



18 years
*serving,
loving and
inspiring
people.*

Annual
Report

2014

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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

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



FEB

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



MAR

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



APR

Fundraising to drill another well in the Brazilian sertão.



MAY

Inauguration of Livres Play activities.



JUN

Livres Highlights in 2024

22nd edition
of Impacto
Livres in
Simões, Piauí.



JUL

AUG

SEP

OCT

NOV

DEC

Special talk on
mental health for
children from the
Livre Ser project.



Livres Experience
ft. Mais Água.



Impacto Day
in São Paulo.



Children
celebration in
Paulistana/PI.



Fundraising for
the renovation
of the Livre Ser
new space.





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



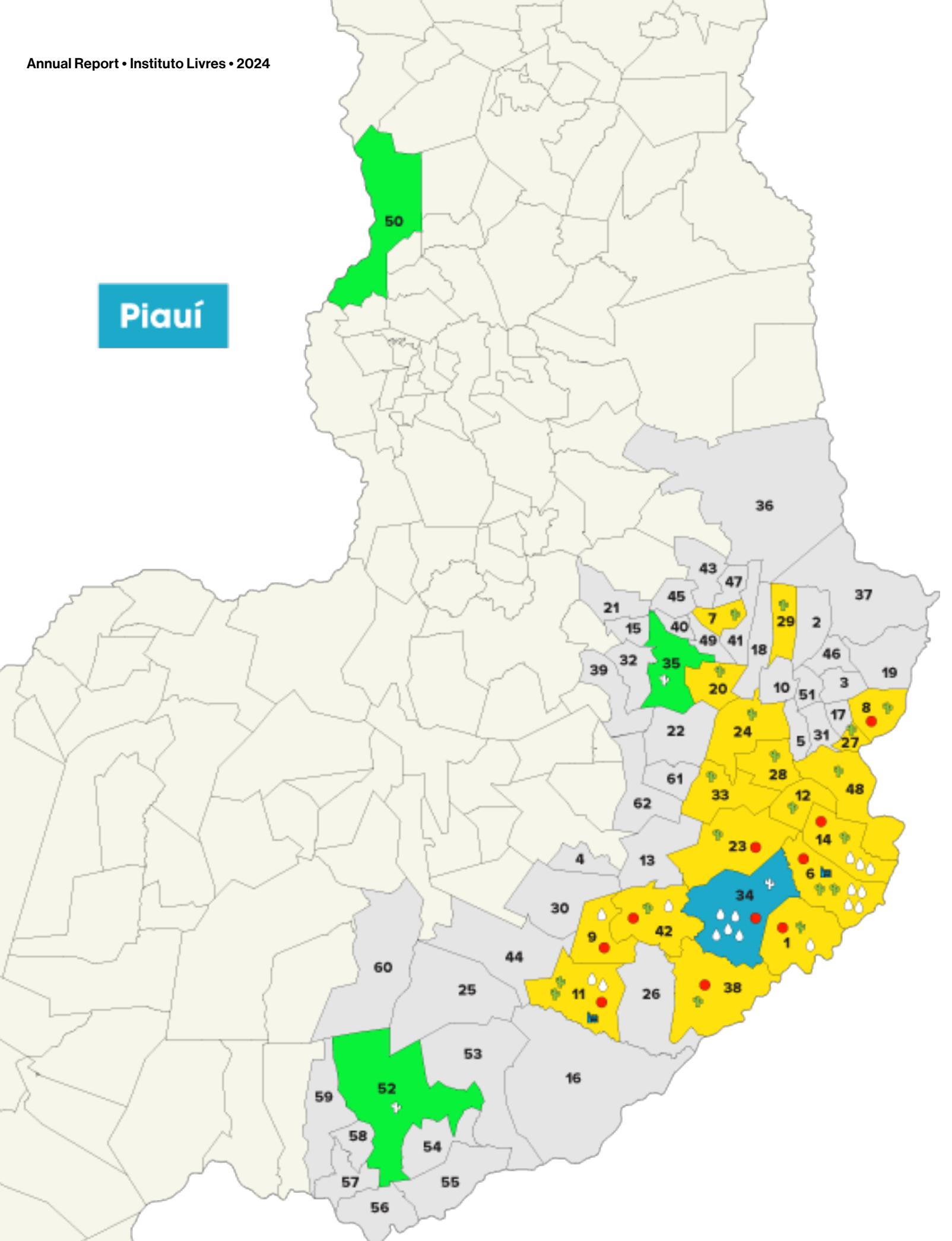
7,650

Engaged volunteers



387

Communities served



Map of the cities served by the Instituto Livres

