



Annual
Report
2022

giving for change

Annual Report 2022



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INTRODUCTION



A Year of Reunions

Advances in vaccination cycles, decrease in the number of cases and the coronavirus pandemic under control meant that in 2022 we were able to plan a gradual resumption of face-to-face activities. Traveling was possible again, and the ELAS+ team began a hybrid work schedule. Little by little, cautiously following all health recommendations, we met again.

The scenario was also favorable for us to resume our most significant event: the Building Movements Dialogue! After two years of virtual meetings and exchanges through screens, we brought together in Rio de Janeiro representatives of 152 organizations of cis, trans and other transidentities women from all over the country!

In addition to partners, funders, and our entire team. It was exciting to feel all the pulsating energy of women's movements again and to see how **initiatives grew and reinvented themselves in adversity**. It was very important to look each other in the eye again and strengthen our commitment to social transformation!

→ A YEAR OF EXPANSION

The year 2022 also goes down in ELAS+ history as the year of record donations — **the value of resources donated directly to supported groups and organizations almost tripled, reaching 19 million Brazilian reais (BRL) destined to 259 initiatives led by cis, trans and other transidentities women**. Those formal and informal organizations support more than one ethnic and identity group simultaneously, with **Black, indigenous, and LBTI leaders** who experience intersectionality in their daily lives and understand the particularities of each demand.

This growth in the donated resources volume was possible because we increased and strengthened our partnerships. It was also because we remain committed to increasingly influencing the philanthropy ecosystem and showing the importance of giving to change.

Our most prominent call for proposals, **Building Movements**, had its sixth edition

and grew in size and reach. **Direct donations amounted to 8 million Brazilian reais (BRL)**, with flexible resources for initiatives in every region of the country.

Joining forces to promote a future more aligned with the purposes of social justice has also rekindled hopes! With this in mind, we understood that it was essential to ensure the assertive execution of ELAS+ and increasing the team was part of the strategy.

In the year 2022, **we expanded our human resources by 30%**, guaranteeing a plural team of diverse women committed to our mission and values. We also strengthened our compliance model, **approving the internal regulations of the Ethics Committee**, in charge of ensuring compliance with our Protection Policy for People in Vulnerable Situations.



→ A YEAR OF FIRSTS

We launched a call for proposals aimed exclusively at combating racial violence, the **Black Women Alliance - all against violence**. As part of this program, we also held an unprecedented event to promote knowledge exchange between civil society organizations – led by cis and trans Black women – and companies interested in social investment. The “**Black Alliance: Anti-Racist Social Investment in Practice**” brought together around 80 people in São Paulo to discuss solutions and build paths to combat racism, based on the experience of movements of **Black women and trans Black people**.

We will share detailed information about all these investments, partnerships, and learnings in this report. Here you will find the evolution of our grantmaking over the last few years, the profile of the grantees, the actions we have taken to strengthen ELAS+, and the connections we maintain with women’s networks worldwide.

Good reading!





more sup port

GRANTMAKING



Grantmaking Programs and Initiatives

In more than two decades of activity, ELAS+ has developed a pioneering methodology for the social promotion of groups and organizations of cis, trans and other transidentities women. With the resources received through grantmaking programs, the grantees can develop actions to benefit their causes and strengthen their institutions. Find more about the grantmaking programs of 2022.



→ BUILDING MOVEMENTS 2022: STRENGTHENING SOLIDARITY AND TRUST

Our most prominent call for proposals grew in 2022! We support 154 initiatives from all regions of the country. In the Building Movements 2022, we received 866 applications, of which 117 initiatives were selected and we are working hard to support more and more organizations. More than **9 million and 700 thousand Brazilian reais (BRL)** in resources were donated – **the largest amount in the Building Movement’s history!**

This is an institutional strengthening grant-making program with flexible grants. This type of grant has already been consolidated in ELAS+ and it favors groups that can respond quickly to their contexts and crises – either those in the political, economic, and health spheres or those

related to climate change. Giving leaders the autonomy they need to carry out their actions is how we reinforce our mission of promoting the empowerment of cis, trans and other transidentities women.

This is how we believe we can change the world: by investing in social solutions developed and led by women who fight daily for social justice, environmental justice, democracy, gender equality, and the right to life and happiness.

In 2022, the Building Movements provided grants to initiatives in all regions of the country.



9.752.242

BRL 9.752.242,00
Millions in Direct Grants

154
Grantees

42
Organizations Led by
Indigenous Women

101
Organizations Led by
LBTI Women

126
Organizations Led by
Black Women

→ BLACK WOMEN ALLIANCE - ALL AGAINST VIOLENCE BLACK ALLIANCE TO END VIOLENCE

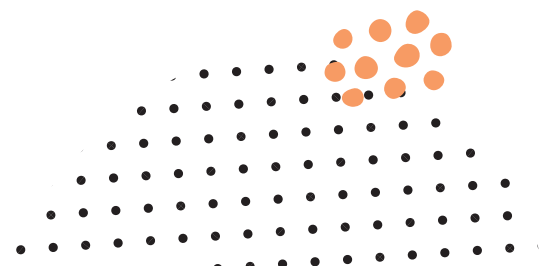
The year 2022 marks the launch of the “Black Women Alliance - All against violence” – a call for proposals aimed exclusively at Black cis and trans women, who work to combat racial violence.

