

A close-up photograph of several hands of different skin tones stacked on top of each other, symbolizing unity and support. The hands are positioned in the center of the frame, with fingers overlapping. The background is a soft, out-of-focus light color.

# Sustainability Report 2022

A thick, horizontal yellow brushstroke graphic element located at the bottom of the green section.

# We are many





**We are many,** and, connected, we can be even more. Do you want to change the future with us?

# 10 facts about ChildFund



# 5

REJUDES (Rede de Juventudes em Defesa dos seus Direitos Sociais, or Network of Youths in Defense of their Social Rights) reaches approximately seven thousand youngsters, from 15 to 24 years of age, throughout Brazil.

# 1

We were elected the Best Social Assistance NGO in Brazil in 2022 by the Melhores ONGs Award.

# 2

For three years (2018, 2019 and 2021), we were considered the best NGO for Children and Teenagers in Brazil, by this same award.

# 6

Our foreign sponsors exchanged around 102,000 letters with their sponsored children, and Brazilian sponsors exchanged 37,000 letters.

# 7

In partnership with The LEGO Foundation, we hold the Come Play with Me project, which works playful parenting and the importance of playing as a way to prevent child violence in households.

# 8

We have a project in partnership with P&G (Procter & Gamble) that turns impure, muddy water into potable water.

# 3

We are also among the top 100 non-government organizations by the Melhores ONGs Award for six consecutive years.

# 4

We actively participated from the approval of two law projects, targeted at protection of children and youngsters against domestic violence, abuse and sexual exploitation.

# 9

We are included in the global network from ChildFund International, which has fought for children's rights for 85 years and is currently present in 24 countries.

# 10

Our Sustainability Report is published since 2014 and benchmarked by the GRI (Global Reporting Initiative) model.

# About the report



## Transparency in actions and commitment to people

For nearly a decade, we have published every year a Sustainability Report, reaffirming our commitment with transparent work and stressing the known importance of trust bonds in the relationship with our different audiences. Since 2014, we've gathered information about our work fronts, our social projects and programs, our strategy and our results, with accuracy and clarity.

This report is referenced by the Global Reporting Initiative (GRI) methodology, a worldwide benchmark for corporate performance reports. Every year, we enhance information collection, measurement of social impacts, and quality of accountability, to deliver you an increasingly better report.

It was developed with contribution from key areas, interviews with leaders, and conversation with other stakeholders. The themes presented here follow the result from the materiality matrix, held in 2023 by the heads of ChildFund Brazil.

The accounting statements are prepared according to accounting practices adopted in Brazil and are limited to ChildFund Brazil. The document does not detail the resources forwarded to local partners (LP), because they are standalone institutions from the legal standpoint and may have other sources of funding.

All information published in this Sustainability Report was verified and validated by the ChildFund Brazil managers, who respond, therefore, for its authenticity.



### OUR MATERIAL THEMES (by order of relevance for our stakeholders)

-  Social Development Results
-  Advocacy
-  Social Impact Management
-  Statement from benefitted people

The information was collected from nine themes, which are addressed in this document and are still closely monitored by the organization. They are: Advocacy (defense of children's rights); Work on the 2030 Agenda (UN); Service to donors; Statements from benefitted people; Development of Local Partners; Fundraising Strategies; Environmental Impact Management; Social Impact Management; Social Development Results.

# Message from the Board

Building a thriving tomorrow goes necessarily through the protection of our children. Protecting them means, among other things, providing access to better health, respect, education, safety and opportunities, contributing to remove them from social vulnerability situations and poverty.

This challenge supports the purpose from ChildFund Brazil – promoting broad social transformation that is fulfilled in the transformation of the lives from each child, their families and the communities they live in. We strive to achieve this goal by promoting and defending the rights of children and teenagers, preventing and fighting violence and investing in education and qualification of youngsters, preparing them so they are aware of their responsibility as citizens. According to data disclosed by Disque 100, on the first semester of 2022 alone 72,000 complaints about violence against children and teenagers were reported in Brazil, which represents 17 complaints per hour.

In 2022, we strengthened our operation and positioning for child protection, with a consistent advocacy work. We are dedicated to political incidence and have made a decisive contribution for the approval of two important bills: the Henry Borel Act and the officialization of “Orange May”.

We are **proud** to present, once more, for the ninth year, our **results** so that you can understand the **relevance of our work**.



**Elisabete Waller**  
Chairwoman of the Board of  
Directors from ChildFund Brazil

We are passionate about what we do and we invite you to join this mission of ensuring a fulfilled childhood and adolescence to our children and youngsters. Thinking about the future is thinking and acting, together, in the present. Together, we can do much more, make major changes, impact many lives and improve the world.

**Will you join us?**

With nearly three decades of experience in national and international organizations, I am very proud to head ChildFund Brazil, elected the best Social Assistance NGO in Brazil in 2022 and the best NGO for Children and Teenagers in Brazil for three years – 2018, 2019 and 2021. For six years in a row, we are present at the ranking of the top 100 non-governmental organizations by the Melhores ONGs Award. These awards stress our purpose of being acknowledged as a benchmark organization in the area of children’s rights in Brazil.

In 2022, we worked hard, making important deliveries in the area of social transformation, with excellence and transparency. We have an exceptional team, and with the participation from sponsors and organizations that support us, we employ the best of our knowledge, resources and efforts to build a better country for our children and teenagers. As part of the ChildFund International network and of the ChildFund Alliance, we use leading-edge social technologies, partner with universities and research institutes, as well as with national and international children’s rights advocacy networks.

Our major goal is to reach five million children and their families, every year, in Brazilian territory by 2030. With the mission of putting into practice this goal established by ChildFund Brazil, we continued with the work that has been developed and dedicate ourselves to building an ecosystem capable of strengthening the social transformation movement. In 2022, we also worked on planning this proposal, to start executing it in 2023, attracting more companies, schools and institutions that believe in what we do. In this sense, on the past



**Maurício Cunha**  
Country Director of ChildFund Brazil

year, we held the first public call process for social organizations, to select those with better technical conditions to contribute to achieving more results.

The need to fight and invest in the development of our children and teenagers, as well as in the prevention of all forms of violence and the protection of childhood, is increasingly urgent. This cannot be a mission only from ChildFund; we need the involvement from society to create a world where all children reach their full potential. We count on you.

**Have a nice reading!**



# Who We Are

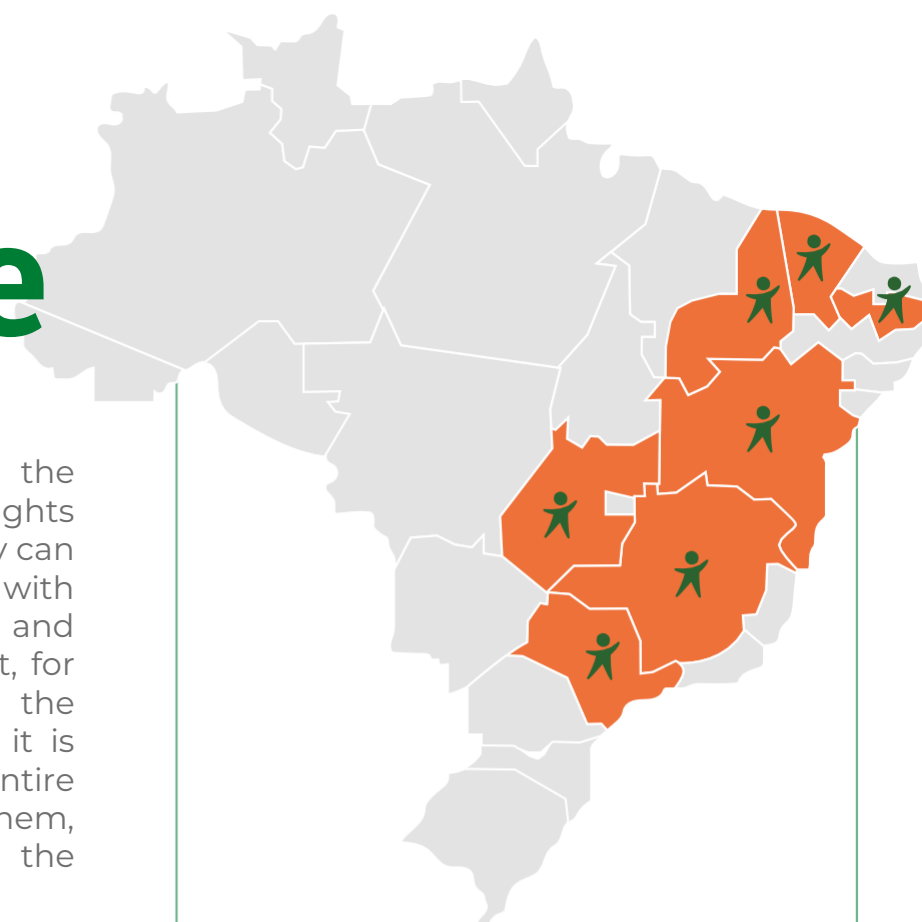
# Who We Are

Our organization works in the promotion and advocacy of the rights of children and teenagers, so they can live the present and the future with more health, safety, dignity and opportunity. We understand that, for a true social transformation in the lives of children and teenagers, it is necessary to transform the entire support system surrounding them, that is, their family and the community where they live.

ChildFund Brazil was founded in 1966 and is headquartered in Belo Horizonte, state of Minas Gerais. We are part of an international network associated to ChildFund International, one of the longest-standing social development and child protection agencies. Present for 85 years worldwide, it currently operates in 24 countries, generating positive impact in the lives of nearly 16.2 million children and their families.

### Our vision:

A world where all children have their rights respected and reach their potential.



