



Be the Change.
Lead The Change.

Annual Report 2024



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Dear LALA community,

2024 has been a milestone year—marked by strategic shifts, steady growth, and a deepening of our collective purpose. As we reflect on all that has unfolded, we are filled with gratitude and admiration for the resilience, commitment, and passion of our community: our LALíderes, team members, advisors, donors, and partners. Each of you continues to carry our mission forward across Latin America, even in uncertain times.

Laying Foundations: A Local Hub, A Global Vision

One of this year's most significant achievements was the launch of our first local hub in Brazil. This milestone represents much more than geographic expansion—it marks a critical evolution in our model. After more than two years of careful planning and co-creation, we made a major transition from a centralized governance model to one that honors local leadership while preserving a strong global identity.

A key moment in this journey was hiring the right CEO to lead LALA Brazil. With strong leadership in place, the hub quickly built a solid foundation and new opportunities. While the LALA Global team continues to steward the broader vision, strategy, programmatic excellence, and growth, our Brazil hub now leads local implementation, program operations, and community development.

A bright future ahead

Navigating challenges and embracing opportunities
The global and Brazilian contexts brought unpredictability in 2024, affecting funding and stakeholder engagement. Nevertheless, our teams remained focused—strengthening relationships, improving efficiency, and delivering creative solutions.

LALA is cultivating a beautiful and powerful community of young changemakers. Our collective promise to leadership development drives our conviction that our youth can transform not just their communities, but the entire continent.

Together, we're building a movement of hope, transformation, and shared purpose.

With lots of gratitude and excitement,



Cristina, Fernanda, Diego and David

Executive team
LALA Global | LALA Brasil

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Executive summary



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camps

We hosted **08 Virtual Leadership Bootcamps** in 2024

SEMESTER 1
**3 virtual
Camps**

1 Español



2 Portuguese



SEMESTER 2
**5 Virtual
Camps**



2 Español



2 Portuguese



1 english

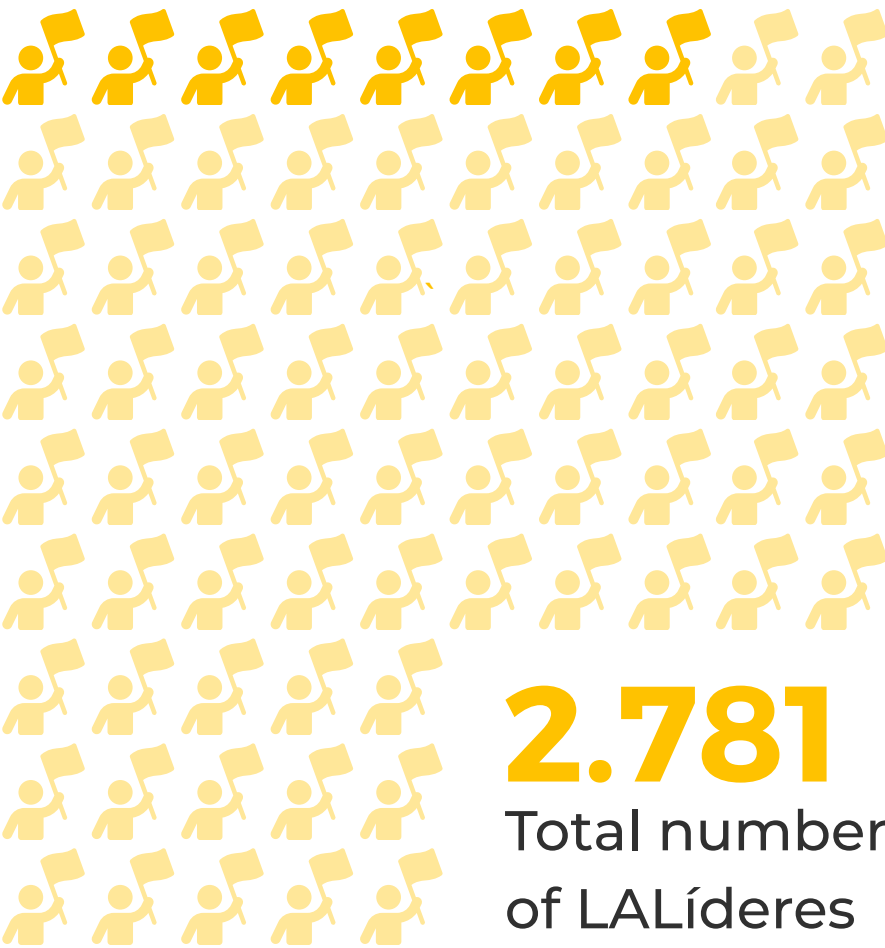


83

Total Number
of Camps

community

We welcomed
308 new LALíderes
into our community



2.781

Total number
of LALíderes



Mentorship

In 2024

122

Mentors and mentees
matched

we launched our
first LALA Hub in
Brazil!



University
Placement

More than

USD 2.4 Million

scholarships offered
in 2024

SOCIAL IMPACT DINNERS

In 2024, we hosted four
Social Impact Dinners,
convening a total of 87
individuals across events
held from São Paulo to
New York City.

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Thanks to your support we
fundraised: **\$1,795,680**

FINANCIAL
STRENGTH

WE ENDED 2024
WITH >11 MONTHS
OF RUNWAY

BUDGET AND
RESERVES GREW
STEADILY
THROUGHOUT 2024

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About LALA

VIRTUAL LEADERSHIP BOOTCAMP
#61



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Latin America's best
resource is its
young leaders.

LALA is unlocking their potential to
shape the region's future, one
leader and one challenge at a time.



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our Theory of the Problem

Latin America faces a self-perpetuating leadership crisis.

Despite its immense potential, the region is held back by deeply rooted systemic challenges. At the heart of these challenges lies a critical leadership gap.



our theory of the solution

To break Latin America’s cycle of leadership scarcity, we’re building a powerful pipeline of **diverse, values-driven young leaders** who will shape the region’s future.

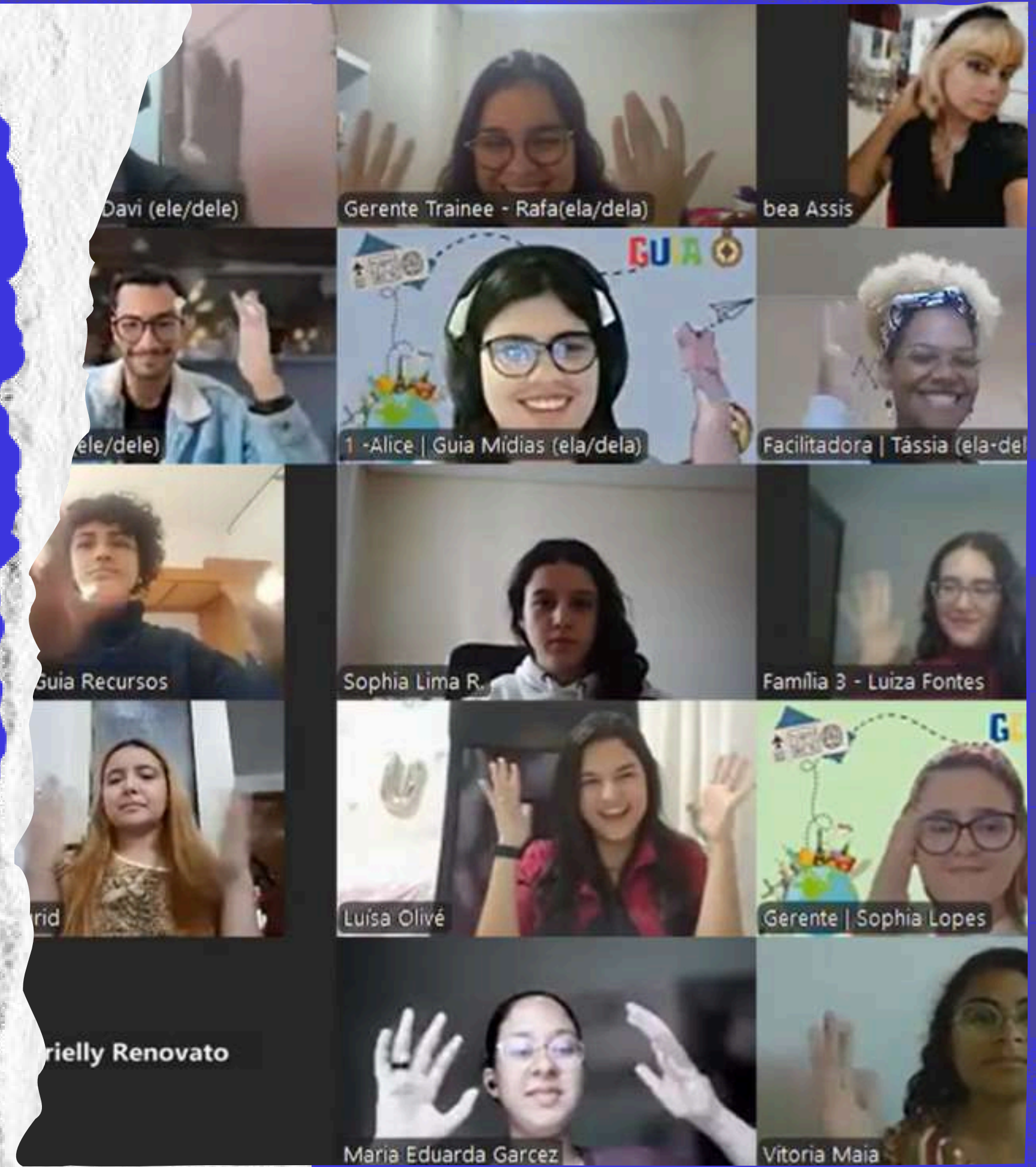
WE DO THIS IN A THREEFOLD WAY:



3

2024

A Year of Impact & Evolution



who are our LALíderes?

Building a diverse and representative community

At LALA, our participants come from across Latin America, reflecting a rich diversity of backgrounds, identities, and experiences. Through intentional outreach, inclusive recruitment strategies, and selection criteria that value diverse perspectives, we continue to shape a network of young leaders that mirrors the region's complexity and potential.



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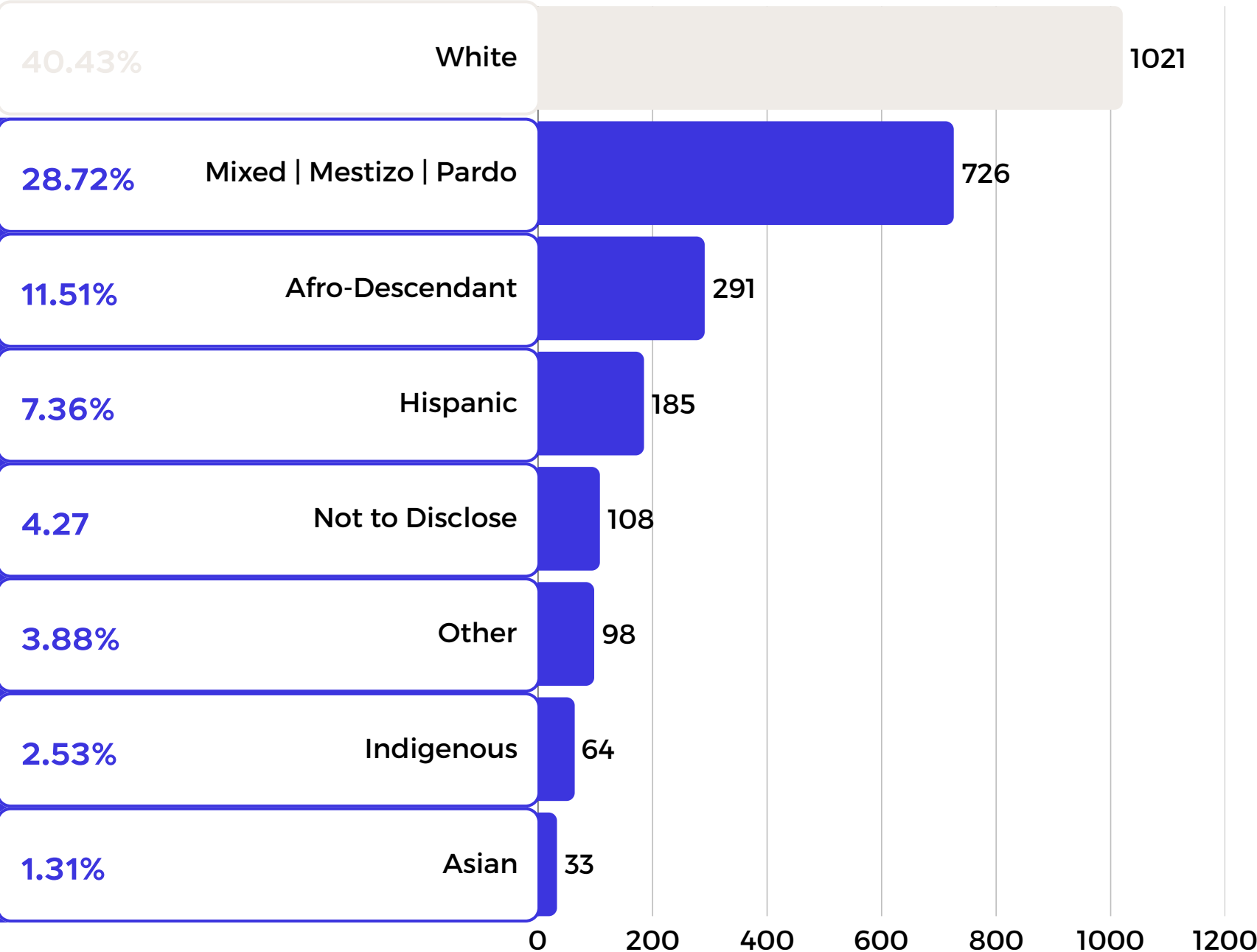
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Race and ethnicity

Almost 60% of our community is identified as non-white.



