

## LETTER OF WISHES – STATEMENT OF FOUNDER’S INTENT

**In 2018, Guilherme Leal set down, on behalf of his family, in writing the hopes and expectations for the Arapyauá Institute into the future.**

For the *Guarani* people, “Arapyauá” represents the cosmic act of renewing or even reestablishing the world. It is a symbolic, eternal and cyclical act that seeks to restart the world repeatedly, preventing it from coming to an end and erasing its accumulated wisdom. The hope that lies in the writing of this document is that it can be renewed through its reading and interpretation in the years to come. The Institute shall remain dedicated to facing the contemporary challenges of establishing a fairer and sustainable society, always respecting the following guidelines.

This document provides guidance to the Arapyauá Leadership, represented by its management and Board members, responsible for putting in place the strategies that will reflect the goals, aspirations, strategic direction and preferable programmatic areas of the Institute. It is important to highlight that the main mandate of the Maraé Stichting’s Board Members is to check whether the proposals brought by the Arapyauá Leadership are in accordance with the same guidelines mentioned above and described even further in the following sections of this document.

### **Why the Institute was created**

Born of the awareness that our world has so many distortions and inequalities, the Arapyauá Institute was created in acknowledgment that philanthropy is one essential force for a broader transformation of society and should act in collaboration with civil society, academia, business and governments to promote change in pursuit of a better world.

The Institute aims to tackle large, important societal and environmental issues, that the private and public sectors alone may neglect, acting as a bold risk taker, where it can achieve significant observable positive impacts, using the best available measuring tools.

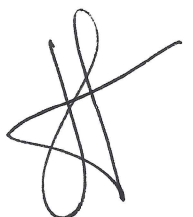
### **How the Institute should operate**

The Institute must always be at the forefront of systemic thinking for the transformation of society, challenging the status quo and serving as a bridge between the present and a better future for all. The Founder is most concerned with the root causes and trigger points of social problems, not their symptoms, and the focus of the Institute’s actions should be around key levers that create effective systemic change. It is the Institute’s mission to help shepherd the transition to a more just, solidary and sustainable society.

To do so, the Institute shall act mainly as a *Shaper*, meaning that at the Institute’s core is the dedication to establish networks and connections, enabling new partnerships to emerge while feeding them with strategic inputs. Recognizing that the Institute is just a part of the whole, collaboration is key to achieving our intended goals and desirable outcomes. Thus, the contribution of the Institute is by priority through its convening power and orchestrating abilities, coupled with strategic and financial support to organizations and projects.

In addition, the Institute: (i) should influence public policies by supporting advocacy efforts related to the Institute’s causes and *Areas of Interest* described below; (ii) can make grants to organizations and projects that are strongly aligned with Institute’s mission, strategy and areas of interest, but don’t require strategic support from Arapyauá; (iii) act as a doer, leading specific projects that can be scaled by other organizations or even governments, only when testing concepts is really necessary; and finally (iv) explore possibilities to engage in the venture philanthropy field, carefully considering to provide capital for impact businesses and endeavors with significant social and environmental positive impact potential.

December 21, 2018  
São Paulo - Brazil



## Our Chosen Areas of Interest

Always looking for meaningful and relevant opportunities where few institutions are acting, the Institute's main areas of interest are:

- Planetary Boundaries: support initiatives that acknowledge we need a safe operating space for humanity and a systemic view of the environmental boundaries. Climate resilient future, sustainable use of biodiversity, ecosystems protection, and fostering circular economies are among preferred areas in this field;
- Sustainable Cities: support the enhancement of public management to improve any aspect of city life, focusing on innovative solutions towards making cities inclusive, safe, resilient and sustainable;
- Civil Society Empowerment: support initiatives that foster democracy, value politics and citizen participation, always taking into consideration available and disruptive technologies;
- Social Justice; support efforts that reduce inequalities, ensuring for all real opportunities for full human development;
- Knowledge: support the production and dissemination of knowledge on what is a sustainable society, with focus on the above-mentioned areas of interest, based on the understanding that knowledge and education are both central in the process of our development as individuals, organizations and society. In this context, the Institute will, as a matter of utmost priority, build relationships with knowledge centers of excellence aiming to make collective wisdom prevail.

## What Areas to Avoid

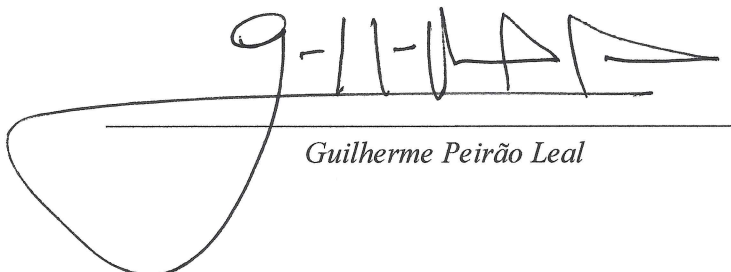
The Institute is exposed to several opportunities to fund. Defining what not fund is extremely helpful to grantees, staff and board.

Some of the areas The Arapyáú Institute should avoid are the following:

- ❖ Religious activities or purposes;
- ❖ Buildings, infrastructure and general endowments not directly related to our programs;
- ❖ As a general practice, refrain from funding emergency or disaster relief efforts.

## Conclusion

It is the Founder's hope that in a decade, a century or a millennium, the Institute, through its purpose-driven culture and people, will continue to be innovative and intellectually rigorous, operate efficiently, exercise humility, and remain dedicated to its Mission, acting as an agent of change and collaborating with many other organizations to favor transitions that benefit society as a whole, especially those who have been left behind in the course of human history.



*Guilherme Peirão Leal*