

Près du Rêve - Aconcagua

Overview of the project - 2016

SEULE face à la montagne en faveur de femmes moins chanceuses
ALONE face to the mountain in favor of women being less lucky
SOLA frente a la montaña para las mujeres menos afortunadas



Vivez l'aventure de Patricia
Live Patricia's adventure
Vive la aventura de Patricia

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Project Description

Près du Rêve

Concept

A trek to the top to accompany women on their way to empowerment.

Près du Rêve



Beyond the donation, *create Bonds*

Join in one project several and same energies to make one's dream or challenge true :

1. climb **ALONE** a **mountain** (the Trekker)
2. climb the ladder of **independence** (Women in need)
3. contribute to a **meaningful** journey (the Coordinator, NGO and Donators)

Galvanise all the **committed** people in a **virtuous** and **winning** circle :

- The **project owners** and **contributors**
- The **local non-profit association**, acknowledged by national and international authorities
- **Women in need** but **determined** to do their own job to succeed
- The donators from all walks of life & every corner of the world

Around a concrete program:

- Of **educative** kind (professional training)
- Leading to **financial and social autonomy of women**
- by a higher **employability/«entrepreneuriality»**

Lever: **fundraising via a crowdfunding platform**, where **all the funds** are **totally transferred** to the association (1)

(1) Up to 10 000€ and provided that all the bank transfer-related expenses, expected or not, are entirely covered

Principles

- Tangible & Measurable
- Transparency
- Inclusion
- Surpassing yourself
- Responsibility

The Dream

Create over time a «**Près du Rêve**» **community**, who will join together at each **different** project led on a regular basis.



Motivations

- Taking Action
- Giving a meaning
- Bringing a contribution
- Sharing
- Creating bonds
- Learning





First Edition Près du Rêve

Aconcagua, Argentina

Highest summit in Americas, altitude 7000m.

If the path is easy in general, the final ascension is a physical challenge reserved to candidates with an excellent fettle.





Why Aconcagua & Argentina

- **Symbolic value of the summit:**
 - Highest of Americas and Andes (7000m) -> strong technical difficulty
 - Frontier between Chile and Argentina
 - In the heart of Incas land
- **Very tense economical situation**
 - Galloping inflation
 - Argentina, refuge for women of neighbouring countries
- **Women position on South-American continent**
 - Domestic violence, plague #1 of societies
 - Strong increase of «femicides» ([Le Monde du 19 oct. 2016](#))



Objectives

- Reaching ALONE 7000m
- Raising at least 3000€
- Get a minimum of 100 donators
- Cover ten or so countries
- Get a media coverage



Women Project, couture Workshop

Goal :

- Create an **alternative job market** for a population so far denigrated
- **Increase the employability of migrating women** via an adequate infrastructure (tools, devices, raw material and certification)
- **Favor the economical development** and the **integration** of a **vulnerable population** by demonstrating the **value that can be created** to Argentina

