

ACTIVITY REPORT



Rede
Cultural

Beija Flor

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No one transforms a community alone. Here we proudly present our partners and sponsors.

Impact and Commitment:

Our Journey in 2025

Dear friends, partners, and supporters, This report you hold in your hands reflects the challenges overcome and achievements reached by Rede Cultural Beija-Flor in 2025. Each year of our journey brings its own uniqueness, but 2025 reaffirms the joy of witnessing real impact in the lives of children, youth, adults, and their families.

As we complete 32 years of operation, our focus remains steadfast: guaranteeing full rights to those in situations of social vulnerability. This audience, which inspired the founding of our network, is the reason we develop and implement every single one of our projects.

Looking back, we realize how our work continuously evolves to meet the needs of the communities where we operate. We look to the future while keeping our eyes on the present, always guided by our mission, vision, and values of transparency, equity, and excellence.

More than fulfilling an administrative function with numbers and indicators, we want this document to be an invitation. May it guide you through the transformation stories of those we serve, visible in every smile that illustrates this material.

To everyone who walked alongside us this year, our heartfelt thank you!



Ana Letícia Ferreira

Chief Executive Officer



Ivone Silva

Managing director

Awards and Certifications



Mission

To promote social well-being and the development of children and youth in situations of socioeconomic vulnerability through the strengthening of autonomy, professional training, and citizenship.

Vision

To be a benchmark institution in social assistance work for children and youth living in areas of social vulnerability.

Values

Transparency
Equity
Creativity
Positivity
Empowerment
Ethics
Excellence

Our History



Children At Risk Foundation (CARF) is founded in Bergen, Norway, establishing a fundraising system that supports social work in Brazil to this day.



Inauguration of the Sítio Joaquina Community Center (NCSJ), establishing a permanent service hub with the necessary infrastructure to transform local reality.



Operations settle at a borrowed property in the Eldorado neighborhood. The project pioneeringly introduces capoeira as a central tool for discipline, cultural preservation, and social reintegration.



Acquisition of the land along the shores of the Billings Reservoir in Eldorado. Former boatyards are gradually converted into multi-use halls, an amphitheater, and facilities to host workshops and visitors.

1992

1993

1994

1998

2000

2002

2008

2012



First visits, community outreach, and meetings mark the official start of emergency actions welcoming street children, alongside the legal founding of the organization in Brazil.



The Beija-Flor project and Association Child at Risk (ACER) pursue independent paths in Brazil, consolidating RCBF's independent management and methodological direction.



The institution expands its political and democratic engagement by officially joining Diadema's Municipal Council for the Rights of Children and Adolescents (CMDCA).



Birth of the Olhar Social Communication Hub (NCOS). The new technology hub focuses on youth empowerment by offering practical workshops in design, photography, video, and community journalism.



The NutriAção program is officially certified as a Social Technology by Fundação Banco do Brasil at its 8th National Awards.



Management maturity and transparency lead to the greatest institutional recognition in our history: RCBF is awarded as one of the **100 Best ONGs in Brazil**.



In response to the educational challenges of the time, the Tio Book tutoring project was created, now warmly known as Tio Chr. Olesen, strengthening children's pedagogical foundation and learning during after-school hours.



With the Adolescente Aprendiz Program, Rede Cultural Beija-Flor expands its reach to 20 strategically distributed hubs across the city.

2015

2021

2022

2024

2025



A major step towards employability and income generation in the community: we formed strategic partnerships with SEBRAE, SENAC, and SENAI to offer free courses, and launched Project Ordalinos, opening our hair salon and barber school.



Rede Cultural Beija-Flor receives official certification from the Ministry of Culture as a Culture Point (Ponto de Cultura), integrating the National Cultura Viva Policy.



Consolidation of its role as a mentor organization. Beija-Flor begins offering training, advisory, and technical capacity-building to empower smaller social organizations, expanding its legacy beyond its original territory.

Governance: Commitment to Excellence and Transparency

Rede Cultural Beija-Flor believes that profound social transformation requires professional, ethical, and highly skilled management. Our governance structure is composed of professionals with established careers in major corporations, international institutions, and legal bodies, bringing market best practices and compliance to our organization.

We rely on a board of volunteer advisors who are benchmarks in fields such as economics, corporate law, finance, ESG, and international management. This diversity of experience supports the work of our strategic committees (Fundraising, Diversity, Environment and Sustainability, and Monitoring and Evaluation), ensuring that every step taken by RCBF is grounded in legal certainty, fiscal responsibility, and a long-term vision.



Ana Letícia Ferreira
Chief Executive Officer



Sven Blikstad
Vice President

Administrative council



Francisco A. R. Filho



Juliana Meyer Gottardi



Knut Øvrebø

Fiscal Council



Edgard Pitta



Luiz Aleixo Fonseca



Arnaldo Oliveira

In our daily operations, activities are led by our Executive Direction alongside the Management Council. This collegiate body brings together specialized coordinators in vital areas such as pedagogy, nutrition, psychology, finance, communication, human resources, and fundraising, ensuring that our daily decisions reflect our continuous pursuit of excellence and the full well-being of those we serve.

Our Voice in Local Councils

The active presence of Rede Cultural Beija-Flor in social control spaces is an essential pillar for influencing public policy design and ensuring the defense of our community's rights. By sharing our practical experience accumulated in the territory, we strengthen participatory governance in Diadema.

Currently, we exercise our representative role in the following municipal councils:

- ▶ CME — Municipal Council of Education
- ▶ CMAS — Municipal Council of Social Assistance
- ▶ CMDCA — Municipal Council for the Rights of Children and Adolescents
- ▶ CONSEAD — Municipal Council of Food and Nutrition Security of Diadema



Commitment to the UN's Global Goals

More than responding to local emergencies, our actions are structured in alignment with global sustainability and social justice challenges. RCBF's initiatives directly contribute to advancing the goals established by the United Nations, covering 10 of the 17 Sustainable Development Goals:



Beija-Flor in Numbers



1273

Direct Beneficiaries

Each child, youth, and adult enrolled in one of our regular projects, such as courses and workshops.



6.365

Indirect Beneficiaries (Family Members)



15.682

kilograms of Food Donated



16

Mentored Institutions

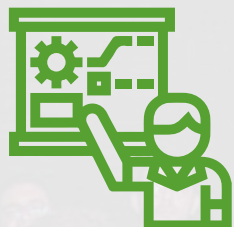


13

Projects

Tailor-made initiatives designed for the local reality, transforming local challenges into real opportunities.

