



Todos
podemos

todos-podemos.com



WE TRAIN CHANGEMAKERS!

Where you would never hope to find them!

ABOUT US

We train social entrepreneurs and are committed to helping vulnerable communities in Colombia. Our goal is to reduce the social gap, through training in business creation, soft skills and organizational values. Because we believe that education is the only sustainable way to guarantee human and environmental well-being, we are always growing with our stakeholders to respond to the challenges of social and territorial transformations.



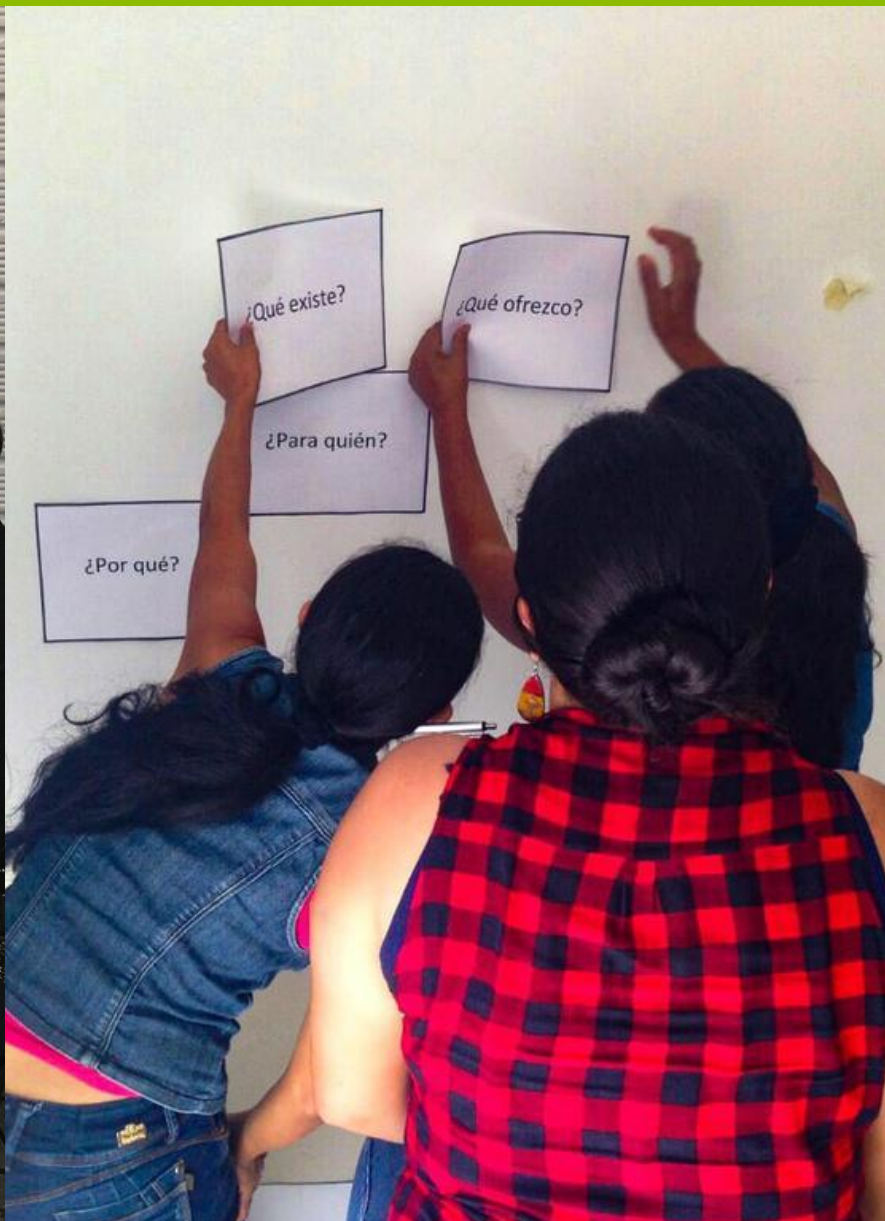


Responsibility.

Pragmatism.

Transparency.

Environmental awareness.





TRAINER / M&E LEAD

Adriana Hidalgo Cardona

Sociologist and expert in community interventions, research, design & impact measurement with victims of the armed conflict, rural communities and the LGBTI community. She is passionate about designing alternatives to provide access to knowledge for all.

