



CHILDHOOD

PELA PROTEÇÃO DA INFÂNCIA

FUNDADA POR S. M. RAINHA SILVIA DA SUÉCIA

2020 
Activity Report



Message From The Queen

H. M. Queen Silvia of Sweden

Founder and Honorary President,
World Childhood Foundation



“

Today, we have all been benefiting from the wonders of technology. To me, there is nothing more gratifying than making video calls with my grandchildren.

However, although I have that privilege, hundreds of millions of children are being put at risk of suffering violence and other dangers online. Soon I learned that, if there is a way of using technology for criminal or immoral purposes, there is also a way of using technology to protect our children and adolescents.

However, at the end of the day, technology itself cannot win that battle. Everyone – governments, industries and civil society – must come together. Online platform companies must prioritize the security of children and adolescents in the virtual world. And children and adolescents must know that we will protect them rather than offenders. Every minute we wait to take action, thousands of children are suffering. Remember what Nelson Mandela said: “History will judge us for the difference we make in children’s daily lives.”

We cannot tolerate the increase of sexual abuse and exploitation of children and adolescents in the virtual world. We must make it our global priority. And we must act now!”



Reinventing ourselves in view of the Pandemic

Rosana Camargo
de Arruda
Botelho

Chair,
Deliberate Council,
Childhood Brasil



“
*The internet is an
important tool. However,
without proper care,
it can facilitate
sexual exploitation
and abuse.*”

» Even with all the experience **Childhood Brasil** has of fighting the sexual violence against children and adolescents, when 2020 started, we could not imagine the size of the challenge in front of us.

After the pandemic arrived in March, we had to face a new reality never before seen – not only the risk of Covid-19 to the population but also the risk that lockdown would pose to children and adolescents, multiplying increased violence cases among family members and psychological and economic problems. School closures made boys and girls lose contact with adults who protected them, and spending more time at home increased the risk of suffering domestic and sexual violence. In that context, **Childhood Brasil**, as an international organization, took immediate actions in an integrated manner. In April, we launched in our country the “Covid-19 is dangerous for kids too” campaign, created by our Swedish office.

One of the strategies of the World Childhood Foundation for the 2020-2022 biennium already indicated changes in sexual violence as a consequence of the connectivity expansion. Therefore, some of the effects of the pandemic were predictable. More time at home increased the exposure to violence in the digital environment, as the time children and adolescents spent in front of screens surged. Research conducted before the pandemic showed that one out of five children and adolescents between 9 to 17 years old came across sexual content when surfing the internet, in addition to suffering harassment and cyberbullying. The internet is an important tool. However, without proper care, it can facilitate sexual exploitation and abuse.

In the management context, 2020 marked the arrival of a new executive director, Laís Cardoso Peretto, who joined the team at a challenging moment, from working from home to running and directing the institution, which demanded more collaboration from all of us. A similar feeling our partners and board members had by reaffirming their support and commitment during such a difficult year as we tread new paths to defend our cause.

In 2021, despite the difficulties, we are sure that, together, we will continue making a difference and working to change the reality of children and adolescents in Brazil and all over the world.



A year of learning and achievements



Laís Cardoso Peretto
Executive Director,
Childhood Brasil



Families in lockdown and school closures increased the risk of having children and adolescents suffering physical and sexual violence. The cause became bigger, more complex, with different nuances. It raised the bar.”

» Joining **Childhood Brasil** would already be a challenge itself, but doing that in the midst of the major health crisis of the past 100 years, with the entire team working from home, was a unique experience. Families in lockdown and school closures increased the risk of having children and adolescents suffering physical and sexual violence. The cause became bigger, more complex, with different nuances. It raised the bar. In order to face the complexity of such scenario, we had to adapt to new ways of working.

However, the challenging reality also brought up positive possibilities. The virtual environment ended up being an agile tool to reach out to different audiences in unimaginable scale and speed. That is how our Justice Program conducted two important training courses – 100% online – on implementing the Protected Listening Law in the Justice System and Protection Networks, in addition to concluding the creation of the Guide to Implement the General Flow of Protected Listening Law. The year marked the strengthening of “Growing Without Violence”, a TV series made in partnership with Canal Futura that attracted the adhesion of new key supporters.

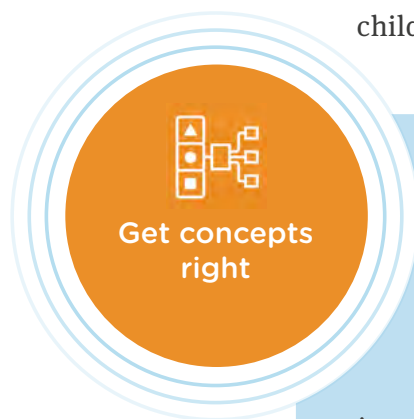
Another good job was the creation of “On the Right Track Space”, a virtual environment designed in 2019, when no one had imagined how 2020 would be. The space is an exclusive area for participating companies of the On the Right Track Program, with contents and guidance to implement the commitments of the *Corporate Pact Against the Sexual Exploitation of Children and Adolescents on Brazilian Highways*. The very operation of the On the Right Track Program was reinvented, implementing workshops, online dynamics, and conceiving an investment plan in technology focused on the communication for the future, to be up-to-date to maintain engagement actions that have always distinguished the program. At the end of the year, the Annual Meeting of the Program was entirely online, with six incredible hours of live content.

“Undoubtedly, 2020 presented many challenges, including financial ones, but **Childhood Brasil** managed to face them successfully, always having the invaluable support of its partners, once we truly believe that alone we wouldn’t be able to make an advance on tackling sexual violence against children and adolescents. There is still a lot of work to be done to prevent and end this serious violence, but we will continue undertaking this mission tirelessly!”



Brazil and sexual violence against children and adolescents

» In general, working with data in Brazil is not an easy task as obtaining and centralizing information is so complex. When it comes to sexual violence, it is no different, making the data available not able to portray the reality of the issue in society. Since the offender usually is a relative or close person to the victim, a barrier is encountered to report the violence suffered, increasing underreporting and making it more difficult to protect boys and girls. Although that type of violation occurs in all social classes, we know that vulnerability factors and issues related to skin color, gender, sexuality, physical disabilities, mental illnesses, socioeconomic status and ethnicity can exacerbate the problem. Lack of information and silencing sexual abuse and exploitation remain as major obstacles to tackle this type of violence against children and adolescents.



Sexual violence

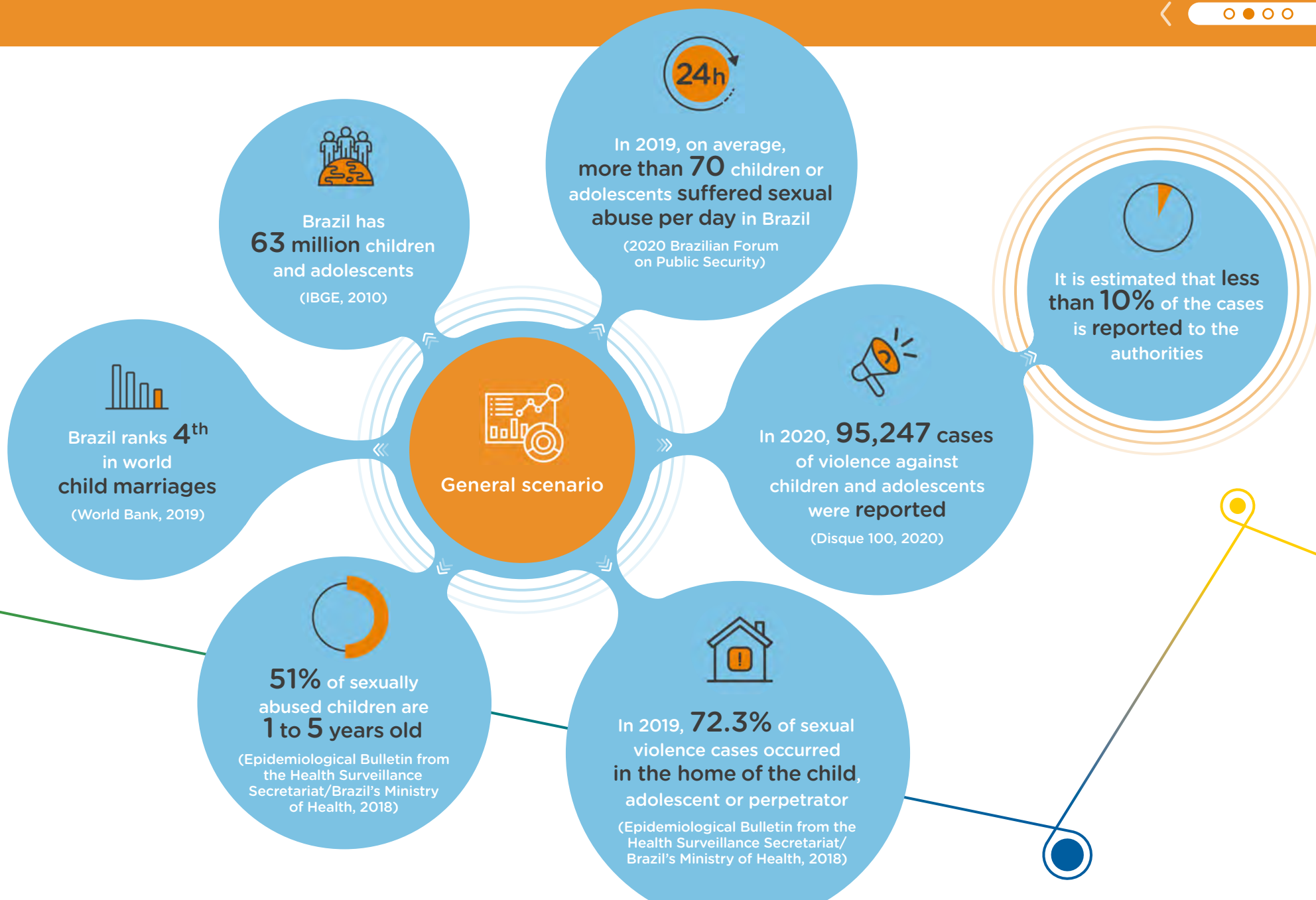
When children and adolescents are induced or forced into sexual practices

Sexual exploitation

A commercial relationship in which sex is the result of an exchange involving money, favors or gifts, and which uses children and adolescents as sexual objects or commodities

Sexual abuse

Children and adolescents are used for the sexual satisfaction of an adult or couples, usually using physical force, through threat or seduction. Can occur within or outside the family





Actual scenario
of the virtual
world

» Although global integration – by means of different technologies – bring a lot of information and opportunities, it can also increase risks to children and adolescents, especially when it comes to sexual violence.



1 out of 3
internet users in the
world is a child or
adolescent
(UNICEF, 2017)



15% of children
and adolescents from 9 to 17
years old **have seen sexual
content** images or
videos on the internet
(TIC Kids Online Brasil
survey, 2019)



18% of adolescents between
11 and 17 years old have
received messages with
sexual content on the
internet
(TIC Kids Online Brasil
survey, 2019)



In 2020, SaferNet Brasil
received more than **96,000**
anonymous reports on **child
pornographic content**
involving 60 countries
(SaferNet Brasil, 2020)



Interpol's database
on child sexual
exploitation has more
than **2.7 million**
images and videos
(Interpol, 2020)



11% of boys and girls
between 9 and 17 years old say
they have already **been asked**
to send nude photos or
videos over the internet
(TIC Kids Online Brasil
survey, 2019)



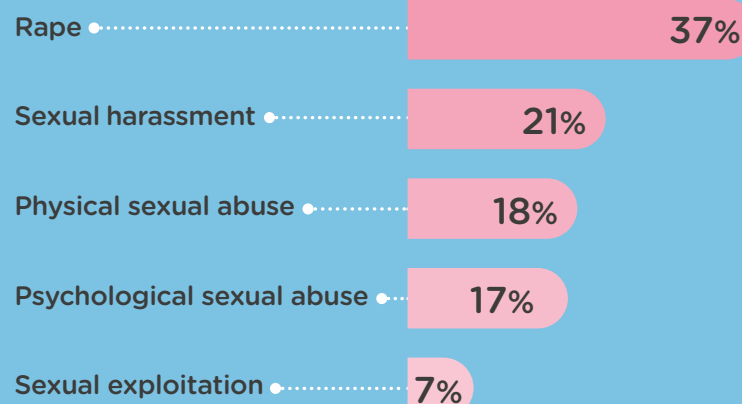
Human rights
hotline in
numbers

DISQUE
DIREITOS
HUMANOS 100

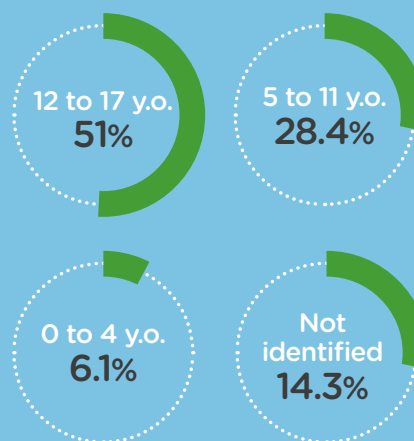
» In 2020, data from the Human Rights Hotline (Disque 100) went through significant changes. In 2019, information on reports of violence against children and adolescents were divided into four fronts: neglect; psychological violence; physical violence; and sexual violence. However, last year, they changed such organization into: physical sexual abuse; rape; sexual exploitation; psychological sexual abuse; and sexual harassment. In the first half of the year, those five categories were grouped under “general violations,” while, in the second half, they were regrouped under the category entitled “Freedom.”

