

# impact

## REPORT

# 10 years

A decade of  
information and  
technology for  
gender equality



2025

# TEN YEARS LATER, we press on, *undaunted*



**AzMina was founded in 2015 as a magazine** — restless, urgent, created by people who refused to accept the way the world, journalism, and those in power treated women and LGBTQIAPN+ people. Ten years later, we are an institute.

They say time flies, but for those of us in the trenches of independent feminist journalism, every year is a struggle to catch our breath. In 2025, we celebrate a decade of occupying spaces, shaping public discourse, and proving that journalism isn't just for informing — it's for welcoming, protecting, and transforming. We continue to practice journalism because it is our foundation, but today it expands through feminist technology, advocacy projects, education, care, and partnerships.

**Celebrating 10 years means acknowledging our achievements but also taking a clear-eyed look at the current landscape.** We are proud to have played a part in transforming Brazilian journalism and to see the fight against domestic violence become an unavoidable issue. At the same time, we are witnessing the rise of conservatism in Brazil and around the world, systematic attacks on our rights, and the escalation of gender-based violence. The situation has worsened — and that is precisely why our work remains non-negotiable.



# 2025 proved that dreams never die and the fight goes on!

We launched a festival and brought the whole team (24 people!) together in person in São Paulo for the first time. It was the year we started a book club; marched alongside Black women from Brazil and around the world to demand reparations and a better life; launched a feminist AI; and continued to create and sustain impactful projects you're already familiar with, in the areas of combating violence and reproductive rights.

Our reports did not merely expose issues: they shifted structures, shaped public policy, and continued to tell stories from an intersectional and inclusive perspective. None of this would be possible without the trust of our community of readers and supporters, without the support of institutional funders such as MamaCash, Open Society Foundation, OAK, Luminate, and Equality Fund, nor without the organizations, projects, and partner individuals who walk alongside us. In the coming decade, we will continue to dream up new approaches to feminism, create open and accessible technologies, and communicate with impact — in ways that bring us even closer to people, beyond the digital realm. ✨



**We want you to join us!**

click and watch

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# In our home

In 2025, we reaffirm our commitment to a dynamic leadership style that values each individual's journey and sustains the energy and engagement we need to keep fighting

In 2025, seven new members joined us. Now we are

**24 in our team**



An intergenerational group

**38%**

25-34 years

**33%**

35-44 years

**19%**

below 24 years old

**76%**

non-white persons

**62%**

LGBTQIAPN+



## Our Deliberative Council

**Ully Zizzo**  
Audit Committee

**Samanta do Carmo**  
Advisory Board

**Carolina Oms**  
Advisory Board

**Havanna Marques**  
Audit Committee

**Livia Alen**  
Advisory Board

**Thais Folego**  
Audit Committee

**Chris Pinto**  
Advisory Board

**Evelyn Gomes**  
Advisory Board

It was a year of strengthening our governance, with key decisions made alongside our Deliberative Council — officially installed and recomposed by **Carolina Oms**, **Livia Alen**, **Christiane Pinto**, **Evelyn Gomes**, and **Samanta do Carmo**, to whom we extend our gratitude for their dedication and generosity.

In 2025, we celebrated the return of **Helena Bertho**, who was part of AzMina's founding team, as Strategic Director, while **Bárbara Libório**, who had previously held the position, began serving as Associate Director, a term that ended in December.

To Bárbara, our deepest gratitude for her brilliance and for the technical and emotional dedication that were vital to our growth.

In 2025, we also renewed the term of our Fiscal Council, composed of **Havanna Marques** (who is now also a member of our organization), **Thais Folego**, and **Ully Zizzo**. We also welcomed six new columnists, who have added their voices, perspectives, and analyses: **Taina Silva**, **Carol Bonomi**, **Isabela Venturoza**, and the trio from História Guardada (**Ana Clara Pecis**, **Isabela Araújo**, and **Beatriz Vitório**). ✨

Board of Directors  
**Marília Moreira** e  
**Helena Bertho**

# Key figures of a restless decade

## Financial Sustainability

**272 direct supporters**  
of our daily work

**3,6k**  
people who believed in us and donated

**R\$ 1,2 million**  
in donations from private individuals strengthened our independence

**30 founders**  
among international and national philanthropic foundations, public calls for proposals, private companies, and tax incentive laws

**Support us now!**



## Reach and Community

**3,8 million**  
people reached by our content and actions

**3,2 million**  
page views on [azmina.com.br](http://azmina.com.br)

**407k**  
followers in our social media

**18k**  
subscribers of our [newsletter](#)


**17k**  
users of PenhaS across all Brazilian states



## Active solutions

### 6 ongoing projects

to educate, protect, and empower women and LGBTQIA+ individuals

- ✦ Revista AzMina
- ✦ PenhaS
- ✦ MonitorA
- ✦ Elas no Congresso
- ✦ QuitérIA
- ✦ [abortonobrasil.info](http://abortonobrasil.info) 



## Content

**912**  
news articles  
published

**886**  
articles and  
opinion pieces

**649**  
reprints of our  
articles in media  
outlets

**31**  
citations and  
references  
in academic  
manuscripts

## Recognition

### 18 awards

Participation in events, awards, and projects in 12 countries: **Mexico, Argentina, Ecuador, the U.S., Thailand, Peru, El Salvador, Panama, Austria, Colombia, Uruguay, and Costa Rica**



**Some people call it whining.**

We call it data, advocacy, and change.

