



MISSION

ENABLING
CONDITIONS

CORE PROGRAMS

VISION

WHY?

We design integrated, high-impact experiences and methodologies and foster a student community to engage, develop, and activate agency among Brazilian public high school students at scale, grounded in community-based, grassroots action, through inspiration and hands-on practice.

Young people are more likely to engage when they see themselves reflected in the stories and role models presented;

Agency and leadership are developed through hands-on practice and the active solving of real-world problems.

Lasting impact is achieved through sustained engagement over time, not through isolated or one-off interventions.

CREATE THE IMPOSSIBLE

Brazil's largest school-based retransmission and community mobilization initiative, delivered through football stadium-hosted events.

- Expanded horizons and raised aspirations
- Strengthened self-belief through exposure to attainable role models
- Increased sense of possibility

EMPOWER

A project-based learning journey grounded in real projects, where students design and lead solutions to challenges in their public schools and communities.

- Hands-on execution of student-led solutions
- Leadership development
- Action-oriented mindset
- Strengthened sense of agency
- Entrepreneurial skills in practice

Student Community Network

- Sustained relationships that support ongoing educational trajectories over time
- Leadership development and peer-to-peer exchange
- Continuous sharing of opportunities
- Recognition and progression of hands-on students through scholarships for higher education, exchange programs, and other educational opportunities and awards

Unlocking the potential of public school students* at **scale** across all Brazilian states, through a decentralized model with particular focus on young people in **remote territories**, rural areas, and small municipalities where access to opportunities is limited.

To turn the **exception** into the **rule**.

So that stories of beating the odds are no longer romanticized for their rarity, but celebrated for becoming the norm.

To **genuinely** transform the life trajectories of public school students by reshaping, at a systemic level, how opportunity is accessed.

LEVEL OF CHANGE

*In Brazil, where over 80% of children and youth attend public schools, students face widespread disengagement, low expectations, and limited access to concrete pathways to opportunity—at a critical moment as the country approaches the end of its demographic dividend.