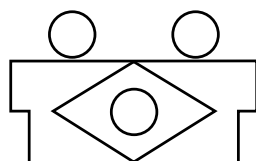




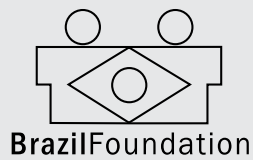
**2014  
GRANTEES**



BrazilFoundation

**WWW.BRAZILFOUNDATION.ORG**





## WHO WE ARE

BrazilFoundation is a nonprofit organization that mobilizes resources for ideas and actions that transform Brazil. We work with local leaders, organizations and a global network of supporters to promote equality, social justice and economic opportunity for all Brazilians.

## WHY WORK IN BRAZIL?

Brazil is a country of contrasts and despite its natural resources and a recent economic growth, the country has one of the worst income inequalities in the world. Marginalized communities throughout the country face lack of proper education, basic infrastructure and economic opportunity. Inequality is also higher based on gender and race.

The culture of philanthropy in the country is developing and we see great potential for social transformation by connecting and supporting those interested in creating positive change.

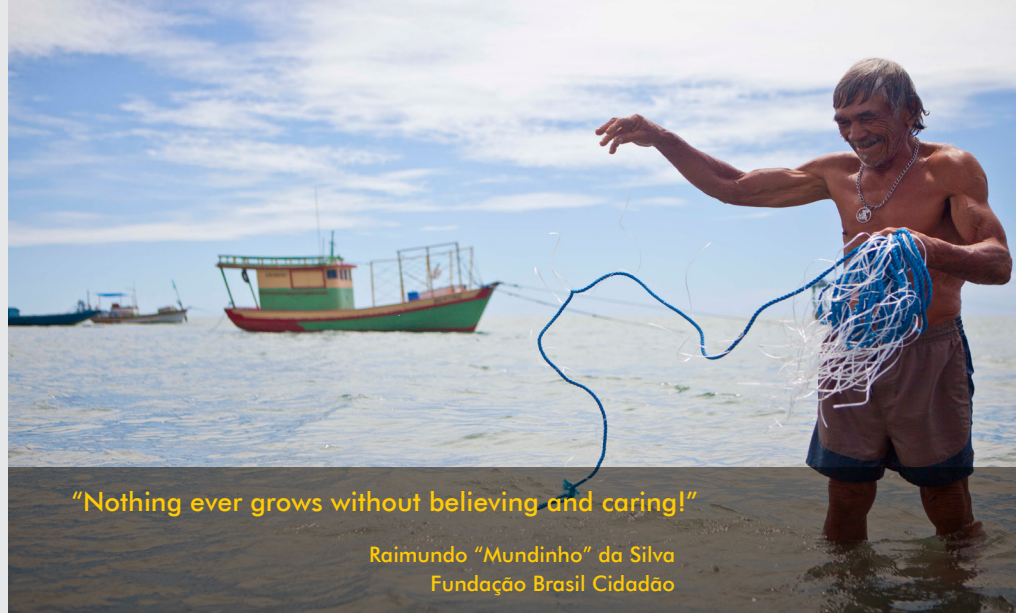
## OUR IMPACT



**400**  
projects funded  
in 26 states

**US\$35 M**  
mobilized

**1,400**  
leaders trained



"Nothing ever grows without believing and caring!"

Raimundo "Mundinho" da Silva  
Fundação Brasil Cidadão

## OUR MODEL

### BRIDGE FOR PHILANTHROPY

We promote the **culture of giving** among Brazilians in the Diaspora and back home. We act as a **philanthropic bridge** offering a reliable, transparent and tax-deductible mechanism for targeted social investment, including donor advised gifts and funds, legacy giving and strategic partnerships.

### STRATEGIC GRANTMAKING

The social landscaping in Brazil is diverse and changing and we focus on responding to the needs articulated by the communities where we work as well as setting strategies for specific themes and regions. We make grants in **five program areas**:



EDUCATION  
AND CULTURE



HEALTH



SOCIOECONOMIC  
DEVELOPMENT



HUMAN RIGHTS AND  
CIVIC ENGAGEMENT



SOCIAL  
ENTERPRISE

In addition, the Foundation has targeted funds for: **Women, Youth, Early Childhood**, and regional funds for **São Paulo** and **Rio de Janeiro**.

### COLLABORATIVE SUPPORT

More than just providing financial support, we **work very closely with our grantees** to ensure they have the **training, capacity and support** to scale sustainable solutions and become effective advocates on behalf of their communities.



Identify the  
best ideas

Leverage results and  
capacity through financial  
and technical support

Scale sustainable  
solutions

### TRANSPARENCY

Monitoring and reporting results lead the way to a more transparent social sector in Brazil. For its sound fiscal management, good governance, accountability and transparency, **BrazilFoundation** has received a 4-star rating from **Charity Navigator**.

## WHAT YOUR SUPPORT MAKES POSSIBLE

With your support, we can continue to inspire and empower people working for a more just Brazil.



### DIGNITY AND CARE FOR THE ELDERLY

Casa de Santa Ana  
Rio de Janeiro, RIO DE JANEIRO



"Our work helps the elderly in their recovery and self-discovery; it helps them realize a potential that they did not even know they had. This is reflected in their family as well."

Maria de Lourdes Brás, founder

**CASA DE SANTA ANA  
HAS BENEFITED  
OVER 480 PEOPLE IN  
THEIR COMMUNITY.**



### SUSTAINABLE USE OF RESOURCES IN THE SEMIARID

CEPFS  
Teixira, PARAÍBA



"Our objective is to help rural communities develop sustainably in the semi-arid of Brazil."

José Dias Campos, founder

**CEPFS HAS BENEFITED  
MORE THAN 70,000  
PEOPLE ACROSS 7  
MUNICIPALITIES  
IN THE SEMIARID.**



### PROMOTING LITERACY IN THE AMAZON REGION

Vaga Lume  
Amazon Region, AMAZONAS



"The Vaga Lume library and its books are really cool. At times, we don't have much to do so we meet here to read."

Ingrid, student, 13 years old

**VAGA LUME  
HAS CREATED 160  
COMMUNITY LIBRARIES,  
REACHING  
24,000 CHILDREN.**

## OUR PARTNERS

When we see opportunity to exchange resources and add value, we collaborate with organizations who share our vision.

We have been fortunate to count on **PARTNERS** such as: AVINA Foundation, Ford Foundation, Inter American Foundation, Tinker Foundation, Kellogg Foundation, Instituto HSBC Solidariedade, TAM Airlines, Tozzini Freire Advogados, Goldman Sachs, Banco Itaú, LCM Commodities, Votorantim, Crédito Agrícola, Audemars Piguet, Shopping Cidade Jardim JHSF, Tyco International, and Artefacto.

## JOIN US

We have an ambitious vision but we can't reach it alone. Your support allows us to act on our ideas and directly increase the impact our partners can make in the areas of the country with the highest needs. There are many ways to join our global community:

**DONATE • JOIN A CHAPTER • ATTEND AN EVENT • VOLUNTEER • SHARE YOUR STORY**

**New York**  
345 Seventh Avenue, suite 1401  
New York, NY 10001  
Tel: +1 212 244 3663  
newyork@brazilfoundation.org

**Rio de Janeiro**  
Av. Calógeras, 15 / 13º andar  
Rio de Janeiro, RJ 20030-070  
Tel: +55 21 2532 3029  
info@brazilfoundation.org

**WWW.BRAZILFOUNDATION.ORG**



## 2014 ASSOCIAÇÃO DE ESTUDANTES DE PARAMOTI

ESCOLA POPULAR

PARAMOTI  
CEARÁ



### Reviving the value of history and culture in the Paramoti region

Culture can be a powerful tool to mobilize people, especially when it leads to the revitalization of the history and collective memory of a region and when it helps construct the identity its people. All too often in small cities in Brazil, access to culture is very limited and television remains the main source of leisure and information. Although the Internet is becoming more available with the opening of LAN houses, access to the web in rural Brazil is still very limited.

Despite its few cultural options, Paramoti has a rich historical legacy that has led to its designation as the “City of Peace.” **EPC Paramoti** has proposed to rescue and preserve the culture of the city, by improving access to the cinema and the library, and by organizing exhibits on the history of the municipality.

### IMPACT

With support from **BrazilFoundation**, the project will:

- Create a schedule of cultural events for the community;
- Create a public awareness campaign that informs residents of their rich historical and cultural legacy;
- Reach 830 people directly and indirectly.

