Atlas Network is a non-profit organization that aims to secure for all individuals the rights to economic and personal freedom through its global network of strategic partners. Our Center for Latin America is on the front-lines of empowering local voices in the region to confront government abuses and unleash individual ingenuity.
Together we can build an inclusive prosperity and a future of freedom in Latin America.
With the principles of liberalism and free and open societies under attack in Latin America, Atlas Network’s Center for Latin America (CLA) is forging a new “Freedom Movement 2.0” to re-energize and re-brand liberalism.

At the core of this 2.0 effort is a robust regional communications and outreach effort that leverages the existing strengths of Atlas Network (namely the Coach, Compete, Celebrate™ business strategy) and engages a dynamic network of more than 100 local partner organizations positioned to effect policy change in Latin America.

The Center has developed a methodical operating plan to align its daily, monthly, and quarterly activities with its ambitious long-term “North Star” goals:

1) To create significant movement toward a more positive perception of the ideas of liberty, as well as the culture and institutions that sustain them.

2) To be catalysts for substantive policy changes in the direction of human freedom and flourishing.

3) To foster bigger ambitions and greater cohesion among a growing community of high-performing strategic partners.

In just three years since its launch, the Center has developed a track record of success, seen increased partner engagement, gained critical media attention, and built a team of free-market superstars.

Given the opportunity-rich environment in front of us, we aim to double the current budget of the Center for Latin America from $2.5 million to $5 million by 2024.

We invite you to join other mission-aligned donors to become an integral part of the Center for Latin America and secure a front-row seat in the rebirth of authentic liberalism in Latin America.

Roberto Salinas León
Executive Director CEO
Atlas Network
Center for Latin America
THE CASE FOR FREEDOM MOVEMENT 2.0

The institutions of liberal democracy have been under attack in much of Latin America. To reverse these ideas and usher in a new era of opportunity in our hemisphere, we need energetic, bottom-up efforts to re-energize and re-brand liberalism. The organizations that make up the “freedom movement” in Latin America need to aim higher, be more strategic, and earn influence with the next generation of Latin American leaders.

Since the end of 2018, Atlas Network has been developing its Center for Latin America to be a catalyst to this momentous and much-needed change across the region. While staying true to our core principles, our Freedom Movement 2.0 plan is a forward-looking, optimistic strategy that is attractive to new audiences and highly engaging for partner organizations that are well-positioned to achieve policy wins and effect positive cultural change.

We draw inspiration from the compelling call-to-action expressed in The Economist’s Bello column of April 2020. The author asserted that, despite the devastation wrought by the pandemic and the rise of illiberal autocracies of all political stripes, “this should be Latin America’s liberalism hour.” It’s not a moment to sit on the sidelines. We are leaning into the challenge of ensuring that the post-pandemic “new normal” is a step forward for true liberalism.

Atlas Network’s Center for Latin America is ideally positioned to make these concepts, ideas, principles—the entire liberal mindset—go viral.

To help freedom flourish we must dispel four pernicious ideas that contribute to the lack of progress we see in the region. These are:

1) The region needs authoritarian “caudillos” to guarantee sovereignty and self-sufficiency to its citizens.
2) Equality under the law is an unattainable goal for Latin Americans.
3) The poor, in their quest for dignity and social mobility, are better served via socialism, and other variants of statism, than via classical liberalism.
4) The liberalism we champion is reducible to “neo-liberalism,” which is seen as an imported ideology that provides cover for cronyism.

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A PRAGMATIC STRATEGY FOR REAL IMPACT

By implementing a hemisphere-specific strategy focused on improving the climate of ideas, the Center for Latin America aims to see multiple Latin American countries become inspiring examples of successful pro-market policy reform.

This lofty vision is grounded in a pragmatic long-term strategy that builds on existing strengths of its 40-year-old host institution—e.g., its dynamic network of more than 100 independent partners in Latin America, and its Coach, Compete, Celebrate!™ strategic model—and adds a robust communications and outreach effort that is making our ideas go viral.

In this section, we describe our theory of social change, the intellectual underpinnings of our business strategy, and how we will benchmark progress over the next three years.

