

Rede Cultural Beija-Flor

Help to create a better future for children,
youngsters and their families.





Knowing the Rede Cultural Beija - Flor

Discover in this material our history, areas of activity and ways of support to promote together a significant social transformation.

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We are a **non-profit social organization** with a history of more than **30 years** working in the communities of São Paulo.



Our mission is to promote the **social well-being and development** of children and young people in situations of socioeconomic vulnerability by **strengthening autonomy, professionalization and citizenship**.





Our history

Founded 30 years ago, Rede Cultural Beija-Flor (RCBF) is a non-profit social organization that began its activities mainly by **rescuing homeless children** in the central region of São Paulo, **providing shelter and supplying emergency needs**.

With the establishment of the institution in the city of Diadema and the positive result of its actions, RCBF starts to invest in **preventive programs and projects, favoring the stabilization of families**, promoting a safe and sociable environment for children, young people and their families. These new actions began to be carried out in areas of vulnerability and social risk in Diadema and also in neighboring regions of São Paulo and São Bernardo do Campo.

Through **socio-educational and artistic-cultural activities**, it seeks to **minimize violations** of rights and possible exposure to situations of violence of various kinds. In addition, it **fosters the development**, experience, interaction and individual and collective protection of children, adolescents and their families by offering free workshops and courses.





SUSTAINABLE DEVELOPMENT GOALS

Rede Cultural Beija - Flor develops programs, projects and actions that aim to contribute to the transformation of the socioeconomic reality of the population living in situations of social vulnerability, especially children, adolescents and women. These initiatives align and contribute to Brazil's achievement of the United Nations Sustainable Development Goals. The RCBF fits into 10 of the 17 UN SDGs:

1 NO POVERTY



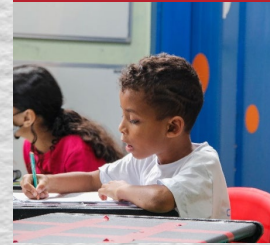
We promote the inclusion of men, women and children, of all ages, living in all dimensions of poverty, through social support and training, so that they **increase** the chances of **employability and income** for families;

2 ZERO HUNGER



We aim to increase the **nutritional inclusion** - with programs such as Nutri-Ação - of all people, in particular those in vulnerable situations, by promoting access to food, sustainable education and garden and composting courses;

4 QUALITY EDUCATION

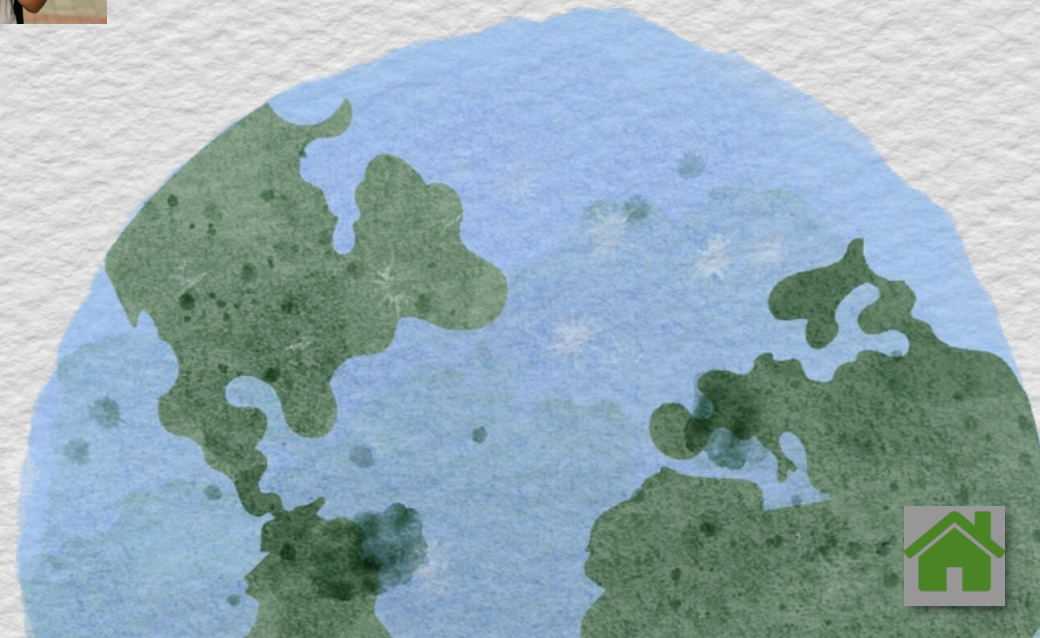


We offer **school tutoring** for children who are lagging behind, in addition to **granting scholarships** for girls for high school and we also offer **vocational courses**, empowering young people and their families;

