio of donors, volunteers and a trust to help ensure its operations annually.



FELIPE CALDERÓN AND RAFAEL MORENO VALLE OPEN ECOPARK IN PUEBLA



"CORAZOL" DONATED TO METROPOLITAN ECOPARK OF PUEBLA



CORAZOLES IN THE VATICAN

During december of 2011 the Christmas celebration took place at the Vatican and Puebla was the fourth mexican entity to participate in this porgram which included representation from Puebla a series of events and meetings to strengthen relationships with business tourism, trade and cultural, among which wore a gastronomy, a photo exhibition and craft (one birth Corazoles talavera and sculptures).

The state of Puebla was represented by a diplomatic delegation led by Governor **Rafael Moreno Valle** and his wife, President of the State DIF, **Martha Erika Alonso Moreno Valle**. And other distinguished members of the government and its agencies poblano.

During the reception in Rome, Vatican State Governor, Mr. **Giuseppe Bertello**, served as host for the visit of Puebla who distinguished himself with the reception of His Holiness Pope **Benedict XVI**, who accepted a number of gifts. Among those, stood a silver reliquary by the Governor and a sculpture "Special Edition" of the "Corazoles" handed by **Mrs. Martha Carvajal Huerta**, Mexican President German Volunteer Group, "Casa del Sol".



MARTHA CARVAJAL MAKING DELIVERY OF A 'CORAZOL' TO POPE BENEDICT XVI

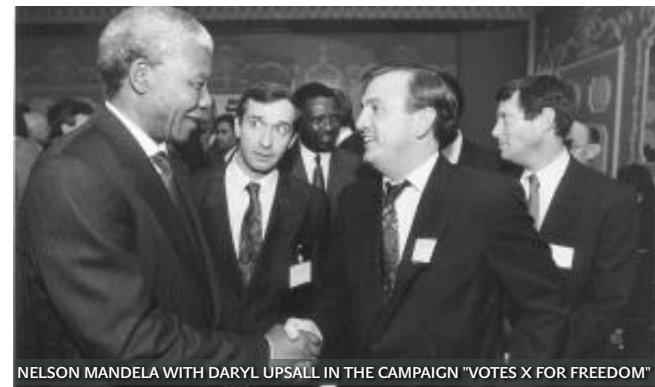
FOUNDRAISING CAMPAIGN "VOTES X FREEDOM" TO HELP FUND THE NELSON MANDELA PRESIDENTIAL CAMPAIGN

In 1992 Daryl Upsall, International Consultant and a worldwide fundraising guru, led the most memorable Political Foundrasing Campaing of all times. With a 1 million ponds goal, **Daryl and his colege in WWAV, Lindall Stein**, planned a comprehensive campaign fundraising in the **UK**, to finance Nelson Mandela's presidential campaign.

They named it "Votes X for FREEDOM" which use different training strategies, such as, press, mail, publications and phone calls. This not just help to reach the goal, but duplicate it, aspects Mandela joined to win the election.

Between 2005 and 2006 **Justy Elyser Tato** had the opportunity to became part of the **DUCI** (Daryl Upsall International Consulting) team, in Madrid, España, while he realize his graduate program. During this time, Daryl, more than being his boss, let him learn of his "know how", leading him to important colleagues and among all, encouraging him to develop new ideas for future campings.

That's how Daryl became one of his main mentors and professional sponsors, besides encouraging him, advice him to travel to London and apply for the Institute of **Fundraising UK**.



NELSON MANDELA WITH DARYL UPSALL IN THE CAMPAIGN "VOTES X FOR FREEDOM"



TONY ELISCHER, JUSTY ELYSER TATO AND HIS MENTOR DARYL UPSALL IN MADRID

Twenty years later, and almost two yeas of planning and training, Justy Elyser Tato and his creative team, designed the Social responsible and fundraising campaign "KUMBRE 2013" (Hiking Miles - Saving Lives).