OUR THEORY OF SOCIAL CHANGE

Social mobility, economic growth, and other positive social indicators are highly correlated with economic freedom, as demonstrated in The Economic Freedom of the World Report.

Economic freedom, in turn, requires protection by legal institutions and public policies, which are themselves dependent on the actions of policymakers. The policymakers are apt to listen to the experts and opinion leaders who shape public consensus. Recent history shows that independent think tanks—steadfast in their commitment to liberal ideas, deeply engaged with their local communities—can play an outsized role in strengthening a public consensus around liberal ideas.

Indeed, Foreign Policy’s analytics team recently issued a study* that concluded: “While local think tanks are under tremendous pressure in some locations … they have managed to make positive impacts on governance, declining democratic norms and liberties, poverty, and economic openness…. In the face of democratic decline, diminishing living standards, and threats to economic prosperity and human rights, think tanks remain important actors in the policy ecosystem.”

Our theory of social change leverages local think tanks to move public opinion to favor freedom.

*INavigatingThroughTurbulence.com

“I do not believe that the solution to our problem is simply to elect the right people. The important thing is to establish a climate of opinion which will make it politically profitable for the wrong people to do the right thing. Unless it is politically profitable for the wrong people to do the right thing, the right people will not do the right thing either, or if they try, they will shortly be out of office.” —Milton Friedman
THE COACH, COMPETE, CELEBRATE!™
BUSINESS STRATEGY

Given the potential of local think tanks and civil society groups to influence the climate of ideas, the question arises: “how can you motivate these groups to innovate and create impact?”

Atlas Network’s Coach, Compete, Celebrate!™ strategy answers this question by drawing on insights from the field of social psychology. To simplify: people aspire to be seen positively among their peers. A think tank that perceives itself as the only game in town may act like the proverbial “big fish in a small pond.”

Atlas Network invites think tank leaders into a “bigger pond,” so they are aware of how much more they can (and must) accomplish to be a top player within this exciting community dedicated to freedom.

Research shows that innovations are adapted faster in a network when there are strong connections among the participants and when there is great transparency about what strategies are working. Our business strategy creates those connections and that transparency.

By bringing leaders together in competition, camaraderie, and celebration, Atlas Network has created a dynamic that continually pushes the boundaries of what it means to achieve big things for liberty.

COACH: The Atlas Network Academy is the world’s best professional development curriculum for those fostering freer societies. We teach what is working and foster peer-to-peer learning across our global network.

COMPETE: Atlas Network’s competitive grant and prize competitions fuel our partners’ projects to remove barriers to opportunity and increase appreciation for liberal institutions.

CELEBRATE!: Atlas Network’s media platforms and international events put a spotlight on the network’s greatest accomplishments, thereby stoking ambitions to receive worldwide attention for excellence in the promotion of liberty.
The Center for Latin America at Atlas Network is benchmarking our progress toward the North Star goals as noted in the Executive Summary by measuring:

**The growth and engagement levels of our partner network in Latin America:**
Between 2016 and 2020, Atlas Network added 24 partners to its Latin American network and had an engagement rate of 62%. By 2024, we will add another 30 partners and take the engagement rate to 90%.

**An Increasing Number of Policy Victories in the Region:** Atlas Network recorded a single policy win attributable to a partner in 2016, but in 2020 our partners achieved 16. By 2024, we will grow the pace of victories and their significance.

**Growing Media Reception and Social Media Presence for CLA:** We are working on benchmarking where we are today according to various methodologies. In the meantime, we have a proxy goal of dramatically increasing our earned media presence and Latin American social media score. The latter has increased by 52% per annum for the past five years; we expect efforts of the Center to accelerate the pace even further.

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**CORE ACTIVITIES OF THE CENTER FOR LATIN AMERICA**

We have a disciplined strategy for achieving our goals in a cost-effective manner. This section outlines the cadence of activities that keep the Center for Latin America on track to achieve its North Star goals. The activities consist of core Atlas Network programming within the Coach, Compete, Celebrate™ model.

