

Roxana Colorado

Executive Director



Roxana Colorado created Dare2B because she is passionate about strengthening her community. Although Dare2B was inspired by Roxana, none of the accomplishments would have been feasible without the support of her childhood friends and network that has committed to developing and executing initiatives since day one.

Roxana brings 15 years of project and operations management experience working for fortune 500 companies in New York City and international companies in South America. Roxana's career includes serving as the Chair President of the Corporate Social Responsibility department for a top financial services firm where she successfully increased the employee volunteer participation rate by 33% and significantly enhanced existing programs. Roxana's professional experience coupled with her international education and diversified philanthropic accomplishments have equipped her with the knowledge required to develop effective and efficient best practices to significantly impact those we aim to serve.

Five (5) things you should know about Dare2B

1. Dare2B initiatives have been in existence since 2009. Until June 2015, Dare2B was not an official business or non-profit. Roxana Colorado originally established Dare2B as an "informal" volunteer platform in 2009 through which she volunteered to expand her philanthropic efforts. This included helping individuals, businesses and non-profits enhance or create memorable events for underprivileged children.
2. Through the years Dare2B expanded from hosting memorable holiday events to establishing innovative life and academic enrichment programs. Due to the increased demand for the services provided by Roxana under the Dare2B umbrella, Dare2B Inc. was created as an official non-profit thanks to the pro bono services offered by the law firm **Kirkland & Ellis LLP**.
3. All past tax deductions for Dare2B sponsors have been provided by non-profit alliances, such as **St. John's Bread and Life**, **Kips Bay Boys and Girls Club**, and the **Kids in Need Foundation** upon request.
4. Until acquiring donated office space on February 2015, Roxana single-handedly orchestrated all Dare2B initiatives while juggling a full-time career in New York City and South America. Each program and event was successfully executed thanks to hundreds of volunteers, advocates and sponsors that believed in the same cause.

5. Dare2B sponsors, volunteers, donors, advocates and non-profit partners have impacted the lives of over 2000 children living in shelters or devastated by a catastrophe (earthquake in Chile and Sandy Hurricane in New York City) through an array of initiatives led by Roxana since the creation of Dare2B. [Contact us](#) to receive our full stats report.