



Impact Report 2024

2024, collectivity and connections: **The heart of AzMina**

AzMina was born out of a collective force. From the desire to create an essential connection with girls and women who, at the time, had no safe spaces to talk about their experiences, saw themselves unrepresented in the hegemonic media, hardly knew what feminism was and were unaware of their rights.

We took our first steps with a crowdfunding campaign that allowed us to launch a digital magazine, showing how crucial the support of our community has always been.

Over the course of almost 10 years, AzMina has grown so much that it has crossed the boundaries of journalism: we have become an institute, increasing our capacity to produce informative content and creating projects that have already impacted hundreds of thousands of people.

Today, our team mostly comprises black women from different age groups and regions. Therefore, new accents, experiences, and perspectives have brought us here, making our projects broader and increasing our social impact. We remain attentive to our audience, or rather, to our audiences, who are as diverse as the many things that Instituto AzMina accomplishes.

In 2024, we crossed borders, learned from other organizations, and strengthened partnerships, further expanding our reach. This report celebrates the strength of these connections and the maturing of our collective journey.

Bárbara Libório and Marília Moreira

WHO'S AZMINA

AzMina is a non-profit organization fighting for gender equality

For almost a decade, AzMina has been establishing itself as a reference in the fight for gender equality in Brazil. Since 2015, we have been active as an institute and magazine, using technology, information, and education to tackle gender-based violence and guarantee the rights of girls and women across the country. Our work extends beyond one-off actions; it is strategic and collective, sustained by a vibrant network of organizations, partners, and supporters.

Every project, action, and achievement reflects the power of the connections we build with those who believe in a fairer and more dignified world. This network strengthens our ability to create scalable and sustainable solutions to the challenges we face, allowing AzMina to expand its impact and strengthen our commitment to social transformation year after year.

Independent and diverse information

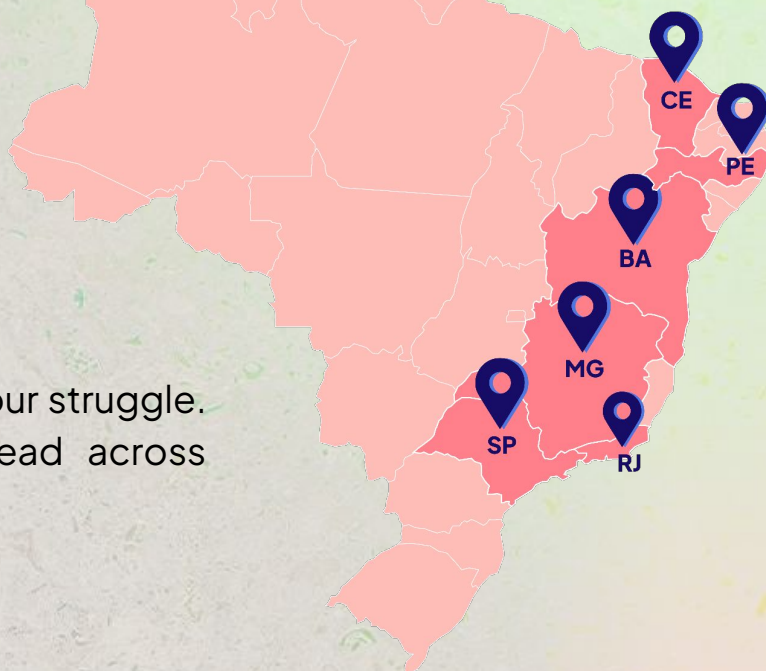
We believe a well-informed population can pinpoint problems, strengthen its voice, qualify the public debate, and dispute spaces of power.



OUR TEAM

STAFF

Our team embodies the heart of our struggle. We are 24 diverse women spread across Brazil.



24

people

6

states

39%

LGBTQIAPN+

82%

non-white
women

4%

young
(under 24)

22%

responsible for
someone's
primary care



LEADERSHIP

Shared management



Carolina Oms, Director of Fundraising and one of the founders of AzMina, led the organization for almost 10 years, helping to turn it into a reference in the development of feminist communication and technology. In December, Carol ended this cycle to pursue new projects, and we are so grateful for everything she has built and left behind. Thank you, Carol!

This significant change allowed us to design a new organizational structure for 2025, featuring a double board - and no longer a triple board - led by Bárbara Libório, Strategy Director, and Marília Moreira, Institutional Director.



Bárbara Libório
Strategic Director

Marília Moreira
Institutional Director

OUR NUMBERS

Content for millions, free and independent

Social media is our major arena 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 raise a fuss when we need to!

We have + 407 k
followers on social media



+ 2 million
views on azmina.com.br

+100 reports
reprinted
by other outlets

+200 clipping

+ 54 mil
subscribers
on YouTube

+ 13 mil
subscribers
of newsletters

+ 12 k views
on LinkedIn

+ 125 k
on Instagram

+ 45 k
on Twitter

+ 128 k
on Facebook

+ 8 k views
on TikTok

Because of our fight to broaden the right to abortion in Brazil, we are contacted daily from all over the country asking for help to terminate pregnancies.

+ 343

messages

messages in our e-mail for help with reproductive rights (apart from contacts on social networks)

The whole approach and language to our audience is guided by **FEMINIST CARE** and **ETHICS.**



Aborto
O processo físico em si

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

Só passando aqui pra falar sobre a matéria, que ficou muito boa! Participei da pesquisa e fiquei feliz com o resultado! Que possamos alcançar quem precisa!

saulo_fehciel comentou: Caraca, essa matéria é importantíssima. Vejo muitos perfis de direita e esquerda que não tem uma base informacional igual AzMina, conheci o veículo pelo curso gratuito onde a jornalista que criou Elas no Congresso apresentou no IDP sobre jornalismo de dados. 11min

Amanda
Parabéns por esse suporte lindo! Ser acompanhante é um desespero gigante e uma infinidade de medos e inseguranças... e ainda sim demonstrar força a ela

Foi um workshop muito bom mesmo e que abriu minha mente para esse tema, que às vezes parece distante, mas está mais presente em nossas vidas do que imaginamos!

Ana Paula de Andrade super importante! Pretendo acompanhar mais de perto essa regulação. Instituto AzMina já tem gente querendo mais ❤️

passando aqui pra elogiar vocês e dizer que citei o manual de segurança financeira para mulheres no meu texto mais recente no mina bem estar.
muito, muito bom!

