



Photo: Jake Lyell

# Sustainability Report

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2021



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# 2021 Results



**55**  
municipalities



**769**  
communities



**55**  
years of  
operation



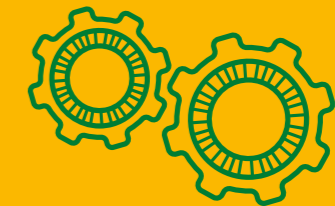
**11,611**  
national  
sponsorships



**19,341**  
international  
sponsorships



**1,515**  
volunteers



**27,126**  
participating  
families



**58,411**  
children, adolescents  
and youth participants



**113,319**  
people reached  
(directly and indirectly)



**30.6 million**  
financial resources invested



**34**  
Local Partners

\* As of this edition, we consider the enrolled children and their siblings.

# 10 facts about ChildFund




**1**

We were elected the best NGO for children and adolescents in the country three times, in the years 2018, 2019 and 2021, by the Melhores ONGs award (see more on page 36).



**2**

In 2021, we ranked among the 100 best NGOs in Brazil, and this is the fifth year in a row that we have made the list.



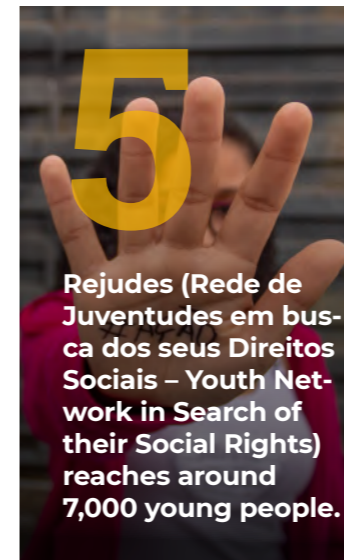
**3**

In 2021, sponsors and the children enrolled in the sponsorship program exchanged about 91,000 letters.



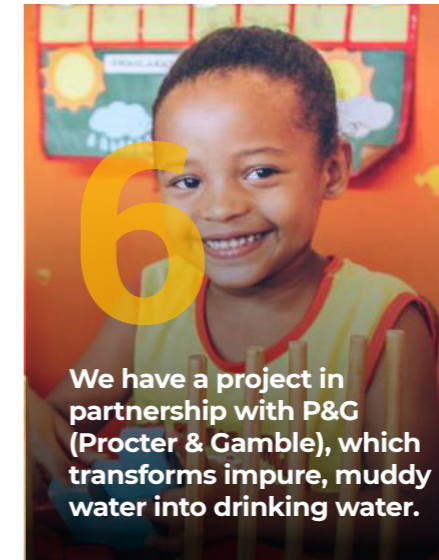
**4**

We have been operating in Brazil for 55 years and 84 in the world.



**5**

Rejudes (Rede de Juventudes em busca dos seus Direitos Sociais - Youth Network in Search of their Social Rights) reaches around 7,000 young people.



**6**

We have a project in partnership with P&G (Procter & Gamble), which transforms impure, muddy water into drinking water.



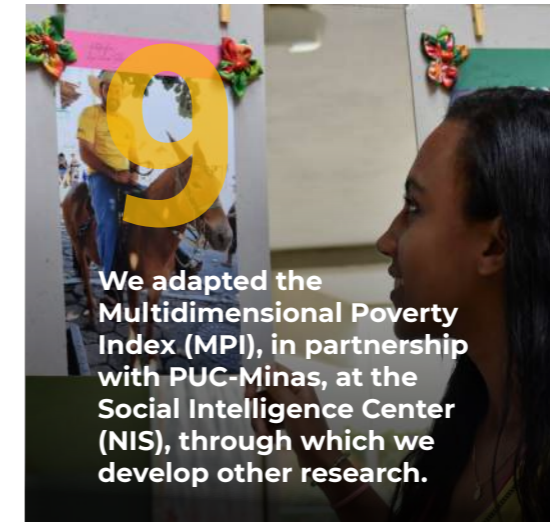
**7**

We are part of the global network of ChildFund International, which fights for children's rights and is active in 24 countries.



**8**

We have been publishing the Sustainability Report since 2014 under the Global Reporting Initiative (GRI) model.



**9**

We adapted the Multidimensional Poverty Index (MPI), in partnership with PUC-Minas, at the Social Intelligence Center (NIS), through which we develop other research.



**10**

We played an active role in the preparation and approval of the Child and Adolescent Statute in 1990.

# About this report



## Eight years of transparency and commitment to our audience

In 2014, we launched our first Sustainability Report, using the Global Reporting Initiative (GRI) methodology and Integrated Reporting guidelines. And in 2022, reinforcing our com-

mitment to transparency and care for our stakeholders, we share a complete report with the work fronts, projects, and results we have achieved in the last year, with acuity and clarity.

The document has been undergoing constant improvements, perfecting the methodology for a better measurement of social impacts and excellence in the accountability of the actions we carry out.

This report addresses the topics of greatest interest to our audiences, generating a standardized record of our trajectory and impact. It is a set of achievements that make up our history of tireless work to improve the lives of Brazilian children, adolescents and young people in situations of deprivation, exclusion and vulnerability, and their families and communities. The topics presented follow the latest materiality study, revised in 2022 by ChildFund Brasil's leaders. The stakeholder listening, initially scheduled

for 2021, was streamlined and held with a smaller number of people, optimizing the process.

The financial statements are presented in accordance with the guidelines of the International Financial Reporting Standards (IFRS) and are limited to ChildFund Brasil. The document does not detail the funds allocated to Local Partners, since they are autonomous institutions from a legal standpoint, and may have other sources of receipt.

All information published here is validated by ChildFund Brasil's managers, who are therefore responsible for its authenticity.

## Our material topics

(in order of relevance to our stakeholders)

- 1 **Social Development Results**
- 2 **Advocacy**
- 3 **Social Impact Management**
- 4 **Beneficiary testimony**
- 5 **Financial Transparency**

*\*The survey contained 13 topics, which, although they are not addressed fully and in depth in this document, continue to be closely monitored by the organization. They include: Performance on the 2030 Agenda (UN); Development of Local Partners; Strategies for Donor Acquisition; Environmental Impact Management; Marketing and Communication Management; People Management/Human Resources; Risk Management/Compliance; Corporate Governance; Business Model; New Areas of Operation; Accountability; Child Protection/Human Rights; Social Development/Social Impact Results.*



**Anette Trompeter**

Country Director of  
ChildFund Brasil



**Gilson Magalhães**

Chairman of the Board of  
Directors of ChildFund Brasil

## Message from management

**It is with great satisfaction that we once again present the results and impacts of ChildFund Brasil's work. This is the eighth year that we have gathered numbers, data, information, and perspectives for the future in this document, showing that when society mobilizes in favor of eradicating poverty and for the future of children, young people, and adolescents, we envision a better world.**

Since the beginning of the Covid-19 pandemic, everyone's attention has been focused on providing assistance to those who are most in need and most heavily impacted by inequality. In 2021, with the start of the vaccination campaigns, we could finally glimpse a light at the end of this very difficult tunnel. But it was still a pandemic period and an emergency situation, which was particularly difficult for Brazil.

In 2018, our country returned to the Hunger Map, according to information from the Brazilian Research Network on Food and Nutritional Sovereignty and Security. At the time, more than 116 million people were living with some degree of food insecurity. Of these, 43 million did not have enough food and 19 million suffered from food shortages.

As a consequence, 2021 was a year of continuity, and we continued with the charitable donations of food and hygiene items, always keeping in touch with ChildFund Brasil's partner organizations, which constantly reported on the situation in the localities, guiding us in our efforts. For the safety of our employees, volunteers and partners, some projects developed by ChildFund Brasil remained at a distance, in constant adaptation to promote an effective and safe impact. Our work did not stop, we simply reinvented ourselves to continue supporting those in need!

Once the pandemic situation was more under control, we understood that it was important to start moving towards on-site activities again, and also to adopt a hybrid model in the activities that benefit from this format. This decision was made, in particular, to contribute to and stimulate educational development that during the pandemic was limited and even non-existent. The focus was always on care and safety, because even at a slow pace, the return was important in view of the huge challenge ahead.

This perspective on the future has guided many of ChildFund Brasil's actions in the period. The year 2021 was a year of a lot of internal planning, not only for ChildFund Brasil, but also for ChildFund International. For our actions to continue to have a positive impact, it is necessary that the strategy be well defined, aligned with the other

countries in the network, but in line with the Brazilian reality.

That's why we dwelled on the planning, and you will see this throughout this Report. We want to increase our impact, reach more people, and create better prospects for the lives of millions of children around the world. Aligned with ChildFund International, we have a clear goal: we want to reach about five million children and their families in Brazil by 2030. On a global level, our goal is to reach 100 million people with our work.

For this we need to keep Growing Connections, and it is the mobilization of the entire civil society that gives us the strength to achieve these goals. Our inspiration is in the eyes of every child, adolescent, and young person who dreams of a better and more dignified future. And every one of our partners and funders is part of this inspiration. Our joint efforts make an impact, and we want to walk hand-in-hand with everyone who supports, believes in and trusts the work of ChildFund Brasil.