16 organizations and networks were selected to receive a direct grant of 365 thousand Brazilian reais (BRL) per initiative. With an initial duration of three years, the program is conducted in partnership with the Ford Foundation to strengthen actions to combat violence against Black cis and trans women and the genocide of the Black population, in addition to activities to promote anti-racial violence communication.

The Black Women Alliance emerged to fill a gap in financial investments focused on combating racial violence in Brazil, as identified by Black’s movements and Black women’s movements. Black activist leaders and specialists with extensive experience in the fight against racism were consulted to develop the program’s strategy and the call for proposals.

Among the actions developed, the program seeks to consolidate the leading role of Black cis and trans women in combating racial violence in Brazil, **promote environments for experience and knowledge exchange** between activist leaders and institutions interested in private social investment, strengthen the actions of movements internationally, and promote exchanges between Brazilian and US activists.

In this way, we want **to contribute to fostering racial equity in Brazil** and to reduce the number of deaths of Black people, Black women victims of domestic violence and femicide, and murders of Black LGBTQIAPNB+ people. History shows that **direct investments in the hands of leaders of social movements and Black movements**, especially Black women, promote achievements in equity and social justice.



2.554.996

BRL 2.554.996,00
Millions in Direct Grants
to Initiatives Focused on
Combating Racial Violence
in Brazil

16
Grantees

365k
For Each Initiative (BRL)

→ EMPODERA FASHION CHANGING LIVES

The Empodera call for proposals was implemented through a partnership between ELAS+, Lojas Renner Institute, and UN Women. Launched in April 2022, the call aims to accelerate the fashion industry's transformation towards valuing representativity and different forms of expression.

The initiative supported 21 groups that work to transform women's lives through fair, inclusive, and responsible fashion projects. The total support reached 1.5 million reais (BRL) in direct grants, indirectly benefiting more than 65.000 people.

In addition to the objectives directly linked to the fashion chain, the call also aimed to strengthen groups and organizations institutionally, placing fashion as a creative tool for transforming living conditions:



FAIR FASHION: fair payment, solidarity economy, social entrepreneurship.



INCLUSIVE FASHION: visibility, diversity within diversity.



RESPONSIBLE FASHION: conscious production and consumption, ancestral technologies, respectful relationship with the environment.

As a result, we strengthened projects that value fashion produced outside the major hubs, including **indigenous communities and independent production in the outskirts and favelas of Brazil**. The Empodera also worked with an expanded fashion concept, including crafts, home decoration, and sustainable reuse promoted by second-hand stores.



1.500.000

BRL 1.5 Million in Direct Grants Strengthening Initiatives that Value Fair, Inclusive and Responsible Fashion Industry

21

Grantees

65k

People Benefited Indirectly

→ ENDING VIOLENCE AGAINST ACTIVISTS

Within our purpose of strengthening cis, trans and other transidentities women' organizations, we understand that **protection, care, and self-care are political tools that sustain their activism in defense of human rights and territories**. Therefore, we support physical and digital security initiatives and practices of self-care, resilience, well-being, mental health, and advocacy projects related to these topics.

+ 821k

BRL 821.650,89
In direct grants

26

Grantees

SIGRID RAUSING TRUST

→ SEXUAL AUTONOMY

Since 2009, we have supported feminist movements that work in alliance for reproductive justice in Brazil. Strengthening strategies are constructed in partnership with the organizations involved (participatory grantmaking) and revisited annually.

+ 1.9M

BRL 1.941.740,90
In direct grants

3

Grantees



Doadora Individual





→ GAGGA

In 2022, we remain committed to strengthening initiatives that work for climate justice. We believe there is no environmental justice without gender equity. That's why being part of GAGGA, a Global Alliance for Green and Gender Actions, is valuable to us.

Women are most affected by environmental imbalance. They are also the ones who lead **solutions to face the climate emergency**. For this reason, ELAS+ is dedicated to strengthening women's initiatives that respond to the challenges caused by environmental racism and violations of indigenous and traditional peoples' territories, and that offer solutions for the consequences of extreme ecological events and disasters.

+ 342k

BRL 342.554,67
In direct grants

8

Grantees



→ CARE ECONOMY AND DOMESTIC WORK IN BRAZIL

Women experience inequality in all areas of life, including work relationships. Activities such as cooking, cleaning, and caring for children, older adults, or people with disabilities are essential for maintaining social well-being. However, they are undervalued and fall mainly on the shoulders of Black and indigenous women.

Therefore, we believe that strengthening the FENATRAD (National Federation of Domestic Workers), its affiliated unions and associations is essential for **valuing the care economy**. In partnership with the Open Society Foundations, our aim is to encourage actions that enable changes in the narratives about domestic work in Brazil, highlight the importance of the work carried out by unions and organizations of domestic workers and support the communication actions of these groups.

1.5 M

BRL 1.570.000,00

In direct grants

22

Grantees

OPEN SOCIETY FOUNDATIONS



→ LDS LIDERANDO DESDE EL SUR

Liderando Desde el Sur (Leading from the South) is a feminist initiative created to support activism for women's rights and LGBTQIAPNB+ people in the Global South. The Fondo de Mujeres del Sur is coordinating the project, with funding from the Dutch Ministry of Foreign Affairs.

As a member of the Alliance of Latin American Funds, ELAS+ implements the LDS in Brazil. The aim is to allocate resources to initiatives led by women who work for gender justice and the full realization of human rights in the national territory.

