



INSTITUTO **E3Enézer**

ANNUAL REPORT 2024

Creating opportunities for people
to **become protagonists** of their
own stories.



INSTITUTO **E3Enézer**





MESSAGE FROM THE PRESIDENT

Let's go back in time and remember that simple yet dream-filled question: What do you want to be when you grow up? We all heard it as children. Maybe we dreamed of becoming astronauts, teachers, doctors, or artists. And, if we were lucky, we had opportunities to pursue those dreams.

But the reality for thousands of children and teenagers in vulnerable communities is very different. For many of them, dreaming is an unattainable luxury. They grow up surrounded by barriers that limit their worldview and obscure their possibilities.

Instituto Ebenézer exists to change this story. We don't just believe that every child deserves to dream, we work daily to ensure those dreams have a real chance of coming true. We encourage them to look beyond the walls that confine them, revealing paths to a future they may never have imagined.

In 2024, we expanded our projects, strengthened partnerships, and impacted lives through education, training, and emotional support. Every step we took was driven by our commitment to building a fairer future for the next generations.

This report reflects that work: the challenges faced, the achievements reached, and, above all, the lives transformed. Because our purpose goes beyond offering opportunities, we want to ensure that every child has the tools to build their own story of overcoming obstacles.

None of this would be possible without the support of our donors, volunteers, and partners. Every contribution, every act of solidarity, and every hour dedicated has made a difference in the lives of countless children and teenagers.

To all of you who believe in transformation through education and opportunity, our deepest gratitude. Thank you for walking this path with us, for investing in a better future, and for being part of this journey of hope and impact.

Together, we keep turning dreams into reality!

Ueliton Moreira Rocha



WHO WE ARE

Founded in 2017 in Jardim Ângela, in the far south of São Paulo, Instituto Ebenézer emerged as a dedicated response to the profound needs of people facing extreme social and economic vulnerability. Committed to transforming lives, **our mission is clear: to create and promote opportunities so that each individual can become the protagonist of their own story.**

Our Belief:

We believe in the transformative power of first steps. That's why we focus our efforts on childhood, recognizing that by changing the beginning of the story, we can influence the entire journey. Our approach aims to build a solid foundation for healthy and promising growth from the earliest years of life.

Vision for Impact:

We do not seek only to intervene in crises, but to create an environment that fosters sustainable and lasting development. Our commitment goes beyond emergency aid; we strive to build a future where every individual, regardless of their starting point, has the tools and support needed to walk a path of achievement and prosperity.

Our Values:

Solution-Focused: We keep our attention on possible solutions rather than just the problems.

Collaboration: We believe in the power of unity. We work as a team, sharing knowledge, experience, and efforts to achieve collective goals.

Proactivity: We don't wait for things to happen on their own. We act proactively, anticipating challenges, identifying opportunities, and taking steps for continuous improvement.



Smart Work: We take a strategic and intelligent approach to our activities. We seek efficiency, prioritizing essential tasks and applying innovative solutions when needed. Our goal is to achieve high-quality results effectively.

Active Listening: We value effective communication and mutual understanding. We practice active listening to understand the needs, concerns, and perspectives of others. This enables us to build strong relationships and make well-informed decisions.

Building Autonomy: We foster an environment that encourages continuous development and responsible autonomy.



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The Institute feels like a second home for my children. They offer many opportunities that we, as parents, cannot provide for them, such as education, courses, and much more. They give opportunities to everyone who passes through there. I am very grateful to all of you in the project. My children have learned so much from you and are still learning. I love you all.

Thank you so much for being part of such an important phase in my children's lives. May God bless each one of you. Thank you for everything!

Here's to 2025!

Edna do Carmo Ferreira

Mother of beneficiaries Evelyn and
Juliano



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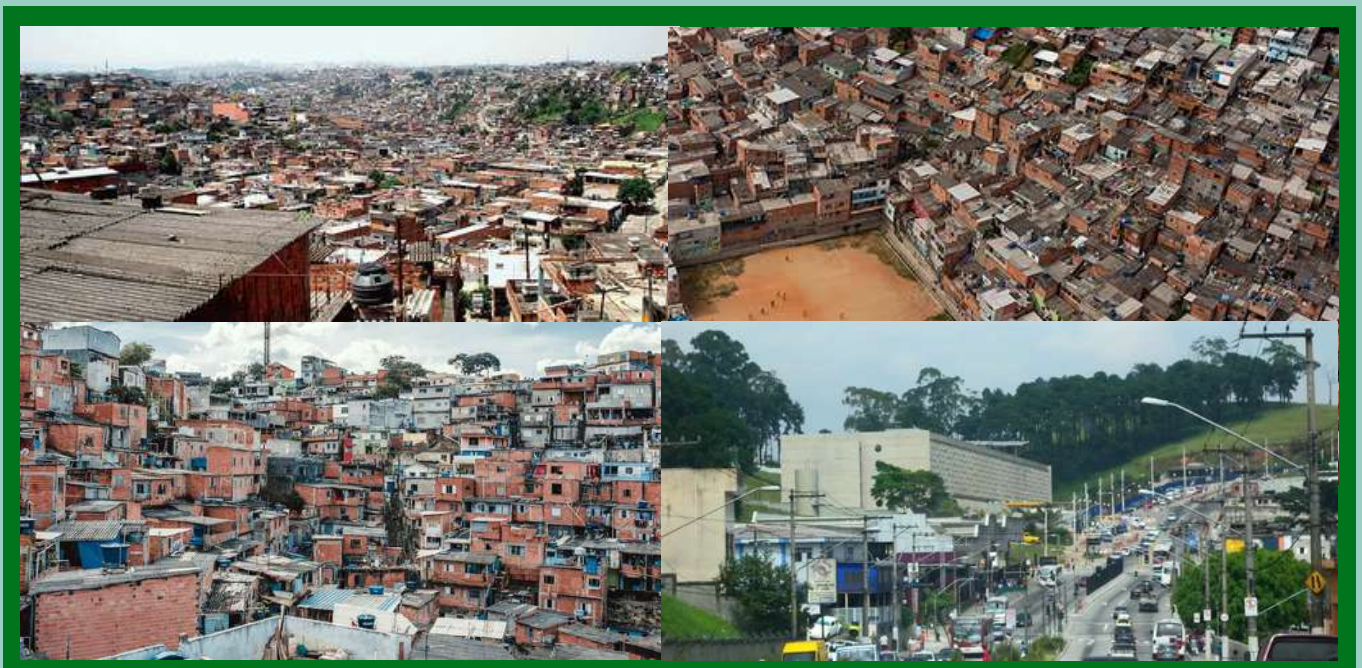


WHERE WE ARE?