The sexual violence against children and adolescents represented 6% of the total of violence against boys and girls reported in the hotline in 2020.

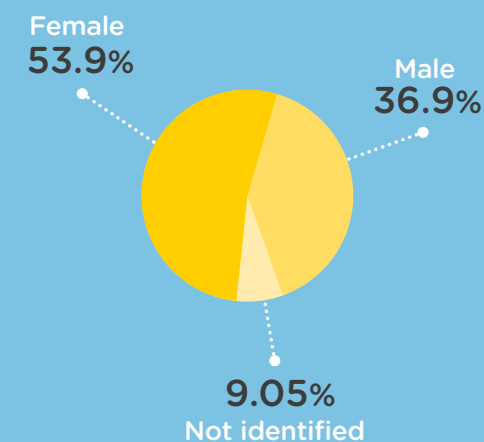
Types of violence against children and adolescents



Gender



Age group





Childhood around the globe

» Established in 1999 by Queen Silvia of Sweden, the World Childhood Foundation (Childhood) has offices in Germany, the United States, Sweden and Brazil. Our work, mission and vision are aligned with the United Nations Sustainable Development Goals (SDGs), three of them in particular:



SDG 5.2



Eliminate all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation

SDG 8.7



Take immediate and effective measures to eradicate forced labor, end modern slavery and human trafficking and secure the prohibition and elimination of the worst forms of child labor, including recruitment and use of child soldiers, and by 2025 end child labor in all its forms

SDG 16.2



End abuse, exploitation, trafficking and all forms of violence against and torture of children



Access the Out of the Shadows Index

An Index that points the way

» The **Out of the Shadows Index**, a study created by The Economist Intelligence Unit, in partnership with the OAK Foundation and the Carlson Family Foundation, was supported by The World Childhood Foundation and other organizations. Launched in Brazil in 2019, during an event held by **Childhood Brasil**, the Index brings information on how 60 countries tackle the issue of sexual abuse and exploitation of children and adolescents, by analyzing data and information from 34 indicators and 132 sub-indicators.

The study is based on four categories: the environment where children are living; legal framework; government commitment and capacity; engagement of industry, civil society and media. When it comes to Brazil, the Index concludes that Brazil has clear laws and institutions committed to tackling sexual abuse and exploitation of children and adolescents. However, there is a need for moving forward to put them into effect.

The **Out of the Shadows Index** is an important source of knowledge and an advocacy tool empowered to engage and mobilize new interlocutors. The study points the way for Brazil to understand its own reality, identify weaknesses and opportunities, and plan for future actions. The sexual abuse and exploitation of children and adolescents can be, in fact, a solved problem.

Index Scores

Overall score

55.4

All countries (average)

52.5

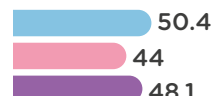
Upper-middle income (average)

62.4

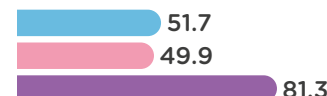
Brazil



» **Environment:** The safety and stability of a country, the social protections available to families and children, and whether norms enable open discussion of the issue



» **Government commitment and capacity:** Whether governments invest in resources to equip institutions and personnel to respond appropriately, and to collect data to understand the scope of the problem



» **Engagement of industry, civil society and media:** The propensity for addressing risks to children at the industry and community levels, as well as providing support to victims



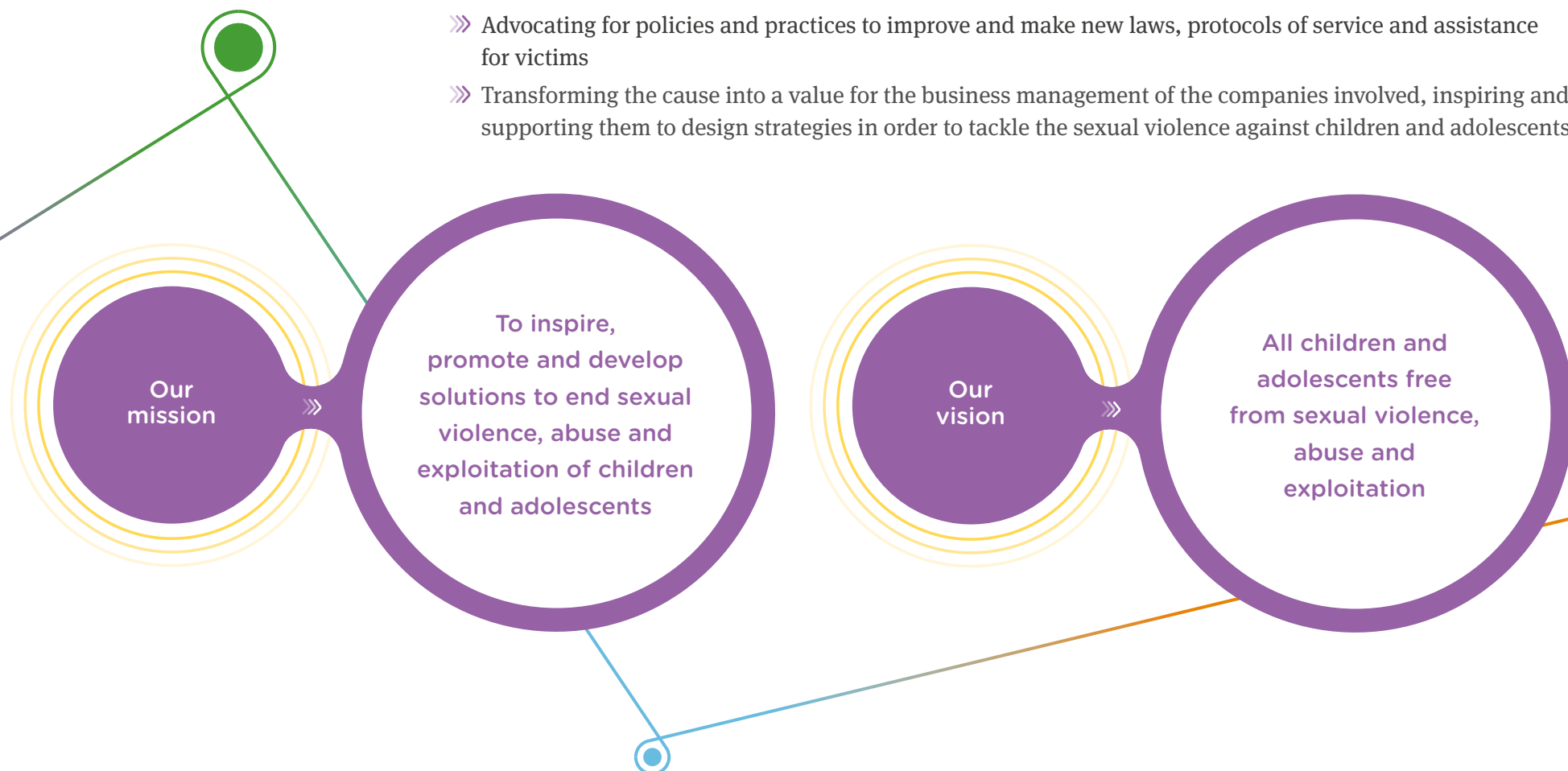
» **Legal Framework:** The degree to which a country provides legal or regulatory protections for children from sexual exploitation or abuse



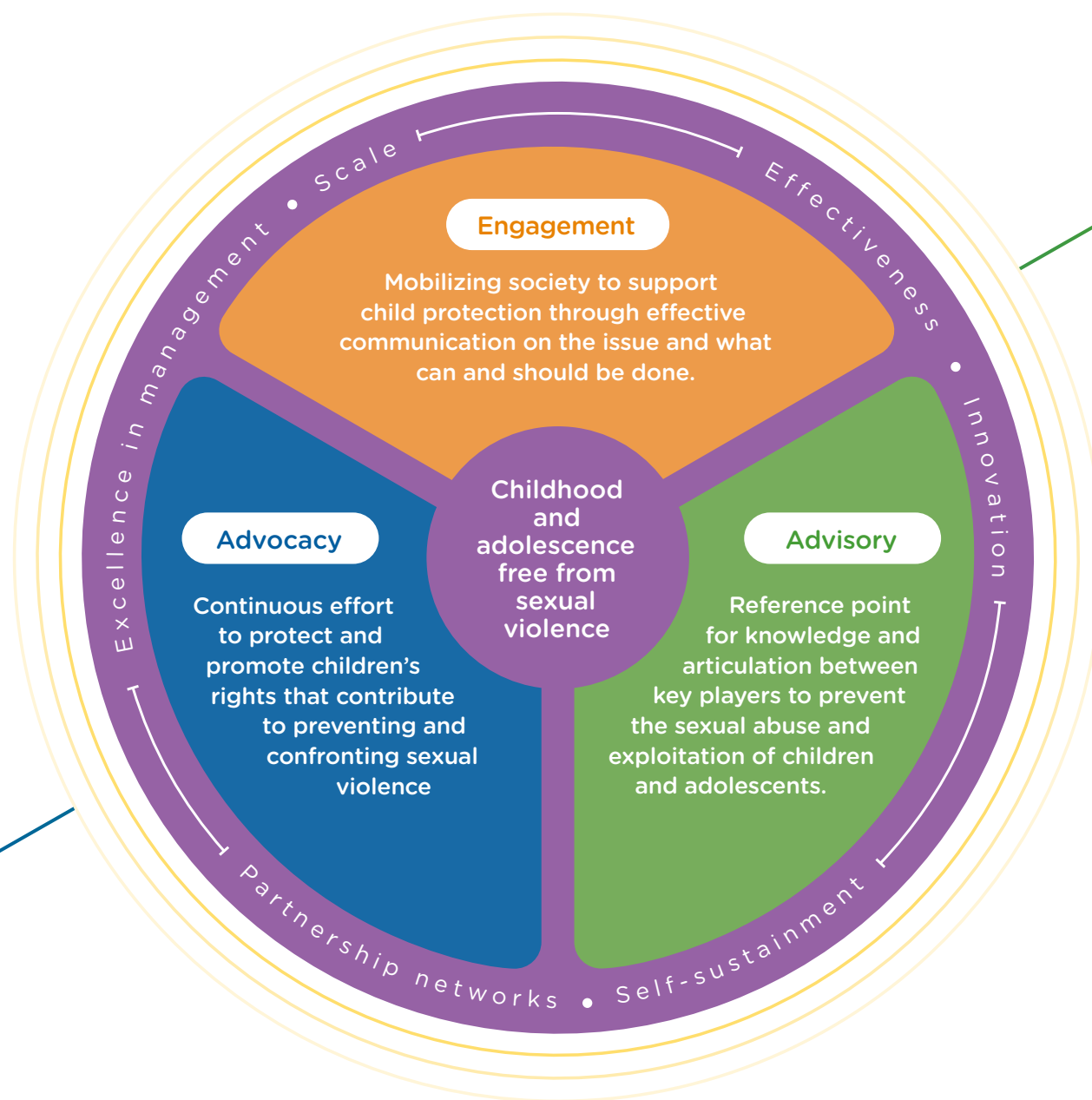
Childhood Brasil's work

Our work encompasses:

- » Sensitizing and engaging society
- » Advocating for policies and practices to improve and make new laws, protocols of service and assistance for victims
- » Transforming the cause into a value for the business management of the companies involved, inspiring and supporting them to design strategies in order to tackle the sexual violence against children and adolescents



We work to bring visibility to the cause, develop and improve public policies that protect children and adolescents in Brazil. Therefore, we operate by means of partnerships, offering information, solutions, tools and strategies of prevention and fight for the cause. We believe that only intersectoral and integrated work within a network can make an impact and promote transforming solutions, making this issue stop being invisible to be addressed with the necessary urgency. We work on three strategic fronts, either to create our programs and actions or to work on the communication of the cause: engagement, advocacy and advisory.





Highlights



More than **R\$89 million** invested in the cause to tackle the sexual abuse and exploitation of children and adolescents



More than **2,000 companies** influenced to engage in tackling the sexual violence against children and adolescents



More than **1,000 special testimony rooms** ongoing in the country



Publication of **83 studies and researches** on the issue, whether independently or in partnership with governmental institutions and others

On the Right Track Program

» The **On the Right Track Program** is an initiative from **Childhood Brasil** gathering governments, industries and civil society to end the sexual exploitation of children and adolescents on Brazilian highways. Created in 2006, the Program is a response to the voluntary public commitment to the *Corporate Pact Against the Sexual Exploitation of Children and Adolescents on Brazilian Highways* and has become a solution for the prevention and risk mitigation of such violation in the private sector. Always focused on the areas of cargo transportation and its logistics, it seeks to engage truck drivers and waterway workers as protection agents of children and adolescents. Along its path, the Program has expanded its work potential, reaching companies from all sectors, reinforcing the public commitment of the *Corporate Pact* aligned with the advances in the debate on Human Rights and the Sustainable Development Goals (SDGs). The On the Right Track Program is increasingly becoming an initiative that brings the social perspective closer to business sustainability.

IN 2020...

