



Annual
Report
2021



The background of the entire page is filled with a pattern of stylized, leaf-like shapes. These shapes are in two colors: a vibrant orange and a solid black. They are scattered across the white background, with some appearing larger and more prominent than others, creating a dynamic and textured visual effect.

2021

Once again, organizations of women
and trans people supported by ELAS+
have demonstrated their full potential
to transform society


At the very beginning of 2021, the pandemic, which seemed to be under control, showed a new face and gained a new name: Omicron. It demanded immediate attention and much innovation. For us, it was a year of strengthening our governance, with three new counselors – two black trans individuals and one indigenous reaffirming the commitment to diversity represented in our new brand: ELAS+ Giving for Change.

ELAS+ has deepened trust in women, raised awareness among new partners, and launched the largest call for proposals in its 21 years of existence: **Building Movements 2021: strengthening solidarity and trust**. Resources were made flexible, as was the case in 2020. More than **5 million reais (BRL)** in direct donations were distributed for the institutional strengthening of **119 groups** and organizations led by women and trans people who understand their territories and know how best to invest in transforming them.

Even with all the challenges imposed by the scenario, adding up all the ongoing programs in 2021, ELAS+ has donated directly into the hands of women and trans people more than **7.5 million reais (BRL)** to 133 collective initiatives and networks in all regions of Brazil.

We ended the year 2021 with the launch of the research [Activism and Pandemic in Brazil](#), a pioneering study conducted by ELAS+ which reaffirmed the importance and power of women's organizations that acted with strategy and focus to minimize the impacts of the pandemic. In addition to providing shelter and accompaniment to the most vulnerable populations, they dedicated themselves intensely, carrying out actions for digital equity and adapting to the challenges of virtual meetings. The resistance, resilience and reinvention of activism of groups of black, indigenous and LGBTI women enrolled in the 2020 program is available to the public, partners and the ecosystem of philanthropy.

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ELAS+

Giving for Change



ELAS+ Giving for Change

In 2021 our Vision broadened. ELAS is now +.

ELAS+ has come of age – 21 years! And we act with the same enthusiasm and passion for our mission. We innovated our brand to keep up with changes in society, but our DNA remained the same: investing in organizations of women and trans people, making collective dreams of transforming society possible.

In 2021 we reaffirmed our Mission, Vision and Values, to construct our future.



**Investing in women and trans people
is our way of changing the world:
Giving for Change.**



Mission

Promote and strengthen the protagonism of women and trans people, mobilizing and investing resources in their initiatives.



Values

- » **Passion for the women's cause**
- » **Respect for singularity, subjectivity and multiplicity**
- » **Ties of trust**
- » **Citizen donation**
- » **Transparency**



Supporting philanthropy enables
true social transformation

Diversity, Security and Protection

ELAS+ Giving for Change diversity, security and protection

In 2021, the support and partnerships established were fundamental for ELAS+ to expand and strengthen the concept of diversity – a characteristic present in the DNA of the organization and that underpins all procedures.

We also improved some processes for institutional strengthening, in the areas of management and security.