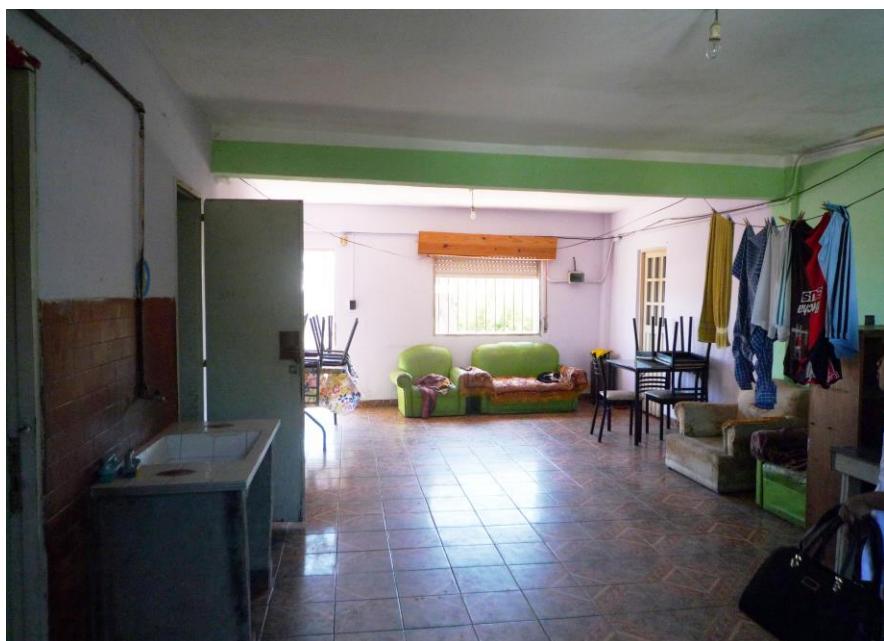
Final objective: +250 empowered women





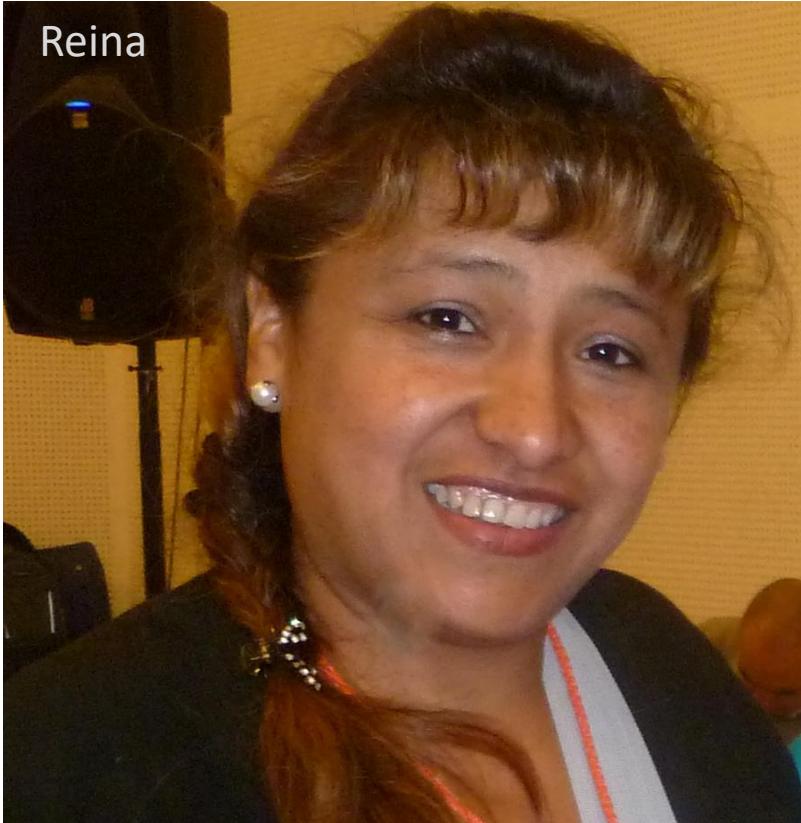
Couture Workshop

January 2016

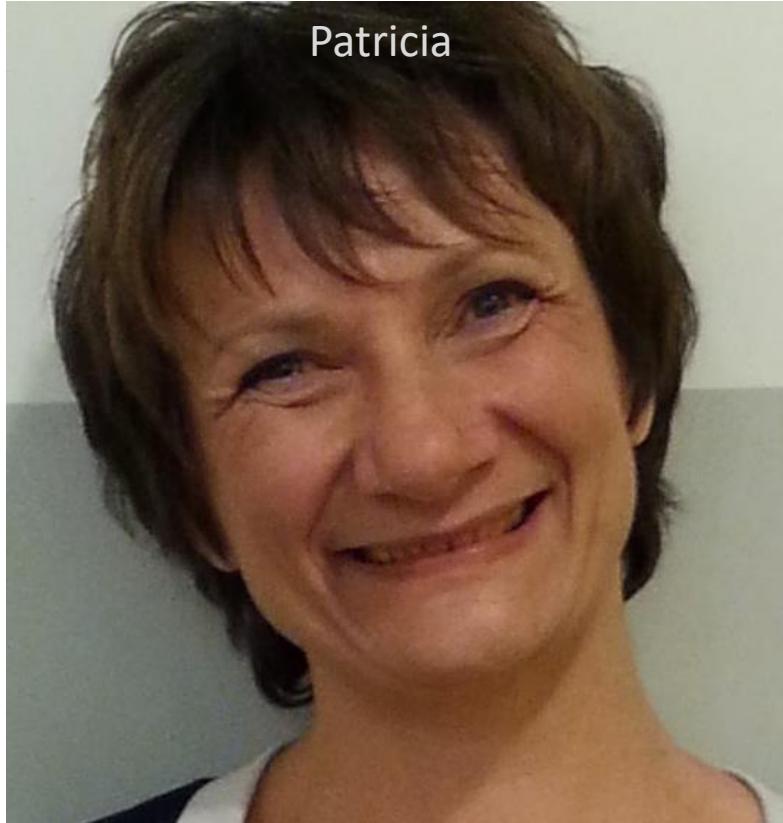


Teachers & «Students»

Reina



Patricia



Maryse



Key Players





Roles & Responsibilities

Patricia Maris



Ascension Trekking

Maryse Rebillot



Communication

Reina Torres



Association

[Centro Integral de la Mujer Marcelina Meneses](#)

Who's Who?

Technical preparation
Physical preparation
Logistics
Sportive challenge

Communication tools
(blog, FB, crowdfunding, flyers, etc.)
Liaison with donators
Coordination Association
Contact with media

President of Association
Creation of Pilot workshop
Admin/Legal Management



The Association in Brief

- NGO since 2010
- 5 active people
- +15 welcomed people p. week
- Target: migrating community, especially women.
- Services:
 - Legal Advices
 - Psychological support
 - Social Aid
 - Training & Information workshops
- Mission:
 1. Fix urgent and immediate issues;
 2. Bring a place to meet, learn and reflect



Centro Integral de la Mujer Marcelina Meneses



Un espacio para las mujeres migrantes - Argentina-Prcia de Buenos Aires-Ezepeleta

miércoles, 4 de octubre de 2017

Centro Integral Marcelina Meneses

Centro Integral Marcelina Meneses

Empoderando con...
Prés du Rêve Aconcagua.

Contribuyentes
Aixa Dea García Avellaneda
Marcelina Meneses

Formación de Líderes Comunitarias

Esta actividad es realizada por Centro

<http://ceimmarcelinameneses.blogspot.fr/>



Why this Association

- Reina' energy and personality, the President
- Biggest Achievement: with poor means, she **made an act be voted as national law claiming January 10th as the Day of migrating Women.**
- The Centre receives **NO subvention**. The only support comes from private institutes and foundations.
- Dream of Reina and her team



Create the House of Migrating Women, where would be hosted people:

- **victims of domestic violence**, who don't know where to go and avoid going back to their attacker's home;
- Coming from countries, where they **cannot find adequate medical care**, and need a place to live during their treatment
- **victims of sexual or economic slavery**.



