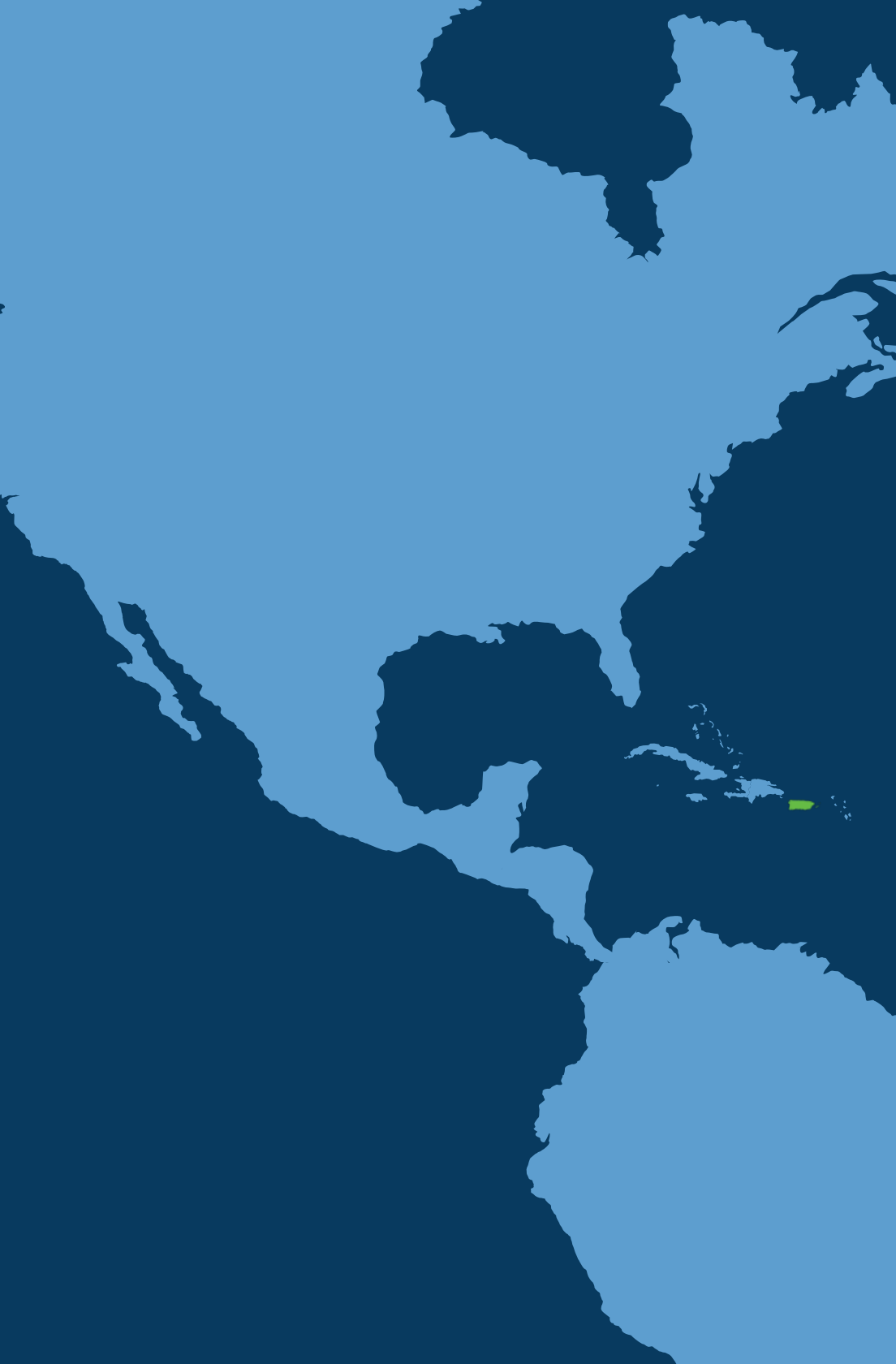




**ADDRESSING NEEDS AND ACCELERATING OPPORTUNITIES
FOR A BETTER PUERTO RICO**







Puerto Rico is open for business! We cherish the opportunity to share with our friends our greetings and our hope for a stronger Puerto Rico as we move forward in a complex recovery effort.

As first lady of Puerto Rico, our office has established priorities that reflect the needs of our families throughout the island. We established our most ambitious initiative, *Fortaleza Para Ti*, to bring together government agencies and community leaders in an effort to transform families in vulnerable sectors of various towns. From infrastructure repairs to health services, we have reached thousands of families to bring about positive change and opportunities to hardworking parents, the elderly and our youth. Unfortunately, the impact of hurricanes Irma and Maria in 2017 became the worst disaster in modern U.S. history. But our spirit and strength demonstrated the resiliency of our people. We have worked hard on recovery and rebuilding, focusing on social and economic development; Whilst maintaining our priorities to best serve families, women, children, and communities.

