

Annual Report 2024



InstitutoBeja®



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Letter from the Founder

We are living through a time of profound generational transition that is not only human but also planetary. The daily news about conflicts consumes and affects us. We already know that despite the many steps taken, we still need to do our homework on issues such as racial justice, the path of no return in technological advances, the weakening of democracy and the urgent need for climate adaptation for our mere survival. Even so, we have been slow to change course and, I would venture to say, often even passive.

The formula is not complex: what is in place no longer works; we are not achieving our goals and inequality is only growing. The oft-cited polycrisis is sweeping over us and demands that we use our polycapital. But more than that, it demands that our polycapital be available to the collective.

I have insisted on talking about the collectivization of our individuality as philanthropists in order to more rapidly promote the goal we so desperately want; a fairer society and a more dignified collective life. This requires collaboration.

In these three years of the Beja Institute's lifetime, we have matured. This has only happened because we have experimented. We were born with the spirit of *stricto sensu* collaboration, which means actively participating, cooperating, building together with our peers and other stakeholders. And it was only in 2024 that we were able to glimpse this much-anticipated path of co-construction, achieving an even greater goal, with global partnerships in favor of the Global South.

I understand, however, that we are only at the beginning and we need strengthening. To co-create, you need to let go. And detachment is only possible with love. If philanthropy means love for humanity - and I would add love for the planet too - by updating our needs and this term to the present moment, I want this to be my legacy in life. And may the **Beja Institute** always inspire the ecosystem to let go, take risks and innovate in the service of society.

We are also in the era of new longevity and are being challenged to reinvent ourselves for the sake of ourselves, and what affects us individually is also what forms the collective. That's why our individual desires must never take precedence over our social mission.

This report is fresh out of the oven because we cooperated. And that's music to our ears. I hope you receive it with an open mind and heart. This report can and should be interpreted as an invitation to change the direction of our deliveries together, with an integrated and consolidated vision of our territorial and global context.

All of our peers can participate in our Labs and in the Center for Exponential Change (CMe), explained individually throughout this document, in a wide variety of ways. The Casa Beja in Rio and São Paulo also have their doors open to each of these collaborative experiences.

With gratitude,
Cristiane Sultani



Context

In this annual report, we invite you to explore the **Beja Institute's** actions in 2024. This document synthesizes the research, interactions, discoveries and collective reflections over these three years that inspired us on a daily basis to challenge outdated models in order to practice a philanthropy that we like to call “oxygenated”.

In 2024, **Beja** dedicated itself to deeply understanding the precepts and processes that revitalize the soil on which the philanthropy sector is founded and reinvents itself. The year was marked by the need for agility and objectivity in our adaptability and actions in the face of the demands of social responsibility. We implemented the evolution of the Theory of Change, revised in 2023, taking on the risks and challenges necessary to reshape our practices in an environment where curiosity, empathy, transparency and responsibility remain fundamental values of our governance.

True to its mission of rethinking paradigms in philanthropy, **Beja** has continued to promote meetings, dialogues and researches, using increasingly more sophisticated tools to prototype new visions and practices. This commitment to innovation has led to significant advances in the way the **Institute** builds knowledge and influence in the sector. In this context of evolution and growth, one of the major transformations was



the adoption of a new, more participative and plural governance model, replacing the figure of a vertical Executive Director with a horizontal Executive Committee. In this case, the Committee was formed by professionals from different professional fields, both internal and external. This group is committed to tackling systemic challenges, reinforcing the values of innovation and collaboration that define the **Beja Institute**, together with the President of our Administrative Council, who also has a seat.

The continuous strategic update process has been driven by the founder's own ability to articulate joint actions, expanding the reach and influence of the initiatives supported. As a result, many processes have been catalyzed and impacts potentialized, accelerating systemic changes and strengthening a relevant agenda of social innovation.

In addition to this structural change, another fundamental advance was the deepening of the polycapital approach of the entire Executive Committee and of the team itself. Made up of different forms of capital - financial, social, intellectual, business and political - polycapital can be leveraged through the use of empathy and listening, which are two of **Beja's** other vital values, to strengthen the sustainability and

autonomy of the initiatives supported. Deeply understanding the demands of our partners is one of our main funding mechanisms, which allows us to apply these varied resources in the best possible way.

Based on these experiences and learnings, **Beja** structured its work around three interconnected pillars, which operate in synergy, allowing the knowledge generated, the links made and the practical experiences to feed back into each other. This integrated approach strengthened our continuous learning and deepened the impact of our actions, further consolidating the **Institute's** work.

Institutional development has also been reflected in the establishment of new partnerships and the expansion of our connections with the Global South, based on trust, commitment and collaboration. This network strengthens long-lasting initiatives, promoting a continuous cycle of experience-sharing, which is essential for sustaining **Beja's** growth and relevance in the philanthropic landscape.

As a reflection of this evolution, our manifesto, now consolidated and displayed at the entry to **Casa Beja** in São Paulo (SP), expresses the **Institute's** objectives and invites us to reimagine philanthropy, promoting the changes we want to see in

the world, starting with ourselves. In step with this reimagining, we developed a new visual identity, which symbolizes the engagement of civil society, the private sector and the government, as well as the desire for constant and dynamic movement, attentive to transformations in the social field.

Beja's new configuration has demonstrated the natural evolution of a young organization that is already recognized for its ability to drive significant transformations. With only three years of existence, **Beja** is recognized for its position as an articulator and catalyst for change, deepening dialogues and strategic partnerships with players in the philanthropic ecosystem.

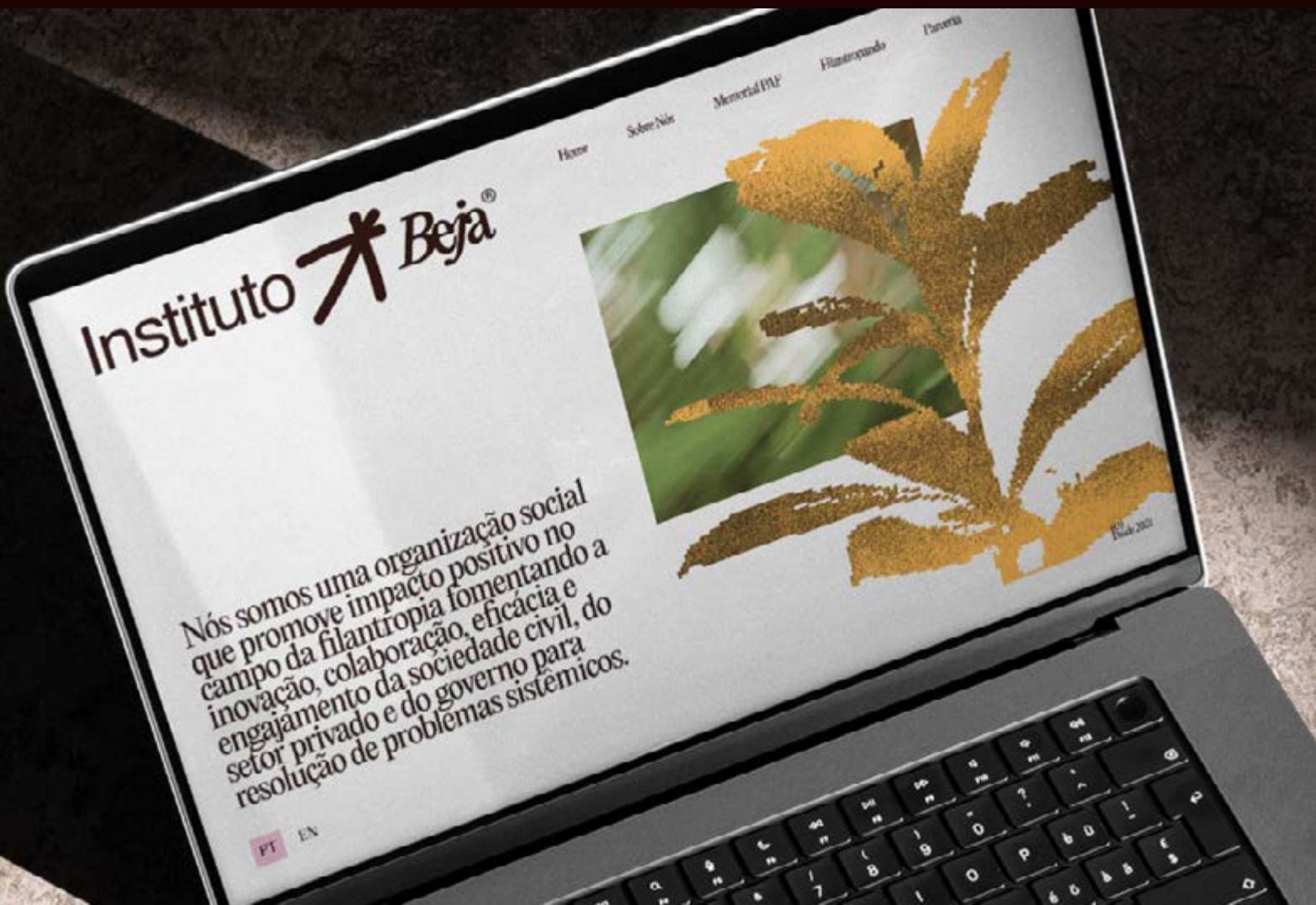
What remains unchanged is the core purpose that gave rise to **Beja**: to contribute to a fairer and more equitable society through the strategic and efficient use of philanthropic resources, always aiming for a multiplicative effect. This commitment continues to guide our every step, now bolstered by a more robust structure and an even clearer vision of how to generate systemic impact.

We invite you to explore this fertile soil, full of renewed ideas and strategies. We hope this report will inspire you to new heights.

Rebranding

Rebranding the **Beja Institute** was more than just a creative challenge - it was a journey to rethink the way we present ourselves to the world. Led by the **AKQA** agency, this process aimed to create a visual and narrative space that would not only inspire, but also call to action - articulating possibilities, connecting people and provoking real change.

Guided by its mission to promote impact in the field of philanthropy, the **Beja Institute** acts as a living, fluid, comprehensive and diverse organism that stimulates and promotes an environment for connections and transformations. Our essence lies in the plurality of voices that constitute us and in the relationships we cultivate. The challenge was to maintain this abundance, while creating clear, objective communication capable of reflecting our strength and authenticity.



Relatório Anual/2024

www.institutobeja.org

(O) Desde 2021

Disponível

Beja®

A interseção entre sociedade civil, do setor privado e do governo.

www.institutobeja.org

(O) Desde 2021

Nós somos uma organização social que promove impacto positivo no campo da filantropia fomentando a inovação, colaboração, eficácia e engajamento da sociedade civil, do setor privado e do governo para resolução de problemas sistêmicos.



Instituto Beja®

www.institutobeja.org

(O) Desde 2021

Rebranding

The key word in this rebranding was “**oxygenate**”. Our focus was on revitalizing the brand, exploring creative ways to tell who we are and what makes us unique. In a collaborative process, which involved dialogues with our team, partners and the communities that are part of **Beja**, we listened to stories, explored symbolism and translated ideas into a visual and verbal identity aligned with our purpose.

The heart of this work is summed up in our manifesto: to articulate new possibilities for philanthropy, oxygenating mediums, spaces and relationships. It is with this vision that we translate **Beja** into words and actions, always driven by the desire to foster and assist profound social transformation. We believe that changing the world requires active listening, the exchange of knowledge, innovation and the ability to tie up loose ends, always with collaboration at the heart of each process.

More than just a new visual representation, the rebranding reaffirms who we are and what we believe in. Our new logo symbolizes movement, intersection and connection, illustrating the **Institute's** essence as an articulator of collaborative philanthropy. **It's the same Beja, now more mature, with a new language to transform the future that has already begun.**

Beja Manifest

To change the world, you need will.
Resources. Questions.
And someone to put it all together.
But go further: listen. Exchange.
Evolve. Innovate.
Bring a different kind of air into
the system.
Help it breathe.
Don't let it conform.
See beyond the status quo.
Have the freedom and security to
bring a new point of view.
Don't be tied down.
And tie up loose ends.
Bring together those who want to
do it, those who have resources,

those who have criticisms and
oxygenate everything so that the
joint solution can flourish.
Let it be the agent of renewal.
Let's all learn from nature: nothing
grows without O₂.
Life needs air.
And philanthropy needs fresh air.
That's why Beja was born: to
articulate new possibilities
for philanthropy, oxygenating
processes, spaces and
relationships.

Beja. Oxygenating philanthropy
since 2021.

MISSION

To promote positive impact in the field of philanthropy by fostering innovation, collaboration, effectiveness and engaging civil society, the private sector and government to solve systemic issues.

VISION

To become a reference in the philanthropy ecosystem, recognized for conducting, inspiring and catalyzing innovative, collaborative and effective philanthropy to unlock empowering leverages, bringing real impact to systemic problems.

VALUES

Respect, listening, empathy, belonging, receptiveness, resilience, responsibility, dreams, affection, curiosity and innovation, acting on all these fronts, intersected with personal protagonism, through the development of self-awareness and self-confidence.

Casa Beja

We are happy to present **Casa Beja**, the new home of our values. First opened in November 2024, in the city of São Paulo (SP), **Casa Beja** goes far beyond a simple office, just like our headquarters in Rio de Janeiro (RJ), it is a living environment where ideas meet, partnerships flourish and systemic solutions take shape. It is here that we seek to connect individuals and communities, sow the seeds of philanthropy and inspire collective actions that build a more supportive and sustainable future.

It is with great honor that we have incubated the Brazil hub of the **Center for Exponential Change (CMe)**, reaffirming our commitment to

innovation and social impact. This space is a point of convergence between civil society, the private sector and government, joining forces to create collaborations that drive solutions and transform social realities in an effective and inclusive way.

Casa Beja symbolizes **movement, relationships** and **articulation** - reflecting the essence of our logo, which illustrates the constant dynamic between pillars and the search for balance in human relationships.

Welcome to **Casa Beja!**





Instituto Beja®



Evolution of the Theory of Change

To make our proposal to influence the field of philanthropy more tangible, we have focused our efforts on a few priority areas, with a view to generating innovations and maximizing impacts. By defining the focus areas, we reaffirm the **Institute's** calling and highlight the permeability of these agendas as a powerful stimulus to shift the *status quo*.

As our process of evolution unfolds, we want to make this permeability stimulating, visible and applicable, so that priority areas can demonstrate their potential for transformation, without the need for dispute or mediation.

“Philanthropic capital is risk capital. Beja takes big risks for the sake of learning. Because without experimentation there is no innovation.” — CRISTIANE SULTANI, Founder and President

The complete overview of our Theory of Change study has been summarized here and can be found in more detail in the previous report:

ANNUAL REPORT — 2023 

Strategic Pillars

Our three strategic pillars - **Advocacy**, **Knowledge** and **Laboratories** - are the driving forces behind our actions throughout 2024. They have acted as lenses for studies, practices and experiments, underpinning **Beja's** reflections on ways of doing things differently. Without restricting approaches, these pillars condense instruments for our action and innovation exercises.

RACIAL AND SOCIAL JUSTICE



KNOWLEDGE

Area for study, training and discussions on Philanthropy

Promoting knowledge, training and new thinking is an essential way of understanding the panorama of information and research, both on a national and international level. This includes systematizing existing data and funding new studies needed by the ecosystem. In addition, fostering debates among the sector's leaders, facilitating the conceptualization of new projects and partnerships with entities and institutions both in Brazil and abroad to create philanthropic journeys.

