

The background of the entire page is a photograph of three individuals wearing face masks and glasses. The person on the left is a man with dark hair and glasses, wearing a light-colored surgical mask. The person in the center is a woman with curly hair and glasses, wearing a light-colored surgical mask. The person on the right is a woman with long dark hair and glasses, wearing a dark-colored surgical mask. The background is a warm, orange-toned wall. The overall mood is one of safety and community.

**OLASTEC**

*our lives as seen through each other*

**2020**

**Annual  
Report**

**PAST  
PRESENT  
FUTURE**



**OLASTEO's mission is to create experiences that empower students to serve as catalysts for social impact.**

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## WE BELIEVE IN

### Encouraging Diversity

Correcting today's societal imbalances starts with supporting a culture of inclusivity--one that benefits students who identify as people of color.

### Promoting Empathy

Fostering an environment of people who care about the success of their peers is essential in building relationships and encouraging balanced opportunity.

### Building Community

No one succeeds on their own. By providing a supportive network of alumni and mentors to our students, OLASTEO ensures successful futures.







OLASTEG

# PAST



## Dear OLASTEО Supporters,

2020 will surely go down in history as a year that changed everyone's lives. While as a whole, the year will be remembered as one of hardship, fear, isolation, loss, and perhaps the longest ever, as we reflect on it for OLASTEО, we prefer to mark it as a year of growth and opportunity.

Prior to 2020, our primary focus was on planning for an annual summer trip. In our first two years, our scope was limited and singularly focused. We took 2 students to Poland each summer to learn about the Holocaust through the personal story of Eva Mozes Kor, a survivor of the Auschwitz-Birkenau death camp. In 2018 we decided to shift to a yearly trip to Washington D.C. so we could expand our student impact and take up to 15 students on this excursion. Going into 2020, we were planning to repeat the D.C. trip and had started talking about adding a second trip to Atlanta, Georgia, and Montgomery and Selma, Alabama.

In January of last year, we recognized that travel would be unlikely in 2020, and we quickly pivoted to a virtual strategy. Moving all of our programming online felt counter to our nature. OLASTEО had always prided itself in creating immersive experiences that allow our students to see, learn, engage, and understand different perspectives. How were we going to hold true to this when we had to do everything virtually?

Simply put, we transferred all the effort and planning that went into our in-person excursions and we put it into our first virtual one. The curated and diverse line-up of

speakers and workshops, combined with our dedication to providing a healthy, unique, and local menu of lunches and snacks, culminated in 8-hours of programming across two afternoons in August. Twenty students participated in that first event and the format has served as a blueprint for three additional virtual experiences in 2021.

2020 was also the year that we took our speaker events to the next level. Prior to last year, OLASTEО had hosted three total in-person speaker events for students on the Jordan High School campus in Watts. Starting in September, we rolled out our Embracing Differences Speaker Series, hosting four speakers in the last four months of 2020.

As we move into 2021, we are beyond grateful for your support, partnership, and investment in all things OLASTEО. We still have a tremendous amount of work to do, but we are motivated to make it happen. Thanks for believing in our mission and being catalysts for social impact. This work is only possible because of you.

A handwritten signature in white ink that reads "Aaron + Ceci". The signature is written in a cursive, flowing style.

AARON & CECI FRIEDMAN, CO-FOUNDERS





**2015**

**Partnership with  
College Track  
Watts**



**2016**

**Krakow, Poland Excursion  
Visiting Auschwitz with Eva Kor  
+2 students**



**2017**

**Krakow, Poland Excursion  
Visiting Auschwitz with Eva Kor  
+2 students**



**2018**

**Washington, D.C. Excursion  
+10 students**



**2019**

**Washington, D.C. Excursion  
+15 students**



**2020**

**Summer Virtual Experience  
+20 Students  
Speaker Series  
+4 Speakers**



**THANK YOU**

# Founding Donors

These special donors helped us out before we were an official 501(c)(3) organization—2015 through 2018.



**André Birotte Jr.**

**Sharon Brandon**

**Mimi Calhoun**

**Therese Calvano**

**Carl Christopher**

**Max & Laura Eisenberg**

**Janice & Jason Friedman**

Attended 2018 D.C. Excursion

**Jon Graffagnini**

**Bruce Gray**

Bruce died on 12/13/17, Rest In Power!

