2016 GRANTEES
IDEAS THAT TRANSFORM BRAZIL

WWW.BRAZILFOUNDATION.ORG
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, 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

488 projects funded in 26 states

US$35 M mobilized

1,446 leaders trained

OUR MODEL

BRIDGE FOR PHILANTHROPY
We promote the culture of giving among Brazilians in the Diaspora and back home. We act as a philanthropic bridge offering a reliable, transparent and tax-deductible mechanism for targeted social investment, including donor advised gifts and funds, legacy giving and strategic partnerships.

STRATEGIC GRANTMAKING
The social landscaping in Brazil is diverse and changing and we focus on responding to the needs articulated by the communities where we work as well as setting strategies for specific themes and regions. We make grants in five program areas:

- EDUCATION AND CULTURE
- HEALTH
- SOCIOECONOMIC DEVELOPMENT
- HUMAN RIGHTS AND CIVIC ENGAGEMENT
- SOCIAL ENTERPRISE

In addition, the Foundation has targeted funds for: Women, Youth, Early Childhood, and regional funds for São Paulo and Rio de Janeiro.

COLLABORATIVE SUPPORT
More than just 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.

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.
Teaching Entrepreneurial and Problem-Solving Skills to Children and Adolescents

The Vila Flores community is situated in an old industrial zone of Porto Alegre that has been experiencing urban decay for decades. Since the 1960’s factories and businesses have been closing down, resulting in reduced employment opportunities and growing drug and prostitution activities in the area.

The association came about in 2012 to help revitalize the area and find solutions to combat the urban decay. All of its work is focused on improving quality of life for urban residents and protecting the environment, realizing activities that promote culture, education, entrepreneurialism, and sustainable development. Its project ConvexoLab will encourage children and adolescents to act as leaders in promoting solutions to the problems in their neighborhoods.

IMPACT

With support from BrazilFoundation, Associação Cultural Vila Flores will:

- Directly benefit 50 children and adolescents in public primary schools;
- Educate students in communications, problem-solving skills and entrepreneurship to develop their leadership, empathy, and teamwork;
- Involve 200 local residents and workers to develop solutions with a social-cultural impact;
- Implement concrete solutions for neighborhood problems.

"This project will teach youth about their rights and responsibilities as an active citizen."

Antonia Chaves Barcellos Wallig, President, Associação Cultural Vila Flores
Work and Income Generation Opportunities in Audiovisual Production for Youth

The Campo Limpo region in the south zone of the city of São Paulo is one of the most crowded areas of the city, and suffers from social and infrastructural problems. An estimated 600,000 people reside there, 52% of which are between the ages of 0 and 29. Unfortunately, there are limited recreational, work and educational opportunities for youth in this region.

Created by youth from Campo Limpo, Escola de Notícias aims transform communities using information and communication technologies (ICTs), taking advantage of the creative potential of the young people who live there. The organization is a school modeled around social enterprise, and its projects are subsidized from the commercialization of its products and services.

**IMPACT**

With support from BrazilFoundation, Escola will:

- Train 30 youths in Photography, Creative Writing, Video, and Graphic Design;
- Offer cultural outings to TV and radio stations, journal headquarters, animation studios, as well as talks with media professionals;
- Obtain equipment for audiovisual production.

"We believe that communication arts can spark changes in communities and in relationships."

Escola de Notícias Team
Starting these 9th graders off on their academic journey creates a foundation for them to learn and create futures for themselves.

Redes da Maré Team
When building a healthy community, seeds are spread in different directions.
In a place with rich traditions, there are many promising possibilities.

Tião Rocha, Founder, CPCD
Technical Training and Job Placement for Youth in the Audiovisual and Cultural Fields

There is a big market for events and entertainment in the city of Rio de Janeiro. However, there is a shortage of labor qualified to work in such fields. Youth who are interested in working in the area face obstacles to employment, including: lack of consistent training in the arts; lack of knowledge to articulate their skills to potential employers; and transportation challenges due to the city’s high crime rate.

Since 1999 Spectaculu has worked with youth developing their cognitive, artistic, and interpersonal skills, with the objective of preparing them for the workforce in the events, artistic and technology fields. Its centrally-located office in Rio de Janeiro allows Spectaculu to reach youth from 200 neighboring favelas.

IMPACT

With support from BrazilFoundation, Spectaculu aims to:

• Train 215 youths to work in events and technology;
• Expand and articulate teaching methods to be utilized in public schools;
• Reach more youth and reduce program evasion;
• Help the students produce videos that capture the creative process.

215 youths trained to work in the arts and technology fields

Jobs and income opportunities created

Greater self esteem for Rio’s youth

“Spectaculu was the door to a new life path. It helped me to develop my professional identity.”

Gabriella Fernandes, Propmaster and Costume Designer, Sewing & Costume 2013
Our goal is to use art as a tool to complement formal education, expand horizons, and, most of all, give youth opportunities to grow.