- Development and financing of studies and research
- Organization and management of information
- Promoting debates and knowledge exchange
- Learning

ADVOCACY

Advocacy and stakeholder engagement for systemic change in philanthropy

Our advocacy strategy seeks to drive systemic changes in philanthropy by mobilizing and articulating different actors in the ecosystem. To this end, we combine support and coordination of advocacy initiatives with strategic actions to engage civil society. In addition, we promote spaces for exchange and collaboration that strengthen joint action, encouraging the construction of collective solutions to the sector's structural challenges.

- Support and coordination of advocacy actions
- Articulation of actors in the ecosystem for joint action
- Events and actions to engage stakeholders and civil society

BEJA LABS / LABORATORIES

Incubator of scalable, replicable and measurable philanthropic and impact projects

The aim of this pillar, dedicated to joint experimentation, is to develop and support philanthropic projects with multiple actors and their different polycapitals, aimed at promoting profound and relevant transformations in Brazil. This approach is made possible by support for impact measurement, the systematization of practices that make it possible to replicate successful initiatives and the incorporation of new technologies to expand the scale of actions. The experiences and lessons learned from these laboratories should also contribute to discussions and research related to the knowledge pillar, as well as providing subsidy for requests from the advocacy pillar.

- Environment for collaboration and learning
- Accelerate, measure and scale models
- Test hypothesis and develop prototypes and methodologies
- Design transformation pathways
- Prototype new social technologies
- Offer of solutions to receive funding and multiply

Interaction Ecosystem

Through collaboration and the co-construction of strategies, we cultivate spaces for active dialog, encouraging attentive listening and mutual support. These spaces are strengthened by the exchange of knowledge, resources and innovative practices for the sector. Interaction in this ecosystem keeps us aware of our associative capacities, which are fundamental to our relationships.

CAPITAL PROVIDERS

- National and international philanthropists
- Potential philanthropists
- Investors and business people
- Foundations, institutes and capital providing organizations

INTERMEDIATES AND STRATEGIC PARTNERS

- Philanthropy associations and networks
- Sector articulators
- Influencers and media
- Public power

SOCIAL ORGANIZATIONS

- Civil society organizations
- Social entrepreneurs and innovators
- Impactful businesses
- Grassroots social organizations

Centre for Exponential Change (CMe)

In 2024, we inaugurated the **Centro para Mudanças Exponenciais (CMe)**, the Brazil co-creation with the **Centre for Exponential Change (C4EC)**. C4EC is a global network of support that rekindles the imagination of and enables System Orchestrators who catalyze positive exponential change towards building a better society. We co-founded **C4EC** with **Nilekani Philanthropies** (India), **New Profit** (USA), **Skoll Foundation** (Global), **Waverley Street Foundation** (Global) and **Yellowwoods** (South Africa).

For Brazil, **CMe** acts as an ecosystem builder, connecting civil society, the private sector and government to promote systemic transformations in our country's unique context. **CMe**'s approach highlights the importance of collective action and the strategic use of digital technologies, which, when designed with care for safety and inclusion, can enable the tackling of today's challenges with speed, at scale, sustainably.

CMe has a multi-sectoral committee of ambassadors, comprising **Jessica Silva**, **Cristiano Franco**, **Luca Cavalcanti**, **Saulo Barreto**, **Sheila Pires**, **Silvana Bahia**, **Thiago Rached**, **Cristiane Sultani**, **Sanjay Purohit** and **Célia Cruz**.

WHAT CMe DID IN 2024:

- Formalised a global partnership with **Centre For Exponential Change (C4EC)**;
- Built and launched **Centro para Mudanças Exponenciais (CMe)** São Paulo in November;
- Held deep discussions with funders and experts during **Filantropando** and later at **CMe**;
- Engaged with System Orchestrators in Brazil to select the initial journeys through **CMe**;
- Selected the first set of System Orchestrators and initiated their journey of exponential change.

CMe is envisioned as an ecosystem where funders, thinkers, experts and mentors come together to support **System Orchestrators** who are on a journey to create change at scale.

They connect dots between actors across civil society, government and the private sector, align incentives towards a new paradigm and build networks leveraging leading-edge technologies.

Endeavours to create change at scale are complex – they extend over a long period of time and System Orchestrators need to anticipate and overcome a series of hurdles along the way. CMe offers System Orchestrators the right support at the right time.

Towards this, CMe will:

- Curate open practical knowledge to share ideas, experiences, methods, practices, and tools that answer the why, what, and how of exponential change;
- Facilitate deep design and prototyping of new digital technologies and discover different ways to induce exponential change;
- Orchestrate unrestricted grants by various funders to redesign their approach, and prototype new ideas and their implementation;
- Amplify capability and confidence of change leaders from Brazil with those from Global South by curating safe spaces for them and nurturing their capabilities and self-efficacy;
- Curate an experienced mentors network from Brazil and across other Global South countries for pragmatic insights on complex challenges at the right time.

OUR STRATEGY

Create impact societal scale



Enable exponential change with
System Orchestrators using Societal Thinking



Network of Support

Funders | Technology Experts
Collaborators | Mentors | Academia

VISION FOR CMe (2025-2030)

ENABLING INNOVATIVE NEW PARADIGMS

System Orchestrators, our Journey Partners, reimagine and shape a new paradigm – an innovative way of thinking and doing that enables impact at scale. This includes envisioning an alternative future, challenging prevailing mindsets, and innovating ideas that shift the understanding, responsibilities and actions of key actors.

IGNITING RAPID COLLECTIVE ACTION

We need all hands on deck to enable exponential change. Different actors share their expertise and resources, as well as, ensure communities are integrated as active participants in change-making. This unlocks coordinated and sustained action towards shared goals.

TECHNOLOGY FOR INCLUSION AT SCALE

Brazil has become a benchmark in the Global South for ethical and responsible use of technology, especially AI, to drive transformation. This has been made possible by setting robust standards and policies that guide actors to make informed decisions that ensure no community faces unintended consequences.

SHARING GLOBAL SOUTH IDEAS, WORLDWIDE

There is an abundance of knowledge and wisdom in the Global South – both indigenous and emerging – especially around responding to exponential challenges with exponential change. It has been curated and amplified across the world so that it can be used and built upon, by many societies, as relevant, in their respective contexts.

ORCHESTRATING THE ECOSYSTEM FOR EXPONENTIAL CHANGE

CATALYSING NETWORK EFFECTS

Amplifying the efforts of System Orchestrators from Brazil by building pathways to leverage the strengths of multiple local and global stakeholders and collaborators to solve social challenges in our context.

CO-CREATING WITH SOCIETAL ACTORS

Enabling an environment where actors across Brazil – from civil society, academia, policy to private sector and foundations can come together to develop scalable solutions. They can achieve this through innovation and by leveraging existing capabilities and resources of the system.

LEVERAGING SHARED CAPABILITIES

In this age, digital technologies such as **Digital Public Goods** and **Digital Public Infrastructure** in the form of platforms, protocols and **Artificial Intelligence (AI)** plays a crucial role in achieving impact at scale. Shared open resources such as knowledge, tools, data and networks enable faster capacity building and effective services for the most vulnerable and historically marginalized communities.

Journey Towards Exponential Change

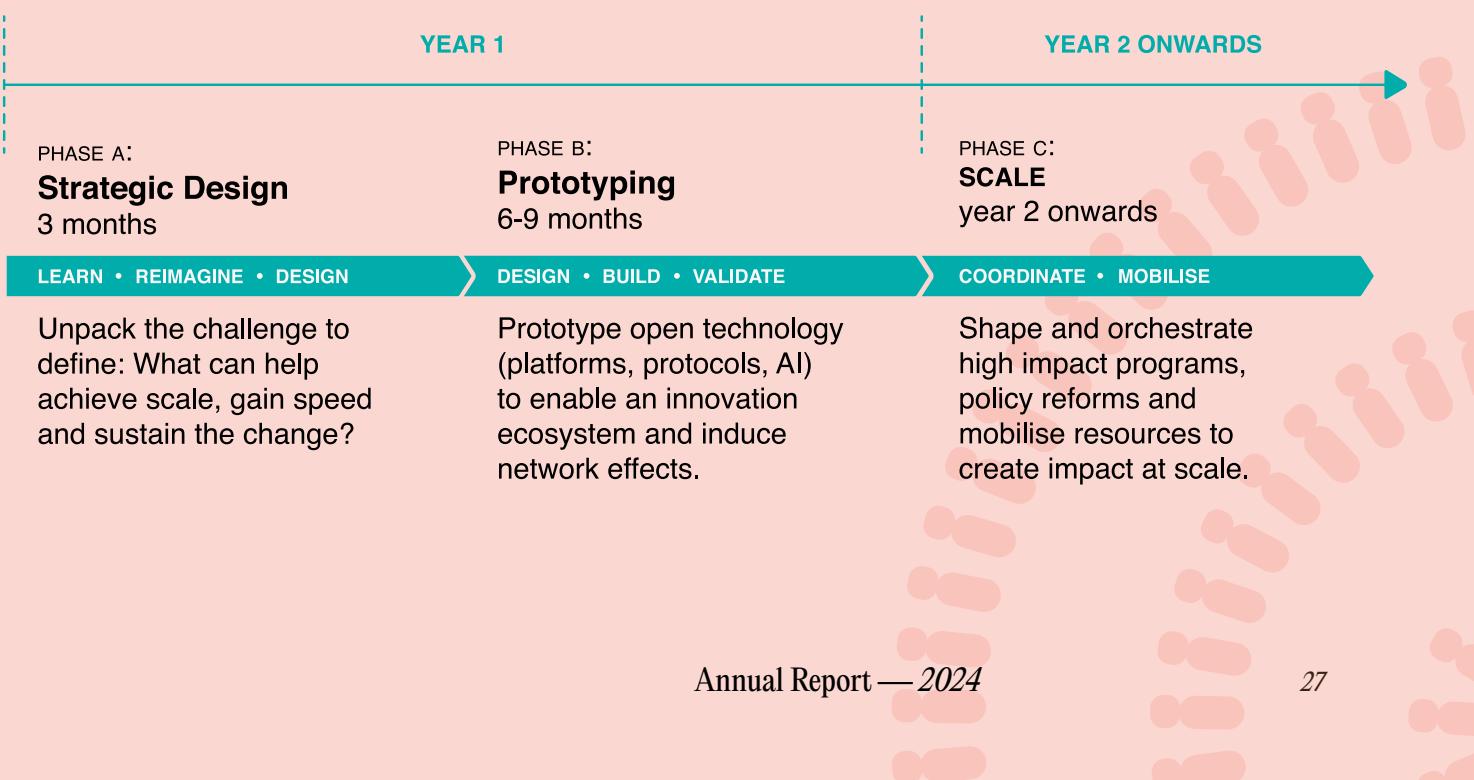
At **CMe**, we co-travel with System Orchestrators to unpack their big quests by asking questions and exploring answers using the Societal Thinking Model systematically to build adoption networks, innovation ecosystems leveraging leading edge digital technologies.

Together, we embark on a journey to **Learn, Reimagine, Design, Build, Validate, Coordinate and Mobilize** for scale, with speed, sustainably.

[Learn more about CMe and C4EC](#) 

[Learn more about Societal Thinking](#) 

TYPICAL SYSTEM ORCHESTRATOR JOURNEY



System Orchestrators in Brazil

During 2024, we announced three social entrepreneurs for the journey, approved by the **Centre for Exponential Change (C4EC)**'s Global Committee, made up of Rohini Nilekani Philanthropies, Skoll Foundation, Waverley Street Foundation, New Profit and **Beja Institute: Serenas, MapBiomas and Desenrola e Não Me Enrola**, will begin a journey of co-creation with the Centre for Exponential Change and our network of global collaborators. It will be a journey of learning, imagination and design, in which challenges become fuel for new theories of exponential change.



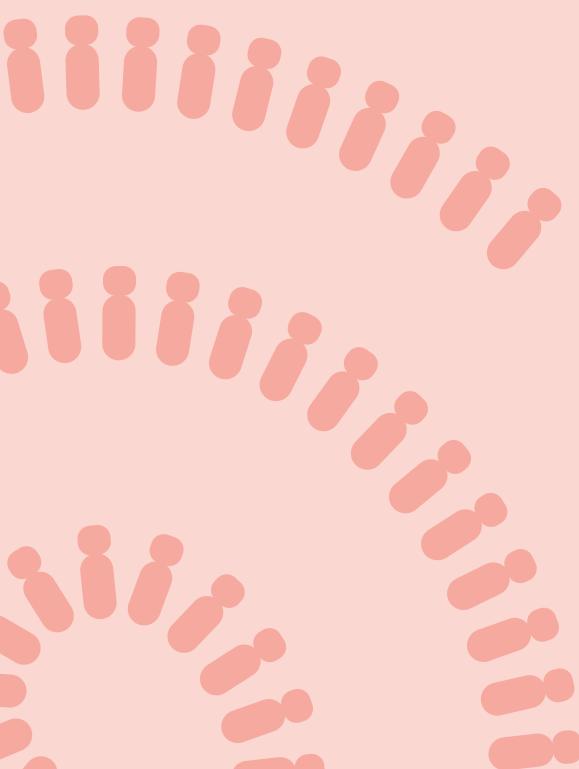
MAPBIOMAS

MAPBIOMAS

To reveal the transformations of Brazilian territory through science, with precision, agility and quality, and to make knowledge about land cover and land use accessible, in order to seek conservation and sustainable management of natural resources and to financially block illegal practices of deforestation and illegal land use, as a way of combating climate change.

Since 2015, MapBiomas has been transforming the way we monitor land cover and land use in Brazil. With a network of NGOs, universities and technology startups, it uses artificial intelligence and cloud processing to generate open and up-to-date data on deforestation, water and fires, since 1985.

The platform is open, scalable and replicable in different countries and contexts, allowing for the integration of new partners and the contribution of the scientific community. It generates accessible and accurate knowledge about land transformations to boost conservation, the sustainable management of natural resources and the fight against climate change.





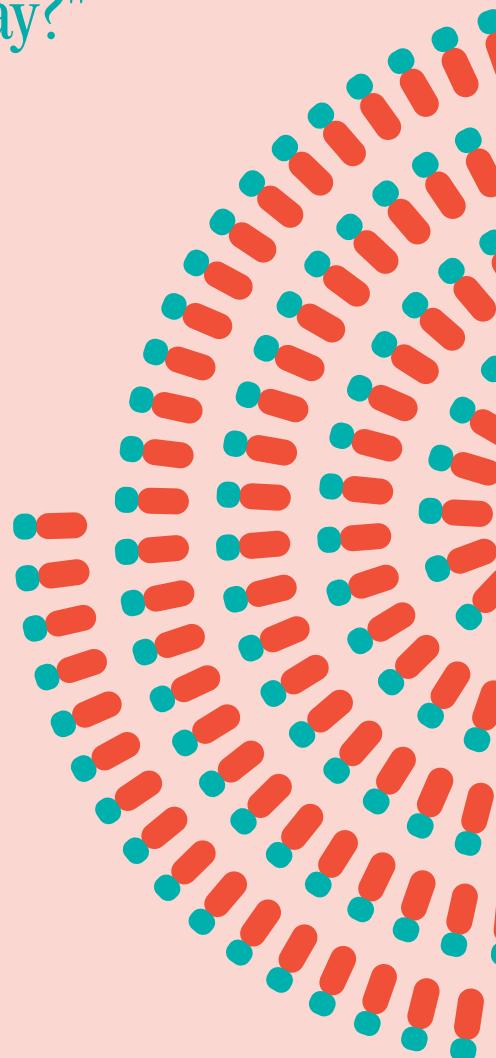
SERENAS

A journey that adds to the work of an organization that was born so that girls and women can be free to choose and dream without limits, exercising their rights to dignity, respect and equality in a world without discrimination.