**Marianne Haycraft**

**Jareck & Jessica Horton**

**Tai Shan Jackson**

**Jon & Sarah Kose**

Attended 2017 Poland Excursion

**Vicky & Marc Miyashiro**

**Josi Miller**

**Liam & Lindsye O’Sullivan**

**Jessica & Efrain Oliveras**

**Kathi & Tim Thornton**

**Nora Vassileva**

Attended 2016 Poland Excursion

**Jess & Bri Williamson**

**BlueTree Network**

**Evergreen Healthcare Partners**

Sponsored 2018 D.C. Excursion

**You saw the vision in what we were attempting to achieve with OLASTEO at the very beginning of the journey. Your belief, support, and financial gifts helped lead us to the next level and beyond. Thank YOU!!!**





OLASTEG

# PRESENT





## A NOTE ABOUT COVID-19

Press the life rewind button to the end of 2019 - OLASTEEO was buzzing and building on the powerful momentum of back-to-back summer excursions to D.C., directly impacting 25 scholars. The relationships and memories we created in 2018 and 2019 set the stage for what was undoubtedly shaping up to be a next-level experience on our 2020 D.C. excursion.

The COVID-19 pandemic came along and disrupted life as we once knew it. We quickly recognized the need to adapt to a socially distant landscape as we felt an intense obligation to continue providing enriching journeys for our student community. It hasn't been without challenges as we evolve our programming lineup within a dynamically changing world.

When we safely emerge to our new normal, OLASTEEO plans to be a leader in experiential program learning both within the physical and virtual worlds. Watch out 2021 and beyond!





# 2020

IN A NUTSHELL

**x4** **SPEAKER  
SERIES  
EVENTS**

**224**  
Attendees

LOKI MULHOLLAND

1 Civil Rights Documentarian

JOANNE BLAND

1 Voting Rights Icon

VICTOR RIVAS RIVERS

1 Hollywood Actor & Activist

JOAN TRUMPAUER MULHOLLAND

1 Civil Rights Icon

**x1** **VIRTUAL  
EXPERIENCE  
EVENT**

**2**  
Day  
Experience

**40**  
Lunch Orders  
Fulfilled

**2**  
Speaker  
Events

**1**  
Human Rights  
Leadership  
Workshop

**20**  
Students  
Attended

**2**  
Reflection  
Sessions

**1**  
Virtual  
Escape Room

**\$3.5K**  
Organic  
Produce Gift  
Cards

**ALUMNI STATS**

- **37 Scholars**  
From South Los Angeles
- **10 Returning Scholars**
- **Ages 15-21**  
9th Grade through Sophomore in College
- **68% Female, 32% Male**
- **95% Attending College**  
If age eligible

**OPERATIONAL GROWTH**

- **10 New Software Platforms**
- **10 Food & Beverage Partners**
- **2 Fundraising Campaigns**
- **1 Programming Overhaul**
- **1 Marketing/Comms Intern**  
Eva Mozes Kor Memorial Internship
- **2 Recurring Newsletters**
- **252 Social Media Posts**



# 2020

## IN A NUTSHELL



### SPEAKER SERIES

The move to a fully virtual speaker series platform in 2020 was a blessing in disguise. Pre-pandemic, we were only able to host one or two speakers per year for in-person events. In the online world, we've been able to greatly expand our speaker series program to include influential and relevant speakers from across the country. From genocide survivors to civil rights activists to community members making a difference, our speakers provide a glimpse into their individual origins and their paths in life, helping inspire our scholars. In addition, moving forward, this virtual format enables us to bring students from multiple partner organizations to the speaker series and will allow us to introduce mixed-format events in the future.



### VIRTUAL EXPERIENCE

Shifting away from our premier, annual excursion to Washington D.C. was our biggest disappointment of 2020. We knew we couldn't let the year pass without some type of hallmark event for our scholars. Our virtual experiences bring the key components of our in-person excursions into the online world and can be attended safely from the comforts of our scholars' homes. Each virtual experience includes an educational workshop, at least two interactive speaker sessions, a welcome package, a foodie experience delivered to our students each day, and a completion appreciation gift at the program's culmination. We support local and BIPOC-owned companies, introducing our students to a multitude of products, business models, and talented entrepreneurs behind it all.




