

Change Is in the Air: JustWorld's New Projects Manager Visits Cambodia

By Alejandro Alvarez

Dear JustWorld Community,

It is a great pleasure to introduce myself through these lines. My name is Alejandro Alvarez, and I am proud to be the new Projects Manager for JustWorld International. Since my humble arrival in the United States from Venezuela, my life and vocation have taken a serendipitous path toward collective social change, one that has brought me to the open doors of JustWorld today. I can't think of a better place to be but right here, right now.

As William James once rightfully put it, "The greatest revolution of our generation is the discovery that human beings, by changing the inner attitudes of their minds, can change the outer aspects of their lives." These words can relate to all of us everywhere, as we embark together on what it means to be and give the best of ourselves. From the young ambassadors' kind efforts to muster action, to the eager commitment of the children the JustWorld community benefits, we are all participants in this true revolution.

Led by the excitement of this new adventure in my life, I made my first JustWorld International project visit to Cambodia in September 2010, where six years ago the JustWorld community began believing in the kind and selfless actions of Phymean Noun and the team at the People's Improvement Organization (PIO). Phymean was described to me by many of the children I encountered as "that woman who helps the kids from the garbage dump to go to school."

Since that time, JustWorld International has partnered with PIO in their noble cause for transformative intervention for the boys and girls in Cambodia. From short-term relief in the form of school supplies and nutritional meals, to long-term impact in their education—currently from kindergarten until sixth grade—PIO has expanded its reach and support for children over the years thanks our beneficial and supportive partnership.



JustWorld's new Projects Manager, Alejandro Alvarez, with the Cambodian kids at the People's Improvement Organization project



Rider Ambassador Kevin Staut: Top-ranked Show Jumping Rider in the World and Spokesperson for Les Poulains du Coeur Breeding Auction. Read about it on page 9

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In Cambodia, you can feel the change in the air. Like the phoenix that rose from the ashes, Cambodia's people—of an extraordinary work ethic, kind character and nature—are in a collective effort to build a strong society, with the new generation at the epicenter of this transformation (an outstanding 50 percent of Cambodians are under twenty-two years of age). As many opportunities open for a new country in its development, education is the single most critical pillar to ensure that the youth partake as leaders in this transformation.

Focused on this idea of participation, I also had the pleasure to work together with fifteen amazingly talented kids from PIO on an exciting youth media workshop. This workshop had the goal of empowering them by using film as a creative tool to express, self-advocate, and promote their rights as children, while providing a window to their lives in a positive way, defying the misconceptions many times presented by mainstream media. After eight days of arduous work, they directed, produced, and edited a sneak preview of what will be their “video-letter” to the world. This letter will hopefully start a communication with other children in different parts of the world and serve to advocate for continuing media education in their lives.

JustWorld and PIO in 2010

Thanks to the generous support of our JustWorld community, as well as Newman's Own Foundation and Annenberg Foundation grants, PIO keeps going full throttle in 2010, offering its services strategically in the communities of Stung Mean Chey, Borey Keila, and Borei Santhiheap II. PIO currently reaches around 800 children a day and are increasing this reach.

During my time at PIO, I was able to have a firsthand experience of the impact of their initiatives. At each of the schools, I was received by a multitude of healthy and smiling children with a commanding grasp of English for their age, and by a kind and generous group of teachers and staff, who go beyond their line of duty to ensure their students' welfare. There is an unspoken sense of gratitude and willingness to teach and to learn that is incredibly infectious.

Currently with one school in the city dumping grounds, one school in a slum area, and one school in the outskirts of the city, PIO seems to be covering all bases to cope with the upcoming changes and relocations of poor families in Phnom Penh. JustWorld is proud to work together with PIO in their pragmatic approach, honest commitment, and long-term vision of where their efforts have to be channeled to make a strong and positive impact in the communities they serve.

In Stung Mean Chey and Borey Keila, JustWorld International keeps proving to be a critical ally. In both schools, around 616 kids enrolled this year received a solid elementary education in Khmer, improved their English skills, and benefited from well-balanced nutrition and care. During my visit they were all getting ready to take the national exams, in which they have excelled in past years. Seeing the kids concentrate on their homework hours after the end of regular class schedule tells



me studying is a serious business here. Many of the teachers at PIO have taught or still teach at the public schools, aligning the educational standards provided at PIO with the expectations of the public education system.

In the community of Borey Santhipeap II, the most recent PIO school is also making strides to currently help more than 150 children. Located on the outskirts of the city, Borey Santhipeap II is an early-stage rural suburb in a fast developing and expanding Phnom Penh. Here, families from the riverside slums, including many from the Borey Keila area, have been recently relocated, and the government provided them improved housing facilities as opposed to their makeshift cottages in the city.

However, further urban infrastructure, services, and work opportunities are not there yet for the people who live in the area, so the majority still makes a long commute everyday to the city, which still is the center for socio-economic activity. With parents working in the city and no public education facilities nearby, children have been abruptly removed from their old schools, as now expenses are higher for attending classes in the city.

Here, the PIO school in Borei Santhipeap II is making a timely intervention for these children in transition. During my visit I witnessed the flock of young students eagerly waiting to burst the school doors open as the time for class set in. I can see this to be an important area of expansion in the years to come, but at present it is one of the schools that could positively benefit not only from further financial resources to expand their staff and provide full meals, but also from caring volunteers to help the children avoid falling behind on their English skills. JustWorld would like to expand its support to this third PIO school in the coming years.

At the main PIO office, thanks to the kind donation of JustWorld Founding Sponsor Tom McGuiness of Horseware Ireland and longtime JustWorld supporters Ciaran and Bernie Herr, the Beauty Parlor program is now running with new beauty salon chairs and equipment, helping around fifteen girls on a continuing basis to get these vocational skills to enter the workforce, and even open their own beauty salons in their own neighborhoods. Also, as in previous years, the modest computer program is available to the children and PIO alumni, teaching them basic but valuable computer skills, as well as providing a tool for doing their homework assignments. These, among other targeted vocational programs, keep proving to be a cornerstone for PIO's reach in the community.



Students in the JustWorld/PIO Beauty Parlor Program

Alejandro and the PIO kids with their Youth Media Program Certificates

PIO Dreams Big

Right now, PIO is dreaming big for the children.

With the current needs and challenges at the centers which have come with the increasing demand for enrollment and lack of space for expansion, PIO is currently focused on fundraising efforts for the construction of a new, three-story building at the Stung Mean Chey school, looking to provide a whole new level of opportunities for the students. This center aims to strategically serve all three schools in their future vision of offering higher school options, but also to cope with current changes in the community.

Following the closure of the municipal garbage dump in 2009, investors are currently acquiring land in the community to expand business activities. The closing of the dump left many families who had been reliant on scavenging in the dump for their income without alternatives. PIO is one group among others facing these changes and challenges, and so their motivation is to innovate fast to keep extending a helping hand to the youth in the area.

PIO has built two temporary classrooms nearby the original site (which PIO purchased with funds from JustWorld) to accommodate the rising student numbers and the addition of higher grades of learning. However, the temporary classrooms on borrowed land will soon have to be relocated as the government reclaims the land as part of a business development project.

PIO's goal is to continue to provide education, basic health care, nutritional support, and life-skills training to unprivileged children and their families living in the Stung Mean Chey area in a safe, secure, and permanent location.

In the words of Phymean Noun "PIO believes in the right to an education for all children and works to provide poor and vulnerable Cambodian children with the opportunities they deserve to become informed, literate, well-adjusted, and morally strong adults, who are able to recall their childhoods with a smile."

At JustWorld, we believe in Phymean's and PIO's noble mission, and we encourage all their efforts, making their plea visible to our community and to the world.



The Importance of Self-Representation: JustWorld Video-Letter Project

For a period of eight intensive days of work, fifteen amazingly witty students from the PIO shelter at Stung Mean Chey took part in a comprehensive youth media workshop, where they learned and engaged in different strategic components, from foundational skills in video production, direction, and edition, to basic communication theory, youth journalism, and storytelling.

Participating together as a team, the students were able to voice their aspirations, likings, and knowledge, learning and reflecting on their choices with the skills to put it onscreen. During this time, the children became ambassadors to their community, showing their world through their perspective and interviewing the people in it. On their ten-plus hours of footage they touched on multiple subjects like food, education, animals, environment, and play, among many others that make up part of their lives. One of the beauties of being young is that marvelous capacity to express oneself authentically.

These components not only became part of their shot list, but looking over the material together and further brainstorming indirectly brought light onto their inalienable right to food, education, leisure, protection, and of course, freedom of expression.

In that way the workshop process became as critical as its product. After editing together for a whole day with the help of sodas and pizza, the children presented their first sneak preview to more than two hundred attendees, including teachers, neighbors from the community, and most importantly, their own friends. This step became a transformative experience for everyone present, reinforcing students' confidence as they received much deserved applause for their work.