Arteiros Team
Community Reporting Workshops for Youth in Vila Prudente

Vila Prudente was the first favela in São Paulo, emerging in the 1940s with the arrival of immigrants and construction workers. The community is marked by violence and drug trafficking, and has been affected by residential displacement due to the construction of the metro line 15 monorail.

The Community Group Vozes da Vila Prudente uses communications, with a focus on community journalism, to discuss and inform on issues affecting the communities of the Vila Prudente neighborhood of São Paulo. Their work encourages social engagement, entrepreneurship, information-sharing and culture in the community.

IMPACT

With support from BrazilFoundation, the project will produce:

- Community reporter workshops for 80 students from public schools in the region;
- Printed newspapers, distributed quarterly;
- Two mini documentaries by workshop participants.

We want to give visibility to the Vila Prudente communities and to all of the potential talent that is here.

Vozes da Vila Prudente Team
Our vision is to see Sitiê lead Vidigal into becoming the first integrated, sustainable and resilient favela in the world.

Parque Sitiê Team
The project's aim is for future generations to continue the work that I am starting, because I'm afraid I will never again see, in my life, the river as it was.

Ricardo Abrahão, Project Leader
The authenticity found here in the favelas has great potential in the Brazilian fashion industry. It can also be a unique inspiration for fashion around the world.

Andréa Fasanello, Designer and Coordinator at Casa Geração Vidigal
HEALTH

Expeditions with Volunteer Doctors to Attend Remote Indigenous Communities in the Amazon

Roughly 500,000 indigenous people live in rural and forested areas in Brazil, places that - due to their remote location - lack access to health services. The populations living in these areas suffer from high rates of degenerative eye diseases, such as cataracts, due to regular contact with the intense sunlight. The lifestyles of some of these populations can also be very physical demanding, leading to hernias.

Expedicionários da Saúde (EDS) brings medical services to indigenous populations who live in remote areas, organizing three expeditions per year where volunteer doctors provide medical care through a mobile clinic. The doctors use cutting-edge technologies to provide surgeries (including pre and post-operation consultations), basic clinical care, and pediatric, gynecological, ophthalmological, orthopedic, and orthodontic services. Training for local health professionals is also provided.

IMPACT

With support from BrazilFoundation, EDS can:

• Offer training to 130 local health professionals;
• Perform approximately 750 surgeries and 6000 medical visits;
• Provide multidisciplinary care and surgical consultations for patients.

In the past 12 years we performed 5,700 surgeries, reaching 160,000 indigenous people.

EDS Team

Quality healthcare for indigenous communities

6,000 people attended

750 surgeries performed
Rede Postinho believes that when you provide a woman integral care, you also care for her entire family!

Rede Postinho Team
Reversing Environmental Degradation by Means of Forest Restoration in Renascent Areas

100 years ago, the Zona da Mata was the richest region in Minas Gerais; today it is one of the most environmentally-damaged. Deforestation and commercial agriculture - which includes the application of agro-toxins - have resulted in soil degradation and contributed to a water crisis in the area, threatening the livelihoods of the family farmers there.

Founded in 1999, the organization Amigos de Iracambi works in forest conservation. In 2015 it launched the “Florestas para Água” project to combat the serious problem of environmental degradation through public awareness and forest restoration efforts.

**IMPACT**

With support from BrazilFoundation, Amigos de Iracambi plans to:

- Mobilize 1,000 people and encourage farmers to participate in the project;
- Donate 100 trees to each of the 30 farming families;
- Initiate a movement to reverse environmental damage through forest restoration;
- Develop an environmental model in which costs and benefits are shared by the community.

**3,000 trees**

Planted in renascent areas

Water resource protection, soil regeneration, and oxygen creation

Contributions to combat climate change

“...We clear cut forests for economic development, but often, in poorly planned ways. Now, we are experiencing the results of a serious water crisis on this planet.”

- Guilherme Valvasori, Project Coordinator of Florestas para Água
Bem Morar offers integrated services and technologies to promote access to adequate, safe and comfortable homes for low-income households and communities.

Leonora Mol, Founder, Ateliê de Ideias
Our school encourages youth and their families to get involved in creating a society with social justice, respectful working conditions, and respect for nature.

Adenilson Vilhena, President of AEFAM
Generating Income and Opportunities by Expanding the Local Production of Pepper Jams

AHOBERO was experiencing growth in its pepper jam-producing activities in the district of Bento Rodrigues when the dams in Mariana burst in November of 2015. The jam was an important source of income for residents in Bento Rodrigues, but when the disaster struck, 1,500 pepper trees were destroyed, impacting the production. The equipment was recovered, and the organization is now operating in a temporary space in Mariana. However, the organization now needs financial support to expand its production.

Founded in 2002, AHOBERO’s main objective is to create jobs and opportunities for income generation. The pepper jam it produces has a great market value, and its versatility allows it to be consumed with meat, cheese, bread, and even ice cream.