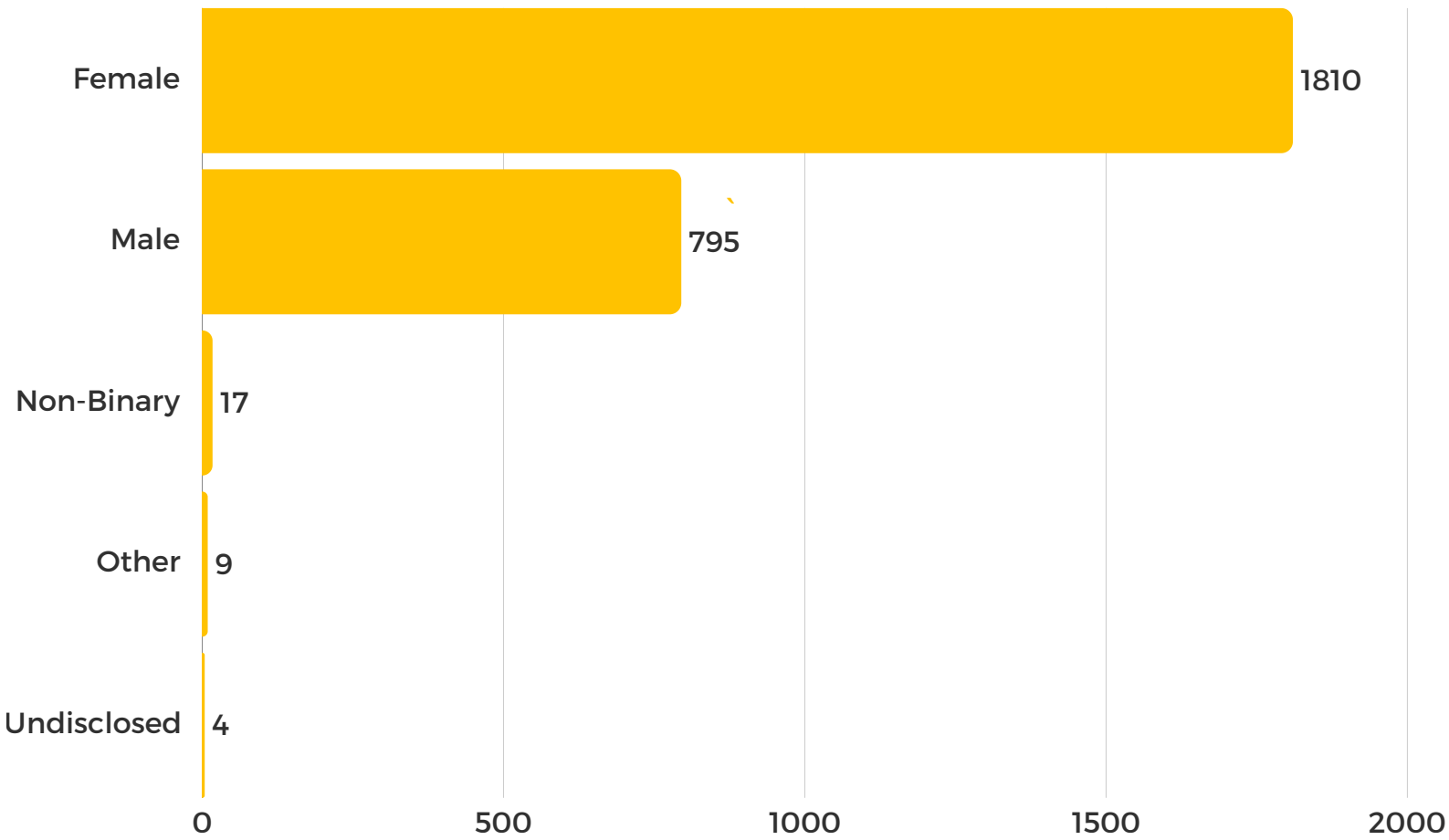
underrepresented and minorities

63% Percent of global LALíderes are underrepresented



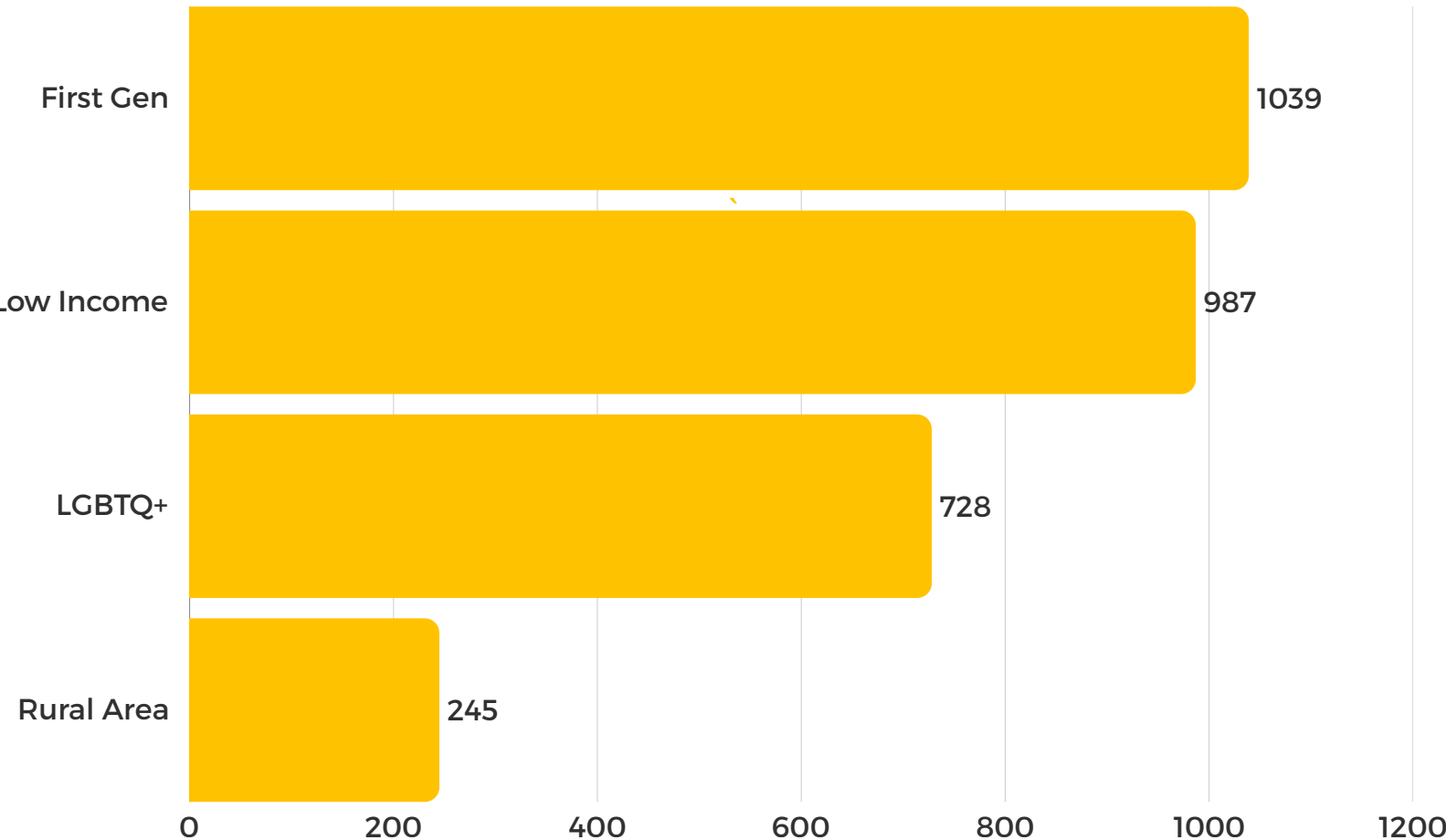
LALíderes by gender

We're proud that women make up a strong majority of our LALíderes. Offering hope for a more equitable future.



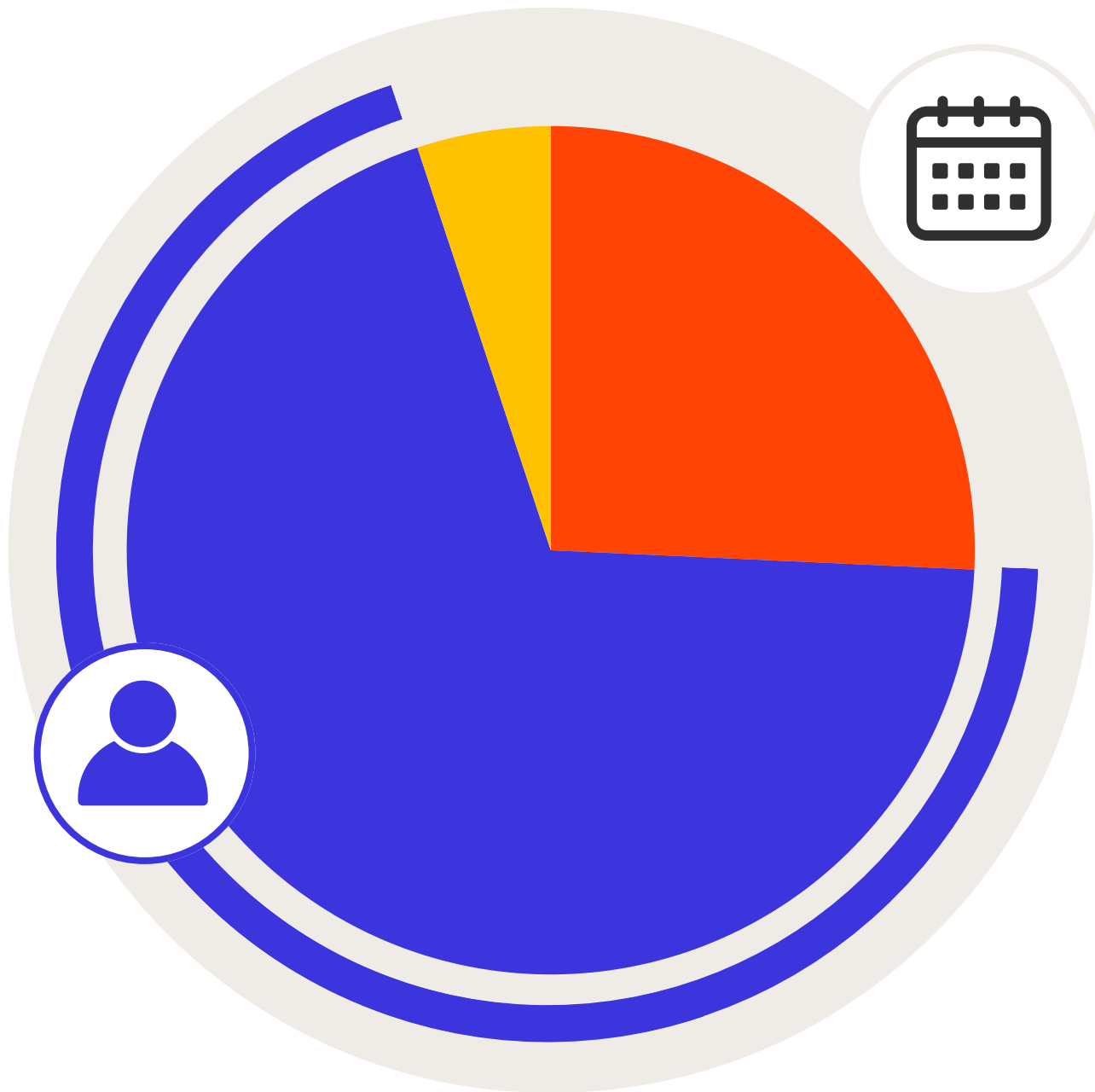
Diversity focus

Our Outreach strategy is rooted in a deep commitment to diversity. We build partnerships with NGOs, local leaders, and community-based organizations to reach young people who might otherwise never cross paths with LALA.



Rising Leaders,
lasting impact

69.2%
Of our LALíderes are
between 20-24 years old



15-19 20-24 25-30

21%
Of our LALíderes are
between 15-19 years old

As LALíderes grow into the next stages of their leadership journeys, guiding and supporting them through new challenges is essential to their continued impact.

LALíder voices



My time at LALA was key to my development as a leader. I learned that empathy is my strength and thanks to that I can lead my team and understand people better.

NOHELIA GUTIERREZ

23 | PERU



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our programs

VIRTUAL LEADERSHIP BOOTCAMP
#59



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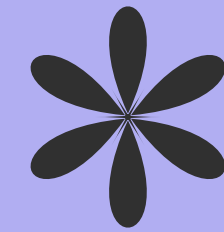
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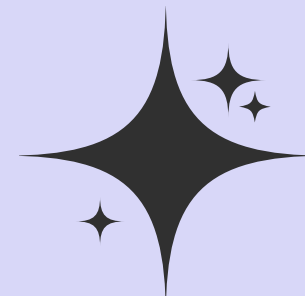
Programs that transform

LALA is dedicated to empowering young leaders across Latin America through a diverse range of programs designed to **support their growth and impact.**

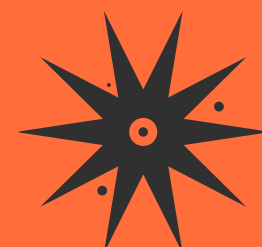
Our programs are **thoughtfully tailored to the unique needs, life stages, and aspirations** of each participant.



Leadership
Bootcamps



University
Placement



Mentorship

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Leadership bootcamps

Our Leadership Camps are the first program LALíderes access and the ticket to our **lifelong ecosystem** of career, volunteer, and education-related **opportunities**.

