Activity Report

2025

Soul Bilíngue



MELHORES ONGS 2022

MELHORES ONGS 2023

MELHORES ONGS 2025

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Ariane Noronha
CEO and Founder

FOUNDER'S LETTER

If there is one word that defines 2025 for Soul Bilingue, it is SHINE!

It was a year in which our cause gained even more visibility, reached new spaces, and mobilized an ever-growing community of people who believe in the same idea that has driven us from the beginning: the world is bigger than my neighborhood!

Throughout this year, we saw young people gaining confidence to speak English, taking on new challenges, broadening horizons, and discovering possibilities that once seemed distant. We saw volunteers donating time, knowledge, and affection. We saw partners walking alongside us and strengthening a movement that goes far beyond teaching a language. After all, for us, English is a bridge to achieving much greater things (and sometimes unimaginable ones).

Speaking English means opening doors, creating connections, expanding repertoires, and transforming the future. I am convinced that when a person allows themselves to access something new, they begin to see paths they could not imagine before. And when that happens, their trajectory changes forever.

Year after year, we keep proving that solidity, impact, and expansion do not happen by chance. They are built with hard work, dedication, courage to experiment, humility to learn from mistakes, and willingness to continuously evolve.

We arrive in 2026 more mature, more prepared, and deeply proud of the journey we have built so far.

Seven years of dedication to a mission that continues to be guided by the same values that gave rise to Soul: we believe that knowledge is freedom, that representation transforms, that evolving is the game, and that speaking another language means breaking down barriers.

Here, we are building a community that wants to dialogue with the world without losing its essence. Players who carry their stories, their roots, and their Brazilian identity with pride, while discovering that they belong anywhere they choose to be.

Looking ahead to 2026, we continue to dream big.

We want to expand our reach, strengthen our community, create new international opportunities, and continue connecting young people to experiences that broaden their worldview and their confidence to build their own future. We know there are still many barriers to be broken down. But we also know there is an entire community willing to create new paths (and spaces) with us.

To everyone who was part of this journey in 2025, my most sincere gratitude. Nothing we accomplished would have been possible without you.



Mission

TO MAKE BRAZIL BILINGUAL AND GLOBALLY... CONNECTED

Vision

Transforming English and intercultural exchange into tools for social mobility for people who come from the public education system.

Values

Knowledge is freedom: with access and opportunity, you choose where you want to go.

Reference transforms: new stories inspire and awaken the forging of new paths.

Connecting without borders: learning a new language means breaking down barriers, expanding possibilities, and engaging with the world.

Evolving is a game: with each new phase, a new lesson is learned. Unlocking your new version is the rule of the game.

Soul Bilíngue believes that having a second language and living an international experience broadens one's worldview. Therefore, it advocates for a bilingual and globally connected nation. This advocacy primarily addresses the social mobility of people in situations of economic vulnerability – neither English nor access to the world is a challenge for those who have money. In the **Game Soul** program, every approved young person goes through a 22-week online learning methodology with weekly classes, emotional support, individual mentoring, access to information, and much more. At the end, the ranking identifies the winners of English language scholarships, with accommodation included, abroad.

Timeline 2018-2025

Milestones from our **seven** years of history



00 — 2018

Soul Bilingue is founded in the east side of São Paulo.

01 — 2019

First 10 young people board their flight to fulfill the dream of studying abroad.

02 — 2020

Adaptation to online format and expansion across the entire state of São Paulo.

03 — 2021

Our founder Ariane Noronha makes her first visit to partner schools abroad.

04 — 2022

Soul reaches the Northeast; ranked Top 10 Best Small NGOs in Brazil.

05 — 2023

Soul Bilingue is elected the Best Small NGO in the Country.

06 — 2024

Record: 28 young people embark on exchange programs with Soul Bilingue.

07 — 2025

NGO is TOP 100 Best in Brazil and appears on The Wall, on the Domingão com Huck.TV show.

Timeline 2025

Key highlights of the year, month by month;
Launches, partnerships, exchanges, campaigns and events

01

January

The Wall segment on the Domingao com Huck TV show introduces Soul Bilingue to millions of Brazilians

02

February

Mogi das Cruzes Legislature approves Motion of Applause to Soul Bilingue for social impact and appearance on *The Wall*

03

March

Soul Bilingue and Ford Philanthropy launch 1st cohort with *Ford Enter* students from Bahia and Sao Paulo

04

April

Soul Bilingue reaches its 7th anniversary and celebrates with its community Brazilian-style: with feijoada and samba!

05

May

Ariane Noronha, our founder, is a *speaker at* TEDx Guararema with the talk "Why learning English can make you more Brazilian"

06

June

The Grand Finale of the Game announces the new ambassadors! The world is now theirs, too!

Timeline 2025

Key highlights of the year, month by month;
Launches, partnerships, exchanges, campaigns, events

07



July

Online public voting campaign secures $38,000 award from Project 4 Awesome 2025

08



August

Salvador, Bahia is chosen as the destination for the first Soul Bilingue Network gathering outside of Sao Paulo

09

Ford Philanthropy

September

New cohort and announcement of the 1st exchange student from the Soul Bilingue and Ford Philanthropy partnership!

10

SOUL FOR CHANGE 2025

October

Soul Bilingue hosts the *Soul For Change* cocktail event and announces the campaign "The World is Bigger Than My Neighborhood"

11

MELHORES ONGS 2025

November

Best NGOs Award recognizes Soul Bilingue for the 3rd time among the top 100 social initiatives in Brazil

12

O MUNDO É MAIOR QUE O MEU BAIRRO

December

"The World is Bigger Than My Neighborhood" campaign is displayed at thousands of locations across Sao Paulo

Soul on national media

We were featured on The Wall segment with Luciano Huck, **on TV Globo**



In January 2025, Ariane Noronha and Will Almeida represented Soul Bilingue on The Wall segment of the Domingao com Huck TV show. The appearance brought our mission of democratizing English and exchange programs to millions of Brazilians.



Throughout the show, we shared the story of Soul Bilingue and the impact generated in the lives of low-income youth. The moment amplified the organization's national visibility and strengthened the credibility of our cause.



With an emotional victory, we won R$324,709 to invest in strengthening the NGO, expanding our service capacity and our investments in technology and social impact.



Award

Best NGOs

Soul Bilingue was once again recognized by the Best NGOs Award, ranking among the top 100 organizations in Brazil in 2025. Considered the "Oscar of the Third Sector," the recognition highlights organizations that excel in criteria such as transparency, governance, management, communication, and social impact.

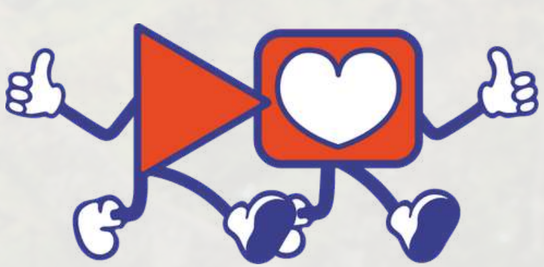
Being part of this selection again is a source of great pride and a demonstration of the strength of our community, the trust of our partners, and the collective commitment to transforming lives through education.

Award by popular vote

Soul Bilingue was recognized by *Project for Awesome*, one of the largest global initiatives supporting social organizations.

With the support of our community through popular voting, we won US$38,000 to expand access for low-income youth to English, professional development, and new opportunities.

A recognition that strengthens our mission of transforming futures through education.













our events

If there is one thing that marked 2025, it was the joy of being together. Throughout the year, we created special moments to celebrate achievements, strengthen bonds, and bring together people who believe in the transformative power of education.

We celebrated Soul Bilingue's 7th anniversary at the Feijoada Soul, connected with our community of students and volunteers at the Bahia Gathering, brought together partners, staff, and supporters at the Soul for Change cocktail event, and closed the year with a grand Gathering in São Paulo.

Each event was a reminder that Soul is a living network of people who share dreams, opportunities, and the certainty that the world can be fairer and for everyone!



FEIJOADA SOUL



BAHIA GATHERING



SOUL FOR CHANGE COCKTAIL



SÃO PAULO GATHERING



Ariane

at TEDx

The founder of Soul Bilingue, Ariane Noronha, was a *speaker* at TEDx Guararema, coincidentally, her hometown. She spoke about expanding our soul, our world, and our mindset, arguing that the world is too big for us to always stay in the same place. With the theme "Why learning English can make you more Brazilian," she delivered a message of courage to those who wish to have an international experience or learn English as a second language.

Click to watch

Our numbers in 2025

- 25 exchanges
- 822 volunteers
- 229 cities
- 22 Brazilian States + Federal District
- 24 scholarships awarded

7.897
SERVICES

839
STUDENTS
ADMITTED



Game Soul



839

STUDENTS

229

CITIES
IN BRAZIL



Student profile:
18 to 29 years old
Up to 2 minimum wages per capita
Former public school student

Game Soul

Lasting 22 weeks, the Soul Bilingue Game changes the life perspective of young people from public schools with a gamified methodology that combines learning English as a second language, offering exchange scholarships abroad to the highest-ranked students, and various communication challenges, among other activities. In 2025, for the first time, it reached the entire country, expanding into the South and Midwest.

6.604
mentorships

704
mentors



689
psychological counseling

57
psychologists

576
Classes

61
teachers



Our Game

Structure

Soul Bilíngue

22 weeks of immersion

90 hours

English classes

Weekly online study with volunteer teachers and **Cambridge** methodology, homework and assessments according to knowledge level

Individual mentoring

Connection with volunteers who are fluent in English. Real language practice and gaining new references in individual sessions

Emotional support

Participation in group meetings with psychologists that develop self-confidence and self-esteem

Summits

Exclusive access to themed events about affordable exchanges, career, inspirational experiences with former exchange students, and special guests.



Challenges

Development of new communication skills

Exchange

Scholarships around the world for the top-ranked students based on commitment and dedication

