



Supporting **Valientes** to transform their world

A Cali-based foundation with over
10 years breaking cycles of
poverty through young talent.



www.serparaser.org

10+ years of impact

+6.500

People
impacted

163

young people
active today

90%

Rretention
rate

BE PART OF THE CHANGE



Talent exists. Opportunity doesn't.

¿What happens when a talented young person grows up in eastern Cali?

17%

average dropout rate in schools in the area

29%

of teenagers have used psychoactive substances

32%

of young women aged 15–19 had an unwanted pregnancy

70%

Cali's gangs are based in the eastern part of the city

In these communities, most families live on less than two minimum wages, **69% of households are led by single mothers**, and **31% of young people are victims of the armed conflict**. Without comprehensive support, talent is lost — and so is the city.

Soroca helped me discover my purpose

Becoming a source of knowledge for my community, using the tools I've gained through my personal and professional growth.

Jennifer

Scholarship student, Communication — Javeriana
University Cali, Soroca Program



Every story begins with a decision

Jennifer grew up in eastern Cali, where 70% of the city's gangs operate and 1 in 3 young people never finish high school. Today she is pursuing her degree on a full scholarship. Her story is not the exception — it's what happens when we support talent with method, time, and love.

100% of our young people
finish high school

58% go on to higher
education

0% are involved in
violent groups

Valientes Methodology: **4 years that change a life**

More than 1,300 hours of training in leadership, self-knowledge, entrepreneurship, and essential life skills.



EEXPLORE

Key question: selection process
Grade 8.
Only 3 requirements: willingness, vocation, and living in Cali.



DREAM

Key question: Who am I?
Grade 9.
Self-knowledge and self-esteem. 95% retention rate.



BREAK

Key question: How do I relate to others?
Grade 10
Social skills, and environmental and sociopolitical leadership.



CHANGE

Key question: What will I do, and how?
Grade 11
Entrepreneurship and empowerment. 94% retention rate



EVERYDAY WORLD

Key question: personalized support
1 year post-graduation.
68% gain job opportunities.

The impact speaks for itself

Young people in eastern Cali vs. Valientes youth

Indicator	Eastern Calii	Valientes Youth
Finish high school	83%	100%
Substance use	29%	6.7%
Teen pregnancy	32%	1.8%
Involvement in violent groups	High	0%

Chain impact

Each Valiente directly impacts their family and close community. For every cohort of 38 young people, we reach:



1

Valiente



6

Family members
and close circle



30

Community and
city

1406

People impacted
per cohort

Everyday World Results (2025)

68%

gained job
opportunities

58%

moved on to
higher education

38

improved their
academic habits

An ecosystem of programs

Soroca is our flagship program. Tribu, Ser Empresa, and Ikales complement it, extending our impact at greater scale.

Soroca

Four-year comprehensive training for students in grades 9–11, plus one year of post-graduation support. Our flagship program, with over 10 years of history.

114 active young people

3 partner universities

+1,300h of training

90%+ retention rate

Tribu

Human-development training that uses sport as a tool for social transformation. Connects university students with beneficiary youth.

71 Tribu Valientes

50 university students

21 beneficiaries

2 sports

Ser Empresa

Builds essential skills within organizations and companies. Generates sustainable income for the foundation while transforming corporate teams.

+20 organizations

Leadership

Custom-designed training

Self-generated income

Ikales

Our volunteer program. Connects formation and social impact in our communities.

Volunteering

Mentoring

Jobs and scholarships

Active community



"Being part of Soroca helped me define my true life project and find a career that combines my two passions: mathematics and medicine."

Elizabeth

Biomedical Engineering Engineer (UAO)



"Through my training at Soroca, I discovered my purpose: contributing to Colombia's sociopolitical development. My guiding phrase is 'serve myself in order to serve from within.'"

Haider

Scholarship student, Systems Engineering,
Icesi University



"Soroca taught me to make conscious decisions, always keeping my life project in mind. Today I hold a full scholarship, and I discovered my passion for rugby."

Yoreli

Scholarship student, Psychology,
Javeriana University Cali

How can you be part of the change?

Your involvement is direct, measurable, and transformative. Choose the option that best fits you or your company.

Valiente Scholarship

Sponsor a young person through their 4-year journey. You cover their training, materials, camps, and psychosocial support.

Benefits:

- Regular impact reports
- Chance to meet your Valiente
- Annual impact certificate
- Recognition in our communications

**Starting at \$300 USD month
per young person**

Workshops & Conferences

Your company contracts essential-skills training built on our methodology. Part of that investment directly funds Soroca youth.

Benefits:

- Formación a medida para tu equipo
- Impacto social verificable y comunicable
- Doble valor: ROI empresarial + impacto
- Logo en materiales de la fundación

Based on program scope

Program Sponsorship

Fund an entire program, a training camp, or a Soroca experience. Your brand appears directly linked to the impact.

Benefits:

- Name the program or training level
- Presence at events and graduations
- Detailed impact report
- Field visit with your team

Let's talk

They've already decided to be part of it

We are a growing ecosystem — universities, companies, and foundations that believed in the young talent of Cali.

Support



Pontificia Universidad
JAVERIANA
Cali



Universidad
ICESI



UNIVERSIDAD DE
SAN BUENAVENTURA
CALI

Funders



ProPacífico



EMpower

Partners





Do you want your story to **be part** of this too?

Join us in transforming eastern Cali. Every decision to support becomes years of training, dreams made possible, families breaking cycles.

Schedule a visit

Come meet us in person or a virtual meeting

Write to us

info@serparaser.org

Get to know us

www.serparaser.org