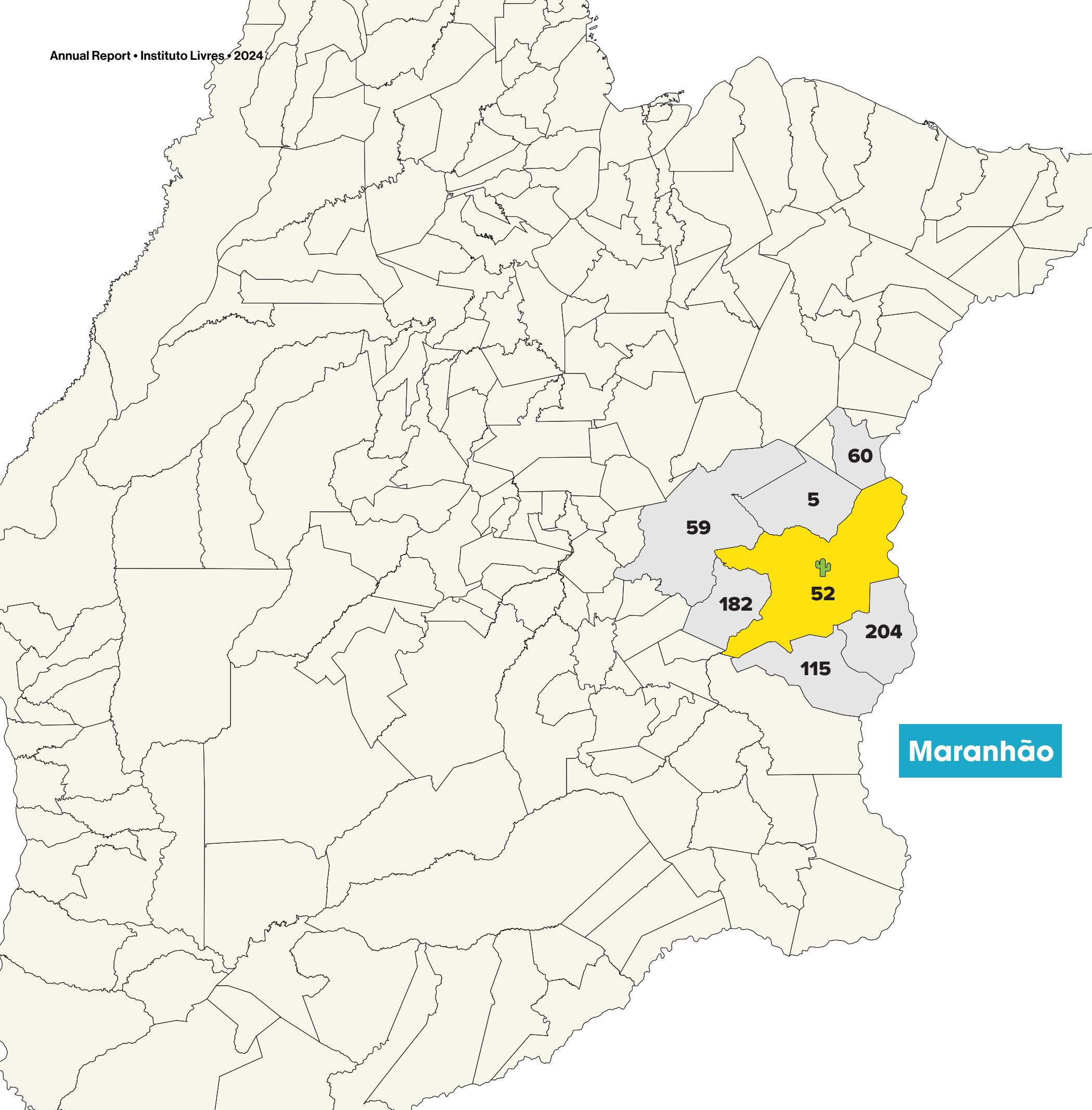
Subtitle

- Cities Benefited
- Hubs
- Neighboring Cities
- Advanced Base

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. Itaitópolis	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. Conceição 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 PARA
A 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.

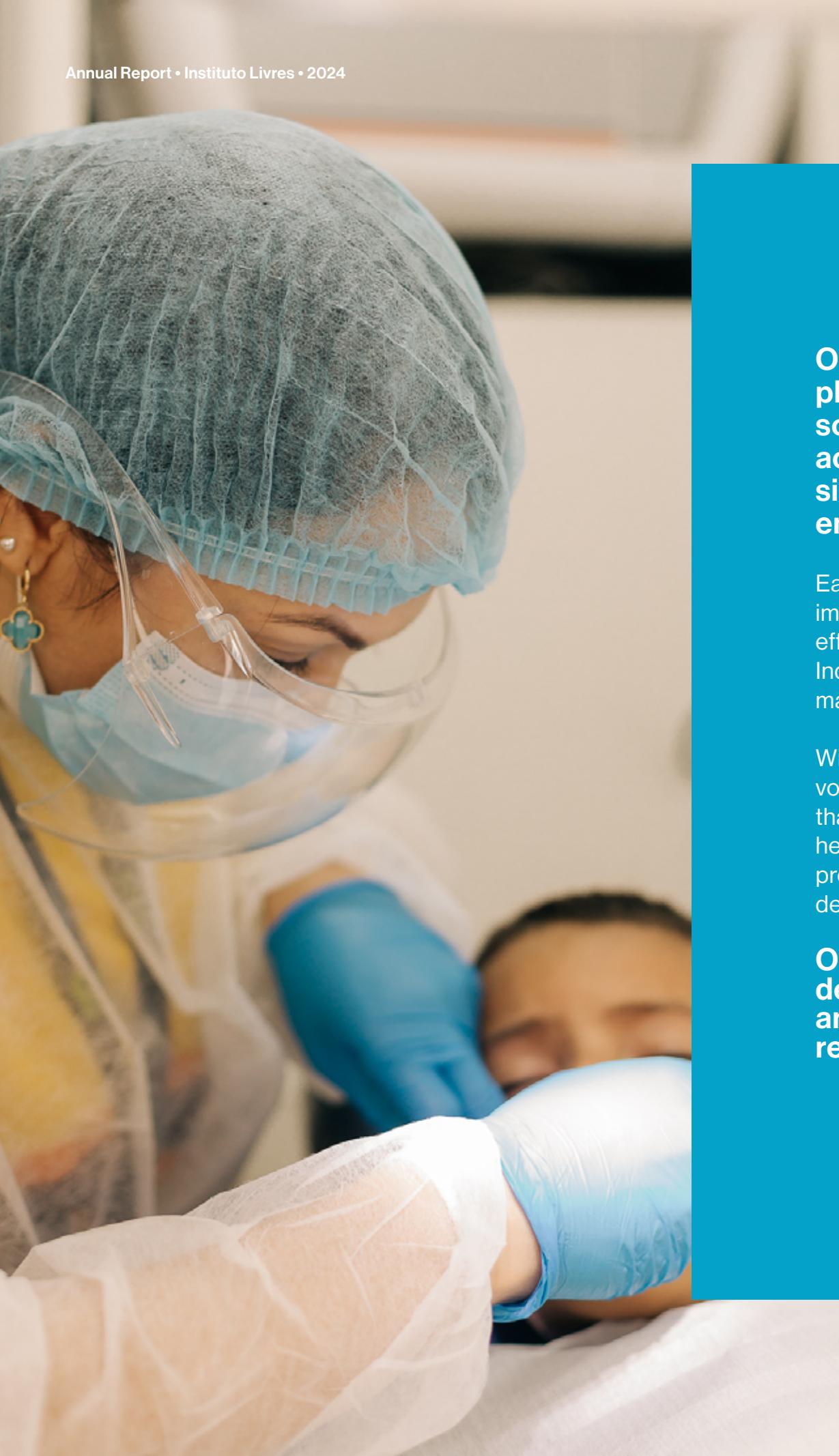
"This recognition of our work is yet another sign that we are on the right path," says Clever Murilo Pires.