5 GENDER EQUALITY



Female empowerment is essential to ensure women's **full and effective participation** and equal opportunities at all levels of decision-making in political, economic and public life;



SUSTAINABLE DEVELOPMENT GOALS



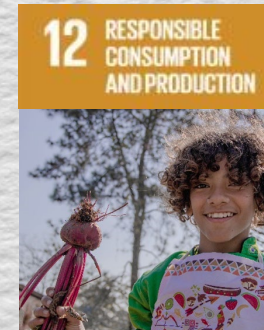
We contribute to reducing the proportion of young people without jobs. Those assisted in training courses **develop relevant skills, technical and professional competencies** for decent work and entrepreneurship;



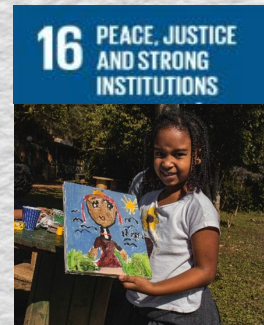
We empower and promote the **social, economic and political inclusion of all**, regardless of age, gender, disability, race, ethnicity, origin, religion, economic or other status;



We promote **environmental and sustainable education** by teaching composting of organic waste and correct disposal of recyclable waste;



We promote the **full reuse of food**, the correct disposal of organic and recyclable waste, reducing waste at the consumer level and **reducing waste generation** through prevention, reduction, recycling and reuse;



We are an example of an **effective, accountable and inclusive institution** at all levels, contributing to the **promotion of peaceful and inclusive societies** for sustainable development, **providing access** to guaranteed rights and justice for all;



We seek **multi-sector partnerships** for the mobilization and sharing of knowledge, expertise, technology and financial resources in order to **support the achievement** of the sustainable development goals in Brazil.



