



#TogetherForThem

2024 ANNUAL REPORT

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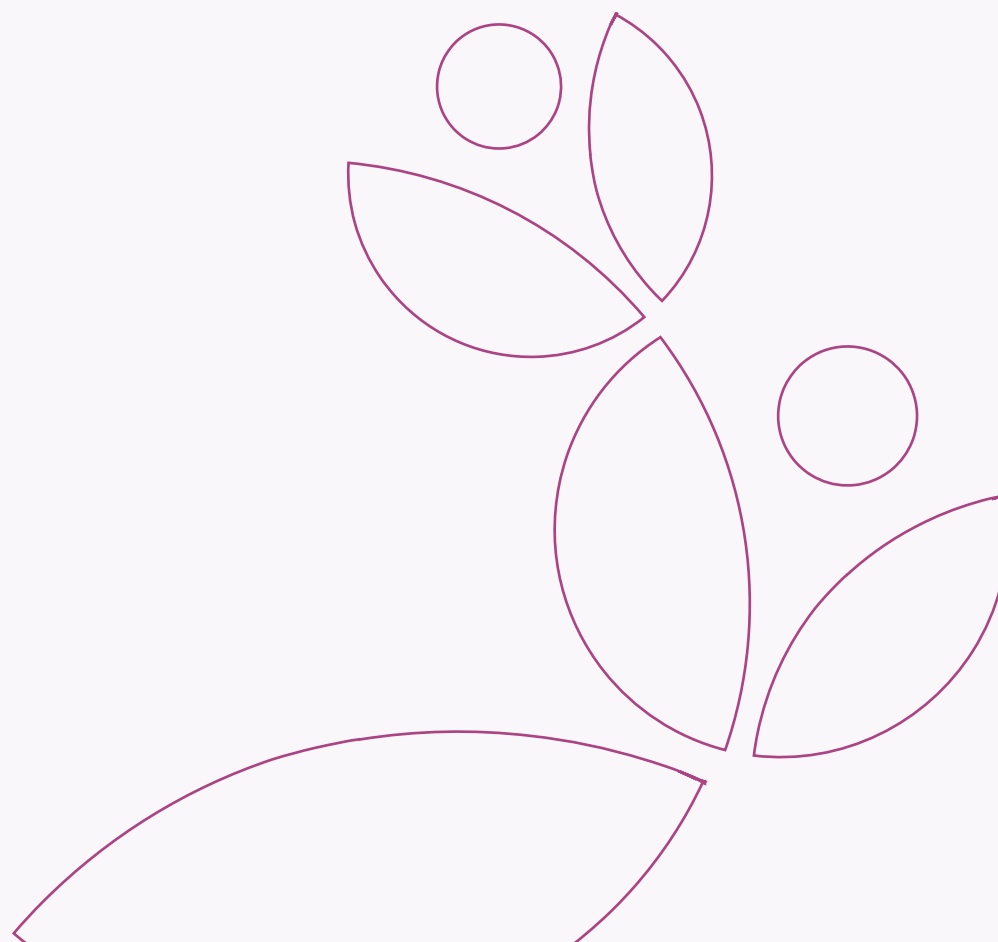
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TOGETHER



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Message from the Board



SONIA DE ALMEIDA
EXECUTIVE DIRECTOR

As we look back on everything we have accomplished this year, we see more than just numbers: we see dreams gaining momentum, young women discovering new possibilities, families being restored, and stories that have inspired future beneficiaries. Throughout this year's Annual Report, you will find highlights of our main events, updates to our projects, renewed partnerships and new strategic allies, success stories from beneficiaries and former beneficiaries, as well as awards and certifications that further validate Afesu's units' serious and high-quality work.

The year 2024 also came with its share of challenges. They exist, and they are real. But they have never been obstacles for those who believe that doing is more important than doubting. And that's where we stood firm, because we have a team fully committed to the cause, one that understands **the value of collaboration**. It is thanks to this unity—among staff, volunteers, partners, and donors—that we are able to offer quality education, updated activities, professional training, and a welcoming environment that is often far from what many of these girls are familiar with. In doing so, we help them unlock the

potential to become whatever they choose to be.

I'd like to highlight a few initiatives from 2024 that are aligned with the changes to come and made a lasting impact on all of us. The implementation of the **Afesu Educacional Cloud platform**—a monitoring system for beneficiaries, guardians, and the educational team that simplifies communication and brings together key beneficiaries information, enabling guardians to follow their daughters' development more closely.

Human development, a cornerstone of our organization, was not limited to beneficiaries in 2024—it was extended to our staff and directors as well. **This ongoing development is essential to keeping our purpose aligned** and ensuring that everyone involved is equipped to support our beneficiaries' growth.

Last but not least, we strengthened relationships with our partners **through events, fairs, and course completions** organized by the beneficiaries themselves,

with partners participating as guests and judges. In our Veleiros unit, we held technology project evaluations judged by these partners; the beneficiaries from the Moinho unit's culinary program hosted a brunch, planning everything from concept to menu; and the Morro Velho unit held literary fairs where beneficiaries creatively presented their learning through written works and artwork.

In addition to the impressive work displayed, one thing I can say with certainty is that these events were filled with pride and emotion. Speaking of which, we received international certification from **NGOSource**, a project of the Council on Foundations and TechSoup, which supports U.S.-based donors in simplifying and reducing costs for international giving. We were also once again honored with the **"Best NGOs"** award, recognizing us among the top 100 NGOs in the country



When we look at everything we have accomplished this year, we see much more than numbers: **we see dreams that have gained momentum, young people who have discovered new possibilities, families who are more engaged and stories that inspire new beneficiaries.**

Enjoy the read!



Who We Are

Afesu is a pioneering NGO in Brazil dedicated to the cause of education. For over 60 years, we have offered, free of charge, school support programs, vocational training, and technical programs for girls and women in vulnerable situations.

Our commitment goes beyond technical education: we promote human development, nurturing social and emotional skills while actively engaging families in the process. This creates a vital support network that fosters the full development of our beneficiaries.

Afesu Morro Velho Jardim Taboão

Afesu Moinho

Cotia

Afesu Veleiros

Vila Missionária

SDG

We are aligned with the United Nations 2030 Agenda, contributing to the Sustainable Development Goals through social and educational initiatives focused on SDGs 1, 4, 5, 8, and 10.



