Activities Report 2025

PLAN INTERNATIONAL

Until we are all equal





Cover girls

Yarla (aged 8 years), **Maria Antonela** (aged 9 years) and **Lara Sophia** (aged 8 year) are featured on the cover of this edition of the Activities Report. They took part in the “Cambalhotas” project.

SELO A+ DOAR GESTÃO E TRANSPARÊNCIA

UN GLOBAL COMPACT Pacto Global Rede Brasil

Awards

In 2025, **Plan international Brazil** was awarded the Human Rights Prize granted by the Brazilian Ministry of Human Rights and Citizenship, for “Warranties to the Rights of Children and Adolescents”, as a recognition of its work fostering initiatives to defend the Rights of Girls.

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My biggest dream today is that all girls and women may live peacefully and without fear

My name is Clara Maria. I'm a 16-year-old black girl who lives in a rural district of São Luís, State of Maranhão, Brazil.

I'm currently pursuing a Technical Degree in Environmental Studies. The main reason why I enjoy this course is because it allowed me to fulfill my childhood dream, which is to take care of animals. I turned my love for animals into my life mission!

I wanted to defend them as they have no voice, and now I'm learning that protecting nature is the only way to ensure that all living beings live with dignity. I like environmental subjects because I believe there is no social justice without climate justice, and taking care of Earth means taking care of both our future and our ancestry.

In 2025 we had the COP3, which was of topmost relevance to the world, putting Amazon and Brazil right at the center of global decisions, showing that young people need to be heard in order to save our planet.

I first met Plan International when I was a kid, through an invitation from Belô, my community leader, who invited me to participate in the Cambalhotas(Backflips) project. More recently, I also took part in the "Communities for Climate" initiative, which is a project aimed at enabling young persons to face environmental challenges in their territories. In this project we discuss and share knowledge.

I am now taking part in Plan's Network of Leader Girls, as a representative of my home town. I like this Network because there I met amazing



people and exchanged experiences with other powerful girls, which made me realize that I am not alone in this fight and that our unity is our biggest strength!

As a girl I have already achieved a lot, such as overcoming the fear of public speaking. Also, I managed to overcome the fear of saying "No". My biggest dream today is that all girls and women may live peacefully and without fear."

Clara Maria

Clara Maria

Clara is member of Plan Brazil's Network of Leader Girls, which is a project that enables young women to become facilitators of social initiatives promoting female leadership and empowerment.



The future in motion

2025 was a year marked by major challenges, but also by breakthroughs in our initiatives for protecting girls all over the country. Leading an organization dedicated to breaking the cycle of violence means being in touch with social reality. News of femicides and various forms of violence against girls, coupled with setbacks in rights already acquired, reveal how much we still need to forge ahead so that each girl be recognized as a child and has her rights fully secured.

In this context, our work becomes even more urgent. Each day we witness how the adultification, the exploitation and many forms of abuse are still usual. This is why enhancing our institutional capability and improving our strategy are essential to tackle these challenges with consistency, technique and sensitivity.

In 2025, we conducted a thorough strategic review aimed at improving our programs, reviewing approaches, and spotting opportunities for innovation. This process allowed us to update methodologies, strengthen our internal processes, and reaffirm our commitment to a fact-based performance.

We also started the Bacuri Project, which was designed to consolidate the network for protection of childhood and youth, by means of strengthening social organizations in the territories where we operate. With this initiative we expanded our ability for advocacy and our action for this cause. We also help ensure that more girls, kids and teens gain access to local powerful organizations which are prepared for and committed to their protection.

None of that would be possible without the collective strength that supports our task. Our institutional partners, allied organizations, pledged companies, and financial supporters, as well as each donor individually, have been fundamental to allows us to reach further and follow on with our mission of protecting children and teenagers, most particularly girls.

Similarly, our team was tireless in improving practices and providing the necessary care to ensure that every child and young person had access to welcoming, protection, and real pathways to transformation.

We noticed important advancements, such as new laws and initiatives that seek to strengthen the protection of children and adolescents in the digital environment as well, and we have built alliances with organizations, professionals and companies committed to structural and lasting changes.

Still, we know the journey ahead is challenging. Protecting girls requires perseverance, continuous action, and the ability to act. It means promoting prevention, education, social mobilization, and consistently strengthening community ties.

In this report, we present our bottom line – the lessons we learned and the impacts of our work throughout 2025. We remain steadfast in our mission of building a country where every girl is seen in her entirety, with her childhood respected and protected everywhere.

Because when a girl feels safe, whole and supported, it is not only her present that It transformed, but her entire future is put in motion.

Cynthia Betti

Cynthia Betti

CEO, Plan International Brazil

When the impact is shared, transformation may reach up to more girls

A girl's journey

A story that could be every girl's story

Ana grew up constantly on the move. She moved from house to house, from school to school, from place to place, until her family found stability in a rural community near Teresina. Her mom's job gave her a sense of solid ground for the first time. Once grounded, Ana could dream of having a life-- she wanted to be a lawyer, driven by a sense of justice that was born early on, by observing the inequalities around her.

However, for a girl in Brazil the journey from dream to reality hardly ever is a straight line. For three years, Ana suffered bullying at school, which greatly affected her self-esteem. She overcame this sad experience and became stronger, but she carried in her a question many girls in her community still cannot even express: What can I become?

Plan Brazil helped Ana to find that answer.

When the Leaders for Change project came to her school, something shifted. There, among workshops, sports activities and group chats, Ana found the words to name what she was experiencing and tools to act. She learned about gender equality, rights and leadership. She found out, in practical terms, that her body and her voice had their place and their value. That shy girl who barely felt able to do anything became the young woman who founded the Students Council at school, and took on the responsibility of representing her colleagues.

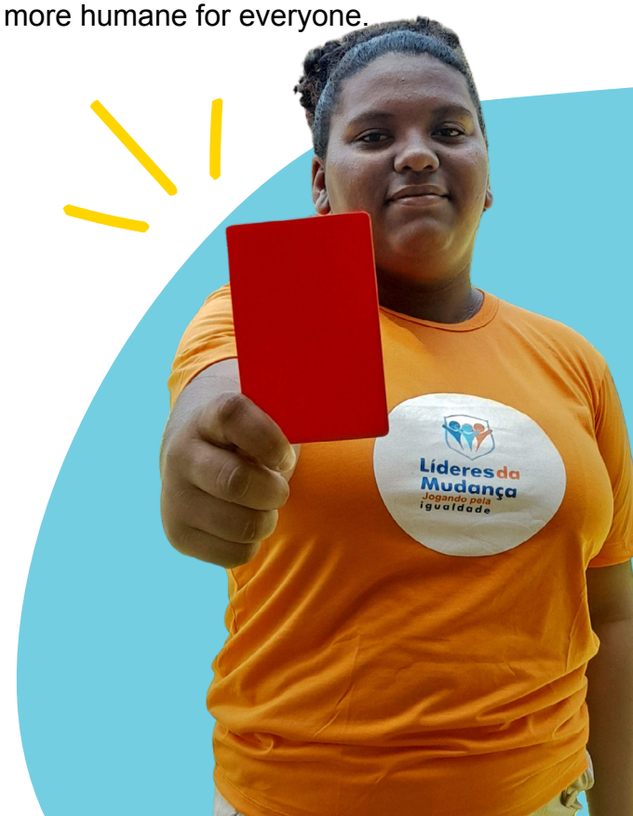
In Brazil, millions of girls grow up under the weight of realities that insist on remaining invisible, either as violence at home or at school, or in the community. A violence that is recurrent but silenced, until it seems normal.
Early adultification, child marriage, teenage pregnancy, and sexual abuse are not isolated phenomena. These are symptoms of profound inequalities that shape life trajectories permanently

Ana's trajectory is not an exceptional story. It is a proof of what is possible when a girl receives protection, support, and opportunity.

The challenges are ever growing. The climate crisis displaces families, interrupts access to school and exposes girls to even bigger risks of violence and exploitation. And for those girls who live on the edge, the impact is always greater.

Given this, the strategy of Plan Brazil is based on prevention, strengthening communities, ensuring comprehensive protection, promoting quality education and widening opportunities. It's not just about responding to emergencies, but fostering the conditions that make them possible.

When a girl is respected during childhood, being fully protected and supported in her development, as was the case with Ana, then the whole society goes ahead. She stays in school. builds her sense of autonomy, takes part in decisions and contributes to more equitable communities. Investing in girls is investing in a future that is safer and more humane for everyone.

