

## Embaixadores da Educação – *Unlocking the Potential of Brazil’s Public School Students Before the Demographic Window Closes*

**The Problem We Address:** Brazil is at one of the most decisive crossroads in its recent history. More than **75% of children and adolescents attend public schools**, yet millions go through high school disengaged, with low expectations about their future and without access to role models, networks, or concrete pathways to opportunity. Many young people live far below their potential, trapped in contexts of social exclusion that limit prospects and perpetuate low social mobility.

This situation unfolds at the most critical moment for our generation. Brazil is approaching the end of a historic window known as the **demographic dividend**, expected to close around 2035. During this period, the working-age youth population is proportionally larger than children and the elderly, creating a unique opportunity to accelerate economic growth and social transformation. If this generation is prepared and engaged, Brazil could experience a historic leap in development. If we fail, inequalities may become entrenched for decades. The urgency is social, economic, and generational. It is in this context that Embaixadores da Educação operates.

**Our Story:** Founded by young graduates of public schools who were dissatisfied with the reality they experienced, the organization began in a simple but powerful way: a group of 18-year-olds sitting on a public square bench, determined to multiply for other students the opportunities that had transformed their own lives through social programs.

This **grassroots origin remains central to the organization**. Embaixadores da Educação was born from the community itself and, over time, professionalized and expanded to achieve national reach.

**What We Do:** Today, Embaixadores da Educação (EDE) is a nonprofit organization operating across Brazil with a clear mission: to transform the life trajectories of public school students and break the cycle of poverty through education, with special attention to young people living in remote territories, rural areas, and small municipalities where opportunities rarely reach.

The organization activates the key triggers that unlock change at scale among young people: a sense of belonging, relatable role models, agency, and continuous access to real opportunities. Its strategy is organized around three connected programs.

**Our Programs:** **Crie o Impossível** (*Create The Impossible*) is **the largest open classroom for public school students in Brazil and one of the largest community-based educational broadcasting operations in the world**. Hosted in stadiums and simultaneously transmitted to public schools across the country including remote regions it presents real stories of individuals who came from similar backgrounds and transformed their lives, expanding horizons and reigniting dreams.

From this large-scale mobilization, students are invited to join the **Empower** journey, where they **turn inspiration into action** by developing real impact projects in their schools and communities while building essential 21st-century skills such as leadership, creativity, problem-solving, and execution.

The **Student Community** sustains these trajectories over time by connecting participants to a national network of opportunities, including scholarships, exchange programs, and leadership initiatives.

**Our Differentiator:** This model creates something rare in education: a structured pathway that transforms inspiration into action and action into long-term trajectories.

Another **key differentiator** is our **decentralized, school-based mobilization model**, which **activates public schools across Brazil** through local retransmission networks. This approach allows the organization to **engage students at scale in small municipalities, rural areas, and remote territories where few structured initiatives are able to operate, advancing equity precisely where the lack of opportunity is most severe.**

**What We Have Achieved:** Since its founding, Embaixadores da Educação has directly impacted more than **300,000 students across all Brazilian states**, mobilizing public schools in hundreds of municipalities, **including rural territories and remote regions where few organizations operate.**

**Our challenge:** Embaixadores da Educação has an uncommon story: born as a **grassroots volunteer collective** of young founders from **underprivileged backgrounds**, the organization has grown to reach students in every Brazilian state, sustained by individual donors, philanthropic institutions, and private companies, demonstrating how mobilizing private resources can strengthen and complement public efforts to expand educational opportunity at scale.

However, the organization now faces a paradox common to high-impact initiatives in the Global South: a nationally proven strategy largely **sustained by project-restricted funding, without sufficient institutional support to ensure its continuity and expansion.**

Much of this growth has been sustained by the extraordinary personal commitment and sacrifice of its founders, a model that enabled rapid expansion but is neither scalable nor sustainable in the long term.

**EDE does not face an impact problem; it faces an institutional sustainability problem.**

**What We Need:** This is why the moment is decisive. Embaixadores da Educação **seeks institutional investors committed to systemic impact** to support the organization's institutional strengthening at this critical stage of Brazil's demographic dividend, ensuring the structure needed to sustain and expand a strategy that has already proven its impact at scale.

We are **seeking institutional funding not restricted to individual projects**, enabling the organization to strengthen governance, team capacity, and operational systems and build the financial resilience needed to **sustain and expand a nationally proven strategy.**

Embaixadores da Educação exists to ensure that stories of overcoming adversity are no longer the exception, but the rule.

