BrazilFoundation

CARIOCA FUND

BrazilFoundation

EDUCATION AND CULTURE

2015
OBSERVATÓRIO DE FAVELAS

ESCOLA POPULAR DE COMUNICAÇÃO CRÍTICA
www.observatoriodefavelas.org.br

MARÉ
RIO DE JANEIRO

Youth Engagement Through Community Media in Maré

Observatório de Favelas was created in 2001 in the Complexo da Maré, one of the largest favelas in Rio de Janeiro. It began as a civil society organization providing research and consulting services, aimed at developing awareness and understanding about the policies affecting the favelas and concerning urban living.

The *ESPOCC (Escola Popular de Comunicação Crítica)* began as a project of the Observatório in 2005, aimed at training youths and adults from the favela in the communications field, preparing them as critical thinkers and knowledge "multipliers". Having acquired these skills, these students have greater employment prospects upon entering the job market.

IMPACT

With support from **Brazil**Foundation, the project will:

- Develop the skills of 90 students in digital and audiovisual media;
- Offer 420 hours of classroom instruction for youths in Rio de Janeiro;
- Produce digital materials such as documentaries and other media for activism.

90
youth
trained in
digital media

420
hours
of classroom instruction

Production of digital materials

"Civil society needs to find its place in public matters. We must stop being spectators, and instead become leaders, organizing and building bridges for a more active citizenry."

Eduardo Alves, ESPOCC Coordinator, Observatório Director

BrazilFoundation

EDUCATION AND CULTURE

2015
RECICLARTE

FORMAÇÃO EM MÚSICA NO ESPAÇO CULTURAL DA GROTA
www.espacoculturaldagrota.org.br

NITERÓI
RIO DE JANEIRO

Social Inclusion for At-Risk Children and Youth Through Music Education

The Grota do Sucuru neighborhood in Niterói is rife with violence and offers few opportunities for children and youth. With low levels of educational attainment and dim prospects for work, locals find themselves underemployed.

For 20 years *Espaço Cultural da Grota* has been a great provider of culture and musical education for the community, providing technical musical instruction and preparing its students to pursue higher education in music. Acquiring skills to work as musicians or music instructors themselves, the students then have opportunities to live better lives. To date, approximately 90% of Grota students who have completed advanced musical training succeed in entering university.

IMPACT

With support from **Brazil**Foundation, the project will:

- Provide access to culture for children and youth living in at-risk communities;
- Utilize music education as an opportunity for income generation through work as a musician or music instructor.

Musical training for
105
students

Orchestra practice for
40
advanced-level students

500
children and youth
who frequent the space indirectly benefited

“ In art we are all equal, regardless of color or social status. Through education and culture, we can achieve full citizenship. ”

Carlos Farah, Coordinator

BrazilFoundation

HEALTH

2015
SAÚDE CRIANÇA ZONA SUL

SAÚDE CRIANÇA
- AMPLIANDO HORIZONTES
www.criancaresponder.org

Supporting Families Who Have Children with Chronic Illnesses

The Baixada Fluminense region, where most of the families are head by women, has some of the lowest Human Development Indicators in the state of Rio de Janeiro. Saúde Criança promotes comprehensive services in health, education, professional training, housing, and civic engagement to help change the unfortunate realities for families served by hospitals in the region.

Saúde Criança's approach to helping families has managed to reduce the hospital readmission rate of children to zero, as well as reduce by 60% the rate of complications that arise during the child's first hospitalization. Since the project began, 95 families and around 374 people have been reached.

IMPACT

With support from **Brazil**Foundation, the project will:

- Increase the number of families benefited by Saúde Criança by 40%;
- Make Saúde Criança's work more sustainable.

