



# AZ Mina

2020

# Who held down the fort in 2020?

The pandemic has tested the limits of all we used to know about health, governance, care, responsibility and human relations.

Our focus here at AzMina was to look and investigate all this based on gender and race perspectives in order to raise awareness and fight the setback in our rights and the increase in violence against women this year.

We have survived relying on resilience and on teamwork carried out collectively and in network partnerships. Our team grew in number and diversity.

We believe in communication allied to technology as a resource to build bridges and a better future for all people. As Black Feminism states: a better world for women is a better world for everyone.

In the year when physical contact had to be avoided to save lives, we continued to develop resources to be always close - regardless of where we were at.

In 2021, we will continue to move forward together!

**AzMina Team**

# Journalism

Information, exposure and investigation are essential elements to fight for women's rights

We celebrated five years of existence in one of the most turbulent years of recent times, but we have a lot to be thankful for!

With the support of readers, partners and a competent and committed team, we supervised public services to women, monitor the National Congress, gathered data about violence against female candidates during the elections, and distributed reliable, didactic and free information to thousands of girls and women!

- 
- AzMina Magazine
  - Journalism grants
  - Special coverage for COVID-19
- 





# Independent content, free and liked

by more than  
**266,000**  
followers  
in social media

more than  
**1.1 million**  
views  
to [azmina.com.br](http://azmina.com.br)

more than  
**10,000**  
subscribers  
to our newsletter

more than  
**450**  
supporters

contributing  
monthly

Content  
Republished more than

**100 times**  
by other  
press vehicles

## Impact

We believe in journalism as a tool to impact the lives of Brazilian women.

And this year we saw it happen in several ways:

- We report the closing of Pérola Byington Hospital, a reference in the legal abortion services, at the beginning of the pandemic and we added our strength to the movement of women, public prosecutors and advocates to achieve its **reopening within 48 hours.**
- We checked on the situation of public policies for contraception during the pandemic alongside The Intercept Brasil and Gênero e Número organization, exposing the lack of resources and difficulty in receiving care. We also cross-checked the legal abortion services amidst the public health crisis, exposing that only 55% of them were still providing care in the country. **These two investigative reports reached the National Congress and served as the basis for congresswomen to demand not only a statement but also action by the Ministry of Health.**
- By creating the Map of Police Departments for the Violence Against Women and contributing to the updated Map of Legal Abortion, **thousands of Brazilian women could seek the necessary services to guarantee their rights.**

## Impact

Based on sexual and reproductive rights reports, more than 200 women sought us by email

“

*I survived a rape last year and sought justice the following day to open an investigation and arrest the criminal who did it. The crime happened on the couch in his apartment while I was asleep. (...) There is no money in the world that can repair the past and the damage caused. Still, I felt that I should move on. Some sort of justice must be done. And that's when I realized that I would let the judge (hopefully a female judge, if I am lucky) decide on the financial compensation due. And I will donate all of it to you. I still don't know how long this will take. My lawyers joined the process yesterday. I decided to share all this with you because I wanted you to know that your work is the reason why I didn't give up.”*

”

## With women in the pandemic

Our reports were essential to understand the condition of women in times of pandemic, social isolation and forced coexistence. This year, we were side by side, even at a distance, covering stories on violence in the pandemic, alongside amazing partners and home initiatives.

- We worked to cover the coronavirus pandemic in partnership with Gênero e Número organization, Data Labe and Énois, to monitor the effects of pandemic on people's lives with a view that encompasses gender, race and territories;
- We covered extensively and pressured against closing the legal abortion services provided at the Pérola Byington Hospital. The service was reopened within a few days;
- We covered femicide and violence against women during the pandemic alongside six other independent vehicles such as Amazônia Real, #Colabora and Catarinas.

# Journalism

AZMina revista

## Repercussion

On Google News, we had over 2,000 mentions among press vehicles in 2020. Some of the highlights:



The screenshot shows the Marie Claire website interface. At the top, there is a navigation bar with a hamburger menu icon on the left, the brand name 'marie claire' in the center, and a search icon on the right. Below the navigation bar, there is a teal-colored category tag that reads 'MULHERES DO MUNDO'. The main headline of the article is 'Como a justiça brasileira compreende consentimento em caso de violência sexual'. Below the headline, there is a quote: '“Consentimento ainda é um conceito pouco trabalhado pela justiça brasileira, pois carrega-se uma herança de quando os crimes de violência sexual eram crimes contra os costumes”, explica advogada à Marie Claire'.

[Marie Claire](#)



The screenshot shows the Último Segundo website interface. At the top, there is a navigation bar with a hamburger menu icon on the left, the logo 'Último Segundo' in the center, and a search icon on the right. Below the navigation bar, there is a small text 'eleições 2020'. The main headline of the article is 'Candidatas negras são principal alvo da violência política nas redes sociais'. Below the headline, there is a sub-headline: 'Violência política de gênero se intensifica na direção de mulheres candidatas a prefeituras e câmaras municipais de todo o país'.

[Último Segundo](#)



The screenshot shows the Band / Jornal Metro website interface. At the top, there is a navigation bar with the Band logo on the left, and the text 'ASSISTA E OUÇA AO VIVO VÍDEOS NOTÍCIAS' on the right. Below the navigation bar, there is a red-colored category tag that reads 'Notícias'. The main headline of the article is 'Só 7% das cidades brasileiras têm uma delegacia da mulher'. Below the headline, there is a sub-headline: 'Do Metro Jornal 24/11/2020 - 18:08 - Atualizado em 24/11/2020 - 18:15'.

[Band / Jornal Metro](#)



# Journalism

AZMina revista

## Journalism grants

We published in 2020 the winner stories from 2019 investigative journalism grants.



AZMina revista

reportagens violência contra mulher

### “Pra gente não funciona”: Mulheres indígenas e a Lei Maria da Penha

Longas distâncias e idioma dificultam acesso à denúncia e direitos entre mulheres indígenas

This screenshot shows the top portion of a web article. It features the AZMina logo, a navigation menu icon, and a header image of a woman in front of a thatched roof. Below the image are two red tags: 'reportagens' and 'violência contra mulher'. The main title is in white text on a blue background, and the subtitle is in black text on a white background.



AZMina revista

reportagens violência contra mulher

### Marias em fuga

Nas rotas de migração pelo Brasil a fora, uma constante chama atenção: nordestinas partindo para escapar da violência doméstica e familiar.

This screenshot shows the top portion of another web article. It features the AZMina logo, a navigation menu icon, and a header image of three women. Below the image are two red tags: 'reportagens' and 'violência contra mulher'. The main title is in white text on a blue background, and the subtitle is in black text on a white background.