The **On the Right Track Program** has been through a major transformation due to the striking pandemic right in the first quarter. The use of technology, mainly virtually, has gained a lot of ground, and the Program has adapted its engagement actions in order to ensure its planning. The support from participating companies to new online proposals was incredible. The possibility of holding webinars and live streams on the protection of children and adolescents against sexual violence in pandemic times began to reach all employees and opened up a new field of experience and learning. The work confirmed the companies' potential to make available the information on prevention and protection of children and adolescents to all of their employees. »



The major challenge was taking the traditional **On the Right Track Program Annual Meeting**, in its 14th edition, to an entirely online format. Supported again by the participating companies, the event counted on 6 hours of live content, with panels and interviews that brought together representatives from the private and public sectors and civil society to discuss strategies for preventing and tackling the sexual exploitation of children and adolescents, aligning – for the first time – the debate of the problem with the ESG movement.



Watch the 14th On the Right Track Program Annual Meeting

Program in numbers in 2020

» **233**
participating
companies

» **132 articulators** of the program in
the companies (focal points)

» **255 multipliers** of the cause

Online training cycle

On the Right Track Communities

Action planned for 2020 that has mobilized maintaining companies in the pandemic year. By means of online meetings, advisory was offered in order to create action plans based on the exchange of experiences. The **On the Right Track Communities** are collective learning spaces dedicated to sharing and developing practices to prevent and tackle the sexual violence against children and adolescents. Based on the **Solutions & Tools Project**, each Community is aimed at a relationship audience of the company: Leadership and Internal Audience; Suppliers; Community and Protection Network. The Communities are made up of Focal Points of the companies committed to the cause and to the construction of solutions to meet the commitments made in the *Corporate Pact Against the Sexual Exploitation of Children and Adolescents on Brazilian Highways*.



Access the
Solutions & Tools Project

#minuteontheroad



Watch the
#minuteontheroad videos

The #minuteontheroad initiative was born from a partnership with singer Sula Miranda, who produced and disclosed educational content to raise awareness among truck drivers on preventive care needed during the pandemic, including physical and mental health. The #minuteontheroad is intended to be an information and engagement channel for cargo transportation professionals, focused on protecting girls and boys against the sexual exploitation on Brazilian highways.

HIGHLIGHT



If you are a participating company, access here

On the Right Track Space

The idea of a virtual relationship space for participating companies took shape in 2019 and was launched in April 2020. The **On the Right Track Space** is an exclusive area for participating companies, easily presenting the contents and guidelines for implementing the commitments of the *Corporate Pact*. With the coronavirus crisis and the migration of many activities to the online environment, the initiative was consolidated as a great solution for companies to have access to the materials that the Focal Point and the Multiplier have available for their work. The contents offered are directly linked to the engagement actions proposed by the Program and include communication materials, movies, videos, releases, studies, as well as institutional information from **Childhood Brasil** and strategic partners of the Program: the **Federal Highway Police** and **SEST SENAT**.

Mapping Project

Carried out by the Federal Highway Police, in partnership with **Childhood Brasil**, the 8th edition of **Mapping** was launched during the 14th On the Right Track Program Annual Meeting. **Mapping** raises points vulnerable to the sexual exploitation of children and adolescents on Brazilian federal highways, used as a preventive tool to guide the qualified and integrated tackling of public services and industries, in addition to repressive operations of the very Federal Highway Police.



Access the 8th edition of Mapping

Major Infrastructure Program

» **Childhood Brasil** has been working in partnership with the private sector since 2005, offering advisory and encouraging production sectors to make public commitments on preventing and tackling the sexual exploitation of children and adolescents. The work consists of mapping risks and mitigating business and value chain impact. The advisory for major infrastructure projects started in 2007, and, ever since, the organization has been accumulating experiences that provided the development of a methodology to face the issue.

IN 2020...

The **Agent for Good** movement, an initiative from **Portocel** in partnership with **Childhood Brasil**, started in 2018 and has continued until 2021. From the initial diagnosis, activities with protection network services were prioritized, the 2020-2030 Municipal Plan for Fighting Violence against Children and Adolescents was created with assistance flows and protocols aligned with Law 13431/2017. The work culminated in September 2020 when Law 4325/20 was passed in the City Council of Aracruz (ES).

For the next year, the action plan foresees the implementation of the Municipal Plan with monitoring meetings, the conduction of online continued training cycles for new participants of the Aracruz protection network services, **Growing Without Violence** project workshops for teacher training, in addition to a Thematic Seminar as a tool for intersectoral mobilization. In the **Portocel** operation, the launch of the **Agent for Good** campaign will take place together with the training of multipliers who will work in the port operation for the protection of children and adolescents against sexual exploitation.



Access the Agent
for Good page

HIGHLIGHT

Integrated prevention of sexual violence against children, adolescents and violence against women



The year marked the beginning of **Childhood Brasil's** advisory in the **LD Celulose's Amadeus Project**, a development located in the region that covers the mining towns of Araguari, Estrela do Sul and Indianópolis. Due to the pandemic, the expected steps were adjusted. The intramural plan was prioritized, intended to implement actions to prevent and tackle the sexual violence against children and adolescents and violence against women in their activities, focused on working together with suppliers and their workers.

The mapping of risks and potentialities of the Amadeus Project, carried out in 2019, enabled the proposal of an action plan based on the creation of a multi-field Steering Committee supported by sensitization workshops and the preparation of training cycles for supplier multipliers. Supported by the communications department, the LD Celulose for the Rights campaign (#WeProtect and #WeRespect) was created, spreading the culture of respect for human rights. In 2021, in addition to maintaining intramural actions, the extramural action plan will start from a situational diagnosis on the scenario of violence and the strengthening of the Municipal Councils for the Rights of Children and Adolescents in Estrela do Sul and Indianópolis.



Justice Program

» The program was designed to protect children and adolescents after the revelation of the violence suffered, working from the moment of notification and assistance provided by the Protection Network to the conclusion of the judicial proceeding. In order to protect children effectively, the program has developed methodologies, parameters and guidelines for a non-revictimizing service; its strategy is to train Protection Network professionals; and, in the Advocacy area, it works to create and strengthen the existing laws.

The very concept of non-revictimizing service originated the Protected Listening Law. The Justice program also works on the articulation – together with the municipalities – in order for them to establish service flows, procedures and protocols to implement the Protected Listening Law. Whenever possible, the municipality should centralize the assistance services in an integrated manner and in a single place.

Program in numbers



» **27 Courts of Justice** have adopted special testimony



» **More than 1,000 special testimony rooms** have been implemented in Brazil



» **More than 80% of perpetrator accountability** for sexual violence against children and adolescents in the municipalities whose jurisdiction implemented Special Testimony rooms

Key differences between Specialized Listening and Special Testimony in Law 13.431/17



Specialized Listening
(Art. 7 of Law 13431/2017)



The procedure for interviewing children or adolescents in situations of violence. The report is limited to the requirements of the exercise

Conducted by the Protection Network agency

Used for assistance and protective measures, when necessary. The report is limited to the requirements of the exercise

Conducted in an appropriate location that ensures safeguarding and privacy for the child

—



Special Testimony
(Art. 8 of Law 13431/2017)



Governed by interview protocols

The procedure for listening to children and adolescents victims or witnesses of violence

Conducted by the police or the courts

Carried out once only in anticipation of evidence production in cases of sexual violence

Conducted in an appropriate location that ensures safeguarding and privacy for the child

IN 2020...

In Vitória da Conquista (BA), if 2019 was the year of the start of the expansion of the integrated assistance venue for children and adolescents, 2020 was the year of the completion of the physical venue of the Integrated Assistance Center, putting together different pieces of public equipment. **Childhood Brasil's** work included the creation of a new flow of integrated assistance and specialized listening procedures for boys and girls victims or witnesses of violence, as well as the training of Protection Networks, according to Law 13431/2017. The experience showed the importance of the political will of local players in accepting the challenge of protecting the victims while providing assistance to them.

In order to implement Law 13431/2017, the Justice Program also had, in 2020, an important meeting with servers and judges from the Court of Justice of Bahia. Virtually held, the event discussed the Special Testimony as part of the actualization of the Protected Listening Law.

Special Testimony and Specialized Listening Course

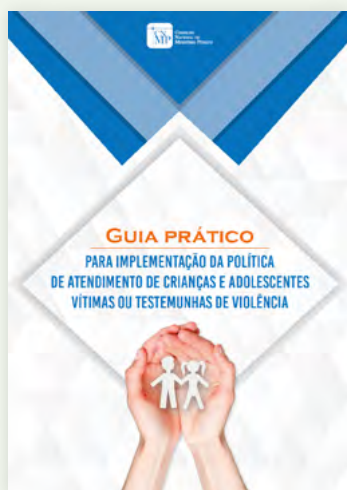


Access the Brazilian Forensic Interview Protocol

In 2020, the Justice Program conducted two important courses regarding the implementation of the Protected Listening Law for the Justice System and Protection Networks. In partnership with the National Justice Council (CNJ), the Training Course in Special Testimony, making use of the **Brazilian Forensic Interview Protocol (PBEF)**, was held virtually in the second half of 2020 for 139 participants. The Brazilian Forensic Interview Protocol is the result of the efforts devoted by **Childhood Brasil** since 2009, used by several Brazilian courts. In 2019, the Brazilian Forensic Interview Protocol was established by the National Justice Council as a national methodology reference for the Special Testimony. The Specialized Listening Course, on the other hand, was held for 300 professionals of the Protection Networks in eight municipalities of the Country. Also conducted online, the course comprised psychologists, teachers, lawyers, social assistants, guardians and professionals from the Justice and public security.

HIGHLIGHT

National Pact for the Implementation of Law 13431/2017



Access the Guide to Implement the General Flow of Law 13431

At the Child and Adolescent Statute's 30th anniversary, **Childhood Brasil** took part in the Work Group that created the **Guide to Implement the General Flow of Law 13431**, the Protected Listening Law. The general flow was created and published in 2019, and, in 2020, the focus was on the consolidation of information from the System for the Protection of Rights. The result is a manual that helps understanding the flow and contributes to its implementation in the Brazilian states and municipalities.

The Work Group to which the organization provided technical collaboration, together with UNICEF Brasil, was coordinated by the Ministry of Justice and Public Security and counted on the participation of the National Justice Council and other ministries from the Federal Government. The Guide portrays, by means of a flowchart, how the several players – who are essential to guarantee such assistance – must interact in order to avoid the revictimization of children and adolescents, in a way to meet their needs and minimally solve the situations of violence they are involved. The flow is intended to present a way to operationalize the system described in the Protected Listening Law.

Protection Network

» The Protection Network must be prepared to avoid sexual violence cases and to know what to do when they occur. Therefore, **Childhood Brasil** works to strengthen the System for the Protection of Rights in order to prevent and fight against sexual violence (Protective Bonds Project), to create actions of sensitization and training (Growing Without Violence Project) and to work together with municipal policies.

IN 2020...

The year marked the conclusion of the “Protective Bonds” Project in Belmonte (BA), developed in partnership with Veracel. A **seminar was held to present and validate the Decennial Plan for Addressing Human Rights Violations against Children and Adolescents** in the municipality, in addition to the feedback to the community on the result of the External Assessment of the Protective Bonds Project. The Decennial Plan, provided by Municipal Law 18/2019, built the flow of integrated assistance for the victims of violence, according to Law 13431/17.

In another work front, the coronavirus crisis and the risks from lockdown made the organization support the research entitled “Sexual violence against children and adolescents in Covid-19 pandemic times,” an initiative of the National Committee. The goal is to diagnose violence situations and provide boys and girls with assistance in five capitals of the Country. The results will be disclosed in 2021.

The “What body is this?” TV series, a partnership between Canal Futura, **Childhood Brasil** and UNICEF, continued disclosing its contents in 2020. Launched in 2018 and focused on the self-protection of children and adolescents, the TV series is an important tool to educate, sensitize and guide families, children and adolescents »



Event before the Pandemic - March 5, 2020



Watch
“What body is this?”

on how to identify and prevent situations of violence – sexual violence in particular. The year also marked the beginning of a new series exclusively online. The new **“What body is this?”** series will be launched in 2021.

“What body is this?” in numbers in 2020



» **33** presentations of
the project, talks and
workshops for sensitization



» **524** teachers and
professionals of the System for
the Protection of Rights trained



» **156** schools
involved

HIGHLIGHT

National Plan for Early Childhood (PNPI)



Created by **Rede Nacional Primeira Infância**, the Plan was launched in 2010 and reviewed and updated in 2020, expected to be effective until 2030, when another review will be conducted. In such update, **Childhood Brasil** worked providing the Plan with contents on sexual violence against children and adolescents. The Plan is a political and technical document aimed at guiding decisions, investments and actions to protect and promote the rights of children during early childhood, relevant period for human life. The issues involving sexual violence against children and adolescents were added to the chapter entitled “Tackling violence against children.”

Tourism

» Business tourism can be a risky environment for the sexual exploitation of children and adolescents. In order to prevent and answer the questions society might have about it, **Childhood Brasil** has established partnerships with AHI (Atlantica Hotels International) and Aldan Group. The organization advises the implementation of actions that sensitize and guide employees on the risks for children and adolescents. Together with AHI, such work gave rise to a Code of Conduct. Awareness campaigns aimed at guests are also conducted, encouraging donations to **Childhood Brasil**.

