

**Instituto  
da Criança**

Presents:

**Sponsoring school fees for young people in Brazil**

**RESULTS REPORT**

**2023**



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 800 CSOs in  
21 Brazilian states and  
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 2023

Geneva, Switzerland



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.**



# ABOUT THE PROGRAM



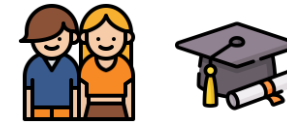
# ABOUT THE PROGRAM



Created in 2017, the ADOTE program aims **to sponsor children, from income classes C and D in Brazil, through targeted sponsorship to ensure the payment of school fees and activities in the segments of early childhood education and/or elementary school.**

In this way, the program favors families in a situation of socioeconomic vulnerability, guaranteeing the maintenance of private education for their children.

In 2022, the program expanded to include young people through **university sponsorship.**



# GENERAL RESULTS OF THE PROGRAM



**7** schools in Rio de Janeiro, Pernambuco and São Paulo



**4.457** sponsored monthly school fee



**105** sponsors



More than  
**R\$ 1.075.930,00**  
invested



**5** supporting companies



**186** beneficiaries

# INTRODUCTION



# INTRODUCTION

The **Adote Program** has played an important role in promoting **quality education** for the students who benefit from it, making good progress in 2023. The program managed **to sponsor 66 children from 7 different schools**, thanks to the dedication and financial support of **61 sponsors**.

It's important to note that the selection of students is carried out by the school, which identifies the individual needs of each child. The Instituto da Criança – IC complements this process by carrying out a document analysis and, when necessary, interviews to understand the economic and social context of the families.

In addition to this initial commitment, IC maintains constant communication with the schools, closely monitoring the academic performance of the students benefiting throughout 2023. This monitoring is conducted through a continuous analysis of performance and attendance, facilitated by the Microsoft Forms platform. Each school is responsible for recording this information on a monthly basis.

The following are the **results achieved** by sponsoring children in the Adote Program throughout 2023.

# INTRODUCTION

In 2023, we had the number of children x monthly school fees sponsored:

SCHOOL	QTY OF CHILDREN	QTY OF MONTHLY SCHOOL FEES SPONSORED
Escola Céu Azul	2	24
Colégio Criação	11	132
Educandário São Lázaro	30	360
Creche Escola Tia Maura	14	168
<b>TOTAL</b>	<b>57</b>	<b>684</b>

# PARTNER SCHOOLS



**CRECHE ESCOLA TIA MAURA**



## Rio de Janeiro/RJ

The Creche Escola Tia Maura, known as the Escolinha da Tia Maura, began as a social work driven by a major strike in the public school system that occurred in the 1980s. The principal, Maura Costa da Silva, better known as "Tia Maura", seeing the children for several months without school, began to teach them to supplement the studies they were losing.

The organization has the purpose and objective of offering educational services according to the needs and characteristics of children's development and learning, corresponding to Day Care, Kindergarten, first year to the fifth year of Elementary School, full time, according to the legislation in force.

To find out more, visit: <https://www.instagram.com/cetiamaura/>



# RESOURCE USE

- ▶ **Donated funds in the period (2023):** R\$ 70.726,46
- ▶ **Number of beneficiaries:** 14 students
- ▶ **Main challenges of the school:** Renovation of the schoolyard and roofing. The school has expressed concern because the patio floor is coming loose and children could fall, which would be a problem for the school. The construction of a roof for the courtyard, given that on rainy days or the school's favorite events, such as the June festival, the family festival, capoeira, gymkhanas and the children's daily recreation, end up being affected. The school has already budgeted for these renovations, but does not have the funds to complete them.

