



We support  
entrepreneurship at the base  
of the pyramid in Brazil



Annual Report 2022

**First...**

**...let's see what the**

**Entrepreneurs**  
**we support**

**have to say**



Below are testimonials we received from entrepreneurs in the WhatsApp groups we have for each project...

Good afternoon, today I'm here to thank these wonderful people who gave me the opportunity to get to know a lot about my business.

*Penha da Silva Souza Xavier*

Thanks to the sisdom institute and everyone involved in the project, and that we can take advantage of all the content and opportunities given by the project to grow more every day.

*Sheila Soares Pinto Alves*

Good morning, I want to thank all the people who are part of this team thank you

*Penha da Silva Souza Xavier*

Time to come here and express to the project and collaborators, especially Grecia, which was at the market waiting for us, for the food basket. May everyone receive double all the generosity and availability they dispense for us!!! Thank you! Gratitude to all of you DOM team

*Maria Laura Ferradeiro*

Good Morning. I can only thank you for the opportunity. Thank you so much from the heart ☺



*Maria da Fátima Santos Silva*

Thanks guys for the help.



gratitude

*Sheila Soares*

I just have to thank you guys who have so much patience with me. Thanks girls. Thank you institute Don for everything. Thank you ☺☺☺

*Maria de Fátima dos Santos Silva*

Thank you for the food basket and the support

*Teresa da Silva*

good evening  
Thanks for the opportunity  
Gratitude

*Giselle Sobrinho*



# Testimonials

“ Many thanks to sisdom for helping me on this journey, everything is new to me, and Jamilly who has all the patience to explain it to me, also grateful for this food basket that I share with my mother .. good afternoon ☺ ”

*Angela Lira da Silva*

“ Love it!!!! thanks for everything ”  
*Cintia ^ Pessanha de Souza*

“ Good afternoon, girls, I had my first mentorship and I'm amazed with so much information, I'm already going to start changing my social network as a professional, thank you to the institute and family and everyone involved in this course that brings new professional perspectives and a look at entrepreneurship ☺ ”

*Maria Beatriz Gomes*

“ Thank you so much for everything once again ”

*Adriana Guilhermina*

“ Thank you, I'm super excited and grateful for the opportunity ”

*Jupiara Heloisa Henrique*

“ Woow! my Christmas present ☺  
☺ thank you to everyone involved in this project. Gratitude ”

*Jessyca Maria da Silva Dutra*

“ Thank you, I am immensely happy to have participated in the project ”  
*Jupiara Heloisa Henriques*

“ Thank you very much, I am very happy to be part of this group, which will certainly give me another vision for tomorrow in my financial life. ”

*Vera Martins*

“ Just gratitude, thank you so much, I'm going to grab this opportunity ♥ ”

*Fernanda Pereira Martins*



Thank you for everything not  
only with the food basket but  
handling our business

*Fernanda Pereira Martins*

Sisdom Institute, thank you so  
much, my beauties are with me,  
a thousand ideas to begin.....  
thank you very much .... ♥

*Vera Martins*

good evening  
Thank you very much for the  
opportunity you gave me

*Rafaela Micaela Xavier*

“ I just have to thank God and you  
thank you so much ”

*Lucelia Paula da Costa Vieira*

Passing by to thank you  
immensely for the help in the  
food basket, this Project has been  
a differential for me Thank you

*Jessica Santos Kelly da Silva*

Thank you very much to the staff and to  
Sisdom, I'm happy with my basket, I'm  
already going to make coffee... May God  
bless you always... I know that my financial  
life has already changed, through the  
learning that I'm having..... thanks

*Suzana da Silva Paz*

“ THANK YOU SO MUCH FROM HEART  
♥ AND FOR THE SUPPORT ”

*Geruza Machado da Silva*

Thank you for attention  
and caring for us.