PROFESSIONAL TRAINING



270

**Students in Professional
Training Courses**



10

**Different Courses
Offered**

OUR TEAM



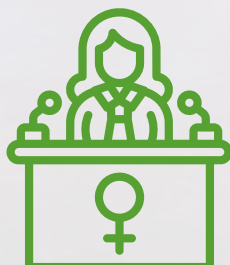
68

Employees



62%

**of employees are
black or brown**



64%

**Women Staff
Members**

forvis mazars

Independent Audit

Rede Cultural Beija-Flor bases its actions on transparency, responsibility, and a strict commitment to the management of public and private resources, adopting best Third Sector governance practices.

To ensure maximum reliability, security, and independence in the analysis of our financial statements, RCBF's financial records are audited annually by Forvis Mazars, one of the largest international audit and advisory firms in the world.



**Quality
Associados**
Assessoria Contábil, Fiscal, Trabalhista e Financeira

Additionally, we rely on strategic support from Quality Associados, a consultancy specialized in the Third Sector that works directly to continuously improve our accounting, compliance, and reporting processes. This control ecosystem ensures that every invested cent is transformed into real and measurable social impact.



Our Presence:

Where Transformation Happens

Rede Cultural Beija-Flor believes that adequate environments are fundamental for full personal development. For this reason, we operate in three owned units in the Eldorado neighborhood in Diadema, designed to offer learning, technology, and welcoming care:

Espaço Cultural Beija-Flor: Our flagship center equipped with a 250-seat amphitheater, computer lab, dance studios, library, and a professional hair salon and barber school.

Núcleo de Comunicação Olhar Social: Our innovation hub, featuring recording studios, design, photography, and video labs, as well as classrooms for professional training and technology courses. profissional e tecnologia.

Núcleo Comunitário Sítio Joaninha: Focused on food security and community engagement, housing a library, toy library, professional kitchen-school, and a educational greenhouse-garden where we promote environmental education and produce food for the community.

Expansion Through Partnerships

To strengthen local social work and extend our reach, in 2025 we formed an important partnership with the Parque Havaí Residents' Association (Associação de Moradores do Parque Havaí) in São Bernardo do Campo. At this partner unit, we offer acoustic guitar workshops for children and senior citizens, integrating art into the community's support network.



Mobility: Ensuring Access

To ensure that distance is not a barrier to human development, we operate two organization-owned vans that run strategic routes across the region. This service is essential to reach residents from remote and hard-to-access areas, ensuring our beneficiaries arrive safely at our units to participate in our projects.

How We Operate

Our work at Rede Cultural Beija-Flor is structured across four main pillars, ensuring comprehensive and integrated care for children, youth, and their families.



01 ACCESS TO ART AND CULTURE

We offer free workshops in music, dance, and capoeira, providing an environment for expression and creativity. We believe art is a powerful tool for transformation, capable of expanding horizons and valuing cultural diversity.

02

EDUCATION FOR EQUITY

Our commitment to education goes beyond the classroom. We offer free educational tutoring and projects that guarantee access to quality education for students in situations of vulnerability, working to create real learning and development opportunities.



03

SOCIAL DEVELOPMENT AND PROFESSIONAL TRAINING

Empowering means transforming lives. Our vocational courses prepare youth and adults for the job market, enabling new sources of income for the families served. We offer training in various fields, contributing to a brighter future.

04

SOCIAL ASSISTANCE AND SOCIOEMOTIONAL SUPPORT

Our care extends beyond workshops and training courses. We closely accompany every individual served, ensuring social and emotional support. We count on a team of social workers to identify and meet emergency needs, alongside dedicated psychologists.



A young girl with dark skin and braided hair is smiling at the camera. She is wearing a white t-shirt. The background is blurred and has a blue tint. Overlaid on the image is a red text box with white text.

**When a child finds
opportunities, the future is
transformed!**



Cultural Workshops



Cultural workshops are the soul of Rede Cultural Beija-Flor. Since the beginning of our journey, when we welcomed street children, we understood that art is one of the most powerful tools for social protection and human development.

Today, our activities have evolved into a robust program that uses music and dance as bridges to a future of full rights. More than teaching techniques, these workshops offer the youth of our communities the opportunity to express their identity, strengthen their self-esteem, and expand their horizons beyond social vulnerability.

Modalities Offered in 2025

- **Ballet**
- **Capoeira**
- **Percussion**

The impact of our cultural workshops in 2025 is made possible through the essential sponsorship of the Grieg Foundation, a Norwegian institution that believes in the transformative potential of Brazilian art.



Transformation that manifests in every movement and musical note. Access the video of our Cultural Showcase via the QR Code and honor our young talents.



Project Numbers



172
children served



23.661
sessions conducted



63%
have a family income of up to 1 minimum wage



69%
of beneficiaries are Black and Mixed-Race



Project Numbers

 **30**
children
served

 **70%**
of beneficiaries are
Black and Mixed-
Race

Community Workshops



Rede Cultural Beija-Flor believes that joining forces is the shortest path to social transformation. In 2025, following joint strategic planning with the **Children At Risk Foundation (CARF)**, we identified the opportunity to bring our activities to a vulnerable community in São Bernardo do Campo.

This vision became a reality through a collaboration with the **Parque Havaí Residents' Association** (Associação de Moradores do Parque Havaí). Under a shared management model, the Association provided the physical space and its local reach, while RCBF supplied specialized human resources and all necessary materials for the classes.

The Implementation Process

The project was designed to be a hub for culture and community engagement. From the initial meetings to the inaugural classes, the focus was on ensuring that the acoustic guitar workshop was accessible to children, youth, and senior citizens in the region. The pedagogical process prioritizes everything from introductory music theory to instrumental practice, strengthening ties among residents and the local support network.



Strategic Viability

The implementation of this new hub was made possible through a dedicated effort by CARF. A constant partner of Beija-Flor across various projects, the Norwegian foundation directed exclusive funding toward this expansion, allowing music to reach new territories and transform the daily lives of more families.



Adult

Workshops



Rede Cultural Beija-Flor understands that the well-being of children and youth is directly linked to strengthening their families and the surrounding community. In 2025, our units expanded their horizons beyond after-school programs, transforming into hubs for health, culture, and integration for adults.

Our adult workshops grew organically from active listening to local needs and the community's desire to occupy our spaces with activities that promote quality of life and cultural heritage.

Health and Energy in the Communities

At the Sítio Joaquina Community Center (Núcleo Comunitário Sítio Joaquina), Zumba became a vital meeting point, especially for the mothers of the children we serve. Twice a week, the center fills with energy and Latin rhythms, providing an essential moment for physical and mental health care. Meanwhile, at Espaço Cultural Beija-Flor, Fit Dance brought movement and joy to women of various ages, combining aerobic training with social connection.



