

“New Hope”

IN VIRTUAL REALITY

How to watch the film:



1. Turn on your Oculus headset and navigate to the home screen.



2. Open the “Explore” page on the Oculus home screen.



3. Search for “Voyre” then select the Voyre app.



4. Select “App Lab” in the top left corner of the Voyre app icon and download the Voyre app.



5. Open the Voyre app and New Hope is one of the first films displayed. You can also find it under the “Empathy” tab.



6. You can either stream or download the film. Downloading the film directly to your headset will provide the highest quality video and audio experience.

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IN VIRTUAL REALITY

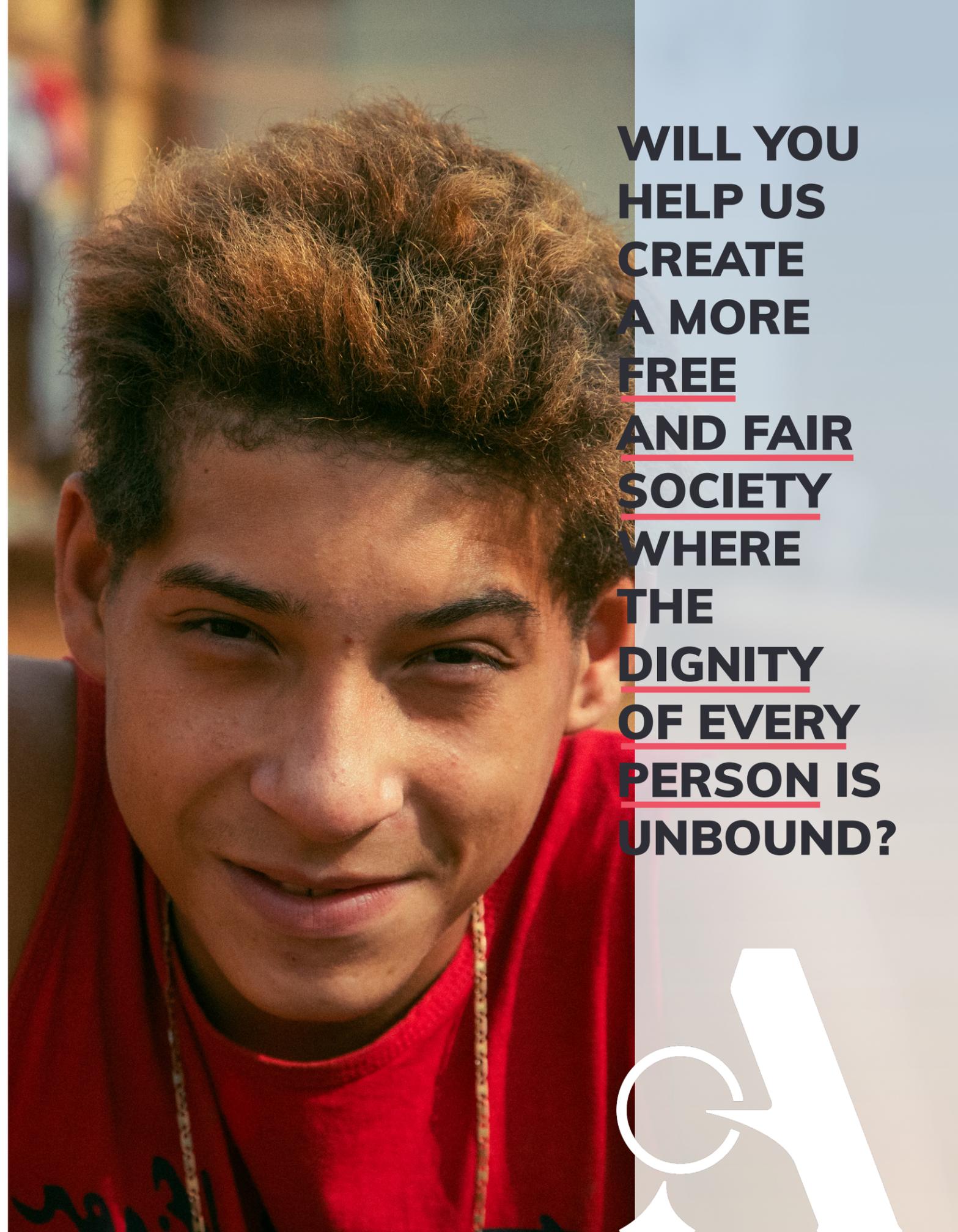
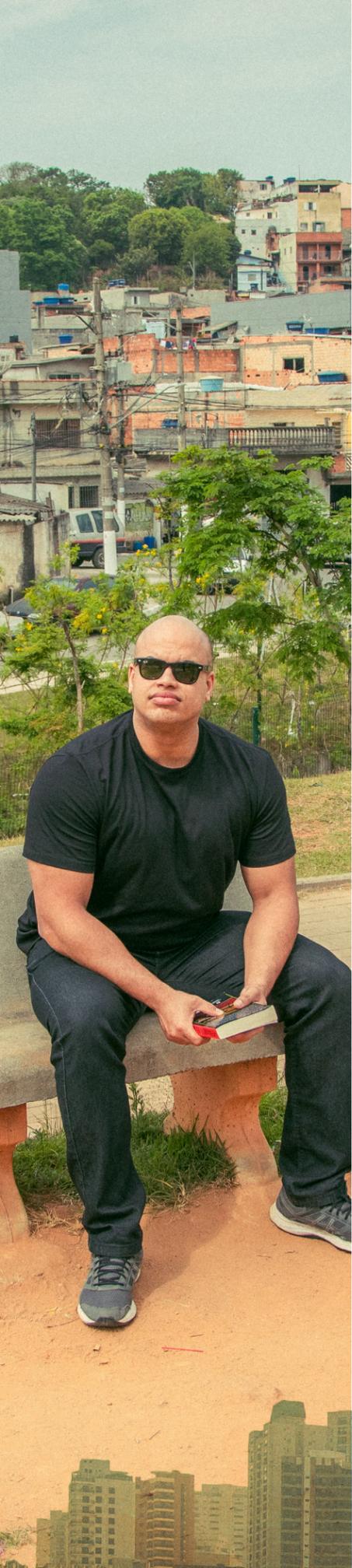
Atlas Network is a nonprofit organization that aims to secure the rights to economic and personal freedom for all individuals through grant funding to its global network of over 500 strategic partners. We are excited to highlight one of our grantees, Students For Liberty Brazil, that is working to empower Brazil's poorest communities. They want to give residents of favelas a voice in the legal system, advocate for their property rights, and help them enter the formal marketplace so they are no longer invisible.

