

# CHILDHOOD

pela proteção da infância

FUNDADA POR S. M. RAINHA SILVIA DA SUÉCIA

REPORT  
2012

MESSAGE FROM THE QUEEN

Paul Hansen



*“The issue surrounding sexual abuse and exploitation can be socially complex and difficult to deal with. It can be a challenge to make people listen. However, if we do not confront the problems we deny their existence. Help cannot be given to abused children unless the problems have been acknowledged. It is our responsibility to do our utmost to give the world’s most vulnerable children a stronger and safer base for their future.”*

**H. M. Queen Silvia of Sweden,  
founder and Honorary President  
of World Childhood Foundation**





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# Commitment

Efforts of the whole society help to create a childhood free from sexual exploitation and abuse

The creation of a country in which children and adolescents may live in harmony and have conditions for a full development requires concentrated efforts from the entire society. Parents and guardians are essential for the creation of a warm and protective environment at the household. Outside home, on the other hand, childhood protection requires a committed and integrated work among all the sectors of society.

The contemporary world does not allow the initiatives to be planned in an isolated manner. Each performed action, agreement or public policy may have consequences outside our borders, generating wider discussions about the cause. Events such as the 2014 World Cup or the 2016 Olympic Games provide the discussion with an even broader range. This is a proper moment for us to disseminate values such as hope, solidarity, happiness and creativity, essential values for the fight against sexual abuse and exploitation of children and adolescents in our country.

A recent study from Celia Brackenridge, researcher from the Brunel University (London), performed under a partnership among OAK Foundation and **Childhood Brasil**, attested the lack of investments in surveillance and evaluation tools for childhood protection during the great sporting events. The survey has also shown the importance of the creation of coherent and integrated workgroups to deal with this matter.

All spheres of society, representatives of the private and public sectors and non-governmental organizations need to look carefully at the vulnerability indexes of our country – there are 27 million children and adolescents living in domiciles with an income per person up to half of a minimum wage, according to IBGE. There are also 1.5 million young people aging from 15 to 17 years that are not attending school, according to UNICEF. In addition to this, the Human Rights Hotline - Dial 100 recorded more than 130 reports of violence against children and adolescents, and 29% of these records were related to sexual violence.

*“All spheres of society, representatives of the private and public sectors and non-governmental organizations, need to look carefully at the vulnerability indexes of our country.”*

These statistics are alarming and cannot be overlooked. Our experience shows how much the intersectoral partnerships contribute and create opportunities for local development and also for the creation of a dignified scenery for childhood in Brazil. Moreover, this discussion results in concrete actions to fight against sexual violence – the Convergence Agenda with the Secretariat for Human Rights and the development of the World Cup and Sexual Exploitation of Children and Adolescents Project are important examples of concrete actions in 2012.

I invite all of you, our partners, to think with us from **Childhood Brasil**, about the guidelines that allow the creation of a protective and dignified present for childhood. Our cause, that we hope to disseminate through Brazil and the world, requires real commitment and efforts. This joint work can surely ensure a promising future without any kind of abuse and sexual exploitation of our children and adolescents.

*“Our experience shows how much the intersectoral partnerships contribute and create opportunities for local development and also for the building of a dignified scenery for childhood in Brazil.”*

**Rosana Camargo de Arruda Botelho,**  
Chairperson of the Board of  
**Childhood Brasil**



Disclosure



# Sustainability

Strategies that enhance  
our performance and  
the challenge of perennity

Acting for a cause like the fight against sexual violence in Brazil requires a very well developed intersectoral work plan. In 2012, we from **Childhood Brasil** kept working on the articulation and mediation among the public and private sectors and non-governmental organizations.

We want to improve our strategies and to find technical partners that help us to implement the actions and can be agents that are committed to reaching the beneficiaries. In this sense, a major highlight in 2012 was the investment in education of public agents of the judiciary sector, focusing the expansion and improvement of the Special Deposition. Another important work front was the mobilization of the municipalities of cities in Pernambuco's Southern coast to create public policies related to the fight against sexual exploitation and abuse.

Under a partnership with the Secretariat for Human Rights,

we also stimulated the creation of a Convergence Agenda, which enabled a great meeting with representatives of ministries, of the private sector and of the civil society to think about joint actions during one of the most important events ever hosted in Brazil: the 2014 World Cup. The initiative was a fundamental part of the World Cup Project, which is putting on the agenda the need of preventive measures to reduce the vulnerability of children and adolescents that are out of school during a season with a great number of tourists in the country. The work has been developed with our experience and knowledge accrued in 14 years of operations in the country. After all, we want to draw attentions to a moment in which childhood may be more vulnerable, as well as to leave a positive social legacy – the Cup that we want is a responsible event that ensures and protects the childhood rights.

However, in order to consolidate the performance and meth-

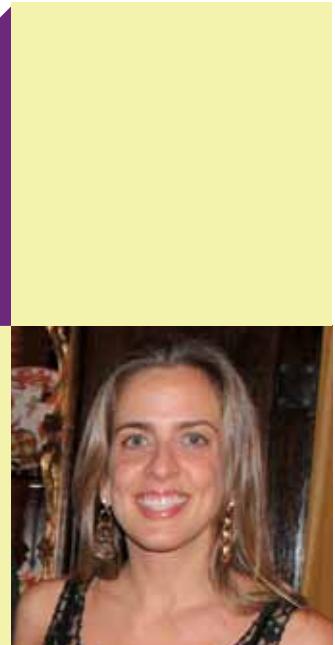
*“We want to draw attentions to a moment in which childhood may be more vulnerable, as well as to leave a positive social legacy – the Cup that we want is a responsible event that ensures and protects the childhood rights.”*

odologies of **Childhood Brasil**, we need to face the challenge of financial sustainability. We undertook a pro bono advisory process with Bain & Company Brazil that recommended some amendments in the strategies of the organization. We will increase the partnerships in the touristic sector, pay more attention to retail and develop projects in line with the needs of the private sector. We will innovate with a basis on new researches and demands and work to expand the visibility and the commitment to the cause, starting with an enhancing of the communication and advocacy actions.

We need to grow, but in a consistent way, to ensure the perennity of our Projects and Programs. We need to continuously improve our performance in a sustainable way, in order to help in the creation of a protected childhood for children and adolescents of the whole country. Our mission needs to continue.

*“We need to continuously improve our performance in a sustainable way, in order to help in the creation of a protected childhood for children and adolescents of the whole country. Our mission needs to continue.”*

**Ana Maria Drummond,**  
Executive Director of  
**Childhood Brasil**



Marina Malheiros



# Our cause

The work of **Childhood Brasil** in the protection of children and adolescents from sexual exploitation and abuse.

The work of **Childhood Brasil** in the protection of children and adolescents from sexual exploitation and abuse.

**Childhood Brasil** is a Civil Society Organization (CSO) of Public Interest and an Entity for the Promotion of Human Rights. It is part of the World Childhood Foundation, an international institution established in 1999 by H.M. Queen Silvia of Sweden, to protect and defend childhood in the whole world.

The fight for a childhood free from sexual exploitation and abuse is the focus of our operations in Brazil. We are currently performing six Programs and three Special Projects to disseminate knowledge, support and development of national and regional projects. Besides this, we work on the articulation of companies, organizations and communities, in addition to influence the development of public policies for childhood protection. We aim at guiding the different sectors about how they can act to prevent and avoid sexual violence against children and adolescents, promoting a network of protection.

## What is sexual violence?

### Sexual abuse

- No money or gratification involved
- The victim is used for sexual satisfaction of an adult
- It is imposed by physical strength, menace or seduction
- May happen inside or outside the household

### Sexual exploitation

- Sex is the result of an exchange for money, favors or gifts
- The victim is treated like a merchandise or sexual object
- It may be related to criminal networks

## Mission

To promote and defend the rights of the children and adolescents, by developing and supporting programs that aim at the preservation of their physical, psychological and moral integrity, focusing in sexual violence.

## Vision

**Childhood Brasil** is an organization acknowledged for the relevance, merit and impact of its initiatives, as well as for its fight to benefit children and adolescents who are violated and threatened in their integrity and dignity.

## Values

Ethics, transparency and integrity  
Citizenship  
Corporate social responsibility  
Quality and commitment to results  
Multiplication of knowledge and experience  
Commitment to the community



## Our cause in numbers



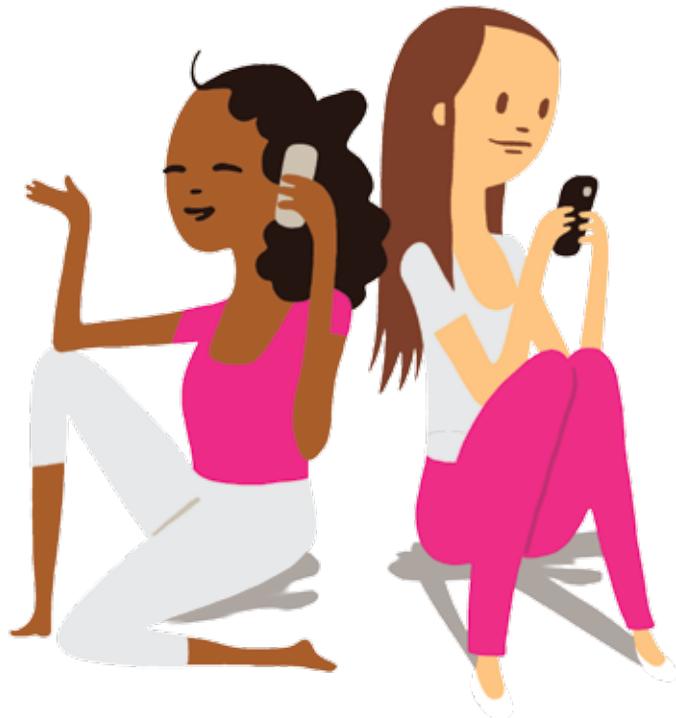
130 thousand reports of violence against children and adolescents were recorded by the Human Rights Hotline - Dial 100, an increase of 58% compared to the previous year. Nearly 29% of the reports were related to sexual violence.



5,268 reports of child pornography in the internet were recorded by the Safernet's National Center of Cyber Crime Reports, one of **Childhood Brasil**'s partners in 2012.



67 thousand reports of violence against children and adolescents aging from 0 to 19 years were recorded in the Unified Health System (SUS). About 25% of these registers are related to sexual violence.