It is with great pride that we share with you some of our most important efforts, highlighting the spirit of public service. Our priorities reflect the meaning and privilege of serving our people, as well as representing the hopes and dreams of our fellow citizens.

Beatriz Rosselló

Beatriz Rosselló
First Lady of Puerto Rico



Fortaleza Para Ti

Strength, Unity and Love

Through Executive Order 2017-028, signed by the Governor of Puerto Rico Ricardo A. Rosselló the program Fortaleza Para Ti is established and assigned to the Office of the First Lady. Thanks to this program, several communities have received different types of help such as renovations to badly damaged areas.



Puente Blanco, Cataño

Removal of debris, lighting and installation, Internet was provided to computer centers; Four houses were repaired, as well as communal areas and recreational parks.

San Romualdo, Hormigueros

Some of the work in this community included fixing paint jobs on traffic signs, removal of debris, parks, computer centers and repairs for a school and three houses.

Museo Casa Blanca, San Juan

Some of the restorations were made to water ponds, all electricity, telephone lines, elimination of sick trees, conditioning the terrain for new crops, painting all the buildings, and fixing bathrooms. This structure was abandoned for a long time, but it is now open for visitors.



Julián Blanco School, San Juan

This is a specialized school in ballet. All the classrooms were renovated, and digital classrooms were integrated as well as Internet, new desks, lockers, and parking spaces. New administrative offices were created, school supplies were distributed, and positive messages were written all around the school.

Villa Marisol, Toa Baja

The work in this community consisted of garbage and debris removal, renovations to the main roads, as well as the fixings of five homes, recreational parks, and the community center. They also handed out cribs and car seats for infants, and health services were arranged for residents.

Punta Santiago, Humacao

As the point of landfall for hurricane Maria, many areas within this community were badly damaged. With Fortaleza Para Ti, they were able to renovate homes, public centers, the main road, the beach, a tennis and a basketball court, the children's park, a nature reserve, murals, and many more.





Bahía, San Juan

Current project for Fortaleza Para Ti to boost tourism and culture. The docks 1, 2, 3, and 4 were repainted, the Plaza Dársenas is being renovated, sculptures will be placed in different areas, a park for pets is being prepared, a floating star on dock 3 was installed, and a sound system will be installed to play native Puerto Rican music.

Adopt a Park

Along with the secretary of the Department of Correction and Rehabilitation, this program was established to create a recreational area for the inmates and their families to enjoy. This initiative gives the inmates the opportunity to make nice memories with their children, regardless of the situation their parents are going through.





Our Animals

Spayathon for Puerto Rico

Collaboration between the Government of Puerto Rico, the Humane Society of the United States, the Veterinary Association and the Veterinary Board, to hold high-quality, high-volume, spay/neuter clinics around the island. The purpose of these clinics is to reduce the number of abandoned animals in the streets and shelters. Within the past year, there have been three rounds (June, November, and February), and a total of 24,904 animals have been successfully neutered.



Animal Welfare Summit

Beatriz Rosselló created the first summit for animal welfare in order to bring consciousness, unite efforts, and encourage alliances that will maximize all the necessary resources to help take care of animals without homes in Puerto Rico. The summit consisted of talks about the importance of educational campaigns and collaboration efforts. They also offered orientations on how to correctly apply and administer federal funds meant for animal protection, as well as the benefits of establishing a pet register for their own protection, and also the amendments suggested for Act 154, the advantages of the use of mobile units, and the importance of integrating pets to the school curriculum.



Our Children

Back to School with Fortaleza For You

First Lady Beatriz Rosselló joined efforts with private companies and government agencies, to collect and distribute school supplies for students in the private and public school systems all around Puerto Rico. During the first year of this initiative in 2017, Mrs. Rosselló invited past first ladies of Puerto Rico to participate in the activity by handing out materials to the students. In 2018, the first lady sought to encourage empowerment for young girls through the influence of a group of accomplished Puerto Rican women who helped distribute the school supplies around the island.



“Now it’s our turn to work together for the good of our children, so they can be ready for the start of the school year with love, enthusiasm, materials, and our support.”

Renovate Your School

Project focused on volunteer work and combined donations, along with government agencies to achieve the rehabilitation of school structures on the public system, in order to have them ready by the start of the school year. Government agencies welcomed the students at the beginning of their classes.

Stop Bullying

Puerto Rico is currently ranked 37 in the amount of bullying cases that have been reported in the United States. First Lady Beatriz Rosselló, along with government agencies, musicians, artists, and prominent athletes, launched the campaign known as Stop Bullying Puerto Rico. This campaign spreads a strong message about preventing, fighting, and stopping the harassment we see in schools and in social media. This message is transmitted through the media, educational talks, and positive messages.





Three Kings Day

¡Nos Une la Tradición!

