



Above: Women weavers ready to learn in the Riecken Community Library in San Juan la Laguna de Atitlán, Guatemala. To the right: Women weavers taking a break.

### **The Becoming of Para Adelante**

- In spring 2013, Vanessa Ferrer participated in an *Education Abroad* trip to Guatemala—taught by Dr. Karin Braunsberger—as part of her course requirements as an MBA student at the University of South Florida St. Petersburg (USFSP).
- Vanessa had a chance to work for and with a coop of women weavers, teaching the women business skills and tuning up their business plan.
- As a first-generation American with roots in a Latin country, Vanessa quickly realized that to break the cycle of poverty, the women needed to be provided with access to higher education.
- Back in the U.S., Vanessa and Drs. Karin Braunsberger and Richard Flamm, founded the 501(c)3 Para Adelante.

### **About Us**

Para Adelante is a 501(c)3 nonprofit organization that provides funding for degrees in higher education to women in Latin America who will use education as a catalyst for change—to rise above poverty, support their families, and eventually enact social change in their communities.

The first women to be funded are from Guatemala. Over time Para Adelante plans to provide funding to underprivileged and impoverished women throughout Latin America.

### **Contact Us**

Phone: 727-698-2606

Email: [info@paraadelante.org](mailto:info@paraadelante.org)

### **Support Us through Your Donations and Shopping on Our Website**

Web: [www.paraadelante.org](http://www.paraadelante.org)

Facebook:

[www.facebook.com/ParaAdelante.org/](https://www.facebook.com/ParaAdelante.org/)

### **Board of Directors**

Karin Braunsberger, Ph.D., Professor of Entrepreneurship, USFSP

Venessa Ferrer, MBA, Tax Accountant, Office Manager

Richard Flamm, Ph.D., Florida Fish & Wildlife Conservation Commission



**PARA ADELANTE, INC.**

842 17<sup>th</sup> Avenue N.

St. Petersburg, FL 33704



# PARA ADELANTE, INC.

**Higher Education Fund  
for Latin American  
Women**



Mural on house wall in San Juan La Laguna de Atitlán

### **Mission**

To help empower underprivileged and impoverished women in Latin America through the attainment of higher education which will improve their personal situation as well as benefit their families and communities.



### **Goals**

- To provide the women supported by our fund with all the resources needed to successfully pursue a university education.
- To have the women reinvest in their communities via community service that allows them to share the knowledge obtained in their education with their communities.
- To help the women take control of their lives and improve their own, their families' and their communities' situations.

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*“Education is one of the most important means of empowering women with the knowledge, skills and self-confidence necessary to participate fully in the development process.”*

*ICPD Programme of Action,  
paragraph 4.2*

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*The daughter of a woman weaver in San Juan la Laguna de Atitlán. One of our future students?*

### **Para Adelante Provides**

- Tuition
- School fees and supplies
- Transportation
- Room and board
- Meals
- Tutoring services
- Child care
- Other materials and services as needed to successfully complete a woman's university degree

### **Our Students Provide**

- Time and effort
- Community service hours during which they share their newly gained knowledge with their communities