After further editing the many hours of footage they shot, their product then will be a "video-letter" that will be taken around the world to show other children in our projects and at home as a sample for them to start their own. This is the first step in encouraging them to follow their passions and aspirations, as we help in spreading the pledge for camera donations so they can continue their media education, and so we can connect our youth in one global community. Through media and human rights education, the children become active participants and advocates in their communities and engage in critical thinking.

I want to take my last words to congratulate Srey Mom, Det, Bunthoern, Pheaktra, Piseth, Sao Da, Robis, Pholly, Visal, Phloy, Veasna, Suy, Sok Lita, Sreyleak and Sopheak for their commendable work, and to thank professor Yim Somaly for her unending support and dedication. My appreciation to Phymean Noun and the entire PIO team for such a warm welcome. I leave humbled in front of their extraordinary labor.

Youth Participation for a JustWorld!

You can see a sneak peek of their video at: <http://vimeo.com/15369003> and see news coverage by Ian Kydd' Miller at <http://kyddmiller.wordpress.com/2010/09/23/creative-kids/>.

Final video-letter coming soon!



The students at PIO get familiar with and start filming on the Flip Video Cameras

Composing the Video-Letter from PIO



Rider Ambassador Maria Newman with the kids at PIO



PIO founder Phymean Noun, Maria, and longtime supporter Heidi Greene with teachers and students at PIO



Heidi and Maria in class with the PIO kids



Maria and Phymean



JustWorld Private Screening of Secretariat

by Gabby Hero, Rider Ambassador (USA)

In New York City on October 11, nine JustWorld Young Rider Ambassadors came together to put on an extremely successful event. In late September, when we found out that Secretariat was premiering in just two weeks, we realized it was the perfect opportunity to try out a new way to raise money for JustWorld. We decided to do a private screening of the movie for JustWorld supporters and equestrians from all over USEF Zone 2 and Zone 1. We felt a lot of kids, parents, and trainers would want to see the movie, since horse movies only come along every so often.

We worked quickly to rent, at our expense, a theater that is smack in the middle of the city in Union Square. We gathered a group of nine dedicated ambassadors to help out with the planning, ticket sales, and invitations. We formed a committee that included Gabrielle Bausano, Aleesha Melwani, Katherine Strauss, Sydney Shulman, Alex Crown, Alli Toffolon, Brianne Link, and Alexa Effron.

It was so much fun to work with my friends on this event, and everyone did a really great job spreading the word. We created a Facebook event about one week in advance and all the ambassadors on the committee were texting, calling, and chatting about the event to encourage all of their friends to attend. We ended up having around fifty people attend the movie! We were so pleased with the large turnout on such short notice. Teamwork was vital for this event, and I definitely could not have done it without the help of my friends!

The movie is a really, really great movie, and the event was so much fun. It was so nice to see all of our horse show friends

not at a show, on a horse, or in riding clothes! It was so fun to sit, share popcorn, and chat during the movie together. Other ambassadors also came out to support the cause and brought their friends and family, including Kelsey Calabro, Olivia Lopez-Balboa, Emily Pope, and Celina Vicioso.

We also had gift bags for everyone who came, and they were a major success! I think everyone enjoyed finding homemade JustWorld-inspired horse treats in their bag, as well as JustWorld stickers and brochures. Beval Saddlery was also a huge part in our success, as they donated canvas bags and 10% off "Bevals Bucks" which I'm sure everyone could use! They also were kind enough to help spread the word about the event on their Facebook page, which definitely attracted more equestrians.

Not only did we have tons of fun, but it was a major fundraising success. We raised \$2,015 for JustWorld! We know it will be a huge help at all of the projects JustWorld works with and we can't wait to help out all the kids. I was really impressed with how smoothly everything went and it was certainly an amazing feeling to know that you could have fun hanging out with your friends watching a great movie while still supporting an amazing cause! It was great that all of us kids were able to run a successful and fun event. We hope to make these movie screenings a common occurrence in the JustWorld community, perhaps having one at WEF or other major horse shows throughout the year. We want to thank everyone who came out to support JustWorld, and we hope everyone had lots of fun!

Ambassador and committee member Alli (right) with friend Lilli



Katherine's little sister Jane and Jane's friend



Ambassador and committee member Alli (right) brought her friends



Ambassadors and committee members Katherine and Sydney with friend Lilli



Ambassadors Kelsey and Olivia



Ambassadors and committee members Katherine and Alex



Rider Ambassador Olivia Graham's "Just 16" Party benefits JustWorld and raises over \$6,000

Olivia Graham has been a dedicated Rider Ambassador for the past several years, proudly wearing the JustWorld jacket in the show ring and volunteering at numerous Horseless Horse Shows. Olivia most recently joined the JustWorld delegation visiting Los Patojos in Guatemala, getting a firsthand view of the positive effects on the kids in JustWorld projects that donors' contributions make everyday. Olivia's account of her visit to Los Patojos was featured in December on Dappled Grey: Weekly Guide to the English Equestrian Lifestyle (dappledgrey.com).



Last spring, when Olivia began to think about her upcoming sixteenth birthday in November, she knew she wanted to have a party with meaning. So, she decided to have a JustWorld-themed Sweet 16 titled "Olivia's Just 16."

Olivia integrated the theme into all of her details. When her invitations were sent, she included an insert explaining JustWorld's mission and asking for donations in lieu of presents. Many other ideas came to Olivia, such as including JustWorld custom hats in the party goody bags, M&M's in JustWorld's colors, even crème brûlees topped with JustWorld's logo and a picture of Olivia riding.

Because Olivia so selflessly received donations for JustWorld in lieu of gifts, she was able to raise more than six thousand dollars to help support JustWorld's projects. Olivia remarked, "It turned out to be a fun party and now a lot more people are aware of Just World; and even though I can only help JustWorld here and there, it really meant a lot to me that I was able to make that part of my life meaningful to someone else too."

Olivia's parents, Cat and Gus Graham, share Olivia's commitment to JustWorld. In addition to hosting Olivia's party, they generously donated \$10 for each of the 108 guests at the party. They were also the first to "Adopt a Project" in our recent campaign, sponsoring the doctor's salary at Los Patojos for a year. Heartfelt thanks for your dedication to JustWorld!



Happy "Just 16," Olivia, and thanks for your support!!

2009 PROJECT ADOPTERS

Thank you to all of our donors who adopted a project during the first year of the JustWorld Adopt a Project campaign! For more information on Adopting a Project for 2010, please see our website.

Les Poulains du Coeur Breeding Auction Benefits JustWorld Projects



Equestrians across the world are joining the movement to help those less fortunate, as evidenced by Les Poulains du Coeur (“Foals from the Heart”), a breeding auction in France that raised €11,140 to benefit JustWorld projects and programs.

Les Poulains du Coeur is run each year by Vincent Desmarez, father of JustWorld Amateur Ambassador Tiphaine Desmarez of France. Vincent presented JustWorld with the check for €11,140 in a special presentation held prior to the start of the Global Champions Tour Grand Prix at CSI5* Chantilly, France, on Saturday, July 17. JustWorld Ambassadors Julia Tops of Canada, Luciana Diniz of Portugal, and France’s own Kevin Staut accepted the check on behalf of JustWorld. Staut, who is the reigning European Champion and currently ranked the number one show jumping rider in the world, also acted as Les Poulains du Coeur spokesperson.

“It was so great that Kevin supported our initiative to help JustWorld,” said Vincent’s son, Thomas Desmarez. “When he was out on the grand prix field at Chantilly and spoke about the important work that JustWorld is doing, it all came together. It is wonderful to have such a big name behind such a worthy cause. It attracted all sorts of attention and local press.”

Vincent Desmarez owns and manages Haras de L’Ermitage, the family’s farm and breeding operation. Since 2007, Vincent has organized the annual Les Poulains du Coeur auction to benefit a charity of the family’s choice. This year, at his daughter Tiphaine’s insistence, JustWorld was chosen as the recipient.

“For two or three years now, Tiphaine has wanted to organize something big to benefit JustWorld International,” said her older brother, Thomas, who acts as head of communications for Haras de L’Ermitage. “Finally, we got it organized! People tend to take more notice of humanitarian initiatives within their own communities, and Tiphaine inspired us to want to spread JustWorld’s message to as many people as possible. We could not be happier with the outcome, and JustWorld could not be a more worthy recipient.”

The silent auction, which was held February through March 2010, sold breeding rights to fifteen top stallions, including such famous names as Champs Elysees, Kannan, Ogano Sitte, Quite Easy, and Quito de Baussy. The breedings were generously donated by the stallions’ owners, making the auction an event that truly required equestrian community teamwork.