IMPACT

With support from BrazilFoundation, AHOBERO aims to:

- Obtain jars, packaging and labels for the products;
- Produce spicy jams to generate greater product value;
- Increase production to meet the existing demand and new markets by participating in fairs, expos and by reaching out to local and regional businesses;
- Increase income and improve quality of life for residents.

"We participate in lots of fairs. Our goal is to export and create jobs for more women in town."

Keila Vardeli Fialho, President, AHOBERO
Expanding Cassava Farming to Increase Incomes for Young Farmers

There are few employment opportunities for youth in the quilombola community of São José do Baixio. As a result, these youth end up migrating to urban areas for work, only to end up exploited as cheap labor. The Association was created in response to the rural exodus of its youth to urban areas, working to create local income generation opportunities and greater appreciation for local traditions.

The project plans to train local youth and build a factory for producing cassava flour, with the intent of increasing incomes and discouraging youth flight to urban centers.

IMPACT
With support from BrazilFoundation, the Association will:

- Provide technical instruction for 16 youth quilombos to help them establish sustainable sources of incomes;
- Teach youth about co-ops and associations, industrializing the mandioca production process, and best practices in agriculture;
- Obtain the proper equipment to efficiently produce cassava flour;
- Build a shed to house the machines.

31 farming families, totalling 159 people, benefited

Greater incomes for 16 families

Reducing the rural exodus by 16 youths

“ Our land produces high-quality cassava, but our traditional way of producing it is very inefficient. Industrializing [this process] will generate income for the families who are involved. ”

José Carlos dos Santos, Project Coordinator
 Democratizing Fashion and Creating Income Generation Opportunities for Youth

The Paraisópolis community is located in the Morumbi region of São Paulo. And with 120,000 residents, it is the second largest low-income urban concentration in the city. ONG Florescer has led initiatives in education, sports, culture and professional training in this area since 1995.

ONG Florescer’s project “Recicla Jeans” teaches people to design and create accessories and garments from jeans and recycled textile scraps. Its Recicla Jeans project will offer 60 unemployed youths professional training in garment design and production. Recicla Jeans aims to “democratize” fashion by transforming it into an environmentally-friendly and socially responsible initiative.

IMPACT

With support from BrazilFoundation, the project aims to provide:

- Training in fashion entrepreneurship for 60 youths;
- Courses on recycling jeans;
- Styling, modeling, and sewing classes.

“...It is an ambitious project that democratizes fashion, putting it in the hands of a creative community that does not have equal access to resources.”

Ong Florescer Team
Increasing Production of the Brazil Nut and Creating Opportunities for Its Fair Trade

There is great biodiversity in the Rio Negro region, a place in the Brazilian Amazon where conservation efforts are high and deforestation activities are low. While there is great potential for non-timber commodity products such as nuts, the farmers and the community do not make as much profits as they should due to the involvement of middlemen in the process. Furthermore, many of these farming families are isolated as they live in remote, riverside communities without access to adequate media, health, and education.

COOMARU is a community organization that works to boost the production and sale of goods in culturally respectful, environmentally and economically-sustainable ways. The Cooperative has successfully increased production and raised the trading price of raw Brazil Nuts for its members. This project aims to create the “Brazil Nut Pact” to promote more equitable trade terms for Brazil nut commercialization.

IMPACT

With support from BrazilFoundation, COOMARU plans to:

- Establish more equitable and transparent trade terms for raw Brazil nuts;
- Create the “Brazil Nut Pact” to extend equitable trade practices to other basins of the Rio Negro;
- Promote more fair and profitable marketing agreements between nut farmers, industry organizations, processors, and processing plants.

“...The central location of the Unini river in the Médio Rio Negro offers opportunities for commercial synergies with communities all along the river basin...”

COOMARU Team
Entrepreneurial education initiatives have the potential to boost communities such as that of Morro do Papagaio.

João Souza, Founder, FA.VELA
2016
INSTITUTO
BANCO PALMAS

COLETIVO DESENVOLVEDORAS DA PERIFERIA
www.institutobancopalmas.org

Stimulating Local Development
by Training Women in IT and Entrepreneurship

There are still great gender inequalities in the workforce in Brazil. In the technology sector, for example, women earn 30% less than men even when having attained the same level of schooling and when holding the same positions, according to PNAD data. It is also worth considering that only 10% of all students in Engineering and the Computer Sciences are women, according to the Ministry of Education.

Banco Palmas works to promote socioeconomic development through socially-responsible financing. Its Laboratory for Innovation and Research in Socially-Responsible Financing (Palmas Lab) conducts studies and develops ways to improve the capacity of entrepreneurs through IT. The lab looks to the realities of the local communities to help develop, produce, and share its solutions. The Coletivo Desenvolvedoras da Periferia aims to stimulate local entrepreneurship and innovation by working to include women in the technology sector.

