

Walk with **purpose,**  
live **with + passion.**

**ANNUAL  
REPORT**

INSTITUTO  
**LIVRES**  
Missão Social Sustentável

IMPACTO  
SERTÃO  
**LIVRE**



INSTITUTO  
**LIVRES**  
Missão Social Sustentável

2023

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# Message from the Founder and Chairman of the Board

**It is with great joy that we share the Instituto Livres' 2023 annual report.**

This year, we are reminded of the wise words of Proverbs 21:5: "Good planning and hard work lead to prosperity". This truth is echoed in each of our achievements and in the tireless efforts of our team.

We celebrate not only the numbers and statistics, but above all the tangible impact that our planning and hard work have had on the lives of those we serve.

Every life transformed, every community benefited, is testimony to the commitment and dedication of all Instituto Livres employees, partners and agents.

Our prosperity is not measured by financial success, but by the good we are able to do for others. It is in the stories of resilience, of smiles restored and the opportunities created that we find the true fulfillment of our mission.

May we continue to move forward with the same determination and passion, knowing that every effort invested in planning and hard work brings us ever closer to achieving our vision of a fairer and more dignified world for all.

  
Juliano Son





# THE LIVRES

We will be completing 17 years of social action in favor of Brazil in 2023.

We are celebrating a career marked by love for others and dedication to social causes. Livres has excelled in welcoming and caring for children, as well as serving communities from sertão, meeting their basic needs and promoting a significant transformation in well-being, self-esteem and the development of life and coexistence.

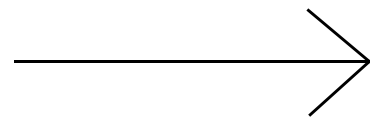
## Essence over Form

The essence of what we live at Livres permeates all our actions, reflecting our unique way of being and acting. At Livres, we value the application of Essence over Form when seeking results that can carry within them what is good, sustainable and ethical. That is auditable, long-lasting and crosses generations, in line with our conduct and morals.

Our purpose is to **love and serve** others.

In order to achieve our purpose, we have transparently outlined our values, mission and vision, which play the role of pillars in all our projects. These essential principles drive our work, reinforcing our constant commitment to being agents of transformation in Brazilian society.

At Instituto Livres, we contribute directly to achieving **9 of the 17** UN Sustainable Development Goals:



# Livres' Highlights in 2023

The 18th edition of Impacto Sertão Livre, in Geminiano, and the 19th edition of Impacto Sertão Livre, in Jaicós.



Celebration of the Instituto Livres 17th anniversary + commemoration of World Water Day and International Women's Day.



Delivery of 72 high-tech filters benefiting 72 families in villages in Piauí.



JAN

MAR

MAY

FEB

APR

JUN

Release of the EP Noite de Adoração 2 in São Paulo.



240 families benefited from the delivery of cooking gas vouchers in Paulistana/PI and villages in partnership with the government. 1.5 thousand tons of food distributed to 56 quilombola families in San Martin, Paulistana/PI.



Delivery of 28 high-tech filters, benefiting 28 families in villages in Piauí.



# Livres' Highlights in 2023

20th edition of Impacto Sertão Livre, in Caridade.



JUL

Drilling of a well in Quilombo Sombrio, benefiting 60 families, around 300 people.



SEP

Release of the documentary "Veredas Sertanejas".



NOV

Celebration of Amarelinho's Day, with the presence of 59 Amarelinhos, in São Paulo.



AUG

Realization of React, in collab with HYPE, with 1140 participants!



OCT

More than 100 panettone were collected in our Christmas Campaign, distributed to vulnerable families in São Paulo/SP.



DEC



Quality is never an accident; it is always the result of intelligent effort.”

