

INSTITUTO  
**LIVRES**

Missão Social Sustentável



*Serving people,  
transforming stories  
and building futures.*

## Annual Report

# 25

|                                 |           |
|---------------------------------|-----------|
| Founder's word                  | <b>03</b> |
| Livres                          | <b>04</b> |
| Mission, Vision and Values      | <b>06</b> |
| Governance and Transparency     | <b>09</b> |
| Livres 2025' Highlights         | <b>10</b> |
| Results                         | <b>11</b> |
| Key Learnings and Consolidation | <b>13</b> |
| Mais Água                       | <b>15</b> |

|                                    |           |
|------------------------------------|-----------|
| Impacto Livres                     | <b>18</b> |
| Livre Ser                          | <b>21</b> |
| Social Outreach                    | <b>24</b> |
| Engagement and Partnerships        | <b>26</b> |
| CEO's Word                         | <b>27</b> |
| Diversification of Revenue Sources | <b>28</b> |
| Social Investment by Project       | <b>29</b> |
| 2026 Action Plan                   | <b>30</b> |

## FOUNDER'S WORD

“It’s with joy and gratitude that we present the Instituto Livres’ 2025 Annual Report.

Looking back to all we experienced this year, we are reminded that truly impact happens when people are willing to serve, walk together and remain. The actions taken, the projects developed and all the lives that were touched, bear the mark of a work built with love, dedication and purpose.

In 2025, we experienced a very special moment with the opening of our new Livres Ser space. This new environment symbolizes care, protection and continuity.

The **Instituto Livres** was born out of a place of love for children and this new place represents in a concrete way, this commitment that remains alive throughout the years.

More than numbers, we celebrate stories. Stories of transformation, new beginnings and renewed hope. In every community we served, we saw the value of encounters, of listening and the constant presence as tools of real changing.

We remain sustained by faith that inspires us to serve with humility, love people and persist even facing challenges. This faith reminds us daily why we do what we do and the care that must exist in each step of this way.

The future fills us with expectation. New projects, new dreams and many paths yet to walk. In 2026 we celebrate **20 years of history of Instituto Livres**, and with our hearts filled with gratitude for the path behind, and hope for all that awaits ahead.

To those who walk this path with us, our deepest gratitude. May we continue moving forward, serving and inspiring people.”



Juliano Son



# LIVRES



**The Instituto Livres has been working for almost two decades to help people and communities in situations of social vulnerability.**

Our purpose is **love and serve others**, developing actions that can promote dignity, care and social transformation.

To achieve this purpose, we have clearly and transparently established our **values, mission and vision**, which guide all our projects and initiatives.

These principles are the pillars that underpin our work and reinforce our ongoing commitment as agents of transformation in Brazilian society.

# At Livres, we actively contribute to the achievement of 9 out of the 17 UN Sustainable Development Goals, which include:

**1 NO POVERTY**



**2 ZERO HUNGER**



**3 GOOD HEALTH AND WELL-BEING**



**4 QUALITY EDUCATION**



**6 CLEAN WATER AND SANITATION**





**8 DECENT WORK AND ECONOMIC GROWTH**



**10 REDUCED INEQUALITIES**



**16 PEACE, JUSTICE AND STRONG INSTITUTIONS**



**17 PARTNERSHIPS FOR THE GOALS**



# MISSION, VISION AND VALUES

## Our Vision

To be a benchmark in projects that contribute to eradicating social challenges, transforming lives through our values.

## Our Mission

To work toward the eradication of social ills in communities with low human development index in Brazil, through actions that inspire and mobilize people.

## Our Values

### Compassion

Being moved by others; putting oneself in another's place.

### Spirit of Cooperation

Being willing and available to contribute.

### Social Innovation

Pursuing innovative and creative solutions to social challenges.

### Commitment

Honoring what has been agreed upon.

### Transparency

Acting with clarity in our actions and in the use of resources.

### Simplicity

Creating simple and effective solutions to seemingly complex challenges.

### Joy

Celebrating achievements, fostering a positive environment, and recognizing the value of every contribution.

### Sustainability

Developing solutions that are economically viable, environmentally responsible, and socially self-sustaining.

### Excellence

Striving for the highest standards in all we do to ensure quality in our delivery.



