



SUSTAINABILITY REPORT | 2017



ChildFund[®]
Brasil
Fundo para Crianças

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Message from the Direction

Considered to be engineering masterpieces, bridges can have innumerable purposes, but only one goal: to bring two ends closer, creating a bond and establishing communication between them. As we know, in order to build a bridge one needs to have recognized expertise, good technical knowledge and access to the best technologies available. In the social area, it is no different.

We use this metaphor to demonstrate that ChildFund Brasil is a specialist in building social bridges. Our challenge is not to cross rivers or obstacles. We are challenged on a daily basis by the abyss of inequality in our country's social structure.

We see those abysses between social strands, races, ethnicities, urban centers and outskirts. To millions of victims of this historical inequality, nothing seems possible. They lack the very basic: health, sanitation, decent housing, drinking water, education, recreation. We can't just look the other way.

There is so much to be done, isn't there? But we chose to act at the very basis of it all: childhood and youth, the future of our coun-

try. Currently, ChildFund Brasil gives opportunities and contributes to improve the life of 42 thousand children, adolescents and young people who live in deprivation, exclusion and vulnerable situations.

Thanks to the support of our sponsors, donors and volunteers, to our team's expertise, to our strategic partnerships and technological resources, we have been successful in our initiatives. In 2017 we led the way in a process of applied social intelligence that helps us map and integrate the most affected areas in the country, with the highest number of children living in poverty, and connect them with the wealthiest portion of our society. That is the bridge we aim to build.

But in order to build it we need people who are willing, we need hands and minds that believe in a better future and want to transform reality. So, we make an invitation: shall we go together?



Gerson Pacheco
Country Director

Valseni Braga
President

ChildFund Brazil

in Numbers

**GENERAL NUMBERS
(2017 RESULTS)**

8.182



National
Sponsorships



25.545

International
Sponsorships



42.425

Benefited children,
adolescents and youth

140.375



Benefited people
(directly or indirectly)



53

Municipalities

705



Communities

167 

Social projects

 R\$ 29.180.000,00

Invested

 30.771

Benefited families

1.861 

Volunteers

Executive Summary

The pages that follow gather the results of ChildFund Brasil's programs and projects that support thousands of Brazilian children, adolescents and young people living in deprivation, exclusion and vulnerable situations, as well as their families and communities.

This report is a mean to improve our communication with all of the groups connected with us and to demonstrate our commitment to transparency in our actions. The report reveals the maturity of our systems of governance and management as well as our capacity to measure our social, economic and environmental development – the pillars of sustainability.

Have a good reading!

About the Report



OBJECTIVITY AND TRANSPARENCY

In order to reinforce our commitment to transparency and the best practices in accountability, we present a new edition of our Sustainability Report. Published annually since 2015, this document follows the standards of the Global Reporting Initiative (GRI) and is also inspired by the orientations of the International Integrated Reporting Council (IIRC), the most renowned international references in integrated and sustainability reports. The accounting demonstrations are presented according to the orientations of the International Financial Reporting Standards (IFRS) and are limited to ChildFund Brasil.

This document does not detail the resources destined to partner organizations (OSPs) since they are legally autonomous and can receive their resources from other sources

All the information here presented is validated by ChildFund Brasil managers who are therefore responsible for its authenticity.

FOCUSING ON WHAT MATTERS MOST

Seeking to continuously move closer to our stakeholders, we have mapped out the themes considered to be most important for our business which are here called material themes. In 2017, **our stakeholders** were able to manifest

themselves through an online survey that helped ChildFund Brasil identify and prioritize the **five main subjects** appointed by them. This has helped us adjust the focus of this document, reporting our progress, challenges and results of 2017 in line with society's interests. None of the groups pointed out topics or concerns during the engagement process and research.

Sponsors, employees, Assembly and Board members, Local Partners, members of REJUDES National Committee and providers



OUR MATERIAL THEMES

material
theme

- 1 Child Protection / Human Rights
- 2 Social Development Results / Social Impact
- 3 Accountability
- 4 Action in the 2030 Agenda (UN)
- 5 Local Partners Development.

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



317

People responded to the research, of whom:

9,8% Employees

5,4% Local Partners

4,6% Others

1,6% Assembly/Board members

1% Providers

77,6% Sponsors



The online research also revealed the stakeholders' great interest in our beneficiaries' experiences and reports. In response, this document gathers a series of cases, stories and testimonials made by the children and OSPs' professionals, illustrating ChildFund Brasil's purpose, challenges and initiatives.



About ChildFund Brazil

PURPOSE

Mobilize people envisioning sustainable changes in the lives of children, adolescents, young people and their communities, so they can fully exercise their rights as citizens.

MISSION

To support the development of children living in deprivation, exclusion and vulnerable situations so they are able to implement improvements in their lives and have the opportunity to become adults, parents and leaders who will provide positive and sustainable changes in their communities.

To mobilize people and institutions to be active participants in the appreciation, protection and promotion of children's rights in society.

To enrich the life of our supporters by defending our cause.

VALUES

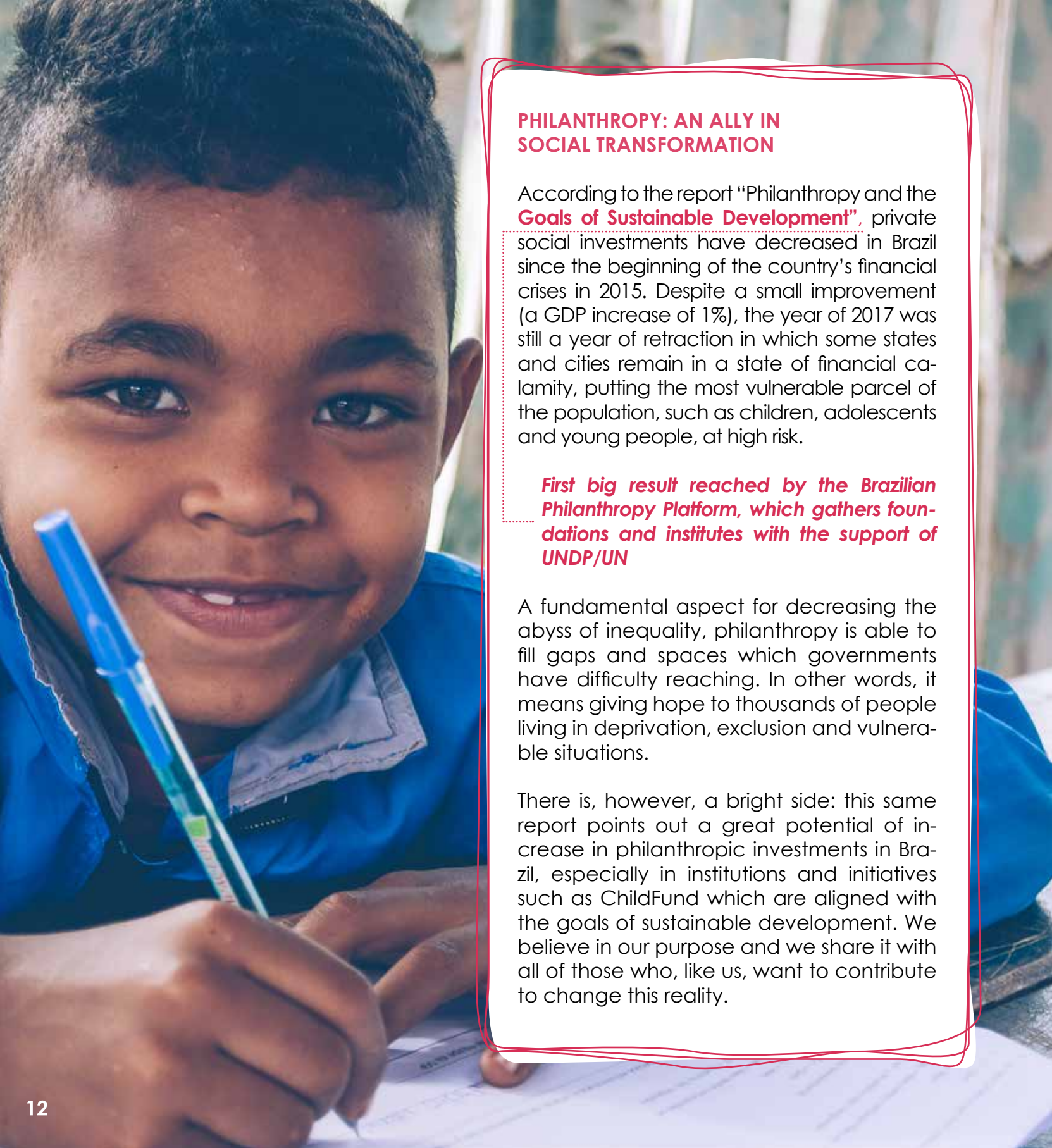
- To promote positive results for the children
- To demonstrate integrity, openness and honesty, especially in the administration of every resource.
- To preserve individual values and respect.
- To defend the diversity of thought and experience.
- To promote innovation and challenge.
- To establish relationships and collaborate proactively.

VISION

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







PHILANTHROPY: AN ALLY IN SOCIAL TRANSFORMATION

According to the report “Philanthropy and the **Goals of Sustainable Development**”, private social investments have decreased in Brazil since the beginning of the country's financial crises in 2015. Despite a small improvement (a GDP increase of 1%), the year of 2017 was still a year of retraction in which some states and cities remain in a state of financial calamity, putting the most vulnerable parcel of the population, such as children, adolescents and young people, at high risk.

First big result reached by the Brazilian Philanthropy Platform, which gathers foundations and institutes with the support of UNDP/UN

A fundamental aspect for decreasing the abyss of inequality, philanthropy is able to fill gaps and spaces which governments have difficulty reaching. In other words, it means giving hope to thousands of people living in deprivation, exclusion and vulnerable situations.

There is, however, a bright side: this same report points out a great potential of increase in philanthropic investments in Brazil, especially in institutions and initiatives such as ChildFund which are aligned with the goals of sustainable development. We believe in our purpose and we share it with all of those who, like us, want to contribute to change this reality.

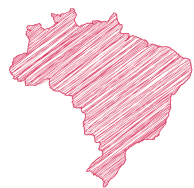
WHO WE ARE

ChildFund Brasil is a philanthropic nonprofit organization present in Brazil for the past 51 years which has a very clear purpose: to mobilize people envisioning sustainable changes in the lives of children, adolescents, young people and their communities so they can fully exercise their rights as citizens. We are certified by CEBAS (Certification for Beneficent Organizations for Social Assistance) which makes us exempt from social security taxes, enabling us to invest even more resources in social development. We are also a member of ChildFund International, an organization present in over 50 countries connected to the ChildFund Alliance, which cares for over 17.5 million people across the world.



An organization member of ChildFund International, established in 1938 and present in over

50 COUNTRIES and connected to ChildFund Alliance.



51 YEARS present in Brazil (established in August 1966)



Headquarters in Belo Horizonte and present in

7 other Brazilian States: MG, CE, PI, GO, BA and RN – all of which present high poverty rates.

In 2017, we have directly benefited

42.425

children, adolescents and young people in areas of social vulnerability.



WHERE WE ARE



• **Belo Horizonte:** the first ChildFund International regional office in Latin America.



• **Fortaleza (CE), Cariri (CE), Vale do Jequitinhonha (MG), Belo Horizonte (MG), Anagé (BA), Santa Luz (PI) e Cavalcante (GO):** strategic field units which monitor the execution of social technologies, programs and projects.



OUR WORKING TEAM:

62

professionals



34

women

28

men



There are different types of Officers at our Field Units: Community Development, Monitoring and Evaluation of Projects (M&A) and Sponsor Relations (Relationship). They support the Local Partners in their capacity-building technical process.

ChildFund Brasil acts as a “learning organization”: a place where all its collaborators are able to not only do their jobs but also learn in their work environment.

Total amount
of training
hours:

3.214 
hours per year

Average of
training hours
per person:

52  
hours per person

AMONGST THE BEST NGOS IN THE COUNTRY

In recognition of its work in social development, ChildFund Brasil was elected by Revista Época magazine and Instituto Doar as one of the top 100 national NGOs to donate in 2017.



