

Annual Report 2024

10 years reinventing our future



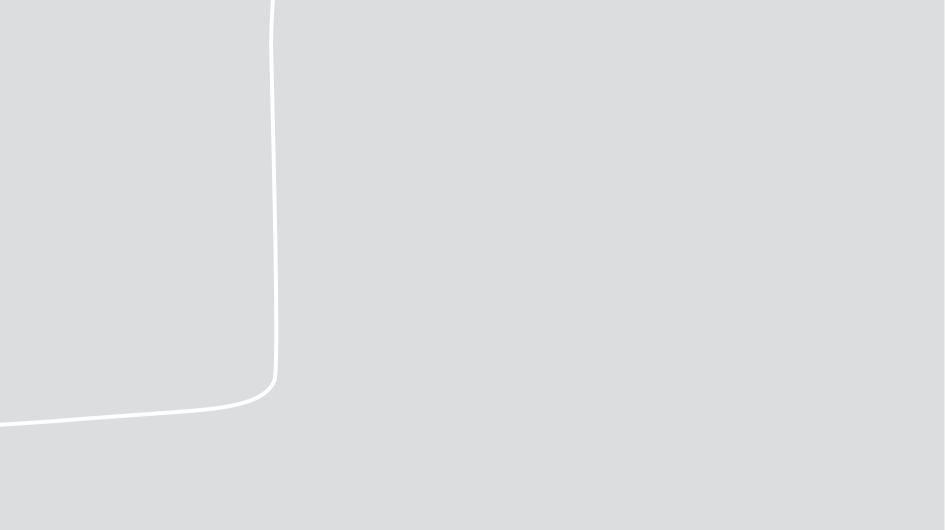




Photo: Instituto Emunah



Summary

Challenging the status quo: a decade of social transformation

In 2024, Instituto Phi celebrates a decade of challenges, innovations and concrete results that reflect our commitment to social transformation. From the outset, our mission has gone beyond offering one-off solutions: by connecting people and organizations to causes that are relevant to them, we have sought to redefine the practice of philanthropy. Over the years,

we have raised R\$ 233 million

supported 2,062 projects in 25 states

that have transformed the lives of 3.1 million people in some way

This annual report presents the results for 2024:

R\$40,430,938.20 mobilized, 394 projects supported, 96 social investors (including individuals and companies) involving 586,656 lives.

In addition, we have developed initiatives such as Puxa Conversa: Filantropia, which fosters debate and awareness about the importance of giving, encouraging a philanthropic culture accessible to all.

If there's one major lesson from these 10 years that you can see in this report, it's that tackling the complex challenges of today's world requires an approach that balances broad, global perspectives with in-depth knowledge of local realities. Systemic change only happens when we foster an environment where different voices are heard, respected and incorporated into decisions.

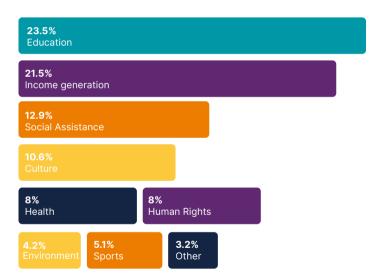
With this in mind, we move forward, reaffirming our commitment to building a fairer, more collaborative and sustainable world, always with transparency and innovation.

Luiza Serpa & Phi's Team

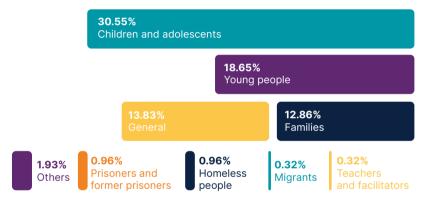
2024 results



Main causes of action



Support by public



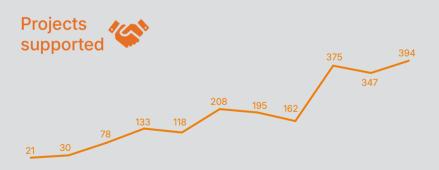


From 2014 to 2024

2017

2018





2019

2020

2021

2022

2023

Lives 508.508 involved 430.084 89.336 5.568 14.992 97.640 85.668 32.440 R\$ R\$ 22.658.078,5 amount handled 46.088.431,39 R\$ 8.564.729,82 R\$ 37.329.876,08 R\$ 1.473.402,77

621.272

633.476

586.656

2014 2015 2017 2018 2019 2020 2021 2022 2023

2024

From causes to results:

our support and management methodology

Instituto Phi offers a range of specialized services in philanthropy, both for individuals and families and for companies and other groups, with the aim of creating greater social awareness.

