

ACTIVITY REPORT

2023

01 LETTERS BY MOVIMENTO BEM MAIOR

02 MOVIMENTO BEM MAIOR

Who We Are	10
Our identity	11
Our 2023 results	12
The Journey we have traveled	13
Recognitions	14
2023 Agenda	14
How we work	15
How we do it	16
Our network	17
Strategic networks	18

03 PRIVATE SOCIAL INVESTMENT

FOCUS	22
Focus on Education	23
Focus on Productive inclusion	33
Transverse axes	37
Focus on Community Led Efforts	40
Futuro Bem Maior	42
IMPULSE	44
Advocacy Impulse	45
Research Impulse	47
Storytelling Impulse	50
Network Impulse	55
Specific Impulse	58

04 COMMUNICATION

Social Media	62
Institutional Channels	64
Press and Events	66
Institutional	68
Philanthropy is for everyone	70

05 FINANCIAL REPORT

06 OUR TEAM

LETTERS BY
MOVIMENTO
BEM MAIOR



LETTER FROM THE BOARD OF DIRECTORS

As we prepare the 2023 Activity Report, we reflect on Movimento Bem Maior's journey since its founding in 2019.

Our objective when creating MBM was to double the percentage of Brazil's GDP that is spent on philanthropy within a decade. Today, we celebrate the progress we have made in this direction, and all the transformative impact we have helped generate in Brazilian society.

Philanthropy in Brazil is developing in a mature and consistent way along several fronts, as we embark on our quest for a fairer and more prosperous nation. We estimate that **philanthropy** currently represents about **0.5% of Brazilian GDP**, which represents a modest amount in face of our socioeconomic and environmental challenges, while also constituting a small figure in comparison to developed countries who, on average, dedicate 2% of their GDP towards this segment. However, according to a survey by Brazil's Institute for Economic Research (FIPE), in aggregate **the third sector represented about 4.27% of GDP in 2022**, being responsible for **more than six million direct and indirect jobs**, helping

to strengthen the country's economy and social fabric.

Our early years were marked by gargantuan challenges, mainly attributed to mitigating the serious consequences of the pandemic, which unfortunately left indelible marks on our society. Nevertheless, the emergency response to COVID-19 reinforced the vital roles of philanthropy and solidarity in modern society, highlighting how much we can achieve when we work together towards a common goal. If there was any positive outcome during this period, in which we all worked tirelessly to address the structural problems in our society, it was **the importance and urgency of our mission to fight inequality in Brazil.**



Philanthropy is an
act of generosity
and empathy
that everyone
can exercise”

It's been five years since our work began, and **MBM has already allocated about R\$100 million to more than 200 social organizations** within all the member states of the Brazilian federation, including large and community-based operations who are active in various causes, but especially towards education and productive inclusion initiatives. Throughout these years we have taken on the role of articulators within the sector, supporting the performance of strategic research, while also working on advocacy and awareness. **Our focus today is to continue investing in the development of the sector's infrastructure with transparency, efficiency and responsibility,** encouraging new philanthropic contributions.

As members of the Board of Directors, we aim to **define a strategy and establish an organization's guidelines,** assisting in its management, planning and performance. Our efforts are dedicated to fostering effective governance as outlined in our regulations, a crucial step in fulfilling our mission to **unleash the full transformative power of civil society** through innovative and collaborative philanthropy.

We would like to express **our profound gratitude to all of those who have helped us along this path and who have helped make MBM a reality,** particularly the

numerous partners who, alongside us, have contributed to the development of the country's philanthropy ecosystem. However, none of this would be possible if it were not for the vision and commitment of our Associates, whom we thank very much.

Philanthropy is an act of generosity and empathy that everyone can exercise to build a fairer and more fraternal society. When acted upon strategically, it is an **extraordinary element of social transformation.**

The following report stands as a testament to our shared journey over the past five years, showcasing the remarkable power of unity and determination in pursuit of a greater good. We hope you will enjoy and be inspired by this brief report.

Yours Sincerely,

**Movimento Bem Maior's
Board of Directors**

A LETTER FROM OUR MANAGEMENT

“

Just **focus** on putting
your foot forward, **one
after the other**”

Haruki Murakami

What i talk about when
i talk about running

If you've ever taken up running, you'll recognize how powerful this mantra is, especially when facing long distances or endurance challenges. In the third sector, it is just as essential. At a pivotal point of the journey, where many miles have been conquered, the path ahead demands continuous effort, presenting new challenges at every turn. What should one do when doubt starts creeping in? The answer is simple: keep running, repeat the



mantra, and continually revisit your plan and priorities, ensuring a swift and realistic response to your most urgent needs along the way.

Social justice is our main goal in this great challenge, but our daily dedication is running in the right direction along the track. **We value the path we have chosen more than the finish line itself.** We are committed to exploring new fronts, blazing trails and

paving them for a collective construction. It is possible that the destination will not be reached in our lifetimes, or even within our generation, but **every step we take today sets** a more desirable and positive stage **for our future society.**

As we cut across each kilometer we accumulate experience, revising our original strategy and objectives along the way... We pause to reflect: are we still moving forward with intention? We return to the foundational lesson. One step at a time...

Reflecting on our past year, and the trajectory we have followed, leads us to recognize and tune in to the challenges of the philanthropic sector around the world. **Looking to the future** guides us towards practices that enable us to **aspire to systemic impact philanthropy.** On the one hand, challenges are interconnected and manifested locally; on the other, it is necessary to go beyond specific causes, delivering concrete actions within the sector.

Throughout this year, under the Futuro Bem Maior program, we have walked side by side with **45 Civil Society Organizations**

(CSOs) and collectives **in 19 states.** We have simultaneously **strengthened the performance of another 23 CSOs, who operate in the education, productive inclusion and community strength segments,** while also seeking transversal perspectives, such as racial equity, climate justice and gender equity, given the relevance of these modern themes. Beyond this, we are also **propelling the philanthropy ecosystem by supporting 11 other CSOs that strengthen the third sector** in the areas of advocacy, research, storytelling and networking.

We cannot underestimate the importance of **resilience when facing these challenges.** When coupled with favorable structural conditions and strategic opportunities, solutions become invulnerable. As time moves forward, each traveled kilometer becomes a victory. As we settle down into 2024, our gaze is projected into the future, and **we invite you to follow our journey up to this point.**

- Carola M.B. Matarazzo

Movimento Bem Maior CEO



MOVIMENTO

BEM MAIOR

WHO WE ARE

In the societal arena, individuals embark on their journeys from diverse starting points, at different times, and under vastly different conditions. Imagine that the more privileged individuals have a 1km head start and benefit from a well-groomed running track, especially in comparison to their peers. What are the chances of success for those who start later? Even if one shows dedication and achieves victory, can this be considered a fair competition?

Movimento Bem Maior has been committed to **building an equitable future**, where everyone has fair opportunities that consider their individual differences. This implies **providing additional support for those facing greater challenges**, ensuring that everyone can achieve similar results, taking into account the diverse limitations and intrinsic characteristics of each individual.

Thus, **we seek to reduce inequalities and pave the way towards a socially just future.**

Here, those who had a head start will make a commitment to strategically equip those who trail behind, offering better learning conditions and infrastructure. This meticulously planned approach seeks to level the playing field and **ensure a journey in which more people run alongside each other.** This is the essence of strategic philanthropy. To achieve this goal, we unite philanthropists, social organizations and a network of partners, who all collaborate to **propel the country towards sustainable development.**



MISSION

Activate the transformative potential of civil society in Brazil through strategic and collaborative philanthropy, to confront inequalities and promote social justice.



VISION

We want to be a **recognized and legitimate organization for Brazilian society**, which promotes collaborative actions in the field of philanthropy and social innovation, elevating Brazil to a global reference.



VALUES

- Acting **courageously**
- Practice **adaptability**
- Apply **balance**
- Ensure **respect**
- **Transparency** within our relations
- Commitment to **people**

OUR 2023 RESULTS

Our commitment materialized into expressive results, as we **strengthened social organizations** that contributed for a robust **socioeconomic development** in Brazil. Each achievement represents **a step towards a more promising and socially responsible future**. With resources, networks and expertise, we drive impact, highlighting the exceptional potential of organizations. Below are some of the results of our 2023 journey.



81

social and
collective
organizations*



989

organizations
indirectly
impacted



26

states + Federal
District covered



R\$33.6

million of
capital
invested



1.150

public agencies
directly involved**



27

participations in
events, forums and
seminars

* Focus: 23, Impulse: 11, Emergency: 2 and FBM: 45

**cumulative number

THE JOURNEY WE HAVE TRAVELED

Just like distance markers along a marathon track, the following numbers represent landmarks, outlining **milestones that symbolize our commitment and development.**

We believe that investments must be made to strengthen our social organizations and our philanthropic infrastructure alike, so that we may consolidate our organized civil society as an agent of change for Brazil's economic and social development. **Along the five years of our operation, we have achieved:**



11
associates



194
Social and
collective
organizations
supported



R\$100.8
million directly
invested



49
Total strategic
partnerships



26
States + Federal
District covered



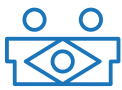
31.747
Followers on
Social Media
accounts

RECOGNITIONS



Social Entrepreneur Award

Recognizing the importance of the Brazilian **Emergency Health Fund (FES)**, a collaborative initiative developed with IDIS and BSocial that mobilized **R\$40.7 million to fight Covid-19**.



