

*18 years  
serving,  
loving and  
inspiring  
people.*

**Annual  
Report**

**24**





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# Message from the Founder and President

## “Dear friends and partners of Instituto Livres,

As we reflect on the fruits of 2024, my heart is filled with deep gratitude and renewed hope. We believe that love in action is the true force that transforms lives and communities, and the results we celebrate today are a powerful testimony to that conviction.

At Instituto Livres, our driving force is rooted in the faith that moves us and in the calling to be the hands that extend care and justice. Every life impacted, every smile restored, every community strengthened echoes the love of God made visible through your generosity.

I clearly remember the dream that gave birth to Livres—a burning desire to bring hope where there was despair, and to build bridges where deep divides of inequality once stood. Today, as we witness the progress in our projects —

water reaching places of great thirst, education transforming futures, and justice reaching the underserved — we recognize that together we are walking a path of true social transformation.

In a world longing for meaning, we believe our mission goes beyond immediate aid; we aim to inspire action, compassion, and engagement, reminding each of us of the vital role we play in building a more just and humane future.

May this annual report be more than a record of numbers and accomplishments. May it stand as a living testimony of the hope renewed each day, of the faith that drives us, and of the love that unites us in a greater purpose: to live so that others may live fully.

With gratitude and hope,

Juliano Son  
President and Founder - Instituto Livres







# THE LIVRES

18 years of social initiatives in support of those who need it most!

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

To fulfill this purpose, we have clearly and transparently established our values, mission, and vision, which serve as the foundational pillars of all our projects. These principles guide our work and reinforce our ongoing commitment to being agents of transformation in Brazilian society.



In Instituto Livres, we contribute directly to reach **09 of the 17** UN Sustainable Development Goals:





# MISSION, VISION AND VALUES

## Our vision

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

## Our mission

To work toward ending social ills in communities with low human development indexes in Brazil through actions that inspire and mobilize people.

## Our values

### Compassion

To be moved by others; to put oneself in someone else's shoes.

### Spirit of Cooperation

To make oneself available.

### Social Innovation

To seek innovative and creative solutions to social demands.

### Commitment

What is agreed upon must be fulfilled.

### Transparency

Clarity in actions and in the use of resources.

### Simplicity

Simple and effective solutions for seemingly complex challenges.

### Joy

To celebrate achievements, maintain a positive environment, and recognize the value of each contribution.

### Sustainability

To propose economic, ecological, and socially self-sustaining solutions based on their outcomes.

### Excellence

A commitment to the highest standard of performance in order to achieve quality in every delivery.

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





# Livres Highlights in 2024

**21st edition of Impacto Livres** in collaboration with Outreach in Caxias, Maranhão.



JAN

FEB

**Delivery of 1.53 tons of food** to the Batemaré community, benefiting 30 families.



**Special Easter event** with the children from Livre Ser, in Paulistana, Piauí.



MAR

APR

**Fundraising** to drill another well in the Brazilian sertão.



**Relief action to support families** affected by the flood tragedy in Rio Grande do Sul.



MAY

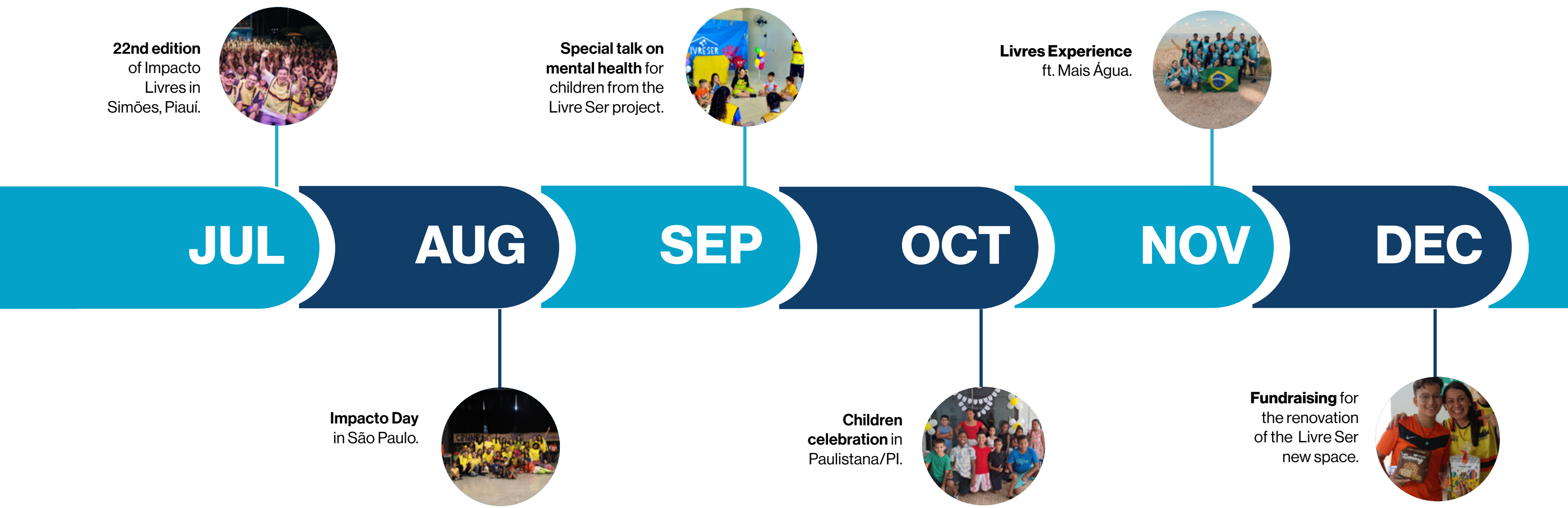
**Inauguration of Livres Play activities.**



