

Social Report 2024



Year IV

Building Bridges, Raising Awareness, and Inspiring Positive Attitudes

The first months of 2024 were marked by tragedy striking the southern region of the country, causing profound losses in **Rio Grande do Sul** and other states in the area.

We responded in solidarity by forming alliances with organizations renowned for their efficiency in collective emergency situations—such as **CUFA (Central Única das Favelas)**, **Ação da Cidadania Contra a Fome**, and the **Brazilian Air Force (FAB)**. We also mobilized over a dozen partner companies and are deeply grateful to those who answered our SOS Rio Grande do Sul call (see page 27).

This has been a hallmark of our mission: building bridges between the most diverse sectors, fostering dialogue, and taking joint action.

The year 2024 was special for the Alok Institute's focus area that we call **Indigenous Peoples**. Our most robust sociocultural project, the album **The Future is Ancestral**, was released—a collaboration I undertook with 50 Indigenous artists from 8 ethnic groups—and through it, we have sought to support Indigenous communities in expanding their presence in new territories and within society's collective imagination. Through music, we challenge ourselves to be a “bridge” of enchantment and solidarity between Indigenous and non-Indigenous peoples, so that they may recognize the beauty of our ancestral cultures and so that their voices—along with their messages of connection to nature, resistance, and struggle—are heard.

The Future is Ancestral conquered the world and, for the first time in history, an indigenous Brazilian song was nominated for a Latin Grammy, representing a kind of “demarcation” of the territory we call the entertainment industry. We performed at major concerts in **Brasília** and **Belém**, special performances in **Rio de Janeiro**, **New York (Global Citizen)**, and **Los Angeles (Grammy Museum)**, as well as a show at the **Latin Grammy Awards** ceremony (**Miami**).



In the context of Indigenous Peoples, we have supported **32** initiatives across several states, many of which are ongoing or started in 2024, the year referenced in this Social Report.

In 2025, “**The Future is Ancestral**” will be featured at all shows on the **Áurea** Tour in Brazil and internationally. Additionally, we will release a documentary with the same title. We also launched the **Planeta Verde** program to support reforestation initiatives, starting with two projects, one in Acre and the other in Pará, both in partnership with the **Airbnb Community Fund**. Throughout the tour, our **Planeta Verde** program will support the creation of what we call **Florestas Áureas**, contributing, wherever the shows take place, and with the support of tour sponsors, to the preservation/restoration of ecosystems in various biomes. Connection with nature and its preservation is an essential condition for Human Development (another one of our areas of work).

In addition to the Environment, Education, and Health receive special attention in this area. Our commitment to the Black community gained expression that makes me very proud through the partnership with the **Vini Jr. Institute**, with which we work in two quilombola (communities initially formed in the 19th century by enslaved people who runned away from their servants) schools in Rio de Janeiro and Bahia, through an exemplary project called **CT Base Ancestral** to improve the quality of public education and to deepen the themes of ethnic-racial relations. Highlighting support for the black community is a key priority across various initiatives.

In turn, actions to promote access to healthcare (as you can read in the text by Romana Novais, below) generated very significant impacts, including the Water for Drinking program (for access to drinking water for around **30,000** people in the Northeast region), **Luz na Saúde** (in São Paulo, for women’s care), **Lar dos Artistas do Amor** (Hospital CORA - Goiânia-GO), and the **Instituto do Câncer Infantil do Agreste** (Caruaru - PE), both for treatment of children with cancer. We continue to support initiatives that stimulate income generation. In the Entrepreneurship area, we are excited about the outcomes of the Entrepreneurial Connection Fund in the Zona da Mata region of Pernambuco, in partnership with Acreditar.

In the area of work that we call Social Gastronomy, we celebrate our collaborations with **Gastromotiva** (RJ), which serves food to vulnerable populations, and with **Instituto Comida e Cultura** (SP), with which we contribute to the training of educators for healthy food practices for thousands of children in public schools.

We are also proud of our alliances with **United Nations agencies, such as UNICEF, UNDP, UNESCO, and the UN Global Compact – Brazil**.

We are very pleased to share all of this in the 2024 Social Report. Enjoy reading!

Alok AP Petrillo
Founder and President
Music Producer

Partnerships with different sectors to promote health

It is with great joy that we consolidate in this Social Report the achievements of the Alok Institute in 2024. We participated in and supported initiatives with very significant results. As a doctor, I especially celebrate our actions for women's health and children, and the fact that they are the result of multisectoral partnerships. As Alok emphasizes in the text above, "our role is to build bridges".

The **Luz na Saúde** project (in its São Paulo edition after passing through Rio de Janeiro in 2023) provided more than **9,000** medical consultations for women's health, in a very significant joint effort of three civil society organizations (technical advice from the Alok Institute, execution by SAS Brasil and support from The Church of Jesus Christ of Latter-day Saints), two private companies (Fotona Laser and Gaslive Brasil) and the government (the Municipal Health Department of São Paulo). We also opened the doors of the Romana Clinic to around 250 women for laser applications to treat urinary incontinence.

We also made an important donation for the construction of the **Lar dos Artistas do Amor** in **Goiânia**, a support center for children and families seeking medical care at the **Goiás State Reference Oncology Complex - CORA**, to be opened under the management of **Hospital de Amor**, a reference in the field. The center will have the capacity to accommodate **148 patients**. Once again, the government, companies, and civil society are working together!

Likewise, we support **ICIA - Instituto do Câncer Infantil do Agreste**, a reference institution that serves children and adolescents in Caruaru (PE). Our support strengthens the Intensive Care Unit, with the capacity to serve **100 patients**.