John Ruskin



## 2023 results



**48,539**  
Benefited People



**9,708**  
Benefited Families



**380**  
Engaged Volunteers



**121**  
Communities attended

## Consolidated General Results



**226,807**  
Benefited People



**45,361**  
Benefited Families



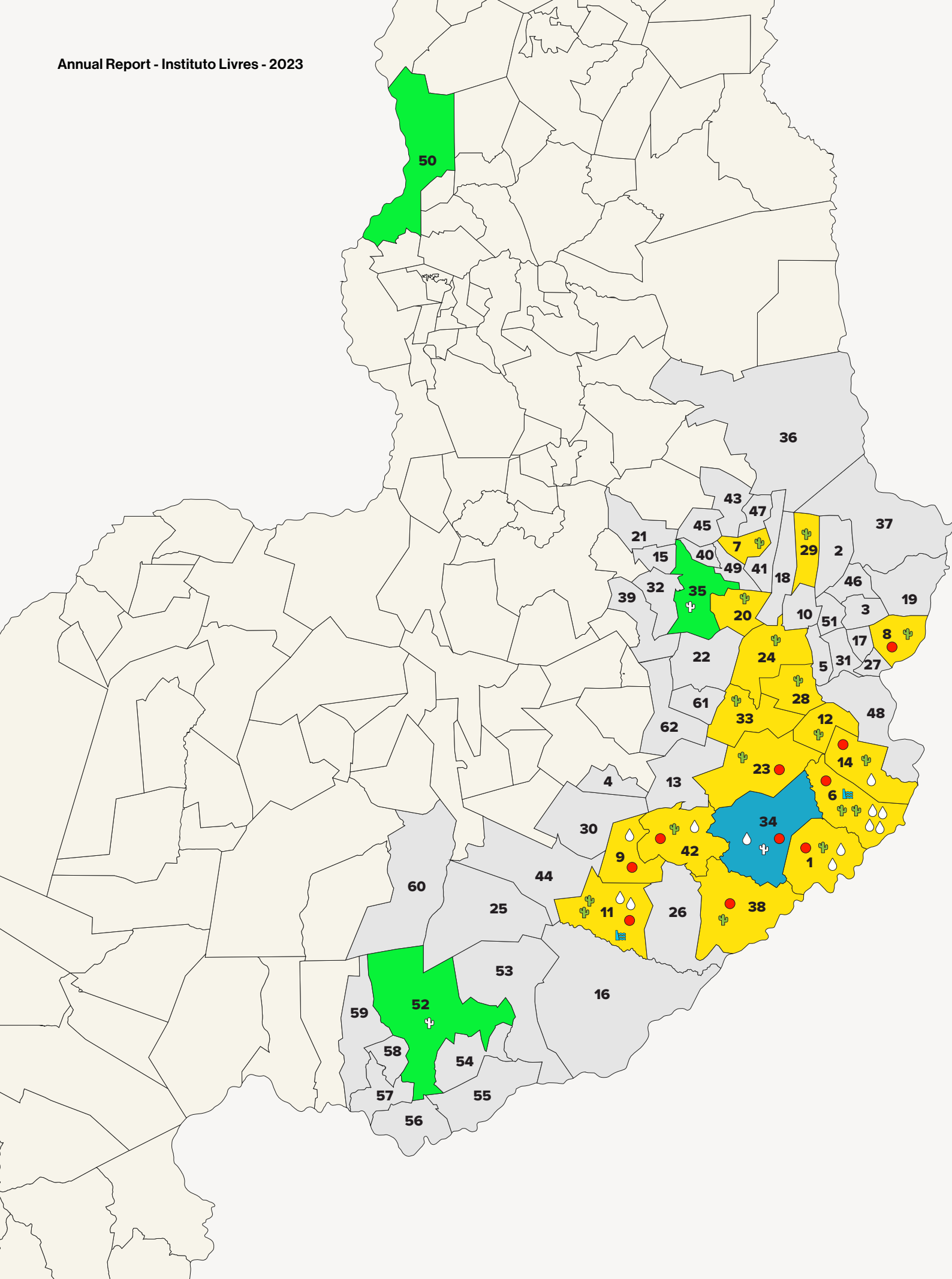
**6,464**  
Engaged Volunteers



**311**  
Communities attended



# Map of the cities reached by Instituto Livres



## Legend

- Benefited cities
- Hubs
- Neighboring Cities
- Advanced Base
- Mais Água
- Impacto
- Dams
- High SVI

## Our projects:

- 20 Impacts
- 12 Water Systems
- 2 Dams
- 10 Socialization and Development Centres

