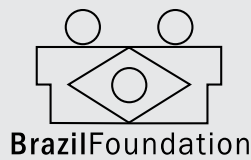




2015 GRANTEES



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.

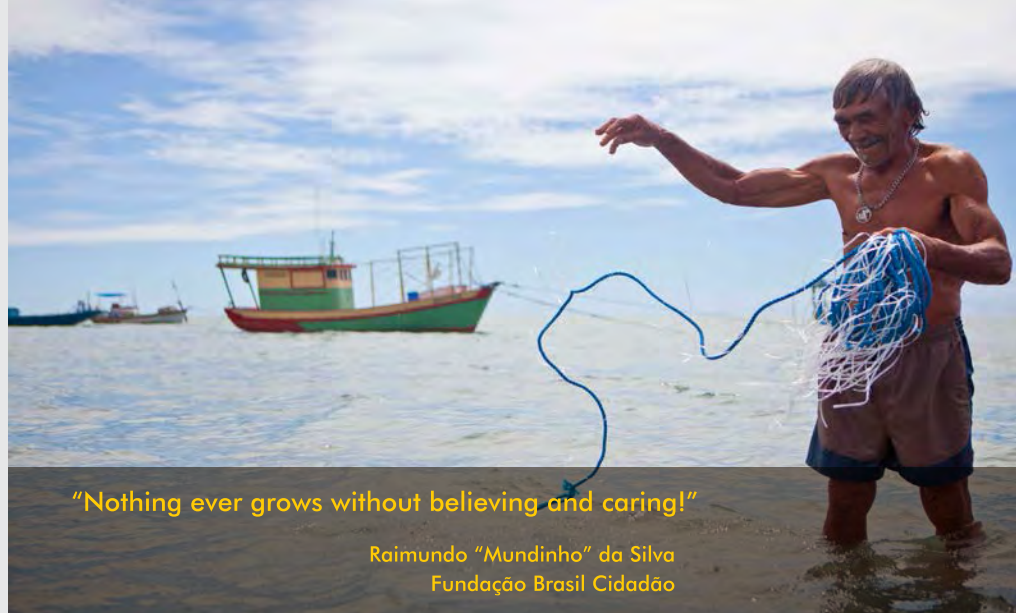
OUR IMPACT



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.



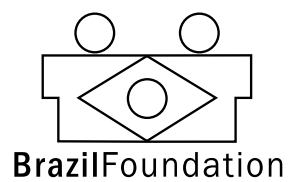
Identify the
best ideas

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**.



IDEAS THAT TRANSFORM BRAZIL



2015 ASSOCIAÇÃO FILHOS DA CORRENTE

CASA DE MARIINHA
www.filhosdacorrente.blogspot.com.br



Capoeira and Civic Engagement: Integrated Activities for Youth from Low-Income Neighborhoods in 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. Support from **BrazilFoundation** in 2013 prompted an increase in the number of students served, growing from 60 to 1200. The organization also officially became a “cultural reference” in 2014.

IMPACT

With the resources mobilized through the **IV Gala Miami**, the organization will:

- Finish construction of its new headquarters
- Develop the social, music, and motor skills of its students;
- Educate students and capoeira instructors on topics of youth and children’s rights.

New
headquarters
finished

Another
400
students
reached



“ The partnership between Filhos da Corrente and BrazilFoundation has been very fruitful and brought great results. Thanks to this partnership, we have managed to expand our project even more. ”

Renato Alexandre (Mestre Magrão), Organization Leader



2015 CENTRO DE ARTE E PROMOÇÃO SOCIAL – CAPS

RODAS DO CONHECIMENTO CAPS



SÃO PAULO

SÃO PAULO

Cultural and Literary Activities in the Grajaú Region of São Paulo

The *Rodas do Conhecimento CAPS* project encourages literature composition and discussion in an effort to integrate the individual in society and stimulate their creativity. The project's goal is to help the residents of the Grajaú region in São Paulo to better express their ideas and opinions.

For 24 years **CAPS** has facilitated and encouraged access to education through the literary arts in the southern region of São Paulo. By promoting knowledge on different literary genres, correct grammar usage, and cultural expression, **CAPS** provides opportunities for artists from low-income neighborhoods to become civically involved and improve the social environment of their community. The center is an important cultural hub in the area, and holds weekly meetings on matters such as education, religion, history, and poetry.

IMPACT

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

- Expand its literature circles to additional participants;
- Encourage correct writing by offering classes on grammar and different literary genres;
- Encourage participants to compose their own literature;
- Produce three annual compilations to share their work.

50
participants
in monthly
reading circles

Promoting
literary arts



“ I believe that art is a path to self-discovery. ”

Maria Vilani, Founder of CAPS



2015

ECOIA – ECOLOGIA E AÇÃO

ESCOLAS DAS ÁGUAS: EDUCOMUNICAÇÃO E DIÁLOGO INTERCULTURAL, UMA MANEIRA DE APRENDER E ENSINAR

www.riosvivos.org.br



CAMPO GRANDE

MATO GROSSO DO SUL

Continued
training for
25
teachers

300
students
directly
supported

10
school units
in the region

Training Teachers to Promote Cultural and Environmental Education in Corumbá

Riverside communities in the Pantanal are often split up among conservation units, indigenous areas, tourist sites and private properties. In order for these communities to maintain their traditions, it is crucial that young residents understand their communities and are aware of their rights and duties.

Environmental Education is a unique challenge for teachers in Corumbá who are not originally from the locality. The teachers arrive and lessons on local culture and ecosystem are not being taught. As a result, it is becoming increasingly difficult to building a curriculum that promotes the Pantanal culture.

ECOIA was founded in 1989 to conserve natural ecosystems and their dwellers by working through local, regional and national public policies.

IMPACT

With support from BrazilFoundation, ECOIA plans to:

- Provide continuing education for teachers working in Corumbá region;
- Create school groups to support local activities;
- Promote appreciation for the local environment through teachers and students.



“ These courses made me realize the importance of working in a way which respects our students’ reality. ”

Angélica Leal de Arruda, beneficiary of the project supported by BrazilFoundation in 2013



2015 INSTITUIÇÃO PLANO B

IMAGINE

www.instituicaoplanob.com.br

JABOATÃO DOS GUARARAPES
PERNAMBUCO



Reading and Writing Workshops for Child Development in Pernambuco

The education system in the Jaboatão Guararapes municipality is facing great challenges. With teacher shortages and dilapidated schools, the futures of local children and youth are jeopardized. Plano B works to overcome low educational attainment in the municipality by preparing youth for entry into technical schools.

The organization is expanding its activities into other communities, and plans to open its first “Plano B House”, through Projeto *IMAGINE*. The house will serve as a space to hold educational activities for children from the Novo Horizonte favela, focusing on reading and writing as transformative tools. Through these activities, the project aims to help children who are at-risk being exploited or entering trafficking, and instead allow them to live as children.

IMPACT

With support from **BrazilFoundation**, **Instituição Plano B** will:

- Offer activities in reading and writing, and monitor the development of 60 children aged 6-14 years from the Novo Horizonte community;
- Hold activities with parents and families to raise awareness on child development;
- Reduce the number of children at risk to exploitation.

60
children
attended

240
families
benefited
indirectly



“Children of low-income families can be taken to the streets in search of money, making them vulnerable to child traffickers.”

Plano B Team

2015

INSTITUTO CHAPADA DE EDUCAÇÃO E PESQUISA

MOBILIZAÇÃO SOCIAL PELA EDUCAÇÃO

www.institutochapada.org.br

PALMEIRAS
BAHIA



10
municipalities
benefited

300
community organizers
involved

Training,
mobilizing and
creating awareness

Organizing Local Committees to Improve Public Education in Bahia

According to the Pesquisa Nacional por Amostra de Domicílios (PNAD) by IBGE in 2013, 13 million people in Brazil are illiterate. Furthermore, more than 35 million Brazilians (17.8% of the population) are functionally illiterate, meaning they have not fully mastered skills in reading, writing or mathematics.