Sensitized by the **Millennium Development Goals** and the Global Compact of the United Nations. Inspired by the humanitarian legacy of Nelson Mandela and motivated by the social movement of **Nelson Mandela Foundation** with **UN**, "NELSON MANDELA DAY". And with a "special recognition", to the legacy marked by **Daryl Upsall**, at the release of the first fundraising campaigns against HIV/AIDS in the go's.



ELTON JOHN AND DARYL UPSALL IN THE CAMPAIGN vs HIV/AIDS "BE GOOD IN BED"



CORAZOLES IN ÁFRICA

As part of the diplomatic protocol and the 95 birthday of Nelson Mandela, "Kumbre 2014" made a -Limited Edition- named "Corazoles de Africa" by José Lazcarro Toquero winner of th the IX International Art Biennial **FEMSA 2009**, also a Plastic Artist, which production was financed by a sponsor of the benefit of the kids shelter "Casa del Sol" in Puebla.

This will be devoted to Nelson Mandela in South Africa in the name of the State of Puebla, Mexico.





CORAZOLES IN THE UN

During the recent celebration of the **UN Global Compact Leaders Summit 2013 "Architects of a Better World"** Organized by the **Global Compact office of the United Nations**, the Campaign for Social Responsibility and Fundraising **"Corazoles in Puebla."** Carried out to the benefit of the Twentieth Anniversary of the foundation **GVMA (Mexico-German Voluntary Group, "House of the Sun". Transliteration.)**

It was undertaken by its board, planned and designed by **Alkimia Marketing Group** and social enterprises **Etic and Conkausa** in collaboration with the recognized plastic artist from Puebla, **José Lazcarro Toquero**, Lazcarro's Gallery and an eclectic team of famous and emerging sculptors and painters of national and international level who voluntarily cooperated by donating their artwork to the couple of dozen companies that in symbolic manner sponsored their interventions and various media that contributed to its dissemination and diffusion.

Had an important presence as a "success case" during the different diplomatic receptions, forums, advertisement and events that conformed this global summit. The most important of its kind which was chaired by the Secretary-General of the UN, **Ban Ki-moon** who along with the Executive Director and Co-founder of the Global Compact **Georg Kell**, managed to bring together the world leaders of business, the government, civil society and the United Nations, as the President of the United States of America, **Barack Obama** and her majesty, **Queen Matilde** of Belgium, the Director-General of the UNESCO, **Irina Bokova**, the Executive Director of the UNICEF **Anthony Lake**, the Nobel Peace Prize, Chairman of Yunus Centre and founder of Bangladesh Grameen Bank **Muhammad Yunus**, the President and Commander in Chief of the Federal Republic of Nigeria **H.E. Dr. Goodluck Ebele Jonathan** and the Executive Director of the Global Reporting Initiative **Ernst Ligteringen** among many others.



PIE DE FOTO

In this way Ki - moon received from the Director General of Alkimia Marketing Group and Co - Founder of " Corazoles " Mtro. Justy Elyser Tato, a special edition of this original collection of urban art and solidarity called, **"The Corazol of Peace"** during the summit and within the framework of the General Assembly of the United Nations in the UN headquarters in the City New York U.S.

This meeting established by the Global Compact is held every three years and in this its 2013 edition was raised to promote a new global concept of corporate sustainability also served as the ideal medium for companies, governments and organizations to work together and engage framework and macro - models implement multisectoral successful campaigns as **"Corazoles in Puebla"** - and together with other UN agencies to contribute to the achievement of the **Millennium Development Goals (MDG- MDO 's)** on child



PIE DE FOTO

rights, empowerment women, food security, education, water and climate change. As well as to engage with the Development Goals of the new world agenda and the subsequent 2015-2030.