IN 2020...

The novel coronavirus pandemic affected the work developed with AHI and Aldan Group. Measures to contain the health crisis throughout 2020 have strongly impacted the hotel industry. Many hotels remained closed or served a quite reduced audience.

In February, the organization took part in the **AHI Annual Convention**. On the theme of “Caring More”, the event highlighted the important role of the partnership in having preventive care for children and adolescents against sexual exploitation. Good practices from both hotels advocating for the cause were presented during the Convention.

Webinars held throughout the year kept the partnership alive at such facilities, and, in the second half of the year, sensitization workshops were resumed virtually in order to guide General Managers and Multipliers. The 2020 context has dramatically changed the hotel industry operations, even though, the protection of children and adolescents against sexual exploitation continues being a priority and remain as a value in the management and sustainability of such hotels.



Communications

» The objective of the communications department is to promote the cause in order to make it stop being invisible and engage society in the prevention, protection, tackling and reporting of the sexual violence against children and adolescents. Such work features its proactivity with **communication vehicles**, providing data and information and stepping up as a source around the issue. **Childhood Brasil's** updates and strategies on its own website, social media and several digital platforms increase the reach of contents, conveying information and guidance to the population in general.

Communications in numbers in 2020



Press

- » Interviews: **58**
- » Texts: **41**
- » Press highlights: **956**, a **21% increase** compared to 2019
- » Result of **R\$8,446,505.02** in spontaneous media, a **101% growth** compared to the previous year



Social Media and Website

- » Post reach: **28.8 million** views
- » New followers: **20,817**
- » Website visits: **539,000**, a **234% increase** compared to 2019
- » Interactions: **361,000**
- » Live streams: **31** performed



Childhood Brasil had almost 1,000 press highlights in 2020





Watch the #AtHomeWithoutViolence campaign video



Watch the video of the campaign that marked the 30th anniversary of the Child and Adolescent Statute (ECA)



IN 2020...

In the year when social isolation became necessary to curb the contagion of the coronavirus, the Communications department reinvented itself and quickly responded to the increasingly digital demands – both internal and external – to raise awareness of the new reality and how it would affect the lives of children and adolescents. Thus, one of the milestones of the year was conducting and participating in live streams and webinars. On social media, the continued partnership with the ABIHPEC Institute was fundamental to invest in Facebook and Instagram posts, as well as with Google via credits on Google Ad Grants – both partnerships that have increased the visibility of the issue in the digital environment focusing on society in general.

In April – less than a month after the beginning of social isolation –, **Childhood Brasil** launched the “Covid-19 is dangerous for kids too” campaign, a joint effort with other Childhood offices on the risks of violence against children and adolescents during social isolation.

The organization also participated in and supported other campaigns from different partners such as [#AtHomeWithoutViolence](#), which warned about the risks of domestic and online violence against girls and boys. In partnership with Canal Futura and UNICEF Brasil, the campaign offered tips to protect children at home and showed them how to report. As a result of this campaign, an action was taken and it marked the [30th anniversary of the Child and Adolescent Statute \(ECA\)](#), celebrating this important milestone and its central role in defending the rights of girls and boys in the Country. **Childhood Brasil** also translated and brought to Brazil the campaign warning about Covid-19 risks created by End Violence Against Children, with tips on how to spend quality time with children and adolescents during quarantine. >>>





Watch the “Online Safety for Children and Adolescents: dangers and opportunities” webinar

Still on the dangers of violence in the digital environment, **Childhood Brasil** translated into Portuguese the Report of the UNESCO Broadband Commission and the International Telecommunication Union (ITU) for Sustainable Development. The document provides information on technology, internet and access for children and adolescents and seeks to raise awareness about prioritizing online safety and security. The report was launched in the **“Online Safety for Children and Adolescents: dangers and opportunities” webinar**, carried out in partnership with UNESCO Brazil and the ITU. The event, which was part of the agenda of the International Week for Universal Access to Information (09/28 to 10/02), had the opening of H.M. Queen Silvia of Sweden, moderated by journalist Sandra Annenberg, and supported by the Brazilian Association of Radio and Television Broadcasters (ABERT) and the National Newspaper Association (ANJ).

Webinar in numbers



» **11,713** profiles

watched the live broadcast of the event



» **160,000** profiles

viewed the content related to the event and social media posts from **Childhood Brasil** and partners



HIGHLIGHT

Covid-19 is dangerous for kids too



Created by the Childhood office in Sweden, the “**Covid-19 is dangerous for kids too**” campaign was adapted by **Childhood Brasil** and launched in the Country in April.

The objective was warning about the increase in cases of domestic and online violence due to lockdown at home and aggravated by school closures, a space where professionals can perceive signs of violence suffered at home and where children and adolescents can feel more confident to report possible cases.

The campaign highlighted that social isolation – an important measure to curb the proliferation of the coronavirus – can expose boys and girls to situations of greater vulnerability. Either for adults or children and adolescents, the campaign provided tips on protection and safety inside and outside the digital environment. A special page about the campaign was created on the organization’s website, while ads in newspapers and magazines and social media related contents provided guidance on the issue throughout the year. Not only publicity on the communication channels, the campaign also had the **special participation of Queen Silvia of Sweden**, who recorded a video, in Portuguese, reinforcing the importance of care during the pandemic.

In May and June 2020, the social media campaign reached almost 2 million users, an all-time record in the history of the organization. One of the first videos of the campaign has already reached 96,000 users on **Childhood Brasil**’s Instagram account.



Watch the message from Queen Silvia of Sweden

Events, Participations and Campaigns

» **Childhood Brasil** holds and participates in events aimed to mobilize and sensitize from makers of public policies, leaderships, opinion-makers and the press to families and professionals who work with children and adolescents in the protection networks. Our 2020 plans were ambitious. However, the coronavirus pandemic changed everything. Even though, important events and campaigns were carried out for fundraising, renewing our commitment to the cause together with the partners of the organization. Check out the highlights below:

February

» The Atlantica Hotels International (AHI) Annual Convention, on the theme of “Caring More”, highlighted the important role of the partnership in preventive care towards children and adolescents against the sexual exploitation present in business tourism

» In-person lecture on safe internet for Sedes Sapientiae Institute

March

» Beginning of the partnership between **Childhood Brasil** and OVO Project. Created by Ana Khouri, the project sells used clothes and donates 100% of the amount sold to institutions working on healthcare, education, environment and social fields

May

» Ara Vartanian Mother's Day action donated part of the sales to **Childhood Brasil**

» The live stream with the National Human Rights Ombudsman Office (Disque 100) addressed the importance of crime reporting hotlines on the sexual violence against children and adolescents and the agency's strategies in providing assistance during the pandemic

» May 18th, National Day on the Fight Against the Sexual Abuse and Exploitation of Children and Adolescents live stream, held in partnership with the Federal Highway Police (PRF)



May

» «A Crime Amongst Us» documentary launch, produced by Liberta Institute, with technical support from **Childhood Brasil**

» Orange May Webinar on the Mapping Project, carried out with the National Secretariat for the Rights of Children and Adolescents and the Federal Highway Police. The Mapping Project points out the places that are vulnerable to the sexual exploitation of children and adolescents on Brazilian federal highways

» In the municipality of Vitória da Conquista (BA), event for the creation of the Municipal Committee of Commissioned Officers on the Social Care and Protection Network for Children and Adolescents Victims or Witnesses of Violence

July

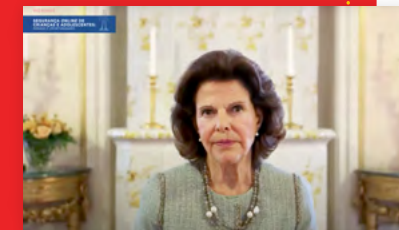
» Brazilian Forensic Interview Protocol (PBEF) launch, in partnership with the National Justice Council and UNICEF and with the participation of H.M. Queen Silvia. The Brazilian Forensic Interview Protocol was established by

the National Justice Council as a national methodology reference for the Special Testimony



» Live stream with Dr. Ana Escobar entitled “How to protect children and adolescents in pandemic times”

September



» “Online Safety for Children and Adolescents: dangers and opportunities” webinar, held in partnership with UNESCO Brazil and the ITU to discuss the risks of online violence

October

» Online training course for journalists on the theme of “Early Childhood First – Journalism & Elections,” promoted by the Maria Cecilia Souto Vidigal Foundation

» 1st Auction of Arts, Antiques and Rare Wines in aid of **Childhood Brasil**, with fundraising for projects of the organization



November

» Meeting of the UN Global Compact Brazil at which the national consultation on SDG 16 took place: Peace, Justice and Effective Institutions

» Contemporary Art Auction in aid of **Childhood Brasil** & Horizontes, with donations for childhood protection projects



December

» Voir Couture clothing brand launched the exclusive T-Shirt Dream print, whereas 100% of the revenue raised was donated to **Childhood Brasil's** projects



» Tiffany & Co. Supportive Sale and Oportunidade do Bem event: The jewelry brand and Bazar Última Oportunidade promoted special sales to raise funds for projects from **Childhood Brasil** and Julita Foundation

» 14th edition of the On the Right Track Program Annual Meeting, held for the first time in a totally virtual format, with six hours of live content



» Event at Casa Fasano's Christmas Market, with the sale of T-shirts from Printing and the donation of the funds raised to **Childhood Brasil**

In 2020, Childhood Brasil kept important partnerships with actions all year long

» Brazilian Coalition for the End of Violence Against Children and Adolescents

Formed by organizations, forums and networks dedicated to preventing and tackling the violence against children and adolescents in Brazil, the Brazilian Coalition was born in 2017, when it started articulating the federal government's adherence to the Global Partnership to End Violence Against Children – an initiative launched by the United Nations. Brazil joined the Global Partnership in 2018, as did the city of São Paulo and Pelotas (RS) soon after.

In 2020, through **Childhood Brasil**, which has been playing a leading role in the group, the Brazilian Coalition received funding from the Global Partnership and hired a consultant to monitor the activities expected from Brazil and the two pioneer cities and to articulate the members involved. The year marked the support of the Global Partnership in planning local projects in both pioneer cities.

» doTerra

Childhood Brasil and doTerra, world leading brand in essential oils and aromatherapy, strengthened their partnership in 2020 for an important campaign. Throughout the year, all the net profit generated from the sales of Hope™ Touch essential oil was donated to the projects of the organization. Funding has been invested in the creation and support of programs and partnerships to tackle the sexual violence against children and adolescents, to encourage the engagement of society in the cause and to conduct research on such issue. The partnership was renewed for 2021.

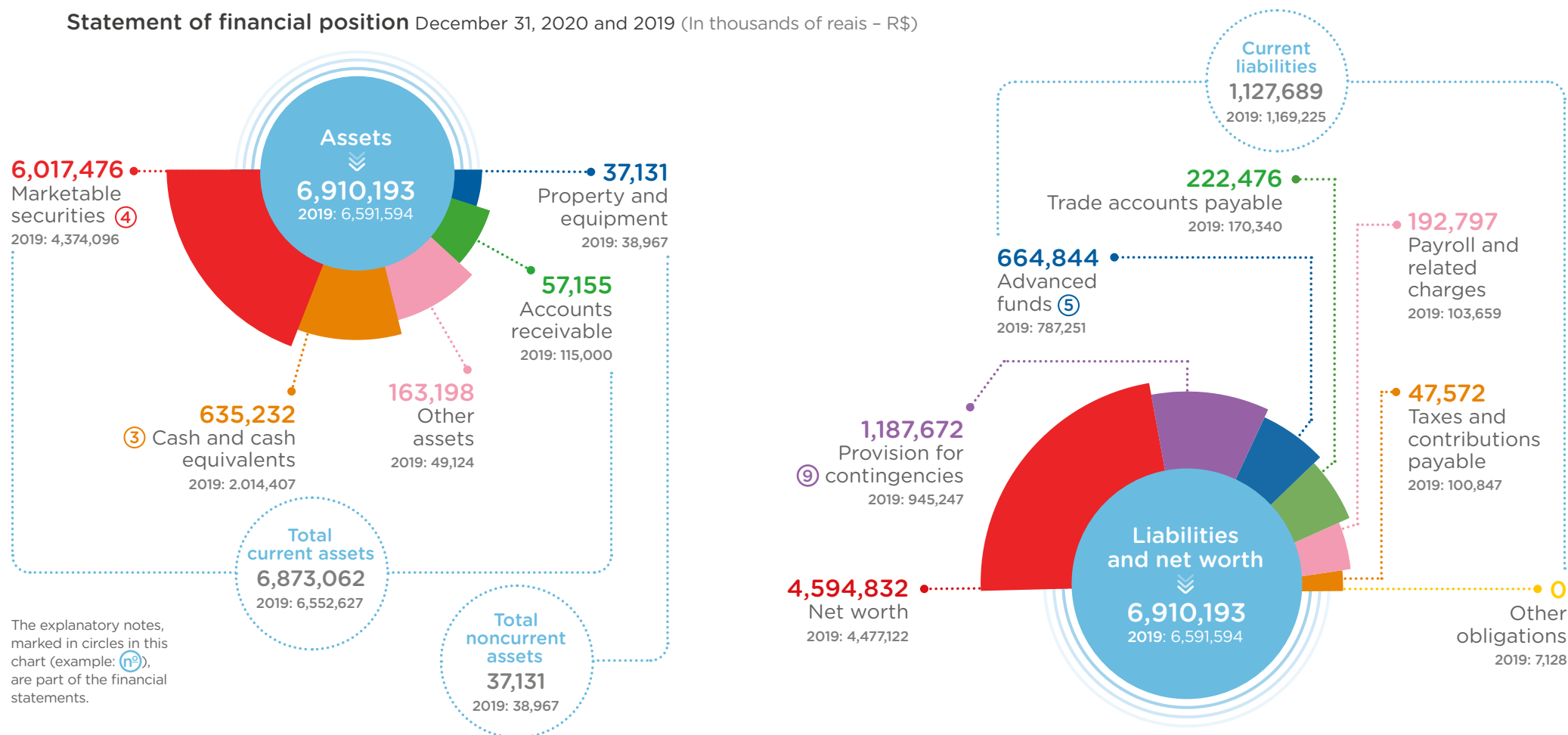


» Thematic Network for the Protection of the Rights of Children and Adolescents

Since 2017, **Childhood Brasil** is part of the Thematic Network for the Protection of the Rights of Children and Adolescents of the Group of Institutes, Foundations and Enterprises (GIFE). **Childhood Brasil** belongs to the coordination of the Thematic Network together with Santander and Alana Institute. In 2020, due to social isolation and school closures caused by the pandemic, the network focused on violence against children and adolescents. All information and campaigns produced on the issue were made available on GIFE's portal, expanding the reach of the message.