Instituto Chapada aims to improve public education by training teachers, sharing knowledge, and mobilizing the community. The Mobiliza pela Educação project is composed of a network of more than 300 people of diverse backgrounds from 10 municipalities in the Chapada Diamantina region of Bahia that works to encourage the debate and monitoring of public policies. Official reports show that the network has made a significant positive impact on participating municipalities, reinforcing the need for this project.

IMPACT

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

- Provide training and assistance to mobilize local committees;
- Realize an educational campaign to strengthen the network;
- Offer workshops in communications;
- Hold an evaluation seminar with participation from all municipalities.



“ Our project’s biggest challenge is sharing mobilization strategies that effectively impact the quality of education and guarantee that educational policies are followed. ”

Cybele Oliveira, Founder of Instituto Chapada

2015 INSTITUTO CRIAR DE TV, CINEMA E NOVAS MÍDIAS

FORTALECIMENTO INSTITUCIONAL
DO INSTITUTO CRIAR
www.institutocriar.org



SÃO PAULO
SÃO PAULO

Audiovisual Training and Job Access for At-Risk Youth in São Paulo

Youth ages 15-24 comprise about 20% of the population in Brazil, according to IBGE data. Among communities with low social indicators, people in this age bracket are the main victims of social exclusion. Facing difficulties in finding steady occupations, they often resort to risky and unsteady employment.

To alleviate this reality, **Instituto Criar** has created an audiovisual training program for youth ages 17 to 20 with per capita income of up to half the minimum wage in the cities of São Paulo and Osasco. The organization aims to harness the potential of the audiovisual sector, which generates more than US\$ 450 billion a year worldwide, to insert these youth in the job market. Since its founding in 2003, more than 1,600 people have been trained through the Instituto's workshops.

IMPACT

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

- Implement its training program in TV, cinema and media for 150 young people per year;
- Develop critical-thinking skills in at-risk adolescents;
- Use audiovisual arts as a tool for personal and social transformation in youth.

1,600

youth

trained since 2003
throughout 11 terms

350

youth

impacted through the
Video Criar project

25,000

people
benefited



“ We need to transform the natural creativity of youth as an economic asset, and we must support innovators so that Brazil and its youth can grow. ”

Instituto Criar Team

2015 INSTITUTO ESPORTE & EDUCAÇÃO (IEE)

FORTALECIMENTO INSTITUCIONAL DO IEE
www.esporteeducacao.org.br



SÃO PAULO
SÃO PAULO

760,000
children
and youth
benefited directly

25,000
teachers
and managers
trained

350
municipalities
in 20 states
reached

Endorsing and Expanding Sport and Physical Activity Throughout Brazil

More than R\$12 billion is spent in Brazil each year to mitigate the health consequences of obesity and sedentary lifestyles, according to the NGO Atletas do Brasil (Athletes of Brazil). The World Health Organization (WHO) recommends at least five hours of physical activity per week for children and youth. Schools in Brazil, however, do not adhere to this recommendation, with only 30% of primary schools having proper facilities for sport activities. Moreover, some schools do not even have physical education teachers.

Since 2001, the Institute has partnered with community centers and public schools to provide sport activities in low-income neighborhoods. Along with offering two classes per week, the Institute also encourages public school teachers throughout Brazil to become certified in physical education by offering them training.

IMPACT

With support from **BrazilFoundation**, **Instituto Esporte & Educação** will:

- Endorse and expand sport and physical activity by training teachers;
- Train instructors in specialized skills so that they can properly teach physical education and sports in afterschool programs;
- Encourage five hours of physical activity per week in each of the locations where services are offered.



“ We want to influence not only public policy, but all institutions that value sport through its fundamental elements such as teamwork, accessibility, health and civic engagement. ”

Ana Moser, Olympic Athlete and Founder of IEE

2015 INSTITUTO FAZENDO HISTÓRIA

GRUPO nÓs

www.fazendohistoria.org.br



SÃO PAULO

SÃO PAULO

Providing Guidance and Preparing Youth for Life Outside Shelters

In Brazil there are more than 37,000 children and adolescents living in shelters. According to the Municipal Social Assistance SP, there are approximately 8000 youths currently in group homes in São Paulo, the state with the highest number of youths in state care. When they age out of the group homes at 18 years old, many of these adolescents do not have the option of returning to their families of origin and are left vulnerable to a world of crime and life on the street.

Grupo nÓs, through a series of individual and group activities, helps prepare youth aging out of the system for the emotional and financial challenges they will face. The project facilitates youth development by utilizing support networks and partnerships.

IMPACT

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

- Provide monitoring and guidance for 30 16-year-old adolescents who live in shelters;
- Establish a housing project;
- Help youths develop professional skills;
- Teach conscientious use of money;
- Strengthen support systems and familial ties.

30
16-year-olds
monitored



“ When youth age out of the system it is a time of extreme vulnerability for them. Small acts of support can determine their future. ”

Claudia Vidigal, Instituto Fazendo História

This project is supported in partnership with FRANCESCONI TISCH FUND



2015 INSTITUTO DE PESQUISA DA DIVERSIDADE INTERCULTURAL – IPEDI

KALIVONO
ipedi.blogspot.com.br



40
teachers
trained from the
Miranda / MS region

500
indigenous
kindergarteners
reached

8,398
community
members
indirectly benefited

Training Teachers for the Preservation of Terena Language and Culture

The Indigenous School System in Miranda, MS, unfortunately lacks appropriate materials to train teachers to meet demands specific to the community – such as conducting classes in the Terena language and culture. Classrooms also lack teaching materials on local language and traditions. Quite often indigenous teachers are restricted to using traditional teaching models, and do not receive the encouragement needed to promote intercultural and interdisciplinary understanding.

The indigenous Terena language is a crucial component of cultural events including songs, myths and prayers. The Museu do Índio (Museum of the Indigenous) notes that Brazil could lose 30% of its indigenous languages in the next 15 years. Of the eight existing indigenous ethnic groups in the country, three no longer speak their original language.

IMPACT

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

- Train teachers from indigenous communities in Terena language and culture;
- Encourage the preservation of the Terena language;
- Promote new teaching methodologies for early childhood education.



“ The most important thing we did was to put some of our theoretical practices aside, believing that teachers have a strong desire to educate. ”

Paula Cameschi, Project Manager for IPEDI



2015

OBSERVATÓRIO DE FAVELAS

ESCOLA POPULAR DE COMUNICAÇÃO CRÍTICA

www.observatoriodefavelas.org.br



MARÉ

RIO DE JANEIRO

90
youth
trained in
digital media

420
hours
of classroom instruction

Production of
digital materials

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.



“ 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

2015 RECICLARTE

FORMAÇÃO EM MÚSICA NO
ESPAÇO CULTURAL DA GROTA
www.espacoculturaldagrota.org.br



Musical
training for
105
students

Orchestra
practice for
40
advanced-level
students

500
children
and youth
who frequent the space
indirectly benefited

Social Inclusion for At-Risk Children and Youth Through Music Education

The Grota do Sucuru neighborhood in Niterói is rife with violence and offers few opportunities for children and youth. With low levels of educational attainment and dim prospects for work, locals find themselves underemployed.

For 20 years *Espaço Cultural da Grota* has been a great provider of culture and musical education for the community, providing technical musical instruction and preparing its students to pursue higher education in music. Acquiring skills to work as musicians or music instructors themselves, the students then have opportunities to live better lives. To date, approximately 90% of Grota students who have completed advanced musical training succeed in entering university.

IMPACT

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

- Provide access to culture for children and youth living in at-risk communities;
- Utilize music education as an opportunity for income generation through work as a musician or music instructor.



