



serenas...

Activity Report 2025

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*Between what feels urgent
and what takes time,
we chose the present.*

*When urgency presses in,
our compass guides us toward serenity.*



Opening note

Working to address gender-based violence demands a sense of urgency, but it also calls for a quality of presence capable of sustaining the depth this agenda requires.

It is at the meeting point between “what must be done now” and “what takes time” that we seek to mature without losing what makes us Serenas.

The year 2025 flew by. And rather than letting ourselves be carried away by it, we chose to ground ourselves. We found our strength and came to understand that growing means opening the future with our hands in the present. And when urgency kept pressing in, it was in collective spaces that we made care our method and trust our compass.

It is not possible to summarize the past period in a single word. But when we look back on it, one verb emerges as a compass for what comes next: to find serenity.

Enjoy your read!

With care,

Amanda Sadalla - Executive Director of Serenas

Isabella Santiago - Director of Operations



Words from our supporters

“For years I have followed, supported, and admired the work of Serenas, which amplifies the voice of a particularly vulnerable segment of the “silent majority” of Brazilian women. I am deeply proud of its recent achievements and firmly believe that they will continue to grow.”

Luciano Sobral,
Individual Donor

“Supporting Serenas means strengthening an organization that combines technical rigor, sensitivity, and courage to confront one of the most urgent and silenced issues in our country: gender-based violence. The research we developed together highlights not only the importance of the issue, but also Serenas’ ability to transform data into informed advocacy and concrete pathways for public policy. At Instituto Machado Meyer, we believe education is a foundational pillar of citizenship and democracy. By prioritizing initiatives focused on civic education, we seek to contribute to the creation of safer, more informed school environments grounded in rights-based principles. In this context, Serenas plays a vital role. By addressing a sensitive issue with both technical rigor and ethical responsibility, the organization helps to broaden the public conversation and to drive meaningful change in the education system.”

Helena Rabethge,
Director of the Instituto Machado Meyer

“Serenas’ work stands out for its commitment and sensitivity in promoting safer digital environments for girls and women. We were very pleased to select them as partners of SECOM for a pioneering and challenging initiative: developing an online training program to combat violence against girls in digital environments, designed specifically for the school community. The course has reached thousands of teachers across Brazil and has become a key resource on the topic. I see the strong results of this initiative as clear evidence of the relevance and impact of Serenas’ work, contributing in concrete ways to a safer and more welcoming education environment. It is a very proud reason to have built this partnership and to move forward together in much-needed actions to promote girls’ rights in the digital and school environments.”

Mariana Filizola
Project Manager at the Ministry of Education and former General Coordinator of Media Education at the Social Communication Secretariat of the Presidency (SECOM).

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About Serenas



Gender-based violence runs through everyday life, shaping life trajectories and limiting possibilities before dreams can even fully take form. It affects bodies and lives unevenly, deepening structural inequalities related to race, class, territory, gender identity, sexuality, disability, and other social markers.

In Brazil, every day girls and women are victims of violence that could be prevented. In 2024, four women were killed each day as a result of femicide. Cases of rape were recorded every six minutes, and in six out of ten cases the victims are children and adolescents — especially girls up to 13 years old, most of them Black. In most cases, the violence occurs within the home.

These figures tell only part of the story. Behind them lies a deeper reality shaped by underreporting, institutional violence, and a lack of effective public responses. This is the reality Serenas is working to change.



We are a nonpartisan, nonprofit organization founded and led by women that works in collaboration with public policies to promote healthy relationships and prevent gender-based violence against girls and women in Brazil.

Our work is guided by the belief that prevention requires more than isolated responses. It demands transforming the norms, values, and structures that sustain violence — before it happens.

We structure our work around three complementary pillars:

Educate to Prevent: We work alongside education departments, school leadership teams, teachers, and students, strengthening institutional capacity, pedagogical practices, and school environments committed to promoting healthy relationships and preventing violence.

Capacity Building for First Response: We strengthen the work of public agents who provide direct support to girls and women. Our focus is on preventing institutional violence and promoting effective, humane support capable of breaking cycles of violence and ensuring access to rights.

Advocacy: We produce, systematize, and mobilize knowledge to enrich public debate and strengthen the recognition of gender-based violence prevention as a priority.



**meninas
e mulheres
livres para
sonhar**

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*How we worked
in 2025*





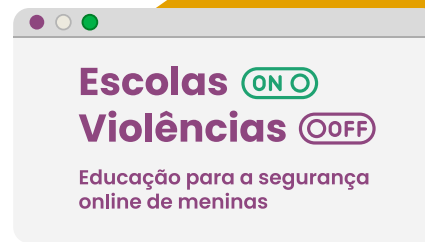
Schools ON, Violence OFF

Online Safety Education for Girls

Our Approach

Digital forms of gender-based violence disproportionately affect girls and women in Brazil, especially as access to digital technologies continues to expand. Data from the Brazilian Observatory of Online Violence (2021) show that 60% of victims of online violence are between 13 and 25 years old, about 75% are girls and women, and 45% are students.

