



Report of activities

2023

2023, getting the house in order

getting down to business

Reports on women's rights, health, violence, sexuality, data-backed investigations, newsletters, innovative technology projects, and much online noise.

This is the world made by AzMina that you will discover over the next few pages. There could be hundreds of pages to describe our 2023, but we've worked our magic to tell this story without tiring you out.

Our job is to keep a feminist institute firm and strong, with impact, raising funds to grow and fight for the future of women, girls, and LGBTQIAPN+ people. Much of it is 'invisible', but it makes us very proud.

After all, just as important as a beautiful façade for visitors is well-being for those at home. There was no shortage of hands-on work by this team divided into five states. We created processes and practices that will guarantee AzMina's sustainability for years to come. We spent hundreds of hours consulting, planning, and executing, recording and passing on knowledge. All without losing sight of the fact that we care for our own land. It wasn't easy. But we've learned a lot and we're ready for much more.

None of this would be possible without our community of readers and supporters, institutional funders - Equality Fund, MamaCash - and project funders - Catholics for the Right to Decide, Open Society Foundation, Meta, Heinrich Böll Foundation, Numun Fund. Let's go!

Bárbara Libório, Carolina Oms, and Marília Moreira

WHO WE ARE

AzMina is a non-profit organization fighting for gender equality



In 2015, we were “just” an independent digital magazine (Revista AzMina) dreaming of improving the world for women, girls, and LGBTQIAPN+ people. Today, we are a nationwide feminist institute that mobilizes civil society for democracy and gender equality with information, technology, and education. We tackle all gender-based violence from an intersectional perspective (such as race, class, sexual orientation, and identity).

**Independent,
diverse
information**

We believe that a well-informed population can name the problems in their region, strengthen their own voice, qualify the public debate, and contest spaces of power.



OUR TEAM

Staff

It's been incredible to follow AzMina's growth, and not just in numbers. Our team, which represents the heart of our struggle, is increasingly diverse and spread across Brazil.



21

people

5

states

43%

LGBTQIAPN+

67%

non-white
persons

24%

young people
(under 24)

5%

people with
disabilities



RENEWAL

Shared management

After a transition process mediated by human resources and governance specialists, Bárbara Libório and Marília Moreira took over as the organization's new directors.

Bárbara Libório Content Director

She joined 'AzMina in 2020 to run data journalism projects (Elas no Congresso and MonitorA).

Marília Moreira Director of Operations and Technology

She came almost four years ago to work on tackling gender-based violence (app and chatbot PenhaS).

Carolina Oms Institutional and Fundraising Director

She is the co-founder of AzMina and has worked as an editor, financier, and reporter, but found herself in fundraising and management.



OUR NUMBERS

Millions of **free and independent** content

Social media is our major space for engagement and connection. It's where we exchange with our community, deliver content, and discuss complex issues in a light-hearted way. But we also make noise when we need to!

We have more than 355,000 followers on social media



+ 1.5 million
views on azmina.com.br

+100
re-published
reports
by other media outlets

+100 quotes
in the press (clipping)

+ 43 k subscribers
on YouTube

+ 13 k subscribers
to the newsletters

+ 9 k hits
on LinkedIn

+ 45 k on Twitter

+ 130 k on Facebook

+ 8 k on Tik Tok

Because of our fight for abortion rights in Brazil, we are contacted daily from all over the country asking for help to terminate pregnancies. We can't take action on cases, but we respond to each individual addressing them to our content, to safe information. Also to other support organizations.

+ 484
messages

in our help email about reproductive rights

Our entire approach and language with our audience is based on **CARE** and **FEMINIST ETHICS**.



You're amazing! Amazing women, Brazil is amazing.

Vocês são incrívelleeeis!
Mulheres são incríveis, o Brasil é foda. 😊

This video made me feel safe, thank you for the content, I'm going through this and feel so alone! Your videos helped me feel less lonely through this whole thing.

Esse vídeo me acolheu, obrigada pelo conteúdo, estou passando por esse processo e me sinto muito sozinha! Os vídeos do canal me ajudam a me sentir menos solitária nesse processo

Adorei o conselho da sua mãe, Aymê! Hoje estou completando a idade dela, ainda me assusto ao ver mulheres da minha idade com filhos adultos! Agradeça, a ela, por mim, pelo conselho. Que mais mulheres pensem como ela.

