



# SÃO PAULO FUND



## 2015 ASSOCIAÇÃO FILHOS DA CORRENTE

CASA DE MARIINHA  
[www.filhosdacorrente.blogspot.com.br](http://www.filhosdacorrente.blogspot.com.br)



### Capoeira and Civic Engagement: Integrated Activities for Youth from Low-Income Neighborhoods in São Paulo

The region of Parelheiros, in the far southern end of the city of São Paulo has high rates of violence and poverty. Residents have no access to cultural resources, areas of leisure, or public assistance services.

The **Associação Cultural Filhos da Corrente** was created in 1995 to promote public access to sports and to social and cultural activities. Filhos da Corrente also encourages the civic engagement of at-risk children and adolescents, while creating means for them to grow up as healthy individuals. The organization offers these youths, including some who are under correctional supervision, capoeira workshops and cultural activities.

By training capoeira instructors and students in conflict resolution skills, the organization has managed to grow. Support from **BrazilFoundation** in 2013 prompted an increase in the number of students served, growing from 60 to 1200. The organization also officially became a “cultural reference” in 2014.

### IMPACT

With the resources mobilized through the **IV Gala Miami**, the organization will:

- Finish construction of its new headquarters
- Develop the social, music, and motor skills of its students;
- Educate students and capoeira instructors on topics of youth and children’s rights.

New  
headquarters  
finished

Another  
**400**  
students  
reached



“ The partnership between Filhos da Corrente and BrazilFoundation has been very fruitful and brought great results. Thanks to this partnership, we have managed to expand our project even more. ”

Renato Alexandre (Mestre Magrão), Organization Leader



## 2015 CENTRO DE ARTE E PROMOÇÃO SOCIAL – CAPS

RODAS DO CONHECIMENTO CAPS



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### Cultural and Literary Activities in the Grajaú Region of São Paulo

The *Rodas do Conhecimento CAPS* project encourages literature composition and discussion in an effort to integrate the individual in society and stimulate their creativity. The project's goal is to help the residents of the Grajaú region in São Paulo to better express their ideas and opinions.

For 24 years **CAPS** has facilitated and encouraged access to education through the literary arts in the southern region of São Paulo. By promoting knowledge on different literary genres, correct grammar usage, and cultural expression, **CAPS** provides opportunities for artists from low-income neighborhoods to become civically involved and improve the social environment of their community. The center is an important cultural hub in the area, and holds weekly meetings on matters such as education, religion, history, and poetry.

### IMPACT

With support from **BrazilFoundation**, the project will:

- Expand its literature circles to additional participants;
- Encourage correct writing by offering classes on grammar and different literary genres;
- Encourage participants to compose their own literature;
- Produce three annual compilations to share their work.

**50**  
participants  
in monthly  
reading circles

Promoting  
literary arts



“ I believe that art is a path to self-discovery. ”

Maria Vilani, Founder of CAPS

## 2015 INSTITUTO CRIAR DE TV, CINEMA E NOVAS MÍDIAS

FORTALECIMENTO INSTITUCIONAL  
DO INSTITUTO CRIAR  
[www.institutocriar.org](http://www.institutocriar.org)



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### Audiovisual Training and Job Access for At-Risk Youth in São Paulo

Youth ages 15-24 comprise about 20% of the population in Brazil, according to IBGE data. Among communities with low social indicators, people in this age bracket are the main victims of social exclusion. Facing difficulties in finding steady occupations, they often resort to risky and unsteady employment.

To alleviate this reality, **Instituto Criar** has created an audiovisual training program for youth ages 17 to 20 with per capita income of up to half the minimum wage in the cities of São Paulo and Osasco. The organization aims to harness the potential of the audiovisual sector, which generates more than US\$ 450 billion a year worldwide, to insert these youth in the job market. Since its founding in 2003, more than 1,600 people have been trained through the Instituto's workshops.

