



ANNUAL REPORT

2025

A journey
through stories,
achievement, and
transformation



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Edvânia Provinciato

"Every transformative journey is built by many hands. Throughout my more than 20 years of history with Afesu, I have seen girls and women embark on paths that broadened their horizons and opened new destinations for their lives. Each achievement presented in this report is the result of the commitment of people who believe in education, human development, and the potential of each beneficiary. May we continue to walk together, creating opportunities and building increasingly promising futures."

Telma Leite Silva
Treasurer



EMBARKATION MESSAGE



In 2025, Afesu continued to strengthen its educational initiatives, expanding its focus on the journey of each beneficiary. Throughout the year, we consolidated our Educational Department and structured our Human Development Department, promoting a more integrated, personalized, and holistic approach to the development of the girls and women served by the organization. This effort also included investments in staff training and the enhancement of methodologies, keeping pace with societal changes and the challenges faced by our beneficiaries at different stages of their lives.

This process was directly reflected in the expansion of the educational and developmental support provided throughout the year, enabling us to strengthen educational practices, personalize learning pathways, and offer experiences that are increasingly connected to the realities, interests, and future aspirations of our beneficiaries.

Among the initiatives that marked this journey, the STEAM Project stood out by providing beneficiaries with an outstanding learning experience in Science, Technology, Engineering, Arts, and Mathematics through practical and interdisciplinary activities. Participants were able to develop essential skills, transforming knowledge into opportunities, innovation, and solutions with social impact.

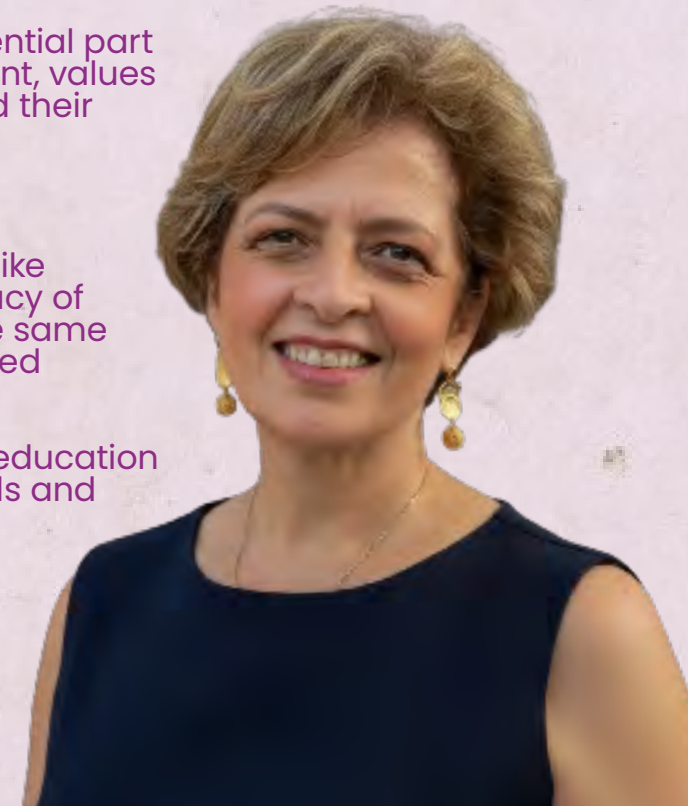
We also continued to invest in Human Development, a core pillar of our work and an essential part of each beneficiary's journey. Through initiatives focused on socio-emotional development, values education, and community engagement, we strengthened not only our beneficiaries and their families, but also our staff, fostering an environment of learning, collaboration, and shared growth.

In addition to our educational and developmental advancements, 2025 also marked an important period of institutional renewal with the transition of our governance. We would like to express our sincere gratitude to our former Chairwoman, Sofia Magalhães, whose legacy of dedication and integrity contributed significantly to the path we have built thus far. At the same time, we congratulate our new Statutory Board, which begins this new cycle with a renewed commitment to our mission.

These achievements reflect our enduring commitment to social transformation through education and reinforce our mission of expanding opportunities and building brighter futures for girls and women.

We wish you an excellent trip and reinforce our invitation to join us in building this new journey.

Sonia de Almeida
Executive Director



STARTING POINT

Who are we?

Afesu is a pioneering NGO in Brazil, dedicated to the cause of education for 63 years. We provide free school support, vocational initiation, and technical programs for girls and women in vulnerable situations.

Our commitment extends beyond technical skills to encompass human development and socio-emotional growth, integrating families into an essential support network for integral development of our beneficiaries.



To transform lives through personal empowerment and excellence in education, promoting social inclusion and empowering women for autonomy and social agency.



To continue innovating as the leading organization in the inclusion of women in the workforce through free programs and comprehensive human development.



Respect for individuality and personality promoting diversity and valuing different points of view.

Service to people and society always seeking to contribute to collective well-being and social development.

Family appreciation recognizing the family as the foundation and support for individual and collective development.

Promotion of ethical values striving to act with integrity, honesty, and transparency.

Coherence between values and action applying these principles to the organization's positioning and relationships in all initiatives.

OUR TERRITORIES



The unit served
260 beneficiaries in 2025.



 Rua Pinto Serva, nº 67,
Jardim Taboão – São
Paulo (SP)

Established in 1970



The unit served
230 beneficiaries in 2025.



 Avenida José Giorgi,
nº 935, Rod. Raposo
Tavares, km 26,5 –
Cotia (SP)

Established in 1998



The unit served
500 beneficiaries in 2025.



 Rua Papa Gregório
Magno, nº 597, Vila
Missionária – São
Paulo (SP)

Established in 2002



ROUTES THAT GUIDE US

Throughout 2025, we continued to guide our actions by principles of transparency, excellence, and social commitment, aligning our initiatives with the UN 2030 Agenda and the Sustainable Development Goals (SDGs).



COMMITMENT TO
EXCELLENCE AND IMPACT

We also have certifications and recognitions that reinforce the credibility, quality, and impact of the work developed by Afesu throughout its history.



SELO MUNICIPAL
Direitos Humanos
e Diversidade

NGOsource
Equivalency Determination on File

OUR APPROACH

At Afesu, we believe that transforming trajectories requires a **holistic look** at each beneficiary. Therefore, our work combines **technical knowledge, human development, and close monitoring**, building educational experiences that strengthen not only learning but also autonomy, bonds, and future possibilities for girls and women.

