

# SOCIAL IMPACT

THROUGH LEADERSHIP DEVELOPMENT

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**2020 ANNUAL REPORT**



**DREAMROOT**  
LEADERSHIP INSTITUTE





**For me, leadership is not tied to the act of commanding; anyone can do that. Leadership is the ability to inspire people [to] believe in the same purpose; to conduct an activity with love and to see that everyone is involved in this task and that they are doing it with the same love that you emanate...**

**Ah! To lead is to know that everyone is subject to error, but if one falls, the leader will be there to help you get up.**

**Waldenice Almeida**

*Student and Emerging Leader at Arte Suave/DreamRoot Training Center*



*DreamRoot catalyzes dreams,  
unleashes potential, and accelerates  
transformation, one leader at a time.*

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# LETTER FROM THE EXECUTIVE DIRECTOR

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To say 2020 brought unexpected surprises and challenges is an understatement. Coronavirus' introduction to the world was a hard hit. Data has revealed that low-income individuals, especially those in developing countries, have been impacted disproportionately harder.[1]

Living hand-to-mouth due to poor infrastructure and political unrest is a reality to those in the communities served by DreamRoot Leadership Institute (DreamRoot). COVID has amplified this reality and serves as a reminder of why our work is so important.

Fostering social inclusion for the disadvantaged and oppressed to promote social and economic development is a pillar of DreamRoot's programs. Without all members of society equipped and empowered to contribute their talents, we miss out on the brilliance that these individuals carry and we will continue to see cycles of poverty, oppression, and human suffering perpetuated. DreamRoot's collaboration with local leaders and investment in social initiatives carry an unparalleled opportunity to promote social justice, economic growth, and human flourishing.

We are proud of the progress DreamRoot has made in our first year and a half. Despite the challenges of 2020, we celebrated many milestones as we worked with local leaders in the U.S., Brazil, and Haiti to implement tangible solutions in underserved communities.

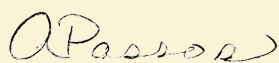
The DreamRoot team has facilitated collaborations and social initiatives that have reduced drug trafficking, saved lives, employed local workers, multiplied local leaders, and restored hope. A snapshot of the numbers include:

- Provided 156 hours of leadership coaching and training to 12 local leaders who are working in 8 communities and impacting over 900 students collectively.
- Partnered with 8 local leaders on a COVID relief strategy that provided meals to 225 across three countries.
- Completed the renovation of one community-based training center and began the construction of two more centers.
- Employed local workers in construction projects and offered vocational training to community members during construction.
- Provided 127 primary school books to students in Haiti and 214 jiu jitsu uniforms to students in Brazil.

The following pages highlight our local leaders and the amazing impact DreamRoot programs and partnerships are having on individuals, entire communities, and future generations.

