

2025



Good
FOR
ALL

IMPACT REPORT AND FINANCIAL TRANSPARENCY

Good For All



Education, care, and future
for children and families.



We care
for today



We educate
for the future



We transform
realities



We build
together



OUR STORY

Founder



Good For All was born from a philanthropic initiative led by Markinhos.



While still in school, he began to spark ideas, bring people together, and turn empathy into action.



What started with small actions grew and became a social initiative focused on education, care, and service.



Today, the organization mobilizes volunteers and works to transform lives, broaden horizons, and remove immediate barriers.

A new era began.

**Doing good for all,
every day.**





Good
FOR ALL

WHO WE ARE

Our mission

Good For All is a social organization that broadens horizons and removes immediate barriers through educational experiences, care, and community mobilization.

Presence in São Paulo,
Rio de Janeiro, Piauí,
and Angola.



10,3k+
children
reached



3.5k+
volunteers
mobilized



42+
events
delivered



6
priority
SDGs

2025



Good
FOR
ALL

OUR IMPACT MODEL

Expanding the future and removing barriers of the present



Experiential educational activities:

workshops, reading, art, science, play, and lived experiences that broaden children's horizons and awaken possibilities.



**EXPERIENTIAL
EDUCATIONAL
ACTIVITIES**



**IMMEDIATE
CARE**



Immediate care:

health, well-being, nutrition, and referrals to address barriers that hinder learning.



**CONNECTION &
CONTINUITY**



Connection & continuity:

connection with families, volunteers, partners, and local institutions so that the impact does not end with the event.



**When these three pillars
come together, the child gains
care, belonging, and
new perspectives for the future.**



WHAT WE DO

Our areas of work



1. HAPPY DAY

A major community action where the three pillars come together.



2. EDUCATION

Workshops, games, reading, art, STEM, and activities that inspire curiosity and learning.



3. HEALTH & WELL-BEING

Oral health actions, screenings, guidance, and referrals to address immediate barriers.



4. SOCIAL SUPPORT

Targeted support for families in vulnerable situations, including needs mapping and food baskets.



5. VOLUNTEERING

Mobilizing and training young people to become agents of transformation.



6. MISSIONS, ANGOLA, AND LOCAL CONTINUITY

Connection with families, community leaders, schools, institutions, and mission-based actions to expand the reach of care.



WELCOME



INSPIRE



REFER



CONNECT



Education, care and future for children and families.



Good
FOR
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2025

IMPACT IN NUMBERS

Results and evidence



10.3k+
children reached



3.5k+
volunteers
mobilized



42+
events
delivered



82%
discovered something
they could study,
become, or pursue
in the future



94%
felt included and
welcomed during
the action



54%
of children previously
disconnected from
a local institution
developed a
connection with one



93%
of volunteers are
between 15 and
25 years old



Indicators drawn from the project's institutional materials.

BECAUSE TOGETHER,
WE CAN **GO FARTHER**
AND TRANSFORM MORE LIVES.



TRANSPARENCY, GOVERNANCE, AND ACCOUNTABILITY

How we care, monitor, and stay accountable



HOW WE MANAGE RESPONSIBLY



Periodic accountability to supporters



Bank reconciliation and cash control



Invoices and receipts on file



Prior approval of expenses



Separation between fundraising, execution, and control



Monitoring of indicators and feedback to families



WHAT THIS REPORT TRACKS



REACH

Who we serve and where our work reaches.



TRANSFORMATION

Positive changes promoted in people's lives.



CONTINUITY

Sustainability of actions and long-term planning.



VOLUNTEERING

Engagement of people who make a difference.



PARTNERSHIPS

Alliances that strengthen our mission.



DOCUMENTATION

Organized records available for transparency.



The detailed financial tables for **fiscal year 2025** should be completed only on the basis of the institution's official consolidated statements.