Philanthropy Advice for Individuals and Families

Through our advice, we connect different realities in an ethical and constructive way. We help identify social causes, curate projects, plan strategic investments and monitor the use of resources. Periodically, we provide detailed reports so that our donors can track the results of the projects they support.

Philanthropy Advice for Companies

For the corporate sector, Instituto Phi offers customized solutions, which start with the construction of a social impact matrix. In this matrix, companies can list the causes they are most interested in, define their target audience and region. Based on this analysis, Instituto Phi curates the projects, continuously monitors the resources invested and follows up on the results.

NGO Evaluation System

Aware of the complexities of the Third Sector, Instituto Phi has developed the NGO Evaluation System, a process that analyzes organizations seeking support in terms of solidity, transparency, impact potential and management quality, based on the Organization Quality Index (IQO). This detailed assessment allows us to offer individualized support, identifying strengths and areas for improvement, promoting effective planning with clear goals and assertive solutions.

Financial Management of Social Impact Initiatives

To ensure that donations are used efficiently and transparently, Instituto Phi also offers Financial Management of Social Impact Initiatives. We use a process of centralizing donations, when necessary, through a dedicated bank account, ensuring that resources are passed on to the social projects selected according to the client's affinity with the cause. This careful management ensures that resources are allocated effectively, maximizing results.





Innovations in transparency:

breaking down barriers

At Instituto Phi, we understand that presenting our data is fundamental to maintaining our relationship with donors, beneficiaries and society. To this end, in addition to well-defined governance, we have hired an external auditor to review our financial statements. We make our annual reports, financial statements and audits public and accessible on our Transparency Page, allowing anyone to follow how we manage the funds we receive.



To ensure responsible management, we have also implemented mechanisms to guarantee the integrity of our operations and identify potential risks. We have created a compliance and anti-corruption policy area on our website, which includes a Complaints Channel. This channel allows employees, partners and members of the community to anonymously report any situation of fraud, corruption, harassment or discrimination. In addition, we have an Ethics Committee, made up of internal and external members, to guarantee impartiality in the analysis and actions related to complaints.



Find out more about our **Complaints Channel** by accessing this QR code.



Multisectoral impact:

a new culture of collaboration

From the beginning, we understood that in order to expand our work even further, we needed to push boundaries. We began to establish partnerships not only with other NGOs, but also with companies and universities; to integrate and form movements, creating an ecosystem of collaboration. These networks have allowed Phi to learn and create multi-sector solutions, where different actors in society come together to think about and solve complex problems in a more integrated and efficient way.



In 2024, Instituto Phi joined the UN Global Pact, pledging to align its operations with global best practices in human rights, labor, the environment and anti-corruption. The Institute will report annually on its progress in the 10 Universal Principles, promoting more responsible and sustainable practices.

Latin American network of capital providers seeking to promote a more strategic application of resources for social and environmental impact.



A network of women who promote actions that have a positive impact on other women.





Following talks in 2024, Phi joins WINGS in January 2025, the only global network supporting philanthropy, with more than 200 leaders in 58 countries. WINGS seeks to strengthen philanthropy as a catalyst for social progress, challenging paradigms and creating an environment conducive to its growth.



Catalyst 2030 is a global network of social entrepreneurs and innovators seeking solutions to achieve the Sustainable Development Goals (SDGs) by 2030.



An international network that brings together philanthropists, impact investors and social innovators to find solutions to global problems such as climate change, social inequalities and mental health.