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
People impacted

6,334
Families impacted

3,893
Health care services provided

1,586
Homes visited

882
Average number of children participating in activities

915
Engaged volunteers

17
Professional training courses completed with certificates

62
Communities served

02
Cities impacted

Since 2014, the Impacto Livres has benefited:

213,759

People

21,147

Homes

57,089

Health care services

42,752

Families

6,002

Engaged volunteers

294

Communities

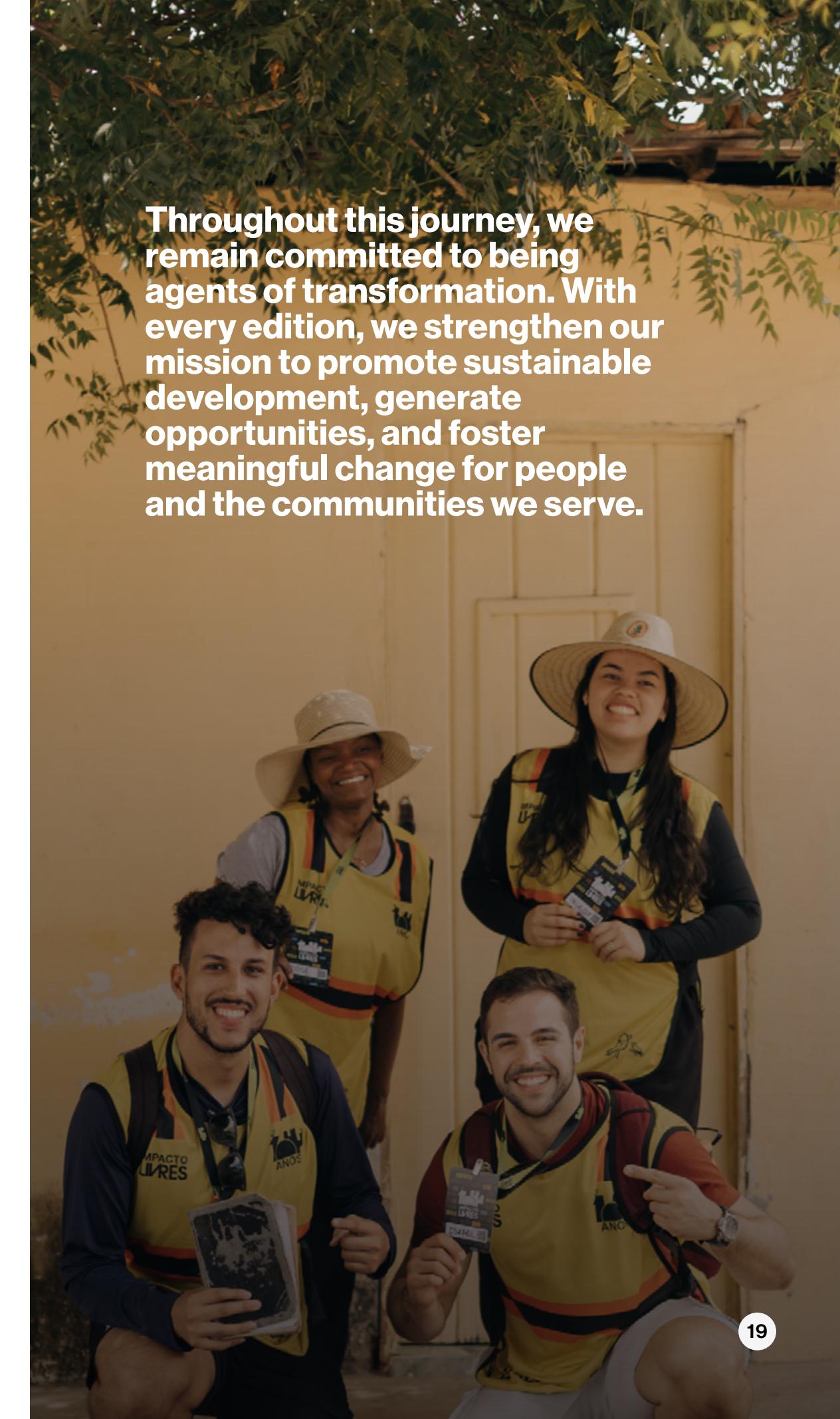
In 2024, we held two special editions celebrating 10 years of Impacto Livres, marking a new chapter in the history of the program.