+ 539k

BRL 539.881,83
In direct grants

9

Grantees





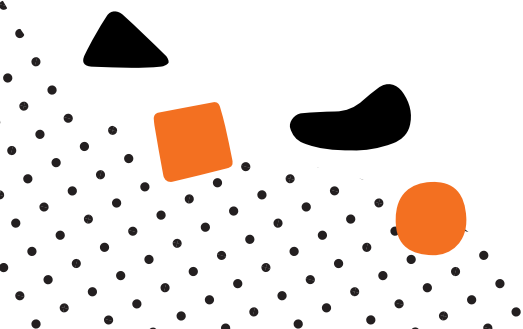
The background is a vibrant yellow with large, white, organic shapes that resemble splashes or abstract forms. On the right side, there is a vertical column of small black dots, which becomes denser towards the bottom right corner. The text is centered and reads:

more diver sity

GRANTEES

Plural Women and Diverse Realities

ELAS+ supported 259 initiatives throughout 2022 in all regions of Brazil. In addition to the groups operating locally and regionally, 29 initiatives are national in scope. They work to change the Brazilian reality as a whole, using strategies that reverberate throughout the country.



259

Total Initiatives Supported throughout 2022.
ELAS+ Reaches All Regions of Brazil



Representation
of Leadership
of Supported
Initiatives

214

Black
Women

156

LBTI

50

Indigenous
Women





more trans forma tion

GRANTS

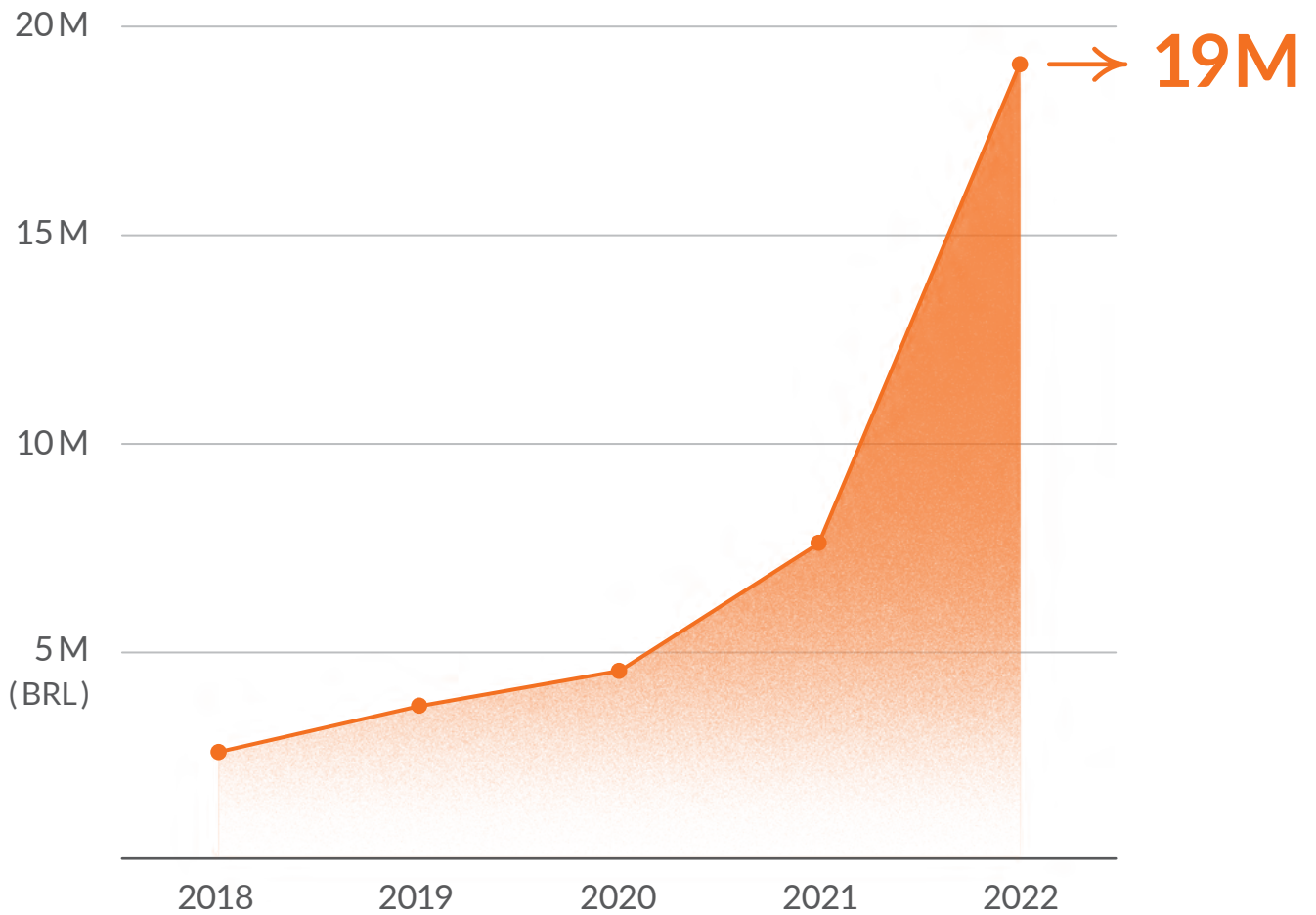
Giving for Change



In 2022, we made the largest donation in our history: **19 million Brazilian reais (BRL)** reached the hands of women-led organizations all over the country through 259 initiatives carried out throughout the year.

Created to make money reach the hands of cis, trans, and other transidentities women, predominantly Black, indigenous, lesbian, peripheral, and rural, the ELAS+ Giving for Change continues to create strategies to increasingly strengthen the role of these leaders.

