

Bring opportunities to Brazilians in vulnerability

RESULTS REPORT

PREVIEW OF RESULTS 2023

**Instituto
da Criança**

We are a **SOCIAL MANAGER** to promote human development

CREATES, MANAGES, AND POTENTIALIZES

SOCIAL SOLUTIONS



Innovative non-profit
social **business model**



Integrated Network with
over 700 CSOs in
22 Brazilian states



We develop our own social
projects

Contributes to the UN's SDG and Special Consultative Status

with ECOSOC - *Economic and Social Council*



**OBJETIVOS
DE DESENVOLVIMENTO
SUSTENTÁVEL**



Elected as "A Seal" in management and transparency

Brazil Foundation's strategic partner in NY

Partnership with global *crowdfunding* platform



TOP 100 world SGO 2023

Geneva, Switzerland



We articulate different actors in society in favor of the **common good**.

Many can donate, **many need** to receive.

We, as **managers**, connect these two worlds and **multiply results**.

We integrate **companies and people into social projects.** Working with different audiences and **causes.**



Dear donor,

This report aims to share a preview of the results of our initiatives for 2023, separated by cause.

We are moving forward with our activities. We manage **59 projects** to deliver **social solutions** to **10 different causes** benefiting **different audiences all over Brazil!**

All this was and is only possible because we have partners who believe in our work and support our actions.

Be amazed by the power of solidarity!



Education





Donation of school and university fees for children and young people in situations of socio-economic vulnerability.

69 students benefited



ALLOS

The project aims to distribute 215,550 books acquired with the involvement of 52 shopping malls to social organizations.

Project to encourage reading

120 mil books donated

120 mil children benefited

385 CSOs participating



BRASILCAP

Development of a Financial Education journey, using gamified methodology, aimed at awakening a new financial awareness in young people.

CSOs from the Instituto da Criança Integrated Network take part in the action.

12 CSOs benefited



EDUCA DAY

It offers tutoring to children and young people living in the communities of Complexo da Maré who have difficulties absorbing the content taught at school, as well as teaching literacy to adults who have not had the opportunity to attend formal school.

36 children assisted

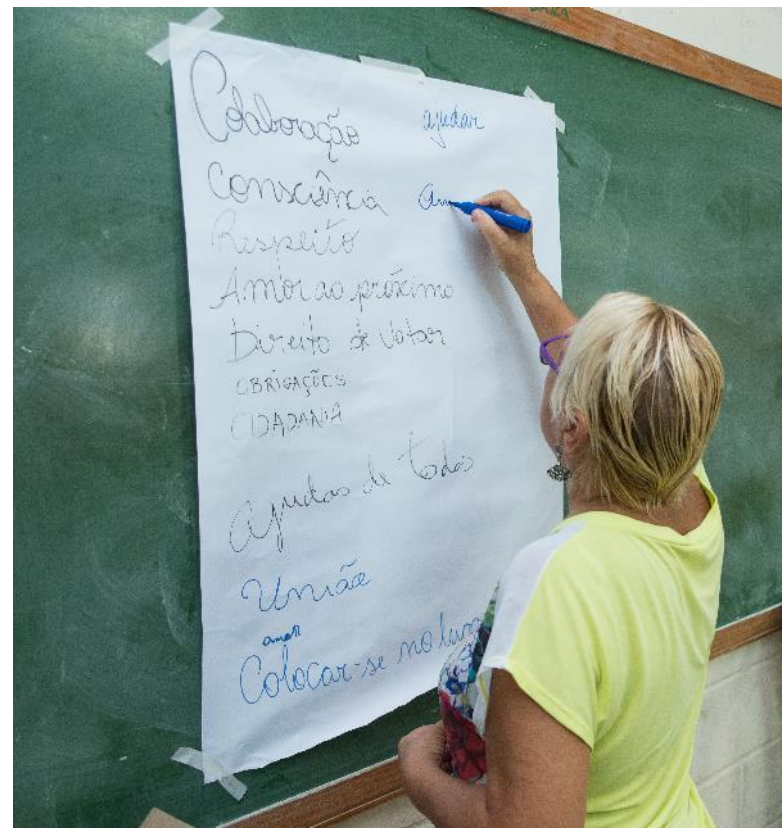




We offer socio-economically vulnerable communities classes in Citizenship, Financial Education, Family Planning and Sexuality, Alcoholism and Drugs, Health and Well-being, stimulating awareness and training multipliers in their surroundings.