Foundation that supports social entrepreneurs working to solve the world's biggest challenges.





A collaborative network made up of more than 150 women who work to promote the exchange of knowledge, strengthen professional performance and create an environment.

BMW Foundation

Herbert Quandt

A network that brings together people committed to strengthening responsible leadership to tackle global challenges, promoting social justice and sustainability. Luiza Serpa has been Responsible Leader of the BMW Foundation since 2016.

confluentes

The network brings together individual donors with qualified NGOs seeking to generate better results in the fight against social inequalities.

Institutional support

With institutional support, we help transform good initiatives into consistent and lasting solutions, increasing their capacity for action and social transformation.



In 2024, Instituto Phi signed a partnership with the Observatório do Terceiro Setor website, with financial support for the Voz das ONGs initiative, which promotes the presence of NGOs in the press. The project offers free workshops on writing press releases and space on the site to publicize social actions. The aim is to increase the visibility of organizations, facilitating contact with the media and strengthening the sector's strategic communication.





The Educação para Gentileza e Generosidade (EGG) platform offers free methodologies for schools, companies and families, based on seven socio-transformational principles. Instituto Phi supports this initiative institutionally and financially, reinforcing its mission to promote a fairer and more supportive world. The partnership strengthens the culture of giving and stimulates the construction of a more collaborative society, encouraging actions that promote kindness, respect and citizenship.



Instituto Phi institutionally and financially supports the Movimento por uma Cultura de Doação (MCD), created in 2012 to strengthen giving in Brazil. The initiative brings together organizations and individuals committed to making giving a common practice. Phi actively participates in campaigns such as the Giving Day and contributes to studies such as the "Giving Thermometer", helping to consolidate philanthropy in the country.

plataforma conjunta

Plataforma Conjunta is a collaborative initiative aimed at strengthening the third sector in Brazil, offering resources for the institutional development of NGOs. The initiative is by the Instituto ACP, Instituto Humanize and GIFE, and has the participation of other organizations, including Instituto Phi.

Supported projects

Ação da Cidadania

Ação Moradia

ACEBA - Associação Comunitária Estiva Buris De Abrantes

AFAGO-SP

Agência do Bem

Água Camelo Comercial e Serviços Ltda

Alfazendo

Aliada Social pela Inclusao e Diversidade

AMPARAR

APAE de Cesário Lange

APAE Petrópolis

APM do CIREPEM

ARC - Associação Recreativa e Cultural do Jardim Treze de Maio

Arquitetos da Vila Reformas Habitacionais Ltda

ASPLANDE - Assessoria e Planejamento para Desenvolvimento

Associação Aliança de Misericórdia

Associação Alpha para Educação Especial

Associacao Amigos do Museu Nacional - SAMN

Associação Base Colaborativa

Associação Basquete Cruzada

Associacao Beneficente +Ágape

Associação Beneficente Amar

Associação Beneficente São Francisco de Assis - ABESFA

Associação Casa Arte Vida Assistência Social

Associação Casa Criança Brasil

Associação Cultural Do Quilombo Cafundá Astrogilda Associação Cultural e Educacional Família Feliz - ACEFF