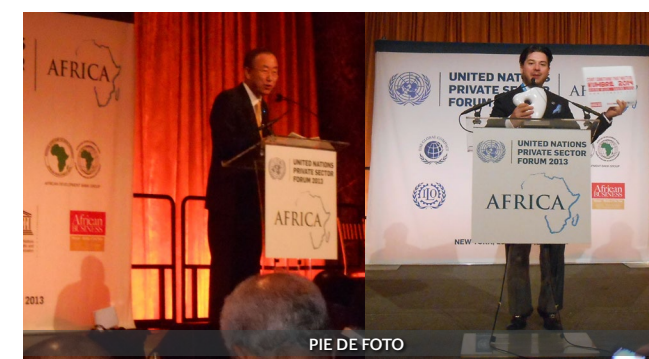
We thank our friends and colleagues of The LEGO Foundation, The Foundation of the Global Compact and the UN Foundation (United Nations Foundation), for all concessions and facilities provided for delivery and official presentation of "Corazol of Peace".



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CONGRATULATIONS
YOU ARE NOW AT
UHURU PEAK, TANZANIA, 5895M. AMSL.
AFRICA'S HIGHEST POINT
WORLD'S HIGHEST FREE-STANDING MOUNTAIN
ONE OF WORLD'S LARGEST VOLCANOES.
WELCOME

KUMBRE
KILIMANJARO

WORLD RECORD CLIMB
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2015 MILLENNIUM
DEVELOPMENT
GOALS

KUMBRE
Which together will conform an inclusive group of climbers (novices, amateurs and experts) integrated by: CEOs, politicians, athletes, celebrities, activists, entrepreneurs, journalists, bloggers, executives, intellectuals, university students, artists and HIV bearers among others; taking as banner the flag of the Fight against AIDS, will set the world record "as the largest philanthropic, ecological, and sports expedition" (more than 100 people climbing at the same time for a good cause).

KUMBRE 2014



We developed the campaign Kumbre 2014 as an awareness and outreach as a preamble on the extent promoted by the Global Compact and the Millennium Development Goals (UN initiatives both) on HIV / AIDS. Just as the results obtained for it by UNAIDS and THE GLOBAL FUND, made towards the upcoming World Summit of the United Nations in September 2014.

This is how Kumbre 2013, became a peaceful manifestation to create awareness to the society about the responsibility the we should assume and share, to finish with HIV/AIDS. Provided this challenge not only as an obligation at the hands of the governments of developed countries, health organizations and large multinational laboratories. If not as a crusade that should be undertaken as individuals, to achieve zero spread of this virus that still means a terrible threat to human life.



JUSTY ELYSER TATO AND GEORGE KELL GLOBAL COMPACT EXECUTIVE DIRECTOR OF THE UNITED NATIONS, PRESENTING "Kumbre2014".

THE TEAM

LEADERS AND
SOCIAL ENTREPRENEURS

THE TEAM

The expedition is open (until we get a maximum of 120 members) to everyone, anywhere, that is preoccupied for the HIV/AIDS cause, or that are just interested on being part of this social cause.



CAMPAIGN MANAGER

Mtro. "Justy" Elyser Tato (Creator of "KUMBRE 2014")

• CEO **ALKIMIA GROUP**

Featured Publicist and philanthropist, actually runs social companies from **ALKIMIA GROUP**, like: **ETIC**, **CONKAUSA**, **GO-GREEN**, the pioneers of the social marketing, fundraising and responsible social enterprises in Mexico. International consultant since 1996 to the creation of programs and social development policies, financial campaigns, philanthropy, charity and benefit advertising messages.

His story as an activist and fund raiser begins at his childhood, when joining the boy scouts starts collecting clothes, newspaper, cardboard and bottles, so they can sell it and donate money to the **Mexican Red Cross**. In August of 1982 he goes with the scout group to the 2nd "International Congress of Family of Americas" in Acapulco Guerrero where he lives the experience of know **Mother Teresa of Calcutta** and its humanitarian work for the poor.

As a changing agent decides to become a good causes defender and promoter: fight against poverty, human right and sustainability, among others.