Our Game

New ambassadors

2025 Scholarship Winners



Elisângela Maria



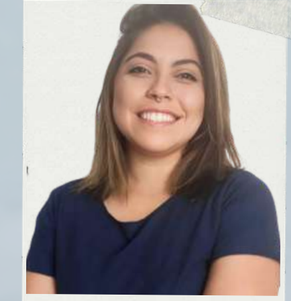
Gabriely Rodrigues



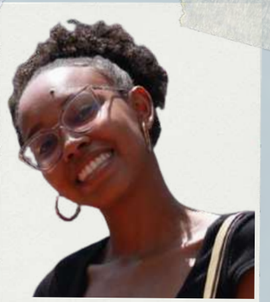
Ana Grazieli



Larissa Santos



Letícia Zucco



Brena Santos



Samira Silva



Rafael Carvalho



Letícia Silva



Giovanna Silva



Mathias Teixeira



Jeniffer Carmo

Our Game

New ambassadors

2025 Scholarship Winners



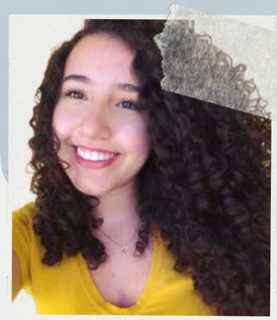
Natália Ribeiro



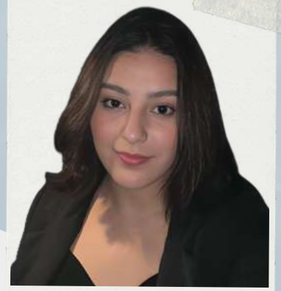
Laizz Ferreira



Yasmin Montezani



Beatriz Ferraz



Larissa Chaves



Bruna Cruz



Tiago dos Santos



Hemilly dos Santos



Debora Medrado



Rhaiany Oliveira



Beatriz Cerqueira



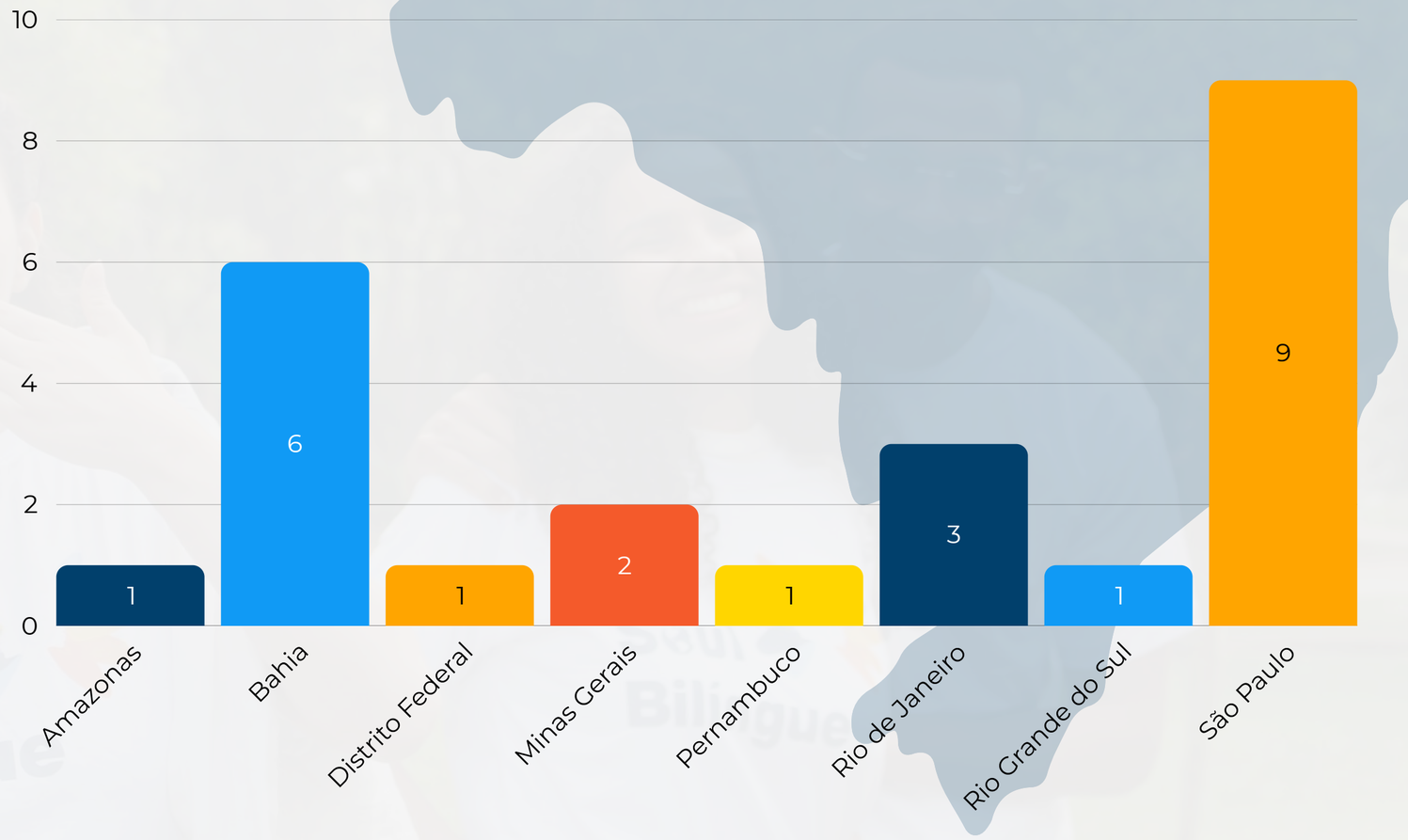
Letícia Cândido

Our Game

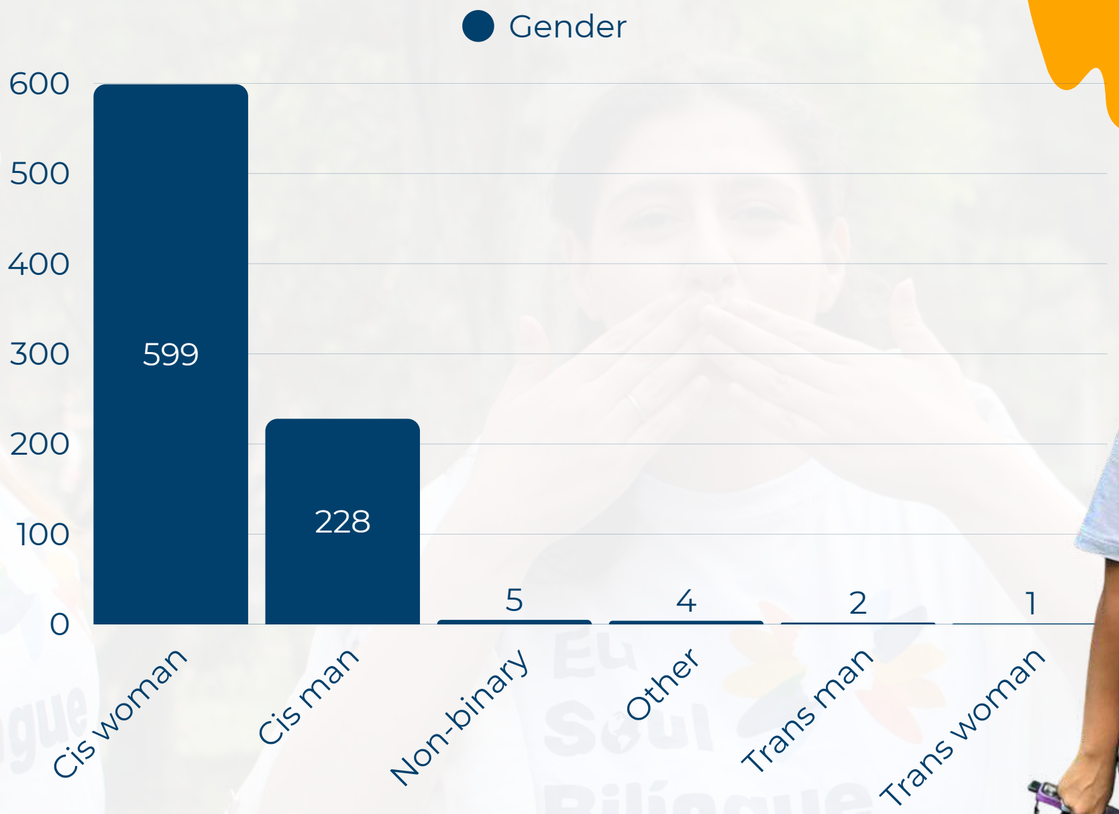
New ambassadors

Young Ambassador is the title given to students who complete the Game Soul in the top positions of the ranking and, as a result, earn the exchange scholarships that the social organization secures with partner schools in various countries.
In 2025, 24 people achieved the long-awaited international exchange.
The map shows that despite representing 58% of the total new exchange students, the Brazilian Southeast is beginning to share space with all other regions, which now have at least one representative in the NGO's first year of nationwide service, aligning with the goal of decentralizing international experience opportunities among Brazilians.

Young ambassadors in all regions of Brazil



profile
of the student in 2025

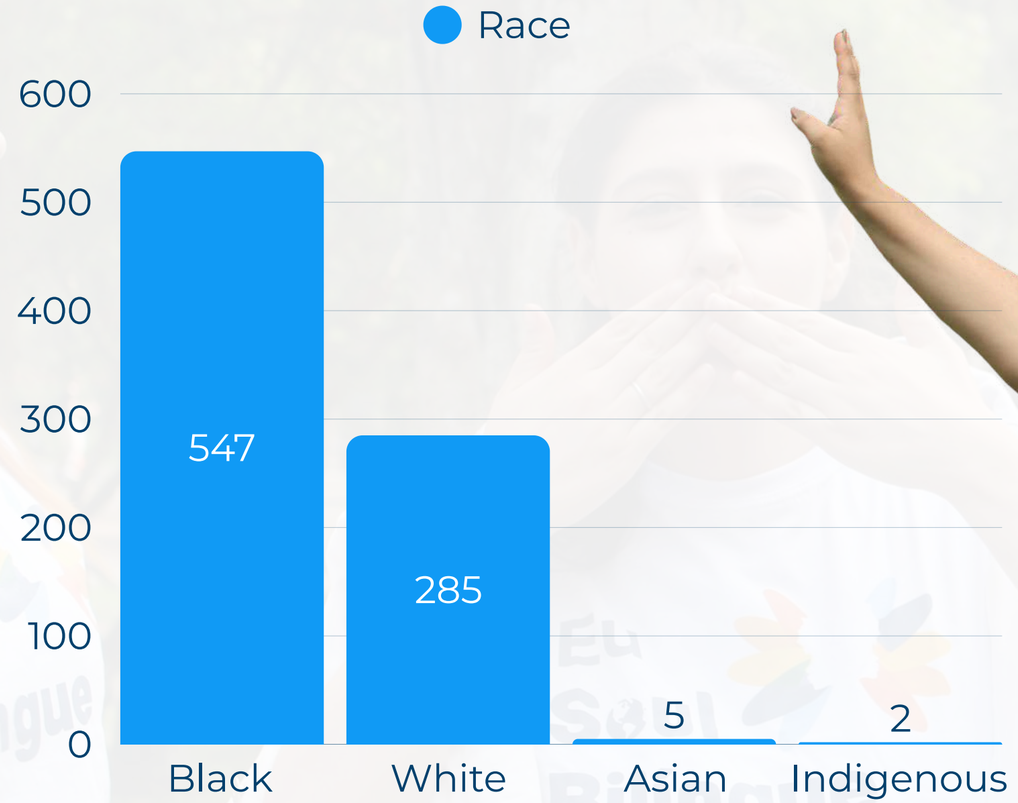


71%

Women represent the vast majority among Soul students in 2025

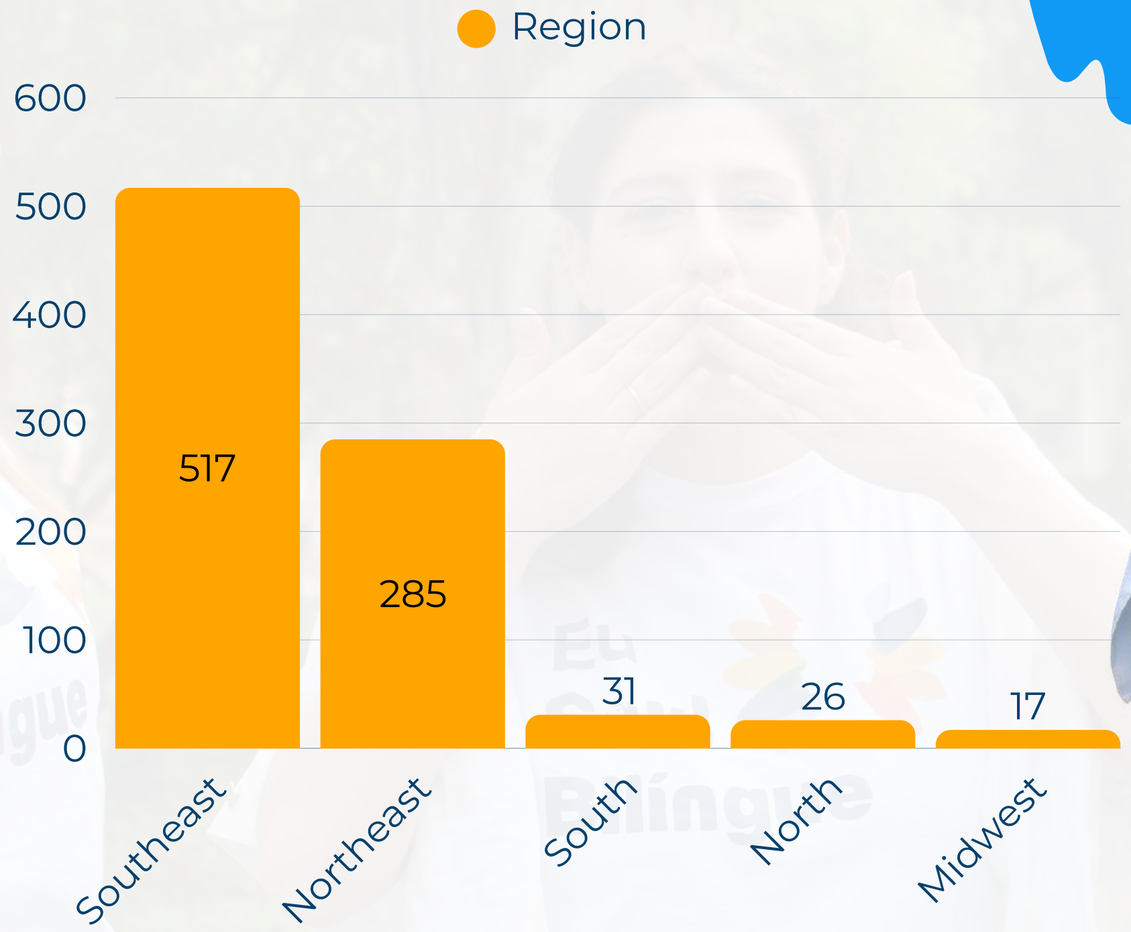


profile
of the student in 2025





profile
of the student in 2025

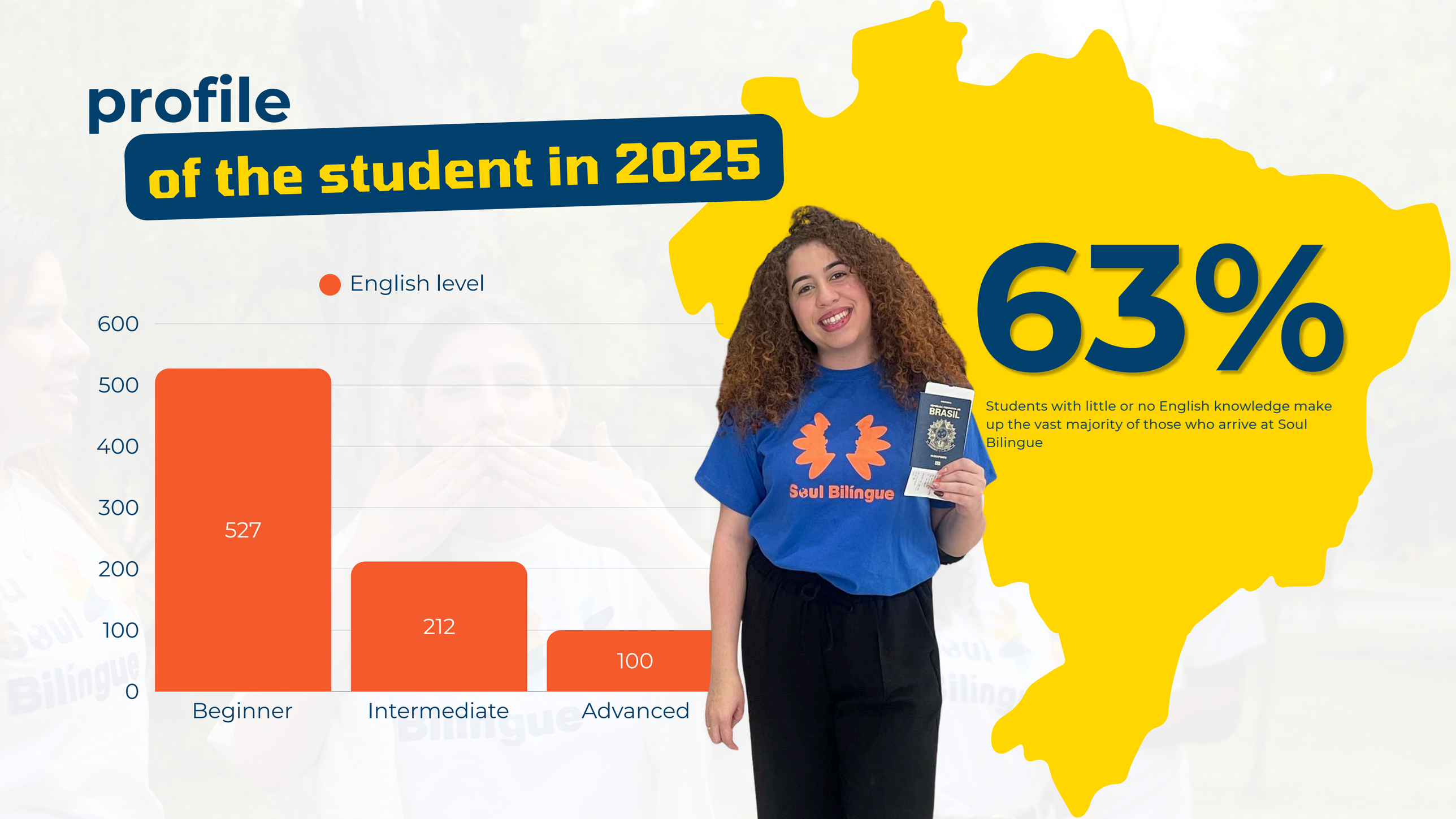




62%

The majority of students being in the Southeast shows that the Game is consolidated in the region and should expand to other areas of Brazil

