



# *Sustainability Report* *ChildFund Brasil*

**ChildFund**  
Brasil  
Fundo para Crianças

# 2019



# ChildFund Brazil in numbers

General numbers (2019 results)



**53 years**  
of presence



**9.775**  
National  
Sponsorships



**23.038**  
International  
Sponsorships



**41.393**  
Children, adolescents and  
young people sponsored



**114.218**  
Beneficiaries (directly  
and indirectly)



**56**  
Municipalities



**46**  
Local Partners



**698**  
Communities



**29.666**  
Beneficiary  
Families

**R\$ 33.366.000**  
Invested



**188**  
Social Projects



**1969**  
Volunteers

## **TWO-TIME CHAMPION IN SUPPORTING CHILDREN AND ADOLESCENTS**

For the second year in a row, ChildFund Brasil was named the best NGO for children and adolescents in Brazil. The award is given to the best organization in the sector among the 100 Best NGOs in Brazil that receive donations to maintain their activities.

This is an initiative of Instituto Doar institute, O Mundo Que Queremos agency and Rede Filantropia network. In the 2019 edition, 757 entities competed in 47 criteria, such as administrative and financial structure, presence of management boards, fundraising and transparency.

The organizers made an exception to give ChildFund Brasil an award twice in a row, due to our governance, our accountability process and the positive impact we have caused. This recognition is very important and further reinforces our responsibility in seeking to improve the quality of life of children, adolescents and young people in Brazil.



# *A Shock of Compassion:*

## **Response to uncertain times in the Covid-19 Pandemic**

Even though it is not part of the reporting period, we are launching it amid the Covid-19 pandemic. A time when the world is facing an intense crisis that accentuates the importance of overcoming the culture of individualism and of building foundations for solidarity to prevail. Society is the engine that moves the world, and only by watching over the collective wellbeing will we be able to emerge whole and strengthened from this situation. We need to understand this moment as an opportunity to promote a shock of compassion.

In crisis situations, the most vulnerable suffer, especially in places such as Brazil, where inequality is abysmal. The problems faced by families in extreme poverty, such as lack of basic sanitation, decent housing and food, become clearer. Thus, we need to

come together to take care of the lives of those who need it most.

We at ChildFund Brasil are prepared. We have already begun the development of an application to monitor the 41 thousand children with whom we work and make interventions to help. We have a structure for the team to work from home and to support our Local Partners in their groundwork. And we want to impact those who can make a difference at that moment: society; governments; and companies.

We understand that, all in all, 2020 must be a year of overcoming - chaos, crisis, extreme poverty. A year in which, united, we can make profound changes in the way we live and organize ourselves in society. We count on you.

# The Path of the ChildFund Brazil Report

## SIX EDITIONS MANY LESSONS AND ACHIEVEMENTS

2019 is the sixth year of ChildFund Brazil's Sustainability Report. To celebrate achievements related to this accountability process, we will make a retrospective of the main milestones of each report.



## 2015

Beginning of social impact monitoring, through impact assessment methodology. First version of the Social Vulnerability Index (IVS), in partnership with R. Garber.

## Annual highlights:



## 2014

ChildFund Brazil's first sustainability report, utilizing GRI-G4 methodology and Integrated Reporting Guidelines. Learning the methodology for better measurement of social impacts. First content relevance research (materiality).



## 2016

50 years of ChildFund Brasil. Materiality matrix related to the 2030 Agenda, with convergence of contents between the report and the agenda. Impact assessment of the programs "Best Of Me" and "Children's Safe Drinking Water". Social impact assessment of each ChildFund Brazil program. Launch of the Project Performance Index (IDP).



## 2017

ChildFund Brasil's purpose First version of the Social Intelligence Index, in partnership with PUC Minas. Use of GRI Standards methodology. ChildFund among the 100 Best NGOs to donate to in Brazil. Training of 45 OSPs in sustainability reporting.



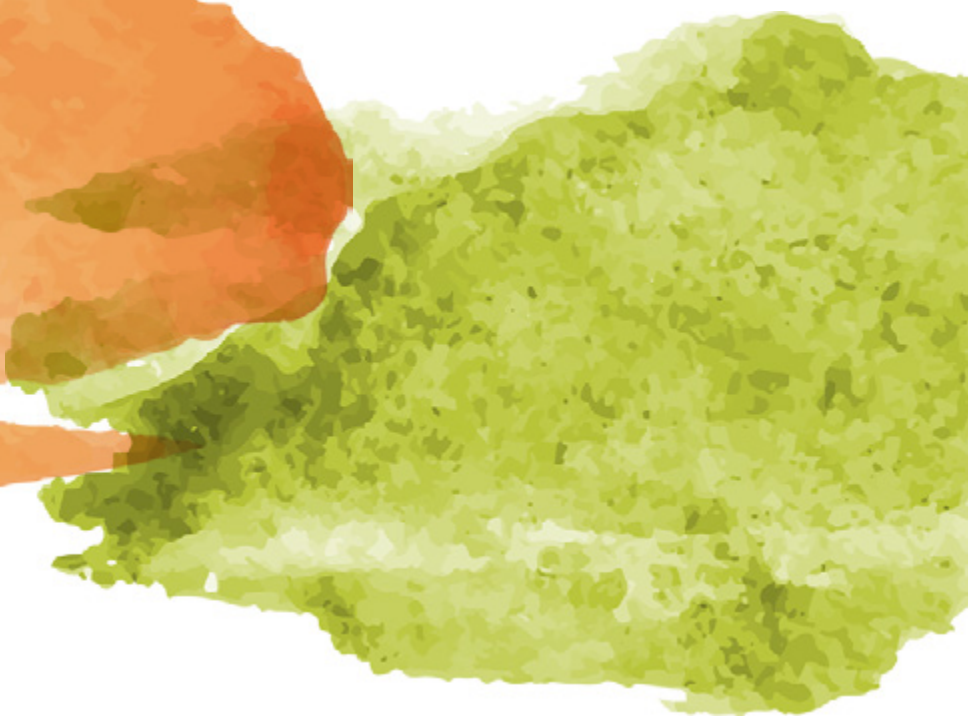
## 2018

ChildFund Brasil receives the award for best NGO to donate to in Brazil, in the category Children and Adolescents. Global Compact Accountability. Beginning of accountability for the organization's Advocacy activities.



## 2019

ChildFund Brasil receives, for the second consecutive time, the award for best NGO to donate to in Brazil, in the category Children and Adolescents. Official launch of the Social Intelligence Core (NIS), with PUC Minas, and of the Multidimensional Poverty Index. Launching the "Care Transforms" (O Cuidado Transforma) campaign and new impact assessment tools.



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# Message from the Directors

**W**e present, with great satisfaction, the results of another year of work for children, adolescents and young people and their families in Brazil. Since 1966, we have been making our contribution so that they can have a decent life, dream of the future and become protagonists of their own history.

We are very proud to have reached 2019 being present in 56 municipalities in the states of Minas Gerais, Ceará, Pernambuco, Rio Grande do Norte, Amazonas, Piauí, Bahia, Goiás and Maranhão, impacting over 115 thousand people. But we need to do more. According to IBGE data, Brazil still has around 13.5 million people living in extreme poverty. It is for them that we continue to do and expand our work.

The impacts of extreme poverty on children and adolescents are enormous and compromise generations of Brazilians. The importance of the first years of life for the physical, cognitive and emotional development of human beings is widely acknowledged. In this period, the future ability of a person to live, work and think fully is defined, and it is also in this period that extreme poverty has its most deleterious effects. The lack of food, shelter and healthy social relations during childhood, adolescence and youth condemns legions of Brazilians to a future of many uncertainties. It also compromises our full development as a country and society.

That is why we persist in our mission to mobilize society, individuals, the private sector and public authorities so that together we can contribute to the first goal of the 2030 Agenda (UN) to eliminate extreme poverty. We are not alone. We are part of the ChildFund International Network and of the ChildFund Alliance. We use cutting-edge social technologies, we are partners of universities and research institutes and national and international networks for the defense of children's rights, and, most importantly, we have about 33,000 sponsors and 1,969 volunteers.

From the very beginning of our activities, one of the great difficulties we faced was to pinpoint extreme poverty in such a large and diverse country. We always lacked the detailed data that would allow us to go where we were most needed. This concern motivated us to found, in the last year, NIS - Social Intelligence Core, in a partnership with PUC-MG. It produces the information

**The impacts of extreme poverty on children and adolescents are enormous and compromise generations of Brazilians. The lack of food, shelter and healthy social relations during childhood, adolescence and youth condemns legions of Brazilians to a future of many uncertainties. It also compromises our full development as a country and society.**



we need to diagnose extreme poverty in Brazil and know where it is located.

In its first year, NIS has already developed and made available two indicators, and the intelligence generated has been fundamental to guide the expansion of our operating territories. We are preparing to face extreme poverty also in the states of Alagoas, Maranhão, Paraíba and Piauí, where we identified the highest concentration and deepest extreme poverty in the country. Our dream is to directly and indirectly support 1.5 million children, adolescents and young people in these localities in the coming years.

On the advocacy front, 2019 was a very important year, in which we performed essential actions. Based on a diagnostic survey carried out with sponsored people, we identified prevention of abuse against children, adoles-

cents and young people as the most urgent matter for creating comprehensive public policies. Our goal is to promote the drafting of a bill that protects this parcel of the population and to raise awareness on the subject.

Another highlight of 2019 was the opening of the ChildFund Brasil office in São Paulo, focused on fundraising. The costs of the physical structure are fully sponsored by corporate partners, showing recognition of the seriousness of our work. We also received, for the second consecutive year, the award for best NGO to donate to, concerning children and adolescents. An important recognition of our work.

In this report, you can get to know in detail how 2019 was for ChildFund Brasil.

**Good reading!**



**Gerson Pacheco** - National Director



**Gilson Magalhães** - President of the Assembly

# About this Report

## OBJECTIVITY AND TRANSPARENCY

This is the sixth consecutive year we produce our Sustainability Report following the standards of the Global Reporting Initiative (GRI – standard version), inspired by the guidelines of the International Integrated Reporting Council (IIRC), the world's leading references for the preparation of integrated and sustainability reports.

In this period, we have worked to improve the reporting process and achieve excellence in the accountability of our actions. We focus the report on the topics of greatest interest to our audiences. We report the main work fronts, projects and results we achieved during the period. 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, including their families and communities.

This is because we value keeping our stakeholders informed with transparency, acuity and clarity on the issues that most interest them. This format allows for a standardized record of the ChildFund Brasil trajectory, which makes it easier to monitor the evolution of the impacts we generate.

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 resources allocated to local partners (OSPs), since they are autonomous institutions from the legal point of view, and may receive resources from other parties.

All the information published here is validated by ChildFund Brasil managers, who are therefore responsible for their authenticity.

