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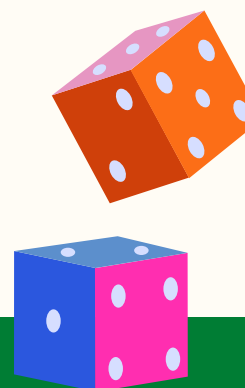
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Education, safety, and wellbeing are built through play

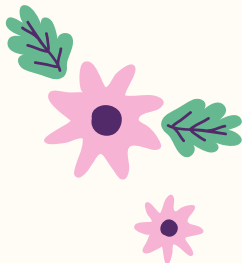


Assemble, disassemble, create, remain, and transform. These can be the movements of a game, like the one in which we become little architects in childhood, but they can also represent the necessary steps to ensure that our society is a safer place to be a child. Play goes beyond momentary fun: it is a vital source for a happier present and future. This is because play takes place in an intermediary space where everyone has a voice: those who play, those who care, and those who wish and dream of a better country.

The importance of play for children's development is widely recognized by scientific research. It is crucial for healthy and balanced growth, covering cognitive, physical, emotional, and social aspects. Cognitively, play stimulates creativity, problem-solving, and critical thinking. Physically, it improves motor coordination and body control, which are essential for physical and academic performance.

Emotionally, it offers a space for the expression and management of emotions, contributing to the development of emotional intelligence. Socially, it teaches interaction, cooperation, and empathy skills, which are fundamental for living together in society.

Play prepares children to face challenges with balance and health. And on this journey between fantasy and reality, ChildFund Brazil invites you **to play with us.**



10 facts about ChildFund® Brasil

1

We contributed to the approval of Law No. 14,826/2024, which recognizes the right to play and positive parenting as strategies to prevent violence against children. The law will incorporate these strategies into public policies to be implemented in several areas, such as education, health, culture, public safety, and social assistance. Through this initiative, **40 million** children were potentially reached.

2

In order to increase awareness, we revitalized the brand, with the approval of ChildFund International, and adopted the new tagline “Creating Futures”. In addition, we strengthened and expanded the relationship with our ambassadors.

3

For the first time, we carried out emergency action in partnership with the Evangelical Alliance. We supported the recovery of children and their families who were victims of the floods in the state of Rio Grande do Sul.

4

We launched the research “Mapping of Vulnerability Factors of Brazilian Adolescents on the Internet”, carried out with almost 8,500 adolescents, and which will be complemented with new chapters in 2025.

5

We launched the Growing with You program, with the aim of supporting the development of children aged 0 to 5 in vulnerable situations.

6

We launched the Environmental Partner Communities project in Maranhão, focusing on sustainability and environmental education. The initiative is carried out in partnership with Archer Daniels Midland (ADM).

7

We improved our relationship with sponsors and donors, establishing a relationship guideline to enhance our communication with stakeholders who are so strategic to us.

8

We strengthened and increased our partnerships with private organizations, diversifying our funding sources.

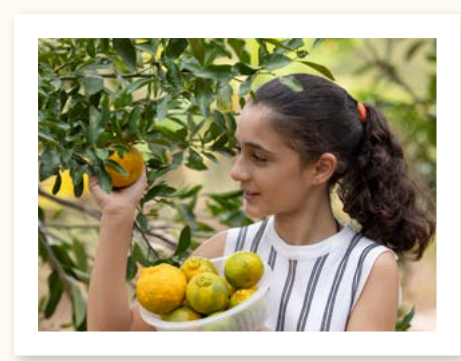
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We participated in COP16, in Riyadh (Saudi Arabia), to promote youth leadership in debates on climate change.

10

We were recognized by the Best NGOs Award for the seventh time as one of the 100 best organizations in Brazil and the best in Minas Gerais.

Overall,
+12 thousand people were benefited.



Shall we play?

In the opening chapters of this report, we will propose games between children and their caregivers with a focus on playful parenting.



About this report

Forbidden word game

For children aged 6 to 8 years

How to play?

In each round, you will decide on a topic. It could be: how everyone's day was, the farmers' market, favorite foods, favorite games, a trip they would like to take, favorite animals, or any other topic.

The person telling the story in the round should start talking about the topic, and the others start asking questions, but the person telling the story cannot say the word "no" or the word "yes" under any circumstances.

Tip: If it becomes too easy, you can include other "forbidden" words that may be related to the topic of each round. Choose topics that everyone knows at least a little about so they can ask questions, but that are mainly comfortable for the person telling the story.



This report

It is with that feeling of euphoria and renewal — typical of those who have spent a lot of energy playing, that we present — our 10th Sustainability Report, highlighting the main advances and challenges faced by ChildFund Brazil in 2024. This edition covers the period from January 1 to December 31 and provides a detailed overview of our actions, social projects, programs, goals, strategies, and the results achieved throughout the year.

New features for 2024 include enhanced reporting on social methodologies, with a special focus on our strategies to defend the rights of children and adolescents. This focus is reflected in the organization of the chapters in this edition. We also provide a more in-depth analysis of our materiality and the criteria that contribute to strengthening the transparency of the report.

This report follows the GRI (Global Reporting Initiative) standard, a global reference in the preparation of corporate performance reports. All information presented has been verified and validated by ChildFund Brazil managers, who are responsible for its authenticity.



Materiality

To build our materiality, our strategy is to continuously engage with our stakeholders, including partners, investors and employees. Based on this ongoing dialogue, we also identify and prioritize topics directly related to one or more of the United Nations (UN) Sustainable Development Goals (SDGs) outlined in the 2030 Agenda. In total, our material topics contribute to 11 SDGs. This correlation is established based on the programs and actions we currently implement, as well as their respective social impacts.

Based on the intersection between our priorities and the SDGs, we have established strategic guidelines aimed at ensuring that children and adolescents have access to fundamental rights, such as:

- Life and health
- Respect and dignity
- Family and community life
- Education, culture, sports, and leisure
- Professional development and protection at work

These priorities are essential to promote the integral development and protection of the rights of children and adolescents, while also aligning our actions with the 2030 Agenda.





Message from the board

The year 2024 marked a significant milestone for ChildFund Brazil. We were recognized as one of the Best NGOs in Brazil, a major step forward in our mission to protect children. Additionally, we played a key role in the enactment of Law No. 14,826/2024, known as the Play Law, which mandates the promotion of play and positive relationships between parents, caregivers, and children as a way to prevent violence. We reached 1.3 million people across 14 states through our programs, humanitarian crisis responses, and campaigns. In the field of ESG initiatives, we seek to consolidate ourselves as strategic partners of companies, generating social impact. In 2025, we will intensify our advocacy work, expand partnerships with governments, religious institutions, and companies, and continue to be alert to opportunities for collaboration. We count on everyone, because, as the African proverb says, "it takes a village to raise a child." Let's be the village!

Maurício Cunha

Country Director of ChildFund Brazil

Point your phone camera at this QR Code to access the full message from our Management.



In 2024, ChildFund Brazil focused on expanding its impact and strengthening strategic partnerships, mainly with companies and philanthropic donors. We sought new donation points and strengthened ties with brands committed to social causes. We also strengthened our image with the launch of a brand book for use in Brazil, which consolidated our visual identity and mission. We also launched the campaign "Bet on Children - The Return is Guaranteed", with the aim of engaging influencers and raising awareness about our cause. We participated in strategic events, especially focused on ESG, to expand our network of partners and attract new resources. With 43% of our donors coming from faith-based institutions, we created the "Guardian Church" course, in partnership with the Order of Baptist Pastors, to train religious leaders in child protection. These actions are just one part of a long journey, and our commitment to protecting children remains firm in 2025.

Elisabete Waller

Chairman of the Board of Directors

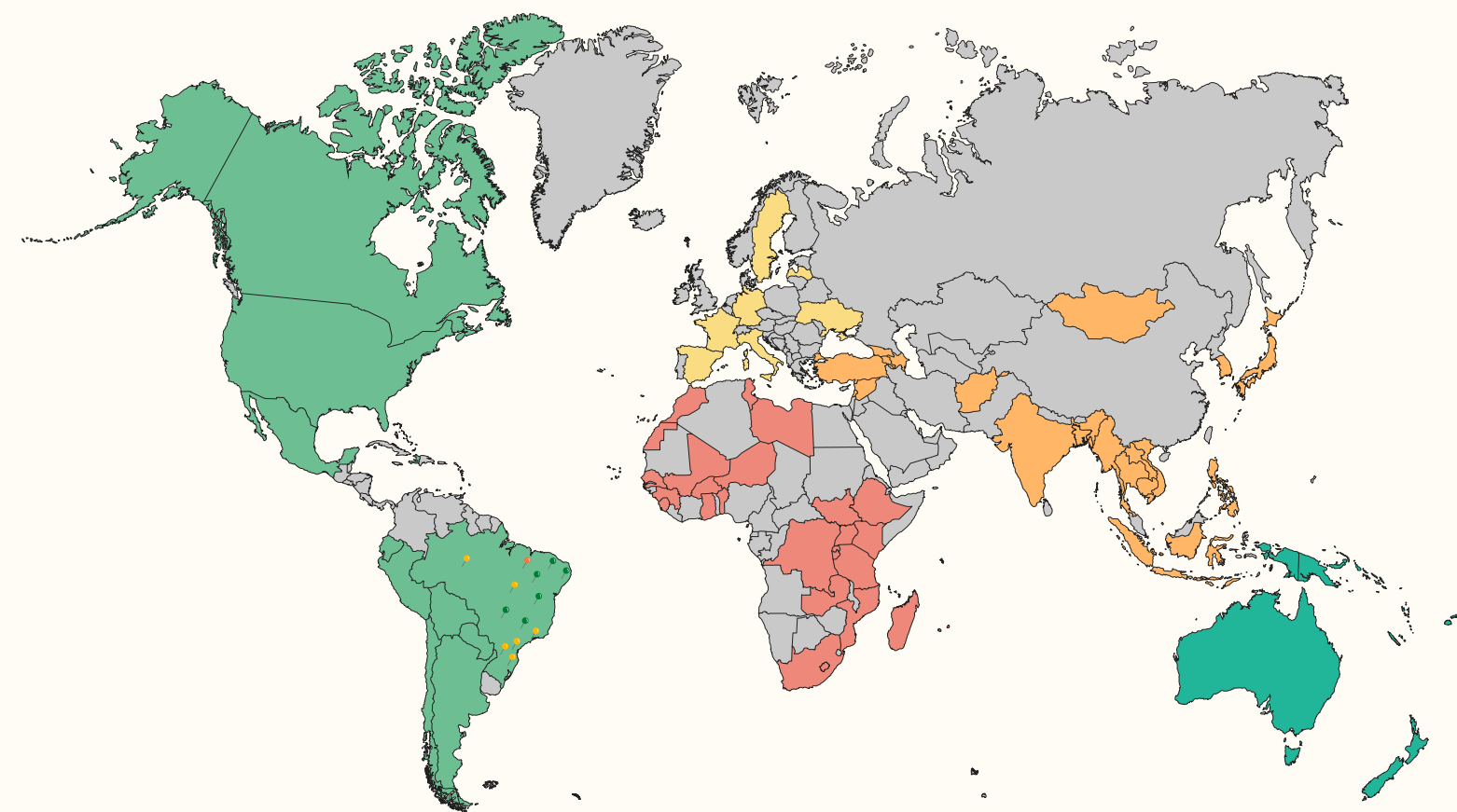
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Who we are

At ChildFund Brazil, we work to promote the integral development and guarantee the rights of children, adolescents and young people in situations of vulnerability, deprivation and social exclusion. We are part of an international network associated with ChildFund International, which is present in more than 70 countries and positively impacts the lives of 24.3 million children and their families.

Based in Belo Horizonte (MG), over the course of 58 years of our history, we have impacted thousands of families, children, adolescents and young people. Our work is based on a commitment to development, social justice, quality education and the strengthening of support networks to ensure that every child, young person and adolescent has the opportunity to grow up in a safe and healthy environment.



