



ANNUAL REPORT 2021



A LEAFY TREE ON HOSTILE SOIL

Once again, we face a difficult year as a society. In 2021, we witnessed and endured the early loss of many lives, and these difficulties were magnified to communities due to poverty and racial inequalities.

But while challenging, 2021 was also enlightening. We have been able to make sure that the culture of donation, **SEED** since the beginning of the Phi Institute in 2014, and **CULTIVATED** over these eight years, is beginning to **TAKE ROOT** in our society.

With the support of our donors – companies, foundations and social investors – and in conjunction with other civil society organizations and community leaders, we have been resistance and resilience. A **LEAFY TREE** on hostile soil, **FERTILIZED** with dialogue, collaboration and search for data and evidence to provide **PROTECTION**.

In 2021, once again, **WE REAPER GOOD FRUITS:** we mobilized R\$ 37.3 million to the Third Sector, impacting the lives of 938,836 people in Brazil. There were 77 investors who donated to 163 social projects, in addition to more than 4,600 supporters of emergency campaigns.

We are grateful that you have stood firm with us in the past year and, with our vocation **PULSATING STRONGLY**, we envision in 2022 investing even more in the power of **SYMBIOSIS** of the entire philanthropic **ECOSYSTEM**. It will be a year to create and replicate partnership cases, so that together we overcome chronic poverty and other long-term challenges.



FROM SOWING TO HARVESTING

2021 935 social projects have been supported by Phi since its foundation, impacting the lives of 1,406,986 people.

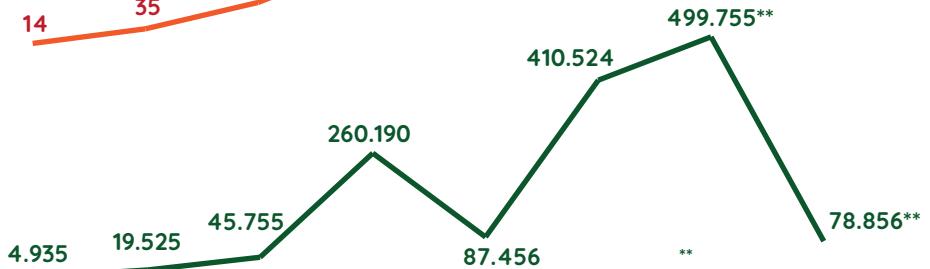
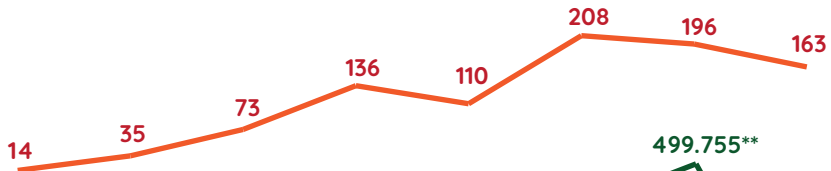
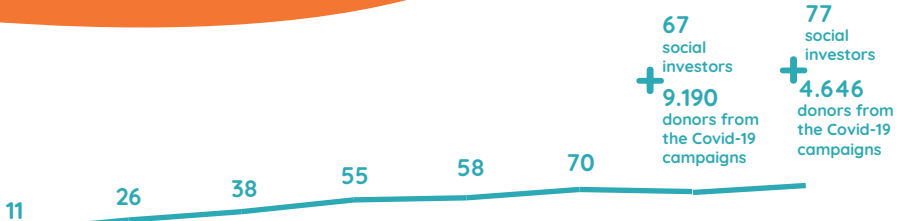
From 2019 to today With projects tailored to each donor, Phi starts to support organizations in all regions of Brazil.

2016 Phi opens another office, in the city of São Paulo (SP).

2014 The Phi Institute is born, based in the city of Rio de Janeiro (RJ).

The name “Phi” was inspired by the Greek word philanthropy, which means “love of humanity” – in the case of the institute, the search is for an efficient philanthropy, with monitoring of resources and evaluation of social impact.