Through different immersive and educational processes, the camps focus on improving **self-leadership, storytelling, and community building**. Offering a strong set of initial skills for the development available in the following programs at LALA.

students NPS Evaluation



+88



+97





Leadership bootcamps

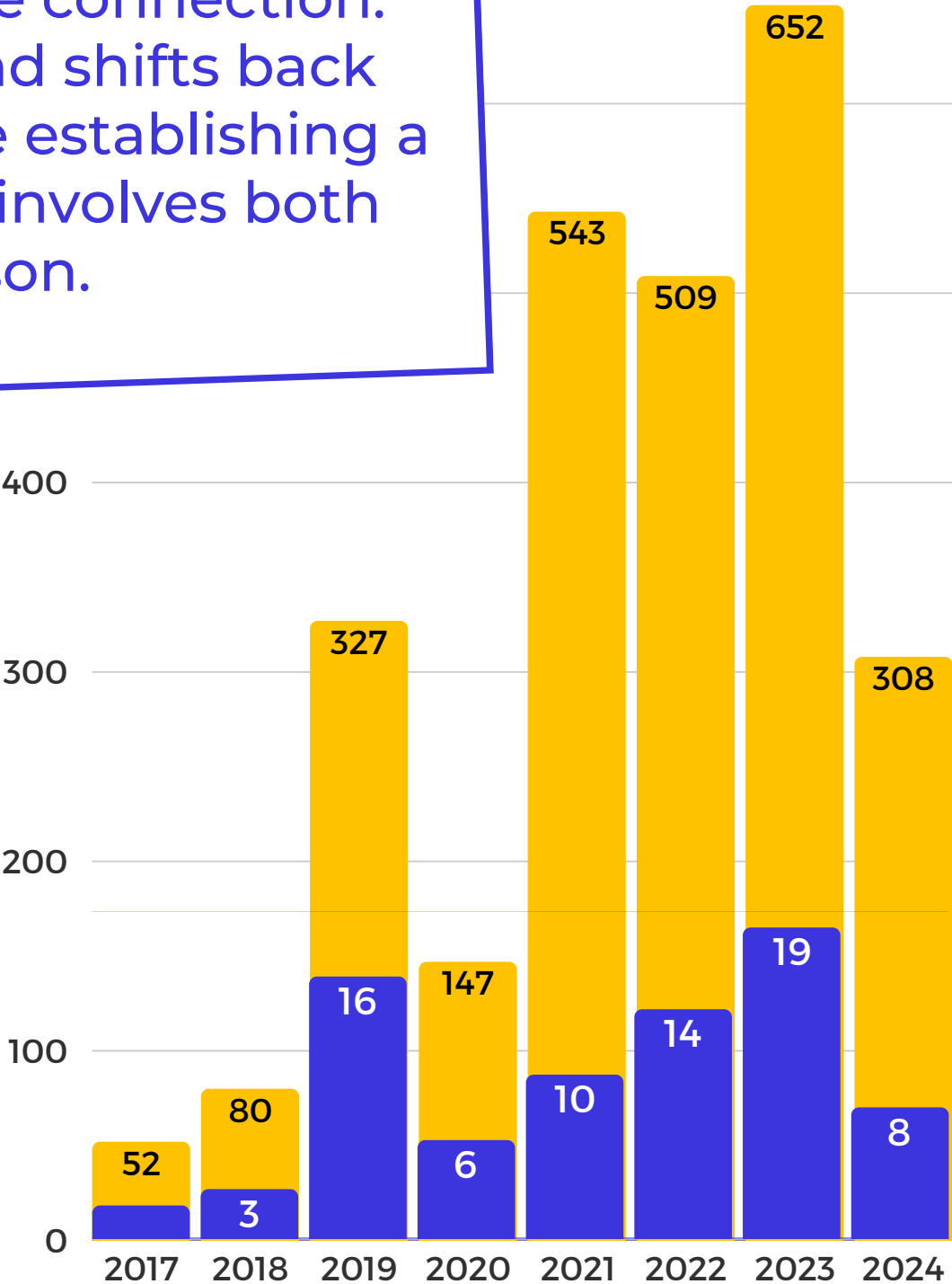
Transition with purpose:
strengthening our foundations

During our organisational restructure, we made the decision to focus on virtual leadership camps, successfully delivering 08 bootcamps in 2024. While this shift resulted in a temporary dip in the number of LALíderes compared to our virtual peak during the pandemic, it was a deliberate step to allow us to strengthen our internal operations.

We focused our energy on **intentionally and excellently rebuilding the in-person experience**, and we're excited to relaunch in-person camps in 2025.

What we learned: Young people are craving real-life connection. As student demand shifts back to in-person, we're establishing a new rhythm, that involves both virtual and in-person.

New LALíderes
per year
Camps per year

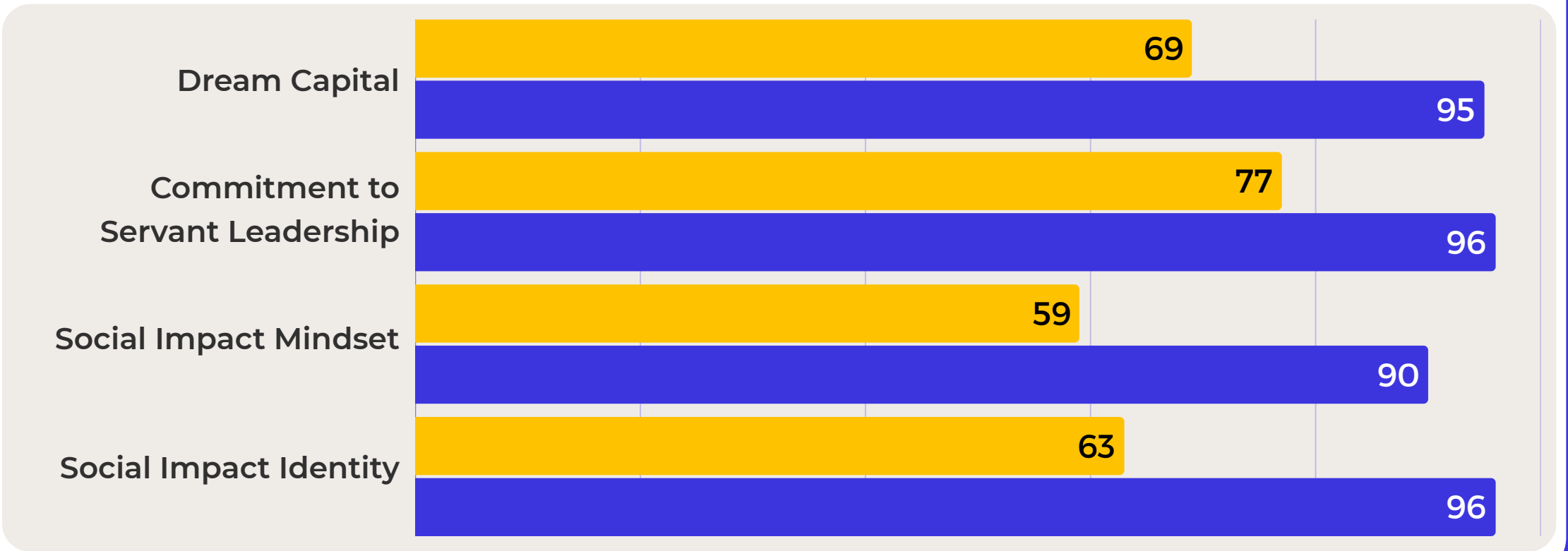




Leadership bootcamps

what they share with us reveals
the power of the work:

STRENGTH OF PURPOSE



Before LALA With LALA



Before LALA I was questioning my abilities and skills to lead with professional teams. My experience at LALA taught me that it's never too late, or too early, to start taking action.

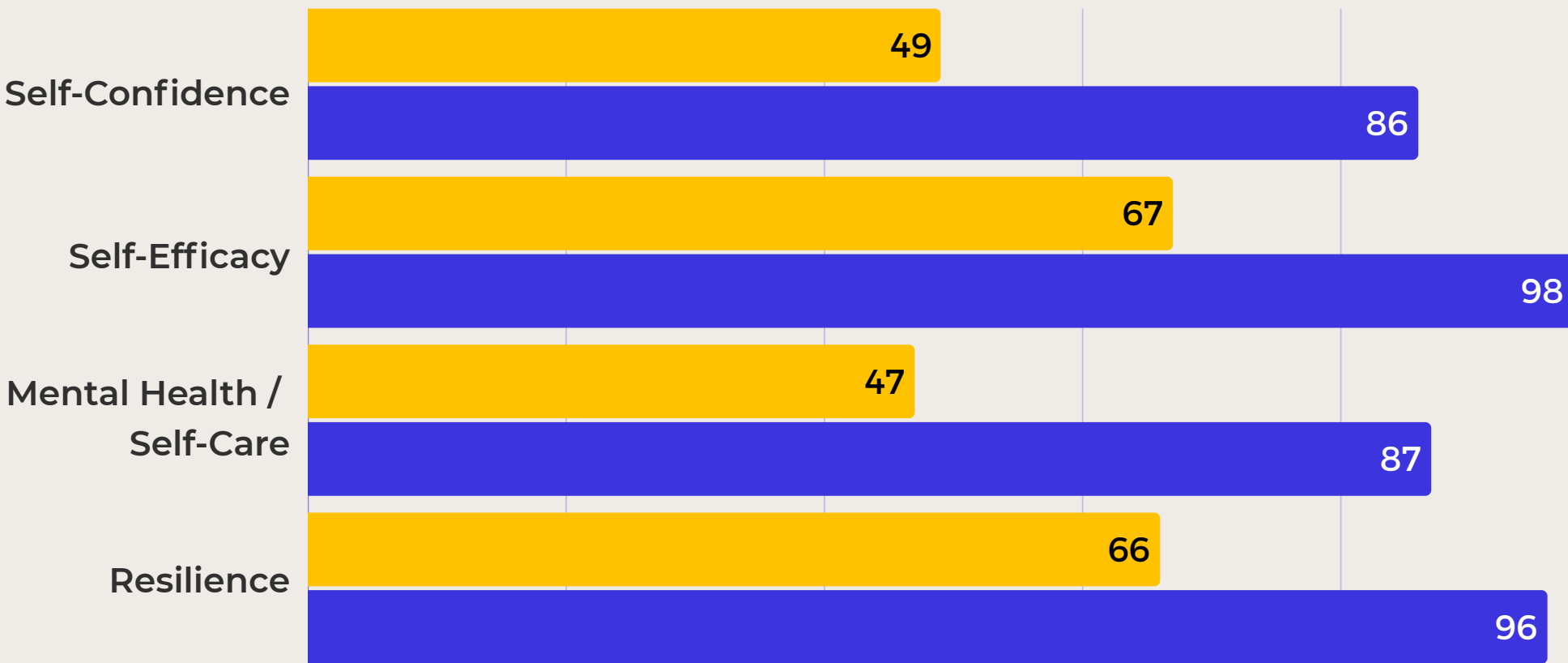
MARICIELO CHALCO, 23 - PERU



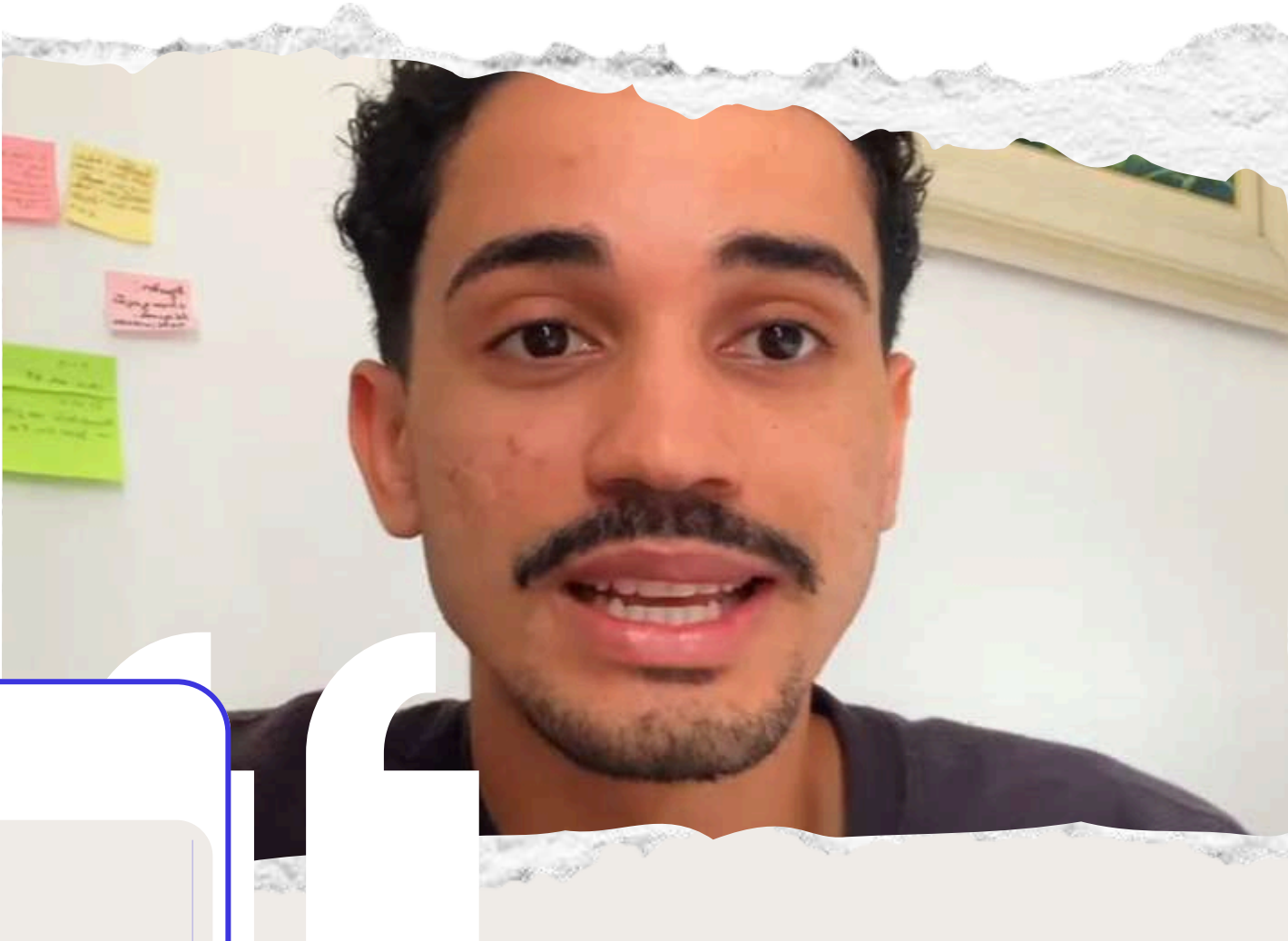
Leadership bootcamps

what they share with us reveals
the power of the work:

AGENCY & WELLBEING



Before LALA With LALA



It was when I went to LALA that I understood that, before impacting other lives, I need to take care of myself first. Then I can set out to change the world.

