



REIMAGINING HEROES

Georgia Tech Students Support Diverse
Initiatives Abroad



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RISE UP & CARE WITH VIP

How Georgia Tech Students Took Charge of an International NGO

Rise Up & Care was founded by Georgia Tech professor Kirk Bowman and California banker Jon Wilcox as an alternative to the traditional global philanthropy practice. Instead of creating new programs and organizations to then implement in communities of the Global South, Rise Up & Care supports local organizations with a long track record of doing amazing work for their own communities. This idea is based on the "Sidekick Model" where a local social champion is the "Superhero", innovator, and role model, and Rise Up & Care is the "Sidekick." Bowman and Wilcox's book, *Reimagining Global Philanthropy*, will be published by Columbia University Press in early 2021.



With every local "Superhero" it partners with, Rise Up & Care follows three steps:



We Identify

Rise Up & Care identifies innovative non-profits in developing communities around the globe. These non-profits must have at least five years of proven success using high-level performance training to transform the lives of young people.



We Invest

Rise Up & Care invests in long-term relationships with the organizations we identify. We travel to these communities to personally meet with organization leaders and participants to learn more about their work and their specific needs.



We Inspire

Rise Up & Care inspires our partner organizations, their communities, and the world by producing documentary films about their success. We believe that high quality films are a powerful medium for telling important stories and inspiring the world.

To date, Rise Up & Care has partnered with many Superhero organizations including: Miratus, Women of Earth, Jongo da Serrinha, Nós do Morro, and Crescer e Vivir. Stories of these organizations can be found throughout this newsletter.

The work of Rise Up & Care is supported by the Sam Nunn School of International Affairs located at the Georgia Institute of Technology. Many students collaborate with Rise Up & Care as part of a Georgia Tech Vertically Integrated Projects (VIP) Program.



VIP @ GT



The Vertically Integrated Projects (VIP) Program at Georgia Tech is a campus-wide initiative designed to connect undergraduate and graduate students with faculty members in a long-term, large-scale, multidisciplinary project.

The Global Social Entrepreneurship VIP team partners with Rise Up & Care with these projects and its overall initiative to be a sidekick to local heroes around the world. Continue reading to meet some members from the team and learn about their experiences with the VIP.

● 3 Goals of VIPs ●

- 1.) Create long-term experiences with the innovation process
- 2.) Cultivate leadership and mentoring
- 3.) Support faculty scholarship and exploration



RISE UP TEAM

FOUNDERS



Jon Wilcox, left, and Kirk Bowman, right, with local superhero Sebastião Oliveira

VIP STUDENTS



BRITTANY ADAMS

Major: International Affairs

Year: 4th

Team: Scout Book



NATALIE BOUTWELL

*Major: International Affairs
and Modern Languages*

Year: 3rd

Team: Newsletter



IAN GONZALEZ

*Major: Literature, Media, and
Communications*

Year: 2nd

Team: Scout Book

VIP STUDENTS



KAYLIN BERINHOUT

*Major: Economics and
International Affairs*

Year: 4th

*Team: Women of Earth Team
Leader*

"I am entering my 9th month of leadership on the Women of Earth project, and I feel so incredibly lucky to get to work in this role which so perfectly intersects my passions for female empowerment, environmentalism, and humanity in general."

"I've always been interested in working in the non-profit/philanthropy sector, so I was immediately drawn to the project because of that...It's inspiring to see our partner's success stories because they're the 'superheroes' to so many young people."



SYDNEY BLAKENEY

Major: International Affairs

Year: 3rd

Team: Newsletter

VIP STUDENTS



JONAS CHAN

*Major: Applied Languages
and Intercultural Studies
Year: 2nd
Team: Women of Earth*



EDOUARD GOGUILLON

*Major: International Affairs
Year: 1st, Masters
Team: Scout Book & Audio*



ANELISE LARACUENTE

*Major: International Affairs
Year: 2nd
Team: Women of Earth*



GINA LEE

*Major: Computational
Media
Year: 5th
Team: Scout Book*



MIRANDA LEGGETT

*Major: Business
Administration
Year: 2nd
Team: Newsletter*



KAYLA MACLEOD

*Major: Business
Administration
Year: 2nd
Team: Women of Earth*

HALEY MCELROY

*Major: Business
Administration
Year: 3rd
Team: Scout Book*



MEHNAZ RUKSANA

*Major: Computer Science
Year: 4th
Team: Scout Book*

VIP STUDENTS

"I chose to work with [this] VIP team because I want to contribute and learn as much as I can about international nonprofits and find ways in which we can bolster sustainable development."