*Milvana Meneses*

Thank you so much for the basket  
and for the lecture where it was  
very important and enriching for  
my life and my growth as an  
entrepreneur ♥

*Vanessa Rosa de Oliveira*



Today I had my mentorship and by the way it was wonderful... what an excellent person to explain and on top I loved it thank you Instituto

Dom

*Alcione Nogueira da Silva Gomes*

“ Good morning my mentorship yesterday very productive thank you very much ”

*Danielle Joana Paz Cesar*

“ Good afternoon... I would like to thank Instituto Dom for the conversation and the basic food basket, thank you!!! ”

*Andreia teixeira Xavier*

Good afternoon, passing by to thank the Dom Institute for another meeting, thank you!!

*Sidneia Martins*

I would like to say a big thank you to Instituto Dom for providing me with so much, I had a course yesterday, everything turned into material, today I bought my cabin and many service materials

*Ariane Fernandes*

This mentorship will give me a new vision about my product

*Anonymous*

“ Thank you very much God bless you ”

*Pamela Pedro da Silva*

“ Thank you for the opportunity to be part of this course. ”

If you have others, I want to do it

*Marcela Nascimento*

“ Thank you so much institute for the partnership ”

*Bárbara Souza do Nascimento*

Read these and other testimonials from entrepreneurs [here](#)



# A Few Numbers

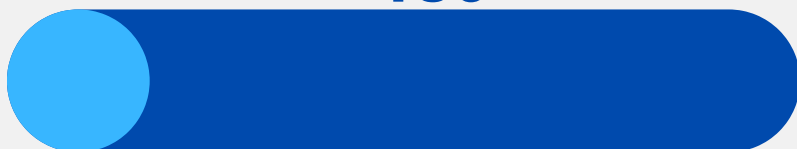
## Microentrepreneurs Supported

Total 2021

18

Total 2022

180



## % of women/men supported in 2022

100%  
women



## Team

60



## Online Community

Cumulative 2022

3.285

Cumulative 2021

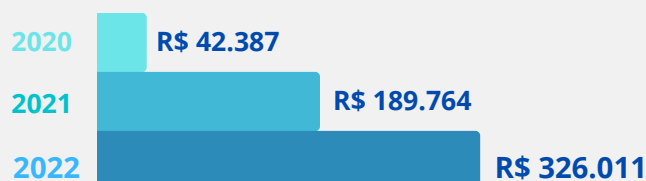
2.547



## Projects Executed



## Donations Received



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Coordinator of the Mulheres Protagonistas project



# Letter from the President

Hello Friends & Supporters,

The year of 2022 was great for our organization!

Throughout the year, we executed 6 different projects, generated social impact for more than 180 women microentrepreneurs and transformed the lives of vulnerable people, all with the support of organizations and people like yourself!

Testimonials from our beneficiaries, some of which are included in this Annual Report, help confirm the transforming impact generated by our work. However, other results such as increase in income, empowerment and greater sustainability of the businesses of the entrepreneurs we support also confirm this. In several anonymous surveys that we requested from our entrepreneurs, we received NPS (Net Promoter Score) ratings above 9.5. In other words, our beneficiary entrepreneurs strongly recommend Instituto Dom.

In 2022, we confirmed some key people and positions in the organization, advanced in our governance and increased total funds received by more than 72% compared to the previous year. We began relationships with multinational companies and organizations and had our Rouanet Law project approved.

As for our entrepreneurial support methodologies, we began our training and partnership with the International Labor Organization (ILO) in their entrepreneurial support methodology. We began improving our own support methodology and will continue doing this in 2023. Finally, we began our e-learning platform using Moodle and all the resources and functionalities that this platform already offers. This will be another huge differentiator for our organizaiton in the coming years.

As seen, we have several initiatives which seek to improve our work and increase our results. We continue in need of your support and your donation to carry on with our social transformative work.

This Report contains summary information on key events in 2022 and plans for 2023, a financial summary and a link to all of our bank statements.