## THE TOPICS THAT MOST INTEREST OUR STAKEHOLDERS

We have defined the topics covered in this issue of ChildFund Brasil Sustainability Report from a survey with our main stakeholders - sponsors, young people benefited, Local Partners, collaborators. The material themes, as we call the subjects of greatest relevance to stakeholders according to the GRI methodology, are covered in depth in the following pages. Other important topics are also addressed in this report.

## OUR MATERIAL THEMES

(IN ORDER OF RELEVANCE TO OUR STAKEHOLDERS)

- 1 - Social development results
- 2 - Advocacy
- 3 - Social Impact Management
- 4 - Testimony of beneficiaries
- 5 - Financial Transparency

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

## COMMUNICATION RESEARCH



Understanding how target groups relate and what they think about ChildFund Brasil is very important to us. Therefore, along with materiality, our communication area conducted a research to better understand people's motivations to join ChildFund Brasil and their perception of the institution.

The results showed that supporting the development of children in situations of deprivation, exclusion and

vulnerability, listening to what the beneficiaries have to say and being chosen for two years in a row as the best NGO to donate to children and adolescents are the main factors that give credibility to ChildFund Brasil.

As for the reasons to join the organization, affinity with our cause and purpose and making a difference in people's lives were the highlights among stakeholders.

# ChildFund Brasil

## WHO WE ARE


With 53 years of history, ChildFund Brasil is an organization dedicated to the eradication of extreme poverty in the country, focusing on children, adolescents and young people. We are part of an international network – associated with ChildFund International and the ChildFund Alliance - present in 60 countries and generating positive impacts on the lives of 20 million people.

We work in partnership with civil society, governments and private companies to transform the reality of Brazilians subject

to deprivation and in a state of financial and social vulnerability, in a sustainable way. We work to provide the development of communities, contributing to form capable and independent citizens, strengthening social bonds.

To reach this population where they are, we support and empower Local Partner Organizations (OSPs) from poverty-stricken municipalities. It is through them that we implement assistance programs that aim to guarantee the basic rights of this group, from access to food and healthcare, to education and security.

## WHERE WE ARE

-  **Belo Horizonte:** national office headquarters
-  **São Paulo:** new office for fundraising
-  **Fortaleza (CE), Cariri (CE), Vale do Jequitinhonha (MG), Belo Horizonte (MG), Anagé (BA), Cristino Castro (PI) e Cavalcante (GO):** strategic field units to monitor the implementation of social technologies, programs and social projects.

**- 56 Brazilian municipalities**





## Our Purpose:

To mobilize people for sustainable changes in the lives of children, adolescents, young people and their communities, so that they can fully exercise citizenship and their rights.

### OUR VISION:

A world in which children exercise their rights and reach their full potential.

**TO KNOW OUR MISSION AND VALUES, VISIT OUR WEBSITE:**

[www.childfundbrasil.org.br](http://www.childfundbrasil.org.br)



### Our certifications

We have two major certifications by public officials: a Federal, State, and/or Municipal Public Utility Title granted by the Ministry of Justice and Public Security, and the Certificate of Charitable Entity for Social Assistance (Cebas), granted by the National Council for Social Assistance, which exempts us from contributing to social security, increasing the allocation of resources to social and economic development.

# Corporate Governance

## SOLIDITY AND INTEGRITY

**W**e understand that to be effective in our actions and resource management, we need excellent governance. Which means we are in line with the best practices of the area and constantly improving.

We base our governance on our organizational purpose - we act according to our mission, vision and values. They guide us. To make it happen, we have a highly qualified team in permanent training, which we manage following the parameters of autonomy, responsibility and ethics. In this way, we always seek new and appropriate solutions to the challenges we face and to the increasingly rapid changes of scenery and context. We also provide the best tools for production and management of knowledge and processes.

We are an innovative organization in all areas and develop social methodologies and technologies to support our work. We also generate reliable data and information to support our decision-making process at all levels.

Another important factor is the monitoring of our programs and actions, both of our own team and of our local partners.

Our methodology includes planning, measurement and evaluation and allows for the work teams to be constantly learning. The technologies used are also great allies in knowledge management.

The combination of these elements results in mature and efficient management, able to respond to the immense challenges of articulating a heterodox network of people and of maintaining transparent accountability to our stakeholders.

We follow the guidelines of the Brazilian legal framework, in addition to the management models of Fundação Dom Cabral - which gives us permanent support - and the Brazilian Institute of Corporate Governance, a non-profit organization focused on the development of best practices in the area. ChildFund Brasil also participates in forums on the subject promoted by these institutions and the Group of Institutes, Foundations and Companies (GIFE), a non-profit entity that brings the main social investors in the country together.

### **In practice**

According to the norms of these organizations, a decision is only reached after deliberation in various levels. ChildFund Brasil is led by a General Assembly, a Board of Directors and a Fiscal Board.



**Our board members\*** are professionals of different profiles and backgrounds, who support the executive body in strategic decisions. They are chosen every three years, according to the legal framework of ChildFund Brasil and strategic management goals. Our National Director, Gerson Pacheco, responds to the board and is responsible for the executive management of the institution. It is the responsibility of the board members to monitor and ensure the application of the ChildFund International Code of Conduct and Business Ethics in all processes.

\*All directors are volunteers and do not receive any compensation

**“I do not know of any other social organization with such a high level of governance and management as practiced in ChildFund Brasil.”**

Elson Valim, Associate Professor and former Executive Director of Fundação Dom Cabral.

We are a benchmark among Brazilian NGOs in terms of governance. In 2019, we received the visit of several social organizations and companies that wanted references and support for their own corporate governance development processes.

## BOARD OF DIRECTORS 2018/2021

Gilson Souto de Magalhães - President

Valseni José Pereira Braga - Vice-President

Ami Ribeiro de Amorim - 1st Treasurer

Rosber Neves Almeida - 2nd Treasurer

Guilherme Soárez - 1st Secretary

Elisabete Waller - 2nd Secretary

\*\* Ami Ribeiro assumed the role of 1<sup>st</sup> treasurer in December/2019

## GENERAL ASSEMBLY

Alexandre Brenand

Ami Ribeiro de Amorim

Davidson Freitas

Ednilton Gomes de Soárez

Elisabete Waller

Geraldo Caliman

Gilson Magalhães

Guilherme Soárez

Herbert Borges Paes de Barros

João Bosco Fernandes Júnior

José Júlio dos Reis

Luiz Alexandre de Medeiros Araújo

Maria do Perpétuo Socorro França Pinto

Mário Levy

Navantino Alves Filho

Othoniel Silva Martins

Rosber Neves Almeida

Valseni José Pereira Braga

\*\* Antônio Pádua left in June/2019

## FISCAL COUNCIL 2018/2021

### HOLDERS

Luiz Alexandre de Medeiros Araújo

To be defined

Davidson Pereira de Freitas

### ALTERNATE

Navantino Alves Filho

José Júlio dos Reis

Ednilton Gomes de Soárez

\*\* Antonio de Padua left in June/2019 and Ami Amorim has taken over after him. In December/2019 he was transferred to the Board of Directors as 1st Treasurer and the occupant of the position on the Fiscal Board was to be defined at the next meeting on 07/11/2020

**CHECK OUT THIS  
INFORMATION ALSO  
ON OUR WEBSITE:**

[https://www.childfundbrasil.org.br/  
quem-somos/](https://www.childfundbrasil.org.br/quem-somos/)







## TRANSPARENCY

The funds of ChildFund Brasil come entirely from thousands of sponsors and partners in Brazil and abroad, who rely on the capacity of our work to mitigate poverty in the country. Through us, these people believe that they can have a positive impact on the lives of children, adolescents and young people. We know the immense responsibility this represents, and we are fully committed to always doing the best with the investments we receive. To give visibility to the way we manage our resources, we adopt a periodic dynamic of accountability, through the publication of publicly available reports and accounting statements.

All this work is evaluated by internal and external audits, which certify the transparency in resource management, deal with conflicts of interest and monitor social investments. In 2019, Baker Tilly Brasil was responsible for auditing ChildFund Brasil and issued an unqualified opinion.



### In practice

An unqualified opinion is issued when:

- The analysis was carried out according to generally accepted audit standards.
- The financial accounting statement does not present any inconsistencies.
- The financial accounting statements contain all the necessary information, in accordance with the facts occurring within the year.



# Partnerships: Creating Shared Value

In addition to the professionals who work at ChildFund Brasil and the support we receive from the board members, another source of resources, experience and visibility are our strategic partnerships. Through research, sponsorship, promotion of joint events and endorsement, private organizations and public figures are

associated with ChildFund Brasil. This relationship generates shared value for the parties, who expand their relevance with their stakeholders and can achieve their goals together. These actors are fundamental for ChildFund Brasil and contribute a lot for the protection of children, adolescents and young people in the country.



### **BELA GIL AND BELA BABY BOX**

In 2019, we can highlight the partnership with chef and TV host Bela Gil, promoting mother-child health. In the first semester of 2019, a group of fifteen pregnant women assisted by ChildFund Brasil in Santa Luz/PI was awarded lectures on basic prenatal, postpartum and breastfeeding health care.

Each participant received a **Bela Baby Box**, donated by ChildFund Brasil, in partnership with company Morada da Floresta and the creator of the box, Bela Gil.

Bela Gil replicated the product based on her maternity experience. In addition to the 100% sustainable crib box, the mothers of Santa Luz received a gift set of organic and ecological products to help with the baby's hygiene and the mother's self-care.

"In addition to the guidelines received in the lectures, the crib is beautiful, comfortable and practical. The products are beautiful and of excellent quality. We were delighted. When I received my box, I was 8 months pregnant; today, my son is already in my arms and we thank everyone involved in this beautiful work", reported Juanita, 35 years old, one of the pregnant women who received the Bela Baby Box.

On a visit to Belo Horizonte, Bela Gil visited the headquarters of ChildFund Brasil where she met our team, talked about the project and was interested in continuing to join efforts promoting childcare. The chef was also a great supporter and promoter of the "Care Transforms" (O Cuidado Transforma) campaign, which seeks to give visibility to the importance of preventing abuse against children, adolescents and young people in Brazil.



### **MINEIRÃO PRIME EXPERIENCE**

Another highlight was the event Mineirão Prime Experience, held by Prime Talent Executive, ChildFund Brasil and Minas Arena. The charity event, with the theme “legacy and purpose”, was aimed at CEOs of large organizations and discussed the role of leaders in building a better society for all.

With lectures by Amyr Klink, Rogério Chér and Gil Giardelli, mediated by Gerson Pacheco, National Director of ChildFund Brasil, the meeting featured a dinner signed by award-winning chef Léo Paixão and Bravo Catering, chefs André de Melo and Paulo Vasconcellos, harmonized by sommelier Bruno Cirino, from Tuca Schirmer Assemblage, representative of Casa Valduga in the capital of Minas Gerais.