Transparent NGO Stamp

An Instituto Doar initiative, the stamp confirms our commitment to integrity, openness and honesty. ChildFund Brasil is amongst the 21 first social organizations in Brazil to fulfill all 10 criteria to receive the Transparent NGO Stamp, chosen after extensive research and data collecting among NGOs.



ENGAGING (MAGIC)

Since 2017 ChildFund Brasil has followed the MAGIC methodology as set by ChildFund International: a group of practices made to engage our staff. In short, our People & Culture department gives our collaborators the necessary support for them to work with: Meaning; Autonomy; Growth; Impact; Connection. The practices of ChildFund Brasil are therefore accomplished with excellence in a healthy work environment. We intend to widen the methodology in the following years to the external audience.

Child Sponsorship

A sponsor gives his / her child the opportunity to achieve emotional, cognitive, physical and social development through ChildFund Brasil's projects. Sponsorship is done through a monthly financial donation in the minimum amount of R\$ 57, which is invested in the fund enabling the execution of activities selected according to the needs of each community. The application of the resources is strictly monitored by computerized systems and guided by a team of competent and audited professionals.



fers of private resources in a planned, monitored and systematic way for social, environmental and cultural projects of public interest. Such actions are carried out by companies, foundations and institutes aiming at sustainable impact and social transformation results.

In partnership with the private sector, we carried out the Children's Safe Drinking Water project, made possible by P&G.

ous social bridges, ChildFund Brasil has partnerships with the ecclesiastical segment, thus adding strength and making alliances that contribute to the missions of both institutions. To improve our relationships with ecclesiastical alliances, we have SEPAL (Serving Pastors and Leaders) as a supporter and partner.

Currently, we have partnerships with three major Churches, which contribute to projects in specific cities and communities:

National Presbyterian Church
Brasília/DF – Santa Luz/PI

Central Baptist Church
Belo Horizonte/MG – Anagé/BA

Baptist Memorial Church
Brasília/DF – Cavalcante/GO

PRIVATE SOCIAL INVESTMENT

Besides the resources obtained through sponsorship, we rely on voluntary trans-

ECCLESIASTICAL PARTNERSHIPS

In order to expand its areas of activity and implement vari-

A SPONSOR GIVES HIS / HER CHILD
THE OPPORTUNITY TO ACHIEVE
EMOTIONAL, COGNITIVE, PHYSICAL
AND SOCIAL DEVELOPMENT THROUGH
CHILDFUND BRASIL'S PROJECTS

MONITORING AND BOND

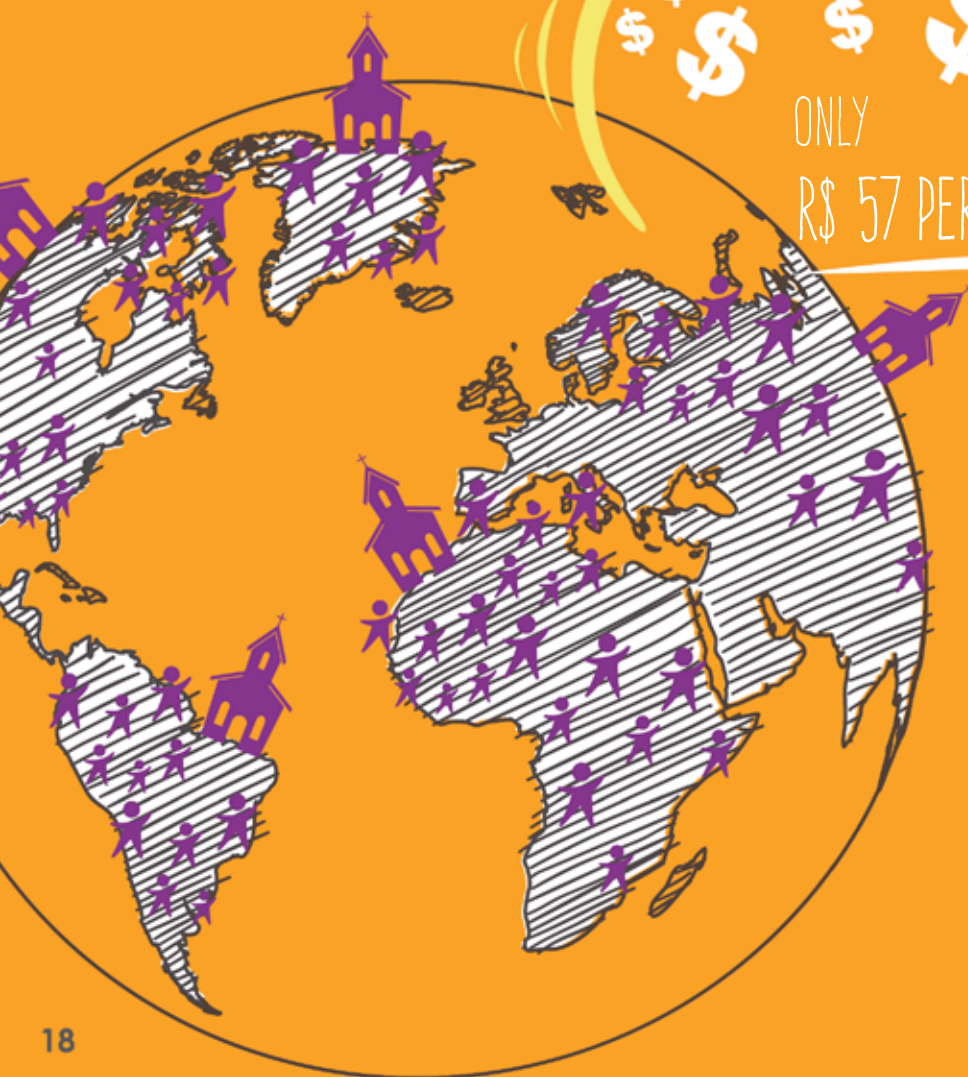
Sponsors receive the Child Progress Report once a year and they can also exchange letters with the sponsored child - always intermediated by ChildFund Brasil professionals to ensure the safety and protection of the children, as well as the sponsor's privacy.

NUMBER OF SPONSORSHIPS

	2015	2016	2017
International	28,656	26,810	25,545
National	8,637	8,540	8,182
Total	37,293	35,350	33,727

The Path to Sponsorship

IT ALL BEGINS WITH THE
DREAM OF CHANGE...



ONLY
R\$ 57 PER MONTH



JOIN THE 33,727
SPONSORS FROM
CHILDFUND BRASIL.

WITH ONLY R\$57 IT
IS POSSIBLE TO
TRANSFORM THE
LIVES OF THOUSANDS
OF PEOPLE.

IN 2017, WE RAISED
R\$ 29.180.000,00



45 LOCAL PARTNERS IN
53 MUNICIPALITIES



33.727
SPONSORSHIPS



42,000 CHILDREN BENEFITED
DIRECTLY AND MORE THAN
140,000 PEOPLE BENEFITED
DIRECTLY AND
INDIRECTLY





SOCIAL INTELLIGENCE

One of the main tools we use in order to accelerate the construction of social bridges is social intelligence. In the past few years we have strengthened our academic and governmental partnerships and made important steps towards overcoming our main challenge: building a system able to map out the inequality abysses and point out possible directions to reduce poverty.

The result came in 2017 with the creation of the Social Intelligence Nucleus (NIS), an intersectional partnership between ChildFund Brasil, PUC Minas and marketing research consulting office R. Garber. It is up to NIS to collect, analyze, interpret and make available the data generated after combining different indexes, in order to subsidize the development of social programs, projects and technology (see page 34). In 2017 NIS made its first big delivery, which is already in use by ChildFund Brasil in order to subsidize social development processes: **an index** mapping and classifying every city in Brazil and highlighting the major gaps in equality. This system allows us to map the most vulnerable cities lacking in initiatives as well as the more developed ones with higher purchasing power. That is how we build our social bridge. It is also possible to compute the number of children and adolescents living in vulnerable situations in each area. The system utilizes as its basis the 2030 Agenda, an action plan developed by the United Nations (UN) for people, the planet and prosperity.



WE CONSIDERED THREE FUNDAMENTAL INDICATORS TO ANALYZE INEQUALITY IN BRAZIL:

- MHDl: Municipal Human Development Index, developed by the United Nations Development Program (UNDP)
- IVS: Social Vulnerability Index, created by the Institute of Applied Economic Research (IPEA)
- IBEU: Urban Well-Being Index, created by The Brazilian Institute of Geography and Statistics (IBGE)

material
theme

Considering the importance of the theme, ChildFund Brasil intensified its operations defending child protection and teenage and children's rights in 2017. With Advocacy in mind, our goal is to influence decision makers to support changes and public policies that are aligned to ChildFund Brasil's mission to appreciate, protect and promote the value of children's rights. Besides, we exercise child protection in direct field activities using social technologies and activities according to the diagnosis reached for each location.

Concerning our Advocacy activities, ChildFund Brasil has become part of the group of civil organizations in the Development and Construction Convergence Agenda, an initiative by the National Ministry for Children

and Adolescents to create an Action Protocol that protects children's rights in the context of large public and private construction works. We have also helped create the Global Partners Coalition to Eradicate Violent Acts Against Children, a network of organizations, institutions and forums working for the defense, promotion and social control of children's rights.



This challenge is in line with UN's Sustainable Development Goals (SDGs) target 16.2, which is to 'End abuse, exploitation, trafficking and all forms of violence against and torture of children'.

CHILD PROTECTION MECHANISMS

Protection mechanisms are components connected to the objective of protecting children, adolescents and young people in a specific context. They are networks or groups of individuals in the community who work in a coordinated way to establish a safe environment. They may assume surveillance; prevention; answer; capacity; coordination and mobilization roles. Technical teams are formed to conduct a qualitative research using rapid participatory diagnostic tools,

thus favoring the engagement of various community actors and helping children, adolescents and young people express themselves.

In 2017, ChildFund Brasil trained 94 professionals from our field units' technical team, nine Local Partners and community leaders to act within their areas towards the protection of children, adolescents and young people. The training process will continue in 2018 for every partner organization.



In order to guarantee our sponsored children's protection as well as the privacy of our donors, our policy does not allow encounters, phone calls and mail exchange between sponsors and children without ChildFund Brasil's or a Local Partner's supervision.



ORIENTING RHYMES WITH PROTECTING

Our conduct towards employees, collaborators, partners, providers and sponsors is guided by our **Child Safeguarding Policy**. O documento traz informações sobre a conduta correta no relacionamento com as crianças e os adolescentes atendidos pela organização. The document gathers information concerning the correct conduct when approaching children and adolescents protected by the Organization. We stimulate and demand that complaints be filed in case of breaches of conduct. All complaints remain anonymous.



Available at :

<https://www.childfundbrasil.org.br/quem-somos/politica-de-conduta-e-etica-para-com-criancas>

OSPS: PARTNERSHIPS THAT TRANSFORM

ChildFund Brasil acts in collaboration with a group of Local Partners (OSPs) responsible to enable our initiatives and implement social technologies and projects in the areas where the Institution is present. In 2017, we worked alongside 45 Local Partners located in 53 different cities and 705 communities in the states of Minas Gerais, Ceará, Rio Grande do Norte, Piauí, Bahia, Pernambuco, and Goiás. Independently managed and locally present our Partners are essential for securing ChildFund Brasil's mission.



