



2013 PROJECT RESULTS

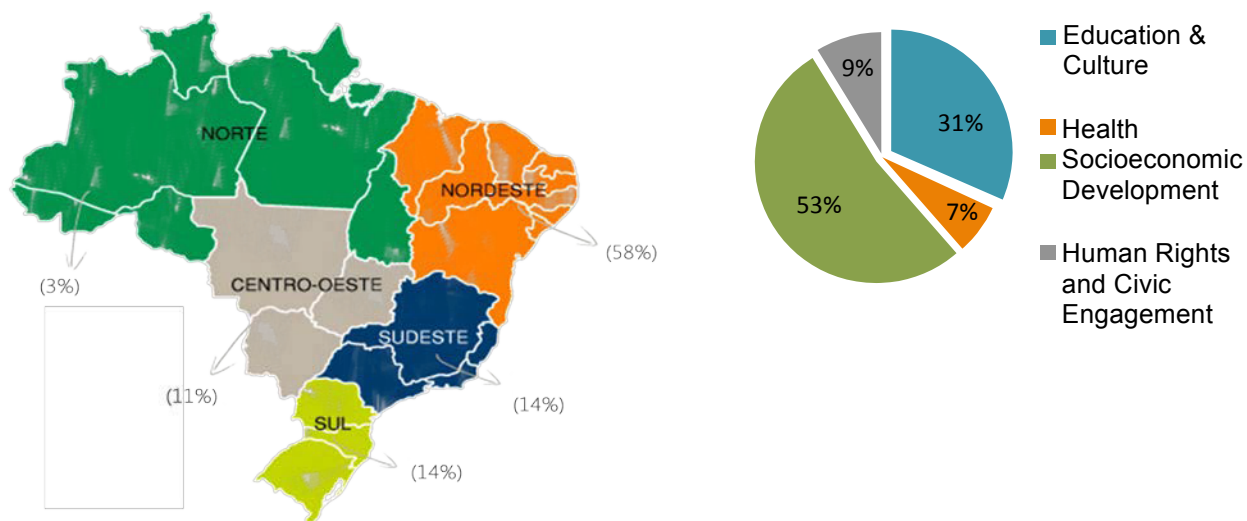
Monitoring and Impact Report 2014

This report represents the Programmatic activities, results and their impact in 2014. The content is based on the projects that began in 2013 and ended in 2014, as the new ones selected that year.

1. 2013 Project Selection – end of cycle

General results

→ R\$ 1,139,158,00 invested



2013 Selection: 548 proposals received, 26 organizations supported, 5 of which through the Early Childhood Fund (2 years of support), whose results are not considered here. Also includes 5 projects from 2012 Selection (2 years of support).

Publics reached, by project:

- | | |
|-----------------------|----------------------------|
| 5 – small farmers | 2 – HIV carriers |
| 6 – youth | 3 – low-income residents |
| 3 – indigenous groups | 3 – women |
| 1 – professors | 1 – quilombola communities |
| 1 – drug users | 1 – riverside families |

383 workshops, courses, trainings and debates
more than 5,000 hours of activities.
5069 people directly impacted
roughly 15,000 indirectly impacted.

RESULTS BY THEMATIC AREA

THEMATIC AREA	# OF PROJECTS	# BENEFICIARIES
<i>Education & Culture</i>	10	2136
<i>Health</i>	2	386
<i>Human Rights & Civic Engagement</i>	3	1777
<i>Socioeconomic Development</i>	11	793

1 Project cancelled:

Organization: União das Associações Comunitárias, Canguçu ,RS

Project: A Batata Doce como alternativa de renda e soberania da segurança alimentar da agricultura familiar

Reason: The leadership left the organization to take on a public position, and there was no one planned to takeover. Resources from BrazilFoundation after that point were not provided.

80% of organizations improved their operations
 61% improved institutional communications
 80% attained greater recognition and legitimacy in
 their community and with partners
 65% believe that BrazilFoundation
 helped them secure new forms of support

IMPACT - TESTIMONIALS

"... This was the first sponsorship that we have received, and everything that we have done until now has been the result of our work with BrazilFoundation. – IPEDI

"Our relationship was based on trust, opportunity and calm, different than what we are used to with other supporters. Our partnership left us more confident, without the pressure to be talking with an "investor" – ECOA Ecologia e Ação.