12/6/2017

Reina's Team

Patricia's visit to the Centre, December 19th 2015



<http://ceimmarcelinameneses.blogspot.fr/>



Donation System

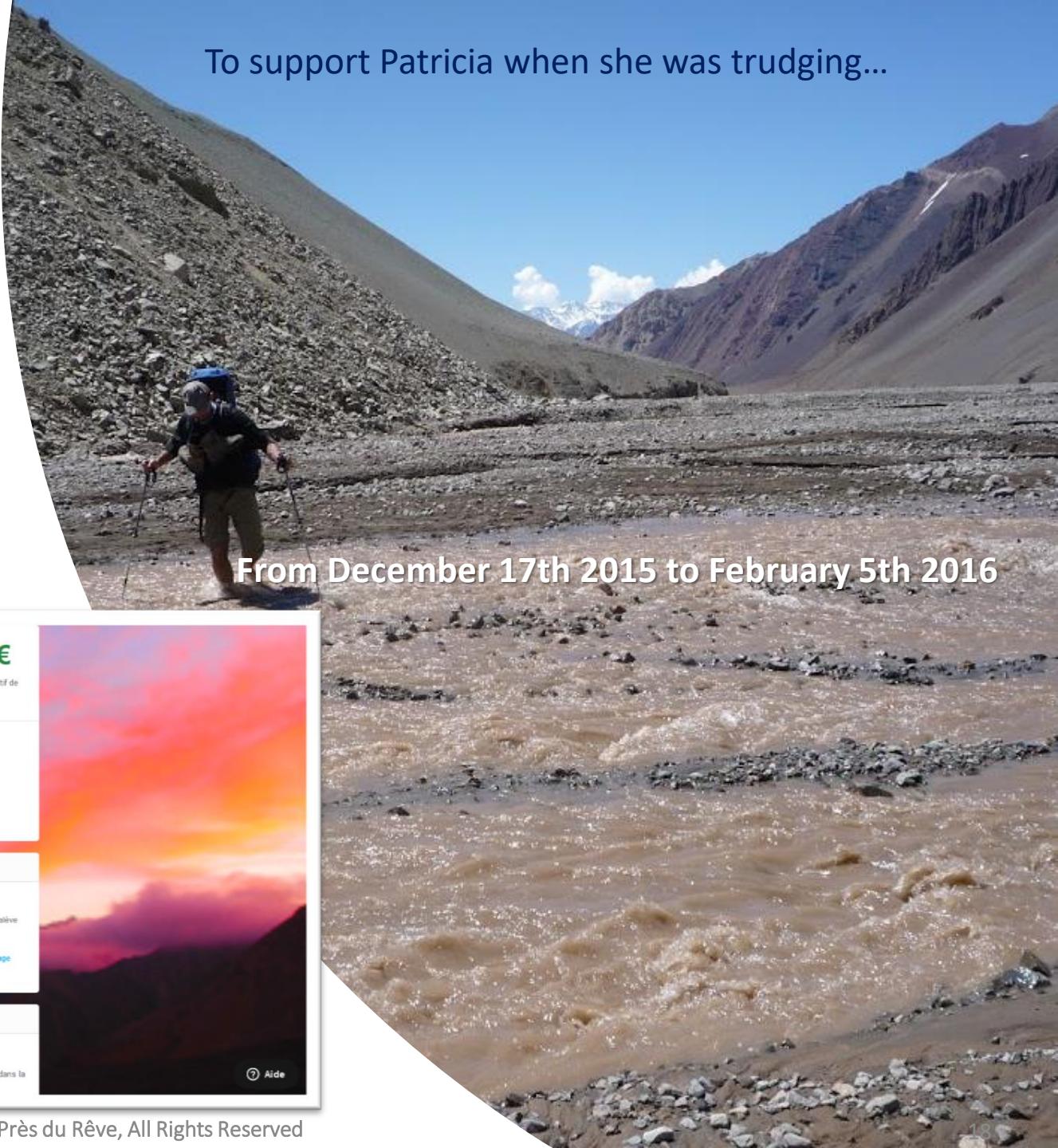


Crowdfunding Platform



<https://fr.ulule.com/pres-du-reve/>

- 1st crowdfunding platform in Europe
- +1 500 000 members in the world
- Available in 8 languages
- Success rate for projects: +65%



To support Patricia when she was trudging...

Près du Rêve - Aconcagua

Seule & Ensemble à 7000m

Accueil 17 news 15 commentaires 67 contributeurs

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Créateur

Près Du Rêve

1 Collonges Sous Sablons 1 projet créé Envoyer un message

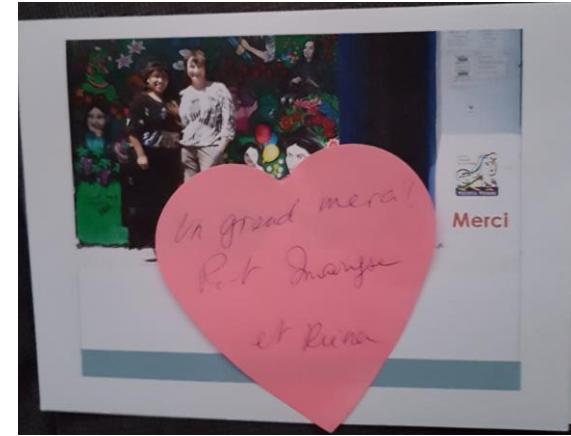
Contreparties

Pour 10 € ou plus Certificat APU, Dieu des Montagnes dans la civilisation inca



Pour 10 € ou plus

Certificat APU, Dieu des Montagnes dans la civilisation Inca



Pour 20 € ou plus

Certificat EKKEKO, Dieu du Foyer et de la Richesse.



Rewards for Donators

+ Dédicace de toutes les participantes de l'atelier de couture que nous soutenons.

Pour 40 € ou plus

Certificat INTI, Dieu du Soleil, avec l'objectif de récolter 2000€.



+ photo dédicacée de Patricia au sommet de l'Aconcagua, arrivée prévue entre le 2 et le 4 janvier, selon les conditions météo.



Pour 80 € ou plus

Certificat WIRACUCHA, Dieu Universel

+ un objet fabriqué en AWAYO par les femmes de l'atelier couture, à VOTRE NOM.



A nice composition made by the workshop participants. It represents all the Argentina symbols, with in the middle a small bag made in typical tissue.





