



Activity Report

2023

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mente

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Letter from the President

Mental health is one of the biggest problems of contemporary times. And in the year 2023 this became even more evident. There was an increase in mental disorders and suicide rates among young people, directly reflected on schools throughout Brazil.

This scenario, in part, was aggravated by a period of social isolation experienced during the pandemic, as our children and adolescents failed to develop crucial socio-emotional skills for living in groups, such as, for example, empathy and problem solving.

Furthermore, the use of screens has intensified isolation in general and especially among young people, who prefer to spend hours on social media or playing electronic games rather than talking to family or even friends.

What can we do in light of this situation? The way we envision the solution involves knowledge, education and debate about mental health in different spheres of society to reduce stigma, promote comprehensive health and prevent disorders. It is therefore important to understand what mental health is and to be committed to the issue.

In this context, the Instituto Ame Sua Mente took important steps in 2023: the partnership with the São Paulo State Department of Education allowed the Ame Sua Mente na Escola project to triple the number of educators and managers impacted, indirectly benefiting more than 50 thousand students. Still in 2023, we began to study artificial intelligence strategies in our social interventions, such as Bússola Ame Sua Mente. In addition, we play our part in spreading the word to society through our work in the media and on social networks, enabling greater clarification and debate on topics related to mental health.

Therefore, I believe even more in our bold mission. Transformation is essential and urgent. We need to create a culture in which people can take care of their minds and look at those around them in a caring and welcoming way.

Therefore, I invite you to learn more about the impact of the Institute in 2023.

#amesuamente

Rodrigo Bressan
President - Instituto Ame Sua Mente

“We were already living in an epidemic setting regarding mental health in mid-2019, when Brazil emerged among the countries with the largest number of stressed and anxious people in the world. In 2022, we became the country with the highest prevalence of depression in Latin America.

We can no longer ignore the issues surrounding the population’s mental health and we cannot continue seeking a sustainable positive agenda for the planet without considering the uniqueness of human sustainability.”

Andréa Regina

Executive Director –
Instituto Ame Sua Mente

We saw a wave of violence and deterioration in the mental health of teachers and education professionals taking place in the schools, as shown by the results of the survey carried out by the Instituto Ame Sua Mente in partnership with Nova Escola, which interviewed 2,757 educators in 2023.

66.4%

66.4% of the educators noticed an increase in student aggression towards teachers and other staff.

53.9%

of the educators believe that students are committing more self-violence.

42.2%

noticed an increase in violence in the schools.

Why?

Mental health in 2023



The current mental health scenario is not favorable. There is a need to know how to transform.



1/4

of the people suffer from some kind of mental disorder in their lifetime.



5.8%

of the population is affected (2022). Brazil has the highest prevalence of depression in Latin America.



50%

of the disorders show up by the age of 14 and 75% by the age of 24.



4th ↓

The country has the 4th worst mental health rate in the world.¹



80%

of these cases are not diagnosed or treated properly.

We also saw that:

- Until the year 2000 there were no reports of violence in schools. In 20 years there have been 23 episodes, 9 of them between 2022 and 2023. In 2023 alone, 24 students, 4 teachers and 2 school professionals died;²
- The number of cases of bullying and cyberbullying registered in registry offices in Brazil in 2023 hit a record high, with a monthly average of more than 10.000 cases;³
- Reports of self-harm and suicide in Brazil are increasing (21.13% and 3.70%, respectively, from 2011 to 2022). Despite their growth in Latin America, the statistics show a trend opposite to the falling numbers globally.

As the school is a microcosm that plays a fundamental role in creating a better society, through the healthy development of children and young people, it is necessary to see and think about education from the perspective of mental health. This is the purpose of the Instituto Ame sua Mente [Love Your Mind Institute].

Ame sua Mente is not just a name, but a call for a movement that connects with each individual, because the entire society is transformed when each of us knows how to look inside, listen, understand and care for the mind.

Therefore, we invite you to learn more about our operating strategy.

² Unicamp – SP (2023)

³ Unpublished data from the country’s Recorders of Deeds: <https://tinyurl.com/ms2mfpmw>

⁴ Cidacs/Fiocruz – BA, in collaboration with Harvard (2023)

timeline

What we have accomplished in our 5 years of existence:

How? About Us

The Instituto Ame Sua Mente is a Civil Society Organization that develops social projects based on scientific research to promote mental health, reduce stigma, and prevent and manage disorders, generating structural transformations.

The educational context and mental health of adolescents demonstrate that the lack of a mental health culture focused on socio-emotional development and mental care has serious consequences. Emotional and psychological well-being is the starting point for children and young people to grow and live with quality. A new culture of mental health is necessary and urgent.

And it is with the centrality of the school environment in mind that we carry out our social programs, because we understand that all education professionals occupy a strategic and privileged role of proximity, relationship and knowledge about children and young people.



2023

PROJECTS

- Expansion of the Ame Sua Mente na Escola Project
- Improvement of the Bússola project – suicide
- Consolidation of the Learning Community of Selo Escola que Ama Sua Mente

INSTITUTIONAL DEVELOPMENT

- Strengthening the SEDUC-SP partnership: Ame Sua Mente na Escola becomes public policy
- Strengthening Governance: more diversity
- Greater legitimacy of the Institute: reference on the topic

2022

PROJECTS

- Launch of two new projects: “Bússola” and “Selo Escola que Ama sua Mente”
- Expansion and improvement of “Ame sua Mente na Escola”

INSTITUTIONAL DEVELOPMENT

- Development of the Theory of Change
- Diversification of funding sources
- Strengthening of the organizational structure

2021

Implementation of New Corporate Governance

- Expansion of the Ame sua Mente na Escola project to more than 65 schools
- Partnership with SEDUC-SP for a training path for 20,000 educators
- Design of the Selo “Escola que Ama sua Mente”

2020

- Launch of the Ame sua Mente na Escola project
- Expansion of the institutional team
- Partnership with Associação Umame, Instituto ABCD Trust and Arymax

2018

Foundation of the Instituto Ame Sua Mente as a Civil Society Organization

*EFAPE – Teacher Training School

*SEDUC-SP – Department of Education of the state of São Paulo

Strategy

The Institute's activities take place under the guidance that we define as the organization's mission and its principles.



mission

To promote a new culture of mental health in Brazil, so that people take charge of their emotional development from an early age and, thus, can realize their potential, prevent mental disorders and contribute to society.