Despite the growing need for digital literacy and online safety strategies, educators often lack the tools to address these issues in a structured way within schools. In response, Serenas developed the online course "Schools ON, Violence OFF," aimed at equipping public-school educators with knowledge and practical strategies to help protect girls in digital environments.



Our work

The course was developed in 2024 and launched in 2025 as a free offering on official federal government platforms: the Virtual School of Government (EVG), the National School of Public Administration, and the Ministry of Education's Virtual Learning Environment (AVAMEC). The pre-launch event in Brasília brought together government leaders, technical teams, and civil society representatives, many of whom became ambassadors for the initiative.

Beyond its nationwide availability, the project advanced into a new phase of local engagement in 2025, focused on actively engaging education networks. We established partnerships with five priority territories: the municipalities of Ibirité (MG), Maricá (RJ), and Cuiabá (MT), as well as the states of Roraima and Sergipe. In these territories, targeted engagement and mobilization activities for education professionals will be carried out throughout 2026.

Impact

+ than 19k people

enrolled in the course, representing all Brazilian states and seven **7 countries**.

+ than 45 news articles

featured the project

In May 2025, the course “Schools ON, Violence OFF” received national recognition with the **Neide Castanha** Award in the Knowledge Production category, granted by the Executive Secretariat of the National Committee to Combat Sexual Violence against Children and Adolescents and by the ECPAT Brazil Network. The award honors initiatives and leaders who stand out for their unwavering commitment to defending the human rights of children and adolescents.

This recognition highlights the project’s impact and underscores the central role of education in protecting against and preventing violence.



After taking the course, I carry with me a new understanding and greater sensitivity regarding violence against girls and women.

What struck me most was realizing that school can be far more than a place for academic learning: it can be a space for care, listening, and protection. I also carry a strong desire to help build safe environments where girls feel valued and respected.”

Early Childhood and Primary Education Teacher, Southeast Region



Access the course [here](#)



Technical Team

Coordination:

Jade Lopes Gomes

Supervisor:

Isabella Santiago

Government relations and partnerships:

Débora Lira

Graziela Santos

Content development:

Bruna dos Santos Latrofe

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Communications and design:

Marjana Borges Antunes

Valéria Rezende

Jéssica Tarigo Flores

Accessibility:

Maria Inclusiva

Audiovisual production:

Agência EDN



What deeply struck me was understanding how silence — often shaped by fear, shame, or a lack of support — can trap girls in cycles of violence. That awareness moves me to be someone who offers a safe space. I want to be someone who listens, who believes, who supports, and who takes action. That is, without a doubt, the most important thing I take away from this experience.

High School Teacher, Northeast Region



Realization:



Funding:



Institutional support:

MINISTÉRIO DA
EDUCAÇÃO

SECRETARIA DE
COMUNICAÇÃO SOCIAL



PHOTO: Arquivo Serenas



Education for Prevention Program Government of the State of Alagoas

Our Approach

In Alagoas, data on violence against girls and women highlights the urgent need for prevention. In 2023, 78% of rape victims in the state were under 18 years old.² Violence affects girls' lives early on, impacting their ability to remain in school, their safety, and their overall development within the school environment.

Faced with this reality, the State Department of Education of Alagoas (SEDUC-AL) and the State Department for Women and Human Rights (SEMUDH-AL) signed a Technical Cooperation Agreement with Serenas to strengthen the integration of gender-based violence prevention into the state's education policies.

Our work

Between July 2024 and March 2025, we delivered a learning journey for leaders and technical teams from both Secretariats, combining in-person training sessions, online meetings, and specialized technical support. The program addressed topics such as gender-based violence, the effects of violence on educational trajectories, masculinities, protection networks, legislation, and pedagogical strategies for prevention.

As a key outcome of the partnership, we developed the **Guide for Preventing Violence against Girls in Education in Alagoas**, a practical guide for educators in the state school system, offering practical guidance on prevention in everyday school life, humane and supportive responses, pedagogical practices, and coordination with protection networks. The Guide was launched in March 2025 during an institutional webinar bringing together the partner Secretariats and representatives of the Government of Canada, the project's funder.

Impact

+ than 67 leaders

and technical staff trained on preventing violence against girls and women.