Thank you all so much! You made me feel safe to have the procedure done, I'm looking for reliable people to get the medicine for me.

Muitíssimo obrigada! Vocês me trouxeram segurança pro procedimento, estou buscando pessoas confiáveis para adquirir o meu remédio

The website showed me studies that I would never find anywhere else.

Mas a página me trouxe estudos que eu jamais acharia em outro canto

I loved your mother's advice, Aymê! I'm turning her age today and still frightens me to see women my age with grown-up children! Please thank her on my behalf for the advice. I wish that more women see it like her.



What's new!

Innovation is in AzMina's DNA, which involves new ways of tackling gender-based violence, building networks, and using technology to boost our actions.

WHAT'S NEW!

We talked a lot about
abortion last year
and we'll keep on *hablando*!

abortonobrasil.info

We launched the only platform gathering
data and research on abortion in Brazil

As discussions on the decriminalization of abortion progress in the Supreme Court (STF), AzMina has taken part in a working group on reproductive rights bringing together more than a hundred organizations.

Our platform offers:

A didactic and automatically
updated data panel on abortion in
Brazil.

Broadening the impact of
justice on reproductive rights

Access to good
quality information

Monitoring bills on the
subject.

Complaints

Publishes national and regional
research reports and news
coverage

Mapping data and
places of access to
public policies

Our partners

Futuro do
cuidado

anis
Instituto de bioética

This was a challenging project: many partners, technology, and little time for execution. The platform reinforces the lessons learned for future projects.

WHAT'S NEW!

Public reaction: we got loads of praise and applause for the initiative



An important initiative by @InstitutoAzmina, which today launched a platform with data on abortion in Brazil. The site brings together the main data and information on the subject and provides other perspectives on reproductive justice”.

<https://abortonobrasil.info>

Luciana Boiteux, Rio de Janeiro councilwoman



A game changer for the availability of data/information on abortion in Brazil, thanks AzMina!”

Paula Viana, Curumim Group

+9 k followers

our reach on social media

+ 39 k viewers

reach of our platform

WHAT'S NEW!

Public reaction: we got loads of praise and applause for the initiative

“

AbortonoBrasil.Info gathers all the relevant information about abortion in a single source. The platform brings up-to-date material in an accessible and transparent way on health treatments, statistics, abortion-related contexts in the country, and much more.”

Leandro Amorim, information and data Designer

“

We really need to get the word out on all our channels and partner networks.”

**Marisa Sanematsu, Patrícia Galvão
Agency**

+ 3,74 k views
website abortonobrasil.info

+ 3.93 k
views

WHAT'S NEW!

The media saw the platform as an important innovation

AzMina Institute launches platform with data on abortion in Brazil.

FOLHA DE S.PAULO

★ ★ ★

Instituto AzMina lançará plataforma com dados sobre o aborto no Brasil

Iniciativa já identificou que, em 2022, foram realizados 156 mil procedimentos de curetagem e de aspiração manual intrauterina, ante 2.162 abortos legais

What the official data on abortion in Brazil (don't) say.



Centro Feminista de
Estudos e Assessoria

O que (não) dizem os dados oficiais sobre aborto no Brasil

O aborto é um procedimento de saúde, assim como um evento comum na trajetória reprodutiva de quem pode gestar.

Agência Patrícia Galvão

AzMina launches website gathering information on abortion in Brazil



BLOG

AZMINA LANÇA SITE QUE REÚNE TODAS AS INFORMAÇÕES SOBRE ABORTO NO BRASIL

3

reprints

9

mentions in the press

2

mentions in newsletters

4

interviews

Fio Cruz, Canal TVT, IJNET, and Senta Direito Garota podcast

WHAT'S NEW!

Where are Brazilian women in science?

Who's been talking about them?

AzMina started a newsletter focused on the scientific production of Brazilian women.



LOOK WHAT SHE'S DONE!

As a result of the Accelerating Digital Businesses program - International Center for Journalists (ICFJ) and META-, AzMina launched "Look what she's done!", a monthly newsletter about impact science by women.

#10QEF addressed abortion, a delicate topic, but one dear to the organization and to women's rights.