principles

listening and empathy

To practice active listening, always being sensitive to others and building a relationship of trust to promote open dialog and have a more relevant impact.

diversity and interdependence

To value and promote different skills to share more knowledge and find the best solutions to our challenges.

creativity and rigor

To do more and better to transform our reality, focusing on the development of health care and the applicability of studies and tools, using scientific/academic experience with discipline, excellence and innovation.

synergy and behavior

To work in a collaborative, cohesive way aligned with our purpose, thus creating trust for relationships and becoming more efficient and proactive.

sustainable development goals

With clear strategies and goals aimed at the school community, as well as academia, government and society in general, the Institute works in line with the global agenda of social transformation, acting on four of the Sustainable Development Goals approved by the United Nations (UN) in 2015. They are:



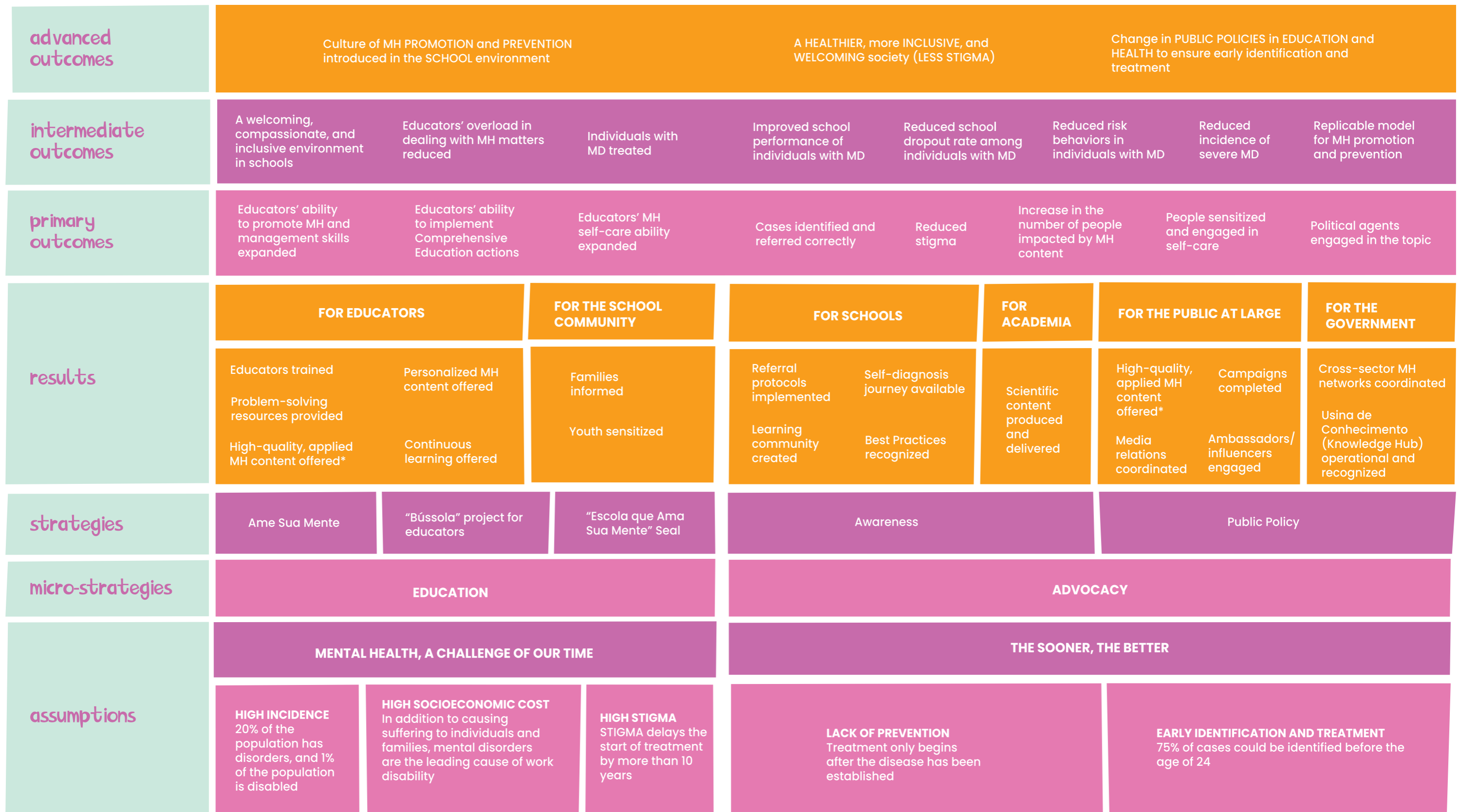
"early treatment is the best way to deal with mental health issues."

"mental health is the challenge of our time."

Based on these two assumptions, the strategic planning for 2023 was built based on our "Theory of Change," which establishes the definition of long-term objectives and measurable success indicators in the short, medium and long run.

theory of change

To foster the culture of mental health in Brazil so that people can take charge of their emotional development and self-care from an early age and thus fulfill their potentials, prevent mental disorders, and contribute to society.



MH: Mental Health

MD: Mental Disorder

BNCC: Brazilian Common Core Curriculum

* knowledge of MH and family referral

education / school community
training

Mental health literacy



Resolution of problems



Training in mental health management

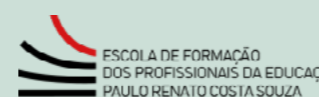


advocacy / partnership

Awareness campaigns



Public Policy



Lines of operation

education

This is our central line of operation. We see the educator as a multiplier of knowledge, with great influence on the development of our children and young people. Our initiatives, however, are careful to prevent educators from assuming responsibilities that are not theirs, as they are not mental health professionals. The Instituto Ame Sua Mente values the educator as a natural observer of the behavior of children and young people, who, with the right information and guidance, has the potential to help refer those who may need to be evaluated by mental health professionals.

Therefore, we develop programs and projects primarily for educators in the public education network, through partnerships with the responsible public bodies and other organizations that share the same vision as we do.

advocacy

Through dissemination of scientific knowledge and strategies for effective communication, we raise awareness in the school community and the general public about mental health. With this second line of action, which we call Advocacy, we seek to promote mental health and the early prevention of mental disorders, in addition to combating stigma and prejudice related to this topic. After all, mental health is a universal right.

The time has come to present each action carried out in 2023.



What are they??