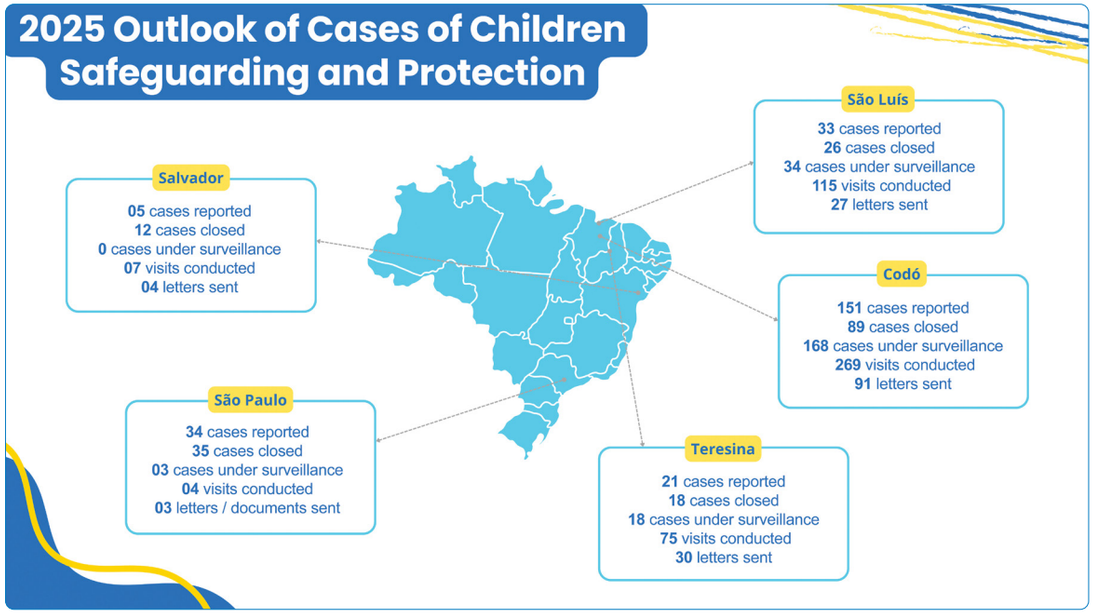


Safeguarding

It’s not just about what we do, but what we are.

Safeguarding is a commitment to protecting kids, adolescents and young people, which permeates all of Plan Brazil’s work. Not as an isolated procedure but as an essential part of who we are and how we relate to everyone in our programs. In 2025, we remain firm in this commitment, strengthening the Safeguarding Network and expanding our response capacity in all territories where Plan Brazil is present.

The Network consists of focal points in São Luís, Codó, Teresina, Salvador, and São Paulo, and throughout the year it mobilized a continuous, coordinated effort, holding 5 general meetings and 69 update meetings distributed among its five units. More than just figures, this collective work expresses a daily commitment to protection: it ensures the maintenance of qualified practices, the attentive, responsible monitoring of cases, and the careful attention so that no kid or teenager is made invisib-le or left without the necessary support.



In 2025, the Network consolidated a robust, strategic set of safeguarding materials aimed at strengthening safe practices and enabling better institutional responses. Key outputs included guidelines for safe digital communication, preparing risk indexes and checklists to
monitor the adherence to safeguard standards during activities. Information leaflets and digital cards on internet safety were also developed, besides a guideline with recommendations for emergency situations.
As an institutional advancement, specific clauses regarding Safeguarding and PSHEA (Prevention of Sexual Harassment, Exploitation, and Abuse) were updated and embedded
nto contracts and partnership agreements, thereby strengthening the organizational culture of prevention and feedback.
Monitoring child protection cases was also a key part of the Network’s operation this year. Throughout 2025, about 244 new cases of rights violations were identified and reported. Each case submitted to the Rights Warranty System and monitored by the safeguarding network was an essential step toward breaking cycles of violence, reaffirming rights and ensuring that kids and teens do not stand alone to face situations requiring care, protection, and collective responsibility.

The most frequent case types varied across territories but showed a set of vulnerabilities including the forms of violence most reported in 2025: disabled persons lacking adequate care, intellectual neglect, sexual violence, hazardous situations, as well as mental and emotional health issues. This setting stresses the need for a skilled listening—sensitive to the specific features of each context—and for consistent cross-sector responses capable of ensuring a comprehensive and continuous protection for children and adolescents.



How Plan Works

Sharing to drive greater change

With nearly 30 years of experience in Brazil, the core mission of **Plan International Brazil** is to break cycles of violence against girls. Over the years, the organisation has developed an approach that extends beyond direct project implementation--it also includes fieldwork, knowledge production, political incidence and, more recently, direct funding for other organisations.

This blueprint is structured around four mutually reinforcing areas of work. The first three areas have long been part of Plan Brazil's journey, while the fourth one was consolidated in 2025, representing the topmost development of this cycle.

The first area is the direct work within communities through projects that keep the organisation closely connected to the realities experienced by girls and inform its entire strategy. This fieldwork provides the foundation for everything Plan Brazil creates, learns and advocates across its other areas of work.



The second area involves the production and dissemination of knowledge through studies, surveys and resources that provide in-depth understanding of issues such as teenage pregnancy, climate change, and gender inequality. These are shared with the media and sector partners to increase collective impact.

The third area is policy influencing and advocacy, through participation in national and international coalitions, global forums and campaigns seeking to influence public policies capable of protecting girls on a large scale. One concrete example was CEO Cynthia Betti's visit to Brasília, where she met Hugo Motta, President of the Chamber of Deputies, to push for the bill that became the Digital Statute for Children and Adolescents (ECA Digital) to be prioritised for voting. This legislation represents a milestone in protecting children and adolescents in digital environments.

The fourth area is grantmaking or direct funding, through which Plan Brazil also began acting as a co-funder of projects. The "Beat the Clock Fund", a direct funding initiative already piloted, was expanded from 2025 onwards The "Bacuri Project" was created to invest in strengthening civil society organisations in Maranhão and Piauí through training, mentoring and technical support. A greater number of strong organisations means more girls can benefit and a more resilient ecosystem supports their cause.

The unrestricted US$8 million donation from US philanthropist MacKenzie Scott, received in 2024 with no requirement that it be allocated to any specific project or entity, enabled this fourth pillar to be strengthened. This type of donation is rare in the sector and meant a tangible opportunity to expand and consolidate direct funding as a permanent area of work.

These four pillars do not operate alone. What is learned in the field enriches research; research strengthens advocacy; and advocacy helps determine where funding may yield greater impact. This integrated model of shared-impact guides Plan Brazil's work. Over the following pages, this model is brought to life through names, faces and figures.

EARLY CHILDHOOD | GROWING UP WITH RIGHTS | LEADING AND TRANSFORMING | BUILDING FUTURES

Projects

Supporting girls throughout their lives

Direct work in local communities lies at the heart of Plan Brazil. Through projects built for different stages of life, from early childhood to youth, the organisation provides protection, education and opportunities so that girls can grow up free, safe and with their rights upheld.

This work is carried out in communities across Maranhão, Piauí, Bahia and São Paulo by teams with first-hand knowledge of the stories, challenges and potential of each location.

Beyond delivering services, Plan Brazil's projects build relationships, strengthen community networks and create the conditions for girls to take the lead role in their own lives. This fieldwork informs the organisation's entire strategy, contributing to knowledge generation, guiding advocacy and strengthening strategic responses.



Cambalhotas
(Backflips)

Before learning to read, before understanding what violence is, every child needs to feel safe.

Plan Brazil's work with children is grounded in the belief that early protection transforms lives forever. Cambalhotas is the project that brings this belief to life. Operating in São Luís, Codó, Teresina and São Paulo, it supports children aged 3 to 11 through two complementary strands: strengthening child education professionals and providing socioeducational activities for children aged 7 to 11.

During the workshops, girls and boys learn about their bodies, about consent and different forms of abuse, as well as how to seek help, all through playful, participatory and age-appropriate methods. At the same time, the project holds discussion circles with mothers, fathers and other caregivers, creating a protection network that begins at home and extends to schools and the wider community.



In 2025, Cambalhotas went further on in each location. In Teresina, child education professionals received training and pedagogical coaching at Municipal Centers for Childhood Education. The Ministry of Human Rights and Citizenship extended the project until January 2026, enhancing services for kids aged 3 to 6.

In São Paulo, the year was marked by the methodological consolidation, with workshops on child self-protection, identity, diversity and challenging gender stereotypes. Local partners were also engaged as key actors in preventing violence.

In São Luís, increased coordination with schools and community leaders helped to create more protective environments within communities. In Codó, activities addressed children's rights and the prevention of household accidents, always using playing as a tool for children's holistic development.

In 2025, Cambalhotas reached 2,150 children aged 3 to 6 and 1,725 parents and caregivers in Teresina, São Luís and Codó. About 467 kids aged 7 to 11 were reached in São Paulo, Teresina, Codó and São Luís.

Camba Baby

Camba Baby is based on the same principle as Cambalhotas, extending its reach to communities where the protection network still needed to be strengthened. Focusing exclusively on early childhood, the project worked in the communities of Tajipuru, Vila Nova República, Rio Grande, Argola e Tambor, Cajupary and Itapera, in São Luís, adopting an approach that places schools at the centre of protection.

Its methodology combined coaching given by early childhood and basic school professionals, with sessions with parents and caregivers, child-awareness activities in schools, and "Brincar em Família" (Family Play) events. The outcome was more than the sum of these activities: it strengthened the protection network for children and built trusted between schools and families, which rarely existed before.

Throughout 2025, educators began to feel they were better prepared to address child selfprotection in the classroom, prevent violence and inform families about reporting channels, among other positive parenting practices. Families, in turn, acknowledged schools as a safe environment. Gender equality was very much present across all activities, reinforcing the idea that protecting children also requires challenging the roles and stereotypes imposed on them from a very early age.



Over the past year, Camba Baby reached over 2,100 children aged 3 to 6, with approximately 1,500 parents and other caregivers participating in awareness sessions and "Brincar em Família" events. In addition, more than 250 teachers began applying the project's methodology to different childhood education settings.

In the end of this cycle, Camba Baby shows that true impact begins when schools, families and communities stop working separately and start caring for children together

Escola de Liderança para Meninas

(Girls' Leadership School)

Empowering girls to reach the top

There comes a moment in a girl's life when she begins to understand who she is and what her rights are — she learns to name what she feels and takes her place in spaces that had never been offered to her. The **Girls' Leadership School (ELM)** exists to ensure that, when this time comes, she has the information she needs and does not feel alone.