In total, we achieved

41K

families, through social programs



Of this total,

+83K

are children, teenagers, and young people reached through social programs



97

municipalities reached throughout Brazil



Partnership with

32

social organizations

22 Local Partner

10 "Seal" organizations



1.3 million

people reached in Brazil*

*189,000 people benefited through programs and humanitarian crises responses

Results 2024



58

years of experience



11.191

national sponsorships



1.335

volunteers



15.600

international sponsorships



40 million

children potentially reached with the sanction of the new law, which establishes the right to play and playful parenting as strategies to prevent violence against children

Direct action in

9 states in Brazil:

Bahia, Ceará, Goiás, Minas Gerais, Paraíba, Piauí, Maranhão, Rio Grande do Sul* and São Paulo

*Action on the emergency front.



Results of the 1st “ChildFund Local partner Seal” call for applications:

In 2024, we will begin working with 10 Local Partners selected by public notice to learn through in-person and digital approaches and to be able to reach more children across Brazil.

10

selected Local Partners

Methodologies and courses:

12.514

participants

Orange May Campaign:

1.124.888

people reach

34

new municipalities reached

Investment:

R\$300 K

5

new states reached: Amazonas, Tocantins, Rio de Janeiro, Santa Catarina and Paraná





Social programs



Who am I?

For children aged 8 and up

Materials: pencil and paper

How to play?

The game starts when each person writes the name of a character or animal on a piece of paper and places it on the forehead of the person next to them. That person cannot know what is written. The objective of the game is for each participant to have a character and have to guess which one is written on the paper they placed on their forehead.

In each round, each participant can ask a question to get clues about who or what animal is written. The first person to guess correctly wins the game!





How we overcome challenges and put the ball in the net

At ChildFund, the Programs area is responsible for managing programs, projects and social methodologies aimed at improving the quality of children, adolescents and young people in situations of deprivation, exclusion or social vulnerability. Guided by this mission, we conduct in-depth assessments of the needs and challenges of the communities we serve or may serve in the future, which allows us to develop tailored programs, taking into account the economic, social, cultural, and environmental aspects of each unique context.

The profile of the families we impact is made up of people living below the poverty line – with an income of up to half the minimum wage.

To structure our programs and projects, we adopt a planning method called Theory of Change. This methodology guides us in creating effective solutions that meet the specific needs of each context, ensuring that the development of children, adolescents and young people is promoted in an integrated and lasting way.



Our advisors

In recent years, ChildFund Brazil has strengthened its partnerships with academia and the public sector, making significant progress towards our greatest challenge: building a robust system that maps social inequalities and identifies solutions to reduce poverty. The main guide for our actions is the Social Intelligence Center (NIS), the result of an intersectoral partnership between ChildFund Brazil and PUC Minas.

Since 2017, the NIS has had the mission of collecting, analyzing and interpreting data based on a combination of indicators and indexes, with the aim of supporting the development of programs and projects. With this approach, the Center contributes to the improvement of intervention strategies and the design of more effective public policies to combat inequality and poverty.

Multidimensional Poverty Index (MPI)

The Multidimensional Poverty Index (MPI), developed by the United Nations Development Program (UNDP) in collaboration with the Oxford Poverty and Human Development Initiative (OPHI), aims to provide support for analyses and actions aimed at reducing poverty. The NIS adapted this index, creating Brazil's first indicator dedicated exclusively to assessing the multidimensional poverty of children aged 0 to 11 years old, at the municipal level. The MPI underwent a major review in 2024. The update included the household income indicator, improving the view of multidimensional poverty.

Food Insecurity Index

The Food Insecurity Index estimates the proportion of people in Brazil who do not have continuous and sufficient access to food, in quantities and quality adequate to their needs. Measured using the Brazilian Food Insecurity Scale (EBIA), the index reveals which municipalities face the highest percentages of the population in a situation of food insecurity in the country. The big difference in this study is that it is the first to be made available on a municipal scale, while studies by other institutions, such as the IBGE, prioritize analyses at the state level.

Infant Mortality

The Infant Mortality indicator measures the number of children who die before reaching the age of five, for every thousand live births. This study allows us to identify and visualize which municipalities have the best and worst infant mortality rates in Brazil, considering the moving average of the last three years.

Research:

Mapping the vulnerability factors of Brazilian adolescents on the internet

The research on mapping the vulnerability factors of Brazilian adolescents on the internet aims to map risks, abuse and sexual exploitation in the digital world. By generating this knowledge, we are not only recognizing the weaknesses of this audience, but also building a risk diagnosis based on their interaction trajectories, both offline and online. This diagnosis can guide the creation of child and youth protection actions.

ChildFund, together with local partners, interviewed more than 8,000 students up to 18 years old in all states of the country

to look for patterns in online behavior and assess safety in the digital environment. With this data, the first index of vulnerability to sexual violence in the country was created, which identified the South region as the one where young people are most exposed to these attacks.

This research is essential for the development of more effective public policies, aimed at protecting and educating children and adolescents about the dangers of the internet, including families in the process of awareness and prevention.

The research began to be conducted in 2024 on two fronts:

1. Quantitative Front:

We collected data on the number of children and adolescents who are victims of abuse, analyzing factors such as the time spent using the internet.

2. Qualitative Front:

With the data collected, our goal is to diagnose the problem accurately, and then propose practical solutions and public policies that can effectively prevent online violence. By mapping the paths taken by children on the internet, we will be able to better understand the vulnerabilities that they do not recognize and, thus, create protection mechanisms.

Main results found:

- More than a third of the adolescents surveyed have already suffered sexual violence online.
- The average internet use of most adolescents is more than four hours per day (in addition to schoolwork), a number well above the recommendation of the Brazilian Society of Pediatrics, which is up to 3 hours.
- Adolescents who access more than one application are 8 times more likely to suffer deliberate violence.
- 25% of victims stated that their contact with the aggressor began through online games. However, most adolescents stated that they felt more insecure on social media, reporting that 55% of the aggressors used chat applications, such as Whatsapp and Telegram, to commit the crimes.
- Most victims are adolescents who do not identify with the female or male gender. Younger girls are also more vulnerable.
- The likelihood of becoming a target of a sexual aggressor also increases with the time the adolescent is exposed to the internet. Those with eight or more apps on their cell phones have an almost 100% chance of already being monitored by predators.
- Regarding the profile of the aggressors, the research indicates that they are mainly male and 14% of them live in the same city as the victim.



Learn more

For more information about the research, visit our website.

Learn more



Strategic partnerships: the role of Social Organizations in ChildFund Brazil programs

ChildFund's work is carried out in close collaboration with its Local Partners (LPs). We work alongside 22 non-profit, community-based institutions that have in-depth knowledge of the specific needs of each community. These entities, responsible for serving the children enrolled in the sponsorship program, implement the objectives of our social programs in the field through partnership agreements established with ChildFund Brazil.

While we support local initiatives, we work hard to monitor, train, develop, and sustain these Local Partners. They are a fundamental part of our ecosystem.



Local Partners in 2024:

- AMAI**
Associação Municipal de Assistência Infantil - Minas Gerais
- ASCAI**
Associação da Criança e do Adolescente de Itaobim – Minas Gerais
- ASCOPP**
Associação Comunitária de Padre Paraíso - Minas Gerais
- ASFAP**
Associação das Famílias do Pecém - Ceará
- ASPAIJ**
Associação de Promoção e Assistência a Infância e Juventude - Bahia
- ASSCAD**
Associação de Assistência à Criança e ao Adolescente - Piauí
- AUPP**
Associação Unidos para o Progresso - Ceará
- CEACRI**
Centro de Apoio à Criança - Ceará
- CMV**
Comunidade Missionária Villaregia Social
- CSACA**
Centro Social de Apoio à Criança e ao Adolescente do Conjunto Paulo VI – Minas Gerais
- FBPC**
Frente Beneficente para a Criança - Ceará
- GCRIVA**
Grupo Crianças em Busca de Nova Vida - Minas Gerais
- IECAP**
Instituto de Educação, Esporte, Cultura e Artes Populares – Bahia e Paraíba
- MAFO**
Movimento de Ajuda Familiar de Ocara - Ceará
- PAC**
Projeto Alegria da Criança - Ceará
- PACE**
Projeto Água, Cidadania e Ensino - Piauí
- PCSC**
Projeto Comunitário Sorriso da Criança - Ceará
- PROCAJ**
Projeto Caminhando Juntos - Minas Gerais
- PROCIF**
Projeto Criança Feliz - Ceará
- SESFA**
Sociedade de Educação e Saúde à Família - Ceará
- SOAF**
Sociedade de Assistência à Criança - Ceará
- PROFUTURO**
Associação Futuro Melhor - Goiás

We now have a new type of partnership!

How to enter the competition and compete for the ChildFund Local partner Seal

The Local Partners mentioned on the previous page have an agreement with ChildFund valid for three years, which can be renewed after a stipulated period, to serve our sponsored children and implement global programs. To this end, they prepare an annual budget plan and receive monthly financial transfers from ChildFund.

With the calls for proposals launched in 2023 and 2024, we are inaugurating a new type of partnership with funds from the Legacy Fund. Ten Local Partner (CSOs) are selected per call for proposals. After a selection process, the approved organizations receive a one-time seed capital to be used over a period of one year and undergo a series of technical training sessions on our methodologies. Our goal is for these CSOs to replicate the methodologies with the children, adolescents, young people and families they serve, thus increasing our reach in Brazil.

The first edition, in 2023, was a success. Ten Local Partner were selected and received training and seed capital of R\$30,000. The teams were trained in three priority areas: Playful Parenting and Socioemotional Learning, Child Protection Mechanisms and Prevention of Child Sexual Abuse and Exploitation (Orange May), and Prevention of Online Violence against Children and Adolescents.

The following PSOs were selected in the 2023 call:

Associação Cidadania, Social e Sustentabilidade (ACSSUS)	AM
Associação Pestalozzi de Teixeira de Freitas	BA
Associação de Pais e Amigos e Profissionais dos Autistas do Cariri - AMA	CE
Associação de Surdos de Medianeira (AMESFI)	PR
BemTV - Associação Experimental de Mídia Comunitária	RJ
Centro de Defesa dos Direitos da Criança e do Adolescente Glória de Ivone	TO
Céu no Sertão	CE/BA
Associação de Surdos de Medianeira (AMESFI)	SP
Instituto Alicerce	SP
Instituto Padre Vilson Groh	SC

Announcement 2024

In September 2024, we launched a new call for proposals for new CSOs. This time, the number of applications more than tripled: there were 180 applications in total, 131 more than the previous year. The following CSOs were selected:

Agentes do Amor Divino	RS
Associação Beneficente Alda Miranda Matheus (AMMA)	SP
Associação Obras Sociais Irmã Dulce	BA
Associação Sítio Agar	SP
Casa do Menor São Miguel Arcanjo (CMSMA)	CE
Grupo de Apoio à Criança com Câncer de Sergipe	SE
Instituto de Arte e Cidadania do Ceará	CE
Instituto Povo do Mar (IPOM)	CE
Instituto Pro-Saber SP	SP
Reino da Garotada de Poá	SP



At ChildFund Brazil, our goal is to reach **at least 5 million people per year by 2030.**

Our areas of activity

At ChildFund Brazil, we believe that, in order to promote sustainable changes, it is essential to act on the causes of vulnerabilities in a strategic manner, seeking results that bring long-term benefits.

Over decades of work, by intervening in various types of cultural, economic and social realities, we have identified the need to promote not only the development of children and adolescents, but also of families and communities. We also understand that many of the problems faced by these locations are directly related to family conditions. Therefore, our actions are carefully directed to strengthening family ties, promoting environments of affection and care.

“But why is this so essential?” Because, for a child to have comprehensive development and for an adolescent or young person to reach new heights in the future, it is necessary that all dimensions of their life are cared for and attended to. This includes emotional, social, physical and intellectual development. Therefore, in a healthy and welcoming family environment, this individual will be able to grow in a balanced way, with the necessary foundation to face life's challenges.

Understanding this, we structure our programs with the goal of promoting the integral development of children, adolescents and their communities. The programs are designed to create a lasting and positive impact on the lives of children and their families, helping to break the cycle of poverty and promote a more promising future.

Global Programs

To continue implementing ChildFund International's Program models, in 2024, we also began implementing the Growing with You Program. Along with it, the Loving & Taking Care of Myself and Civic Participation, Transformation and Opportunities - PACT programs continued to be carried out at the headquarters of local partners and in public schools in the municipalities served.

These programs involve not only children, adolescents and young people, but also parents, caregivers, teachers, and community leaders. All participate in workshops, community activities and have access to digital content, always adapted to their realities and stages of development, with the aim of expanding their skills and potential.

