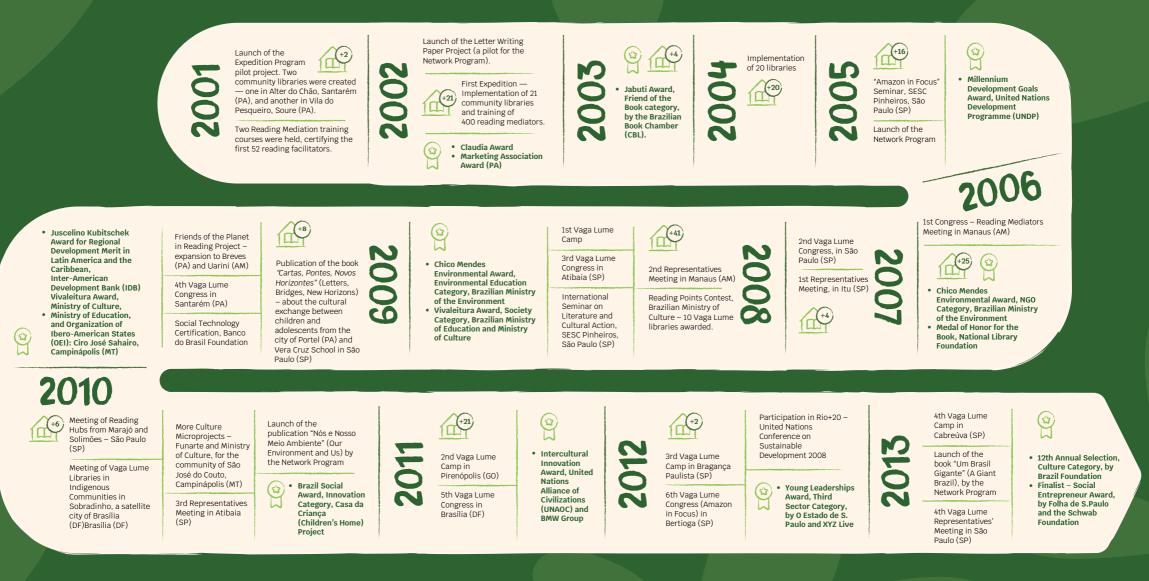
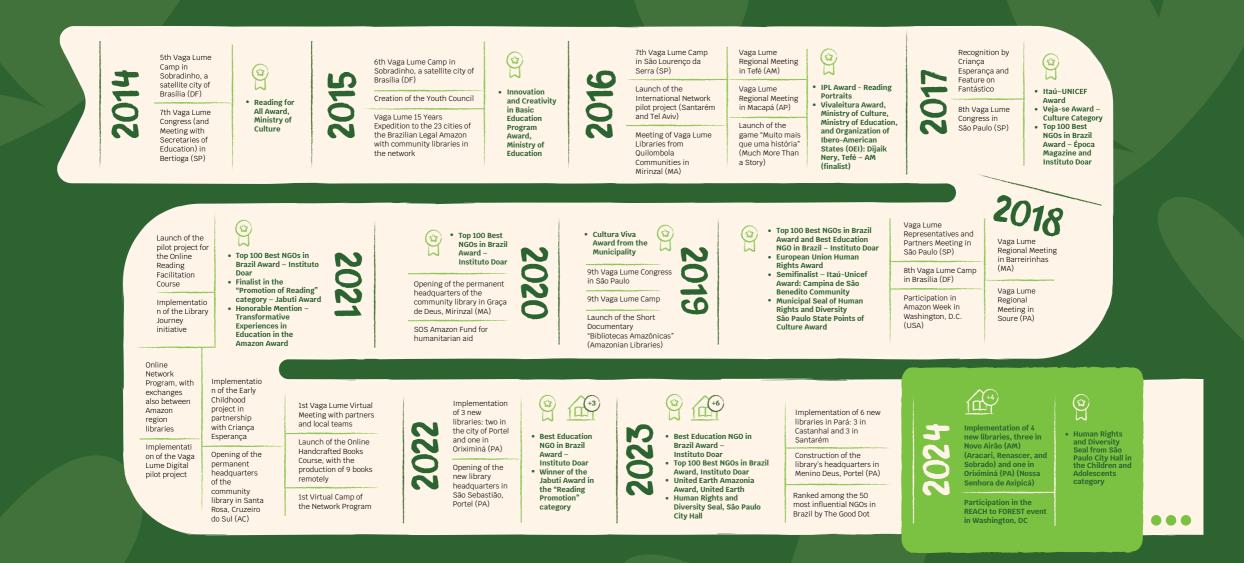
# ACTIVITY REPORT 2024 VAGA LUME

# WHAT HAS BROUGHT US HERE





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# 1234

You can navigate the digital report through this menu, available on the pages of each chapter!

# HOW TO READ THIS REPORT

It is divided into four sections, and you can have different reading experiences: chapter by chapter, or a more focused reading directed at the points that interest you.

#### Enjoy a complete experience!

At times, we will indicate hyperlinks and QR codes that connect you to external media that enrich your reading experience and complement the report's content. Happy reading ;)

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# **BEFORE STARTING...**

Let's play a game of imagination! Think about the first words that come to mind when it comes to the Amazon. By the time you finish reading this report, check if they still make sense or if any new words have emerged along the way.

> List the words that come to your mind about the AMAZON.



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# ONCE UPON A TIME ... WHAT WE DO AND WHERE WE DO IT





# LETTER FROM THE PRESIDENT

The year was 2005, and I was taking my first professional course in Fundraising. The lesson focused on organizational sustainability, and the professor, Lárcio, introduced a concept I must admit I didn't fully grasp at first:

### "The secret to long-term sustainability of projects and organizations is Governance."

I've always been the kind of student who gets curious — especially when something doesn't quite make sense but feels important. That phrase kept echoing in my mind: "The secret is Governance..."

Sometime later, I had the chance to speak with one of the founders of a major Brazilian environmental organization. I asked how they managed to secure support from Nordic countries. With ease, he said:

"We have a complex and well-structured governance system. That's why we receive international cooperation funds."

"The things we've

seeds — and seeds

of growing."

Mia Couto

have a stubborn way

done together are like

There it was again — Governance. For a social educator, history teacher, and activist for books, reading, and children's rights, the idea

felt almost mysterious and out of reach. After all, Vaga Lume was just four years old, relying on yearly projects, with a team of six people. What drove us was the urgency to raise resources to consolidate the libraries we started on the Amazon in 2001 and 2002. Our dream was to respond to letters from communities with more courses, projects, and books. It seemed more practical — or necessary — to put governance aside and simply roll up our sleeves to secure funding for the next project.

But time passed. Now, as I present this Activity Report, I see it tells the story of an organization that, even without realizing it, never stopped seeking the meaning of that lesson. With governance that is now strong and solid, I understand in practice what the professor meant.

Beyond the technical team — the organization's beating heart — and our generous volunteers, the councils and committees provide Vaga Lume with the structure needed for longevity.

Our committees energize and deepen work in Communications, Fundraising, People & Management, Education, and Finance. The Fiscal and Advisory Councils guard Transparency and Strategy, constantly challenging us to adopt the best practices.

Good governance pushes us to improve and look further ahead. I now understand that true sustainability arises from this continuous collective journey of self-improvement.