profile
of the student in 2025

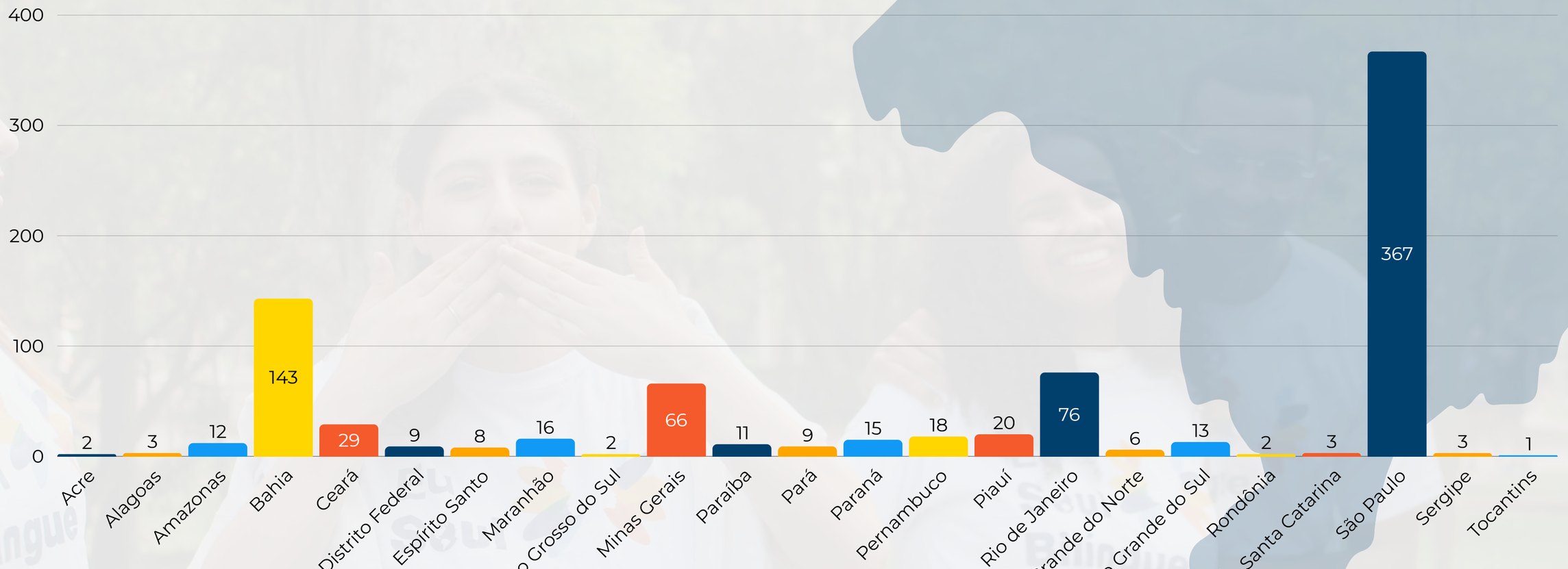


63%

Students with little or no English knowledge make up the vast majority of those who arrive at Soul Bilingue

profile
of the student in Brazil

Enrollments by state

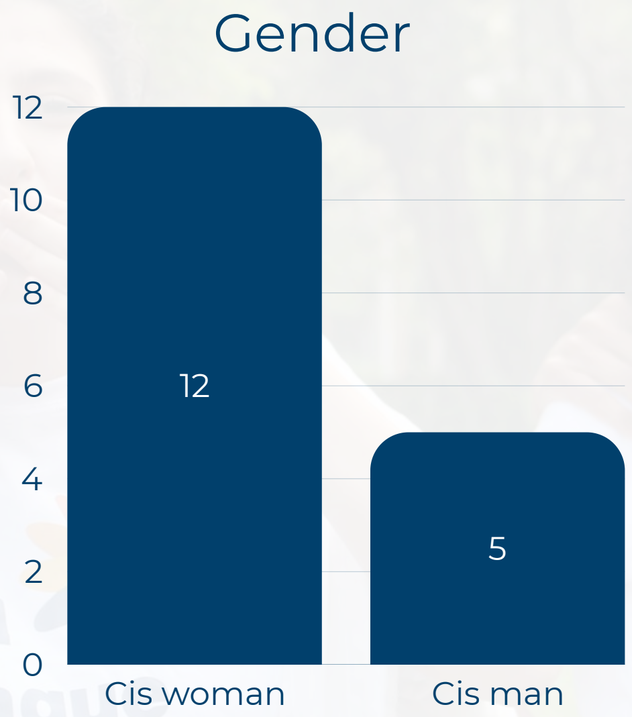


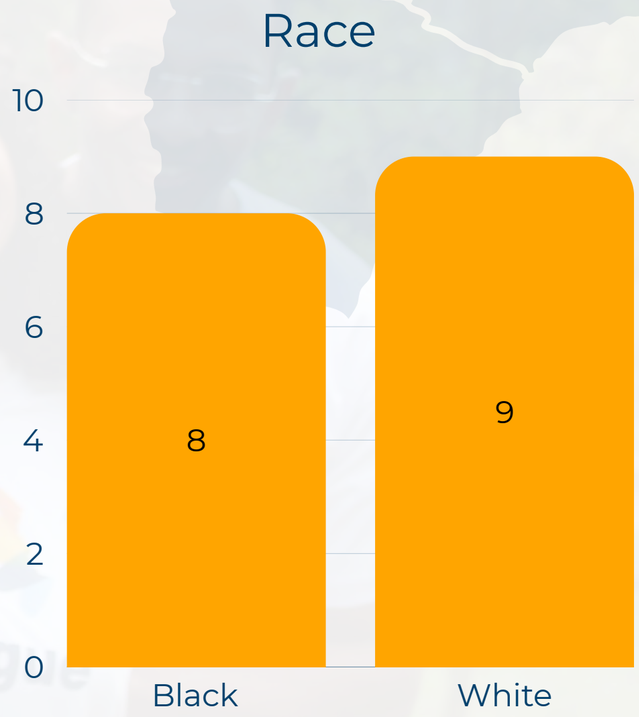
profile

of the student from the Midwest

17 students



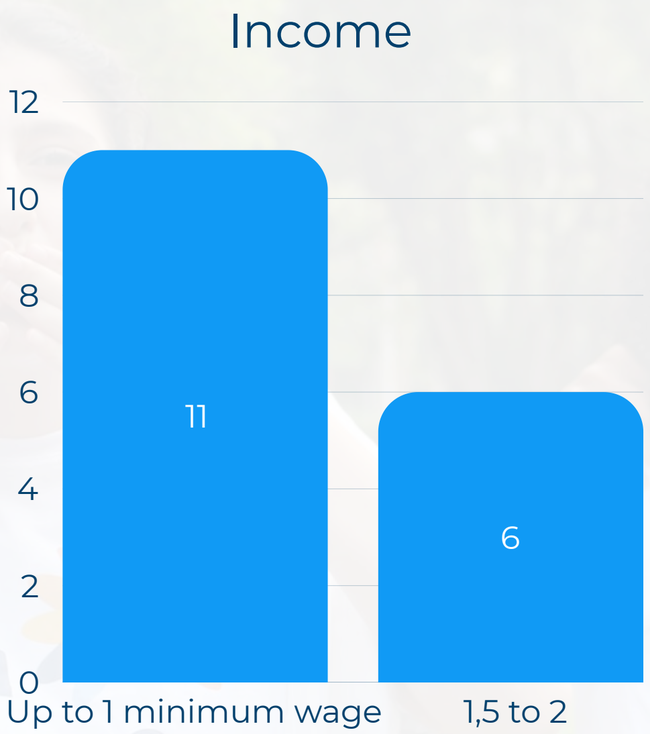


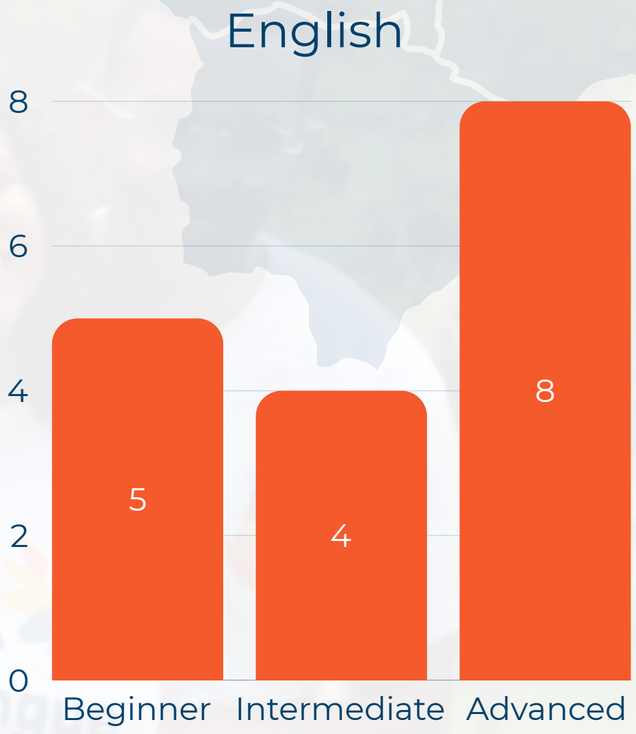


profile
of the student from the Midwest

17 students







profile
of the student from the Midwest

03 states
08 cities

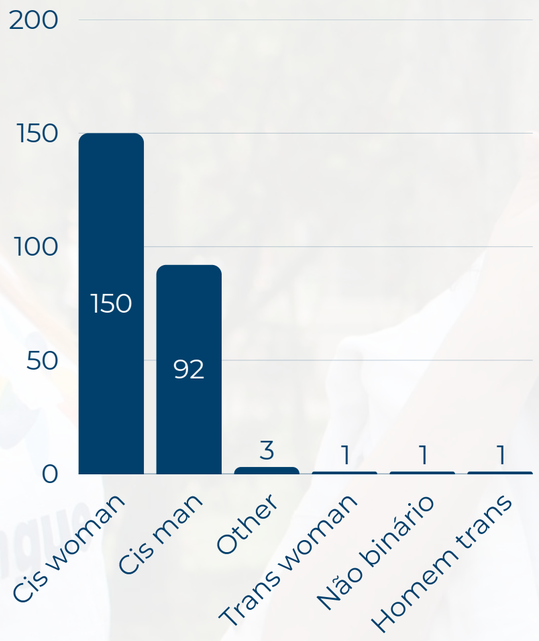
State	Cities
Distrito Federal	Brasília
Goiás	Novo Gama, Goiânia, Águas Lindas de Goiás, Luziânia e Valparaíso de Goiás
Mato Grosso do Sul	Naviraí e Dourados

profile

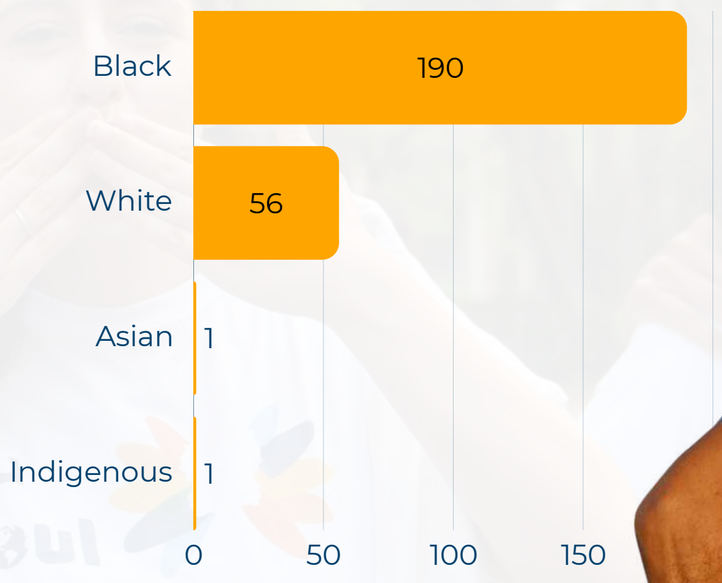
of the student from the Northeast

248 students

Gender



Race

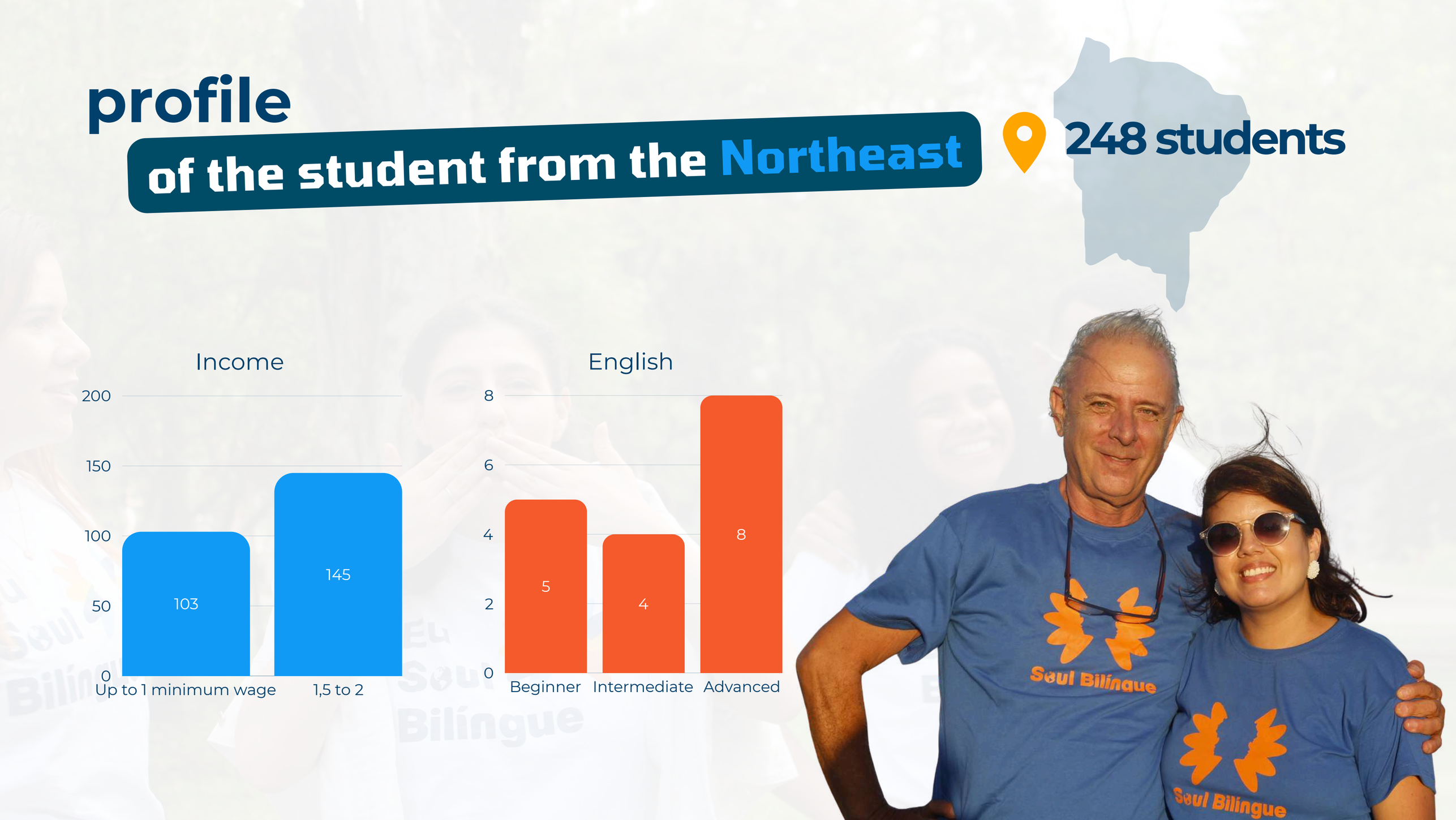




profile

of the student from the Northeast

248 students



profile

of the student from the Northeast



09 states
82 cities

State	Cities
Alagoas	Maceió e São Luís do Quitunde
Bahia	Andaraí, Camaçari, Candeias, Feira de Santana, Gandu, Ipirá, Itabuna, Iuiú, Jaguarari, Jequié, Lauro de Freitas, Licínio de Almeida, Mucugê, Riachão do Jacuípe, Salvador, Santo Estêvão, São Francisco do Conde, São Sebastião do Passé, Serrinha, Simões Filho, Terra Nova, Valença e Vitória da Conquista
Ceará	Cascavel, Caucaia, Crato, Eusébio, Fortaleza, Juazeiro do Norte, Limoeiro do Norte, Maracanaú, Maranguape, Pacoti, Palmácia, Pentecoste, Quixadá, Santa Quitéria, São Gonçalo do Amarante, Senador Pompeu, Sobral e Tauá
Maranhão	Açailândia, Alto Alegre do Maranhão, Bacabal, Barra do Corda, Imperatriz, Mirinzal, São José de Ribamar e São Luís
Paraíba	Campina Grande, Conde, João Pessoa, Patos e Sousa