In the far south of São Paulo, on the banks of the Guarapiranga Reservoir, lies the Jardim Ângela district, a place marked by a complex history and persistent challenges.

The neighborhood originated as an informal settlement in the 1960s and rapidly expanded in the following decades. Migrants seeking their own homes were the pioneers, gradually building their residences. Initially part of Capão Redondo, it now belongs to the M'Boi Mirim Subprefecture, along with Jardim São Luís.

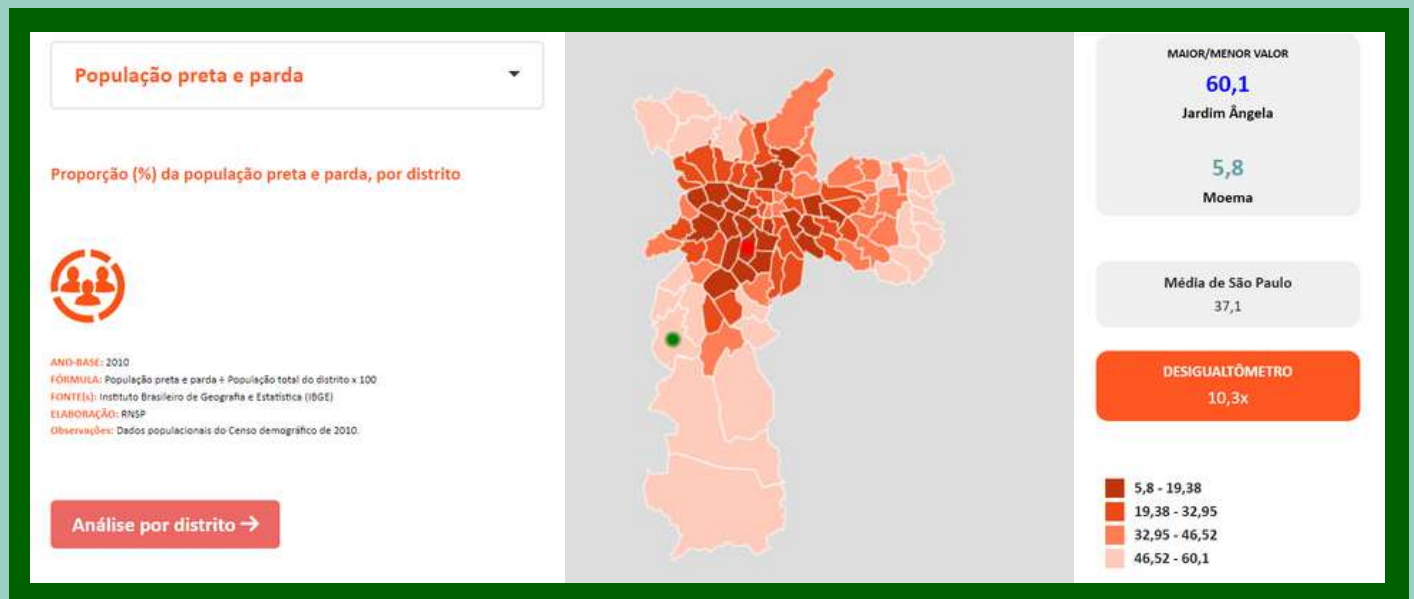
In 1996, Jardim Ângela gained global attention as the most violent place on the planet, recording an alarming homicide rate of 116.23 per 100,000 inhabitants, according to UN data. Today, while still facing significant challenges, the community also represents resilience and the potential for positive transformation.



DEMOGRAPHIC LANDSCAPE

Population and Composition:

Jardim Ângela is home to a vibrant population of 311,432 residents, reflecting rich diversity and a resilient community. It stands out as the Blackest neighborhood in the city, with an impressive 60.1% of its population identifying as Black or mixed-race. This significant ethnic presence is ten times higher than in Moema, the whitest neighborhood, where less than 6% of the population is Black.



Residential Structure:

The residential landscape of Jardim Ângela presents a challenging reality, with 25.83% of homes located in favelas. This dynamic reflects the housing complexities faced by the community, highlighting the need for interventions that promote dignified and sustainable living conditions.



Challenges of Teenage Motherhood:

Jardim Ângela faces the significant challenge of teenage motherhood, with 14.15% of live births from mothers under the age of 19. This indicator underscores the urgent need for initiatives focused on preventing adolescent pregnancy.

We recognize that early motherhood can negatively impact not only young parents' lives but also the healthy development of their children.

Our goal is to create a safe and educational environment, providing information on sexual and reproductive health, access to contraceptive methods, and raising awareness about the importance of planning for the future.

Life Expectancy:

Life expectancy in Jardim Ângela is notably lower than in more privileged areas of the city. While residents of Jardim Paulista enjoy an average lifespan of 80 years, this figure drops to 59.8 years for those living in Jardim Ângela. This disparity highlights the urgent need for initiatives aimed at improving health conditions and overall well-being in the community.



The Ebenézer Institute came into my daughters' lives to make a difference and truly change their story. They feel happy and welcomed whenever they are at the institute, and they have told me many times how much they enjoy it and how many activities they have participated in.

I can only express my gratitude for the wonderful work being done at the institute. Before discovering it, my daughters had no activities to take part in or such a wonderful place to go.

One day, while taking some children from our alley to the institute, one of them shared that they feel "rich in food" there because, at home, they don't always have enough to eat. You are incredibly important to these children, and I hope this extraordinary work continues for a lifetime.

It was God who placed you in the lives of our children. The word I have for you is gratitude, and may God always bless this beautiful work.

Cleide Jane Elias da Silva

Mother of beneficiaries: Lorena, Gizelly, and Joyce



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OUR WORK

DREAM LAB

Dream Laboratory takes place on Saturdays from 12 PM to 4 PM, targeting children aged 6 to 11, with a total of 60 participants. This project aims to nurture the dreams and potential of children in communities facing extreme social vulnerability, encouraging the discovery of talents, emotional self-awareness, and personal fulfillment. The focus is to inspire children to pursue their dreams with courage and confidence, broadening their worldview through workshops, field trips, lectures, and discussion circles.

EXPECTED RESULTS:

By the end of the project, we expect the children to have a clearer understanding of their passions, demonstrate greater autonomy, feel more self-assured, and be more socially connected.