35
families
attended on a regular basis through December 2015

140
people
directly benefited

300
indirect beneficiaries

> **"We work so that the families of at-risk children can become self reliant."**
>
> Cida Paranhos, General Coordinator of Associação Saúde Criança

BrazilFoundation

HEALTH

2015

ASSOCIAÇÃO SOLUÇÕES URBANAS: URBANISMO, CULTURA E CIDADANIA

ARQUITETO DE FAMÍLIA – DIAGNÓSTICOS DA MORADIA E SAÚDE DA FAMÍLIA

www.solucoesurbanas.org.br

NITERÓI

RIO DE JANEIRO

Residential Renovations to Improve Living Conditions in Niterói's Favelas

According to IBGE, 11.42 million people live in favelas in Brazil. The houses in the favelas, usually built by the residents themselves, are often precarious and pose health, safety and financial risks to their inhabitants. The Federal Law 11.888 /2008 ensures that families with income up to 3 minimum wages receive technical assistance for projects to improve their dwellings. Municipalities, however, do not always observe this law, thus favela residents continue to live in precarious housing.

This project works to improve housing in the Morro Vital Brazil and Cavalão favelas in Niterói. With the overall goal of promoting healthy living, the project provides solutions to fix structural deficiencies such as excessive moisture and heat which can cause health problems, and inadequate sewage systems that can contaminate drinking water.

IMPACT

With the support from **Brazil**Foundation, this project will:

- Educate families on the relationship between health and living environment;
- Assess risks in 200 homes;
- Identify the homes that need restructuring and report them to public authorities;
- Map out social and health needs in relation to living quarters.

100
homes
addressed to public authorities

200
homes
evaluated

400
people
benefited directly

"Many times, the cause of a disease can be found in a person's home. Because of this, even while providing treatment, the disease becomes chronic."

Mariana Estevão, President of Associação Soluções Urbanas

BrazilFoundation

HEALTH

2015
TEATRO DO SOPRO

UMA BELA VISITA
teatrodosopro.blogspot.com.br

RIO DE JANEIRO
RIO DE JANEIRO

Treating Depression and Dementia at Homes for the Elderly Through Clown Therapy

The elderly population in Brazil is growing, and is estimated to expand by 63 million by 2050, according to IBGE. According to the World Health Organization, the elderly living in nursing homes have higher rates depression. Furthermore, more than 60% pass away within the first year of admission. Still, there are unfortunately few initiatives to develop living spaces that meet the special needs of this age group.

With 12 years of experience in the field, Olivier Hugues Terreault uses clown therapy to treat depression, Alzheimer's and dementia in the elderly in nursing homes. The clown therapy method, already used in Brazil on children in hospital settings, will now be adapted for the Casa de Santa Ana elderly group home and other similar entities in the City of God, in Rio de Janeiro.

IMPACT

With support from **Brazil**Foundation, the project aims to:

- Implement a pilot project with eight therapeutic institutions for the elderly;
- Be a reference in the area of elder care.

650
elderly residents
benefited

45
caretakers
trained

2,600
family members
counseled

"The lack of information on working with elderly who are mentally incapacitated makes them even more distant. With a new form of communication, we can create a new bond."

Olivier Hugues Terreault, Therapeutic clown and Social Entrepreneur

2015
CASA DE SANTA ANA

PROJETO CUIDAR – AGÊNCIA DE CUIDADORES
www.casadesantaana.org.br

Generating Jobs in the City of God Through a Network of Caregivers for the Elderly

IBGE projects that there will be 63 million senior citizens in Brazil by 2050. According to the Ministry of Health in Brazil, approximately 3.8 million seniors today are at least somewhat dependent, and with their demand on caregivers only increasing. Recognizing this demand, Casa de Santa Ana offers courses on caregiving for the elderly with the goal of encouraging proper caregiving practices and creating jobs and income generation opportunities for youth and adults in the City of God, Rio de Janeiro.

Founded in 1991, Casa de Santa Ana aims to improve the health and quality of life for the elderly, preventing their social isolation and possible institutionalization. The Casa achieves this by strengthening community, family, and generational ties.

IMPACT

With support from **Brazil**Foundation, the project will:

- Insert youth and adults with low educational attainment into the formal labor market;
- Address the deficit of trained, professional caregivers for the elderly;
- Ensure a higher quality of life for the elderly and a peace of mind for their family members.