Open rates
29.5%

much like our older news

+ 365
subscribers
on the first month

+ 13,747
contacts
in the reader base

Our partners

ICFJ International Center
for Journalists

∞ Meta

WHAT'S NEW!

Look what she's done!

Published once a month covering the sections of:



Livrai-nos do fogo do inferno

Oiê,

Antes de tudo, a equipe AzMina deseja um 2024 incrível, cheio de aventura e energia pra transformar o mundo em um lugar que a gente queira viver e deixar para as futuras gerações. Por isso mesmo, resolvemos abrir o ano da **Olha o que ela fez!** falando de mudanças climáticas. É uma escolha arriscada, já que nossa audiência ainda não se empolga muito com a pauta ambiental, mas não temos tempo a perder.

O verão chegou há apenas 20 dias e estamos, em termos práticos e pouco românticos, passando mal de calor. Em algumas partes do Brasil, rola a piada de que só há duas estações: verão e inferno. E você já sabe em qual estamos, né?

Brincadeiras à parte, há evidências sólidas de que as pessoas estão adoecendo e morrendo, direta e indiretamente, de calor. Os eventos climáticos extremos são mais uma realidade que exacerba nossa sociedade desigual, reforçando [padrões de racismo](#), violência de gênero, acesso a direitos, e por aí vai.

Nossa curadoria de hoje passeia por todas essas pautas, e vem acompanhada do perfil da pesquisadora Ana Sanches Baptista, mulher negra de origem periférica, Intelectual-Ativista, atuante em movimento negro e ambientalista. [Ela](#) pesquisa ecologismos negros, justiça e racismo ambiental.

Ainda nessa edição, temos uma estreia: a seção *A ciência se enganou*. Lembraremos de afirmações revistas pelo campo científico, tanto por avanços no conhecimento, quanto falhas reconhecidas. A proposta é mostrar que

Curation: impact research - articles, dissertations, and theses

Profile of a leading scientist in the field

Toolbox: non-academic texts, books, reports, platforms, applications, scripts, among other tools that can be useful to researchers

Comic book: signed by visual artist Kath Xapi Puri



#2 OOQEF | Inteligência artificial

- IAs aprendem como as crianças?

Lucia Santaella e Anderson Röhe esmiuçam a categoria da inteligência artificial generativa na produção de textos e criação de imagens. [A dupla testa ferramentas como ChatGPT e Mid Journey e avalia a confiabilidade e satisfação dos resultados.](#)

Leia o artigo de Lucia Santaella e Anderson Röhe, publicado em 2023 na revista *Aurora: Revista de Arte, Mídia e Política*.

- Arte e tecnologia



WHAT'S NEW!

AzMina and AI

Since 2015, AzMina has been using technology and information to combat gender inequality. Our team taps into the potential of Artificial Intelligence (AI)-based tools to optimize internal processes and improve the production of content.

AzMina is aware of the responsibilities and structural limitations associated with the use of AI, and we follow closely how technologies have impacts, both positive and negative, on the lives of women, black people, and LGBTQIAPN+.

We want to share the use of artificial intelligence on AzMina with our readers and audience in a transparent way.

Our **Artificial Intelligence Use Policy** addresses the following guidelines:

- Use of Artificial Intelligence in textual content and information dissemination
- Using artificial intelligence to create multimedia content
- Use of AI in automation



Social impact journalism that evolves and transforms

Data Journalism

Journalism and Audiovisual

Technology

AzMina is everywhere. On and off the web, we talk about science, reproductive rights, politics, and tackling gender-based violence.

ELAS NO CONGRESSO

Our Twitter bot was a drag. After three years, we lost the bot that shared real-time updates on bills that change the lives of women, girls, and LGBTQIAPN+ people.



Together with technology partners, we have created a new methodology for collecting and analyzing bills, which has allowed us to keep up with the Elas no Congresso newsletter. Soon, data on the processing of federal bills will be available in a free and open spreadsheet.

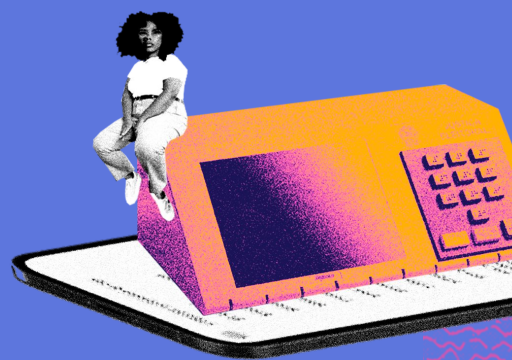


Artificial Intelligence can (and should) be feminist. AzMina is breaking new ground in Artificial Intelligence (AI) and creating an innovative tool for Elas no Congresso.



