



ame
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**Activity
Report**
2022

Activity Report 2022

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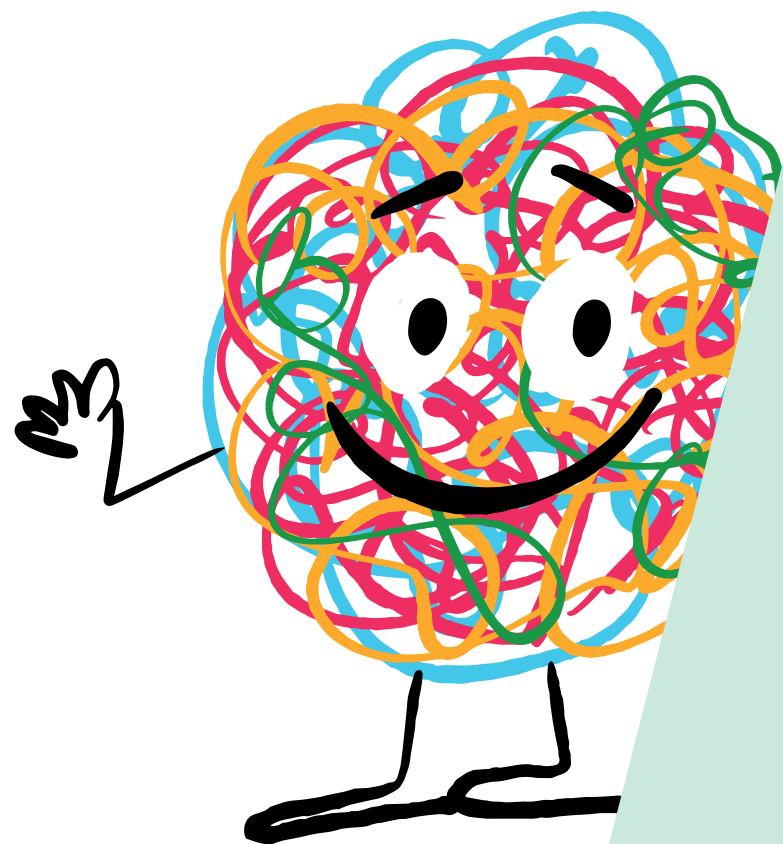
2022: A year of strengthening

Hello! My name is Tuto.

I'm here to talk about Ame Sua Mente (Portuguese for "Love Your Mind"), an institute that works to help you take care of your mind and the minds of your loved ones. The year 2022 was marked by significant achievements: the Institute laid the groundwork to scale up, expand the reach, and raise awareness of its projects and actions; invested in multimedia technologies and content; created innovative solutions such as the Bússola Project (Portuguese for "Compass"), a free WhatsApp channel to guide educators on specific mental health topics.

Also in 2022, the Ame Sua Mente Institute started its institutional strengthening journey by diversifying its sources of funding: it launched a mobilization initiative for individual donors, began to get involved in social enterprises, gained the support of seven private-sector companies, and formed several strategic partnerships, enabling it to fulfill its purpose.

In the following pages, check out the Institute's main accomplishments throughout the year in fostering a new culture of mental health in Brazil.



A word from the President

I often say that, during the pandemic, mental health entered 'through the front door'. The issue is not new, but the challenges faced during that period made it imperative to discuss the topic. Even with the end of the public health emergency caused by COVID-19, the increase in the number of cases of mental disorders and violence, especially among young people, has surfaced a real global crisis.

We do not attribute this scenario only to the new cases resulting from the impact of the period, but also to the worsening of existing cases in people who did not follow treatment properly and to more people seeking help as the topic became more familiar.

The reality we live in today is the result of an era when mental health issues entered 'through the back door', were sidelined and silenced by stigma and prejudice, which are unfortunately still major obstacles.

In a society where one in five people will experience some form of mental disorder and where 80% of cases identified in young people go untreated, combating discrimination is urgent; after all, we can only change what we know. It is necessary to welcome, invite to the table, and become familiar with the idea of talking about mental health.

Working in an integrated way to democratize scientific knowledge by trying to translate mental health-related concepts into a straightforward and uncomplicated way, creating promotion and prevention solutions, and encouraging early treatment of mental disorders are the *raison d'être* of the Ame Sua Mente Institute. Our work in education guides the creation of a new culture of mental health, operating within the school environment where strategic relationships will be established to unlock the full potential of each individual.

In the year 2022, the Institute had significant achievements to continue transforming education and building a new culture of mental health in Brazil. All the results achieved and the recognition we receive from various stakeholders show us that we are on the right path to build together the future we want for a healthier and more welcoming society.

The impact of our actions thus far has been crucial for the current context, but what makes me even happier and more motivated is seeing the potential expansion of our projects, as mental health is undoubtedly one of the major challenges of our time. There is much work to be done. I am immensely grateful for the excellent team of professionals, as well as the supporters and partners who share the same purpose and strive to make a new reality possible, where people begin to take better care of their well-being and can fully utilize their abilities.