Since 2015, AzMina's story has been one of editorial courage, feminist innovation, and challenging the structures that try to silence us.

**Each milestone on this timeline is proof that informing and creating technology is also a struggle for power — but one fought with compassion and persistence.**

Democracy is grateful. Patriarchy, not so much.

# Timeline

## 2015

We got off to a strong start with community support: **over R\$50,000 raised when AzMina was still just a dream**

We started out as **AzMina Magazine:**

*AzMina* revista



click and watch

## 2016

We started out as AzMina Magazine: click to watch **The #CarnivalWithoutHarassment** campaign brought to the streets and social media the fight for women's right to enjoy themselves without violence at one of the country's biggest popular festivals

And the **#WeNeedToTalkAboutAbortion** campaign broke the silence by addressing the issue as a matter of rights and public health with a team of respected experts



click and watch

We've released the book **"Você já é feminista"** (You're a feminist already)



The article **"The Myth of Legal Abortion"** won the Synapsis FBH Journalism Award

2017

The #MaisQue70 (More Than 70) campaign on the gender pay gap and the #VamosMudarOsNúmeros (Let's Change the Numbers) campaign, which featured statistics on gender inequality on players' jerseys during a soccer match on International Women's Day, together won five Lions at Cannes, the world's largest advertising festival

Our investigative reports have covered child marriage among the Romani community, the sexual exploitation of children and adolescents, and prostitution

We won the **Mulher Imprensa Award** for best journalistic project



2018

We gave our website a makeover



Our special reports have covered parental alienation, lesbian motherhood, depression among women, and racism in the fashion industry, and have highlighted women fighting for housing in Brazil and the fabricated female candidacies in the 2018 elections

## Eu moro na luta

Quem são as mulheres que lutam por moradia no Brasil



Nós fazemos parte do Trust Project

Quem é isso?

Mariana Moreira e Yasadora Monteiro  
28 de maio de 2018 (Atualizado em 28 de setembro de 2020)

— Não existem dados unificados e atualizados sobre a população que vive em situação de rua no Brasil. Cada cidade recorre a diferentes métodos para estipular esse número. Estima-se que, em 2015, 101.854 pessoas estavam em situação de vulnerabilidade em 1.924 municípios do país, segundo o estudo nacional mais recente do Instituto de Pesquisa Econômica Aplicada (IPEA). Para chegar a este número, o IPEA reuniu dados demográficos de pesquisas independentes feitas por prefeituras, comparando a população de rua com a quantidade total de habitantes de cada cidade, sem levar em consideração discriminações de gênero. Então quantas mulheres são moradoras de rua?

We won the **Glamour Award** in the Digital Influencers category



# 2019

In 2019, we launched the **PenhaS** app, which served more than 4,000 women in its first year alone

Download **now**  
Google Play Apple Store

## Launch of the web series "Coffee with AzMina"



click and watch

We reacted to the public attack by then-Minister Damares Alves on the magazine, reaffirming our commitment to press freedom and women's rights

We are stepping up our efforts to tackle racism through the #MeuCabeloNãO (Not My Hair) campaign, in partnership with OGX

# 2020

The world faced a pandemic. We survived, kept looking at things through a gender lens, and produced special, **collaborative coverage of COVID-19** alongside several other media outlets

We launched "Elas no Congresso," which uses public data to monitor the rights of women and LGBTQIA+ people in the federal legislature

**PenhaS** reached 5,000 users, and we launched the first Map of Women's Police Stations

We created **MonitorA** and **Maia** — My AI Friend



We have published a series of articles and the report "**One Virus, Two Wars: Solutions and Best Practices for Collecting and Disseminating Data on Violence Against Women During the Pandemic**"

We spoke at UNESCO's **World Press Freedom Conference** about the legal and online attacks we have faced and denounced Jair Bolsonaro's government for its attacks on the press before the Inter-American Commission on Human Rights



# 2021

We won a bunch of awards!

MonitorA won the **Cláudio Weber Abramo Data Award**

PenhaS won the **#Rompa Award**

The podcast series “Futurar, d’AzMina com Nós, Mulheres da Periferia”, won the **99 Journalism Award**

The report “Black Heroines” and PenhaS won the **Respect and Diversity Award from the National Council of the Public Prosecutor’s Office**

We began including trans men and non-binary people in our coverage as an editorial commitment

We launched the Pretagonistas campaign as part of International Women’s Month and told the stories of **five Black Brazilian heroines** erased by racism, illustrated by Black artists

Luíza Mahin  
Illustration:  
Cássia Roriz



Esperança Garcia  
Illustration:  
Amanda Lobos



Antonieta de Barros  
Illustration: Flávia Borges



Aqualtune  
Illustration:  
Silvana Mendes



Maria Firmina dos Reis  
Illustration:  
Ana Maria Sena

# 2022

13

We launched on TikTok and strengthened our presence on YouTube with the show “**Mas vocês veem gênero em tudo?**” (Do You See Gender in Everything?) and the series **AzMina dá a letra** (AzMina Speaks Out) and **Exaustas e com tesão?** (Exhausted and Horny?) 🌟