We invite you to dive into this future we are planning and see how our actions have impacted the lives of many people in the last year.

**Enjoy your reading!**

# WHO WE ARE



**34**   
Local Partners

**769**   
Communities

**27,126**   
Families participating  
in the projects

## Our vision: A world where all children have their rights respected and reach their potential.

In 2021, we will celebrate 55 years of history in Brazil. We are an organization dedicated to social development, child protection, and the eradication of extreme poverty in the country. We are part of an international network, associated with ChildFund International, present in 24 countries and making a positive impact on the lives of 16.2 million children and their families.

We are guided by three major lines of action in our activities: Children's Rights – Advocacy and Child Protection; Programmatic Action and Humanitarian Emergencies. And due to the Covid-19 pandemic, our emergency work was conducted in order to minimize the impacts of this period on the lives of children and adolescents throughout Brazil.

We are joined by civil society, governments, the private initiative and institutions for sustainable and effective transformation of the reality of Brazilians – children and their families, especially – subjected to deprivation and in a state of financial and social vulnerability.

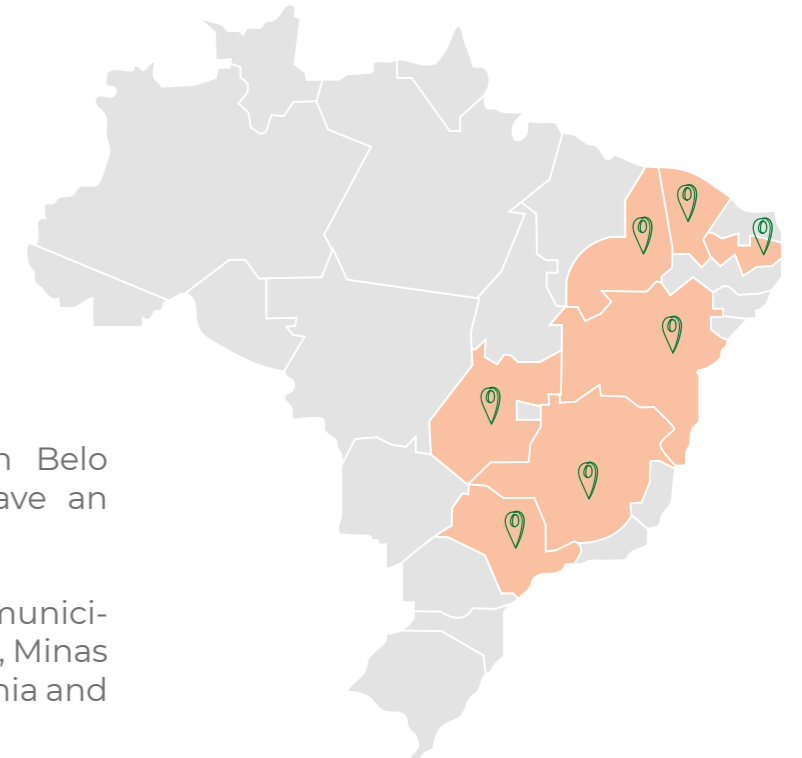
Our work seeks to foster community development, helping to form capable and independent citizens and strengthening their social ties. It is through the support and training of Local Partners, which are great allies in this process, that we are able to reach this population in the territories where we are present. This cooperation allows us to implement care programs that aim to guarantee the basic rights of this group, from access to food and health to education and safety.



### Where we are

Our headquarters is located in Belo Horizonte (BH) and we also have an office in Fortaleza (CE).

In 2021, we had operations in 55 municipalities in 7 Brazilian states: Ceará, Minas Gerais, São Paulo, Piauí, Goiás, Bahia and Paraíba.





For the **third time**, we were voted the **best NGO** working in **defense of children and adolescents** and we have ranked among the **top 100** NGOs in the country for **5 years** running, since 2017.



## Operating areas

### CHILDREN'S RIGHTS: Advocacy and child protection

**PREVENTION.** Public: Society as a whole, with emphasis on governments, and bodies related to children and families.

### PROGRAMMATIC ACTION

**LONG TERM.** Public: Local organizations, families, children, adolescents, young people and communities.

### HUMANITARIAN EMERGENCIES

**URGENT.** Public: Families, children, adolescents and young people.

### ESG: the three letters of the present

ChildFund Brasil is committed to the pillars of sustainability represented by the acronym ESG, which stands for Environmental, Social and Governance. The three aspects are of utmost importance for ChildFund Brasil, but it is in the "S", represented by social practices, that the organization stands out and is a benchmark in the third sector. Proof of this is being ranked among the 100 best NGOs for five years running, and for three years chosen as the best NGO in Brazil in the "children and adolescents" category.

At ChildFund Brasil, the "S" in ESG is of vital relevance in the relationship with both internal (employees, volunteers, board members, and the general assembly) and external stakeholders (individual and corporate donors, strategic partners, and suppliers).

In the internal environment, through responsible and fair social practices, ChildFund Brasil defends and adopts labor policies compatible with the best guidelines in the industry, incorporating modern DE&I (diversity, equity and inclusion) principles, accompanied by careful attention to the mental and physical health of employees and their families and the search for constant improvement of the work environment.

Externally, ChildFund Brasil's actions in the territories where it operates are guided by the Sustainable Development Goals (SDGs), through projects and programs (read more on page 50) that aim to enable and enhance the social transformation of families and

the communities where they live. The volunteer network shines among the external stakeholders in this process, which in 2021 totaled more than 1515, acting directly in the protection and development of children, adolescents, and young people. This transformative action is only possible through the support of donors (individuals and companies), strategic partners, and suppliers who care, invest, and act on social issues with ChildFund Brasil.

If your company or organization also has ESG as a sustainability benchmark, contact us and find out how we can join forces to establish a strategic partnership and produce a positive social impact, giving you greater visibility with your stakeholders.

### Working the Social aspect for 84 years

Even before the ESG concept was incorporated by society, ChildFund already implemented the social "S" in its activities, and incorporates the other letters of the acronym into its management. An institution concerned with the "S" under this concept develops actions such as: ensuring gender equity in the organization in management positions; promoting social projects with the community; sponsoring and developing cultural and social work; being concerned with the safety and welfare of all its employees; and of course, always respecting and appreciating human rights.

Our actions are focused on reducing inequality, eradicating poverty, and preserving and protecting the rights

of children, adolescents and young people. For ChildFund Brasil, Social is the focus of our activities. For our partner companies, it is a chance to contribute to the development of our activities, having our support to incorporate the acronym into their own objectives.

ChildFund Brasil's management is very solid and transparent, thanks to the internal processes and policies established with all the teams that include fairness and ethics. The organization also faithfully adheres to its governance and compliance pillars.

 **E Environmental**

 **S Social**

 **G Governance**

### Our team

We are an organization that values its teams. The work of many people is what allows us to attain our vision. We have a team aligned with the purpose of the organization and dedicated to the protection of children, adolescents and young people in Brazil. We are a diverse team, with multiple backgrounds and experiences that work together to enhance the knowledge of each one.

During the Covid-19 pandemic, contrary to the market trends, we recorded an increase in our staff. This is a source of pride for ChildFund Brasil, because

that meant we could reach more children and assist more families. This scenario is a reflection of well-structured actions and planning processes, which have greatly contributed to ChildFund Brasil's growth.

### DE&I: Diversity, Equity and Inclusion

We are a social organization and work under the same practices and processes as the market, always with an attentive eye on the orientations of the third sector and academia. Upholding a diverse body of employees and always valuing equity are not only facets of ChildFund Brasil's constant efforts, but are also part of the organizational values and DNA. When we have a diverse team, we are afforded different perspectives, varied opinions and multiple realities that contribute to our work to continue being innovative and effective.

Diversity, Equity and Inclusion are words that guide many of ChildFund Brasil's processes. Our mixed team consists of employees, interns, and young apprentices, and we strike a balance between women and men. This same balance is also reflected in the leadership positions, as well as in our social programs and projects where we also work with these pillars.

Our selection processes prioritize competencies and skills. By having interns and young apprentices on our team, we enable not only their insertion and first contact with the job market, but also a change in perspective within the organization, which relies on the current vision of these young people.

Listening to the employee is always a priority, especially from the leadership. Management is empathetic while attentively listening and managing processes that take into account the teams' well-being and closeness to the employee.

Actions like this impact our team's perception of the work environment (read more on page 22) and reflect positively on the quality of our activities.

**Our team enjoys an attractive benefits package that is consistent with the market, and these practices together become a strong driver in the constant pursuit of excellence and innovation.**



### Adoption of the hybrid working model

In 2021, while carefully considering the preservation of our employees' health, we continued with remote work, which was adopted at the beginning of the pandemic for most teams. We are now consolidating the hybrid model, aiming to guarantee the necessary integration, plus more quality of life and flexibility for employees.

