



FRIENDS OF ALALAY (SANTA CRUZ)

Registered charity no. 1123425

CHRISTMAS 2025 NEWSLETTER



The children at Santa Cruz have had a busy few months. Amongst many other activities, in early November three contemporary Bolivian artists ([Daniela Dominguez](#), [Maria Hortencia Tica](#) and [Andrea Terceros](#)) ran a workshop for them – they painted together with live music, celebrating art and music as tools for expression, creativity, and realising their rights.

And, at the end of November, children from Santa Cruz joined more than 1200 local children and young people (from 11 educational establishments in



the surrounding region of El Torno municipality) for a 3 km long march to “inspire, unite and reaffirm the value of childhood rights”. Watch a short video of the march (in Spanish) [HERE](#).

Nationally, the Alalay Foundation has received an important recognition – the Bolivian Senate gave a significant award to the Foundation, in acknowledgement of their 35 years of work serving children, young people and families in vulnerable situations. In addition, the Senate paid tribute to Alalay’s longest-serving staff members, whose “effort, dedication, and commitment have been fundamental pillars in building this great family that is Alalay”. These included Alalay Founder and Executive Director Claudia Gonzales, and also Margarita Siles (Regional Coordinator of Santa Cruz) and Wiler Santos Ramos (Regional Administrative Coordinator in Santa Cruz). I was particularly pleased to hear this as I have worked with Margarita for many years, and Wiler was the person who met me at the airport in Santa Cruz in July 2006 and was therefore my first introduction to the Alalay family!



Because it seems so apt, we’d like to end by repeating last year’s Christmas message from Alalay almost word-for-word: “*The best gift is not the one you wrap in paper, but the one which you keep in your heart. At this time we celebrate what really makes Christmas magical: the Christmas story, being together and making memories which last forever*”.

**We wish you all a very
Happy Christmas
and a Peaceful New Year!**

