



Soul Bilingue

ACTIVITY REPORT

2023

www.soulbilingue.com



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KEEP POSTED





In 2023, we planted the hope for a bright future for Soul Bilíngue. We are more aware of our role in the world, our capacity, and our power to transform the panorama of bilingual education and international opportunities in Brazil.

We have the "formula" capable of awakening in low-income youth the awareness that they can, and that there is a vast world, full of new paths, waiting for them.

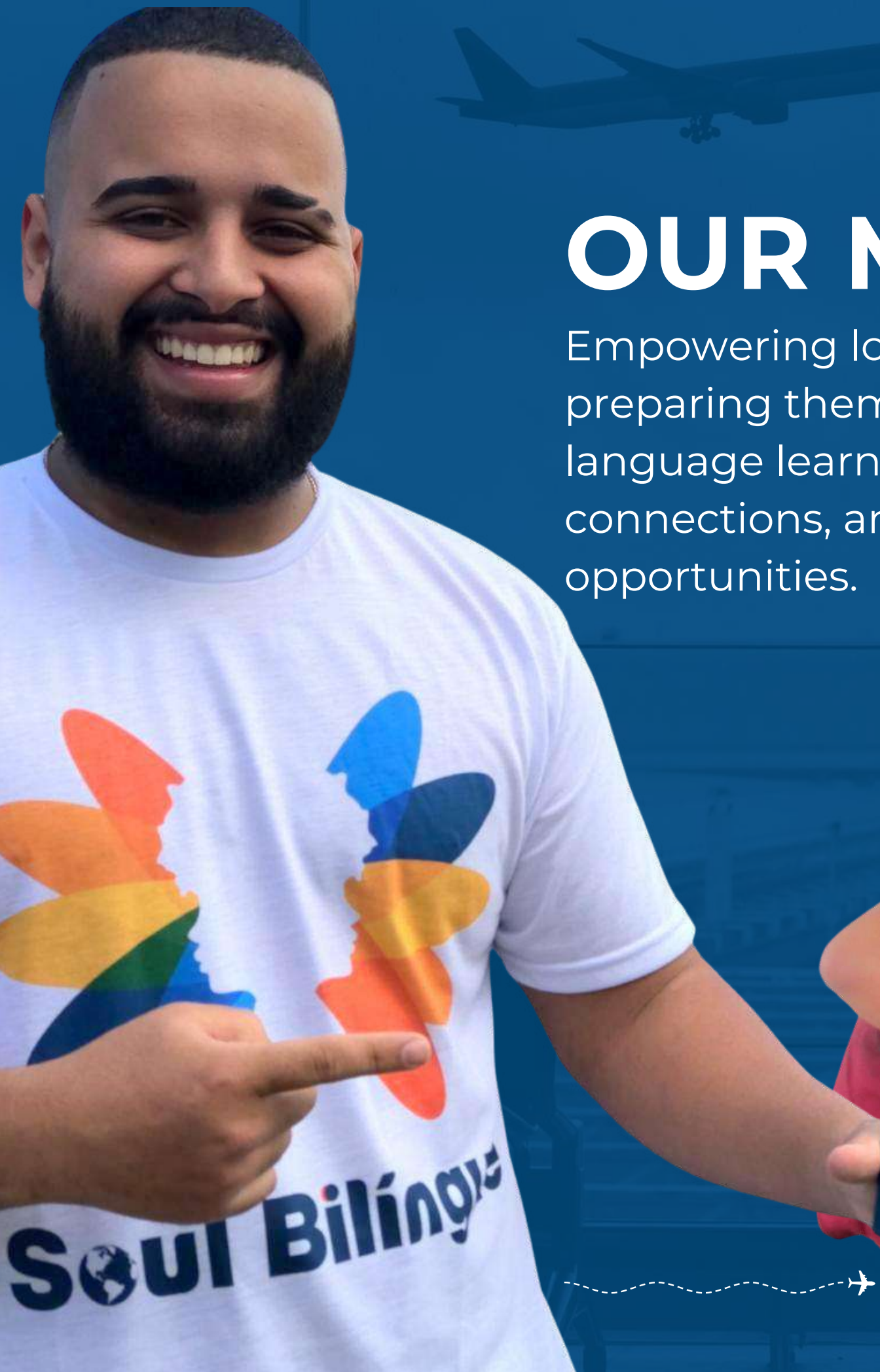
With a committed team, connected to the cause, aware of their importance in this mission, and excited about the future we are building together, nothing can stop us. Therefore, as we expand our reach and sow the seed of "this world is also mine" in the mind of each person who came from public education, we deliver our legacy.

We thirst for Brazilians to experience stepping into a first-world country, occupying the same international classroom as those who never had to worry about working to fund their studies, connecting with people from different countries, speaking English, eating different foods, discovering new colors, other ways of dressing, consuming, and living; to create new references! Only then can they "step out of their box", their bubble, the belief that "this is something only for the wealthy," become a reference, and inspire an entire generation to be conscious of their place and importance in the world.

2023 was the year of hope; 2024 will be the beginning of the greatest revolution in international education that this country has ever seen. The world awaits us!

WE ARE WHAT WE LIVE

Ariane Noronha, CEO and founder of Soul Bilíngue



OUR MISSION

Empowering low-income youth and preparing them for the world through language learning, international connections, and exchange opportunities.



Soul Bilingüe revolutionizes the relationship between English and young Brazilians aged 18 to 26, residing in the North, Northeast, and Southeast regions, former students of public education, and whose family's per capita income is up to two minimum wages.

We achieve this with a 100% online game-based methodology consisting of weekly classes, conversation mentorships, emotional support, and recognition for the most committed students: scholarships to study the language abroad!

OUR VISION

Making English and international access in Brazil a choice, not a chance.



OUR VALUES

COMMITMENT

INTEGRITY

CREATIVITY

PERSISTENCE

OPEN-MINDEDNESS



recognized management



BEST SMALL-SCALE NGO; TOP 100 IN BRAZIL!



We are the Best Small-Scale Social Organization in Brazil and one of the Top 100 in the entire country in 2023. The double recognition, conferred by the Best NGOs Award, the Oscars of the Third Sector, attests to the institution's credibility and goes beyond. To the public, it demonstrates seriousness; to donors, the assurance of money well invested; to companies, that we add value to society; to students, staff, and volunteers, that this is a great place to belong.

The Best NGOs Award is an initiative of Instituto Doar - Certificadora Social and Instituto O Mundo Que Queremos. It consists of three phases and evaluates civil society organizations based on five criteria: Cause and Action Strategy; Representation and Responsibility; Management and Planning; Funding Strategy; Communication and Accountability.

In 2022, the Award had already recognized the NGO as TOP 10 Small-Scale in Brazil.

TIMELINE

2018

Ariane Noronha founds Soul Bilíngue and creates a pilot project with 11 young people from the eastern zone of São Paulo.

2019

The program reaches its second edition; the NGO sends the first 10 young people on international exchanges.

2020

Soul Bilíngue becomes 100% online and expands its operations to the entire Southeast region of Brazil.

2021

South Africa is the first country to reopen its borders; resumption of exchanges and beginning of expansion to the Northeast.

2022

Soul Bilíngue reaches young people in the Northeast and is elected as one of the TOP 10 Small-Scale NGOs in Brazil.

2023

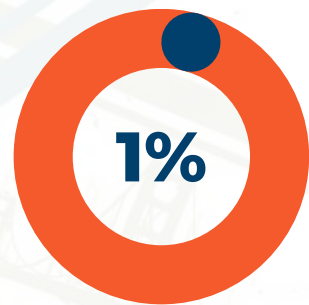
The program expands to the North and serves over 2,600 students; Soul Bilíngue is recognized as the best Small-Scale NGO and one of the Top 100 NGOs in Brazil.