In another action with the collaboration of various sectors, we supported the **Instituto Comida e Cultura**, founded by Bela Gil, in the **Cozinha & Infâncias** project, contributing to the training of educators and cooks from 588 municipal schools in São Paulo in the search for quality school meals and new eating habits. Two civil society organizations



(Instituto Alok and Instituto Comida e Cultura), two companies (Wap and Waaw by Alok), and the Municipal Department of Education of São Paulo are participating in the initiative. The project has mobilized new knowledge and experiences for the entire school community, benefiting around **100,000** children.

I also celebrate the **Água de Beber** project, which is bringing clean drinking water to at least **30,000** people in cities in the interior of the Northeast (including indigenous villages) in a range of partnerships that includes UNICEF - United Nations Children's Fund, a social startup (Água Camelo) and more than a dozen community organizations. The lack of clean drinking water access affects millions of children in Brazil.

May our society be more united in 2025 to collectively build greater social justice and tackle the climate crisis.

Romana Novais
Co-Founder
Doctor



YEAR 4 / 2024

33 supported projects

1 million 150 thousand
people positively impacted

Presence in 19 states of Brazil

200 thousand friends (followers) on our social media

8 million people in concerts and album streams of
The Future is Ancestral for the dissemination of Indigenous music

9 million reais invested in socio-environmental actions

The reach of our embrace

Well-planned and thoughtfully implemented social actions with diverse perspectives and expertise can scale up. Quite often, they have a systemic nature, but can also possess immense value even when punctual and precise.

I always believe that the subjective impacts of these actions on human lives are also relevant, in some cases even greater than the tangible ones, because the feeling that unites the organizations and the participating populations is one of embrace, solidarity, compassion, and unity to overcome adverse circumstances and to journey towards the achievement of human rights... a feeling that we often hear in communities is “it’s good to know that we are not alone.”

In any case, numbers also mean intentions and commitments.



Present in 19 states

- ◇ In **2024**, we operated in **19** states across all regions of Brazil, and we have positively impacted **1,150,000** (one million, one hundred and forty-eight thousand, three hundred and eighty) people.
- ◇ We launched **two** new programs: Água de Beber (for access to drinking water) and Green Planet (for reforestation), in addition to the existing Light in Health program.
- ◇ We joined forces with the Airbnb Community Fund, SOS Amazônia, Huwã Karu Yuxibu Center, and IEB - Instituto Internacional de Educação do Brasil to plant more than **252,000** trees as the initial steps of the Green Planet program throughout 2025.
- ◇ We supported **33** projects within our areas of work: **Entrepreneurship** (2); **Social Gastronomy** (3); **Human Development** (15); and **Indigenous Peoples** (13).

**The 13 initiatives with indigenous populations (Indigenous Peoples) can also be seen transversally as actions that meet the objectives of the other three areas of work. Thus, we can also quantify them in this way: Human Development (10); Entrepreneurship (1); Social Gastronomy (2)*

**Additionally, the Black community is often a focal point in various projects, alongside efforts for environmental preservation.*

- ◇ Between **2020** and **2024**, we supported **110** projects—**99** in Brazil and **11** in Africa and India (the latter involving technical support for initiatives funded directly by the Institute’s founder and president, Alok)
- ◇ Between 2020 and 2024, **1,625,000** (one million six hundred and twenty-five thousand) people were impacted in Brazil; **89,000** people were directly benefited in India, and **26,000** people in Africa. We aim to enhance the impact of promoting these initiatives through our social media channels and press coverage in Brazil and abroad.
- ◇ Our website and social media reached more than **100,000** accounts per month, with messages that demonstrate how much it is possible to contribute to a better world, inspiring positive attitudes.

◇ The shows of The Future is Ancestral project (live and online), and album plays on digital platforms reached around **4.3 million** viewers worldwide. (see more below)

◇ The album The Future is Ancestral reached **3 million** plays.

** We do not count listeners of The Future is Ancestral as “project beneficiaries”.*

** The figures presented in this Social Report on the impacts of the supported projects are provided by the supported organizations through indicators previously agreed upon during the construction of the projects. Some, due to the nature of the activities, are approximations. These figures contain a dose of relativity: each year, we seek to be more precise and criterious. We also do not quantify the total number of patients treated in our support of hospitals. Likewise, the photographs used here are also provided by the organizations executing the projects.*

We are together!

Devam Bhaskar
(Geraldinho Vieira)
Executive Director

Global Agenda, Local Action

Alok Institute has been working to align itself with the main international conventions and agreements, starting with the Universal Declaration of Human Rights; with Brazilian legislation in all areas including the Organic Law on Social Assistance (LOAS), National Social Assistance Policy (PNAS), Basic Operational Standard of SUAS (NOB/SUAS), typifications, resolutions and regulations pertinent to acting in this policy from the perspective of advising, defending and guaranteeing rights.

We want to contribute to advancing the **Sustainable Development Goals (SDGs)**, a set of 17 global targets approved in September 2015 during the UN General Assembly as part of the 2030 Agenda. The actions we have supported over these four years are related to 13 of the 17 SDGs.

With the United Nations agencies, we have specific partnerships and cooperation with UNICEF - United Nations Children's Fund (see page 21), with the United Nations Educational, Scientific and Cultural Organization - UNESCO (page 10) and with the United Nations Development Programme - UNDP (see pages 12 and 13). The Alok Institute is a member of the UN Global Compact Brazil.

SUSTAINABLE DEVELOPMENT GOALS





Indigenous People

Strengthening the defense of the rights of the indigenous people of Brazil and the integrity of their territories, recognizing and celebrating their ethnic and cultural diversity, supporting processes to encourage entrepreneurship, sustainable economy, and socio-environmental actions in the villages.