ACCOUNTABILITY



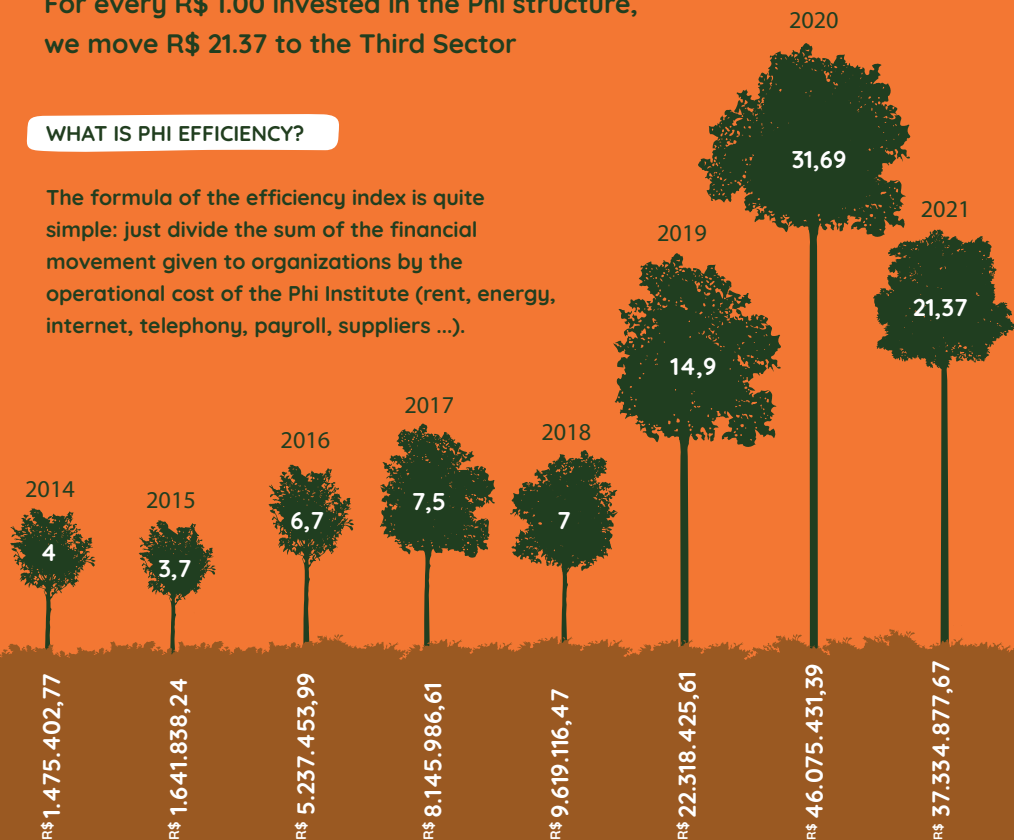
Year 2014 Year 2015 Year 2016 Year 2017 Year 2018 Year 2019 Year 2020 Year 2021

Phi Efficiency

For every R\$ 1.00 invested in the Phi structure, we move R\$ 21.37 to the Third Sector

WHAT IS PHI EFFICIENCY?

The formula of the efficiency index is quite simple: just divide the sum of the financial movement given to organizations by the operational cost of the Phi Institute (rent, energy, internet, telephony, payroll, suppliers ...).



Amount Mobilized for the Third Sector

SUPPORTED PROJECTS

The Phi Institute supports civil society organizations that promote universal human rights, including the rights to education, health, food, water, housing, labor, as well as other economic, social and cultural rights that are essential to human dignity and the consolidation of democracy.
Check:

DIRECT SUPPORT

NORTH REGION:

Acre (AC)

> Educandário de Cruzeiro do Sul

Amapá (AP)

> Instituto Socioambiental e Cultural Tarumã

Amazonas (AM)

> APAE Itacoatiara

Pará (PA)

> Grupo de Fortalecimento da Agricultura Familiar dos Produtores Rurais da Comunidade Santo Antônio do Murituba

NORTHEAST REGION:

Alagoas (AL)

- > Associação Cultural Musical Sons e Dons

Bahia (BA)

- > Associação Comunitária Rural do Tomba e Adjacências
- > Instituto Aliança
- > Projeto Social Crianças da Vila Pro-Vila

Ceará (CE)

- > Movimento de Ajuda Familiar de Ocara - MAFO
- > Instituto de Desenvolvimento Artístico e Cultural Francisco Mota
- > Instituto Ideal
- > Instituto Alicerce - Polo Carrapicho

Maranhão (MA)

- > Fundação Pavel

Piauí (PI)