### WHERE WE ARE

Currently, we are present in seven Brazilian states (Bahia, Ceará, Goiás, Minas Gerais, Paraíba, Piauí, and São Paulo), positively impacting the lives of nearly 85,000 children and teenagers, reaching in total more than 155,000 people. To do our work and change so many lives, we count on donations from individuals, through the program for sponsoring children and teenagers, and also from companies, institutes and foundations that support the projects we develop.



We were elected the best Social Assistance NGO in Brazil in 2022 and the best NGO for Children and Teenagers in Brazil for three years – 2018, 2019 and 2021. Also, we are among the top 100 non-governmental organizations for six years in a row by the Melhores ONGs Award.

To learn more about ChildFund Brazil, please visit our website: [www.childfundbrasil.org.br](http://www.childfundbrasil.org.br)







# 2022 Results

- 56** years of operation
- 84,454** children, teenagers and youngsters reached
- 25,780** families registered in sponsoring (another 13,150 reached)
- 71,268** adults reached
- 11,784** national sponsorships
- 18,095** international sponsorships
- 27** local partners
- 1,486** volunteers
- 57** cities
- 781** communities

# Corporate Governance

*"Putting diversity and inclusion as priorities humanizes the organization. Focusing more on people than on processes gets us closer to society and helps us see it in a more truthful manner and with even more respect. We also ensure representativeness, showing to children and teenagers we serve that they can be in any position they want."*

**Joyce Mara**  
Senior HR and Culture Management  
for ChildFund Brazil, Bolivia and Ecuador

# Corporate Governance

In 2022, with the goal of making our decision process even more efficient to positively impact the lives of children and teenagers, we reviewed the organization's governance structure. The movement was made in response to a diagnosis made by Fundação Dom Cabral, which indicate the need to diversify the profiling of members of the Board of Directors and Tax Council from ChildFund Brazil, expanding the presence of professionals from social areas, individuals and advocacy. The study also revealed the importance of strengthening the role of Advisory Committees, the main consulting instances that support decision-making.

Thus, with the help of the recruiting agency and our partner Prime Talent Executive Search, we opened a selection process and search the market for new members with more adequate profiles for the needs of key ChildFund Brazil groups at the moment.



We renewed 2/3 of our Board of Directors, keeping two previous members and recruiting four new female board members, including the chairwoman, Elisabete Waller, who has 33 years of work in the area of digital transformation in major companies in South America. The change to the chair of the Board of Directors was not the only one. In 2022, our organization also went through changes in its management. In September, Maurício Cunha took over as Country Director of ChildFund Brazil. He has 28 years of experience in social projects with children and teenagers in vulnerable situation.

## THE MANAGEMENT CHANGES, THE TARGETS REMAIN

Our management went through changes, but the global strategy from ChildFund International – Growing Connections, launched in 2021, continued guiding our steps. Globally, the organizational target is to reach 100 million children and their families, per year, by 2030. In Brazil, our aspiration is to reach 5 million children and their families in the same period.

To increase our reach and impact, we advanced in the strategic planning outlined for the years 2022 to 2026. It includes new program models, expansion of partnerships, and establishment of foundations to form what we have started calling ChildFund Social Transformation Ecosystem – which will be comprised of companies, schools, social institutions, and religious institutions.

## MATURE GOVERNANCE

The decision-making process in our organization occurs from a discussion in several instances. ChildFund Brazil is led by a General Assembly, a Board of Directors and a Tax Council, and also has Advisory Committees. The councilors are professionals with different profiles and backgrounds, who support the executive group in strategic decisions. They are selected every three years, according to the Bylaws from ChildFund Brazil and the strategic management goals.

The Advisory Committees are responsible for helping the Board of Directors develop the organization's priorities in a more strategic and practical manner, aiming at a sustainable growth. Currently, we have three Advisory Committees: Risk Management, Compliance and Audit; People and Nominations; and Marketing – the latter created in 2022. Strengthening these committees allows a more diversified and assertive operation, opening space for new partnerships and for enhancing the organization's work.



Learn more about the profile of the ChildFund Brazil governance members on **page 64**.

### OUR VALUES

When developing our strategy with focus on the international and national target for 2030, we noticed we needed to update our values, to be a more truthful representation of what we believe in. The major innovation in this review process was to include the youngsters who participate in our programs and listen what they thought was important to be featured as a value for an organization that works with social transformation and in the defense of the rights from children and teenagers.

In this joint development, we came up with an acronym that synthesizes what we value and forms a very precious word for our organization: **CHILD**.

**C**onnection

**H**onesty

**I**nnovation

**L**earning

**D**iversity, Equity, Inclusion and Accessibility

### DIVERSITY, EQUITY, INCLUSION AND ACCESSIBILITY (DEIA)

In addition to being one of our values, Diversity, Equity, Inclusion and Accessibility is also a strategic priority for the organization. We have worked with initiatives related to this theme for a while, but in 2022 the organization took a stand by placing DEIA as a strategic and cultural pillar.

Concerning gender, we are an organization with a strong female presence. In 2022, we had 41 female (seven of them in management positions) and 25 male (nine of them in management positions) employees. We also care for racial, religious and age diversity in our team, and are also making progress in accessibility for people with disabilities.



**CONNECTION:** we build effective connections to our purpose, our cause and the organization as a whole, in addition to creating long-lasting relations.

**HONESTY:** we are transparent, ethical and authentic, and we fulfill the commitments we make, even in difficult situations.

**INNOVATION:** we are curious, creative, flexible and not afraid to try new things, always with focus centered on human beings and making efforts to achieve excellence.

**LEARNING:** we look for and encourage new and collective experiences, actively listen, always in the pursuit of continuous improvement.

**DIVERSITY, EQUITY, INCLUSION AND ACCESSIBILITY:** we have created a culture where the diversity of people, opinions and experience is highly welcome and everyone feels valued.



# Social Programs

*“In its program strategy, ChildFund Brazil puts the child at the center, listening to them, giving attention to their priorities, respecting each phase of their development and, especially, acknowledging them as an individual with rights.”*

**Karla Corrêa**  
Coordinator of Social Programs and Child Protection

# Social Programs

ChildFund Brazil has the mission of supporting the development of children in situations of deprivation, exclusion and social vulnerability, enabling them to make improvements in their lives and giving them the opportunity to become youngsters, adults, parents and leaders who will make sustainable and positive changes in their communities.

For this goal to be achieved, the organization establishes its intervention from the development of strong central programs, using projects and social methodologies that contribute to the development of competences and skills for children, teenagers and youngsters. Working by life cycle, having as reference the necessities from each phase of the human development, the organization aims at promoting safe spaces where boys and girls can experience their rights and have access to equal opportunities, to grow and learn with creativity and confidence.

The organization has its strategy based on full protection and strives to create safe and positive environments, where children grow with respect, hope and social justice, so that they acknowledge the value inherent to every child, teenager and youngster, promote their rights, and favor their healthy development. Thus, it systematically extends the childhood protection work to three life cycles (children, teenagers and youngsters), aligning them with the organization's core results. Thus, ChildFund Brazil is committed to

deepening its programs aiming at the well-being and protection of children, the strengthening of preventive and protective measures at community level, along with Brazil's protection systems and the adoption of the Child Safeguarding principle.

We work in a social intervention model, where we count on Local Partners (LPs) in seven Brazilian states. The Partners have independent management and receive permanent technical support from ChildFund Brazil, which consolidates the integration of both parties for implementing social programs and projects.

## 2022

 **27** LPs

in **57** cities 

 **781** communities, from

 **7** Brazilian states:

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

If we compare with 2021, we will see that there was a decrease in LPs. In this sense, it is important to clarify that the smaller number of institutions does not mean a narrow reach or a lower impact from our actions – on the contrary. Our clustering strategy aims at the work execution by stronger and more consolidated partners. In 2022, we opened for the first time a public call for interested organizations to apply to become our partners. With this, we managed to select LPs with more structure and more technical preparation, to make sure our operation is increasingly stronger, with increasingly expressive qualitative and quantitative results.



## SOCIAL ORGANIZATIONS THAT PARTNERED WITH CHILDFUND BRAZIL IN 2022:

**AMAI** – Associação Municipal de Assistência

**AMPLIAR** – Associação Minas Novense de Promoção ao Lavrador e à Infância da Área Rural

**APLAMT** – Associação de Promoção ao Lavrador e Assistência ao Menor

**ASCAI** – Associação da Criança e do Adolescente de Itaobim

**ASCOMED** – Associação Comunitária Municipal de Medina

**ASCOPP** – Associação Comunitária de Padre Paraíso

**ASFAP** – Associação das Famílias do Pecém

**ASPAIJ** – Associação de Promoção e Assistência a Infância e Juventude

**ASSCAD** – Associação de Assistência à Criança e ao Adolescente

**ASV** – Ação Social Villaregia

**AUPP** – Associação Unidos para o Progresso

**CEACRI** – Centro de Apoio à Criança

**CMV SOCIAL** – Comunidade Missionária de Villaregia Social

**CONACREJE** – Conselho de Amigos das Crianças Jequitinhonha

**CSACA** – Centro Social Conjunto Paulo VI

**GCRIVA** – Grupo Crianças em Busca de Nova Vida

**MAFO** – Movimento de Ajuda Familiar de Ocara

**PAC** – Projeto Alegria da Criança

**PACE** – Projeto Água Cidadania e Ensino

**PCSC** – Projeto Comunitário Sorriso da Criança

**PFBC** – Frente Beneficente para Criança

**PROCAJ** – Projeto Caminhando Juntos

**PROCIF** – Projeto Criança Feliz

**PROFUTURO** – Associação Futuro Melhor

**PROSESC** – Projeto Semear Esperança de Carbonita

**SESFA** – Sociedade de Educação e Saúde à Família

**SOAF** – Sociedade de Assistência à Criança



### A SUCCESSFUL DUO: IN-PERSON + ONLINE

After a critical restrictive period during the Covid-19 pandemic, 2022 was marked by resuming in-person activities, without abandoning online actions, which generated an increase in the scope of our initiatives.