Over two decades, **more than a thousand initiatives** have received support to strengthen social transformation actions. Direct grants amounted to more than **47 million reais (BRL)**. In the last five years, the amount of funds donated has grown successively.



YEAR	DONATION (BRL)
2018	BRL 2.550.174,82
2019	BRL 3.658.423,58
2020	BRL 4.501.784,81
2021	BRL 7.551.205,97
2022	BRL 19.023.048,29

In 2022, ELAS+ made the largest donation in its history.



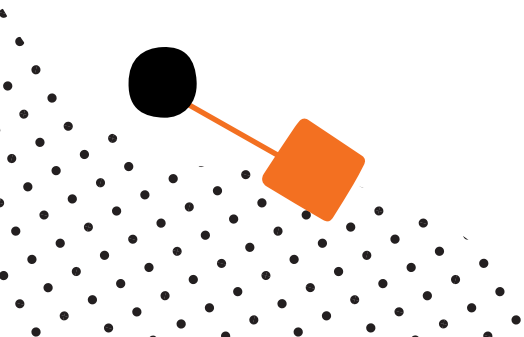


more investment

RESOURCE
MOBILIZATION

Innovating with Co-learning and Exchange Experiences

ELAS+ mobilizes financial resources to promote and strengthen organizations of cis, trans and other transidentities women through social and participatory promotion. Over more than two decades, we have consolidated a relationship of trust, transparency and responsibility with both groups and partners.





→ BLACK ALLIANCE: ANTI-RACISM SOCIAL INVESTMENT IN PRACTICE

In November 2022, ELAS+ Giving for Change innovated by holding an event to strengthen the debate on Black philanthropy and resource mobilization based on the knowledge exchange between civil society movements and private organizations.

The “**Black Alliance: Anti-racism Social Investment in Practice**” occurred in São Paulo in a hybrid format with more than 100 participants, including social investors, institutes, companies, civil society organizations, funds, and experts. The event, designed as a co-learning experience, aimed to be a space for mutual learning and exchanges about the possibilities and responsibilities of private social investment in the fight against racism and related forms of violence.

The idea arose from three fundamental aspects: our extensive experience in supporting women’s and LGBT organizations active in the fight against racism; the social demand for companies to take an anti-racist stance; and the limitations that companies point out on how to implement private investment in this fight. By bringing together different social actors to exchange experiences, guided mainly by **cis and trans Black women’s initiatives**, it was possible to think of private social investment as a powerful tool in the anti-racist fight. Among the topics discussed, participants reflected on the relevance of Black philanthropy and the social impact of investing in Black women.



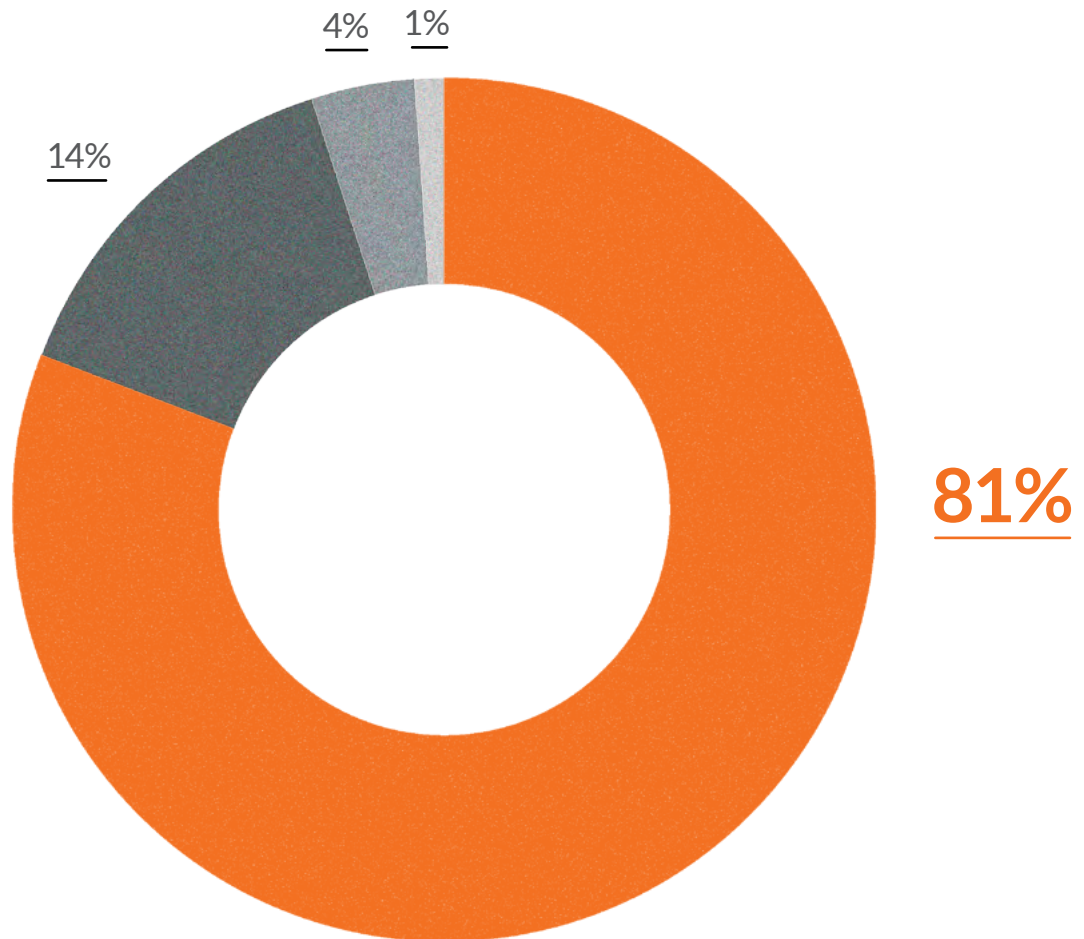
→ PREPARATION FOR BLACK WOMEN ALLIANCE EXCHANGE - US CONSULATE

