



HOPE BLOOMS INTERNATIONAL RAFFLE FOR PROVIDENCIA

On November 16, 2020, Category-5 hurricane Iota hit the Colombian archipelago affecting the islands of Providencia and Santa Catalina. Never before in the history of Colombia had a hurricane of this magnitude reached the territory, affecting more than 6,100 people and deteriorating 98% of the infrastructure in the island of Providencia.

The impact on the community was catastrophic as it generated the displacement of approximately 35% of the population. Likewise, the effects of the hurricane had a direct impact on the social fabric since the emergency also affected a large number of people and vulnerable communities due to the natural disaster that caused economic, environmental, and infrastructural damage.

The archipelago needed help. For this reason, the [Tamarin Foundation](#), along with [Give to Colombia](#), invited the [Antioquia Presente Corporation](#) and the [Fi-Providencia](#) initiative to join forces and give meaning and body to the initiative called **Stand Up Providencia, Providencia Renace**. The objective of this initiative is to promote the reconstruction of housing and social and community infrastructure in the islands of Providencia and Santa Catalina in a sustainable and comprehensive manner, always working hand-in-hand with the community.

As a result of this initiative, [Stand Up Providence](#) decided to partner with [Pro Archipelago](#) and 16 other organizations to create the [Back Better Together](#) alliance, an alliance that acts as a vehicle of collective impact for the integral reconstruction of the island. This alliance works in five lines of action: 1) humanitarian aid, 2) psychosocial care, 3) productive projects, 4) construction of social/community infrastructure and, 5) reconstruction and/or provision of native inns.

With the purpose of contributing to the reconstruction of the islands of Santa Catalina and Providencia, the group of allied organizations "Stand Up Providence" together with the Pro Archipelago Foundation and support from the Colombian Embassy in the United States, organized a great international raffle that brought together more than 30 artists, influencers, companies, designers, and national athletes, who donated different personal objects of great value to them so that anyone interested could participate in the raffle for the different items. The raffle was held from March 8th to March 25th, 2021 and was called **Hope Blooms (La Esperanza Florece)**. As a result of this great call, 32 absolutely unique and personalized items were donated by the respective celebrities. These celebrities also used their social media platforms to showcase the donated items through videos and posts on the instagram accounts of [@standauprovidence](#) [@proarchipelago](#) [@givetocolombia](#).



Each ballot to participate per item had a cost of USD \$20. This allowed the public to have a chance to win an item but, if they did not win anything, to know that the USD \$20 was **converted into a donation to Give To Colombia to support the Stand Up Providence initiative.**

Taking into account the sanitary measures of COVID-19, the raffle was carried out through multiple digital platforms, which also facilitated the donors' correct participation. Moreover, regardless of their nationality and geographical location, anyone could actively participate in the contest since all prizes were published and explained in detail on the digital platform "rallyup.com", allowing the participant to have access and accurate information about the object for which they wanted to participate.

The awarding and delivery of the raffle items to the winners took place at the Give To Colombia offices in Miami on March 25, 2021, through a [live broadcast](#) on the official Instagram page of the Pro Archipelago Foundation. During the broadcast, not only the winners of the great raffle were announced, but also the delivery of a donation from the Colombian Association of Engineers in the United States was made official for a value of USD \$1,500, all destined to reconstruct the island.

The event was also an awareness call to all participants and spectators to continue contributing to the sustainable reconstruction of the island of Providencia and Santa Catalina. Each prize was shown during the broadcast and drawn one by one. The winners were notified in the live drawing as well as through an email.

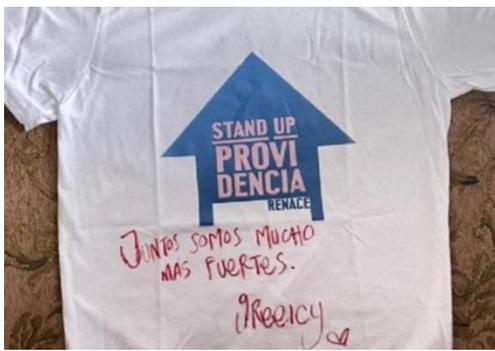
Below is a list of all the items donated by the various artists and collaborators, along with the amount raised for each item.