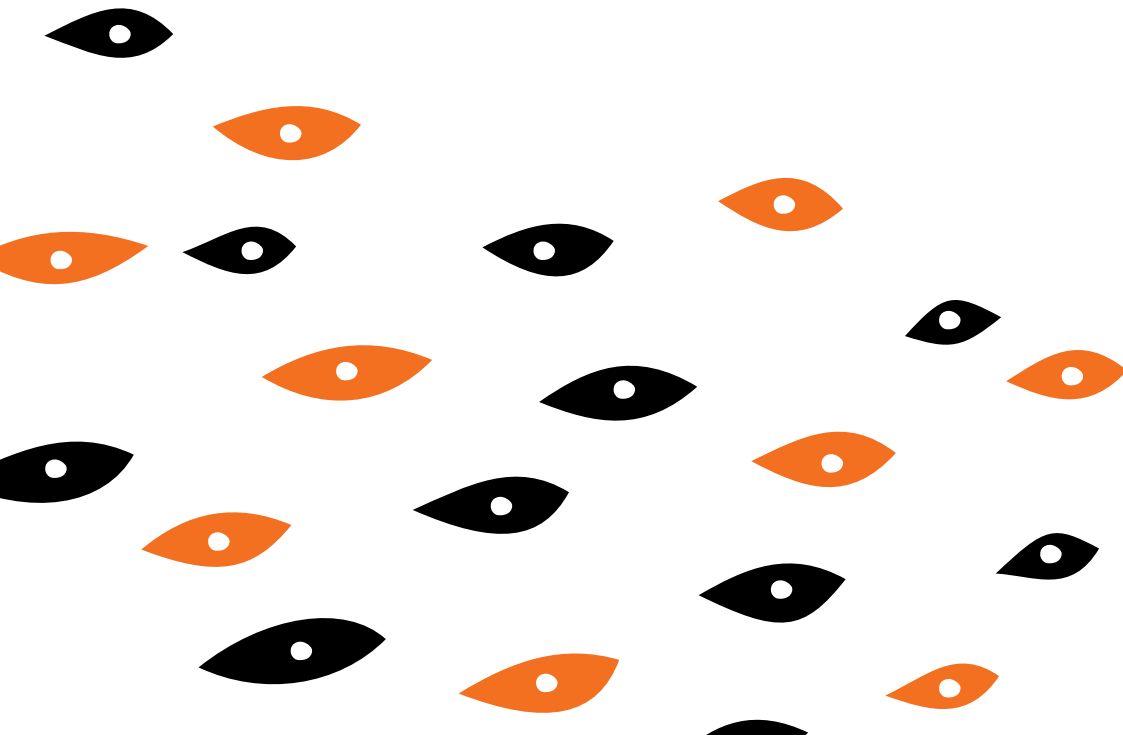
Human resource management

In human resource management, we expanded the team by reaffirming our structural diversity policy - prioritizing the hiring of black women and LGBTQIA+ people. Our board is also increasingly diverse with the presence of trans people and an indigenous woman.

Process management

In process management, new internal flows and procedures were structured with the objective of increasing the integration between areas and the efficiency of activities, with special concern regarding security protocols.

Throughout the year, better security practices were incorporated into all operational activities and, with the support of a specialized external consulting firm, the new ELAS+ Management and Security Plan Plano was developed. The plan contains guidelines for increasing the safety of the team, partners, and supported groups and organizations. We also underwent an