Fernanda Takai was the musical attraction of the evening, performing the concert “O Tom da Takai”, a tribute to the work of Tom Jobim.

**LINK TO VIDEO:**



### **UNIVERSITIES**

In terms of educational and research institutions, we have partnered with **PUC-Minas**, with whom we founded **NIS - Social Intelligence Core**, fundamental for data generation and analysis and for the development of methodologies to assess fundamental issues for ChildFund Brasil. Read more about NIS at [nis.org.br](http://nis.org.br). The **Fundação Dom Cabral** works with us to support our management and governance process, contributing to our excellence on these fronts.



### CHILDREN'S SAFE DRINKING WATER - P&G

A long-standing partner is Procter & Gamble (P&G), which has been sponsoring the Children's Safe Drinking Water program since 2014, an initiative that reaps impressive results in improving the health of communities.

**LINK TO VIDEO:**



### CARLOS MORENO

The actor, sponsor and ChildFund Brasil ambassador, Carlos Moreno, also joined us in 2019. He made a voluntary recording of the "Care Transforms" campaign manifesto, raising awareness about the importance of preventing abuse against children, adolescents and young people. Watch this moving video with us.

**LINK TO VIDEO:**



# Social intelligence

Measuring social impact is a major challenge for organizations. Aware of this, based on the vast experience of the institution and after much learning, ChildFund Brasil has developed its own evaluation methodologies.

In order to measure activity results, the default for all projects is the Project Performance Index (IDP). It monitors financial, activity and beneficiary indicators and allows for management evaluation of each project, in addition to enabling comparisons between different projects.

## IDP 2019 results



**188** social projects developed



**698** communities



**95%** of annual planning compliance

*IPM-NIS is an adaptation of the Oxford Poverty and Human Development Initiative methodology to the Brazilian reality it measures poverty based on a set of indicators - beyond income. IPM-NIS considers poverty as the state of simultaneous deprivation in multiple dimensions essential to human life - education, work, healthcare and life standards*

## NIS - Innovation For Social Development

In the past year, we formalized NIS - Social Intelligence Core, a partnership between ChildFund Brasil and PUC-Minas. The two institutions have been promoting joint actions since 2015. NIS is a multidisciplinary center with researchers from the fields of Psychology, Geography, Social Sciences and Computer Science. Its goal is to contribute to social development, especially by creating social indicators.

In 2019, these researchers developed and launched the [IPM - Multidimensional Poverty Index](#). The index supports the selection of the most vulnerable municipalities for ChildFund Brasil activities.



[www.nis.org.br](http://www.nis.org.br)



Another product also released in 2019 is the Child Vulnerability Index - IVC. It allows us to identify, within the same municipality, the most vulnerable areas for children, especially from 0 to 11 years of age. The IVC results from the master's thesis of Cristiano Silva De Moura, responsible for the Social Impact area of ChildFund Brasil. The research was conducted in the municipalities of Vale do Jequitinhonha, in Minas Gerais.

We talked to [Professor Paulo Carvalho](#) from PUC-Minas, one of the project coordinators, on the perspectives and importance of the partnership.

### What results has NIS achieved in 2019?

The main result was formalizing NIS. This gives an important institutional weight and visibility to the project and has already motivated cooperation with other departments of the University. After the launch, the Extension Department is working with us to define locations for implementing their projects. In addition, formalization helps us to obtain other external partners.

Another milestone of the year was the launch of the two indicators, IPM-NIS and IVC. Throughout 2019, we counted on 10 PUC professors and researchers, in addition to a consultant (doctorate), and 3 researchers with grants: 1 Master's and 2 undergraduates. We also started working on the drafting of two academic papers that will be submitted in 2020.

### Why is NIS necessary?

In Brazil, there is a great need for data, indicators and interpretation of social conditions. NIS is filling this gap and wants to become a reference in supporting social work throughout the country. This is critical to directing actions to where they are really needed. Another crucial point is that when an institution wants to raise funds, it needs to be trusted and show positive results. NIS methodologies make this possible.

In the long term, it will train people capable of analyzing this type of data, to generate information for future works. In addition to directing investments, training new professionals and thinkers is another major contribution of NIS. It is important to remember that our actions are linked to the 2030 Agenda. The indicators follow the objectives of the 2030 Agenda.



### What is the importance of ChildFund Brasil's partnership with PUC-Minas?

ChildFund Brasil presented an interesting problem for which there was no solution - understanding child vulnerability. The organization has funded computers and grants for PhD, masters and undergraduate researches, and the renewal of this partnership has already been approved. PUC-Minas provides the infrastructure for the Core to function. Without this partnership, NIS would not be possible.

### Plans for 2020

We will replicate the methodologies in the state of Ceará; we are already preparing the partnerships. We have projects with other partners who have sought us to use the methodologies. NIS has a broad focus: in addition to poverty, it works with indicators for the location and identification of other social problems. We are also launching a new PhD program.

NIS is an achievement of extreme importance, not only for ChildFund Brasil and PUC-Minas, but also to support governments in drafting public policies. Organizations working with social development also benefit. NIS products will be a huge contribution to eradicate extreme poverty and poverty in Brazil.



# *Our focus: to eliminate extreme poverty in Brazil*

Poverty and extreme poverty continue, year after year, to be a major fault in Brazilian society. According to the latest data from IBGE, in 2018 the country had 13.5 million people living in extreme poverty, according to World Bank criteria. Added to those on the poverty line, they reach 25% of the country's population.

The characteristics and distribution of the population in situations of poverty and extreme poverty are worthy of attention. Black and brown people correspond to 72.7% of those who live in poverty or extreme poverty - 38.1 million people. Among those in extreme poverty, black or brown women make up the largest contingent: 27.2 million people. It is worth noting that the average per capita household income of black or brown citizens is half of that received by white citizens.

The geographical distribution of poverty and extreme poverty is also quite unequal in Brazil. 44% of Brazilians below the poverty line in 2018 lived in the Northeast region. The state of Maranhão is the champion of this tragedy, with 53% of its citizens living on the poverty line. All states in the North and Northeast regions showed poverty indicators above the national average.

NIS research in the states of Maranhão, Paraíba and Piauí showed that both the incidence and intensity of poverty are higher in households with children. In the

three states, there are 186,241 children aged 0 to 11 living in multidimensional poverty - which, in addition to education, considers access to healthcare, work and life standards - 126,760 in Maranhão, 31,708 in Piauí and 27,773 in Paraíba. In these states, the numbers of vulnerable people are: 353,875 in Maranhão, 105,797 in Paraíba and 149,982 in Piauí. In total, 764,187 children aged 0 to 11 years are poor and vulnerable. (Access to the full report can be found on NIS website: [nis.org.br](http://nis.org.br)).

Confronting extreme poverty in Brazil, one of the UN's Sustainable Development Goals and part of the 2030 Agenda, requires a joint effort of several actors - society, public authorities, civil organizations, and companies. Poverty and extreme poverty have terrible effects on people's dignity, and, in the case of children and adolescents, they have irreparable consequences. The situation irreversibly compromises their development, condemning them to a perpetual state of vulnerability. Children raised in an environment of deprivation and violence are unable to grow, study and work, which makes it difficult for them to become independent adults, perpetuating the cycle of poverty.

We believe in our ability to change this scenario and build a country in which everyone lives a dignified life and where children, adolescents and young people can dream.



## Understanding the scenario of poverty and extreme poverty in Brazil

\* IBGE data



A quarter of the Brazilian population, 52.7 million people, lives in poverty or extreme poverty.

Extreme poverty increased from 5.8% of the population in 2012 to 6.5% in 2018 - a record in seven years.

The amount corresponds to the entire population of countries such as Bolivia, Belgium, Cuba, Greece and Portugal.

**52,7 million**  
poverty and extreme  
poverty

Being:  
**39,1 million**  
poverty  
**13,5 million**  
extreme poverty

### Who is considered under extreme poverty (World Bank criteria)

Per capita income up to  
US\$ 1.90 per day  
(around US\$ 300.00 per month)

Vida em estado de privação

**56,2%**  
(29,5 million) of the population below  
the poverty line do not have access  
to sanitation;

**25,8%** (13,5 million) are not served by the water supply  
system;

**21,1%** (11,1 million) have no garbage collection.

**42,8%** (49,7 million) are not served with sewage  
systems;

**17,9%** (20,7 million), have no water supply;

**12,5%** (14,5 million) do not have access to garbage  
collection.



# Our team

ChildFund Brasil is a coherent organization that values its professionals. It is through them that we turn our purpose into actions and fulfill our vision. The team is aligned with the organization's ideology and dedicated to the cause of protecting children, adolescents and young people in Brazil. It is a diverse team, of multiple backgrounds and experiences, working together to enhance each other's knowledge. We have a mature and transparent career development system that rewards performance and respects good salary practices. We offer an attractive and market-friendly benefit package. With this combination, we catalyze our constant search for excellence and innovation.

We aim to foster a work environment that inspires the search for continued education at all levels. One of the most strategic features for building this culture is learning. We are a learning organization, that is, we prioritize continuous studies, associated with internal aspects that can be improved. On this path, we use two methodologies:

## **1 - Partnerships with educational institutions**

To promote our learning organization culture, we strengthen partnerships with educational institutions, which elect ChildFund Brasil as their object of analysis or research.

The solution generates shared value. On the one hand, we have experts focusing on strategic issues - promoting innovation and improvement. The Academy, on the other hand, has a practical object for the application and testing of its theories and solutions that come out of the teaching environment, while also contributing to the eradication of poverty. This partnership is carried out with Pontifícia Universidade Católica de Minas Gerais (PUC-MG) and Fundação Dom Cabral.

ChildFund Brasil encourages and sponsors the training of professionals in these institutions, who are dedicated to postgraduate, master's and doctoral degrees with organizational purposes, focused on strategic themes, such as advocacy, child protection, social indicators, process improvement, among others.



## 2 - "Learn by doing" Methodology

Following a concept by John Dewey in the turn of the nineteenth to the twentieth century, practice is an active form of learning. Nothing could be more current. We believe that each professional is the protagonist of their training and absorbs knowledge through the application of their learning. Several innovations and improvements have been implemented in ChildFund Brasil this way.

Our teams are constantly on the lookout for opportunities to improve processes and practices and are free to suggest changes in their routines. Mistakes are seen as part of the learning process and as opportunities. This philosophy increases the commitment, autonomy and entrepreneurial spirit of professionals. It is a way to ensure learning through the 70/20/10 methodology, which argues that understanding comes from the following ratios: 70% of practice, 20% of relationships and 10% of training.