# ACTIVITIES IN THE PERIOD

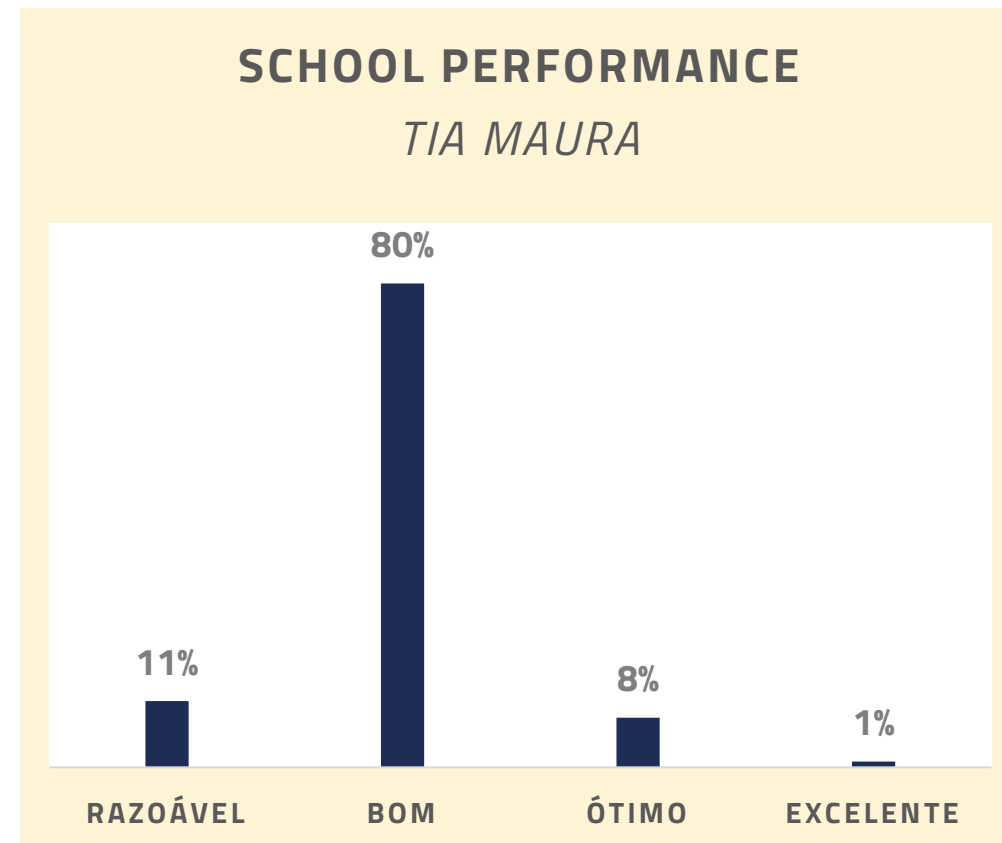
The **Creche Escola Tia Maura** has 14 students participating in the Adote Program.

## FREQUENCY OF THE BENEFICIARIES

The average percentage of absences in the period was 14.5%. The reasons were illnesses, mostly colds due to climate change.

## PERFORMANCE OF THE BENEFICIARIES

The school evaluated the students' performance during the first semester, where they obtained 8% *Ótimo* (Great), 80% *Bom* (Good), and 11% *Razoável* (Fair) performance.



# OUTSTANDING STUDENT

Throughout the year, some students stood out, such as:



Mirella Miranda, 12, is very involved in the activities on offer and stood out for her commitment to helping classmates who have difficulties with their homework and activities.



Filipe Emanuel, 11, arrived at our school with a huge gap, because his previous school hadn't worked on certain skills. Gradually, the student made an effort and is now at a satisfactory level of learning. In the second half of 2023, the student had significant heart surgery. He returned to school, has been present at the times agreed with his parents and has achieved satisfactory results.

# TESTIMONY

*“Our school is open full time, from 8am to 5pm, for all segments, from nursery to fifth grade. The Instituto da Criança, together with the Adote program, is a great partner in our institutional work. As we serve children from the São Conrado community as well as neighboring ones, we can offer a quality education and at the same time help families to enter the job market, because the school operates full time. The students assisted by the Adote program are committed and have their families following their schooling process. We believe that the full-time school meets the needs of the families assisted, any difficulties that may exist in the students' learning and helps to improve school drop-out rates, which is a major problem in our country. I would like to thank the Instituto da Criança and the Adote program for working together with the Tia Maura School on this educational project. Thank you very much.”*

***Maura Costa, Director of Creche Escola Tia Maura in Rio de Janeiro***

**COLÉGIO CRIAÇÃO**



## **São Paulo/SP**

Colégio Criação's mission is to offer an education that contributes to the formation of conscientious, creative and responsible citizens, stimulating a critical and innovative sense in its students. Promoting the development of an ethical, responsible, and sustainable society.

Its aim is to develop activities focused on achieving autonomy and continuous learning, with a commitment to ethics, solidarity, integration with the environment and interaction between the school and the family.



# RESOURCE USE

- ▶ **Donated funds in the period (2023):** R\$ 72.329,85.
- ▶ **Number of beneficiaries:** 11 students.
- ▶ **Main challenges of the school:** Carrying out work and renovations on the school grounds, and paying staff.