AZMina revista

reportagens violência contra mulher

### Violência contra a mulher ultrapassa até muros das prisões

Muros são incapazes de conter agressões, que muitas vezes terminam em feminicídio. Com medo, mulheres sofrem caladas a violência doméstica que não está nas estatísticas

This screenshot shows the top portion of a third web article. It features the AZMina logo, a navigation menu icon, and a header image of a blue gate in a concrete wall. Below the image are two red tags: 'reportagens' and 'violência contra mulher'. The main title is in white text on a blue background, and the subtitle is in black text on a white background.

■ Journalism ■

AZM<sup>revista</sup>  
Mina

## Special coverage for COVID-19

We collaborated in covering the coronavirus pandemic alongside Gênero e Número organization, Data Labe and ÉNois to monitor the pandemic effects on people's lives with a perspective that encompasses gender, race and territories.

AZM<sup>revista</sup>  
Mina

data\_labe

ÉNOIS

G<sup>n</sup>

**COVID-19**

COBERTURA  
ESPECIAL



# Technology and data

In 2020, we consolidated important projects to gather public data and to develop technology linked to journalism focused on fighting for equality

- 
- Elas no Congresso (Women in Congress)
  - MonitorA
  - Map of Police Departments for the Violence Against Women
  - App PenhaS
  - Maia - My Artificial Intelligence Friend
  - One Virus and Two wars - Monitoring femicide
- 

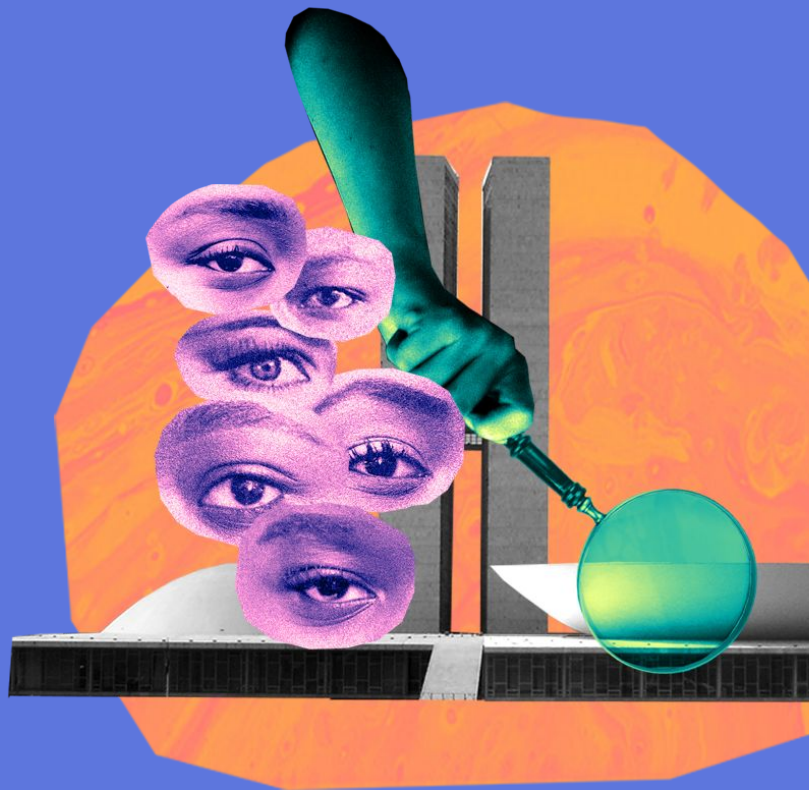


## Technology and data

# ELAS NO CONGRESSO

Launched in June 2020, it is a **platform for monitoring women's rights in the legislative branch** composed of:

- Twitter bot
- ranking Congress members and senators who have acted positively and negatively regarding women's issues
- weekly newsletter with everything that happened in the Congress, behind the scenes, interviews and exclusive analyses.



## Technology and data

**ELAS**  
NO CONGRESSO

### Partnerships

We invite **17 feminist organizations** to evaluate **543 bills** impacting women's rights. Based on the evaluations, we created a method to rank Congress members – from the most to the least friendly to women's rights. The platform has the support of the Google News Initiative (GNI).

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• Instituto Maria da Penha • Instituto Patrícia Galvão • Themis • Artigo 19 •  
Brazilian Observatory of Obstetric Violence in Brazil • Feminist Network of  
Legal Professionals deFEMde • Collective group Mana a Mana • Anis • Ecos •  
Empodera • Feminist Organization Sempre Viva (SOF) • Sexuality Policy Watch  
(SPW) • CFEMEA • Gender and Politics Study Group (Gepô-USP) • LabCidade  
(USP) • Mulheres Negras Decidem (Black Women Decide) • Cepia

**594**

Congress members  
ranked

**543**

bills  
evaluated

**17**

feminist  
organizations  
working together

**12**

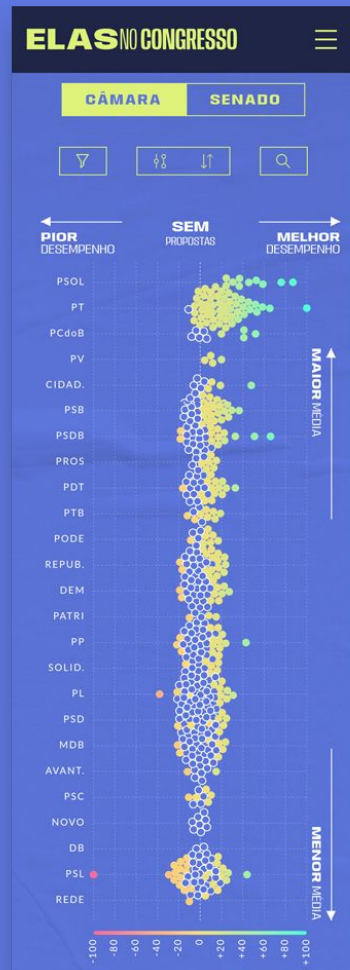
Special  
coverage  
stories  
published

**24**

weekly  
newsletters  
produced

## History and data visualization

- Partnerships with NGOs and institutes that rank the bills
- Historical data analysis to map the behavior of each Congress member on gender issues
- Interactive ranking shows the position of Congress members and senators who create bills related to gender issues



## Real time monitoring and open data

- On [Twitter](#), our bot monitors bills that affect women's lives in the Congress
- On [Github](#), open source to inspire other robots



# Technology and data

# ELAS NO CONGRESSO

## Repercussion

Our ranking reached the Congress and both good and poorly positioned members reacted to it