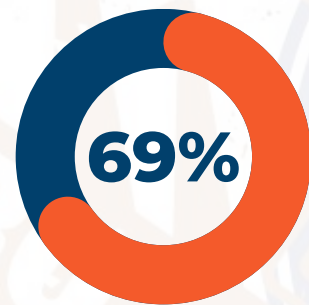
SOCIAL MOBILITY: OUR AMBITION

Beyond imparting fluency in a language prevalent in corporate settings or global culture, Soul Bilingue aims to foster role models and facilitate life-changing opportunities for young individuals who need just that.

Role models because our young learners are never alone in the classrooms of international schools. They are accompanied by an entire community—whole families, groups of friends, church members, classmates, and individuals who purchased raffle tickets, provided meals, donated, and shared in this dream together.



1% Brazilians fluent in English
Source: British Council



69% average salary difference in coordination positions caused by language proficiency
Source: Pesquisa Catho



0,0002% of the Brazilian population participated in exchanges in 2022.
Source: Pesquisa Selo Belta



R\$ 39 thousand on average, invested per person in exchange programs in 2022
Source: Pesquisa Selo Belta



Most of the time, the exchange student from Soul Bilíngue is the first in the street, neighborhood, house, or family environment to set foot on a plane and study abroad. What comes from there is the great key to change: they won't be alone! It's no longer impossible!

Social mobility because we are what we live. It's extremely powerful when a low-income youth discovers that the world is also theirs; that an international experience transforms them irreversibly; that the world is bigger than their neighborhood.

We change students' life perspectives from the first day of class with the support of hundreds of volunteers - teachers, mentors, and psychologists; with the work of a frontline team that believes in the cause and partners who join our journey. We do this regardless of who will be awarded scholarships.

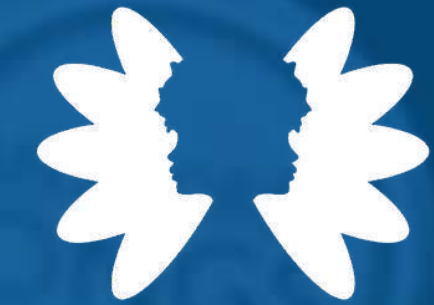


“Soul gave me the push I needed to start changing my life. Thank you so much!”