# Timeline

January



February



March



▼ Mobilization meeting for the expansion of On the Right Track Program in Argentina, comprising 14 pact-signatory companies that operate in the country

▼ Support to the renewal of the shelter Abrigo Vovó Iza, of Associação Beneficente Santa Fé, in São Paulo, with resources from Miguel Torres Foundation. The association is supported by the Support to Community-based Organizations and provides a structured assistance to adolescents that are pregnant or have children and were victims of violence

▼ Launching of the institutional language of the six **Childhood Brasil**'s Programs

▼ On the Right Track Program takes place in the 21<sup>th</sup> Mercosur's High Authorities on Human Rights Meeting, in Argentina

▼ Dissemination of the Tourism Program in Belo Horizonte (MG), under a partnership with the Associação Municipal de Assistência Social - AMAS [Municipal Association for Social Welfare]

CONTINUES ON  
THE NEXT PAGE

April



Disclosure

Paulo Vásconcelos

May



Disclosure

June



Disclosure

- ▼ Qualification of journalists awarded at the 6th edition of the Tim Lopes Contest of Investigative Journalism
- ▼ Workshop with three organizations from the Northern Region, under a partnership with Atlantica Hotels International
- ▼ Qualification on Special Deposition in Porto Alegre (RS)
- ▼ Execution of the Childhood Protection Pact with seven municipalities of the Southern coast of Pernambuco

- ▼ Young Mobilizers take part on a parade in Recife (PE) for the celebration of the May 18<sup>th</sup>, National Day of Fight Against Sexual Exploitation of Children and Adolescents

- ▼ Launching of the systematization of the Human Rights Center of Casa da Arte de Educar. The Center already assisted 350 children and 1,050 families with this project

- ▼ Workshops with children and youth for them to act like multipliers for the prevention of online abuse and child pornography, using the booklet *Navegar com Segurança [Safe Online Surfing]*
- ▼ Attendance at the 1<sup>th</sup> Regional Conference on Prevention and Elimination of Child Labor in Mercosur.
- ▼ Attendance at the 2<sup>th</sup> Seminary of the Human Rights Commission of the Federal Highway Patrol, in Salvador (BA)



# Timeline

July



August



September



▼ Theater scenes of Terra dos Homens Brazilian Association, in public schools of Rio de Janeiro (RJ), touched more than 2 thousand children

▼ 6<sup>th</sup> Corporate Meeting of On the Right Track Program

▼ National workshop for a Convergence Agenda regarding the great events gathers non-governmental organizations of the whole Brazil

▼ Realization of a Vintage Photography Auction

▼ Seminary and qualification on Special Deposition in Recife (PE)

▼ Graduation of the youth qualified in the areas of gastronomy, hospitality and tourism, under a partnership with Senac and Plan Brasil

▼ Distribution of the educative kit with the series *Que Exploração É Essa? [What is this exploitation all about?]*, under a partnership with Canal Futura

▼ Education workshop for teachers from Casa da Arte de Educar, promoted by Noos Institute

## October



Marina Malheiros

Reproduction

## November



Reproduction

## December



Reproduction

- ▼ Promotion of the Exhibition Tefaf Maastricht - Childhood Brasil
- ▼ Workshops on themes for articles with students of Unicap, in Recife (PE)
- ▼ Execution of the Cooperation Term with CNJ (National Justice Council)
- ▼ Launching of the Project Desenvolvimento Local & Grandes Empreendimentos [Local Development & Great Enterprises]

- ▼ With the support of **Childhood Brasil**, Safernet launches an unprecedented tool with data about cybercrimes in Brazil and around the world. The initiative provides indicators and numbers that may help to prevent online abuse and child pornography on the internet
- ▼ Education workshop raises the awareness about the cause of 39 policemen of the State Highway Patrol and of the Military Police of Pernambuco

- ▼ Third edition of the booklet *Navegar com Segurança* [Safe Online Surfing]
- ▼ Launching of the best practices booklet-guides for professionals of the touristic sector, in Belo Horizonte (MG)
- ▼ The *Voluntários Digitais* [Digital Volunteers] Campaign begins to disclose the cause at the social networks.



# On the Right Track Program

It mobilizes governments, companies and civil society organizations to enhance the fight against sexual exploitation of children and adolescents in the Brazilian highways.

## Our performance in 2012

Our approach to the Federal Highway Patrol (PRF) allowed the adequacy of the methodology for mapping points that are vulnerable to sexual exploitation of children and adolescents in state highways. In 2012, the methodology began to be disseminated in Pernambuco, where **Childhood Brasil** also provided qualification to the State Highway Policemen to prevent, identify and avoid this crime.

The organization also sponsored the 2<sup>nd</sup> National Meeting of the Human Rights Commissions of the Federal Highway Patrol, which aimed at the creation of state commissions to face the situation. Besides this, the booklets kit *Great Events – Highway Transport, Tourism and Big Constructions* was developed and launched during the 6<sup>th</sup> Corporate Meeting, and is now being distributed to the pact-signatories of On the Right Track Program.

The methodology for corporative commitment of the On the Right Track Program was recognized in the 1<sup>th</sup> Regional Conference on Prevention and Elimination of Child Labor in Mercosur, and presented by the Federal Highway Patrol in the 21<sup>th</sup> International Police Executive Symposium – IPES) at the headquarters of the UN in August, 2012. The Federal Highway Patrol also took the experience of this program to the 21<sup>th</sup> Mercosur's High Authorities on Human Rights Meeting.



## 113 employees

of 67 pact-signatory companies took part on eight workshops on how to coordinate actions for raising the awareness of truck drivers



## 233 people

took part on the 6<sup>th</sup> Corporate Meeting (São Paulo) and on the 2<sup>nd</sup> Regional Meeting (Pernambuco), and were qualified to meet the dispositions of the Corporate Pact



## 46 insertions

about the cause were broadcasted in the radio program Globo Estrada Na Mão Certa, starred by the journalist Pedro Trucão at Rádio Globo AM.



## 22 reports

were sent to the pact-signatory companies and truck drivers

## Our future vision

On the Right Track Program will systematically work to reinforce the intersectoral partnerships, connecting the efforts of the public sector and those of pact-signatory companies, to cause an effective impact in fighting sexual violence against children and adolescents.



Disclosure

Corporate Meeting mobilizes companies in Argentina

Corporate Meeting gathered representatives from the major pact-signatory companies in São Paulo (SP)



Disclosure

**Márcia Vieira**, president of the National Human Rights Commission of the Federal Highway Patrol



Heb Lima

*“We had a breakthrough in the joint operations with **Childhood Brasil**. We executed the technical cooperation agreement that legitimates and formalizes our partnership, we designed and carried out projects for the qualification of the Federal Highway Policemen, which are everyday on the highways. These professionals are committed to the cause and, more than repressing, they also help to prevent and advise for the fight against sexual exploitation of children and adolescents. In 2012, also through On the Right Track Program, we succeeded to open our relationship with the companies, which began to request us talks on the theme to raise the awareness and advice truck drivers and transport logistics managers about how to behave in vulnerable points along the highways.”*



# Big Constructions and Commercial Sexual Exploitation (CSE) Program

It aims to produce knowledge, broaden the discussion and mobilize governments, companies and social organizations to fight sexual exploitation of children and adolescents in the surroundings of the great infrastructure works in Brazil.

## Our performance in 2012

The partnership between **Childhood Brasil** and the Center for Studies on Sustainability of Fundação Getúlio Vargas – GVces (Getúlio Vargas Foundation) was executed in 2012 and enabled the beginning of the Local Development & Great Enterprises Project, one of the major axis of work of the Big Constructions Program.

The initiative's launching had the presence of the major companies of the sector, which committed to create proposals and guidelines to prevent and fight the sexual exploitation of children and adolescents in the surroundings of the big constructions. The joint work with GVces and the exchange of experiences with the companies also predicts the creation of a surveillance and diagnosis tool for the challenges related to the cause in those places, in order to plan assertive actions that are integrated to the operations of those companies in the cities.

Through the Big Constructions Program, **Childhood Brasil** delivered the governance map of the major actors involved in the bids of great enterprises to the Secretariat for Human Rights and to the Chief of Staff of the Presidency of the Republic. A proposal for the development of a national Convergence Agenda was also delivered, comprising the Government and the civil society for them to jointly operate in the creation of a positive social legacy for children and adolescents.

## PROGRAMA GRANDES OBRAS



13 companies are committed to the Local Development & Great Enterprises Project, a partnership between **Childhood Brasil** and GVces



114 multipliers trained in 11 construction sites of the construction company Camargo Corrêa, under a partnership between Big Constructions Project and the Camargo Corrêa Institute



95 professionals made aware in Mato Grosso do Sul; among them, 45 were working in a construction site of Votorantim Cimentos and 50 were from education, health and social welfare agencies of the region

## Our future vision

In 2013, Big Constructions Program will operate in the enhancement of the System to Safeguard Children's Rights, aligned with the Network for Protection Program. There are joint interventions predicted for the promotion, defense and control of the human rights of children and adolescents, under a partnership with private sectors organizations.

The Program also aims to develop partnerships for training and raising the awareness of the professionals of companies from the civil construction sector. The objective is to promote the awareness of the professionals and clarify their importance as agents in the fight against exploitation of children and adolescents in the great enterprises context.



Children and youth attending the Big Constructions for Childhood Program

**Mario Monzoni**,  
manager of the  
Center for Studies  
on Sustainability of  
Fundação Getúlio  
Vargas (Gvces)



Disclosure

*“The work of Gvces on local development has brought the need of a social technology that ensures that the great enterprises in sensible areas will be carried out with responsibility. The partnership with Childhood Brasil was born from a convergence of interests around this theme. We work in synergy to create corporative guidelines that take in account the impact of the great enterprises on the environment and on communities, particularly for the protection of children and adolescents. As a result, we have a group of 13 partner companies that leads this propositional debate and is jointly developing adequate solutions for the sustainable development of these regions and companies”*

Disclosure



Launching of the Local Development & Great Enterprises Project



# Support to Community-based Organizations

Provides technical and financial support to Brazilian Non-Governmental Organizations in order to build a network of initiatives and experiences against all kinds of sexual violence. The Program systematizes and disseminates methodologies for projects that may be reproduced in the whole country

## Our performance in 2012

**Childhood Brasil** started the year promoting the technical qualification of the supported organizations in the Northern Region under a partnership with Atlantica Hotels International. Associação para o Desenvolvimento Integrado e Sustentável – Adeis [*Integrated and Sustainable Development Association*], and Cedeca Emaús [*Center for the Protection of Children and Adolescents*] were some of the organizations that took part on this training, among other local entities that work for the childhood protection. Through Adeis' Mobiliza Project, 70 adolescents aging from 14 to 18 years, their relatives, teachers and educators took part on actions for the prevention of sexual violence in communities and schools from Manaus and Manacapuru (AM).

The theater company of Cedeca Emaús, named Jepiara em Cena, developed a theater work with dolls. The 30 girls who are part of the group presented scenes related to the fight against sexual violence to 500 adolescents from public schools in the Belém metropolitan area (PA). At Casa da Arte de Educar (RJ), **Childhood Brasil** supported the settlement of a Human Rights Center that provides support and qualification to educators in cases of rape and sexual exploitation, domestic violence, neglecting and child labor in communities such as Morro da Mangueira and Morro dos Macacos.

PROGRAMA

# SEmen TEIROS



## 1,169 people

including children, relatives and professionals from several sectors took part on actions for raising awareness, guiding and training in the Northern Region of the country



## 10 actions

were implemented in 2012 in the states of São Paulo, Rio de Janeiro, Bahia, Amazonas, Pará, Pernambuco and in the Federal District



## 15 projects

of partner organizations received the technical support from Support to Community-based Organizations

The development of prevention actions through intersectoral initiatives was also a focus of Support to Community-based Organizations. One of these initiatives were meetings held in a monthly basis at Non-Governmental Agencies of Rio de Janeiro, comprising members from the civil society, state and municipal governments, which started to develop actions to prepare the city for the great sporting events.

