



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



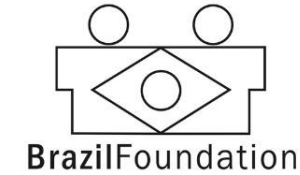
We develop our own social
projects

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



OUR TRAJECTORY



1994

Beginning of the movement in favor of children in social vulnerability.



1998

Statute of Instituto da Criança



2003

Projects with adults and youth



2008

Focus on social entrepreneur



2010

Consulting for companies in social responsibility



2016

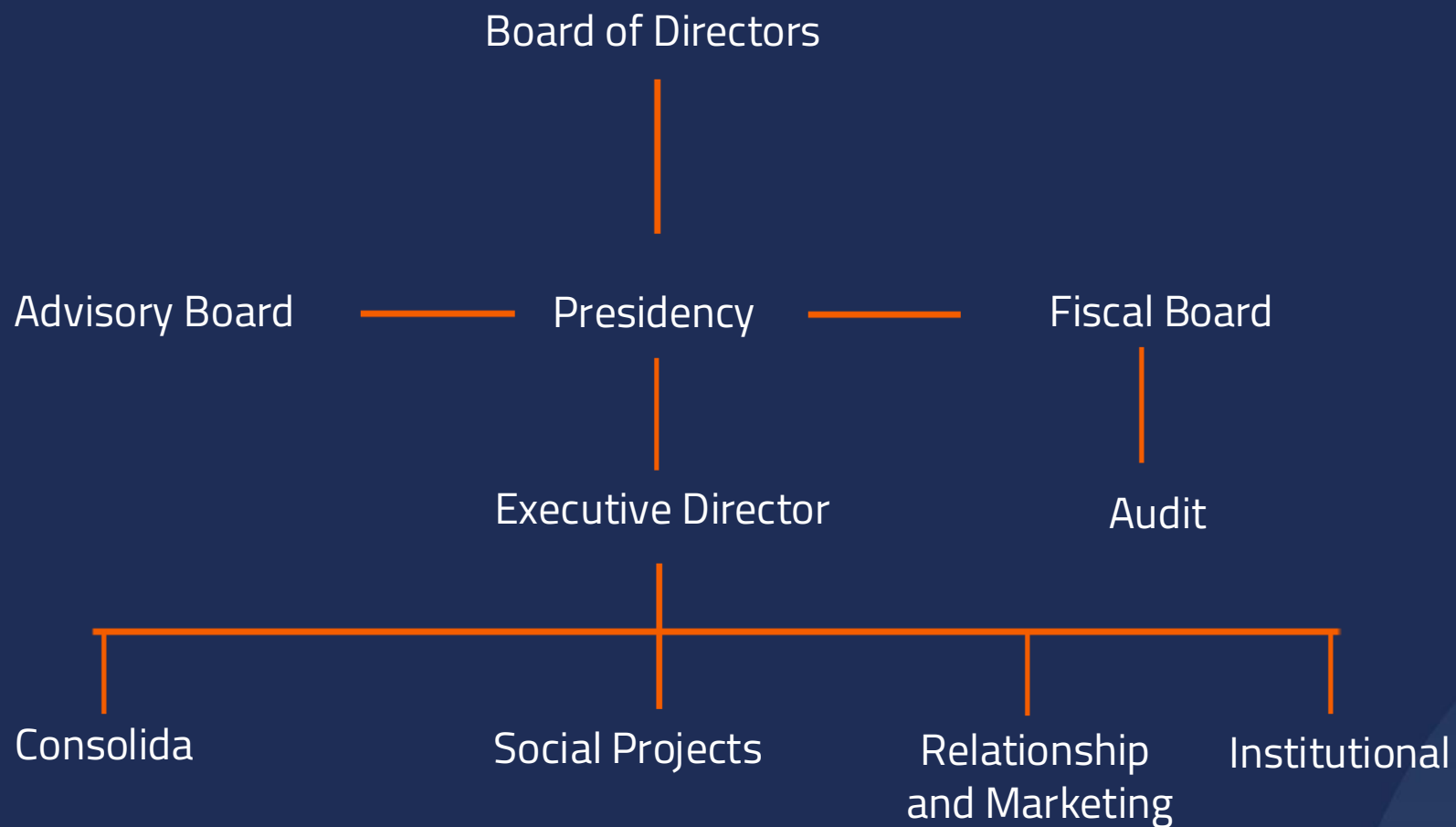
Consolidation as a social manager



“Inspire **solidarity** to
transform lives”

