

BM&FBOVESPA Presents Projects Listed by BVSA in 2016

R\$762,000 was raised to fund social organizations in 2015



Edemir Pinto, CEO of BM&FBOVESPA, Patricia Lobaccaro, President and CEO of BrazilFoundation and representatives of NGOs participating in the symbolic ringing of the opening bell

São Paulo, March 3, 2016 - With the symbolic ringing of the opening bell at BM&FBOVESPA on March 3rd, BrazilFoundation and the BM&FBOVESPA Institute announced the 2016 portfolio of projects for the Social and Environmental Stock Exchange (BVSA) (available at www.bvsa.org.br). A report was also shared at the event on the fundraising by the organizations listed in 2015 - the result of the first year of the partnership between BVSA and BrazilFoundation.

The 20 listed projects in 2015 raised a total of R\$762,000. Of this total, 11 projects reached 100% of their goal, and nine projects raised on average 47% of their. Even those who mobilized less funds will still receive the resources to realize their original proposals, although with adjustments.

"The Exchange and the BM&FBOVESPA Institute are honored to have done their part in the efforts for a more prosperous and socially equal Brazil," said Chief Executive Officer of BM&FBOVESPA, Edemir Pinto, during the opening ceremony.

"This joint venture of co-investment between the BM&FBOVESPA and BrazilFoundation opens a new chapter in the Brazilian social sector. This chapter is one of cooperation, methodology sharing, and

aligning efforts to leverage results and reduce overlaps”, said the president and CEO of BrazilFoundation, Patricia Lobaccaro, during her speech.

“It is a pleasure to see these dreams which have been developed with such care come true. We are proud to be part of this project”, said Luciana Aguiar, Manager of Partnerships and Private Sector Development at the United Nations Development Programme (UNDP).

“We are very proud to support these projects and the Institute. We believe in the partnership between the BM&FBOVESPA and BrazilFoundation. We will continue to invest in 2016”, said Mariana Abdelhay, General Manager of Sustainability at Lojas Americanas and B2W, a company that donated R\$ 600,000 through the platform for 12 projects in 2015.

Finally, Wagner Gomes, a representative of ADEL (Agency for Local Economic Development) – a project that received funding in 2015 - spoke of his dream and how many youth from the semi-arid in Ceará have been closely impacted by BVSA and BrazilFoundation’s investment.

Twenty projects will be chosen each year by a committee composed of the Superintendent of the BM&FBOVESPA Institute, an executive officer at BM&FBOVESPA, and a representative of the United Nations Development Programme (UNDP). Projects are selected based on how they meet the Sustainable Development Goals (SDGs), reaffirming BM&FBOVESPA’s commitment with the UN (formerly the projects were selected according to the Millennium Development Goals - MDGs). The projects are listed for up to one year.

As in 2015, the 2016 listing - which was posted on March 1st - gives project options in all regions of the country, including the Federal District:

- **Imagine** - Instituição Plano B - Jaboatão dos Guararapes, PE;
- **Social Mobilization for Education** - Instituto Chapada de Educação e Pesquisa – Palmeiras, BA;
- **IEE Institutional Strengthening** - Instituto Esporte & Educação – Nacional;
- **Our Group** - Instituto Fazendo História – São Paulo, SP;
- **Kalivono** - Instituto de Pesquisa da Diversidade Intercultural (IPEDI) – Aquidauana, MS;
- **Musical Training at Espaço Cultural da Grota** - Espaço Cultural da Grota (Reciclarte) – Niterói, RJ;
- **Integral Health is Cool** - Centro de Recuperação e Educação Nutricional (CREN) - São Paulo, SP;
- **Brazil Child Health** – Broadening Horizons - Associação Saúde Criança Zona Sul- Responder - Rio de Janeiro, RJ;
- **Family Architect** – Family Housing and Health Diagnostics - Associação Soluções Urbanas: Urbanismo, Cultura e Cidadania - Niterói, RJ;
- **Green Kitchen: Growing Organic Food and New Opportunities for Women** - Associação Coletivo Popular de Saúde e Cultura de Mandacaru - João Pessoa, PB;
- **Caregiving Project – Elderly Caregivers Agency** - Casa de Santa Ana - Rio de Janeiro, RJ;
- **Mortar & Lipstick – Women’s Instructor Training** - Mulher em Construção - Porto Alegre, RS;
- **Dream Weaving** - Aliança Empreendedora - São Paulo, SP;
- **Right & Citizenship** - Amigos da Vida – Brasília, DF;
- **Rebuilding Lives, Strengthening Ties** - Associação Fênix - Curitiba, PR;
- **Sowing the Seeds of Rights** - Instituto Brasileiro de Estudos e Apoio Comunitário (IBEAC) - São Paulo, SP;
- **Pimp my Cart** - Instituto Sincronicidade - São Paulo, SP;
- **Handmade Design** - Rede Asta - Rio de Janeiro, RJ;

- **Gira-sol Project: Managing Life Energies** - Instituto Transformance: Cultura & Educação – Marabá, PA;
 - **Productive Crop** - Associação dos Pequenos Agricultores do Povoado de Lagoa da Baixa – Cansanção, BA.
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About BVSA

A pioneering initiative created by BM&FBOVESPA in 2003 with the support of brokers, this is a fundraising platform with a format similar to a stock exchange. It is a virtual environment for donations that is safe, practical and transparent, and which aims to encourage a culture of philanthropy in Brazil, connecting two ends: the Brazilian organizations that need support for their environmental projects on one hand, and social investors on the other. With Daniela Mercury as its mentor, the BVSA is supported by UNESCO and has been recognized by the United Nations Global Compact (UN) as a case study and model to be followed by other markets.

Information on BrazilFoundation

A non-profit organization, BrazilFoundation's mission is to raise money to fund ideas and actions that transform Brazil. To this end, the Foundation works with leaders, social organizations and a global network of supporters to promote equality, social justice and opportunities for all Brazilians. The Foundation has already raised more than US\$35 million to provide support to approximately 440 social organizations across Brazil. BrazilFoundation is based in New York and Rio de Janeiro and has branch offices in São Paulo and Miami.

About the partnership with BrazilFoundation

The BM&FBOVESPA Institute and BrazilFoundation formed a "joint social venture" in 2014 to mobilize donors around projects of Brazilian Civil Society Organizations (CSOs) through way of the BVSA. The partnership combines the expertise of BrazilFoundation in the selection, training and monitoring of social projects, with BVSA's pioneering model of fundraising and accountability, via a virtual platform run on similar lines to a stock exchange. The common vision of the initiative is the need to transform a culture of philanthropy in Brazil.

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