With the help of private companies and government agencies, Mrs. Rosselló created this initiative to collect different types of donated toys and books for children of all ages, to hand out on the day of the Three Kings celebration (January 6th). During this day, the first lady and the governor of Puerto Rico go to different municipalities to spend some time with the children and distribute the gifts from the Three Kings.





Women

Women's Council

After Executive Order 2017-013 was signed to establish the Women's Council, the first lady took the initiative of uniting the work executed by the Women's Council and the Assistant Secretariat of Minors and Family Affairs. This was made to consolidate and integrate the services offered by government agencies, non-profit organizations, and private entities.



Puerto Rico First Ladies Alliances

Beatriz Rosselló opened the doors of La Fortaleza, to receive the first ladies of the island's municipalities in an informal meeting. The purpose of this meeting is to let them know that they are not alone and that they can achieve great things together.

"I believe that it is important to recognize your collaboration, presentation, and sacrifice when you extended your arms to the citizens who needed special support during moments filled with desolation and uncertainty after the strong blow that was dealt to us by nature."

Corporate Briefcase for Women

This program was developed by recognizing the empowerment, initiative, and creativity of women and mothers. It is an essential project that defends the right to equal opportunities for economic growth for everyone. This program works as a platform that will provide women with the training and necessary services to create and/or expand their innovative companies and export their products and services. This will ultimately open doors for them, towards a world of business without any obstacles.

My House

Program established as an alliance between the third sector, professionals of the mortgage market, private banking, cooperatives, credit agencies, and community organizations. Its purpose is to give Puerto Rican families a better quality of life by giving them access to their own home.





Hurricane Maria

Changing Paths Together

United for Puerto Rico

Based on the necessities of victims of hurricanes Irma and Maria, and thanks to the generosity of the people, First Lady of Puerto Rico Beatriz Rosselló united the government, the private sector, and non-profit organizations to create United for Puerto Rico. The entity managed to raise and distribute \$38 million dollars donated by collaborators and supporters.

United for Puerto Rico impacted more than 1.5 millions individuals working with the non-profit organizations in the 78 municipalities.

www.unidosporpuertorico.com



193 non-profit organizations benefited from the money intended for 220 projects.

The following is a detailed list of the monetary resources given on August 31, 2018:

Water and food:

\$3,847,102.00 - distributed to 15 organizations.

Health:

\$8,328,323.24 - distributed to 43 organizations

Reconstruction and housing:

\$10,584,568.25 - distributed to 57 organizations

Social welfare:

\$7,531,286.57 - distributed to 68 organizations

Economic development:

\$7,689,265.70 - distributed to 22 organizations





Emergency Stop and Go

Following the passing of hurricanes Irma and Maria, different centers around the island were designated to offer services such as prepared foods, water, charging stations, entertainment, recreational activities for children, health clinics, barber shops, laundromats, and many more. These services were offered to more than 100,000 people from municipalities such as Culebra, Vieques, Rio Grande, Naguabo, and Humacao.

Dream With Hope

The first lady and the governor of Puerto Rico, along with Ashley Furniture Industries and Berrios Furniture store, gave 4,700 mattresses to families who were affected by hurricanes Irma and Maria around the island. This helped strengthen the private industries' commitment to the government. "We want to spread hope into every corner of Puerto Rico, so they know that they're not alone; That we have come here to help them and that we will keep helping them."

Laundry Loads With Hope

Over five laundry facilities were set up in strategic points around the island, so the citizens could wash, dry, and fold their laundry. Those affected by hurricanes Irma and Maria took part in this initiative, which required no fees. They were offered detergents, equipment, and baskets to carry their clothes.

House of Heroes

As part of the first initiatives after hurricanes Irma and Maria, House of Heroes was created as a space where first responders from all countries, that came to offer us a helping hand, could have a place to rest, spruce up, and be fed. Together with the Puerto Rico Restaurant Association, volunteer staff, and the Office of the First Lady, we made sure that every first responder was protected

Elderly Task Force

In the immediacy of the historic damage caused by hurricane Maria, elderly men and women needed support, food, water and personal hygiene articles. Many of them, in independent living facilities, as well as nursing homes, felt particularly helpless. Our Women's Council responded quickly, visiting facilities throughout the island with water, food, and medical supplies. They formed an organized response team with women leaders that included the US attorney general for PR, our state attorney general, the comptroller and other public safety officials, with private industry leaders in Puerto Rico. For four months, the Elderly Task Force, as it became known, visited over 600 nursing homes and independent living facilities assisting the elderly in every municipality of our island.



**SEEKING THE BEST OPPORTUNITIES
TO IMPACT DIVERSE
PUERTO RICAN COMMUNITIES**

Animal Wellness Summit

Adopt a Park

Back to School

Dream With Hope

Elderly Task Force

Emergency Stop & Go

House of Heroes

Laundry Loads

My Home Project

Puerto Rico First Ladies Alliance

Renew Your School

Stop Bullying

Spayathon for Puerto Rico

Three Kings Day

United for Puerto Rico

Women's Corporate Briefcase