### FUNDRAISING

Prior to 2020, OLASTEО was funded by our Board and our Founding Donors. While we felt being small and lean was the "right" way to run a nonprofit, we quickly realized that this model was unsustainable and lacked scalability. To facilitate rapid, expansive growth and impact, we now run OLASTEО using high efficiency oriented business principles. This operational shift led us to develop a sustainable fundraising strategy, focused on investing heavily in our foundational infrastructure, programming processes, and partner relationships. The second half of 2020 marked our "next level" fundraising relaunch in the summer, our first fundraising event, Dough Day, while adding fundraising technology to foster and expand our donor community.

### DOUGH DAY 2020 REPORT





“These are the people  
that they can be able  
to say, wow, that’ll  
be me in the next 10  
years.”

YULIANA, OLASTEO ALUMNA

 WATCH

**OLASTEC**  
*our lives as seen through each other*



2020

# Financial Summary



At OLASTEО, our mission is to propel our scholars into their respective futures so they can achieve their hopes and dreams. Your support in 2020 enables us to be aspirational in our vision and innovative with our execution, resulting in incredibly rapid growth and expanded impact. If you ever have questions about how your financial gifts are helping empower students to serve as catalysts for social impact, don't hesitate to get at our Executive Director & Co-Founder, Aaron Friedman:

## Founder Office Hours

Support & Revenue	
Public Support	\$45,010
Private Support	\$21,247
Grants	\$20,000
<b>TOTAL</b>	<b>\$86,257</b>

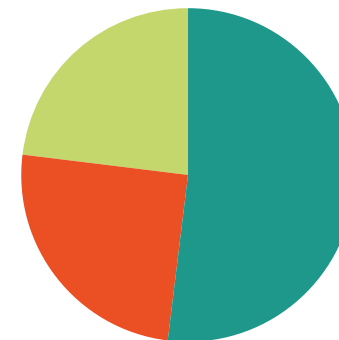
  

Expenses	
Programming	\$16,214
Fundraising	\$10,978
Administration	\$12,586
<b>TOTAL</b>	<b>\$39,778</b>

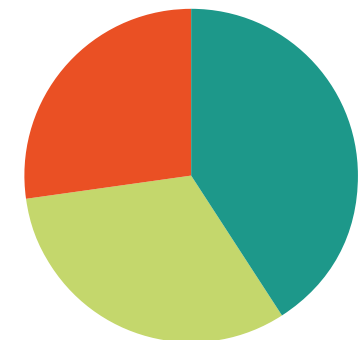
Change in Net Assets	\$46,479
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Support & Revenue



- 23% Grants
- 25% Private Support
- 52% Public Support

Expenses



- 27% Fundraising
- 32% Administrative
- 41% Programming



2020

# Catalyst Appreciation



**OLASTEEO is grateful for the financial contributions from the following foundations, corporations, and individuals who supported our scholars in 2020. And, a warm welcome to the 160 new OLASTEEO donor family members. We extend our deepest thanks for all you do!**

## **\$5,000-\$20,000**

Local Initiatives Support Corporation  
Vitol Foundation—Houston Charity Committee  
The HUG Fund

## **\$1,000-\$4,999**

**Evergreen Healthcare Partners**  
Central Time Developers, Inc.  
**Liam & Lindsay O’Sullivan**

Calyx Healthcare Partners  
∞ **Janice & Jason Friedman**  
Ellit Groups  
Rob Brooks  
Fruitealicious

Jen Kujak  
Juno Transit  
Ross Gloudeman  
∞ **Greg Root**  
Tracey Calloway  
**M13**

## **\$500-\$999**

Jacqui & Leslie Johnson  
Oracle  
**Jon & Sarah Kose**  
**Nicole Burgess**  
Matthew Cooper  
Michael Rochon  
Pamela Saechow  
Patrick McCormick

∞ **Jon Graffagnini**  
Dave & Kellie Butler  
Amit Hajra  
Jeremy Schwach  
Karen Zabinski  
Vivek & Robin Swaminathan  
∞ **Perot-Bell Family**  
Nicole Hou