Our projects and initiatives

The goals established for 2023 envisaged expansion of the impact of our activities, including the establishment of strategic partnerships that enabled greater dissemination of scientific knowledge.

See the strategy for each of our projects below.

The project that promoted the creation of the Instituto Ame Sua Mente provides mental health training to the teachers, managers, supervisors and coordinators of public schools.

In 2023, the Formação Ame Sua Mente na Escola training was absorbed by the State of São Paulo, thus becoming a public policy. We are the only mental health organization accredited by SEDUC-SP (São Paulo State Department of Education), via EFAPE (São Paulo State School for the Training and Improvement of Education Professionals), to give training courses to educators and school administrators in the state of São Paulo. Also last year, Ame Sua Mente na Escola arrived in the city of Santos, through a partnership with the Municipal Department of Education, at which time training with new educational elements also supported educators who work with children and young people between 10 and 14 years, thus expanding our impact.





2020	2021	2022	2023
10 schools	64 schools	133 schools	683 schools
104 educators	214 educators	512 educators	1,464 educators



Through a self-instructional distance learning platform, with synchronous classes and complementary content, the professional is trained not only to identify and refer possible cases of mental health problems at school but also to use the information for the benefit of his own health.

As an applicability strategy, lesson plans were created for the development of socio-emotional skills and educational games for Elementary I and II and High School students. In total, we produced 37 games in the virtual environment that can also be printed and used in the classroom, thus guaranteeing a playful and contemporary approach to learning.

Still in 2023, the interventions of the Instituto Ame Sua Mente na Escola were included as a topic of research carried out by researchers from CISM (National Center for Research and Innovation in Mental Health), in the cities of Jaguariúna and Indaiatuba (SP). This project included evaluation of the implementation and effectiveness of the Ame sua Mente na Escola training and other tools related to it, such as lesson plans and the referral protocol, in addition to evaluating the utility of the training platform itself.

⁵ CISM represents a partnership between the University of São Paulo (USP), Federal University of São Paulo (UNIFESP), Federal University of Rio Grande do Sul (UFRGS) and the UniEduk group (UniMAX, UNIFAJ and FAAGROH), and its mission is to expand knowledge about mental health conditions in the State of São Paulo and other regions, introducing innovative interventions aimed at improving the well-being of these communities.



In partnership with CISM (National Center for Research and Innovation in Mental Health), the Bússola Ame sua Mente was improved with the development of a new knowledge quest: that of suicide. The launch of this new learning trail took place during the Yellow September campaign, with the support of the Instituto D'Or.

The Bússola Ame sua Mente is a technological innovation, implemented to support educators in dealing with challenging situations that impact their daily school lives, based on content created by a multidisciplinary team composed of professionals in the areas of child and adolescent psychiatry, psychology and pedagogy.

With simple language and practical tips, the content sessions disseminate knowledge and, thus, help in the prevention, identification and management of mental problems and disorders.

The initiative offers a free communication channel on WhatsApp. The experience is guided by a chatbot, that is, software that simulates a conversation. Constantly tested and optimized, we can already imagine the development of this tool.

Access can be achieved by calling (11) 9 9113 0019. Add the number to your contacts and send a "Hi" or read the QRCode.



selo
escola que
ama sua
mente

Starting with the 2022 Edition of the Selo Escola que Ama sua Mente, the Comunidade de Aprendizagem do Selo (Seal Learning Community) was created, with administrators from recognized schools in the five Regions of Brazil. The community aims for continuous development based on the exchange of experiences, dissemination of knowledge about mental health, and offering of training opportunities and events from the Ame Sua Mente Institute.

It is activated in a WhatsApp group, but also includes a virtual environment on the Institute's own training platform, where complementary materials, tips, surveys, among other initiatives focused on school management, are published.

For a culture of mental
health in school routine.

The impact.

The result of our initiatives



ame
sua
mente **na escola**

1,464
public school
educators impacted.

683
schools involved.

+51,000
students benefiting
indirectly.⁶

85.6%
feel prepared to identify
problems related to students'
mental health.⁷

96.1%
understand that the training
increased their ability to deal
with their own mental health.

85.5%
feel prepared to deal with
questions related to mental health
issues among students.

95.8%
believe that the content
presented expanded their
knowledge of mental health.

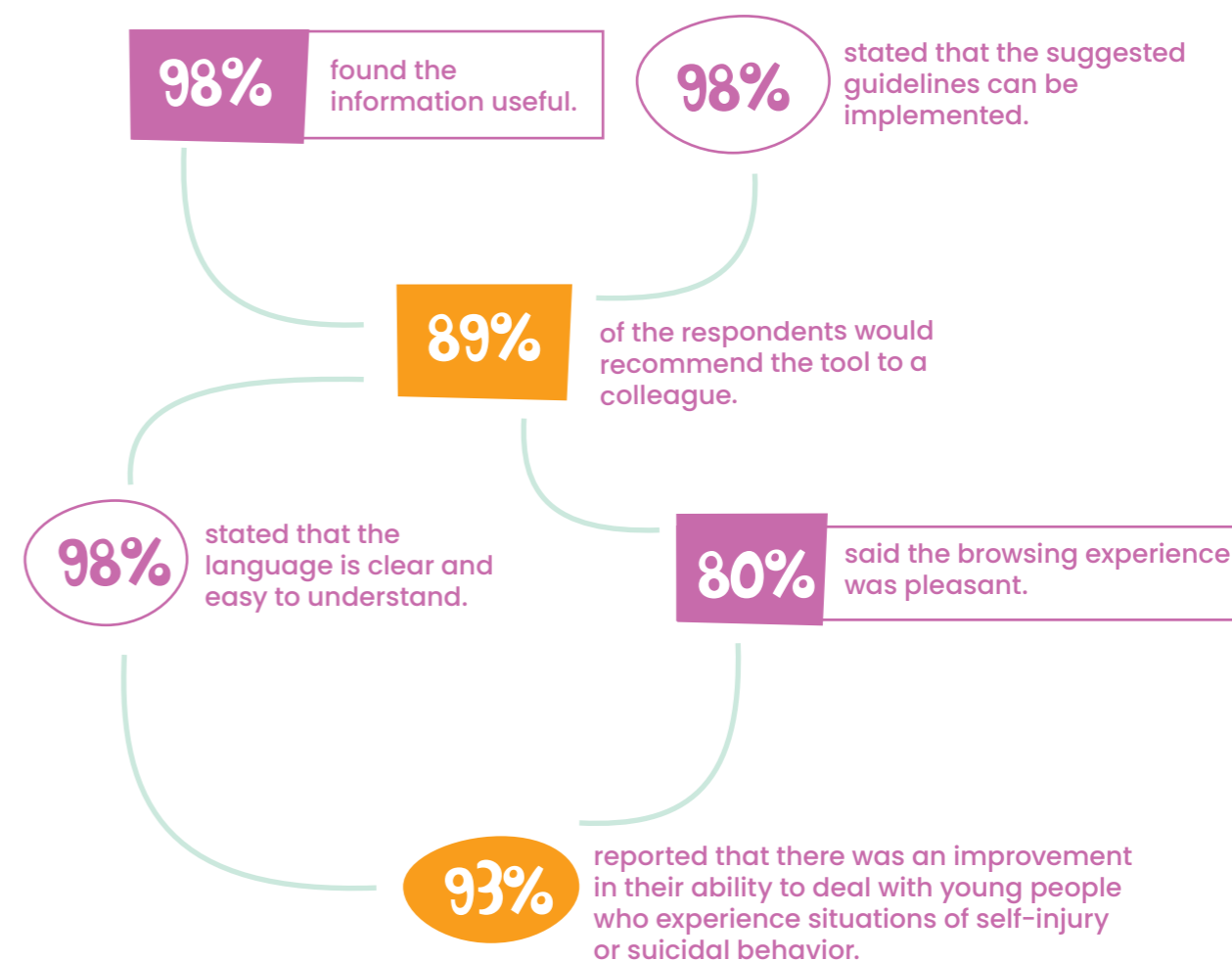
⁶ 1 teacher – class of 35 students
⁷ Course evaluation SEDUC-SP – EFAPE 2023