Associação de Moradores e Amigos da Vila do João

Associação de Moradores e Amigos do Jardim Botânico

Associação de Moradores Pró Melhoramento do Morro Timbau

Associação de Pais e Amigos dos Excepcionais de Brotas

Associação Favela Compassiva

Associação Florescer Ação Social

Associação Franciscana de Solidariedade	Brazil Foundation	Comuta Reformas e Projetos Ltda	
Associação Fundo Patrimonial Amigos da Poli	Caneta	Digna Engenharia Ltda	
Associação Golfe Público de Japeri	Capacitrans	Educandário Rosa Mística	
Associação Grupo Cultural Lata Doida	Casa Criança Feliz	Escola Comum	
Associação Mulheres da Parada	Casa da Criança de Cerquilho	Escola de Pais de Brasil Seccao de Videira	
Associação Passos Mágicos	Casa de Apoio a Crianças com Câncer do ABC	Favelivro	
Associação Saúde Criança Renascer	Casa de São Francisco de Assis - Creche Santa	Federacao Goiana De Futebol Sete/Society	
Associação Ser Cidadão	Clara	Federação Paranaense de Triathlon	
Associacao Social Esportiva Índios Guarus	Centro Cultural Cecília Correa De Carvalho	Fundação Darcy Vargas	
Associação Social Unifavela	Centro Cultural Kasa da Marcelina	Fundação do Rim Francisco Santino Filho	
Associação Sociedade de Cultura Artística	Centro Cultural Rita De Cassia	Fundação Fé e Alegria do Brasil	
Associação Solidários Amigos de Betânia	Centro de Acolhida e Cultura Casa 1	Fundação Social Raimundo Fagner	
Associação Vencer	Centro de Desenvolvimento e Cidadania - CDC	Fundo FICA	
ASVI - Associação Semente da Vida da Cidade de	Centro Educacional Criança Futuro e Adolescência	Grupo Aquilah de Cultura Popular	
Deus	Centro Social Comunitario Amor e AlegriaColetivo	Grupo de Apoio ao Adolescente e a Criança com	
Bispo do Rosário Associação Cultural	XXIII	Câncer - GRAACC	

Instituto Ponte Hospital de Câncer de Pernambuco Instituto Desiderata Instituto Questão de Ciência Innocence Project Brasil Instituto do Câncer Luta Pela Vida Instituto Rede Tenis Brasil Instituição Beneficente Lar De Maria Instituto Dom De Deus Instituto Ricardo Brennand Instituição Maria de Nazareth - Casa da Mãe Pobre Instituto Estou Refugiado Instituto Rizoma de Educação Instituto 42 Rio Instituto Fênix Instituto RJ de Tênis Instituto Amparando Instituto Fundo Patrimonial Reditus Instituto Rugby Para Todos Instituto Futuro Bom Instituto Apontar Instituto Semeadores de Jovens Talentos Instituto Assistencial Coliseu Boxe Center Instituto Homem Pantaneiro Instituto Servir e Qualificar Chaya Instituto da Oportunidade Social Instituto Humanitas 360 Brasil Instituto Sinal do Vale Instituto da Providência Instituto Jatobás Instituto SOS Reviver Instituto de Ação Social e Desportiva D'Joana Instituto Josefinas Produções Sociais e Culturais Instituto Superação - Formação Pelo Esporte Instituto de Defesa do Direito de Defesa - Marcio Instituto Libio de Proteção a Natureza **Thomaz Bastos** Instituto Telemar Instituto Mano Down Instituto de Desenvolvimento e Gestão - IDG Instituto Terra Instituto Maria José Fonseca de Barros Instituto De Pesquisa da Diversidade Intercultural Instituto Yduqs Instituto Movimento & Vida Instituto de Responsabilidade Social Sírio Libanês Lar Paulo De Tarso Instituto Permacultura Lab