PROJECT RELEVANCE TO THE COMMUNITY:

The creation of the Dream Laboratory stems from a deep understanding of the needs and challenges faced by children aged 6 to 11 living in areas of extreme social vulnerability.

The significance of this initiative is evident when considering the following aspects:

1. Breaking Cycles of Disadvantage:

This initiative responds to the urgent need to break social and economic disadvantage cycles that often persist for generations. By offering enriching experiences and educational opportunities, the project aims to disrupt this cycle, providing children with the tools and perspectives needed to shape a different future.

2. Encouraging Holistic Development:

The project goes beyond simply providing career-related information. It is designed to promote the holistic development of children by fostering self-exploration, self-awareness, and socio-emotional skills. The goal is to empower them to face future challenges with confidence and resilience.



3.Identity Building and Self-Esteem:

By providing opportunities for children to discover their talents, express their creativity, and receive recognition for their skills, the project significantly contributes to building a positive self-identity and strengthening their self-esteem.

4.Expanding Horizons and Future Perspectives:

Exposure to different professions and hands-on experiences offered by the project aims to broaden children's horizons, inspiring them to dream big and believe in possibilities beyond the limitations imposed by their environment.

5.Community Impact:

In addition to the direct impact on participating children, the project has the potential to positively influence the community as a whole. By fostering the development of these children, the initiative contributes to strengthening the community, encouraging collaboration, solidarity, and the creation of a more resilient environment.

CONNECTION BETWEEN THE DREAM LABORATORY PROJECT AND THE SUSTAINABLE DEVELOPMENT GOALS (SDGs)



Eradication of Poverty:

- The project contributes to poverty eradication by offering educational and developmental opportunities that empower children to break the cycle of socioeconomic disadvantage, providing them with tools for a more promising future.



Quality Education:

- It is directly aligned with the SDG on Quality Education by providing innovative and hands-on learning experiences, stimulating children's interest and active participation in education.





Reduction of Inequalities:

- By operating in areas of extreme social vulnerability, the project contributes to reducing inequalities by providing equitable opportunities for children who might otherwise have limited access to resources and educational experiences.

Goal for 2025:

Expand the Dream Laboratory to operate every weekday during after-school hours, offering a broader range of activities. These activities will include English lessons, music, financial education, tutoring in Portuguese and mathematics, and an introduction to programming. The goal is to provide a more comprehensive and enriching educational experience for children, fostering their overall development and expanding their skills and knowledge in various fields.



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I would like to thank Instituto Ebenézer for another opportunity to be part of this project, which has helped and continues to help in my daughter's development.

I am grateful for the trips and therapeutic experiences, which are so important for children, providing them with a space where they can share their frustrations and knowledge.

From everything I hear from my little one, you all deserve a 10 out of 10!

Marta Mendes da Silva
Mother of beneficiary Heloísa Mendes



EARLY CHILDHOOD PROJECT

The Early Childhood Project is currently held on Saturdays from 12 PM to 2 PM and is designed for children aged 0 to 5, serving a group of 20 children. Its goal is to promote the holistic development of children while addressing the socioeconomic challenges of the community. Through educational and playful activities, the project aims to enhance children's ability to express themselves and expand their knowledge, with a strong focus on sensory development. Beyond providing educational opportunities, the initiative seeks to break cycles of vulnerability, strengthen the community, and lay solid foundations for a more promising future.

EXPECTED RESULTS:

Enhanced Sensory Development: Children will demonstrate greater awareness and appreciation of sensory stimuli, exhibiting more refined responses to tactile, visual, auditory, olfactory, and gustatory experiences.

Improved Verbal and Artistic Expression: Children will show increased ability to express thoughts, emotions, and ideas verbally and artistically, gaining greater confidence in communication.

Developed Social and Emotional Skills: Progress in social skills, such as sharing, cooperating, and resolving conflicts constructively, as well as a deeper understanding of their own emotions and interactions with others, will be observed.

Stimulated Curiosity and Learning: Children will display a positive attitude toward learning, showing increased curiosity, initiative, and enthusiasm for exploring the world around them.

PROJECT RELEVANCE TO THE COMMUNITY:

The Early Childhood Project plays a crucial role in positively transforming the social, educational, and emotional conditions of children and their families in Jardim Ângela.

Its relevance is evident in several aspects:



- **Early Intervention:** Focusing on early childhood represents a proactive approach, helping to build strong developmental foundations for children.
- **Breaking Cycles of Vulnerability:** Addressing historical challenges, the project aims to break cycles of disadvantage by providing educational and emotional experiences that disrupt negative patterns.
- **Community Strengthening:** By empowering children, the project positively impacts the community, fostering an environment that supports development and growth.

CONNECTION BETWEEN THE EARLY CHILDHOOD PROJECT AND THE SUSTAINABLE DEVELOPMENT GOALS (SDGs)



Quality Education:

- The project aims to enhance expression and knowledge in early childhood, promoting access to quality education from the earliest years of life.



Reduction of Inequalities:

- The initiative directly contributes to reducing inequalities by providing educational and sensory opportunities in vulnerable areas, striving to equalize developmental conditions.

Goal for 2025:

By 2025, the Early Childhood Project aims to expand its team by hiring professionals, including child development specialists, educators, and psychologists, to provide more specialized and enriched support. Additionally, the project seeks to offer comprehensive services by extending its operational hours beyond Saturdays, ensuring weekday coverage to better meet the needs of children aged 0 to 5 and their families.





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El can only express my gratitude for having my daughters be part of Instituto Ebenézer. Thanks to you, they have met amazing people and visited incredible places they will never forget. Every day is a new learning experience!

For me, it's wonderful to see them participating, as they rarely go out, and at the Institute, they get to enjoy activities, interact with friends and teachers. When there are no activities, they get sad and immediately ask why there wasn't any—haha! What they learn at the Institute, they put into practice at home. It's truly special to have a family-like environment for the children, where they are treated with so much care and affection.

Love and dedication make all the difference in their lives. Gratitude!

Bruna Castro de Souza

Mother of beneficiaries Kezya, Adrielle, and Breno



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PSYCHOSOCIAL

The Psychosocial initiative is fundamentally designed to provide support, assistance, and free psychological care to individuals facing emotional difficulties and living in socioeconomic vulnerability. The team consists of qualified professionals, including psychologists, psychoanalysts, family therapists, educational psychologists, and psychology students in training. The project aims to help individuals achieve emotional stability, enabling them to face daily challenges with confidence and resilience. It serves all age groups, offering 20 individual psychotherapy sessions per week and engaging 58 children in therapeutic experiences.