**Annual Activities**
- Convene a multi-day conference—the Latin America Liberty Forum—to bring together and foster solidarity and collaboration among our bottom-up network.
- Convene our hallmark intellectual seminar, the Alamos Alliance, attended by some of the world’s most distinguished academics and policy leaders.
- Host a Think Tank CEO Summit of the Americas.
- Recognize a winner of our Latin America Liberty Award.
- Recognize one or more Latin America institutions within Atlas Network’s Smart Bets program, showcasing the most promising younger organizations in the global network.

**Semi-annual Activities**
- Conduct virtual meetings of our Advisory Council to invite feedback from stakeholders on strategic plans of the Center.
- Make decisions on Strategic Initiatives of the Center, representing new collaborative efforts to achieve our goals with our partners in ways that are unlikely to happen without an active role of Atlas Network.

**Quarterly Activities**
- Award grants among our 100+ independent partners. An effort that regularly puts $2 million in funding into 50 of those promising and timely projects from the region. This includes a special “human dignity grant” that was launched in 2020, and is fully funded until 2023.
- Engage in different Academy Trainings in Spanish and regularly help partners to set up new projects and identify rising stars in our movement.
- Produce a Center Health Report, which tracks performance in Media Impact, Grant Impact, and the Efficacy of our Strategic Initiatives.

**Monthly Activities**
- Convenes Hablando en Plata, a small but influential group of thought-leaders across the region to brainstorm approaches to current issues and challenges in the region.
- Makes decisions on where CLA-affiliated personnel will appear as invited speakers at relevant high-profile events.
STRATEGIC INITIATIVES AND PARTNERSHIPS OF THE CENTER FOR LATIN AMERICA

In addition to the Center’s core activities that take place within our Coach, Compete, Celebrate™ business strategy, we have launched strategic initiatives and partnerships to achieve our North Star goals. Some of these initiatives include:

01 INDEX OF BUREAUCRACY
This is a research tool that quantifies what is a persistent problem in much of Latin America: the grindingly slow and expensive layer of bureaucracy that hinders economic growth, breeds corruption, and pushes economic activity into the informal sector. The Index has been created by a consortium of research institutes in multiple countries, with our Center playing an organizing role and commissioning the work of lead researcher Venezuelan economist Sary Levy-Carciente.

02 MACRO VISTA REPORT
In partnership with Centro de Estudios de la Realidad Económica y Social in Uruguay, we are offering our partner network authoritative, constantly updated macro-economic data as a shared resource that each can syndicate for its own local audience. In a region whose history is plagued by macro-economic errors and now is tested by public debt challenges in the wake of COVID, this is an important resource for improving economic policy-making.

03 SAVING FREEDOM IN CHILE
As our senior fellow Axel Kaiser anticipated several years ago, Chile is at risk of losing its institutional foundations of economic freedom. Atlas Network has prioritized work with Chilean think tanks such as Fundación para el Progreso and Libertad y Desarrollo to undertake educational and media projects to caution the Chilean public about a hard left turn, and not to take for granted the gains in living standards that took place over four decades of economic freedom.

04 GLOBAL INDEX OF ECONOMIC MENTALITY
The best-known opinion poll in Latin America, Latino-barometro, tilts its questions to fit a preconceived anti-market narrative. To provide an alternative that better gauges public opinion in the countries of Latin America, the CLA has commissioned a new poll with results to be announced by November of 2022. This effort will set benchmarks to measure our progress in future years. It complements other empirical research we have commissioned on the region’s top social media influencers and will assess “economic mentality” by mining the World Values Survey. Our goal is to develop nuanced capabilities to detect shifts in public opinion that present opportunities to promote liberal reforms that advance human dignity.

05 SHAPING PUBLIC OPINION
Our biweekly podcast, launched early in 2021, has recently switched into a video format, with rising star Antonella Marty engaging in conversation with thought leaders from our partner organizations and other change agents within Latin America.

06 MIRADA SUR NEWSLETTER
Our weekly Axios-style newsletter is edited by renowned journalist Martin Aguirre, presenting our partners’ insights on the region’s hottest news topics. Join its growing audience of influencers by subscribing now at AtlasNetwork.org/mirada-sur.

07 HABLEMOS LIBERTAD PODCAST
Our biweekly podcast, launched early in 2021, has recently switched into a video format, with rising star Antonella Marty engaging in conversation with thought leaders from our partner organizations and other change agents within Latin America.

