



# Instituto da Criança

ANNUAL REPORT  
2024

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

WE CREATE, MANAGE AND ENHANCE

## SOCIAL SOLUTIONS



**Innovative** non-profit  
**business model**



**Integrated Network** with  
more than 900 CSOs in 24  
Brazilian states and the  
Federal District



We **develop** our own social  
projects



Contributes to the UN SDGs and has special consultative status with ECOSOC - *Economic and Social Council*



Elected Seal A in management and transparency

Partnership with BrazilFoundation in NY

Partnership with global crowdfunding platform



TOP 100 world SGO 2024 Geneva, Switzerland

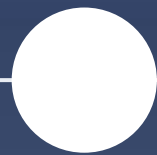


# OUR TRAJECTORY



**1994**

Beginning of the movement in favor of children in social vulnerability



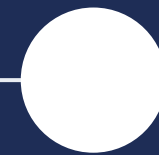
**1998**

Statute of Instituto da Criança



**2003**

Project with adults and young people



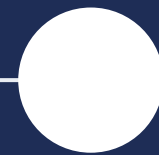
**2008**

Focus on the social entrepreneur



**2010**

Consulting for companies on social responsibility



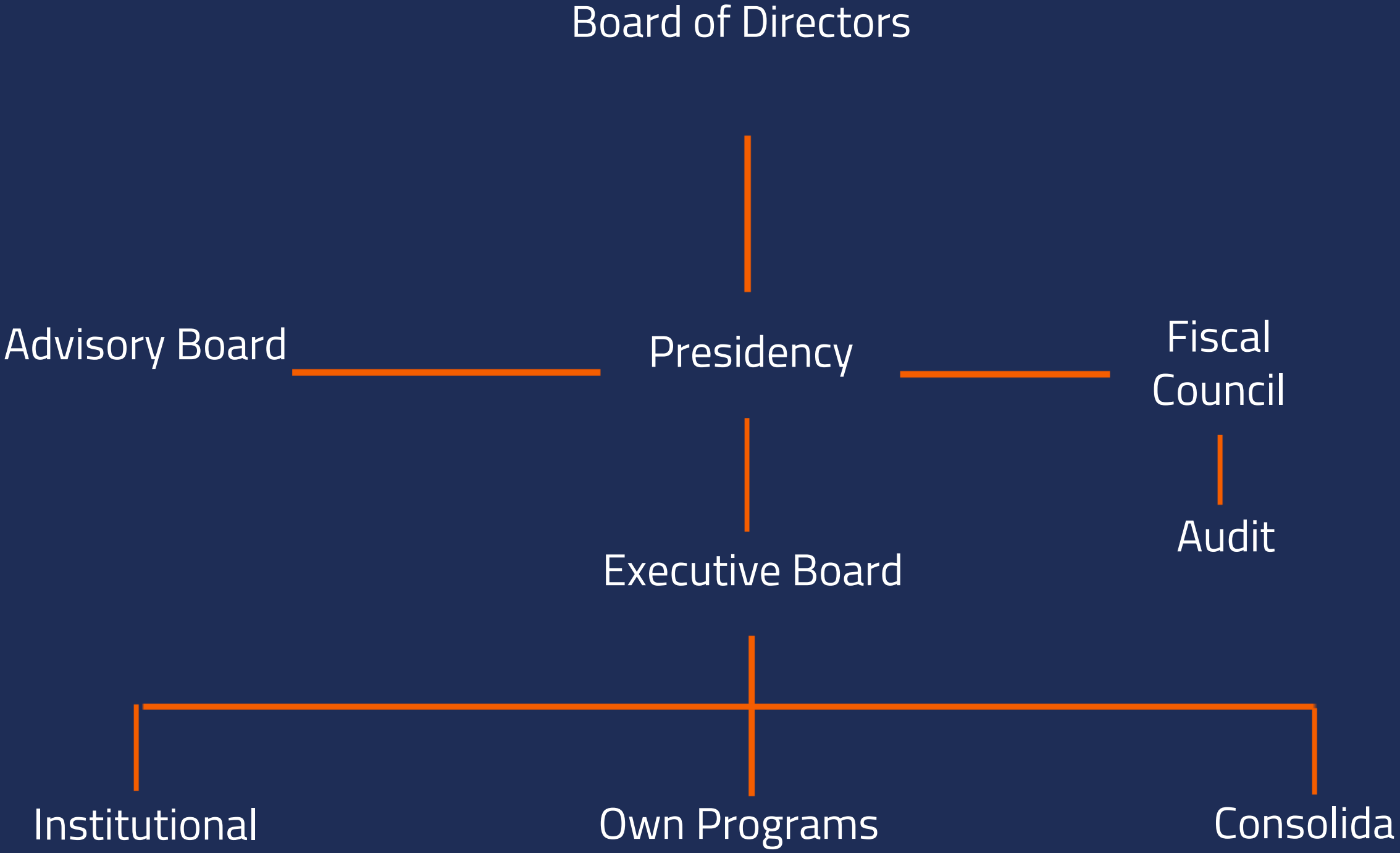
**2016**

Consolidation as a social manager



# GOVERNANCE STRUCTURE

Audited by 



# What we do

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

**Many want to** give, **many more need to** receive.

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

In practice, we  
integrate **companies  
and people into  
social projects.**  
We work with  
different audiences  
and **causes.**





# DEAR PARTNER,

**This report aims to share our initiatives and results for the year 2024.**

We advanced our activities by developing, creating and executing projects, supporting institutions in our Integrated Network and advising companies that wish to carry out social responsibility actions - ESG.

**All of this was and is only possible because we have partners, like yours, who believe in our work and support our actions.**

So, feel free to share this report with your friends, family, employees, customers and partners.

# OWN PROGRAMS

Instituto da Criança creates, develops and implements social solutions in the areas of education, citizenship, social assistance, employability and social entrepreneurship.





## OWN PROGRAMS



Training of the  
social entrepreneur



Lectures for social  
organizations



Management  
consultancy for CSOs



Citizenship education in  
communities



Volunteer program



Social service



Sponsorship of school fees and  
university sponsorship



IC Mãos à Obra