EXPECTED RESULTS:

- **Improved Emotional Well-Being:** The project's core objective is to enhance the emotional well-being of those served. Individuals participating in individual therapy and therapeutic experiences for children should experience a significant reduction in emotional distress, greater emotional stability, and an overall sense of comfort and life satisfaction.
- **Strengthened Resilience:** The initiative seeks to build resilience, equipping participants with the ability to cope more effectively with daily difficulties and emotional challenges. This means acquiring skills to handle stressful situations with confidence and overcome obstacles in a healthy manner.
- **Reduction of Stigma:** The project aims to reduce the stigma associated with mental health issues within the communities served and society at large. This involves promoting awareness, understanding, and acceptance of mental health conditions while challenging harmful stereotypes.
- **Empowerment of Children:** Through therapeutic experiences, the project empowers children by helping them recognize and understand their emotions, develop socio-emotional skills, and foster autonomy. The goal is to cultivate more confident children who can navigate emotional challenges and social interactions in a healthy and constructive way.



PROJECT RELEVANCE TO THE COMMUNITY:

The relevance of the Psychosocial project to the community is evident when considering several factors that impact mental health:

- **Lack of Mental Health Services:** One of the main reasons for the project's creation is the chronic shortage of accessible and quality mental health services in the community. Many residents struggle with emotional challenges such as anxiety, depression, and post-traumatic stress without access to proper therapy or support.
- **Stigma and Misinformation:** The stigma surrounding mental health is a major barrier that prevents individuals from seeking help. Often, a lack of awareness and understanding about mental health issues leads to isolation and silent suffering.
- **Socioeconomic Vulnerability:** The community faces high rates of unemployment, poverty, and a lack of economic opportunities. This project was developed as a response to the socioeconomic vulnerability that directly impacts the community's mental health.

CONNECTION BETWEEN THE PSYCHOSOCIAL PROJECT AND THE SUSTAINABLE DEVELOPMENT GOALS (SDGs)



Eradication of Poverty:

- It contributes to mitigating the impacts of poverty by providing free psychological assistance to individuals in socioeconomic vulnerability, promoting emotional well-being and resilience.



Health and Well-Being:

- By working in the field of mental health, the project promotes emotional well-being, reduces mental distress, and strengthens resilience, directly contributing to the achievement of SDG 3.





Quality Education:

- By providing psychological support and therapeutic experiences for children, the project contributes to promoting healthier educational environments, fostering socio-emotional development and learning capacity.

Goal for 2025:

Our main objective for 2025 is to strengthen and significantly expand the services offered to the community, aiming for a broader impact on mental health. We plan to secure funding for the hiring of a psychologist, ensuring paid professionals on our team in addition to existing volunteers. Furthermore, we seek to expand our reach by extending service hours.



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The Institute is a welcoming place where children love to be. The caregivers truly love these children and do everything they can to keep them safe, ensuring that each one feels recognized and valued. My son loves going there and participating in the activities!

Aline Saragoça
Mother of Lorenzo



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FAVELA DEVELOPERS ACADEMY

Favela Developers Academy is a project aimed at training technology professionals in peripheral communities and favelas. The initiative has a dual objective: to provide meaningful professional training for individuals in socioeconomic vulnerability and to meet the growing demand for skilled labor in the technology and innovation sector. By offering practical training, mentorship, and support, the project seeks to generate social and economic impact, empowering participants for the job market and contributing to the reduction of socioeconomic disparities. Continuous monitoring and evaluation ensure the program's effectiveness and allow for adjustments to better meet the evolving needs of both the community and the tech sector.

Monday to Friday, from 2 PM to 5 PM. There are 20 students in the in-person course and 30 students in the online program.

EXPECTED RESULTS:

- **Reduction of Socioeconomic Inequalities:** A decrease in socioeconomic disparities is expected as participants acquire valuable skills and enter the job market.
- **Creation of a Positive Development Cycle:** The project aims to establish a positive cycle where beneficiaries become role models and mentors for future generations, creating a lasting impact.
- **Transformation of Perceptions About Peripheral Communities:** The initiative seeks to challenge negative stereotypes and shift the perception of these communities by highlighting their potential and contributions to society.
- **Effective Integration into the Tech Market:** Participants should not only enter the job market but also positively influence the industry, contributing to diversity and innovation.



Promotion of Local and Economic Development: The project aims to drive local development by empowering participants, creating a multiplier effect in the economies of the communities served.

RELEVANCE OF THE PROJECT TO THE TERRITORY:

The relevance of the Favela Developers Academy project to the territory it belongs to is profound, addressing socioeconomic inequalities and the lack of access to opportunities in peripheral communities and favelas. The need to tackle these systemic gaps is evident:

Inequality of Opportunities: The project bridges disparities by offering technology training to young people who would otherwise have limited access to such knowledge.

Lack of Technological Skills: By addressing the gap in technological skills, the project equips participants for emerging opportunities in the digital economy.

Exclusion from the Job Market: It combats labor market exclusion by providing qualification and support networks for young people in peripheral communities.

Empowerment and Human Development: The training goes beyond professional skills, fostering personal and community empowerment, creating leaders and change agents.

Innovation and Entrepreneurship Scene: It inspires young people to become key players in the technological and entrepreneurial landscape, unlocking the untapped potential of talents in marginalized communities.

RELATIONSHIP BETWEEN THE FAVELA DEVELOPERS ACADEMY PROJECT AND THE SUSTAINABLE DEVELOPMENT GOALS (SDGs)



Eradication of Poverty:

- By training young people in vulnerable communities, the project contributes to poverty eradication by providing sustainable pathways for development.





Quality Education:

- It contributes to technical and educational training, providing participants with knowledge in technology.



Decent Work and Economic Growth:

- It encourages labor market inclusion, contributing to economic growth and unemployment reduction.



Industry, Innovation, and Infrastructure:

- It fosters innovation by creating an environment conducive to technological development in historically excluded communities.



Reduction of Inequalities:

- Focused on reducing socioeconomic disparities by providing technology opportunities for peripheral communities.

Goal for 2025:

For the year 2025, we have set the goal of strengthening and expanding our educational programs. We plan to hire a qualified educator to enhance the learning experience provided. Additionally, we intend to increase the number of computers to 40. We will expand the number of beneficiaries by operating with three simultaneous classes, increasing our reach within the community. Furthermore, we aim to establish strategic partnerships with educational technology companies (EdTechs) to incorporate new courses.