We care for today



We educate for the future



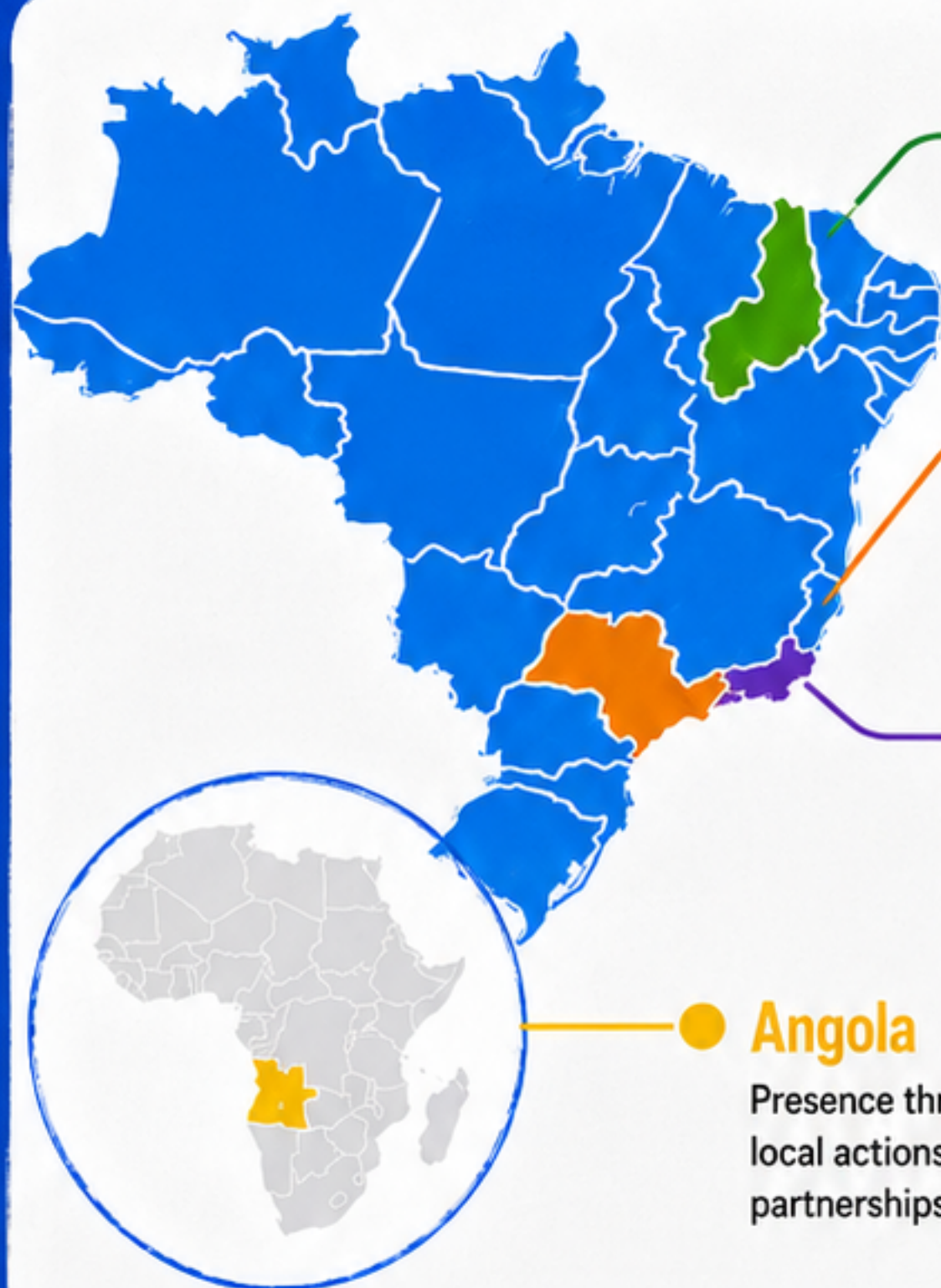
We transform realities



We build together

PRESENCE, PARTNERSHIPS, AND CONTINUITY

Where we are and how care continues



Piauí

Presence through local actions and partnerships.

São Paulo

Presence through local actions and partnerships.

Rio de Janeiro

Presence through local actions and partnerships.

Angola

Presence through local actions and partnerships.



We connect children and families to a local network of families, volunteers, community leaders, schools, and partner institutions so that **support continues beyond the event.**

Caring together means ensuring presence, listening, and opportunities that endure over time.



MISSIONS AND NETWORK-BASED ACTIONS

We work in partnership to multiply impact and strengthen communities across different territories.



WORK ALIGNED WITH 6 PRIORITY SUSTAINABLE DEVELOPMENT GOALS (SDGs)

Our actions directly contribute to six Sustainable Development Goals, promoting a fairer and more inclusive future.

1 NO
POVERTY



3 GOOD HEALTH
AND WELL-BEING



4 QUALITY
EDUCATION



10 REDUCED
INEQUALITIES



11 SUSTAINABLE CITIES
AND COMMUNITIES



17 PARTNERSHIPS
FOR THE GOALS



Present today,
transforming **tomorrow.**

HOW TO SUPPORT

Be part of the transformation

1

TOGETHER, WE GO FARTHER

Every contribution helps expand experiences, address immediate barriers, and build possible futures for more children and families.



Donate

Your donation helps expand experiences, address immediate barriers, and build possible futures.



Become a partner

Companies and institutions can multiply our impact.



Volunteer

Give your time and talent to inspire and open pathways.



Offer products or services

Your company can support and strengthen our actions.



E-mail: projetosocialbemparatodos@gmail.com



Instagram: [@projetobemparatodos](https://www.instagram.com/projetobemparatodos)



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Thank you for building
the future with us.



BECAUSE TOGETHER,
WE CAN **GO FARTHER** AND
TRANSFORM MORE LIVES.