IMPACT
With support from BrazilFoundation, the Instituto aims to:

• Provide 400 hours of classes to 20 young women on entrepreneurialism, the social economy, and developing apps, websites, and media content;
• Provide workshops on project development, governance, and compliance;
• Develop PalmasNet, an internet-community initiative.

Our objective is for these youth to be able to create the “Coletivo de Desenvolvedoras da Periferia”, and increase female leadership in IT by transforming their local community.

Asier Ansorena, Instituto Banco Palmas
In order for us to make a true difference in a child's life, we must have a more holistic perspective. The local residents have many needs.

Equipe IC
We’ve learned that the best way is to first listen then speak. Our approach strategy focuses on integration within the local context.

EcoVida Team
Professional Training Promoting Autonomy and Economic Independence for Women

The cosmetic industry in Brazil has been experiencing an annual growth rate of 13%. Brazil itself is the third highest consumer of beauty products in the world, and the second highest of hair products. Based on this data, Instituto Profissionalizante Mangueira created the Mangueira Beleza project, an initiative that offers professional training to women to promote their autonomy and economic independence. The project also teaches management and financial literacy so that the women can undertake viable and competitive entrepreneurial ventures.

Founded in 2001, the Institute offers professional training courses in home and electrical repairs, hydraulics, and carpentry for 260 adolescents and youths annually. In the past few years, the Institute began focusing on combating gender inequality and domestic violence in favelas.

IMPACT

With support from BrazilFoundation, Mangueira Beleza intends to:

- Provide professional training for 150 women;
- Offer 200 hours of technical training in hair and 200 hours in manicure and pedicure, preparing students to work in the respective fields;
- Using FAETEC’s methodology, offer 40 hours of professional training in entrepreneurship and financial literacy to prepare the women to undertake their own ventures.

"The Mangueira Beleza project is a reference for businesses who are looking for qualified professionals." - Project Team
Mobilizing Residents from Rio de Janeiro’s Favelas to Promote Environmentally-Friendly Lifestyles

A lack of greenspace and abundance of litter are some of the main environmental problems encountered throughout Rio de Janeiro’s favelas. Certain conditions in these communities, such as little greenery and open sewage systems, contribute to hotter air temperatures, rodent and mosquito infestations, and higher incidences of diseases.

NEPP was founded 34 years ago by a group of friends who were concerned about the lack of greenspace in favelas, their proximity to the many landfills in the city, and their tendency to suffer from floods due to improper waste disposal in the community. They began by participating in the 1992 Earth Summit, then started leading activities, identifying environmental leaders, eventually creating eco centers. Their project will lead environmental education activities in Rio de Janeiro’s favelas that will spread knowledge, encourage community cooperation, and create awareness about the importance of residents playing active roles in environmental preservation.

IMPACT

With support from BrazilFoundation, NEPP will aim to:

• Create 9 eco centers in 5 favelas in Rio de Janeiro to teach 100 residents from each favela how to be environmental multipliers;
• Hold a conference on environmental health to present each eco-center’s activities;
• Produce a charter to be presented to the local government and in forums on public policies related to the Agenda 21.

9 eco centers created in 5 favelas

500 residents spreading environmental practices

“We want to contribute to a more beautiful and equal city, and make a difference in the lives of favela residents.”

NEPP Team
2016
UM LITRO DE LUZ
ILUMINANDO AMAZONAS

Providing Affordable and Sustainable Lighting for Families Without Access to Electricity

According to the Brazilian Institute of Geography and Statistics, more than 715,000 Brazilian families are not connected to the electric grid. In the state of Amazonas, some 5,600 rural communities lack regular access to electricity. Candles, diesel generators, and kerosene lanterns are the most common sources of light, and put the health of families and the environment at risk.

Um Litro de Luz is an initiative established in 21 countries to create economic and sustainable light sources for communities without access to electricity. Through a special technology, natural light can be utilized inside recycled plastic water bottles as the light sources. This project will provide an energy solution to riverside families in Caapiranga, with a focus on schools and public spaces.

IMPACT

With support from BrazilFoundation, Um Litro de Luz plans to:

- Install 350 light posts and 200 street lights in the region;
- Train approximately 1,000 residents to install the technology;
- Providing lighting for 10 schools in the city, benefiting more than 3,000 students.

8,000 people given access to affordable, sustainable light sources

Riverside community residents harnessing sunlight to light their homes and public spaces

10 schools and 300 students gaining light sources

“"We aim to create a world in which every child can read a book at home and where light is not only for those who can pay."”

Vitor Belota, President, Um Litro de Luz Brasil
Promoting Civic Engagement in Youth from Rio’s Public Schools

Schools in Brazil typically do not provide classes or lessons on civic engagement or political science, which could perhaps explain the collective apathy among Brazil’s youth regarding social issues. Ação Jovem Brasil was founded in 2004 to encourage young college students to apply the lessons they learned inside the classroom to help improve society.