08 CÁTEDRA VARGAS LLOSA YOUNG JOURNALISM PRIZE
As the fruits of a partnership with the highly prestigious Cátedra Vargas Llosa, we award a monetary prize to the best piece of journalism by a person under the age of 35. Nobel Laureate Mario Vargas Llosa personally announced the inaugural winner of the prize in 2021, while the distinguished Cuban author Carlos Alberto Montaner chairs our prize committee.

09 LESSONS LEARNED FROM THE COVID-19 PANDEMIC
In 2022, the CLA will release a book that draws insights from our independent partners to learn about the successes and failures of countries in the region during the COVID-19 crisis. This research project will help chart a course to a freer “new normal” and will prepare allies of the free society for future emergencies.
A MESSAGE OF DIGNITY AND OPPORTUNITY

The final component of our Freedom Movement 2.0 plan is to employ a more intentional communications approach to broaden the appeal of liberalism.

The freedom movement’s old paradigm was to win academic debates to prove that liberalism brings economic efficiency. The new paradigm goes a step further to win hearts and minds to our cause. We share stories of human dignity and opportunity, showing how lives are transformed for the better when we put liberal ideas into practice.

Our target market for this communications strategy is political, intellectual, and business elites, who remain disproportionately influential in public debates, especially those in their 30s and 40s who will be increasingly influential in policy-making circles in the coming decade. We will not be neglecting younger audiences that dominate social media, but our targeted attention will be on elite opinion-makers who are especially attentive to international media and commentary by public intellectuals. We are positioned to have significant credibility for this audience and to bring new perspectives based on the bottom-up network that Atlas Network has cultivated over many years.

As we lean into new opportunities to effect positive change, we will continue to look for exciting strategic initiatives where our team can add extra value beyond our core work.

CHANGING NARRATIVE
FIVE ANCHOR THEMES

The Fight Against Unwieldy Bureaucracy
The pandemic has shown the ineffectiveness of government bureaucracy. This is a critical moment for showing how the level of bureaucracy can be reduced, through deregulation and digitization, and how this will bring more economic opportunity for everyday citizens, less corruption, and less reliance on black market activity to get ahead.

The Virtues of Entrepreneurship and Innovation
Latin America is one of the regions with the highest level of self-employment, but this does not translate more broadly into job creation. Our Center will identify and highlight the barriers to entrepreneurship and innovation in the region, as the young leaders of tomorrow are very attuned to this critical challenge.

Waging War Against Cronyism by Strengthening the Rule of Law
Cronyism is the primary enemy to sound institutions in Latin America, and its persistent conflation with capitalism has poisoned the public debate on many subjects. We will make it clear that liberalism means being pro-market, but not necessarily “pro-business.” By working to reform the weak legal and informal institutions in the region, our Center will lead the way in separating parasitic cronyism from the healthy and meritocratic habits of free competitive enterprise.

Championing Social Mobility
The best antidote to the inequality narrative is to shift the focus where it should be: on social mobility. Encouraging policies that create economic resiliency, flexibility, and opportunity for rising living standards is the best way to counter the zero-sum-game programs for wealth redistribution that are cynically offered as a remedy to income inequality.

Macroeconomic Stability
High rates of government spending in response to the pandemic, and the new fashion of “ultra-easy” money to spur growth, may bring back the macroeconomic instability that haunted the region in the 1980s and beyond. Our community can play a critical role in critiquing irresponsible government spending and lax monetary policy, so that the region does not fall back into a new “lost decade.”
AN ESTABLISHED RECORD OF SUCCESS

Since 2018, the Center for Latin America has built a track record of success in increasing partner capacity, investing grant funds in projects that have increased awareness of the policy directions required for greater prosperity, and gained significant traction around our communication themes in both traditional and social media platforms.

CAPABILITY BUILDING

In May we held our annual Lights, Camera, Liberty workshop in Atlanta, Georgia, and had seven Latin America partner staff from Asociación Civil Nosotros los Contribuyentes in Argentina, Center for the Study of Contemporary Open Societies in Uruguay, Centro de Estudios de la Realidad Económica y Social in Uruguay, and Eleutra en Honduras attend. Additionally, five Latin America partner staff from IDEAS Labs in Costa Rica and México Evalúa in Mexico participated in our virtual Lights, Camera, Liberty workshop.