Also in Rio de Janeiro, the operation of **Childhood Brasil** with Terra dos Homens Brazilian Association allowed the support and qualification of children, adolescents and families in vulnerable situations at Mangueirinha community.

## Our future vision

The Support to Community-based Organizations reviewed its surveillance instruments, supporting guidelines and strategies. The objective in 2013 is to promote the institutional strengthening of the partner NGOs and to launch new bids, expanding the number of supported organizations. The Program will also provide support to entities with projects of sexual exploitation prevention in the period of the great sporting events.



Activity in the Human Rights Center of Casa da Arte de Educar



Disclosure

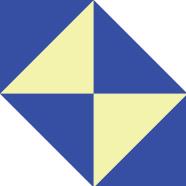
Adolescent preparing a doll for the theater at the company Jipiara em Cena



Disclosure

**Sueli de Lima**,  
founder and president of  
Casa da Arte de Educar (RJ)

*"We succeeded in enhancing the accompanying methodology of the people benefited by the project and now our work is based on concrete cases. The year 2012 was essential for the process of empowerment of teachers, families, and the children themselves, which are more able to identify their rights and to speak about the matter both with specialists as with their parents and guardians. With the support of **Childhood Brasil** we managed to identify cases of sexual abuse and exploitation with less difficulty and to assist and inform the communities for fighting the situation, which will be very important to bring new partners to the cause, particularly during the period of the World Cup."*



# Tourism Program

Promotes intersectoral actions for the prevention and the fight against sexual exploitation of children and adolescents through the mobilization of the touristic trade and the consolidation of public policies for the sector

## Our performance in 2012

The mobilization of youths from ten public schools in the Southern coast of Pernambuco was one of the major highlights of the Tourism Program in 2012. Under a partnership with Plan Brasil, adolescents aging from 14 to 18 performed actions of fighting sexual exploitation. They had been working in their communities to prevent, identify and forward the cases. As well as the city of Belo Horizonte (MG), the region hosted events for the dissemination of the best practices booklet-guides.

Companies and associations that work in the touristic sector were also a focus of awareness initiatives for the commitment to public compromises of childhood protection in the tourism sector. In the last year, 190 companies executed the Code of Ethical Conduct for Childhood Protection in Tourism, which predicts the development of a pact for the qualification of a network for protection of children and adolescents.

Atlantica Hotels International, a long-term partner of Childhood Brasil, was awarded with the Neide Castanha Human Rights Award in the category Social Responsibility. Through the joint operation with Tourism Program, the hotels network works since 2005 in the training of collaborators of its 77 units against the sexual exploitation of children and adolescents.



**3.3 million**

guests of Atlantica Hotels International were informed about the cause



**126 companies**

of the touristic sector and more  
17 associations from the state of Pernambuco executed the compliance term to the Code of Ethical Conduct for Childhood Protection in Tourism



**220 young multipliers**

received qualification for the fight against sexual violence against children and adolescents



**264 collaborators**

from companies of the touristic sector in the cities of São Paulo (SP), Belo Horizonte (MG) and of seven cities in the Southern coast of Pernambuco took part on courses about the prevention of sexual exploitation of children and adolescents

PROGRAMA

TURISMO



## Our future vision

Tourism Program shall begin the process of surveillance of the touristic trade's formation. Under a partnership with the University of Brasília (UnB) and the Ministry of Tourism, there will be a technical advertisement for the creation or review of the Codes of Conduct in the twelve host cities of the World Cup.



Youth group that received qualification on Human Rights

Paulo Vasconcelos

Young  
Mobilizers  
became  
multipliers  
of the cause

**Paul J. Sistare**, president  
and CEO of Atlantica  
Hotels International



Paulo Vasconcelos

Divulgação

*“Abusing a child is not just illegal, it is immoral. It is a crime against humanity and we understand that only the discussion about the problem is not a solution. Our partnership with **Childhood Brasil** was executed in 2005 with the objective of fighting sexual violence against children, educating our guests and our 4 thousand crew members. In Atlantica, our culture is to change lives. We are proud of our partnership with **Childhood Brasil** and, at the same time, we feel encouraged by our joint efforts to make real changes in the lives of thousands of Brazilian children. Currently, our partnership is not just a program in our company, it is part of what we are, part of our culture.”*



# Network for Protection Program

It contributes to the enhancing of the System to Safeguard Children's Rights through the production of knowledge, training of professionals, network articulation and influence on public policies for fighting sexual violence against children and adolescents

## Our performance in 2012

The partnerships with public agencies were essential for the Network for Protection Program in 2012. In order to nationally disseminate the best practices on Special Deposition, a Cooperation Term was executed with the Conselho Nacional de Justiça [*National Justice Council*]. The term predicts the qualification of technicians from the judicial system in forensic interview with children and adolescents, and the development of an online education platform that enables this qualification on the courts.

Under a partnership with the National Children's Advocacy Center (NCAC), Childhood Brasil also promoted a qualification focused on judges, public defenders and judiciary technicians from 30 courts in the Southern Region of Brasil. The exchange of experiences with the employees of NCAC, which operates in more than 20 countries, will be a valuable help in the development of a Brazilian model for forensic interview.

Also through the Network for Protection Program, seven cities executed the Southern Coast Regional Pact for the Protection of Children and Adolescents, which aims at an articulated action of the education, health and social welfare systems, for prevention and fighting sexual violence against children and adolescents through intersectoral committees. There were promoted courses, seminars, workshops and talks on awareness and qualification of professionals from the public sector and civil society organizations.

PROGRAMA

## PROTEÇÃO EM REDE



870 professionals of the System to Safeguard Children's Rights in 13 Brazilian cities attended a Regional Seminary and 13 qualification courses



380 magistrates and employees of the judiciary system from 18 states of the country attended the National Seminary and two courses on qualification for forensic interview techniques with children and adolescents



10 cities in Pernambuco and Rio Grande do Norte states hosted 27 workshops on surveillance of public policies for fighting sexual violence against children and adolescents, attended by 400 professionals

## Our future vision

The courses on qualification of judiciary system professionals for taking testimonies of children and adolescents will be promoted in several regions of the country through the online education platform, to be developed within the end of 2013.

**Childhood Brasil** will actively take part, together with the Secretariat for Human Rights, on the development of listening stream and level protocols, for the application on cases of violence against children and adolescents.



Disclosure



Disclosure

Execution of the Cooperation Term with CNJ (above) and course on forensic interview techniques in Recife (PE)

Special Deposition  
Rooms have a ludic  
and warm environment



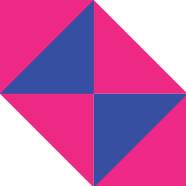
Disclosure

**Carlos Arthur  
e Avellar**, major of  
Barreiros city (PE)



Disclosure

*“We are very happy for working with a serious and active organization such as **Childhood Brasil**. We are committed with the safeguard of the children’s and adolescent’s rights, and our partnership enables our professionals to work on fighting the violence and sexual exploitation situations, and to expand the awareness on the cause in our city. It is inspiring to be able to contribute with responsibility, so we can take the proper measures as fast as possible!”*



# Communication Program

It uses communication as a mobilizing tool through several platforms for different publics; it enhances the institutional image of **Childhood Brasil** by disclosing the cause and the work of the organization

## Our performance in 2012

The 6<sup>th</sup> Tim Lopes Contest of Investigative Journalism, a partnership between **Childhood Brasil** and Andi – Communication and Rights, was one of the highlights of the Communication Program. The award of the journalists, promoted every two years, choose the best article proposals and provided the winners with technical and financial support for the execution of works related to sexual exploitation. The winning journalists and the journalists awarded with the jury's honorable mentions took part on a qualification workshop on sexual violence against children and adolescents. Another consequence of the contest was the awareness of young journalist students of the Unicap [*Catholic University of Recife*] about childhood rights and the required precautions for the press coverage of questions related to the cause.

Another initiative of **Childhood Brasil** under a partnership with Canal Futura was the development of the kit *Que exploração é essa? [What is this exploitation all about?]*, composed by a series of five episodes and a booklet about sexual exploitation. The videos were broadcasted in the channel and are available at an exclusive site ([www.queexploracaoessa.org.br](http://www.queexploracaoessa.org.br)).

The social networks also played a key role in the disclosure of the cause in 2012. The organization launched the campaign *Voluntários Digitais por uma infância livre [Digital Volunteers*



## 153 insertions

in spontaneous media. The organization was cited in articles of the newspapers Folha de S. Paulo and O Estado de S. Paulo, of the magazines Veja, Época São Paulo and BRAVO!, in the websites UOL and G1, besides radio and television channels. The columnists Sonya Racy and Mônica Bergamo also mentioned the work of **Childhood Brasil**



## 152 journalists



were mobilized by the 6<sup>th</sup> Tim Lopes Contest of Investigative Journalism, with 45 registered projects



## 170 students

of journalism and other courses of Unicap created article themes related to sexual violence against children and adolescents

for a free childhood], exclusively on the internet. The campaign consists in an application that allows volunteers to spread messages about the cause at Facebook, and aims at breaking the silence that exists around sexual violence through the commitment of a larger number of people.

Besides this, the cause was more present in the media during 2012. The organization positioned itself in relation to controversial themes discussed in reports and articles from the press and has been frequently referred to as a source of information. An important part of the insertions in spontaneous media during the period was achieved thanks to the fund raising events promoted by **Childhood Brasil**.

## Our future vision

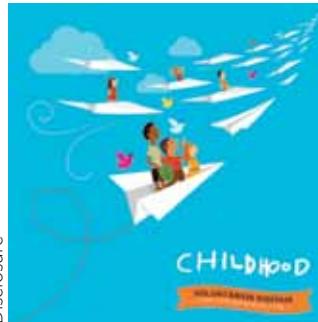
In 2013, **Childhood Brasil** will work on the communication's strategic potential to mobilize companies to support the development of the Programs and the actions for prevention and fight against sexual violence. The contents of the booklet *Navegar com Segurança* [Safe online Surfing], which deals with the safe use of internet, will be widely disclosed among parents and educators.



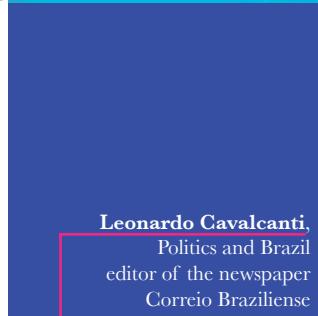
Children learn about online risk prevention

Disclosure

Disclosure



Digital Volunteers  
Campaign allows  
the dissemination of  
messages about the cause



**Leonardo Cavalcanti,**  
Politics and Brazil  
editor of the newspaper  
Correio Braziliense



Monique Renne/CB/DA Press

*“Correio Braziliense is a newspaper committed to childhood protection and it always encourages journalists to produce news related with this theme. More important than winning the Tim Lopes Contest of Investigative Journalism is the opportunity it provides to debate this theme during our routine, which is extremely harsh. This theme is always present in our newspaper, when we are developing an agenda, discussing with journalists and editors or visiting vulnerable regions, and is treated with respect. More than showing reality, we need to have a special strategy to approach the matter in a correct and careful manner.”*

# Special Projects

Other institutional initiatives for fighting sexual exploitation and abuse against children and adolescents

## Our performance in 2012

In 2012, **Childhood Brasil** designed a national map of the government and civil society initiatives for the protection of children during the preparation for the World Cup. The study concluded that this matter still needs better articulation for an intersectoral work in the 12 host cities, and that the current initiatives need to be integrated. The Convergence Agenda was created in this context and it consists in a group that includes social organizations, national networks and the government, which is expanding this discussion to a national level and developing a protection plan for the rights of the children and adolescents. **Childhood Brasil**'s influence was essential for the creation of this group, whose first meeting occurred in Brasília in August 2012.