- > Projeto Água Cidadania e Ensino - PACE
- > Associação Beneficente São Paulo Apóstolo - ABESPA
- > Associação Social Esperantinense - ASEP

Paraíba (PB)

- > Observatório Antropológico

Pernambuco (PE)

- > Casa de Caridade Imaculada Conceição
- > Grupo de Idosos Viver Mais
- > Movimento Social e Cultural Cores do Amanhã
- > NEPS - Núcleo de Educadores Populares do Sertão de Pernambuco
- > Voluntários do Bem
- > Associação Pão é Vida

Rio Grande do Norte (RN)

- > Associação de Catadores de Materiais Recicláveis de Caicó - ASCAMARCA

MIDWEST REGION:

Mato Grosso do Sul (MS)

- > Associação de Capacitação e Instrução de Economia Solidária do Povo - ACIESP
- > Digna Engenharia
- > Instituto Socioambiental da Bacia do Alto Paraguai SOS Pantanal

SOUTHEAST REGION:

Minas Gerais (MG)

- > Ação Moradia
- > Arquitetos da Vila
- > Associação de Pais e Amigos dos Excepcionais- APAE CONQUISTA
- > Associação Presente de apoio a pacientes com Câncer - Padre Tiãozinho
- > Central Veredas
- > Instituto ITI - Igualdade, Transformação e Inovação Social
- > Instituto O Grito
- > Marianas, Mulheres que Inspiram
- > Oscip Monsenhor Antonio Gomide Soares - MONSA
- > Instituto IADIS

Rio de Janeiro (RJ)

- > Ambulatório da Providência
- > Associação Amar
- > Associação Amor e Vida
- > Associação Cantagalo
- > Associação Parceiros da Educação
- > Associação Semente da Vida da Cidade de Deus -ASVI
- > Banco da Providência
- > Centro Social Comunitário Amor e Alegria

- > Creche Casa Viva
- > Elite Transforma
- > FazGame
- > Fundação do Rim
- > Golfinhos da Baixada
- > IJCA - Instituto Jelson da Costa Antunes
- > Instituto Dara
- > Instituto Futuro Bom
- > Instituto Movimento & Vida
- > Instituto S.O.S Reviver
- > Galpão Aplauso
- > Instituto Ver e Viver
- > MAWON
- > Mundo Novo da Cultura Viva
- > Núcleo Especial de Atenção à Criança - NEAC
- > Obra do Berço RJ
- > Pro Criança Cardíaca
- > Projeto Recriando Raízes
- > Saúde Criança Ilha
- > Semente do Futuro
- > Sementes em Movimento
- > Solar Meninos de Luz

São Paulo (SP)

- > AFAGO-SP
- > Amani Institute Brasil
- > Associação de Pais e Amigos dos Excepcionais de Brotas - APAE BROTAS
- > Associação Beneficente Vivenda da Criança
- > Associação Cidadão Pró-Mundo
- > Associação Comunitária Clave de Sol
- > Associação Criança Brasil
- > Associação FAZ Alessandro Zarzur
- > Caritas Diocesana de Campo Limpo - CCA Nossa Senhora da Providência
- > Casa da Criança de Cerquilha
- > Centro de Acolhida e Cultura Casa1
- > Centro Educacional Assistencial Profissionalizante - CEAP
- > CIREPEM
- > Colégio Mão Amiga
- > Educandário Rosa Mística
- > Fundação Eufraten
- > Instituto Aromeiazero
- > Instituto Bem do Estar
- > Instituto de Reciclagem do Adolescente - RECICLAR
- > Instituto GABRIEL
- > Instituto Padre Haroldo
- > Instituto Verdescola
- > Libertários do Capão Redondo
- > Liga Solidária
- > Litro de Luz Brasil
- > Núcleo de Atendimento Social Ângela Martin Bassetto
- > Obra Kolping do Brasil
- > ONG Mater Dei
- > Projeto Gabi
- > Pró-Saber SP
- > Santa Casa de Misericórdia de Tietê
- > Sapiência Ambiental
- > Sociedade Beneficente Alemã - SBA Girassol
- > Sociedade Humana Despertar - SHD
- > Vivenda

SOUTH REGION:

Paraná (PR)

- > Ação Social para Igualdade das Diferenças - ASID
- > Associação Fênix - Ações Pela Vida

Rio Grande do Sul (RS)