### IMPACT

With support from **BrazilFoundation**, **Instituto Criar** will:

- Implement its training program in TV, cinema and media for 150 young people per year;
- Develop critical-thinking skills in at-risk adolescents;
- Use audiovisual arts as a tool for personal and social transformation in youth.

# 1,600

youth

trained since 2003  
throughout 11 terms

# 350

youth

impacted through the  
*Video Criar* project

# 25,000

people  
benefited



“ We need to transform the natural creativity of youth as an economic asset, and we must support innovators so that Brazil and its youth can grow. ”

Instituto Criar Team

2015

## INSTITUTO ESPORTE & EDUCAÇÃO (IEE)

FORTALECIMENTO INSTITUCIONAL DO IEE

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



SÃO PAULO

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# 760,000

children  
and youth  
benefited directly

# 25,000

teachers  
and managers  
trained

# 350

municipalities  
in 20 states  
reached

### Endorsing and Expanding Sport and Physical Activity Throughout Brazil

More than R\$12 billion is spent in Brazil each year to mitigate the health consequences of obesity and sedentary lifestyles, according to the NGO Atletas do Brasil (Athletes of Brazil). The World Health Organization (WHO) recommends at least five hours of physical activity per week for children and youth. Schools in Brazil, however, do not adhere to this recommendation, with only 30% of primary schools having proper facilities for sport activities. Moreover, some schools do not even have physical education teachers.

Since 2001, the Institute has partnered with community centers and public schools to provide sport activities in low-income neighborhoods. Along with offering two classes per week, the Institute also encourages public school teachers throughout Brazil to become certified in physical education by offering them training.

### IMPACT

With support from **BrazilFoundation**, **Instituto Esporte & Educação** will:

- Endorse and expand sport and physical activity by training teachers;
- Train instructors in specialized skills so that they can properly teach physical education and sports in afterschool programs;
- Encourage five hours of physical activity per week in each of the locations where services are offered.



“ We want to influence not only public policy, but all institutions that value sport through its fundamental elements such as teamwork, accessibility, health and civic engagement. ”

Ana Moser, Olympic Athlete and Founder of IEE

## 2015 INSTITUTO FAZENDO HISTÓRIA

GRUPO nÓs

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



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### Providing Guidance and Preparing Youth for Life Outside Shelters

In Brazil there are more than 37,000 children and adolescents living in shelters. According to the Municipal Social Assistance SP, there are approximately 8000 youths currently in group homes in São Paulo, the state with the highest number of youths in state care. When they age out of the group homes at 18 years old, many of these adolescents do not have the option of returning to their families of origin and are left vulnerable to a world of crime and life on the street.

*Grupo nÓs*, through a series of individual and group activities, helps prepare youth aging out of the system for the emotional and financial challenges they will face. The project facilitates youth development by utilizing support networks and partnerships.

### IMPACT

With support from **BrazilFoundation**, the organization plans to:

- Provide monitoring and guidance for 30 16-year-old adolescents who live in shelters;
- Establish a housing project;
- Help youths develop professional skills;
- Teach conscientious use of money;
- Strengthen support systems and familial ties.

**30**  
16-year-olds  
monitored



“ When youth age out of the system it is a time of extreme vulnerability for them. Small acts of support can determine their future. ”

Claudia Vidigal, Instituto Fazendo História

This project is supported in partnership with FRANCESCONI TISCH FUND

## 2015 INSTITUTO ARTE DE VIVER BEM/CASA DA MULHER

GERAÇÃO DE RENDA PARA MULHERES  
EM TRATAMENTO DE CÂNCER DE MAMA



SÃO PAULO  
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**4**  
workshops  
in crafts  
(96 hours)

**40**  
women  
certified

**Income  
generation**  
for women  
undergoing treatment  
for breast cancer

### Training and Income Generation for Women with Breast Cancer

According to the National Cancer Institute, there were 57.12 million cases of breast cancer in 2014 in Brazil. Breast cancer is the second most common cancer worldwide, accounting for 22% of all cases. The effects of the disease on a woman's life can be devastating, and can be even more so for women who live in regions with low Human Development Indicators, and who do not have access to treatments or supportive resources.