## Recognition

Elas no Congresso won in the Innovation category of the Claudio Weber Abramo Award for Data Journalism 2020, the country's most important award in the field. The jury highlighted the open methodology and potential for replicability of the project. The project was also nominated for the Gabriel García Márquez Award for Journalism 2020, in the Innovation category. In the design field, Elas no Congresso received the Brazilian Design Award, the Bornancini Award, and was selected for exhibition at the 7th Ibero American Biennial of Design, in Madrid.



bid  
20

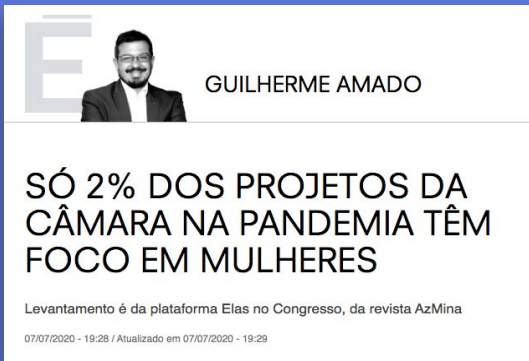
7ª bienal  
iberoamericana  
de diseño

## Technology and data

**ELAS**  
NO CONGRESSO

### Press

From launching the Twitter bot and the interactive ranking, without forgetting to highlight the special content, the data from Elas no Congresso guided Brazilian press on how women's rights were tackled in the legislative branch. Our surveys on topics such as the pandemic, sexual and reproductive rights and how Congress members were acting in response to the national news were topics discussed by many media vehicles such as Época, UOL, Marie Claire, Portal Imprensa, among others.



É  
GUILHERME AMADO

### SÓ 2% DOS PROJETOS DA CÂMARA NA PANDEMIA TÊM FOCO EM MULHERES

Levantamento é da plataforma Elas no Congresso, da revista AzMina

07/07/2020 - 19:28 / Atualizado em 07/07/2020 - 19:29

[Época](#)



UNIVERSA

TRANSFORMA INSPIRA PAUSA HORÓSCOPO NEWSLETTERS

### DIREITOS DA MULHER

1 a cada 4 projetos sobre direito das mulheres no Congresso é desfavorável

[Universa](#)



Portal IMPRENSA  
JORNALISMO E COMUNICAÇÃO NA WEB

### Portal Elas no Congresso cria ranking de atuação dos políticos em relação aos direitos das mulheres

Kassia Nobre | 17/06/2020 12:01

[Portal Imprensa](#)

## Technology and data

# monitorA

Observatory for political violence against female candidates on social media

Along with InternetLab and in partnership with Update Institute, MonitorA is an observatory of political violence against women on social media. During the 2020 municipal elections, MonitorA captured hundreds of thousands of publications on major social media, heard female candidates, specialists, and created national and local content that exposed the attacks that female candidates suffered during the campaign.



AZMina

INSTITUTO UPDATE

INTERNETLAB  
pesquisa em direito e tecnologia

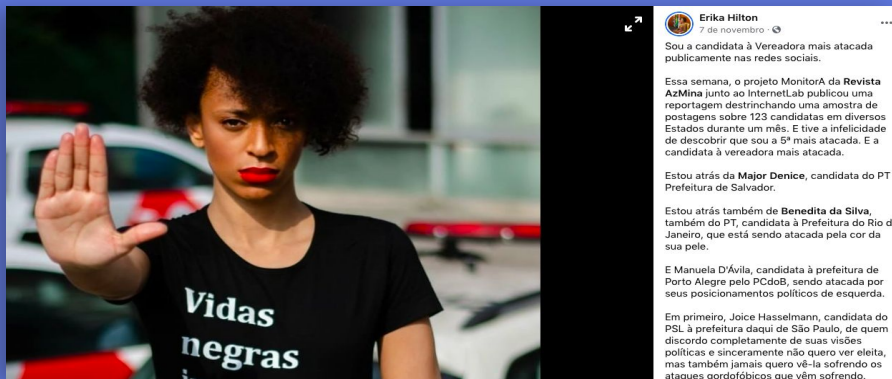
VOLT

# Technology and data

monitorA

## Repercussion

Female candidates used MonitorA to fight against violence



Erika Hilton reported violence in social networks



Manuela D'Ávila used MonitorA data in a debate



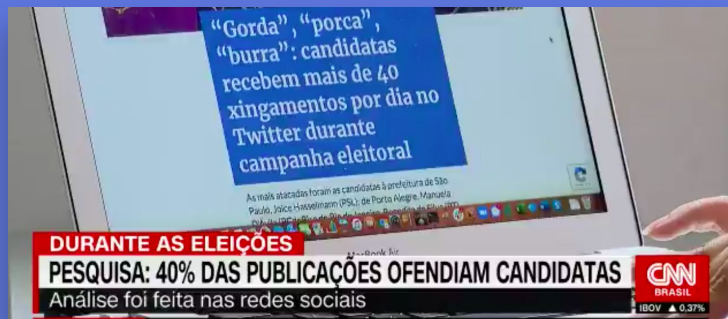
Joice Hasselmann talked to MonitorA about the attacks she suffered

# Technology and data

MonitorA

## Press

Through a comprehensive communication and marketing plan and partnerships with local and independent media, we impacted Brazilians from all over the country



CNN Brasil



Carta Capital



Galileu



Rádio CBN

## Partnerships

To focus on a national problem but have its territorial nuances, we partnered with local vehicles to understand the realities of female candidates from five Brazilian states.



## Technology and data



# MAPA DAS DELEGACIAS DA MULHER

Based on an extensive survey with public agencies and information checking with each specialized police department in the country, the tool helps to find the nearest specialized police department (or specialized station within common police departments) addresses, and open hours.

With this, AzMina exposed that, in a country with continental dimensions, there are only 400 specialized police departments - approximately one per 275,000 Brazilian women.

The project was supported by Instituto Galo da Manhã.



# Technology and data



## Press

The single survey that united the exposure in failures in direct support services to women has been republished by many other media vehicles all over the country, such as TV Globo, Estadão, UOL, among others.

The screenshot shows a video player interface for a Globoplay video. The video title is "Apenas 7% dos municípios brasileiros têm delegacias de defesa da mulher". The video thumbnail features a map of Brazil with orange dots indicating the locations of women's defense offices. The video duration is 4 minutes and it was published on October 23, 2020.

[TV Globo / Bom Dia Brasil](#)

The screenshot shows a news article from "Do Metro Jornal". The title is "Só 7% das cidades brasileiras têm uma delegacia da mulher". The article was published on November 24, 2020, at 18:08 and was updated at 18:15 on the same day.