profile

of the student from the Northeast



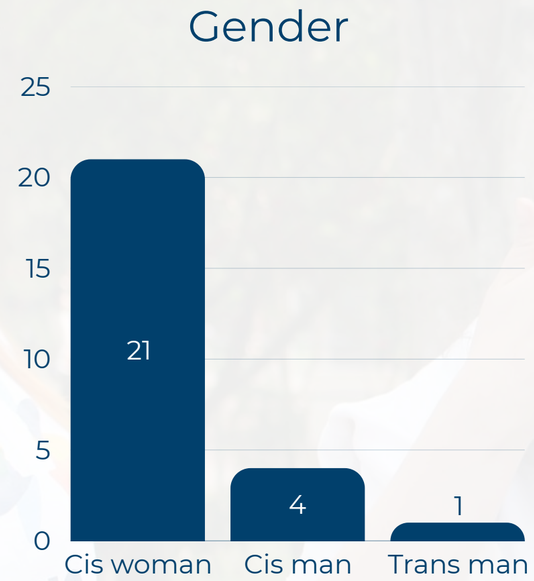
09 states
82 cities

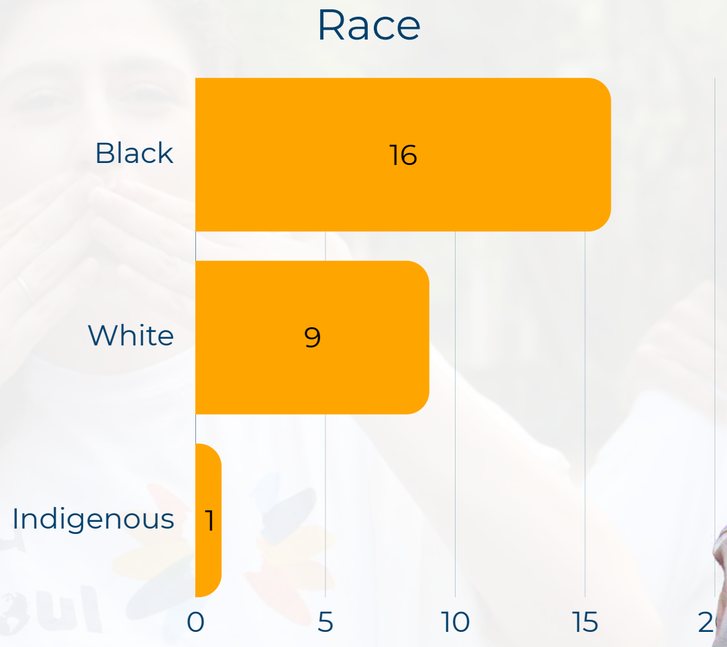
State	Cities
Pernambuco	Brejo da Madre de Deus, Carpina, Caruaru, Garanhuns, Gravatá, Igarassu, Jaboatão dos Guararapes, Olinda, Petrolina, Recife, Terra Nova e Toritama
Piauí	Alagoinha do Piauí, Campo Maior, Castelo do Piauí, José de Freitas, Paquetá do Piauí e Teresina
Rio Grande do Norte	Areia Branca, Coronel João Pessoa, Mossoró, Natal e Parnamirim
Sergipe	Lagarto e São Cristóvão

profile

of the student from the North

26 students



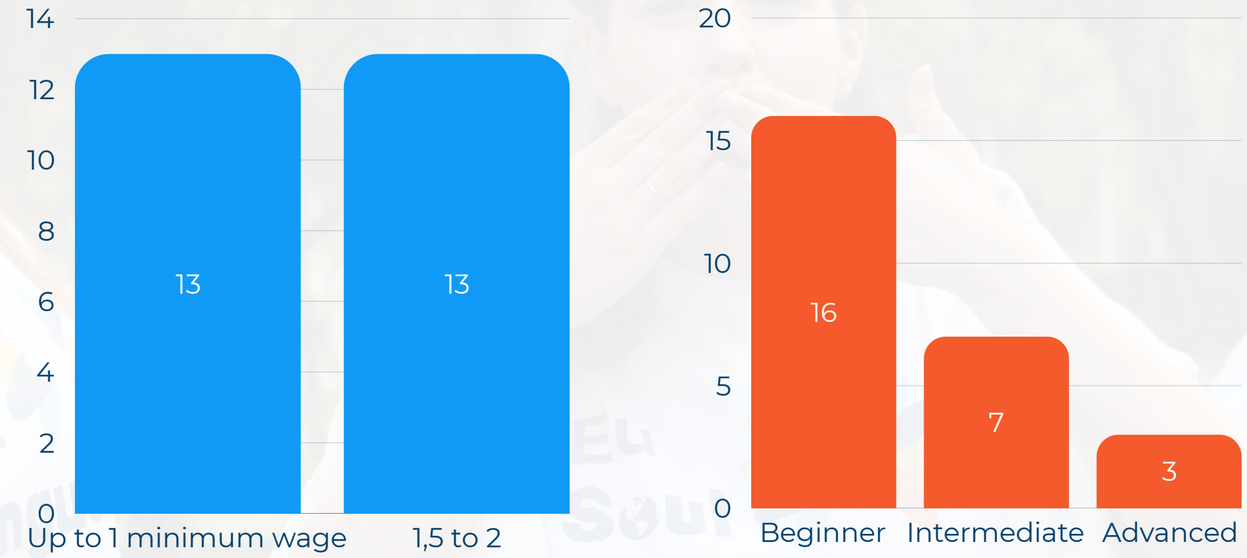




profile

of the student from the North

26 students





profile

of the student from the North

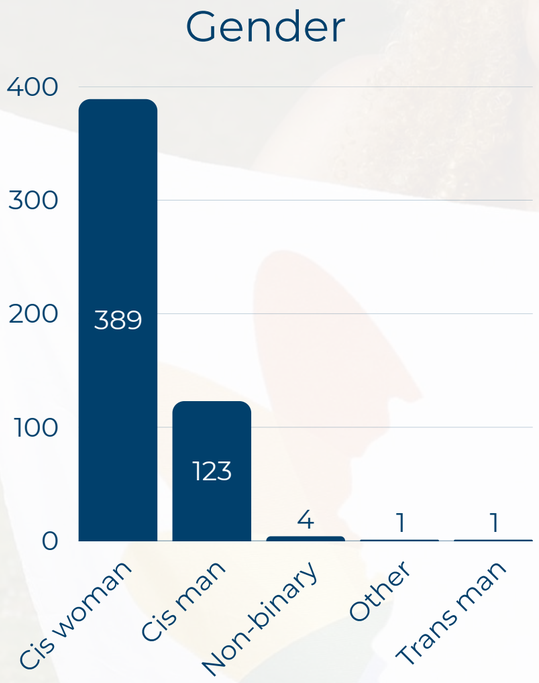
05 states
14 cities

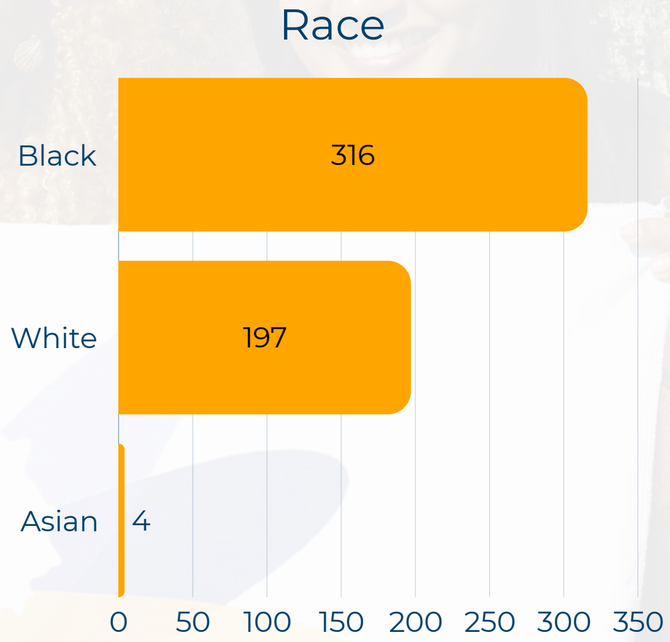
State	Cities
Acre	Rio Branco
Amazonas	Manacapuru, Manaus e Tefé
Pará	Ananindeua, Belém, Benevides, Santa Luzia do Pará, Santarém, São Miguel do Guamá e Viseu
Rondônia	Ariquemes e Porto Velho
Tocantins	Dianópolis

profile

of the student from the Southeast

517 students





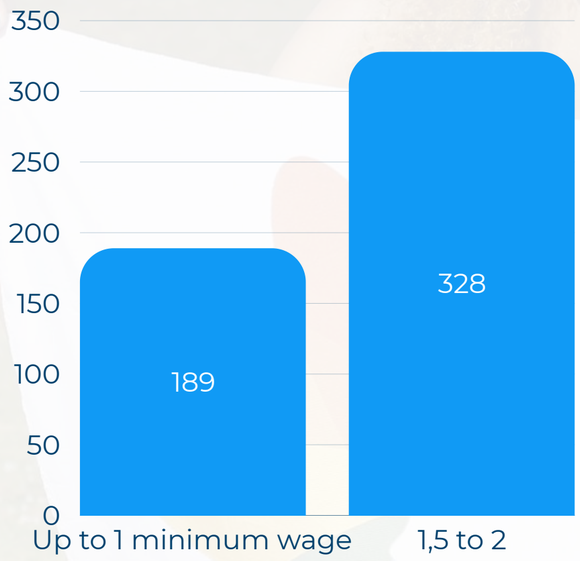


profile

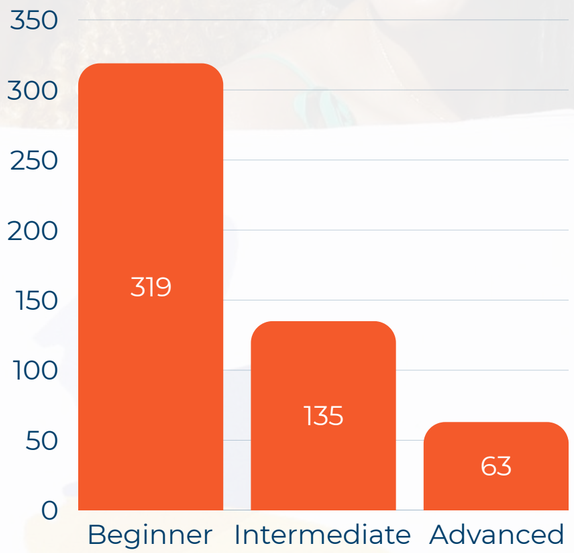
of the student from the Southeast

517 students

Income



English





profile

of the student from the Southeast



State	Cities
Espírito Santo	Alegre, Cachoeiro de Itapemirim, Divino de São Lourenço, Serra, Vargem Alta, Vila Velha e Vitória
Minas Gerais	Araxá, Bela Vista de Minas, Belo Horizonte, Betim, Contagem, Divinópolis, Espinosa, Florestal, Governador Valadares, Guanhães, Itabira, Itajubá, Ituiutaba, Jequitinhonha, Juiz de Fora, Lavras, Luz, Machado, Medeiros, Montes Claros, Nova Lima, Nova Serrana, Ouro Preto, Ribeirão das Neves, Sabará, Santa Luzia, Sete Lagoas, Três Pontas e Vespasiano
Rio de Janeiro	Belford Roxo, Cabo Frio, Campos dos Goytacazes, Duque de Caxias, Miracema, Nova Iguaçu, Petrópolis, Queimados, Rio das Ostras, Rio de Janeiro, São Gonçalo, São João de Meriti, Seropédica, Valença e Volta Redonda