174 students graduated

12 classes graduated



VICHI

Leadership and communication training

Training for the development of socio-emotional and behavioral skills for sixty young people between the ages of 18 and 30, residents of the Haroldo de Campos Condominium in Costa Barros, Rio de Janeiro.

13 people trained

3 workshops given





**The project serves socially vulnerable teenagers,
strengthening their mental health through art and
awakening their skills and capacity for the job market.**

12 children assisted





PROJETO
EDUCAÇÃO
Garantida



The project aims to fund scholarships at private schools for low-income students living in the states of Rio de Janeiro and São Paulo.

295 scholarships sponsored

32 students

17 partner schools



Social Entrepreneurship





O PACIFICADOR

Creation of a learning ecosystem design based on the content prepared by the Instituto O Pacificador, exploring the theme "The individual as protagonist".

1 project designed with a social solution concept



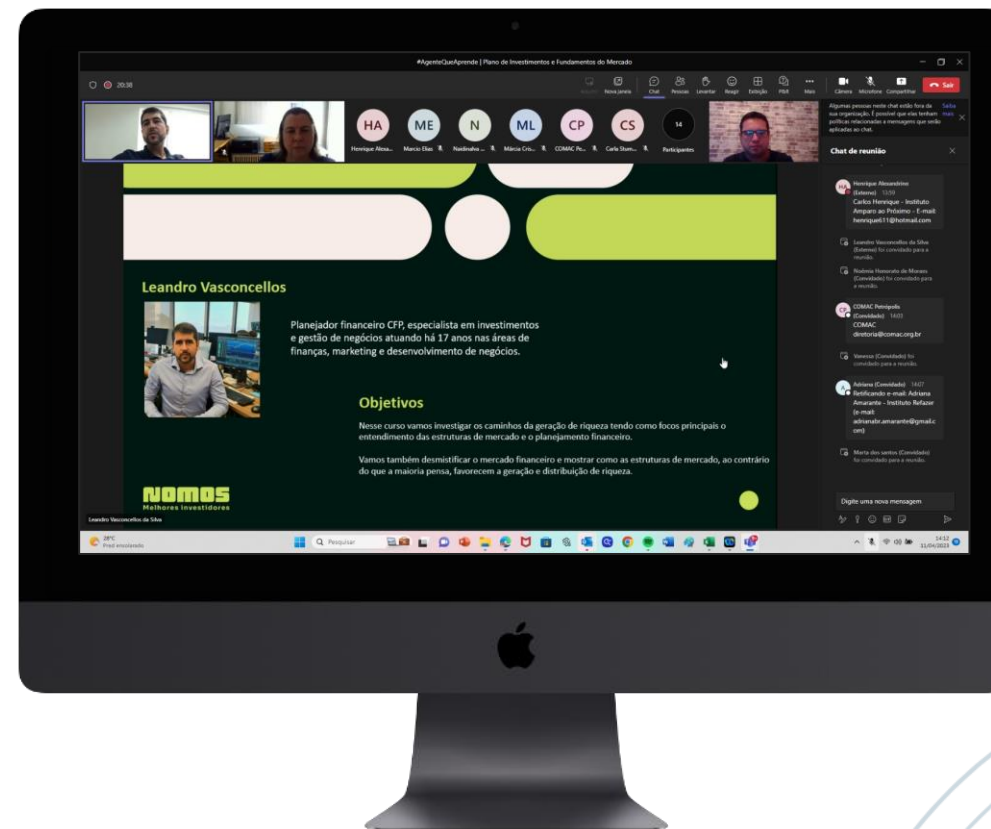


#AGENTEQUEAPRENDE

We enhance the knowledge of social entrepreneurs on specific topics related to the social sector, helping to improve the professional activities carried out in the organizations that are part of the IC Integrated Network.