bússola
ame sua mente

1,629 people accessed the channel

Target audience: Educators, primarily from public schools, in primary and secondary modalities.

In a survey of the channel users carried out in 2023, among the people responding:



Despite the Institute's scientific DNA and all the measurements of the results of our interventions, we collected and recorded the real impact of the project on educators, school administrators and students through their testimony.

A thermometer as important as the numbers.



Testimonials

"The training was very well planned; the content was developed in a clear and accessible way and the topics are of great relevance to the work of education professionals."

"An excellent course that adds to our training and work in schools, broadening our view of mental health and making us look at others, especially students. Training like this is necessary."

"All the content covered in the course was of great importance and served as a guide for the development of my work as a Coexistence Guidance Teacher."

"The course made me reflect and review my practices with students who need support in their daily school life."

"The examples and case studies made me better understand the teacher's role at school and how to approach a student through active listening."

"I want to record here the importance of this course and its contents, which were covered in a clear and objective way. It was not easy to reconcile the demands of everyday life with completion of the course, but it was very gratifying to be able to complete it. I emphasize that the topics and prevention and management strategies covered will help to facilitate the identification of cases and carry out referrals with more knowledge and assertiveness."

"The material was prepared in a very thorough manner. Examples and evidence are also present. I saved the material for use throughout the year."

"During our degree program, we didn't study the issue of mental health very much, and Ame Sua Mente brings forth this approach in different ways. We learn. There are podcasts, videos, interactive classes, live classes..."

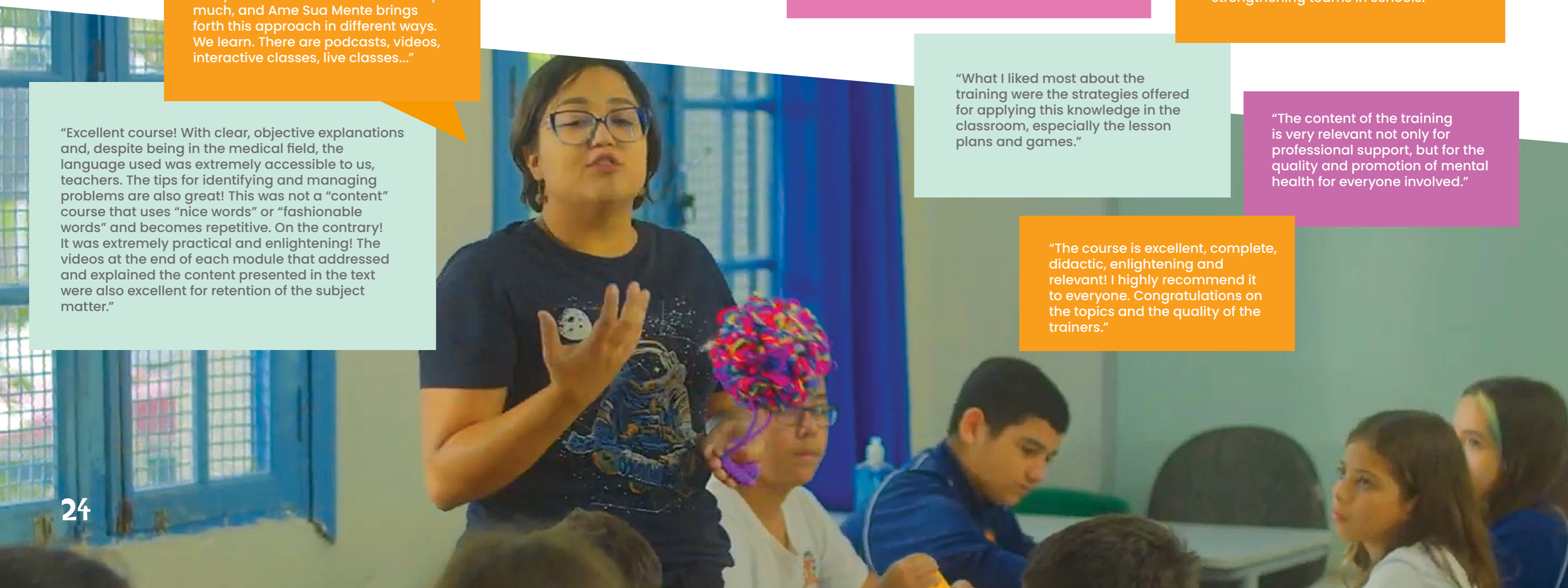
"The course is objective, with enlightening videos and very rich material on all content involving mental health at school. The material is easy to replicate and is important for strengthening teams in schools."