### We are

**61** professionals

♂ **30** men

♀ **31** women

**2.090** hours of training

**34** hours of training per person (on average)

**6** Master's theses in development



**6** paid trainees and young apprentices (Jovem Aprendiz government program)

**32** independent workers

**13** improvements implemented from "learn by doing"

**86** outsourced companies hired



# Field Support

To implement social development actions, ChildFund Brasil worked with the support of 46 local partner organizations (OSPs) in 2019. They are the ones which, by our side, raise, plan and carry out the initiatives, putting the social technologies and the projects into practice in the areas in which the institution operates. OSPs are present in 56 municipalities and 698 communities in the states of Minas Gerais, Ceará, Pernambuco, Rio Grande do Norte, Amazonas, Piauí, Bahia, Maranhão and Goiás.

The concept of partnership translates into shared construction. OSPs have independent management, receiving all the support to adopt the best practices, apply measures and monitor the effectiveness of their performance. See more on page XXX.

To maintain the alignment of OSPs with ChildFund and with the various good market practices, we provide several types of advice, according to the chart.

Each ChildFund Brasil field unit has three types of advisors dedicated to providing support to OSPs:

- **Community Development Advisor:** monitors projects through financial indicators and indicators of the progress of activities and of the number of participants, in addition to conducting training with the technical teams of organizations about project management, using the main tools and instruments to contribute to the success of projects.
- **Impact Management Advisor:** manages social impact and the progress of projects, programs and social technologies.
- **Child-Sponsor Bond Advisor:** guides and accompanies OSPs in the sponsorship process, so that organizations know how to identify children who can receive this support, define issues or problems that should be addressed, and mediate contact between sponsors and beneficiaries.

The following OSPs worked with us in 2019. They all publish an annual activity report, which is available on their respective websites.

<b>LOCAL PARTNER</b>	<b>MUNICIPALITY</b>
Grupo das Crianças Carentes da Vila São Caetano	Betim/MG
Grupo Criança em Busca de Uma Nova Vida	Vespasiano/MG
Conselho Beneficente Crianças e Trabalhadores Carentes de Quitaius	Lavras da Mangabeira/CE
Sociedade de Educação e Saúde a Família	Barbalha/CE
Associação Unidos para o Progresso	Limoeiro do Norte/CE
Associação Com Cult Educ e Agrícola Vale do Curu	Sao Luiz do Curu/CE
Projeto Alegria da Criança	Caucaia/CE
Projeto Comunitário Sorriso da Criança	Fortaleza/CE
Frente Beneficente para a Criança	Fortaleza/CE
Projeto Criança Feliz	Fortaleza/CE
Projeto Caminhando Juntos - Procaj	Diamantina/MG
Grupo de Educação e Desenvolvimento de Apoio ao Menor	Belo Horizonte/MG
Conselho de Amigos das Crianças Jequitinhonha - Conacreje	Jequitinhonha/MG
Associação Comunitária de Padre Paraíso	Padre Paraíso/MG
Associação Comunitária do Município de Medina	Medina/MG
Sociedade de Assistência a Criança	Milagres/CE
Associação Comunitária do Guarani	Campos Sales/CE
Centro Social Apoio à Criança e Adolesc Conj. Paulo VI	Belo Horizonte/MG
Assoc de Promoção Infantil Social e Comunitár - Aprisco	Virgem da Lapa/MG
Associação Municipal de Assistência Infantil - Amai	Francisco Badaro/MG
Associação Beneficente de Itaporé - Abita	Coronel Murta/MG
Assoc Prom ao Lavrador e Assit ao Menor de Turmalina	Turmalina/MG
Associação Rural de Assistência a Infância - Arai	Berilo/MG
Associação Recreativa de Solonópoles	Solonópole/CE
Associação Comunitária de Assistência a Família	Missao Velha/CE
Centro de apoio à Criança	Itapiuna/CE
Sociedade de Promoção e Apoio a Família de Itapipoca	Itapipoca/CE
Associação União das Famílias	S. Gonçalo do Amarante/CE
Associação das Famílias do Pecem	S. Gonçalo do Amarante/CE
Centro Social de Orós	Orós/CE
Associação Comunitária e Infantil de Araçuaí - Associar	Araçuaí/MG
Movimento de Ajuda Familiar de Ocara	Ocara/CE
Sociedade de Apoio à Família Carente	Crato/CE
Assoc Minasnovense de Prom ao Lavr e a Infância Rural	Minas Novas/MG
Assoc Chapadense Assit as Neces do Trab e da Infância	Chapada do Norte/MG
Projeto Semear a Esperança de Carbonita - Prosc	Carbonita/MG
Associação de Moradores de Cariri Mirim	Cariri Mirim /PE
Associação dos Moradores dos Bairros de Frutílandia I e II e Fulô do Mato	Açú/RN
Associação de Desenvolvimento da Criança e do Adolescente de Veredinha	Veredinha/MG
Associação Jenipapense de Assistência à Infância - Ajenai	Jenipapo/MG
Assoc da Criança e do Adolescente de Itaobim - Ascái	Itaobim/MG
Assoc Rural Atend Infante Juvenil de Comercinho - Araic	Comercinho/MG
Associação de Assistência a Criança e ao Adolescente - Asscad	Santa Luz/PI
ASSOCIAÇÃO DE PROMOCÃO E ASSISTENCIA A INFANCIA E JUVENTUDE	Anagé/BA
ASSOCIAÇÃO FUTURO MELHOR	Cavalcante/GO
PACE (PROJETO ÁGUA, CIDADANIA E ENSINO)	Curimatá/PI



# What guides us

## 2030 AGENDA

The United Nations (UN) have a global development agenda for 2030 that guides public policies and inspires social organizations and businesses to engage in transforming the world into a more equal and sustainable place for all human beings. It is translated into 17 Sustainable Development Goals - SDGs, which support the action plan to generate change.

This is the structure with which we align ourselves and that guides our strategy to eradicate extreme poverty, one of the 17 SDGs. We understand that, in this way, we join many other organizations and are

more effective and stronger in the social transformation we seek.

In addition to our main goal, which is the eradication of extreme poverty, our action still contributes to six other priority SDGs. They were considered of high impact for ChildFund Brasil.

**USE THE QR CODE TO LEARN MORE ABOUT THE SUSTAINABLE DEVELOPMENT GOALS (SDGS).**



## Global Compact

Since 2016, we have been signatories to the UN Global Compact, which proposes 10 principles related to the environment, labor rights, human rights and the fight against corruption, to guide the activities of organizations.

### Global Compact Progress Communication - ChildFund Brasil

Here we list the main strategies and actions related to the principles of the Global Compact:

#### Human Rights Principles

We defend human rights and advocate for the rights of children, adolescents and young people in situations of deprivation, exclusion and vulnerability. All our efforts are directed towards this mission.

#### Principles of Labor Rights

We fight against child labor and forced labor in our social development strategy through social technologies. In addition, we support employees in their associations, have policies aimed at ethical conduct at work and apply periodic surveys regarding organizational climate satisfaction.

#### Principles of Environmental Protection

In 2017 we made a commitment to be "paperless", that is, to use as little paper as possible in all sectors. Thus, we contribute to reduce our environmental impact, which is practically nonexistent in our core activity which is social development.

In addition, we work with educational social projects in the communities in which we operate. As an example, we cite the project "Children's Safe Drinking Water", which provides drinking water for communities in Vale do Jequitinhonha.

#### Principle to Fight Corruption

We adopt anti-corruption policies (Code of Conduct and Business Ethics), publish transparency reports, submit ourselves to audit processes (national and international), audit our local partners and count on an anonymous reporting channel called Whistleblower.

#### Participation in the Brazil Global Compact Network

We are part of the Brazil Global Compact Network, following the activities of the Human Rights WG. Participation takes place in person or virtually, through the organization's National Director or the Advocacy and Communication Advisor.

**Check out more about the Global Compact at: <http://pactoglobal.org.br/>.**

# How we work

## Well-being for children, adolescents and young people

In 2019, we assisted 41,393 children, young people and adolescents. We work to protect these individuals in order to improve their quality of life, as well as that of their families and communities, and to promote their physical, psychological and cognitive development. Our goal is to contribute so that they can exercise their full citizenship and potential.

Our social intervention strategy is divided into three life cycles: from 0 to 6 years, from 7 to 14 years and from 15 to 24 years of age. Each target group has its own general objectives, specific objectives, methodologies and social technologies. Each age group has a curriculum appropriate to their age that aims to foster skill enhancement to deal with social problems in their respective communities. These skills have been identified and established by social experts, as outlined in the ChildFund International's institutional Theory of Change.

To articulate this strategy, in addition to the involvement of the ChildFund Brasil team, we have articulated an active network, which works by our side. The financing of operations comes mainly from Brazilian and foreign sponsors. Some partner companies also sponsor activities and part of the structure of





ChildFund Brasil. We have institutional support and public figures that help us give visibility to the work we do and to formulate and approve public policies to defend children's citizenship.

We want to contribute to the development of autonomous and independent communities and citizens. Therefore, in each locality, we work alongside the local partner organizations (OSPs). These are local civil society organizations, managed by the community itself, who share a compatible point of view with ChildFund Brasil. We train their teams in our social technologies, methods and processes, and we fund and closely monitor management of programs and projects. In 2019, we worked with 46 OSPs.

The OSPs are responsible for welcoming and supporting sponsored children using ChildFund Brasil's social technologies. Thus, they promote a safe environment to exchange experiences and share, in which children, adolescents and young people can understand risk factors and protection and discuss about it. They also help strengthen family bonds and develop the community as a protective environment for these individuals.

Through this interaction, children, adolescents and young people become aware of their rights, learn to identify situations of violence, abuse and mistreatment and can rely on a protection network.

ChildFund Brasil works in all communities using a long-term social intervention model, named Sustainable Social Transformation. This strategy aims to strengthen the territory in which children, adolescents and young people live to ensure their full development.

We believe social impact is about mindset change. That is why we want not only to solve specific issues, but to bring profound changes that have long-term effects. Our vision when working with communities is to change an unfavorable environment into a favorable one. Changing the reality.

That is why we have been using OSPs monitoring methods for 16 years. Our purpose with such monitoring is to help them organize institutionally, develop their governance, their monitoring and management processes, and train their teams to further understand the main risk factors specific to the place in which they work, and also to record progress over time.

Each community is treated individually based on the Participatory Community Development - DCP. It is a strategic plan that identifies the main issues to be dealt with and proposes solutions. DCP is based on primary data collection, aiming to raise and prioritize each community's main problems. Findings are transformed into

qualitative data and a set of metrics is defined to help monitor issues.

Problems are prioritized and unfolded into projects aiming not only to solve the issues presented, but also to work on their causes under a logic of cause and effect. This entails an aspiration to an ideal situation, sustainable over time. Each project has clear definitions of the intended impacts, of the general goal, of the expected results and of the activities to be carried out. Indicators, verification sources and assumptions are defined for monitoring. Social technologies are the tools that support operationalization.

This is all coordinated by ChildFund Brasil and developed by a committee in the community itself, using the social project management method PMD Pro, the most recommended worldwide for this kind of work. The goals for each action are continuously monitored, and once a year there is a planning review.