Ação Jovem Brasil provides activities that help educate students of Rio’s public schools as engaged citizens, promoting a culture of overall greater social involvement. Along with teaching and informing youth, the project will offer workshops focused on developing projects to solve local issues.

IMPACT

With support from BrazilFoundation, Ação Jovem Brasil aims to:

• Train 60 students from public schools between the ages of 16 and 19;
• Facilitate group discussions and dynamic learning activities that encourage reflection;
• Advise youth on creating responsible, engaged, and critical citizens;
• Promote knowledge exchanges between social leaders, professionals, and youth activists.

May the first steps develop into a pilot project that can be multiplied in other schools.

William Andrade Nogueira, Founder, Ação Jovem Brasil
Encouraging Civic Audits in Health, Education, and Public Projects through Caravans

According to the NGO Transparency International, Brazil places 76th in the Corruption Perceptions Index world ranking. A study by Estado de São Paulo’s Federação das Indústrias reveals that up to R$ 100 billion is lost annually to corrupt practices. The state of Ceará, with nearly nine million residents, also suffers from corruption, and in 2012 recorded the most corruption-related arrests of any state, according to the National Penitentiary Department.

ACECCI has been developing projects to prevent and combat corruption since 2011. Through citizen awareness and oversight of public agencies, ACECCI works to strengthen citizen-based monitoring, end ethically-questionable practices in public affairs, and promote anti-corruption educational programs. The Citizenship Caravan project will work to bring awareness to various municipalities and engage citizens in the fight for democracy.

IMPACT

With the support of BrazilFoundation, ACECCI aims to:

- Promote centers for civic monitoring in towns and municipalities;
- Teach residents to use tools for civic monitoring;
- Empower residents to monitor funds in federal, state and municipal agreements;
- Encourage residents to conduct civic audits in family health, transportation, and school meal programs;
- Promote access to Municipal Councils to oversee the accountability of mayors and councilors.

The caravan participants visit the problematic places, identify the problems, and present possible solutions.

ACECCI Team
Training Youth to Combat Sexual Exploitation of Children and Adolescents

The lead up to the 2016 Summer Olympics sparked a wave of investments in Rio de Janeiro’s infrastructure, hotels, public transportation, and real estate. Despite these improvements, the games have also made negative social impacts on the city - to which little public attention has been given. Recent studies suggest an increase in sexual exploitation in the vicinity of construction sites throughout the city.

Founded in 2011 by former professionals in the Child Services, AECCI works to uphold the rights of children and adolescents. The project will mobilize adolescents and youth to combat sexual violence, while strengthening and sharing the Fórum Estadual da Juventude Carioca em Ação’s work - a place for youth to learn about and take action on public policies.

IMPACT

With support from BrazilFoundation, AECCI will:

• Hold 10 meetings to orient 30 youths on topics related to sexual exploitation and leadership;
• Hold 3 open workshops led by youth on sexual violence;
• Prepare youth to engage with the government and NGOs on public policies;
• Create opportunities for youth to communicate and mobilize through networks and forums on children’s rights.

“...giving the opportunity for youth themselves to be the changemakers.”

Lúcio Taveira, AECCI
Rights and Reparations for Riverside Families Affected by the Environmental Disaster in Mariana, MG

As two water dams in the town of Mariana burst, a surge of mud washed over the region, destroying houses, rendering the land infertile, and leaving many dead. AEDAS helps organize families affected by the disaster to lead their negotiation processes for compensation with the government and other responsible entities.

AEDAS has over 30 years of experience supporting people impacted by dam activities, working together with the affected from the moment a disaster strikes. The organization currently helps more than 300,000 families impacted by dams in Minas Gerais, serving farmers, indigenous peoples, riverside communities, fishermen, miners, quilombo residents, and even urban populations. The main objectives of AEDAS are to defend the rights of affected families, and to ensure that they are represented in a collective bargaining plan from the moment a dam is erected to the first signs of environmental damage. AEDAS ultimately helps these families receive compensation for the affects on their housing, land, sanitation, transport and roads, education, health etc.

IMPACT

With support from the BrazilFoundation, AEDAS will:

- Assess damages for those affected by the dam disaster;
- Provide support and advising for those affected directly by the disaster, to help guarantee their right to full compensation for their losses;
- Mobilize families and promote awareness on their rights;
- Guarantee collective bargaining plans in full for the families;
- Training for 5-20 families as grassroots groups to spur public involvement for repairing damages.

Ensuring affected families the rights to full reparations

Around 700 people benefited indirectly

Guidance for those directly affected by the disaster

“This disaster has caused great trauma on the people here... Now we dream of getting back our city – the way she was before: calm, quiet, no mud or mining trucks.”

Sérgio Papagaio, Mariana Resident
Our main objective is to create ways for the residents to effectively participate in the decision-making process.