MIRNA GARCIA

Major: International Affairs

Year: 1st, Masters

Team: Scout Book



STEPHEN NASH

Major: International Affairs and Modern Languages

Year: 3rd

Team: Scout Book

"As an international affairs major and youth soccer coach in the Atlanta area, I was thrilled to find a program which combined a healthy understanding of global development with the transformative power of sport... The work we do has a real impact on communities, which makes it incredibly rewarding to be a part of."

GLOBALGIVING CAMPAIGN LAUNCHES SEP 20TH AND ENDS SEP 30TH!

Our bonus day is September 23rd, when all donors count double!

The Global Social Entrepreneurship VIP is launching its first GlobalGiving Campaign to raise \$10,000 for our partner organizations to assist their COVID-19 relief efforts and to distribute the *Scout's Superhero Search* book to the children of the Rio de Janeiro favelas! 100% of the donations received in this campaign will be used to provide food baskets, masks and hand sanitizers to families in need, as the pandemic has devastated the economy and strained access to basic necessities in the communities.

One organization contributing to this relief effort is the Miratus Badminton Association, run by Sebastião Oliviera, a local leader in the Chacrinha favela. Sebastião uses samba dancing to train badminton champions in a center that he built by hand over 17 years. Today, many of the youth are competing and winning national and international badminton tournaments. Two players even competed in the 2016 Rio Olympics! Sebastião and the young athletes sprang into action with the Covid-19 pandemic and supplied to date 72.5 tons of food to neighbors with empty refrigerators. Help them further assist their community! Your donations count double on September 23rd!



To donate and learn more about the campaign, scan here:



or visit: <http://goto.gg/47700>

SCOUT'S SUPERHERO SEARCH

Our VIP's children's book series launches October 1st!

The first edition of the *Scout's Superhero Search* launches October 1st! The book follows Scout, a lively kid with the unique power to see superheroes when others can't. With this power, Scout searches far and wide for superheroes across the globe, often in disadvantaged communities in the Global South. These superheroes are all based on real stories and people who have made tremendous impacts on their communities and youth development. The first book in the series, "The Birdieman of Rio de Janeiro" will feature Scout's meeting with Sebastião, the founder and director of the Miratus Badminton Association in the Chacrinha favela of Rio de Janeiro. Read the book to get to know Sebastião, and stay tuned for the rest of the series as Scout befriends even more local superheroes!



For just \$19.99 (free shipping in USA and Canada), you'll receive your own copy of the book and access to the award-winning 'Bad & The Birdieman' documentary about the very superhero featured in this book! But the best part is that for every book sold, Rise Up & Care will distribute 2 books to families in Rio for free and provide funds for badminton tournament travel for the kids! Families in the favelas need quality books, role models that look like them, access to the film and activities, and dreams! Not only will you be giving these children more opportunities to learn, you'll also grant them the ability to celebrate and support their local superheroes and battle discrimination and implicit bias!

Visit www.scouteroes.com to learn more!

The Birdieman of Rio de Janeiro is the first of a series of Scout books with the goal of supporting literacy, positive local role models, and foreign language practice. All books include both Portuguese and English versions, with online access to a native-speaking grandfather reading Scout's adventures. You can learn about the book's origins on pages 11-13 of this newsletter.

SCOUT'S ORIGINS

How the newest member of the Rise Up & Care family was born

Leading up to the 2016 Olympics, Rise Up & Care produced five documentary films about local social organizations in the favelas of Rio de Janeiro, which were screened for free about 500 times through the Reimagine Rio Festival during the 2016 Olympics. Many attendees were surprised that young kids were so mesmerized by one-hour documentary films; after all, children are usually drawn to movies filled with superheroes and princesses. However, viewers at the screening explained that due to the tremendous amount of discrimination and implicit bias against people in the favelas and Afro-Brazilians in general, the documentaries were the first time they had experienced media with positive depictions of Brazilians who looked like them.