We created the Partner Operational Review (ROP) to advise the OSPs network. This is a tool containing indicators in the areas of social development, monitoring and evaluation, child/sponsor bond, money, governance and others used by the national office to guide training and capacity building actions.



### **Child Safeguarding Policy**

ChildFund Brasil has a Child Safeguarding Policy ([scan the QR Code to access it](#)) which guides the actions of collaborators, partners, service providers, sponsors and family members of sponsored children and adolescents. The document compiles rules to ensure proper behavior in the relationship with the sponsored people.



In addition to that, the OSPs have their own child protection policy, created with ChildFund Brasil support and respecting the characteristics of each reality. Social organizations also carry out annual refresher courses on the subject.



# ChildFund Brasil

## Advocacy 2019-2022

One of ChildFund Brasil's main work fronts in 2019 was advocacy. It seeks to value, promote and protect the worth and the rights of children, adolescents and young people. Besides expanding the institution's relevance, this strategy aims to offer long lasting solutions, thus fostering permanent transformation in society. The goal on this front is to enhance the well-being of children, adolescents and young people and to contribute for them to reach their full potential. It is divided in three main cornerstones:

- 1** - influencing, monitoring and promoting the processes of creation and enforcement of child protection laws;
- 2** - making campaigns to promote visibi-

lity, raise awareness and engage society in childhood issues;

- 3** - strengthening alliances and integration with public and private sectors and civil society organizations.

**"We launched the "Care Transforms" campaign in which we created a national movement of care for children, adolescents and young people. The campaign was useful to inform and sensitize society and congress-people about the issue. It had great repercussion and received support from several personalities in Brazil."**  
**Gerson Pacheco**

## *Advocacy: Joining forces around our cause*

The past year was intense in terms of actions and results regarding Advocacy in ChildFund Brasil. To help us understand the context, we talked to Águeda Barreto, responsible for the area in the institution.

### **ACESSE:**

[www.ocuidadotransforma.com.br](http://www.ocuidadotransforma.com.br)



### **On what specific topics is the advocacy front working?**

In 2019 and 2020, our main banner is the prevention of abuse against children, adolescents and young people in the domestic environment. More broadly, we also work with issues related to violence against children and childhood poverty, cross-cutting themes that are often related.

### **What should be understood as abuse in the domestic environment?**

Abuse is violence - physical, sexual, psychological - perpetrated by someone who is responsible for the child. Another aspect that fits the definition is negligence, which is the denial of essential care for the child's development, when access and proper conditions for providing that care are present. When we refer to domestic environments, we are talking about violence that, unfortunately, happens inside the homes where children live.

### **And how was the work carried out during 2019?**

We finished our strategy for Advocacy work, we worked in a network, we followed the legal proceedings for bills related to prevention of violence against children, we attended meetings with leaderships and representatives whose agendas are compatible with ours. It should be emphasized that ChildFund Brasil does not align itself with any political

ideology. Our cause is the well-being of children, adolescents and young people and we associate ourselves with the people and networks that share that purpose with us.

Another action was launching the "Care Transforms" campaign, in which we created a national movement of care for children, adolescents and young people. Our goal is to inform and mobilize society on the scale of the problem and influence decision makers to create national policies to prevent child abuse in domestic environments. This campaign will remain active until a bill is created and voted, and it can be found at <https://ocuidadotransforma.com.br/>.

### **In terms of governance and management, would you highlight any specific action?**

We launched the advocacy strategy for 2019 to 2022 - with thematic analysis, stakeholder mapping, national context analysis and action plan for the four-year cycle. We have also advanced in operational terms, by creating performance indicators.

### **What are the goals for 2020?**

Mobilizing people around the importance of the prevention of abuse against children in domestic environments, involving civil society, governments and companies. We urgently need a national policy that provides prevention tools, and that is what we will focus on in 2020.

# Advocacy Strategy

Actions aligned at all levels - global, national and local

## ADVOCACY STRATEGY ChildFund Brasil

# How will we act?

- Municipal Agencies
- OSP protection mechanisms
- REJUDES Local networks
- Pulso Público Consulting: monitoring and drafting legislation
- Communication: Themes and Campaigns
- Networks and Coalitions: Participation and Engaging
- 2030 Agenda
- ChildFund Alliance (ODS 16.2)
- ChildFund International
- UN Global Partnership to End Violence against Children
- Joining Forces (Bellagio/Italy)

Local/Municipal Scenery  
National Scenery  
International Scenery



ChildFund Brasil  
Fundo para Crianças

2019-2022

## Progress Report on Children's Rights in Brazil - Joining Forces



**Joining Forces** aims to mobilize society in defense of children's rights in Brazil. The group launched "The Progress Report on Children's Rights in Brazil", an analysis on the advances and challenges in children's rights in the country, in light of the 30-year anniversary of the International Convention on the Rights of the Child (UN) and of the 2030 Agenda.

*At the end of 2019, ChildFund Brasil took over secretary duties for this network and is now leading programmed actions.*

## Small Voices Big Dreams

ChildFund Brasil conducted the Small Voices Big Dreams 2019 survey, a national version of a ChildFund Alliance study conducted in 15 countries with 5,500 children between 10 and 12 years of age on violence against children. Main results point to the need for love and care to fight against violence and children themselves play a key role in combating abuse. The perception that girls suffer more abuse than boys is also prevalent.

The research was released in September and had prominence in the national press, receiving coverage from several websites and television channels, such as Globo, Canal Futura, Band and Record.

Check out the main results:

# Small Voices, Big Dreams 2019

- 26% of children believe **their opinions** are not heard
- 67% do not feel sufficiently **protected** against violence
- 90% do not think **physical punishment** is a valid form of educating
- 94% of children consider that harassing or deceiving a child on the **internet** is a form of violence



According to children, the **main causes of violence against children** are:



- 1** Inability of children to defend themselves
- 2** Lack of knowledge of children's rights
- 3** Lack of self control by adults under the influence



Less than **3%** of children felt like politicians fulfil their role of protecting children



**94%** of children believe adults should listen to children more

**722** boys and girls took part in the survey, from **10** to **12** years of age.



# The path to sponsorship

It all begins with the dream of change...

only  
R\$ 67 per month

**ChildFund**  
Brasil  
Fundo para Crianças







in 2019, we raised  
more than  
**R\$ 33.000.000,00**



**32.813**  
sponsorships

With 23,038 international  
sponsorships and 9,775  
brazilian sponsorships

46 local  
partners



**41,000 children and about  
115,000 people benefited  
directly and indirectly**



# *Sponsorship: a path within everyone's reach*

ChildFund Brasil's work aims to generate long-term benefits. We want to break the cycle of poverty and abandonment of children, adolescents and young people in the places where we work, contributing to their full development and to help them become protagonists of their own lives. Child protection is a cause and a responsibility of all, so we need society to be mobilized. Sponsors are our main enablers. They are the ones who entrust us with this important mission. We seek to increase the number of sponsors each year, the backbone of funding for all our actions.

Sponsoring a child in 2019 consisted of a minimum monthly financial donation of R\$ 67. This amount goes to a fund managed by the organization, responsible for distributing resources for the

performance of activities. The use of these funds is strictly monitored by computer systems and guided by a team of competent professionals. Financial reports are audited.



## **Monitoring and bond**

Once a year, sponsors receive a Progress Report on their sponsored child, and they can exchange mail with the child or young person. This contact is mediated by ChildFund Brasil's professionals to ensure the safety and protection of children, as well as the sponsors' privacy.





**COMPARATIVE NUMBER OF SPONSORSHIPS**

	<b>2017</b>	<b>2018</b>	<b>2019</b>
International	25.545	25.827	23.038
National	8.182	8.643	9.775
<b>Total</b>	<b>33.727</b>	<b>34.470</b>	<b>32.813</b>

# Building Social Bridges



In Brazil, extreme poverty is concentrated on the North and Northeast regions.

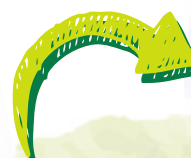


The areas with higher income per capita rates are located mainly in the South and Southeast.

How about building a bridge between these two realities: those who need and those who want to build a better world?



To sponsor a child in 2019 the contribution were R\$ 67 per month.



The sponsorship resource is received by ChildFund Brasil and distributed to local partners according to their needs.

2,769 families were benefited through Social Bridges in 2019.



# Social Bridges



**W**e understand that our job is to create social bridges, connecting sponsors that enable the implementation of strategies for the protection of children, adolescents and young people in vulnerable situations and of the communities in which they live. It is through connection, through the creation of networks, and through partnerships and support that we can contribute to the eradication of extreme poverty in Brazil.

The ecclesiastical segment and the private sector have been first-rate partners in this, and since 2013 they have been working with us in the Social Bridge project. This initiative allows us to join forces to fulfill our shared purposes of eradicating poverty in Brazil.

Partners work by becoming community sponsors and encouraging their own networks, so that those who are part of them also sponsor children in vulnerable situations.

This support has been fundamental to expand our activities and to drive local communities into creating social organizations that will become partners in the implementation of ChildFund's methods in their areas. This is the way we give wide dissemination to actions and improve conditions in environments of poverty, which suffer from deprivation of adequate food and lack of basic sanitation, healthcare and education.

# Social Technologies: Tools for Change



Our work is implemented on the field through social technologies. They are the tools used by OSPs to implement the strategies we define together. To create them, we entered into a conversation with society, scholars, public officials and other players. They were designed to promote large-scale social development, fulfilling the demands for education, food, energy, housing, income, healthcare, environment and other aspects of vulnerability for children, adolescents and young people in these communities, and they are constantly assessed and revised.

We currently have 12 social technologies. The most appropriate ones are chosen based on the

average age of the target group and on the goals and challenges of each community, defined in a participatory manner. If the available technologies do not meet the specific situation, ChildFund Brasil will develop a new one, which will later be made available to all locations.

Among the proposed activities are cultural, educational and sports workshops, community meetings, therapy groups and lectures. This work follows the guidelines of the National Social Assistance Policy (PNAS), set by the Unified Social Assistance System (SUAS).

# Integrative Community Therapy



## 5 TO 24 YEARS OF AGE

A moment of open and sincere dialogue. A space to discuss the problems and issues of a group or community. This is the structure of Integrative Community Therapy, which aims to strengthen family and community bonds through the construction of solidarity networks. This technology is based on five paradigms: systemic thinking, communication theory, cultural anthropology, Paulo Freire's pedagogy and resilience. It works through conversation groups with people of the same age or with the whole community, without separation of age and/or gender, mediated by qualified professionals.



