



ELAS+ Report 2020



It was a year of challenges, lessons learned, reinventions and trust. Even with all the difficulties the year brought, we can affirm that trusting in the organizations of women and LBT people was always the best path forward.

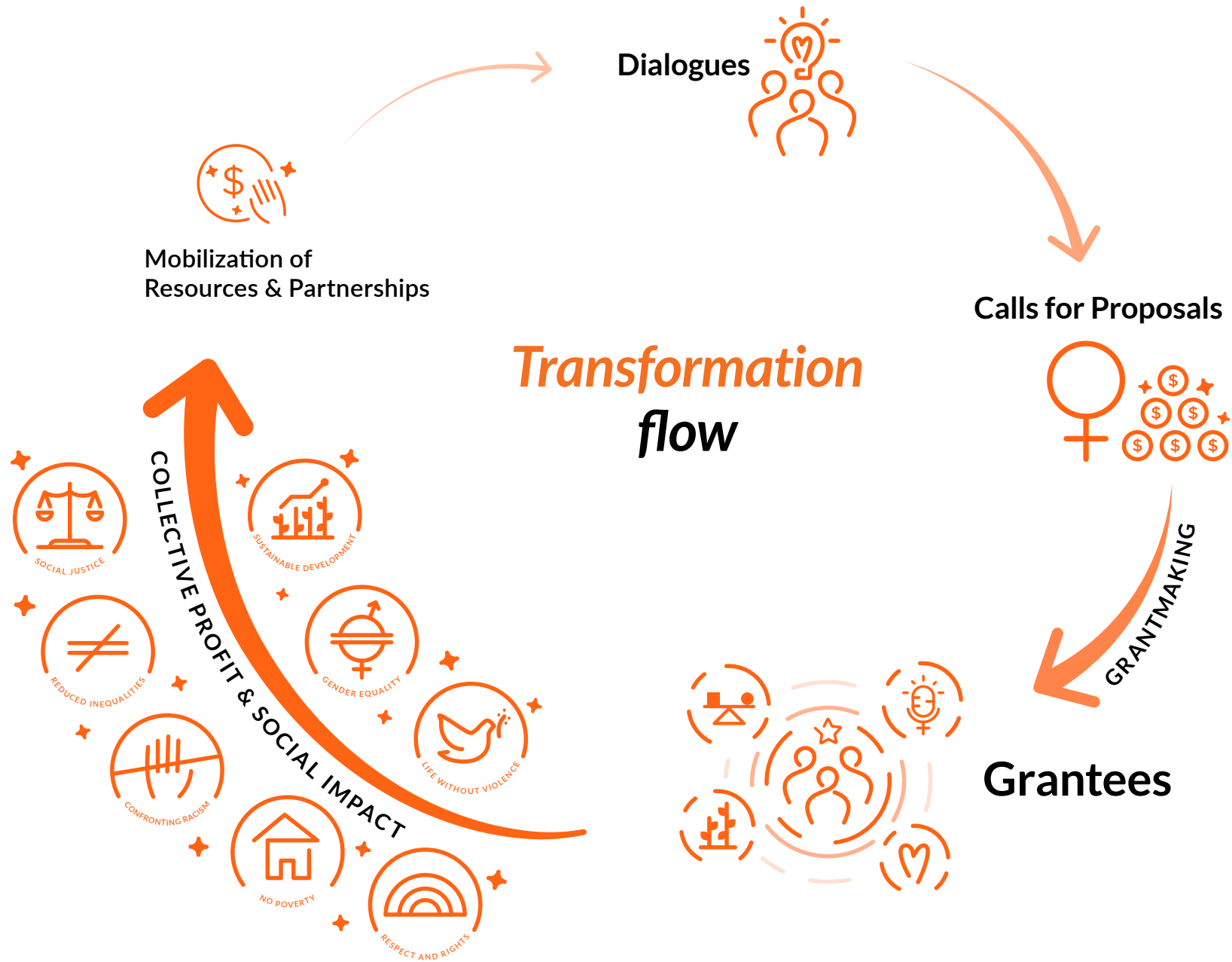
2020, The year that ELAS+ reaffirmed its total trust in women and LBT people

The pandemic demanded immediate attention and innovation. We spent the month of April evaluating the local and global context. Everyone was adapting to remote work while the news was indicating the scarcity of scientific knowledge in regard to the virus circulating throughout the world and the proper measures for protection.

