



LOLA 2023 ANNUAL REPORT







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A Note From LOLA's President

NENA WHITFIELD

I want to sincerely thank all of LOLA's supporters, partners, Chapter leaders, members, and staff for the exceptional year we have had. In 2023, LOLA experienced growth at a greater rate than ever before with the launch of 34 Social Chapters in cities across the globe and hosting three Regional Leadership Retreats. Even in regions hostile to libertarian ideas, such as Latin America, Asia, and Europe, LOLA continues to thrive. It is truly inspiring to see so many women willing to stand up and fight for the ideas of liberty, even at great personal risk.

Our 2023 Leadership Trainings took place in our fastest growing regions including Poland, Washington, D.C., and Brazil. Top leaders were trained on political activism, media training, chapter engagement, and many other topics, all centered around classical liberal ideology.

LOLA Chapters have been highly engaged in their communities this year, organizing and participating in numerous events to promote LOLA and spread the ideas of liberty. Each event aimed to foster a community of women actively engaged in our ideas and to train leaders to effectively communicate the principles of liberty to new audiences. They have achieved this through various innovative approaches, such as helping disadvantaged women in India, supporting children living in poverty in Guatemala, hosting free market seminars and discussions throughout Latin America, along with many other initiatives.

Due to high demand for LOLA this year, we have made several useful changes. This includes assigning a Regional Leader to each of our six regions. These Regional Leaders are focusing on the specific needs of their region and providing the tailored support to Chapter leaders and members. This ensures that they receive on-the-ground help from a leader who is familiar with the social, economic, and political climate of each region. Furthermore, we have expanded our communications and Chapter Programs teams to enhance our digital efforts and provide leaders with the necessary support to continue promoting libertarian ideas.

Looking ahead to 2024, LOLA has exciting new projects launching. These projects aim to connect new audiences to our ideas and train leaders, advocates, and activists to become more effective ambassadors of liberty.

Once again, we extend our heartfelt gratitude to everyone who played a role in our 2023 journey. As the demand for LOLA grows, we are confident that with your continued support, 2024 will be another record year for LOLA.

Yours in liberty .

Nena Whitfield

President

LOLA
LIBERTARIAN ORGANIZATION

2023 IN NUMBERS

123 CHAPTERS



41 COUNTRIES



454 NEW MEMBERS



196 EVENTS



EDUCATE AND EMPOWER FEMALE LEADERS

LOLA provides a range of opportunities to train and equip women with the skills and training to spread the freedom philosophy.

187 Published Articles
32 Media Appearances
32 Interviews



SOCIAL MEDIA ANALYSIS

3.5 MILLION IMPRESSIONS

3,441% INCREASE

35,800 TOTAL FOLLOWERS

20% INCREASE

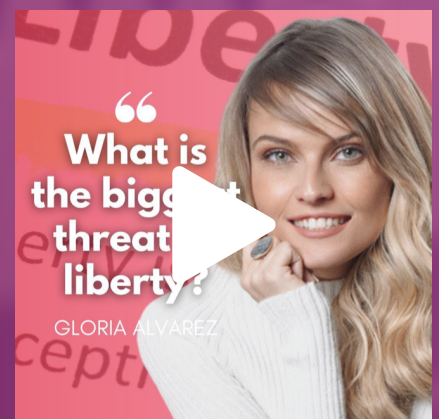
LOLA's social media significantly expanded this year, with fresh daily social media content on several social media platforms. LOLA's social media is actively promoting the work of the LOLA global community and highlighting the voices of ladies of liberty around the world.



17,000 LIKES



11,000 LIKES



4,000 LIKES

WHY DOES LOLA EXIST?



We believe that libertarians have a lot of work to do when it comes to effectively communicating our ideas to the general public. Often, our ideas are being taught at an academic or economic level failing to present our ideas in a relatable or empathetic manner. Research shows that libertarian women tend to be more empathetic than libertarian men, and with more voices of empathy teaching our philosophy, we are then able to reach new audiences. That is why empathy and compassion are key to promoting the message of liberty effectively. **If we want a more free prosperous world, we first need more female leaders promoting our ideas.**

MISSION AND VALUES



Mission

Our mission is to educate and empower female leaders in the liberty movement.