We created **Amplifica** in partnership with Núcleo Jornalismo, a tool for social listening and interaction on Twitter

The podcast “**Corpo Especulado**” (Speculated Body), in partnership with 37 Graus, showcased the conflictual and historically biased relationship between science and the female body 🌟

Candidate Soraya Thronicke cited information from MonitorA during the SBT presidential debate to question Jair Bolsonaro about incitement to gender-based political violence

The **PenhaS** app saw over 30% growth in the number of users and interactions



# 2023

We launched the platform **abortonobrasil.info**, featuring an unprecedented collection of data on reproductive rights, and the newsletter **Olha o que ela fez!** (Look What She Did!), highlighting scientific work by Brazilian women. 🌟

In partnership with media outlets from other countries, we published a **special report on gender-based hate in Latin America** 🌟

Our coverage of abortion received an **Honorable Mention at the Roche Health Journalism Awards**

Our International Women's Day was dedicated to the fight for feminism, which includes trans women

We were chosen by Yves Saint Laurent as its partner in Brazil for the global “**Abuse Is Not Love**” program

Our **web series “Por Elas, Por Nós”** (For Them, For Us) won the Mulher Imprensa Award 🌟

We were awarded **The Trust Project seal**, which evaluates indicators of trustworthy journalism

## 2024

PenhaS has surpassed 16,000 users (now there are over 17,000!), reaching 35% of Brazilian cities, debuting in-person meetings in Salvador and Guarulhos

Launch of the **PenhaS Escape Manual**, a groundbreaking tool to support women at risk, featuring over 130 practical instructions for leaving a violent domestic environment

We established the **AzMina Deliberative Council**, strengthening governance and institutional growth through the strategic participation of five women

We conducted AzMina's first professional audience survey and launched a WhatsApp channel

We received an honorable mention at the Mosca Awards for our report **Religious Jurists Organize Into Associations To Restrict Abortion Rights**, and we were finalists for the Cláudio Weber Abramo Award with our report **Every Step Counts: Women Share How They Escaped Violent Relationships**

We obtained certification from the **Institute for the Development of Journalism** (Projor) as a media outlet committed to the public interest

We investigated the **anti-abortion lobby in Brazil** in a series of reports that generated over 70 reposts

## 2025

10 years dreaming of feminism! We turned a decade of work and celebrated with **Festival AzMina!**

[see page 29](#)

We won the Megafone Social Media Award, and our report **"City Councilors Across the Country Try to Block Access to Legal Abortion"** received an honorable mention at the Livre.jor Journalism-Mosca Awards.



The project **"Meninas Mães"** (Child Mothers) investigated why thousands of Brazilian girls between 10 and 14 end up forced to carry on pregnancies, losing their childhood and facing rights violation.

[see page 31](#)

We established the **Black Feminist Media Coalition** to cover the 2nd Black Women's March in Brasília

[see page 19](#)

We covered **COP30** alongside 20 other media outlets at the headquarters of Socio-Environmental Journalism

[see page 17](#)

Check out all of our achievements and impacts from 2025 below

# 2025

the year we  
**deepen our roots**  
 and **broaden our**  
**horizons**

2025 was an eventful year. From internal initiatives to our presence in major global forums, we remained steadfast in our mission and worked on many fronts:

## Feminist technologies

We have launched [QuitérIA](#), the first feminist artificial intelligence tool for monitoring legislative proposals in the National Congress from a gender perspective.

see page 30 ▶

We introduced the third edition of [MonitorA – the Observatory on Online Gender-Based Political Violence](#) – featuring an analysis of attacks and insults directed at female candidates on social media during the 2024 elections.

click and check it out



PenhaS remains a concrete tool for combating domestic violence in Brazil.

165  
Escape Manuals completed

17.414  
users in 2005 cities in Brazil

303  
individual consultations in 2025

117  
views of the Support Points Map

## There for Brazil's defining moments

If there was something important going on in Brazil, AzMina was there:


Whenever something big happened in Brazil, AzMina was there: **the 2nd Black Women's March** in Brasília.





### COP30

**AzMina was the only media outlet with a gender focus at the house of Socio-Environmental Journalism**, an initiative that brought together 21 media organizations from across Brazil to cover the international climate event in Belém, Pará.

visit 



### National Congress

From clashes with big tech companies to discussions on gender-based political violence, AzMina played an active role and brought a feminist perspective to the political agenda.



## Strong digital presence

We grew on nearly all social media platforms, particularly on emerging ones. Bluesky saw the largest proportional growth of the year: +75.9%. LinkedIn grew by 25.5% and strengthened the Institute’s institutional and professional presence. Instagram continued its growth trajectory, and TikTok increased visibility with 115,000 profile views over the period. Additionally, we launched “AzMina na Área”: a newsletter to share behind-the-scenes insights, challenges, and achievements with our audience.