DATA JOURNALISM

MonitorA



Online observatory of political violence against women candidates, a partnership formed by AzMina, InternetLab, and Núcleo Jornalismo.

In partnership with InternetLab and Núcleo Jornalismo, we held the **launch event for MonitorA 2022**. Around 100 people took part in discussions on three panels:

1. Challenges in moderating politically violent content.
2. A look at Latin American Feminism and the changing view of gender violence.
3. Launch of the report and debate with the public and private sectors and civil society.

MonitorA in Brasília! We delivered the printed report to the Ministry of Women, the Ministry of Racial Equality, the TSE (minister Maria Claudia Bucchianeri), the Chamber of Deputies (women's group, Erika Hilton and Luisa Canziani), the Digital Policies Secretariat, and other public bodies.

We also shared the results with the Interministerial Working Group to Combat Political Violence Against Women at the Ministry of Women's Affairs and with digital platforms (Meta, TikTok, Twitter, and Google).

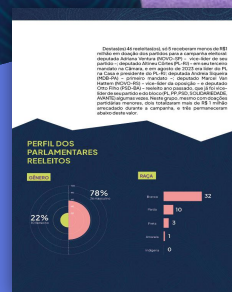


Beyond the house

Gender and race in the national congress



We delivered the “Além do Plenário” (Beyond the House) survey, a partnership between AzMina and the “Mulheres Negras Decidem” (Black Women Decide) movement, mapping trends in gender and race in the newly-elected Congress. Based on the survey, systematization of information, and report, we found great inequalities and little change in the profiles of Congress, despite the increase in women and non-white people.



82% of the lower house
are men

72.12% are white

20.86% are brown

5.26% are black

Only **17.73% of the representatives**
are women

+ 25 third-sector organizations
in the workshops introduced the survey and provided debate and discussions for further actions.

A photograph of two Black women protesting. The woman on the left is wearing a red long-sleeved shirt and has her right arm raised in a fist. She is holding a white sign with a blue female symbol and a fist inside it. The woman on the right is wearing a blue long-sleeved shirt and is shouting into a red and yellow megaphone. The background is a grid pattern with a blue and yellow color scheme.

JOURNALISM AND AUDIOVISUAL

High-impact journalism, independent and free.

We are constantly updating ourselves to create reports, investigations, trends, and special content to deliver information to thousands of people. Through journalism and audiovisual content, AzMina impacts Brazilian society and the fight for public policies and equity.

JOURNALISM AND AUDIOVISUAL

#8M

Trans Women

Our March 8th was committed to the struggle for feminism involving trans women. We reinforced the value of journalism against transphobia, aware of trans feminism and the experiences of these women.

We created a series of content in partnership with Latin American gender media, engaging columnists and recognized experts.

Volcánicas
PERIODISMO FEMINISTA LATINOAMERICANO

Reportar sin miedo

1!1

Articles

Newsletters

Columns

Social Networks

20
published reports



We suffered Transphobia



Our position at 8M came under transphobic attacks and much hate speech on social media. But we kept our heads up.

Or rather, we took advantage of the situation to gather allies and brought other Brazilian media outlets into the conversation.

Who joined us?



Our reports really hit the spot!

We tackle the new boom in hair straightening among black women and what's behind them giving up on investing in perfect curls and frizz.



We showed that Brazil is the third country with the highest incarceration rate for women, up by 500% in 20 years. Our findings show the direct impact of prison on mothers' experiences and the lives of their children.



Our partnership with "Gênero e Número" analyzed the mercury contamination of indigenous women and children in the Amazon, finding that 60% of indigenous women were contaminated in three villages in Pará.



Also international partnerships, such as the special on gender hatred in Latin America, together with feminist outlets in Colombia and Ecuador.