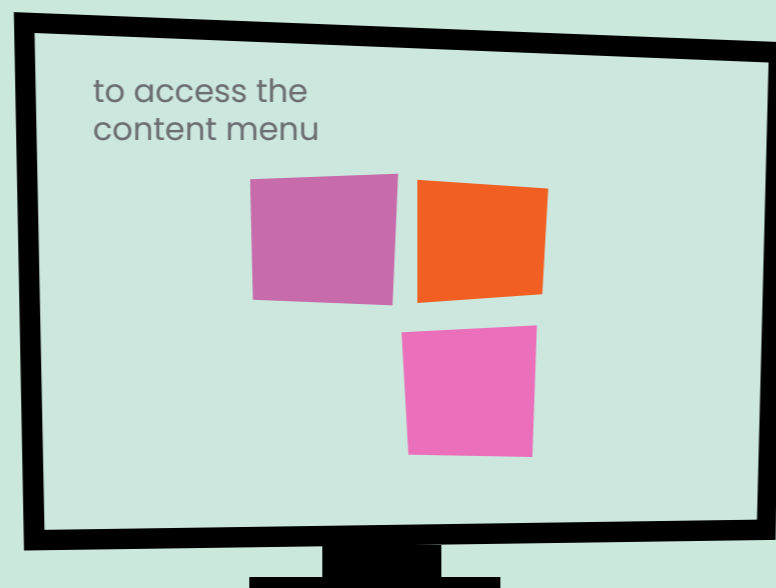
"Excellent course! With clear, objective explanations and, despite being in the medical field, the language used was extremely accessible to us, teachers. The tips for identifying and managing problems are also great! This was not a "content" course that uses "nice words" or "fashionable words" and becomes repetitive. On the contrary! It was extremely practical and enlightening! The videos at the end of each module that addressed and explained the content presented in the text were also excellent for retention of the subject matter."

"What I liked most about the training were the strategies offered for applying this knowledge in the classroom, especially the lesson plans and games."

"The content of the training is very relevant not only for professional support, but for the quality and promotion of mental health for everyone involved."

"The course is excellent, complete, didactic, enlightening and relevant! I highly recommend it to everyone. Congratulations on the topics and the quality of the trainers."





Advocacy

Knowledge powerhouse

If our goal is to make a new mental health culture a reality, without prejudice and with self-care, we need to bring the issue up for discussion among families, schools and friends.

We know that knowledge is the best weapon against prejudice and, based on this premise, we generate and disseminate various content items, through our proprietary communication channels, always based on scientific evidence and accessible language to impact the greatest possible number of people.

This is the fundamental role of the Institute: to always keep our content collection alive, thus providing quality information in various formats to a plural audience. In addition to articles on social media, blogs and newsletters, we produced video pills, podcasts, videocasts, webstories and started republishing information sheets and audiobooks from 2020, making them even more current.



blogs

Teachers' mental health:
an issue to be faced.

Understanding mental health:
interview with Rodrigo Bressan.



podcasts

Episode 26
What is anxiety?

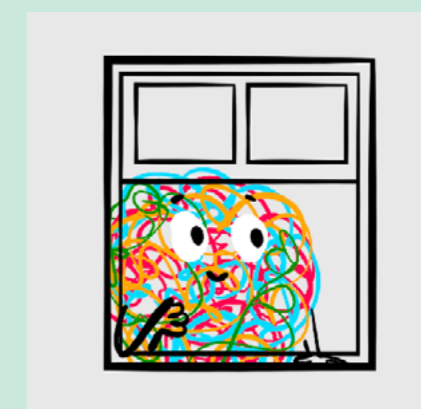
Episode 27
Anxiety and its impact on social networks in adolescents.



fact sheets

School and family: how does communication help solidify this partnership?

From joy to sadness: what is the role of our emotions?



videocasts

Episode 24
Socio-emotional skills

Episode 25
Violence in schools



webstories

Sexual diversity

Anxiety



movimento vertentes

The Institute is a founding member of the new mental health ecosystem, in partnership with other renowned organizations from both the second and third sectors. Launched in October 2023, Movimento Vertentes was born with the aim of advocating for improvements in public policies to promote mental health in Brazil.

Founding Members

ASEC - Associação pela Saúde Emocional | Instituto Ame sua Mente | Instituto Bem do Estar | Instituto Vita Alere | Raia Drogasil S.A. | Soul Bee Good

At the same time, we prepared important material for our collection. **With the aim of guiding school administrators to implement good mental health practices, we developed the Mental Health at School Guide.**

Its content was jointly produced by specialists in Mental Health and Education from the Instituto Ame Sua Mente together with specialists from the Instituto Camino, and aims to guide the establishment of a mental health culture in the school environment.

Furthermore, throughout the year, we worked on other initiatives that contributed to raising public awareness on extremely relevant topics.

here are some of the numbers:

- 10 million** people impacted
- + 20 thousand** followers on Instagram
- + 12 thousand** followers on Facebook
- + more than 900** content items produced
- 200 thousand** hits on the website
- 185 thousand** engagement actions

Learn more about mental health. Access our content prepared with all the care and scientific rigor that the topic requires, in the format and at the time you prefer.

[visit our facebook profile](#)



escola sem medo movement

Project in partnership with Nova Escola, which aims to reestablish dialog and strengthen schools collectively. The Movement disseminated important content and carried out a new survey of educators on their perception of violence in schools, after the series of attacks that occurred throughout 2023. The survey was launched one year after its first edition, released in August 2022.

yellow september

During suicide prevention month, we engaged in the production of exclusive content in one of the most important awareness campaigns in the country, in which we address a delicate but mandatory subject when it comes to preventing new cases. Just to give you an idea of the urgency of this issue, according to the World Health Organization (WHO), suicide is the fourth leading cause of death worldwide among young people aged 15 to 29.