1 NO POVERTY

4 QUALITY EDUCATION



8 DECENT WORK AND ECONOMIC GROWTH



5 GENDER EQUALITY

10 REDUCE INEQUALITIES



NGOsource



Certificação Internacional

We obtained the international NGOsource certification, an initiative of the Council on Foundations and TechSoup, which validates our equivalency to a U.S. public charity, facilitating international donations and strengthening our credibility.

Best NGOs

In 2024, Afesu was once again recognized as one of the 100 Best NGOs in Brazil by the “Best NGOs” organization, an award that highlights excellence in governance, transparency, and social impact.

Human Rights and Diversity Seal

We also received the “Human Rights and Diversity Seal” (7th edition, 2024–2025), in the “Transversalities” category, for our School Support and Technology Vocational Training programs at the Afesu Veleiros and Afesu Morro Velho units.

Our principles

Mission

Transforming lives through personal empowerment and excellence in education, promoting social inclusion and empowering women for autonomy and social leadership.

Vision

To continue innovating as the leading organization in the inclusion of women in the workforce, through free programs and comprehensive human development.

Values

Respect for individuality and personality
promoting diversity and valuing different points of view.

Service to people and society
always seeking to contribute to collective well-being and social development.

Family appreciation
recognizing its importance as the foundation and support for both individual and collective development.

Promotion of ethical values
always striving to act with integrity, honesty, and transparency.

Coherence between values and actions
applying these principles to the positioning and operations of the organization in all initiatives and relationships.

Our Approach



Technical Knowledge

Our programs are designed to develop the core technical skills required in today's job market. In addition to subject-specific content, beneficiaries receive complementary training in technology, communication, and management, broadening their professional opportunities.



Soft Skills

beneficiaries are encouraged to develop both intrapersonal skills—how they relate to themselves—and interpersonal skills—how they relate to others—across personal, family, and professional contexts. This process strengthens self-esteem, promotes healthy social relationships, and enhances competencies such as empathy, resilience, leadership, and adaptability.



Human Development

Our human development program aims to foster the holistic growth of each beneficiary. Through critical thinking activities, mentoring, and hands-on projects, they cultivate ethical values, critical thinking, and a sense of responsibility, becoming conscious citizens and agents of change in their communities.



Family

We recognize the family as a key pillar in the development of young women. That's why families are invited to participate actively in the educational journey. Through talks, workshops, and regular activities, parents and guardians receive guidance on the different stages of their daughters' development, helping to strengthen the bond between family and school.



AfesuMorroVelho

Established in 1970 as Afesu's first unit, Morro Velho stands out for the strength of its volunteer base, with over 40 volunteers serving as instructors in classes and activities related to the charity bazaar. In 2024, the unit supported 215 girls and women through its initiatives, reaffirming its commitment to educational and civic development.

📍 Rua Pinto Serva, nº 67, Jardim Taboão — São Paulo — SP



➡➡ Step up Program

Goal: To promote cognitive and cultural expansion of the beneficiaries, stimulating the development of skills and talents through thematic and playful workshops, as a form of school support (Mathematics, Language, English, and Computer Science) and cultural workshops in Music, Personal Development, Current Affairs, and Culture.

Participants: Elementary and Middle School students (grades 2 through 9)

Duration: 1 year | 400 hours

Integrated Solutions with IoT. These courses provide essential knowledge in basic electricity, IoT, renewable energy, and advanced technological solutions. This commitment aims to break gender barriers and create equitable opportunities, preparing beneficiaries for the job market of the future.

Participants: High School Junior and Senior students

Duration: 8 months | 400 hours

➡➡ Ready for Work Program

Goal: To offer high-quality preparation for entering the job market through workshops, lectures, visits, and activities during the after-school hours. With the support of Ideate, the young women participate in the "Junior Startup Program" and gain practical, hands-on experience in creating and managing an early-stage company with a business model focused on innovation. Courses such as Professional Orientation, Introduction to Law, Customer Service, Personal Marketing, Emotional Intelligence, Personal Posture, Economics, and Financial Planning complement the program, giving the beneficiaries great advantage in their quest for an entry-level position in the job market.

Participants: High School Junior and Senior students

Duration: 1 year | 400 hours

➡➡ Tech Basics Program

Goal: To offer, in partnership with SENAI, a comprehensive opportunity for developing essential technology skills, preparing beneficiaries for a competitive and digital job market. The program includes a series of specialized courses, including Microcomputer Operator (160h), which covers microcomputer operation, operating systems, web navigation, and the Microsoft Office suite; Power BI (20h), focused on specialization in data analysis and visualization; Computer Networks (48h), focused on the implementation of local area networks (LANs); Google Cloud Foundation (40h), which introduces cloud computing concepts; Google Artificial Intelligence (40h), which explores AI and machine learning fundamentals; Web Interface Design (60h), focused on front-end development; and Android Developer (40h), focused on mobile application development.

Participants: High School students

Duration: 1 year | 408 hours

➡➡ New Technologies Program

Basic Electricity, IoT, and Renewable Energies

Goal: To empower women to thrive in essential sectors of the future. It recognizes the growing demand for professionals in emerging technologies and the importance of diversity and inclusion. The program, in partnership with SENAI, offers the following courses: Professional Development in Arduino, SENAI Installer Electrician, SENAI Electrical Panel Assembly, and SENAI



AfesuMoinho

Established in 1998 as Afesu's second unit, Moinho stands out for its excellence in professional training. Its key distinguishing feature is the Technical Program in Culinary Arts, certified by the Brazilian Ministry of Education (MEC), which offers a fully equipped infrastructure, including professional kitchens for hands-on courses. This practical approach prepares beneficiaries for immediate and successful entry into the culinary job market. In 2024, the Moinho unit served 183 beneficiaries, continuing its commitment to the professional empowerment of women.

📍 Avenida José Giorgi, nº 935, Rod. Raposo Tavares, km 26,5 – Cotia – SP



🔗 Technical Program

In Culinary Arts

Goal: To offer an in-site technical program, **certified by MEC**, offering practical and theoretical classes to train professionals proficient in culinary techniques. The curriculum includes hands-on training in pastry, baking, Brazilian regional cuisine, international and contemporary cuisine, restaurant service and management, food handling hygiene, teamwork, and team supervision.

Participants: High School seniors and graduates, aged 17 to 25

Duration: 1 year | 800 hours

🔗 Step Up Program

Goal: To offer thematic activities and playful games during after-school hours. Workshops covering activities in Computer Science, English, Culinary Arts, Physical Education, Handicrafts, as well as Math and Language workshops, aim to develop cognitive and soft skills. These activities expand the beneficiaries' repertoire and contribute to improved performance in regular school.