205 social organizations benefited

368 participants

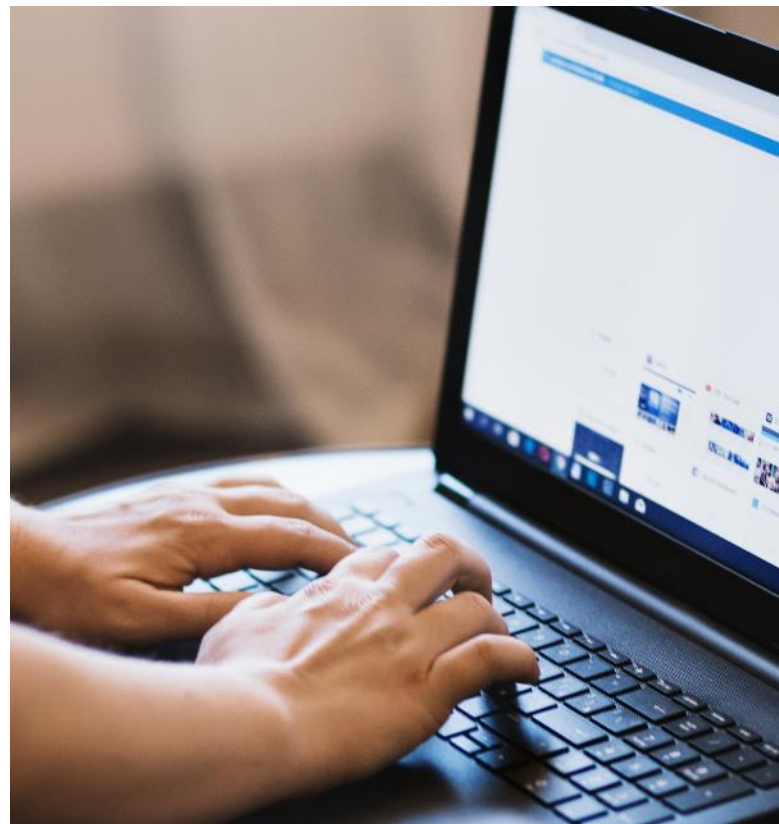


Gestão da Inteligência Social

An educational program aimed at the management of civil society organizations. The program can last for one year, addressing the main management needs identified in the organization.

1 CSO assisted

150 attendances





PRODES

Programa de Desenvolvimento
de EMPREENDEDORES SOCIAIS

Improving knowledge of social entrepreneurship through classes in Emotional Intelligence, Management and Planning, Innovation, Time Management, Communication, Finance, Fundraising, Leadership, Digital Transformation and Social Project Management, with the aim of boosting the results of the organizations in the IC Integrated Network.

1 class completed

15 social entrepreneurs trained



Social Inclusion



Brasilcap - Ação de Natal

Carrying out a Christmas action with the company's employees in order to provide social engagement.

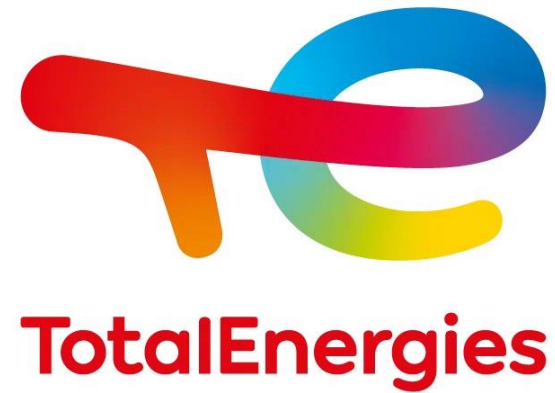
196 children and adolescents benefited



Total Energies

Provision of specialized consultancy services to support the improvement of the strategy, structuring and management of the portfolio of social investment projects.