ACADEMIC REINFORCEMENT

The project, in partnership with Alicerce Educação, aims to provide an environment where students truly learn through structured knowledge tracks in reading, writing, mathematics, and English. Additionally, it focuses on developing essential life skills, promoting socio-emotional competencies crucial for personal, interpersonal, and social growth. The initiative also seeks to expand children's cultural repertoire through dynamic and interactive classes.

METHODOLOGY:

Teaching is personalized and continuously monitored to ensure student progress. The methodology follows an assessment and adaptation cycle:

- **Initial Assessment:** An adaptive evaluation is conducted at the beginning of the program to identify students' main academic gaps.
- **Development Map:** Identifies both individual and group needs within the class.
- **Personalized Learning:** Biweekly goal planning aligned with development tracks and socio-emotional skills.
- **Continuous Monitoring:**
- **Mini Map (every 2 weeks):** Reevaluation of progress and adjustment of the learning plan.
- **Feedback & Adjustments:** Students receive feedback on their learning and, together with their leader, plan the next development sprint.
- **NPS Satisfaction Survey:** Assessment of student experience.

OPERATIONAL DETAILS:

Number of Students: 40

Age Group: 6 years and older

Schedule: Morning or Afternoon

Frequency: 5 times per week

Duration: 3 hours/day (up to 6 hours/day at the unit)



EXPECTED RESULTS:

Development of Basic Competencies in Reading, Writing, Mathematics, and English:

The project aims to strengthen the foundations of academic knowledge, ensuring that students understand and apply essential concepts in these areas. This includes everything from literacy to problem-solving in mathematics, writing improvement, and introduction to a new language, providing a more solid and structured learning experience.

Greater Autonomy and Confidence in Learning:

Through personalized teaching and continuous monitoring, students will be encouraged to develop independence in their studies. They will learn to manage their time, seek solutions to academic challenges, and trust their abilities, becoming more confident in facing new learning stages.

Expansion of Students' Cultural and Social Repertoire:

Beyond strengthening fundamental subjects, the project will offer activities that broaden students' worldview, introducing them to new cultures, histories, and experiences. This will be achieved through diverse readings, debates, interdisciplinary projects, and playful activities that stimulate creativity and self-expression.

Strengthening Socioemotional Skills and Life Competencies:

Education goes beyond academic content; it also involves developing essential skills for students' emotional and social well-being. With a focus on teamwork, resilience, communication, and conflict resolution, the project aims to prepare students for healthier interactions and a future with more opportunities.

PROJECT RELEVANCE FOR THE TERRITORY:

The implementation of the After-School Tutoring Program is essential to bridging learning gaps and providing more efficient and tailored education for children in situations of social vulnerability. The main impacts include:



The importance of this initiative is evident when considering the following aspects:

- 1. Reducing Learning Gaps:** The project directly reinforces essential skills in reading, writing, and mathematics, preventing school dropout and academic failure.
- 2. Encouraging Holistic Development:** The project goes beyond providing career-related information; it aims to foster the overall development of children. By stimulating self-exploration, self-awareness, and socio-emotional skills, it seeks to empower children to face future challenges with confidence and resilience.
- 3. Promoting Cognitive and Socio-Emotional Skills:** The initiative enhances both cognitive and socio-emotional abilities, equipping students to tackle future challenges successfully.
- 4. Strengthening Identity and Self-Esteem:** Personalized support allows students to recognize their progress and achievements, reinforcing their sense of self-worth.
- 5. Community Impact:** Strengthening children's education generates positive ripple effects on their families and the broader community, creating more opportunities for social growth.

CONNECTION BETWEEN THE SCHOOL SUPPORT PROJECT AND THE SUSTAINABLE DEVELOPMENT GOALS (SDGs):



Quality Education:

- Provides a structured and effective learning experience, reducing learning gaps.



Reduction of Inequalities:

- Provides equitable opportunities for children facing educational challenges due to social vulnerability.





Decent Work and Economic Growth:

- By equipping children with skills from an early age, the project contributes to their future integration into the job market.

Goal for 2025:

Transform the Tutoring Program into an independent initiative of Instituto Ebenézer, eliminating the need for outsourcing and ensuring educational management aligned with the institution's values and objectives. To achieve this, Instituto Ebenézer will hire two dedicated teachers, expanding student support and strengthening the quality of education provided. The internal structure will be adjusted to better meet students' needs, ensuring a more comprehensive and consistent learning experience.



YOUNG.BR PARTNERSHIP – BEACH TENNIS

The Jovem.bt Institute offers weekly Beach Tennis classes for children and teenagers aged 8 to 16.

Beyond practicing the sport, participants have the opportunity to develop values and skills such as determination, resilience, focus, commitment, teamwork, and a sense of belonging.

OPERATIONAL DETAILS:

- **Number of students from Instituto Ebenézer:** 8
- **Age range:** 8 to 16 years
- **Duration:** 1 hour per week



PARTNERSHIP WITH PAULISTANA FOUNDATION

The Paulistana Foundation for Professional Education, linked to the São Paulo City Hall, offers a wide range of free professional qualification courses in various fields, including Gastronomy, Technology, Creative Economy, Health and Well-being, as well as Management, Entrepreneurship, and Work.

OPERATIONAL DETAILS:

- **Course:** Sales Promoter.
- **Number of Students Attended at Instituto Ebenézer:** 105 students
- **Age Range:** 18 years and older
- **Duration:** 3 classes of 4 hours each, Monday to Friday.



TRIPS AND OUTDOOR ACTIVITIES – 2024

In 2024, we provided children with unique experiences through cultural, recreational, and educational outings. These activities were designed to encourage creativity, promote learning, and strengthen social bonds. With each event, new discoveries were made, expanding their cultural horizons and inspiring dreams for the future.

Our deepest gratitude to everyone who contributed to this journey, providing new perspectives and unforgettable opportunities for the children.



January 14 – Luther King Musical (Nissi Theatre):

An emotional performance portraying the journey of Martin Luther King, sparking reflections on equality, justice, and the fight for civil rights.



January 26 – The Lion King Musical (Teatro Renault):

The classic Disney story captivated the children with a spectacular production, teaching valuable lessons about growth, courage, and belonging.



April 10 – Trip to Roda Rico:

The children had the opportunity to see São Paulo from a new perspective, admiring the city from above on the largest Ferris wheel in Latin America.





April 13 – Leisure Day at Hot Beach Resort:

A day filled with fun at the water park, encouraging socialization and moments of relaxation.