“I want to thank everyone, no matter how big or small their contribution, for helping us to make the auction a success,” said Vincent Desmarez. “Thank you to everyone for being who they are, and for doing what they do. Not only did we want to have this auction to help JustWorld with the important work they are doing all over the world, we also wanted to raise awareness about the challenges that face children in developing nations. We hope that our effort can help JustWorld International and disadvantaged children at least in some small way.”

JustWorld Executive Director Jessica Newman was touched by the Desmarez family’s undertaking, saying, “I am so proud that the Desmarez family chose JustWorld as the beneficiary of this year’s Les Poulains du Coeur auction. It is a huge step forward for the JustWorld movement world-wide.”

Through donations of prize money or proceeds from clinics, volunteering at the JustWorld International events and project sites, or simply by telling people about JustWorld’s projects, JustWorld Rider Ambassadors have chosen to make a difference, just like the Desmarez family. With breedings to so many top stallions being donated, Vincent Desmarez and his family’s efforts have put JustWorld International on the forefront of the equestrian world stage.

**Special thanks to JustWorld
Ambassador Kevin Staut**

JustWorld Horseless Horse Show & Silent Auction at the Hampton Classic a Success Despite Hurricane Threat



Horseless Horse Show winners and their ribbons in front of title sponsor Sam Edelman Shoes mini-jump -Gilda VanHecke photo

In the fourth year of partnership with the Hampton Classic Horse Show in Bridgehampton, New York, JustWorld once again produced a successful fundraiser through the volunteer efforts of our ambassadors and friends. This year JustWorld was thrilled and honored to have Sam Edelman as the title sponsor of the JustWorld Horseless Horse show.

The Hampton Classic has been a great partner-host through the efforts of Shanette Barth Cohen and the show's board of directors. Shanette masterfully handled the hurricane threat that hovered over the weekend and caused many changes in the horse show schedule. The decision to reschedule the Exhibitor's Party that includes the JustWorld Horseless Horse Show and silent auction from Friday, September 3, to Saturday, September 4, meant that the participants enjoyed jumping and partying in the sunshine.

The changes in the schedule meant that fewer people were on the grounds to attend the Exhibitor's Party and the Horseless Horse Show than in past years, but thanks to Sam Edelman's generous sponsorship, the total proceeds of the Horseless Horse Show and silent auction topped \$15,000 for the JustWorld projects in Honduras, Cambodia, Guatemala, Brazil, and Senegal.

The new Sam Edelman mini-jump, designed and crafted by JustWorld's own Hector Cano, made its debut at the JustWorld Horseless Horse Show at the Hampton Classic. Other sponsors represented by their mini-jumps included Brook Ledge Horse Transportation, Antarès, Horseware Ireland, Gold Coast Feed, Sportfot, and Brody Robertson Show Jumps. We thank these sponsors for their continuing support, and thank Der Dau once again for allowing JustWorld to borrow tables from the riders' lounge.

JustWorld Technical Official Ambassador and Hampton Classic course designer Guilherme Jorge of Brazil designed the Horseless Horse Show courses. Longtime (and stalwart) Rider Ambassador judges James Benedetto and Nick Dello Joio were joined by Young Rider Ambassador Ricky Neal at the judges' table. Technical Official Ambassador Neil O'Connor once again was the field judge. Craig Bergman, AJ Holmes, and Rob Gray helped with the logistics of acquiring and moving equipment.

Throughout the week, JustWorld volunteers, guided by the JustWorld Hampton Classic Junior Committee, helped staff the booth that serves as both the information station for the Hampton Classic and the JustWorld welcome center. The Junior Committee, with its chair, Olivia Lopez-Balboa, also helped organize and run the Horseless Horse Show and silent auction. This year the committee members were Gabrielle Bausano, Emma Cary, Alexandra Vespico, Kelsey Calabro, Grace Perkins, Gabby Hero, Sylvia de Toledo, Isabel Ryan, Wylie Rechler, Sophie Joseph, Lucy Deslauriers, and Jack Deslauriers.



As the show went on, a great crowd gathered to cheer on the competitors -Gilda VanHecke photo

With spectators from the Exhibitor's Party cheering them on, kids of all ages raced around the mini-jump courses at various heights as they competed in the Antares Short Stirrup, Brook Ledge Children's Jumper, Sam Edelman Grand Prix, and Gold Coast Feed Pair Relay classes. JustWorld volunteers ensured that the show ran smoothly and added to the participants' fun, and they also had a great time themselves.

The silent auction included many unique and interesting items generously donated through the efforts of ambassadors and their friends. Even with the smaller crowd at the Exhibitor's Party, the bidding was competitive for the 28 items including a Fendi handbag, vintage and handmade jewelry, prints and photographs by local artists, and a Brody Robertson Mini Jump. JustWorld supporters Carolynn Rockafellow and Mei Mei Newsome were on hand to help with the silent auction proceedings.

Thanks again to Shanette and the Hampton Classic and to all the JustWorld volunteers:

James Benedetto	Gabrielle Bausano	Craig Bergman	Emma Cary	Kelsey Calabro
Nick Dello Joio	Lucy Deslauriers	Jack Deslauriers	Sylvia de Toledo	Gabby Hero
Rob Gray	Drew Hodges	AJ Holmes	Sophie Joseph	Guilherme Jorge
Reed Kessler	Olivia Lopez-Balboa	Frances Land	Taylor Land	Aleesha Melwani
Ricky Neal	Mei Mei Newsome	Molly Newsome	Riley Newsome	Neil O'Connor
Grace Perkins	Robin Perkins	Wylie Rechter	Carolynn Rockafellow	Isabel Ryan
Katherine Strauss	Allison Tofflon	Alexandra Vespico		

Special thanks to Sam Edelman Shoes



JustWorld Horseless Horse Show at the Quebec Equestrian Games

JustWorld supporter Sophie Chagnon organized a horseless horse show to benefit JustWorld International during the Quebec Equestrian Games in Canada. Manuel Geoffroy set the course as Phillip Rozon judged the competitors over fences. Jean-Philip Dupré announced the event while Alexandra Hill helped to make sure everything ran smoothly as the show secretary. The participants all had great fun and were able to raise over \$300 to benefit JustWorld International. Thank you to all of the volunteers for your support!

Honduran Equestrians Come Together in a Clinic for a Just World

By Titi Mills, Rider Ambassador (HON)



Titi with riders at Club El Molino



Titi with riders at Club La Herradura



Titi with Michelle Espinosa Atala and Adrianna Sierra (on Katermo)

I've been involved with JustWorld from the beginning of the organization as one of the original group of Rider Ambassadors. I've watched JustWorld grow over the years, continually inspiring people around the world to undertake fundraisers of all kinds to help raise awareness and funds for JustWorld projects. I've taken great pleasure watching the many young riders grow up in the organization and become more and more involved in giving their time and donations.

Hurricane Mitch devastated Honduras in 1998, including my riding facility. During the storm, I witnessed people stealing the jumps from my ring, and when I tried to recover them, I found the poles were being used to reconstruct somebody's home. The reality of the gap between our privileged lives as equestrians and those of the vast numbers of people struggling in their daily lives became all too clear.

I left Honduras in 1998 to work in the United States permanently, and when I met Jessica in 2004 and traveled with her in Honduras to set up the JustWorld projects, I found a way to give back. The JustWorld projects in Tegucigalpa, my hometown, and Tornabé, have been educating children ever since, giving them hope where there had been very little.

Participating as a volunteer in and hearing about JustWorld events organized all over the world to obtain funds for the projects in the different countries, including Honduras, inspired me to find a way to raise more awareness and funds within the Honduran equestrian community.

In September 2010, I spent a week in Tegucigalpa giving a jumping and dressage clinic, with proceeds to go to the JustWorld projects in Honduras. The clinic was designed to help the Honduran riders and horses but also to get the riders, their families, friends, and crew members involved in an event that would benefit the projects in the country.



Honduran Rider Ambassadors Adrianna Sierra, Titi Mills, and Tiffany Molina at Titi's Clinic in Tegucigalpa

The clinic was held in the two main riding facilities in Tegucigalpa, Club Ecuestre El Molino and Club Ecuestre La Herradura. Both clubs have been hosts to JustWorld events in the past: El Molino (which had been my facility and is currently run by Jorge Espinosa) hosted welcome parties for the first donor trips to Honduras in 2005, and La Herradura, owned by my friend and former student Karen Atala, a competitive dressage rider, hosted JustWorld Horseless Horse Shows and exhibitions to sell paintings from the JustWorld Painting Project in 2009.

The clinic was a success despite Tropical Storm Matthew, which luckily never progressed to a hurricane as predicted, though we still got very wet. The weather affected the number of participants and rained out some of the social aspects of the clinic, but those who attended were eager to learn both in their riding and about JustWorld. By the end of the week, the riders and their families were asking me about future clinics and making plans for additional events to benefit the JustWorld Honduran projects.