Local Partners (OSPs)	Municipality
1. CONSELHO BENEFICENTE DE CRIANÇAS E TRAB. CARENTES DE QUITAIUS	Lavras da Mangabeira/CE
2. SOCIEDADE DE EDUCAÇÃO E SAÚDE A FAMÍLIA	Barbalha/CE
3. ASSOCIAÇÃO UNIDOS PARA O PROGRESSO	Limoeiro do Norte/CE
4. ASSOCIAÇÃO COM CULT EDUC E AGRÍCOLA VALE DO CURU	Sao Luiz do Curu/CE
5. PROJETO ALEGRIA DA CRIANÇA	Caucaia/CE
6. PROJETO COMUNITÁRIO SORRISO DA CRIANÇA	Fortaleza/CE
7. FRENTE BENEFICENTE PARA A CRIANÇA	Fortaleza/CE
8. PROJETO CRIANÇA FELIZ	Fortaleza/CE
9. SOCIEDADE DE ASSISTÊNCIA A CRIANÇA	Milagres/CE
10. ASSOCIAÇÃO COMUNITÁRIA DE ASSISTÊNCIA A FAMÍLIA	Missão Velha/CE
11. ASSOCIAÇÃO COMUNITÁRIA DO GUARANI	Campos Sales/CE
12. ASSOCIAÇÃO RECREATIVA DE SOLONÓPOLE	Solonópoles/CE
13. CENTRO DE APOIO À CRIANÇA	Itapiúna/CE
14. SOCIEDADE DE PROMOÇÃO E APOIO A FAMÍLIA DE ITAPIPOCA	Itapipoca/CE
15. ASSOCIAÇÃO UNIÃO DAS FAMÍLIAS	S. Gonçalo do Amarante/CE
16. CENTRO SOCIAL DE ORÓS	Orós/CE
17. MOVIMENTO DE AJUDA FAMILIAR DE OCARA	Ocara/CE
18. SOCIEDADE DE APOIO À FAMÍLIA CARENTE	Crato/CE
19. ASSOCIAÇÃO DE MORADORES DE CARIRI MIRIM	Cariri Mirim/PE
20. ASSOCIAÇÃO DE MORADORES BAIRROS FRUTILÂNDIA E FULÔ DO MATO	Assú/RN
21. GRUPO DAS CRIANÇAS CARENTES DA VILA SAO CAETANO	Betim/MG
22. GRUPO CRIANÇA EM BUSCA DE UMA NOVA VIDA	Vespasiano/MG

GCRIVA HAS BEEN WORKING IN PARTNERSHIP WITH CHILDFUND BRASIL FOR OVER 30 YEARS. A TRAJECTORY THAT HAS REACHED THE LIVES OF MANY FAMILIES, TRANSFORMING SADNESS INTO JOY! ORGANIZATIONS ARE ASSOCIATIONS OF PEOPLE LIVING IN SOCIETY FORMING A LARGE NETWORK. CHILDFUND BRASIL IS THE KIND OF PARTNER YOU WANT TO HAVE AROUND, WHO GIVES YOU A HAND, GIVES YOU SECURITY, TEACHES YOU TO BE BETTER AND NOT TO GIVE UP! LIFE IS SHORT, BUT IT CAN BE GIGANTIC WHEN YOU HAVE A GREAT ATTITUDE. THAT IS WHAT WE BELIEVE IN AND THAT IS WHY IT IS WORTH BEING A PARTNER OF CHILDFUND BRASIL."

TATYANA GURGEL, SOCIAL AND FINANCIAL MANAGER OF GCRIVA, LOCATED IN VESPASIANO CITY (MG)

Local Partners (OSPs)	Municipality
23. PROJETO CAMINHANDO JUNTOS – PROCAJ	Diamantina/MG
24. GRUPO DE EDUCAÇÃO E DESENVOLVIMENTO DE APOIO AO MENOR	Belo Horizonte/MG
25. CONSELHO DE AMIGOS DAS CRIANÇAS JEQUITINHONHA – CONACREJE	Jequitinhonha/MG
26. ASSOCIAÇÃO COMUNITÁRIA DE PADRE PARAÍSO	Padre Paraíso/MG
27. ASSOCIAÇÃO COMUNITÁRIA DO MUNICÍPIO DE MEDINA	Medina/MG
28. CENTRO SOCIAL APOIO À CRIANÇA E ADOLESC CONJ. PAULO VI	Belo Horizonte/MG
29. ASSOC DE PROMOÇÃO INFANTIL SOCIAL E COMUNITÁR – APRISCO	Virgem da Lapa/MG
30. ASSOCIAÇÃO MUNICIPAL DE ASSISTÊNCIA INFANTIL – AMAI	Francisco Badaró/MG
31. ASSOCIAÇÃO BENEFICENTE DE ITAPORÉ – ABITA	Coronel Murta/MG
32. ASSOC PROM AO LAVRADOR E ASSIT AO MENOR DE TURMALINA	Turmalina/MG
33. ASSOCIAÇÃO RURAL DE ASSISTÊNCIA A INFÂNCIA – ARAI	Berilo/MG
34. ASSOCIAÇÃO COMUNITÁRIA E INFANTIL DE ARAÇUAÍ – ASSOCIAR	Araçuaí/MG
35. ASSOC MINASNOVENSE DE PROM AO LAVR E A INFÂNCIA RURAL	Minas Novas/MG
36. ASSOC CHAPADENSE ASSIT AS NECES DO TRAB E DA INFÂNCIA	Chapada do Norte/MG
37. PROJETO SEMEAR A ESPERANÇA DE CARBONITA – PROSESC	Carbonita/MG
38. ASSOC DE DESENV CRIANÇA E ADOLESC VEREDINHA - ADECAVE	Veredinha/MG
39. ASSOCIAÇÃO JENIPAPENSE DE ASSISTÊNCIA À INFÂNCIA – AJENAI	Jenipapo/MG
40. ASSOC DA CRIANÇA E DO ADOLESCENTE DE ITAOBIM – ASCAI	Itaobim/MG
41. ASSOC RURAL ATEND INFANTO JUVENIL DE COMERCINHO – ARAIC	Comercinho/MG
42. ASS DE ASSISTÊNCIA A CRIANÇA E AO ADOLESCENTE – ASSCAD	Santa Luz/PI
43. ASS DE PROMOÇÃO E ASSISTÊNCIA A INFÂNCIA E JUVENTUDE - ASPAIJ	Anagé/BA
44. ASSOCIAÇÃO FUTURO MELHOR PROFUTURO	Cavalcante/GO
45. PROJETO ÁGUA, CIDADANIA E ENSINO	Curimatá/PI

2030 AGENDA



Social bridges cannot be built on fragile foundations. Especially if that bridge is supposed to bring things closer and contribute to diminish inequalities as massive as the ones we face in our country. Aware of this fact and of our responsibility as an organization, we have based ourselves on the best possible foundation: UN's 2030 Agenda, an action plan developed for people, the planet and prosperity. UN's document gathers 17 Sustainable Development Goals that, if practiced by all countries and organizations,

can contribute to eradicate all forms of poverty, including extreme poverty, which is the world's biggest challenge and indispensable for sustainable development.

ChildFund Brasil is an active contributor to and is fully oriented by the Sustainable Development Goals (SDGs). In 2017 we conducted a study to cross match every one of our initiatives to the 17 SDGs. Six of them were considered highly impactful and a priority to ChildFund Brasil.

WE SUPPORT SUSTAINABLE DEVELOPMENT GOALS



One of ChildFund Brasil's main goals is in this target which includes child protection.

16

PEACE, JUSTICE AND STRONG INSTITUTIONS

16.2

End abuse, exploitation, trafficking and all forms of violence and torture against children.

1

NO POVERTY

2

ZERO HUNGER

4

QUALITY EDUCATION

10

REDUCED INEQUALITIES

17

PARTNERSHIPS FOR THE GOALS



More about Sustainable Development Goals (SDGs): <https://nacoesunidas.org/pos2015/>



GLOBAL PACT

We have been signatories of the Global Pact which contains 10 principals related to the environment, work relations, human rights and combating corruption .

GLOBAL PACT PROGRESS ANNOUNCEMENT – CHILDFUND BRASIL

Human Rights Principals

1 *To respect and protect human rights;*

2 *To stop violations of human rights;*

ChildFund Brasil defends human rights and advocates primarily defending the rights of children, adolescents and young people living in deprivation, exclusion and vulnerable situations. All our efforts target this goal.

Labor Rights Principals

3 *To support freedom of association in the workplace;*

4 *To extinguish forced labor;*

5 *To extinguish child labor;*

6 *To eliminate prejudice and discrimination from the work environment;*

Our organization works against child and forced labor on a daily

basis through social technologies as part of our strategies towards social development. We also support our employee's associations and our policies guarantee an ethical work environment. We also conduct surveys in order to establish the level of satisfaction within the organization.

Environmental Protection Principals

7 *To support a preventive approach to environmental challenges;*

8 *To promote environmental responsibility;*

9 *To encourage technologies that do not harm the environment.*

ChildFund Brasil is committed to be a paperless organization, meaning that we work towards reducing the use of paper in our offices in every department, reducing our impact on the environment which is already virtually non-existent, considering our core

activity is social development. Apart from that, we also develop educational projects within our communities, such as the "Children's Safe Drinking Water" project which brings drinking water to children at Vale do Jequitinhonha.

Principals for Combatting Corruption

10 *To combat all forms of corruption including extortion and bribery.*

Our organization implements policies to fight corruption (Code of Business Conduct and Ethics), produces transparency reports, undergoes national and international audits, audits its Local Partners and has an anonymous complaint channel called Whistleblower. In addition, the organization works with Compliance practices.



More about Global Pact:
<http://pactoglobal.org.br/>

Sustainable Business Model

CAPITAL

1. Physical

- Headquarters in Belo Horizonte
- 7 Field Offices

2. Human

- 56 employees and 6 interns, in a total of 62, with interdisciplinary skills

3. Intellectual

- Social Technology
- Intervention Models
- Governance

4. Financial

- Resources for sustainable social change: R\$29.180.000,00

5. Social and Relational

- Partnerships
- Community Relations
- Strategic Alliances

MISSION AND VISION

Governance

Opportunity and risk

Input

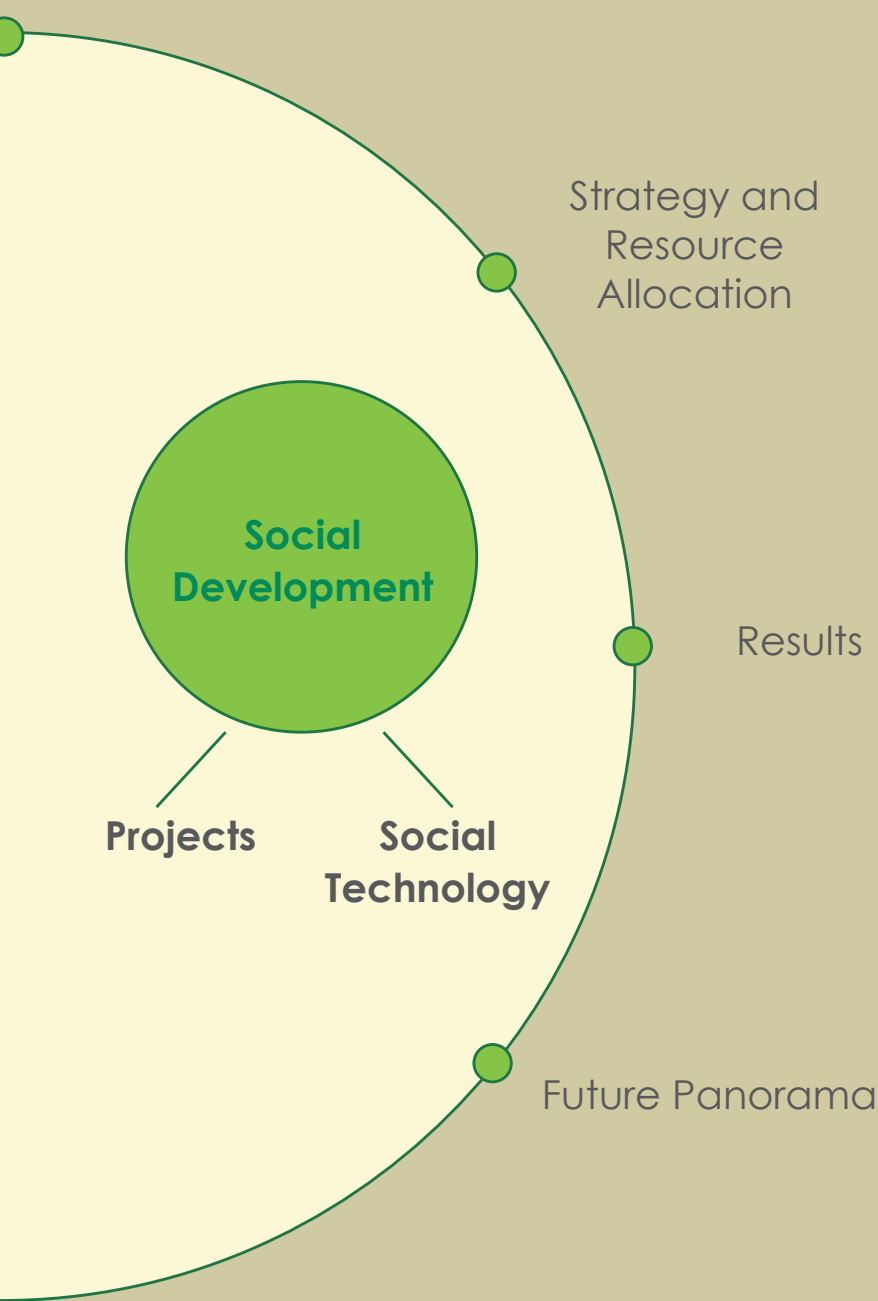
Performance

Fundraising

Sponsors

Companies

Sponsorship / Projects



IMPACT:

Assisted Children:
42.425

Benefited Individuals:
140.375

Municipalities:
53

Projects:
167



Corporate Governance

It wouldn't be possible for us to reduce inequality and change the lives of children and young people without a management that is ethical, mature, responsible, and transparent. These are the basis for ChildFund Brasil's corporate governance policies. One of our premises is to seek excellence in our management processes so that social investment is treated with seriousness and produces measurable sustainable results.