CAMPAIGN 8M

#8M

Connections that heal, self-saving women



Our **March 8th** event centered on the fight against domestic violence, strengthening feminism's central agenda, and our non-negotiable commitment to defending women's lives and rights.

We reiterate the value of collective struggle and mutual support and promote strategies and tools, such as the **PenhaS** app, to support female victims.

Building the campaign mobilized the entire team - from the networks to the arts, from the audiovisual to the shooting - and we invited Brazilian illustrators to sign exclusive postcards honoring women who symbolize the fight against domestic violence in the country.

Throughout the campaign, we produced multiplatform content addressing gender violence from the intersectionalities of race and class, inspired by the different experiences and trajectories of the honorees.

In addition to the digital mobilization, 8M also marked the launch of the funding campaign that enabled **Conexões Penhas** to be set up.

CAMPAIGN 8M

#8M

Connections that heal, self-saving women



ARTISTS: Lana Potiguara (@lanaflowerz), Amora Moreira (@amori.nha), Juliana Gomes (@abyayalese), Nazura (@lyanzr), Thais Iroko (@princesinhaperiferica) and DAPENHA (@dapenhaaqui)



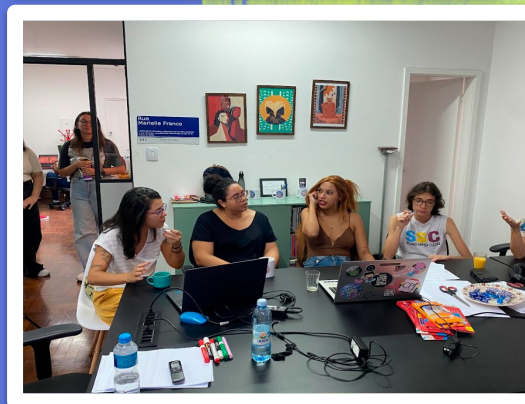
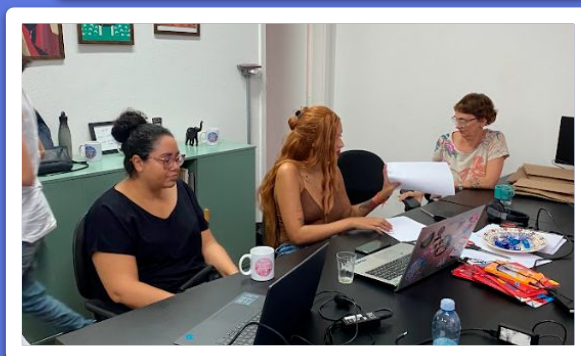
AUDIENCE SURVEY

Audience survey: Getting to know more about the other side

In June 2024, we fulfilled a long-held desire to get to know better those who follow and trust our work. For the first time, we conducted a professional audience survey with our network of readers and supporters.

1st step: **we interviewed more than 600 people** in an online survey.

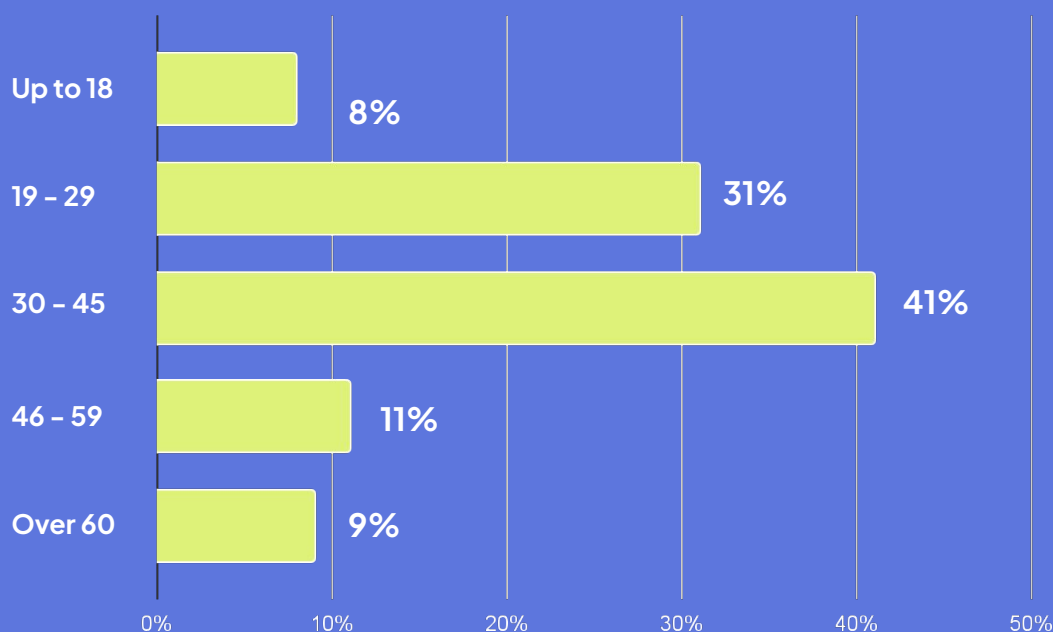
2nd step: **we invited readers to our headquarters in São Paulo** for a face-to-face workshop, and held an online meeting with people from all over the country.



8 out of 10 readers identify as feminists



We communicate with different generations



78% cis women
8% men

60% white
35% black

Our audience is spread across all regions of the country, but we want to burst more bubbles!

Despite our expansion, our public still concentrates on the Southeast (46%), followed by the South (15%), Northeast (11%), Mid-West (5%), and North (3%). Considering the different realities throughout Brazil, these data will guide us toward strategies of decentralization and diversification for the public in the future.

Why we do what we do, the way we do it.

Society has seen significant progress in many areas. However, our audience points out that society is still sexist, misogynistic, and imposes unattainable standards on women. Faced with challenges that take our breath away, we find ways of confronting, learning from, and empowering each other in the collective struggle.

“

“For me, being a woman is a path I'm discovering. I've experienced abuse, discrimination, injustice... I'm figuring out what it means to be a woman. This discovery is collective, not individual. It's in the struggle, it's in the cause. I'm trying to share this struggle with other women.”

Readers aware of social issues

Human Rights issues are the most mobilizing, followed by anti-racism and LGBTQIA issues.

“

“It's a magazine committed to women.”

We also investigated our readers' perception of our work, as well as their profile and interests.