MALUMA	Maluma is a Colombian artist committed to charitable work and, in this case, as a participant in the event. A black Stand Up Providencia t-shirt autographed by him was raffled.		\$240 USD
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J BALVIN	<p>J Balvin is a Colombian reggaeton singer. He is referred to as the “Prince of Reggaeton” and is one of the best-selling Latin music artists with over 35 million records worldwide. J Balvin made a collaboration with Nike Air Jordan 1 and created his sneakers. For the raffle, he donated two sneakers signed by him: one size 7 and the other size 8.</p>		<p>\$2,816 USD</p>
FONSECA	<p>Fonseca is a Colombian singer and songwriter who has been awarded 5 Latin Grammy awards. For the raffle, he donated an autographed guitar.</p>		<p>\$3,583 USD</p>
SEBASTIAN YATRA	<p>Sebastian Yatra is a Colombian singer and songwriter who has been recognized for his hit songs. For the raffle, Yatra donated a jacket autographed by him.</p>		<p>\$170 USD</p>



<p>NICKY JAM</p>	<p>Nicky Jam is a well-known reggaeton singer and songwriter who joined the raffle by donating seven vinyl records. The first vinyl is a Nicky Jam record autographed by him. The other six are by Colombian idols: Binomio de Oro, Richie Ray and Bobby Cruz, Vallenatos de Oro which includes several vallenateros, El Porro es Colombia, Canti Cuentos and finally, the album "No hay Quinto Malo" by Grupo Niche.</p>		<p>\$360 USD</p>
<p>GREEICY</p>	<p>Greeicy is a Colombian actress and singer who is committed to charity work. In this case, as a participant of the event, she donated a white Stand Up Providencia t-shirt autographed by her.</p>		<p>\$20 USD</p>
<p>JUANES</p>	<p>Juanes is a Colombian singer, songwriter, and musician who has sold more than 16 million albums worldwide. He has won several Grammy and Latin Grammy Awards. For this event, he donated one of his hats.</p>		<p>\$437 USD</p>



LLANE	<p>Juan David Castaño Montoya, better known as Llane, is a singer and composer famous for being part of Piso 21, a Colombian Latin pop group. For the raffle, he donated a jersey autographed by him.</p>		\$40 USD
JORGE VILLAMIZAR	<p>Jorge Villamizar is a Colombian Latin pop and rock singer and musician. Best known for being the leader of the multi-ethnic rock band Bacilos with whom he won a Grammy Award and several Latin Grammys. This vueltillo hat was donated by him to support the reconstruction of Providencia and Santa Catalina.</p>		\$180 USD
ESTEBAN CORTÁZAR	<p>Esteban Cortázar is a Colombian fashion designer. For the raffle, he donated his dress "Salsa," made of a silk jersey with an orange PVC skirt.</p>		\$1,030 USD



<p>BEATRIZ CAMACHO</p>	<p>Beatriz Camacho is a Colombian fashion designer known for her elegance and subtle sophistication. Beatriz donated a thick cord belt in sand color with military green.</p>		<p>\$95 USD</p>
<p>DANIELA SALCEDO</p>	<p>Daniela Salcedo is a renowned designer of handmade jewelry made by Colombian artisans. Daniela donated a pair of 24K gold-plated earrings.</p>		<p>\$550 USD</p>
<p>MALLARINO</p>	<p>Mallarino is a fine jewelry house that combines a unique Colombian flair with European sophistication. The seahorse earrings they donated are part of their "Marina" collection. They are in silver with gold plating handmade in filigree by Colombian artisans.</p>		<p>\$1,280 USD</p>
<p>PALO ROSA BEACHWEAR</p>	<p>Palo Rosa Beachwear is a Colombian brand that aims to satisfy the modern woman and highlight her femininity with high-tech materials and handmade manufacturing to result in a unique product that makes a difference. They donated a swimsuit made of recycled fabric which comes from the recycling</p>		<p>\$20 USD</p>



	process of 12 PET plastic bottles.		
RAÚL PEÑARANDA	Raul Peñaranda is a Colombian designer who donated a cocktail dress from the Atelier collection made of French silk lace along with a faux fur coat designed for the film <i>Murder on the Orient Express</i> .		\$390 USD
MAJIDA ISSA	Majida Issa is a Colombian actress and shoe designer. For the raffle, the designer donated a pair of shoes of the winner's choice .		\$260 USD
BOCESE	Bocese is a Colombian artist raised on the island of San Andres. His work highlights all aspects of the island's culture, people, architecture and environment. For the raffle, he donated a salvaged window of a typical old house . Acrylic technique on wood. 116cms x 84cms.		\$390 USD