Vision

Our vision is a society where libertarian ideas are compelling and credible over socialist ideas leading to a freer, more prosperous, and peaceful world.



LOLAS THREE PROGRAMS



1) LOLA Chapter Program

LOLA Social Chapters are ladies only social groups located in cities throughout the globe where like-minded women can come together to share their passion for libertarian ideas, establish a strong community through relationship building, and advance their skills as leaders, activists, and advocates of liberty. LOLA welcomes women from various life stages, from students to retirees, as we build a community of women actively engaged in libertarian ideas. Events range from free market workshops, policy discussions, self-defense classes, happy hours, and many more.



2) LOLA Leadership Training

We provide leaders with the leadership and knowledge they need to reach new audiences through our Regional Leadership Retreats. Previous training topics include political activism, writing op-eds, on-camera media training, personal branding, public speaking, chapter outreach and engagement and more. LOLA provides skills-based training to help women reach their personal and professional goals and become the best ambassadors of liberty able to reach new audiences.



3) LOLA Speakers Bureau

LOLA provides an invaluable tool to media producers, event organizers, and LOLA Chapter Leaders by offering a searchable database of over 100 female leaders dedicated to the ideas of liberty, available to speak throughout the globe on a variety of topics.



LOLA CHAPTER PROGRAM

LOLA currently has 123 chapters around the globe, divided into 6 regions.



Global Breakdown:

- Africa - 14 Chapters
- Asia - 13 Chapters
- Brazil - 28 Chapters
- Latin America - 30 Chapters
- Europe - 8 Chapters
- North America - 30 Chapters

LOLA LOLA SOCIAL CHAPTERS

LADIES OF LIBERTY ALLIANCE



AROUND THE GLOBE

LOLA SOCIAL CHAPTERS

LOLA PORTUGUESA, VENEZUELA

RULE OF LAW AND FREE MARKET FOR VENEZUELA

In a country experiencing economic collapse, LOLA's have come together to teach how free market capitalism, rather than socialism, is a woman's best friend.



LOLA SOUTH FLORIDA, FL

TASTE OF FREEDOM

The LOLA South Florida launched this year! The chapter works to build the voice, community, and power of libertarian women to combat popular socialist narratives.



LOLA KATHMANDU, NEPAL

LIBERTY WORKSHOP IN LUMBINI PROVINCE, AUGUST 2023.

LOLA Nepal uses the ideas of liberty and free markets on how to best connect women to business and entrepreneurial sectors, areas where women are underrepresented.



AROUND THE GLOBE

LOLA SOCIAL CHAPTERS (CONT.)

LOLA HARARE, ZIMBABWE

FREE MARKET EDUCATION

LOLA Zimbabwe provides its members with education on free markets and limited government, the keys to a prosperous economy.



LOLA WARSAW, POLAND

CANNABIS LIBERATION

LOLA Poland's participated in the Cannabis Liberation March, as they built awareness of the relevance of ending the drug war from the pro-liberty standpoint.



LOLA LIMA, PERU

LIBERADAS: EL ROL DE LA MUJER EN EL PERÚ DE HOY

LOLA Peru provided a free market based training on how Peruvian business women are key to maintaining the country's economic stability in recent years of political crises.



LOLA MINAS GERAIS, BRAZIL

EDUCATING WOMEN ON LOLAS MISSION

LOLA Minas Gerais reached new audiences through their regional workshop centered around the promotion of LOLA and the importance of libertarian ideas in today's society. The workshop hosted great lectures, and plenty of networking.



THE LOLA LEADERSHIP TRAINING PROGRAM



LOLA is bringing our annual leadership training event to new countries! Previously exclusive to Washington, D.C., our renowned leadership retreat is now reaching new horizons. As LOLA continues to flourish in cities worldwide, we have proudly introduced leadership retreats in our fastest-growing regions, such as Europe, Brazil, Africa, and Latin America.

This year's Leadership Trainings were designed to provide leaders, activists, and advocates of liberty with the skills they need to reach new audiences. Attendees learned from top leaders in the liberty movement on a variety of topics including political activism, media training, chapter engagement, and more, with a heavy dose of classical liberal ideology. This year's trainings featured speakers from our friends at the Leadership Institute, America's Future, Objective Standard Institute, LOLA leaders and staff, and more.