BrazilFoundation

BrazilFoundation tribute

Our **contribution to philanthropy** was honorably recognized at the 3rd Gala Minas event.



Ranking thedotgood.

We were elected the **7th most influential NGO in Brazil**, and **103rd among the World 200 Top SGOs**.

2030 AGENDA

WE ARE PART OF THE UN GLOBAL PACT

We are committed to aligning our strategies with the ten universal principles in the areas of human rights, labor, environment and anti-corruption to **develop initiatives that contribute to addressing the most urgent challenges on the planet.**



> Learn more about the Global Pact:

pactglobal.org.br

2030 AGENDA

We are committed to meeting the **2030 Agenda's key points**. Our work focuses on the following **Sustainable Development Goals (SDGs)**:



> Learn more about the 2030 Agenda:

brasil.un.org/pt-br/sdgs



HOW WE WORK

We make philanthropic investments **to drive Brazil's movement toward systemic social transformation.**

We provide the necessary conditions for our partners to significantly expand the scope of their actions, strengthening their initiatives and maximizing their impact on society, while promoting positive and structural advances.

Through strategic philanthropy, we combine efforts that go beyond financial investments, offering technical expertise and facilitating network connections.

Every **partnership** is built upon **shared values and visions.** We collaboratively work with each organization, using monitoring models that consider their unique situations, challenges, goals and institutional demands. **Our partners are experts** in the territories and causes in which they operate, and **our role is to enhance what they already do best!**

This cooperation results in relationships that are based on mutual learning, collaboration and trust. Our commitment is to **strengthen the capacities of each organization,** working together to address challenges and deepen our understanding of societal demands.

HOW WE DO THIS



SUSTAINABILITY

We value financial sustainability, which provides continuity for social actions.



TRUST AND TRANSPARENCY

We act with transparency to build long lasting relationships of trust.



PURPOSE COMES FIRST

We encourage organizations to dream big, maintaining their embraced causes as their compass.



LEARNING ON THE JOB

We test, we make mistakes and we learn to improve social strategies and methodologies.



PROXIMITY

We have built a close relationship with initiatives for mutual learning.



DEMANDS AND RESULTS

We encourage the exchange between strategic and field perspectives for consistent social outcomes.



IMPORTANCE OF RESEARCH

We encourage the production and use of data to concretely communicate the reality of their territories.



RELEVANCE AND DEMAND

We seek partners who put the people who are impacted by their actions first, to understand the territories in which they operate.



OUR NETWORK

Athletes come together to achieve a common goal, creating teams, formations and networks. Similarly, **individuals and organizations driven by specific causes establish bonds** to drive social progress. The search for common goals, combined with a strong sense of collectivity, is the way to promote significant transformations in society.

2019 _ Accenture, ABCR, Instituto GOL, Instituto Cyrela, Instituto Localiza, Instituto MRV, Instituto PHI, Prosas, WINGS and GIFE

2020 _ B.Social, IDIS, Instituto MOL, Ribon, Centre for Strategic Philanthropy Cambridge, Dadivar, Stilingue, Zeta 360, BNDES, Folha de São Paulo, UNIÃO BR and CUFA

2021 _ AGO Social, VélezReyes+, Instituto Humanize, Rede Globo, Julius Baer Family Office, ANUP, Co_Impact, LGT Bank, Nexo Jornal and Jornal Correio 24hs

We work by intertwining these networks and building bridges that everyone can cross, **strengthening the philanthropy scenario** and boosting social investment in our country. The following are some of the partnerships we have had the privilege to develop over the years:

2022 _ Phomenta, Instituto ACP, Humana, Fundação José Luiz Egydio Setubal, Meta, BTG, Sitawi, Banco Santander, Plano CDE, Imaginable Futures, UBS, Stanford Social Innovation Review, Convergence, Instituto Arapyau, Simbiose Social and XP Inc.

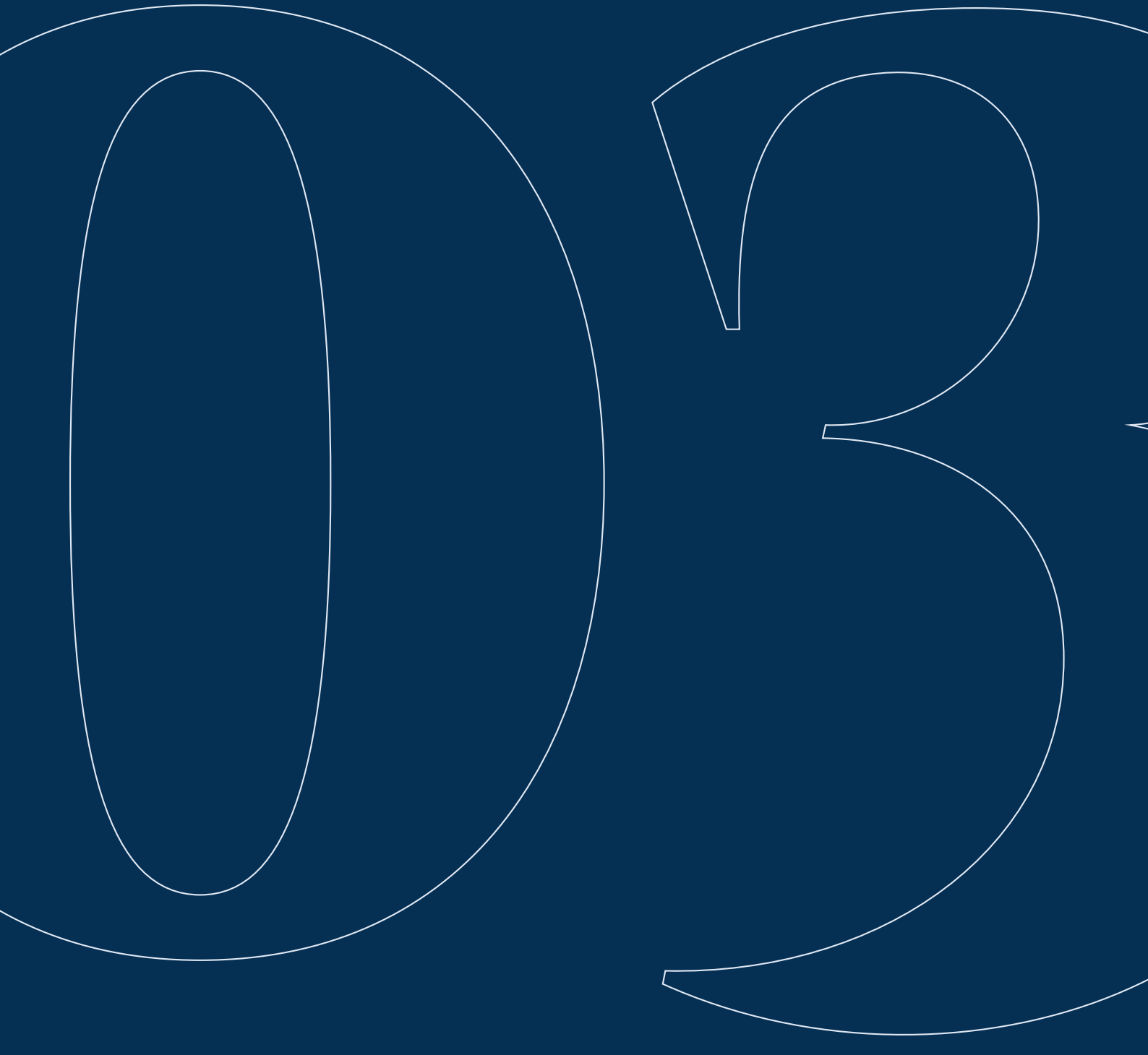
2023 _ Fundo Agbara, Unicef, C6 Bank, The Bridgespan Group, Pacto Contra a Fome, Rockefeller Philanthropy Advisors, Instituto Ambikira

STRATEGIC NETWORKS

We are members of groups dedicated to uniting diverse actors in the social field, recognizing that collaboration and synergy are fundamental in the search for **solutions to complex issues**. Participating in these discussion panels broadens our vision, enabling valuable contributions and **identification of strategic opportunities** that drive **lasting impact**.



**PRIVATE SOCIAL
INVESTMENT**



In our operating model, we adopt a co-investment approach with other social investors to mobilize more financial resources and enable significant social transformations. This strategy makes it possible to **join forces and collaborate** by aligning intentions, a fundamental principle **for facing complex challenges** more effectively.