Since the beginning of the pandemic, the implementation of remote work has been successful at ChildFund Brasil and has contributed to the hybrid model we have since adopted. We believe that returning to the offices

under a new working format will contribute to strengthening the relationship and empathy between the teams, while allowing the benefits provided by remote work to be extended.

“We understand that teamwork is an important pillar of the organization and that's why we value personal contact, being together, and holding face-to-face meetings. It's different from joining an online meeting. In an Internet conversation, you join and get down to business immediately. And unfortunately, we end up losing the personal relationship, of asking how the person is, what has been happening in their life, among other things. This adds value, we grow together. This type of relationship is important for an organization and provides greater empathy and interaction,” says Joyce Mara, Senior Manager of HR and Culture at ChildFund Brasil, Bolivia, and Ecuador.

On-site activities began to resume in 2021, by some teams that needed to be in the office more. In 2022, to keep everyone safe, a rotation dynamic has been established, with teams working on site at least once a week. This model was only made possible by the commitment of the employees who spared no effort for ChildFund Brasil to have a fully vaccinated team.

**ChildFund Brasil has long been preparing to be a paperless organization with automated systems that allow office work to be done from anywhere in the world. So in the pandemic, we did not face any major challenges in sending the team to the safety of their homes. Now, we continue aligned with the future, working in the hybrid format, with the same excellence and autonomy that we have always cherished.**

**Gisele Araújo,  
Marketing and Resource  
Mobilization Manager**

### Covid-19 prevention measures

Having a high vaccination adherence gave us peace of mind to plan to return in 2021. Added to this, a series of prevention measures against the virus has been reinforced. The use of masks, distance between desks, and the wide distribution of hand sanitizer in the work environment were just some of the actions taken by ChildFund Brasil to adopt the hybrid model.

The alignment among the teams to guarantee on-site hand-off and respect the manning limits of the offices has also been fundamental for the safe return. An e-book of care to prevent Covid-19 was developed and distributed to employees, with content ranging from simple information on prevention, such as leaving the door open during working hours and avoiding the handling of the doorknob, to tips for safe commuting, preventing the risk of contamination with the virus. During corporate travel, ChildFund Brasil also paid for kits containing masks, hand sanitizer and other PPE to ensure people's health and safety.

### Education as a path to internal engagement

We provide a work environment that inspires the pursuit of continuing education at all levels, and learning is one of the strategic axes for building this culture. We are a learning organization, which means we prioritize continuous study, associated with internal aspects that can be improved. Two strategies are used on this path:

- **Partnerships with educational institutions**

We nurture partnerships with educational institutions, which choose ChildFund Brasil as an object of analysis, research or laboratory, to favor our learning organization culture. Through them, we encourage professionals to complete post-graduate, master's and doctorate programs with an organizational purpose, focused on the strategic topics of ChildFund Brasil.

In recent years, the topic of all master's dissertations defended by our employees was the practices and experiences of ChildFund Brasil. "Our work is focused on process improvement, on our relationship with people, profile studies of our Local Partners, or the leadership of our social organizations. This helps in the development of the organization, as it enables us to have processes that are aligned with Academia's perspective, and also with ChildFund's market and culture", highlights Joyce Mara, Senior Manager of HR and Culture at ChildFund Brasil, Bolivia and Ecuador.

- **"Learning by doing" methodology and MAGIC**

For ChildFund Brasil, the practice is an active form of learning. We believe that each person is the protagonist of their own education and absorbs knowledge through the application of this learning. This is how we are constantly innovating and seeking improvements, with the help of our team that is always on the lookout to improve processes and practices.



In Brazil, we are ambassadors of the MAGIC methodology. This principle seeks to increase the engagement and entrepreneurial spirit of professionals, based on five pillars: Meaning, Autonomy, Growth, Impact, and Connection.

"The organizational climate is amazing! The MAGIC methodology and the collaborative governance process provide integration between people and allows us to know what is done in each area. We see the engagement of the ChildFund Brasil teams up close and personal. As everyone stands up for and works toward this purpose, it is reflected in the strong organizational climate." Marcelo Martins, Marketing and Senior Communication Advisor.

#### Workplace climate satisfaction survey 2021

The 2021 work climate satisfaction survey, conducted annually by ChildFund Brasil, showed that we are on the right track when it comes to valuing and ensuring a good work environment.

The analysis, based on the MAGIC methodology, assesses not only our work environment, but also whether we are working with purpose, whether we care about our employees' well-being, and whether we have the best market practices.

ChildFund Brasil obtained 85% satisfaction from its employee team. With the results we identified ChildFund Brasil's strengths when it comes to our team, and we also noticed advances in points for improvement highlighted in previous surveys.

Achieving 85% satisfaction is an achievement that shows that we are headed in the right direction. This is a result that puts us above average in this type of survey. It reveals that we care about our employees, fostering a positive and healthy work environment, just as we care about the quality of life of the people who participate in our social projects.

## Overall numbers: 2021 Results



**63**  
professionals  
(including trainees and  
young apprentices)

**2**  
master's  
dissertations in  
development

**21**  
men

**1**  
doctoral thesis  
in development

**38**  
women

**12**  
new hires  
in 2020

**1,200**  
hours of training  
(average)

**16**  
hours of training per  
person (average)

**6**  
completed master's  
dissertations



# CORPORATE GOVERNANCE



The effectiveness of our actions in managing resources and in making decisions for the well-being of ChildFund Brasil depends on good governance, with people who are aligned with our mission, vision, and values. We value innovation in all areas, and seek to develop methodologies that support our work. For this, we rely on a qualified team, in constant training, managed with commitment, autonomy, responsibility, and ethics.

We value diversity and equity, and are constantly seeking a balanced team between women and men, especially in management positions. Executive management currently includes two female managers, one female director, and three male managers. Coordinator positions are held by three women and three men. We also have a female presence on the Board of Directors and General Assembly.

We are supported by reliable data and information that guide our decision-making process across all instances and we use technologies in knowledge management. Planning, measuring and evaluating all our programs and actions are part of our methodology. We follow the guidelines of the Brazilian Legal Framework for the Third Sector, in addition to the management models of Fundação Dom Cabral – which pro-

vides ongoing support – and the Brazilian Institute of Corporate Governance, a non-profit organization focused on developing best practices in the area.

### In practice

The decision-making process is based on deliberation in several instances. ChildFund Brasil is led by a General Assembly, a Board of Directors and an Audit Board. Board members\* are professionals with different profiles and backgrounds, who support the executive body in strategic decisions. They are chosen every three years, according to ChildFund Brasil's Bylaws and the strategic management objectives.

### New committees

To strengthen the growth and support the social projects developed by ChildFund Brasil, two new Advisory Committees to the Board of Directors were created: Risk Management, Compliance and Auditing, led by Sandro Melo, controllership director at Ferreira Costa, and which is supported by Olga Marchan, finance leader for the Americas and West Africa at ChildFund International, and Luiz Alexandre Araújo, vice president of finance at Hugues do Brasil; and the second committee, People and Ap-



pointments, which is headed by David Braga, CEO and headhunter at Prime Talent, who is also a guest professor at FDC, and which is supported by Elisabete Waller, member of the board of directors, Joyce Mara, senior HR manager at ChildFund Brasil, Bolivia and Ecuador, and Flávia Lippi, a science journalist who specializes in mental and behavioral health.

The purpose of the Advisory Committees is to assist the Board of Directors in relevant topics for the continuous development of ChildFund's activities in Brazil, aiming to add value and help conduct and guide the organization's strategic decisions, so that its growth is sustainable and in line with its mission, values and purpose. The terms of office are two years, and it is possible to extend them for another 12 months.

### A year of change

The year 2021 was a period of change for the organization's management. In June, Anette Trompeter took over as Country Director of ChildFund Brasil. With extensive experience in national and international private companies and in the third sector, she has held leadership positions in large organizations throughout

her career. The executive director arrived to add a strategic and experienced perspective, contributing to the construction of a ChildFund Brasil even more aligned with its purposes.

ChildFund Brasil has also gained a new area: Business Development. Jairton Melo is in charge of its management. The sector, which already exists in several countries in the ChildFund International network, will strategically handle fundraising from companies, institutes and foundations, following what has been happening in the world market. It will also be responsible for maintaining relations with sectors that can contribute financially to the development of ChildFund Brasil's activities.

### Advocacy

Advocacy has been gaining momentum in Brazil and worldwide. The changes that have taken place in the management of ChildFund Brasil have provided a new strategic positioning for the organization, placing this topic as a feature focus for the coming years. This new perspective, which prioritizes incidence and political and social mobilization, will contribute to broaden our results. Further details about our advocacy actions can be found on page 28.