VINNICIUS RODRIGO, 22 - BRAZIL

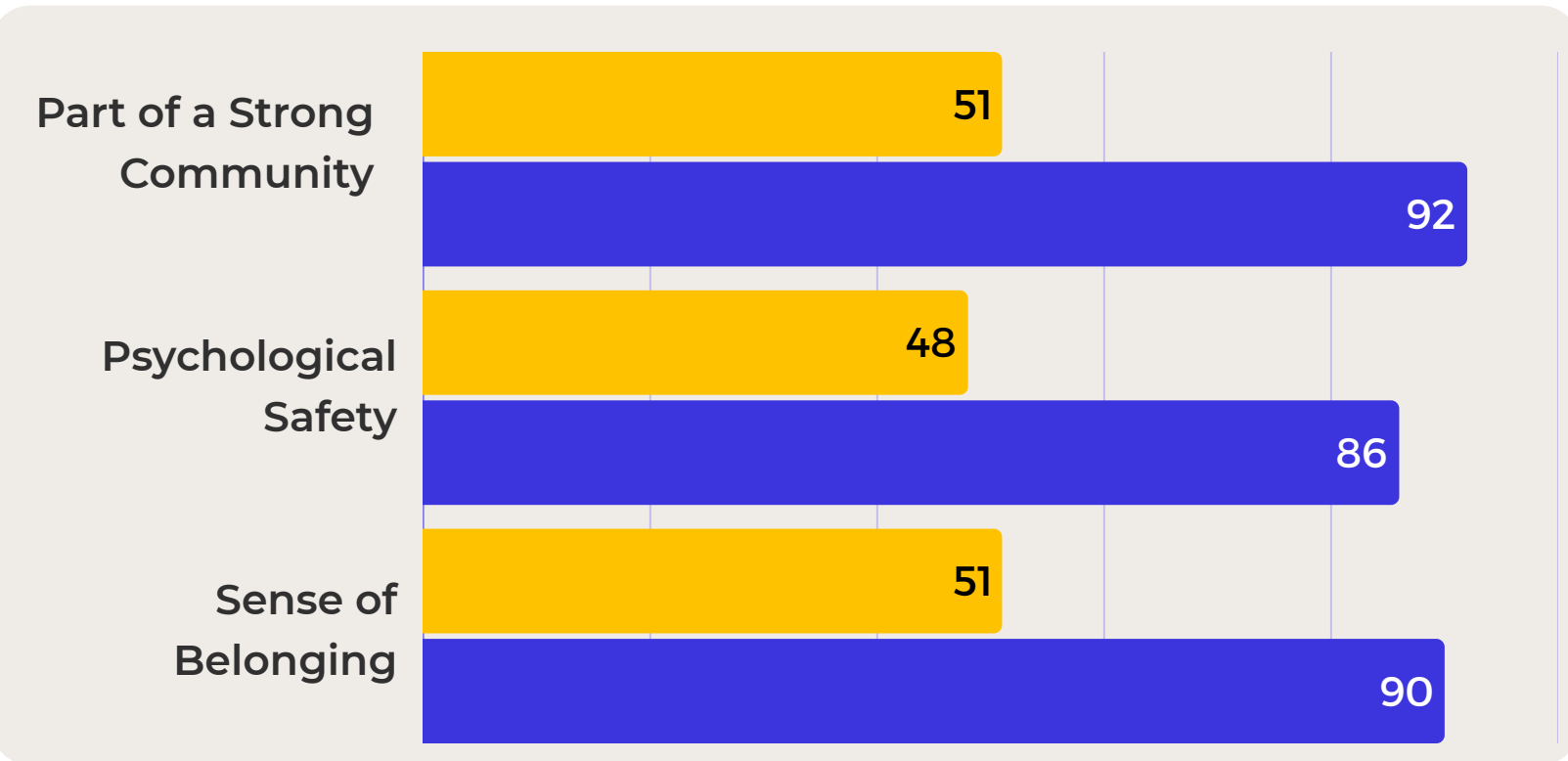




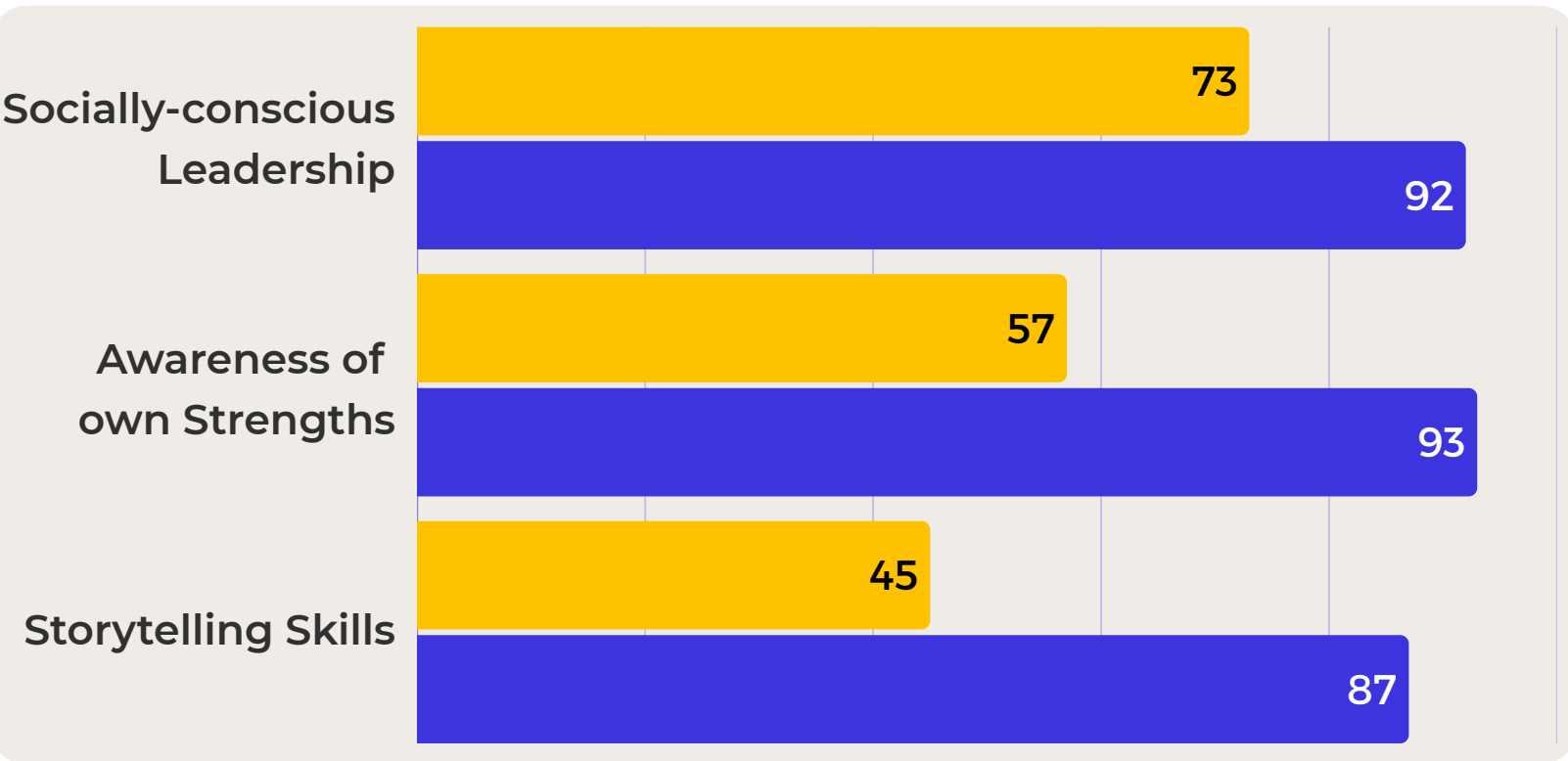
Leadership bootcamps

what they share with us reveals
the power of the work:

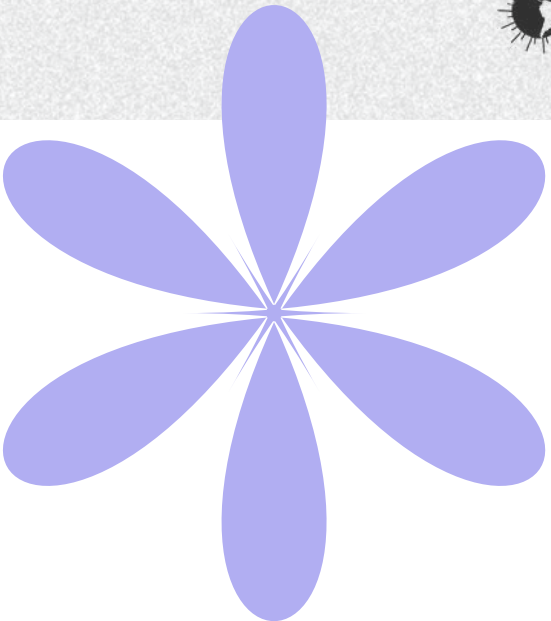
strength of relationships



interpersonal dynamics



 Before LALA  With LALA

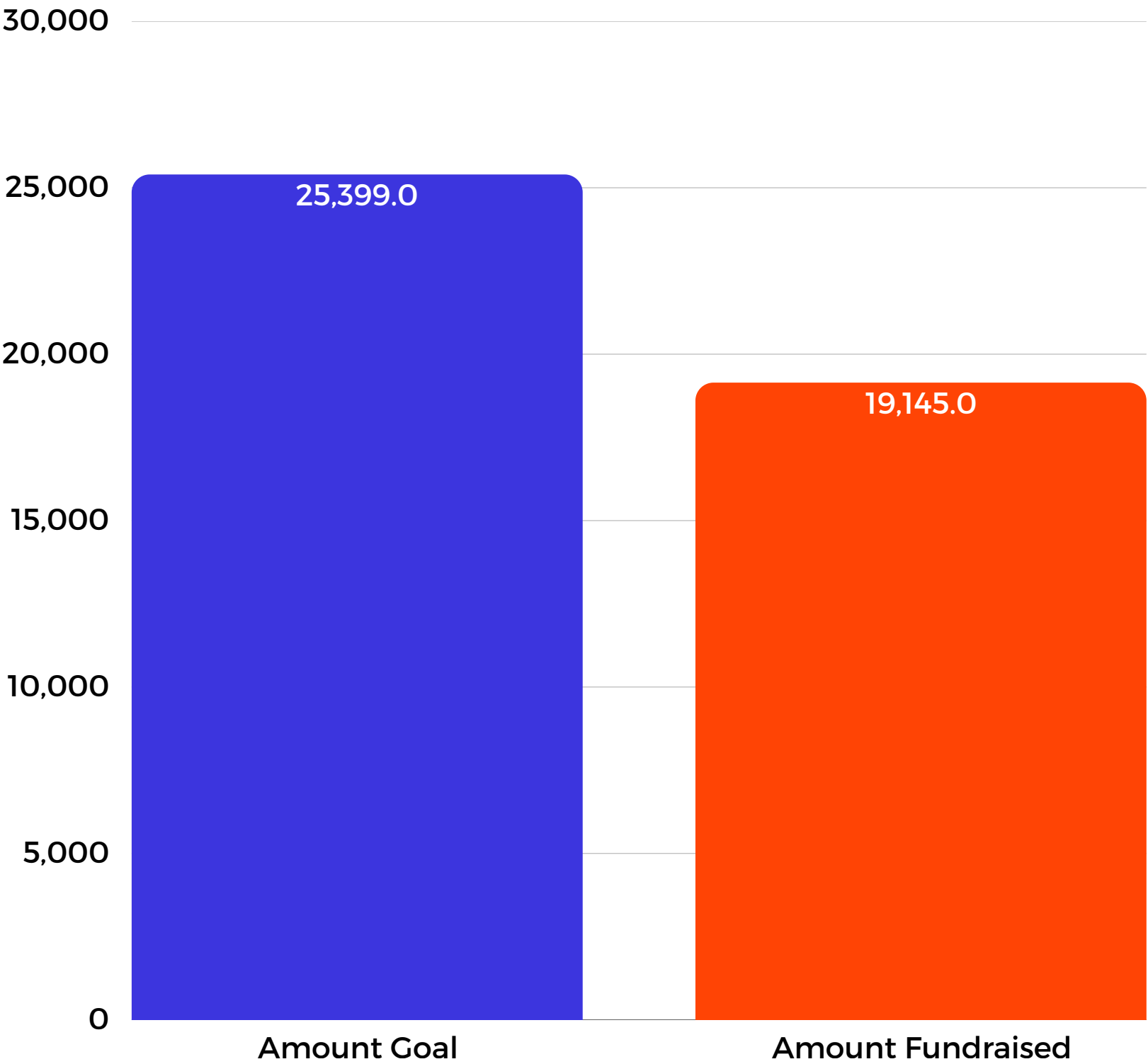



 Leadership bootcamps

Fundraising initiative

In addition to scholarships, supporting candidates in their own fundraising campaigns is also essential and in 2024 it yielded excellent results.

Fundraising was required for 59% of the candidates, amounting USD\$ 25,399. Thanks to the initiative, almost U\$20k was raised, allowing new LALíderes to join!




59%
Of candidates took part on the initiative


75.38%
Of the goal **achieved**

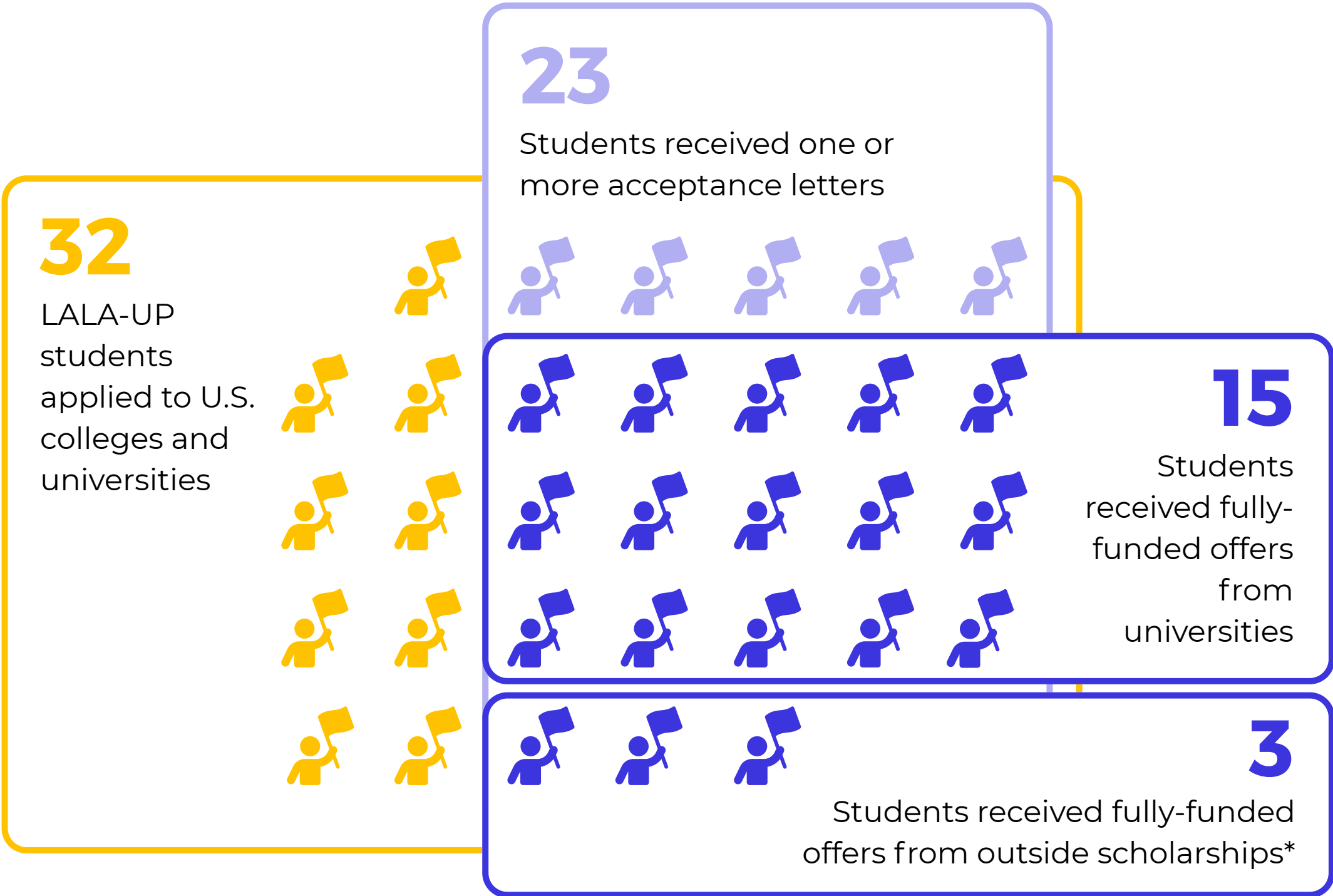
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University Placement

LALA’s University Placement Program goes beyond college applications—it empowers LALíderes to make life-shaping choices. Through **personalized mentorship and expert guidance**, we help them strengthen their candidacy and find universities aligned with their purpose and long-term goals, opening doors to world-class education and lasting impact.