There is still much to do to secure Vaga Lume's future. Perhaps that's why it's so joyful to celebrate its continuity year after year. Because with each new cycle, something magical happens: a child reads "Bruxa, Bruxa" (Witch, Witch) alone for the first time, a young person from Portel represents the Amazon in Washington, DC, and a new library seed is planted in fertile soil.

If governance is the secret to sustainability, then the secret to enchantment is seeing life through a child's eyes.

With that wonder, we continue — happily ever after.

Enjoy the reading!

#### Sylvia Guimarães

Co-founder and President of Vaga Lume



Scan here to see our 2024 Retrospective

# WHO WE ARE

Vaga Lume is a nonprofit organization that creates libraries in rural communities across Brazil's Legal Amazon. By promoting access to books and reading, we help children and young people plant the seeds for a brighter future.

### OUR PURPOSE

Empowering children and youth from rural communities in the Legal Amazon through reading and the shared stewardship of community libraries as spaces for exchanging knowledge.



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## Respect as a premise

A non-negotiable commitment to respectful and ethical relationships — with people, territories, and resources.



# Connections that Empower

Fostering collaboration and a sense of community, sharing knowledge and learnings so we can grow stronger together.



#### Care that Nurtures

A genuine concern for people that nourishes our network of care. We support one another's growth through listening and open dialogue.



#### Excellence that Guides

Striving to do better every day, always pursuing excellence without letting perfectionism get in the way. It's about investing in quality in service of our mission.



# UNDERSTAN-**DING OUR** TERRITORY

The Legal Amazon covers nine Brazilian states — Acre, Amapá, Amazonas, Maranhão, Mato Grosso, Pará, Rondônia, Roraima, and Tocantins — and represents about 59% of Brazil's land area. In this vast region, approximately 24% of the population lives in rural areas, often lacking access to essential public services like education. Over the past five years, reading rates in the North region have dropped significantly. According to the Reading Portraits survey by Instituto Pró-Livro, the percentage of readers in the region fell from 63% in 2019 to 48% in 2024. Among children aged 5 to 10, the drop was from 71% to 62%.

Where **Are Our** Libraries?

### **Education in the Amazon**

17,1%

of all Brazilian

children aged

0 to 5 live in the

Amazon, yet only

of early childhood enrollments

happen there.

4639

public libraries

in Brazil, only

6.1%

are located in

Out of

10,1%

is the average school dropout rate in the Legal Amazon above the national average of



51% is the gross

enrollment rate in the region, compared to

66.4%

in the rest of the country.

along roads

by riverside

by the on highlands beach

in other

the North region.

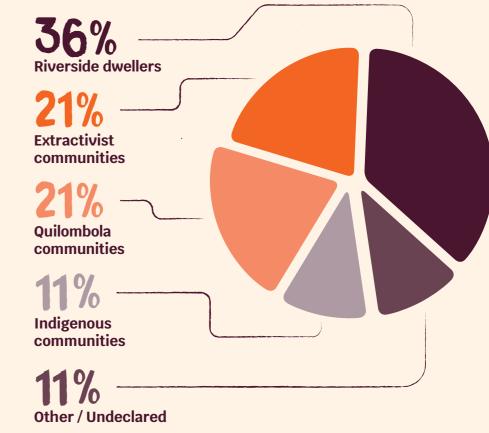
locations

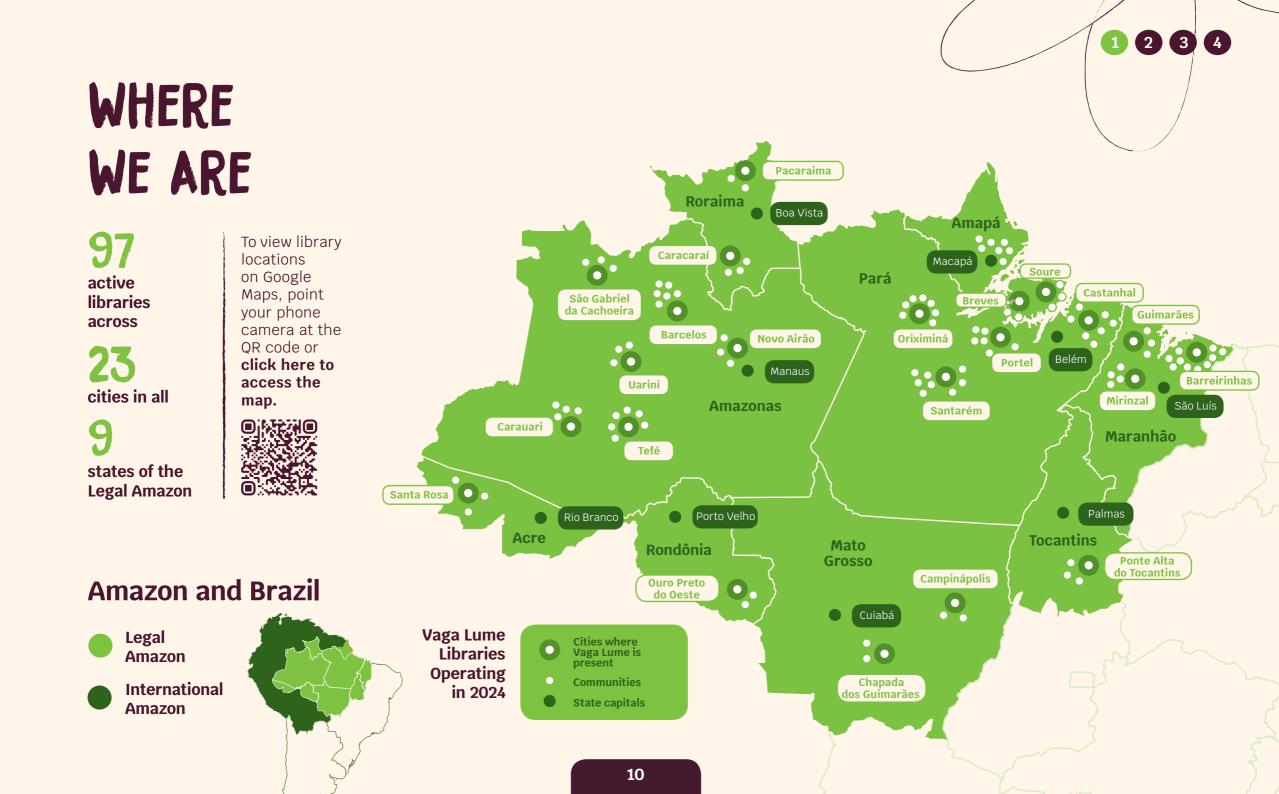
Indigenous

13% of the communities we serve are located in environmental protection areas.

Sources: Report "A Educação na Amazônia Legal -Diagnóstico e Pontos Críticos" (Education in the Brazilian Amazon – Diagnosis and Critical Points); National Public Libraries System website: 6th edition of the "Retratos da Leitura" (Portraits of Reading) survey, by Instituto Pró-Livro; "Amazônia 2030" study; Atlas of Human Development in Brazil: INPE - National Institute for Space Research: IBGE. "Fatos da Amazônia: Socioeconomia" (Amazon Facts: Socioeconomics) – Amazônia 2030 Project

### **Profile of the Communities** with Vaga Lume Libraries





# OUR PURPOSE

Empowering children and youth from rural communities in the Legal Amazon through reading and the shared stewardship of community libraries as spaces for exchanging knowledge. SHE WA

# READING: A RIGHT AND A REVOLUTION

Despite challenges like the worsening droughts affecting the Amazon region in 2023 and 2024, we remain steadfast in our mission to guarantee access to books in the communities we serve. Our library work has never stopped, because we believe in the power of reading as a tool to overcome crises and build a fairer, more equal future.