JUN



# Livres Highlights in 2024







# 2024 Results



**54,443**  
People benefited



**12,321**  
Families benefited



**1,176**  
Engaged volunteers



**144**  
Communities served

# General Consolidated Results



**288,410**  
People benefited



**57,682**  
Families benefited

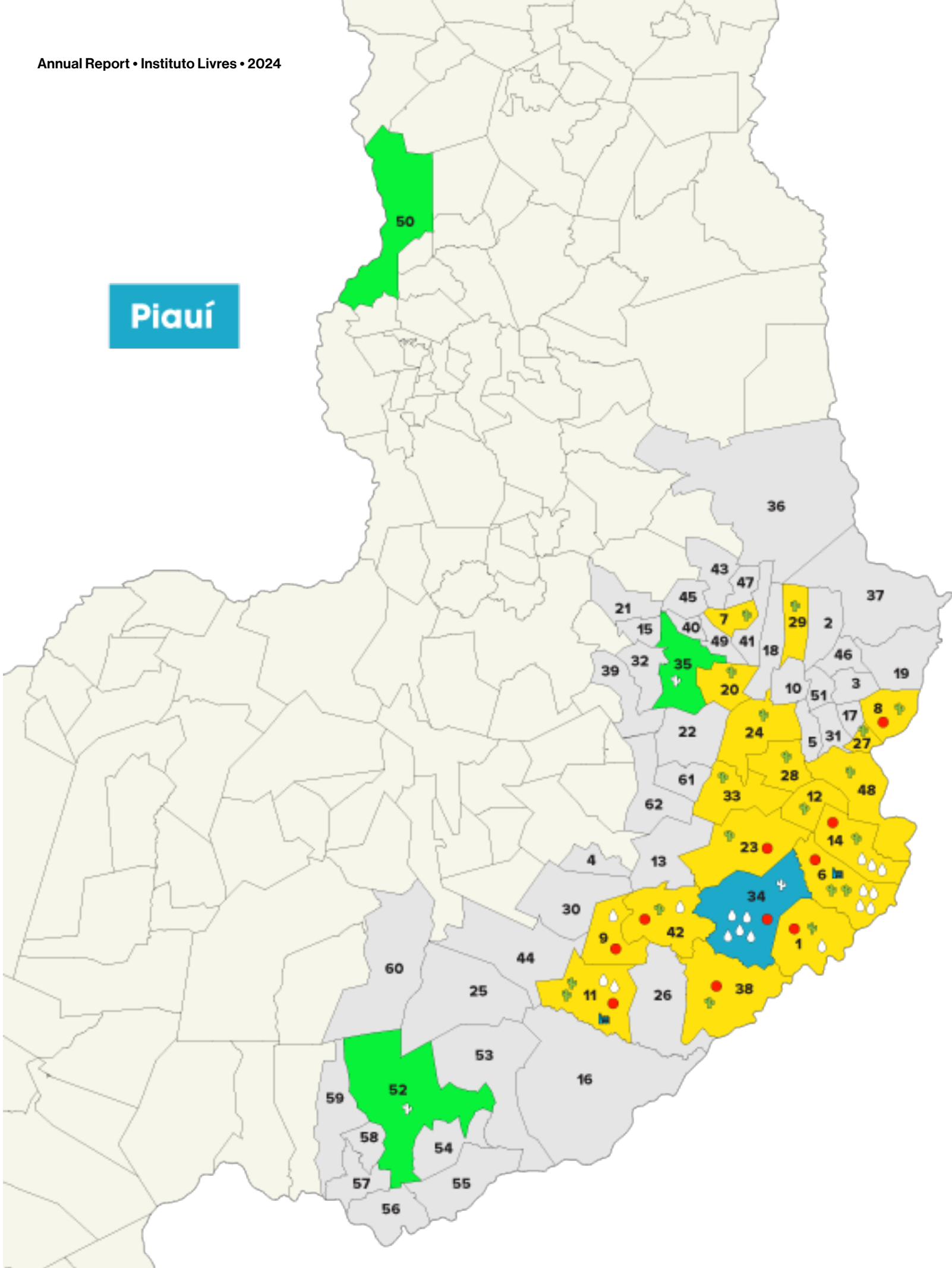


**7,650**  
Engaged volunteers