"BrazilFoundation was the beginning of a new life for our institution in the universe of the third sector. Our organization, only 4 years old, received important guidance for our social practices. - PLANOB

EDUCATION & CULTURE

Organization	Project Proposal	Activities	# beneficiaries
Plano B Recife, PE	Providing additional training for teenagers from Jaboaão dos Guararapes County who do not have access to quality public schools, and prepare them for entrance examinations in technical schools.	720 hours of pre-vestibular course. Workshops on mechanics and electronics at Instituto Federal de Pernambuco – IFPE. Health courses on: Self-esteem, sexuality, anxiety, nutrition.	60
Educandário Deus e a Natureza Indaiatuba, SP	Inclusion of young people and adults with low levels of educational attainment in the promising Indaiatuba labor market, offering them courses in construction, mechanics and inspection, all areas of which are in heavy demand throughout the region.	13 courses on computers, masonry, hydraulics, electrics, inspection, beauty services, culinary arts. Motivational talks.	595
Instituto de Pesquisas em Tecnologia e Inovação Sta. Luzia do Itanh, SE	CLOC prepares students from a fishing community in Sergipe for high-paying jobs working with digital platforms and JAVA and software programming. Youth in high school who have strengths in logical and mathematical reasoning get opportunities for professional training and study.	100 hours of JAVA course. Course on hardware recycling and maintenance. 120 hours of Web development course. Networks course.	21
Instituto de Pesquisa da Diversidade Intercultural Aquidauana, MS	Preparing indigenous teachers of Terena ethnicity with theoretical and practical knowledge for teaching art, language and culture inside the community, in addition to the production of teaching material.	136 hours of - 19 workshops of language, art, translation and Terena culture, teaching methods.	35
ECOIA Ecologia e Ação Corumbá, MS	Promoting knowledge about the Pantanal region among teachers working in the area, and encourage the use of information technologies in the classroom to boost creativity and motivate students.	28 hours - 4 workshops training 27 teachers on teaching methods for using technology, including Pantanal in curriculum. 8 projects implemented benefiting 205 students.	27
Associação Comunitária do Guarani Campos Sales, CE	Using instrumental music as a means for social inclusion. Children and teenagers from rural Ceará formed a band of fifes, which along with the zabumba, is a cultural art of the region.	Weekly workshops on music theory. Cultural exchanges and outings with parents.	34
Associação Cultural Filhos da Corrente São Paulo, SP	Capoeira workshops and cultural activities for youth under parole, who are referred by the Child Protection Council, in an area afflicted with high crime rates	95 capoeira workshops. 10 communications workshops. 12 mediation workshops. 6 educational visits.	1200
Associação Vaga Lume Amazonas	Storytelling circles and artisanal book production to strengthen the Quilombola culture in the Amazon region.	Training reading coaches. 31 books created. Long-distance and communal monitoring.	31
Grupo Sócio Cultural Código Japeri, RJ	Consolidation of a community theater methodology to increase the number of local theater performances in a municipality lacking cultural activities.	Community theater workshops. 3 plays created on themes on social realities of community. Public debates held between residents and elected officials.	88
Núcleo Sociocultural Semente do Amanhã	Social inclusion for children and adolescents from Vila Aliança, one of the most violent communities in Rio de Janeiro.	328 hours of theater workshops. Team training. Theater outings and performances. Set design classes	45

RESULTS

2136 PEOPLE DIRECTLY BENEFITED

Indicator: Professional Training

- 21 youths from Santa Luzia do Itanhy (SE) learned about math and logic. 8 students have technical knowledge of JAVA, computer maintenance, website development, and networks, and are ready for workforce.
- 595 youths from Indaiatuba (SP) obtained SENAI certificate, giving them greater employability status.
- 60 youths from Jaboatão dos Guararapes have greater chance of acceptance in technical schools, 26 of which were accepted; 60 families with stronger ties and opportunities for better salaries.

Indicator: Formal Education – Education Professionals Trained

- 35 indigenous teachers from Aquidauana (MS) trained with teaching materials in indigenous Terena language, with greater awareness of importance of indigenous culture inclusion in classroom.
- 800 indigenous children have more qualified teachers in Terena culture and language.
- 27 teachers trained to use technology and include Pantanal in curriculum in Corumbá region (MS).
- 8 projects created and implemented in Pantanal region, reaching 205 students.

Indicator: Cultural Access and Social Capital

- Social inclusion (school attendance, emotional skill development, etc) for 60 at-risk through capoeira.
- A flute orchestra of 34 youths from Angico, Ceará, was formed.
- 133 children and youth from the Baixada Fluminense developed social skills through theater, music, and dance.

Indicator: Cultural Access - Identity

- Plano Greater appreciation for culture of 11 quilombola communities in the Amazon, home to 2000 people.

