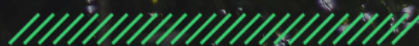


# ACTIVITY REPORT 2024



**Dom Phillips  
Institute**





# INDEX



**01** Message from the President

**02** Dom

**03** About the Institute

**06** Main Achievements of 2024

**12** Challenge and Perspectives for 2025

**13** Financial Transparency

**14** How to Support







# Message from the President

By Alessandra Sampaio

The Dom Phillips Institute was born from the desire to transform pain into action. Dom's memory, as well as that of so many other defenders of the Amazon, inspires us to move forward with the mission of supporting the Amazonian peoples, valuing their knowledge, and producing quality content about the forest, always in defense of life and socioenvironmental justice.

The Institute immerses itself in the Amazonian universe, full of life and urgent challenges, to better understand this complex territory and to listen to the voices of its original communities. From this dialogue, it seeks to build educational processes that strengthen a new generation of indigenous leaders, prepared to fight for a fairer and more sustainable future for all.

Throughout 2024, the Institute consolidated its governance, structured lines of action, and participated in relevant meetings in Brazil and abroad. It also advanced in building partnerships and networks of cooperation with organizations and individuals who, like us, believe in the urgency of protecting the Amazon and in its fundamental role for the future of all. This report presents a detailed portrait of these initiatives and the paths we are taking.

I express my sincere gratitude to each person and institution that joined us in this first year of journey. May this reading reinforce the importance of moving forward together, multiplying voices and efforts in defense of the forest and its peoples

Enjoy your reading!

Alessandra Sampaio



# Dom

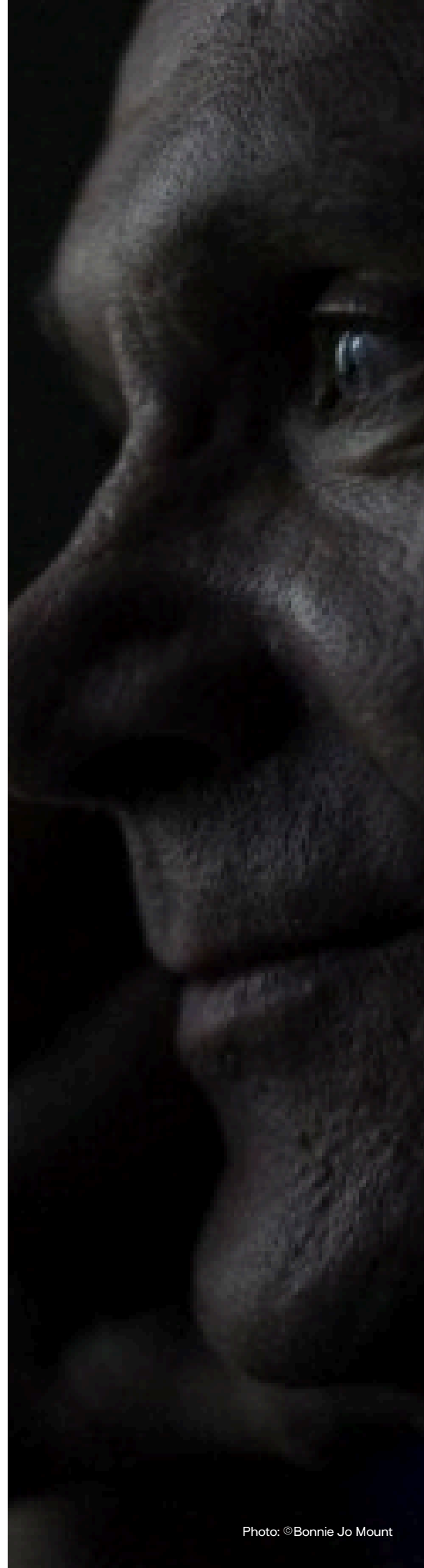
## Who was Dom Phillips?

Dom Phillips was a British journalist who made Brazil his home for fifteen years. During this period, he contributed as a correspondent for some of the most important international journalism outlets, such as The Washington Post, The New York Times, Financial Times, and The Guardian. In recent years, he became passionate about the Amazon and dedicated himself to understanding it and sharing with the world what he saw and experienced. More than a reporter, Dom was recognized for his kindness, ethics, and deep sense of responsibility, which brought him closer to people and their stories.

Driven by genuine curiosity and attentive listening, he traveled extensively throughout the Amazon, dialoguing with scientists, Indigenous peoples, riverine communities, anthropologists, indigenists, and also with those involved in activities that negatively impact the environment. For Dom, speaking only of destruction was not enough: it was necessary to also reveal the power of the forest, its cultures, its peoples, and the inspiring initiatives that emerge amidst so many challenges.