Participants: Middle School students (grades 6 through 9)

Duration: 1 year | 450 hours (morning) and 220 hours (afternoon)

🔗 Web Development Program

HTML, CSS, JavaScript, UX, Web Accessibility

Goal: To offer a practical and comprehensive approach to equip beneficiaries with essential skills in markup languages, programming, interface design, and web accessibility, preparing beneficiaries to stand out in a competitive digital market. Afesu aims not only to train promising talents but also to contribute to the development of more inclusive and accessible websites.

Participants: High School students

Duration: 1 year | 410 hours

🔗 Pathways Program

Getting Ready for Work

Goal: To offer high-quality preparation for entering the job market through workshops, lectures, visits, and activities during the after-school hours. Beneficiaries develop essential soft skills to prepare for their first job and build a successful career.

🔗 Pathway I – Young Entrepreneurs

Entrepreneurship 101

Goal: To inspire young women to engage with social issues in their community through volunteer work initiatives, while also encouraging them to reflect on and plan their life project.

Participants: High School Freshman students

Duration: 1 year | 250 hours

🔗 Pathway II – Tourism and Events

Goal: To develop skills and competencies for entry into the job market in the Tourism, Leisure, and Events sector.

Participants: High School Junior and Senior students

Duration: 1 year | 250 hours

🔗 Pathway III – Myself and

Gastronomy Entrepreneurship

Goal: To foster entrepreneurship in gastronomy, including business plan development and financial independence.

Participants: High School Junior and Senior students

Duration: 1 year | 250 hours



Established in 2002, Afesú Veleiros is the organization's third unit and is known for its technology courses. In 2024, it served an average of 348 beneficiaries, offering innovative and quality training. The unit also has a Maker lab, where beneficiaries develop projects using digital creation and prototyping tools, such as a laser cutter, stimulating creativity and project management.

📍 Rua Papa Gregório Magno, nº 597, Vila Missionária — São Paulo — SP



🔗 Step Up Program

Goal: To offer complementary education during after-school hours through playful and thematic workshops that enhance learning in Languages, Math, Humanities, and Technology. The human development program fosters soft skills such as focus, responsibility, empathy, respect, self-esteem, and teamwork. This combination equips young women for the future and supports them in building a life plan.

Participants Step Up I Program: Elementary School students (grades 3 through 5)

Duração: 1 year | 440 hours

Participants Step Up II Program: Middle and High School (grade 10) students

Duration: 1 year | 540 hours (grades 6 through 8) | 266 hours (grades 9 and 10)

🔗 Tech Basics Program

Goal: To equip beneficiaries with technological skills within the Google Ecosystem and beyond, preparing them for the digital job market. The program covers the Office Suite (Word, PowerPoint, and Basic Excel) and Cloud-based Artificial Intelligence through the Google Cloud AI Foundations, developing competencies in essential tools and innovative technologies.

Participants: Middle and High School students (grades 9 and 10)

Duration: 1 year | 410 hours

🔗 Applied Technology

Management Program

Goal: To train beneficiaries in strategic data analysis and process automation, focusing on a data-driven culture, as well as on Excel and Python. The program develops key skills for strategic decision-making and problem-solving, preparing beneficiaries to thrive in an increasingly data-oriented job market.

Participants: High School Junior and Senior students

Duration: 1 year | 410 hours

🔗 Maker Program

Goal: To promote digital inclusion and practical project development through curiosity and creativity, preparing young beneficiaries for the technology sector. The program covers project management, prototyping, and digital creation using tools such as laser cutting, Tinkercad, Scratch, and Arduino. With these resources, beneficiaries integrate electronics, programming, and digital design to turn ideas into reality.

Participants: Middle and High School students (grades 9 and 10)

Duration: 410 hours

🔗 Web Development Program

HTML, CSS, JavaScript, UX, Web Accessibility

Goal: To train participants in web development, covering markup languages, programming, inclusive web design, and accessibility. The program prepares front-end professionals with skills in HTML, CSS, and JavaScript, following quality, security, and sustainability standards.

Participants: High School students

Duration: 1 year | 410 hours

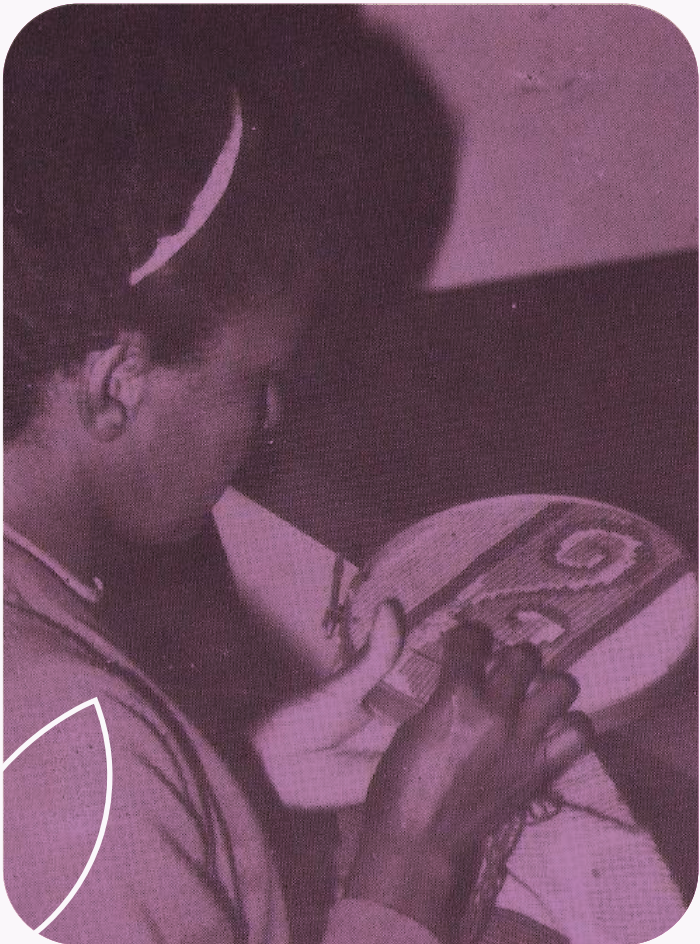
🔗 Entrepreneurship

in Gastronomy

Goal: Theoretical and practical workshops covering topics in Gastronomy, Professional Conduct, Current Events, and Culture, as well as activities focused on strategic planning and sustainable entrepreneurship.