In December, ELAS+ team organized an event at the Consulate General of the United States of America to present the organizations that make up the Black Women Alliance - All Against Violence. The meeting took place at the consulate office in Rio de Janeiro, with the general Consul, Jacqueline Ward, and the director of the Ford Foundation in Brazil, Átila Roque, in a hybrid format so that all representatives of the organizations involved in the exchange program could take part.

The meeting presented the Black Women Alliance program, the lines of support, the leaders of the organizations, the objectives and the program's exchange strategy in the USA. Reducing the distance between the Consulate, the initiative and the activists was a strategy adopted to add to the process of applying for the visas needed to enter the country.

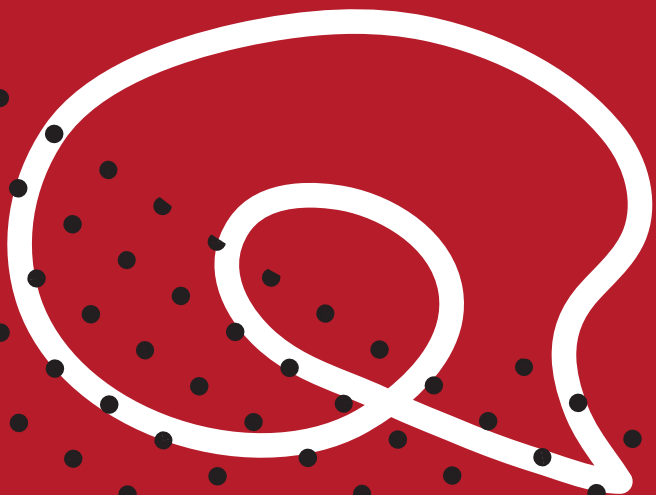


→ USE OF RESOURCES
IN 2022



RESOURCE	TOTAL (BRL)
81% Investment in Women's Groups	BR L20.644.622
14% Team	BR 3.560.003
4% Operational Expenses	BR 1.067.505
1% Resource Mobilization	BR 155.724







more togeth erness

DIALOGUES

Listening to Leaders and Promoting Connections

The meetings that ELAS+ holds with the leaders of the supported organizations, called **Dialogues**, are spaces for attentive and in-depth listening. It is at these events that we gather information from these diverse women, from all regions of Brazil, about the essential needs of the organizations and the strategies for mobilizing resources and making donations. It is with this information that we create the calls for proposals. Then, in another listening opportunity, other Dialogues allow us to learn about collective impacts and improve connections. The methodology, recognized by the various partners who support us, is one of the ELAS+ differentials and is responsible for the success of the work. The exchanges between the groups are moments of mutual strengthening.





→ THE SEXUAL AUTONOMY JANUARY

The first meeting of 2022, in January, still took place online because of the uncertainties of the pandemic. As the number of coronavirus cases was increasing due to the end-of-year celebrations, the Sexual Autonomy Dialogue was held virtually to ensure the safety of the participants. During three days of debates and conferences, the supported organizations evaluated strategies and collectively deepened the analysis of the situation in the fight for reproductive justice.

→ BUILDING MOVEMENTS JULY

The 2022 Building Movements Dialogue was our first in-person event after two years of virtual meetings. Leaders from 152 organizations from all regions of the country met in Rio de Janeiro (RJ) to share experiences, discuss the context of the fight for human rights, and define the next steps. There were four days of hugs, smiles, emotional tears, and a lot of articulation in defense of democracy and social justice.

The Dialogue was held in a hybrid format to increase participation and include participants still unsure about the pandemic. By integrating international partners into our event, the possibility of participating online was a positive plus.

→ EMPODERA AUGUST

In the Empodera Dialogue, the face-to-face meeting took place at the headquarters of the Lojas Renner Institute in Porto Alegre (RS), our partner in the program, as well as UN Women. We brought together around 60 people, including representatives of supported organizations, experts, and invited institutions, for three days of reflection on strategies related to valuing work and the well-being of women in the fashion production chain. Debates covered topics such as the inclusion of diverse bodies and the development of more sustainable technologies. Many connections and articulations were built between the groups, which also disseminated the results through social media.

→ CARE ECONOMY DECEMBER

As part of our strategy to value the care economy and strengthen domestic workers' unions and associations, we brought together the leaders of these organizations in the city of Búzios (RJ) for six days of Dialogue. In addition to sharing experiences, analyzing the scenario, and planning joint action strategies, a space was created for training and institutional development. The unions used the meeting to hold an expanded meeting

of the FENATRAD (National Federation of Domestic Workers) and the National Council of Domestic Workers.

Therapeutic and leisure spaces were also made available for workers, ensuring the well-being of women who are often seen only as caregivers.





more chan ge

THEORY OF
CHANGE



Our social transformation systemic vision allows us to realize how fundamental resources are for cis, trans and other transidentities women to collaborate in promoting rights, preventing different forms of gender violence, fostering economic autonomy and entrepreneurship,

ending poverty, and expanding access to women’s health and reproductive justice, access to culture, communication, arts, sports, and digital technologies, promoting ethnic and racial equity and a fair and sustainable environment.

