

Press Release

Movimento Bem Maior brings together philanthropists and social organizations to transform Brazil

In six years, MBM has mobilized more than R\$ 130 million (BRL), benefiting millions of people and strengthening 215 initiatives across the country.

Promoting significant advances in Brazilian society requires a joint effort between governments, companies and civil society. The Movimento Bem Maior (MBM) was born for this purpose: to strengthen strategic philanthropy as a tool for social development. Inspiring entrepreneurs and philanthropists, the organization has 9 members and, since its foundation in 2018, has mobilized more than R\$ 130 (BRL) million and supported 215 initiatives across the country.

The initiative was the brainchild of businessman and philanthropist Elie Horn, chairman of Cyrela and the first Latin American to sign The Giving Pledge. Together with his wife, Suzy Horn, Elie saw the opportunity to engage Brazilian leaders in philanthropy, promoting a culture of giving and boosting the impact of social causes.

“One person alone can help transform a reality, but when we join forces with more and more people and organizations, that dream becomes a reality and what seemed like a distant future becomes closer to the present,” says Horn.

Impact with a long-term vision

Strategic philanthropy goes beyond donating resources, adopting a systematic, measurable and results-oriented approach. Unlike the traditional model, it seeks to maximize impact through clear objectives, data intelligence and transparency in management.

In its investment strategy, MBM supports initiatives that shape projects with the potential to influence public policy and actively works to strengthen the philanthropic ecosystem in Brazil. The organization acts as a catalyst for structural change, connecting different actors, mobilizing networks and building alliances to improve social programs and expand large-scale impact solutions.

In these six years, MBM has grown and attracted other great Brazilian leaders. Among its members are Rubens Menin (MRV&CO); Eugênio Mattar (Localiza); Jayme Garfinkel (Porto); Bia Vidigal (independent philanthropist); Luciano Huck (TV presenter); Marcelo Kalim (C6 Bank); André Laport (businessman); and Luís Fernando Porto (Localiza).

Collaboration for transformation

At the head of the organization, Carola Matarazzo, MBM's executive director, reinforces the role of collaboration in social transformation. “The Movimento Bem Maior is expanding, driven by a multidisciplinary and complementary team, innovative methodologies and a non-negotiable commitment to transparency and participatory governance. Our purpose is to generate transformative impact in the medium and long term. The great challenge - and also our mission - is to engage more and more people to take on the collective responsibility of building a more equitable Brazil.”

Focus and momentum

The Movimento Bem Maior currently operates on two main pillars. The first, called Foco (focus), fosters the institutional development of social organizations with a variety of causes and regions, from support for structuring organizations, such as Todos Pela Educação or Pacto Contra a Fome, to the

Futuro Bem Maior program, designed by the MBM to strengthen initiatives for the development of organizations and communities throughout the country.

In the second pillar, Impulso (impulse), MBM stimulates the ecosystem of support for philanthropy, working to raise awareness and encourage a culture of giving. For example, the organization supports the Brazilian Forum of Philanthropists and Social Investors and the Brazilian edition of the Stanford Social Innovation Review magazine and website, among others.

In this brief trajectory, the organization has already accumulated important milestones that reflect the results of its work. In 2021, it was one of the winners of the Social Entrepreneur Award (Folha de S. Paulo and Schwab Foundation), for its Emergency Health Fund to combat COVID-19, in partnership with the Instituto Para o Desenvolvimento do Investimento Social (IDIS) and BSocial.

In 2024, it was recognized for the second time as the 7th most influential NGO in Brazil and the 103rd in the world by the ranking of the Swiss initiative thedotgood. That same year, it ranked 19th among the organizations that donated the most in the Donations Monitor, organized by the Associação Brasileira de Captadores de Recursos (ABCR).

In the Movimento Bem Maior's vision, society has the opportunity to opt for coordinated, collaborative and intersectoral actions in the search for solutions to the country's social challenges. To this end, engaging more and more people in building a Brazil with more dignity and equity for all is the way forward. For more information, visit <https://movimentobemmaior.org.br/>

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