In this virtual reality film, you will be immersed in the New Hope community, where Nycollas Liberato, executive director of SFL Brazil, meets Kuka, a fiercely strong woman who moved to New Hope 10 months after losing her home to a flood, as well as Leticia and her son, Samuel, an entrepreneurial family living nearby. Leticia and Samuel make traditional Brazilian sweets called brigadeiros, and everyday, Samuel sells these candies on the streets of São Paulo. On a good day, Samuel might make 100 Brazilian reals (US\$20).

Brazilians like Leticia, Samuel, and Kuka come to places like New Hope favela for many reasons. Some come from the countryside in search of better work, others are escaping abusive living conditions, and many are starting over after losing everything. Because favelas exist on government-owned land, the state can destroy their home or seize their goods at any time, forcing them to rebuild their lives over and over again. This happens every day in Brazil. It is the norm, not the exception.

Together, through our partner SFL Brazil, we're determined to increase access to property rights for people like Kuka. We want to empower entrepreneurs like Leticia and Samuel who are the spark for creative entrepreneurship, for evolution from the bottom up. They deserve the same chance at a good life as any other Brazilian.

**WILL YOU
HELP US
CREATE
A MORE
FREE
AND FAIR
SOCIETY
WHERE
THE
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OF EVERY
PERSON IS
UNBOUND?**



Dear Friend,

Being an entrepreneur of any kind in Brazil is no easy task. I grew up seeing my dad struggle to grow our small family business in an overregulated environment that incentivizes corruption and informality. The values of freedom I carry today, however, did not come directly from my father—although his struggles did reinforce them later on.

Different than most, I was lucky enough to pursue my education in the United States. In 2014, I began attending Utah State University (USU), where I learned about the critical importance of liberty, property rights, limited government, and the rule of law. Coincidentally, many people in my home country were

ATLAS NETWORK WORKED DIRECTLY TO CHANGE HEARTS AND MINDS IN THE REGION.

experiencing the same growth as I was, thanks in no small part to Atlas Network and its partners.

Let me share some of the seemingly small events that made a big difference in the trajectory of my country. In 2004, Diogo Costa participated in seminars organized by Dr. Tom G. Palmer on the nature of liberty. In 2007, Diogo interned for Cato Institute, where he worked with Tom to launch *Ordem Livre*, a Portuguese-language website to advance our cause in Brazil. In 2009, the project was transferred to Atlas Network, and Magno Karl and Elisa Martins Bishop, former Atlas Network interns, contributed to the expansion of the project.