→ ELAS+ COMMITMENT TO ETHICS

Reaffirming our commitment to ethics and transparency is a way of ensuring our mission and values. In 2022, we created the internal regulations of the **Ethics Committee** of ELAS+, a collegiate body in charge of enforcing the implementation of the Policy for the Protection of People in Vulnerable Situations, Especially Children.

The primary function is to receive and investigate reports of cases of violence committed within the scope of ELAS+ against women, Black people, LGBTQ+ people, people with disabilities, young women, and especially children in vulnerable situations. It is also the committee’s role to deliberate on sanctions and corrective measures. This autonomous body consists of three members and ensures compliance with internally established standards and respect for the country’s regulations and laws.

→ GOVERNANCE: STRENGTHENING OUR STRUCTURE

Strengthening our governance is a way for us to be increasingly structured to expand our mobilization and distribution of resources as well as ensuring compliance with our statutes. Currently, three bodies make up our governance:

ASSEMBLY: The highest governance body composed of founders and associates.

DELIBERATIVE BOARD: Body of vision and strategic deliberation.

FISCAL BOARD: Body for oversight and transparency of financial and asset management.







more rights

MISSION
VISION
VALUES

For more than two decades, ELAS+ **mission** has been to promote and strengthen the leading role and rights of cis, trans and other transidentities women, mobilizing resources and investing in their initiatives.



We expanded our operations according to our **vision** that investing in women is our way of changing the world – Giving for Change.



And we insist on constantly reaffirming our **values**.

Passion for the Cause of Women

All women, regardless of race/ethnicity, gender identity, sexual orientation, or social class, must have access to rights and equity in all areas of society.

Bonds of Trust

Building horizontal relationships based on trust is integral to our commitments to the organizations we support and those that support us.

Transparency

Having correct and precise information is part of our institutional policy for donors, partners, supported initiatives, and society. Being transparent with resources, selection, and results is imperative for us.

Respect Singularity, Subjectivity, and Multiplicity

We believe every woman is unique. Subjectivities are constructed according to their history, reality, and context.

Citizen Donation

The culture of donation in Brazil must be expanded and directed towards social change. Our actions aim at building citizen donations to transform women's reality.







more strengthen

INSTITUTIONAL



Institutional Strengthening

→ DIVERSITY, SAFETY, AND SECURITY

To strengthen women's leading role and rights, we must improve our institution internally. Therefore, throughout 2022, we carried out various training and workshops to provide staff with knowledge on essential topics, such as the protection of vulnerable people and the General Data Protection Law.



► Strategic Planning Update

ELAS+ has existed since 2000 and has a consolidated and pioneering history. The institution has grown in volume of resources and team size in recent years. However, due to the pandemic, some people only knew each other virtually. Therefore, we chose to carry out a four-day immersion in February to update the strategic planning, revisit the goals set in 2019, and adjust the objectives to the scenario brought about by the pandemic. Facilitated online meetings were held to strengthen relationships between team members, cross-check internal schedules, and align expectations for 2022, building a joint calendar.

► Building the Security Management Plan

In 2022, we created a Security Management Plan to avoid as much as possible the risk of cyber attacks and scams and to guarantee the digital security and physical integrity of the entire team. The plan included virtual safety training for the collaborators.

► LGPD Adaptation Plan

In 2022, there was also a need to adapt to the LGPD (General Data Protection Law) policies. Between February and July, we identified, analyzed, and presented solutions to ensure protection in all spheres – ELAS+ and its team, service providers, and grantees. Virtual meetings were held between the managers of each area and the directors to create our adequacy plan. After consolidation, the entire team received training to apply the strategy assertively. We also could share this knowledge with the grantees through workshops held during the Dialogues with the initiatives' leaders.



► Building the Protection to Vulnerable Policy

The ELAS+ Policy for the Protection of People in Vulnerable Situations, Especially Children is a fundamental instrument to guide the protection actions in the relationships between the institution's stakeholders. It also ensures compliance with the rights of cis, trans and other transidentities women, an objective that aligns with our mission. The document was created and improved between February and July. The entire team underwent training to understand the policy's premises and signed the document of commitment to comply with the guidelines.

The document establishes a policy of non-tolerance for physical or psychological violence, whether moral harassment, sexual harassment, deprivation of liberty, racism, ethnocide, transphobia, homophobia, or religious prejudice. The focus is on

preventing damage to people's physical, mental, or moral integrity in vulnerable situations and responding appropriately to any reports or suspicions of violations of this protection commitment. Therefore, the policy defines standards of behavior to guide the conduct of the entire team, including directors and governance, combating violence in the organization's internal activities, in relationships with beneficiaries and partners and in the implementation of supported initiatives.

The Vulnerable Persons Protection Policy reaffirms ELAS+'s commitment to maintaining an honest and transparent relationship with collaborators, partners, donors, suppliers, government, and society.



→ COMMUNICATION

Strengthening ELAS+ also means investing in the Communication area, which is strategic to influence public debate, contribute to the philanthropy ecosystem and expand our reach among activists by bringing news of our calls for proposals to more and more people. It is also through Communication that we reinforce our transparency by making our

► Image Bank

Our group of grantees reveals the plurality of women's movements in Brazil. They are organizations from all regions of the country, made up of Black, indigenous and LGBTI women, as well as women from traditional communities, the countryside, the outskirts, urban centers and immigrants. We understood that it was necessary to value this diversity and enrich our communication material with images of these women.