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

# OUR TEAM



**Juliano Son**  
President



**Clever Murilo**  
Chief Executive  
Officer



**Renan Lacerda**  
Manager\*  
\*in the process of  
transitioning to CEO



**Leonardo Vieira**  
Diretor de Missão  
Social



**Luana Thomazini**  
Communication &  
Marketing



**Danielle Rodrigues**  
Designer



**Bianca Alves**  
Designer



**Gislaiane de Campos**  
Administrative &  
Financial



**Camila Moroni**  
Fundraising



**Cristiano Roberto**  
Sustainable Social  
Outreach



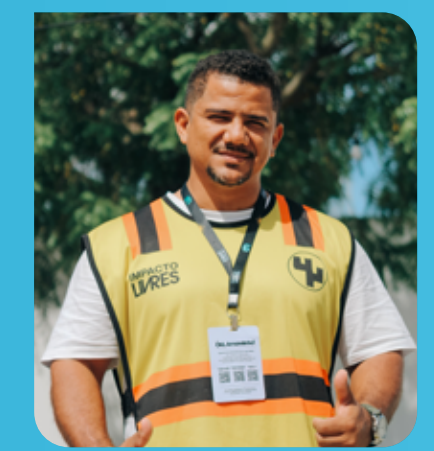
**Glaucia Girella**  
Sustainable Social  
Outreach



**Samara Dantas**  
Impacto Livres  
Operations



**Jaqueline Araújo**  
Customer  
Success



**Marcos Randay**  
Caretaker of Mais  
Água Project

# VOLUNTEERS



**Daniela Pires**  
Partnerships



**Gabriel Moroni**  
Innovation &  
Technology



**Ana Carolina Santos**  
Ambassadors  
Coordination



**Samarah Ribeiro**  
Trainee Livre Ser



**Ana Carolyny Rodrigues**  
Trainee Livre Ser



**Josefa de Sousa**  
Trainee Livre Ser



**Rosângela Teles**  
Trainee Livre Ser



**Thalyta Macedo**  
Trainee Livre Ser

## AMBASSADORS

The ambassadors played a key role in expanding the initiative's impact, acting as representatives of its purpose across different regions.

In total, 12 people were engaged in this mission—7 from Livre Ser and 5 from Mais Água. Each of them actively contributed to mobilizing, connecting, and strengthening the presence of these initiatives within their communities, broadening their reach and bringing even more people closer to the cause.

# GOVERNANCE AND TRANSPARENCY

**Instituto Livres is grounded in principles of transparency, institutional responsibility, and a strong commitment to best management practices.**

The organization's governance structure comprises an Executive Board, an Advisory Board, and a Fiscal Council, which contribute to strategic direction, oversight of operations, and institutional strengthening.

## Board of Directors

**Chief Executive Director**  
Juliano Son

**Executive Financial Director**  
Clever Murilo

**Operations Director**  
Renan Lacerda

**Social Outreach Director**  
Leonardo Vieira

## Advisory Board

Marcelo Anderson  
Rodrigo Rissi  
Tarick Mohallen

## Fiscal Council

Daniele Son  
Daniel Cezario  
Taís Ribeiro

## Institutional Policies

Instituto Livres maintains institutional policies that guide its operations and reinforce its commitment to integrity, transparency, and social responsibility.



**Code of Ethics  
and Conduct**



**Instituto Livres Data  
Privacy and Processing  
Policy (LGPD)**



**Livres Diversity and  
Inclusion Policy**



**Operational Procedure –  
Impacto Livres**



**Volunteer Policy**



**Governance and Resource  
Management Procedure**



**Instituto Livres Donation  
Acceptance Policy**

# LIVRES 2025 HIGHLIGHTS

## JAN

23rd edition of Impacto Livres in Marcolândia, Piauí



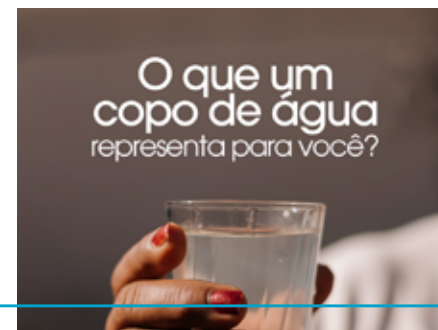
## FEB

Implementation of the Vida na Mala project in the Cachoeira Settlement.



## MAR

Special World Water Day Campaign.



## APR

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



## MAY

Special Maio Laranja initiative with children from the Livre Ser program in Paulistana, Piauí.



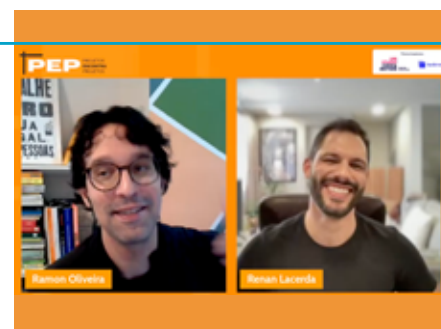
## JUN

Upgrading of the São Martins desalination system, located in Paulistana, Piauí.