We work with organizations to **enhance and strengthen collaborative agendas** of the causes and territories where they operate. By encouraging these actors to become protagonists in their fields, Movimento Bem Maior acts as a facilitator and driver.

From our perspective, the traditional model of private social investment, in which organizations operate in isolation, is not effective in addressing current challenges. Therefore, we adopted a collaborative approach based on **intersectoral articulation, relevant research, content and data**, in addition to recognizing the need to involve several actors and mobilize complementary resources.

Currently, **our private social investment portfolio** is structured upon **two pillars: Focus and Impulse**. We foster the institutional development of social organizations and stimulate the Brazilian

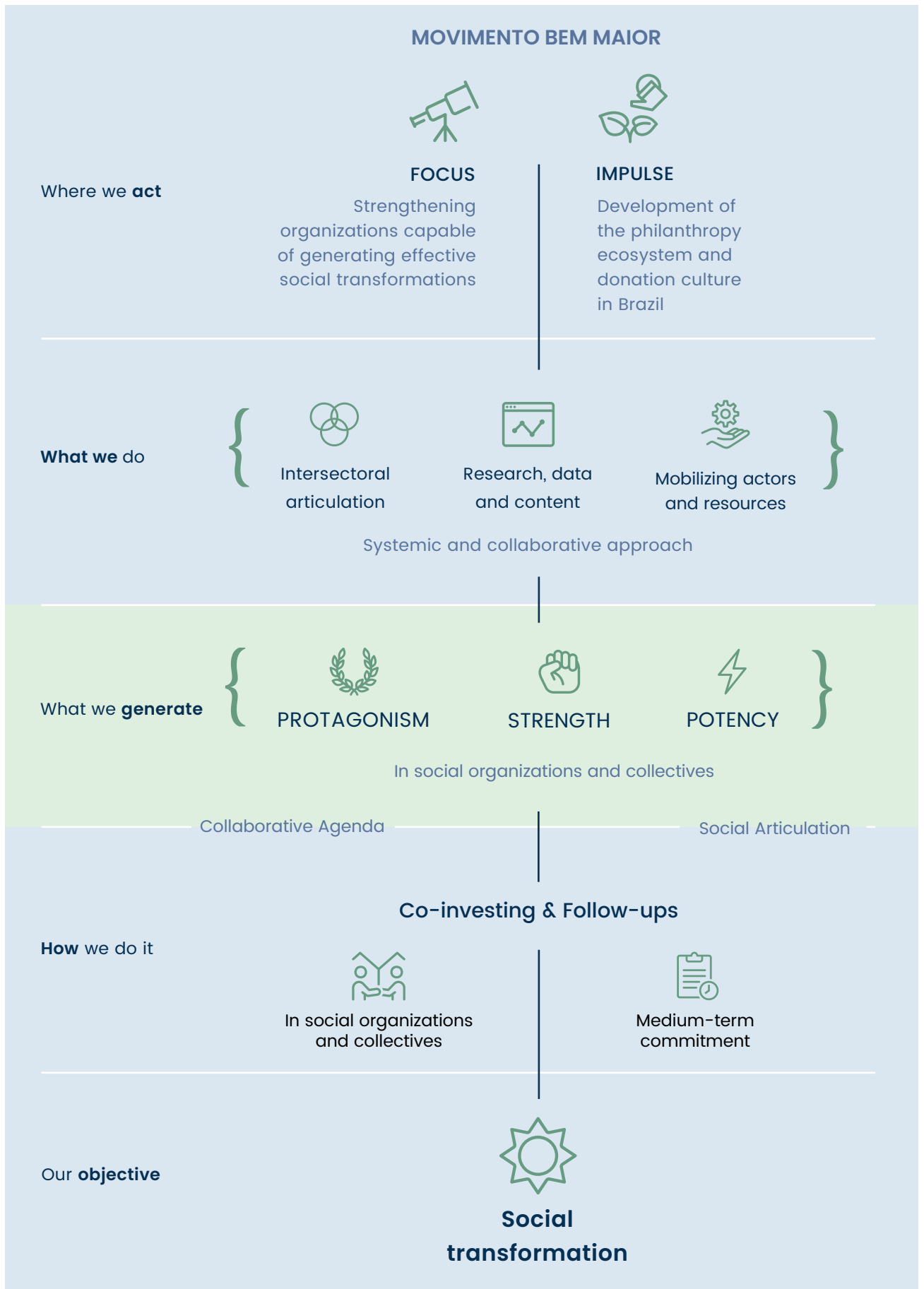
philanthropic ecosystem, respectively. They are implemented from Lean Thinking, a monitoring methodology adapted by Movimento Bem Maior, which is based on the principles of Lean Startup and Design Thinking.

OUR THEORY OF CHANGE

The path we follow is guided by our **Theory of Change (TOC)**. Imagine it as a map that leads us through challenges and opportunities, prioritizing and establishing a **strategic connection** between each **action** we take and our desired **results**.

The theory provides a broad overview. With a well-defined objective, it is possible to map the logical sequence of activities, resources, objectives, results and expected impacts, always keeping the **long-term vision** in mind. In practice, the tool allows us to understand how today's actions lead to the desired social development.

For a more detailed understanding of our strategy, we invite you to explore our TOC:



FOCUS



Well-trained athletes who are favored with better conditions, travel longer distances. This is the premise that guides our investments in the Focus pillar. To this end, we **potentiate** the **development** of **organizations** that are capable of **rising to their causes' challenges**.

Given the social inequality and discrepancies in the distribution of investments, it is **paramount to direct resources efficiently and strategically**. By enabling flexible donations, technical support, and close monitorization, we establish relationships of exchange and trust to build meaningful social outcomes. Currently, the Focus pillar concentrates on four priority axes:

- Education
- Productive Inclusion
- Community Base
- Transversal Axes

MACRO RESULTS



26.887

Students directly impacted



44.186

Jobs generated



25.710

Graduated entrepreneurs



49.071

Trained education professionals

Meet some of our main institutional partners who co-invested towards the Focus Pillar in 2023:



FOCUS ON EDUCATION

We keep a close eye on social demands and political movements that **emphasize education in Brazil**, which we particularly value due to its relevance and the broad discussions the subject is currently sparking across the country. This year we **directed our efforts to the articulation and implementation of the National Common Curricular Base (BNCC)**. By supporting organizations and articulating agents who contribute towards the **betterment of the country's educational system**, as outlined by the BNCC guidelines, **we ensure the continuity** of this fundamental **agenda**.



ASSOCIAÇÃO CRESCER SEMPRE - Located in the favela of Paraisópolis, São Paulo (SP), this association aims to promote social transformation through the provision of quality education in low-income areas. Its five main projects are an Early Childhood Education school, an Elementary School, a full time High School Curriculum, Vocational Courses and a community Library.

★ OUR INVESTMENT LEVERAGED

- 650 children and teenagers enrolled in Elementary and High School;
- 507 students attended 18 vocational courses;
- About 20,000 loans from the open library for students and the general community.



> learn more at:

crescersempre.org.br



BNDES Partnership

CIEB - This establishment promotes innovation in Brazilian public education, acting in the formulation of public policies, development of concepts, creation of tools and articulation. In partnership with BNDES, we support the Connected School Journey project, from the development to the dissemination of educational technologies in public schools.

★ OUR INVESTMENT LEVERAGED

- 24 state departments of education and the Federal District adhering to the Connected School Journey;
- 98% of partnering schools among the Intermunicipal Consortium of Southern Alagoas (Conisul);
- More than 4.2 million students indirectly impacted.



> learn more at:

cieb.net.br



CIDADE DOS MENINOS - With a 30-year track record, Sistema Divina Providência is a philanthropic institution with 19 social work sites in Minas Gerais that helps vulnerable children, young adults and the elderly. We collaborate by supporting one of these sites, the Cidade dos Meninos unit, providing adolescents with full time education, housing, food, dental, cultural, sport, leisure, professional, moral, human and religious training programs.



EDUCAÇÃO PARA GENTILEZA E GENEROSIDADE (EGG) - This initiative fosters a culture of generosity through education. The platform offers free systemic solutions to schools throughout Brazil, including methodologies, teaching materials, research, awards and campaigns, based on 7 principles: kindness, generosity, solidarity, sustainability, diversity, respect and citizenship.

★ OUR INVESTMENT LEVERAGED

- 4,513 students directly benefited in Early Childhood Education, Elementary School and High School;
- 11,474 entrepreneurs and professionals trained in vocational courses;
- 24,848 food baskets and other materials distributed.



> learn more at:
sistemadivinaprovidencia.org

★ OUR INVESTMENT LEVERAGED

- 2,559 students impacted in more than 20 schools;
- Over 600 downloads of education materials;
- Partnerships with 3 state education departments;
- More than 90,000 accounts reached on social networks.