One of the major advances of the **World Cup Project** in 2012 was the partnership established among the organization and Ernst & Young Terco, the FIFA's advisory company and official supporter of the 2016 Olympic Games. The company executed a commitment term to the cause and began to advisor **Childhood Brasil** in the conceptual, financial, strategic and operational structure of the World Cup Project. In addition to this, it also works in the articulation with private sector companies for joint actions in the host cities of the tournament. Based on the knowledge accrued through experience, Ernst & Young Terco is also developing an online education tool in order to disseminate the knowledge about the theme to its employees, clients and suppliers.



600 thousand

foreign tourists shall arrive in Brazil during the 2014 World Cup, according to the provisions of the Ministry of Tourism



R\$ 360 thousand

is the total amount to be invested, under a partnership with OAK Foundation, in projects selected by the Youth Bid for the mobilization of adolescents against sexual violence in the host cities of the World Cup

Another highlight of the World Cup Project that started to be planned in 2012 and was launched in 2013 is the Youth Bid, a partnership with OAK Foundation. The initiative consists in the provision of financial and technical support to projects from the metropolitan areas of the 12 host cities of the 2014 World Cup. The objective is to promote and qualify young mobilizers groups to work against sexual violence.

The **Safe Online Surfing Project** had also important advances in 2012. Due to the continuous demand for the material, **Childhood Brasil** reedited and distributed the booklet that has recommendations for the parents, guardians and educators to prevent and protect children and adolescents from online abuse and internet pornography. Besides this, the partnership with the NGO Safernet resulted in an online database with indicators of human rights violations, generated by information of the Public Ministry, of Dial 100 and of the National Cyber-crime Reporting Center.



In the **Knowledge Management Project**, all the **Childhood Brasil**'s books and media files about the cause were registered and will be made available after the installation of the library software. The Virtual Museum of Memory was also organized, gathering the major information and results of the organization's work since its foundation. Finally, an information database was created, including information on Programs, Projects and institutional publications, and will serve as a base for the strategy of storing, sharing and assimilating the knowledge that was created in the institutional initiatives as from 2013.

## Our future vision

**Childhood Brasil** aims at expanding its awareness methodology and the qualification for the development of joint actions with government agencies, private sector companies and civil society organizations against the sexual exploitation of children and adolescents.

The Programs that were already developed by the organization will also be performed jointly with the World Cup Project. The partnerships established in 2012 will enable the articulation and creation of a nationwide project during the World Cup.

Booklet provides recommendations for parents, guardians and educators about the safe use of internet



**Zunara Carvalho**,  
partner of the  
sustainability area of  
Ernst & Young Terco

*"We have noticed that there is a convergence between the values that guide the work of **Childhood Brasil** and our work in education, one of the sustainability principles of Ernst & Young Terco. Our experience as supporters and advisors of great events and our access to corporations provides consistency to our partnership with the World Cup Project and enables a nationwide coordinated work for the cause. From the executive committee to the advisors, our entire team is committed to the initiative and is ready to help influencing our clients and the suppliers of all areas in the fight against sexual exploitation in the host cities of the 2014 World Cup."*

Reproduction

Disclosure



# Fund raising

Innovative strategies for fund raising to enhance and enable the fight against sexual violence of children and adolescents

## Our performance in 2012

**Childhood Brasil** searched for new fund raising strategies in 2012. The public of the fund raising events was expanded with auctions and exhibitions, which are ways of raising the awareness to the cause, attract and approach supporters, art and antiques collectors.

One of the year's highlights was the Tefaf Maastricht – Childhood Brasil Exhibition, a preview of the renowned Dutch fair, which welcomed 580 guests that appreciated 74 works of art coming from 31 international galleries. The pioneering spirit of the organization, bringing this exhibition preview to Brazil, required great efforts on negotiation, logistic and structure, an effort rewarded by the donations and by the disclosure of the cause in the press – there were 11 insertions of spontaneous media, in magazines and newspapers such as *Veja São Paulo*, *Época São Paulo*, *Folha de S. Paulo* and *O Estado de S. Paulo*. Other events, like the Inés Zaragoza Reliquaries Exhibition, the Vintage Photography Auction and the travel experiences auction, promoted during the Travelweek fair, in São Paulo, also brought good results to **Childhood Brasil**.

The donations and partnerships were also important fund sources. The traditional partnership with Atlantica Hotels International was responsible for the raising of R\$ 638 thousand destined for the strengthening of qualification and awareness actions against sexual exploitation of children and adolescents in the touristic sector.

Marina Malheiros



Travel experiences auction during Travelweek fair in São Paulo

Marina Malheiros



Vintage Photography Auction with more than 40 original works

Besides this, the organization executed a cooperation term with the multinational company Stora Enso for the promotion of actions for the enhancing of the System to Safeguard Chil-

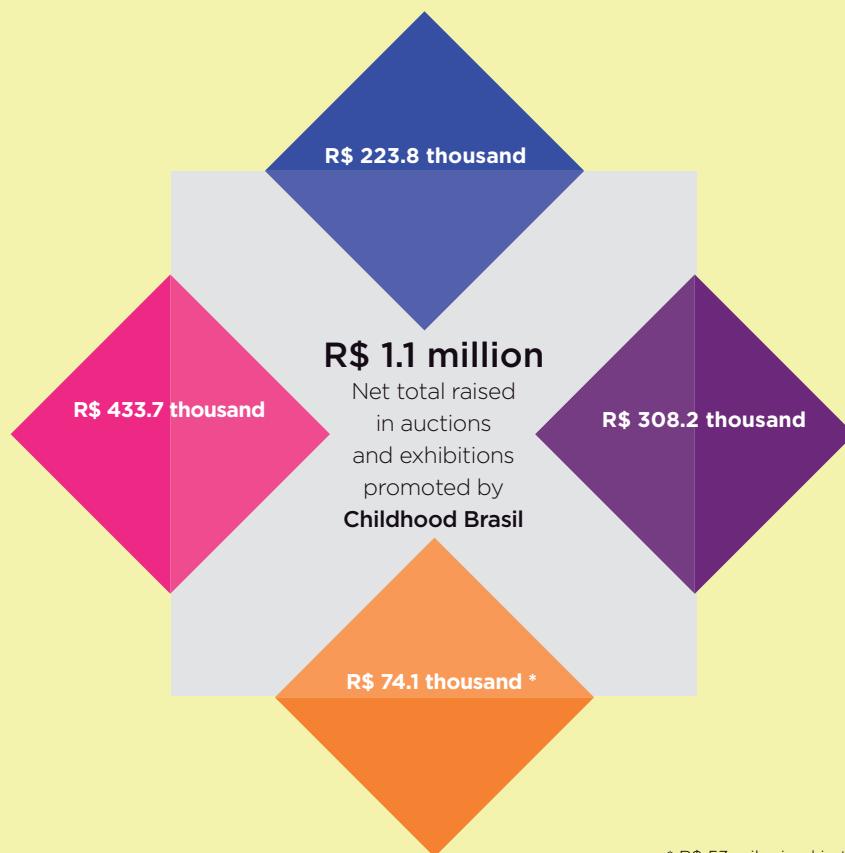
dren's Rights in the communities of Bahia's Southern Region. The partnership ensured the raising of 300 thousand euros during a three-year term for **Childhood Brasil**.

Votorantim Group was responsible for one of the major donations of 2012, giving a total of R\$ 350 thousand for the Projects and Programs of the organization.

## Our future vision

The great challenge for the next years is to achieve a better financial sustainability to cover the management expenses and follow the expansion of the organization's Projects and Programs. We intend to diversify the fund sources, to innovate in the format of the events and to expand the fund raising actions.

### Funds raised in events



#### ▲ 2nd Travelweek Auction

April 10<sup>th</sup>, 2012

Auction of travel packages,  
luxury touristic products  
and services

#### ▲ Vintage Photography Auction

August 8<sup>th</sup>, 2012

Exhibition of 40 rare and  
original pictures by famous  
photographers

#### ▲ Tefaf Maastricht Exhibition

October 26<sup>th</sup> to 28<sup>th</sup>, 2012

Preview of the renowned  
European fair of arts  
and antiques

#### ▲ Inés Zaragoza Reliquaries Exhibition

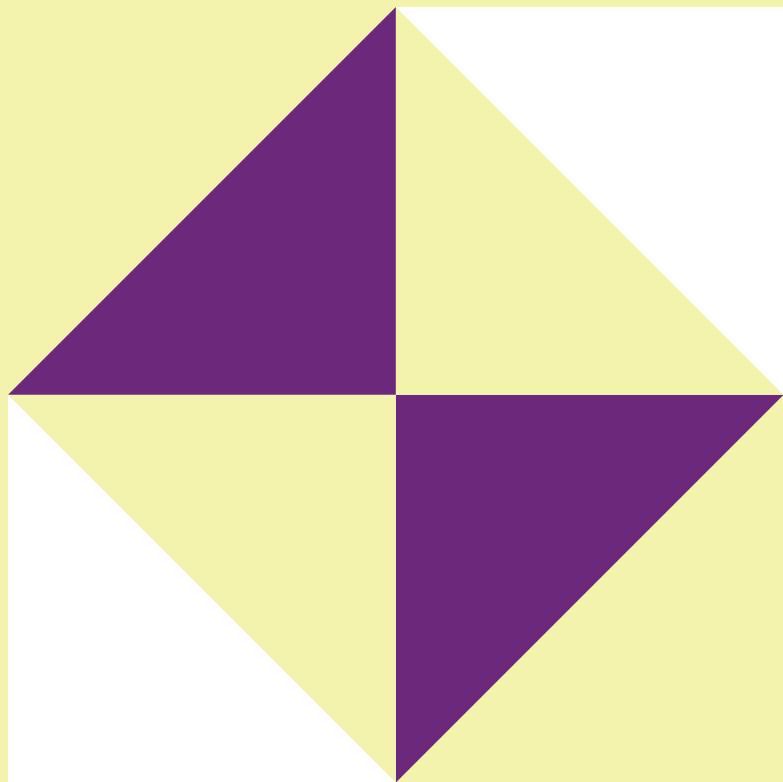
December 30<sup>th</sup>, 2012  
to January 15<sup>th</sup>, 2013

Religious works painted  
and sculpted in wood

\* R\$ 53 mil raised in the Reliquaries Exhibition were credited in 2013



# Financial Statements



# Independent Auditor's Report

To the Members and Management  
of Instituto WCF – Brasil  
São Paulo – SP

We have audited the accompanying financial statements of Instituto WCF – Brasil (“Institute”), which comprise the balance sheet as at December 31, 2012, the statement of deficit and changes in the accumulated surplus and statement of cash flows for the year then ended, and a summary of significant accounting policies and notes other explanatory information.