**830**  
people  
reached

**Expansion**  
of cultural offerings  
in the region

**Strengthening**  
local culture,  
traditions, and history



“ We hope to promote greater awareness and appreciation of Paramoti’s history for all those who participate in these activities. ”

Aurenir Luz, project leader





## 2014 ASSOCIAÇÃO FLORESCER

FLORESCER

TARTARUGALZINHO  
AMAPÁ



### Socioeconomic development through music

The Bom Jesus settlement is a farming village with a population of 600 inhabitants located 30km from the small city of Tartarugalzinho. The town lacks basic services including secondary schools, health services, and infrastructure for internet and telephones. Iria de Sá, the leader of the organization, taught the children and adults of the town how to read, and even fought for years to bring electricity to the settlement - electricity having only been available as of recently.

Music being one of the few cultural activities in the region, this project provides music lessons to 90% of the children and youth in the locality. 6 youths have graduated and are today teachers in other cities. Despite this, the small orchestra of 22 has a long waiting list, and depends on volunteer musicians from Macapá to teach the classes.

### IMPACT

With support from **BrazilFoundation**, Associação Florescer will:

- Provide instruments for students;
- Train 120 students between the ages of 8 and 23 from low-income families and vulnerable situations;
- Contribute to the personal development of students and their ability to work collaboratively;
- Offer the community cultural and leisure activities through public performances.

Musical  
training for  
**120**  
youth

Cultural  
activities  
for the community

Instruments  
for students



“ When human beings are valued, they are capable of exceeding themselves and achieving incredible things. ”

Iria Sá, organization leader



2014

## ASSOCIAÇÃO INCUBADORA SOCIAL GASTROMOTIVA

CURSO PROFISSIONALIZANTE EM COZINHA -  
EXPANSÃO SALVADOR  
[www.gastromotiva.org](http://www.gastromotiva.org)



### Professional culinary training for youth in Salvador

**Gastromotiva** opened its doors in 2006 under the leadership of social entrepreneur and chef David Hertz with the goal to promote social inclusion and professional guidance for young adults through the practice of gastronomy.

The organization trains youths to work in restaurants as assistant chefs and helps them enter the job market, while also encouraging personal development, career plans and entrepreneurship. After establishing schools in São Paulo and Rio de Janeiro, **Gastromotiva** is expanding to Salvador, Bahia to meet the great demands for professional training and take advantage of job opportunities in the city.

### IMPACT

With support from **BrazilFoundation**, the project will:

- Offer 280 hours lessons in gastronomy, citizenship and personal development to 50 low income students between 18 and 35 years old;
- Improve job market access by developing a job bank in gastronomy and providing career counseling.

**755**  
program  
graduates  
since 2006

**Expansion**  
to Salvador beyond  
São Paulo and  
Rio de Janeiro

**Improve**  
access to jobs  
and income generation



“ I love the course and I am learning a lot. I surprised myself  
in the world of gastronomy. ”

Diego Rodrigues, Gastromotiva student



2014

## INSTITUTO LUTHER KING DE ENSINO, PESQUISA E AÇÃO AFIRMATIVA (ILK)

MODERNIZAÇÃO PEDAGÓGICA DO  
CURSO PREPARATÓRIO PARA VESTIBULAR E ENEM  
[www.lutherking.org.br](http://www.lutherking.org.br)



CAMPO GRANDE

MATO GROSSO DO SUL

### Access to higher education for youths and adults in Campo Grande, MS

The city of Campo Grande in the “midwest” region of Brazil has a high level of inequality, which is reflected in the low levels of education of the most vulnerable populations, especially as it applies to students of African and indigenous descent. **Instituto Luther King** offers prep courses to 140 students per year, and also has a fund that offers scholarships to low-income, first generation college students.

The project supported by **BrazilFoundation** will train teachers in multimedia and classroom technology, which will, with the use of new didactic materials, create a modern pedagogical system to encourage learning. 20% of course spots will be reserved for students between 30 and 60 years old.

### IMPACT

With support from **BrazilFoundation**, the Instituto will:

- Hold teacher training workshops in technology practices for the classroom;
- Format didactic material for digital media;
- Prepare all students for the ENEM (the national high school evaluation program);
- Improve the quality of education so that 90% of enrolled students pass the university entrance exams .

# 100%

of students  
ready for ENEM

# 715

students  
pass college  
entrance exam

Train professors  
in use of  
technology



“ Having been a low-income student, my greatest dream is to ensure that this institution paves a way for other low income students to achieve dignity through education. ”

Aleixo Paraguassú, founder of ILK



## 2014 ASSOCIAÇÃO DOS MORADORES DO ASSENTAMENTO SÃO PAULO

ASSENTAMENTO SÃO PAULO

CANINDÉ  
CEARÁ



### Cultural activities and academic support for children in Canindé

Canindé, a municipality of 74,000 people in the interior of Ceará, has low literacy rates and few high schools, both of which contribute to the poor health and low education indicators in the region.

In 2010, a group of eight youths from the São Paulo settlement received an incentive award from **BrazilFoundation** to engage in a cultural exchange with the other organizations also receiving support over a two year period. Workshops were developed to teach dance, drama and study skills for 50 children living in the settlement. In 2014, the group overseeing the project in the settlement will continue these activities, while also renovating the project headquarters for the well-being and safety of the beneficiaries.

### IMPACT

With support from **BrazilFoundation**, the project will provide:

- Tutoring for 50 children and youth;
- Dance and theater activities that involve the entire community;
- Sewing workshops run by the women in the region;
- Renovations to headquarters to host activities.

Tutoring for  
**50**  
children and youth

Cultural  
activities  
for families



“ We teach contemporary dance in a way that makes  
every student feel good and proud ”

Francisco Santiago, 17 years old, project manager



2014

## PRECE – INSTITUTO CORAÇÃO DE ESTUDANTE

FUNDO DE INVESTIMENTO SOLIDÁRIO - FINS

[www.preceac.blogspot.com.br](http://www.preceac.blogspot.com.br)

PENTECOSTE

CEARÁ



### Community funds as a strategy for sustainable educational initiatives

PRECE came to be in the community of Cipó located in Pentecoste, Ceará, as an initiative of seven students who would gather at an abandoned manioc flour mill to study for the university entrance test. Despite being of older age than the average student, they all ended up gaining admission to college. After 20 years, this cooperative learning methodology and the EPCs (popular cooperative schools) has spread to 13 communities producing excellent results: 650 youth have gained admission to college. Many graduates went on to technical schools and some eventually opened up their own businesses.

At this moment, the main challenge of the cooperative schools is its long-term viability and the continuity of the services offered to the communities. The Fund for Solidary Investment (FINS) is a community-led crowd funding channel designed to fund projects proposed, designed and coordinated by the students themselves and EPCs.

### IMPACT

With support from **BrazilFoundation**, the project will:

- Develop a method for administering the FINS to sustain a network of EPCs;
- Benefit 100 students between the ages of 16 and 29 from rural communities in municipalities of the backlands of Ceará.

Benefit  
**100**  
students  
directly

Support  
youth  
initiatives

Sustainability  
for cooperative  
schools (EPCs)



“ Believe in people, invest in their dreams: this is the motto of FINS. ”

Antônio Adriano, project coordinator



## 2014 ASSOCIAÇÃO CULTURAL QUABALES - MÚSICA, CULTURA, ARTE, CIDADANIA E MEIO AMBIENTE

QUABALES  
[www.quabales.com](http://www.quabales.com)



### Music as a tool for social transformation

More than 150,000 people live in the neighborhoods of northeast of Amaralina in the city of Salvador, a community with high crime rates and drug trafficking, which offer very few cultural and educational opportunities for its residents.

**Quabales** was created by Marivaldo dos Santos, a musician born and raised in Amaralina, who now resides in New York City and has been part of the innovative international percussion group "STOMP" for 15 years.

**Quabales** utilizes a musical style that involves expression through body movements and the use of conventional and unconventional instruments, often made by the students themselves with recyclable material collected from the community.

### IMPACT

With support from **BrazilFoundation**, Quabales will:

- Expand access to cultural activities for 100 children in the region, providing a creative outlet that helps them develop their artistic skills;
- Encourage the community to reflect upon the rights and responsibilities of the family, community and school;
- Hold weekly workshops on percussion and expression, music theory, and constructing musical instruments from recycled materials;
- Help children gain self-respect, discipline, and develop independence, in effect improving their performance at school.

Musical education for

**100**  
low-income  
children

Civic engagement for

**100**  
families

Training  
future  
professional artists



“ The efforts taken to improve the life of a young person reverberate positively throughout the community and society. ”

Fernanda Mello dos Santos, project coordinator





## 2014 INSTITUTO SOCIAL BRASIL PARA TODOS – ISBRAPT

TRABALHO SEGURO, VIDA FUTURA



### Professional training and employment assistance for at-risk youth

In Paulista, a municipality of 300,000 residents on the coast of Pernambuco, a significant number of youth live in a condition of social vulnerability due to poor schooling, truancy, an unstructured familial environment, unemployment and lack of professional training. Many work informally or are simply unemployed.

