



**ANNUAL  
REPORT  
2024**



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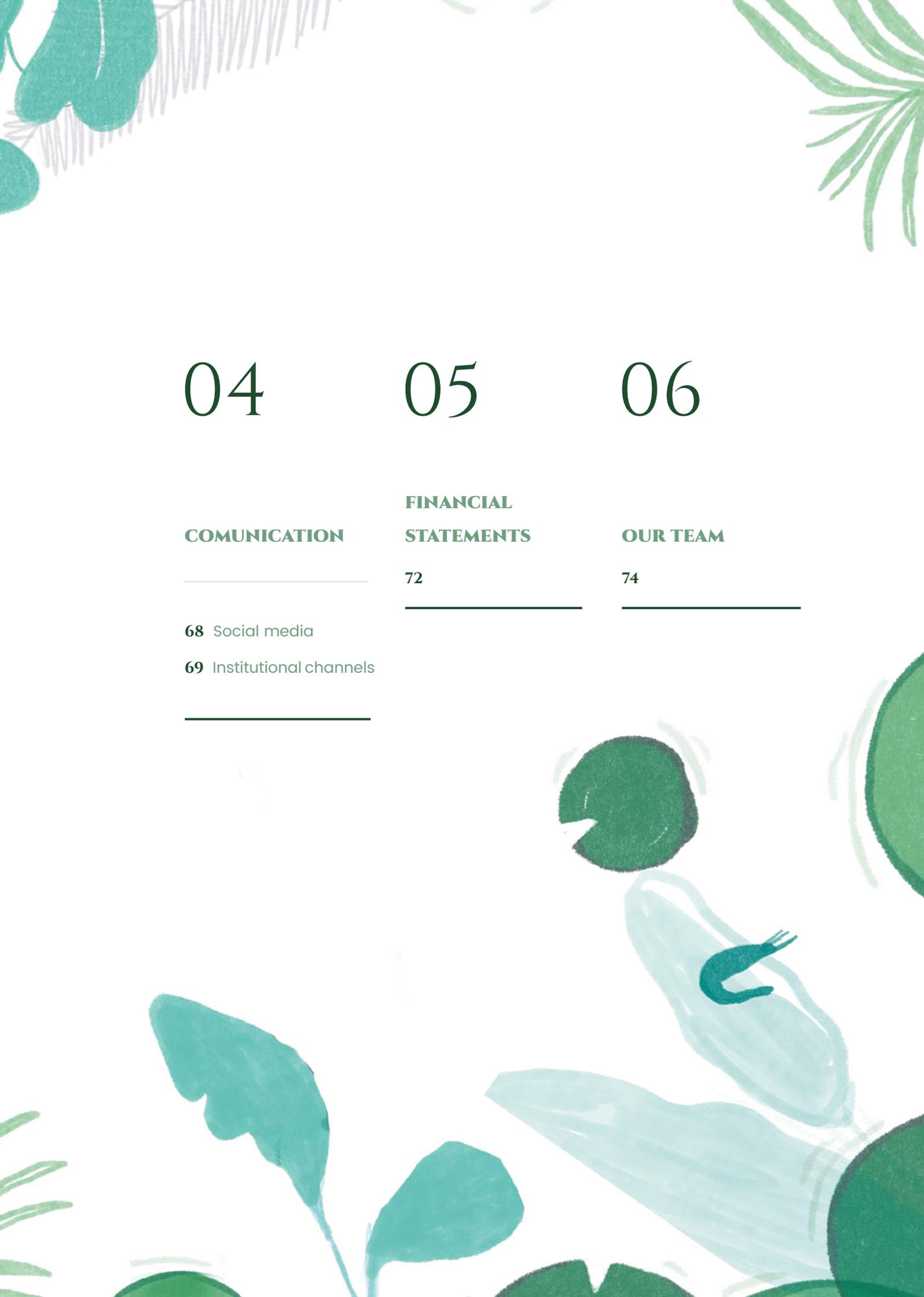
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The illustration is a monochromatic green-toned scene. In the foreground, there are large, dark green trees with thick trunks and rounded canopies. Several dark blue birds are shown in flight, scattered across the upper half of the image. In the middle ground, a person wearing a backpack and a cap stands on a light green path, looking towards the left. To the left of the person, there is a dark green bench. The background features more trees of various shapes and sizes, some rendered in lighter shades of green, creating a sense of depth. The overall style is soft and painterly, with visible brushstrokes and a gentle, natural atmosphere.

**01**

**MBM**

**LETTERS**

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## LETTER FROM THE ADVISORY BOARD

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In previous editions of this report, we reflected on the journey of Movimento Bem Maior (MBM) and its evolution since its inception. Now, we turn our gaze forward - to the future of philanthropy and MBM's role in shaping a stronger, more collaborative, and transformative ecosystem.

Philanthropy stands at a pivotal moment, both in Brazil and globally. While we see progress in diversifying funding sources and strengthening a culture of giving, significant challenges remain: the concentration of resources, the need for greater transparency, and the pursuit of solutions capable of driving lasting structural change. To continue advancing and increasing its effectiveness, philanthropy must embrace its identity as an ecosystem.

MBM has steadily strengthened its role as a catalyst within this landscape. By decentralizing resources and investing in

the power of organizations on the front lines of social transformation, we reaffirm that philanthropy only fulfills its purpose when it uplifts those who deeply understand the challenges and potential of their own territories. Our commitment is to forge pathways that enhance the reach and effectiveness of private social investment, strengthen networks, and ensure that resources flow to where they are most needed.

Yet, how can we continue to expand our impact amid today's complex challenges? How can we grow this ecosystem without compromising the depth of our engagement?

At MBM, we believe the answer lies in experimentation, ongoing exchange, and the ability to innovate. Our work functions as a dynamic laboratory where we test models, connect change agents, and create

solutions that can inspire and strengthen the broader philanthropic sector.

If the present challenges us to act with greater strategy and insight, the future calls on us to think even bigger.



**The philanthropy we envision is neither isolated nor fragmented. It is vibrant, dynamic, and deeply connected.”**

How can we expand this Movement, attract new members, and broaden our reach? How can we accelerate our growth, deepen our efforts, and ensure this Movement endures – leaving a meaningful legacy for future generations to carry forward?

How do we guarantee that the ecosystem we are helping to build continues to grow

in a structured and sustainable way? We remain fully committed to advancing this agenda by welcoming new perspectives and multiplying opportunities – so that our impact becomes increasingly deep, lasting, and transformative.

The philanthropy we envision is neither isolated nor fragmented. It is vibrant, dynamic, and deeply connected. As in nature, its growth depends on trust, collaboration, resilience, and the courage to innovate. MBM remains firmly committed to this mission – aware of the challenges and ambitions ahead, yet deeply rooted in the transformative power of social organizations, the strength of collective investment, and the conviction that a strong ecosystem is built through action, strategy, and shared purpose.

The reflections we’ve shared here remain open and evolving as we continue to seek answers. With each step, we gain deeper insight into the impact of philanthropy and the paths to strengthening it. We hope this report not only presents our work and achievements, but also sparks new connections and possibilities – for a greater good, built collectively.

**Advisory Board  
of Movimento Bem Maior**



## LETTER FROM THE EXECUTIVE TEAM

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Over the past five years, Movimento Bem Maior has been committed to strengthening philanthropy in Brazil by fostering strategic connections and investing in the regeneration of the social ecosystem. Along this journey, we've learned that no transformation happens in isolation. As in nature, true impact emerges through networks.

Science reminds us that an ecosystem is a living, interdependent organism - every movement reverberates across the entire chain. In philanthropy, this translates into the need for a systemic approach, where each investment, partnership, and action plays a unique role in building a more resilient, just, and enduring whole.

This interdependence is not just a concept; it is a core value that guides our

path. Since the founding of Movimento Bem Maior (MBM), we have brought together philanthropists from diverse backgrounds and fostered connections among organizations with different causes and areas of focus. In doing so, we strengthen territories, align intentions, and build more resilient structures for the future.

If each initiative represents a point of life within this ecosystem, it is the strength of the network that sustains balance and enables new solutions to flourish. In a forest, it is not the isolated tree that defines the biome, but the invisible exchange among roots, soil, water, and natural cycles. This connection is what keeps the system alive and expanding, and it is this same spirit that drives MBM.



It was with this belief - that strength lies in the network - that we shaped and implemented our actions in 2024. We invested in research, storytelling, coalition-building, and advocacy, consolidating the infrastructure needed to drive social transformation. At the same time, we supported organizations that demonstrate excellence in education, inclusive economic development, and community empowerment, with a strong focus on equity and climate justice as cross-cutting priorities.

We completed the institutional strengthening cycle of 45 grassroots organizations and community collectives from across the country. Each one represents the power of local solutions to systemic challenges, and it is a profound source of pride to see such diversity aligned with a shared vision of the greater good.

Our commitment is to grow this ecosystem by connecting more actors,

fostering strategic partnerships, and enhancing the social sector's ability to respond to complex challenges. We believe that beyond giving, it is necessary to cultivate - to cultivate relationships, nurture pathways, and create spaces of trust where collaboration can take root and flourish.

To be part of this Movement is to understand that the scale of transformation emerges from the collective - from the bridges we build and the seeds we plant together. We invite you to see yourself as part of this ecosystem, contributing through your attention, your choices, and your intention.