Developed in partnership with Intimus, this project works with teens and youths aged 13 to 24, focusing on menstrual health, sexual and reproductive rights, and leadership development as central pillars. In early 2025, ELM concluded Phase 1 with all targets met or exceeded, reflecting both the strength of its methodology and the determination of the girls who took part in it. Between March and June, Phase 2 continued this work through workshops with teens and youths, community activities and discussion circles that deepened relationships and broadened community dialogue. Phase 3, launched in the second half of the year, expanded into other municipalities in the Salvador Metropolitan Region, starting a new cycle of training, mobilisation and leadership.

Over the year, the workshops provided spaces for listening, candid exchange and judgementfree learning. Girls spoke about menstruation without shame and challenged myths they had carried for years. They strengthened their selfesteem and began to recognise leadership not as something distant, but as something they already exercise in their homes, their communities and schools. One particular moment deserves recounting: the girls' visit to Rede Bahia, the local affiliate of TV Globo. Sitting there with women who craft narratives and make editorial decisions, the girls were able to see first-hand that these spaces exist and are within reach.



In 2025, the Girls' Leadership School reached more than 4,000 adolescents and young people across 12 schools and nine communities in Bahia. In Lauro de Freitas, 713 educators participated in awareness-raising activities on menstrual health and safeguarding, strengthening the school network's capacity to protect, support and engage in dialogue. In addition, more than 925 community members completed workshops on menstruation and menstrual health, while the project's campaigns directly and indirectly reached more than 307,000 people.

It is during adolescence that a girl discovers she has rights. Once she finds her voice, no one can stop her. Growing up with rights is where everything begins!

Programa Adolescente Saudável

(Young Health Programme)

Information that empowers, health that transforms

The **Young Health Programme (YHP),** known as “Programa Adolescente Saudável” (PAS) in Portuguese, is based on the belief that health information reaches further when it comes from someone who shares the same background. For the past 15 years, this global initiative from Plan International, created and funded by AstraZeneca, has trained young people aged 10 to 24 from Southern São Paulo as peer educators. These youths share knowledge with their peers and communities on the prevention of non-communicable diseases (NCDs), mental health, sexual and reproductive rights, and gender equality.

In 2025, the programme developed specific learning paths for peer educators, engaged participants and enabled them to play a greater role in public activities. Throughout the year, activities reached municipal and state schools, Unified Educational Centres (CEUs), State Technical Schools (ETECs), Youth Centres (CJs), community services and healthcare facilities. Teenagers and young people were engaged on topics including healthy eating, mental health, the prevention of alcohol and tobacco use, physical inactivity and climate change.

As part of its advocacy work, young people from the Young Health Programme participated in institutional engagement initiatives and strategic forums for dialogue on health and rights.
Highlights in 2025 included participation in seminars held by the Women’s Rights Committee of the Chamber of Deputies and in a climate change seminar at the Legislative Assembly of the State of São Paulo (ALESP). The latter also marked the premiere of a new episode of “Saúde no Rolê “ web series, available on YouTube and featuring young leaders and political stakeholders. The series has become a well-established mobilisation tool used both for in-person activities and debates held in digital channels.

This year was also dedicated to building our legacy. The programme produced thematic workbooks and a good practice guide, consolidating lessons learned over 15 years of work. Over the past year, the Young Health Programme directly reached more than 9,500 young people and trained 30 peer educators. More than 156,000 young people have directly benefited from campaigns and events, which increased access to information that might otherwise never have reached them.





Down to Zero

Protection is a collective responsibility

Every child deserves to grow up free from violence and exploitation. **Down to Zero** is a global alliance operating in 10 countries to break cycles of sexual exploitation and reduce the number of children at risk. In Brazil, this work takes place in São Luís (Maranhão), bringing together youths, families, public authorities and the private sector around a shared responsibility.

In 2025, the programme strengthened this work in three areas. The first focused on strengthening youth leadership through the Youth Committee, a space where adolescents participate in meetings, engagement initiatives and dialogue that challenge taboos, confront stereotypes and enable those who had previously been marginalised to become active contributors to solutions.

Overall, 140 young people received comprehensive information on sexuality, reproductive health and sexually transmitted infections (STIs), while 78 children and adolescents gained safer access to information and protection services. The second area aimed at raising awareness within the private and tourism sectors, which can act either as a source of risk or as a force for protection.



During the year, approximately 15 educational resources were produced as part of a campaign designed to reach and raise awareness on the topic among sector representatives.

The local protection network was also strengthened. Overn 100 professionals from the Child and Adolescent Rights Guarantee System received training to improve the care provided through protection services. A further 153 professionals received specific resources to strengthen their work, while 64 mothers, fathers and other caregivers participated in positive parenting training.

In total, the programme directly reached 563 people in 2025. This figure reflects the nature of the work in one of the most sensitive child protection settings, where every person reached represents a break with silence and every professional trained means that more children have someone prepared to protect them.

Líderes da Mudança
(Leaders of Change)

Sport as a tool for promoting leadership and social transformation

The **Leaders of Change** project uses sport as a tool for adolescents' holistic development, promoting gender equality and youth leadership. In 2025, the programme operated in São Luís and Codó, in Maranhão, and in Teresina, Piauí, engaging girls and boys in a journey of learning, community mobilisation and coordination with a range of local stakeholders.

Far more than a physical activity, sport—whether football, volleyball or another discipline—provides a shared environment for socioeducational and sport-based educational workshops. In these spaces, adolescents explore issues that are crucial to breaking down social stereotypes, including rights, gender equality, self-care, health (including sexual and reproductive health), communication, violence prevention and strengthened self-esteem. Participatory methods involving group activities, conversation circles and games encourage engagement and relationship-building, equipping adolescent girls to become peer educators who share knowledge and act as agents of change in their communities. The project also stands out for its extensive community mobilisation and coordination with schools, families and health services, assistance and protection.



This support network is essential to creating an environment that challenges gender norms, strengthens girls' voices and ensures that they can take their place in every setting with confidence and a sense of belonging. Thematic campaigns—on preventing adolescent pregnancy and promoting gender equality in sport, for example—broaden dialogue and awareness.

The 2025 results demonstrate the project's multidimensional impact. The annual social media campaigns reached more than 200,000 people, while community activities reached more than 3,500. Around 750 girls and boys received the project's key messages through peer-led activities. The programme supported 413 girls and 397 boys in sports activities and enabled 266 sports, physical education and health professionals to participate in workshops on gender equality and girls' rights.

Through Leaders of Change, sport becomes a space where girls learn to lead, protect themselves and take their place, developing confidence, self-expression and an understanding of their rights. The project does more than put them on the field to master this knowledge: it prepares them to move forward with their heads held high beyond it, transforming their lives and communities. Boys' inclusion is also essential to this process. By taking part, they help dismantle stereotypes and build fairer relationships, strengthening more inclusive environments for everyone.





Empodera Elas
(Empower Them)

Women's leadership for a safer future

The project named **"Empodera Elas"** goes beyond gender equality and combating violence. It prepares women aged 18 to 35 to achieve financial independence and broaden their prospects for personal and professional development. As they become stronger, they also strengthen protection and ensure that their children's rights are upheld, making them essential members of the safety network surrounding children and the communities where they live.

In 2025, the programme began a new learning cycle in Codó and Timbiras, Maranhão. In the region, Plan International Brazil worked to strengthen these women's identity and self-esteem while helping them establish viable businesses that generated tangible income and improved quality of life throughout the community.

The 2025 results demonstrate this impact in concrete terms. One of the year's milestones was the "Women Who Undertake and Care" seminar, a space for reflection on entrepreneurship, care, support networks, creativity and business sustainability. It was complemented by conversation circles on sexual



and reproductive rights, online marketing,

pricing and business management. As a final activity, a business fair brought together around 60
local women exhibitors, giving them local visibility, generating income and amplifying the leadership of these women and their businesses.

Through Empodera Elas, these women not only transformed their economic circumstances but also became a vital support network for their families and communities, showing that women's leadership is an essential pillar of protection and community development.



Rede de Meninas Líderes
(Network of Leader Girls)

When girls lead, the future changes

The **Network of Leader Girls** brings together adolescent girls and young women who participate or have participated in Plan International Brazil projects. Its purpose is to strengthen a movement for gender equality and social justice, built by girls themselves on the basis of their own realities and in their own communities.

In 2025, the Network consolidated its work with 72 adolescents and young people aged 16 to 22 in the five locations where Plan International Brazil operates: Codó and São Luís (Maranhão), Salvador (Bahia), Teresina (Piauí) and São Paulo (São Paulo). Throughout the year, online and in-person learning sessions covered leadership, mental health, girls' rights, gender, violence prevention and political participation, providing spaces for exchange, learning and collective empowerment.
A major milestone in this cycle was the Network's participatory governance process. This included electing an advisory committee with one representative from each local group, followed by the selection of two representatives to attend meetings of Plan International Brazil's Board as guests.
The process reaffirms the organisation's commitment to placing girls at the heart of decision-making and ensuring that their voices, demands and perspectives are present in spaces of power and influence. The election of Gleyce (Codó) and Karen (Salvador) as representatives symbolises collective progress towards an organisation that is more participatory, diverse and aligned with girls' realities.