# ACTIVITIES IN THE PERIOD

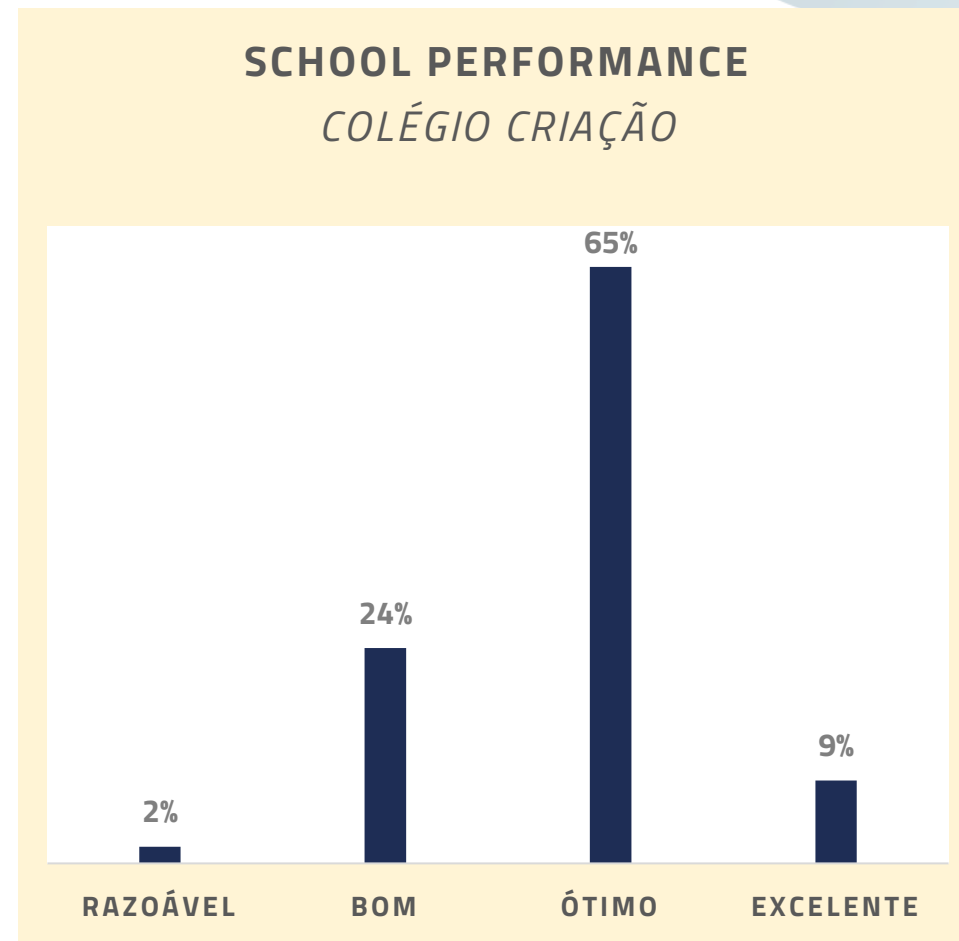
The **Colégio Criação** has 11 students participating in the Adote Program.

## FREQUENCY OF THE BENEFICIARIES

The percentage of absences in the period was 5%, all justified by health reasons.

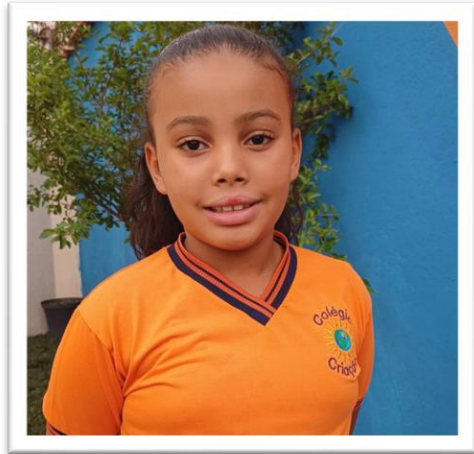
## PERFORMANCE OF THE BENEFICIARIES

The school evaluated the students' performance during the first semester, with 65% obtaining an *Ótimo* (Great) performance and 24% a *Bom* (Good) performance.



# OUTSTANDING STUDENT

Throughout the year, some students stood out: Heloisa Santana and Lorena Valentina.