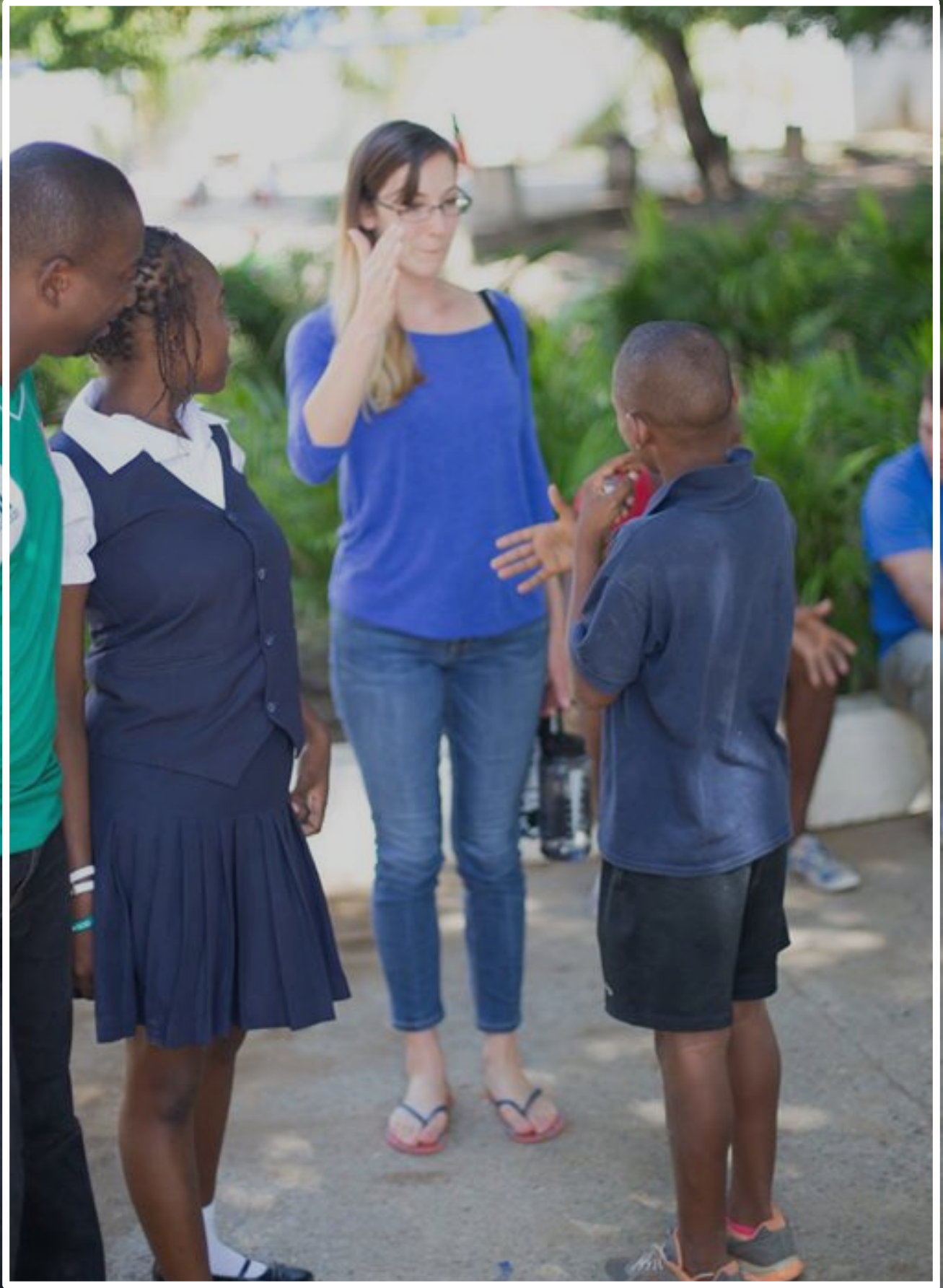
DreamRoot's focus is to prepare the next generation of society's leaders to assume a greater role in community and institutional transformation. This is the calling of us all; to rise to the challenge of collaborative leadership to effect positive social and economic change.

It is a privilege to partner with you in this mission. Thank you for your continued contribution.



Amy Passos, Chief Executive Director & Board President

[1] United Nations Development Programme. Covid-19 and Social Protection of Poor and Vulnerable Groups in Latin America: A Conceptual Framework. 2020 <[latinamerica.undp.org/content/rblac/en/home/library/crisis\\_prevention\\_and\\_recovery/covid-19-and-social-protection-of-poor-and-vulnerable-groups-in-.html](https://latinamerica.undp.org/content/rblac/en/home/library/crisis_prevention_and_recovery/covid-19-and-social-protection-of-poor-and-vulnerable-groups-in-.html)> Accessed 10 Feb 2021.



# ABOUT DREAMROOT

## MISSION

DreamRoot's mission is to release the potential of emerging leaders in underserved communities to reverse the cycles of poverty and promote human flourishing.

## VISION

DreamRoot's vision is to see every person, regardless of their life's circumstances, be given the opportunity to realize and achieve their dreams; where they are living out their fullest potential and all of society advances as a result.

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## WHO WE SERVE

We are committed to investing in leaders and change makers, equipping and empowering them to solve local challenges and raise up others to do the same.

DreamRoot works with local leaders who lead social initiatives that engage and empower youth in underserved communities to generate lasting social and economic impact.

# OUR APPROACH

Through leadership cohorts, one-on-one coaching and mentoring, and community-based programs, DreamRoot comes alongside existing and emerging leaders in underserved communities to equip and encourage them to rise to greatness. As a result, these leaders have the opportunity to build a thriving future for themselves, their communities, and their nations, thus shaping our collective future.