The project looks to improve opportunities for 80 low-income youths by training them in workplace safety, ethics and citizenship. **ISBRAPT** will incorporate youth into the work force so that they can take advantage of the industrial jobs that are available in the region. More than 1,500 youths and adults have obtained the certifications from **ISBRAPT**, which has pedagogues, educators, social workers and psychologists on staff.

### IMPACT

With support from **BrazilFoundation**, the project will:

- Train 80 low income youth who are enrolled in the Workplace Safety course;
- Provide training in ethics and citizenship;
- Place graduates in the job market.

Professional  
training for  
**80**  
low income youth

Greater  
ethics,  
citizenship and  
career opportunities



“ People can’t imagine how important these projects are in the peripheries of town, and how they transform lives. I am an example of this. ”

Cicero Delhany, president of ISBRAPT



2014

## INSTITUTO TRANSFORMANCE: CULTURA & EDUCAÇÃO

GIRA-SOL: GESTÃO DE ENERGIAS VITAIS

<http://institutotransformance.wordpress.com/>

MARABÁ

PARÁ



Encourage  
youth leadership

Strengthen  
political  
activism  
in the community

Develop  
cultural,  
cooperative  
micro-projects

### Cultural activities to encourage youth leadership in Marabá Pioneira

The afro-indigenous community of Cabelo Seco is located in Marabá, one of the most violent cities in Brazil, whose problems are exacerbated by real estate speculation and environmental degradation. This project will turn the “Barraca de Cultura” – an initiative started by **Instituto Transformance** – into a reference point for youth and family assistance, which will then house 4 smaller cooperative projects related to dance, music, audiovisual arts, and libraries. These projects together will create educational materials on environmental science, an artist residence program, and bike rides that will involve residents in the neighborhoods.

**Instituto Transformance** has already developed and applied its youth and family assistance method in the Eldorado dos Carajás region, resulting in 90% of the participating youths becoming rural leaders and teachers, with opportunity to pursue higher education.

### IMPACT

With support from **BrazilFoundation**, the project will:

- Encourage youth leadership through artistic activities that develop leaders and teachers;
- Train youths in cultural administration and the arts;
- Transform the “Barraca de Cultura” into a reference point for youth and family in the community;
- Develop dance, music, AV, film and library micro-project cooperatives.



“ We, the ones trained by this project, are very happy because now we are known for our work and for what we have learned ”

Carolayne, project beneficiary



2014

## GRUPO SÓCIO-CULTURAL CÓDIGO

A COMUNIDADE E O TEATRO - OFICINAS DE TEATRO COMUNITÁRIO DO GRUPO CÓDIGO



JAPERI  
RIO DE JANEIRO

More than  
**1000**  
people  
reached through theatre

Cultural access  
for youth

Stronger  
cultural initiatives  
in Baixada Fluminense

### Theatre workshops to promote art and civic engagement in Baixada Fluminense

The city of Japeri is ranked 78th out of 92 municipalities in the state of Rio de Janeiro in the latest Human Development Index (HDI). In addition to this low ranking, the city lacks cultural initiatives – offering few public spaces to its residents for cultural activities.

**Grupo Sócio-Cultural Código** works with community theatre and Brazilian performing arts, known for its strong ideological messages and great capacity to mobilize people. Japeri's community theatre arose from the need to discuss social issues local to low-income neighborhoods. By providing residents access to community theatre, the theatre helps to revive local history and cultural values, and encourages discussion on controversial issues.

### IMPACT

With support from **BrazilFoundation** in 2013, the project successfully:

- Increased the number of performances put on by Grupo Sócio-Cultural Código;
- Held theatrical workshops on social issues for 56 people of various ages;
- Reached over 1000 people through theatre presentations produced from workshops;
- Involved more youths in its theatre classes, who applied their lessons learned in the community.



“The partnership with BrazilFoundation was very fruitful; we met with other project managers from the region, learning together and sharing experiences.”

Jorge Braga Jr, leader of the organization



2014

## OBSERVATÓRIO DE FAVELAS

ESCOLA POPULAR DE COMUNICAÇÃO CRÍTICA

[www.observatoriodefavelas.org.br](http://www.observatoriodefavelas.org.br)



MARÉ

RIO DE JANEIRO

### Youth engagement through community media in Maré

**Observatório de Favelas** was created in 2001 in the Complexo da Maré, one of the largest favelas in Rio de Janeiro. It began as a civil society organization providing research and consulting services, aimed at developing awareness and understanding about the policies affecting the favelas and concerning urban living.

The ESPOCC (Escola Popular de Comunicação Crítica) began as a project of the Observatório in 2005, aimed at training youths and adults from the favela in the communications field, preparing them as critical thinkers and knowledge “multipliers”. Having acquired these skills, these students have greater employment prospects upon entering the job market.

### IMPACT

With support from **BrazilFoundation**, the project will:

- Develop the skills of 90 students in digital and audiovisual media;
- Offer 420 hours of classroom instruction for youths in Rio de Janeiro;
- Produce digital materials such as documentaries and other media for activism.

90

youths

trained in digital media

420

hours

of classroom instruction

Production of  
digital materials



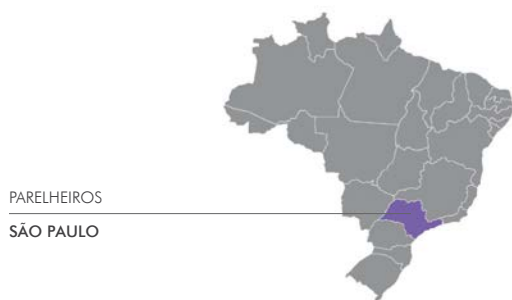
“ Civil society needs to find its place in public matters. We must stop being spectators, and instead become leaders, organizing and building bridges for a more active citizenry. ”

Eduardo Alves, ESPOCC coordinator, Observatório director



## 2014 ASSOCIAÇÃO CULTURAL FILHOS DA CORRENTE

RESGATANDO E CONSTRUINDO  
NOSSA CULTURA  
[www.filhosdacorrente.blogspot.com.br](http://www.filhosdacorrente.blogspot.com.br)



Growth from  
60 students to  
**1200**  
students

Trained  
**20**  
instructors  
and students  
in conflict management

Became a  
"Cultural Reference"

### Capoeira and civic engagement:

#### Integrated development for youths on the outskirts of São Paulo

The region of Parelheiros, in the far southern end of the city of São Paulo has high rates of violence and poverty. Residents have no access to cultural resources, areas of leisure, or public assistance services.

The **Associação Cultural Filhos da Corrente** was created in 1995 to promote public access to sports and to social and cultural activities. Filhos da Corrente also encourages the civic engagement of at-risk children and adolescents, while creating means for them to grow up as healthy individuals. The organization offers these youths, including some who are under correctional supervision, capoeira workshops and cultural activities.

By training capoeira instructors and students in conflict resolution skills, the organization has managed to grow. This project was funded by BrazilFoundation in 2013. In recognition of its excellent results, it will continue to receive support in 2014.

### IMPACT

With support from **BrazilFoundation** in 2013, the organization managed to:

- Expand its classes from 1 to 8 centers, growing its student body from 60 students to 1200;
- Develop the social, music, and motor skills of its students;
- Educate 20 students and capoeira instructors on topics of youth and children's rights;
- Develop partnerships and establish itself as a "Cultural Reference" (ponto de cultura).



“ The partnership between Filhos da Corrente and BrazilFoundation yielded many good results. Thanks to this partnership, our project grew even more. ”

Renato Alexandre (Mestre Magrão), organization leader



## 2014 INSTITUTO DE PESQUISAS EM TECNOLOGIA E INOVAÇÃO – IPTI

CLOC (CRIATIVIDADE – LÓGICA –  
OPORTUNIDADE – CRESCIMENTO)

SANTA LUZIA DO ITANHY  
SERGIPE



### Training in Logic and Java Programming

Santa Luzia do Itanhhy, one of the poorest cities in Brazil, has one of the lowest HDI standings, ranking 5,345th out of 5,565 municipalities. Having around 13,000 residents, 75% of families from Santa Luzia do Itanhhy depend on welfare programs from the state and federal government.