[Band / Jornal Metro](#)

The screenshot shows the Propmark website. The main headline is "Instituto AzMina lança Mapa das Delegacias da Mulher". Below the headline, it states that the tool is available for free on the website and the Penhas app, and is integrated with Google Maps. The article was published on October 21, 2020, at 16:21.

[Propmark](#)

The screenshot shows the Universa website. The main headline is "Pandemia amplia canais para denunciar violência doméstica e buscar ajuda". The website navigation includes "TRANSFORMA", "INSPIRA", "PAUSA", "HORÓSCOPO", "NEWSLETTERS", and "BLO".

[Universa](#)



## Technology and data

# PenhaS

PenhaS is a mobile app that creates networks against violence. Based on the pillars of **Information, Shelter and Support Request**, users can build a support network with other women, record trusted contacts in case of emergency, as well as access a map of public services helping victims of violence.

Today, we have 5,600 users in the app.



Technology  
and data

PenhaS

Increased demand

Launched in March 2019, PenhaS saw its number of users growing in 2020, especially during the first two months of the pandemic, when it recorded a 40% increase in downloads.

The app was mentioned on social media and in the press as an important resource for shelter and information for women in domestic violence situations.

In 2020, public agencies recommended PenhaS, among them, police departments in the countryside of São Paulo state, State Government of Tocantins and Casa da Mulher Brasileira (Brazilian Women's House).

In 2021, we will launch a new version of the app, with new resources.



[Portal Geledés](#)



[R7 / Agência Estado](#)



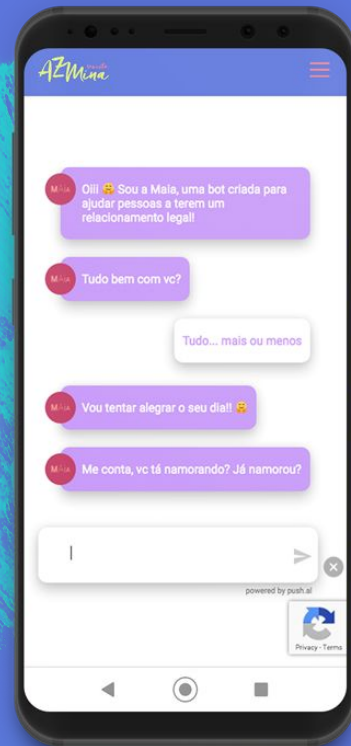
[State Government of Tocantins](#)

# Technology and data



In partnership with Microsoft and the Public Prosecution Office of São Paulo, we launched MAIA – My Artificial Intelligence Friend, which helps girls identify if they are in abusive relationships.

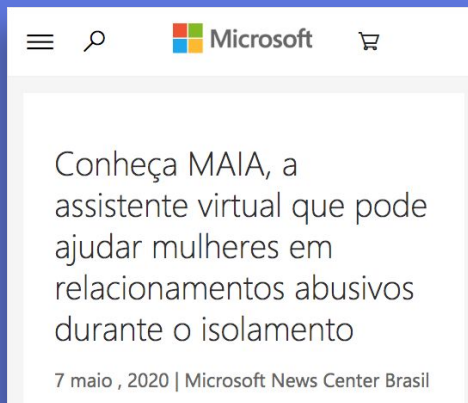
Maia talks in a friendly and educational way, aiming to point out possible paths for the users. Over a thousand women have already been reached by the robot.



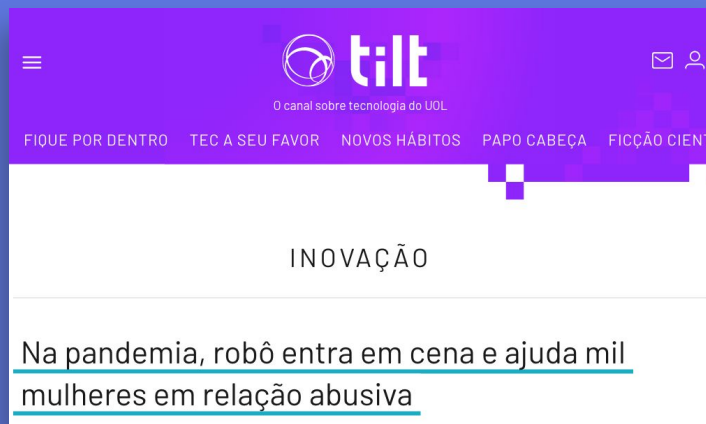
# Technology and data



## Repercussion



[Microsoft News](#)



[Tilt UOL](#)



[Catraca Livre](#)

# Technology and data

UM VÍRUS  
E DUAS  
GUERRAS

Monitoring domestic violence cases during the COVID-19 pandemic in Brazil. Data collection is carried out in partnership with independent media: Amazônia Real, Agência Eco Nordeste, #Colabora, Portal Catarinas, Marco Zero Conteúdo and Ponte Jornalismo. The objective is to bring this silent phenomenon to light, strengthening the support network and promoting the debate about the creation or maintenance of public policies to prevent gender violence in Brazil.

Due to a methodology based on national and periodic data verification (quarterly), this is the most up-to-date study we have published in Brazil.



# Technology and data

UM VÍRUS  
E DUAS  
GUERRAS

## Repercussion

The study was published in at least 61 media vehicles in the whole country



[TV Justica](#)



[SP2 -/ TV Globo](#)



[MTTV 2ª / TV Globo](#)

# Technology and data

UM VÍRUS  
E DUAS  
GUERRAS

## Repercussion

An intense marketing and press work ensured that all Brazilian media vehicles addressed the violence against women in the pandemic

UOL

TRANSFORMA INSPIRA PAUSA HORÓSC

### VIOLÊNCIA CONTRA A MULHER

Uma mulher é morta a cada nove horas durante a pandemia no Brasil

[UOL](#)

Pushnews

IG ÚLTIMO SEGUNDO

feminicídio

### Uma mulher é morta a cada 9 horas no Brasil durante a pandemia: SP e MG lideram

Pesquisa realizada em 19 estados e no DF trazem dados alarmantes sobre violência doméstica em tempos de isolamento social. Apesar dos números preocupantes, foi registrada queda de 6% nas mortes em comparação ao mesmo período de 2019

f t in w IG no Google News

Por IG Último Segundo | 08/10/2020 16:56

[Último Segundo](#)

CLAUDIA

Feminismo

### Desde o começo da pandemia, a cada 9 horas uma mulher é assassinada

Quase 500 mulheres perderam a vida em crimes de motivação de gênero, mas o número pode ser maior por conta da subnotificação

[Cláudia Magazine](#)

# Technology and data



## Impact



Our journalist Jamile Santana received the Neusa Maria Award for Journalism, from the Alma Preta (Black Soul), that awarded productions by Black reporters.