Kamilly Vitória Lemos
student of the 1st semester of 2023



ACTIVITIES SUMMARY



Seul Bilingue

IMPACT

20
sessions per day

1
session every 1 hour and 11 minutes

7.282
sessions in 2023

7.856
hours of session

#SOULNETWORK

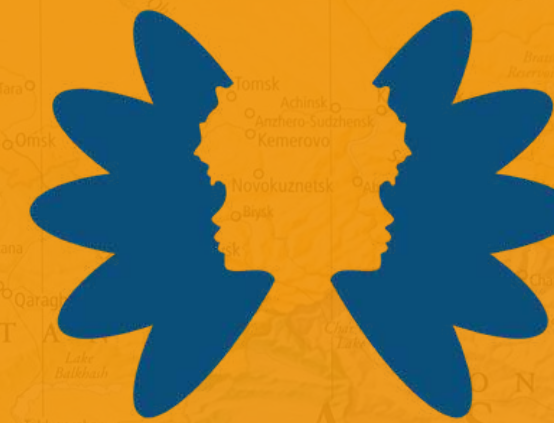
534
mentors

62
psychologists

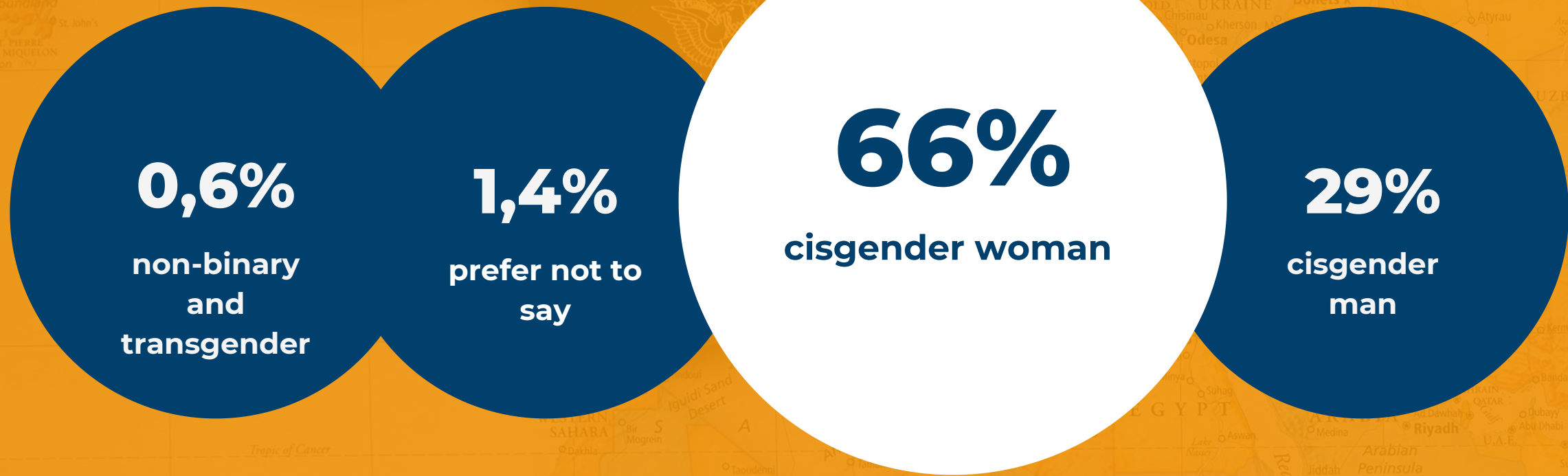
652
students in 2023

37
teachers

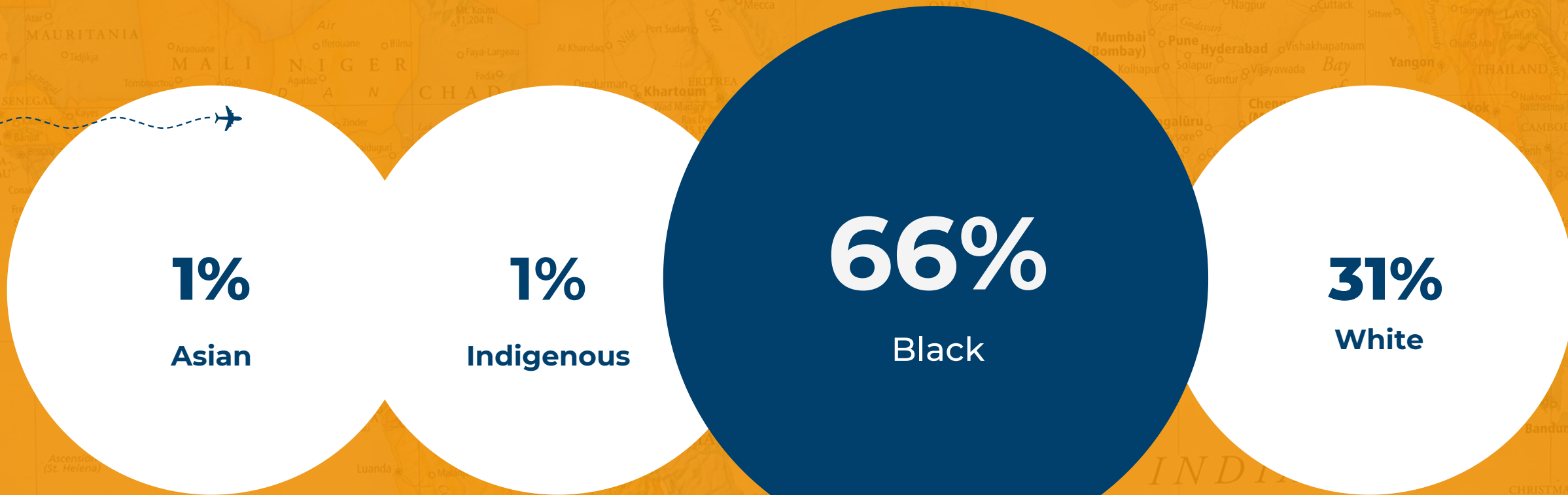
STUDENT PROFILE



GENDER



RACE

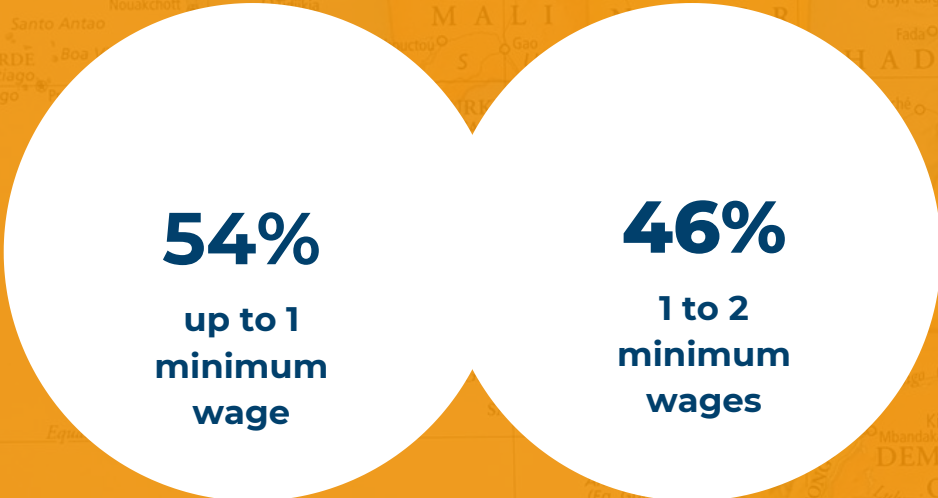


STUDENT PROFILE

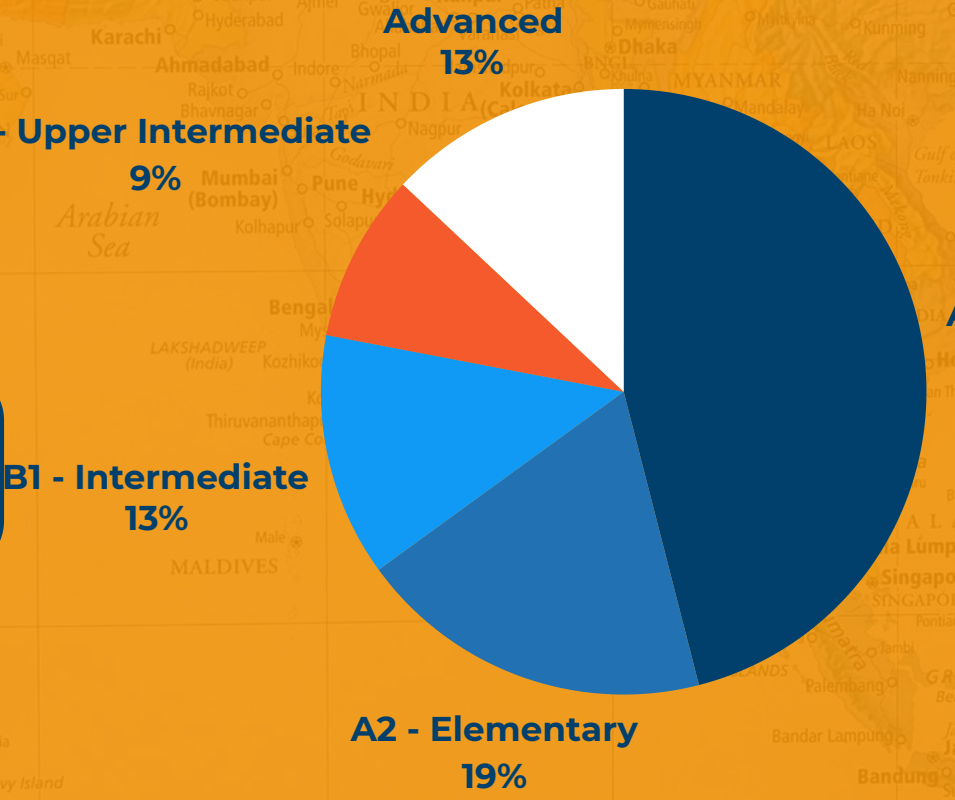


LOCATION

INCOME



ENGLISH



OUR PROGRAM

01

GAMIFICATION

We use a methodology that stimulates and encourages young people to achieve objectives, conquer goals, and evolve. The scholarship is the main motivation to reach the top of the ranking.

02

WEEKLY CLASS

Students participate in Saturday group meetings according to the results of the English placement test.

03

MENTORSHIPS

Volunteers from around the world, aware of the importance of the language, hold three monthly individual or paired meetings focused on conversation and cultural exchange with the students.

04

EMOTIONAL SUPPORT

Our students and a network of psychologists meet during the program to discuss topics such as self-demand and anxiety. If needed, the student undergoes individual psychotherapy.

05

ACCESS TO INFORMATION

The world is full of affordable exchange opportunities that youth from marginalized communities spend their lives unaware of. Showing them the way is one of our core principles.



01

03

05

02

04





ANA CAROLINA LOPES

Student Coordinator | Belo Horizonte (MG)

“Keeping up with the growth and development of each student throughout the program editions is inspiring! From their English skills improvement to the development of confidence and self-esteem, contributing to the construction of these changes is evidence of the power of education and Soul Bilíngue's commitment to shaping these young individuals.

Being part of such a committed and dedicated team, as the Soul community, makes this journey even more special. Together, we constantly build means to offer a welcoming, inclusive, and stimulating environment where every student feels valued and supported in their learning process.”



FORMER STUDENT



YOUTH AMBASSADOR

OUR PROGRAM

432

English classes

648

class hours

1.071

homework submitted

89%

evaluate classes as good and excellent

94%

rate class contents as good and excellent





GUANAYRA DIAS

Pedagogical supervisor | João Pessoa (PB)

“Being part of Soul Bilíngue's mission has been an incredible experience. I joined as a volunteer at the beginning of 2023 and met a wonderful girl from Belém who challenged me in every mentoring session. I realized that this was a unique opportunity in her life.”

In the middle of the year, I became a pedagogical supervisor, and my love for education only grew as part of the team. I feel that I have powers, that I can change so many people's lives, and use education as a wonderful tool to provide access to such an incredible and infinite world that so few people have access to. I am eternally grateful for the superpowers I develop daily on this journey. We are all superheroes here, and I couldn't be happier to be part of this initiative.”



FORMER VOLUNTEER



OUR PROGRAM

MENTORSHIP

6.179

English mentorships

2.400

mentorship hours

17

mentorship sessions per day

98%

of students feel more confident in speaking English after the mentorships

99%

rate that the mentorships helped in learning English



“My relationship with my mentor was the missing pillar of my learning journey”.

Yasmin Vicuna
student of the 2nd semester of 2023



GIOVANNA CANDIDO

Mentor coordinator | Rio de Janeiro (RJ)

“Closely following the mentors' journey, from start to finish, highlights that Soul Bilingue's mission is about both transformation and being transformed. Engaging actively in this experience is not only fulfilling but also enriching.”



FORMER STUDENT



FORMER VOLUNTEER

OUR PROGRAM

COUNSELORS

530

group counseling sessions

141

individual counseling sessions

1.029

hours of counseling sessions

83%

rate group meetings as good and excellent.

83%

rate the topics covered as relevant and current.



“What I liked the most was how each topic resonated with our reality and taught us how to deal with each situation.”

Giovanni de Souza
student of the 1st semester of 2023



BRUNA SANTOS

Counseling coordinator | Salvador (BA)

“Coordinating the psychology department at Soul Bilíngue has been both challenging and rewarding. Besides learning new things and possibilities for interventions in my practice, it also allows me to contribute to the training and professional journey of many other psychologists from different parts of the country who pass through here.