When the organization moved from São Paulo to a village in Santa Luzia do Itanhhy in 2009, IPTI created a software development model based on art, science and technology. The goal of IPTI is to mobilize teenagers and youths in the city and create opportunities for those youths who would otherwise move to large cities in search of work, training the youth in their development model. IPTI was supported by BrazilFoundation in 2013 and benefited 270 students, eight of which learned Java and now possess skills to obtain a job or launch a business in the growing job market in Santa Luzia do Itanhhy.

### IMPACT

With support from **BrazilFoundation**, the project will:

- Provide 100 hours of training on subjects related to Java programming;
- Offer an 8-hour course in computer maintenance;
- Create opportunities for adolescents and youth to find skilled work.

# 270

students  
benefited

Capacity-building  
using Science  
and Technology

# 100

hours  
of training



“ One of the student’s mothers always gets emotional when she talks to the teachers; she is thankful for the special opportunity that her son had to graduate from this project. ”

Saulo Faria, project coordinator





2014

## UNIVERSIDADE DA CORRERIA

UNIVERSIDADE DA CORRERIA  
<https://pt-br.facebook.com/UniCorre>



RIO DE JANEIRO  
 RIO DE JANEIRO

### Entrepreneurship and Social Innovation in Low-Income Neighborhoods

**Universidade da Correria** began out of the desire to encourage a culture of entrepreneurship and innovation, was born in Complexo da Maré. The idea emerged in 2011 from a creative entrepreneur from a low-income community who proposed collaborations between small entrepreneurial communities. The idea was for these entrepreneurs to share knowledge on topics such as business and social enterprise, as well as their own business ideas.

**Universidade da Correria** offers courses using a learning methodology focused on creating models and prototypes, and implementing business plans. This approach brings together people of various social strata to build collaborative networks. These courses, which include both in-classroom activities and distance learning, are held both in Rio de Janeiro and São Paulo.

### IMPACT

With support from **BrazilFoundation**, the Universidade da Correria will:

- Begin a new term of 20 young people in low-income communities;
- Provide consulting and theoretical and practical classes for each entrepreneur;
- Help at least 30% of businesses join the formal sector;
- Hold the event “Gambiarra Startup” focusing on pitches for entrepreneurs and investors.

20

low-income youth  
 strengthened as entrepreneurs

Social innovation  
 for a youth network



“ Rather than ‘teaching’ someone how to do business, the project wants to instill in someone the desire for leadership and the creative process. ”

Dinho, founder of Universidade da Correria



2014

## CASA DA ÁRVORE

CUIDANDO DE QUEM CUIDA:  
PROJETO DE FORMAÇÃO PARA PROFISSIONAIS  
DE CRECHES COMUNITÁRIAS  
[www.casadaarvore.com.br](http://www.casadaarvore.com.br)



RIO DE JANEIRO  
RIO DE JANEIRO

### Training caregivers at

#### community daycare centers in Rio de Janeiro

**Casa da Árvore** was started in 2001 to support parents, families, educators and health care providers in communities in precarious social situations. The objective was to help these people create a favorable environment for the healthy development of children by encouraging social relationships that foster the mental well-being of children and that mitigate the negative mental effects of violence.

The organization works in collaboration with local daycare centers, offering training classes for educators. Today, one of the greatest challenges faced is the lack of investment in preparing these educators adequately. A good number of them are women who live in the communities and are at a disadvantage because they have not developed the necessary skills to work in this field.

### IMPACT

With support from **BrazilFoundation**, the project will:

- Train 32 professionals in childhood education from the day care centers;
- Offer workshops, talks and study groups on childhood care;
- Strengthen support system for 4 daycare centers that attend to 206 children between the ages of 0 and 6;
- Improve the quality of care for young children.

Train  
**32**  
professionals  
in childhood education

**206**  
children  
assisted indirectly

Strengthen support  
for 4 centers



“ We believe that placing yourself in the shoes of another is essential in order to change the attitudes of educators. ”

Julia Milman, coordinator at Casa da Árvore

## 2014 FUNDAÇÃO LAR FELIZ

CRESCI, E AGORA?

<http://www.larfeliz.comunidades.net/index.php>



### Thematic workshop for teenagers at-risk of violence and sexual exploitation

The people of Malhada, Juazeiro live in conditions of considerable hardship, with the principal source of income being the assistance program provided by the government. Basic sanitation, clean water, garbage collection and paved roads are absent in the community. The statistics for violence and infant mortality are high, and most of the homes are single room and made of wood or paperboard. In this environment, children and adolescents become sexually active at a very young age and lack orientation. Sexual exploitation, abuse, and teenage pregnancy are a common reality in this community.

### IMPACT

With support from **BrazilFoundation**, the project will:

- Hold workshops for adolescents between the ages of 12 and 17 on sexual and reproductive health, future employment, and financial responsibility;
- Offer activities in collaboration with the Brazilian equivalent of the Child Protection Agency;
- Help adolescents gain independence and provide access to education that will improve their professional prospects.

Provide  
counseling for  
**50**  
adolescents

**Workshops**  
on sexual and  
reproductive  
health

**Prevention**  
of sexual abuse



“ There is a serious problem with sexual exploitation here. Many girls between the ages of 12 and 13 don’t have hope for a better life. ”

Tia Ressu, head administrator of Lar Feliz



## 2014 CASA DO ZEZINHO

OFICINA DE SEXUALIDADE  
[www.casadozezinho.org.br](http://www.casadozezinho.org.br)



Sex-ed for  
**300**  
adolescents

**4**  
workshops  
for parents, adolescents  
and educators

**Prevent**  
STDs, sexual assault  
and unplanned pregnancies

### Workshops for adolescents on leading healthy and responsible lifestyles

**Casa do Zezinho** opened its doors in 1993, and presently attends to about 1,500 children and adolescents per day, improving their lives in various ways through education. The organization is located in the “Triangle of Death” region on the outskirts of São Paulo where 350,000 people live in favelas.

The Casa helps children and youth who live in conditions of great vulnerability below the poverty line. Living in precarious homes and in an environment of constant violence, these children also have limited access to cultural activities.

The lack of privacy and family structure leads adolescents to engage in premature sexual behavior, whose consequences are exacerbated by the lack of sexual education, thus contributing to a high number of cases of sexual abuse and teenage pregnancy.

### IMPACT

With support from **BrazilFoundation**, the Casa do Zezinho will:

- Educate 300 adolescents between the ages of 12 and 16;
- Contribute to demystifying taboos and prejudices;
- Teach students about STDs, their risks, and about preventing unplanned pregnancies;
- Offer orientation to young parents.



“ Our pedagogy of informal education offers ten thousand children and adolescents a means to realize their dreams. ”

Maria Corina Gama de Macedo, executive director and general supervisor at Casa do Zezinho.

2014

## ASSOCIAÇÃO COMUNITÁRIA DOS MORADORES DE MANDASSAIA II

MULHERES RURAIS ATUANDO NO DESENVOLVIMENTO SUSTENTÁVEL E GERAÇÃO DE TRABALHO E RENDA

RIACHÃO DO JACUIPE

BAHIA



### Center for income generation for rural women

The community of Mandassaia, with only 78 households and 180 inhabitants, only has a market and a bar in the center of town, and there are few opportunities for work in the area. The region suffers from long drought spells that cause inhabitants to migrate to nearby cities in search of a better life. The Association was founded in 1997 to propose alternative solutions for the sustainable development of the community.

The Association will acquire new equipment and build a headquarters for women who produce sweets, cakes and cookies, so that they can become more productive, generating opportunities for women, and offering incentives for youth to remain in the community.

### IMPACT

With support from **BrazilFoundation** the organization plans to:

- Increase household income and productivity by marketing products in neighboring communities;
- Extend the production model to include more families;
- Facilitate the creation of associations.

Valuing the  
work of local women  
and youth

Extend the  
production model  
to include more families

Encouraging  
local entrepreneurship  
and associations



“ We are only representatives. We are a bridge linking the community to the public policies to which they are entitled. That is not a privilege, but a right. ”

Tainá de Lima Matos, project manager

## 2014 INSTITUTO CULTURAL CAPOBIANCO

TUPANA – LENDAS, MADEIRA, PALHA – MEMÓRIA  
<http://www.institutocapobianco.org.br/>

CAREIRO CASTANHO  
(SÃO PAULO, SP - SEDE)  
AMAZONAS



### Interaction, history and income generation on the river bank communities of the Tupana River

The community of Santa Izabel in the Amazon is located in the Careiro Castanho municipality 102 km from Manaus on the banks of the Tupana River. The region has not suffered the ill effects of deforestation and is therefore rich in wood, fruits and wild animals. However, local artisanal production is minimal and poorly structured, and so industrial products dominate the city markets.