The decision making process goes through various levels, guaranteeing even more security to it. The organization is headed by a General Assembly, an Administration Board and a Fiscal Board. The **board members** are professionals from different areas and backgrounds who support our executive department in strategic decision making. Our National Director, Gerson Pacheco, is responsible for the executive management of the Institution and responds to the Board. It is up to its members to monitor and guarantee that ChildFund International's Code of Business Conduct and Ethics and ChildFund Brasil's policies are applied in every process.

All board members are volunteers and receive no form of payment

ADMINISTRATION BOARD 2015/2018

Valseni José Pereira Braga - President
Rosber Neves Almeida - Vice-President
Gilson Souto de Magalhães - First Treasurer
Ednilton Gomes de Soárez - Second Treasurer
Navantino Alves Filho - First Secretary
Elisabete Waller - Second Secretary

GENERAL ASSEMBLY

Ami Ribeiro de Amorim*
Antônio de Pádua Pelicarpo
Davidson Freitas
Ednilton Gomes de Soárez
Elisabete Waller
Geraldo Caliman
Gilson Magalhães
Guilherme Soárez
Herbert Borges Paes de Barros
João Bosco Fernandes
José Júlio dos Reis
Luiz Alexandre de Medeiros Araújo
Maria do Perpétuo Socorro França Pinto
Natalia Jereissati
Navantino Alves Filho
Othoniel Silva Martins
Paul Bode
Rosber Neves Almeida
Valseni José Pereira Braga

* Counselor Ami Ribeiro de Amorim left the Assembly in November 2017.

FISCAL BOARD 2015/2018

HOLDERS

Guilherme Soárez
Luiz Alexandre de Medeiros Araújo

ALTERNATES

José Júlio dos Reis
Davidson Freitas
Antônio de Pádua Pelicarpo

TRANSPARENCY

Stability, transparency and integrity are ChildFund Brasil's governance cornerstones. We are 100% committed to the efficient and responsible use of the resources made available by our donors. All of them have access to periodical accountability reports through our website as well as our yearly reports, fiscal demonstrations and results in social development.

ChildFund Brasil's management undergoes internal and external audits in order to ensure transparency when dealing with our resources, avoid conflicts of interest and monitor our social investments. In 2017, the company R&R Auditoria was responsible for ChildFund Brasil's audits after which they released an **unqualified report (clean report)**.

EXCELLENCE

ChildFund Brasil works so that all of its work fronts are executed with excellence. In order to do so, we observe the market's best policies and count on our reliable partners to better our processes and results. Some of our most important partners are Fundação Dom Cabral (FDC), Pontifícia Universidade Católica de Minas Gerais (PUC-MG) and Sistema Batista de Ensino.


The institution is also a member of three large forums: Grupo de Institutos, Fundações e Empresas (GIFE), a nonprofit organization that gathers the country's major social investors; Instituto Brasileiro de Governança Corporativa (IBGC), a nonprofit organization which is Brazil's greatest reference in corporate governance development; Programa de Organizações Sociais (POS), connected to Fundação Dom Cabral (FDC) and FUNDAMIG.



AN UNQUALIFIED REPORT (OR CLEAN REPORT) IS ISSUED IN THE FOLLOWING CONDITIONS:

- Examination conducted in accordance with generally accepted auditing standards.
- Financial accounting statement in accordance with the fundamental principles of accounting.
- Financial accounting statements containing all the necessary information, in accordance with the facts of the fiscal year.

CHILDFUND BRASIL WORKS ACCORDING TO THE BEST POLICIES IN THE MARKET, CONSOLIDATED GOVERNANCE AND THE SUPPORT OF OUT LOCAL PARTNERS (OSPS).



“Since my childhood, I’ve participated in the activities of the Projeto Comunitário Sorriso da Criança, a local organization supported by ChildFund Brasil. At that time, it was possible to perceive the importance of the institution in my life and the life of other people in the community. I have already participated in arts, karate, muai thay, choir and other activities offered by the library, where I found myself, because I discovered in literature a tool for self-knowledge and social transformation. The organization was very important in my life, because I had access to several spaces of discussion and a world of knowledge that even made it possible for me to be accepted to the pedagogy course of Federal University of Ceará state. ChildFund Brasil and this local partner have awakened in me the will to continue contributing to my community. The feeling that remains is gratitude.”

SÂMIA, 22 YEARS OLD, AND SPONSORED BY
CHILDFUND BRAZIL SINCE 10 YEARS OLD.





Social Technologies: The Right Tools



CHILDFUND BRASIL WORKS WITH 11 SOCIAL TECHNOLOGIES ALREADY DEPLOYED IN 45 LOCAL PARTNERS.

In order to build safe, solid and strong social bridges, ChildFund Brasil has very important tools: Social Technologies. They are products, techniques and projects whose methodologies are systematized by surveys and constant evaluations that can be replicated anywhere. They are developed from the interaction and sharing of knowledge between different members of society, including the members of the communities served. The technologies enable social development on a large scale, meeting the demands of education, food, energy, housing, income, health, environment and others.

ChildFund Brasil works with 11 social technologies already deployed in 45 Local Partners. The first step for implementing the technologies is to carry out a diagnosis to understand the main demands and challenges of the community. After this active listening, the ChildFund Brasil team indicates and develops the technologies that best integrate the local reality, taking into account economic, social, political and environmental necessities.



SUPPORT FOR ORGANIZATIONS

At each ChildFund Brasil field unit there is a Community Development Officer who develops actions with the Local Partners (OSPs) to ensure organizational policy and child protection in view of the human development of children, families and communities. The Officer also provides assistance implementing national office programs and training the partners involved in management, program evaluation and networking.

We also have a Monitoring and Evaluation Adviser to the Local Partners (OSPs). He is responsible for verifying the financial indicators, activities and beneficiaries, as well as conducting training on Project Management for their technical staff.

The field units also count on a third advisor, the Sponsor Relations Officer, who trains and attends to the organizations on the sponsorship process. The intention of the field units

is to be able to identify which children can be sponsored, to identify the circumstances that require shutdown procedure and to apply the Child Protection Policy when the child and the sponsor exchange correspondence. The Sponsor Relations Officer also works so that the bond is authentic and transformative for the child and for the sponsor.

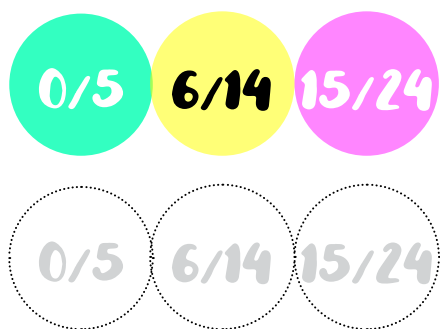
THE NUMBERS SPEAK FOR THEMSELVES

In 2017, there were more than 140 thousand beneficiaries (direct or indirect). They are children, adolescents, young people and relatives from 53 municipalities spread across seven Brazilian states. With a total investment of approximately R\$ 29 million and the support of 45 Local Partners and 1861 volunteers, ChildFund held 167 projects involving sports, educational and cultural workshops, community meetings, therapy groups, lectures and other activities.

WITH A TOTAL INVESTMENT OF
APPROXIMATELY R\$ 29 MILLION AND THE
SUPPORT OF 45 LOCAL PARTNERS AND
1861 VOLUNTEERS, CHILDFUND HELD 167
PROJECTS INVOLVING SPORTS, EDUCATIONAL
AND CULTURAL WORKSHOPS, COMMUNITY
MEETINGS, THERAPY GROUPS, LECTURES AND
OTHER ACTIVITIES.

The program strategy is aligned with the mission and values of ChildFund Brasil and ChildFund International, conducted by the guidelines of the National Social Assistance Policy (PNAS), established by the Unified Social Assistance System (SUAS). In addition, the Local Partners (OSPs) are committed to ChildFund Brasil's Ethical Conduct Policy for Children, Child Safeguarding Policy, Child Protection Policy and also receive financial and technical advisory services to train in social technologies and good management practices, in order to drive results and become sustainable.

Social Development Strategy 2017-2021.



The stamps above identify the three programs of the social development strategy of ChildFund Brasil. In addition, they guide the reading of this document, indicating to which programs each initiative is related.

PROGRAM 1 (0 a 5 years old)

Project templates:

- Sustainability at home
- Caregiving family

Objectives: To ensure that families have access to sustainable livelihoods and to strengthen skills to provide dignity for the full development of children from 0 to 5 years of age.

PROGRAM 2 (6 a 14 years old)

Project templates:

- Healthy and active youth
- Life skills

Objectives: To encourage the leadership and critical thinking of adolescents in healthy spaces, to strengthen family and community bonds as well as to promote a culture of peace with the active participation of the beneficiaries.

PROGRAM 3 (15 a 24 years old)

Project templates:

- Citizen identity and participation
- Personal and professional qualification

Objectives: To strengthen the personal and community identity of young people, improving their self-esteem and increasing their socio-political participation. To promote the inclusion of young people in the labor market and in society.

Projects of Program 1:

71

Beneficiaries of Program 1:

9.551

Projects of Program 2:

50

Beneficiaries of Program 2:

25.840

Projects of Program 3:

46

Beneficiaries of Program 3:

7.034

167



Social Projects

140.375



Benefited people
(directly or indirectly)



42.425

Benefited children,
adolescents and youth

Integrative Community Therapy

The focus of therapy is strengthening family and community bonds through the construction of solidarity networks. This technology is based on five axes: systemic thought, communication theory, cultural anthropology, Paulo Freire's pedagogy and resilience. The proposal is to make a psychosocial interventions to mobilize personal and cultural resources and also establish links between people. In practice, Therapy Circles are ministered based on the methodology axes, supported by the knowledge of the therapists who accompany the sessions and direct them with mindful attention to each participant and to the situations that present themselves. The circles can be formed by a group of people of the same age or the whole community, with no separation based on age or gender.

A SUCCESSFUL EXAMPLE:

Happier child, body and soul!

The Community Association for Family Assistance (ACOFA), located in Missão Velha (CE), has been ministering Circle Therapy for three years. By 2017, about 627 people between the ages of 7 and 68 were served by the ACOFA initiative. The group from 7 to 14 years of age was the highlight, with 20 participants. On the yarnning circle, children and adolescents had the opportunity to tell their stories, able to vent their pain and anguish. In the end, everyone said they felt much better with the help of the therapy, pointing out benefits to their body and soul.