## **Management's Responsibility for the Financial Statements**

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting practices adopted in Brazil and for such internal control as Management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

## **Auditor's Responsibility**

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Brazilian and International Standards on Auditing. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's

judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the Institute's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Institute's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by Management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

## **Opinion**

In our opinion, the financial statements present fairly, in all material respects, the financial position of Instituto WCF – Brasil as at December 31, 2012, and its financial performance and its cash flows for the year then ended in accordance with accounting practices adopted in Brazil.

## **Other matters**

The accompanying financial statements have been translated into English for the convenience of readers outside Brazil.  
São Paulo, February 28, 2013

**DELOITTE BRASIL**  
Auditores Independentes Ltda.  
José Roberto P. Carneiro  
Engagement Partner



BALANCE SHEET AS AT DECEMBER 31, 2012

(In Brazilian reais – R\$)

	Note	2012	2011 (Restated)
<b>ASSETS</b>			
<b>CURRENT ASSETS</b>			
Cash and cash equivalents	3	5,514,112	5,869,498
Securities	4	709,547	1,724,920
Other receivables		28,612	13,808
Total current assets		6,252,271	7,608,226
<b>NONCURRENT ASSETS</b>			
Property, plant and equipment		43,705	30,964
<b>TOTAL ASSETS</b>		<b>6,295,976</b>	<b>7,639,190</b>

The accompanying notes are an integral part of these financial statements.

	Note	2012	2011
<b>LIABILITIES AND EQUITY</b>			
<b>CURRENT LIABILITIES</b>			
Trade accounts payables		63,680	46,542
Payroll and related taxes		360,247	322,985
Taxes and contributions payable		18,931	14,153
Donations in advance	5	345,465	381,728
Other payables		70,311	26,507
Total current liabilities		858,634	791,915
<b>EQUITY</b>			
Accumulated surplus		5,437,342	6,847,275
<b>TOTAL LIABILITIES AND EQUITY</b>		<b>6,295,976</b>	<b>7,639,190</b>

The accompanying notes are an integral part of these financial statements.

STATEMENT OF SURPLUS (DEFICIT) AND CHANGES IN THE ACCUMULATED  
SURPLUS FOR THE YEAR ENDED DECEMBER 31, 2012

(In Brazilian reais – R\$)

	Note	2012	2011
<b>REVENUES</b>			
Donations		3,639,656	4,155,591
Donations – 2nd Generation Brazil		-	500
Espetáculo pela Infância concert		-	3,241,536
Donations – Audi Auction		-	209,999
Donations – Travelweek Auction		385,371	331,701
Donations – Photography Auction		677,300	-
Donations – TEFAF Exposition		951,700	-
Donations – Reliquary Exposition		226,846	-
Donations – Reliquary Exposition		40,000	-
Total revenues	6	5,920,873	7,939,327
<b>EXPENSES</b>			
Projects		(5,649,715)	(5,078,366)
Funds raised		(1,512,062)	(1,568,089)
Operating expenses		(92,357)	(521,642)
Administrative expenses		(368,083)	(376,820)
Communication		(133,751)	(574,349)
Taxes and contributions		(37,028)	(113,237)
Total expenses	7	(7,792,996)	(8,232,503)
<b>GROSS PROFIT (LOSS)</b>		<b>(1,872,123)</b>	<b>(293,176)</b>
<b>FINANCE INCOME (COSTS)</b>			
Financial income		472,189	721,992
Financial expenses		(9,998)	(15,069)
		462,191	706,923

STATEMENT OF SURPLUS (DEFICIT) AND CHANGES IN THE ACCUMULATED SURPLUS FOR THE YEAR ENDED DECEMBER 31, 2012 (continuation)

(In Brazilian reais – R\$)

	Note	2012	2011
<b>SURPLUS (DEFICIT)</b> FOR THE YEAR		(1,409,932)	413,747
ACCUMULATED SURPLUS AT THE BEGINNING OF YEAR		6,847,275	6,433,528
ACCUMULATED SURPLUS AT THE END OF YEAR		5,437,342	6,847,275

The accompanying notes are an integral part of these financial statements.

STATEMENT OF CASH FLOWS  
FOR THE YEAR ENDED DECEMBER 31, 2012

(In Brazilian reais – R\$)

	2012	2011 (Restated)
<b>CASH FLOW FROM OPERATING ACTIVITIES</b>		
Surplus (deficit) for the year	(1,409,932)	413,747
Adjustments to reconcile the surplus for the year:		
Depreciation and amortization	12,280	10,380
Write-off of permanent assets	2,764	719
Decrease in operating assets:		
Other receivables	(14,804)	47,533
Increase (decrease) in operating liabilities:		
Trade accounts payables	17,137	(33,099)
Payroll and related charges	37,262	81,599
Donations in advance	(36,263)	(276,110)

## STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED DECEMBER 31, 2012 (continuation)

(In Brazilian reais – R\$)

	2012	2011 (Restated)
Other payables	43,804	25,956
Taxes and contributions payable	4,778	910
Net cash provided by (used in) operating activities	(1,342,974)	271,635
<b>CASH FLOW FROM INVESTING ACTIVITIES</b>		
Securities	1,015,373	(86,510)
Purchase of property, plant and equipment items	(27,785)	(16,331)
Net cash provided by (used in) investing activities	987,588	(102,841)
<b>INCREASE (DECREASE) IN CASH AND CASH EQUIVALENTS FOR THE YEAR</b>		
CASH AND CASH EQUIVALENTS AT THE BEGINNING OF YEAR	5,869,498	5,700,704
CASH AND CASH EQUIVALENTS AT THE END OF YEAR	5,514,112	5,869,498

The accompanying notes are an integral part of these financial statements.



## 1. GENERAL INFORMATION

Founded on November 24, 1999, Instituto WCF – Brasil (“Institute”) is a nonprofit organization, headquartered at Rua Pequetita, 215 – 5º andar, Vila Olímpia – São Paulo/SP, which was created to (a) strengthen the development of children and youth; and (b) provide services to meet the basic needs of such children and youth, and offer opportunities for the full development of their potentialities in the citizenship building process.

The Institute operates under article 150, VI, “c”, of the 1988 Federal Constitution and Law 9790/99, also named “Third Sector Law”, as regulated by Decree 3100/99, which qualifies the Institute as a Public Interest Organization (“OSCIP”) under the Ministry of Justice requirements.

## 2. PRESENTATION OF FINANCIAL STATEMENTS AND SIGNIFICANT ACCOUNTING POLICIES

### 2.1. Declaration of conformity

The financial statements have been prepared and are presented in conformity with accounting practices adopted in Brazil, which comprise the Brazilian Corporate Law and the technical pronouncements, instructions and interpretations issued by the Accounting Pronouncements Committee (CPC), approved by the Federal Accounting Council (CFC), specifically NBC ITG 2002, as approved by CFC Resolution 1409 of September 21, 2012, and NBC-T 19.4, as approved by CFC Resolution 1305, of November 25, 2010, applicable to nonprofit entities.

### 2.2. Basis of preparation

The Institute's financial statements have been prepared based on the historical cost, unless stated otherwise.

The following is a summary of significant accounting policies adopted by the Institute:

### a) Assets and liabilities

Receivables and trade accounts payables over the subsequent year are recorded under current assets and current liabilities, respectively.

### b) Donations and contributions

The donations and contributions received to sponsor specific programs and projects are recorded in profit or loss as costs are incurred on the accrual basis. Donations received for projects yet to be performed are recorded in line item “Donations in advance”.

Donations and contributions without specific destination are recorded under “Donations” and expenses are recognized on the accrual basis.

### c) Cash and cash equivalents

Consist of cash, banks and short-term investments maturing in up to 90 days, or with repurchase agreements, immediately converted into cash and subject to an immaterial risk of change in value.

### d) Securities

Classified as financial assets held for trading and stated at amortized cost, plus interest contracted, recorded proportionally through the reporting dates, whose amount approximates their fair value, if lower.

### e) Property, plant and equipment

Stated at acquisition cost, less accumulated depreciation and/or impairment losses, when identified. The Institute uses the straight-line basis considering the estimated useful life of each asset or item comprising an asset. Carrying amounts, useful lives of assets and straight-line basis are audited at each reporting period and adjusted prospectively, if necessary.

**f) Accrued vacation and related taxes**

Recorded based on employees' compensation and on the rights acquired through the reporting period, including vacation pay and related charges.

**g) Expenses**

Expenses are recorded on the accrual basis, as incurred.

**h) Use of estimates**

The preparation of financial statements in accordance with accounting practices adopted in Brazil requires Management to

make estimates that affect the reported amounts of assets, liabilities, revenues and expenses of the Institute, and the disclose information on its financial statements. The results of these transactions and events, when actually realized in subsequent periods, may differ from these estimates. The main estimates related to the financial statements refer to reserve for contingencies and useful lives of property, plant and equipment items.

**i) Reclassifications**

In 2011, for better presentation of and comparison between the financial statements, the following reclassifications were made:

	<b>Previously disclosed</b>	<b>Reclassifications</b>	<b>Restated</b>
<b>Assets:</b>			
Cash and cash equivalents	6,610,077	(740,579)	5,869,498
Securities	984,341	740,579	1,724,920
<b>Cash flows:</b>			
Net cash used in investing activities			
Securities	654,069	(740,579)	(86,510)
Increase in cash and cash equivalents	909,373	(740,579)	168,794



### 3. CASH AND CASH EQUIVALENTS

Balances of cash and cash equivalents are broken down as follows:

	2012	2011 (Reclassified)
Cash and banks	205,602	1,690,529
Funds in bank accounts earmarked for projects (*)	1,299,936	328,224
	1,505,538	2,018,753
Short-term investments	32,953	3,573,088
Short-term investments earmarked for projects (*)	3,975,621	277,657
	4,008,574	3,850,745
Total	5,514,112	5,869,498

(\*) Funds intended to be used exclusively in the *Tourism Project (PLAN/TUR)* and *System to Safeguard Children's Rights – SGD, Associação Municipal de Assistência Social – AMAS – BH, Enhancement of the System to Safeguard Children's Rights, Stora Enso, Parceria BRF, On the Right Track Program – SP, On the Right Track Program – PE and Partnership ICC Big Constructions and Commercial Sexual Exploitation (CSE) Program*.

Short-term investments are broken down as follows:

	2012	2011 (Reclassified)
Bank Certificates of Deposit – CDBs (a)	1,075,869	159,732
Repurchase agreements (b)	2,932,705	3,691,013
Total	4,008,574	3,850,745

Short-term investments can be immediately converted into a known cash amount and are subject to an insignificant risk of change in value. Short-term investments include:

**(a)** CDBs and investment funds intended to increase the value of the shares by investing funds among diversified financial asset portfolios, with yield rates varying from 99% to 102% of the Interbank Deposit Certificate rate (CDI).

**(b)** Repurchase commitments refer to the sale of a security entailing the future commitment of the vendor (Bank) to repurchase it in the future. These operations yield rates varying from 100% to 101.8% of the CDI.

