

# MANAGEMENT REPORT

1st SEMESTER OF 2025

**Instituto  
da Criança**

- 1** Executive Summary
- 2** Strategic Planning
- 3** Financials
- 4** Institutional Relations
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## MISSION

To bring together different actors in society for the common good. Many want to donate, many more need to receive. We, as managers, connect and enable these two worlds, thus multiplying results.



## VISION

Expand the culture of solidarity to promote access to a dignified life.

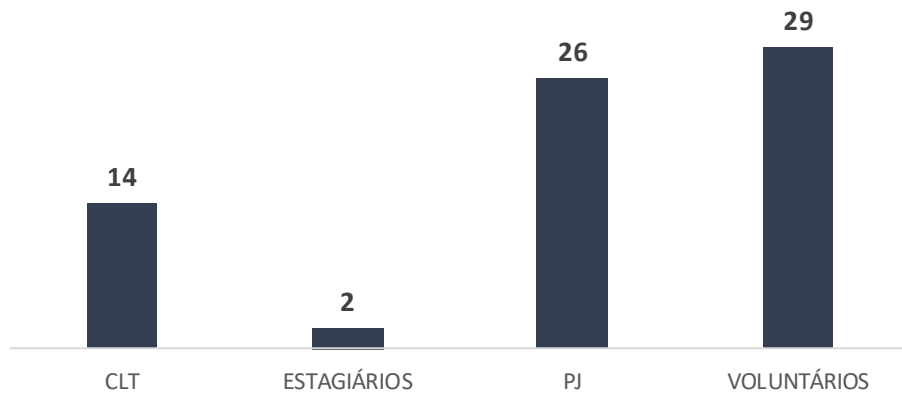


## PURPOSE

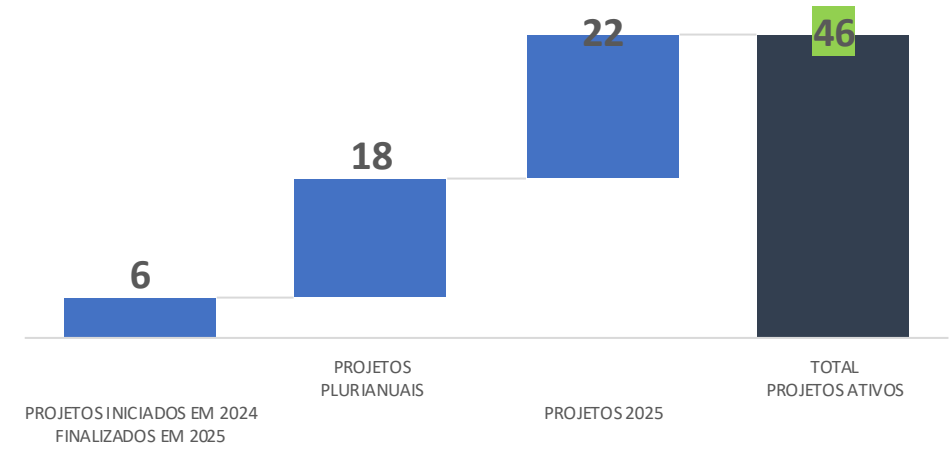
Inspire solidarity to transform lives.

## TEAM MEMBERS: 42

Reference: June 2025



## PROJECTS 2025



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JULIO ALMEIDA



RAQUEL FERNANDES

## **I – Ensure Financial Sustainability**

1. Cover fixed and variable costs
2. Create a contingency reserve

## **II – Increase impact in direct assistance**

1. Implement our own programs to serve more beneficiaries in partner social organizations
2. Serve more beneficiaries in the *Os Improváveis* (The Improbables) program
3. Increase engagement of social entrepreneurs with Instituto da Criança

## **III – Increase impact in indirect assistance**

1. Expand the portfolio of partner projects funded by federal, state, and municipal tax incentives
2. Expand the portfolio of partner projects with direct funding
3. Develop a digital product for companies investing in direct and incentivized funding programs

## **IV – Be recognized as a social organization that manages social projects transparently and ethically**

1. Obtain and maintain relevant certifications for Instituto da Criança in the sector

# STRATEGIC PLANNING 2025

## Strategic Objective I: Ensure financial stability

### **Main actions carried out:**

- Implementation of the clockfy tool for teams to record project hours
- Acquisition of ERP system (Orgsystem), integrating and optimizing processes
- Supply demand centralization
- Centralization of finance, and budgeting demands

### **Main action in progress:**

- Identify services and margins for future sales
- Redesign sponsorship campaigns
- Redefine proprietary programs to generate revenue

# STRATEGIC PLANNING 2025

## Strategic Objective II: Increase impact in direct assistance

### Main actions carried out:

- Two editions of *Prodes* held, third scheuled for 2nd semestre 2025
- Increased editions of #agentequeaprende (#wewholearn - 6 held, 9 scheduled until Nov/25)

### Main actions in progress:

- Develop campaigns for specific demands of *Os Improváveis* (The Improbables)
- Develop platform to consolidate and share opportunities and learning contente for the *Rede Integrada* (Integrated Network)

## STRATEGIC OBJECTIVE 2025

### Strategic Objective III – Increase impact in indirect assistance

#### Main actions carried out:

- Implementation of *Bússola Social* (Social Compass) platform for registering projects approved under Tax Incentive Laws

#### Main actions in progress:

- Study to implement a tool for registering non-incentivized projects
- Analysis of projects already received from *OSC's* (Civil Society Organizations) in the *Rede Integrada* (Integrated Network) for inclusion in a specific platform