At Vaga Lume, we believe that by promoting access to reading through community libraries, we contribute not only to the individual growth of children but also to strengthening their sense of belonging and community. The habit of reading has the power to build community bonds, broaden critical thinking, and foster inclusion.

As stated in the Brazilian Child and Adolescent Statute (ECA), every child is legally entitled to health, education, nutrition, culture, leisure, sports, vocational training, dignity, respect, and family and community life. Vaga Lume's methodology and work directly support ensuring these rights. Libraries, books, and reading facilitation can change lives, especially when they reach the hands of children and youth. Over 24 years, we have witnessed countless stories that prove this impact. Stories inspire people, and people change the world.

Promoting access to reading is about nourishing a community with knowledge,

Lia. at the

center of the

photo, during

the Partners' Trip in Soure (PA) inspiration, and opportunity. After all, a library is much more than a physical space: it feeds dreams, strengthens connections, and transforms realities.

**Lia Jamra Tsukumo** - Executive Director, Vaga Lume

99 36 103

# HOW WE WORK

Given the unique social and political realities of the Brazilian Legal Amazon, we emphasize the importance of working closely with local communities to promote access to reading—so children and young people can access citizenship and opportunities for bright futures.

Discover our strategy, built on an inside-out movement across five key dimensions:

#### **STRUCTURE**

A well-functioning library relies on a rich and varied collection of books, a dedicated physical space to keep them, and a warm, inviting atmosphere where children, young people, adults, and reading facilitators feel welcome.

#### **TRAINING**

**Reading facilitators** bring the library to life and give it meaning. To do so, they must be actively involved and trained in Vaga Lume methodology.

#### MANAGEMENT

The library must be community-run, so local residents and volunteers need to be committed to its operation and responsible for its management.

#### LOCAL CULTURE

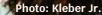
The library belongs to the community and honors its stories, memories. and local culture. Each community is unique, and the library should reflect that uniqueness.

#### **CULTURAL EXCHANGE**

Cultural exchange among youth broadens their worldview, values local cultures, and fosters understanding of other realities—while encouraging social and community engagement.

"Before Vaga Lume came to my city, I hadn't heard about reading facilitation. I truly admire Vaga Lume for bringing books to remote places and for recognizing the excitement of the communities and the joy that reading brings to the children."

GERLISBELE SARAIVA PINHO - Volunteer, Local Team in Tefé (AM)



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STRU TRAINING MANAGENEN LOCAL CULTURE CULTURAL EXCHANGE

STRU

Reading facilitation in São Sebastião, Portel (PA)

# HIGHLIGHTS IN THE MEDIA

In 2024, we had the opportunity to elevate public discussions around topics that matter to us, with organic media coverage across major regional and national outlets.

This natural presence in the press is equivalent to an average investment of

# BRL 3,627,415.05.

This is the advertising value we would have spent to secure space on websites, newspapers, radio, and TV.

**Click on the** images to access the content



In 2024, G1 showcased how the building and enhancement of the **Menino Deus library** hub boosted reading promotion within the community.





We shared our story and explained our working methodology in an interview with Rádio EBC.









Lia Jamra. our **Executive Director.** discussed our goals and challenges in the Legal Amazon region.

**CBN** 

**g**<sub>1</sub> to Forest was featured on G1. which interviewed the **Iarley Borbosa from the Menino Deus Community** in Portel (PA).



Nathalia Flores, our **Education Manager**, spoke about the importance of fostering reading habits from an

**Our participation in Reach** 





We recommended books featuring **Black representation** for children and youth to enjoy during school holidays.



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# 2 WRITING THIS STORY TOGETHER NETWORKS AND CONNECTIONS



# VOLUNTEERING

Today, our volunteer network numbers

769 PEOPLE

supporting 97 community libraries across 23 municipalities in the 9 states of the Legal Amazon. 23%

identify as female.

77%

identify as male.

In 2024, **our volunteers contributed over 140,000 hours of dedicated work to Vaga Lume** — a contribution valued at approximately

# BRL 1,897,765.78.

**38** is the average age among volunteers. "The library was a game changer in our community. It became much more than just a reading space it turned into a hub for cultural expression. One book that left a lasting impression on me as a child was *Tudo Bem Ser Diferente* (It's Okay to Be Different), from Vaga Lume's older collection. It highlights the importance of inclusion—a subject not often talked about back then—and that message had a profound effect on me."

**DÉBORA FERNANDA** – 17, from the quilombola community Bom-Viver in Mirinzal (MA). New Vaga Lume volunteers in Oriximiná (PA) during Reading Facilitation training.

VAGA LUME

COMUNIDAD

Photo: Kleber Jr.

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Jacob and and



Let's take a closer look at the profile of the people behind Vaga Lume's volunteer work:



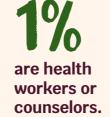


50% of our volunteer work in other team is connected to the schoolschool network. related roles

13% are farmers.

3%

are public employees.



**349%** include boat operators, freelancers, security guard administrative assistants, freelancers, security guards, homemakers, and retirees.

### How does volunteering at Vaga Lume work?



YOUNG LEARNING **VOLUNTEERS** 

These are young people up to 17 years old who take part in library activities.

#### **COMMUNITY VOLUNTEERS**

They help run the community libraries by facilitating reading sessions, organizing events, and supporting the Library Journey - our plan to foster the development of reading spaces.



#### **LOCAL TEAMS &** REPRESENTATIVES

They function as multipliers of the Vaga Lume methodology in nearby communities, supporting partnership efforts and helping distribute books and materials.

**Reading facilitation** in Axipicá, **Oriximiná (PA)** 

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# LOCAL TEAM VOLUNTEERS 2024

# ACRE

CRUZEIRO DO SUL URBAN AREA Maria Nileide de Oliveira

VILA SANTA ROSA José da Silva Araújo

AMAZONAS

BARCELOS MARARÁ Carlos Alberto Lopes Silva Sandra Lopes Coelho

#### **URBAN AREA**

Ednir Carvalho dos Santos Iêda Maria Furtado de Paula Rodrigues Ivaneide Ferreira Chaves Josely de Macedo Bezerra

#### **NOVO AIRÃO**

URBAN AREA Elzilene Barbosa da Silva Telma de Lima Brasilino CARAUARI URBAN AREA Raimundo Ailton Barbosa da Silva Antonia lacerda da Silva Ausilene Braga da Silva Melque Paulino da Costa

SÃO GABRIEL DA CACHOEIRA CAMANAUS Sediel Andrade Ambrósio

#### **URBAN AREA**

Daurinéia Pereira da Gama Maicon Samoni Melo Maria Suely de Andrade Ambrósio

#### TEFÉ

URBAN AREA Dijaik Nery de Souza Gerlisbele Saraiva Pinho Jozeianes Miranda do Nascimento Kellen Karoline Gomes Lopes Larissa Oleriano Pedroza