Taking care of the mind is taking care of ourselves!

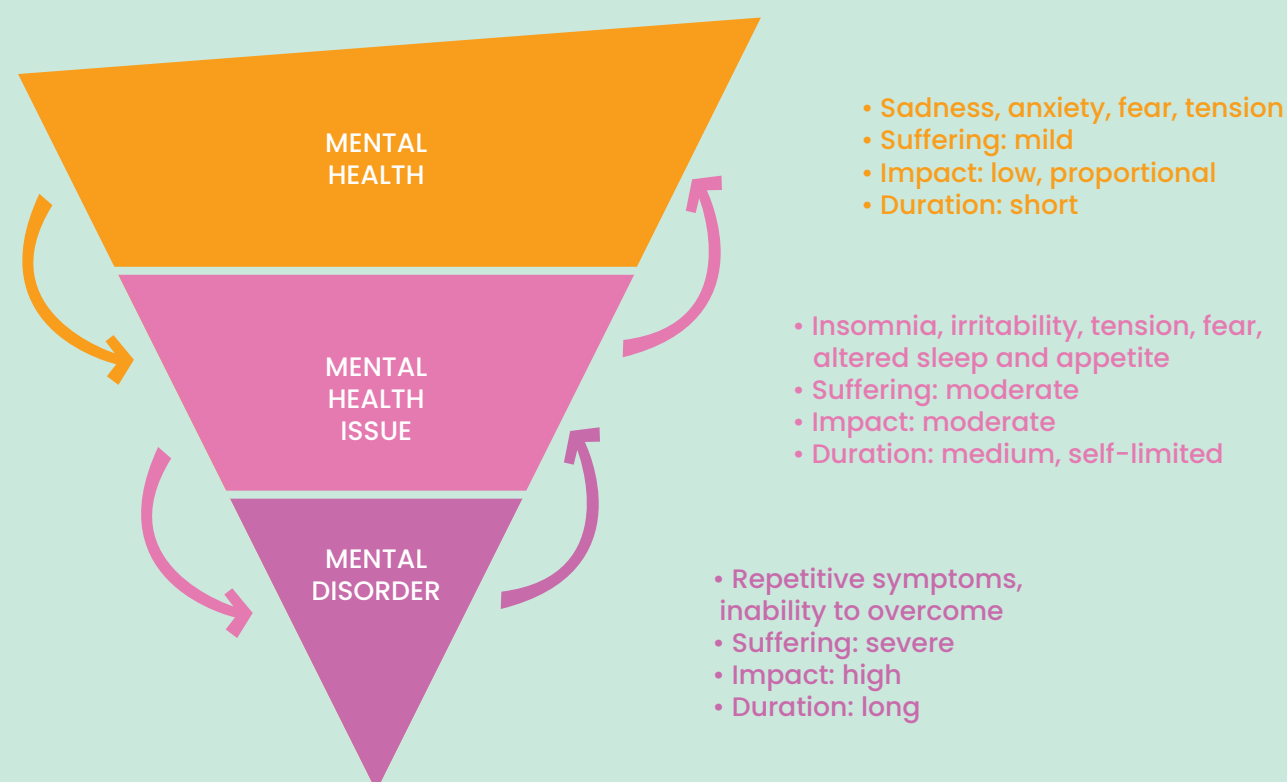
Rodrigo Bressan
President, Ame Sua Mente Institute

About mental health

Although mental health is the current topic of discussion, many people still have a dichotomous view of the subject, associating it either with mental disorders or with a life of total well-being. The reality is that, on a daily basis, we are trying to adjust our moods to different circumstances. Feeling stressed, anxious, or down is an expected response to the challenges that eventually everyone encounters at some point in life.

Therefore, we can describe mental health as a dynamic state that arises from the interaction of our cognitive, emotional, and behavioral abilities with the environment in which we live. As such, it is related to the ability to recognize, express, and regulate our emotions, as well as to cope with adversity and perform social tasks and functions.

To better understand the concept, we present the image of an inverted pyramid, where the base represents people who deal with mental health in their daily lives; the center of the figure consists of individuals who are experiencing mental health issues, while at the top of the pyramid are those facing some form of mental disorder.



WE USUALLY EXPLAIN THE DIFFERENCE BETWEEN MENTAL HEALTH ISSUES AND MENTAL DISORDERS AS FOLLOWS:

MENTAL HEALTH ISSUE

It is the state of functioning that causes changes in an individual's way of acting, feeling and, more broadly, interacting with the world around them. Mental health issues can occur, for example, during the end of a relationship, when a loved one is lost, in family conflicts, or due to the accumulation of tasks.