## JUL

24th edition of Impacto Livres in Belem do Piauí.



## AUG

Participation of the Director of Operations in the Encontra Projetos Project (PEP), organized by Instituto Mestre GP.



## SEP

Launch of the B-R-O BRÓ 2025 anthology.



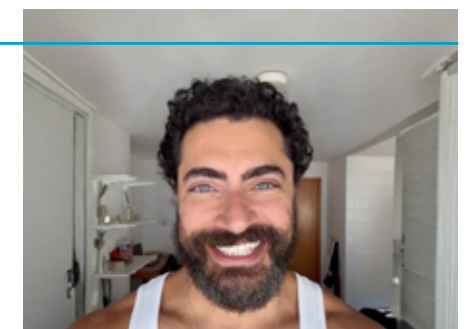
## OCT

Upgrading of the Itaizinho desalination system, located in Paulistana, Piauí.



## NOV

Inauguration of the new Livre Ser facility.



## DEC

Beginning of a partnership with actor Carlo Porto.

*“The most important thing in life is not what we achieve, but what we share.”*

HENRY FORD

## 2025 Results



**32.811**

People benefited



**6.562**

Families



**566**

Volunteers



**88**

Communities served

## Overall Consolidated Results



**321.221**

People benefited



**64.244**

Families



**8.261**

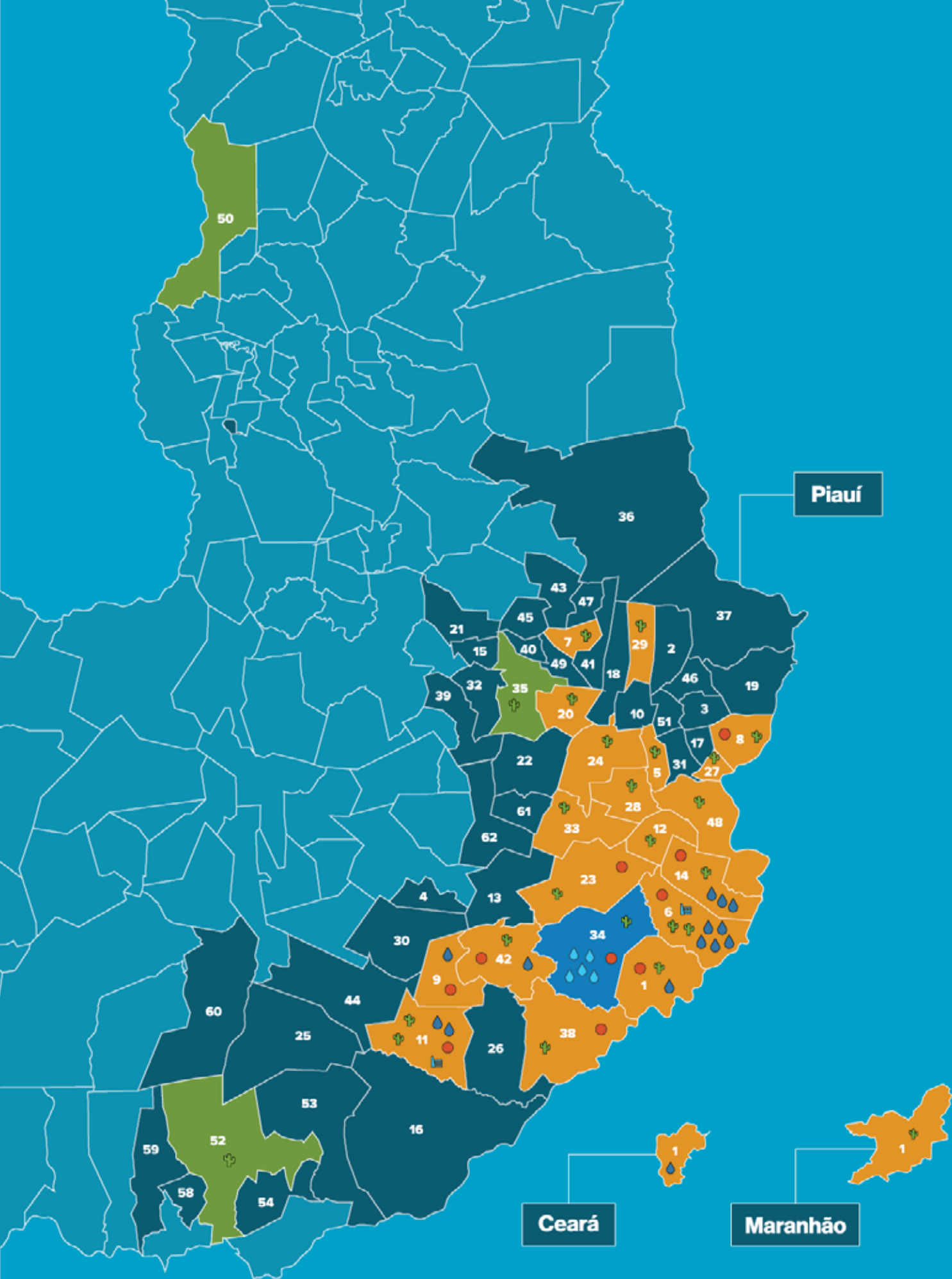
Volunteers



**419**

Communities served

# Cities Impacted by Instituto Livres:



## Legend

- Cities Benefited
- Hubs
- Neighboring Cities
- Advanced Base
- Mais Água
- Impacto
- Dams
- High Social Vulnerability Index

## 📍 Piauí

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

## Our Projects\*:

- 24 Impactos
- 2 Dams
- 19 Deployed systems and 12 communities with active systems.
- 10 Socialization and development centers

## 📍 Maranhão

1. Caxias

## 📍 Ceará

1. Quiterianópolis

\*Data updated until 2025

# KEY LEARNINGS AND CONSOLIDATION IN 2025

**The planning presented in our 2024 report established important goals for 2025, including the expansion of services provided by the project Livre Ser, the strengthening of the organization's financial sustainability and the expansion of social initiatives across different territories.**

Throughout 2025, several of these areas made strong progress. The **Livre Ser** project started a new phase of expansion, improving its structure and increasing the number of children served. In the Impacto Livres project, the focus shifted to a more territorial approach, strengthening relationships with communities already served and deepening local impact.

In the **Mais Água** project, the year was mainly focused on consolidating existing systems, with attention to technical maintenance, follow-up with the communities served, and strengthening the sustainability of the installed systems.

This cycle brought important learnings for the organization and reinforced that financial sustainability remains a strategic challenge for Instituto Livres.

**Strengthening fundraising efforts, expanding partnerships with companies, and growing the base of recurring donors are key to ensuring the continuity of initiatives and enabling the expansion of projects in the coming years.**



# OUR PROJECTS IN 2025





# projeto + água



The **Mais Água** project was created as a sustainable response to challenges related to access to safe drinking water in Brazil.

