



Universidad del Valle de Guatemala

Mentor

Newsletter for UVG's donor community

GIVING BACK

"A head for business. A heart for the world".



The development of social entrepreneurship has broadened our thinking about philanthropy and business by combining the generation of revenue with the generation of social benefits. One of the most notable ventures of this kind is Grameen Bank in Bangladesh, founded by Muhammad Yunus in 1976. Yunus was awarded the Presidential Medal of Freedom by President Barack Obama in 2009, and in 2006 Yunus and Grameen Bank were jointly awarded the Nobel Peace Prize. The bank had a positive impact on rural poverty by providing micro-credit and banking services to the rural poor. It helped to fund micro-enterprises, provide low-income housing, and improve other quality of life issues such as nutrition, health, sanitation and education.

As social entrepreneurship takes on a bigger role in community regeneration, employment and growth, and as the trend towards corporate social responsibility continues, employers are looking for more than financially driven individuals. The Universidad del Valle de Guatemala's Students in Free Enterprise (SIFE) is preparing students to bring more to the table by blending a competitive spirit and desire to succeed with a sense of integrity and commitment to making a difference throughout the course of their careers.

SIFE is an international organization that mobilizes university students around the world to make a difference in their communities while developing the skills to become socially responsible business leaders. Its motto is "A head for business. A heart for the world".

In May 2009, SIFE selected UVG's Project QPM as a featured story on their [website](#). Although more than half of Guatemalan residents grow their own corn, 49% suffer from chronic malnutrition because this corn-based diet lacks vital nutrients. Project QPM promotes the cultivation of a biofortified hybrid corn that contains double the protein content of traditional corn. SIFE students first tested the QPM (Quality Protein Maize) with rural chicken farmers. The chickens fed with QPM had a greater survival rate, gained more weight than the control group, and generated a 60% increase in the farmers' incomes. Based on this success UVG's team organized workshops to inform citizens about the benefits of QPM. They also developed a comprehensive agronomic program that incorporated soil analysis, organic fertilizer use, harvest insurance, and micro-loans to modernize farming methods. Project QPM has increased corn harvests and farmer incomes, and holds the key to better nutrition for both humans and animals.

SIFE-UVG is also proud to be National Champions for the second consecutive year. The national competition was held on July 3, 2009 with the following participants: Universidad Francisco Marroquin (2nd place), PROESUR (novice of the year), UVG-Altiplano, Universidad del Istmo, Universidad Rafael Landívar and Universidad San Carlos.

SIFE-UVG will represent Guatemala at the SIFE World Cup in Berlin, Germany, October 4-6, 2009.

For more information about SIFE please visit: [SIFE-UVG](#) or [SIFE](#).

CORPORATE SOCIAL RESPONSIBILITY



The idea of corporate social responsibility is a leading theme in the business arena. It has become a normal practice for large international corporations and local businesses both big and small. Businesses adopt an active posture in favor of sustainability, taking into consideration the well-being of their employees and their families, the transparency of its activities, good relations with clients and vendors, the community and the environment.

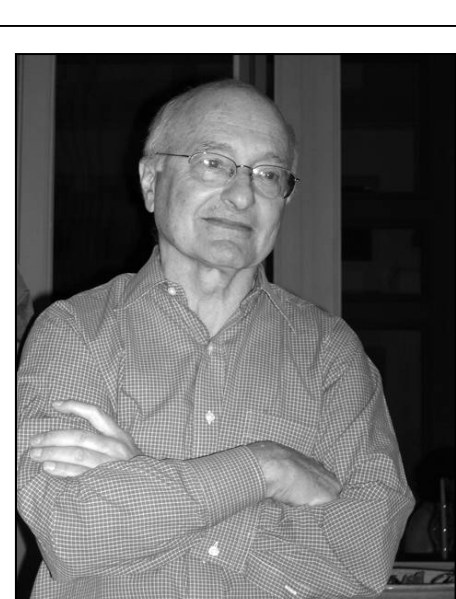
In many cases, CSR has become the principal criteria for investment. Investors recognize that CSR and societal concerns are valid parts of investment decisions and they consider both their financial needs and their investment's impact on society in their decision-making. Consumers are also much more informed and vigilant about the impact companies have on society. This has encouraged corporations to improve their practices on environmental, social and governance issues.

CSR has also encouraged businesses to give back to their community. There are lots of innovative corporate donation programs popping up. Pantaleón, a sugar mill on the south coast of Guatemala, has driven CSR in the sugar industry. In 2007, the Organization of American States (OAS) recognized Pantaleón as the Best Corporate Citizen for the educational program "Visionary Schools: Constructing Citizenship", an initiative to promote tolerance and democratic values.

In addition to offering its own educational programs, Pantaleón has supported UVG with an annual donation of \$50,000 a year to PROESUR, UVG's south coast campus. The funds provide much-needed scholarships for low-income students in the area. At the central campus in Guatemala City, Pantaleón supports the Prize for Excellence, awarded to outstanding students in the School of Engineering.

Pantaleón has implemented housing projects, medical and dental clinics, and integrated educational systems for its personnel and their families. In 1990, in collaboration with other sugar mills, Pantaleón created a foundation, FUNDAZUCAR, to promote and facilitate educational programs, home-buying and improve the lives of its personnel. Pantaleón's vision is to continue growing sustainably and maintaining its commitment to the community.