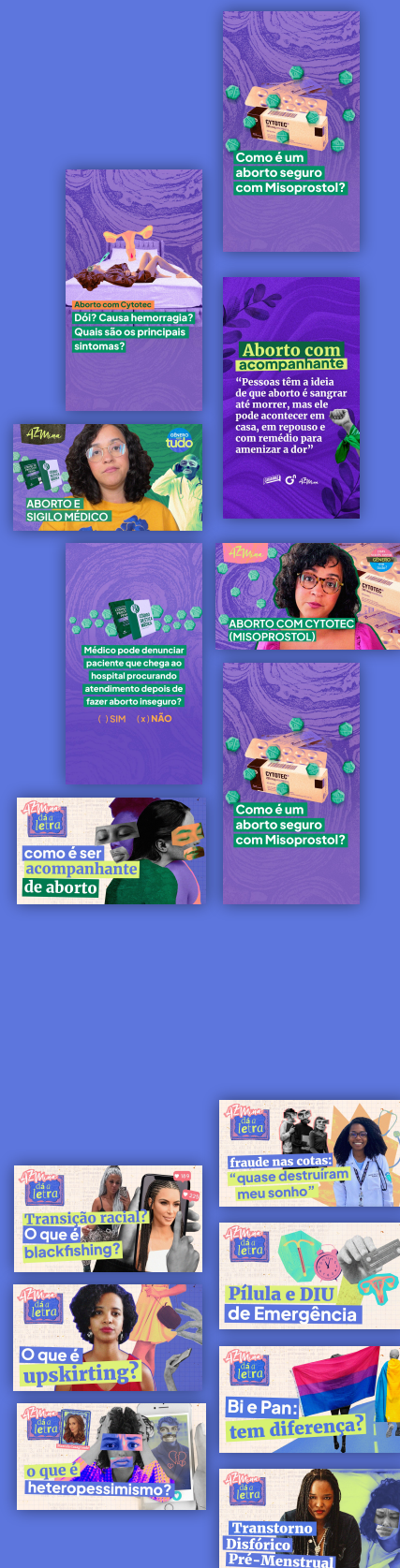
AzMina Channel

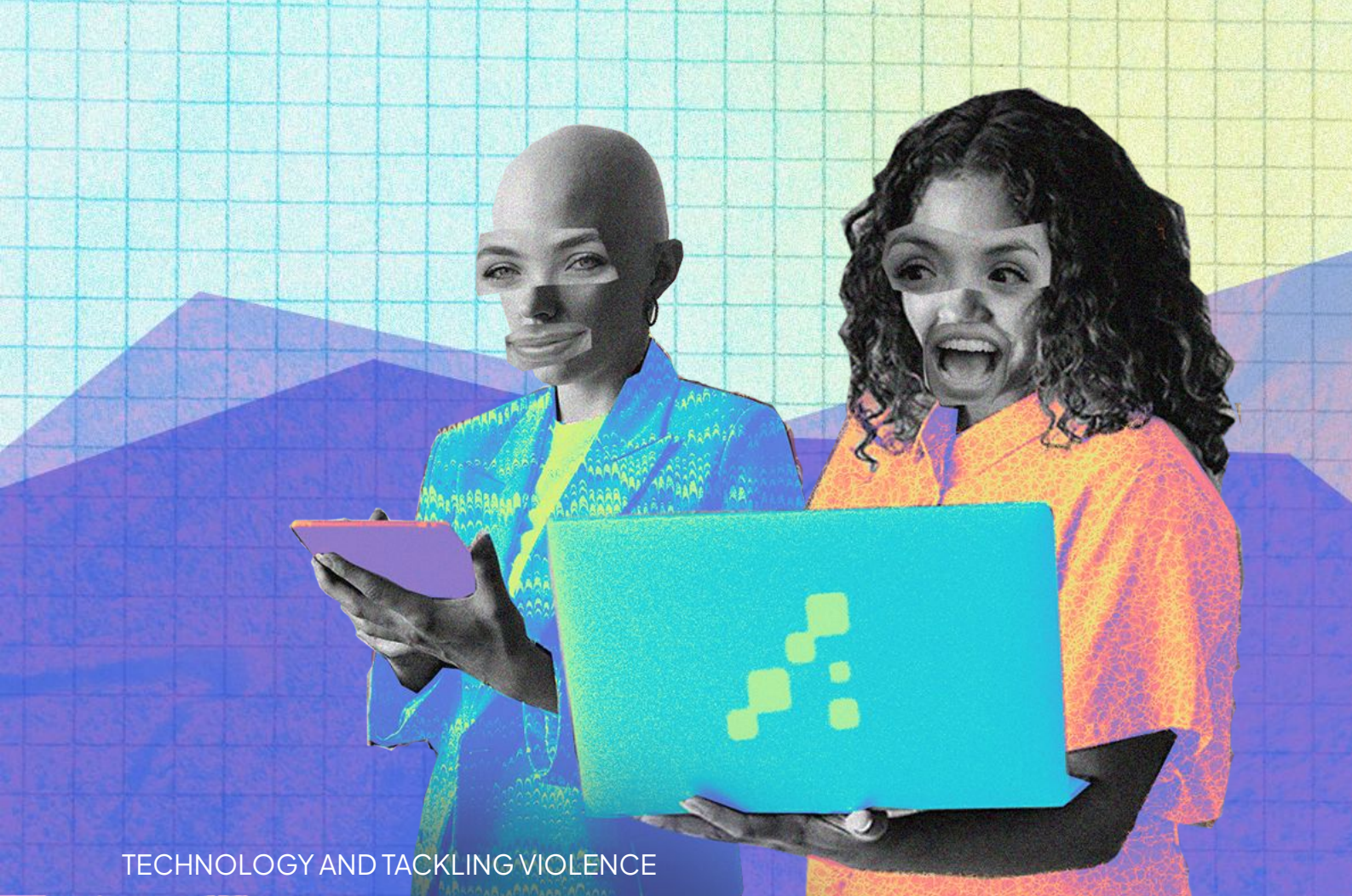
Abortion is a health issue

The discussion around abortion is key for us. The video “Abortion with Cytotec: how it works and what the myths are” has been viewed more than 225,000 times and is one of the most viewed videos on the AzMina channel. The video “What it's like to be an abortion escort” also broke new ground by portraying abortion as an everyday fact, without stigmas or myths.

Educational videos and influential guests

We upgraded our production of explanatory videos in the “AzMina dá a letra” (AzMina breaks down the truth) format, explaining gender issues using animation in just a few minutes. More than half of the videos were narrated by female communicators who are influential in their fields. Partnerships made our content more accessible and increased the reach of the content through joint promotion.





TECHNOLOGY AND TACKLING VIOLENCE

Technology

We rethink ourselves daily to create reports, investigative stories, trends, and special content to share information with thousands of women and girls. Through journalism and audiovisual content, AzMina impacts Brazilian society and the fight for public policies and equity.

TECHNOLOGY AND TACKLING VIOLENCE

PenhaS

PenhaS is an information and support network for women dealing with gender-based violence. In the app, users register reliable emergency contacts, access a map of public services, exchange experiences, and receive one-to-one assistance via chat.



We are + 13 k users on PenhaS!

+300 one-to-one consultations in 2023

DOWNLOAD NOW



TECHNOLOGY AND TACKLING VIOLENCE