On one hand, the conception and enhancement of remote activities are highly aligned with our expansion strategy and to the target of reaching 5 million children per year, by 2030. Virtually, we can escalate our operation and reach a higher number of people. However, we know about the importance of in-person contact for the psychosocial development of children and teenagers – which explains the excitement from our collaborators, the LP teams, the beneficiaries and their families with the return of in-person actions.

### PREPARATION OF TEAMS

Resuming in-person events was done gradually, respecting the dynamics from families, cities and communities. We developed a manual with guidance for the return of activities in a safe environment, with instructions about sanitary protocols and about methodologies that should be worked at that moment, taking into account the necessary social distancing.

The moment was favorable to implement the pilot project The Ends (Conexões Mágicas), in the territory of the local partner MAFO, in the metropolitan region of Fortaleza (CE). The initiative aims at offering children the contact with technology resources, such as tablets, in an innovative manner. The focus of this initiative is on registering events that represented a positive change in the child development, through the Casinha de Cultura (“Culture Cottage”) methodology, so that children have their right to live childhood fully and value families in their local knowledge. In real time, they register their recreational activities and significant learnings, such as speech or writing, that provide self-valuation and the joy of sharing with their sponsors their constructive journey. The Ends is held in 19 countries on ChildFund Americas, Asia and Africa. In Brazil, 240 children aged 7 to 14 years participated in this initiative. In 2023, it will be held in other locations where we operate.

To resume this and other activities, 127 collaborators and 170 community leaders from local partners were trained to work in this new moment. To do so, we have addressed three axes taking into account the welcoming, protection and safety of children, teenagers and youngsters:

#### 1<sup>st</sup> AXIS: CHILD PROTECTION

Training to professionals to welcome the participants, favoring their emotional strengthening and also handling and forwarding possible complaints and notifications.

#### 2<sup>nd</sup> AXIS: FIRST PSYCHOLOGICAL AID

Initiative with the goal of promoting, in an eventual emergency situation, care and support to children and families, through interventions that acknowledge the needs, involving different stakeholders in planning and execution of services.

#### 3<sup>rd</sup> AXIS: CARING COLLECTION

Methodology focused on the development of activities that contribute to the psychosocial recovery of children and teenagers aged from 3 months to 17 years, after effects and damages produced in emotional and social levels resulting from the distancing period in the COVID-19 sanitary emergency in Brazil. **(Learn more in Methodologies, page 33.)**

## PROGRAM MODELS

One of the axes from the ChildFund Brazil strategy is in strengthening its program intervention, connecting it to the global institutional principles.

Thus, we started the implementation of Program Models, program intervention highlighting process standardization, focusing on an approach based on the child, teenager and youngster, having as pillars human rights, child protection, advocacy, theory of change, and the development of competences and skills.

Four local partners (FBPC, GCRIVA, PROCAJ and SESFA) started the implementation of two program models in their territories. The first one, Loving & Taking Care of Myself, reaches the audience aged 06 to 19 years, along with fathers, mothers, caregivers, community leaders, and local school teachers. The initiative is focused on full education and prevention of sexual violence against children and teenagers. The second, *PACTO (Participação Cívica, Transformação e Oportunidades)* (Civic Participation, Transformation and Opportunities), reaches the young audience from 15 to 24 years, fathers, mothers, caregivers and community leaders, and aims at contributing with competences so that teenagers and youngsters are prepared for life.

In this first step of the process of transition and strengthening of the program action, ChildFund Brazil and local partners integrate in their operation the two program models and maintains programs and methodologies based on early childhood (0 to 6 years), families and community.

In our strategy, the social intervention models are divided into three life cycles. Each age group has an adequate curriculum for their age, with its own general and specific goals, as well as methodologies, always aiming at fostering the increase of people's skills to handle social issues in their respective communities.

### **PACTO (CIVIC PARTICIPATION, TRANSFORMATION AND OPPORTUNITIES)**

Promotes and develops leadership, citizen participation and financial independence for teenagers and youngsters. Its goal is to contribute so they are ready for life, with competences for entrepreneurship, employment and knowledge that allow them to improve their social conditions.

### **LOVING & TAKING CARE OF MYSELF**

The name "Eu me amo, eu me cuido" translates the projection from individual to collective, as an action based on decisions learned. The model is sustained in educational (formal, informal, alternative) actions, to teach children and teenagers to take care of their body and how to protect it against possible violence, as well as guide them about changes that happen in each development phase, respecting each age group and its ability to understand. The goal of the model is for children and teenagers to be able to reach a state of well-being and responsibly living their sexuality in family and community environments that offer protection and equality.

## WHY CHANGE?

Adopting new program models has a positive impact in the execution of our initiatives.

Their standardization increases the quality and results from the programs. With an implementation formatted in numbers of sessions and monitoring, in addition to well-outlined assessments, we boost the development of competences and skills from participants. The most practical approach to contents, in workshops and courses, for example, also allows identifying "magical moments", which are milestones and achievements in the child's development, and can thus be shared collectively, and also with their sponsors. Thus, by increasing the communication between sponsors and their sponsored children, it promotes strengthened bonds.

Fathers, mothers, caregivers, community leaderships and school teachers are included in this approach. This expands the reach of this information that, when received by other social players, ensures more protection and support to children and teenagers.





**LIFE CYCLE 1***0 to 6 years*

Actions that aim at ensuring a healthy and protected early childhood, strengthening the participation from parents in the children's growth phase, developing family competences.

**Strategic Goals:**

- Contribute to the full development of children, through activities that encourage physical and intellectual growth and the relationship with fathers, mothers and guardians.
- Promote actions with fathers, mothers and caregivers, so they strengthen their competences for taking care of children, teenagers and youngsters.

**Reach: 19,388 children****LIFE CYCLE 2***7 to 14 years*

Contribute to guaranteeing a healthy and confident childhood and adolescence; The program has the goal of strengthening bonds between children, youngsters, teenagers and adults, promoting education and peace culture, with active participation for citizenship.

**Strategic Goals:**

- Conduct actions for strengthening the family and community life by having children and teenagers as protagonists.
- Establish actions that contribute to personal development, critical thinking and to making better decisions for the lives of teenagers.

**Reach: 48,143 children and teenagers****LIFE CYCLE 3***15 to 24 years*

Contribute to a participative, qualified and leader youth in society, with actions that reinforce the personal and collective identity, self-esteem, family and community bonds, qualification for inclusion in the work market and society, in addition to strengthening the family core and community life.

**Strategic Goals:**

- Contribute to strengthening the personal and collective identity of youngsters, so they have their family and community bonds strengthened.
- Support youngsters, so they have conditions for inclusion in the work market.

**Reach: 16,923 teenagers and youngsters****ADULTS***Family and Community*

Contribute to the local development, through collective actions conducted by families and communities. The activities conducted also aim at strengthening the community bonds, which, on their turn, help reduce violence and increase child protection.

**Strategic Goals:**

- Promote community actions that aim at satisfactorily responding to the food and nutritional safety from children;
- Strengthen local partners so they can change long-lasting changes in their communities.

**Reach: 71,268 adults**

# Methodologies

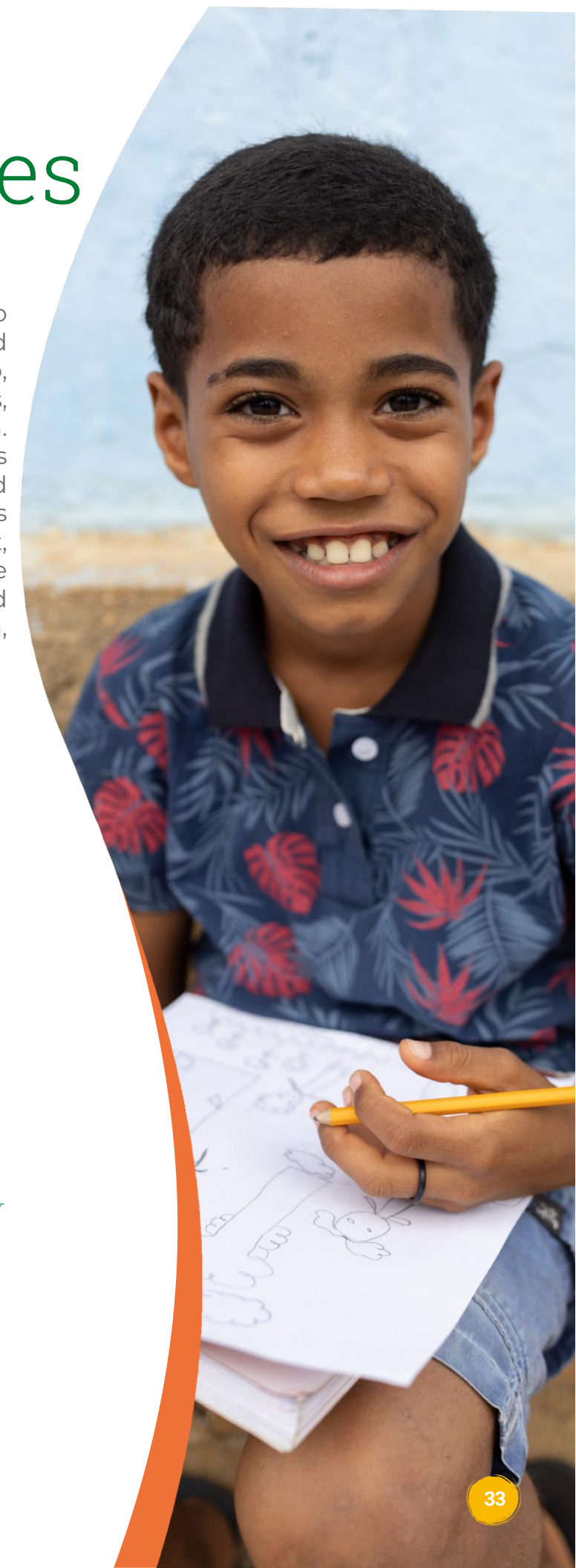
**AFLATOUN AND AFLATEEN***Age group: 7 to 24 years*

Contributes for children and teenagers to exercise critical thinking about rights and duties, citizenship and entrepreneurship, and about how to better use resources, through social financial education. During the meetings, the participants learn about savings, investment and financial resource management, as well as other life skills, such as environment, human rights, and diversity. The participation in the project enables and strengthens collective construction, communication, among other skills.