∞ Catalyst Collective Founding Members

**Bolded signifies Returning Donors**



2020

# Catalyst Appreciation



## \$100-499

**Kathi & Tim Thornton** ∞ Jake Wood  
**Vicky & Marc Miyashiro** Christine Friedman  
 Bart Friedman Matt & Ali Bernstein  
 Christine Friedman Ed Gutnik  
 Kay To **Jessica & Efrain Oliveras**  
 Andy Crooks ∞ Emilee Taylor  
 Dan Prinzing Adam Domian  
 Tedd & Sarah Bradley Amber Wolfe  
 Richard Popp Anne Marla Asuncion  
 Willow Poore Becky Bottorff  
 Audrey Brisson Chase & Chad Olson  
 Esse Tuke Dillon Liang  
 Kinship Eric Carl  
 Michael Kleber Felicia Boudreaux  
 Galin Karpisek Jacki Jones  
**Tai Shan Jackson** Rachel & Jeff Behm  
 Candy Feinberg **Jess & Bri Williamson**  
 Mark Zalewski Jesse Vasquez  
 Saskia Pallais Kaley Penington  
 Steven Tobey & Karly Segal  
 Anthony Luna Kevin Madden  
 Aaron Burgess Mark Grace  
 Alicia Peeters-Heim Mike Pashak  
 ∞ Jim Root Rea Alim  
**Jessica & Jareck Horton** **Sabeena Ladha & Kabir Jain**

Sarah Streicker  
 Steve & LB Ricci  
 Joe Johnson  
 Alan Vance  
 Hetal Brahmhatt  
**Josi Miller**  
 Lucy Vondra  
 Margaret DeSimone  
 Michael Zarvos  
 American Family Insurance  
 Anthony Chan  
 Benjamin Johnson  
**BlueTree Network**  
 Jamal & Jess Holder  
 Jason Pociask  
 Jeff Pollard  
 Kelsey Amos  
 Laura Auerbach  
 Lori Grenlie  
**Marianne Haycraft**  
 Myss Jean-Louis  
 Sumit Rana  
 Ted Gurman  
 The Cedar Cove Wealth Partners Fund  
 of InFaith Community Foundation

## \$20-\$99

Guggenheim Partners, LLC  
 Aditya Dwivedula  
 Natalia Hernandez  
 Rachel Domask  
 Sarah & Leon Chen  
**Brent Murri**  
 Rosemary Belden  
 ∞ Michelle & Fred Barrera  
 Adam Lebovitz  
 Ali Geramian  
 Andrew Vu  
 Beth Sullivan  
 Casey Liakos  
 Eduardo Rafael Pablin  
 Matthew Arambul  
 NinetyEight  
 Patty Alvarado  
 Rachel Sobel Fobes  
 Rebecca Leeds  
 Ryan Frankel  
 Scout Brisson  
 Shamin Shukla  
 John Stocco  
 Liza Root  
**Therese Calvano**

William Backy  
 ∞ Joshua Mejia  
 Ana Kobayashi  
**Nora Vassileva**  
 ∞ Merilee Root  
 Emily Rokeach  
 Andy Rohm  
 Neil Root  
 Michael Djilani  
 Michelle Botchey  
 Chad Clough  
 Hannah Rosenblatt  
 Samantha Baumstark  
 Tabetha Nairn  
 Allegría Porterfield  
 Rima Reddy  
 Alisa Olinova  
 Ayikaile Davy  
 Bryant Lin  
 Courtney Hines  
 David Romo  
 Edwin Reed  
 Gamal Prather  
 Gia Lee  
 Jaclyn Sumang  
 Melanie Hanson  
 Patrick Londono

Ramsin Younan  
 Sara Gonzales  
 Scott Tiano  
 Tara Faber  
 Drew Burch  
 Jeffrey Jacobson  
 Amy Sheck  
 Antonio Kobayashi  
 Arbo Shah  
 Austin Harris  
 Christian Mecker  
 Jessie Acevedo  
 Joel Nellis  
 Julie Mejia  
 Kamal Al-Khatib  
 LaMarr Watkins  
 Lucy Trejo  
 Matt Vigil  
 Melissa Martin  
 Michelle Caraballo  
 Shannon  
 Robert Drummond  
 Roland Vandenberg  
 Tawni Souza  
**Whitney Gosden**  
 Yvonne Carrillo

∞ Catalyst Collective Founding Members

**Bolded signifies Returning Donors**



# Organizational & Educational PARTNERS

OLASTEO Experiences are possible because of our organizational family who focus on educating and empowering the youth. We appreciate your partnership and all that you do!