Technical Knowledge

We develop technical knowledge in a practical and applied way with girls and women aged 7 to 25, addressing content focused on language, mathematics, technology, entrepreneurship, and management.

The beneficiaries use what they learn in their daily lives, **strengthening their autonomy and expanding their possibilities** to build their own paths, whether by continuing their studies or entering the job market.

Human Development

Human Development aims to promote the integral development of beneficiaries. Through reflective activities, mentoring, practical projects, and close monitoring, we encourage the construction of values, critical thinking, responsibility, and agency.

In this process, beneficiaries develop essential **socio-emotional skills** for their personal, family, and professional trajectories, strengthening competencies such as empathy, resilience, leadership, communication, and coexistence.

The **family** is also part of this journey and is recognized as a fundamental element in the development of the young women. Therefore, we promote meetings, workshops, formative activities, and events that strengthen the bond between the institution and guardians, building a support network that accompanies each trajectory closely and continuously.



CITY OF KNOWLEDGE

The beneficiaries' journey at Afesu is designed to continuously and progressively accompany every stage of their **academic and technical development**. Through a structured educational approach, we promote educational pathways that strengthen knowledge, broaden perspectives, and contribute to more conscious choices about the future.

Our perspective on academic training goes beyond school performance. We seek to expand access to knowledge, stimulate critical thinking, and strengthen technical knowledge through learning experiences connected to practice, innovation, and the transformations of the contemporary world, helping to broaden our beneficiaries' academic horizons.



JOURNEY ROADMAP

1st Stop:

CITY OF KNOWLEDGE

This path integrates different learning fronts:

- Academic Recovery and Repertoire Expansion
- Preparation for the Job Market
- Technical Programs and Professional Training

More than just delivering content, we seek to broaden horizons and create opportunities for each beneficiary to build increasingly promising trajectories.

Step Up Program I

Participants: Elementary School (Grades 2–5)
Duration: 1 year | 400–540 hours



Basic Technology with Renewable Energies

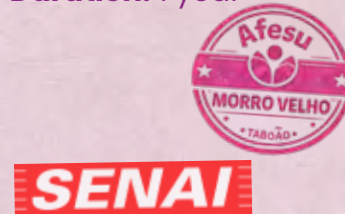
Participants: Middle School (Grade 9) and High School
Duration: 1 year | 492 hours



New Technologies

Basic Electricity, IoT & Renewable Energies

Participants: High School
Duration: 1 year



Basic Technology

Participants: High School
Duration: 1 year



Ready for Work

Participants: High School (Grades 11–12)
Duration: 1 year



Technical Program in Culinary Arts

Participants: Young women (17–25) who have completed High School or are currently in Grade 12
Duration: 1 year | 800 hours



Academic Recovery and Repertoire Expansion



Preparation for the Job Market

Technical Programs and Professional Training

Step Up Program II

Participants: Middle School (Grades 6–9)
Duration: 1 year | 220–540 hours



WEB Development

Participants: High School
Duration: 1 year

*only Veleiros uses SENAI methodology



Applied Technology Management

Participants: High School
Duration: 1 year



Pathways Program

Getting Ready for Work



Pathway I: First Steps in Entrepreneurship & Social Entrepreneurship

Participants: High School
Duration: 1 year

Pathway III: Entrepreneurship in Gastronomy

Participants: High School
Duration: 1 year

GIRLS IN STEAM



JOURNEY ROADMAP

2nd Stop:

GIRLS IN STEAM

Developed throughout 2025, the GIRLS IN STEAM Project – Creating a Sustainable Future provided beneficiaries from the Veleiros, Morro Velho, and Moinho units with practical and innovative experiences in the fields of Science, Technology, Engineering, Arts, and Mathematics (STEAM). Carried out through a partnership with Merck and with technical support from Somai Edtech, the project expanded the girls' access to tools and methodologies aimed at developing essential skills for the future.



The partnership with **Merck** was fundamental, strengthening a joint commitment to promoting opportunities and increasing the female presence in fields related to science, technology, and innovation.

"It is a privilege for Merck to be able to contribute to the development of such engaged young women who strive every day to build a better future. We believe in the transformative potential of youth and are proud to support initiatives that encourage the personal, professional, and social growth of each participant."

Paloma Santos
Merck representative





One of the project's highlights was the **integration among the three Afesu units**, which participated in joint sessions for **training, alignment, and educational planning** throughout the year, strengthening the exchange of experiences between instructors and teams.

With technical support from **Somai Edtech**, the workshops were developed in a practical, interdisciplinary manner, connected to the beneficiaries' reality. Tools such as **Scratch, LEGO Education, Makey Makey, and technological sensors** enabled accessible, creative, and collaborative experiences, bringing the girls closer to the universe of programming, robotics, and innovation.



CRIANDO UM
FUTURO
SUSTENTÁVEL



"Beyond technological development, we saw growth in autonomy, collaboration, and confidence. Seeing the girls present their projects showed us that a real transformation took place throughout the entire journey."

Artur Mainardi Jr
CEO and Founding
Partner of SOMAI



somai
Edtech

More than developing technical competencies, the project strengthened skills such as **creativity, autonomy, communication, agency, and teamwork**. Many beneficiaries had their first contact with programming and robotics, broadening their perspectives on learning and the future.



CRIANDO UM
FUTURO
SUSTENTÁVEL



"The STEAM Project enabled hundreds of girls to access innovative programming, robotics, and technology tools. More than developing technical competencies, we saw beneficiaries gaining confidence, expanding their repertoires, and realizing they can go much further."

Fernanda Menegario
Manager of Afesu's Educational Area

"The project strengthened the beneficiaries' autonomy, critical thinking, and agency. The closing event, attended by families, highlighted not only the knowledge built but also the human and formative impact experienced throughout the path."

Edvânia Provinciato
Director of the Afesu Morro Velho and Veleiros Units



The journey concluded with the **STEAM Fair**, which brought together families, instructors, partners, and guests for the presentation of projects developed by the beneficiaries throughout the year, celebrating the learning and achievements built during the project.



CRIANDO UM
FUTURO
SUSTENTÁVEL



"I also learned about ultrasonic sensors. I didn't know anything about this topic and I really enjoyed learning."

Maria Luiza Basso
Middle School student,
Afesu Morro Velho

"I learned about programming, a subject I had never seen before but always wanted to learn."

Helena Valentina Pina
Elementary School student,
Afesu Morro Velho



"I was impressed by the beneficiaries' ability to explain the projects and present everything they learned. It was moving to follow this development closely and see how much they grew during the project."