### 2021 BOARD OF DIRECTORS

1) Gilson Souto de Magalhães	Chairman
2) Valseni José Pereira Braga	Vice Chairman
3) Luiz Alexandre de Medeiros Araújo	1st Treasurer
4) Rosber Neves Almeida	2nd Treasurer
5) Guilherme Cólín de Soárez	1st Secretary
6) Elisabete Waller Alves	2nd Secretary

### 2021 GENERAL ASSEMBLY

1. Gilson Souto de Magalhães
2. Valseni José Pereira Braga
3. Rosber Neves Almeida
4. Guilherme Cólín de Soárez
5. Elisabete Waller Alves
6. Luiz Alexandre de Medeiros Araújo
7. Ami Ribeiro de Amorim
8. Alexandre Brenand
9. Ednilton Gomes de Soárez
10. Navantino Alves Filho
11. Geraldo Caliman
12. Herbert Borges Paes de Barros
13. Maria do Perpétuo Socorro França Pinto
14. João Bosco Fernandes Júnior
15. Othoniel Silva Martins
16. Rogério Magalhães
17. Maria Isabel Queiroz
18. David Ventura Braga
19. Sandro da Silva Melo
20. Mário Rene Lima
21. Karla Jeanny Falcão Carioca
22. Maria Joselma Mendonça de Holanda

### 2021 AUDIT BOARD

#### MEMBERS

- 1) Rogério Magalhães
- 2) Alexandre Brenand

#### ALTERNATES

- 1) Ednilton Gomes de Soárez
- 2) Navantino Alves Filho
- 3) Maria Isabel Queiroz



# MARKETING AND MOBILIZATION OF RESOURCES





ChildFund Brasil's activities are intended to generate long-term results. Our desire is to develop actions to contribute to the full development of children, adolescents, and young people in the locations where we operate, so that they become protagonists of their own lives.

To do so, we have two major fronts for mobilizing resources: individuals and legal entities. With individuals, our work is focused on sponsoring children or free donations, whether monthly or occasional. With legal entities, whether companies, institutes, associations, foundations or other public and private organizations, we work with the construction of partnerships aimed, on the one hand, at supporting the development of projects in the communities in which we operate, and on the other hand strengthening the social engagement of these corporations. Another important resource mobilization arm is called Ponte Social, which, by means of partnerships in the church segment, aims to raise funds for the development of our projects in areas of poverty and extreme poverty.

### The challenges of 2021

Although it was the first year of the Covid-19 pandemic, 2020 was positive in donations, especially of essentials for survival, such as food. The moment of isolation, insecurity, and uncertainty that the world was experiencing awakened the solidarity of people who decided to help the more vulnerable. However, 2021 brought the impacts of the pandemic, the economic crisis

worsened, and we felt, just like other Third Sector organizations, the reflexes of this reality on donations, both from individuals and companies.

In this scenario also marked by the great mobilization of other institutions to help the more vulnerable, ChildFund Brasil's Marketing and Resource Mobilization area focused on improving processes, seeking to increasingly understand the journey of those who donate and the loyalty of these volunteers.

**BRL 32,884,000**  
Total revenue

**BRL 246,000**  
Revenue from  
corporate donations

**BRL 9,213,000**  
Sponsorship revenue

**BRL 580,000**  
Revenue from free donations

**2,481**  
Attracting new  
sponsors in Brazil

### • Sponsorship

The donation of resources by individuals is one of ChildFund Brasil's most important mobilization fronts. For this reason, year after year, we strive to increase the number of participants in the sponsorship program, which is the backbone of the resources that make our actions possible. Sponsorship revenue grew by 20% in 2021, thanks to the efforts of the donor relations team. Every day, the team strives to understand the donor's journey, establishing processes and offering exclusive content to those who believe in our cause, besides strengthening the bond between sponsors and the sponsored child. A new system was implemented, which allowed automated controls and actions to improve delinquency rates. Regarding the organization's total revenue, BRL 32,884,000 was collected, allocated to the maintenance of the programs and projects carried out with the sponsored children and their families.

**Did you know?  
To sponsor a child  
in 2021, a minimum  
monthly financial  
donation starting at  
BRL 67 was required.  
The sponsorship funds  
are used to run the  
projects for the benefit  
of the children and  
their families. The  
amounts are passed on  
to the Local Partners  
according to each of their  
needs, defined in joint  
planning with  
ChildFund Brasil**

## Be a sponsor!

Help those in need: sponsor a child for under BRL 2.30 a day!  
Through financial sponsorship, you invest not only in your sponsee's future, but in the entire community.  
The amount you donate ensures the management of projects that provide children access to education, food, health, and protection.

Click here  
to join this  
chain of  
good:



## Ponte Social

Ponte Social is a fundraising arm that has been expanding at ChildFund Brasil since 2013. We have established partnerships with the church segment and the private sector, which encourage members of their networks to sponsor children in vulnerable situations. Sponsors from this fundraising front have a site dedicated to them, with exclusive content.

“Using a metaphor, it is as if ChildFund Brasil had a digital porch, where friends meet people who are committed and sensitive to the cause of children, adolescents, and young people in Brazil. Prior to Ponte Social, we had only one door through which all friends came to support the cause. We have expanded this porch, and opened another door, through which the sponsors of Ponte Social enter to help eradicate poverty in Brazil,” says Jairton Melo, manager of Business Development at ChildFund Brasil.

Ponte Social currently benefits six cities: Anagé (BA), Santa Luz (PI), Cristino Castro (PI), Cavalcante (GO), Curimatá (PI), Umburanas (BA) and Alagoa Nova (PB).

**The great regions of the North and Northeast concentrate the highest percentage of poverty and extreme poverty in our country. The regions with the highest per capita income are located mainly in the South and Southeast of Brazil. From this observation, we understand even better the importance of the work to connect different realities and networking done by ChildFund Brasil.**

**With Ponte Social, which connects sponsors to children, adolescents and young people in vulnerable situations, we enable the implementation of strategies for child protection and contribute to the eradication of poverty in Brazil.**

### Ponte Social results in 2021

**6,887**  
Children enrolled

**4,999**  
Sponsored children



### Scope

**160**  
Children sponsored

**4,882**  
Families

**21,624**  
People



Learn more



Check out the  
Ponte Social website





## Companies and friendly organizations

- Brandili: Financial aid for the development and implementation of the school tutoring project for children from São João da Chapada (a district in Diamantina/MG).

- Bela Gil | Morada da Floresta | West Rock: Donation of sustainable cribs and layettes to families participating in ChildFund Brasil projects

- Caixa Bank: Donation of resources for the distribution of staple food kits and hygiene items to families.

- Misha: Donation of resources for the distribution of staple food kits to families

- Desafio 10X10: Raising donations to buy staple food kits and hygiene items for families.

- DNA de Vendas: Strategic consulting to support the development of the fundraising team

- “Fazer o Bem Faz Bem” - JBS: Donation of animal protein to families.

- Fundação Dom Cabral: Support in the governance and management process, contributing to our excellence on these fronts.

- Fundação Mary Harriet Speers: Partner in the municipality of Curimatá – PI, through Ponte Social

- Hughes: Financial donation to the Live for the Children event

- Igreja Batista Vilas do Atlântico (IBVA): Partner in the municipality of Umburanas – BA, through Ponte Social

- Igreja Central de Belo Horizonte (Central): Partner in the municipality of Anagé – BA, through Ponte Social

- Igreja Memorial Batista de Brasília (IMBB): Partner in the municipality of Cavalcante – GO, through Ponte Social

- Instituto Marcos Coimbra (IMC): Sponsorship of children

- Igreja Presbiteriana Nacional IPN: Partner in the municipality of Santa Luz – PI, through Ponte Social

- M Dias Branco: Donation of cookies to the families participating in our projects.

- Música e Mídia: Volunteer Organization for the Live for the Children event

- Petite Jolie: Sponsoring of children and spreading the word about our work to its contact network.

- Procter and Gamble (P&G): Partnership in the realization of the Água Pura para Crianças Project.

- Primeira Igreja Batista de João Pessoa (PIBJPA): Partner in the municipality of Alagoa Nova – PB, through Ponte Social

- PM4NGOs: project management support and knowledge in project methodologies

- Prime Talent: Voluntary selection process to hire employees for the organization and spread the word about our work in their contact networks.

- PUC - MG: Partnership for the development of social intelligence in Brazil, through the Social Intelligence Center (NIS), in addition to the improvement of the organizational capacity through strategic processes of ChildFund Brasil in academia.

- Teatro Claro Rio: Granting of space for the realization of the Live for the Children event, within the Dia de Música project, held by Brain +, Cavalo Marinho, Prisma, with support from Sympla, sponsored by Rede Dor São Luiz, Prima Vida and the City of Rio de Janeiro

- Ticket: Donate to projects of our partner organizations and spreading the word about our work to its contact network.

- WFP: Raising donations to buy staple food kits and hygiene items for families.

### • Corporate

In 2020, the pandemic scenario made it possible for us to have more access to corporate donations. The construction of solid and strategic partnerships has strengthened our emergency action to supply families with food and hygiene items. The 2021 scenario was more challenging and the results in this donation category were lower. With the adoption of the new planning and aligned with ChildFund International, we started to structure the Business Development area, under the purpose of building and strengthening ties with corporate partners, seeking to diversify and expand our revenues through donations from companies, institutes, and foundations.