We remain committed to building a Brazil that recognizes the power of civil society and philanthropy as a catalyst for social justice. Every step, connection, and decision we made in 2024 moves us closer to our vision for 2030: to see Brazil become a global leader in collaborative and strategic philanthropy.

**Carola M.B. Matarazzo**

**MBM Executive Director**



**02**

**THE ECOSYSTEM**

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## UNDERSTANDING THE CONTEXT

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Philanthropy, much like an ecosystem, is neither static nor isolated. It relies on the interdependence of diverse actors - social organizations, funders, communities, individuals, and public policies - whose connections strengthen and amplify collective solutions. In nature, every element contributes to regeneration and balance. Likewise, social impact depends on the continuous flow of resources, knowledge, and collaboration.

This ecosystem is sustained by a strong underlying infrastructure that includes regulatory frameworks, tax incentives, communication channels, knowledge networks, and funding institutions such as multilateral agencies and development banks. Beyond organizations and funders, universities, governments, and media outlets also play essential roles

in shaping, expanding, and enabling the philanthropic landscape.

Embracing this systems perspective shifts our understanding of philanthropy from a singular act of giving to a living, evolving force. It invites us to move beyond isolated interventions and instead invest in building resilient networks, diversifying funding sources, and driving long-term structural change.

At Movimento Bem Maior, we recognize that strengthening this ecosystem requires strategic collaboration. Our role is to activate connections, increase the flow of financial resources to the social sector, and ensure that the organizations we support are able to sustain and strengthen themselves over the long term.

## THE MOVIMENTO BEM MAIOR

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In the mangroves along Brazil's coast - an essential transitional biome between land and sea - the mangrove crab (*Ucides cordatus*) digs into the soil, renewing it, enabling nutrient exchange, and contributing to water purification. In the Atlantic Forest, one of the most biodiverse rainforests on Earth, nectar-feeding bats disperse seeds that regenerate degraded areas, creating a continuous cycle in which each action strengthens the whole. Alone, a single crab cannot reshape the soil, and one bat cannot restore the forest. But when working together within an ecosystem, their movements transform and sustain an entire biome.

The same holds true for philanthropy. A single actor can only go so far: one philanthropist alone has limited capacity to provide funding; an

education-focused organization cannot solve all the challenges in the sector on its own; and even the most impactful community project needs a network of support to grow and endure. When these forces come together, impact is amplified, solutions gain strength, and transformation becomes lasting.

Movimento Bem Maior was created with a clear purpose: not only to fund the work of social organizations and community collectives, but to activate connections and strengthen them - ensuring that outcomes are scaled, best practices are shared, and a systemic perspective is embedded. We believe philanthropy should be diverse, strategic, collaborative, and foundational - moving beyond isolated support to help build a strong and resilient ecosystem.



## MISSION

To activate the transformative power of civil society in Brazil through strategic and collaborative philanthropy, advancing social justice and addressing inequality.

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## VISION

To be a trusted and recognized organization in Brazilian society, one that drives collaborative action in philanthropy and social innovation, positioning Brazil as a global leader.

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## VALUES

- Act with courage
- Embrace adaptability
- Foster balance
- Uphold respect
- Practice transparency in all relationships
- Stay committed to people

## FIVE YEARS IN MOVIMENT

Strengthening a single point is not enough to transform systems. True change requires connecting the dots, building bridges between them, combining efforts, and ensuring that impact can grow. Movimento Bem Maior advances collaborative philanthropy by coordinating the flow of financial resources, technical knowledge, and strategic support - broadening the reach and effectiveness of the causes it serves.

Picture a network of interconnected rivers, where water flows through multiple channels to nourish and sustain an entire biome. When funders allocate resources strategically - even without formal coordination - they help irrigate different fronts of a shared initiative, amplifying

its impact and reinforcing its long-term sustainability. This complementary flow enables organizations to act with greater strength and efficiency toward a common agenda, scaling efforts while sharing risks and learnings along the way.

Over the past five years, this model has taken root - proving that strategic collaboration not only extends the reach of supported initiatives but also strengthens their long-term sustainability. The cumulative data reflects the breadth of our engagement and points to a deepening connection with the ecosystem, moving beyond traditional funding cycles.



**+ R\$ 125.2 million**  
directly invested



**27 states**  
including the  
Federal District



**10**  
members



**258** organizations  
and community  
collectives supported

## THE BEM MAIOR WAY

The intentionality behind how we choose to act shapes both the impact we strive to generate and the kind of social transformation we aim to build. Strengthening organizations goes beyond funding projects – it’s about helping them develop the structure to grow, deepen their roots, and expand their reach sustainably.

That’s why we combine financial investment, technical support, and network-building to create strategic

connections that drive supported initiatives forward. We stay closely engaged with their development, promote best practices, and share lessons learned, fostering a continuous cycle of strengthening the philanthropic ecosystem.

Our investment model follows a structured process designed to ensure strategic alignment, transparency, and the cultivation of close, long-term relationships with each partner.

### our investment pathway



Behind the scenes, a multidisciplinary technical team spread across Brazil drives forward solutions, with the diversity of perspectives enriching decision-making and expanding our ability to respond to the country’s social challenges. We operate in a hybrid environment, guided by agile, results-driven methodologies that ensure a dynamic and efficient model.

## HOW DO WE WORK?

### TRUST AND TRANSPARENCY

We act with transparency to build enduring relationships founded on mutual trust.



### PURPOSE ABOVE ALL

We support organizations in dreaming big, always guided by the causes they are committed to.

### LEARNING BY DOING

We embrace experimentation, recognizing that testing, failing, and learning are essential to refining strategies and social methodologies.



### RELEVANCE AND RESPONSIVENESS

We partner with those who place impacted communities at the center of their work and who actively engage with the realities of the territories where they operate.

### DEMAND AND OUTCOMES

We encourage continuous exchange between strategic vision and on-the-ground experience to drive meaningful and consistent social outcomes.



### THE IMPORTANCE OF RESEARCH

We promote the production and use of data to make the realities of each territory more tangible and better understood.

### SUSTAINABILITY

We prioritize financial sustainability as a cornerstone for the long-term impact and continuity of social initiatives.

### PROXIMITY

We build close relationships that foster mutual learning and shared growth.

## OUR RESULTS IN 2024

We position ourselves as an active node within the complex ecosystem in which we operate. The results achieved in 2024 reflect the strength of this collective construction—evidence of our network’s reach and the ripple effects generated on the ground that continue to resonate and expand.



**146**

Organizations and collectives supported.<sup>1</sup>



**1574**

Organizations indirectly impacted.<sup>2</sup>



**+R\$24.4**

**million**  
Invested.



**1.5 million**

People directly benefited.<sup>3</sup>



**174**

Events held by supported organizations.



**294**

Public agencies directly involved.<sup>4</sup>

<sup>1</sup> Number includes only direct support provided by MBM throughout 2024

<sup>2</sup> CSOs that engaged in technical partnerships, exchanges, or received support/training from MBM-supported organizations.

<sup>3</sup> Students: 1.38 million | Education professionals: 61.317 (including 288 public managers) | Social leaders: 7.504 | Entrepreneurs and technicians: 41.176

<sup>4</sup> 240 municipal | 40 state (some states had more than one agency involved) | 14 federal

## STRATEGIC NETWORKS

Just as interactions sustain the vitality of a biome, connections expand perspectives, unlock opportunities, and drive collective progress. Being part of networks and coalitions positions us in spaces where diverse actors share knowledge, strengthen solutions, and spark new partnerships. To learn more about our strategic partnerships, visit the [“About us”](#) page on our website.



Pacto Global  
Rede Brasil



PACTO DE PROMOÇÃO  
DA EQUIDADE RACIAL



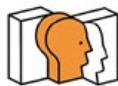
PACTO NACIONAL PELO  
COMBATE ÀS DESIGUALDADES

UMA CONCERTAÇÃO PELA  
AMAZÔNIA



W I N G S  
ELEVATING PHILANTHROPY

## ACKNOWLEDGEMENTS

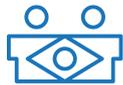


Empreendedor  
Social do Ano

**2020**

Folha de S.Paulo  
Social Entrepreneur  
Award

The partnership between IDIS and BSocial **mobilized R\$40.7 million** for the Emergency Health Fund to combat Covid-19.



BrazilFoundation

**2022**

BrazilFoundation  
tribute

Our contribution to philanthropy **was recognized at the III Gala Minas.**

**thedotgood•**

**2024 + 2025**

Ranking thedotgood.

Named the **7th most influential NGO in Brazil** and **103rd globally** for two consecutive years.



**03**

**PRIVATE SOCIAL  
INVESTMENT**

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The concept of an ecosystem guides and shapes Movimento Bem Maior's social investment strategy. Our portfolio operates as a dynamic web of connections, where the collective strength of supported organizations fuels networks of shared intelligence and drives structural change toward social justice.

Rather than concentrating on isolated focus areas, we work to structure a strategic model where collective power, action complementarity, and shared resources generate more effective and enduring solutions for reducing inequality. Our ultimate goal is to strengthen a robust and interconnected philanthropic ecosystem.

The Focus and Impulse pillars are interconnected and guided by two fundamental agendas - racial and gender equity, and climate justice - without which social justice and sustainable development are not possible. This intersectional lens ensures that every investment addresses structural inequalities and environmental challenges at its core.