Edson Luiz
father of beneficiary
Maria Eduarda



FORMATION PANELS



JOURNEY ROADMAP

3rd Stop:

KNOWLEDGE TAKING SHAPE

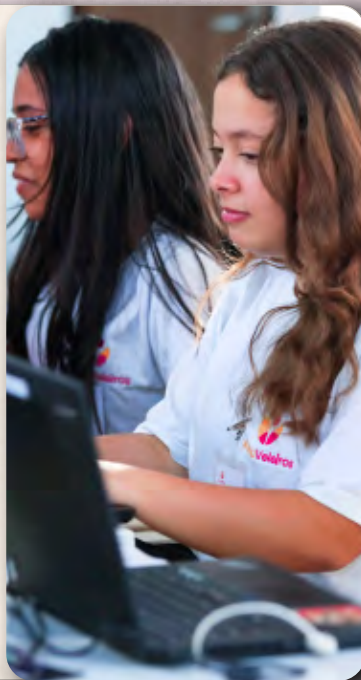
Afesu's **formation panels** represent a moment of closing, celebration, and sharing of the trajectories built throughout the year by beneficiaries of different age groups and educational pathways. Bringing together everything from non-degree courses for High School to the Technical Program in Culinary Arts, these moments materialize the learning developed in the workshops, connecting knowledge, creativity, practice, and agency.





At **Afesu Morro Velho**, morning and afternoon classes held a joint presentation on the knowledge acquired in hardware, Front End, and Power BI.

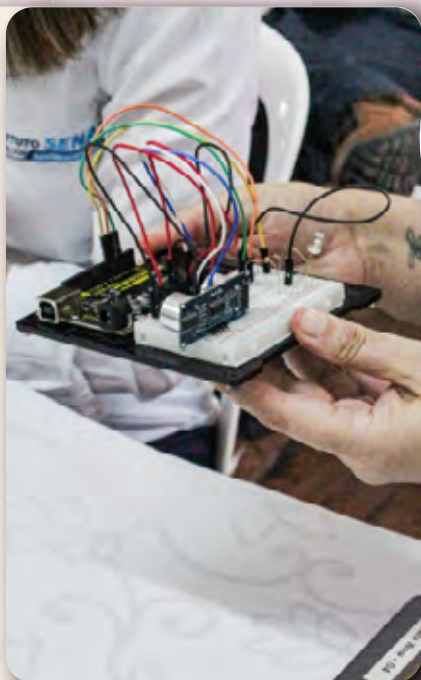
Meanwhile, at **Afesu Veleiros**, projects addressed renewable energy, smart homes, and solutions focused on sustainability and energy efficiency, culminating in an award ceremony for the works presented.



At **Afesu Morro Velho**, beneficiaries shared technological solutions and applications built in the IoT, automation, and electrical installation workshops, in addition to renewable energy. The process strengthened skills for dealing with high technology, collaboration, communication, and agency.



At **Afesu Veleiros**, the works highlighted competencies related to management, innovation, planning, and the practical application of technology in solving daily challenges. The activity also included an award for one of the projects presented.



At **Afesu Morro Velho**, beneficiaries presented the Junior Startup project, developed with a focus on entrepreneurship, organization, and professional development. The closing was marked by the delivery of certificates to participants.





At **Afesu Veleiros**, the projects presented involved the development of websites and digital proposals created during the program, demonstrating knowledge in programming, design, and user experience.

At **Afesu Moinho**, an evaluation panel followed the presentation of the most outstanding works in the areas of Front End, image and sound tools, and administrative tools. This moment allowed beneficiaries to share the knowledge gained and was attended by family and friends, making the celebration even more significant.



At **Afesu Moinho**, the conclusion of the Technical Program in Culinary Arts took place through the 2025 class's Final Project, held in a brunch format for guests, the educational team, coordination, and unit management.

During the event, beneficiaries presented techniques and knowledge developed throughout the course, from cold kitchen to contemporary cuisine. The work highlighted competencies such as organization, creativity, technical excellence, and teamwork.

The graduation also reinforced the purpose of gastronomy as an instrument of care, welcoming, the transmission of culture, and the creation of opportunities for the beneficiaries' future.



JOURNEY MILESTONES



The impact that continues into the future.

The results of the follow-up survey with former beneficiaries show that Afesu's impact remains present even after project completion, influencing academic, professional, and personal choices.

These are stories that keep on transforming into new dreams, achievements, and possibilities.

Education and future perspectives

90%

continue their studies after leaving Afesu.

85%

believe that Afesu influenced their decision to keep studying.

93%

state that Afesu helped them understand that studying is not just a cycle, but a tool for transforming realities.

Employability and professional preparation

42%

are already working, and of these,

85%

contribute totally or partially to the family income.

74%

of former beneficiaries who are not yet working balance their job search with their educational journey.

82%

of those who are not yet looking for work recognize that Afesu was fundamental to their preparation for the professional market.



Personal and Socio- emotional Development

96% state they developed responsibility for life.

This development is reflected in different aspects:

91% | became more responsible.

89% | improved their communication and learned teamwork.

84% | gained confidence in the future.

More than

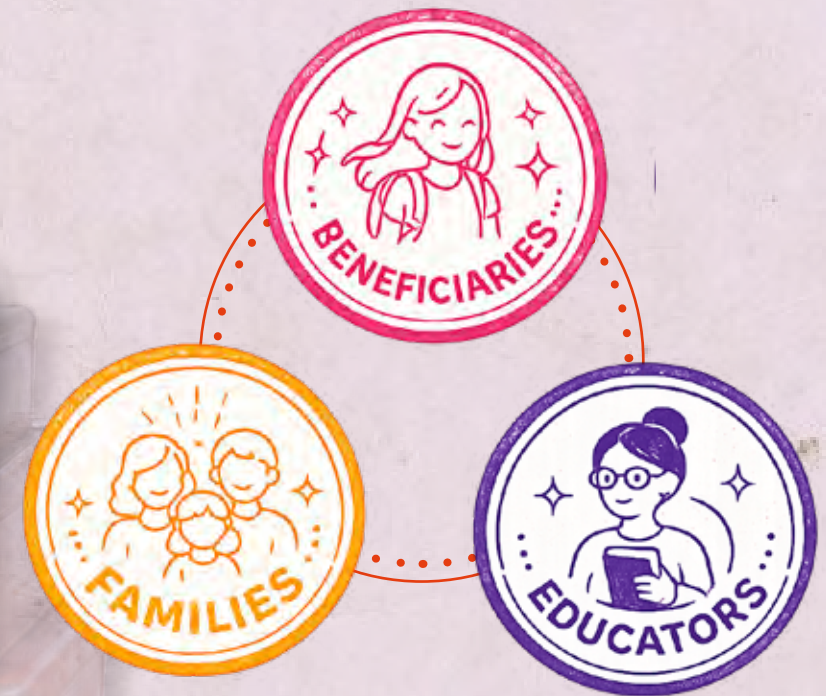
80% of former beneficiaries report high development in essential socio-emotional skills, with an emphasis on responsibility, respect, and vision for the future.