Growing with You – Age range: 0 to 5 years

In August 2024, the month dedicated to early childhood and raising awareness about the importance of the first years of life for human development, we launched the social program Growing with You, focused on this crucial phase of life. The name of the program reflects its purpose of supporting the healthy and integral growth of children.

The program offers educational activities that stimulate the cognitive, emotional and social development of children through games and recreational activities carried out collectively. Fathers, mothers and caregivers are also invited to actively participate, with workshops that address topics such as nutrition, health, protection, child development, risk and disaster prevention, positive parenting, and essential care for the well-being of children. These actions have a direct impact on family life, promoting full development during early childhood.

Growing with You reflects ChildFund's commitment to sustainability and family autonomy, with a special focus on children aged 0 to 5. By strengthening family ties and empowering caregivers, we aim to ensure that children have a future full of opportunities and healthy development from their earliest years of life.

"Loving & Taking Care of Myself – Age range: 6 to 19 years

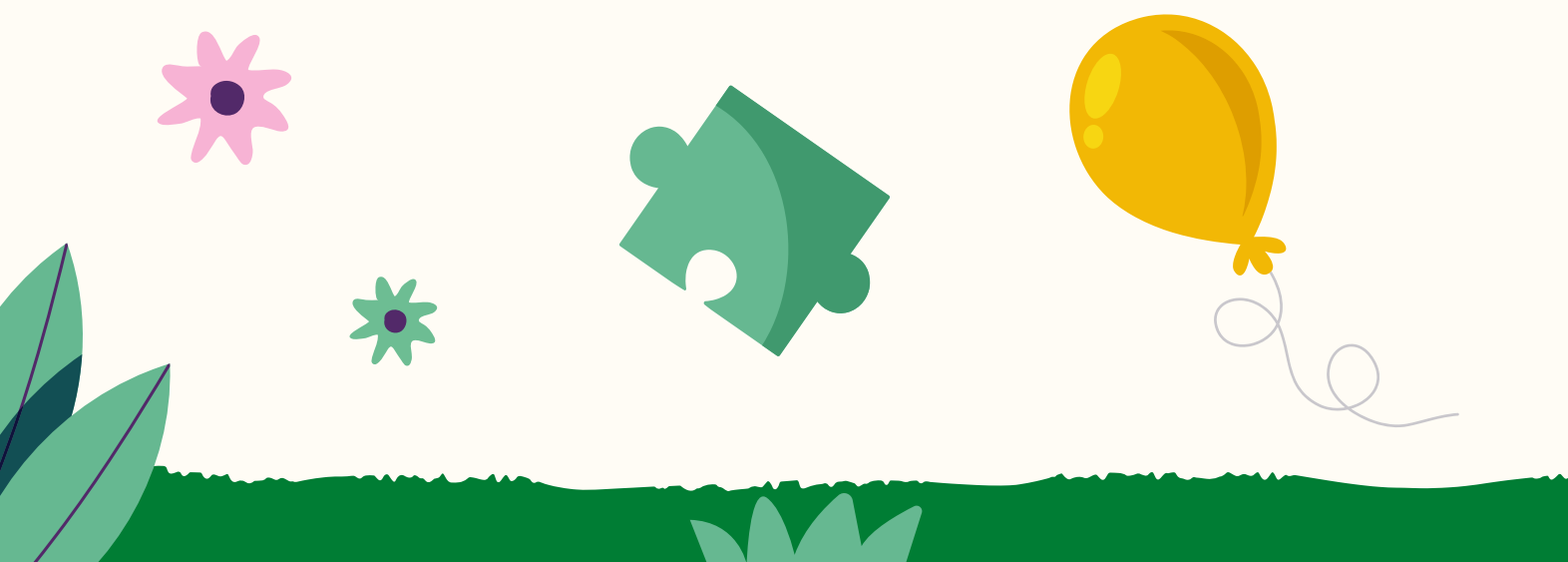
The Loving & Taking Care of Myself program contributes to the healthy and protected development of children, adolescents and young people, in family and community environments that promote protection and equality. Through educational workshops, community activities and digital content, participants learn how to deal with their emotions, comprehensive health care, self-care, self-protection and the changes that occur at each stage of development. All of this is presented in an accessible way, with activities adapted to each age group.

The program's activities also take place in public schools, which allows for a direct positive impact on children and adolescents, further expanding the benefits of the initiative.

PACT – Age range: 15 to 24 years

The Civic Participation, Transformation and Opportunities program - PACT is developed with the public aged 15 to 24, aiming to contribute to the well-being and autonomy of adolescents and young people. The objective is to prepare them to act as agents of change, positively influencing the community, political, social, family and economic environment. Participants are involved in activities that promote youth rights, strengthen their leadership and contribute to the development of entrepreneurial initiatives.

The program is structured on three pillars: promotion of financial autonomy (entrepreneurship and employability); citizen participation of young people; protection and advocacy, through the prevention of sexual violence and child labor.



Other social methodologies used by ChildFund Brazil

1) Good treatment in the family - Age range: 5 years and older

It promotes the culture of “good treatment” through reflection on the types of intra-family relationships for more effective communication, the expression of love in the family, the peaceful resolution of conflicts, the recognition and acceptance of differences and harmonious coexistence. Playful tools are used in this program to promote the growth and healthy development of all family members.

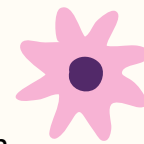
2) Playing makes us stronger - Age range: 4 to 16 years

The educational activities address the prevention of child sexual abuse, the promotion of resilience and self-protection, through playful tools that contribute to reducing the vulnerability of children and adolescents, by developing personal, family and community strengthening.

3) Culture house - Age range: 0 to 24 years

A space for families to meet and socialize, valuing childhood activities and reclaiming traditions, history and local identity. At Casinha de Cultura, the right to play is respected and valued, contributing to child development and strengthening family ties. Participants have access to children's and young adult titles that spark interest in reading, celebrate local culture and promote active community participation.

4) Community Animator - Age range: 0 to 24 years



Community animators are fathers, mothers or young people who voluntarily act as multipliers and articulators, together with the families in their territory. They seek to strengthen family and community ties, as well as promote child development and protection. In 2023, more than 1,000 volunteers participated in training and meetings that qualify them to visit families.

5) Collection of Goodwill - Age range: 3 to 17 months

The methodological approach focuses on providing a safe space for children and adolescents to learn and practice, through play, skills that will help them in psychosocial recovery and self-management of emotions. The proposed activities aim to help children and adolescents develop emotional skills and abilities that will allow them to have better social relationships, better academic performance, empathy, and overcome adversity.

6) Community Therapy - All age groups

It promotes a safe space for dialogue and for the population to discuss problems and issues in

groups or communities, in addition to strengthening family and collective bonds through the construction of solidarity networks. The initiative is based on five pillars: systemic thinking, communication theory, cultural anthropology, Paulo Freire's pedagogy and resilience. It works through conversation circles with people of the same age group or the entire community.

7) Aflatoun e Aflateen - Age group: 7 to 24 years old

Critical thinking about rights and duties, citizenship, entrepreneurship, as well as new perspectives on the use of resources through social and financial education. These are the goals of Aflatoun and Aflateen. Participants learn about saving, investing and managing financial resources, as well as other life skills, such as the environment, human rights and diversity. Participation in the project provides and strengthens collective construction, communication, among other skills.

8) GOLD+ - Age range: adults

GOLD+ teaches people how to save money and form a network of solidarity and cooperative economies. The methodology is applied by forming local opportunity groups that develop solu-

tions to overcome poverty through the exchange of experiences, social mobilization, community solidarity and business development.

9) Food Safety - Participants: adults (directly), children, adolescents and young people (indirectly)

It seeks to guarantee the right and access of children and adolescents to safe, nutritious food in sufficient quantities to meet their nutritional needs, through the development of productive projects such as: family and community gardens, raising of small animals, orchards, and access to drinking water.

Families learn good practices that contribute to the health and development of children.



Launch of the booklet “Paths to Child Protection”

During the “Meeting with Partners” — held annually with organizations that carry out activities with children, adolescents and young people enrolled in the sponsorship program, we launched the booklet “Paths to Child Protection”. It provides practical guidance and resources for identifying and dealing with situations of vulnerability faced by children and adolescents. Its objective is also to strengthen mechanisms for protecting children and adolescents at the community level, disseminating relevant information and promoting safe environments for these groups. The material was also shared with community leaders and families participating in the activities, in the territories where we work together. The booklet is available on our website and you can download it using the QR Code.

Download the
booklet:



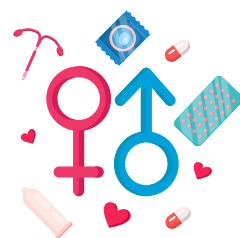
Digital Programs

ChildFund Brazil developed the course **Protagonism, Identity and Rights: Prevention of Teenage Pregnancy**, a relevant digital program for adolescents between the ages of 12 and 17. The course addresses comprehensive health and protection of adolescents, and stands out for its innovative content and delivery format. It uses *WhatsApp* in the *MicroLearning* mode, expanding its reach and accessibility.

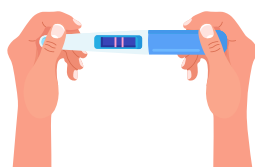
The course is divided into four modules:



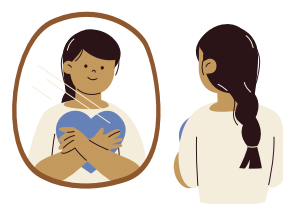
Comprehensive health of adolescents



Sex education



Prevention of teenage pregnancy



Prevention of sexual (physical and online) and gender-based violence

Each module is accompanied by an e-book with complementary information, ensuring access to relevant content in a practical and accessible way.



REJUDES

REJUDES is a national network formed by young people participating in projects developed by ChildFund Brazil, with the aim of defending the social rights of young people. The network believes in the power of social articulation and mobilization to generate a positive impact and promote significant changes for young people.

In 2024, the National Committee underwent a renewal process, with the inclusion of new members who assumed the highest level of representation of the network at ChildFund Brazil. These members have dedicated themselves to implementing the network's strategy through initiatives focused on sustainable entrepreneurship and strengthening the advocacy agenda.

Also in 2024, ChildFund Brazil began implementing an important initiative that comes from ChildFund Internacional: **the creation of an Advisory Committee** composed of young people linked to the institution's projects. The Committee's objective is to ensure that the voices of young people are directly involved in ChildFund Brazil's strategic decisions.

To this end, eight young people were selected to join the Committee, who will be regularly consulted on ChildFund Brazil's strategies and actions, especially those that directly impact their lives. The Committee's role is to provide valuable perspectives and suggestions, helping the organization adapt and improve its approaches, always focusing on the needs and priorities of the youth it serves.

Young people will have the opportunity to raise issues and concerns that have not yet been addressed by ChildFund, ensuring that the organization remains attentive and sensitive to the realities experienced by children and adolescents in Brazil.





REJUDES also took significant steps in 2024 to strengthen and expand its activities, with the creation of thematic Working Groups (WGs), supported by specialized consultancy. These groups were created to meet the most urgent demands identified by young people and to promote an even closer connection between the ChildFund team and the realities faced by participants. The areas of action defined for the WGs are:

- **Communication WG**
- **Advocacy WG**
- **Projects WG**

As part of this process, we reached several important milestones. Pedro, a young man sponsored by ChildFund Brazil and former member of the REJUDES National Committee, participated in COP16, where he stood out as an active voice in the debate on sustainability. At the event "The Nature Conservancy- The Role of Soil Health in Promoting Resilient and Multifunctional Landscapes Under Climate Change", Pedro described how agriculture is vital for the development of his community, located in the interior of Ceará. You can watch the video and learn about Pedro's dream related to sustainability, in the QR Code.



Additionally, the young man has been invited to join the ChildFund International Green Committee, a strategic initiative to advise the ChildFund Executive Team. The Green Committee aims to recruit young advisory members to ensure a child-centred approach to promoting sustainability, empowering young people to contribute to ChildFund International's ongoing efforts. Please note that this role is advisory, voluntary and unpaid.

