

# JUAN PABLO GUTIÉRREZ CÁCERES FOUNDATION



The Juan Pablo Gutiérrez Cáceres Foundation was born from an adversity that has become an opportunity.

Juan Pablo was a dreamer ... .. he dreamed of a better Colombia, with more opportunities to study for young people.

# JUAN PABLO GUTIÉRREZ CÁCERES FOUNDATION

The Foundation was created in 2007 with the purpose of providing postgraduate scholarships to young Colombians, with limited resources in order to generate opportunities to access a quality studies in Colombia.

The Foundation has 13 agreements with universities in the country, which are recognized for their excellence and accreditation, in order to grant scholarships.

We have have the permanent support of the Ardila Lulle Organization, from the outset.



# Why a post-graduate studies makes the difference?

## Economic Impact

The more higher the education level, the more high the economic growth of the Country.

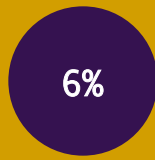
Alfredo Sarmiento.

Each additional year of education is directly related to an increase of 18% of GDP per capita.

Alfredo Sarmiento.

## Market Conditions

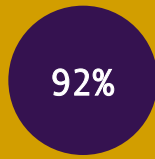
Only 6% of those enrolled in higher education access to postgraduate level.



The salary of a graduate student with a postgraduate degree is higher 2.2 times more than Undergraduate student.



92% is the employment rate of a person with postgraduate degree vs. 79% of undergraduate.



- Access and accessibility problems.
- Few funding opportunities.
- Limited access for vulnerable populations.



# Scholarships that transform lives

Partnerships to increase study opportunities



**Juan Pablo  
Gutiérrez  
Cáceres  
Foundation**

Contributes with  
the 50% of the  
enrolment fee.



**Universities**

Contributes between  
25% and 50% of the  
enrolment fee.



**Students**

Contributes between  
0% and 25%. Also  
reimburses between  
the 15% and 25% of  
the fee contributed  
by the Foundation.



**Foundation  
Investment**

USD\$ 840 000



**Universities  
Investment**

USD\$ 349 660



**Student  
Reimbursement**

USD\$ 52 500

# Juan Pablo Gutiérrez Cáceres Foundation Outcomes



## Scholarships Granted

Young population from Bogotá, Medellín, Barranquilla and Quibdó.

346



## Graduated

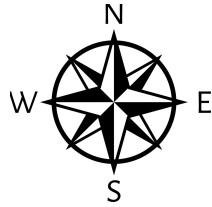
Students with social projects that impact their communities.

184



## 10 years of experience

- Scholarship management (with universities).
- Resources management.
- Carrying out application processes, selection and follow-up of students.
- Consolidating relationships with Universities (12 in the country).
- Creating trust with donors.
- Provide study opportunities to young Colombians with limited resources.



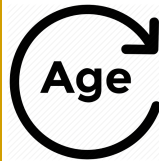
## Beneficiaries per region

81% Andean R.      8% Pacific R.  
8% Caribe Coast    2% Amazonia R.  
1% Orinoquía R.



## Beneficiaries per gender

63%      37%



## Age beneficiaries

30% Older that 30 years  
41% Between 26 and 30 years  
4% Under 25 years

Juan Pablo  
Gutiérrez  
Cáceres  
Foundation

Outcomes

## DONATIONS

- National companies
- ATM's
- Product sale, gift certificates, sponsor's plan
- Chocó to Dance website



## Allies

- U. Nacional
- U. del Rosario
- U. de los Andes
- Cesa
- U. Javeriana
- EAFIT
- U. Pontificia Bolivariana
- EIA
- Uniclaretiana

# Founding sources

## OTHER ALLIES

- USAID
- ACDI VOCA
- Fraternidad Foundation (Medellín)
- South Face (Spanish foundation)

## EVENTS

- Golf tournament
- Gala dinner
- Dance marathon





## Purpose

Exchange education for education



## About Chocó to Dance

Is an online dance platform that shows the talent and joy of Chocoanos. Users exchange education for education: “we teach you how to dance while you support the Colombian education”.



## Outcomes

- 25 postgraduate scholarships in Chocó, Buenaventura and Medellín.
- 25 advertising awards in 8 countries.





# WHAT WE PERSUE

- Generate more scholarships to increase the educational level in the country and furthermore, generate social and economic development.
- Give opportunities to young social leaders that are committed with the country and are able to build social capital throughout knowledge.
- Offer shared value between the Foundation and national companies in order to benefit their employees and interest groups, and in this way, generate development both at professional and personal level.



# ! THANK YOU !

*“Education is the most powerful  
weapon which you can use to  
change the world”.*

*Nelson Mandela*