According to the 2025 Sanitation Ranking by Instituto Trata Brasil, around 16.9% of Brazilians still lack access to safe drinking water, a situation that directly impacts health, food security, and social development, especially in more vulnerable communities.

The main goal of the Mais Água project is to **implement water solutions in communities in Brazil's semi-arid Northeast**, where long periods of drought and limited infrastructure are common.

The project focuses on efficient, cost-effective solutions adapted to the local reality, **ensuring access to safe drinking water and improving living conditions for the families served.**

In 2025, the **Mais Água project operated 12 desalination systems**, ensuring continuous access to safe drinking water in the communities served. During the year, maintenance was carried out on **6 desalination systems and 1 well**, strengthening the efficiency and continuity of the water solutions in place.

Maintenance activities covered systems located in the communities of Cacimba da Areia, Barro Vermelho, Itaizinho, Serra Vermelha, Baixios dos Belos, and São Martins, as well as Poço Carneiro. The interventions included structural improvements, equipment maintenance, and operational adjustments, ensuring greater efficiency in water supply for the families served.

The year 2025 was marked by the **consolidation of the systems already implemented by the project**. This period focused on strengthening operations, supporting the communities served, and maintaining the installed structures, ensuring the continuity and sustainability of the water solutions over time.

This consolidation process also highlighted the importance of expanding partnerships and strengthening fundraising efforts to support the project's expansion to new communities in the coming years. The continuity and growth of Mais Água depend on the engagement of supporters, partner companies, and the strengthening of a sustainable base of social investment.

**Through Mais Água, Instituto Livres continues to promote access to safe drinking water as an essential factor in improving quality of life, reducing vulnerabilities, and strengthening the communities served.**

## Since 2012, Mais Água has benefited:



**61**  
Communities



**4.072**  
Families



**20.360**  
People



With  
**119.128.900**  
Liters of water distributed

## In 2025, Mais Água reached:



**46**  
Communities



**2.640**  
Families



**13.200**  
People



With  
**14.582.400**  
Liters of water distributed



# IMPACTO LIVRES





**Impacto Livres is one of the main initiatives of Instituto Livres and, for over a decade, has worked as a tool for social mobilization in communities in Brazil's semi-arid region.**

The project promotes integrated actions that aim to respond to real needs in the areas of social support, education, culture, health, and citizenship, always based on presence, listening, and collaboration with the communities served.