profile

of the student from the Southeast

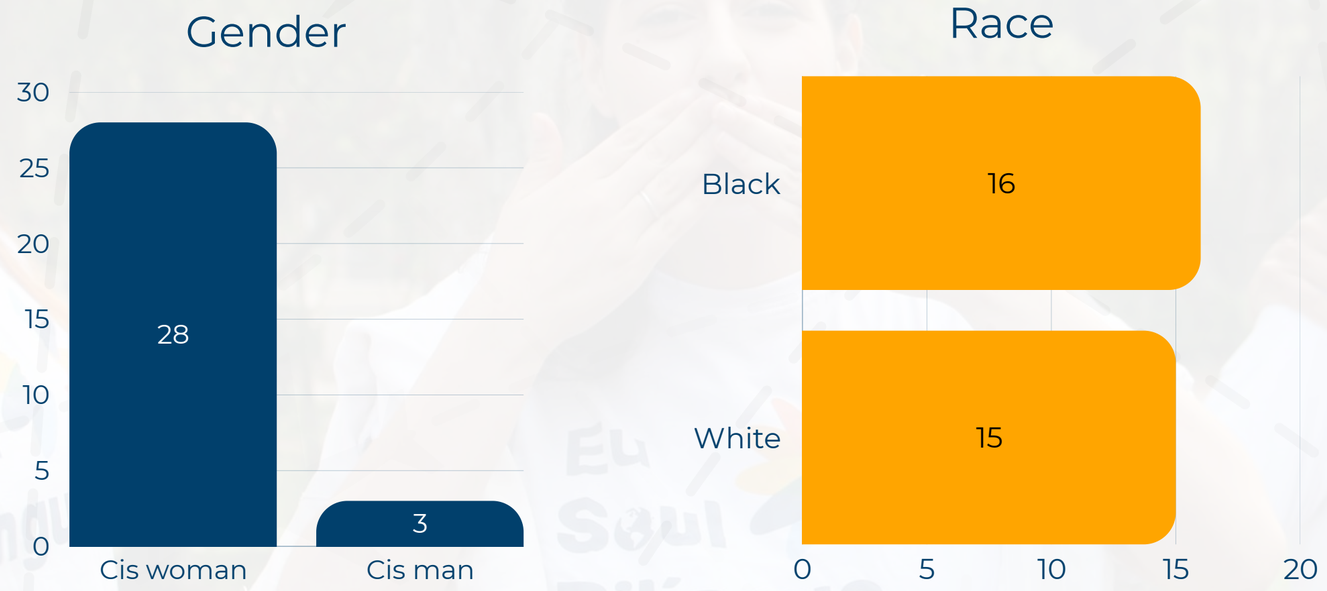


State	Cities
São Paulo	Anhembi, Barretos, Barueri, Bertioga, Botucatu, Cabreúva, Cajamar, Campinas, Capão Bonito, Capivari, Carapicuíba, Casa Branca, Cotia, Cubatão, Diadema, Dumont, Embu das Artes, Ferraz de Vasconcelos, Francisco Morato, Franco da Rocha, Guararema, Guarulhos, Ibiúna, Iguape, Indaiatuba, Itanhaém, Itapecerica da Serra, Itapevi, Itaquaquecetuba, Jaguariúna, Jundiaí, Marília, Mauá, Mogi das Cruzes, Orlândia, Osasco, Piracicaba, Poá, Praia Grande, Ribeirão Preto, Ribeirão Pires, Santo André, Santo Antônio de Posse, Santana de Parnaíba, São Bernardo do Campo, São Caetano do Sul, São Carlos, São José dos Campos, São Paulo, Serra Negra, Sorocaba, Sumaré, Suzano, Taboão da Serra, Taubaté, Valinhos e Várzea Paulista.

profile

of the student from the South

31 students

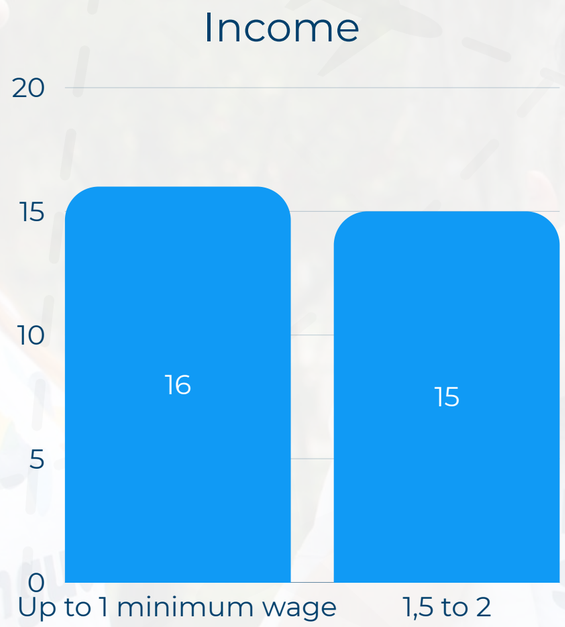


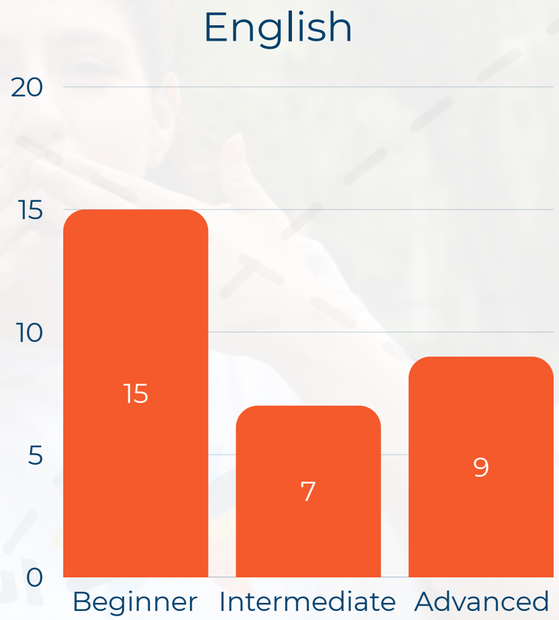


profile

of the student from the South

31 students







profile

of the student from the South



State	Cities
Paraná	Cianorte, Curitiba, Londrina, Maringá, Pinhais, Pontal do Paraná.
Rio Grande do Sul	Viamão, Porto Alegre, Pelotas, Canoas, Cachoeira do Sul, São Gabriel, Uruguaiana.
Santa Catarina	Dionísio Cerqueira, Major Vieira, São José.

Our Game

feedback surveys

96%

of students rate the Game Soul as
good or excellent



Our Game

feedback surveys



98%

recommend Soul Bilingue
to other young people

Our Game

feedback surveys

86%

feel **more motivated** for an international experience



Our Game

feedback surveys



86%

believe that Soul Bilingue contributed to improving the way they communicate

Our Game

feedback surveys

54%

achieved a personal or professional accomplishment directly or indirectly influenced by Soul Bilingue



Our Game

feedback surveys



97%

believe that the Soul Summit helps fulfill the purpose of encouraging and making exchange programs possible

Our Game

feedback surveys

96%

leave the program more motivated to continue learning English



international departures

Every time a young Soul Bilingue ambassador steps into another country and lives the daily life of an exchange program, we witness the breaking of family cycles and show the world that with the right opportunities, everyone can change their life perspective and broaden their vision of the future.

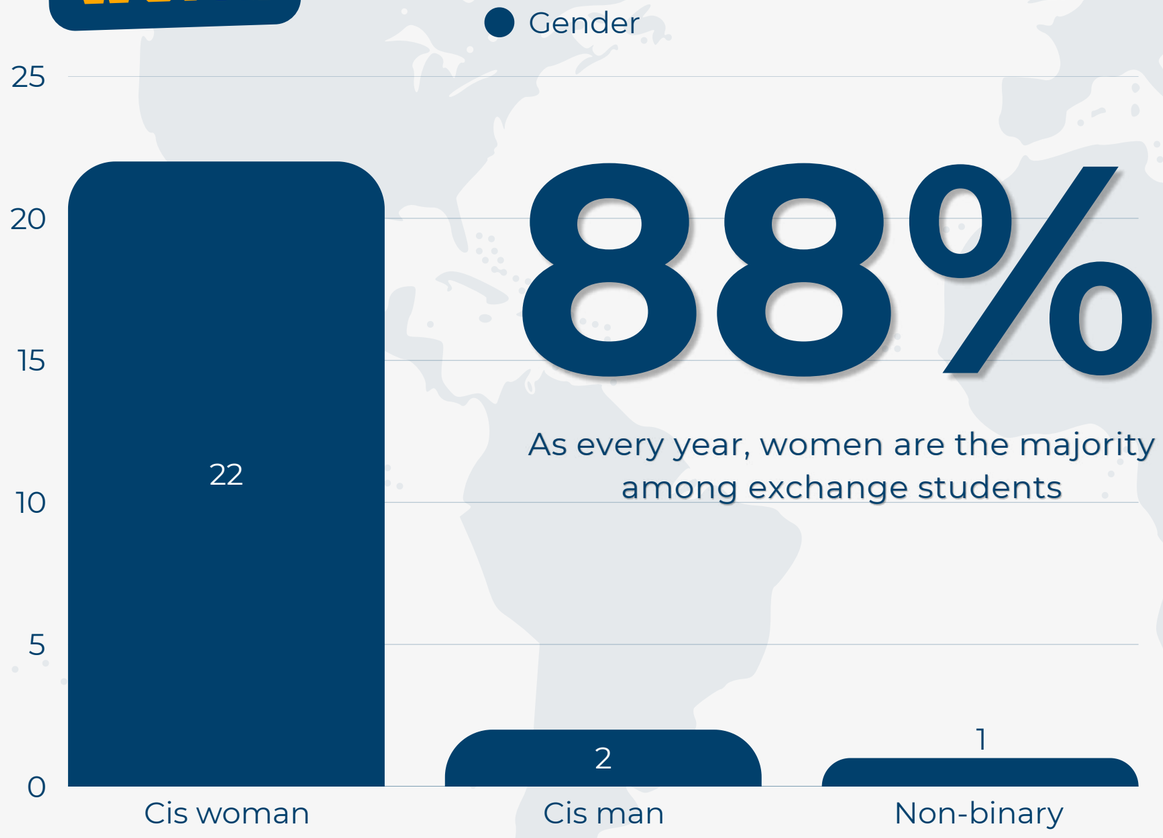


25

*young people studied abroad through **exchange scholarships** made possible by Soul Bilingue and partner international schools*

Young ambassadors

around the world



88%

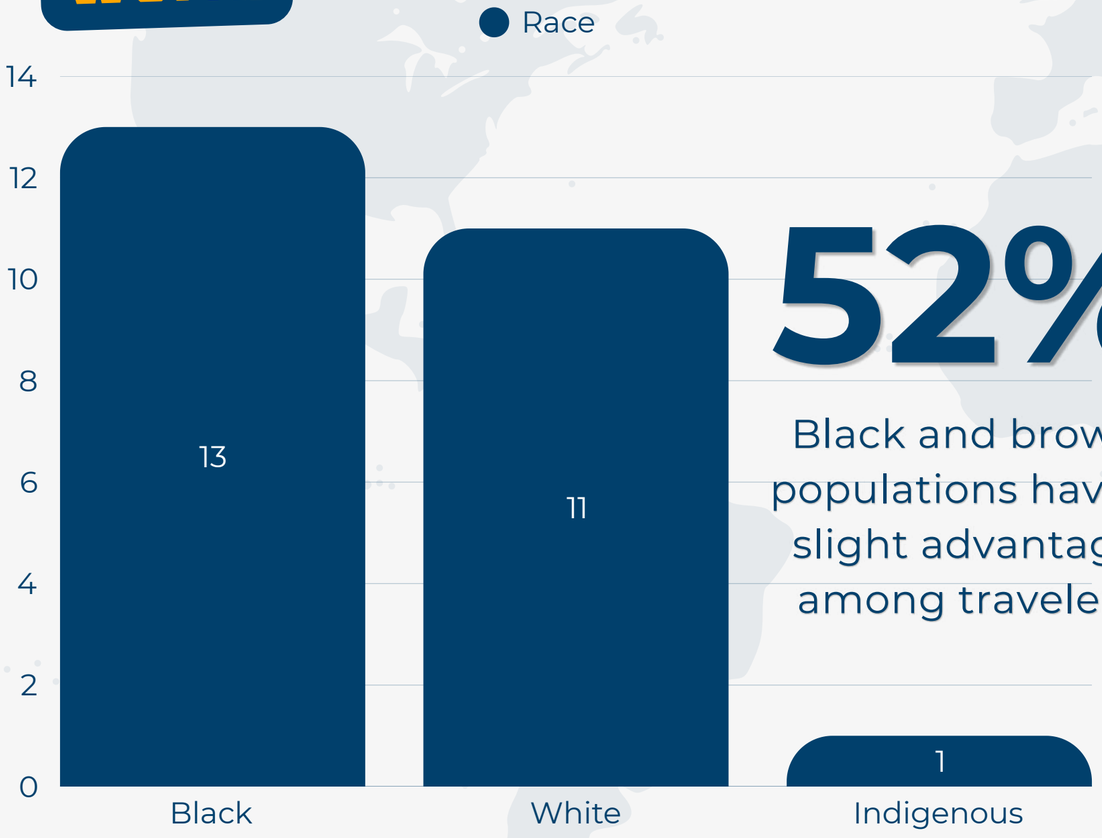
As every year, women are the majority among exchange students

2025 Exchange Programs



Young ambassadors

around the world



52%

Black and brown populations have a slight advantage among travelers

2025 Exchange Programs



Young ambassadors

around the world



2nd year

In 2025, for the second time, Soul Bilingue sent young people from the North and Northeast regions abroad, areas served by Game Soul since 2022 and 2023 respectively

