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
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.

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 proving 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.

“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.

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

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

DIGNITY AND CARE FOR THE ELDERLY
Casa de Santa Ana
Rio de Janeiro, RIO DE JANEIRO

“Our work helps the elderly in their recovery and self-discovery; it helps them realize a potential that they did not even know they had. This is reflected in their family as well.”
Maria de Lourdes Brás, founder

CASAN DE SANTANA HAS BENEFITED OVER 480 PEOPLE IN THEIR COMMUNITY.

SUSTAINABLE USE OF RESOURCES IN THE SEMIARID
CEPFS
Teixira, PARAÍBA

“Our objective is to help rural communities develop sustainably in the semiarid of Brazil.”
José Dias Campos, founder

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

PROMOTING LITERACY IN THE AMAZON REGION
Vaga Lume
Amazon Region, AMAZONAS

“The Vaga Lume library and its books are really cool. At times, we don’t have much to do so we meet here to read.”
Ingrid, student, 13 years old

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

OUR PARTNERS
When we see opportunity to exchange resources and add value, we collaborate with organizations who share our vision. We have been fortunate to count on PARTNERS such as: AVINA Foundation, Ford Foundation, Inter American Foundation, Tinker Foundation, Kellogg Foundation, Instituto HSBC Solidariedade, TAM Airlines, Tozzini Freire Advogados, Goldman Sachs, Banco Itaú, LCM Commodities, Votorantim, Crédit Agricole, Audemars Piguet, Shopping Cidade Jardim JHSF, Tyco International, and Artefacto.

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

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

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WWW.BRAZILFOUNDATION.ORG
2014
ASSOCIAÇÃO DE ESTUDANTES DE PARAMOTI

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

Aurenir Luz, project leader

Reviving the value of history and culture in the Paramoti region

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

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

IMPACT

With support from BrazilFoundation, the project will:

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

830 people reached

Expansion of cultural offerings in the region

Strengthening local culture, traditions, and history

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

Aurenir Luz, project leader
Socioeconomic development through music

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

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

IMPACT

With support from BrazilFoundation, Associação Florescer will:

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

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

Iria Sá, organization leader
2014
ASSOCIAÇÃO INCUBADORA SOCIAL GASTROMOTIVA
CURSO PROFISSIONALIZANTE EM COZINHA - EXPANSÃO SALVADOR
www.gastromotiva.org

I love the course and I am learning a lot. I surprised myself in the world of gastronomy.
Diego Rodrigues, Gastromotiva student

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

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

IMPACT
With support from BrazilFoundation, the project will:

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

755
program graduates since 2006

Expansion to Salvador beyond São Paulo and Rio de Janeiro

Improve access to jobs and income generation

“I love the course and I am learning a lot. I surprised myself in the world of gastronomy.”
Diego Rodrigues, Gastromotiva student
Access to higher education for youths and adults in Campo Grande, MS

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

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

**IMPACT**

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

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

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

Aleixo Paraguassú, founder of ILK
Cultural activities and academic support for children in Canindé

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

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

IMPACT
With support from BrazilFoundation, the project will provide:

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

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

Francisco Santiago, 17 years old, project manager
Benefit 100 students directly

Support youth initiatives

Sustainability for cooperative schools (EPCs)

Community funds as a strategy for sustainable educational initiatives

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

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

IMPACT
With support from BrazilFoundation, the project will:

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

"Believe in people, invest in their dreams: this is the motto of FINS." Antônio Adriano, project coordinator
Music as a tool for social transformation

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

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

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

IMPACT

With support from BrazilFoundation, Quabales will:

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

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

Fernanda Mello dos Santos, project coordinator
People can’t imagine how important these projects are in the peripheries of town, and how they transform lives. I am an example of this.

Cicero Delhany, president of ISBRAPT

Professional training and employment assistance for at-risk youth

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

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

IMPACT

With support from BrazilFoundation, the project will:

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

Professional training for 80 low income youth

Greater ethics, citizenship and career opportunities
2014
INSTITUTO TRANSFORMANCE: CULTURA & EDUCAÇÃO

GIRA-SOL: GESTÃO DE ENERGIAS VITAIS
http://institutotransformance.wordpress.com/

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

Carolayne, project beneficiary

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

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

IMPACT
With support from BrazilFoundation, the project will:

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

Encourage youth leadership

Strengthen political activism in the community

Develop cultural, cooperative micro-projects
The partnership with BrazilFoundation was very fruitful; we met with other project managers from the region, learning together and sharing experiences.

Jorge Braga Jr, leader of the organization
Youth engagement through community media in Maré

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

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

IMPACT

With support from BrazilFoundation, the project will:

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

90 youths trained in digital media

420 hours of classroom instruction

Production of digital materials
The partnership between Filhos da Corrente and BrazilFoundation yielded many good results. Thanks to this partnership, our project grew even more.

Renato Alexandre (Mestre Magrão), organization leader
Training in Logic and Java Programming
Santa Luzia do Itanhy, one of the poorest cities in Brazil, has one of the lowest HDI standings, ranking 5,345th out of 5,565 municipalities. Having around 13,000 residents, 75% of families from Santa Luzia do Itanhy depend on welfare programs from the state and federal government.