In 2025, Impacto Livres carried out two editions in Brazil's Northeast. The 23rd edition took place in Marcolândia, Piauí, and the 24th edition was held in Belém do Piauí. In both, hundreds of volunteers came together to serve local communities through services, educational activities, and community actions focused on the holistic care of individuals.

Throughout the year, the project also adopted a territorial focus, prioritizing ongoing engagement with previously served municipalities and deepening its work in local communities. This approach aimed to strengthen relationships, improve the effectiveness of actions, and contribute more consistently to community development.

The activities carried out during the editions included health services, educational workshops, cultural activities, and training sessions for children, adolescents, and adults, as well as home visits and initiatives aimed at strengthening community bonds. Impacto Livres also contributes to the local economy by encouraging income circulation and service provision during the period of activities.

**More than carrying out one-time activities, Impacto Livres seeks to build lasting connections, strengthen local leadership, and encourage community protagonism.**

The project highlights the importance of cooperation between volunteers, partners, and communities in developing simple and effective solutions to complex social challenges.

Through Impacto Livres, Instituto Livres continues to mobilize people, resources, and talents to promote social development, expand opportunities, and strengthen communities in vulnerable areas.

## Impacto Livres in 2025

**11.318**

Pessoas reached

**2.263**

Famílias reached

**3.242**

Health services provided

**859**

Households visited

**598**

Average of children per day participating in educational activities

**550**

Voluntários engajados

**15**

Vocational training courses delivered, with 407 certificates issued

**32**

Communities served

**02**

Cities visited

## Since 2014, Impacto Livres has reached:

**225.077**

People impacted

**6.552**

Volunteers engaged

**63.976**

Health services provided

**326**

Communities served

**45.015**

Families impacted

**22.006**

Households visited





# LIVRESER

- 4 QUALITY EDUCATION
- 8 BROAD AND INCLUSIVE ECONOMIC GROWTH
- 10 REDUCED INEQUALITIES
- 16 PAZ, JUSTIÇA E EQUIDADE GÊNERO
- 17 PARTNERSHIPS FOR THE GOALS



### Social vulnerability still significantly affects childhood in Brazil.

According to UNICEF, 28.8 million children and adolescents live in poverty, representing more than half of the country's population aged 0 to 17. This situation highlights the lack of or limited access to basic rights such as education, housing, sanitation, adequate food, and protection.

In response to this reality, Instituto Livres operates through the Livre Ser project, developed in Paulistana, Piauí and surrounding areas, focusing on the protection, care, and holistic development of children and adolescents in socially vulnerable contexts. The project seeks to **create safe and welcoming environments where children can learn, grow, and strengthen family and community bonds.**

Through educational, developmental, and social activities, **Livre Ser supports the development of social, emotional, and cognitive skills, while also working preventively in situations of risk.** The activities are carried out on an ongoing basis, respecting the local context and promoting citizenship from an early age.

### In 2025, the project reached an important milestone with the inauguration of the new Livre Ser space.

More than just a physical structure, it represents the consolidation of years of work with children, families, and the local community. The space was designed to provide a safe and suitable environment, allowing the project to expand its reach and support more children and families.

The expansion of the structure also represents an important step toward strengthening the project in the long term. By increasing its capacity to serve, Livre Ser reinforces the need to strengthen financial sustainability efforts, expand its network of supporters, and build partnerships that support the continuity and growth of its activities.

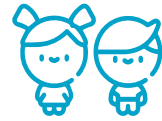
The inauguration of this space reinforces Instituto Livres' commitment to long-term work, based on consistent presence, relationship-building, and the creation of real opportunities for development. Livre Ser continues as an initiative dedicated to protecting childhood, strengthening families, and supporting more dignified life paths for children and adolescents in vulnerable contexts.

## Livre Ser in 2025



**1.222**

Total activities carried out



**289**

Children served



**266**

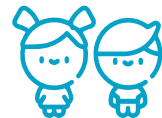
Families benefited

## Since 2012, Livre Ser in the semi-arid region has reached:



**5.590**

Total activities carried out



**4.157**

Children served



**267**

Families benefited

## Actions we carry out



### After-school activities

We offer weekly activities for children in Paulistana, Piauí, and in nearby communities and settlements, expanding their access to education and recreation.



### Livres Play

We serve children and adolescents aged 5 to 16 through activities held twice a week, including futsal classes and physical exercises, encouraging 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.



### Vida na Mala

An initiative focused on training local organizations and leaders who work with children, strengthening practices of care, education, and child protection. The project is carried out through structured sessions, promoting the socio-emotional, physical, and cognitive development of children served by participating institutions.