**Instituto Cultural Capobianco** has created a model for artistic entrepreneurship, supporting 21 local artists in the production and commercialization of products of straw and wood. The purpose of this model is to rescue the local culture and identity and promote artisanal production.

### IMPACT

With support from **BrazilFoundation** the project will:

- Create an appropriate infrastructure for collective artisanal production;
- Strengthen links among artisan groups and engage new members;
- Establish commercial ventures and promote their products;
- Launch a website to sell artisanal products;
- Promote intergenerational exchanges.

Prepare  
**21**  
artisans  
to produce  
and sell products

Value  
local history  
and cultural  
identity

Promote  
income  
generation



“ We believe in the exchange of knowledge, in a way that encourages transformation in people. ”

Thiago Azambuja, project coordinator



2014

## ADETT – ASSOCIAÇÃO DE DESENVOLVIMENTO TECNOLÓGICO DE TAUÁ

EMPREENDEDOR DIGITAL

TAUÁ  
CEARÁ



Train  
**100**  
youths

in the diverse  
areas of IT

**400**  
people  
impacted indirectly

**5**  
startups and  
cooperatives  
incubated in 6 months

### Income generation for youth in the semiarid of Ceará through technology

In the past few years, Tauá, a city in the interior of Ceará with 55,000 inhabitants – half of which live in a rural setting – surprised many by being designated one of Brazil's "Innovative Cities."

Recently ranked 14th in the list of top digital cities in Brazil by the magazine *Wireless Mundi*, Tauá has attracted even greater attention from technology and communications companies, by creating a favorable environment for digital entrepreneurship. The demand for tech jobs in the region is on the rise.

ADETT, in partnership with the local government, trains youths and adults for the workforce by offering IT courses and by teaming up with tech incubators that teach coding and software and app development, fostering interpersonal, professional and entrepreneurial development.

### IMPACT

With support from **BrazilFoundation**, the project will:

- Take advantage of employment opportunities in IT for income generation;
- Train 100 youths in the diverse areas of IT, reducing youth migration to large cities;
- Launch 5 IT startups and cooperatives to incubate at ADETT for 6 months;
- Contribute to the innovation, intellectual capital, and social and economic growth of the region.



“ The young participants who once struggled in a climate that had made agricultural work challenging can now generate income in IT. ”

Elvis Gonçalves, project coordinator

## 2014 LOVEFÚTBOL BRASIL

ARENA SOCIAL DE ALIANÇA  
<http://www.lovefutbol.org/>



### Creation of community soccer pitches to catalyze social change

Residents of low income communities in Recife, Pernambuco, do not have access to open, public spaces that are safe and adequate for leisurely activity. As a result, the community lacks a sense of autonomy, and there is low community spirit.

**LoveFútbol** believes that it can encourage social change and strengthen community spirit by creating fields for playing sports. Created by a young American, **LoveFútbol** is headquartered in Washington D.C. and has been mobilizing communities and developing safe places to play sports in Brazil since 2011. The organization has received prizes for its work, its methods already having been applied with great success in other countries.

### IMPACT

With support from **BrazilFoundation**, the project will:

- Build one community indoor soccer court for 1,100 children and youth
- Increase community participation;
- Work as consultants supporting the community in this undertaking;
- Involve 140 adults and community leaders in the construction and administration of the courts;
- Create a platform for a development program (education, health, etc.) in partnership with other organizations.

Benefit  
**1,100**  
children and youth

**70%**  
of children  
in community have  
a safe place to play

Mobilize  
**140**  
adult volunteers



“ A soccer court from LoveFútbol is more than a place to play; it serves as a tangible and lasting symbol of the community’s strength. ”

LoveFútbol Brasil

2014

## MMNEPA - MOVIMENTO DE MULHERES DO NORDESTE PARAENSE

FORTALECIMENTO DE INICIATIVAS DE  
MULHERES EMPREENDEDORAS: CONSTRUINDO  
E DISSEMINANDO SABERES EM AGROECOLOGIA  
[www.mmnepablog.blogspot.com.br](http://www.mmnepablog.blogspot.com.br)

CAPANEMA

PARÁ



### Income generation for rural women through the sustainable production of food

Created in 1993 in Pará, **MMNEPA** encourages and promotes the participation of women in the social and political life of the region, especially in the struggle to improve the quality of life and work in rural communities. The organization promotes sustainable development throughout the state by enhancing the capacity of women to contribute to agricultural production of the region, as well as the commercialization of food products.

### IMPACT

With **BrazilFoundation's** support, MMNEPA will:

- Train 100 families in beekeeping and farming;
- Strengthen the administration of the organization by offering training in collaboration and entrepreneurship;
- Hold two modules with trained professionals from partner organizations and specialists;
- Provide support for families participating in local fairs.

Train  
**100**

women  
in beekeeping  
and farming

Scale production  
and distribution of  
**products to markets,**  
guaranteeing a higher  
generation of income

Strengthen  
family farming



“ Before participating in the activities of MMNEPA, I was even afraid to speak. Today I am responsible for supporting my family. My life changed completely. ”

Nizete, project beneficiary



## 2014 AMINA - ASSOC. DE MULHERES INDEPENDENTES NA ATIVA

AS MARRUÁS PANTANEIRAS  
E SEUS DOCES CASEIROS



### Income generation for women victims of domestic violence in the Pantanal region

The **Associação de Mulheres Independentes na Ativa (AMINA)** was created to promote the social, economic, and cultural development of individuals and families ordinarily excluded from society and who live in a condition of vulnerability and risk (principally women who have suffered from domestic violence) in the neighborhoods and villages of Anastácio, MS.

**AMINA** works to restore the self-esteem of women who have suffered domestic violence but have escaped the situation and must now provide for themselves. These women have often received little formal education. AMINA offers training courses in cooking, sewing, information & technology and baking.

### IMPACT

With support from **BrazilFoundation**, the project will:

- Create income-generating opportunities through the baking of homemade sweets that will improve the family budgets of 20 women who were victims of domestic violence;
- Renovate the organization's kitchen for it to pass health inspections;
- Teach nutrition courses to 200 women from the low income communities;
- Produce packages for the commercialization of the sweets and baked goods.

Train  
**200**  
women  
in nutrition

Renovate the  
organization's  
kitchen

Produce packages  
to sell sweets  
and baked goods



“ When I first came to AMINA, I suffered from depression because I had been a victim of domestic violence. AMINA changed my life. Today I am happy, I teach and I can support myself. ”

Maria José, AMINA associate

2014

## ASPROBROAS – ASSOCIAÇÃO DE MULHERES PRODUTORAS DE BROAS E OUTROS PRODUTOS ALIMENTÍCIOS DA AGRICULTURA FAMILIAR DE TABOQUINHA E LAGOA DO MATO

MELHORIA DA RENDA FAMILIAR ATRAVÉS DA CRIAÇÃO DE GALINHA CAPIRA



# 15

women  
generating income

Building the  
structure for  
poultry farming

Improving the  
quality of life  
for 15 rural families

### Income diversification for family farms in Alagoas

ASPROBROAS was started in 2010 to promote social actions that lead to income generation and strengthening of sustainable family farming in Arapiraca, Alagoas. ASPROBROAS provides professional training for women to form productive networks, which helps to empower these women and essentially improve the overall quality of life in the region. The project plans to create a new course in the “creation of associations” and free range chicken farming for 15 women between the ages of 25 and 50.

### IMPACT

With support from **BrazilFoundation**, ASPROBROAS will:

- Offer a new course in the “formation of associations” and free range chicken farming for 15 women farmers between the ages of 25 and 50;
- Build the structure for poultry farming;
- Improve the quality of life for the women assisted by the organization;
- Encourage the diversification of production and the increase of family income.



“ Our association will be strengthened by another productive activity, and we will be protagonists in these improvements for our families and communities. ”

Maria Aparecida da Conceição, member of ASPROBROAS

2014

## ASSOCIAÇÃO DOS PEQUENOS AGRICULTORES DO POVOADO DE LAGOA DA BAIXA

ROÇA PRODUTIVA



Guidance for  
**60**  
small-scale farmers

**4**  
farms  
organized

Increased income  
for all participating families

### Economic development through family farming in Cansanção, Bahia

There are few opportunities for employment in the city of Cansanção. Because there are no businesses or commercial centers in the city's vicinity, the town hall is the principle employer for the local residents. The main sources of income for residents in this town are retirement plans, pensions, and governmental cash-transfer programs. Due to the lack of employment opportunities, the region's youth migrate to larger urban centers in search of work.

The Association promotes community-based socioeconomic development through activities that strengthen communities and increase family income, with special focus on family farming.