important restructuring in the information technology area, understanding the growing need to develop strategies and expand protection in this area.



Protection policy

Also in 2021, it was possible to build and implement something we have long desired — a protection policy for people, especially children, in vulnerable situations. The goal is to encourage attitudes consistent with the culture and ethics of the institution, encouraging and exercising assertive behaviors, both with partners and in the internal relationships of the organization.

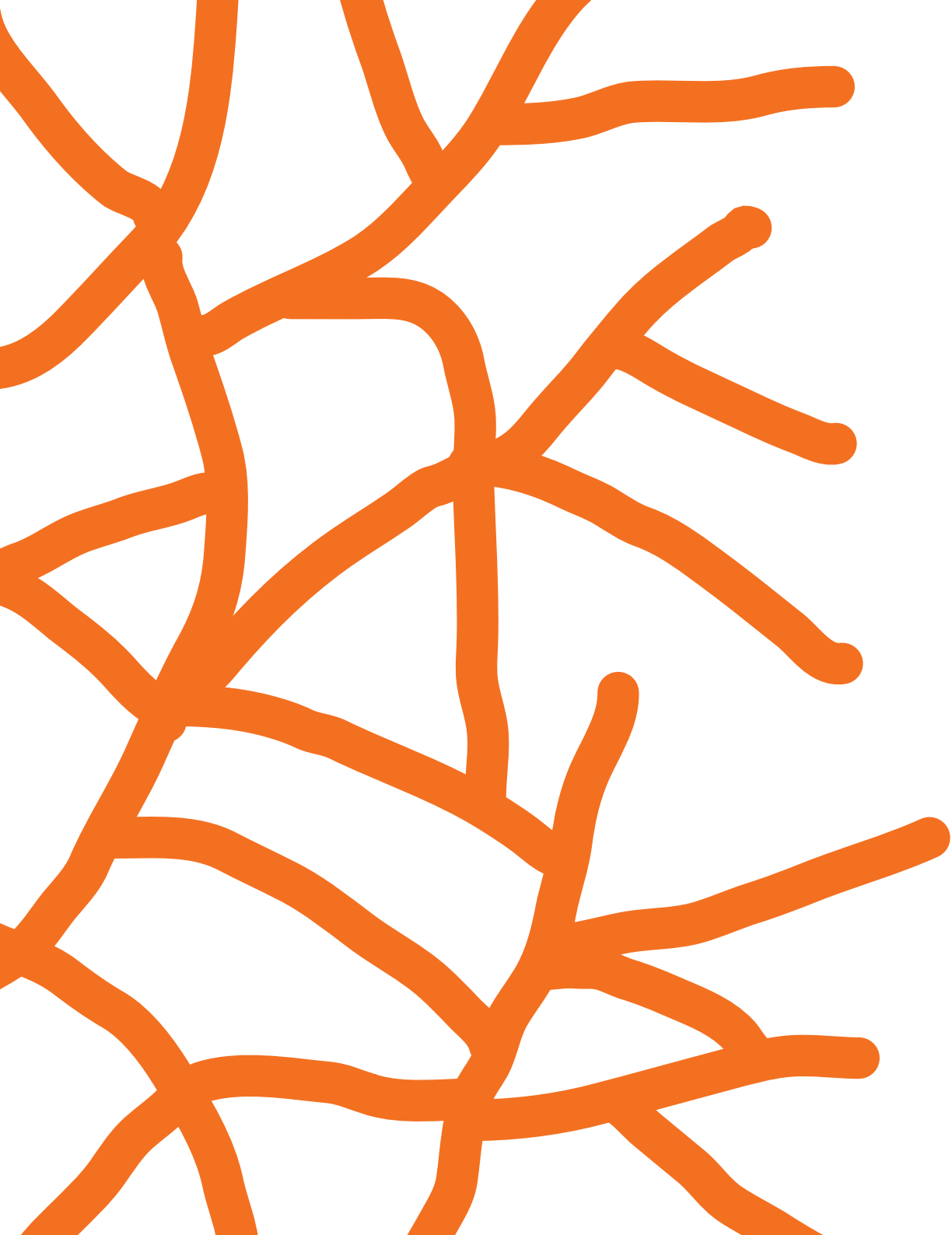
This policy is consolidated as an instrument of fundamental importance to guide the protective actions, combat violence in the scope of the activities developed by ELAS+ Giving for Change, and guarantee the rights of children, women, trans people, and those in vulnerable situations - in the breadth of the networks in which they are integrated.