2
training courses
per semester

120
people
between the ages of 18 and 60 trained as caregivers for the elderly

> **"Taking into account the lack of training resources in the community and our first-hand experiences with the elderly, we see the need to provide training for elderly caregiving."**
>
> Maria de Lourdes Braz Vieira, Executive Coordinator, Projeto Cuidar

2015
CENTRO DE INOVAÇÃO POPULAR – CDHA

UNIVERSIDADE DA CORRERIA

RIO DE JANEIRO

RIO DE JANEIRO

Entrepreneurship and Social Innovation in Low-Income Neighborhoods in Rio De Janeiro and São Paulo

Centro de Inovação Popular – CDHA is a co-working space created to reduce inequality and promote the culture of social innovation and local entrepreneurship in low-income neighborhoods in Brazil.

Universidade da Correria ("UniCorre") is a 3-month long training program that teaches young entrepreneurs how to develop and operate sustainable businesses, focusing on income generation and collaborative networks. Adapting recognized methodologies on business development to the entrepreneurial reality of low-income neighborhoods, UniCorre teaches business skills through classroom activities, distance learning, and by opening business fronts in Rio de Janeiro and São Paulo.

IMPACT

With support from **Brazil**Foundation, **UniCorre** will:

- Create new classes for 60 youths from low-income neighborhoods;
- Offer students theoretical and practical classes and coaching;
- Provide six months of individual advising for 40 projects;
- Provide a co-working space to incubate low-cost businesses;
- Build bridges between market professionals and young entrepreneurs.

2
new student terms
trained

60
businesses
incubated

> **"Our objective is to make low-income youths more self-reliant and apt to create innovative solutions to financial and production challenges"**
>
> Dinho, Creator of Universidade da Correria

BrazilFoundation

HUMAN RIGHTS AND CIVIC ENGAGEMENT

2015
COLETIVO PAPO RETO

NÓS POR NÓS

Defending Human Rights and Security for the Residents of Complexo do Alemão and Penha

Papo Reto is an independent communications collective composed of youth activist residents of Complexo do Alemão and Penha in Rio de Janeiro. The collective works to defend the human rights and safety of the residents, who live amongst violence brought by drug trafficking and police activity.

The collective maintains a network of information exchange between community residents 24 hours a day. Its project called "Nós por Nós" works to ensure the safety residents in Alemão, and is a news channel that aims to show the realities of the favela by disseminating news and images that go unnoticed by the mainstream media. The collective also organizes events and leads efforts to ensure the community's demands are met.

IMPACT

With support from **Brazil**Foundation, **Coletivo Papo Reto** will:

- Strengthen the production of audiovisual content showing community problems;
- Produce video narratives with residents.

207
people
connected in a network
of protection from violence

20
motorcycle taxi drivers
provided with legal support

Video programs
posted weekly
on youtube

"When someone is injured in a shooting, people call Coletivo Papo Reto to assure that there is no tampering on the crime scene. The same goes for when someone is arrested arbitrarily."

Raull Santiago, Social Activist at Coletivo Papo Reto

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HUMAN RIGHTS AND CIVIC ENGAGEMENT

2015
FUNDAÇÃO ASSISTENCIAL XUXA MENEGHEL

FORTALECIMENTO INSTITUCIONAL
www.fundacaoxuxameneghel.org.br

Multidisciplinary Activities to Promote Civic Engagement and Children's Rights

Fundação Xuxa Meneghel was founded in 1989 and works to protect and promote the rights of children and adolescents. The organization provides a healthy, safe space for youth where they can participate in educational and recreational activities involving the arts, sports, and computers.

In 2014 alone, **Fundação Xuxa Meneghel** assisted 30,000 children, adolescents, youths and adults in Brazil through a network of projects. With a team of staff from diverse areas, the organization strives to influence public policies to affectively address the rights of children and adolescents. The foundation also works with families and individuals to support schooling, professional training and new job opportunities in the community.

IMPACT

With support from **Brazil**Foundation, the organization will:

- Hold meetings and weekly internal workshops to train, educate and empower the Núcleo de Participação Infantil (Center for Children's Involvment) and Incidência Política (Policy Impact);
- Offer activities for children and adolescents with their families, schools, and community to defend the rights of children and adolescents at forums, regional meetings and conferences;
- Facilitate virtual meetings between children from the Rede + Criança (Network + Child).