The riders included Rider Ambassadors Tiffany Molina and Adrianna Sierra, the organizers of a JustWorld Horseless Horse Show at La Herradura and members of last year's JustWorld delegation at the Festival Ecuestre El Cortijo in Guatemala. It was a particular delight to teach Adrianna on her seventeen-year-old Katermo since I had imported the horse to Honduras as a six year old and trained him for the previous owner.

At the end of the clinic when I was wrapping up with a group of riders and thanking them for participating, one of the mothers approached me and said, "Titi, thank you very much for helping us help others." It was then I realized just how successful the clinic had been.

JustWorld and Stadium Jumping Team Up at the American Gold Cup

By Chase Spears, Rider Ambassador (USA)



Ambassador Taylor Land on course during the Horseless Horse Show at the American Gold Cup



Technical Official Ambassador Matt Morrissey, Kevin Giblin, and Michael Morrissey with Rider Ambassadors Chase Spears and Frances Land

At the invitation of Stadium Jumping, organizers of the American Gold Cup, JustWorld was thrilled to travel to Cleveland, Ohio, on September 15-19, as beneficiary of the show. Gene Mische, founder of Stadium Jumping, was one of JustWorld's first major supporters when the organization started in 2003, and the Morrissey family and Stadium Jumping team have been continually strong in their support of JustWorld. It was a special treat to see Gene at the show.

JustWorld hosted its signature Horseless Horse Show and was the beneficiary of fundraising during the Exhibitor's Party. Together the events raised more than \$2,500 for JustWorld's projects in Honduras, Cambodia, Senegal, Brazil, and Guatemala.

While the number of participants in the Horseless Horse Show was small, the fun they and the spectators had while jumping for a good cause made for a successful day. Some local "non-horsey" kids joined the fun, and New Zealand rider Katie McVean, who was headed to Kentucky after the Gold Cup to compete in the World Equestrian Games, participated in both the High Jump and Pair Relay classes.

Kevin Giblin designed the courses, while the kids helped him set the course. JustWorld Ambassador Michael Morrissey judged, along with Margie Engle, and Lourdes Guardiola kept the kids on schedule and in the ring. Maureen Hamill had all of the spectators laughing with her excellent commentary and singing while the kids went around on course. Ambassadors Taylor and Frances Land handled the registration table as well as recruiting some of the adults to jump in and participate in the Horseless Horse Show.

In the show ring, it was exciting to see Rider Ambassador Reed Kessler's mom, Teri, a longtime supporter of JustWorld, win JustWorld Coolers from both the Low Junior-A/O Jumper Classic and the Child/Adult Jumper Classic. Rider Ambassador—and always helpful volunteer—Frances Land took home a JustWorld Cooler from winning the High Junior-A/O Jumper Classic.

Thank you to all of the volunteers: Mary Silcox, Kelli O'Neill, Susie Morrissey, Margie Engle, Maureen Hamill, Kiki Ulma, Kevin Giblin, Taylor Land, Frances Land, Ann Gittens Photography, the Jump Crew, Fabio, Peter Doubleday, DJ Johnson, Kim and Jay Land, and Lourdes Guardiola.



Olivia Sweetnam takes a little break before the last jump



Thank you to the American Gold Cup for hosting another fun JustWorld Horseless Horse Show

A special thanks to the Morrissey family!!

A Tribute to Gene Mische: A Legend in the Show Jumping World and the JustWorld Family



Just as this newsletter was going to press, we received news of the passing of Gene Mische, the founder of Stadium Jumping and creator of Wellington's Winter Equestrian Festival, who generously supported JustWorld from its inception all through recent years as he battled cancer. Gene helped launch JustWorld in the show jumping community when Stadium Jumping became the first show organizer to partner with JustWorld, integrating JustWorld events into the Winter Equestrian Festival and the American Gold Cup. A close friend and mentor of Executive Director Jessica Newman, Gene offered the wisdom of his experience in shaping JustWorld and supported the innovations Jessica sought to implement in involving riders as ambassadors and horse shows as partner organizations.

"Gene's passing is a great sorrow for me. I'm grateful for the love, support, and guidance he offered over the years. The things Gene taught me, and especially

his believing in my vision and dreams, gave me the strength to believe in myself and make them happen--and had a tremendous impact on my work with JustWorld. The lessons Gene taught me will stay with me forever, as will his spirit and wisdom."

All of us at JustWorld are deeply saddened by Gene's passing and send our condolences to the Morrissey family.

JustWorld Celebrates Ambassador Initiatives

Hailey Brown, Amanda Swartz, and Leal Moorehouse

Hailey, Amanda, and Leal organized a JustWorld Horseless Horse Show at the CHJA Finals at the Fairfield County Hunt Club in Westport, Connecticut. Ambassadors Emily Pope, Olivia Graham, and Katherine Powers also joined in and helped run the classes. Their initiative raised \$1,000 for the JustWorld projects.

Abby Jorgensen, Rebecca Reyes and Alex Afzal

Abby, Rebecca, and Alex contacted their local Chevy's restaurant and organized a fundraiser that raised almost \$250! They invited their friends and family, and Chevy's donated 25 percent of the proceeds to JustWorld on the day of their fundraiser.

Cayla Richards and Isabelle Gettinger

Cayla and Isabelle also coordinated a fundraiser at their local Chevy's restaurant in Del Mar, California, and raised \$150 through this initiative for JustWorld.

Thiele Schroeder

Thiele was inspired to raise money to fund the Sports Program in the JustWorld Tornabé, Honduras, project. She organized a "Push-Up" drive as well as a "Break-A-Thon" contest at the Asian Arts Center that was quite a success. She raised over \$7,000 for Tornabé!



JustWorld Celebrates Ambassador Initiatives



Imke Pacheco

Raising awareness for JustWorld is now mobile! Thanks to Imke for offering the space on her lorry to display the JustWorld logo so she can show her support while on the road to her next horse show!

Taylor Jay

Canadian Junior Ambassador Taylor Jay contacted her local Hunter Jumper Association (VIHJA) and show organizer Peter Holmes, and presented them with information on JustWorld and her ideas for fundraising. In a short time, they were able to organize and host a Dog Horseless Horse Show and a JustWorld class, where all entry fees were donated to JustWorld's projects. Next year they plan to do a series of benefit shows and year-end awards presentation.



Alexa Dixon

Over the summer, Alexa Dixon set up a stand in the Florida Keys, and sold cold water, key limes, cookies, banana bread muffins, and brownies for a Just World.

Avery Stewart

During the Fieldstone Summer Showcase held August 24-29 in Halifax, Massachusetts, Ambassador Avery Stewart organized a Horseless Horse Show. Spectators, exhibitors, and professional competitors came together to raise money and have a great time in support of JustWorld.

Rebecca Reyes, Madison Bradshaw, Alex Afzal

Madison and Rebecca, with help from friend Katherine Civian, ran a JustWorld Horseless Horse Show at Sonoma Horse Park and raised more than \$700. Madison also created and had JustWorld Silly Bands made to sell and raise awareness for JustWorld.



Gayle & Katie Moniz and Rachel & Piper Serra

At the Southeastern Fall Classic, Ambassador mother-daughter pairs Gayle and Katie Moniz and Rachel and Piper Serra organized their first Horseless Horse Show and raised over \$500. They plan to organize more shows in the future to help raise more awareness and funds.

Emily Pope and Katherine Powers



Starbuck Equestrian hosted a costume class and raffle on October 24. Emily Pope and Katherine Powers organized the event and even had custom JustWorld ribbons made for the class. Together they raised more than \$600 to benefit JustWorld!



Alexa Efron

During the Hampton Classic, Alexa Efron hosted a Horseless Horse Show at her home. Ambassadors Gabby Hero, Alli Toffolon, Sydney Shulman, and Katherine Strauss helped Alexa organize the event that raised \$400!

Nathan Wegbreit

During the Kentucky Nationals at Lamplight, Nathan ran a 50/50 raffle. He approached people while wearing his JustWorld coat to sell tickets and raised more than \$600. The winner of the raffle, Kim Calamos, donated all of the winnings directly to JustWorld. Great job with this initiative, Nathan!

Wylie Rechler & Sophie Joseph

Wylie and Sophie established a JustWorld Community Service Group at their high school and raised \$410 through bake sales and other fundraisers.