**Highlight numbers:****1,929** participants a month**16** user organizations

*“Aflatoun em Casa made the difference in the lives of my daughters (Layla and Layane) and in my family. With the project's teachings, they recycle materials that would be discarded to make games and toys. Aflatoun enabled my family to get together and talk, further strengthening our bonds.”*

**Joana,**  
32 years old





### COMMUNITY CHEERLEADER

Age group: 0 to 24 years

The pedagogical proposal of this methodology involves the continued qualification of fathers, mothers, caregivers and community leaders in relation to caring for and protecting children and teenagers, contributing to strengthening family and community bonds. The participants have training, workshops and meetings that enable them to visit families, multiply good practices, identify issues, and promote awareness of the family core about health care, child protection, and other topics.

#### Highlight numbers:

**1,246** community cheerleaders

**4,590** participants reached per month

**14** user organizations

### GOOD FAMILY TREATMENT

Age group: as of 5 years

Promotes a more effective communication, the expression of love in the family, the peaceful resolution of conflicts, acknowledgement and acceptance of differences, and a more harmonious conviviality. A theoretical, methodological and experiential formation is conducted, to reflect about intra-family relationship modalities. Recreational tools are used to work with the family, from a focus that highlights potential and capabilities. Increasing these skills contributes to the growth and development of all family members.

#### Highlight numbers:

**5,774** participants reached per month

**16** user organizations

### WE GET STRONGER BY PLAYING

Age group: 0 to 14 years

Works the prevention of abuses and sexual violence in the childhood and adolescence. Through a playful and participative approach, this methodology contributes to reducing the situation of vulnerability from children and teenagers by developing personal, family and community strengthening. Children learn by playing, at workshops and different dynamics, about how to prevent and say “no” to all forms of physical and sexual abuse. To do this, qualifications are conducted with educators, community leaders and family members for preventing sexual violence in childhood and promoting the strengthening of affection bonds and good conviviality relations.

#### Highlight numbers:

**8,305** participants reached per month

**17** user organizations

### CASINHA DE CULTURA

Age group: 0 to 24 years

A space for family meeting and conviviality, respecting the childhood movements and retrieving local traditions, history and identity. At Casinha de Cultura, the right to play is respected and valued, contributing to the child’s development and to the strengthening of family bonds. The participants have access to publications for children and youngsters, sparking the interest for reading, celebrate the local culture, and promote active participation from the community.

#### Highlight numbers:

**4,775** participants reached per month

**14** user organizations

### CARING COLLECTION

Age group: 3 months to 17 years

Has the focus of providing a safe space for children and teenagers to learn and practice a very important skill that will help them on psychosocial recovery: self-management of emotions. To do this, we offer countless activities with the universal childhood language: playing. The purpose is to make children and teenagers develop emotional competences and skills that allow them to overcome adversities, have more empathy, better social relationships, and better performance at school. The methodology was developed by ChildFund Mexico with the name “Colección de Apapachos”.

#### Highlight numbers:

**450** participants reached per month

**19** user organizations

*“One of the activities I like the most is the **Caring Collection** because it was a striking activity. We laid down, and miss Rose played a rain song. The activity’s name is relaxation (from inside out) for children. Miss Rose said the words and I imagined every detail, feeling tranquility and lightness in the air. We are on the 8<sup>th</sup> session and I keep thinking about when it will be over, because me and my brother spend a lot of time at home. I can say the Caring Collection came as a gift to relax our mind.”*

**Yara,**  
10 years old

**GOLD+***Age group: 15 to 24 years*

Helps people save money and establish a network of solidary economy and cooperation. The methodology is applied with the formation of local opportunity groups that develop solutions to overcome poverty through the exchange of experiences, social mobilization, community solidarity, and development of enterprises.

**Highlight numbers:****690** participants reached per month**15** user organizations**FIGHT FOR PEACE (FFP)***Age group: 6 to 24 years*

Encourages children and teenagers in social risk to develop discipline and know other cultures. The project is the fruit of a partnership between ChildFund Brazil and the organization Fight for Peace, through the Fight for Peace Alliance. Based on a methodology with five pillars: Boxing and Martial Arts, Education, Employability, Social Support, and Youth Leadership.

**Highlight numbers:****1,360** participants reached per month**10** user organizations**EYES ON FOCUS***Age group: 7 to 24 years*

Through participative photography, it fosters the debate and reflection about community issues, sparking in youngsters a way to look at the collective, promoting discussions about the art of taking pictures, citizenship, identity, rights and duties. Also, the initiative is also a space for sharing ideas and for approximation with the community.

**Highlight numbers:****566** participants reached per month**7** user organizations**INTEGRATIVE COMMUNITY THERAPY***Age group: 5 to 24 years*

Promotes a safe space for dialogue and for the population to debate the problems and issues in group or community. The community therapy methodology promotes the strengthening of family and collective bonds through the construction of solidary networks. The initiative is supported by five pillars: systemic thinking, communication theory, cultural anthropology, Paulo Freire's pedagogical approach, and resilience. It works from conversation circles with people on the same age group or the entire community, without separation of age and gender, and mediated by professionals.

**Highlight numbers:****533** participants reached per month**12** user organizations**FOOD SAFETY: DOMESTIC AVICULTURE AND COMMUNITY GARDEN PROJECT***Participants: directly with adults and indirectly with children*

Aims at ensuring food and nutritional safety, as well as promoting the strengthening of the participants' self-esteem through learning new crafts, and offering children the opportunity to interact with animals and produce. The project promotes entrepreneurship workshops for the entire population, with learnings on how to generate income with the sale of exceeding products. To do this, raw materials are distribute for breeding chickens and creating domestic gardens, and the families learn best practices on harvesting and animal care.

**Highlight numbers:**More than **450** participating families**3** user organizations

### REJUDES (REDE DE JUVENTUDES EM DEFESA DOS SEUS DIREITOS SOCIAIS)

In 2022, REJUDES (Rede de Juventudes em Defesa dos seus Direitos Sociais) strengthened and expanded its operation. Now, it is present in the states of Piauí, Bahia, Goiás and São Paulo, reaching more youngsters through its intervention.

Its role is crucial for youngsters to fully reach their potentials and be citizens aware of rights and duties and active in the construction of the realities they aspire to.

*REJUDES is engaged to promote active participation, encouraging youngsters as the lead players in the fight for equality, dignity and guaranteed rights, in addition to collaborating to strengthen the identity and individual skills.*

The network developed its strategy for the 2023-2026 period, with structural guidelines for understanding how REJUDES is and how it will work on the next four years, defining the master lines that will support the annual action forecasts and, especially, to guide the social intervention developed by youngsters.

The REJUDES Strategy presents four axes, with Advocacy being one of them. The youngsters received continued training about the political incidence agenda and, from these initiatives, the network developed and approved its first advocacy plan, which will come into force in 2023.

*“Those who go through Rejudes keep the network’s flame always in their heart. This flame is never extinguished because we will always be fighting for the rights of the youth, for our general rights as citizens.”*

*Poliana, member of the national REJUDES committee in 2022*

### NATIONAL REJUDES MEETING

The agenda of the 7<sup>th</sup> National REJUDES Meeting was developed to reflect about diversity in its different forms. The theme of the event was “Youths, Diversity and Equality: youths and the right to the freedom of being different.” The meeting had several conversation circles and lectures.

At the occasion, the youngsters also learned about the Strategic Planning and the Advocacy Plan from the network, both essential to optimize the organization of REJUDES and bring more focus on how they want to advance and what they want to build.



[Watch the Meeting video.](#)

Watch the institutional video from REJUDES.



### SER HUMANO AWARD

In 2022, REJUDES received the Ser Humano award, an initiative from the Associação Brasileira de Recursos Humanos (Brazilian Human Resources Association, ABRH) that acknowledges good practices from organizations. Handed out for 22 years for the corporate sector, it awarded for the first time last year actions developed by the Third Sector.

# Other initiatives

In 2022, ChildFund Brazil targeted part of its efforts to two strategic projects, focused on child protection and health: **Come Play with Me** and **Água Pura para Crianças (Pure Water for Children)**. Together, they reach nearly 40,000 people, among children, their families and communities, contributing to improve the quality of life from the territory they live in.

## COME PLAY WITH ME PROJECT



12 local partners from Ceará and Minas Gerais



37 participant cities



15,200 children aged from 0 to 8 years impacted



More than 7,300 mothers, fathers and caregivers impacted

The initiative comes from the successful implementation of the project “Atitudes parentais lúdicas” (Recreational parental attitudes), conducted in households in Guatemala, and from the adaptation and transfer of knowledge and strategies from the programs “Juega Conmigo” (Play with me) and “Brincando e aprendendo em casa” (Playing and learning at home), conducted in vulnerable communities in Guatemala and Mexico, respectively.

Especially during the Covid-19 pandemic, increased tension was observed globally in the family environment, with the worsening of domestic violence against children and teenagers. In our understanding, this context demands interventions for awareness of families about the importance of an environment of care and promotion of child development, from strengthening recreational parental practices.