Heritage and Tradition in the Evening

Responding to community requests, we opened the doors of our Headquarters on Monday evenings for Night Capoeira (Capoeira Noturna). More than a sports activity, the initiative established itself as a space for preserving folk culture, attracting practitioners from Diadema and neighboring areas. These gatherings celebrate friendship and ancestry, proving that Beija-Flor is a welcoming territory open to all generations.

Project Numbers



60
beneficiaries
served



Project

Numbers



58
children
served



26.274
sessions
conducted



70%
have a family
income of up to 1
minimum wage



67%
of beneficiaries are
Black and Mixed-
Race

Tio Chr. Olesen Project



Made possible through the sponsorship of the Danish company Chr. Olesen, the Tio Chr. Olesen Project consolidated its methodological transition in 2025 by adopting Leap Learning. This approach combines technology and hands-on activities to accelerate the academic performance of children and teenagers facing educational deficits.

Our classrooms have been transformed into learning laboratories. In them, students step away from being passive spectators to become active protagonists, using digital tools, educational games, and group dynamics that stimulate logic and critical thinking. More than school tutoring, the project focuses on socioemotional development, fostering the autonomy, creativity, and responsibility needed to build empowered citizens.



How the Journey Works

The selection of beneficiaries is rigorous, based on socioeconomic assessments and learning placement tests, ensuring that support reaches those who need it most.

What We Teach (Target Audience: 9 to 14 years old)

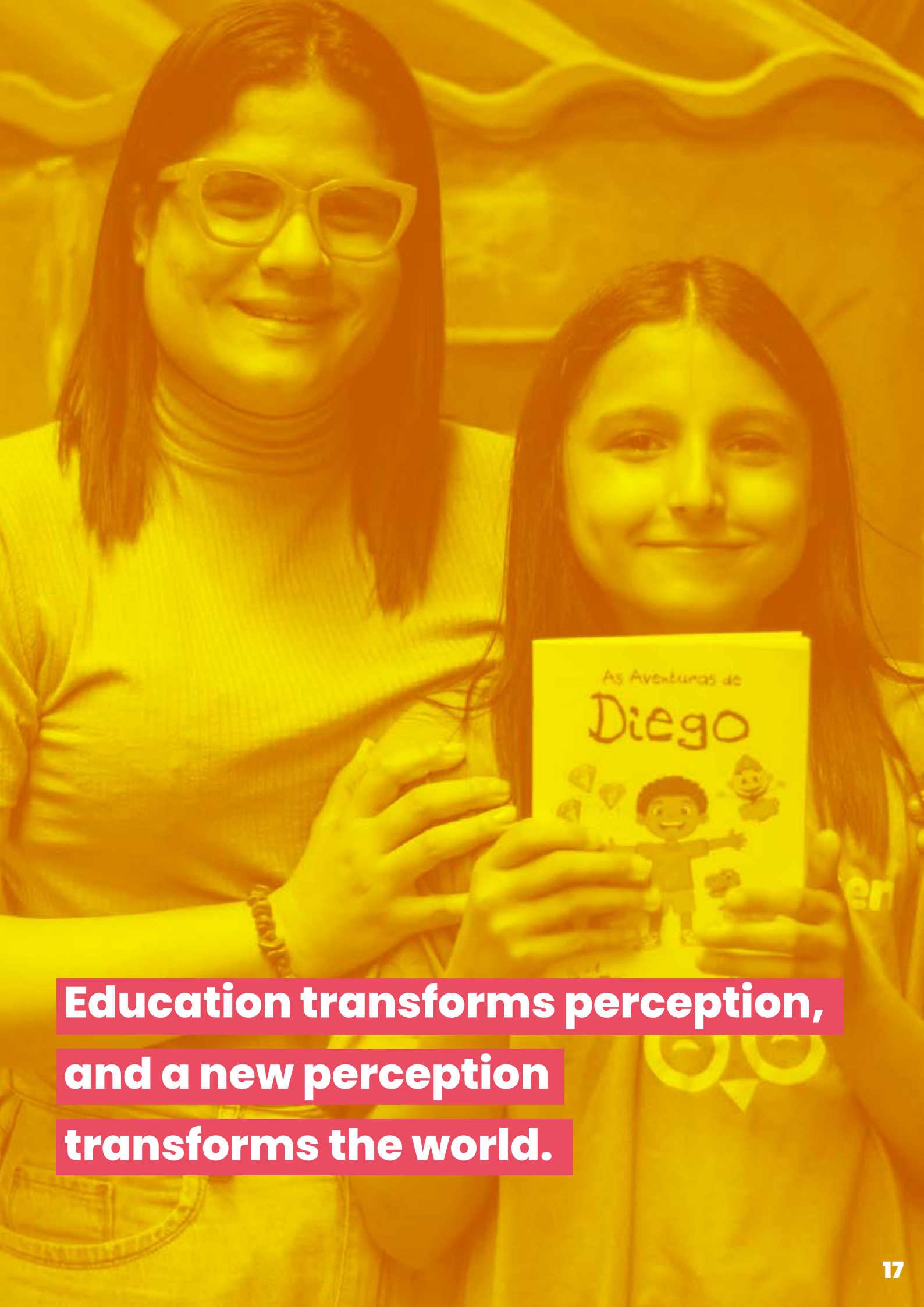
- > Portuguese Language
- > Mathematics
- > Literacy