MENTAL DISORDER

A term used to describe a variety of psychological/psychiatric conditions with emotional and behavioral consequences that are often greater in intensity, duration, and damage than mental health issues.

Action for transformation

Mental health matters are one of the greatest challenges of contemporary society. In its report released in June 2022, the World Health Organization (WHO) highlighted the urgent need for measures to transform the current situation. But how can such measures be implemented with the speed they require?

1 in 5 people suffers from a mental disorder



This is a challenge that drives our initiatives and is the reason why we seek to scale up the actions and projects implemented by the Ame Sua Mente Institute. In addition, we believe in working in partnership with a diversity of stakeholders – such as researchers, education and mental health professionals, the government, the school community, investors, and the media – to generate more interest in the subject.

Our mission

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

About the Institute

Who we are

The Ame Sua Mente Institute is a civil society organization founded in 2018 that develops social projects based on scientific research with a focus on promoting mental health, reducing stigma, and preventing and managing disorders, with the school environment as the primary setting for interventions.

With a strong scientific basis and commitment to generating structural changes, our purpose is to foster a new 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.

To achieve the Institute's purpose, we have developed two lines of action: Education and Advocacy. In the Education line of action, we have come up with programs and projects with a primary focus on the school environment, especially the role of educators in the public school system.

In Advocacy, we aim to combat stigmas, prejudices, and late-seeking treatment by raising society's awareness of the culture of mental health, promotion, prevention, and management of disorders.

our principles

listening and empathy

to practice active listening by always being sensitive to others and building a trusting relationship to foster open dialogue and have a more relevant impact.

diversity and interdependence

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

creativity and scientific rigor

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

synergy and behavior

to work collaboratively and consistently to support our purpose and build trust to strengthen our bonds and become more efficient and proactive.

Sustainable Development Goals (SDGs)

The Ame Sua Mente Institute is committed to the global agenda of social and environmental transformation by acting on three of the Sustainable Development Goals approved by the United Nations (UN) in 2015. They are:



Timeline

Evolution of the Institute since its foundation.

2008

Emergence of the “Cuca Legal” Project (UNIFESP) with the aim of promoting mental health and preventing disorders in schools through mental health intervention and literacy programs.

2013

Beginning of the first training courses in public schools in the State of São Paulo, with over 700 educators trained between 2013 and 2015.

2020

Launch of the “Ame Sua Mente na Escola” project (Portuguese for “Love Your Mind in School”), expansion of the institutional team, partnership with the Umame Association, ABCD Trust Institute, and Arymax.

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 journey for 20,000 educators
- Development of the “Escola que Ama Sua Mente” Seal (Portuguese for “School that Loves Your Mind”)

2012

Partnership with the Canadian group Teen Mental Health Literacy, recognized as a world leader in the field of Mental Health. This alliance led to a pioneering training methodology in mental health for educators.

2015

Launch of the book “Saúde Mental na Escola” (Mental Health in Schools).

2018

Launch of the Ame Sua Mente Institute as a civil society organization.

2022

1. Projects

- Launch of two new projects: “Bússola” and “Escola que Ama Sua Mente” Seal
- Expansion and enhancement of the “Ame Sua Mente na Escola” project

2. Institutional development:

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

Operational strategy

An important step in our evolution and maturation as an institute was the development of the Theory of Change, which basically consists of setting long-term goals and measurable success indicators to promote the desired social change.

In 2022, we revisited our Theory of Change. And its new design helped us structure the 2023 strategic plan. Guided by the two assumptions that drive the Institute's initiatives – that mental health is a challenge of our time and that early treatment is the best approach to mental health matters –, we set clear intermediate strategies and goals for educators, schools, the school community, academia, society at large, and government. Specific, complementary projects were developed for each audience to maximize the impact generated.

“early treatment is the best approach to mental health matters”



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.

