



Dear Friend of Fundación ReachingU,

This October, we are once again launching our global campaign “**Raise Your Hand for Education in Uruguay**” to raise funds that open doors to quality education for children and adolescents in vulnerable communities nationwide.

One of the central actions of this campaign is our **online silent auction** — a unique opportunity that grows year after year thanks to the commitment of individuals and companies who generously donate works of art, products, services, and experiences. **We would love for you to join this cause!**

Our silent auction creates a virtuous circle where everyone wins:

- **Lot Donors:** support an educational cause, gain visibility, and position themselves as agents of change.
- **Bidders:** contribute to education and receive something special in return.
- **Lot Donors Recruiters:** mobilize their networks and generate real impact.
- **Project participants:** gain access to more educational opportunities.

Your participation is key to keeping this circle growing!

The auction takes place on a digital platform over two weeks, ensuring visibility, reach, and impact. Donated lots are promoted through all our communication channels: social media, in-person events, and a digital catalog sent to more than 5,000 people in Uruguay, the United States, and other countries.

With 24 years of experience, Fundación ReachingU works for quality education that allows children and adolescents to reach their full potential. Your support is essential to continue building a better future for all.

THANK YOU FOR JOINING US!

A handwritten signature in black ink, appearing to read "Paula Mosera".

Paula Mosera
Executive Director
Fundación ReachingU