> learn more at:
gentilezagenerosidade.org.br



BNDES Partnership

FUNDAÇÃO AMAZÔNIA SUSTENTÁVEL (FAS) -

This foundation promotes sustainable development within the Amazonian region, focusing on education, health, empowerment, research, innovation, environmental conservation, infrastructure, entrepreneurship and income generation. In collaboration with BNDES, we endorsed the Innovative Pedagogical Practices project, strengthening 11 municipal networks in the Amazon through advanced pedagogical education.

★ OUR INVESTMENT LEVERAGED

- 10 municipal education networks articulated to instruct teachers on Amazonian methodologies and themes;
- 37 state secretaries, coordinators and managers impacted;
- About 3,100 students impacted.



> learn more at:

fas-amazonia.org



FUNDAÇÃO MARIA CECÍLIA SOUTO VIDIGAL (FMCSV) –

With a focus on early childhood, this organization works to transform the lives of children, especially among the most vulnerable members of society, paving the way for a more promising future and a more equitable country. We supported the holding of the 10th International Symposium on Early Childhood Development in partnership with the foundation, promoted by the Brazilian Science Center for Children (NCPI).

★ **OUR INVESTMENT LEVERAGED**

- 3,528 participants in the “10th International Symposium on Early Childhood Development”, with representatives from 25 states. The event was attended by 16 national speakers, 5 international speakers, 28.6% black or indigenous speakers and 23.8% speakers from the north and northeast of Brazil;
- 42 participants in the 10th Edition of the Executive Leadership Program in Early Childhood Development;
- 1 Alumni Community Meeting for the Executive Leadership Programs in Early Childhood Development, with 47 participants from the 10 past editions, strengthening connections and the discussion on adaptation, focusing on the context of ECD public policies with relevant experts.



> learn more at:

fmcsv.org.br



> learn more at:

ncpi.org.br



BNDES Partnership

INSTITUTO IUNGO – This initiative proposes an innovative educational vision, focused on the integral development of students and the construction of their life projects. Valuing educators as agents of transformation, iungo collaborates with education departments, universities and CSOs. In partnership with BNDES, we supported the Nosso Ensino Médio and Itinerários Amazônicos programs.

★ OUR INVESTMENT LEVERAGED

- 45,000 educators graduated from continuing education programs and advised on the implementation of the new high school curricula;
- 3 million and 160 thousand students indirectly impacted;
- 7 cooperation agreements to provide content that reinforce the conservation of the Legal Amazon, based on the BNCC;
- 1 partnership with NAP/USP to carry out two editions of the Ativar! project.



> learn more at:

iungo.org.br



BNDES Partnership

INSTITUTO RODRIGO MENDES - This institute promotes quality education for all students, contributing towards a society that guarantees equal rights and values differences. In partnership with BNDES, we supported the Alavancas project for qualitative inclusive education, strengthening education networks in the creation of public policies to improve education.

★ OUR INVESTMENT LEVERAGED

- 102 public schools directly impacted in a total of 10 municipalities;
- 394 trained educators and more than 10,000 students indirectly impacted.



★ INSPIRING STORY

CONNECTING KNOWLEDGE AND STRENGTHENING BONDS

The Salum de Almeida School, in Maués (AM), serves urban, riverine and indigenous students, with a prevalence of the Sateré-Mawé peoples. The 'Story Fishermen, Memory Writers' project arose to overcome challenges associated to communication and family involvement. Students sought information from their families for a soiree of storytelling and workshops, resulting in high participation. Recognizing the importance of their mother tongue, the school led meetings in this ancient language and is studying its inclusion to the curriculum. They plan school exchanges and writing books with the shared stories.



> learn more at:

institutorodrigomendes.org.br



MOVIMENTO PELA BASE - This initiative is dedicated to supporting and monitoring the qualitative implementation of the National Common Curriculum Base (BNCC) and the New High School program. By articulating networks, they stimulate exchanges and unite visions to build a consensus between different actors in the Brazilian education system.

★ OUR INVESTMENT LEVERAGED

- 627,604 accesses to the BNCC Implementation Observatory and New High School program;
- 22,000 accesses to the Recondo o Futuro (Rewriting the Future) website;
- 735 public agencies directly involved in the actions of Movimento pela Base;
- 20 research programs and studies to carry out advocacy strategies.



> learn more at:

movimentopelabase.org.br



PARCEIROS DA EDUCAÇÃO - This initiative supports integral education programs for students in public schools, strengthening learning since 2004. In partnership with schools and state education departments, they seek to improve school performance and contribute to public educational policies. Together with BNDES, we supported its Evaluation for Inclusive Quality Education program.

★ OUR INVESTMENT LEVERAGED

- 257 training hours and 70 training meetings in 163 schools, with 167,333 students indirectly impacted;
- 1,303 training hours and 1,360 tutoring hours to improve proficiency levels within 16 schools, with 24,428 students indirectly impacted;
- 83.7% average student attendance in the second semester versus 78.7% in the first semester.



> learn more at:

parceirosdaeducacao.org.br



REDE MONDÓ - Conceived by the National Association of Private Universities (ANUP), this network aims to boost local development in the Marajó Archipelago (PA). Composed of multidisciplinary professionals and organizations, the initiative seeks to transform basic schools into Social Solution Platforms, understanding that the scholarly universe is the starting point for enhancing other indicators in the territory.

★ OUR INVESTMENT LEVERAGED

- 254 education professionals trained in the implementation of two programs;
- 63 public schools directly impacted;
- 8,904 students directly impacted and over 28,000 students impacted indirectly.



> learn more at:
redemondo.org.br



THE HUMAN PROJECT - Formerly known as the Institute for Research in Technology and Innovation (IPTI), this institution aims to generate innovation for human development, focused on social technologies in the areas of fundamental education, entrepreneurial education and basic health care. In collaboration with BNDES, we supported the Synapse Network and Management Support Technology (TAG) programs.

★ OUR INVESTMENT LEVERAGED

- 11 municipalities directly impacted by the Consolidation and Reapplication of Social, Pedagogical and Support Technologies for School Management in Public Education Networks project;
- 844 school management and education professionals trained;
- 44,043 students indirectly impacted.



> learn more at:
thehumanproject.org.br



TODOS PELA EDUCAÇÃO - A reference in the education agenda, Todos pela Educação is a social organization that aims to change the quality of Basic Education in Brazil. Through a series of actions, especially advocacy, the organization defends and proposes educational public policies that guarantee learning and equal opportunities for Brazilian children and young people.

★ OUR INVESTMENT LEVERAGED

- 2,190,000 downloads of educational materials;
- 22 publications released;
- 64 public agencies directly involved;
- 1,314 participants in 4 events held.



> learn more at:

todospelaeducacao.org.br

FOCUS ON PRODUCTIVE INCLUSION

Fostering productive inclusion means **investing in technical qualification** programs for **individuals and communities**, preparing them for active participation in the economy. This participation generates income and opportunities, positively impacting society and **going beyond economic sustainability**. It mainly contributes to improving a region's **quality of life, reducing poverty and inequality**, empowering communities and building a more equitable and sustainable future for all. In the Productive Inclusion axis, we focus our efforts on strengthening social organizations and initiatives aimed at economic inclusion through three main fronts: **technical training, social entrepreneurship and leadership training**.



ESTÍMULO - This social impact fund supports small entrepreneurs by facilitating favorable credit lines, personalized education, and access to a wide network of connections. Inspired by American relief funds, Estímulo is a pioneer in Brazil, being modeled on the concept of blended finance, which combines philanthropic capital and impact investments.

★ OUR INVESTMENT LEVERAGED

- 2,900 small businesses financially supported and an additional 4,500 micro-entrepreneurs supported with training - 27% of these demonstrated annualized growth;
- 93% achieved compliance rates;
- 30,000 jobs impacted.



> learn more at:

estimulo2020.org



FUNDAÇÃO DOM CABRAL (FDC) - This business school promotes innovative educational solutions in partnership with international institutions. It offers access to modern business management tools, fostering the experience exchanges and knowledge generation. Together with BNDES, we supported the Pra>Frente platform which aims to guide low-income entrepreneurs in the common challenges they face.

★ OUR INVESTMENT LEVERAGED

- 4254 trained entrepreneurs;
- Launch of the Pra Frente > Play 2.0 platform;
- Content production in partnership with CUFA for entrepreneurs living in Brazilian slums.



> learn more at:

fdc.org.br



GERANDO FALCÕES - This social development ecosystem works as a network, aiming to accelerate the impact of leaders acting in Brazilian favelas, with the mission of “transforming poverty into a museum artifact”. The organization focuses on developing initiatives in the areas of education, economic development and citizenry in the favelas. As part of our partnership, Falcons University develops skills among young adults and children to increase their opportunities for future success and overcome social barriers.