Being able to listen to the students indirectly, understand the difficulties they face in their lives, and contribute to their support and learning makes me feel fulfilled in my profession.

Collaborating and engaging in dialogue with other areas of the program also enriches my work, creating a unique and fulfilling experience that fills me with pride..”



FORMER VOLUNTEER



OUR PROGRAM

YOUTH AMBASSADOR

A Youth Ambassador is any student who completes the Soul Bilingue journey in the top positions of the ranking and earns short-term English study scholarships abroad.



SOUTH AFRICA



AUSTRALIA



CANADA



UNITED STATES



ENGLAND



IRELAND



MALTA



NEW ZEALAND

40

SCHOLARSHIPS SECURED FOR 2024

16

SCHOLARSHIPS GRANTED

08

DEPARTURES



OUR PROGRAM

AMBASSADORS 2023



Larissa
Abdala
Bahia



Daniel Sena
São Paulo



Karine
Mathizem
São Paulo



Miriã Farias
São Paulo



Ana Rita
Quinelato
Espírito Santo



João Antônio
Tocantins



Raely Tereza
Acre



Andreilson Silva
Acre



Erica Mayara
Pará



Larissa
Nascimento
Rondônia



Adrielli Teixeira
Rio de Janeiro



Gabriela Silva
Minas Gerais



Mayara Shiroma
São Paulo



Grace Cortez
Roraima



Leonan Mansano
São Paulo



Pedro Ryan
São Paulo



Acza Silva
Alagoas



Ainan Oliveira
Bahia



NANÁ CASTELLANO

Ambassador coordinator | Americana (SP)

"I am pleased to play a role, albeit small, in facilitating the fulfillment of our young ambassadors' aspirations by assisting in the planning and coordination of their exchange. Our affiliated international schools are outstanding and dedicated to ensuring our students have the finest experience. Collectively, we are helping young individuals realize their dreams of venturing into other nations and mastering English communication. Upon their return from the exchange, they undergo a profound transformation, gaining a fresh outlook and understanding of the world. They become receptive to opportunities they hadn't previously envisioned, empowered with the belief that they can accomplish anything they set their minds to, truly understanding that the world is theirs!"



FORMER MENTOR COORDINATOR



FORMER VOLUNTEER

THE WORLD BELONGS TO EVERYONE

We feel exhilarated and deeply moved each time a young ambassador sets off on their first international experience.

Taking up positions in privileged spaces in first-world countries and immersing oneself in new cultures is a significant stride in transforming minds and touching hearts!

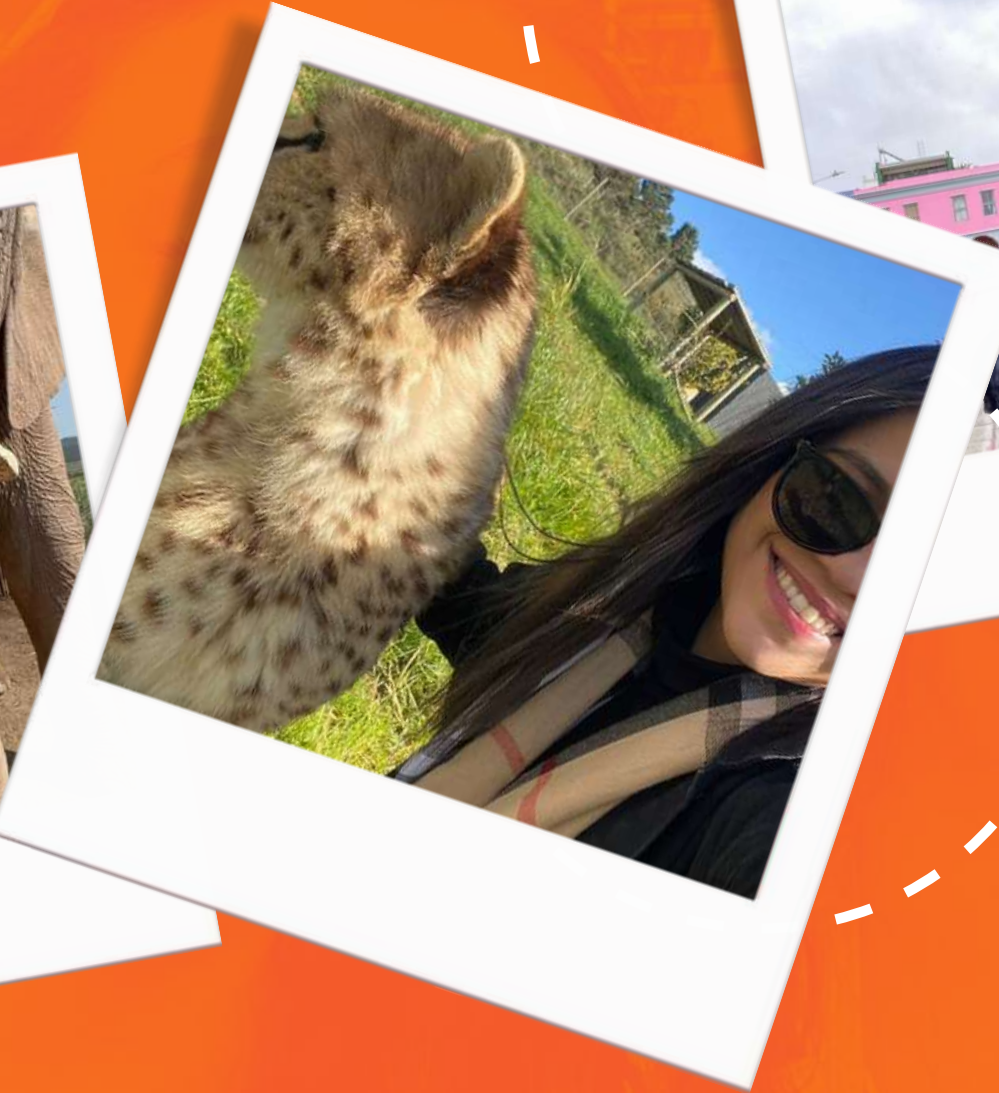
THE WORLD BELONGS TO EVERYONE

In 2023, we sent eight more young individuals on the exchange dream and secured 40 new scholarships for 2024.