Indigenous Peoples is a broad alliance program with indigenous peoples. It has **32** projects integrated by different actions, some already finished and others with significant results ongoing during the year (see below). We present the data for 2024, highlighting its transversalities with themes such as Culture, Food Security, Entrepreneurship, Education, and others.

**Another 14 indigenous communities benefited. The ÁGUA DE BEBER project with UNICEF supports 13 communities in southern Bahia, and the Cozinhas & Infâncias project with the Instituto Comida e Cultura helped 1 village in the capital of São Paulo.*

Indigenous Peoples/Culture

Project: The Future is Ancestral

Peoples: Yawanawa , Huni Kuin, Kariri Xocó , Guarani Kaiowá, Guarani Mbya , Kaingang, Nhandewa and Xakriabá .

The main socio-cultural project of the Alok Institute, the album The Future is Ancestral was launched on Indigenous Peoples' Day (April 19) in Brasília, as the result of more than **500** hours of recording between around **50** Brazilian indigenous artists, representing eight ethnicities, and the DJ and music producer Alok (President of the Institute).

Its mission is to amplify indigenous voices, creating an enchanting relationship between the culture of indigenous and non-indigenous people in Brazil and around the world.

The launch show in Brasília (DF) brought together around **550,000** people. Also in 2024, a performance was held at the Grammy Mu-

seum (Los Angeles, USA), at the Global Citizen Festival (Central Park, NY), where around **60,000** people watched the presentation, in Belém (Pará) as a countdown show for COP 30 (Brazil 2025), around **250,000** people were present and at the Banco do Brasil Cultural Center (Rio de Janeiro) **550** people participated in the audience in the context of the G20 meetings; in addition to a show at the 2024 edition of the Latin Grammys (Miami), where **3,500** attended the ceremony.

The Pedju Kunumigwe song, from the indigenous group Nhandewa and Alok, who are part of the album The Future is Ancestral, received a **Latin Grammy** nomination for Best Latin Music Performance. This is a historic event for Brazilian indigenous people and an important recognition of indigenous voices as significant agents in the global music and arts scene.

In 2025, with sponsorship from Banco do Brasil, we intend to take the show The Future is Ancestral to several Brazilian states as a highlight of the Áurea Tour, which will also support reforestation projects in the biomes that are part of the tour route.

The Future is Ancestral project also includes the production of a documentary with the same title, to be released in 2025.



Project: Native Sound Collection

Partnership: Yawanawa, Huni Kuin, Kariri Xocó, Guarani Kaiowá, Guarani Mbya, Guarani Nhandewa, and Kaingang



son nativo collection

In 2024, a collection of Brazilian indigenous music was completed, consisting of **seven** albums that will be added to The Future is Ancestral. This marks the first release of the Native Sound Collection. The collection features over **100** recorded songs from **seven** ethnic groups: Yawanawa, Huni Kuin, Kariri Xocó, Guarani Kaiowá, Guarani Mbya, Guarani Nhandewa, and Kaingang. It is set to be launched in 2025, with lyrics available in their original languages as well as translated into several other languages.

The Native Sound Collection is a contribution from the Alok Institute in support of the International Decade of Indigenous Peoples in collaboration with UNESCO.

Project: Culture as Resistance

Partnership: Guarani Nhandewa People



Contributing to the cultural strengthening of the Guarani Nhandewa people through events in Laranjinha Village, which bring together elders, leaders, children, youth, and adults. These events encourage the revitalization of traditions and worldviews, ensuring that the path of life for future generations is enriched. This initiative involves the participation of **300** indigenous people. (**Paraná**)

* The track “Pedju Kunumigwe” from the album *The Future is Ancestral* was the song nominated for the 2024 Latin Grammy

Indigenous Peoples/ Entrepreneurship

Project: AYVÚ Records Studio

Partnership: Bro MC's



The first phase of constructing **AYVÚ Records** is now complete, featuring a music studio located in Jaguapiru Village within the Francisco Horta Barbosa Indigenous Reserve. The studio is already hosting recordings, workshops, and artistic experiences, providing Brazil's first indigenous rap group with greater autonomy for their recordings and rehearsal of concerts. **(Mato Grosso do Sul)**

Indigenous Peoples / Education

Project: Urban Encounters with Ancestry

Partnership: Native Songs Group



We impacted approximately **700** individuals by supporting the Cantos Nativos Kariri Xocó group in conducting ritualistic practices with non-indigenous guests and organizing cultural activities in schools in São Paulo. This initiative created opportunities for the non-indigenous population, particularly children, adolescents, and teachers, to deepen their understanding and experiences with the culture of indigenous peoples. **(São Paulo)**

Indigenous Peoples / Environment

Project: Preservation of Araucaria Trees

Partnership: Zág Institute



We supported the creation and planting of **30,000** Araucaria seedlings, which is a strategic priority for the Xokleng people in their efforts to maintain a “standing forest.” The pine nuts, which are the fruit of the Araucaria tree, serve as a vital part of the diet for **2,500** indigenous people living in Figueira Village, located in the municipality of José Boiteux. (**Santa Catarina**). Additionally, with our support, a gathering of **65** indigenous women took place to exchange knowledge, share stories, dance, and perform traditional music.

**The Zág Institute was the only Brazilian organization to receive the Equator Prize from the UNDP (United Nations Development Program), which annually recognizes initiatives by indigenous peoples and community organizations that utilize nature-based solutions. This recognition underscores a partnership between the Alok Institute and the Equator Prize (UNDP). In 2024, two other Brazilian projects were also recognized and received our support, as will be detailed below.*

Project: Climate Guardians

Partnership: Indigenous Environmentalist Collective for Action on Nature, Agroecology and Sustainability – CAIANAS



Training of **20** young indigenous people from the Kinikinau and Terena ethnic groups in Ethnoagroecology, in a context of Climate Emergency. The “Climate Guardians” are trained to rescue the ancestral agriculture of the Terena people, considering the social, cultural, environmental, cosmological and spiritual dimensions. The “Climate Guardians” are in the Cachoeirinha and Pilad Rebuá Indigenous Lands in Miranda (**Mato Grosso do Sul**).