Results

- Sportive
- Financial
- Visibility



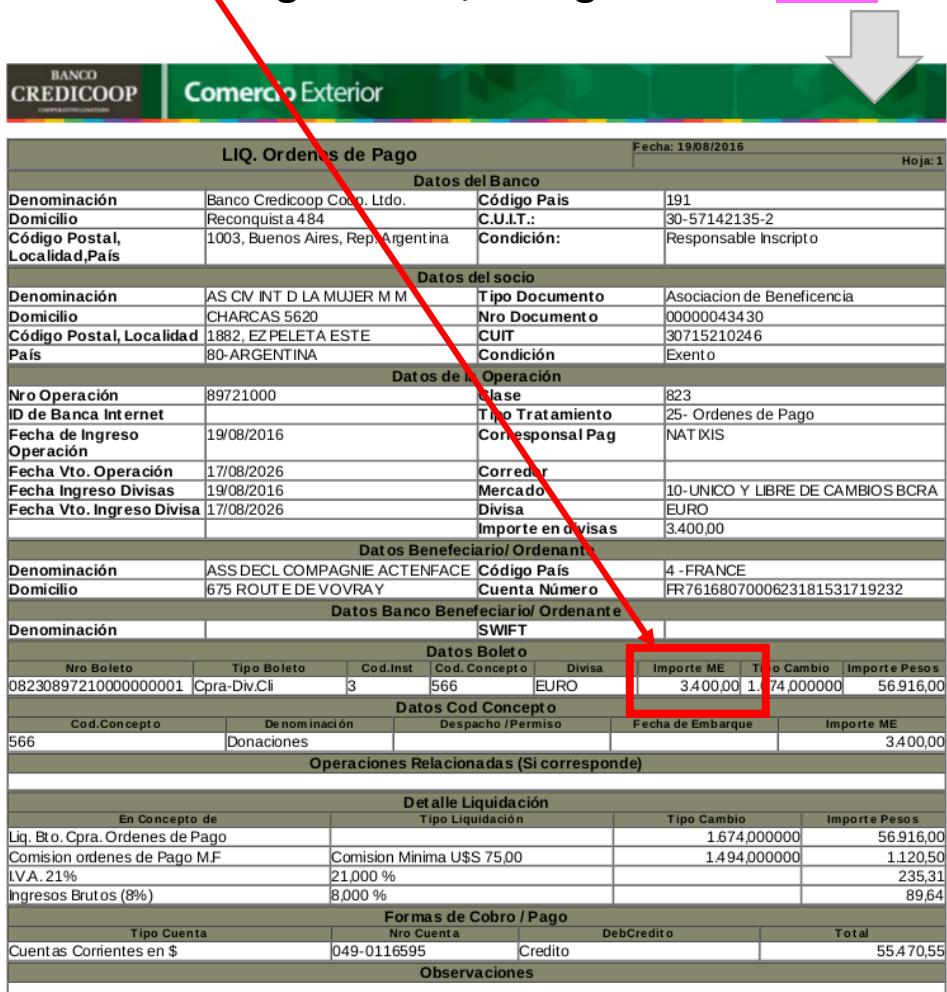
- Reach 5200m although a pulmonary oedema
- Ascent alone with a mule and a humidity level close to 0.
- Remain feminine on every inch, including feet, even at 4000m altitude

Patricia's Achievements

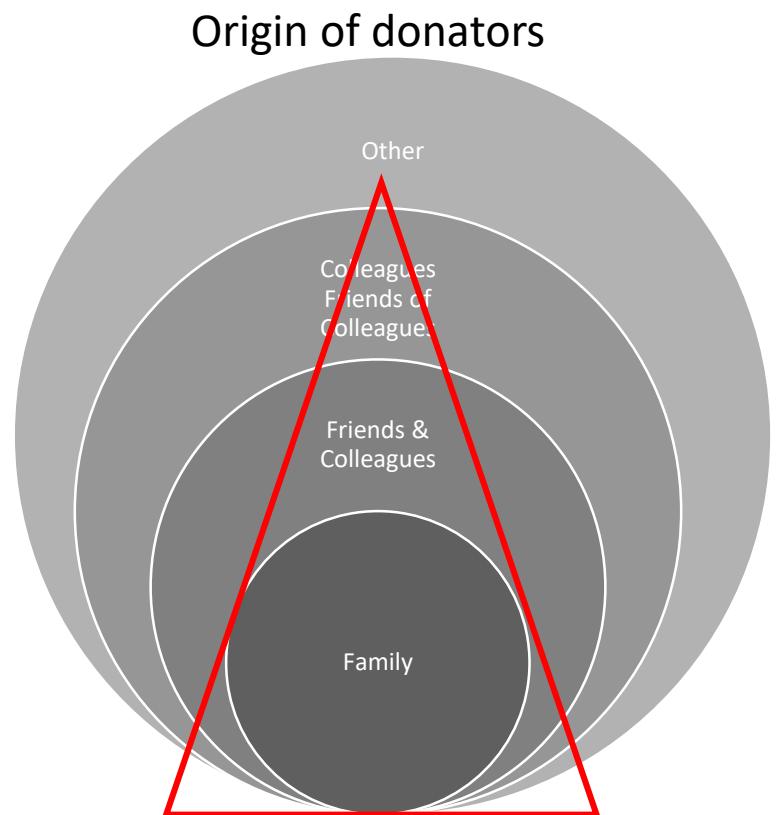
A fruitful fundraising campaign

+3700€ collected in total

3400€ transferred on the association's bank account
after deducting transfer/change costs + Ulule ones (crowdfunding)