GOVERNANCE STRUCTURE

Auditados por **EY**



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.**





COMPANIES

CONSOLIDA
SOLUÇÕES SOCIAIS | INSTITUTO DA CRIANÇA

Customized social projects

Investment program: **direct and tax incentive resources**

Management of **Call for Sponsorship**

Project monitoring

Community **relationship**

Social and **ESG** diagnosis

Evaluation of results

Corporate **Volunteering**

COMPANIES ADVISED BY THE CONSULTANCY



REDE D'OR



PETROBRAS



VALE

ambev

L'ORÉAL



BG GROUP

BRASILCAP

TAG

TRIGO



WHITE MARTINS

Brookfield
Energia Renovável

ALIANSC
SONAE



Multiplan

GSK

CAIXA
Capitalização



287
COMPANIES
advised

6.700.000
attendances

844.000
donated
ITEMS

R\$ 355 Million
managed

944
PROJECTS
managed

From 2008 to 2023



COMPANIES

Donation campaigns for engagement



Co-authorship of IC projects



Donation campaigns with store customers



Donation from employees



Donation of materials

OUR SHAREHOLDERS

DIAMANTE



BRASILCAP

PRATA



BRONZE

BARRETO ADVOGADOS
&
CONSULTORES ASSOCIADOS

Helexia



Di Blasi,
Parente &
Associados



PINHEIRO GUIMARÃES

TOP2YOU

TIMEFORTE
MARKETING ESPORTIVO



SQUADRA
INVESTIMENTOS



tátil*



PEOPLE

Campaigns to receive **recurring or one-off donations**

Volunteer service management



Recurring donation



One-time donation in commemoration

CADA
CENTAVO
CONTA

Visa credit card donation



Website social



Donation of materials



Volunteer Program



SOCIAL PROJECTS

Articulation of the integrated network with more than 700 social organizations

Financial and **operational** management of projects and actions

Own programs



OWN PROGRAMS



Training for
social entrepreneur



Lectures for social organizations



Management consultancy



Education in the
communities



Social Service



School tuition sponsorship
and university tuition
sponsorship



Construction and
renovation



Directing resources
from income tax



Employment
Program



Improving the
management of social
organizations

CASES



Operational and financial management of the Movimento União Rio in the health area



R\$ **40** Million
invested

448

Activated
hospital beds

133

Medical offices
renovated

1,1 M

PPE distributed

454

Donated
equipments

89

Professionals
financed

10.500 m²

renovated at HUCFF



HOSPITAL UNIVERSITÁRIO DO FUNDÃO



BEFORE



AFTER





Engagement and Interface

with more than 50 companies

ALIANSC
SONAE

bradesco
saúde

Brookfield

BTGPactual

Instituto Dynamo

Qualicorp

NAVI

nts

Santander

stone

VINCI partners

XP Inc.

3GRADAR

Absolute
Partners

BNDES

ARQUEIRO

aspens
PHARMA

Atmos
CAPITAL

[AUSTRAL]

BOGARI
capital

Bichara
ADVOGADOS

CAPSTONE

crescera CAPITAL

DANNEMANN
SIEMSEN

Enauta

FENABER
Federação Nacional das Empresas de Resseguros

FQM

Foundation ENGIE

GERA

Icatu SEGUROS

IP
CAPITAL PARTNERS

JGP

Klabin

LLOYD'S

modalmais
o banco digital dos investidores

MONTEIRO
ARANHA S.A.

MONTREAL

Multiplan

NOVUS
CAPITAL

OCEANA
investimentos

OPPORTUNITY

ÓRAMA

Paineiras
INVESTIMENTOS

PEBMED

POLO
capital management

SAUER

SEXTANTE

sharp
capital

SPX

SQUADRA
INVESTMENTS

STUDIO
investimentos

TAUIL CHEQUER
MAYER BROWN

távola
CAPITAL

winterhall dea

Wilson.Sons

Corporate and financial management of all the Movimento União BR's projects



Donation of PPE,
hospital equipments
and activation of a
post-covid
rehabilitation center



**Donation of food
baskets and
dehydrated meals**
in national and
international
territory



Assistance to
families in **20
Brazilian states**



R\$ 16 Million
invested

From 2021 to present



GENERAL RESULTS ACHIEVED



724.164

Dehydrated meals



38.299

Food baskets



86.550

hospital supplies



3.843

refrigerators
and ovens



1

Post- covid rehabilitation
center at HMRG - RJ



1.400 m²

renovated at
HMRG - RJ



1

Oxygen plant



6.249

mattresses



2.000

pillows



1.083

hospital
equipment

Corporate and financial management

Distribution of cooking gas to families
in vulnerable situation



274.995 gas cylinders
to **64.688** families in
21 states



R\$ **30** Million
invested



From 2022



Management of Call for Sponsorship

Projects supported by tax incentive laws



- Strategic guidelines
- Sponsorship Call release
- Project selection
- Due diligence



142
funded
projects



Culture, sports,
childhood, elderly,
oncology care and
people with
disabilities



R\$ **121** Million
invested

From 2017 to 2023

Customized project creation

Sponsorship of scholarships in private schools

PROJETO
EDUCAÇÃO
Garantida



Mapping and selection of families with a monthly income below to 3 minimum wages



34.285
monthly tuition sponsored



RJ and SP
55 schools
22 cities



R\$ 21 Million
invested

Period from 2018 to 2023.



Training and incentive to employability

1.028 trained
young people

70%
are **black or brown** people

52% have a family income
of up to **1 minimum wage**

71% are **women**, of which

51% are **black or brown women**

91% **are not** currently
working

bora
ambev





Condominium of houses for flood victims



300 people benefited



Construction of
74 houses





Engagement and Interface with
more than 30 companies.





WE CAN

Promote **human development**

Contribute to **preserve lives**

Inspire **solidarity**

SOCIAL AWARENESS



SOCIAL RESPONSIBILITY

"Surprise yourself!!!

Discover the **joy** your

generosity can bring to you"

Pedro Werneck

[linkedin.com/in/pedrowerneck/](https://www.linkedin.com/in/pedrowerneck/)



Instituto da Criança

Rua Faro, 80 - Anexo 2º andar, Jardim Botânico – Rio de Janeiro

Tel.: (21) 2239-9555

contato@institutodacrianca.org.br

www.institutodacrianca.org.br