Ananda Martins, Arquitetos Sem Fronteiras
We need to strengthen our cities with public policies that create a higher quality of life for our citizens.

Sergio Andrade, Founder, Agenda Pública
Mobilizing the Soccer Community to Reduce Violence Surrounding the Sport

A 2015 survey by the Brazilian Institute of Public Opinion and Statistics revealed that 76.6% of Brazilians support a soccer club. There are more than 150 million fans of the sport in Brazil, yet only 20 million attend stadium matches. The poor attendance is partially due to the violence associated with organized fan clubs, which often lead to brawls and deadly clashes both inside and outside of stadiums. This incidence of violence has unfortunately made soccer matches in Brazil some of the most violent in the world.

The Bom Senso project is a movement to promote and develop Brazilian soccer - one of the country’s greatest cultural traditions. This project will establish an advocacy campaign to combat stadium violence and violence associated with organized fan clubs, engaging some of the sport’s principal stakeholders to transform the campaign into a public and political debate.

IMPACT

With support from BrazilFoundation, Bom Senso will aim to:

- Mobilize the Public Ministry, the Military Police, the Association of Organized Supporters, and the soccer club presidents;
- Write and present specific public policy to reduce soccer-related violence;
- Encourage the Brazilian Soccer Confederation and the state federations to adhere to the designed strategies.

"Through our work on the field, our movement has been able to rally public opinion around our main goals and initiate a profound reform within the sport."

Ricardo Borges Martins, Director of Bom Senso
We’re trying to help the people of Valadares improve their living conditions and our river. What happened was a catastrophe, and the lack of potable water has been a major problem for all of us.

— Flávia Finhani, Vice-President
Our wish for Brazil is a gained awareness of the right to communication, of the liberty of expression, so to become active citizens in the process of constructing identity and cultural values.

Yara Diniz, Coletivo Mica Leader
Defending Human Rights and Security for the Residents of Complexo do Alemão and Penha

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

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

IMPACT

With support from BrazilFoundation, Coletivo Papo Reto will:

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

---

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

Raull Santiago, Social Activist at Coletivo Papo Reto
2016
COLETIVO UM
MINUTO DE SIRENE

JORNAL “A SIRENE”

Memorializing the History of Those Affected by the Environmental Disaster in Mariana
The rupturing of the Fundão dam sent a stream of toxic sludge through the city of Mariana, causing great damage and displacing many families and people throughout multiple neighborhoods. With the families then scattered, they faced the new challenge of how to maintain communication with each other as a community.

The newspaper A Sirene was launched in February of 2016 to give a voice to the affected families and provide them a sense of autonomy. Organized with the help of professors and ICSA/UFOP journalism students, the newspaper will help to preserve the histories and memories of the families affected by the disaster, as well guaranteeing their free speech and access to communications.

IMPACT
With the support of BrazilFoundation, Coletivo Um Minuto de Sirene intends to:

• Empower affected families so that they can tell their own stories;
• Conduct - in partnership with the Collective MICA - workshops on the critically analysis of the media, the rights to communication, free speech, social media, and photography.

10,000
readers
per edition

4
workshops
on critical reading and communication

80
residents
trained

“Our fight for the right to communicate motivates and moves me. Knowing that we will have resources to amplify our actions and impact is deeply gratifying.”

Gustavo Nolasco, Journalist and Editor, A Sirene
2016
FEDERAÇÃO DAS ASSOCIAÇÕES DE MORADORES URBANOS E RURAIS DO MUNICÍPIO DE JAPERI - FAMEJA

FORTALECIMENTO POPULAR E REGULARIZAÇÃO DE ASSOCIAÇÕES COMUNITÁRIAS EM JAPERI
www.fameja.blogspot.com.brecnologiaedignidade

The city of Japeri, which became independent from Nova Iguaçu in 1992, has the lowest human development indicators (HDI) in the state of Rio de Janeiro. Little resources are invested in the municipality, presenting faulty infrastructure for its more than 95,000 residents.

FAMEJA is a federation that works with the public officials on the local, state, and federal level to help guarantee that the needs of its residents are met. The Federation also fosters cultural and sport activities in Japeri, promoting a higher quality of life for those who live there. Its “Fortalecimento Popular…” project will provide guidance and support for local associations to increase their impact in the municipality.

IMPACT
With support from BrazilFoundation, FAMEJA aims to:

• Provide legal support to help formalize 14 associations and launch new ones;
• Train leaders of the associations to increase their participation and influence in Japeri’s public affairs;
• Hold talks and courses to strengthen civil society in Japeri.

Support for 14 resident associations
Civil society strengthened
Greater civic engagement

This project aims to strengthen the tools that would give civil society more power in public affairs.

FAMEJA Team
We can make efforts to create a digital protection network by training people to spread awareness on the safe use of digital technologies.