 **392,936**  
followers on social media

 **Instagram**  
**134,598**

 **Youtube**  
**59,927**

 **LinkedIn**  
**14,314**

 **Bluesky**  
**6,508**

 **Threads**  
**29,900**

 **Facebook**  
**126,500**

 **TikTok**  
**21,189**



In the Brazilian media, our impact grew by 57.1% over the course of a year. Reposts of our articles increased by 23.3%, expanding our reach and establishing AzMina as a leading voice on gender and human rights. The data show strong growth in the Institute's editorial authority and public influence.



**333** **media mentions:**  
a 57.1% increase  
compared to 2024  
(+113 mentions)

**90** **reposts of articles  
by other outlets:**  
a 23.3% increase  
compared to 2024  
(+17 reposts)

AzMina was the subject of 17 academic papers published in 2025. And it even won an award! Researcher Sâmia Bechelane's master's thesis, "Independent Journalism Enters Parliament: An Ethnography of the Work of Alma Preta and AzMina with the National Congress" won the 7th edition of the 2025 Compólitica Thesis and Dissertation Award. What an honor!



visit

**Joining REPCONE** – AzMina has joined the Digital Protection Network for Black Women in Media (REPCONE), provided training on digital security, and helped produce a guidebook.

## Networked structures

We believe that we can change the world through collective action. That is why we strive to strengthen our relationships and partnerships.

We organized the Communication, Technology, and Anti-Violence committees for the 2025 Global March of Black Women and helped build one of the biggest independent political events of the year.



As part of the Black and Feminist Media Coalition, while covering the March, we worked alongside other independent media outlets: Gênero e Número, Alma Preta, Instituto Mídia Étnica, and Nós, Mulheres da Periferia.



23 organizations, groups, and experts are collaborating on the development of the feminist AI system Quitéria and the Elas no Congresso project (Women in Congress).



We helped create the [guidebook](#) and [conduct the research](#) for the Map of Legal Abortion, produced by ARTIGO 19 Brazil and South America, and we coordinated the [Abortion and Democracy project](#) in partnership with three other feminist media outlets in the country (Nós, mulheres da periferia, Paraíba Feminina, and Portal Catarinas).



visit

visit

We remain committed to the [Criança Não é Mãe](#) campaign (Children Are Not Mothers), a collective effort to combat rights violations and ensure access to legal abortion for Brazilian children.

We collaborated on the [groundbreaking study Regime of Threat: Political Violence Based on Gender and Race in the Digital Sphere](#), conducted by the Marielle Franco Institute in partnership with the Alziras Institute, the Vote LGBT collective, the Internet LAB research center, as well as Justiça Global and Terra de Direitos.



visit

Through partnerships with Fundación Karisma and InternetBolívia, the MonitorA initiative and methodology are being expanded to Colombia and Bolivia.

We were involved in the creation and publication of the [Entre Nós Narrative Guide](#), the result of collective work carried out during the Mão na Massa Meeting, led by the Update Institute.

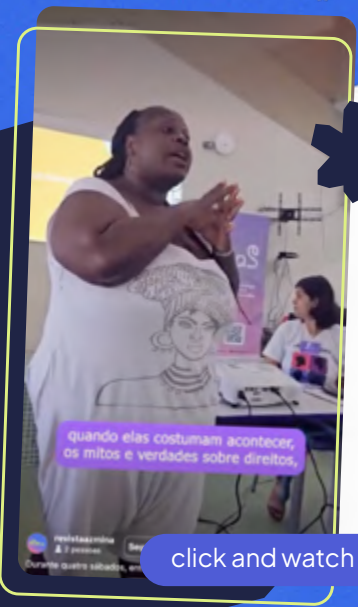


visit

We empower women in politics! We helped organize the Political Innovation Festival: Women's Caucus at COP30, which brought together political leaders, public officials, lawmakers, and representatives of women's movements in Brasília to discuss women's leadership on the climate agenda and in building a sustainable and equitable future.

# Territories and communities

In partnership with Cummins Brazil, we launched the #DontLikeDontShare project, featuring training sessions for young people in schools and a **booklet** on technology-facilitated gender-based violence (TGVB).



We conducted in-person training sessions at the Nordeste de Amaralina complex in Salvador and trained 40 volunteers to work as a support network to tackle violence against women through the PenhaS app. The initiative, in partnership with Tamo Juntas, is part of the Círculo PenhaS project, which is supported by NIC.br.

We honored the resilience of Indigenous women on International Women’s Day. Their dedication earned them the 2025 CCNow Journalism Awards in the “Displacement and Migration” category for their report “**Environmental Crimes in the Amazon**”.

We partnered with the Public Defender’s Offices in Rio de Janeiro and Brasília through the Conexões NUDEMs project (Public Defender’s Office Centers for the Defense of Women’s Rights), integrating the PenhaS app into the support networks for women experiencing domestic violence.





We launched the long-awaited **AzMina Book Club** in partnership with the História Guardada project, with meetings in May, July, September, and November, and the series will continue throughout 2026!



We also shared our knowledge and experience with Oxfam at the **Feminist and Anti-Racist Communication Workshop**, held in preparation for coverage of the 2nd Global March of Black Women, which drew over 80 participants. We also held the Feminist Communication and Practical Writing workshops as rewards for d’AzMina’s 10-year campaign on Catarse.