LIQ. Ordenes de Pago				Fecha: 19/08/2016	Hoja: 1
Datos del Banco					
Denominación	Banco Credicoop Coo. Ltda.	Código País	191		
Domicilio	Reconquista 484	C.U.I.T.:	30-57142135-2		
Código Postal, Localidad, País	1003, Buenos Aires, Rep. Argentina	Condición:	Responsable Inscripto		
Datos del socio					
Denominación	AS CIV INT D LA MUJER M M	Tipo Documento	Asociacion de Beneficencia		
Domicilio	CHARCAS 5620	Nro Documento	00000043430		
Código Postal, Localidad	1882, EZ PELETA ESTE	CUIT	30715210246		
País	80-ARGENTINA	Condición	Exento		
Datos de la Operación					
Nro Operación	89721000	Clase	823		
ID de Banca Internet		Tipo Tratamiento	25- Ordenes de Pago		
Fecha de Ingreso Operación	19/08/2016	Correspondencia Pag	NATIXIS		
Fecha Vto. Operación	17/08/2026	Corredor			
Fecha Ingreso Divisas	19/08/2016	Mercado	10-UNICO Y LIBRE DE CAMBIOS BCRA		
Fecha Vto. Ingreso Divisa	17/08/2026	Divisa	EURO		
		Importe en divisas	3.400,00		
Datos Beneficiario/ Ordenante					
Denominación	ASS DECL COMPAGNIE ACTENFACE	Código País	4 -FRANCE		
Domicilio	675 ROUTE DE VOVRAY	Cuenta Número	FR7616807000623181531719232		
Datos Banco Beneficiario/ Ordenante					
Denominación		SWIFT			
Datos Boleto					
Nro Boleto	Tipo Boleto	Cod.Inst	Cod.Concepto	Divisa	Importe ME
08230897210000000001	Cpra-Div.Cli	3	566	EURO	3.400,00
					1.174,000000
					56.916,00
Datos Cod Concepto					
Cod.Concepto	De nominación	Despacho /Permiso		Fecha de Embargo	Importe ME
566	Donaciones				3.400,00
Operaciones Relacionadas (Si corresponde)					
Detalle Liquidación					
En Concepto de	Tipo Liquidación		Tipo Cambio	Importe Pesos	
Liq. Bto.Cpra. Ordenes de Pago			1.674,000000	56.916,00	
Comision ordenes de Pago M.F	Comision Minima U\$S 75,00		1.494,000000	1.120,50	
IVA. 21%	21,000 %			235,31	
Ingresos Brutos (8%)	8,000 %			89,64	
Formas de Cobro / Pago					
Tipo Cuenta	Nro Cuenta	DebCredito	Total		
Cuentas Corrientes en \$	049-0116595	Credito	55.470,55		
Observaciones					



- +75 donators with an avg. 30€ donation (67 donators on Ulule + 8 further ones in direct)
- Donations coming from 3 countries: France, Switzerland and UK



A TRUE couture workshop

- 3 industrial machines
 - A sewing «Right» machine
 - A topstitching machine (second hand)
 - A finishing machine
- Special threads and needles for these machines
- A room specially arranged
- At beg., 2 workshops per week, Mondays & Thursdays.
- Today, 1 workshop per week, Saturdays.
 - Basics of couture and topstitching
 - Repair clothes and make the finishing
 - Make clothes, table clothes and napkins, rag dolls, pillows and girl underwear they sell on markets and in family

5 attending women on avg. per week



Our heroins

Bélen is Argentinian and a single mother of a 4-year old son. She has suffered from marital abuse during her pregnancy and several years after, until she has had the courage to leave. She has been to high school but likes very much the manual things. The Center is for her a chance to learn everything about tissue. She is delighted to participate to the dressmaking workshop..



Belén has learned to use the machines. It was a great effort for her, because she was afraid. Industrial machines are much faster than the standard ones. But she did it. She started in parallel some hairstyle courses. She's done with them now. Thanks to the money she got, she bought professional scissors and some haircut material. She's only needing now to buy the chair and hair washing tub. Fortunately, she a job as hair dresser in a shop, and continues her studies. She wants to pass her second cycle.

Jhovanna was very happy with her 3 children. She started to make clothes. She bought a sewing machine, with the money she got. She is doing theater, which is helping her to let go and master her fears.



Jhovanna is Bolivian and mom of three children (11, 8 and 6), she has had at a very early age. She arrived recently in Argentina with her husband, jobless. She has already some knowledge in sewing but her wish is to complete her know-how. For her, finding a job is crucial to offer a decent living to her family.

**Biggest Près du Rêve gift:
an higher self-confidence**



Top visibility in 2 months

- Blog in 3 languages (F, UK, E)
- Page FB
- Page Ulule
- Flyers
- 1 offer for a TV report from a French TV channel
- 1 press article in the local newspaper



+5000 views from +10 countries from almost every continent



Entrée	Pages vues
France	274
États-Unis	95
Argentine	64
Suisse	29
Allemagne	11
Belgique	5
Irlande	2
Australie	1
Espagne	1
Ukraine	1



Près du Rêve - Aconcagua

+11 pages created
+50 posts written



Près du Rêve - Aconcagua

Seule & Ensemble à 7000m / Alone & Together @ 7000m / Sola & Junts hasta 7000m

HOME INITIATIVE, INICIATIVA AVVENTURE, AVENTURE, AVENTURA TREKKING DON, GIVE, DONA QUI, WHO, QUI

PROJET, PROJECT, PROYECTO ASSOCIATION, ASOCIACION, GALERIE, GALLERY, GALLERIA CONTACT, CONTACTO, CONTACTO LIVRE, BOOK, LIBRO

Rechercher dans le blog

ARTICLE HOUSE / HELP US / AYUDANDO

USILE CROWDFUNDING

Faire un don / Donar / Dona

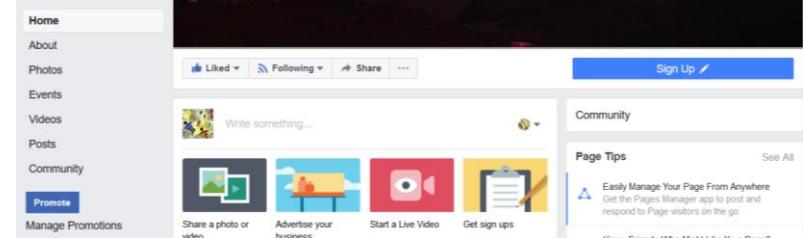
IMPORTANT - IMPORTANTE

TOUTES les REVENUS sont reversés à l'ONG SEULE. Elles sont utilisées pour aider les femmes à sortir de la détresse et à retrouver leur dignité. Elles sont reversées à l'ONG SEULE. Elles sont utilisées pour aider les femmes à sortir de la détresse et à retrouver leur dignité.



