



BrazilFoundation

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BrazilFoundation Announces 2024 Gala

Celebrating Solidarity and Resilience through Brazilian Philanthropy

New York City, August 19, 2024 — The **Brazil**Foundation proudly announces its XXI New York Gala, set to take place on September 19, 2024, at the iconic Plaza Hotel in New York City. This year's gala will honor the spirit of generosity and resilience that defines Brazilian philanthropy, especially highlighted through the extraordinary public response to relief efforts for Rio Grande do Sul following the devastating flooding disaster earlier this year and honor those leaving a lasting legacy to uplift Brazilian society. Up to 400 guests are expected to attend from the business, philanthropic, media and diplomatic sectors.

“The **Brazil**Foundation is the leading philanthropic vehicle between Brazil and the U.S., and our annual fundraising Gala allows us to showcase the power of community and compassion,” said Rebecca Tavares, President and CEO of the **Brazil**Foundation. “We will pay tribute to the unprecedented philanthropic response from the Brazilian community and donors from across the world in light of the recent floods. A record for **Brazil**Foundation, we raised close to \$3 million USD from over 18,000 individual and corporate donors.”

This year, the **Brazil**Foundation will pay tribute to several remarkable individuals and organizations including:

- **Family Philanthropic Award:** An internationally renowned model and philanthropist, **Gisele Bündchen** is making a profound difference in Brazil through the Luz Alliance fund in partnership with **Brazil**Foundation. **Gisele** and her sisters – **Patricia, Gabriela, Rafaela and Raquel** – will be honored for their commitment to sustainable practices and contributing to the resilient rebuilding of communities in Rio Grande do Sul. The dedication of the Bündchen family is a source of hope and inspiration for all of us.
- **Corporate Leadership Award: Safra National Bank of New York**, led by President & CEO **Simoni Morato**, will be honored for the bank's philanthropic initiatives that both advance social causes in Brazil and strengthen the relationship between the U.S. and Latin America.
- **Empowering Women Award: *Mulher em Construção*** is being honored in recognition of their exceptional efforts to empower women through education and professional training in the construction industry and their humanitarian relief efforts throughout the floods. By promoting gender equality, economic independence, and career advancement, they are creating a more inclusive and diverse workforce, significantly impacting the lives of countless women and their communities.

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- **Innovation & Entrepreneurship Award: Instituto Caldeira**, instrumental in providing emergency rescue during the floods, will be honored for their outstanding efforts in fostering innovation and entrepreneurship, advancing the technology and startup ecosystem in Brazil, empowering countless entrepreneurs to realize their potential and creating a thriving hub that drives sustainable growth and positive change.

The gala will be an evening of elegance and inspiration, featuring a special program led by the MC's – **BrazilFoundation** ambassador and actress Flavia Alessandra and the first ballerina of the Dance Theatre of Harlem, Ingrid Silva – that includes a tribute to the remarkable response to the catastrophic floods in Rio Grande do Sul, a presentation of awards to the honorees, premier entertainment to be announced soon, and opportunities to support ongoing funding priorities of the foundation across its four main focus areas: environment and climate change, education, gender equity, and Black entrepreneurship.

Event Details:

- **Date:** September 19, 2024
- **Time:** 7:00 PM
- **Venue:** The Plaza Hotel, 768 Fifth Avenue, New York City

For more information about the event or to purchase tickets, please visit BrazilFoundation.org or contact the BrazilFoundation team at (212) 244-3663.

About BrazilFoundation:

BrazilFoundation is a nonprofit organization dedicated to promoting social change and development in Brazil. By supporting initiatives that address critical social issues, BrazilFoundation empowers individuals and communities to create lasting positive impact. Through its gala and other fundraising events, the foundation raises crucial funds to support its mission and honor those who contribute to meaningful progress. To date, the BrazilFoundation has supported close to 900 Brazilian Civil Society Organizations (CSOs) and has invested over \$50 million USD across Brazil.

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