

CHILDHOOD

PELA PROTEÇÃO DA INFÂNCIA

FUNDADA POR S. M. RAINHA SILVIA DA SUÉCIA



2021
ACTIVITY REPORT

Our cause is to guarantee the protection of rights of children and adolescents, focusing on preventing and tackling sexual abuse and exploitation.



CHILDHOOD

PELA PROTEÇÃO DA INFÂNCIA

FUNDADA POR S. M. RAINHA SILVIA DA SUÉCIA



2021

ACTIVITY REPORT



SUMMARY



4. INTRODUCTION

- 4. Message from the Queen
- 5. Message from the Chair of the Board
- 6. Message from the Executive Director



7. ABOUT US

- 8. Who We Are
- 10. Our Cause
- 13. Strategy



14. OUR PRACTICES

- 15. How we work
- 16. Public sector programs
- 24. Private sector program
- 32. Civil society initiatives



37. TRANSPARENCY

- 38. Financial Statements



40. JOIN OUR CAUSE

- 41. How to be our partner
- 42. Thanks to those who are already part of it



Message from the Queen

In 2021, many of us felt relief as the pandemic loosened its grip on our societies and many social and professional activities could be resumed.

Despite this positive development, much work remains to be done. The pandemic has had invisible effects, particularly on more vulnerable populations such as children and adolescents.

During the phase of social isolation, children and adolescents became more exposed to domestic violence. According to a projection by the NGO World Vision, lockdown could increase the cases of physical, emotional, and sexual violence against this group by up to 32%.

Closure of school and childcare facilities meant that children — and especially the most vulnerable among them — lost one of their key sources for social and emotional support. With fewer opportunities for children and adolescents to seek help safely, the number of reported cases of violence and abuse decreased.

Furthermore, by being away from the classroom, many children and adolescents started using social media and digital platforms more — which increases the risk of being exposed to online sexual exploitation and abuse.

Now that school routines are back to normal, we have a lot of work ahead of us. It is important that education professionals are able to recognize, and respond to, signs of distress in children. Meanwhile, existing support networks must be prepared to absorb an increase in reported cases of violence and abuse.

Protecting children from harm is a responsibility that we all share. Therefore, the World Childhood Foundation will continue to work tirelessly, mobilizing all sectors of society to ensure that every child has a safe childhood, free from violence, sexual abuse and exploitation.

*Silvia*

HM QUEEN SILVIA OF SWEDEN
World Childhood Foundation
Founder and Honorary Chair



Sense of urgency to move forward with our journey

Brazil lived a scenario full of challenges throughout 2021. The health crisis gradually calmed down; however, the economic and social effects of the pandemic kept on making relevant impacts on people's lives. The economic activity slowed down, affecting not only employment but also income and inflation, contributing to the deepening of historical inequalities in our country.

Our team had to work paying special attention and having a sense of urgency throughout the year, facing new sensitive issues, such as the increase in exposure to online sexual contents, harassment in the digital environment and cyberbullying. The more the world becomes digital, the more those threats gain strength. Another important aspect was dealing with the escalation of reports after an improvement in the pandemic scenario and the resume of on-site school activities. This fact reinforces the importance of schools as an essential

environment for the protection of childhood — which does not eliminate the need for the entire protection network to be careful and the structure needed to house and deal with all the reports of sexual violence against children and adolescents.

Despite the demanding scenario, 2021 was a year of many achievements. I highlight the renewal of the National Pact for the Implementation of Law 13431/2017, which establishes the system for the protection of rights of children and adolescents who are victims or witnesses of violence.

The passing of the law was one of the major milestones within the childhood protection cause, but it is important that society gets together to guarantee genuine progress in its implementation. The renewal of the pact is striking evidence in this sense.

Fortunately, it is possible to see remarkable advances in implementation. One of them was the opening of the first Protected Listening Complex

in Brazil, in Vitória da Conquista (Bahia State). The local city government is responsible for such initiative, supported by Childhood Brasil and UNICEF. We hope it points the way and is mirrored by many other municipalities. As you read this Activity Report, we will bring more details on that project that makes us so proud.

Another highlight in the implementation of the Protected Listening was the creation of the communication kit for the Municipal Protection Network, which we developed in partnership with UNICEF. The material helps to understand the flow of the assistance provided by each professional of the Network and offers tips and guidance for a more safeguarding assistance.

With those and many other initiatives, we keep on following our tireless journey to make the cause stop being invisible. And, of course, to sensitize and articulate all layers of society to advocate for children and adolescents.