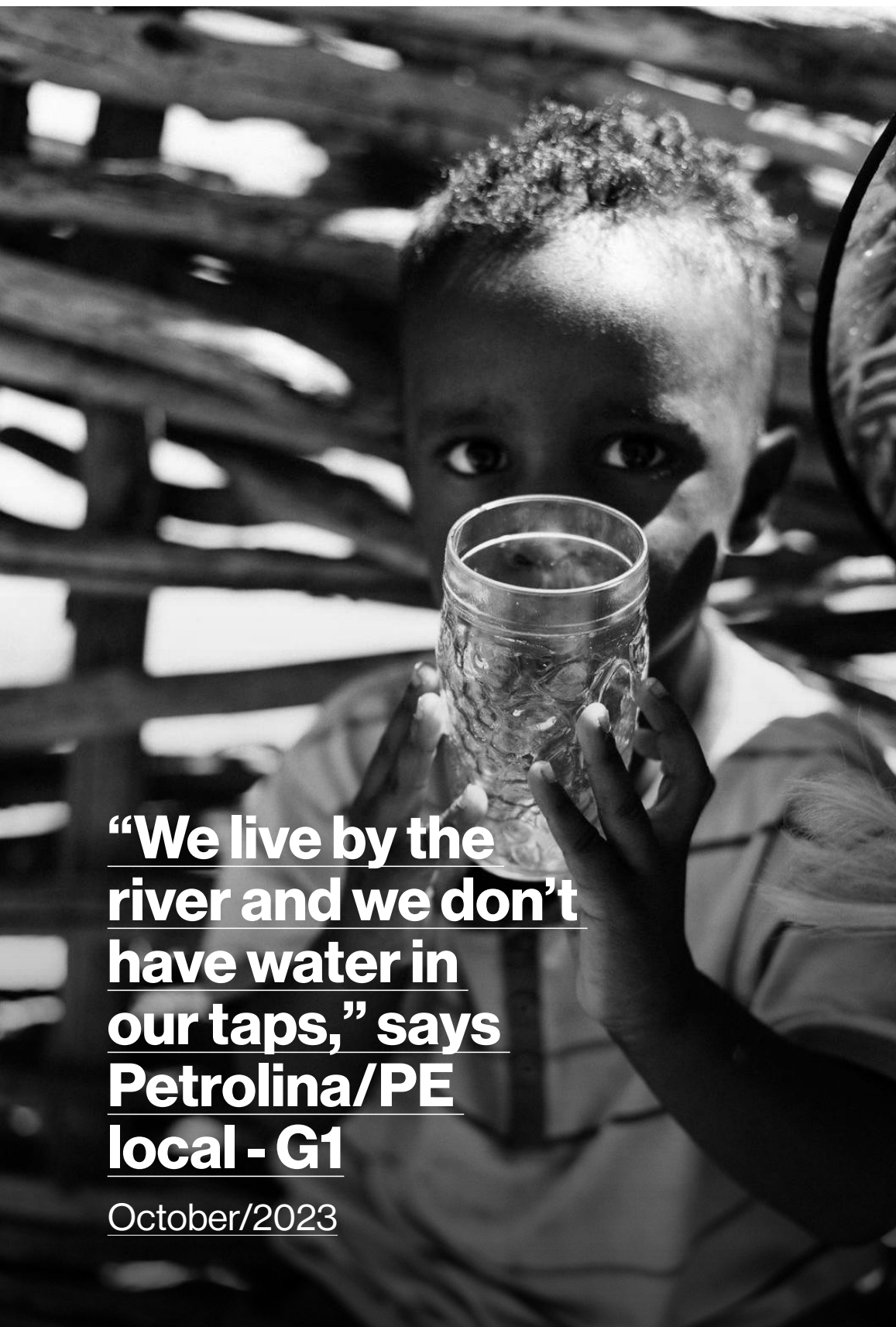
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| <ul style="list-style-type: none"> <li>1. Acauã</li> <li>2. Alagoinha do Piauí</li> <li>3. Alegrete do Piauí</li> <li>4. Bela Vista do Piauí</li> <li>5. Belém do Piauí</li> <li>6. Betânia do Piauí</li> <li>7. Bocaina</li> <li>8. Caldeirão Grande do Piauí</li> <li>9. Campo Alegre Fidalgo</li> <li>10. Campo Grande do Piauí</li> <li>11. Capitão Gervásio Oliveira</li> <li>12. Caridade do Piauí</li> <li>13. Conceição do Canindé</li> <li>14. Curral Novo do Piauí</li> <li>15. Dom Expedito Lopes</li> <li>16. Dom Inocêncio</li> <li>17. Francisco Macedo</li> <li>18. Francisco Santos</li> <li>19. Fronteiras</li> <li>20. Geminiano</li> </ul> | <ul style="list-style-type: none"> <li>21. Ipiranga do Piauí</li> <li>22. Itainópolis</li> <li>23. Jacobina do Piauí</li> <li>24. Jaicós</li> <li>25. João Costa</li> <li>26. Lagoa do Barro do Piauí</li> <li>27. Marcolândia</li> <li>28. Massapê do Piauí</li> <li>29. Monsenhor Hipólito</li> <li>30. Nova Santa Rita</li> <li>31. Padre Marcos</li> <li>32. Paquetá</li> <li>33. Patos do Piauí</li> <li>34. Paulistana</li> <li>35. Picos</li> <li>36. Pimenteiras</li> <li>37. Pio IX</li> <li>38. Queimada Nova</li> <li>39. Santa Cruz do Piauí</li> <li>40. Santana do Piauí</li> </ul> | <ul style="list-style-type: none"> <li>41. Santo Antônio de Lisboa</li> <li>42. São Francisco do Piauí</li> <li>43. São João da Canabrava</li> <li>44. São João do Piauí</li> <li>45. São José do Piauí</li> <li>46. São Julião</li> <li>47. São Luis do Piauí</li> <li>48. Simões</li> <li>49. Sussuapara</li> <li>50. Teresina</li> <li>51. Vila Nova do Piauí</li> <li>52. São Raimundo Nonato</li> <li>53. Corel José Dias</li> <li>54. São Lourenço do Piauí</li> <li>55. Dirceu Acovarde</li> <li>56. Fartura do Piauí</li> <li>57. Várzea Branca</li> <li>58. Bonfim do Piauí</li> <li>59. São Braz do Piauí</li> <li>60. Brejo do Piauí</li> </ul> | <ul style="list-style-type: none"> <li>61. Vera Menezes</li> <li>62. Isaías Coelho</li> </ul> |
|---|---|--|---|