- > Associação dos Lesados Medulares do Rio Grande do Sul - LEME
- > Pia União das Irmãs da Copiosa Redenção – Inclui
- > Associação de Artesãs Rendeiras do Extremo Sul
- > Fundação O Pão dos Pobres

Santa Catarina (SC)

- > Ocean Produção de Films Ltda

SUPPORT THROUGH INCENTIVE LAWS

SOUTHEAST REGION:

Rio de Janeiro (RJ)

- > Luta pela Paz
- > Agência do Bem
- > Redes da Maré
- > Solar Meninos de Luz
- > Instituto Reação

NURTURING THE ECOSYSTEM

Acting in a strategic and integrated way for social transformation and in the most different causes, the Phi Institute has worked on three main fronts of the philanthropic ecosystem – Innovation in social investment, Coping with the pandemic and Financial Management of social impact initiatives. Check out bellow:



**Innovation
in social
investment**



**Coping with the
pandemic**



**Financial
management
of social impact
initiatives**



INNOVATION IN SOCIAL INVESTMENT



The social and productive inclusion program is carried out in partnership by three civil society organizations: Stone Impacta, Instituto Phi and Banco da Providência. Through (Re)Conquista, NGOs that work with professional qualification receive training to work with the recognized Methodology of 3 Phases of Banco da Providência: human development, technical training and entrepreneurial skills.

The Phi Institute has made the selection of NGOs, which have the mission of replicating training in communities, and monitors the project – from training multipliers to the certification of local microentrepreneurs. In 2021, 19 NGOs were trained that have so far formed 303 microentrepreneurs.

INNOVATION IN SOCIAL INVESTMENT



The Much Greater Future Program of the Movimento Bem Maior (Much Greater Movement), with management of the Phi Institute, encourages the protagonism of social organizations in vulnerable communities not only with impact investment, but also with actions of institutional strengthening and connection building.

In the 2nd edition, closed in 2021, 38 projects from 15 Brazilian states were supported. They received a total of R\$ 3.1 million. Phi also made the management of resources in the order of R\$ 300,000 for emergency support during the pandemic (purchase of basic baskets, PPE and hygiene and cleaning products) to 25 of these organizations.

For the 3rd edition of the program, which began at the end of the year, 30 projects from 12 Brazilian states plus the Federal District were selected, each receiving R\$ 70,000, totaling R\$ 2.1 million.

INNOVATION IN SOCIAL INVESTMENT



The SAP School - Socio-Interactionist School of Project Learning - in Barra da Tijuca, Rio de Janeiro, began its activities in 2021 with a program of social entrepreneurship and philanthropy for adolescents built in partnership with the Phi Institute, SAP Social. The Phi Institute curated the benefited NGO, ASVI, of Cidade de Deus (City of God).

INNOVATION IN SOCIAL INVESTMENT



IBGC is a non-profit organization, a partner of the Phi Institute, which develops training and certification programs in corporate governance, contributing to the sustainable performance of companies. In December, it promoted the IBGC Pro-Bono Marathon, in which 19 social organizations, selected in partnership with Phi, received the at no-cost support of a group of IBGC employees.

INNOVATION IN SOCIAL INVESTMENT

[B]³ SOCIAL

B3 Social is responsible for integrating and coordinating the private social investment projects of B3, the official stock exchange in Brazil. In the campaign “Colaborador Indica” (Collaborator Indicates), promoted in 2021 in partnership with the Phi Institute, social organizations appointed by B3 employees could submit applications for financial support to actions in the area of food security. Phi was managing support for 80 organizations.

INNOVATION IN SOCIAL INVESTMENT



The Movement for a Culture of Donation is a network, of which the Phi Institute is part and is an institutional supporter, formed by people and organizations that voluntarily articulate in the purpose of rooting the donation as part of the Brazilian culture. Successful initiatives, such as Donation Day and the BIS Fund, which funds solutions for the expansion of donations in Brazil, are initiatives encouraged by the Movement. The MCD also created the Guidelines Document “For a Brazil + Donor, Always”, which has been an instrument of potentiation of the Brazilian donation culture.

INNOVATION IN SOCIAL INVESTMENT



Para ser relevante.