**1305**

Beneficiaries per month

**82**

Therapy meetings per year

**16**

Average number of people per meeting

**35**

User organizations



# GOLD+



## 15 TO 24 YEARS OF AGE

This is a social technology aimed at Financial Education. It is applied through the creation of groups of local opportunities that seek solutions to overcome poverty through the exchange of experiences, social mobilization, community solidarity and enterprise development. The goal is to help people save money and form a network of social economy and cooperation. 92% of the participants in 2019 were women.

**1350**

Beneficiaries per month

**102**

Groups

**30**

User organizations

**428.651,72**

Total amount saved

**413.906,00**

Total internal loans



# Aflatoun and Aflateen

**7 TO 24 YEARS OF AGE**

It awakens critical thinking, citizenship and entrepreneurship in children and adolescents through financial social education. During the meetings, participants learn about saving, investing and managing financial resources. Besides that, they get to know their rights and duties and are encouraged to engage with the political and socioeconomic issues that affect them.



**2739**  
Beneficiaries per month

**157**  
Clubs 6 to 14 years of age

**20**  
Clubs 15 to 18 years of age

**177**  
Total Clubs per year

**35**  
Aflatoun user organizations

**12**  
Aflateen user organizations

**claves** BRASIL



# CLAVES



**0 TO 14 YEARS OF AGE**

Claves - Playing Makes Us Stronger deals with training educators, community leaders and family members on the prevention of sexual violence in childhood and adolescence. This technology trains participants to act in a playful and close manner, teaching children how to protect themselves and react in situations of abuse. When dealing with families, Claves also promotes the strengthening of affective bonds and good relations of coexistence.

**1247**  
Beneficiaries per month

**74**  
Classes

**35**  
User organizations



# Community Agents



## 0 TO 24 YEARS OF AGE

To encourage mothers, fathers, young people (at least 18 years of age) or other local figures to become multipliers and leaders of change in the community. This is the purpose of this technology, which trains articulators. The goal is to strengthen family and community ties, contributing to build a stronger and better society to live. Participants have training, workshops and meetings that enable them to visit families, identify issues and promote awareness within the household about healthcare, disease prevention, school attendance, among other subjects.

**4962**

Beneficiaries per month

**992**

Children 0-6

**3077**

Children and adolescents 7-14

**893**

Young people 15-24

**1478**

Total agents

**28**

User organizations

# Olhares em Foco



## 7 TO 24 YEARS OF AGE

This social technology uses photography as a tool for discussion and reflection upon community problems. Participants learn about photography, citizenship, identity, rights and duties. The goal is to sharpen the gaze and create a more participatory culture in relation to the local reality. It is also a time for sharing ideas, getting closer to the community and participating in the public sphere.



**485**

Beneficiaries per month

**38**

Groups

**26**

Organizações usuárias

**38**

Exposições Comunitárias



## Little House of Culture



**0 TO 24 YEARS OF AGE**

Imagine a space in which children, young people and families are encouraged to revive cultural practices and traditions through song, dance, crafts, games, tales and festivities. This is what the Little House of Culture proposes, stimulating family interaction and contributing to the rescue of local traditions, history and identity. By playing together, members of a family or community strengthen their bonds and their sense of pride and belonging.

**7332**  
Beneficiaries  
per month

**1466**  
Children 0-5

**4547**  
Children and  
adolescents 6-14

**1319**  
Young people  
15-24

**31**  
User  
organizations

**31**  
Little Houses  
of Culture

## Fight for Peace



**6 TO 24 YEARS OF AGE**

This results from a partnership with the organization Fight for Peace, present in 25 countries. At ChildFund Brasil, its goal is to attract young people to OSPs, promoting empowerment and leadership to get them off the streets. To achieve that goal, this technology relies on sports (boxing and martial arts), education, employability, social support and youth leadership. To introduce Fight for Peace, organizations take part in face-to-face training at the Maré complex (project headquarters) aimed at managers, educators and young people.

**1831**  
Beneficiaries  
per month

**102**  
Classes

**16**  
User  
organizations



Mjpop



15 TO 24 YEARS OF AGE

Training young people so they can monitor public policies and services in a structured way. This is the proposal of MJPOP, which focuses on the empowerment of young people and adolescents to promote citizen participation and youth leadership. This technology carries out workshops, debates, seminars and meetings and works with voice, Information, dialogue, action and accountability. This results in sponsored people more and more engaged and involved with the changes in their community.



340

Beneficiaries per month

20

Groups

12

User organizations

Good Family Living



0 TO 24 YEARS OF AGE

Through theoretical, methodological and experiential training, it seeks to reflect on the types of intrafamily relationship. The purpose is to promote more effective communication, the expression of love in the family, peaceful resolution of conflicts, the recognition and acceptance of differences and a more harmonious coexistence. The enhancement of these skills favors the growth and development of all family members. Playing as a key to empowerment is the central mediator in this proposal.



1750

Beneficiaries per month

79

Groups

43

User organizations

# Social Development Strategy 2017-2021

Our social intervention strategy is divided into three life cycles: target groups from 0 to 6 years, from 7 to 14 years and from 15 to 24 years of age. We define specific social objectives, methodologies and technologies for each one of them. This allows us to customize the programs providing a suitable curriculum for each age that is effective in developing the skills to deal with social problems in their respective communities. These skills were identified and defined by experts in the social area, as outlined in the ChildFund International Theory of Institutional Change. We have defined Scales of Skills and Resources for each life cycle, and we use them to monitor the social impact of programs over three-year periods.

Starting from this premise, tools were created to measure the social impact of ChildFund Brasil's actions, based on these skills by age group. In 2019, we obtained

the results for the assessment from 2016 to 2019, by age group. Results are presented below. They were conducted by Coordinator Cristiano Moura, Impact Management Advisors Saulo Esteves and Michel Monteiro, ChildFund Brasil social development team, together with the technical team of partner organizations: SESFA (Barbalha-CE), PAC (Caucaia-CE), CEACRI (Itapiúna-CE), CSO (Oros-CE), PROCAJ (Diamantina-MG) and PROSESC (Carbonita-MG)

To measure the impact of their actions, Scales of Skills and Resources for each life cycle were defined, monitored for three-year periods. Tools were created to measure these skills and monitor their progress according to two parameters: in relation to the beneficiaries themselves and with other beneficiaries or non-beneficiaries. Results for the 2016-2019 period are in the section of the report that presents the projects by age group.

## Program 1 (0 to 6 years)

In this age group, the most relevant work involves parents or caregivers, raising awareness about how to protect and care for children.

**Goals:** To contribute to a healthy and protected early childhood, strengthening the participation of parents in the growth period of children and developing family skills.

### Project models:

- Playing and Growing Happy
- Caregiving family

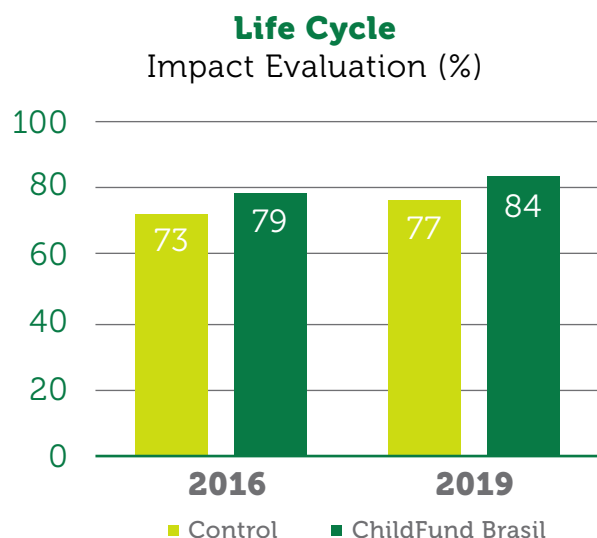
**9918**

Beneficiaries of Program 1

**66**

Projects in Program 1:

Results of the social impact assessment comparing the group assisted by ChildFund to a control group that was never assisted.



The results show greater improvement in living conditions among the beneficiaries of ChildFund Brasil programs, in three years, than among the members of the control group.

“My name is Tânia and I am the mother of three children. Profuturo has helped a lot with my children’s education. In my opinion, there is nothing to improve, it’s all good. Many children need it.” Tânia, family member of a child in the 0 to 6 years age group.

“The project has opened new horizons and strengthens community life each day. We benefited from the chicks’ project and we were very happy to see our daughter involved, learning to handle them. It creates great incentives for families regarding possible sources of income, and it has been wonderful. The organization brought a range of opportunities to our town. Watching children play, be cared for and valued by the professionals around them is the best gift our community has ever gotten.” Sinaria, family member of a child in the 0 to 6 years age group.

“The role the organization plays with my children is extremely rewarding and enjoyable for them. Like guitar lessons and school support. The organization was one of the best things that happened to my family, I have two sponsored children and I am grateful for it. The organization is a second home for them, where there is love, affection and nurture in their lives.” Jeane, family member of a child in the 0 to 6 years age group.

## Program 2 (7 to 14 years)

**Goals:** To contribute to a healthy and confident childhood and adolescence (7 to 14). Strengthening the bonds between children, young people, adolescents and adults, promoting education and a culture of peace with active participation and an interest in being fully developed citizens.

**Project models:**

- Healthy and involved adolescents
- Life skills

**24323**

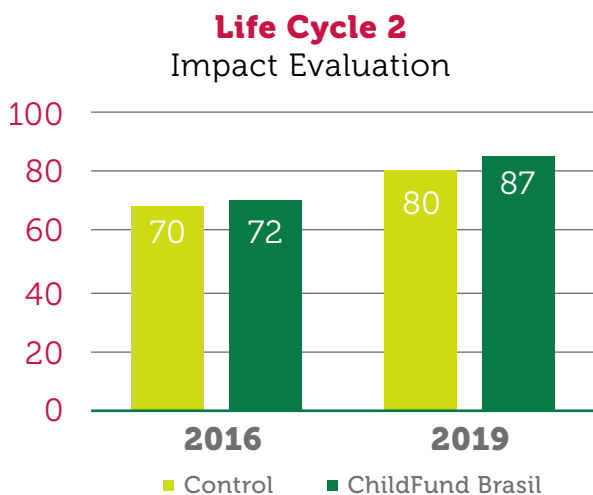
Beneficiaries of Program 2

**68**

Projects in Program 2

**Social Technologies:** Animador Comunitário, Aflatoun Aflateen, Casinha de Cultura

Results of the social impact assessment comparing the group assisted by ChildFund to a control group that was never assisted.



The results show greater improvement in living conditions among the beneficiaries of ChildFund Brasil programs, in three years, than among the members of the control group.