“ In art we are all equal, regardless of color or social status.
Through education and culture, we can achieve full citizenship. ”

Carlos Farah, Coordinator



2015

ASSOCIAÇÃO VAGA LUME

ENCONTRO BIBLIOTECAS VAGA LUME

EM COMUNIDADES QUILOMBOLAS

www.vagalume.org.br

18 QUILOMBOLA
COMMUNITIES

AMAPÁ, MARANHÃO
AND PARÁ



30
quilombola
leaders
trained

18
quilombola
communities
reached

2,650
quilombola
residents
benefited

Promoting Reading and Strengthening Quilombola Communities in the Amazon

The Brazilian Amazon comprises 60% of all Brazilian territory, spanning across the states of Acre, Amapá, Amazonas, Pará, Maranhão, Mato Grosso, Rondônia, Roraima and Tocantins. There are over one thousand quilombola communities in the Brazilian Amazon region, in which land and identity are closely intertwined. However, there exist no public policies in these communities for development or that guarantee access to educational services, culture, health, housing and sanitation to ensure that they can maintain their traditional way of life.

Vaga Lume has trained hundreds of public school teachers as reading mediators or facilitators for youth and adults, benefiting so far around 25,000 people. This project will work in 18 quilombola communities in the states of Maranhão, Pará and Amapá, promoting cultural appreciation through reading circles and the production of handmade books.

IMPACT

With support from **BrazilFoundation**, **Vaga Lume** will:

- Strengthen the identity of quilombola communities;
- Create a network of 30 quilombola leaders in communities in the Brazilian Amazon;
- Consolidate Vaga Lume's methodology in communities.



“ Vaga Lume provides culture, diverse information, entertainment, and respect for others through literature to the riverside communities of Oriximiná-PA. ”

Klicia Oliveira, Vaga Lume Representative

2015 INSTITUTO ARTE DE VIVER BEM/CASA DA MULHER

GERAÇÃO DE RENDA PARA MULHERES
EM TRATAMENTO DE CÂNCER DE MAMA



SÃO PAULO
SÃO PAULO

4
workshops
in crafts
(96 hours)

40
women
certified

**Income
generation**
for women
undergoing treatment
for breast cancer

Training and Income Generation for Women with Breast Cancer

According to the National Cancer Institute, there were 57.12 million cases of breast cancer in 2014 in Brazil. Breast cancer is the second most common cancer worldwide, accounting for 22% of all cases. The effects of the disease on a woman's life can be devastating, and can be even more so for women who live in regions with low Human Development Indicators, and who do not have access to treatments or supportive resources.

Casa da Mulher is a multidisciplinary space that offers low-income women and their families undergoing treatment in public hospitals legal support, nutritional and psychological counseling, physical therapy, and a "beauty room". As many women become unemployed or unable to work during heavy treatment, this project also creates income-generating opportunities for these women.

IMPACT

With support from **BrazilFoundation**, **Casa da Mulher** aims to provide:

- Regular activities to promote income generation;
- Courses in crafts, sewing, and patchwork;
- A course in applying makeup.



“ Supporting these women is fundamental for their recovery. Along with having a sense of empowerment, these women can generate income while undergoing treatment. ”

Valéria Baraccat, Founder of IAVB/Casa da Mulher

2015 CENTRO DE RECUPERAÇÃO E EDUCAÇÃO NUTRICIONAL – CREN

SAÚDE INTEGRAL É LEGAL
www.cren.org.br



SÃO PAULO
SÃO PAULO

Promoting Health and Education to Fight Child Malnutrition and Obesity

In recent decades, first world and developing countries have seen an increase in epidemic proportions of cases of childhood obesity. One of the major consequences of obesity for children and adolescents is poor health, which can reduce their life expectancy by 20 years. Only real changes in family habits, both on an individual and community level, can effectively reduce rates of this disease.

CREN is a non-profit organization established in 1993 working in the areas of health, education and social assistance. **CREN** works to combat and prevent poor health in children, attending an average of 700 families per year on an outpatient basis and 80 children 0-6 years of age in hospitals daily.

IMPACT

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

- Attend 140 children 0-6 years of age and 50 teenagers with multidisciplinary teams involving educators, pediatricians, nutritionists, nurses, social workers, physical education instructors and psychologists;
- Provide counseling to mothers or guardians on issues related to malnutrition including hygiene, healthy food, household budget management etc.

140
young children
and their families
attended

50
adolescents
and their families
directly benefited



“ CREN’s efforts encourage physical exercise, something rare for children in the underserved regions of São Paulo. ”

Gisela Solymos, Project Leader

2015 SAÚDE CRIANÇA ZONA SUL

SAÚDE CRIANÇA
- AMPLIANDO HORIZONTES
www.criancaresponder.org



RIO DE JANEIRO
RIO DE JANEIRO

Supporting Families Who Have Children with Chronic Illnesses

The Baixada Fluminense region, where most of the families are head by women, has some of the lowest Human Development Indicators in the state of Rio de Janeiro. Saúde Criança promotes comprehensive services in health, education, professional training, housing, and civic engagement to help change the unfortunate realities for families served by hospitals in the region.

Saúde Criança's approach to helping families has managed to reduce the hospital readmission rate of children to zero, as well as reduce by 60% the rate of complications that arise during the child's first hospitalization. Since the project began, 95 families and around 374 people have been reached.

IMPACT

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

- Increase the number of families benefited by Saúde Criança by 40%;
- Make Saúde Criança's work more sustainable.

35

families

attended on a regular basis
through December 2015

140

people
directly
benefited

300

indirect
beneficiaries



“ We work so that the families of at-risk children can become self reliant. ”

Cida Paranhos, General Coordinator of Associação Saúde Criança

2015 ASSOCIAÇÃO SOLUÇÕES URBANAS: URBANISMO, CULTURA E CIDADANIA

ARQUITETO DE FAMÍLIA – DIAGNÓSTICOS DA
MORADIA E SAÚDE DA FAMÍLIA
www.solucoesurbanas.org.br



NITERÓI
RIO DE JANEIRO

Residential Renovations to Improve Living Conditions in Niterói's Favelas

According to IBGE, 11.42 million people live in favelas in Brazil. The houses in the favelas, usually built by the residents themselves, are often precarious and pose health, safety and financial risks to their inhabitants. The Federal Law 11.888 /2008 ensures that families with income up to 3 minimum wages receive technical assistance for projects to improve their dwellings. Municipalities, however, do not always observe this law, thus favela residents continue to live in precarious housing.

This project works to improve housing in the Morro Vital Brazil and Cavalão favelas in Niterói. With the overall goal of promoting healthy living, the project provides solutions to fix structural deficiencies such as excessive moisture and heat which can cause health problems, and inadequate sewage systems that can contaminate drinking water.

IMPACT

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

- Educate families on the relationship between health and living environment;
- Assess risks in 200 homes;
- Identify the homes that need restructuring and report them to public authorities;
- Map out social and health needs in relation to living quarters.

100

homes

addressed to
public authorities

200

homes

evaluated

400

people

benefited
directly



“ Many times, the cause of a disease can be found in a person’s home. Because of this, even while providing treatment, the disease becomes chronic. ”

Mariana Estevão, President of Associação Soluções Urbanas

2015 TEATRO DO SOPRO

UMA BELA VISITA
teatrosopro.blogspot.com.br



RIO DE JANEIRO
RIO DE JANEIRO

Treating Depression and Dementia at Homes for the Elderly Through Clown Therapy

The elderly population in Brazil is growing, and is estimated to expand by 63 million by 2050, according to IBGE. According to the World Health Organization, the elderly living in nursing homes have higher rates depression. Furthermore, more than 60% pass away within the first year of admission. Still, there are unfortunately few initiatives to develop living spaces that meet the special needs of this age group.

With 12 years of experience in the field, Olivier Hugues Terreault uses clown therapy to treat depression, Alzheimer's and dementia in the elderly in nursing homes. The clown therapy method, already used in Brazil on children in hospital settings, will now be adapted for the Casa de Santa Ana elderly group home and other similar entities in the City of God, in Rio de Janeiro.

IMPACT

With support from **BrazilFoundation**, the project aims to:

- Implement a pilot project with eight therapeutic institutions for the elderly;
- Be a reference in the area of elder care.