Participants: Middle (grade 9) and High School students

Duration: 1 year | 410 hours



Commitment to
their future

Afesu Educatcional CLOUD



Technology and innovation
to transform the future

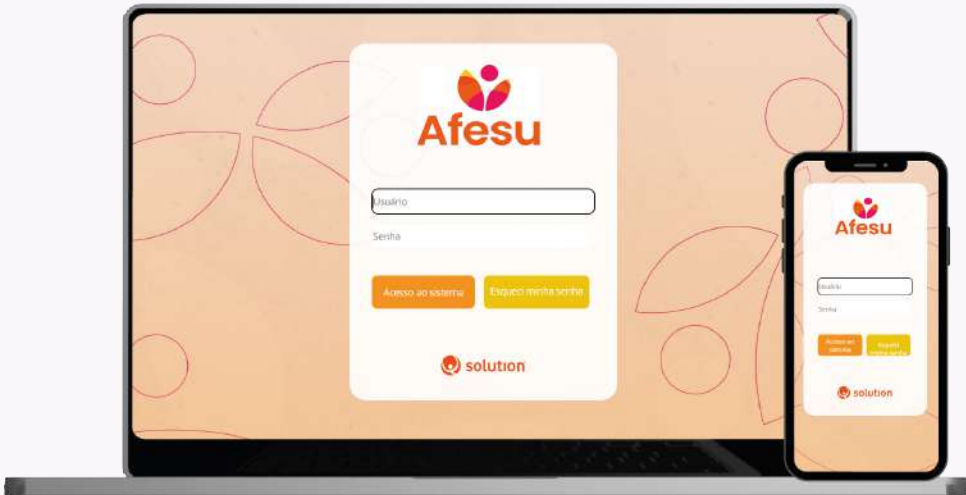
In November 2024, we took a significant step toward modernizing our educational processes with the launch of **Afesu Educatcional Cloud**, a mobile app that **connects instructors, beneficiaries, and guardians** by centralizing essential academic data and making it easily accessible via smartphone.

Beyond data integration, the tool also enables our commercial intelligence team to make faster and more strategic, data-driven decisions. In the third sector—where impact measurement is a constant challenge—the app strengthens results analysis and transparency for funders and partners.

Intuitive and user-friendly, the app also allows guardians to track grades and attendance in real time, which is especially helpful in situations when email communication is inaccessible or attending meetings isn't possible.



According to **Andreia Cascardo**, pedagogical coordinator and project leader: **Expectations couldn't be higher.** The app streamlines bureaucratic processes, **allowing instructors to focus on what truly matters: guiding and teaching.** This advancement means more assertive and transparent decision-making, and more importantly, it brings us closer to our mission of transforming girls' lives through education.



From embroidered rugs to lines of code

>> women impact on Afesu's construction

Afesu has always believed in the transformative power of women. **From its early days offering sewing and tapestry courses** to its present-day training programs in technology, gastronomy, and healthcare, our mission remains unchanged: to ensure women have the opportunities they need to thrive.

This transformation is also reflected internally. **Our team is made up predominantly of women—around 80 professionals—demonstrating our deep commitment to female inclusion.** They play essential roles in every area of the organization, from training the next generation



of professionals to designing and implementing social programs.

When women hold leadership roles or are part of a team, they not only bring empathy, decision-making, and management skills, but also contribute to better financial and operational outcomes, as consistently supported by studies on gender diversity in the workplace.

Our partners also play a fundamental role in boosting beneficiary employability, offering many young women their first professional opportunities. Partnerships led by female executives and mentoring initiatives with women from these companies help our beneficiaries envision a successful future for themselves. This creates a virtuous cycle where one woman's success inspires the next.

We've seen tremendous growth in her academic life

We discovered Afesu through a recommendation, and the change we were told about is truly visible! The projects were excellent.



Claudio and Luciana, parents of Manuela, beneficiary at Afesu Veleiros

Human Development *Week* art and values in education

The **Human Development Week** is a special event at Afesu, marking the end of the academic year. Through creative and reflective activities, beneficiaries have the opportunity to develop artistic, cultural, and human skills, reinforcing the values that guide the holistic education provided by our units.

At Afesu Veleiros, beneficiaries staged the play "Stories to Trick Death", exploring the story's moral and the virtues developed throughout the plot. This process enhanced not only their reading comprehension and expressive skills but also encouraged critical thinking and reflection on life's challenges.

At Afesu Moinho, the highlight was the Alcance project, in which beneficiaries turned their classroom literature studies into visual art. Using techniques

such as collage and painting, they created artistic reinterpretations of the book, demonstrating creativity and sensitivity.

At Afesu Morro Velho, beneficiaries organized a Literary Fair based on the classics they read throughout the year, such as "My Sweet Orange Tree", "The Lost Island", and "The Adventures of Tom Sawyer". This initiative allowed them to explore universal themes such as friendship, resilience, and adventure, connecting literature to real-life experience.

We know that technical training is essential. But when art, literature, technology, and culture are integrated into the educational process, the transformation becomes even more meaningful. Even after graduating from Afesu, beneficiaries carry forward the strong values they developed with us.



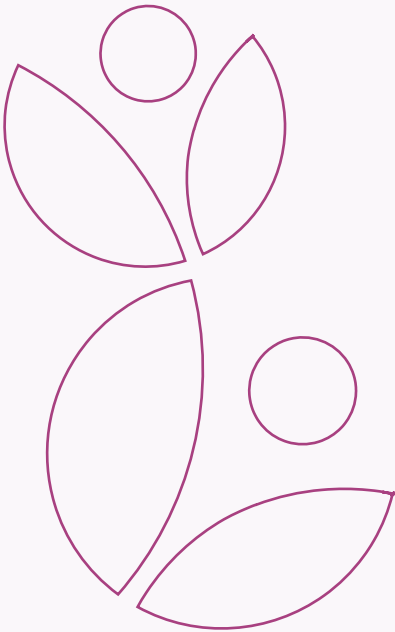
Our Numbers

In after school programs:

88% of beneficiaries reported having received a distinctive education in ethics and values: an advantage that directly impacts their daily lives.

92,8% reported improvement in their school performance

89,2% remain enrolled in regular education, successfully balancing their school responsibilities with Afesu’s activities.



In employability-focused projects, the impact is even more evident



100% of beneficiaries reported that the education received was transformative in terms of ethics and values.



This learning translates directly into the financial reality of many families

94,81% noticing an **increase in household income** after participating in the programs.