Review of the company's Social Investment procedure.



De Volta ao Lar

Its aim is to promote the assisted return of homeless people to their place of origin, when it is possible for them to return.

The project has already made 698 shipments possible.

6 people on board



Louvre Hotel – Pedido Solidário

In this recurring campaign, which promotes monthly actions, the Group earmarks amounts of R\$0.30 and R\$0.50 from its water and juice sales for social projects developed by social organizations near its hotels. 50% of the proceeds go to CSOs selected by the hotel chain itself, while the rest is invested in managing the actions and projects developed and supported by the Instituto da Criança.

8 CSOs assisted

Louvre Hotels
GROUP

TAG – Gestão de Recursos

Management consultancy for the company's incentive funds.

1.189 attendances made

12 projects monitored

The logo for TAG, consisting of the letters 'TAG' in a bold, blue, sans-serif font. The letters are slightly shadowed, giving them a 3D appearance as if they are floating above a light blue surface.



Women's Day Action

Purchase and management of 200 hygiene kits to be delivered to the One By One organization. Boosting social work aimed at the emancipation and income generation of low-income women, carried out by social organizations in IC Integrated Network..

200 hygiene items donated to women

GSK - Open Doors

Review the policy that guides the work of the social committee, managing social action in line with the revised document..

122 people

GSK – Christmas action

Involving GSK employees in the Christmas campaign to sponsor children with Christmas presents from institutions located near the company's headquarters.

168 children benefited

A decorative graphic consisting of several concentric, light blue curved lines is located in the bottom right corner of the page.



We provide special moments for the elderly, valuing their life experiences and their past, through volunteers who help turn their life stories into books.

2 Editions

24 elderly people assisted





We promote integration between the social entrepreneurs who are part of our Integrated Network, sharing the demands of the institutions and working together to solve them through an IC support fund.

112 attendances





Financial donation of part of the income tax owed by individuals or companies to partner institutions that have projects under Brazil's incentive laws: ISS, Culture, Sport, FIA, PRONAS, PRONON and the Elderly.

4 CSOs benefited





IC Voluntários

Program to attract, receive and refer people and companies who wish to volunteer for IC and/or for organizations in the Integrated Network.

56 volunteers

07 partner companies





Receiving material donations of various items, such as furniture, computers, clothes, books, non-perishable food, etc. and managing their delivery to organizations and people in the IC Integrated Network.

24.815 items donated



IC SOCIAL WORK

SEASONAL CAMPAIGNS

Back to School, Easter, Warm Clothing and Children's Day

3.422 items of school supplies

223 items from the Easter campaign

476 items from the Warm Clothing campaign

807 items from the Children's Day campaign





Networking with organizations and social movements of different classifications, areas of activity and audiences.

732 CSOs / social movements registered in

22 states





PPD
PROGRAMA DE
PATROCÍNIO DIRETO

Every year, **Instituto da Criança** defines the organizations and/or social projects to be sponsored over a 12-month period, based on the **relationship with the network of partner organizations**, identifying the needs and viability of the sponsorship. **The sponsored organizations** receive funds raised through **our various campaigns**, the amounts of which are conditional on fundraising..

13 CSOs benefited





Campaign management for donations.

Seasonal campaigns

30 CSOs benefited

11.473 children and adolescents assisted





Social diagnosis and community relations; monitoring of incentive projects and management of calls for proposals.

Call for proposals management

60,000 attendances

36 projects approved

Project Monitoring

09 social diagnoses delivered

Communication Campaign

1.552 visits made

502 properties mapped



Imagem: Programa de Iniciação ao Esporte Adaptado ano II - Associação Desportiva para Deficientes - ADD

Dignified housing





IC Mãos à Obra

Construction and renovation of CSOs in the IC Integrated Network and/or homes for families in vulnerable and precarious structural conditions.