advanced outcomes	Culture of MH PROMOTION and PREVENTION introduced in the SCHOOL environment						A HEALTHIER, more INCLUSIVE, and WELCOMING society (LESS STIGMA)			Change in PUBLIC POLICIES in EDUCATION and HEALTH to ensure early identification and treatment						
intermediate outcomes	A welcoming, compassionate, and inclusive environment in schools		Educators’ overload in dealing with MH matters reduced		Individuals with MD treated		Improved school performance of individuals with MD		Reduced school dropout among individuals with MD		Reduced risk behaviors in individuals with MD		Reduced incidence of severe MD		Replicable model for MH promotion and prevention	
primary outcomes	Educators’ ability to promote MH and management skills expanded		Educators’ ability to implement Comprehensive Education actions		Educators’ MH self-care ability expanded		Cases identified and referred correctly		Reduced stigma		Increase in the number of people impacted by MH content		People sensitized and engaged in self-care		Political agents engaged in the topic	
outputs	FOR EDUCATORS				FOR THE SCHOOL COMMUNITY		FOR SCHOOLS			FOR ACADEMIA		FOR THE PUBLIC AT LARGE			FOR THE GOVERNMENT	
	Educators trained Problem-solving resources provided High-quality, applied MH content offered*		Personalized MH content offered Continuous learning offered		Families informed Youth sensitized		Referral protocols implemented Learning community created		Self-diagnosis journey available Best Practices recognized		Scientific content produced and delivered		High-quality, applied MH content offered* Media relations coordinated		Campaigns completed Ambassadors/ influencers engaged Usina de Conhecimento (Knowledge Hub) operational and recognized.	
strategies	Ame Sua Mente		“Bússola” project for educators		“Escola que Ama Sua Mente” Seal		Awareness				Public Policy					
micro-strategies	EDUCATION						ADVOCACY									
assumptions	MENTAL HEALTH, A CHALLENGE OF OUR TIME						THE EARLIER, THE BETTER									
	HIGH INCIDENCE 20% of the population has disorders, and 1% of the population is disabled		HIGH SOCIOECONOMIC COST In addition to causing suffering to individuals and families, mental disorders are the leading cause of work disability		HIGH STIGMA STIGMA delays the start of treatment by more than 10 years		LACK OF PREVENTION Treatment only begins after the disease has been established				EARLY IDENTIFICATION AND TREATMENT 75% of cases could be identified before the age of 24					

**Taking care of the mind is taking care
of ourselves. The earlier, the better!**

Our projects in 2022

education

- Ame Sua Mente na Escola
- “Escola que Ama Sua Mente” Seal
- Bússola Project
- Mental Health Development Journey

advocacy

- Multimedia Mental Health knowledge generation
- Promotion of the topic through major media outlets



education



With the support of the Umame Association and the ABCD Trust Institute since 2020, our main intervention focuses on mental health training for teachers, administrators, supervisors, and coordinators of the Pedagogical Center in the São Paulo state public school system.

Developed by combining a rigorous scientific basis and extensive experience in training methodology, the course provides educators with specific knowledge of youth mental health. Thus, educators are trained to not only identify, manage, and refer possible cases at school but also to utilize the information for their own mental health.

Goals

- 1 To help promote mental health through literacy in the subject;
- 2 To prevent mental disorders in youth;
- 3 To reduce stigma through a compassionate look at mental health;
- 4 To enable resolution of mental health issues in the school environment through early identification and appropriate referral of cases to the specialized psychosocial care network.

In 2022, we continued with the implementation of the training course in schools and refined our teaching methodology to meet new demands based on the lessons learned in previous editions. We implemented two more training cycles, with the latest one being conducted in a self-paced mode on a Distance Learning platform.

Training course topics

- I Mental Health
- II Anxiety disorders
- III Mood disorders
- IV Disruptive behaviors in school
- V Challenges of everyday school life: substance use
- VI Attention Deficit Hyperactivity Disorder (ADHD) and Mental Health in School
- VII Referral Protocol

“Ame Sua Mente na Escola” in numbers

	2020	2021	2022
Schools involved	10	64	139
Educators benefited	104	214	512
Young people indirectly benefited	3,445	4,595	14,920
Training cycles	1	2	2
Lesson plans	-	-	36
Thematic Training Sheets	11	11	21
Audiobooks and/or Podcasts	-	30	45
Expert Q&A Videos	-	-	40
In 3 years of operation	+ 20,000 students indirectly impacted (1 teacher – class of 35 students)		

With seven modules, the platform provides video lessons, factsheets, lesson plans, podcasts, and other materials.

And to ensure educators’ development along the way, we also have synchronous classes (real-time virtual classes) based on practical examples from everyday school life, as well as discussion forums for educators and experts to share experiences and reflections.

Impact assessment

To assess the impact of the “Ame Sua Mente na Escola” project, we used both qualitative and quantitative methodologies. The qualitative assessment was conducted by the Umane Association and involved interviews and observation of the training sessions to collect evidence of changes or evolution in the project parameters.

The quantitative assessment was developed by research experts from the Institute based on project indicators. Participants completed the forms anonymously using codes that allowed matching responses at two assessment points: before and after the intervention.



2020 – 2022 PERIOD: Key results of the assessments

- 98%** would recommend the training to a fellow educator;
- 86.6%** of participating schools attributed to the project a medium or high knowledge gain in mental health. Among schools with more staff members trained and/or greater exposure to the project, this percentage reaches 100%;
- 82.2%** of schools identified positive changes in the way the topic of mental health is addressed after going through the project;
- 41.1%** began identifying possible cases of mental health among students;
- 64.4%** improved the way they manage and deal with cases;
- 61.7%** transformed their perceptions of mental health.



Testimonials from participating educators

"Excellent class. The activities encourage reflection on mental health, and these breathing exercises help a lot in times of tension and anxiety that can arise in everyday life."