Dom believed that the Amazon remained little known and that sharing consistent information about the forest with the world could broaden collective awareness and mobilize more people for its protection.

On June 5, 2022, in the Javari Valley, his trajectory was brutally interrupted alongside the indigenist Bruno Pereira, while conducting research for his book "How to Save the Amazon."





# About the Institute



The Dom Phillips Institute was created to honor Dom's legacy and continue his purpose: to be an ally of the Peoples of the Forest, to reverberate their knowledge, and to amplify understanding of the Amazon. Considering the essential role of Indigenous peoples as guardians of the forest, the Institute's actions combine education, cultural appreciation, and dissemination of knowledge, reinforcing that the defense of the Amazon is also a global responsibility.

In addition to developing educational projects aimed at Indigenous youth—with the goal of amplifying their voices and strengthening their struggles in defense of their territories, rights, cultures, and ways of life—the Institute also seeks to echo ancestral knowledge that helped shape today's Amazon, fostering understanding of the importance of the forest and its peoples in times of climate urgency.

## Mission

To echo the voices of the Amazon and the knowledge of its peoples and guardians, driving educational movements for the preservation of life.

## Vision

To be recognized as a reference in careful project management for the protection of the Amazon, through genuine listening and the trust of forest peoples.

## Principles

- Affection
- Kindness
- Genuine Listening
- Diversity of Knowledge
- Care for Life



# Who we are

## | Executive Board



**Alessandra Sampaio**  
President



**Telma Toledo**  
Vice-President



**Fernanda Macedo**  
Executive Director

## | Trustees and Members



**Aloísio Cruz**  
Administrator



**Carla Vilardo**  
Educator



**Fernanda Chaves**  
Actuary



**Flávia Guerra**  
Production Engineer



**Glenn Shepard**  
Ethnobotanist and Anthropologist



**Joana Curvo**  
Journalist



**Paulo Veiga**  
Mechanical Engineer



**Roberta Arantes**  
Filmmaker



**Tom Hennigan**  
Journalist





# How and where we work



The Dom Phillips Institute's core axis is Education, betting on the transformative potential of youth, recognizing them as a fundamental element of intergenerational relations.

It begins its work by immersing in the Amazon territory and co-building with Indigenous youth sociopolitical training processes that contribute to the acquisition of competencies and skills necessary to strengthen the fight for their rights, territories, cultures, and ways of life. This process also seeks to enhance youth autonomy and leadership, supporting the formation of new leaders.

This initial work is concentrated in the Javari Valley, where Dom Phillips and Bruno Pereira lost their lives. With 8.5 million hectares of protected forest, it is the second largest Indigenous Land in Brazil and home to the largest concentration of Indigenous people living in isolation in the world. It is home to more than 6,000 Indigenous people from 7 distinct peoples, organized in UNIVAJA and 7 base associations.

These are the Institute's first partners on this journey.







# Main Achievements 2024



# Structuring of the Institute

In its first year, the Dom Phillips Institute consolidated its organizational structure to operate in an organized, efficient, and sustainable way, aligning processes and strategic areas with its mission. Among the structured fronts were:

- Communication and Press Office (brand, visual identity, communication channels, and media and press strategy);
- Governance, Organizational Management and Compliance (formation of fiscal and deliberative boards, internal processes, responsibilities, and internal policies);
- Fundraising (strategy and fundraising plan);
- Stakeholder Mapping (identification of strategic partners);
- Project Development (planning and participatory methodologies);
- Accounting, Financial and Administrative Structuring (transparency and resource control);
- Legal (legal compliance and operational support);
- Strategic Planning (setting guidelines, priorities, and goals).

This solid foundation is what will allow the Institute to transform intention into concrete action.

**Instituto Dom Phillips**

Sobre o Instituto O Dom Amazônia Sua Linda! Contato

Faça uma doação

## Instituto Dom Phillips

Nascemos entre o luto por mais uma violência acontecida na Floresta Amazônica e o encantamento de Dom Phillips por seus povos e sua exuberância.