“I like the accessible language of the magazine, which addresses important and current issues in an easy way. The design and artwork are modern and attractive. I always prioritize reading the articles, as they bring new content. As well as influencing me, I also influence my friends.”



“When I read the magazine, I feel reflective and ready to act, it awakens my engagement with the content!”



“The magazine offers well-founded information, conveying security and credibility; I feel they know the subject.”

TECHNOLOGY AND TACKLING GENDER-BASED VIOLENCE

Escape Manual is out and every step matters!



We launched the **Escape Manual**, an unprecedented tool available on the PenhaS app. We implemented it based on user feedback and demands, providing a step-by-step guide with precise and detailed instructions on how to safely escape from a threatening environment.

How does it work? By accessing the feature and interacting with an automated chat, the woman is provided with basic instructions on protection, personal safety, legal guidance, among other matters needed to break the cycle of violence. At the same time, the humanized service ensures a welcoming process and support for legal aid.

This tool is a breakthrough in the app's maturity, aligned with the actual needs of users. Since its launch, it has been a key resource for more than 1,700 women, helping them to confront situations and break cycles of violence!

“Thank you for all your support, you've given me more support than my own family! For them, I would still be here... and I can't give up now!”

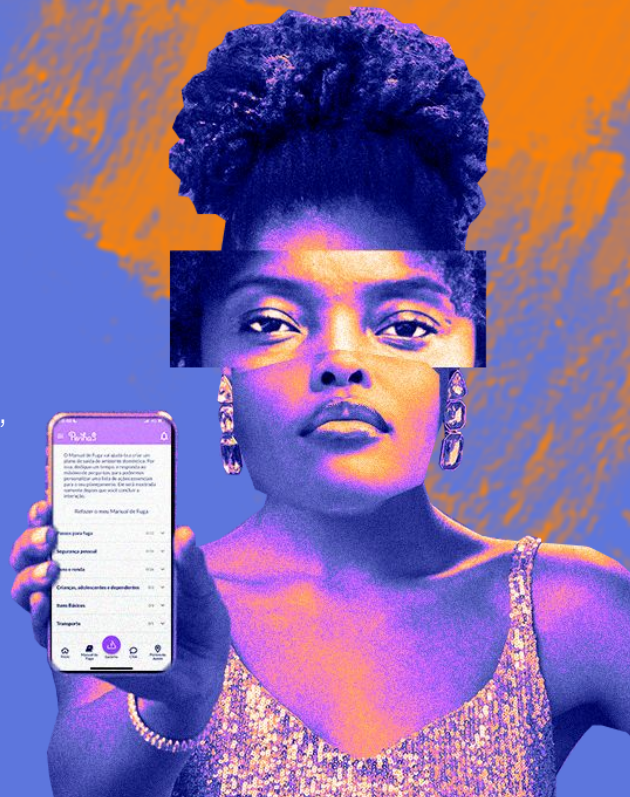
After more than 15 years in a relationship marked by physical and psychological aggression, she used the tool to organize her escape strategically. With the team's support and a well-defined plan, she successfully escaped the residence. We provided pro bono legal assistance to ensure her protection and facilitate her new start with dignity and safety.

TECHNOLOGY AND TACKLING GENDER-BASED VIOLENCE

Penhas

The launch of the **Escape Manual** dominated the news, appearing over 50 times in the press and reaching the highest-rated TV news program in the country.

48 publications
5 exclusive interviews



**We are
+ 16 k users
of Penhas!**

+300 humanized services

**+1k forms started
since the launch of the
Escape Manual**

**Covering 35%
of the cities throughout
Brazil**

DOWNLOAD



Looking to fly higher

The PenhaS team met at Fábrica Cultural in the city of Salvador to plan the future of our program to fight violence against women. During an inspiring meeting of ideation, affection, and planning, the team outlined ambitious goals and effective strategies for expanding our impact through technology and communication. Throughout the year, these plans materialized in the expansion of connections and the strengthening of dialogue with the Public Defender's Offices. We also developed the idea of a community of technologies for combating violence against women, for which we have been seeking funding.



TECHNOLOGY AND TACKLING GENDER-BASED VIOLENCE

We launched the “PenhaS Connection”

The PenhaS Connection was born out of the need to strengthen ties, expand face-to-face support networks, and reach the profiles of women most affected by gender violence, in an environment of individual sharing and collective reflection.

With the support of our network of donors, through the “Connections that heal, self-saving women” crowdfunding campaign, we held the event's debut edition in the city of Salvador, state of Bahia, in August, and months later, in November, we held another edition in the city of Guarulhos, state of São Paulo.



Partners on the journey.



NETWORKING AND ADVOCACY

Connection beyond the app

Salvador

The meeting took place at the headquarters of Odara - Black Women's Institute, during the week marking the 18th anniversary of the Maria da Penha Law. Led by a breakfast followed by a wide-ranging discussion, the event brought together a variety of women, including users of the app, professionals from the service network, researchers, students, AzMina supporters, and other civil society organizations sensitive to the issue, as well as the presence of Marizete Pires, one of the honorees of our 8M 2023 "Pretagonists" (Black Protagonists) campaign.



Guarulhos

In the second edition, we talked to young students from the Walter Fusco State School in Guarulhos (SP). With the support of Cummins, we met 52 girls to discuss gender inequality and violence. We reflected on these issues through participatory activities, paving the way for new actions to raise awareness among the boys and the entire school community.



Partners on the journey



NETWORKING AND ADVOCACY

Network connections

We are committed to collaborative relationships and advocacy actions with partner feminist organizations and public authorities.

In August 2024, the AzMina Institute delivered the **Good Practices Plan for Communication and Assistance to Women Victims of Gender Violence – PUCAM**, its first advocacy action, to the population of the city of São Paulo.



In partnership with Terceiro Andar Consultoria, the Penhas app team immersed itself in the reality of Latin America's largest city to learn about the complexity of public service care for women victims of violence. The presentation took place at the headquarters of the OAB - SP, with the presence of councillors, representatives of municipal departments, lawyers, activists, students, and those interested in the topic.



The diagnosis was put together collectively, with broad popular participation through an online survey of more than 300 users of public services and civil servants in São Paulo, plenary sessions, as well as visits to secretariats and other municipal bodies.

Candidates for the municipal government and the São Paulo City Council recognized the strength of the proposal to unite care and communication for women victims of violence by signing a term of commitment.