2025 Exchange Programs



Young ambassadors

around the world

2025 Exchange Students



Adrielli Sanches



Ana Caroline de Assis



Ana Rita Quinelato



Beatriz Rodrigues



Bruna Murta



Bruna Miranda



Daniel Sena



Francine Eduarda Marçal



Gabriela Luiza Almeida



Grace Kelly Cortez



Izabela de Souza



José Orlando Alves



Juliani Rodrigues

Young ambassadors

around the world

2025 Exchange Students



Kaillani de Anchieta



Kamilly Thamara



Larissa do Nascimento



Luana Ferreira



Luiza Alencar



Maria Eduarda Duarte



Matheus Vasconcelos



Mayara Barreto



Mileide Santos Barbosa



Rayssa Vitória da Silva



Sandy Serrat dos Reis

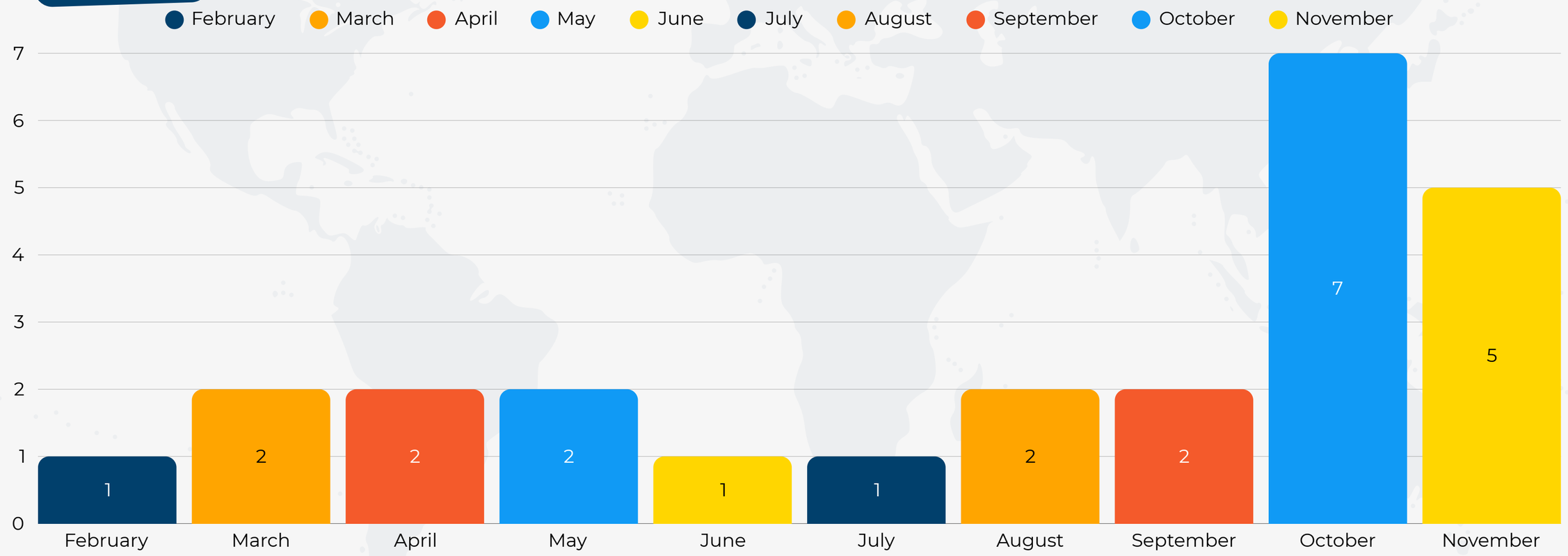


Thais Ribeiro da Cruz

Young ambassadors

around the world

Departure timeline



Young ambassadors

around the world

- 05 countries
- 10 cities
- 03 continents

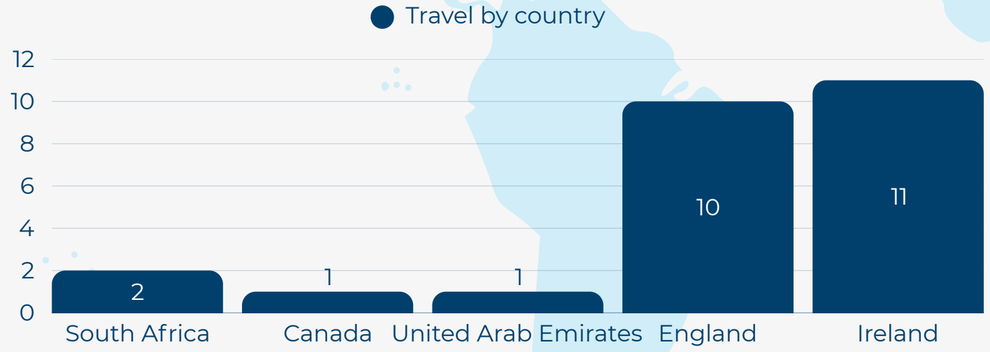


Soul Bilíngue

Partner schools

changing lives with us

The international experiences of Soul Bilíngue ambassadors are made possible by international English schools that open the doors to a new world for Brazilian public school students who have not had the opportunity to learn English through regular language courses. Through scholarships that include accommodation, these institutions have helped expand Soul Bilíngue's impact. In return, we serve as an important channel for promoting their courses, facilities, and destinations.



ALTC Language Schools

beet Language Centre

CEC Cork English College

EP English Path

Good Hope Studies

Heart Land

ih International House Dublin

LSI Education

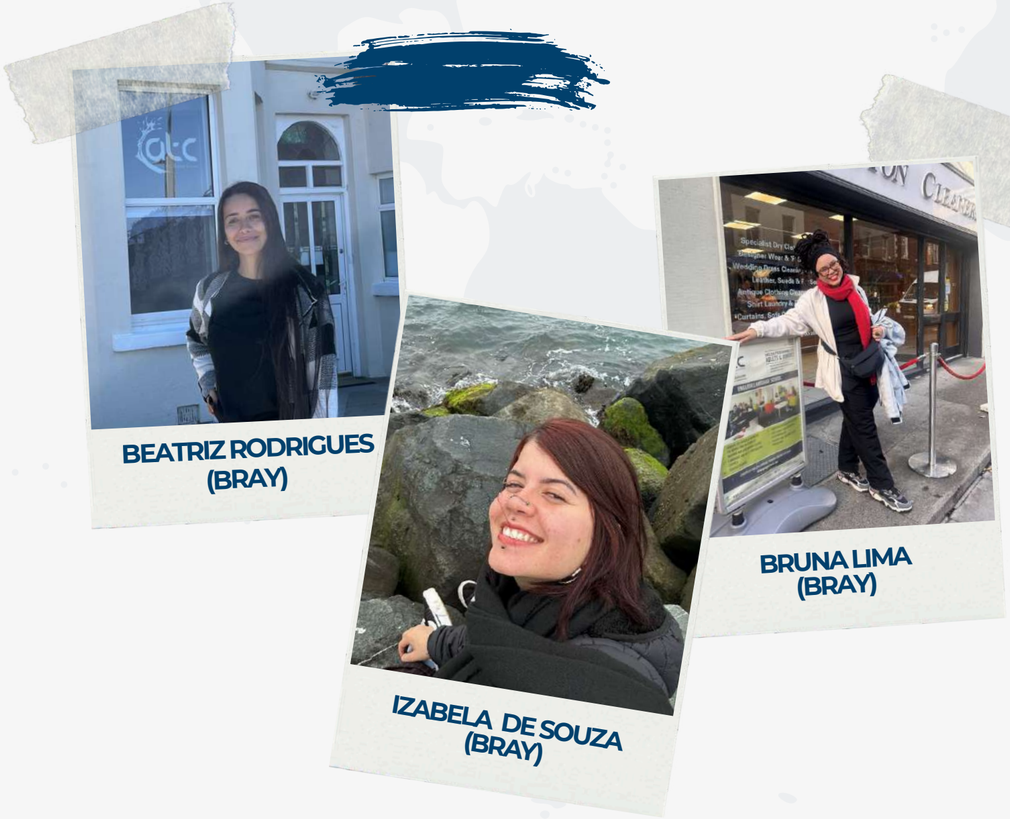
wse

Partner school

PARTNERSHIP RENEWED!

Language Schools

With schools in Bray and Dublin, Ireland, **ATC Language Schools** is one of the partner schools that has been changing lives the longest with Soul Bilíngue. Since the first trip in 2022, it has awarded more than ten scholarships with accommodation. And more are coming in 2026!





Partner school

PARTNERSHIP RENEWED!

atc Language Schools





"I thank everyone at ATC Language Schools for making this experience so special! From the first day, I felt incredibly welcomed by the entire team. I would like to express my gratitude to my teacher, Mark — his classes were excellent, and I learned so much thanks to his great teaching. A special thanks to Bridget for managing everything so efficiently and to Talita for organizing such well-planned social activities. I truly enjoyed all the trips, especially the visit to the Guinness Storehouse — it was an unforgettable experience! The accommodation was excellent — very comfortable and equipped with everything I could need during my stay in Ireland. It truly made my experience even better! I am very grateful for this opportunity and for all the kindness I received"

Gabriela Luiza Almeida Silva, ATC student in Dublin

Partner school

PARTNERSHIP RENEWED!

beet Language Centre

Located in a quiet residential area of Bournemouth, England, **Beet Language Centre** is one of Soul Bilingue's newest partners. A destination for many of our young ambassadors, the coastal city is known for its beaches, tourism, and its youthful, university-town character.





Partner school

PARTNERSHIP RENEWED!

beet Language Centre





"With my most sincere feelings of affection and love, I would like to thank Beet! Thank you for agreeing to this incredible and transformative partnership with Soul Bilingue! I am deeply grateful for every time I went to the reception and you helped me without ever complaining, for all the questions you answered, and for all the activities you organized for the students. It was a month I wished would never end. It will always be kept in my memory.

Bruna da Silva Murta, Beet student in Bournemouth

Partner school

PARTNERSHIP RENEWED!

CORK ENGLISH COLLEGE

Located in the southwest of Ireland, Cork has been the destination for Game Soul scholarship winners for two years. Our partner school, CEC, is in the heart of the city, the second largest in Ireland, right on the banks of the River Lee.





Partner school

PARTNERSHIP RENEWED!

CORK ENGLISH COLLEGE





"Cork surprised me in every way. It is a beautiful, welcoming, and above all, very safe city. This feeling of safety, combined with the warm friendliness of the people, made my experience even more special. At CEC, I found an excellent learning environment and extraordinary people. I would especially like to mention my teacher, Tetiana, who had a profound impact on my journey. Always patient and dedicated, she was ready to help me and encouraged me to practice my English. Her support and attention made all the difference in my learning process. I must also mention Giulia from the staff. Being Brazilian herself, she was a fundamental point of support for me. Thank you so much, from the bottom of my heart!"

Daniel Sena, Cork English College student in 2025

Partner school

PARTNERSHIP RENEWED!

A school with locations spread across different countries and cities, English Path is one of the partners that has been with us the longest. With them, we have visited different places in England, Malta, and even reached the United Arab Emirates.



ANA RITA QUINELATO



ADRIELLI SANCHES



MILEIDE BARBOSA



RAYSSA VITÓRIA DA SILVA





Partner school

PARTNERSHIP RENEWED!

English Path



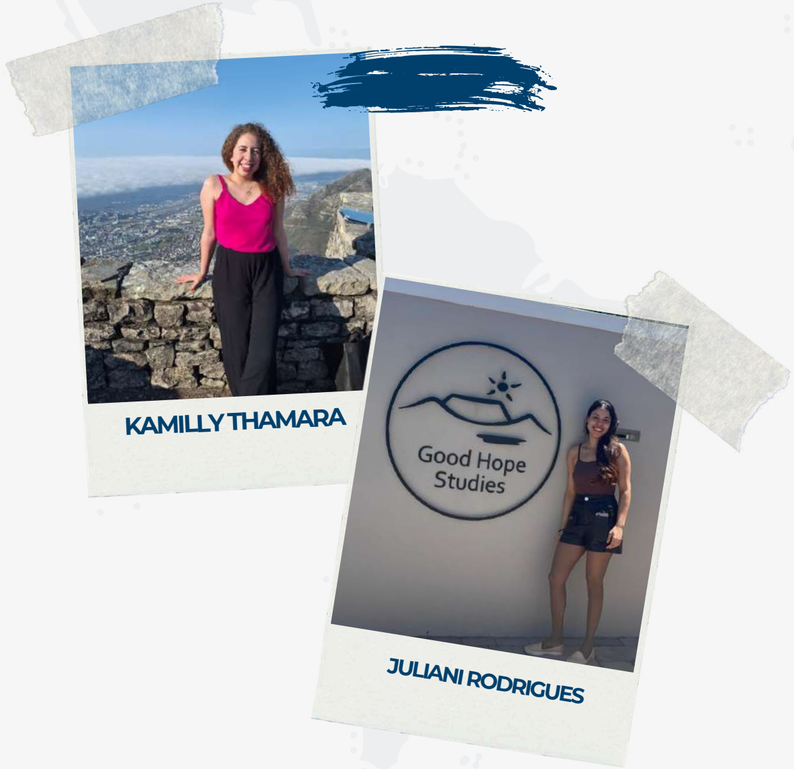
"I would like to take this moment to thank everyone at English Path Manchester for the incredible experience I had during my time at the school. I learned a lot and it was truly great to be in contact with British English in such an immersive and welcoming environment. The entire school staff was fantastic — always kind, helpful, and professional. I really had a great time studying there and will always remember this experience with joy and gratitude. It was a true pleasure"

José Orlando, English Path student in 2025

Partner school

GOOD HOPE STUDIES

Good Hope Studies was one of the first international schools to believe in Soul Bilingue's mission and open doors for our ambassadors. It is the official residence for exchange students who visit South Africa to study English with us since 2019.





Partner school

GOOD HOPE STUDIES





"I had a magical and special experience in Cape Town with Good Hope Studies. It is a place where I found warm, kind, and welcoming people. This experience gave me a new breath of life, more desire to travel, to explore new cultures, to learn English and, above all, to contribute even more to the world through education. For me, it was not just an exchange program, but a personal victory, a milestone in my life and a symbol of hope! I am deeply grateful to my teacher, Amy, for all her patience, dedication, and care in teaching. I am also grateful to my classmates, who made classes lighter and more fun. Thank you, Cape Town, for welcoming me with open arms. And thank you, Good Hope Studies, for believing in me and for being part of one of the most special and transformative chapters of my life.

Kamilly Thamara, Good Hope Studies student in 2025

Partner school

Heartland International English School is the destination for Soul Bilingue ambassadors in Canada. Its headquarters is in the city of Winnipeg, known for its affordable cost of living, welcoming community, quality of life, and for having the world's only museum dedicated to human rights.



"In the school routine, the first class was broader, focused on general English, and in the afternoon we specialized in an area, like speaking or listening. From the very first moment, I felt more confident with my English, because I was very afraid that nobody would understand what I was saying. It was a very smooth study routine. One of the richest things I had in this experience were the friendships I made, learning a little about each country and being able to share a little of mine. It was very enriching, and I am happy to have met so many good people from such different places. It gave me a good worldview. It was a very rich experience."

Francine Soares, Heartland International English School student in 2025



Partner school

PARTNERSHIP RENEWED!

International House Dublin

In 2025, International House Dublin opened, for the first time, the doors of its classrooms to our young ambassadors, bringing to life dreams that until then seemed unlikely. The school has existed since 1953 and is part of the International House World Organization group.