Communicator and marketer by profession with Masters in Address Graduate and Foundations, Accountability and Social Economy, Fundraising, International Cooperation, Humanitarian Aid and Volunteering. **He has dedicated himself through his campaigns to encourage ethical altruism and generosity to help the most vulnerable, especially children.**

Leader and social enterpriser, among his job experiences of solidary work, stand out: the creation of the **1st Nacional Campaign of Social Responsibility "Corazoles"** of the benefit of **Grupo Voluntario Mexicano Aleman, "Casa de Sol"**. The model of the 1st Spanish ONG's National Fair for the **City Hall in Madrid**. The constitution of the **1st Clinto Global Initiative of Mexican Committee** of **William J. Clinton Foundation**. His participation as a consultant at the **1st Fundraising and broadcasting Campaign** in Latin America of the **UN "The UN Works"**. The promoting of the Day against AIDS through the **"Africa Responde"** campaign, created by **AMREF** Flying Doctors while he was an intern at **AECI (Agencia Española de Cooperación Internacional)**.

His direction and organization at **Cruzada Nacional de Ayuda Humanitaria "Súmate"** which resulted in the collection and transfer of more than 100 tons of humanitarian aid along with the **Mexican Red Cross**, for the states of Tabasco, Veracruz and Oaxaca, during flooding by rain in Mexico in 2007. And during the celebration of the **50 years of IO (Intermón Oxfam)** and the campaign for the **60 Anniversary of UNICEF**, or **La Marcha Mundial "Pobreza Cero"** and **La Marcha Mundial contra el Hambre "Walk the World"** both UN that brought together **five million** people in Madrid, Spain. Also was relevant his collaboration during the closing of **Teletón** in 2000 at the **Estadio Azteca** for over 100 thousand people. As in the **Gianni Versace** Runway to benefit of the **Los Hermanos del Anciano, AC** at **Hotel Nikko** Mexico City.

As a fundraiser he has the record of making **ONE MILLION DOLLARS** in just one day, through an alliance with **FIFA** and **CONCACAF** and **FEMEXFUT**, to perform a game between Mexico and Panama. Friendly game with 45,000 spectators, played in benefit of the construction of sports areas in needed communities in **Puebla**, Mexico. As director of nonprofit INITIATIVES has been invited to work in various peacekeeping missions and humanitarian brigades. He has collaborated as a volunteer, as a trainee and cooperating with more than 30 NOG's in several countries and continents.

Leading the fundraising operations of communication and political advocacy of recognized organizations such as: **Cruz Roja Española**, **SEO Birdlife**, **A. Española vs Cáncer**, **Médicos del Mundo**, **Fundación IUVE**, **Payasos sin Fronteras**, **Ayuda en Acción**,



Save the Children, **Acción contra el Hambre**, **Aldeas Infantiles**, **Fundación Real Madrid**, **Plan Internacional**, **Orden de Malta**, **Cáritas**, **Oceana**, **WWF**, **Manos Unidas**, **Greenpeace**, **Care**, **Anesvad y Médicos sin Fronteras**. Also the planning and diffusion of international campaigns, like: **"Levántate contra la Pobreza"** y **"Sin Excusas 2015"** (ONU), **"Comercio con Justicia"** y **"La Nicaragua es Posible"** (Oxfam), **"Armas bajo Control"** (Amnistía Internacional) y **"Rock Your Vote"** (RYV Org).

Elyser, known as "Justy" on the trade of fundraising, for his "just in time" work, a professor of the "faculty" at the **Indiana University - Procura "The Fundraising School" Center on Philanthropy**, to impart "Diplomado en Fortalecimiento Institucional y Procuración de Fondos". It's a member of **CEMEFI (Centro Mexicano para la Filantropía)**, la **AFP (Association of Fundraising Professionals)**, the Institute of Fundraising UK and a volunteer of **The Resource Alliance**. He's graduate of the first generation of the **Escuela de Emprendedores Sociales de la Unión Europea** and part of the promoter advisors for institutionalize the award **"Humanitary Lion"** to recognize the best solidary international advertising in the **Cannes Festival**.

In 2006, he started in the top of the French Pyrenees wearing a shirt of the **Suiza Thedora Foundations**, began (the lonely) **"Camino de Santiago"** from **Saint Jean Pied de Port** (France) walking more than 769 km, to **Santiago de Compostela** (España). Raising funds by SMS to finance the **"Doctores Sonrisa"** program, for hospitalized children.