85,5% of beneficiaries reporting a **positive impact on their careers.**

This growth does not go unnoticed by guardians

Commitment Values

92% observed that their daughters now place greater importance on their studies.

81% noticed improved academic performance.

99% of guardians reported that their daughters became more respectful toward others.

// The satisfaction survey is conducted to measure our impact and identify areas for improvement, ensuring that our programs meet the real needs of our beneficiaries and their families.

of Voices Afesu

Afesu was **essential** for my academic and personal development.

Lanna and Wanessa | former beneficiaries at Afesu



Eduarda Calado | former beneficiary



Afesu Veleiros was essential to my academic and personal development. Since the fifth grade, I was part of the Step Up program, which offered academic support and exposure to various areas of knowledge. But more than that, Afesu helped me develop interpersonal skills, teamwork, and soft skills that I carry for life. I also had the opportunity to take courses such as professional etiquette and corporate conduct, which were fundamental for my preparation for the job market.

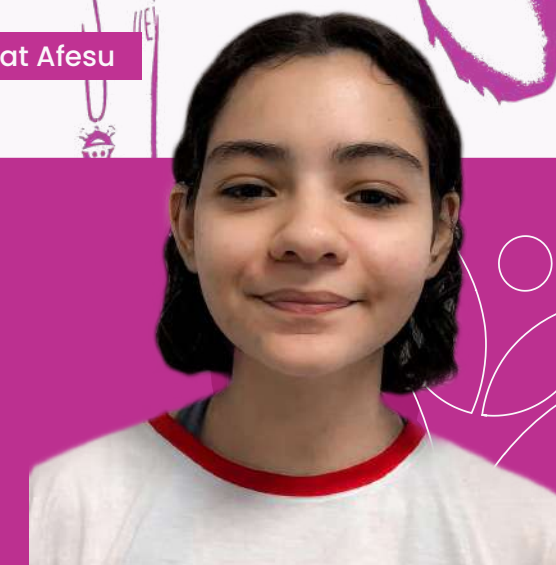
In 2024, we celebrated the achievement of Eduarda Calado, a former beneficiary at Afesu Veleiros, who was accepted into the Law program at Fundação Getúlio Vargas (FGV) with a full scholarship.

Without this foundation, I wouldn't have earned opportunities like a high school scholarship and, today, being a student at FGV. I am immensely grateful to Afesu for being such a vital pillar in my journey.

In 2023, we followed the journey of **Wanessa Lima**, who joined Afesu in 2022 seeking clarity about her future. Over time, we saw her shyness give way to confidence, fueled by her growing interest in technology. Today, Wanessa has earned a scholarship at the Federal Institute of São Paulo (IFSP) and shares how Afesu played a key role in that path:

I joined Afesu encouraged by my mother and enrolled in an IT course to boost my résumé. I soon realized my interest went beyond money: I fell in love with technology and its potential to help people. That led me to Computer Engineering. **Afesu was**

fundamental in this choice, with company visits, talks with professionals, and a lot of learning. I also had access to an institute that prepared me for the entrance exams, which enabled my acceptance into the Federal Institute of São Paulo.



// 2024 was a year full of challenges and achievements



The unit directors share an overview of 2024, highlighting key moments and their expectations for 2025.



Vanda Stankevicius | Director at Afesu Morro Velho

In 2024, Afesu Morro Velho remained committed to its mission of empowering and transforming young women through professional excellence, preparing them to stand out in society as agents of change.

Recently, a public system professional requested a report on the behavior and attitudes of one of our beneficiaries.

After receiving the document and speaking with her, he shared:

“She told me she responds to people according to how she is treated. And added: ‘Here at Afesu Morro Velho, I’m treated with respect, love and care — that’s why I feel I should give the same in return.’”

This kind of feedback highlights the importance of a nurturing environment in shaping our beneficiaries. The care, respect, and attention we provide directly influence how they show up in the world.

And we believe that this perfectly expresses what it means to be at Afesu: a welcoming environment for growth. **We continue to update our technical skills without ever losing sight of our true goal — to form individuals with character and virtue.** That’s what we strive for in 2025 and in the years ahead.



Maria Clotildes dos Santos | Director at Afesu Moinho

A defining moment for us was the conclusion of the Maker program at the unit. At first, many beneficiaries were hesitant to join

because the project was quite demanding, requiring them to create and execute a project from start to finish. However, the beneficiaries who embraced the challenge and believed in their potential stood out, presenting incredible projects. 2024 was a year full of challenges and achievements, especially in strengthening ties with families.

For 2025, our goal is to deepen those connections and **ensure that our programs continue to inspire beneficiaries, encouraging them to embrace every opportunity for learning and personal growth.**

In 2024, Afesu reaffirmed its commitment to social transformation through the education and empowerment of girls and women. Technical visits, mentoring sessions, and employability programs enhanced professional training, while initiatives like the Step Up program and the Maker Lab enriched the beneficiaries’ holistic education.

Strategic partnerships, such as the culinary experience at the Jewish Museum and the “Programmers of Tomorrow” project, broadened their horizons and connected our young women to new opportunities they might not otherwise have had access to.

As we look ahead to 2025, we do so with the conviction that Afesu will continue to be a place where dreams take flight and excellence becomes reality.



Edvânia Provinciato | Director at Afesu Veleiros

CARING FOR THOSE WHO CARE



"AI for education" Training of staff.

Executive training at ISE Business School: directors enhance their skills

In 2024, the directors of Afesu units took part in the Leadership Development Program for Social Entities at ISE Business School. This Executive Education Initiative (PDD), promoted by Fundação Dom Cabral (FDC), is designed to expand competencies and enhance the management, strategy, and governance of organizations, equipping our directors with essential tools for more efficient and sustainable administration.

Throughout the program, they worked on developing a strategic and leadership-oriented mindset, empowering them to address challenges with greater confidence and clarity. The course also offered insights into financial management and fundraising: both fundamental aspects for Afesu's long-term sustainability. Additionally, it provided a space for experience sharing and valuable networking among participants.