TRANSFORMATIVE BAGGAGE

As one of the pillars of Afesu's work, **Human Development** guides an educational proposal that considers each beneficiary in her entirety—across **intellectual, affective, relational, and transcendental** dimensions. More than just delivering content, we seek to **strengthen values, promote autonomy, and support girls and women** in building more conscious trajectories and consistent life projects.

Who walks with us

Afesu's work is structured around three strategic audiences, understood as fundamental and interdependent participants in the formative process:



"In 2025, Afesu consolidated an even more structured and intentional approach to human development, responding to current challenges and **strengthening the bond between beneficiaries, families, and educators.** This work was developed through an integrated approach, in which everyone involved actively participated in the educational process."

Laura Paz
Human Development Manager



HUMAN DEVELOPMENT STRATEGIES



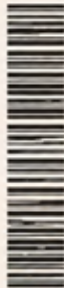
Through **mentoring and listening spaces**, each beneficiary is closely accompanied, with attention to her experiences, progress, and challenges, respecting her own pace and development needs. In daily activities, values and habits are experienced in practice, contributing to the construction of consistent attitudes and strengthening a sense of responsibility.

In this context, the human development strategies are organized into four complementary pillars:



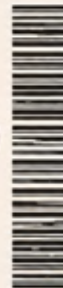
Holistic Training

The organization of work around three strategic audiences—beneficiaries, families, and educators—ensures coherence and continuity in the educational process, strengthening bonds and expanding the impact of the training.



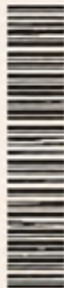
Personalized Monitoring

Individual mentoring and empathetic listening spaces allow for close and continuous monitoring, favoring personal and academic development and the tracking of the beneficiaries' trajectories.



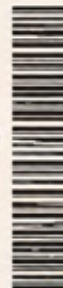
Virtues and Character Building

Structured programs work on values and habits in a practical way in daily life, encouraging consistent attitudes and contributing to character building and a sense of responsibility.



Leadership and Agency

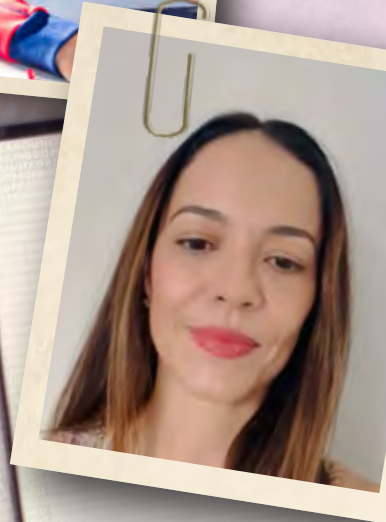
Initiatives such as mentorships and leadership programs encourage beneficiaries to take an active role in their trajectories, developing autonomy, initiative, and the ability to act in collaboration with others.



HUMAN DEVELOPMENT IN PRACTICE



Human Development was strengthened through the partnership with **Polaris**, an organization specialized in mentoring programs and socio-emotional development. The initiative involved the training and monitoring of volunteer mentors, while also contributing to the deepening of values and practices among Afesu's staff. More than just sharing knowledge, the program fostered spaces for listening, reflection, and bond-building, supporting the beneficiaries' personal development and strengthening their agency.



"Participating in the Polaris Mentoring Program in partnership with Afesu was one of the most enriching experiences of my life. What struck me most was witnessing the transformation of the girls throughout the year. It was moving to see them reflecting on their dreams, goals, and the paths necessary to reach them. These changes also appeared in small daily actions, especially in how they began to view their family relationships and their own challenges. Seeing this growth happen in practice was very special and further reinforced my conviction about the transformative power of education and human development."

Ana Paula Freitas
Volunteer Mentor for the
Polaris Program



ALCANCE PROJECT



The Alcance Project stood out as one of the year's primary initiatives, gathering **experiences, reflections, and productions** that marked the beneficiaries' journey.

Developed during this period, the project promoted the participants' development through **literature, reflection, and the practice of values, creating spaces for listening, dialogue, and expression**. The activities helped expand repertoires, stimulate critical thinking, and foster empathy and reflection on daily life.



JOURNEY ROADMAP

4th Stop:

ALCANCE PROJECT

Throughout the journey, poetry and short stories were used as tools for reflection and expanding repertoires. The readings provided contact with different realities and human experiences, stimulating listening and critical thinking. Among the works studied were *The Secret of the Floating Island*, *Homage to Friendship*, *The Emperor's New Clothes*, and *The Flower of Honesty*, primarily addressing the virtues of friendship and honesty. Based on these experiences, guided conversations were held, allowing beneficiaries to share perceptions and learning in an environment of respect and care.

ALCANCE PROJECT



Literature that **inspires**,
values that **transform**,
and stories that **stay**.

BOARDING PASS

Afesu - 2025



The Alcance Project reinforces Afesu's commitment to experiences that broaden horizons, strengthen bonds, and value expression and creativity.

ALCANCE PROJECT



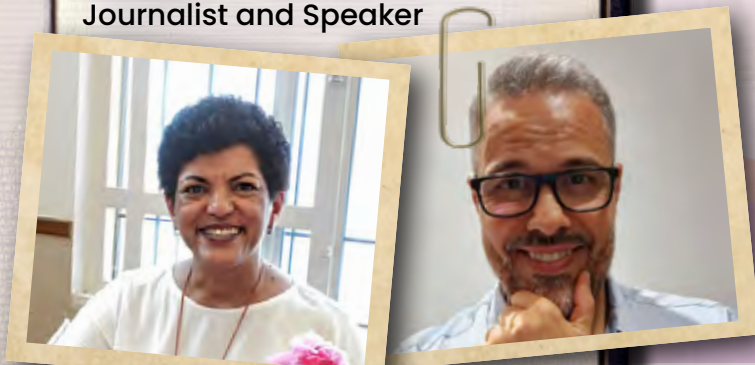
To conclude the journey, participants collectively produced a **book of original poetry**, going through stages of reading, writing, editing, and illustration, with the support of journalist Ricardo Mituti in editing the work. The launch took place at a unit event, attended by families and instructors, marking a moment of recognition and appreciation for the productions, where each participant received a copy of the book, symbolizing the journey they experienced.