**Casa da Mulher** is a multidisciplinary space that offers low-income women and their families undergoing treatment in public hospitals legal support, nutritional and psychological counseling, physical therapy, and a "beauty room". As many women become unemployed or unable to work during heavy treatment, this project also creates income-generating opportunities for these women.

### IMPACT

With support from **BrazilFoundation**, **Casa da Mulher** aims to provide:

- Regular activities to promote income generation;
- Courses in crafts, sewing, and patchwork;
- A course in applying makeup.



“ Supporting these women is fundamental for their recovery. Along with having a sense of empowerment, these women can generate income while undergoing treatment. ”

Valéria Baraccat, Founder of IAVB/Casa da Mulher

## 2015 CENTRO DE RECUPERAÇÃO E EDUCAÇÃO NUTRICIONAL – CREN

SAÚDE INTEGRAL É LEGAL  
[www.cren.org.br](http://www.cren.org.br)



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### Promoting Health and Education to Fight Child Malnutrition and Obesity

In recent decades, first world and developing countries have seen an increase in epidemic proportions of cases of childhood obesity. One of the major consequences of obesity for children and adolescents is poor health, which can reduce their life expectancy by 20 years. Only real changes in family habits, both on an individual and community level, can effectively reduce rates of this disease.

**CREN** is a non-profit organization established in 1993 working in the areas of health, education and social assistance. **CREN** works to combat and prevent poor health in children, attending an average of 700 families per year on an outpatient basis and 80 children 0-6 years of age in hospitals daily.

### IMPACT

With support from **BrazilFoundation**, **CREN** will:

- Attend 140 children 0-6 years of age and 50 teenagers with multidisciplinary teams involving educators, pediatricians, nutritionists, nurses, social workers, physical education instructors and psychologists;
- Provide counseling to mothers or guardians on issues related to malnutrition including hygiene, healthy food, household budget management etc.

**140**  
young children  
and their families  
attended

**50**  
adolescents  
and their families  
directly benefited



“ CREN’s efforts encourage physical exercise, something rare for children in the underserved regions of São Paulo. ”

Gisela Solymos, Project Leader

2015

## ASSOCIAÇÃO ALIANÇA EMPREENDEDORA

TECENDO SONHOS

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



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### Promoting Respectable Labor Relations for Immigrants Working in the São Paulo Fashion Supply Chain

An estimated 10 to 100 thousand laborers work in sweatshops in Brazil that employ manual laborers in slave-like conditions. The vast majority are Bolivian immigrants based in São Paulo. With the increasingly shorter life cycles of fashion collections and the need to deliver products faster and faster, retailers have begun to contract smaller businesses. At the end of the supply chain are the small sweatshops belonging to undocumented immigrants who have no knowledge of the local language and end up working under abusive conditions.

**Aliança Empreendedora** assists businesses, civil society organizations and local governments to develop inclusive business models and projects that support low-revenue, small businesses. The Aliança aims to generate new business and work opportunities, in turn promoting inclusion and socioeconomic development.

### IMPACT

With support from **BrazilFoundation**, **Aliança Empreendedor** plans to:

- Support immigrants in management and entrepreneurialism by applying Aliança's methodology for small business development;
- Advocate for immigrants in partnership with COETRAE / SP (the São Paulo State Commission for the Erradication of Slave Labour).

**95**  
direct beneficiaries:  
shopowners, entrepreneurs,  
and immigrants

**3,300**  
immigrants  
benefited indirectly



“ More often than not, the business owner is a Bolivian immigrant who saved up his money, purchased the sewing equipment, and brought his relatives to Brazil to work in these conditions. ”

Aliança Empreendedora Team

## 2015 INSTITUTO BRASILEIRO DE ESTUDOS E APOIO COMUNITÁRIO – IBEAC

SEMENTEIRAS DE DIREITOS  
[www.ibeac.org.br](http://www.ibeac.org.br)



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# 50

women  
and their children  
directly benefited

# 3,169

residents  
participating  
in workshops

# 10,240

participating  
residents

### Training Women as Leaders to Combat Domestic Violence Against Children in Parelheiros

In Parelheiros, women are the ones who suffer most from violence and rights violations. The Parelheiros region is afflicted by high rates of teen pregnancy, leading many youths to abandon or postpone their studies. Unfortunately these young mothers take out related frustrations on their children. A survey conducted by PUC-RS reveals that mothers are the ones who most hit children, with children three years of age the majority of victims.