The Network of Leader Girls is a vibrant space for activism, coordination and belonging—and tangible proof that when girls are heard, organisations and communities are transformed.

Pontes para o Futuro

(Bridges to the Future)

Inclusion, employment and autonomy for young people

Based in São Paulo and designed for young people aged 15 to 24, Bridges to the Future is a project focused on productive inclusion and capacity strengthening. Centred on economic empowerment, the project helps young people make informed decisions about their futures—whether through formal employment, entrepreneurship or access to higher education—while integrating sexual and reproductive health and rights, citizenship and violence prevention.

Conversations about gender, health and rights formed the foundation of the entire learning process, helping young people approach the employability and entrepreneurship stages with greater confidence and readiness. With this preparation, participants received scholarships for vocational courses and took part in practical career activities. The project built bridges between these young people and genuine opportunities in the formal labour market.

The project did more than connect young people with jobs; it also strengthened the relationship between young people and business. Through a dedicated entrepreneurship pathway, participants received support to establish and strengthen their own businesses through pitch panels, mentoring and access to seed capital. Plan International Brazil secured the support of mothers, fathers and other caregivers through awareness-raising sessions on gender-based violence, sexual and reproductive rights and the importance of youth employability. It also strengthened links with public services in the Rights Protection System and thematic networks such as the “Mude com Elas” Multi-Stakeholder Network, which supports young Black women’s entry into the formal labour market.

Over the past year, 965 young people participated in supplementary training for the labour market, focused on employability and career development, including preparation,networking, referrals to employment opportunities and professional



LEADING AND TRANSFORMING



follow-up. All participants took part in workshops on sexual and reproductive health and rights, gender equality and financial education, as well as receiving individual and group mentoring.
Of this group, 30 young people entered formal employment.

On the entrepreneurship pathway, 20 young people created or strengthened their businesses with seed capital support and participation in two fairs organised by “Empreende Aí”, a strategic partner of Bridges to the Future. At the fairs, they presented their businesses, exchanged experiences with other entrepreneurs and were assessed by a specialist panel. Two notable technical visits complemented this journey: the University of São Paulo Fair, involving seven academic units and providing insight into different higher education pathways; and conversation circles with labour-market professionals, involving 30 young people and facilitating genuine connections with employment opportunities.

At the end of the cycle, Bridges to the Future participants are aware, prepared and equipped with long-term prospects, sharing the knowledge and confidence they have gained with their support networks and contributing to greater productive inclusion and economic autonomy in their communities.

Leidy, aged 20

“I discovered Bridges to the Future by means of the Quilombo Guarani community preparatory course. The project was very important to me, especially because it helped me secure my first job. Through it, I learnt how to build my LinkedIn profile, prepare my CV and position myself on social media. But at Bridges, we did not only learn about work and entrepreneurship—we learnt about the world, especially sexual and reproductive rights, information that remains very scarce within the peripheral communities where the project operates. I secured my first job, entered university and now know that projects such as Bridges help us recognise and seize opportunities that we often would not even know existed.”

Jovens Líderes pelo Fim da Violência de Gênero

(Young Leaders for the End of Gender-Based Violence)

Leadership as an act of protection and resistance

Young Leaders for the End of Gender-Based Violence responds to Brazil's high rates of unintended pregnancy and genderbased violence. Led by Plan International Brazil in partnership with the Ministry of Women, the nationwide project concentrates its efforts in the North and Northeast—the regions most affected by inequality and where the leaders trained through the initiative make a direct impact.

By creating spaces for leadership and community empowerment through online learning and social activities, participants aged 18 to 24—especially those from minoritised groups—build a local safety network. These young women's leadership is developed beyond theoretical learning, creating the conditions to benefit their communities directly by turning dialogue, debate and knowledge into concrete action and autonomy.

In 2025, the project achieved significant results. Of the 160 young women enrolled in the learning process, 73 completed the online course and met the established performance and participation criteria. At the next stage, 40 young women leaders were selected as grant recipients to work directly in their communities, receiving financial support to consolidate their positions as local advocates in the fight against gender-based violence. These participants led 31 Girls' Leadership School groups, training 898 girls and young women. The leaders received training in social project management, violence prevention and communication. The transformation generated by this work



reverberates across different regions of the country. With the project's support and the engagement of the young leaders, the initiatives gained strength and reach. In practice, participants become agents of positive change, bringing information and inspiration to their peers. Through conversations and content production, they share knowledge about rights, self-protection and ways to report violence.

Education, income and sense of belonging are not privileges—they are rights. Young people with access to genuine opportunities transform not only their own lives but also those of their families and communities. Building futures begins with believing in each person's potential.





Comunidades pelo Clima

(Communities for Climate)

Communities prepared to adapt, withstand and transform

Communities for Climate strengthens the ability of vulnerable communities to confront the impacts of climate change. Through training, social mobilisation and collective strategy-building, the Plan International Brazil initiative supports children, adolescents, young people and community leaders to become agents of adaptation and resilience in their communities.

In 2025, the project reached nine communities in the southern part of São Luís Island, Maranhão: Arraial, Coqueiro, Estiva, Jacamim, Portinho, Quebra Pote, Rio dos Cachorros, Taim and Tauá Mirim. Funded by Alcoa Foundation in tandem with Maranhão Aluminium Consortium (Alumar), Plan International Brazil promoted environmental conservation and social mobilisation initiatives, and continued training kids, teens and adults. The nine community committees developed climate adaptation plans, strengthening participation and encouraging proposals aligned with local realities.

This process is marked by the strong leadership of girls and women in spaces for participation, decision-making and leadership. In 2025, 30 women held leadership positions on the committees, playing a central role in guiding and developing the adaptation plans and helping to build more inclusive community responses.

The 2025 results demonstrate the project's broad reach and impact. A total of 250 kids, teenagers and youths, besides 50 community leaders took part in training, while 30 peer educators extended the sharing of knowledge. Nine climate adaptation plans and nine community projects were developed and implemented. The "In the Climate of the Future" campaign reached 10,000 people, while three "Climate in Action" workshops explored topics such as climate emergency, responsible water use, sustainable technologies, and community gardens in greater depth. The project also established five partnerships with schools, increasing content circulation and engaging new audiences.

Participation broadened horizons and strengthened relationships, leading to progress in participants' personal development, including self-esteem, communication and community engagement. Communities for Climate encourages more consistent life pathways for children, adolescents and young people, consolidating their role as agents of resilience and transformation in their communities.

Água, Saúde e Vida

(Water, Health and Life)

Access to water as a pillar of equality and protection

Water, Health and Life regards access to safe drinking water as a gateway to equality and protection. In Codó, Maranhão, the right to water became the thread connecting efforts to protect girls in different areas of their lives and drive positive change in communities.

In 2025, the project's activities reached different groups across the six communities served in Codó. Socioeducational workshops for children on protection, health, hygiene, nutrition and the environment were completed. Workshops with teens covered development, menstrual health, healthy habits and rights, promoting access to information as an essential tool for combating violence and encouraging active participation in community life. Parents and caregivers from four communities also participated in workshops on the same topics. Two community committees were strengthened through training in leadership, conflict resolution and community empowerment.

In addition to training, the project focused on the practical development of gardens and other activities related to food security, creating opportunities that benefit the entire community. Plan International Brazil has also consolidated institutional coordination, formalising partnerships with public bodies and local institutions—an essential foundation for maintaining effective activities, ensuring tangible progress and increasing the number of people reached. Gender equality is promoted across all workshops, training sessions and collective activities, helping to build more equal relationships in the communities.

The 2025 results demonstrate the project's comprehensive impact. A total of 120 socioeducational workshops were held with children from six communities, along with 128 workshops on menstrual health involving 1,200 adolescents. Mothers, fathers and other caregivers from four communities participated in 20 training workshops, and two community committees received 25 institutionalstrengthening workshops. On food security, two community gardens—one hydroponic and one using conventional horticulture—were established, each with 100 hours of training, along with 43 technical-support visits to families.



In institutional coordination, 12 partnership agreements were signed with the municipal departments of Codó and Peritoró and with Codó's Autonomous Water and Sewerage Service (SAAE), in addition to five alignment meetings with government partners. Access to safe drinking water was expanded through the delivery of four rainwater harvesting tanks and the completion of two geophysical surveys and two feasibility studies for drilling wells.

In the end of the cycle, this year brought considerable progress in access to water and local coordination. Community well-being improved, with better dialogue and reduced vulnerability, consolidating a safer and more equitable future.

Free, Safe and Respected:
A National Movement for Change

The International Day of the Girl, observed on 11 October, is a global milestone for recognising girls' rights, celebrating their potential and raising awareness of the violence that still affects them. In 2025, Plan International Brazil intensified its commitment to the date by promoting a series of high-impact activities in different regions of the country under the theme Free, Safe and Respected.

One of the highlights of the celebrations was #GirlsTakeover, a global Plan International initiative that invites girls to take over leadership positions in traditionally male-dominated spaces for one day. In 2025, this transformative initiative once again gathered momentum, demonstrating girls' power and capacity:

In Teresina, the takeovers received particular prominence, with girls symbolically assuming the roles of auditor, public prosecutor and councillor at the Piauí State Court of Accounts. A memorable moment was the takeover of Mayor Silvio Mendes's office, alongside other strategic spaces such as Brazilian Women's House (Casa da Mulher Brasileira), the Municipal Department for Public Policies for Women and the Piauí State Department for Women.