"The book launch was a very significant moment for the entire unit. Seeing each beneficiary holding her own production, sharing her poetry with her family, and recognizing the value of her own voice was moving. More than a writing project, Alcance provided maturity, self-esteem strengthening, and human development throughout the entire journey lived in 2025."

Maria Clotildes dos Santos
Director of the Moinho Unit

"Alcance Project showed how literature can create spaces for listening, reflection, and transformation. Participating in the creation of this book was to witness girls recognizing the value of their own ideas, emotions, and ways of seeing the world."

Ricardo Mituti
Journalist and Speaker



JOURNEY MILESTONES



EDUCATION THAT TRANSFORMS INSIDE AND OUTSIDE AFESU

We conducted **a survey with the beneficiaries' guardians** to monitor the impacts of the projects developed by Afesu in the areas of education, family coexistence, and human development.

The results reinforce the positive perception regarding Afesu's impact on the beneficiaries' trajectories both inside and outside the educational environment.



IMPACT ON EDUCATION

According to the guardians,

93% of beneficiaries showed improvement in school performance,
with **67%** being above expectations.

92% of guardians observed that the girls began to value their studies more, indicating gains in academic motivation and autonomy.



IMPACT ON COEXISTENCE AND RELATIONSHIPS



91% | of guardians recognize that family life improved after the training at Afesu.



96% | of guardians state that their daughters began to treat people with more respect.

BRIDGES WE BUILD

Throughout 2025, **partner companies** were present in different ways in the Afesu beneficiaries' journey, contributing to **the sustainability of the projects and expanding the opportunities** offered to the girls and young women served by the institution. In addition to financial support, these partnerships provided practical experiences, corporate volunteering, access to culture, professional development, and new learning spaces, strengthening their technical, human, and cultural development.



JOURNEY ROADMAP

5th Stop:

PARTNERSHIPS THAT EXPANDED PATHS

- Sponsored Classrooms and Learning Infrastructure
- Corporate Volunteering
- Access to Culture
- Communication and Institutional Visibility
- International Partnerships
- Partner Recognition
- Grants

Schneider Electric

The partnership with Schneider Electric enabled the expansion of Renewable Energy content to the Morro Velho and Veleiros units, strengthening the New Technologies and Tech Basics projects in 2025.

With the company's support, the units received the equipment and infrastructure necessary for the practical application of the content, bringing beneficiaries closer to topics related to energy transition, sustainability, and innovation. In Veleiros, a new room was structured specifically for the project, with technical support from SENAI, expanding the possibilities for practical learning and connection with the industrial sector.



WEG

The partnership with WEG enabled the renovation of the technology room at the Veleiros unit, strengthening the infrastructure dedicated to the beneficiaries' technical training.

The new space primarily serves the Applied Technology Management classes, in addition to supporting other workshops at the unit. The modernization of the room contributed to creating a more dynamic, updated environment aligned with contemporary learning practices, stimulating creativity, autonomy, and problem-solving.



"This partnership is not just about technical qualification: it is about real opportunities, equity, and opening paths that, for a long time, were closed to so many young women."

Karolina Gutiez
Schneider Electric



Talenses

The partnership with the Talenses Group Institute took place through the LINKA program, a training journey focused on the inclusion of socially vulnerable youth in the corporate world through the employability pillar.

The initiative presented beneficiaries from the Morro Velho and Veleiros units with content regarding careers, employability, and professional development. At the end of the project, participants conducted mock interviews and prepared resumes for Afesu's talent bank.



Instituto Omni

The Omni Institute carried out two actions throughout 2025. In March, it promoted a career talk at the Veleiros unit about professional trajectories, challenges, and opportunities for women in the job market.

In August, beneficiaries from the Morro Velho unit participated in a technical visit to the company's office, featuring a lecture on LinkedIn, a resume workshop, and mock interviews, providing practical contact with the professional world and selection processes.



Merck

At the Moinho unit, Merck volunteers promoted a practical workshop on science and experimentation, involving activities related to chemical proportions, material combinations, and awareness of health and hygiene.

The action provided playful learning and brought the beneficiaries closer to practical experiences in the fields of Science and Technology, stimulating scientific curiosity and logical reasoning.

Advent

Advent carried out an in-person activity with Tech Basics beneficiaries at the Veleiros unit, developing a practical case in Excel with the support of company volunteers. The activity expanded the girls' technical repertoire and strengthened their perception of technology as a tool for organizing goals and life projects.



"Supporting Afesu brought a more concrete way to strengthen our institutional positioning. In a sector where talent is the main differentiator, initiatives that broaden participation and open doors for a greater diversity of professionals have the potential to generate long-term value—both for the market and for society."

Rafael Larragoiti
Advent



Other Initiatives

During 2025, Afesu also benefited from initiatives carried out in partnership with companies such as Dow, Grupo Bun/Pipicat, Grupo Pão de Açúcar (GPA), Grupo Yamaha, Livel, Machado Meyer, PACCO, Pinheiro Neto, Porto, R2 Ventures, RD Saúde, Robert Half, Rockwell Automation, Scania, Schneider Electric, Ser Mais em Tech, Twilio, UBS, Unimed Seguros Saúde, and Unisys, strengthening the beneficiaries' contact with professionals and job market experiences.



R2 Ventures
Afesu Veleiros



Twilio
Afesu Morro Velho



Pinheiro Neto
Afesu Moinho



The beneficiaries participated in various cultural experiences that helped broaden their repertoire, strengthen critical thinking, and encourage a sense of belonging in the city's cultural spaces.

Activities included visits to the Jewish Museum of São Paulo, Football Museum, Museum of the Portuguese Language, and MASP, as well as access to tickets for performances by the State Youth Symphony Orchestra, through the partnership with Santa Marcelina Cultura.