Emotion Transformed into Stories

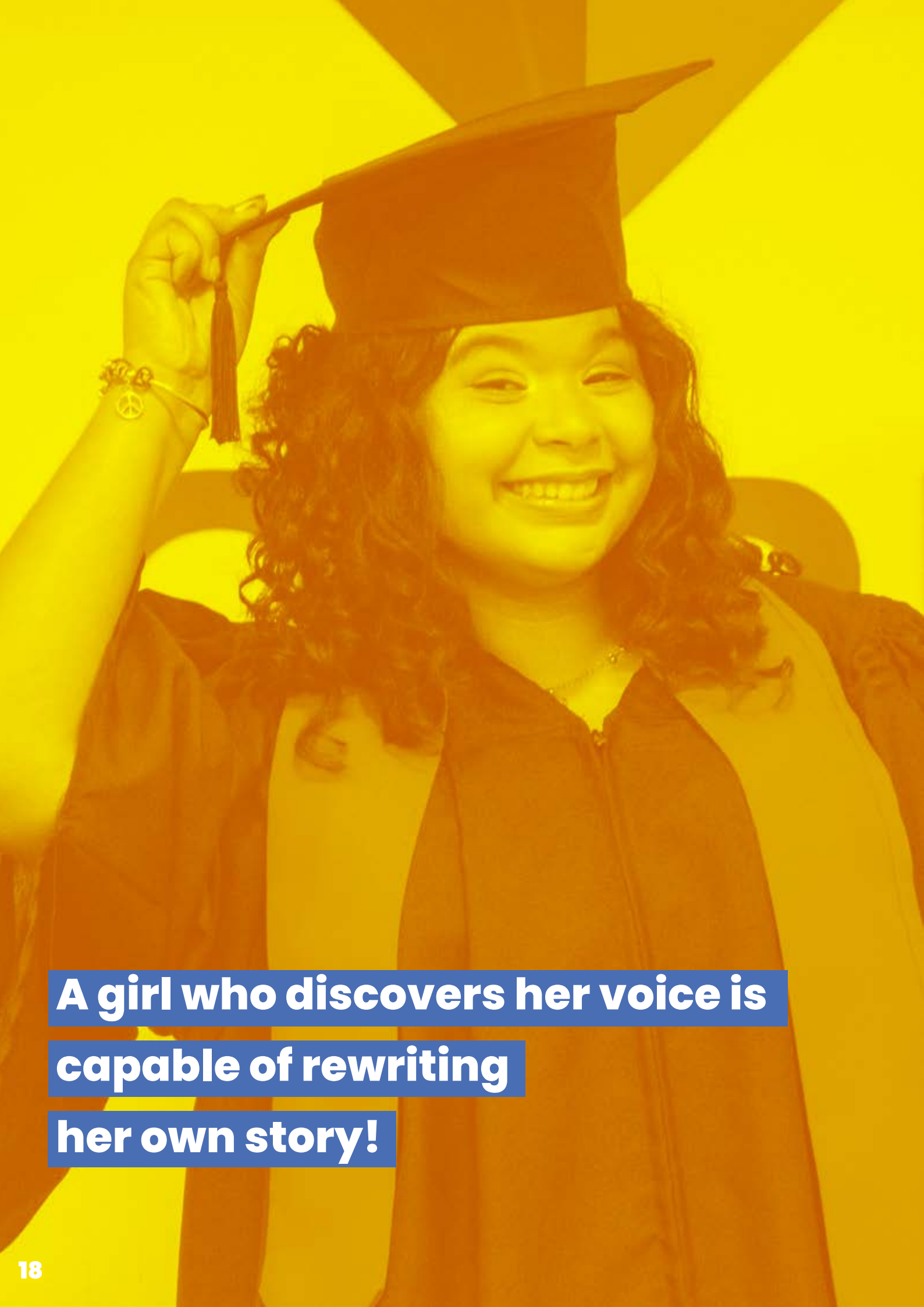
Experience the impact of the project through the eyes of our students. Watch the video about our book launch, featuring inspiring testimonies and behind-the-scenes moments of an unforgettable day.



All students have access to individual tablets during classes, and classrooms are equipped with modern multimedia equipment.



**Education transforms perception,
and a new perception
transforms the world.**



**A girl who discovers her voice is
capable of rewriting
her own story!**

Valiant

Girls



In 2025, the Meninas Valentes project concluded a historic cycle. Launched in 2023, the initiative was born with the mission of transforming education into a bridge to extraordinary opportunities. Six teenage girls from our communities, living in situations of vulnerability, received full scholarships to attend high school at an excellent private school.

The outcome of this investment, sponsored by the Grieg Foundation, could not be more rewarding: in 2025, all six scholars graduated, and in 2026, they entered higher education. An achievement that breaks barriers and redefines the future for these young women.



Project Numbers



6
full high school
scholarships
awarded



22
girls
served

Valiant Girls in the Community

In parallel with academic excellence, we expanded the project's impact through Meninas Valentes Comunidade. In 2025, gatherings were centered at RCBF headquarters, facilitated by our Social Work and Psychology teams.

In these safe spaces for dialogue and listening, we addressed vital topics such as health, sexuality, the job market, and female empowerment. The culmination of these discussions was immortalized in the collective work "Meninas Valentes Contam Suas Próprias Histórias" (Brave Girls Tell Their Own Stories). The virtual book brings together short stories written by the girls who, by reinterpreting literary classics, brought profound reflections on gender roles and overcoming violence.

"Overcoming challenges is part of the journey, and education is the key to change. With it, we can transform our circumstances and provide a better life."

Sarah Martins, 17, scholarship recipient of the Valiant Girls project.





Project Numbers



4
barber course
classes



4
hairdresser
course classes



123
direct
beneficiaries
served

Ordalinos Project



The Ordalinos Project has established itself as one of Rede Cultural Beija-Flor's primary initiatives for professional training and income generation. Held in our specialized School-Salon at headquarters, the project offers free hairdresser and barber courses, transforming the talent of local youth and adults into real tools for employment.

Sponsored by the Grieg Foundation, the project combines technical skills with hands-on practice in a fully equipped environment. Beyond learning a craft, students receive support to enter the job market and start local businesses, benefiting from our strategic partnership and referrals through the social project Aliados Cortes.

Excellence and Certification

The technical rigor of the Ordalinos Project is officially recognized. Upon meeting all pedagogical and practical criteria, students are certified by the Federation of Beauty Professional Schools (Federação das Escolas Profissionais da Beleza), a seal of quality that opens doors in salons across the region or drives the launch of their own businesses.



Building Opportunities

Jonilda moved from Bahia in search of new opportunities. As the mother of four-year-old Pedro, she found in the Ordalinos Project the path to financial independence and a livelihood for her family.



System S

Partnership:



Rede Cultural Beija-Flor believes that technical qualification is the key to employability and income generation. For this reason, we have consolidated strategic partnerships with "System S" (Sistema S) institutions, transforming our units into decentralized hubs for high-quality vocational education.

This collaboration, which began as a response to the challenges of the pandemic, has become a fundamental pillar of our work. Through it, we offer free courses that combine RCBF's infrastructure with the pedagogical expertise of renowned institutions, preparing youth for their first job and adults for re-entry into the labor market.

- ▶ **Python Fundamentals I**
- ▶ **Computer Network Deployment**
- ▶ **Power BI**
- ▶ **Digital Game Design**
- ▶ **Logistics Assistant**
- ▶ **Administrative Assistant**
- ▶ **Caregiver for the Elderly**
- ▶ **Makeup Artist**



SENAC São Bernardo do Campo

In partnership with SENAC, we focus on short- and medium-duration courses with an emphasis on practical activities and immediate impact. In 2025, our classes covered vital areas for the local economy. SENAC certification provides our students with a recognized seal of excellence nationwide.