Heloisa Santana, 9, enrolled in the 3rd grade, is a girl who is very dedicated to her studies and sweet to everyone around her. In addition to her educational success, the student is admired for her respect for the teachers and staff at the school, a friend to all, and always willing to help her friends who have difficulties with the subjects taught in class.



Lorena Valentina, 6, enrolled in Pre-I, is a student who is dedicated to her studies, and who is capricious when it comes to handing in her assignments. She is a friend to everyone and is always praised by her teachers for her will to learn, which is evidenced by her numerous thought-provoking questions, as well as her brilliant creativity in the classroom.

# TESTIMONY

*'I can't thank the Instituto da Criança enough for their work. To see children continuing their studies through the sponsorship incentive of the Adote program. Many families receiving the opportunity to see their children, grandchildren and nephews with their studies guaranteed, receiving knowledge, education, citizenship, love, attention and affection. This is the most precious asset there is. Thank you once again!'*

**Rita de Cássia – Director of Colégio Criação in São Paulo**

*"I'd like to thank the Instituto da Criança and everyone in the Adote Program for their collaboration and help with my son's education, because without this help with the monthly school fee I wouldn't be able to continue with him at school, which I'm also very grateful for, and then I'd have to take him out of school. Thank you for helping me, God bless you."*

**Agatha Francielle Souza – Mother of student Henry Souza, kindergarten**

# EDUCANDÁRIO SÃO LÁZARO



## **Nova Iguaçu/RJ**

The Associação Espírita Lázaro e Oxum - Educandário São Lázaro, located in Nova Iguaçu, was founded in 1975 and attends to 125 children between the ages of 1 and 6 from the surrounding neighborhoods on a full-time basis, offering four meals a day.

It is run with private funds and in partnership with the public sector.

The nursery school gives mothers and guardians the opportunity to go in search of a livelihood and family advancement.

The teaching aims to develop critical thinking, solidarity, equality, environmental preservation and to combat all forms of prejudice.



# RESOURCE USE

- ▶ **Donated funds in the period (2023):** R\$ 28.800,00
- ▶ **Number of beneficiaries:** 30 students.
- ▶ **Main challenges of the school:** Donation of food to the family of student Kelvin Gustavo Appolonio and donation of fans and mattresses to the school. In addition, due to the lack of water in the neighborhood, the institution has been using water from the artesian well, which also needs maintenance, so they need to buy water every day to serve the students and staff.

# ACTIVITIES IN THE PERIOD

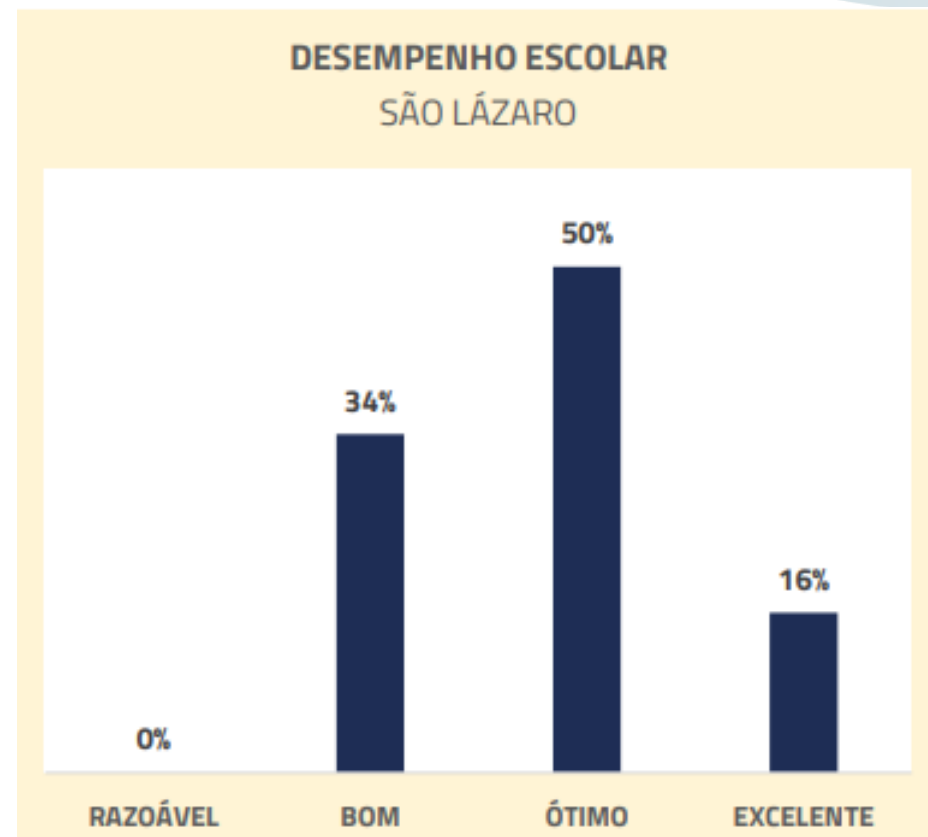
The **Educandário São Lázaro** has 30 students participating in the Adote Program.