Emergency response to floods in Rio Grande do Sul

The climate tragedy in Rio Grande do Sul, which occurred in May 2024, affected thousands of families, especially children. Given this reality, ChildFund Brazil, in partnership with the Brazilian Evangelical Christian Alliance, decided to take emergency action, limiting its programmatic intervention to the municipality of Cruzeiro do Sul with the construction of Child-Friendly Spaces in Shelters. In eight other municipalities (Alvorada, Cachoeirinha, Canoas, Eldorado, Esteio, Gravataí, Porto Alegre and Viamão), water purification sachets donated by Procter & Gamble were distributed.

The emergency response focused on methodologies aimed at protecting children and adolescents against the negative effects of the disaster, aiming at their safety and psychosocial recovery. Child-Friendly Spaces were implemented in two shelters in the city of Cruzeiro do Sul, with recreational and educational activities focused on child protection, as well as recreation, games, and psychosocial support.



In two schools in the municipality, activities were developed based on the Coleção do Bem-Querer, which uses play – the universal language of childhood – as a socio-educational tool. These activities were designed to provide children and adolescents with resources to help them recognize, understand and manage their emotions, thereby promoting the psychosocial support necessary to overcome the trauma caused by the floods.

Check out other data and indicators about our emergency response in Rio Grande do Sul:

Total investment for emergency support::

R\$ 155.032,00

Number of municipalities reached:

8

Number of sachets distributed (P&G):

1.135.200

Number of families who received sachets:

4.729

Number of children benefiting from the Collection of Goodwill and schools:

304 and **305**
children adults



Our cause

Where does the sound come from?

For children aged 4 to 6

Materials: Fabric and any type of musical instrument or object that makes sound

How to play?

Children should keep their eyes closed (you can just close your eyes or improvise a blindfold with pieces of fabric or a handkerchief).

Game: one person starts making a sound and all the children with their eyes closed must move to the place where the sound is coming from.

Tip: One way to make the game more challenging is to make two different sounds at the same time (coming from different places) and tell the child which one they should follow.

Attention: Since the children will be blindfolded, it's important to ensure the space is safe, so that there are no obstacles that they could trip over or objects that they could bump into. For a deaf child, movement should be guided through touch. For example: If someone lightly touches the right shoulder, the child takes two steps to the right. On the left shoulder, two steps to the left. On the back, two steps back. And, if someone gently touches the forehead, the child takes two steps forward.





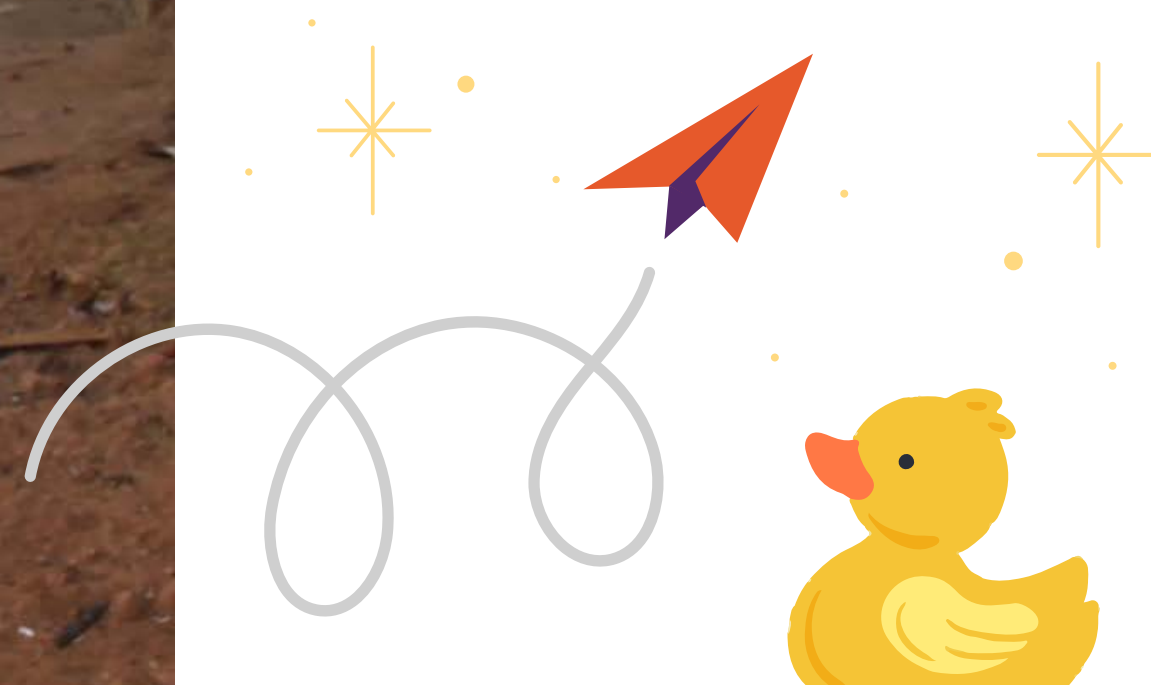
Advocacy:

what also makes the heart flutter

What drives ChildFund Brazil? What makes it one of the best NGOs in Brazil, year after year, in national rankings? The answer, without a doubt, lies in our methodologies, programs, reach and presence in remote places, where few reach. In other words, our results, especially the quantitative ones, are fundamental.

But, if someone were to jokingly ask: “Think fast, what makes ChildFund’s heart beat faster?”, the answer would be clear: strengthening the protection of children and adolescents, reaffirming that the State and the caring family play central roles in this journey.

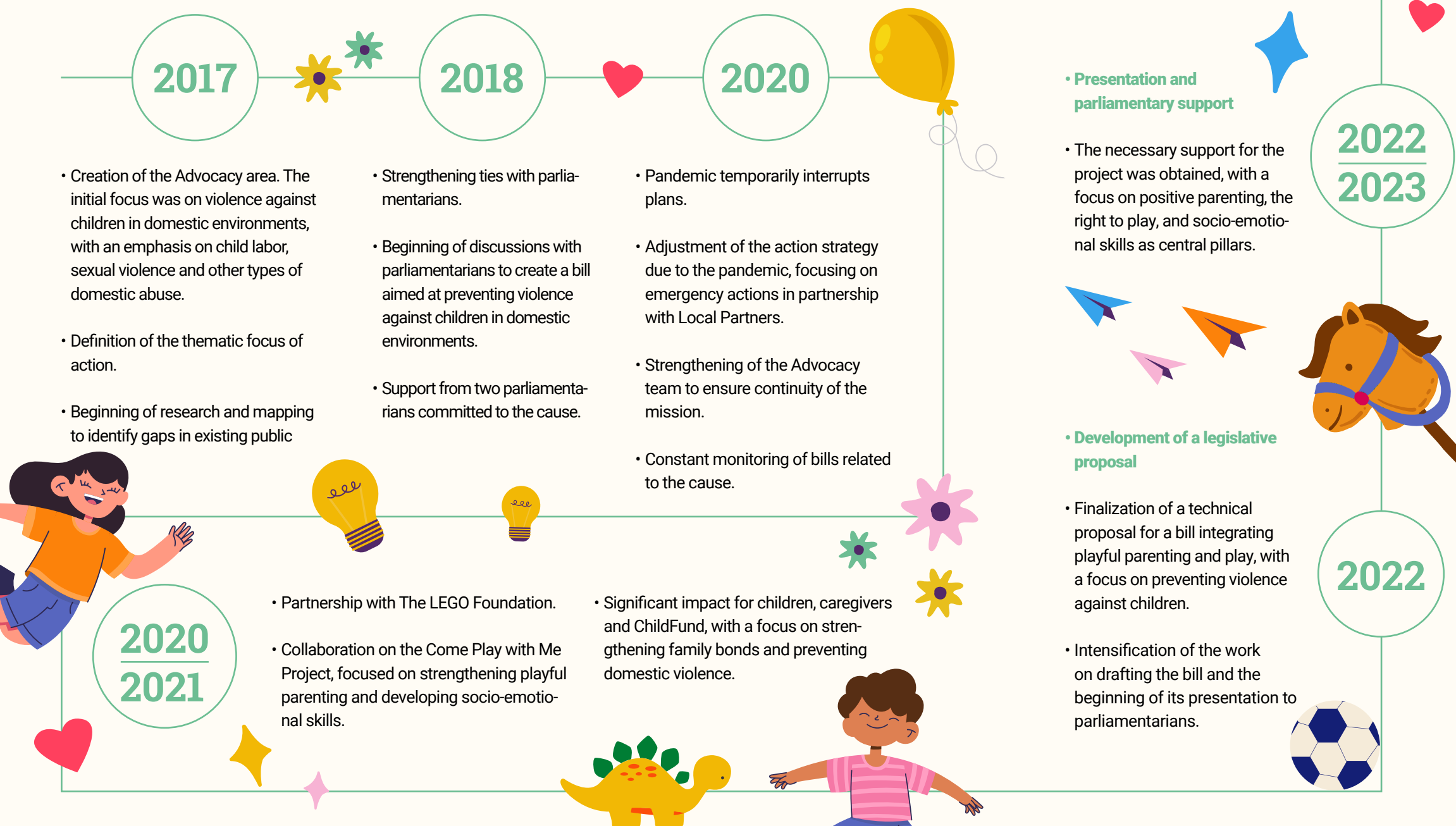
And those who, in addition to the Social Development team, work daily to ensure that this is possible are our Advocacy area. It represents our hearts in the argumentation and defense of causes and rights, influencing the creation of laws and public policies that benefit specific groups or society as a whole. Advocacy is the practice of taking a stand, being the voice that stands up in favor of a specific cause.



What drove us in 2024

Educating children respectfully and guaranteeing the right to play: it is now the law

In March 2024, Law No. 14,826/2024 was enacted, establishing positive parenting and the right to play as essential strategies for the healthy development of children and for the prevention of child violence. Now, we would like to share the path taken until the law was approved:



What does the law change?

The law establishes that all children, regardless of their status within the state or municipal system, must have access to strategies that include positive parenting. Research conducted by ChildFund reveals that most violence against children occurs at home. This often happens because parents believe they are educating their children by using abusive methods. We understand that raising a child is not an easy task and, many parents often do not know how to act to prevent violent behavior. This is the case of many mothers we have spoken to, who have told us: "I had no knowledge about positive parenting. I learned over time how to be a better mother."

In this sense, when the government begins to support families with the appropriate tools and strategies, the likelihood of both and minor cases of violence can be significantly reduced. The key is to inform, support and train fathers and mothers so that they can parent more effectively and constructively, preventing abuse and fostering a healthier environment for children's development. And to achieve this, the act of playing plays an essential role in strengthening family bonds and promoting a more positive and safe environment for everyone.

And to move forward even further, we will continue to work hand in hand. In 2024, we will strengthen our partnerships with the government to expand our advocacy efforts, focusing on protecting children and adolescents. We have established partnerships with the State Government of Paraná to provide a free course on Playful Parenting; and with the city governments of Vitória da Conquista, Macapá and Belo Horizonte to also offer our free course on preventing violence against children and adolescents in the virtual environment (learn more about this initiative later in this chapter).

Advocacy calculator: measuring the impact of ChildFund actions

To assess the impact of advocacy actions and predict the next strategic steps, we now have an innovative tool: a smart calculator developed to measure and calculate the results of initiatives. The technology allows the Advocacy team to accurately and qualitatively track the progress of each action, through monthly monitoring that includes detailed tracking of activities carried out at a global level.

ChildFund Brazil was one of the pilot countries testing this innovation, actively participating in the development and implementation phase of the tool. And the most incredible thing: the first data calculated by the new calculator was the reach of the law: 40 million Brazilian children, ages 0 to 12, potentially reached which makes this moment even more significant, marking a milestone in measuring the impact of the organization's advocacy efforts.



Campaigns and others outstanding initiatives

Orange May

The main objective of Orange May is to raise awareness in society about the prevention of violence and sexual abuse against children and adolescents. ChildFund, worldwide, focuses its mobilization mainly on protection in the online environment.

As part of these actions, we published booklets on our website with guidelines on how to prevent online violence and promoted webinars and live broadcasts focused on protecting children and adolescents in the virtual environment, addressing essential strategies and tools to ensure the safety of children and adolescents on the internet.

We also received important support to raise awareness in society through in-person actions.

With the support of the City of Belo Horizonte, we lit up emblematic monuments in several parts of the city in orange. In Fortaleza, we displayed totems next to adult and child mannequins with the phrase: "Would you leave a child alone in a busy place? This is what happens when they access the internet without supervision." These actions were a demonstration of solidarity and commitment to protecting children.