After the Reimagine Rio Festival, a friend of Rise Up & Care named Maria Hernandez produced a teachers' manual to accompany the films in order to allow them to be used in schools. We estimate that up to 500,000 people in Rio de Janeiro viewed one of the films and experienced local superheroes who live and work in the favelas.





A year after the festival, Rise Up & Care founders Jon Wilcox and Kirk Bowman began working on a book manuscript, *Reimagining Global Philanthropy* (forthcoming, Columbia University Press), in California. After writing, they brainstormed about the most effective ways to continue celebrating and supporting the local superheroes in Rio de Janeiro and decided to bring the message of the films to audiences through high quality children's literature for the families of the favelas. It was at that time that they came up with the idea of Scout, an autistic child with a gift of finding real-life superheroes and whose mother is a pilot.

Jon and Kirk decided that the first hero featured should be the first one they came into contact with when creating the films: a local badminton coach named Sebastião. Sebastião always says that he can form and shape young kids, just like a small branch of a tree. Once the kids get older, like a mature tree, they are harder to influence and shape. For this reason, Rise Up & Care focuses on organizations that are transformative for youth in the favelas and provides them a positive youth place to spend their time.

Jon, Kirk, and Maria were convinced that the illustrator for the books had to be local to Rio de Janeiro, and they had a strong desire to work with a street artist because street artists are known for having huge hearts, being socially aware, and striving to give back to their communities. They met a man named Cazé, who spent several weeks developing different sketches for Scout, mom, dad, and grandpa. You can read more about Cazé on page 13. After all agreeing on the final depictions, Scout was born. The VIP students wrote the text from January to June of 2020, with a little guidance from acclaimed authors Katherine Webber Tsang and Kevin Tsang. You can find more information about how to purchase *Scout's Superhero Search* on page 10. Scout's adventures are just beginning and everyone on our VIP team is excited to accompany Scout all over the world to discover more real life superheroes!

Meet the Illustrator

The street artist who brought Scout to life

Cazé hails from Rio de Janeiro and has a passion for creating street art that is both thought-provoking and visually striking. Below you will find an interview with this wonderful artist.



What was your inspiration to create Scout?

My inspiration for creating this amazing character was to relive my own childhood, remember the books I read, remember the cartoons I watched, remember the wonderful childhood I had with my grandfather, I could see myself in the magical universe of Scout and imagine me next to my grandfather, sitting on the couch telling his life stories. My biggest challenge was to be able to leave Scout's sparkle in the eye, and to be able to see it on every page is magnificent.



Why did you choose watercolor for this project?

Watercolor is a living organism, ink and water that react without much control. To be a child is to have a life without control, of experimentation, mistakes and successes, curiosity of what it is like ... that was one of the ideas when I thought about watercolor. The second was that we could have tangible materials; available to see and take in our hands, because being a child is playing with paints, brushes and pens. And that is the feeling I wanted to convey.

"I CAN'T WAIT TO BRING NEW DREAMS TO LIFE FOR THIS INCREDIBLE CHARACTER."

How long did each illustration take?

It was a very long process before I started painting. It all started in the elaboration of the concept, then the creation of the sketches, then we were refining the idea of each scene and in this part to speed up the process I used the computer, to speed up the corrections of each scene and finally, transpose the pencil drawing to the paper and finish with watercolor. This final part of a page lasted an average of 3 to 4 days, it was a challenging and very wonderful process from start to finish.



Now that you're a father, do you think differently about Scout?

In the middle of the book's creative process, I became a father, and it was wonderful to think about how my son would read this book, when he was born, every page that ended showed him, just seeing his stare at my work already inspired me to continue. Scout represents a child's naive and pure feeling, beautiful to behold.

BUY 1 BOOK

**& WE'LL DONATE 2
BOOKS TO
CHILDREN IN
FAVELAS FOR
FREE!**

**VISIT WWW.SCOUTHEROES.COM TO
LEARN MORE!**

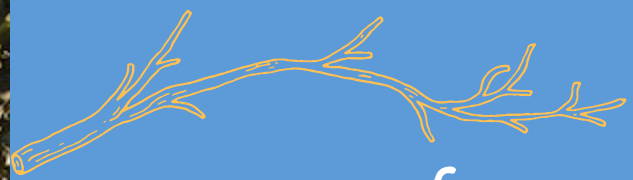


All for the price of:

\$19.99

[shipping included]

Get free access to the "Bad & the Birdieman" documentary about this book's real life superhero!