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

IMPACT
With support from BrazilFoundation, the project will:

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

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

Saulo Faria, project coordinator
Entrepreneurship and Social Innovation in Low-Income Neighborhoods

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

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

IMPACT

With support from BrazilFoundation, the Universidade da Correria will:

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

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

Dinho, founder of Universidade da Correria

20
low-income youth
strengthened as entrepreneurs

Social innovation
for a youth network
We believe that placing yourself in the shoes of another is essential in order to change the attitudes of educators.

Julia Milman, coordinator at Casa da Árvore

Training caregivers at community daycare centers in Rio de Janeiro

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

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

IMPACT

With support from BrazilFoundation, the project will:

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

Train 32 professionals in childhood education

206 children assisted indirectly

Strengthen support for 4 centers
There is a serious problem with sexual exploitation here. Many girls between the ages of 12 and 13 don’t have hope for a better life.

Tia Ressu, head administrator of Lar Feliz
Our pedagogy of informal education offers ten thousand children and adolescents a means to realize their dreams.

Maria Corina Gama de Macedo, executive director and general supervisor at Casa do Zezinho.
2014
ASSOCIAÇÃO COMUNITÁRIA
DOS MORADORES DE
MANDASSAIA II
MULHERES RURAIS ATUANDO NO
DESENVOLVIMENTO SUSTENTÁVEL
E GERAÇÃO DE TRABALHO E RENDA

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

Thiago Azambuja, project coordinator
Income generation for youth in the semi-arid of Ceará through technology

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

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

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

**IMPACT**

With support from BrazilFoundation, the project will:

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

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

Elvis Gonçalves, project coordinator
Creation of community soccer pitches to catalyze social change

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

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

IMPACT

With support from BrazilFoundation, the project will:

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

Benefit

1,100 children and youth

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

Mobilize

140 adult volunteers

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

LoveFútbol Brasil
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.

“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
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
ASNPROBROAS was started in 2010 to promote social actions that lead to income
generation and strengthening of sustainable family farming in Arapiaca, Alagoas.
ASNPROBROAS 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, ASNPROBROAS 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 ASNPROBROAS
Economic development through family farming in Cansanção, Bahia

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

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

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

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

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

“ I cried the day I learned that the project would be funded and I could realize my dream to farm. I am very grateful for this support.”
Luzinete, project beneficiary
Encourage community development and environmental conservation through sustainable honey farming

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

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

IMPACT

With support from BrazilFoundation, the organization will:

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

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

Wagner Gomes, administrator at ADEL
While violence against our children and impunity exist side-by-side, we will continue to do our best so that these children and their families have support.

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

2014

CASA DA CRIANÇA E DO ADOLESCENTE

BRINCALHONA

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

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

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

4,600 children attended in one year

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

Defending child and adolescent rights

Assistance and protection for child and adolescent victims of violence

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

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

IMPACT

With the support from Brazil Foundation, the project will:

• Encourage children to play;
• Compile lessons-learned based on the observed interactions;
• Promote the discussion of concrete questions on the daily lives of these children;
• Map the need for special assistance of children and educate family members so that they may address disabilities with eyesight, cognition, communication and issues with domestic violence.
We grew greatly in the past years with the rise of young leaders holding positions at different levels in the social, private and public sectors.

Dailson Andrade Santos, project coordinator
There is a great need in Brazil to invest in efforts that strengthen democracy. In this respect, we must encourage political education.

Maurício Piragino, project coordinator
Giving the people a say in public expenditures in Brazil

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

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

IMPACT

With support from BrazilFoundation, the project will:

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

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

Diego Ramalho Freitas, social mobilizer at the Instituto
Leadership training and combatting slave labor in the sugarcane and ethanol industry

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

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

**IMPACT**

With the support of BrazilFoundation, the project will:

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

40 leaders trained to combat slave labor

Mobilize social and political leaders to respect human rights

Increase awareness on human rights violations

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

*Marcel Gomes, project coordinator*
Our work came from the belief that the government cannot be aware or have knowledge of all issues faced by the everyday man.

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

Mundano, leader of Pimp My Carroça

Independent waste collectors as environmental agents

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

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

IMPACT

With support from BrazilFoundation, Pimp My Carroça will:

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

20 collectors supported

Expansion into other states

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

Mundano, leader of Pimp My Carroça
Expansion of access to the justice system for rural workers

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

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

IMPACT

With support from BrazilFoundation, the project will:

• Train people from local communities, improving their access to the justice system and facilitating an understanding of legal language;
• Encourage collaboration to promote the exchange of knowledge and best practices;
• Train 40 community representatives as “education multipliers” who can share their knowledge with community members;
• Benefit 3,000 people indirectly across 12 municipalities.
These LGBT youth live in a vulnerable situation. They need an alternative way to earn income to escape a condition of sexual exploitation.

Brigitte Louchez, project coordinator
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
Social enterprise for the self-sufficiency of families with children suffering from chronic conditions

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

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

IMPACT

With support from BrazilFoundation, the project will:

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

2014
ASSOCIAÇÃO SAÚDE CRIANÇA SÃO PAULO
COSTUREIROS E ARTESÃOS, PROTAGONISTAS DE NEGÓCIOS SOCIAIS
http://www.saudecrianca.org.br

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

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

Fernanda Rodrigues Quintas, project coordinator
Emergency dental care for residents of the favelas

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

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

IMPACT

With support from BrazilFoundation, SOS Dental will:

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

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

Gioreley Rios, project coordinator
The idea is to make these youth aware of the regional needs and help them launch their businesses with greater confidence.

Acreditar team