Our investment portfolio is diverse and flexible, allowing for adjustments in response to emerging social demands and reinforcing support for organizations that build networks and have the potential to generate systemic impact.



## STRATEGIC AND COLLABORATIVE PHILANTHROPY

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Movimento Bem Maior anchors its social investment vision in the principles of strategic and collaborative philanthropy. Over time, this approach has become a core element of our investment portfolio, continuously evolving to strengthen our impact.

**Filantropia estratégica** is about investing with intention—grounding decisions in data, tracking outcomes, and focusing on long-term impact. It involves deliberate, structured actions that not only respond to social challenges but also help shift underlying systems.

**Filantropia colaborativa** is rooted in cooperation and collective intelligence. It promotes dialogue, co-creation, and the sharing of resources among initiatives and organizations. This networked approach strengthens the philanthropic ecosystem as a whole, creating a more resilient and sustainable environment for social investment.

## A COLLECTIVE AND ADAPTABLE STRATEGY

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Our strategy was never meant to be built in isolation. From the beginning, we embraced an innovative, collaborative approach - co-creating it with the organizations we support. Through active listening, we strive to understand the real needs of the social field and strengthen its foundations to drive broader, more lasting impact.

Instead of narrowing our focus to a single territory or cause, we adopted a 360° perspective -expanding our portfolio while closely observing how each initiative evolves, develops methodologies, and achieves results. After five years on this journey, one thing is clear: inequality is complex and multifaceted, and there is no single path to reducing it.

## CRITERIA FOR SELECTING SUPPORTED ORGANIZATIONS

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At Movimento Bem Maior, the selection of supported organizations is guided by clear and consistent criteria that ensure strategic alignment, collaborative spirit, meaningful impact, and a contribution to the broader philanthropic ecosystem.

### ALIGNMENT WITH OUR MISSION AND VALUES

Is the initiative aligned with MBM's vision, principles, and purpose?

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### TRANSFORMATIONAL POTENTIAL

Does the organization's methodology have the capacity to drive effective and lasting change?

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### SUSTAINABILITY AND MANAGEMENT

Does the organization demonstrate solid governance, efficient operations, and sustainable resource planning?

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### TRACK RECORD AND CREDIBILITY

Who leads the organization, and what is their history of impact and recognition in the field?

### TRANSPARENCY AND ACCOUNTABILITY

Does the organization follow strong practices in governance, communication, and financial transparency?

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### REPLICABILITY AND INNOVATION

Does the initiative offer scalable or replicable solutions, and does it contribute new knowledge or approaches to the field?

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### TERRITORIAL IMPACT

Does the organization actively strengthen the local ecosystem around the cause it addresses?

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### ECOSYSTEM CONTRIBUTION

Does the initiative complement and enhance other organizations within our portfolio or the wider philanthropic field?



## FOCUS PILLAR

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Social transformation begins with the connection between people, ideas, resources, and purpose. For structural change to take root, social organizations must have the support, networks, and capacity to sustain and expand their impact. Without these foundations, even the most promising initiatives risk fading before reaching their full potential.

The Focus pillar of Movimento Bem Maior was designed to strengthen organizations that work directly with critical causes and territories across Brazil – those with the ability to move the needle on inequality.

We support initiatives that go beyond isolated responses, investing in institutional development so they can influence public policy, mobilize communities, and expand their impact. With a diverse portfolio, we connect complementary solutions

- strengthening both grassroots efforts and the broader ecosystem.

In addition to territorial and thematic diversity, we ensure that supported organizations have the autonomy to direct resources where they are most needed, reinforcing their structure and operational capacity. We fund up to 40% of an organization's total annual revenue, promoting both autonomy and long-term sustainability.

Over the past five years, we've witnessed organizations that once operated in isolation evolve – through targeted investment and meaningful connections – into active collaborators, expanding networks and generating shared impact. The Focus pillar not only strengthens individual organizations but also helps build the foundation for lasting structural change in society.

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### SOME EXAMPLES:

- While supporting Crescer Sempre, a local school in Paraisópolis (São Paulo), we also invest in Todos Pela Educação, a national advocacy organization advancing access to quality basic education.
  - Alongside initiatives in the Southeast [of Brazil], we channel resources to regions with limited access to private social investment, helping to promote greater territorial equity.
-

## EDUCATION

**1.3 mi**

Students directly benefited:

- 62% in primary education
- 20% in secondary education

**18 mi**

Students indirectly benefited

**29.000**

Public schools reached

**418**

Materials produced:

- 172 pedagogical
- 5 academic articles
- 4 research studies
- 8.5 million views
- 446 mil downloads

**61.300**

Professionals trained:

- 288 public managers
- The remainder are teachers and school administrators

## PRODUCTIVE INCLUSION

**24.000**

Jobs created  
(at least 5,000 formal)

**640**

Entrepreneurs and technicians trained

**+ 40 mil**

Entrepreneurial ventures supported

## COMMUNITY-BASED WORK

**7.500**

Social leaders trained

\* Cumulative data gathered from all supported organizations, based on monitoring by the Social Investment team

## **FOCUS ON EDUCATION**

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Education is the foundation for human and economic development, empowering individuals to realize their full potential. Yet in Brazil, this foundation is still marked by deep inequality. Quality learning opportunities are not equally accessible, and Black, Indigenous, and low-income children and youth face significantly greater barriers to advancement.

With a focus on systemic transformation, we draw inspiration from the Educação Já! Coalition, which offers a comprehensive and structured perspective on Brazil's educational landscape. We invest in initiatives across all critical areas for ensuring equitable, high-quality education - from governance and teacher training to school leadership and syllabus implementation. This integrated approach strengthens public policy and catalyzes lasting improvements in Brazil's education system.



### TODOS PELA EDUCAÇÃO

Promotes quality and equity in basic education in Brazil through nonpartisan technical and political advocacy. The organization plays a key role in shaping public policy at both the federal and state levels, advancing the right to education for all.

#### ★ OUR INVESTMENT HAS BOOSTED:

- Contributed to the approval of Law 14,945/2024, expanding the General Basic Education curriculum, structuring learning pathways, and securing student choice;
- Supported the launch of a platform with educational data from municipalities and an event with 646 mayors – leaders of cities that represent 24% of basic education enrollments;
- Educação Já! received the 2024 iF Social Impact Prize, and a landmark study on education and climate change was published.



> learn more:  
[todospelaeducacao.org.br](https://todospelaeducacao.org.br)



### MOVIMENTO PELA BASE

Works to ensure that all children and young people have access to quality learning by promoting the implementation of the BNCC (National Common Core Curriculum) and the New Secondary Education model with technical rigor. Through advocacy, it strengthens education policies aimed at building a more equitable and accessible school system.

#### ★ OUR INVESTMENT HAS BOOSTED:

- 33 public agencies engaged in coordination efforts and knowledge-building initiatives;
- 47 million students indirectly impacted;
- 1.100 teachers from all regions and education levels participated in a national survey on BNCC implementation.



> learn more:  
[movimentopelabase.org.br](https://movimentopelabase.org.br)



**CIEB**

Operates nationwide and, in partnership with BNDES, we invested in the Jornada Escola Conectada (Connected School Journey), an initiative that develops methodologies to support Education Departments through a self-guided platform.

★ **OUR INVESTMENT HAS BOOSTED:**

- 17 municipal school systems implemented the Jornada Escola Conectada;
- 1.283 students from 7 municipalities returned to school with the support of the initiative's attendance tracking tools.



> learn more:  
[cieb.net.br](http://cieb.net.br)



**THE HUMAN PROJECT**

With a focus on innovation for human development, applies technology in the areas of education, entrepreneurial education, and health. It operates in Brazil's Northeast region through research and technology dissemination. In partnership with BNDES, we invested in the Rede Synapse and TAG programs.

★ **OUR INVESTMENT HAS BOOSTED:**

- 26 municipal Education Departments benefited from the project;
- 461 public schools were supported;
- 34.525 students were directly impacted through the training of 1,376 education professionals.



> learn more:  
[thehumanproject.org.br](http://thehumanproject.org.br)

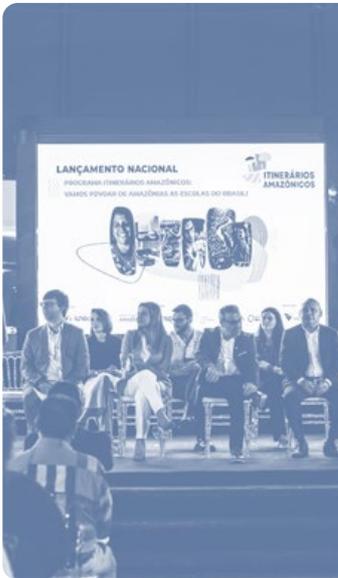


## INSTITUTO IUNGO

Promotes sustainable development in the Amazon through initiative in education, health, and innovation. In partnership with BNDES, we invested in the Projeto Práticas Pedagógicas Inovadoras (Innovative Pedagogical Practices Project), which strengthens municipal education systems in Amazonas through ongoing professional development.