THE WORLD BELONGS TO EVERYONE

SOUTH AFRICA



✈️
Gabriella Ribeiro

THE WORLD BELONGS TO EVERYONE

ENGLAND



Juliana Farias



Júlio Cordeiro



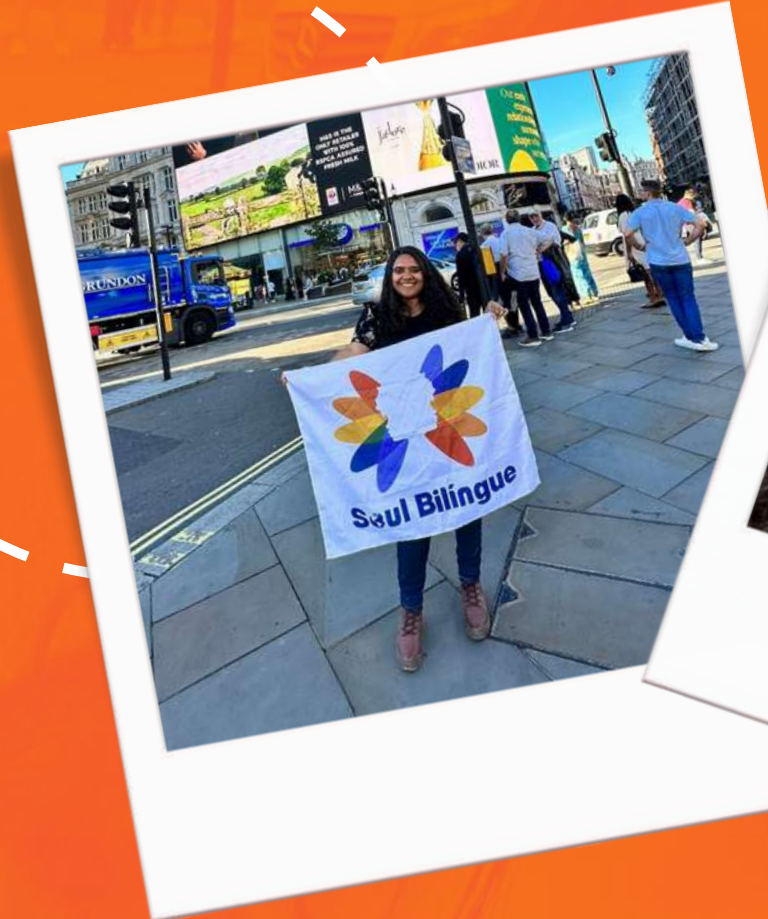
Jaine Viana



Laís Aparecida

THE WORLD BELONGS TO EVERYONE

ENGLAND



Maíra Gomes

THE WORLD BELONGS TO EVERYONE

IRELAND



Mariana Garcia



Marina Jacauna



SOUL UP NORTH

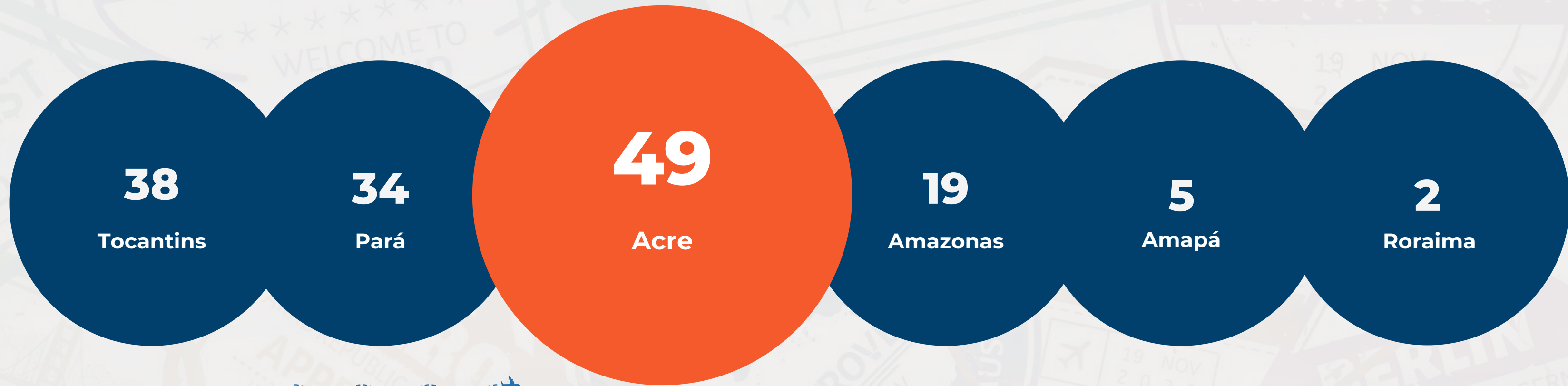


In 2023, Soul Bilingue began serving all Northern states through the Soul up North project, following an award from the United States Embassy in Brasília. The NGO aligned with the strategic goals of the U.S. diplomatic representation in the country for the region and received a \$25,000 investment to implement the program for 150 youths.