## IDENTIFY

proven leaders and high-potential change-makers within underserved communities



## EQUIP

leaders with the training, coaching, resources and networks they need



## LAUNCH

local initiatives that will have a transformative social and economic impact



## MULTIPLY

leaders and programs for expanded and sustainable operations

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***PERMISSION TO DREAM***

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# CURRENT COMMUNITIES





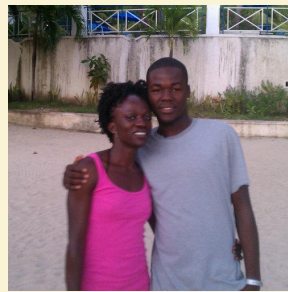
# LOCAL LEADERS



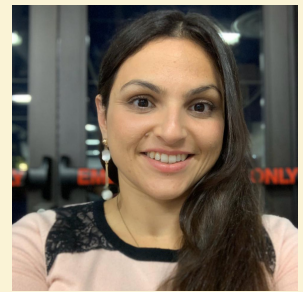
**JHON & ENEIDE**  
Pernambuco, Brazil  
Director of Arte  
Suave / DreamRoot  
Training Center



**JULIO &  
ALEJANDRA**  
Alagoas, Brazil  
Director of Sertao /  
DreamRoot  
Training Center



**DAVID & ROSE**  
Les Cayes, Haiti  
Youth Education &  
Community  
Program



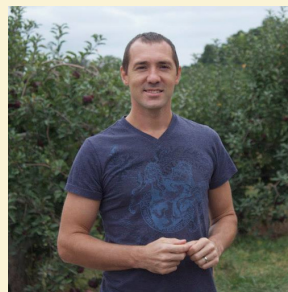
**RAFAELA**  
USA & Brazil  
ESL & Jiu Jitsu  
Programs



**JOSIANY**  
Pernambuco, Brazil  
ESL Program



**DAVI**  
Alagoas, Brazil  
Jiu Jitsu Program



**JESSE**  
Pernambuco, Brazil  
Jiu Jitsu Program



**EDUARDO**  
Porto Alegre, Brazil  
Jiu Jitsu Program

# 2020 IMPACT

*The practical impact of our work is measured in lives improved and communities transformed.*

## WE MEASURE THE SUCCESS OF OUR WORK BY



**CHARACTER  
DEVELOPMENT**



**LEARNING  
ATTAINED**



**ECONOMIC  
DEVELOPMENT**



**COMMUNITY  
SERVICE**



**REDUCTION OF  
VIOLENCE, ABUSE,  
& ADDICTION**



**MULTIPLICATION  
OF LEADERS**



**DREAMING  
HIGHER**

*Through the work of local leaders and our generous supporters, DreamRoot has witnessed:*

- *lives saved from gang violence, domestic abuse and addictions*
- *increase in academic and vocational achievements*
- *communities fortified through the multiplication of local leaders*
- *individuals daring to dream higher!*

# LEADER COHORTS & TRAINING

DreamRoot leadership programs serve to amplify the impact of existing and emerging leaders and their social initiatives through leadership and professional development, networking and resourcing.

**JHON ALVES**  
Local Leader  
Paulista, Brazil

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*"From the bottom of my heart I would like to thank you for all the support. From the moment DreamRoot entered our lives, it has provided ways for us to transform the reality of our community and our students. Before the arrival of this program in the community, this section of the community was used for drugs and various robberies were recorded because it was a deserted place. Today, the reality is quite different. In this space we use Jiu Jitsu to attract these young people, but this support is not limited to extracurricular activities. We provide physical, social, and psychological well-being. The place that as one deserted and dangerous gained life and transformation."*



# LOCAL LEADER COACHING

Leadership Cohorts provide existing and emerging leaders with the skills, resources, and relationships needed to discover their talents, dream for more, and fulfill their full potential.

156

*hours of tailored leadership coaching*

12

*local leaders*

8

*communities served*

900

*students impacted*

## DREAM LEGACY WORKSHOP

*5-week virtual course  
14 emerging leaders  
launched for impact*

In the Dream Legacy Workshop, participants learn how to identify their dreams, clarify their life calling, and come up with a strategic plan to realize their goals and aspirations through tailored training, fun exercises and one-on-one coaching.