# STRATEGIC PLANNING 2025

## Strategic Objective IV – Recognition as a transparent and ethical social project manager

### Main actions carried out:

- Awarded the *Selo Empresa Amiga da Mulher* (Women-Friendly Company Seal)
- Maintained 2nd place in Brazil and 62nd worldwide in the TheDotGood ranking

### Main actions in progress:

- Maintain the *Selo DOAR* (GIVING Seal)
- Research and obtain new certifications in management, Governance, and transparency

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**INSTITUTO DA CRIANÇA IS FINANCIALLY STRUCTURED INTO FIVE BUSINESS UNITS.**

**We present the definitions below:**

**INSTITUTIONAL & CAMPAIGNS:**

Revenues: fundraising campaigns with individuals and corporations

Expenses: institutional team, facilities, administration, taxes, and fees. A managerial cost allocation is applied, with 80% of these expenses shared across the other business units and 20% allocated to this unit.

**CONSOLIDA:** Corporate social responsibility consulting area. Projects are priced based on the professional's hourly rate or a management fee as the criterion. The team is dedicated to project development. Of the shared costs, 45% are allocated to Consolida.

**OPERATIONAL PROJECT MANAGEMENT (GOP):** Social projects executed by partners with back-office support from the Institute, which is remunerated through a management fee. Of the shared costs, 15% are allocated to GOP.

**UNIÃO BR AND ZURICH:** Social projects executed by the União BR Movement with back-office support from the Institute, and humanitarian actions funded by the Emergency Fund with resources managed by Zurich Insurance and Zurich – Santander. Of the shared costs, 10% are allocated to União BR and Zurich.

**IN-HOUSE PROGRAMS:** social programs and projects developed and managed by Instituto da Criança. Of the shared costs, 10% are allocated to In-house Programs.

# Cash Flow Overview by Business Unit

	Previsto Junho 25	Real Junho 25	Replanejado Ano 2025
<b>Saldo final 2024 ==&gt; 6.621.131</b>			
<b>ENTRADAS</b>			
Campanhas e Rendimentos	1.042.102	1.099.588	1.952.494
Consolida	3.866.804	2.917.861	7.531.611
Gestão Operacional	1.082.808	1.086.994	2.104.034
União BR e Zurich	1.939.314	1.951.260	2.161.527
Programas Próprios	535.702	537.186	547.414
<b>Total</b>	<b>8.466.730</b>	<b>7.592.889</b>	<b>14.297.079</b>
<b>SAÍDAS</b>			
Equipe Gestão, back e captação	-1.118.437	-1.113.742	-2.263.072
Equipe Consolida	-709.022	-731.490	-1.390.200
Equipe Gestão Operacional	-71.398	-71.398	-140.296
Equipe União BR	-192.502	-193.876	-350.724
Equipe de Programas Próprios	-173.874	-139.082	-556.446
Adm, Financeiro e Tributário	-195.607	-189.217	-460.271
Campanhas e Captação	-11.687	-12.253	-17.603
Projetos de Gestão Operacional	-1.189.563	-1.178.777	-2.536.257
Projetos da Consolida	-2.133.941	-1.006.643	-4.637.705
Projetos do União BR e Zurich	-1.994.187	-1.921.445	-4.918.202
Programas Próprios	-177.813	-205.424	-350.211
<b>Total</b>	<b>-7.968.030</b>	<b>-6.763.346</b>	<b>-17.620.986</b>
<b>Resultado Replanejado total</b>	<b>498.700</b>	<b>829.542</b>	<b>-3.323.907</b>

Saldo final 2025 - PROJETADO

3.297.224

# RESULTS BY AREA - REFORECAST 2025

Amounts in R\$

ÁREA: CAMPANHAS E ADM	Previsto Junho 25	Real Junho 25	Replanejado Ano 2025
<b>Saldo final 2024 ==&gt; 1.185.919</b>			
Campanhas	912.374	969.422	1.699.164
Rendimentos	129.728	130.166	253.330
Equipe Coprporativa	-1.118.437	-1.113.742	-2.263.072
Adm, Captação, Financeiro	-195.607	-189.217	-460.271
Custo Compatilhado (80%CORP)	1.051.235	1.042.367	2.178.674
Campanhas e Captação	-11.687	-12.253	-17.603
<b>Resultado</b>	<b>1.953.526</b>	<b>2.012.663</b>	<b>2.576.142</b>
Equipe Rescisão			-18.548

ÁREA: UNIÃO BR E ZURICH	Previsto Junho 25	Real Junho 25	Replanejado Ano 2025
<b>Saldo final 2024 ==&gt; 4.244.170</b>			
União BR e Zurich	1.748.325	1.748.325	1.846.985
Rendimentos	190.989	202.935	314.542
Equipe	-192.502	-193.876	-350.724
Custo Compatilhado (10%CORP)	-131.404	-130.296	-272.334
Projetos	-1.994.187	-1.921.445	-4.918.202
<b>Resultado</b>	<b>3.865.391</b>	<b>3.949.812</b>	<b>864.436</b>
Equipe Rescisão			