We evaluated the consternation that this news was generating amongst our team and their families and decided to call for collective vacations. Even before the Brazilian government decreed social isolation measures, ELAS+ and its Deliberative Board went into quarantine and accepted the challenge of working online. We turned our attention toward the protection of our team, their families and all the women and LBT people benefited by ELAS+.

It took 20 days to prepare the proper methods to care for our people and continue to carry out our work, reinstall enthusiasm and hope, and ensure that we had a team with physical and mental health that was committed to the values of ELAS+.







In 2020, new roots multiplied, despite all the challenges!

Change theory

We have a systematic vision of transformation. Our inspiration is the rhizome, and in particular, the ginger plant. It doesn't have roots, it multiplies on its own, and is reborn from its past self. It grows and is reborn out of sight, in the ground. It grows horizontally, multiplying into other ginger bulbs, and vertically, providing us with leaves and flowers for our pleasure.

The power of women's organizations multiplies with the formation of other strong women and LBT leaders. Knowledge is aggregated in this diversity, in a circular dance toward the transformation of their own lives and the lives of their families, communities, territories, neighborhoods, cities, and laws and public policies that favor and defend them, as they work to advance access to their rights.

The result along the way is a systematic long-term vision, strategic planning, governance, collective impact, and a team that is prepared and motivated.

Change Theory has illuminated and continues to illuminate our path with each step.

Our value became our strategy: trust in the organizations led by women and LBT people.

Mobilization of *resources*

We mobilize resources and strength from domestic and international partners, the symbolic soil that provides us with nutrients that we distribute, through Calls for Proposals.

In 2020, ELAS+ raised awareness among its partners and allies of the importance of allowing for flexibility in regard to donations made for projects in progress, dove deeper into the conversation with its partners regarding institutional strengthening, trust in organizations and solidarity. The result of this conversation was the **release of the first Call for Proposal with flexible resources** to assist in continuing its actions and social solutions in the face of the problems that had arisen. They know their territories and are able to define, autonomously and responsibly, where and how to invest the resources they had been able to attract during this challenging moment.



Areas of *investment*

Our value became our strategy: trust in the organizations led by women and LBT people. This type of support allowed them to serve the demand for humanitarian emergencies and keep their organizations active.

With the **flexibilization of resources**, they were able to invest in institutional strengthening for the diverse organizational forms that are dedicated to promoting the defense of human rights, of democracy, defense against racism and violence and in favor of socio-environmental justice.

Institutional strengthening aimed at battling the impact of Covid-19 made it possible for the groups to attain autonomy in decision making and relate their strategies in their reports.



Prevention of violence
against women



Promotion of economic autonomy,
entrepreneurship and the elimination
of poverty among women



Expansion of access to health
care and sexual and reproductive
rights for women



Expansion of access to culture,
communication, art and sports



Promotion of ethnic and
racial equality



Promotion of a just and
sustainable environment

In 2020 ELAS+ donated
R\$4.501.784,81



With the programs ELAS in Fashion and Without Violence, inaugurated in 2019 with a second grant of resources made flexible in 2020 as well as emergency support through the distribution of basic food baskets and personal care products, many groups produced masks for distribution, while others made masks to sell with the income being converted into basic food baskets. They transferred their in-person activities to the Internet, promoting online education, hosting live streaming events, virtual runway events and intensifying alliances between groups, since the geographic barrier was no longer a factor in the virtual environment.

With ELAS in Sports, ELAS+ and UN Women made a grant of resources for the purchase of equipment that made it possible for organizations to remain connected. This support, in addition to donations of financial resources, was essential during these times of social isolation, because it made it possible for organizations to continue to exist, become stronger and keep performing their activities online. There was a significant expansion of capacities that internalized the rights of women and youths in their strategies, values and practices. One of the initiatives deserves to be highlighted: eight of the grantee organizations formed a coalition against racism that has been promoting actions denouncing racial violence.