SOUL UP NORTH

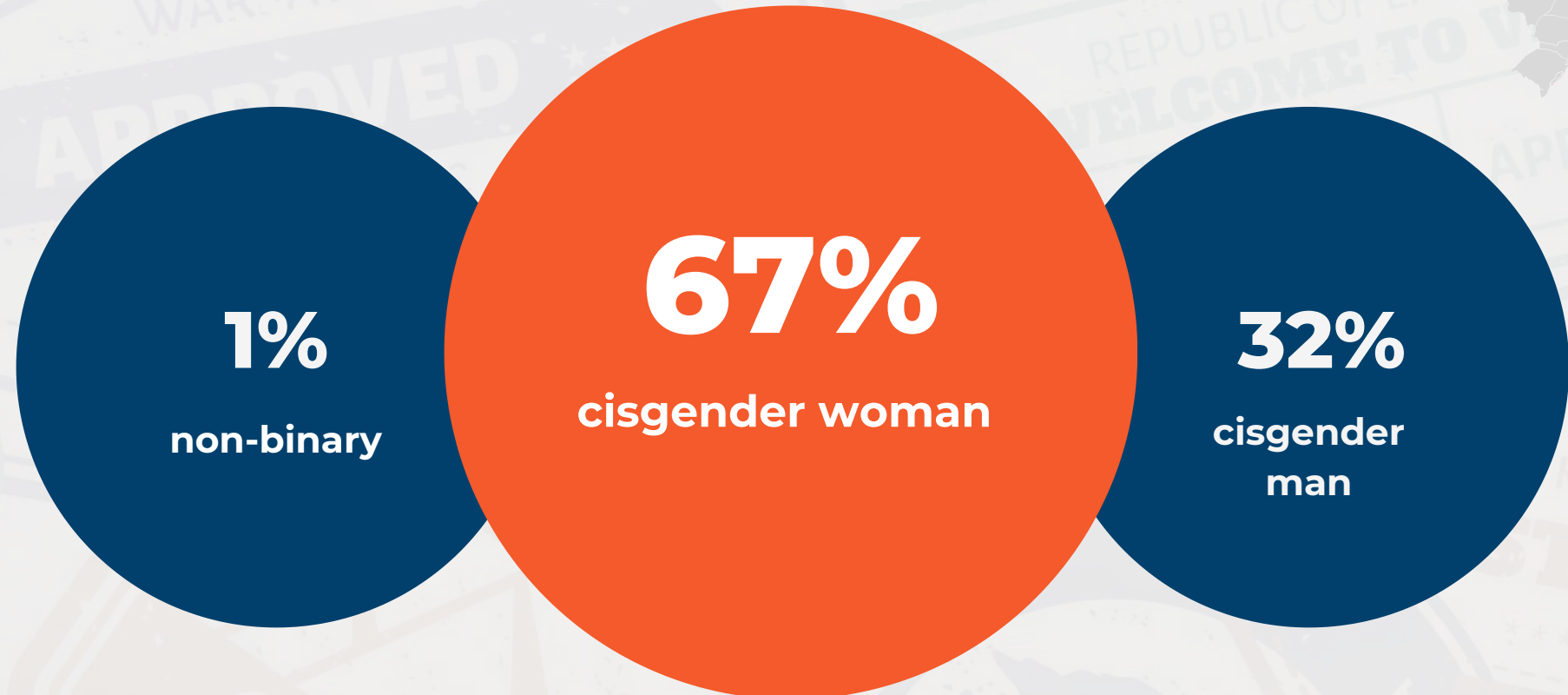
STUDENT PROFILE



LOCATION

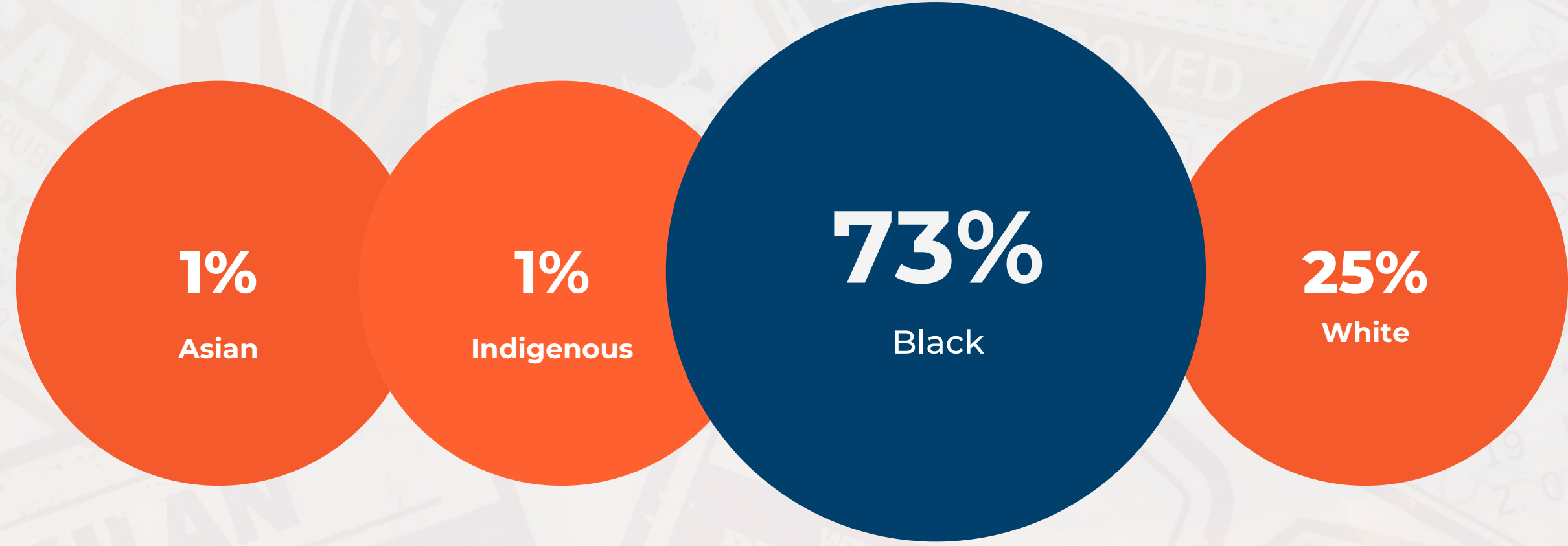
To provide high-quality support to over 150 young people from a completely new area, members of our team boarded flights to Rio Branco (AC) for on-the-ground activities such as visits to educational institutions. This effort resulted in 370 individuals applying for the first cohorts' selection process.

SOUL UP NORTH



GENDER

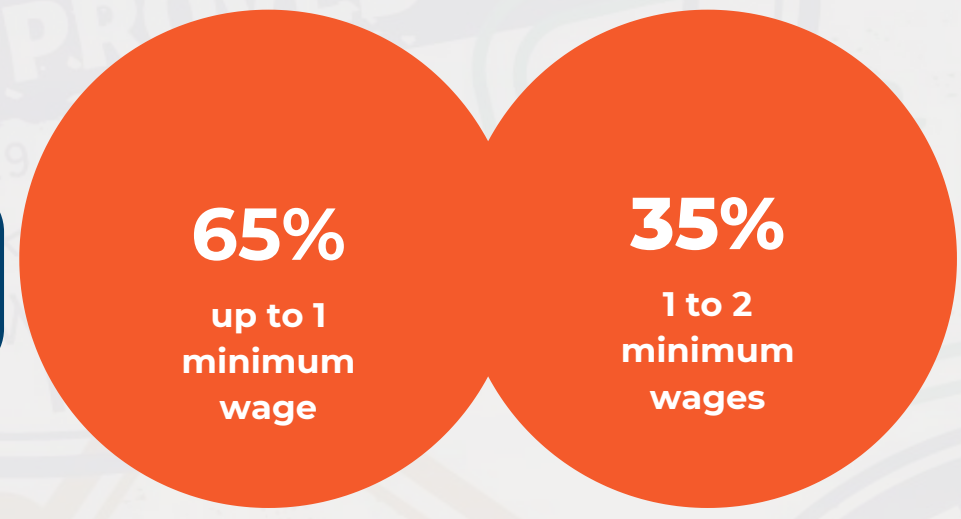
RACE



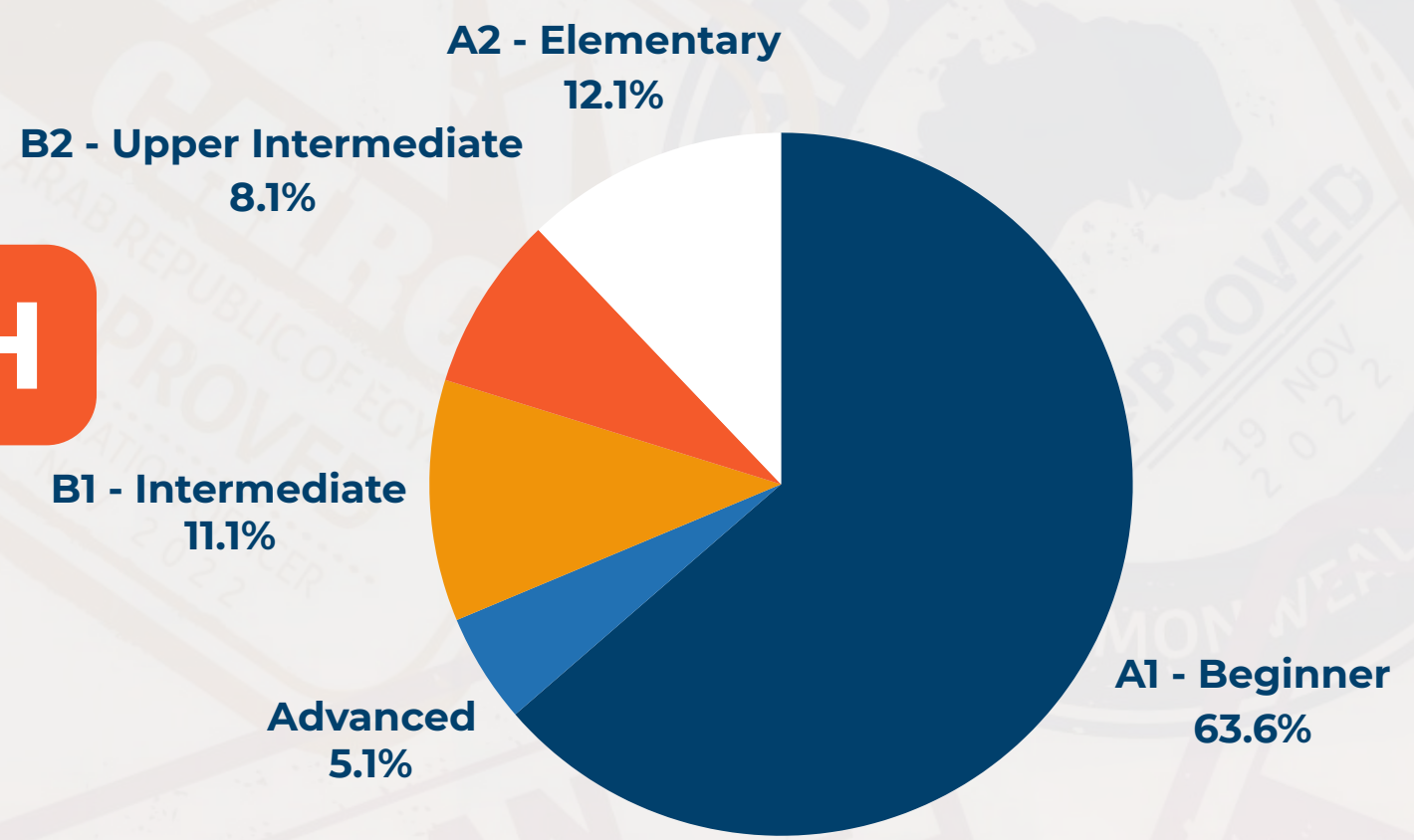
SOUL UP NORTH



INCOME



ENGLISH



VOLUNTEERING

Volunteering is fundamental to Soul Bilingue. Each year, hundreds of individuals embrace our cause, dedicating their time and expertise to enhancing the lives of our youth.