## 4. SECURITIES

	2012	2011 (Reclassified)
Exclusive funds:		
Bank Certificates of Deposit (CDBs)	-	318,375
Fixed-income investment fund	709,547	740,579
Debentures	-	665,966
Total	709,547	1,724,920

Securities comprise investment fund shares that invest in CDBs and debentures, with yield equivalent to 99% to 102% of the CDI rate.

## 5. DONATIONS IN ADVANCE

Comprised of funds earmarked for projects whose revenues are recognized according to the respective investment schedules.

Donations in advance are broken down as follows:

Donors and projects	2012	2011
Alcoa – Juruti Project	60,701	63,387
Associação Municipal de Assistência Social – AMAS – BH	11,620	-
CEDCA – PE – Na Mão Certa Program	30,730	-
CEDCA – PE – CEPARVS Project	-	9,103
CEDCA – PE – Laços de Proteção Project	-	27,542
Partnership between BRF Brasil Foods S.A. and Sadia S.A.	25,076	-
Plan Internacional Brasil – Project to Prevent Children and Adolescent from Sexual Exploitation	199,576	258,982
Jaboatão Municipal Government – Inclusão de Jovens II Project	-	15,687
Santo Agostinho Municipal Government – Inclusão de Jovens II Project	-	7,027
Stora Enso Brasil Ltda. – Fortalecimento do SGD Project	17,761	-
Total	345,464	381,728



## 6. REVENUES FROM DONATIONS

	2012	2011
Doadores e projetos:		
Alcoa – Juruti Project	2,685	94,073
Associação Municipal de Assistência Social – AMAS – BH (a)	46,840	-
Betel Empreendimentos Imobiliários S.A.	-	50,000
Brookfield Brasil Ltda.	30,000	-
Brazilian Board of Trade in Sweden (charity auction) (b)	12,228	-
CEDCA – PE – CEPARVS Project (c)	58,059	119,390
CEDCA – PE – Laços de Proteção Project (d)	27,543	79,661
CEDCA – PE – Na Mão Certa Program (e)	23,551	-
Célia Procópio de Araújo Carvalho	9,346	10,858
Centrais Elétricas de Santa Catarina S.A.	-	13,200
Construções e Comércio Camargo Corrêa S.A. (f)	70,000	58,740
Sundry	36,430	127,285
Duratex S.A.	-	13,022
Fibra celulose	-	25,000
Fundação Telefônica	-	67,931
Gafor Ltda.	-	2,300
Gerdau Aços Longos S.A.	-	276,439
GPS Logística e Gerenciamento de Riscos Ltda.	-	1,250
Graff Diamonds New York Inc.	10,144	-
Novare Group – Sweden – Via World Childhood Foundation USA	-	8,673
HM Engenharia Ltda.	-	5,300
Brazilian Institute of Corporate Governance	-	6,201
Instituto Camargo Corrêa	-	60,380
Instituto Socioambiental Invepar	-	5,000
Instituto Walmart	-	36,864
Jean Claudio Feder	2,740	2,780
Kelly Gage	-	8,399
Man Latin America	-	20,000
Miguel SEABRA da Cruz Hulse Schmidt	4,315	-
Miguel Torres Foundation	-	232,950
Ministry of Tourism – Inclusão de Jovens II Project	-	350,884

## 6. REVENUES FROM DONATIONS (continuation)

	2012	2011
Monica Feder Mrozek	2,440	2,410
Olga Stankevicius Colpo	12,000	12,000
One Brasil Participação em Incorporações e Empreendimentos Imobiliários Ltda.	50,000	-
Oreplat Internacional Sociedade Anônima	15,000	-
Aldan Assessoria e Participações Ltda. partnership (h)	29,691	28,627
Partnership between BRF Brasil Foods S.A. and Sadia S.A. (i)	22,324	-
Participações Morro Vermelho S.A. (j)	1,074,314	10,000
Participações Morro Vermelho S.A. – Grandes Obras Program	-	750,000
Plan Internacional Brasil – Project to Prevent Children and Adolescent from Sexual Exploitation (k)	596,332	346,633
Jaboatão Municipal Government – Inclusão de Jovens II Project (l)	15,687	42,613
Santo Agostinho Municipal Government – Inclusão de Jovens II Project (m)	7,027	52,373
Renata de Camargo Nascimento	110,000	-
Rubens do Amaral Junior	-	5,000
Santos Brasil Participações S.A.	-	2,250
Save The Children Fund Registered	-	3,222
Stora Enso Brasil Ltda. – Fortalecimento do SGD Project (n)	6,939	-
The Group Comunicação Ltda.	5,000	-
Tom Maior Espetáculos e Eventos Ltda. (sponsored by Duratex)	-	51,999
Votorantim Industrial S.A.	350,000	350,000
World Childhood Foundation – Sweden	6,620	2,048
<b>Total</b>	<b>2,637,255</b>	<b>3,335,755</b>
On the Right Track Program (National) program: (o)		
Arthur Lundgren Tecidos S.A.	2,960	-
Biomedical Distribuidor Mercosur	3,354	2,500
Braskem S.A.	620	15,000
Brasul Ltda.	1,480	-
Bravo Serviços Logísticos Ltda.	1,000	12,730
BRF Brasil Foods S.A.	4,050	-
C&A Modas Ltda.	1,390	-
Central Itumbiara Bioenergia Ltda.	19,440	-
Ceva Logistics Ltda.	500	310

## 6. REVENUES FROM DONATIONS (continuation)

	2012	2011
Concessionária Rota das Bandeiras S.A.	10,882	1,040
Costeira Transportes Ltda.	1,040	-
CPFL Energia S.A.	15,000	13,200
Danone Ltda.	5,605	-
Eclipse Transportes Ltda.	1,360	-
Efitrans Transportes Ltda.	1,480	-
FBD Distribuidora Ltda.	3,205	-
FL Logística Brasil Ltda.	1,480	-
Instituto Abad para o Conhecimento	7,829	14,350
Instituto Arcor Brasil	65,000	83,200
Instituto C&A Desenvolvimento Social	38,200	-
Instituto Julio Simões	15,000	12,280
Intercement Brasil S.A.	5,720	250
Ituiutaba Bioenergia Ltda.	7,250	-
Jade Transportes Ltda.	2,220	-
Kimberly Clark Brasil	4,220	-
LUFT Transportes Rodoviários Ltda.	2,202	1,750
Mesquita S.A. Transportes e Serviços	740	10,890
Nova Logística S.A.	2,890	-
Patrus Transportes Urgentes Ltda.	4,350	14,050
R D F Logística e Transportes Ltda.	5,000	-
Rápido Transportes Tubarão Ltda.	5,000	-
SABB Sistema de Alimentos e Bebidas do Brasil Ltda.	23,857	-
Santos Brasil Participações S.A.	3,240	-
Scania Latin America Ltda.	2,000	-
TNT Mercúrio Cargas e Encomendas Express S.A.	6,005	1,360
Transkompa Ltda.	1,040	-
Transline Transportes e Serviço Agrícola Ltda.	1,240	-
Transmagna Transportes Ltda.	1,480	-
Transportadora Gorgonho Ltda.	5,250	-
Transportes Luft Ltda.	5,154	4,931
Transportes Helio Camargo Brasil Logística Ltda.	1,794	-

## 6. REVENUES FROM DONATIONS (continuation)

	2012	2011
Transportes Toniato Ltda.	1,510	3,020
Treelog S.A. Logística e Distribuidora Ltda.	5,000	7,640
Tropical Transportes Ipiranga Ltda.	5,070	-
Videira Transportes Rodoviários Ltda.	1,145	-
Vobeto Transportes Ltda.	1,330	-
Volvo do Brasil Ltda.	15,520	-
Vopak Brasil S.A.	1,150	18,920
Votorantim Cimentos S.A.	22,360	-
Yamana Desenvolvimento Mineral S.A.	1,150	-
Sundry	8,623	-
<b>Total</b>	<b>354,385</b>	<b>217,421</b>

### Donations – Atlantica Hotels International partnership: (p)

Anserve Comércio de Bebidas e Alimentos Ltda.	12,919	12,074
Celi Empreendimentos Hoteleiros Ltda.	11,519	8,699
Choice Hotels International	6,014	-
Carlson Group – Atlantica Partnership	-	33,800
Hotels comprising the Atlantica chain	617,564	547,842
<b>Total</b>	<b>648,016</b>	<b>602,415</b>

### Event – 2nd Generation Brazil-

Sales of second generation jewels	-	500
<b>Total</b>	<b>-</b>	<b>500</b>

### Espetáculo pela Infância concert:

Alcoa Alumínio S.A.	-	1,200
Aluizio Rebello de Araujo	-	1,000
Ana Luisa Capanema	-	800
Anira Verdi	-	1,600
Antonio Carlos Borges	-	800
Arminio Fraga Neto	-	4,000
Arthur José de Abreu Pereira	-	800

## 6. REVENUES FROM DONATIONS (continuation)

	2012	2011
Banco do Brasil S.A.	-	250,000
Banco Votorantim S.A.	-	100,000
Bank of America Merrill Lynch	-	50,000
Brascam Faria Lima Spe S.A.	-	500,000
Brasil S.A. Administração e Participação	-	3,000
BTG Pactual Asset Management	-	100,000
Célia Procópio de Araujo Carvalho	-	4,000
Concessionária Rodovia Presidente Dutra S.A.	-	100,000
Concessionária S. Anhanguera Bandeirantes S.A.	-	100,000
Construções e Comércio Camargo Corrêa S.A.	-	192,000
Construtora Queiroz Galvão S.A.	-	200,000
CPFL Energia S.A.	-	100,000
Daniel André Sauer	-	800
Dora Silvia Zarzur	-	1,000
Drewes Partners Corretora de Seguros Ltda.	-	1,000
Dueto Produções e Publicidade Ltda.	-	6,911
Eduardo Alfredo Levy Jr.	-	1,000
Eduardo Eugênio Gouvêa Vieira	-	800
Embraer S.A.	-	35,000
Frederico Johann Peter	-	3,000
Fundação Filantrópica Vicky e Joseph Safra S.A.	-	25,000
Heitor Peixoto de Castro Palhares	-	500
Instituto HSBC Solidariedade	-	500,000
José Roberto Marinho	-	2,000
GK Administração B.S. Ltda.	-	4,000
Marcelo Setúbal Carramaschi	-	800
Maria Alice Setúbal	-	800
Maria Helena Moraes	-	10,000
Maria S. S. Geyer	-	800
Michel Rafael Jafet	-	2,000
One Brasil Participação	-	1,200
Britto Central Inc. – Romero Britto donation	-	15,760

## 6. REVENUES FROM DONATIONS (continuation)

	2012	2011
Participações Morro Vermelho S.A.	-	500,000
Paulo Carlos de Brito	-	800
Paulo Niemeyer Filho	-	1,000
Paulo Setubal Neto	-	50,000
Rosana Camargo de Arruda Botelho	-	-
Rosely Goldenberg Bratke	-	800
Alpargatas S.A.	-	350,000
Silvio Tini Araújo	-	1,600
Tanit Galdeano	-	400
Tereza Cristina Ralsten	-	10,000
Thomas Reichenhein	-	800
Tito Enrique da Silva	-	800
Viviane Lee Velloso Hentsch	-	700
Walter Luiz Teixeira	-	2,000
Sundry	-	1,065
<b>Total</b>	<b>-</b>	<b>3,241,536</b>