★ **OUR INVESTMENT
LEVERAGED**

- Network formed by 2,096 social leaders in 26 States + Federal District;
- 1,265 trained leaders throughout Brazil;
- 1,384 educators trained.



> learn more at:
gerandofalcoes.com



INSTITUTO MANO DOWN - This initiative was conceived by Leonardo Gontijo in 2011. Inspired by the love for his brother Dudu do Cavaco, it promotes autonomy and inclusion of people with Down syndrome and other disabilities. Working with individuals who suffer from intellectual disabilities, irrespective of their age, it develops comprehensive projects to promote development, autonomy and inclusion.

★ **OUR INVESTMENT
LEVERAGED**

- 62 students received entrepreneurial and professional training, while 56 were inserted in the registered labor market;
- 70 students directly impacted in the inclusive education program;
- 1,142 families directly impacted in more than 15,000 services.



> learn more at:
manodown.com.br



AÇÃO PELA PAZ - This initiative works directly with ex-convicts, with a focus on re-educating this population and reducing criminal recidivism rates in Brazil. To this end, it identifies and invests in social projects, supporting the construction of complementary solutions for the inclusion of their graduates into the labor market. In addition, it organizes and disseminates knowledge to promote awareness regarding the living conditions faced by people who are deprived of liberty.

★ OUR INVESTMENT LEVERAGED

- 84% of the participants in the SEMEAR program, in the state of São Paulo, did not become recurring offenders;
- 198 projects made possible in more than 90 prison units;
- 1,278 graduates have received professional training and 365 are generating income;
- More than 18 thousand re-educated ex-convicts directly impacted.



★ INSPIRING STORY

USING THE FORCE OF OPPORTUNITY TO TRANSFORM ADVERSITY INTO SOCIAL REINTEGRATION

Maicon Alves Leite (to the right of the photo) faced challenges and overcame obstacles. The Supera – Escuta Ativa project, undertaken together with Instituto Ação Pela Paz, was essential for his reintegration into society, leading him to reflect on his life choices during his incarceration. By receiving financial support to continue his education, he won a full scholarship to study Mechanics, going on to win several competitions, opening new life opportunities for himself. He currently works at the school where he graduated. Despite his difficulties, he recognizes the importance of this life process for his personal growth and change of perspective.



> learn more at:

acaopelapaz.org.br

FOCUS ON TRANSVERSE AXES

Transversality manifests itself when themes or areas are addressed in a way that several themes overlap. We understand that issues such as **racial equity, climate justice and gender equity** are interconnected, exerting influence on multiple dimensions. When applied to social contexts such as education, health care, social assistance, public policies and sustainable development, this **integrated approach** is essential for a broader and effective understanding, promoting **systemic results**.



FUNDO AGBARA - This initiative was born during the pandemic as the first social investment fund directed at black women in Brazil, distributing material and financial resources, promoting technical qualification and monitoring programs for community leaders, facing structural racism through productive inclusion, boasting a wide network of individual donors.

★ OUR INVESTMENT LEVERAGED

- 194 women directly impacted, 145 of whom received entrepreneurial qualification;
- R\$ 406 thousand invested in 5 programs in 23 states;
- 20 organizations directly impacted, represented by female social leaders.



The partnership with Movimento Bem Maior was fundamental for the Agbara Fund to advance safely in its proposition of initiatives that promote economic justice for black women, since the free and flexible investment format helps us meet the real and daily needs of our organization - a format still uncommon in the Brazilian social field”

SIMONE OLIVEIRA - INSTITUTIONAL DIRECTOR OF FUNDO AGBARA



> learn more at:

fundoagbara.org.br



FUNDAÇÃO TIDE SETUBAL - This foundation acts in the articulation and promotion of opportunities for those who live in low-income regions of Brazil. As part of our partnership, we supported the Alas Platform, which was promoted by the foundation in collaboration with the Ibirapitanga Institute and Porticus Latin America. It is a collaborative initiative with the proposal of supporting black leaders and engaging those who are currently in decision-making positions to transform the scenario of racial inequalities in Brazil.

★ OUR INVESTMENT LEVERAGED

- 110 scholarships via matchfunding campaigns that mobilized more than R\$900,000;
- 48 black leaders and 74 social organizations directly impacted.



> learn more at:
plataformaalas.org.br

FOCUS ON COMMUNITY LED EFFORTS

When analyzing how Brazilians allocate their philanthropic resources, we noticed that private social investments are mainly directed towards organizations that are headquartered in large urban centers. We believe that the **country's social transformation** requires the **strengthening of local organizations** with a strong communal relevance. Considering this, we invest in organizations and collectives that support those **who work their own regions** and have a **deep knowledge of the territory**. This promotes social and economic benefits, generating a cycle of positive impact.



CENTRO INTEGRADO DE ESTUDOS E DESENVOLVIMENTO SUSTENTÁVEL (CIEDS) - This social organization promotes a better Brazil for everyone, delivering projects, programs and actions that generate more income, better health care, quality education, greater confidence in the future and, above all, prosperity. They develop all this by building strategic partnering networks who are committed to the sustainable development of our country.

★ OUR INVESTMENT LEVERAGED

- 326,434 people directly impacted;
- 1,859 trained education professionals;
- 10,191 students directly impacted;
- 489 public schools directly impacted;
- 2,630 entrepreneurial and professional graduates and 1,930 jobs generated.



> learn more at:

cieds.org.br

FUTURO BEM MAIOR



Futuro Bem Maior is the Movimento Bem Maior's **community impact strengthening** program. Our focus is on supporting organizations that **operate within territories that experience high social vulnerability**, who receive insufficient resources to consolidate the impact of their actions. The program seeks to **promote local protagonists**, so that these initiatives achieve their objectives with quality and in a sustainable way.

Organizations and collectives are selected through public funding notices. The partnership lasts two years and includes **financial support, individualized monitoring** and the **improvement** of areas such as **volunteering, management and fundraising**, among others. To this end, we count on **Instituto Phomenta** and **Instituto Phi** as partners who help us build and execute the program.

4TH EDITION OF FUTURO BEM MAIOR

In unison with Phomenta, the program's **first year aimed at developing management skills within the supported organizations**, presenting them with tools that could improve the institutions' technical capacity, its strategies for fundraising and leadership. By the end of the first year, each organization prepared institutional projects that will be executed by 2024 with the support of Instituto Phi.



45 initiatives

36 social organizations
+ 9 collectives



19 states



Spread across
43 municipalities



6450 people
directly impacted



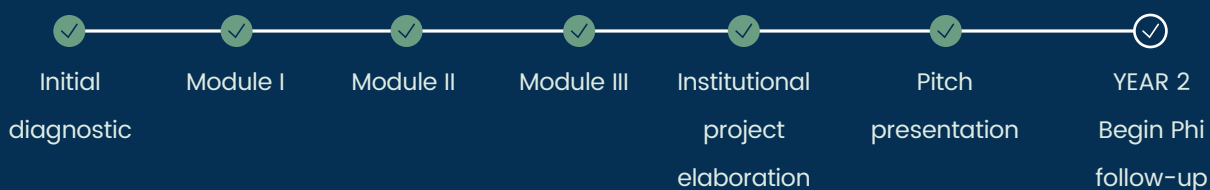
Get to know +



INSPIRING STORY

FREE-TO-USE RESOURCES MAXIMIZE RESULTS

After its first year receiving the program's support, the Camará Capoeira Association, from Ponta Porã (MS), optimized its resource allocation. Upon receiving R\$ 30,000 to apply as they wished into the organization, the Association decided to invest R\$ 2,400 in advisory, writing up projects in accordance with federal incentive laws. The return was significant, reaching R\$ 462,000 in funding in 2024, strengthening the organization's sustainability and revenue diversification.



4TH EDITION - JAN-DEC 2023: COMPARATIVE RESULTS:



+ R\$ 2.8 million

raised by the initiative's network



52%

of CSOs saw an increase in the number of donors



91%

of CSOs secured at least one new institutional partnership



66%

of CSOs experienced an increase in volunteers



52%

of CSOs have improved transparency on social media/ websites

IMPULSE



Strengthening the philanthropic social fabric is the basis for building a **donation culture** in Brazil. In the Impulse pillar, we support initiatives that promote engaging narratives and create a **plural and accessible environment**, capable of changing paradigms and generating confidence in the transformative power of philanthropy. Reinforcing this network is essential to establish a society where **everyone** perceives their **shared responsibility** in the creation of positive **transformations**.

Developing this ecosystem involves, for example, the dissemination of knowledge materials, experience sharing, favorable regulations and more people being involved in the donation culture. There are several **fronts that converge** for the **advancement of philanthropy**. This understanding guides our support. Here are the areas we are currently focused on:

- Advocacy
- Research
- Storytelling
- Networks

MACRO RESULTS



583.681

Views and downloads
in a year*



7.549

Published
content*



32

Events
held



4.088

Participants
in events

* articles, videos, podcasts, radio.