ÁREA: GESTÃO OPERACIONAL DE PROJETOS	Previsto Junho 25	Real Junho 25	Replanejado Ano 2025
<b>Saldo final 2024 ==&gt; 410.900</b>			
Gestão Operacional	1.082.808	1.086.994	2.104.034
Equipe	-71.398	-71.398	-140.296
Custo Compatilhado (15%CORP)	-197.107	-195.444	-408.501
Projetos	-1.189.563	-1.178.777	-2.536.257
<b>Resultado</b>	<b>35.640</b>	<b>52.275</b>	<b>-570.121</b>
Equipe Rescisão			

ÁREA: CONSOLIDA	Previsto Junho 25	Real Junho 25	Replanejado Ano 2025
<b>Saldo final 2024 ==&gt; 780.142</b>			
Consolida	3.866.804	2.917.861	7.531.611
Equipe	-709.022	-731.490	-1.390.200
Custo Compatilhado (45%CORP)	-591.320	-586.331	-1.225.504
Projetos	-2.133.941	-1.006.643	-4.637.705
<b>Resultado</b>	<b>1.212.663</b>	<b>1.373.539</b>	<b>1.058.344</b>
Equipe Rescisão	-54.340	-35.341	-54.340

ÁREA: PROGRAMAS PRÓPRIOS	Previsto Junho 25	Real Junho 25	Replanejado Ano 2025
Programas IC	535.702	537.186	547.414
Equipe	-173.874	-139.082	-556.446
Custo Compatilhado (10%CORP)	-131.404	-130.296	-272.334
Projetos	-177.813	-205.424	-350.211
<b>Resultado</b>	<b>52.611</b>	<b>62.383</b>	<b>-631.577</b>
Equipe Rescisão			

# TARGETS

## TARGETS 2025

Indicator 1

Short-term Solvency

Short-term Solvency = full coverage of the Institute's expenses through Feb/26, plus a reserve for staff severance obligations (Contingency Reserve)

Expenses paid until feb/26 → YES

Contingency Reserve mapped → R\$ 520k  
Reserve under implementation, with a projected cash shortfall of R\$1.562M in Dec/2026.



Indicator 2

Long-term Solvency

Long-term solvency = reserve for the payment of all the Institute's expenses up to the last month of the signed contract.

Under review












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RAQUEL FERNANDES

MARCOS PAÚRA

	Partners	Average monthly revenue (R\$)	Partnership status	Updates
 Campanha de Cotas	21	33.800	<ul style="list-style-type: none"> <li>Moki suspended the partnership</li> <li>Delírio Tropical visited the Institute</li> <li>Simtech visited the Institute</li> </ul>	<ul style="list-style-type: none"> <li>Broadcast subscription</li> </ul>
 Cardápio Solidário	55	69.000	<ul style="list-style-type: none"> <li>Resumption of donations Grupo Alife</li> <li>Alignment of contributions Grupo Trigo</li> </ul>	<ul style="list-style-type: none"> <li>Prospecting Delírio Tropical</li> <li>Nolita</li> <li>Guimas Brunch</li> <li>Bar do Adão</li> </ul>
 Check Out Social	3	3.600	<ul style="list-style-type: none"> <li>Matching Villa Rasa</li> </ul>	
 Doar é da nossa Conta	19	7.000		<ul style="list-style-type: none"> <li>Prospecting AD Fashion</li> </ul>

	Partners	Average Monthly Revenue (R\$)	Partnership status	Updates
 #agentequefaz	55	30.000		<ul style="list-style-type: none"> <li>Engagement campaign</li> </ul>
	6	19.500	<ul style="list-style-type: none"> <li>Prospecting Agent Renata Joca</li> </ul>	
	7	700	<ul style="list-style-type: none"> <li>C6 is three months behind and is not returning contacts.</li> </ul>	<ul style="list-style-type: none"> <li>Subscription of one more staff member from Instituto da Criança</li> </ul>
	1	650		<ul style="list-style-type: none"> <li>Prospecting Qlub</li> </ul>
 <p>Até maio/25</p>	46	30.543,66 Non-monetary	<ul style="list-style-type: none"> <li>3.329 items collected</li> <li>3.192 items donated to organizations</li> <li>45 organizations benefited</li> </ul>	

**Digital Campaign for Instituto da Criança on Google Ads and Meta Ads to be executed by partner B2SCc**



**General Strategy – Objective:**

Lead Generation from people interested in donating or supporting social causes.

Platforms used: Google Ads (R\$ 1.300/month)

Meta Ads – Facebook/Instagram (R\$ 700/month)

**Target Audience:**

People aged 25 to 60

Interested in social causes, donations, NGOs, children's projects, etc.

Regions: RJ, SP and ES

Broad targeting with behavior-based optimization (Advantage+ no Meta Ads).

**Estimate:**

With a total budget of R\$ 2,000/month, Instituto da Criança can reach between 90,000 and 250,000 people per month.

**Services offered:**

Strategic planning for the creation of the entire sales funnel. Recording, editing, and finalization of all advertising content. Traffic management. Training and support for the sales team. Data collection and analysis for building integrated dashboards and reports.



**March/2025:**

Awarded the *Empresa Amiga da Mulher* (Women-Friendly Company) Seal by the State Secretariat of Rio de Janeiro.

**May/2025:**

1st edition of the Isabel Salgado Award.

**June/2025:**

Achieved 2nd place as the best social organization in Brazil among 75 in Brazil, and 62nd among the top 200 in the world, according to thedotgood.