“The organization represents a calm and fun place for me. I play with colleagues and I feel good. There is a big playground, I like to play on the trampoline. I take part in the workshops, Aflatoun, guitar and games. I’m very glad to be part of this.” Assisted child

“I am 9 years old, I’m a registered child and I will talk a little about the NGO. Educators play nice games with us, and I have a lot of fun there. I got 20 chicks and it made me very happy, because I learned to feed them and take care of them well. We learn crafts, learn to embroider, paint fabric and much more. I love football, playing in the little house of culture with the rag dolls and playing house with my girlfriends. I love being in this project and I wanted to thank all the sponsors for making us so happy.” Assisted child

“Here at the NGO I take part in Aflatoun and sports games. These last few months I have been part of the football tournament and I enjoy it very much because it is my favorite sport. We won 1st place and we are waiting for the prizes to be delivered. Our team is very happy. Here at the NGO we enjoy ourselves and have a lot of fun. I have a wonderful sponsor who helps me whenever she can and gives me a lot of attention.” Assisted child

“At the OSP I like to write about how to treat friends, it was here that I learned the rules for living together and I liked the part about taking care of my body and the functions of my body parts. I also learned that everyone is important, especially my family, and that we should care for them. I like to read Turma da Mônica’s comic books, play ball, and jump rope.” Assisted child

“The importance for me is knowing that we are sponsored, I find it important as well because it helps children and families. I like to come here to play and do homework. This place is very important for me and my friends, because I met many friends here”. Registered child

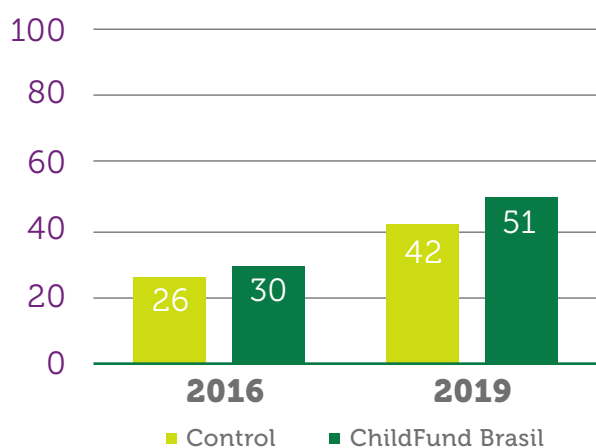
## Program 3 (15 to 24 years)

**Goals:** To contribute to the development of an involved, knowledgeable and empowered youth in society. To strengthen personal and collective sense of identity, self-esteem, family and community bonds, educating them for the job market and life in society, improving family life and their communities.

### Project models:

- Citizen identity and involvement
- Personal and professional qualification

**Life Cycle 3**  
Impact Evaluation



**7152**

Beneficiaries of  
Program 3

**54**

Projects in  
Program 3

The testimonials on this page were collected during the research for the materiality matrix. The survey could be answered anonymously, so names were omitted.

"ChildFund Brasil's work throughout the years is of great importance. As a sponsored young person since age four, I feel thankful because the ChildFund Brasil partner organization in which I take part in my community was, and still is, of great importance. With these opportunities I was able to complete several courses in the entity, and in addition to this I am also part of REJUDES. The help the fund gives to us young people is essential and shows that we can have our voices heard. Anyway, I am sure the work of ChildFund Brasil is of great importance for many people in Brazil. And I thank them for the beautiful work done by everyone working in this ChildFund Brasil family." Assisted young woman

"ChildFund Brasil is an institution that values the sustainability of families and young people in social vulnerability and knows how to work well in all territories! Always aiming to contribute to each one's personal fulfillment. I love ChildFund Brasil because I always carry with me the legacy of personal knowledge. It's a true mobilizer!!!" Assisted young man

"The work of ChildFund Brasil is of paramount importance for the construction of a new society and especially for the care and encouragement of children, adolescents, young people and their families. ChildFund is present in various parts of the country, assisting a significant target group with excellence. We believe and trust the organization to change and improve our realities, through activities, workshops and care of children and their families, aiming at a better and more evolved society, together with the population that is (excluded and lacking) both basic education, health-care, etc." Assisted young man





“It helped me a lot to understand myself as a person and a thinking being. I was always supported by the NGO through ChildFund Brasil, which provided me with an opportunity that helped in my personal and social transformation.” Assisted young woman

“In my opinion, the work brings only benefits to children and young people in the community. The help given by sponsors to children in need certainly makes all the difference. The courses and groups are a door for them to get off the streets, away from the path of crime and drugs, and bring them to a path full of opportunities, helping them to be more successful in the future.” Assisted young man

“ChildFund Brasil is a very important network for everyone, because it brings many resources and much knowledge to those involved. It also gives a voice to young people in society.” Assisted young man

“ChildFund Brasil gives hope to several children and adolescents so they can dream that everything is possible in life, and it is also a way to help in the education of Brazilian children and adolescents.” Assisted young man

“May you continue to work with young people and children as you have always worked. It is of great importance for the development of an open mind, knowledgeable about many issues that are taking place in the world, to help them and to help those who are near.” Assisted young man

“Children, adolescents and young people deeply thank ChildFund Brasil for believing in their potential, making each one of them become protagonists of their own lives.” Assisted young man



# REJUDES

One of the goals of ChildFund Brasil is that young people become protagonists of their own lives. That they exercise their full potential and become citizens aware of their rights and duties and active in building the realities they desire. That they be open and capable of talking to family members, colleagues, neighbors and governments to find the best solutions in the community. That they be empathetic and capable to pass on such an important skill. Young people who learn to value their existence, their roots and their history. This is the summary of a work that fills us with pride: Rejudes - Youth Network in Defense of their Social Rights.

The initiative began in July 2015, in the Fortaleza field unit, and is currently present in 30 cities in the states of Minas Gerais and Ceará. It intends to engage young people from projects carried out by Local Partners in urban and rural areas to take part in activities that strengthen their experiences in society.

Rejudes work is based on the following tenets: personal, socio-political and holistic development, in addition to being guided by the Statute of Youth (Law n. 12.852/13), which lists the rights of young people, such as the right to sports, leisure, culture, communication, public safety, etc.

Rejudes seeks to promote active participation, encouraging youth participation in the fight for equality, dignity and guarantee of rights. Another line of work is aimed at strengthening individual identity and skills.

This work results in the empowerment of young people, who come to know their rights and duties in society and see themselves able to act as multipliers and local articulators. In many places, for instance, Rejudes members are responsible for locally advocating for the cause of child protection, fighting for compliance or adoption of public policies targeting this theme and other priority themes.

In practice, the network is organized by national, regional and local committees, in addition to having an exclusive articulator per field unit. The National Committee consists of 16 young people, four from each field unit, who are responsible for representing ChildFund Brasil Youth, supporting and facilitating national meetings, defining priority themes and planning activities. The Regional Committee, in turn, is composed of four people, responsible for developing campaigns and actions at the regional level. Finally, the Local Committee is focused on carrying out all actions in the communities and is organized by four young people from each OSP project.

In 2019, the work was done in four field units: Belo Horizonte and Metropolitan Area, Vale do Jequitinhonha (MG), Fortaleza and Cariri (CE).

## Rejudes in 2019

### 4th National Meeting

The 4th Rejudes National Meeting took place in Brasilia and had as its core theme "Young people: with rights we are entirely human". 150 people attended the event, which proposed a reflection on Human Rights and how they affect their lives. It was a fruitful opportunity for discussion and experience exchange.

In addition to Rejudes youth and youth from partner organizations in the Joining Forces coalition, the National Youth Secretariat, human rights experts, Advocacy and ChildFund Brasil collaborators were present.

During the event, the network elected the new National Committee, established the working schedule for 2020 and developed and approved, in partnership with Fundação Dom Cabral, the "Collaborative

## Our numbers

**37**  
Municipalities

**7.963**  
Young people  
directly assisted

**63**  
Local  
Committees

**6.692**  
Young people  
indirectly assisted

**547**  
Community  
mobilization actions

Governance" of the network, with its main standards and guidelines.

### Exchange program in Argentina

Eight Rejudes members, selected by submissions, spent the month of July in a sociocultural exchange in the city of Buenos Aires in Argentina. The initiative, carried out by AIESEC and sponsored by ChildFund Brasil, promoted voluntary social activities aligned with the UN SDGs. The projects in the areas of environment, fight against inequalities and sustainable institutional development were used as references for possible projects in Brazilian communities.

The activity allowed the exchange of experiences, as well as new experiences for the young people who participated, and fostered the development of personal and professional skills and competences.

### Encouraging entrepreneurship

One of Rejudes' work fronts is to foster entrepreneurial attitude in young people. For this purpose, it promotes a number of actions. Several workshops teach activities that can be converted into business and generate employment and income; financial education groups are formed with Gold+ technology. Social and creative entrepreneurship is also addressed, with the goal of generating positive impacts on communities. There were also fairs, exhibitions, distribution of teaching materials, cultural activities and others.

In the Vale do Jequitinhonha area, young people worked during the year with the environment theme through workshops using recyclable material. They learned how to turn pots, glass bottles, and wooden boards that would be discarded in nature into products. The items were displayed and sold, generating revenue for the purchase of materials to keep up with the activity.

**74**

entrepreneurship actions carried out

### Free Youth Conferences

Um momento para falar sobre o que deve ser mudado, para entender cada um dos deveres e para construir uma agenda comum para a mudança, em linha com os Objetivos de Desenvolvimento Sustentável da ONU. Foi assim que as Conferências Livres da Juventude em 2019 foram organizadas, como uma oportunidade para aprender como trabalhar localmente.

As conferências continuaram com o propósito de elaborar propostas para garantir os direitos da juventude ou para monitorar ideias já apresentadas às autoridades públicas. Esta ação, que se mistura com a estratégia de advocacia do ChildFund Brasil, foi uma oportunidade para entender o que já está sendo feito, definir ações que ainda precisam ser adotadas e reforçar o quanto é importante que a juventude faça a sua parte, cumprindo seus deveres e monitorando o governo local.

In Belo Horizonte, "Prepara Rejudes" mobilized the group to actively take part in all aspects related to the meeting, from preparing the environment to choosing their guest speaker. They welcomed "Mano LDO - Lucas de Oliveira", who shared his experiences and lyrics of rap songs he composed with the young people and their family members.

**768**

conferences held

**2.340**

participants





### Meetings of local and regional committees

Actions and campaigns are put into practice by young people in the local and regional committees, chosen by their own peers. They are responsible for boosting participation in the proposed activities, encouraging their groups on the importance of fighting for their rights and monitoring the effectiveness of the actions. The group receives ChildFund Brasil's support throughout the process.

Each local committee puts the topics and themes most relevant to their context on the agenda. In 2019, meetings featured rich discussions on matters such as leadership, the importance of communication, commitment, teamwork, social networks, project development, strengthening bonds, Human Rights, entrepreneurship, environment SDGs, culture, external partnerships, training young people to take over and maintain the local committee, integrating the actions of the Local Committee with those of the local partner organization.

In Fortaleza, Rejudes promoted a Workshop of Graffiti Techniques during a meeting of the local committee. Young people taking part in it made different kinds of art at the organization's courtyard, focusing on Human Rights. Each young person was in charge of expressing a human right through graffiti, and they were inscribed on the walls.