“Plano B was one of the best things to happen to me. It helped me to see life from another point of view. Along with expanding my knowledge, it expanded my ability for everything...” - Lucas Pércles – student at Plano B in 2013, already in technical school.

“I began the bakery technical course to perfect my skills. With the success of my selling bread, I started the cake course, then the sweets and snacks so that I could sell more variety. My next goal is to start my own business.” – Geraldo Nogueira, beneficiary at Educandário Deus e a Natureza

CHALLENGES AND REFLECTIONS

- Some students lack basic skills due to inadequate public education, leaving the projects to include basic educational teachings in their activities in order for them to succeed in the project.
- Drought, poor access to communication tools and no electricity are factors that affect project outcomes and cause projects to emend their calendar of activities and methodologies.
- The displacement of some students living in settlements became a challenge for projects who depend on the government for student transportation.



HUMAN RIGHTS AND CIVIC ENGAGEMENT

Organization	Project Proposal	Activities	# beneficiaries
Associação Fênix Curitiba, PR	Providing legal counseling to carriers of HIV/AIDS and Viral Hepatitis to ensure that their rights are protected based on existing legislation.	Judicial and psychosocial counseling; 8 workshops on human rights and HIV; Reproductive rights workshops; Photography and video courses;	185
ARCA FM - Associação de Rádio Comunitária de Açailândia Açailândia, MA	In a territory marked by slave labor, the association provides free courses and tools on communication, as well as strengthening local teenagers and youths.	180 hours of community journalism, human rights, video editing and recording courses;	156
Associação Amigos da Vida Brasília, DF	Ensuring access to rights, resources for justice and care for carriers of HIV/ AIDS and those affected by the diseases who live in poverty and/or are unaware of their rights.	Individual legal aid; Talks on rights of AIDS/HIV carriers; Produced leaflets on rights; Held forum on human rights.	1436

RESULTS

1777 PEOPLE DIRECTLY BENEFITED

Indicator: Access to legal aid – fewer violations

- Legal and psychological counseling for 1436 people with HIV/ AIDS in Brasília (DF) and nearby cities. Included free legal aid. 278 legal actions were started, with 83 resulting in wins for beneficiary.

Indicator: Human Rights awareness – fewer violations

- 185 youths with HIV/AIDS in Curitiba have greater awareness of their rights.
- 156 kids and youths from Açailândia (MA) informed about rights, specifically slave labor.
- Info on human rights transmitted through radio to approx. 25,000 people.

“We’ve provided legal aid to people with HIV/AIDS for ten years. We’re the only NGO that does this.” – Dr. José Ramos, Founder, Associação Amigos da Vida.



CHALLENGES AND REFLECTIONS

- The fragile emotional state of the beneficiaries is a challenge for the projects, making it difficult for them to be reached or attended. (AMIGOS DA VIDA)
- The length of the judicial process takes longer than the project length



HEALTH

Organization	Project Proposal	Activities	# of beneficiaries
ADES - Agência de Desenvolvimento Econômico e Social Carazinho, RS	Prevention of substance abuse among children and adolescents; reducing crime rates and violence, while promoting the social inclusion of marginalized families	An annual event held; 35 social, psychological and health visits monthly to kids and families; home visits; weekly art workshops; 10 annual meetings with families; 4 weekly academic meetings; school meetings; 20 psychological visits per month;	251
Organização OBA Florianópolis, SC	Raising awareness in the indigenous community on preventing diseases caused by domesticated animals, by means of care, hygiene and control of the disorganized proliferation of such animals, whose great value to the village culture often results in over population.	Weekly visits to indigenous villages on animal and personal hygiene; Trainings for indigenous leaders; Dogs and cats spayed and neutered;	135

RESULTS

386 PEOPLE DIRECTLY BENEFITED

Indicator: Scaling successful practices – reduced rates of illness

- 32 vulnerable indigenous families from Florianópolis (SC) reached for dog and cat population control and hygiene. (OBA)



CHALLENGES AND CONSIDERATIONS

- Prevention work with indigenous populations likely not to render benefits in medium to long-term, as challenges are much greater than the attending organizations are prepared to handle.
- Working with indigenous populations requires cultural awareness and trust, which takes up a good amount of time during the project. (OBA)