** The organization is one of the Brazilian indigenous entities that won the 2024 EQUATOR INICIATIVE, with which the UNDP – United Nations Development Program recognizes solutions that sustainably manage nature and biodiversity.*

Indigenous Peoples/Rights

Project: Governance and Ethnoenvironmental Protection

Partnership: UNIVAJA - Union of Indigenous Peoples of the Javari Valley



We support the holding of meetings with the leaders of the Matis People, in the Rio Branco village, with the participation of **100** people, to develop actions that aim to review the UNIVAJA governance model to strengthen protection mechanisms and the leading role in the broad context of the “Javari Valley Ethnoenvironmental Protection Project/PPEVJ”. (**Amazon**)

** The organization is one of the Brazilian indigenous entities that won the 2024 EQUATORIAL PRIZE, with which the UNDP – United Nations Development Program recognizes solutions that sustainably manage nature and biodiversity.*

Indigenous Peoples/Food Safety

Project: Field of Abundance

Partnership: Huwa Karu Yuxibu Center and Gaslive.



The Piti Kuin restaurant has opened in Acre, providing a vital resource for the Huwa Karu Yuxibu Center, which aims to support approximately **240** members of the Huni Kuin ethnic group living in vulnerable conditions on the outskirts of Rio Branco. This partnership, initiated in **2021** with the spiritual leader and musician Mapu Huni Kuin, will continue to evolve in 2025 with plans to establish an agroforest on a 10-hectare area to produce food for the community. (**Acre**)



Entrepreneurship

Supporting young people and, especially, women in their qualification for entrepreneurship and professional work, encouraging the creation of businesses, access to technology, and credit.



Project: Entrepreneurial Connection

Partnership: Acreditar



In 2024, **204** entrepreneurs from the Zona da Mata region of Pernambuco benefited from microcredits to strengthen their small businesses. This initiative, established in 2021 in partnership with the NGO ACREDITAR, aims to create an environment that fosters the development and creation of small businesses in the Zona da Mata area through the provision of microcredit.

Since the partnership began, the initiative has served **769** people and supported **405** projects. It has granted microcredit and offered business management support in the cities of Glória do Goitá, Chã de Alegria, Feira Nova, Lagoa de Itaenga, and Pombos. The Fundo Conexão Empreendedora strengthens productive activities while contributing to income generation, gender equality, and local development.

71.60% of the resources are taken by women who find in entrepreneurship the opportunity to generate their income. (PE)

General Data:

- ◇ 769 People served;
- ◇ 405 Businesses supported;
- ◇ 12.40% Production
- ◇ 45.20% Commerce
- ◇ 12.00% Service
- ◇ 30.40% Rural Activities

Age Range:

- ◇ 15 to 20 years: 2.00%
- ◇ 21 to 30 years old: 14.40%
- ◇ 31 to 40 years old: 37.60%
- ◇ 41 to 50 years old: 23.60%
- ◇ 51 to 60 years old: 20.00%
- ◇ 61 to 70 years old: 2.40%



Social Gastronomy

Promoting access to healthy food in a context of nutritional security. Creating greater awareness about conscious consumption and favoring sustainable production.



Project: Kitchens & Childhoods

Partnerships: Instituto Comida e Cultura; WAAW by Alok; School Feeding Coordination (CODAE), Municipal Department of Education of São Paulo; School of Public Health of the University of São Paulo (FSP-USP)



With the Food and Culture Institute, founded by food education activists together with Bela Gil, we contributed to the training of more than **300** cooks from **588** municipal schools in São Paulo, directly serving children. The project has already impacted around **100,000** children (**São Paulo**).

Project: Social Impact Kitchens

Partnership: Gastromotiva; Church of Jesus Christ of Latter-day Saints



Alok Institute coordinated the donation of kitchen equipment to the NGO Gastromotiva on behalf of the Church of Jesus Christ of Latter-day Saints. This donation enhances the infrastructure of the Solidarity Kitchens and the Refettorio Gastromotiva, increasing food supplies for people facing food insecurity by **18%**. The equipment provided includes a 6-burner industrial stove, a convection oven, a refrigerator, a freezer, a microwave, an industrial blender, and more. The new equipment is expected to boost food supply for individuals experiencing food insecurity by approximately 18%. Previously, Refettorio served **31,680** meals per year, while the Solidarity Kitchens provided **245,400** meals annually. In 2024, Refettorio served **61,729** meals, benefiting **1,465** people, and the Solidarity Kitchens prepared **222,974** meals, which assisted **5,291** individuals.

We also participated in the Gastromotiva Community Meeting titled “The Kitchen as a Transformative Hub of Territories.” This event focused on exchanging knowledge and raising awareness about sustainable development, social gastronomy, and productive inclusion. It was attended by **300** people (**Rio de Janeiro**).

Project: Fruits of Hope

Partnership: Portraits of Hope

In 2023, we financed the acquisition of a **4,356 m²** plot of land in the quilombola community of Povoado do Saco, located in Jacobina, Chapada Diamantina, Bahia. This initiative aims to ensure food security for **35** families, benefiting over **100** individuals.

By 2024, vegetables will be sold, generating income for these families. The project, carried out by the organization Retratos de Esperança, focuses on developing sustainable food production practices. It promotes hydroponic gardens and nurseries for fruit trees that are suitable for the semi-arid region of **Bahia**.