Visit to the Jewish Museum of São Paulo



UBS activity
Visit to the Museum of the Portuguese



Advent activity
MASP visit



Pinheiro Neto activity
Visit to the Football Museum

Sing Comunicação



Sing Comunicação began its partnership with Afesu in March 2025, donating 152 hours of pro bono work from its team. Since then, it has served as the institution's PR agency, strategically supporting the strengthening of Afesu's presence in the press and on digital channels.

During this period, the work focused on Afesu's institutional positioning regarding female education, social inclusion, and the training of girls and young women, enhancing the organization's visibility and expanding the reach of its initiatives.

"Sing, where I work, is an agency powered by women, and we were looking for partners who shared this purpose. Finding Afesu and learning about the association's work moved and motivated us from the very first contact. We still live in a time when girls need support on several fronts – not just in the job market. Therefore, every person who contributes helps improve the rate of well-qualified and well-paid women, wherever they choose to work. It is very gratifying to be alongside Afesu on this journey."

Janaína Leme

Partner and Head of PR at Sing



Girls in Tech: Building Tomorrow



The Girls in Tech: Building Tomorrow project marked a significant international recognition of Afesu's work in promoting education and female agency. In 2025, Afesu was one of the organizations selected by the Girls Opportunity Alliance, a program from the Obama Foundation, to receive financial and institutional support aimed at expanding opportunities for training in technology, innovation, and leadership for girls and young women in São Paulo.



More than an international collaboration, this achievement reinforced the relevance of Afesu's work and connected the institution's efforts to a global network committed to education, gender equity, and the development of future female leaders.





We continue to participate in grants for fundraising. In addition to supporting the projects, these processes represented important opportunities to connect with companies, institutes, and foundations committed to social investment. Participation in grants also contributed to increasing Afesu's visibility, strengthening its relationship network, and highlighting the alignment between the institution's work and the causes supported by its partners.

Among those approved, we highlight the continuity of partnerships with Machado Meyer, Merck, Pinheiro Neto, and Porto.



"Investing in the education of girls and women is about creating the conditions for them to occupy, with autonomy and agency, the spaces they choose."

Helena Rabethge
Machado Meyer



Valuing those who walk by our side is also part of Afesu's journey. Throughout 2025, we promoted relationship and recognition meetings with partners, sharing the results achieved, the impact of the supported initiatives, and the importance of each contribution to the education and development of girls and young women. These moments strengthened bonds, celebrated joint achievements, and opened space for new opportunities for collaboration.



Among the honored companies and institutions were: ABBC, Advent, ALUPAR and TAESA, American Tower, Craft, Dürr, Fundação Prada, Grupo Bun/Pipicat, Instituto Ambikira, Instituto João Guilherme e Giovanna Ometto, Livelio, Machado Meyer, Merck, PACCO, Pinheiro Neto, Porto, Robert Half, Schneider Electric, Sing Comunicação, Unimed Seguros Saúde, and Unisys.

PEOPLE THAT TAKE US FURTHER

The relationship strategy with individual donors focused primarily on expanding the automatic registration of Taxpayer Identification Numbers (CPFs) in the Nota Fiscal Paulista program in support of Afesu. With the support of TIME de Captação (Fundraising Team), a partner of the institution since 2024 in the areas of resource mobilization, campaigns, and events, we carried out actions aimed at awareness, reaching new audiences, and strengthening this important support network

Events, activations, and meetings throughout the year helped **bring more people closer to the cause** and expand the impact of this initiative



JOURNEY ROADMAP

6th Stop:

PEOPLE WHO EXTENDED PATHS

- Charity Brunch
- Just Real Moms Business Summit 2025
- Mixed Initiative
- Charity Bazaars – Morro Velho
- Inspiring stories



Our board member Isabella Fiorentino once again opened the doors of her home for a charity meeting in support of Afesu. The event featured a lecture by Dr. Mauricio de Souza Lima on youth mental health, as well as a moment for exchange and connection with guests and supporters of the institution.



A tradition in Afesu's history

The 2025 Mother's Day and Christmas Bazaars mobilized volunteers, supporters, and the community around the institution's mission. Held annually at the Morro Velho unit, these events are part of a tradition that has accompanied the unit's trajectory for decades.

The editions brought together products, partner brands, and entrepreneurial initiatives, transforming every purchase into a way to support the education and development of girls and women. In addition to fundraising, the bazaars strengthen bonds, encourage volunteering, and keep alive an important support network for Afesu.



In partnership with Mixed, we carried out a special initiative on "Perfume Day," mobilizing the brand's customers through in-store activations and targeted communication. The initiative also involved sending thank-you letters written by Afesu beneficiaries, bringing supporters closer to the mission and the reality of the girls and women served by the institution.



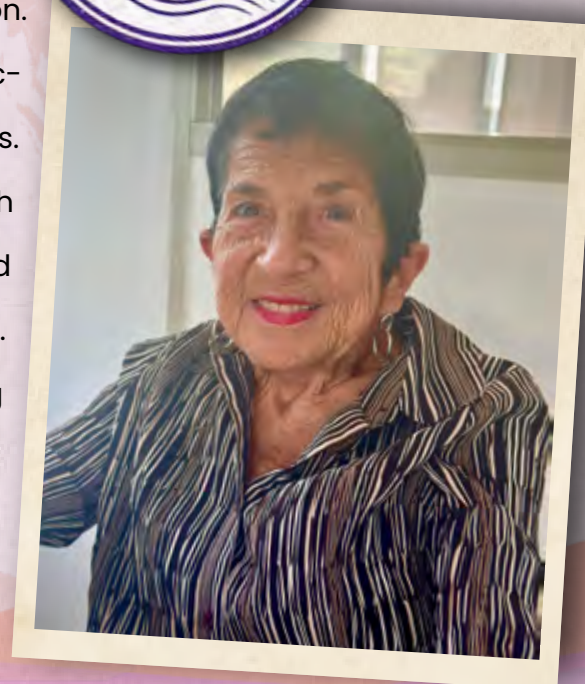


Afesu participated in the Just Real Moms Business Summit 2025, an event that brought together brands and entrepreneurs from the children's market. Participation was an opportunity to expand connections, share our mission, and bring new audiences closer to the cause of education for girls and women.



Afesu's history is also built by people who dedicate time, care, and commitment to our mission. Among them is **Ana Barreto, a volunteer with the institution since 1963** and an example of a trajectory marked by generosity and dedication over more than six decades.