June 15 – Hot Wheels City Experience:

An interactive and thrilling event where Hot Wheels fans experienced a themed environment filled with activities inspired by the iconic toy cars.



July 4 – The Little Prince Exhibition:

A journey through the magical universe of The Little Prince, encouraging imagination and a love for reading.



July 11 & September 16 – Cirque du Soleil:

The children were amazed by the breathtaking show filled with acrobatics, music, and inspiring storytelling.





July 21 – NBA House:

An interactive event for basketball enthusiasts, where participants could experience activities inspired by the NBA and immerse themselves in the culture of the sport.



July 22 – The Sound of Music Musical (Vibra São Paulo):

An emotional experience with the classic story of Maria and the Von Trapp family, reinforcing the power of music and resilience.



July 25 – Visit to Natureza Conecta:

An enriching experience with the NGO that combats social exclusion through animal-assisted therapy and trauma pedagogy, promoting well-being and inclusion.



August 1 – Career Talk at BTG Pactual Bank:

An inspiring conversation with Human Resources professionals, sparking the young people's interest in the future and their career possibilities.





20/10 – Hairspray Musical (Renault Theatre)

ma história vibrante e cheia de energia, abordando temas como inclusão, diversidade e autoaceitação.



October 22 – Culinary Experience at Outback Brasil:

A special moment to experience a unique dining environment and explore new culinary experiences.



October 27 – Winnie the Pooh Musical (Villa Lobos Theatre):

A charming show that brought nostalgia and valuable lessons about friendship and simplicity.



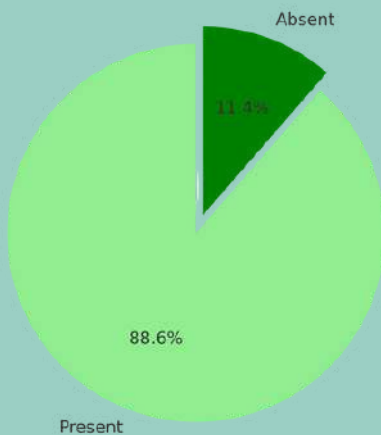
December 20 – Breakfast at Canopy São Paulo Jardins Hotel:

Canopy São Paulo Jardins Hotel generously offered a special breakfast for the children, providing a unique experience in a sophisticated setting.



RESULTS MAP

ATTENDANCE RATE 2024



88.6%

Consistent Attendance Rate:

The chart highlights the remarkable consistency and engagement of participants in Instituto Ebenézer activities over the years. The increasing attendance rate, reaching 88.6% in 2024, demonstrates that the served community is becoming more committed and actively involved in the proposed activities.

This rise in attendance is the result of effective management practices, including monthly attendance monitoring and continuous feedback with participants and their guardians.



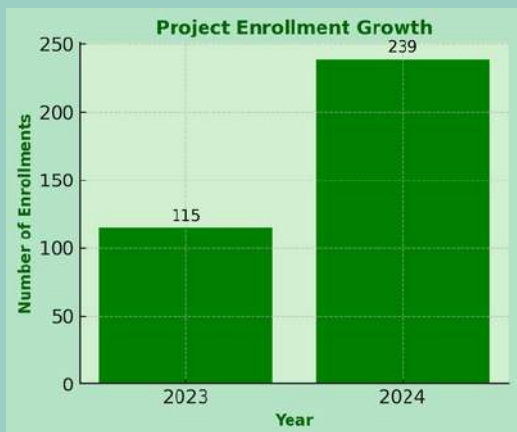
+300%

Expansion of Weekly Services:

Previously, services were offered exclusively on Saturdays, totaling 60 appointments per week. With the expansion of activities and team restructuring, services are now available from Monday to Saturday, reaching **240** weekly appointments.

This change represents a **300%** growth, ensuring more accessible and continuous support throughout the week. The increase in the number of appointments reflects the commitment to expanding social impact and reaching a greater number of beneficiaries.





Significant Increase in Project Enrollment:

The chart clearly highlights the positive impact of the Ebenézer Institute, showing a substantial growth in participation from 2023 to 2024.

The number of enrolled participants increased from 115 to 239, with 134 receiving continuous support and 105 students assisted within a month through the Fundação Paulistana program, representing a 107.8% growth.

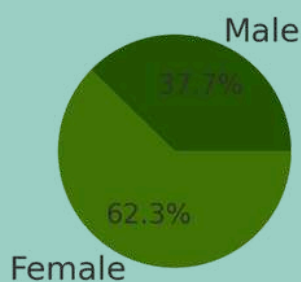
This progress demonstrates the growing recognition of the Institute's initiatives and their importance to the community.

This positive impact not only strengthens the Institute's position as a transformative agent but also reaffirms the relevance of its activities in the social and educational development of the region.