* See "INDIGENOUS PEOPLE" for other initiatives related to Social Gastronomy (Food Security)





Human Development

Contributing to the promotion and defense of rights that ensure access to opportunities and conditions for a full life, such as health and education, culture, living well in harmony with nature, social assistance, gender equality, free sexual orientation and religious freedom, among others.



Health

Project: Luz na Saúde

Production: SAS Brazil and Alok Institute

Partnership: Clínica Romana, Fotona Laser, Secretary of Health of São Paulo

Sponsorship: Church of Jesus Christ of Latter-day Saints of the Last Days and GasLive



The gynecological care project benefited **3,029** women, carried out **9,570** consultations and **4,694** examinations, offering care for urinary incontinence, cervical cancer screening, and breast cancer screening. **(São Paulo)**

**This was the second edition of the Luz na Saúde project; the first was held in Complexo do Alemão (RJ) in 2023.*

Project: Home of the Artists of Love

Partnership: Hospital do Amor and the Goiás State Reference Oncology Complex - CORA



Support is being provided for the construction of a support house for patients at the Goiás State Reference Oncology Complex (CORA) in Goiânia. This facility will cover an area of **44,700m²**. The initiative is led by Hospital do Amor, which has gained recognition for its cancer treatment services based in Barretos (SP).

The “Home for the Artists of Love” will have the capacity to serve **148** people and will be a space for welcoming and supporting patients undergoing cancer treatment and their families, ensuring accommodation during treatment at CORA Hospital. **(Goiás)**

Program: Drinking Water

Partnerships: UNICEF (National) and Água Camelo (Northeast)

Support: WAP / WAAW by Alok



In 2024, we launched the Água de Beber program to improve access to drinking water, initially targeting **eight** states in the Northeast. The program consists of two main components and is supported by Wap/WAAW by Alok.

- ◇ Through our collaboration with the social startup Água Camelo, 20 community water access points were installed in **13** cities across **six** states, featuring innovative water treatment systems, water collection, and cooling. This initiative benefits **13,365** people in the states of Pernambuco, Alagoas, Rio Grande do Norte, Piauí, Ceará, and Paraíba.



Additionally, in partnership with the United Nations Children's Fund (UNICEF), we supported the WASH initiative—Water, Sanitation, and Hygiene—reaching **10,478** individuals in three states: Pernambuco, Bahia, and Maranhão. This initiative aims to strengthen public policies and promote the health, well-being, and overall development of children and adolescents by ensuring safe access to drinking water. (**Northeast Brazil**)

Project: INNspira

Partnership: National Institute of Dwarfism



We support a pioneering project to encourage **50** people with dwarfism to practice physical activities through the National Institute of Dwarfism in promoting health, well-being and inclusion through a program adapted to their specific needs that will have a multidisciplinary team. (**Brazil**)

Project: More Health and Life

Partnerships: Instituto do Câncer Infantil do Agreste



To contribute to humanized care for approximately **100** patients, we support the Instituto do Câncer Infantil do Agreste (ICIA), a reference institution that serves children and adolescents in Caruaru (PE). Our support strengthens the Intensive Care Unit. **(Pernambuco)**

Project: Basic Health RS

Partnership: EDS - Expedicionários da Saúde

Support: Brazilian Association of Churches of Jesus Christ of Latter-day Saints



We coordinated the collection of donations of medical and hospital equipment, in addition to renovations of physical spaces, for the municipality of Eldorado do Sul, covering hospitals, UPAs, and Health Centers affected by the flood in the state of Rio Grande do Sul, impacting around **3 thousand** people.

There were also medical assistance missions to the municipalities of Eldorado do Sul, Canoas and São Leopoldo. The actions began in 2024 and continue in 2025. **(Rio Grande do Sul)**

Environment

Alok Institute created the **PLANETA VERDE** program to support reforestation, restoration, and preservation of ecosystems in various biomes. The first partnership contracts were signed for Amazonian initiatives in Pará and Acre, with support from the Airbnb Community Fund.



Project: Agroforestry in Family

Partnerships: Airbnb Community Fund, IEB – Instituto Internacional de Educação do Brasil (Pará)



Support for a **75%** increase in the income of more than **150** women responsible for planting **240,000** tree seedlings, as well as seedlings for food production. The project will restore approximately **200** hectares on Marajó Island. The actions are carried out in areas of social, economic, and environmental vulnerability in the municipalities of Breves, Currallinho, Melgaço, Muaná, São Sebastião da Boa Vista, and Portel. (Pará)

Project: Field of Abundance – Make the Forest Bloom

Partnerships: Airbnb Community Fund, SOS Amazon, Huwa Karu Yuxibu Center (Acre)



Reforestation action in the territory where the Huwã Karu Yuxibu Center operates, led by spiritual leader and musician Mapu Huni Kuin. As part of the “Field of Abundance” project (which we have been supporting since 2022), an agroforestry project is being created, which includes planting more than **12,000** seedlings. About **7** hectares (70,000 m²) of native forest degraded by an illegal fire in 2019 will be restored. **(Acre)**