The teams from local partners receive qualifications about the topic to replicate the contents with families and communities. Modern and traditional technologies are used to involve the guardians in recreational parental activities, both in-person and via radio, sound car and social media. The project stresses the importance of the involvement not only from parents, but from the entire society, to ensure a healthy and safe environment that favors the child’s development.

The Come Play With Me project is conducted by ChildFund Brazil, with support from The LEGO Foundation, covering six countries (Brazil, Ethiopia, Guatemala, Honduras, Mexico and Uganda). It was born from the vision that child development has a crucial important to people’s formation and focuses on games and recreational activities that offer social-emotional learning.



“The experiences lived in childhood are essential for a child’s full development. By playing, they learn how to communicate, resolve conflicts, work in teams, and also develop attention and concentration. Knowing this, ChildFund Brazil, in partnership with The LEGO Foundation, has decided to implement this projects, making families aware of the importance of this act.”

**Sofia Rebehy**, Brinca e Aprende Comigo project manager

The encouragement to recreational activities and to social-emotional learning from playing is a theme highly related to the prevention of domestic violence against children, because one practice tends to inhibit the other. For this reason, we understand that the Come Play with Me project is strongly connected to our work in advocacy (see page 46). Our ambition is for it to spark the discussion around child violence in domestic environments and that its methodology serves as a support to public policies.

Check out the seminar Come Play With Me, an event that launched the project, [clicking here](#).

“Playing between parents and children, from birth to three years of age, may impact the lives from both parties. A long-lasting bond between parents and children can be established through playful interactions, establishing the foundations for a positive and healthy relationship that can grow throughout childhood.”

**Andrea Hernandez**, program manager from The LEGO Foundation

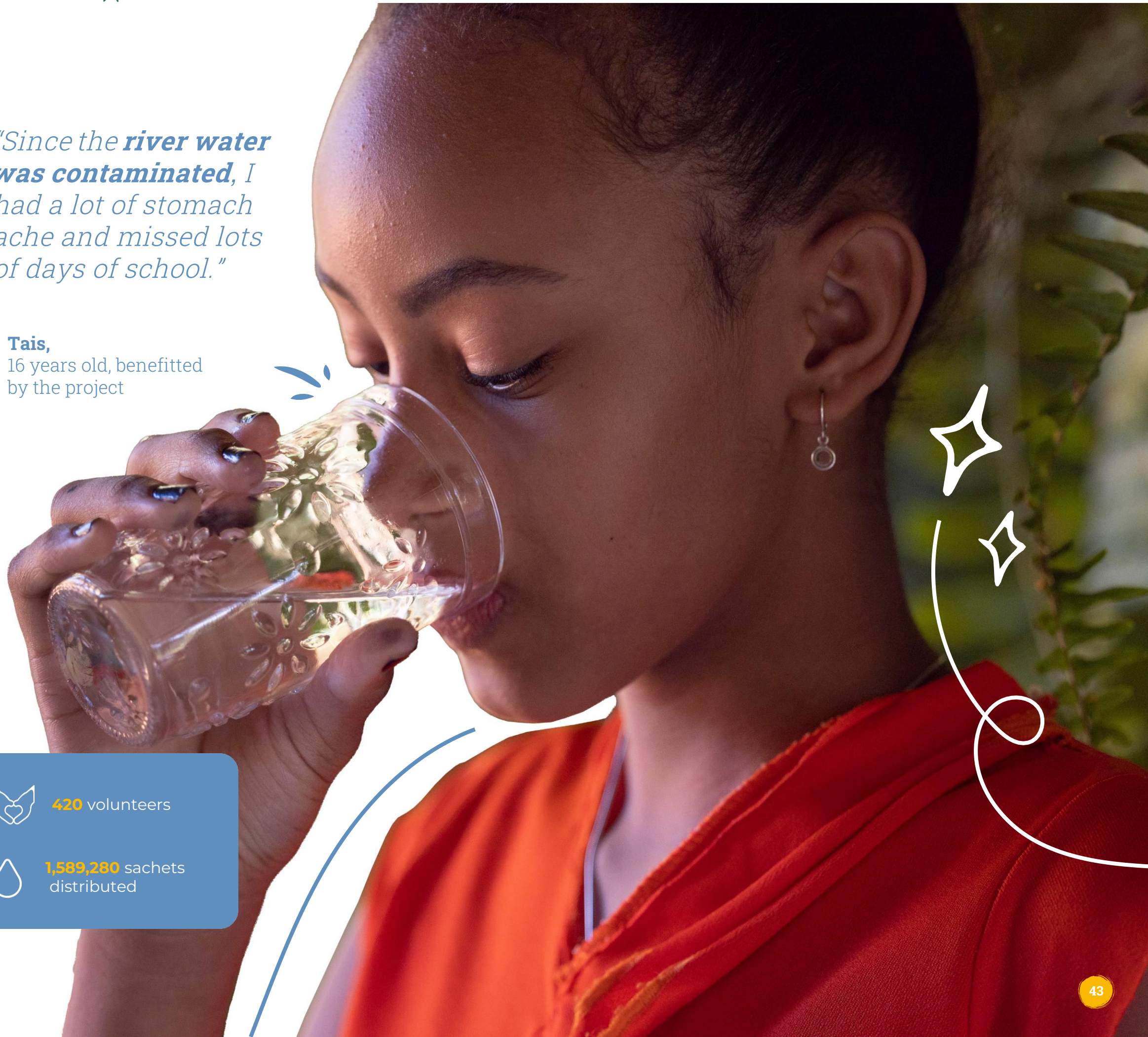
### ÁGUA PURA PARA CRIANÇAS

Since 2014, ChildFund Brazil has partnered with Procter & Gamble (P&G) for the project “Água Pura para Crianças”. The initiative distributes purification sachets that can make water appropriate for consumption in about 30 minutes. The use of these sachets and the monitoring of families are activities conducted by health and hygiene promoters, who are volunteers living in the communities and trained by ChildFund Brazil.

Water is one of the most important and essential resources for life, for a healthy development and growth. However, access to quality, potable water is unfortunately not the reality for nearly 35 million Brazilians, based on data from the Sistema Nacional de Informações sobre Saneamento (National Sanitation Information System, or SNIS). About 12 of the cities served by ChildFund Brazil have a large number of families with no access to potable water. To consume water every day, cities and communities often use unsafe sources, such as artesian wells, rivers and lakes. The result of this attitude may be the increase in symptoms and diseases associated to improper consumption. For this reason, the “Água Pura para Crianças” project is highly relevant for children and families in situation of vulnerability.

*“Since the **river water was contaminated**, I had a lot of stomach ache and missed lots of days of school.”*

**Tais,**  
16 years old, benefitted by the project



More than **20,000** benefitted people



**420** volunteers



**4,993** families



**1,589,280** sachets distributed

# Advocacy

*“The year of 2022 was a moment of consolidation of the strategic priority given to advocacy by ChildFund Brazil. We have reflected about this for a while and dedicate increasing attention and investments to this front. I believe one of the major turning points was to integrate more this area to communication and to fundraising, boosting our operation.”*

**Águeda Barreto**  
Advocacy Coordinator

# Advocacy

Advocacy has never had so much prominence at ChildFund Brazil as it had in 2022, providing a formal evidence of our position for child protection, reflecting our commitments, and also the 2030 strategy from ChildFund International, which defined advocacy as one of its priority axes.

In 2022, we focused on consolidating our strategic guidelines for advocacy, in addition to disseminating to a wider audience information about how we

conduct advocacy for child protection, our themes and how this benefits the society. This new outlook, more attentive to political incidence and mobilization, will contribute to expanding our results.

## CENTRAL PILLARS

The advocacy work is based on three central pillars, practiced simultaneously at ChildFund Brazil:

### POLITICAL INCIDENCE

Monitoring, influence, and promotion of processes for creation and enforcement of public policies and laws that favor the rights of children, especially those targeted at prevention of abuses against children in domestic environments and at fight and prevention of OSEAC (Online sexual exploitation and abuse of children).

### INFORMATIVE CAMPAIGNS AND SOCIAL MOBILIZATION

Give visibility, raise awareness about the importance, and engage the society in childhood and adolescence themes related to the causes we defend. This is largely done through campaigns, insertion in media channels, and repercussion on social networks. For this reason, it is a pillar highly integrated to the communication area and helps support the other two fronts.

### INTER-SECTOR ARTICULATIONS

Dialogue, strengthen alliances, and promote integration with public and private sector and with civil society organizations. The approximation between different levels of the three sectors strengthens and expands the reach of our themes and boosts our operation. This pillar is highly connected to the political incidence front, since, together with other organizations and sectors, we are stronger to plead, pressure and demand.

## What is advocacy?

It is the practice of **defending rights, mobilizing people and influencing the creation of public policies** that are effective for an important cause for civil society. For this reason, it is important that advocacy brings evidence about the relevance of the cause and involves different audiences in its actions.





# 2022 Highlights

## POLITICAL INCIDENCE

In 2022, we had two major accomplishments in political incidence. For the first time, we actively participated of the approval of two bills:

**Bill 1.360/2021 (Henry Borel Act),** addressing crimes of violence against children in domestic environments and increasing the sentence to those who commit them.

**Bill 2.466/2019,** establishing “Orange May” as the month for prevention to abuse and sexual exploitation of children and teenagers and determining that different sectors are obliged to address the theme.

After they are approved by the Brazilian House of Representatives, ChildFund Brazil became aware that both bills were waiting to be processed by the Senate. Our incidence work, therefore, was in this legislative instance, articulating about the importance of the themes and the need for dialogue with civil society organizations in some technical points.

It is worth highlighting that this work with the Legislative Power is not an isolate case. We constantly map bills related to the causes we defend and monitor them closely, analyzing how we can contribute so they advance.