We're into hornets' nest!

Who runs and finances systematized anti-abortion disinformation in Brazil?

AzMina launched the investigative series **Anti-abortion Lobby in Brazil**, revealing in 7 special reports how a broad front against sexual and reproductive rights, especially abortion, has been strengthened in various decision-making spaces in the country over the last year. Parliamentary fronts, organizations of religious lawyers, and media funded by the country's wealthiest sectors have attacked and acted strategically to obstruct the right of girls, women, and pregnant women to legal abortion.



Most read article in the series:
Brasil Paralelo: who finances the production company that campaigns against abortion rights

Content to “burst the bubble”: wide repercussions of the investigation on the social networks of journalists and opinion formers from various sectors

20
reprints
in Brazilian press

Partners on the journey



REPRODUCTIVE RIGHTS

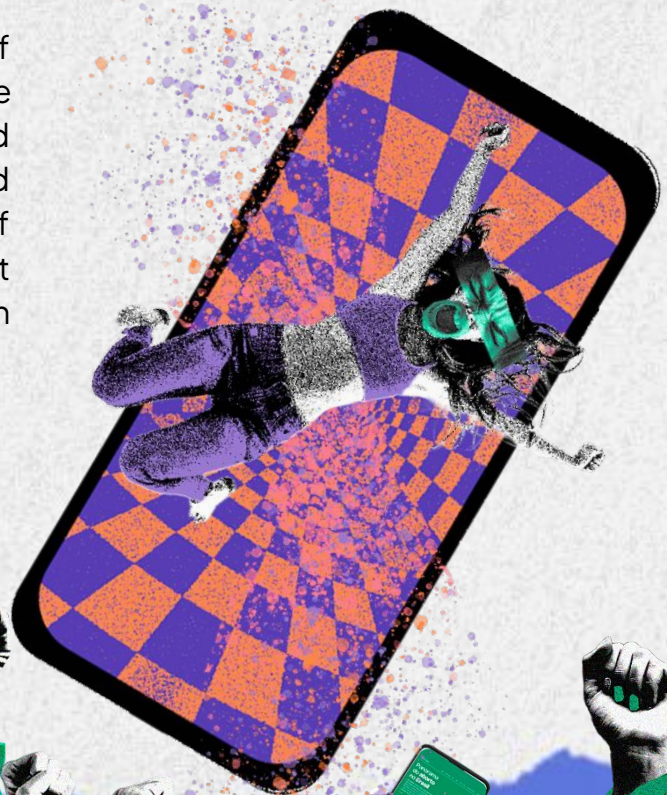


The second story in the series denounces how politicians profit from courses that spread misinformation about abortion and feminism.



Anti-abortion lobby in Brazil at the Mosca 2024 Awards: The 3rd story in the series, "Religious jurists organize in associations to restrict abortion rights", by Jane Fernandes and Joana Suarez, received an honorable mention at the 6th Livre.jor Mosca Journalism Awards.

The report definitively exposed the efforts of religious associations in the Brazilian justice system to manipulate judicial decisions based on faith. In defense of the secular and democratic state, we exposed the dynamics of mostly evangelical and Catholic entities that act to legitimize the overlapping of beliefs with the country's laws.



Partners on the journey



INTERNATIONAL
WOMEN'S MEDIA
FOUNDATION

We know what we're getting into and we protect ourselves!

Developing the special series required planning and investment in the team's security. We have therefore developed and implemented an **Online, Physical, and Legal Security Policy** to guide practices before and after covering sensitive topics, guaranteeing the privacy and integrity of the team, sources, and other collaborators.

Far beyond the “quotation marks” - Sensitive reporting and humanized coverage of abortion

Interspersed with the stories in the Anti-Abortion Lobby series, we are publishing five testimonies from women who have had abortions and wished to tell their stories. These are the so-called *Divãs* (analyst's couch), voluntary accounts of people who have terminated pregnancies in different situations and faced challenges in a country that restricts access to health and abortion, even in cases guaranteed by law.

12 weeks of uninterrupted coverage of abortion in Brazil

+76 reprints that help to break taboos when dealing with the subject

Partners on the journey





Journalism that transforms through social impact



AzMina is everywhere and in many ways. Inside and outside the networks, we talk about science, reproductive rights, politics, and confronting gender violence.

ELAS NO CONGRESSO



An IA to empower, not do replace people: In 2024, we reached a significant milestone with the improvement of the Elás no Congresso (Women in Congress) methodological model by developing and training a feminist AI. This innovative technology automates the classification and assessment of the relevance of proposals, based on the extensive data accumulated over the years and the experiences built in partnership with feminist organizations.



Shared knowledge: The AI development process also entailed the free virtual workshop “**Artificial Intelligence and Gender - exploring perspectives for building a feminist tool**”, which drew more than 240 registrations. The workshop was led by media and technology manager Ingrid Fernandes, and featured Nina da Hora, a computer scientist and anti-racist hackactivist; Joana Varón, a researcher into gender inequalities in digital technologies and director of Coding Rights; and Roberta Viola, a linguist and machine learning engineer.



Information that supports decisions and pushes for a more equitable democracy: Combined with journalistic production, our monitoring has been generating systematic coverage of issues that concern women's rights and highlighting how Congress has been laying the groundwork for setbacks in reproductive rights in recent years. Especially in an election year, the update of the ranking of Elás no Congresso (Women in Congress), which covers the new legislatures, has an impact on our audience, which seeks to understand the collective action for and against direct to help position votes.

DATA JOURNALISM

MonitorA



Observatory of online political violence against women candidates, a partnership between AzMina, InternetLab, and Núcleo Jornalismo.

In 2024, MonitorA took an innovative look at new perspectives

AI and Deep Fakes: We research how artificial intelligence tools and deep fakes complexify the dynamics of racial discrimination and misogyny.

Gender and race: Our focus is on analyzing how the narrative of gender and race is developed in the electoral campaign processes of municipal candidates (women mayors and councillors).

Gen Z and political processes: We focus on applications from people under the age of 30.



MonitorA

A year of challenges and new methodologies! In the midst of the municipal elections, our team reinvented itself to continue monitoring online political violence during the campaigns, even faced with the closure of the X network and changes that restricted access to the APIs of the main social networks that we used to monitor. In partnership with researchers, we experimented with new methodologies, focusing on the use of YouTube and Telegram to overcome data limitations.