SENAI Diadema - Manuel Garcia Filho

With SENAI, we structured a Tech Track (Trilha Tecnológica) focused on technology. This specialized technical training ensures that the youth in our communities are prepared to fill positions in the IT and Innovation sector.

These alliances reaffirm our mission to promote socio-economic development, ensuring that a person's zip code of origin is not a barrier to accessing top-tier technical education.

Watch the graduation ceremony of the Administrative Assistant class, held in collaboration with SENAC São Bernardo. See how this cycle concluded!



Project Numbers



147
direct
beneficiaries
served



8
different
courses
offered



Project

Numbers



16
mentored
institutions



52
organizations
and collectives
served



2260
total audience
impacted
through partner
organization

Connecting

Community Actions



The Connecting Community Actions (Conectando Ações Comunitárias) project, carried out by Rede Cultural Beija-Flor in partnership with the Social Solidarity Fund of Diadema (Fundo Social de Solidariedade de Diadema), was created to strengthen civil society organizations and local collectives across the city, promoting knowledge exchange and empowering local leaders.

Activities began in September 2024, with this first cycle concluding in August 2025. Throughout this period, RCBF worked closely with community leaders through training meetings and continuous support actions. 16 organizations received direct mentorship, and dozens of others benefited indirectly through public workshops held at our facilities.

The initiative enhanced the capacity of local leaders, equipping them with essential tools for project management and organizational governance. The direct impact is reflected in the improved structure of these entities, as well as the broader reach and effectiveness of their community initiatives.



Mentored Institutions

- › Associação Evangelista Atletas de Cristo
- › Instituto Criação
- › Capoeira Nova Geração Angola
- › Associação Beneficente Solidariedade Sem Fronteiras
- › Ilê Asé Osun Yorubá
- › Coletivo Movimento Afrocultural Suka
- › Instituto Lira de Inclusão Social
- › Instituto Casa de Ephraim
- › Associação Cultural Ayodelê
- › Mãos que Se Doam
- › Cursinho Popular Eldorado
- › Associação Mães de Autistas Diadema
- › Projeto Resgatando Valores
- › Acolhimento e Integração ao Refugiado
- › Associação Coração para Coração
- › Associação Viva a Diversidade

Watch the highlights of the lecture "Governance with Purpose" (Governança com Propósito), presented by Edgard Pitta (RCBF Board Member). See how the Connecting Community Actions project is strengthening the Third Sector in Diadema.





**When leaders unite and
knowledge is shared, the entire
city flourishes.**



Project Numbers



166
children and
youth served



76%
of beneficiaries are
Black and Mixed-
Race

Coexistence and strengthening bonds services



The and Strengthening Bonds Service (Serviço de Convivência e Fortalecimento de Vínculos – SCFV) of Rede Cultural Beija-Flor aims to offer children and teenagers aged 6 to 15 a safe and welcoming environment, focusing on strengthening family and community bonds. In partnership with the **Department of Social Assistance and Citizenship of the Municipality of Diadema**, the program serves youth from vulnerable areas, providing socio-educational, cultural, and recreational activities.

As part of the program, beneficiaries participate in RCBF's cultural workshops, including ballet, capoeira, culinary arts, and percussion. The highlight in 2025 was the introduction of the **Theater Workshop**, made possible thanks to a parliamentary amendment allocated by **State Deputy Carla Morando**, to whom RCBF extends its deepest gratitude.

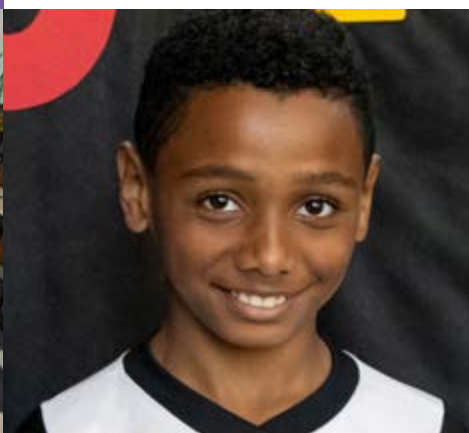
In addition to workshops, the SCFV develops targeted educational activities, such as discussions covering topics like racial literacy, territory exploration, rights awareness, and citizenship. All activities are designed to foster personal development and encourage group integration, cultural expression, and youth empowerment.

The SCFV plays a key role in strengthening citizenship and granting access to essential social assistance services critical for the well-being of all participants.



**Secretaria de
Assistência Social
e Cidadania**

*Play also strengthens bonds. Watch the highlights of our **Children's Day** celebration and see the transformation generated by a day of leisure and care in our community.*



Serving Hope



The mission of the Servindo Esperança project is to bring dignity and hope to families living in extreme vulnerability. Through this project, we guarantee the distribution of basic food baskets, essential groceries, hygiene kits, clothing, and blankets, offering vital support to those who need it most. Additionally, our Social Work team provides continuous accompaniment, offering guidance and assistance to the beneficiary families.

Solidarity Flavors

As part of the project, we created Solidarity Flavors Project, a monthly action that gathers women responsible for the children served at RCBF in our School-Kitchen (Cozinha-Escola). Mothers, grandmothers, aunts, and sisters meet for a morning of exchanging ideas, building bonds, relaxing, and preparing delicious recipes together.

Supported by RCBF's psychology team, relevant daily topics affecting these women are addressed during the gatherings. We create a welcoming space for active listening, discussion, and guidance on various subjects, always focusing on the well-being of women in our communities.

Together, We Are More

Thanks to partnerships with institutions, companies, and solidarity-minded individuals, we can turn this mission into reality. Donations of food, clothing, and other essential items are carefully distributed following the identification of vulnerable families, ensuring that assistance arrives effectively to those who truly need it.



Project Numbers



15.682
kilograms of
food donated





Social-Emotional Support



Social-Emotional Support at Rede Cultural Beija-Flor operates cross-functionally, consolidating itself as a strategic pillar for the comprehensive and sustainable development of our beneficiaries and community. Led by a specialized Psychology team, the service focuses on welcoming participants, providing qualified listening, and offering preventive guidance, reaffirming its socio-assistential commitment to collective well-being, citizenship, and social empowerment.

In 2025, the department maintained its strong support for students and guardians through individual sessions and, in an integrated manner, conducted formative talking circles within projects such as Ordalinos, System S Partnerships, and Meninas Valentes. These continuous interventions strengthen participants' trust, resulting in spontaneous and conscious requests for emotional support.