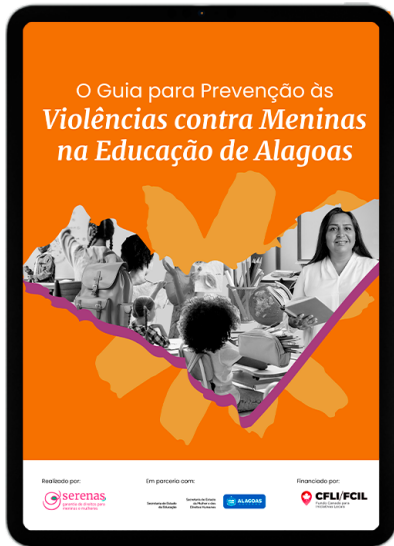
310 schools and 171,000 students

potentially reached through leadership training.

+ than 6.600 teachers

in the state school system with access to the Guide for Educators.

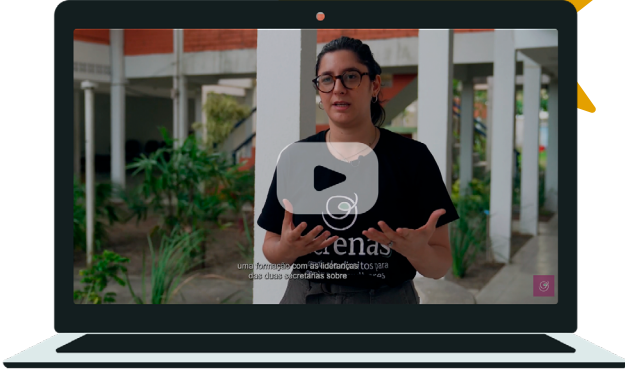
2: Mapa da Violência Contra a Mulher em Alagoas, 2023



Access the Guide for Educators [here](#)



Watch the video and learn more about the partnership with the state of Alagoas.



Technical Team

Coordination:
Graziela Santos

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Amanda Sadalla

Training and content development:
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Débora Lira
Mikaelle Cruz

Communications and design:
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Jéssica Tarigo Flores

Realization:



Partnership:

Secretaria de Estado da Educação

Secretaria de Estado da Mulher e dos Direitos Humanos



Funding:



PHOTO: Agência EDN





Nós+Seguras Program Rio de Janeiro State Government

Our Approach

In the state of Rio de Janeiro, the complexity of violence against girls requires coordinated responses across different sectors of the public administration. Schools play a central role against this backdrop: they are spaces for prevention, for listening, and often the first place where cases of violence come to light.

In 2024, Serenas signed a Technical Cooperation Agreement with the State Secretariat of Education (SEEDUC), the State Secretariat for Women (SEM), and the State Secretariat of Health (SES) to develop the *Nós+Seguras* program, to be implemented between 2025 and 2027. The goal is to strengthen and institutionalize strategies for preventing and responding to violence against girls across the state school system.

Our work

In 2025, the program focused on laying solid foundations for its implementation.

We conducted a participatory diagnosis of the state's institutional ecosystem, engaging 94 key actors — including Secretariat leaders, Regional Directorate technical staff, school professionals, and students. The diagnosis mapped existing processes, institutional gaps, quantitative data, perceptions of violence, and the main challenges to prevention and response across different territories.

Based on the analysis of primary and secondary data, we delivered a research report along with a set of strategic recommendations aimed at strengthening and institutionalizing the program as a lasting public policy.

At the same time, we supported coordination efforts and regular meetings of an intersectoral Working Group bringing together representatives from the three Secretariats, with the goal of strengthening technical capacity to design and implement integrated strategies.

The program's next steps include training sessions with Regional Education Departments, activities with students, training for professionals in the School Health Program, and support for the development of a self-guided course for the state education network.



PHOTO: Arquivo Serenas

Impact

+ than 94 people

engaged in the participatory diagnosis.

3 state secretariats

mobilized in ongoing intersectoral collaboration, with 13 members of the Working Group directly involved in developing the strategies.

350 participants

in the program's launch seminar and institutional mobilization.

Technical Team

Coordination:

Graziela Santos

Supervisor:

Amanda Sadalla

Training and content development:

Bruna Latrofe

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Michelle Cortes

Research and data analysis for the diagnosis:

Marina Exner

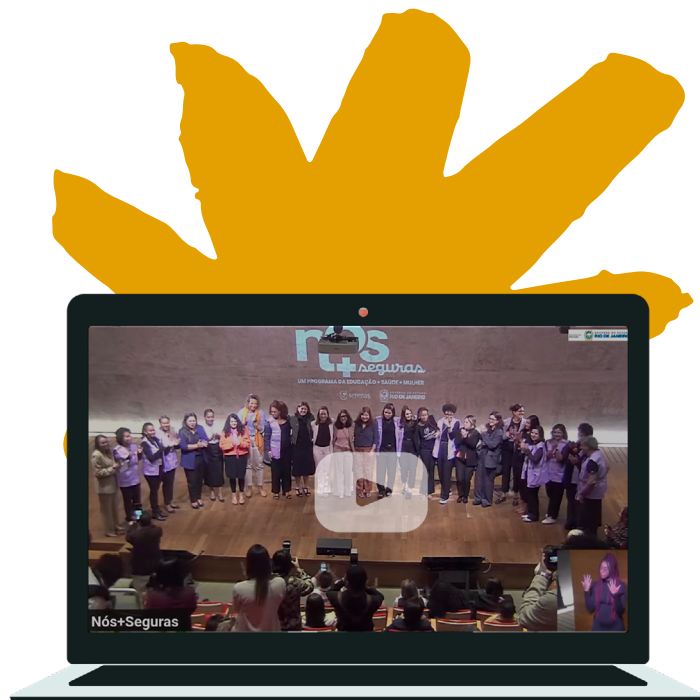
Communications and design:

Marjana Borges Antunes

Valéria Rezende

Program visual identity:

Secretaria de Estado da Mulher do Rio de Janeiro



[Watch the program's launch seminar here](#)



The Nós+Seguras program represents a step forward, as it moves beyond isolated actions and invests in building a lasting public policy. We are bringing together our strengths, methodologies, and shared purpose to ensure that our schools are prepared to welcome, protect, and transform realities. This integration across sectors is what will make lasting results possible.”

Heloísa Aguiar, Secretária de Estado da Mulher

Realization:



“Free to Dream?” National Study School Community Perceptions of Violence against Girls

Our Approach

Despite the central role of education in preventing gender-based violence, Brazil still lacks systematic research that connects this issue to the school environment. There is a shortage of data showing how students, teachers, and school leaders perceive violence, how it affects everyday school life, and whether — or how — schools are prepared to address it.

This gap is particularly serious in light of the national context: most victims of sexual violence in the country are Black girls under the age of 13. Exposure to violence undermines the well-being, academic performance, and social development of millions of students.

Within this context, Serenas launched the national study “Free to Dream?” in 2025 — an unprecedented effort to shed light on the links between gender-based violence and education, placing the school community at the center of the listening process.

Our work

In partnership with Plano CDE, we conducted a nationwide study using a mixed-methods approach. The qualitative phase included in-depth interviews and focus groups with school leaders, teachers, students, and representatives from State Departments of Education, with participants from all five regions of the country. The quantitative phase consisted of a structured online survey administered to teachers from lower secondary and upper secondary education. In total, 1,481 people participated directly in the study.

Beyond mapping perceptions, the research sought to understand how violence manifests in everyday school life, the beliefs that sustain it, and the barriers that hinder its prevention. Among other findings, the data show that gender-based violence is often normalized in the school environment; that teachers recognize the problem but report feeling unprepared to address it; and that schools are seen both as spaces of risk and as powerful spaces for transformation.

The study was launched at the Museum of the Portuguese Language, bringing together more than 100 leaders from the education and girls’ and women’s rights ecosystems. Since then, the findings have informed ongoing dialogues with Departments of Education, civil society organizations, the media, and specialists, helping to expand the public conversation on prevention.

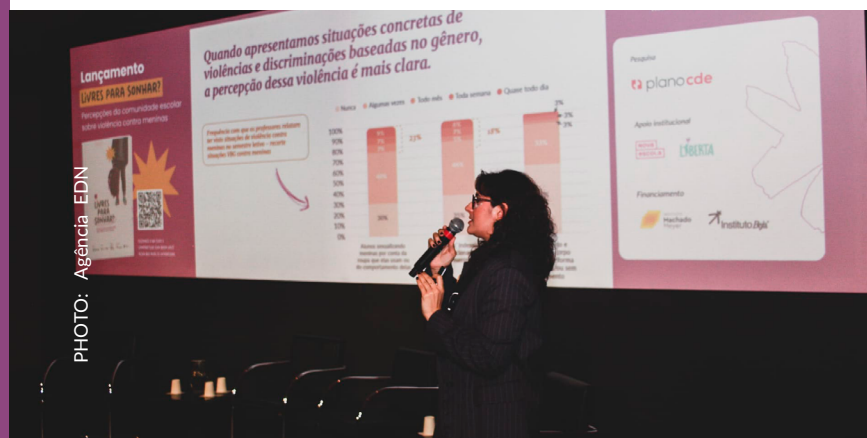


PHOTO: Agência EDN

Impact

1,481 direct participants in the national study.