We have had students with anxiety. And before attending the training, I was scared. I used to say: "My God! I need to solve this." (...) I learned to stay calm in this situation, and it made all the difference. When a child sees that you are calm in front of them, they start to get better.



"How can I control my emotions? So, in this regard, the course helped me a lot, otherwise I don't know how I would continue with my students. In any case, I try not to bring my problems to school, especially because students already have their own problems. Even more so that we are teachers in a slum community. So it gets harder. How do you solve this? It's by combining willpower, the course, opening your mind. So I think it has been a great addition."

sebo escola que ama sua mente

In April 2022, we launched the "Escola que Ama Sua Mente" Seal with the aim of identifying, recognizing, and supporting public schools across Brazil that are committed to mental health promotion, prevention, and management practices as part of the school routine.

To obtain the seal, interested schools underwent a five-step process. The first step was to conduct a self-diagnosis to identify existing mental health practices in the institutions. Then, the results were analyzed based on the seal's criteria.

After identifying eligible schools to participate in the accreditation process, the Institute requested the submission of documents supporting the enrolled practices. The schools that stood out in the process received technical visits from our evaluators (a multidisciplinary volunteer group) to check and collect information. In the final step of the journey, we recognized the best practices at an event attended by all participating schools from across Brazil.

During that meeting, we also launched the activities of the "Escola que Ama Sua Mente" Seal Community, created to encourage the exchange of experiences, disseminate knowledge, and promote mental health training for educators from the awarded institutions.

"Ame Sua Mente na Escola" Seal's Criteria 2022: axes and dimensions

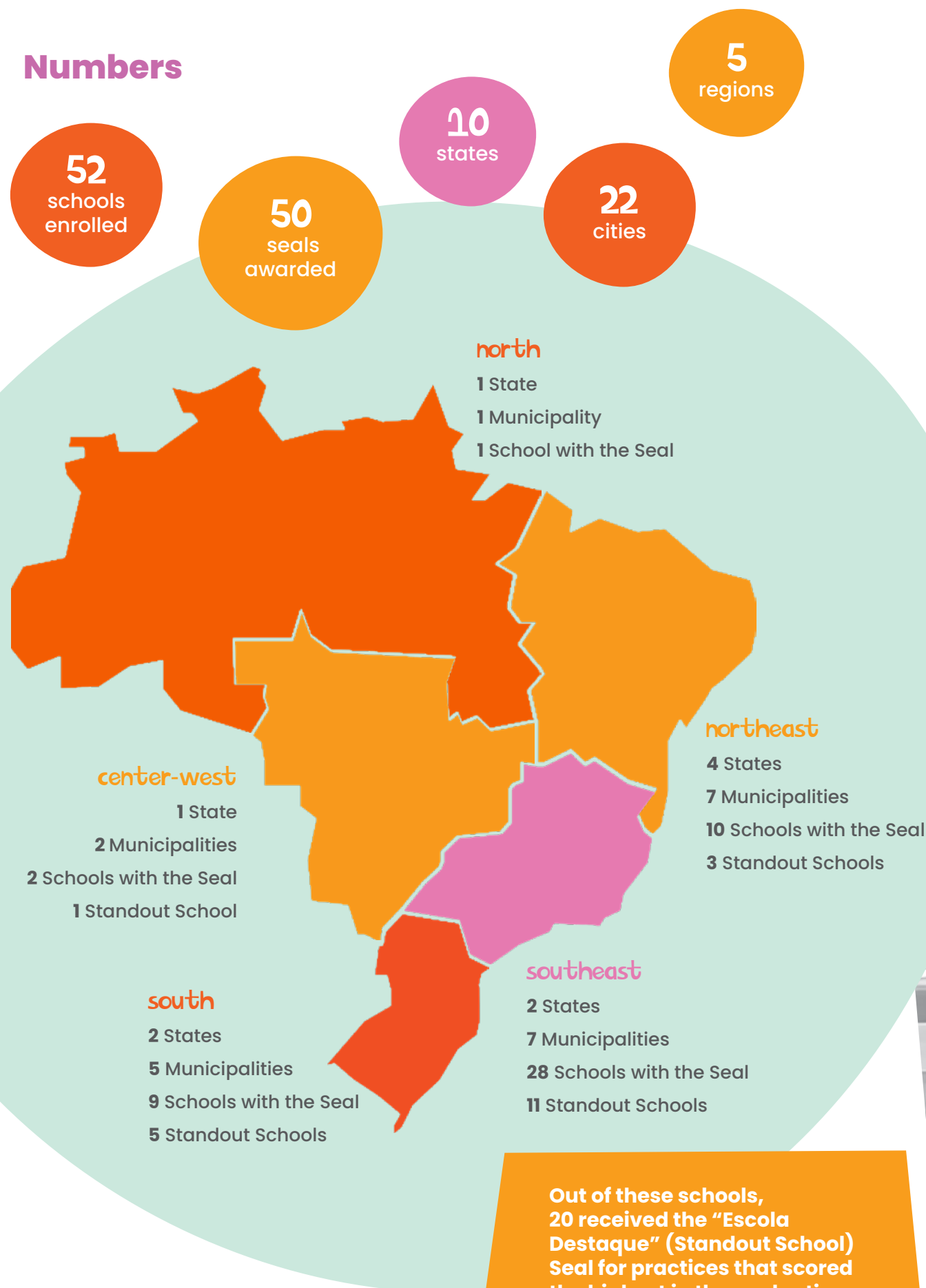
Promotion (everything that
increases well-being)