SOCIOECONOMIC DEVELOPMENT

Organization	Project Proposal	Activities	# beneficiaries
Associação Coletivo Popular de Saúde e Cultura de Mandacaru <i>João Pessoa, PB</i>	Expanding production and commercialization capacity for Cozinha Verde (Green kitchen) to increase the sales of highly nutritious snacks and provide income generation for female producers in the community.	240 hours of workshops on baking; monthly workshops on math and reading; launching events for products.	10
Instituto Sementes ao Vento <i>Porto Alegre, RS</i>	Training Guarani leaders to promote development and cleanliness in their villages, including environmental protection, wastewater treatment and incorporation of agroforestry.	A seedlings nursery was constructed, helping with composting; training in use of native plants and trees; planting seedlings to cultivate a forest.	70
Associação dos Pequenos Agricultores da Comunidade de Lagoa da Baixa <i>Cansanção, BA</i>	The project empowers regional farmers to raise livestock (e.g. goats, pigs and poultry) and to construct cisterns, contributing to the community's socioeconomic development.	Meetings with family farmers; a family agricultural fair was held; technical visits to families.	60
Rede de Mulheres Produtoras de Pajeú Afogados da Ingazeira, PE	Improving organizational productivity within health legislation standards, with the objective of putting products made by the women into the formal market.	3 workshops per semester held on planning, 6 hours each; 4 workshops on management and construction; market research; renovated center.	26
Associação dos Produtores de Artesanato, Gestores Culturais e Artistas de Icó <i>Icó, CE</i>	This project works to increase the production capacity of artisan embroiderers, whose craftwork is locally inspired and widely valued, in a city in Ceará that is recognized for its architectural heritage.	Rococó stitching workshops; showroom and fair participation; search for new clients and places of sale.	85
Associação em Defesa da Qualidade de Vida, do Meio Ambiente e do Patrimônio Histórico, Cultural e Artístico <i>Rio de Janeiro, RJ</i>	Located in the west region of Rio de Janeiro, a region which lacks educational and cultural outlets, this project trains young community leaders to articulate on, raise awareness for and promote Environmental and Human Rights.	Recordings; publication of Bicuda-FM in community journals; blog created; renovated studio.	
Associação Agrícola dos Produtores de Mel de Sobradinho – SAJUC <i>Sobradinho, BA</i>	Beekeeping in Sobradinho, an environmentally and economically sustainable source of income.	Mobilized farmers; 4 community meetings; 16 beekeeping workshops; technical visits to hives and farms; implemented hives in 9 communities; 100 nests and combs distributed; monitoring given to each participant.	80
Alternativas para a Pequena Agricultura no Tocantins (APA-TO) <i>Augustinópolis, TO</i>	Supporting the existing economic cooperative of farmers and small fishermen in the Esperantina region, ensuring access to markets, generating income and promoting environmental conservation.	2 workshops on fruit harvesting; weekly fair for 96 products; market distribution in 12 cities; 157 store visits. Best practices for harvesting recorded for future use.	56
Instituto de Pesquisas Ecológicas – Ipê <i>Manaus, AM</i>	Encouraging women's groups that produce jams from local fruits to expand the areas of cultivation and improve the systems of agricultural production. The goal is to promote income generation, leading to autonomy over food cultivation and territorial integrity.	Biofertilizer production workshops; Forest management workshops; Science and Technology Week at INPA; Best practices workshops on harvesting and food prep; Taskforce for family agriculture documentation; INPA and organic fair participation.	60
Centro de Educação Popular e Formação Social – CEPFS <i>Teixeira, PB</i>	Promoting environmental education by technical and practical knowledge, focusing specifically on the management of natural resources and trash.	10 workshops for 346 people on resource management and recycling; Water collection kits distributed; 15 home gardens with	346

RESULTS

793 PEOPLE DIRECTLY BENEFITED

Indicator: More income generation opportunities – strengthened production chains

- 10 women and 4 farming families from João Pessoa have more income from production and sale of organic sweets and snacks.
- Income generation for 60 people through family agriculture – aviary, swine, goat farming.
- 5 production groups of artisans formed and equipped, totaling 85 women generating R\$ 300,00 - R\$ 700,00 per person/ month from embroidery. Cultural appreciation for regional art.
- 26 women from Afogados da Ingazeira (PE) with better means for production, greater market access and capacity to expand their businesses.
- 4 production groups from Bico do Papagaio structured to harvest from the forest and increase their incomes. 11,000 tons of fruit pulp created for markets and school meals, generating R\$ 57,000 in income for farmers.

Indicator: Socio-environmental technologies developed

- Greater awareness on trash problem. Methods developed for gardens on weak soil in indigenous villages of 120 people.
- 15 farming families creating gardens while preserving water, improving their diets, climate of their homes and income generation opportunities
- 10 community associations trained to collect and separate trash
- The city law Orçamentária Anual in Cacimbas (PB) was introduced, implementing kits for trash collection in the city. Reimbursement received from government for transport of recycled materials.
- Exchanges held between farmers, teachers and students from local region and CEPFS.