**We believe that through education, care, and support, it is possible to transform lives and contribute to building a more dignified future for every child served.**

# SOCIAL OUTREACH



**The Social Outreach of Instituto Livres is an ongoing initiative in the southeastern region of Piauí, with a special focus on Paulistana and nearby areas. Its work is based on a regular presence in communities and close support for the families served.**

We are committed to continuously supporting the families served, offering assistance based on identified needs and the Institute's capacity to act, through actions such as basic food basket distribution, hygiene kits, and other forms of emergency support. In addition, we focus our efforts on engaging with children and youth, aiming to create a positive impact in their lives and strengthen family and community bonds.

In 2025, the Social Outreach focused mainly on direct support for families in more vulnerable situations in the region of Paulistana and nearby communities. Unlike 2024, which included large-scale emergency actions during the floods in Rio Grande do Sul, the focus in 2025 was on continuous presence in the communities and closer follow-up with the families served in Piauí.

## **Social Outreach in 2025**

**244**

People served

**48**

Families benefited

**47**

Household visits

**24**

Communities served

## **In the history of Social Outreach, it has already benefited**

**44.491**

People served

**8.898**

Families benefited

**1.372**

Households visits

**75**

Communities served



# ENGAGEMENT AND PARTNERSHIPS

**Partnerships are essential for the implementation and continuity of Instituto Livres' activities.**

In 2025, we were supported by companies, institutions, and individuals who walked alongside us, helping to expand the impact of our projects.

Strengthening partnerships with churches, companies, and organizations remains a strategic priority for Instituto Livres, especially to ensure the sustainable expansion of initiatives such as the Mais Água project, increase engagement through Impacto Livres, and support actions aimed at strengthening families and children through the Livre Ser project.

**If you would like to partner with LIVRES, please get in touch with us.**

☎ +55 (11) 98542-6677

✉ [contato@institutolivres.org.br](mailto:contato@institutolivres.org.br)

**We thank all those who were part of this journey:**

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

# CEO'S WORD

**The year 2025 was an important period of institutional strengthening for Instituto Livres. Throughout this cycle, we remained committed to our mission of generating social impact through initiatives that promote dignity, human development, and transformation in the communities we serve.**

More than expanding our actions, 2025 was a year dedicated to consolidating projects and maturing our internal processes, seeking to ensure that each initiative developed by the Institute is consistent and sustainable.

Across our areas of work, we experienced important progress. We strengthened the systems already implemented by the **Mais Água project**, prioritizing maintenance and ongoing support for the communities served. Through **Livre Ser**, we expanded our support for children and adolescents with the opening of a new space dedicated to intentional and structured development. Meanwhile, with **Impacto Livres**, we deepened our presence in the communities we serve in Piauí, strengthening local connections and expanding our mobilization through volunteer supporters.

These developments reinforce an important lesson for our organization: sustainable growth requires not only expanding initiatives, but also strengthening the foundations that ensure the continuity of the impact generated.

At the same time, we remain attentive to the ongoing challenge of ensuring the financial sustainability of our actions. Strengthening our base of supporters, expanding partnerships with companies, and diversifying our sources of funding continue to be key priorities so that we can grow our initiatives and reach new communities in the years ahead.

We believe that effective social organizations are built by people who pursue growth with intention, maintain discipline in their processes, and are guided by a purpose-driven culture, where results are a natural consequence.

None of this would be possible without the dedication of our team, the commitment of our volunteers, and the trust of the partners and supporters who walk alongside us on this journey.

We remain grateful for the results achieved so far and, above all, for the commitment to continue working with responsibility, transparency, and purpose, contributing to the building of more just and hope-filled realities.