## JIU JITSU LEADER COHORT

*6 local leaders  
serving over 900 students  
across 5 communities*

Jiu Jitsu programs create community while developing life and leadership skills among participants.



# TRAINING CENTERS

1

*training center  
fully renovated*

2

*new training  
centers under  
construction*

17

*community  
members employed  
during construction*

500

*students served  
weekly*

Intentionally positioned in neighborhoods surrounded by violence, abuse, poverty, and drugs, DreamRoot Training Centers provide a safe space to build healthy relationships in a supportive environment. Each locally-led center serves the community by offering a variety of quality training and educational programs tailored to the needs of each location. As a result, these communities experience reduced violence, reduced drug use, reduced criminal activity, reduced hunger, renewed hope, and a higher vision.

## **JULIO CESAR** **Local Leader** **Alagoas, Brazil**

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*My name is Julio and I am the local leader of a community called Quilombola de Cacimba do Barro in the Northeast of Brazil. At the end of 2020, DreamRoot began the construction of our training center – it has brought a lot of joy to the community. Kids now have their own space to train Jiu Jitsu and social assistance is provided to the entire community. The social impact that has already been generated by this project has transformed the community that, before, was known as “the forgotten place”, has now turned into a place of opportunities. Even people from neighboring community come to participate in the center’s activities. We are very optimistic with the center’s development and what it will generate for the entire community*



***DreamRoot training centers are a catalyst for dreams, a launching pad for leaders, and an accelerator of transformation.***

## **ARTE SUAVE TRAINING CENTER**

*serving 400 students*

Ten years ago, local leader Jhon and his team held Jiu Jitsu classes on broken down cardboard boxes in a parking lot. Today, thanks to the completion of a 9-month renovation, Jhon, his team, and their program participants have access to a Jiu Jitsu mat area, a fully operational kitchen, two classrooms, and a student lounge.

## **PROJETO GADITAS TRAINING CENTER**

*serving 300 students*

For the past 11 years, local leader Eduardo has pioneered a Jiu Jitsu social initiative called Projeto Gaditas Jiu Jitsu in Porto Alegre, Brazil, where he and his team work with at-risk children and youth in underserved communities by providing Jiu Jitsu training and mentorship. Thanks to the training center construction project which commenced in December 2020, Projeto Gaditas now has a home of its own.

## **SERTÃO TRAINING CENTER**

*serving 200 students*

In October 2020, DreamRoot began construction on our second training center in Alagoas in the Sertão, which is among the top three most impoverished districts in all of Brazil. Led by local DreamRoot leaders Julio and Alle, this training center will serve the people of Alagoas through programming that includes Jiu Jitsu, art classes, and vocational training, plus a fully functional kitchen for participants and others in need.





# COMMUNITY SERVICE

We believe in the importance of equipping people mentally, emotionally, and physically for successful and fulfilling lives. Only once basic needs for protection, clothing, and food are met, people are free to learn, grow, and contribute their brilliance to society.





## COVID-19 RELIEF PACKAGE DISTRIBUTION

In response to COVID-19, DreamRoot partnered with 8 local leaders across Brazil, Haiti, and the U.S. to provide provisional relief for families in need. Our COVID relief strategy mobilized community members to identify those in need and distribute food and personal hygiene packages generously provided by DreamRoot donors. Through food baskets, grocery store gift cards, personal hygiene packages, and community meals prepared and shared in our Training Center kitchen, DreamRoot local leaders and community members tangibly served and their neighbors through the season of struggle.

225

*families*



## GI DRIVE

The annual DreamRoot Gi Drive provides disadvantaged Jiu Jitsu students with proper attire for the sport. This allows students to engage with focus and confidence. Owning a clean and quality uniform instills a sense of dignity and assurance, which facilitates learning and personal growth.

