



## **Alana announces historic BRL 300 million investment to transform girls' menstrual health and tackle pelvic pain and endometriosis**

*The funds will be fully deployed over 14 years in research, strengthening public policies, and cultural transformation, through a model that reflects the urgency and severity of the issue.*

**Brasília, May 2026** – Alana is taking a historic step in Brazilian philanthropy and, on International Menstrual Dignity Day (May 28), announced an unprecedented commitment: a BRL 300 million investment entirely dedicated to girls' menstrual health and to addressing pelvic pain and endometriosis. The official announcement took place during **a.if\_alana ideia fest**, an event that brought together specialists, public officials, civil society representatives, and girls from across Brazil in Brasília to discuss and advance concrete actions on the issue.

To ensure that these resources match the urgency the cause demands, Alana has adopted a financial model focused on spending down the funds within a defined timeframe (known in the philanthropic sector as a “spend-down” model). This means that the full amount will be invested over the next 14 years, with the goal of accelerating results and generating systemic impact now, improving quality of life for the current generation.

“The full amount will be dedicated to girls' menstrual health, with investments in research, public policies, cultural transformation, and social impact. It is the largest fund dedicated to this issue in the history of Brazilian philanthropy, designed to spend down its resources within a defined period of time,” said **Flavia Carvalho Doria**, CEO of Alana. “Our decision to concentrate this investment over the next 14 years is not accidental. It responds to the urgency of a generation that can no longer have its pain normalized,” she added.

### **Ending Systemic Invisibility**

The initiative emerges in response to an alarming structural gap in public policy: menstrual health, pelvic pain, and endometriosis remain neglected. Data show that endometriosis affects one in ten women and can take up to 12 years to be diagnosed. In addition, new research released by Alana in partnership with Instituto [Equidade.info](https://www.equidade.info) shows that 65% of girls report moderate to severe menstrual cramps, leading four in ten students to miss school every month. In adulthood, the impacts persist, resulting in an average loss of 10.8 working hours per week, directly affecting productivity, income, and professional trajectories.



The normalization of pain, historically treated as part of the female experience, obscures reality within healthcare systems. A recent study funded by Alana and conducted by Vital Strategies Brasil in partnership with the FrameNet Brasil Laboratory at the Federal University of Juiz de Fora (UFJF) analyzed data from more than 469,000 girls and women receiving primary healthcare services in the city of Recife.

The study found that pain appears frequently during medical consultations but rarely becomes an adequate clinical record, accounting for only 0.5% of official SUS records, although estimates suggest the figure should be closer to 9%. The same study shows that women experiencing pelvic pain seek primary healthcare nearly five times more often—averaging 24 visits during the period analyzed—and present a 43% higher incidence of records associated with violence, highlighting profound contexts of vulnerability.

To address this reality, Alana's strategy is based on systemic investment and structured around three complementary long-term pillars:

**Science, technology, and innovation:** supporting knowledge production, technology development, and the acceleration of diagnosis and treatment;

**Public policies and care systems:** institutional advocacy to integrate menstrual health into health, education, social assistance, and rights-based policies;

**Culture, education, and social mobilization:** transforming social narratives, combating stigma, and expanding education about the body.

“Menstrual dignity is an issue that must be addressed in decision-making spaces. This agenda needs to be structurally incorporated into public policies, rather than remaining a secondary issue,” said Doria. “This problem has implications across multiple dimensions, including health, the economy, education, and equity. There is no way to address it other than through a comprehensive protection agenda that requires institutional commitment.”

### **About Alana**

Alana is an ecosystem of socio-environmental impact organizations that promotes and inspires a better world for children. A sustainable, fair, inclusive, equal, and plural world. A world that celebrates and protects democracy, social justice, human rights, and children's rights with absolute priority. A world that cares for its peoples, forests, oceans, and air.



Alana is an ecosystem of interconnected and interdependent organizations working toward convergent goals guided by the United Nations Sustainable Development Goals. It brings together an Institute, a Foundation, and an Impact Entertainment Business Unit. It is a unique combination of education, science, entertainment, and advocacy that blends dreams and reality, research and popular culture, justice and development, coalition-building and dialogue, policy advocacy and powerful storytelling.

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