### Membros da Governança

**Assembleia Geral**

**Conselho Deliberativo**

**Conselho Fiscal**

**Diretoria Executiva**

1. Presidente: Alessandra Sampaio  
2. Vice Presidente: Telma Toledo  
3. Diretora Executiva: Fernanda Macedo  
4. Joana Glória Curvo  
5. Roberta Arantes  
6. Thomas Henningsen  
7. Flavia Cristina Barbieri

1. Fernanda Pereira  
2. Paulo Roberto Monteiro  
3. Aloisio Cruz

### Movimentos 1º semestre 2024

Jan, Fev, Mar, Abr, Mai, Jun

• Design do Instituto  
• 10/02 - Participação no evento de Santa Salgueira com o Instituto  
• Validação Estratégica Capacidade  
• Branding Instituto Dom Phillips entregue  
• Início desenvolvimento do site institucional do Instituto  
• Formação e estruturação do Grupo de Trabalho com Conselhos  
• 22 x 25/04 - Participação no  
• 10/05 - Participação no evento "Climate Change Crisis and Environmental Justice in the Amazon" - Universidade de Yale  
• Agenda paralela em NY para comemorar com "serviços inovadores"  
• 02/06 - Lançamento Oficial do Instituto para público externo no Brasil e exterior  
• 02/06 - Campanha de Lançamento do Instituto  
• 05/06 - 2 anos de morte Dom e Bruno  
• 05/06 (2 Anos) - Evento Min. Povo Indígena - Anistia do Rio + Dom e Bruno  
• 05/06 (2 Anos) - Evento Fronteira Club Londres - Liberdade de Imprensa e Informação - homenagem a Dom e Bruno  
• 05/06 - Evento em Bristol - homenagem a Dom  
• 25/06 - Evento London Climate Action Week em Londres

### Investigando caminhos

Para começar:

- análise do cenário e contexto de atuação do Instituto
- levantamento de dados de mapeamento sobre organizações de referência
- elaboração de uma planilha de mapeamento de pontos estratégicos e fontes de recursos
- estabelecimento a curto prazo de objetivos (OBS) entendendo, portanto, nossa missão novamente
- mapeamento de alguns formatos de captação de recursos existentes no mercado
- utilização de algumas ferramentas open source disponíveis para nos ajudar a ter mais expertise
- implementação de uma análise SWOT baseada em captação
- Buscamos captadores criativos para nos apoiarem no processo
- entre outras medidas.

Todas essas informações nos possibilitaram desenvolver a estratégia de captação de recursos com foco na instituição e execução de seu primeiro projeto Amazônia Sua Linda pensado para o período de 1 ano e meio (1º semestre de 24 a ano de 2025).

canvas da captação de recursos Portal Impacto

Análise SWOT - Captação

Estudo mais de 100 organizações de referência no Brasil e 100 organizações internacionais

97 seguidores 1.688 seguidores 561 seguidores

**Instituto Dom Phillips**

Visão geral

Publicações da página

Nosso muito obrigado



# Weaving Networks and Events

In this first year of existence, we began building relationships with various actors working for the Amazon and the protection of its peoples. We engaged in dialogue with individuals, communities, and organizations and participated in several events. **A true immersion into the Amazonian world!**

## April

- Acampamento Terra Livre (ATL) in Brasília, the largest Indigenous mobilization in Brazil.



UNIVAJA Tent

## May

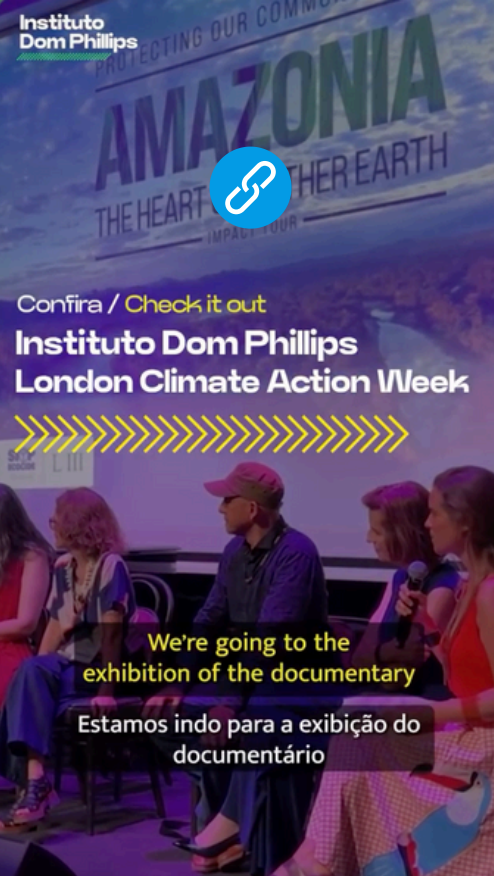
- Yale University event in the USA: "Climate Change Crisis and Environmental Justice in the Amazon";
- Presence in the Javari Valley for coordination with grassroots and local organizations.