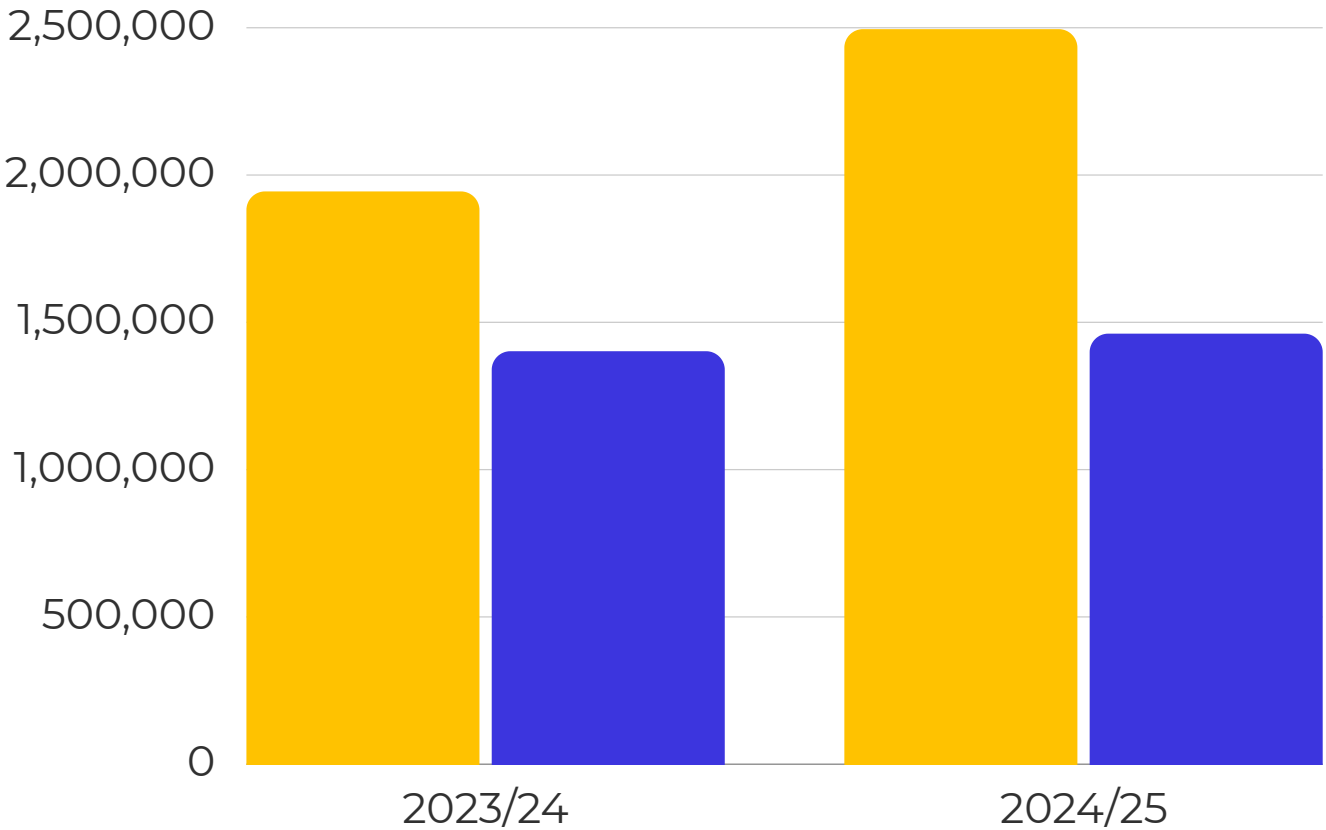
*special thanks to Fundação Behring and Telles Foundation, partners that have invested in the future of our region





University Placement

offers and acceptances



- Offered scholarships
- Accepted scholarships

the work behind the impact

800+

Individual sessions were held

743

Pages translated into English

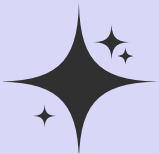
395

Applications were submitted

38

group sessions

In 2024, we surpassed last year's university acceptance figures, reflecting the growing success and impact of UP!



University Placement

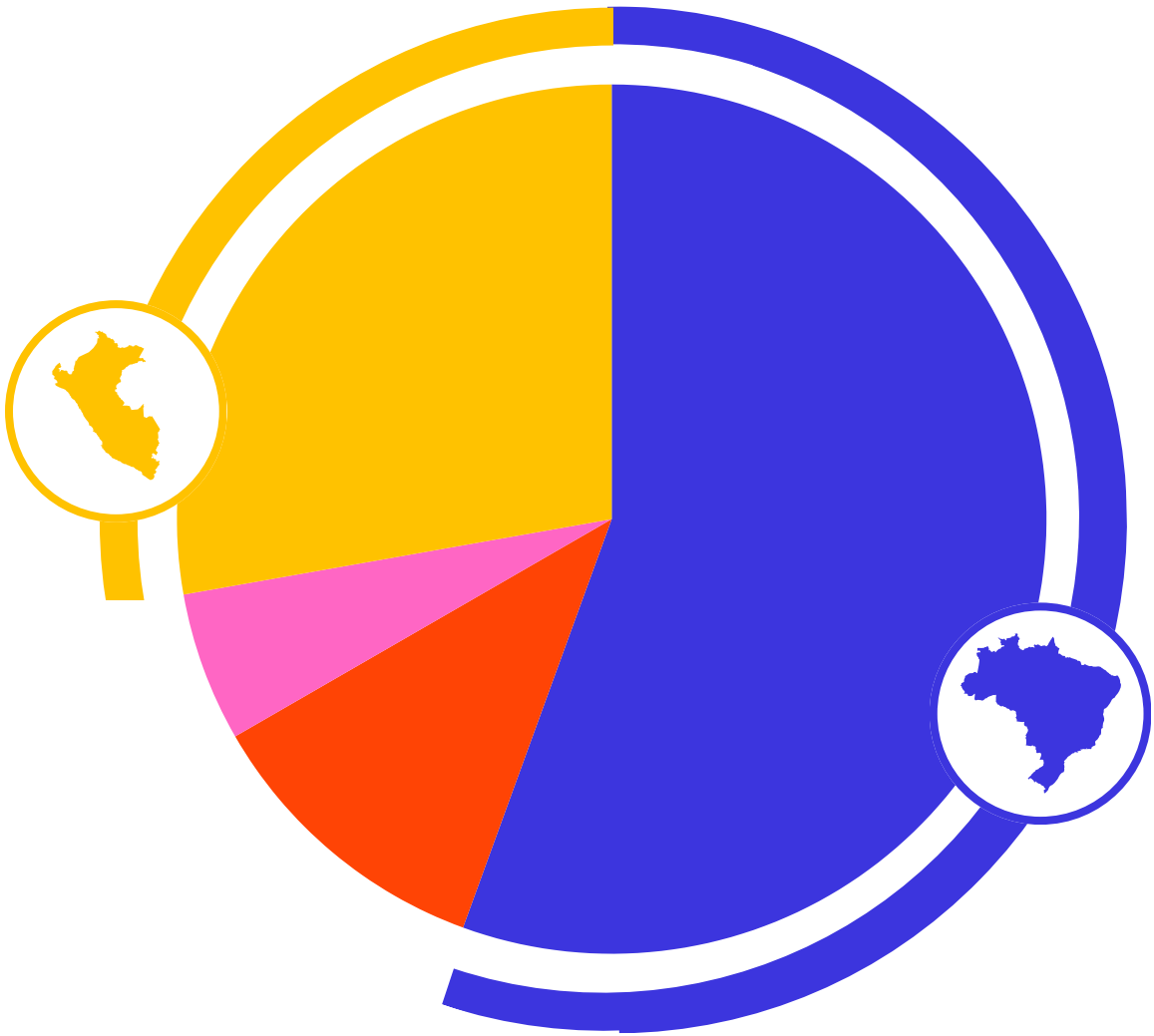
celebrating victories!

In the 2024 season, we celebrated 15 fully funded acceptances across four countries!

A special thanks to Fundação Behring and Telles Foundation, partners that have invested in the future of our region

27.78%

Of the fully-funded acceptances are from Peru















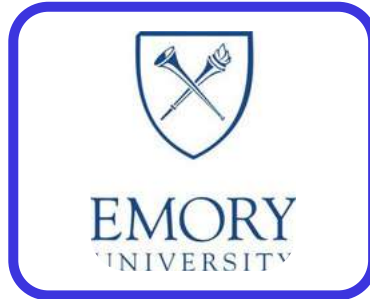

- Brazil 10
- El Salvador 01
- Ecuador 02
- Peru 05

55.56%

Of the fully-funded acceptances are from Brazil

University Placement

2024 offers!

		 7 approvals	 1 approval	 2 approvals	 1 approval
 1 approval	 1 approval	 3 approvals	 1 approval	 1 approval	 1 approval
 3 approvals	 1 approval	 1 approval	 1 approval	 2 approvals	 1 approval
 9 approvals	 1 approval	 2 approvals	 1 approval	 1 approval	 2 approvals



Mentorship

The Mentorship Program is a unique opportunity for mentors to impact the lives of LALíderes.

In six sessions held over four months, mentors help young leaders **overcome challenges and acquire new skills** for their personal and professional development.



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Mentorship

Mentorship Reimagined

Key Updates that Strengthened the Program:

- **Pedagogical Review** – Sharpened learning objectives with greater clarity and purpose.
- **Curriculum & Training Flow** – A refreshed structure that aligns seamlessly with outcomes.
- **Workbook Tools** – Practical guides to spark reflection, growth, and development.

122

Mentoring
matches

370

Mentoring
sessions
between
Mentor and
Mentees

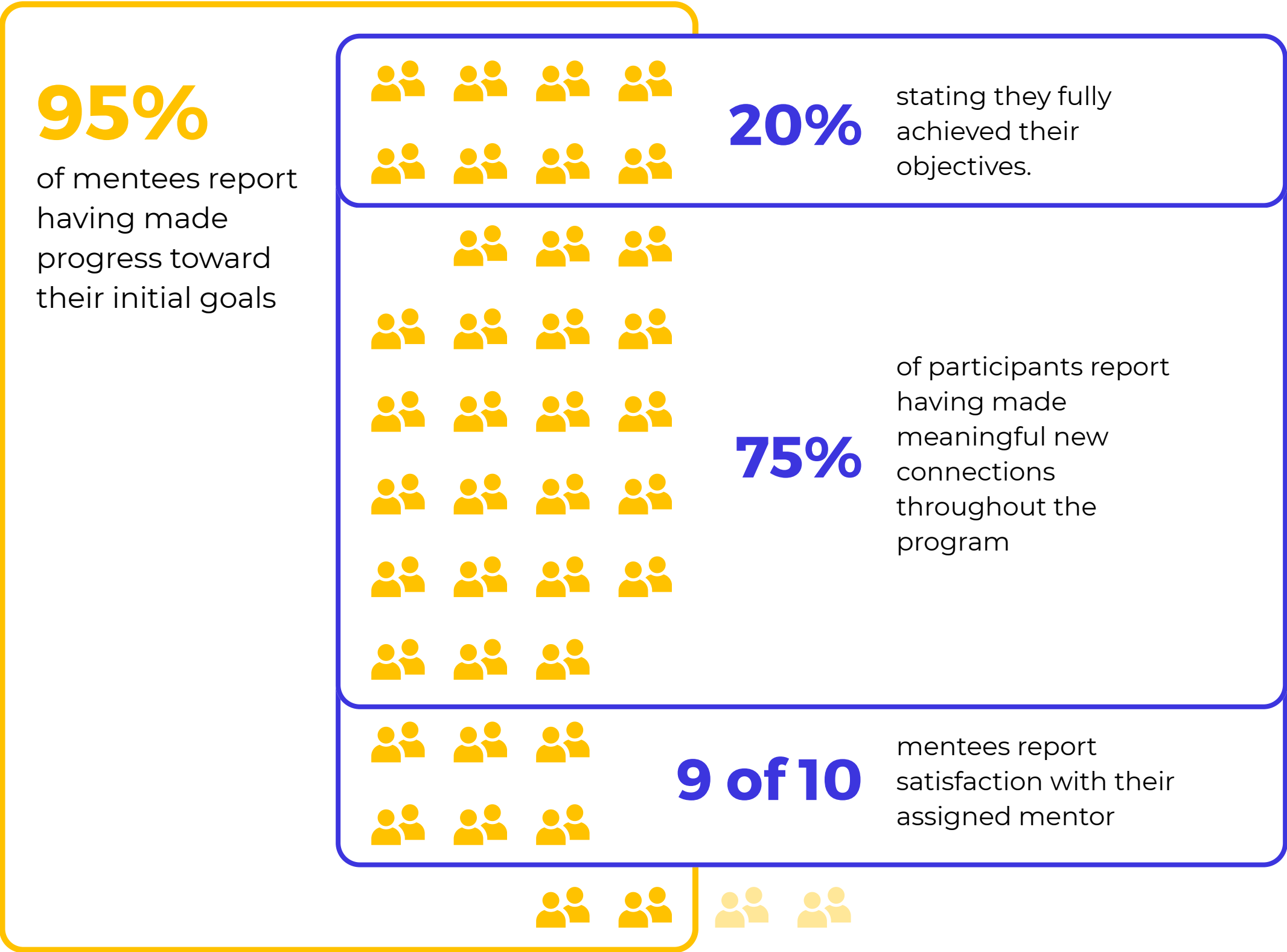
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Collective
Training
Sessions
(Master
Classes)

 Mentorship

Mentorship that matters: the impact

The main findings from our evaluation last semester:



LALíder voices



One phrase from a LALA mentor changed my career - Maybe you will not change the world overnight, but if you can change one person's world, your effort is worth it.