200,000
people
reached in
25 years

30,000
people
assisted in 2014

"We want children and adolescents to be seen as people capable of taking action in the present to spread awareness."

Luiz Claudio Lopes Moreira, Director of Operations and Administration at Fundação Xuxa Menegehel

BrazilFoundation

HUMAN RIGHTS AND CIVIC ENGAGEMENT

2015
INSTITUTO PROMUNDO

FORTALECIMENTO INSTITUCIONAL DO INSTITUTO PROMUNDO
www.promundo.org.br

RIO DE JANEIRO

RIO DE JANEIRO

Creating Networks of Men and Boys to Promote Gender Equality

Founded in 1997, **Instituto Promundo** works with men and boys to defend human rights and promote gender equality. Through workshops, community campaigns, recreational activities and sports, Promundo works to prevent violence against women and children, and support a society that is more just, equal, and free of gender stereotypes.

Promundo's work is expanding. With that, come challenges to its management and to the implementation of its activities and strategies in new networks. This project will provide institutional support so that Promundo can apply its attested methods and reach a large number of community leaders and professionals in health and education.

IMPACT

With support from **Brazil**Foundation, **Promundo** will:

- Establish a strong network in Brazil involving men and boys to promote gender equality;
- Work to influence public policy in defense of gender equality and the prevention of violence;
- Expand network and advocacy activities.

26,107
people
reached

20
countries
benefited from
educational materials

10,000
professionals
involved in
worldwide activities

"We believe that changing the norms and power dynamics of masculinity can be a strategy for preventing violence and promoting equal gender relations."

Tatiana Moura, Executive Director of Instituto Promundo

BrazilFoundation

HUMAN RIGHTS AND CIVIC ENGAGEMENT

2015
JUSTIÇA GLOBAL

DESENVOLVENDO E APERFEIÇOANDO METODOLOGIAS PARA FORTALECER A PROTEÇÃO DE DEFENSORES DE DIREITOS HUMANOS NO BRASIL
www.global.org.br

Supporting and Protecting Human Rights Defenders

Justiça Global is a non-governmental organization that works to promote and protect human rights in Brazil and abroad. In 2013 they identified 241 death threats made against human rights defenders in Brazil. Justiça Global's work and publications have resulted in the creation of national policy that protects industry professionals and in the development of the Human Rights Defenders Program, which has more than 210 participants.

Justiça Global was guided by the Irish organization Front Line Defenders to implement a unique strategy of protecting activists that involves risk analysis. Together with this strategy, **Justiça Global** applies methods from its own protection manual, created through its own research, to protect human rights defenders in Brazil.

IMPACT

With support from **Brazil**Foundation, the project aims to:

- Develop a method to protect human rights defenders who have received threats in Brazil;
- Elaborate upon its protection manual for human rights defenders;
- Hold a training workshop for human rights defenders;
- Inform the public on the importance of the work of human rights defenders and social movements for Brazilian democracy.

10
members on technical team
trained

210
participants
benefited

> **"The vulnerable state of human rights defenders in Brazil requires urgent, immediate action to protect their lives"**
>
> Cristina Cravalho, Director of Justiça Global

BrazilFoundation

HUMAN RIGHTS AND CIVIC ENGAGEMENT
WOMEN'S FUND

2015
MOVIMENTO DE MULHERES DE SÃO GONÇALO

NÚCLEO ESPECIAL DE ATENDIMENTO À CRIANÇA E AO ADOLESCENTE VÍTIMA DE VIOLÊNCIA DOMÉSTICA E SEXUAL
www.movimentomulheressg.com.br

Care for Victims of Domestic and Sexual Violence

With more than one million residents, São Gonçalo is now the second most populous city in the state of Rio de Janeiro. As is common in large cities, there are problems with violence, access to sanitation, and urban mobility.

The **Movimento** has worked for 25 years to guarantee women's rights, focusing on sexual and reproductive rights and the prevention of STDs, as well as combating all forms of violence in the region and in other municipalities. Headquartered in São Gonçalo, the organization has 5 branches in Niterói, Mage, Araruama, and Marica, in Rio de Janeiro.