Serenas is a non-profit organization that, since 2021, has been supporting government in the construction and implementation of educational policies to prevent violence against girls and women, as well as the qualification of public services for humanized, intersectoral and effective care for survivors of sexual and domestic violence.

Like **Serenas**, we believe that transformation requires profound work to change the values and social norms that sustain violence, and this can be done by educating the younger generations and those who work with victims, guaranteeing adequate and respectful care.

"How can technology help us build a safe Brazil for women and girls in an ethical, responsible and effective way?"



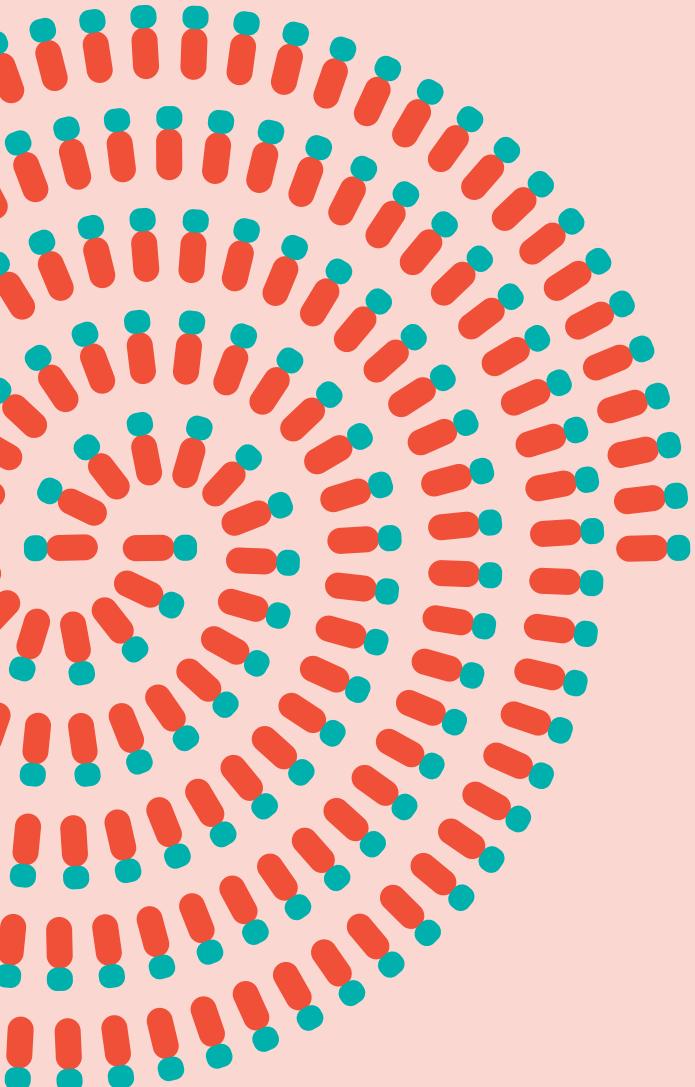


DESENROLA E NÃO ME ENROLA

Developing community journalism and anti-racist and media education in favelas and urban peripheries, to build information ecosystems to combat digital and information inequalities.

Created in 2013 by residents of the peripheries, their work decentralizes the production of knowledge and drives civic engagement, creating innovative solutions to tackle disinformation, digital segregation and media exclusion.

By developing scalable technologies that enable media education, employment opportunities and access to better quality information, **Desenrola** plays a vital role in promoting inclusive information ecosystems that reduce inequalities and strengthen democracy.

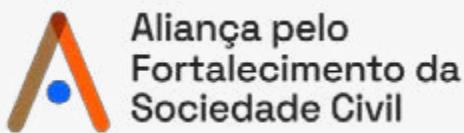


Beja Portfolio

The Beja portfolio was organized according to the strategic pillars presented: **Advocacy, Knowledge and Laboratories.**

ADVOCACY

ASSOCIATION



Aliança pelo fortalecimento da sociedade civil

DEMOCRACY**PHILANTHROPY****TERM — 2024**

The **Aliança para o Fortalecimento da Sociedade Civil** (*Alliance for the Strengthening of Civil Society*) is a coalition of third sector organizations in their many forms of activity. Its aim is to promote the construction and consolidation of a promising legal, legislative and institutional environment, together with the necessary resources to maximize excellence in the performance of its activities.

The **Alliance** articulates and mobilizes public and private actors to build a tax and regulatory environment that is conducive to strengthening civil society organizations. It also works to produce and disseminate data and information of public interest on the subject.

The **Beja Institute**, as Executive Secretary, is responsible for the management of the **Alliance**, including:



- Articulating 20 Advocacy organizations and offices to closely follow tax reform;
- Insertion of a large part of the proposals in defense of civil society organizations in the Tax Reform Supplementary Bill;
- Sitting in over 30 regular meetings in Brasilia with government representatives;
- Data collection and development of relevant research;
- Promoting articulation with other organizations in the sector;
- Conducting monthly plenary meetings and sector-improvement workshops.

MULTIANNUAL FUNDING



Endowment: Fundo USP Diversa

SOCIAL AND RACIAL JUSTICE

TERM — 2023

Fundo USP Diversa (*Diverse USP Fund*) is a special-purpose fund whose mission is to guarantee the financial sustainability needed to offer scholarships that enable students in situations of socioeconomic vulnerability to complete their education with excellence.

The structuring of the Fund began in mid-2023, with intense articulation work that included specialized consultancies financed by the **Beja Institute**, as well as the dedication of a committed team, the University's deaneries and programs. The process culminated in the official launch in March 2024, making it the first specific purpose fund in operation at the **Fundo Patrimonial da USP** (USP Endowment Fund). It is currently the largest fund exclusively dedicated to permanence scholarships, and is being prepared as a model to be replicated at other public universities facing similar challenges.

In 2024, **Fundo USP Diversa** made progress in its structuring and fundraising. In order to intensify fundraising, an exclusive department was created to raise funds and liaise with the unrestricted Endowment and the University.

This effort focused on mobilizing major philanthropists and companies, which resulted in two institutional events and the creation of the Supporters Committee, made up of **Paula Miraglia, Neca Setubal, Cristiane Sultani, Ludhmila Hajjar, Marisa Monte and Stelio Marras**. This committee plays an essential role in connecting potential donors and ensuring adherence to the **Fund**'s principles. As a result of these actions, patrons - major donors who make significant contributions - have been won over, as well as an expansion in the base of recurring donors and will-based bequests.

For 2025 and the coming years, **Fundo USP Diversa** intends to continue increasing its visibility, strengthening its brand and expanding its supporter base through strategies aimed at building loyalty among donors at different levels of contribution. This growth will be made possible with the support of startups specialized in raising recurring donations, using technology and innovation to increase engagement and facilitate smaller contributions.

In addition, expanding strategic partnerships with the University and other organizations will be key to identifying and engaging alumni who connect with the cause. Promoting events and engagement initiatives will also continue to be a strategic pillar, consolidating the **Fund**'s visibility and boosting future fundraising.

In the long term, the goal is to intensify articulation with the university in order to measure the impact of the scholarships on the academic trajectory of the beneficiaries and on their professional and social development, thus ensuring the continuity and growth of the **Fund**.

MULTIANNUAL FUNDING



Serenas

GENDER EQUITY



SOCIAL AND RACIAL JUSTICE



TERM — 2023 to 2028

The prevention of violence against girls and women is still not perceived as essential to the education ecosystem, even though a significant part of philanthropic resources is earmarked for this sector. **Serenas** seeks to highlight the impact of gender-based violence on the overall development of girls and boys, on school performance and, consequently, on the progress of the country as a whole.

The organization was created to understand why, despite robust laws such as the Maria da Penha Law, Brazil still has alarming numbers on violence against girls and women. **Serenas'** goal is to ensure that girls and women are free to choose and dream without limits, exercising their rights to dignity, respect and equality in a world free of discrimination and violence.

The organization works to develop the capabilities of education and public safety systems at the municipal, state and federal levels. The incorporation of technologies will allow for the expansion of training and the dissemination of the knowledge generated in different regions of Brazil.

Serenas works on two main fronts:

EDUCATE TO PREVENT supports educational policies to implement the perspective of prevention of gender violence and the promotion of healthy relationships, articulating partnerships with the education and health departments to interrupt intergenerational cycles of violence.

QUALIFY TO SHELTER enables actors who assist survivors of violence, such as local leaders, social workers and, by 2024, members of the police force, expanding the prevention of institutional violence.

“The partnership with Beja is revolutionary for Serenas, because institutional support is a resource that allows us to develop our capacity to do. It's a resource that multiplies, because it gives us the capacity to raise more money. With these five years of support, we can hire people with more visibility, moving away from short-term contracts. This allows us to offer training and mental health support to the team.” — AMANDA SADALLA, Cofounder and Executive Director

Through its partnership with the **Beja Institute**, **Serenas** has been nominated as a Journey Partner for **CMe**. As co-travellers, **Serenas** and **CMe** will redesign the Theory of Exponential Change and work towards it.

In 2024, Serenas achieved significant milestones, including the training of 100 leaders and technicians in the Alagoas Education Department, in partnership with the Women's Affairs Department. It is also producing a guide to preventing gender-based violence, in collaboration with the Canadian Embassy, which will be distributed to more than 300 schools in the state.

In the city of São Paulo, it trained 30 social workers from the city council, impacting more than 7,000 families who use various public facilities. At the national level, they trained 70 agents who answer more than 500,000 calls a year through the Ligue 180 program - a hotline for women who are victims of violence - in partnership with the Ministry of Women's Affairs and with funding from the UK Embassy.

Another significant step forward was the **training of 20 teachers at the São Paulo Civil Police Academy in a methodology focused on sheltering, recognizing and preventing gender-based violence**. These teachers will apply the methodology to train 3,000 new police officers hired by the state.

In addition, the **Beja Institute** and the **Machado Meyer Institute** funded the research project **Bullying and School Violence**. The study seeks to understand the perceptions of teachers, students, leaders and education departments about gender violence, misogyny and

“In 2025, acting as System Orchestrators with the CMe, we will be able to re-evaluate the ways we do things, think of better and new ways of doing and, from there, try to develop strategies for scaling up Serenas' work. In the challenge of thinking up a new advocacy narrative, we want to bring the issue of violence against girls and women to the center of educational policies.”

— AMANDA SADALLA, Cofounder and Executive Director

LGBTphobia, which will be launched in 2025.

In 2024, Serenas received the Selo de Igualdade Racial (seal of racial equality), an honor that recognizes the composition of its team, made up of more than 60% black women, half of whom hold leadership positions. This distinction reaffirms the organization's commitment to promoting racial and gender equality. In addition, for the third year running, **Serenas** was recognized with the **Selo Municipal de Direitos Humanos e Diversidades (Municipal Seal of Human Rights and Diversity)**, a tribute to the consistency of its initiatives in defence of diversity and human rights.

MULTIANNUAL FUNDING



A Ponte

DEMOCRACY GENDER EQUITY 

TERM — 2024 to 2027

Brazil ranks among the countries with the worst rates of gender parity in politics in Latin America. In the House of Representatives, women represent only 18% of elected parliamentarians, while in the Senate the figure is even lower, at just 7%. The situation in the municipalities is even more alarming: 955 city councils don't even have one elected woman, according to data from the Superior Electoral Court collected by A Ponte. It's worth noting that city council is the main gateway to politics, and is responsible for starting the career of 90% of the women who work in this field.

The **A Ponte** network is made up of more than 60 women experts in 14 areas of public policy such as health, education, public budgeting, public safety and the environment. Created in 2020, the network aims to strengthen the careers of councilwomen and women politicians, increasing representativeness in Brazilian democracy. Its goal is to support elected women and promote universal public policies, based on data and evidence, implemented with technical rigor and aimed at serving the most vulnerable groups.

“No one is looking at the start of political careers, all the attention is on congress, deputies and senators. But what about councilwomen? Without this attention to the start of their careers, it won't be possible to form a gender-equal congress in the near future.” — **AMANDA ALBUQUERQUE**, Executive Director

A Ponte works by offering technical and political support for strategic mandates and positions in both the legislative and executive branches, ensuring that women in leadership positions can make important decisions and influence public policies with a focus on gender equality and the defense of democracy. To date, the organization has supported **32 councilwomen and deputies from 10 different parties, 93% of whom were elected for their first term, covering 13 states in all regions of Brazil.**

A Ponte positions itself as nonpartisan and makes it clear that it does not support candidates who could compromise women's rights, according to its detailed **Charter of Principles**. The organization also declares itself to be mixed, with 60% of its staff made up of black women, and applies racial parity at all levels of its structure.

A Ponte has already had a direct impact on 193 parliamentary mandates, offering technical advice on the drafting and submission of 99 bills, 37 of which have already been approved. It has also provided 71 individual technical consultancies and organized 10 courses and workshops, helping to strengthen the capacities of women in positions of political leadership in Brazil.

One of its initiatives is the **Maré de PLs** project, now in its 11th edition, which aims to propose and pass qualified bills capable of transforming local realities. Once approved, these projects remain valid regardless of changes in administration, promoting well-founded and lasting public policies. **In 2024, 115 mandates were affected by the support of the network experts, 104 mandates were supported by Maré de PLs, resulting in the approval of 7 Bills.**

Another milestone was the **Escola de Reeleição (Re-election School)** project, created after identifying the low re-election rate of women in politics. Of the 30 women councillors monitored, only 13 were re-elected. The course, consisting of 18 lessons, was attended by 28 mandates, totaling 85 participants, with a significant regional diversity, including more than a third of representatives from the North and Northeast.

A Ponte also carried out individual bilateral technical assistance and personalized meetings with 15 mandates, provided press consultancy for all the mandates monitored and organized individualized communication workshops for 9 mandates

“Through the creation of the 'Alô Jurídico' complaints channel, we have been able to establish direct contact with the complainants so that A Ponte can act quickly and help them efficiently. We were able to articulate an arrest warrant for political violence this year. That's why institutional support, rather than project support, is very important. Often it's not a training course that will solve the problem, but individualized consultancy. Institutional support guarantees greater freedom to invest in what is really necessary.” — AMANDA ALBUQUERQUE, Executive Director

“The big challenge is to find backers who understand the need for the flexibility that organizations require. Institutional support makes it possible to create according to the needs of the organizations and the people they impact. Flexibility to create and reuse resources more quickly. The democratic empowerment ecosystem is very weak. It is difficult to fundraise for democracy.” — AMANDA ALBUQUERQUE, Executive Director

A Ponte highlights the need for greater coordination between donors, especially in the face of the disappearance of many democracy-strengthening organizations with which they collaborated.