## INFORMATIVE CAMPAIGNS AND SOCIAL MOBILIZATION

On the past year, we made great strides in the integration of advocacy with the communication area in our organization, with a clearer and more objective institutional position. This movement culminated with the launch of the “Criança é pra Ser Cuidada” (Children must be taken care of) campaign, in November 2022.

With the purpose of raising awareness and mobilizing society about the cause of violence against children in domestic environments, it presents data gathered in a partial report from the National Survey on the Situation of Violence against Children in the Domestic Environment, developed with support from The LEGO Foundation. The report is an analysis of public data and legal propositions in national and state houses of representatives.

We understand that the debate is urgent to rethink how we educate and take care of children, not only in families, but in the entire society. The need for investment in prevention of violence against children, investing in the education of adults, collaborating for children’s social-emotional development and for breaking the violence cycle, becomes increasingly evident.

Watch the campaign launch here



## INTEGRATING AND STRENGTHENING THE SYSTEM FOR ENSURING RIGHTS

To generate effective and sustainable changes in cultural practices, it is necessary to work together with other institutions, in the sense of strengthening our cause, expanding the reach of the discussion, and increasing our power of influence. We have increasingly matured our work in coalitions and diversified our partnerships, as well as supported local partners (LPs) in their local advocacy operations.



# Research and Development



*“Research studies help us understand the reality from each community and the specificities from each group we serve, so we can work effectively. Through data and information raised, we transform the subjective into tangible and the qualitative into quantitative, with the purpose of making increasingly assertive decisions in the development of our programs.”*

**Cristiano Moura**  
Social Impact Coordinator from ChildFund Brazil



# Research and Development

We work based on data and evidence, to make sure our actions have effectiveness and real impact in the lives of children, teenagers, their families and communities. Since 2010, we have a Project Office dedicated to the development of programmatic, diagnosis and measurement research studies, as well as institutional research, which support us in the continuous improvement of our processes.

The work from ChildFund Brazil encompasses a wide diversity of territories and age groups, and is also involved in different causes and social issues. The research studies are extremely important for us to understand the best approach and methodology for each reality, since they offer elements for making more assertive decisions.

In addition to developing research studies, the organization has worked to standardize the language in the social area, which facilitates the communication both with local partners and in fundraising with individuals, companies and other institutions. This standardization facilitated the enforcement of project management methodologies and, consequently, the measurement of impacts.

## NIS – NÚCLEO DE INTELIGÊNCIA SOCIAL

We also have the Núcleo de Inteligência Social (Social Intelligence Center, or NIS), created in 2019 in partnership with PUC Minas, which contributed to the qualification of our teams, deepening in research theories and methodologies. It is responsible for developing research and academic studies, good Third Sector practices, and intelligence in the social area.

In 2020, the center released the Índice de Pobreza Multidimensional (Multidimensional Poverty Index, or IPM - NIS), with data from all Brazilian cities. The goal of this indicator is to collaborate with analyses to reduce poverty-related issues. The IPM is the first indicator in Brazil targeted exclusively at assessing the multidimensional poverty situation from children aged 0 to 11 years, at a municipal scale. The index helps us understand more deeply the issues from each community, and also to strive for expanding our reach for a possible promotion of social policies targeted at populations in situations of poverty and vulnerability.



## IDP – ÍNDICE DE DESEMPENHO DO PROJETO

One of the major challenges from social organizations is to measure the performance of their projects. From the need to conduct a more efficient management and with the organizational maturity, ChildFund Brazil developed proprietary methodologies for evaluation of its programs and initiatives in the territories. To measure results from the actions, the Índice de Desempenho do Projeto (Project Performance Index, or IDP) was created. It monitors financial, activity and beneficiary indicators and allows assessing the management from each project, in addition to enabling comparability between different projects.

## CAMEL – MONITORING, EVALUATION AND LEARNING

Named CAMEL (Comprehensive Approach to Monitoring Evaluation and Learning) on an election held with all ChildFund teams around the world, the new Global Platform for Monitoring, Evaluation and Learning allows a more efficient management of programs, participants, budgets and activities on a daily basis, in addition to geolocating and producing reports in different formats that contribute to enhance management. It is possible, for example, to monitor in nearly real time the data collected in the territories where we operate, improving our actions with local partners.





# Mobilization of resources

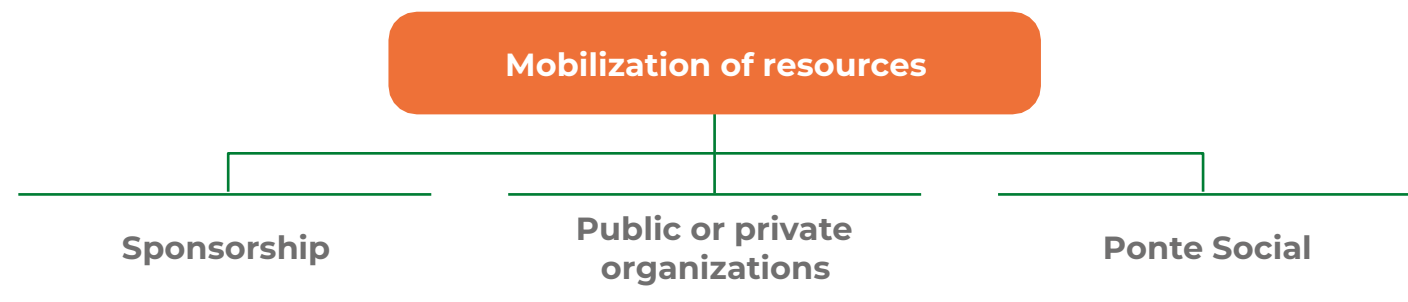
*"We have worked in the expansion of our portfolio of partnerships and started a major movement for mobilization of resources with companies and institutions. Along with sponsoring, the essence of our mobilization, the approximation with these organizations expands our reach and our impact, collaborating in a decisive manner so we achieve our goal to reach 5 million children in Brazil by 2030. The advocacy actions have also greatly contributed, since they strengthen our causes."*

**Gabriel Barbosa,**  
Programs and Advocacy Manager

# Mobilization of Resources



To perform our work with excellence and develop actions that contribute to the full development of children, teenagers and youngsters, allowing them to be protagonists of their own life, our only fundraising source is donations. They come from three sources: individuals, through our sponsorship program; legal entities, which can be companies, institutes, associations, foundations, or other organizations that support the development of our projects; and religious fronts, which contribute through "Ponte Social" (Social Bridge).



In 2022, we dedicated to expanding our range of partnerships, building the path to achieve our goal of impacting 5 million people per year by 2030. Last year, we planned and developed what we call Ecosistema ChildFund de Transformação Social (ChildFund Social Transformation Ecosystem), encompassing companies, the religious audience, schools and social institutions, acknowledging the support they give to causes of relevance for childhood and adolescence.

## SPONSORSHIP

The sponsorship program is the backbone of the resources that enable our actions. The donation of funds by individuals is one of the most important mobilization fronts from ChildFund Brazil and, for this reason, we strive, day after day, to understand the donor's journey, enhance processes, offer exclusive contents for those who believe in our cause, and, obviously, strengthen the bonds between sponsors and sponsored children and teenagers.

For this cycle to be completed, there is a team responsible for the relationship with sponsors, and also for reading, analysis, digitalization and, in some cases, for translation of letters. Also, Brazil was the country with the highest number of letters exchanged in the American continent: nearly 102,000 letters exchanged with foreigners and about 37,000 exchanged with Brazilians in 2022. Exchanging letters strengthens the bond between child and sponsor. The cycle in the sponsorship program ends when the person reaches 24 years of age.

### Sponsorship cycle:

1. Sponsors
2. Donate the sponsorship value every month
3. ChildFund Brazil forwards, qualifies, monitors and audits Local Partners (LPs)
4. LPs hold social programs and projects
5. Children, teenagers, their families and communities have the opportunity to participate of activities promoted by LPs

**DO YOU WANT TO CHANGE THE FUTURE WITH US?**  
**We are many, and, connected, we can be even more!**

Sponsor a child with less than R\$ 2.30 a day! Through financial sponsorship, you invest in the future not only of your sponsored child, but also of the entire community. The sum you donate guarantees the management of projects that offer children access to education, food, health and protection.

**Access this link or read the QR Code to become a sponsor.**

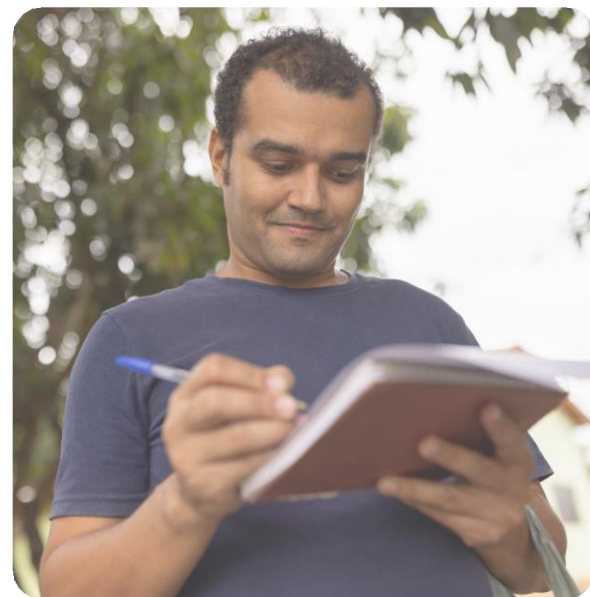


*"I decided to sponsor Pérola as a way to give back the sponsorship I received at ChildFund Brazil."*

**Claudio Vanderley,**  
City Health Secretary of Francisco Badaró (MG)

## PUBLIC AND PRIVATE ORGANIZATIONS

The contribution from companies and other institutions helps us expand our reach and our impact, accelerating the social transformation we want to see in Brazil. Solid corporate partnerships help give robustness to our actions. The structuring of the Business Development area, in line with ChildFund International, has collaborated for the construction and strengthening of bonds with these partners and for the diversification of our revenue sources. We attended network events to give visibility to our causes with this audience and mobilize them around our initiatives.