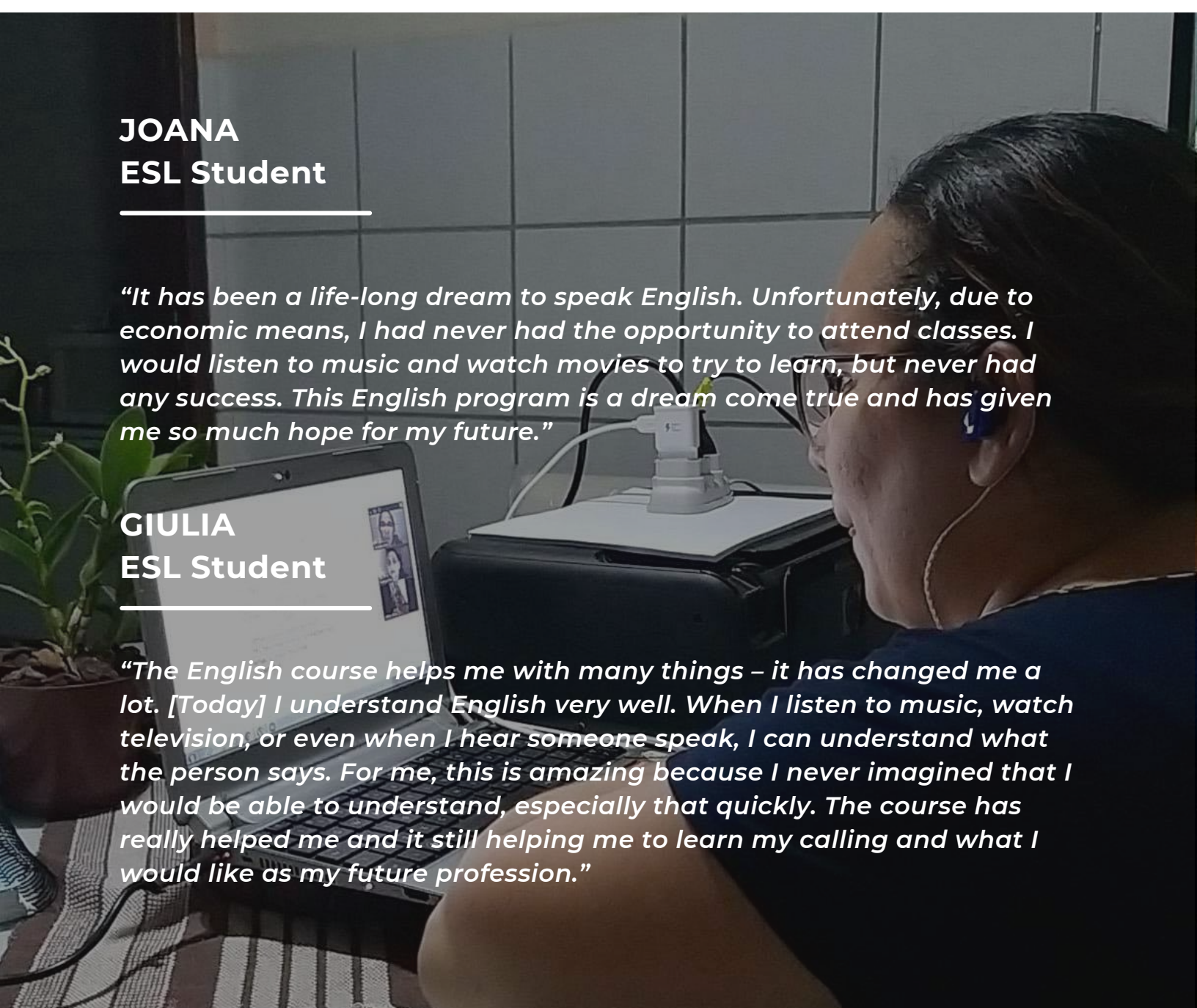
214

*jiu jitsu uniforms*



# EDUCATIONAL PROGRAMS

At DreamRoot, education is a core value. Education equalizes and empowers. By pairing leadership training with enrichment programs, participants are equipped with the knowledge and means to pursue their dreams.