## FREQUENCY OF THE BENEFICIARIES

The average percentage of absences in the period was 7.53%, which were justified by the parents with a medical certificate.

## PERFORMANCE OF THE BENEFICIARIES

The school evaluated the students' performance during the first semester, with 34% achieving *Bom* (Good) performance and 50% achieving *Ótimo* (Great) performance.



# OUTSTANDING STUDENT



*Valentyna Santana*



*Laís Pereira*

Throughout the year, some students stood out: Valentyna Santana and Laís Pereira.

Valentyna Santana, 6, from the 5th kindergarten class, who has already been an outstanding student in other reports, took an active part in a circus culture project and performed very well!

Laís Pereira, 4, from kindergarten class 4A took part in the Identity and Autonomy Project and stood out during the month with her activities on recognizing and identifying family members.

# TESTIMONY

*"I would like to thank the entire Instituto da Criança team for their partnership over the years with the Adote Program, which has helped many needy families in our community. May God bless you greatly."*

**Vera Lucia Ribeiro – Coordinator of Educandário São Lázaro**

**ESCOLA CÉU AZUL**



## São Paulo/SP

Founded on February 9th, 2004, in the neighborhood of Colônia, São Paulo, Escola Céu Azul aims at providing a high-level education with an emphasis on ethics and citizenship, meeting the needs of the local community. The school stands out as a precursor in offering a social-economic development of the community and with the integral formation (body, mind, and spirit) of the student.

Besides, it has a well-equipped infrastructure that includes: a library, multimedia laboratory, covered multi-sports court, swimming pool, cafeteria, toy room, ballet, music, and dance room, among others.

It also offers projects and complementary activities for the full spiritual, intellectual, physical, and artistic development of the student, such as Bible classes, English and Spanish, Computer classes, Judo, Gymnastics, German Folk Dance, Choreography, Choir, Fanfare, Social-Environmental and Entrepreneurship Projects, and much more.



# RESOURCE USE

- ▶ **Donated funds in the period (2023):** R\$ 17.217,00.
- ▶ **Number of beneficiaries:** 02 students.
- ▶ **Main challenges of the school:** Balancing the accounts, attracting new students and recovering students who left the school during the pandemic for financial reasons. To maintain the school grounds, they need to buy 20 cans (18L each), as well as 5 blackboards.

# ACTIVITIES IN THE PERIOD

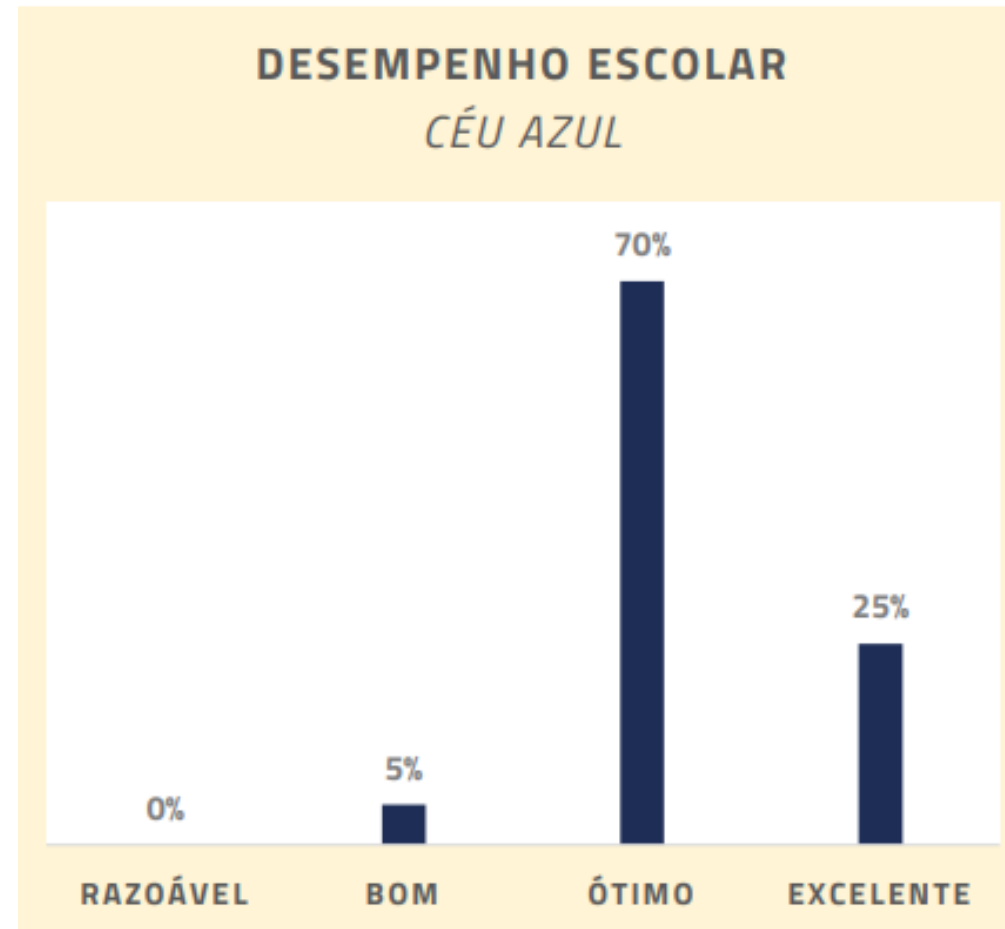
The **Céu Azul** has two students participating in the Adote Program.