Thank you for your support

Sincerely,

President and founder



## Fiocruz Project

In 2022, we successfully completed the "Entrepreneurial Mothers" (Mães Empreendedoras) project, supported by the Fiocruz / Fiotec grant. We received an NPS rating of 9.79 and many heartwarming thanks from the mothers who benefited over the 9 months of the project.

The project was a success, we delivered 900 food baskets and held more than 25 lectures for 100 mothers\*.

\*This project was more towards social assistance post pandemic and less entrepreneurial support.

The project's budget also allowed us have a final get-together with the 100 mothers. Close to R\$4,900 were returned to Fiocruz/Fiotec. At the end of the project, Fiocruz/Fiotec praised our work.

Finally, we selected the 10 mother entrepreneurs who are now receiving our entrepreneurial support (training, donation of R\$ 1,000 and mentoring), by means of a new financial support from Instituto Phi.

The final anonymous evaluations received from the project beneficiaries can be seen [here](#).



project Mães Empreendedoras



speakers and team in the Entrepreneurial Mothers project



## The Pollination Project grant

In January 2022, we carried out a mini project for 20 micro-entrepreneurs from the Rocinha community in Rio de Janeiro, with the support of USD 1,000 grant received from The Pollination Project, in California.

The project involved a cultural exchange and workshops for micro-entrepreneurs on Afro Braids and Afro Jewelry. We took the entrepreneurs to Quilombo do Grotão in Niterói where workshops, lectures, cultural interaction with Afro descendants of slaves and a lunch were held.



workshops during the project supported by The Pollination Project grant



## 4 new Projects carried out

Throughout 2022, we carried out another 4 entrepreneurial support projects using our entrepreneurial support methodology, which includes training, donations and mentoring.

These 4 projects included 80 women entrepreneurs from the communities of Rocinha and Parque da Cidade in Rio de Janeiro. These are projects supported by Instituto Dom, by EARJ 1987 donors, by the GlobalGiving campaign and also by the Canadian organization Give a Hand, for a total of R\$ 293,000 in private resources (donations). All projects involve a donation (social investment) ranging from R\$800 to R\$1,350 for each entrepreneur of items we purchase for them and their businesses. A total of 70 entrepreneurs received monthly food baskets (in some cases they are still receiving them).

These are projects with similar goals and durations ranging from 4 to 12 months. All testimonials included in the first pages of this report are from the entrepreneurs from these 4 projects. In the coming months we will have the final results of these projects.



Entrepreneurs of the Empreender e Crescer project



## Instituto Phi, Give a Hand and other supporters

In 2022 we received new financial support from Instituto Phi, which is funding several of our projects. We were also fortunate to begin a relationship with the Canadian organization Give a Hand (Monde Par La Main) which is financially supporting us in a 12-month project for 20 entrepreneurs!

During the last months of 2022, we had several meetings with large companies and multinationals that are interested in supporting causes and projects involving income generation, entrepreneurship and/or productive inclusion. We are certain that new projects with new supporters will come in 2023.



Sebrae speaker at the Dom de Empreender project



mentor visiting entrepreneurs



## The International Labor Organization's (ILO) Methodology (Framework)

We began our Accreditation and Training in the entrepreneurial support methodology offered by the International Labor Organization (ILO). This will also involve a partnership with this multinational agency.

This structured and tested methodology includes several modules which are exactly directed towards Instituto Dom's target audience.

We are completing the Accreditation and several people at Instituto Dom are being trained. Once completed, we will be able to train low income micro-entrepreneurs as well as people who don't have a small business yet but need to begin one.

To train micro-entrepreneurs, we will use in person and/or online activities and our e-learning platform. We see excellent possibilities for carrying out projects which will train and educate people throughout Brazil and in other Portuguese-speaking countries which have micro-entrepreneurs at the base of the pyramid.