108 initiatives supported in 2020



91.254

Direct beneficiaries



665.829

Indirect beneficiaries

REGIONS  STATES

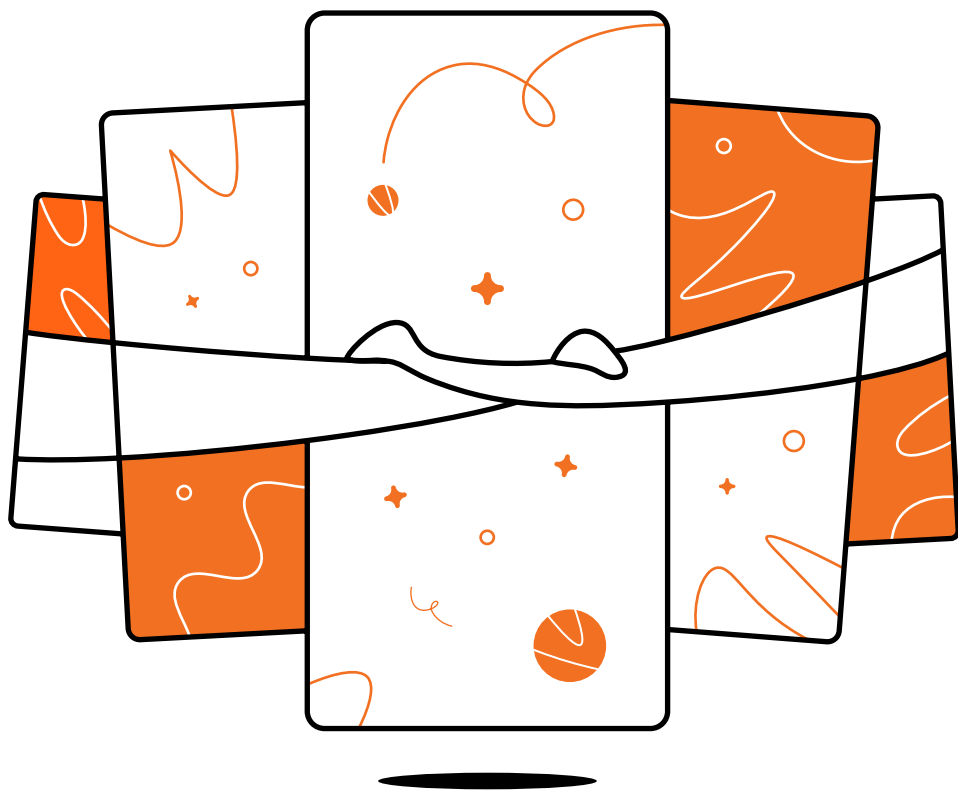
Dialogues, our methodology

The Dialogues are spaces both for sowing and for harvesting. Before we prepare our Calls for Proposals, we listen in depth to the needs and collective dreams of diverse groups of women and LBT people from all regions of Brazil that they want to transform into reality.

After the selection of the groups that will receive grants, other Dialogues are held that focus on the strengthening of the groups selected, exchanges and alliances and the results are presented live, complementing the reports from the grantee organizations.



ELAS+ worked to make sure that no grantee group or organization felt isolated.



Online *conversations* 2020

The eagerly awaited Dialogues between us and the women and LBT people who belong to the grantee organizations and groups couldn't be held. These meetings are filled with hugs, exchanges, mutual support, and confraternization, the opposite of isolation.

In 2020, being responsible meant using online tools and cancelling all in-person meetings, while continuing to be by the side of women and trans people. This is what we did. And, once this pandemic is defeated, there will be no lack of opportunities for us to be together again.