This project received the **BrazilFoundation** Incentive Award in 2013 and will receive continued support in 2014.

### IMPACT

With support from **BrazilFoundation** in 2013, the Association successfully:

- Directly benefited 60 small-scale farmers in the region, a number higher than expected, orienting them on farming and product commercialization;
- Organized 4 farms, installing systems for raising chickens, goats and pigs;
- Formalized a partnership with the municipal government, being included in a program for acquiring food;
- Ensured steady income for families in Cansanção through an agreement with the local government;
- Increased the income of all participating families.



“ I cried the day I learned that the project would be funded and I could realize my dream to farm. I am very grateful for this support. ”

Luzinete, project beneficiary



2014

## ADEL – AGÊNCIA DE DESENVOLVIMENTO ECONÔMICO LOCAL

NÉCTAR DO SERTÃO

PENTECOSTE  
CEARÁ



### Encourage community development and environmental conservation through sustainable honey farming

Since 2009, **ADEL** has developed strategies to provide economic opportunities and social inclusion for more than 400 youths who live in the rural areas of the Rio Curu in Ceará. By promoting conditions for a productive and dignified future for rural youth, **ADEL** prevents youth flight in search of new opportunities in large cities.

The Néctar do Sertão project will help develop the network of honeycombs with bees native to the region, by encouraging and assisting 30 youths to start honey farming businesses. The purpose is to promote the involvement of the small lot producers in the more advanced stages of the honey making enterprise, aside from incentivizing more lucrative activities.

### IMPACT

With support from **BrazilFoundation**, the organization will:

- Develop action plans for each business;
- Hold workshops on social action, honey farming and commercialization techniques, along with farming and principles of cooperative markets;
- Implement rotating funds;
- Create and maintain a regional network of honey farmers, encouraging the formation of a cooperative or association with a long term vision.

### Business plans

eligible for  
seed funding

# 30

rural youths  
farming honey

### Regional network

of honey farmers



“ ADEL has always valued and believed in young people as essential for changing the reality in the semi-arid. ”

Wagner Gomes, administrator at ADEL

2014

## CASA DA CRIANÇA E DO ADOLESCENTE

BRINCALHONA

<http://www.casadacriancaedoadolescente.wordpress.com/>



VOLTA REDONDA

RIO DE JANEIRO

**4,600**  
children  
attended in  
one year

Map the needs for  
**special assistance  
and protection**  
(cases of disability or  
cases of violence)

Defending child  
and adolescent rights

### Assistance and protection for child and adolescent victims of violence

**Casa da Criança e do Adolescente** was created to support children and adolescents from the municipality of Volta Redonda, where communities show a high rate of human rights violations and violence against children and adolescents. There is a great demand for assistance and protection services for victims of social and domestic violence. Founded in 1996, the Casa assisted more than 600 children in its first two years; today, it assists more than 4,000 children and adolescents per year.

To offer support for the victims, the **Casa da Criança e do Adolescente** created the "Brincalhona" program, a mobile toy exchange that will be implemented in 40 communities that are in a state of extreme vulnerability; the purpose is to identify potential cases of violence or abuse by having kids interact with toys and games. After mapping behavior patterns according to this technique, home visits to selected families will be scheduled for diagnostic purposes and for closer monitoring and assistance.

### IMPACT

With the support from **BrazilFoundation**, the project will:

- Encourage children to play;
- Compile lessons-learned based on the observed interactions;
- Promote the discussion of concrete questions on the daily lives of these children;
- Map the need for special assistance of children and educate family members so that they may address disabilities with eyesight, cognition, communication and issues with domestic violence.



“ While violence against our children and impunity exist side-by-side, we will continue to do our best so that these children and their families have support. ”

Sister Elizabeth Alves, president of Home for the Child and the Adolescent

2014

## CRJPS – COLETIVO REGIONAL JUVENTUDE E PARTICIPAÇÃO SOCIAL

JUVENTUDE CONSTRUINDO CAMINHOS, TRILHANDO UMA HISTÓRIA – A EXPERIÊNCIA DOS COLETIVOS DE JOVENS

TUCANO  
+ 12 CITIES  
BAHIA



Regional  
workshops for  
**65**  
youths

Influence  
public  
policy  
affecting youths

**35%**  
increase in  
number of  
participants

### Youth and public policy in the semi-arid of Bahia

CRJPS was created in 2004 to train and mobilize young leaders as activists for public policies affecting youth in the semi-arid “sisal” region of Bahia, an area in Brazil calling for grassroots activism to uphold rights.

With support from **BrazilFoundation** in 2009, **CRJPS** helped pass several amendments in the city budget concerning policies on sports, culture, education and income generation for youth.

Because of **CRJPS** many young people have secured positions in different social, private and government entities. The project’s objective is to support knowledge sharing between these young leaders through technical training in sociopolitics for 13 youth collectives in the semi-arid of Bahia.

### IMPACT

With support from **BrazilFoundation**, the project will:

- Hold regional workshops to help the collectives mobilize and grow in size;
- Advocate for more effective public policies concerning youth of the semi-arid;
- Increase the number of participants in collectives by 35%, to strengthen the collective’s “multiplier effect;”
- Directly benefit 65 youths between the ages of 16 and 29;
- Produce a booklet on methods used by collectives on grassroots activism.



“ We grew greatly in the past years with the rise of young leaders holding positions at different levels in the social, private and public sectors. ”

Dailson Andrade Santos, project coordinator

## 2014 ESCOLA DE GOVERNO DE SÃO PAULO

SEMINÁRIOS PARA OS CONSELHEIROS  
PARTICIPATIVOS - SÃO PAULO  
<http://www.escoladegoverno.org.br/>



SÃO PAULO  
SÃO PAULO

# 5

**workshops**

on politics and civic  
engagement in São Paulo

Train

# 1,113

popular council advisors

Greater

**transparency in  
public organizations**

in São Paulo

### Training public council advisors from the city of São Paulo

**Escola de Governo** opened in 1992 to promote changes in Brazil's political environment by working with public officers and administrators. The organization offers courses on topics such as human rights, democracy, and public administration.

Recognizing the importance of Participatory Municipal Council of São Paulo (Conselho Participativo Municipal de São Paulo) for the citizenry to exercise its rights, the organization works directly with the city's public council advisors. The Council is an independent, civil society organization that ensures the direct participation of society in the planning and monitoring of public expenditures.

### IMPACT

With support from **BrazilFoundation**, the project will:

- Hold 5 workshops with the city's 1,113 public council advisors throughout the greater São Paulo region to discuss topics such as: active civic engagement, decentralization, inequality in the city, and public budgets;
- Continue to guide recently-elected public council advisors serving locally in São Paulo;
- Stimulate dialogue between the Council, civil society, and the public sector on how to tackle issues such as administrative transparency, responsible use of public funds, quality of life, and the development of public policies.



“ There is a great need in Brazil to invest in efforts that strengthen democracy. In this respect, we must encourage political education. ”

Maurício Piragino, project coordinator



2014

## INSTITUTO DE FISCALIZAÇÃO E CONTROLE

AUDITÓRIA CÍVICA NA SAÚDE

<http://www.adoteummunicipio.org.br/novo/>



Increasing  
**access to  
information**  
on government  
administration

Greater  
**community  
involvement**  
in public health

Stronger  
**Health Council**  
in Planaltina

### Giving the people a say in public expenditures in Brazil

**Instituto de Fiscalização e Controle** was established in 2004 to promote transparency and civic engagement by encouraging the public to monitor government agencies and their administration. It encourages the monitoring of public expenditures both at the civil society and governmental level. It also promotes dialogue and knowledge-sharing on public expenditures through a series of real life events, such as awareness walks and debates. Furthermore, they have also created an online platform to monitor the performance of government officials.

Brazil's public health system (Sistema Único de Saúde) is monitored by state-run organizations that inspect the system for structural problems and fraud. Unfortunately, these organizations do not consider other issues such as the quality of health services provided or patient satisfaction.

### IMPACT

With support from **BrazilFoundation**, the project will:

- Develop and implement an online tool that allows the public to monitor the quality of the Family Health Program (Programa Saúde da Família) in the city of Planaltina, Goiás;
- Grant the public access to data on: available health services, reviews of physicians, managers and patients at a particular health facility;
- Strengthen the Planaltina Health Council (Conselho de Saúde de Planaltina);
- Provide data for civil entities and public authorities on the local Health Council's performance;
- Train nursing students and members of the Planaltina Health Council to analyze the performance and structure of the Family Health Program.