 WATCH



**Chaperone Insights—  
Senior Program  
Director, Student Life  
at College Track**

CHRIS LIM

READ MORE





# Operational & Creative

## PARTNERS

The OLASTEO engine is powered in part by a diverse team of exceptionally talented individuals. Your impact on our scholars and community is so meaningful. Thank you!

### Nicole Burgess

Volunteer Renaissance Woman

### Natalia Hernandez

Eva Mozes Kor Memorial Marketing & Communications Intern

### Kevin Patz

Videography & Photography

### Alisa Olinova Creative

Graphic Design, Illustration, & Creative Consulting

### Alex Brown - Forever The Family & Armos

OLASTEO Music Catalog Provider

### Eduardo Rafael Pablin & Gia Lee - NinetyEight

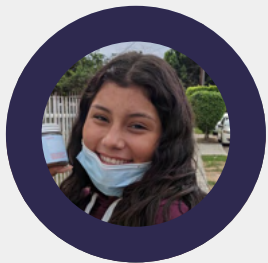
Creative Advertising Agency

### Marcus McCoy - Go Viral Marketing

Search Engine Optimization

### The Foundation Group

Bookkeeping Services




**“I want my opinion to count, I want my voice to be heard, and I want to be able to stand up against things I don’t agree with without being scared.”**

**AMSI ON EMPOWERING WOMEN, OLASTEO ALUMNA**

[READ MORE](#)





**“OLASTEO grounds me and has taught me that regardless of our differences, at the end of the day we are all human.”**

BRYAN, OLASTEO ALUMNUS

[READ MORE](#)



# Foodie

## PARTNERS

Our programming always involves connecting students to the world via food experiences (and consumption). Thank you to our food & beverage partners!



### DEUX

Vegan enhanced cookie dough with immunity vitamins, collagen, & protein.

### Cobblermania

A black-owned business that sells at different farmers markets throughout Los Angeles

## SPONSORS

### PathWater

A BIPOC-owned company that is helping the world break its addiction to single-use plastic bottles.

### Hawkins House of Burgers

Since 1939 in the heart of Watts, this family-owned institution serves up only fresh-never-frozen high quality burgers and much more.

### Hilltop Coffee + Kitchen

Founded to fill the noticeable gap in South LA of a dedicated space for coffee, community, creativity, and delicious food.

### East Los Sweets

A Latinx-owned, one gal operation working out of La Central Bakery (a family-owned business since 1984).

### La Monarca Bakery & Cafe

A Latinx-owned business that was created to bring the sweet flavor of Mexico™ to the U.S.

### Pipsnacks

Women-owned, BIPOC-owned, and family-run business.

### PBJ.LA

A company that makes everything it sells from scratch, using only plant-based and organic ingredients.

### Delicias Bakery & Some

A Latinx-owned, family-run panaderia in Highland Park, CA, since 1990.

### Alchemy Organica

A Latinx-owned restaurant, shop, and catering business that is 100% plant-based.

### Todo Verde

A business that provides healthy and delicious plant-based culturally relevant dishes to the East Los Angeles community and beyond.

### Vegan by Victoria's

A Latinx-owned bakery aiming to provide affordable vegan options to underserved communities.

## FEATURED



### SÜPRMARKT

A low cost, organic grocery, servicing low income communities in Los Angeles. Founder Olympia Auset wants to solve food disparities in the city's food deserts.

[Learn More](#)



### Tamales Elena Y Antojitos

Maria Elena Lorenzo, "Mama," has served up authentic Guerrero food from a food truck in Watts for 20 years and now has a restaurant with her daughters in Bell Gardens.

[Learn More](#)



# Board

## WHAT OLASTEIO MEANS TO ME



“OLASTEIO represents a larger network or movement of motivated young people looking to build knowledge and empathy, while broadening and deepening their perspectives within our interconnected world.”