*See more about Campo da Fartura on page 13

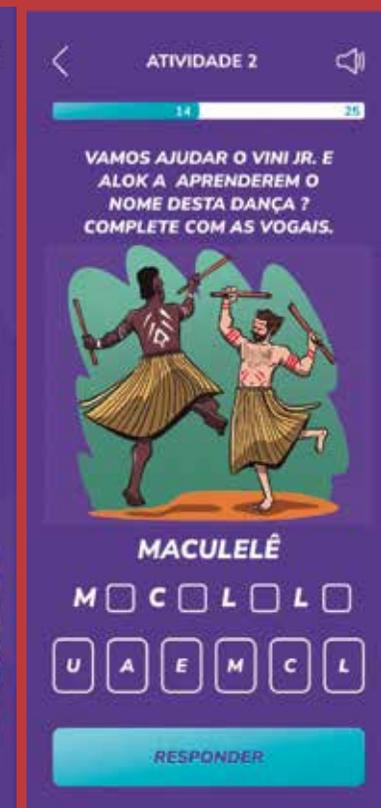
Education

Project: CT Base Ancestral

Partnership: Vini Jr Institute

Support: WAAW by Alok

We have partnered with the Vini Jr. Institute to enhance innovative educational initiatives in two public schools located in quilombola communities: Escola Municipal Professora Lydia Sherman in Búzios, RJ, and Escola Municipal Altina Ana da Conceição in Ituberá, BA. Our support includes the establishment of two Base Educational Technology Centers (CT Base Ancestral) and teacher training. Additionally, we are facilitating student access to an educational application and conducting workshops on Anti-Racist Education, which will benefit **180** children. **(Rio de Janeiro/ Bahia)**



Project: Network Dance

Partnership: EDISCA – School of Development and Social Integration for Children and Adolescents



Support for EDISCA – the School of Development and Social Integration for Children and Adolescents – in its efforts to strengthen the institution. EDISCA has already served around 5,000 young people and aims to implement actions that will generate its resources, leading to greater autonomy and improved management. (Ceará)

Project: Futuristically Ancestral

Partnership: Axé Project



Benefiting 110 students from the Axé Project, our support for the Futuristically Ancestral project celebrates the influence of the customs, fashion, hairstyles, makeup, and way of life of the Bahia people, rooted in African heritage, projecting them into a futuristic context. (Bahia)



Project: Sport, Talent and Citizenship

Partnership: TAOW JA Jiu-Jitsu PIO X



Financial support for travel logistics, training, and registration so that young athletes could compete in the Gaucho Championship and the Jiu-Jitsu World Championship. The athletes participated in the following competitions in different cities: Challenge Tour, Copa Meridional, Gaucho de Kimono Children's Day Challenge, and the CBJJE World Championship.

The athletes reached the podium in most of the fights. (Rio Grande do Sul)

Emergency Actions:

Since 2020, we have supported humanitarian organizations by donating resources and promoting solidarity campaigns to assist populations affected by natural disasters such as droughts and floods. Our efforts also focus on combating hunger, providing a more dignified Christmas, and improving access to healthcare, particularly during the COVID-19 pandemic. Additionally, we have made anonymous donations to individuals in situations of extreme vulnerability - we do not share their information out of respect for their privacy. The year 2024 began with a tragedy in Rio Grande do Sul.



SOS RS

Strategic partnerships: CUFA - Central Única das Favelas; Ação da Cidadania Contra a Fome, WAP, CIMI – Conselho Indígena Missionário; Expedicionários da Saúde, Instituto Felipe Neto, FAB - Brazilian Air Force, São Paulo Air Base and Correios and the artist Whindersson Nunes.

Donors: WAP, GWM, Estrella Galicia, Café 3 Corações, Chilli Beans, Everest Refrigeração, Panthera – Technogym, Ovomaltine, Portobel Colchões, O Boticário, Grupo Rezek, Primavera Máquinas, Real Máquinas, Transportes Paineira, Valor Fiscal, Ovomaltine, Clínica Romana, Cifarma and Líder Aviação.

Alok Institute joined forces with companies and institutions to contribute to the relief of thousands of victims in the state, sending around **1 million tons** of food, **1 ton** of medicines, water, cleaning and personal hygiene products, blankets, mattresses, animal feed, **500** industrial deep cleaning equipment, purchase of water purifiers, and ferry rental for transporting people and animals.



Fire Fighting

Partnership: Alter do Chão Aquifer Institute
(Alter do Chão Forest Fire Brigade)



Support for personal protective equipment purchase for **12** volunteers from the Alter do Chão Forestry Brigade, selected through the Alter Brigade training course to combat forest fires. (PA)

Intense Cold in Santa Catarina

Partnership: Zág Institute



During the winter in South Brazil, we made it possible to purchase **150** blankets and covers for the women and children living in Aldeia Figueira, who were the most affected by the low temperatures, reaching 1°C. (Santa Catarina)

Floods in the Yawanawa Territory

Partnership: Yawanawa Sociocultural Association



To benefit around **50** indigenous people, we supported the purchase of food for the Yawanawa people during the floods that occurred in the villages on the banks of the Jordan River in Acre. (Acre)

Exchanges

INDIA:

The Alok Institute has established a learning exchange with several organizations in India, including the Lokaa Foundation, Ashoka, and the Kailash Satyarthi Children's Foundation. This exchange does not involve financial donations from the Institute; instead, it offers voluntary and free monitoring and advice regarding the outcomes of social actions that impact **89,950** individuals.

In technical partnership with the Kailash Satyarthi Children's Foundation — founded by Kailash Satyarthi, who won the Nobel Peace Prize in 2014 — we have been involved in the implementation of **130** Child Friendly Villages across **20** communities in the Madhya Pradesh region of India during the years 2021, 2022, 2023, and 2024. This initiative aims to prevent child labor and ensure children's access to their rights.

The project directly serves approximately **5,700** children and provides technical support to **770** communities in **77** districts, with a focus on eliminating child labor and improving educational access.

In collaboration with Lokaa Foundation, we have transformed the rural village of Mokkalachenu in Andhra Pradesh, India, by constructing brick houses, installing water systems, building toilets, creating community spaces, and restoring the local environment, which has benefited **55** families.