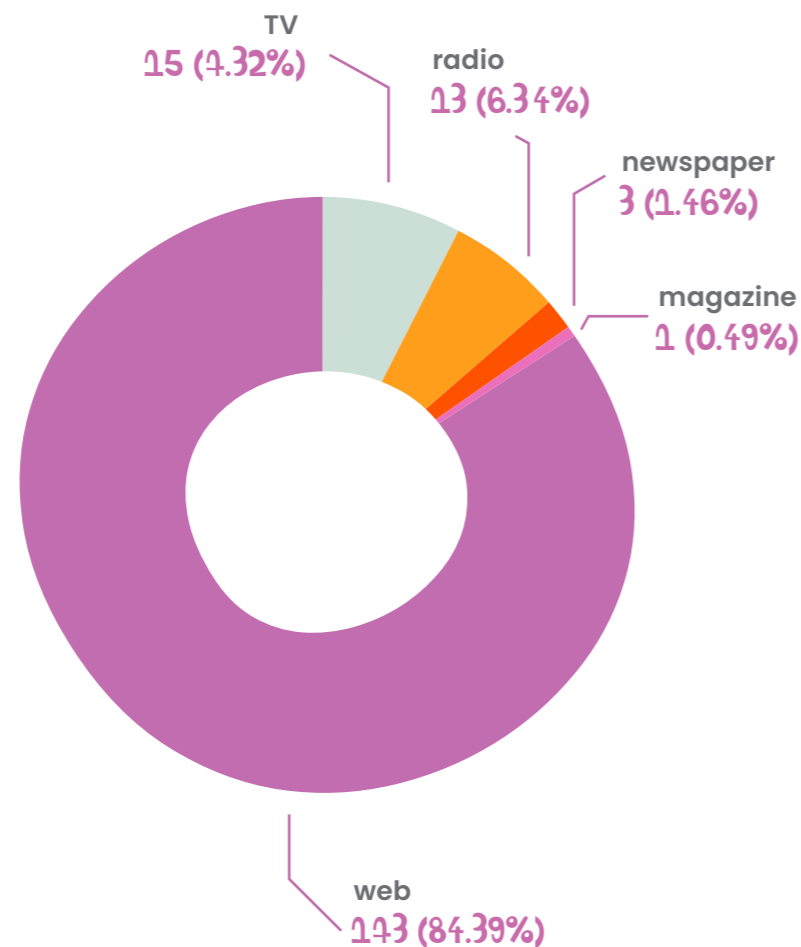
In the media

In a year of great challenges, the Institute participated in the main Mental Health debates in the mainstream media, on various channels, with the participation of our team of Mental Health experts. More than 200 million people were impacted, through 205 articles in the most relevant media outlets.

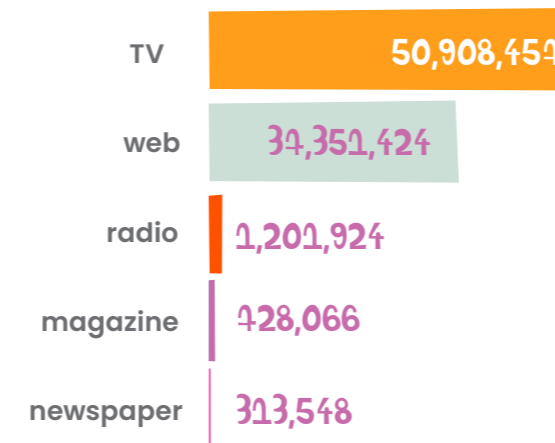
With these participants, we were also able to disseminate free quality information at a level that would only be possible with an investment of more than R\$90 million.

publications	advertising value r\$	cm ²	audience
205	90,503,420	146,867	202,677,296

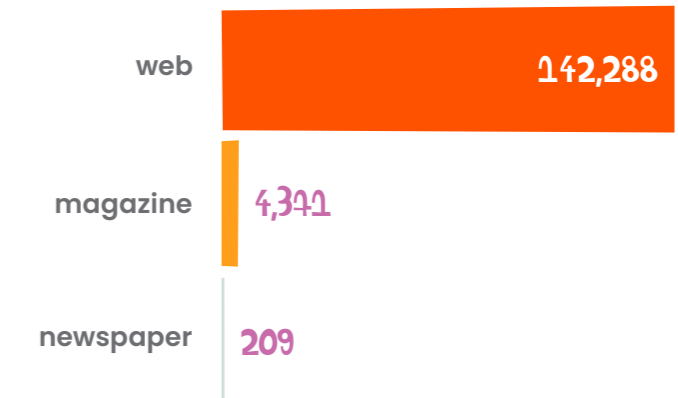
media - quantity



media advertising value r\$



media - cm²



See some of the highlights below:



Bond in the classroom

Interviewee: Ana Carolina D'Agostini
Estadão - 04/16/2023



Violence in the schools

Interviewee: Rodrigo Bressan
Jornal da Band - 08/30/2023



Can you disconnect during vacations?

Interviewee: Rodrigo Bressan
Programa Opinião - 12/14/2023





Violence in the schools

Interviewee: Rodrigo Bressan
Rádio CBN - 03/27/2023



Bússola Ame sua Mente Yellow September

Interviewee: Carlos Gustavo Z. Costardi
Veja - 09/06/2023



Children's Special Day: children's mental health

Interviewee: Gustavo Estanislau
SPTV - 10/12/2023



Importance of mental care

Interviewee: Pedro Pan
SPTV - 10/10/2023



Anxiety disorder

Interviewee: Gustavo Estanislau
CNN Brasil - 09/06/2023



Yellow September

Interviewee: Pedro Pan
Programa Opinião - 09/21/2023



Violence in the Schools

Interviewee: Rodrigo Bressan
Uol - 04/07/2023



Impact of mental health on corporate economics

Andréa S. Regina
Nexo Jornal - 10/09/2023



Violence in the Schools

Interviewee: Rodrigo Bressan
Encontro - 03/28/2023



The impact of violence in the schools on mental health

Interviewee: Ana Carolina D'Agostini
Nova Escola - 05/23/2023



Sensory processing

Interviewee: Gustavo Estanislau
Fantástico - 02/05/2023



Social networks

Interviewee: Rodrigo Bressan
Folha de São Paulo - 05/27/2023



Interviewee: Rodrigo Bressan
Rádio Nova Brasil - 05/24/2023



Institutional Development

With the aim of continuing the strategy that aims both at the economic sustainability of the Institute and the longevity of our social practices, in November 2023, we held the second event to bring supporters of our cause and interventions closer together. A moment to share the impact of the Institute and the new challenges proposed.

In search of the best education solutions, and an understanding of the role of technology in the sector, we started a partnership with CI&T, a digital solutions company, to develop a map of the new technology paths that could improve our social interventions. The Technology roadmap, designed in 2023, will guide our operating strategy in the coming years.