ROCIO BARRIONUEVO
23 | PERU



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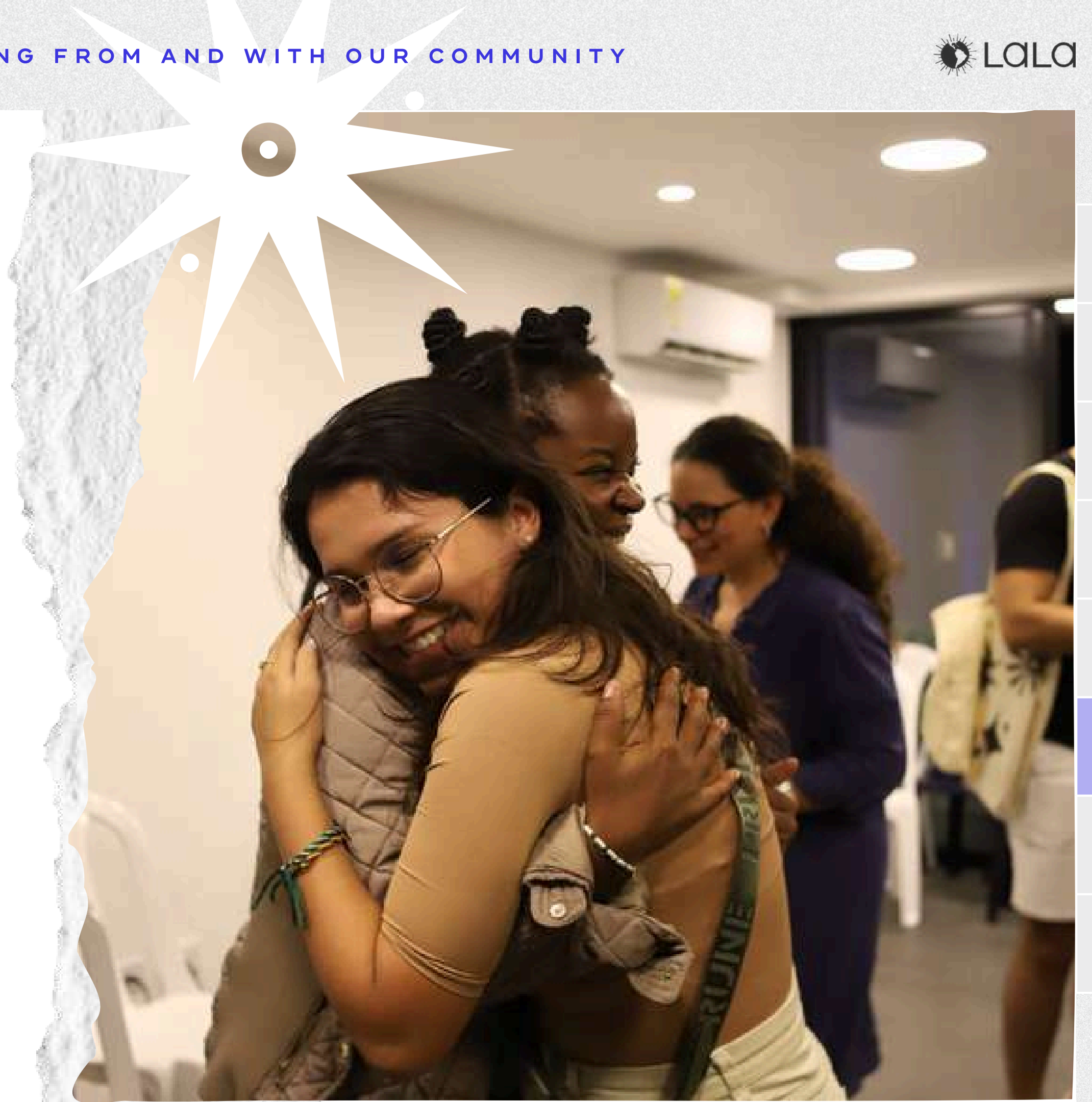
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Listening and Learning from and with our community



Evolving the LALA Experience

In 2024, we **strengthened our community engagement strategy** to increase impact, ensuring LALíderes receive support at every stage of their journey.



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Participatory Action Research (PAR) Project

After having our first independent evaluation in 2023 and seeing the exciting results, we decided to pilot a similar approach on our own. That's when the PAR Project was born: a research initiative to ensure our initiatives remain relevant, impactful and effective throughout the whole leadership journey of our LALíderes. All of this thanks to the support of the Anglo American Foundation.

OUR ACTIONS:

Funded by the Anglo American Foundation and through a mixed methods approach, this project evaluated how effectively our programs are supporting LALíderes in advancing our theory of change.

OUR APPROACH:

By recruiting and training community members to interview targeted LALíderes, we make them active protagonists rather than token participants. These interviews not only gather data but also create peer-mentoring moments and connect interviewees to opportunities within LALA. This youth-led approach ensures their insights drive our learning.

WHAT'S NEXT?

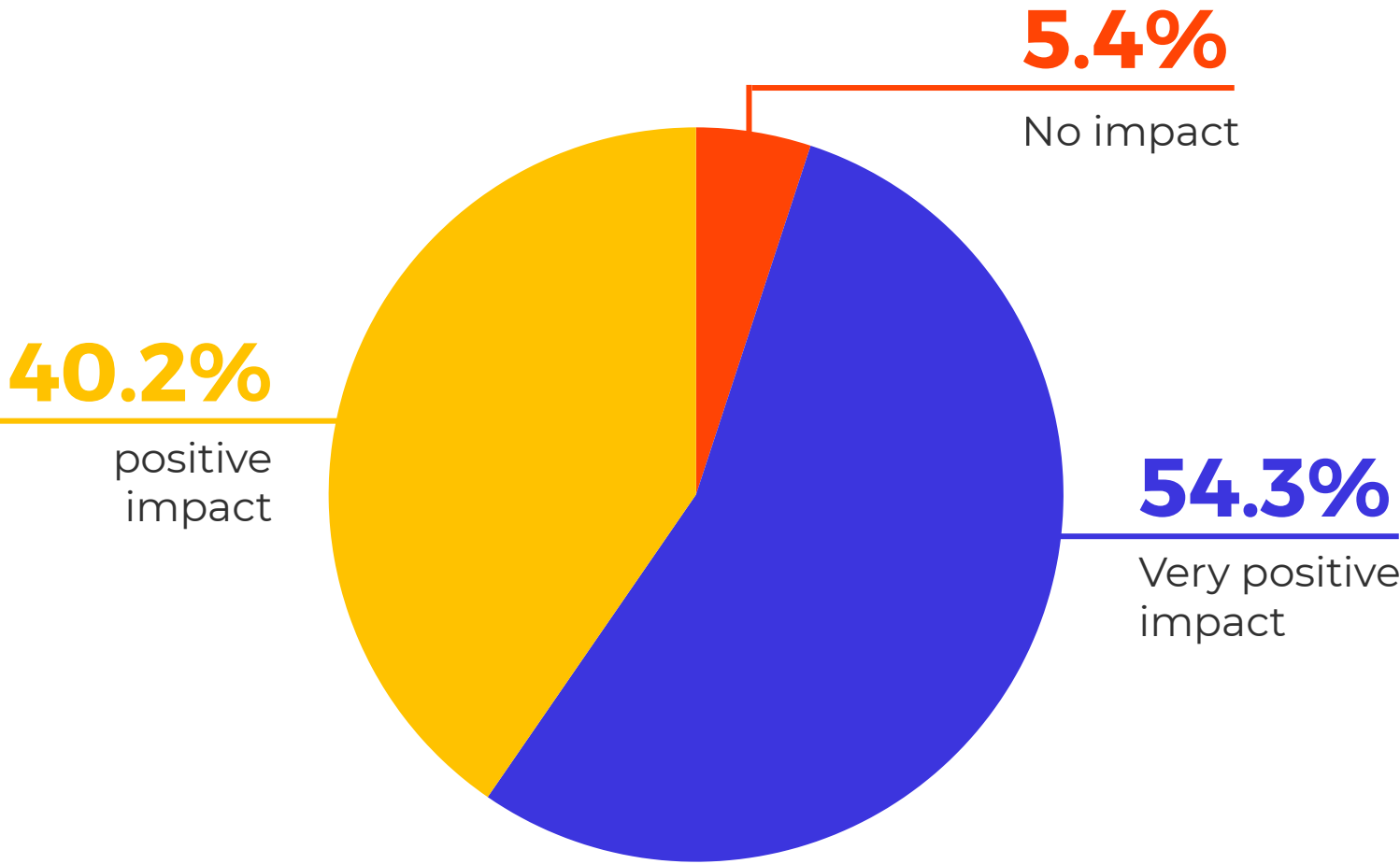
This initial phase offered critical insights into the LALíder experience and highlighted areas for growth and alignment. As we move forward, the PAR survey will become a regular tool within LALA's operations, creating a continuous feedback loop that strengthens program design and strategic decision-making. This is the first step in embedding a culture of learning, reflection, and community co-creation at the heart of LALA's long-term impact.

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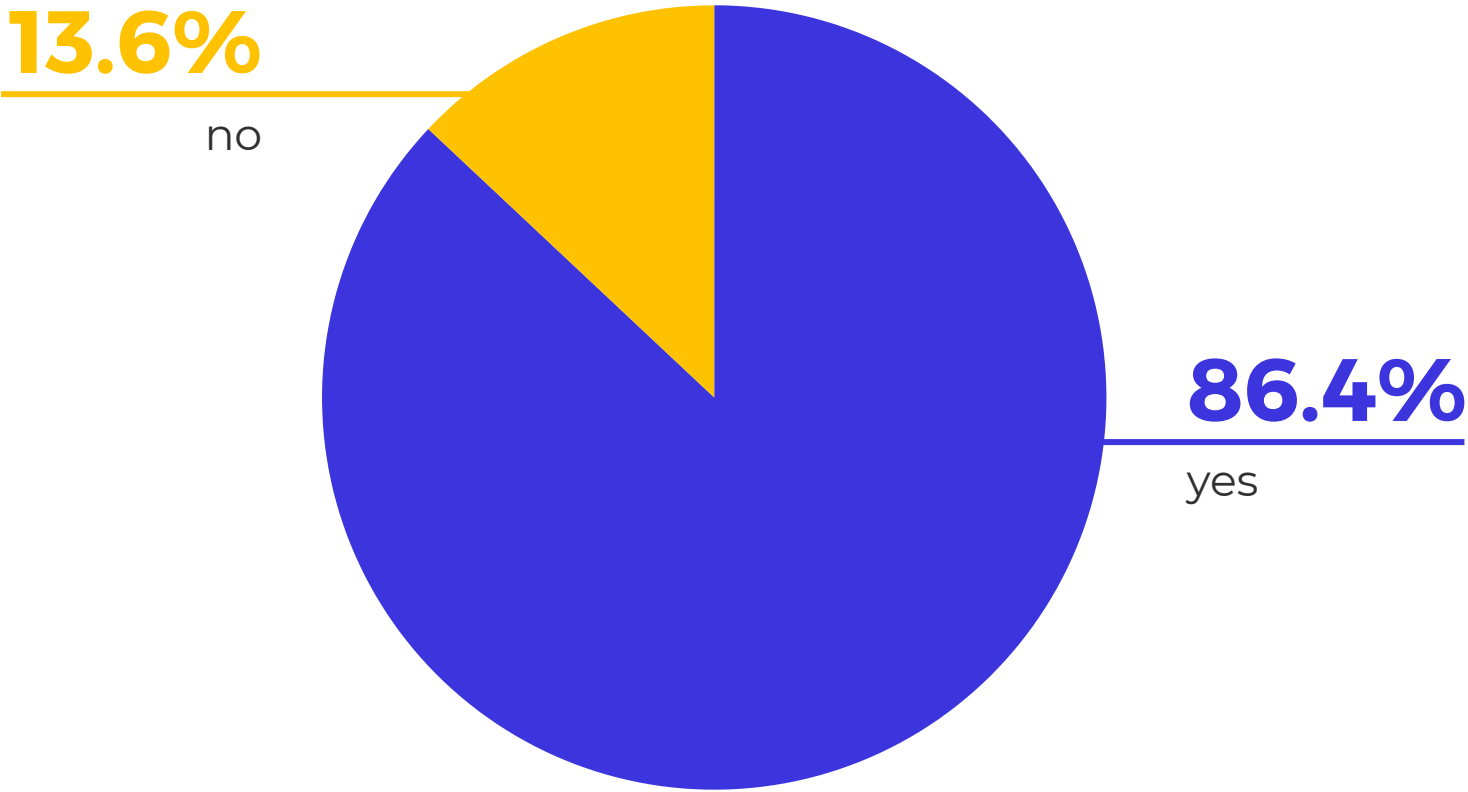


selected results of
the PAR project

HOW WOULD YOU RATE LALA'S IMPACT ON
YOUR CAREER (COLLEGE OR WORK)?



HAVE YOU HELD A LEADERSHIP POSITION
AFTER YOUR LEADERSHIP BOOTCAMP?





LALíderes council

Launched in 2024, the LALíderes Council is an elected body of alumni leaders that guides and strengthens LALA's community engagement—our very own “student council” for the network.

The first Council brought together **11 members from Brazil, Peru, and Mexico**, with representation that reflects LALA's mission of equity and inclusion: **50% from underserved territories, 58% from underrepresented groups, 50% from low- or lower-middle-income backgrounds, and 16% from rural areas.**

In its first year, the Council **redesigned how the community accesses opportunities**, launching the LALíder Hub to centralize programmatic offerings and supporting data collection to better match opportunities to each LALíder's profile. Making the community experience stronger and more connected than ever.

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ECOVISION summit

In 2024, LALA launched its first sustainability-focused initiative. Thanks to the support of the Mitsubishi Corporation Foundation for the Americas, we created the Ecovision Summit—an event that brought together over **320 attendees** and **garnered 130,000 views**.



It was a valuable opportunity for LALíderes to connect with sustainability mentors and shape their vision on environmental issues.

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LALíder voices



I must say that LALA is an incredible space to transform many realities and change lives. Every minute in this wonderful family, tracing a path toward diversity, is marvelous.

AXEL DE LA CRUZ SIERRA
22 | MÉXICO



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Building LALA'S Backbone: partnerships, governance & Financial sustainability

VIRTUAL LEADERSHIP BOOTCAMP
#58



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Partnerships that add value

In 2024, LALA secured the largest number of partnerships in its history, marking a transformative moment for LALA.