“Ponte's challenge is even greater because it is an organization that works to strengthen democracy, and is feminist, anti-racist and progressive.” — AMANDA ALBUQUERQUE, Executive Director

For 2025, **A Ponte** plans to implement systems to measure the results of project management, using the application of randomization, a strategy designed in the restructuring of its Theory of Change, and will expand its work in the legislature by incorporating a third axis of work, aimed specifically at climate impact.



ASSOCIATION



Pacto contra a Fome

SOCIAL AND RACIAL JUSTICE **TERM — 2024**

Pacto Contra a Fome (Pact Against Hunger) acts as a catalyst in the ecosystem against hunger, joining forces with third sector organizations, governments, parliamentarians, academia and companies. The aim is to eradicate hunger and food insecurity, a reality that still affects more than 64 million Brazilians, according to the **Brazilian Institute of Geography and Statistics (IBGE)**. The initiative also seeks to reduce food waste.

The **Pact** bases its work on articulation, collaboration and the intelligent use of data, which guides its decisions and actions. The organization recognizes public policies as powerful tools for social change and believes in the role of civil society as a partner for governments and a driver of relevant transformations.

On the way to achieving its objectives, the **Pact** has invested in partnerships in the states of Pará and Maranhão, aimed at strengthening the Food and Nutritional Security System (SISAN), in collaboration with the state governments. In Ceará, in partnership with the state government, the **Ceará sem**

Fome (Ceará without Hunger) initiative stands out as a pilot project that integrates actions linked to food waste and productive inclusion, complementing other **Pact Against Hunger** programs.

“It is also essential in this context to highlight the Ceasas Project, carried out in partnership with the Ministry of Agrarian Development and Family Farming, which seeks, through a complex study of successful cases and initiatives, to create models of action for food banks across the country, so that they can contribute effectively and on a large scale to supporting families facing hunger and food insecurity. This year's implementation of the model took place in Brazil's two largest food supply centers: São Paulo and Minas Gerais.” — MARIA SIQUEIRA, Director and JULIANA MALHEIRO PLASTER, Director of Fundraising

Advocacy work has focused on public policy agendas that they believe are essential for promoting healthy and adequate nutrition, as well as combating food waste. Among the advances, we highlight the construction of a new proposal for a “basic food package”, developed in the context of the Proposed Amendment to the Constitution on Tax Reform in the National Congress. This initiative included the definition of a healthy and regional basic food package. More recently, with the regulation of the Tax Reform, an important victory was won: tax exemption for food products, most of which are healthy and minimally processed.

During the **National Campaign to Combat Food Waste** held in the second half of 2024, the **Pact Against Hunger** acted as a mobilizing force, bringing together companies and governments to raise awareness in society about the importance of reducing food losses. And, without a doubt, the second edition of the **Pact Against Hunger Award** amplifies this action. This year, the event grew by 63% and had more than 500 entries, rewarding 6 institutions from various states in Brazil.

This whole web of actions and relationships has a direct impact on Brazil's ability to reach 2030 fulfilling **Objetivo de Desenvolvimento Sustentável (ODS 2 – Fome Zero e Agricultura Sustentável)** or **Sustainable Development Goal (SDG 2 - Zero Hunger and Sustainable Agriculture)** on eradicating hunger.

In 2025, the **Pact Against Hunger's** goal is to grow in a structured and sustainable way, following careful planning that will support the focus and breadth of its projects and actions.

“Fighting hunger and food waste is a major challenge in itself, given the complexity of these issues. They require multisectoral and multidisciplinary actions, ranging from directly related issues, such as school meals and income distribution policies, to more cross-cutting ones, such as improving education and public health policies. In addition, they involve different actors, from the public and private sectors, as well as significant interest groups.” — MARIA SIQUEIRA, Director and JULIANA MALHEIRO PLASTER, Director of Fundraising

MULTIANNUAL FUNDING



Pacto pela Democracia

DEMOCRACY

TERM — 2024 to 2027

Pacto pela Democracia (Pact for Democracy) is a civil society coalition that, since 2018, has been coordinating efforts between social actors across the ideological spectrum. Its goal is to expand civil society's capacity to defend and reinvigorate democracy in Brazil, promoting a non-partisan space that brings together more than 200 organizations.

This diverse environment makes it possible for actors with different agendas, visions and political identities to work together in order to strengthen democratic processes and institutions. This means guaranteeing constitutional rights and freedoms and deepening democratic values in Brazilian society, which is facing the ongoing global crisis of democracies.

“The defense of democracy is an agenda that needs to be continually worked on, we can't relax. It is a foundation that needs to be stable for all the other agendas to advance.”

— MARGARIDA GORECKI,
Institutional Development and
Operations coordinator

By continuously monitoring threats to the legislative system, **Pact for Democracy** organizes work groups dedicated to addressing the priority issues identified. These groups collaborate in formulating joint strategies to tackle emergent issues. The network develops a wide range of initiatives, including advocacy actions in the legislature, communication campaigns (face-to-face and online), as well as the production of knowledge through studies and events.

Pact for Democracy also plays a crucial role during electoral processes, acting incisively to ensure that elections take place securely and that the results are respected. Find out more about it at the 2022 election.

Find out more about it
at the 2022 election



“Beja's support was very important so that the Pact could systematize its actions. Often organizations produce a series of innovations, but fail to systematize them so that they can be seen and considered by others. Systematizing strategies and ways of working is important in order to broaden the debate and have an ever greater impact.” — MARGARIDA GORECKI, Institutional Development and Operations coordinator

In 2024, **Pact for Democracy** launched Agenda Democracia Forte (Strong Democracy Agenda), an initiative structured around eight fundamental pillars: Security Forces; Balance of Powers; Electoral System; Accountability; Social Participation; Citizenship Education; Public Debate; and International Monitoring. This agenda aims to promote reflection and suggest guidelines for protecting Brazilian democracy, making it less vulnerable to authoritarian attacks.

As part of this initiative, master classes were held by renowned experts, covering each of the themes in depth. In addition, the **Pact** worked together to draw up proposals for action to respond to the challenges identified in each pillar. To broaden the **Agenda**'s reach, a campaign was developed to disseminate its content.

In 2022, the **Pact for Democracy** received an award from the **World Justice Project** in recognition of its work to defend the electoral process. In 2024, it carried out an awareness and information campaign entitled “**Sem Memória não há futuro**” (**Without memory there is no future**), marking the 60th anniversary of the military coup, and launched the **Guide to democracy: defending the electoral process**, to strengthen confidence in the Brazilian electoral system.

Another highlight was the launch of **Confia**, a WhatsApp service that maps disinformation about the electoral process. Through text messages, videos, links or photos sent to a chatbot, the service identifies fake news and hate speech related to the 2024 elections. This information is stored for analysis, allowing the identification of narratives and groups seeking to destabilize democracy. Based on this data, **Pact** develops actions and strategies to protect democracy, particularly with a view to the 2026 presidential elections.

The Pact also acted as co-leader of the **Grupo de Trabalho sobre Governança Democrática, Espaço Cívico, Anticorrupção e Acesso à Justiça** (**Working Group on Democratic Governance, Civic Space, Anti-Corruption and Access to Justice**), the civil society engagement forum for the G20 meeting in Brazil in November 2024. In collaboration with other

organizations, it coordinated activities related to **Objetivo de Desenvolvimento Sustentável (ODS 16 – Paz, Justiça e Instituições Eficazes) (Sustainable Development Goal (SDG) 16 - Peace, Justice and Strong Institutions).**



“The great challenge of our network is the cause itself. People tend not to look at democracy as something that needs to be taken seriously, that needs investment and resources, until it is on the verge of collapse. It is an urgent cause, but we also need to mobilize the network in relation to projects that may not seem 'urgent'. Work in a more proactive way and less defensively and reactively.” — MARGARIDA GORECKI, Institutional Development and Operations coordinator

Pact for Democracy has implemented new governance, expanded its team and approved a new statute, consolidating strategies aimed at increasing investment in knowledge production. It also created a network of pro-democracy organizations around the world and strengthened the existing network, with the aim of continuously expanding racial, regional and ideological diversity.

The focus is on reaching 2026 with a more solid structure to face the next presidential and legislative elections. This includes acting with security, freedom and confidence, as well as investing in training staff to manage the network. The initiative reflects the conviction that the institutional development of third sector organizations in Brazil depends heavily on robust institutional support, which allows for team building and training.

SUPPORTED PROJECT



Instituto Cultura, Comunicação e Incidência (ICCI)

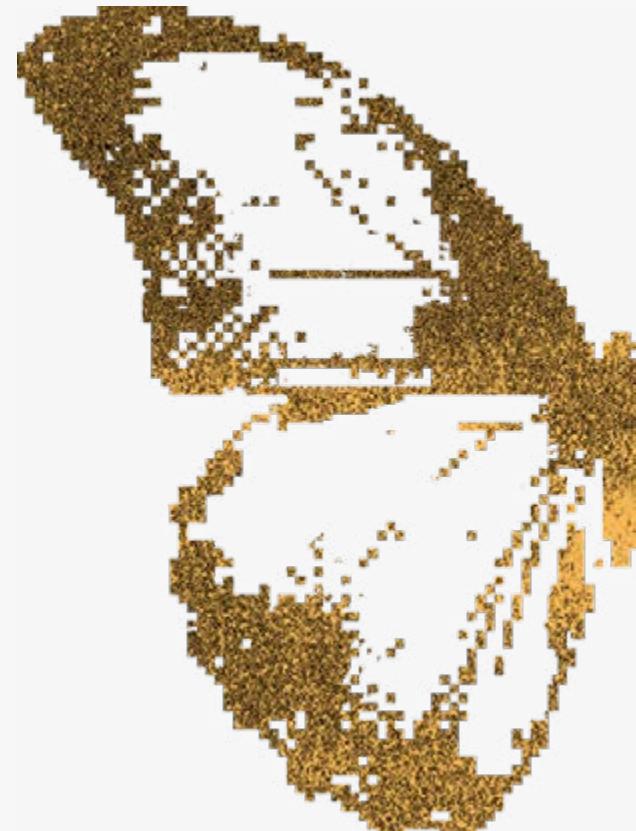
DEMOCRACY A small icon showing three stylized human figures.**SOCIAL AND RACIAL JUSTICE** A small icon of a scales of justice.

TERM — 2024 to 2025

Instituto Cultura, Comunicação e Incidência (ICCI) (Culture, Communication and Advocacy Institute) supports strategic communication initiatives focused on driving forward the agendas of climate, democracy and justice, creating demand for public policies and private actions that translate into concrete and positive changes in these areas. The **Institute** understands that strategic communication is a central resource in advancing these agendas and works to help build an ecosystem of robust initiatives with a high potential for producing change on a large scale.

ICCI provides financial support, facilitates collaboration between initiatives, conducts research and promotes debate on the importance of communication in the field of philanthropy. It seeks to create a scenario in which civil society, businesspeople and political actors, from the most diverse political and ideological spectrums, recognize

that actions in favour of the climate, democracy and justice are fundamental to promoting sustainable and inclusive development in Brazil.



ASSOCIATION AND
MULTIANNUAL FUNDING



Grupo de Institutos Fundações e Empresas (GIFE)

PHILANTHROPY A small, light blue square icon containing a stylized globe with yellow continents and oceans.

TERM — 2024 to 2028

“In 2024, we worked on data and information from consolidated surveys, such as the GIFE Census, released at the end of 2023. Using data and information is a way of going beyond normative persuasion. With good data, we can say how things are and why we should change, highlighting the achievements but above all the limits of philanthropy.” — CÁSSIO FRANÇA, Secretary general

The **Grupo de Institutos Fundações e Empresas (GIFE)** or **Group of Institutes, Foundations and Companies** is an association that brings together private social investors in Brazil, including companies, institutes and foundations of different natures - whether family-owned, independent or corporate. Founded as an informal group in 1989, it was formalized as a non-profit organization in 1995 and is a national reference in the field of private social investment.

The association plays a strategic role by promoting spaces for articulation and reflection, producing content and knowledge about the sector, encouraging the engagement of new players and leading advocacy efforts. One example of this was its role in preparing recommendations for the G20. Through its presence in working groups and the drafting of agendas, **GIFE** has contributed to strengthening the work of the philanthropic sector in Brazil.

“I believe that understanding polycapital's reach is an essential step towards greater social impact; philanthropy must take on an institutional political role in relation to the public and private sectors. Its participation in the Federal Government's Sustainable Economic and Social Development Council and in the USP Diversa Fund are great demonstrations of the need for co-responsibility in the development of the country as a whole.” — CÁSSIO FRANÇA, Secretary general

Our commitment is to ensure that **GIFE** continues to fulfill its mission of stimulating dialogue between its members, supporting the development of new players in the field of private social investment and driving the generation of relevant content and knowledge that contributes to the advancement of the sector.

ASSOCIATION

Latimpacto

Latimpacto

PHILANTHROPY 

TERM — 2024

Latimpacto is a network that connects capital providers throughout Latin America and the Caribbean, with the mission of boosting the flow of human, intellectual and financial capital. Its main objective is to strengthen the impact investment ecosystem in the region, boosting the allocation of resources to socio-environmental and social justice initiatives.

With approximately 220 members, the network brings together a diversity of players, including families, family offices, corporations, donor foundations, multilateral organizations, academic institutions and accelerators.

Present in more than 16 countries, Latimpacto plays a key role in connecting investors, managers and organizations committed to philanthropy and social and environmental impact, increasing the strength of this ecosystem in the region.

ASSOCIATION



Movimento por uma Cultura de Doação (MCD)

PHILANTHROPY 

TERM — 2024

The **Movimento por uma Cultura de Doação (Movement for a Culture of Giving) (MCD)** is an open and democratic network made up of people and organizations that, since 2012, have voluntarily mobilized with the aim of establishing the practice of giving as an essential value in Brazilian culture. In so doing, it promotes altruism and solidarity. Through collaborative campaigns, knowledge production and monitoring of the donation landscape in Brazil, MCD engages in the construction of strategic agendas, strengthening the work of the philanthropic sector.

Through initiatives such as the **Monitor de doação (Donation Monitor)** and the production of guidelines and specialized knowledge, the **MCD** seeks to raise public awareness. In this way, it fosters a more generous, supportive and participative society in support of social causes

KNOWLEDGE

MULTIANNUAL FUNDING



PIPA

SOCIAL AND RACIAL JUSTICE 
PHILANTHROPY 

TERM — 2024 to 2026

PIPA is an organization created to democratize access to private social investment and philanthropy in Brazil. Its mission is to be an effective bridge between financiers and collectives, movements and grassroots organizations located in favelas and peripheries. Through diagnostics, tools and actions, **PIPA** works to ensure that these resources reach the territories in a broad and equitable way, considering the dimensions of race, gender and class.

