

# LETTERS From HEAVEN



## Problem



Honduras the most dangerous country in the world.  
27 PEOPLE DIE DAILY, OF A VIOLENT DEATH  
PEOPLE HAVE LOST HOPE AND ARE NOT OPENING SAVING ACCOUNTS.

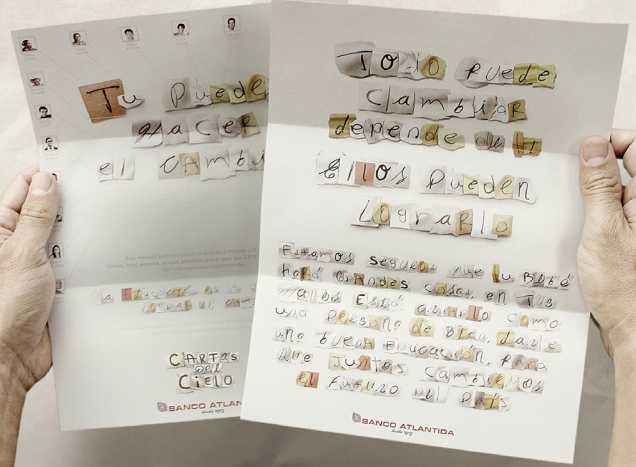
## Idea



GIVE THE DEAD VICTIMS OF VIOLENCE THEIR VOICE BACK.  
Using the handwriting of unfairly killed people, we created an alphabet to write a letter of hope. It was given to parents of newborns inviting them to start a change by opening a saving account for their baby and the opportunity to win scholarships.

## A LETTER, A NAME, A MESSAGE

A LETTER THAT CAN CHANGE  
A COUNTRY'S DESTINY.



TRANSLATION LETTER:

FRONT PAGE:  
**HEADLINE:** EVERYTHING CAN CHANGE, IT'S UP TO YOU. THEY CAN MAKE IT  
**Copy:** We are sure your baby will do great things, it's up to you to raise him as a good person. Give him a good education, so that we together can change the country's destiny.



## Results

**3** OUT OF EVERY  
**10** PARENTS  
Who got the letter opened a savings account.  
**ALL** OF THEM HOPE FOR A BETTER  
FUTURE.



BACK PAGE:  
**HEADLINE:** YOU CAN MAKE A CHANGE  
**Copy:** This letter was written with the handwriting of 6 women and 15 men. Fathers, sons, wives, friends. All of them part of the 3,678 unfairly killed hondurans.  
EDUCATION IS KEY TO MAKE A CHANGE POSSIBLE  
Open up a Futuro Savings Account. For every 10 Lempiiras you deposit you could win a full scholarship for your child.