We also received recognition from respected and admired institutions. In 2023, the Instituto Ame Sua Mente created the e-book **“Practices for Healthy+Communities,”** compiled by the Umame Association. In its 3rd edition, this initiative aims to disseminate inspiring practices generated during the implementation of projects and aims to strengthen the activities of entrepreneurs, managers and people interested in implementing impactful projects.



We were also recognized for **“Mapping initiatives to improve school coexistence: concepts, approaches and connections,”** developed by Instituto Aurora and created by Instituto Unibanco.

Furthermore, we were one of the 232 finalists for the **“Best NGOs” Award**, fulfilling several requirements that show that we are on the right path with strong management and governance, financial sustainability and transparency in our operations. Of course, we will continue to pursue excellence and the exponential growth of our social impact.

Last but not least, we began the process of adapting to the LGPD (General Data Protection Law) in accordance with the best management practices present in the sector.

Through our website you can also contribute to this important cause. This year, we released a donation platform to make it easier to reach more donors. We believe in the collective power to transform.

Let's go together!



Governance

Our governance model is made up of a Board of Directors, Fiscal Council, Advisory Council and a Resource Mobilization Committee, whose members have several important and complementary skills for continuation of this journey. Specialists in the areas of education, mental health, third sector, administration and fundraising take care of strengthening the foundations of this work, as well as to point the way to expanding the Institute's initiatives.

Ethnic-racial diversity, gender diversity and sexual orientation were also included in the new composition of the Councils, carried out during the 2nd half of the year.

Executive Board



Marco Kheirallah
Chairman of the Board of Directors

College Graduate in Business Administration from Fundação Getúlio Vargas, with a career in the financial market, he was a partner at Banco Matrix and Banco Pactual, as well as the founder of SIP Capital. In recent years, he has focused on nurturing and investing in entrepreneurs and startups in the financial, educational and healthcare sectors. Since 2022, he has been a founding partner of Lumina Capital and serves as President of the Institute's Board of Directors.



Cristiana Pipponzi
Vice-president of the Board of Directors

Cristiana Pipponzi (Kika) is an advisor to Raia Drogasil, Banco Santander Brasil and the Positive Venture Fund. For more than ten years she also served on the boards of non-profit organizations. College Graduate in Business Administration from FEA-USP, she completed an MBA at INSEAD in France. She participated in several executive courses, such as the "Directors Consortium Program" at Stanford; "Governing for Non-Profit Excellence" at Harvard Business School; and Advanced Strategy for Directors, at INSEAD. She works as an advisor to the Vaga Lume Association, the Semper FEA Association and the Instituto Ame Sua Mente, of which she is also a co-founder.



Leticia Lyle
Member of the Board of Directors

Leticia is co-founder of Camino Education and director of Camino School. She has extensive experience in developing and implementing teaching methodologies, developing curricula and training teachers for the 21st century, and is responsible for adapting the Compasso Socio-Emotional Program. She is also coordinator of the Graduate Program in Integral Teaching Development at Instituto Singularidades. Previously, she served as Director of Curriculum, Assessment and Teacher Training at SOMOS Educação and as President of Instituto Somos. Leticia has a Master's degree in Curriculum and Teaching from Teachers College, Columbia University.

Audit Committee

Cibele Demetrio Zdradek
Fábio Santiago da Silva
Fernando Foz de Macedo

Advisory Council

Guillain Patrice Louis Marie de Camaret
José Guilherme Carneiro Queiroz
Marina Fava Auriemo Al Makul
Nicolas de Camaret
Pedro Mário Pan Neto
Ricardo Cavaliere Guimarães
Thais Junqueira Franco Xavier
Tiago Pereira Barretto Guimarães

Honorary Members

Ary Gadelha de Alencar Araripe Neto
André Del Castilho Gola
Carolina de Meneses Gaya
Cristiana Pipponzi
Giovanni Salum
Gustavo Mechereffe Estanislau
Leticia Lyle
Marco Kheirallah
Pedro Mario Pan Neto



Team

And, to ensure assertiveness in carrying out our work, we have a highly qualified multidisciplinary team. Our mental health team is made up of psychiatrists, psychologists, neuroscientists, educators and researchers who work directly on our projects. Our administrative core brings together professionals with experience in both the third sector and the corporate market, building the necessary structure to sustain and echo our initiatives.