Reforçamos o protagonismo no terceiro setor com premiação internacional

Somos número 2 no Brasil e número 62 do mundo!

thedotgood. connecting the good dots

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MARCOS PAÚRA

## RI - CAMPAIGNS – PROSPECTS IN PROGRESS

CAMPAIGN	BRAND	STAGE	Status
Cardápio Solidário	Nolita Roastery	Screening	Managers will select the menu
Cardápio Solidário	Jurubeba/ Babbo	Screening	Alice asked to wait. PW requested a follow-up on 05/09
Cardápio Solidário	Bar do Adão	Prospect	Maurício - Abrasel
Cardápio Solidário	Delírio Tropical	Prospect	In progress
Cardápio Solidário	Le Cordon Blue	Prospect	Proposal under review
Check Out Social	Passion Brazil	Implantation	Ana Paula was off and will resume the matter
Cotas	Genial	Prospect	PW asked to wait
Doar é da Nossa Conta	Levy Odontologia	Screening	Term review
Doar é da Nossa Conta	AD	Prospect	They will select the items
Eventos - jantar beneficente	AHK	Prospect	Draft sent. They will review it.
Eventos	Festival Doce Maravilha	Screening	Bárbara said they will get in touch
Eventos	Maratona	Payment	Juliana will send the receipt template
Sazonal	Grupo Alife	Prospect	Amanda will check with managers
SKU Social	Qlub - Gurumê	Screening	Review of the term sent by the Institute
SKU Social	Grupo Trigo	Prospect	To be presented on 17/07



CAMILA PRADO

## CONSOLIDA – PROSPECTS IN PROGRESS

POTENTIAL PARTNER	SCOPE	INVESTMENT (R\$)	STATUS
Haleon	Corporate volunteering activity	141.800,00	<b>pending approval</b>
Davines	Corporate volunteering activity	112.500,00	<b>approved, under implantation</b>
Globo	Mentoring for Donors	65.000,00	under review
Casa da Moeda	Diagnostic	50.000,00	under review
Aedin	Social Mapping (Tia Sônia)	111.000,00	under review
OSC Fé na Bola	Strategic Planning	25.000,00	under review
Obra do Berço	Strategic Planning	25.000,00	under review
Detran	Financial and Operational Management	180.000,00	under review
PRIO	Sponsored Project monitoring	162.000,00	new submission
NTS	NTS Public Awareness and Positive Coexistence with Pipeline Right-of-Way Program	362.000,00	under review

## CONSOLIDA – PROSPECTS IN PROGRESS

POTENTIAL PARTNER	SCOPE	INVESTMENT (R\$)	STATUS
Grupo Iter	Tailored Project – Environmental Education Program	86.700,00	under review
Grupo Iter	Tailored Project – Monitoring the Environmental Education Program	188.000,00	under review
TAESA	Community Engagement Programs	88.0000,00	in development
Zurich	Social Intelligence Management (GIS)	90.000,00	under review
Cão Guia	Operational management	4.000,00 mês	under review
PRIO	End-of-Year Corporate Volunteer Program	-	in development
PRIO	Incentivized Projects for Children and the Elderly	-	in development
Petronas	Project Curation for Direct Funding	-	in development
GNA	Social Responsibility Guideline	-	in development
Zurich	Prodes for 20 and 30 – XP Pact Against Hunger – Without Mentorship	-	in development

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# CONSOLIDA

CONSULTANCY  SOLIDARITY

We create tailor-made solutions for companies seeking to generate shared value, strengthen their ESG positioning, and actively contribute to the sustainable development of society.

Consolida is divided into two areas:

SPECIALIZED PROJECTS



KARINA COX





INVESTMENT PROGRAM FOR  
INCENTIVIZED RESOURCES






FLAVIA REIS












## CONSOLIDA – SPECIALIZED PROJECTS

PARTNER	PROJECT	1st SEMESTER 2025	NEXT STEPS
	PRIZE ISABEL SALGADO	Completion of Cycle 1 of the award with the ceremony honoring 8 social projects and 15 individuals with placements in Prodes	Planning of Cycle 2 of the project with the Brazilian Olympic Committee joining the partnership
		<p>Monitoring of 50 sponsored projects in 2024.</p> <p>Selection and facilitation of sponsorship for 15 projects via ICMS.</p> <p>Launch and management of the TAG 2025 Call – Federal Laws.</p> <p>Technical analysis of 2025 Call projects (750 projects analysed in 1 month)</p>	<p>Pre-selection of 2025 Call projects: presentation to the committee and formalization of approved sponsorships. Forecast of an additional 30 projects to be sponsored</p> <p>Formalization of sponsorships for ICMS projects</p> <p>Ongoing monitoring of projects:</p> <ul style="list-style-type: none"> <li>- Forecast of up to 80 Income Tax projects (2024 + 2025)</li> <li>- 27 ICMS Projects</li> </ul>
	Vizinhança do Saber	12 spaces approved, with 8 in RJ and 4 in RS. Completion of the architectural projects and approval of the partnership by the education departments.	Procurement of suppliers and implementation of renovations
	Bolsa de Estudo Escola Doce Mel em São Pedro D`aldeia	<p>Conducting the first technical visit to the school.</p> <p>Organization of documentation for scholarship students (9 students from Doce Mel School).Monitoring of school data: attendance, report cards, and student performance.</p>	Semester evaluation report.Organizaton of a student visit to the headquarters of the sponsoring company.