Attendance Map



64

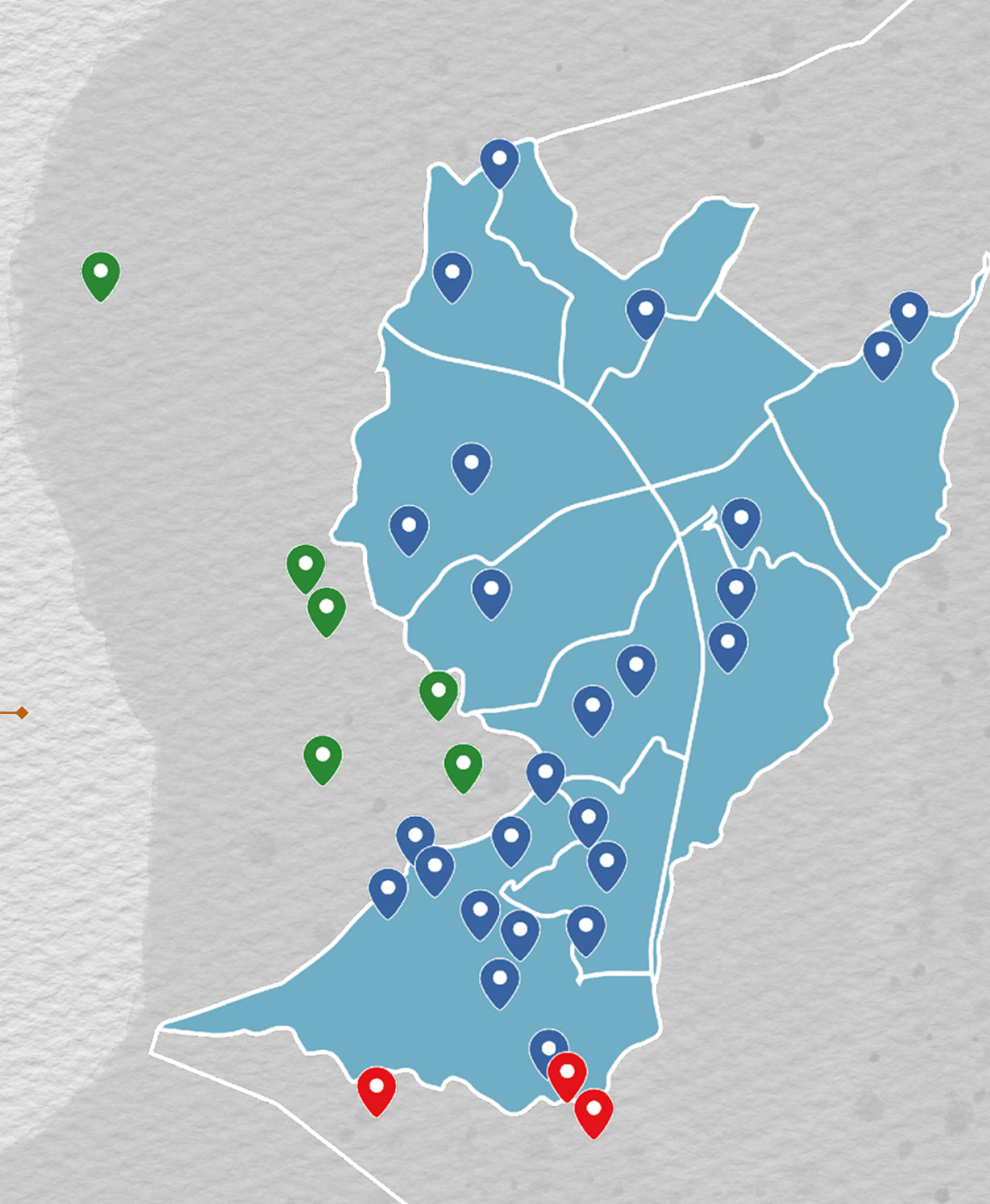
Communities
Assisted



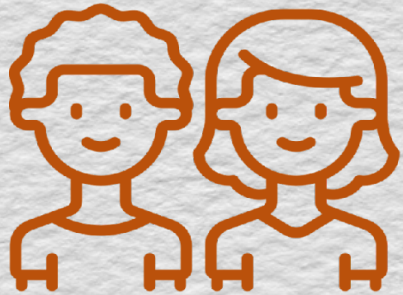
03

Benefited Cities

- 📍 Dia de m a
- 📍 São Paulo
- 📍 São Bernardo do Campo



Beija - Flor in numbers



45.000

Direct
Beneficiaries



1.617

Youngsters and
adults trained

Professional preparation, technical training
and entrepreneurship courses (Senac,
Senai and Sebrae).



225.000

Indirect
Beneficiaries



42

Courses and
Sociocultural
workshops



In the beginning it may seem difficult,
there may be obstacles, but you cannot
give up. It is a unique opportunity. If you
embrace the opportunity, you win the
world

Mateus Jacob, barber



Beija - Flor in 2022

In 2022, with the resumption of face-to-face activities, the number of actions grew, allowing many more children, adolescents and their families to benefit. Check out some numbers:

185

Volunteers



617

Attendance at short and Training Courses



14.000

Indirect Beneficiaries



100

Staff members

3.162

Direct Beneficiaries



10
Cultural
Workshops



“
Beija - Flor gave me the opportunity to learn about new areas of activity, which I didn't have before. Today I am an educator thanks to what I learned here. Beija - Flor changed my life.

Júlio Cesar, social educator



Certifications

Over **three decades** of activity, we have fought for and achieved several certifications. They show our commitment to high standards of transparency, accountability and effectiveness in all our activities. In addition to participating in councils that defend the rights and promote the well-being of children and adolescents.



Certification as an entity of
Municipal Public Utility



**GOVERNO DO ESTADO
DE SÃO PAULO**

Certification as an entity of
State Public Utility

Certification of Beneficent Entities
of Social Assistance
in the Education Area
(CEBAS)

Municipal Council for the Rights of
Children and Adolescents
(CMDCA)

Municipal Council of
Social Assistance
(CMAS)



Awards

During our 30-year journey we have had our work recognized through **several awards**.



Awarded through its founder,
Gregory John Smith



Award granted by the
Banco do Brasil Foundation



Granted by the Secretariat of
Cultural Citizenship of the
Ministry of Culture of Brazil



Deutsche Bank

Finalist of the award granted
by Deutsche Bank





How we act



Our units

Our beneficiaries have at their disposal all the necessary structure for each type of activity.