Clever Murilo

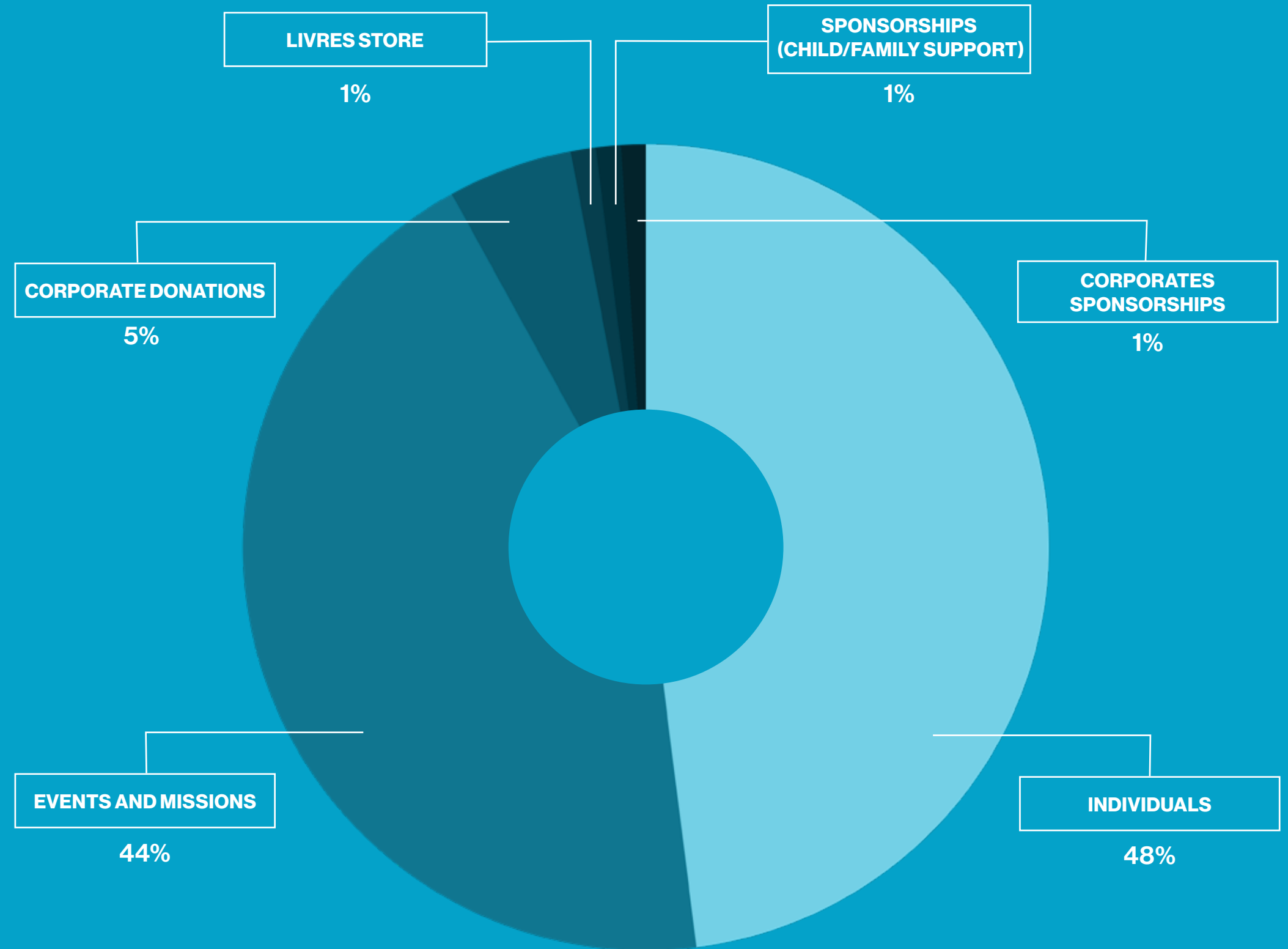


## DIVERSIFICATION OF REVENUE SOURCES IN 2025

The financial sustainability of Instituto Livres is built through multiple mobilization fronts, including individual donations, social engagement campaigns, charitable events, and institutional partnerships.

This diversity of initiatives helps broaden civil society's engagement with the causes supported by the organization.