THROUGH THIS TECHNOLOGY, I HAD THE OPPORTUNITY TO SHARE MY INNER ANXIETIES AND BEGAN TO FEEL SAFER, ESPECIALLY BECAUSE I STARTED TO REALIZE THAT THERE WERE PEOPLE WHO CARED ABOUT ME. TODAY I FEEL MORE RELAXED BECAUSE I AM SURE THAT THERE IS ALWAYS A SOLUTION TO MY PROBLEMS", ISRAELA, 14 ANOS, SPONSORED CHILD FROM MISSÃO VELHA (CE).



Social Technology Numbers

1.032

beneficiaries per month
(FROM 5 YEARS-OLD)

58

therapy circles
in the year

60

people on average
per circle

28

**ORGANIZATIONS USING
THIS TECHNOLOGY**

GOLD+

It is a social technology for Financial Education that forms groups of local opportunities that seek solutions for the overcoming of poverty through the exchange of experiences, social mobilization, community solidarity and development of enterprises. The goal is to save money and form a network of solidary economy and cooperation.

A SUCCESSFUL EXAMPLE:

Delicacies that generate income

In 2017, the Recreation Association of Solonópole (CE) created a social and finan-



I NEVER IMAGINED THAT I WOULD LEARN TO COOK SO WELL, MUCH LESS MAKE IT A BUSINESS. THE GOLD + MEETINGS ARE WONDERFUL AND I LEARNED TO WORK WITH PEOPLE, TO LISTEN AND TO SHARE MY IDEAS*, MARIA, PARTICIPANT OF THE RECREATION ASSOCIATION OF SOLONÓPOLE (CE).



cial education group to support a group of 25 mothers. The meetings were usually held once a month and had educational workshops on saving money. At the same time, topics such as women's health, child protection, entrepreneurship, cooking and others, were discussed. During the meetings, several ideas emerged that resulted in collective actions such as the sale of regional dishes, pastries and cakes made by the mothers themselves. Some even learned how to cook. From that experience, two participants decided to open their businesses and now they sell typical dishes at home.

Social Technology Numbers

1.232
beneficiaries per month
(ADULTS)

91
training groups

34
**ORGANIZATIONS USING
THIS TECHNOLOGY**

Ablatoun and Ablateen

I HAVE PARTICIPATED IN AFLATOUN SINCE 2014 AND I LEARNED A LOT FROM IT, ESPECIALLY TO PLAN MY FUTURE FINANCIALLY. TECHNOLOGY ENCOURAGES ME TO SEEK NEW KNOWLEDGE AND ALSO TO CHASE MY DREAMS", NATHIELE, 13, A MEMBER OF AFLATOUN AT SESFA.



The initiative uses financial social education to awaken critical thinking, citizenship and entrepreneurship in children and adolescents. They learn about savings, forms of investing and managing financial resources. From the social perspective, they learn about their rights and duties and are instigated to become involved in the political and socio-economic issues that affect them. Aflatoun is intended for children aged 6 to 14 and Aflatoun for adolescents aged 15 to 18.

A SUCCESSFUL EXAMPLE:

Green Economy

The 48 children who participated in the Aflatoun Club at Family Health and Education Society (SESFA) in 2017 made part of an environmental awareness and citizenship project focused on ecological protection actions, garbage disposal, conscious use of water, among others. During the year, they saved about R\$433 and held, in addition to an ecological tour, a thematic seminar with dance and music presentations.

AFLATOUN

92% of the young people participated of all Aflatoun activities in 2017.

About 25,14% of the beneficiaries have financial savings, and 40,68% have non-financial savings.

Average amount saved monthly by the groups: R\$ 50,19.

54 social enterprises were created in 2017, with the involvement of 897 young people (35% of the total).

AFLATEEN

97% of the young people participated of all Aflateen activities in 2017.

About 11,23% of the beneficiaries have financial savings, and 17% have non-financial savings.

Average amount saved monthly by the groups: R\$ 35,33.

25 social enterprises were created in 2017, with the involvement of 288 young people (36% of the total).

Social Technology Numbers

2.588
beneficiaries
(6 TO 18 YEARS OLD)

121
aflatoun clubs
(6 TO 14 YEARS OLD)

23
aflateen clubs
(15 TO 24 YEARS OLD)

144 *clubs in total*

37
ORGANIZATIONS
USING AFLATOUN

19
ORGANIZATIONS
USING AFLATEEN

Claves - //

By Playing we Get Stronger

Claves acts in the prevention of sexual violence in childhood and adolescence. The Social Technology empowers educators and community leaders so that they act in a playful and upcoming way, preventing and protecting children and / or minimizing the consequences of violence, through the methodology "Playing in the Strength to Confront Difficult Situations". To the families, Claves also promotes the strengthening of affective bonds and relations of coexistence, as well as a culture of "good treatment", which provides an integral protection of children and adolescents.

IN 2017, I PARTICIPATED IN CLAVES - "BY PLAYING WE GET STRONGER" WORKSHOPS. THROUGH PLAYING, I LEARNED TO RECOGNIZE CERTAIN TYPES OF VIOLENCE AND TO DEFEND MYSELF AGAINST THEM. NOW, I KNOW I SHOULD NOT KEEP A SECRET WHEN SOMEONE TOUCHES ME AND THAT MY BODY WAS NOT MEANT TO BE SPANKED, SOLD OR DRUGGED. IT WAS MADE TO SING, JUMP AND HAVE FUN. I AM THANKFUL FOR THE OPPORTUNITY TO ATTEND CLAVES AND BECOME A STRONGER CHILD". INGRID, 10, ATTENDS THE ORÓS SOCIAL CENTER (CE).





Social Technology Numbers

552
beneficiaries per month
(4 TO 11 YEARS OLD)

36
groups

42
**ORGANIZATIONS USING
THIS TECHNOLOGY**

0/5 6/14 15/24

Community Agents

I LOVE BEING AN AGENT BECAUSE I'VE LEARNED TO WORK IN GROUPS AND TO FEEL CLOSE EMPATHY FOR OTHERS. HERE, I GIVE SUPPORT AND I AM ALSO SUPPORTED. TO BE AN AGENT IS TO LIVE IN UNITY, HELPING OTHERS AND SEEKING A SOLUTION TO EACH PROBLEM TOGETHER. IT IS TO HAVE A FEELING OF LOVE, FRIENDSHIP AND AFFECTION FOR THE OTHERS",
MARIA, AGENT FROM FRANCISCA DO SOCORRO NEIGHBORHOOD, IN MILAGRES (CE).



Community Agents can be parents, mothers, young people (at least 18 years old) or leaders who volunteer to act as multipliers and articulators alongside the families from their area. They strengthen family and community ties, contributing to build a stronger and better society in which to live. For this, the animators participate in trainings, workshops and meetings that make them able to visit families, identify problems and promote family awareness about health care, disease prevention, school attendance, etc.



A SUCCESSFUL EXAMPLE:

Agents of Transformation

The 62 volunteers from the Child Care Society (SOAF) of Milagres (CE) are standing out for their community practices. In 2017, they helped 450 families, acting as real agents of transformation. Each agent monitors, on average, 15 families, making the connections between them and the social organization.

Social Technology Numbers

4.637
beneficiaries per month

1.551 *volunteer agents in total*

1.066

benefited children from 0 to 5 years old

2.828

benefited children and adolescents from 6 to 14 years old

743

benefited young people from 15 to 24 years old

38
ORGANIZATIONS USING THIS TECHNOLOGY

Olhares em foco



Olhares em Foco uses participatory photography as an instrument for debate and reflection, creating in adolescents and young people a participatory culture in favor of collective well-being. Young people participate in workshops which, besides teaching about photography, also raise issues of citizenship, identity, rights and duties. The goal is to value their perceptions about their cities and communities. Social technology provides the sharing of ideas, rapprochement with the community, and promoting participation in the public sphere.

A SUCCESSFUL EXAMPLE:

United Community

The participants of the Olhares em Foco technology at Conjunto Paulo VI Social Center in Belo Horizonte (MG), created a documentary about a region that did not have access to basic public policies. This was the beginning of a community mobilization to claim improvements on the area. Then, they made an exhibition - that toured several social spaces of the community – addressing the issue of child and adolescent protection.



OLHARES EM FOCO HAS CHANGED MY LIFE. TODAY I SEE THE WORLD WITH DIFFERENT EYES, I SEE THE EMOTION BEHIND A PHOTO. THE COURSE ALSO HELPED ME MEET NEW PEOPLE AND SEE A DIFFERENT SIDE OF MY COMMUNITY THAT I DID NOT KNOW BEFORE, NATÁLIA, 17, SPONSORED IN BELO HORIZONTE (MG).

Social Technology Numbers

447

beneficiaries per month
(6 TO 24 YEARS OLD)

34

*training
grupos*

33

*organizations using
this technology*

34

**COMMUNITY
EXHIBITIONS**

Little House of Culture



It is a social technology that works for the child's culture and values the cultural identity of the community. Children, young people and families are encouraged to know and relive cultural practices and traditions through music, dance, crafts, games, tales and festivities. The intergenerational coexistence is a fundamental pillar of the methodology, which provides the strengthening of family and community relations and bonds. The activities value regional culture, allowing the feeling of belonging and reinforcing collective and individual identity. Little House of Culture was created by ChildFund Brasil and celebrates 19 years of existence this year, gathering rich stories and testimonials of transformation.

The intergenerational coexistence is a fundamental pillar of the methodology, which provides the strengthening of family and community relations and bonds. The activities value regional culture, allowing the feeling of belonging and reinforcing collective and individual identity.

Little House of Culture was created by ChildFund Brasil and celebrates 19 years of existence this year, gathering rich stories and testimonials of transformation.

SUCCESSFUL EXAMPLE:

Weavers of Tomorrow

The first Little House of Culture of Jenipapense Child Care Association (AJENAI), in Jenipapo de Minas (MG), was inaugurated in 2000. The initiative was so successful that the community wanted to expand the space, transforming the community association of residents of Curtume in an informal Little House of Culture. With the support of AJENAI, several groups were cre-

I AM VERY PROUD TO BE PART OF THE EMBROIDERY GROUP. HERE, I LEARNED A LOT AND IMPROVED MY SKILLS WITH THE DRAWINGS, DIOGO, DESIGNER OF THE EMBROIDERIES OF CURTUME AND SPONSORED IN AJENAI.



I WAS A VERY STRICT MOTHER AND DID NOT LET MY DAUGHTER BE INDEPENDENT. SHE WAS TIMID AND INSECURE BECAUSE OF MY EXCESSIVE DEMANDS. AFTER GETTING TO KNOW THE LITTLE HOUSE OF CULTURE AND PARTICIPATING IN THE MEETINGS, COURSES AND WORKSHOPS, I WAS ABLE TO NOTICED MY MISTAKE AND I BEGAN TO CHANGE. TODAY WE PLAY AND I LET HER BE WHOEVER SHE WANTS. AFTER TWO YEARS BEING PART OF THIS TECHNOLOGY, I CAN SAY THAT I AM A BETTER PERSON. LAST YEAR, I BUILT A LITTLE HOUSE OF CULTURE IN THE TOWN WHERE I WAS BORN AS A FORM OF APPRECIATION FOR EVERYTHING I LEARNED HERE", FLAVIANA APARECIDA, MOTHER OF KETHELLY, 8 YEARS OLD, BENEFITED BY THE GCRIVA

ated, such as the Embroiderers of Curtume, who, in a short period of time, developed a strong work in the community. One curious fact about this project is that the embroidered designs are made by a young man, son and brother of embroiderer women.

A New Way to Communicate

Since 2015, when the Little House of Culture was established in the Group in Search of a New Life (GCRIVA) in Vespasiano (MG), the organization created a new channel of communication with the children. Currently, 300 children participate in activities that are available in morning and afternoon shifts, four days a week.