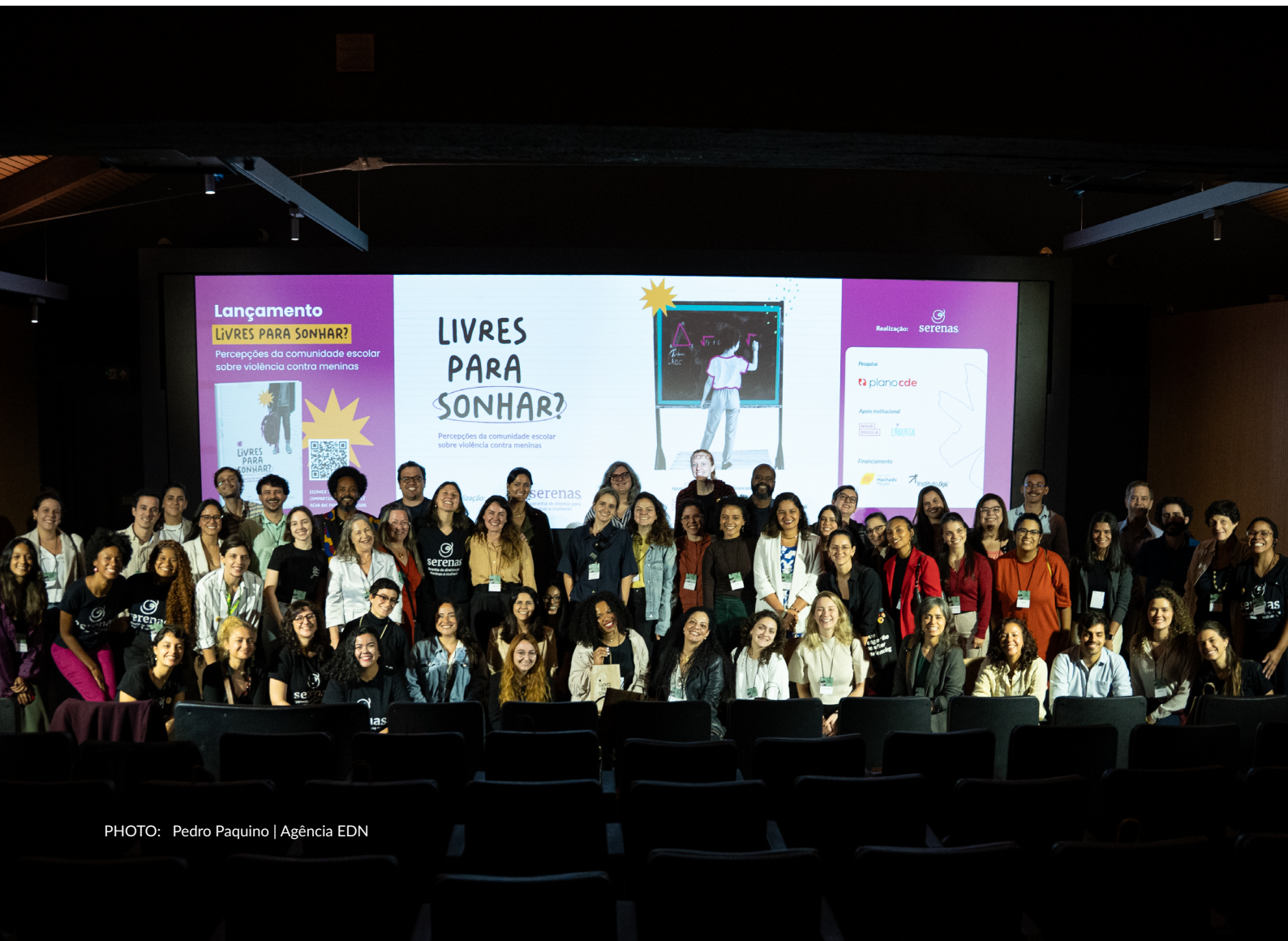
+ than 100 leaders attended the launch event.

+ than 25 media stories, in national outlets (Globo, Band, Folha de São Paulo, Estadão, and others).

+ than 75k people reached organically through Serenas' social media with the study's findings.



[Access the full study here.](#)



Technical Team

Coordination:

Graziela Santos
Débora Lira

Supervisor:

Amanda Sadalla
Isabella Santiago

Research:

Plano CDE Team*

Communications:

Marjana Borges

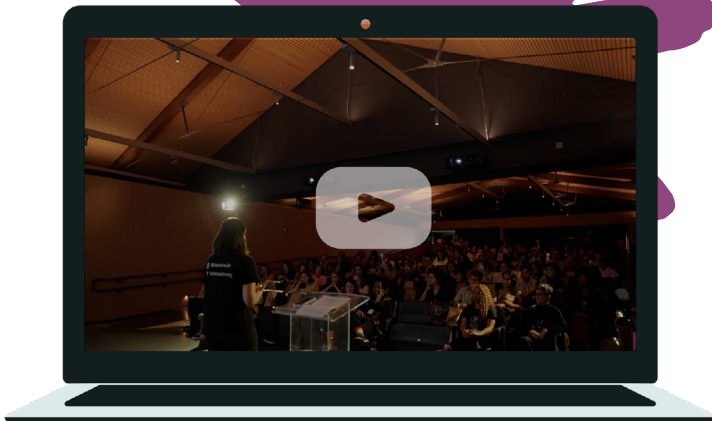
Executive Production:

Fernanda Markiewicz
Thábata Wbalojá

Press Relations:

Studio Graphico

*Full credits available in the research report



Watch the video to learn more about the launch.

Realization:



Research:



Institutional Support:



Funding:





“Building Safe Environments” Guidebook

Informational material for the development and implementation of safeguarding policies for girls and women

Our Approach

Civil society organizations play a fundamental role in promoting rights, especially in contexts of high vulnerability. At the same time, these spaces may be shaped by unequal power dynamics that place girls, women, and others at risk — even within environments committed to social justice.

The absence of clear institutional policies to prevent and address situations of abuse, exploitation, and sexual harassment can lead to silence, revictimization, and profound harm to both the people served and the teams themselves.

Based on this understanding, in 2024 Hivos began a partnership with Serenas to strengthen safeguarding practices across its network of partner organizations in Brazil and internationally.

Our work

In 2024, Serenas conducted two online trainings with organizations from the Hivos network, promoting conceptual alignment and strengthening institutional capacities to prevent and respond to cases of abuse, exploitation, and sexual harassment.

Building on this training process, the partnership advanced in 2025 with the development of a foundational resource. Serenas developed the *Building Safe Environments guidebook*, designed to support social organizations in developing and implementing safeguarding policies and prevention strategies against abuse, exploitation, and sexual harassment.

The guide systematizes key concepts, presents practical guidance for developing institutional policies, and proposes pathways for prevention, supportive responses, and appropriate referral mechanisms in cases of violence, considering different organizational contexts.



PHOTO: Arquivo HIVOS



PHOTO: Arquivo HIVOS



[Access the Building Safe Environments guidebook here](#)

Technical Team

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Supervisor:
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Lívia Merlim

Communications and design:
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Jéssica Tarigo Flores

Hivos Team
Voices for Just Climate Action (VCA)
Paula Moreira
Danielle Almeida de Carvalho

Realization: 

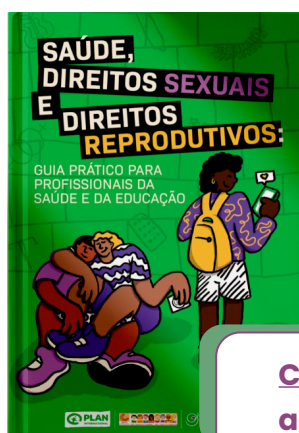
Funding: 

OTHER HIGHLIGHTS

Practical Guide on Sexual and Reproductive Rights for Health and Education Professionals

In 2025, we collaborated with Plan Brasil and Grupo Curumim in developing the Practical Guide on Sexual and Reproductive Rights for Health and Education Professionals, a support tool for professionals who work directly with adolescents. The material is grounded in the understanding that promoting rights requires intersectoral action and recognizes schools as strategic spaces for building safe relationships, providing reliable information, and fostering comprehensive care.

Divided into two parts, the guide offers an overview of sexual and reproductive health and rights, along with educational proposals and practical suggestions for group work that respect the contexts and life trajectories of each adolescent.



[Clique aqui para acessar o material](#)

Strategic partnership with Co-Impact and ICONIQ impact Women's Health Co-Lab

In 2025, we began a strategic partnership with Co-Impact as part of the Women's Health Co-Lab, a global initiative led by ICONIQ Impact. Serenas was selected to participate in a journey dedicated to developing a robust strategic plan for our education-for-prevention work over the next five years. This partnership represents a milestone in consolidating our national strategy, enabling dedicated time, resources, and technical support focused exclusively on strengthening our impact model.

The journey began with a workshop in Nairobi, Kenya, bringing together three other organizations from the Global South that are also part of this process. Throughout the second half of 2025, we advanced in defining the systemic problem we aim to address, shaping our vision for the future, and developing our Theory of Change. This process has been essential for strengthening our institutional resilience, refining our network-based approach, and intentionally imagining the future we want to build for girls and women in Brazil. The Design Phase will continue until the end of the first half of 2026, when we will begin implementing the strategy developed during this process.