**3 units +
18 partner
centers**

The units have classrooms, computer labs, amphitheater, kitchen-school and hairdresser-school fully equipped for the activities.



Our workshops, courses and projects are classified in three axes.



Over the years our work has changed, both in the public served and in the areas of activity. We felt the need to apply our activities. Today we serve children, adolescents and adults.
Ligia Vicente, Pedagogical Coordinator

Access to Arts and Culture

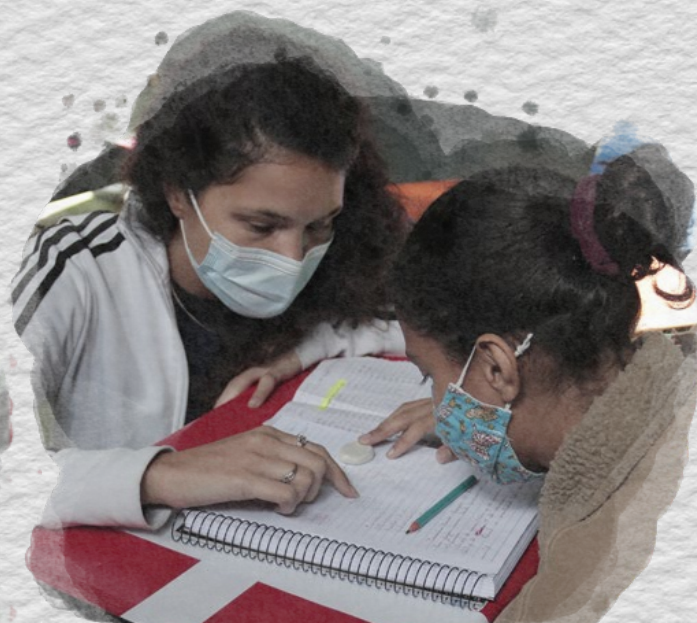
Through free workshops, we explore various artistic expressions, such as music, dance and visual arts. We foster creativity, talent and appreciation of cultural diversity.

Education for Equity

We aim for educational equity by offering free tutoring and projects that ensure access to quality education. We invest in programs that support students in social vulnerability.

Social Development

We promote personal and professional development through free courses that train young people and adults for new areas of activity. We build paths to a more inclusive and prosperous society.





Access to Arts and Culture

Through our activities and projects we explore various artistic expressions, such as music, dance and visual arts. We **foster** creativity, talent and appreciation of **cultural diversity**.



Ma is Educação

(More Education)

The program was created in 2007 by the Brazilian Federal Government and is aimed at children aged 6 to 8 enrolled in **municipal schools**. In Dia de ma, it is carried out in **partnership** by the Municipality's Education Department and RCBF. The students participate in cultural workshops of arts, percussion and cooking taught in our units during the after-school hours of normal classes.



Tesouros da África

(Treasures of Africa)

Socio-cultural project with the aim of valuing the rich **Brazilian ethnic-cultural diversity**, promoting knowledge, reflection and empathy from African roots, bringing together different cultural and artistic manifestations.

The work resulted in the show *Tesouros da África*, with a cast of 21 teenagers, presented during the second half of 2022 in different theaters and cultural places in the region. The project was benefited by the **Federal Law of Incentive to Culture**.



Arts

It includes modalities such as drawing, painting and sculpture. We combine these practices to help develop the **artistic sensitivity** of children and adolescents, in addition to learning techniques, free exploration and **emotional acceptance** through playing, scenic games, orality and the proper repertoire of arts. This workshop **stimulates communication** through art, providing a new look at the world.



Ballet

A dance modality that requires attention and discipline. The beauty and lightness of ballet works the development of motor coordination and cognitive skills. It acts objectively with posture, body awareness, concentration and **socialization**. It keeps body and mind in constant movement, while physical work is performed, being important for **promoting self-discipline and encouraging self-confidence**.



Percussion

It works on **musical development**, combining knowledge of rhythms, ensemble practice, instrumental technique and theoretical initiation. Students are introduced to different typical rhythms, such as balakulandjan, found in West African countries, and instruments such as djembê, dundunba, xequerê and balafon, in addition to those more common in **Brazilian popular culture**, such as surdo, repique, conga, tarol and different pandeiros.