Prevention
(risk reduction)

Handling
(what to do)

Environment (management,
assessment, relationship,
climate, etc.)

Numbers



Testimonials from participants

"The Seal added even more to our work because we are an education department that cares about people, that wants to take care of others, that has a focus on mental health, that incorporates gratitude and belonging into everything it does. This recognition is wonderful and rewarding."

Carmen Raymundi

Superintendent of Education of the Municipality of Vargeão, SC

"The Seal is important because it broadens people's perspective to look at others without labels... to be able to talk more freely, to embrace others more openly. It would be very important if all schools participated in the project and had contact with the support network that we have."

Alissandra Fernanda Veríssimo

Curriculum Coordinator, E.E. (State School) Nossa Senhora Aparecida, São Paulo, SP

bússola

ame sua mente

In line with the Institute's purpose, in 2022 we launched the Bússola Project, aimed at expanding educators' knowledge about mental health in a simple and fast way. The project's objective is to reduce the stigma associated with mental disorders by providing educators with targeted content so they can identify issues in adolescents early on and guide them on the best course of action.

The initiative offers a free communication channel on WhatsApp® with a knowledge journey guided by a chatbot, software that simulates a human conversation.

In the pilot phase of this project, we worked on the topic of self-harm. The Institute worked in partnership with the Municipal Department of Education of the city of São Paulo.

To get access, add the number +55 (11) 991 130 019 to your contacts and send "Hi" or click below.

[access Bússola](#)

the project

A free digital channel on WhatsApp® that offers practical information and guidance to help educators deal with students who are facing mental health matters.

target audience

Educators in middle and high school.

implementation

A project conducted in partnership with the Municipal Department of Education of São Paulo (COCEU-DIGP).

in just 5 months, more than 1,000 people accessed the channel, launched in september 2022

Impact assessment

98%

found the information useful

89%

stated that the suggested guidance was actionable

88%

of respondents would recommend the tool to a colleague

80%

reported an improvement in their ability to deal with young people experiencing self-harm situations

74%

declared that they have applied or intend to apply the suggested guidance

Outcome measurement period: from Aug. 4, 2022 to Dec. 31, 2022



Testimonials from participants in the Bússola Project

"I found the channel very good, easy, and informative. The presentation of information is very objective and interesting, making it easy to follow the subject. The use of images, videos, texts, and audio is exceptional for understanding the content, in addition to providing options for how each person studies."

Débora Lopes

Pedagogy student at
Universidade Federal do Sul e
Sudeste do Pará (Unifesspa)



"The material is very rich in information and enlightening. Although the topic is dense, the content wasn't heavy or difficult to read. The language is extremely clear and straightforward."

Isabel Albuquerque Santos

Escola Municipal de Educação
Básica (Municipal Basic
Education School) Luana Lino
de Souza, São Paulo, SP

Mental health development journey

This was another initiative by the Institute aimed at promoting the mental health of educators through coping strategies to support these professionals in the face of both suffering and instability caused by the COVID-19 pandemic.

The Mental Health Development Journey was carried out in partnership with the Program for the Improvement of Coexistence and School Protection (CONVIVA), of the São Paulo State Department of Education (SEDUC-SP).

In 2022, we conducted a series of interactive lectures on mental health-related topics that directly affect educators' daily routines, such as the importance of self-care, the issue of drugs, the impact of mental health from the perspective of the Black population, etc.

direct
impact:
15,400
young people

number of
participating
educators:
440



advocacy

Knowledge Hub

We believe that advocacy is a crucial line of action to strengthen the foundations for fostering a new culture of mental health in Brazilian society. Through this line of action, we want to combat stigma, reduce prejudices, and demystify what is meant by mental health.