Leaders are provided an extraordinary opportunity to network, connect, and build their leadership skills with other women dedicated to spreading the ideas of liberty and a free society.

2023 LEADERSHIP RETREATS

LOLA WASHINGTON, D.C. LEADERSHIP RETREAT OCTOBER 2023

LOLA's annual flagship event hosted top leaders, advocates, and activist from across the globe where attendees were provided extensive media, outreach, and communications training, while being fully immersed in the LOLA community.



LOLA POLAND RETREAT MAY 2023

In response to the rapid growth of LOLA Europe this year, the first European Leadership Retreat was held in Falenty, Poland. Participants were educated on how to defend the ideas of classical liberalism in everyday discussions, and learned liberty-minded perspectives on feminism, entrepreneurship, assertiveness, media training skills and more.



2023 LEADERSHIP RETREATS

(CONT.)

LOLA BRAZIL LEADERSHIP RETREAT

DECEMBER 2023

As the fastest growing Chapter in Latin America, LOLA Brazil hosted the Brazil Leadership Retreat exclusively for its leaders entirely in Portuguese. The retreat included political and activist training, how to talk to the media, networking, and other trainings designed to train leaders on how to reach new audiences with the ideas of liberty throughout Brazil.



LOLA LATIN AMERICA LEADERSHIP RETREAT

OCTOBER 2022

In Medellín, Colombia, LOLA hosted its first Latin America Leadership Retreat, training top leaders in classical liberal ideology entirely in Spanish. With a focus on spreading the philosophy of freedom, the event trained 32 women, fostering leadership, ideological discussions, and networking to advance classical liberal principles in the region.



LOLA SPEAKERS BUREAU



The Ladies of Liberty Alliance Speakers Bureau consists of over 100 female leaders across the globe who are dedicated to the ideas of liberty and experts on a range of topics such as Civil Liberties, Economics, Education, Foreign Policy, Philosophy, Public Policy & Law, Women's Issues, Feminism and more.

FEATURED SPEAKERS



MELISSA BALOCCA

Lawyer and Entrepreneur



MARTHA BUENO

Co-host, Advocate and Politician



ANA RIZO

Lawyer and Founder of LOLA Canada

LOLA AT CONFERENCES



LOLA AT LEVELUP

JUNE - PHOENIX, ARIZONA

Over 20 LOLA Leaders came from around the world to attend The Objective Standard Institute's LevelUp Conference where LOLA provided same day media training and community building.



LOLA AT LPFCON

APRIL - ORLANDO, FLORIDA

LOLA's Director of Operations, Holly Jean Soto, spoke at The Libertarian Party Florida's Conference on how to get new women into libertarian ideas and promote strategies to reach new women.



LOLA AT FREEDOMFEST

JULY - MEMPHIS, TENNESSEE

LOLA Leaders came from around the globe to promote LOLA at FreedomFest. LOLA Speakers Bureau members including Gloria Alvarez, Martha Bueno, Melissa Balacco, Izabela Patriota and more spoke at a total of seven events at FreedomFest. LOLA filmed several interviews with prominent figures in the liberty movement.



LOLA AT CONFERENCES (CONT.)

LOLA AT LIBERTYFORUM

NOVEMBER - NEW YORK, NY

Eight leaders from seven countries attended The Atlas Network's Liberty Forum and Freedom Dinner. LOLA's round table discussion hosted by Izabela Patriota addressed the challenges women face in leadership roles in the liberty movement and free market solutions.



LOLA AT LIBERTY INTERNATIONAL

AUGUST - MADRID, SPAIN

LOLA leaders across Europe came together to promote LOLA at the Liberty International's World Conference where they spoke with attendees and provided community building for interested members.



LOLA AT LIBERTYCON BRAZIL

JUNE - BRAZIL

LOLA Leaders from across Brazil came together to promote LOLA at the Students For Liberty LibertyCon, Brazil event where they created alliances in the country and gained new members.