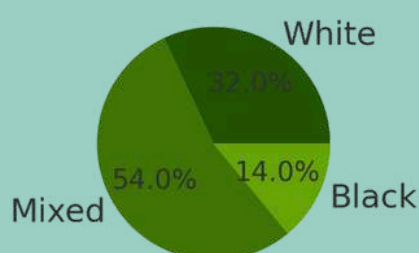


SOCIAL PROFILE OF STUDENTS

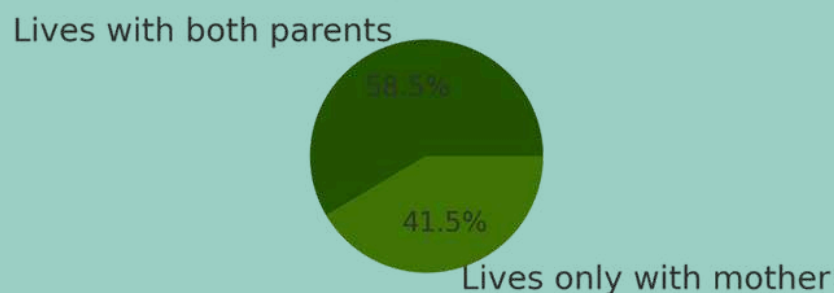
GENDER



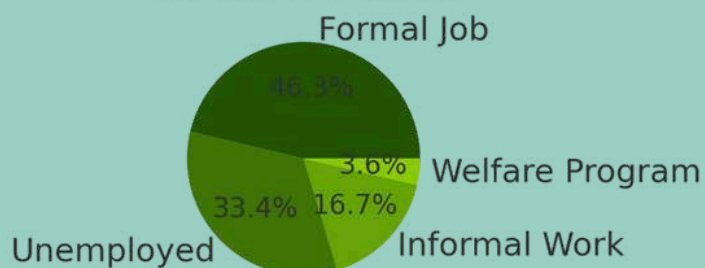
ETHNICITY



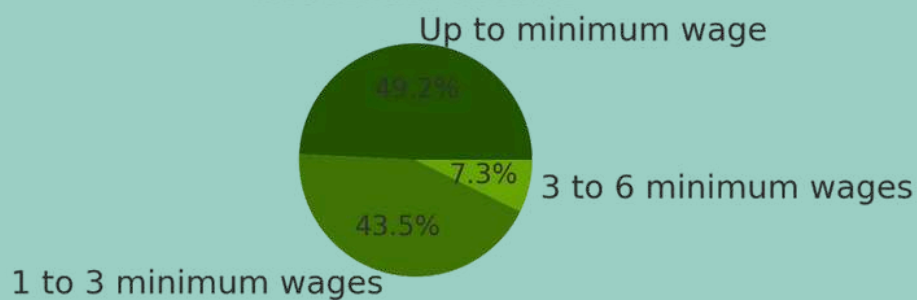
RESIDENCE



SOURCE OF INCOME



HOUSEHOLD INCOME



OUR TEAM

Instituto Ebenézer is honored to introduce its dedicated team, composed entirely of volunteers who generously devote their time and perform their roles with excellence.

Our volunteers are the driving force behind Instituto Ebenézer, working tirelessly to promote the well-being of those we serve. Their diverse skills, unique experiences, and unwavering commitment are the pillars that sustain our activities, enriching our projects.

Instituto Ebenézer expresses its deepest gratitude to every member of our volunteer team. Your dedication and hard work are essential to the success of our initiatives and to fulfilling our mission of positively impacting the lives of those we support, empowering them to take charge of their own stories.

With great pride, we present them as true agents of change:

Board of Directors:

- Ueliton Rocha – President
- Helena Guardiano – General Secretary
- André Pereira – Treasurer

Supervisory Board:

- Bianca Luiz
- Ezequiel Xavier
- Juliano Barreto



Education:

- Renata Amorim – Coordinator, "Laboratório de Sonhos"
- Daisy Roque – Education Assistant
- Bianca Silva – Early Childhood Coordinator
- Kesia Batista – Education Assistant

Culture:

- Sula Souza – Culture Promoter

Mental Health:

- Helena Guardiano – Psychologist & Coordinator of Therapeutic Experiences
- Josefa Oliveira – Psychopedagogue & Family Therapist
- Rodrigo Oliveira – Psychoanalyst & Family Therapist

Therapeutic Experiences:

- Ana Beatriz Ribeiro – Psychology Intern, UNIP
- Caroline de Paula – Psychology Intern, UNIP
- Isabela Gragnani – Psychology Intern, UNIP
- Milena Dantas – Psychology Intern, UNIP
- Nerci Carolina – Psychology Intern, UNIP

External Actions:

- Alice Rocha
- Aline Oliveira
- Camila Viana
- Ezequiel Xavier
- Audenice Rodrigues

Technology:

- Thainá Lima
- Rodrigo Campos



OUR FUNDERS/DONORS

We were able to complete another year and continue our mission thanks to the trust of our supporters. In 2024, we were funded exclusively by individual contributions from 116 individuals and 8 companies, totaling R\$ 130,259.91.

The trust of our donors is essential for the Instituto Ebenézer to sustain its activities. We constantly strive to optimize resources and maintain efficient management. We would like to express our sincere gratitude to the funders who believe in our work, helping us expand our social impact in our area of operation

Thank you for being part of this journey with us!

Corporate Funders: Total: R\$ 55,900.00

- 1 LAB OF CHANGE – R\$ 20.000,00
- 2 BANCO BTG PACTUAL S.A. – R\$ 10.000,00
- 3 DATORA PARTICIPAÇÕES E SERVIÇOS S.A. – R\$ 7.500,00
- 4 L B R ENGENHARIA E CONSULTORIA LTDA – R\$ 6.600,00
- 5 EMPÓRIO CASA GRANDE – R\$ 5.000,00
- 6 FUNDAÇÃO PAULISTANA – R\$ 3.000,00
- 7 GERANDO FALCÕES – R\$ 2.500,00
- 8 LINE SERVICE TERCEIRIZAÇÃO E SERVIÇOS LTDA – R\$ 1.300,00

Individual Funders: Total: R\$ 74,359.91

List of the top 50 individual funders:

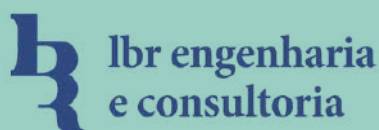
- | | |
|---|---|
| 1 MARINA GOULART – 20,84% | 2 6 THIAGO DO CARMO – 0,56% |
| 2 CRISTIANE PEREIRA – 11,35% | 2 7 MARIJANE NASCIMENTO – 0,54% |
| 3 ROBERTA OLIVEIRA – 8,52% | 2 8 MARIA APARECIDA DUARTE AMARAL – 0,54% |
| 4 JAQUELINE GOMES – 6,59% | 2 9 ALCIONE BONOTTO – 0,47% |
| 5 QUEREN BARROS – 4,19% | 3 0 LUCIMARA CONCEICAO DA COSTA – 0,47% |
| 6 DANIEL RIVAS MENDEZ – 4,17% | 3 1 KATIA NUNES – 0,47% |
| 7 ALICE BARRETO – 2,89% | 3 2 RENATA DE OLIVEIRA – 0,40% |
| 8 ISRAEL NACAXE – 2,69% | 3 3 LAIZA RIBEIRO – 0,40% |
| 9 BRUNO DUQUE – 2,69% | 3 4 EDUARDO RIBEIRO – 0,36% |
| 10 ISMERINDA OLIVEIRA – 2,42% | 3 5 RENATO VELONI – 0,34% |
| 1 1 CAIQUE DO CARMO – 2,35% | 3 6 YASMIM BARROS – 0,34% |
| 1 2 MARLY ALVES – 2,24% | 3 7 ELAINE BATISTA – 0,33% |
| 1 3 DANIEL CLODOALDO – 2,23% | 3 8 UELTICA CARMO – 0,31% |
| 1 4 LEIDAIANA GOMES – 2,23% | 3 9 ANA PAULA DE FRANCA – 0,28% |
| 1 5 AMANDA NUNES – 1,88% | 4 0 KENEDY ANSELMO DA GAMA – 0,27% |
| 1 6 RODRIGO FERRONI – 1,73% | 4 1 MOISES CAZÉ DE SOUZA SANTOS – 0,27% |
| 1 7 RENATA AMORIM – 1,68% | 4 2 JOSÉ CARLOS DA SILVA JUNIOR – 0,27% |
| 1 8 GLAUCO LUIS CARNEIRO – 1,34% | 4 3 ISMERINDA BATISTA DE OLIVEIRA – 0,27% |
| 1 9 LABORATÓRIO DA TRANSFORMAÇÃO LTDA – 1,15% | 4 4 ESTER SENA LINS – 0,27% |
| 2 0 PEDRO TEIXEIRA NETO – 0,75% | 4 5 VERIDIANA MOTA DE SOUZA – 0,27% |
| 2 1 CAROLINE GARDEMAN – 0,67% | 4 6 ALDENICE SANTOS DA C SILVA – 0,26% |
| 2 2 DANIELA MARGIOTA – 0,67% | 4 7 ANA CRISTINA BARROS DA SILVA OLIVEIRA – 0,23% |
| 2 3 ALLAN BORDIN – 0,67% | 4 8 THALYTA FERREIRA LIMA – 0,21% |
| 2 4 DAISY ROQUE – 0,63% | 4 9 ELIZANDRA MARTINS DA SILVA – 0,20% |
| 2 5 JONAS OVARISCA – 0,56% | 5 0 DERLANE BARROS OLIVEIRA SUHAI – 0,20% |