Through our partnership with Ashoka India, we support the strengthening of the Fellow's network, which facilitates the exchange of best practices aimed at fostering a society where everyone sees themselves as agents of positive change. We provide technical support for the initiatives of **five** fellows, benefiting **84,000** people in various areas, including social protection and inclusion, education, entrepreneurship, income generation, food supply chains, and social gastronomy.

AFRICA:

Alok Institute maintained a learning exchange (without donating its own financial resources) with the Brazilian humanitarian organization **Fraternidade sem Fronteiras**, through monitoring and advising on the processes and results of the Fraternidade's actions in **Mozambique, Malawi, and Madagascar**.

Projects included:

- ◇ construction of schools, daycare centers, cafeterias, kitchens, support houses for caravanners, educational spaces, playgrounds, and health clinics.
- ◇ training workshops (bakery, sewing, carpentry, forging, soap, bio-char, ecological bricks, crafts), drilling of artesian wells, and installation of photovoltaic energy panels.
- ◇ acquisition of land for agricultural production and food distribution.

In the three countries, **26 thousand** people benefited.

Ubuntu Nation Project (Malawi): 2,000 people

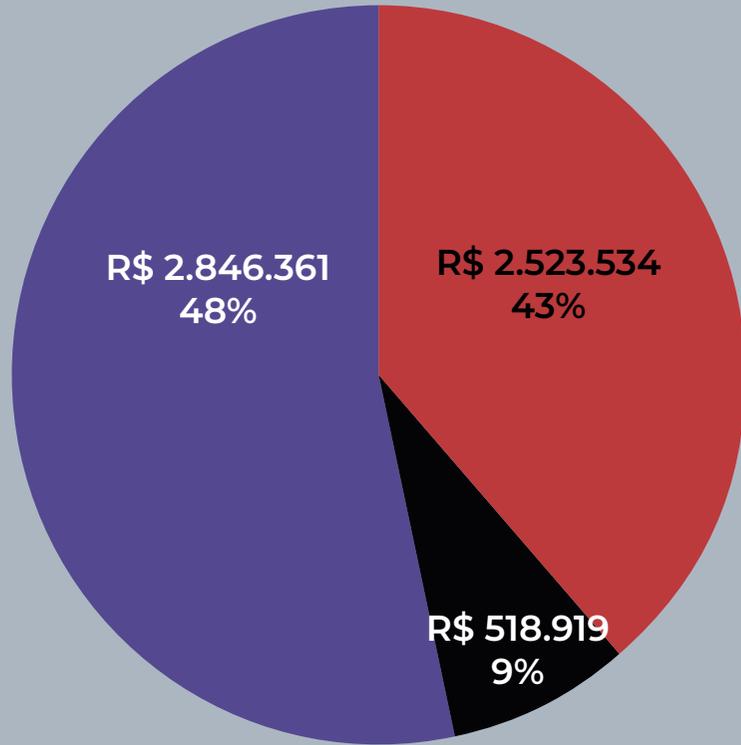
Acolher Mozambique Project: 14,000 people

Madagascar Action Project: 10,000 people



Financial Management

Funds Raised by Source – 2024

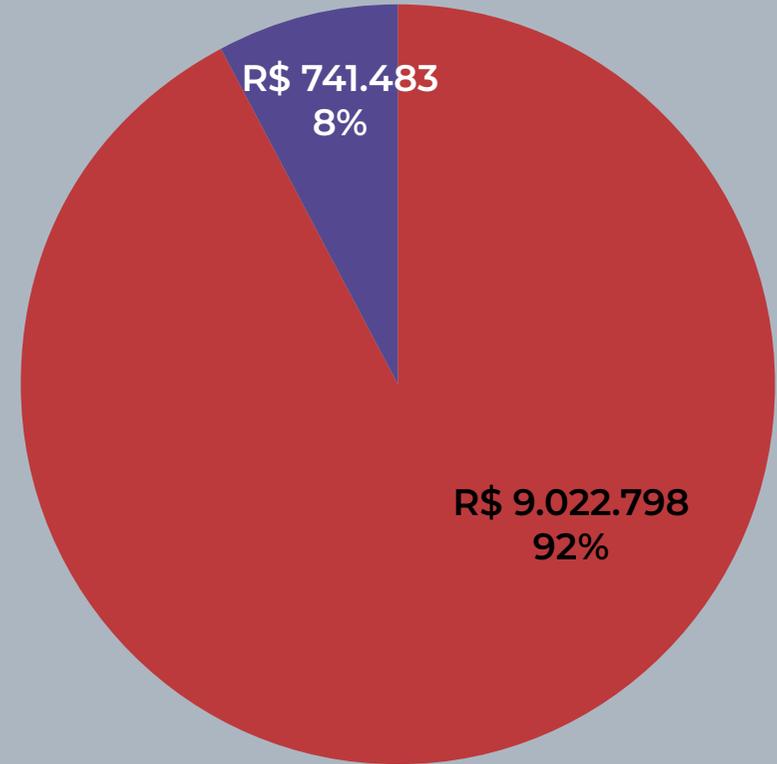


Total R\$ 5.888.814

- Partner companies for specific projects (donations to Instituto Alok)
- Individuals and companies for Solidarity Actions (emergency initiatives)
- Partner companies (donations made directly to the organizations executing the supported projects)