IBEAC works with these women to reduce domestic violence and sensitize them about the negative effects of abuse on their children. The Sementeiras de Direitos project will create a support group for at-risk women and pregnant or young mothers where they will have the opportunity to participate in workshops.

### IMPACT

With support from **BrazilFoundation**, **IBEAC** will:

- Hold workshops for pregnant women, young mothers and others on self-esteem and family ties;
- Offer classes on women's and children's rights, gender relations, and diversity rights to local residents;
- Create a group of women called Sementeiras ("Harvesters") with resources for the community.



“ *Sementeiras de Direitos* involves women coming together to discuss caretaking and responsibilities of the mother-child relationship. ”

Isabel Aparecida dos Santos Mayer, IBEAC Coordinator

2015

## PIMP MY CARROÇA

PIMP MY CARROÇA

[www.pimpmycarroca.com](http://www.pimpmycarroca.com)



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**48**  
independent  
waste collectors  
attended per year

**48**  
carts  
"pimped"

**3**  
events  
held

### Dignity and Free Health Care for Independent Waste Collectors in São Paulo

For over 50 years, thousands of marginalized people have collected recyclable materials as an alternative source of income. It is estimated that there are more than 70,000 independent recyclable waste collectors in Brazil's urban areas, invisible to the eyes of a society that does not recognize the impact of their important environmental work.

*Pimp My Carroça* fights for the dignity of independent waste collectors by involving the public to provide them free assistance in various areas. Both task forces and individuals provide the waste collectors with health and psychological services as well as aesthetic work. The project also provides structural reforms to their carts, which are then embellished by graffiti artists to become works of street art.

### IMPACT

With support from **BrazilFoundation**, the project will:

- Provide services to 48 independent waste collectors to promote their health, safety, and well-being;
- Hold 3 large-scale events to encourage public appreciation for waste collectors;
- Distribute kits with shirts, custom raincoats, socks, shoes and rubber gloves to collectors;
- "Pimp" (decorate) waste carts through structural reform and the addition of safety features such as mirrors, reflective tapes and horns.



“ Recycling is imperative for a healthy environment. We must give it attention and be creative so that it can become a part of our daily lives! ”

Thiago Mundano, Graffiti Artist, Activist, and Creator of Pimp My Carroça

## 2015 PROGRAMA VIVENDA - REFORMAS PARA BAIXA RENDA

TECNOLOGIAS VERDES  
NO PROGRAMA VIVENDA  
[www.programavivenda.com.br](http://www.programavivenda.com.br)



SÃO PAULO  
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**30**  
people  
benefited by cistern  
and solar heater

**5,000**  
people  
benefited in  
24 months

**6**  
"green kits"  
distributed

### Improving Inadequate Housing Through Green Technology

Brazil faces a housing shortage of 5.5 million homes, according to the National Household Survey (PNUD). In addition, over 11 million existing homes are in poor condition. While Brazil's housing policies do aim to tackle housing shortages, there are rarely initiatives to improve the precarious conditions of existing homes, even though the issue of housing quality is twice as large as the current housing shortage.

**Programa Vivenda** was created in 2013 to offer a scaled solution to poor housing conditions that impact the health of the population, particularly that which is low-income. The project offers an integrated package of services - loans, technical assistance, skilled labor and materials - to realize quick, cheap, and quality housing renovations that will improve the health and life quality of residents.