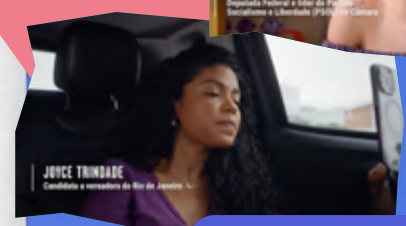
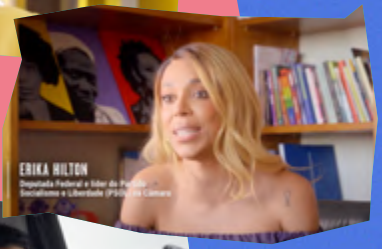



We have joined forces with Território da Notícia, a platform that delivers news content via screens installed in retail establishments in the outlying neighborhoods of São Paulo.

## Audiovisual narratives



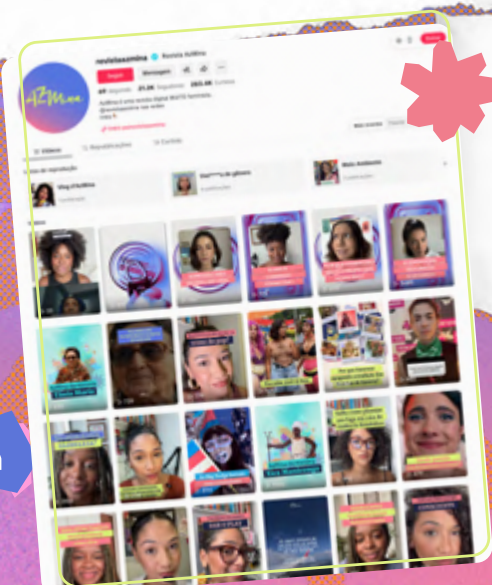
**MonitorA** has taken on a new dimension with the release of the short documentary “Assumindo as Narrativas” (Taking Ownership of the Narratives), which translates the project’s five years of research into images and voices. The short film follows Joyce Trindade’s campaign routine and features perspectives from lawmakers such as Benedita da Silva and Érika Hilton, as well as candidates like Carmen Silva and Marina Bragante. The production was carried out in partnership with InternetLab, Núcleo Jornalismo, and LABHUFBA.



click and watch 



We’ve started producing videos specifically for TikTok to expand our audience and share our perspective on feminism with the platform’s users.



# Is it **IMPACT** you're looking for?

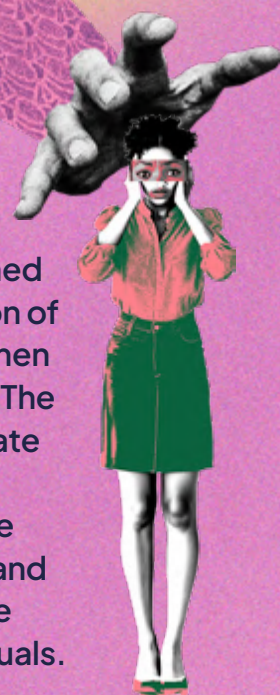
## Misogyny on TikTok



The report “[How TikTok Fuels Misogyny Among Brazilian Teenagers](#)”, produced by AzMina and Núcleo Jornalismo, provided the basis for the complaint filed by Federal Congresswoman Erika Hilton (PSOL-SP) with the Federal Public Prosecutor’s Office. The report prompted a request for an investigation into the platform’s algorithm, calling for an end to the targeting of misogynistic and discriminatory content aimed at teenagers.

## Gynecologists in prisons

We published an article that shed light on the systematic violation of the reproductive rights of women incarcerated in Rio de Janeiro. The piece informed the work of State Representative Renata Souza (PSOL-RJ), increasing pressure for oversight, medical ethics, and public policies that respect the bodies of incarcerated individuals.



## Public civil lawsuit against Meta, TikTok, and YouTube

Investigations and reports published in AzMina Magazine formed part of the body of evidence supporting a public civil lawsuit against major digital platforms. The focus was on companies that profit from misinformation, misogyny, and gender-based violence.

## Stay of eviction in Cajamar (SP)

The nationwide attention the case received, driven by reports from AzMina, **helped lead to the judicial suspension of the eviction order that threatened hundreds of families** — many headed by women — in Cajamar, São Paulo. Well-researched reporting helped defend the right to housing.



## Settlement of prison wages in Pernambuco

Reports of delays in the payment of prison wages have shed light on the exploitation of people deprived of their liberty, especially women. Following the public outcry, steps were taken to address the issue, demonstrating how transparency and public pressure can prompt a response from the government.