#### UARINI

URBAN AREA Alciene Fragoso Remédio Alessandra Martins Barbosa Cleomilton Ferreira Guedes Denilson de Souza Tavares Elen Cristina Lino Marinho Elkey Trindade Martins Erike Lopes da Silva Evandenilson Ribeiro Vasque Ivanete Lima Marinho Jessonilda Neves Cordeiro José Américo Brandão Marinho Josiane Frazão Fernandes Josiele de Souza Lira Josimar Ferreira Sevalho Maria Dinária Lopes Sevalho Moisés dos Santos Cordeiro Raimunda Nonata Situba da Costa Robson Praia Frazão Sandro Motta dos Santos



#### MACAPÁ URBAN AREA Aurilene Tertuliano da Silva Márcio Roberto Sousa Pereira

# MARANHÃO

#### BARREIRINHAS

SOBRADINHO Cleonicy Martins de Sena Conceição Rafaelle Luíza Rocha Roza Menezes

URBAN AREA Ilka do Amparo Sousa Reis Iraneide Lisboa Souza Israel Silva Diniz Letícia Santos Canavieira Raimunda Nonata Oliveira Diniz Araújo

#### SÃO DOMINGOS

Zelia Maria Silva Barroso GUIMARÃES QUILOMBO DAMÁSIO Alessandra Martins Trindade Veronica de Jesus Barbosa Azevedo

QUILOMBO MACAJUBAL Rejane Costa Ferreia

#### QUILOMBOLA LAGO DO SAPATEIRO

Josana Marly da Silva Martins Josenilson Brito de Carvalho Zunara Costa Melo

#### MIRINZAL

QUILOMBO BOM VIVER (GURUTIL) Gracilene Costa Pereira Sandra Nazareth Fonseca Pereira

QUILOMBO GRAÇA DE DEUS Jane Araujo Pereira

RESERVA EXTRATIVISTA QUILOMBO FRECHAL Janileia Silva Gomes Jonailson Silva Gomes



### 1 2 3 4



CAMPINÁPOLIS SÃO JOSÉ DO COUTO **Nataly Santos Vilela** Simone Maria dos Santos Barcelos

#### CHAPADA DOS GUIMARÃES COHAB VÉU DE NOIVA Adriana Moraes dos Santos Aline Paula Barlati Ana Flávia da Silva de Oliveira Pereira Dalva Santos de Oliveira **Edilene Márcia da Silva Sigueira** Luiza Benedita Sampaio Bezerra Marcela Caroline Lara Ormond Pauliana Nonato de Oliveira

DISTRITO DE ÁGUA FRIA Ivana Moreira da Silva

### PARÁ BREVES MANANCIAL CELESTE Hesron da Costa Vale

SÃO MIGUEL DOS MACACOS Jesus de Nazaré Leite Vieira

#### ORIXIMINÁ

URBAN ARFA Ana Rosa Barbosa Serrão Sombra Andréa Maria Tavares Malcher **Elizete Cavalcante Lages Elzo Ramos Picanço** Francisca Gomes Teixeira Izabelle Souza Tavares Jorge Hipólito de Souza **Klicia Oliveira Lopes** Maria Laise Picanço Sigueira Sílvia Printes da Silva

#### **CASTANHAL**

**URBAN ARFA** Lidiane Cristina Silva da Poça Maria Macilene Magalhães **Evangelista** 

#### PORTEL

**URBAN ARFA** Emerson da Silva Vieira Vania Lucia Dias Matos

#### SANTARÉM

URBAN ARFA Andria Cohen Ferreira Clariomar Souza da Silva **Daniely Nascimento das Chagas** Giselle Emanuela de Castro Fonseca Vidal José Janderson Gomes de Almeida **Keledy Avinte Soares** Maelison de Sigueira Pinto Monique Melo Marinho da Paixão

#### SOURE

PESQUEIRO Ana Cristina Penante Vasconcelos **Matheus Adams Pereira Almeira** 

# RONDÔNIA

**OURO PRETO DO OESTE URBAN ARFA Claudio Martins da Silva** Marcia Gasperini

MARACATIARA Joaquim Alves da Silva

RORAIMA

Rozenilda Soares da Silva

Ana Lucia Rodrigues da Silva

**Apoliana Guerreiro Messias** 

Erivaldo Messias da Silva

Roseli Almeida Paiva

CARACARAÍ

VISTA ALEGRE

**URBAN ARFA** 

PACARAIMA

**URBAN ARFA** 

Sheila Amori

Chaves

#### ORIXIMINÁ **URBAN ARFA** Ana Rosa Barbosa Serrão Sombra

Andréa Maria Tavares Malcher

# TOCANTINS

**PONTE ALTA URBAN AREA Noé Rodrigues Bezerra** 

# LOCAL PARTNERS 2024

Barcelos (AM) Novo Airão (AM)

Tefé (AM) Macapá (AP) Guimarães (MA) Castanhal (PA) Oriximiná (PA)

Portel (PA) Santarém (PA) **Ouro Preto do** Oeste (RO)

**Municipal Government** Fundação Almeirinda Malaquias, State **University of Amazonas** SEMEEC SEMED SEDUC SEMED **Federal University of** Western Pará, SEMED SEMED, SEMA SEMED SEMEC



# **OUR GOVERNANCE**

We have a strong governance structure that guides our actions based on the Theory of Change. Our impact is driven by a clear and focused strategic plan, guided by well-defined objectives and a governance model that brings together experts in advisory boards and committees, supported by a technical team committed to ongoing development. We are a social innovation with proven results in the Legal Amazon region and strong potential to expand to other territories.

"What inspired me to join Vaga Lume's board was the firm belief in the transformative power of education. I have always believed that the future of the Amazon depends on empowering its people. And that journey begins with reading, access to knowledge, and the chance to dream."

**ILANA BENCHIMOL MINEV**, Vaga Lume Board Member and Chair of the Board of Directors at Bemol BOARD CHAIR Sylvia Guimarães

**EXECUTIVE DIRECTOR** Lia Jamra Tsukumo

ADVISORY BOARD Cristiana Almeida Pipponzi Cristina Sarian Ilana Benchimol Minev Isabel Aparecida dos Santos Mayer Joaquim Augusto Sanches Pereira Rodrigo Hübner Mendes Sharon Hess Zeuner Fraissat

FISCAL COUNCIL Clóvis Panzarini Filho Murilo de Carvalho Gabriel Nathalie Oliveira Sakotani

20

#### VAGA LUME TEAM

Aline de Almeida Novakoski André Luís Silva Nascimento **Bianca de Riccio Bianca Fernandes Fasano** Cristiana Mello Leão Daniele dos Santos Paganotti Danila Guedes Azevedo **Denise Crescentino** Débora Lotufo Manzano Douglas de Souza Ramos Oliveira **Fabio Alves Fernandes** Felipe Cincinato Fernanda Vianna Prado Gabriele da Silva Faustino Itaciara Souza Dias Jean Antonio Vieira

Joyce de Paula Correia Julia Aparecida de Lima Julyane Kalik Souza Lohana Sobania Gomes Lucas Brito do Nascimento Maria Luiza Monteiro da Costa Michelle Soares Botelho Nathalia Flores Pâmella Pierna Lupiano Priscila da Silva Fonseca Priscila Gandra Miranda Sara Silas da Cunha Severina Maria da Conceição Soares Suelen Karoline Prestes Araújo Victoria Dos Santos Felix

Menino Deus Library, Portel (PA)

Photo: Kleber Jr.