Lar São Vicente de Paulo

Lar Torres De Melo Lobo&Durey Arquitetura Ltda

Mano Livro

Movimento União Br

Mudando o Placar

Mulheres De Pedra

Mundo Novo da Cultura Viva

Museu do Flamengo

NEAC - Núcleo Especial De Atenção À Criança

Núcleo de Atendimento Social Ângela Martin

Bassetto

Núcleo de Preservação da Memória Política

Obra do Berço

Obra Social Dona Meca

Obras Sociais Doce Lar

One By One

Organizacao Libertarios do Capão Redondo

Origem Amorim

OSC JAMDS

Pro Criança Cardíaca

Programa Social Sim Eu Sou Do Meio - SESM

Projeto Social Luz e Paz

Providenciando A Favor Da Vida

Providens - Ação Social Arquidiocesana

Recriando Raízes

Refazer - Grupo de Apoio à Criança e ao

Adolescente

Samba Educa

Santa Casa de Misericordia de Tietê

SAS Brasil

Serviço Evangelico de Profissionalização e

Promoção Social - SEPROS

Social Visão do Bem

Sociedade Espírita Caboclo Sete Flechas -

Creche Casa Viva

The Human Project

Turma Do Bem

Upmat Brasil Educacional Ltda



Our sustainable initiatives

Reducing waste and promoting recycling is not just a trend, but a necessity in order to preserve natural resources. At Instituto Phi, we adopt simple practices, such as our partnership with Ciclo Orgânico, a social business that collects organic waste from our office and turns it into compost for the soil. Each week, we receive a new empty bucket, while the full bucket of organic waste is taken for composting, contributing to the reduction of waste in landfills.

We recognize that even the most sustainable operations have an impact on the environment, especially when it comes to carbon emissions. At Instituto Phi, we offset our emissions by purchasing carbon credits through the Compensa platform, which calculates our office's ecological footprint. Using the Carbon Fair platform, we recorded the main expenses that generate environmental impact, such as transport and the use of air conditioning - the invisible villains of many organizations.

The result of the analysis was 9,654.31 kg of CO₂ emitted during the year 2024. To offset these emissions, Instituto Phi purchased 10 carbon credits, each corresponding to the neutralization of one ton of CO₂. These credits were acquired from the Terrus Carbon Coffee project, which invests in preserving forest areas and promoting sustainable agricultural practices in Poços de Caldas (MG).





On the global radar:

a new culture of collaboration

In 2024, Instituto Phi won 1st place in the ranking of leading Brazilian organizations in consulting for social impact, published by the **French organization Leaders League**, which is specialized in rankings and market research in the legal, financial, technological and human resources sectors.

In 2023 and 2024, Instituto Phi was listed among the 50 most influential institutions in the Brazilian Third Sector, according to the **ranking by the Swiss organization The Dot Good**, which ranks the leading social organizations at an international level.







Active philanthropy:

the new path to change

In 2024, Instituto Phi began a rebranding process: the change from "intelligent philanthropy" to "active philanthropy" reflects the evolution of its performance in the philanthropic ecosystem, occupying the space of articulator between organizations, donors and partners.

The concept of active philanthropy goes beyond the idea of simply thinking and planning intelligently: Instituto Phi positions itself as an agent of change focused on working dynamically, urgently and collaboratively to transform Brazil.

Thus, the communication evokes the concept of 'love for humanity' that the word philanthropy means and the new brand reflects Phi's vocation to generate powerful connections between donors and social initiatives, always adapting to different contexts with sensitivity and a focus on results.

Because, after all, being human is not about what we have, but about what we share.



Puxa Conversa:

Filantropia, a reconnection with what is essential

What do you want to leave as your legacy in the world? Unlike material wealth, a true legacy is one that lasts, whether it's for future generations, social change or environmental preservation. It was with this in mind that Puxa Conversa: Filantropia was

PUXACONVERSA®
FILANTROPIA

PO pergunas para
100 pergunas para
100

launched in 2024, an innovative game created by the founder and editor of Instituto Phi, Luiza Serpa, and lawyer Maria Pia Bastos Tigre, in collaboration with Editora Matrix.

The goal is simple: each player draws a card from the box and starts a conversation about philanthropy, encouraging reflection on issues such as social inequality and environmental preservation.

There are no right or wrong answers, just an exchange of ideas that promotes learning and awareness.

The game seeks to engage families and groups in discussions about the importance of giving, showing that it is not exclusive to the wealthy, but accessible to all. Instituto Phi produced 3,000 units, some of which were donated to social organizations and and schools to encourage debate in these spaces. All the authors' copyrights go to Instituto Phi, reinforcing its mission to promote a culture of giving and social transformation on issues such as social inequality and environmental preservation.



The invitation to the future:

redefining philanthropy with the Doei app

The future demands more innovation, collaboration and commitment. What has been done so far is only the beginning. Every donor, partner and organization has played a key role, but the real impact will come from reinventing the way we think about contributing to social causes.