Project Numbers



1520

direct beneficiaries served



230

individual psychological sessions



1198

people reached through group actions

Network Articulation

Close synergy with Diadema's public social assistance network remains a trademark of our service. Through systematic meetings and planning sessions, RCBF maintains active connections with CRAS, CREAS, and SAICA, ensuring accurate data monitoring and referrals via the GESUAS system.

Internally, the psychology team continued to promote ongoing training sessions for our social educators, addressing essential topics such as the social inclusion of people with disabilities and autism, as well as providing technical support in drafting the institution's Code of Conduct.



Dance Movement

Therapy



Dance Movement Therapy has established itself at Rede Cultural Beija-Flor as a vital space for care, health, and community life. Using body expression and free movement as therapeutic tools, the project serves adult groups from various local communities, promoting physical, emotional, and social well-being in an approachable and deeply human way.

Far beyond physical exercise, the practice focuses on integrating mind and body. Weekly sessions stimulate creativity, boost self-esteem, and foster safe interpersonal connections. Aligned with public health and social assistance principles, Dance Movement Therapy functions as a complementary support for holistic care within the territory, offering relief from symptoms of stress, depression, and anxiety while restoring quality of life to participants.

Color, Care, and Awareness

The project's sensitivity is reflected in actions that address pressing societal demands. A key milestone of the year was the mobilization for Yellow September (Setembro Amarelo), the national campaign for suicide prevention and the celebration of life. Dressed in yellow, participants transformed their session into a manifesto of affection and self-care. The movement gave way to a welcoming talking circle on mental health, reinforcing the importance of mutual support and breaking taboos surrounding psychological distress in the community.

Project Numbers



25

direct
beneficiaries
served



2025

Retrospective & Key Highlights

Connecting Community Actions



First meeting with the 16 selected organizations to receive technical support and direct mentoring from the Rede Cultural Beija-Flor team.



Social Entrepreneurs

We welcomed representatives from 11 institutions who came to learn about RCBF's work. The group is part of the Empreenda On – Salvadores project, organized by the Technological Innovation Park of São José dos Campos.



Easter Celebration

280 children served by Beija-Flor received chocolate Easter eggs, thanks to the support of many friends who contributed to the "Uma Páscoa Mais Gostosa" (A Tastier Easter) campaign. The celebration was a great success!

Beija-Flor Charity Bazaar

Our charity bazaar reopened its doors at RCBF headquarters, reconnecting with the Eldorado neighborhood community, offering quality items at great prices.



Parker Mentorship

Professionals from Parker Hannifin held a mentorship program dedicated to women, offering guidance and strategies for job market insertion.



Women at Beija-Flor

In celebration of International Women's Day, we held three days of activities dedicated to women, featuring participation from CRAS and the local Health Center (UBS), with workshops on health and self-care.

Environmental Risks

Children participated in a workshop on climate change and environmental risks, discussing potential vulnerabilities in areas such as Vila Joaninha.





Governance and Social Impact

An event held as part of the Conectando Ações Comunitárias project. It gathered 120 people, including representatives from social organizations, businesses, public authorities, and the general community.



Capoeira Graduation

During the 3rd edition of the Capoeira Batizado and Belt Change, 44 participants received their first belt or advanced in rank within this important cultural tradition.

CARF Visit at Beija-Flor

For nearly two weeks, we hosted our partners from CARF (Norway), who came to officially introduce the foundation's new president, Petter Sandtorv.



Civic Parade

With great pride, we participated in the civic parade celebrating Brazil's Independence Day, following an official invitation from the Municipality of Diadema.



New Partnerships



We resumed guitar lessons (oficina de violão), expanding our reach by delivering the activity in partnership with the Parque Havaí Neighborhood Association, located in the neighborhood of the same name in São Bernardo do Campo.



Children's Day Celebration

Another lively celebration for Children's Day, filled with games, snacks, and toy distribution.

Solidary Bazaar

Around 800 clothing items were donated to dozens of families in another edition of Beija-Flor's Solidary Bazaar, organized in partnership with the Joaquina Scout Group (Grupo Escoteiro Joaquina).



Cultural Showcase



A festive event that brought together beneficiaries and their families, filling our amphitheater. In addition to artistic performances, all participants received snacks and gifts to wrap up another impactful year.



Project Numbers



72

children served in
culinary workshops



85

recipes developed
in program
activities



1335

seedlings
planted



857

magazines
distributed free
of charge

NutriAção Program

Food Security, Education, and Network Impact

Created in 2007, NutriAção is a Food and Nutrition Education Program designed to combat vulnerability and ensure the healthy development of residents in Sítio Joaninha. The program also fosters entrepreneurship in the culinary sector, providing students with practical vocational pathways.

NutriAção operates in an integrated manner through hands-on and pedagogical actions that promote health and human dignity.

2025 Highlights and Actions

Culinary Workshops: In our School-Kitchen (Cozinha-Escola), beneficiaries participate in theoretical and practical activities covering hygiene, nutrition, and cooking. The cycle is complete: children plant seeds in our greenhouse, transfer seedlings to the garden, care for them, and harvest the ingredients they prepare themselves, learning firsthand about full food utilization.

Corporate Lectures and Awareness: Extending knowledge beyond our facilities, the program's nutritionist, Regiane, held lectures throughout the year on full food utilization at RCBF partner companies, engaging the private sector in the fight against food waste.

Health Monitoring and Referrals: The program acts attentively and preventively. Children participating in this and other institutional initiatives receive continuous accompaniment from our nutritionist, with referrals to municipal public health services whenever specific needs are identified.

Empreenda e Renda Magazine: A publication focused on strengthening the local economy. The magazine brings together practical recipes, techniques, and strategic management tips to support and train micro-entrepreneurs in the local food sector.