Justy longs to to escalate the mount **EVEREST "Kumbre 2015"**, on the 79th UN Anniversary. Now he introduces us to **"Kumbre 2014"**, as a solidary challenge for the cure of the HIV/AIDS.

FOR MORE INFORMATION VISIT: www.etic.cc

¡WHY KILIMANJARO!

The Kilimanjaro is a snow-covered mountain 5.895 meters high, and say it is the highest in Africa. His name is Masai, "Ngáje Ngai", "House of God". Near the top is dry and frozen skeleton of a leopard, and nobody has ever explained what the leopard was seeking at those heights. "The Snows of Kilimanjaro" Ernest Hemingway (1953 Pulitzer Prize and Nobel Prize for Literature in 1954).

Africa is nowadays the more affected continent by HIV/AIDS. Mount Kilimanjaro is also known as "The Africa Roof" and it has been a silent witness of this pandemic for over more than three decades.

For such reason MOUNT KILIMANJARO, is one of the most representative icons of the African continent. With this, we decided to conquer its majestic top. One of the "Seven Summits". Legendary Land, which means metaphorically so in like HIV / AIDS-conquer also represents quite a challenge. A challenge that involves risk but not fatal for our expedition, it does mean a great test for the human condition of the participants. Since its challenging to climb to summit at the height of 5.892 meters (19,340 feet) it takes several days of ascent. And all this to bring to a head in a symbolic way, an active message and claim to represent global unity to eradicate this terrible disease, hence the name and leitmotif of this joint venture ... KUMBRE 2014 (Hiking Miles - Saving Lives).



THE KILIMANJARO

THE ROOF OF AFRICA! ONE OF THE "SEVEN SUMMITS" WORLD'S HIGHEST



REPUBLIC OF TANZANIA

Tanzania (in suili Jamhuri ya Muungano wa Tanzania), or just Tanzania, is a country situated on the east coast of Central Africa. Bordering in the north with Kenia and Uganda, to the west with Ruanda, Burundi, Democratic Republic of Congo, to the south with Zambia, Malawi and Mozambique and to the east with the Indian Ocean. The name of the country come from the union of "Tanagnila" and "Zanzibar".

UHURU PEAK

Tanzania is formed with three active volcanos: Shira in the north, with altitude of 3962 m, Mawenzi, with 5192 and Kibo, the most recent geological point of view, located between both and whose peak, **Uhuru, rises to 5891.8 m and is the highest point in Africa.**

Kilimanjaro is also known by **famous Icefields** its **summit**, are being reduced dramatically since the early twentieth century and is expected to completely disappear between 2020 and 2050.

This decreased is often attributed to global warming, in addition to significant deforestation.

KUMBRE 2014 will be a joint venture with a major humanitarian awareness message targeted.

THE CHALLENGE

7 DAYS
CLIMBING 5, 891.8m

ROUTE

We will star the expedition by the more remote route and less traveled -rounding the mountain approaching from the West, climbing northward, by summit from the east and finally descending to the south.