Près du Rêve

@presdureve



[http://www.lemessager.fr/](http://www.lemessager.fr)



What we learned



Donation

Reaching donators out of our direct connections is very hard

Never give up! Till the end of the deadline, and even after...

One watchword:
communicate
communicate
communicate

+3000€, that's a lot compared to other standard campaigns

Organisation

Plan your activities is KEY to compensate the unexpected events

Admin is sometimes as hard (if not more) as overcoming sportive difficulties

Communicate on the project :
2 – 4 hour a day, every day.

The project ends when everybody is back to her/his daily life

Human

Fascinating and inspiring people

An energising journey where everybody learns and grows

A life lesson to firmly see the glass half FULL

New competences your values made credible by facts

The numerous learnings from this experience

The Plus from Maryse : «the 'wild' Trekking life in mountain is definitely not for me »

Some HOT moments

- The [preparation](#) of the equipment needed for ascension – Wow!
- Patricia's departure
- Meeting Patricia - Reina
- The Tom-Tom communication btw Patricia & Maryse for technical reasons. Trekkers crossed by Patricia have to give news to Maryse
- Jan 3rd: No internet for Maryse at a critical moment of Patricia's ascension. Town workers have pulled off by accident the optical fiber cable
- New Year 2016 on Aconcagua mountain
- Patricia's withdrawal at 5200m for health problem
- The last days, beg of February, to reach and overcome the objective of 3000€

See all details in our [articles](#)





TO BE CONTINUED

- Edition 2 is on the ways for End 2017 – Beg 2018
- In Ethiopia with the ascension, still **alone**, of **two mountains in two weeks**
- One is , 4 550 m, top summit of Ethiopia and 5th highest summit of Africa.
- In the natural park of moutains, designated World Heritage Site by UNESCO
- amazing landscapes of peaks and valleys but all the more, it is a refuge for very rare animals and exceptional plants



Follow us on [Près du Rêve!](#)



To keep in mind

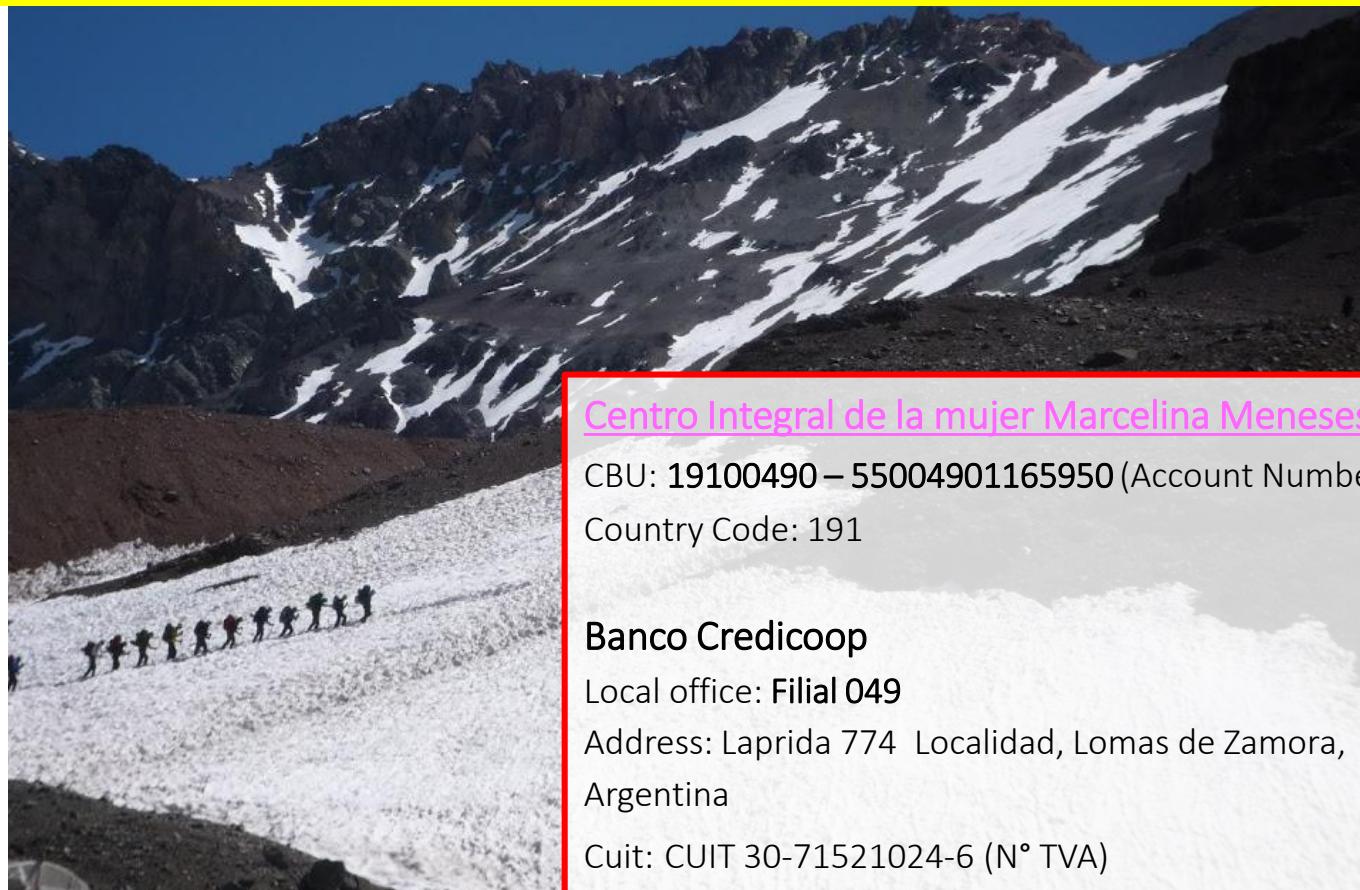
- Sportive & solidary Initiative that, beyond the donation, creates a bond between the players
- To offer better learning conditions to women determined to make their autonomy dream come true
- 3 Women in charge:
 - 1 trekker, solitary, on the field
 - 1 coordinator at QG
 - 1 President of local Association
- Operation that is carried out (almost) every year on different Summits of the world