PARTNER	PROJECT	1st SEMESTER 2025	NEXT STEPS
	Saber Caracol	Project implementation: school mapping, hiring of teachers, partnership with the local government, lesson planning, and creation of the project's visual identity. Supplementary and environmental education classes started in April for 26 students. Pedagogical monitoring report and student attendance. Preparation for the students' first visit to Parque Caracol (visit itinerary, transportation, insurance, banner).	Continuation of the project until December.
	Reading for All ( <i>Leitura para Todos</i> )	Completion of Phase 1 of the project. 350 organizations benefited	Phase 2 of the project
	Information Mapping	Contract signed for the service of organizing information about the steel community in Santa Cruz to provide recommendations for social investments. Project currently in the documentation analysis phase.	Field research for site assessment
 	Social Diagnosis	Social diagnosis project in the surroundings of the client's facility in Guarulhos/SP and delivery of the material – in partnership with UBR.	Partner to determine the focus for further analysis

# CONSOLIDA – INVESTMENT PROGRAM FOR INCENTIVIZED RESOURCES

PARTNER	INVESTMENTS MADE AND FORECASTED	PROJECTS MONITORED	NEXT STEPS
	R\$ 2.999.103,22	6 projects under execution and monitoring with incentivized funding <b>4 projects under execution and monitoring with direct funding</b>	2 projects awaiting release of incentivized funds to enter the monitoring portfolio
	R\$ 3.570.000,00	2 projects under execution and monitoring with incentivized funding	7 projects will be launched and monitored starting from the second semester
	R\$ 5.400.000,00	1 project under execution and monitoring with incentivized funding	1 project will be launched and monitored starting from the second semester
	R\$ 500.000,00	1 project under execution and monitoring with incentivized funding	
	R\$ 155.358,38	1 project under execution and monitoring with incentivized funding	1 project will be launched and monitored starting from the second semester
	R\$ 249.264,45	1 project under execution and monitoring with incentivized funding	
	R\$ 60.000,00	1 project under execution and monitoring with incentivized funding	
	R\$ 114.314,22	1 project under execution and monitoring with incentivized funding	
	R\$ 100.000,00	1 project under execution and monitoring with incentivized funding	



TANIA LIMA

CONSOLIDA  
SOLUÇÕES SOCIAIS | INSTITUTO DA CRIANÇA

# PAINEL DE CONTROLE DO PORTFÓLIO DE PROJETOS

JUNHO-JULHO/2025

## CONSOLIDA – PROJETOS TÉCNICOS: PMO



LEGENDA	
<span style="color: grey;">●</span>	Concluído/ Realizado
<span style="color: green;">●</span>	No Prazo/ Dentro do Orçado
<span style="color: red;">●</span>	Atrasado/Fora do Orçado

\*Dados financeiros – até maio 2025

Nome do Projeto	Fase do Projeto	Área	Gestor do Projeto	Cliente	Cronograma atualizado em	Data de Início	Data de Término	% Execução Física	Status	Valor Total do Contrato	% Desvio Dados de Maio/2025	Status
<a href="#">LEITURA PARA TODOS - 2025 (1a. Fase)</a>	EXECUÇÃO	Consolida	Flávia Reis	ALLOS	16/06/2025	05/02/2025	14/07/2025	81%	●	R\$ 193.194,32	13%	●
<a href="#">VIZINHANÇA DO SABER 2025</a>	EXECUÇÃO	Consolida	Flávia Reis	CYRELA	16/06/2025	24/02/2025	28/11/2025	23%	●	R\$ 1.846.000,00	2%	●
<a href="#">GESTÃO EDITAL IR - FASE 4 (Análise e Seleção das Propostas)</a>	EXECUÇÃO	Consolida	Juliana Cruz	TAG	27/06/2025	29/05/2025	28/08/2025	58%	●			
<a href="#">TAG - MONITORAMENTO DOS PROJETOS INCENTIVADOS IR E ICMS</a>	EXECUÇÃO	Consolida	Juliana Cruz	TAG	27/06/2025	02/01/2025	23/01/2026	32%	●	R\$ 2.229.834,36	165%	●
<a href="#">BANCO DE PROJETOS ICMS</a>	EXECUÇÃO	Consolida	Juliana Cruz	TAG	27/06/2025	02/07/2024	31/07/2025	64%	●	R\$ 0,00	0%	●
<a href="#">BOLSAS DE ESTUDO</a>	EXECUÇÃO	Consolida	Luis Corso	MDC	16/06/2025	13/02/2025	19/12/2025	16%	●	R\$ 150.000,00	0%	●
<a href="#">PRÊMIO ISABEL SALGADO</a>	EXECUÇÃO	Consolida	Malu Massa	MARIA CLARA	20/05/2025	13/06/2024	16/09/2025	86%	●	R\$ 3.600.000,00	-13%	●
<a href="#">TOTAL - MONITORAMENTO DE PROJETOS INCENTIVADOS</a>	EXECUÇÃO	Consolida	Roberta Carvalho	TOTAL Energies	08/07/2025	01/05/2025	15/01/2026	32%	●	R\$ 225.006,38	0%	●
<a href="#">MONITORAMENTO DE PROJETOS INCENTIVADOS - DEMAIS CLIENTES</a>	EXECUÇÃO	Consolida	Roberta Carvalho	CEF, SQUADRA, VAST, HELEXIA, BRO ANCAR	17/06/2025	18/06/2025	20/01/2026	0%	●	R\$ 566.523,75	0%	●
<a href="#">TOTAL - NOVO PORTFÓLIO 2025</a>	EXECUÇÃO	Consolida	Roberta Carvalho	TOTAL Energies	17/06/2025	01/05/2025	15/07/2025	20%	●			
<a href="#">BÚSSOLA - BANCO DE PROJETOS INCENTIVADOS</a>	EXECUÇÃO	Consolida	Roberta Carvalho	INSTITUTO DA CRIANÇA	17/06/2025	15/06/2025	01/07/2025	80%	●			
<a href="#">DIAGNÓSTICO SOCIAL EFFECT</a>	EXECUÇÃO	Consolida	Rosane Winter	EFFECT	19/06/2025	25/10/2024	23/12/2025	23%	●	R\$ 44.000,00	92%	●
<a href="#">ANÁLISE EXECUTIVA DE INFORMAÇÕES SOCIAIS</a>	EXECUÇÃO	Consolida	Rosane Winter	DIMENSIONAL	19/06/2025	30/07/2025	30/07/2025	3%	●	R\$ 37.830,00	27%	●
<a href="#">ITER - PARQUE CARACOL</a>	EXECUÇÃO	Consolida	Tânia Lima	GRUPO ITER	24/06/2025	02/01/2025	30/12/2025	29%	●	R\$ 158.172,37	38%	●