- News coverage based the text used for [Indication for Municipal Decree](#) to support women in situations of violence during the pandemic in Mogi das Cruzes (SP)
- In September 2020, the Public Safety Secretariat of Amazonas [state started to publish on its website the monthly report](#) of domestic violence cases after the monitoring requested these data.
- The study [based the text of Bill no. 027 which, after approved, became August Lilac Campaign](#) in the municipality of Pitangui (MG)



# Technology and data

UM VÍRUS  
E DUAS  
GUERRAS

## Public policies

Report One Virus, Two Wars: Solutions and Good Practices for Collecting and Disclosing Data on Violence Against Women During the Pandemic

The document offers **solutions** to public safety agencies, seeking to promote data transparency on domestic violence and femicide in the country.



# Technology and data

## New website

We rebuilt our website to avoid digital attacks, increase our transparency and make access to our projects and actions easier

## Safety

Our director Helena Bertho participated in the Digital Security training program at Reporters Without Borders Berlin. Our entire team received training and participated in workshops for digital security and safe behavior for human rights defenders.

The screenshot shows the homepage of the AzMina website. The header includes the logo 'Instituto AzMina' and navigation links for 'Penhas', 'Elas no Congresso', and 'Transparência'. There are also social media icons and a search bar. The main content area features several news articles:

- Top Article:** "O coronavírus não tem nada de democrático. Ele tem 'preferências' e negros são um dos grupos preferidos". The author is Sanny Bertoldo, da Gênero e Número. The article discusses the importance of disclosing data by race/color for public policies for the Black population.
- Second Article:** "Temos que tirar lições desta crise para combater desigualdades". The author is Tatiana Roque, professora da UFRJ. The article discusses the need for basic emergency income during the COVID-19 pandemic.
- Third Article:** "Mães de recém-nascidos redobram cuidados diante da pandemia". The author is Saniara Santos e Glória Maria, da Ética. The article discusses changes in the health care routine for newborns and mothers during the pandemic.

Below the main articles is a 'DESTAQUES' (Highlights) section with three featured images and titles:

- Left Highlight:** "O coronavírus não tem nada de democrático. Ele tem 'preferências' e negros são um dos grupos preferidos". Author: Sanny Bertoldo, da Gênero e Número.
- Middle Highlight:** "Cientistas trabalham na criação de ventiladores de produção rápida para tratar coronavírus". Author: Sanny Bertoldo, da Gênero e Número.
- Right Highlight:** "Pesquisadora brasileira vai testar fármacos contra coronavírus na Itália". Author: Sanny Bertoldo, da Gênero e Número.

# Advocacy

Campaigns to raise awareness and mobilize society against sexism and violence against women

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- Fundo Vivas
  - Ela Decide (She decides) Campaign
- 



## ■ Advocacy

# FUNDO VIVAS

PELO DIREITO AO ABORTO  
LEGAL E SEGURO

In partnership with Anis - Institute for Bioethics, Human Rights and Gender, we launched Fundo Vivas: For The Right To Legal And Safe Abortion, which aims to support girls and women who suffer violence during access to the right to interrupt their pregnancy.

In Brazil, abortion is permitted by law in cases of rape, fetus anencephaly and the risk to female life. Nonetheless, girls and women face huge challenges to have this right guaranteed.

The fund was created based on the history of Tatielle, a woman who had her right violated by a priest and obtained justice 15 years later.



# Advocacy



## Repercussion

The news of the conviction of the priest responsible for violating Tatielle Gomes' rights, which guided the creation of Fundo Vivas, had a huge impact on national media, and it was published on more than 50 vehicles.

**Mônica Bergamo**  
monica.bergamo@grupofolha.com.br



### STF determina que padre pague R\$ 398 mil por ter interrompido aborto legal de uma jovem

Religioso obteve habeas corpus e impediu o procedimento quando jovem já estava no hospital



**METRÓPOLES**

MENU

BRASIL

### STF determina que padre pague R\$ 398 mil por interromper aborto legal

Religioso obteve habeas corpus e impediu procedimento quando jovem já estava no hospital; feto morreu pouco tempo após parto

DOUGLAS AMORIM  
28/09/2020 11:38. ATUALIZADO 28/09/2020 12:33

ÚLTIMAS NOTÍCIAS

CELEBRIDADES  
Em apenas 7 dias, 2021 já teve separação, cancelamento e mortes de famosos

BRASIL  
Maia sobre exigência de Bolsonaro do voto impresso: "Ataque gravíssimo ao TSE e aos juizes!"

TELEVISÃO  
Ana Maria Braga quebra o silêncio e fala sobre a substituição de Louro José

ECONOMIA



veja São Paulo

ASSINE BUSCA

CULTURA | CIDADES | COMER & BEBER | COMIDA & BEBIDA | ACHADOS ELO | COLUNISTAS

Cidades

### Padre deverá pagar 398 000 reais por impedir aborto autorizado

Decisão do Supremo Tribunal Federal (STF) foi em favor da mulher que teve o procedimento interrompido pelo religioso

Por Redação VEJA São Paulo 28 set 2020, 12h45

## ■ Advocacy

# ***Ela decide*** seu presente e seu futuro

AzMina joined the campaign Ela Decide Seu Presente e Seu Futuro (She decides Her Present and Her Future) led by UN Population Fund (UNFPA) in Brazil, to create content for websites and a social media campaign.

The proposal was to talk to girls about a healthy beginning of sexual life in a friendly way, combining the rigor of content verification based on good journalism with the fun language of social networks. **No taboos and using memes and jokes** in order to reach and connect with teenage girls.



# ■ Advocacy ■



## Social media

Publications were created mainly for social networks, in different formats and languages of each platform

The campaign posts reached 260,000 people, with over 21,000 likes and 4,000 shares.





# ■ Advocacy ■

**Eladecide**  
seu presente e seu futuro

## Impact


The campaign reached thousands of young girls and young boys who not only liked and shared the content, but also engaged with comments and narratives of personal experiences - showing the real need for this type of content in their lives.


 **mathpompeu001** Nossa tava precisando, mina que eu conheci no Tinder nunca transou. Eu conversei com ela a respeito, disse que ela podia pedir pra parar quando quiser e todo o resto... Mas ainda assim tô na dúvida se ela tá confortável, vou mostrar essa imagem pra ela

 **paodapatcha** Clássicas! Acho q já ouvi todas. Tem q transformar isso numa série. Se o tema for ciúme de namorado me chama que mando a lista. Não só das desculpas do boy mas também de pessoas próximas...