Throughout the years, Ana has served in different areas of Afesu. She was an English and French teacher in two units, collaborated on fundraising initiatives, participated in organizing raffles and charity events, and closely followed different generations of beneficiaries. Since 2022, she has continued to contribute actively to the Nota Fiscal Paulista program, collecting receipts from commercial establishments and strengthening, through the closeness and relationships built over the years, an important support network for the institution. Her trajectory represents the strength of volunteering and of those who choose to walk alongside Afesu, helping to transform lives through education.



RESOURCES THAT MOVE THE FUTURE



Afesu's financial sustainability is built through diversified fundraising:
**individual and corporate donations, partnerships, tax incentive mechanisms,
and private social investment.**

Where our resources came from in 2025



62% direct donations



18% tax-incentivized revenue and agreements



15% financial income



5% other operating gains

How we applied our resources in 2025



90%

of resources were allocated directly to Afesu's activities and projects

Invested in social assistance, education, and other statutory activities focused on the human development of girls and women.

10%

10% were used for administrative expenses

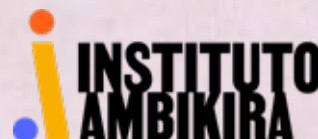
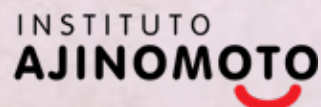
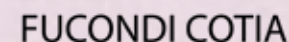
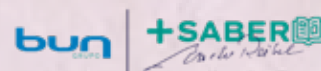
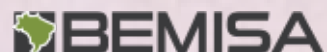
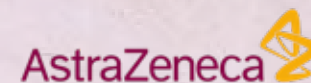
Essential resources for the management and operation of the institution, ensuring responsibility and operational efficiency.



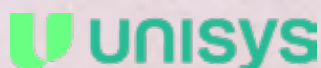
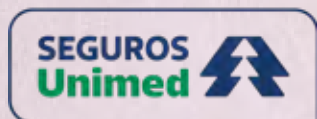
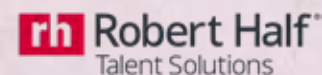
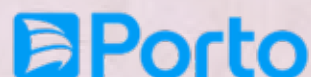
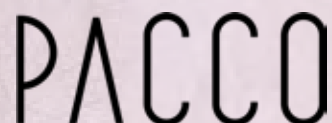
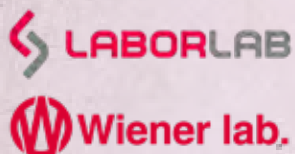
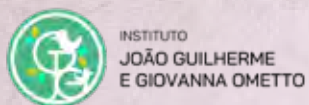
Transparency that builds trust

Our full financial statements are audited annually by an independent audit firm and follow the principles of institutional transparency and responsibility.

TRAVEL COMPANIONS



TRAVEL COMPANIONS



How to support as a corporate entity-----



PATHS TO WALK WITH US

Connections that change trajectories

At Afesu, we believe in the power of partnerships to transform realities. The contribution of companies is essential for us to expand opportunities and build, together, a fairer future through education. These partnerships can take different forms, always with the purpose of generating social impact and expanding paths for girls and women.

Through these collaborations, we are able to reach more beneficiaries, update content and infrastructure, strengthen projects, and boost trajectories that begin within our units and continue beyond them. For companies, support represents not only the strengthening of social inclusion but also the alignment of their values with initiatives for positive impact and lasting transformation.

1. SPONSORED CLASSROOM

The Sponsored Classroom is a partnership model that allows companies to contribute directly to improving the infrastructure of Afesu's units through investments aligned with the specific needs of each space. The initiative ranges from modernizing the physical environment to acquiring equipment and educational materials, making the space more suitable, welcoming, and stimulating for the beneficiaries' learning.



2. CAUSE-RELATED MARKETING

Cause-Related Marketing connects companies' communication and business objectives with the strengthening of education for girls and women in vulnerable situations. Through this partnership, organizations can associate their brands with the cause and allocate part of the revenue from the sale of products or services to Afesu's projects during specific campaigns or periods, increasing the social impact and visibility of the initiative.



3. CORPORATE VOLUNTEERING

Afesu develops corporate volunteering programs that bring companies and beneficiaries closer together through formative experiences and knowledge exchange.

The actions include mentorships, workshops, lectures, and technical visits, providing enriching experiences for both the beneficiaries and the employees involved. In addition to strengthening skills and expanding repertoire, volunteering creates meaningful connections between companies and Afesu's mission.



4. TAX INCENTIVES

Companies taxed under the actual profit system (lucro real) can allocate part of their taxes to social projects through tax incentives. At Afesu, donations can be made via FIA (Fund for Children and Adolescents), in projects approved by the FUMCAD, CONDECA (SP), and FUCONDI (Cotia) funds, contributing directly to the continuity and expansion of the activities developed.



5. BENEFICIARY SPONSORSHIP

Companies can also directly support the education and development of beneficiaries throughout the year, contributing to the sustainability of the projects and the continuity of the activities carried out at the units. This financial support enables the maintenance of developed actions and expands the social impact generated by the initiative. Contributions can be one-time, monthly, or annual, according to the strategy and partnership format defined by the company.



6. INTERNATIONAL DONATION

International donations help expand the impact of Afesu's projects, strengthening initiatives focused on the education and development of girls and women in Brazil. Through international donation and corporate social engagement platforms, such as Benevity, Goodstack, and Bright Funds, companies and foundations from different countries can support the institution in an accessible and secure way. With this support, Afesu continues to invest in technical, human, and professional development, expanding opportunities and connecting its work to global agendas for social transformation.



**Your company can be the next destination for transformation.
SHALL WE GO TOGETHER?**



How to support as an individual-----

PATHSTO WALKWITHUS



Ways to transform futures

Each contribution helps expand opportunities and strengthen the trajectories of the girls and women served by Afesu. There are different ways to participate and support this journey of transformation through education.

1. NOTA FISCAL PAULISTA*

With automatic taxpayer identification

number (CPF): You can support Afesu by registering the institution as a beneficiary on the website or app of the State of São Paulo's Department of Finance. Thus, the credits from purchases made with taxpayer identification number (CPF) on the invoice are automatically allocated to Afesu's projects.

Without automatic taxpayer identification

number (CPF): Another way to contribute is by donating invoices without a taxpayer identification number (CPF). You can deposit them in donation boxes at our collection points or coordinate the delivery with us

*To learn more, visit: afesu.org.br/apoie/ or contact us via WhatsApp: (11) 96630-2317.



