



**Latin American
Leadership Academy**



LEAD THE CHANGE 2020 – 2023

"In LALA I found a family of young leaders and mentors who also aim to transform Latin America."

**Yineth, 23, Colombia
LALA Alumna**



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PURPOSE

Latin America has struggled to achieve sustainable and shared prosperity. In order to succeed, Latin America requires a new generation of values-driven leaders working across borders, ideologies, and backgrounds to address the most pressing issues in their communities and countries.

LALA is developing this new generation of such leaders. We search the entire continent for young leaders (14-20 year olds) *from all backgrounds* with a demonstrated sense of purpose and the potential to solve the biggest problems in their communities. Through holistic educational programs, partnerships, community-building, mentorship and access to global opportunities, we systematically accompany them on their lifelong leadership journeys.

VISION

Over the next ten years, Latin America will have thousands of young, well-trained and impactful, principled LALA leaders working across borders, industries, political leanings and socioeconomic levels, united by a common purpose—to tackle the region's most pressing challenges.

LALA'S MISSION

To promote sustainable economic development and strengthen democratic governance in Latin America by developing and connecting a new generation of principled and socially innovative leaders.



FOUNDERS

DIEGO ONTANEDA

Co-Founder and CEO

Diego was raised in Lima, Peru and graduated magna cum laude and Phi Beta Kappa with a BA in Political Economy from Williams College, and holds an MBA from Stanford Graduate School of Business. Diego's passion for social and economic development took him from McKinsey & Co. to African Leadership Academy (ALA) in Johannesburg. At ALA, he was inspired by the potential young leaders had to solve their communities' biggest problems and the experience led him to model LALA after ALA and other youth leadership programs.



DAVID BAPTISTA

Co-Founder & Executive Director of Education

David spent his childhood in Boston, triple-majored in Philosophy, Physics, and History at Tufts University, with honors in each major, and spent 13 years working in Brazilian school system as a teacher, consultant, and teacher-trainer. He has worked at the International School of Curitiba, The Posse Foundation, and Lectica, where he remains involved as a Board Member. David founded LALA with Diego in 2018 after running two successful pilot programs in 2017, and both founders have been recognized as 2018 Echoing Green Global Fellows.

Our Advisors and supporters include giants of business, education and social impact, like Molly Efrusy (The Efrusy Family Foundation), Kevin Efrusy (Accel Partners), Irv Grousbeck (Stanford Graduate School of Business), Dr. Denise Pope (Stanford Graduate School of Education), Chris Bradford (African Leadership Academy), and David Vélez (Nubank Founder).

SUPPORTERS \$100,000 AND ABOVE

Eduardo Belmont & familia
Efrusy Family Foundation
Anonymous
Anonymous

SUPPORTERS \$20,000 - \$100,000

David Vélez
Cuauhtémoc Pérez
Echoing Green
Eric Pérez-Grovas
Gabi and Oliver Mizne
Paulo Passoni
Temp and Kerry Keller
Anonymous

SUPPORTERS \$5,000 - \$20,000

Agnes Omega
Daniel Valdez Franco
André E M Macedo and Erica Jannini Macedo
José R. Stella
Nancy Hardesty
Poler Weitzman Family
Rafael (Pochito) Somoza
Ricardo Villela Marino
Sergio Furio
QMC Telecom International
Anonymous



IN LALA'S FIRST THREE YEARS IN OPERATION, WE HAVE

- Found, developed, and connected 606 young leaders from 16 countries
- Designed and implemented three leadership development programs: In-Person Leadership Bootcamps, the Leadership Academy, and Virtual Leadership Bootcamps
- Created a diverse and robust participant pipeline: More than 70% of our students come from underrepresented backgrounds
- Nurtured an engaged community of alumni and partners.

PARTICIPATION IN LALA HAS ACCELERATED THE LEADERSHIP JOURNEYS OF OUR DIVERSE ALUMNI BODY.

- Alumni have already launched 106 social ventures in 11 countries, reaching over 100,000 people!
- Alumni hold leadership positions in 160 social ventures, including established global organizations such as Girl UP, AIESEC, etc.
- Alumni social venture involvement currently impact 13 of the UN's 17 Social Development Goals, especially Education, Health, and Inequality.
 - 189 alumni are studying in some of the world's most prestigious universities across 29 countries, and 79% of our alumni at private universities receive scholarship funding.
- Our alumni directly attribute USD 4.3MM of college scholarships to their LALA experiences.

OVER THE NEXT THREE YEARS, OUR GOALS ARE TO:

- Increase our annual count of Bootcamps to 50 in-person bootcamps and 10 fully online bootcamps, reaching at least 1,500 young leaders per year.
- Expand the Leadership Academy to offer year-round programming, developing in depth at least 90 young leaders each year.
- Continue to increase engagement and development opportunities in our community of 4,500 LALA alums from 20+ Latin American countries.