PSYCHOLOGIST / TRAINER

Alejandra Carmona

Psychologist with experience working with and designing workshops for children, youth and adults in vulnerable situations. She specializes in building life projects and developing soft skills. Alejandra is also an active member of the Civic Police for the Elderly, an important contributor to the Colombian peacebuilding process.

FOUNDING DIRECTOR

Alexandre Applefield-Alvarez

Sociologist, educator & master in International Public Management working in international development with vulnerable populations in Latin America & the Caribbean for the past 15 years. Alex has helped over 100 underserved individuals become social entrepreneurs.

ADMINISTRATOR

Estefanía Gutiérrez Loaiza

Experienced public accountant, who specialized in taxes and administrative & human management. She additionally works on helping others expand their potential through financial and organizational skills training.

COMMUNICATOR

Fernando Ramirez Lopez

Sociologist & Audiovisual producer. He has spent the last 5 years training & guiding community organizations and victims of the armed conflict in peace building processes using audiovisual tools.

OUR SOLUTION

Our training model includes:



A logical 10-step process



Relatable hands-on exercises



1-on-1 support



Powerful soft-skills
development tools



A growing network of
mentors and partners

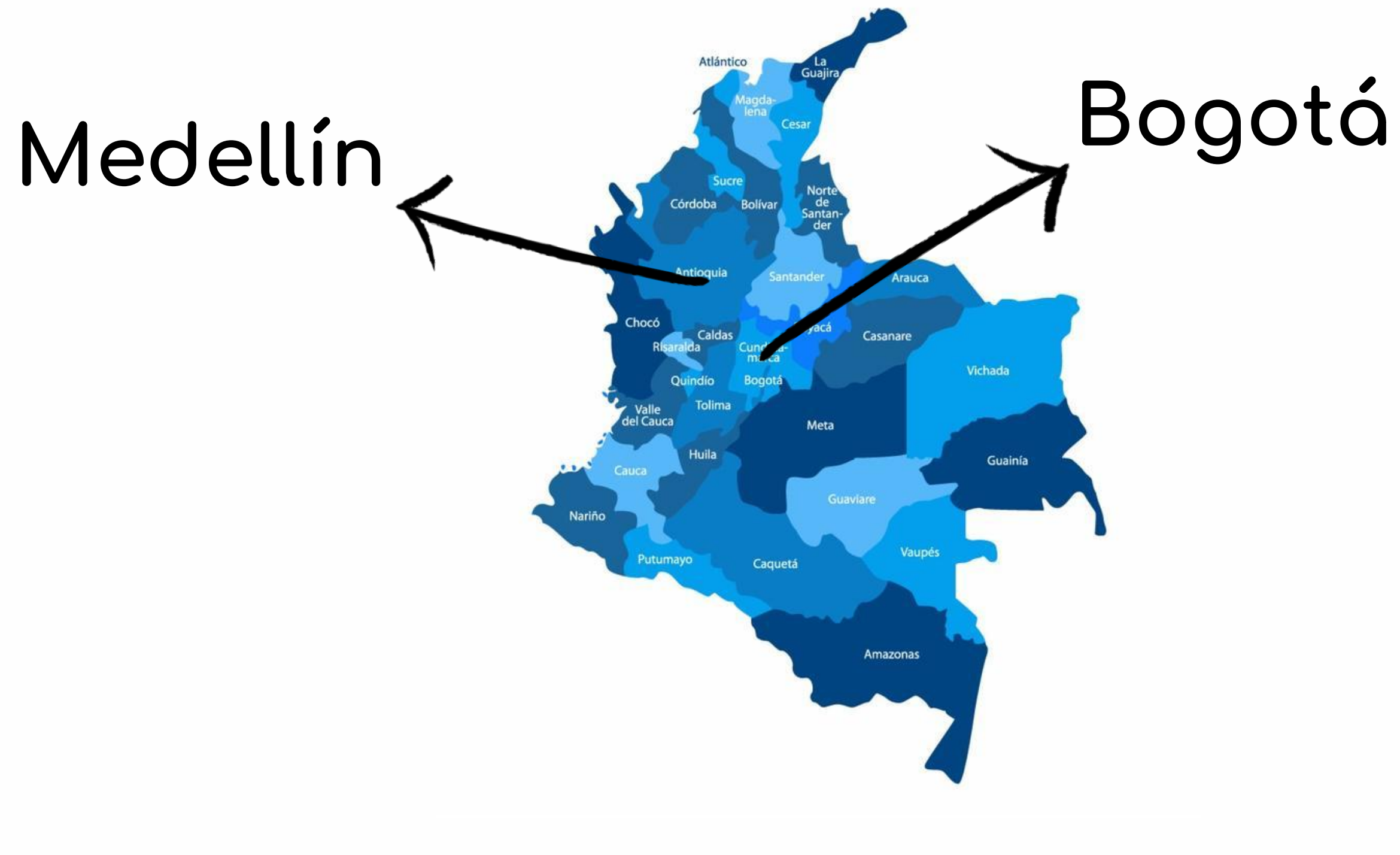


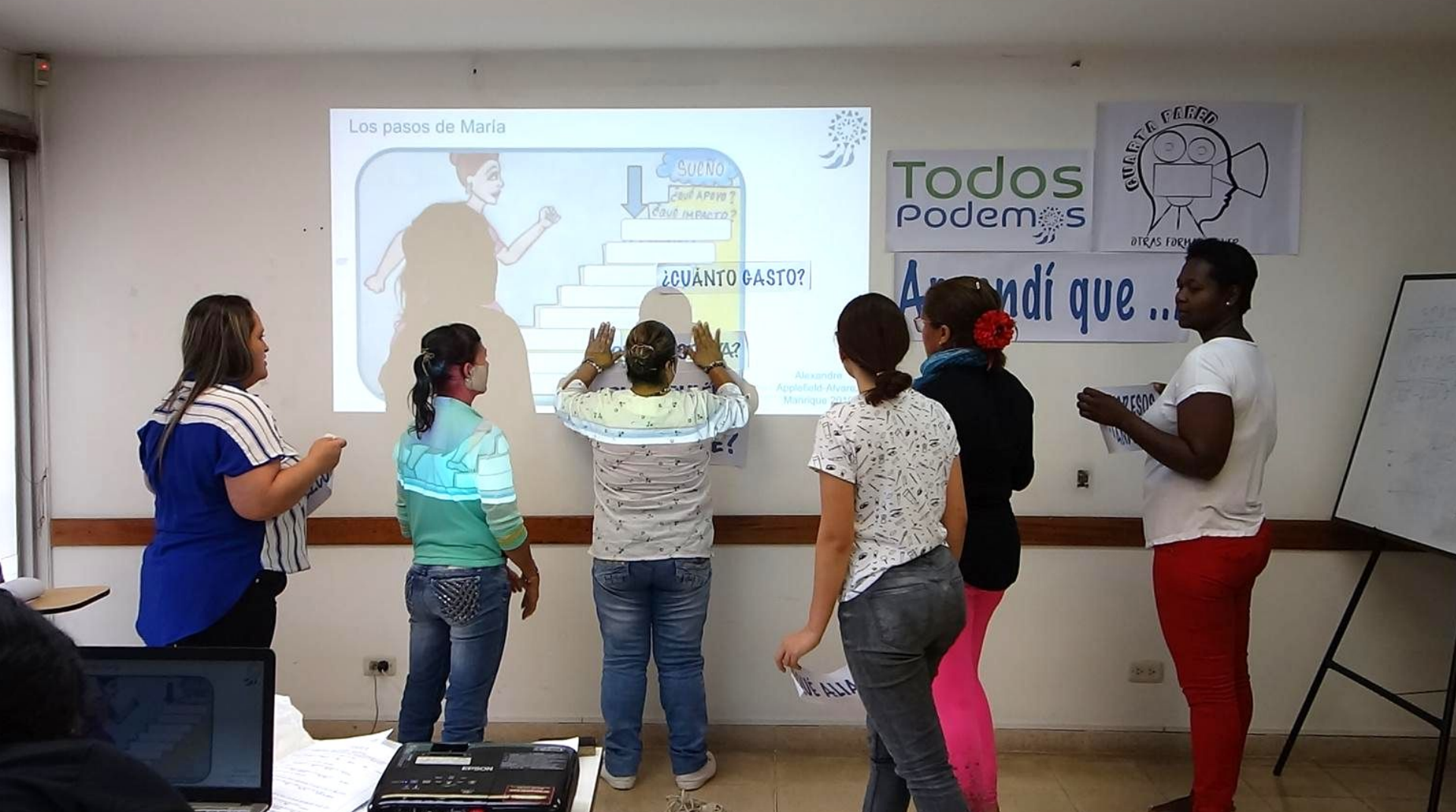
**MAGIC HAPPENS
WHEN PEOPLE
START BELIEVING
IN THEMSELVES**



WHERE WE WORK

We are a registered Colombian non-profit organization with current in-person operations in Medellín and Bogotá and nationwide online programs since 2021.