2. ROUND UP YOUR PURCHASE

Through the Movimento Arredondar (Round Up Movement), you can round up the value of your purchases at the time of payment and allocate the cents to support Afesu's projects. When making your purchases, check if the establishment participates in the program and take the opportunity to contribute in a simple and accessible way, transforming small gestures into opportunities for girls and women.

3. DONATION CAMPAIGN

One can contribute through one-time or recurring donations made through our digital campaigns. Donations can also be made via Pix or bank transfer in a simple and accessible way.



4. CELEBRATE WITH PURPOSE

Transform your special moments into acts of solidarity! Birthdays, weddings, and other celebrations can take on new meaning when converted into donations for Afesu.



5. LEGACY

A solidary legacy is a way to support causes you wish to perpetuate. Through a will, it is possible to allocate part of your assets to institutions chosen during your lifetime, contributing to the continuity of initiatives that transform lives. Thus, your legacy can continue generating opportunities for girls and women for many generations.



6. ENGAGE ON SOCIAL MEDIA

Did you know you can also support Afesu with a simple click? By following, interacting with, and sharing our content, you help us take our message even further, in addition to following actions, campaigns, and events.



7. SOLIDARY INCOME TAX*

Individuals who file a full Income Tax return can allocate part of the tax due to support social projects through the tax incentives provided by law. Contribute to the education of girls and women and make a difference with a simple gesture!



*To learn more, visit: afesu.org.br/apoie/ or contact us via WhatsApp: (11) 96630-2317.

8. INTERNATIONAL DONATION

Afesu has projects registered on the GlobalGiving international platform, allowing people residing outside of Brazil to support the education and development of girls and women through secure and accessible donations. Depending on the legislation of the country of residence, donors may also have access to tax benefits related to their contributions.



PATHS TO WALK WITH US



Investing in future paths

The Endowment was created with the objective of ensuring the long-term sustainability and continuity of this work. Through donations allocated to the endowment fund, resources are invested in the Brazilian financial market to generate returns above inflation, contributing to the perpetuity of the institution's mission.

About the Endowment Fund

The endowment fund functions as a long-term financial reserve. Received donations are invested conservatively, and the generated returns help strengthen Afesu's sustainability over the years.

In this way, the Endowment contributes to the institution's ability to continue expanding opportunities, maintaining projects free, and investing in the human development of girls and women in the future.



Credibility and Governance

The Endowment regulations were developed by the Pinheiro Neto Advogados law firm and provide for the managerial and accounting segregation of the fund's resources from the institution's operational resources. The investment policy was prepared by financial market specialists and prioritizes conservative applications, with a focus on fixed-income government bonds and the preservation of assets over time.



Donor Benefits

- Recognition on Afesu's institutional channels.
- Disclosure in materials related to the Endowment.
- Periodic reporting on the fund's performance.



How to contribute?

Contributions to the Endowment can be made on a one-time or recurring basis.



To learn more, contact our team: afesu@afesu.org.br

AUDITING

Independent auditor's report on the financial statements

To the Directors and Board Members of
**Associação Feminina de Estudos Sociais e
Universitários - AFESU**

Opinion

We have audited the financial statements of Associação Feminina de Estudos Sociais e Universitários - AFESU ("Entity"), which comprise the balance sheet as of December 31, 2025, and the respective statements of income, changes in net assets, and cash flows for the year then ended, as well as the summary of significant accounting policies and other explanatory information.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Entity as of December 31, 2025, its operational performance, and its cash flows for the year then ended, in accordance with Brazilian accounting practices applicable to non-profit entities (ITG 2002).

Basis for Opinion

We conducted our audit in accordance with Brazilian and international auditing standards. Our responsibilities under those standards are further described in the "Auditor's responsibilities for the audit of the financial statements" section of our report. We are independent of the Entity in accordance with the relevant ethical principles established in the Professional Code of Ethics for Accountants and in the professional standards issued by Brazil's Federal Accounting Council, and we have fulfilled our other ethical responsibilities in accordance with these standards. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Responsibilities of management and governance for the financial statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with Brazilian accounting practices applicable to non-profit entities (ITG 2002) and for internal control which management determines as necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Entity's ability to continue as a going concern, disclosing, as applicable, matters related to its ability to continue operating and using the going concern basis of accounting unless management either intends to liquidate the Entity or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Entity's financial reporting process.

AUDITING

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements, as a whole, are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with Brazilian and international auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or as a whole, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with Brazilian and international auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error; design and perform audit procedures responsive to those risks; and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve the override of internal control, collusion, forgery, intentional omissions or misrepresentations.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Entity's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.

- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Entity's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our report. However, future events or conditions may cause the Entity to cease to continue as a going concern.
- Evaluate the overall presentation, structure, and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

São Paulo, April 29, 2026

ERNST & YOUNG
Independent Auditors S/S Ltda.
CRC SP-034519/O

Patricia Jardim

Patricia de Assis Jardim Lima
Accountant CRC SP-24870/O-5

NEXT DESTINATION



In this 2025 journey, Afesu took a significant step in the process of structuring and strengthening two fundamental areas that constitute the institution's pillars: the Educational area and the Human Development area. This movement enabled the organization of practices, the alignment of goals, and the construction of solid foundations for the integral development of our beneficiaries.

For 2026, the focus will be on the consolidation of these areas through the implementation of strategic projects and actions aimed at academic and human strengthening.

In the Educational area, school recovery initiatives will be developed with an emphasis on Portuguese, Mathematics, and English subjects, seeking to minimize learning gaps and promote better opportunities for educational development. Additionally, we will continue to intensify actions aimed at preparing our beneficiaries for their professional future through technology courses and first-job preparation initiatives, contributing to the development of technical, digital, and professional skills essential for the job market and for the construction of their life projects.

Technical training will also remain a priority for the institution, with the continuity of already developed courses and the implementation of new professional qualification opportunities, expanding the possibilities for beneficiaries to enter the workforce.

At the same time, the Human Development area will continue to strengthen comprehensive education work through projects that contribute to the personal, social, and emotional development of the beneficiaries. Planned actions include sports activities, reading projects, social-emotional skills classes, and arts workshops, promoting values, autonomy, healthy coexistence, creativity, and agency.

In this way, the coming year will be marked by the consolidation of the foundations built, expanding the impact of educational actions and strengthening Afesu's mission in the integral formation of its beneficiaries.



THE JOURNEY CONTINUES!

With more solid foundations, new projects, and the support of those who believe in education, we continue to build paths so that each beneficiary can go further.



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