### ★ OUR INVESTMENT HAS BOOSTED:

- 332 training activities conducted across 8 states, reaching 32,197 educators;
- 54 pedagogical resources produced, with over 80k downloads and 560k views.
- 16.626 public schools supported;



### INNOVATION IN CLIMATE EDUCATION

The Itinerários Amazônicos project has emerged as an international benchmark for climate education in the Legal Amazon. In 2024 alone, the project carried out 295 activities, reaching 23,483 educators and 1.1 million students. Its global recognition includes being a finalist for the QS Reimagine Education Awards—widely regarded as the “Oscars” of education—and winner of the IDB Green Minds Award, positioning it among the most prominent climate education initiatives in Latin America.



> learn more:

[iungo.org.br](https://iungo.org.br)



### CONEXÃO POVOS DA FLORESTA

A coalition that promotes the social, economic, cultural, and digital inclusion of traditional peoples and communities in the Amazon. By expanding internet access to schools and health centers, it contributes to sustainable development and the protection of human rights.

#### ★ OUR INVESTMENT HAS BOOSTED:

- 8.517 communities mapped across the Amazon;
- 121 communities connected, with 2.100 individuals registered on the telemedicine app;
- 405 facilitators completed the Sabedoria Digital (Digital Wisdom) course, and 30 completed the Proteção Territorial sobre Seca (Territorial Protection in Times of Drought) course.



Our partnership with Movimento Bem Maior strengthens our mission to connect Amazonian communities through a network that genuinely represents the peoples of the forest. Today, more than 1,500 Indigenous, extractive, riverside, and quilombola communities are connected in a safe and informed way—ensuring that the internet serves as a tool to reinforce their territories and expand access to health and education initiatives.

**JULIANA DIB REZENDE**

EXECUTIVE SECRETARY, CONEXÃO POVOS DA FLORESTA



> learn more:

[conexaopovosdafloresta.org.br](http://conexaopovosdafloresta.org.br)



### FUNDAÇÃO AMAZÔNIA SUSTENTÁVEL

Promotes sustainable development in the Amazon by advancing education, health, and innovation. In partnership with BNDES, we supported the Projeto Práticas Pedagógicas Inovadoras, which strengthens municipal education systems in Amazonas through ongoing professional development.

#### ★ OUR INVESTMENT HAS BOOSTED:

- 971 teachers and 909 students trained;
- 26.011 baseline students from participating municipalities indirectly impacted;
- 12 technical cooperation agreements signed with municipal education departments across Amazonass.



> learn more:  
[fas-amazonia.org](https://fas-amazonia.org)



### INSTITUTO PONTE

Promotes social mobility by ensuring access to quality education for youth in vulnerable situations. The initiative identifies and supports public school students, providing academic and socio-emotional guidance through partner institutions—from elementary school through university.

#### ★ OUR INVESTMENT HAS BOOSTED:

- 99% retention rate among 90 new students from 13 Brazilian states;
- 92% of scholarship recipients in partner schools achieved an average grade above 8.0 in 2024;
- 73% of university students earned income through extracurricular activities.



> learn more:  
[institutoponte.org.br](https://institutoponte.org.br)



**INSTITUTO AYRTON SENNA**

An education innovation center that operates on three fronts: research and development, large-scale dissemination, and advocacy and social mobilization.

★ **OUR INVESTMENT HAS BOOSTED:**

- 522.600 elementary and 416.200 high school students benefited;
- 16.917 educators trained and/ or granted access to the methodologies developed;
- 4.439 public schools directly supported..



> learn more:  
[institutoayrtonsenna.org.br](http://institutoayrtonsenna.org.br)



**INSTITUTO SALTO**

Focused on early childhood education and the final years of elementary school, the organization supports education systems by accelerating effective practices that promote quality, equity, and access. It works to systematize proven solutions so they can be scaled and adopted as public policy.

★ **OUR INVESTMENT HAS BOOSTED:**

- 120 education policy leaders trained;
- 1,6 million students indirectly impacted;
- 3.300 school principals and 100 instructional material evaluators trained.



> learn more:  
[institutosalto.org.br](http://institutosalto.org.br)



### INSTITUTO RODRIGO MENDES

Strengthens inclusive education in Brazil by supporting school systems in the development of public policy. In partnership with BNDES, we invested in Projeto Alavancas, which provides training in special education for educators and school administrators and develops resources to support the implementation of the New Secondary Education model.

#### ★ OUR INVESTMENT HAS BOOSTED:

- 10 municipalities across all regions of Brazil supported in drafting or revising their Inclusive Special Education Policy;
- 176 staff from education departments and public agencies trained.
- Development of two online courses on inclusive education initiated, with free and accessible release planned for 2026 on IRM's distance learning platform.



#### PUBLIC POLICY FOR INCLUSIVE EDUCATION

The Alavancas para a Educação Inclusiva project supported the development of Municipal Policies for Inclusive Special Education in 10 Brazilian municipalities. These proposals aim to improve education for children and adolescents with disabilities, tailored to the specific needs of each territory. The policies are designed to secure resources and foster long-term, cross-sectoral commitments. In 2025, the focus will turn to municipal Education Departments, with an emphasis on formalizing and implementing these policies.



> learn more:  
[institutorodrigomendes.org.br](http://institutorodrigomendes.org.br)



**MANO DOWN**

Promotes autonomy and inclusion for individuals with Down syndrome and other disabilities across all stages of life. Operating in Minas Gerais, the organization implements projects that encourage personal and professional development, enhancing social participation and inclusion.

★ **OUR INVESTMENT HAS BOOSTED:**

- 1.173 individuals directly benefited;
- 133 public schools supported, with 97 education professionals trained and 60 school teams provided with guidance;
- 78 entrepreneurs and professionals trained, and 12 successfully integrated into the formal job market.



> learn more:  
[manodown.com.br](http://manodown.com.br)



**NOSSO OLHAR**

Promotes the inclusion and quality of life of individuals with intellectual disabilities and Down syndrome by offering support to families and caregiving networks. The organization advocates for rights and ensures full participation in society, focusing on educational, employment, and social inclusion.

★ **OUR INVESTMENT HAS BOOSTED:**

- 401 cultural workshops held, benefiting 3.835 individual;
- 858 multidisciplinary services provided to 50 children;
- 249 services delivered through the Sábado Solidário program.



> learn more:  
[ino.org.br](http://ino.org.br)



### EDUCAÇÃO PARA GENTILEZA E GENEROSIDADE (EGG)

A platform that fosters a culture of generosity and kindness in education, offering solutions to Brazilian schools. It provides methodologies, materials, research, and campaigns based on the principles of solidarity, sustainability, diversity, respect, and citizenship..

#### ★ OUR INVESTMENT HAS BOOSTED:

- Dissemination of the 7 Principles of Education for Kindness and Generosity methodology in schools and universities, impacting approximately 1 million students across Brazil, including participants in the 5th edition of the EGG Schools Award;
- 950 teachers trained;
- 50 public schools supported.



> learn more:  
[gentilezagerosidade.org.br](http://gentilezagerosidade.org.br)



### FUNDAÇÃO TIDE SETÚBAL

Supports initiatives that promote social justice and the development of urban peripheries to tackle inequalities. We invested in the Plataforma Alas, which empowers Black leadership and engages decision-makers in transforming Brazil's racial landscape.

#### ★ OUR INVESTMENT HAS BOOSTED:

- Launch of the first results analysis report, highlighting that the majority of participants made significant progress, with a particular focus on the low dropout rate and high engagement levels;
- Partnership with 5 educational institutions, including Inesper and Santa Plural;
- 44 beneficiaries supported through technical education, leadership training, undergraduate programs, and life planning.



> learn more:  
[fundacaotidesetubal.org.br](http://fundacaotidesetubal.org.br)



### CRESCER SEMPRE

A formal educational institution offering full-time Early Childhood Education, Middle School, and High School, alongside vocational courses and a community library. It provides high-quality education to the Paraisópolis community in São Paulo (SP).

#### ★ OUR INVESTMENT HAS BOOSTED:

- Starting in 2025, it will expand to include Elementary School – Early Years;
- 1.170 direct beneficiaries and 4.680 indirect beneficiaries served;
- 600 entrepreneurs and technicians trained, and 57 educators developed.



> learn more:  
[crescersempre.org.br](http://crescersempre.org.br)



### **SISTEMA DIVINA PROVIDÊNCIA - CIDADE DOS MENINOS**

Operating in Minas Gerais, with 19 social initiatives focused on supporting children, youth, and elderly individuals in vulnerable situations. We supported Cidade dos Meninos, which provides full-time education, housing, and vocational training for adolescents, promoting inclusion and social development.

#### **★ OUR INVESTMENT HAS BOOSTED:**

- 1.624 students received academic support;
- 7.202 students completed 31 vocational courses, with 346 participating in cultural workshops and 928 in sports workshops;
- 1.546 families benefited from the Food Program, impacting 7.730 individuals.



> learn more:

[cidademeninos.org.br](http://cidademeninos.org.br)

**FOCUS ON  
PRODUCTIVE  
INCLUSION**

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The prosperity of any ecosystem depends on the ability of its members to grow and sustain themselves. In Brazil, where millions still live on the margins of economic development, advancing toward a more equitable society requires ensuring access to dignified work and income generation.