## JOANA ESL Student

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*"It has been a life-long dream to speak English. Unfortunately, due to economic means, I had never had the opportunity to attend classes. I would listen to music and watch movies to try to learn, but never had any success. This English program is a dream come true and has given me so much hope for my future."*

## GIULIA ESL Student

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*"The English course helps me with many things – it has changed me a lot. [Today] I understand English very well. When I listen to music, watch television, or even when I hear someone speak, I can understand what the person says. For me, this is amazing because I never imagined that I would be able to understand, especially that quickly. The course has really helped me and it still helping me to learn my calling and what I would like as my future profession."*



## ENGLISH CLASSES

DreamRoot English classes integrate peer learning and personalized tutoring with one-on-one mentorship. Through this online enrichment program, participants are able to develop a skill, increase their self-confidence, improve their employability, participate in community, and benefit from mentorship.

*In 2020, DreamRoot administered 3 English as a Second Language classes with 43 students.*



## SCHOOL BOOK DISTRIBUTION IN HAITI

127

*primary school  
books*

4

*Amazon Fire  
tablets*

33

*students*

6

*grade levels*

School books, uniforms, and tuition for primary school are not free in Haiti. Due to extreme poverty, education is inaccessible to many children. Through the initiative of local leaders David and Rose in Fonfrede, Haiti, DreamRoot sponsored school materials for Haitian students ranging from first to sixth grade who would not have otherwise received books. For some students, it was their first time ever receiving a book. Additionally, tablets were distributed to these students' teachers, enabling them to integrate technology and interactive learning into their classrooms.



# INCUBATOR & PROGRAM MULTIPLICATION

Upon completion of their leadership training, DreamRoot works with emerging leaders to design, launch and implement new initiatives to drive impact in their communities.



ALICIA  
Emerging Leader

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*"Jiu Jitsu brings many benefits, especially to women. Aside from self-defense, it brings self-esteem, confidence, and teaches emotional control. The Jiu Jitsu program has brought all of this for me. I do not think I will ever be able to express my gratitude for all that I've received and live out through the Art Suave / DreamRoot jiu jitsu program."*



## BEBERIBE WOMEN'S JIU JITSU INITIATIVE

With the objective to use Jiu Jitsu as a tool to build community and transform lives physically, mentally, and emotionally, Laysa and Alice – two participants in DreamRoot's first virtual English as a Second Language (ESL) course and current students of local leader Jhon Alves at the Arte Suave / DreamRoot Training Center – launched a Women's Jiu Jitsu social initiative in the Beberibe district in Recife, Brazil. Twice weekly, Laysa and Alice gather a growing cohort of 15+ women to train Jiu Jitsu and connect with one another over a meal.

2

*emerging leaders*

15

*women served*



## ENTREPRENEURSHIP

By offering subsidized office rent to emerging leaders and entrepreneurs at DreamRoot training centers, important services are made available to the local community that would otherwise not be accessible, local entrepreneurs are provided an affordable space, and simultaneously generates rent to help cover training center operational costs.

2

*budding local  
entrepreneurs: a  
physical therapist  
and a psychologist*

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## VOCATIONAL TRAINING

Through the DreamRoot training center construction projects, valuable employment experience and free vocational training in construction work was offered. DreamRoot hired members of the local community to take part in all Training Center construction. Masonry training was offered to community members in the Sertao, with electrical and plumbing training forthcoming.

**17**

*employed*

**4**

*trained*

# WHAT'S TO COME

DreamRoot Leadership Institute looks forward to further cultivating the seeds we've planted and soil we have tilled since our inception in 2019. We will continue to capitalize on the development model of investing in emerging leaders and their initiatives in underserved communities.

Our goal is to expand DreamRoot leadership programs - making opportunities accessible to more existing and emerging local leaders that serve disadvantaged youth and marginalized populations around the world. Our plans include:

- Launching an emerging leader's cohort
- Continued development of community-based training centers that offer a safe space for growth, connection, and human flourishing to take place.
- Strengthening our local leader network that provides support and coaching to community program leaders.