## Legislative Assembly's traveling session in Marabá (PA)

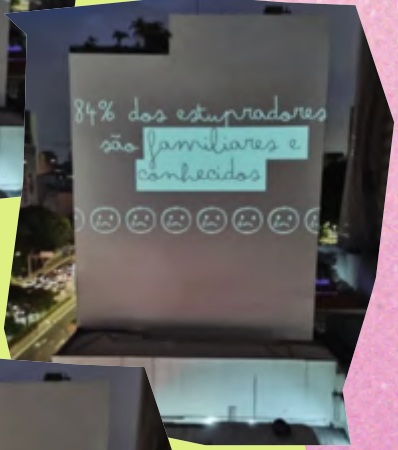
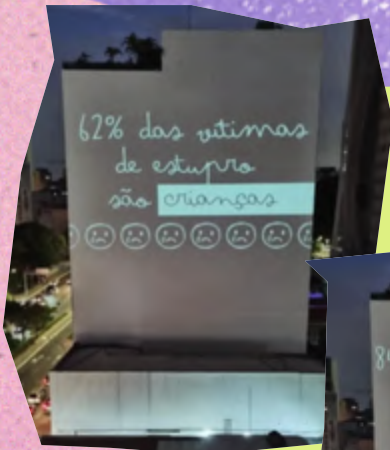
The series Parto ou sentença? (Birth or Sentence?) was the most-read of the year and supported a traveling session of the Pará State Legislative Assembly (Alepa) in Marabá, featuring data on obstetric violence, maternal, and neonatal mortality collected during the reporting, and submitted documentation to the president of Alepa. The hearing resulted in a motion by Representative Lívia Duarte (PSOL-PA) to the Ministry of Health requesting urgent attention to the municipality's healthcare infrastructure, and in a commitment by Representative Maria do Carmo (PT-PA) to expedite the vote on the Doulas Act in the state.

## Exam question

AzMina was cited in the 2025 Enade exam in a question about artificial intelligence alongside O Globo and Estadão.

## Complaint against rape glorification

The mobilization of the Chega de Estupro (No More Rape) movement, with the participation of the AzMina Institute and other organizations, led to concrete accountability in the case of rape advocacy by medical students at Faculdade Santa Marcelina in São Paulo. After the display of a banner with content alluding to sexual violence and the strong public backlash to the letter, the institution launched an investigation and expelled 12 students, imposed disciplinary sanctions on others involved, and temporarily suspended the academic athletics program, making the episode a milestone in the fight against rape culture in the university environment.



## Recognition by UNAIDS



AzMina's work has been recognized by UNAIDS, which congratulated the organization on its report "Women in Control: PrEP as a Tool for Sexual Empowerment". The importance of feminist information in addressing structural inequalities and violence is clear. The conversation is ongoing, and future topics are already in the pipeline.

## From advocacy to the family sphere

The Meninas Mães (Teenage Mothers) Project led to a dossier on teenage pregnancy and the violation of the right to legal abortion in Brazil. Readers from 15 states have already accessed the material, and the content is being used for advocacy and legal briefs, academic research, the development of new policy agendas, educational training, the training of health and education teams, the formulation of public policies, work within child and adolescent protection networks, and also as a tool for learning and protection within the family.





## Pop culture and collective imagination

Our journalism has broken through the feminist bubble and made its way into mainstream entertainment: our analysis of the soap opera *Beleza Fatal* went viral on social media and drew a comment from actress Camila Pitanga. In addition, we were featured on the *Café da Manhã* podcast by Grupo Folha, demonstrating that feminism also shapes pop culture — and isn't confined to the margins of public discourse.

## Environmental racism discussed in the Maceió City Council

The report “Fisherwomen and Shellfish Gatherers Fall Sick Due to Water Contamination in Northeastern States” on the environmental impacts faced by these women in the states of Alagoas and Pernambuco was brought before the Maceió City Council by Councilwoman Teca Nelma (PT-AL), broadening the political reach of the complaint and strengthening the fight against environmental racism.



## Digital black box



As Meta, TikTok, and other big tech companies restrict access to public data and APIs — pushing researchers, journalists, and organizations into the dark and allowing algorithms to operate without transparency — the digital ecosystem is becoming increasingly hostile to democracy and human rights. This is why AzMina decided to stop posting on Twitter/X: after Elon Musk's acquisition, the platform began amplifying misinformation, hate speech, and far-right agendas. Giving up direct communication with over 40,000 followers was a hard yet coherent decision. We do not support structures that violate our values.

# What are we talking about?

Throughout 2025, **AzMina Magazine** expanded its coverage of key issues in gender and human rights, producing a robust and diverse range of content:

more than **80** opinion pieces and columns

more than **60 news reports**

more than **70 story ideas** submitted via the form

**5** special report series

- Women's health
- Women's rights
- Justice System
- Gender-based political violence
- Data and evidence
- Social engagement
- Gender-based violence
- Memory/narratives
- Racality
- Hate speech
- Abortion
- Medical racism
- Femicide
- Reproductive justice
- LGBTQIAPN+ people
- State and public policies
- Virginity
- Regional inequalities
- Political incidence
- Misinformation
- Racism
- Reproductive rights
- Digital platforms
- Territories
- Feminist journalism
- Autonomy
- Care
- Intersectionality
- Legal abortion
- Access to information
- Active listening
- Human rights
- Black women
- Investigative journalism
- Free speech
- Equity
- Censorship
- Digital violence
- Algorithms
- Environmental racism
- Feminist technology
- Democracy



### When Black women march, the country must take notice

*A collaborative series by the Black and Feminist Media Coalition*, led by AzMina, covered the 2nd Global March of Black Women for Reparations and Good Living in Brasília. Drawing on data and powerful testimonies, the reports shed light on neglected healthcare, medical racism, institutional violence, and the daily risks faced by Black women in Brazil. ✨