• **LENGTH:** 100 Km

• **DURATION:** 9 days

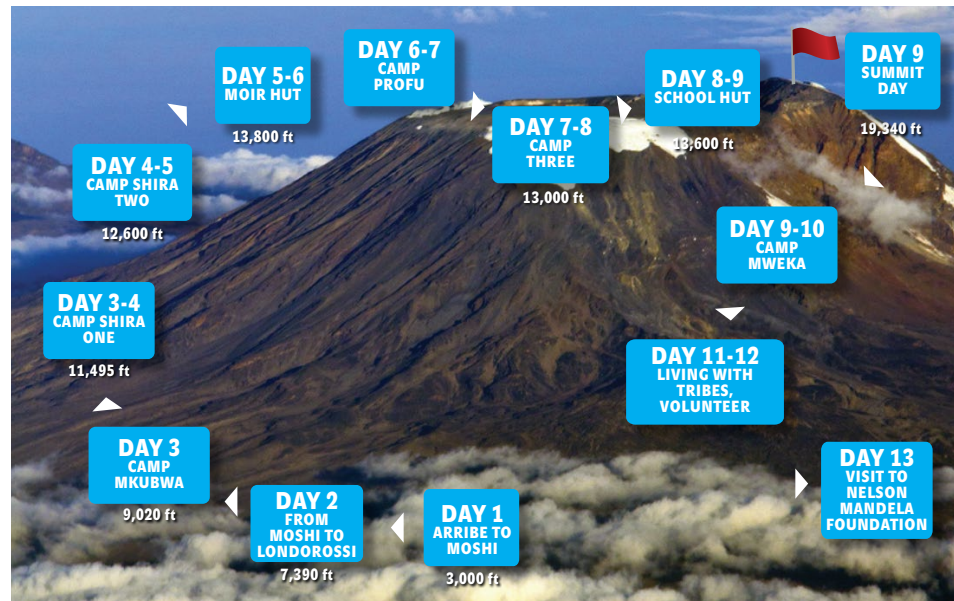
9 días de trekking hasta Moshi

7 días y medio de ascenso

1 día y medio de descenso.

• **DIFFICULTY:** High

As this type of journey is much longer than conventional, we will take several days to acclimatise. 9 days pass exploring the mountain, when most other paths only requires 5 days.



DATES

• **January 2011**

Start planning and development of the project and campaign.

• **December 2012**

Begins convening donors, sponsors, partners and media.

• **July 2013**

Public phase of the campaign started 17 months (510 days or so) to promote and disseminate national and international).

• **September 2013**

Attendance and presentation of the campaign during the World Summit of the United Nations in New York "UN Global Compact Leaders Summit 2013".

• **June 2014**

lead by the Mayor and the President of the Municipal System of Puebla D.F.

• **July 2014**

Delivery "Corazol of Africa" at The Nelson Mandela Centre of Memory in South Africa.

• **August 2014 ¡Summit Day!**

Arrival in Tanzania and transfer to Moshi and ascent to the top of Mount Kilimanjaro.

• **December 2014 ¡Ceremony!**

Ceremony awards to sponsors and allies, international press conference and presentation of the memory of the expedition in the city of Puebla, Mexico.

ITINERARY

• **DAY 1**

Arrive to Moshi, Tanzania - (915 m/3,000 feet)

• **DAY 2**

Moshi to Londorossi (2,250 m/ 7,380 feet) to Lemosho Glades (2,000 m/ &,560 feet) Camp Mkubwa (2,750 m/9, 020 feet)18 m, 4-6 hours, Mountain Forest.

• **DAY 3**

Camp Mkubwa (2, 750m/9,020 feet) to Camp Shira One (3,550 m/11,485 feet) 12 km, 6 to 7 hours, Semi Desert

• **DAY 4**

Camp Shira One (3.500 m/ 11,585 feet) to Camp Shira Two (3 840 m/ 12,600 feet)6 km, 3 to 4 hours, Alpine Desert.

• **DAY 5**

Camp Shira Two (3,840 m/12,600 feet) to Moir hut (13,800 feet) 4 to 5 hours.

• **DAY 6**

Moir Hut (13, 600 feet) to Camp Three (13,000 feet) 5 to 7 hours

• **DAY 7**

Camp Pofu (13,600 ft) to Camp Three (13,000 ft). 5 a 7 hours.

• **DAY 8**

Camp Three (13,000 feet) to School Hut (15,500 feet) 5 to 7 hours

• **DAY 9**

School Hut DAY OF SUMMIT! (19314 feet) to Uhuru Peak (5,895 m/19,340 feet) to Camp Mweka (3,100 m/10,170 feet) 7 km up, 23 km under, 7 to 9 hours climb, 5 to 7 hours decline.

• **DAY 10**

Camp Mweka (3,100 m/10,170 pies) return to Mweka Gate (1,980 m/6,500 pies)return trip to Moshi (890 m/2,920 pies) 15 km, 3 hours, Forest.