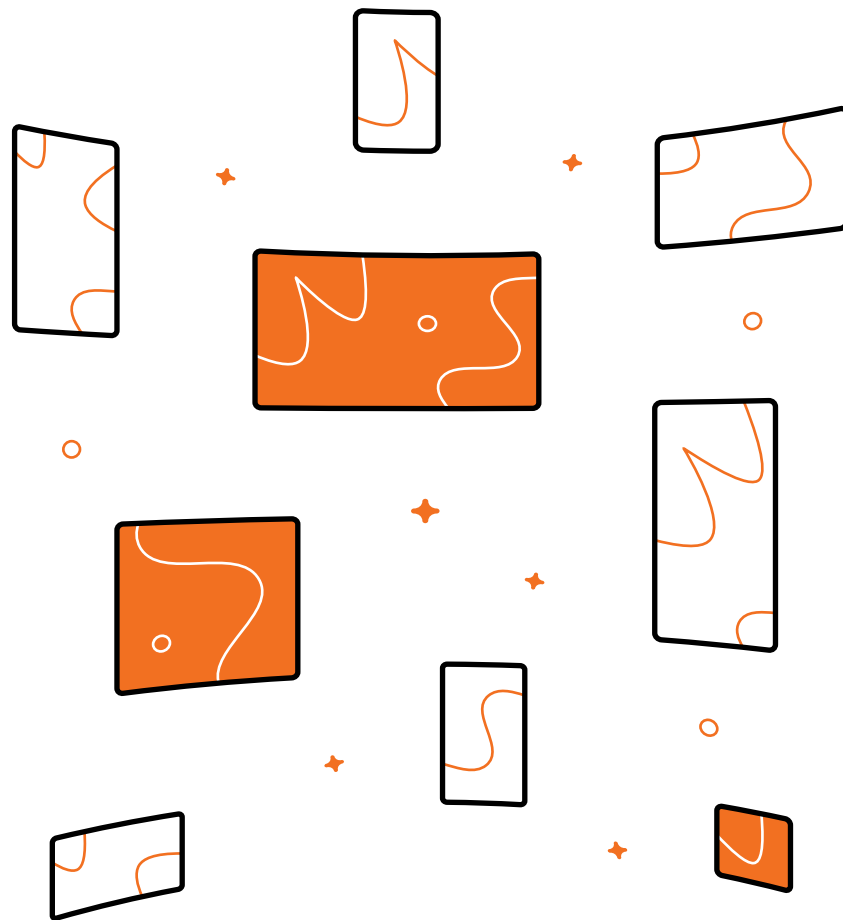
Calls for *proposals*

We defined the objectives of each program, always with the involvement of our partners and the organizations of women and LBT people. With them, we created and launched our Calls for proposals together!

The organizations and groups register in order to participate and are evaluated by a Selection Committee made up of activists and specialists in related areas, giving total transparency to the distribution of the resources raised.

Considering the COVID-19 pandemic and the importance of investing in the sustainability of the groups and organizations of women and LBT people, ELAS+ launched a Call for Proposal in July of 2020 with a brand new modality: flexible and unrestricted support, primarily for strengthening groups led by Black and Indigenous women and LBT people.





The first online call for proposal with *flexible* resources

The Call for Proposal “**Women in Movement 2020: building solidarity and trust**” was aimed at organizations and groups led by women and LBT people. The bidders present their organizations, mission, action strategies, target public and the territories where they operate.

Twice as many *groups* sponsored

○ The first online Call for Proposals in our history received inscriptions from a variety of organizations, located in every region of our country. The initial number of grants was to be for 30 organizations, with each group or organization selected receiving grants of up to R\$50 thousand. The search for more partners made it possible to almost double this number: a total of 59 formal or informal groups, networks or organizations led by women and LBT people were selected, reinforcing a great alliance in favor of women’s rights.

Social profit and collective impact

The initiatives of the groups supported are carried out and the organizations involved transform the entire territory. In network, they are effecting changes throughout Brazil.

The virtual meetings with the groups, where information is shared regarding the progress of initiatives and intermediate and final reports from each group are presented, give us the dimension of the collective impact. We have also identified networks which are structured during the implementation of the initiatives. We create social profit, which may not be measured in monetary terms, but through the collective impact of transformation.



Believing in these *women* is a paradigm break!

Supporting the women who live, know and are able to act directly in their localities is what generates social impact and collective transformation in society.

We know the reality. We were born in social and cultural movements. We trust that in the hands of women and LBT people a new future will be built, and we rely on our various partners for the success of our programs.

We are seeking supporters, whether they be institutions or individuals, who think about them and believe in them!



What do *they* tell us?

We hosted an online monitoring meeting for our grantee organizations in the Women in Movement 2020 Program to discover what the flexible support meant for the organizations and groups. We learned that the support was essential to keeping them in existence as groups, in their various organizational forms.

Regarding the initiatives in execution up until August 2021, the groups related their initial evaluations of their operations. It was confirmed that women are the ones who are the most affected by the pandemic. The majority work in informal jobs while some are health workers, social assistants or domestic workers.





Entrepreneurship



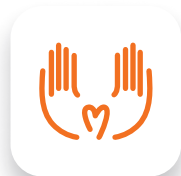
Autonomy

Complete
security

Education



Economy

Internet
accessibilitySocial and
environmental
sustainability

Where did they *invest* the flexible resources?