Development

To enable the development of the people who are part of ELAS+, a workshop on Non-Violent Communication (NVC) was held with all our staff and coordination. The objective was to develop individual skills for more assertive communication and to look for tools to improve personal and professional relationships. Further, several workshops on resource mobilization were held to improve grantmaking skills.

The development of all of these strategies for institutional strengthening, essential to the evolution of ELAS+ and to the continuity of our mission, was only possible due to the support received throughout 2021.





Theory of Change

Multiplying roots, we transform



We gained visibility for our Theory of Change

In 2021 we launched our Theory of Change. Precisely in a challenging year, where new roots of our actions have multiplied!

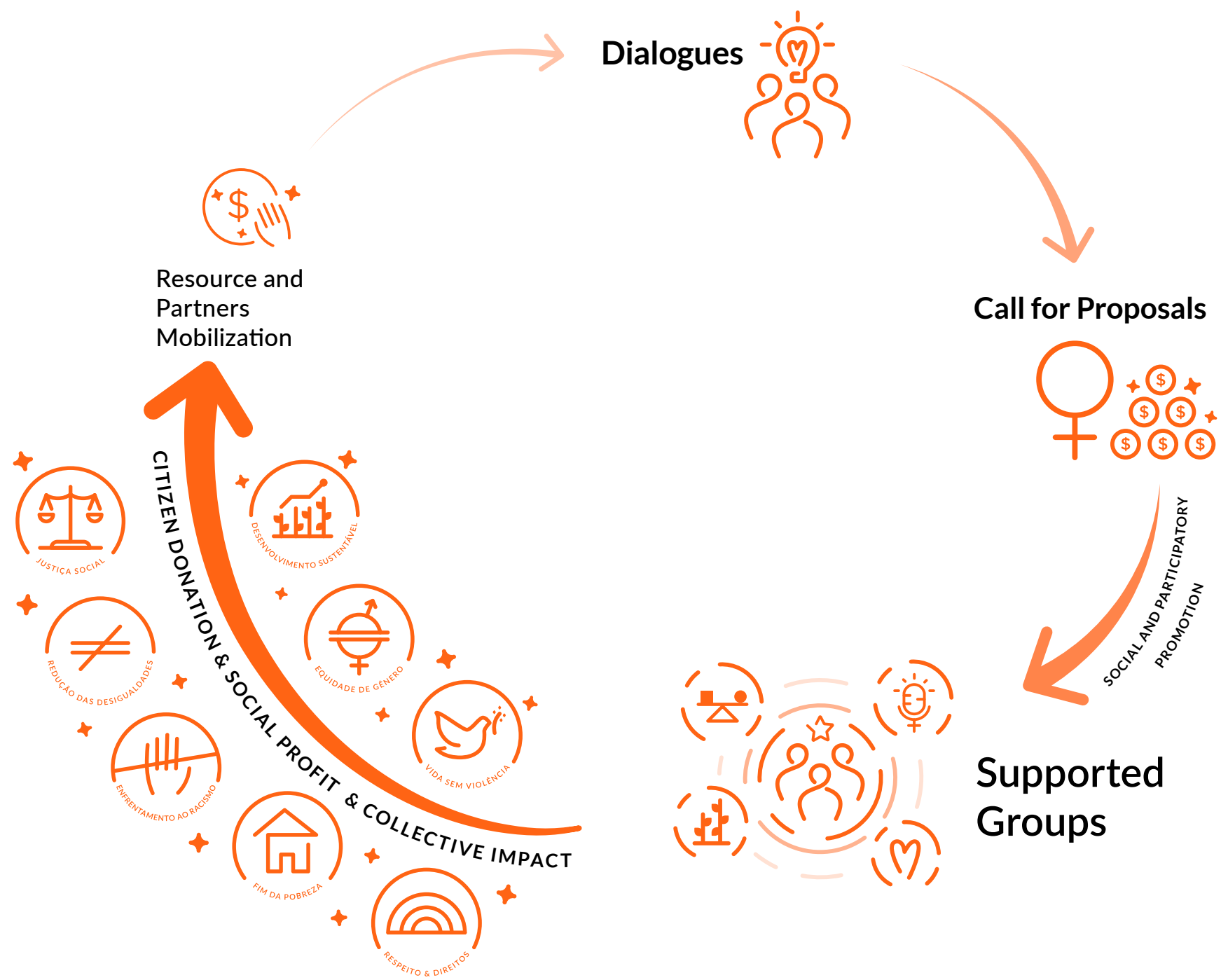
ELAS+ Giving for Change designed its Theory of Change model, symbolized in a mandala that highlights our systemic view of transformation. We invited artist Joana Lira, who lent her poetry to our workflow. Our inspiration was ginger, which is a rhizome. It has no deep roots, multiplies horizontally through itself, grows and is reborn far from our view, underground. It transforms itself into other gingers, demonstrating multiplicity and singularity, and also offers us its vertical side with its stalk, leaves and flowers that enchant us.

The power of women's organizations is multiplied in other potent female and trans people leadership. Knowledge is mixed into this diversity in a circular dance toward the transformation of their lives, the lives of their families, communities, territories, neighborhoods, cities, of laws and public policies that favor and defend them, advancing their rights.

Along the way, a long-term systemic vision, strategic planning, governance, collective impact, and a prepared and motivated team.

The Theory of Change has illuminated and continues to illuminate our path at every step.







As many initiatives continue in progress throughout 2022, from the total resources mobilized, BRL 5,158,774.63 were reserved to guarantee the activities until the finalization of the call for proposals.

Resources raised in 2021	Resources invested in 2021	Remaining resources for 2022
BRL 15.826.932,47	BRL 10.668.157,84	BRL 5.158.774,63

Resource Mobilization

When we mobilize resources with national and international partners, we gain power. We apply partnerships in a symbolic soil and the nutrients are distributed through the calls for proposals. In 2021, ELAS+ and its partners once again made resources flexible, creating the possibility to strengthen organizations institutionally. Besides financial resources, we donate trust. They know their territories, even more so after the challenges of the pandemic, and can define, with autonomy and responsibility, where and how to invest.

Mobilization

In 2021, we mobilized a total of BRL 15,826,932.47. In the same year, BRL 10,668,157.84 were used, of which BRL 8,013,973.89 were invested in women's groups and organizations and BRL 2,654,183.95 in institutional costs of the organization.

Investments



- Investment in the Women's Groups: **BRL 8.013,973,89**
- Institutional Cost: **BRL 2.654.183,95**





Shimmering Solidarity

Global Rights Summit



Exchanges and Co-learning – “Sparkling Solidarity”

ELAS+ Giving for Change has found ways to maintain its connection with other funds and organizations that work with the same purpose in other countries. We believe that sharing experiences is an essential process in the search for solutions to the many challenges that still exist in the way of philanthropy.

In the first half of 2021, ELAS+ Giving for Change participated in **Shimmering Solidarity**, an event of the Global Rights Summit, developed as a space for progressive donors to connect across different thematic and geographic boundaries. Among its goals are expanding the conditions for cooperation, coordination, and co-learning.

A scenario on “Anti-gender, feminist and LGBTQI+ resistance movements in Brazil” was the contribution of ELAS+ at Shimmering Solidarity 2021. Participants included K.K. Verdade, ELAS+ Executive Coordinator, and Board members, Chirley Pankará, an indigenous woman, and Lam Matos, a black trans man.