# Mais Água in 2023



projeto  
+ água





**“We live by the river and we don’t have water in our taps,” says Petrolina/PE local - G1**

October/2023

Brazil is facing a serious water shortage, resulting in significant challenges such as the lack of adequate basic sanitation.

**More than 27 million Brazilians still live without access to piped water., according to a new study by Trata Brasil, directly affecting families, both in terms of health and those who depend on agriculture.**

This means that more than a third of the Brazilian population is unable to access drinking water for domestic use, creating a real health risk. In these regions, the lack of drinking water supply systems, combined with the scarcity of rainfall, forces communities to rely on untreated sources such as dams and reservoirs located considerable distances away.

This arduous journey is often undertaken by women, who face it alone, often in the early hours of the morning, repeating the process daily. The good news is that concern about environmental sanitation in Brazil has grown and various measures have already been taken to improve water quality.

But there is still a lot of work to be done, as we need to invest in modernizing supply structures, as well as improving access to treated water.

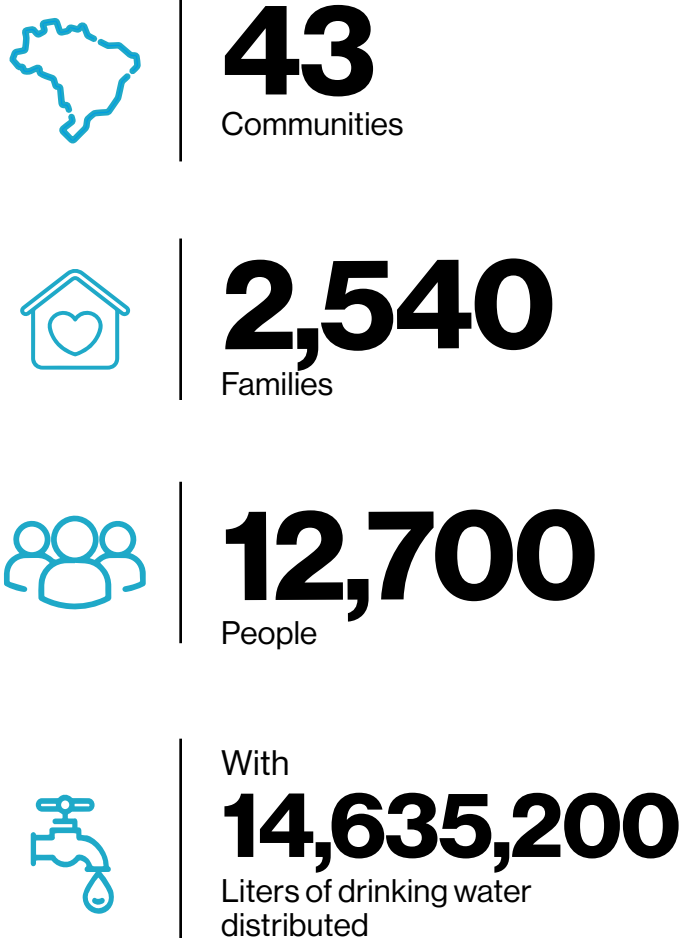
The Mais Água Project has emerged as an economically sustainable response to mitigate the vulnerabilities associated with restricted access to water in northeastern Brazil, which is the region with the highest concentration of households deprived of access to the general treated water network in Brazil - 17 for every 100 households, according to a study by Trata Brasil 2023.