**387**  
Communities served





# Map of the cities served by the Instituto Livres

## Subtitle

- Cities Benefited
- Hubs
- Neighboring Cities
- Advanced Base

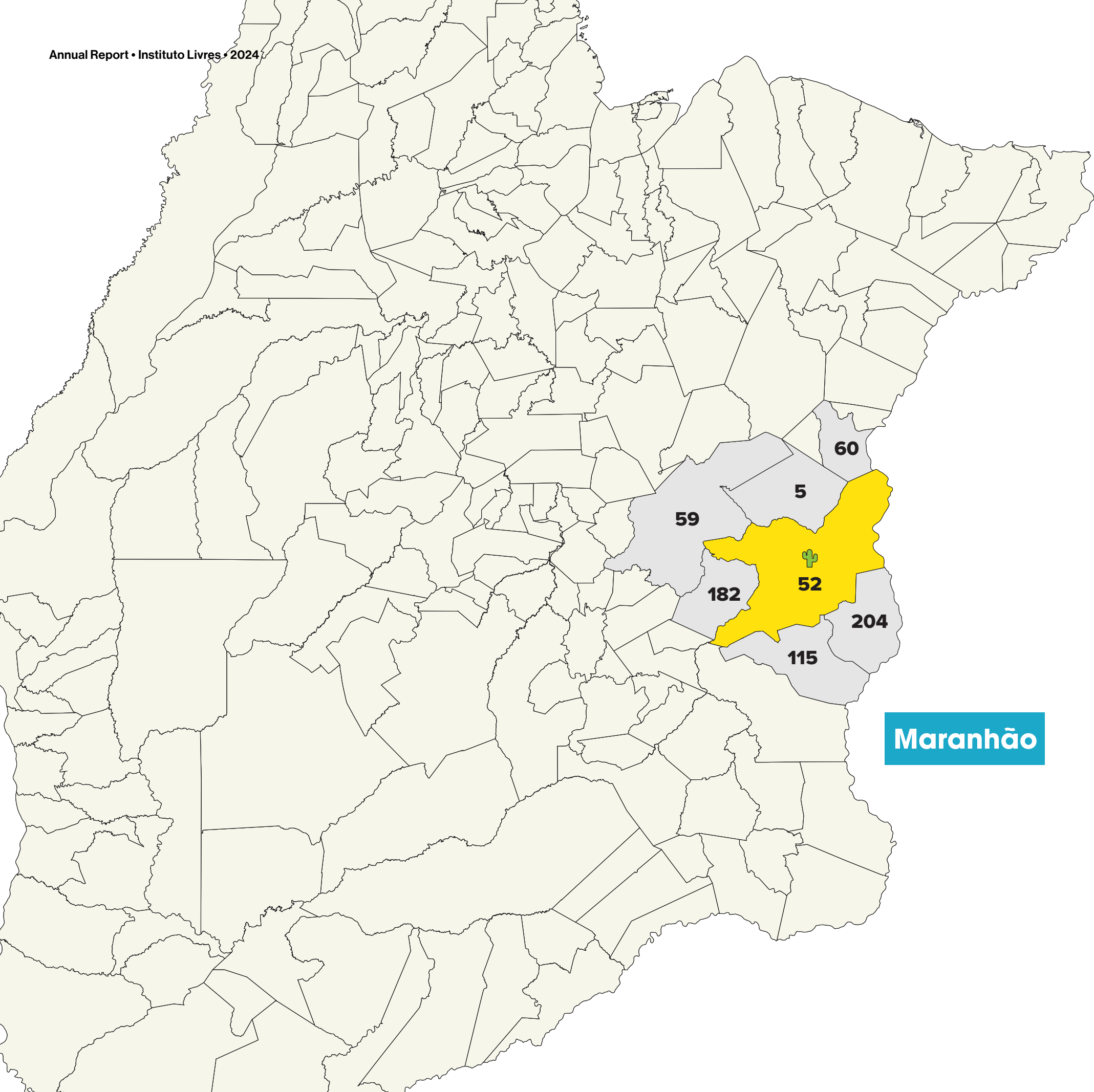
- Mais Água
- Impacto
- Dams
- High SVI

## Our Projects:

- 22 Impactos
- 12 Water Systems
- 2 Dams
- 10 Socialization and Development Centres