**63**

local  
committees

**697**

meetings  
held

**6.687**

participants



### Participation in the public arena

Another important line of work in Rejudes is providing young people with all the required tools to become leaders of change in their communities. In practice, the effort results in more active participation by these groups in city councils, and a closer relation with local departments and representatives. This movement is the chance to spread the commitment of ChildFund Brasil to advocate in favor of child and youth protection.

Last year, young people in the network obtained partnerships with local governments, departments, universities, vocational schools, councils, the \*Nuca (Adolescent Citizenship Center), and the Public Prosecutor's Office.

**205** external articulation actions performed

In the Córrego do Feijão community, young people from Rejudes worked with the team that composes the disaster response commission, as a result of the large-scale fires that happened in the area. Participants visited the community, took photographs, recorded videos and made interviews related to the accident. The group addressed the issue using MJPOP (Youth Monitoring of Public Policies) technology. Several referrals were made to public authorities, such as the creation of a fire brigade in the community in partnership with the fire department, drafting of a reforestation plan with residents and the public authorities and an awareness campaign to encourage responsible and sustainable attitudes.



### Community mobilization actions

Rejudes youth takes part in many ChildFund Brasil campaigns, promoting community mobilization actions, events and campaigns in their regions. In 2019, the most recurring themes were fighting sexual exploitation of children and young people, Yellow September - valuing life and facing suicide, black pride/fighting racism, Pink October - breast cancer, International Women's Day / gender violence, fighting dengue, human rights, cultural revival, environment, UN 2030 Agenda.

### Yellow September in BH - interconnected Rejudes

Os jovens da Rejudes de BH realizaram uma ação durante o setembro amarelo de valorização da vida. O grupo batizou a iniciativa de "abraço grátis" e saiu pelas ruas da comunidade abraçando os moradores e entregando uma mensagem positiva. O intuito foi mostrar que desistir da vida não é a solução, e que existe apoio e afeto em volta. A ação teve bastante repercussão entre os moradores e nas redes sociais.

### Fighting the sexual exploitation of children and adolescents in Vale do Jequitinhonha

In Vale do Jequitinhonha, the group "Os Conectados" [The Connected] was mobilized in the May 18th campaign - Say no to sexual exploitation of children and adolescents. The young people produced and presented a theater play on the theme in the schools of the area. The goal of the activity was to raise awareness among children and adolescents about prevention of sexual abuse, in a playful way, and to provide information on how to face the situation.

### More Human Rights and More Youth in Fortaleza Youth Festival

The event was attended by 216 participants in thematic workshops on human rights. Their goal was to expand knowledge about human rights and to think about solutions and, thus, empower the youth to work with public policies in their communities.

**618** community mobilization actions carried out

# Results of other projects in 2019

## Domestic Poultry Farming Project



The domestic poultry project helps families to develop a system for breeding chickens in their homes. Through this, it aims to contribute to the access of these families to healthy and sustainable food and to support the development of children, so that they reach their full potential. The action also fosters financial education through GOLD (Local Opportunity and Development Group) social technology.

**977**

Beneficiary Families

**3703**

Beneficiary People

**8**

User organizations

**29590**

Chicks







## Children's Safe Drinking Water

Access to drinking water and sanitation is still a bottleneck for many communities, especially those in poverty or extreme poverty. In this sense, the Children's Safe Drinking Water Project, a successful partnership between ChildFund Brasil and the company P&G, increases the access of rural communities to drinking water. The project aims to change a still very common reality: families living in towns or villages that obtain everyday use water from unsafe sources, such as hand-dug wells, rivers and lakes. This unsafe attitude may result in an increase in symptoms and diseases associated with improper water consumption.

The project distributes purification sachets capable of making water suitable for consumption in about 30 minutes. The use of these sachets and the monitoring of families are carried out by volunteer health and hygiene promoters, trained by ChildFund Brasil.

The project is developed in nine towns in the Vale do Jequitinhonha area (northeast area of the state of Minas Gerais): Araçuaí, Berilo,

Chapada do Norte, Comercinho, Coronel Murta, Francisco Badaró, Jenipapo de Minas, Medina and Virgem da Lapa.

### 2018 numbers

**1.023.600**

sachets distributed

**16.818**

beneficiaries

**4.626**

beneficiary families

**194** beneficiary  
communities

**85**

partner schools

**R\$ 600**

**mil** invested

**357**

volunteers

In 2019, NIS researchers published a study on the social impacts of the Children's Safe Drinking Water Program.

**TO ACCESS THE  
FULL STUDY USE  
THE QR CODE**



# Accountability Report

\* Amount given in millions of reais (R\$000)

	INTERNATIONAL	BRASIL	TOTAL
Sponsorship	19.256	6.182	25.438
Gifts for Children	3.307	828	4.135
Patrimonial	41	1.359	1.400
Corporate	869	-	869
Tax Exemptions	-	824	824
Donations	80	492	572
Others	27	93	120
<b>Entries/Receivables</b>	<b>23.580</b>	<b>9.778</b>	<b>33.358</b>
Sponsorship (Local Partners)	13.740	3.559	17.299
Gifts for Children (Local Partners)	3.307	828	4.135
Donations (Local Partners)	154	68	222
Corporate	824	-	824
Social Development	2.582	683	3.265
Sponsor-Child Relationship	988	1.015	2.003
<b>Sponsor-Child Relationship Management</b>	<b>21.595</b>	<b>6.153</b>	<b>27.748</b>
People/Adm/Finance	2.561	844	3.405
Resources Mobilization	3	1.470	1.473
Tax Exemptions	-	824	824
Depreciation	211	14	225
Others	-	39	39
<b>Expenses</b>	<b>2.775</b>	<b>3.191</b>	<b>5.966</b>



# GRI CONTENT

## Summary

STANDARD CONTENT	RESPONSE / PAGE
<b>1. ORGANIZATIONAL PROFILE</b>	
102-1 – Name of the Organization	Child Fund Brasil
102-2 – Activities, Brands, Products and Services	12
102-3 – Location of the headquarters	12
102-4 – Location of the operations	12
102-5 – Ownership and legal form	12
102-6 – Markets served	Back cover, 12
102-7 – Organization size	Back cover, 12, 27
102-8 – Employees information and other workers	26-27
102-9 – Supplier Chain	28-29
102-10 – Significant changes in organization and your supply chain	There were none
102-11 – Precautionary Principle or Approach	"The precautionary principle was not applied by the organization, since ChildFund Brasil does not generates significant environmental impacts"
102-12 – External initiatives	30-31
102-13 – Participation in associations	14
<b>2. STRATEGY</b>	
102-14 – Statement of the organization's highest decision maker	08-09
<b>3. ETHICS AND INTEGRITY</b>	
102-16 – Values, principles, standards and behavioral norms	13
<b>4. GOVERNANCE</b>	
102-18 – Governance structure	14-17

STANDARD CONTENT	RESPONSE / PAGE
<b>5. STAKEHOLDERS ENGAGEMENT</b>	
102-40 – List of the stakeholders	11
102-41 – Collective agreements	"100% of employees are covered by collective agreements"
102-42 – Basis for stakeholders identification and selection	11
102-43 – Approach to stakeholder engagement	11
102-44 – Main topics and concerns raised	11
<b>6. PRACTICES OF REPORTING</b>	
102-45 – Entities included in the financial consolidated statements	66
102-46 – Definition of the report content and limit of topics	11
102-47 – List of Material Topics	11
102-48 – Information reformulation	There were no significant changes in the structure of information presented.
102-49 – Changes in Scope and Limits	There were no significant changes in the structure of information presented.
102-50 – Period covered by the report	2019
102-51 – Date of last report	2018
102-52 – Annual Reporting Cycle	Annually
102-53 – Contact for questions about the report	Águeda Barreto - Comunicacao@childfundbrasil.org.br
102-54 – Declaration of preparation of the report of conformity with GRI Standards.	In conformity with GRI Standards - Essential.
102-55 – GRI Contents Summary	68-69
102-56 – External Check	The financial data were submitted to an external audit.

SPECIFIC CONTENT	RESPONSE / PAGE
<b>Material Topics: LOCAL COMMUNITIES</b>	
GRI 103: FORM OF MANAGEMENT	
103-1 – Explanation of the material topic and its limit	The limit analysis was not carried out regarding the material topics and the materiality process.
103-2 – Form of management and its components	18-19; 22-23; 2829; 32-33; 36-47
GRI 413: LOCAL COMMUNITIES	
413-1 – Operations with Local Community Engagement, impact assessments and development programs	36-57



## *Data Sheet*

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ChildFund Brasil

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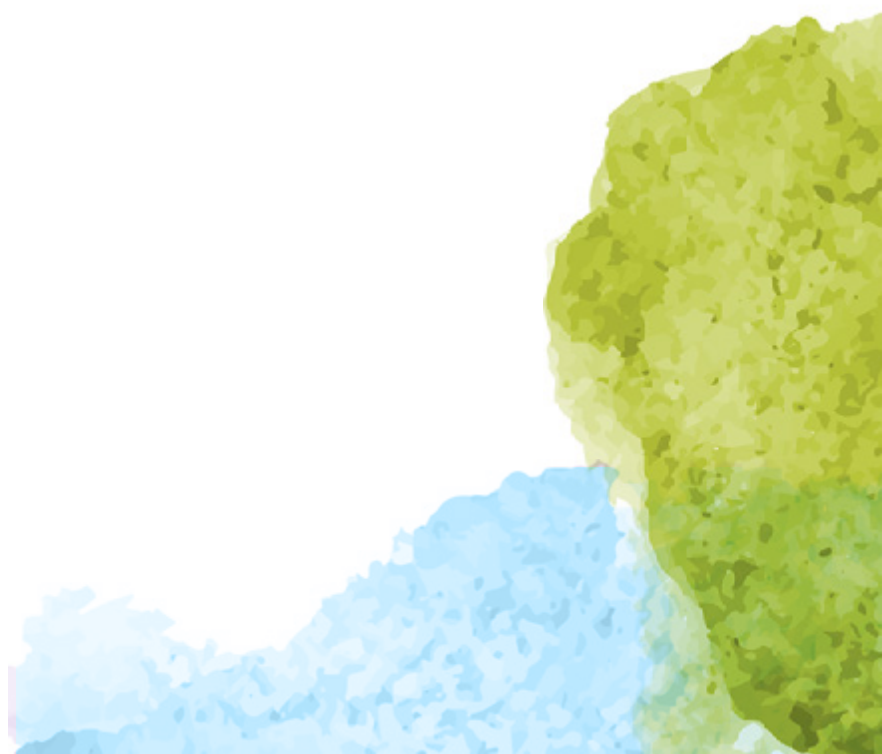
State Registrations: does not apply

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**ChildFund**  
Brasil  
Fundo para Crianças