4 d 3 curtidas Responder

— Ver respostas (1)

 **olikruger** Façam uma enquete pra gente mandar mais falas

 **priscilafgs** Só tive minha primeira relação depois de me sentir segura comigo mesma e com meu parceiro. Além disso, na época, eu achei q eu já tinha responsabilidade pra encarar possíveis consequências não tão boas (acho q isso é crucial)

6 d 2 curtidas Responder



# Partnerships

We consolidated and expanded our actions and collaborations with the feminist movement, media organizations in Brazil and in the world, and fight for human rights and democracy



## ■ Partnerships

- With **Gênero e Número** organization, **Data\_lab** and **Énois**, we covered news about the pandemic focusing on gender, race, social class and territories
- Along with more than 150 organizations, we participated in the **Pact for Democracy** - the joint action platform to defend the democracy in Brazil
- With MonitorA, in partnership with **Institute Update and InternetLab**, we exposed hate speech against female candidates in the 2020 elections
- Along with other independent media, we are creating an association of Digital Journalism.
- Along with **Amazônia Real**, **Agência Eco Nordeste**, **#Colabora**, **Portal Catarinas**, **Marco Zero Conteúdo** and **Ponte Jornalismo**, we monitor violence against women during the project One Virus, Two Wars
- Along with **United Nations Population Fund (UNFPA)**, we produced content and a campaign to talk about sexual and reproductive education.
- Along with **Fondo de Acción Urgente** and **Ruda**, we covered the impact of the coronavirus on indigenous women

# Recognition

2020 was a difficult year, but we have important achievements to celebrate! Check out some of the results of our work here at AzMina:

- Carolina Oms and App PenhaS were nominated for the Women Press Trophy; our app was nominated for the Best Project on Women's Thematic award, while Carolina was nominated (and winner!) in the Entrepreneurial Journalist category.
- We were awarded the Cláudio Weber Abramo Award for Data Journalism by Elas no Congresso (Women in Congress) project, in the Innovation category.
- Our editorial director, Helena Bertho, was on the cover of Marie Claire magazine alongside courageous journalists #NoFrontDaNotícia, such as Maju Coutinho, Andréia Sadi, Natuza Nery and Vera Magalhães.



# Alone We walk well, But together We walk better

With more partners and supporters,  
we created incredible projects and  
call on even more incredible women  
to make them happen.  
Next, meet our team:



## Our new partners in 2020



**Bárbara Libório**

Journalist specialized in investigation, data and visualization by the Universidad Rey Juan Carlos and the Unidad Editorial school of journalism. She was editor of Época Magazine, Aos Fatos and Canal Meio. As a reporter, she worked at IstoÉ, Folha de S.Paulo, Exame.com and iG. She is a master's student in creative media at UFRJ and idealizer of Elas no Congresso project.



**Marília Moreira**

A journalist from the Federal University of Bahia (UFBA), she has already worked in everything in the area of communication. She wrote, presented, did voiceovers, produced scripts, elaborated marketing strategies. At AzMina, she is a reporter and coordinator of the PenhaS application. She loves beach, sun, music and could only be from Salvador.



**Verena Paranhos**

Journalist (UFBA), holding a post-graduation in Management (FGV). Along 10 years on the road, she has already worked on several fronts: newsrooms and websites, communication in the nonprofit sector and marketing in the wellness market. She is a community manager at AzMina. Another Bahian reinforcement for the team, she loves swimming before work, music and sunset.

## Our New partners In 2020



**Aymê Brito**

Aymê is 19 years old and lives in Guarulhos (SP). She is a student of Social Sciences at the University of São Paulo, a member of the Mandela Free Social Organization, teacher at the Cursinho Alternativo de Guarulhos and curator of the Ovelha Negra Brechó. She is an intern at AzMina and takes care of social networks, in her spare time, she reads tarot, cooks and is an activist.



**Mariana Borges**

A Diadema offspring, lawyer and human rights activist. She supports the Olga Benario movement. Mariana works at AzMina in management.



**Jamile Santana**

She has 11 years of experience in journalism, working in the area of Data and Transparency. She has a degree in LAI Regulations in Municipalities from the National School of Public Administration. She is also the coordinator of the program Diversity in the Editorial Staff of Énois and founder of the Panel Journalism Data.

## Former AzMina staff members



**Carolina Oms**

Journalist, co-founder of AzMina, today she is the director responsible for fundraising and strategic planning.



**Helena Bertho**

Journalist, co-founder and content director of AzMina, she takes care of campaign journalism.



**Thais Folego**

Journalist, director of operations and technology at AzMina and activist of the black and feminist movements.



**Marília Taufic**

Journalist and co-developer of PenhaS, AzMina's app to fight violence.



**Larissa Ribeiro**

Art director, co-founder of AzMina, partner of Rebimboca Studio and organizer of the Illustrating Women platform.



**Haydée Svab**

Engineer, mother, partner of ASK - Associated Researchers and technology and AzMina data consultant