Technology by and for women

Our operations and technology director, Marília Moreira, was among 16 Brazilian activists at Rise Up's first advocacy leadership training in Brazil, and is part of @RiseUpForGirl's powerful global network of activists. In the program, together with Terceiro Andar Consultoria Educacional, we have been developing the Unified Protocol for Communication and Assistance to Women Victims of Gender Violence, which will be adopted by the assistance network in the municipality of São Paulo.

AzMina was chosen by Yves Saint Laurent as a partner in Brazil for the global Abuse Is Not Love program, aimed at preventing and combating intimate partner violence. The campaign was launched on Valentine's Day in São Paulo, and through our app and online training, we talked about the nine warning signs of abusive relationships.





AzMina on
the move

AZMINA ON THE MOVE

Close-ups and rush!

Lectures, meetings, trips, and lots of
knowledge exchange

2023 brought us many milestones: the inauguration of a new president, the debate on the decriminalization of abortion in Latin America, and organizations joining forces again.

Covid-19 is no longer a global pandemic - thanks to vaccines - and face-to-face meetings are back to routine.



AzMina networks with civil society organizations, with meetings that allow us to exchange knowledge and make connections. Take a look at all the events that took place:

AzMina in Brasília

Bárbara Libório, our content director, was at the Breakfast with President Lula and First Lady Janja (and more than 40 journalists) to discuss the role of independent media in the exercise of democracy.