“ If the citizen has the responsibility to remain informed on the councilman who he elects, the councilman must also perform his job and do it transparently. ”

Diego Ramalho Freitas, social mobilizer at the Instituto

## 2014 REPÓRTER BRASIL – ORGANIZAÇÃO DE COMUNIDADES E PROJETOS SOCIAIS

PROMOÇÃO DOS DIREITOS HUMANOS NO  
SETOR SUCROALCOOLEIRO  
<http://reporterbrasil.org.br/>



SÃO PAULO  
SÃO PAULO

# 40

leaders

trained to combat  
slave labor

Mobilize  
social and political  
leadears  
to respect  
human rights

Increase  
awareness  
on human rights  
violations

### Leadership training and combatting slave labor in the sugarcane and ethanol industry

**Repórter Brasil** was established in 2001 to stimulate reflection on and take action against human rights violations in the workplace in Brazil, and today is one of the leading sources of information on the state of human rights and slave labor in the country. Their reporting, investigative journalism, and research have been used by leaders in the business, public, and third sectors to enforce human rights compliance in the various sugarcane supply chains in Brazil and abroad.

**Repórter Brasil** has developed a system for monitoring supply chains that involves investigating and analyzing social, labor and environmental issues in trade relations. The organization then disseminates the investigative reports freely, in order to bring as many violations as possible to the forefront of the agenda in Brazil.

### IMPACT

With the support of **BrazilFoundation**, the project will:

- Conduct field research on human rights violations in the sugarcane and ethanol industry;
- Produce and publish reports and booklets on slave labor and socioeconomic conditions of sugarcane production;
- Train 40 social leaders and educators from the sugarcane region in the state of São Paulo on promoting human rights and combating slave labor.



“ The sugarcane industry is expanding into new areas of the country. The time is now for the people to demand that this expansion occurs while respecting workers’ rights. ”

Marcel Gomes, project coordinator

## 2014 INSTITUTO SEVA

PLANOS PARTICIPATIVOS DE BAIROS  
EDUCADORES NO MUNÍCIPIO DE SOROCABA



Transform  
**1,034**  
students  
into leaders who  
influence local public policy

Mobilize through  
the internet to  
**co-create  
solutions**

Strengthen  
**community ties**  
for meaningful dialogue

### Civic engagement through digital technology

The city of Sorocaba is a member of the International Association of Educating Cities (Associação Internacional das Cidades Educadoras), which encourages residents to learn “in” and “with” the city, by transforming public areas into educational spaces. With approximately 1,000 high school students enrolled in high school education in the area, the school district believes that empowering youth to participate in local government can encourage them engage in the public sphere and increase their influence over public policy.

The organization aims to create new ways for youth to become involved in social causes, using digital technology as a horizontal structure and a means to advocate their agenda.

### IMPACT

With support from **BrazilFoundation**, the project will:

- Develop strategies for high schools in Sorocaba to involve students in social causes;
- Encourage students and the community to mobilize;
- Train students to be agents of change;
- Track the networks and causes created from these efforts;
- Conduct online workshops to train students and document their experiences;
- Use the internet to mobilize and create solutions;
- Hold competitions to generate proposals and collaboration.



“ Our work came from the belief that the government cannot be aware or have knowledge of all issues faced by the everyday man. ”

Rodrigo Bandeira, project manager

2014

## THEMIS - ASSESSORIA JURÍDICA E ESTUDOS DE GÊNERO

DEFENSORAS LEGAIS POPULARES:  
UMA NOVA FIGURA NO ACESSO  
A JUSTIÇA NO RS  
<http://www.themis.org.br/>



PORTO ALEGRE

RIO GRANDE DO SUL

### Popular legal defenders assisting women victims of domestic violence

Discrimination and violence affect thousands of women in Brazil. According to the Ministry of Health, 30,000 women have been killed over the last decade because of domestic violence, which translates to one murder every two hours.

THEMIS developed a methodology to train leaders and offer legal assistance to women. The organization has offered this service since 1993, when a group of lawyers and social scientists decided to actively combat the discrimination experienced by women at police stations and vis-à-vis the legal system. This impetus led to the formation of the Popular Legal Defenders (Defensoras Legais Populares), which collaborates with the public defender's office as an intermediary among the legal system, the communities and women who fall victim to domestic abuse.

### IMPACT

With support from **BrazilFoundation**, THEMIS will:

- Create new methods that mobilize the community to address violence;
- Improve access to the legal system and enhance accountability practices conducted by civil society through the collaborative work of the Popular Legal Defenders, THEMIS and Public Defender's Office in Rio Grande do Sul.

Mobilize the  
community to  
**address violence**

Assist  
**400**  
women

who are victims of domestic violence  
over the next 12 months

Improve protection of  
**civil rights and  
access to justice**  
for women



“ In these 20 years, THEMIS has developed diverse programs and awareness campaigns to combat violence, and it has collaborated to rebuild the lives of hundreds of women. ”

Beatriz Vasconcellos, project leader



## 2014 PIMP MY CARROÇA

PIMP MY CARROÇA  
[www.pimpmycarroca.com](http://www.pimpmycarroca.com)



### Independent waste collectors as environmental agents

Brazil produces an average of 401.5 kg of waste per year per person. The city of São Paulo produces 18,000 tons of garbage per day, of which less than 2% gets recycled. 90% of all recycling collection is performed by individual waste collectors, people who are still marginalized in Brazil. A recent study by IPEA revealed that there are more than 380,000 waste collectors across Brazil, with 20,000 alone in the city of São Paulo.

Graffiti artist and activist Thiago Teixeira, known as “Mundano”, created the project initially as a way to discuss recycling and value waste collectors as environmental agents. Mundano saw graffiti as a tool for reflection and creating awareness on urban issues, and began using recycling carts as statement pieces. The graffiti work on the carts promote greater interaction between the public and waste collectors, as the collectors become leaders for sustainability and social justice. The project became collective through crowdfunding initiatives, and eventually hosted the first Pimp My Carroça event that mobilized approximately 2,000 people. The movement has great potential to spread, and there is already great demand from many cities throughout Brazil and Latin America to host more events.

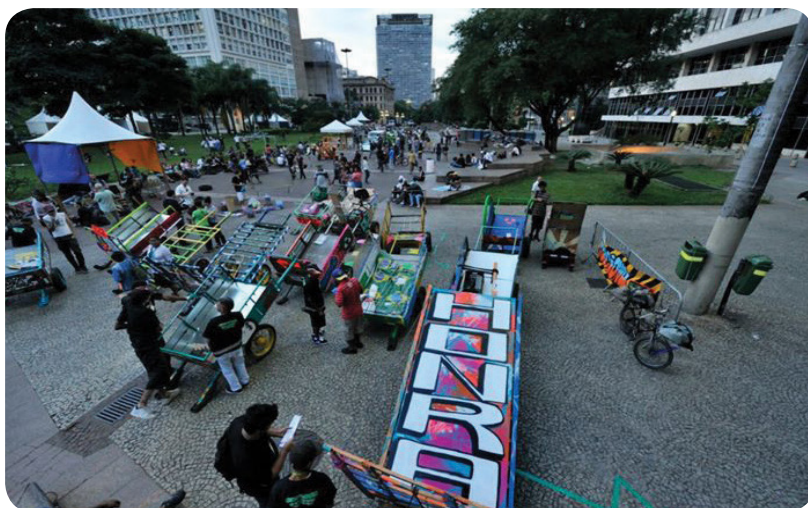
### IMPACT

With support from **BrazilFoundation**, Pimp My Carroça will:

- Better structure and publicize its crowdfunding channel;
- Hire a team to manage the channel, rally and fundraise;
- Double the number of waste collectors supported;
- Expand into more states.

**20**  
collectors  
supported

**Expansion**  
into other states



“ Recycling is an urgent concern for the world’s health, and an agenda that deserves attention and creative ideas to become more systemic in our practices and daily life. ”

Mundano, leader of Pimp My Carroça

2014

## AATR - ASSOCIAÇÃO DE ADVOGADOS DE TRABALHADORES RURAIS NO ESTADO DA BAHIA

CURSO DE FORMAÇÃO JURISTAS LEIGOS PARA PESCADORES E VAZANTEIROS DO RIO SÃO FRANCISCO



**40**  
community  
representatives  
trained

**3,000**  
people  
benefited  
indirectly

Improving access  
to justice  
in 12 municipalities

### Expansion of access to the justice system for rural workers

The fishing communities living on the banks of the São Francisco River in northern Minas Gerais suffer daily because the governmental agencies, companies and local land owners don't respect the laws designed to protect them. Environmental degradation and pollution, privatization of access to water, and land expropriation are just some of the factors that affect the daily lives of these communities.