**International  
Labour  
Organization**



## Partnership with Fatec SP

We began a partnership with Fatec Sebrae SP, from Centro Paula Souza, which included a pilot project with 25 young mentors donating their time and experience to the Mentorships we offer to entrepreneurs.

The results of these mentorships have been incredible and we had excellent feedback from the micro-entrepreneurs.

This is a pioneering project in Brazil involving theory and hands-on experiences for students from this renowned institution.



entrepreneurs of the Dom de Empreendedor project



## Strategy Committee & Decisions Committee

In the last months of 2022, we formed a Strategy Committee, composed of volunteers and internal employees of Instituto Dom, to discuss social impact and fundraising. Changes and improvements will be discussed by this Committee and implemented throughout 2023.

We received a pro-bono consultancy from the Brazilian Institute of Corporate Governance (IBGC) which is helping us set up an Internal Desisions Committee to decide on medium and long-term issues for the organization. We plan to install this Internal Desisions Committee during the first months of 2023.



speaker at the Empreender e Crescer project



Entrepreneur of the Dom de Empreender project



## IDom Community

We began a 4th step in our own entrepreneurial support methodology, in addition to the Training, Donation and Mentoring steps.

This 4th step involves a Community of entrepreneurs who have been through one of our projects. The entrepreneurs within the "IDom Community" will continue to receive our entrepreneurial support. This includes continuing to offer them individual or group mentoring, continue offering valuable content, offer new training opportunities, offer advice and guidance, promote interactions between entrepreneurs, offer online classes, and much more!

This exchange, networking and interaction between entrepreneurs is very important. Achieving results such as increased income and business growth is not something which happens overnight. With our continued support through the "IDom Community" we will reach better results in the medium and long term.



Mães Empreendedoras project



entrepreneur speaker at the  
Mulheres Protagonistas project



## Lei de Incentivo project approved!

In December of 2022, our project to support *creative economy* entrepreneurs, submitted in 2021 to the Secretariat of Culture (Rouanet Law), was approved.

The project has an approximate value of R\$ 199,000 and now we will fundraise from private companies that wish to participate in this project.

The project will target 30 vulnerable women micro-entrepreneurs involved in creative economy entrepreneurship (craftswomen, producers, and others) from low income communities. We will also carry out 3 lectures for 800 public school students on the subject of entrepreneurship.

We are very excited and hope this is the first of many incentivized projects we carry out!



speaker at the Empreender e Crescer project



Volunteer in the Mães Empreendedoras project



## Additional entrepreneurial support activities

In 2022 we also began to carry out several extra activities in our projects. These activities are part of our entrepreneurial support methodology and aim to help entrepreneurs achieve better results. Some examples of these activities are listed below:

- Online classes with groups of entrepreneurs on topics such as Finance and Digital Marketing.
- We facilitate the MEI Formalization of micro-entrepreneurs through a partnership with Sebrae Rocinha.
- We held individual visits to the businesses of many entrepreneurs to complement the learnings that were raised in the mentorships.
- We offered individual consultations for entrepreneurs helping them with specific topics related to digital marketing, graphic design, social media and others.
- In some projects, we held in-person lectures on entrepreneurial support topics. These in-person meetings are important for us to get to know the entrepreneurs better and to reinforce important topics related to entrepreneurial education.
- We made attempts (without much success so far) to obtain microcredit for the microentrepreneurs we support, through partners.
- We took entrepreneurs to events such as the Sebrae Entrepreneur Fair, in September/2022.
- We promoted a group mentoring session with employees from a multinational company, facilitated by an NGO called Goodera. Advice and guidelines were passed on to the entrepreneurs.



## E-Learning Platform for Training activities

In 2022 we decided to invest time and energy in the creation of our e-learning platform.

We will use an open source platform called Moodle. This e-learning platform already has several functionalities and resources that allow for countless possibilities that add value to our target audience. The possibilities are enormous and we strongly believe in this initiative!