Women on the Move Dialogue

Verena Paranhos, AzMina's fundraising manager, took part in the Elas Fund event in March 2023, in Rio de Janeiro, with representatives from more than 200 civil society organizations.



MariaLab roundtable

Alongside 50 feminist organizations, AzMina took part in a debate with MariaLab, which brings together politics, gender, and technology to discuss the care provided to women victims of violence at Casa1.

CLACAI 2023- Panamá

Joana Suarez, journalism manager, traveled at the invitation of the Latin American Consortium against Unsafe Abortion (CLACAI). They spent three days discussing ways of accessing abortion, interacting, and placing AzMina on the international stage as a reference on the abortion issue.

Abraji 2023 Congress

Bárbara Libório, Joana Suarez, and audience manager Aymê Brito took part in this year's edition of the Congress of the Brazilian Association of Investigative Journalism, the most important professional event in the field in Brazil. During the lecture on the Trans agenda, AzMina's Trans March theme appeared as a success story.



3i Festival

Carolina Oms and Bárbara Libório returned to one of the biggest innovation and entrepreneurship festivals on the continent. Bárbara presented the *Elas no Congresso* project on a panel.

3i Nordeste Festival

Joana Suarez was at the northeastern edition of the festival in Fortaleza (CE) leading a workshop on “The new skills that every journalist needs to have”, sharing the AzMina way of doing independent and feminist journalism.

ABCR 2023 Festival

The Brazilian Association of Fundraisers resumed its face-to-face event. Verena Paranhos, fundraising and partnerships, spoke about the *#IssoTemNome* campaign to monitor gender-based political violence in the 2022 elections.



JUNTES - Coalition movement and transfeminist alliance

AzMina was a partner in this event with 70 people from 35 countries. It took place in São Paulo, organized by the leadership of the International Lesbian, Gay, Bisexual, Transgender, and Intersex Association (ILGA World). We led a workshop on our experience with **Trans March**, our celebration of these women and the attacks we faced.

III Indigenous Women's March

In September, the event of the National Articulation of Indigenous Women Warriors of Ancestry featured the theme "Women Biomes in Defense of Biodiversity through Ancestral Roots". It was covered by Kath Xapi Puri, Art Editor at d'AzMina, alongside more than 6,000 indigenous women leaders.

Women of the World Festival - WOW

One of the largest feminist festivals in the world, WOW Rio de Janeiro featured more than 200 activities and 500 guests. Carolina Oms took part in a round table discussion on communication and democracy, while Kath Xapi spoke about "Other bodies and histories in the arts".



Coda.Br 2023

Our data, networks and content teams, represented by Ana Carolina Araújo, Aymê Brito, and Bárbara Libório, participated in the 8th edition of the Brazilian Conference on Data Journalism and Digital Methods in São Paulo.

Special Prosecutor's Office for Women in Bahia

AzMina took part in the first steps of the Women's Prosecutor's Office in the state, and our journalism and data project manager, Ana Carolina Araújo, was invited to join the launch seminar. On the same day, there was a meeting of the Chamber's itinerant Women's Prosecutor's Office.



15th EFLAC - El Salvador

Bárbara Libório, content director, represented us at the Latin American and Caribbean Feminist Meeting (Eflac).



“Being with more than 1,500 women who believe that feminism will change the world was invigorating. We talked about many struggles: for sexual and reproductive rights, for a more inclusive and diverse feminism, against violence and democratic setbacks...”

The meeting takes place every three years and is a key forum for debating and forwarding the priorities of the regional movement, as well as discussing implementation and communication strategies.

AWARDS

Our impact

Women's Press Trophy

The webseries "Por elas, por nós" was awarded the 17th Women's Press Trophy in the "Journalism audiovisual program or series" category, telling the story of women who transform the lives of others. **We competed with productions from CNN Brasil, Globoplay, UOL, and were given 44% of the votes.**

Generosas 2023 Award

PenhaS was a finalist for the Generosas Award, organized by ELLAS in Latin America and the Caribbean. Our efforts to tackle gender-based violence have become a chapter in a book that will be shared with the Latin American activist community.

AMAERJ Patrícia Acioli of Human Rights Award

AzMina was a finalist in the Humanistic Practices category with the PenhaS app. There were more than 370 entries and we won an honorable mention.