650
elderly residents
benefited

45
caretakers
trained

2,600
family members
counseled



“ The lack of information on working with elderly who are mentally incapacitated makes them even more distant. With a new form of communication, we can create a new bond. ”

Olivier Hugues Terreault, Therapeutic clown and Social Entrepreneur

2015

**ASSOCIAÇÃO DOS
PRODUTORES DE
ARTESANATO, GESTORES
CULTURAIS E ARTISTAS
DE ICÓ – APROARTI**

*ICÓ BORDANDO SUA HISTÓRIA
COM ARTE E CULTURA*



Income Generation for 150 Women in Rural Ceará

Icó, a small city in rural Ceará, is considered a National Historic Landmark by IPHAN, and has a rich cultural, artistic and architectural history. In 2005, APROARTI, which aims to support the artisans in Icô by promoting their work and valuing the cultural history of the city. The organization encourages the productive capacity of embroiderers, and supports the sale of their handmade, high quality crafts both in rural and urban marketplaces. Among other activities, APROARTI offers courses in Rococo embroidery, a craft that is inspired by local architecture and that is exclusive to the region. The products are sold in their associated store, and in fairs both in the region and even outside Brazil.

IMPACT

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

- Expand an initiative previously funded by BrazilFoundation, reaching 150 more women in four rural districts;
- Organize four women's working groups.;
- Install and equip permanent workshops so that the project can grow and continue.

Train
150
women

4
work groups

Launch a
permanent
studio



“ With BrazilFoundation’s partnership, this group has grown. Today, they are no longer just housewives; they are great artisans! ”

Vivalda Sousa, project beneficiary

2015 ASSOCIAÇÃO DE AGROTURISMO ACOLHIDA NA COLÔNIA

ACOLHENDO VISITANTES,
FORTALECENDO O CAMPO!
www.acolhida.com.br



SANTA ROSA DE LIMA

SANTA CATARINA

Implementing Ecotourism on Family Farms in Santa Catarina

Santa Catarina has one of the highest percentages of family farms in the country. Due to most family farms facing threats to their sustainability, a rural exodus can occur, threatening the futures of communities that have become so small that they no longer can offer basic services such as education and healthcare, among others. The challenge therefore is creating jobs and generating income, especially for those who first migrate - youth and women.

Acolhida na Colônia promotes rural-urban ties through agrotourism and cultural exchanges, establishing fair trade relations and preserving the environment.

IMPACT

With support from **BrazilFoundation**, **Acolhida na Colônia** will:

- Develop, strengthen and expand ecotourism on family farms in Santa Catarina;
- Transform intangible riches such as culture, know-how and natural beauty into assets that generate employment, income and pride for a locality.

25
municipalities
benefited in
Santa Catarina

Income
generation for
100
families

400
people
active in
ecotourism



“ Through ecotourism we have seen people become interested in our work and our community. ”

Valnério, former project beneficiary

2015

**ASSOCIAÇÃO COLETIVO
POPULAR DE SAÚDE E
CULTURA DE MANDACARU
(COZINHA VERDE)**

*COZINHA VERDE: CULTIVANDO ORGÂNICOS
E NOVAS OPORTUNIDADES PARA MULHERES*

JOÃO PESSOA
PARAÍBA



Generating Income for Rural Workers in Paraíba

João Pessoa is the sixth most populous city in the Northeast of Brazil with around 1.2 million residents. With low levels of educational attainment, the literacy rate is poor and many people lack the most basic education, contributing to high unemployment in the region.

The **Associação Coletivo Popular de Saúde e Cultura** was created in July of 2011 following visits to understand the means of food production in the region. The project then set up its own kitchen and, in November of that year, began offering training in organic food preparation for women in the Alto do Céu region.

Now in its third run, the Cozinha Verde Project is the continuation of a successful project funded by **BrazilFoundation**, which will be extended to rural workers in the regions of Mata Norte and Brejo in Paraíba. The objective of the project is to promote healthy food, income generation and rights for low-income women, so that they can live a respected, healthy life where they are gainfully employed and free from violence.

IMPACT

With support from, **BrazilFoundation**, **Cozinha Verde** will:

- Enable 150 women to be involved in organic food production;
- Reduce the social and economic exclusion of women in the region;
- Increase income for participating women taking by 30%;
- Increase the production of highly nutritious food in the region

150
women
trained to
produce food

30%
increase
in per capita
income



“Cozinha Verde is very important in my life. I started becoming an independent woman, learning new things, and pursuing my dream of owning a business.”

Manuela Silva, project beneficiary

**2015
ASSOCIAÇÃO DE
DESENVOLVIMENTO
AGRÍCOLA E COMUNITÁRIO
LAGOA DA BOA VISTA –
ADAC**

*MULHERES CONSTRUINDO
ESPERANÇA E CIDADANIA*



**Income Generation Opportunities for Women
in Lagoa Boa Vista Through the Production of Fruit Goods**

Eighty percent of women in the farming community of Seabra live in precarious socioeconomic conditions, which are intensified by high birth rates and their inability to find employment outside the community. Located in the Chapada Diamantina region of Bahia, the community sees high rates of depression and other disorders.

Founded in the small agricultural community of **Lagoa da Boa Vista** in 2001, **ADAC** promotes financial sustainability for women through educational, cultural and community-building initiatives, having already benefited 600 families since its inception. The *Mulheres Construindo* project will help build and equip a small factory for processing natural pulp from fruit that would otherwise be discarded during the production process. The products will then be sold to generate income for the women, turning a situation of waste and hardship into one of independence.

IMPACT

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

- Build and equip a factory to process fruit pulp;
- Provide training for women;
- Commercialize fruit pulp;
- Facilitate proper fruit disposal.

**Factory
built and
equipped**

**Commercialize
fruit products**

**Income
generation
for women**



“ With the support from BrazilFoundation ADAC was able to improve its operations.
We gained credibility and learned how to seek new partnerships. ”

Eurly Pinto, Organization Founder

2015

ASSOCIAÇÃO DE DESENVOLVIMENTO COMUNITÁRIO DE BAIXA DAS CARNAÚBAS

PRODUÇÃO RURAL ALTERNATIVA
DE CAJU - PRACAJU

CAUCAIA
CEARÁ



Producing Cashew Pulp to Create Jobs and Stimulate Income Generation in Caucaia, Ceará

The *PRACAJU* project promotes the social inclusion of at-risk women and youth in the rural community of Caucaia, Ceará. By supporting the production of cashew juice, honey, and pulp, as well as candy and molasses, the project aims to create jobs and opportunities for income generation in the community.

The days for the women who harvest the cashews start with a wake-up call at 4 AM. From there, the women walk 10 kilometers to the fields where they harvest the fruit. This daily reality will now change for these women, now that they have a plot of land in their own community and 612 cashew seedlings - which were donated to the project. The land must be worked and the seedlings transplanted so that these women can increase their production and productivity.

IMPACT

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

- Prepare the plot of land for planting the cashew seedlings;
- Buy fertilizer for cashew trees;
- Increase the production of cashew-based foods.

Land
worked
for planting

More than
600
cashew trees
planted

Increased
production
of cashew-based foods



“Harvesting cashews represents sustainability for us; some women even no longer rely on public assistance. Our objective is for them to generate income and then give back what they earn.”

Joselina Maria Lima da Silva, Vice-President of PRACAJU

2015

CASA DE SANTA ANA

PROJETO CUIDAR – AGÊNCIA DE CUIDADORES
www.casadesantaana.org.br



RIO DE JANEIRO
 RIO DE JANEIRO

2

training courses
 per semester

120
 people

between the
 ages of 18 and 60
 trained as caregivers
 for the elderly

Generating Jobs in the City of God

Through a Network of Caregivers for the Elderly

IBGE projects that there will be 63 million senior citizens in Brazil by 2050. According to the Ministry of Health in Brazil, approximately 3.8 million seniors today are at least somewhat dependent, and with their demand on caregivers only increasing. Recognizing this demand, Casa de Santa Ana offers courses on caregiving for the elderly with the goal of encouraging proper caregiving practices and creating jobs and income generation opportunities for youth and adults in the City of God, Rio de Janeiro.

