



OVERVIEW OF Brazil

Overview of Brazil



YEAR OF
1822
INDEPENDENCE



Languages Portuguese

Under-five Mortality Rate: 15,7 per 1,000 live births. Brazil ranks 97 in the world.

Human Development Index (HDI) for 2013: 0.727 (ranked 85 out of 187, indicating high human development).

Brazil is the 4th country with the highest inequality levels in Latin America with 8 million children and youth living in extreme poverty.

3,7 million children and teenagers between the ages of 4 and 17 are out of the school system.

Brief History of ChildFund in Brazil

ChildFund came to Brazil: 1966

Number of states/provinces: 5

Number of enrolled children FY13: 50,681

Number of participants FY13: 185,710

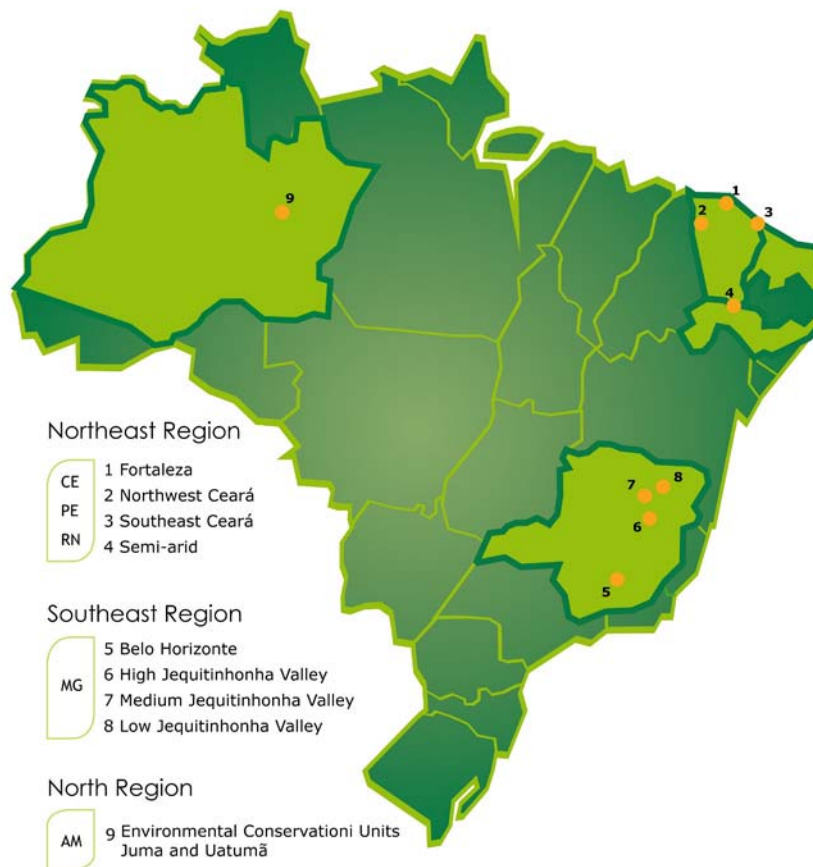
In 1966, when ChildFund initiated its activities in Brazil, the country was under an authoritarian regime which lasted for another 20 years. In 1971, by mandate of the National Council of Social Assistance ChildFund Brasil integrated its National Board and in 1979, the organization started raising funds through local sponsorship. In January 1983, responding to the new guidelines for community participation in local development, the organization initiated the creation of entities managed by volunteer parents of sponsored children. With that change, families started to act as agents of their own development. ChildFund Brazil is present in five states, 54 municipalities and more than 800 communities, working with the support of more than 2,500 volunteers through 68 local partners. In fiscal year 2013 (FY13), more than 180,000 people benefited from the social programs in Brazil of which 127,402 were children, adolescents and young people in situations of social risk.

Brief Program Overview

In order for children to break the cycle of poverty and become lasting agents of change in their own communities, ChildFun Brazil focuses on three integral phases of a child's development and two structural strategies: Healthy and secure infants (ages 0-5), Educated and confident children (ages 6-14), Skilled and involved youth (ages 15-24), Protective and Participative Families, and Society Committed to the Rights of Children. ChildFund Brazil integrates resources, technologies and approaches to create solutions for the main challenges faced by children and youth. Our strategy values the family's role in creating a nourishing environment for child development and fosters community involvement in the diagnosis and implementation of programs addressing their needs. Results in these program areas are discussed in 2013 Program Achievements.