Roche de Periodismo en Salud Award

AzMina received the honorable mention for Daily Coverage in the category "Challenges facing health care", thanks to our extensive coverage "For the right to safe and legal abortion".



Our impact

MonitorA impacts public policies

With MonitorA, we've been monitoring gender-based political violence for two years and our reports with analysis and suggestions often provide the basis for influencing the legislative agenda, along with that of social media platforms.

In March 2023, federal deputies from PSOL and Rede presented a bill, PL 1087/2023, to include in the Marco Civil da Internet (Civil Rights Framework for the Internet) a provision requiring digital platforms to implement internal monitoring systems for the dissemination of hate speech directed at women, black people, and LGBTQIA+ people.

The bill proposes that platforms should be responsible for implementing prevention and reporting mechanisms, as well as internal monitoring, with “no prior censorship of content”.

Knowledge production

AzMina has also broken through the barriers of the internet and reached the academic environment. This year alone, there have been around 90 academic papers published that have dealt with AzMina, either as the central object of study or as a reference and context. This sample includes articles published in periodicals, papers presented at congresses, master's dissertations, and doctoral theses.



Who makes it possible?

AzMina works to mobilize civil society with quality information, tackling taboo subjects and talking openly about the rights of women and girls, black people, LGBTQIAPN+, and indigenous peoples.

Each piece of this game is essential for this work to keep going.



Community

Partners

Funders

Engaged team

Network

All this together allows us to create projects of excellence, which reach the audience in an accessible and free way, reinforcing the fight to end the cycles of gender violence.



WHO MAKES IT POSSIBLE?

FUNDERS

In 2023, AzMina counted on institutional funding to invest in the development of the organization, the team, and our technology projects.



WHO MAKES IT POSSIBLE

Partners

In 2023, AzMina counted on institutional funding to invest in the development of the organization, the team, and our technology projects.

ASK-AR

Technology and data consulting for our projects since 2019

AppCivico

Technology development and maintenance services since 2020

Amanda Claro

Management and governance consultant in 2023

Laura Almeida

Psychologist who has been guiding our team's self-care meetings since 2021





WHO MAKES IT POSSIBLE

Strengthening our organization

2023 started off with a bang on the institutional front, bringing together directors and managers for a week-long immersion. There, we worked on institutional strategic planning until 2026, but also on strengthening ties.

It was the gateway to a year of focusing on caring for the team and the healthy growth of projects. We've done a lot and we still have a long way to go to become a truly sustainable organization.

Processes and policies

New people management policies to build, in the medium term, a solid and transparent structure of continuity, impact, and care. The management and governance consultancy was key to formalizing processes, creating tools and policies for managing the growing team.

Challenge met

Income is becoming more diversified, with less focus on inflexible funding. To meet the challenge, the fundraising and audiovisual teams delved deeper into the incentive laws. We are ready to offer audiovisual products and valuable content to brands and institutions.

Ethics of care

More than half of AzMina's team is made up of non-white women and it is our responsibility as an organization to ensure that we deepen our knowledge of the issues we work on. To make our content and actions more cohesive and aligned with the black feminist agenda, we offered the entire team training in the feminist agenda. There were 4 meetings over 4 months, where we discussed different forms of non-white feminisms, the different manifestations of violence, struggles, and the entire academic repertoire.

Support

AzMina

Eight years fighting sexism

AzMina wouldn't exist without our community. Keeping them engaged, participating and, even more so, funding our work is challenging.

2023 was difficult in this sense. We lost hundreds of recurring donors on Catarse. That's the money we have every month, which covers expenses prevented by some funding. Trying to change that, we delivered content on the networks, sent out weekly newsletters showing the importance and impact of our work and telling behind-the-scenes stories. We campaigned for AzMina's 8th anniversary, and even launched a Pix Day, which raised R\$5,000.

Despite the efforts of our small feminist army, the result was much less than expected. We only raised R\$116,000 in the membership program. We're restructuring the area and looking at strategies for 2024. But no matter what we come up with, the protagonist will be our readers, who believe in and defend AzMina and want it to stand. If you can, make a donation today. Most supporters contribute R\$20 and help us to continue delivering everything you've seen (and what didn't make this report).

fortalecendo@azmina.com.br

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