Construction and  
renovation



Employability  
program



Improving the  
management of social  
organizations



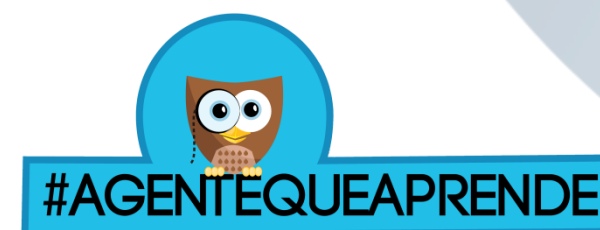


Improvement of knowledge in social entrepreneurship through classes on Emotional Intelligence, Management and Planning, Innovation, Time Management, Communication, Finance, Fundraising, Leadership, Digital Transformation and Social Project Management, aiming to **enhance the results of the organizations in our Integrated Network.**

**3**  
classes

**38**  
trained social  
entrepreneurs

Support:



**We enhance the knowledge of social entrepreneurs** on specific topics related to the third sector, contributing to the improvement of professional activities carried out in organizations that are part of our Integrated Network..

**374**  
participants

**11**  
editions



We promote integration among social entrepreneurs who are part of our Integrated Network, sharing the demands of institutions and working together to solve them through a support fund from the Children's Institute

**249**

demands

**168**

assistances



Volunteer program aimed at individuals and companies that have employees interested in volunteer work.

**44**

volunteers



**IC Mãos à Obra**

**Instituto da Criança** promotes renovations/constructions of homes and social organizations (CSOs) providing **well-being for people in situations of socioeconomic vulnerability.**

**04**

works carried out



School and university sponsorship of children and young people in situations of socioeconomic vulnerability, **guaranteeing payment of tuition fees in private schools and universities**

**61**

Students  
served

**3**

Supporting  
companies

**732**

Donated monthly  
fees

**65**

Sponsors



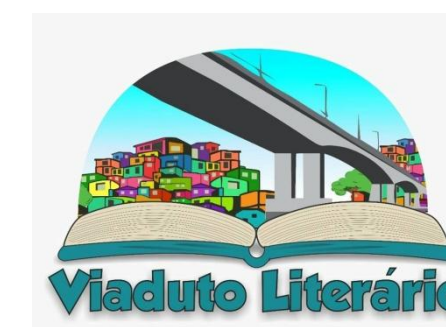


Every year, Instituto da Criança defines organizations and/or social projects to be supported over a 12-month period based on the relationship with the network of partner organizations, identifying the needs and viability of sponsorship. Supported organizations receive funds raised through our various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



**13** CSOs served

**1.529** assistances





# OPERATIONAL PROJECT MANAGEMENT

Instituto da Criança manages and enhances projects and social movements for companies and individuals who wish to invest in social responsibility actions



# S P O L E T O

## GNOCCHI DO BEM —

Every 29th of each month, the Gnocchi do Bem combo is sold, with part of the sales going to Instituto da Criança.