These partnerships enabled us to significantly expand our impact: offering **more scholarships** to young leaders, hosting **powerful in-person events**, supporting **community-led initiatives**, and amplifying our **global reach** like never before.

From São Paulo to New York City, our 2024 Impact Dinners brought changemakers around the table.

In 2024, we hosted four Impact Dinners, convening 87 individuals from São Paulo, New York City, and beyond.

A particular highlight was New York City, where we not only held a dinner but also partnered with the Mitsubishi Corporation Foundation for the Americas for a special meet-and-greet.

Together, these gatherings underscored the growing global reach of our community and created powerful moments of connection.



NYC Social Impact dinner



SP Social Impact dinner

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celebrating our partners

Our heartfelt thanks go to the partners and donors who stand with us. Your belief in our work powers our mission and expands the impact we can achieve together.

IF YOU BELIEVE YOUR NAME HAS BEEN INADVERTENTLY OMITTED OR LISTED INCORRECTLY, PLEASE CONTACT US AT INFO@SOMOSLALA.ORG. WE STRIVE FOR ACCURACY AND APPRECIATE YOUR HELP IN KEEPING OUR RECORDS CORRECT.

Accel Partners, Alan Zagoria, Alberini Family, Alejandra Mejía, Alexandre Nobre, Alexandre Zolko, Allan Panossian Kajimoto, Amplify, Anastasia Perez, Andres Idarraga, Andrew Prozes, Apis Foundation, Ariel Poler, Arnaldo Rocha, Beatriz Salazar, Behring Foundation, Belmont Family, Ben Gleason, Bernadette Clavier, Bloomberg, Carolina de Azevedo, Chris Bradford, Connor Toohill, Cristina Roque, Dagnoni Family, Daniel Cunha, Daniela Belmont, David Appel, Diana Narvaez, Diego Accame, Echoing Green, Eduardo Mazzilli de Vassimon, Eduardo Serna-Barragan, Efrusy Family, Elisa Ruperta - Peña Family, Ely Cano, Erica Jannini Macedo and Andre Ermírio de Moraes Macedo, Felipe Medina, Felipe Vergara - Lumni, Fernando Alegre, Gloria Risso, Guido Lemos - Energimp, Guilherme Macario, Guilherme Nucci, Guto Araujo, Imaginable Futures, Iroh Foundation, Irving Hernandez, João Ernesto Cruz Bodião, Joao Velloso, Jorge Noguera, Juan A Castro, Juan Rubiano-Groot, Juan Sebastian Muñoz, Kadu Monguilhott, Luiza Villanova, Marcelo Zenga, Maria F Sierra, Mariana Donangelo, Mariuxi Vasconez, Marlon Rodriguez, Matt Glickman, Miguel Armaza, Mitsubishi Corporation Foundation of the Americas, Nikolas Ortega, OC - Opportunity Collaboration, Oswaldo Pereira de Barros, Partners Group, Patrick W. Schmitt, Paulo Padis, Paulo Passoni, Perez Okuyama Family, Pic-Time, Porticus, Pravin Rodrigues, Rehder Family, Robyn Sweetman Kraft & Kate Kraft, Rocio Perez, Rodolfo Lara, Santiago Herrera, Scotiabank, Sergio Abramovich, Shawon Jackson, Softbank, Sorina Campean, The Upwork Foundation, Valutia, Vélez Reyes +, Veronica Maldonado.

making change happen:
the philanthropic giving that
fueled our mission in 2024



together we raised
\$1,795,680

FUNDS FROM FOUNDATIONS
(INCL. FAMILY FOUNDATIONS)

57.08%

\$1,024,988

FUNDS FROM
CORPORATIONS &
CORPORATE FOUNDATIONS

23.57%

\$423,218

FUNDS FROM
INDIVIDUALS

19.35%

\$347,474

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our evolving structure: LALA Global & LALA Local Hubs

LALA started as a single, pan-regional organization. In 2023, we evolved into a network of place-based hubs that operate independently while staying interconnected.

Anchored by **LALA Global**, our newly established umbrella entity that ensures shared values, coherence, and strategic alignment.

The **Brazil Hub** launched in 2024, and a **Hispanic Hub** is planned for 2026, reflecting our commitment to proximity, cultural relevance, and locally grounded leadership.

LALA Global: Safeguards LALA's mission, strategy brand, and culture, ensures successful design and delivery of overall strategy, and drives network-wide MEL and fundraising.

LALA Local: Manages programmatic offerings and operations to meet LALíderes' needs, ensures contextual adaptation, and leads local fundraising efforts.

LALA GLOBAL BOARD MEMBERS



Alejandra
Mejia R.



Andrew Moore



José Dias



Kevin Efrusy
(BOARD OBSERVER)



Mariana
Donangelo



Molly Efrusy



Paulo Passoni



Rodolfo Lara
Torres

As LALA grows into a network of independent yet interconnected hubs, the Global Board continues to steward LALA’s mission at the global level.

We are grateful to the LALA Global Board members, whose brilliant minds and generous hearts continue to guide LALA’s journey forward.

LALA Brazil

In 2024, Brazil became home to LALA's first local hub—a key milestone in our transition to a distributed model rooted in local leadership, cultural relevance, and proximity. LALA Brazil now leads local implementation, program operations, and community engagement. By year's end, the hub stood ready to launch its advisory and fiscal boards, reflecting growing institutional maturity.

Today, most pan-regional programs—like Bootcamps, University Placement, and Mentorship—are operated through LALA Brazil, which currently supports youth across Latin America. Over time, these responsibilities will transition to future Hispanic-focused hubs, ensuring even stronger contextual alignment across the region.



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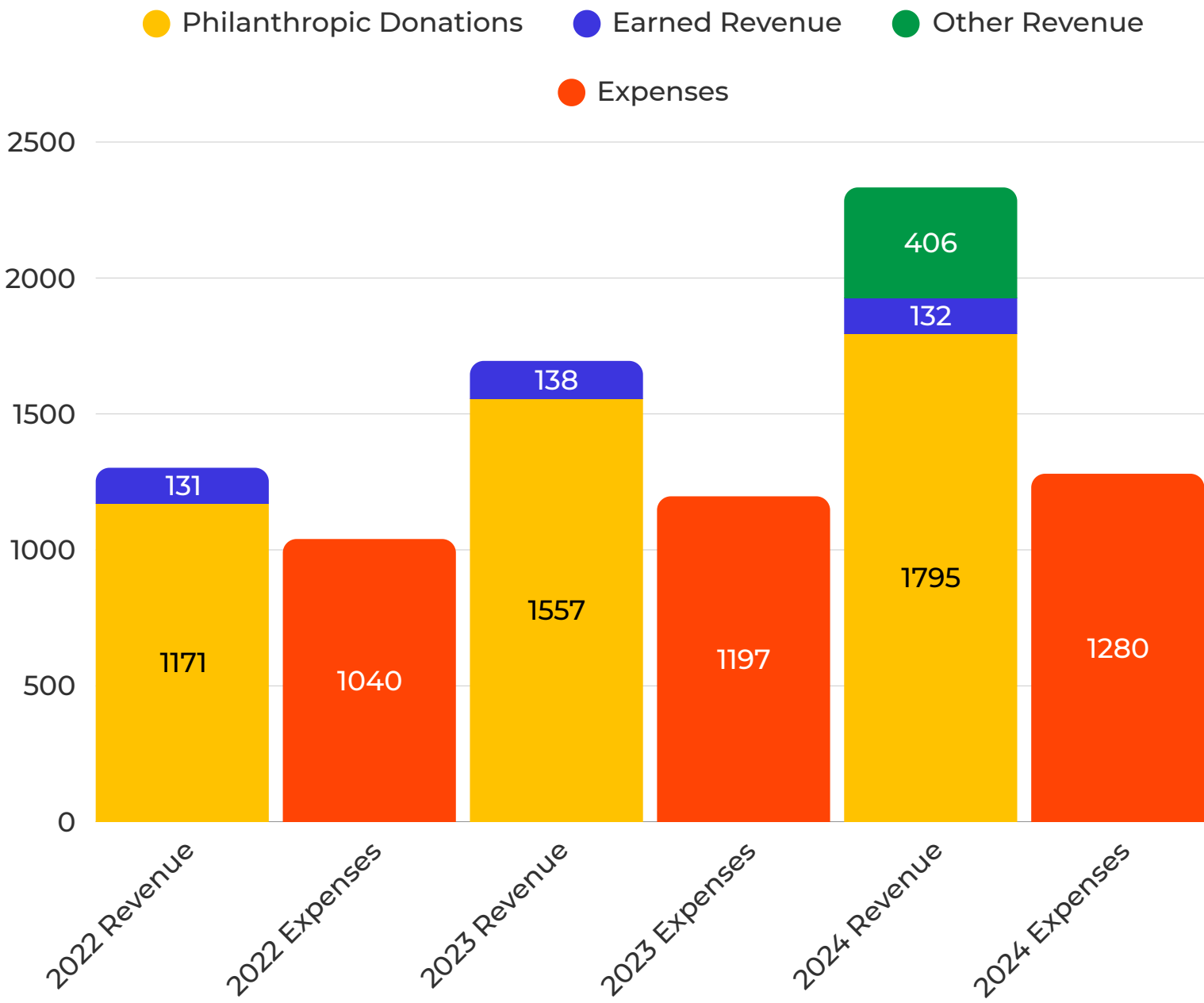
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FINANCIAL OVERVIEW

CONTINUING OUR FISCAL
DISCIPLINE

We are building LALA for the long haul. In recent years, a defining feature of our work has been disciplined fiscal management—maintaining strict budget controls while simultaneously growing and diversifying our income streams.

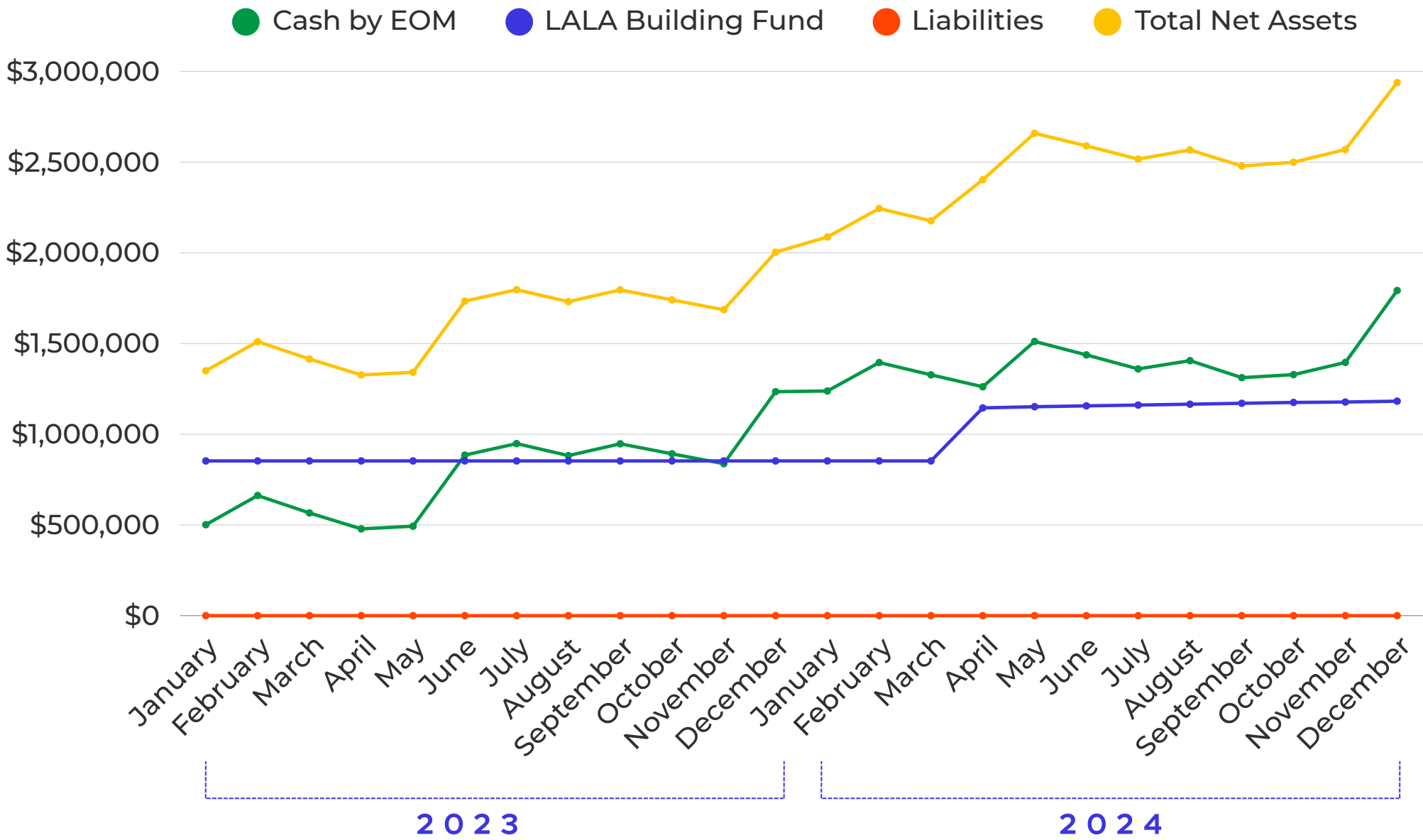
LALA's financial evolution
2022-24



FINANCIAL OVERVIEW

- Cash position improved 45%, growing from US\$1.23M to US\$1.79M
- Overall, our Net Assets grew 46.6%, from US\$2.0M to US\$2.94M
- Our Building Fund increased due to the sale of LALA House in Colombia.