Rodrigo Bressan / President-Founder

Andréa Regina / Executive Director

Luci Zeferino / Administrative Assistant

Luciana Silva / Administrative-Financial Analyst

Social Programs

Claudia Donegá / Project Manager

Denise Elias / Project Analyst

Social Technologies

Cláudia Tazitu / Bússola Manager

Communication

Alessandra Paz / Institutional Relations Manager

Maíra Brandão / Senior Analyst - Communication and Recruitment of Individuals

André Gola / Creative Consultant - Volunteer

Applied Knowledge

Researchers, consultants and experts in the field of Mental Health

Ana Carolina D'Agostini

Carolina Gaya

Clarice Madruga

Dr. Gustavo Estanislau

Henrique Akiba

Dr. Rodrigo Bressan

Facilitators

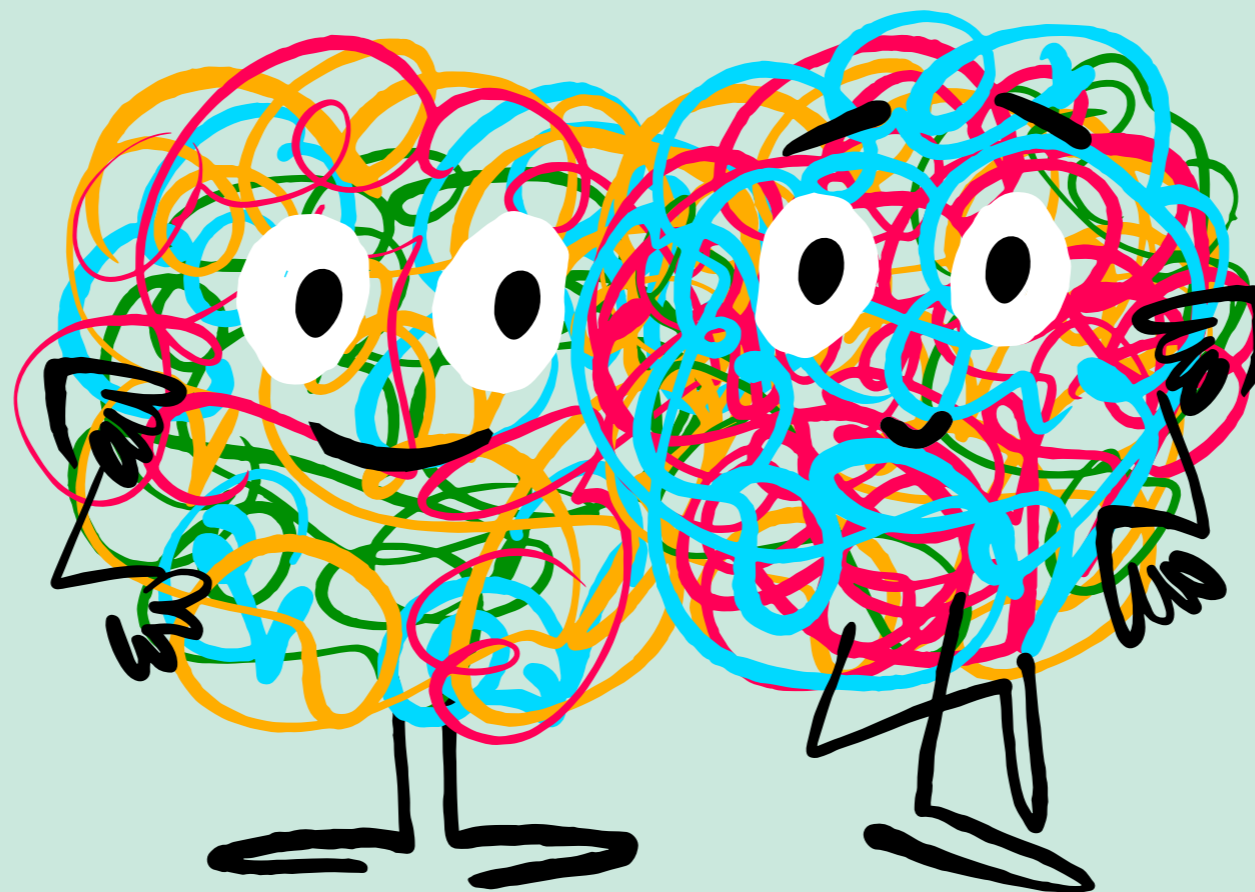
André Lopes

Daniela Carvalho

Grace Luciana Pereira

Olga Paz





Support

We deeply thank our main donors and supporters, as well as everyone who contributes and is responsible for carrying out our social interventions. Together we will transform the mental health culture in Brazil, so that more and more people can have quality of life.

#amesuamente

Alfredo de Goeye
Antonio F. Valle
Cristiana Pipponzi
Daniel Goldberg
Daniela e Marcos Nader
Fernando Foz Macedo
Geyze Diniz
José Auriemo
José Ermírio de Moraes
Marco Kheirallah
Mariella O. Scarparo
Marina Auriemo
Maurício Bittencourt
Ricardo Eid Philipp
Silvia Braz
Valeria Gillet

Support

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CIST

LUMINA
CAPITAL MANAGEMENT

PORTOFINO
Multi Family Office

RD Gente,
Saúde e
Bem-estar.
RaiaDrogasil S.A.

REDE D'OR

R+HAPPY

Partners

INPD
Instituto Nacional de
Pesquisas do Conselho Nacional de
Desenvolvimento Científico e Tecnológico

FAPESP

CNPq

gism

USP

UFRGS

UNIFESP
UNIVERSIDADE FEDERAL DE SÃO PAULO

CIDADE DE
SAO PAULO
EDUCAÇÃO

Transparency

INSTITUTO AME SUA MENTE

CNPJ/MF (Tax ID): 28.985.030/0001-13

Balance Sheet Table

As of December 31, 2023 e 2022 (In Brazilian reais)

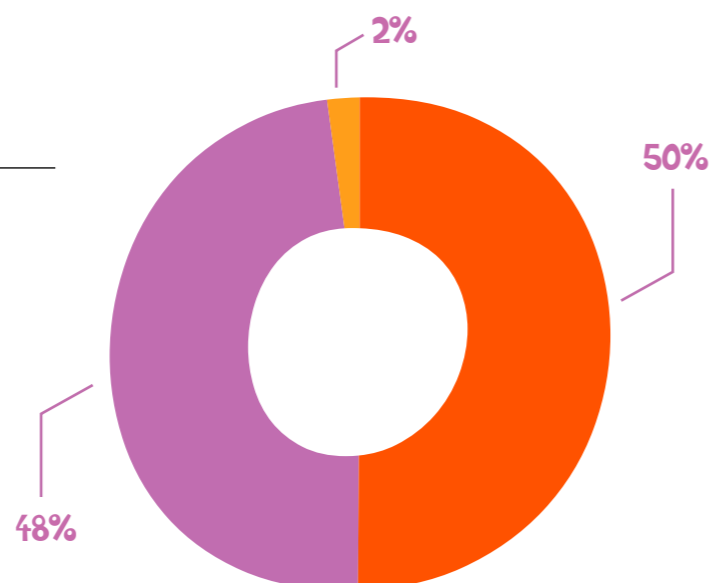
Assets			
	Note	12/31/2023	12/31/2022 (restated)
Current Assets			
Equity			
Cash and cash equivalents (without restriction)	5	755,307	1,272,962
Cash and cash equivalents (with restriction)	5	697,828	252,686
Other receivables	6	59,500	
		1,512,635	1,525,648
Non-Current Assets			
Property, plant and equipment	7	8,284	6,878
		8,284	6,878
Total Assets		1,520,919	1,532,526

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

Funding Sources

2023

- Individual donations
- Corporate donations
- Social enterprises



Liabilities and net assets			
	Note	12/31/2023	12/31/2022 (restated)
Current Liabilities			
Equity			
Suppliers		8,745	395
Employee-related liabilities		9,429	8,121
Tax liabilities		701	1,599
Vacation and payroll taxes		23,140	13,779
Provision for severance	8	69,430	-
Unrealized projects	9	675,588	567,883
		1,512,635	591,777
Net Assets			
Contributed capital		940,749	399,690
Accumulated net surplus		-	140,897
Net (deficit)/surplus for the year	7	(206,863)	400,162
		733,886	940,749
Total Assets		1,520,919	1,532,526

Projected investment

2023

- Projects
- Institutional expenses



*Financial statement audited by BDO.

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