The main objective is to implement water solutions in rural communities located in this region marked by a history of drought, thirst and poverty.

**At Mais Água, we direct our efforts towards facilitating and promoting the sustainable use of water resources.**

The project has been meticulously designed to be economical and effective, taking into account the limitations of resources in the region and resulting in practically zero losses.

## In 2023, Mais Água achieved:



## In the history of Mais Água, we have already benefited:



**In 2023 we drilled a well in the quilombo Sombrio, benefiting 60 families, around 300 people. We also delivered 100 high-tech filters benefiting 100 families, around 500 people.**

The 100 high-tech water filters from our partner ARKEMA have arrived in Paulistana and have been distributed to villages in the rural area.

The advancement of initiatives aimed at food autonomy and the solidarity economy in the sertão seeks to generate employment, income and foster transformative experiences in the community, building a fairer and more sustainable society.

Our **desalination systems** continue to provide clean drinking water to the communities in which they are installed, benefiting the most vulnerable population in particular. **The data alone shows the significant importance of the Mais Água program.**

In addition to presenting measurable impacts in numbers, we stand out for the benefits we have brought to Brazilian sertão. The presence of Mais Água has contributed to increased hope and the strengthening of social and family relations in the communities we serve. The presence of our project has contributed to increased hope and positivity.

The improvement in water quality provided by Mais Água results in fewer cases of illness due to the ingestion of inappropriate water or the lack of it, which not only benefits people's health, but also relieves the health system and the local government.

The active participation of communities in the management and operation of access to clean water strengthens their sense of responsibility and creates a more sustainable and resilient environment. As a result of these interventions, we have witnessed a significant improvement in the quality of life of the communities served, promoting a cycle of local economic growth.

**The presence of Mais Água is therefore a vital stimulus for the sustainable development of these regions, and it is clear to see positive changes in the lives of people in the community.**

# Impacto

# Sertão

# Livre

# in

# 2023



For the past 10 years, we have played a crucial role in promoting social development in communities in northeastern Brazil, facing significant social, emotional and physical challenges.

Each semester, we implement a high-impact immersion and mobilization program, focusing our efforts on areas with a low Human Development Index (HDI). We rely on the active participation of hundreds of volunteers from various fields and skills. Our aim is to serve populations through multidisciplinary activities, while fostering healthy social relationships.

**During our editions we worked in the following areas:**

Health, well-being, citizenship, culture, leisure, vocational courses, creative workshops, lectures and development and training activities for children.

We strengthen local culture and community leaders, contributing to the local economy by

promoting vocational courses that create opportunities for entry into the job market. Cultural events in the square provide access to dance, theater and music, free of charge and accessible to everyone.

We are dedicated to boosting sustainable development in these regions, aiming to transform lives and promote effective changes in the medium and long term.

**And you can see the results right here!**

**29,743**  
Impacted people

**5,949**  
Impacted families

**6,950**  
Health services

**1,395**  
Visited houses

**1,507**  
Donated medicines

**381**  
Engaged volunteers

**125**  
Health exams

**51**  
Towns and villages attended

**573**  
Average number of children/day participating in educational activities

**03**  
Impacted cities

**09**  
Vocational courses offered with 160 certificates



## In the history of Impacto Sertão Livre:

**182,088**

Impacted people

**36,418**

Impacted families

**4,971**

Engaged volunteers

**51,688**

Health services

**19,561**

Visited houses

**239**

Towns and villages attended

Our commitment covers a number of areas, promoting the strengthening of the local economy, support for sertanejo culture and the social empowerment of communities. We are proud to contribute to the increase in sales and services in local commerce, providing not only economic growth, but also generating income by hiring services.