## FREQUENCY OF THE BENEFICIARIES

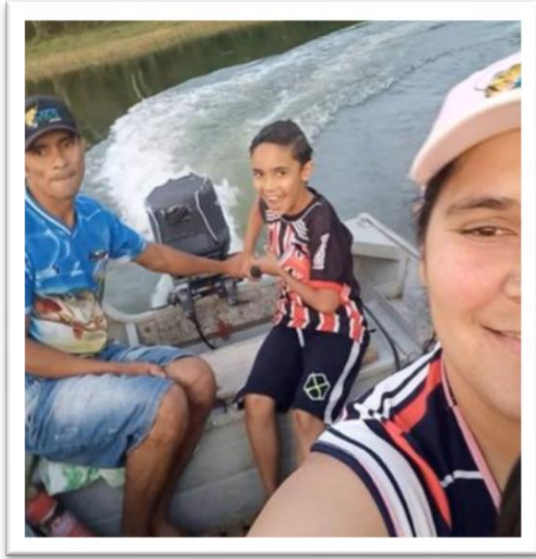
The average percentage of absences in the period was 2.3%, which were justified by the parents with a medical certificate.

## PERFORMANCE OF THE BENEFICIARIES

The school evaluated the students' performance during the first semester, with 70% achieving *Ótimo* (Great) performance and 25% achieving *Excelente* (Excellent) performance.



# OUTSTANDING STUDENT



Pablo with his parents on the boat.



Pablo at school.

Pablo Ricardo, 10, is known as the "boy of the waters", because he overcame the pandemic by studying "in the middle of the waters". Pablo caught the attention of the director during class with the water background of his video call, and decided to get to know the family better.

Pablo's parents earn their living from licensed fishing in the district of Parelheiros/SP. The boy faced the challenges and dangers of studying in a small boat with his father, in the middle of the Billings Reservoir. Only from here was it possible to get a cell phone signal to follow the lessons.

The family became an example of dedication and effort for guaranteeing a quality education in a private school during a global economic crisis, even with very few financial resources.

Pablo and his family "of the waters" drew strength to overcome such a great "sea of challenges".



Pablo with his father on the boat.

# TESTIMONY

*"The ADOTE Program has undoubtedly enabled the Céu Azul School and the families it serves not only to settle their accounts - financially - but, above all, to ensure that the students who benefit from it do not suffer any damage to their educational development as a result of dropping out of school. To all those involved in this mission of doing good and sharing with those who need it most, we would like to express our deepest gratitude!"*

**Robson Silva - Vice Director of Escola Céu Azul**

# THANKS



The **Instituto da Criança** is grateful for **the opportunity** to be the social organization that manages the resources contributed to the social sector for the benefit of education, which is so important for our society.

**Thanks to your support, we were able to support the studies of 66 vulnerable students in 2023!**

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

Pedro Werneck  
President of the Instituto da Criança



# Instituto da Criança

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