



Dear family, friends and interested contributors,

Four years ago, in the small Costa Rican town of La Florida, Finca Pura Suerte was born. With the generous support of family, friends, community members and volunteers, I was able to purchase and develop the farm. Since then I have been living and working here, dedicating my life to the creation of a self-sustained organic community. As our crops have become established, I have also been able to devote more time to community development projects that will ensure the long-term well-being of this rural village.

I am now embarking on the next stage of my work in this beautiful country – The Dream Catcher Project – a series of major improvements to the farm and to the community of La Florida. These improvements will allow us to increase the income capacity of the farm, create more jobs for community members, improve our ability to share our expertise, and create a market for local produce and crafts.

Many supporters have already had the opportunity to visit Pura Suerte. If you haven't, please consider this your invitation. I hope to see you in Costa Rica in the near future so we can share this vibrant place. Until then, explore the farm via our new website at www.purasuerte.com. You can also read an article written about us in the Rodale Institute's journal, **The New Farm**, at www.newfarm.org. Just run a search for "Pura Suerte" on their home page.

Please read and review the following ideas and see how you might be a part of this dream. Should you decide to contribute, you can feel confident that you are investing in a better world and a brighter future. I hope you will feel free to forward this proposal to other good-hearted, like-minded people. I will be available to do presentations in the New York and Denver areas in August 2004. If you have any questions or suggestions or, would like to set up a presentation, please email me at drennan@purasuerte.com or call us at 011-506-308-9851. Alternately, you can contact my parents, Marty and Diana Flahive in the US at 303-832-4188.

Thank you so much for taking an interest in this wonderful adventure.

Mucho Amor,

Drennan Flahive, July 1, 2004
Founder, Finca Pura Suerte



PURA SUERTE
Centro Agroecológico



Dream Catcher Project for Finca Pura Suerte

Pura Suerte broke ground in the Summer of 2000. Since then a group of dedicated pioneers has created a center where ideas of sustainability, community development, and healthy lifestyles can be exchanged, practiced and promoted for the purpose of creating a better environment – a better world. Pura Suerte welcomes a constant flow of volunteers, tourists, colleagues and neighbors who are all interested in organic farming and sustainable living.

Our vision for Pura Suerte centers on three interrelated elements:

1. Education of local and international communities on sustainable living, building and farming techniques
2. Promotion of sustainable economic development of La Florida and neighboring communities
3. Demonstration of and education about the importance of reforestation in promoting healthy living conditions for humans, plants and animals

Finca Pura Suerte is staffed by founder Drennan Flahive, and our wonderful neighbors: Minor, Roy, Leandro and Oliver. Income is generated by paying guests and volunteers who pay a small room and board fee and provide six hours a day of energy, enthusiasm, knowledge, and labor. Our 150 acre farm is divided into the areas listed below.

Intensive Agriculture	Primary Forest	Reforestation Area
 <p>20 Acres</p> <p>Includes 50 types of fruit trees, over 40 varieties of herbs, 35 different known medicinal plants, and an assortment of at least 45 organically grown types of vegetable each year.</p>	 <p>75 Acres</p> <p>Unspoiled habitat for countless animal and plant species, including monkeys, toucans, parrots, and sloths.</p> <p>Our forest-lands are open for exploration and research.</p>	 <p>55 Acres</p> <p>We are actively reforesting a portion of our pasture land with native hardwoods, bamboo, fruit trees, and flowering trees to revitalize and expand habitat and reverse the damage to soil caused by conventional agriculture.</p>



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Our Farm, Our Community, Our World

The community of La Florida is made up of 20 families totaling 97 people. Since its inception, community members have been a crucial source of expertise and support for the project. Finca Pura Suerte is the largest employer in La Florida, providing full-time work for about 10% of the employable adult population and hiring others on a per-project basis.

One of the first projects at Pura Suerte was the creation of a community garden on the grounds of the local elementary school. For four years, we have volunteered our time and resources to teach organic gardening techniques to school children and adults in the community garden, simultaneously to sustain the school cafeteria's lunch needs. We are very proud of the work we have accomplished in La Florida. At this point, many of the local farmers are using organic farming techniques and both foreign and local landowners are participating in large-scale reforestation projects.

Some exciting achievements of the last year:

- **Establishment of a new herb garden and greenhouse**
- **Launching of the Pura Suerte website (www.purasuerte.com)**
- **Completion of two beautiful new guest houses built from locally-grown bamboo**
- **Initiation of programs with international student groups who visit and, in some cases, receive college credit for their work and studies here**
- **Installation of wireless telephone and internet on the farm**

We feel that Pura Suerte and the La Florida community are ready to move to the next level of development, which focuses on increasing our capacity as an eco-tourist destination and an international education facility. By attracting more visitors to the area, we will increase the market for local produced produce and crafts and create a wide range of new jobs.

In conjunction with community leaders, employees and project partners, I have developed the goals for the next stage of development in La Florida. Having spent the last four years developing expertise, an excellent staff and a strong network of support, I am thrilled to share my goals for the next two years.



Goals For the Dream Catcher Project

Note: We use locally grown bamboo and responsibly harvested lumber in all of our building projects.