**10** organizations served

## PRATOS DE NATAL

The campaign takes place in November and December of each year. When purchasing a combo, the customer receives a Christmas plate, painted by artists selected through a competition. **This additional amount (after tax deduction) is donated to Instituto da Criança.**

## 02

Own projects served (Os Improváveis and Agente que aprende)



On the last Monday of every month, Koni contributes to the promotion of social development through its Chega Junto day campaign. **The amounts donated are destined to the CSOs of our Integrated Network in favor of food.**

**01** organization served with  
**70** children and adolescents



With the SKU Social and Solidarity Menu engagement campaigns, **GURUMÊ customers have the opportunity to make donations to Instituto da Criança and CSOs in our Integrated Network.**

**01**  
social organization and

**01**  
Institute program served.



On October 21st, Gendai – a restaurant chain, integrated into the Trigo Group and with the Seal of Excellence from the Brazilian Franchising Association in 2024 – will promote the "Gendai Solidário" campaign, a special action in all its units to carry out actions through the management of Instituto da Criança.

02 organizations served







In this partnership, the company provides support to the Francisca Nubiana da Silva Educational Association, through the Institute, serving families from São João de Meriti/RJ

**5T** donated food,  
**+ than 1.200** people served  
and

**01** organization served



Organização atendida  
São João de Meriti RJ





Anjos  
do  
Alívio

Social project dedicated to **helping patients suffering from chronic pain.**

**64** assistances

**15** medical consultations carried out

# Louvre Hotels

---

## GROUP

Part of the income from the sale of water and juices at the hotels' consumption points through the Pedido Solidário campaign is donated to the Institute.

**08** organizations served and

**+ than 2.000** people served



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

**140** young people served.



An initiative by Super Autor that allows students to be sponsored.

**114** assistances



Helping hands that promote **scholarships** for English courses **for children and teenagers from families** in socioeconomic vulnerability.

**38** students served



Initiative created to support families affected by natural disasters

**+ 818 thousand people impacted**

SOS Acre, Amazonas, Espírito Santo, Pantanal, Rio de Janeiro, Rio Grande do Sul, Santa Catarina, Chile, Spain and Israel.

Check out the items donated to Rio Grande do Sul – SOS RS below.







## GENERAL DONATIONS FOR RIO GRANDE DO SUL

**514** tons of food

**134** thousand liters of water

**133** public schools benefit from kitchen equipment

**22** thousand cleaning and hygiene kits

**40** tents and **02** container toilets for shelters

**8** thousand blankets

**6** thousand mattresses

**5** thousand school kits

**2** Mobile Health **Units**





# SÍTIO FORTE

Sponsorship of social projects indicated and/or managed by Sponsorship of social projects indicated and/or managed by Instituto da Criança.

**04** projects served



INSTITUTO  
**APONTAR**



# A FOME NÃO ACABOU

Doe e colabore com quem mais precisa!

The program ensures the continuity of **food assistance** to families in situations of social and economic vulnerability served by social organizations registered in the Integrated Network.

## 783

donated food  
baskets

## 28

CSOs served

# SOS RIO

Support for families and CSOs that were affected by the January rains in 2024.

**+ than 60** CSOs served

**05** structural reforms carried out

**+ than 50 thousand** donated items

Supporters: +50 individuals

Bancorbrás

FUNDAÇÃO  
**CASAS  
BAHIA**

itaú

nts

MONTEIRO  
ARANHA S.A.

oBoticário

Z ZURICH®

Z ZURICH Santander



The Project aims to promote the assisted return of homeless people to their place of origin, when this is possible.