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**PRODES**

Training of the social entrepreneur



Talks for social organizations



Management advisory for partner social organizations



Citizenship education in communities



Leisure and cultural activities for socially vulnerable children and youth

**By investing in Instituto da Criança, Social Programs are developed, generating concrete and transformative social impact.**



JULIO ALMEIDA



Social assistance for vulnerable populations



Promotes access to qualified treatment for children with ASD



Sponsorship of school tuition and university mentoring



IC Mãos à Obra

Construction and renovation of homes and social organizations



**CONECTA**

Programa de empregabilidade



**PPD**  
PROGRAMA DE PATROCÍNIO DIRETO

Apoio financeiro para Organizações sociais parceiras

PROGRAM	OBJECTIVE	IMPACT IN 2025	NEXT STEPS
<b>PRODES</b>	Training of social entrepreneurs from the integrated network. 10-week online workshop.	<ul style="list-style-type: none"> <li>One edition held in 2025 (20 participants), and one edition currently in progress for the Isabel Salgado Award (14 participants)</li> </ul>	<ul style="list-style-type: none"> <li>11th edition scheduled for the second semester of 2025</li> </ul>
<b>ADOTE</b>	Tuition sponsorship for children and young people	<ul style="list-style-type: none"> <li>Initially, the project sponsored 46 students until May. In July, the program was expanded to serve 108 students</li> </ul>	<ul style="list-style-type: none"> <li>Implement monitoring actions focused on improving the school pass rate</li> </ul>
<b>PPD</b>	Financial sponsorship in support of social organizations	<ul style="list-style-type: none"> <li>Currently, 6 sponsored social organizations provide over 319 direct services, generating an indirect impact that reaches more than 2,000 people</li> </ul>	<ul style="list-style-type: none"> <li>Monitoring and report preparation</li> </ul>
<b>OS IMPROVÁVEIS</b>	Integrate the social entrepreneurs who are part of the Instituto da Criança's network of institutions	<ul style="list-style-type: none"> <li>136 requests; 105 completed (77% completion rate)</li> </ul>	<ul style="list-style-type: none"> <li>Monitoring and report preparation</li> </ul>
<b>IC MÃOS À OBRA</b>	Sponsorship of construction or renovation works in support of NGOs and individuals	<ul style="list-style-type: none"> <li>No construction works carried out in 2025</li> </ul>	
<b>#AGENTEQUEAPRENDE</b>	The initiative seeks to equip social entrepreneurs with knowledge by facilitating access to and the sharing of information pertinent to organizational development, delivered through lectures and workshops.	<ul style="list-style-type: none"> <li>Goal for 2025: 14 editions. Status: 5 editions completed so far</li> </ul>	<ul style="list-style-type: none"> <li>Forecast of 15 editions in 2025</li> </ul>

PROGRAM	OBJECTIVE	IMPACT IN 2025	NEXT STEPS
<b>REDE INTEGRADA</b>	Establish a close relationship with social entrepreneurs to strengthen the potential of their organizations, generating networked opportunities for social transformation	<ul style="list-style-type: none"> <li>945 members across 24 states</li> <li>35 visits or meetings with NGOs for relationship building</li> <li>Periodic integration meetings: one held in the first semester</li> </ul>	<ul style="list-style-type: none"> <li>Implementation of a tool for project search in the Integrated Network database;</li> <li>Creation of a content platform for organizations within the Integrated Network</li> </ul>
<b>VIVER PARA CRESCER</b>	Facilitate leisure and cultural experiences for children and young people living in socially vulnerable situations	<ul style="list-style-type: none"> <li>No outcomes in 2025</li> </ul>	
<b>ESPAÇO CIDADÃO</b>	Promote education on citizenship and other relevant topics within communities.	<ul style="list-style-type: none"> <li>Through MPT sponsorship, 10 editions will be held in 10 NGOs in Rio de Janeiro, with a direct impact on at least 200 people. 5 NGOs are currently in progress.</li> </ul>	<ul style="list-style-type: none"> <li>Implementation of the project in the other 5 planned NGOs.</li> </ul>
<b>IC CONECTA</b>	Employability program aimed at connecting job seekers with available opportunities.	<ul style="list-style-type: none"> <li>No outcomes in 2025</li> </ul>	
<b>AZUL FRATERNAL</b>	Ensure access to appropriate treatment for people with ASD in vulnerable situations by facilitating health insurance, providing qualified therapeutic support, and offering guidance, support, and diagnostic referrals to families.	<ul style="list-style-type: none"> <li>Start of operations in July 2025</li> </ul>	<ul style="list-style-type: none"> <li>Increase the number of people with ASD covered by sponsored health plans.</li> <li>Extend the impact to new regions and strengthen partnerships with multidisciplinary clinics</li> </ul>