1. Expansion of Pura Suerte Lodging and Educational Facilities

Anticipated Cost - \$35,000

Goal Completion Date – December 2005

Pura Suerte currently lodges up to 25 volunteers and guests. In the last year, we have doubled the number of visitors, and we believe that with our new website, our growing reputation, and an increasing worldwide environmental consciousness, the number of guests will continue to blossom. In particular we are eager to establish Pura Suerte as a destination for larger groups such as high school and college students studying organic agriculture, tropical botany, or biology. In order to accommodate more visitors and increase the services we offer, we plan to build two new guest cabins and a dormitory-style lodge. These new facilities will house 25 additional visitors, and will have the potential to bring in up to \$50,000 in additional revenue per year, as well as creating up to 10 new jobs for community members and new markets for local produce (see below for details).

2. Infrastructure Improvements

Anticipated Cost - \$25,000

Goal Completion Date – June 2005

As we increase our capacity to house visitors, we will need to make improvements to our infrastructure. Building and improving our internal roads provide better access to the new facilities. We will also need to modify our drainage, and expand our electric and water supply systems. New walking trails through the cultivated areas and the jungle will be attractive to visitors and useful for educational programs. Improving the infrastructure will provide temporary employment for up to eight local laborers.

3. Establishment of Farmers Market.

Anticipated Cost - \$10,000

Goal Completion Date – February 2005

Through the development of a Farmers Market and Restaurant (see below) we will ensure a distribution outlet for local organic produce, meat and crafts from Pura Suerte and neighboring communities. La Florida is 27 kilometers from the nearest city, making it very costly for local farmers to bring their produce to market. A weekly local farmers market will provide an opportunity for community members to sell and trade goods. We expect to see organic veggies, fruits, herbs and plants, as well as local eggs, meat, dairy products, prepared foods, and organic, value-added products such as teas, salves, medicinal plants. We will incorporate one class each week at the market

covering a variety of topics such as health, cooking, arts and crafts, and green building. This will encourage families to initiate and establish trades that are enjoyable, sustainable, and beneficial to the community as a whole.

4. Establishment of the Pura Suerte Restaurant

Anticipated Cost \$15,000

Goal Completion Date – December 2005

The restaurant for the visitors and guests of Pura Suerte will be a second market for local produce and goods. Scheduled to be fully operational by December 2005 we hope to employ up to eight people and seat up to 30 guests. We will strive to buy only locally grown foods. Adjacent to the restaurant there will be a shop where locally made arts and crafts can be purchased as souvenirs.

5. Expansion of the community garden

Anticipated cost - \$10,000

Goal Completion Date - June 2005

At present we have a small garden on the grounds of the community school where we have taught gardening for four years. To expand the learning potential of this program, a community greenhouse will be built to protect the gardens against heavy rains, winds, and sun. This facility will be a center for learning about the importance of sustainable agriculture and its economic and environmental benefits. In the short term, with the addition of a few tools, seed, and new composting systems, we will be able to help ensure these ideas are practiced at home, exchanging knowledge about composting, erosion control, and the danger of high chemical use.

6. Marketing and Advertising

Anticipated Cost \$5,000

Ongoing

To ensure the success of these ventures we will set aside a small advertising budget. At present most of our volunteers and guests hear about Pura Suerte through word of mouth, our website, or the Willing Workers on Organic Farms (WWOOF) organization. As we offer increased services, we want to get more information out about Pura Suerte and La Florida. We will strive to be listed in travel magazines, books, and local papers as well as improving our signage. Brochures for our project are currently being designed.

Be a Part of Catching this Dream!

We are asking for your help. We need your financial support, contacts, and your good ideas. By sharing our dream with as many interested friends and family members as possible, Pura Suerte will raise the \$100,000 necessary for the expansion of our program over the next two years. Rest assured that all contributions received by Pura Suerte will be greatly appreciated and put to the best use!



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Dream Catcher Project Pledge Sheet

Thank you in advance for your generous contribution! All contributors will receive monthly updates on the progress of The Dream Catcher Project. In addition, our supporters will receive complimentary Pura Suerte services listed below, which can be shared with friends or family in the form of a gift certificate. **Please submit your contribution by New Year's Day, 2005!**



Eternal Monkey (\$5,000 - \$10,000)

One month of free lodging for two with full-board, airport pick-up and drop-off, two horseback tours and two guided hikes.



Jesus Lizard (\$1500 - 5,000)

Two weeks of lodging for two, 3 meals per day, one horseback tour to Santo Cristo, San Luis, or Diamante Waterfalls and guided jungle hike.



Poison Dart Frog (\$800 - 1,500)

One week of lodging for two, 3 meals per day and a horseback tour to Santo Cristo, San Luis, or Diamante Waterfalls.



Toucan (\$500 - 800)

One week of lodging for two, 3 meals per day.



Blue Morpho Butterfly (\$100 - \$500)

2 days of lodging for two people with full-board.



Dream Catcher Project Pledge Sheet

Your Name _____

Phone Number _____

Address _____

Email _____

State and Zip Code _____

Fax _____

Astrological Sign _____

Favorite Color _____

Ideas / Comments / Knock-Knock Jokes / Suggestions

Other people who I think may be interested in Pura Suerte and the Dream Catcher Project:

Name _____

Name _____

Email _____

Email _____

Enclosed is my contribution of:

amount \$ _____

I pledge to contribute in the future as follows:

amount \$ _____

timeframe _____

Please Send My Gift Certificate To:

Name _____

Address _____

State and Zip Code _____

Please make contributions payable to Drennan Flahive
Please send your contributions to my family's home:

Finca Pura Suerte
624 Lafayette Street
Denver, CO
80218
USA