**03** people on board



Easter Action

**+ 2,5T** donated food



Sponsorship of the event **Sou +Arte | Instituto Mundo Novo – CSO of the Integrated Network of Instituto da Criança.**

The social project aims to stimulate artistic expression in children in situations of social vulnerability.

**100** people participated







## COMPANIES

**CONSOLIDA**  
SOLUÇÕES SOCIAIS | INSTITUTO DA CRIANÇA

**Customized** Social Projects

Investment Program : **Direct and incentivized resources**

**Notices** Management

**Projects Monitoring**

Community **Relations**

**Social** and **ESG** diagnosis

**Evaluation of** results

Corporate **Volunteering**



## Community relationship

**26** field activities

**+20 thousand** services

## Incentivized Projects

**23** supported projects

**79%** in Area of Direct Influence (AID)

**210** services, related to 1 project started in 2024.

The others are being monitored in 2025.



## Social Diagnoses

**4** diagnoses performed

**22** communities visited

**332** interviews conducted

## Notice Management

**536** registered projects

**49** selected for sponsorship

## Project monitoring

**12** monitored projects

**12.491** services



## Seasonal campaigns

**53** participating malls

**+20 thousand** donated  
items (school supplies, clothes and food)

**+15 thousand** people  
served

## Reading for All

**54** participating malls

**197.423 thousand**  
donated books

**+194 thousand**  
children served





## Employability Action

Recruitment of young apprentices

**506** young people enrolled

**131** young people in profile

**28** hired



## Volunteer Action

Haleon Helps 2024: 4 simultaneous actions on the environment, health, education and food security.

**140** volunteers mobilized

**264** donated items

**03** organizations served



Digital program for financial education – Educap and census of equity, diversity and volunteering

**1.572** trained people

---

**+2T** of donated food  
with 09 CSOs served

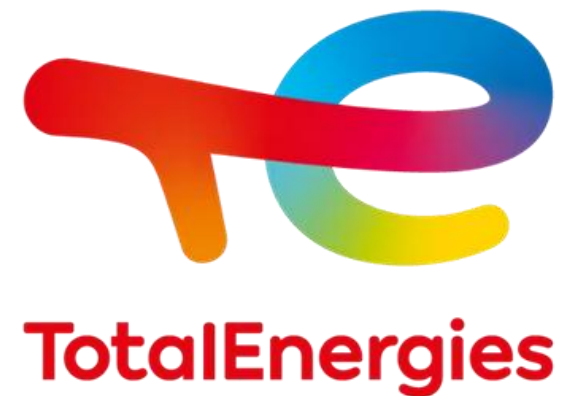
---

**205** football boots donated to the Craque do Amanhã project, from Rede Integrada.

## Helexia

- Volunteer Policy
- Children's Day Campaign
- Christmas Campaign

**200** services



Social Investment Procedures and Biennial Plan prepared and delivered..

**05** Projects recommended for  
direct and indirect sponsorship  
**260** services



The action contributes to improving education in the places where the Cyrela Group operates.

**+2.000** people served

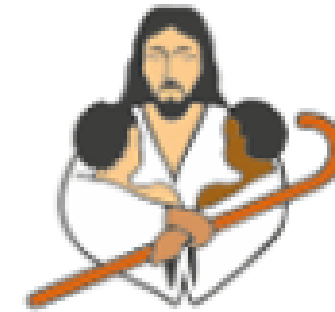
**05** institutions served



# Constellation.

Creation of Social Responsibility policy and volunteering guidelines

**06** participating collaborators



## Pastoral do Menor

RIO DE JANEIRO

Creation of the organization's Strategic Planning

**18** participating collaborators





Scholarships and school reform

**01** school served

**06** Scholarships

**22** donated items

**01** computer lab built

**PRIIO**

Christmas action and corporate volunteering

**372** children served



## Socio-environmental

The project “Partiu! Aprender e Empreender”, in partnership with Movimento União BR, was one of the winners of the 2023 Public Selection notice of the Petrobras Socioenvironmental Program, in the line of Sustainable Economic Development.





Co-creation of the award with Maria Clara Salgado

- Brand launch
- Definition of categories and criteria
- Launch of the notice

**+200** registered projects

Sponsorship:

:



Instituto da Criança was the financial manager of the Cycling Circuit sponsored by Correios



Sponsorship:







**01** social diagnosis initiated

**CESCON  
BARRIEU**

**Christmas Party**

**140** presents

**72** children served

**15** donated sports items





Training program for young people to find a job. BORA offers free training, as well as direct connections between young people and companies in the sector, who can then work in bars, restaurants, hotels and events.