## Communication and Marketing

### Best NGOs Award

ChildFund Brasil was elected the best NGO linked to children and adolescent causes in 2021. The recognition was given by the Melhores ONGs award, held by the Instituto O Mundo que queremos, Instituto Doar, and Ambev VOA. Besides being a national highlight, the organization was ranked as one of the 100 best NGOs in Brazil for the fifth year running, also by the Melhores ONGs award.

"The award is a seal of approval for the work we are doing. It shows that we are a serious organization, which passes confidence in the actions that are developed for the eradication of poverty and in favor of children, adolescents and young people", says Gisele Araújo, Mobilization and Marketing Manager at ChildFund Brasil.

### Lives 2021: driving the influence of good

Streaming shows and online conversations is certainly one of the major changes caused by the pandemic. Aware of this scenario, ChildFund Brasil also held several virtual events, such as live broadcasts and presentations. In addition to being opportunities to be closer to our public, these moments are strategic to reinforce our brand, as well as our mission. Learn more about the online events we held in 2021.

- Knowledge that transforms



#### Do some good with your income tax

Lecture conducted by Carlos Eduardo Bernardi da Cruz, technician at the Brazilian Federal Revenue Service, in Belo Horizonte



#### National Day Against Sexual Abuse and Exploitation of Children and Adolescents - We need to talk about it!

Guest – Alexandre Gonçalves (President of Claves Brasil)  
Mediator – Clara Silva (Community Development Advisor at ChildFund Brasil)  
Co-mediator – Fernanda Clara (Rejude National Committee)



#### Why does doing good do good?

Anette Trompeter – Country Director of ChildFund Brasil  
David Braga – Ambassador of ChildFund Brasil and CEO of Prime Talent  
Flávia Lippi – Science journalist, expert in mental and behavioral health  
Pedro Camargo – Lecturer, professor of post-graduation in Neuromarketing



#### Together for the future we desire

Talk by Karla Correa (Social Development Coordinator at ChildFund Brasil) and Elizabeth Brandes (Commercial and Marketing Director – Brandilli)



• The influence of good



**Children's rights in everyday life: the care that transforms**

Chat with Águeda Barreto (Advocacy Coordinator at ChildFund Brasil) with the participation of Mariana Lacerda (PhD in children's health).



**Is it possible to raise children without punishment?**

Chat with Águeda Barreto (Advocacy Coordinator at ChildFund Brasil) with specialist in motherhood and mentoring of mothers, Maíra Soares.



• Sponsor's Day



Every year, on June 15, ChildFund Brasil celebrates Sponsor's Day, our extra special donors, who are the strength that enables us to carry out actions to eradicate poverty and promote the rights of children, adolescents, and young people. To celebrate all the sponsors of our organization, we invited Mica Rocha and Renato Mimica to participate in the Live Tribute to the Sponsor's Day.

• Live for the Children 2021



In celebration of Children's Day, the second edition of Live for the Children took place in October. The event included a musical presentation by the singer Manda and her special guests, Suricato and Paula Lima.

The live broadcast was held in partnership with Teatro Claro Rio and took place in a hybrid format (mix of on-site and on-line), broadcasted by the Theater's Youtube channel. In addition to the shows, the event included storytelling and the presence of children participating in ChildFund Brasil's projects.

*\*In 2020, Live for the Children was conducted by singer Diogo Nogueira, who met his sponsee live during the event.*

**Transformar Newsletter**



**To keep our sponsors and donors well informed about everything that happens at ChildFund Brasil, we send a monthly email newsletter called Transformar, with news about our work and topics of interest about sponsorship and the cause of childhood.**





# CHILDREN'S RIGHTS

Advocacy and  
child protection

When we think about protection, we are talking about all the aspects that involve the life of a child, adolescent or young person. They include: the right to food and decent housing, with the guarantee of a quality education with access to the necessary items for study; and, mainly, protection in the fight to eradicate child violence, whether physical, psychological, sexual, neglect, or even other structural aspects.

To that end, we rely on some actions that guide us in the pursuit of these objectives. One of them is advocacy, a strategy that seeks to appreciate, promote and protect the rights of children, adolescents and young people. Through this practice, we seek to offer long-lasting solutions that generate permanent transformation in society, besides increasing the relevance of our organization.

There are several ways to put advocacy actions into practice, such as political incidence with government agents, congressmen, and other relevant players involved in decision making for public policies and laws linked to the causes defended by an organization.

Since 2018, ChildFund Brasil has been working for a cause that occurs in a variety of environments, including virtual ones: child abuse. In the last year, the organization monitored several bills on the subject, contacted several congressmen, and participated in meetings with the National Secretariat for the Rights of Children and Adolescents. Learn more details about actions in the online environment on page 44.

### Social mobilization

There is another path that has been traveled by several organizations for years, which is social mobilization. The simple action of informing and stimulating civil society to practice acts of citizenship and to get involved with causes associated to the guarantee of the population's rights, in addition to monitoring them, is already a way of exercising advocacy.

This is what we have been doing throughout our activities, encouraging and inviting civil society to join in the fight for the eradication of poverty and for the fundamental rights of children, young people, and adolescents. That is how we can come together and influence the creation of effective public policies that bring benefits to the topics debated and defended by ChildFund Brasil. Through social mobilization, we can also create informative campaigns, dialogue, and provide evidence about a specific problem related to a cause of interest to society as a whole. Thus, in addition to public policies, we also influence cultural changes that may affect child protection.

### WHAT IS ADVOCACY?

Advocacy is the practice of defending rights, mobilizing people and influencing the creation of public policies that are effective for an important cause for civil society. Therefore, it is important that advocacy showcases evidence about the importance of the cause and involves all of society in its actions.

### Network mobilization

Together with other organizations, ChildFund Brasil participates in child protection networks and coalitions, such as Joining Forces Brasil, the Brazilian Coalition to End Violence against Children, the National Network for Early Childhood, and the National Forum for the Rights of Children and Adolescents.

During the pandemic, for example, ChildFund Brasil worked with other organizations to get the federal government to release funds from the National School Meals Program (PNAE) to buy staple food kits for families in need.

Another action was the public note in defense of childhood vaccination released at the end of 2021. The document was signed by ChildFund Brasil and other organizations that defend the rights of children and adolescents. [Check it out in our blog.](#)

### CENTRAL PILLARS OF ADVOCACY FOR CHILDHOOD

- 1 – influence, monitor, and promote the processes of generating and enforcing laws related to child protection;
- 2 – conduct campaigns to give visibility, raise awareness of the importance and engage society in topics related to children;
- 3 – strengthen alliances and integration with the public and private sectors, as well as civil society organizations.

### Developing advocacy partnerships

The people who work in the Local Partners, who are key to developing ChildFund Brasil's methodologies in the territories where it operates, participated in several training sessions in 2021 on child protection. Issues such as the Child Safeguarding Policy and psychological help were addressed throughout 2021. For ChildFund Brasil's social programs and child protection coordinator, Karla Correa, these moments are essential for advocacy to happen in practice. "As we work on issues related to child protection, the PSOs will advocate together with local representatives, in their territories, to act together with us on causes related to children and adolescents. So much so that employees of some PSOs participate in municipal councils, such as those for the rights of children and adolescents, health, and education, for example."

Training is a time to share knowledge and benefit the entire community, positively impacting the integral protection of the child.



### OSEAC: protecting children online

Acronym for the term *Online Sexual Exploitation and Abuse of Children*, OSEAC is one of the fastest growing crimes worldwide. With the democratization of Internet access and the sudden shift of various activities to the online environment, children, adolescents, and young people have become even more exposed to the dangers of the Internet.

Without adequate preparation for them to use this resource safely, they may naively, by talking to strangers and accessing unsafe websites, come into contact with aggressors. In recent years, the incidence of reports of online sexual abuse and exploitation has increased significantly, and child protection in the online environment has become another aspect that organizations fighting for children's rights have adopted around the world.

In 2019, even before the pandemic, ChildFund International and the ChildFund Alliance began *advocacy* to support this cause. Recognizing the importance of the issue also in our country, ChildFund Brasil, starting in 2021, has inserted OSEAC as another strategic topic to be focused on within the priority issues for advocacy.



“What happens on the Internet is a reflection of what often happens in real life, such as, for example, cases of violence against children. Outside of the online environment, we have already come a long way in prevention and legislation. On the Internet, efforts to combat this reality are much more dispersed and new, because the problem is also new. Through our advocacy strategy, we are articulating for more appropriate and educational public policies, for the prevention of violence in the online environment.”

Águeda Barreto – Advocacy  
Coordinator at ChildFund Brasil



### CHILDREN'S RIGHTS

Every child,  
adolescent and  
young person  
has the right to....