We're in a documentary! Our policy and data team teamed up with InternetLab and VideoConsortium to develop a mini-documentary about MonitorA, directed by Michelle Chevrand and featuring Federal Representatives Érica Hilton and Benedita da Silva and the young councillor elected for next year's term in Rio de Janeiro, Joyce Trindade.

Our work creates content and impact!

The data from the 3rd edition of MonitorA revealed scenarios of misogyny, transphobia, and the scale of hate speech against female candidates both inside and outside the capitals. During the election period, we published three reports detailing the reality of persistent gender inequalities in the public arena and the hostility faced by women candidates.

“MonitorA saved my life”

Manuela D'Ávila's speech during the “Jornada de Mulheres sem Medo para Mudar o Brasil” (Journey of Women Without Fear to Change Brazil) (Brasília), on the use of data”.





JOURNALISM AND AUDIOVISUAL

Impact journalism, independent and free.

We reinvent ourselves daily to produce reports, map trends, and create innovative content, bringing information to thousands of people. Through journalism and audiovisual content, AzMina impacts Brazilian society and the fight for public policies and equity.

Our reports hit the headlines!

We are dedicated to decriminalize abortion and the promotion of reproductive justice. In addition to the Anti-Abortion Lobby series, we have exposed the cunning passage of Bill 1904/24 and its devastating implications for girls who become mothers before the age of 14. We also joined the **#criançanémãe** (**#childisnotmother**) campaign, mobilizing public opinion against the criminalization of rape victims.

We look back at **20 years of struggle for trans visibility**, showing how many rights are still denied to transgender people in Brazil. Throughout the year, we addressed issues such as menstruation, pregnancy, and abortion in the reality of transmasculine bodies, presence in sports, and the importance of these issues in political struggles.

Our coverage of **the floods in Rio Grande do Sul focused on the impacts of the climate emergency** and the negligence of public authorities on women's lives, as well as highlighting support initiatives. In partnership with Catarinas, Themis, and Lúcidas, we heard from those who lived through the tragedy, as well as journalists who followed the tragedy closely, guiding support actions and highlighting the work of women at the forefront of relief and support initiatives.

We told stories of psychologists who have been approached by **fake patients who seek care** for committing violence. Reaching beyond psychology, we reflected on the vulnerability of the care professions and received reports from other professionals who have gone through similar experiences.



Arte: Gláucia Santos

Quem acompanha AzMina sabe que a defesa da descriminalização do aborto e da justiça reprodutiva estão na **nossa pauta o ano todo** há quase uma década. É por isso que nos preocupam tanto as manobras legislativas e o lobby antiaborto que vem ganhando força em tantos espaços de decisão e políticas públicas. O caso mais recente é o **projeto de lei 1904/24**.



Arte: Raab Sugi

Janeiro é o mês mais importante da luta trans no Brasil. Desde 2004, 29 de janeiro é o Dia Nacional de Visibilidade Trans. Esse ano, mais do que nunca, essa data é um marco, porque completamos 20 anos de jornada.

Eu queria muito falar sobre potências e pautas positivas nesta coluna, mas ainda é necessário falar sobre dor, morte e violência. Afinal, como podemos celebrar a visibilidade trans se, pelo 15º ano consecutivo, somos o país que mais mata a população transgênero?



Emergência climática: como estão mulheres desabrigadas no Rio Grande do Sul

Elas cuidam de tudo, assumem a linha de frente, se preocupam com segurança, respeito, e também sofrem com o que estão vivendo.



Falsos pacientes abordam psicólogas para cometerem violências

Agressores buscam acompanhamento psicológico e fazem perguntas de cunho sexual, pedem nudes, se masturbam

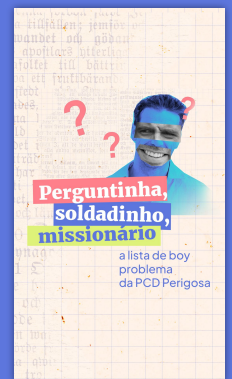
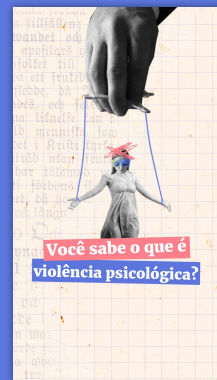
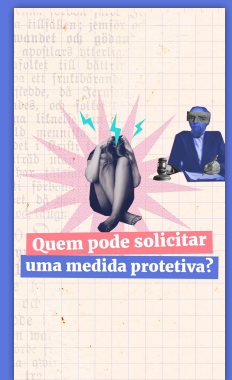
DATA JOURNALISM

AzMina Channel

In 2024, our audiovisual production focused on **gender-based violence in relationships**, producing educational videos on domestic violence, the cycle of violence, emotional dependency, abusive dynamics in digital media, and consent.

We also explored issues of behavior, sexuality and gender, with **videos based on real stories covering topics such as HIV, the "marco temporal"** (a legal thesis that defines that indigenous peoples can only occupy the lands they already occupied or disputed on October 5, 1988, the date of the promulgation of the Federal Constitution), **non-binarism, and transgenderism in childhood**. With humor, wit, and information, we question the misogyny and sexism of baby showers and trophy wives, encouraging reflections on gender inequality in everyday life.

AzMina was a partner in the **#FeminicídioZero campaign on TikTok**, promoted by the Ministry of Women, bringing educational content on statistics, forms of violence, and strategies for breaking abusive cycles, with content that reached thousands of people.





Governance that leads our impact

Transparency, responsibility,
and commitment to social
transformation.



We implemented our Supervisory and Advisory Board!

We started holding meetings of the Fiscal Council, an important step in strengthening transparency and guaranteeing solid governance. At the first meeting, the Board members highlighted our good standing with funders, as well as our structure compared to larger organizations in the third sector.

Who's in our Supervisory Board



Havanna Marques

She has been with us since the beginning, and is an economist and specialist in cultural project management. She has 16 years' experience working for The Freedom Fund in Brazil.



Ully Zizo

A former donor who was invited to join the Board. She is a black Angolese woman initiated by Nkinse Mameto Dandalunda. An economist and finance specialist, she has been working with compliance and program quality in social organizations for ten years.



Thais Folego

She was one of our founders, a journalist specializing in economic and financial information. She has worked for major economic outlets and has also worked in the management of organizations; she is currently a reporter at Capital Reset.