Cookery

It stimulates in children and adolescents a series of skills and abilities in a playful way, developing creativity, motor coordination, cooperation and organization. Typical foods of traditional cuisine are presented, combining the practice of preparation with the importance of **cultural rescue** and knowledge about their origins. Handling, hygiene, composition and preparation of dishes are taught. The **integral use of food** is a highlight of the workshop, as well as **nutritional education** and the choice of **healthy foods**.



Capoeira

In the workshops, different aspects of capoeira are presented, in addition to learning different musical instruments and working with orality through songs. It enables students to **deal with differences**, developing cooperation and practicing citizenship. The workshops have already enabled different groups of young people of advanced levels **to perform in Norway** with the "Capoeira Show", in cooperation with the partner institution Children at Risk Foundation.



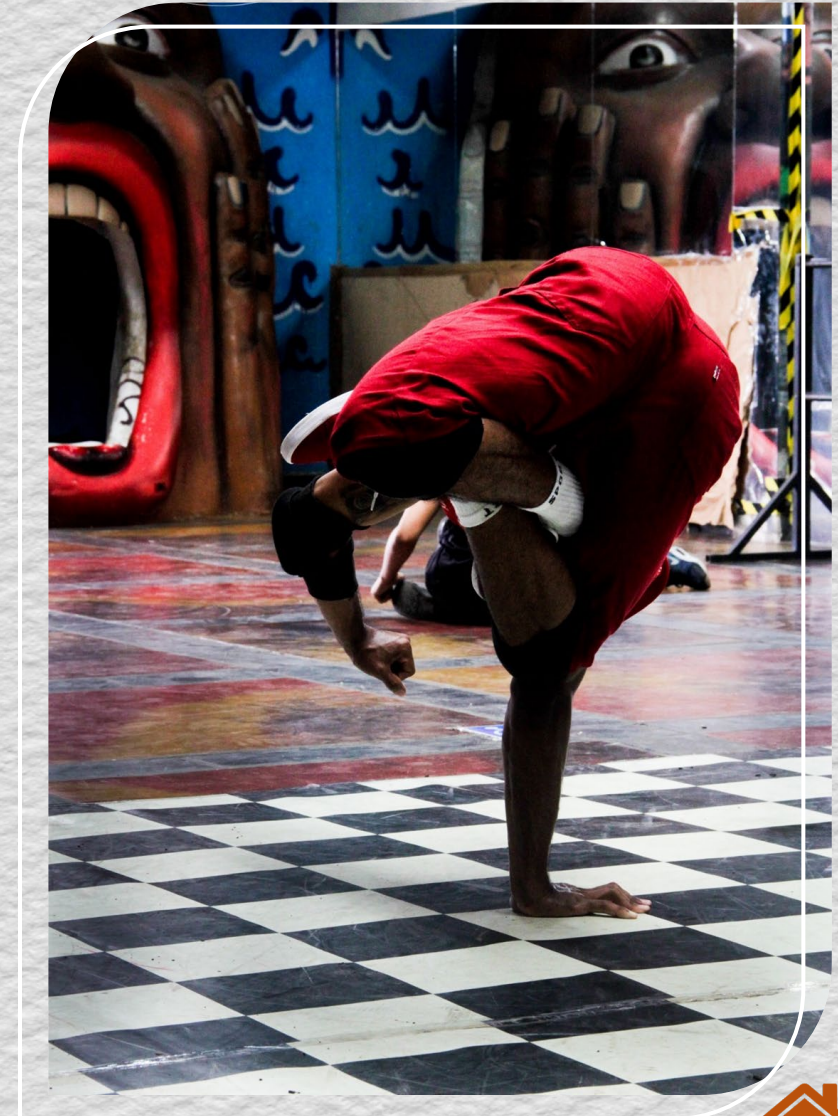
Afro dance

Through the study and practice of different dances of African origin, the workshop brings the practitioner closer to **the roots that helped shape Brazilian identity** and that still influence contemporary culture. It works on body movement, flexibility and coordination. It develops means to express emotions and create skills. It acts as an important **tool in the fight against racism, facing cultural and social prejudices.**



Breaking

One of the fundamental elements of hip hop culture, it is a **corporal and musical** expression that helps the development, autonomy and construction of identity. Exercises are performed to stimulate elasticity, flexibility, motor coordination and a awakening of body awareness, in addition to a awakening the imagination. The workshops resulted in the "Rival x Rival" championship, a dance battle that added other elements of hip hop, held between 2007 and 2017, and came to count in a **single event over 600 participants** from Brazil and abroad.