**Proper sanitation:** Access to drinking water, sewage treatment, and quality urban cleaning are some of the basic sanitation pillars that are necessary for every individual, especially children, adolescents, and young people. These services guarantee the health of the population, and the lack of these services is linked to high infant mortality rates due to diseases such as parasitosis, diarrhea, typhoid fever, and leptospirosis. This is the most violated right of children and adolescents in Brazil. According to UNICEF data (2018), about 14.3% of them live without proper sanitation, and 7.6 million do not have access to water.

**Food:** Nutrition is directly linked to strong childhood development. It influences health, school performance, and even brain abilities. That is why it is necessary that children, young people and adolescents have at least three meals a day. A survey conducted in 2021 by Globonews, based on data from the Food and Nutrition Surveillance System of the Brazilian Ministry of Health, shows that only 26% of Brazilian children aged 2 to 9 have access to breakfast, lunch, and dinner in our country.

**Education:** School is where we learn how to relate to each other and live in society; we develop skills that are fundamental to human development, in addition to cognitive and motor skills. The pandemic deeply affected this phase of life for millions of Brazilian children, especially those who did not have access and resources to follow online classes. Brazilian experts say that the deficit caused by this period can take from three to ten years to be recovered.

**Culture, Leisure and Sports:** Leisure activities, in addition to being one of the fundamental rights, contribute to creativity, humor, and the way a child sees the world. The simple act of playing, in addition to practicing sports, also increases strength and endurance, helping to build healthy muscles and bones. But according to data from the World Health Organization (WHO), 2019, only 15% of Brazilian adolescents are involved in some kind of physical activity.





**Professionalization and workplace protection:** It is through professionalization that young people and adolescents begin to understand what they like and want to do when they reach adulthood. This often happens through the first job.

**Freedom, respect and equality:** Guaranteeing the protection of children, adolescents, and young people also involves ensuring that they are free from violence, prejudice, and child labor. According to data from Disque 100, Brazil has 2.2 cases of sexual violence against children and adolescents every hour. Furthermore, 81% of the cases of violence against children and adolescents occur within the home, according to the Ministry of Women, Family and Human Rights.

**Family and community living:** It is with family and the community around us that we learn our history, roots, traditions, and begin to discover who we are. This interaction shapes, in a positive way, a good part of a person's personality, and should be preserved and encouraged. However, about 30,000 Brazilian children and adolescents live in foster homes and public institutions, according to the National Council of Justice.

## If you witness mistreatment and/or abuse of children, report it!

Disque 100: Human Rights Hotline

Military Police: 190

Highway Police: 191

Civil Police: 197

Proteja Brasil [Protect Brazil] App  
access here: [www.protejabrasil.com.br/br](http://www.protejabrasil.com.br/br)



SAFERNET  
report on the website: [safernet.org.br](http://safernet.org.br)

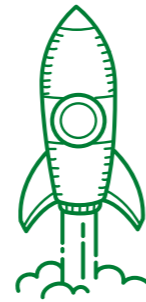




# SOCIAL PROGRAMS

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# Sustainable social development



Our activities in the communities are based on a long-term social intervention model.

The capillarity of our footprint is enhanced by means of Local Partners, institutions with extensive knowledge of the territory and which become our partners in social programs. We work with them so that they can organize themselves institutionally, develop their governance and their management and monitoring process. We also seek to contribute to the training of the teams involved so that they understand the main risk factors specific to the locality in which they work, and are able to register progress over time.

In 2021, ChildFund Brasil was supported by 34 Local Partners, which were essential for the implementation of social development actions. Working side by side with us, they were key in surveying, planning, and executing the initiatives, putting into practice the projects present in 55 municipalities and 769 communities in the states of Bahia,

Ceará, Goiás, Minas Gerais, São Paulo, Paraíba, and Piauí.

The concept of partnership translates into shared construction. The PSOs are independently managed and receive full support to adopt best practices, apply measures and monitor the effectiveness of their intervention. We provide several types of advisory services, courses, and lectures to foster these partnerships.

The Local Partners, with support from ChildFund Brasil, implement projects and methodologies, and monitor the actions. The initiatives are developed based on the reality of the communities, considering the challenges of the local context. This relationship promotes a safe environment for exchanging experiences and sharing, in which children, adolescents, and young people can understand and dialogue about risk and protection factors. PSOs also contribute to strengthening the family bond and advancing the community as a place of protection for these individuals.

## ChildFund Brasil Local Partners in 2021

**ABITA** – Associação Beneficente de Itaporé  
**ACG** – Associação Comunitária do Guarani  
**ACHANTI** – Associação Chapadense de Assistência às Necessidades do Trabalhador e da Infância  
**AMAI** – Associação Municipal de Assistência  
**AMOC** – Associação de Moradores de Cariri Mirim  
**AMPLIAR** – Associação Minas Novense de Promoção ao Lavrador e Infantil Rural  
**APLAMT** – Associação de Promoção ao Lavrador e Assistência ao Menor  
**APRISCO** – Associação Promocional Infância, Sociedade e Comunitária  
**ARAI** – Associação Rural de Assistência  
**ASCAI** – Associação da Criança e do Adolescente de Itaobim  
**ASCOMED** – Associação Comunitária Municipal de Medina  
**ASCOPP** – Associação Comunitária de Padre Paraíso  
**ASFAP** – Associação das Famílias do Pecém  
**ASPAIJ** – Associação de Promoção e Assistência a Infância e Juventude  
**ASSCAD** – Associação de Assistência à Criança e ao Adolescente  
**ASSOCIAR** – Associação Comunitária e Infantil de Araçuaí  
**AUPP** – Assoc. Unidos para o Progresso  
**CEACRI** – Centro de Apoio à Criança  
**CONACREJE** – Conselho de Amigos das Crianças Jequitinhonha  
**CSO** – Centro Social de Orós  
**GCRIVA** – Grupo Crianças em Busca de Nova Vida  
**MAFO** – Movimento de Ajuda Familiar de Ocara  
**PAC** – Projeto Alegria da Criança  
**PACE** – Projeto Água Cidadania e Ensino  
**PCSC** – Projeto Comunitário Sorriso da Criança  
**PFBC** – Frente Beneficente para Criança  
**PROCAJ** – Projeto Caminhando Juntos  
**PROCIF** – Projeto Criança Feliz  
**PROFUTURO** – Associação Futuro Melhor  
**PROSESC** – Projeto Semear Esperança de Carbonita  
**SESFA** – Sociedade de Educação e Saúde à Família  
**SOAF** – Sociedade de Assistência à Criança  
**SOAFAMC** – Sociedade de Apoio à Família Carente  
**SOPRAFI** – Sociedade Proteção às Famílias Itapipoca

The number of Local Partners was reorganized as part of the strategy for 2021. Thus, mergers and collaborative actions between organizations took place in certain locations, which explains the reduction in the number of PSOs, without, however, compromising the scope and results of the work.

### How we operate in the territory

To identify the needs of the locations where we operate, we conduct a participative planning process with the communities and define the intervention and solutions to improve the living conditions in the regions. And to advise the PSO network, we created the Partner Operational Review (POR), a tool that measures indicators in the program areas, monitoring and evaluation, child-sponsor bond, finances, governance, and others. ChildFund Brasil applies the POR to guide training and capacity building actions for the PSOs.



### 2021: one year of planning

Good planning is the foundation of good management. Following the model of ChildFund International, ChildFund Brasil worked on developing a new strategic plan in 2021. One of the focuses of this action was the revision of the programmatic matrix, which today has four base programs that serve several age groups and are the foundation of the construction of the methodologies we work with.

ChildFund's International's new global strategy – Growing Connections launched in 2021, demonstrates the organizational aspiration to reach 100 million children and their families per year by 2030. In the next decade, ChildFund Brasil will scale its impact to reach 5 million children and their families in the country, including new models of programmatic intervention and new partners that will contribute to our role in international development.

For the coming years, we will continue to implement this planning, improving our performance even more, giving continuity to the activities we work on with even more effective impact.

## Programs

### Program 1

Ages 0 to 6

Actions that seek to ensure a healthy and protected early childhood, strengthening the participation of parents in the children's growth phase, developing family skills.

#### Project models:

- Playing and Growing up Happy: Contributes to the integral development of children, through activities that encourage physical and intellectual growth, as well as relationships with fathers, mothers and guardians;
- Caretaking family: Promotes actions with fathers, mothers and caregivers to strengthen their skills to care for children, adolescents and young people.

**7,166 participants**  
**23 projects**

### Program 2

Ages 7 to 14

Activities aimed at ensuring a healthy and confident childhood and adolescence (7 to 14 years old). The purpose of the program is to strengthen the bonds between children, young people, adolescents and adults, promoting education and a culture of peace, with active participation in favor of citizenship.

#### Project models:

- Healthy and engaged adolescents: Conducts actions to strengthen family

and community coexistence based on the role of children and adolescents.

- Life skills: Establishes actions that contribute to personal development, critical thinking, and better decision making for the lives of adolescents.

**23,036 participants**  
**34 projects**

### Program 3

Ages 15 to 24

The program strives to contribute to a participatory, trained and protagonist youth population in society. With actions that strengthen personal and collective identity, self-esteem, family and community ties, it enables inclusion in the job market and society, in addition to strengthening the family unit and community life.