Where We Work



2013 Program Achievements



Healthy and secure infants

The context analysis clearly shows that families, society and government need to act together in order to guarantee that every child survives, develops and has her/his rights granted. This program responds to the specific attention deserved and needed during early childhood, considered to be the most important developmental phase of an individual's life. The complete attention to this age group influences school success, and the development of resilience and self-esteem factors, which are necessary for ongoing learning, the formation of relationships and self-protection and required for economic independence and the preparation for family life. The strategic objective of programs in the life stage is to promote the survival and development of every child and the granting of their human rights. To guarantee its commitment and to support these common efforts, ChildFund Brazil has implemented the following:

- The Family Competences and Essential Education project; and
- Created a favorable environment for the realization of the right to survival, development and protection during childhood.

Community Health Volunteer – Permanent Education for fathers, mothers and the young

The aim of the Community Health Volunteer methodology is to promote continuous training of volunteer community leaders who are called community health volunteers, who can be parents or the young. This training develops the ability to see critically and creatively the social, cultural and political changes and also stimulates people's curiosity and desire to learn.

The volunteers are assigned to a group of up to 20 families and conduct home visits and meetings to collect information on the living conditions of the community. They guide families in building solutions for their needs, as well as the basics of health, and encourage members to track their children's education, participate in programs/projects developed by partner organizations, among other activities. The volunteers are also encouraged to engage in civil society movements so they can influence public policies and cause significant social changes. The Community Health Volunteers methodology takes place in various urban and rural communities benefited by ChildFund Brazil.

The local partner Arai - Association of Rural Childcare, located in the city of Berilo in Minas Gerais State has 100 volunteers working in 29 communities. Currently, about 800 people are benefited by these volunteers, which ensures greater participation of families in the community.

Here is a testimonial from a participant:

"Igor was an underweight child until he was 7 years-old and thanks to the participation and encouragement from the volunteers during visits, as well as the activities and guidance given by them, he grew out of the low weight. Today, at 14, he is a strong, healthy and a very intelligent teenager, who likes to participate in the activities conducted by Arai," said Rita, Igor's mother.

2013 Program Achievements (continued)



Igor lives with his mother, father and brothers (ages 19 and 16). Besides being benefited by the Community Health Volunteers, Igor's family takes part in ChildFund Brazil's workshops, lectures and projects executed in Arai.

Educated and confident children

Focusing its efforts on transforming fragile conditions and exclusion in education, ChildFund Brazil developed a program in response to problems such as violence in schools, dropout rate and learning performance. These problems increase exposure to social risks and increase exclusion and vulnerability. School is an essential element in the learning process. In order to guarantee the human right to learn, it's necessary to integrate the school with other learning spaces and stakeholders.

Education goes far beyond the classroom. Streets, parks, community youth centers, family environment and other spaces have the potential to become learning places where children play, explore and discover themselves, others and the world. Education, besides being a fundamental right, broadens and ensures other human and social rights, thus seeking to address social inequalities related to region, gender, race and ethnicity. It seeks to listen to, give voice to and promote the participation of children and adolescents. The strategic goal promotes every child growing up safely and with confidence, and developing her full potential. To guarantee its commitment, ChildFund Brazil has implemented the following projects:

- Active and Inclusive Education; and
- Identity and Peace Culture.

Storytelling time – Learning, reading and social and environmental education

ChildFund Brazil's local partner Gedam - Group of Education and Development Support to Children, stood out with the Storytelling Project. The objective of the activity is to provide a bonding experience among parents and children through reading. In addition, it sought to contribute to the dissemination of environmental education among children and adolescents in early childhood education and infant and juvenile socialization, respectively.

The project led participants to family interaction, knowledge and care for nature. Further, the local partner Gedam, along with external support from experts in environmental consulting, focused on global principles of sustainability. Activities take place in parks and other ecological places in the city of Belo Horizonte, Minas Gerais State. The Storytelling Project in Gedam had 280 participants, ages 7 to 14.

Here is a testimonial from a participant:

2013 Program Achievements (continued)



Kamily Mendes, 9 years-old, lives in Belo Horizonte. She has been sponsored for six years and participated in the project. "In the Storytelling Project I had the opportunity to read the book 'Eduarda, the Monkey.' This story is cool and I liked it very much! A few days later, we went to Mangabeiras Park and learned that we should not put fire in the forests, it threatens the species of little monkeys and that we must take care of our world", said Kamily.

Skilled and involved youth

An efficient strategy for combating violence against youth involves attacking the underlying causes, which could have an ancillary effect on other forms of violence. The youth's family and community constitute a space for greater proximity towards restoring their bonds, enhancing dialogue, and building opportunities within a vision of the future. The strategic objective is to promote every youth actively and productively participating in society, and living in peace. To achieve this objective, ChildFund Brazil has implemented the following projects:

- Identity and Citizenship Culture;
- Personal and Professional Qualification; and
- Youth Voice: Promotion of youth participation in the decisions made in their families, communities and even government.