To manage the wide dissemination of knowledge on the subject on our website, social media, and in the press, we rely on scientific research in the fields of psychiatry and psychology. Based on the existing academic production, we seek to translate scientific content into a simple and easy-to-understand language. Research studies are adapted into multimedia formats suitable for various target audiences.

social media

over
13,000
followers on
Instagram

9
million
people
impacted

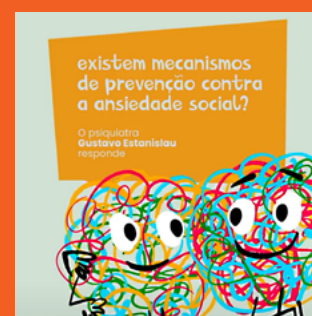
over
12,000
followers on
Facebook

over
400
pieces of
content

185,000
engagement
activities

Nearly
200,000
website
visits

HIGHEST REACH



publication date: Oct. 11, 2022
Total reach: 426,063
Total interactions: 203
Engagement rate: 0.05%

HIGHEST INTERACTION

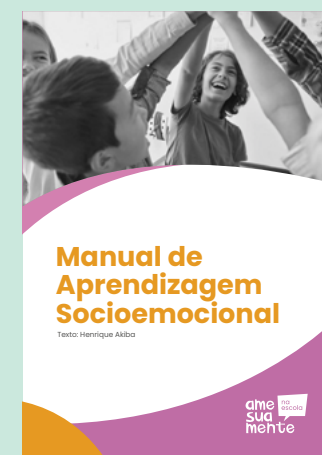


publication date: Oct. 24, 2022
Total reach: 306,236
Total interactions: 3.027
Engagement rate: 0.99%

HIGHEST ENGAGEMENT RATE



publication date: June 16, 2022
Total reach: 4,478
Total interactions: 1,375
Engagement rate: 30.71%



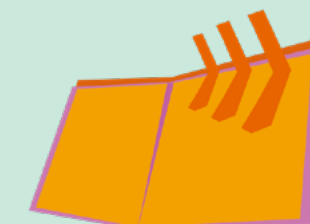
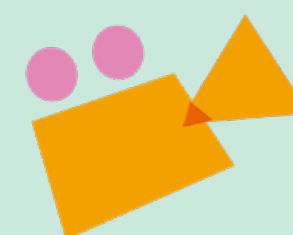
mini manuals



webstories



video pills



factsheets



blog



videocasts



Media appearances

In order to promote dialogue, dismantle stigma, and combat prejudices, the Institute invests in the dissemination of relevant information through major media outlets. This work with the mainstream media helps us to inform and raise awareness among different audiences about mental health matters. Throughout 2022, the Institute recorded more than 50 media appearances. Here are a few:

More than 112 million people learned about the Institute's work through media outlets.



Mental health of students and teachers
Interviewee: Dr. Gustavo Estanislau
'Folha na Sala' Podcast



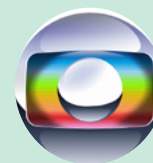
Child vaccination and returning to school
Interviewee: Dr. Gustavo Estanislau



Back-to-school manual
Interviewee: Dr. Gustavo Estanislau
show: Alta Frequência



"Escola que Ama Sua Mente" Seal
Interviewee: Dr. Rodrigo Bressan
O Show da Notícia | Rádio CBN



Signs of depression and anxiety

Interviewee: Dr. Rodrigo Bressan
Encontro com Patrícia Poeta
TV Globo – Sep. 15, 2022



Alteration of Sensory Processing

Interviewee: Dr. Gustavo Estanislau
Fantástico – TV Globo



Sex education

Interviewee: Ana Carolina D'Agostini

Anxiety in children and adolescents: How parents can help

Interviewee: Dr. Rodrigo Bressan
May. 2, 2022



Yellow September and the mental health of Brazilians

Interviewee: Pedro Pan
Programa Opinião | TV Cultura

"How to maintain a healthy mental balance in the face of daily pressures"

Interviewee: Dr. Rodrigo Bressan

media appearances

click to access
all articles

Institutional Development

As we refine our projects and create new initiatives to expand the impact on the school environment and transform the culture of Mental Health in Brazil, we continue to seek the best strategies for our institutional development, aligned with both the sustainability and longevity of the Institute.

In order to diversify our sources of funding, we introduced some new things in 2022: we started a social business initiative involving lectures, roundtable discussions, and workshops at private schools, and we launched two donation campaigns on our social media platforms.

Through our website, we also offer the opportunity to contribute to our cause: <https://www.amesuamente.org.br/doar>. Through this page, anyone can make a one-time or monthly contribution to the Ame Sua Mente Institute.

[click here to donate](#)

We also set up the Resource Mobilization Committee, aimed at soliciting donations from individuals engaged with the Organization's work and mission. Through the creation of this internal body, we ensure a more robust, stable, and transparent operation that complies with the best management practices in the sector. The first event organized by the Committee was a dinner held in November 2022, with the aim of raising funds from large donors for the expansion of the "Ame Sua Mente na Escola" Project in 2023.

governance

In 2022, we maintained the governance model implemented in the previous year, consisting of:

Board of Directors

Marco Kheirallah
Cristiana Pipponzi
Leticia Albernaz Guimarães Lyle

Audit Committee

Acioly Luiz Tavares de Lacerda
Cibele Demetrio Zdradek
Flavia Regina de Souza Oliveira

Advisory Board

Daniel Krepel Goldberg
Guillain Patrice Louis Marie de Camaret
José Guilherme Carneiro Queiroz
Nicolas de Camaret
Pedro Pan
Ricardo Cavalieri Guimarães
Tiago Pereira Barreto Guimarães
Thaís Junqueira Franco Xavier



In the same year, we added important competencies to the Board of Directors, especially for the Education line of action, with the entry of Leticia Lyle. Her extensive experience in the field will strengthen our school community intervention strategies.