I-T&DH Team
A Digital Lab Providing Training and Mentoring for Youth to Develop Their Own Social and Political Transformation Initiatives

According to the study “Sonho Brasileiro da Política”, 28% of Brazilian youth are interested in politics and consider themselves to be activists, with 16% of them currently active in social projects. These youth understand the social challenges in their communities, and are developing action plans to help overcome them.

Laboratório Brasileiro de Cultura Digital encourages people to become activists in their community through technology. The organization collaborates with people in design, communications, education, and technology to promote transparency and civic involvement. The goal is to provide people the tools and training for them to develop and lead initiatives of social and political transformation. The Residência Hacker project will educate youth and serve as an incubator for their social transformation initiatives.

IMPACT

With support from BrazilFoundation, Laboratório Brasileiro de Cultura Digital will:

- Train 10 youths in methods of developing and implementing social projects;
- Support each youth to implement their projects;
- Hold 2 workshops on project expansion.

10 youths educated on social and political initiatives

Multiplying knowledge on activism and transparency

“ Our goal is for Residência to be an incubator for talent and projects that can be implemented, replicated and multiplied.”

Pedro Markun, Founder, LabHacker
**2016**  
**MOVIMENTO DE MULHERES TRABALHADORAS RURAIS DA REGIÃO SEMIÁRIDA DA BAHIA - MMTR**

**GRAFFITI PELO FIM DA VIOLÊNCIA CONTRA A MULHER - FORMAÇÃO PARA PSICÓLOGAS**
www.redenami.com

Empowering young, rural women as leaders

---

Strengthening the Initiatives of Young, Rural Women Working to Influence Public Policies

Rural women in Brazil have fewer social and economic opportunities and rights. Furthermore, they traditionally have little say in the public policies that are implemented in their communities. Youth leaders have an important role in the fight against these inequalities, especially in rural communities where they are poorly represented by the local powers.

**MMTR** works to promote gender equality, justice, and a higher quality of life for women. Their project will strengthen and train young, rural women working for greater female representation in the creation of public policies that concern women.

**IMPACT**

With support from BrazilFoundation, **MMTR** can:

- Train 28 young, rural women as political activist multipliers;
- Mobilize young rural women and local organizations around a political platform that supports women’s rights;
- Spread awareness among 420 youths and rural women on rights.

---

Our project hopes to support and strengthen leadership in young, rural women activists... encouraging their civic engagement and respect for their rights.

MMTR Team

---

Empowering young, rural women as leaders

---

28 rural youths working in women’s organizations and political forums

---

420 young women learning about their rights
We are a nationwide network of more than 500 women that, in 5 years, has already brought together more than 5,000 women through our workshops.

Panmela Castro, Founder, Rede NAMI

Workshops for Female Psychologists to Act as Art Educators in Preventing Violence Against Women

Every seven minutes a woman was a victim of violence in Brazil in 2015, according to the Special Secretariat of Policies for Women. Although the enactment of Maria da Penha Law in 2006 has managed to reduce the number of domestic violence cases in Brazil, domestic violence there still occurs at an alarming rate.

Rede NAMI uses graffiti and urban art to overcome gender inequality and violence against women. The organization also promotes the Maria da Penha Law and women's rights. Its “Graffiti Pelo Fim da Violência” project came about from their previous BrazilFoundation-supported project in 2015, which empowered more than 180 youths as leaders to fight against domestic violence. This new project will give them the opportunity to strengthen their activities by training female psychologists who specialize in gender.

IMPACT

With support from BrazilFoundation, NAMI will:

• Offer graffiti and art education workshops for 20 female psychologists – chosen through public selection, prioritizing black women from low-income communities – who specialize in gender;
• Create an online campaign to promote the Maria da Penha Law;
• Develop workbooks with the NAMI method, which will be available online.

20 female psychologists trained in graffiti and art education

Promotion of the Maria da Penha Law

Women empowered by learning about their rights
Empowering Women to Perform Small Renovations and Improve their Housing

Low-income residents, especially women, rarely have access to the financial and technical means necessary to construct or renovate their homes. The Arquitetura na Periferia project will offer this assistance to a group of low-income women living in inadequate housing, empowering them to lead their own efficient renovations, and boosting their confidence. Through its social enterprise model, the project can be expanded to more women.

ASF Brasil’s mission is help make cities more socially equitable and fair by identifying and developing environmental projects in places where marginalized populations reside, promoting cooperation between public and private entities, and powers on the local and international level. Since 2003, ASF Brasil has led socio-environmental projects in low-income neighborhoods throughout the Belo Horizonte Metropolitan Region benefiting various populations such as garbage collectors, landless workers, and quilombola communities.

IMPACT

With the support of BrazilFoundation, ASF Brasil will:

• Provide 15 women with microcredit to perform home renovations, benefiting 75 people;
• Offer women technical training on efficient home construction;
• Encourage greater self-esteem and planning, financial, and analysis skills.