GOVERNANCE AND SUSTAINABILITY

We also launched the work of the d'AzMina **Advisory Board**, a collegiate body with decision-making power over the actions of the board of directors. There are five women with essential roles of strategic orientation, expertise, and leadership for the organization, contributing to the Institute's steady growth. Since 2023, we have been investing heavily in institutional strengthening for the sake of the organization's sustainability. This new body favors more robust institutional governance and strengthening the bond with the community that has supported us for almost 10 years.

Who's in our Supervisory Board



Samanta do Carmo

Journalist and philosopher. She currently focuses on editorial project management and strategic planning for journalism organizations.



Jamile Santana

Data journalist and Public Transparency activist. She is currently coordinator of the Data School.



Christiane Silva Pinto

Solution Leader at MESA, member of the São Paulo Women's Street Carnival Commission and RenovaBR advisor.



Nana Queiroz

Author of the bestsellers " Presos que Menstruam (Inmates who Menstruate)", "Eu, Travesti" (I, a Transvestite), and the recently released "Os meninos são a cura do machismo" (Boys are the cure for sexism). Creator of the #NãoMereçoSerEstuprada (I Don't Deserve to Be Raped) protest and founder of AzMina magazine.



Helena Bertho

Coordinator of the Nem Presa Nem Morta (Neither Arrested nor Dead) Campaign and the InfoAmazonia Citizen Network.

CELEBRATIONS

Congratulations, AzMina!

On our 9th anniversary, we brought together our team, readers, and supporters for a chat about feminism and literature featuring Shisleni de Oliveira, an anthropologist and translator from the Sycorax collective; Gabriela Mayer, a journalist and literary critic; and Taina Silva Santos, a historian and researcher from AfroCebap.

The conversation, mediated by our audience manager, Aymê Brito, covered the differences between feminist and women's literature, the concept of universality and the space for women in the literary market.

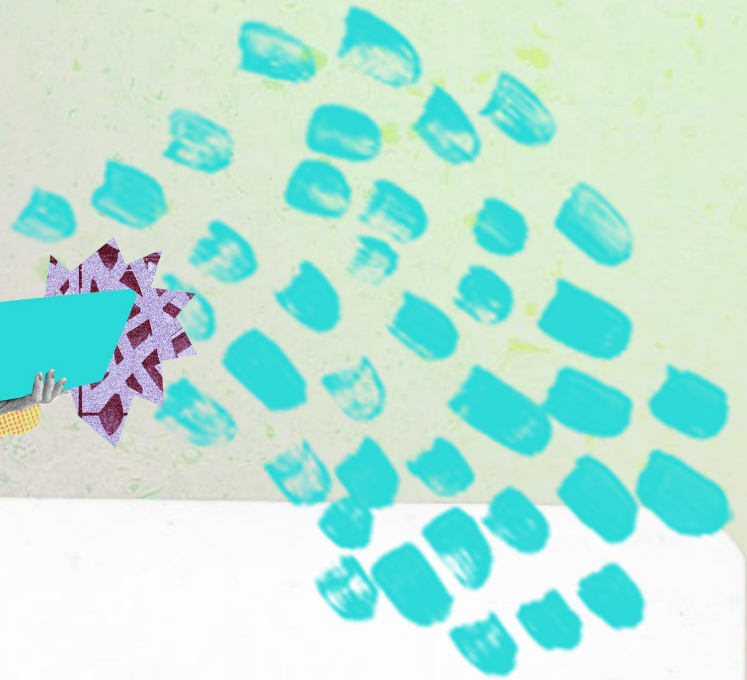
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Broadcast live on our
YouTube channel

