“THE ART OF HELPING”
LETTER FROM THE PRESIDENT OF THE ROZAS-BOTRÁN FOUNDATION

The Rozas-Botrán Foundation is characterized by human, social and christian values that have been passed on from generation to generation in the Rozas-Botrán family. The Foundation is a non-governmental and non-profit organization led by guidelines of social responsibility. This altruistic family movement was born in Quetzaltenango over a hundred years ago and was later formalized as a Foundation in 1998. By establishing the Rozas-Botrán Foundation the family’s love towards others, characterized by their social responsibility, met their love of art thus leading to the Foundation’s motto “The Art of Helping.”

The Rozas-Botrán Foundation’s mission is to help those in need through our social programs, and promote art and culture through our cultural spaces in Guatemala City. With great effort, years of work, and thanks to GOD, we managed to build the San José Medical Campus that holds three one-of-a-kind institutions: San Jose Hospice; the first hospice specializing in care for patients with HIV / AIDS, INVEGEM; an Institute for Research in Human Genetics aimed at preventing and diagnosing our vulnerable population, with programs at national and regional levels, and CREA; a Center dedicated to the rescue, study and scientific analysis of colonial and contemporary art.

In the capital city of Guatemala we have two spaces: a Contemporary Gallery-Museum space in zone 14, and the gallery in Paseo Cayalá which aims to promote art and serve as a platform for artists from the Central American region.

Additionally, the Rozas-Botrán foundation counts with the first university-museum of its kind in the region, the MURB. The UNIS ROZAS-BOTRÁN museum serves as a platform to educate and sensibilize younger generations.

Our newest project is COELI; an Occupational Center that promotes the development and fulfillment of young adults with special needs. In short, everything we do is focused on contributing to a better world, sharing what we have through our programs and looking for good-hearted people who are willing to help us continue our progress in helping those in need.

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Jose Rozas-Botrán
President
Foundation Rozas-Botrán
WHAT IS THE ROZAS-BOTRÁN FOUNDATION?

We are a non-profit organization with broad yet defined social objectives that has been characterized as a promoter and creator of social development projects focused on the most vulnerable sectors of Guatemala in the areas of health, scientific research in genetics, education and culture.

The Foundation was established due to the vocation of Jose Rozas-Botrán and his willingness to aid those in need, a tradition of the Rozas-Botrán family.

The Foundation is incorporated as a non-governmental organization ruled by its by-laws in order to meet its social objectives, under the vision of universal ethics. The Board of Directors is chaired by José Rozas-Botrán, who serves as chief executive in each of its five (5) organizations:

INVEGEM/Rozas-Botrán ONG, Hospicio San José, COELI, CREA and Arte y Cultura Fundación Rozas-Botrán

The Rozas-Botrán Foundation is the umbrella that holds these five unique entities, for a better country and a better Central America. The Foundation is responsible, through its president and the Fundraising Department, for raising of funds, sponsorships and patronages which are much needed for the growth and maintenance of each or our programs.
SOCIAL PROGRAMS
NGO INVEGEM/ROZAS-BOTRÁN

The Institute for Scientific Research and Education on Human Genetics and Metabolic Diseases -INVEGEM- is a non-profit institution of medical human science that conducts scientific research and education in the areas of diagnosis, prevention and guidance for the proper treatment of diseases of hereditary, genetic or metabolic origin, ruled under moral and ethical principles, to help improve the quality of life of people and of the Guatemalan and Central American families.

Mission: To generate scientific research and training of human resources with ethical and moral principles that help improve the quality of life of people and of Guatemalan families affected by diseases of genetic and/or metabolic origin.

Vision: To be a non-profit institution of human medical science that conducts scientific research, technological innovation and education in areas of diagnosis, prevention and guidance to the treatment of diseases of hereditary, genetic or metabolic causes suffered by families of the Guatemalan population and in the Central American region.
SAN JOSE HOSPICE

It is a non-governmental non-profit association that provides comprehensive care for children, adolescents and adults living with HIV / AIDS and/or common diseases in Guatemala.

Mission: We are a non-governmental non-profit association that provides comprehensive care for children, adolescents and adults living with HIV/AIDS and/or common diseases with limited economic resources.

Vision: To be an institution at the national level that provides diagnosis and treatment for people with HIV or advanced HIV, in order to help reduce the impact of this pandemic through comprehensive care, information, education and prevention aimed at vulnerable and the general population.

Specific objectives: To provide the proper administration of medications and their rational use for patients to achieve a 100% adherence, providing comprehensive medical care with diagnosis and treatment for patients living with HIV/AIDS through therapeutic work, awareness, education and information about HIV/AIDS and issues related to sexuality, human rights, stigma and discrimination directed at patients living with HIV/AIDS, their families and the general population. To provide nutritional care for internal patients and improve our outpatient’s nutrition and quality of life.
SPECIAL OCCUPATIONAL CENTRE FOR INTEGRAL LABOR (COELI)

COELI is a non-profit center where many of the students are on scholarships. It came into being in 2014 with the purpose of fully preparing young people with disabilities for social and labor inclusion. It is supported by donations.

The COELI method aims to achieve maximum independence for each student in a period of three years. Classes are supported by a system of human, moral and ethical values. Different areas are worked professionally and creatively for the student’s mental, physical and spiritual development.