In Salvador, girls took over the Municipal Council for the Rights of Children and Adolescents, the Department of Racial Equality, Esporte Clube Bahia and the Port Labour Management Body for Salvador and Aratu. There was also a symbolic takeover at TV Bahia, where a young woman assumed the role of internal communications analyst.

In Maranhão, #GirlsTakeover also made progress, with girls assuming prominent roles. In São Luís, girls were sworn in as Attorney General of Justice at the Public Prosecutor's Office and as Coordinating Prosecutor of the Operational Support Centre for Children and Young People. At the Public Defender's Office, other girls assumed the role of public defenders. In Codó, a seven-year-old girl stood out by taking over as DirectorGeneral of the Federal Institute of Maranhão—





Codó Campusand, in Timbiras, an adolescent girl took over the Department of Social Assistance.

In São Paulo, #GirlsTakeover carried special symbolism when girls took over the role of newsroom director at the Folha de S.Paulo newspaper and five directorates at the São Paulo Metropolitan Train Company. These and other takeovers in the city reinforced Plan International Brazil's message that girls can and must be present in every decision-making space.

To complement the takeovers and reaffirm its commitment to the leadership of girls and young women, Plan International Brazil also developed other strategic initiatives addressing crucial themes such as sexual health, protection and rights through workshops and conversation circles. In São Luís, the organisation innovated by organising the first "I Run for Them—Confronting the Sexual Exploitation of Children and Adolescents" race, transforming sport into a powerful public advocacy strategy. The race became established as a space for social mobilisation, raising the visibility of the issue and strengthening the agenda to confront sexual exploitation, with active coordination involving the Rights Protection System. In addition to engaging the community around this urgent agenda, the event also had a charitable purpose: registration was offered at affordable prices, and 100% of the proceeds supported the "Faça Bonito" campaign for Brazil's National Day to Combat the Sexual Abuse and Exploitation of Children and Adolescents, reaffirming the collective commitment to comprehensive protection and to defending the rights of girls and boys.

Overall, the 2025 International Day of the Girl mobilised 36 takeovers across Brazil, involving around 73 girls and young women. Together, these initiatives were instrumental in stimulating public debate and strengthening policies and practices for gender equality. The organisation reiterates that governments, companies, civil society and every person in the country share responsibility for protecting girls and expanding their opportunities, ensuring a future in which they are truly free, safe and respected.

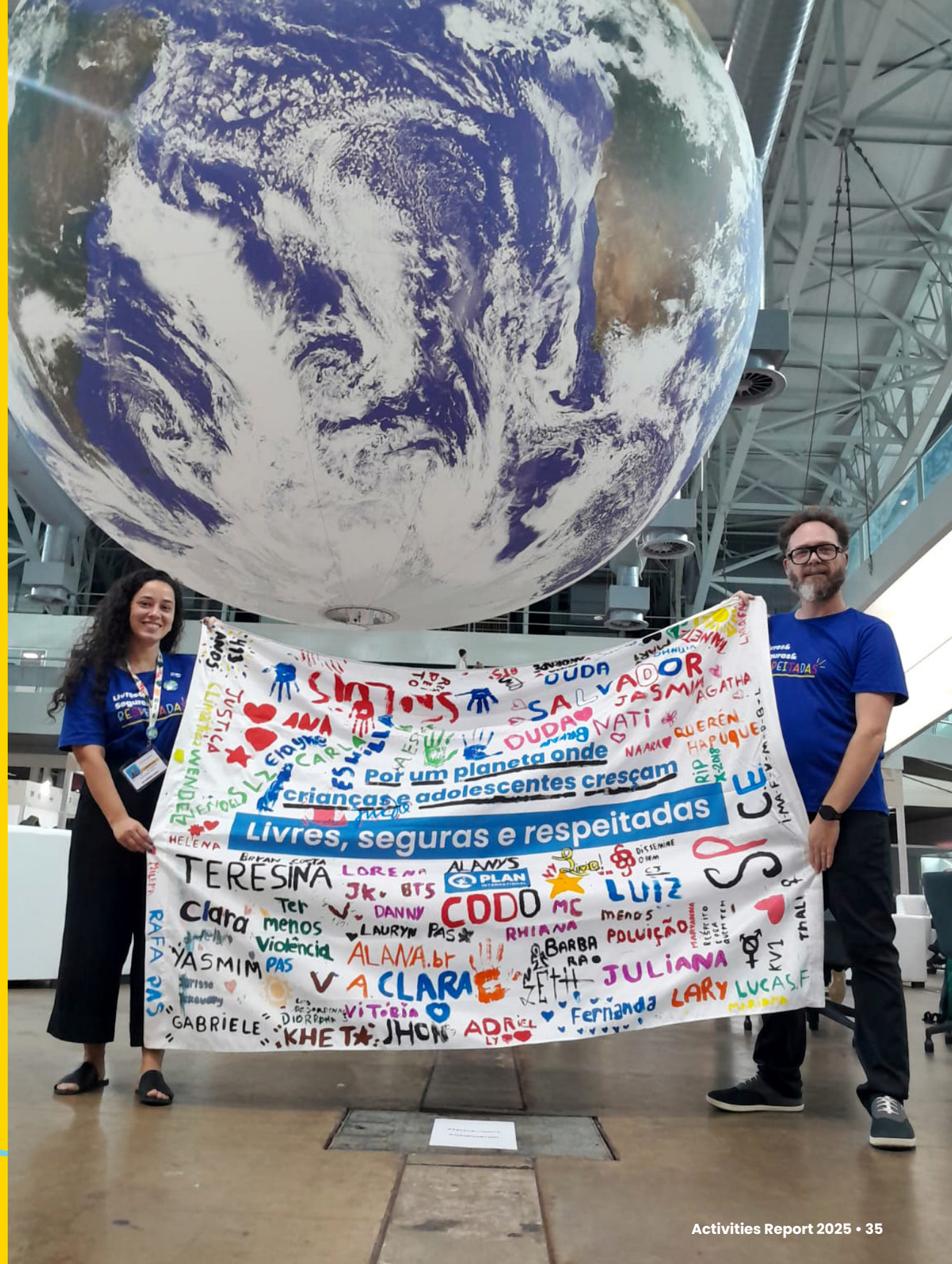
Advocacy

Influencing policy where it is made

No project, however well implemented, can change on its own the structures that place girls in situations of vulnerability. This is why Plan International Brazil also works where the rules are defined: at Congress, in international forums, civil-society coalitions and other venues of global governance.

Through advocacy, the organisation seeks to influence laws, public policies and agendas that protect girls at scale. This work takes the form of participation in climate negotiations, advocacy for legislation such as Digital Statute for Children and Adolescents (ECA Digital)", contributions to international bodies such as the UN Committee on the Rights of the Child, and coordination with movements and networks that share the cause.

When a policy changes, thousands of girls gain greater protection.



Advocacy: influence and coordination in public policy

Throughout 2025, **Plan International Brazil** remained strategically engaged in national and international debates on promoting and protecting the rights of children and adolescents, with a consistent focus on issues affecting girls. The NGO participated in the country's main policy agendas in coordination with government institutions, organisations and governance bodies dedicated to safeguarding rights.

The year's principal highlight was participation in COP30 in Belém, Pará. During the event, the National Early Childhood Network's letter was presented to Minister Marina Silva, with recommendations for an early-childhoodcentred climate agenda. The organisation also moderated the panel "From the ICJ to action: Youth power driving intergenerational justice" at the Children and Youth Pavilion and participated in a Folha de S.Paulo event on preventing sexual violence against children and adolescents from a climate perspective. Plan's participation at COP30 also included a screening in the Telas Amigáveis showcase of an episode of the "Saúde no Rolê" web series, produced by the Young Health Programme (YHP).

Participation in COP30 reinforces Plan International Brazil's commitment to shared responsibility for building a sustainable future, integrating protection of children and adolescents into global climate discussions and promoting intergenerational justice.

The organisation also participated in the G20, where it paved the way for "Children20" to be officially recognised as a G20 engagement group in South Africa, consolidating the legacy







of the Brazilian "Children in the G20" coalition. During the week of International Day of the Girl, adolescents from the Young Health Programme (YHP) and the NGO Grupo Curumim took over the rostrum of the Chamber of Deputies' Committee on Women's Rights to launch the Practical Guide to Sexual and Reproductive Rights for Health and Education Professionals. The group's final declaration drew on the

At national level, CEO Cynthia Betti participated in crucial meetings in Brasília to support the approval of Bill No. 2,628/2022, known as the Digital Statute for Children and Adolescents (ECA Digital). She joined the Chamber of Deputies' Working Group on the Protection of Children and Adolescents in Digital Environments and contributed technical expertise to the new law.

Brazilian "Children in the G20 Policy Pack". Plan International Brazil also brought the country's experience in regulation and public policies for online protection to the forum, where Minister of Human Rights and Citizenship Macaé Evaristo launched the English version of the Digital Statute for Children and Adolescents (ECA Digital).