Meet some of the main institutional partners who co-invested towards the Impulse Pillar in 2023:



IBIRAPITANGA



ADVOCACY IMPULSE

Favorable legislation creates an enabling environment by promoting and **encouraging donations**, generating solid legal foundations for donors and those who are directly impacted. Effective advocacy can **influence the formulation of public policies** that facilitate donations, **encourage transparency** in philanthropic organizations, and contribute to building a regulatory landscape that supports the growth and effectiveness of philanthropic practices.



ABCR - This social organization is composed of fundraisers and articulators who aim to establish a national third sector network, strengthening the ties between professionals working in the area. ABCR's mission is to promote, develop and qualify fundraising activities, seen today as one of the greatest challenges of the third sector.

★ OUR INVESTMENT LEVERAGED

- 49 content pieces created for Donation Day, generating more than 33,000 views;
- 120 social organizations directly impacted;
- 28 events held with the presence of 3,500 participants.



> learn more at:
captadores.org.br



GRUPO DE ADVOCACY TRIBUTÁRIO -

In 2023, we co-created the Tax Advocacy Group, a coalition that brought together important legal offices and social organizations. The group seeks to contribute towards the discussions on the current Tax Reform bill, aiming to ensure due consideration of the third sector's interests in the new tax system.

★ OUR INVESTMENT LEVERAGED

- During the initial phase of the tax reform, meetings were held with senators and ministers, preparing two amendments to be considered by the rapporteur of the 45/19 Constitutional Amendment Proposition;
- With strategic action, the group continuously sought out innovative ways to positively influence the agendas that affect the sector;
- The group includes 5 legal offices and 13 organizations*

* Law firms: Mattos Filho, Veiga Filho, Marrey Jr. e Quiroga Advogados, Pannunzio Trezza Advogados, Pinheiro Carrenho, PLKC Advogados e SBSA Advogados; and the organizations: ABCR, Aliança Pelo Impacto, APF, Fundação José Luiz Egydío Setúbal, GIFE, ICE, IDIS, Instituto Beja, Liga Solidária, Movimento Arredondar, Movimento Bem Maior, PDR and SITAWI.

RESEARCH IMPULSE

Developing **research** and generating **relevant data** for the third sector are **fundamental** elements to strengthen the philanthropic ecosystem. This is because up-to-date information and solid research enable a more accurate **understanding** of our scenario, identifying **challenges and opportunities**. These data points can support more effective strategies, contributing to make organizations more efficient and promote actions that are more aligned with the needs of civil society.



PIPA - This initiative was designed to democratize access to private social investment in Brazil. The organization functions as an efficient bridge between funders and collectives, movements and grassroots organizations in favelas and peripheral regions, facilitating their access to philanthropic resources through the production of qualified knowledge and concrete actions.

★ OUR INVESTMENT LEVERAGED

- Launch of 3 surveys*;
- Brazilian Minister of Racial Equality, Anielle Franco, cited data from the Peripheries and Philanthropy survey during the 12th GIFE Congress;
- 889 peripheral social organizations involved in the research;
- Articulation with LinkedIn to donate U\$S 100,000 to two organizations who participated in the research.

* • Peripheries and Philanthropy: Barriers to access resources in Brazil | • Small NGOs and funding through public notices | • A Guide to the Donation Ecosystem for Peripheral Communities



The partnership with Movimento Bem Maior is very important for PIPA because it shows that we are not alone in defending a Philanthropic agenda, which stems from an unusual and provocative perspective, in the sense of stimulating other practices and other donation rationale, with the objective of expanding resources to peripheral regions”

GELSON HENRIQUE - EXECUTIVE DIRECTOR OF INICIATIVA PIPA



> learn more at:

iniciativapipa.org



INSTITUTO PARA O DESENVOLVIMENTO DO INVESTIMENTO SOCIAL (IDIS) -

Founded in 1999, this pioneering organization supports social investors in Brazil and stands out due to its contribution to strengthening the philanthropic sector in the country. The Brazil 2022 Donation Survey, Conducted by IDIS, published its 3rd edition, analyzing donor criterion and behaviors.



SITAWI FINANÇAS DO BEM - This social enterprise operates with impact investments, connecting investors and entrepreneurs with a focus on positive socio-environmental impact. "The Importance of the Third Sector for GDP in Brazil" study was launched in 2023 as an initiative of the Movement for a Culture of Donation (MCD), which was coordinated by Sitawi and executed by the Foundation Institute for Economic Research (Fipe).

★ **OUR INVESTMENT LEVERAGED**

- Publishings achieved more than 1,200 downloads and 1,300 printed copies;
- 4,400 accesses to the research site;
- 1,300 views of the launch video and 800 live viewers;
- More than 30 media insertions within the month of the publications launch, with emphasis on outlets such as Valor; Band News; Exame; and Folha de SP.

★ **OUR INVESTMENT LEVERAGED**

- 659 document downloads in 2023;
- 60 media insertions, in outlets such as Jornal Hoje, Valor, Estadão and CNN;
- 95,975 impressions on social media.



> learn more at:
pesquisadoacaobrasil.org.br



> learn more at:
info.sitawi.net

STORYTELLING IMPULSE

Good stories have the power to inspire and **engage people**, stimulating empathy and the desire to contribute to social causes. In addition, consistent communication about donation culture helps **demystify** the process and show how **donations can have an impact**. By building an engaging narrative, it is possible to create an emotional connection between donors and causes, **encouraging participation and ongoing support**.



ESCOLA ABERTA DO TERCEIRO SETOR -

This school’s mission is to boost the development of the third sector in a socially responsible and environmentally sustainable way, aiming at building a more equal and fair society. By promoting collaboration between various institutions, the organization is dedicated to sharing qualified knowledge with professionals in the social field and other audiences interested in the subject.

★ **OUR INVESTMENT LEVERAGED**

- Launch of the “ESG and the Sustainable Development Goals” course, which presents the 2030 Agenda, as well as the global and national panorama objectives, and their relationship with the ESG (environmental, social and governance) guidelines.



> learn more at:
escolaaberta3setor.org.br



INSTITUTO MOL - As the social wing of MOL

Impacto, Instituto MOL seeks to stimulate Brazilians into donating more, involving people and companies in the donation culture to build a just and inclusive society. In 2023, it promoted publicly endorsed editorials, as well as audiovisual and multi-platform initiatives to highlight the importance of philanthropy in the country.

★ **OUR INVESTMENT LEVERAGED**

- “Aqui Se Faz, Aqui Se Doa!” (We act and Donate Here!) and the “Descubra Sua Causa” (Discover Your Cause) podcasts with more than 7,000 plays;
- Mol’s Guide to Social Products with 60 products searched and +700 downloads;
- 2nd Mol Journalism Award for Solidarity, with 145 subscribers, representing a 17% increase over the previous edition;
- More than 40,000 people took the Discover Your Cause test.



> learn more at:
institutomol.org.br



STANFORD SOCIAL INNOVATION REVIEW BRASIL - This renowned magazine focused on intersectoral solutions to global challenges. Aimed at leaders of global social transformation, the Brazilian edition seeks to be a platform that connects the academic community, third sector professionals, investors, social movements and whomever is interested in social innovation in Brazil.

★ OUR INVESTMENT LEVERAGED

- 170 published contents with more than 44,000 views;
- 5,000 copies printed and distributed;
- 24 Brazilian articles, produced for the magazine and the website.



The support of Movimento Bem Maior was fundamental for Stanford Social Innovation Review Brasil to fulfill its mission of fostering, informing and inspiring the field of social innovation. It is the partnership with the institutional up keepers that enables the continuous operation of the platform in Brazil, promoting and strengthening its institutional performance, in addition to guaranteeing free access to all content”

CAROLINA MARTINEZ
MANAGING DIRECTOR OF STANFORD SOCIAL INNOVATION
REVIEW BRAZIL



> learn more at:

ssir.com.br



OBSERVATÓRIO DO TERCEIRO SETOR

- For 12 years, the Observatory has been a multimedia content agency focused on social issues and human rights. Its editorial mission is to give voice to the issues of the social universe, which are often set aside from the traditional press’ agenda, highlighting problems, challenges and voids faced by civil society organizations, as well as publishing replicable and scalable solutions for these institutions. In addition to the website, it has talk shows such as “Perspectivas” and “Brasil ODS”, which are broadcasted by local radio stations.



INSTITUTO PENÍNSULA - Founded in

2011 by the Diniz family, the organization focuses on improving pedagogical careers, understanding the fundamental roles teachers have as agents for quality education dissemination in Brazil. In 2023, MBM co-invested in the production of the documentary series “The Art of Donating”, directed by Marcos Pontes. The film presents a mosaic of motivations that transforms different individual profiles into donors who are capable of genuine actions. The production features characters such as Preto Zezé, Jorge Paulo Lemann, Edu Lyra and Ailton Krenak.