IMPACT

With support from the **Brazil**Foundation **Women's Fund**, the project will:

- Ensure access to care services for 50 victims of violence;
- Expand activities focused on prevention and early detection of violence;
- Hire professionals for workshops and lectures in schools and for producing informational materials.

Support for
50
victims
of sexual violence

Workshops
in schools

Informational materials
on violence prevention

> **"Everyone needs to be aware of their rights and understand that this is not just a women's issue, but a societal issue."**
>
> Regina Célia, Desk and Integration Policies for women of São Gonçalo

BrazilFoundation

HUMAN RIGHTS AND CIVIC ENGAGEMENT
WOMEN'S FUND

2015
NAMI REDE FEMINISTA DE ARTE URBANA

GRAFITTI PELO FIM DA VIOLÊNCIA DOMÉSTICA
www.redenami.com

RIO DE JANEIRO

Graffiti Art as an Advocacy Tool to Prevent Violence Against Women

The **NAMI** network works to overcome gender inequalities and domestic violence, fighting for women's rights so that they can be economically independent and have control over their personal lives. NAMI has received rewards for its work from the Vital Voices Global Leadership Awards and Washington DC and DVF Awards, New York.

NAMI encourages discussions on gender issues and promotes the Maria da Penha Law in sports through a football group and through a network of urban art that involves adolescents and youth. NAMI also holds workshops throughout Brazil, using graffiti art as an advocacy tool and offering classes in graffiti for women, creating space for female participation in a male-dominated field.

IMPACT

With support from **Brazil**Foundation, the project will:

- Hold graffiti workshops with discussions on gender, domestic violence and the Maria da Penha law;
- Involve 180 young people in workshops;
- Create a public art display that demonstrates the lessons from workshops.

Directly benefit
180
young people

Graffiti to promote
women's rights

"I created NAMI because I didn't want other women victims of violence to delay taking action. I am now an informed, woman activist."

Panmela Castro, Founder and President of Rede NAMI

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HUMAN RIGHTS AND CIVIC ENGAGEMENT

2015
VOZ DAS COMUNIDADES

#FALAJOVEM
www.vozdascomunidades.com.br

RIO DE JANEIRO

RIO DE JANEIRO

Youth Leadership Creating a Legacy for the Community

The community journal *Voz da Comunidade* was created by Rene Silva when he was only 11 years old to give visibility to the social issues of the Complexo do Alemão community that were often ignored by the mainstream media. In addition to becoming a reference in community media and citizen journalism, Voz da Comunidade portal also holds social activities in the Complexo do Alemão favela and youth debates called *#FalaJovem*.

The *#FalaJovem* project aims to create a space for exchanging ideas and dialogue in the community. Through the initiative, the residents identify local problems and discuss democratic solutions to them. These solutions created by those who live in Complexo do Alemão will contribute to the future and legacy of the community.

IMPACT

With support from **Brazil**Foundation, **Voz das Comunidades** will:

- Hold 12 workshops to create a space for dialogue, civic engagement, and problem solving;
- Influence the attitudes of youth and their sentiment of responsibility for the community.

12
workshops
held

100
youth
involved

150,000
residents
from Complexo do Alemão
benefited

> **“The difference is that Voz das Comunidades is realized by us and for us.”**
>
> Rene Silva, Editor in Chief at Jornal Voz da Comunidade

BrazilFoundation

SOCIAL ENTERPRISE

2015
REDE ASTA

DESIGN FEITO À MÃO
www.redeasta.com.br

Support and Market Access for 6 Artisan Women Cooperatives in Rio de Janeiro

Women in Brazil still face inequality and exclusion from the job market. Today, women represent a significant part of the social economy in Brazil, which comprises more than 33,000 businesses throughout the country, according to the Secretaria Nacional de Economia Solidária (National Board of the Social Economy). However, small-scale artisans face great challenges to the quality and commercialization of their products, hindering their entrepreneurial efforts.

Rede Asta is a social enterprise that supports 52 environmentally-conscious artisan groups in Brazil, benefitting 700 low-income women. The organization provides these groups training in product refinement and grants them market access by selling their products under its brand "Asta", available at showrooms and online.