The Philip Herrera Memorial Scholarship Fund



Born in Paris on the Avenue Foch of a Guatemalan father and a Cuban mother, Philip Herrera spoke French, Spanish, and English as a child. He graduated *magna cum laude* from Harvard in 1956, with a B.A. in English. At Harvard he was a member of "The Fly" and a cartoonist for *The Lamppoon*, which served as another node for his many friendships. While there, Phil won a scholarship to read English at Trinity College, Cambridge, where he was awarded two degrees. Then he came home and earned an MBA at Columbia.

Phil always maintained close ties to Guatemala where he retained his citizenship and devoted himself to cultural organizations. Dieter Nottebohm, a long time friend of the Herrera family, recruited Phil to serve on the board of trustees of the US Foundation of the University of the Valley. With his quiet, unassuming manner, Phil formed close friendships on the board and was an enthusiastic supporter of UVG's mission. In honor of his memory and commitment, his family created the Philip Herrera Memorial Scholarship Fund. A philanthropist, Phil would have been pleased that his family and friends chose to remember him in this way.

Phil had an extraordinarily rare and cultured editorial talent. In his forty-year career in journalism he would serve on the staff of nine very different magazines, starting in 1962 at *Architectural Forum*. In 1965, Phil helped create *Sky*, the first in-flight magazine, but *Sky* folded before the first issue was printed and Phil went to *Fortune*, where he returned to writing about architecture and urban planning.

Then he moved to *Time*, where he created the magazine's Environment section in 1969. That morphed into the Energy section after the first oil shock, and Phil ran that section, too. In 1975 he co-authored a prescient book titled *Energy* with the scientist John Holdern; it went into several editions and was translated into five languages. He also wrote and edited films on architectural themes for the American Federation of the Arts.

In 1977, he and *Time* colleague, José M. Ferrer III, embarked on a noble experiment to co-found *Nuestro*, a national English-language monthly for the nation's 15 million Hispanics but the magazine was apparently ahead of its time. After brief stops at *Quest*, a high quality general interest monthly, and *Technology*, another startup, Phil took the post of executive director of *Connoisseur*, an English arts magazine that the Hearst Corporation had imported for the high-end market. He operated without ceremony, riding to work each morning through the park on his bicycle for the pure pleasure of it.

Thomas Hoving, editor-in-chief of *Connoisseur* remarks: "He had an uncanny genius for maintaining the voice of every writer." Hoving graciously added: "I often failed to meet his standards. He never hesitated to say, 'You've lost the voice.' I was just the editor-in-chief. I had power; he had presence".

In 1991 Phil moved to *Town & Country* for his last job, a perfect fit for him as editor of its arts and culture section. Editor-in-chief Pamela Fiori remarked publicly on his retirement in 2000 that she never heard Phil raise his voice or say an unkind word to anyone.

In his retirement, Phil enjoyed playing golf and court tennis, attending concerts and lectures. He characteristically wanted to try something new and undertook a science-fiction novel. Phil and his wife Maggie spent increasingly more time in Columbia County where his son John had designed a country retreat for him.

Phil will live on in the memories of his family and friends, here at UVG and in the students who will benefit from the Philip Herrera Memorial Scholarship Fund. It is a fitting tribute to Phil's love for Guatemala and his commitment to its development.



The Power of
ONE

The Power of ONE Campaign
Only 1 out of 100 Guatemalans obtains a university education.

This summer, UVG launched the **Power of ONE** campaign to encourage more Guatemalans to become a part of the solution to the country's educational challenges.

Only 1 out of 100 Guatemalans obtains a university education. In order to change this equation the University has been striving to expand educational opportunities throughout the country and provide access to quality higher education to all Guatemalans.

UVG has developed several strategies in order to reach the greatest number of people. One was to establish two satellite campuses in underserved rural areas; another was to extend our resources to the greater community by offering free educational programs for children and adults; and finally, to offer an ample financial aid program to ensure that a student's financial situation does not limit their access to education.

The purpose of the **Power of ONE** campaign is to raise scholarship funds for low-income students who have the desire and drive to improve their lives through education but not the financial means. Just **ONE** more graduate can have a powerful impact on his or her family and community and just **ONE** donor can be the catalyst for transforming a student's life. Together we can make the difference.

It's a simple equation, if 8 people donate:

Q100/month = 1 Profesorado Student (teaching certification)

Q150/month = 1 ITEC Student (technical university)

Q500/month = 1 Licenciante student

To become a sponsor go to: <http://www.fuvg.org.gt/uno.pdf>



To make a donation from the United States please make checks payable to:

The U.S. Foundation of the University of the Valley of Guatemala*

Mail checks to: Ted Grover, USFUVG Controller

PO Box 30
Princeton, NJ 08504

*The USFUVG is a non-profit organization, your gifts are tax deductible.

This newsletter was designed and written by Rebeca Frohmader, Coordinator of Local Fundraising, Development Office in Guatemala City. If you have any questions or would like additional information please feel free to contact me at rfrohmader@uvg.edu.gt.

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