Founded in 1991, Casa de Santa Ana aims to improve the health and quality of life for the elderly, preventing their social isolation and possible institutionalization. The Casa achieves this by strengthening community, family, and generational ties.

IMPACT

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

- Insert youth and adults with low educational attainment into the formal labor market;
- Address the deficit of trained, professional caregivers for the elderly;
- Ensure a higher quality of life for the elderly and a peace of mind for their family members.



“ Taking into account the lack of training resources in the community and our first-hand experiences with the elderly, we see the need to provide training for elderly caregiving. ”

Maria de Lourdes Braz Vieira, Executive Coordinator, Projeto Cuidar

2015 CENTRO COMUNITÁRIO SOCIOCULTURAL DE BARRA DOS COQUEIROS

NOVOS CAMINHOS



Leadership, Social Transformation and Income Generation for Women

The municipality of Barra dos Coqueiros has 27,000 residents and is located 3 km from Aracaju, the capital of Sergipe. After a bridge was constructed connecting the two cities, both the population and investments grew exponentially, bringing new opportunities. Despite this, many women there have no professional training or job opportunities, and are dependent on their husbands. The city also has a high rate of domestic violence.

The **Barra dos Coqueiros Community Center** was created 30 years ago by a group of women who had increased their productivity, and are now a model organization in the city. The women offer educational courses and technical and professional training, have groups for artistic and folkloric activities, and maintain a community radio station.

IMPACT

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

- Acquire machinery for food production;
- Train 100 women aged 18-40;
- Expand and diversify the production training techniques;
- Place women in the workplace and increase their income.

100
women
trained

Job and
income
generation

Improve the
quality of life



“ We helped to improve the lives of women who were hopeless and economically and emotionally dependent. We promoted deep social and economic change, improving their quality of life. ”

Lanua Ribeiro, Center Director

2015 INSTITUTO MÍDIA ÉTNICA

CORREIO NAGÔ:
REDE DE PEQUENOS NEGÓCIOS
www.midiaetnica.ning.com



100
trained
entrepreneurs

Creation of the
1°
co-working
space
in Bahia

10
businesses
incubated

Co-Working Space for Low-Income Afro-Brazilian Entrepreneurs from Bahia

Instituto Mídia Étnica carries out projects that guarantee access to communication and technology for socially excluded groups, especially the Afro-Brazilian community. The institute has worked for 10 years developing projects in communications and civic engagement such as *Correio Nagô*, one of the largest portals of information and content distribution on black culture, receiving over 100,000 hits per month.

The *Correio Nagô* project will create the first co-working space for low-income Afro-Brazilian entrepreneurs from Bahia, focusing specifically on the creative economy. In addition, the project aims to empower small businesses to utilize communications and technology to extend their reach and increase their return on investments.

IMPACT

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

- Provide training to 100 small businesses in marketing, entrepreneurship, and communications;
- Arrange the co-working space and select 10 startups to develop their business over a one year time span;
- Create a business channel on the Nagô Portal website.



“ The Black Brazilian community still does not understand that entrepreneurship can be a viable way to empower marginalized communities. ”

Paulo Rogério, Organization Leader

2015 INSTITUTO SEMENTES AO VENTO

YVYRA YKY - TERRA VIDA



PORTO ALEGRE

RIO GRANDE DO SUL

21
families
participating

85
people
directly
benefited

Producing Food, Orchids and Crafts for Income Generation in a Guarani Village

The Guarani village of Tekoá Pindó Mirim is situated in the city of Viamão, in Rio Grande do Sul, and consists of 21 families. The tribe there lives in an area of degraded soil that is unsuitable for growing the fruits and vegetables typical to the community's lifestyle. The project Pindó Sementes de Sustentabilidade has worked since 2010 to improve conditions for this tribe by planting of native trees, fruits and vegetables, constructing a seedling nursery, and erecting an on-site composter and cistern.

The challenge the project faces now is supporting the production and commercialization of orchids, and planting bamboo for artisanal crafts. The goal of the project is to end the irregular extraction of these natural resources, strengthen the trade of village crafts, and generate income for local families.

IMPACT

With support from **BrazilFoundation**, **Instituto Sementes ao Vento** will:

- Increase family capacity for income generation;
- Plant bamboo for the production of artisanal crafts;
- Grow and sell orchids;
- Increase food security by planting trees, fruits and vegetables;
- Share village experiences with other Guarani communities and public authorities;
- Develop activities in cooperatives and encourage collaboration;
- Consolidate initiatives underway led by the Pindó Sementes de Sustentabilidade project;
- Officially begin to utilize the composter, nursery and cistern, and practice the separation and utilization of solid waste.



“ The project will strengthen the collaboration and cooperation between families, all for the collective good. ”

Frederico Carneiro Behrends, General Director of Instituto Sementes ao Vento

2015 MULHER EM CONSTRUÇÃO

CIMENTO E BATOM
– CAPACITAÇÃO DE INSTRUTORAS



PORTO ALEGRE

RIO GRANDE DO SUL

Professional Training and Job Access for Women in the Construction Field

The state of Rio Grande do Sul has experienced accelerated development in recent years, resulting in increased job opportunities in the construction industry - an area traditionally dominated by men. According to IBGE, only 2.79% of the sector's workforce is female.

Construction companies, contractors and businesses are currently interested in expanding female participation in construction work for the distinctive skills that they can bring to the job, such as their acute attention to detail and risk aversion. Since 2008, Mulher em Construção has trained more than 3,800 women as masons, painters, electricians and hydraulic technicians.

IMPACT

With support from **BrazilFoundation**, **Mulher em Construção** will:

- Empower women to paint and carry out hydraulic and electrical repairs, among others;
- Increase job opportunities for women in the construction industry;
- Provide women personal and economic independence to carry out home repairs;
- Train former students as teachers for the Cimento e Batom project.

100

women
benefited

116

hours
of workshops

12

former students
trained as instructors



“ Achieving equal opportunities is affirmative action. The training and inclusion of women in the labor market strengthens the whole family. ”

Bia Kern, President, Mulher em Construção

2015 SOCIEDADE DE PESQUISA EM VIDA SELVAGEM E EDUCAÇÃO AMBIENTAL – SPVS

FORTALECIMENTO INSTITUCIONAL DA SPVS
www.spvs.org.br



10,000
inhabitants
benefited

500
teachers
trained

313,000
hectares
protected in the
Guaraqueçaba reserves

Biodiversity Conservation and Socioeconomic Development on a Nature Reserve in Paraná

The protected nature reserves of Guaraqueçaba, in Paraná, are located in the largest remaining area of the Atlantic Forest biome. The 10,000 inhabitants of this region survive on subsistence agriculture, fishing, natural resource extraction, and tourism. Despite the natural wealth of the biome, the region is stricken with low socioeconomic indicators.

SPVS has supported environmental conservation in the biome for 30 years by protecting the native forests, promoting environmental education and developing models for the sustainable use of natural resources. In cooperation with companies and institutions, **SPVS** seeks to influence public policy and raise awareness on how socio-economic development depends on environmental conservation. **SPVS** created the “Life” certification and also inspired the founding of Fundação Boticário for nature protection.

IMPACT

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

- Meet the needs of the Guaraqueçaba reserves inhabitants through income-generation activities and with help from park rangers;
- Promote beekeeping and ecotourism;
- Create conditions to best manage reserves in the Atlantic Forest;
- Train teachers in the municipality in environmental education.



“ SPVS’ work helps all of society, for nature conservation is one of the foundations of sustainability and quality of life. ”

Liz Buck Silva, Head Coordinator at SPVS

2015 CENTRO DE INOVAÇÃO POPULAR – CDHA

UNIVERSIDADE DA CORRERIA



RIO DE JANEIRO
RIO DE JANEIRO

Entrepreneurship and Social Innovation in Low-Income Neighborhoods in Rio De Janeiro and São Paulo

Centro de Inovação Popular – CDHA is a co-working space created to reduce inequality and promote the culture of social innovation and local entrepreneurship in low-income neighborhoods in Brazil.