Center for Exponential Change

In 2025, Serenas joined the network of the Center for Exponential Change, an initiative co-created by organizations such as the Skoll Foundation, New Profit, Instituto Beja, Waverley Street Foundation, and Rohini Nilekani Philanthropies. Originating in India, the initiative now operates in several countries. During the first half of the year, we began an institutional learning journey focused on strengthening our core values and designing strategies to scale initiatives aimed at preventing and addressing gender-based violence in Brazil.

As part of this journey, we participated in the Journey Partner Meetup, bringing together organizations working in areas such as education, climate, health, and equity, as well as in the exChange Summit in Rio de Janeiro. These gatherings enabled exchanges with global leaders and provided an opportunity to share Serenas' vision for advancing education that prevents violence and strengthens healthy relationships, expanding connections and learning in the field of systemic change.

Skoll World Forum: At the invitation of C4EC, we participated in the Skoll Forum, the world's largest gathering dedicated to social entrepreneurship and philanthropy, held at the University of Oxford in England. Our Executive Director took part in several dialogues on pathways toward more democratic and sustainable philanthropy, engaging with representatives from civil society, philanthropists, and government leaders.



PHOTO: Arquivo Serenas

Commission on the Status of Women (CSW)

In March, we participated in the 69th session of the Commission on the Status of Women (CSW), the main United Nations body dedicated to promoting gender equality and women's rights. At the invitation and with the support of the British Embassy, we traveled to New York to contribute to the global debate on strategies to address gender-based violence, bringing Brazilian perspectives and experience to this international forum.

During the program, we hosted the workshop "Championing Women's Rights Organizations to Tackle Gender-Based Violence," together with Mapa do Acolhimento. We shared our experience collaborating with governments and highlighted the central role of women's rights organizations in building sustainable solutions. The session brought together representatives from Brazil, the United Kingdom, and South Africa and resulted in recommendations that help strengthen connections between global agendas and local implementation.

Communications and public engagement

Throughout 2025, Serenas' communications efforts supported public engagement and expanded access to our initiatives. The visibility of the "Free to Dream?" study, the launch and award of the 'Schools ON, Violence OFF' course, and our participation in national and international agendas helped place GBV prevention at the center of public debate. We expanded our social media audience by 41% and were featured in 97 media stories — a 234% increase compared to 2024 — in outlets such as TV Globo, G1, Folha de S. Paulo, Estadão, TV Cultura, BandNews FM, Porvir, and Portal Lunetas.

Beyond media coverage, we also participated in forums, seminars, and events across different regions of the country, contributing through talks, workshops, and intersectoral collaborations. Highlights include our participation in Rio Innovation Week, the WOW Festival, the School Leadership Matters Summit, intersectoral seminars organized by the Public Prosecutor's Office and the Ministry of Health, and initiatives connected to national campaigns in March, May, and August focused on preventing sexual violence against children and adolescents and raising awareness about violence against women.



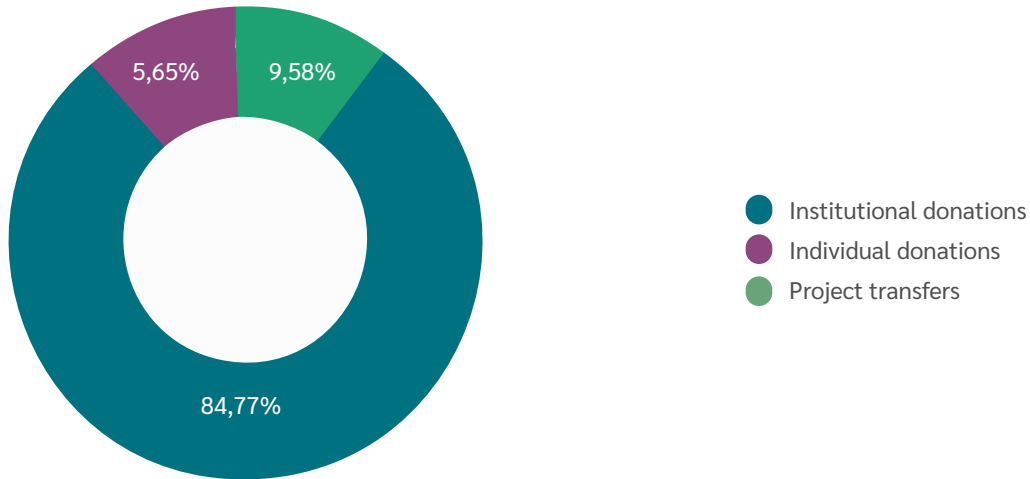
3

Financial resources



See how we used our resources and where they came from in 2025.

