

New Catalogue of Corporate Social Responsibility, Cause Marketing in the Americas Released by PADF

Washington, D.C., December 11, 2008 – An innovative catalogue of corporate social responsibility and cause-related marketing opportunities in Latin America and the Caribbean has been released by the non-profit Pan American Development Foundation (PADF).

The easy-to-use, 28-page publication provides an overview of PADF projects – including in Colombia, Haiti, the Dominican Republic, Brazil, Peru and elsewhere – that are well suited for private-sector participation. The projects range from creating community managed businesses and assisting internal refugees to environmental protection and education promotion.

In addition to current projects, the “Catalogue of Opportunities 2009: Growing in Unity” outlines how PADF can create customized corporate social responsibility (CSR) cause-related marketing (CRM) projects based on a company’s goals, market and budget.

“This catalogue is an important tool that the private sector should use when planning and carrying out CSR and CRM projects in the Americas,” says Paul Fisher, Director of Corporate Partnerships at PADF.

PADF is a non-profit, non-partisan organization that focuses exclusively on Latin America and the Caribbean. More than 4.5 million people in 18 countries benefitted from PADF programs during the past year.

By investing in PADF’s community-based projects in the Americas, the private sector taps into an array of communications, branding and government relations opportunities, says Fisher.

“At PADF we don’t look at this as philanthropy,” says Fisher. “PADF works with your marketing, government relations and other teams, as well as your foundation, to create a holistic initiative with concrete results.”

While today’s economic challenges require companies to be even more selective about such initiatives, the smart ones continue to invest in these projects, says Rudy Ruiz, President of Interlex, a San Antonio-based agency that specializes in CSR and CRM.

“While advertising builds awareness, CSR and CRM programs build loyalty among U.S. consumers and their counterparts in Latin America and the Caribbean,” Ruiz says. “It makes good business sense.” Interlex worked with PADF to create the Catalogue of Opportunities 2009: Growing in Unity.

Copies of the Catalogue of Opportunities 2009: Growing in Unity are available at no cost from PADF by contacting Paul Fisher at pfisher@padf.org An electronic version is available online at www.padf.org

About PADF

PADF is an independent, non-profit organization that creates public-private partnerships to assist the least advantaged people in Latin America and the Caribbean. Through these partnerships and as a unique affiliate of the Organization of American States (OAS), PADF creates economic opportunities, strengthens communities and prepares for and responds to natural disasters. Having worked in every country in the region, PADF engages community-based groups, governments and the private sector in the process of implementing appropriate solutions for sustainable development. In the past year, more than 4.5 million people in 17 countries benefited from PADF and its programs.

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