Universidade da Correria (“UniCorre”) is a 3-month long training program that teaches young entrepreneurs how to develop and operate sustainable businesses, focusing on income generation and collaborative networks. Adapting recognized methodologies on business development to the entrepreneurial reality of low-income neighborhoods, UniCorre teaches business skills through classroom activities, distance learning, and by opening business fronts in Rio de Janeiro and São Paulo.

IMPACT

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

- Create new classes for 60 youths from low-income neighborhoods;
- Offer students theoretical and practical classes and coaching;
- Provide six months of individual advising for 40 projects;
- Provide a co-working space to incubate low-cost businesses;
- Build bridges between market professionals and young entrepreneurs.

2
new student terms
trained

60
businesses
incubated



“ Our objective is to make low-income youths more self-reliant and apt to create innovative solutions to financial and production challenges ”

Dinho, Creator of Universidade da Correria

2015

ASSOCIAÇÃO ALIANÇA EMPREENDEDORA

TECENDO SONHOS

www.aliancaempreendedora.org.br



SÃO PAULO

SÃO PAULO

Promoting Respectable Labor Relations for Immigrants Working in the São Paulo Fashion Supply Chain

An estimated 10 to 100 thousand laborers work in sweatshops in Brazil that employ manual laborers in slave-like conditions. The vast majority are Bolivian immigrants based in São Paulo. With the increasingly shorter life cycles of fashion collections and the need to deliver products faster and faster, retailers have begun to contract smaller businesses. At the end of the supply chain are the small sweatshops belonging to undocumented immigrants who have no knowledge of the local language and end up working under abusive conditions.

Aliança Empreendedora assists businesses, civil society organizations and local governments to develop inclusive business models and projects that support low-revenue, small businesses. The Aliança aims to generate new business and work opportunities, in turn promoting inclusion and socioeconomic development.

IMPACT

With support from **BrazilFoundation**, **Aliança Empreendedor** plans to:

- Support immigrants in management and entrepreneurialism by applying Aliança's methodology for small business development;
- Advocate for immigrants in partnership with COETRAE / SP (the São Paulo State Commission for the Erradication of Slave Labour).

95
direct beneficiaries:
shopowners, entrepreneurs,
and immigrants

3,300
immigrants
benefited indirectly



“ More often than not, the business owner is a Bolivian immigrant who saved up his money, purchased the sewing equipment, and brought his relatives to Brazil to work in these conditions. ”

Aliança Empreendedora Team

2015 ASSOCIAÇÃO DOS AMIGOS DA VIDA

DIREITO E CIDADANIA
www.amigos.org.br



Legal Assistance for People Living with and Children Orphaned Because of HIV/AIDS

Amigos da Vida provides free legal representation to people living with HIV/AIDS on issues related to employment law, securing social security benefits, as well as civil and administrative law. There are a growing number of HIV positive individuals who want to know their rights and seek refuge and protection in the law. Today, the Distrito Federal is home to 12,000 people living with HIV/AIDS and the organization is the only one that provides this type of legal service.

In addition to the services it already offers, the organization will also provide support in the adoption process of children orphaned because of AIDS, and it will lobby for the approval and regulation of laws that directly benefit people living with HIV/AIDS, like the law that criminalizes discrimination based on HIV/AIDS positive status and the deliberate transmission of the virus.

IMPACT

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

- Legal assistance and advocacy;
- A proposal on legal measures to guarantee access to medication;
- HIV/AIDS activism and leadership training;
- Workshops and panel discussions on the rights guaranteed by law;
- Lobbying services in the Federal Congress for the approval of laws that protect people living with HIV/AIDS.

Legal Assistance
that benefits

1,800
people

Legal representation
in the adoption of children
orphaned because of AIDS

Advocacy
in Congress
to pass laws



“ It is of great importance that NGOs monitor laws proposed in Congress that affect the lives of individuals living with HIV/AIDS. ”

Christiano Ramos, Founder of Amigos da Vida

2015

ASSOCIAÇÃO FÊNIX

RECONSTRUINDO VIDAS,
FORTALECENDO VÍNCULOS
www.fenixacoespelavida.org.br



CURITIBA

PARANÁ

50
children
and youth
trained as leaders

80
children
and youth
attended by social workers,
psychologists, speech therapists,
and lawyers

Multidisciplinary Care for Children and Adolescents with HIV or Victims of Sexual Violence

The state of Paraná has the highest rate of sexual violence against children and youth in the South region of Brazil, with 1,176 reported cases in 2014, according to the Department of Human Rights. Associação Fênix attends around 20 victims of sexual or domestic violence each month in Curitiba. Founded in 2006, Fênix addresses human rights violations against children and adolescents while fighting prejudice against those with HIV / AIDS.

The project *Reconstruindo Vidas, Fortalecendo Vínculos* works with a multidisciplinary team to provide free recreational workshops, individual and family counseling, home visits, and legal assistance to at-risk children and adolescents multidisciplinary care for victims of violence. Approximately 5000 families are registered to receive services from Fênix's various programs.

IMPACT

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

- Design an "Educommunications" center with tools that offers training workshops;
- Train 50 adolescents to lead a culture of peace that fights prejudice against those with HIV / AIDS;
- Strengthen personal and family connections;
- Provide multidisciplinary care to 80 children, adolescents, youth and their families.



“ The experiences of the children, teenagers and parents show that this is the quickest and most effective way to leverage improvements in safety, life quality and familial relationships. ”

Valnério, former participating in the project

2015

ASSOCIAÇÃO RENASCER – INSTITUTO FEMININO DE AUTONOMIA

HOJE MENINA, AMANHÃ MULHER
www.assorem.org.br



Combating Violence and Discrimination Against Women in Ferroviário, Salvador

Founded in 1998, the organization aims to promote autonomy of and the personal, social, political and economic development of black women and resident communities in the outskirts of Salvador. The goal is to improve the quality of life and financial independence of these women and promote equal rights.

The Ferroviário suburb of Salvador comprises 22 low-income neighborhoods where families earn on average only minimum wage. There is only one medical facility to attend to all 500,000 residents in this region. Women are the head of households in these neighborhoods, and are subjected to various types of violence, many related to the cultural inequalities regarding gender and race.

Partnered with public schools, the Hoje menina, amanhã mulher project offers girls, adolescents and youth guidance and psychological counseling to prevent the discrimination and violence against women. Founded in 1998, the association supports personal growth and independence in black women as well as their political and economic empowerment in the low-income communities of Salvador.

IMPACT

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

- Support personal growth in girls, youth and women;
- Combating gender discrimination and all forms of violence against women;
- Support efforts that prevent STDs and unwanted pregnancies;
- Expand social and political participation;
- Assist youth and women dropouts to return to school;
- Train leaders to become civically involved in public policy accountability.

Training leaders

Youth and
women dropouts
**returning
to school**

Preventing
discrimination
and violence
against women



“ The main goal of this project is to give girls opportunities to grow so that they can understand the social reality and problems of where they live. ”

Renascer Mulher Team

2015 COLETIVO PAPO RETO

NÓS POR NÓS



Defending Human Rights and Security for the Residents of Complexo do Alemão and Penha

Papo Reto is an independent communications collective composed of youth activist residents of Complexo do Alemão and Penha in Rio de Janeiro. The collective works to defend the human rights and safety of the residents, who live amongst violence brought by drug trafficking and police activity.

The collective maintains a network of information exchange between community residents 24 hours a day. Its project called “Nós por Nós” works to ensure the safety residents in Alemão, and is a news channel that aims to show the realities of the favela by disseminating news and images that go unnoticed by the mainstream media. The collective also organizes events and leads efforts to ensure the community’s demands are met.

IMPACT

With support from **BrazilFoundation**, **Coletivo Papo Reto** will:

- Strengthen the production of audiovisual content showing community problems;
- Produce video narratives with residents.

