



CONSULADO DA MULHER

Impact Report - GlobalGiving Project

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2025

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CONSULADO DA MULHER

'Empowering Journeys: The Measurable Impact of Women's Entrepreneurship'

For over 20 years, Consulado da Mulher has empowered Brazilian women nano-entrepreneurs through training and mentorship. This report highlights their significant reach and their specialized focus on fostering financial autonomy in vulnerable regions like the Amazon.

41,000+
Women Supported

347
Brazilian
Cities

268
Volunteer
Mentors

Proven Impact & Economic Growth

89%
Reported Income
Increase

The vast majority of participants saw immediate financial gains from the program.

82%
Business
Continuity Rate

Most women continue operating their businesses long after completing their training.

76%
Revenue Growth

Women-led enterprises experienced significant revenue spikes following technical and financial support.

Focus on the Amazon & Vulnerable Territories

225%
Income Growth in
Amazonian Projects

Targeted community projects in the Amazon show the highest transformative potential for revenue.

**73% Reinvestment
in Families**

Beneficiaries consistently reinvest earnings into their homes and small businesses.

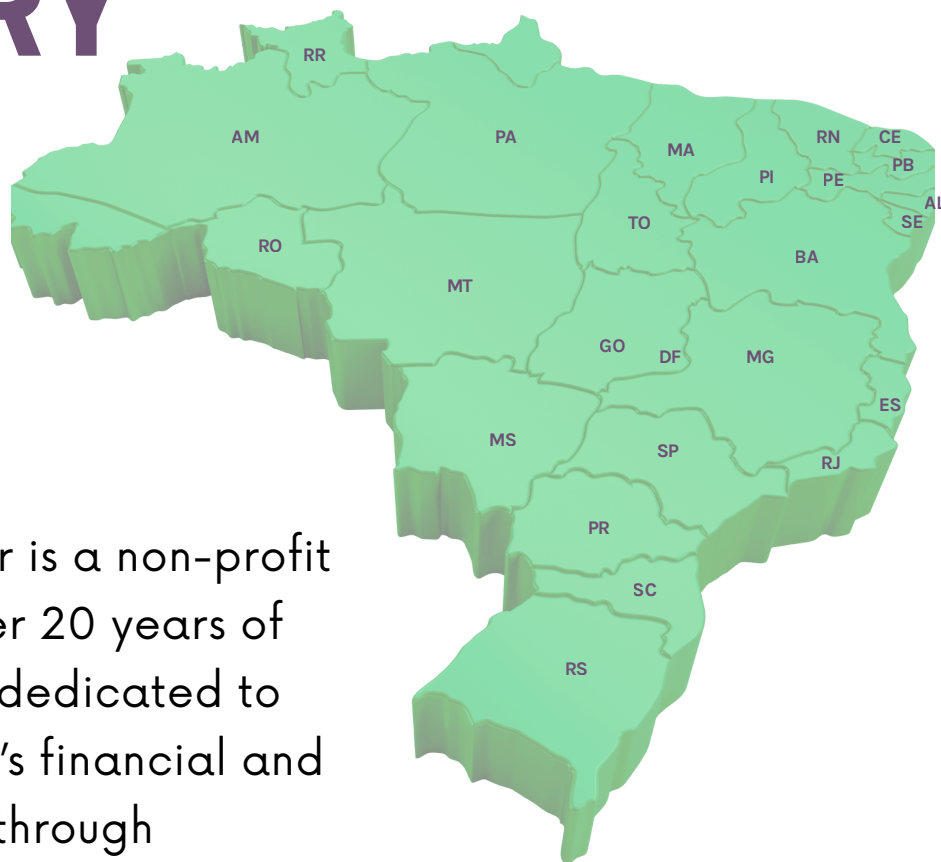
Inclusive Support for Diverse Identities

Programs are adapted for Indigenous, riverine, migrant, and refugee women.

NotebookLM



PROJECT SUMMARY



Consulado da Mulher is a non-profit organization with over 20 years of experience in Brazil, dedicated to strengthening women's financial and emotional autonomy through entrepreneurship and socio-productive inclusion.

The project supported by GlobalGiving directly contributes to empowering women nano-entrepreneurs, providing training, mentorship, and access to support networks, especially in contexts of higher social vulnerability.



KEY IMPACT NUMBERS

41,000+ WOMEN SUPPORTED OVER 23 YEARS OF OPERATION

PRESENCE IN 25 STATES + THE FEDERAL DISTRICT

ACTIVITIES IN 347 BRAZILIAN CITIES

89% OF PARTICIPANTS REPORTED AN INCREASE IN INCOME

82% OF WOMEN CONTINUE TO OPERATE THEIR BUSINESSES AFTER COMPLETING THE PROGRAM

73% OF BENEFICIARIES REINVESTED IN THEIR BUSINESSES OR HOMES



DIRECT IMPACT (2024-2025)

The Amazon region presents specific social and economic challenges, shaped by historical inequalities and limited access to public policies, credit, markets, and income-generation opportunities. In this context, many women nano-entrepreneurs operate informally or manage very small-scale businesses, often as heads of household, balancing productive activities with domestic and caregiving responsibilities.