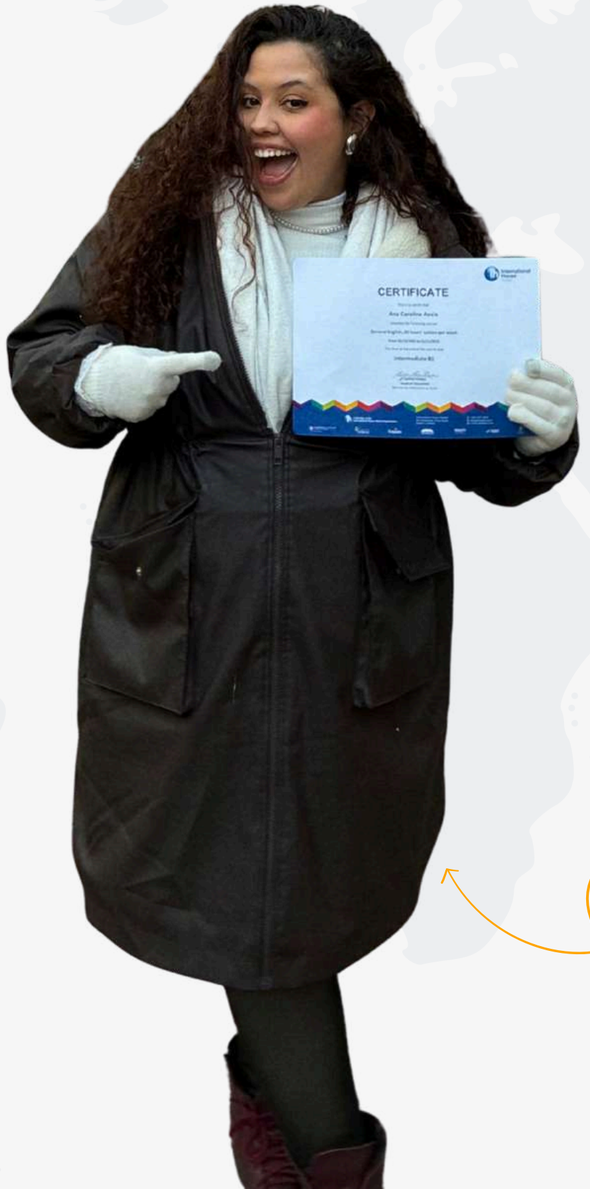


Partner school

PARTNERSHIP RENEWED!

International House Dublin





"After this experience in Dublin and at International House, a movie is playing in my head of the times I thought this would never happen, of when I found out it would happen but had no idea when, of the moment I discovered Soul Bilingue and how excited I was when I got accepted, and, in Soul's process, realized I was very capable. For so long, learning English seemed so impossible! In Ireland, I met people from all over the world, all wonderful. I saw that everyone is learning. The exchange means so much to me, to my family. It's a feeling of accomplishment and a desire to dream bigger, because now I know I can. It's an indescribable feeling. I leave this exchange much more confident. I thank everyone who was part of this journey with me.

Ana Assis, student at International House Dublin in 2025

Partner school

PARTNERSHIP RENEWED!

LSI Education

One of Soul Bilingue's newest partners, LSI placed us in an unprecedented destination: Cambridge. A reference school in a historic city for world education and an inspiring place to live an international experience.



"Studying at LSI was a very enriching experience for me. I had two amazing teachers with a very effective method for language learning. Every class had speaking, listening, and conversation among students, which was great because I'm a shyer person, and they always allowed me to speak. The school's organization was very good too. All internal rules were presented on the first day, they talked to me about things even outside school activities, like getting a phone SIM card, places to visit, study groups I could join, they organize events, and I went bowling with my friends. The team is amazing: the staff, the teachers. Everyone was very attentive to me, and it was one of the best experiences from day one".

Luana dos Santos, student at Language Studies International in 2025



Partner school

Less than 20 minutes from central London and considered one of the best language schools in the United Kingdom, *Wimbledon School of English* has been with Soul Bilingue since 2024. May there be more and more departures in the coming years!



"I feel truly honored to have had the opportunity to study at Wimbledon School of English. Without a doubt, it was the best experience I could have wished for, even better than I ever dreamed. I would like to express my gratitude once again to everyone at WSE, who were always so kind to me and constantly willing to help. Thank you, thank you, and thank you! You were part of making a dream come true.
Congratulations to the entire team, so well-prepared, attentive, and dedicated. Congratulations on the exemplary organization in all departments.
You are simply incredible, and I could not be happier to have been part of this journey. Thank you so much again for this opportunity! I hope to come back one day".

Sandy Serrat, student at Wimbledon School of English in 2025



our *volunteers*



VOLUNTEERING

In 2025, Soul Bilingue had three categories of volunteering: mentors, psychologists, and English teachers. In 2024, 822 people volunteered. Since 2018, more than 4,000 have chosen our social initiative to multiply knowledge and donate time for the good and growth of others!

our volunteers



Counselors

With fixed themes and biweekly group meetings, the psychologists, or *counselors,* as they are called at Soul Bilingue, work to help students gain more awareness about mental health and develop self-esteem, confidence, and a better understanding of their frustrations.

our volunteers

Counselors



689

sessions

In 2025, Soul Bilingue held **484 group meetings** and **205 individual psychotherapy sessions** through its volunteer psychologists.

our volunteers Counselors



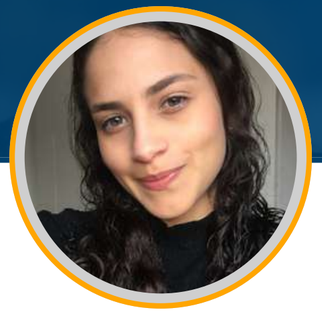
I really enjoyed the meetings with the counselors. They were important moments to reflect on topics that we often don't stop to think about in our daily lives. The subjects covered are extremely relevant and truly need to be discussed, especially in a program that involves personal development and new experiences. I found the space welcoming and felt comfortable listening, learning, and participating.

Luisa Campos,
2025 student



Overall, the topics covered in the meetings made me look at myself with more attention and affection, especially regarding self-demand. The psychologist in my group was very open, and that made me feel invited to open up more, since I'm a somewhat closed-off person. This was the first opportunity I had to talk to this type of professional, and I leave with the certainty that it gives you other perspectives.

Rayssa Foicinha,
2025 student



The meetings were very important for improving and continuing on the arduous and necessary path of self-knowledge. The fact that Soul offers this differential of psychological support is something inexplicable and shows how it is concerned not only with learning a new language, but with ensuring that this process is supported by personal growth.

Nildaiane Sales,
2025 student

our volunteers



91%

of students consider psychology indispensable in the Game Soul

83%

state that they finish the Game with a greater awareness of Mental Health

57

volunteers

80%

consider the topics relevant

Counselors

Topics Covered

- Mental Health and the Psychosocial Care Network Services
- Mental Health: Intersectionalities between gender, race, and class
- Sleep, stress, and their relationship with Mental Health
- Suicide Prevention and Life Appreciation
- Use and Abuse of Psychoactive Substances
- Role of family and support network
- Mental Health and Culture: self-demand, procrastination, and productivity
- Future perspectives
- Self-knowledge in mental health: career, relationships, life changes
- Mental Health and Work



our volunteers

Mentors

Soul Bilingue's mentoring sessions play an important role in unlocking students' conversation skills. It is also a channel to connect young people from all corners of Brazil, and volunteers spread across the entire world, on every continent, who know that English is a skill that creates opportunities for a better life.

our **volunteers**

Mentors

704

volunteers



92%

Brazilian

our volunteers

Mentors

Origin of foreign mentors



23

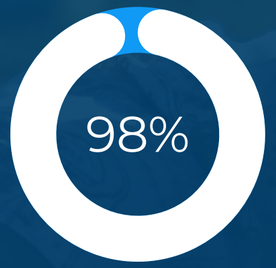
nationalities



our volunteers



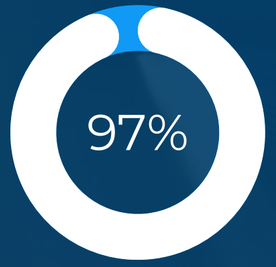
of students reported maintaining full commitment to mentoring sessions



stated that mentoring sessions helped them learn English

18

mentoring sessions per day, on average



developed confidence and self-assurance to communicate in the language

Mentors

6.604

mentoring sessions

5.826

records of good connection with mentor

Seul Bilíngue

our volunteers

Topics covered

- Speaking and conversation
- Reading (articles, texts, messages, emails, books)
- Listening (videos, music, audio, podcasts)
- Writing (writing practice)
- Vocabulary and pronunciation
- Grammar
- Autonomous learning strategies and integrating English into daily routine

Mentors

↑ 97% of students developed autonomy to learn English

↑ 75% developed a good relationship with their mentor





our volunteers Mentors



The mentoring sessions were one of the highlights of my journey in the program. I gained more confidence to speak in public and even got a job.
My mentor was very caring, patient, dedicated, and extremely dynamic in our meetings.

Állan Moreira,
2025 student



My connection with my mentor was very good and it directly influenced my English learning. She always encouraged me to write texts based on a topic, pushed me to make the most of our time together by speaking entirely in English, and I also learned new vocabulary.

Ana Silva,
2025 student



Mentoring was something very important, with a genuine connection. I was able to feel more confident about making mistakes and learning from them. Before, I would freeze because I found the language difficult, but my mentor made everything lighter and more natural. She is a very warm and patient teacher who guided me with care and dedication.

Carolina Sousa,
2025 student



our volunteers

Teachers

At Soul Bilingue, *volunteachers* lead weekly classes with groups of all English levels. They are the ones who bring energy to group sessions with students of various ages and regions of Brazil and, most importantly: **teach English** to those who never had the opportunity to learn the language.

our volunteers

61

volunteers



Teachers

At Soul Bilingue, all teachers have at least one year of experience teaching English online or in person. Some of them hold degrees in Language Studies and work at regular schools or have certifications such as TEFL/TESOL. They primarily teach at language schools or give private lessons.

our **volunteers**

Teachers



576

classes taught

861

teaching hours

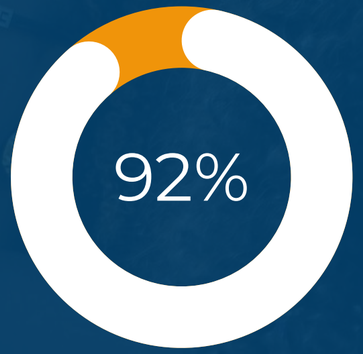
3.557

extra activities delivered

our volunteers



Teachers



of students rate the content brought by teachers during the Game as great or good.



of students rate the classes as great or good throughout the Game Soul

our volunteers



I LOVED the classes! At first it was an adjustment, which is normal, but you could really tell how much Gardenia and Glaucia wanted to bring us the best. They were incredible, amazing. I miss the classes. It was the first time I felt comfortable in every way to do exercises, make mistakes, get things right, speak up, and contribute. Everything was so light and easy.

Leticia Zucco,
2025 student



The English classes were very important for my development. I felt I improved a lot, especially in comprehension and vocabulary. The teacher was always didactic, patient, and made the classes light and interesting. Also, the way the content was presented helped me gain more confidence when communicating in English.

Pyetra Dobrosavljevic,
2025 student

Teachers



The classes were great. The teachers managed to create a really nice environment to share knowledge and develop English topics. Not to mention the classes divided by levels, which allowed each person to work on aspects they found difficult, since everyone was at the same English level.

Mayra Reis,
2025 student

our finances

Click here to access the full financial statements

Net Result

R$ 104.486,62

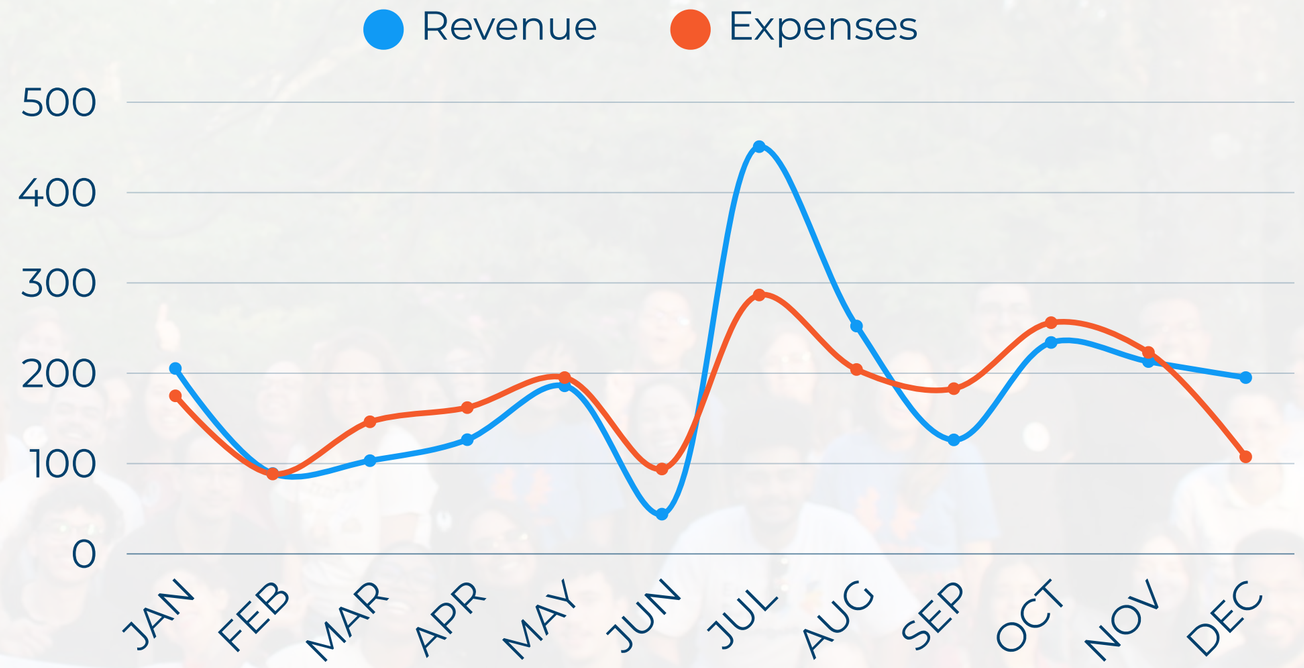
Total revenue

R$ 2.225.351,53

Total expenses

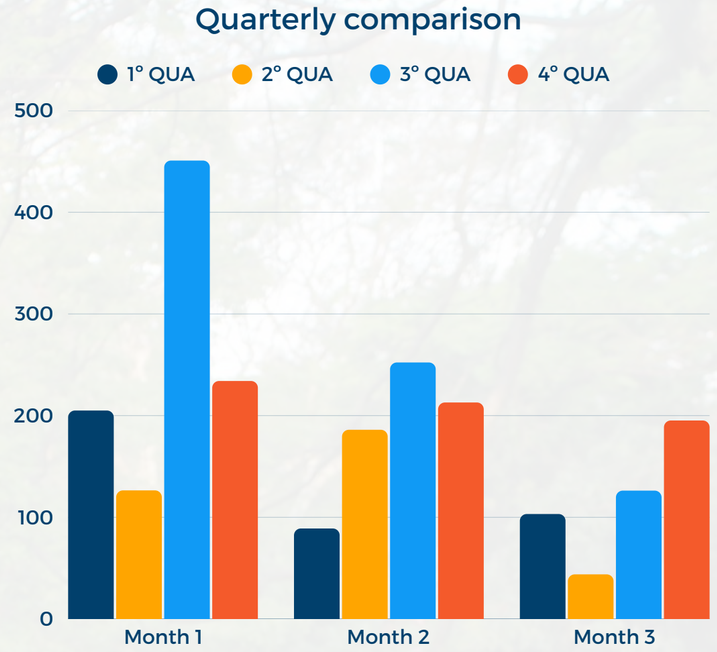
2.120.864,91

Revenue and expenses in 2025 (in thousands of BRL)