On its 10th anniversary, Instituto Phi wanted to redefine the concept of "philanthropist", which used to be associated with large donations made by a few, into something accessible to everyone. Anyone can make a difference, in small or large ways. And since reinventing philanthropy is an ongoing job, in 2024 we dedicated ourselves to developing the Doei app, launched in March 2025.

Doei gathers information about the social organizations supported by Instituto Phi, allowing users to choose the causes and institutions they wish to support. Available for free download on Google Play and the App Store, the app puts philanthropy in the palm of your hand, in a simple, secure and transparent way.

The app offers flexibility for donors, who can make one-off or recurring donations, in the amount and at the time they prefer, and monitor the impact generated by their contribution. In addition, Doei offers exclusive content on philanthropy and conscious consumption, further enriching the user experience.



It is worth noting that the Instituto Phi does not receive any financial benefit or fee for using the app or for donations made. Transfer fees are exclusive to the Pagar.me payment platform, via PIX or credit card. Our goal is to facilitate the connection between donors and organizations that really make a difference in the lives of so many people.





Essence and purpose:

who we are

Luiza Serpa

Founder and Executive Director

Emilia Freire

Chief Operating Officer

Lara Saboya

Administrative and Financial Coordinator

Aline Ferreira

Administrative and Financial Analyst

Julia Rampini

Institutional Manager

Andrezza Ribeiro

Project Manager

Kathleen Barreto

Communications Analyst - SP

Michael Lopes Argento

Project Analyst - SP

Matias Hernandez

Project Analyst - RJ

Carla Benfica

Project Analyst - SP

Emanuelle Martins

Administrative and Financial Intern

Marcos Flávio Azzi

President

Associate Consultants:

Cristiana Velloso

Project Management

Luciana Calaza

Content Production and Editing

Cristina Rebello

Sense Design - Editorial and Digital Design



Sharing knowledge

In 2024, Instituto Phi held 29 workshops, spreading knowledge and empowering various people and organizations. Some were aimed at the teams of partner companies, others at the organizations we support. At each meeting, we were privileged to have experts who shared their knowledge, making everything even richer.

Together, we explored topics such as volunteering, communication, fundraising, mediation, ESG, governance, people management, strengthening networks and brands and an inclusive digital presence, among others, always with the aim of transforming and strengthening the third sector. And, of course, we presented the Phi methodology, which is based on transparency, impact, management and solidity.

These workshops were more than just learning spaces; they were moments of connection, exchange and transformation. And each topic covered reflects Instituto Phi's commitment to building a stronger, more inclusive and sustainable social sector.



Content that inspires us

At Instituto Phi, we believe that social transformation also involves knowledge and attentive listening. That's why we've put together a special curation of books, magazines and podcasts that in 2024 provoked, informed and inspired us - both as individuals and as professionals committed to a culture of philanthropy.

These are works that help broaden perspectives, strengthen repertoires and deepen reflections on Brazil, the world and the role that everyone can play in building a fairer society. We hope these recommendations inspire you too.







Results statement

Income Statement	Annual Report Information	2022	2023	2024
1 - Operating Revenue	Non-governmental donations - individuals*	R\$ 1,298,261.85	R\$ 1,083,436.79	R\$ 1,257,404.98
	Non-governmental donations - legal entities*	R\$ 827,283.93	R\$ 361,852.30	R\$ 1,374,256.85
	Services rendered	R\$ 1,353,875.47	R\$ 1,779,080.09	R\$ 1,511,760.49
	Resources Education/Financial Management Program		R\$ 8,439,466.88	R\$ 15,240,181.99
	Volunteer work	R\$ 84,782.00	R\$ 224,801.55	R\$ 588,489.12
1 - Operating Inco		R\$ 3,564,203.25	R\$ 11,888,637.61	R\$ 19,972,093.43
2 - Deductions from Revenue	(-) Cofins on services	-R\$ 111,346.53	-R\$ 145,030.92	-R\$ 114,893.81
	(-) ISS on services	-R\$ 69,519.36	-R\$ 94,674.59	-R\$ 75,587.74
	Return of donation	-R\$ 403.40	R\$ 0.00	R\$ 0.00
2 - Deductions fr		-R\$ 181,269.29	-R\$ 239,705.51	-R\$ 190,481.55
3 - Financial and Social Activities	Expenses Education Program/Financial Management		-R\$ 8,437,472.42	-R\$ 15,240,181.98
3 - Final and Soci		R\$ -	-R\$ 8,437,472.42	-R\$ 15,240,181.98