“PIPA, because it comes from the autonomy and freedom of being and living on the peripheries, from the effort to stay aloft and the impact of its flight. PIPA because it's about black and peripheral hands sustaining the country, promoting change and possible futures. Organizations, collectives and grassroots movements from the favelas and peripheries carry out urgent work with a direct social, political and economic impact on their communities and territories. However, they face many challenges in accessing private social investment in Brazil, which operates on the grounds of structural inequalities. The ability to move resources quickly to grassroots movements in Brazil is essential for creating resilient and effective strategies to deal with crises and reduce inequalities in the country. Based on this observation, we want to contribute to changing the structures, practices and culture of private social investment in Brazil, promoting the democratization of the transfer of these resources..” — PIPA

PIPA's work focuses on creating tools that connect Brazilian peripheral collectives and movements to private social investments and philanthropy at a global level. The organization also works actively to build partnerships and advocacy with philanthropic organizations and private social investors, promoting the re-evaluation of their funding structures and practices to make them more inclusive and effective. **PIPA** also plays a key role in racializing the debate, highlighting the peripheries as protagonists in the construction of solutions planned by philanthropy and private social investment in Brazil, bringing greater recognition to the peculiarities and needs of these territories.

“The Periphery holds the answers.” — PIPA

In 2024, **PIPA** expanded its team and implemented care policies that encourage employees' professional and personal development. Initiatives include complementary aid for infrastructure, personal therapy and language learning.

During this period, **PIPA** structured its internal evaluation cycle, trained professionals to use task and project management software, and drew up individual development plans for each employee. In partnership with the **ACP Institute**, it arranged for members of its team to take part in **ACP**'s management and leadership mentoring programs. The collaboration with the **Institute** also resulted in the creation of the first **Fundo de Desenvolvimento Institucional para Organizações Periféricas (POP) (Institutional Development Fund for Peripheral Organizations)**, aimed at institutional strengthening of organizations and social mobilization centers located in the favelas and peripheries throughout Brazil.

Another important milestone was the launch, in May, of the **Guia das Periferias para Doadores (Guide to the Peripheries for Donors)**, a material structured to guide companies, institutions, funders and foundations interested in reducing the impacts of inequality on donation systems in Brazil. Organized around three main axes - **transparency, plurality and institutional development** - the guide reflects **PIPA**'s commitment to transforming donation practices, promoting inclusion and social justice in access to resources.

"In our approach with Beja, we wanted to strengthen our communication, which culminated in the activation of GUIA and our process of building narratives from the periphery. In addition to audiovisual pieces, communication and the internal bolstering of our communication, the aim was also to bring the actors and projects that already work in Brazil's peripheries into the debate on the democratization of philanthropy. PIPA travels through five regions of Brazil and brings the narratives of these people who are developing their projects in the peripheries, in their communities, to the great center of debate on philanthropy. This approach establishes institutional support within the guide." — ANDREY CHAGAS, Operations Coordinator

In activating the **Guide**, and in partnership with **NARRA - Political Communication Organization**, it was possible to articulate five regions of Brazil, guaranteeing the participation of the voices and protagonism of actors and agents intrinsically linked to the transformation of their territories. This initiative promoted debates and mobilized projects and actions in various parts of the country, including Manaus (AM), Fortaleza (CE), Cuiabá (MT), Porto Alegre (RS) and Rio de Janeiro (RJ), as well as São Paulo (SP). Participation in the **Festival by Associação Brasileira de Captadores de Recursos (ABCR) (Brazilian Association of Fundraisers)** was also an important step in disseminating the **Guide**.

In collaboration with the **Confluentes** organization, **PIPA** held the **1st Periferias em Rede (Networked Peripheries)** meeting in the Pinheiros district of São Paulo. There was an opportunity to talk directly with leaders of various projects during a fundraising dinner. For **PIPA** co-founder and strategy and sustainability coordinator **Marcelle Decothe**, these initiatives have enormous potential to become annual actions, helping to strengthen and continue the impact on the peripheries.

“In addition to building national strength, PIPA has made international connections. We have developed research into participatory grantmaking funds. We have been debating the decolonization of philanthropy and the dispute over the future of philanthropy from this place, which is the place of an organization on the periphery of the Global South, which is positioning itself to democratize philanthropy in the world. Beja's support was very important for consolidating the area of knowledge production and narratives, because very few organizations invest in knowledge production as a tool for advocacy and advancement. Beja's trust and commitment to both the construction of GUIA and its activation, using it as a guiding tool to influence philanthropy and the debate on a broader agenda, is very important. What philanthropy calls philanthropy of trust cannot only be done between peers.” — MARCELLE DECOTHE, Cofounder and Strategy and sustainability coordinator

In partnership with the **Grupo de Institutos Fundações e Empresas (GIFE) (Group of Institutes, Foundations and Companies)**, PIPA has launched a training cycle dedicated to strengthening black leaders in the **Investimento Social Privado (ISP) (Private Social Investment)** and Philanthropy sector in Brazil. The program, offered online and free of charge, was structured to provide a critical view of philanthropy in the country addressing relevant topics such as decoloniality, social justice and the dynamics between philanthropy and the peripheries. The main objective of the training cycle is to train individuals belonging to minority groups, especially black people, LGBTQIA+ people, people from the peripheries and people with disabilities

“The impacts caused by PIPA can only be seen in the medium to long term. Impacting philanthropy takes time, it can't be achieved immediately or with just one project. We are a new and young black organization. As a result, we feel that we always need to promote a very high-level debate to attract the attention of this group and to make money, but who can sustain this knowledge for the debate while worrying about raising money all the time?” — MARCELLE DECOTHE, Cofounder and Strategy and sustainability coordinator

RESEARCH



Fundação José Luiz Egydio Setúbal (FJLES) *- Filantropia no Brasil: Trajetórias e experiências de Grandes Doadores*

PHILANTHROPY 

TERM — 2024 to 2025

The research **Filantropia no Brasil: Trajetórias e experiências de Grandes Doadores** (**Philanthropy in Brazil: Trajectories and Experiences of Major Donors**), developed by the **José Luiz Egydio Setúbal Foundation (FJLES)**, aimed to investigate the motivations and philanthropic practices of individuals identified as major donors in Brazil. The study sought to explore the experiences, knowledge and expectations of these philanthropists, as well as to understand how their actions contribute to strengthening private social investment in the country. The research aims to offer an in-depth analysis of the motivations and philanthropic behaviors of these donors, while mapping the practices used and the challenges faced.

SUPPORTED PROJECT



Centro Brasileiro de Análise e Planejamento (CEBRAP) - *Seminários de Pesquisa em Desigualdades e Justiça (DeSJus)*

PHILANTHROPY

DEMOCRACY

SOCIAL AND RACIAL JUSTICE

TERM — 2024 to 2025

Seminários de Pesquisa em Desigualdades e Justiça (DesJus) (Research Seminars on Inequalities and Justice) began with the fundamental purpose of creating a meeting space for researchers interested in the political and normative challenges of contemporary societies. The research group is housed at the **Núcleo de Estudos Internacionais do Centro Brasileiro de Análise e Planejamento (Center for International Studies of the Brazilian Center for Analysis and Planning) (CEBRAP)**.

The initiative aims to develop a theoretical and analytical framework that makes it possible to reimagine the role of philanthropy in Brazil, from a critical and transformative perspective, with an emphasis on the specificities and challenges of the Global South.

The project seeks to promote an innovative dialog about the future of philanthropy, using new vocabularies and concepts that challenge the *status quo* and expand the possibilities for social impact.

The centerpiece of this collaboration was a **Research Seminar**, structured as a series of hybrid meetings - virtual and face-to-face, for participants located outside São Paulo - organized in the format of **Training Workshops**. The aim of the meetings is to study philanthropy in depth and create terms, definitions and analytical models which, in the near future, will make it possible to rethink and reimagine the meaning of philanthropy from the perspective of the Global South.

“Our goal is to train ourselves and form a network of people who can come to think about philanthropy from the point of view of our toolbox, which is political theory and political philosophy.” — RAISSA VENTURA, Researcher

PHASE 1 COMPOSITION OF THE STATUS QUO AND ITS SILENCES

This stage aims to trace, from a historical perspective, the ways in which philanthropy, social justice and democracy have both come together and clashed in the different models of philanthropy that have been established in Brazil over time. Special attention will be paid to the differences between these models, examining the principles that underpin them and the conflicts that emerge from these divergences. The focus is on identifying the silences that have resulted from the predominance of certain definitions of philanthropy, what its objectives are and what its responsibilities are, to the detriment of other approaches. The goal is to illuminate how these choices shape philanthropic practices in the country, highlighting the impacts of historical and conceptual exclusions on the development of the sector.

PHASE 2 CRITICAL AND HISTORICAL ANALYSIS

In this stage, the goal is to contribute to the consolidation of a political theory of philanthropy in Brazil. Despite the importance of the topic, there are few academic studies, particularly in the field of philosophy and political theory, which approach philanthropy in a critical and in-depth manner. While there is some literature on the historical evolution, scope and emergence of philanthropy, especially in the United States and parts of Europe, little has been produced on the formulation of a model of philanthropy suitable for countries in the Global South. The development of such a model requires a normative and historical movement that positions Brazilian philanthropy in the context of survival - that is, in the continuity of slavery, colonialism and their persistent forms of oppression, inequalities and unjustifiable hierarchies.

PHASE 3 FOR A POLITICAL THEORY OF PHILANTHROPY IN BRAZIL

At this stage, the focus is on consolidating the findings of the research, analyzing the ways in which philanthropy, social justice and democracy have come together and opposed each other in the models of philanthropy throughout Brazilian history. The expected impact is the creation of an environment rich in exchanges of knowledge and substantial analysis, promoting the valorization of theoretical and practical training in the field of philanthropy. The seminars and the results obtained will be widely disseminated and shared, contributing to the construction of a new philanthropic political theory in Brazil - which could even influence global practices, from the perspective of the Global South.

Through the partnership that began in 2024 with the **Beja Institute**, reading cycles have been organized with guests, with the aim of consolidating the terms that build a repertoire on justice capable of facing the specific challenges of the Global South. These cycles cover topics such as:

- Climate (In)justices and their political and normative challenges;
- Historical injustices and forms of reparation;
- Immigration and border formation in the survival of coloniality;
- The challenges of philanthropy in the Global South;
- New technologies, digital tools and problems of sovereignty.

“To think, to imagine, what philanthropy we want for a democratic and profoundly unequal society. In which, obviously, the state is unable to respond to all social demands.” — RAISSA VENTURA, Researcher

The gap we mentioned attracted high demand, resulting in more than 200 applications. In response, **CEBRAP** sent out a questionnaire to understand the profile of those interested, receiving 160 responses. The analysis revealed some important insights:

- The audience is mostly made up of women, with a master's degree as the predominant academic level;
- 50% of the participants carry out research or work in philanthropy;
- 73% identified themselves as white, 59% have a master's degree;
- 50% are carrying out academic research, highlighting a specialized academic profile.

Another relevant finding is that around 64% of participants found out about the workshops through engagement on social media, especially via Instagram.

“We need to understand what philanthropy is and isn't funding. We understand philanthropy as a place where the state isn't reaching, where the state isn't playing its role, such as art and high culture. But what about when philanthropy starts funding right-wing and far-right movements? And when philanthropy begins to take the place of the state? The problem is that then a plutocracy begins to emerge, the richest will decide which good should be financed without transparency, without responsibility and without popular sovereignty.”

— RAISSA VENTURA, Researcher

For the first half of 2025, the model of reading workshops applied in 2024 will be adjusted. The new proposal will alternate reading workshops with guest lectures, strengthening the formation of a network engaged with the theme.

MULTIANNUAL FUNDING



Fundo Agbara – apoio ao Núcleo de Pesquisa e Memória da Mulher Negra (NUPEMN)



TERM — 2024 to 2026

A global survey conducted by the **Black Feminist Fund** revealed that black women receive only 0.1% to 0.3% of the resources from philanthropy and private social investment worldwide. In Brazil, the situation is no different. With this scenario in mind, the **Agbara Fund** was created in September 2020, becoming the first black women's fund in Brazil. This social impact initiative seeks to empower black women and their communities by supporting projects that promote ethno-racial equality, economic, social and climate justice.

With a focus on initiatives that contribute to building a Brazil where the black population can live fully emancipated and with their well-being assured, the **Agbara Fund** concentrates its efforts on supporting grassroots organizations led by black women. In this way, it acts as a

tool of resistance against the exclusions and inequalities historically faced by this population.

The **Núcleo de Pesquisa e Memória da Mulher Negra (NUPEMN)** (**Black Women's Research and Memory Center**), linked to the **Agbara Fund**, aims to research and strengthen philanthropy for black women and support initiatives that influence public policies. This includes democratizing access to private social investment, prioritizing a racial focus in the allocation of resources and promoting the development of a more inclusive and representative philanthropy.

As part of this commitment, **NUPEMN** launched an unprecedented diagnosis on philanthropy and race in Brazil. The study mapped more than 800 black organizations and presented in-depth analyses of social justice and historical reparations. With contributions from experts such as **Cida Bento** and an exclusive short film, the material is an invitation to reflect and take action to transform the scenario of philanthropy in the country.

We are proud to be partners in this transformative research, reinforcing our commitment to racial equity and oxygenating the philanthropic ecosystem.

[Read the full study and share it](#)

“We get this kind of question a lot from other donors: 'Ah! But other institutes already do research, why would you want to do it too?' But two institutes of black people aren't enough, that doesn't represent everything. There are tons of white people institutes.” — ALINE ODARA, Executive Director

The **Agbara Fund** strengthens our partnerships based on trust and collaboration, highlighting the value of investing in institutional support. This model allows the beneficiary institutions to channel less effort into concerns about the immediate future and more energy into expanding their creativity and power to impact the lives of black women. The time previously spent on fundraising is now directed towards transforming realities and strengthening communities.

Agbara plays a fundamental role in Brazilian philanthropy, contributing to the democratization of these historically exclusionary spaces. The organization seeks to attract other black institutions to occupy these spheres: "... because it's a bit embarrassing that we're the only black women in this space." This repositions the **Agbara Fund** in the philanthropic ecosystem in an innovative way.

“Black women producing knowledge and safeguarding our memory is also an important emancipatory tool. Solutions have been produced by black women for a long time.” — ALINE ODARA, Executive Director

The proposal is to reduce the number of actions, while maintaining the diversity of the fronts of action. This approach aims to increase the number of people served and improve communication processes, increasing the impact achieved while concentrating efforts on optimizing the team.

In addition, it seeks to intensify interactions between partnership agents, encouraging ongoing dialogue and harmonious, collaborative coexistence. This approach contributes to strengthening initiatives, based on active listening practices and reciprocal recognition.

EVENT



Instituto de
Estudos
Avançados da
Universidade de
São Paulo



Instituto de Estudos Avançados da Universidade de São Paulo (IEA-USP) e Centro de Estudos de Cultura Contemporânea (CEDEC) - *Colóquio Colonialidade, racialidade, punição e reparação nas Américas*

SOCIAL AND RACIAL JUSTICE

TERM — NOVEMBER 2024

Colóquio Colonialidade, Racialidade, Punição e Reparação nas Américas (Colloquium on Coloniality, Raciality, Punishment and Reparations in the Americas), promoted by the Instituto de Estudos Avançados da Universidade de São Paulo (IEA-USP) (Institute for Advanced Studies of the University of São Paulo) and the Centro de Estudos de Cultura Contemporânea (CEDEC) (Center for the Study of Contemporary Culture), offered a space for in-depth reflection on the intersections between these themes, structured from a transnational and interdisciplinary approach. With the aim of investigating historical and contemporary connections between different contexts in the Americas, the event examined how the colonial legacy continues to shape racial dynamics, systems of punishment and challenges related to social justice today.