AARON FRIEDMAN, CO-FOUNDER AND EXECUTIVE DIRECTOR



“OLASTEIO is a hopeful stanza in a poem or musical verse that has come to real life; one about exposing minds, expanding impact, and empowering students. And having a whole lot of fun along the way!”

GREG ROOT



“OLASTEIO is hope. We are enriching the lives of students today as an investment in hope for the future. Our scholars will be the catalysts and changemakers of tomorrow.”

CECI FRIEDMAN, CO-FOUNDER



“Being a part of the OLASTEIO journey has been inspiring. To see these young scholars participate in activities and absorb information, they will undoubtedly be changemakers in the future.”

JARECK HORTON



“OLASTEIO is exposure. As a teen, there was no money or opportunities to travel. I now can make sure young adults and teens get to experience different cultures and ideas through the immersion experiences OLASTEIO provides.”

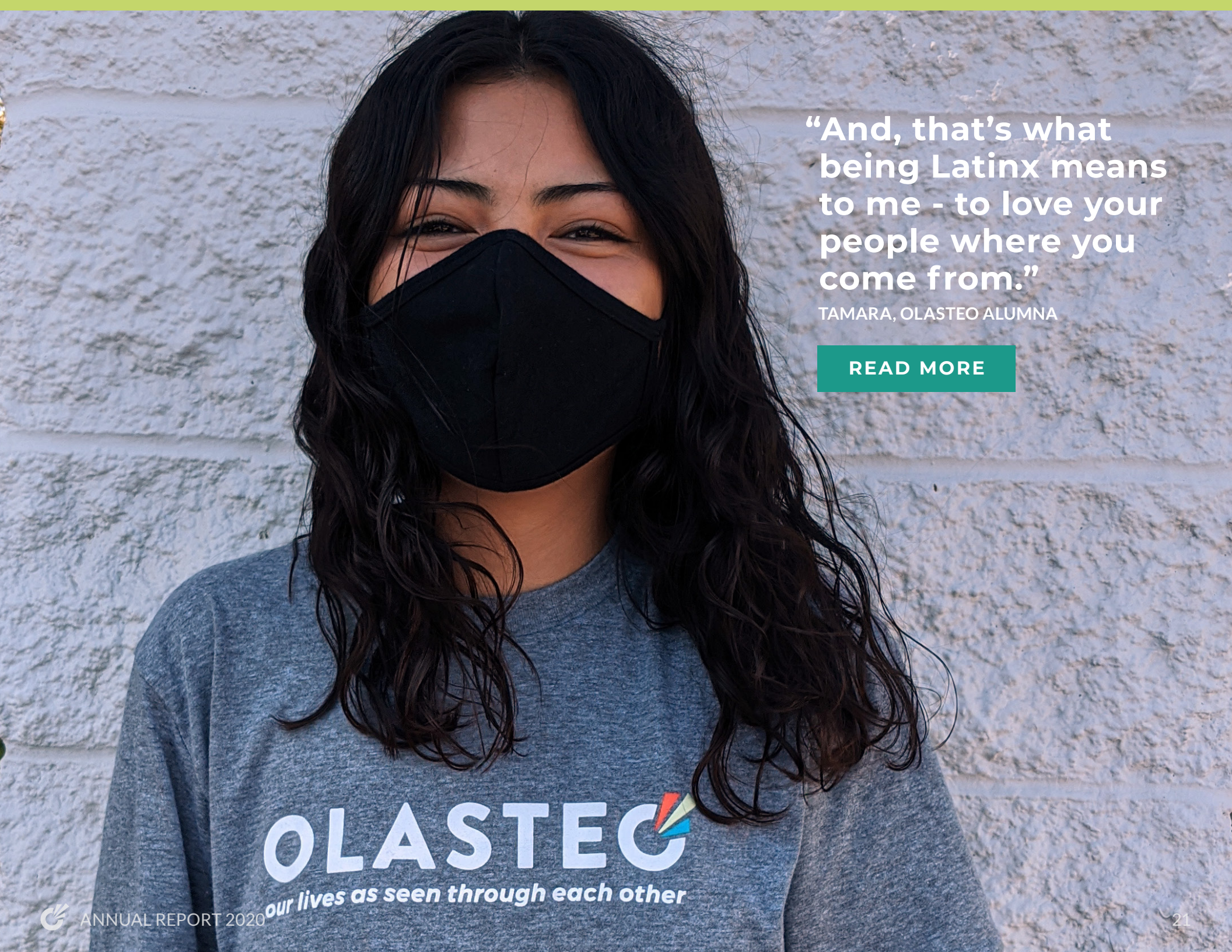
DAVE BUTLER, MD



“OLASTEIO is opportunity. We are giving students the opportunity to see the world through the eyes and hearts of others. With the change of perspective, students can choose to change their lives.”