As part of the Film Pitch Competition in our Lights, Camera, Liberty grant program, Asociación Civil Nosotros los Contribuyentes won a semi-finalist award, which includes an on-site training session with our partner Just Add Firewater and a US$5,000 grant. Asociación Civil Nosotros los Contribuyentes was one of five finalists who received end-to-end production support for their film with Just Add Firewater and a US$5,000 grant.

In August, we held our Executive Accelerator program (an intensive six-day program designed to equip think tank leaders with a comprehensive understanding of strategic planning, team management, and leadership). In 2021, we had three Latin America senior partner staff from Fundación Ciudadanía y Desarrollo in Ecuador and Centro de Estudios de la Realidad Económica y Social in Uruguay attend.

In December, we held our three-day Leader Lab program (which prepares young leaders for larger leadership roles) training in Miami, Florida. Five Latin America partner staff from Libertank in Colom- bia, Fundación Ciudadanía y Desarrollo in Ecuador, Students For Liberty in Uruguay, México Evalúa in Mexico, and Center for the Study of Contemporary Open Societies in Uruguay attended.

In addition to in-person programs, we continued to scale up our online course offerings for our Latin American partners. In 2021, we had 12 staff from 11 organizations in Argentina, Bolivia, Brazil, Colombia, Ecuador, Mexico, Peru, and Venezuela earn their Think Tank Foundations certification.

Along with our other online courses, in 2021 we were able to engage 97 individuals from Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, the Dominican Republic, Ecuador, El Salvador, Guatemala, Haiti, Honduras, Paraguay, Peru, Uruguay, and Venezuela.

IMPACTFUL INVESTING

Launched at the end of 2020, the Human Dignity grant opportunity was open exclusively to Latin American partners. The importance of this work on Human Dignity was vindicated during 2021 as Atlas Network received the largest single gift in its history from the John Templeton Foundation to expand globally the Hu- man Dignity Initiative. Since its launch, we have approved 23 grants in 14 countries across Latin America.

The following is a sample of key grant projects from 2021:

A) Federalismo y Libertad (Argentina) launched its “Where’s Cuba going? Castro- chavism’s influence in the Region” initiative. As a part of this project, Federalismo y Libertad hosted a half-day event in Miami, Florida. In December, the event was attended by politicians, artists, journalists, and survivors of the regime who had the opportunity to discuss a variety of topics such as the Cuban economy, the impact of digitalization, the San Isidro Movement, the July 11 protests, and the Archipelago project. Federalismo y Libertad believe that this initiative will improve understanding of the current conditions in Cuba and the ways in which it directly impairs human freedoms. In addition to the event, Federalismo y Libertad is launching 10 brief videos between December and March that showcase many of the highlights from the event.

B) Libertad y Progreso (Argentina) actively contributes to change in Argentina by pro- moting public policies that enhance freedom and encourage citizen participation in the public debate around the role of government in society. In pursuit of this mission, Libertad y Progreso launched its “Freedom is Female” project. Late last year, Libertad y Progreso began conducting field research and conducted interviews with more than 300 women to better understand the most pressing issues facing women in Argentina right now. Based on those findings, Libertad y Progreso is developing three public policy solutions that will address some of these issues from a free-market perspective. Additionally, their team is meeting with female activists and business leaders in order to reach more women who may not be familiar with the freedom movement.

C) Fundación Plensa (Chile) launched its “Liberty and the New Constitution” project. This project promotes and defends liberty through a radio program, assemblies with local commu- nities, and a social media campaign. Since its launch in October, the radio program which promotes the ideas of liberty and what is at risk with the new constitution, has reached more than 180,000 people. So far, the radio has discussed topics like the impact of social networks on the decisions of the Constitutional Convention, the role of pluralism, the freedoms of religion and education, and how they all fit in the new constitution as it is being developed.