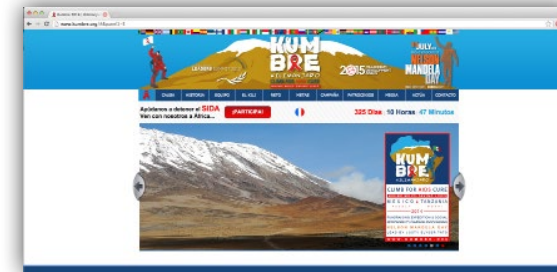
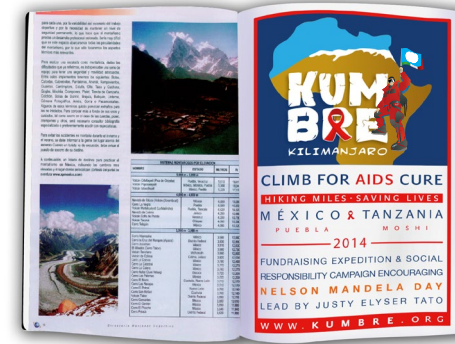
• **DAY 11 to 12**

Final Days of the Expedition to live with tribes and community volunteering.

DAY 13

Final trip: relax at Zanzibar beaches

THE SPONSORS



THE SPONSORS

COP's (Communication on progress)

- TELCEL
- ORCIUS
- SPERSA
- TELEvisa
- STARBUCKS
- COCA-COLA
- LAND ROVER
- VICTORINOX
- MISTERTENNIS
- TDN DEPORTES
- AFRICAM SAFARI
- ENRIQUE TORRES JOYAS
- CLEAR CHANNEL MÉXICO
- IMAGEN IN'FASHION MAGAZINE
- ALKIMIA GROUP - ETIC - CONKAUSA
- GRUPO SEXENIO COMUNICACIONES
- ASOCIACIÓN PERIODÍSTICA SINTESIS

PROMOTING ENTITIES

COP's (Communication on progress)

- CEMEFI
- CENSIDA
- ONUSIDA
- ENDEAVOR
- INICIATIVA MX
- RESOURCE ALLIANCE
- CRUZ ROJA MEXICANA
- FUNDACIÓN COMUNITARIA PUEBLA
- ASOCIACIÓN DE SCOUTS DE MÉXICO
- ASHOKA EMPRENDEDORES SOCIALES
- OFICINA DEL PACTO MUNDIAL MÉXICO
- PACTO MUNDIAL DE LAS NACIONES UNIDAS
- INPODE (Instituto Poblano del Deporte)
- AFF (Association Française des Fundraisers)
- AEFR (Asociación Española de Fundraising)
- AFP (Association of Fundraising Professionals)
- GVMA "Casa del Sol" (Grupo Voluntario Mexicano Alemán)
- SOFII (Showcase of Fundraising Innovation & Inspiration)
- AEDROS (Asociación de Ejecutivos en el Desarrollo de Recursos para Organizaciones Sociales)

BENEFITING ENTITIES

COP's (Communication on progress)

THE GLOBAL FUND (trough) :

- THE UNITED NATIONS FOUNDATION
- RED(PRODUCT)™

BRAND PRESENCE

This "Socially Responsible Sponsor" includes the acquisition with a Promotional Package with a high published visibility. •

To have commercial or institutional presence through the logo and mention in every promotional material, media, interviews and disclosure media. Also run different actions associated to KUMBRE 2013. Every promotional will be given without cost during "The Public Phase" of the campaign through dynamics in social network and during the events and activities .



PROMOTIONAL PACKAGE

The logo will appear on the proportional size in order to the sponsor category with:

- Flag on the top
- Hats, bracelets and balls
- Promotional car (utilitarian)
- Presence in all connected events
- Scoured(outfit) and backdrop for interviews
- Mentions on magazines, bus stops and spectacles
- Interactive promotion with links and mentions on: the website, fan page, Facebook, Twitter, Flickr, Instagram and institutional Youtube channel.

SPONSORS

KUMBRE 2014 will be a stunning showcase for your brand, company, administration or institution, are promoted within the global movement of social responsibility and a positive impact on a large number of people.