## Our columnists



Amanda Célio



Bruna Escaleira



Cristiane Guterres



Flaviana Alves



Júlia de Miranda



Leandra Migotto Certeza



Luisa Toller



Melody von Erlea



Nara Menezes



Rebecca Souza



Tayná Leite



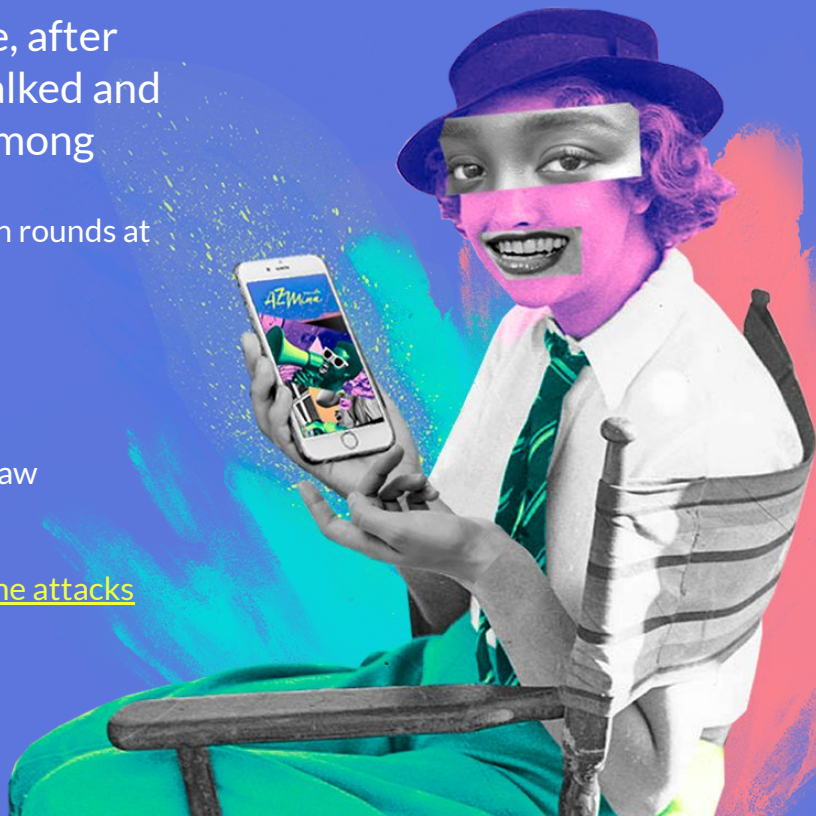
Viviana Santiago



# Where we've been

We participated in several events (mostly online, after all, there is a pandemic going on!) in which we talked and connected with hundreds of women and girls, among them:

- Festivals Nós Tantas Outras and Funk Feminismo conversation rounds at SESC in **São Paulo**
- Ebanx talk along with UN Women in **Curitiba**
- **Online** Girl Up Leadership Summit - with Michelle Obama!
- In **Colombia**, we spoke at the Online Seminar on Gender and Law Promoted by Red Alas
- Researcher Cristiane Bonfim spoke about the [judicial and online attacks](#) we suffered at the **Unesco** World Press Freedom Conference



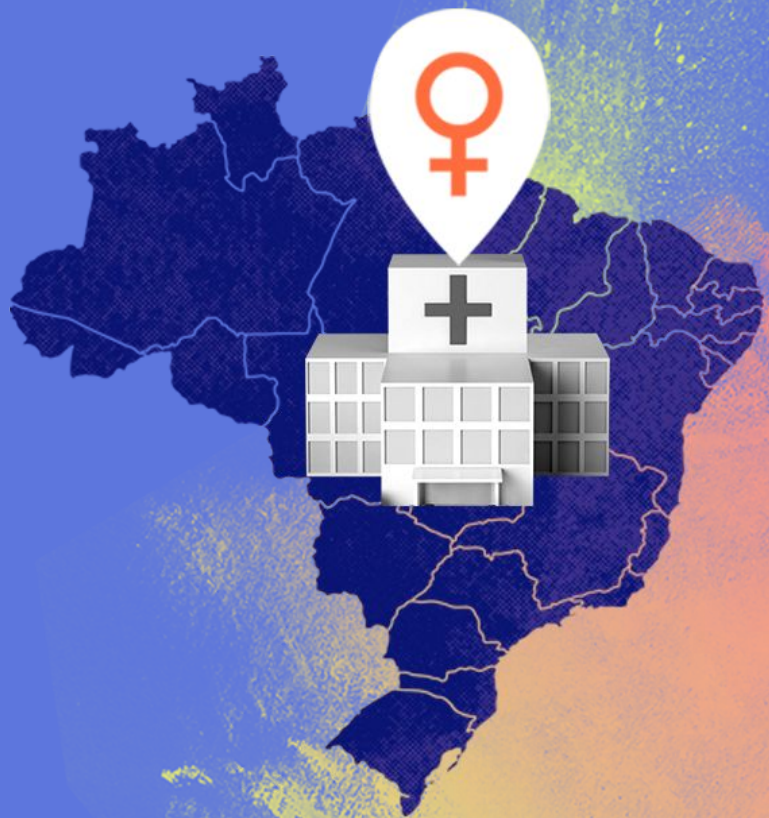
## Where we've been

Before the pandemic, we went to Haiti to denounce the government of Jair Bolsonaro for attacks on the press at the Inter-American Commission on Human Rights.

- We have integrated the survey of hospitals that perform legal abortion during the pandemic along with Artigo 19, a network of independent media to cover gender in the pandemic.
- We appeared on the cover of Marie Claire magazine, represented by our editorial director Helena Bertho.

There were more than 500 mentions of AzMina and its projects in the media, such as TV Globo, CBN and Band radios and the newspaper O Estado de S.Paulo.

Extending our reach, our stories were republished by several partner websites, newspapers and magazines. There were almost a hundred republished stories, in vehicles such as Folha de S Paulo, Uol, Marie Claire, Yahoo and many others.



# There's no democracy without feminism

Our work impacts the lives of Brazilian women and this is the main reason for our existence. Feminism is a transforming and essential force for society. Our exposures, analysis, investigations, mapping and reporting exist in the name of this **transformation** and because thousands of people have joined us to make AzMina happen. They are people who access our contents, disseminate what we produce, use our materials as tools of struggle and donate so that our work remains strong and independent

Every time a new person joins AzMina, this network expands and becomes stronger.

Come with us today to practice this combative and feminist journalism. Donate any value and support our work:

[catarse.me/azmina](https://catarse.me/azmina)



# Capacity building

We have expanded and strengthened the staff, developed management and fundraising processes, conducted consulting, mediation, design thinking sessions, integration, self-care and all the more to take more and better care of us, from AzMina, and the women who benefit from our work.

In 2020, AzMina organized, strengthened, created or expanded its areas of expertise:

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## Fundraising

By hiring of **consultancies** to boost and structure our fundraising

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## Transparency

By creating an **advisory board**, **auditing and accountability** for donors and society

