



**konecta**

# **Konecta Foundation & Amor Philia**

**Working together to promote social change**

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# How did Amor Philia come about and what was the inspiration behind its creation?



**Amor Philia** was founded by **Mariana Marques**, a businesswoman who, after losing her mother to cancer, decided to give back all the support she had received from the community during her mother's treatment through the SUS (Brazilian Public Health System). She represents a large number of Brazilian women, having been a single mother at the age of 18, without any support from her parents at the time, and living in the community. After receiving help, she became a professional and built her career in the corporate world. She believes that with training and opportunities, we can transform lives.

# Could you describe your mission and the core values that guide Amor Philia?



- Empathy,
- Compassion,
- Faith,
- Family,
- Respect,
- Credibility,
- Hope,
- Love.

# What are the main challenges you face when supporting women in vulnerable situations?

The search for job market opportunities that truly understand and respect the challenges faced by women and mothers in vulnerable situations, often single mothers - who are responsible for the family income while also managing the home and raising their children. Many companies are not prepared to accommodate these individuals; the traditional job market, often demanding in terms of deliverables, deadlines, and results, leaves no room for human vulnerability.

# What are the most significant results that Amor Philia has achieved so far?

In the past two years, 426 women have been welcomed, 204 have been trained, and 30% have generated income for their households. Recognized with the Seal of the Best NGOs in Brazil, we operate in four communities and are audited by PGBR (<https://pgbr.net.br/>).

- **Over 1,000 children reached through our initiatives**
- **More than 500 health services provided by our volunteers**
- **8,000 donations made**
- **100 volunteers involved**



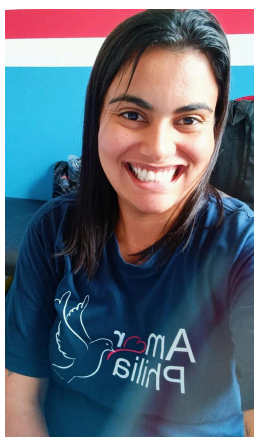
# What has been and is Konecta's current role in supporting the Amor Philia Foundation, and what impact has this had so far?

Konecta has directly supported Amor Philia, enabling women to be welcomed, trained, and given the opportunity to generate income through the employment opportunities it offers. The resources donated by the **foundation** will allow Amor Philia to welcome five new women. Thanks to this support, in 2024, **Konecta in Brazil** enabled the training of 100 women and young people through Amor Philia, in addition to creating 25 jobs in the social call center in the community of Embu das Artes, SP.

## Could you share a success story of one of your beneficiaries who, thanks to you and the Konecta Foundation, was able to start a new life?

Of course. This is the story of **Ludmilla Reis**, a beneficiary of the **Capacite uma Mãe project**, who began as a student, completed her training, and was hired by Amor Philia in partnership with Konecta.

### Ludmilla



“Being part of Amor Philia has been a transformative experience not only for me but also for my family. The donations from Konecta made all the difference, allowing me to follow my daughter's education and support my family. In my case, these contributions have directly impacted my professional growth, as the NGO employed me through this partnership. Today, I have the opportunity to teach, learn, and grow every day, promoting health and quality of life.

These donations help sustain projects that positively impact families like mine, providing access to shelter, employment initiatives, and income generation, ultimately strengthening the community. This is more than just donating—it is about transforming lives, just as it transformed mine.”

# Is there anything important that we haven't covered that you would like to share?

Our main purpose is to transform the lives of women who fight every day for a dignified life by providing access to knowledge and income-generating opportunities, while also impacting the lives of their children and families.

Our mission for 2025 is to continue welcoming with love, training with care, and creating opportunities for a decent income for women and young people in situations of social vulnerability. We estimate that by 2025, we will welcome another 200 women and their children into this project.