To strengthen the fight for social justice and rights, **ELAS+ Giving for Change advocated for investment in a plural civil society to prevent the advance of authoritarianism, through flexible support for groups that are dealing with such emergencies in their respective territories.** We believe, and express this belief in Shimmering Solidarity 2021, in the humanitarianism propagated by these groups, understanding that they reach the grassroots level and are able to promote real social change.



Dialogues, our methodology

The Dialogues are spaces for harvesting. Before creating the calls for proposals, we listen in depth to the collective needs and dreams of the groups of women and trans people, incredibly diverse and from all regions of Brazil. Other Dialogues are held after the selection of the groups and organizations. We focus on the exchange and strengthening of the selected groups, on alliances, and on the networks that start to build or grow. The results are presented in a lively way, complementing the formal reports of the benefited organizations.

Navigating the challenging year!

Building Movements Dialogue

In 2021, still respecting the health recommendations for combatting the pandemic, we held the first fully online Building Movements Dialogue. In this edition, we discussed the following topics:

- » Pandemic, COVID 19, Inequality and Poverty
- » Anti-racist Activism
- » Gender-based Violence, Domestic Violence and Femicides
- » Defense of the Land and Territories
- » Mobility, Ableism and Territorial Segregation
- » Political Participation and Elections
- » LGBT+ Rights
- » Climate Justice, Environment, Knowledge of the Countryside and Forest
- » Activism and Mental Health

There were four days of online meetings during the month of July, where workshops on “Digital Security, Data Protection Law, Communication” and “Telework and Technology” were held.

The Online Dialogue Building Movements 2021 also included a panel that brought together representatives from 11 major funds, from Brazil and abroad, to discuss resources for women's and trans people's activism: Fondation CHANEL, Front Line Defenders, FAU-AL, MADRE, Fundo Baobá, Fundo Brasil de Direitos Humanos, Fundo Casa Socioambiental, Itaú, Instituto Unibanco, Black Feminist Fund, and Rede de Filantropia para a Justiça Social.

ELAS+ Executive Coordinator, K.K. Verdade, opened the panel stating:

“ We want to bring together some of the supporters of the human rights of female activists in Brazil. The institutions we will hear from here are not limited to providing financial support... they are also in support of relationships, which are often as important as financial support. They are partners who can give visibility to Brazilian realities in global agendas.





In all, we had the participation of more than 300 activists representing about 200 of the most diverse groups and organizations from all parts of Brazil, showing their resilience, talking about their activism, resisting in defense of democracy and promoting transformations!

300
ACTIVISTS

200
GROUPS

We held 30 hours of conversations to understand and map the real needs of those who know the reality at its roots. We had participants from several countries across three different continents: America, Europe and Africa. To guarantee the best possible understanding, the entire dialogue was translated into English. For Portuguese, we had a sign language (LIBRAS) interpreter.



Much more than just speaking, we experience that we are more. Groups and organizations of black, indigenous and quilombola women, as well as domestic workers, prostitutes, lesbians, bisexuals, trans women and men, women with disabilities, terreiro women, from favelas and peripheries, from the countryside, from the cities, from the forests. Young activists, other young people from longer ago...

– Helena Theodoro, President of the do Deliberative Board, about the experience of the Online Dialogue Building Movements 2021.





Calls for Proposals ELAS+ Giving for Change

Each ELAS+ Giving for Change program has its objectives very well defined by the team and the partners involved. With them, we co-create and launch the calls for proposals!

Organizations and groups register themselves to participate. The applications are evaluated by a Selection Committee, formed by members of the Council, activists, and experts on the theme, providing total transparency for the distribution of the mobilized resources. The selection is a detailed process and, when the selected groups are defined, they are announced on the ELAS+ website, with calls on social networks.

Call for Proposals Building Movements, strengthening solidarity and trust

In 2021 we carried out the fifth edition of Building — our largest call for proposals and which, for the second year in a row, made resources flexible to institutionally support groups and organizations led by women and trans people from all over the country.

Building Movements 2021 was the largest call for proposals ever launched by ELAS+ in its 21 years of operation, with over BRL 5 million in direct donations. Of this total, BRL 1 million was used to strengthen the anti-racist activism of organizations led by black women and black trans people who work in contexts of violence. In all, 119 groups were included in the Building Movements call for proposals from all regions of Brazil.