IMPACT

With support from **Brazil**Foundation, **Rede Asta** will:

- Product development for 6 women's artisan cooperatives,
- Local support and guidance for the cooperatives;
- Workshops on market value;
- Design consultation for additional groups benefitted by Rede Asta

6
artisan cooperatives
supported

40
women and their families
benefited

120
people
directly benefited

> **"The product is a major factor in determining success. If the product is of poor quality and unsuitable for the market, the possibility for failure can be very high."**
>
> Alice Freitas, Founder of Rede Asta

2014
GRUPO SÓCIO-CULTURAL CÓDIGO

A COMUNIDADE E O TEATRO - OFICINAS DE TEATRO COMUNITÁRIO DO GRUPO CÓDIGO

JAPERI

RIO DE JANEIRO

Theatre workshops to promote art and civic engagement in Baixada Fluminense

The city of Japeri is ranked 78th out of 92 municipalities in the state of Rio de Janeiro in the latest Human Development Index (HDI). In addition to this low ranking, the city lacks cultural initiatives – offering few public spaces to its residents for cultural activities.

Grupo Sócio-Cultural Código works with community theatre and Brazilian performing arts, known for its strong ideological messages and great capacity to mobilize people. Japeri's community theatre arose from the need to discuss social issues local to low-income neighborhoods. By providing residents access to community theatre, the theatre helps to revive local history and cultural values, and encourages discussion on controversial issues.

IMPACT

With support from **Brazil**Foundation in 2013, the project successfully:

- Increased the number of performances put on by Grupo Sócio-Cultural Código;
- Held theatrical workshops on social issues for 56 people of various ages;
- Reached over 1000 people through theatre presentations produced from workshops;
- Involved more youths in its theatre classes, who applied their lessons learned in the community.

More than
1000
people
reached through theatre

Cultural access for youth

Stronger
cultural initiatives
in Baixada Fluminense

"The partnership with BrazilFoundation was very fruitful; we met with other project managers from the region, learning together and sharing experiences."

Jorge Braga Jr, leader of the organization

BrazilFoundation

EDUCATION AND CULTURE

2014
CASA DA ÁRVORE

CUIDANDO DE QUEM CUIDA:
PROJETO DE FORMAÇÃO PARA PROFISSIONAIS
DE CRECHES COMUNITÁRIAS
www.casadaarvore.com.br

RIO DE JANEIRO

RIO DE JANEIRO

Training caregivers at community daycare centers in Rio de Janeiro

Casa da Árvore was started in 2001 to support parents, families, educators and health care providers in communities in precarious social situations. The objective was to help these people create a favorable environment for the healthy development of children by encouraging social relationships that foster the mental well-being of children and that mitigate the negative mental effects of violence.

The organization works in collaboration with local daycare centers, offering training classes for educators. Today, one of the greatest challenges faced is the lack of investment in preparing these educators adequately. A good number of them are women who live in the communities and are at a disadvantage because they have not developed the necessary skills to work in this field.

IMPACT

With support from **Brazil**Foundation, the project will:

- Train 32 professionals in childhood education from the day care centers;
- Offer workshops, talks and study groups on childhood care;
- Strengthen support system for 4 daycare centers that attend to 206 children between the ages of 0 and 6;
- Improve the quality of care for young children.

Train
32
professionals
in childhood education

206
children
assisted indirectly

Strengthen support
for 4 centers

> **“We believe that placing yourself in the shoes of another is essential in order to change the attitudes of educators.”**
>
> Julia Milman, coordinator at Casa da Árvore

BrazilFoundation

HUMAN RIGHTS AND CIVIC ENGAGEMENT

2014
CASA DA CRIANÇA E DO ADOLESCENTE

BRINCALHONA
http://www.casadacriancaedoadolescente.wordpress.com/

4,600
children
attended in one year

Map the needs for
special assistance and protection
(cases of disability or cases of violence)

Defending child and adolescent rights

Assistance and protection for child and adolescent victims of violence

Casa da Criança e do Adolescente was created to support children and adolescents from the municipality of Volta Redonda, where communities show a high rate of human rights violations and violence against children and adolescents. There is a great demand for assistance and protection services for victims of social and domestic violence. Founded in 1996, the Casa assisted more than 600 children in its first two years; today, it assists more than 4,000 children and adolescents per year.