- Edition 1 = Argentina
 - Aconcagua, 7000m, top of Americas
 - Country with inflationary economy, where women are second-class citizen
 - Association: [that helps women and trains them for their empowerment](#)
 - Supported project: 6-month couture workshop
 - +3000€ Net raised to +75 donators from 3 European countries (F, CH, UK) for purchasing material and equipment
 - Preparation : October to December 2015
 - Travel & ascension: December 17th 2015 – January 16th 2016
 - Finalisation & administration : January - September 2016
- Edition 2 = Ethiopia
 - Ras Dashan, 4550m, Top of Ethiopia / 5th Summit of Africa + another mountain
 - Monts Semien, natural refuge, designated World Heritage Site by UNESCO.
 - Preparation : October – December 2017
 - Travel & ascension: December 2017 – January 16th 2018
 - Finalisation & administration: January – September 2018

You can still help Reina:

- With **donation** to complete the workshop equipment
- With **in-kind donation** (couture material and supply in good shape, books, clothes in good shape, etc.)
- With your **contacts at professional sewing machines** producers that could supply Reina with free machines.

Important: the sending of in-kind donation is at your charge and your responsibility.



[Centro Integral de la mujer Marcelina Meneses](#)

CBU: 19100490 – 55004901165950 (Account Number)

Country Code: 191

Banco Credicoop

Local office: Filial 049

Address: Laprida 774 Localidad, Lomas de Zamora, Argentina

Cuit: CUIT 30-71521024-6 (N° TVA)



Contact

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France

Tel:

@



<http://presureve.blogspot.fr/>



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Argentina

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Mail: cimmarcelinameneses@gmail.com



<http://ceimmarcelinameneses.blogspot.com.ar/>

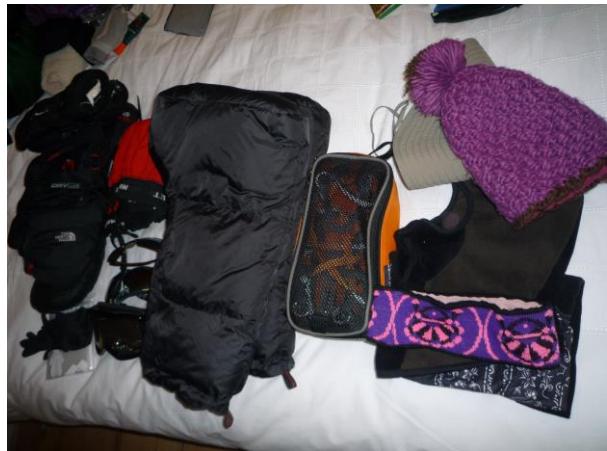


Image Gallery

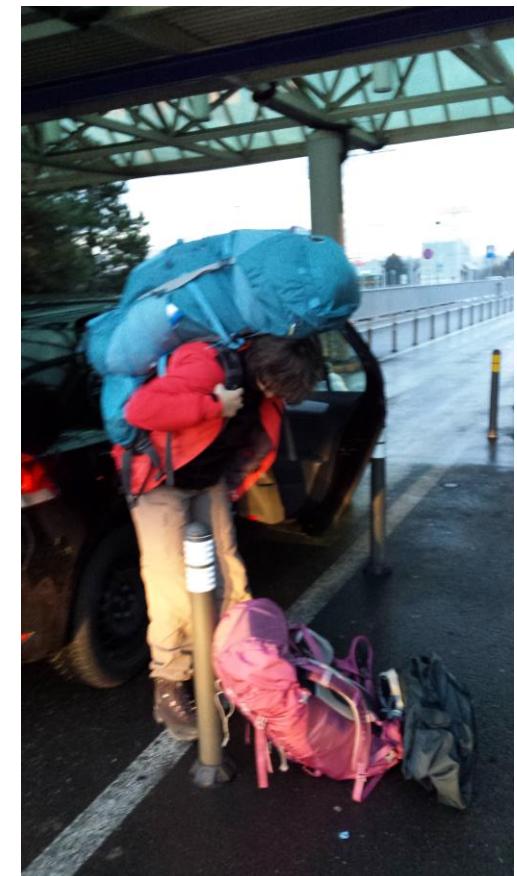
- Preparation & Departure
- Arrival at Buenos Aires
- Start of ascension
- Arrival at base camp
- 5000m
- Association Centro Integral de la Mujer
- Couture Workshop
- Thanking notes from Reina's Team