UNIVAJA Surveillance Team (EVU)







Expo For Dom and Bruno and Amazon



## June

- Presence in the Javari Valley for coordination with grassroots and local organizations.
- British Consulate event in Brasília (King's Birthday + tribute to Dom and Bruno);
- Exhibition "For Dom, Bruno, and the Amazon" in Bristol, UK;
- London Climate Action Week panel on "Amazonia, the Heart of Mother Earth."

## September

- Participation in the Journalism Symposium held by the Bahia Press Association (ABI) and the Bahia Academy of Letters (ALB);
- Participation in the Journalism Symposium held by the Bahia Press Association (ABI) and the Bahia Academy of Letters (ALB);



Vale do Javari

**HOMENAGEM AO JORNALISMO INVESTIGATIVO**  
Parabéns pelo trabalho  
[@juliana.dalpiva](#), [@flaviovmcosta](#)  
e [@institutodomphillips](#).





# The Institute in the World

In June 2024, two years after the murders of Dom and Bruno, the Institute was officially launched in the Javari Valley, Amazonas, during a memorial event at the Itacoáí River Crosses.

The event took place at the crosses of the Itacoáí River (the place where Dom and Bruno lost their lives), a Memorial Landmark built and installed by UNIVAJA's territorial surveillance team, which remains visible to all who navigate the river, symbolizing remembrance and the continuity of their struggles.

The initiative included the participation of several members of the Union of Indigenous Peoples of the Javari Valley – UNIVAJA, Indigenous people from the Marubo, Matis, Kanamary, and Mayoruna ethnic groups, as well as major media outlets (national and international) – including a special feature on the program *Fantástico*, broadcast on July 9.





# Amazônia Sua Linda

“Amazon, you beauty” — this was the last phrase written by Dom Phillips on his social media, reflecting his enchantment with the forest. Inspired by this expression, the Dom Phillips Institute chose this name for its first line of action in educational projects.

In its first year of existence, the development of this work was guided by a long process of listening and dialogue in the territory chosen for the first immersion in the Amazon: the Javari Valley.

Throughout the year, many conversations were held with UNIVAJA’s Coordination and Technical Team, with the Territorial Surveillance Team (EVU), with young Indigenous leaders, grassroots organizations, and also with non-governmental organizations and professionals working in the region. This listening methodology made it possible to understand local needs, priorities, and interests, and to co-create educational projects, thus ensuring the relevance of the actions for the communities.

The result was the development of 2 projects aimed at training Indigenous youth, which will be implemented in 2025:

- **Training in Rights, Environment and Territory:** aimed at the young Indigenous communicators of UNIVAJA’s Vozes do Javari Project, the initiative seeks to create spaces for dialogue on topics chosen by the youth themselves, such as Indigenous Rights, Climate Change, Territories, and Environment, strengthening their struggles and reinforcing leadership and autonomy.
- **Management Mentorship:** in partnership with the Network of Indigenous Students of the Javari Valley (REIVAJA), the project seeks to support the structuring of the Collective in areas such as Management, Governance, Communication, Planning, and Fundraising, fostering autonomy and expanding organizational capacity and network-based action.