In 2025, we counted on the sponsorship of the Balder Foundation, a Norwegian partner institution dedicated to our cause.

fundação
BALDER

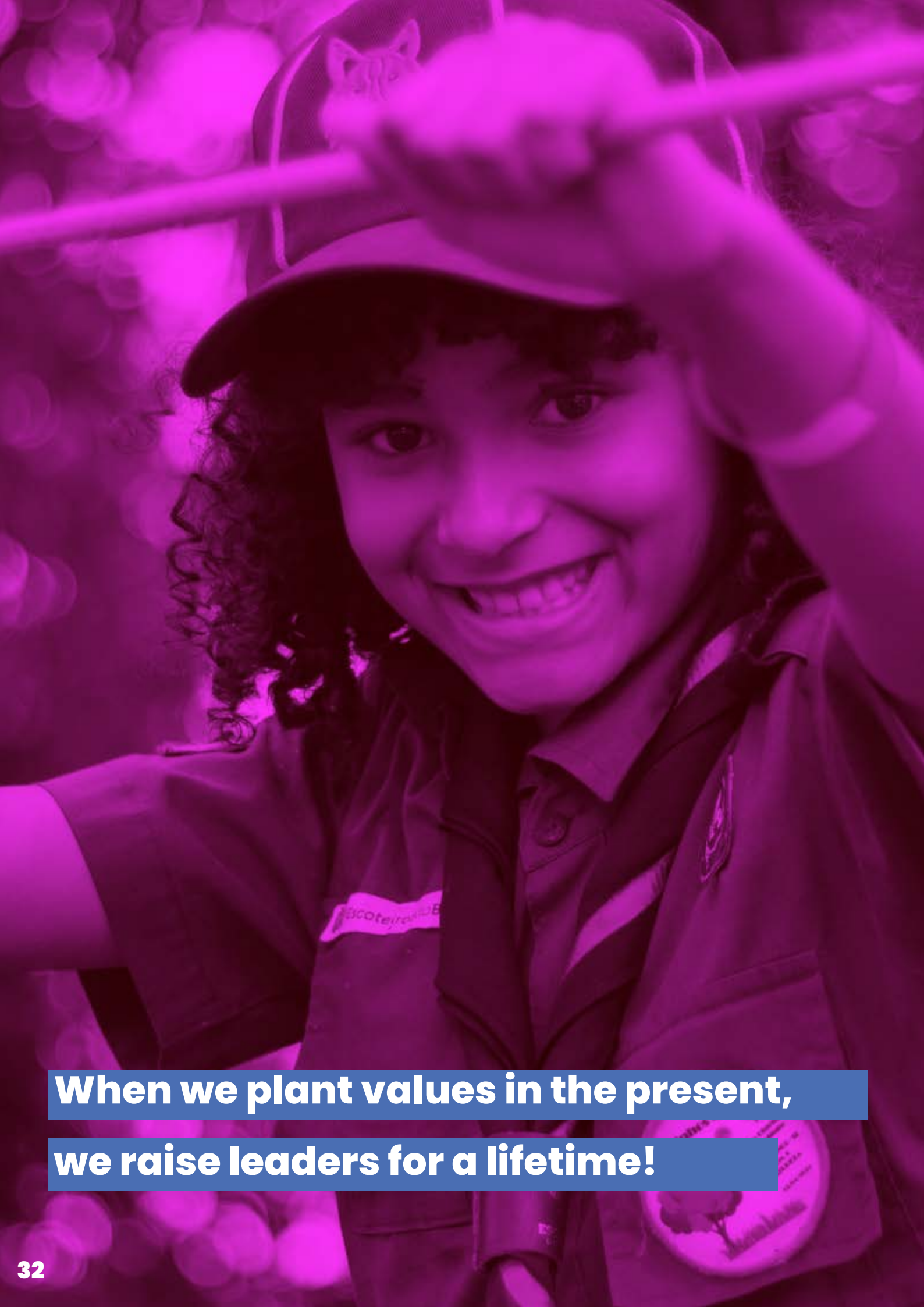
Sweetness that Transforms

Watch our beneficiaries roll up their sleeves and turn ingredients into learning during our Easter egg-making workshop.





**When a child's table
gains health,
the future comes to life!**



**When we plant values in the present,
we raise leaders for a lifetime!**

Territory of Alliances

Projects Supported and Strengthened by RCBF

Rede Cultural Beija-Flor believes that transforming a territory is achieved by joining forces. More than executing our own projects, our mission involves opening doors and providing infrastructure and support so that other institutions and public policies reach those who need them most. At the Núcleo Comunitário Sítio Joaninha, this vision is consolidated by hosting two fundamental education and citizenship initiatives: **EJA (Adult Education)** and the **Joaninha Scout Group** (Grupo Escoteiro Joaninha).

EJA – Youth and Adult Education

In a strategic partnership with the Secretariat of Education of Diadema, the Núcleo Comunitário Sítio Joaninha functions as an Adult Education (EJA) hub.

This education modality guarantees the right to education for individuals over 15 who did not have the opportunity to complete primary education at the regular age. By sharing our facilities, we help transform Sítio Joaninha into a beacon of literacy, inclusion, and new opportunities for adults in the community.

Joaninha Scout Group

In a solid partnership with Escoteiros do Brasil, the Núcleo Comunitário Sítio Joaninha became the official home of the Grupo Escoteiro Joaninha. The group, which began its activities in residents' backyards, found in Beija-Flor's infrastructure the support needed to build its foundation and become one of the largest scout groups in the Diadema and São Bernardo do Campo region.

The defining feature of this initiative within our hub is its ecosystem: the project is 100% run by volunteers who dedicate their time and affection to instill values of fraternity, respect for nature, and leadership in our children and teenagers.



participants in the Scout Group

Project Numbers



57

participants in the Scout Group



20

students enrolled in Youth and Adult Education



Transparency

At Rede Cultural Beija-Flor, we believe that true social impact is only possible when built on a solid foundation of trust, integrity, and mutual respect. Therefore, transparency in resource management is not just an institutional duty, but a reflection of our deep commitment to investors, institutional partners, and sponsors.

Every financial contribution, whether public or private, represents a shared purpose: transforming the reality of our communities. In return, we guarantee rigorous governance, where efficiency and responsibility guide every expense and investment. It is this clarity that ensures the longevity and sustainability of our initiatives year after year.

Below, we present our 2025 Financial Statement. Beyond the numbers, these data reflect our operational efficiency and the respect with which we manage every investment entrusted to RCBF. Full technical details, audit opinions, and historical reports remain permanently open for public consultation under the "Transparency" tab on our official website (redeculturalbeijaflor.org.br).