Social Investments by Operation – 2024

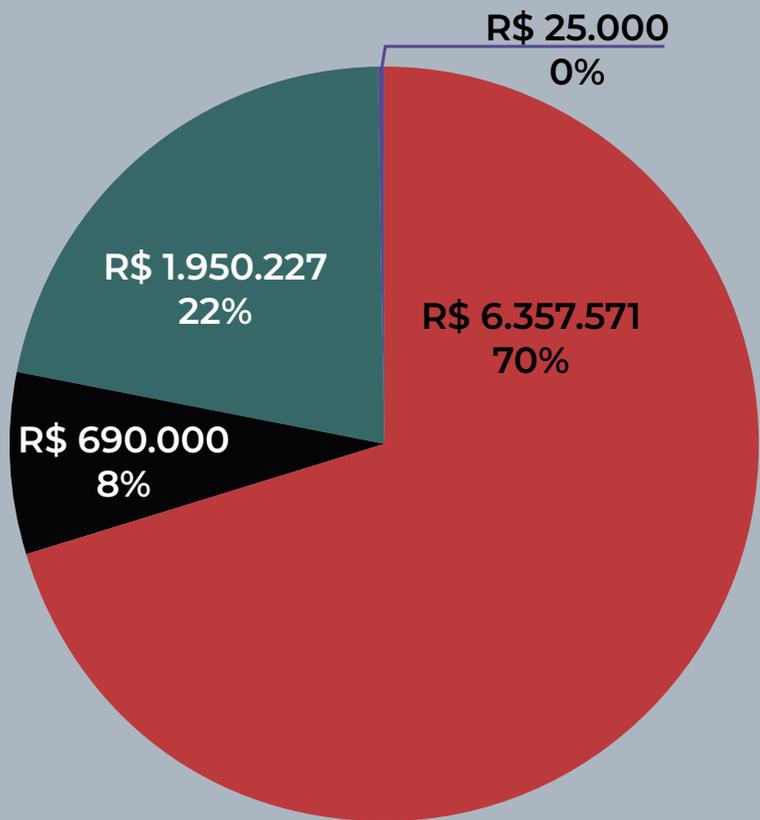
*Includes direct fundraising for projects



- Social Investments
- Personnel / Services / Operations

◇ All charts consider, in addition to the funds donated by the Institute, the amounts raised by the Institute but donated directly to the executing organizations (in the latter case, these are not included in the Institute's accounting).

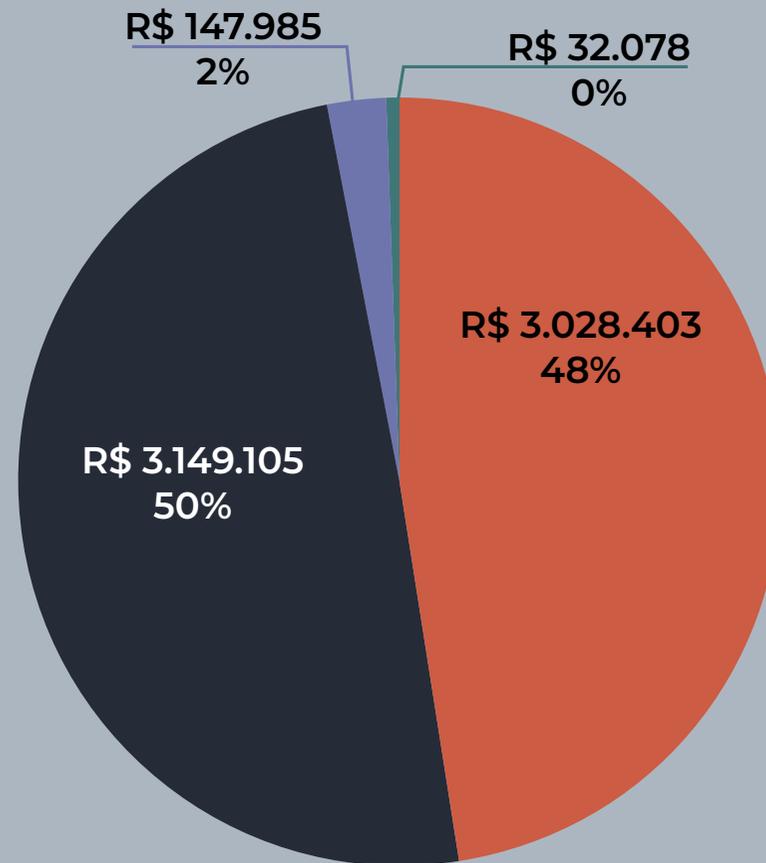
**Social Investments
by Focus Areas – 2024**



Total R\$ 9.022.798

- Human Development (health, environment, education, solidarity actions)
- Social Gastronomy
- Indigenous Peoples
- Entrepreneurship

**Human Development
by Sub-Areas – 2024**



Total R\$ 6.357.571

- Health
- Education
- Solidarity Actions
- Environment

◇ The **Solidarity Actions** category includes initiatives and donations aimed at providing assistance and support in times of risk and vulnerability (whether collective or individual), such as situations caused by natural disasters and other emergencies.

Corporate Allies

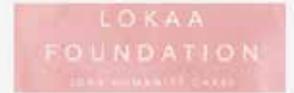


Institutional Supporters



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Partner Organizations



Our team

Founders

Alok Achkar Peres Petrillo

Romana Novais de Souza A. Petrillo

Board of Directors (and founders)

Chairman: Alok Achkar Peres Petrillo

Board Members

Fábio Correa Soares

Robson Cunha do Nascimento Junior

Rafael Rocha de Macedo

Executive Director

Geraldinho Vieira (Devam Bhaskar)

Fiscal Council

Anna Ryta Costa

Felipe Caldeira Lobo

Raul Marcilio de Souza

Partnerships and Projects

Management: Renata Quintella

Impact: Beatriz Nunes

Communications

Management: Janaina Coe

Editing/Assistant: Gabriela Alves

Support: Maya Coimbra

Webmaster: Sandro Arakaki

Press: Melina Tavares Communication Agency

Administration

Administrative Management: Tamiris Sobral and Andréia Dias

Finance: Maria de Fátima Albuquerque

Legal: Lorhayne Guimarães

Headquarters: Goiânia - GO (Brazil)