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:

2,716
People

411
Activities carried out

27
Communities

432
Houses visited

122
Engaged
volunteers

**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.**



LIVRE SER



4

EDUCAÇÃO DE
QUALIDADE



8

TRABALHO DECENTE
E CRESMENTO
ECONÔMICO



10

REDUÇÃO DAS
DESENALIDADES



16

PAZ, JUSTIÇA
E INSTITUIÇÕES
EFICAZES



17

PARCEIRIAS E MODOS
DE IMPLEMENTAÇÃO



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



1
ERRADICAÇÃO
DA POBREZA



2
FOME ZERO
E AGRICULTURA
SUSTENTÁVEL



4
EDUCAÇÃO DE
QUALIDADE



10
REDUÇÃO DAS
DESGUALDADES



16
PAZ, JUSTIÇA E
INSTITUIÇÕES
EFICAZES

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

2,080
Families benefited

21
Tons of food donated

328
Visited houses

24
Communities served

**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 & CRI





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.

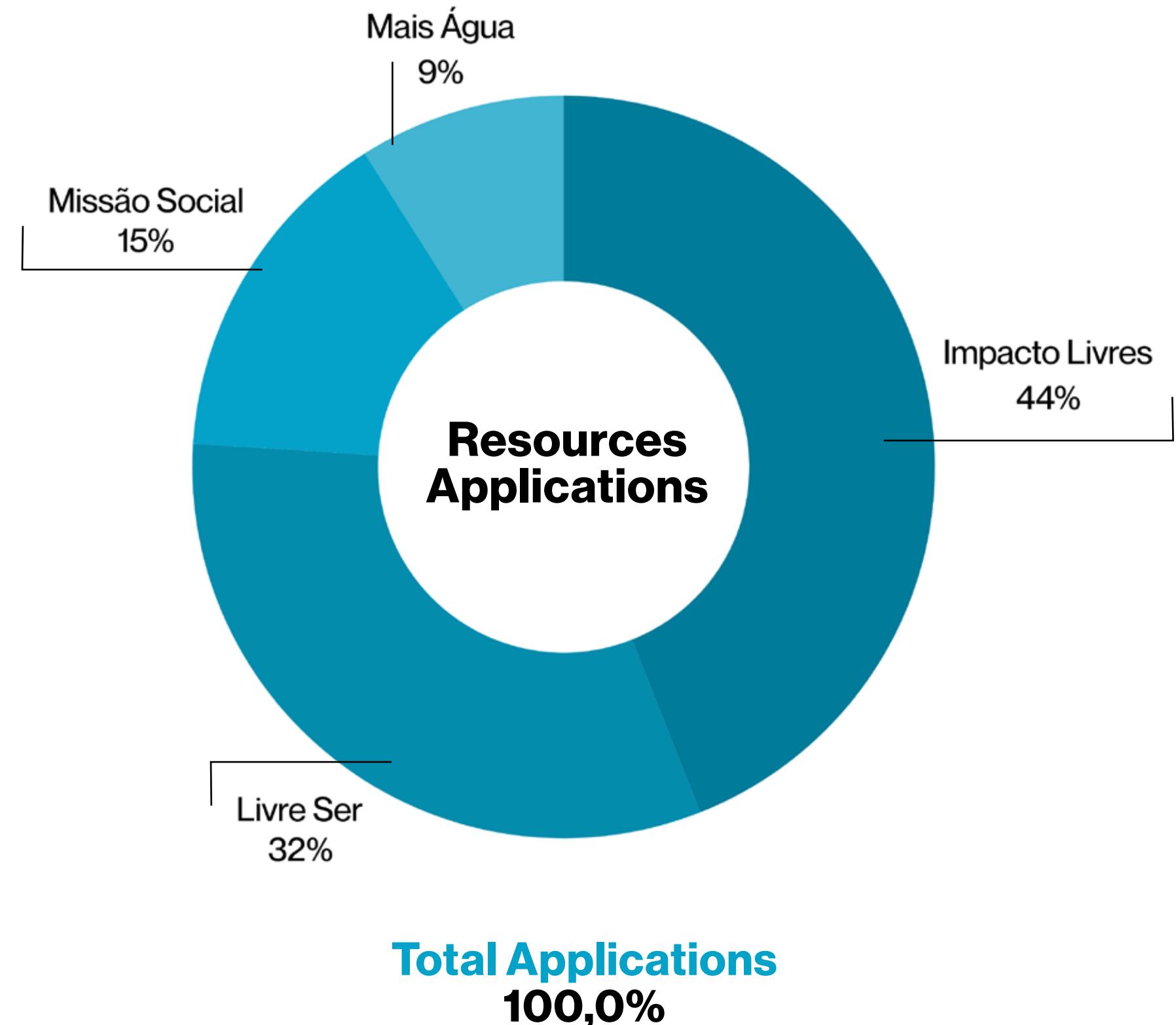
We remain convinced that communication is an essential part of the mission. Sharing results, achievements, and lessons learned is also a way to inspire others to walk alongside us. And that is exactly what we hope for with this report: that it will not only be an accountability document but an invitation. 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



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



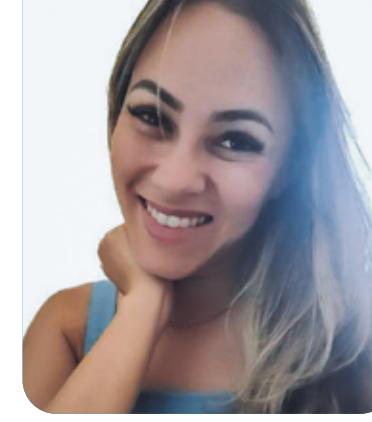
Clever Murilo
Executive
Director



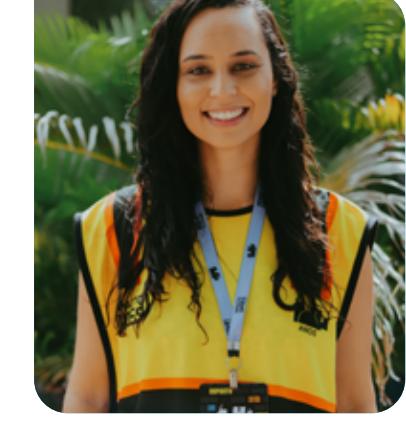
Renan Lacerda
Manager



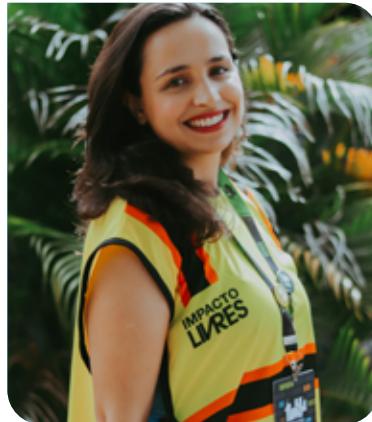
Daniela Pires
Partnerships Advisor
Volunteer