Halliday and Goldring Ambassador Families



On August 26, Ashley Halliday's mother, Theresa, and Cathy Goldring's husband, Clayton, along with Jackie Rusaw and Claire Milton of the Coveside Classic Horse Show hosted their first Horseless Horse Show to benefit JustWorld's projects. They also contributed entry fees from their 1.20 meter Grand Prix, donating a total of \$1,975. Thank you to the Coveside Classic Team and the Halliday and Goldring Ambassador Families for organizing such a successful event! (photos: Claire Milton, equiluminance.com)





JustWorld “Fun” Raising at Canada’s L’International Bromont

Led by JustWorld Technical Official Ambassador Phillip Rozon, an international judge, the Canadian equestrian community at the annual CSI L’International Bromont show jumping tournament held in July in Bromont, QC, came together for a number of events to raise more than \$6,000 for JustWorld International.

“JustWorld International is such a great humanitarian organization,” said Rozon. “Its projects involve getting grassroots efforts started in places that can be overlooked on a global scale. JustWorld’s efforts succeed in not only helping children directly, but also in raising awareness about the problems that do exist.”

On Monday, July 26, the second annual golf tournament organized by Rozon was held at the beautiful Le Royal Bromont golf club. Riders Mario Deslauriers, Yann Candele, and Jay Hayes were joined by Rozon and his grandsons, young Jack Deslauriers, JustWorld’s Director Mike Lawrence and sponsor Jack Ogilvy, as well as foursomes hosted by JustWorld supporters Susan Burkman and Stephanie Poupart, and others from the equestrian community came together and raised more than \$4,000 for JustWorld project sites in Brazil, Cambodia, Guatemala, Honduras and Senegal, while also having a great day of fun in the sun.

Motivated by JustWorld and its mission, Rozon developed the golf tournament in 2009 as a means of bringing together the show jumping community while, at the same time, raising awareness and funds for JustWorld International.

“Rather than simply writing a check, my wife, Susan, and I feel that organizing and supporting this fundraising golf tournament helps make other people aware of all the great work that Jessica Newman and her team at JustWorld International are doing,” explained Rozon. “Susan and I are both so passionate about JustWorld’s cause, and that is why Susan’s company, Burkman Capital Corp., sponsored the three iPads that made for enticing prizes.”

In addition to the iPads, JustWorld partner, Ogilvy Equestrian, provided two state-of-the-art saddle pads while Roger Deslauriers and the L’International Bromont organizing committee provided two VIP tickets to Cavalia. All golf tournament participants were given a genuine leather belt courtesy of Landes.

Over at the L’International Bromont horse show, JustWorld’s signature Horseless Horse Show was held, along with a “Rider Run-Off” and an impromptu High Jump competition. The beautifully renovated grounds at the Bromont Olympic Equestrian Park provided a wonderful location for the fundraising activities.

On Saturday, July 24, JustWorld’s popular Horseless Horse Show, which sees people compete on foot over miniature jumps, raised \$866 for JustWorld International. The course was designed by FEI “I” course designer Catalina Cruz of Mexico while Rozon, Cathy Harper, and Rosemary Ockendon acted as judges, and Geoff Morgan was on the microphone.

People of all ages took turns competing over the courses in the various divisions including Short Stirrup, Children’s Jumpers, and the High Jump competition. However, it was the Pair Relay that provided the most entertainment with such well-known equestrian

figures as Yann Candele and Jay Hayes, longtime JustWorld supporters Maria Newman and Mike Lawrence, and even show organizer Roger Deslauriers racing over the jumps and passing off the baton to their partners.

During the second week of L'International Bromont, the "Rider Run-Off" was held along with a corn roast at the Exhibitor's Party. The "Rider Run-Off," featuring a course designed by JustWorld Technical Official Ambassador Guilherme Jorge of Brazil that made use of the natural obstacles such as the bank, saw grand prix riders competing in a foot race, making for some fun entertainment. The competition was fierce, with false starts and some good-natured pushing and pulling between the high-profile competitors. Spectators chose their favorites and placed their bets, raising \$960 for JustWorld International in the process. Canadian Paul Halpern won out, with Quebec's Francois Lamontagne hot on his heels, and Mario Deslauriers taking third. Yann Candele, Alejandro Karolyi, Jenn Serek, Jenna Thompson, Leslie Howard, Isabelle Lapierre, and Jay Hayes made up the rest of the starting field.

The friendly competitive spirit then inspired an impromptu Horseless Horse Show High Jump competition. Alejandro Karolyi of Venezuela and Canada's own Ben Halpern set a new JustWorld International record by successfully clearing 1.65m, breaking the long-standing record of 1.60m set by Rider Ambassador Daniel Bluman of Colombia.

"What is so wonderful about the events organized at L'International Bromont was that everyone was able to participate," said Jessica Newman, Executive Director of JustWorld International, who was on-hand to witness the fun in person. "It did not matter if you were a rider, owner, show manager, jump crew, official, parent or child, there was something for everyone. It was great to see so many different sectors of the equestrian world coming together to support JustWorld, and having a lot of fun in the process. I would like to especially thank Phillip Rozon for spearheading this initiative, and Roger Deslauriers and his team for supporting JustWorld and inviting us to be part of this very special horse show."



The competitors gather in anticipation of the JustWorld Horseless Horse Show



Phillip Rozon with his two grandsons and Jack Deslauriers



And they're off! Competitors race at the finish line in the Rider Run-Off



Ben Halperin and his signature technique in the High Jump class



Alejandro Karolyi, Eric Flament, Yann Candele, and Mario Deslauriers on course



Roger Deslauriers Jumps for a Just World

JustWorld Horseless Horse Show at the Kentucky Summer Shows and Hats Off Day Celebration

After the warm welcome JustWorld received at the Kentucky Spring Horse Shows, we were delighted to be invited back for the Summer Shows by Technical Official Ambassador Bobby Murphy and the management of the Kentucky Horse Shows to host a JustWorld Horseless Horse Show on Sunday, August 8, and participate in Hats Off Day on Saturday, August 7, a tribute to the Kentucky horse industry sponsored by Rood & Riddle Equine Hospital.

Hats Off Day includes free admission to the Kentucky Horse Park and features all sorts of exhibits designed to introduce mostly “non-horsey” people to the passion and wonderment of the equestrian world. More than 12,000 people attend the five-hour event, and JustWorld was honored to have a prime spot in the indoor exhibition space to set up a mini-jump course and information table. It was a great opportunity to spread the word of JustWorld’s mission, and JustWorld’s chance to bring fun to kids just learning about horses and the sport of show jumping. Thanks to Rider Ambassadors Chase Spears and Alexa Dixon for being on-hand to talk about JustWorld.

The \$50,000 Rood & Riddle Grand Prix was held Saturday night in the Indoor Arena, so many of the Hats Off Day participants stayed to watch the class. The signature JustWorld jump was featured in the course, and Rider Ambassador Michael Morrissey capped off the evening by taking home the blue ribbon.

The JustWorld Horseless Horse Show was held late in the day on Sunday to allow for the all the pony kids to finish showing. In fact, one pony rider “mom” arrived to ask if the kids would have time to make it to the JustWorld event, and to relate that some kids were so excited about the “horseless” show that their trainers had to remind them to focus first on the “horse” show and their classes! There were enough participants in the Horseless Horse Show to keep the classes going until the pony kids arrived.

Michael Morrissey, fresh from his grand prix win the night before, handled the judging, along with Rider Ambassador Ricky Neal, who was in Kentucky as part of the North American Young Riders Championship gold-medal-winning Zone 10 show jumping team. Rider Ambassadors Chase Spears and Alex Crown orchestrated the Horseless Horse Show, contacting vendors for gifts to include in the prize goody bags, creating and posting signs all around the horse show grounds and online, and recruiting volunteers. Volunteer Judy Howard and Rider Ambassador Alex Vespico masterfully handled the ingate, adding to the fun. Alexa Dixon helped out in all kinds of ways during both the Horseless Horse Show and Hats Off Day. Renie Murphy helped organize the logistics of setting up the course on the steeplechase track.

The JustWorld Horseless Horse Show was great fun for all participants, and many faces new to JustWorld expressed interest in our mission. A number of participants generously doubled their entry fees to make an extra donation; all-in-all the event raised \$1,200 for the kids in JustWorld projects. Special thanks to Chase Spears and Alex Crown, and to all the volunteers, vendor-contributors, and participants.



A great effort over the Brook Ledge Horseless Horse Jump



Horseless Horse Show competitors line up to take to the course



Veteran Horseless Horse Show judge Michael Morrissey shows Ambassador Ricky Neal how it is done



Ambassadors Chase Spears and Alexa Dixon at Hats Off Day



Ambassadors Chase Spears and Alexa Dixon with the winner of the JustWorld High Jump

Special thanks to Hugh Kinkannon and the Murphy Family

JustWorld Ambassadors Have Strong Presence at World Equestrian Games



Rider Ambassadors Eric Lamaze (left) and Kevin Staut show their support by wearing JustWorld pins

JustWorld was well represented at the 2010 Alltech FEI World Equestrian Games in Lexington, Kentucky, with nine Rider Ambassadors on the jumping teams for their respective countries. Held every four years, the World Equestrian Games in Lexington marks the first time that they have been staged outside Europe.

