



**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 900 CSOs in
24 Brazilian states and
the Federal District



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 2024 Geneva, Switzerland

Selo Empresa Amiga da Mulher - The Women's Friendly Company Seal, granted by the Women's Secretariat of the State of Rio de Janeiro. This recognition underscores our commitment to gender equality, combating violence, and valuing women in the workplace.



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

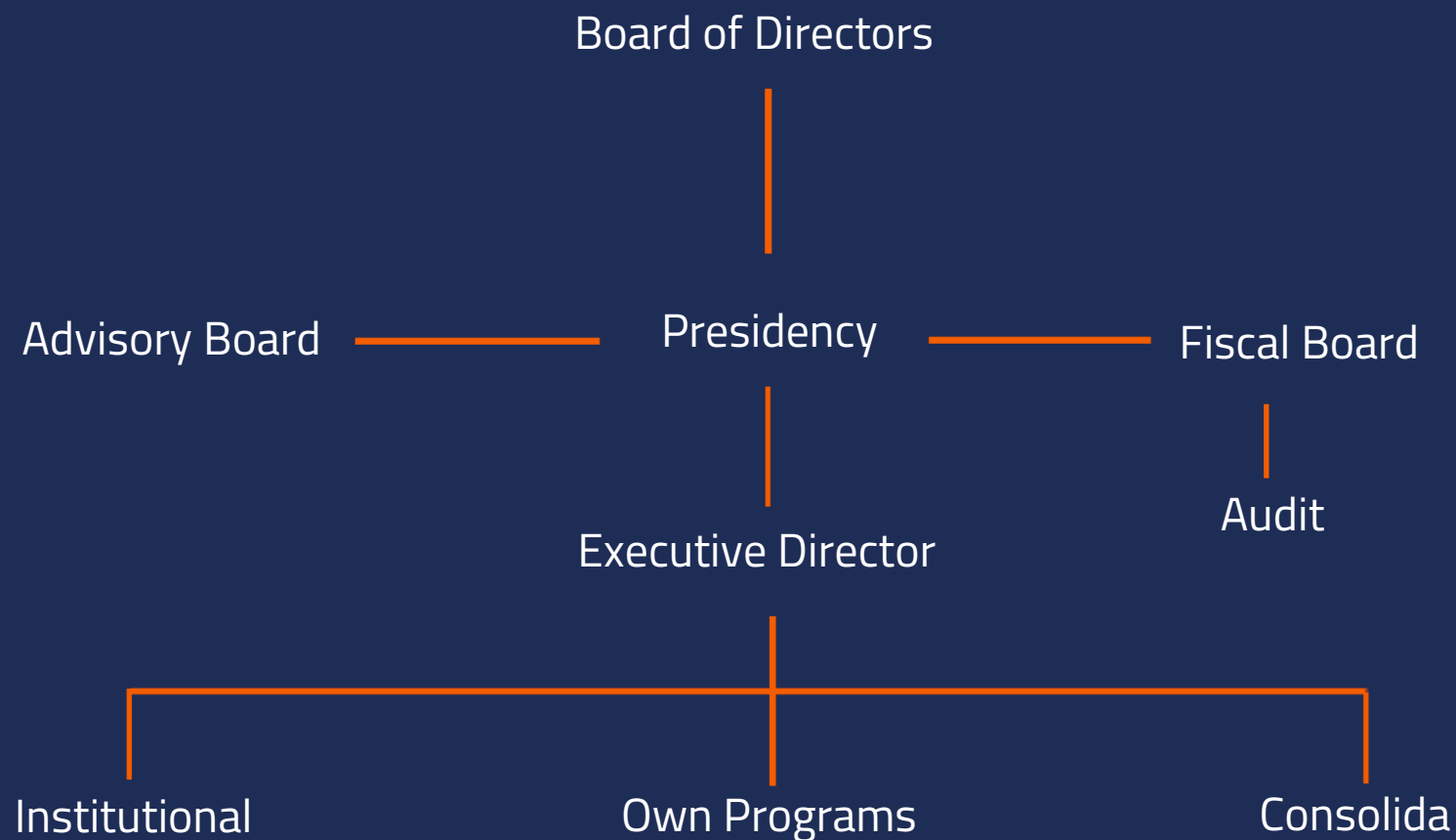
Consolidation as a social manager



“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 and enable these two worlds to **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



BRASILCAP

TAG

TRIGO



WHITE MARTINS

Brookfield
Energia Renovável

ALIANSC
SONAE



Multiplan

GSK

CAIXA
Capitalização

610

PARTNERS

90 of which are
advised by Consolida

1002

PROJECTS
managed

11 MM
attendances

R\$ 490 MM
mobilized

From 2008 to 2024



COMPANIES

Donation campaigns for engagement



Co-authorship of IC projects



Donation campaigns with store customers



Donation from employees



Donation of materials



PEOPLE

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

Volunteer service management



#agentequefaz

Recurring donation



One-time donation in
commemoration

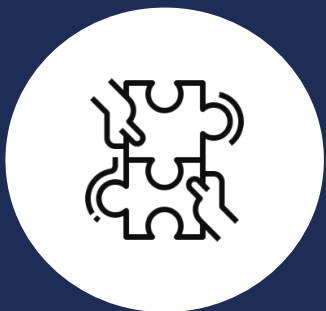


Donation of materials



IC Voluntários

Volunteer
Program



SOCIAL PROJECTS

Articulation of the integrated network with more than 900 social organizations

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

Own programs



OWN PROGRAMS



PRODES

Training for
social entrepreneur



#AGENTEQUEAPRENDE

Lectures for social organizations



**Gestão da
Inteligência Social**

Management consultancy



Education in the
communities



Social Service



School tuition sponsorship
and university tuition
sponsorship



IC Mãos à Obra
Construction and
renovation



CONECTA
Employment
Program



PPD
PROGRAMA DE
PATROCÍNIO DIRETO

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

BND
BNDES

ARQUEIRO

aspen
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



Donations of mattresses, hygiene and cleaning kits, household appliances in the national territory



Assistance to families in **21 Brazilian states and the Federal District**



R\$50M invested

From 2021 to 2024



GENERAL RESULTS ACHIEVED



1.096.116

Dehydrated meals



70.308

Food baskets



101.040

hospital supplies



4.347

refrigerators
and ovens



1

Post- covid rehabilitation
center at HMRG - RJ



1.400 m²

renovated at
HMRG - RJ



1

Oxygen plant



11.814

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



143
funded
projects



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



R\$ **127** Million
invested

From 2017 to 2024

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

1.417 trained young people
(Rio de Janeiro and São Paulo)

bora
ambev

70%
are **black or brown** people

71% are **women**, of which

51% are **black or brown women**

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

91% **are not** currently
working





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)



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