SafeChild - ChildFund Brazil's School of Digital Protection

Another great contribution to society was the online course SafeChild – Digital Protection School from ChildFund Brazil. The goal is to teach children and adolescents, in a didactic

and fun way, how to identify dangers and protect themselves against the various types of crimes and abuse that occur in the online environment, with a special focus on sexual abuse. With a workload of six hours, the course is taught through short videos, up to 4 minutes long, and consists of 10 classes and 10 supporting e-books.

The target audience is children and pre-adolescents from 9 to 13 years old, but the supporting material is also very useful for parents and teachers to learn and teach about online safety. You can access the course through the QR Code available.



Agenda 227 and ChildFund Brazil: priority for children and adolescents in Brazil

Agenda 227 is a nonpartisan civil society movement that seeks to place children and adolescents at the center of the construction of a fairer and more sustainable Brazil, in accordance with article 227 of the Federal Constitution, which guarantees their rights. In partnership with several institutions, including ChildFund Brazil, the movement promotes the creation of public policies that prioritize this age group.

In 2024, ChildFund played an active role in Agenda 227, especially in Belo Horizonte, where we worked to ensure that the needs of children and adolescents were prioritized during the municipal elections. This included engaging with candidates to raise awareness about the issues that impact this group.

After the elections, Agenda 227 focuses its efforts on implementing the proposals and monitoring the “Country Plan for Children and Adolescents”, working in a network to influence the government, Congress and other political spheres, with the aim of ensuring absolute priority for children and adolescents in Brazil.



Children and adolescents at the G20

Between November 14 and 16, 2024, the G20 Summit – a group of countries that discusses initiatives to promote economic, political and social improvements among its members – was held in Rio de Janeiro, and ChildFund Brazil, in partnership with Joining Forces, supported the “Children in the G20” movement, which sought to ensure the voice of children and adolescents at the event.

The movement's main objective was to deliver to the G20 leaders a letter signed by more than 50,000 children and adolescents from around 60 countries. The document brings together concerns and priorities on crucial issues for global youth, such as sustainability, a fair economy, combating poverty, reforming global governance, and equality between boys and girls and racial equality.

The letter was drafted based on a global consultation conducted by the organizations

Save the Children and Plan International, in collaboration with Joining Forces, MMI-LAC and the “Children in the G20” movement. Furthermore, Brazilian adolescents were chosen to represent the more than 50,000 signatories during the G20 Social Summit. This edition of the event marked the first time that the meeting opened up space for the active participation of children and adolescents, both through the delivery of the letter and through the presence of young people in the debate. It is also important to highlight that ChildFund Brazil's participation in international networks and coalitions that defend children's rights is an essential strategy to strengthen the global movement. ChildFund is a member of several coalitions, such as Joining Forces – an international network formed by six large institutions – in addition to being part of the Brazilian Coalition against Violence against Children, with support from the UN, since 2017.





Communication and resource mobilization

Cordless phone

For children aged 4 and over

How to play?

The rules are simple: all players must sit in a circle or a line, next to each other. The person at the head of the line (or any person in the circle) creates the "secret" - which can be a word or a phrase - and whispers it, very quietly, into the ear of the player next to him.

The next player will repeat the same secret, as he heard or understood it, to the next player, and so on, until it reaches the last player, who must announce out loud what he heard.

It is unlikely that the secret announced by the last player will be the same as the one shared by the player who started the game, since whispering into someone's ear makes communication difficult and the message may not be understood correctly. But when it gets distorted or altered, the fun is guaranteed.



Communication and resource mobilization



Communication has been a key driver of ChildFund's growth plan, especially as we seek to diversify our funding sources. In order to expand sponsorship and attract new donors, we established a strategy to "Unlock Access to Major Donor Sources", with the following pillars: Communication and Brand, Events and Activations, Ambassadors and Innovation.

In 2024, one of the organization's main strategies was to identify donation opportunities, both with companies and major philanthropic donors, through clear and direct communication. No "chilling around". Our focus was on strengthening relationships and expanding social impact, seeking to reach even more people. Check out some of the actions that marked our year!

Communication and brand

One of the main results of 2024 was the adoption of a new brandbook for the organization in Brazil, accompanied by the new tagline "Creating Futures". In order to strengthen brand recognition, we refreshed our visual identity, incorporating new elements to make it even more impactful.

Ambassadors

We invited new people to become ChildFund Brazil ambassadors, people with authority and relevance in the strategic segments of our operations, in addition to strengthening relationships with those who already support our organization. By defining a relationship rule, the profiles of these figures on social networks are fed with materials produced by our team, which allows us to communicate our actions with greater reach and diversity of audiences. In addition to promoting our brand, the goal of this initiative is also to attract new donors and sponsors.



Site innovation: more accessibility and ease of donating



We have redesigned our website to improve the user experience. Previously, the structure was more institutional, with several links that made the donation process more complex and time-consuming. Now, with the new layout, we aim to make navigation simpler and more functional, focusing on a direct and practical approach.

The new version of the website has a more commercial and intuitive design, and the donation area has been optimized to facilitate the process. We have created an exclusive space for sponsors, where donors can make their contributions quickly and easily. The goal is to ensure that, when supporting our cause, the experience is not only meaningful, but also agile.

Transparency on the agenda

We launched the Travessia newsletter, a monthly online publication that aims to keep our donors informed about the main events of the month. With reports, messages from the director and updates on our actions, we aim to ensure that everyone feels up to date and connected to the work of ChildFund.

In addition, we created Conexão, a quarterly newsletter dedicated to the ecclesiastical public. This content is especially focused on the activities carried out in the territories with the sponsored children, reinforcing the importance of child protection and support for our mission, as a way to strengthen the bond with this community and continue to encourage collaboration in favor of children's rights.



Bet on the children

Amid the controversy and ethical debate surrounding betting sites in Brazil, we launched the "Bet on Children" campaign. We created a special website and invited ambassadors to publicize the initiative, an opportunity to promote our cause and raise funds to expand our social actions.



Strategic partners in corporate events

In 2024, we chose to focus our efforts on participating in strategic events rather than organizing them. This approach allowed us to be present at major events, especially those focused on ESG (Environmental, Social, Governance), strengthening our visibility in the corporate sector and attracting new partnerships. The goal is to generate value for the ChildFund cause, expanding our reach and promoting collaborations with companies committed to social impact and sustainability.

An important example of our participation was the ESG Forum, held by LIDE Paraná in August, in Curitiba (PR). The event brought together great leaders and experts to discuss the importance and impacts of ESG practices in the corporate environment. In addition to presenting lectures and

panels on the adoption of sustainable and responsible practices, the forum was attended by companies and organizations from the third sector.

Furthermore, in May, with the institutional support of ADM, through its socio-environmental investment program ADM Cares, ChildFund organized the second edition of the event "Best ESG Practices of Brazilian Companies". The meeting provided a debate on good practices and how companies are promoting positive social impacts, contributing to the strengthening of the S pillar of ESG in Brazil. And, in partnership with the Brazilian Institute of Finance Executives of Minas Gerais (IBEF-MG), we held the event "Delivering Your Best", whose objective was to promote ChildFund and raise funds from a strategic audience.



Strengthening ecclesiastical actions

With 43% of our Brazilian donors coming from the ecclesiastical community, we recognize the enormous potential to engage churches and their leaders in the cause of child protection. To strengthen this bond, we developed the free course Igreja Guardiã, in partnership with the Order of Baptist Pastors of Brazil, with the aim of training leaders of children's ministries to identify and effectively deal with situations of child abuse.

The aim of the course is to strengthen communication between churches and their communities, encouraging an active commitment to protecting children, not only within churches, but also in their homes and around them. By training leaders and pastors to become agents of transformation, we seek to create a support and awareness network that strengthens the protection and care of children in all environments.

Visibility is also an ally

In 2024, our performance in the Brazilian press was crucial to expanding our reach, reaching more people and companies. One of the highlights was the attention needed during the school holidays, when parents and family members must pay attention to what their children access on the internet.

Check out the media coverage we were featured in below:

Good Morning Brazil
TV Globo
Watch the video



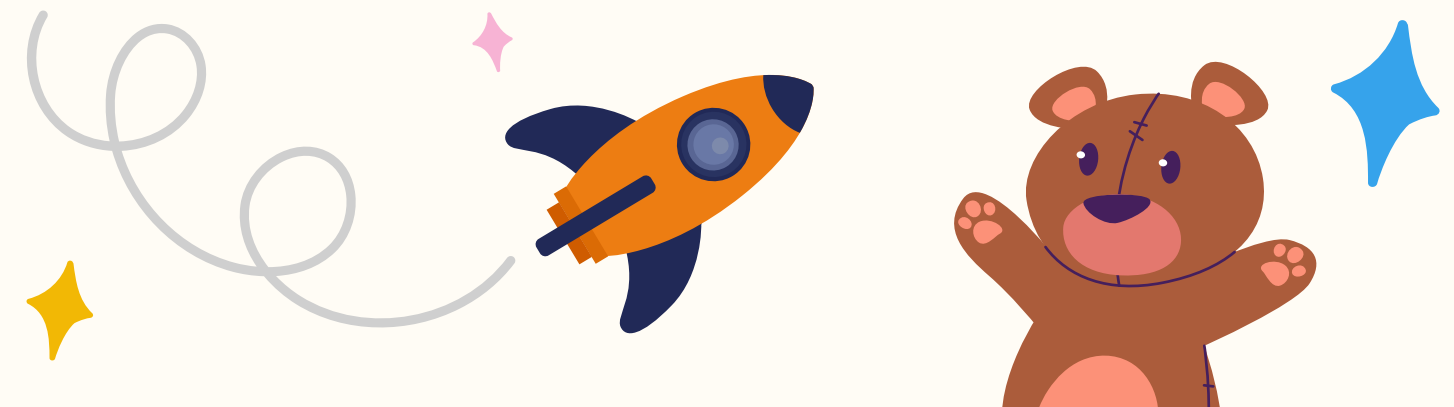
TV Record
Minas Gerais
Watch the video



TV Globo
Amapá
Watch the video



Rádio CBN
Read the report



Partnership projects



Shall we make a book?

For children aged 7 and over

Materials: Paper, coloring pencils, glue or stapler

How to play?

The idea is for the child to develop his or her own book. To do this, first, you will need to think about the story you want to tell, that is, the plot and the characters. Then, write the text together on a piece of paper.

Once the story is ready, take A4 sheets of paper, fold them in half, join them with the other sheets and make a book, so that the pages can be turned. At this point, encourage the child to draw, color and, of course, don't forget to put the authors' names on the cover of the book.



Projects with corporate partnerships to strengthen the S pillar of the ESG strategy

In addition to being strategic partners in events to strengthen companies' ESG strategy, we also develop social projects, offering our expertise in pillar S (social) in order to strengthen the social impact of corporations. In this way, we create shared value and work together to create a society with better futures. Below, we present the direct execution projects with corporate partners carried out during 2024.



Environmental Partner Communities Project



Launched in May 2024, the Environmental Partner Communities Project in Maranhão is an initiative carried out in partnership with ADM (Archer Daniels Midland), a leader in grain and input trading. Focused on food security and mitigating the impacts of climate change, the project benefits six schools in vulnerable communities in Balsas and Porto Franco (MA). The main objective is to mitigate the effects of climate change, prevent natural disasters and combat malnutrition and food insecurity, through the following actions:

Construction of large school gardens, with irrigation technology, training for children, teachers and families, in addition to enriching school meals.

Creation of green areas in schools to reduce temperatures, combat extreme heat and promote outdoor activities in shaded spaces.

Training in Disaster Risk Reduction Education (DRRE) and Climate Environmental Education (Climate EA), with the production of teaching material for primary and elementary school students and their teachers.

Water is Life Project

With the aim of guaranteeing access to drinking water and promoting educational actions on health, hygiene and sustainable use of water, ChildFund implemented, in partnership with Cargill and the Global Water Challenge (GWC), the Água é Vida Project in several rural communities in Luís Eduardo Magalhães (BA), São Desidério (BA) and Rio Verde (GO) between 2023 and 2024. In 2024, the project benefited around 25 thousand people, delivering 4 Water Treatment Plants in communities that consumed contaminated river water, opening 3 new artesian wells in places without access to water and installing chlorine dosers in dozens of artesian wells in rural schools. In addition to promoting access to clean water, our goal was also to reduce waterborne diseases and infant mortality.