Board of Directors



Marco Kheirallah
Chairman of the Board of Directors

Graduated in business administration from Fundação Getúlio Vargas and 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 fostering and investing in entrepreneurs and startups in the finance, education, and healthcare sectors.



Cristiana Pipponzi
Vice Chair of the Board of Directors

Graduated from FEA-USP with an MBA from INSEAD, France, she serves as a member of the Board of Directors for Raia Drogasil, Associação Vaga Lume, and Associação SempreFea.



Leticia Albernaz Guimarães Lyle
Member of the Board of Directors

With a Master's degree in Curriculum and Teaching from Columbia University's Teachers College, she is a co-founder of Camino Education and the director of Camino School. With extensive experience in the development and implementation of teaching methodologies, curriculum design, and teacher preparation for the 21st century, she was responsible for adapting the Programa Compasso Socioemocional (Socio-Emotional Compass Program) and is the coordinator of the Graduate Program "Comprehensive Teacher Development" at Instituto Singularidades.

Mobilization Committee

Marina Auriemo
Ricardo Eid Philippi
Fernando Foz

Honorary Members

Ary Gadelha
André Del Castilho Gola
Carolina de Meneses Gaya
Giovanni Salum
Gustavo Mechereffe Estanislau
Letícia Lyle
Pedro Pan

Team

To ensure excellence and effectiveness in the execution of our work, we have assembled a diverse, multidisciplinary team with a high level of professional qualification. Our team includes psychiatrists, psychologists, neuroscientists, educators, consultants, and researchers who directly contribute to our projects. Our administrative core consists of professionals with experience in both the business and nonprofit sectors, who together build the necessary structure to support our initiatives.

Rodrigo Bressan | President
Andrea Regina | Chief Executive Officer
Luci Zeferino | Administrative Assistant
Luciana Silva | Administrative/Financial Analyst

Social Programs

Claudia Donegá | Manager in Charge
Denise Almeida | Project Analyst

Social Technologies

Claudia Tazitu | Manager in Charge

Communication

Alessandra Paz | Manager in Charge
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
Henrique Akiba
Dr. Gustavo Estanislau
Dr. Rodrigo Bressan

Facilitators

André Lopes
Daniela Carvalho
Grace Luciana Pereira
Olga Paz

transparency

Cash flows

FISCAL YEAR	2020	2021	2022
REVENUES	1,737,742	1,759,993	4,296,281
EXPENSES	1,051,406	2,040,933	3,341,133
BALANCE	686,336	(280,940)	910,647

Financial statement for 2022 audited by BDO Brasil.

INSTITUTO AME SUA MENTE

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

Balance Sheets

As of December 31, 2022 and 2021 (in Brazilian Reais)

Assets			
	Note	2022	2021
Current Assets			
Equity			
Cash and cash equivalents	4	1,525,648	544,319
Accounts receivable	5	-	-
Other receivables	6	3,893	3,590
		1,529,541	549,954
Non-Current Assets			
Property, plant and equipment	7	6,878	8,958
		6,878	8,958
Total Assets			
		1,536,419	558,912

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

Liabilities and net assets			
	Note	2022	2021
Current Liabilities			
Equity			
Suppliers	8	29,207	1,480
Employee-related liabilities	9	8,565	3,736
Tax liabilities	10	2,522	2,432
Vacation and payroll taxes	11	15,507	9,766
Unrealized projects	12	29,383	
		85,184	17,414
Non-Current Liabilities			
Long-term Liabilities			
Net Assets			
Contributed capital		399,690	399,690
Accumulated surpluses (deficits)		140,897	420,671
Surpluses (deficits) for the year		910,647	(278,863)
		1,451,235	541,498
Total Assets			
	13	1,536,419	558,912

Our profound gratitude to these generous donors who make it possible for us to carry out our social interventions in the community:

Alfredo de Goeye
Antonio F. Valle
Bia Prado
Cristiana Pipponzi
Fernando Foz Macedo

José Auriemo
José Ermírio de Moraes
Marco Kheirallah
Mariella O. Scarparo

Marina Auriemo
Maurício Bittencourt
Ricardo Eid Philipp
Silvia Braz

And to all other supporters who believe in the importance of fostering a new culture of mental health in Brazil.

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Ame Sua Mente Institute

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