Social Technology Numbers

2.813
beneficiaries per month

658
benefited children from 0 to 5 years of age

1.706
benefited children and adolescents from 6 to 14 years of age

449
benefited young people from 15 to 24 years of age

22 *Little Houses of Culture*

22
ORGANIZATIONS USING THIS TECHNOLOGY

A SPECIAL HONOR

A social technology is made by people, so they are the greatest treasures - the agents of transformation. Therefore, ChildFund honors here three special characters for the history and success of the Little House of Culture, which completes 19 years this year.

I HAD A FAMILY BY CORRESPONDENCE AND I WAS A SPONSORED CHILD. I PARTICIPATED IN ALMOST EVERY PROGRAM, I LOVED TO HELP OTHERS WRITING LETTERS AND LOVED BEING PRESENT AT CHILDFUND SPACES. WHEN THE PROPOSAL FOR LITTLE HOUSE OF CULTURE CAME TO THE COMMUNITY AND THE POSSIBILITY OF HIRING A PLAYER, I SAW THAT IT WOULD FIT ME. I REALIZED IT WAS THE BEGINNING OF A GREAT OPPORTUNITY FOR OUR CHILDREN. AND TODAY AFTER 15 YEARS I SEE A DREAM COME TRUE BEING EXPERIENCED, IT CAME TO MATCH OUR REALITY, OUR LITTLE HOUSE HAS THE FACE OF THE COMMUNITY. "MARIA APARECIDA MARQUES COSTA OLIVEIRA, (OSP: ABITA), HAS BEEN A PLAYER OF LITTLE HOUSE OF CULTURE FOR 15 YEARS.





"I HOPE FAMILIES WILL TAKE OWNERSHIP OF THIS METHODOLOGY SO THAT A TRANSFORMATION FOR THE BETTER HAPPENS IN OUR COMMUNITY. I HOPE FROM THE BOTTOM OF MY HEART TO SEE OUR CHILDREN, TEENS AND FAMILIES TOGETHER IN SEARCH FOR A BETTER WORLD THROUGH HEALTHY PLAY." MARIA DA ANUNCIACÃO SILVA, (OSP:INSTITUTO GRIASC), HAS BEEN A PLAYER OF LITTLE HOUSE OF CULTURE FOR 14 YEARS.



"I GREW UP LISTENING TO STORIES TOLD BY MY PARENTS AND MY GRANDMOTHER. I HAD A CHILDHOOD WHERE PLAYING AND TOYS WERE PART OF MY DAILY LIFE. SO I'VE ALWAYS WANTED TO TRY TO FIND AND RESCUE THOSE TOYS AND GAMES, IN ORDER FOR TODAY'S CHILDREN TO ALSO HAVE THIS PLEASURABLE MOMENT THAT GREATLY CONTRIBUTES TO OUR FORMATION AND DEVELOPMENT". ELAINE APARECIDA DIAS, (OSP AMAI), HAS BEEN A PLAYER OF LITTLE HOUSE OF CULTURE FOR 16 YEARS.



Fighting for peace

This initiative is present in 25 countries and is based on five pillars: boxing and martial arts, education, employability, social support and youth leadership.

The technology has been used by ChildFund since 2015 to attract young people to the OSPs, promoting empowerment and leadership to get them off the streets. The organizations that want to implement Fighting for Peace participate in a face-to-face training at Complexo da Maré (project headquarters) involving managers, educators and youth. The development of the project is also monitored by a consultant who evaluates the action plan and helps designing strategies and adapting the methodology. Later, the technology is monitored and has its impact evaluated.

SUCCESSFUL EXAMPLE:

Protagonists of the future

In 2016, the local partner Centro Social de Orós, in Ceará, implemented the social technology Fighting for Peace, with boxing and martial arts classes. Since then, difference the project has made in the lives of children and young people (aged 8 to 25 years of age) is very noticeable. In 2017, there were 79 beneficiaries and 23 of them upgraded their (fighting) belts in an exclusive event, on March 12, with the presence of Master Chagas, president of the Hapkido Federation from Ceará, and his team.



I LIVE 17KM AWAY FROM THE TOWN OF ORÓS, IN A RURAL AREA, AND I'VE PARTICIPATED IN FIGHTING FOR PEACE SINCE 2016. IN THE BEGINNING, MANY PEOPLE TOLD ME TO STOP BECAUSE IT WOULD BE TOO TIRING TO STUDY IN A FULL-TIME SCHOOL, LIVE FAR AWAY AND STILL BE PART OF THE PROJECT. BUT I INSISTED AND CONTINUED TRAINING AND STRIVING AS MUCH AS POSSIBLE COULD. TODAY I AM A YELLOW BELT AND I LEARNED LESSONS FOR LIFE. I LEARNED TO HAVE MORE SELF-CONTROL AND TO FIGHT FOR WHAT I WANT. CALLEO, BENEFICIARY OF THE CENTRO SOCIAL DE ORÓS.

Social Technology Numbers

1.957
beneficiaries per month

135
groups

22
**ORGANIZATIONS USING
THIS TECHNOLOGY**

0/5

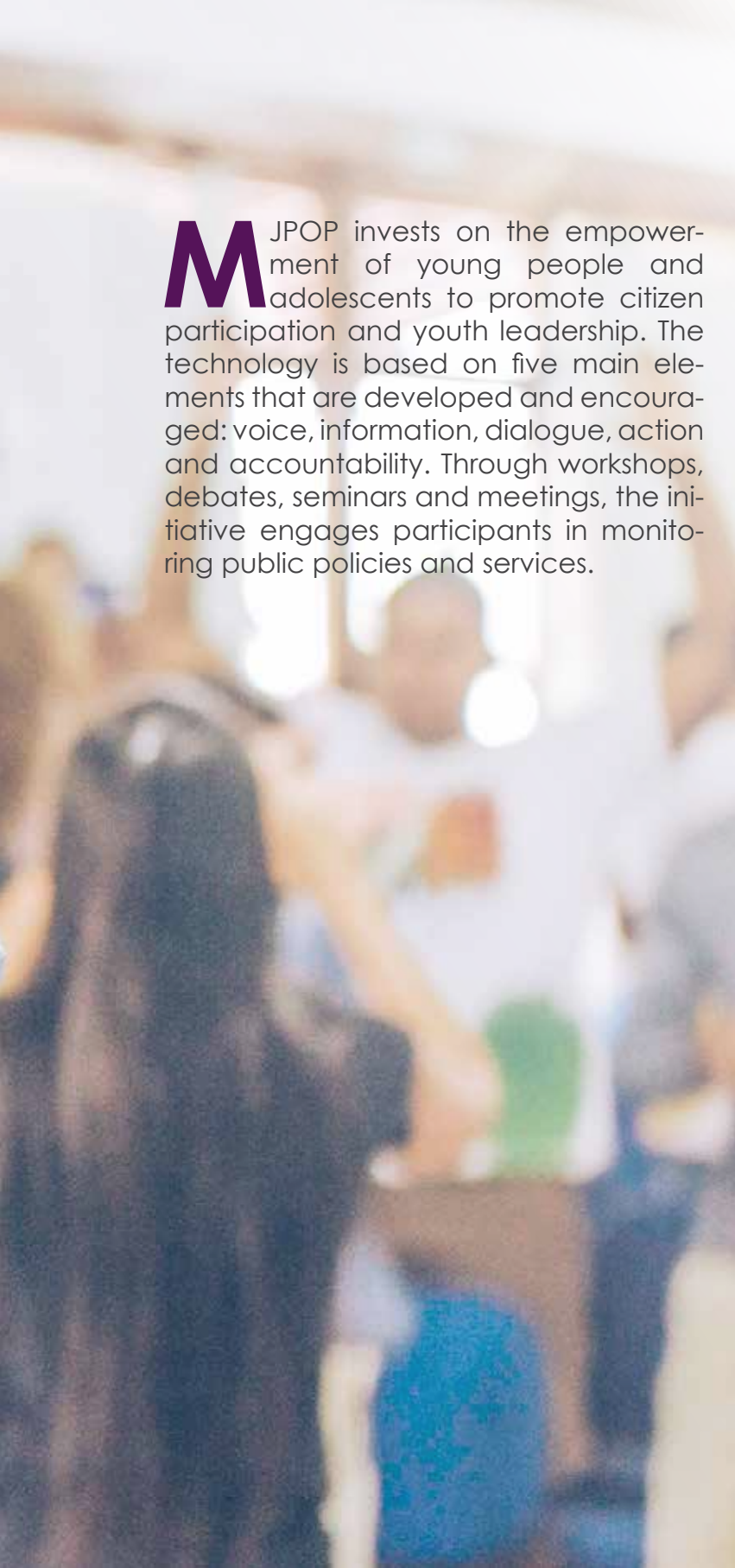
6/14

15/24

GRI 403-1

MJPOP





MJPOP invests on the empowerment of young people and adolescents to promote citizen participation and youth leadership. The technology is based on five main elements that are developed and encouraged: voice, information, dialogue, action and accountability. Through workshops, debates, seminars and meetings, the initiative engages participants in monitoring public policies and services.

Social Technology Numbers

1.098
beneficiaries per month

50
*training
groups*

32
**ORGANIZATIONS USING
THIS TECHNOLOGY**

REJODES



Contributing to the development of young people, promoting authentic involvement in the search and defense of their rights through diverse methods and forms of expression in arts, sports and culture. That is the mission of REJUDES - Rede de Juventude em Defesa de seus Direitos Sociais (Youth Network in Defense of their Social Rights) an initiative present in 36 municipalities in four Brazilian States (MG, PE, RN and CE).

WHERE WE ARE



MINAS GERAIS

Belo Horizonte, Vespasiano, Betim, Araçuaí, Berilo, Carbonita, Chapada do Norte, Comercinho, Coronel Murta, Diamantina, Francisco Badaró, Itaobim, Jenipapo de Minas, Jequitinhonha, Medina, Minas Novas, Padre Paraíso, Turmalina, Veredinha, Virgem da Lapa

RIO GRANDE DO NORTE

Assú

PERNAMBUCO

Moreilândia

CEARÁ

Fortaleza, Barbalha, Campos Sales, Caucaia, Crato, Itapipoca, Itapiúna, Limoeiro do Norte, Milagres, Missão Velha, Ocara, Orós, Quitaiús, São Luís do Curú, São Gonçalo do Amarante, Solonópole

Project Numbers

7.034

Young People Involved

42

Local Committees

4

Regional Committees

1

NATIONAL COMMITTEE

The project began as a an initiative of the Fortaleza Field Office (CE) in June, 2015 and has since then spread to different States. The network mobilizes young Brazilians enrolled in programs offered by the Local Partners (OSPs) in rural and urban areas.

The network promotes active participation and encourages youth to participate in defending and ensuring their rights, and in achieving equality and dignity. The project has three cornerstones: Personal Development, Socio-political Development, and Holistic Development, and is guided by the Youth Statute (Law 12.852/2013) which states that young people have the right to sports, leisure, culture, communication, public safety ant etc.

REJUDES is organized in committees (National, Regional and Local) and articulators (one per field unit). The National Committee is formed by 16 young people, four in each State, and is responsible for representing ChildFund Brasil's youth, for supporting and facilitating national meetings, for planning which themes are most important, amongst other activities. The Regional Committee is formed by four people responsible for developing regional campaigns and endeavors. The Local Committee is formed by four young people from each of our OSPs' projects and is responsible for developing all of its local endeavors stimulating the community involvement of its members.

2030, GT Direitos Humanos e GT Empreendedorismo.



I'M VERY HAPPY TO BE PART OF REJUDES. WE ARE ALWAYS PROMOTING MEETINGS, LECTURES AND ENDEAVORS TO CLAIM OUR RIGHTS, LIKE WE DID WITH THE SPORTS COURT. OUR STRUGGLE IS POLITICAL, SOCIAL AND CULTURAL. LET'S GO FORWARD!"
DAIANE IS 21 YEARS-OLD AND A MEMBER OF REJUDES IN CAMPOS SALES (CE).

WE WANT A SPORTS COURT!