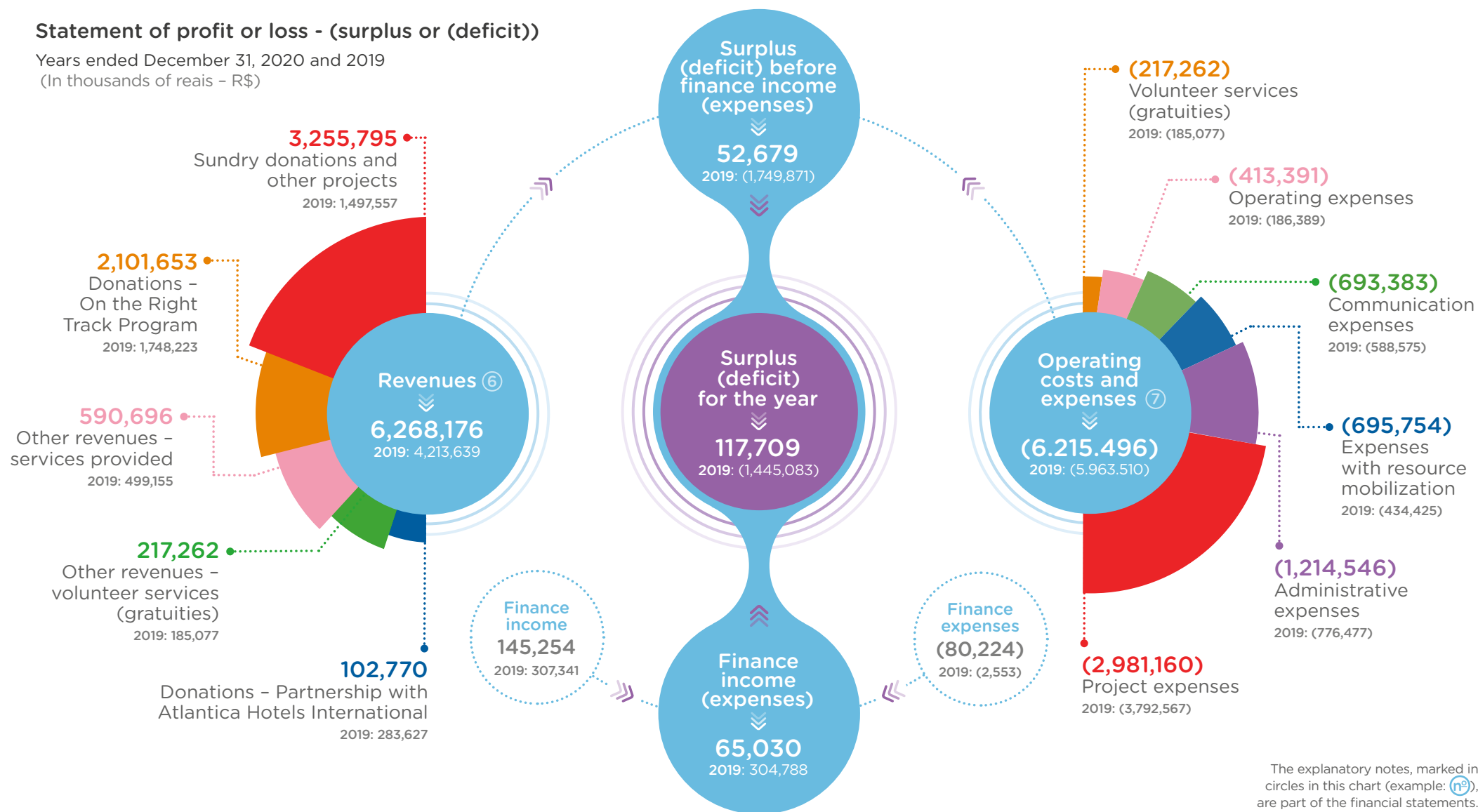
Key financial indicators

Statement of financial position December 31, 2020 and 2019 (In thousands of reais – R\$)



Statement of profit or loss - (surplus or (deficit))

Years ended December 31, 2020 and 2019
(In thousands of reais - R\$)



from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with Brazilian and International Standards on Auditing, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identified and assessed risks of material misstatements of the financial statements, whether due to fraud or error, designed and performed audit procedures responsive to those risks, and obtained audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtained an understanding of internal control relevant to the audit 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.
- Evaluated the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Concluded on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Institute's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report.

However, future events or conditions may cause the Institute to cease to continue as a going concern.

- Evaluated the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the corresponding transactions and events in a manner that achieves fair presentation.
- Obtained sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the Group to express an opinion on the financial statements. We are responsible for the direction, supervision and performance of the group audit. We remain solely responsible for our audit opinion.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we may have identified during our audit.

São Paulo, May 14, 2021.

ERNST & YOUNG
Audidores Independientes S.S.
C-2SP034519/O-6



Cezar Augusto Ansoain de Freitas
Accountant CRC-1SP246234/O-0

» STATEMENT OF FINANCIAL POSITION

December 31, 2020 and 2019 (In thousands of reais – R\$)

Assets	Note	2020	2019
Current assets			
Cash and cash equivalents	3	635,232	2,014,407
Marketable securities	4	6,017,476	4,374,096
Accounts receivable		57,155	115,000
Other assets		163,198	49,124
Total current assets		6,873,062	6,552,627
Noncurrent assets			
Property and equipment		37,131	38,967
Total noncurrent assets		37,131	38,967
Total assets		6,910,193	6,591,594

See accompanying notes.

Liabilities and net worth	Note	2020	2019
Current liabilities			
Trade accounts payable		222,476	170,340
Payroll and related charges		192,797	103,659
Taxes and contributions payable		47,572	100,847
Advanced funds	5	664,844	787,251
Other obligations		-	7,128
Total current liabilities		1,127,689	1,169,225
Provision for contingencies	9	1,187,672	945,247
Total noncurrent liabilities		1,187,672	945,247

Liabilities and net worth	Note	2020	2019
Equity			
Net worth		4,594,83	4,477,122
Total liabilities and equity		6,910,193	6,591,594

See accompanying notes.

» STATEMENT OF PROFIT OR LOSS - (SURPLUS OR (DEFICIT))

Years ended December 31, 2020 and 2019

(In thousands of reais – R\$)

	Note	2020	2019
Revenues			
Donations – On the Right Track Program		2,101,653	1,748,223
Donations – Partnership with Atlantica Hotels International		102,770	283,627
Sundry donations and other projects		3,255,795	1,497,557
Other revenues – services provided		590,696	499,155
Other revenues – volunteer services (gratuities)		217,262	185,077
Total revenues	6	6,268,176	4,213,639
Operating costs and expenses			
Project expenses		(2,981,160)	(3,792,567)
Expenses with resource mobilization		(695,754)	(434,425)
Volunteer services (gratuities)		(217,262)	(185,077)
Operating expenses		(413,391)	(186,389)
Administrative expenses		(1,214,546)	(776,477)

	Note	2020	2019
Communication expenses		(693,383)	(588,575)
Total operating costs and expenses	7	(6,215,496)	(5,963,510)
Surplus (deficit) before finance income (expenses)		52,679	(1,749,871)
Finance income (expenses)			
Finance income		145,254	307,341
Finance expenses		(80,224)	(2,553)
		65,030	304,788
Surplus (deficit) for the year		117,709	(1,445,083)

See accompanying notes.

STATEMENT OF CHANGES IN EQUITY

Years ended December 31, 2020 and 2019

(In thousands of reais – R\$)

	Net assets	Accumulated surplus (deficit)	Total
Balances at December 31, 2018	5,747,699	174,506	5,922,205
Deficit for the year	-	(1,445,083)	(1,445,083)
Incorporation of the deficit into net worth	(1,445,083)	1,445,083	-
Balances at December 31, 2019	4,477,122	-	4,477,122
Surplus for the year	-	117,709	117,709
Incorporation of the surplus into net worth	117,709	(117,709)	-
Balances at December 31, 2020	4,594,831	-	4,594,831

See accompanying notes.

STATEMENT OF CASH FLOWS - INDIRECT METHOD

Years ended December 31, 2020 and 2019

(In thousands of reais – R\$)

	Note	2020	2019
Cash flows from operating activities			
Surplus (deficit) for the year		117,709	(1,445,083)
Adjustments to reconcile surplus (deficit) for the year			
Depreciation and amortization	7	9,346	15,833
Provision for labor contingencies	7	242,425	220,837
Changes in assets and liabilities			
Accounts receivable		57,845	(94,027)
Other assets		(114,074)	121,857
Trade accounts payable		52,136	(18,989)
Payroll and related charges		89,138	(12,120)
Taxes and contributions payable		(53,275)	(3,894)
Advanced funds		(122,407)	581,891
Other obligations		(7,128)	(151)
Net cash flows from (used in) operating activities		271,715	(633,846)
Cash flows from investing activities			
Acquisition of property and equipment		(7,510)	(25,130)
Marketable securities, net		(1,643,380)	(443,904)
Net cash flows used in investing activities		(1,650,891)	(469,034)
Cash flows from financing activities		-	-
Increase in cash and cash equivalents for the year		(1,379,175)	(1,102,880)

	Note	2020	2019
Cash and cash equivalents at beginning of year		2,014,407	3,117,287
Cash and cash equivalents at end of year		635,232	2,014,407

See accompanying notes.

» NOTES TO THE FINANCIAL STATEMENTS

December 31, 2020

(Amounts expressed in reais - R\$)

1. Operations

Instituto WCF - Brasil (the “Institute”), founded on November 24, 1999, is a nonprofit organization with main offices at Rua Funchal, nº 513, Conjunto 62, Vila Olímpia, São Paulo - SP, primarily engaged in: (a) strengthening the development of children and young adults deprived of their basic rights; and (b) providing services to satisfy the basic needs of these children and young adults, as well as offering opportunities for these individuals to fully develop their potential and become competent citizens.

The Institute meets the requirements of item VI, subitem “c”, article 150, of the 1988 Brazilian Federal Constitution, and Law No. 9790/99, also known as “Third Sector Law”, regulated by Decree No. 3100/99, and qualifies, in accordance with the Ministry of Justice, as a Public Interest Non-governmental Organization (OSCIP).

Impacts of COVID-19 on the Institute’s operations

With the beginning of the COVID-19 pandemic, the Institute implemented a Risk Committee comprising the director, managers and the financial coordinator, responsible for the monitoring and analysis of events related to the pandemic. Accordingly, several sanitary measures for the prevention and mitigation of

COVID-19 have been adopted and are still in effect, in compliance with the rules and policies established by national and international health authorities on the safety of people, society and the Institute’s operations.

Several preventive and incidence measures were implemented, such as: protocol for suspicious cases and incidence, review of cleaning measures and procedures, cancellation of internal and external events to avoid crowding people, closing of lounges and shared spaces, implementation of remote work and meetings, among other measures.

Additionally, management analyzed any impacts on its estimates, judgments and assumptions that could affect the measurement of provisions presented in the financial statements, in addition to the realization of financial assets currently held in prime banks. It also analyzed the relationship with suppliers and partners, and no significant effects were identified that should be reflected or even disclosed in the financial statements for the year ended December 31, 2020.

2. Presentation of financial statements and summary of significant accounting policies

Significant accounting policies used to prepare these financial statements are described below. These policies have been consistently adopted in all the years presented.

2.1. Basis of presentation and preparation of financial statements

Statement of compliance

The financial statements were prepared and are presented in accordance with the accounting practices adopted in Brazil applicable to nonprofit organizations (ITG 2002 (R1)) and disclose all relevant information specific to the financial statements, which is consistent with that used by management.

Basis of preparation

The financial statements of the Institute were prepared under the historical cost convention, unless otherwise stated.

Functional and presentation currency

Items included in the financial statements of the Institute are measured using the currency of the main economic environment in which the Institute operates (“functional currency”). The financial statements are presented in Brazilian Reais (R\$), which is both the functional and the presentation currency of the Institute.