Results of Project Water is Life

24.979

people impacted in the three municipalities

167

trained health and hygiene promoters

1980

families aware of water, health and hygiene

4 water

station treatment

102

teachers trained in WASH (Water, Sanitation and Hygiene)

3 artesian

wells delivered



2 artesian

wells reactivated



21

chlorinators installed



29

World Water Day events



500

educational games distributed in schools



2000

distributed booklets



Rejudes Entrepreneur: undertaking with success

The first edition of the Rejudes Empreendedora Project, held between 2022 and 2023, with the support of the Localiza Institute, encouraged the creation of six small businesses for young people in situations of social vulnerability in the Northeast region. Through the training of 86 young people and several other activities, the project aimed to prepare them to lead small businesses. Six business plans received financial support and support for their implementation or improvement.



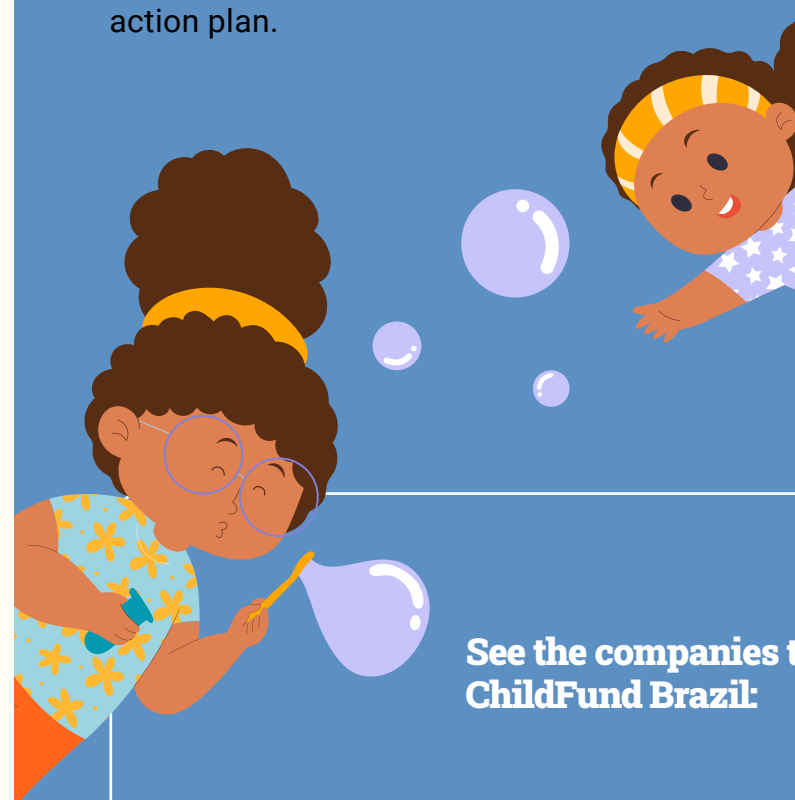
Find out about some of these proposals and who is working on them:

"The seed capital was very important in this process to kickstart everything that had been planned for a long time. We hope to have quality, fresh products with good cost-benefit for both the producer and society. I am also very happy to close the support agreement with local businesses, which is very important to us, who are just starting out." - Maria Aparecida, hydroponic horticulture entrepreneur, selling vegetables.

In 2024, we will begin the second phase of the project, now focused exclusively on young sponsors who are already entrepreneurs. This stage aims to deepen their knowledge about strategies to increase sales and revenue, strategic planning, product pricing, marketing and other topics that are crucial for business growth. In addition, participants will receive individual mentoring, where they will be able to report their difficulties and receive support to build a personalized action plan.

Discover some of these proposals and who undertakes them:

"The professor taught us, right at the beginning of the course, about the characteristics that should predominate in an entrepreneur. The one that caught my attention the most was the ability to see and seize opportunities. The REJUDES Empreendedora course is a great opportunity. Those who participate and value the knowledge offered in the course already have some of the characteristics mentioned by the professor, including the ability to see and seize opportunities. Therefore, everyone is already an entrepreneur, and if they cultivate their knowledge, they will certainly become successful entrepreneurs." – Maria Biatriz, entrepreneur and owner of a women's crochet clothing store.



See the companies that are also partners of ChildFund Brazil:



Associação Instituto Marco Coimbra



Compo Expert



Missinclof Comércio de Vestuários e Acessórios LTDA



Oxbow Brazil Energia



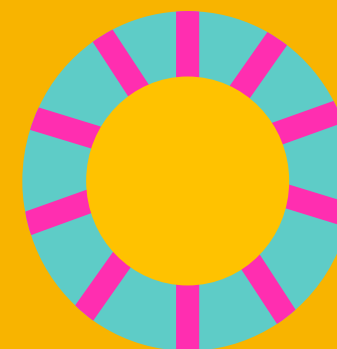
Real Estruturas e Construções LTDA



Resende Ribeiro Reis Advogados



Our governance



5 marias

For children aged 5 and over
Material: small stones

How to play?

The 'Five Marias', from which the game gets its name, are small stones. The goal is to complete a sequence of movements with the stones across several stages. The winner is the player who successfully completes all of them.

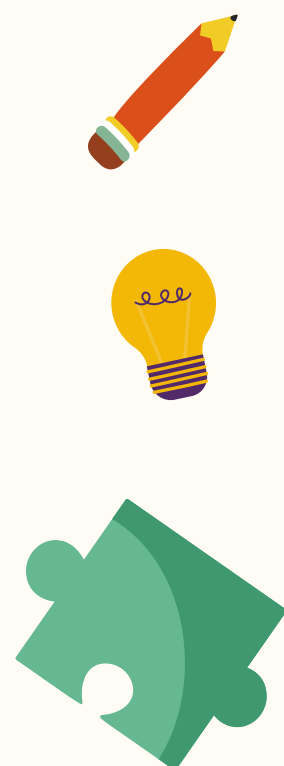
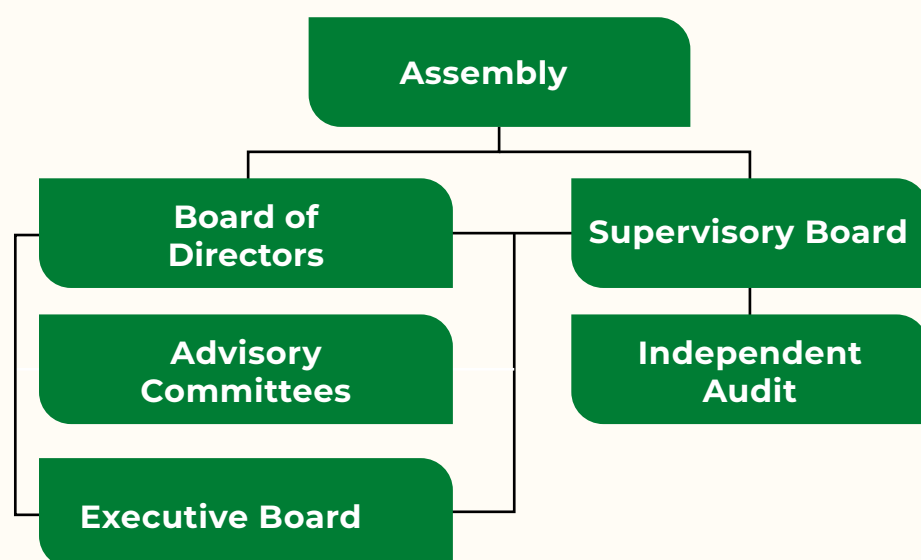
To play, the child chooses one of the "five Marias" and throws it into the air. While this stone is in the air, the child must catch one of the other four that are on the ground, using the same hand. After that, he or she must catch the stone that was thrown before it falls to the ground. This movement must be repeated with all the stones. Whoever manages to catch them all advances to the next phase.



Our governance and compliance

ChildFund's governance is based on a solid structure that integrates people, best market practices, policies, procedures, processes and compliance. This structure is composed of six fundamental pillars that align with our global values. Based on this commitment, we have implemented increasingly robust governance, which seeks not only to optimize our performance, but also to create an environment that reflects the promotion of a fairer future for children.

ChildFund
Brasil



The strength of our structure

As part of our commitment to continuous improvement, we have created a multidisciplinary working group, made up of executives from different areas and specializations. This team works directly on our Fiscal Council, Assembly and Advisory Committees, maintaining a constant dialogue with the Board of Directors. Together, these groups are responsible for defining the strategic ambitions and monitoring the organization's operations, ensuring that our actions are always aligned with our mission.

They cover people management, finance, auditing, social area, governance, mobilization and marketing, with a permanent focus on transparency and efficiency of internal processes.

In 2024, we will advance even further with the creation of the Advocacy Committee, a strategic area that aims to expand ChildFund's impact and open up new opportunities for action. This committee, which is in the implementation phase, will have the mission of dealing with the growing challenges and risks in the field of defending rights and promoting public policies aimed at children, young people and adolescents. Although the inclusion of external members

is a possibility for the future, the initial formation of the committee is being carried out internally, with a qualified team committed to our objectives.

We are counting on people to help us improve our processes and bring new strategic perspectives to the organization. For us, governance goes beyond a set of rules: it is a dynamic space, fueled by the different experiences, skills and knowledge of its members.

In all our decisions, ChildFund's values are present, guiding our actions with ethics and responsibility. Guided by the concept of CHILD, our governance ensures that all choices made are aligned with our greater mission: to ensure that all children have their rights respected and reach their full potential.

Our commitment to transparency, fairness and compliance is at the heart of our governance, and is reflected in every action we take. We are building solid governance, aligned with our values and deeply committed to social transformation. With the support of our partners, collaborators and leaders, we continue to move towards a fairer future for all children.

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Waller Alves**
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**Luiz Alexandre de
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**Joice Ribeiro
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**Rogério
Magalhães**



**Alexandre
Brenand**



**Maria Isabel
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**Karla Jeanny
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Adriana Paula
Carciofi Stecca



Alle Rebeca
Pacuas



Bárbara Naves
Nogueira



Claudio
Vanderley
de Araujo



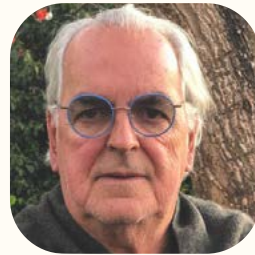
Guilherme
Carrara



Henrique Adolfo
de Freitas



Herbert Borges
Paes de Barros



José Luiz
Mares Guia



Mário Sergio
Seabra Levy



Mônica
Fernandes dos
Santos



Nelson Franca



Patrícia Marçal
Rodrigues



Cristina
Barrera



Ednilton Gomes
de Soárez



Fernanda
Muradas



Francisca das
Chagas Lemos



Júlio Cesar
Damião Soares



Marcello Perego
Ursini



Maria do
Perpétuo Socorro
França Pinto



Maria Eugênia
dos Santos
Buosi



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Valseni José
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Jeise Lucia Moreira
Coordinator