In addition to investment in humanitarian emergency actions, the organizations invested in courses for transition to working in a virtual environment, for employability, in infrastructure for headquarters and spaces for operations, in entrepreneurship in social businesses and in building up the local economy, in actions related to communication and mobilization for rights, in courses for education in human rights, women's rights, feminism, citizenship, psychological and legal services, the strengthening of services of orientation, recommendations and/or legal counsel and social assistance in partnership with CRAS (Center for Social Assistance Referral), CREAS (Center for Specialized Social Assistance Referral) and others.



Multiplying stories

Respond quickly to necessities. Some groups implement aid initiatives in their communities long before emergency aid from the government arrives, with some using the resources they receive from ELAS+ as a continuum of philanthropy for social justice.



Multiplying stories

Promote food security in Indigenous territories with collective group efforts for planting cassava, corn, beans, pineapple and pumpkin in Mato Grosso.





Multiplying stories

Build or invest in their headquarters and institutionalize their organizations or collectives in *quilombola* territory in Bahia.



Multiplied stories

Form leaders and articulate with networks of immigrant women and movements of Black women and make progress in advocacy to improve political influence in São Paulo



Multiplying stories

Attain autonomy with the purchase of a canoe, essential for transportation and the sustainability of articulation for Indigenous women in Amapá.

ELAS+ 20 years

2020 was a year with uncommon difficulties for all of humanity. ELAS+ completed 20 years of existence without being able to celebrate properly because of the pandemic.

We innovated in order to keep up with changes in society. We prepared for new releases throughout the year of 2020. Our brand and visual identity were updated, and this was all launched in the first months of 2021.

***But our DNA didn't change.
To the contrary!***



Our **Vision** expanded ELAS now includes a +

Investing in **women** and **LBT** people is our way of changing the world: **Give to transform.**



We reaffirmed our **Mission**

To promote and build the protagonism of women and LBT people, mobilizing and investing resources in their initiatives.



We strengthened our **Values**

Passion for women's causes
Respect for singularity,
subjectivity and multiplicity
Bonds of trust
Grantmaking
Transparency

ELAS+ *brand*

Aware of behavioral changes in society, a practice that had already been occurring for a long time became official in 2021. Our new brand was launched in the beginning of 2021 to give continuity to our relevant impact and affirm our passion for women and LBT people.