In 2021, the BASIS program was carried out, a training for social organizations promoted by the Dom Cabral Foundation (FDC), which was supported by the Much Greater Movement (MBM) and the Phi Institute. During 9 months and more than 150 hours, 28 managers of 14 CSOs from São Paulo participated in the course, developing in aspects such as strategy, governance, people and process management, finance, mobilization and communication. Organizations were selected by Instituto Phi's curatorship.

COPING WITH THE PANDEMIC



The Phi Institute is one of the managers, alongside the Bank of Providence and the Ekloos Institute, of the front to help vulnerable communities during the Covid-19 pandemic promoted by the Rio Union Movement. The campaign became one of the largest in the country, serving as an example for other “Unions” throughout Brazil. In 2021, R\$ 14,904,360.82 were collected and the results were 214,475 food baskets distributed in 237 communities in the State of Rio de Janeiro, benefiting 858,980 people.

COPING WITH THE PANDEMIC



BEES, Ambev's e-commerce platform for merchants, joined the Phi Institute and the Hunger Action campaign to donate 90 tons of food to vulnerable families in the Northeast at the end of 2021.

The food was delivered to social organizations to support families in the cities of Camaçari (BA), Aracaju (SE), São Luís (MA), Teresina (PI), Itapissuma (PE), Aquiraz (CE). The Phi Institute curated organizations, and was responsible for due diligence, delivery logistics, and accountability.

COPING WITH THE PANDEMIC

OTHER ACTIONS



The Phi Institute also managed the campaigns of the Coca-Cola Brazil Institute and The Coca-Cola Foundation to combat food insecurity, with distribution of food baskets, marmites and gas and awareness about the pandemic, totaling R\$ 3,499,058.41; Phi was also articulator and manager of the Good Package, alongside União Br, which raised funds for reactivation of beds in hospitals of the public health network of the country, the states of PE, PA, PR, RJ and ES were benefited, with a total of R\$ 1,705,505.67, and SOS Manaus, task force to supply the state of Amazonas with oxygen in early 2021, also in partnership with União Br, were a total of R\$ 4,695,046.75 was raised and used. In all in coping with the pandemic, R\$ 23,880,300.75 were raised and used.

FINANCIAL MANAGEMENT OF SOCIAL IMPACT INITIATIVES



The Janelas Abertas Institute is a non-profit association whose objective is to offer scholarships to talented students from families in situations of socioeconomic vulnerability, having as its largest partner the Eleva School.



Avenues Community Engagement (ACE) seeks to bridge the gap between the Sao Paulo campuses of Avenues: The World School with vulnerable local communities, creating projects to solve problems and needs identified on site in the territory where the school is inserted.

FINANCIAL MANAGEMENT OF SOCIAL IMPACT INITIATIVES



The social action Doar Fashion is formed by a network of volunteers, partners and institutions. All pieces of clothing and accessories are sold, in an online store and at an annual fashion event, and the income is fully reverted to social organizations.



Latimacto is a multisectoral non-profit network based in Colombia that brings together philanthropists and social investors with the aim of mobilizing capital (human, intellectual and financial) to more efficiently support social organizations.

INCOME STATEMENT

Income Statement	Annual Report Information	2018	2019	2020	2021
1 - Operating income	Non-governmental donations (individuals)*	R\$ 618.856,75	R\$ 773.507,03	R\$ 831.459,63	R\$ 748.654,91
	Non-governmental donations (companies)*	R\$ 510.315,74	R\$ 491.938,49	R\$ 874.306,78	R\$ 746.496,01
	Services provision	R\$ 80.246,04	R\$ 210.127,76	R\$ 537.503,85	R\$ 460.878,58
	Istitutional donations dedicated to projects*	R\$ 40.770,60	R\$ 106.736,64	R\$ 61.670,43	R\$ -
	Volunteer work	R\$ 91.100,00	R\$ 27.300,00	R\$ 107.220,00	R\$ 64.600,00
Total		R\$ 1.341.289,13	R\$ 1.609.609,92	R\$ 2.412.160,69	R\$ 2.020.629,50
2 - Income Deductions	(-) Cofins (service taxes)	-R\$ 6.098,70	-R\$ 15.969,72	-R\$ 39.984,29	-R\$ 44.751,85
	(-) ISS (service taxes)	-R\$ 4.012,28	-R\$ 10.506,37	-R\$ 25.920,03	-R\$ 22.771,56
Total		-R\$ 10.110,98	-R\$ 26.476,09	-R\$ 65.904,32	-R\$ 67.523,41
3 - Purpose and Social Activities	Expenses with transfers to supported projects**	-R\$ 93.681,35	-R\$ 158.858,10	-R\$ 436.357,59	R\$ -
Total		-R\$ 93.681,35	-R\$ 158.858,10	-R\$ 436.357,59	R\$ -
4 - Expenses (Operating Income)	Administrative costs	-R\$ 472.576,48	-R\$ 507.643,86	-R\$ 457.612,63	-R\$ 521.260,26
	Depreciation and amortization expenses	-R\$ 9.446,58	-R\$ 36.521,29	-R\$ 12.265,93	-R\$ 3.457,17
	Personnel expenses	-R\$ 768.812,81	-R\$ 1.091.628,77	-R\$ 1.028.900,53	-R\$ 1.273.584,18