The women supported by the project include Indigenous women, riverine women, migrants, refugees, and residents of urban peripheries. Their businesses are primarily linked to the creative economy, artisanal production, food services, local services, and the valorization of traditional knowledge. For these women, entrepreneurship represents not only a source of income but also a concrete strategy for survival, financial autonomy, and self-esteem strengthening.

Consulado da Mulher's work in the Amazon adopts a territory-based, inclusive, and culturally sensitive approach, adapting methodologies to local realities and strengthening the capacities of these nano-entrepreneurs to structure their businesses, increase income, and recognize themselves as protagonists of economic and social development in their communities.

Focus Groups

- Women heads of household
- Nano-entrepreneurs in situations of social vulnerability
- Indigenous women, refugees, and women living in peripheral territories
- Women seeking income generation, financial autonomy, and emotional empowerment



WHO ARE THE WOMEN WE SERVE: AMAZONIAN CONTEXT AND PROFILE OF WOMEN NANO-ENTREPRENEURS

- Training programs delivered in in-person, hybrid, and 100% online formats
- Activities carried out in urban, peripheral, Amazonian territories, including work with Indigenous women
- Significant growth among supported businesses, including:
 - 76% increase in revenue in women-led enterprises
 - Community projects achieving up to 225% income growth after technical and financial support
- 268 volunteer mentors engaged in entrepreneurial mentoring activities



USE OF FUNDS

Donations received through GlobalGiving are allocated to:

- Training in business management, finance, marketing, and sales
- Individual and group mentoring sessions
- Development and adaptation of methodologies for different territories
- Support for structuring and strengthening women-led small businesses



ACTIONS AND IMPACT IN THE AMAZON REGION

Consulado da Mulher's work in the Amazon region is a strategic priority and has been strengthened in recent years, with a focus on productive inclusion, respect for local identities, and sustainable economic development.

The project maintains ongoing activities in the state of Amazonas, particularly in Manaus, as well as initiatives in Pará, including the territory of Juruti. In these regions, actions are adapted to local cultural, social, and territorial contexts.

Key areas of action in the Amazon include:

- Entrepreneurial training for women in situations of social vulnerability
- Support for Indigenous women and traditional communities
- Development of businesses that value local knowledge and the creative economy
- Partnerships with community-based organizations for territorial strengthening

Projects implemented in the region have shown significant income growth, reaching up to 225% increases in revenue, demonstrating the transformative potential of investing in women's entrepreneurship within local contexts.

- Expanding activities in the Amazon directly contributes to:
 - Sustainable income generation
 - Strengthening of local economies
 - Financial autonomy for women in historically underserved territories



TEAM AND IMPLEMENTATION CAPACITY

The project is implemented by a multidisciplinary technical team with extensive experience in social development, women's entrepreneurship, financial management, communication, and volunteer engagement.

The organization has a dedicated core team responsible for program coordination, beneficiary follow-up, monitoring of indicators, and administrative and financial management. In addition, it works with a structured network of volunteers and mentors who directly support women entrepreneurs in areas such as marketing, finance, pricing, sales, and personal development.

In 2024, 268 volunteer mentors actively participated in the programs, expanding both the reach and quality of support provided to participating women.

This structure ensures efficient implementation, continuous monitoring of participants, and the capacity to scale impact across different regions of Brazil.



EXPECTED OUTCOMES

Each donation contributes to:

- Increased income for women entrepreneurs
- Strengthening of local economies
- Reduction of the poverty cycle in women-headed households
- Generation of sustainable, long-term social impact



FINAL CONSIDERATIONS AND STRATEGY FOR 2026

Final Considerations and Strategy for 2026

Supporting Consulado da Mulher's project represents a direct investment in transforming the lives of women nano-entrepreneurs, especially in challenging territories such as the Amazon region. By strengthening women's financial autonomy, knowledge, and confidence, the project promotes sustainable income generation, local economic development, and poverty reduction.

The results achieved demonstrate that investing in women's entrepreneurship—combined with territory-adapted methodologies—produces consistent and lasting impact. Empowered women expand their businesses, positively influence their families, and act as agents of economic and social development in their communities.

For 2026, the organization's strategy focuses on expanding its donor base by building long-term relationships grounded in transparency, impact monitoring, and genuine interest in territorial development—particularly in the Amazon region. This strategy includes strengthening impact communication, continuously sharing stories and data on transformation, and engaging donors committed to sustained social and territorial development.

With the engagement of new supporters and the consolidation of aligned partnerships, Consulado da Mulher will continue to expand its work in 2026, deepening its presence in the Amazon and extending the reach of its initiatives throughout Brazil. Together, we continue to empower journeys, strengthen territories, and build a more just, inclusive, and sustainable future.