Photovoice

With the mission of giving young people a critical vision and empowering them with the attitude to change their reality and life story, this project is integrated into the Identify and Citizenship Culture project. In the workshops, young people are urged to question what they believe about themselves, their families and communities and seek solutions to improve and solve the problems they face. Photography is the tool used to turn these reflections into action. The digital camera, in addition to serving as a tool to attract young people to participate in the workshops, is used to strengthen their identity and build a critical vision of the environment in which they live. This kicks off a whole process of questioning identity, human rights, community, discrimination and prejudice, portrayed through the image and encourages a development process with real possibilities for young people—with critical awareness and the mindset to make changes.

Being an engaging and popular project, Photovoice has attracted the attention and interest of the general public through exhibitions. Over 400 children and young people have participated in the project, in the 22 exhibitions held thus far.

Here are testimonials from participants:

2013 Program Achievements (continued)



"I learned that there's no need to produce a photo to make it beautiful. It's the photographer's vision that makes it pretty: it's the beauty that he has inside. Also, I learned to see my community with new eyes," said Donato, 16 years-old.

"I learned to have another vision about my reality, and to take steps to change try to change that reality," said Evellyn, 16, Photovoice student in the State of Ceará.

Civil Society

Protective and Participative Families

As the anchor of ChildFund's strategy, this program provides a process where children, their families and the local partners work together towards the collaboration, implementation, and monitoring of local development plans through active participation, with the involvement of diverse governmental and non-governmental agents (actors in the Rights Watch System). With this approach, ChildFund Brazil strives to prevent domestic violence, mitigate conflicts within the family and communities, improve the livelihood of families, promote empowered participation in decision making processes and organize all stakeholders around child rights protection and promotion.

The strategic goal is to motivate families to protect their children and participate in community life within representative and transparent community organizations. To achieve this goal, ChildFund Brazil has implemented the following projects:

- Strengthening of the Interpersonal Bonds;
- Sustainable Livelihood, Sustainable Families; and
- Community Life: Participation and Citizenship.

Knowledge and entrepreneurship to overcome poverty

The Gol.d methodology – Group of Opportunities and Local Development - integrates the program, within the Sustainable Livelihood, Sustainable Families Project.

Solidarity, entrepreneurship and exchange of experiences among people of the same community are resources that can be used to find solutions for overcoming child poverty. The Gol.d methodology allows the creation of groups formed by people able to absorb and treat the various aspects of community development, such as the economy, health, education, rescue of individual and collective rights and improving income and quality of life. The methodology uses mobilization techniques, organizing groups, development of saving habits and entrepreneurship. About 300 people are benefiting from the Gol.d methodology in the states of Minas Gerais and Ceará. These Gol.d

2013 Program Achievements (continued)



groups are taking advantage of the knowledge acquired and are generating positive impact in their communities, mainly through saving and entrepreneurship.

Here are testimonials from participants:

"Gold is very important for me, because I learned to save, not spend on unnecessary things, and besides, I realized that the union of our group is important for our development and community." Gleiciene, 31—from Together to Grow Group, in the Serrote Preto community in Itapiúna, Ceará State.

"Gold is a very good initiative. We learn how to save money and help each other. Now, when I'm in need, I ask for help." Maria, 70 – from Women United for Arts Group in Itapiúna, Ceará State.

Program Society Committed to the Rights of Children

Public policies that should prioritize the improvement of the lives of children and adolescents are essential towards undertaking social transformations. Those actions mobilize the government and the society in general towards issues related to childhood and adolescence. For those policies to be comprehensive, they must consider issues like race, ethnicity, gender and region. The strategic goal of this program is to seek everyone's involvement – either through direct action, or participation, and request changes to the appropriate authorities – to ensure that rights are granted, respected and protected. With the purpose of seeking everyone's involvement, ChildFund Brazil has implemented the following projects:

- Municipal Competences; and
- Society mobilized towards the defense of the rights to education, participation and protection.

Commitment to the rights of children and adolescents

The local partner Association of Residents of Neighborhoods Frutilandia I, II and Fulô do Mato, develops activities that reinforce society's commitment to human rights of children, building a network of organizations (public, private and civil) to guarantee these rights. Due to its relationship with the local government, the association has conducted the Youth Conference annually, since 2009, aiming to encourage the political participation of youth and to discuss public policies for youth in the city of Assu, Rio Grande do Norte State. Teens and youth, local government programs, churches, students in public and private schools participate in the event. As a result of this initiative and through the lobby developed, the Municipal Council of Youth was created in 2010. This council acts in various arenas, contributing to the preparation, implementation and social control of public policies for youth. During 2013, the young participants of the council received training in political participation, in order to qualify their initiative in the political debate and in the monitoring of public budgets in Assu.