“The project will do more than just make something; it will help give the women freedom.”

ASF Brasil Team
Income Generation for Youth in a Fishing Community by Utilizing Fishing Waste to Produce Shrimp Flours

Shrimping is the main source of income for the traditional, low-income fishing families living in the coastal area of Caravelas, Bahia. Of the total shrimp catch, 40% is sold and 60% is discarded as waste. Nearly nine tons of shells and shrimp heads are discarded per month onto the beaches, which is a serious public health risk.

Founded in 2013, the association aims to reduce the environmental impact of fishing waste by using cheap technology to turn the waste into shrimp flour. The fishing waste can also be used to produce animal feed and fertilizer for pharmaceutical, paper and agricultural purposes.

IMPACT
With support from BrazilFoundation, the Association will:

• Train 50 fishermen to produce shrimp flour, providing them specific guidance on marketing, pricing and quality;
• Build four solar dryers and a shed;
• Develop of a pilot project to produce chitin and chitosan;
• Create a website to increase product sales.
Social Inclusion and Income Generation for People Afflicted by Mental Illness by Means of Organic Lunchboxes

The Reforma Psiquiátrica Brasileira (Brazilian Psychiatric Reform) is a movement proposing new care strategies for people living with mental illness, focusing on their social, economic, and cultural inclusion. The aim is to overcome the current care model of exclusion, arbitrary detention, and disease-causing conditions, and instead promote individual autonomy.

Bar Bibitantã is a collective that holds culinary events and that uses employment as a tool to promote the inclusion of those in Community Psychosocial Centers (CAPS). This project intends to create a social enterprise that employs people in CAPS to produce nutritious and organic lunchbox meals. The meals would then be marketed and delivered by bicycle to the Itaim and Jardins districts of São Paulo.

IMPACT

With support from BrazilFoundation, the Association proposes to:

• Provide treatment for 16 workers who are currently using CAPS services;
• Market organic lunchboxes throughout affluent neighborhoods of São Paulo;
• Develop practices focused on cooperation, self-management, economic activity, and solidarity.

"If the project goes well, it will encourage the development of public policies in the field of mental health and economic and social solidarity."

Associação Vida em Ação Team
Creating Sustainable Composting Systems That Process Tons of Organic Waste Daily

The city of Rio de Janeiro produces 11,000 tons of waste per day, which is then taken to landfills such as Seropédica, a site located 40 kilometers from the city. This solution is costly and unsustainable, and ends up transferring the burden of waste management to poor and remote communities. Another serious problem facing the city is food insecurity due to food being produced in distant places, which causes higher food prices and even greater waste.

Ciclo Orgânico uses composting, a biological process that turns organic waste into an agricultural material that is rich in nutrients, to reduce waste and to produce healthier foods. The project collects the organic waste by bike, and in return, contributors receive a seedling at the end of each month. Participants can also donate the compost product to an organic farmer.

IMPACT

With support from BrazilFoundation, Ciclo Orgânico will:

- Collect and treat the waste generated by 450 families (9 tons/month), create 9 delivery points in different districts and implement two new composting courtyards;
- Implement a seedling nursery with production capacity of 400 seedlings / month;
- Formalize partnerships with parks, schools, condominiums and public spaces to reduce food transportation costs;
- Organize workshops on composting, gardening, permaculture and bio-construction.

"We envision a community where waste is seen as a resource... and instead of a problem, it is seen as a solution."

Lucas Chiabi, Founder, Ciclo Orgânico
Our mission is to help children and youth discover new things about themselves in school, and for teachers to play a role in this process.

Pranah Team
We would like to thank the New York, Miami and São Paulo Chapters, and the businesses and institutions that helped make support for the 2016 grantees possible.

6Star
Banco do Brasil Américas
Banco Itaú
Bank of America Merrill Lynch
Best Produtora
Bradesco Securities
Citigroup
Crédit Suisse

Equipe1 Som e Luz
Fedex Latin America
Goldman Sachs
H.Stern
In Plus
Itaú BBA
LCM Commodities
Morgan Stanley

Pichita Lanna
Safra National Bank of New York-Miami
Santander
Shutts & Bowen
Studio D
UBS
Vagalumens
XP Investimentos

American Airlines
artefacto
Baker & McKenzie
Bloomberg

BVSA
Bolsa de Valores Socioambientais

Crédit Agricole Private Banking
DIAGEO
Goldman Sachs

KAR Properties

One River Point

Pernod Ricard Brasil

Latam Airlines
Trench, Rossi e Watanabe Advogados

Valentina

WWW.BRAZILFOUNDATION.ORG

NEW YORK
newyork@brazilfoundation.org
+1 212 244 3663

RIO DE JANEIRO
info@brazilfoundation.org
+55 21 2532 3029

LOS ANGELES
losangeles@brazilfoundation.org

MIAMI
miami@brazilfoundation.org