We are going to generate video / audio / text content on entrepreneurial education, we will create assessment tests, we are going to promote discussion forums among entrepreneurs as well as configure several other functionalities on the platform. This work will be medium-long term and is just beginning.

With our e-learning platform, we will be the first social organization in Brazil involved with entrepreneurship that will have its own platform, and this will certainly bring us many benefits and advantages!





## Board Members

Throughout 2022, we made changes to the composition of our Advisory Board.

Board Members Rita Teixeira and Martha Leonardis left us and Board Members Renata Peregrino and Inês Rocha are now part of our Board.

Both have valuable experiences that will be very important for our work on the Board.





## Instituto Dom Founders

In December 2022, we included two new Founders in our Bylaws. They are: Grécia de Azevedo Silva and Jamilly Souza Ferrolho, both already project coordinators in our organization.

Therefore, the Founders for Instituto Dom are Andréa Barbosa, Maria Mabel de Luna Melo, Grécia de Azevedo, Jamilly Ferrolho and Karl Johnsson, where 3 are black women.

We now have a composition which is closer to our target audience, which is primarily composed of black women.

We also highlight that it is Instituto Dom's intention to continue training and supporting the small informal organization Missão Rocinha, from the Rocinha community in Rio de Janeiro, led by Grécia and William, both residents of the community.