Movimento Bem Maior supports civil society organizations (CSOs) that implement productive inclusion strategies, expanding access to market opportunities. Our support strengthens local leadership, fosters entrepreneurship in underserved urban and rural areas, facilitates access to credit, and promotes sustainable economic practices. Prosperity becomes a viable path for all only when economic opportunities are accessible to everyone.



### FUNDAÇÃO DOM CABRAL

Delivers innovative educational solutions that foster knowledge sharing and skill development. In partnership with BNDES, we invested in the Pra>Frente platform - an initiative focused on training in management and entrepreneurship for individuals at the base of the economic pyramid.

#### ★ OUR INVESTMENT HAS BOOSTED:

- 42.865 entrepreneurs registered on the platform since its launch, including 11.956 in 2024 alone;
- 5.828 entrepreneurs accessed at least one piece of content;
- 4.445 entrepreneurs completed a full training module



#### CONNECTING ENTREPRENEURS TO PRACTICE

The Espaço Empreendedor is an offline, in-person experience that strengthens grassroots entrepreneurship by connecting participants to the Pra>Frente Play platform journey. In 2024, seven units were active—three of them newly launched—with operations spanning four regions of Brazil. The training program included 12 cohorts, totaling 519 participants and 215 entrepreneurs. At the end of the course, participants apply what they've learned in a local fair, helping to build connections and expand opportunities.



> learn more:  
[www.fdc.org.br](http://www.fdc.org.br)



**ESTÍMULO**

Supports small entrepreneurs by offering accessible credit, customized training, and opportunities to connect with a broader network. As a pioneering blended finance fund in Brazil, it combines philanthropic capital with impact investments to strengthen businesses and foster economic development.

★ **OUR INVESTMENT HAS BOOSTED:**

- R\$ 92 million in financial support for 1,176 micro and small enterprises (MSEs);
- 21 mil entrepreneurs trained;
- 15 mil jobs impacted.



**EMERGENCY SUPPORT FOR SMALL BUSINESSES**

In response to the challenges faced by small businesses affected by heavy rains in Rio Grande do Sul, Estímulo launched Brazil's first Climate Disaster Relief Fund—a groundbreaking initiative for economic recovery. To date, the fund has disbursed R\$20 million in credit and is projected to reach R\$80 million in assets under management by 2025, ensuring financial support for entrepreneurs rebuilding their businesses in the wake of natural disasters.



> learn more:  
[estimulo2020.org](http://estimulo2020.org)



### FUNDO AGBARA

Promotes productive inclusion and addresses structural racism. As the first investment fund in Brazil focused on Black women, it provides financial and material resources, delivers training and leadership development, and mobilizes a broad network of individual donors.

#### ★ OUR INVESTMENT HAS BOOSTED:

- R\$ 706.000 directly disbursed:
- 192 businesses and 41 organizations supported through program initiatives;
- 577 women empowered through projects and actions within the network.



> learn more:  
[fundoagbara.org.br](https://fundoaagbara.org.br)



### AÇÃO PELA PAZ

Works to reduce recidivism by supporting the reintegration of formerly incarcerated individuals into the workforce. Through a network of initiatives, it develops practical solutions and raises awareness about the realities faced by people in the prison system.

#### ★ OUR INVESTMENT HAS BOOSTED:

- 16.764 individuals directly impacted across 178 correctional facilities in Brazil;
- 338 projects supported to reduce criminal recidivism;
- Approximately 600 jobs created.



> learn more:  
[acaopelapaz.org.br](https://acaopelapaz.org.br)



**CIEDS**

Operates nationwide, developing social solutions that expand access to education, healthcare, citizenship, and income. With a focus on education, entrepreneurship, civic engagement, and social inclusion, it empowers communities and fosters opportunities for a more equitable and prosperous future.

**★ OUR INVESTMENT HAS BOOSTED:**

- 5.130 social leaders trained;
- 1.699 entrepreneurs and professionals developed;
- 3.157 jobs created and 640 businesses launched.



> learn more:  
[cieds.org.br](https://cieds.org.br)



**PROGRAMADORES DO AMANHÃ**

Provides free training in programming, socio-emotional skills, and workforce readiness. The initiative equips young people in vulnerable situations across Brazil for careers in technology, promoting digital inclusion and expanding pathways to opportunity.

**★ OUR INVESTMENT HAS BOOSTED:**

- 240 direct beneficiaries;
- R\$2.300.000 in total income generated by graduates in 2024;
- 160% average increase in household income.



> learn more:  
[programadoresdoamanha.org.br](https://programadoresdoamanha.org.br)



**ALIMENTANDO O BEM**

Fosters sustainable territorial development in Perequê, Guarujá (SP), by strengthening the local economy and advancing social rights. The initiative delivers solidarity-based actions, access to housing, family psychological support, and professional training.

★ **OUR INVESTMENT HAS BOOSTED:**

- 361 direct beneficiaries and 226 families supported;
- 49 women entrepreneurs trained;
- 1.800 food baskets distributed, totaling 25.200 kilograms of food.



> learn more:  
[alimentandoobem.org](http://alimentandoobem.org)



**INSTITUTO BENFEITORIA**

Develops social and digital technologies to promote a culture of collaboration. We support Benfeitoria X, a program that generates income for impact multipliers through crowdfunding, and LIGA, which connects investors to align strategies and strengthen the impact ecosystem.

★ **OUR INVESTMENT HAS BOOSTED:**

- Benfeitoria X was presented to over 10 organizations for fundraising and partnership opportunities;
- A pilot version was approved in December 2024 under Article 18 of the Rouanet Law, Brazil's main cultural incentive law;
- Selected for Bora Hub, Ambev's program focused on collaborative social impact projects.



> learn more:  
[benfeitoria.com](http://benfeitoria.com)

**FOCUS ON  
COMMUNITY-LED  
INITIATIVES**

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In any ecosystem, vitality stems from the roots that sustain and nourish life. Similarly, the most effective responses to social challenges often originate within communities, driven by those who live the reality and understand it deeply. In Brazil, however, many grassroots organizations face financial constraints and limited visibility, which restricts their reach and potential.

Movimento Bem Maior empowers these initiatives by providing funding, technical support, and strategic connections - fostering institutional development and ensuring greater long-term sustainability. When communities are connected to strong support networks, their power multiplies and their impact expands.



### IDIS / MOTT FOUNDATION

Promotes the creation and strengthening of Community Foundations and Institutes (CFIs) in Brazil. Led by IDIS in partnership with the Charles Stewart Mott Foundation, the initiative offers technical support and knowledge sharing to advance the field of community philanthropy.

### ★ OUR INVESTMENT HAS BOOSTED:

- 18 CFIs supported, including the establishment of 5 new ones across 10 states;
- 40 companies and 1,000 individual donors contributed to community foundations and institutes participating in the program;
- 50 engagement activities reached 1,300 people, promoting place-based philanthropy and locally driven development.



### COMMUNITY FOUNDATIONS AND INSTITUTES (CFIS) \_\_\_\_\_

work to advance the development of specific territories by mobilizing resources and supporting local initiatives. Unlike NGOs, CFIs do not directly implement social projects. Instead, they act as bridges between donors and organizations, promoting sustainable, long-term solutions to community challenges.



> learn more:

[transformandoterritorios.org.br](https://transformandoterritorios.org.br)



#### AÇÃO DA CIDADANIA

Works to combat hunger and social exclusion by advancing the rights and empowerment of vulnerable groups. Through advocacy campaigns and policy monitoring, the initiative strengthens food security and raises public awareness. With our support, its reach and impact have expanded.

#### ★ OUR INVESTMENT HAS BOOSTED:

- 328 social leaders trained;
- 400 organizations directly supported.
- Community leadership development in 16 municipalities across Greater Rio;



> learn more:  
[acaodacidadania.org.br](http://acaodacidadania.org.br)

## FUTURO BEM MAIOR

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Futuro Bem Maior is MBM's flagship program, supporting social organizations and grassroots collectives that work directly in communities across Brazil, selected through public calls for proposals. The program aims to amplify positive impact in the territories and contribute to building a future rooted in community. By strengthening organizations and local leadership – while recognizing both their challenges and potential – it helps foster a virtuous cycle of belonging and awareness of their social value.

In addition to financial support, the program offers a tailored technical training track designed to match each organization's stage of development. The two-year partnership includes individualized support and improved management practices, developed in

collaboration with Instituto Phomenta and Instituto Phi. Through close, human-centered engagement – collective dialogues, methodology exchanges, and peer learning – Futuro Bem Maior has led to meaningful progress within the organizations it supports.

### CRITERIA

The program is intended for organizations and collectives from diverse fields of action that have been operating for at least five years and are seeking to strengthen their institutional capacity and expand their social impact. Eligible applicants must be based in municipalities with a population of up to 200.000 inhabitants and have a total annual revenue of no more than R\$500.000.



#### 4<sup>TH</sup> EDITION

Concluded in December 2024, after two years of training and technical support for 36 social organizations and 9 grassroots collectives from small municipalities. These initiatives operate in regions marked by an average Human Development Index (HDI) of 0.69, a Basic Education Development Index (IDEB) of 5.3, and high levels of inequality. In the program's second year, the organizations finalized the cycle by developing institutional projects, guided by Instituto Phi, with the goal of strengthening their structure and amplifying their impact.