02 families assisted



Employability



GSK - Young apprentice

Mobilizing young people from communities around the company's factory to take part in a selection process for the position of young apprentice. In addition to mobilization and pre-selection, IC will hold an awareness-raising meeting with managers about welcoming and managing people with a diversity and inclusion profile. A manual of good practices will also be produced for these managers.

25 young black men and women hired

The GSK logo is displayed in a bold, orange, sans-serif font. The letters are slightly shadowed, giving them a three-dimensional appearance. The logo is positioned on the right side of the slide, centered vertically relative to the main text block.



A professional training and employability incentive program for young people who are about to enter the job market in order to connect them with Ambev's points of sale - bars, restaurants, hotels and events.

RIO DE JANEIRO

400 young people registered on the employability platform.

SÃO PAULO

1.469 young people registered





CONECTA

Connecting people - benefiting directly or indirectly from the IC - who need to find work in the job market with partner companies that have opportunities, facilitating access to vacancies.

1 partner company

10 recommendations





Z·E·N·V·I·A

Empower.code for all

The project is aimed at young people in situations of social and economic vulnerability who are interested in a programming course.

224 people selected for training



CAIXA

Capitalização

Favela Women

Training to encourage entrepreneurship in the eyebrow design course.

50 women completed the course

25 company employees took part in the event as volunteers

1 CSO benefited



Sport





With the aim of transforming the lives of young people from communities, the project promotes socialization, education and integration through volleyball sport.

50 young people assisted.



Health



Anjos do Alívio

The social project Anjos do Alívio is dedicated to helping patients suffering from chronic pain. We recognize that the treatment of this condition requires a multidisciplinary and integrated approach, involving qualified professionals in the fields of medicine, psychology, physiotherapy and nursing.

Our mission is to provide information to improve the quality of life of people suffering from chronic pain, and to try to offer treatment.

18 attendances



Anjos
do
Alívio

No combate a dor crônica

Food Security



A FOME NÃO ACABOU

Doe e colabore com quem mais precisa!

With the support of several people and companies, IC carries out actions in favor of vulnerable families.

+13 thousand tons of food

18 organizations assisted

1.138 families benefited





Offering balanced meals to residents of communities in Rio de Janeiro who don't have the infrastructure to cook. In addition to donations of hygiene and cleaning items.

4 actions carried out

1,350 families benefited





Purchase and delivery of food baskets for families assisted by the Francisca Nubiana Association, as well as sponsoring a school cook for the organization.

2.730 people benefited

1 CSO benefited

4 communities benefited



S P O L E T O

GNOCCHI
DO BEM — 

Gnocchi do Bem is a social action that takes place every 29th of every month at Spoleto. On this day, all the profits from sales of the Gnocchi do Bem combo are donated to the Instituto da Criança.

08 CSOs benefited

Christmas Plates Campaign

1 CSO benefited



KONI

dia do
**chega
junto**

Every last Monday of the month, for every sale made, Koni donates R\$1 to IC.

05 CSO benefited



Humanitarian Aid





With the support of individuals and companies, the Instituto da Criança carries out **actions to benefit socially vulnerable families** affected by natural disasters.

14 projects realized

7 states assisted

77 thousand people benefited

20 thousand attendances



Environment



TAG

A joint clean-up effort with TAG volunteers on Copacabana beach in Rio de Janeiro.

47 company employees took part in the event

40kg of waste and residues collected



GSK – Environmental Action

An immersive environmental education activity, with the aim of mobilizing volunteers to get in touch with nature and awaken environmental awareness, based on an immersion in the Tijuca Forest, including trail activities, dynamics, planting seedlings and lunch.

21 company employees took part in the event.

The GSK logo is displayed in a bold, orange, sans-serif font. The letters are thick and blocky, with a slight shadow effect. The 'G' and 'S' are connected at the top, and the 'K' is positioned to the right of the 'S'. The logo is centered horizontally on the right side of the slide.



Thank you for your support!

Your donation makes it possible for us to continue our purpose of **inspiring solidarity to TRANSFORM LIVES.**

Instituto da Criança

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