

Philanthropy: Viva Trust, a case study

UNICON

April 19, 2012

Viva Trust

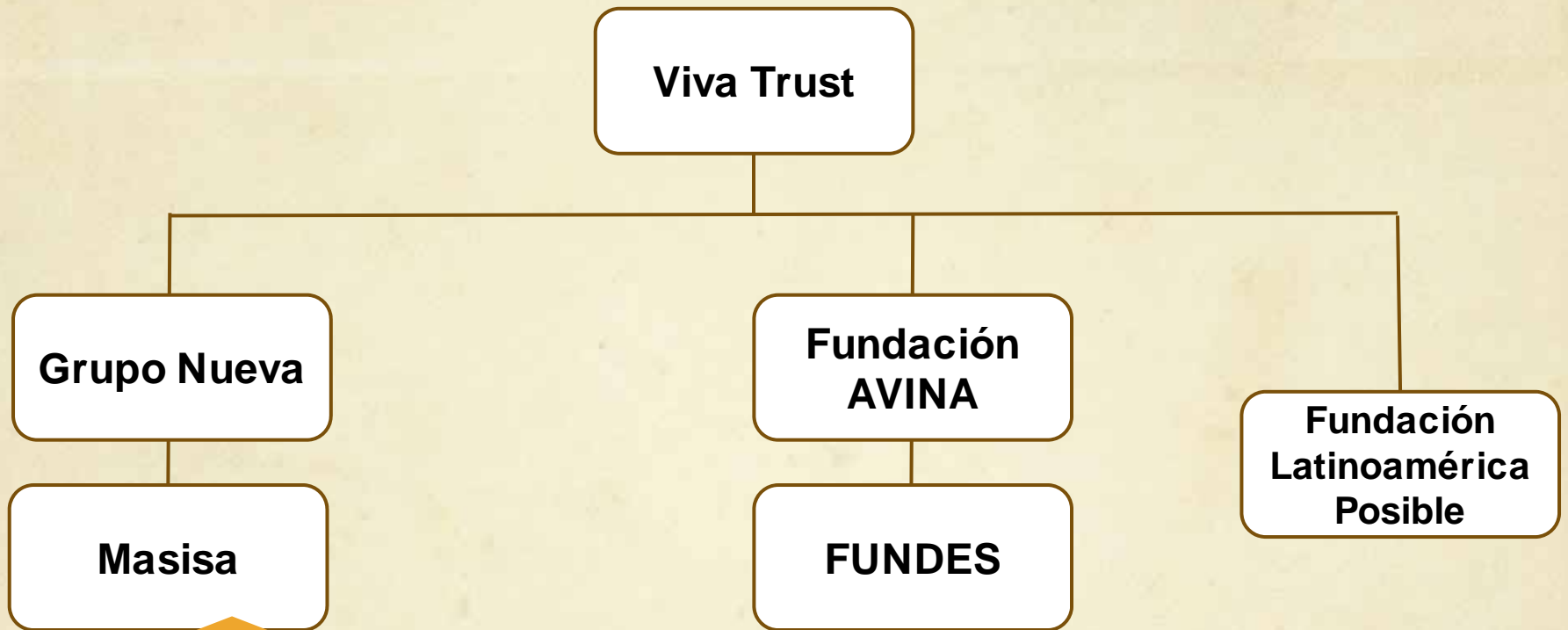
Grupo Nueva

Masisa

**Fundación
AVINA**

FUNDES

**Fundación
Latinoamérica
Posible**



Integrated forestry operation 274,000 hectares of forests (+64000 in reserves), industrial plants in 5 countries, 350 carpentry retail franchise stores, triple bottom line management, member of Global Compact, WBCSD, and GRI, 9000 collaborators, 30000 small carpenters associated

Viva Trust

Grupo

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Regional foundation launched in 1994 with a network of more than 5000 leaders throughout Latin America, 10 regional impact opportunities, focused on new leadership, social and environmental innovation, including global impact through GSPI and an intense knowledge management process in place.