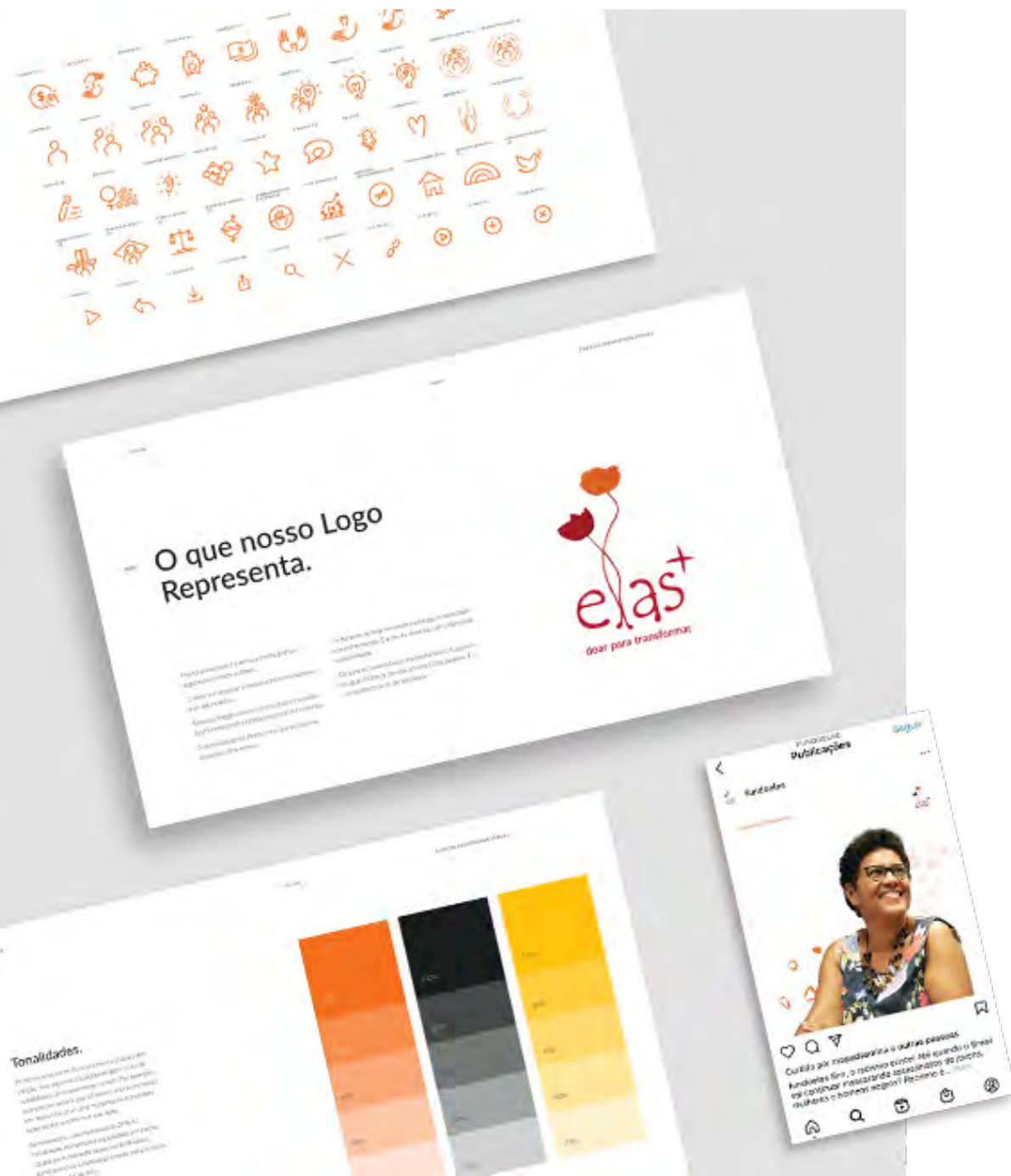
Women of different types, ages, races, ethnicities, sexual orientations and identities, religions and professions: businesswomen, academics, communicators, and artists, all participated in our Philanthropy, but we felt the need to take a step forward. Thus, ELAS+ was born.



Our Board

Our Board gained three new members: Chirley Pankará, an Indigenous woman, Jaqueline Gomes de Jesus, a Black trans woman, and Lam Matos, a Black trans man, reaffirming our commitment to diversity, multiplicity, singularity and social transformations.





Visual identity

We spent the year of 2020 redoing our logo and we took advantage of this fact to modernize our visual identity, which will be reflected in all our materials and social networks. Our content will now be packaged with the lightness and hope that we are fighting to maintain in these challenging times.

Institutional video

We created and produced an institutional video, celebrating the **20 years of ELAS+**. Support from the Philanthropy Network for Social Justice was fundamental in its realization.



20 years **Celebration**

We celebrated our 20 years with a historic live streaming event: [Trust in Women – philanthropy for social justice](#).

Our objective was to have a conversation about the construction of a donation culture based on trust and the valorization of organizations of civil society, particularly those led by women and LBT people.

The meeting was [transmitted live via the ELAS+ Youtube channel](#), on August 27, 2020, and can be accessed there by anyone who is interested.

ELAS+ *Connections*

Strengthening the *trans agenda* in the organization

In 2020, we invited trans leaders to dialogue about a challenge that can no longer be put off: how to intensify their issues in the ELAS+ agenda in all our activities. With a series of workshops on trans identities, Deliberative Philanthropy and the team were able to reflect on the strengthening of trans issues in the organization.

Also in 2020, ELAS+ established a partnership with Itaú within the Women in Movement Call for Proposal, starting with a point established by the Forum of Companies and LGBTQIA+ Rights, reinforcing the importance of companies practicing and supporting diversity.

Promoting the values of *liberty, democracy and diversity* On the Right Track

This project for learning and reflection brought together 19 Women's Funds from Latin America and Europe. With the objective of using communication as a strategy to confront current challenges, it promoted seven international webinars with specialists. The meetings contributed to the construction of narratives to protect, strengthen and give value to the causes of women and LBT people. It also conducted a survey with 76 organizations in 18 countries, presenting a panorama on attacks that go beyond the question of gender, affecting democracy. The project was coordinated by the Lunaria Fund, Alquimia Fund, Bulgarian Fund for Women and the Calala Fund. ELAS+ coordinated the communication part of the project, together with the Bulgarian Women's Fund.