INSTITUTIONAL SUPPORTERS

Gratitude to our institutional supporters, true essential pillars who played a fundamental role in fulfilling our mission in the year 2024. Their contributions allowed us to make significant progress in our projects. We were able to extend our reach and impact, benefiting more vulnerable people and promoting positive changes.

Together, we are building a more promising future and look forward to continuing this collaborative journey in pursuit of an even more significant social impact in 2025.



FINANCIAL IMPACT

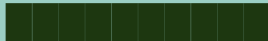
Annual Financial Report for the Fiscal Year 2024

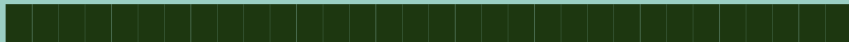
The year 2024 was marked by significant growth in fundraising, allowing Instituto Ebenézer to expand its activities and strengthen its financial structure. The 125% increase in revenue and the diversification of funding sources were key factors in reversing the 2023 deficit and ensuring a positive balance at the end of the period.

Total Revenue (2023 vs. 2024)

 Increase of 125%

+125%

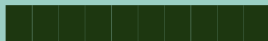
2023 |  R\$ 57,921.86

2024 |  R\$ 130,259.91

Total Expenses (2023 vs. 2024)

 Increase of 108%

+108%

2023 |  R\$ 62,482.32

2024 |  R\$ 130,056.07

Final Balance

 Improvement from deficit to surplus

2023 |  -R\$ 4,560.46

2024 |  R\$ 203.84

Main Revenue Sources

Individual Donations ( +39%)

+39%

2023 |  R\$ 53,521.86

2024 |  R\$ 74,359.91

Corporate Donations ( +3,500%)

+3500%

2023 |  R\$ 1,400.00

2024 |  R\$ 50,400.00



The significant growth in revenue in 2024 enabled structural advancements and the expansion of Instituto Ebenézer's social impact. The influx of new resources not only covered operational expenses but also allowed for strategic investments, such as renting a new space with greater capacity for service, reinforcing the Institute's commitment to quality and the expansion of its programs.

The 108% increase in expenses was directly linked to the expansion of activities and the enhancement of resources allocated to students. This growth was essential to strengthen existing initiatives and ensure the continuity of offered programs. Additionally, the 3,500% surge in corporate donations highlights the growing recognition of the importance of the work being carried out, providing greater financial sustainability in the long term.

Cost per Student

- ◆ **Annual cost per student:** R\$ 997.37
- ◆ **Monthly cost per student:** R\$ 83.11

Donation Concentration

Diversifying revenue sources remains a challenge. A large portion of donations still comes from a small group of donors, making it necessary to implement strategies to expand the donor base and ensure greater financial security.

Outlook for 2025

Following the financial and structural growth achieved in 2024, Instituto Ebenézer is preparing for a new cycle of strengthening and expansion in 2025. Financial sustainability will remain a priority, with the implementation of strategies to ensure greater efficiency in resource management and the broadening of fundraising channels.

The primary goal for the upcoming year is to strengthen institutional partnerships and further diversify revenue sources, reducing dependence on a limited number of donors. Additionally, cost optimization measures will be adopted to ensure that every investment is strategically allocated to maximize social impact.



Detailed Statement of Expenses and Revenues

Credits:

Description

Individual Donation	74359.91
Corporate Donation	50400.00
Fundação Paulistana Payment	3000.00
Gerando Falcões Cost Assistance Receipt	2500.00
Total Credits	130259.91

Expenses:

Description

Toy Rental for Children's Day Party	3120.00
Chair Rental	216.00
Advertisement Ads	457.63
Institutional Bags	1557.00
Visual Communication	469.79
Water Consumption	1755.55
Volunteer Training Courses	594.00
Rent Expenses	2970.00
Food Expenses	21313.75
Food Expenses - Children's Day Party	2426.87
Electricity	1719.86
Gas	99.99
Municipal Tax	225.58
Building Maintenance	1098.44
School Supplies for Children	1074.44
Consumable Materials	12325.29
Medications for Attendees	213.23
Monitoring and Alarm	2388.28
Cost Assistance Payment	2754.56
Cleaning Products	3152.60
Hygiene and Beauty Products	4299.80
Easter 2024 Gifts	944.70
Transport Reimbursement	2917.10
Legal Services	1000.00
Accounting Services	3782.00
Third-Party Services	7193.40
Bank Fee	172.00
Telephone	1093.95
Transport for Attendees	8375.00
Donation Transport	595.00
Institutional Uniform	7266.65
Clothing for Attendees	442.85
Total Expenses	130856.07

Total Credits: 130259.91

Total Expenses: 130856.07

Total: 203.84

This detailed financial report demonstrates that we had a positive balance of BRL 203.84 in the year 2024.





CNPJ 30.434.044.0001-90

Banco Cora
Agência: 0001 Conta 1227454-5



Click the icon to access our social media.



INSTITUTO **E3BENÉZER**

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 Email: institutosocialebenezer@gmail.com



INSTITUTO **E3BENÉZER**



**If we change the beginning of the story,
we change the whole story.**

@institutosocialebenezer

**THANK
YOU!**



INSTITUTO **E3**ENEZER