- |                               |                             |                             |                   |
|-------------------------------|-----------------------------|-----------------------------|-------------------|
| 1. Acauã                      | 21. Ipiranga do Piauí       | 41. Santo Antônio de Lisboa | 61. Vera Menezes  |
| 2. Alagoinha do Piauí         | 22. Itainópolis             | 42. São Francisco do Piauí  | 62. Isaias Coelho |
| 3. Alegrete do Piauí          | 23. Jacobina do Piauí       | 43. São João da Canabrava   |                   |
| 4. Bela Vista do Piauí        | 24. Jaicós                  | 44. São João do Piauí       |                   |
| 5. Belém do Piauí             | 25. João Costa              | 45. São José do Piauí       |                   |
| 6. Betânia do Piauí           | 26. Lagoa do Barro do Piauí | 46. São Julião              |                   |
| 7. Bocaina                    | 27. Marcolândia             | 47. São Luís do Piauí       |                   |
| 8. Caldeirão Grande do Piauí  | 28. Massapê do Piauí        | 48. Simões                  |                   |
| 9. Campo Alegre Fidalgo       | 29. Monsenhor Hipólito      | 49. Sussuapara              |                   |
| 10. Campo Grande do Piauí     | 30. Nova Santa Rita         | 50. Teresina                |                   |
| 11. Capitão Gervásio Oliveira | 31. Padre Marcos            | 51. Vila Nova do Piauí      |                   |
| 12. Caridade do Piauí         | 32. Paquetá                 | 52. São Raimundo Nonato     |                   |
| 13. Concelção do Canindé      | 33. Patos do Piauí          | 53. Corel José Dias         |                   |
| 14. Curral Novo do Piauí      | 34. Paulistana              | 54. São Lourenço do Piauí   |                   |
| 15. Dom Expedito Lopes        | 35. Picos                   | 55. Dirceu Acovarde         |                   |
| 16. Dom Inocêncio             | 36. Pimenteiras             | 56. Fartura do Piauí        |                   |
| 17. Francisco Macedo          | 37. Pio IX                  | 57. Várzea Branca           |                   |
| 18. Francisco Santos          | 38. Queimada Nova           | 58. Bonfim do Piauí         |                   |
| 19. Fronteiras                | 39. Santa Cruz do Piauí     | 59. São Braz do Piauí       |                   |
| 20. Geminiano                 | 40. Santana do Piauí        | 60. Brejo do Piauí          |                   |





Subtitle

- Cities Benefited

Hubs

Neighboring Cities

Advanced Base
- Mais Água

Impacto

Dams

High SVI

5. Aldeias Altas
52. Caxias
59. Codó
60. Coelho Neto
115. Matões
182. São João do Soter
204. Timon



# Our Projects in 2024





projeto  
+ água

- 3 SAÚDE E  
BEM-ESTAR


- 6 ÁGUA POTÁVEL  
E SANEAMENTO


- 10 REDUÇÃO DAS  
DESGUALDADES


- 17 PARCERIAS E MEIOS  
DE IMPLEMENTAÇÃO





The **Mais Água project** emerged as an economically sustainable response to mitigate vulnerabilities related to water access in Brazil's Northeast region - the area with the highest concentration of households lacking access to the general treated water in the country, with 17 out of every 100 homes affected, according to the 2023 Trata Brasil study.

**The main goal is to implement water solutions in rural communities located in this region, marked by long periods of drought and infrastructure challenges that deprive the Northeastern population of access to safe drinking water, perpetuating the hardships of drought and poverty.**

At Mais Água, we focus our efforts on facilitating access to safe drinking water and promoting the sustainable use of water resources.

The project was carefully designed to be economical, equitable, and effective, considering the region's resource limitations and resulting in virtually no losses.

# In 2024, the Mais Água served:



46

Communities



2,640

Families



13,200

People



With  
14,582,400

liters of drinking water distributed

# Since 2012, the Mais Água has benefited:



61

Communities



4,072

Families



20,360


People



With  
104,546,500

liters of drinking water distributed





**In 2024, the Mais Água program advanced significantly, promoting access to potable water and improvements in vulnerable communities.**

We highlight the revitalization of the desalination systems in Capitão Gervásio de Oliveira, Piauí, directly benefiting the populations of Capitão Gervásio and Cacimba de Areia. This action, carried out in partnership with the Livres Experience project, involved volunteers who performed cleaning, repairs, and replacement of water tanks, ensuring the full operation of the systems.

**These improvements have positively impacted the lives of residents, providing water security and a better quality of life.**

Additionally, we completed the drilling of an artesian well in the Eva Moura community, at the foot of Serra do Inácio, benefiting approximately 100 people. The new water source ensures not only human consumption but also better conditions for livestock raising and hygiene, contributing to the community's sustainable development.

At Sítio Carneiro, in Curral Novo, another well was drilled, reaching a total depth of 120 meters. Although the flow rate was lower than expected for human consumption, the well now supplies water for local families' livestock, reducing their economic vulnerability and ensuring better conditions for regional cattle farming.

**Our desalination systems continue to provide water to the most remote communities, ensuring a safe and reliable supply for populations that have historically faced challenges in accessing water resources.**

These actions reinforce the Mais Água program's commitment to transforming lives and promoting sustainable development in the sertão. The project's presence strengthens communities, improves quality of life, and boosts the local economy, establishing itself as a vital agent in the fight against water scarcity.



# Mais Água Receives National Recognition for Social Impact

## Best Social Responsibility Practice at the FGV Social Responsibility Award

The Mais Água project was recognized as the Best Social Responsibility Practice at the FGV Social Responsibility Award, reinforcing the importance of the initiative for both its beneficiaries and the broader cause of universal access to water.