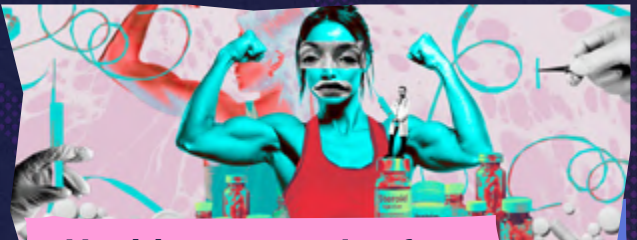
### On paper, it's the law; in practice, it's an obstacle

In partnership with ARTIGO 19 Brazil and South America, the series "*Abortion and Democracy*" investigated why legal abortion is so difficult to access in Brazil. By combining investigative reports with the Legal Abortion Map, the project demonstrated that access to the service is precarious. Unreasonable distances, misinformation, conscientious objection, and fragmented networks remain barriers to a right guaranteed by law. The map points to viable solutions, and the series details the barriers to access faced by girls, women, and pregnant people. ✨



### Combating modern slavery

The report *Free Sônia: How Modern Slavery Still Imprisons Black Women in Brazil* showed that labor analogous to slavery remains an issue in the country, with more than 5,000 cases reported in 2023, primarily among Black people. Through the story of Sônia Maria de Jesus, who lived in this situation for decades, the investigation revealed the power of structural racism combined with gender-based violence and exposed flaws in the justice system that, instead of freeing her, sent her back to the home of her exploiters. ✨



### Health was a topic of interest to the audience

In 2025, *several articles* on women's health ranked among the magazine's most-read pieces. Current topics such as lipedema, anabolic steroid use, *beauty chips*, and cardiovascular care for Black women were featured. ✨



We talked about what *matters*.

About what *bothers* us.

About what *needs to change*.

# The MAJOR PROJECTS of the year

## 2025 was our year!

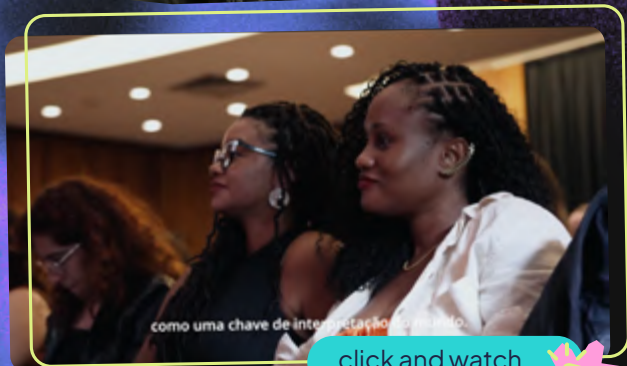
AzMina turned ideas into presence, data into pressure, and connections into action. Next, we have projects that are our landmarks and will keep causing impact!

## An event to shape the future of feminism

The AzMina Festival: 10 Years Dreaming of Feminisms took the debate off social media and brought it to life, giving it a voice and a dance floor. Held in São Paulo at the Mário de Andrade Library, the event celebrated our 10-year journey, bringing together more than 500 people.

Communication, politics, technology, culture, and feminism shared the spotlight in debates, performances, and workshops that addressed feminist technologies, reproductive rights, narratives and representation, confronting conservative offensives, and the challenges of artificial intelligence — not to mention our own active role in this field with the launch of QuiterIA!

With a packed auditorium, lively exchanges with the audience, and connections that extended beyond the final applause, the festival established itself as a space for collective action and reflection, empowering us to continue building feminist futures! ✨



# There's definitely going to be feminist AI!

During the Festival, we launched [Quitéria, the first feminist artificial intelligence system for legislative monitoring regarding girls, women, and LGBTQIAPN+ individuals in the National Congress](#). Named in honor of the heroine Maria Quitéria de Jesus, who broke 19th-century rules to fight as an equal in the struggle for Bahia's independence, Quitéria challenges patriarchal technologies.

Unlike AIs that reproduce oppression because they are trained on what "is on the internet," ours has learned from years of feminist and intersectional work by the [Elas no Congresso](#) project, analyzing thousands of proposals one by one to understand what helps and what hinders. Our tool automates what previously depended on many volunteer experts analyzing the entire gender agenda of Congress, dramatically speeding up access to reliable data on the topic. ✨



click and visit



It's not enough  
to speak out:

**we must  
support,  
protect, and  
stand by them**



click and visit



A child is not a mother! The “[Meninas Mães](#)” project has exposed, through data and real-life stories, child motherhood as a violation of rights: **approximately 57 girls between the ages of 10 and 14 give birth every day in Brazil**, even though the law guarantees the right to legal abortion. Over the course of a 10-month investigation, we mapped vast distances, government failures, and institutional violence; we cross-referenced official data, created dynamic maps, and listened to girls and their families. Our goal was to show how Brazil allows its girls to become pregnant and give birth, even though they have the right to abortion. ✨