# Challenges and Perspectives for 2025

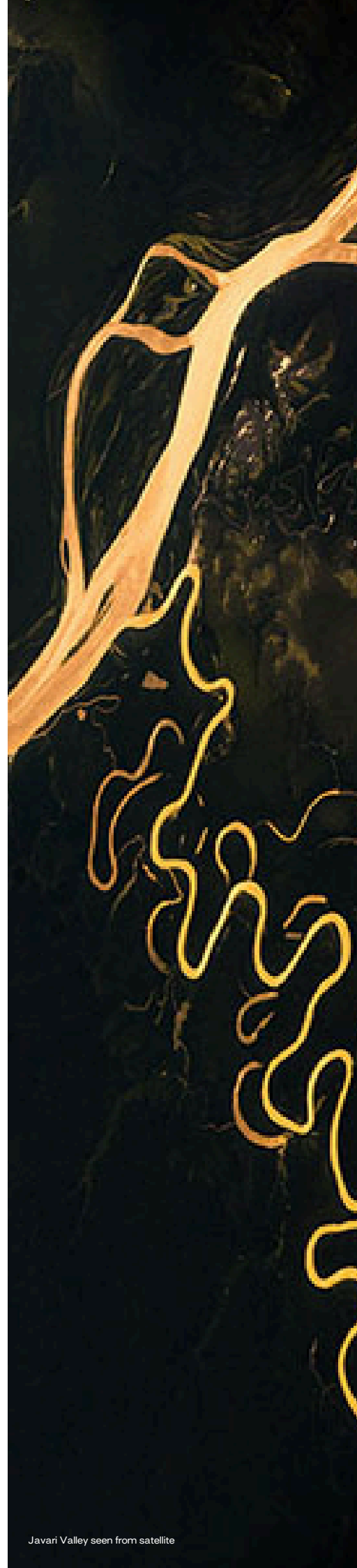


Given all the work carried out in 2024 to structure the Dom Phillips Institute, the perspectives for 2025 are filled with optimism, cooperation, and joy!

In 2025, the Dom Phillips Institute will continue advancing with a focus on concrete results, prioritizing the implementation of the structured educational projects: the Training in Rights, Environment and Territory Project with the youth from the Vozes do Javari Project, and the Management Mentorship in partnership with REIVAJA.

At the same time, the Institute will continue its institutional development, the structuring of advocacy actions, participation in strategic events, and fundraising efforts, aiming for the organization's financial sustainability, which will allow for the expansion of the impact of its initiatives.

The challenges foreseen for 2025 will mainly be those arising from being a newly created institution: a small team and budget limitations. To address this reality, an annual plan was prepared considering various possible scenarios and adapting them to the reality of available resources. In addition, the organization intends to further develop its Fundraising Plan.





# Financial Transparency



Income Statement from January 1, 2024 to December 31, 2024		
Expressed in Brazilian Reals		
Code	Name	
19	REVENUE	52.612,16
264	DONATIONS AND GRANTS	52.605,60
6149	National Donations to Individuals	52.036,28
6157	National Donations to Corporates	200,00
6165	International Donations to Individuals	369,32
540	OTHER REVENUE	6,56
647	Gains on Financial Investments	6,56
728	COSTS AND EXPENSES	269.345,20
1511	PERSONNEL EXPENSES	34.928,00
1520	Director's Fees	14.481,87
1570	INSS (Social security)	2.896,37
1619	Travel and Representations	17.549,76
1740	THIRD-PARTY SERVICES	37.150,00
1767	Services provided by legal entities	37.150,00
1775	ADMINISTRATIVE EXPENSES	19.968,22
1805	Advertising and Publicity	200,00
1813	Gifts	2.000,00
1830	Rent	12.000,00
1880	Internet	770,88
1902	Condominium Fees	4.997,34
1910	MATERIALS	2.462,36
2003	Uniforms	303,70
2062	Office Supplies	258,66
2070	Furniture and Utensils	1.900,00
2097	TAX EXPENSES	2.278,15
2100	IPTU (Property Tax)	2.274,60
2160	IOF (Tax on financial transactions)	2,78
2178	IRRF (Income Tax) on Financial Investments	0,77
2194	GENERAL EXPENSES	170.085,79
2208	Electricity	451,05
2283	Maintenance, cleaning, and repairs	600,00
2313	Notary's Office	1.909,70
2364	Permanent assets	797,00
2380	Travel, lodging, and assistance Cost	20.544,46
2399	Software	8.839,90
2402	Other fees, except IRPJ and CSLL	1.529,15
2526	Accounting Fees	8.000,00
2755	Attorney Fees	4.418,00
6173	Communication Services	95.119,32
6181	Press Office	19.510,20
6190	Audiovisual	2.780,00
6203	Third-Party Travel	5.279,52
6211	Scanning Expenses	17,50
6220	Transfer Fees	252,99
6238	Extended Warranty Expense	37,00
2569	FINANCE EXPENSES	2.472,68
2593	Banking Expenses	2.445,10
2615	Interest Expense	27,58
2712	Surplus/Deficit for the Period	216.733,04
We acknowledge the accuracy of this Income Statement, in view of the documents presented, transcribed on pages 1 to 1 of the daily book no.0		



# How to Support?



**The sustainability of our organization is based on our network of relationships**

The struggle for the preservation of the forest and its peoples is a great challenge. Dom dedicated the last years of his life to this cause, highlighting the importance of protecting not only the environment but also the cultures and knowledge of those on the frontline of this battle.

**Every contribution, regardless of size, adds to this mission.**

Donation link: <https://institutodomphillips.org.br/doar/>

For direct donations or other forms of support, contact us at [contato@institutodomphillips.org](mailto:contato@institutodomphillips.org)

You can also support us by joining our social media and sharing our content:





# Dom Phillips Institute