Another milestone was the launch of the booklet "I experienced sexual violence and became pregnant. What now? What are my rights?", produced in partnership with the Public Prosecutors' Offices of São Paulo, Maranhão, Piauí and Bahia. The events, co-led with the Public Prosecutors' Offices in each state and Plan International Brazil's programme units, brought together public administrators, municipal secretaries, specialists and civilsociety representatives.
Internationally, Plan International Brazil led a joint submission with other Brazilian organisations to the UN Committee on the Rights of the Child (CRC) for Brazil's State Party review. The contribution addressed sexual violence, adolescent pregnancy and barriers to accessing reproductive health services, and was reflected in the Committee's concluding observations, reinforcing recognition of



Plan International Brazil Network-based action was also a central pillar of Plan International Brazil's advocacy in 2025. The organisation joined and led coalitions including CLiCA (Coalition for Climate, Children and Adolescents), the National Early Childhood Network (RNPI) and the Maranhão (REPI-MA) and São Paulo (REPI-SP) early childhood networks. It also participated in the "A Child Is Not a Mother" campaign, conducting legislative advocacy against proposals that threaten the supply of compassionate care to kids and teens who experienced sexual violence. This coordinated work reinforces Plan International Brazil's strategy of increasing impact through collective action and shared agendas.

Knowledge production

Information that transforms structures

Transforming realities requires a deep understanding of what keeps them unchanged. Plan International Brazil therefore invests in generating and disseminating knowledge about the cycles of violence affecting girls, producing studies, research, booklets and educational materials that explore topics including adolescent pregnancy, climate change, gender inequality and digital protection.

This knowledge is not kept behind closed doors. It is shared with sector partners, the media, public officials and civil-society organisations. By making its research and learning public, Plan International Brazil helps more stakeholders act with precision, extending collective impact far beyond what the organisation could achieve alone.



KNOWLEDGE PRODUCTION

Studies and Booklets: preventing and addressing violence

For more information about each of the materials available for **download from Plan International Brazil's website**.



Context Study on the Sexual Exploitation of Children and Adolescents on Greater São Luís Island—Maranhão

The study highlights the interconnection of socioeconomic, educational and cultural factors that keep children and adolescents in situations of risk and social vulnerability. It also identifies gaps in protection services, insufficient information on the issue and the need for coordinated public- and private-sector action to confront this serious violation of children's and adolescents' rights in the region. Over the past decade, 1,394 cases of sexual violence were recorded in the area. Of the victims, 85% are Black or Brown and 87% are female.



I Experienced Sexual Violence and Became Pregnant. What Now? What Are My Rights?

This booklet brings together essential information on the rights of survivors of sexual violence, with a particular focus on cases in which the violence results in pregnancy. Based on Brazilian legislation and technical health standards, it guides both survivors and duty-bearers on the available legal pathways and services, supporting informed, autonomous decisions about their bodies, health and life plans.



Working Group Report: collective impact and shared learning

This report shows how 17 Brazilian organisations are making a difference with donations received from philanthropist MacKenzie Scott.
These organisations work in areas that are essential to Brazil, including diversity, the environment, citizenship, gender equality, health, public safety and human rights



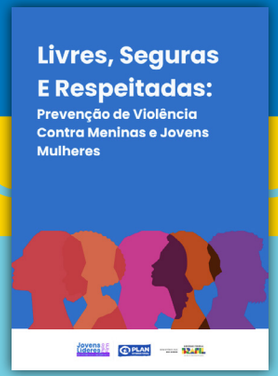
Mapping of Support Services for Sexual and Reproductive Health and Rights, Combating Violence against Women, and LGBTQIA+ Rights

As part of Bridges to the Future, an in-depth mapping exercise was conducted covering the main public services for young people in the western
and southern areas of the city of São Paulo.
The initiative involved a specialist consultancy that consolidated data on the social assistance and health services available in these areas



9th Civil Society Spotlight Report on the 2030 Agenda for Sustainable Development

Plan International Brazil is a member of the 2030 Agenda Working Group, a civil-society group that has followed and monitored implementation of the Sustainable Development Goals in Brazil since 2014. The Spotlight Report is one of the group's main outputs, bringing together organisations, social movements,forums, foundations and specialists to analyse progress on the 2030 Agenda targets and propose action to the government and the UN system. In its ninth edition, Plan International Brazil contributed particularly to monitoring SDGs 3, 4, 5, 13, 14 and 16. The results are concerning: most targets are regressing in Brazil, including those related to gender-based violence.



Free, Safe and Respected: Preventing Violence against Girls and Young Women

This booklet is a tool for change and awareness, developed collectively by young participants in Young Leaders for the End of Gender-Based Violence.
It translates experiences of resistance into practical knowledge about preventing gender-based violence and invites circulation and dialogue in schools, groups and communities. More than providing information, it spreads empathy and hope for a safer and more equal future for all.

KNOWLEDGE PRODUCTION



Pocket Guide to Sexual and Reproductive Health and Rights Online

A support tool for health and education professionals who work directly with adolescents, the guide is a living resource that engages with local realities and the many ways of being, living and learning.



Good Practice Guide for Health Professionals—Young Health Programme

Developed by the Young Health Programme (YHP), the guide consolidates learning from the scorecarding process, a strategic assessment and management tool that uses indicators to measure performance and was implemented at partner Primary Healthcare Units (UBSs). The material maps effective practices in care for adolescents and young people, presenting suggestions and proposed activities that strengthen welcoming care and improve health services, including measures related to non-communicable diseases. The methodology also guides the identification of gaps and the development of action plans, supporting continuous improvement in the comprehensive health of adolescents and young people at UBSs.



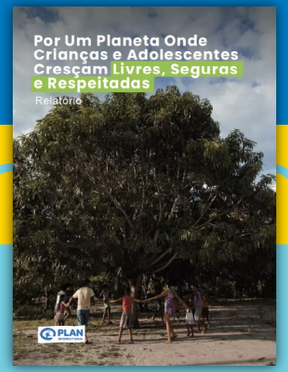
Young Health Programme Guide: Practices, Knowledge and Legacies

This resource systematises the Young Health Programme's educational materials, bringing together experiences from workshops held in different areas of São Paulo. The guide presents topics, activities, games and reflections that promote health, autonomy and gender equality among young people aged 10 to 24, offering practical tools that can be replicated in schools, communities and shared spaces. It is part of Plan International's legacy in support of healthy, equitable and violence-free young lives



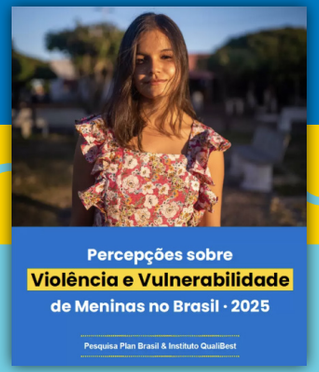
Business Guide to the Productive Inclusion of Young People

This booklet was developed to support companies interested in promoting the inclusion of young people in situations of vulnerability in the labour market. Structured in four chapters, it offers up-to-date data, strategic arguments, practical guidance and an inspiring case study to guide companies through this process



For a Planet Where Children and Adolescents Grow Up Free, Safe and Respected

This report brings together the voices of 80 children, adolescents and young people from five areas served by Plan International Brazil on the impacts of the climate crisis on their rights and their aspirations for a fair and sustainable future. Using the Mini-COP and Tree of Dreams methodologies, participants reflected on freedom, safety and responsibility in the face of climate change, revealing that new generations perceive the crisis as a rights crisis. In Brazil, 40 million children and adolescents are exposed to at least one climate risk, with direct consequences for education, health, food and protection.



Survey: "Perceptions of Violence and the Vulnerability of Girls

Conducted in partnership with Instituto QualiBest, the survey heard from 824 people from every region and social class in the country and revealed alarming perceptions of the violence affecting girls.
Among the key findings, 87% of respondents identified sexual violence as the most readily recalled and most common form of aggression in Brazil; 60% believe girls are "much more vulnerable" today than ten years ago; and 67% consider current laws insufficient to protect them.
Published on International Day of the Girl in October 2025, the survey reinforces the urgent need for effective public policies and the role of civil society in protecting and empowering girls

Direct Funding

Shared impact

Plan International Brazil believes that impact multiplies when resources reach those already working on the front line. In addition to implementing its own projects, the organisation has therefore begun investing in a new co-funding stream, providing direct, flexible resources to community organisations, collectives, student unions, social movements and groups of girls and young women working for gender equality in their communities.

More than transferring resources, Plan International Brazil strengthens capacities, supports the institutional development of partner organisations, equips leaders and helps these initiatives become more autonomous and sustainable.

Because every organisation that grows stronger opens another door for girls to grow up free, safe and respected.



Strengthening those already working in their communities

In 2025, **Plan International Brazil's** direct funding took concrete form through two complementary initiatives. **The Bacuri Project** ("Projeto Bacuri" in Portuguese) invested in strengthening communitybased organisations, preparing them to operate with greater autonomy and impact. The **Beat the Clock Fund** channelled resources directly to groups, collectives and movements led by girls and young women, initiatives that already existed in their communities and needed support to grow.

Bacuri Project

Developed in partnership with Instituto ACP, the Bacuri Project supports community-based non-profit organisations working with children in Teresina (Piauí), Codó (Maranhão) and São Luís (Maranhão). The initiative is grounded in a real diagnosis: although active in their communities, many of these organisations face planning, management and fundraising challenges that limit their impact.

To overcome these barriers, the project structures a three-phase learning journey: inperson workshops introducing the dimensions of institutional development and applying an organisational self-assessment; in-depth sessions developed from the organisations' own responses; and individual mentoring to support the development of Institutional Development Plans. The focus is on equipping leaders, improving internal governance and diversifying funding sources.