Our work has an impact on the health system, helping to relieve the burden on the Brazilian healthcare system. We expand access to culture and leisure.

We collaborate with the reference of the health units, promoting a welcoming, safe and learning environment. This approach not only benefits physical health, but also contributes to the development of local relationships and the mental, emotional and spiritual well-being of the community.

**We are committed to being agents of positive transformation in all these areas, aiming for a lasting and beneficial impact on the communities we serve.**



Livre

Ser

in

2023





Instituto Livres has a long history of dedication to protection and education, focusing especially on children and adolescents who face significant social challenges.

Applying socio-affective methodologies that work on behavior and the cognitive development process, we actively collaborate in shaping their personalities, rescuing them and rebuilding their stories.

Despite progress, there are still challenges in accessing quality education for children in vulnerable situations. In 2019, around 1.2 million children and adolescents were out of school, according to IBGE data.



**With the Livre Ser project, currently underway in Paulistana and the surrounding rural and quilombola communities, we are impacting children, adolescents and their families.**

This project seeks to create social learning experiences to promote empowerment, responsibility, dignity in the exercise of citizenship and the overcoming of vulnerabilities.

**Focusing our efforts on child growth and family strengthening represents a vital commitment to building a healthier and more equitable society.**

To achieve this goal, we implement social practices that encourage the development of skills, competencies and values, as well as training children, adolescents, young people and families in identifying and preventing signs of abuse. In addition, we guide and prepare communities by providing positive tools that promote collectivity and social transformation.

This approach is not limited to theory, but also seeks to establish places of conviviality and dialog, creating spaces that challenge and combat harmful cultural practices.

**Our approach promotes personal transformation and an improved family environment for children and adolescents.**

## Livre Ser in 2023:



**1,114**

Children attended



**1,704**

Activities conducted



**223**

Families benefited



**5**

Communities benefited

## In the history of Livre Ser Sertão:



**3,646**

Children attended



**3,204**

Activities performed



**729**

Families benefited



**66**

Communities benefited



**Participating in Livre Ser is incredible!**

**It's an honor to share smiles, knowledge and love. And in moments of pain, to be a welcoming hug.**

It's gratifying to feel the joy of seeing the positive transformation in each child, cooperating with their physical, emotional, intellectual and social development, helping to build positive relationships of affection, solidarity and mutual respect.

**To participate in Livre Ser is to value life!**

We foster community and strengthen the bonds between children and their families. We celebrate childhood. In every moment with the children we feel the overflow of Love, in the meals at the table, in the games played, in the stories told and in the joys shared.

It's seeing them grow up Livres (Free)!"

**Cristiano Roberto  
and Glauca Girella**  
Livre Ser

Missão

Social

in

2023

# MISSÃO SOCIAL



**Our Missão Social is a constant and firm action in the southeastern region of Piauí, with a special focus on Paulistana and the surrounding area.**

We are committed to regularly monitoring the families benefiting from our project, offering help and being proactive in meeting any needs identified. In addition, we focus our efforts on interacting with the children and young people, seeking to generate a positive impact on their lives.

We are always on the lookout for opportunities to extend the benefits of our programs to other communities, analyzing possibilities for expanding and adjusting our social actions, always aiming to achieve a broader and more significant impact.

**Missão Social in 2023:**



**In the history of Missão Social:**

**41,796**  
People attended

**8,359**  
Families benefited

**132,010**  
Kgs of donated food

**997**  
Home visits

**66**  
Communities attended



Cooperating with Instituto Livres during 2023 was a great privilege. In times of war, ideological polarization and growing social inequality, people's trust in institutions is fragile.

However, Livres is constantly demonstrating its commitment to serving and loving men, women and children in vulnerable situations, standing out as a CSO that sees others in their entirety, not as an opportunity for profit or a social platform. This did not change in 2023; on the contrary, it only became more evident.

The year 2024 begins with many challenges, but for us at Instituto Livres they will be opportunities to show love, inspiring and mobilizing people for the cause of the disadvantaged.”

Leonardo Cintra  
Missão Social Sustentável



# MOBILIZATION AND PARTNERSHIPS

**Partnerships are essential to keep our activities running.**

The work of the third sector is crucial to creating an active society that seeks the general good and offers better services to the community.

However, the transformation of the way business is done in the private sector significantly enhances positive social impact. This movement allows companies and social organizations to get closer and closer, creating a synergy with unique results.