Use of estimates and judgments

Preparation of the financial statements in accordance with the accounting practices adopted in Brazil applicable to nonprofit organizations (ITG 2002 (R1)) requires that management make judgments and estimates and adopt assumptions that affect the application of accounting policies and amounts disclosed referring to assets and liabilities, revenues and expenses. Actual results may differ from these estimates.

Estimates and assumptions are reviewed on an ongoing basis. Reviews of accounting estimates are recorded in the period in which such estimates are reviewed and in any future periods affected.

2.2 Significant accounting practices adopted

Summary of significant accounting policies adopted by the Institute is as follows:

a) Assets and liabilities

Amounts receivable and payable in the course of the subsequent year are classified as current assets and liabilities, respectively.

b) Donations and contributions

Donations and contributions received that aim at sponsoring specific programs and projects are recorded in P&L and accrued based on the realization of the expenses on each assistance program. Donations received for unrealized projects remain recorded under “Advanced funds”.

Donations and contribution received that have no specific destination are recorded under “Sundry donations and other projects” when effectively received.

c) Cash and cash equivalents

These comprise cash, demand accounts and short-term investments maturing within 90 days, or subject to repurchase agreements, readily convertible into cash and posing low risk of change in value.

d) Marketable securities

These are stated at cost, plus agreed-upon remuneration, recorded proportionally until reporting date or at market value, if this value is lower.

e) Property and equipment

These are stated at acquisition cost, less accumulated depreciation and/or impairment losses, as the case may be. The Institute uses the straight-line depreciation method defined based on the estimated useful life of each asset or asset component. The amount subject to depreciation, useful life of the assets and depreciation method are reviewed at the financial statement closing date and adjusted on a prospective basis, if required.

f) Accrued vacation payable and related charges

These are computed based on employee compensation and rights vested at the financial statement closing date, including one-third vacation bonus legally imposed and related charges.

g) Expenses

These are recorded as incurred, on an accrual basis.

h) Use of estimates

Preparation of the financial statements in accordance with the accounting practices adopted in Brazil applicable to nonprofit organizations (ITG 2002 (R1)) requires that management uses estimates for recording certain transactions that affect the assets, liabilities, revenues and expenses of the Institute, as well as disclosure of financial statement information. The results of these transactions and information, upon their effective realization in subsequent periods, may differ from these estimates. Major estimates relating to the financial statements refer to the calculation of provision for contingencies and useful life of property and equipment items.

i) Provisions

Provisions are recorded when the Institute has a present (legal or constructive) obligation arising from past events, the settlement of which is expected to result in an outflow of economic benefits, in an amount that can be reliably estimated.

In the event of a series of similar obligations, the likelihood of settling such obligations is calculated taking into consideration the class of obligations as a whole. A provision is recorded even if the likelihood of settlement relating to any individual item included in the same class of obligations is small.

Provisions are measured at present value of the expenses that are likely to be required to settle the obligation, using a pre-tax rate that reflects current market valuations of the time value of money and the specific risks of the obligation. The increase in the obligation due to the passage of time is recorded as finance expenses.

j) Trade accounts payable

Trade accounts payable are liabilities payable for goods acquired or services received from suppliers in the ordinary course of activities, classified under current

liabilities if their payment is due within one year. Accounts payable are otherwise stated as noncurrent liabilities. They are usually recognized at the amount of the corresponding invoice.

k) Calculation of surplus (deficit)

Surplus (deficit) is recognized on an accrual basis. Surplus for the year will be included in net assets in accordance with legal and statutory requirements, since surplus will be fully applied in the Brazilian territory, for maintaining and developing the institutional objectives of the Institute and in accordance with Resolution No. 1409/12, which approved ITG 2002 (R1).

l) New standards, amendments and interpretations

There were no significant amendments to standards and interpretations applicable to nonprofit organizations in the year, considering the accounting practices currently used by the Institute.

3. Cash and cash equivalents

Cash and cash equivalents are as follows:

	2020	2019
Cash and banks (a)	3,192	253,435
Banks - amounts for specific projects (b)	569,579	787,251
Short-term investments (c)	62,461	973,721
Total	635,232	2,014,407

a) Petty cash and balances in current accounts in the national banking system (Bradesco and Itaú) for the payment of fixed, administrative and surplus cash expenses for projects already carried out, without the commitment to return them to the donating counterparties.

b) Funds for projects financed by partnerships between the Institute and independent donors. These balances are fully classified as "Advanced funds" in current liabilities and their

respective recipients are duly identified in Note 5.

c) Short-term investments are readily convertible into a known cash amount, subject to low risk of change in value and refer to Bank Deposit Certificates and repurchase operations remunerated at rates ranging from 90% to 98% of the Interbank Deposit Certificates (CDI) (75% to 95% of CDI at December 31, 2020).

4. Marketable securities

These are represented by investment fund shares with an average yield of 94.4% of CDI in 2019. In 2020, the Institute transferred its investments to CDB-DI.

Marketable securities are as follows:

	2020	2019
Marketable securities (a)	6,017,476	4,374,096
Total	6,017,476	4,374,096

a) Part of the total amount in 2020 - R\$95,265 - refers to funds for projects financed by partnerships between the Institute and independent donors. These balances are fully classified as "Advanced funds" in current liabilities and their respective recipients are duly identified in Note 5.

5. Advanced funds

These are related to funds from donations for projects in the process of being carried out and, thus, not recognized in profit or loss (surplus (deficit) for the year).

In 2019, Management obtained consent from the Carlson Family Foundation to use the surplus from the Olympics Project in other projects, as follows: Carlson Specialized Listening; Carlson On the Right Track Program and Carlson Communication, the surplus was appropriated for the absorption of administrative expenses that comprise P&L for 2019.

In 2020, the funds corresponding to Specialized Listening and Communication

were invested, with the balance allocated to the On the Right Track Program and held as advanced funds to be realized in 2021.

Breakdown of advanced funds is as follows:

Donators and projects	2020	2019
ABIHPEC - Investment in media - communication	-	43,508
Aldeias Infantis SOS Brasil (j)	33,552	8,002
BID Invest (f)	6,212	-
Carlson - Specialized Listening Project (e)	-	11,336
Carlson - On the Right Track Program - Safe Travel Campaign (e)	38,751	38,751
Carlson - Communication Plan (e)	-	48,442
Facebook - "What internet is this?" project	-	97,000
Itaú Social - 2020 Institutional Support Project	-	200,000
LD Celulose S.A. - Major Infrastructure Program (a)	54,818	6,735
On the Right Track Program 2020 (k)	-	304,480
On the Right Track Program 2021 (k)	181,090	-
Portocel Terminal Esp, de Barra do Riacho S/A (a)	62,603	13,076
SWISS Philanthropy	133,734	-
UNICEF - End Violence Against Children	146,081	-
UNICEF - Specialized Listening	8,003	-
Veracel Celulose S/A (b)	-	15,921
Total	664,844	787,251

6. Revenues from donations and services provided

Donations - On the Right Track Program: (k)	2020	2019
Aeroportos Brasil Viracopos S/A	26,400	-
Aerosoft Cargas Aéreas Ltda	5,280	4,800
Agricopel Com de Derivados de Petróleo Ltda	5,280	-
Akzo Nobel Pulp and Performance Quím. Bahia Ltda	-	6,052
Amaggi Exportação e Importação Ltda.	73,360	58,038
Ambipar Logistics Ltda	6,600	-
Andrade Transportes Rodoviários Ltda	8,800	8,000
Antonio Luiz Pereira & Cia Ltda	4,224	3,840
Aranão Transportes Rodoviários	6,600	6,000
Arthur Lundgren Tecidos S/A - Casas Pernambucanas SP	8,800	8,000
Ativa Distribuição e Logística Ltda.	4,800	5,600
Axon Transportes S.A.	5,280	5,200
BBM Logística S.A.	8,800	8,000
Bendini Logística Ltda	4,224	-
Braskem S.A.	39,600	24,000
Bravo Serviços Logísticos Ltda	5,280	4,800
BRF S.A.	-	36,000
BRLOG Logística Ltda	5,610	4,800
Budel Transportes Ltda	5,280	6,149
Bull Log Transp. Nacionais e Internacionais Ltda	3,762	1,440
Buonny Projetos e Serviços de Riscos Securitários Ltda	5,280	4,800
CA Rezende Transportes Ltda	3,168	3,840
CAED Logística e Transporte Ltda	7,066	6,957

Donations - On the Right Track Program: (k)	2020	2019
Cargas e Transportes Alto Horizonte	2,376	2,880
Cargill Agrícola S.A.	14,308	12,650
Cargo Modal Transportes Serviços e Locação Ltda	5,280	3,840
Cargo Polo Com Log e Transportes	3,168	2,880
Carsten Serviços e Transportes EIRELI	3,168	-
Carvalima Transportes Ltda.	-	2,880
Centrais Elétricas Brasileiras S.A. Eletrobras	39,600	-
Centrais Elétricas de Santa Catarina S.A.	13,200	17,000
Cesari Logística Ltda	6,600	6,000
Champion Log Transportes Ltda-ME	4,224	2,880
Cia Ultragaz S.A.	26,400	12,000
CNS 2010 Transportes Rodoviários de Cargas	-	2,880
Companhia Vale	132,000	-
Cofco Internacional Transportes Ltda	8,800	1,550
Comando Logística e Transportes Ltda	4,224	3,680
Comercial Pivato Ltda	4,418	1,920
Comtrasil Comércio e Transportes Ltda	5,280	5,200
Concessionária Ayrton Senna Carvalho Pinto	3,960	4,000
Concessionária de Rodovias Minas Gerais Goiás S.A.	3,960	6,000
Concessionária Ecovia Caminho do Mar S.A.	3,960	4,000
Concessionária Ecovias dos Imigrantes S.A.	3,960	4,000
Concessionária Ponte Rio Niterói S.A.	3,960	4,000
Concessionária Rota do Atlântico S.A.	-	6,000
Concórdia Transportes Rodoviários Ltda.	5,280	3,840

Donations - On the Right Track Program: (k)	2020	2019
Cooperativa de Transp. de Cargas do Est. de Santa Catarina (COOPERCARGA)	2,710	-
Cooperativa dos Transportadores Autônomos de Cargas e Passageiros da Região Metropolitana de BH (Coopmetro)	8,448	-
Cooperativa de Transporte e Logística do Alto Tietê	5,412	3,840
Cooperativa de Transp. de Cargas Químicas e Corrosivas de Mauá (COOPERTRANS)	2,376	2,160
Cooperativa dos Transportes de APIAI	1,056	3,280
Copagaz Distribuidora de Gás S.A.	6,633	6,030
Cordioli Transportes Ltda	5,280	5,200
Costa Teixeira Transportes Ltda	5,280	6,071
Cotralti Cooperativa Transporte	-	1,440
CRH Sudeste Indústria de Cimento S/A	6,600	6,000
D'Granel Transportes e Comércio Ltda	6,600	6,000
Dourado Logística Transportes e Serviços Ltda	3,380	-
Dow Brasil Ind. Comércio de Prod. Químicos Ltda.	-	8,000
Duratex S.A. (Advanced funds - 2017)	26,400	24,000
DUX Trucking Ltda	1,584	1,440
Ebmac Transportes e Logística Ltda.	4,224	1,440
Eco 101 Concessionária de Rodovias S/A	3,960	4,000
Eco 135 Concessionária de Rodovias S/A	3,960	4,000
Ecoporto Santos S.A.	3,960	4,000
Empresa Concessionária de Rodovias do Sul S/A	3,960	4,000
Expresso Gonçalves Transportes Ltda.	4,787	2,880
Expresso Hércules Transportes e Comércio Ltda.	5,280	4,800
Expresso São Paulo Minas Ltda	2,816	2,880

Donations - On the Right Track Program: (k)	2020	2019
F&M Transportes e Logística Ltda	4,224	2,640
Fedex Brasil Logística e Transporte S.A.	19,800	18,000
Fippam Transportes e Logística Ltda	-	2,880
FL Brasil Holding, Logística e Transporte Ltda	6,600	6,000
Flex Soluções Integradas Ltda-ME	3,168	1,840
Fortunate S. M. Produções Artísticas EIRELI	8,000	-
Fosnor-Fosfatados do Norte-Nordeste S/A	8,800	5,600
Furnas Centrais Elétricas S.A.	19,800	18,000
G.H. Neves e Cia Ltda	7,111	4,800
G7 Log Transportes Ltda.	5,280	4,800
Gafor S.A.	6,600	6,000
Galdino Cabral e Galdino Ltda	1,584	2,160
Gelog Com. Log. Locações Serviços e Transportes Ltda	8,800	8,000
Ghelere Transportes Ltda	5,280	4,800
Glencore Importadora e Exportadora S.A. (Viteria)	120,000	120,000
Global Transportes Comércio e Representação Ltda	-	4,240
GMLOG Transportes Ltda	3,378	-
Golden Cargo Transportes e Logística Ltda.	-	3,840
Graneleiro Transportes Rodoviários Ltda.	6,600	6,000
Guerra Logística EIRELI	1,584	-
Guta Serviços de Transportes EIRELI	1,584	-
Hexion Química do Brasil Ltda	8,800	8,000
Hidroviás do Brasil	40,145	36,000
HNK BR Indústria de Bebidas Ltda	6,600	6,000