Women of Earth

*MEET THE WOMEN WHO
CHANGED THE LIVES
OF OTHERS, ONE
COMMUNITY
AT A TIME...*



Women of Earth follows Mayara Boaretto, a young Brazilian woman with a dream of becoming a midwife who journeys through indigenous villages and rural communities in Brazil in search of traditional midwives and the wisdom they share. Her journey gives us insight into the lives of three women: Mama Zezé, Zefa da Guia, and Dona d'Ajuda.

This year marks the 40th year of Mama Zezé's work as a midwife within her rural community in Brazil. Zezé for the most part does not receive any type of remuneration as a midwife since most families she helps can not afford to pay for the service. When referring to her role in her community she answered saying "In this community I am a doctor, a delegate, a lawyer, I am a midwife, a geriatric psychologist, a social worker, I am everything, because when you need it, you have to use what you know."



Zefa da Guia has dedicated her life to her work as the quilombola and surrounding region's faith healer and midwife for nearly sixty years. She is an important political and community leader, especially when it comes to black pride, women's empowerment and traditional knowledge. Dona Zefa has also made it her purpose to fight for necessities such as basic sanitation and the access infrastructure and resources, which are a part of her political platform. She doesn't want to die before guaranteeing these basic rights, and making this a reality for her quilombola community.



Dona d'Ajuda or Jaçanã is a midwife, an herbalist, and the first pajé (spiritual leader) of the Pataxó tribe. Over twenty years ago, Jaçanã turned her yard into an agroforestry system by planting different kinds of trees and medicinal herbs. She uses her knowledge of traditional plant medicine to prepare medicines including syrups, tinctures, infusions, vegetable oils and essential oils. To Jaçanã, midwives are born: a mysterious mix of gift and destiny. To her, one of the most important parts of this job is love, both for the profession and for the women in labor, whom she treats as if they were her own daughters.



COVID UPDATE

The communities featured in the film are some of the most vulnerable to the effects of COVID-19. In light of this, Women of Earth has launched a fundraising campaign. Every dollar counts and 100% of proceeds go towards basic necessities for the midwives featured in the film and their communities.

- 6.4 tons of food
- 2.3 tons of cleaning supplies
- 360 families supported

IF YOU ARE IN THE POSITION TO GIVE, PLEASE CONSIDER A TAX DEDUCTIBLE DONATION TO THIS CAUSE AT WWW.WOMENOFEARTHFILM.COM/DONATE.

Media Links:
Website:
womenofearthfilm.com
Trailer:
<https://www.womenofearthfilm.com/trailer>

Follow Us:

(English updates):
 @womenofearthfilm
 (Portuguese updates):
 @mulheresdaterra

Women of Earth - Film

More from Our Heroes

From the circus, to badminton, to dancing, our partners have found innovative ways to connect with and improve the lives of young people! Read below to learn more about these local superheroes.

Jongo da Serrinha

A cultural and community organization led entirely by the women of the Rio neighborhood Serrinha. The center serves as a safe space for sharing the Jongo music and dance with the next generation!



These women are an important part of the resistance against the growing discrimination against African culture in contemporary Brazil.

Nós do Morro



A community arts organization for actors, singers, dancers, and poets, bringing the community together and relieving them of fear and stress. The Nós do Morro Group was founded by Guti Fraga 30 years ago!

Many young people learned to read and write through participating in Guti's performance arts programs, and even leveraged their training to develop career paths in the arts and entertainment industry!

Crescer e Viver

By using culture and circus arts as a central element of a performance, Crescer e Viver has consolidated itself as a socio-cultural enterprise and is now one of the most significant organization of its kind in Brazil!



The center generates multiple opportunities for personal and collective growth to young people, and aims to impact lives and transform contexts through art

KEEP UP WITH RISE UP & CARE!

Scan here to go to our website:



or visit: <http://riseup.care/>



@riseupandcare

WANT TO SEE MORE FROM MIRATUS?

<http://www.miratus.org/>



CHECK OUT MORE OF CAZE'S ART:

<https://www.cazearte.com/>