“I was proud to see so many of our Rider Ambassadors representing JustWorld, as well as their nations, with such grace and poise during these World Equestrian Games,” said Executive Director Jessica Newman. “Outside of the Olympics, the World Equestrian Games are the most important event in our sport, and to see so many of our Ambassadors excelling in this international event is truly inspiring.”

Olympic Champion Eric Lamaze of Canada was again on the medal platform, this time as Individual bronze medalist. His fabulous partner, Hickstead, received Best Horse honors after going clean for all four riders in the grueling Individual Final Four that sees each of the four finalists compete on their own and each other’s horse.

Reigning European Champion Kevin Staut of France and his team members, including Rider Ambassador Olivier Guillon, won the silver medal in the Team Competition. Kevin and Olivier also qualified for the Individual Finals.

Other JustWorld Rider Ambassadors participating in the World Equestrian Games included Olympic Team Gold Medalist Laura Kraut of the United States, Daniel Bluman of Colombia, Federico Fernandez of Mexico, and Andres Rodriguez of Venezuela. In addition, Candice King of the United States and Marie Pellegrin Etter of France were both in Lexington as the traveling alternates for their respective teams.

“JustWorld is a great organization, and by competing at the World Equestrian Games, we are able to bring attention to the good work that it is doing,” said Lamaze.

As JustWorld Rider Ambassadors, these high profile athletes all make significant contributions of prize money to JustWorld International. They also help raise awareness of JustWorld activities and inspire others to get involved. Kevin Staut, for example, acted as 2010 spokesperson for Les Poulains du Coeur (“Foals from the Heart”) auction, which is run each year by Vincent Desmarez, father of JustWorld Amateur Ambassador Tiphaine Desmarez of France. The auction raised €11,140 to benefit JustWorld project (see full story on page 9).

Thank You and Congratulations



DJ Johnson and Johnson Horse Transport - Thanks to DJ Johnson and Johnson Horse Transport for shipping all of the JustWorld mini jumps to the American Gold Cup in Cleveland, Ohio, just in time for the JustWorld Horseless Horse Show.

The Land Family - A big thank you to the Land Family, who found space in their personal trailer to haul the JustWorld jump from the Hampton Classic all the way to the American Gold Cup!

FindYourGroom.com - FindYourGroom.com has announced that 50 percent of all advertising sales from their website will be donated directly to JustWorld. Thank you for your support!

Lauren Hayes - Professional Ambassador Lauren Hayes (CAN) and husband Johan Letimonier welcomed their first daughter, Sloan Martine Raphaëlle Letimonier, on July 31. Congratulations to Lauren, Johan, and the entire Hayes family on their newest addition!

Dara Pelky-Field - Thanks to Dara Pelky-Field, equine management co-ordinator and equestrian team coach at Nova Scotia Agricultural College, who after being introduced to JustWorld by Rider Ambassador Angela Covert-Lawrence hosted the university’s first JustWorld Horseless Horse Show. Dara notes, “We had four teams competing at the show so numbers were down a bit, but between the Horseless Horse Show and the canteen (the girls wanted to donate that money as well) we made \$250. I charged a flat rate of \$5 and they could do all three classes we offered or pick and choose which ones they wanted to do. They all had a great time and I hope the other teams will continue with the shows. I am planning a second show for February and we will be doing the same and hope for lots of entries!”



Ferre Beaulieu Farm - Bea Jarzynska and Ferre Beaulieu Farm hosted a JustWorld Horseless Horse Show at their Summer Classic Horse Show and raised \$500 for JustWorld International. Thanks for your tremendous support!



Ambassador Rider Round-Up



Maya Michel

Maya and Shadowfax won the Free Style Level 1 during Féria de la Belle Époque in Épiphane, Québec, and was Training Amateur Champion at the Féria de la Belle Époque, Dressage National de Boisé, and Beaulieu Dressage Classic horse shows throughout Canada.



Kaleigh Holroyd

During the Fidelity Jumper Classic, Kaleigh was Children's Jumper Champion and won the \$1,500 Pro-Am Relay. She was Low Junior Jumper Reserve Champion at HITS Saugerties, and won the \$1,500 NAL/WIHS Jumper Classic and Children's Jumper High Championship at the Manchester Summer Festival Horse Show.



Halie Robinson & Madison Newman

Madison finished second with Piccolino 27 in the \$1,000 Children's Jumper Classic at the Oaks Blenheim Fall Tournament, and was followed by Halie Robinson, who won third place in the same class with SoHo, owned by Nicole Hoyt.



Evelyn Sander

Evelyn won the CSI2* 7 Year Old Final in Husterlo, Belgium.



Katha Gatto

Katha and her horse Desh were HITS Saugerties Circuit Champions in the High Children's Jumper 16-17 division.



Frances & Taylor Land

During the Atlanta Grand Prix, the Land sisters had a one-two finish. It was Taylor's first grand prix win riding Karonda Vom Schlosslihof and Frances's first grand prix riding Merlin.



Juanita Mejia

Juanita was Champion with her horse Galan in the Children B class at the Copa Midad del Mundo held in Quito, Ecuador.

Sylvia de Toledo

Sylvia was Reserve Champion at the 2010 ASPCA Maclay Northeast Zone 2 Regionals, won a 2010 Equitation Schooling class at the Pennsylvania National Horse Show, and also won the 2010 New England Equitation Finals.

Abby Jorgensen

Abby and her new horse, Toyster Gold, won the Children's/AA Classic at the Woodside Fall Finale in Woodside, California.

Erin Hickey

Erin won the Zone 5 Horsemanship Class during the Kentucky National Horse Show.

Lily Hahn

For the third year in a row, Lily won the Grand Prix in Blowing Rock, North Carolina, retiring the memorial trophy.

Reed Kessler

Reed was 1st with Ice D'Ancoeur and 3rd with Flight in a High Amateur-Owner Jumper class and winner of the \$25,000 Hagyard Lexington Classic with Onisha at the Kentucky Summer Horse Show.

Ambassador Spotlight – Kevin Staut



How jumping's biggest names have come together to support JustWorld, and Kevin Staut is one of those people. The reigning European Champion and current number-one rider in the world has been a huge supporter of JustWorld International, not only in his native France, but all over the world.

Kevin first became a JustWorld Ambassador in 2006 after learning more about JustWorld's work from Executive Director Jessica Newman during the St. Tropez horse show in France. Given that his father and step-mother adopted a child, now nine years old, from Cambodia where JustWorld has a project site, Kevin felt a personal connection to JustWorld's mission.

"I chose JustWorld because it is a good cause and, furthermore, my sister is Cambodian and JustWorld acts in Cambodia, so I feel especially concerned by this cause," explains Kevin, 30. "I got involved because I wanted to do something to help, to communicate with other people about the work that JustWorld is doing and give them the idea to get involved as well. A lot of people have come to me and asked about it."

Since joining forces with JustWorld, Kevin has been an active role model, donating a portion of his prize money to the organization and performing autograph signing sessions at various competitions as a JustWorld Ambassador, including at the recent World Equestrian Games in Kentucky.

Earlier this year, Kevin acted as the spokesperson for Les Poulains du Coeur ("Foals from the Heart") breeding auction, a fundraising initiative that raised €11,140 to benefit JustWorld International. When the check was presented during a special ceremony before the Global Champions Tour Grand Prix at CSI5* Chantilly, France, Kevin spoke to the audience about his involvement with JustWorld, and why its mission is close to his heart.

"There are times when you are focusing on yourself and your job and all the other things that are going on in your life, and then you realize that it is just as important to think about other people," says Kevin of the importance of supporting JustWorld. "Jessica Newman has always had a passion for show jumping, and she has succeeded in uniting these two universes of jumping and charity. I always do my best to respond to her requests and represent the organization to the best of my ability."

Amateur Ambassador Spotlight – Catherine Pasmore



Catherine Pasmore lent her support to JustWorld International for several years before becoming a Rider Ambassador three years ago during the Hampton Classic, where JustWorld is a charity partner. It was Catherine's long relationship with JustWorld founder Jessica Newman that prompted her to finally don the signature blue jacket.

"I was inspired by everything that Jessica has done – she had an idea and was able to turn her dream into a reality," says Catherine, who hails from Charlottesville, Virginia. "I think it is a great cause. Plus, you can get wrapped up in the horse show world, and JustWorld offers a way to do what you love and also give back at the same time to others who are less fortunate. It is great to combine the two, because it is hard to combine them any other way."

