



**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*



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**

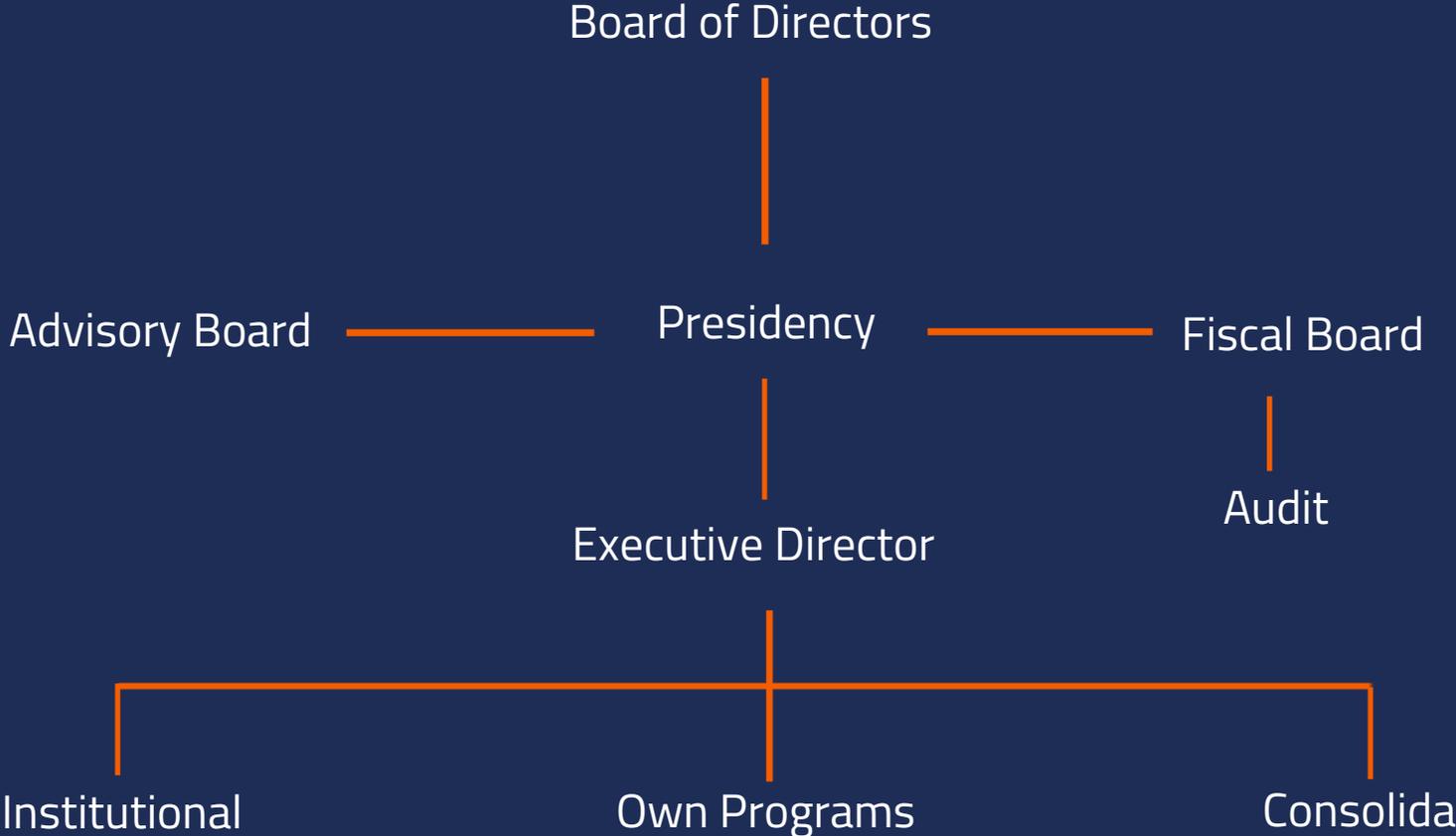
Consolidation as a social manager



“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

**11 MM**  
attendances

**1002**

**PROJECTS**  
managed

**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

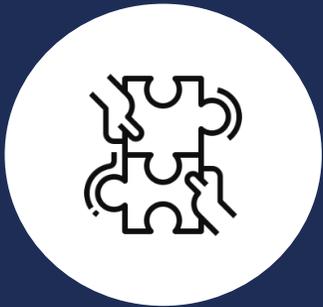


Donation of materials



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

OS IMPROVÁVEIS



Social Service

**ADOTE**

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

A close-up photograph of several hands of different skin tones stacked together in a circle, symbolizing teamwork and collaboration. The hands are positioned in a way that they overlap, with fingers pointing towards the center. The background is dark and out of focus, emphasizing the hands. The overall tone is professional and supportive.

# 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 m<sup>2</sup>**

renovated at HUCFF



# HOSPITAL UNIVERSITÁRIO DO FUNDÃO



BEFORE



AFTER





# Engagement and Interface

with more than 50 companies

ALIANÇA  
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

crecerea 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

S A U E R

SEXTANTE

sharp  
capital

SPX

SQUADRA  
INVESTMENTS

STUDIO  
investimentos

TAUIL CHEQUER  
MAYER BROWN

távola  
CAPITAL

wintershall 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** m<sup>2</sup>

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

**bofa**  
ambev

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

**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.



BG GROUP



ASSOCIAÇÃO  
BRASILEIRA DE  
CIMENTO PORTLAND



COOL  
PRODUÇÕES



FABRIMAR  
METAIS PARA BANHEIRO E COZINHA



FAST  
SHOP



GERDAU



haga



Holcim



ibp  
INSTITUTO  
BRASILEIRO DE  
PETRÓLEO GÁS E  
BIOTECNOLOGIA



BARRAENERGIA



CRÉDIT AGRICOLE



Coca-Cola



Johnson & Johnson



Klabin



LAFARGE



L.M.  
PRÉ-MOLDADOS



MULTIBLOCO  
Ind. e Com. de Artefatos de Concreto Ltda.



NaCerta  
Acabamentos



CONCREMAT  
engenharia e tecnologia



DUFREY



BRAMIL  
SUPERMERCADOS



NIKE



PAVIBLOCO  
PRÉ-MOLDADOS EM CONCRETO LTDA.



PEDRASUL  
PETRA



PRIMU'S  
PRÉ-MOLDADOS



SIBELCO



Sindibrita  
SINDICATO DA INDÚSTRIA DE FABRICAÇÃO  
DE BARRAS DE FERRO DO RIO DE JANEIRO



BNY MELLON



Braskem



Casalit



SINTIRJ



SUPERGASBRAS



TRELICÓN  
INDUSTRIAS DE CIMENTO



VALE



Votorantim



investimentos

**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**

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