207
people
connected in a network
of protection from violence

20
motorcycle
taxi drivers
provided with legal support

Video programs
posted weekly
on youtube



“ When someone is injured in a shooting, people call Coletivo Papo Reto to assure that there is no tampering on the crime scene. The same goes for when someone is arrested arbitrarily. ”

Raull Santiago, Social Activist at Coletivo Papo Reto

2015

FUNDAÇÃO ASSISTENCIAL XUXA MENEGHEL

FORTALECIMENTO INSTITUCIONAL
www.fundacaouxameneghel.org.br



RIO DE JANEIRO
 RIO DE JANEIRO

200,000

people
 reached in
 25 years

30,000

people
 assisted in 2014

Multidisciplinary Activities to Promote Civic Engagement and Children's Rights

Fundação Xuxa Meneghel was founded in 1989 and works to protect and promote the rights of children and adolescents. The organization provides a healthy, safe space for youth where they can participate in educational and recreational activities involving the arts, sports, and computers.

In 2014 alone, **Fundação Xuxa Meneghel** assisted 30,000 children, adolescents, youths and adults in Brazil through a network of projects. With a team of staff from diverse areas, the organization strives to influence public policies to affectively address the rights of children and adolescents. The foundation also works with families and individuals to support schooling, professional training and new job opportunities in the community.

IMPACT

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

- Hold meetings and weekly internal workshops to train, educate and empower the Núcleo de Participação Infantil (Center for Children's Involvement) and Incidência Política (Policy Impact);
- Offer activities for children and adolescents with their families, schools, and community to defend the rights of children and adolescents at forums, regional meetings and conferences;
- Facilitate virtual meetings between children from the Rede + Criança (Network + Child).



“ We want children and adolescents to be seen as people capable of taking action in the present to spread awareness. ”

Luiz Claudio Lopes Moreira, Director of Operations and Administration at Fundação Xuxa Meneghel

2015 INSTITUTO BRASILEIRO DE ESTUDOS E APOIO COMUNITÁRIO – IBEAC

SEMENTEIRAS DE DIREITOS
www.ibeac.org.br



SÃO PAULO
SÃO PAULO

50
women
and their children
directly benefited

3,169
residents
participating
in workshops

10,240
participating
residents

Training Women as Leaders to Combat Domestic Violence Against Children in Parelheiros

In Parelheiros, women are the ones who suffer most from violence and rights violations. The Parelheiros region is afflicted by high rates of teen pregnancy, leading many youths to abandon or postpone their studies. Unfortunately these young mothers take out related frustrations on their children. A survey conducted by PUC-RS reveals that mothers are the ones who most hit children, with children three years of age the majority of victims.

IBEAC works with these women to reduce domestic violence and sensitize them about the negative effects of abuse on their children. The Sementeiras de Direitos project will create a support group for at-risk women and pregnant or young mothers where they will have the opportunity to participate in workshops.

IMPACT

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

- Hold workshops for pregnant women, young mothers and others on self-esteem and family ties;
- Offer classes on women's and children's rights, gender relations, and diversity rights to local residents;
- Create a group of women called Sementeiras ("Harvesters") with resources for the community.



“ *Sementeiras de Direitos* involves women coming together to discuss caretaking and responsibilities of the mother-child relationship. ”

Isabel Aparecida dos Santos Mayer, IBEAC Coordinator

2015

INSTITUTO PROMUNDO

FORTALECIMENTO INSTITUCIONAL DO
INSTITUTO PROMUNDO

www.promundo.org.br



RIO DE JANEIRO

RIO DE JANEIRO

26,107
people
reached

20
countries
benefited from
educational materials

10,000
professionals
involved in
worldwide activities

Creating Networks of Men and Boys to Promote Gender Equality

Founded in 1997, **Instituto Promundo** works with men and boys to defend human rights and promote gender equality. Through workshops, community campaigns, recreational activities and sports, Promundo works to prevent violence against women and children, and support a society that is more just, equal, and free of gender stereotypes.

Promundo's work is expanding. With that, come challenges to its management and to the implementation of its activities and strategies in new networks. This project will provide institutional support so that Promundo can apply its attested methods and reach a large number of community leaders and professionals in health and education.

IMPACT

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

- Establish a strong network in Brazil involving men and boys to promote gender equality;
- Work to influence public policy in defense of gender equality and the prevention of violence;
- Expand network and advocacy activities.



“ We believe that changing the norms and power dynamics of masculinity can be a strategy for preventing violence and promoting equal gender relations. ”

Tatiana Moura, Executive Director of Instituto Promundo

2015 JUSTIÇA GLOBAL

DESENVOLVENDO E APERFEIÇOANDO
METODOLOGIAS PARA FORTALECER A
PROTEÇÃO DE DEFENSORES DE
DIREITOS HUMANOS NO BRASIL
www.global.org.br



RIO DE JANEIRO
RIO DE JANEIRO

Supporting and Protecting Human Rights Defenders

Justiça Global is a non-governmental organization that works to promote and protect human rights in Brazil and abroad. In 2013 they identified 241 death threats made against human rights defenders in Brazil. **Justiça Global**'s work and publications have resulted in the creation of national policy that protects industry professionals and in the development of the Human Rights Defenders Program, which has more than 210 participants.

Justiça Global was guided by the Irish organization Front Line Defenders to implement a unique strategy of protecting activists that involves risk analysis. Together with this strategy, **Justiça Global** applies methods from its own protection manual, created through its own research, to protect human rights defenders in Brazil.

IMPACT

With support from **BrazilFoundation**, the project aims to:

- Develop a method to protect human rights defenders who have received threats in Brazil;
- Elaborate upon its protection manual for human rights defenders;
- Hold a training workshop for human rights defenders;
- Inform the public on the importance of the work of human rights defenders and social movements for Brazilian democracy.

10
members on
technical team
trained

210
participants
benefited



“ The vulnerable state of human rights defenders in Brazil requires urgent, immediate action to protect their lives ”

Cristina Cravalho, Director of Justiça Global

2015

MOVIMENTO DE MULHERES DE SÃO GONÇALO

NÚCLEO ESPECIAL DE ATENDIMENTO
À CRIANÇA E AO ADOLESCENTE VÍTIMA DE
VIOLÊNCIA DOMÉSTICA E SEXUAL
www.movimentomulheressg.com.br



SÃO GONÇALO
RIO DE JANEIRO

Care for Victims of Domestic and Sexual Violence

With more than one million residents, São Gonçalo is now the second most populous city in the state of Rio de Janeiro. As is common in large cities, there are problems with violence, access to sanitation, and urban mobility.

The **Movimento** has worked for 25 years to guarantee women's rights, focusing on sexual and reproductive rights and the prevention of STDs, as well as combating all forms of violence in the region and in other municipalities. Headquartered in São Gonçalo, the organization has 5 branches in Niterói, Mage, Araruama, and Marica, in Rio de Janeiro.

IMPACT

With support from the **BrazilFoundation Women's Fund**, the project will:

- Ensure access to care services for 50 victims of violence;
- Expand activities focused on prevention and early detection of violence;
- Hire professionals for workshops and lectures in schools and for producing informational materials.

Support for
50
victims
of sexual violence

Workshops
in schools

Informational materials
on violence prevention



“ Everyone needs to be aware of their rights and understand that this is not just a women's issue, but a societal issue. ”

Regina Célia, Desk and Integration Policies for women of São Gonçalo

2015

NAMI REDE FEMINISTA DE ARTE URBANA

GRAFITI PELO FIM DA VIOLÊNCIA DOMÉSTICA
www.redenami.com



RIO DE JANEIRO
RIO DE JANEIRO

Graffiti Art as an Advocacy Tool to Prevent Violence Against Women

The **NAMI** network works to overcome gender inequalities and domestic violence, fighting for women's rights so that they can be economically independent and have control over their personal lives. NAMI has received rewards for its work from the Vital Voices Global Leadership Awards and Washington DC and DVF Awards, New York.

NAMI encourages discussions on gender issues and promotes the Maria da Penha Law in sports through a football group and through a network of urban art that involves adolescents and youth. NAMI also holds workshops throughout Brazil, using graffiti art as an advocacy tool and offering classes in graffiti for women, creating space for female participation in a male-dominated field.

