WOMEN’S FUND
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
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 Icó 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.

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

Vivalda Sousa, project beneficiary
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

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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
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.

**“**

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**
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
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
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
ASSOCIAÇÃO RENASCER – INSTITUTO FEMININO DE AUTONOMIA

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

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.

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 Ferroviario 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.

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

Isabel Aparecida dos Santos Mayer, IBEAC Coordinator

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.

50 women and their children directly benefited

3,169 residents participating in workshops

10,240 participating residents

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

Isabel Aparecida dos Santos Mayer, IBEAC Coordinator
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
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

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

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
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

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
Center for income generation for rural women

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

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

IMPACT

With support from BrazilFoundation the organization plans to:

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

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

Tainá de Lima Matos, project manager
Income generation for rural women through the sustainable production of food

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

IMPACT

With BrazilFoundation’s support, MMNEPA will:

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

Train 100 women in beekeeping and farming

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

Strengthen family farming

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

Nizete, project beneficiary
Income generation for women victims of domestic violence in the Pantanal region

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

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

IMPACT

With support from BrazilFoundation, the project will:

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

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

Maria José, AMINA associate
Income diversification for family farms in Alagoas

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

IMPACT

With support from BrazilFoundation, ASPROBROAS will:

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

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

Maria Aparecida da Conceição, member of ASPROBROAS
In these 20 years, THEMIS has developed diverse programs and awareness campaigns to combat violence, and it has collaborated to rebuild the lives of hundreds of women.

Beatriz Vasconcellos, project leader
COOPA-ROCA - COOPERATIVA DE TRABALHO ARTESSANAL E DE COSTURA DA ROCINHA

FORTALECIMENTO DA ESTRATÉGIA DE NEGÓCIO SOCIAL DA COOPA-ROCA
www.coopa-roca.org.br

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

Maria Áurea, president of COOPA-ROCA

Income generation and opportunity for women

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

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

IMPACT

With support from BrazilFoundation, the project will:

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

Integrate 60 women into the cooperative of artisans

Increase household income through a new business model