# OUR COMMITTEES

FUNDRAISING COMMITTEE Adriana Tuono Sharon Hess

COMMUNICATIONS COMMITTEE Zeuner Fraissat

PEOPLE & MANAGEMENT COMMITTEE Adriana Cury Sonnewend Juliana Chachamovitz Leão de Salles Silvia Maria Louzã Naccache

ENDOWMENT COMMITTEE Ilana Benchimol Minev Joaquim Augusto Sanches Pereira

FINANCE COMMITTEE Nathalie Oliveira Sakotani

> 2024 Partners' Trip

# AMBASSADORS

21

Adriana Tuono Beatriz Meyer Cristiana Almeida Pipponzi Cristina Sarian Guilherme Figueiredo Nascimento Juliana Fonseca Letícia Albernaz Guimarães Lyle Ligia Juliano Marta Almeida Pipponzi

Photo: Kleber Jr.





# BE PART OF THIS STORY

Help transform the future of thousands of children and young people from communities in the Brazilian Legal Amazon.





#### Tax Incentive Laws

Individuals and companies can allocate a portion of their income tax through mechanisms such as the Federal Cultural Incentive Law (Rouanet Law) to support projects conducted by Vaga Lume.



23

#### New Business Opportunities

We work closely aligned with our partner companies' strategies, developing and implementing tailor-made projects within Vaga Lume's areas of expertise.



#### Direct Donations (without tax incentives)

Companies can contribute their own resources to fund library infrastructure, collection acquisition, training of reading facilitators, maintenance of spaces, and provide institutional support or targeted funding for specific Vaga Lume projects.



#### São Paulo State Tax Credit Program (Nota Fiscal Paulista)

Individuals residing in the state of São Paulo can support Vaga Lume through the Nota Fiscal Paulista program. By registering the organization once as a credit recipient, every time their CPF (tax ID) is entered on a purchase receipt, the corresponding amount is automatically directed to Vaga Lume.



#### Cause-Related Marketing

Vaga Lume develops cause-related marketing initiatives that align companies' impact objectives with our purpose.



#### Monthly Donations

Individuals can become recurring or monthly donors to help ensure access to reading in all Vaga Lume libraries.



#### Gift with Purpose

Getting married, celebrating a birthday, or marking a special milestone? Encourage your guests to give meaningful gifts by donating to Vaga Lume.

Visit

vagalume.org.br and make a difference.



# 3 PAGES THAT TRANSFORM MPACT



# DATA MANAGEMENT AND STRENGTHENING LIBRARIES

Establishing a library is not enough; close monitoring and attentive listening are essential to ensure the work is embraced by the entire community. The Annual Library Evaluation is when we engage with each reading space to understand our operating environment better and measure our impact.

We track over 45 indicators that help us see the year's results—from the number of readers who visited the libraries to the stories behind the borrowed books. Additionally, we assess the condition of the physical spaces, volunteer engagement, frequency of reading sessions, and cultural activities held. We also analyze satisfaction with the collection, participation in virtual meetings, and the strength of communication among local teams.

This data is gathered firsthand by the volunteers themselves and stored in Pomar; a platform launched in 2022 to organize all information related to our work in the Legal Amazon region. It is through this careful analysis of our results that we provide precise support to communities and reinforce our commitment to the development of the Legal Amazon through its people. The way we work confirms our HOWs and WHYs. Our work involves community agents and stakeholders, supports strategic movements of progress or retreat, and gives meaning to decisions and outcomes. STEP 1

STEP 3

#### **Ongoing Monitoring**

Throughout the year, the Education Team monitors library activities to ensure the project's effectiveness and the development of the reading spaces.

#### **Annual Evaluation**

Each year, Vaga Lume conducts a survey to assess the project's impact, considering more than 45 indicators such as number of visitors, books borrowed, activities held at the library, and other aspects.

### STEP 2

Systematization

After collecting data through the annual survey, the Evaluation and Data team organizes and analyzes all information reflecting Vaga Lume's impact over the year.

#### **Action Plan**

Based on the results obtained, we develop an action plan focused on the continuous improvement of activities in the territory.

# STEP 4



# OUR FIGURES SINCE 2001

Based on the systematization of the Annual Library Evaluation data on the POMAR Platform launched in 2022 to organize all data related to our work in the Amazon—we present Vaga Lume's impact over these 23 years.



books distributed





handmade books produced 3.749

teenagers participating in the Network Program

195408

book course offered to the communities served did not take place in 2024. However, the communities independently produced 31 books. This demonstrates engagement, proactivity, and the effectiveness of our methodology, which encourages autonomy among children, youth, and volunteers.

The traditional handmade



Photo: Kleber Jr.

26

São Sebastião Library, in Portel (PA)

OPERATIONS

remote monitoring

sessions

in-person

monitoring visits

field trips totaling

over 170 days

#### **VAGA LUME** IN 2024 Approx. 10% IMPAGT STRUGTURE LIBRARIES increase compared to 2023 Approx. 20% increase compared to 2023 children and young books distributed new libraries libraries established people reached 413 769 113 15 5/12/ bookshelves books borrowed active people trained reading mats volunteers in our reading facilitation methodology furniture pieces adapted for people with disabilities participants in the 4th Virtual Gathering **Source: Pomar Platform**

active

Reading facilitation in Oriximiná (PA)

# KEY ACTIONS OF THE YEAR

Our strategy is grounded in five key pillars: Infrastructure, Training, Management, Local Culture, and Cultural Exchange. Below, you'll find the main actions we performed in 2024, categorized according to the dimensions they relate to.



Read stories from Novo Airão and Oriximiná

Novo Airão

6



### Four New Libraries

STRUCTURE

TRAINING

In 2024, we planted new seeds by opening four additional community libraries. We expanded our reach to a new city in the state of Amazonas, with institutional support from Fundação Almerinda Malaquias and funding from Criança Esperança: Novo Airão, which now has three Vaga Lume libraries. In the state of Pará, we opened a new reading space in Oriximiná, with financial support from Instituto Tecendo Infâncias.

 Nossa Senhora de Axipicá
Aracari
Renascer

Sobrado

Oriximiná

Reading facilitation in Novo Airão (AM)

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Photos: Kleber Jr.



### Library Renovations in Corre Água (Macapá, AP) and **Menino Deus (Portel, PA)**

#### STRUCTURE

With support from Instituto FAR, two communities celebrated a significant achievement: the renovation of their libraries. More than just structural improvements, these transformations reflect the care and commitment the communities have for these spaces. Implemented in libraries with their own dedicated buildings, these renovations strengthen Vaga Lume's presence in the region, spark local engagement, and help make the libraries even more welcoming places for reading, sharing knowledge, and enjoying cultural activities.