LOLA STAFF



Nena Whitfield
President of LOLA



Holly Jean Soto
Director of Operations



Izabela Patriota
Director of Development



Jess Gill
Communications &
Social Media Manager



Anne Dias
Chapter Programs Lead



**Alejandra
Moreno Giraldo**
Chapter Operations
Coordinator



Estela Martinez
Social Media Strategist



Jennifer Monroe
Email Marketing
Specialist



Lyba Fatima
Assistant to the Director
of Operations

BOARD OF ADVISORS



Antonella Marty



Deirdre McCloskey



Grover Norquist



Gloria Álvarez



Magatte Wade



Nick Gillespie

WHATS NEXT FOR LOLA?



The New LOLA Activism Fellowship

LOLA is expanding its training program by training top activists in the liberty movement. Launching in 2024!



New Regional Leadership Trainings

As LOLA continues to reach new women worldwide, we are proudly introducing leadership retreats in new countries. More news soon!

New LOLA Europe Retreat Coming in 2024



New LOLA South Asia Retreat Coming in 2025



New LOLA Africa Retreat Coming in 2025



LOLA TESTIMONIALS



Melissa Balocca

LOLA LOS ANGELES, CA

LOLA is important in the U.S. because Liberty must be won anew in each and every generation. Unfortunately, liberty is often taken for granted and it is so important to be reminded that we can't take our eye off the ball or it can be taken away.

I was inspired by our first LOLA Los Angeles meeting and to realize so many women were already liberty-minded without actually knowing that their values aligned with libertarianism. It gave me hope for the future to know that with more information and opportunities women are actually ready to fight to protect liberty.

LOLA has impacted the way I run my practice as a corporate lawyer. I now feel empowered to incorporate the values of freedom, individualism, and independence into all my systems and in the counsel I provide to business clients.



Memuna Rabiou

LOLA GHANA, AFRICA

LOLA has motivated me a lot not to give up, seeing that I am not alone and that there are more brilliant women who are interested in the cultural battle for freedom, because they love progress and development of both themselves and their communities. That makes me admire LOLA, the members of LOLA, and therefore be proud to belong to such an extraordinary community.

LOLA has pushed me a lot to continue with the different activities where the ideas of freedom are promoted. They let me know that even though we are far away, they are with me and that at some point when we are together, everything is possible and everything is possible. LOLA has been for me a space where I feel at home.

LOLA TESTIMONIALS



Barbara Olaya LOLA OAXACA, MEXICO

LOLA's contribution in my personal and professional life has been amazing. The ability to speak in public as a woman and socialize with different people to accept their views even if it contradicts with mine. This has extended to even help me in my career as an entrepreneur and a working woman to be able to engage with more clients. Being bold and assertive needs some level of consistent practice and through the years I have worked with LOLA it has really groomed me towards that direction. I speak for women and stand up for myself even in my professional career, which is a very good impact in my life.



Marianne March LOLA WASHINGTON, D.C.

It is an unfortunate truth that liberty is always in need of defense--and a poor defense is worse than a great attack. In the U.S., it's as important as ever for women to study the political, economic, and moral consequences of illiberalism. Womens' voices are crucial for mounting a strong defense of liberty but, too often, they are drowned out. Some never discover the logical and moral arguments for liberty. And some exit the political arena when confronted with misogyny. LOLA creates the space for women who are liberty-curious or already working in the liberty movement to find fellowship, support, and friendship among like-minded women.



Pema Rubio LOLA MADRID, SPAIN

LOLA's presence in Spain holds immense significance due to its role in representing the diverse and unique perspectives of women. In our country, there exists a noticeable lack of diversity within local liberal organizations. This deficiency urgently calls for a platform where the voices of young women, who might not align with the ideas being imposed by the Ministry of Equality, can be heard and valued. LOLA provides the essential space for fostering dialogue, understanding, and empowerment among women who champion libertarian ideals. It seeks to bridge the gap and offer activities that contribute to a more comprehensive and holistic approach to liberalism. Our mission is to create a harmonious blend of perspectives, breaking away from the constraints of conventional thought.



Educate and empower women in the liberty movement





Spreading the ideas of individual liberty and a free society







LOLA

LADIES OF LIBERTY ALLIANCE