**EDUCA DAY**  
Educação Todos os Dias  
na Maré



Anjos  
do  
Alívio

Academic support

Support for patients with  
chronic pain



Support for the NGO  
Associação Educacional  
Francisca Nubiana da  
Silva

**GNOCCHI**  
DO BEM —

Sale of the Gnocchi do Bem  
combo, with a portion of  
proceeds donated to Instituto  
da Criança

**PRATOS DE NATAL**

Sale of Christmas dishes painted  
by selected artists

**Instituto da Criança manages the operational execution of projects  
carried out by partners**



JULIO ALMEIDA

**KONI** dia do  
**chega**  
junto

Social support for  
vulnerable populations

**Louvre Hotels**  
GROUP

School tuition sponsorship and  
university mentorship



Construction and  
renovation of homes  
and social organizations



Employability  
program



Financial support for  
partner social  
organizations

## SOCIAL PROJECTS– OPERATIONAL MANAGEMENT

PARTNER/ PROJECT	INSTITUTO DA CRIANÇA'S SCOPE ON PROJECT	IMPACT IN 2025	NEXT STEPS
EDUCADAY	Located in the Maré Complex, the project provides academic support for children and youth who have difficulty absorbing the content taught at school	<ul style="list-style-type: none"> <li>The project benefits 38 children, youth, and adults from low-income families.</li> </ul>	<ul style="list-style-type: none"> <li>Monitoring and report preparation</li> </ul>
ANJOS DO ALÍVIO	The social project is dedicated to assisting patients suffering from chronic pain	<ul style="list-style-type: none"> <li>Management of receipts (donations in the dedicated account), totaling R\$81,022.00;</li> <li>28 payments related to consultations (gynecological, neurological, psychiatric, and psychological, therapies), exams, and physiotherapy sessions, totaling R\$ 15,243.30;</li> <li>Quotation and purchase of medications totaling R\$8,267.84;</li> <li>June financial report delivered on July 2.</li> </ul>	<ul style="list-style-type: none"> <li>Manage incoming donations;</li> <li>Maintain operational activities for quotations, purchases, and payments;</li> <li>Prepare monthly financial reports.</li> </ul>
SENDAS	In this partnership, the company provides support to Associação Educacional Francisca Nubiana da Silva through Instituto da Criança, benefiting families in São João de Meriti with 80 food baskets and hygiene and cleaning items monthly.	<ul style="list-style-type: none"> <li>Management of monthly donations from Grupo Sendas;</li> <li>Monthly transfers for payment of AEFNS cafeteria staff;</li> <li>Monthly purchase of 40 food and hygiene baskets;</li> <li>June financial report delivered on July 4</li> </ul>	<ul style="list-style-type: none"> <li>Manage incoming donations;</li> <li>Maintain operational activities for disbursements and basket purchases;</li> <li>Prepare monthly financial reports</li> </ul>
GNNOCHI DO BEM	Every 29th of the month, the Gnocchi do Bem combo is sold, with a portion of the proceeds donated to Instituto da Criança	<ul style="list-style-type: none"> <li>Awaiting the sponsor's strategic decision regarding the allocation of funds to the projects</li> </ul>	

## SOCIAL PROJECTS– OPERATIONAL MANAGEMENT

PARTNER/ PROJECT	INSTITUTO DA CRIANÇA'S SCOPE ON PROJECT	IMPACT IN 2025	NEXT STEPS
<b>PRATOS DE NATAL</b>	The campaign takes place in November and December each year. When purchasing a combo, the customer receives a Christmas-themed dish painted by artists selected through a contest. The additional amount paid (after taxes) is donated to Instituto da Criança.	<ul style="list-style-type: none"> <li>Awaiting the sponsor's strategic decision on the allocation of funds to the projects</li> </ul>	
<b>CHEGA JUNTO</b>	On the last Monday of each month, Koni contributes to promoting social development through its Chega Junto Day campaign. The donated funds are directed to the NGOs of the Integrated Network to support food programs.	<ul style="list-style-type: none"> <li>Awaiting the sponsor's strategic decision on the allocation of funds to the projects.</li> </ul>	
<b>LOUVRE HOTEIS</b>	A portion of the revenue from the sale of water and juices at hotel consumption points, through the Pedido Solidário campaign, is donated to Instituto da Criança.	<ul style="list-style-type: none"> <li>Manage incoming donations;</li> <li>Maintain operational activities for monthly disbursements to selected NGOs;</li> <li>Prepare monthly financial reports</li> </ul>	<ul style="list-style-type: none"> <li>Manage incoming donations;</li> <li>Maintain operational activities for monthly disbursements to selected NGOs;</li> <li>Prepare monthly financial reports.</li> </ul>
<b>QUADRAS DO FUTURO</b>	With the aim of transforming the lives of youth from vulnerable communities, the project promotes socialization, education, and integration through volleyball.	<ul style="list-style-type: none"> <li>Monthly payments for project staff: Technical Coordinator, 2 Teachers, Court Support Services, Lit Lanches Services, Accounting Services;</li> <li>Partial project accounting submitted in February 2025;</li> <li>Extension of the project term with the Ministry of Transport from May to November 2025.</li> </ul>	<ul style="list-style-type: none"> <li>Request authorization from the Ministry to use the budget balance and earnings, extending the term of certain contracts;</li> <li>Project completion is expected in November 2025</li> </ul>