Diogo and Magno went back to Brazil to face a disorganized, scattered, and ineffective liberty movement. The former liberty movement that led Brazil to move from dictatorship to democracy nearly passed away in 1999 with the late Donald Stewart, Jr., who had translated the works of Ludwig von Mises and founded the Instituto Liberal and other organizations. Brazil's liberty movement had taken steps backward in the decade after Stewart's death.

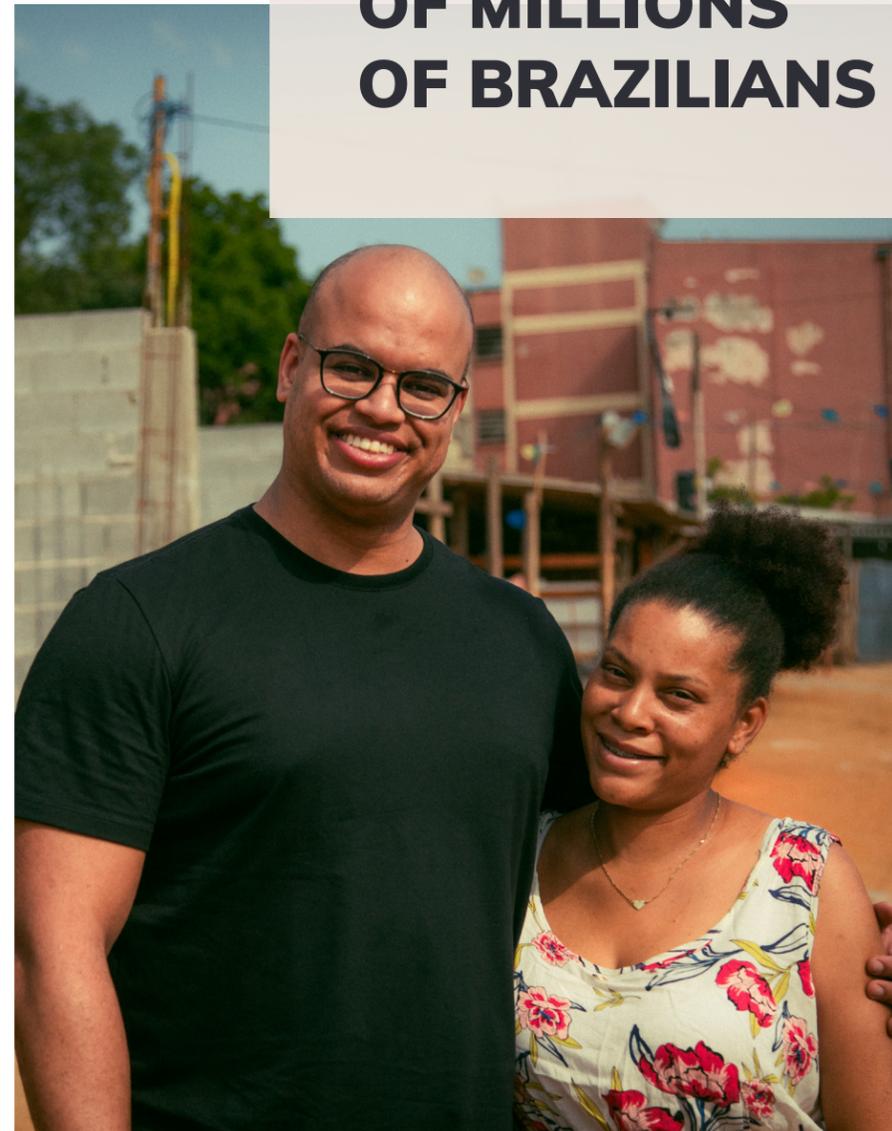
Diogo and Magno were not discouraged; they were determined to revive the Brazilian

liberty movement. Diogo is now president of ENAP, Brazil's National School of Public Administration, and Magno is *Livre's* executive director. Elisa also played a role in putting the nation back on the road to freedom, although from afar. As Atlas Network's institute relations director from 2016 to 2018, Elisa provided the *Ordem Livre* program with enormous energy and strategic advice, and she cultivated a growing number of Atlas Network partners in Brazil with training and support.