Become a volunteer

mentors

psychologists

633
volunteers

teachers



VOLUNTEERING

ALL OVER THE WORLD

MENTORS



Brazil	United Kingdom	USA	Canada	Australia	Germany	Netherlands	Spain and Hungary	Italy, Colombia, Mexico, Portugal, and Switzerland	Kazakhstan, Denmark, Finland, Israel, Ghana, and Mauritius
418	28	26	14	9	7	6	5	2	1

Soul Bilingue mentors are either Brazilian or native English speakers who understand the transformative power of language and empathize with the stories of our youth and the cause we advocate for.



VOLUNTEERING

MENTORS



MARCOS TRAZZINI

Soul Bilingüe Mentor

"Becoming a volunteer mentor at Soul was one of the best decisions I've ever made in my life! It's incredibly rewarding to share some of my knowledge and experience with others and know that it will make a difference in their lives. I come from the same background as these young people and worked hard to learn English without financial resources. But today, I am proud to be able to help impact their reality and be part of this legacy of change and social impact promoted by Soul Bilingüe".

VOLUNTEERING

THE POWER OF TEACHING

TEACHERS

This is the newest category of volunteering at the NGO. Our teachers are professionals who already work in English language teaching and provide classes for Soul Bilingue groups on Saturday mornings.

37

TEACHERS IN 2023



VOLUNTEERING

TEACHERS

DANIELA PIOVESAN

Soul Bilíngue Teacher



“Two and a half years ago, a friend asked me if I wanted to be part of an organization that offered voluntary English classes to low-income youth. And for the past two and a half years, I have been grateful every day for that invitation because working with Soul Bilíngue is very rewarding. I can see every Saturday the difference that an hour and a half of my day makes in these people's lives. I am passing on the opportunity I had to learn English, and changing the lives of young people who are the future of the country.”

Soul Bilíngue was voted one of the best NGOs in Brazil and is helping many people. It has sent many students abroad for exchanges that will undoubtedly change their lives, both personally and professionally. I am sure I will continue here for much longer”.

VOLUNTEERING

NURTURING WHAT MATTERS MOST

COUNSELORS



Our team of volunteer psychologists plays a crucial role in caring for the mental health of the NGO's students through thematic group sessions or individual counseling.

62

COUNSELORS IN 2023



VOLUNTEERING

COUNSELORS

CLAUDIANA DOS SANTOS

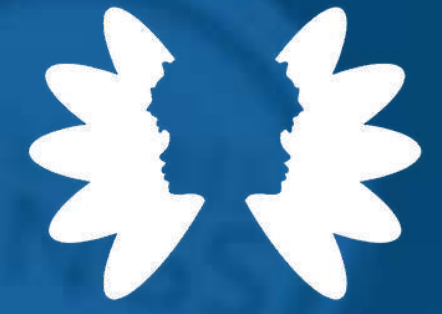
Soul Bilingüe Counselor



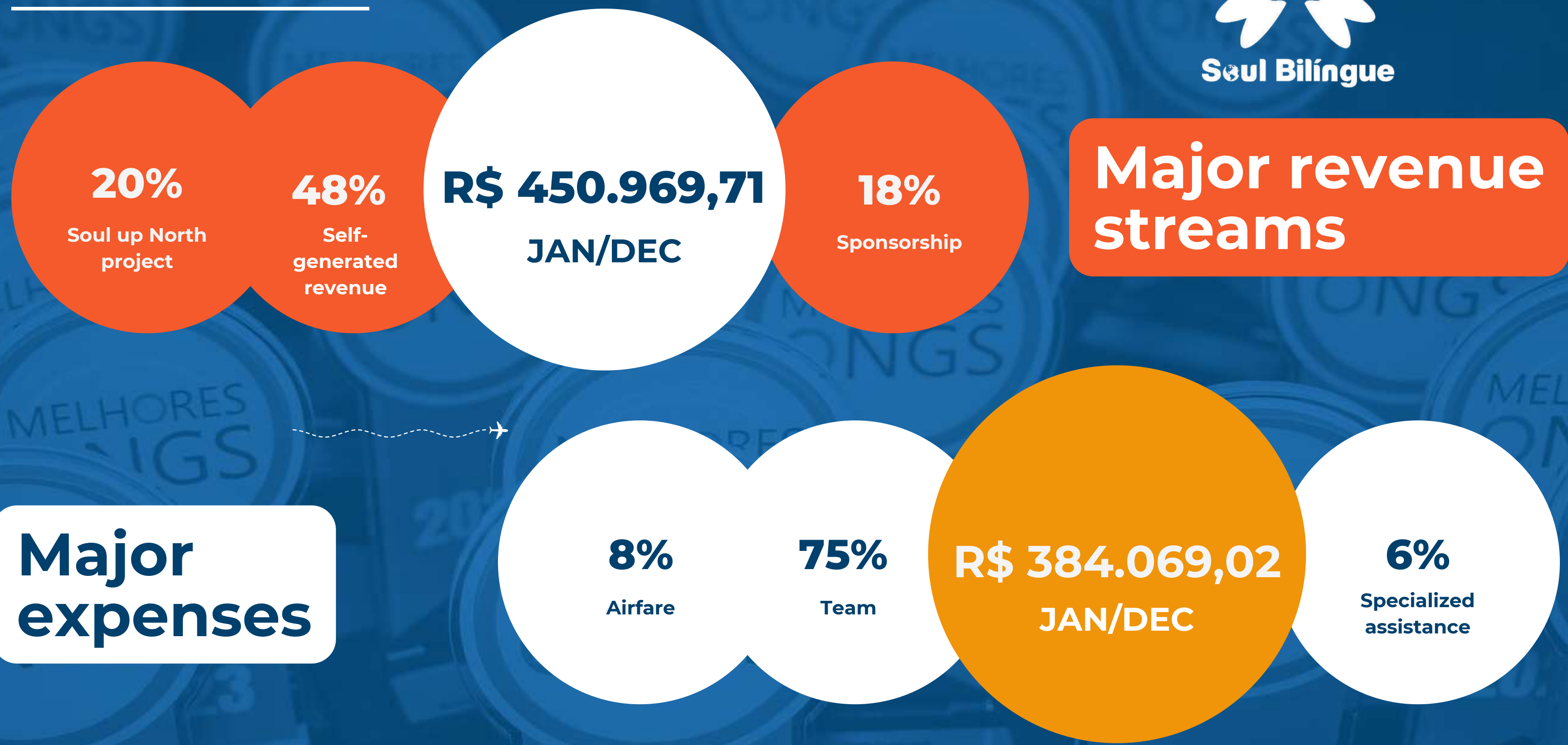
"I consider it remarkable to have had the opportunity to participate in the Counselors group at Soul Bilingüe. Above all, it was rewarding to support the process of building and expanding possibilities for young people from various parts of the country to gain new paths through access to foreign language courses and the prospect of exchange opportunities!

At each meeting, it was possible to observe the importance of this support for the youth and its interactivity. I believe it is a great move and very insightful on the part of the program to provide input from psychology in this journey. It was satisfying to work together with this initiative, participating in psychological and psychosocial support activities, periodic meetings with the groups, diverse thematic approaches, discussions for alignment, evaluations for improvement, and events. It's a very interesting and enriching exchange for all involved.