In 2017, the Guarani Generation Youth Committee, a local committee from the town of Campos Sales (CE), mobilized to ask for a multi-sporting court for their neighborhood, Guarani. After discussing and getting to know the laws of their town, they were able to schedule an ordinary meeting at City Council, held on November 24th where they explained how important a sports court would be for the community and delivered a document signed by 1,262 people.



More about this: read REJUDES activity report Rejudes



Olhares - game



First used in a ChildFund Brasil pilot project in 2017, this method was created by social business Social Brasilis in 2015 with the intent of developing business abilities and promote a continuous learning process in young people's careers. The game is based on the journey of Joseph Campbell's hero (the concept of a cyclical journey applied to books, movies and successful stories) with elements from RPG (Role Playing Game).

The player is put inside a playful narrative journey full of challenges which result in works of social impact such as scientific events, exhibitions, tech projects, artistic manifestations, soirées and others. Such actions are built through the dreams and abilities found by the players during the game.

THE GAME IS MADE OF SIX PHASES:

1 The Calling: where the players learn the game and its rules. They are put in the narrative and invited to participate in activities that will reveal their abilities.

2 Knowing your enemy: the players are challenged to find the pains, problems and difficulties – the "enemy" of the social context they investigated. They must come up with ways to overcome them (power of attack) based on their dreams and abilities as heroes.

3 Developing powers: the players must improve their powers of attack (idea). Therefore they must count on the hero's sidekick (an online or present guest) who will help them improve their power parchment (action plan) defining which goals and acti-

vities must be put in action in order to build a project of social intervention.

4 Capitalizing the dream: prep workshop to plan for the execution of the project in their chosen social context.

5 Confronting: executing their projects in the chosen social context. The players defines the dates, duration and locality (within the parameters and institutional agreements they have made).

6 Celebrating the hero: othe heroes have finished their journey and are invited to celebrate it. In this phase, the players have access to evaluation, measurement and communication tools to review their results.

The social educator follows the group on a bi-monthly basis in an experience meeting (ludic workshop) and a week worth of production so they can deliver each phase's virtual challenge. All the people involved enter a collaboration process where everyone is a winner and every challenge is delivered for the wellbeing of the group and the institution. It involves the families and the community promoting a positive local social impact.



Project Numbers

PLAYED BY

130

young people from REJUDES,
AGES 12 TO 23

5

ORGANIZATIONS
USED IT IN

3 DIFFERENT CITIES

Children's Sabe Drinking Water

The initiative was developed through a partnership between ChildFund Brasil and P&G seeking to increase rural communities' access to drinking water. Many towns and villages in rural Brazil still collect their water from unsafe sources such as hand-dug wells, rivers and lakes. In order to reduce people's exposure to diseases and symptoms caused by ingesting impure water, we distribute purifying bags as well as instructions for the families on how to use them. Each 4 gram bag purifies 10 liters of water. You just have to mix the substances for five minutes then wait another five. You then must filter the water through a cloth into another recipient and see that within 30 minutes the bactericidal will react and transform the water, once contaminated, into clear and ready for consumption. ChildFund Brasil has trained volunteers in health and hygiene matters to orient the families.

The project was developed at Vale do Jequitinhonha in the Northeast of the state of Minas Gerais in nine different municipalities - Araçuaí, Berilo, Chapada do Norte, Comercinho, Coronel Murta, Francisco Badaró, Jenipapo de Minas, Medina e Virgem da Lapa.





Project Numbers

4.049.350 *bags distributed
(until December 2017)*

23.740
*benefited people
(until December 2017)*

6.585
*benefited families
(until December 2017)*

188
*benefited
communities*

91
*partner
schools*

R\$ 448.756,55
invested

332
VOLUNTEERS



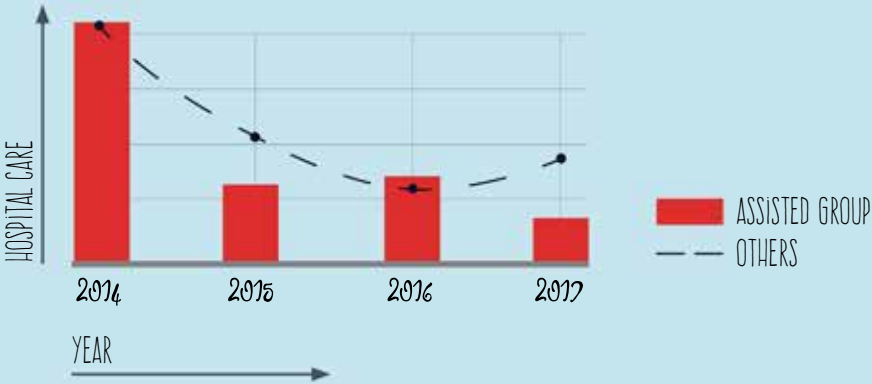
IMPACT EVALUATION
Children's Safe Drinking Water

In 2017 ChildFund Brasil asked the Court of Accounts for a new Impact Evaluation for Children's Safe Drinking Water project in order to verify the results obtained by implementing the method. The analysis was made reviewing the data collected by ChildFund Brasil's field research and the Health Ministry's data on hospitalizations caused by diseases associated with impure water consumption. From this information they have verified the behavior and development of the diseases in the towns assisted by the project.

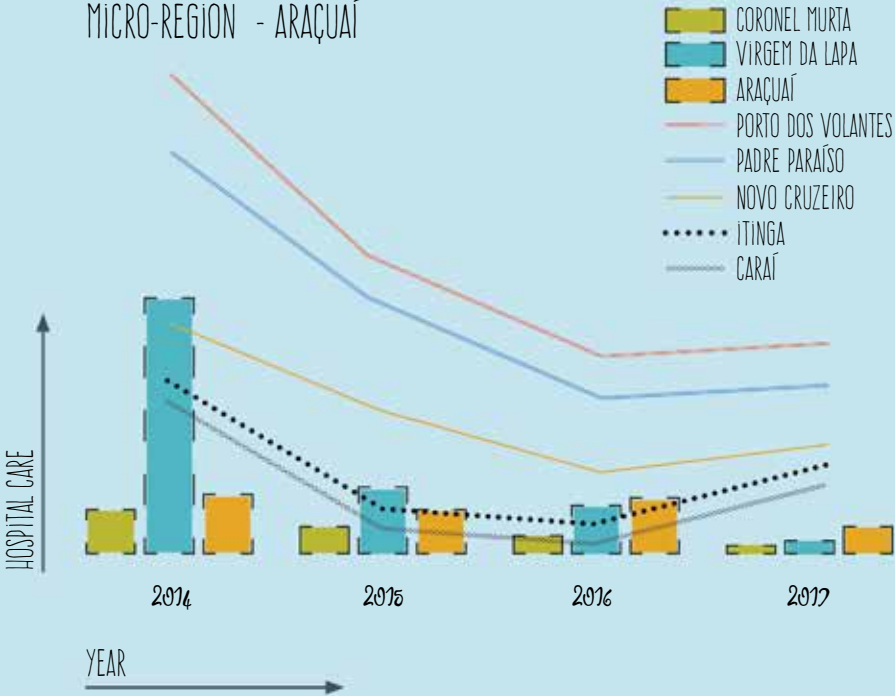
Based on the annual evolution of hospitalizations, it became evident that the initiative directly affected the towns. There were some disparities in the town of Pedra Azul which shall be more thoroughly verified in 2018 .

See the charts (by health area) demonstrating the evolution of hospitalizations both in assisted and not assisted towns.

MICRO-REGION - ARAQUAÍ

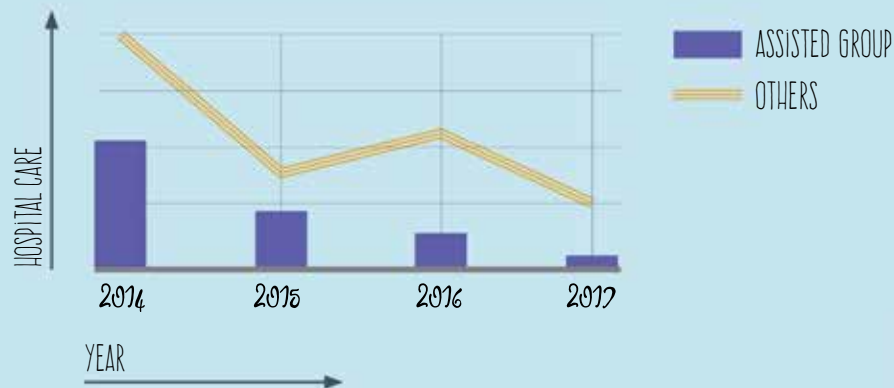


MICRO-REGION - ARAQUAÍ

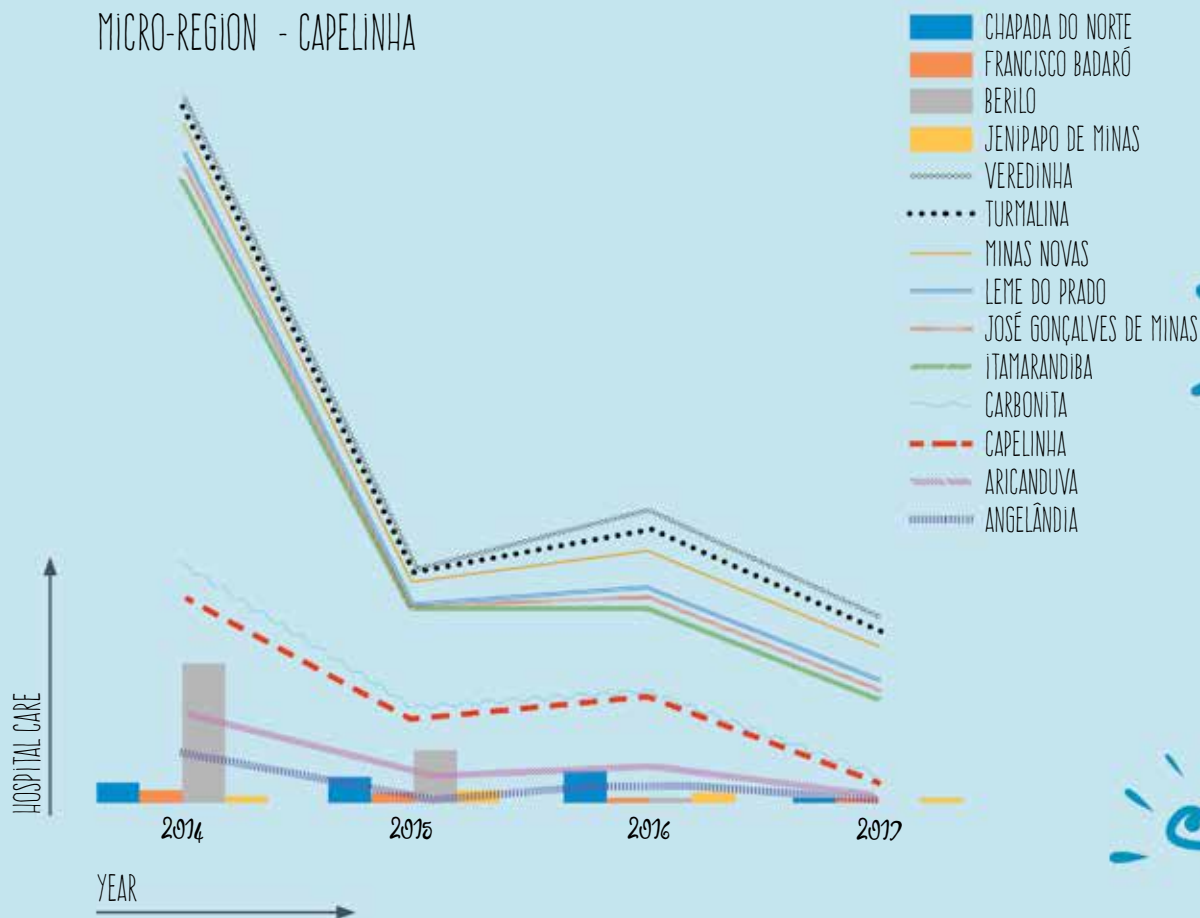


*Graphs by Health Region showing the relationship between hospitalizations in the municipalities assisted by the water purification project and those not assisted, considering the diseases associated with water quality.