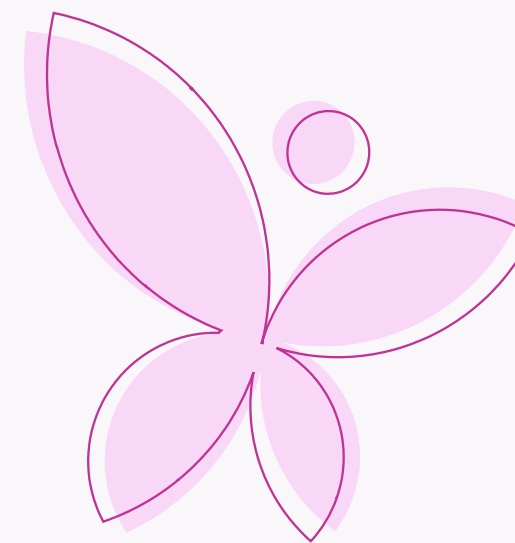
Training in active learning methodologies

Our educational team also participated in professional development initiatives. Somai EdTech delivered training on active learning methodologies, including problem-based learning, flipped classrooms, gamification, and hybrid teaching. These approaches place the beneficiary at the center of the learning process.

The methodologies are diverse and adaptable, tailored to the needs of each beneficiary and encouraging critical thinking. This training equips our pedagogical team to provide high-quality education aligned with current educational trends and better prepared to meet the demands of the current world.



In 2024, we also hosted a training session on Artificial Intelligence, led by our pedagogical coordinator, Andreia. The focus was to highlight the importance of AI and to teach how to use these tools strategically in everyday life — always with responsibility and awareness.



//
**People
transform
the world**

Mentorship training

Polaris (formerly Virtus) conducted a training session on virtues for Afesu's mentoring team, reinforcing our commitment to human development. This training focused on the cultivation of virtues—positive habits that help individuals achieve life goals.

Participants engaged in practical activities to apply these concepts directly in their work with the young women served by Afesu. Not only mentors, but also directors, coordinators, assistant coordinators, and even instructors were included in the training to ensure that, even in the classroom, they are equipped to respond wisely to a variety of situations. Thanks to the training, all involved are now better prepared to help beneficiaries build and embody character and ethical values they will carry for life.

INSTITUTIONAL DEVELOPMENT

In 2024, we promoted strategic events and partnerships that reinforced our commitment to education and social impact. Each initiative was marked by the collaboration of individuals and organizations who also believe in the power of education. These moments not only strengthened our mission but also expanded our support network, enabling more girls to benefit from our work.



Funchal golf tournament

Another edition of the Funchal golf tournament was held with the support of Manuel Sé Neto. Contributions from participants and guests, along with donations from sponsoring brands, were entirely allocated to Afesu's activities.

Talk by Claudia Alaminos

In November, we hosted an afternoon of learning and experience-sharing at the home of board member Isabella Fiorentino. The event welcomed a group of mothers and featured an enriching talk by psychologist

and parenting educator Claudia Alaminos, who addressed topics related to child development and education.

Cozinhando com Afeto

We launched the "Cozinhando com Afeto" (Cooking with Affection) series, in which Afesu beneficiaries teamed up with mentors and guest chefs to share delicious recipes and inspiring stories. Filmed at the Prática BR showroom, each episode celebrated the talent and learning journey of the participants. The production was supported by Prática Produtos SA, a leading company in equipment for the food service and bakery sector, and was carried out by TIME de Captação, a team that began working

with Afesu in 2024. In addition to audiovisual production, TIME also contributes to fundraising efforts, marketing campaigns, events, and strengthening relationships with individual donors.



Find out more about the initiative here



Investing in the education and development of girls and women has a powerful impact on families and society.

Lucas Monteiro | CEO of Time



The organization's seriousness and attention to every detail of the educational experience make a real difference in people's lives.

Bárbara Fagiani | Marketing of Time



Find out more about the initiative here

Charity Tea at Terraço Itália

In September, we held another edition of our traditional Charity Tea, after a pause during the pandemic. The event was a great success, gathering supporters in one of São Paulo’s most iconic locations: Terraço Itália. Alongside the stunning view and a special brunch, all proceeds from the bingo cards were directed to support Afesu’s programs.

Hairspray Musical and Brasilprev

Through a partnership with the Hairspray Brasil musical and BrasilPrev, a BB Insurance company, we held a solidarity initiative in the theater’s foyer, where audience members could donate school supplies for Afesu. This initiative underscored the importance of education as a tool for social transformation.



Somai EdTech



Working with an institution so deeply committed to the development of young women has been both enriching and a source of pride.

Arthur Mainardi | CEO of Somai

Somai is a company specialized in integrating technology into education and is responsible for implementing the Maker Program at Afesu Veleiros, while at the other units, the Maker component is integrated into other technology-based programs. The program promotes content that stimulates critical thinking and problem-solving. This partnership is essential to ensure our beneficiaries receive an education aligned with current market demands.

Final project: Technical Program in Culinary Arts

Technical Program in Culinary Arts



“Afesu’s work, created exclusively for women, is so powerful... Empowering women so they can take ownership of and lead their own lives.”

Marisa Mestiço | Director of MasterChef Brazil

December marked a special moment at Afesu Moinho with the conclusion of the MEC-recognized Technical Program in Culinary Arts. As part of their final project, the beneficiaries organized a full brunch, overseeing every detail, from theme selection and visual identity to menu creation and dish preparation. The event featured a technical panel to evaluate the services presented, with renowned figures from the culinary world in attendance, including Marisa Mestiço, director of the MasterChef Brazil program, and Silvana

Abramovay, co-founder of *Amor aos Pedacos*, along with other industry experts. This moment marked the closing of an important chapter in our beneficiaries’ training, celebrating their talent, dedication, and the strengthening of the support network around Afesu.



Find out more about the initiative here

Corporate volunteering

In 2024, we carried out **61 volunteer initiatives** in partnership with **36 companies**. These actions benefited **86.6% of the beneficiary groups** we serve.

Through corporate volunteering, we strengthen both our projects and partnerships. It also deeply impacts our partner companies' employees who, depending on the activity, get the opportunity to visit our units, spend time

with our beneficiaries, and see firsthand the transformative work Afesu delivers. For companies, it is a moment to reinforce their commitment to social responsibility.



Tinyiko Kumalo | Consul General

Anything is possible when we are dedicated and guided by mentors who make the path lighter.

South African Consulate

Visit to the unit

Afesu Morro Velho hosted a special visit from the Consulate General of South Africa. During the event, sports equipment was donated to the beneficiaries,

and the inspiring story of Nelson Mandela was shared by Consul General Tinyiko Kumalo. The Consul emphasized the importance of dedication

and mentorship—essential pillars that also guide Afesu's work. The visit highlighted how education and culture can change lives.