Departure from Geneva



**30 kg on the back
At the bottom of the mountain = 60 kg**

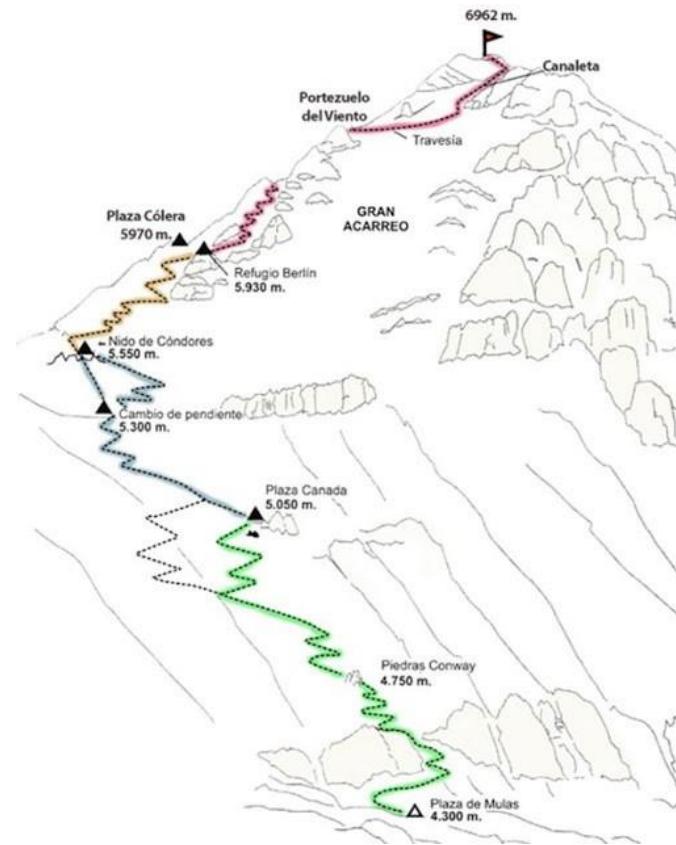




Buenos Aires



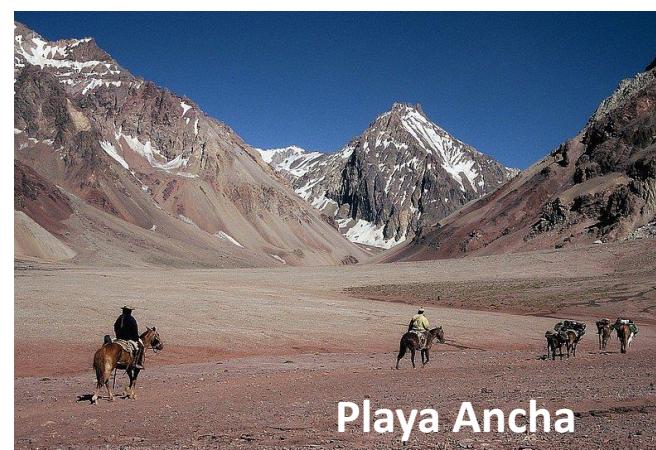
Ezpeleta – Quilmes Quarter, where Reina's Centre is



Lieu/Site / Lugar	Altitude/Height / Altitud	Dénivelé/ Desnivelado	Distance/Distance / Distancia	Pente/Slope / pendiente
Poste de gardes/Ranger/Guardaparques	2850 m			
Confluencia	3300 m	450	6,7 km	4%
Plaza de Mulas Hotek	4260 m	960	17,4 km	5%
Plaza de Mulas campamento	4265 m			
Plaza Canada	4820 m			
Nido de Condores	5380 m	1140	3,9 km	29%
Refuge Berlin	5780 m	380	1,3 km	29%
Piedras Blancas	6030 m			
Piedras Negras	6200 m			
Refuge Independencia	6370 m			
Sommet/Summit/Cumbre	6962 m	1180	2,4 km	49%

Itinerary

First Step to Aconcagua



5L water per day, this is what you
MUST drink to endure the dry air





Residential Quarter
with toilets to share



Plaza de Mulas

Base Camp, 4000m



New Year

Festivities



Canada/Cambio de Pendiente, 5200m



**Back to the valley imposed by doctors.
Patricia has a pulmonary oedema**

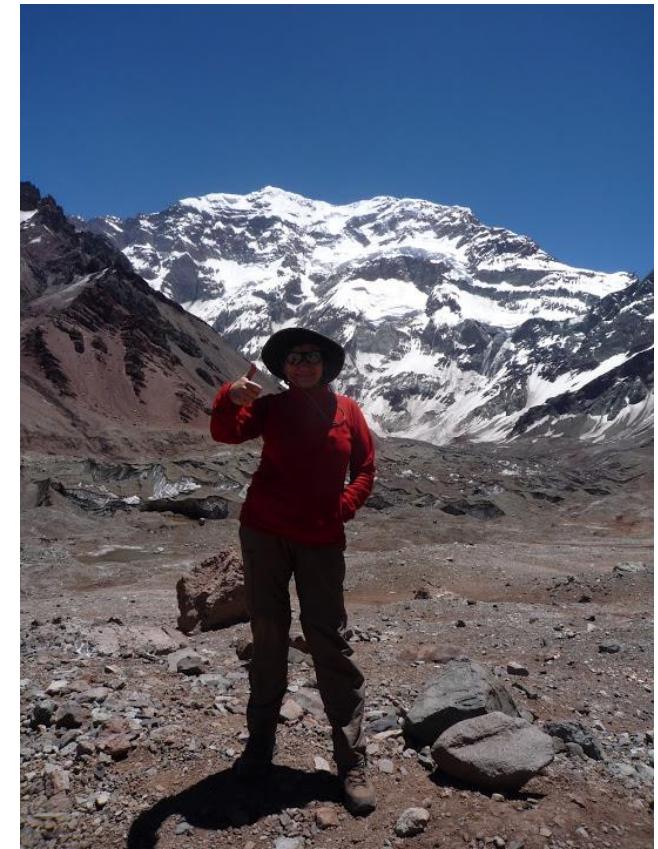


Happy howling gale



Base camp, from another angle

Near the Stars



**Trek fashion show is very easy:
the only clothes you change every
day at this altitude are the
underwear**



Thanking Notes