Challenges



Area Strategic Plan - ASP: listening to solve

ChildFund Brazil believes that it is possible to tackle poverty through dialogue and participative research with those who live in situation of deprivation, exclusion and social vulnerability. The organization initiated a process to listen to people in situation of social risk about the problems they face, their challenges and opportunities, and what solutions are possible in each locality. The Area Strategic Plan - ASP is a process of mobilization and engagement in which children and adults of a particular location are consulted about the problems they face. With the data collected, ChildFund Brazil and its local partners can understand the reality of the communities in which participants live and then develop plans and projects looking to solve the problems raised by the community. The ASP will promote more effective coordination, collaboration and use of resources in the 21 geographic areas where ChildFund Brazil operates.

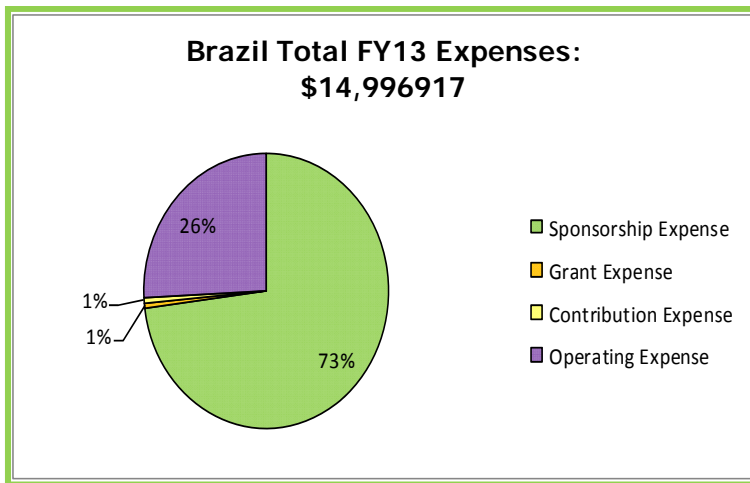
Main problems and challenges presented in the ASPs

By listening to children, adolescents and adults of the communities, ChildFund Brazil was able to detect common problems in all regions where we work, such as use of illicit drugs by young people, domestic and sexual violence against children and adolescents, limited spaces for recreation and youth unemployment. Other specific issues were raised, for example, dysfunctional families (mainly in the Northeast), bullying in the metropolitan area of Belo Horizonte, Minas Gerais State, teenage pregnancy in the Jequitinhonha Valley in Minas Gerais and lack of education, water shortage, pollution and environmental issues also in the Northeast areas.

Here is what a participant in the ASP process had to say:

"During the query for the ASP, I felt like an active citizen in the social improvement of my community. To report problems to find solutions is something very interesting and important to the community. My expectation is that we can have great results and many achievements; that my community can be a better environment to live in. I wish that violence decreases, drugs are rejected by the youth and the environment is respected. Plan and design goals are things that should be recognized, especially when it comes to social development. To do something for others makes me feel like a good citizen. I believe that who does not live to serve, is not meant to live." Natanael, 15 years-old. He lives in the rural community of Poço Verde, in Russas, State of Ceará, with his mother, father and siblings (ages 11 and 5). He participated in ASP meetings and also in the Make the Link Project (computer course for youth).

Financial Report



Brazil FY13

Sponsorship Expense	10,944,224	73%
Grant Expense	86,299	1%
Contribution Expense	97,812	1%
Operating Expense	3,868,581	26%
Total Expense	14,996,917	100%

The Role of Sponsorship

Raabe is 22 and lives in the countryside of the state of Ceará. Sponsored since she was eight, Raabe tells about the letters she exchanged with her sponsor from the United States and the bond that she had with him.

"My sponsor, Harold is a great supporter in my life. Our relationship becomes stronger and stronger every day. Affection, love, dedication and support are transmitted in the letters I receive from him. I try my best to return all the affection and demonstrate the gratitude I have towards him. Having someone on the other side of the world who cares about me and who tells me that I am his top priority is unbelievable."

"I know that God had a purpose to bring us together through the letters. I know about this purpose because of the change in my life when I decided to continue studying and my sponsor really encouraged me to go to college. I'm studying Nursing and I am in the eighth term. Harold has always believed in me, saying that I am able and that I'm a winner. Thanks to this bond established by the exchanging of letters, I can tell that my life has changed and that I not only have a sponsor, but also a father."