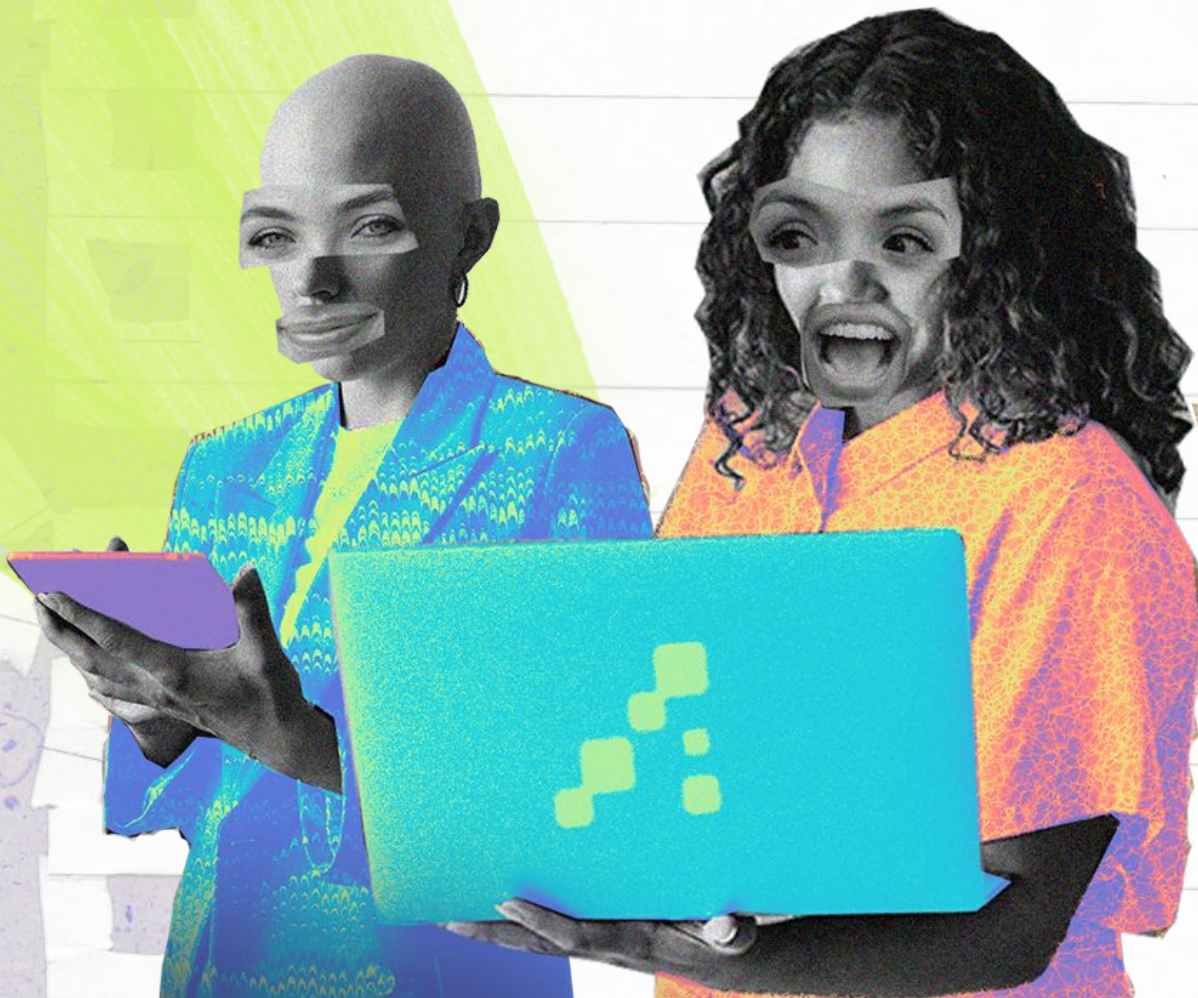


Who is there to join us?





AzMina on the move



AZMINA ON THE MOVE

AzMina works in a network with civil society organizations, which is why meetings are our driving force. Here's a look at everything that happened:

- **Todas las Mujeres que Habitan en mi** – We took our work as independent feminist journalists to this educational and reflective meeting on women's health and well-being. AzMina was there to answer the question: how can we do feminist journalism for political advocacy?
- **T20 SUMMIT** – Our director, Bárbara Libório, took part in the T20 side event entitled “Access to Data for Researchers: A Key Component for Ensuring Rights Respecting Approaches to the Regulation of Online Platforms - Challenges and Opportunities for the Global Majority”.
- **Clacai – Peru:** Towards our goal of being present at feminist events in Latin America, we attended the Latin American Conference for Legal Abortion and Against Unsafe Abortion. It was a unique opportunity to connect with those who share this commitment.
- **Festival Zarelia – Ecuador:** We were the only Brazilian media outlet at the 5th meeting of Latin American feminist journalists, the region's leading festival of journalism and communication with a gender perspective. In the capital, Bárbara Libório, our director, took part in the panel on inspiring journalism in abortion coverage, and led a workshop on journalism and activism for legal and safe abortion.
- **O Foro DemocraCIA – Argentina:** We were at the event organized by Luminare, Civic Compass, and the International Fund for Public Interest Media (IFPIM, in Spanish) in Buenos Aires to share with 20 experts, and an audience of more than 200 people from the public and private sectors, civil society, the media, and academia, about the impact of artificial intelligence (AI) on democracy, human rights, and social justice, focusing on the Latin American context.



AZMINA ON THE MOVE

- **Megáfono Medellín – Colombia:** We took part in this event which provides a key platform for discussing disinformation, new technologies, activism, and digital well-being. Bárbara Libório offered the workshop **“AI and technology biases that magnify gender-based violence”**, dealing with the impact of technologies on society and how they can amplify inequalities.
- **América Aberta 2024:** Our data, content, and design teams were at “America Aberta”, which brings together professionals from the Americas to discuss the use of open data in topics such as transparency, access to information, civic technologies, data journalism, and equity. We presented the panel “How to do automated legislative monitoring”, covering the methodology developed at Elas no Congresso, and at the Brazilian Conference on Data Journalism and Digital Methods (Coda.Br), with the panel “Data feminism”.
- **NPA (News Product Alliance) Summit – USA/Online:** We made our debut at the NPA Summit, which brought together newsroom leaders from around the world to discuss technology and trust in journalism. AzMina was invited to take part in a panel on “Fail Forward: Our mistakes in news product development”, where we shared lessons learned from managing news products.
- **15º Fórum Awid – Thailand:** AzMina was invited by Awid to take part in the “Rising Together” forum in Bangkok, alongside 4,000 feminists from six continents. Our director, Marília Moreira, and our journalism manager, Joana Suarez, were there. We participated in conversations about reproductive rights, punitivism, militarism, and conservatism, in a unique and exciting experience with leaders from more than 100 countries.



AZMINA ON THE MOVE

- **Sexual Violence Research Initiative Forum (SVRI):** AzMina, together with Mapa do Acolhimento and Serenas, went to South Africa to take part in the largest research conference on violence against women and girls. United by the same purpose of building a future without violence, we took a little of each other's work in violence prevention, shelter, strengthening public policies, and civil society. For us it was a big step to be in a key space where researchers, professionals, and activists come together to share knowledge and drive change in a safe and diverse way.
- **Web Summit Rio** – We took part in one of the biggest technology and innovation events in the world. The 2024 edition focused on Artificial Intelligence, one of our leading innovations in projects such as Elas no Congresso and MonitorA.
- **Festival 3i** – Our technology manager, Ingrid Fernandes, took part in the panel AI and Journalism: risks and potential, raising questions about big tech's data monopoly, journalists' remuneration for information collected for databases and the distribution of quality information by search engines and AIs.
- **Abraji Congress** – AzMina took part in six panel discussions on journalism, funding, social impact, data, and reproductive rights. We could talk more about programmatic coverage and the specificities of the reproductive rights agenda.
- **GIFE in Salvador – Black Philanthropy Meeting:** Our director, Marília Moreira, represented Instituto AzMina at the opening of Black Philanthropy Month 2024 in Salvador, which dealt with the capacity to learn and support black organizations, inspired by the teachings of Martin Luther King and Nêgo Bispo.