Between November 25 and 29, 2024, the Beja Institute had the honor of organizing a series of meetings with Trevor Smith, one of the most renowned international experts on historical reparations and racial justice narratives. During his first visit to Brazil, Trevor presented the innovative concept of world-making, a transformative practice that seeks to reimagine existing social and economic structures. The aim is to dismantle racial capitalism and strengthen strategic alliances between black and indigenous movements.

The colloquium lasted four days and included **11 round tables, 14 short courses** and **160 Work Groups (WGs)**. The discussions addressed issues such as racism, surveillance, social control, abolitionist practices, historical reparation and coloniality. During the meetings, we reflected on:

- Intersectional solidarity: challenges and opportunities for aligning black and indigenous movements in the Brazilian context;
- Reparations in Brazil: the importance of ensuring non-repetition and transforming the foundations of structural racism, taking into account the historical and social particularities of our country;
- Multigenerational narratives: how to integrate and normalize the reparations agenda into robust and continuous public policies, essential for promoting long-term structural change.

Trevor highlighted his inspiration for the complexities of our historical and racial context and the crucial moment we are living in, with structural racism being widely discussed but still challenged by practical barriers. He stressed the importance of aligning global reparations narratives with local particularities, uniting black and indigenous movements around an agenda that goes beyond financial compensation. The speaker also acknowledged the power of the connections created during his visit and emphasized the need for spaces that promote solidarity and structural transformations, recalling that affection and narrative go hand in hand in building fairer realities.

With the support of partners such as the **Toriba Institute** and the **BLIS Collective**, and in collaboration with **Ibirapitanga, Casa Sueli Carneiro, Observatório da Branquitude, Instituto de Estudos da Religião (ISER), Ação da Cidadania** and **Casa Fluminense**, we promoted dialogues that broaden philanthropy's role in strengthening racial and historical justice. This initiative represented a significant step forward by aligning global thinking with Brazilian reality and highlighting the power of transformative narratives.

With the support of the **Beja Institute**, it was possible to secure the participation of **14 organizations** in the event, going beyond the traditional limits of academic funding. This collaboration was essential in making it possible for representatives of the **Movimento Negro Unificado (Unified Black Movement)**, the **Rede Nacional de Feministas Antiabolicionistas (National Network of Anti-Abolitionist Feminists)**, the **Reparations Project**, the **Mães de Maio (Mothers of May)**, **Quilombagem** and the **Rede de Proteção e Resistência contra o Genocídio (Network of Protection and Resistance against Genocide)** to attend the event.

SUPPORTED PROJECT



CENTRO DE ANÁLISE
DA LIBERDADE E
DO AUTORITARISMO

LAUT - Centro de Análise da Liberdade e do Autoritarismo (LAUT)

DEMOCRACY 

TERM — 2024 to 2026

The **Centro de Análise da Liberdade e do Autoritarismo (LAUT) (Center for the Analysis of Freedom and Authoritarianism)** is an independent, non-partisan institution dedicated to interdisciplinary research on the rule of law, democracy and the defense of fundamental freedoms. Launched in May 2020 as a project incubated at the **Instituto de Defesa do Direito de Defesa (IDDD) (Institute for the Defense of the Right to Defense)**, LAUT aims to monitor the various manifestations of authoritarianism and repression of freedoms, seeking to strengthen democratic foundations and foster the mobilization of civil society.

With a focus on producing and disseminating relevant knowledge, **LAUT** takes an interdisciplinary approach to analyzing and understanding threats to fundamental freedoms. It stands out for its work in mapping patterns of authoritarianism, promoting de-radicalization strategies and creating conditions for more robust social dialogue. In this way, it contributes to the consolidation of a plural, resilient democracy committed to human rights.

LAUT has launched a **Training Center** aimed at young researchers, to create opportunities that promote active participation in research projects, analysis methodologies and the communication of results. The program prioritizes inclusion and diversity, offering grants especially for black and indigenous candidates.

SUPPORTED PROJECT



Instituto Identidades do Brasil (ID_BR)

SOCIAL AND RACIAL JUSTICE 

TERM — 2024 to 2025

journey of black and indigenous people. In partnership with the **Beja Institute**, **ID_BR** also strengthens initiatives related to racial equity, with a focus on diversity and inclusion. **Among these is the development and implementation of innovative technological solutions, such as the creation of Deb, Brazil's first artificial intelligence (AI) focused on ethnic-racial issues.**

The Identidades do Brasil Institute (ID_BR) (Brazilian Identities Institute) is a non-profit organization that is a pioneer and national reference in the promotion and acceleration of racial equality. It works through creative and innovative approaches, as well as actions structured around four main pillars: **data and impact; employability; education; and engagement.**

ID_BR seeks to make the agendas of racial equality, diversity and inclusion more accessible, promoting humanized connections and participating in strategic events. The organization accelerates the transformation of companies and institutions, as well as contributing to career development and valuing the

SUPPORTED PROJECT



INSTITUTO IGARAPÉ
a think and **do** tank

Instituto Igarapé

DEMOCRACY

TERM — 2024 to 2025

The **Igarapé Institute**, founded in 2011, seeks to propose solutions and partnerships for complex global challenges. Its ability to produce knowledge, connect worlds, understand different realities, generate concrete solutions and translate them for an audience that forms opinions and makes decisions, enables it to be uniquely positioned to influence public and corporate policies, from the local to the global level.

The **Beja Institute** supports the **Igarapé Institute** in its mission to positively influence public policies in Brazil and on the global stage. Based on solid research, emerging technologies and strategic communication, **Igarapé** develops solutions for public safety, climate and digital technology, influencing public and corporate policies in innovative and effective ways.

The organization was recognized as the world's leading social policy think tank in 2019, best Human Rights NGO in 2018, and was ranked among the top NGOs in Latin America. Between 2017 and 2023, Igarapé ranked among the best NGOs in Brazil, consolidating its global and regional influence.

SUPPORTED PROJECT



More in Common Brasil

DEMOCRACY 

TERM — 2024 to 2026

More in Common's mission is to understand the dynamics of polarization, identify points of convergence and unite people to face shared challenges. Through research into polarization and the use of behavioural science, the organization maps the identities and values of different population groups. These insights are applied in collaboration with partners from civil society, philanthropy, government, media and business, promoting initiatives aimed at bridging divides

By developing effective and inclusive narratives, **the program assists Brazilian leaders in overcoming polarization, creating spaces for convergence to tackle urgent challenges such as strengthening democracy, promoting social justice and combating climate change.** With an approach based on deep understanding and compelling narratives, **More in Common** seeks to mobilize political and social will around key issues.

MULTIANNUAL FUNDING



CRIA – (Cultivate and Raise Infancy Awareness – *Cultive e aumente a consciência da primeira infância, em tradução livre*), desenvolvida pelo The Human Project (THP)

SOCIAL AND RACIAL JUSTICE

GENDER EQUITY

TERM – 2022 to 2026

CRIA's goal is to develop an innovative social technology for the implementation of a child development program. The aim is to plan, manage and offer psychological support to young people and adolescents in the **CRIA Space**, creating conditions for full and healthy development, especially in the context of childbirth and early childhood. The focus is on small and remote communities, promoting their integral well-being and expanding their opportunities for growth and development.

The activities are carried out with the community, through round tables and interactive dynamics that address essential topics such as prenatal care, childbirth, food safety, child development milestones, the importance of play, breastfeeding, emotions, challenges in family relationships and parenting.

The project began in 2023, with the proposal to develop a pilot experience and test its reapplication over a period of 5 years. One of the main objectives is to train young people and adolescents to act as community support, allowing them to replicate the experience as Teenage Health Agents.

Until 2024, **CRIA** concentrated its activities in Pedra Furada, a village located in the municipality of Santa Luzia do Itanhy, in the southern region of Sergipe. This community faces significant challenges, with rare manifestations of affection and a high incidence of domestic violence.

“Women are always making a difference, but we also need men to participate.” — RAIANE RIBEIRO, Coordinator

CRIA organized a meeting of couples in Pedra Furada as a first contact and to advertise its activities, with a special focus on the men of the community. The aim was to engage members who traditionally didn't take part in the **CRIA Space** projects, which are still under construction, or in collective and community activities. The action sought to strengthen couples, regardless of the length of their relationship - from 5 months to 35 years - recognizing that motherhood begins with the relationship between the couple. The event was attended by 15 couples.

From 2024, **CRIA** will enter a new phase of systematizing the actions implemented, consolidating the lessons learned and promoting a pilot test to reapply the knowledge acquired by the Teenage Health Agents in other communities close to Pedra Furada.

“Joice Kelly arrived at CRIA and hardly spoke a word, she just cried. She had a very difficult childhood, without affection or play, and at CRIA she learned about the Shantala baby massage technique. She took ownership of the technique and has been working with great confidence in this area. After learning Shantala, she hugged her father for the first time! As well as Shantala, she is also interested in medicinal plants, which is why she has been nicknamed CRIA's healer.” — RAIANE RIBEIRO, Coordinator

SUPPORTED PROJECT



APP Cívico + Politize! - IAgora?

DEMOCRACY

TERM — 2024

Politize! is a civil society organization dedicated to awakening interest in politics and broadening citizen participation in the decision-making spaces that impact the lives of all Brazilians. Its mission is to educate a generation of citizens who are aware of and committed to democracy, bringing political education to anyone, anywhere.

The online game **IAgora?** was developed as an innovative approach to combating disinformation, combining inoculation theory with behavioral sciences. Inoculation Theory, proposed by **William J. McGuire**, suggests that it is possible to strengthen beliefs and attitudes by exposing people to weak counter-arguments or mild versions of counter-arguments. This exposure works like a cognitive “vaccine”, helping to develop intellectual defenses that make people more resistant to future influences or persuasions. Widely applied in communication, advertising and the fight against disinformation, the theory is an effective tool for promoting critical thinking and protecting against manipulation.

Since its launch on August 20, 2024, the game has registered around 26,000 hits, made by approximately 5,000 users. The peak number of hits came in the election month (October), with an average time spent on the site of 4 minutes per user. In terms of reach, iagora.org had users in more than 600 Brazilian cities.

With the aim of strengthening citizens' cognitive defenses, **IAgora?** supports the technical recognition of manipulations and the creation of psychological resistance against disinformation attempts, especially during electoral periods. This initiative seeks to develop innovative strategies to protect the integrity of information and promote a more critical and engaged citizenry.

RESEARCH



Instituto para o Desenvolvimento do Investimento Social (IDIS)

PHILANTHROPY 

TERM — 2024

The **Instituto para o Desenvolvimento do Investimento Social (IDIS) (Institute for the Development of Social Investment)** holds workshops with active philanthropists to create a Theory of Change aimed at engaging new people. These meetings identify motivations, the necessary conditions for transformation and define activities and interventions to achieve their objectives. One example is the **“Perspectivas para a Filantropia no Brasil 2024” (Perspectives for Philanthropy in Brazil 2024)** workshop, which seeks to foster dialog and collaboration in the sector. The results of these initiatives will be systematized in a publication with wide dissemination.

RESEARCH



SITAWI - Famílias de Alto Patrimônio no Brasil – Investimento de Impacto e Filantropia

PHILANTHROPY **TERM — 2024**

Sitawi is a Social Organization of Public Interest (OSCIP) active in the development of innovative financial solutions to promote positive socio-environmental benefits, developing financial infrastructure for the Impact Economy since 2008.

The “**Famílias de Alto Patrimônio no Brasil - Investimento de Impacto e Filantropia**” (**High Net Worth Families in Brazil - Impact Investment and Philanthropy**) research, promoted by SITAWI, presents an overview of the current practices of these families in allocating resources for social benefit. The study **sought to understand how these families direct their investments to generate impact**, as well as exploring their expectations in relation to these initiatives.

The survey was conducted with the participation of families and Single Family Offices, Multi-Family Offices, investment managers, assessors, as well as advisors and other non-financial advisors. Respondents were asked about the allocation of their resources to Impact Investments and Philanthropy, as well as their long-term visions for these themes. The survey also aims to identify strategies to strengthen private social investment in Brazil.

[Get to know the survey](#)

SUPPORTED PROJECT



Praça Atahualpa

PHILANTHROPY

SOCIAL AND RACIAL JUSTICE

TERM — 2022

Since 2022, the **Beja Institute** has been dedicated to the revitalization and renovation of **Praça Atahualpa** in Leblon, as part of the **Adote.Rio** program, an initiative of Rio de Janeiro City Hall (RJ) aimed at restoring public assets for common use. This space, now revitalized, has become an intergenerational, democratic and safe meeting place, promoted by residents and the surrounding communities.

With an approach that values diversity and integrates transversal themes, the square has established itself as a place of coexistence and social well-being. Through a collective effort, events are promoted on commemorative dates, weekly cultural activities and artistic interventions on Saturdays, strengthening community ties.

The relationships established with users from different age groups foster an organic growth in intergenerational and racial coexistence. In addition, the space contributes to the development of children's education, complementing learning through educational and cultural initiatives. These actions have strengthened local security, in partnership with public bodies and civil society, transforming the square into a truly inclusive environment.

SUPPORTED PROJECT



"Pedro e Beja em uma Aventura Animada"

— Instituto Mar Adentro

SOCIAL AND RACIAL JUSTICE

TERM — 2023 to 2025

"Pedro and Beja in an Animated Adventure" is an audiovisual series made up of 6 animations of 5 minutes each, and uses educational art as a tool to address relevant issues in a playful way. Aimed at children and teenagers, the work encourages the adoption of good habits and promotes the formation of participative and informed citizens in their communities.

Due to the success of the first season in schools - shown in 44 schools, reaching 17,600 students - and the vast diversity of themes related to citizen education, the **Mar Adentro Institute** has continued the project with the production of the second season.



TITLES AND CENTRAL THEMES OF THE EPISODES

Season 1

6 episodes - 10 min/each

- Everything in its place
- No waste
- A new smell
- The best gift
- A field goal
- The real hero

Season 2

3 episodes - 5 min/each

- Self Esteem
- Environment
- Respect and tolerance

SUPPORTED PROJECT



Instituto de Cidadania Empresarial (ICE) – Coalizão pelo Impacto

PHILANTHROPY

SOCIAL AND RACIAL JUSTICE

TERM — 2023 to 2026

Founded in 1999, the **Instituto de Cidadania Empresarial (ICE)** (**Institute of Corporate Citizenship**) aims to bring together entrepreneurs and investors around social innovations that broaden their personal, philanthropic and corporate engagement. Its central objective is to promote social inclusivity and reduce poverty in Brazil through initiatives that generate significant social impact.

Since 2022, ICE has led the **Coalizão pelo Impacto (Coalition for Impact)**, an initiative supported by the **Beja Institute**, aimed at strengthening the support ecosystem for impact ventures in six strategic cities, representing the five regions of the country: Porto Alegre (RS), Paranaguá (PR), Fortaleza (CE), Belém (PA), Campinas (SP) and Brasília (DF). The **Coalition** is structured by a National Council, made up of supporters and Local Councils in each participating city.

The initiative seeks to articulate transformative leaders and implement actions that enhance positive social benefits, especially in low-income communities. It collaborates to strengthen local ecosystems through partnerships with dynamic organizations that support entrepreneurs. The **Coalition's** core strategy is to mobilize more resources, connecting entrepreneurs and investors to initiatives that combine measurable social impact and financial sustainability.