To offer support for the victims, the **Casa da Criança e do Adolescente** created the "Brincalhona" program, a mobile toy exchange that will be implemented in 40 communities that are in a state of extreme vulnerability; the purpose is to identify potential cases of violence or abuse by having kids interact with toys and games. After mapping behavior patterns according to this technique, home visits to selected families will be scheduled for diagnostic purposes and for closer monitoring and assistance.

IMPACT

With the support from **Brazil**Foundation, the project will:

- Encourage children to play;
- Compile lessons-learned based on the observed interactions;
- Promote the discussion of concrete questions on the daily lives of these children;
- Map the need for special assistance of children and educate family members so that they may address disabilities with eyesight, cognition, communication and issues with domestic violence.

"While violence against our children and impunity exist side-by-side, we will continue to do our best so that these children and their families have support."

Sister Elizabeth Alves, president of Home for the Child and the Adolescent

BrazilFoundation

SOCIAL ENTERPRISE

2014
COOPA-ROCA - COOPERATIVA DE TRABALHO ARTESANAL E DE COSTURA DA ROCINHA

FORTALECIMENTO DA ESTRATÉGIA DE NEGÓCIO SOCIAL DA COOPA-ROCA
www.coopa-roca.org.br

RIO DE JANEIRO
RIO DE JANEIRO

Income generation and opportunity for women

COOPA-ROCA was created in the early 80s with the task of generating opportunities for women in the community of Rocinha, the largest favela in Latin America. The cooperative is designed to allow the women to increase their household income without having to leave home and be away from their children and household responsibilities.

Throughout its 30 years, the organization had to adapt and is currently reinventing their business model. **COOPA-ROCA** has stood out in the social enterprise market for its vision, market strategy, design and products of high quality.

IMPACT

With support from **Brazil**Foundation, the project will:

- Provide training for technical improvement to 40 artisans through 32 workshops;
- Design a new business model that permits greater productivity and sales;
- Train and integrate 60 new artisans in the cooperative, aged 22-65 and with low levels of education;
- Include more women in the fashion market to help them increase their income;
- Strategize by incorporating e-commerce capabilities in the network.

Integrate
60
women
into the cooperative
of artisans

Increase
household income
through a new
business model

> **"COOPA-ROCA is an asset to the community. This support is very important so that we can continue to grow."**
>
> Maria Áurea, president of COOPA-ROCA

BrazilFoundation

SOCIAL ENTERPRISE

2014
ONG SOS DENTAL

DENTISTAS NA FAVELA
www.ongsosdental.org.br

RIO DE JANEIRO
RIO DE JANEIRO

Emergency dental care for residents of the favelas

In Rio de Janeiro, nearly 22% of the population lives in favelas, areas of the city which often have poor access to health and dental care. A large number of favela residents have poor oral health by the time they reach adolescence. It is estimated that 98% of the population has some kind oral health issue, while only 15% receive adequate care.

SOS Dental was created in May of 2008 to meet the demand for dental care in the favela communities of Rio de Janeiro. Using a mobile office and volunteer dentists, the organization offers free emergency dental care house calls for residents of the Complexo do Alemão, a highly vulnerable community in the city of Rio. The cards to obtain a visit from the dentist are offered free of charge at local shops to their customers as part of a customer loyalty program.

IMPACT

With support from **Brazil**Foundation, SOS Dental will:

- Hold 6 events in the Complexo do Alemão to promote awareness campaigns on preventive dental care;
- Recruit 1,320 local shop owners for the distribution of voucher cards for dental service;
- Increase number of volunteer dentists;
- Offer emergency dental care at home for 30,000 registered residents.

Register
10,000
residents
in the program

Free Home Dental Care

Improve access to
dental care
for people without financial means

> **“If you feel a toothache, or your tooth breaks, you don’t know who to look for. For somebody with few financial resources, this becomes a problem without a solution.”**
>
> Gioreley Rios, project coordinator