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## Processes

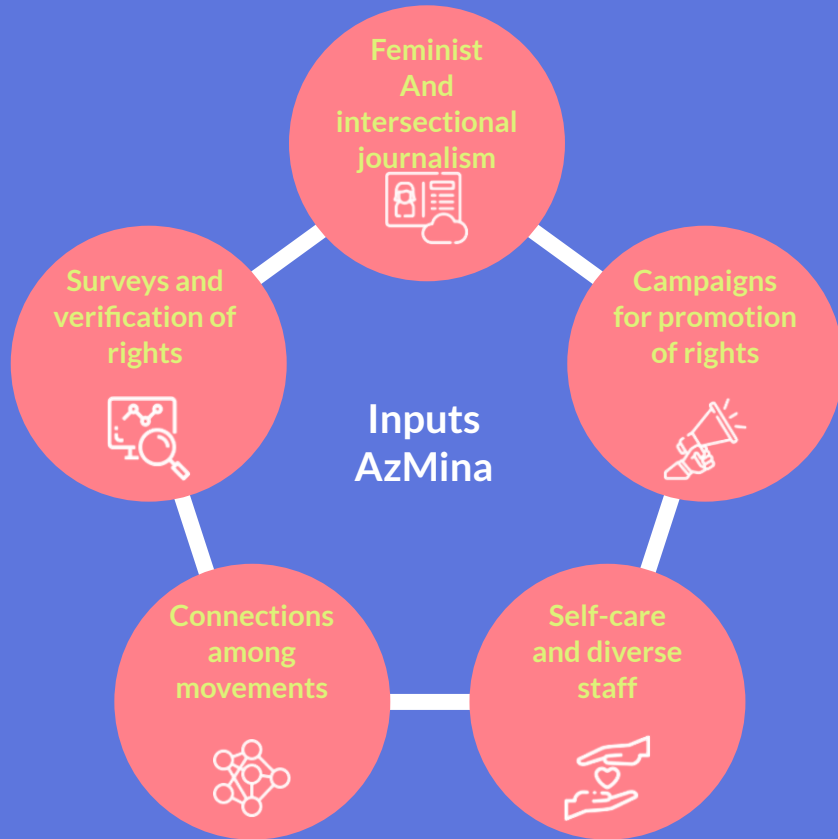
By formalizing our selection, organizational, financial and managerial processes

We also formalized our **theory of change** and did our **strategic planning** for the next 3 years!

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# ■ Theory of change



## PRIMARY RESULT

**A society informed and aware of the feminist agenda and women aware of their rights and leading roles**

To inform and convince leaders about the importance of promoting women's rights

To expand the self-knowledge and self-esteem of women

To show evidences for further changes towards gender and race equality

## SECONDARY RESULT

Policies and laws that promote and protect women are deployed

Social movements for women's rights are strengthened

Women acknowledge themselves in it and occupy more power spaces

# Transparency

AzMina is a non-profit association. All funds received through donations or services provided are reinvested in the continuity of our work to fight the various forms of violence against women

## Incomes

Fondo Acción Urgente	R\$ 5.377,00
Google News Initiative	R\$ 26.747,00
Instituto Galo da Manhã	R\$ 50.000,00
Services providers	R\$ 105.417,32
Open Society Fundation	R\$ 87.328,00
Donations from individuals	R\$ 100.663,00
Update Institute	R\$ 135.500,00
Mama Cash Foundation	R\$ 177.672,00
Fondo Mujeres del Sur	R\$ 345.553,00
Culture Incentive Laws	R\$ 420.056,00
<b>Total Incomes</b>	<b>R\$ 1.454.313,32</b>

## Expenses

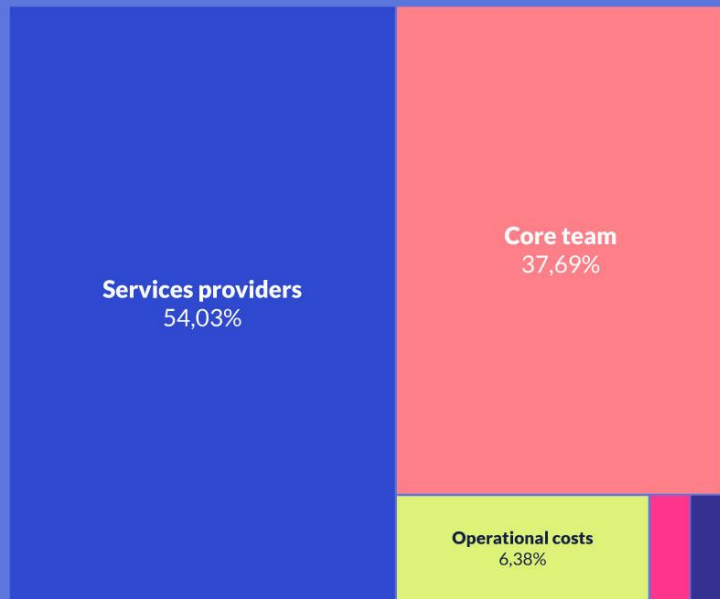
Core team	R\$ 475.150,00
Services providers	R\$ 681.246,70
Operational costs	R\$ 80.419,12
Communication	R\$ 12.874,04
Bank expenses and taxes	R\$ 11.064,12
<b>Total Expenses</b>	<b>R\$ 1.260.753,98</b>



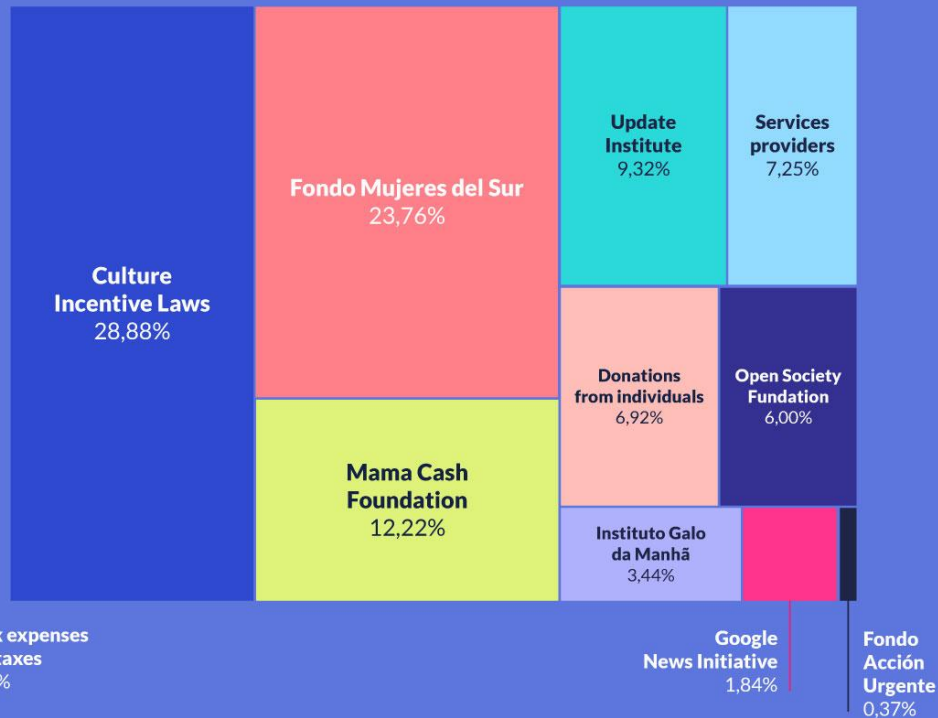
# ■ Transparency

## Budget 2020

### Expenses



### Incomes



# Thank you!

[azmina.com.br](http://azmina.com.br)

Translated by:  
Samira Spolidorio