Donations - On the Right Track Program: (k)	2020	2019
IC Transportes Ltda	5,280	4,800
Instituto BRF	-	400
Instituto C&A de Desenvolvimento Social	75,000	60,000
Instituto Gerdau	26,400	24,117
Instituto Intercement	26,400	24,000
Instituto Lojas Renner e Lojas Renner S.A.	66,000	60,000
Instituto Sócio Cultural TPI	26,400	24,000
INTEC - Integr. Nacional de Transp. de Encom. e Cargas	3,300	3,400
Ipiranga Produtos de Petróleo S/A	26,679	24,757
Itaipu Binacional	26,400	24,000
Itaobi Transportes Ltda	6,160	-
Jacobina Mineração e Comércio	-	12,000
Jaloto Transportes Ltda.	5,280	4,800
Jomini Logística EIRELI	3,380,00	-
José Herculano da Cruz Filhos S/A	5,573	4,800
JSL S.A	8,800	8,000
Karnec Transportes Ltda EPP	1,584	1,440
Klabin S/A	26,400	36,400
Leão Alimentos e Bebidas Ltda.	-	6,960
Line Transportes Serviços e Embalagens Ltda.	-	2,880
Liran Transportes e Logística Ltda.	5,280	4,800
Localfrio S/A Armazéns Gerais e Frigoríficos	4,224	3,840
Lógica Transportes Especiais Ltda	3,168	2,880
Lognet Logística e Transporte S.A.	2,310	2,880
Logquim Transportes e Logística Ltda.	634	3,280

Donations - On the Right Track Program: (k)	2020	2019
Luizinho Transportes e Logística	4,224	3,840
Mahnic Operadora Logística Ltda	4,224	4,800
Man Latin America Indústria e Comércio de Veículos Ltda	36,000	36,000
Manfrim Industrial e Comercial Ltda	26,400	24,000
Marshipping Transporte e Logística	1,584	1,440
Martins Comércio e Serviços de Distribuição S.A.	6,600	6,000
Martins Despachos e Assessoria em Logística Ltda.	3,168	2,880
Martins Medeiros Logística Ltda	3,612	1,440
MCP Transportes Rodoviários Ltda	-	3,840
Mendes e Koch Ltda	5,280	3,840
Mercedez -Benz do Brasil Ltda.	-	30,000
Mercotrans Transportes e Logística Ltda.	3,168	2,880
Mineração Maracá Indústria e Comércio S.A.	8,800	12,000
Mira OTM Transportes Ltda	5,280	-
Motus Serviços Ltda.	6,600	6,000
MS Port Solutions Logística Ltda	3,168	2,160
Mundial Risk Gerenciadora de Risco Ltda	-	2,160
MVC Transporte e Logística Ltda.	5,280	4,800
Nasul Cargo Logística Ltda.	6,600	8,000
Navegações Unidas Tapajos S/A	39,600	-
Nelcar Transportes Rodoviários Ltda.	3,168	3,280
O Boticário Franchising Ltda	8,800	8,000
Open Tech Sistemas Gerenciamento de Riscos S/A	2,816	3,840
OTD Brasil Logística S/A	8,800	8,000

Donations - On the Right Track Program: (k)	2020	2019
Patrus Transportes Ltda.	26,400	24,000
Pedroni Logística Ltda	4,224	-
Phenix Com. Loc. Log. Serv. e Transportes EIRELI	6,820	6,200
Politec Assessoria e Transportes Ltda EPP	3,168	2,880
Polivias S/A Transportes e Serviços	5,280	-
Petrobras Distribuidora	8,800	-
Pozzer Transportes Rodoviários de Cargas Ltda	4,224	3,280
Quimilog Transportes e Logística Ltda.	-	2,160
Quimisa S.A.	6,600	3,840
Racslog Logística e Transportes Ltda	3,168	2,880
Rafer Transporte Rodoviário de Cargas Ltda.	4,224	2,880
Raizen Energia S/A	39,600	24,000
Raupp Transportes Rodoviários EIRELI	4,224	4,640
Repom S.A.	6,600	6,000
Rigon Transportes Ltda	3,168	-
Risel Combustíveis Ltda	6,930	6,000
Ritmo Logística S/A	5,280	5,200
Rodoagro Transportes e Logística Ltda.	-	2,208
Rodoghel Transportes Ltda	-	720
Rodo Drive Transportes e Logística Ltda	3,168	-
Rodogranel Logística e Serviços Ltda.	6,600	6,000
Rodonaves Transportes e Encomendas Ltda	4,224	-
Rodovia das Cataratas S.A. (Ecocataratas)	3,960	4,000
Rodoviário Matsuda Ltda.	-	4,800
Rodovitor Transportes e Locação de Veículos	-	1,920
Rodstar Transportes Rodoviários Ltda.	-	2,880

Donations - On the Right Track Program: (k)	2020	2019
Rudlog Transportes e Logística Ltda	3,168	3,280
Rumo Malhas Sul S/A	26,400	-
Sabará Químicos e Ingredientes S.A.	6,600	6,000
Sancargo Logística de Cargas Ltda	3,168	2,980
Santos Brasil Participações S.A.	8,800	-
Sascar Tecnologia e Segurança Automotiva S.A	6,620	6,000
Scania Latin America Ltda.	-	18,000
Scapini Transportes e Logística Ltda	5,280	5,200
Sequoia Logística e Transportes S/A	5,280	4,800
Sigma Transportes e Logística	5,280	-
Sistema Transportes S/A	4,224	3,840
SLT Transportes	792	504
Soluciona Logística e Transporte Ltda	8,800	3,280
STE Transportes Ltda	5,280	-
Suzano S/A	21,000	-
Techtrans Transportes Especializados Ltda	1,584	1,440
Tegma Gestão Logística S.A.	8,800	8,000
Telefonica Brasil S/A	-	18,000
Tenda Atacado Ltda	6,600	6,000
Terejorgis Transportes Mov. de Cargas Ltda ME	3,168	2,160
Termaco Terminais Marítimos de Containers	6,600	6,000
Terminal Fronteira Norte-Logística S.A.	-	36,000
Terminal Químico de Aratu S/A	8,800	8,800
Terra SJ Transporte Rodoviário Ltda	5,280	4,240
Tetra Pak Ltda	26,400	24,000

Donations - On the Right Track Program: (k)	2020	2019
Tic Transportes Ltda.	5,610	4,800
TNT Mercúrio Cargas e Encomendas Expressas S.A.	-	4,800
Tora Transportes Industriais Ltda	5,280	4,800
Trans Kothe Transportes Rodoviários S.A.	9,240	-
Trans MRA Lima Transp. de Produtos Químicos Ltda	4,224	1,440
Transgil Transportes de Carga	5,280	-
Transchemical Transportes e Logística Ltda	6,600	8,000
Transfuturo Transportes Ltda.	5,280	4,800
Transjordano Ltda	6,600	6,800
Transkompa Ltda.	5,280	4,800
Translecchi Agrícola Ltda	6,600	-
Translos Ltda	-	2,880
Transpar Transportes Armazéns Ltda	7,157	-
Transpizzato Transportadora de Cargas Rodoviárias Ltda	5,280	3,840
Transportadora Astra Ltda EPP	1,584	-
Transportadora Delefratti Ltda.	-	720
Transportadora Giomila Ltda	-	2,880
Transportadora Gobor Ltda	5,280	4,800
Transportadora Gorgonho Ltda.	2,933	8,000
Transportadora Moscato Transporte Rodoviário Ltda	5,280	3,840
Transportadora Rodomeu Ltda	5,280	-
Transportadora Savo Ltda	1,408	4,240
Transportadora STL Logística e Armazenagem Ltda	3,168	1,840

Donations - On the Right Track Program: (k)	2020	2019
Transportadora Trans Varzea Ltda.	-	3,840
Transporte Della Volpe S.A.	6,600	7,070
Transporte Lida Ltda.	3,168	2,880
Transporte Rodoviário de Cargas Dinamo	4,224	3,840
Transportes Borelli Ltda.	6,600	6,000
Transportes Buturi S.A.	7,950	5,600
Transportes Cavalinho Ltda.	5,280	6,000
Transportes Dalçoquio Ltda.	5,280	4,800
Transportes de Gás Bessega e Marson Ltda	4,224	3,840
Transportes Framento Ltda	5,280	3,360
Transportes Gabardo Ltda	3,168	-
Transportes Imediato Ltda.	6,600	6,000
Transportes Luft Ltda	3,300	3,000
Transportes Poloni Ltda	8,800	-
Transportes Toniato Ltda.	6,600	6,000
Transrio Transportes e Logística Ltda. ME	5,280	4,800
TRELSA-Log Transp. Espec. de Líquidos e Logística Ltda	6,600	6,000
Tropical Transportes Ipiranga Ltda.	6,600	6,000
TSA Transportes Scremim e Armazenagens Ltda.	4,224	3,840
Unilever Brasil Ltda.	-	4,800
Unilog Universo Logística Ltda.	5,280	-
Union Sistemas e Energia Ltda	-	6,000
Unius Transportes Ltda	4,224	-
Univar Brasil Ltda	8,800	8,000
Valpasa Indústria de Papel Ltda.	-	6,000

Donations - On the Right Track Program: (k)	2020	2019
Via Barcelona Transportes Ltda	1,584	2,450
Via Dupla Transportes Rodoviários Ltda.	2,376	2,160
Via Varejo S/A	-	24,000
Vieira Transportes Rodoviários Ltda.	5,280	4,800
Vieira Logística e Transportes Ltda	3,168	2,880
Vobeto Transportes Ltda.	4,224	2,880
Volvo do Brasil Ltda.	13,200	12,000
Vopak Brasil S.A.	8,800	8,000
White Martins Gases Industriais Ltda	13,200	12,000
Zeus Transportes e Organização Logística Ltda	1,901	-
Total donations - On the Right Track Program	2,101,653	1,748,223

Donations - Partnership with Atlantica Hotels Internacional	2020	2019
Hotels that belong to the Atlantica network (I)	102,770	283,627
Total donations - partnership with Atlantica Hotels Internacional	102,770	283,627

Sundry donations and other projects	2020	2019
Cause-related marketing actions		
A. C. Khouri ME (c)	58,804	-
Airport Run	7,000	-
Ara Vartanian EIRELI - ME	15,000	-
DoTerra - Hope	104,346	-

Sundry donations and other projects	2020	2019
Terracycle do Brasil Administradora	43	-
Printing - Trio Comércio de Roupas EIRELI	33,262	-
Event held by Isabella Suplicy (guest donations)	-	20,504
Embassy of Sweden Event - Sankta Lucia	-	4,394
Kalyda Comércio de Produtos	-	12,628
Tiffany Brasil Ltda (o)	85,546	43,367
Total amounts - cause-related marketing actions	304,002	80,893
Investment in Communication		
ABIHPEC	78,508	60,000
Total investments in communication	78,508	60,000
Tourism Program investment		
Aldan Assessoria e Participações Ltda. - Partnership (d)	17,567	31,501
Total investments in the Tourism Program	17,567	31,501

Donations from individuals	2020	2019
Donations from Board members (g)		
Arthur José de Abreu Pereira	35,000	71,208
Carlos Alberto Mansur	36,000	-
Eduardo Alfredo Levy Júnior	5,000	-
José Ermírio de Moraes	60,000	20,000
Kelly Cage	36,401	-
Luis Norberto Pascoal	7,000	-
Luiz de Alencar Lara	7,000	-

Donations from individuals	2020	2019
Olga Stankevicius Colpo	15,000	9,100
Paulo Agnelo Malzoni	95,000	-
Paulo Setúbal Neto	34,000	-
Rosana Camargo de Aruda Botelho	35,000	-
Donations - Birthday Fundraisers (n)		
Leona Von der Lancken - Sweden	1,565	-
Antonio Beltran	-	29,100
Elisa Camargo de Arruda Botelho	-	35,011
Rolf Gustavo Roberto Baumgart	33,000	-
Rosana Camargo de Arruda Botelho	372,283	-
Donations at Events, Bazaars and Sundry activities		
Ana Eliza Antum Salg Setubal	-	3,600
Daniela Seve Duvivier	-	4,520
Sundry donations - website	10,942	5,579
Edinardo Figueiredo Jr.	-	25,000
Elisa Camargo de Arruda Botelho - Patricia Carparelli Event	3,000	-
Flavia Palaia Salies - Patricia Carparelli Event	3,000	-
Joanna Conrad Lowndes Furtado - Patricia Carparelli Event	3,000	-
Luciana Brito Caravello	2,930	-
Renata de Camargo Nascimento	50,000	-
Sophia Ross Hegg Moura Moda Hayp	-	1,697
Walter Gebara	-	2,000
Total donations from individuals	845,121	206,815