### IMPACT

With support from **BrazilFoundation**, **Programa Vivenda** will:

- Test and implement "green" technologies in renovations, reducing the environmental impact and, above all, better preparing families to cope with the water and energy crises;
- Conduct six pilot renovations with a cistern for harvesting rainwater and low-cost solar water heater;
- Give priority to families with newborns or children under one year, ensuring them access to water and hot baths;
- Replicate these technologies in upcoming renovations for over 5,000 people.



“ This project is of great importance because it will start a new phase for Program Vivenda based on a culture of sustainability. ”

Fernando Assad, Co-Founder, Programa Vivenda

## 2014 CASA DO ZEZINHO

OFICINA DE SEXUALIDADE  
[www.casadozezinho.org.br](http://www.casadozezinho.org.br)



Sex-ed for  
**300**  
adolescents

**4**  
workshops  
for parents, adolescents  
and educators

**Prevent**  
STDs, sexual assault  
and unplanned pregnancies

### Workshops for adolescents on leading healthy and responsible lifestyles

**Casa do Zezinho** opened its doors in 1993, and presently attends to about 1,500 children and adolescents per day, improving their lives in various ways through education. The organization is located in the “Triangle of Death” region on the outskirts of São Paulo where 350,000 people live in favelas.

The Casa helps children and youth who live in conditions of great vulnerability below the poverty line. Living in precarious homes and in an environment of constant violence, these children also have limited access to cultural activities.

The lack of privacy and family structure leads adolescents to engage in premature sexual behavior, whose consequences are exacerbated by the lack of sexual education, thus contributing to a high number of cases of sexual abuse and teenage pregnancy.

### IMPACT

With support from **BrazilFoundation**, the Casa do Zezinho will:

- Educate 300 adolescents between the ages of 12 and 16;
- Contribute to demystifying taboos and prejudices;
- Teach students about STDs, their risks, and about preventing unplanned pregnancies;
- Offer orientation to young parents.



“ Our pedagogy of informal education offers ten thousand children and adolescents a means to realize their dreams. ”

Maria Corina Gama de Macedo, executive director and general supervisor at Casa do Zezinho.

## 2014 ESCOLA DE GOVERNO DE SÃO PAULO

SEMINÁRIOS PARA OS CONSELHEIROS  
PARTICIPATIVOS - SÃO PAULO  
<http://www.escoladegoverno.org.br/>



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# 5

workshops

on politics and civic  
engagement in São Paulo

Train

# 1,113

popular council advisors

Greater  
transparency in  
public organizations  
in São Paulo

### Training public council advisors from the city of São Paulo

**Escola de Governo** opened in 1992 to promote changes in Brazil's political environment by working with public officers and administrators. The organization offers courses on topics such as human rights, democracy, and public administration.

Recognizing the importance of Participatory Municipal Council of São Paulo (Conselho Participativo Municipal de São Paulo) for the citizenry to exercise its rights, the organization works directly with the city's public council advisors. The Council is an independent, civil society organization that ensures the direct participation of society in the planning and monitoring of public expenditures.

### IMPACT

With support from **BrazilFoundation**, the project will:

- Hold 5 workshops with the city's 1,113 public council advisors throughout the greater São Paulo region to discuss topics such as: active civic engagement, decentralization, inequality in the city, and public budgets;
- Continue to guide recently-elected public council advisors serving locally in São Paulo;
- Stimulate dialogue between the Council, civil society, and the public sector on how to tackle issues such as administrative transparency, responsible use of public funds, quality of life, and the development of public policies.



“ There is a great need in Brazil to invest in efforts that strengthen democracy. In this respect, we must encourage political education. ”

Maurício Piragino, project coordinator

## 2014 REPÓRTER BRASIL – ORGANIZAÇÃO DE COMUNIDADES E PROJETOS SOCIAIS

PROMOÇÃO DOS DIREITOS HUMANOS NO  
SETOR SUCROALCOOLEIRO  
<http://reporterbrasil.org.br/>



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# 40

leaders

trained to combat  
slave labor

Mobilize  
social and political  
leadears  
to respect  
human rights

Increase  
awareness  
on human rights  
violations

### Leadership training and combatting slave labor in the sugarcane and ethanol industry

**Repórter Brasil** was established in 2001 to stimulate reflection on and take action against human rights violations in the workplace in Brazil, and today is one of the leading sources of information on the state of human rights and slave labor in the country. Their reporting, investigative journalism, and research have been used by leaders in the business, public, and third sectors to enforce human rights compliance in the various sugarcane supply chains in Brazil and abroad.