**If you would like to become a LIVRES partner, please contact us.**

+55 (11) 98542-6677

contato@institutolivres.org.br

**Meet some of the companies that have supported us in achieving our mission in 2023:**

|   |   |   |
|---|---|---|
|    |    |    |
|    |    |    |
|    |   |    |
|  |  |  |
|  |  |  |
|  |  |  |

# CEO's words

**It is with great joy that we look back on the year 2023 of Livres, which goes far beyond numbers and statistics.**

This document is not just a record of numbers and achievements, but an expression of our commitment to our purpose, to the mission for which we have been moving.

For us, Livres is about people - those who benefit from our service, from the essence we carry in everything we do, but also those who are part of this story of growth and transformation with us.

We communicate because we believe in the importance of sharing stories and experiences that inspire and empower. We communicate to create meaningful connections between those we serve and those they serve. We communicate because we know that effective impact is only possible when we unite with people and institutions committed to change.

Our mission is driven by the desire to create a positive and lasting impact on the lives of those we serve. Our efforts are directed towards improving the quality of life and promoting the integral development of people in communities.

We seek to cultivate an environment of trust, collaboration and mutual respect. We celebrate the diversity of talents, perspectives and experiences that each person brings with them. We believe in the personal development that takes place in the context of collaboration, service and volunteering, encouraging continuous growth and learning for everyone.

As we look to the future, we are convinced that it is important for us to continue looking for innovative ways to be sustainable in our initiatives, prioritizing expanding the number of communities and families benefiting. We want to keep our energy focused on essential actions, seeking simple and effective solutions to seemingly complex challenges.

We want to inspire you to become an active part of our achievements, contributing your skills, passions and resources to make a real difference to the lives of the people around us.

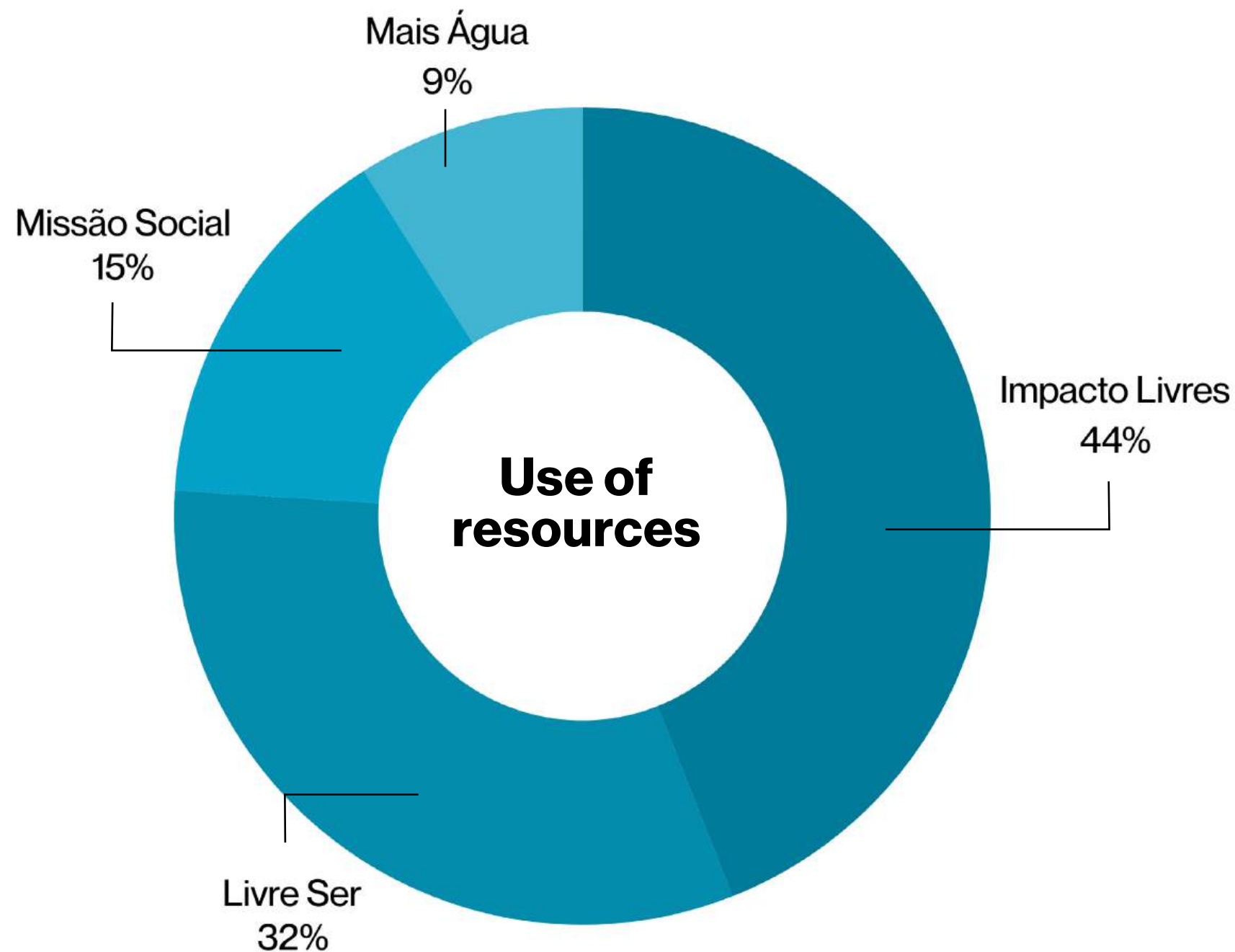
Together, we can continue to build a world where all people have the opportunity to thrive, grow and reach their full potential.