The ultimate objective is to consolidate a network of organisations that are more autonomous, resilient and prepared to promote safe and protective environments where girls can grow up free from violence, expanding collective impact sustainably.

Beat the Clock Fund

Inspired by the World Economic Forum's "Equality Clock", which measures progress towards gender parity across social, educational and political dimensions, the Fundo Acelere o Relógio channels financial resources directly and flexibly to initiatives that promote and give visibility to the leadership, active participation and autonomy of girls and young women in all their diversity. In doing so, it contributes to ending gender-based violence and increasing their economic and political participation. The urgency is clear: at the current rate, Brazil would take 134 years—or five generations—to achieve gender equality.

In 2025, Plan International Brazil used the fund to support 25 initiatives across ten states in every region of the country, with a particular emphasis on the North and Northeast. Resources were organised into three categories: Girls and Young Women Leaders, with 11 initiatives; Collectives, Student Unions and Social Movements, with 9; and Civil-Society Organisations, with 5.

The supported initiatives include EcoTeias Femininas in Bagé, Rio Grande do Sul, which connects gender equality, climate justice and environmental racism. The collective directly reached 20 girls and ten boys and aimed to equip young women as rights-holders and agents of change in their communities. It exemplifies the type of initiative the fund seeks to strengthen: one whose impact extends beyond its meetings to families, schools and communities.



"Participating in Fundo Acelere o Relógio was fundamental for EcoTeias Femininas. Throughout 2025, we saw concrete changes, with participants feeling more confident to speak, question and recognise themselves as rights-holders."

Eduarda Paz Trindade, project lead at EcoTeias Femininas



Child Sponsorship and Individual Donations

A connection that changes lives

Child sponsorship is at the heart of Plan International and one of the organisation's main sources of funding. Through recurring monthly donations from sponsors around the world, Plan International Brazil ensures the continuity of projects such as Backflips and Leaders of Change, reaching those who need support most in the most vulnerable communities.

In 2025, Plan International Brazil had 17,958 registered children in 103 communities, of whom 15,686 were sponsored. Around 870 of these children have Brazilian sponsors, while the great majority—approximately 15,000—are sponsored by people in other countries, including Germany, Norway, Sweden, the United Kingdom and the United States.

The relationship goes beyond funding. Sponsors exchange letters with the children, send gifts and periodically visit the communities—experiences that transform both those who receive and those who give. Even so, more than 2,000 registered children are still waiting for a sponsor. Every new supporter gives a child this special connection and directs more resources to those who need them most.

How to support our work as an individual

CHILD SPONSORSHIP
A recurring monthly donation that creates a personal connection with a specific child through letters, gifts and visits to the community.

MONTHLY DONATIONS
Recurring donations directly support activities in the communities we serve without creating a connection with a specific child.

ONE-OFF DONATIONS
A way to begin supporting the cause or contribute to special campaigns

CELEBRATIONS FOR A CAUSE
Invite friends and family to support the cause and give your birthday an even more special meaning.

PLAN SHOP
Purchase books from the "The Princesses Revolution" collection and exclusive products. Every purchase directly supports the cause.

Join Plan Brazil and make a difference in the lives of thousands of Brazilian girls! Choose one or more of these options in **www.plan.org.br**





Corporate and Institutional Partnerships

Investing in the cause transforms the future

Plan International Brazil has a long history of partnerships with companies from different sectors and with Brazilian and international family, corporate and independent philanthropic organisations. Support from private social investment and philanthropy is fundamental to advancing the protection of children and adolescents, especially girls.

By funding our projects, partners join a commitment to the social transformation of thousands of people aged 3 to 36—including children, adolescents, young people and adults—in more than 100 vulnerable communities where we operate. We have developed methods for continually monitoring and evaluating the impact of each initiative, enabling us to report results transparently and demonstrate how resources create tangible change in people's lives.

Plan International Brazil's programmes and projects are aligned with several Sustainable Development Goals (SDGs), with Gender Equality (SDG 5) as a cross-cutting theme. Plan International Brazil recognises and appreciates the commitment of the partners who supported us in 2025. Together, we helped ensure that more Brazilian girls can exercise their rights and fulfil their potential, free from all forms of violence.

How to support Plan International Brazil—Partnerships that drive social transformation

PROJECT FINANCING
Full or partial financial contributions to fund projects in communities in Piauí, Maranhão, Bahia and São Paulo, covering early childhood, school retention, sexual and reproductive rights, employability, climate adaptation and girls' leadership.

INSTITUTIONAL DONATIONS
Regular or one-off donations to support Plan International Brazil's cause. We can offer talks and training on gender, women's leadership and child protection to employees of partner organisations.

CAUSE-RELATED MARKETING
Associate your brand with Plan International Brazil's cause. The company directs a portion of the profits from a product or service—such as on Giving Tuesday—to the organisation.

EMPLOYEE ENGAGEMENT
Corporate volunteering, payroll giving or matched donations to expand Plan International Brazil's social impact.

The company opens its doors to donation campaigns, sales of products that support social causes or International Day of the Girl activities, reinforcing its positioning as a socially engaged business.



Who stood with us in 2025

Project Partners

They provide financial support or contribute their teams to the organisation's projects, either partially or in full, enabling activities to be delivered with defined objectives, timelines and results.

Adiq Pagamentos • Alcoa Foundation • AstraZeneca • Chlorum Solutions • CMDCA – Municipal Council for the Rights of Children and Adolescents of São Luís • Infinis – Institute for the Future and Health Childhood• Instituto ACP • Intimus • Ministry of Women •Ministry of Human Rights and Citzenship • Ministry Of Foreign Affairs of the Netherlands • Norma Group

Cause Partners

They contribute financial resources on an ongoing or strategic basis to strengthen the institutional mission as a whole, ensuring the sustainability and expansion of the organisation's work.

ABN-Amro • Árvore de Livros • Benevity • Centauro • Chocolates Baianí • Prática ESG • SESI • UpLexis

Giving Tuesday Partners

They support Plan International Brazil with financial resources and visibility, extending the cause's reach and strengthening the organisation's institutional positioning.

ABRACOM • Cia Tradicional de Comércio • Gift Aid • Restaurante Mistura Contorno • Restaurante Terraço Gastronomia • Uber

International Day of the Girl Partners

The International Day of the Girl, observed on 11 October, is a day of affirmation, visibility and action. In 2025, Plan International Brazil received support from companies, public authorities, embassies and individuals who opened their doors and lent their voices so that girls could occupy spaces where they are rarely seen, reaffirming through #GirlsTakeover that these spaces of power also belong to them.

PRIVATE COMPANIES

ABN-Amro • Bahia Esporte Clube • Chlorum Solutions • CPTM – Companhia Paulista de Trens Metropolitanos • Folha de S.Paulo • IMS - Instituto Moreira Salles • Intimus • OGMOSA • Qualidados Engenharia com Tecnologia • TV Bahia • TV Cultura

PUBLIC BODIES

Chamber of Deputies • Brazilian Women's House, Teresina • Maranhão State Public Defender's Office – Centre for Children and Young People • Bahia State Public Defender's Office • Office of Councillor Marina Bragante • Office of State Deputy Marina Helou • IFMA – Federal Institute of Maranhão • Maranhão State Public Prosecutor's Office • Brazilian Bar Association (OAB), Codó Subsection – MA • Government of the State of Piauí • Teresina City Hall • Bahia State Department for the Promotion of Racial Equality and Traditional Peoples and Communities • Codó Municipal Department of Social Assistance and Social Development – MA • Timbiras Municipal Department of Social Assistance – MA • Maranhão State Extraordinary Department for Youth (SEEJUV/MA) • Bahia State Department of Justice and Human Rights • Piauí State Department for Women (SEMPI) • Teresina – Municipal Department for Public Policies for Women (SMPM) • São Luís Municipal Department of Tourism • Piauí State Court of Accounts.

INDIVIDUALS

Aline Midlej • Cleo Pires • Joyce Ribeiro • Marcos Ferreira • Neivia Justa • Viviane Elias

Get in touch to learn more about how your company can impact the lives of girls and boys!

Communication & Engagement

New positioning to expand impact and mobilisation

Protecting girls has always been at the heart of **Plan International Brazil's** work. In 2025, the organisation advanced its communications and brand-positioning strategy to extend the reach of this message and mobilise more people to defend girls' rights.

As part of this process, the organisation conducted a strategic review of its institutional positioning, seeking a more contemporary approach to communication that could clearly convey the urgency of breaking the cycles of violence affecting girls throughout the country.

The new positioning reinforces the commitment to ensuring that girls grow up free, respected and aware of their rights, consolidating Plan International Brazil as a leading voice in girls' protection. Through more mobilising narratives, the organisation connects donors, partners and civil society with the cause of gender equality.

The brand update strengthens engagement and fundraising strategies, bringing new audiences closer and making the social impact generated by the organisation's projects more tangible.
This process was developed in partnership with Tide Social, an agency specialising in communications for social impact, which supported the development of a new verbal identity guide with stronger narratives aligned with the Brazilian context.

Blue for Them

In October 2025, **Plan International Brazil** launched the **Blue for Them** ("Azul por Elas" in Portuguese) campaign, a social mobilisation initiative focused on preventing violence against girls and promoting their rights.

Inspired by the organisation's new institutional positioning, the campaign invited society to take part in a symbolic gesture: painting their nails blue in support of girls' protection. Traditionally associated with the masculine sphere, blue was reimagined as a symbol of gender equality and a collective commitment to a fairer, safer future for girls throughout Brazil.