**Repórter Brasil** has developed a system for monitoring supply chains that involves investigating and analyzing social, labor and environmental issues in trade relations. The organization then disseminates the investigative reports freely, in order to bring as many violations as possible to the forefront of the agenda in Brazil.

### IMPACT

With the support of **BrazilFoundation**, the project will:

- Conduct field research on human rights violations in the sugarcane and ethanol industry;
- Produce and publish reports and booklets on slave labor and socioeconomic conditions of sugarcane production;
- Train 40 social leaders and educators from the sugarcane region in the state of São Paulo on promoting human rights and combating slave labor.



“ The sugarcane industry is expanding into new areas of the country. The time is now for the people to demand that this expansion occurs while respecting workers’ rights. ”

Marcel Gomes, project coordinator

## 2014 INSTITUTO SEVA

PLANOS PARTICIPATIVOS DE BAIRROS  
EDUCADORES NO MUNÍCIPIO DE SOROCABA



Transform  
**1,034**  
students  
into leaders who  
influence local public policy

Mobilize through  
the internet to  
**co-create  
solutions**

Strengthen  
**community ties**  
for meaningful dialogue

### Civic engagement through digital technology

The city of Sorocaba is a member of the International Association of Educating Cities (Associação Internacional das Cidades Educadoras), which encourages residents to learn “in” and “with” the city, by transforming public areas into educational spaces. With approximately 1,000 high school students enrolled in high school education in the area, the school district believes that empowering youth to participate in local government can encourage them engage in the public sphere and increase their influence over public policy.

The organization aims to create new ways for youth to become involved in social causes, using digital technology as a horizontal structure and a means to advocate their agenda.

### IMPACT

With support from **BrazilFoundation**, the project will:

- Develop strategies for high schools in Sorocaba to involve students in social causes;
- Encourage students and the community to mobilize;
- Train students to be agents of change;
- Track the networks and causes created from these efforts;
- Conduct online workshops to train students and document their experiences;
- Use the internet to mobilize and create solutions;
- Hold competitions to generate proposals and collaboration.



“ Our work came from the belief that the government cannot be aware or have knowledge of all issues faced by the everyday man. ”

Rodrigo Bandeira, project manager

**2014**

## **ASSOCIAÇÃO SAÚDE CRIANÇA SÃO PAULO**

COSTUREIROS E ARTESÃOS,  
PROTAGONISTAS DE NEGÓCIOS SOCIAIS

<http://www.saudecrianca.org.br>



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### **Social enterprise for the self-sufficiency of families with children suffering from chronic conditions**

An estimated 44% of the families in São Paulo with children suffering from chronic illness are unemployed, deeply affecting the ability of the parents to look after their kids.

**Associação Saúde Criança São Paulo** is a franchise of the Rede Saúde Criança, which operates according to the five principles for social inclusion of families living in a state of social vulnerability: health, citizenship, education, income generation and shelter. The project proposes the implementation of a system to train mothers in the production of decorative goods that will be sold in stores that partner with the organization. As this will be a social enterprise, this is an innovative formula for generating income and for ensuring the sustainability of the organization itself.

### **IMPACT**

With support from **BrazilFoundation**, the project will:

- Develop workshops for art, sewing and decoration;
- Hold capacity-building classes;
- Develop a catalogue of products;
- Help incubate social enterprise.

### **Workshops**

in sewing and  
art for mothers

Open a  
**studio**  
for creating art



**“One of the objectives for the organization is for the families to be able to sustain themselves through their own work.”**

Fernanda Rodrigues Quintas, project coordinator