The second year of the pandemic deepened the country's political, health and economic crisis, and, given this scenario, the experience of making resources more flexible showed that the supported groups were able to provide answers and support to their communities and territories. ELAS+ understands that the flexibility that contributed to resilience at the beginning of the crisis can be an ally to emerge from it and rebuild a society of rights and social justice. In addition to the groups selected by the Building Movements call for proposals, ELAS+ supported other collectives and networks in all regions of Brazil, totaling 133 initiatives in 2021.



+BRL 7.5million
in direct
donations

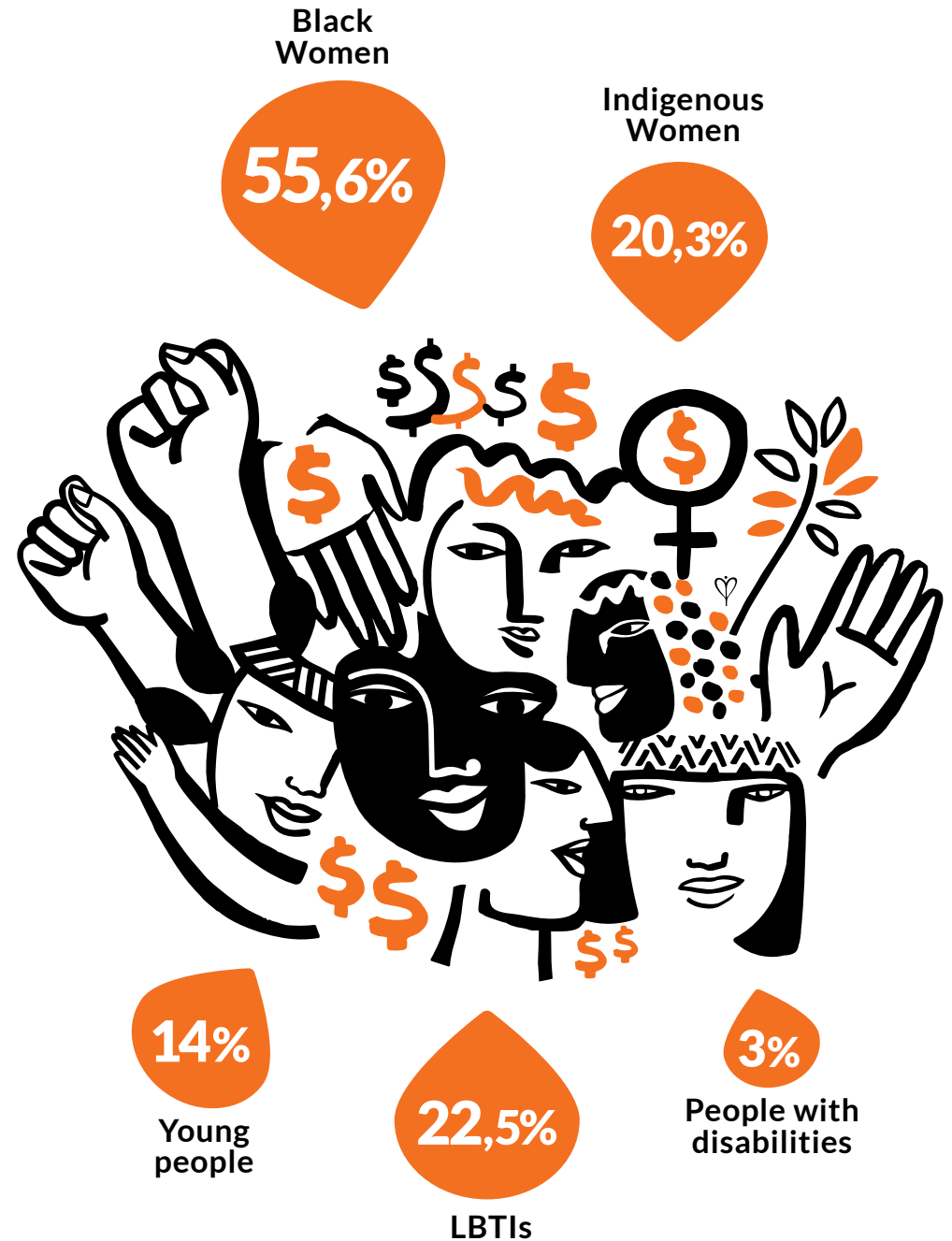
133 initiatives
collective initiatives and
networks supported by
ELAS+ in all regions
of Brazil

Diversity of the public served

Support collective initiatives of groups and organizations, whether formalized or not, to act in the prevention of violence against women, in the promotion of economic autonomy, entrepreneurship and the end of poverty, in the expansion of access to women's health, in the amplification of access to culture, communication, art, sports and digital technologies, in the promotion of ethnic and racial equity and in the promotion of a fair and sustainable environment.