### Audi auction:

Audi Brasil Distribuidora de Veículos Ltda.	-	69,460
Brascam Faria Lima SPE S.A.	-	71,968
Conquista Imobiliária Ltda. – Fernando de Arruda Botelho	-	28,031
Empresa Brasileira de Serviços Gerais Ltda.	-	40,540
<b>Total</b>	<b>-</b>	<b>209,999</b>

### Travelweek auction: (q)

Alessandra Castro da Costa Leite	10,500	-
Alexandre Farto Silva	4,000	-
Ana Carolina Salles Leite	-	12,000
Ana Maria Pereira de Queiroz Drummond Gonçalves	2,500	13,000
Ana Tereza Bardella Delneri	-	15,000
Andreia Pereira	6,065	-
Anna Maria de Almeida Pires Lebeis	13,500	-

## 6. REVENUES FROM DONATIONS (continuation)

	2012	2011
Antonio Carlos Viegas Filho	-	8,500
Arthur José de Abreu Pe	23,001	-
Astros Comércio de Veículos e Serviços Ltda. – Me	8,000	-
Banco Bankpar S.A.	4	-
Carolina Perez	10,800	-
Denise Hajjar	-	9,000
Fabiana C. Sonder	-	6,500
Fernando Augusto Camargo de Arruda Botelho	-	8,001
Gabriela Giannella Horta	7,000	-
Gilda de Souza Aranha	15,100	-
Graziela Pamplona	-	4,200
Graziella Beltrão	-	11,100
Guilherme Aquino V. Martins	20,000	-
João Carlos Guidi	10,500	-
Juliana Campos de Paganí	-	7,800
Julio Cesar de Plácido Me	-	9,500
Laly Ortiz Mansur	15,500	6,000
Luciana de Freitas	3,500	-
Marcelo Marques De Paiva	-	9,600
Marcia Mourad J	4,600	-
Maria Cândida Z. Mendes Percira	24,200	21,500
Maria Claudia Riba	4,500	-
Maria E. S. Aranha	11,000	-
Maria Eugênia Gullo	13,000	-
Maria Iracema Gian	9,000	-
Maria Regina Pinto	10,700	-
Maria Sylvia A.L. Levy	5,300	12,000
Paola Cunha	6,200	-
Paulo Renato Ferreira Velloso	-	14,000
Renata de Camargo Nascimento	-	61,500
Roberto Teixeira M. Costa	9,500	-
Rosana Camargo de Arruda Botelho	51,200	44,000

## 6. REVENUES FROM DONATIONS (continuation)

	2012	2011
Stella Villares Guimarães	-	18,500
Takako Kashiwaya	25,101	-
Teresa Cristina Martins Perez	14,200	-
Tereza Maria Comolatti Ruivo	5,500	-
Ticiana Saad Juskevicius	24,700	-
Veridiana Maluf	16,700	-
Votorantim Finanças S.A.	-	40,000
Total	385,371	331,701
Photography auction: (r)		
Teresa Bracher	10,000	-
Votorantim Finanças S.A.	100,000	-
Shopping Iguatemi	50,000	-
Sundry	517,300	-
Total	677,300	-
TEFAF exposition: (s)		
TEFAF donations	947,520	-
Sundry	4,180	-
Total	951,700	-
Reliquary exposition: (t)		
Participaçôes Morro Vermelho S.A.	226,846	-
Total	226,846	-
Other income		
Newton Silveira (g)	40,000	-
Total	40,000	-
Total	5,920,873	7,939,327

## **Additional information on income received**

**(a)** Associação Municipal de Assistência Social – AMAS – BH – project aiming at the dissemination of knowledge, incentive and organization of the touristic sales products and results from the Project “BH Turismo Infância Protegida”, for purposes of publication and dissemination. It also provides for the organization of the products and results from the methodology adopted for the creation of the touristic trade and its dissemination as one of the results of the Project “BH Turismo Infância Protegida”.

**(b)** Refers to the charity auction of Brazilian soccer team shirt, carried out by the Brazilian Board of Trade, in Stockholm, Sweden, on August 14, 2012.

**(c)** Refers to the structuring of Centro de Estudos, Pesquisas e Atendimentos Relativos à Violência Sexual – CEPARVS (Center for Studies, Researches and Consultations Relating to Sexual Violence), which conducted researches about the security conditions of the State of Pernambuco and the organization of the methodology adopted to provide the services in the Center, as well as therapeutic care to children, adolescents, families and aggressors.

**(d)** Qualification of the educational system in seven cities of the Southern Coast of the State of Pernambuco aiming at strengthening the government policies to prevent sexual exploitation and assist sexual assault victims.

**(e)** On the Right Track Program – PE – aims at organizing, raising the awareness and qualifying the business sector, the government officials of the State Highway Police and the strategic players to prevent children and adolescent from sexual exploitation in the highways of the State of Pernambuco.

**(f)** Big Constructions and Commercial Sexual Exploitation (CSE) Program, a partnership between the Institute, Construções e Comércio Camargo Corrêa and Instituto Camargo Corrêa – aims at qualifying and raising the awareness of the Construction Company’s employees.

**(g)** Refers to the claim challenging the use of the institutional trademark by another entity in which the Institute received a favorable outcome.

**(h)** Partnership Aldan Assessoria e Participações Ltda. – aims at disclosing the good practices to prevent children and adolescent from sexual exploitation in the tourism and collecting funds to the programs and projects through the campaigns carried out in the undertakings of the Aldan Group.

**(i)** Partnership between BRF Brasil Foods S.A. and Sadia S.A. – the structuring,

support and monitoring project of the “Sistema de Garantia de Direitos” in the municipalities of Bom Conselho and Vitória de Santo Antão to prevent children and adolescent from domestic violence and sexual exploitation.

**(j)** Refers to the donation from Participações Morro Vermelho S.A. for administrative costs and project development.

**(k)** Refers to the partnership between the Institute and Plan Brasil, including the tourism production chain, community, schools and System to Safeguard Children’s Rights – SGD to prevent children and adolescent from sexual exploitation.

**(l)** Project for continued professional education of 200 young people in the cities of Abreu e Lima, Cabo de Santo Agostinho, Jaboatão dos Guararapes and Olinda, in the State of Pernambuco, related to tourism, gastronomy and hospitality services. This project redition is partially financed by the Ministry of Tourism and receives supplemental contributions from municipal governments.

**(m)** Contributions made by the Municipal Government of Cabo Santo Agostinho, in the State of Pernambuco, to finance transportation and meals for the young people participating in the project.

**(n)** Stora Enso Brasil Ltda. – donation to Project Proteção em Rede in the Extreme South Region of the State of Bahia, whose purpose is to improve the public policies to prevent children and adolescent from sexual exploitation in the municipalities of Porto Seguro, Santa Cruz Cabrália and Eunápolis, in the State of Bahia. The partnership was entered into in December 2011 and the related actions will be developed through 2014.

**(o)** On the Right Track Program – PE – aims at organizing, raising the awareness and qualifying the business sector, the government officials of the Pernambuco’s State Highway Police and the strategic players to prevent children and adolescent from sexual exploitation in the highways of the State of Pernambuco.

**(p)** Refers to the donation from Votorantim Industrial S.A. to the Institute’s programs and projects.

**(q)** On the Right Track Program – SP – aims at raising the awareness of governments, companies and organizations in the third sector to prevent children and adolescent from sexual exploitation in the highways.

**(r)** Refers to the partnership Atlantica Hotels International whose main purpose is to disclose the good practices to prevent children and adolescent from sexual exploitation in the tourism and collect the funds for the Institute’s programs and projects through

campaigns and events involving the undertakings of the Atlantica Hotels' network.

(s) Auction held on April 10, 2012 at "Pavilhão da Bienal", in São Paulo, SP, organized by Travelweek on the Institute's behalf, during the opening dinner party of the 2nd Travelweek Edition focused on high-end travel and lodging packages.

(t) Refers to the vintage photograph auction held on August 8, 2012 at Museu da Casa Brasileira, in the City of São Paulo, organized by the Institute, under the curatorship of Pedro Corrêa do Lago and presentation of Aloísio Cravo. A portion of the amounts collected in the auction was donated to the Institute's projects and programs.

(u) Refers to the art exposition TEFAF – Maastricht held between October 26, 2012 and October 28, 2012, at Casa Petra, São Paulo, on the Institute's behalf. The TEFAF Association, based in Maastricht, in The Netherlands, and the antiquaries participating in the exposition made donations to the Institute's projects and programs.

(v) Refers to the reliquary exposition of Inês Zaragoza, held between December 29, 2012 and January 15, 2013, at Casa de Cultura de Paraty, on the Institute's behalf. A portion of the sales was donated to the Institute's projects and programs.

pating in the exposition made donations to the Institute's projects and programs.

(v) Refers to the reliquary exposition of Inês Zaragoza, held between December 29, 2012 and January 15, 2013, at Casa de Cultura de Paraty, on the Institute's behalf. A portion of the sales was donated to the Institute's projects and programs.

## 7. INFORMATION ON THE NATURE OF THE COSTS AND EXPENSES RECOGNIZED IN THE INCOME STATEMENT

The Institute's statement of deficit is presented based on a classification of expenses, according to each item's function. The information on the nature of these expenses recognized in the income statement is as follows:

	2012	2011
Services provided by legal entities	(3,805,704)	(4,333,824)
Donations to projects (see Note 8)	(1,023,744)	(911,479)
Personnel expenses	(1,540,269)	(1,301,914)
Travel and lodging	(483,156)	(411,593)
Advertising and publicity	(78,455)	(258,498)
Rentals and common area management fees	(167,382)	(163,611)
Fees and contributions	(58,772)	(111,938)
Services provided by individuals	(57,535)	(34,649)
Courses and training	(63,364)	(208,349)
Depreciation and amortization	(12,352)	(10,380)
Other	(502,263)	(486,268)
<b>Total</b>	<b>(7,792,996)</b>	<b>(8,232,503)</b>

## 8. FUNDS DONATED TO PROJECTS

Beneficiary	2012	2011
Agência de Notícias dos Direitos da Infância – ANDI (a)	149,842	150,320
Associação Beneficente Santa Fé	-	92,000
Associação Brasileira de Magistrados e Promotores de Justiça e Defensores Públicos da Infância e da Juventude – ABMP (b)	39,550	169,750



## 8. FUNDS DONATED TO PROJECTS (continuation)

Beneficiary	2012	2011
Associação Brasileira Terra dos Homens (c)	50,000	142,334
Associação Casa das Artes de Educação e Cultura (d)	95,000	81,660
Associação de Formação e Reeducação Lua Nova (e)	10,000	17,719
Associação para Desenvolvimento Integrado e Sustentável ADEIS (f)	70,000	-
Associação Pró Museu Nacional de Belas Artes	-	8,000
Centro Brasileiro da Criança e do Adolescente – Casa de Passagem (g)	5,000	-
Centro Camará de Pesquisa e Apoio à Infância e Adolescência	-	17,000
Centro de Defesa da Criança e do Adolescente Maria dos Anjos – CDCA/RO (h)	30,000	72,696
Centro de Referência Estudos e Ações sobre Crianças e Adolescentes – CECRIA (i)	20,000	-
Fundação Roberto Marinho (j)	150,000	-
Instituto de Pesquisas Sistêmicas e Desenvolvimento – Instituto Noos (k)	95,000	-
Instituto de Ação Social Vida e Saúde do Adolescente do Amazonas – IASVISAM (l)	70,000	-
Movimento República de Emaús – MRE (m)	69,352	-
SAFERNET Brasil – Protegendo os Direitos Humanos na Sociedade da Informação (n)	150,000	160,000
Sociedade Brasileira de Defesa da Criança e do Adolescente – National	20,000	-
Forum DCA (o)		
<b>Total</b>	<b>1,023,744</b>	<b>911,479</b>

### Additional information on funds donated to projects

**(a)** Donation to the 6th Edition of the Tim Lopes Contest of Investigative Journalism.

**(b)** Refers to the partnership with Associação Brasileira de Magistrados e Promotores de Justiça e Defensores Públicos da Infância e da Juventude – ABMP (Brazilian Association of Judges and Attorneys and Public Defenders of Children and Youth). Donation to the implementation and disclosure of the operational flows to prevent children and adolescent against sexual exploitation in the State of Rio de Janeiro and organize the II Colóquio sobre Direitos Sexuais e do Adolescente no Marco dos Direitos Humanos (II Colloquium on Sexual Rights and Adolescent's Marco in Human Rights).