LALA'S 2024 financial position
cash, LALA HOUSE & Net Assets



FINANCIAL OVERVIEW

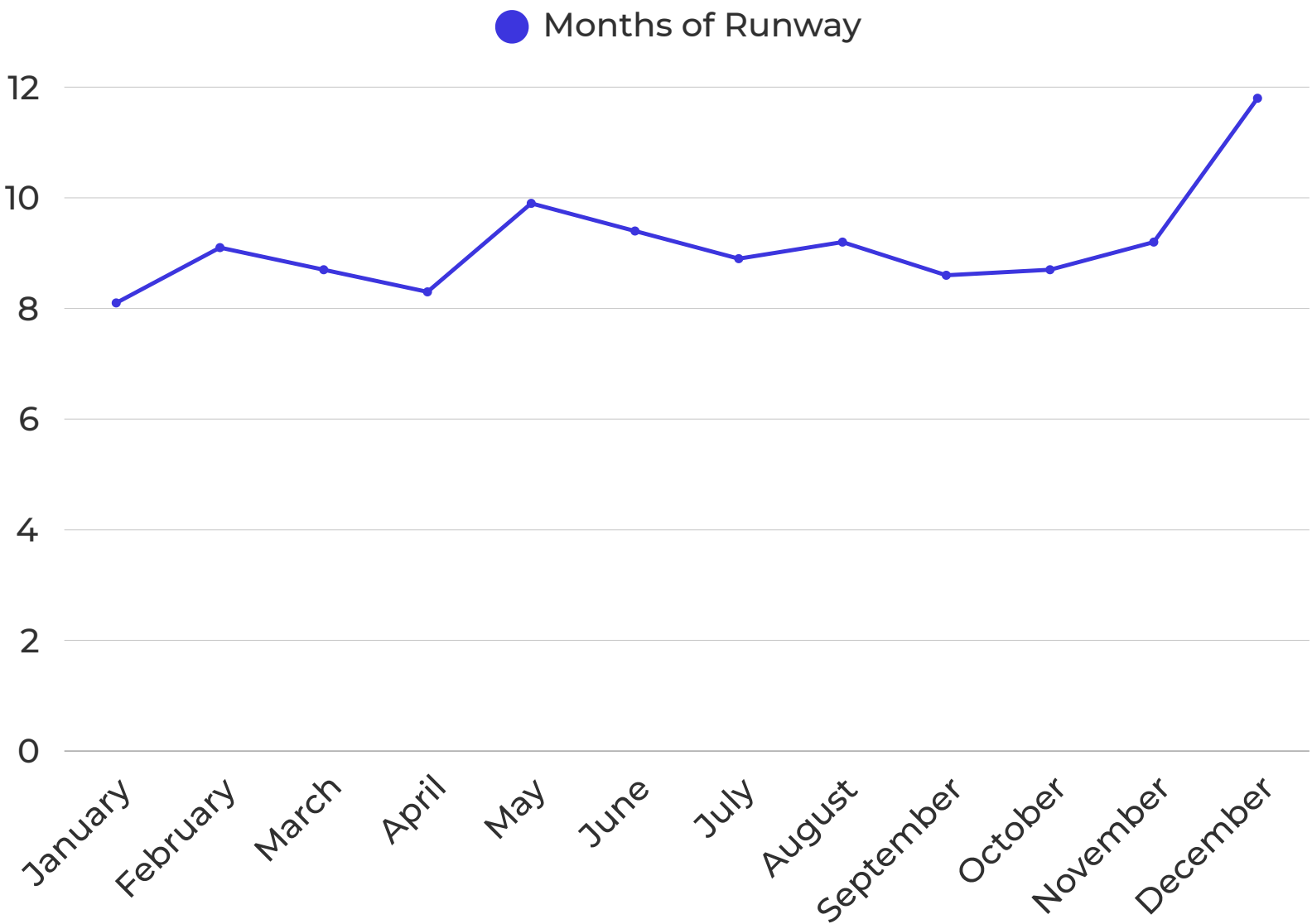
BUILDING A SUSTAINABLE
RUNWAY

Each year, as we plan for future growth and impact, we monitor our runway carefully to ensure LALA can navigate challenges and unexpected events with confidence.

As we plan for an ambitious budget growth from US\$1.28M (2024) to US\$1.83M (2025), we put extra efforts into building up our runway.

We are proud to report that we closed with 11.8 moths of runway, exceeding our annual target of 9 months.

LALA'S runway evolution in 2024



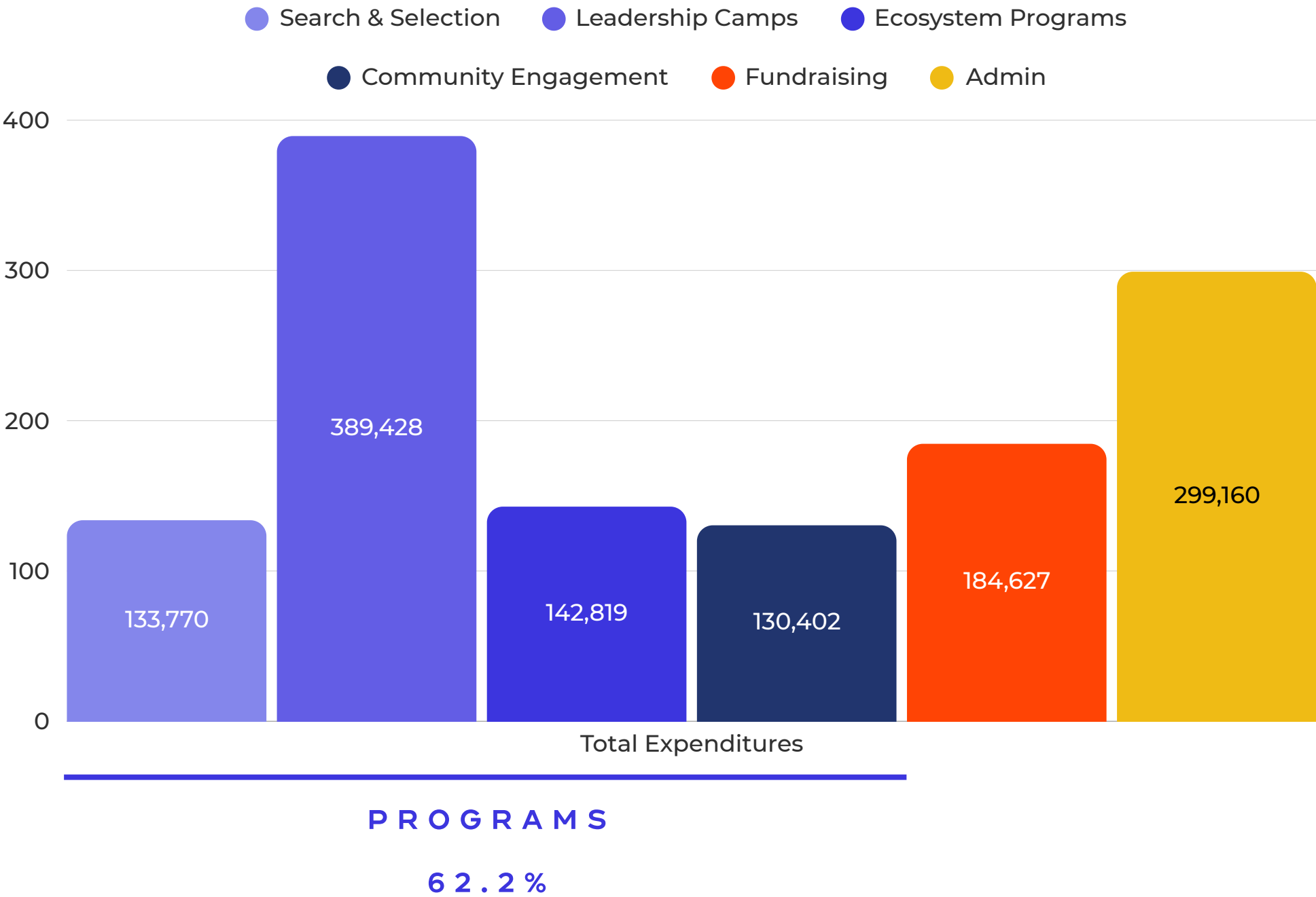
FINANCIAL OVERVIEW

ENSURING A BALANCED
ALLOCATION OF RESOURCES

We are intentional about allocating a majority of resources to student-facing programs, while also properly resourcing the people and systems that keep LALA running smoothly and that build the foundations for future growth and impact.

Programs grew as a percentage of our budget from 58.4% in 2023 to 62.2% in 2024.

Budget Breakdown in 2024
Programs, fundraising, and admin



LALA'S BALANCE SHEET

As of december - 2024

Assets	in USD
Current Assets	TOTAL
Bank accounts	234,519
Investments	450,458
Accounts receivable	10,000
Prepaid expenses	3,198
Current Taxes Assets	6,568
Total Current Assets	704,743
Other Assets	TOTAL
Infinite Giving - Building Fund	1,182,239
Infinite Giving - Cash Reserves	1,180,632
LALA House Furniture	2,775
Total Fixed Assets	2,365,645
Total Assets	3,070,388

Liabilities	in USD
Current Liabilities	TOTAL
Chase Credit Cards	4,086
Other financial Liabilities	1,015
Accounts payable	3,076
Current Taxes Liabilitites	3,785
Unearned revenue	23,989
Total Liabilities	35,950
Equity	TOTAL
Issued equity	161,582
Legal reserves	1,073
Retained Earnings	1,822,761
Net income	1,043,082
Accumulated Net Income	5,936
Total Equity	3,034,438
TOTAL LIABILITIES + EQUITY	3,070,388

LALA's consolidated statement of activities

As of december - 2024

All figures in in US\$

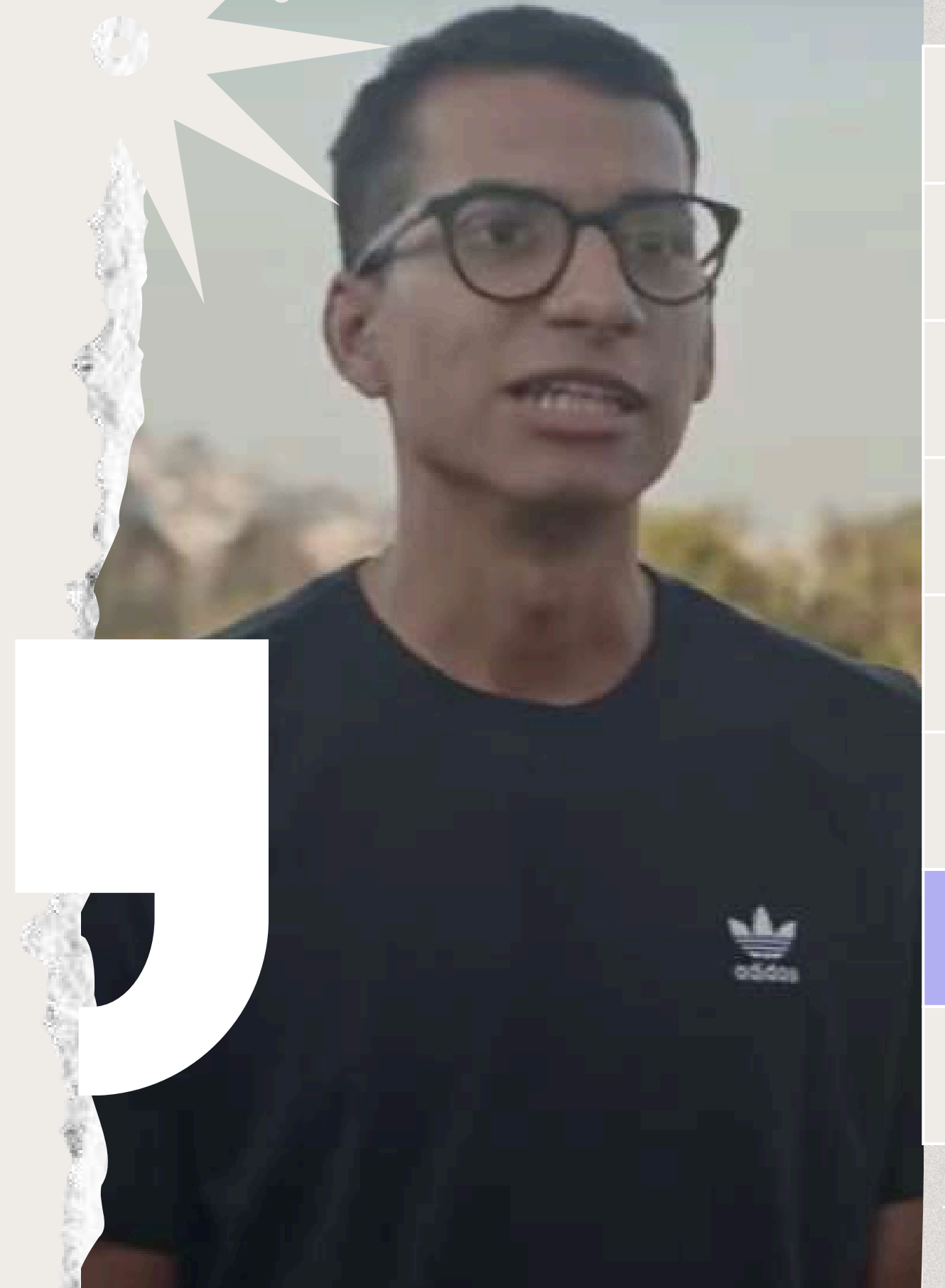
	Search & Selection	Leadership Camps	Ecosystem Programs	Community Engagement	Fundraising	Admin	Total
REVENUE							
Donations					1,795,680		1,795,680
Program Revenues		132,277					132,277
TOTAL REVENUE							1,927,958
COGS						(4,998)	(4,998)
GROSS PROFIT							1,922,960
EXPENSES							
Financial expenses & consultants						(58,395)	(58,395)
Fundraising					(7,188)		(7188)
Other/General/Travel		(71,230)		(23,298)	(7344)	(80,072)	(181,944)
Personnel	(133,770)	(317,605)	(142,819)	(104,925)	(165,213)	(140,397)	(1,004,729)
Software & Technology		(594)		(2,179)	(4,548)	(20,629)	(27,950)
TOTAL EXPENSES							(1,280,206)
NET OPERATING REVENUE							642,754
Dividend Revenue							42,911
Gain on Sale of Investment							295,000
Interest Earned							18,306
Unrealized Gain or Loss							50,622
Tax over other revenue							(6,510)
Net Other Revenue							400,328
NET INCOME (LOSS)							1,043,082

LALíder voices



LALA was the first time I was among other international peers. It was the moment I had the opportunity to think about what kind of leader I'd like to be. How to lead and transform my community with love.

MATHEUS LIMA
20 | BRASIL



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Looking Ahead



2025 and beyond!

In 2025, we will celebrate one year of LALA's first local hub in Brazil, a major milestone in our journey toward a distributed, locally grounded network. The consolidation and continued success of the Brazil hub are critical for strengthening LALA's impact, deepening trust across the region, and paving the way for future hubs as we expand across Latin America.

Looking ahead, our focus is on building the next chapter of LALA with intentionality and purpose. We are developing new programs that respond directly to the evolving needs of our LALíderes, expanding our capacity to run more camps and support more youth. We're also exploring opportunities for sustainable growth—through partnerships, new hubs, and continued innovation—while advancing our governance model to ensure we remain aligned, adaptable, and values-driven as we scale.

This work is only possible thanks to the unwavering dedication of our team, partners, donors, and the young leaders who give life to LALA's mission.

The future
belongs to the
LALíderes