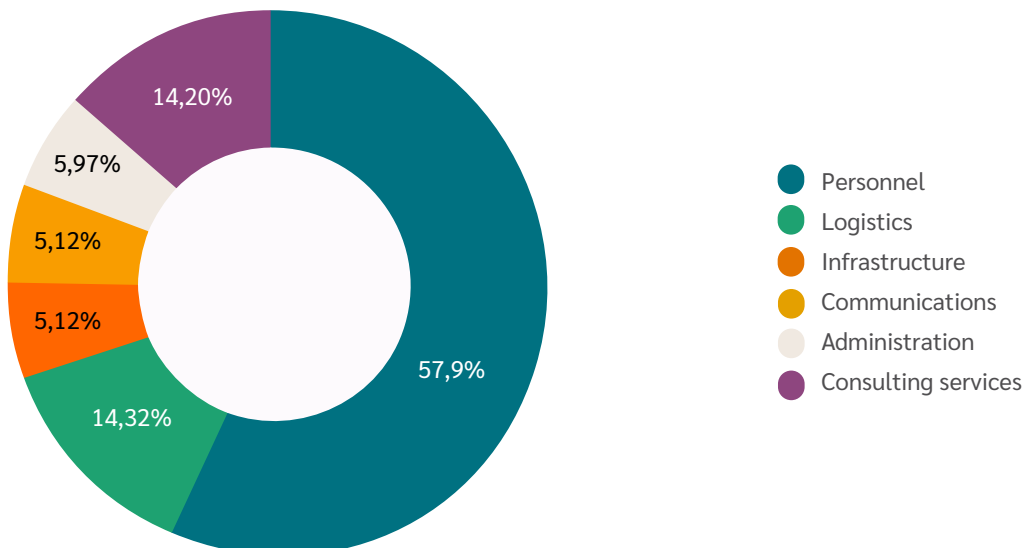
WHERE OUR SUPPORT CAME FROM



Total revenue in 2025*: **BRL 3.58 million**

*In addition to cash inflows, we also received financial income totaling BRL 159 thousand.

HOW WE SPENT OUR FUNDS





support us

Being a civil society organization in Brazil is a constant challenge. Each achievement described in this report is the result not only of our team's dedication, technical rigor, and ethical commitment, but also of the trust of those who believe that preventing violence is both possible and necessary.

If our work resonates with you, consider supporting Serenas.

Your contribution strengthens initiatives that collaborate with public policies, equip professionals, and expand the prevention of gender-based violence across the country. It helps us continue building a future in which girls and women, in all their diversity, have their rights guaranteed, live free from the risk of violence, and are **free to dream**.

HOW TO DONATE?

Individual donors

Be a recurring donor and follow our work!

Link: bit.ly/doar_serenas

Corporate donors

Get in touch to learn how your company or foundation can help improve the lives of girls and women:

contato@serenasbr.org

learn more:

serenasbr.org/apoie/



GET TO KNOW THE 2025 SUPPORTERS



DONATIONS FROM INDIVIDUALS:

Andrew Zuckerman

Christiana Vidal Simoes

Gabriele Garcia

Ines Fenyves Sadalla

Jayne Brasil Garfinkel

João Pedro Sacco

Jonas Henrique Santana Lima

Luciano Ribeiro Sobral

Mariana Nogueira Pavan

Natalia Oliveira

Pamella Michelly Barbosa Santana

Patrícia Paz

Sabrina Rodrigues Dos Santos

Mariza Nassralla

Patricia Fenyves Sadalla

Rissely Rócio da Rocha

Sabrina Rodrigues dos Santos

Team & Board



Amanda Fenyves Sadalla Costa
Executive Director and Co-Founder



Jade Lopes Gomes
Project Coordinator



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Protection and Prevention Specialist



Marjana Borges Antunes
Communications Coordinator



Débora de Lira Costa Tavares
Public Policy and Gender Specialist



Mariana Conceição da Silva
Executive Assistant (Jan–Jun 2025)



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Education Policy Coordinator



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Operations Analyst



Valéria Rezende Marques
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Fiscal Council 2025

Anelize Almeida

Procuradora Geral da Fazenda

Vivian Sampaio

Chefe Adjunta do Banco Central

Legal support:

MMAT Advogados



Accounting:

Savian Contabilidade



We also thank Gabriele Garcia, Isabel Aché Pilar, Benilda Brito, Luciana Temer and Stefania Molina for their voluntary and continuous contribution to the development of Serenas.

Interested in joining our team?

For future opportunities, we have created a form for individuals interested in contributing to our work, either as volunteers or in paid roles.

[Click here to apply.](#)



PHOTO: Arquivo Serenas

INSTITUTIONAL REPORT 2025

Credits

WRITING

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DESIGN

Marjana Borges Antunes

Valéria Rezende

COPYEDITING AND TRANSLATION

Nativa Translations

São Paulo, April 2026