In 2024, during a meeting in Belém, the Boards of ICE, the **Coalition** and the regions discussed synergies, assessed the progress made since the launch of the initiative and planned the next steps for 2025. One of the main highlights was the recognition of the local progress driven by the **Coalition**, reinforcing the need for a strategic actor to lead the initiative and provide access to networking, knowledge and funding, strengthening the different dimensions of the program.

SUPPORTED EVENT



Data Privacy Global Conference (DPGC)

DEMOCRACY 

TERM — 2024

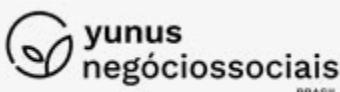
In 2024, the regulation of new technologies reached a new level in Brazil, driven by a convergence of internal and external factors that put the country at the center of global discussions. Topics such as the municipal elections, Brazil's presidency of the G20, inclusive digital transformation and Artificial Intelligence (AI) regulation stood out as crucial agendas among third sector organizations, the government and companies.

The **Data Privacy Global Conference (DPGC)**, organized by **Data Privacy Brasil**, has established itself as one of the most important events in the Global South on privacy and data protection. In its 3rd edition, held on November 25 and 26, 2024 at Faculdade Cásper Líbero in São Paulo (SP), the conference brought together representatives from academia, the market and the government to debate the main challenges and advances in the area.

DPGC is an event aimed at professionals and other interested parties who want to become more actively involved in discussions about data in the country. The audience was made up of lawyers, information security and software development specialists, decision-makers, digital activists and other professionals working in the field of privacy and data protection.

The event sought to establish meaningful connections between digital markets and social justice-oriented democracies. Among the topics discussed were: digital public infrastructure, information integrity, cybersecurity, regulation of artificial intelligence (AI) and strengthening the protection of personal data.

EVENT



Fórum Brasileiro de Negócios Sociais para Empreendedorismo Jovem -Yunus Negócios Sociais Brasil

PHILANTHROPY 

TERM — august 2024

Held in August 2024, the **Fórum Brasileiro de Negócios Sociais para Empreendedorismo Jovem (Brazilian Social Business Forum for Youth Entrepreneurship)** tackled two of the biggest challenges facing contemporary Brazil: youth unemployment and climate change. During the event, **Cristiane Sultaní** highlighted the crucial role of philanthropic capital as a form of venture capital, capable of driving innovation and promoting collaboration. These elements are essential pillars for **strategic and transformative philanthropy**.

The forum took place at the iconic **Museu do Amanhã (Museum of Tomorrow)** and was organized by **Yunus Negócios Sociais**, with the support of **Somos Um** and **SEBRAE**, as well as the sponsorship of **Beja Institute**. The meeting consolidated the **#FórumdeNegóciosSociais** as a reference platform, promoting debates

on how the principles of impact businesses can offer **sustainable and effective solutions**.

As well as fostering strategic discussions, the event trained young entrepreneurs to lead positive transformations and tackle urgent social challenges. It was another space for innovation and exchange, where we continue to oxygenate the future of philanthropy and society.

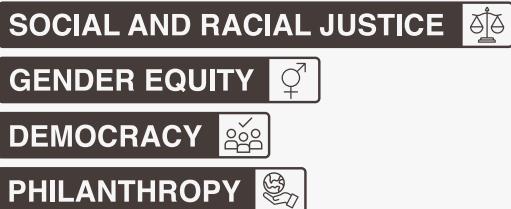
BEJA LABS / LABORATORIES

“I'm in favor of using social capital to innovate, because I believe it's a capital that enables taking risks. It makes it possible to experiment with new tools that have not yet been established, new research formats and technologies. It also opens up space for the appropriation of different service delivery models and the occupation of new territories. The Beja Institute has exactly this role: to innovate with private social capital. And this is my favorite place as a philanthropist. I like to look at what's different. Each one of us can be the protagonist of some creation, if we go into this laboratory space together. You probably have different skills to me. I always joke at home that my middle sister has a solution for everything. I'm not that person, but I am the person who chases after dreams, who has the ideas. Every human being complements each other. At the same time as we individualize ourselves, we also collectivize our individuality, bringing this 'polycapital' that allows us to think differently. And I believe that it is the duty of philanthropy to occupy this space of awareness and innovation.” — CRISTIANE SULTANI, Founder and President

RESEARCH



Lab Nova Longevidade Ashoka / Itaú Viver Mais / Instituto Beja



TERM — 2024 to 2026

The inversion of the age pyramid in Brazil, the result of the fall in birth rates and the increase in life expectancy, is a major demographic milestone. In 1980, Brazilians aged 65 and over accounted for just 4% of the population, while young people aged 0 to 14 accounted for 38.2%. In the 2022 Census, people aged 65 and over accounted for 10.9% of the population, and the Ageing Index reached 55.2 in the same year, indicating that there are 55.2 elderly people for every 100 children aged 0 to 14.

Faced with this scenario, **Ashoka**, over the last eight years, has adopted a systemic vision to observe the field of childhood and adolescence and has identified ageing as a

fundamental transgenerational issue. This phenomenon demands innovative solutions in all social spheres, and debates on social justice, race and democracy are essential. With this perspective, **Ashoka** has developed an extensive study and a Theory of Change that defends everyone's right to grow old as agents of social transformation, contributing to the construction of a more inclusive society.

In partnership with **Ashoka** and the **Itaú Viver Mais** program, the **Beja Institute** reaffirmed its commitment to collaboration and experimentation to create this **laboratory**. This is how the idea of **Lab Nova Longevidade** was born. This laboratory has emerged as a space for co-creation between different actors who share the same vision of building new narratives and paradigms for longevity. The project is based on the belief that trust and collaboration are the foundations for achieving this transformation.



THE LAB'S WORK FRONTS IN 2024

- Mapping the Social Innovation Ecosystem on Longevity;
- Building Lab Nova Longevidade's reputation in the ecosystem;
- Producing Narratives for the New Longevity Paradigm.

MAPPING THE ECOSYSTEM OF SOCIAL INNOVATION ON LONGEVITY

The Ecosystem Mapping, conducted by **Lab Nova Longevidade** in partnership with **Beja Institute** and **Itaú Viver Mais**, was officially launched on September 29, 2024, during the **Longevidade Expo+Fórum** in São Paulo (SP).

Highlights:

- 403 initiatives mapped in all regions of Brazil, with the exception of Acre and Rondônia, 62.3% of which have been in operation for more than 5 years.
- Intergenerational collaboration was highlighted as a priority by 74% of the initiatives.
- Education was identified as one of the six main barriers to building an equitable society for all ages.
- 17 key players from various sectors were interviewed, contributing their perspectives on creating demand for social innovation in longevity.
- In partnership with **Apurva-ai** and developed by **C4EC (Center for Exponential Change)**, an artificial intelligence called **Cérebro da Nova Longevidade (New Longevity Brain)** was created, which structured the initiatives into 30 action fronts and provided insights for an architecture of change.

“Old age needs to be treated in the plural, there is no single way to grow old, especially in a scenario like Brazil's, marked by extreme social inequality. The lab Nova Longevidade (New Longevity) needs to pay attention to these issues of inequality because it's not just about ageing well, contributing to society, with health, dignity, autonomy, purpose and intergenerational collaboration. In Brazil, these issues are marked by social inequality.” — MARILIA DUQUE, Consultant, Mentor and Researcher of age tecnology

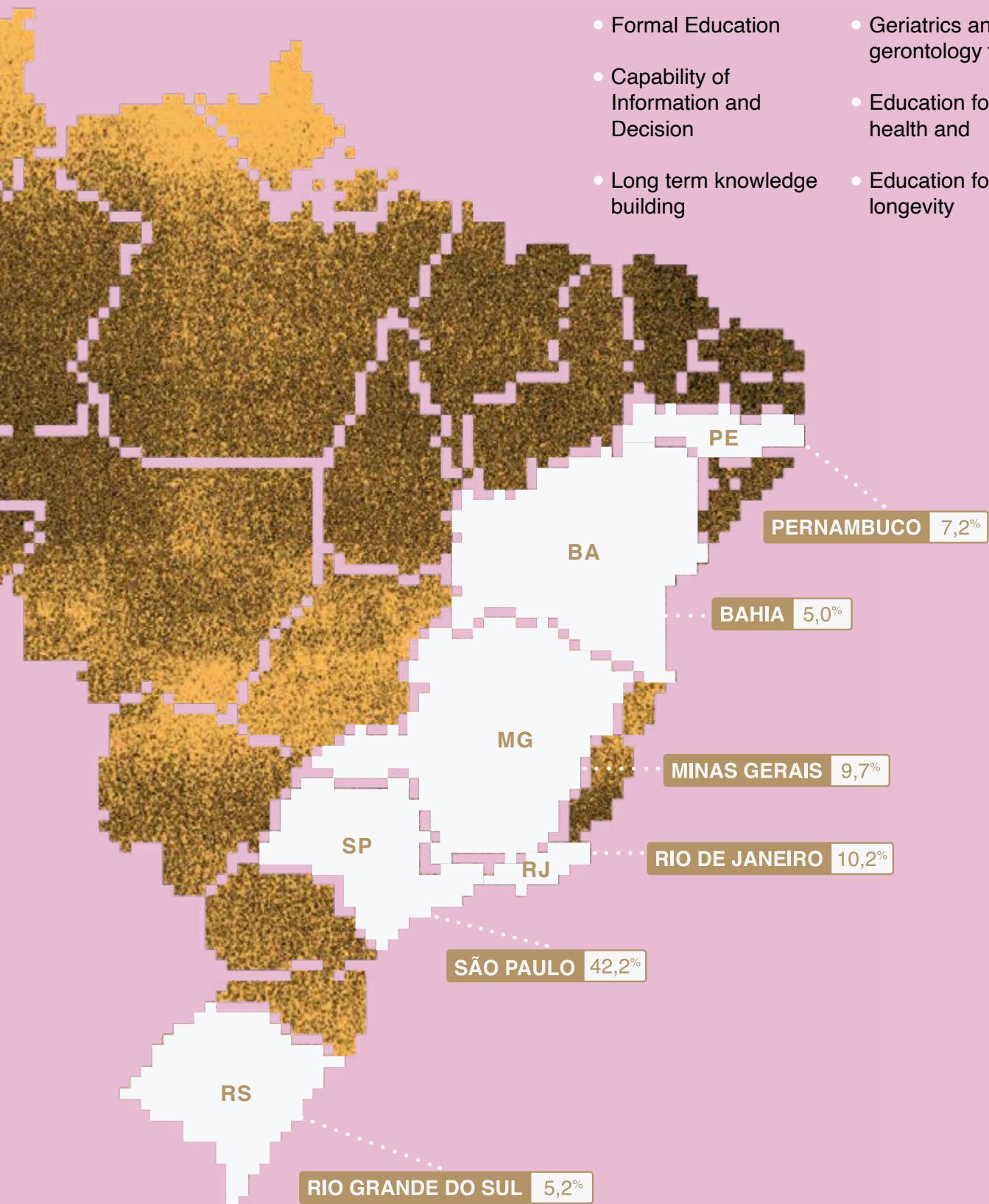
Engagement platforms

To broaden the reach and engagement, an exclusive website was launched containing detailed insights, an interactive map and downloadable reports.

- Between October and December 2024, the site registered 942 new users, generating 2.9 thousand pageviews.
- By January 2, 2025, 134 report downloads had been made.
- Campaigns carried out on social networks, in partnership with **Ashoka**, **Beja Institute** and **Itaú Viver Mais**, reached 23,000 views and 1,000 interactions.
- The map had 33 mentions in the media, achieving an estimated 500,000 reais in advertising exposure.

Education has been identified in the ecosystem as one of the main barriers to a participatory and equitable society for all age groups. The term “Education” emerged related to:

- Formal Education
- Capability of Information and Decision
- Long term knowledge building
- Geriatrics and gerontology training
- Education for health and
- Education for longevity



BUILDING THE REPUTATION OF THE LAB NOVA LONGEVIDADE IN THE ECOSYSTEM

Mapping the ecosystem played a key role in strengthening the Lab's reputation. It has expanded opportunities for connection and opened up fronts for collaboration, consolidating its presence in the field of social innovation for longevity.

Key actions and impacts

- Strategic interviews: carried out with representatives of public bodies, the private sector, academia and social initiatives. Participants include the **Secretaria Nacional de Direitos da Pessoa Idosa** (National Secretariat for the Rights of the Elderly), **Grupo RD Saúde** (RD Health Group), **Talento Sênior** (Senior Talent) and **Fórum Gerações e Futuro do Trabalho** (Generations and Future of Work Forum), among others.
- Connections with relevant organizations: partnerships established with institutions such as **SESC**, **Sanofi**, **Insper**, **FGV EAESP**, **MedSênior**, **Sírio Libanês**, **Catalyst 2030**, **IDB**, **ThinkOlga**, **Pernambuco Public Prosecutor's Office**, among others.
- Collaboration with entrepreneurs from the **Ashoka** network: engagement with entrepreneurs who work with longevity, including Gabriela Agustini (**Olabi**), João Souza (**Fa.vela**), João Paulo Nogueira (**Cuidador de Confiança**), Sérgio Serapião (**Labora**), Karen Worcman (**Museu da Pessoa**), among others.

Highlights of the map launch at Longevidade Expo+Fórum

- Three days of activities at the **Itaú Living More Space**, including a participation in the **Lab60+ Labora Space**.
- Enriching panels and debates with experts such as Anna Fontes (**Itaú Viver Mais**), Célia Cruz (**Beja Institute**) and Marília Duque (**Lab Nova Longevidade/Ashoka**). The discussions covered crucial topics such as public policies, digital inclusion and advocacy.
- Unveiling of inspiring initiatives, such as the **Digital Inclusion Pocket Show: Transborda60+** and **Agentes Por Toda Vida**.

Presence at external events:

- October 24: **Expo Vida60+** in Recife.
- October 30: **Fundação Instituto de Administração da Universidade de São Paulo**.
- December 12: **Fórum Gerações e Futuro do Trabalho**.

PRODUCING NEW NARRATIVES

The **New Longevity Lab** has played a central role in the production and circulation of new narratives about ageing, contributing to changes in mentality and the consolidation of the New Longevity paradigm. Through strategic partnerships, the **Lab** has worked to mobilize society and involve content creators, the media, training journalists and advertisers in the creation of a new mental model that promotes healthy ageing, with purpose and social justice.

Transformation requires a critical look at society's systems - transportation, health and work models - and a rethinking of care models, taking into account gender and racial inequalities. To respond to the accelerated ageing of the population, it is necessary to accelerate changes in public policies, social norms and markets, while engaging society in innovative and inclusive solutions.

Key initiatives for new narratives

- **#Longevidade Publisher on Nexo Políticas Públicas** (Nexo Public Policies)
 - Publication of 19 articles, reaching 16,500 views.
 - On **Nexo's** Instagram, the content on caring for the elderly received 124,000 views and 9,000 interactions.