### **Library Monitoring**

#### MANAGEMENT

We continuously monitor libraries, both remotely and in person. This allows us to support community-based management, understand the unique needs of each location, and guide the development of each library until it reaches full autonomy. Our Library Journey is a methodology that follows the progress of each library-from its initial setup (the seed stage) to maturity, when all five of Vaga Lume's dimensions are fully integrated.

n-person visits and monitoring trips 35 field trips totaling over 170 days in the field

**Result of** 

the library

renovation in **Menino Deus** (Portel, PA)



monitoring sessions



renovated library in Corre Água (Macapá, AP)



### **Training in Reading Facilitation**

#### TRAINING

We see reading facilitation as a cultural practice. We don't read a story just to ask children about its moral, or who the author and main character are. Reading together is, above all, an act of appreciation—like watching a movie, contemplating a piece of art, or experiencing a cultural event. Through this shared experience, we build a bridge between children and books, fostering a love of reading and opening doors to new worlds and different kinds of knowledge.

> people trained in our reading facilitation methodology

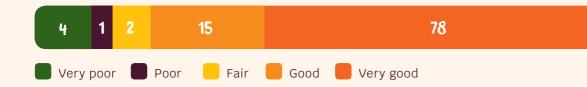
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### Collection and Furnishings

#### STRUCTURE

We are recognized for our expertise in curating children's books. Quality and diversity are the main criteria in our selection. Our collection consists primarily of literary books for children and babies, including a range of formats and themes—young adult and adult fiction, poetry, comics, novels, short stories, experimental works, picture books, and more—with strong representation from Black, Indigenous, and Amazonian authors. Books are sent each year to our library network via air, river, and/or road transport—a logistical challenge we continue to embrace.

In 2024, we confirmed that satisfaction with the 2023 collection remains extremely high among participating communities, with 93% rating the books as "good" or "very good."



Did you know? The basic furniture setup of a Vaga Lume library includes two shelves, one orange mat, and two straw mats.

**52.727** books borrowed in 2024 —

an average of 145 per day

### We delivered to libraries:

15 + 113 bookshelves reading mats Our methodology encourages regular reading habits—and the proof is in the numbers: 90% of children ask to hear their favorite book during reading sessions. Some of the most requested titles in 2024 were:

- Bruxa Bruxa (Witch, Witch)
- O Sapo Bocarrão (The Wide-Mouthed Frog)
- O Grúfalo (The Gruffalo)
- A árvore Generosa (The Giving Tree)
- Vai embora Grande Monstro Verde (Go Away, Big Green Monster!)
- O grande Rabanete (The Giant Radish)
- Gildo
- Chapeuzinho Vermelho (Little Red Riding Hood)
- Diário de um Banana (Diary of a Wimpy Kid)
- Menino Baleia (Whale Boy)



1234

O Menino Baleia (Whale Boy), by Lulu Lima, invites readers to dive into the sensitive world of Roger, an autistic boy. Through the metaphor of a whale living inside him, the story poetically reveals how he experiences the world, emotions, and his connections with everything around him.

Exploring the collection in Novo Airão (AM)



### 4th Vaga Lume Virtual Meeting

TRAINING

MANAGEMENT

The fourth edition of our Virtual Meeting brought together volunteers from across the Brazilian Legal Amazon for a day of training and conversations about access to reading. At the heart of the program was the panel discussion "Early Childhood and the Role of Literature," featuring award-winning authors and illustrators: Luci Sacoleira (author), Renato Moriconi (visual artist and author), and Bruna Lubambo (author).

### Renovations and Accessible Furniture

#### STRUCTURE

Three libraries were renovated—two in Soure (Pará) and one in Santa Cruz (Maranhão)—receiving access ramps, widened doors to accommodate wheelchair users, and improved lighting to assist people with low vision.

"Improving library infrastructure is essential to ensure accessibility for everyone. A ramp helps wheelchair users and elderly people, and good lighting allows us to stay open at night. Accessibility expands both use and inclusion."

**NATHALIA FLORES** – Education Manager at Vaga Lume

### **Network Program**

CULTURAL EXCHANGE

## International Exchange and REACH to FOREST

We took part in REACH to FOREST, a major international festival held between February and March 2024 at the John F. Kennedy Center, in Washington, D.C., USA. We were one of the organizations invited to actively participate in the event for promoting practices aligned with the festival's goals, such as empowering children in remote communities through reading.

Vaga Lume was represented by educator Juciara Martins Gama, from the Atodi Indigenous Community (Santarém, Pará), and 12-year-old Iarley Barbosa Trindade, from the Menino Deus community (Portel, Pará). They took part in a roundtable alongside the festival's child ambassador, Aneeshwar Kunchala (UK), an 8-year-old passionate about the Amazon rainforest.

With additional support from the Kennedy Center, we also launched an international edition of our Network Program, a cultural exchange initiative that encourages young people to take the lead in forest protection. These exchanges began in the second half of 2023 and continued throughout 2024. Teenagers from the Vaga Lume library in the Atodi Indigenous Community exchanged letters, videos, and gifts with students from St. Philip Westbrook School, in Warrington, England. Meanwhile, youth from Menino Deus partnered with a class from Project Create, a social organization in Washington, D.C.





#### **Network Program**

Besides the international edition, the Network Program also built strong connections between Amazon communities and schools and social organizations in São Paulo, through virtual and in-person meetings, as well as exchanging letters and gifts. The educators involved in the program also took part in a committee that included training on climate change, broadening horizons and strengthening bonds.

#### Youth Engagement

The connection among peers is evident in the teenagers, who by the end of the program show greater interest in and knowledge about their exchange partners. This is also reflected in the appreciation of cultures different from their own, ensuring and reinforcing cultural exchange among all participants.

#### Recognition

Thanks to the Network Program, we have received the São Paulo City Hall's Human Rights and Diversity Seal for the third time. This seal honors good practices in diversity management and the promotion of human rights within companies, public agencies, and nonprofit organizations.

SELO MUNICIPAL DE Direitos Humanos e Diversidade

iumanos sidade

Adolescents from Pró-Saber, in Paraisópolis, welcome educator Adélia from the Cupiúba Community in Castanhal (PA). "I always explain the Network Program like this: it's an exchange between us here in São Paulo and children from the Legal Amazon. We exchange letters all year long, get to know different cultures and ethnicities, and live this experience through our imagination. Sometimes, for example, the letter says, 'we play in the river.' I've never been there, so it's amazing to step out of our bubble and discover a Brazil that school doesn't always show. That's why the exchange is so valuable."

**MARIA EDUARDA**, 16, participant in the 2024 Network Program by Fundação Tide Setúbal, São Paulo.

32

total adolescent participants 202 225

adolescents from adolescents the Amazon from São Paulo

> participating communities in the Legal Amazons



participating

in schools and

organizations

Learn more about the training week for the Network Program Educators Committee



# INSTITUTIONAL

### International Partnership: HQ Digital Equality Accelerator

Vaga Lume was one of the social organizations selected worldwide to participate in HP's Digital Equity Accelerator program. Through this initiative, we have strengthened 26 community libraries and 4 local teams across 16 cities, which now have computers and printers to support the management of activities and reading spaces. Vaga Lume was selected for the Digital Equity Accelerator because its work on the Amazon demonstrates the transformative power of education and access to knowledge. Their innovative approach—combining community libraries, educator training, and the celebration of local culture—perfectly aligns with HP's mission to empower communities through technology. By partnering with Vaga Lume, HP is helping to broaden its reach, ensuring that more young people gain access to quality educational resources and opportunities to develop essential digital skills.