#### Project models:

- Citizen engagement and identity: Contributes to strengthening the personal and collective identity of young people so that their family and community ties are strengthened.
- Personal and professional training: Supports young people so that they are able to be included in the work world.

**7,391 participants**  
**24 projects**



#### Program 4

Family and Community

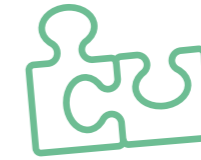
The focus of this program is to contribute to local development through collective actions conducted by families and communities. The activities carried out also seek to strengthen community ties, which in turn help to reduce violence and increase child protection.

#### Project models:

- Home sustainability: Promotes community actions that aim to satisfactorily respond to children's food and nutritional security;
- Strengthened Organizations: Strengthens partner organizations so that they can bring about lasting change in their communities.

**75,726 participants (including direct and indirect audiences)**  
**24 projects**

## Methodologies



### AFLATOUN AND AFLATEEN

**Age group:** 7 to 24 years of age

**About the project:** Contributes to children and adolescents exercising critical thinking about rights and duties, citizenship and entrepreneurship, and how to make better use of resources through social financial education. During the meetings, participants learn about saving, investing, and managing financial resources.

#### Highlights:

- 922 participants per month
- 14 user organizations

#### Testimony:

"Aflatoun em Casa has made a difference in the lives of my daughters (Layla and Layane) and my family. With the teachings of the project, they recycled materials that would be discarded to produce games and toys. Aflatoun allowed my family to come together to talk, further strengthening our bonds."  
Joana, 32 years old



## COMMUNITY UPLIFTER

**Age group:** 0 to 24 years of age

**About the project:** Encourages and empowers mothers, fathers, young people (at least 18 years old) or other local figures to become multipliers and leaders of change in the community. The methodology also contributes to the strengthening of family and community ties, helping to build a stronger and better society to live in. Participants have training, workshops, and meetings that enable them to visit families, identify problems, and promote family awareness about health care, disease prevention, and school attendance, among other issues.

### Highlights from 2021:

- 2,951 participants per month
- 22 user organizations

## GOOD FAMILY TREATMENT

**Age range:** 7 years of age and up

**About the project:** Promotes more effective communication, the expression of love in the family, conflict resolution in a peaceful manner, recognition and acceptance of differences and a more harmonious coexistence. This is done through theoretical, methodological, and experiential training, and seeks to reflect on the modalities of intra-family relationships. Play is at the center and is the key to strengthening ties in this proposal. The enhancement of these skills contributes to the growth and development of all the members of the families.

### Highlights from 2021:

- 1,751 participants per month
- 22 user organizations

## PLAYING TO BECOME RESILIENT

**Age range:** 0 to 14 years of age

**About the project:** It works on the prevention of mistreatment and sexual violence in childhood and adolescence. Through a playful and participatory approach, this methodology contributes to reducing the vulnerability of children and adolescents by developing personal, family, and community strengthening. The children learn through play, with workshops and various dynamic exercises, how to prevent and say no to all forms of physical and sexual abuse. To that end, training is held for educators, community leaders and family members to prevent sexual violence in childhood and promote the strengthening of affective bonds and positive coexistence relationships.

### Highlights from 2021:

- 965 participants per month
- 22 user organizations

## CULTURE HOUSE

**Age range:** 0 to 24 years of age

**About the project:** Stimulates family coexistence and contributes to the rescue of traditions, history, and local identity. In the space dedicated to the initiative, children, young people and family members are encouraged to revive cultural practices and traditions through music, dances, crafts, games, tales and festivities. The act of playing together strengthens family bonds and feelings of pride and belonging.

### Highlights from 2021:

- 3,480 participants per month
- 22 user organizations



**“One of my favorite activities was the nursery rhyme competition, in which I participated and won 2nd place. It was very cool and really important for me, because together with the families we became familiar with music that has been present for many generations.”**  
**Antonia Luciana, 10 years old, participant of the Culture House**

## GOLD+

**Age group:** 15 to 24 years of age

**About the project:** Helps people save money and form a network of solidarity-based economy and cooperation. The methodology is applied with the formation of local opportunity groups that develop solutions for overcoming poverty through the exchange of experiences, social mobilization, community solidarity, and the development of enterprises.

### Highlights from 2021:

- 440 participants per month
- 22 user organizations

## FIGHT FOR PEACE (FFP)

**Age group:** 6 to 24 years of age

**About the project:** Encourages young people and adolescents at social risk to develop discipline and learn about other cultures. The project is the result of a partnership between ChildFund Brasil and the Fight for Peace organization, through the Fight for Peace Alliance. Based on a five-pillar methodology: Boxing and Martial Arts, Education, Employability, Social Support and Youth Leadership.

### Highlights from 2021:

- 155 participants per month
- 8 user organizations

## PERSPECTIVES IN FOCUS

**Age group:** 7 to 24 years of age

**About the project:** Through participative photography, the project stimulates debate and reflection about community problems, awakening in young people a perspective focused on the collective, promoting discussions about the art of photography, citizenship, identity, rights, and duties. The initiative is also a space to share ideas and get closer to the community.

### Highlights from 2021:

- 198 participants per month
- 7 user organizations



### FOOD SAFETY

#### Domestic Poultry Project and Community Garden

**Participants:** Directly with Adults and indirectly with children

**About the project:** Seeks to ensure food and nutritional security, in addition to promoting the strengthening of the participants' self-esteem through the learning of new trades, as well as offering children the opportunity to interact with animals and vegetables. The project promotes entrepreneurial workshops for the entire population, with learning on how to generate income from the sale of surplus products. For this, inputs are distributed for raising chickens and planting home vegetable gardens, and the families learn best practices for cultivating and caring for the animals.

#### Highlights from 2021:

- 3 implementing partner organizations
- More than 500 participating families

### INTEGRATIVE COMMUNITY THERAPY

**Age range:** 5 to 24 years of age

**About the project:** Promotes a safe space for dialogue and for the population to discuss problems and issues as a group or community. The community therapy methodology promotes the strengthening of family and collective bonds by building solidarity networks. The initiative is based on five pillars: systemic thinking, communication theory, cultural anthropology, Paulo Freire's pedagogy, and resilience; and works through conversation circles with people of the same age group or the whole community, with no age/gender separation and mediated by professionals.

#### Highlights from 2021:

- 276 participants per month
- 20 user organizations

**As part of the new strategy, together with ChildFund International, we are aligning all nomenclatures in order to standardize the names for all countries in the organization. That way, we will adopt the terminology "Social Methodologies" and no longer use social technologies.**

### REJUDES

Youth Network in  
Defense of their Social Rights

**Age group:** 15 to 24 years of age

**About the project:** Contributes to young people fully exercising their potential, being citizens aware of their rights and duties and active in the construction of the realities they aspire to. The proposal seeks to mobilize young people from projects in urban and rural areas to participate in activities that strengthen their experiences in society. Rejudes seeks to promote active participation, encouraging youth protagonism in the fight for equality, dignity, and guaranteed rights, in addition to collaborating in the strengthening of identity and individual skills. The Network reaches about seven thousand young people throughout the country.

### Rejudes wins 1st ChildFund Connection Awards

In 2022, ChildFund International launched a new award for the organization's initiatives around the world. The first to receive it was ChildFund Brasil with the actions carried out with young people all over the country through Rejudes (Youth Network in Defense of their Social Rights), which will receive a financial incentive in the amount of 10,000 dollars to conduct its actions throughout 2022.

### Learn more



Watch the announcement of the award by ChildFund International and the reaction of the young people



## VI National Rejudes Encounter

“Youth and the Environment, preserving our planet is taking care of our health” was the theme of the 6th National Meeting of the Youth Network in Defense of Their Social Rights (Rejudes), held remotely in September 2021. The theme dialogues with the three main axes of the network's approach – Human Rights, 2030 Agenda, and Entrepreneurship – and was defined in the workshops, conversation circles, cultural presentations, and dialogues among the young people.

### Learn more



Watch the summary of the meeting.



## Special projects

### Pure Water for Children

Water is one of the most important and essential natural resources for life, development, and healthy growth. However, access to potable and quality water is unfortunately not the reality for about 35 million Brazilians, according to data from the SNIS 2020.

Of the municipalities served by ChildFund Brasil, about 12 of them have a large number of families that do not have access to safe drinking water. To consume water on a daily basis, cities and communities often use unsafe sources, such as artesian wells, rivers, and lakes. The result of this practice can be an increase in symptoms and diseases associated with this improper consumption.

To change this scenario, ChildFund Brasil is a partner of Procter & Gamble (P&G), in the “Pure Water for Children” project. The initiative distributes purification sachets capable of making water suitable for consumption in about 30 minutes. The use of these sachets and the monitoring of the families are carried out by health and hygiene promoters, who are volunteers and residents of the communities, trained by ChildFund Brasil.