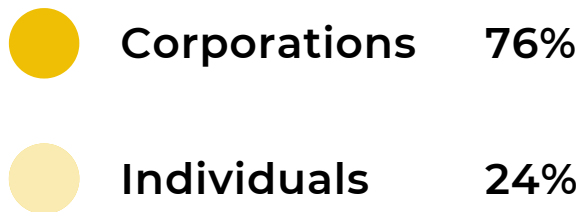
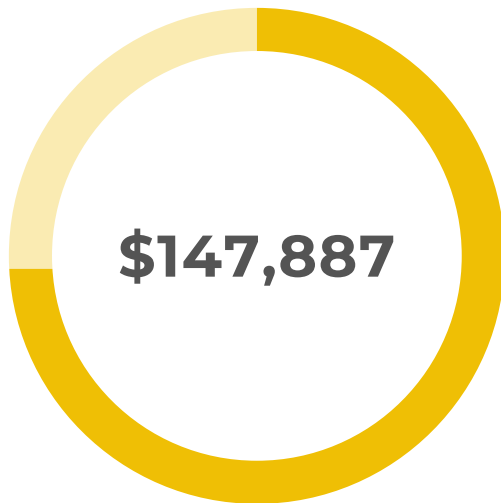
We will continue to partner with local leaders, individuals and organizations across regions and sectors who are committed to implementing practical solutions that empower the overlooked oppressed around the world.



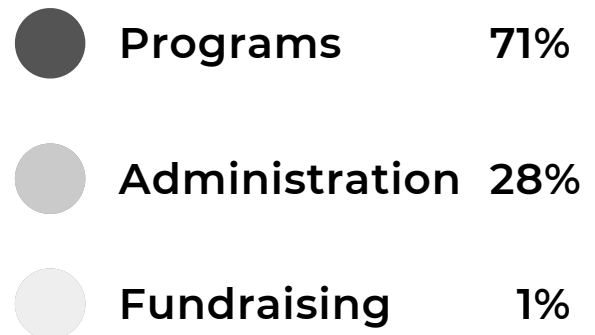
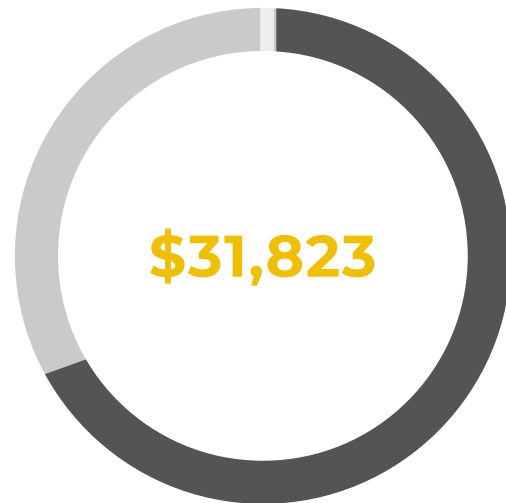
# FINANCIALS

DreamRoot was funded entirely by generous individual and corporate donors. A total of \$147,887 was raised, positioning us to expand programming in underserved communities around the world.

## 2020 OPERATING REVENUES



## 2020 EXPENSES



# OUR SUPPORTERS

## INDIVIDUALS

The Hamilton Family

The Pike Family

The Wang Family

The Potocko Family

The Abney Family

The Whyne Family

The Schauer Family

The Harbour Family

The Carskaddan Family

The Zidon Family

The Walsh Family

The Metchenov Family

The Barzinji Family

The Rios Family

The Cohen Family

The Abraham Family

The Uttembergue Family

The Metchenov Family

The Bighouse Family

The Garcia Family

The Koch Family

The Phillips Family

The Pena Family

The Bethards Family

The St. John Family

The Huynh Family

The Auclert Family

The Collins Family

The Aceved Family

The Waddell Family

The Marcelo Family

The Hearn Family

The Duggins Family

The Atallah Family

The Chadwick Family

The Brignoli Family

The Greenley Family

The Moy Family

The Polm Family

The Yates Family

The Willis Family

Anonymous

## ORGANIZATIONS


Data Machines Corp.

Team Passos Jiu Jitsu

The Blessing Projects

Arjake Japanese Restaurant

Onda Brazilian Jiu Jitsu



# OUR TEAM

**Amy Passos**

Executive Director and  
Chairperson of the Board

**Anthony Annan**

Vice Chairman of the Board

**Nathan Park**

Treasurer of the Board

**Andy Truong**

Secretary of the Board

**Jhonatas Alvez**

Director of Leadership Development,  
Brazil

**Antonio Passos**

Global Programs Director

**Jennifer Eason**

Board Member

**David Marroquin**

Board Member





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