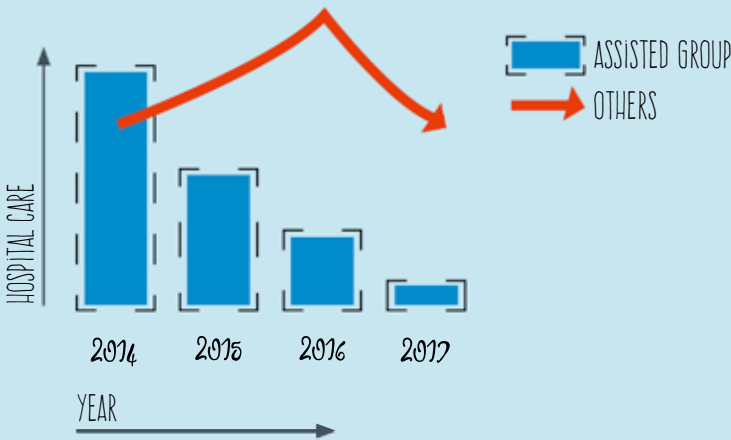
MICRO-REGION - CAPELINHA



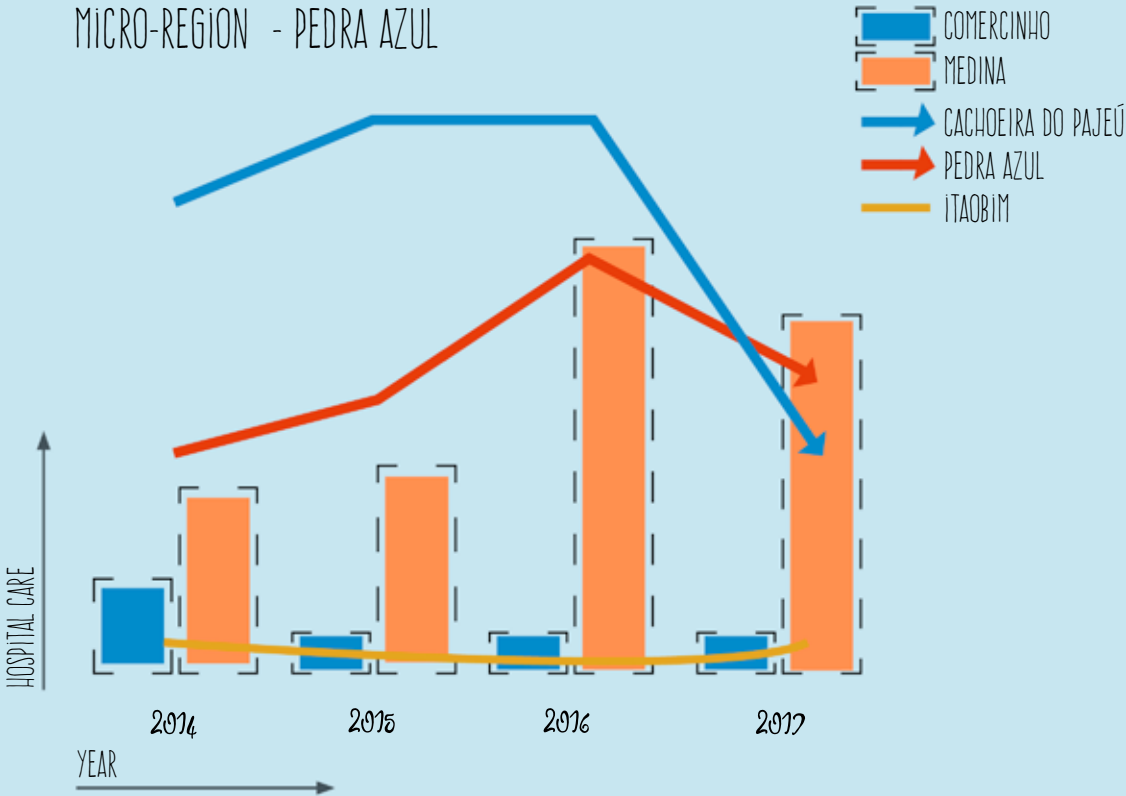
MICRO-REGION - CAPELINHA



MICRO-REGION - PEDRA AZUL



MICRO-REGION - PEDRA AZUL





FORMER EVALUATIONS

In the diagnosis performed in 2016, nine towns were mapped which lacked basic sanitation, causing grave symptoms and health issues that compromised the community's daily life as well as the children's performance in school. The 2016 evaluation demonstrated that the distribution of purifying bags and the educational workshops held in the communities contributed to the decrease of illnesses such as stomach ache, nausea, skin rashes, anemia and others. Besides, it also helped spread the importance of washing one's hands, consuming pure water, taking care of one's nutrition, preserving the environment, etc. All the parameters chosen to evaluate the project showed positive percentages, demonstrating the assertiveness and importance of the Children's Safe Drinking Water project for the communities.



PARTICIPATION MONITORING

The Child Verification System is a monitoring tool made to guarantee the effectiveness of our actions within a community. It is a system that controls the presence and involvement of each child in the activities as well as their health and school performance. Through our Local Partners (OSPs), ChildFund Brasil is responsible for training everyone involved to collect information from every child in each program and project twice a year. The system also provides information and gathers data to support project development and improve our results. This study is also made twice a year.

Social Impact Evaluation

PROJECT PERFORMANCE INDEX (IDP) MONITORING SOCIAL PROJECTS

In the year of 2017 ChildFund Brasil developed 167 social projects for groups from 0 to 5, 6 to 14 and 15 to 24 years of age. Our target audience (0 to 24 years of age) is formed by 52% of girls and 48% of boys. All projects are in line with our social development strategy and the strategic plan elaborated for each locality, totalizing 53 municipalities and 705 communities. To implement these projects we have invested approximately 2,378 million reais.

The projects have shown improvements in all aspects throughout the years. Our success model began with the creation of IDP – Project Performance Index by Cristiano Moura, ChildFund Brasil's project coordinator. The index is formed by a group of sub-indicators which allows us to monitor, control, analyze and recommend improvement tactics.

For better project management we establish goals with a margin for each method,

meaning that each project can present healthy variations that do not interfere with its quality. In 2017 (January to December) our initiatives accomplished 92% of their initial plans. There was a variation of 8% in all deliveries which is completely within the established variation parameters, meaning the projects presented successful management levels.

For this reason, we conclude that monitoring our initiatives was a key element for them to be concluded in a successful manner. Such success drives us to continue the work, reinforcing the importance of project management, giving organizations a better form of planning their actions and resources through the use of the best tools and methods available in the market today. Our methodological base for project execution is PMD-Pro (Project Management Development – Professional 1) created by PM4NGOS to elaborate and manage social projects.




SOCIAL IMPACT

Every three years ChildFund Brasil conducts an impact evaluation to measure programs and projects' results as well as to improve our future actions. The last study was conducted in the second semester of 2015. To know more about our methods, tools and results check out our 2016 Integrated Report (pages 52 to 55).

For our next evaluation period, ChildFund Brasil will conduct a study based on the new Program and Project Matrix (2017/2024). The work is based on Sustainable Development Goals (SDGs), on ChildFund International (CFI) strategies, on National Social Assistance Policy (PNAS) and on Strategic Area Planning (PEA).






“I think the performance of ChildFund Brasil is fantastic. It is a very serious, relevant organization that transforms people’s future.”

“Congratulations for the excellent work that ChildFund Brasil has been developing along with the partners, contributing to the development of children, adolescents and young people.”

“IT IS AN HONOR TO BE A PARTNER IN THIS INITIATIVE. MY WISH IS THAT THE ORGANIZATION COULD HAVE MORE AND MORE SPONSORS TO REDUCE THE NUMBER OF CHILDREN IN SOCIAL VULNERABILITY. I WOULD BE HAPPY IF WE COULD ERADICATE THIS SOCIAL GAP.”



“It is good to see that the organization contributes to the empowerment of young people and children, working with important subjects for them”

“I just want to thank ChildFund Brasil for doing so much for children in need in our country, and I have a wonderful opportunity collaborating with this great task. Congratulations! Go ahead, because the future begins with our children.”



Partnerships that Strengthen Us

* Spontaneous testimonials from ChildFund Brasil's sponsors and partners in our research for this Sustainability Report.

** Identities were preserved for privacy reasons.

Accountability

material
theme

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

Entries/Receivables	INTERNATIONAL	BRASIL	TOTAL
Sponsorship	16,774	5,783	22,557
Gifts for Children	3,253	1,266	4,519
Tax Exemptions	-	706	706
Corporate	563	83	646
Volunteers	-	36	36
Donations	30	446	476
Patrimonial	64	111	175
Others	11	2	13
Total	20,695	8,433	29,128
Resources for Local Partners			
Sponsorship Transfer	11,066	3,272	14,338
Gifts for Children	3,253	1,266	4,519
Corporate Transfer	449	83	532
NSP	8	196	204
Total	14,776	4,817	19,593
Expenses/ Cost			
Social Development	1,852	526	2,378
Sponsor-Child Relationship	1,188	837	2,025
Support	2,613	488	3,101
Fundraising	-	907	907
Tax Expeditions	-	706	706
Program Development	-	209	209
Volunteers	-	36	36
Depreciation	226	164	390
Total	5,879	3,873	9,752



Gri Contents

STANDARD CONTENT	RESPONSE / PAGE
1. ORGANIZATIONAL PROFILE	
102-1 – Name of the Organization	ChildFund Brasil
102-2 – Activities, Brands, Products and Services	p. 13-23
102-3 – Location of the headquarters	Belo Horizonte, MG, Brasil
102-4 – Location of the operations	p. 13,14
102-5 – Ownership and legal form	Legal nature: association of private law
102-6 – Markets served	p. 13
102-7 – Organization size	p. 6,7,28,29
102-8 – Employees information and other workers	p. 14,28,29
102-9 – Supplier Chain	
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	p. 26,27
102-13 – Participation in associations	p. 30-31
2. STRATEGY	
102-14 – Statement of the organization's highest decision maker	p. 4-5
3. ETHICS AND INTEGRITY	
102-16 – Values, principles, standards and behavioral norms	p. 10,28-29
4. GOVERNANCE	
102-18 – Governance structure	p. 30,31

STANDARD CONTENT	RESPONSE / PAGE
5. STAKEHOLDERS ENGAGEMENT	
102-40 – List of the stakeholders	p. 8,9,24,25
102-41 – Collective agreements	100% of employees are covered by collective agreements
102-42 – Basis for stakeholders identification and selection	p. 8,9,16,17,24,25
102-43 – Approach to stakeholder engagement	p. 8,9,16,17,24,25
102-44 – Main topics and concerns raised	No concern
6. PRACTICES OF REPORTING	
102-45 – Entities included in the financial consolidated statements	
102-46 – Definition of the report content and limit of topics	p. 8,9
102-47 – List of Material Topics	p. 8,9
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 scope and reporting boundaries
102-50 – Period covered by the report	2017
102-51 – Date of last report	2016
102-52 – Annual Reporting Cycle	Annually
102-53 – Contact for questions about the report	
102-54 – Declaration of preparation of the report of conformity with GRI Standards.	In Conformity
102-55 – GRI Contents Summary	p. 78,79
102-56 – External Check	No

SPECIFIC CONTENT	RESPONSE / PAGE
MATERIAL TOPICS: LOCAL COMMUNITIES	
GRI 103: FORM OF MANAGEMENT	
103-1 – Explanation of the material topic and its limit	p. 16-23,34-39
103-2 – Form of management and its componentes	p. 16-23,34-39
103-3 – Evaluation of the form of management	p. 68-77
GRI 413: LOCAL COMMUNITIES	
413-1 – Operations with Local Community Engagement, impact assessments and development programs	p. 16-23,40-77





Data Sheet

ChildFund BRASIL

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ChildFund
Brasil
Fundo para Crianças