The diversity of investment areas is added to the diversity of women and trans people who are the protagonists of the initiatives and to the diversity of the public served and their intersectionality, whether in the countryside, in the forests or in the cities. They are black women, indigenous, lesbian, bisexual, trans people, young people, people with disabilities, from the most diverse professions.

ELAS+ goes further and further to arrive where support is most needed.







On the Right Track – Strengthening narratives that combat ultraconservatism

The interregional alliance **On The Right Track (OTRT)**, formed by 20 women’s funds from Latin America and Europe, aims to strengthen the women’s movements, LGBTIQIA+ and human rights defenders in the construction of narratives that ensure the values of freedom, democracy and diversity.

Continuing the work that has already been carried out, over the last year the alliance of which ELAS+ Giving for Change is a part has developed a Strategic Communication Plan to facilitate exchanges of experiences and knowledge between organizations and movements to foster the creation of a communication campaign, based on virtual meetings.

It is most important to create other avenues of communication by reinforcing the position of defending democracy, life, and the human rights of women and trans people.

There is a great diversity of realities and contexts in which these groups and movements operate. Even so, despite the specificities of each group, of each region, the challenges brought by ultraconservatism unite everyone in a common struggle. The campaign was jointly built by women’s funds and the 14 groups from different Latin American countries involved. The phrase **“Breaking walls to dream futures”** was defined as the guiding line of action of the movements during the 8M - March 8, International Women’s Day in the year 2022.



On The Right Track



Social Profit and Collective Impact

The initiatives of the supported groups are implemented in the territories where the organizations operate and go on to multiply transformations. In partnerships, collectively and in networks, they continue to sow changes throughout Brazil. Meetings with the groups during the pandemic were virtual. Through them, we shared information about the progress of the initiatives and the presentation of interim and final reports. These exchanges, over time, give us the dimension of the collective impact. We also identified networks that were structured or expanded along the implementation of the initiatives. We generate social profit which cannot be measured by currencies, but by the collective impact of the transformation, where we all benefit.





In 2021, we, the Assembly, Board and coordinators, felt the need to take a step forward. You may have noticed a new sign in our brand, a + sign: **ELAS+ Giving for Change**. Some are seeing the + sign as a star and, if so, may it shine brightly. Others see it as a butterfly, and if so may it fly happy and colorful, symbolizing transformation and giving direction to the beginning of the new decade of ELAS+ Giving for Change.

Our Board received three new members: **Chirley Pankará, an indigenous woman, Jaqueline Gomes, a black trans woman, and Lam Matos, a black trans man**. In this way, we reaffirm our commitment to diversity and multiplicity as well as our absolute engagement with social transformation.

The Board thus formed stimulates our institutional improvement and strengthens the deepening of ELAS+ Giving for Change methodologies: Selection, Donation, and the Dialogues we conduct with the organizations. ELAS+ Giving for Change is constantly researching and building capacity for the emerging issues that stimulate new trajectories for our society.

In the words of the Board's President, Helena Theodoro, a black cis woman, the arrival of Chirley, Jaqueline and Lam *"brings a wealth of information. This diversity broadens my perspective as a woman to understand the various mirrors of the world, any human manifestation fighting for its rights."*

The decision of ELAS+ Giving for Change projects the organization into its future.

ia de
entidade
visual.



Renewed brand inspires a new visual Identity

We took the opportunity to modernize our visual identity, which is now used in all our materials and social networks. Our content is now packed with lightness and hope, feelings that we strive to maintain during these challenging times.

ELAS+ Giving for Change and the organization's Board

Attentive to the behavioral changes in society, we identified that our practice needed more visibility.

Our brand, which gives visibility to our mission, has been updated to continue creating relevant impact. Diversity and multiplicity have always been a part of our values, and we maintain this commitment in all of our actions and dimensions - in our partnerships, in the training of our team, and in our donation strategies for the most diverse groups or organizations of women and trans people. Therefore, the composition of our Board, which has always embraced diversity, has been expanded even more!


The ELAS+ Giving for Change Board has always been very diverse. Women of different types, ages, races, ethnicities, sexual orientations and identities, religions, and professions: businesswomen, academics, communicators, and artists have participated throughout these 21 years.

Celebrating 21 years!


In 2021, with a new brand and renewed visual identity, ELAS+ completed 21 years of history! Still in the midst of restrictive measures and health recommendations that prevented face-to-face meetings and crowding, we held a commemorative live to celebrate another chapter in the trajectory of the first women's fund created in Brazil.