## SOCIAL PROJECTS– OPERATIONAL MANAGEMENT

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PARTNER/ PROJECT	INSTITUTO DA CRIANÇA'S SCOPE ON PROJECT	IMPACT IN 2025	NEXT STEPS
HAPPY HANDS	Promotion of scholarships for English courses for children and adolescents from socioeconomically vulnerable families.	The project benefits 38 adolescents and young people from low-income families and will cover Cambridge exams for 85% of enrolled students. The project follows the school calendar, with classes starting in August.	Monitoring of results
SITIO FORTE	Sponsorship of social projects recommended and/or managed by Instituto da Criança.	Start of the 2025 cycle in 4 NGOs (Apontar, Refazer, Aviva, and Onda Solidária) plus Adote (70 students) and continuation of the 2024 cycle for Happy Hands	Preparation of the first monitoring report for the 2025 cycle, scheduled for August 2025.



Instituto da Criança manages the corporate and financial administration of projects implemented by União BR. We are also responsible for the Disaster Fund, financed by Zurich and Zurich Santander.



# UNIÃO BR & ZURICH– PARTNERSHIP MANAGEMENT

PARTNER/ PROJECT	INSTITUTO DA CRIANÇA'S SCOPE ON PROJECT	IMPACT IN 2025	NEXT STEPS
UNIÃO BR	SOS RIO GRANDE DO SUL 2024 – Emergency donations, health, education, and housing initiatives	<ul style="list-style-type: none"> <li>• 14 projects completed and delivered</li> <li>• Collections in February and May</li> <li>• 54 schools benefited from donations of books, toy libraries, kitchen equipment, and Chromebooks</li> </ul>	<ul style="list-style-type: none"> <li>• Complete the projects by September 2025</li> </ul>
UNIÃO BR	Management of the União BR Administrative Fund	<ul style="list-style-type: none"> <li>• Management of contracts and payments for the União BR team</li> </ul>	
ZURICH E ZURICH SANTANDER	Financial management of donated resources, legal advisory, supplier quotations, supplier compliance, procurement of donations, logistical monitoring up to the distribution point, and reporting to the donor partner	<ul style="list-style-type: none"> <li>• Donation of 1,450 food baskets to six states: PI, SC, MG, BA, SP, and MT</li> <li>• Donation of 300 food baskets and cleaning items</li> <li>• Donation of 625 food baskets and cleaning items</li> </ul>	

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IRIS EVANGELISTA

## WEBSITE IC

- Page views: **59,000**  
Event count: **171,000**

Page views represent the total number of pages viewed (even if by a single user). Event count records specific actions on the site, such as clicks or downloads

## Likes/followers

- Facebook: **120 mil**
- Instagram: **20.049**
- LinkedIn: **7.430**

Instagram Instituto:

August 2024: 18,145 followers

June 2025: 20,049 followers

**An increase of 10.5% in one year, without paid promotions or traffic.**

## OTHER INFORMATION

- **12** testimonials
- **13** articles on the website
- **121** Instagram posts
- **5** editions of IC Notícias via email marketing

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RAQUEL COELHO

## HUMAN RESOURCES

- Flexible birthday day off
- Timesheet system
- Instituto Dialogues

## ACCOUNTING

- Tax Immunity Declaration
- Fiscal recovery completed
- **Change of accounting firm**
- **ERP system migration**
- Progress on the reactivation of the São Paulo branch
- Completion of the 2023 audit and start of the 2024 audit

## LEGAL

- Preliminary evaluation of suppliers
- Contracts signed prior to payment
- Ongoing LGPD and Compliance processes
- Implementation of due diligence for financially supported NGOs
- Average of 78 legal analyses per month, from April 2024 to April 2025

## BUILDING MAINTENANCE

- Wiring replacement at the warehouse
- Replacement of microwave
- Replacement of printer
- Maintenance in the shared space with Mello Mattos

## IT & INFRASTRUCTURE

- Improvement of wi-fi in meeting rooms;
- Replacement of routers with modern wi-fi 6 technology, dedicated to each meeting room;
- Replacement of UPS.

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LUIZA CARVALHO

## LAUNCH

- June 2025
- Centralize all purchase requests and, consequently, payments, streamlining the work of the Finance team, which is responsible for making the actual payments

## RESPONSIBILITIES

1. Receive and organize purchase requests from all areas of the institute
2. Obtain quotes and estimates from suppliers and submit them to the requestors to select the best option, providing suggested recommendations
3. Purchase products or contract services to ensure the organization is adequately supplied
4. Ensure that requested payments are pre-approved by the respective managers
5. Register payments in the system, which will serve as input for banking operations.

## DELIVERIES

- Development of a draft purchasing manual
- Centralization of all payments for outsourced staff
- 600 SPs (Purchases, transfers, and reimbursement payments)
- Support to the Building and Administrative teams in negotiations
- Improvement in supplier relationships (better pricing, invoices, and terms)

## TOOLS

- Processes will be managed within the **new ERP, ORGSYSTEM**, currently in the contracting phase
- All Purchase Requests, Payments, and Advances will be processed through the system
- Control of invoices issued to Instituto da Criança
- Supplier classification
- All procedures will be reviewed and/or documented

# Instituto da Criança

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