Income Statement	Annual Report Information	2018	2019	2020	2021
4 - Expenses (Operating Income)	Volunteer Work Expenses	-R\$ 91.100,00	-R\$ 27.300,00	-R\$ 107.220,00	-R\$ 64.600,00
	Tax expenses	-R\$ 81.003,56	-R\$ 106.100,15	-R\$ 13.463,46	-R\$ 3.990,00
	Other operating income	R\$ 22.646,42	R\$ 628,75	R\$ 54.822,77	R\$ 67.073,67
	Net financial result	R\$ 53.868,51	R\$ 17.051,30	-R\$ 47.732,53	-R\$ 15.399,36
Total		-R\$ 1.346.424,50	-R\$ 1.751.514,02	-R\$ 1.612.372,31	-R\$ 1.815.217,30
Deficits (surpluses) of the period		-R\$ 108.927,70	-R\$ 327.238,29	R\$ 297.526,47	R\$ 137.888,79
5 - Demonstration of Social Activities	Donations received/ social projects supported	R\$ 40.770,60	R\$ 106.736,64	R\$ 61.670,43	R\$ 4.158.049,38
	Transfer of itens (products) to emergency projects supported				-R\$ 1.721.443,80
	Transfer to emergency projects supported in kind				-R\$ 2.436.605,58

Notes

1* Projects: As of 2021, the revenues previously recorded in this account have been reclassified to the account “Non-governmental donations - Individuals” and “Non-governmental donations - Legal entity”.

For this reason, the line “Projects” is discontinued in 2021 in the DRE and must be accompanied by item 5: Demonstration of social activities.

2** Expenses with the transfer to those supported: These expenses relate to donations to projects supported by the Phi Institute. As of 2021, the transfers of donations, in amounts or inums, were appropriated in the accounts of projects, classified in liabilities. The results of these activities are now shown in item “5”

TEAM

Luiza Serpa

CO-FOUNDER AND EXECUTIVE DIRECTOR

Emilia Freire

INSTITUTIONAL MANAGER

Renata Santos

ADMINISTRATIVE AND
FINANCIAL COORDINATOR

Helena Ferreira

ADMINISTRATIVE AND
FINANCIAL ASSISTANT

Julia Nascimento

SPECIAL PROJECTS COORDINATOR

Marcello Stella

Carolina Alencar
PROJECTS ANALYST - SP

Eliabe Rocha

Andreza Ribeiro
PROJECTS ANALYST - RJ

Carla Benfica

PROJECTS INTERN

Layane Coelho

COMMUNICATIONS ANALYST

Cristiana Velloso

Ana Vargas

Mariana Freddi

Luciana Calaza

ASSOCIATED PARTNERS

BOARD OF DIRECTORS

Rafael Zambrotti Martins

Vanda Zambrotti Martins

SUPERVISORY BOARD

Renato Jorge Pereira Aymar

Paulo Bandeira Pinheiro

Mariana Figueiredo

ADVISORY BOARD

Marcos Flávio Azzi

Tatiana Loureiro

Celso Colombo

Aik Brandão



Rio de Janeiro

Rua Visconde de Pirajá, 550, salas 1711 e 1712
Ipanema | Rio de Janeiro | RJ | 22410-002
+55 (21) 2239-2089

São Paulo

Rua Itapeva, 286, sala 114
Bela Vista | São Paulo | SP | 01332-000
+55 (11) 3014-3822

www.institutophi.org.br