Jewish Museum of São Paulo

Visit to the museum



Beneficiaries from the Entrepreneurship in Gastronomy program at Afesu Veleiros took part in a personalized guided tour of the Jewish Museum of São Paulo, where they learned about Jewish history and culinary traditions. After the visit, they welcomed the museum's team and

partners to their unit to taste Jewish dishes they had prepared. In addition to recreating traditional recipes, the beneficiaries also developed a more budget-friendly version of Moroccan couscous, using Brazilian couscous and peanuts.

Merck

Merck's Spark program

Afesu Veleiros welcomed the Merck team to present the global Spark program, supported by the WeCan Group (Community Responsibility). The hands-on activity inspired beneficiaries by exploring science and technology-related topics in an interactive and dynamic way.





Pacco

Talk about sustainability

Partner company Pacco invited Sea Shepherd to speak with beneficiaries from the Step Up II program about the importance of reducing plastic use in our daily life. The session introduced the concept of sustainability, directly linking it to the proper use, conservation, and preservation of water. Pacco also gifted branded reusable water bottles to each beneficiary in the program.

Porto

Professional mentoring

Porto led impactful initiatives for beneficiaries of the Entrepreneurship in Gastronomy program. Professional mentoring sessions and a technical visit to the company's headquarters broadened beneficiaries' understanding of the job market and inspired them through the stories shared by employees who participated in the activity.



Afesu's care for both volunteers and mentees is essential to its success. [...] The girls are inspired by our actions and the content we share, and I witnessed firsthand the positive and lasting impact it had.

Larissa Czelusmack Catelan | Sustainability Analyst at Porto



Grupo Bun

Career fair

Beneficiaries from the Step Up program at Afesu Veleiros took part in a Career Fair organized in partnership with Grupo Bun (BunTech). The event featured an engaging and educational approach to the job market, with themed stations

presenting fields such as HR, technology, science, and agribusiness. Company representatives demonstrated hands-on activities for each profession, encouraging beneficiaries to interact, ask questions, and explore new career possibilities.

Casas Bahia Foundation

Technical visit

Afesu's partnership with the Casas Bahia Foundation began in 2022 with the Christmas campaign and has only grown stronger. In July 2024, beneficiaries from the Morro Velho unit visited the foundation's office, gaining professional exposure and exploring new career perspectives. In December, beneficiaries from the Ready for Work and Tech Basic programs at Morro Velho took part in the year-end campaign + Alegria no Natal (happier at Christmas), in which they wrote Christmas letters and earned gifts, making this moment even more special and meaningful.



Dürr

Technical visit and Professional mentoring



Between August and October, a mentoring program was conducted in partnership with Dürr and CEAP. Six Afesu beneficiaries and six

CEAP students participated in monthly online mentoring sessions with professionals, working on both personal and professional development. Afesu's mentoring approach emphasizes virtues and soft skills essential for the workplace, though mentors and mentees are also encouraged to discuss career and academic topics. In October, the beneficiaries from both organizations met in person at the Dürr headquarters to celebrate the program's conclusion. During the visit, they also toured the facilities and took part in a final mentoring session.



Special thanks to

African Consulate, Ambikira Institute, Banco Omni, Bain & Company, Bloomberg, BunTech, Capgemini, Casas Bahia Foundation, CBRE, Chevrolet, Dürr, Ecogen, Epharma, GPA, Hortifruti, Jewish Museum of São Paulo, Machado Meyer, Merck Brasil, Moove, Morgan Stanley, muBE, Museu da Língua Portuguesa, Pinacoteca, Olin, Pacco, Pinheiro Neto, Porto Seguro, Robert Half, Schneider Electric, Siemens, TCS, Ultragaz, Unisys, United Way and XP Institute.



Ways to support

At Afesu, we believe in the power of partnerships to transform lives. The contribution of companies plays a key role in building a more equitable future—something we work toward every single day.

This partnership can take many forms, but what truly matters is having allies who are committed to creating social impact.

Through these collaborations, we're able to reach more girls, update our content and materials, and spark dreams that were once asleep.

For companies, this support means more than just advancing social inclusion—it's a way to align their values with corporate responsibility, generating positive and lasting change.

Corporate-sponsored classroom Schneider Electric Foundation, Afesu Morro Velho



Corporate-sponsored classroom

The **Schneider Corporate-sponsored Classroom** is a partnership model that not only funds the education of young girls, but also provides a modern and well-equipped learning environment—one that fosters engagement and hands-on learning.

In 2024, this partnership expanded: both the New Technologies project (Afesu Morro Velho) and the Basic Technology project (Afesu Veleiros) incorporated a new module on renewable energy, supported by an improved infrastructure tailored for these activities.

The Corporate-sponsored Classroom model allows companies to directly contribute to the improvement of classroom infrastructure through a customized investment, aligned with the specific needs of the selected space. This partnership includes everything from the modernization of physical spaces to the purchase of equipment and educational materials, creating a more engaging and well-prepared environment for the beneficiaries' growth.



Cause Marketing

Cause-related marketing is a strategy that aligns a company's business and marketing goals with a social cause, creating value for both sides. Through this initiative, a company can allocate a portion of the revenue generated from the sale of specific products or services—during a defined period—to support Afesu.



Corporate Volunteering

Afesu offers a three-month corporate mentoring program, connecting volunteers with beneficiaries through biweekly meetings. Participants receive initial training and take part in six sessions, in addition to a closing event. The entire program is coordinated by our team and includes meetings at our units and technical visits to participating companies, providing a meaningful and enriching experience for both the beneficiaries and the mentors.



Tax Incentive

Companies taxed under the actual profit regime (lucro real) can allocate part of their taxes to civil society organizations through tax incentive laws. In Afesu's case, donations must be made through the FIA (Children and Adolescents Fund), to projects approved by FUMCAD, CONDECA (SP) and FUCONDI (Cotia).



Adopt a Beneficiary Program

Companies can invest directly in the education and development of Afesu's beneficiaries, ensuring the sustainability of our programs throughout the year. This support helps maintain ongoing activities and expands social impact. Donations can be made as one-time contributions, monthly, annually, or according to the company's strategy.

Financial

Sustainability%



Afesu’s financial sustainability in 2024 was ensured through a **diversified fundraising strategy**:



// Financial reporting is carried out to ensure transparency regarding the origin and allocation of our resources.

Finally, the **allocation of resources** was carefully directed



92%

was invested directly in social assistance, education programs, and other statutory activities



8%

covered administrative expenses

Grants

Grant programs are one of the main channels for obtaining direct or tax-incentivized funding for Afesu. Companies use this model to receive proposals from different social projects, expanding their impact portfolios across various areas.