<p>JOTA</p>	<p>Jota is a Colombian artist raised in the archipelago of San Andres. The theme of his donated work alludes to a dichotomy where it is intended to exalt the importance of women in our society and eradicate any kind of abuse. On the other hand, the jaguar shows its fierceness as a defense of that same reality that persists in our society. Likewise, the jaguar is a species on the verge of extinction throughout Latin America, all thanks to deforestation, trafficking, and hunting.</p> <p>Painting: 230cm high x 190 cm wide. Mixed technique on canvas.</p>		<p>\$300 USD</p>
<p>EDDIE WHITE</p>	<p>Eddie White is an Australian artist and video developer living in Colombia. Eddie brings to life the typical food and wonders of Colombia through drawing. Thanks to Eddie's love for the island, he donated a portrait of a fish with legs.</p>		<p>\$107 USD</p>

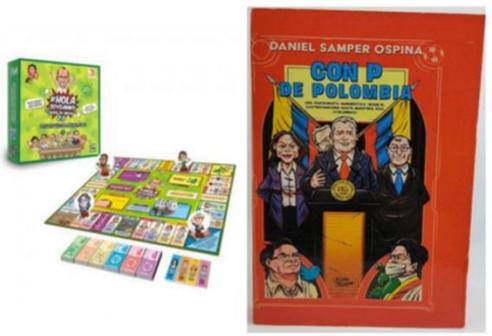


<p>MÓNICA BACHUÉ</p>	<p>Mónica Bachué is a Colombian artist and designer founder of the Velazca brand that incorporates her art "Leporinos" in fashion, industrial design, and visual arts to tell her story and the story of 1 in 700 people around the world. For the event, she donated one of her works.</p>		<p>\$380 USD</p>
<p>MONICA NEGRET</p>	<p>Monica Negret is a Colombian artist who joined the raffle by donating a sculpture she made in collaboration with the Johnnie Walker brand. This brand also donated a bottle of Black Label whiskey.</p>		<p>\$360 USD</p>
<p>CAMILO VILLEGAS</p>	<p>Camilo Villegas is a Colombian professional golfer who plays on the PGA Tour. For the raffle, Camilo donated a golf bag autographed by him.</p>		<p>\$485 USD</p>



<p>FARAH CABAL</p>	<p>+</p> <p>Roberto Farah and Juan Sebastian Cabal are two of the best tennis players in Colombian history due to their triumph at Wimbledon in 2019. These idols joined the raffle by donating a tennis racket autographed by them that they used in both the Wimbledon and the US Open.</p>		<p>\$1,38 5 USD</p>
<p>BOCA JUNIORS</p>	<p>The Argentinian soccer team donated one of Sebastian Villa's jerseys signed by Boca Junior players.</p>		<p>\$225 USD</p>



<p>ISIAH THOMAS</p>	<p>Isiah Thomas III is an American former basketball player named one of the 50 greatest players in NBA history. He donated a basketball jersey signed by him and a bottle of champagne.</p>		<p>\$250 USD</p>
<p>JUANPIS GONZALEZ</p>	<p>Alejandro Riaño is a Colombian actor and comedian, also known as "Juanpis Gonzalez." He is recognized for creating and starring in stand-up shows, for his performances in theater, and more recently in film. Juanpis donated a bottle of Macallan Whisky and his book "Politically Incorrect," both autographed by him.</p>		<p>\$800 USD</p>
<p>DANIEL SAMPER</p>	<p>Daniel Samper Ospina is a Colombian humorist and columnist. He was director of SoHo magazine and also wrote for Semana Magazine. Daniel donated his book "Con P de Polombia" and his game "Hola soy Danny."</p>		<p>\$220 USD</p>



ALEJANDRA AZCARATE	<p>Alejandra Azcárate is a Colombian model, presenter, comedian and actress. For the raffle she donated the striking red dress that she wore at the Viña del Mar festival.</p>		\$210 USD
SEBAS VILLALOBOS	<p>Sebastián Villalobos is a Colombian youtuber, actor, singer, model and author. For the event, Sebastian will do a 30-minute virtual meet-and-greet via Google Meet with the winner of the raffle.</p>		\$115 USD
SPIRIT	<p>Spirit Airlines donated airfare vouchers from any destination in the United Stated to any destination in Colombia on Spirit Airlines.</p>		\$3,395 USD

The raffle Hope Blooms (La Esperanza Florece) raised a total of **US \$21,743** or approximately **COP \$79,540,677.46**. This donation is aimed to rebuild the social fabric of the families affected by Hurricane Iota. It will not only serve as a shelter for possible hurricanes, earthquakes, tsunamis and floods in the region, but will also generate social cohesion processes in the community. The construction of the Community Center is necessary as a meeting, learning, and entertainment place for the inhabitants of



Providencia and Santa Catalina through which the strengthening of the racial culture, art, and recreation will be promoted. This center will not only serve as a shelter for hurricanes, earthquakes, tsunamis and floods in the region, but will also generate social cohesion processes in the community.