★ **OUR INVESTMENT LEVERAGED**

- More than 4,000 published articles with more than 140,000 views;
- 681,000 followers on social media and over 800,000 monthly views.



> learn more at:
observatorio3setor.org.br

★ **OUR INVESTMENT LEVERAGED**

- 10 episodes with an average duration of 30 minutes, scheduled for release in 2024.



> learn more at:
institutopeninsula.org.br



GRUPO DE INSTITUTOS, FUNDAÇÕES E EMPRESAS (GIFE) - This association brings together institutes, foundations and family funds, independent corporate leaders* or companies. A leader on the subject of private social investment in Brazil, GIFE has a network of more than 170 members who, together, contributed R\$ 4.8 billion in investments in 2022. In 2023, we supported their GrantLab platform, which raises awareness about grantmaking with the purpose of encouraging more private social investment donors in the country.

★ OUR INVESTMENT LEVERAGED

- 78 published contents including guides, articles, cases and podcasts.
- More than 10,000 views on the official website;
- Release of 5 episodes, each approximately 40 minutes long, for the GIFE special podcast series on Grantmaking.



> learn more at:

gife.org.br

NETWORK

IMPULSE

Strengthening collaboration, disseminating good practices, facilitating the **exchange of experiences** and **maximizing the impact** of social actions are central objectives when fostering organizations and social leader networks. These connections provide a conducive space for **establishing strategic partnerships, expanding resources and optimizing efforts**, strengthening governance and sustainability of initiatives.



INSTITUTO PARA O DESENVOLVIMENTO DO INVESTIMENTO SOCIAL (IDIS)

- We endorsed the realization of the Brazilian Forum for Philanthropists and Social Investors 12th edition, held on September 14, 2023, in São Paulo (SP), which had “Audacity” as a main theme. Standing out as a fertile ground for the philanthropic community, it promoted the exchange of experiences and learning among peers, strengthening strategic philanthropy for the development of Brazilian society.

★ **OUR INVESTMENT LEVERAGED**

- More than 50 speakers and 1,200 face-to-face and online participants;
- 2,400 Youtube views of the event's recording;
- Two articles published in the Alliance magazine.



The Brazilian Forum of Philanthropists and Social Investors, held for over 10 years ago, is a unique space to debate strategic philanthropy in our country. In 2023, it gathered more than a thousand participants. Having the support of Movimento Bem Maior is essential for us to continue promoting this annual event, mobilizing the philanthropic community to actions that contribute to the social and environmental development in Brazil.”

PAULA FABIANI - CEO OF IDIS



> learn more at:

idis.org.br



MOVIMENTO POR UMA CULTURA DE DOAÇÃO (MCD) - Created in 2013, the Movement for a Donation Culture initiative emerged as a coalition composed of individuals and legal entities that came together voluntarily, informally and organically. Its objective was to boost the donation culture in Brazil, inspiring and articulating people and organizations in networks to integrate donating as an intrinsic part of our national culture.

★ OUR INVESTMENT LEVERAGED

- A community of more than 300 members representing donors, recipients, field infrastructure, academia and government organizations;
- More than 4,000 followers on social networks.



> learn more at:

doar.org.br



REDE FILANTROPIA - From April 25-28, Rede Filantropia promoted the Inter-American Strategic Philanthropy Forum, providing a space for third sector leaders to share experiences and strategies, strengthening social organizations in the American continent. Recognized as a learning platform for third sector management, the institution contributes to the strengthening of Brazilian social organizations.

★ OUR INVESTMENT LEVERAGED

- 93 speakers and more than 90 activities;
- 751 participants from all the Brazilian states;
- 80% of participants rated the event as great/excellent.



> learn more at:

filantropia.org/fife

SPECIFIC SUPPORT

Investments aligned with our Change Theory are organized into the Focus and Impulse pillars, highlighted in the results above. **Here**, we present the organizations and the respective indicators of the **individual investments** made by our **associates**, which were managed by Movimento Bem Maior in 2023.



AMIGOH - An initiative led by Sociedade Beneficente Israelita Albert Einstein that is directed to cancer prevention and scientific blood disease research that benefits the entire Brazilian society. In collaboration with the organization, we endorsed the translation of the Latin American and Caribbean Code against Cancer.

★ OUR INVESTMENT LEVERAGED

- The Pan American Health Organization (PAHO) and the International Agency for Research on Cancer (IARC), of the World Health Organization (WHO), launched the "Latin American and Caribbean Code against Cancer", the first Regional Code, modeled after the European Code Against Cancer, with the support of AMIGOH;
- More than 200,000 people reached in press publications.



> learn more at:

amigoh.com.br



ALIMENTANDO O BEM - This initiative is dedicated to sustainable territorial development, promoting economic strengthening and valuing social rights in the Perequê region, in Guarujá (SP). It carries out solidarity actions, supporting housing rights, offering family psychological counseling and professional guidance in socio-educational and entrepreneurship workshops.

★ OUR INVESTMENT LEVERAGED

- 51 families transferred from vulnerable areas to homes with access to water and electricity;
- 7,830 food baskets and other items distributed as social and emergency benefits;
- More than 500 people directly impacted by the offered programs.



> learn more at:

alimentandoobem.org



COMMUNICATION



Through **assertive communication**, we can **inspire and engage** people, promote concepts, and encourage active citizenry. This vision defines Communication as a **strategic area** for Movimento Bem Maior, understanding that the advancement of philanthropy and donation culture significantly depend on our ability to communicate and build coherent narratives.

With our mission, we take **responsibility** for sharing good practices, providing **relevant content** to enhance the public debate and expand knowledge about philanthropy. **We act as spokespersons** for informed references and analysis, designing

the donation culture agenda through engagement and inspiration.

In 2023, the results attributed to our Communication contributed not only to the **consolidation of our image**, but also to the **strengthening of the Brazilian philanthropic sector**. We appeared in more than 800 press insertions, while also undergoing a considerable **expansion of our presence in institutional networks and channels**, with a 25% increase in the number of LinkedIn followers and a 26.3% growth in subscribers of the Radar MBM newsletter. Below, we present the main results of our strategy.



LINKEDIN

Our network is dedicated to building relationships with **great entrepreneurs, philanthropists, social investors and institutional partners.** This year, we reformulated our editorials, content production and digital advertising to prioritize more direct communication with this audience.

FOLLOWERS



2022 - 7.600

2023 - 9.500

25% increase

ENGAGEMENT



2022 - 3.500

2023 - 4.000

13,83% increase

RADAR MBM NEWSLETTER ON LINKEDIN



3.148 subscribers
on launching year

PHILANTHROPY IS NOT TAXED



In October, 2023, we published our position on the discussed tax reform (Constitutional Amendment Proposal 45/2019) and its impacts on the third sector. It was one of our best-performing organic posts, with more than 3,000 impressions and engagements.



> access here:

bit.ly/FilantropiaNaoTributa



INSTAGRAM

An important tool for connecting **social leaders, partners and organizations** associated with Futuro Bem Maior. This year our efforts were directed at continuous follower growth and key institutional message dissemination through our social media strategy.

FOLLOWERS



2022 - 19.800

2023 - 22.200

12% increase

INTERACTIONS



2023

9.908 interactions
in the first year of
monitoring

REACH



2022 - 556.000

2023 - 991.000

Increase of 78.13%

✦ DIA DE DOAR MBM (GIVING DAY)



One of our most prominent videos on Instagram was the campaign for Donation Day, which counted with the participation of the MBM team talking about which causes and organizations they would support, having the objective of stimulating more people to make donations.



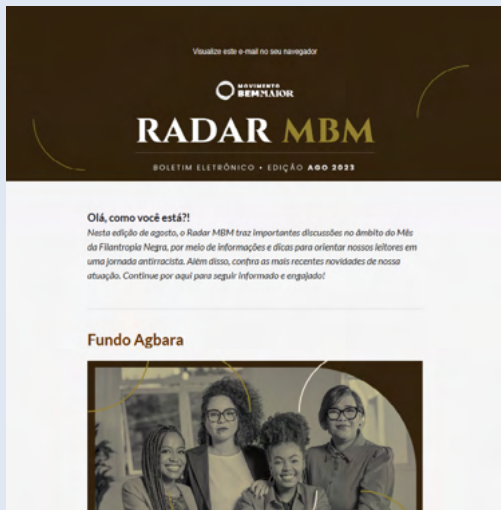
> watch here:

bit.ly/MBMnoDDD2023

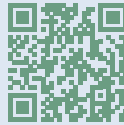


NEWSLETTER RADAR MBM

NEWSLETTER RADAR MBM



To increase the visibility for our Black Philanthropy Month initiative, we launched a MBM Radar special edition, in which all fixed sections of the publication were related to the theme.



> subscribe to our newsletter:

bit.ly/AssineoRadarMBM

These monthly newsletters are targeted at **philanthropists, social leaders and impact investors**. Throughout the year, we invested in targeted advertising campaigns to grow our number of subscribers, focusing on increasing our click-through rate and the production of segmented content.