IMPACT

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

- Hold graffiti workshops with discussions on gender, domestic violence and the Maria da Penha law;
- Involve 180 young people in workshops;
- Create a public art display that demonstrates the lessons from workshops.

Directly benefit
180
young people

Graffiti to
promote
women's rights



“ I created NAMI because I didn't want other women victims of violence to delay taking action. I am now an informed, woman activist. ”

Panmela Castro, Founder and President of Rede NAMI

2015

N'ZINGA – COLETIVO DE MULHERES NEGRAS

EDUCOMUNICAÇÃO: JOVENS NEGRAS EM SITUAÇÃO DE VULNERABILIDADE CONSTRUINDO NOVAS FERRAMENTAS DE COMUNICAÇÃO E ATUAÇÃO NA WEB



BELO HORIZONTE
MINAS GERAIS

Economic, Social and Political Empowerment for Black Youth in Belo Horizonte

According to Brazil's Ministry of Health Mortality Information System, there were 52,260 homicides in Brazil in 2010. Young people between 15 and 29 in Brazil account for 53% of all homicide victims, with 70% of them being black. In ten years, the difference between the number of deaths by homicide among young blacks and non-blacks nearly tripled.

The public's indifference and trivialization surrounding violence against youth is the principal concern of N'Zinga, a feminist organization that has been fighting against racial and gender discrimination for 30 years. Their project develops education programs and workshops in communications to empower women to combat racism and violence.

IMPACT

With support from **BrazilFoundation** in 2015, **N'Zinga** will:

- Train 20 peer educators to work in 20 social movement organizations in Belo Horizonte;
- Promote the economic, social, and political empowerment of young women;
- Train black leaders in communications;
- Encourage women to reflect on the role of media in creating imaginary prejudice.

20
young
black women
trained

20
social movement
organizations
reached

160
families
benefited in
Belo Horizonte



“ Free information enables voices that would otherwise be silenced by traditional communication to be heard and make a social impact. ”

Benilda Regina Paiva de Brito, Coordinator for N'Zinga

2015

PIMP MY CARROÇA

PIMP MY CARROÇA

www.pimpmycarroca.com



SÃO PAULO

SÃO PAULO

48
independent
waste collectors
attended per year

48
carts
"pimped"

3
events
held

Dignity and Free Health Care for Independent Waste Collectors in São Paulo

For over 50 years, thousands of marginalized people have collected recyclable materials as an alternative source of income. It is estimated that there are more than 70,000 independent recyclable waste collectors in Brazil's urban areas, invisible to the eyes of a society that does not recognize the impact of their important environmental work.

Pimp My Carroça fights for the dignity of independent waste collectors by involving the public to provide them free assistance in various areas. Both task forces and individuals provide the waste collectors with health and psychological services as well as aesthetic work. The project also provides structural reforms to their carts, which are then embellished by graffiti artists to become works of street art.

IMPACT

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

- Provide services to 48 independent waste collectors to promote their health, safety, and well-being;
- Hold 3 large-scale events to encourage public appreciation for waste collectors;
- Distribute kits with shirts, custom raincoats, socks, shoes and rubber gloves to collectors;
- "Pimp" (decorate) waste carts through structural reform and the addition of safety features such as mirrors, reflective tapes and horns.



“ Recycling is imperative for a healthy environment. We must give it attention and be creative so that it can become a part of our daily lives! ”

Thiago Mundano, Graffiti Artist, Activist, and Creator of Pimp My Carroça

2015

VOZ DAS COMUNIDADES

#FALAJOVEM

www.vozdascomunidades.com.br



RIO DE JANEIRO

RIO DE JANEIRO

Youth Leadership Creating a Legacy for the Community

The community journal *Voz da Comunidade* was created by Rene Silva when he was only 11 years old to give visibility to the social issues of the Complexo do Alemão community that were often ignored by the mainstream media. In addition to becoming a reference in community media and citizen journalism, *Voz da Comunidade* portal also holds social activities in the Complexo do Alemão favela and youth debates called *#FalaJovem*.

The *#FalaJovem* project aims to create a space for exchanging ideas and dialogue in the community. Through the initiative, the residents identify local problems and discuss democratic solutions to them. These solutions created by those who live in Complexo do Alemão will contribute to the future and legacy of the community.

IMPACT

With support from **BrazilFoundation**, **Voz das Comunidades** will:

- Hold 12 workshops to create a space for dialogue, civic engagement, and problem solving;
- Influence the attitudes of youth and their sentiment of responsibility for the community.

12
workshops
held

100
youth
involved

150,000
residents
from Complexo do Alemão
benefited



“ The difference is that Voz das Comunidades is realized by us and for us. ”

Rene Silva, Editor in Chief at Jornal Voz da Comunidade

2015 PROGRAMA VIVENDA - REFORMAS PARA BAIXA RENDA

TECNOLOGIAS VERDES
NO PROGRAMA VIVENDA
www.programavivenda.com.br



SÃO PAULO
SÃO PAULO

30
people
benefited by cistern
and solar heater

5,000
people
benefited in
24 months

6
"green kits"
distributed

Improving Inadequate Housing Through Green Technology

Brazil faces a housing shortage of 5.5 million homes, according to the National Household Survey (PNUD). In addition, over 11 million existing homes are in poor condition. While Brazil's housing policies do aim to tackle housing shortages, there are rarely initiatives to improve the precarious conditions of existing homes, even though the issue of housing quality is twice as large as the current housing shortage.

Programa Vivenda was created in 2013 to offer a scaled solution to poor housing conditions that impact the health of the population, particularly that which is low-income. The project offers an integrated package of services - loans, technical assistance, skilled labor and materials - to realize quick, cheap, and quality housing renovations that will improve the health and life quality of residents.

IMPACT

With support from **BrazilFoundation**, **Programa Vivenda** will:

- Test and implement "green" technologies in renovations, reducing the environmental impact and, above all, better preparing families to cope with the water and energy crises;
- Conduct six pilot renovations with a cistern for harvesting rainwater and low-cost solar water heater;
- Give priority to families with newborns or children under one year, ensuring them access to water and hot baths;
- Replicate these technologies in upcoming renovations for over 5,000 people.



“ This project is of great importance because it will start a new phase for Program Vivenda based on a culture of sustainability. ”

Fernando Assad, Co-Founder, Programa Vivenda

2015 REDE ASTA

DESIGN FEITO À MÃO
www.redeasta.com.br



RIO DE JANEIRO
RIO DE JANEIRO

Support and Market Access for 6 Artisan Women Cooperatives in Rio de Janeiro

Women in Brazil still face inequality and exclusion from the job market. Today, women represent a significant part of the social economy in Brazil, which comprises more than 33,000 businesses throughout the country, according to the Secretaria Nacional de Economia Solidária (National Board of the Social Economy). However, small-scale artisans face great challenges to the quality and commercialization of their products, hindering their entrepreneurial efforts.

Rede Asta is a social enterprise that supports 52 environmentally-conscious artisan groups in Brazil, benefitting 700 low-income women. The organization provides these groups training in product refinement and grants them market access by selling their products under its brand “Asta”, available at showrooms and online.

IMPACT

With support from **BrazilFoundation**, **Rede Asta** will:

- Product development for 6 women’s artisan cooperatives;
- Local support and guidance for the cooperatives;
- Workshops on market value;
- Design consultation for additional groups benefitted by Rede Asta

6
artisan
cooperatives
supported

40
women and
their families
benefited

120
people
directly
benefited



“ The product is a major factor in determining success. If the product is of poor quality and unsuitable for the market, the possibility for failure can be very high. ”

Alice Freitas, Founder of Rede Asta

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Goldman Sachs
Grupo BMW
Hotel Tivoli
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Itaú Bank
IWC Schaffhausen
Jones Day
JP Morgan
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Singular Partners
Sunny Isles Beach
Telehelp
Tiffany & Co.
UBS
Valentino

ALEXANDRE
BIRMAN



artefacto



BVSA
*Bolsa de Valores
Socioambientais*



DIAGEO

Goldman
Sachs



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