Joyce Mara



**Renata de
Araujo Santana**



David Braga

Advocacy Committee



Patrícia Garcia
Coordinator



**Agueda Barreto
do Carmo**



**Ana Lúcia
Santana**



**Herbert
Barros**

Audit and Compliance Committee



**Antônio Augusto
Rocha Fiuza Filho**
Coordinator



**Olga
Marchan**



**Luiz Alexandre de
Medeiros Araújo**



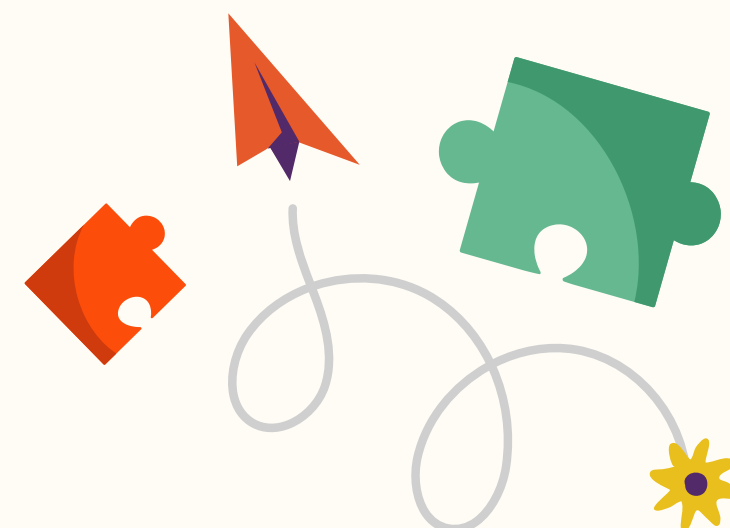
**Júlio Borges
de Carvalho**



**Carlos
Braga**



**Henrique
Paim**





Partners of transformation

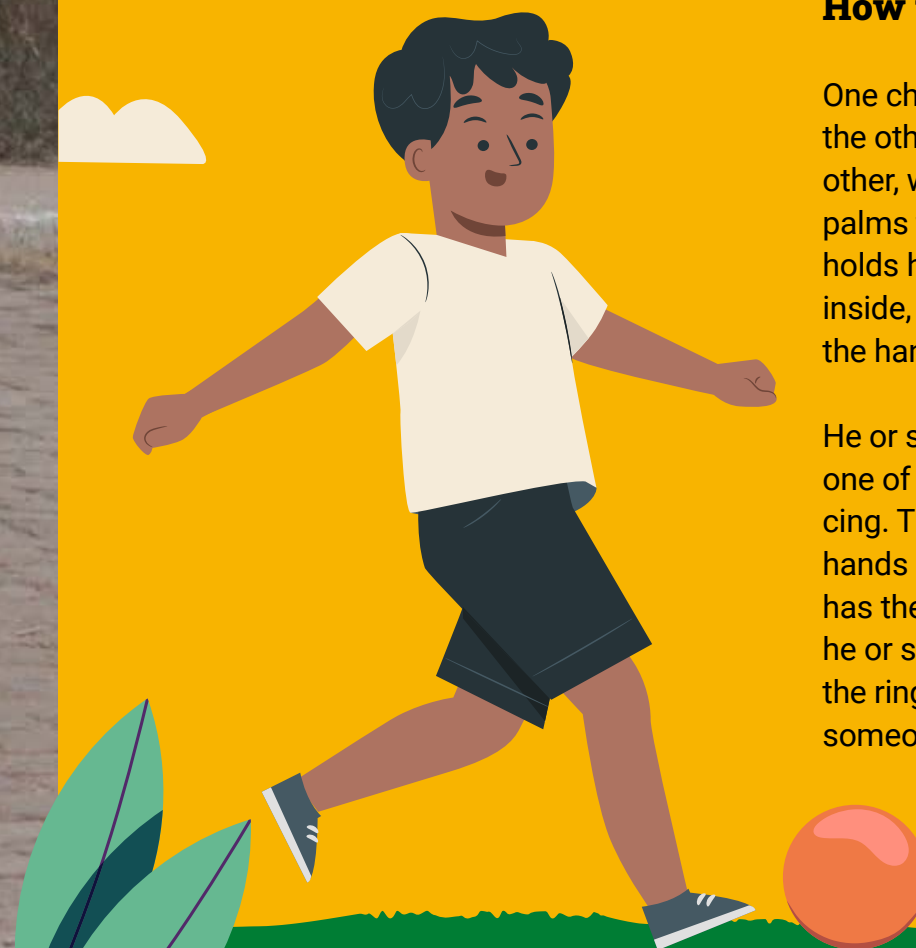
Pass the ring

For children aged 5 and over

How to play?

One child holds a ring in his or her hand and the others sit on a bench, one next to the other, with their arms outstretched and their palms together. The child with the ring also holds his or her palms together, with the ring inside, and passes his or her hands through the hands of the other children.

He or she has to leave the ring in the hands of one of the children without the others noticing. Then, he or she shows his or her empty hands and asks one of the participants who has the ring. If he or she guesses correctly, he or she becomes the ring passer. If not, the ring passes on to the same passer until someone guesses correctly.



Partners of transformation

Currently, to ensure that our work impacts the largest possible number of children, adolescents, young people, their families and communities, we rely on a broad support network, which makes up the ChildFund Brazil Ecosystem for Social Transformation. This network includes sponsors, public organizations, faith communities, private companies, donors and partnerships with the business sector. Within this structure, the forms of contribution vary, including recurring monthly donations, one-off donations and awareness campaigns that mobilize individuals, companies and public agencies. In addition, we rely on the support of private companies willing to invest in social projects and generate a real impact on the communities served.

The partnership we establish with companies is, above all, a two-way street: while companies make the investments necessary to execute the projects, ChildFund Brazil contributes to accelerating social results and generating a positive impact, aligning itself with the objectives of the Social pillar of the ESG (Environmental, Social and Governance) strategy of these organizations. In other words, we are allies in the search to strengthen the social responsibility of companies, helping them achieve their goals of positive impact on society.

Our sponsorship program:

Sponsorship, which is one of ChildFund's main forms of activity, has always been based on ongoing communication between sponsors and the children, adolescents and young people they sponsor. And for almost 60 years, this bond has been nurtured mainly through letters, creating real, emotional bonds between sponsors and their sponsored children, in addition to keeping donors informed about the well-being of children, adolescents and young people.

However, with the advancement of digital technology, ChildFund has transitioned from traditional physical letters to a more agile



and modern format: the online letter. This transformation also extends to other areas of communication, such as the interaction between sponsors and sponsees, between ChildFund and its local partners, and between our team and sponsors. The goal is to strengthen relationships by offering a more efficient and dynamic experience for everyone involved.

Stay up to date on our transformation journey

From physical to digital: a necessary transition

Migrating from a physical to a digital format is not simple. It involves innovation, adaptation of internal systems and, most importantly, ensuring that the bond between the sponsor and the child is not lost. Considering this, in order to better understand the perception of Brazilian sponsors about the change, ChildFund conducted a survey in 2023, which revealed an expressive fact: around 99% of sponsors prefer to receive letters online, showing a significant acceptance of the new feature.

Thus, the demand for more agile and personalized communication accelerated the transition to the digital format, which began in June 2024. To this end, the ChildFund team adopted Microsoft's email

At ChildFund Brazil, we believe that every partnership is an opportunity for transformation. That's why we are always looking to build new partnerships and, above all, to maintain long-lasting relationships that generate tangible results for the children and communities we serve.

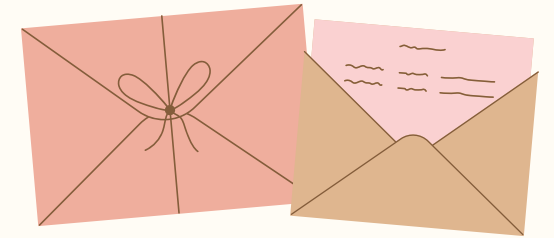
marketing platform, which was integrated with our systems. The move enabled the automatic sending of letters and the collection of data on the delivery, reading and interaction of sponsors with the content.

Among other advantages, the transition to digital brought the advantage of letter traceability. Previously, the only indicator of a failed delivery was the return of the letter by the Post Office. With the digital system, we can track the sending and receiving of messages in real time. And, of course, when sending by email is not possible, we offer alternatives, such as sending via WhatsApp.

International sponsorship: challenges and strategies

International sponsorship, which has approximately 15,600 sponsored children, represented a major challenge in the process of migrating to digital. Although most international sponsors have access to the internet, adapting communication systems and platforms has required a careful approach. In view of this, ChildFund's goal is to initiate an awareness-raising effort with these sponsors, encouraging them to adopt the model with a focus on sustainability, redirection to programs and agility in delivering responses.

ChildFund Brazil has worked cautiously to test the gradual migration from physical letters to digital ones, considering the specificities of sponsors from different countries. Based on the survey of internet use in the USA, which reveals that 83% of people over 60 years of age access the internet, the organization has made efforts to ensure that international sponsors receive a high-quality service, with an efficient communication platform. And it has been working!



In 2024, 10,750 digital letters were sent through one of the platforms used by ChildFund.



Digitization of files of sponsored children

Another major advancement for ChildFund Brazil in 2024 was the project to digitize children's files, a project that began in 2022. Previously, documents of sponsored children were stored in closed rooms at Local Partners (LP), at risk of loss in the event of incidents such as fires or floods. Now, these files are being digitized and stored in a secure cloud, which allows quick access without risk of loss, both for the organization and for audits and the international team.

The process, which began with a local partner in Fortaleza (CE), has already been replicated for nine other social organizations and is in the expansion phase to ensure that all children's records are digitally accessible by June 2025.

The website as a tool for outreach and relationships

In an effort to strengthen ties and offer a more fluid and complete experience to our donors, ChildFund has also launched a new website, as we have already mentioned, a long-awaited and very important change for the relationship area. With a more modern, intuitive and simplified layout, the new website gives us the opportunity to create a more efficient journey for sponsors.

The page aims to become an essential channel for optimizing processes and automating services that often do not require direct intervention from the team. The idea is to offer an even more user-friendly environment, where the sponsor can easily access the information they need about the child, without having to contact them directly by phone or WhatsApp. Our goal is to provide a more agile and accessible service, allowing each donor to become even more involved with our mission.



Online visits: bringing sponsors and children closer together

ChildFund is also investing in online visits, a way to bring sponsors and children even closer together. These visits will allow sponsors to have more personal contact with their godchild, even from a distance. The first experiences with online visits have shown positive results, and the expectation is that by 2025 the service will be available to all sponsors, offering a new way of engaging and connecting.

Strengthening bonds

Another major innovation implemented by ChildFund last year was the creation of the "relationship ruler," a personalized communication tool for sponsors. After conducting a survey of donors, the team realized that information about the child and adolescent, however impactful, was not enough to satisfy the sponsors' desire to feel

increasingly connected to the cause. Thus, the ruler was created to send periodic emails over time with information not only about the sponsored child, but also about the impact of the sponsorship on the community and the organization's activities.

In the first 365 days of sponsorship, the sponsor receives a series of emails, including welcome videos and stories about the children, as well as information about the activities carried out by the organization. After this initial period, the relationship ruler continues, with content ranging from celebratory emails for the sponsor's birthday to emails about the different stages of development of the children and protection programs. All of this contributes to strengthening the bond between sponsors and children, ensuring that the sponsoring experience is increasingly complete.

New relationship channels: WhatsApp and the digital future

Given the popularity of WhatsApp in Brazil, we are expanding our use of this channel to keep sponsors informed more quickly. Although email is still an important tool, we know that WhatsApp provides more immediate communication and is a great way to engage our donors. Through this channel, we send relevant content not only about the impact of ChildFund, but also about topics of interest to sponsors, such as internet safety tips for children, for example.

Partnership with the ecclesiastical segment: strengthening ties and social impact

The growth of sponsorship in Brazil has been particularly notable in the ecclesiastical segment, a public that has shown itself to be very engaged in following our actions. Faith communities not only want to know more about the children, but also actively get involved, participating in in-person events and organizing social activities. This close relationship is essential to the success of our initiatives, and for this reason, we work side by side with these communities to strengthen ties.

Main relationship actions with the ecclesiastical segment

The relationship with the ecclesiastical sector involves three main types of actions:

- 1. Live! Concerts:** "Live! Concerts" is an event held in faith communities, in which we share stories of life transformation, through sponsorship.
- 2. Social actions:** these are events promoted by the faith community in partnership with ChildFund, for which we offer logistical and organizational support. Social actions include activities such as distributing snacks, toys, medical services and even dental care.
- 3. Social outings:** At these events, organized by ChildFund in partnership with social organizations, we promote visits so that sponsors can learn about the actions carried out in the communities. During the trip, they have the opportunity to see the organization's work up close, interact with the children and their families, and understand how the help of each sponsor impacts their lives. These visits, like the traditional ones, are carefully planned, respecting all safety and safeguarding standards, and aim to strengthen the bond between sponsors and godchildren.

See who are the Faith Communities that partner with ChildFund Brazil:

- Igreja Memorial Batista
- Igreja Presbiteriana Nacional
- Igreja Batista Vilas do Atlantico
- Primeira Igreja Batista de João Pessoa
- Comunidade das Nações
- Clamor para as Nações
- Ordem dos Pastores Batistas do Brazil (OPBB)
- Igreja Assembleia de Deus Alto do Ipiranga
- Igreja Além do Veu
- Igreja Batista Evangelica Intermares - PB
- Igreja Cara de Leão - Projeto Vida Nova
- Conferência Lugar Secreto (Nivea Soares)

Happy sponsor's day!