PROGRAMMING

Latin America's persistent afflictions of income inequality, social immobility, discrimination and underdeveloped education systems are leaving countless potential young leaders behind.

At LALA we counteract these systemic obstacles by building a diverse feeder network, and holistic and contextual, need-blind admission to programs and services.

LALA instills ownership and skill application in our students by providing admitted students with a fundraising workshop and requiring that all participants raise a set portion of their tuition, regardless of scholarship awards.

Our programs include:

Leadership Bootcamps: One-week holistic leadership development and social innovation programs, targeted at young Latin Americans with a passion for the region, demonstrated leadership, and a vocation for service. We offer these Bootcamps in English, Portuguese and Spanish both virtually and face-to-face in various countries.

Leadership Academy: The three-month residential program is based in Medellin, Colombia. The Leadership Academy brings our students the best global content and methodologies focused on leadership, social innovation, entrepreneurship, social emotional learning, and critical thinking. The Academy is structured as a gap-year program, and attendance at a LALA Bootcamp is a prerequisite for applicants.

Lifelong Accompaniment: We maintain and nourish connections with our LALA alumni by building a wraparound ecosystem so that there are no cliffs after students graduate our programs. Our community fosters the international growth of their professional networks and provides them with inspiration, support and access to resources, such as mentors, mental health support, information and guidance about universities, scholarships and conferences.

Early evidence of LALA's impact can already be found in our alumni's stories.

For example, LALA Bootcamp participant, Yineth, went from Colombia's poorest province to becoming a front-stage education leader.

An Afro-Colombian girl from Chocó (Colombia's poorest province), Yineth dreamt of becoming Minister of Education but found herself studying to be a public accountant with no clear plan to realize her dreams after graduation. Given the widespread racism, sexism, and discrimination in the country, Yineth's chances of chasing her dream were slim.

After participating in a LALA Bootcamp in Colombia, she now has an active and measurable network of 80+ people, was Youth Speaker at Alianza del Pacific Conference in Mexico (2019), attended global conferences (e.g., One Young World, Data For Black Lives Annual Conference, Echoing Green Conference), sees herself as a leader and mentor, and received a job offer to lead the leadership and mentorship program at ICETEX, Colombia's largest public sector scholarships program. Given her demographic profile, this is completely unprecedented. Not only is this role fast-tracking Yineth in her dream career to transform education in Colombia, but she is also earning nearly 300% of her salary as an accountant, so she is better able to support her family.



IMPACT

After participating in Leadership Bootcamps and/or the Leadership Academy, LALA alumni from 16 countries consistently reported impact across our three measurement pillars:

1. STUDENT TRANSFORMATION

- LALA carefully measures student growth, and we consistently record self-reported growth in areas ranging from clarity of goals, connection to Latin America, and ability to navigate college life in our pre- and post-program surveys.

2. STUDENTS' IMPACT ON OTHERS

- LALA alumni have (co-)founded more than 100 social ventures in 11 countries, and have already reported impacting 100,000 people across Latin America.

3. ACCESS TO OPPORTUNITIES:

- USD 4.3MM in college scholarships directly attributed to LALA by our alumni.
- Our highest area of student-reported post-program growth is access to social capital, with LALA Virtual Bootcamp alumni reporting average growth of 300% in their personal networks after participating in LALA programs.
- As one student says, **"I finally feel like a part of a big talented family that wants to do everything they possibly can to see a change in the community we live in."**

GIULLIA



Giullia went from selling candy in the streets of Rio de Janeiro to social entrepreneur admitted to Babson College with a full scholarship.

Giullia grew up in Belford Roxo, a favela in Rio de Janeiro. She started selling candy in the streets when she was 13.

She participated in a LALA Bootcamp in Lima, Peru, where she gained the inspiration and skills to support and empower a community she understood, incarcerated women, as her mom had been incarcerated previously.

After her LALA Bootcamp, she founded Absorvidas, a social enterprise that empowers incarcerated women to produce reusable personal hygiene products.

Thanks to her entrepreneurial journey, she has been admitted with a full scholarship to Babson College.