WHO WE SERVE

- 94% are women.
- 81% are survivors of the armed conflict.
- 53% are either Afrocolombian or Venezuelan.
- 100% live in low-income neighborhoods.
- Our programs have impacted 5,000+ lives.

MEET OUR ENTREPRENEURS

Andreina González is a 25 y/o Venezuelan woman, the mother of a 3 y/o boy, a wife and an entrepreneur. As a 19 y/o student, the political situation in her country led her to seek a better future and economic stability for her family. She arrived in Colombia excited, with desires, fears and dreams.



There, she had to work in kitchens and sweatshops. It was difficult because she was used to studying full-time. During the pandemic, she and her husband lost their jobs. However, they decided to explore cooking as a hobby, inventing and preparing new recipes. One day, her husband asked her to prepare desserts to share with friends and the next day they were asking for more. She received many compliments, ideas and contacts of other potential clients. The small enterprise *Postres A&J* was born, selling in the streets of the neighborhood. She began to save up to buy utensils and equipment, which would allow her to produce and sell more.

Andreina came to *Todos Podemos* in hope of developing and growing her business model. She sells unemployed women her desserts at wholesale price for them to distribute them in their neighborhood, giving women like her the opportunity to generate their own income and participate in society. At the end of the training, she was selected as one of the businesses with most potential and was awarded a refrigerator and a blender to increase her production.

She currently works with 40 women, continues to innovate and learn about new trends and techniques. She recently attended a course with the famous Colombian pastry chef Juliana Alvarez, who was contacted by *Todos Podemos* and shared her experience with Andreina and encouraged her to follow her dream.

MEET OUR ENTREPRENEURS



Alex Yama, an Agroforestry Engineer & founder of the environmental organization *Mayunka* in Nariño, contacted us when we launched a project for social organizations in Medellín. In his message, he told us that such opportunities weren't available in his territory and that he wanted to participate virtually. Thanks to him, we decided to open a virtual course for organizations throughout Colombia.

Mayunka is a non-profit founded by a group of friends, professionals, farmers & citizens of Ipiales, concerned about environmental problems. The name is a combination of two Quechua words: Mayu (river) and Yunka ("mountain" / jungle). The COVID-19 pandemic left them without resources and all their hard work was quickly falling apart. They urgently needed to generate their own resources and teach people to preserve nature.

They wanted to create something that would help reduce the contamination of water, and specifically the Guáitara River. One of its main contaminants is used cooking oil, so they set out to make candles from recycled oil. They spoke with the community about the importance of recycling this hazardous waste and established a pick-up service for it, with incentives for each contribution. Then they reached out to local recyclers, buying glass jars from them, and offered discounts to customers for returning them. Their candles prevent the contamination of millions of liters of water every month.

Currently they teach children and youth the process behind this kind of initiative and why it is relevant now for our own survival. *Mayunka* hopes to make this a large-scale circular economy project, giving a second life to all types of waste, and serving as an example for the development of local environmentally friendly alternatives.

RESULTS

1.500+

people sensitized to social entrepreneurship.

80%

of entrepreneurs generate sales within 3 months.

15

trainers trained to replicate the model.

+ de 90

social enterprises created.

1

world improving day-by-day.

OUR GOALS

Our commitment for 2023 will be to constantly prepare at least three groups of entrepreneurs and trainers annually, so that their training process generates positive impact in their communities. This will be made possible through public and private alliances as we help our partners satisfy their Social Responsibility needs.

Together, we will:

- 🌻 Help create 200 social enterprises in vulnerable communities.
- 🌻 Form a national network of entrepreneurs who support each other.
- 🌻 Positively impact 6000+ lives in low-income communities.

Todos
Podemos

UR PARTNERS





Will you be part of the change?



WE TRAIN CHANGEMAKERS!



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