Donations from legal entities	2020	2019
Projects and Actions		
Aldeias Infantis SOS Brasil (j)	8,003	-
Associação Assistencial Empório Última Oportunidade (p)	-	500,000
BID Invest (f)	71,279	-
Carlson - Specialized Listening Project (e)	22,500	-
Carlson - Communication Plan (e)	48,442	-
Carlson Family Foundation (e)	345,382	233,348
Curtis L. Carlson Family Foundation (e)	45,328	-
Duratex S/A	-	5,000
Instituto C&A	-	5,000
Instituto Gerdau	-	15,000
Instituto Intercement	-	5,000
Itaú Social - 2020 Institutional Support Project (q)	200,000	-
Klabn S/A	-	5,000
Stiftelsen World Childhood (u)	55,573	-
Swiss Philanthropy (v)	142,581	-
The Taiama Foundation	23,219	-
UNICEF - Specialized Listening (s)	128,897	-
UNICEF - End Violence Against Children (t)	62,972	-
Veracel (Advanced funds - 2019) (b)	15,921	-
Votorantim Industrial S.A. (i)	-	350,000
“What internet is this?” Project (h)		
Facebook Serviços Online do Brasil	100,000	-
Google Brasil Internet Ltda	100,000	-
Carlson Family Foundation	356,700	-

Donations from legal entities	2020	2019
Donations at Events, Bazaars and Sundry activities (r)		
Events and Christmas Bazaars	7,668	-
Kogan Amaro Galeria de Arte Ltda - Patricia Carparelli Event	6,000	-
Auctions - Art, Contemporary Art and Rare wines	270,134	-
Total donations from legal entities	2,010,597	1,118,348

Other revenues - services provided:	2020	2019
Aldeias Infantis SOS Brasil (j)	75,561	72,333
Bahia Tribunal de Justiça	-	28,113
COFCO International Transportes Ltda	-	8,000
Facebook - "What internet is this?" Project (h)	97,000	-
Fundo ESP de Reaparel & Moderniz do Poder Judiciário	-	15,397
Iguatemi Empresa de Shopping Centers S/A	-	14,550
LD Celulose S.A.(a)	265,669	60,331
Public Prosecutor's Office of the state of Bahia	-	10,552
Portocel Term Esp de Barra do Riacho S.A. (a)	152,466	146,182
Siemens Fundação Brasil	-	16,109
Tetra Pak Ltda	-	3,339
Veracel Celulose S.A. (b)	-	124,249
Total other revenues - services provided	590,696	499,155
Other revenues - volunteer services (gratuities) (m)	217,262	185,077
Total revenues	6,268,176	4,213,639

(*) As established in Interpretation ITG 2002 (R1) - Nonprofit Organizations, the Institute values revenues from voluntary work, including from members of management bodies, which are measured at their fair value taking into account the amounts that the Institute would have to pay had it contracted these services in a similar market. Revenue from voluntary work is recognized in P&L for the year against operating costs and expenses, also in P&L for the year.

Additional information on revenues earned:

- a) Issue of Service Invoices – Partnerships with Portocel in Aracruz and LD Celulose in Indianópolis and Araguari with indirect influence on Estrela do Sul for the development of Major Infrastructure Project, in which WCF trains employees to be facilitators and provide clarifications and information on how to prevent violence against and sexual exploitation of children and adolescents.
- b) Partnership with Veracel Celulose for the development of Protective Bonds Project. Its general purpose is to contribute to the continued training of the company's direct and indirect employees and to strengthen policies to prevent violence, especially sexual violence against children and adolescents in the city of Belmonte, through the development of actions that are part of the System for the Protection of Rights.
- c) This refers to the partnership between Instituto WCF - Brasil and renowned jewelry designer A.C. Khouri ME. The amount donated in 2020 corresponds to the sales portion that was transferred to projects and programs of the Institute.
- d) Partnership between Instituto WCF Brasil and Aldan Assessoria e Participações Ltda. aimed at disseminating best practices for protecting children and adolescents against sexual exploitation in tourism and raising funds for the programs and projects through campaigns conducted in ventures of Aldan Group.

- e) In 2019, with the authorization of the Carlson Family Foundation, the funds in excess from the Olympics Project were redistributed to new projects, namely: On the Right Track Program - Solutions and Tools Project / Safe Travel Campaign; Technical Support for the Implementation of Municipal Programs and Flows for Integrated Assistance to Children and Adolescents who were Victims of or Witnessed Sexual Violence; and application in Institutional Communication actions. In 2020, the funds donated by Carlson and Curtis supported the “What internet is this?” project and the excess amount was allocated to Institutional and Operational support. Only the funds allocated to the On the Right Track Program - Solutions and Tools Project / Safe Travel Campaign remain recorded in Advanced funds for 2021.
- f) Partnership, in 2020, with IDB Investment to systematize the methodology of the program to fight sexual exploitation of vulnerable groups in large ventures.
- g) Donation by Board members in 2020 as an institutional action.
- h) Funds raised from Google, Facebook and the Carlson Family for the development of project “What internet is this?” through a technical cooperation agreement with the Roberto Marinho Foundation for the production of an audiovisual series and educational kits on the topic of online violence.
- i) This refers to the donation made by Votorantim Industrial S.A. to the Institute’s programs and projects.
- j) Partnership with Aldeias Infantis SOS Brasil to provide technical assistance for the development of a protection network in the municipality of João Pessoa in Paraíba.
- k) Brazil’s On the Right Track Program - mobilizes governments, companies and third-sector organizations for preventing and fighting sexual exploitation of children and adolescents in Brazilian highways. Partnerships of the On the Right Track Program - 2019 to 2020: Companhia Vale S/A 2020 and 2021 (R\$240,000); Rumo Malhas Sul S.A. (R\$26,400); Expresso Hercules Transportes e Comércio Ltda (R\$5,280); and Petrobras Distribuidora (R\$8,800). Partnerships of the On the Right Track Program - 2020 to 2021: Companhia Vale S/A 2019 and 2021 (R\$132,000.00); Expresso Hercules Transportes e Comércio Ltda (R\$5,490.00); Mercedes-Benz do Brasil Ltda (R\$27,500); Tropical Transportes Ipiranga Ltda (R\$6,900) and Petrobras Distribuidora (R\$9,200).
- l) This refers to the partnership between Instituto WCF - Brasil and Atlantica Hotels International, aimed at disseminating best practices for protecting children and adolescents against sexual exploitation in tourism and raising funds for the Institute’s programs and projects through campaigns conducted in ventures of Atlantica Group.
- m) As determined by ITG 2002 (R1), for the purpose of complying with the resolution applicable to nonprofit organizations, the Institute identified and measured the voluntary work received by it in 2020 and 2019. The fair value of this measurement was attributed considering the amount per hour of salary adopted in the market according to the respective positions of each Director in 2019, multiplied by the number of hours devoted to the Institute in meetings of the Decision-Making Board, Executive Board, and efforts to obtain and present the programs and projects carried out and to be prospected. None of the amounts above had the corresponding cash disbursement, recognized, in 2020 and 2019, as operating income and expenses in statement of surplus (deficit), in equal amounts, without impacting surplus (deficit) for the year.

- n) Donation of resources through birthday fundraisers.
- o) Partnership established between Instituto WCF - Brasil and Tiffany & CO. The amounts donated in 2019 and 2020 correspond to a percentage of sales made at an event held in December 2019 and 2020 at the Tiffany's stores in São Paulo, with the objective of raising funds to support the continuity of the Institute's projects and programs.
- p) Partnership established between Instituto WCF - Brasil and Bazar Última Oportunidade, which made two special sales in 2019 in the following periods: 1st edition on May 30 and 31, and 2nd edition on October 21, 22 and 23. The amount donated in 2019 corresponds to 50% of the total amount collected. The other half was donated to another Institution.
- q) Donation received from Fundação Itaú Social with the objective of developing actions for institutional strengthening, such as strategic planning, CRM implementation and financial advisory to improve processes, policies and practices.
- r) Donations at Events, Bazaars and Sundry Activities - Actions carried out mainly at the end of 2020 and during the year - Villa Antica Espaço Arte Ltda.
- s) Donation through a small-scale financing agreement with UNICEF for the development of the project for the protection of children and adolescents on the Internet in times of pandemic - Specialized Listening in accordance with Law No. 13431/17.
- t) Fund received from UNICEF for the development of activities of the Brazilian Coalition of "End Violence Against Children".

- u) Institutional funds from Stiftelsen World Childhood.
- v) Cooperative agreement with the Swiss Philanthropy for the development of the project for the protection of children and adolescents on the Internet in times of pandemic.

7. Information on the nature of costs and expenses in the statement of profit or loss - (surplus or (deficit))

The Institute presented its statement of surplus (deficit) using the classification of expenses based on the function thereof. Information on the nature of these expenses recognized in the statement of surplus (deficit) is as follows:

	Note	2020	2019
Services provided by legal entities		(3,549,787)	(2,651,063)
Funds donated to projects	8	-	(565)
Personnel expenses		(1,872,875)	(2,035,711)
Travel expenses		(5,792)	(135,042)
Advertising and promotion		(14,203)	(72,284)
Rentals and condo fees		(92,903)	(115,083)
Charges and contributions		(27,613)	(36,762)
Services provided by individuals		(27,820)	(15,597)
Depreciation and amortization		(9,346)	(15,833)
Provisions for labor contingencies	9	(242,425)	(220,837)
Volunteering		(217,262)	(185,077)
Other		(155,471)	(479,656)
Total		(6,215,497)	(5,963,510)

Financial liabilities	2020	2019
Other liabilities		
Trade accounts payable (Level 2)	222,476	170,340

- **Level 1:** quoted prices in active markets for identical assets or liabilities.
- **Level 2:** other techniques for which all inputs which have a significant effect on the recorded fair value are observable, whether directly or indirectly.
- **Level 3:** techniques that use data having significant effect on the recorded fair value that are not based on observable market data.

Liquidity risk

The Institute relies on donations and grants to continue as a going concern and perform its social duties, and is of the understanding that it will continue receiving the donations and grants required for its operation.

The Institute grants employee benefits such as medical assistance, food voucher and transportation voucher. In 2020, these benefits amounted to R\$182,299 (R\$162,408 in 2019), recorded in P&L under “Personnel expenses”.

At the Board of Directors' Meeting held on May 04, 2021, issuance and disclosure of these financial statements were approved.





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Companies and institutions that donated funds to this program

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SUPPORTER IV • Ambipar Logistic Ltda • Aranão Transportes Rodoviários Ltda • CAED Logística e Transportes Ltda. • Cesari Logística Ltda. • Copagaz Distribuidora de Gás S/A • CRH Sudeste Indústria de Cimento S.A • D'Granel Transportes e Comércio Ltda. • FL Brasil Holding, Logística e Transporte Ltda. • Gafor S/A • Graneleiro Transportes Rodoviários Ltda. • Hidrovias do Brasil • HNK BR Indústria de Bebidas Ltda. • Martins Comércio e Serviços de Distribuição S/A • Motus Serviços Ltda. • Nasul Cargo Logística Ltda. • Navegações Unidas Tapajós S.A • Quimisa S/A • Repom S.A • Risel Combustíveis Ltda. • Rodogranel Logística e Serviços Ltda. • Sabará Químicos e Ingredientes S/A • Sascar Tecnologia e Segurança Automotiva S/A • Tenda Atacado Ltda. • Termaco Terminais Marítimos de Containers e Serviços Acessórios Ltda. • Transchemical Transportes e Logística Ltda. • Transjordano Ltda. • Translecchi Agrícola Ltda. • Transporte Della Volpe S/A • Transportes Borelli Ltda. • Transportes Imediato Ltda. • Transportes Luft Ltda. • Transportes Toniato Ltda. • Trelsa-Log Transportes Especializados de Líquidos e Logística Ltda. • Tropical Transportes Ipiranga Ltda.

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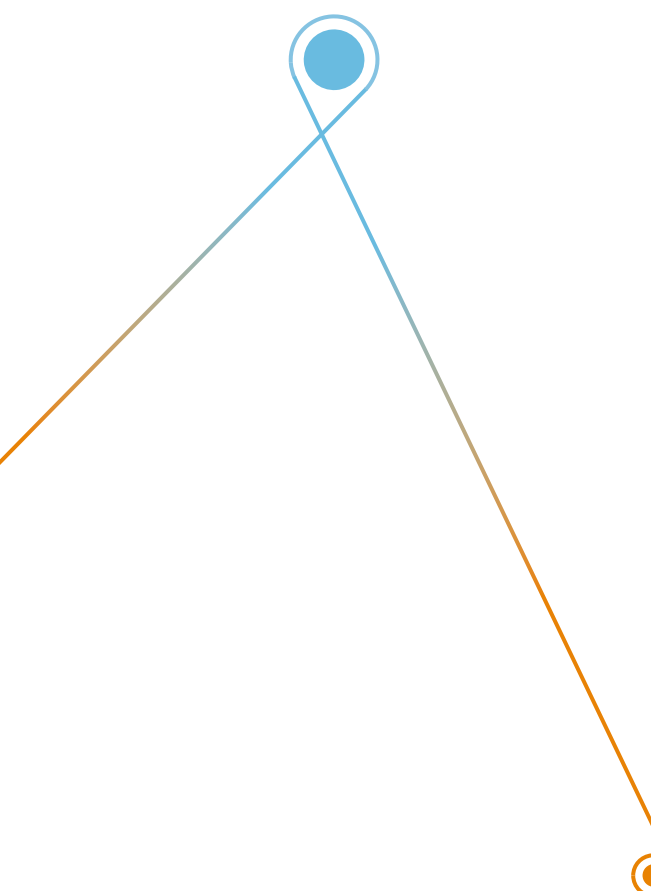
Institutional Partners

Companies and institutions that helped enable and execute the projects





Our Team



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