Investing in *financial resilience*

The Financial Resilience Program promoted by Prospera (International Network of Womens Funds) and the FIRE Program (Financial Innovation and Resilience) of Spring Strategies got together to form the team to assist ELAS+ to “weather the storm and come out stronger on the other side”.

Being aware of the constant changes in civil society, the advance of diversity, and the analysis of the circumstances that present challenges to women’s organizations is absolutely necessary to allow us to prepare to innovate and maintain the pioneering spirit that has characterized us over these 20 years.

ELAS+ allowed the entire team to participate in workshops on the theme in order to understand that integration between the areas and the flow of information is fundamental given the uncertainties that the pandemic has brought.

Live *Cycles of Dialogues FEAC* **Pandemic, Violence and Gender: Answers to the Crisis from Women**

K.K. Verdade participated in the live stream event Pandemic, Violence and Gender: Answers to the crisis from Women, on August 4, 2020, promoted by the FEAC Foundation.

Live *#CASA PRIDE EM CASA*

On the occasion of National Lesbian Visibility Day, K.K. Verdade participated in the live streaming event promoted by Casa Pride on August 25, 2020.

Synergos Brasil Webinar

On September 10, 2020, Amalia Fischer participated in the Synergos Brasil webinar that discussed the importance of a relationship of trust between grant providers and grantees and how it is necessary to invest flexible resources to support the operation and institutional strengthening in civil society. The webinar integrated the programming of the GIFE Congress.

International Evaluation Seminar “Equality and evaluation in the Brazilian and American third sectors”

K.K. Verdade was one of the special invitees of the International Evaluation Seminar. The event was held on September 16 and 17, in its first on-line edition, with support from Itaú Social, Roberto Marinho Foundation, Foundation Laudes, Maria Cecília Souto Vidigal Foundation (FMCSV) and the Group of Institutes, Foundations and Companies (GIFE).

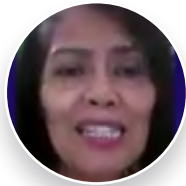


Amalia Fischer honored by the Mexican government as a feminist, activist and defender of the rights of women

The honor received in November of 2020 by Amalia Fischer, a cofounder of ELAS+, came from the Minister of Foreign Relations of the Country of Mexico, through the Institute of Mexicans Abroad. The Ohtli award, which for the ethnic Nahuatl means path, is in recognition of people that live outside of the country and are notable for opening the way for others who come afterwards. Amalia was a professor for 20 years at the National Autonomy University of Mexico, where she was one of the founders of the Women's Studies Center. In Brazil, she supported organizations of women in civil society, contributing mightily to the women's movement through the creation of ELAS Fund, today ELAS+.

"My country has recognized what I have already done as a feminist in Mexico and what I am doing as a feminist in Brazil. And I am here because others came before me and, with their footprints, showed me the way."

Giving Day campaign

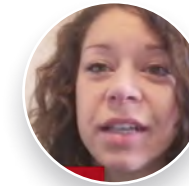


Our slogan is Give to Transform. We know that women are leading the transformations to a more just society. But without support, it is much more difficult to put solutions into practice. As a part of the Giving Day Campaign, we published testimonials from woman in our social networks talking about some of the more than 500 initiatives supported by ELAS+ during its 20 years.



Of the individual donations that ELAS+ received in 2020, two deserve special mention.

The choreographer Paula Vianna created the initiative “Dancing for ELAS”, a series of solidary lessons that raised resources for ELAS+, strengthening our mission to promote and build leadership in women.



And the stirring tribute to Valentina Tartari, an Italian woman who dedicated her life to the defense of human rights and the empowerment of women. She died in 2020, in Brazil. Her legacy of love motivated her friends and husband to carry out a campaign to raise resources to invest in the causes that Valentina fought for and chose ELAS+ to donate the resources raised.



Join us. *Donate to ELAS*

Promoting the protagonism of women and LBT people in Brazil since 2000, raising and investing resources in their initiatives.

The illustrations you see in this report were made by Joana Lira (graphic artist). She beautifully synthesized ELAS+'s complex and profound performance with women's organizations throughout Brazil during its 20 years of existence. We thank this artist, another woman protagonist, and builder of her own story.