D) Fundación para la Libertad Económica (Honduras) delivered one of the region’s most impactful policy reforms. They worked alongside several lawmakers, drafting and dissem- inating speeches and informative briefs that helped introduce a bill that would make it easier for elderly taxpayers to obtain an income tax benefit recognized to them by the law. As a result of Fundación para la Libertad Económica’s work, the bill was signed into law and now elderly citizens in Honduras can enjoy their income tax benefits immediately when they turn 65 years old. Fundación para la Libertad Económica launched a corresponding publicity campaign to highlight the changes brought about by this new legislation and the ways that it will improve the lives of Honduran citizens.

E) México Evalúa (Mexico) worked to publicize the dangers posed by the government’s pro- posed to merge energy, telecom, and competition regulators into a single government institution. Under this proposal, the Federal Telecommunications Institute, the Federal Commission for Electric- ity, the Federal Commission for Gas, and the Energy Regulatory Commission would have all been merged into the National Institute of Markets and Competition for Well-being. This proposed institute would serve as a state-run monopoly and compromise the autonomy of those sectors’ regulators. In addition to a media campaign that included the publication of several articles and various public appear- ances in local and national outlets, México Evalúa formed alliances with several stakeholders to advise government officials and the public against approving the proposed. Due in part to Mexico- ico Evalúa’s massive efforts in this initiative, the proposal for the National Institute of Markets and Competition for Well-being was withdrawn.
FIGHTING AGAINST UNWIELDY BUREAUCRACY

In addition to grants to our partners, in 2021 the Center helped launch one of the most impactful projects of the year: the Index of Bureaucracy in Latin America, an index that quantifies the amount of bureaucracy in Latin America and how many barriers hinder people in the region from earning a living. This was a joint collaboration with six think tank partners across the region and in Spain.

The project was led by CEDICE Libertad in Venezuela and their advisor, Sary Levy-Caricente. She and Roberto Salinas León were the main facilitators of the project. The other five partners were Fundación Libertad (Argentina), Instituto Liberal (Brazil), Instituto de Ciencia Política Herrán Echavarría Olózaga (Colombia), México Evalúa (Mexico), and Fundación Civismo (Spain).

We conducted an online launch event for the index on November 9. The streamed event was viewed live by more than 1,800 individuals and the Index was mentioned in 19 different articles in various media outlets across the region, including some of the most prestigious outlets in Latin America such as La Nación in Argentina, and in the United States by El Nuevo Herald, which is one of the most impactful mainstream newspapers for Hispanic news in the country and is well regarded in the region.

SHAPING NARRATIVES

The Center’s core team is making messages of liberty go viral.

Center senior fellow Axel Kaiser was identified among the top three Latin American economic influencers with the third greatest global reach via social media, while publishing substantive articles and papers recently in The Washington Post, Quillete, Independent Review, Cato Journal, and the Wall Street Journal.

In addition to multiple media appearances, social media presence (more than 2 million hits in 2021) and publication work (Capitalism: Antidote to Poverty), Antonella Marty serves as the host of the Center’s highly successful Hablemos Libertad podcast. This podcast features interviews with the likes of Yotuel, Luis Fortuno, Oscar Ortiz, Yesenia Alvarez, Alvaro Vargas Llosa, Gloria Alvarez, Deirdre McCloskey, Johan Norberg, Dita Charanzova (the vice president of the European Parliament), and many others. In less than two years, episodes of the Hablemos Libertad podcast have been downloaded more than 140,000 times, without paid promotion, with downloads on every continent in the world.

Antonella has also been producing a series of videos with Foundation for Economic Education which has had a large reach on social media, earning more than a million views on many of the videos. So far, she has been involved with 35 videos on different topics, explaining in a brief and simple way important concepts of economics (the “invisible hand”; Montaigne’s dogma; I, Pencil) and also stories of countries (North Korea, Argentina, Cuba, Venezuela, Ireland, New Zealand, etc).

Our conferences and dinners have featured renowned thought leaders and change makers. The first edition of our Center for Latin America Annual Dinner featured Ricardo López-Murphy, former minister of finance and presidential candidate of Argentina, as well as the world-renowned public intellectual Carlos Alberto Montaner.