JESSICA OLIVERAS





“And, that’s what  
being Latinx means  
to me - to love your  
people where you  
come from.”

TAMARA, OLASTEO ALUMNA

[READ MORE](#)

**OLASTEC**  
*our lives as seen through each other*





OLASTEC

FUTURE

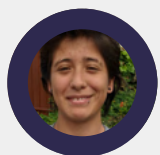


# Program Plans

2021



As OLASTEО moves forward into this new year, we are poised to expand upon the programming established in 2020. We have an exciting line-up of speaker series events planned throughout the year, allowing us to broaden our reach to and deepen our impact on both students and community members. Our virtual experiences will again be our primary student-only program, with multiple events scheduled throughout the year opened to scholars within and beyond Los Angeles. And finally, we're hopeful that it will be safe to gather in-person again later this year so we can get back to our excursions, but on the local-level in LA and Minneapolis.



**"My #1 hope and challenge in 2021 is continuing the process of becoming the best version of myself in my own eyes."**

**STEPHANIE, OLASTEО ALUMNA**

[READ MORE](#)

## x22 SPEAKER SERIES EVENTS

### THEMES

- Black History Month
- Womxn's History Month
- Genocide Awareness & Prevention Month
- Mental Health Awareness Month
- LGBTQ+ Pride Month
- Latinx Heritage Month
- Embracing Differences

## x3 VIRTUAL EXPERIENCE EVENTS

### Winter Virtual Experience

20 students

### Spring Virtual Experience

30 students

### Summer Virtual Experience

50 students

### EXPERIENCES INCLUDE

- 3-4 speakers
- 4 Speakers/Educational Workshops
- Lunch + Snack Packs
- Welcome Bag + Completion Appreciation Gift

## x2 LOCAL EXCURSIONS

### Local Los Angeles Excursion

### Local Minneapolis Excursion (New)

### EXCURSIONS INCLUDE

- College campus visits
- Cultural institution tours
- Influential guest speakers
- In-person foodie experience

## 2022 PROGRAM PLANS

Speaker Series + Local Excursions + Spring Civil Rights Excursion (Atlanta, Montgomery, Selma) + Summer D.C. Excursion



# Ways to Give

VISIT [OLASTEО.ORG](https://www.olasteo.org)



## Donate

Financial support is the foundation that enables OLASTEО to curate inclusive programs and experiential learning opportunities for students within South Los Angeles and beyond. We provide a wide range of payment options - Credit Card, ACH, Plaid, PayPal, Venmo, Apple Pay, Google Pay, BitPay (BTC), Overflow (Stock), Check, and Cash.



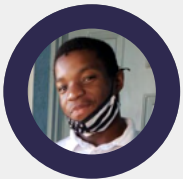
## In-Kind

OLASTEО is always looking to strengthen our partnerships in the community, while exposing our students to new opportunities, goods, services, and ideas. Existing partners help us with donating food, beverage, educational services, museum tickets, and more. If you are interested in partnering and providing an in-kind donation, please reach out!



## Corporate Sponsorship

Our sponsors provide major financial donations that allow us to scale OLASTEО programming and to broaden our impact. They share a desire to level the equity scale by helping create a more inclusive and connected world. Sponsors are instrumental in helping transform OLASTEО scholars into future leaders and changemakers for their families and communities.



**“I love how each of OLASTEО’s events are educational and fun to attend. I am excited to experience it all again with OLASTEО in the future.”**

**JERREMY, OLASTEО ALUMNUS**

[READ MORE](#)



# OLASTE<sup>C</sup>

**Contact Us**  
[Email info@olasteo.org](mailto:info@olasteo.org)  
[Founder Office Hours](#)



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