**389** skilled young people



## **Social Investment guideline**

Principles that guide investments aligned with the company's **ESG guidelines and sustainability**, with the aim of contributing to the Sustainable Development Goals (SDGs), generating a positive social impact.

## **Tax Incentives Map**

Survey of the main **tax exemption laws eligible** for Prumo, identifying investment potential.

## **Investment Application Map**

Recommendations for customized projects and strategies to compose the Social Investment Program of Prumo and Group companies.

RESOURCE  
INVESTMENTS  
ENCOURAGEDS  
ENCOURAGED

Financial donation of part of the tax due by  
individuals or legal entities

**07** Investors Legal entities

**01** Individual Investor

**15** sponsored projects

**+10 MM** collected

Partners:





# ENGAGEMENT CAMPAIGNS







Receiving material donations of various items, such as furniture, computers, clothing, books, non-perishable food, etc. and **managing their delivery to organizations and individuals within the Institute's Integrated Network.**

**+9 thousand**  
donated items

## SEASONAL CAMPAIGNS

Support for families and CSOs of the Integrated Network during specific periods. EASTER and CHILDREN'S DAY

**06**  
OSCs served

**+500**  
donated items



# PERMANENT Campaigns



# Cardápio Solidário



GIUSEPPE GRILL  
CENTRO

GIUSEPPE

GIUSEPPE GRILL  
LEBLON

nolita  
roastery

XIAN

alife  nino

RAINHA  
BAR & RESTAURANTE

PRINCESA  
BOTECO & RESTAURANTE

RAINHA  
TABERNA

irajá  
REDUX

TRIGO

GENDAI



KONI

SPOLETO

Louvre Hotels  
GROUP

GOLDEN TULIP

Tulip Inn  
HOTEL

ROYAL  
TULIP

Grupotrëma

IT  
RISTORANTE

ÍZÄR

Rudä

m ä s k a

MAISON FONDÉE  
BRASSERIE  
MIMOLETTE  
— 2017 —



GUIMAS  
BAR & RESTAURANTE  
familiar desde 1981

JANEIRO  
HOTEL

TERRITÓRIO  
APRAZÍVEL

La Trattoria  
CUCINA ITALIANA  
DESDE 1976

LA  
GARE  
restaurante mediterrâneo



APOIO:

abrasel

SINDRIO Sindicato de Bares  
e Restaurantes

**Doar**  
é da nossa  
**Conta**





# Check Out Social





# Salário Solidário

genial  
Banco

genial  
investimentos

upmet  
by vivo

Instituto  
da Criança

Som.us



# Companies *Pro Bono*

Adriana Oliveira  
fotografia

ănima  
EDUCAÇÃO

 **BEYONDSOFT**<sup>®</sup>  
beyond your expectations

Di Blasi,  
Parente &  
Associados

 **Estácio**

geka 

**Gondim**  
Gondim Albuquerque  
Negreiros ADV



**IDEMP** | O novo  
conhecimento  
organizacional

INBOTIX

  
**INPAR**

LILIAN  
LEON

  
**MEUBOX**<sup>®</sup>  
SELF STORAGE RIO

 **MITT**  
ARQUITETURA

  
**nitro**  
Digital Marketing

**pdk**  
ADVOGADOS

SABÁTICO S/A

**UNICARIOCA**   
Centro Universitário

**UVA**   
Universidade  
Veiga de Almeida

# EVENTS



Naturgy



# OUR SHAREHOLDERS 2024

DIAMOND

BRASILCAP

GOLD

ANIMALE

SILVER

TRIGO

NORSUL

VISTA CAPITAL

BRASS







Our  
Team





*"When our commitment is deep, the **capacity for achievement multiplies.**"*

**Pedro Werneck**  
**Instituto da Criança President**

# Instituto da Criança

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

Tel.: (21) 2239-9555

[contato@institutodacrianca.org.br](mailto:contato@institutodacrianca.org.br)

[www.institutodacrianca.org.br](http://www.institutodacrianca.org.br)