Fundación AVINA

FUNDES

Regional foundation launched in 1984 to strengthen micro and small business projects, today at the forefront of building sustainability strategies by helping launch shared value in 10 Latin American nations

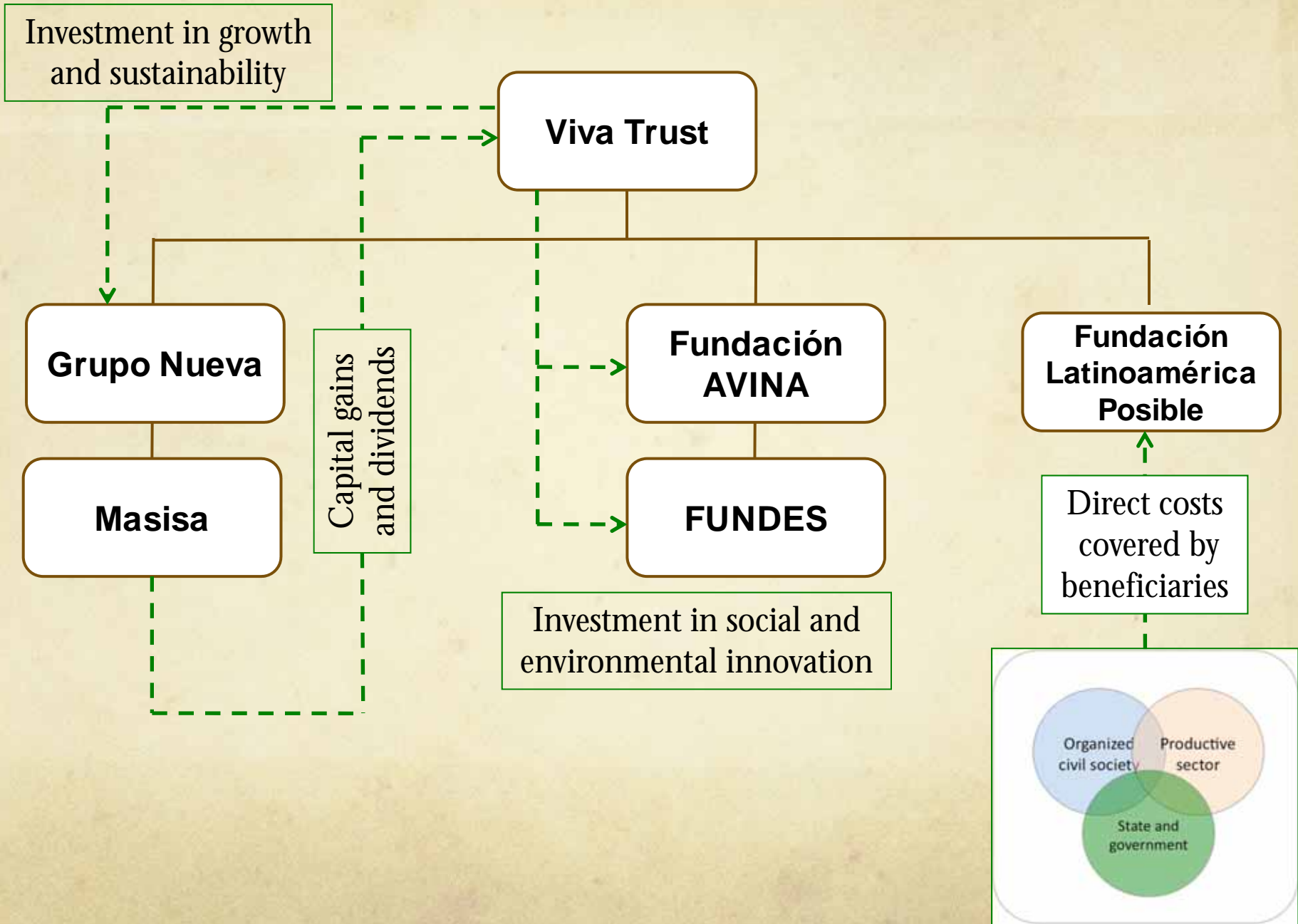
Viva Trust

Grupo Nueva

Masisa

Regional foundation launched in 2008 to promote the renewal of the social contract in Latin American nations and the structuring of intersectoral alliances between business, philanthropists, NGOs and government in topics of sustainability

**Fundación
Latinoamérica
Posible**



Viva Trust is

- **A sustainable philanthropy model**
- **A corporation that creates economic, social, and environmental value for Latin America**
- **A foundation that invests in innovative social and environmental leadership**
- **A foundation promoting the creation of shared value among Latin American corporations**