As part of the initiative, the fingernails of the iconic hand sculpture at the Latin America Memorial were also painted blue. The intervention transformed one of the most recognisable symbols of Latin American integration into an invitation to reflect on the importance of protecting girls and confronting the violence affecting children and adolescents.

More than an awareness campaign, Blue for Them reinforced Plan International Brazil's commitment to mobilising society to break cycles of violence, combat practices such as child marriage, and expand protection and access to rights from early childhood onwards.

By connecting communication, social engagement and collective participation, the initiative increased the cause's visibility and strengthened the message that protecting girls means building a fairer, safer and more equal future for society as a whole.







Press

In 2025, Plan International Brazil expanded its reach even further, securing 1,215 mentions in national media, including prominent outlets such as Jornal Hoje (TV Globo), GloboNews, Folha de S.Paulo, Estadão and Agência Brasil, as well as highly relevant regional radio stations and news portals. The organisation gave 57 interviews over the year, while the resulting content generated approximately 9.3 billion page views and more than BRL 16 million in equivalent advertising value.

The main topics that brought Plan International Brazil into the public debate were the repercussions of the Felca case and Bill No. 2,524; 18 May, Brazil's National Day to Combat the Sexual Abuse and Exploitation of Children and Adolescents; International Day of the Girl; and COP30. These issues consolidated the organisation's position as a technical authority in defending the rights of children and adolescents, especially Brazilian girls.

The year was also marked by special mediarelations activities. Folha de S.Paulo journalist Alexa Salomão joined a press trip to Codó to experience Plan International Brazil's work in the region firsthand; the visit resulted in a full-page print feature. To mark International Day of the Girl, young participants in the organisation's programmes also visited the Folha de S.Paulo newsroom and took over editor-in-chief Sérgio Dávila's desk.

1.215

mentions in national media





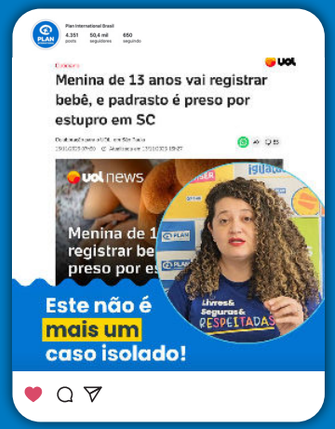














Digital Reach

Over the past year, Plan International Brazil consolidated its social-media presence, growing across every platform. More than numerical growth, the year marked a shift in the organisation's approach to digital communication: from a predominantly institutional tone to a more responsible, activist voice closely engaged with the public debates shaping society. Plan International Brazil began occupying the digital space as a leading voice in the conversations that matter, engaging with relevant issues and standing alongside those who defend rights, equality and protection for girls and adolescents.

Figures

151.449

followers on social media in 2025

45.128 **44.372**

28.463 **33.012**

Team and Governance

Reach, talent and commitment to girls

Plan International Brazil operates broadly and strategically, with units in São Paulo, Salvador, Teresina, Codó and São Luís, ensuring a local presence and close relationships with communities. This reach, combined with a highly qualified technical team, enables Plan International Brazil to transform lives and defend the rights of children and adolescents, especially girls.

In 2025, Plan International Brazil had 147 employees, 111 of whom were women. The team reflects the diversity the organisation defends: 56 people identify as Black, three have disabilities, and the team includes a range of religious affiliations—Catholic (42.5%), no religion (25.3%), Evangelical (15.8%), African-derived religions (8.2%), Spiritist (4.1%), other religions (1.4%) and atheist (0.7%). The organisation has 19 leadership positions, three of which are held by Black employees.

For Plan International Brazil, diversity is a commitment. A diverse team, with different histories and perspectives, is better prepared to understand the realities of the girls and communities it serves. The organisation therefore invests continuously in inclusive practices and in strengthening its team.

“I make a difference because, through my work at Plan, I have the opportunity to give back part of the impact and transformation the organisation brought to my life. Every day, I help children, adolescents and their families access opportunities that can transform their paths. I believe my work goes beyond daily tasks: it helps strengthen self-esteem, broaden horizons and encourage children and adolescents to believe in their potential and in building a better future.”



Raimundo Sousa, former sponsored child with Plan International Brazil and Junior Relationship-Building Assistant - Codó/MA

Impact

More than numbers, lives!

Every number on this page has a name, a story and a face. In 2025, Plan International Brazil directly reached more than 52,000 people: children who learnt to protect themselves, adolescents who discovered their rights, and young people who found a path forward.

Over nearly 28 years of work, we have been part of the journeys of more than 980,000 Brazilians. These numbers do not belong in tables; they belong in transformed lives, stronger communities and girls who believe in their own future!

Our impact in 2025

52.227
direct participants

138.875
indirect beneficiaries

103
communities with sponsored children

709.119
people reached through campaigns

23
projects

15.686
sponsored children

17.958
registered children*

Cumulative historical data

The organisation's cumulative impact throughout its history

+980 mil
direct participants

1,6 m
indirect beneficiaries

+300
communities with sponsored children

10,4 m+
people reached through campaigns

+90
successful projects

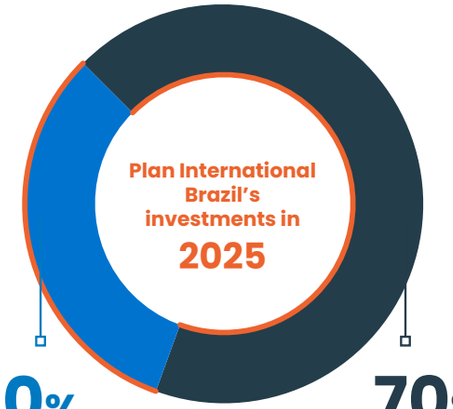
*Children monitored and visited by the Plan International Brazil team, including those without sponsors.

Financial Transparency

How we invested resources in 2025

In 2025, Plan International Brazil's budget was BRL 32.8 million. Most of the resources (70%) were allocated to funding our programmes and projects in more than 100 communities; producing studies and research; conducting advocacy to advance public policies that protect children and adolescents, especially girls; and directly funding initiatives led by girls, young women and community-based organisations.

The remaining 30% was divided between operating expenses, which support the structure that makes all our work possible, and fundraising—essential investments for ensuring the organisation's financial sustainability and expanding our supporter base.





BRL 32.858.547

Total invested

30%

Operating and fundraising expenses
BRL 9,726,723

70%

Programme and project expenses
BRL 23,131,824

Where our funding comes from

The year 2025 was challenging in terms of securing the resources required to fund Plan International Brazil's activities. Diverse funding sources are essential to ensuring the continuity of our mission. International child sponsorship, our primary source of income, accounted for 40% of resources. International grants and donations accounted for 32%, while grants and donations from national institutional funders represented 8%. Individual donations in Brazil accounted for 2%, and 18% came from other income, including financial returns and in-kind contributions.

Total income in 2025 reached BRL 40.7 million, exceeding the BRL 32.8 million budget executed during the year. The BRL 8 million difference comprises deferred income—resources to be used in 2026—and financial income allocated to reserves for social projects.

Income

	2025	%
International Donations — Child Sponsorship	BRL 16,232,484	40%
International Grants	BRL 13,160,172	32%
National Grants	BRL 3,382,527	8%
Individual Donors — Brazil	BRL 797,276	2%
Other Income (returns, in-kind contributions and other)	BRL 7,190,359	18%
Total	**BRL 40.762.818**	

The organisation's financial statements were independently audited by KPMG, which issued an unmodified opinion, concluding that the statements present fairly, in all material respects, the organisation's financial position and cash flows in accordance with accounting practices adopted in Brazil


There is still so much to
transform...

Credits

CEO: Cynthia Betti

Director of Operations: Camila Maia

Director of Programmes and Advocacy: Flávio Debique

Director of Marketing and Fundraising: Vivian Fasca

Head of Programme Units and Sponsorship: Creuziane Barros

Administrative Manager: Fabiola Zeferino

Communications and Marketing Manager: Flavia Cuzziol de Carvalho

Corporate and Institutional Partnerships Manager: Marcela Garcia

Individual Giving Manager: Laura Vitto

Financial Controller: Renan Colnago*

Sponsorship Manager: Helliza Rodrigues

Programme Unit Manager – São Luís (MA): Geyse Costa

People and Culture Manager: Glória Pires

Programme Unit Manager – Codó (MA): Aline Xavier

Social Projects Manager – São Paulo (SP): Raquel Ribeiro

Strategy and Data Intelligence Manager: Robson Almeida

Programme Unit Coordinator – Teresina (PI): Thayná Lima

Gender and Inclusion Specialist: Ana Nery Lima

Child Protection and Development Coordinator: Gezyka Silveira

Economic Empowerment Specialist: Isabela Pronsate

Advocacy and Sexual and Reproductive Rights Coordinator: Paula Alegria

Board of Trustees

Chair: Ianda Lopes

Vice-Chair: Michelle Carneiro

Trustees Carmen Elena Aleman Fernanda Bayeux Neiva Justa

Report Credits 2025 Activities Report

Coordination: Flavia Cuzziol de Carvalho and Jean Pierry Oliveira

Writing and editing: Agência Virta – Fernan da Arantes, Vitor Redondo and Lucila Lopes

Graphic Design and Layout: Danielle Lima

Contributors: Beatriz Freitas, Marcelo Araújo and Robson Almeida

* from 2026

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