“This recognition of our work is yet another sign that we are on the right path,” says Clever Murilo Pires.

This award endorses our efforts and, above all, brings visibility to the cause of water access, allowing us to expand our partnerships with companies committed to ESG practices and the universalization of this essential resource,” he adds.

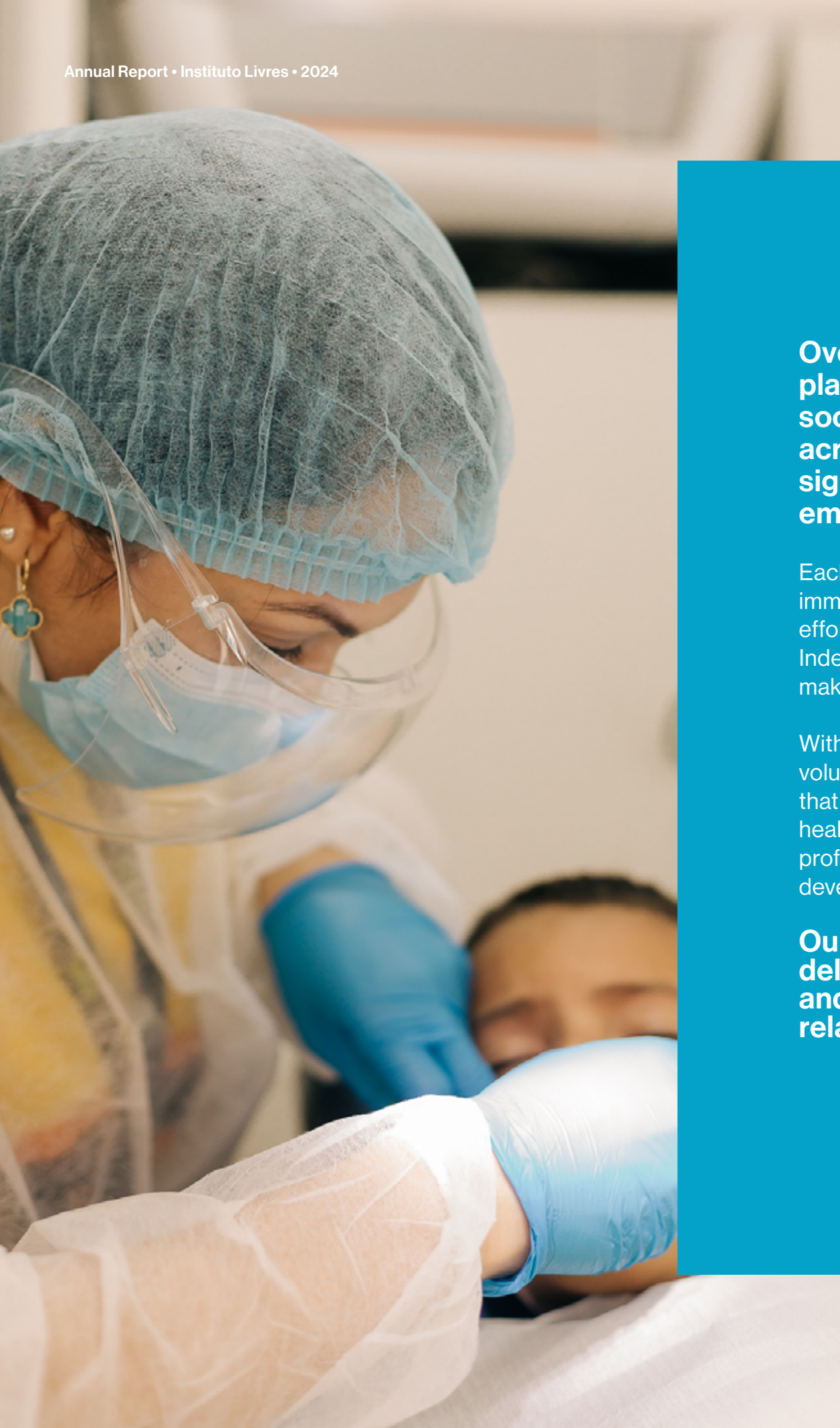




# IMPACTO LIVRES







Over the past 10 years, we have played a crucial role in promoting social development in communities across Brazil’s Northeast, addressing significant challenges in social, emotional, and physical aspects.

Each semester, we carry out a high-impact immersion and mobilization program, focusing efforts on regions with low Human Development Index (HDI), where the presence of the project truly makes a difference in people’s lives.

With the active participation of hundreds of volunteers from diverse fields, we develop initiatives that serve the population through activities in health, well-being, citizenship, culture, recreation, professional training, creative workshops, and child development.

Our commitment goes beyond service delivery: we foster human connection and encourage healthy community relationships.