**TOTAL**  
100%



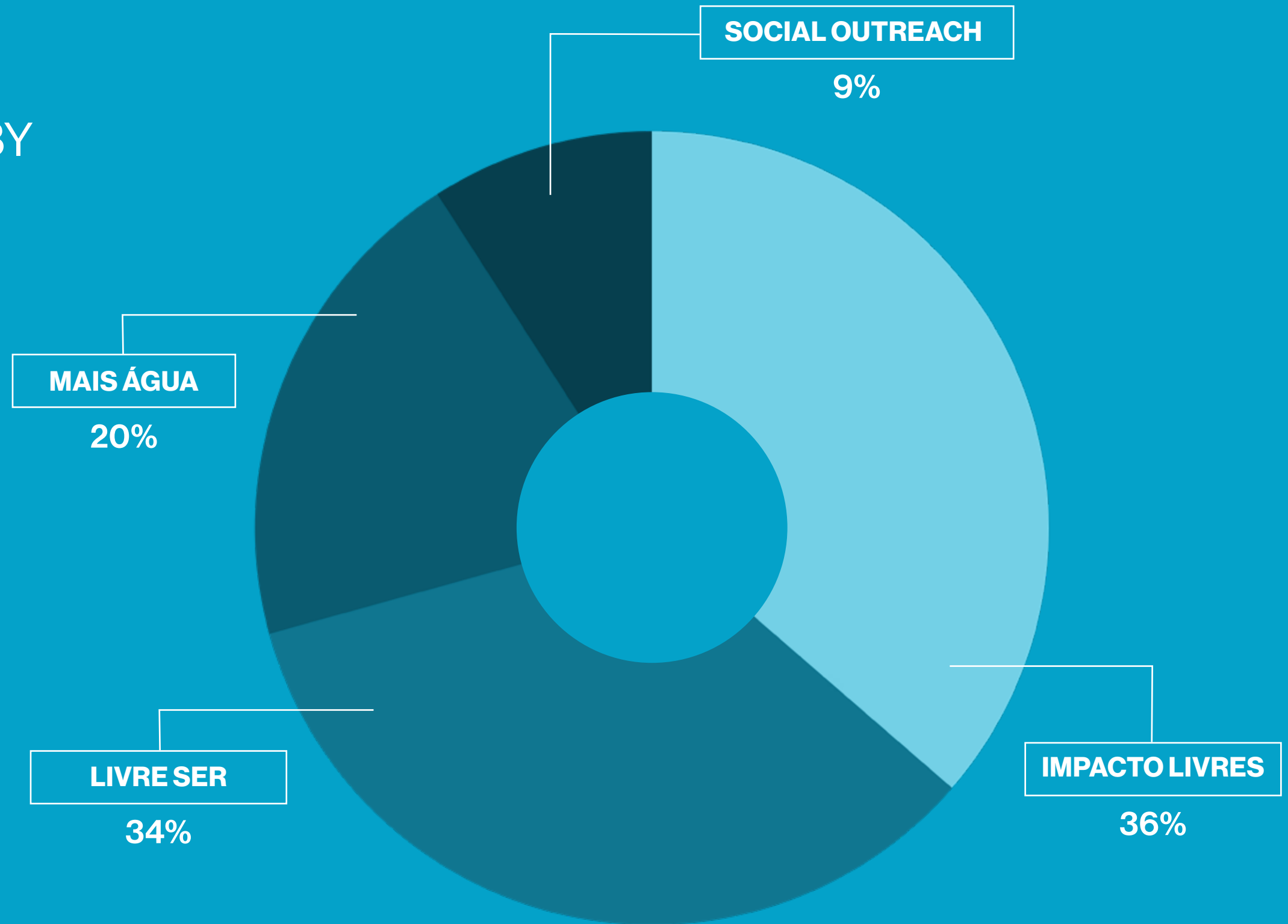
## SOCIAL INVESTMENT BY PROJECT IN 2025

The resources invested in 2025 were directed toward the main areas of work of Instituto Livres, strengthening projects focused on community development, child protection, and expanding access to clean water in regions of greater social vulnerability.

Distribution of social investment among Instituto Livres' projects:

**TOTAL SOCIAL INVESTMENT**

**100%**



# 2026 ACTION PLAN

Based on the learnings and progress observed in 2025, Instituto Livres has defined strategic priorities for 2026 focused on institutional strengthening, expanding financial sustainability, growing its supporter base, and responsibly scaling its social initiatives.



## Strengthen the volunteer ecosystem

Enhance volunteer engagement, training, and organization, strengthening their role across the Institute's projects and initiatives.



## Launch and expand online courses

Develop and scale digital courses as a strategy for capacity building, expanding reach, and diversifying the Institute's revenue streams.



## Expand the Livre Ser sponsorship program

Grow the sponsorship program to ensure the sustainability of initiatives supporting children served by Livre Ser.



## Expand recurring donations for Mais Água

Increase the donor base to ensure the maintenance and continuity of water access systems in the communities served.



## Intensify B2B outreach

Strengthen relationships with companies through strategic partnerships aligned with the Institute's social mission.



## Expand the individual leads base

Strengthen communication and relationships with potential supporters and donors.



## Develop upsell strategies with active donors

Implement strategies to increase engagement and recurring contributions from active 2025 donors.



## Increase corporate sponsorships for Impacto Livres

Enable new editions of the project through corporate partnerships.

## Contact Instituto Livres

 +55 (11) 98542-6677

 [contato@institutolivres.org.br](mailto:contato@institutolivres.org.br)

---

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Jardim, Santo André - SP, 09080-510

### Paulistana

R. Jose A Amorim – COHAB  
64750-000

# INSTITUTO LIVRES

Missão Social Sustentável

## THANK YOU VERY MUCH!

To follow our work in real time, connect with  
us on social media.



Your donation transforms  
lives. Don't miss the  
opportunity to make a  
difference today. =)



### PIX KEY:

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Or point your phone's cam-  
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