our **finances**

Revenue



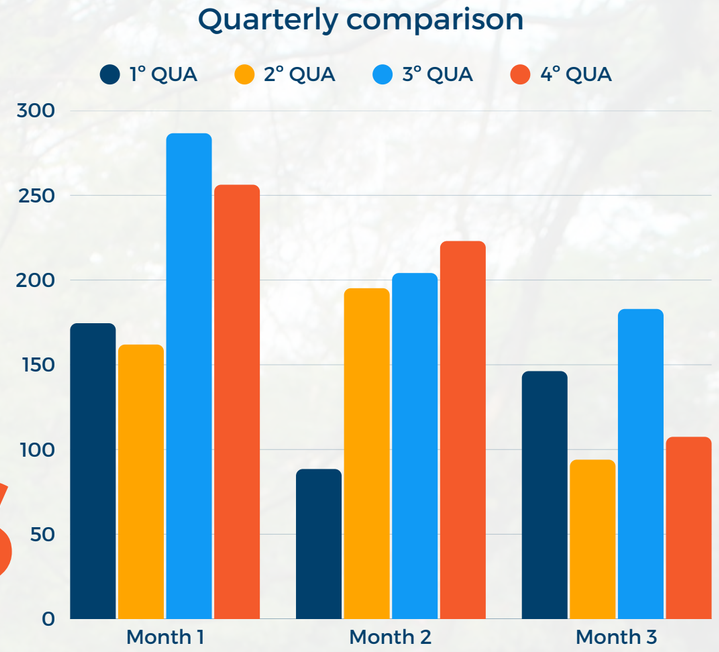
Improving fundraising is a challenge for virtually all Brazilian social organizations. It is no different for us. We constantly seek new solutions, but we never stop investing in the adaptation or improvement of our own sources of financial resources: the social fee from the selection process for our cohorts and the engagement campaigns in which students mobilize their networks to donate to the social initiative — a true community philanthropy movement where today's student helps bring tomorrow's student. Beyond that, 2025 highlights include revenue from public calls and awards such as our participation in the TV segment The Wall, on Domingao com Huck, TV Globo, and in the *Project For Awesome*, an international initiative that values the mobilization of entire networks through donations.



our

finances

Expenses



In 2025, investment in our staff remained our largest source of expenses, followed by specialized accounting, legal, and financial assistance. During the year, we also allocated significant resources to a complete process mapping of Game Soul operators, as well as the implementation of a system that will give us greater analytical visibility of data. Also noteworthy are the resources invested in events to strengthen the network of students, volunteers, and partners, among others.



new partners

CAMBRIDGE



Quality and credibility

The year 2025 is marked by a great achievement, especially for English students and teachers. Now, with the arrival of *Cambridge University Press*, each *student* or *teacher* has their own textbook license to study or teach in a structured way, using a globally recognized methodology full of credibility.

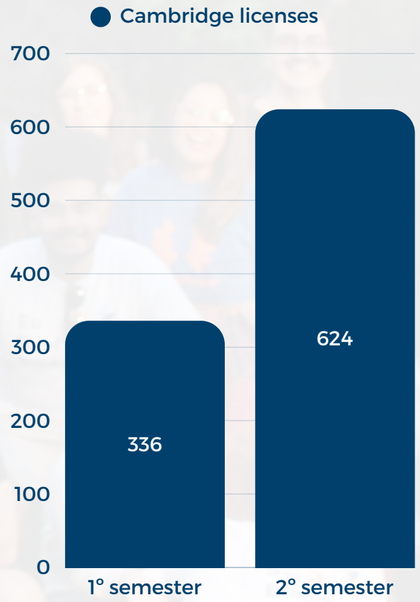
new partners

CAMBRIDGE



960

licenses in 2025



new partners

Ford Philanthropy

English and technology

2025 was also the year when students from Bahia and São Paulo enrolled in Ford <Enter>, a free technology training program developed by Ford Brazil and Ford Philanthropy, were given the opportunity to participate in the Game Soul to improve their English and compete for exchange scholarships abroad.



new partners

Ford Philanthropy



101

STUDENTS

TWO

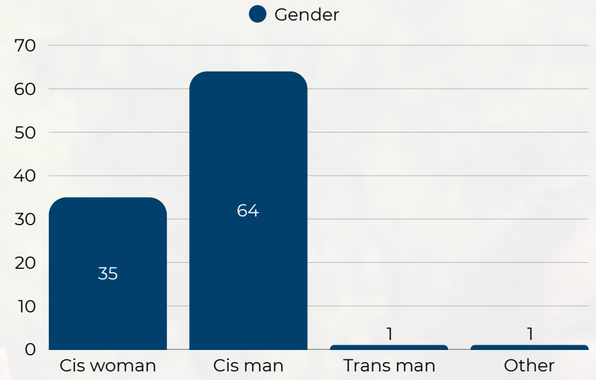
EXCHANGE STUDENTS

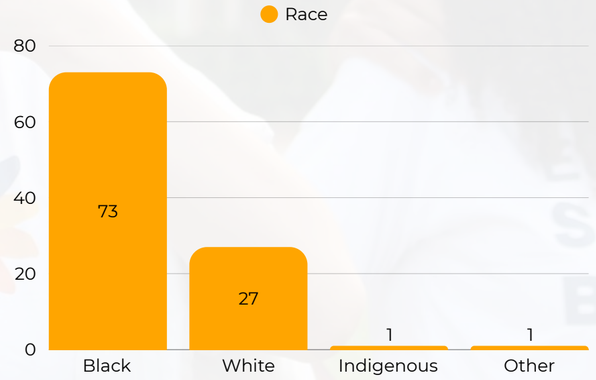
new partners

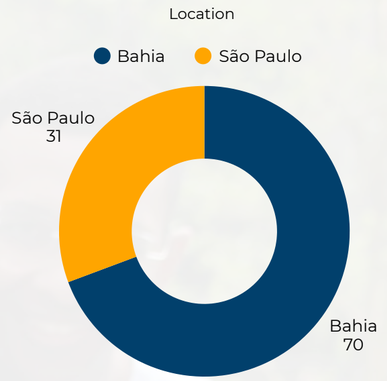
Ford Philanthropy

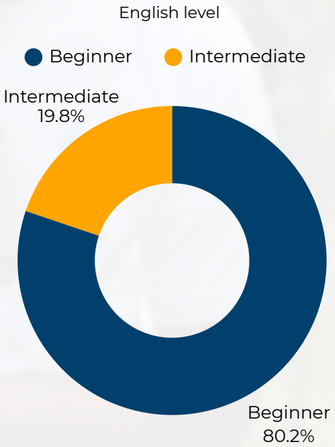
Student profile









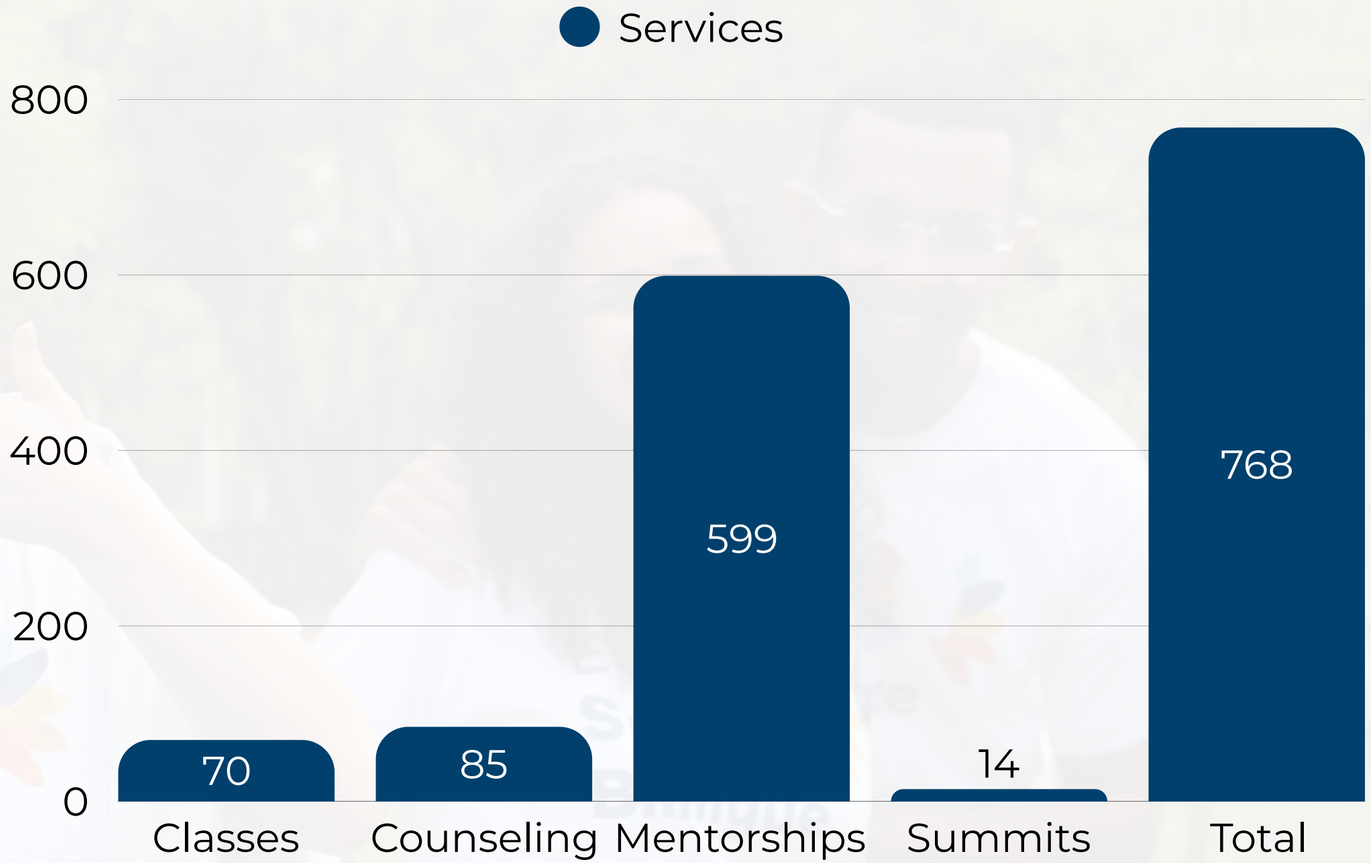


new partners

Ford Philanthropy

Game Numbers





new partners

Ford Philanthropy

Ford Ambassador 1st semester

"This entire experience motivated me to seek other tools and ways to keep developing, both in English and as a person. Today, I see that I have grown much more than I imagined at the beginning. I cannot even put into words the happiness and gratitude I feel. Participating was a unique opportunity and I truly made every second count. Soul Bilingue didn't just change my English, it changed the way I see the world and believe that I can go much further."

Rafael Carvalho, exchange scholarship winner of the Ford Soul Bilingue program



new
partners

Ford
Philanthropy

Ford Ambassador 2nd semester

I dream of traveling and meeting people from many countries. I want to understand their stories, share mine, and learn something from every conversation. I believe every culture has something beautiful to teach. English is the key that helps me do this. It is the most spoken language in the world, and speaking it makes me feel free, happy, and confident to explore new places and grow as a person. Soul Bilingue is a big part of this journey. It doesn't just teach English, it helps us believe in our dreams and see the world in a new way.

Beatriz Cerqueira, exchange scholarship winner of the Ford Soul Bilingue program



Our Communication

164%

Follower growth

+ 2 MI

Social media views

66K

FOLLOWERS

77%

WOMEN



Our Communication



gshow

Domingao com Huck: couple tears up contract and takes home over R$ 300K



CARAS

The Wall contestants reveal destination of unbelievable prize money



terra

Couple tears up contract on The Wall and leaves Domingao with unbelievable amount

Street campaign

The world is bigger than my neighborhood

In partnership with **Eletromidia**, the campaign "The world is bigger than my neighborhood" achieved one of Soul Bilingue's greatest visibility milestones. During Giving Tuesday, in December 2025, our message was displayed across 9,988 media points throughout Sao Paulo, generating millions of impressions on buildings, bus shelters, and urban billboards. The campaign brought to countless people the belief that drives us every day: every young person deserves to broaden their worldview through education, English, and international opportunities.







Fact sheet

MASTHEAD

Soul Bilingue

Statutory Board
Ariane Noronha - President
Miqueias Borges - Treasurer
Willian Almeida - Secretary

Fiscal Council
Larissa Miki, Monica Nice and Pedro Jacob

Advisory Board
Alexandra Periard, Ana Luiza Milenkovich, Cristiane Bianco, Daiany Franca, Guilherme Feistauer, Larissa Santana, Luiza Ferraz, Marcia Fanti, Mayara Lyra, Paulo Angerami, Paulo Motta, Regiane Soccol, Sergio Agudo and Wagner Domingues

Activity Report
Content, writing, editing and review: Will Almeida
Graphic design: Ariane Noronha and Will Almeida

SOUL BILINGUE TEAM

Strategic and operational team

Ariane Noronha: Executive Director
Ana Carolina Lopes: Head of Network Engagement
Ana Beatriz Ferreira: Communications Intern
Arthur Telles: Support and Facilitation
Bruna Santos: Counselors Coordinator
Camille Gomes: Mentors Coordinator
Gabriella Nacor: Communication Coordinator
Geise Mascarenhas: Students Coordinator
Guanayra Dias: Teachers Coordinator
Viviane Ribeiro: Ambassadors Coordinator
Will Almeida: Operations Director

Specialized Assistance
Accounting: Estilo Assistência Contábil
Finance Department: Next One Financial Services
Legal Department: FM Legal Consulting & Law Firm

TECHNICAL NOTE

This report was produced based on the most important information about our gamified English teaching social technology, listening and feedback surveys conducted with beneficiaries, as well as the collection of all relevant numbers and profiles.

On the use of artificial intelligence
This report used artificial intelligence exclusively in the process of adding or separating data on gender, race, English level, and income of students, and in translating testimonials originally written in Portuguese. All stages were corrected, reviewed, and supervised by a human being, and no sensitive data was exposed.

Base year: 2025 | **Publication**: 2026



Soul Bilíngue