#### STRENGTHENING FROM WITHIN

The Associação Comunitária Rural da Caatinginha prioritized internal development by training its team in project management, acquiring essential equipment, and enhance its digital communication strategy. These efforts significantly improved the organization's sustainability and its ability to serve children and adolescents. As a result, the organization exceeded its fundraising goal by 47.6% and expanded its donor base.

#### 5<sup>TH</sup> EDITION

The call for the 5th edition covered all 27 states of Brazil, increasing the regional diversity of the program. Our main challenge was ensuring broad visibility by collaborating with independent and peripheral communication agencies and collectives, which resulted in 733 qualified applications.

#### FIRST RESULTS

37.000 website visits

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733 registered organizations

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489 approved profiles

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45 selected  
(7 collectives, 38 social organizations)

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45 municipalities across 18 states



## IMPULSE

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A nurturing environment supports the growth of social organizations. In this way, solutions gain replicability, attract resources, and amplify their results. The Impulse pillar exists to strengthen the philanthropic ecosystem, ensuring that civil society has the necessary conditions to consolidate its role as an agent of change.

In our view, Impulse and Focus are interdependent. In a robust ecosystem, organizations face fewer barriers to acting within their territories or causes, as there are incentives for donations, networks to support their structure, data

to inform decisions, and narratives that enhance the credibility of their work. With engaged and active social organizations on the ground, the culture of giving is strengthened, expanding the capacity for social transformation.

Just as a forest needs fertile soil, balance among elements, and diversity of interconnected species to expand and regenerate, the social sector thrives when there is a stable regulatory environment, proper incentives, and a deeply rooted culture of giving, enabling organizations to scale their impact with autonomy.

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### AREAS OF FOCUS:

- Generating and disseminating reliable data to support strategic decisions and guide intentional investments.
  - Influencing the regulatory environment and public policies to foster and promote a culture of giving.
  - Building networks and partnerships to expand the reach and impact of initiatives.
  - Crafting compelling narratives that position philanthropy as a strategic driver of social transformation.
-

By investing in Impulse, we are shaping a more transparent, connected, and sustainable philanthropic landscape, one that attracts more resources, engages new stakeholders, and strengthens philanthropy as a pivotal force for social justice in Brazil.

Below are the consolidated results, amplified by our investments.

#### INDICATORS

**4.000**

pieces of content

published on philanthropy:

- 4 scientific articles;
- 6 studies and 1 research report.

**179**

Events held on philanthropy, including forums, seminars, and award ceremonies, among others

**+ 6.000**

participants in the events

**4 million**

views and downloads of materials such as research reports, annuals, and other publications.

## **IMPULSE IN ADVOCACY**

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The social sector faces regulatory barriers that impede funding and the culture of giving in Brazil, limiting the growth of CSOs. MBM works in partnership with like-minded organizations to strengthen the regulatory environment, supporting initiatives that influence decision-making bodies, simplify resource mobilization, and expand access to private social investment. These actions create opportunities for greater legal certainty, predictability, and sustainability in civil society, enhancing its transformative potential.



**ALIANÇA PELO FORTALECIMENTO DA SOCIEDADE CIVIL (AFSC)**

Coalition of organizations and law firms advocating for the social sector, currently focused on federal-level advocacy to ensure the inclusion of sector interests in the ongoing tax reform..

★ **OUR INVESTMENT HAS BOOSTED:**

- The inclusion, in Bill 108/24 (which regulates the 2023 tax reform), of a broad, simplified exemption from the ITCMD tax on donations to organizations;
- The establishment of the Mixed Parliamentary Front in Defense of Civil Society Organizations in Congress;
- 100% reduction of the IBS and CBS (new consumption taxes) on operations of non-profit scientific and innovation institutions.



The partnership with Movimento Bem Maior has been crucial for the Civil Society Strengthening Alliance in fulfilling its mission of ensuring a favorable legal, legislative, and institutional environment for the social sector. Through this joint support, we have enhanced the advocacy capacities of civil society organizations, promoting the professionalization of the sector and the freedom of association, both essential for a more just and democratic society.

**MARCIO BLACK**  
 REPRESENTATIVE OF THE CIVIL SOCIETY  
 STRENGTHENING ALLIANCE



> learn more:  
[instagram.com/aliancafcsc](https://www.instagram.com/aliancafcsc)





**INSTITUTO PARA O  
DESENVOLVIMENTO DO  
INVESTIMENTO SOCIAL (IDIS)**

Promotes the strengthening of private social investment in Brazil, working with individuals, companies, and organizations to produce knowledge, foster collaboration, and share best practices, thereby driving a structured and strategic culture of giving.

★ **OUR INVESTMENT HAS BOOSTED:**

- 92.182 people reached through knowledge initiatives;
- 41 knowledge products launched;
- 293 organizations benefited.



> learn more:  
[idis.org.br](http://idis.org.br)



**DIN4MO LAB**

Disseminates innovative models for generating positive societal impact while strengthening leadership and impact infrastructure. Our support drives the concept of blended finance, a mechanism that attracts private investors to higher-risk social sectors.

★ **OUR INVESTMENT HAS BOOSTED:**

- 81 pieces of content published, totaling 3.119 views or downloads.
- 1 event held, bringing together 143 guests from 107 organizations in the impact ecosystem.
- A policy paper submitted to the G20 Finance Track, proposing a revolving fund for catalytic investments.



> learn more:  
[din4mo.com](http://din4mo.com)



#### INICIATIVA PIPA

Expands access to investments for organizations, collectives, and peripheral movements to strengthen the ecosystem. Works to ensure equitable distribution of philanthropic resources through the production of data and research on Brazil's peripheral areas.

#### ★ OUR INVESTMENT HAS BOOSTED:

- 600 organizations benefited;;
- 80 pieces of content published, with a total of 9.982 views and downloads;
- 400 downloads of the Guid to Peripheral Areas for Donors.



> learn more:  
[iniciativapipa.org](http://iniciativapipa.org)

## **IMPULSE IN NARRATIVES**

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Building new narratives strengthens the culture of giving and provides a strategic vision for philanthropy, shaping perceptions and fostering dialogue. Through knowledge production, media engagement, and strategic communication initiatives, we aim to expand the reach and impact of philanthropy in the country, connecting more people, organizations, and social investors to this movement.



### OBSERVATÓRIO DO 3º SETOR

A multimedia content agency focused on social issues and human rights, with a radio and digital platform dedicated to promoting best practices from civil society organizations. Its mission is to amplify social issues that are often overlooked by traditional media.

#### ★ OUR INVESTMENT HAS BOOSTED:

- 20 million people reached through communication channels;
- 1.542 pieces of content published;
- 146 radio programs produced.



> learn more:  
[observatorio3setor.org.br](http://observatorio3setor.org.br)



### STANFORD SOCIAL

#### INNOVATION REVIEW BRASIL (SSIR)

A publication that shares knowledge, trends, and best practices, strengthening social innovation. As one of the leading international platforms in the sector, it increases the visibility of solutions and enriches the debate in Brazil, connecting the local ecosystem to global discussions.

#### ★ OUR INVESTMENT HAS BOOSTED:

- 171 pieces of content published, totaling 66 mil views;
- 3 special editions: Innovative Finance, Amazon, and Vaccination Coverage;
- A 46% increase in the number of views compared to 2023.



> learn more:  
[ssir.com.br](http://ssir.com.br)



**ESCOLA ABERTA DO TERCEIRO SETOR**

A platform that supports the training of professionals in the social sector. It facilitates collaboration between institutions, strengthening management, transparency, and sustainability across social organizations in various fields.

★ **OUR INVESTMENT HAS BOOSTED:**

- The 5Ps Award in the Partnerships category, presented by Abraps in recognition of best organizational practices;
- 80 video lessons produced, totaling 25 hours of free courses on ESG and SDGs, benefiting 992 individuals;
- 75 pieces of content published, reaching 18.193 views.



> learn more:  
[escolaaberta3setor.org.br](https://escolaaberta3setor.org.br)



**INSTITUTO CULTURA, COMUNICAÇÃO E INCIDÊNCIA (ICCI)**

Promotes climate action, democracy, and justice through strategic communication. It mobilizes national and international resources to strengthen initiatives that broaden public debate and generate tangible impact in these areas.

★ **OUR INVESTMENT HAS BOOSTED:**

- 6 national and international funders invested in the organization, expanding its support base;
- 11 grants approved under the developed and systematized program;
- Mapping and dialogue with CSOs to assess support potential, strengthening institutional development and the team.



> learn more:  
[iccibr.org](https://iccibr.org)



## INSTITUTO MOL

Fosters a culture of giving in Brazil by engaging citizens and businesses to donate with greater purpose. Through editorial, audiovisual, and multiplatform projects, it raises awareness and inspires new donors, strengthening philanthropy as a key pillar of society.

### ★ OUR INVESTMENT HAS BOOSTED:

- 17 companies signed the 1% Commitment, in partnership with IDIS;
- 10 pieces of content published, reaching 20.195 views;
- 46.376 people accessed the “Discover Your Cause” test, marking a 206% increase compared to the previous year.



> learn more:  
[institutomol.org.br](http://institutomol.org.br)





### GRUPO DE INSTITUTOS, FUNDAÇÕES E EMPRESAS (GIFE)

Brings together and strengthens private social investors in Brazil, promoting coordination, knowledge sharing, and a common agenda. With a network of over 160 members, boosts private social investment (PSI), helping to expand impact, transparency, and strategic collaboration across the country.