- **Podcast Change For Good Talks - #Longevidade Season**
 - Addressing issues such as care, work, purpose, intergenerational collaboration and knowledge production.
 - On Spotify, it totalled up as 87 hours of activity, while the videos on Instagram had 39,000 views.
- Collaboration with **Fundação Cásper Líbero**
 - Production of audiovisual content, such as the **Manifesto Nova Longevidade (New Longevity Manifesto)** and the podcast **Democracia Por Toda a Vida (Democracy for Life)**.
 - Training future communicators to combat ageism and qualify information on longevity.
- Public debates in schools (**Ashoka + Coletivo Encrespados**):
 - Development of thematic courses, including **Longevidade e Diálogos Intergeracionais (Longevity and Intergenerational Dialogues)** and **Agentes Por Toda a Vida (Agents for Life)**.
 - The pilot project was applied in a **Center for the Elderly** in Ibiúna (SP), with plans to replicate it in Maranguape (CE).

Key learnings from the Lab in 2024:

On October 16, at Espaço Literat, **Lab Nova Longevidade** held its first learning circle, exploring fundamental themes such as:

- Education for longevity
- Care Culture
- Digital Inclusivity
- The Importance of the voice of communities
- New Narratives and mental models
- Work and learning throughout life
- Ageism

These meetings allowed for the exchange of experiences and different perspectives, revealing that the **Lab** acts as an amplifier, catalyst and orchestrator of the social innovation ecosystem. This role has been crucial in driving forward the New Longevity paradigm, promoting opportunities for all people to be **Agents for Life**, contributing to their families, communities and territories. The systematization of this exchange was consolidated in a feedback and will serve as one of the resources that underpin the **Lab's** strategy for 2025.

“Driving changes in public policies, social norms and market dynamics to promote healthy, active and meaningful ageing. Mobilize society as a whole to face the challenges and opportunities of a rapidly ageing population, guaranteeing quality of life and inclusion for all generations.” — MARILIA DUQUE, Consultant, Mentor and Researcher of age technology interface

*The detailed insights, interactive map, and reports about the Nova Longevidade Lab are available for download on the exclusive website:
<https://labnovalongevidade.org>*

MULTIANNUAL FUNDING



Lab de Imaginação e Inovação na Filantropia – Instituto Toriba

PHILANTHROPY 

TERM — 2024 to 2029

HOW CAN WE DESIGN FAIRER AND MORE DISRUPTIVE FUTURES?

The **Toriba Institute** believes in the transformative power of the stories we tell about the future. They shape our actions in the present. Through research, literacy in futures and the construction of narratives, the **Institute** works to catalyze social change. Through collaborative processes that bring together activists, artists, communicators and visionary thinkers, spaces are created for new stories to emerge - a unique opportunity to reimagine and redefine our role in the world.

“What if, instead of simply reacting to issues that seem wrong, we started to narrate the different world we want to see? To consolidate, through the exercise of imaginative speculation, possibilities that are not yet explicit, but which could become so through this exercise, based on very structured processes that the industry already uses to forge the design of futures.” — GRACIELA SELAIMEN, Founder

“In addition to a systemic vision, a systemic way of doing things: you have to be involved as part of the problem. Recognizing that we need very different people at the table, it can't be the same people as always. We need other voices, other skills. What are the possibilities for conversations when you bring together very different voices that have never met before? We need to listen to people who are willing to challenge the status quo, who are capable of bringing about a real cultural transformation in philanthropy. And this kind of change is not necessarily measurable.” — GRACIELA SELAIMEN, Founder

In partnership with the **Toriba Institute**, the **Beja Institute** is taking another step towards strengthening relationships based on respect, trust and mutual collaboration. Together, they promote actions for shared reflection and the prototyping of exponential solutions to social and cultural challenges.

The **Lab de Imaginação e Inovação na Filantropia (Imagination and Innovation in Philanthropy Lab)** is the result of the convergence of talents between the **Toriba Institute** and the **Beja Institute**. This space offers conditions to foster reflection and dialogue on issues that mobilize social actors, encouraging new practices in philanthropy. It also seeks to raise awareness about the transformative role of philanthropy and explore new possibilities for impact.

Guiding Questions:

- How can we explore new roles for philanthropic leaders and institutions in driving systemic and cultural change to generate positive transformations?
- What are the critical capacities that philanthropic leaders need to drive transformative and sustainable processes?
- How can we create spaces that encourage a culture of innovation in philanthropy?
- How can philanthropy effectively support the change agents who shape alternative futures?
- How can philanthropy accelerate the transition to a more equitable and just future?
- How can philanthropy reinvent itself to respond to the challenges of a world in polycrisis?

To find answers and stimulate reflection, the **Lab** works in three main dimensions: **SELF (individual), ECOSYSTEMS** and **INSTITUTIONS**, with a focus on:

- Expansion of perspectives
- Exploration of new languages, concepts and technologies
- Creation of content, storytelling and narrative contests
- Building Scenarios and futures
- Application of speculative design

ACTIONS in 2024

Global Community Game: a methodology based on gamified simulation to empower leaders to create collaborative solutions in complex ecosystems. Developed by **Jahn Werner, Michael Fuchs** and **Jochen Messner (Five4Success)**, the game was held in São Paulo (SP) on March 26 and 27 for a group of philanthropic and civil society leaders. It develops skills for embracing change, navigating complex institutional relationships and cultures with awareness and resourcefulness, in a constantly evolving scenario.

Lab de Imaginação e Inovação na Filantropia (Lab for Imagination and Innovation in Philanthropy) led the curation of the 3rd edition of **Filantropando**, promoting dialogues and interactions on innovation and the future of philanthropic practice.





Filantropando

The **Beja Institute** started the **Filantropando** movement in 2022 with the aim of creating spaces for concrete dialog about the transformations needed to boost Brazilian philanthropy. Based on revitalizing the ecosystem and introducing new ideas and practices, the movement seeks to stimulate the exchange and broadening of perspectives.

In 2024, the central theme of the 3rd edition of **Filantropando** was **Imagining Futures**, curated by the **Toriba Institute** and art directed by **Batman Zavareze** and his team. The event brought together around 200 guests. The edition highlighted the importance of reframing philanthropy by questioning traditional models and encouraging the unlearning of conventional practices, through a focus on collaboration and co-creation.

The need to imagine and build more disruptive futures that embrace risks, experiment with new approaches, challenge benchmarks and break paradigms has become an emerging priority in the world.



It's time to make room
for new agendas.

It's time to deconstruct,
relearn and co-create.

It's time to oxygenate
the philanthropy
ecosystem.

Filantr^opando

Oxigenando boas ações

The Third edition was organized around two main axis:

AXIS 1

Philanthropy and possible futures, emerging futures, ancestral futures

How could I not have thought of this before?

What else do I need to learn?

Looking to the future, already present in ancestral practices, invites us to embrace significant changes and adopt values that reflect a more diverse and comprehensive understanding of society's needs. This axis challenges the perpetuation of dominant narratives, instigating the creation of a multiplicity of perspectives that reimagines history as our history.

This movement highlights themes that are often invisible, which require greater attention and in-depth study, and proposes a decentralization of decision-making. By moving from an individual perspective to a shared vision of responsibilities, we are invited to welcome the discomfort that accompanies collective change. This requires: understanding the power dynamics that shape social and economic relations, the courage to take risks, break paradigms and expand references and building a more equitable representation.

PANEL 1

Philanthropy and Ancestral Futures



With Josimara Baré in dialogue with Geci Karuri-Sebina, mediated by Paula Miraglia

PANEL 2

Imagination infrastructure



with Yoanna Okwesa in dialogue with Ondřej Liska, mediated by Paula Miraglia



Filantrópando

Oxigenando boas ações

ditar
agir
agora

Filantrópando²

Oxigenando boas ações

imaginar
futuros

painel 01 ★ Filantropia e futuros ancestrais



Geci Karuri-Sebina

Professora associada (WITS-Joanesburgo),
professora adjunta (Un do Cabo.Cidade do Cabo)
e Diretora (SOIF.Reino Unido)



Josimara Baré

Coordenadora do Fundo Indígena Ruti (CIR)



AXIS 2

Technology to Transform Technology at whose service?

Big Tech has dictated the rules on how we articulate thoughts and connections in networks, often from a dehumanizing perspective. The race to and the disparity between different approaches to regulating the ethical basis of digital technologies around the world expose disputes over influence, as well as gaps in cultural and social representation. They also perpetuate inequalities in digital access and education.

Philanthropy's interaction with technological tools confronts the challenges of this inequality head-on. What we once called "futurism" requires the deconstruction of ideas of a decontextualized future, empty of people and their dynamic and diverse realities.

Digital technologies are not neutral. They shape our perception of ourselves, the world and how we relate to it. They also transform power dynamics, subjectivities and human experiences, especially in contexts of governance, human rights and gender politics. If we are still debating the lack of a solid critique of the *status quo* that homogenizes countries and cultures from the point of view of organizations in the Global North, the question arises: **how can we simplify and rehumanize technology and innovation, with exponential changes?**

PANEL 3

Philanthropy in the world of Artificial Intelligence

with **Sanjay Purohit** in dialogue with **Nishant Shah** and **Nina Santos**, mediated by **Paula Miraglia**









[READ THE FULL FILANTROPANDO 2024 REPORT](#)

Investment and Impact

The **Beja Institute** is firmly committed to promoting positive and sustainable social and environmental change. To this end, we dedicate part of our resources to impact investments, an approach that goes beyond traditional financial returns. Our focus is on generating tangible benefits for society and the environment, showing in practice how to reconcile financial profitability with positive benefits.

We recently decided to share our investment portfolio, with the aim of inspiring the philanthropic ecosystem to follow a similar path. The initiative seeks to demonstrate the transformative potential of this strategy, by combining economic results with social and environmental solutions.

In addition to donations, the **Beja Institute** adopts a diversified strategy for allocating resources that are not directly earmarked for philanthropy. We invest in a variety of financial instruments that guarantee the maintenance of resources, promote profitability and maximize benefit in key areas aligned with the causes we support.

We invest in investment funds in the areas of technology, the environment and education, which seek both financial returns and social and environmental impact. In addition, we engage in debentures that support initiatives aligned with our mission, encouraging innovative and sustainable solutions.

We highlight our role as guarantors of loan funds aimed at women entrepreneurs in the North and Northeast of Brazil. This initiative enables access to previously inaccessible credit lines, providing financial autonomy and promoting gender equity, social and racial justice. The guaranteed funds are only used in the event of default, creating an effective and innovative support mechanism. In addition, we have adopted blended finance approaches, integrating concessional capital with returnable capital, scaling the reach and effectiveness of our actions.

By sharing our approach, we aim to inspire other foundations and institutes to adopt strategies that reconcile social and environmental impact with financial profitability.



POSITIVE VENTURES

With the motto of generating economic, community and environmental value in every investment, this venture capital fund identifies entrepreneurs who seek to build companies at the service of society. It prioritizes businesses with cultures that incorporate best practices for all their stakeholders, creating more sustainable and inclusive models.



YUNUS NEGÓCIOS SOCIAIS BRASIL

With a mission to fight poverty and climate change, the organization develops innovative, self-sustaining models that meet the needs of low- and middle-income communities. Its programs provide affordable products and services, connect markets for local goods and create sustainable income opportunities, promoting impact on local economic ecosystems.



ZUNNE

A partner committed to democratizing positive impact investment, the organization makes it possible for anyone to contribute to the growth of businesses in the North and Northeast of Brazil. Through its **Trê-MOVA** platform, based on direct collective loans, multiple investors can allocate resources directly to the businesses they most identify with.

Balance

PROJECT	TOTAL CONTRIBUTION R\$	2024 TOTAL CONTRIBUTION R\$	START	CONCLUSION
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ADVOCACY

Aliança pelo Fortalecimento da Sociedade Civil	Association	785.352	785.352	2024	-
Fundo Patrimonial USP Diversa	Multiannual funding	5.972.452	334.625	2023	-
Serenas	Multiannual funding	1.270.000	370.000	2024	2028
Rede A Ponte	Multiannual funding	800.000	200.000	2024	2027
Instituto Pacto contra a fome	Supported Project	500.000	500.000	2024	2024
Pacto pela Democracia	Multiannual funding	600.000	200.000	2024	2027
ICCI - Instituto Cultura, Comunicação e Incidência	Supported Project	100.000	100.000	2024	2025
GIFE	Multiannual funding	1.000.000	333.333	2024	2028
Latimpacto	Association	75.347	75.347	2024	-
Movimento Por Uma Cultura de Doação - MCD	Association	50.000	50.000	2024	-

KNOWLEDGE

PIPA	Multiannual funding		240.000	120.000	2024	2026
Fundação José Luiz Egydio Setúbal (FJLES)	Research		200.000	100.000	2024	2025
DeSJus CEBRAP	Supported Project		200.000	200.000	2024	2025
Fundo Agbara	Multiannual funding	Núcleo de Pesquisa e Memória da Mulher Negra Agbara	900.000	300.000	2024	2026
CEDEC & IEA USP	Event		129.032	129.032	2024	2024
Centro de Análise de Liberdade e do Autoritarismo LAUT	Supported Project		319.899	159.949	2024	2026

Balance

		PROJECT	TOTAL CONTRIBUTION R\$	2024 TOTAL CONTRIBUTION R\$	START	CONCLUSION
Instituto Identidade do Brasil (IDBR)	Supported Project		200.000	200.000	2024	2025
Instituto Igarapé	Supported Project		400.000	400.000	2024	2025
More In Common	Supported Project	More in Common "Combatendo polarização pela sociedade civil"	200.000	100.000	2024	2026
CRIA The Human Project	institutional support		2.000.000	400.000	2022	2026
Politize Instituto de Educação Política	Supported Project	Projeto "IAgora? Eleições 2024"	50.000	50.000	2024	2024
IDIS	Association		50.000	50.000	2024	2024
SITAWI Finanças do Bem	Research	Famílias de Alto Patrimônio no Brasil: Investimento de Impacto e Filantropia	25.000	25.000	2024	2024
Praça Atahualpa	Supported Project		2.184.106	454.913	2022	-
Instituto Mar Adentro	Supported Project		834.958	200.733	2023	2025
Coalizão pelo Impacto (ICE)	Supported Project	Aceleração de negócios de impacto social	1.650.000	525.000	2023	2026
Data Privacy	Event		35.000	35.000	2024	2024
Yunus	Event		150.000	150.000	2024	2024
Desenrola e Não Me Enrola	Multiannual funding		200.000	200.000	2024	2025
Instituto Mol	Supported Project		75.000	75.000	2024	2025
Pró-Saber	Multiannual funding		1.395.505	464.930	2023	2026

Balance

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IDIS	Association		50.000	50.000	2024	2024
SITAWI Finanças do Bem	Research	Famílias de Alto Patrimônio no Brasil: Investimento de Impacto e Filantropia	25.000	25.000	2024	2024
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Balance

PROJECT	TOTAL CONTRIBUTION R\$	2024 TOTAL CONTRIBUTION R\$	START	CONCLUSION
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IMPACT INVESTING

Associação Trê	Fundo Zunne	400.000	2023	2027
Associação Trê	Fundo Zunne 2.0	500.000	500.000	2024
Positive Ventures	FIDC Impact Investing	416.983	416.983	
Bemtevi Investimento Social	Impact Investing	1.000.000	1.000.000	
Yunus Negocios Sociais	FIDC Impact Investing	969.342	969.342	

CONSULTORIA

Bemtevi e THP	Development journey	100.000	7.000	2023	2024
Quintessa	Social enterprise acceleration	1.282.00		2022	2024

Schedule

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Since 2021