FINANCIAL SUMMARY



Seul Bilingue



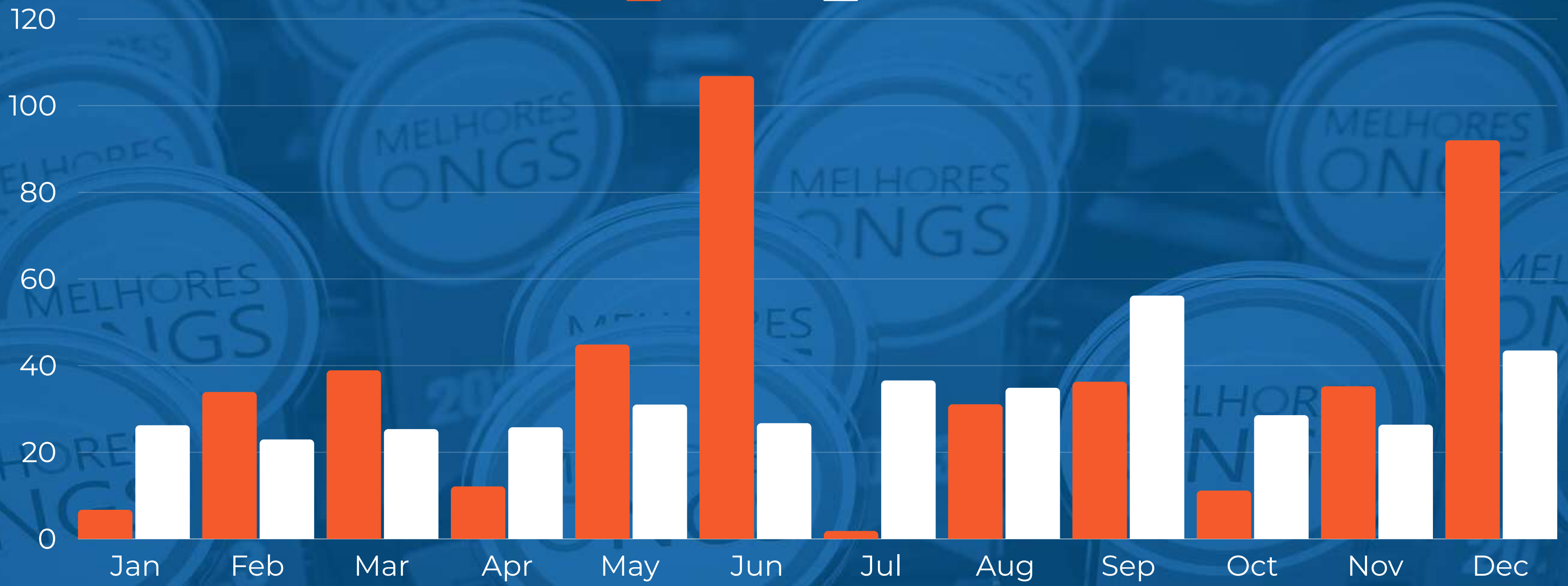
Major revenue streams

Major expenses

MONTHLY SUMMARY



Revenue Expenses



PARTNERS

INVESTORS	
B2Gether	EY
U.S. Embassy and Consulates in Brazil	
Soul Intercâmbio	



INTERNATIONAL SCHOOLS		
ATC Language Schools	Ascencia Malta	Bilingual Education Institue
Beet Language Centre	BLS English	Cork English College
EF	English Path	Global University Systems
Good Hope Studies	Torquay International School	

PARTNERS



INSTITUTIONAL PARTNERSHIPS		
Aspire Institute	Brazil Foundation	EF English Live
iTEP	Oxford University Press	TW Global Protection
Viajamigo		

Become a partner



DONATIONS

RECURRING DONATIONS

In 2023, we implemented the monthly donation system as a strategy to diversify our revenue streams. Through it, anyone can contribute regularly to our cause by donating amounts starting from R\$ 25.



DONATIONS THROUGH BEST NGOS

The Best NGOs Award maintains a website for donors to contribute to the organizations chosen among the top 100 in Brazil. Donate to us by [clicking here](#).



DONATIONS FROM THE U.S.

Companies and individuals, whether Brazilian or not, are now able to make donations to our organization and receive tax deductions from the United States government. [Learn more](#)



DONATIONS



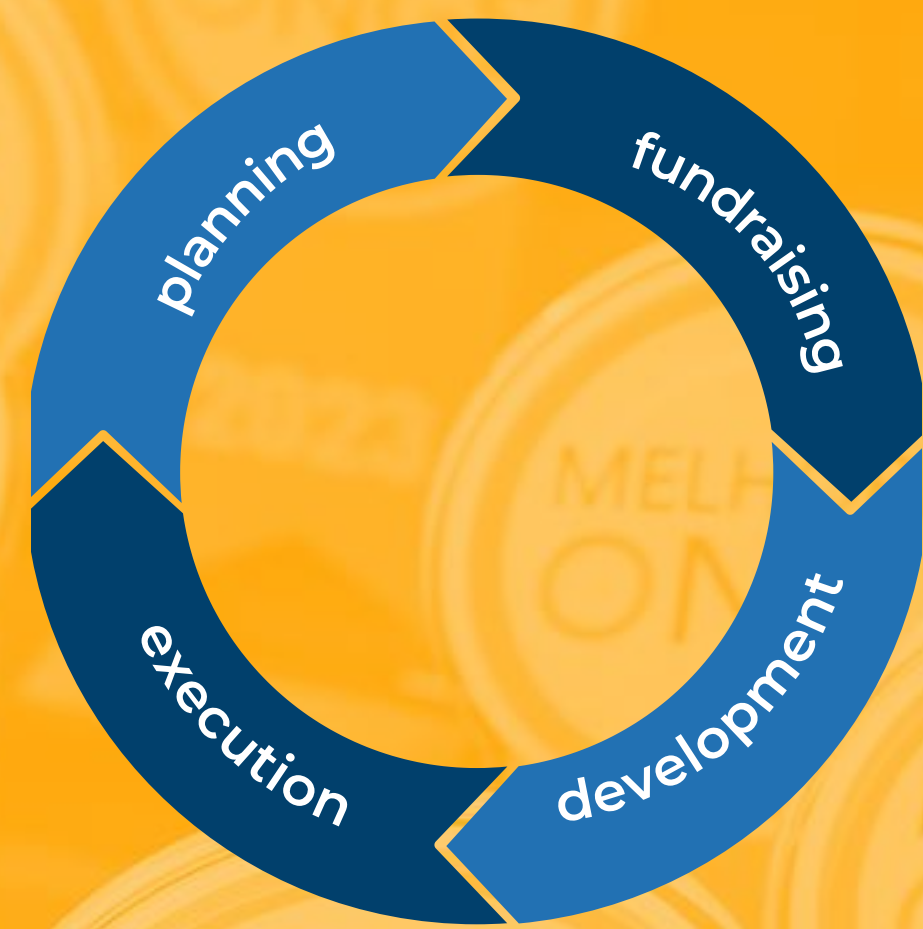
LEANDRO ZEIROLDT

Soul Bilíngue regular donor

"It's truly fulfilling to contribute to a project that is both responsible and aims to reduce social inequalities such as Soul Bilíngue. The organization's commitment to providing hope to young individuals from underprivileged backgrounds, much like myself, resonates deeply. Witnessing their efforts to empower these youths to strive for a brighter future is inspiring and motivating, compelling me to further endorse Soul's mission".

THE FUTURE IS IN TECHNOLOGY

The upcoming three years will mark a turning point in Soul Bilingüe's journey. We envision a 700% increase in assisted students and international exchanges, driven by a technological revolution originating from our own teaching platform.



COMING UP



LECTURE IN CANADA

Our founder is confirmed to speak at the 17th Languages Canada Conference in Vancouver



+ CANADA

Toronto is the second Canadian city to host youth from Soul Bilingue for their first international experience



LET'S GO TO MALTA

Youth ambassadors from Soul Bilingue return to the archipelago five years later!

SOUL BILÍNGUE

PEOPLE

TEAM		
Ariane Noronha	Ana Carolina Lopes	Adam Souza
Bruna Santos	Dya Alves	Gabriella Nacor
Giovanna Candido	Guanayra Dias	Milena Castro
Naná Castellano	Will Almeida	

FISCAL COUNCIL		
Jamile Santana	Luciane Torigoe	Vinicius Lameirão

ADVISORY BOARD		
Daiany França	Guilherme Feistauer	Luiza Ferraz
Larissa Santana	Luciano Braga	Mayara Lyra

KEEP POSTED



4 EDUCAÇÃO DE QUALIDADE

3 SAÚDE E BEM-ESTAR

5 IGUALDADE DE GÊNERO

10 REDUÇÃO DAS DESIGUALDADES