At Afesu, we prioritize proposals that go beyond technical training, placing a strong emphasis on human development,

soft skills, and the importance of family involvement in the educational process. We also present measurable outcomes achieved by our former beneficiaries, demonstrating how education can create opportunities and strengthen life trajectories. This unique approach reinforces our commitment to long-lasting social transformation and sets us apart from other social organizations.



In 2024, Afesu was selected for the following grants:

Machado Meyer Grant | *tax-incentivized*, with the Pathways program.

Porto Seguro Grant | *tax-incentivized*, with the Cultivating Knowledge project.

Merck Grant | *international*, with the Girls in STEAM project

Endowment

The Endowment Fund is essential to guaranteeing Afesu's sustainability over time, providing a stable source of income that is protected from fluctuations in traditional fundraising. It ensures the

institution can continue to offer quality education for girls and women, without compromising its ability to serve future generations.

Alecsandro de Araujo | Afesu board member



About the Endowment Fund

The fund aims to ensure the continuity of Afesu's initiatives, even during challenging periods. It serves as a solid financial foundation that allows our projects to keep making a lasting impact.

Who manages the fund?

The fund is managed under strict governance and transparency standards. It is administered by seasoned professionals committed to ensuring the security of donor contributions.

Why trust the Endowment Fund?

The fund's regulations were developed in partnership with Pinheiro Neto law firm, ensuring a clear separation between the endowment's assets and the organization's operational budget. The investment strategy is conservative and designed by experienced financial market professionals, focusing on fixed-income government bonds with returns above inflation.

What are the benefits for donors?

In addition to contributing to the continuity of Afesu's transformative education, donors receive public recognition through our social media channels, annual report, and all communications related to the Endowment Fund.

How to contribute?

Contributions can be made as one-time donations or on a recurring basis using the following banking information:

Afesu – Associação Feminina de Estudos Sociais e Universitários
CNPJ: 60.428.646/0001-04
Bank: Bradesco – Branch 00105
Account: 0018452-7

Please send proof of transfer to:
apoie@afesu.org.br

Donate, share & get involved



**To get to know
more**

Contact us via WhatsApp



@afesuoficial



@afesu



afesu.org.br



Donation campaigns

Make one-time or recurring contributions through our digital fundraising campaigns. We also offer convenient options such as PIX transfers and bank deposits using a QR Code.



For transfers
via Pix.



Round up your purchase

Small acts make a big difference! By rounding up your purchases (by less than R\$1), you help support our mission. We rely on partnerships with companies that make this form of giving possible.



Solidary income tax

Redirect part of your owed or refunded income tax to support education, without any additional cost. Make a meaningful impact with a simple act!



Invoices with Taxpayer Identification Number

Each R\$1 in recovered tax credits can generate up to R\$100 for Afesu! Simply register Afesu as your beneficiary, and the credits will be automatically allocated to our organization.

Invoices without Taxpayer Identification Number

Another way to contribute is by donating receipts without a CPF. You can drop them in donation boxes at our collection points or coordinate delivery with us.



Giving Tuesday

Giving Tuesday is a movement that promotes generosity and giving throughout Brazil, taking place annually. In 2024, our Giving Tuesday campaign focused on raising funds to repair the roof of Afesu Veleiros. You can support a campaign or encourage others to get involved.



Engage on social media

Did you know you can support Afesu with just one click? By following, sharing, and interacting with our content, you help amplify our message and stay up to date on our actions, campaigns, and events. In 2024, we also launched the #AfesuNews newsletter on LinkedIn: a space for reflection, dialogue, and key educational topics.



Celebrate with purpose

Turn your special moments into acts of solidarity! Birthdays, weddings, and other celebrations can take on new meaning when transformed into donations for Afesu.

Partners



Auditing

Independent auditor’s report on the financial statements

To the Directors and Board Members of
Associação Feminina de Estudos Sociais e Universitários – Afesu

Opinion

We have audited the financial statements of Associação Feminina de Estudos Sociais e Universitários – Afesu (“Entity”), which comprise the balance sheet as of December 31, 2024, and the respective statements of income, changes in net assets, and cash flows for the year then ended, as well as the related explanatory notes, including a summary of significant accounting policies and other explanatory information. In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Entity as of December 31, 2024, its operational performance, and its cash flows for the year then ended, in accordance with Brazilian accounting practices applicable to non-profit entities (ITG 2002 (R1)).

Basis for opinion

We conducted our audit in accordance with Brazilian and international auditing standards. Our responsibilities under those standards are further described in the “Auditor’s Responsibilities for the Audit of the Financial Statements” section of our report. We are independent of the Entity in accordance with the relevant ethical requirements established in the Professional Code of Ethics for Accountants and in the professional standards issued by Brazil’s Federal Accounting Council, and we have fulfilled our other ethical responsibilities in accordance with these standards. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Responsibilities of management and governance for the financial statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with Brazilian accounting practices applicable to non-profit entities (ITG 2002 (R1)), and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Entity’s ability to continue as a going concern, disclosing, as applicable, matters related to its ability to continue operating and using the going concern basis of accounting unless management either intends to liquidate the Entity or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Entity’s financial reporting process.

Auditor’s responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements, as a whole, are free from material misstatement, whether due to fraud or error, and to issue an auditor’s report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in

accordance with Brazilian and international auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with Brazilian and international auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error; design and perform audit procedures responsive to those risks; and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Entity’s internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management’s use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Entity’s ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention

in our auditor’s report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our report. However, future events or conditions may cause the Entity to cease to continue as a going concern.

- Evaluate the overall presentation, structure, and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation. We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

São Paulo, April 29, 2025

ERNST & YOUNG
Independent Auditors S/S Ltda.
CRC-SP034519/O



Leandro Dias F Silva
Accountant CRC-SP278005/O

WHAT'S NEXT



Focus on Human Development

In 2025, our main goal is to strengthen the Human Development area by investing in new methodologies, increased mentoring, and even closer support to enhance the growth of our beneficiaries. The restructuring of academic support in early childhood will provide a strong foundation for the future, while the inclusion of contemporary topics, such as renewable energy, will ensure our beneficiaries leave Afesu even more prepared for the challenges of the world.

The Human Development area will adopt a 360-degree approach, what it means to look at development in a comprehensive way: deepening the maturing of virtues, competencies, and soft skills.

Our aim is to ensure that the young women we educate not only become excellent professionals but also empowered individuals capable of transforming their own realities.

#TogetherForThem

Education that transforms

Uniting powers and transforming futures



Check out our
institutional video

#TogetherForThem



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