Gislaine de Campos
Administration and
Finance



Erica Rodrigueiro
Marketing and
Fundraising



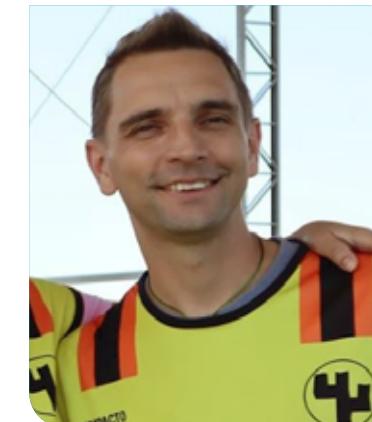
Luana Thomazini
Marketing



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



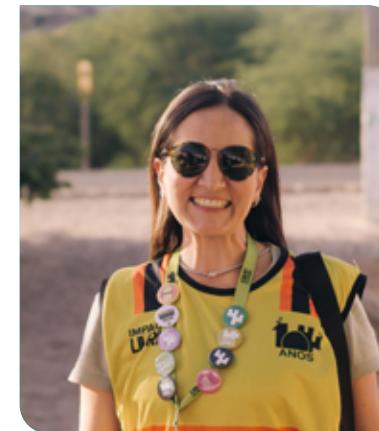
Eduardo Lourenço



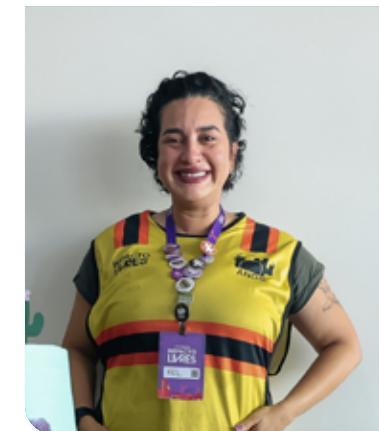
Matheus Amadio



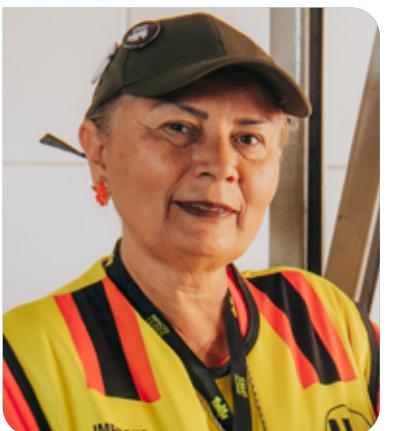
Eliete Bechi



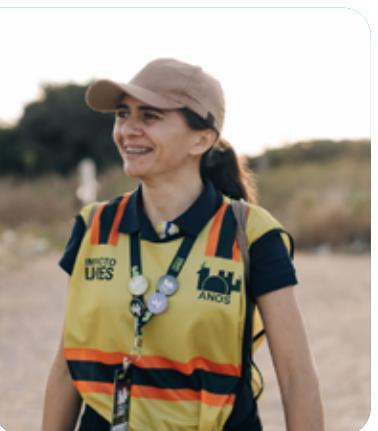
Maria Amélia



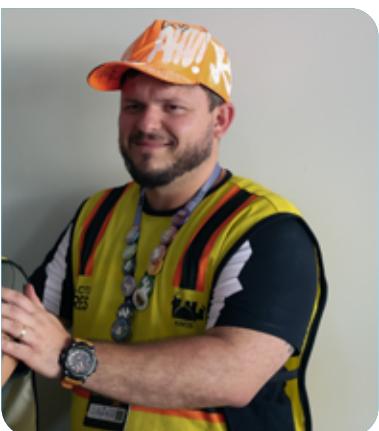
Kledja Maciel



Liane Rocicclair



Márcia Coelho



Eugenio Barbosa



Kayra



Rosângela



Josefa



Ana Caroliny

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difference today =)**

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