The meeting, which also marked the launch of the new ELAS+ image, was presented by the artist Ellen Oléria and counted on the participation of great figures within women's activism, such as the singer Luedji Luna; the philosopher Sueli Carneiro, one of the main authors of black feminism in Brazil; the Executive Director of the Instituto Clima e Sociedade, Ana Toni; and the Doctor in Economy, Beatriz Azeredo, who worked for 10 years as Director of Social Responsibility at Rede Globo de Televisão.

The commemorative live was broadcast online through the ELAS+ Giving for Change channel on Youtube and also on our social networks, marking 21 years in support of the causes of women and trans people.

 *Through its donations, ELAS+ has been enabling support for women who are in an acute situation of exclusion. It has made a decisive contribution to national philanthropy, beyond traditional welfarism.*

– Sueli Carneiro

 *ELAS+ brought an intersectionality to Brazilian philanthropy - trans women, black women, indigenous women, quilombolas, it celebrates all female diversity. This was highly innovative! It speaks to the grassroots in the North and Northeast, reaches all over Brazil, in a nation the size of Brazil! Each year it reaches further!*

– Ana Toni





ELAS+

Publications

Pioneering research can help the
philanthropy ecosystem to rethink itself



Pioneering research by ELAS+ Giving for Change in 2021

Activism and Pandemic in Brazil

In 2021 we published the results of an unprecedented survey in the country, conducted by ELAS+ Giving for Change. The data will help the entire ecosystem of philanthropy to rethink itself. The research “Activism and Pandemic in Brazil” heard, in the first year of the pandemic, 953 Civil Society Organizations (OSCs) of women and LBTIs. We found that **more than half of the organizations (56%) are not formalized** and that 73% host their activism in their homes, in rented spaces, or in loaned properties.

The numbers reveal the need for more flexible resources and pose challenges: How can we seek more investments for the organizations? How can we provide material and immaterial resources so that they can carry out their initiatives and make their collective dreams a reality? How can we expand the vision of ELAS+ Giving for Change?

Activism and Pandemic in Brazil

Publication cover.
2021



“Activism and Pandemic in Brazil” also confirmed the **historical political action of black women in the country — 73% of the organizations heard are led by them.** Further, the robust participation of LBTIs was demonstrated — members of this group lead 44% of the movements that participated in the survey.

In the world of activist leaders, the survey reveals information about domestic workers, sex workers, black women, female social entrepreneurs, women with disabilities, young people, rural women, quilombolas, and art and culture activists. **It also brings unprecedented information about organizations led by indigenous women.**

The results of the research were presented in December 2021 by the researchers who coordinated the survey, Angela Donini and Iracema Souza, during a live broadcast organized for the release of the data. The event also included the participation of partners who supported the research, Ricardo Henriques (Instituto Unibanco), and Lara Rolnik (Instituto Ibirapitanga).

Representatives of organizations and social groups were also present, such as Geledés, Articulação de Organizações de Mulheres Negras Brasileiras and Coletivo Sapato Preto. They were welcomed by hosts Amalia Fischer, co-founder and General Coordinator of ELAS+, and K.K. Verdade, Executive Coordinator of ELAS+.





“ Many times it is an option not to be formalized so as not to have to pay constant taxes and even for the anonymity, to be able to act with greater freedom within these territories. It is essential that national and international partners recognize this struggle, that these organizations are guiding the fight for equity and that we need to move forward. Congratulations to ELAS+ Giving for Change!

— Jackeline Silva, from Articulação de Organizações de Mulheres Negras Brasileiras.

“ You made a kind of dream come true doing this research, because I, being part of these evaluations of public notices, always had this desire to make a systematization of this information because the amount of data, the richness, is very incredible! It is important to follow this path of systematization.

— Iara Rolnik, from Instituto Ibirapitanga, supporter of the research, during the disclosure of the data, highlighted the relevance and importance of a pioneering initiative.



“ This research is very important to update the debate about how activism, after a long pandemic, can be imbedded in a more ambitious and more global strategy of producing networks of interaction, with this perspective of valuing movements, collectives and, in particular, organizations led by women and trans people.

— Ricardo Henriques, Economist and Executive Superintendent of Instituto Unibanco.

This is what ELAS+ intends to continue doing! We will move forward and modernize paths for philanthropy and social justice.

Understanding that the results can be used to define the directions of national and international support, ELAS+ has made the survey “Activism and Pandemic in Brazil” available in two versions: [português](#) e [inglês](#).



Supporting philanthropy is also supporting the development of people and the entire ecosystem that makes true social transformation possible.