Impacto Livres in 2024:

31,671	6,334
People impacted	Families impacted
3,893	1,586
Health care services provided	Homes visited
882	915
Average number of children participating in activities	Engaged volunteers
17	62
Professional training courses completed with certificates	Communities served
02	
Cities impacted	



Since 2014, the Impacto Livres has benefited:

213,759	21,147
People	Homes
57,089	6,002
Health care services	Engaged volunteers
42,752	294
Families	Communities

In 2024, we held two special editions celebrating 10 years of Impacto Livres, marking a new chapter in the history of the program.

For the first time, we expanded our efforts to the state of Maranhão, bringing together over 500 volunteers in Caxias/MA during the first semester. In the second semester, we returned to the Piauí hinterland, mobilizing over 200 volunteers in Simões/PI. Each edition delivered a direct and transformative impact on the communities, reinforcing our purpose of creating effective and lasting change.

Strengthening local culture and community leadership is one of our top priorities. Through free cultural events, we provide access to dance, theater, and music in public spaces, promoting inclusion and the appreciation of local identity. Our vocational training courses create real opportunities for entry into the job market, contributing to the region’s economic growth. In addition, we stimulate the local economy by boosting sales and service provision during the event.

Our work also directly impacts the healthcare system, collaborating with local health units and helping to ease the burden on the SUS (Brazil’s public health system) by offering preventive care and guidance.

Throughout this journey, we remain committed to being agents of transformation. With every edition, we strengthen our mission to promote sustainable development, generate opportunities, and foster meaningful change for people and the communities we serve.







# LIVRES

## EXPERIENCE



The Livres Experience is a missionary immersion project combining theory and fieldwork, delivered in both online and on-site formats.

The journey is divided into two stages:

**14 days**

of interactive online training with experienced missionaries

**7 days**

of hands-on experience in the sertão

For a total of  
**21 days**  
of a transformative experience

During this immersion, volunteers deepen their understanding of the mission and have the opportunity to experience firsthand the projects developed in the sertão

Livres Experience  
in 2024:

**340**

People benefited

**46**

Houses visited

**10**

Activities carried out

**21**

Engaged volunteers

**3**

Communities served





Since 2021 the Livres Experience has benefited:



In 2024, we carried out the 4th edition of Livres Experience, this time in partnership with Mais Água.

The theoretical stage consisted of 14 days of intensive classes, covering topics such as collaborative missions and advocacy for missions. For Adenil Carneiro, a volunteer from Bahia and participant in the program, the experience was transformative: “One of my favorite classes was Advocacy and Mission, as it introduced a little-known but essential topic to apply in our local community.”

During the practical stage, volunteers worked directly in the communities of Capitão Gervásio and Cacimba da Areia, carrying out activities focused on local development. Among the actions performed, the revitalization of desalination systems stood out, involving weeding, cleaning, painting, replacement of water tanks, and structural repairs. Cultural gatherings with theater, music, and discussion circles were also organized, strengthening community bonds.

Additionally, volunteers conducted home visits, offering support and dialogue with local families.

Each action reinforced our commitment to combining knowledge and service to transform realities.









According to UNICEF data, Brazil has 619,000 children and adolescents in extreme educational deprivation, meaning they are not attending school.

In response to this reality, Instituto Livres has been working for years to protect and educate children and adolescents who face significant social challenges.

Using behavioral and cognitive techniques, we contribute to personality development, the healing and rebuilding of life stories, and the promotion of harmony in family and social relationships.

Through the Livre Ser project, which takes place in Paulistana/PI and in rural and quilombola communities in the region, we aim to create learning experiences that strengthen a sense of responsibility, dignity in the exercise of citizenship, and the overcoming of vulnerabilities.

To achieve this, we implement practices that encourage the development of skills, competencies, and values, while also empowering children, adolescents, youth, families, and staff to identify and prevent signs of abuse.

## Livre Ser in 2024:



1,265  
Activities carried out



188  
Families served



309  
Children served

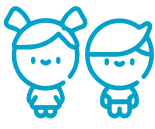


07  
Communities

## Since 2012, the Livre Ser in sertão has benefited:



4,469  
Activities carried out



3,955  
Children served



188  
Families benefited



29  
Communities



# Actions we carry out:



## After-School Activities

We offer weekly activities for children in Paulistana/PI and in nearby communities and settlements, expanding their access to education and leisure.



## Livres Play

We support children and adolescents aged 5 to 16 through activities held twice a week, including futsal lessons and physical exercises, encouraging both motor and social development.



## Trainee Program

We train young volunteers to take part in the program, preparing them to contribute actively and consciously to social transformation.

**We believe that through education, care, and inclusion, we can transform lives and build a more dignified future for every child we serve.**





# MISSÃO SOCIAL





Our Missão Social is a constant and committed effort in the southeastern region of Piauí, with a special focus on Paulistana and surrounding areas.

We are committed to regularly supporting the families benefiting from our project, offering assistance and being proactive in addressing any identified needs. Additionally, we focus our efforts on engaging with children and youth, aiming to create a positive impact in their lives.