Therefore, in August, we visited four cities to photograph part of the daily life of some supported organizations. We thus began to build our image bank. The entire process was carried out with strict security, respecting the limits the grantees established. The sense of prestige shown by the organizations that received the photographer reveals the importance of this recognition and encourages us to build an increasingly diverse image bank.

results available to society. The decision to invest more in Communication generated promising results, both internally – in the quality of our material and engagement on our social media – and in reaching the general public, with reports published on important news portals. Examples of these advances may be found below.

+ 200

Images

Places visited

- Rio de Janeiro, RJ
- São Paulo, SP
- Ilhéus, BA
- Cachoeira, BA



► Media Relations

Understanding the importance of the issues addressed by the initiatives supported by ELAS+, such as the fight against gender violence, LGBTphobia and racism, as well as the defense of climate justice and the rights to health, housing and the city, we believe it is necessary to strengthen the public debate around these issues. We believe that an effective way to guide these discussions is through the media and the press.

Therefore, we started producing news with that approach, always pointing out the solutions that civil society movements present. This material is delivered to journalists and thematic portals through a news distributor.

+ 82.000

Views

2.000

Journalists received the news reports

4

News reports distributed between may and november 2022

MAY 2022



Sustainability is gaining more and more prominence in the fashion production chain

JUL 2022



Black women are the primary victims of femicide in the country

JUN 2022



The lack of official data makes it difficult to support the LGBTQIAP+ population

NOV 2022



Private investment to combat racism is still meager

▶ ELAS+ in the News

The relevance of our trajectory, programs, and calls for proposals also reached the media spaces organically. Throughout 2022, ELAS+ was the subject of articles

in newspapers, magazines, radio and TV programs and news portals. It also collaborated with articles and essays in national and international publications.

FEB 2022



She created the first fund for the rights of women and trans people in the country

Article on the role of Amalia Fischer, creator and General Director of ELAS+, in building feminist philanthropy in Brazil.



Study portrays the impact of the pandemic on organizations led by women and LGBTI people

MAR 2022



Mackenzie Scott donates millions to 15 Brazilian institutions; see the list



Collective of Black women from Paraíba launches PodPretas

Repercussion of projects supported by ELAS+



FEB 2022

Flexibility and trust: perspectives for civil society financing



APR 2022

Call for proposals will donate BRL 5 million to organizations that work to combat racism

APR 2022



Call for proposals allocates resources to Black women's collectives

VÍDEO



Black Women Alliance - All Against Violence

ÁUDIO



Renner, UN, and ELAS+ invest more than BRL 2 million in women working in fashion



Renner, ELAS+ and UN launch the Empodera project: fashion changing lives



Publication "Powerful Women: Group Action in the Socio-Environmental Agenda - Experiences in South America"

PDF

JUN 2022

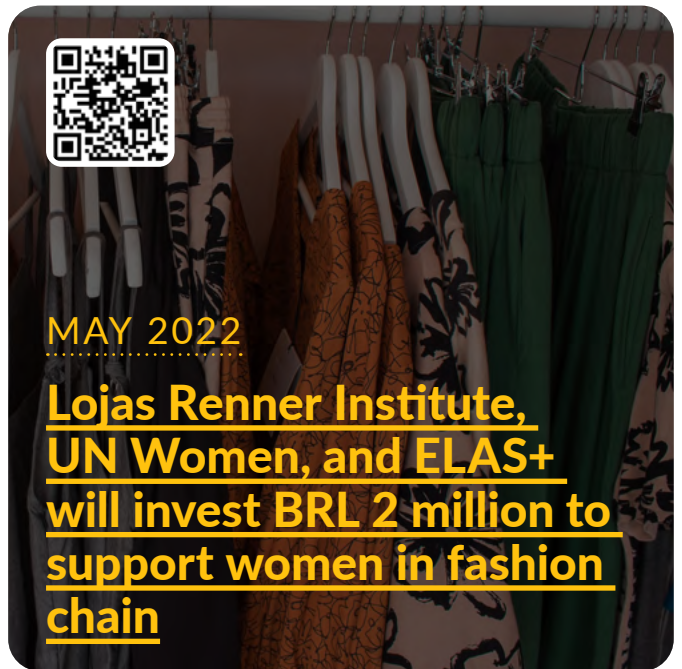


Call for proposals will distribute BRL4 million to support projects led by women and trans people



GIRO RJ: Building Movements 2022

ÁUDIO



MAY 2022

Lojas Renner Institute, UN Women, and ELAS+ will invest BRL 2 million to support women in fashion chain



DEC 2022

How climate change affects women

► Social Media

Throughout 2022, we also prioritized our social media, understanding each communication channel as an essential instrument of social engagement. We invested in tools to understand our audience better and develop strategies to dialogue in an increasingly closer and more transparent way. The 70% growth in followers on our Instagram reflects this dedication.

In 2022, we also launched the Black Women Alliance newsletter on LinkedIn, the corporate social media – a informative letter with information about the program, social analyses of the causes of racial violence in the country and debates on the solutions proposed by Black Women Alliance organizations.