#### ★ OUR INVESTMENT HAS BOOSTED:

- 8 articles published, reaching a total of 5.172 views;
- Co-leadership of the G20 Philanthropy Working Group, engaging over 400 Brazilian and international actors to present philanthropy-driven proposals to governments;
- 3rd GIFE COP Mission carried out in Baku, Kazakhstan, with the participation of 5 member organization leaders.



> learn more:  
[gife.org.br](http://gife.org.br)



### ASSOCIAÇÃO BRASILEIRA DE CAPTADORES DE RECURSOS (ABCR)

Strengthens fundraising professionals in Brazil. Focuses on improving the regulatory environment and advocating for policies that foster a culture of giving, while also serving as the leading coordinator of Giving Day in the country.

#### ★ OUR INVESTMENT HAS BOOSTED:

- 820 social organizations supported;
- 861 pieces of content published, reaching 954.351 views;
- 209 public donations tracked by the Donations Monitor, totaling R\$ 796 million.



> learn more:  
[captadores.org.br](http://captadores.org.br)



**PACTO CONTRA A FOME**

Nonpartisan, cross-sector movement to combat hunger and reduce food waste in Brazil. Works to ensure access to food as a constitutional right, with the vision of a hunger-free country by 2030 and a well-nourished population by 2040.

★ **OUR INVESTMENT HAS BOOSTED:**

- Advocacy on Bill 2874/2019 and in the development of the Cross-Sector Food Waste Strategy (MDS);
- Support for the approval of a constitutional amendment introducing a new National Basic Food Basket;
- First disbursement of R\$2 million to three cooperatives, benefiting around 200 families



Pacto Contra a Fome and Movimento Bem Maior share a common purpose: to tackle inequality and advance social justice. Now, the two initiatives are joining forces to build a fairer, hunger-free Brazil. This institutional partnership strengthens the mission of both organizations—to mobilize society and drive the transformation needed for a more equitable country, free from hunger.”

**GEYZE DINIZ**

CHAIR OF THE BOARD, INSTITUTO PACTO CONTRA A FOME



> learn more:  
[pactocontrafome.org](http://pactocontrafome.org)



### PACTO NACIONAL PELO COMBATE ÀS DESIGUALDADES

Cross-sector alliance that brings together civil society, mayors, unions, and parliamentarians to prioritize the fight against inequality. Strengthens political coordination and monitors key indicators, generating data to inform and improve equity-focused policies at the municipal, state, and federal levels.

#### ★ OUR INVESTMENT HAS BOOSTED:

- Launch of the annual report of the Brazilian Inequality Observatory in Brasília, mapping inequalities and political advocacy efforts, with highlights including:
  - 40% decrease in extreme poverty, with the sharpest reduction among Black women (45.2%);
  - 13.1% drop in deforestation nationwide and 46.4% in the Northern region between 2022 and 2023.



> learn more:  
[combateasdesigualdades.org](http://combateasdesigualdades.org)



### REDE COMUÁ

Brings together community funds and foundations that mobilize resources to support groups, collectives, and civil society organizations working in social justice and human rights. Works to decentralize and democratize access to funding, strengthening underfunded movements and territories.

#### ★ OUR INVESTMENT HAS BOOSTED:

- 193 organizations supported;
- 1268 pieces of content published, with a total of 328.864 views;
- 6 events held, engaging 403 participants.



> learn more:  
[redecomua.org.br](http://redecomua.org.br)



**MOVIMENTO POR UMA CULTURA DE DOAÇÃO (MCD)**

Boosts the culture of giving by mobilizing individuals and organizations through a networked approach. As a voluntary coalition, works to improve narratives and practices around giving, promoting guidelines to strengthen and expand engagement with philanthropy in Brazil.

**★ OUR INVESTMENT HAS BOOSTED:**

- Research and launch of the Giving Thermometer, establishing robust benchmarks to track the field's progress;
- 400 individuals and 200 social organizations engaged in the community;
- 2 studies published and 1 documentary film released.



> learn more:  
doar.org.br



**REDE FILANTROPIA**

Produces high-quality content to expand access to best practices and strengthen the sector. Supported FIFE, one of the largest national events for CSO leaders, as well as GIRO, a traveling initiative that brings technical knowledge to all regions of the country.

**★ OUR INVESTMENT HAS BOOSTED:**

- 11<sup>th</sup> edition of FIFE held, featuring 131 speakers and 1.313 participants from 25 States.



> learn more:  
filantropia.org

## **SPECIAL SUPPORTS**

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Each new connection strengthens the network and amplifies collective impact—regardless of motivation—when guided by a clear intent to reinforce the ecosystem. Special supports showcase MBM’s role in fostering a culture of giving, mobilizing resources, and expanding partnerships. These organizations, brought in by our members, reflect personal causes that inspire them. By embracing these causes, we honor the diversity of pathways into philanthropy and encourage more active and meaningful engagement in generating social impact.



**HOSPITAL ALBERT EINSTEIN - AMIGO.H**

Dedicated to cancer prevention and blood disease research, benefiting Brazilian society as a whole. An initiative of the Sociedade Beneficente Israelita Albert Einstein, it promotes scientific advancement and the dissemination of knowledge.



**INSTITUTO NÃO ACEITO CORRUPÇÃO**

Promotes ethics, citizenship, and democracy through research, education, and advocacy in the fight against corruption. Conducts training activities, certifies best practices, mobilizes resources, and engages public authorities to strengthen transparency and influence public policy.

★ **OUR INVESTMENT HAS BOOSTED:**

- 7.513 direct beneficiaries;
- 960 patients served through the “Lung Cancer Screening” project;
- 431 participants in the second edition of the “Cancer Prevention Forum”.



> learn more:  
amigoh.com.br

★ **OUR INVESTMENT HAS BOOSTED:**

- Research on corruption and public policy delivered to the Office of the President, higher courts, and the media;
- 4 lectures on ethics held in partnership with the Brazilian Academy of Letters and aired on TV Cultura, reaching 7,000 people;
- 9<sup>TH</sup> edition of the Paths Against Corruption Seminar, co-hosted with Estadão and TV Cultura.



> learn more:  
naoaceitocorruptcao.org.br



#### SERENAS

Develops and expands human-centered solutions to ensure sexual and reproductive rights, prevent domestic violence, and combat sexual abuse and exploitation in Brazil. Works to advance gender equity through data, awareness, and advocacy.

#### ★ OUR INVESTMENT HAS BOOSTED:

- 5.847 direct beneficiaries impacted;
- 28 social organizations directly supported;
- Training provided to 60 frontline staff and 16 managers of the 180 Helpline.



> learn more:  
[serenasbr.org](https://serenasbr.org)



## RIO GRANDE DO SUL EMERGENCY RELIEF

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In response to the emergency caused by the heavy rains in Rio Grande do Sul in May 2024, MBM activated its emergency support protocol and mobilized a swift, coordinated effort to assist affected communities. Guided by our crisis response framework, we quickly identified strategic partners and priority actions to ensure effective aid for vulnerable populations.

We joined forces with União BR to support the construction of housing and the distribution of essential donations. We also partnered with two organizations from the

4th edition of Futuro Bem Maior—Instituto Capoeira Social and the Association of Parents and Friends of Autistic Individuals of Cachoeirinha/RS—strengthening local support for impacted families.

- 49.000 families directly assisted
- 44.000 meals donated
- 422.000 liters of water distributed
- 463.000 additional items donated\*

\* cleaning supplies, hygiene products, clothing, diapers, mattresses, blankets, bed and bath kits