At only 18 years of age, Catherine is already enjoying a successful career, having won the first grand prix of her career, the \$40,000 Old Salem Farm Grand Prix, in May riding My Boy. She then had the opportunity to travel and compete in England for six weeks under the guidance of her coach and fellow JustWorld Rider Ambassador, Laura Kraut, and Laura's sister, Mary Elizabeth Kent. Based in Warkshire, Catherine gained valuable experience and capped off her British tour by winning the Young Riders' Masters in the main grass arena at the legendary Hickstead horse show. She and My Boy then returned stateside to contest the 2010 North American Young Riders' Championship, where they claimed the individual silver medal.

This winter in Florida, Catherine will be competing in the Grand Prix as well as the High Amateur-Owner divisions with My Boy. She also has a seven-year-old and a six-year-old that she will be showing in the young horse divisions.

Despite a demanding competitive schedule, Catherine makes time to volunteer for JustWorld, and is Chair of the newly formed Founding Board of Leaders, which was developed to spearhead autonomous awareness and fundraising initiatives among the rider ambassadors, which currently number more than 350.

Also on Catherine's agenda is an upcoming visit to one of JustWorld's project sites, either in Cambodia or Guatemala.

"I know that the money is going to these project sites and that they are doing good things, but I think it will really hit home when I see it with my own eyes," speculates Catherine, who donates a portion of her prize money towards the project sites. "I am really looking forward to going and seeing it for myself, to see all of the good it has done and the changes that it has made. I know it was a huge turning point in Jessica's life when she first physically saw the needs in these countries, and I am hoping to have a similar experience. Who knows, it might give me some ideas to implement myself!"

Corporate Supporter Spotlight – Antarès Sellier France



The partnership formed in 2009 between Antarès Sellier France and JustWorld International has developed into a great success story. Antarès Sellier France created a signature JustWorld International helmet, featuring the JustWorld logo in royal blue and purple, with the promise to donate a portion of sales to the humanitarian organization. In just one year's time, Antarès was able to raise \$9,000 towards funding JustWorld project sites in Brazil, Cambodia, Guatemala, Honduras, and Senegal.

This successful partnership stems from a longtime relationship between Evelyne Cummings, co-owner of Antarès, and JustWorld's Executive Director, Jessica Newman.

"I first met Jessica when she was younger, and when she made a big move in her life to start JustWorld, I wondered how we could be a part of it," explains Evelyne. "We are so happy to help promote JustWorld's mission of bringing awareness of their programs to riders and equestrian enthusiasts of all ages. It is nice when different people from different backgrounds can come together and make it work."

Antarès co-owner Xavier Lenrouilly developed the JustWorld signature helmet, available for purchase to anyone interested in supporting JustWorld. In addition to its riding helmets, Antarès is also recognized as a leader in quality leatherwork products, including saddles, bridles, and girths.

Antarès had a sales booth at the recent World Equestrian Games in Kentucky and used the opportunity to display JustWorld promotional brochures near the service counter.

"People were very happy to know that a portion of the sales were going to JustWorld," says Evelyne, who notes that the next World Equestrian Games will take place in Normandy, France, near the Antarès production headquarters in Saintes. "More and more people are becoming sensitive and interested in doing things to help others, and it makes people happy to know that they are buying something that supports a good cause. We want to keep spreading the word, and showing people what a difference the money can make."

The World Equestrian Games proved successful for both Antarès and JustWorld as Antarès-sponsored rider Philippe Lejeune of Belgium captured the World Show Jumping Championship title while his son Philippe Lejeune Jr. became a JustWorld Rider Ambassador. And while Antarès had a presence at the World Equestrian Games, traveling to various horse shows is a rare exception for Evelyne.

"Because we are so busy and rarely travel, we really enjoy reading the press releases and the newsletter, and learning what Jessica and JustWorld have been able to accomplish with the money that is raised, not just from Antarès, but from everyone," says Evelyne. "This is the biggest reward, to see what JustWorld can do with the money that we are able to provide."

Antarès was one of the first names on an ever-growing list of corporate supporters that donate funds from sales of their products to JustWorld International, and Evelyne is looking forward to continued success.

"Last year was the initiative's first year in operation, and it was a very good start," said Evelyne. "It felt amazing to be able to donate \$9,000, and to know that the money helps children in need. This year, sales have been even stronger as people become more familiar with our product. The program is working really well, we are very happy with it, and I hope that Antarès can continue to contribute to JustWorld International's mission in the future."

Founding Board of Leaders

The Founding Board of Leaders is a group of exemplary Young Rider Ambassadors between the ages of 17 and 21 who serve at the forefront of the Young Rider Ambassadors Program. This first year's board is based on the Junior Advisory Board, and its members have committed to a three-year term to establish the future direction of the Board of Leaders. Currently the Board serves an advisory role for actively engaging young riders in JustWorld's mission, as well as leading fundraising efforts and awareness-raising campaigns among the Young Rider Ambassadors. Meetings are held quarterly. In subsequent years, the sitting Board will hold elections for additional members from among the Young Rider Ambassadors.

Chair: Catherine Pasmore

Honorary Member: Natalie Johnson

- Taylor Land
- Anna Kluger
- Olivia Lopez Balboa
- Alexa Dixon
- Alexa Adelson
- Emily Pope
- Molly Newsome
- Kelsey Baker
- Hailey Brown
- Alex Vespico
- Chase Spears
- Isabelle Gettinger



JustWorld is going green!

If you would prefer to read the JustWorld newsletter electronically rather than receive a printed copy, please send us a quick e-mail to let us know. Please write to jwinfo@justworldinternational.org.

Federation Partners



PARTNERS

Corporate Sponsors



Horse Show Partners



Welcome to New Ambassadors

JustWorld International is pleased to welcome the following new Ambassadors.

Technical Official Ambassadors

Jean Maurice Bonneau, France, Technical Official
Jean-Loup Caplain, France, Technical Official
Hanfreid Haring, Germany, Technical Official
Sven Holmberg, Sweden, Technical Official
Mary Binks, Kenya, Technical Official
Catherine Weber de Rize de Cheves, Guatemala, Technical Official

Junior/Amateur Rider Ambassadors

Gillian Scott-Knight, USA, Junior
Virginia Porter Allen, USA, Junior
Brooke Banks, USA, Junior
Hannah Baumann, USA, Junior
Mariana Beltranena, Guatemala, Junior
Madison Billings, USA, Junior
Katie Crampton, USA, Junior
Whitney Downs, USA, Junior

Amber Hopper, USA, Junior
Lilli Hymowitz, USA, Junior
Paige Israel, USA, Junior
Reid Patton, USA, Junior
Zachary Richards, USA, Junior
Ally Worthington, USA, Junior
Alexandra Zachowski, USA, Junior
Celina Vicioso, USA, Junior
Phoebe Lorimer, Canada, Junior
Marina Skye Bynum, USA, Junior
Kellie Michel, USA, Junior
Emily Mullins, USA, Junior
Haley Parks, USA, Junior
Phoebe Keegan, USA, Junior
Holly Simpson, Canada, Junior
Erica Engle, USA, Junior
Stephanie Engle, USA, Junior
Kathleen Beekmann, Canada, Junior
Jennifer Rice, USA, Junior
Siri Martine Bakken, Norway, Junior
Nessie Nankivell, Canada, Junior
Alexis Graves, USA, Junior
Erica Davis, USA, Junior
Isa Batki, USA, Junior

Jessica Singer, USA, Junior
Nadia Toma, USA, Junior
Shannon Miglarese, USA, Junior
Erin Noonan, USA, Junior
Hannah Brennen, Canada, Junior
Lindsay Douglass, USA, Junior
Miranda Coon, Canada, Amateur
Carmen Maegli, Guatemala, Amateur
Sarah Thackray, Canada, Amateur
Megan Uditis, USA, Amateur
Kristin Loewenthal, Canada, Amateur
Olivia Goossen, USA, Amateur
Beth Pederson, USA, Amateur
Lily Hahn, USA, Amateur

Professional Rider Ambassadors

Kari Felton, USA, Professional
Philippe Le Jeune, Jr., Belgium, Professional
Samantha Buirs, Canada, Professional
Erika Hogg-Belden, USA, Professional
Marisa Goode, USA, Professional

Corporate Sponsor Joules Donates \$17,000 to JustWorld



British-based clothing manufacturer Joules made a donation of more than \$17,000 to JustWorld International based on proceeds of the 2010 sales of its Latino Polo Club shirts. Joules and JustWorld have partnered together for the past three years, and the sales of Joules clothing and its subsequent donation to JustWorld International have grown each year.

“I am overwhelmed with the generosity of Joules and so excited to see how successful this partnership has been,” said Jessica Newman, Executive Director of JustWorld International. “It all started three years ago when our first JustWorld Polo Ambassador, Evrard de Spa, founder of the Latino Polo Club in Deauville, France, took the initiative to bring Joules and JustWorld together.