**“The water from using the P&G purifier has improved my health and that of my family.” Luan**

### Learn more



Watch the mini-documentary on the “Pure Water for Children” Project



### Pure Water for Children Project in 2021

**17,401**  
people  
reached

**4,921**  
participating  
families

**219**  
participating  
communities

**360**  
volunteers





## NIS: Innovation for the area of Social Programs

To develop methodologies that impact the lives of the population, with social responsibility and effectiveness, it is necessary to rely on data and information that show the reality of the Brazilian territories, being a guide for the incidence in that location.

To that end, we rely on the Social Intelligence Center (NIS), a joint initiative between ChildFund Brasil and PUC Minas to develop research and academic studies, best practices in the third sector, and intelligence in the social area. This branch contributes to the search for sustainable social impact with data-based methodologies, and collaborates in the analysis, information gathering and monitoring, and measurement of the effectiveness of the actions we take.

In 2020, the center launched the Multidimensional Poverty Index (MPI-NIS), including data from all Brazilian municipalities. The objective of this indicator is to collaborate with analyses for the reduction of poverty-related problems. The MPI is the first indicator in Brazil aimed exclusively at evaluating the multidimensional poverty situation of children from 0 to 11 years old, on a municipal scale. The index also seeks to broaden the scope of this indicator, in places for the possible promotion of social policies aimed at populations in situations of poverty and vulnerability.

## Project Performance Index (IDP)

One of the greatest challenges for organizations is to measure the performance of social projects. Based on the need for more efficient management and organizational maturity, ChildFund Brasil has developed its own methodologies for evaluating its projects in the territories.

The Project Performance Index (IDP) was created to measure the results of the actions. It monitors financial, activity, and beneficiary indicators and allows the management of each project to be evaluated, as well as enabling comparability between different projects.

Learn more 

Check out the Social Intelligence Center's website



# HUMANITARIAN EMERGENCIES



# Solidarity in our mission



The pandemic introduced many challenges for everyone, affecting social, health, and economic issues around the world. The portion of the population that lives in vulnerable situations was the most affected with the direct and indirect consequences of this period.

Many of these families find it difficult to follow the prevention measures against the new coronavirus, recommended by national and international bodies. These people did not have the same conditions

to prevent the propagation of the disease and also faced many challenges to be able to maintain their incomes and, as a result, feed themselves

Understanding this reality, since 2020 and throughout 2021, we developed focused actions together with people who live in the most economically and socially vulnerable regions. Our activities have been redirected toward promoting the basic right to food and protection.

## Distribution of food and hygiene kits

To ensure the rights of children and families living in the communities we serve, one of ChildFund Brasil's main actions in the fight against Covid-19 was the distribution of food and hygiene kits, at a time when unemployment and food insecurity have become even more prevalent.

They included staple items such as beans, rice, noodles, oil, corn flour, salt, sugar, cookies, coffee, powder milk, sardines, and cassava starch; as well as some hygiene and cleaning items such as: bar soap, bleach, detergent, soap, and toilet paper. Since the beginning of the initiative and in order to boost and drive the economies, the items that make up the kits were purchased with the support of local markets in the municipalities where we operate.

Vaccination progress gradually reduced the emergency situation that we saw in 2020, and people and families were able to start returning to their routines. Throughout 2021, the PSOs were great allies in the donation activities, constantly reporting on the situation of the territories and directing our actions, planning, and resources to this activity.

With the NIS data, which are the basis for our actions, and the dialogue with partner organizations, in the last year our kit donation efforts were directed to locations where the indicators showed a food security situation of greater con-

cern. This action allowed us to prioritize territories with higher income poverty, giving continuity to our actions, supporting, on a monthly basis, more than 7,200 families with food and hygiene kits.

## Emergency kit distribution campaign numbers in 2021 and 2020

**209.432**  
Food kits  
delivered



**2,876**  
tons of food delivered

**3,400,939**  
hygiene items delivered

**75,004**  
educational materials delivered

**51,764**  
Personal protective equipment  
(PPE) delivered

# FINANCIAL STATEMENTS



**Managerial Balance  
(BRL 000)**  
December

	INTERNATIONAL	BRAZIL	TOTAL
Sponsorship	20,761	9,213	29,974
Gifts for Children	3,954	748	4,702
Tax Exemptions	-	943	943
Donations	146	580	726
Corporate	550	246	796
Assets	-	51	51
Other	20	36	56
Volunteers	-	264	264
Award-winning Philanthropy	-	14,735	14,735
<b>Entries</b>	<b>25,431</b>	<b>26,816</b>	<b>52,247</b>
Sponsorship	15,804	5,169	20,973
Gifts for Children	3,954	748	4,702
Corporate	495	246	741
Donations	165	183	348
Social Development	1,475	501	1,976
Child-Sponsor Bond	740	920	1,660
Award-winning Philanthropy	-	125	125
<b>Project management and child-sponsor</b>	<b>22,633</b>	<b>7,892</b>	<b>30,525</b>
Resource Mobilization	3	1,598	1,601
People, Administration and Finance	2,556	589	3,145
Tax Exemptions	-	943	943
Depreciation	223	1	224
Volunteers	-	264	264
Award-winning Philanthropy	-	14,077	14,077
<b>Expenditures</b>	<b>2,782</b>	<b>17,472</b>	<b>20,254</b>
<b>RESULT</b>	<b>16</b>	<b>1,452</b>	<b>1,468</b>

# GRI SUMMARY

STANDARD DISCLOSURE	ANSWER / PAGE
<b>1. ORGANIZATIONAL PROFILE</b>	
102-1 – Name of the organization	ChildFund Brasil
102-2 – Activities, brands, products and services	12-23
102-3 – Location of headquarters	15
102-4 – Location of operations	15
102-5 – Ownership and legal form	ChildFund Brasil is a private non-profit organization.
102-6 – Markets served	14-17
102-7 – Scale of the organization	4-5, 10-16, 23
102-8 – Information on employees and other workers	18-23
102-9 – Supply chain	ChildFund Brasil relies on partners to carry out its activities. These partners are organizations that are active in the territories, consultants, and other players that support the organization in fulfilling its mission.
102-10 – Significant changes to the organization and its supply chain	None.
102-11 – Precautionary principle or approach	The precautionary principle was not applied by ChildFund Brasil, since the organization does not generate significant environmental impacts.
102-12 – External initiatives	16-17, 22-23
102-13 – Membership of associations	26-27
<b>2. STRATEGY</b>	
102-14 – Statement from senior decision-maker	10-11
<b>3. ETHICS AND INTEGRITY</b>	
102-16 – Values, principles, standards and norms of behavior	10-11, 14-23, <a href="https://www.childfundbrasil.org.br/quem-somos/">https://www.childfundbrasil.org.br/quem-somos/</a>
<b>4. COLLABORATIVE</b>	
102-18 – Governance structure	28-29

STANDARD DISCLOSURE	ANSWER / PAGE
<b>5. STAKEHOLDER ENGAGEMENT</b>	
102-40 – List of stakeholder groups	Sponsors, employees, members of the General Assembly/Councils, Local Partners, members of the REJUEDES National Committee, suppliers, partners, companies, religious organizations, society in general.
102-41 – Collective bargaining agreements	100% of the employees are covered by collective bargaining agreements.
102-42 – Basis for identifying and selecting stakeholders for engagement	ChildFund Brasil maintains a close relationship with its stakeholders, who actively participate in the development of social programs, actions aimed at child protection, and actions in humanitarian emergencies. The organization remains attentive to movements in society and is always open to reviewing its selection of stakeholders, including new audiences whenever it deems relevant.
102-43 – Approach to stakeholder engagement	
102-44 – Key topics and concerns raised	None of the groups pointed out issues or aspects that they consider to be of concern about our performance.
<b>6. REPORTING PRACTICES</b>	
102-45 – Entities included in the consolidated financial statements	9
102-46 – Defining report content and topic boundaries	8-9
102-47 – List of material topics	8-9
102-48 – Restatements of information	None.
102-49 – Changes in reporting	None.
102-50 – Reporting period	January 1, 2021 to December 31, 2021.
102-51 – Date of most recent report	2021 (base year 2020).
102-52 – Reporting cycle	Annual.
102-53 – Contact point for questions regarding the report	<a href="mailto:comunicacao@childfundbrasil.org.br">comunicacao@childfundbrasil.org.br</a>
102-54 – Claims of reporting in accordance with the GRI Standards	This report was prepared in accordance with the GRI standards: Core Option.
102-55 – GRI content index	70-71
102-56 – External assurance	This report has not been subjected to external assurance.

# TECHNICAL DATA SHEET

SPECIFIC CONTENT	ANSWER / PAGE
<b>Material topics: LOCAL COMMUNITIES</b>	
<b>GRI 103: MANAGEMENT APPROACH</b>	
103-1 – Explanation of the material topic and its boundary	14-17
103-2 – The management approach and its components	32-67
<b>GRI 413: LOCAL COMMUNITIES</b>	
413-1 – Operations with local community engagement, impact assessments, and development programs	40-67

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