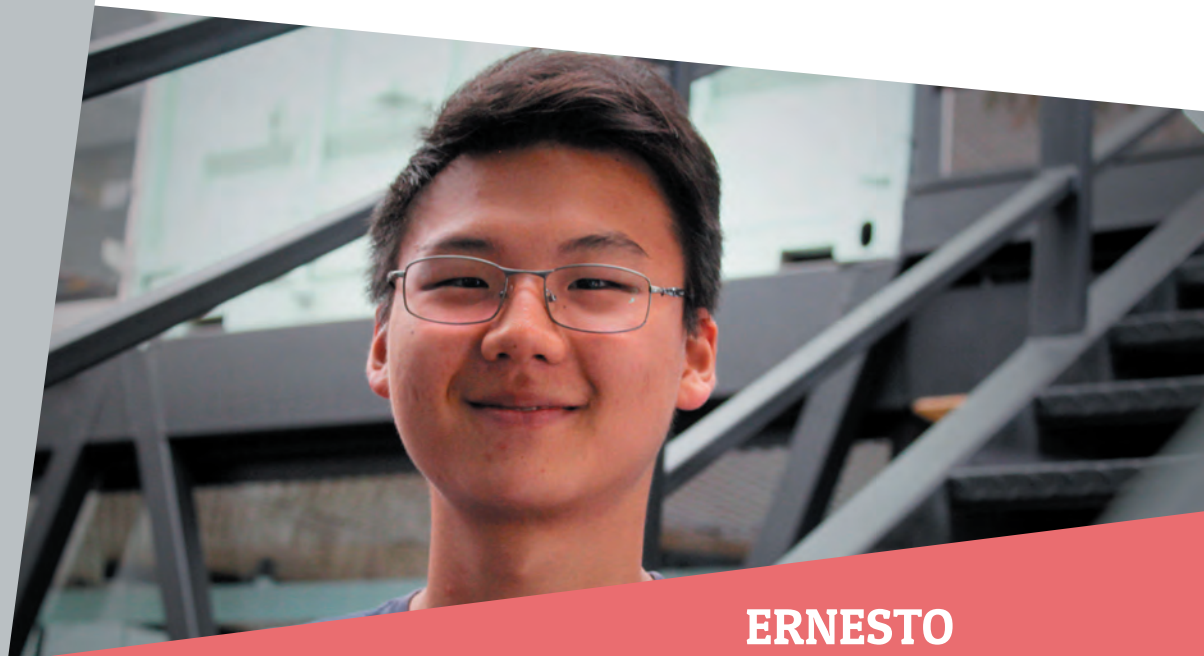


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Ernesto, from Paraguay, participated in a Leadership Bootcamp in São Paulo with leadership experience in Habitat for Humanity-type construction projects. We were so impressed by his potential that we granted him a full scholarship to the Bootcamp and then selected him as part of our inaugural Leadership Academy cohort.

Before LALA, Ernesto was rejected from all 13 universities to which he'd applied. After participating in our program, with no improvement on his test scores and grades during his gap year, he was admitted to Stanford University with a nearly full scholarship. He also launched his own social impact non-profit in Paraguay, Englobar, with the mission of alleviating extreme poverty through education and youth empowerment.

LALA was able to support Ernesto by helping him understand and refine his unique value proposition to Paraguay and Latin America, and then by helping him redesign his application essays around this unique value proposition.



ERNESTO

LEAD THE CHANGE

2020-2023 Philanthropy Goals

After 3 years of steady success, developing over 600 young leaders from 16 countries, LALA has created a strategic plan with goals and objectives that outline our expansion for the next 3 years. We hope you will join us in supporting this movement to make a difference in the future of Latin America by directly investing in our most valuable resource - our young leaders.

Please contact us to learn more about getting involved with LALA's movement as a donor, mentor, speaker, or partner.

All contributions are tax deductible in the United States, and made through our US-based, 501(c)(3), partner organization - Latin American Leadership Foundation.

Scholarship Fund Our need-blind admissions policy removes financial barriers for participants, and allows us to enroll the best candidates, but requires that LALA staff and supporters raise the necessary funds to support their LALA journeys. Scholarships also include psychosocial support for students from the more disadvantaged backgrounds. Your scholarship gift will be awarded to the student with the greatest need, and we will connect you with them!	1 Bootcamp + Lifelong Community = USD 3,000 1 Academy + Lifelong Community = USD8,000 1 Full LALA journey = USD10,000 40% of our Philanthropy Goal
Leadership Academy Facilities As we consolidate our flagship Leadership Academy, we will develop permanent student housing / facilities in Medellin.	20% of our Philanthropy Goal
General Operations In order to support LALA's plans for expansion, we must invest into our team and internal operations across the region in order to deliver the best programming and ongoing support/accompaniment to our community.	40% of our Philanthropy Goal
Total 2023 Philanthropy Goal	USD 4,500,000



“Before LALA, my project impacted 300 children in my city. We now reach more than 8,000 children in 15 Brazilian states & 7 other countries.”

**Luiza, 18, Brazil
LALA Alumna**







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Kevin Efrusy

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