**Missão Social**  
**in 2024:**

**8,323**  
People served

**328**  
Visited houses

**2,080**  
Families benefited

**24**  
Communities served

**21**  
Tons of food donated

Since 2012,  
the Missão Social  
has benefited:

**44,291**  
People

**8,858**  
Families benefited

**153**  
Tons of food donated

**1,325**  
Houses visited

**75**  
Communities served





# IMPACTO





**On August 31, 2024, in celebration of Volunteer Day, Instituto Livres carried out Impacto Day, a large-scale solidarity effort aimed at serving the Barra Funda community and nearby neighborhoods in São Paulo.**

The initiative brought together over 230 volunteers who dedicated their time and talents to provide essential services in health, well-being, education, and citizenship.

Throughout the day, free assistance was offered in various areas, providing immediate support to the local population and creating an environment of care and connection.

The event not only met the community’s needs but also strengthened bonds, encouraged solidarity, and brought hope to many families.

## Results of this action:

**600**  
People benefited

**622**  
Health care services provided

**100**  
Children served

**04**  
Workshops

**13**  
Legal assistance

**230**  
Volunteers

**02**  
Communities served



**Impacto Day offered free health services, including medical consultations, eye exams with eyeglass donations, dental care, and psychological support.** Additionally, legal guidance was provided on topics such as retirement, family law, and support for small businesses.

In the area of education and personal development, courses in essay writing for the ENEM exam and public speaking were offered, helping participants improve their academic and communication skills.

The program also featured cultural and recreational activities, such as a kids' area with games and creative workshops, as well as musical and cultural performances, providing a day of learning, care, and celebration for the whole family.

**Impacto Day reaffirmed Instituto Livres' commitment to social transformation, bringing together volunteers and the community in a solidarity movement that made a difference in many lives.**





# MOBILIZATION AND PARTNERSHIPS

Partnerships have been essential to keeping our activities running.

Nowadays, partnerships are even more crucial for the survival and continuity of social organizations.

If you wish to become a partner of LIVRES, please get in touch with us.

+55 (11) 98542-6677  
contato@institutolivres.org.br

Meet some of the companies that supported us in achieving our mission in 2024:



# A Word from the CEO

**At the close of another cycle, we look back on everything we experienced in 2024 — a year marked by expansion, growth, and, above all, faithfulness to our purpose: to love and serve.**

This year, Instituto Livres reached over 54,000 people and 12,000 families across 144 communities. Each number represents a story, a face, a transformation. Behind every delivery is a dedicated team, volunteers who give generously, and partners who believe with us in a fairer and more dignified world for all.

2024 was a year in which we intensified our work in the causes that define our identity: access to water through Mais Água, large-scale mobilization with Impacto Livres, the holistic development of children with Livre Ser, the transformative immersion of Livres Experience, and ongoing care for families in the sertão through the Missão Social. All this was only possible because we continue to believe that simple solutions can generate deep and lasting impacts.

More than just thriving, what we seek is to create real social transformation. This means seeing children gaining access to education and care,

families securing the basic right to clean water, entire communities organizing and strengthening themselves, and citizens being empowered to take charge of their own stories. Every action by Instituto Livres is a seed planted so that new realities can bloom where once there was scarcity, neglect, and invisibility.

We remain convinced that communication is an essential part of the mission. Sharing results, achievements, and lessons learned is also a way to inspire others to walk alongside us. And that is exactly what we hope for with this report: that it will not only be an accountability document but an invitation. An invitation for you to get involved, contribute, pray, donate, and participate. Many thanks to everyone who was with us in 2024. May 2025 be even more fruitful — with more helping hands, more communities served, and more lives transformed.