“Opening my pastel shop was a dream come true.”– Raquel, beneficiary of Cozinha Verde

“From now on I will construct all of the flowerbeds with sustainable water methods, because this method will produce more and for a longer time.”– D. Maria Madalena, CEPFS beneficiary

“These flowerbeds will increase my production and income for my family.” Maria Márcia –CEPFS beneficiary

“Before, we wasted fruits and would lose a lot. Not now. I myself made 1.200 kilos of pulp this year... I feel like I contributed to better school meals...” José Ribamar, APA-TO beneficiary

CHALLENGES AND CONSIDERATIONS

- The drought and climate conditions in the last few years in the northeast has been a challenge for some projects in agriculture.
- Government bureaucracy hindered access to obtaining certificates. (APA-TO).
- Some projects that depend on multiple sources of support were delayed payments, delaying activities. (PAJEÚ)
- Poor infrastructure hinders transport of perishable goods. (APA-TO)
- Projects that deal with production groups or sanitation need longer deadlines (more than 2 years) to be fully realized. (PAJEÚ, APA-TO)
- The perception of time in indigenous villages is different than that in cities.



EVALUATION

Organizations were evaluated on the following criteria:

a) Leadership b) Management efficiency c) Capacity to generate impact d) Institutional communications efficiency e) Relationship with BrazilFoundation f) Scale and sustainability in medium and long-term g) Potential to influence public policy.

→Receiving ratings of: Excellent-4; Good-3, Adequate-2, Poor-1.

→Evaluation based on detailed descriptions of each item. General success based on the following: Excellent (24 - 28 points); Good (16-23); Adequate (9-15), Poor (0-8).

The results determined those considered for continued support for 2014 Selection, for Women's Fund, and 2015 Selection.

3. FUNDS | Project Selection

Women's Fund

The Women's Fund began in the second half of 2014 with the kickoff of the *Women for Women Campaign*. The campaign began in New York and Miami, raising US\$60,000, and is expanding.

6 organizations were already chosen for the Fund, with future ones to be chosen by donors themselves.

- Mulheres em Construção - RS
- Instituto Arte de Viver Bem - SP
- Casa de Santa Ana - RJ
- Cozinha Verde - PB
- Mulheres de São Gonçalo – RJ
- Centro Sociocultural Barra dos Coqueiros - SE

800 women will be reached through the next 6 months



Women's Fund

Objective: Invest strategically in proposals affecting women.

Investment: 20.000,00
Period: 6 months

Methods: Past grantees invited to submit proposals, which are then analyzed, visited and interviewed; Financing made through campaign donations, with donors participating in project selection.

Criteria: Legitimacy in field working with women, mothers and girls; scale to advance empowerment and rights of women.

Opportunity Fund

The fund aims to be a flexible way to respond to demands for certain causes and themes, identifying organizations that with relevant, innovative methods with potential for social impact.

Opportunity Fund

Investment: 20.000,00 - 30.000,00

Period: 6 months

Method: Identify organizations and projects through research, suggestions from partners, and events. Then ask them for a proposal, which will be evaluated together with a site visit and in consideration from the Board.

Criteria: Proposal is innovative in character or methodology, has potential for social impact and scale in Brazil and throughout world, and is of a theme not considered in the Annual Call for Proposals.

2 organizations were identified:

Universidade da Correria: entrepreneurship for low-income students, generating businesses in their neighborhoods. Dynamic and current methods of universities, including consulting, are used.

Investment: R\$ 30.000,00

➡ A group of 20 students for 3 months, 96 hours of weekly classes and technical visits for each entrepreneur.

Beginning: September/Oct 2014

Desired Result: 30% of enterprises ready for formalization as a micro-entrepreneur.

Partial Results:

- Create awareness and find students;
- 20 students divided among 2 groups;
- Hold first class at Google Entrepreneurs Brazil, with participation from Leona Forman, Leonardo Filardi (Endeavor), and Ticiana Abreu (WMCcann).



Pimp My Carroça: This is a sociocultural project that promotes dignity, health services, and trash cart repairs for independent waste collectors.

Investment: R\$ 20.000,00

➡ The crowdfunding channel for the project will be created so that it can raise funds to make cart reforms for individual collectors and hold events to attend them.

Beginning: November, 2014

Desire Results: Increase resources to attend more collectors.