16.237

Followers on Instagram. Our profile grew 70%

+1.000

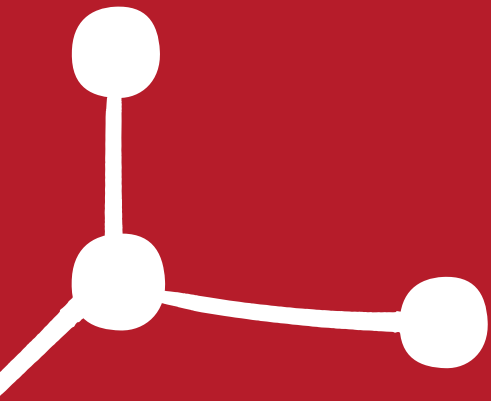
Subscribers to the Aliança Negra Newsletter on LinkedIn

10

Editions of the Aliança Negra Newsletter published







**more
con
nec
tions**

Sharing Knowledge and Strengthening Relationships Across the Globe



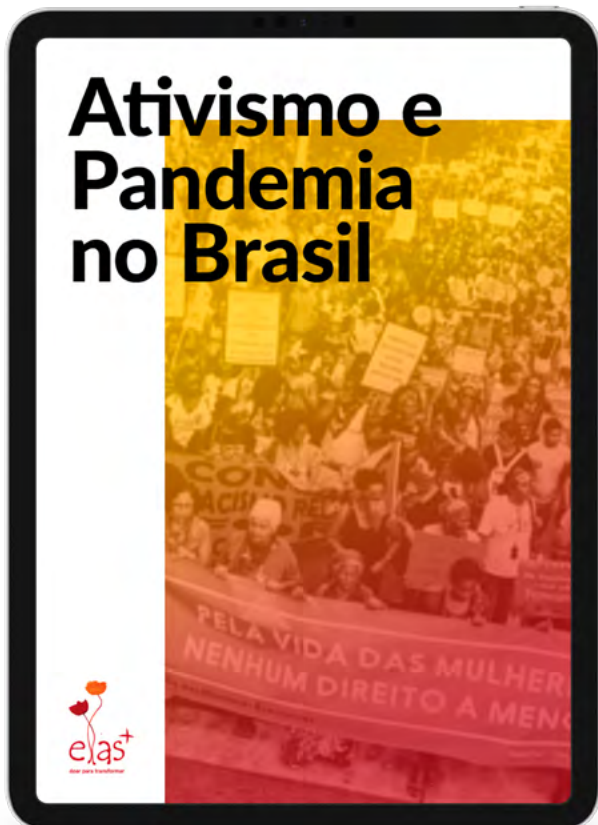


→ INTERNATIONAL LAUNCH OF THE RESEARCH “ACTIVISM AND PANDEMIC IN BRAZIL”

In March 2022, we promoted an international live broadcast to launch the unprecedented research organized by ELAS+, “Activism and Pandemic in Brazil”. The survey, published in the country in 2021, reveals that women’s organizations supported the most vulnerable during the pandemic, carrying out digital equity actions and reinventing their activism. The study is based on information about 953 Brazilian groups that combat gender-based violence and racism and promote climate justice and sustainable development,

supporting women’s political participation, LGBTI+ rights, reproductive justice, the right to land and mobility.

The research was explained in detail during a live broadcast on ELAS+ YouTube channel, with the participation of the lead researchers, our directors and representatives of influential international organizations, such as MADRE, UN Women, Prospera, and WINGS.



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→ MEETINGS AND EVENTS

With the vaccine and a more controlled number of coronavirus cases, we could resume travels in 2022. Especially from the second semester onwards, we could be present at events debating philanthropy in Brazil and worldwide. These

are essential moments to strengthen traditional partnerships and establish new ones, contribute to the debate on the fight for social justice in the country and learn about global action strategies.

National

- Acampamento Terra Livre - ATL • Brasilia, Brazil
- Seminário Filantropia, Justiça Social, Sociedade Civil e Democracia da Rede Comuá • São Paulo, Brazil
- Café com Soluções - GIFE • São Paulo, Brazil

International

- Prospera XII Biennial • Mexico
- Feminist Alchemy Convening • Mexico
- Programmatic Committee for Leading From the South in Latin America and the Caribbean • Argentina
- On the Right Track Conference • Chile
- Global HRFN Conference - Human Rights Funders Network • Mexico
- Visit to international partners based in the US • US



→ INTERNATIONAL CAMPAIGNS

▶ GAGGA - We, Women Are Water

Every year, GAGGA (Global Alliance for Green and Gender Action) coordinates a global campaign to publicize success stories of **women in water defense** and in confronting false climate solutions. The actions happen in March to celebrate World Water Day. As part of that alliance, ELAS+ participated in the campaign through social media. Special publications were made over a week, publicizing initiatives by women who work to defend water worldwide.



▶ Giving Tuesday

In 2022, we took part once again in Giving Tuesday, an international campaign to encourage a culture of charitable giving in favor of human rights. Created in the USA in 2012, it was opened in Brazil in 2013. Currently, 190 countries participate in this global movement. ELAS+ chose to be part of the campaign encouraging **anti-racist donations**, promoting ways of supporting the cause.



▶ **Fenomenal Funds Collaborative**

ELAS+ is part of the Fenomenal Funds international collaborative project to strengthen philanthropy aimed at women. Over the course of 18 months, six feminist funds from different countries worldwide have committed to joining efforts and developing research to map potential funders of women’s cause, as well as building a unified narrative about the importance of supporting women-led initiatives.



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Since 2000 promoting the leading role
of cis, trans, and other transidentities
women in Brazil, mobilizing and investing
resources in their initiatives



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