Sponsor's Day, celebrated annually in June, is a date specially dedicated to thanking our donors. This event is an opportunity to highlight the importance of each sponsor, who not only contributes financially, but also supports us by sending messages, participating in social events and making online visits. In 2024, we held an event in Vespasiano (MG), with a special program that included a fishing trip for children's letters and chats with sponsors.

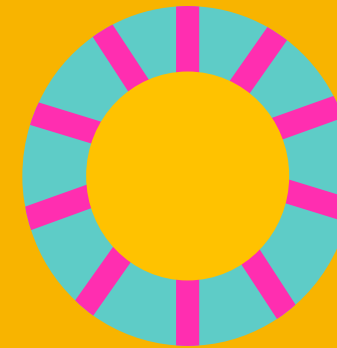
Sponsor migration strategy

The migration of sponsors from areas with a higher concentration of organizations to poorer regions, such as Anagé, in Bahia, and the municipality of Cavalcante, in Goiás, was part of ChildFund's strategic actions in 2024. This move was carefully planned to ensure that the transition was smooth, and we managed to redirect almost 100% of the sponsors to the new locations, ensuring that support continues to reach the children who need it most.





Our people



Living dead

For children over 5

How to play?

One of the participants is chosen to lead the game, while the others form a line, one next to the other. The chosen child will be responsible for giving instructions to their peers with the words “dead” and “alive”.

When they hear 'dead', everyone must crouch down, and when they hear 'alive', they must stand up. The game becomes more challenging as the commands are given more quickly. Therefore, the children need to pay close attention. Those who fail to follow the instructions are eliminated; the last one standing wins.



Our people

We are committed to promoting a safe, healthy, collaborative and motivating work environment for our direct and indirect employees. As a result, our people's engagement at ChildFund has been consolidated over the years, aligned with our organizational values. The 2024 satisfaction survey revealed that 81% of employees approve of the organizational climate or environment, with an engagement rate well above the market average. This reflects a positive and healthy climate, the result of people management policies and care for the well-being of the team, including unlimited psychological support and health programs.

Today, our values are even more aligned with our cause and purpose. We have adopted "CHILD", which represents the fundamental pillars that guide our actions:

C

Connection

We value connection between all stakeholders, especially our internal team, believing that collaboration and engagement are the key to collective success.

H

Honesty

Honesty is fundamental to our organization, reflecting our commitment to ethics, transparency and integrity. With more than 90 internal policies, we ensure the smooth running of our processes and a culture of respect.

I

Innovation

We are constantly looking for creative ways to improve our strategies and processes. We incorporate new technologies, such as artificial intelligence, and offer training to empower our team.

L

Learning

We believe that learning comes from practice, which is why we encourage our team to bring new ideas while implementing solutions in their daily lives.

D

Diversity and Experiences

We value differences and promote an environment of respect and collaboration.



Training and Development

Continuous training is one of the pillars of our organizational development. We recently implemented the Capacitometer, an internal tool to map indicators, such as training sessions and training sessions completed by our team, as well as the number of hours dedicated to these sessions.

In addition, we have invested in mapping the training courses available on the market, sharing options with our team and encouraging participation in courses that add value to our mission, including topics such as design thinking, leadership, artificial intelligence, LGPD, emotional intelligence, Power BI and other technical skills. To encourage the entire team to improve their knowledge, we created the Capacitometer.

Our team has participated in more than

1.300

hours of training in the year 2024.



Mental health care and team well-being

In 2024, the organization took an important step in supporting the mental health of our employees by offering an unlimited online psychological support benefit. We also implemented a benefit that offers comprehensive support for the physical and emotional health of teams. We also reviewed the benefits offered, including the ticket and life insurance, and will continue to improve our benefit policies in the next fiscal year.

Strengthened international connections

The closer relationship with international leaders was also a strong point this year. The annual meeting of Latin American leaders took place in Brazil and was essential for aligning strategies for the next fiscal year. The exchange of experiences and commitment to goals, such as the number of children to be reached, strengthened our performance and helped unite the efforts of different countries for a greater impact.

Safety at work

Safety is a global priority, with policies that cover everything from international travel to the protection of personal data. We have recently implemented stricter protocols, such as mandatory training and monitoring of environmental and technological risks, to protect employees, beneficiaries and sensitive data.

When it comes to information protection, ChildFund stands out for its excellent information security policies, in partnership with a LGPD specialist. This ensures that our processes are aligned with best data protection practices, especially with regard to children and beneficiaries' information.



Innovating as a team

Innovation is at the heart of our strategy, with the team actively participating in learning dynamics and listening sessions, where everyone can contribute with creative ideas and solutions. And this is quickly reflected in our processes.

These advances reflect our commitment to creating a more innovative and safe work environment, aligned with ChildFund's values, which strengthens our ability to generate a positive impact on the lives of children and communities.

Another important moment was the in-person governance meeting, which brought together ChildFund volunteers and leaders, strengthening the connection between the executive team and stakeholders. This meeting allowed for the exchange of experiences and the alignment of strategies, with moving testimonials from beneficiaries, reinforcing our commitment to the organization's mission.

Some members of the governance team visited local partners in Ceará, where they were able to witness firsthand the work carried out with the communities, hear success stories, and engage with the teams and individuals sponsored by ChildFund Brazil.

Through these actions, we emphasize one of our values: Connection!

These advances reflect our commitment to creating a more collaborative work environment that aligns with ChildFund's values, which strengthens our ability to make a positive impact on the lives of children and communities.



MAGIC ambassadors

As a team, we are ambassadors of the organizational mission and this climate is fostered by the MAGIC methodology, which seeks to increase the engagement of professionals based on five pillars.



Financial statements



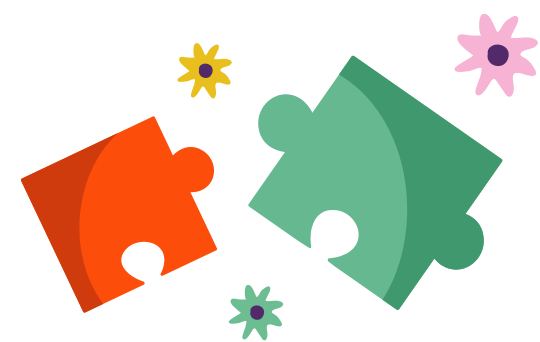
MANAGEMENT BALANCE SHEET (R\$000) – DECEMBER			
	INTERNATIONAL	BRAZILIAN	TOTAL
Sponsorship	19,397	9,343	28,740
Gifts for Children	2,963	537	3,500
Tax Exemptions		1,324	1,324
Donations		1,369	1,369
Corporate	591	1,799	2,390
Financial Income	37	540	577
Assets		131	131
Volunteers		262	262
Others		5	5
Income	22,988	15,310	38,298
Sponsorship	11,632	5,337	16,968
Gifts for Children	2,963	537	3,500
Corporate	553	1,616	2,169
Donations	596	302	898
Social Development	2,371	256	2,627
Child-Sponsor Bond	1,152	753	1,905
Project Management and Child-Sponsor	19,266	8,801	28,067
Resource Mobilization	479	1,844	2,323
People, Administration and Finance	3,002	1,844	5,630
Tax Exemptions		1,324	1,324
Depreciation	295	487	782
Volunteers		262	262
Expenses	3,776	6,545	10,321
Results	(54)	(36)	(90)

* The amounts related to “Gifts for Children” represent the amount transferred to local partners during the year 2024. These resources are allocated directly to children by sponsors and, therefore, are not part of the organization's economic result (Revenue and Expenses), having their accounting treatment exclusively in equity accounts (Assets and Liabilities)



Summary

GRI



GRI STANDARDS	CONTENT	PAGE/URL
THE ORGANIZATION AND ITS REPORTING PRACTICES		
GRI 2: General contents 2021	2-1 Organizational data	4-7, 12, 13
	2-2 Entities included in the sustainability report	6
	2-3 Reporting period, frequency and focal point	6 comunicacao@childfundBrazil.org.br
	2-4 Restatements of information	None
	2-5 External assurance	This report has not been subjected to external verification.
ACTIVITIES AND WORKERS		
GRI 2: General contents 2021	2-6 Activities, value chain and business relationships	ChildFund Brazil relies on partners to carry out its activities. These partners are organizations that operate in the territories consultants and other actors that support the organization in fulfilling its mission. More information: pages 6,7, 22-24, 30-33
	2-7 Employees	66, 67
	2-8 Workers who are not employees	We have 1,368 volunteers working in the cities where we have operations with local partners..
GOVERNANCE		
GRI 2: General contents 2021	2-9 Governance structure and composition	17-19, 69-73
	2-10 Appointment and selection of the highest governance body	69-73
	2-11 Chair of the highest governance body	69-73
	2-12 Responsibilities of the highest governance body in controlling impact management*	17-19, 69-73
	2-13 Delegation of responsibility for impact management	17-19, 69-73
	2-14 Responsibilities of the highest governance body in sustainability reporting*	The decision-making process in our organization is based on deliberation in several instances. ChildFund Brazil is led by a General Assembly, a Board of Directors and a Fiscal Council, and also has Advisory Committees. The advisors are professionals with different profiles and backgrounds, who support the executive body in its decisions.

GRI STANDARDS	CONTENT	PAGE/URL
GRI 2: General contents 2021	2-15 Conflicts of interest*	The organization analyzes possible situations of conflict of interest and deliberates based on its values and governance model. We have adopted a strong internal audit process and that of local partners, which identifies situations of conflict of interest and deliberates with the Senior Management Team of the country office.
	2-16 Critical statements*	All stakeholders can access the organization or directly the leadership in case of critical situations. We have communication channels with the external public and internal channels with local partners.
	2-17 Collective knowledge of the highest governance body	69-73
	2-18 Performance evaluation of the highest governance body	Not available
	2-19 Remuneration policies	ChildFund Brazil follows the compensation policies of the international headquarters, with adaptations to the context of the Brazilian market.
	2-20 Processes for determining remuneration	Not available
	2-21 Proportion of total annual remuneration	R\$ 5.741.158,43 invested in staff compensation.
	2-22 Information on the sustainable development strategy*	36-59
	2-23 Commitments	The purpose of the organization, as well as its goals and programs, in general, are aligned with global commitments, such as the UN 2030 Agenda and the commitments defined by ChildFund International. At a national level, our main commitments are: 1. 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 young people, adults, parents and leaders who will bring sustainable and positive changes to their communities. 2. Mobilize people and institutions to act to value, protect and promote children's rights in society. 3. Enrich the lives of supporters by defending our cause.
	2-24 Internalization of commitments	The organization's commitments are widely shared with all types of stakeholders, and are also present in the daily lives of internal employees.
	2-25 Processes for remediating negative impacts	We maintain constant contact and advice to our local partners and probable negative impacts or incidents are immediately analyzed by the SMT (Senior Management Team) and forwarded/remedied according to needs.
	2-26 Mechanisms for seeking information and statements*	Not available
	2-27 Compliance with legislation*	We strictly follow Brazilian Legislation and all labor, environmental and social regulations.
	2-28 Participation in associations	ChildFund works in partnership with 21 local partners, most of which are social associations that develop our programs and methodologies with communities.

GRI STANDARDS	CONTENT	PAGE/URL
STAKEHOLDER ENGAGEMENT		
GRI 2: General contents 2021	2-29 Approach to Stakeholder Engagement*	22-33 ChildFund Brazil maintains a close relationship with its stakeholders, who actively participate in the development of social programs and actions aimed at child protection. The organization remains attentive to the movements of society and is always open to reviewing its selection of stakeholders, including new audiences whenever it deems it relevant.
	2-30 Collective bargaining agreements	100% of employees are covered by collective bargaining agreements.
MATERIAL TOPICS		
GRI 3: Material Topics 2021	3-1 Process for determining the material topic*	6,7
	3-2 List of material topics*	7
	3-3 Management of material topics	6,7
GRI 413: Local communities	413-1 Operations with engagement, impact assessments and development programs aimed at the local community*	36-59
	413-2 Operations with significant potential negative impacts – actual and potential – on local communities*	Not available



Technical Sheet

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