Grécia de Azevedo Silva



Jamilly Souza Ferrolho

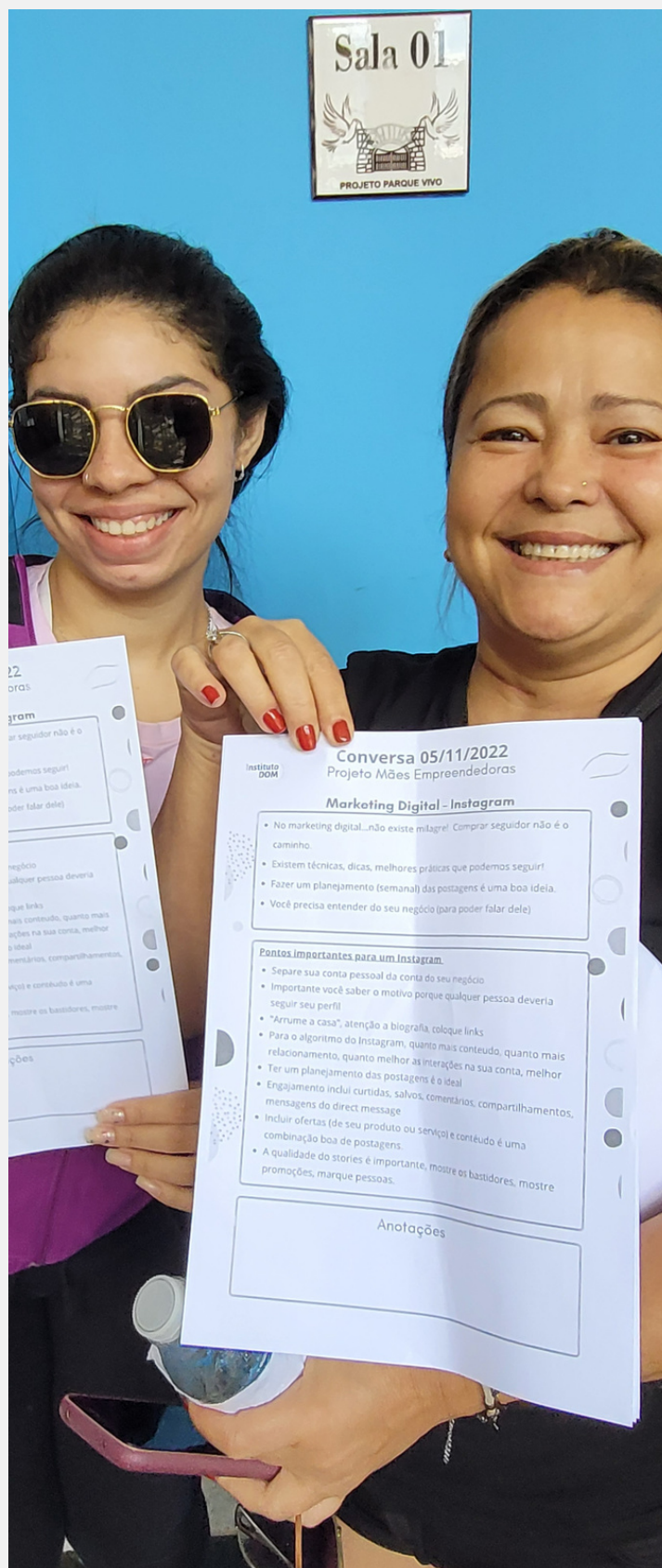


## Digital Marketing

Throughout 2022, we decided to take a step towards maturing our external communication and our digital marketing efforts.

In this way, we concentrated activities related to social media in two people.

Our communication became clearer and more mature, with different strategies for LinkedIn and other social networks.



Mães Empreendedoras Project



## Impact Evaluation with NUME

Measuring and evaluating the impact we generate on our target audience and measuring results will always be extremely important for our organization. Throughout 2022, we developed a partnership with the Center for Entrepreneurship Studies (NUME), at PUC-RJ, which advises us on impact evaluation.

Two of our ongoing projects include the impact evaluation designed by NUME. Once these projects are completed we will measure the results and impacts we obtained.



speaker at the Mulheres Protagonistas project



Below are some of the goals and challenges we have for the coming year.

## Improve our own methodology

We want to learn from our mistakes and improve our own entrepreneurial support methodology. This involves improving the methodology's steps which in turn will help us obtain better results and impact for our target audience.

## Execute projects using the ILO methodology

We will dedicate efforts to finalize our accreditation with the ILO by February and then fundraise which will allow us to carry out projects using the ILO methodology.



delivering food baskets in the Mulheres Protagonistas project

## Generate content for our e-learning platform and carry out projects using the platform

We will invest time, energy and resources in creating content for our e-learning platform. Content will be in video, text, audio and other formats, on entrepreneurial education topics. Many other functionalities and resources need to be configured and implemented on the platform.



## Effectively generate and measure results and social impact for our target audience

In 2023, we want to define standardized procedures, KPIs, and metrics to measure our results and our social impact. Projects vary slightly but how we measure our results and our social impact should not change much from one project to the next.

## Increase our fundraising efforts, begin new projects, grow the organization

We will strive for growth in the coming year of 2023. We want to increase our total funds raised and carry out larger and better projects. We wish to grow and continue to professionalize and mature our organization.

## Transform the organization into a Public Interest NGO (OSCIP)

Our Statute / Bylaws are ready for us to become an OSCIP (Public Interest Organization) and therefore take the organization to a new level which will allow us to obtain more resources and support.



final activity for the Mães Empreendedoras project



entrepreneur from the Mães Empreendedoras project



Please find below the managerial profit & loss statement generated by our financial system (QuickBooks). The organization has neither a "profit" nor a "loss", but rather a surplus or deficit. The following pages include bank statements for 2022.