HP, official statement on the partnership

### **Partners' Trip**

We invited our supporters to visit Soure, Pará, and experience firsthand the work we're doing there. Representatives from Alupar, ICONIC, Instituto Tecendo Infâncias, and The World Bank participated in a reading facilitator training course and enjoyed cultural presentations.

This direct immersion in the community offers a unique perspective, and we've seen how such experiences deepen partners' connection and commitment to our cause.

"The partners' trip is an amazing opportunity to witness Vaga Lume's work and see the transformative impact on communities. It's inspiring to see the project truly built through local leadership and collaboration."

**MARINA GIANNOTTI**, Senior Sustainability Analyst at Alupar

local teams, totaling 30 kits distributed.



communities

benefited

See more details about this trip!

Click to access

Partners' Trip Photo Record



Photo: Kleber Jr.

# **CONNECTIONS THAT EMPOWER**

It's no coincidence that one of Vaga Lume's core values is #ConnectionsThatEmpower. From the very beginning, our founders — Sylvia Guimarães, Laís Fleury, and Maria Teresa Meinberg — built heartfelt relationships with every volunteer, child, and young person they met over the years. Genuine connection and the collective construction of future possibilities are at the heart of who we are as an organization.

That's why we make a point of taking part in actions, campaigns, and events where we can connect with people who are actively transforming the world — whether by listening, contributing to discussions, or sharing our experiences as speakers.

Throughout the year, we took part in a range of conversations on the environment, education, literature, and the nonprofit sector. We were honored to speak at the ABCR Festival, where we highlighted the importance of creating an Activity Report like this one, and at the São Paulo edition of the Intercultural Innovation Hub, alongside fellow award-winning organizations supported by UNAOC — the United Nations Alliance of Civilizations. We also took part in the Book Fair organized by Quatro Cinco Um Association and joined several events hosted by schools. In addition, we visited companies — like Henkel — to talk to employees about the importance of expanding access to books and reading on the Amazon.

Building close, transparent, and mutually valuable relationships with our partners is a commitment we take seriously. And this dedication is reflected in the messages we receive from our sponsors and allies:

**BIANCA DE RICCIO** – Institutional Relations Manager



"We're proud to support organizations like Vaga Lume, which foster human and social development, transforming lives and opening new ways of seeing the world. Backing a project that believes in reading as a driver of change aligns closely with our vision for the future. Together, we can help shape the world we want to see achieving lasting impact and making a real difference."

**LUCIANA GARRONE** - Marketing Manager at BB Seguros

"We know that meaningful change takes time and consistency. That's why we continue to believe in and invest in this work. Every community library created, every book shared, every story read aloud brings people closer together and opens up new horizons for the next generation. What's more, Vaga Lume has built solid, transparent governance — a clear sign of its integrity and responsibility."

MARIANA LEITE - Head of ESG at Bemol

# THE NEXT **CHAPTERS** PRESENT AND FUTURE



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# **FINANCIAL DATA** How to Read It and Why It Matters

Our financial data reflects the statements and records compiled and organized throughout the year. They're more than just figures — they stand for the results of the collective efforts of everyone involved. These indicators demonstrate our transparency and financial health, guiding the Board of Directors, the Advisory Board, and the Finance Committee in budget planning and decision-making.

### **Financial Sustainability**

#### How We Keep Our Purpose Alive

Donations from companies and individuals are our main sources of funding. Through ongoing partnerships with supporters who believe in our mission and identify with our way of working, we ensure our financial sustainability. This process is supported by oversight from the Advisory and Fiscal Boards, which ensure that we stay aligned with our goals while maintaining our financial integrity. Responsible financial management is one of our core values. With strong partners and a sustainable operation, we are able to look toward the future with confidence. That's why we share our financial data openly — reassuring our commitment to solid, long-term action.

### **Financial ABCs:**

Our Key Indicators and What They Mean

#### **Balance Sheet**

Shows the financial and accounting position of our organization at a specific date — in this case, the years 2024 and 2023.

#### **Net Assets (Equity)**

Represents our total wealth — the result of our assets and rights minus our obligations.

#### Assets

Our tangible and intangible resources that can be converted into cash — the economic foundation of our work.

#### Liabilities

Our financial obligations — what we owe or need to pay out.

# **BALANCE SHEETS**

As of December 31, 2024, and 2023 (in BRL)

Assets	2024	2023
Explanatory Note*	2024	2023
Current Assets Unrestricted funds		
Cash and cash equivalents 4a	15.242.638	15.361.004
Accounts receivable 5	15.000	21.737
Inventories	11.867	11.988
Recoverable taxes		374
Advances	62.546	60.253
	15.332.051	15.455.356
Restricted funds		
Cash and cash equivalents – restricted — 4b	6.651.635	6.713.470
	6.651.635	6.713.470
Non-Current Assets Judicial deposit		
Judicial Deposit 22	1.275.519	
Financial investments7	938.634	838.857
Property and equipment6	372.692	94.893
	2.586.845	933.750
Total Assets	24.570.530	23.102.576

Liabilities and Net Assets / Equity	Explanatory Note <sup>*</sup>	2024	2023
Current Assets Unrestricted funds			
Payroll liabilities	8	321.213	314.900
Tax liabilities	9	50.485	52.266
Other payables	10	41.627	25.970
		413.325	393.136
Restricted funds		6.651.635	6.709.440
Deferred project revenues	11	6.651.635	6.709.440
Net Assets (Equity)	12		
Social fund		4.035.610	4.827.587
Sustainability fund		11.964.390	-
Accumulated surplus		1.505.570	11.172.414
		17.505.570	16.000.001
Total Liabilities and Net Assets		24.570.530	23.102.576

\* The accompanying notes are an integral part of these financial statements.

# INCOME STATEMENT

As of December 31, 2024, and 2023 (In Brazilian Reais)

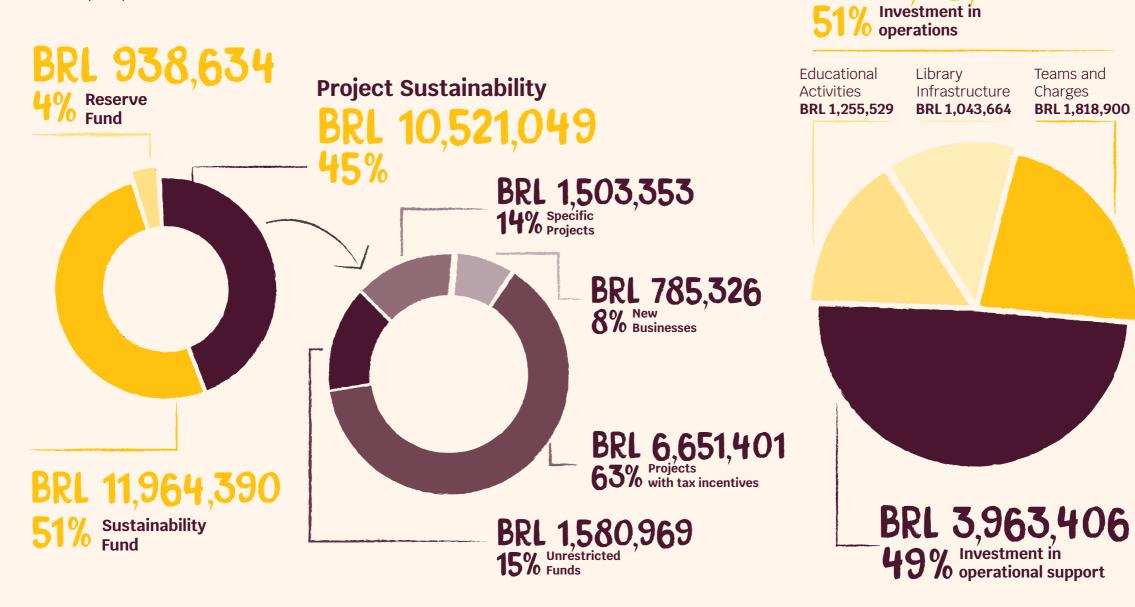
\* The accompanying notes are an integral part of these financial statements.