### Friend organizations:

**ABRH Minas:** partnership for disseminating the work by ChildFund and participation in events.

**Brandili:** Financial help for development and execution of school support project for children in São João da Chapada (district of Diamantina/MG).

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

**Igreja Batista Vilas do Atlântico (IBVA):** Partnership in the city of Umburanas (BA).

**Igreja Batista Central de Belo Horizonte (Central):** Partnership in the city of Anagé (BA).

**Igreja Memorial Batista de Brasília (IMBB):** Partnership in the city of Cavalcante (GO).

**Igreja Presbiteriana Nacional IPN:** Partnership in the city of Santa Luz (PI).

**Instituto Marcos Coimbra (IMC):** Children sponsorship.

**Loft da Serra:** Donation of daily rates for promotional action from ChildFund Brazil.

**Misha:** Donation of foods for distribution of food kits to families.

**Petite Jolie:** Children sponsorship.

**Procter and Gamble (P&G):** Partnership in the execution of the Água Pura para Crianças project.

**Primeira Igreja Batista de João Pessoa (PIBJPA):** Partnership in the city of Alagoa Nova (PB).

**PM4NGOs:** support to project management and knowledge in project methodologies.

**Prime Talent:** Voluntary selection process for hiring collaborators to the organization, dissemination of our work in its networks of contacts.

**PUC - MG:** Partnership for fostering social intelligence in Brazil, through Núcleo de Inteligência Social (NIS).

**Seara:** solidary parking project among company employees for sponsoring children.

**The Lego Foundation:** Financing of the Come Play with Me project, to develop playful parenting.

## PONTE SOCIAL

Ponte Social is a fundraising arm developed by ChildFund Brazil since 2013 and has a structured group of partner institutions in the religious environment that encourage their members to sponsor children in situation of social vulnerability. Sponsors at this fundraising front have a website with exclusive contents.



### Territories where we operate with Ponte Social:

#### Locations with social projects already implemented:

- └ Anagé (BA)
- └ Cristino Castro and Santa Luz (PI)
- └ Cavalcante (GO)
- └ Curimatá (PI)

#### Locations where the social project implementation process is in progress (in these communities, we launched a public call notice for social organizations interested in being partners of ChildFund Brazil):

- └ Alagoa Nova (PB)
- └ Umburanas (BA)

#### Partner churches:

- └ Igreja Batista Vilas do Atlântico (IBVA) - Umburanas (BA)
- └ Igreja Batista Central de Belo Horizonte (Central) - Anagé (BA)
- └ Igreja Memorial Batista de Brasília (IMBB) - Cavalcante (GO)
- └ Igreja Presbiteriana Nacional (IPN) - Cristino Castro and Santa Luz (PI)
- └ Primeira Igreja Batista de João Pessoa (PIBJPA) - Alagoa Nova (PB)



# Our Team

*"It is no coincidence that ChildFund Brazil was elected the best NGO in the country in two categories for 4 years. This is the fruit from arelentless team who works with alot of engagement, respect, collaboration and passion for the cause. The spark in the eyes of each collaborator is something to applaud. This is the secret fora work thatmakes the difference inthe lives of over 100,000 people."*

**Gisele Araujo,**  
Regional Marketing and Mobilization  
of Resources Specialist for the  
Americas

# Our team

We are an organization made for people and by people. For this reason, we have created an open culture of valuation of the human aspect. Engagement, development and integration of our employees are as important as the results.

For this reason, in addition to redesigning our strategy and updating our values, we reviewed our organizational competences, which guide the way we conduct our work. We have created an environment that is favorable to clear communication, leveraging the joint work from a diverse team, with multiple experiences, backgrounds and qualifications, who work for boosting each other's knowledge.

We empower people so they can make conscious and assertive decisions, always supported by the organization. Our hybrid work model was consolidated and enhanced, aiming at ensuring the necessary integration, combined with more quality of life and flexibility for collaborators.

Currently, our performance assessment includes not only responsibilities and targets from each position, but also analyzes the collaborator based on our organizational competences. This 360° assessment is important because it makes people pay attention to behaviors that are the pillars of our operation.

**ORGANIZATIONAL COMPETENCES**

- Teamwork
- Communication
- Result-orientation
- Decision-making
- Resilience

### MORE INTEGRATION

In 2022, our team and our operation became more consistently integrated to the GSS (Global Shared Service), the service shared among Americas countries, from ChildFund International. Our support areas (Finance, Accounting, Technology, HR, among others) are more connected globally, working in (direct or indirect) contact with processes from other countries. This contributes to benchmarking, to monitoring trends, and to enhancing our work, and also helps experience on an everyday basis the fact that we are an international organization.

Also, we went through the migration from the Brazilian system to the international ChildFund system, which offered employees more access to teams from other countries and favored the participation in international work groups. This more direct contact with the headquarters strengthens our culture, makes the routine more dynamic, and optimizes the support we receive in our demands.

## Team Profile in 2022

Total number of employees: **66**

Women in management positions: **7**

Men in management positions: **9**



Doctorate thesis in progress: **1**

Master's dissertations concluded: **8**

Number of hires: **21**

Training hours: **742h**

Qualification hours per person: **46h**





# Board of Directors, Councils, Committees and Assemblies

## BOARD OF DIRECTORS



**Elisabete Waller Alves**  
Chairwoman of the Board of Directors

Executive with 33 years of experience working in the area of digital transformation in South America, at companies such as EY, Oracle, IBM and PwC



**Luiz Alexandre de Medeiros Araújo**  
Vice-Chairman of the Board of Directors

Vice-President of Finance from Hughes, a global leading telecommunications company in the segment of internet via satellite



**Valseni Braga**  
Member of Board of Directors

CEO of Rede Batista de Educação, member of Conselho Nacional de Educação, member of the Superior Council from ABIEE



**Maria Heloísa Simão**  
Member of Board of Directors

Executive with 38 years of experience in the pharmaceutical industry in positions at the Presidency, Executive Board and Council



**Patrícia Garcia**  
Member of Board of Directors

Executive from the area of sustainability, communication and institutional relations, with over 25 years of experience in the energy industry in Brazil and other countries



**Paula Bichuete**  
Member of Board of Directors

Executive from the legal and compliance area with more than 25 years of operation in national and multinational companies

## TAX COUNCIL



**Rogério Magalhães**  
Chairman of the Tax Council

Auditor for over 24 years, head of EY for the states of MG and ES



**Alexandre Brenand**  
Member of Tax Council

Attorney, partner at Martins & Lemos; graduate in Law and Tax Process; MBA in Leadership and Business Process



**Maria Isabel Queiroz**  
Member of Tax Council

Tax accounting manager for Latin America at White Martins; former Business division controller at Xerox; former auditor at Deloitte



**Karla Carioca**  
Member of Tax Council

CEO and partner at Grupo Dominus, with 28 years of experience. Tax Councilor certified by IBGC. Auditor registered with CNAI and CVM

## COUNTRY BOARD OF DIRECTORS



**Mauricio Cunha**  
Country Director

Maurício Cunha 28 years of experience in social projects with children and teenagers in vulnerable situation. Former national secretary for Rights of Children and Teenagers from the Ministry of Women, Family and Human Rights, former national Social Assistance councilor, author, consultant and international lecturer

Our Council members have formation in Corporate Governance from entities such as: Instituto Brasileiro de Governança Corporativa; Escola Saint Paul; Fundação Dom Cabral.

## ASSEMBLY



### Gilson Souto de Magalhães

President of Red Hat Brasil, taking the position of Senior Information Technology Executive



### Ednilton Gomes de Soarez

Priest at Igreja Presbiteriana Nova Jerusalém. Councilor at the company Beach Park Empreendimentos S/A. Partner at the company Educadora Sete de Setembro Ltda. Married to Maria Helena, has three sons: Henrique, Guilherme and Felipe



### Maria do Perpétuo Socorro França Pinto

Secretary of Human Rights from Ceará. Has nearly 60 years of work in public service, with important works on the state's Executive Power. Was attorney general for the District Attorney's Office for five terms



### Herbert Paes de Barros

Director of Protection and Defense of Human Rights from the National Department of Citizenship of the Ministry of Human Rights (MDH); specialist in Public Policies and Government Management since 2002



### Geraldo Caliman

Coordinator of the UNESCO Youth, Education and Society chair; Professor at the Program of Master's and Doctorate in Education from the Catholic University of Brasilia



### David Braga

CEO, Board Advisor & Headhunter from Prime Talent Executive Search. Has a diploma of Management Councilor by Fundação Dom Cabral (FDC), certified as Executive Coach by the International Association of Coaching, and practitioner in Micro Expressions and Neuro-linguistic Programming



### Sandro Melo

Administrative Director. More than 30 years of experience in the Administrative, Tax, Accounting and Controllership areas



### Mario Lima

Regional Director of the ChildFund International (Director for the Americas)



### Francisca das Chagas Lemos

Founding partner at Martins e Lemos Advogados Associados (Fortaleza-CE). Undergoing doctorate in Law by the University of Lisbon. Degrees in Law, Accounting and Philosophy



### Bárbara Nogueira

Director and Headhunter at Prime Talent Executive Search, with a graduate degree in Business and Board of Directors by Fundação Dom Cabral. Certified in Executive Coach, Micro Expressions and NLP, with career in the area of Human Resources



### Ana Lúcia Jansen de Mello

Economist and Attorney. Former technician of Development at BADEP and FINEP; professor at UFPR; director of Administration/Finance at FUNPAR; president of Federação Paranaense de Fundações Privadas and of Confederação Brasileira de Fundações