AWARDS

Such an impact

Reference in content production and tackling violence against women

Cláudio Weber Abramo Award for Data Journalism Finalists

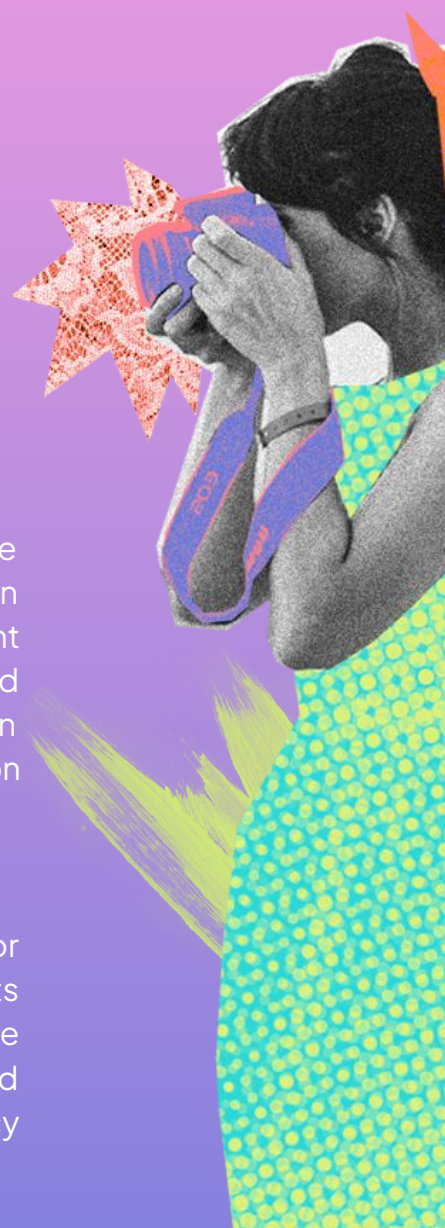
We were finalists in the Innovation category of the Cláudio Weber Abramo Data Journalism Award 2024 with the article "[Every step matters: women tell how they broke away from violent relationships](#)," written by Nathália Sousa.

Mosca Free Journalism Award 2024

We were finalists in two categories: the Rastilho Trophy - with the site [abortonobrasil.info](#), which publishes the main data on abortion in Brazil, among the four projects that disclose important information to the public and to journalism in a simple and accessible way. And in the professional category, with the article on religious lawyers who restrict abortion rights, part of the series on the [Anti-abortion Lobby in Brazil](#).

Public Engagement Indicator Program

AzMina was recognized as an outlet committed to the public for meeting the 11 indicators of excellence and transparency in its relationship with audiences defined by Projor (Institute for the Development of Journalism), an initiative aimed at evaluating and certifying news sites in Brazil based on 11 indicators of transparency and responsibility.



AWARDS

Such an impact

AzMina at the UNICAMP entrance exam

Our article “What is Dororidade?” (a feminist concept that refers to the pain (“dor”, in Portuguese) that unites black women, who face various sufferings in their trajectories), written by Glória Maria, was the subject of the Unicamp entrance exam! Question six of the second round Portuguese Language exam highlighted the relationship between racism, colonialism, and the Portuguese language - and showed the impact of our work on the public debate.

From social networks to textbooks

Our commitment to information and education is constantly transforming realities and broadening debates by reaching out to different platforms and training spaces! In 2024, our content was incorporated into high school teaching materials from major national publishers, with the article “Sou mulher, feminista e Cigana” (I am a woman, a feminist, and a Gypsy), written by Rebecca Souza, and the article “Mercúrio no sangue: mulheres indígenas contaminadas do ventre ao fim da vida” (Mercury in the blood: indigenous women contaminated from the womb to the end of life), produced in partnership with the magazine Gênero e Número. In addition, throughout the year, AzMina was cited in seven academic papers, linked to national and international universities, in research covering topics such as the feminist agenda and independent communication, digital activism, and political coverage - all of which point to the relevance of the Institute's actions in Brazil and Latin America.



Who builds AzMina?

AzMina works to **mobilize civil society** with quality information, tackling taboo subjects and openly dealing with issues that are central to the rights of **women and girls, black people, LGBTQIA, and indigenous peoples**.

AzMina's community is essential for this work to continue.

Community

Partners

Funders

Engaged team

Networking

All this enables projects that reach our audience in an accessible, free, and excellent fashion, strengthening their fight to end cycles of gender violence.



Who builds AzMina?

PenhaS App User

“Today I'm here to thank you, who directly or indirectly helped me, I find myself in a much better situation after almost a year and stronger. I've reframed my story, and I'm even helping other women [...] I just want to leave my story as a form of encouragement and to show that there is a way out, no matter what you're going through.”

Donor (Ricardo Feola)

“Over time, I've realized how important it is to have an organized channel focused on gender issues in a world that keeps hindering progress, even going backwards. It's been important for me and I want it to be important for everyone.”

News columnist (Juliana Lourenço)

AzMina is a space that I consider to be plural, welcoming and which, even though its pillar is the defense of women's rights and gender equality, in the end this range expands to the defense of human rights in general. In a world where journalism is still hetero-cis white male, AzMina makes all the difference. I'm very grateful to the whole team, especially Joana and Jane, wonderful people who honor all the struggle that AzMina has promoted since its birth.”



OUR TEAM

Funders

In 2024, AzMina relied on institutional funding to invest in the development of the organization, the team, and our technology projects.



Luminate

**ma
ma
cash**

**Equality
fund**

NUMUN FUND

OUR TEAM

Partners

AzMina focuses on working with companies, collectives, and people who share our values:

ASK-AR

Providing technology and data consultancy for our projects since 2019

AppCívico

Providing AzMina with technology development and maintenance services since 2020

Laura Almeida

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



2024: A year of challenges and collective resilience

In 2024, AzMina reasserted the strength of its community in the midst of structural challenges and attacks on the rights of women, black people, and LGBTQIAPN+.

+81 new supporters joined our community – reinforcing the relevance of our work!

We have sought new ways to engage our supporters and launched the “Connections that Heal, Self-Saving Women” campaign and two **PixDays**, which mobilized simplified and direct donations. We ended the year with **R\$89,235.92 in donations, with 166 recurring donors and 184 one-off donations.**

More than numbers: **Our community is the beating heart of AzMina.** It is thanks to our supporters that we are able to keep our work vibrant. Every donation is an act of endurance and solidarity, but we need to go further. We want to grow our supporter base, retain those who are already with us, and keep delivering impact – both in numbers and in the stories we transform together.

We are getting ready for 2025 confident that we can do more. This is the time when AzMina celebrates a decade of existence. To carry on writing this story, we need you!

If you can, make a donation today. Your gesture can ensure that we keep fighting sexism and inequality. Most of our supporters contribute R\$20, an amount that turns the impossible into reality every day. Shall we go together?



catarse.me/azmina

fortalecendo@azmina.com.br

SUPPORT US

Towards 2025 marking 10 years of confrontation and collective struggle.



A future full of presence, courage!

Thank you for joining us!

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