	Explanatory	2024	-2023
Net Operating Revenue	Note*	EVE I	LULU
With donor restrictions			
PRONAC Funds		4.901.910	4.428.567
Criança Esperança - Criesp		-	178.253
	16	4.901.910	4.606.820
Without donor restrictions			
Sponsorships	13	989.380	567.202
Voluntary donations	14	1.192.459	950.468
Project donations	15	441.422	11.058.947
Awards		30.000	-
Services provided		_	172.548
Product sales		840	410
(-) Taxes and levies		(79.186)	(93.195)
		2.574.915	12.656.380
Free Revenues			
Volunteers	19	1.927.620	2.441.082
Free sponsorships	19	291.499	665.134
		2.219.119	3.106.216
Total Net Operating Revenues		9.695.944	20.369.416
(-) Project costs			
Restricted operations	16	(4.901.910)	(4.606.820)
Unrestricted operations	17	(2.585.848)	(2.190.903)
Volunteer-related expenses	19	(1.927.620)	(2.441.082)
Free sponsorships	19	(291.499)	(665.134)
		(9.706.877)	(9.903.939)
(=) Gross Result		10.933	10.465.477
Net Operating (Expenses)/Revenue			
General and Administrative Expenses	18	(137.120)	(127.086)
Other Revenue	18	115.608	129.249
(=) Result Before Financial Operations		(21.512)	2.163
Financial Revenue	20	1.618.208	898.452
Financial Expenses		(80.193)	(193.678)
(=) Net Result		1.538.015	704.774
(=) Net Surplus for the Year		1.505.570	11.172.414



BRL 4.118.092

# OUR SUSTAINABILITY BRL 23,424,073



# LISTENING CLOSELY TO THE AMAZON

The Amazon, which holds a central place in the global debate on environment, sustainable development, and social justice, is also the same region whose biodiversity and ecosystems provide the planet with vital climate balance services.

This region, drawing the attention of governments, researchers, international organizations, and civil society, has few opportunities to speak for itself or make its voice heard.

But the Amazon is also made up of people—and we must ask ourselves: are we truly listening to what the peoples of the Amazon have to say? Solutions may come from outside when they cannot be found within, yet much of what is needed is already lived, conceived, and taught in Indigenous, riverside, quilombola, and extractive communities across generations. It is our responsibility to recognize this knowledge, position ourselves as allies, and strengthen these territories by listening and valuing what already thrives within them.

That is why we believe investing in access to reading—as a means to support education and holistic development—is a strategic step to ensure these populations lead the decisions about their own lands.

By promoting access to books, we reinforce oral traditions, honor diverse identities, and encourage critical thinking. We aim to help traditional peoples not only survive but flourish—as leaders shaping the future of their communities. The Amazon is not just a global topic; it is a source of knowledge, resilience, and hope. Truly listening to it is the first step toward fair and lasting transformation. Do the words you read back on page 4 about the Amazon still resonate. with you?

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# SUPPORT OUR WORK AND SHARE THIS **STORY WITH US!**

"What amazes me most about Vaga Lume is that the libraries empower children and give them access to books. Vaga Lume has the power to transform people's lives."

FELIPE NASCIMENTO SILVA - Vaga Lume volunteer in Caju-Una community, Soure (PA)

Felipe represents hundreds of Vaga Lume volunteers, and you can represent a Brazil that believes in the transformative power of reading.

Don't miss out on this story — be part of it!



CREDITS

# Collaboration

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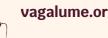


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Canto Working - Avenida Serzedelo Corrêa, 15, Nazaré - Belém/PA

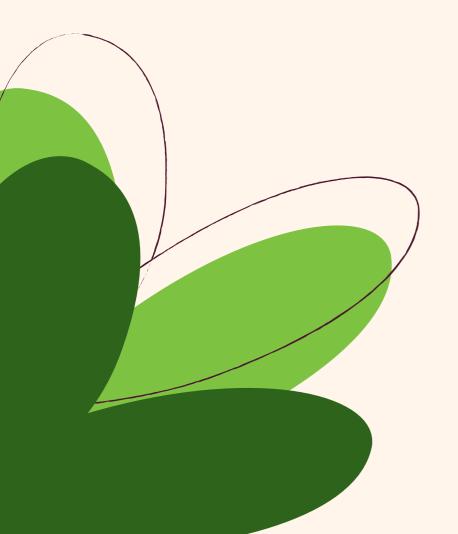
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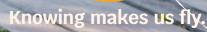
# GLOSSARY

This glossary was created to help you better understand the world we at Vaga Lume are part of and to connect (without doubts) even more deeply with our cause. We gathered terms that help contextualize and clarify the reality of a region rich in every sense, and of our work.



- **Brazilian Legal Amazon:** Region covering nine states: Acre, Amapá, Amazonas, Maranhão, Mato Grosso, Pará, Rondônia, Roraima, and Tocantins. It represents about 59% of the national territory and includes not only the Amazon biome but also areas of Cerrado and Pantanal.
- **Community Library:** A reading and information access space created and maintained by the community itself. These cultural facilities promote social inclusion, encourage reading, and strengthen community bonds.
- **Extractivists:** Individuals or communities who live from the sustainable harvesting of natural resources such as fruits, seeds, latex, and nuts. In the Amazon, extractivists play a crucial role in forest conservation and maintaining traditional practices.
- Reading Facilitation: A practice aimed at bringing readers closer to books through interventions that stimulate interest and understanding of the works. The mediator acts as a facilitator.
- **Quilombolas:** Descendants of enslaved Africans who formed communities called quilombos as a form of resistance. Today, quilombolas keep cultural, social, and economic traditions alive, fighting for the recognition of their rights and territories.

- **Riverside dwellers:** Peoples living along riverbanks, especially in the Amazon region. Their subsistence is linked to fishing, subsistence agriculture, and extractivism. Riverside dwellers have an intrinsic relationship with the river environment, adapting to the cycles of floods and droughts.
- Social Technology: A set of techniques and methodologies developed in interaction with the community, aimed at solving social problems and improving living conditions. Characterized by being low cost, reusable, and adapted to local realities.
- Theory of Change: A planning tool that describes how and why a desired change is expected to happen in a specific context. It is used to map the paths leading to longterm goals, identifying resources, activities, and intermediate outcomes. Brazilian Legal Amazon: Region covering nine states: Acre, Amapá, Amazonas, Maranhão, Mato Grosso, Pará, Rondônia, Roraima, and Tocantins. It represents about 59% of the national territory and includes not only the Amazon biome but also areas of Cerrado and Pantanal.



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