The pillars of education are: daily life, technology, robotics, physical dynamics, gastronomy and food manufacturing, and several therapies and artistic disciplines. The preparation includes pre labor training and work during certain hours a week to generate income. After the general training each student can specialize in the area where he/she has greater skills.

Students in the advanced groups take an active part in catering events such as dinners and cocktails, and their art work has been exhibited and sold. They produce baked goods weekly which are later sold. In COELI our students are respected, valued and loved.
ART AND CULTURE ROZAS-BOTRÁN FOUNDATION

In 1985, Jose Rozas-Botrán opened the first Rozas-Botrán gallery in Guatemala City. During this time he came into contact with artists of great national and international prestige as well as emerging artists. After many years of work, the Rozas-Botrán Foundation gallery opened its doors in 2011. Another one followed as an alliance with Paseo Cayalá, mutually coordinating cultural events annually. Through these spaces, the Foundation has promoted the career of artists currently standing inside and outside the region. The presence of nearly 700 artists in various programs adds value to the Central American and Panamanian brand that is being strengthened.

Both places are dedicated to cultural promotion through individual or collective exhibitions in addition to the efforts that the Rozas-Botrán Foundation makes for fundraising and promoting new models of health services and research. With donations from artists and other contributions, the programs are managed in a cooperative attitude to progress and improve the quality of life for many people.
CULTURAL PROGRAMS

Art in May: An event that includes different displays of contemporary visual arts, taking into account all artists, without distinction of the different abilities and aptitudes. The activity calls for the participation of collectors, all those who love art and different audiences, who are conscious that education means development and a more humane country.

Art in the Streets: In the city, art takes to the streets to promote and democratize the work of national and international renowned visual artists. For ten consecutive years in the month of January the urban furniture of illuminated advertising, better known as mupis, exhibit a collection of ten works of art in 1000 faces of the furniture, turning the city into an outdoor gallery. The activity seeks neighbors to approach art in a spontaneous and casual manner. This activity aims at passersby to have an intermediate time amidst the turmoil of the big city, providing them a space for reflection.

Northern Trust Exhibition: In 2014 an alliance was made between the Rozas-Botrán Foundation and Northern Trust, leading to an exhibition and auction of the best artists Central America and Panama has to offer. The exhibition had counted with the support and participation of several international curators such as Carol Damian, former Director and Curator of the Frost Museum of Contemporary Art in Florida.

The Rozas-Botrán Awards, Miami: The awards began to encourage the participation of Central American artists in international cultural events. A professional team of specialists is responsible for the selection of the winning works during exhibitions that are scheduled at Northern Trust. In the selection committee there is the collaboration of Francine Birbragher, President of Art Nexus Foundation, Carol Damian, researcher and art curator of Miami, Florida and Jose Mario Maza, Director of the National Museum of Modern Art "Carlos Merida", in Guatemala.

Rozas-Botrán Latin American Auction - Miami: To promote inclusion and strengthen competitiveness the Rozas- Botrán Latin American Art Auction was established, this event arises from the exhibition at Northern Trust, in which the work of Central America and Panama joins other works of invited Latin American artists. These activities are very significant, as they mark the presence of a regional exhibitor block that will open the doors to the Central American and Panamanian art in important spaces elsewhere.

The social objective of the alliance and the Foundation's international presence is to generate funds through the sale of artwork to continue supporting our different social programs.
The Magazine Rozás-Botrán Foundation: Tries to achieve an harmonious encounter among science, technology and art, based on the slogan "The Art of Helping." It was founded to present scientific breakthroughs that open new horizons to the quality of life of Guatemalans, in both their physical health and cultural growth.

UNIS Rozás-Botrán Museum Contemporary
It is a permanent non-profit institution, serving society and backing its development, open to the public, which deals with conservation, research, information transmission and displaying of modern and postmodern art, and other current trends. The novelty of the installation of this museum of visual arts inside the architectural spaces of the UNIS lies in a multidisciplinary and comprehensive conception and chronological and contemporary vision, which poses a genuine museum-inside-campus, integrating academia and culture.

**Vision:** To be recognized as a Latin American leader in the dissemination of knowledge through art, within a museum experience centered on a university educational community and in its social and economic environment.

**Mission:** We create new methods for exhibiting works of art and value architectural spaces, raising new functions of art within the educational community and its close geographical environment with a transversal approach in relation to the many actors who make up the context.

**Objective:** To transform the person through art, offering a wider, more sensitive and open worldview.
FUND CREA/ROZAS-BOTRÁN

The Rescue, Study and Scientific Analysis Center for Art - CREA- is a nonprofit institution with a social projection directed to the patrimony of churches and religious brotherhoods of the country and also attends requests of the patrimony in private collections. It specializes in the restoration and conservation of movable cultural patrimony, being an innovative center that offers the development of research protocols and the application of new technologies for the analysis of materials and procedures in the craft of restoration.

Vision: To be the leading institution building support conservation and restoration of cultural patrimony in the country, linked with related institutions and organizations at the national and international level. Being a center of excellence in matter of study and analysis, research and information on cultural patrimony. To be proactive and innovative in areas of human resource training and dissemination of knowledge in conservation and restoration. Having a professional team and the appropriate technology according to the needs and diversity of our cultural heritage.

Mission: To promote research and conservation of cultural patrimony in Guatemala, through its study and restoration, supported by the scientific analysis of the constituent materials.