GOALS

CATEGORY (sponsor)	HIERARCHY (range - impact)	CREDITS (mention)	SPONSOR (expedition and campaign) <small>50%start expedition México 50% end expedition top of "Kili"</small>	CONTRIBUTION HIV/ AIDS (The Global Fund - UN Foundation)	PACKAGES (available)
3000 Miles MASAI	"NAMER" (association of the name and logo of the sponsor on the design of the institutional identity of the campaign) 100% IMPACT	- NAMED BY -	\$500,000 MXN	\$50,000 USD (suggested donation) Ceremony in Puebla México: December 2014 World Day to Combat HIV / AIDS.	AVAILABLE (1) EXCLUSIVE (government, institutions and corporate)
2000 Miles NYAMWESI	"FOUNDER" (association of the name and sponsor logo on the design of the institutional identity of the campaign) 85% IMPACT	- SUPPORTED BY -	\$250,000 MXN	\$25,000 USD (suggested donation) Ceremony in Puebla México: December 2014 World Day to Combat HIV / AIDS.	AVAILABLE (1) EXCLUSIVE (government, institutions and corporate)
1500 Miles SUKUMA	"PRESENTER" (proportional sponsor logo) 65% IMPACT	- PRESENTED BY -	\$150,000 MXN	\$15,000 USD Cere(suggested donation) Ceremony in Puebla México: December 2014 World Day to Combat HIV / AIDS.	AVAILABLE (4) (government, institutions and corporate)
1000 Miles CHAGGA	"SPONSOR" (proportional sponsor logo) 50% IMPACT	- SPONSORED BY -	\$ 75,000 MXN	\$7,000 USD (suggested donation) Ceremony in Puebla México: December 2014 World Day to Combat HIV / AIDS.	AVAILABLE (4) (mediuem and large companies)
500 Miles SHIRAZI	"COLABORATOR" 25% IMPACT	- WITH THE COLABORATION OF - (media and strategic partners)	DIFFUSION (reports, interviews, support and advertising guidelines in print and digital media)	DIFFUSION (reports, interviews, support and advertising guidelines in print and digital media)	UNLIMITED (media)

Economics

Promoting fundraising to increase financial support for programs of HIV / AIDS which operates THE GLOBAL FUND. Via corporate, institutional and individual donations. Just as government grants or through the purchase and consumption of its (PRODUCT) RED.
(PRODUCT) ^{RED} PROUD PARTNERS

All donations inspired and motivated by Kumbre 2014, will be delivered by each benefactor to: THE GLOBAL FUND (in favor of the "United Nations Foundation for AIDS, TB and malaria." THE UNITED NATIONS FOUNDATION IS A public institution nonprofit charity, registered under section 501 (C) 3 of the Internal Revenue Code of the United States.

UNITED NATIONS FOUNDATION

1800 Massachusetts Avenue, NW, Suite
400 Washington, D.C. 20036
202.887.9040 (phone) / 202.887.9021 (fax)
www.unfoundation.org

The symbolic handover of the donations will be made for a special event Kumbre 2014 in the city of Puebla (Mexico), on December 1, 2014, DAY OF THE FIGHT AGAINST AIDS. Where shall be the Delivery Ceremony Donations. THE GLOBAL FUND will give a 100% of these funds for research, equipment, treatment, palliative care and antiretroviral drugs for the cure of HIV / AIDS. In this way all the help achieved through the campaign will be materialize .

Mediatic

Getting an international spectrum to achieve mass distribution of the expedition and promote our sponsors and the beneficiary organization THE GLOBAL FUND. Through the collaboration of various media partners, readers and fans, who will join to spread this social message. Just as through the institutional website WESEARCHMANDELAS.ORG and a number of viral communication strategies and internet social networks.



KUMBRE 2014

CLIMB FOR AIDS CURE

WWW.WESEARCHMANDELAS.ORG

#WESEARCHMANDELAS



**SPONSORS, ALLIES, DONORS
AND MEDIA SERVICE:**

01 800 838 2567 | tato@alkimiagroup.com

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