## Instituto Dom

### Demonstrativo de Resultados

janeiro - dezembro 2022

DATA	VALOR
<b>Lucro/despesas da atividade</b>	
Receita	
DOAÇÕES	
211 - Doações PJ	R\$301.584,73
212 - Doações PF	R\$24.426,85
<b>Total para DOAÇÕES</b>	<b>R\$326.011,58</b>
<b>Total para Receita</b>	<b>R\$326.011,58</b>
Despesas	
Despesa sem categoria	R\$24,99
DESPESAS	
BENEFICIOS	
256 - Ajuda de Custo	R\$92.429,36
<b>Total para BENEFICIOS</b>	<b>R\$92.429,36</b>
DESPESAS ADMINISTRATIVAS	
Despesas Legais	R\$847,07
Gratificações	R\$530,00
Material de Escritório	R\$14,00
Postagens	R\$854,60
Refeições Administrativas	R\$2.556,77
Telefone e Internet	R\$271,39
<b>Total para DESPESAS ADMINISTRATIVAS</b>	<b>R\$5.073,83</b>
DESPESAS COM ATIVIDADES	
Doação Assistencial	R\$3.206,50
Doação Assistencial de Projeto	R\$99.169,55
Investimento Social	R\$65.816,70
<b>Total para DESPESAS COM ATIVIDADES</b>	<b>R\$168.192,75</b>
DESPESAS FINANCEIRAS	
Despesas Bancárias	R\$2.114,77
Outros Impostos	R\$1.250,65
<b>Total para DESPESAS FINANCEIRAS</b>	<b>R\$3.365,42</b>
SERVIÇOS TOMADOS DE 3os	
271 - Contabilidade e Documentos	R\$11.600,00
272 - Jurídico	R\$8.066,55
274 - Sistemas e Informática	R\$24.760,72
275 - Motoboy	R\$208,67
276 - Serviços Gráficos	R\$1.215,60
277 - Propaganda e Marketing	R\$1.125,09
278 - Outros Serviços de Terceiros - PJ	R\$17.399,98
279 - Outros Serviços de Terceiros - PF	R\$6.206,87
<b>Total para SERVIÇOS TOMADOS DE 3os</b>	<b>R\$70.583,48</b>
VIAGENS	
287 - Taxi e transporte de aplicativos	R\$6.638,53
<b>Total para VIAGENS</b>	<b>R\$6.638,53</b>
<b>Total para DESPESAS</b>	<b>R\$346.283,37</b>
<b>Total para Despesas</b>	<b>R\$346.308,36</b>
<b>Lucro líquido</b>	<b>R\$ -20.296,78</b>



Throughout 2022, we used separate individual bank accounts for each project.

In the case of Cora bank, we used this account for the Mães Empreendedoras project supported by Fiocruz until project completion in August and from September onwards we used the same bank account for the Empreender e Crescer project supported by Instituto Phi.

Please click on the link below to access all bank statements for 2022.

## Bank Statements



final activity for the Dom de Empreender project

**Finally, a few more  
testimonials from our  
entrepreneurs...**



Below are some anonymous testimonials from entrepreneurs after receiving our mentorships...

“ Thank you immensely for your strength, affection, commitment to helping, research tips, all the content discussed added a lot to the venture gratitude gratitude ”

*Anonymous*

“ I would like to thank the institute for the opportunity and my mentor, for her patience, kindness and important tips she gave me. ”

*Anonymous*

“ Thank you sisdom and my mentor for helping me with my doubts, I just really like it ”

*Anonymous*

“ Very grateful for these teachings, guidance ”

*Anonymous*

“ Thanks to sisdom and my mentor who is wonderful, he helps me a lot.. ”

*Anonymous*

“ Just thank you, the ideas and guidelines ”

*Anonymous*

“ I loved it, it was very good and I want to be able to do everything we talked about thank you very much ”

*Anonymous*

“ This mentorship will give me a new vision about my product ”

*Anonymous*

“ Wow it was very good this video call helped me a lot ”

*Anonymous*

“ thank you very much ”

*Anonymous*

“ I'm having a very nice mentorship, which is helping me with Internet advertising ”

*Anonymous*

Read these and other testimonials from entrepreneurs [here](#)



**We need your support in  
order to continue forward  
with our transformative  
social impact.**

**Support our work:**

**[www.institutodom.org.br/doar/](http://www.institutodom.org.br/doar/)**



**Please watch our  
2022/2023 video  
(in portuguese)**



[Click to view](#)

# Thank You!



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