PEOPLE AND NOMINATIONS COMMITTEE



**David Braga**  
Coordinator

CEO of Prime Talent and Assembly member at ChildFund Brazil



**Elisabete Waller**  
Member of Committee

Chairwoman of the Board of Directors from ChildFund Brazil



**Guilherme Soarez**  
Member of Committee

CEO at Inspirali



**Jeise Moreira**  
Member of Committee

Director of People and Culture for Europe, CIS and Turkey at RHI Magnesita



**Joyce Mara Vieira**  
Member of Committee

Senior HR and Culture Management for ChildFund Brazil, Bolivia and Ecuador

MARKETING COMMITTEE



**Flávia Lippi**  
Coordinator

Founder of Instituto de Desenvolvimento Humano Lippi



**Maria Heloisa Simão**  
Member of Committee

Member of the Board of Directors from ChildFund Brazil



**Laila Costa de Oliveira**  
Member of Committee

Marketing Manager for Latin America at VERINT



**Aline Soares**  
Member of Committee

Manager of Marketing and Mobilization of Resources at ChildFund Brazil



**Maria Laura Tarnow**  
Member of Committee

Member of the Board of Directors from Grupo Soma and from the Portobello group. President of the Consulting Council from Grupo Rascal and member of the Consulting Council from Softys Latin America

AUDIT AND COMPLIANCE COMMITTEE



**Antônio Augusto Rocha Fiuza Filho**  
Coordinator

Ex-CEO Lhoist Latam



**Júlio Borges de Carvalho**  
Member of Committee

Risk Advisory Solutions partner at KPMG



**Olga Marchan**  
Member of Committee

Global Finance Director from ChildFund International



**Luiz Alexandre de Medeiros**  
Member of Committee

Vice-President of the Board of Directors from ChildFund Brazil

# Challenges

Our vision is a world where every children has their rights respected and can reach their full potential, but we face major challenges. According to IBGE, "it was noticed that poverty is higher among children, a trend also noticed internationally. Among those aged up to 14 years, 13.4% were extremely poor and 46.2% were poor, a superior percentage than the one verified for the population over 60 years of age – with 3.1% and 10.4%, respectively". (IBGE-SIS 2022).

For this reason, we work tirelessly, mobilizing people who are willing to contribute so that an increasing number of children and their families have opportunities to transform their lives and break the poverty cycle.

## 20.3 million

Brazilian children and teenagers aged up to 14 years live below the poverty line

## 62.5 million

people (among children and adults) live in poverty

## 46.2%

children live in homes with less than half a minimum wage (per capita)

## R\$ 2.30/day

With a sum a bit higher than this value per day, you can contribute to transform this reality.

**Source:** IBGE, SIS 2022 (2021 data)

I want to help a child



# Financial Statements

## Managerial Statement (R\$,000) – December

	International	Brazilian	Total
Sponsorship	19,469	9,427	28,896
Gifts to Children	3,367	672	4,039
Tax Exemptions	-	1,070	1,070
Donations	0	566	567
Corporate	2,799	1	2,799
Estate	-	28	28
Others	70	1,383	1,454
Volunteers	-	311	311
Award-Winning Philanthropy	-	14,595	14,595
<b>Inputs</b>	<b>25,705</b>	<b>28,052</b>	<b>53,757</b>
Sponsorship	12,911	5,260	18,171
Gifts to Children	3,367	672	4,039
Corporate	2,491	1	2,491
Donations	7	70	78
Social Development	2,214	847	3,061
Child-Sponsor Bond	1,168	901	2,069
Award-Winning Philanthropy	-	160	160
<b>Project and Child-Sponsor Management</b>	<b>22,158</b>	<b>7,912</b>	<b>30,070</b>
Mobilization of Resources	288	1,706	1,994
People, Management and Finances	3,190	695	3,885
Tax Exemptions	-	1,070	1,070
Depreciation	208	374	581
Volunteers	-	311	311
Award-Winning Philanthropy	-	13,702	13,702
<b>Expenses</b>	<b>3,686</b>	<b>17,857</b>	<b>21,543</b>
<b>Inputs</b>	<b>(139)</b>	<b>2,284</b>	<b>2,144</b>

# GRI Summary

GRI Standards	Content	Page/URL
<b>The organization and its reporting practices</b>		
GRI 2: 2021 Overall contents	2-1 Data from the organization	6-9,14,15,17
	2-2 Entities included in the sustainability report	8
	2-3 Report period, frequency and focal point	8 comunicacao@childfundbrasil.org.br
	2-4 Reformulations of information	None
	2-5 External checking	This report was not submitted to external checking.
<b>Activities and workers</b>		
GRI 2: 2021 Overall contents	2-6 Activities, value chain and business relations	ChildFund Brazil has partners for performing its activities. Such partners are organizations that works in territories, consulting firms and other players that support the organization in the fulfillment of its mission. For more information: pages 8, 9, 26, 27, 28, 29
	2-7 Employees	62, 63
	2-8 Workers who are not employees	We have 311 volunteers working at the cities where we have operations with local partners.
<b>Governance</b>		
GRI 2: 2021 Overall contents	2-9 Governance structure and composition	19-23, 64-69
	2-10 Nomination and selection of the highest governance organ	64-69
	2-11 President of the highest governance organ	64-69
	2-12 Assignments from the highest governance organ in impact control management*	19-23, 64-69
	2-13 Delegation of responsibilities for impact management	19-23, 64-69
	2-14 Assignments from the highest governance organ in sustainability reporting*	The decision-making process in our organization occurs from a discussion in several instances. ChildFund Brazil is led by a General Assembly, a Board of Directors and a Tax Council, and also has Advisory Committees. The councilors are professionals with different profiles and backgrounds, who support the executive group in strategic decisions. The report was prepared as an unfolding of material themes validated by the institution's top management. Such leaderships, in addition to internal leaderships from the country office, contributed to guidance, supply of information, and approval to document.

GRI Standards	Content	Page/URL
GRI 2: 2021 Overall contents	2-15 Conflicts of interest*	The organization analyzes possible situations of conflict of interest and deliberates from its values and governance model. We adopt a strong process for internal audit and at locals partners, which identifies situations of conflict of interests and deliberates with the Senior Management Team from the country office.
	2-16 Critical manifestations*	All audiences can access the organization or the leadership directly, in case of critical situations. We have channels for communication with the external audience and internal channels with local partners.
	2-17 Collective knowledge of the highest governance organ	64-69
	2-18 Assessment of performance from the highest governance organ	Not available
	2-19 Compensation policies	ChildFund Brazil follows the compensation policies from the international headquarters, with adaptations to the Brazilian market context.
	2-20 Processes for determining compensation	Not available
	2-21 Total annual compensation ratio	R\$ 3,450,000.00 invested in personnel compensation.
	2-22 Information about the sustainable development strategy*	2-5, 38-47
	2-23 Commitments	The purpose of the organization, as well as its goals and programs, are in general aligned with global commitments, such as UN's 2030 Agenda and the commitments defined by the ChildFund International. Nationally, our key commitments are: 1. To support the development of children in situations of deprivation, exclusion and social vulnerability, enabling them to make improvements in their lives and giving them the opportunity to become youngsters, adults, parents and leaders who will make sustainable and positive changes in communities. 2. To mobilize people and institutions so they work in the valuation, protection and promotion of children's rights in the society. 3. To enrichen the life of supporters through defense of our cause.
	2-24 Internalization of commitments	The organization's commitments are broadly shared with all types of stakeholders, being also present on the routine of internal collaborators.
	2-25 Processes for remediation of negative impacts	We maintain contact and constant assistance to our local partners and probable impacts or negative incidents are immediately analyzed by the SMT (Senior Management Team) and forwarded/remedied according to the needs.
	2-26 Mechanisms for search of information and manifestations*	Not available
	2-27 Compliance with legislation*	We strictly comply with the Brazilian legislation and all labor, environmental and social regulations.
	2-28 Participation in associations	ChildFund works in partnership with 22 local partners, which are mostly social associations that develop our programs and methodologies with communities.

GRI Standards	Content	Page/URL
<b>Engagement with stakeholders</b>		
GRI 2: <b>2021 Overall contents</b>	2-29 Approach for engagement of stakeholders*	56 ChildFund Brazil maintains a close relationship with its stakeholders, which actively participate of the development of social programs and actions targeted at child protection. The organization remains aware of movements from the society and is always open to review its stakeholder selection, including new audiences whenever it considers relevant.
	2-30 Collective bargaining agreements	100% of the employees are covered by collective bargaining agreements.
<b>Material topics</b>		
GRI 3: <b>2021 Material Topics</b>	3-1 Process for determining material topic*	8, 9
	3-2 List of material topics*	9
	3-3 Management of material topics	8, 9
GRI 413: <b>Local communities</b>	413-1 Operations with engagement, evaluations of impact, and development programs targeted at the local community*	24-49
	413-2 Operation with potential significant negative impacts – real and potential – in local communities*	Not available

## Roster

### ChildFund Brasil – Fund for Children

**CNPJ:** 17.271.925/0001-70

**Municipal Registration:** 404447/004-8

**State Registration:** Exempt – National Office

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### ChildFund Brasil

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**Mauricio Cunha** – Country Director

**Joyce Mara** – Senior HR and Culture Manager

**Gabriel Barbosa** – Programs and Advocacy Manager

**Gisele Araujo** – Manager of Marketing and Mobilization of Resources

**Eduardo França** – Finance Manager

**Sofia Rebehy** – Come Play with Me project Manager

**Luciana Almeida** – Sponsorship Manager

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**Advocacy Coordination:** Águeda Barreto

**Social Programs and Child Protection Coordination:** Karla Corrêa

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Documentation and Memory Center from ChildFund Brazil

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