SUBSCRIBERS



2022 - 1.392

2023 - 1.758

26.3% increase

AVERAGE CLICK-THROUGH RATE



45,74%

(5.74% above average for NGOs, according to Mailchimp)



MBM SITE

In 2023, we had the challenge of keeping the **institutional website up to date** while our new site was in development. To achieve this goal, we defined a media investment strategy with targeted content production for the MBM Blog.

VISITS



2022 - 45.240

2023 - 44.828

0,9% decrease*

* reflecting the new website's development phase

NEW USERS



2022 - 34.381

2023 - 37.139

8% increase

ARTICLES



15 articles published on the MBM blog

OUR NEW HOME

Filantropia para a justiça social



In November, we launched the new MBM website, with an updated institutional narrative, a new look, optimized usability, accessibility, a detailed presentation of our portfolio and our content on the social field.



> find out more:

movimentobemmaior.org.br



PRESS AND EVENTS

The objective of **sensitizing society** and expanding the philanthropic debate involves the engagement of opinion makers and the press. **We work with** the media to construct appealing narratives that are capable of **mobilizing more people** towards a positive agenda on the subject.



828 media insertions

497 distinct outlets, (such as Folha de São Paulo, Valor, CNN and Veja)

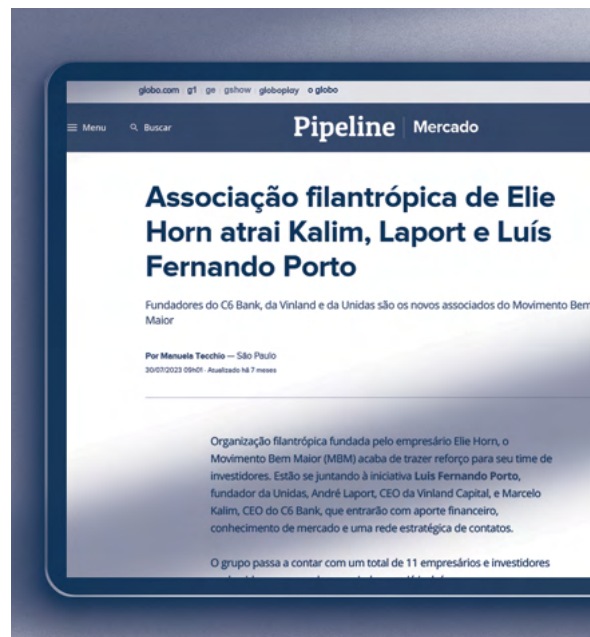


R\$7.300.000

aggregate centimeters*

* metric used to verify the opportunity cost of a news story if it were an advertisement.





FEATURED ASSOCIATES

The integration of new MBM members, such as André Laport, Marcelo Kalim and Luis Fernando Porto, was highlighted in a July 2023 article on Pipeline, a well-established business portal for the Valor Economico newspaper. "Vinland and Unidas, founders of C6 Bank, are the new members of Movimento Bem Maior".

> read the article here:



bit.ly/MBMnoPipeline





INSTITUTIONAL REPRESENTATION

Meetings that promote the **articulation of social field agents** are fundamental for exchanging experiences and expanding the debate field. In 2023, we supported and participated in both industry meetings and other forums, aiming at the potential of **bringing our message to a wider audience.**



27 participations
in events, seminars,
debates, etc.



3 participations
in international
events



10 participations
of MBM
representatives
as speakers or
mediators



IMPACT MINDS: STANDING TOGETHER

Rio de Janeiro hosted the Impact Minds: Standing Together Conference in August 2023, which was promoted by Latimpacto, and endorsed by Movimento Bem Maior, among other partners. Our executive director, Carola Matarazzo, participated in the event's Rethinking philanthropic support through calls for proposals speaker panel.



> know more:

bit.ly/MBM-Latimpacto23

EMBRACING COMPLEXITY



In December, we launched the Portuguese edition of the “Embracing Complexity” study. The report brought unprecedented recommendations to improve financing and support for systemic change in Brazil.

The initiative was the result of a partnership between Ashoka, McKinsey & Company, Catalyst 2030, Co-Impact, Echoing Green, Schwab Foundation for Social Entrepreneurship, Skoll Foundation and SYSTEMIQ. An essential reading for philanthropists, investors and social leaders interested alike, it analyzes impact and sustainability strategies in the field of social investment.



+140
downloads



6 insertions
on third sector
media platforms

FOLHA DE SÃO PAULO CAMPAIGN

Between October 2023 and January 2024, we carried out a philanthropy **awareness campaign** in the **Folha de São Paulo** newspaper, in a series of ads with the motto “Philanthropy is for Everyone”.

Each announcement brought the opinions of **recognizable personalities**, who are leaders in their respective areas, to discuss **the role of philanthropy** in **Brazil’s** social transformation. In all, **26 participants** shared inspiring visions, reaffirming our joint commitment to social justice.



> follow with us:

movimentobemmaior.org.br

FOLHA DE SÃO PAULO CAMPAIGN

FILANTROPIA É **PARA TODOS**



A FILANTROPIA É UMA **MANIFESTAÇÃO DE AMOR AO PRÓXIMO** E TRAZ CONFORTO TANTO A QUEM RECEBE QUANTO A QUEM A PRÁTICA. SE CADA UM DE NÓS **DESCOBRIR A GRANDEZA QUE HÁ NA BONDADE**, O MUNDO SERÁ UM LUGAR MELHOR.



ABÍLIO DINIZ
Empresário



Abilio Diniz

Date: **21/01/24**

Newspaper segment: **Cotidiano**

FILANTROPIA É PARA TODOS

“

NA FILANTROPIA **PODEMOS INOVAR, CRIAR E ARRISCAR NA BUSCA DE SOLUÇÕES**

PARA OS PROBLEMAS COMPLEXOS DO BRASIL.

”

MÁRCIA KALVON WOODS

Assessora da Fundação José Luiz Egydio Setúbal e Presidente do Conselho Deliberativo da ABCR



Márcia Kalvon Woods

Date: **02/11/23**

Newspaper segment: **Mercado**

FILANTROPIA É PARA TODOS

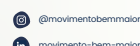
“

PRATICAR FILANTROPIA **É CRIAR UMA REDE DO BEM PARA TRANSFORMAR A VIDA DE QUEM MAIS PRECISA,** INFLUENCIANDO E ENGAJANDO OUTROS NESSA MISSÃO

”

EUGÊNIO MATTAR

Chairman da Localiza e associado do Movimento Bem Maior



Eugênio Mattar

Date: **11/01/24**

Newspaper segment: **Poder**



FINANCIAL REPORT

FINANCIAL REPORT

We believe that trusting and engaging relationships are built on transparency and clarity about our activities. We are committed to using financial resources in an efficient and responsible manner, keeping our stakeholders informed about the actions we develop and the achieved results.

An independent auditor's report of our 2023 financial report, produced by Deloitte Touche Tohmatsu Auditores Independentes Ltda, will be published in July 2024. In the meantime, we invite you to visit our Transparency page through the link below, or by scanning the QR Code below:



> know more:

movimentobem maior.org.br



OUR TEAM



Associates

André Laport
Bia Vidigal
Brasil Capital
Elie Horn
Eugênio Mattar
Jayme Garfinkel
Luciano Huck
Luis Fernando Porto
Marcelo Kalim
Pedro Bueno
Rubens Menin

Board of Directors

Christian Klotz (chairman)
Fernando Iunes (chairman)
Alessandra Peixoto
Aron Zylberman
Luciana Temer
Raphael Lafetá

Fiscal Committee

Lucas Freire
Rafael Novellino
Roberta Freitas

MBM Team

Beatriz Waclawek
Project Manager

Carola M. B. Matarazzo
Executive Director

Cristiane Passos
Executive Secretary

Emanuely Lima
Communications Analyst

Giorgia Albertini
Project Analyst

Gisele Bachman
Financial Analyst

Guilherme Mattoso
Communications Manager

Igor Marques
Communications Analyst

Isabela Ramos
Social Measurement Analyst

Natalia Cordeiro
Lawyer

Paula Yamamura
Communications Analyst

Paulo Souza
Project Analyst

Richard A. C. Sippli
Operational and Institutional
Relations Director

Thainara Martins
Project Analyst

Valdemar Bezerra
Financial Coordinator



 movimentobemmaior.org.br

 [@movimentobemmaior](https://www.instagram.com/movimentobemmaior)

 [/movimento-bem-maior](https://www.linkedin.com/company/movimento-bem-maior)

ABOUT THIS REPORT _ **Editorial Management:** Carola Matarazzo, Richard Sippli | **Editorial Coordination:** Guilherme Mattoso | **Redaction:** Emanuely Lima | **Layout Design:** Igor Marques | **Data and research:** Equipe MBM | **Translation:** Daniel Machado