At the prestigious Alamos Alliance, Roberto Salinas León annually brings together great thought leaders of our era, such as Sebastian Edwards, Carmen Reinhart, Anne Kruger, Phil Gramm, and Francis Fukuyama. Our most recent Latin America Liberty Forum featured two presidents, Guillermo Lasso of Ecuador and Luis Lacalle Pou of Uruguay.

We have also aided the most courageous and impactful advocates for liberty in the region, including members of the San Isidro Movement in Cuba and the producer behind the “Patria y Vida” Cuban rap song, a key inspiration of the July 11 protests that have revived hope in “libertad” for Cuba.
A TEAM OF TRUSTWORTHY INFLUENCERS

ROBERTO SALINAS LEÓN is the executive director of the Center for Latin America, who also presides as president of the Mexico Business Forum and president of the Alamos Alliance. He is a regular television commentator in TV Azteca and occasionally appears on CNN, CNN Latinamérica, CNCB, and the BBC. Roberto has published more than 2,000 editorials in English and in Spanish on public policy topics for The Wall Street Journal, The Journal of Commerce, Investor’s Business Daily, Barrons, and others.

GONZALO SCHWARZ is the general manager of the Center for Latin America, as well as the founding CEO of the Archbridge Institute, where he has coordinated the efforts of Nobel Prize-winning economists to improve appreciation of the institutions that enable social mobility.

ANTONELLA MARTY is a senior fellow of the Center for Latin America, and associate director of Influencer Relations at Atlas Network. She hosts the Center’s “Hablemos Libertad” podcast, and is frequently in the media (CNN, Globovisión, Fox News, and El Español) discussing themes from her four books, including her latest, El Manual Liberal.

AXEL KAISER is a senior fellow of the Center for Latin America and regular columnist for the newspapers Financiero and El Mercurio. He is the author of several best-selling books, including The Tyranny of Equality, and the co-founder of the Chilean think tank Fundación para el Progreso. He is director of the FA Hayek Chair at the Adolfo Ibáñez University in Santiago, Chile.

JUAN JOSÉ DABOUB, PHD, is the distinguished senior fellow of the Center for Latin America, having previously served as managing director of the World Bank (2006-2010) and El Salvador’s minister of finance (1999-2004). He is the chairman and CEO of The Daboub Partnership, an initiative of ARCIS, LLC and the founding CEO of the Global Adaptation Institute.

MARTÍN AGUIRRE is the editor of the Center for Latin America’s “smart brevity” newsletter, Mirada Sur, as well as editor-in-chief of Uruguay’s top newspaper, El País. He oversees the editorial content and opinion section of the newspaper. He also teaches a journalism course at Montevideo University.
The Center for Latin America is not endowed and does not accept government funding. It relies entirely on voluntary contributions for its $2.5 million annual budget, which we have a goal of doubling to $5 million over the next three years. To meet our goals, we are seeking investments in our work from individuals, private foundations, and corporations.

A key part of this process includes building a Leadership Council of individual philanthropists who want to foster a future of freedom in the region.

To qualify as a member of the Leadership Council, you must contribute $20,000 annually and participate in semi-annual council meetings where you will provide input on the direction and strategy of the CLA.

Additionally, Leadership Council members receive:
- Public recognition and priority seating at the Atlas Network Latin America Liberty Forum
- Complimentary copies of all CLA publications and products
- Two tickets to Liberty Forum & Freedom Dinner
- Guest pass to participate in the Alamos Alliance Annual Meeting
- All additional perks available to regular Center Sponsors

In addition to the Leadership Council, the CLA also seeks to build a broader group of CLA Sponsors. CLA Sponsors are individuals, private foundations, or corporations who contribute at least $5,000 annually. CLA Sponsors will:
- Receive our quarterly Center Health Report to track our progress toward North Star goals
- Receive our weekly Mirada Sur electronic newsletter
- Be invited to exclusive CLA webinars (e.g., featuring the winner of our annual Latin America Liberty Award)

To learn more about Leadership Council, CLA Sponsorship, or to make a contribution, please contact Chad Goote at chad.goote@atlasnetwork.org.
“Educate your children, educate yourself, in the love for the freedom of others, for only in this way will your own freedom not be a gratuitous gift from fate. You will be aware of its worth and will have the courage to defend it.”

—Joaquim Nabuco
Brazilian Abolitionist