Income Statement	Annual Report Information	2022	2023	2024
4 - Operating (Expenses) Revenue	Administrative expenses	-R\$ 1,069,742.06	-R\$ 271,720.53	-R\$ 395,194.74
	Depreciation and amortization expenses	-R\$ 12,139.58	-R\$ 14,301.02	-R\$ 13,954.62
	Personnel expenses	-R\$ 1,682,089.10	-R\$ 1,906,867.69	-R\$ 1,596,399.38
	Volunteer work expenses	-R\$ 84,782.00	-R\$ 224,801.55	-R\$ 588,489.12
	Tax expenses	-R\$ 3,072.30	-R\$ 6,642.96	R\$ 0.00
	Other operating expenses		-R\$ 999,408.22	-R\$ 2,246,327.42
	Other operating income	R\$ 202,692.09	R\$ 0.00	R\$ 0.00
	Other funds received	R\$ 3,849.06	R\$ 1,421.11	
	Net financial result (Income/Expenses)	-R\$ 21,179.04	R\$ 233,972.04	R\$ 148,552.96
4 - Operating Inco		-R\$ 2,666,462.93	-R\$ 3,188,348.82	-R\$ 4,691,812.32
(Deficit) Surplus f	or the year	R\$ 716,471.03	R\$ 23,110.86	-R\$ 150,382.42
5 - Statement of Social Activities	Donations received - projects supported	-R\$ 14,692,655.80		

Note: At the end of the 2022 financial year, Instituto Phi opted to fully comply with Third Sector accounting standards, especially ITG 2002 and CFC Resolution 1,409/2012, which establish guidelines for recognizing the institution's accounting transactions.

As a result of the adjustments made, from 2023 onwards there will be a significant increase in the amount of money recognized in the Profit and Loss accounts, not just in the institution's Liabilities accounts.

According to these standards, all transactions in which there is a restriction on use must be recognized in the Liabilities group and also as Restricted Revenue, as the social programs are carried out and their expenses are recorded in the Profit and Loss accounts.

Good stories

Find out about initiatives that are changing realities and people who have had their lives transformed in different regions of Brazil. With support, commitment and purpose, these social projects promote citizenship, dignity and new opportunities for those who need them most. Here are four inspiring stories of opportunity.



CAPACITRANS

Andrea Brazil presents **Rede Capacitrans**,



which offers professional and entrepreneurial training to LGBTQIAPN+ people in vulnerable situations, in Senador Vasconcelos (RJ). She highlights the case of Kelly de Oliveira, who left prostitution and is now a health worker. With opportunity, it's possible.

PROGRAMA VIDA ATIVA

Josivan Silva presents **Vida**

Ativa Program in

Bezerros (PE), which promotes health and belonging for the elderly through activities in public squares. The project has been formalized and will be getting its own headquarters. He shares stories of participants who have rediscovered hope, dance and culture.

UNIÃO POPULAR PELA VIDA

Inaldo Araújo, former beneficiary and now manager of União Popular pela Vida, in Missão Velha (CE), presents the organization that serves children and residents with cultural and sports activities, strengthening bonds and citizenship in the community.

INSTITUTO APONTAR AND INSTITUTO REDITUS



Igor Lucena, a
young man from the community of Fallet and Fogueteiro (RJ),
is studying engineering at UFRJ
with the support of Instituto
Apontar and Instituto Reditus.
From being a dedicated student
to winning an award for an
innovation project, he now acts
as a tutor and inspiration for
other young people.





www.phi.org.br

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