**On our own, we survive.  
Together, we make a  
difference.**

Conexões NUDEMs, a PenhaS initiative, has brought together public defenders' offices around the PenhaS app, streamlining access for women in need of immediate support. We have formed strategic partnerships with NUDEMs in Rio de Janeiro, the Federal District, and municipalities such as Japeri (RJ), through in-person meetings, outreach activities, local coordination, and engagement in community spaces. We also participated in the [Vozes Entrelaçadas](#) **podcast**, increasing the visibility of PenhaS and networks working to confront violence. ✨



click and visit



# WHERE ARE WE NOW?

Throughout the year, AzMina participated in dozens of events, debates, seminars, and gatherings in Brazil and abroad, bringing feminist journalism, technology, and political advocacy beyond the screen. **We have selected a few highlights:**

## International Me Too

AzMina joined global efforts within the **#MeToo movement** alongside 120 other organizations from Latin America, the Caribbean, and Africa, linking the Brazilian debate on gender-based violence to international networks focused on advocacy and policymaking.

## UNESCO Media Literacy Guide

AzMina's content and methodologies have been incorporated into a **UNESCO guide on media literacy**, which recognizes feminist journalism as a tool against misinformation. Only two Brazilian initiatives are featured among the case studies in the guide: AzMina and Amazônia Vox.

Visit the guide 

## We're on the road

We had some very productive exchanges! We participated in and led discussions, interactive sessions, and workshops at the **20th International Congress of Investigative Journalism (Abraji)**, speaking about gender and human rights at the **Reporters Without Borders event on Women Journalists**, as well as at the **3i Festival**. We also made an appearance at the **Latin American Conference on Investigative Journalism (COLPIN 2025)** in Buenos Aires. We were also at the **13th GIFE Congress in Fortaleza**, the **2nd Intermovement Dialogues on Democracy: From Crisis to Action in Lima (Peru)**, and another edition of the **WOW Festival** in Rio de Janeiro.



# Hearing from those **who have been with us this past decade**



Wherever I go and whatever I do, I always carry AzMina's words with me and use them as a reference both for other projects I'll be working on and to help other women learn about intersectional feminism.

**Afro Honey**, content creator and media studies student



Listen to the full testimonial



No matter how well-intentioned we were, we (the co-founders) were just a group of white women — and we needed to bring in other women if we wanted to be truly diverse. Over the years, that's exactly what happened with AzMina (thank goodness!); the magazine grew, gained considerable relevance, and truly began to include, reflect, and engage with “women from A to Z.”

**Carolina Vicentin**, journalist, co-founder, and partner at AzMina



MonitorA saved my life, because the judges simply didn't believe the violence I had suffered. There was a recent election I ran in where 95% of the online abuse was directed at me. That gave me the tools I needed for the legal battles, which we all know are incredibly arduous.

**Manuela d'Ávila**, journalist and politician





“ During the 2022 elections, I was alarmed by the way the media was used to spread misinformation and fake news, fueling hate speech, prejudice, and discrimination. So, I started looking for independent, anti-racist, feminist media outlets committed to democracy and to building a fairer and less unequal country. That’s when I found AzMina and started following its work. A while later, I became a supporter. I understand that my contribution plays a political role: that of strengthening the voices of women and trans and gender-diverse people. I hope this community grows stronger. ”

Yas Morais, part of the community that supports AzMina and a member of our book club

“ I am very grateful for the existence of the PenhaS app. Here I am heard, guided, and welcomed. I hope that all women who are victims of domestic violence have this same courage to stand up and seek support. Thank you so much! ”

Anonymous PenhaS user



“ AzMina reframes technology and uses it in the service of gender justice: from the app that supports people experiencing gender-based violence to the development of an AI tool to monitor the legislature, AzMina has found innovative ways to use technology to achieve feminist gains. ”

Ashley Rerrie, program officer at the Equality Fund, one of AzMina’s funders since 2021

# DREAM OF feminism WITH US

What can we expect from AzMina in 2026?

In 2026, we will keep doing journalism that asks no permission: in-depth investigations into gender-based violence, reproductive rights, racial justice, technology, democracy, and power — with more voices, more regions, and more people joining the conversation. When it comes to technology, we'll keep digging deeper. With PenhaS, we'll reach further, supporting more women experiencing domestic violence in every corner of the country. Quitéria will gain new layers, becoming a daily tool for journalists and newsrooms to monitor the legislature. Data, innovation, and civic technologies remain legitimate weapons in the defense of the rights of women, girls, and LGBTQIAPN+ people.

In an election year — marked by changes in global geopolitics,

wars, the erosion of democracy, and misinformation fueled by artificial intelligence — our work will be guided by strategic action and the contesting of narratives, so that we not only prevent setbacks but also continue to cultivate new visions regarding the fight for gender equality in Brazil.

Behind this movement stands an institute that chooses to be strong from within so it can remain radical on the outside. This means strengthening relationships with people and institutions that fully believe in our mission, ensuring sustainability that transcends specific projects and allows for the continuity of our political existence, always guaranteeing decent working conditions for our team and combating the idealization of overwork. ✨

As we enter our second decade, AzMina steps up its game. We believe that journalism changes realities, that technology can make a difference, and that the feminist future isn't just a promise — it's a reality we build together.

**We invite you to continue dreaming of feminism with us!**

In 2026,  
we carry on with  
**multiple voices**  
and even **greater**  
**impact.**

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