“We are thrilled to making such a substantial donation to JustWorld International,” said Dominic Cripps, Brand Manager at Joules. “The charity does amazing work for children, and the effort that the JustWorld team gives is incredible and deserves to be recognized. Joules is extremely proud to be associated with such a great cause and is looking forward to working together in the future.”

For more information on Joules, please visit www.joules.com.

JustWorld Ambassadors

Professionals

Argentina	Ramiro Quintana	Philippe Rozier	USA	James Benedetto
Belgium	Philippe Le Jeune, Jr.	Evrard de Spa		Jennifer Bliss
Brazil	Eurico Mariante	Kevin Staut		Celine Burch
	Camila Mazza de Benedicto	Imke Pacheco		Kelsey Calabro
Canada	JJ Atkinson	Juan Andres Rodriguez		Erin Duffy
	Erynn Ballard	Titi Mills		Waverly Ernst
	Samantha Buirs	Samantha Lam		Kari Felton
	Lauren Hayes	Kevin Babington		Marisa Leigh Goode
	Eric Lamaze	Edmondo Carbonne		Bliss Heers
	Angela Covert-Lawrence	Ernesto Canseco		Susan Hellman
	Mark Samuel	Federico Fernandez		Erika Hogg-Belden
	Tani Zeidler	Oscar Soberon		Natalie Johnson
Colombia	Daniel Bluman	Piet Raijmakers Jr.		Candice King
Dominican Republic	Yvonne Losos de Mufiz	Ileana Stark		Laura Kraut
France	Berenice Colomb	Michelle Barrera		Allison Kroff
	Bruno Coutureau	Luciana Diniz		Alexa Lowe
	Sophie Coutureau	Pato Muenta		Michael Morrissey
	Hervé Godignon	Rutherford Latham		Kris Moyer
	Pierre-Alain Grand	Clarissa Crotta		Francie Steinwedell-Carvin
	Pauline Guignery	Gregoire Oberson		Erin Stewart
	Olivier Guillon	Maryline Vorpe		Ray Texel
	Eric Navet	Philipp Zueger	Venezuela	JJ Lavieri
	Marie Pellegrin			Andres Rodriguez

Junior/Amateurs

Argentina	Federico De Michelis	Colombia	Isabel Correa	Japan	Mayu Bokumoto
Bermuda	Katie Moniz	Costa Rica	Juanita Mejia Orozco	Mexico	Cristiana Veana
Canada	Andrea Barber	Ecuador	Elisa Arcila Perez	Norway	Tatianna Verswyvel
	Emmanuelle Bolduc		Jimena Alvarez	Panama	Siri Martine Bakken
	Marie Maude Bolduc		Anna Christina Gansauer	Philippines	Victoria Heurtematte
	Rebecca Bolduc		Priscila Simpson	Portugal	Anna Seegers-Tirador
	Hannah Brennen	Egypt	Victoria Cornejo Vorbeck		Felipa Xara-Brasil
	Bretton Chad	El Salvador	Walied M. Kassem		Monica Moreno
	Kara Chad		Gabriela Estrada Meza		Patrick Steinert
	Miranda Coon	France	Stacey Sutton	Sweden	Evelyn Sander
	Matthew Cormier		Tiphaine Desmarez	Turkey	Yusuf Huysal
	Bhaskar Dasgupta		Eléonore Duval	USA	Taylor Adams
	Cathy Goldring		Sophie Duval		Alexa Adelson
	Ashley Halliday		Maria Newman		Virginia Porter Allen
	Morgan Haslam		Laura Spillemaecker		Alex Afzal
	Alyson Hougan-Schmedt		Marion Spillemaecker		Brittany Albrecq
	Taylor Jay		Isabelle Strom		Cody Arbuckle
	Mia Kuzmicki		Capucine van Roey		Alexandra Arute
	Kristen Loewenthal	Guatemala	Ariel Yazid		Victoria Arute
	Phoebe Lorimer		Alina Bauer		Kelsey Baker
	Alyssa MacEachern		Ana Mariel Bauer		Isa Batki
	Megan Martins		Bibi Bauer		Hannah Baumann
	Kristina McKinnon		Fernando Bauer		Brooke Banks
	Maya Michel		Romi Bauer		Gabrielle Baszano
	Olivia A. Mickus		Mariana Beltranena		Brittany Bazeley
	Nessie Nankivell		Isabella Corletto		Kathleen Beekmann
	Katrina Self		Carmen Maegli		Meredith Bell
	Holly Simpson	Honduras	Elisa Minondo		Ryan Bell
	Alyssa Smith-Avery		Tiffany Molina		Laura Belmont
	Sarah Thackray		Michelle Motz		Megan Bifano
	Julia Tops		Adrianna Sierra		Madison Billings
	Amelia Vernon	Ireland	Jennifer Coakley		Lily Blavin
	Candice Wagner		Naiomh O'Gorman		Alexa Boggio
	Katie Waring	Italy	Mia Crocetti		Chase Boggio
	Jessica Windhurst		Ilaria Gilardini		Madison Bradshaw
	Georgia Young		Elena Mariottini		Sarah Bricker

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USA con't

Britiani Brown
Hailey Brown
Marina Skye Bynum
Elizabeth Calder
Sydney Callaway
Ashley Caparell
Grace Carucci
Emma Cary
Olivia Chowdry
Berenice Colomb
Abigail Cooper
Carly Corbacho
Tori Corts
Catherine Cowart
Katie Crampton
Alexandra Crown
Agatha D'Ambra
Erica Davis
Sylvia de Toledo
Katie Delaporte
Daniela Dello Joio
Nick Dello Joio
Caroline Derr
Maya Diao
Alexa Dixon
Lindsay Douglass
Whitney Downs
Alexandra Duval
Alexa Efron
Erica Engle
Stephanie Engle
Devon Esrick
Kaleigh Galvin
Katha Gatto
Isabelle Gettinger
Caroline Gibson
Carson Gibson
Madison Gisler
Olivia Goossen
Halie Graham
Olivia Graham
Alexis Graves
Bridget Greaney
Casey Green
Hailee Greene
Lily Hahn
Leigh Anne Hartrampf
Bridget Hatch
Hannah Heidegger
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Jessica Herman
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Jessica Hensley
Amber Henter
Gabrielle Hero
Lauren Hester
Erin Hickey
Drew Hodges
Kaleigh Holroyd
Amber Hopper
Lilli Hymowitz
Paige Israel
Isabel Jolicoeur
Christina Jones
Abby Jorgensen
Daniel Kalimian
Sabrina Kalimian
Phoebe Keegan
Elizabeth Kenny
Lisa Kent
Reed Kessler

Anna Kluger
Bobby Kraut
Kara Krushel
Frances Land
Taylor Land
Brienne Link
Kiira Lizza
Olivia Lopez-Balboa
Julia Lourie
Caroline Lynn
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Hilary McNerney
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For further information
on JustWorld International,
please visit:

www.justworldinternational.org

JustWorld International (USA)

11924 W. Forest Hill Blvd.,
Suite 22-396
Wellington, FL 33414

.....

JustWorld International (France)

116 boulevard Maurice Barres
92200 Neuilly Sur Seine, France



Editor, Jennifer Ward
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Save the Date

For ticket info,
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561-333-9391 or jwinfo@justworldinternational.org

Meet us at Belle Herbe Farm in Wellington, Florida, for a magical evening of dancing, food, and friends, dedicated to helping educate children in need. We will transport you to the beautiful and romantic city of Paris--the birthplace of JustWorld International and its current European home base--with an evening of entertainment and joie de vivre. Stroll through the lanes of the signature silent auction, join the excitement of the live auction, and applaud JustWorld's accomplishments of 2010. Enjoy the live entertainment and many more surprises. The champagne will flow throughout the night along with fine wines and palate pleasers from our sumptuous French-inspired tasting stations generously sponsored by Whole Foods of Wellington. You'll be dazzled by dancing girls with their spectacular costumes, cabaret, and high kicks! Come and experience the sights and sounds of the elegance and thrills in the "City of Lights." This will truly be a night to remember!

Mission

JustWorld International acts as a catalyst for positive change in the developing world by working with local partner organizations to provide basic education, nutrition, health, hygiene, and vocational programs for children in impoverished communities in Honduras, Cambodia, Guatemala, Brazil, and Senegal.

Through JustWorld programs that raise awareness and funds in the international equestrian community, riders and their friends learn about the needs of others across the globe as they give thousands of children a leg up to a brighter future.

Through generous contributions and in-kind donations earmarked for operations, 83% of all funds raised go directly to our programs.

Founded by former international equestrian champion Jessica Newman, JustWorld International is a recognized 501(c)(3) charitable organization in the United States and a registered Association 1901 in France. Local branches have also been established in Mexico and Honduras. JustWorld International has no political or religious affiliation.