# 04

## COMMUNICATION

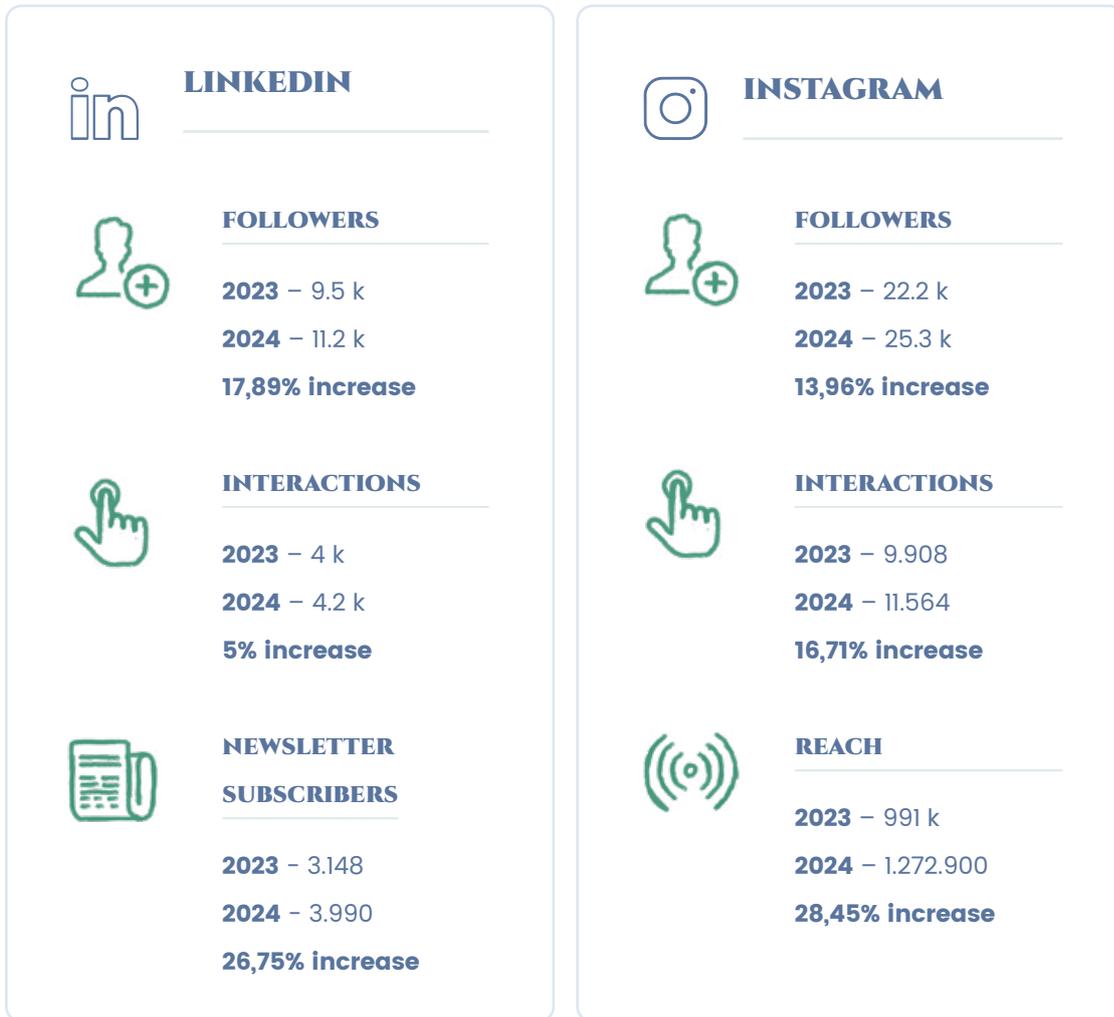
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A stone cast into a lake creates ripples that extend far beyond the point of impact. That's how we view communication—it amplifies the reach of philanthropy, allowing ideas, causes, and transformations to engage new audiences and attract more resources. A well-crafted message not only strengthens the social ecosystem but also connects diverse actors and accelerates collective impact.



## SOCIAL MEDIA

Each interaction on social media creates ripples that amplify narratives of philanthropy and social impact. With content strategies tailored to our audiences, we aim to deepen engagement with the community and broaden awareness of the power and relevance of strategic philanthropy.



### CONEXÕES EM MOVIMENTO

The LinkedIn newsletter features exclusive interviews with leading voices in philanthropy, fostering inspiring reflections and relevant discussions.



> subscribe:  
[bit.ly/ConexMov](https://bit.ly/ConexMov)

## INSTITUTIONALS CHANNELS

This pillar supports the flow of information between MBM, its partners, and society. Through reports, newsletters, and specialized publications, we ensure transparency, accessibility, and credibility in our work - strengthening collaborative networks and building trust in our mission.



### NEWSLETTER RADAR MBM

Monthly publication featuring sector highlights, with strategic information and insights on the philanthropic ecosystem.



#### SUBSCRIBERS:

Dez 23 - 1.758

Dez 24 - 2.003

**13,9% Increase**



#### OPEN RATE

**Average: 46,46%**

6,46% above  
the NGO average\*

\*according to Mailchimp



> subscribe the newsletter:

[bit.ly/RadarMBM25](https://bit.ly/RadarMBM25)



### MBM WEBSITE

Our main institutional channel, featuring information on social investments, strategic publications, and exclusive blog content developed by our expert team.



#### VISITS:

2023 - 44.8 k

2024 - 78 k

**74,1% Increase**



#### NEW USERS:

2023 - 37.1 k

2024 - 78.4 k

**111,3% Increase**



#### NEW ARTICLES:

12 posts published  
on the MBM Blog



**PRESS**

This year, we adopted a more selective strategy, prioritizing regional coverage of the 5th edition of Futuro Bem Maior and responding reactively to media inquiries.

**MEDIA COVERAGE:**



**227 articles and reports**

in national and specialized outlets.



**EVENTS**

Throughout the year, we strengthened the dialogue on philanthropy and social impact across various platforms, taking part in strategic sector debates and expanding connections with national and international networks.



**47 participations**

in events, seminars, debates, and more



**2 participations**

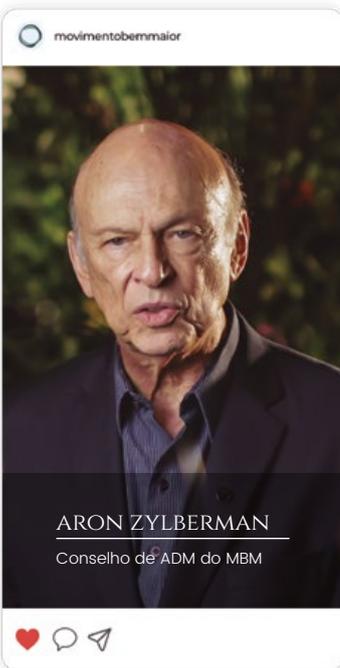
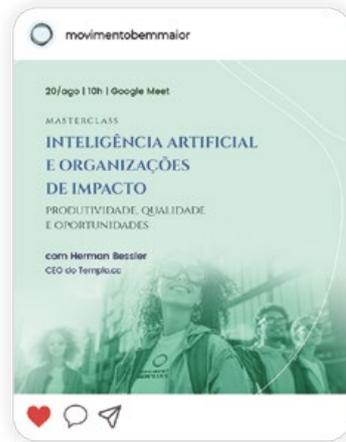
in international events



**4 appearances**

by MBM representatives as speakers or moderators





## MBM 5-YEAR ANNIVERSARY CAMPAIGN: THE FUTURE WE WANT IS BUILT TODAY

To celebrate five years of Movimento Bem Maior inspiring the future of strategic philanthropy, we launched a special institutional campaign across all our communication channels.

The campaign featured exclusive content, partner testimonials, and a dedicated edition of our newsletter, engaging a broad and diverse audience. As part of the celebration, we hosted the masterclass “Artificial Intelligence and Impact Organizations” on August 20, bringing together 150 partners for hands-on training in the use of AI tools in the social sector.

We concluded the anniversary celebrations with an elegant dinner, bringing together our members, strategic partners, and leaders from both the social and business sectors. The evening opened with a performance by the Instituto Baccarelli Orchestra, followed by a conversation between economist Eduardo Giannetti and Ricardo Guimarães, CEO of Thymus.

We also premiered the institutional video “Efeito Terra,” created with artificial intelligence to symbolize the growth of philanthropy as an interdependent ecosystem.



> watch the video:

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

The background is a stylized illustration. On the left, a tall palm tree with three coconuts stands against a light green sky. Below it are large, rounded green shapes representing foliage. In the lower-left foreground, a hand is shown holding a teal-colored fishing net. The net is spread out across the bottom half of the page, with several dark teal fish-like shapes caught inside. In the distance, on the right, a small boat with a person wearing a hat is visible on the water. The overall color palette is dominated by various shades of green and teal.

**05**

**FINANCIAL  
STATEMENTS**

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Transparency is a core value of Movimento Bem Maior. We believe that clearly and accessibly sharing how resources are allocated builds trust in our work, fosters stronger relationships, and contributes to a more structured and resilient philanthropic ecosystem. In this section, we present our 2024 financial statements, outlining how investments were directed to support social organizations and strengthen the field of philanthropy in Brazil.



> access in the website:

[movimentobemmaior.org.br](https://movimentobemmaior.org.br)





06

**OUR TEAM**

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### Members

**André Laport**

**Bia Vidigal**

**Elie Horn**

**Eugênio Mattar**

**Jayme Garfinkel**

**Luciano Huck**

**Luis Fernando Porto**

**Marcelo Kalim**

**Pedro Bueno**

**Rubens Menin**

### Board of Directors

**Christian Klotz (chair)**

**Fernando Iunes (chair)**

**Alessandra Peixoto**

**Aron Zylberman**

**Luciana Temer**

**Maria Fernanda Menin**

**Raphael Lafetá**

### Audit Committee

**Lucas Freire**

**Rafael Novellino**

**Roberta Freitas**

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### MBM Team

**Beatriz Waclawek**

Project Manager

**Carola M. B. Matarazzo**

Executive Director

**Cris Passos**

Executive Assistant

**Emanuely Lima**

Communications Analyst

**Gisele Bachman**

Financial Analyst

**Guilherme Mattoso**

Communications Manager

**Igor Marques**

Communications Analyst

**Isabela Ramos**

Social Impact Measurement Analyst

**Juliana Boscarato**

Communications Analyst

**Natalia Cordeiro**

Legal Advisor

**Paulo Souza**

Project Analyst

**Richard A. C. Sippli**

Diretor de Relações Institucionais

**Thainara Martins**

Project Analyst

**Valdemar Bezerra**

Financial Coordinator



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

#### **ABOUT THIS REPORT \_**

**Editorial Direction:** Carola Matarazzo | **Editorial Coordination:** Guilherme Mattoso

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**Data and Research:** Equipe MBM | **Translation:** Sunny Traduções

Published in april, 2025