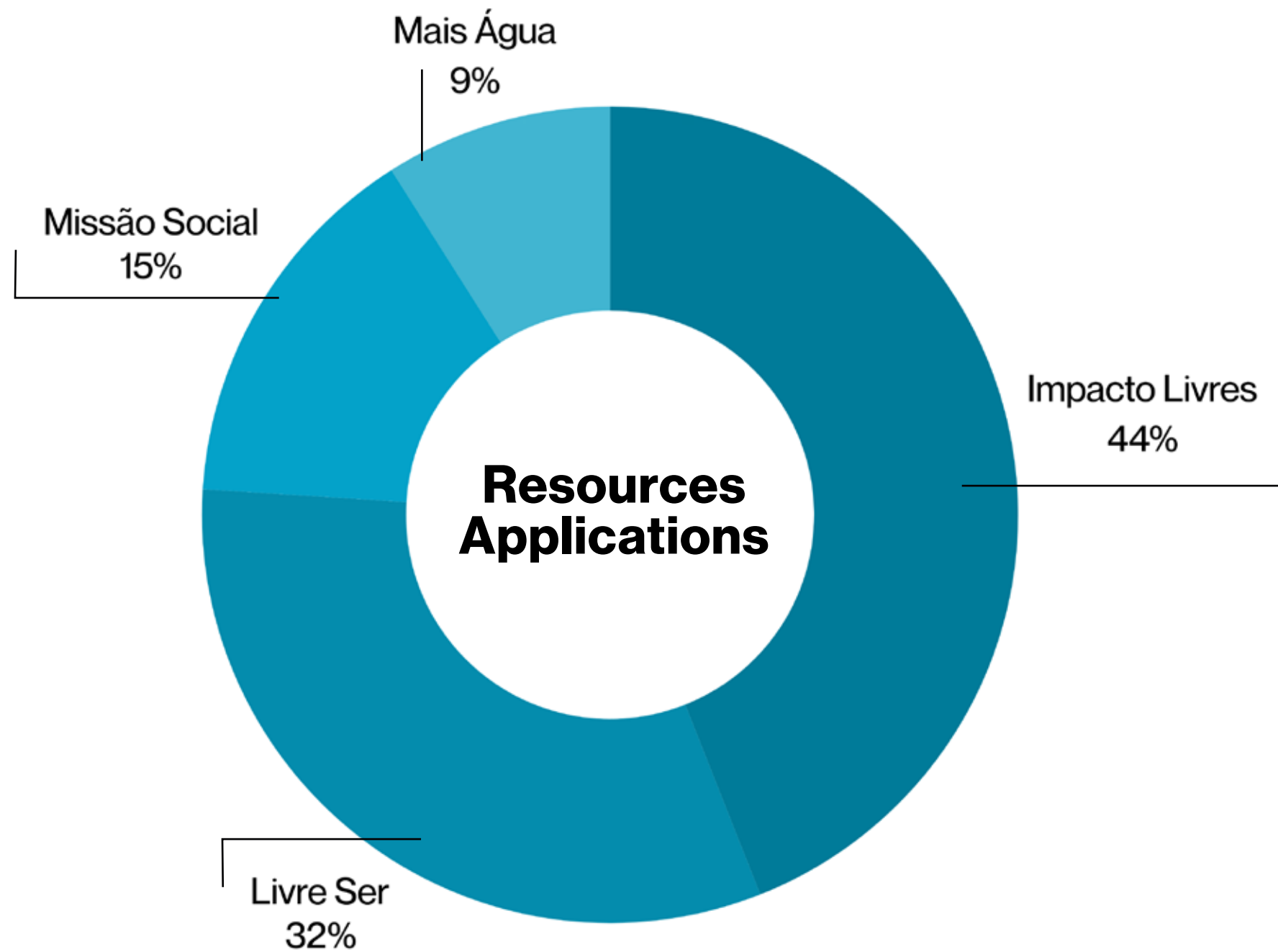
We continue together, steadfast in our purpose and confident in the impact we can create.

Clever Murilo  
Executive Director - Instituto Livres





# APPLICATION OF SOCIAL RESOURCES IN 2024



**Total Applications**  
**100,0%**



# 2025 ACTION PLAN

The 2025 Action Plan of INSTITUTO LIVRES prioritizes segmenting programs and projects by cause-based positioning.



**Increase the number of children served by Livre Ser**

Expand activities to reach even more children in vulnerable situations.



**Promote well drilling in sertão communities without access to water**



**Launch the Livre Ser child sponsorship program**

Launch the individual sponsorship program to enable education, nutrition, and protection for children in Livre Ser.



**Sponsorship/Patronage of communities and the Mais Água system**

Implement the community and water system sponsorship model to ensure project sustainability.



**B2B Program and Committee**

Establish a corporate relations committee and launch a strategic partnership program.



**New Events**

Hold new mobilization and social impact events in different regions of Brazil.



**Carreta Livres**

Launch Carreta Livres, a truck trailer that will serve as a mobile structure for life-changing actions.



# OUR TEAM



**Juliano Son**  
President



**Clever Murilo**  
Executive  
Director



**Renan Lacerda**  
Manager



**Daniela Pires**  
Partnerships Advisor  
Volunteer



**Gislaine de Campos**  
Administration and  
Finance



**Erica Rodrigues**  
Marketing and  
Fundraising



**Luana Thomazini**  
Marketing



**Danielle Rodrigues**  
Designer



**Bianca Alves**  
Designer



**Cristiano Roberto**  
Sustainable Social  
Mission



**Glaucia Girella**  
Sustainable Social  
Mission



**Samara Dantas**  
Impacto Livres  
Operation



# VOLUNTEERS



Ângelo Bechi



Aureliano Vieira



Eduardo Lourenço



Matheus Amadio



Eliete Bechi



Maria Amélia



Kledja Maciel



Liane Rociclaire



Márcia Coelho



Eugenio Barbosa



Kayra



Rosângela



Josefa



Ana Caroliny



## Get in touch with Instituto Livres



+55 (11) 98542-6677



contato@institutolivres.org.br

### São Paulo Office

Av. Industrial, 780 - Cj 805 e  
806 - Jardim, Santo André - SP,  
09080-510

### Paulistana Office

R. Jose A Amorim – COHAB  
64750-000

# THANK YOU!

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



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**LIVRES**  
Missão Social Sustentável

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transforms lives. Make a  
difference today =)

**DONATE NOW**



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camera at the QR Code  
using your banking app.