Financial Statement 2025

Revenue	R\$	%
International Donations	2.758.604	55,46%
São Paulo Tax Rebate	881,308	17,72%
Public Administration Agreements	830.936	16,70%
Individual Donations	244.190	4,91%
Financial Revenues	139.997	2,81%
Corporate Donations	92.516	1,86%
Pro Bono / Gratis Services	26.732	0,54%
Total Revenue	4.974.283	

Expenses	R\$	%
Social Assistance Project Expenses	3.129.626	56,70%
Institutional HR Expenses	1.936.682	35,10%
Administrative Expenses	391.226	7,10%
Pro Bono / Gratis Services	26.732	0,50%
Financial Expenses	34.226	0,60%
Total Expenses	5.518.492	





Who Makes It Happen

Board of Directors

Ana Leticia da Silva Ferreira
Chief Executive Officer

Sven Magnus Blikstad
Vice President

Ivone Cicera da Silva
Managing director

Board of Administration

Francisco Antonio R. Filho
Juliana Meyer Gottardi
Knut Øvrebø

Fiscal Council

Arnaldo Augusto Oliveira
Edgard Pitta de Almeida
Luiz Aleixo Fonseca

Administration

Ericson Daniel Flores
Lais Zanard Bueno
Thiago Soares da Silva
Cristiane Martins da Silva
Josiane dos Santos Ribeiro
Antonio Carlos Simão

Pedagogical

Ligia Cristina Vicente
Vitoria Pereira Borges
Guilherme Quero Matias
Davi Anderson Silva
Willian Silva Santos
Juliana S. Fernandes
Ariadne Messias Cabral
Matheus M. Pais de Oliveira
Calvin Amorim
Sabrina Cirino
Erica Gomes Barros
Silvio Bispo Membro
Iago Lopes Membro
Lucineide Garcia
Leandra Sousa dos Santos
Cristina do Carmo
Lourenço
Izilda Maria
Paulo Colli

Social Service

Beatriz Couto Borges
Alexandra S. dos Santos
Priscila Roque de Oliveira
Sabrina Ribeiro Bezerra
Luciene Rosa

Psychologist

Francisco Lima

Communications

Rodrigo de Brito Silva
Carlos Eduardo Guimarães
William da Costa Martins

Nutritionist

Regiane Alves Rodrigues

Fundraising

Selma R. de Souza Louver
Tatiana Precioso de Paula
Silmara de Jesus Teixeira
Cristiane Leone
Luciana Rodrigues
Luciene Pereira Lima

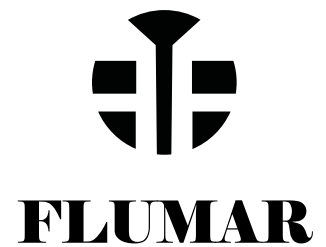
Operational Team

Silvio Francisco Vieira
Viviane da Silva André
Edneuma Lopes da Silva
Doraci da Silva Oliveira
Elissandra Ferreira

Strategic Partnership



Sponsors



Partners



Pulsar Project – Federal Cultural Incentive Law



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TERMINALS**
GRANEL QUÍMICA LTDA.



ceva
LOGISTICS




BELGA MARINE



Lei Rouanet

MINISTÉRIO DA
CULTURA

GOVERNO DO
BRASIL
DO LADO DO POVO BRASILEIRO

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enjoei

**Mentor
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A F O N
Associação Filantrópica Online




Consórcio
Intermunicipal
GRANDE ABC

AMINO
Moving ideas forward.

Instituto
DEVOLVER

Kobber

COLÉGIO
IEMANO

Tagima

 **CacauShow**

Beija-Flor Charity Bazaar

The Beija-Flor Charity Bazaar, located at our headquarters in Eldorado, Diadema, established itself in 2025 as a vital tool supporting institutional management, proving that fashion and social responsibility go hand in hand. What began as a one-time initiative has evolved into a continuous model of circular economy and conscious consumption.

This impact is made possible through our **strategic partnership with Enjoei**, which donates the items. In 2025, we reached the milestone of 25,452 items received and generated R\$ 134,455.76 in revenue. Because the bazaar operates as a non-profit initiative, 100% of the income raised constitutes strategic, unrestricted funding. This allows the institution to cover diverse, emergency, and daily operational needs, ensuring the agility and ongoing maintenance of Rede Cultural Beija-Flor's activities.

enjoei



Bazar Beneficente
BEIJA-FLO



R\$ 134.455
total amount raised



7
partner
institutions
benefited by our
donations

Productive Inclusion and Solidary

Clotheslines in the Territory

Beyond internal financial support, the Bazaar expanded its social reach by strengthening the local community:

Productive Inclusion: We foster the financial autonomy of local female entrepreneurs and bazaar vendors through the sale of closed clothing lots, boosting small local businesses.

Solidary Clotheslines (Varais Solidários) and Direct Donations: Surplus items are given a noble, cost-free purpose. In 2025, RCBF promoted Solidary Clotheslines directly for our beneficiaries. Additionally, through cooperative networks with partners like the Scouts (Escoteiros), we decentralized clothing and accessory donations across seven partner organizations, expanding the region's social protection network.

*Join our WhatsApp sales
group and take advantage
of our special offers!*



How to Support Our Cause

Social transformation and the construction of a more just and inclusive future depend on **joining forces across society**. At Rede Cultural Beija-Flor, we believe that every action counts: whether through private social investment from companies committed to ESG criteria, or through the solidarity and engagement of citizens who believe in our cause.

Together, we can strengthen projects in education, culture, professional training, and community development. Discover the main ways to join this impact network and transform lives with us:



TAX-INCENTIVIZED PROJECTS

Optimize your company's tax obligations by directing a portion of payable income tax to our projects approved under incentive laws (such as Lei Rouanet and ProAC) or specific public calls (CONDECA). We offer full technical support for tax allocation.

SÃO PAULO TAX REBATE

Encourage an internal corporate engagement campaign by inviting employees to register for automatic, cost-free donation of their tax receipts to benefit Beija-Flor.



SPONSOR COMPANY & DIRECT DONATIONS

Contribute through one-time or recurring corporate sponsorships that help maintain our daily infrastructure and activities, securing strategic, unrestricted funding for quick action.

GODPARENT PROGRAM

A recurring donation model designed for individuals and corporate employees, starting at R\$ 10.00/month, ensuring the continuity of our ongoing community programs.



CORPORATE GIFTS WITH A CAUSE

Add social value to your corporate gifts. Purchase artisanal jams, breads, and baked goods produced at the Sítio Joaninha School-Kitchen (Cozinha-Escola) for clients and partners, directly funding our food security initiatives.

IN-KIND DONATIONS OF PRODUCTS OR SERVICES

Support our workshops and operational needs through donations of supplies, technical services, or new and used equipment (such as computers, tablets, and furniture).



ENGAGEMENT ACTIONS & CORPORATE VOLUNTEERING

Host solidary drives during key times of the year. Mobilize your teams to collect food, winter clothing, Easter eggs, or Children's Day toys for direct distribution to our community.



Rede
Cultural



redeculturalbeijaflor.org.br

Museu Vivo Ciência
CIÊNCIA
COM DIVERSÃO
@RCBeijaFlor