Thank you for supporting us.

  
Clever Murilo



# USE OF SOCIAL RESOURCES IN 2023



**Total Investments**  
**100,0%**

# ACTION PLAN 2024

The Instituto Livres 2024 Action Plan makes it a priority to segment its programs and projects by cause.



Promote the drilling of wells in backland communities without access to water.



To serve more children in the Brazilian Northeast by expanding Livre Ser.



Maintaining the work of monitoring rural communities in the Paulistana/PI region.



Hold 2 editions of Impacto Livres, benefiting more than 10,000 people.



Develop the work of structuring the Missão Social.



Promoting volunteer training and capacity building through social events in São Paulo/SP.



# MISSION, VISION AND VALUES

## Our Vision

To be a reference in projects that help to eliminate social ills, transforming lives through our values.

## Our Mission

Working to eliminate social ills in communities with a low human development index in Brazil through actions that inspire and mobilize people.

## Our values

### **Compassion**

To move for the other; to put oneself in the other's situation.

### **Spirit of Cooperation**

Making yourself available.

### **Social Innovation**

Seeking innovative and creative solutions to social demands.

### **Commitment**

The agreement must be kept.

### **Transparency**

Clarity in actions and application of resources.

### **Simplicity**

Simple and effective solutions to seemingly complex challenges.

### **Happiness**

Celebrate achievements, maintain a positive atmosphere and recognize the value of each contribution.

### **Sustainability**

Propose economic, ecological and social solutions that feed back on their results.

### **Excellence**

Concern with maximum performance in order to achieve quality in delivery.



**Our purpose  
is to **serve and  
love** people.**

# OUR TEAM



**Juliano Son**  
Chairman



**Clever Murilo**  
Executive  
Director



**Daniel Cezário**  
Social Mission  
Coordinator



**Daniela Pires**  
Advisor/  
partnerships



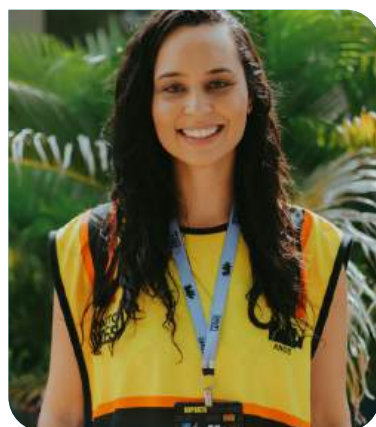
**Lucas Rodrigues**  
Project  
Manager



**Gislaíne de Campos**  
Administrative and  
financial



**Leonardo Cintra**  
Missão Social  
Sustentável



**Erica Rodrigues**  
Marketing and  
fundraising



**Luana Thomazini**  
Social Media



**Danielle Rodrigues**  
Designer



**Ana Clara Mendes**  
Marketing  
Assistant



**Cristiano Roberto**  
Missão Social  
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**Gláucia Girella**  
Missão Social  
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R. Jose A Amorim – COHAB  
64750-000

# Thank you!

To keep up with our actions in real time,  
follow us on social media!



Your donation  
changes worlds.  
Be sure to make  
a difference  
today =)

[I WANT TO DONATE](#)

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