Acoustic guitar

Music al initiation **stimulates intellectual development**, exercising skills such as memorization, concentration and creativity, as well as improving motor coordination. Using songs from the popular songbook, students are introduced to different genres and styles, their historical contexts and familiarization with the instrument. In addition, it exercises the ability to compose, combined with theoretical initiation, **arousing a taste for music**.





Education for Equity

We aim for **educational equity** by offering free tutoring and projects that ensure access to **quality education**. We invest in programs that support students in social vulnerability.



Tio Chr. Olesen Project

Aimed at the public from 9 to 14 years old, it has the objective of **improving the academic performance** in Portuguese language and mathematics of children and adolescents in **situations of social vulnerability** and who **present school gap** (age-grade). The project is sponsored by the Danish multinational company **Chr. Olesen**.



Meninas Valentes

(Valiant Girls)

Project that aims to promote education as a **tool to create opportunities** for young people in situations of social vulnerability. It **grants scholarships to girls** aged between 14 and 16, to attend three years of high school at a **private institution of excellence**. Started in 2023, Meninas Valentes is a partnership between the Rede Cultural Beija-Flor and the Norwegian institution **Grieg Foundation**, sponsor of the project.



Adolescente Aprendiz

(Adolescent Apprentice)

Targeting young people aged 14 to 17 with the aim of developing students' skills and competencies to **integrate them into the labor market**. The program is divided into two modules according to the ages of those enrolled. In the first stage, called First Steps, adolescents aged 14 and 15 receive a **grant of R\$ 150 (US\$ 31)**. The second module, called Travessia, for 16 and 17 year olds, offers **a grant of R\$ 300 (US\$ 62)**. The activities are held in housing clusters **in partnership** between the Rede Cultural Beija-Flor and the Department of Education of Diadema City Hall.





Social Development and Empowerment

Our mission is to generate social welfare. We aim for progress and improvement of social condition. We also believe that professional training is a way to raise people's quality of life.



Service of Coexistence and Strengthening Bonds (SCFV)

This is a **welcoming and enriching place** where children and adolescents meet to share experiences. Through socio-educational, cultural and sports activities, we promote **personal and social development**, strengthening family and community bonds. Here, our beneficiaries have the opportunity to grow in an **environment of harmonious and inclusive coexistence**.



Servindo Esperança (Serving Hope)

This project aims to **ensure basic food** to families in situations of extreme vulnerability. We distribute packages containing **food and essential items** to maintain a dignified life, such as hygiene kits, clothes, blankets and more. In addition, we offer **continuous support** through the RCBF Social Service team, aiming to accompany and assist the benefited families.





Partnership with Sistema S (S System)

In 2021, we started **partnerships** with organizations of the S System (**SEBRAE, SENAC and SENAI**) to carry out vocational courses for young people and adults in the areas of gastronomy, beauty and aesthetics, technology and administration.

The courses have all the **expertise** of the professionals of these organizations, using the same teaching materials and methodologies applied in their own centers, but **taught in the Beija-Flor units**, thanks to the exceptional infrastructure of the institution.

In addition, the location of our three buildings **facilitates access** for young people and adults living in areas far from the city center.



Gastronomy

Confectionery, snacks, cakes, pies and quiches, pizza maker, handmade hamburger, among others. The courses in this area are taught in the Kitchen-School, a place located in the Núcleo Comunitário Sítio Joaquina and **fully equipped** for gastronomic practice..



Beauty and esthetics

Care and styling for curly and frizzy hair, eyebrow designer, eyelash extension, gel varnish, artistic nails, jewelry production, among others. These activities are carried out at the **Ordalinos hairdresser-school** in our main unit.



Technology and Administration

Administrative assistant, human resources assistant, administrative technician, human resources technician, computer science and Office package. Using computers equipped with the necessary software for learning, these courses are taught in two of our units, **preparing young people and adults** to work in areas that are constantly expanding.



Ordalinos

Project that offers **professional hairdressing and barbering courses** for young people and adults. The activities are held in the hairdressing salon-school of the same name - a tribute to the hairdresser and artist Ordalena Candido - and taught by the professionals of the collective Aliados Cortes. The project is sponsored by the **Grieg Foundation**, from Norway, and has a partnership with SENAC.





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