Atlas Network worked directly to change hearts and minds in the region. In 2008, the Atlas Network team took freedom to every corner of the country through the *Liberdade na Estrada* (Freedom on the Road) tours, which brought one-day conferences on liberty to colleges and schools all across the nation. Debates were held with socialist professors and politicians. Books were distributed. Tens of thousands of students actively



“**ONLY FREE MARKETS HOLD THE KEY TO UNLOCKING THE POTENTIAL OF MILLIONS OF BRAZILIANS**”

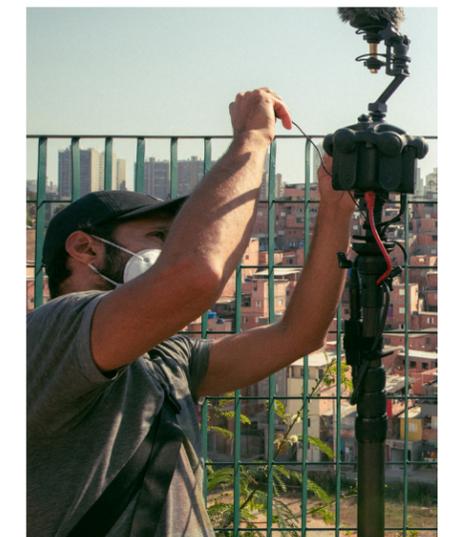


participated in debating the future of their country. Similar activities continued to take place throughout the years. From there, the liberty movement expanded beautifully.

Atlas Network's important role in shifting opinion in my native country was unknown to me when I began my academic work at USU in 2014. But I soon saw millions of Brazilians protesting on the streets against corruption and statism, waving signs that urged “More Mises, Less Marx.” The broad public rightly saw that Petrobras, the state oil company as the center of a gigantic kickback scheme, ought to be privatized so it would no longer be used as a tool of the politically connected.

What ignited this chain reaction of events to bring pro-liberty views into the debate about the future of Brazil? Now, from my vantage point within the Atlas Network Institute Relations team, I see how Atlas Network sparked so much of what has been positive for my native country. I expect this influence to endure and grow over time.

The leaders cultivated first by Atlas Network, and then by our partners, are now in the Brazilian Congress, in the state legislatures, and in key





I HAVE MADE THE DREAM OF A FREE AND PROSPEROUS BRAZIL MY LIFE'S PROJECT.

positions in government ministries. They are changing the country. They are replacing harmful arbitrary government interventions with predictable rules; power and compulsion with freedom; and bankruptcy with fiscal honesty, probity, and sustainability.

As my father can attest, it is now much easier to be an entrepreneur than it was in the early 2000s. Still, we know that the progress that has been made could be reversed. The dangers of statism and collectivism are still alive. This is why it is critical that we continue to work—in Brazil and beyond—for human dignity and freedom and for the institutions that sustain free societies. Like Diogo, Magno, Nycollas, Elisa, and other native Brazilians in our ranks, I have made the dream of a

free and prosperous Brazil my life's project. I have high hopes, thanks to Atlas Network's global network of 500+ partner organizations, 15 of which are based in Brazil. I especially appreciate how Atlas Network and partners like SFL Brazil are confronting the false narrative that only socialists care for the poor. The opposite is true! Only free markets hold the key to unlocking the potential of millions of Brazilians in particular and Latin Americans in general. The VR experience we have created, titled "New Hope," takes you inside the communities that we know could prosper if Brazil's poor had better protections for their legal and economic rights.

My goal is to report back to you at some point in the future on how these communities, and all of Brazil,

have been transformed in a positive way by our successes in promoting liberty, limited government, property rights, and rule of law. It may take 10 or 20 years, as solving big challenges cannot be done overnight. But it is possible to create a better future. It depends on us, working together, on behalf of principles that work. I hope you will join our cause by supporting Atlas Network and by sharing the virtual reality experience with a friend today.

Best wishes,



Hane Crevelari,
Atlas Network
Institute Relation Manager

Together we can unleash **individual ingenuity** to enrich humanity.



Our Model

Our unique **Coach, Compete, Celebrate™** strategy inspires Atlas Network partners to improve performance, redefine excellence, and achieve extraordinary outcomes in advancing the cause of liberty.



COACH

We provide **world-class seminars, workshops, mentoring**, and other learning opportunities that inspire professionalism and create a sense of **community** among our independent partners.



COMPETE

We inspire our independent partners to **compete for grants and prizes** by becoming more impactful, cost-effective, and innovative.



CELEBRATE

We foster togetherness and teamwork and fuel our partners' ambitions by **celebrating wins** and broadcasting their accomplishments.

If you enjoyed this project, visit our website, **AtlasNetwork.org**, to learn more about our partners around the world.

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