**(c)** Donation to purchase the headquarters of Raízes Locais Program. It is an

integrated action project developed at the community of Mangueirinha, in the municipality of Duque de Caxias, Baixada Fluminense, RJ.

**(d)** Refers to the donation for the consolidation of the Human Rights Center in the two units – Morro da Mangueira and Morro dos Macacos in order to identify and address the children and adolescent sexual exploitation in the respective communities.

**(e)** Refers to the donation to improve the Institute's sustainability capacity and its organizational sustainability.

**(f)** Refers to the donation to promote and raise the awareness to confronting adolescent from sexual exploitation in the communities and schools where the organization operates in Manaus and Manacapuru.

**(g)** Refers to the donation for the 18th May Campaign (National Day against

Children and Adolescent Sexual Exploitation), in the City of Recife, Pernambuco, under the subject “Responsibility”.

**(h)** Refers to the donations to ensure the children and adolescent human rights in Jacy Paraná, municipality of Porto Velho, in the State of Roraima, mainly focused on the fight against children and adolescent sexual exploitation, whose development was accelerated due to the construction of the Jirau hydroelectric plant.

**(i)** Refers to the donation to organize the national meeting in order to establish the strategic actions to be implemented in the community to improve the System to Safeguard Children’s Rights and ensure the children and adolescent human rights in the context of the large sports events.

**(j)** Refers to the donation to perform a television program covering the children and adolescent sexual exploitation.

**(k)** Refers to the donation to establish the principles that will be used as the basis for the educational activities related to the human rights through the resolution of daily problems, specifically the sexual violence, and support to the development of children and adolescent and the local chain to ensure the children and adolescent rights in the State of Rio de Janeiro, in partnership with the organization Casa da Arte de Educar.

**(l)** Refers to the donation to prevent children and adolescent sexual exploitation in the Eastern Region of Manaus, in the District of Jorge Teixeira.

**(m)** Refers to the donation to prevent sexual violence in the metropolitan region of Belém through a group of theater comprised of 30 girls from public schools.

**(n)** Refers to the donation to ensure the ethical, safe and responsible use of the Internet, improve the teachers’ qualification and develop the cause indicators.

**(o)** Refers to the donation for the high quality print of the publication that consolidates the children and adolescent rights in Brazil, amended laws included: “Children and Adolescent Rights: Legal Marks”.

## 9. TAX IMMUNITY

The Institute complies with all requirements of article 14 of the National Tax Code (CTN), which provides tax immunity to institutions that do not distribute profits and invest their funds in the national territory.

The Institute is also compliant with OSCIP Law 9790/99, regulated by Decree 3100/99, which permits management compensation at market value.

## 10. FINANCIAL INSTRUMENTS

The Institute conducts transactions involving financial instruments, all of which recorded in balance sheet accounts, which are intended to meet its needs and reduce exposure to interest rate risks.

### Interest rate risk

Interest rates on short-term investments are mostly linked to CDI fluctuation. These positions are as follows:

	2012	2011
Assets		
CDI	4,718,121	5,575,665



The Institute's financial instruments are classified as follows:

	<b>Carrying amount and market value</b>	
	<b>2012</b>	<b>2011</b>
Financial assets:		
Held for trading		
Securities	4,718,120	5,575,665
Loans and receivables		
Cash and banks	1,505,539	2,018,753
Financial liabilities		
Other liabilities		
Trade accounts payables	63,681	46,542

The Institute's management believes that the financial instruments, which are recognized in financial statements at their carrying amounts, approximate their market values. Accordingly, the carrying amount above refers to the Institute's maximum exposure to credit risk for these financial instruments.

### **Credit risk management**

Credit risk refers to the risk of a counterparty not complying with its contract obligations, which would result in financial losses for the Institute. In order to control this risk, the Institute solely negotiates with companies whose investment rate is investment grade equivalent or above. This information are obtained with independent rating agencies, when available, and when they are not available, the Institute uses other publicly available financial inputs, and own records to perform the evaluation.

### **Liquidity risks**

The Institute depends on donations and incentives to remain op-

erational. The Institute understands that it will continue receiving the donations and incentives necessary to remain operational.

### **11. EMPLOYEE BENEFITS**

Other benefits are granted to employees, such as healthcare, meal tickets, transportation allowance and life insurance. In 2012, these benefits total R\$99,528 (R\$85,839 in 2011), recorded in line item "Personnel expenses".

### **12. AUTHORIZATION FOR COMPLETION OF FINANCIAL STATEMENTS**

At the meeting held on February 28, 2013, the Board of Directors authorized the issuance of these financial statements, which comprise events subsequent to December 31, 2012, and approved them for disclosure.

PARTNER ORGANIZATIONS (companies and institutions that donated financial resources)



**SPONSOR COMPANIES OF On the Right Track Program (companies that sponsored actions of On the Right Track Program)**

Gold Quota



*Momentos Mágicos*

Silver Quota



Bronze Quota



Support



Spokesperson: Pedro Trucão



**OPERATIONAL PARTNERS** (companies and institutions that donated services)



**VOLUNTEER PARTNERS (companies, institutions and individuals that supported the cause with donations and/or expertise)**

Atlantica Hotels International  
Banco Industrial do Brasil  
Bexs Banco Corretora de Câmbio  
Camargo Corrêa  
Câmara do Comércio Sueco-Brasileira  
Carla Duprat  
Celia Picon  
Cia DPaschoal de Participações  
Conectas  
Drewes & Partners Corretora de Seguros  
Duratex  
Francisco de Assis Oliveira Azevedo  
Fundação Armando Alvares Penteado  
Grupo Victor Malzoni  
Guilherme Sanches  
Invest Sweden  
Ivani Tristan  
Lew'Lara\TBWA Publicidade  
Lorentzen Empreendimentos  
Luciana Esposito  
Luciano Motta  
Maria Cristina Alves  
Maria Grazia Pergola  
Maria Sene Araújo  
Manoel Bernardes Magalhães Paes de Barros  
Marcello D'Angelo  
Marcos Paulo do Carmo  
Miguel Seabra Schmidt  
Nelson Camargo  
Nelson Nóbrega da Costa  
Olga Stankevicius Colpo  
Participações Morro Vermelho  
Pedro Paulo Poppovic  
Regina de Camargo Pires Oliveira Dias  
Renata de Camargo Nascimento  
Ricardo de Macedo Gaia  
Santander Private Banking  
SDI Desenvolvimento Imobiliário  
SOA Consulting  
Teresa Bracher  
The Curtis L. Carlson Family Foundation  
Votorantim Participações

TECHNICAL PARTNERS (brand association, expertise and/ or program resources)





## EVENTS

Vintage Photography Exhibition

TEFAF MAASTRICHT Exhibition

Reliquaries Exhibition



## Third-party events with donations for Childhood Brasil

Travelweek São Paulo



## BOARD OF DIRECTORS

### Chairperson of the Board

**Rosana Camargo de Arruda Botelho** | Participações Morro Vermelho

**Anna de Geer** | The World Childhood Foundation

**Arthur José de Abreu Pereira** | SDI Desenvolvimento Imobiliário

**Carlos Alberto Mansur** | Banco Industrial do Brasil

**Carlos Pires Oliveira Dias** | Camargo Corrêa

**Celita Procópio de Araújo Carvalho** | Fundação Armando Alvares Penteado

**Christer Manhusen** | Câmara do Comércio Sueco-Brasileira

**Eduardo Alfredo Levy Junior** | Bexx Banco Corretora de Câmbio

**Erling Sven Lorentzen** | Lorentzen Empreendimentos

**Gregory James Ryan** | Atlantica Hotels International

**John Henry Baber Harriman** | Santander Private Banking

**José Ermírio de Moraes Neto** | Votorantim Participações

**Kelly Gage** | The Curtis L. Carlson Family Foundation

**Klaus Werner Drewes** | Drewes & Partners Corretora de Seguros

**Luis Norberto Paschoal** | Cia DPaschoal de Participações

**Luiz de Alencar Lara** | Lew'Lara\TBWA Publicidade

**Nils Eric Gunnarson Grafström** | Invest Sweden

**Paulo Agnelo Malzoni** | Grupo Víctor Malzoni

**Paulo Setúbal Neto** | Duratex

**Pedro Paulo Poppovic** | Conectas

## FISCAL BOARD

**Fernando de Arruda Botelho** | Participações Morro Vermelho – *in memoriam*

**Sergio Orlando Asís** | SOA Consulting

## RESPONSIBLE AGENCY | GRUPO TV1

**General Direction** | Sergio Motta Mello

**Planning Director** | Selma Santa Cruz

**Executive Director TV1 Conteúdo e Vídeo** | Eliana Arndt

**Content Director Grupo TV1** | Ernesto Bernardes

**Planning Manager** | Ana Lúcia Araújo

**Clients and Projects Manager** | Kate Souza

**Clients Manager** | Cris Porfirio

**Editing** | Fabiana Lopes

**Proofreading** | Diogo Kaupatez, Fernando Rovéri e Sandra Brazil

**Art Direction** | Mairá Moraes

**Designers** | Daniela Sato, Luiz Felipe Gualtieri Monteiro, Nathália Rodrigues

**Image treatment** | Eduardo Jordão

**Production** | Fabiana Baioni

**Graphic production** | Gheisa Baldessin

## TEAM

### Executive Director

**Ana Maria Drummond**

### Director

**Ricardo de Macedo Gaia**

### Operations Manager

**Ana Flávia Gomes de Sá**

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**Itamar Batista Gonçalves**

### Program Coordinators

**Anna Flora Werneck**

**Erika Kobayashi**

**Maria Gorete O. M. Vasconcelos**

### Fund raising Officer

**Vanessa Teramoto Higa**

### Operations Officer

**Tatiana Larizzatti**

### Administrative and Financial Coordinator

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