The training course for lay jurists, which focuses on basic concepts of rights for youths and adults, is looking to strengthen notions of citizenship and maintain a decent quality of life for these people. The course is divided into six stages and it incorporates discussion about access to rights, public policy, community level advocacy and means for accessing the justice system. The final meeting will encourage the autonomy of communities and promote dialogue.

### IMPACT

With support from **BrazilFoundation**, the project will:

- Train people from local communities, improving their access to the justice system and facilitating an understanding of legal language;
- Encourage collaboration to promote the exchange of knowledge and best practices;
- Train 40 community representatives as "education multipliers" who can share their knowledge with community members;
- Benefit 3,000 people indirectly across 12 municipalities.



“ Exposing the violation of rights will help in the achievement of a dignified life and strengthening of the community. ”

Carlos Eduardo Lemos Chaves, manager

## 2014 ASSOCIAÇÃO BARRACA DA AMIZADE

AMIZADE SOLIDÁRIA

[www.barracaamizade.blogspot.com.br](http://www.barracaamizade.blogspot.com.br)

FORTALEZA  
CEARÁ



Social enterprise  
to sell

**300**  
meals  
a day

**Job access**  
for 10  
marginalized youth

Promote  
**income**  
generation

### Social enterprise to prevent the sexual exploitation of children and adolescents

The city of Fortaleza has one of the highest rates of sexual exploitation among children and adolescents. The lack of access to sociocultural services, in addition to the precarious economic conditions and the absence of community and family support in the city, contribute to conditions of extreme social vulnerability in the region.

**Barraca da Amizade** works around the Castelão Stadium and was created in 1987 to help children and adolescents living in conditions of vulnerability. It all began when a group of street kids found a means to fight for their rights by engaging in circus activities. Over the years, **Barraca da Amizade's** strategy perfected itself to assist the most important social demands: in 2008, the organizations fought to combat sexual exploitation; in 2010, the goal was to improve the community and increase its autonomy through education and strengthening family ties. Today, it has become necessary to create a social enterprise model that focuses on generating opportunities for income generation for youths in vulnerable conditions.

### IMPACT

With support from **BrazilFoundation**, Barraca da Amizade will:

- Foster a social enterprise system to sell healthy, affordable meals for workers in the regional industries;
- Include 10 youth transvestites between 16 and 29 years old who cannot find work due to discrimination and lack of formal training into a network to gain job access;
- Promote the production and sale of 300 meals per day to those working in the neighboring industries and commercial enterprises.



“ These LGBT youth live in a vulnerable situation. They need an alternative way to earn income to escape a condition of sexual exploitation. ”

Brigitte Louchez, project coordinator

**2014**

## **COOPA-ROCA - COOPERATIVA DE TRABALHO ARTESANAL E DE COSTURA DA ROCINHA**

FORTALECIMENTO DA ESTRATÉGIA DE NEGÓCIO SOCIAL DA COOPA-ROCA

[www.coopa-roca.org.br](http://www.coopa-roca.org.br)



RIO DE JANEIRO

RIO DE JANEIRO

### **Income generation and opportunity for women**

COOPA-ROCA was created in the early 80s with the task of generating opportunities for women in the community of Rocinha, the largest favela in Latin America. The cooperative is designed to allow the women to increase their household income without having to leave home and be away from their children and household responsibilities.

Throughout its 30 years, the organization had to adapt and is currently reinventing their business model. **COOPA-ROCA** has stood out in the social enterprise market for its vision, market strategy, design and products of high quality.

### **IMPACT**

With support from **BrazilFoundation**, the project will:

- Provide training for technical improvement to 40 artisans through 32 workshops;
- Design a new business model that permits greater productivity and sales;
- Train and integrate 60 new artisans in the cooperative, aged 22-65 and with low levels of education;
- Include more women in the fashion market to help them increase their income;
- Strategize by incorporating e-commerce capabilities in the network.

Integrate  
**60**  
women  
into the cooperative  
of artisans

Increase  
**household income**  
through a new  
business model



“ **COOPA-ROCA is an asset to the community. This support is very important so that we can continue to grow.** ”

Maria Áurea, president of COOPA-ROCA



**2014**

## **ASSOCIAÇÃO SAÚDE CRIANÇA SÃO PAULO**

COSTUREIROS E ARTESÃOS,  
PROTAGONISTAS DE NEGÓCIOS SOCIAIS

<http://www.saudecrianca.org.br>



SÃO PAULO

SÃO PAULO

### **Social enterprise for the self-sufficiency of families with children suffering from chronic conditions**

An estimated 44% of the families in São Paulo with children suffering from chronic illness are unemployed, deeply affecting the ability of the parents to look after their kids.

**Associação Saúde Criança São Paulo** is a franchise of the Rede Saúde Criança, which operates according to the five principles for social inclusion of families living in a state of social vulnerability: health, citizenship, education, income generation and shelter. The project proposes the implementation of a system to train mothers in the production of decorative goods that will be sold in stores that partner with the organization. As this will be a social enterprise, this is an innovative formula for generating income and for ensuring the sustainability of the organization itself.

### **IMPACT**

With support from **BrazilFoundation**, the project will:

- Develop workshops for art, sewing and decoration;
- Hold capacity-building classes;
- Develop a catalogue of products;
- Help incubate social enterprise.

### **Workshops**

in sewing and  
art for mothers

Open a  
**studio**  
for creating art



**“One of the objectives for the organization is for the families to be able to sustain themselves through their own work.”**

Fernanda Rodrigues Quintas, project coordinator

## 2014 ONG SOS DENTAL

DENTISTAS NA FAVELA  
[www.ongsosdental.org.br](http://www.ongsosdental.org.br)



RIO DE JANEIRO  
RIO DE JANEIRO

Register  
**10,000**  
residents  
in the program

**Free Home  
Dental Care**

Improve access to  
**dental care**  
for people without  
financial means

### Emergency dental care for residents of the favelas

In Rio de Janeiro, nearly 22% of the population lives in favelas, areas of the city which often have poor access to health and dental care. A large number of favela residents have poor oral health by the time they reach adolescence. It is estimated that 98% of the population has some kind oral health issue, while only 15% receive adequate care.

**SOS Dental** was created in May of 2008 to meet the demand for dental care in the favela communities of Rio de Janeiro. Using a mobile office and volunteer dentists, the organization offers free emergency dental care house calls for residents of the Complexo do Alemão, a highly vulnerable community in the city of Rio. The cards to obtain a visit from the dentist are offered free of charge at local shops to their customers as part of a customer loyalty program.

### IMPACT

With support from **BrazilFoundation**, SOS Dental will:

- Hold 6 events in the Complexo do Alemão to promote awareness campaigns on preventive dental care;
- Recruit 1,320 local shop owners for the distribution of voucher cards for dental service;
- Increase number of volunteer dentists;
- Offer emergency dental care at home for 30,000 registered residents.



“ If you feel a toothache, or your tooth breaks, you don’t know who to look for. For somebody with few financial resources, this becomes a problem without a solution. ”

Gioreley Rios, project coordinator

## 2014 ACREDITAR – CAPITAL HUMANO E TRANSFORMAÇÃO SOCIAL

OLHAR EMPREENDEDOR: QUALIFICANDO  
NEGÓCIOS, TRANSFORMANDO PESSOAS  
<http://acreditar.org.br/novo-site>

GLÓRIA DO GOITÁ  
PERNAMBUCO



### Train young entrepreneurs to improve their business management skills

The cities in the Goitá basin have a history of poor economic performance with few opportunities for work and income generation. However, the region is experiencing the benefits of a developing industrial sector, which is creating opportunities for entrepreneurs in that field.

**Acreditar** began in 2001 to help youths become entrepreneurs by improving their knowledge of finance and business management. Under the orientation of youths experienced in the area, the organization now has a solid foundation and an established methodology that has started over 8,000 businesses and has become a reference point in the area of microcredit lending. Acreditar proposes to train and orient young entrepreneurs so that they can improve their business management.

### IMPACT

With support from **BrazilFoundation**, Acreditar will:

- Encourage entrepreneurs to support local development;
- Analyze operations and strategies of 300 entrepreneurs;
- Train 150 young entrepreneurs;
- Share business experience with entrepreneurs.

Train  
**150**  
young  
entrepreneurs

Encourage  
young rural  
entrepreneurs

Guide  
young  
administrators



“ The idea is to make these youth aware of the regional needs and help them launch their businesses with greater confidence. ”

Acreditar team

SPECIAL THANKS TO OUR PARTNERS:

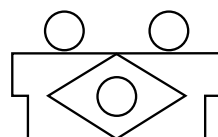


artefacto



Goldman  
Sachs

AUDEMARS PIGUET  
*Le Brassus*



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