ROSANA CAMARGO DE ARRUDA BOTELHO
Chair of the Board

More investments and new initiatives for a demanding scenario

To us, 2021 was particularly intense. We faced a demanding context, full of challenges, and we could still reach important progress aimed at guaranteeing children and adolescents a safe life, free from sexual violence.

One of the concerning factors was the socioeconomic scenario. The vulnerability of families worsened by the pandemic and subsequent economic crisis caused an increase in the cases of sexual violence against boys and girls.

Here at Childhood Brasil, however, we were aware of such scenario and, to respond to that, we made available an increase in the investment against sexual exploitation. If on the one hand we are celebrating 15 years of the On the Right Track Program, on the other hand, the need for this program to exist and grow was never this clear.

In the meanwhile, we keep on advancing in the various work fronts in order to mobilize society and protect children and adolescents. A topic we consider central to our cause and into which

we have put a lot of effort is the implementation of Law 13431/2017, also known as the Protected Listening Law.

The main goal in implementing the Law is making sure that all children and adolescents who are victims or witnesses of sexual violence are properly assisted so that there is no revictimization along the process. Giving a proper answer, protecting the victims, and making perpetrators accountable are also secondary prevention actions.

It is urgent that Brazilian municipalities and states are capable of making progress on this path and properly practice the Protected Listening. We have worked to contribute to different projects in this sense together with the public and private sector and civil society.

Our 2021 initiatives and achievements are thoroughly described on the next pages. I invite you all to get to know a little more of this history and, most importantly, to join our cause!



LAÍS CARDOSO PERETTO
Executive Director of
Childhood Brasil



COVER

SUMMARY

Introduction

About Us

Our Practices

Transparency

Join Our Cause

About Us

7

CHILDHOOD
BRASIL
2021
Activity
Report



We are Childhood Brasil!



In 1999, Queen Silvia of Sweden announced the creation of the World Childhood Foundation, an organization with the mission of protecting children and adolescents in a way to secure them the right to full development, free from violence, particularly sexual violence.

The organization was established in three countries besides Sweden. In Europe, it took roots in Germany; in North America, in the United States; and in South America, in Brazil.

That was the context that gave life to our

organization — Childhood Brasil, a branch of the World Childhood Foundation. Locally, we qualify as a non-profit Public Interest Civil Society Organization (OSCIP).

For 23 years, we have been working following an intersectoral commitment with governments, corporations, organized civil society and people. We believe that, by working together, we can develop and undertake structuring initiatives that prevent and tackle sexual abuse and exploitation of children and adolescents, making our own purpose the pathway to a more just, inclusive, and sustainable country.



OUR MISSION

To encourage, promote and develop supportive environments and solutions to prevent and tackle sexual abuse and exploitation, as well as any violence against children and adolescents.



OUR VISION

That all children and adolescents are free from sexual abuse and exploitation — as well as all forms of violence — in a world where such abuse, exploitation and violence are not tolerated.

SDGs

Our work is aimed at strengthening the reach of the United Nation's Sustainable Development Goals (SDGs), three of them in particular:



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.



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.



16.2 |

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

World Childhood Foundation around the Globe

1,000+
projects supported
in several parts of
the world

UNITED STATES

Supports projects that train vulnerable children and adolescents and their support networks.

BRAZIL

Proactively works to engage civil society, governments, and the private sector in tackling sexual violence against children and adolescents.



GERMANY

Supports projects that complement the efforts of responsible governmental entities related to sexual violence against children and adolescents.

SWEDEN

Supports projects that complement the efforts of responsible governmental entities related to sexual violence against children and adolescents.

OUR CAUSE

Right here and now!

Did you know that, when it comes to sexual violence against children and adolescents, Brazil is considered one of the most vulnerable countries in the world?

Yes, that is true. According to the Brazilian Institute of Geography and Statistics (IBGE), we are 63 million people under 18 years old in Brazil, which is equivalent to the total population of Chile.

Data shows that this group is not properly protected. According to the study entitled “Panorama of lethal and sexual violence against children and adolescents in Brazil,” carried out by United Nations Children’s Fund (UNICEF) and by the Brazilian Forum on Public Security (FBSP), 180,000 children suffered sexual violence from 2017 to 2020 — 123 victims on average per day.

The 2018 Epidemiological Bulletin of the Health Surveillance Secretariat developed the profile of the cases of abuse in the country. According to the survey, 51% of the abused children are from 1

to 5 years old and 72.3% of the cases took place at the home of the victim or perpetrator.

The available statistics are essential to understand the Brazilian scenario; however, we must absorb them considering two caveats:

- There is no single source that centralizes the statistics and presents a complete view on the Brazilian scenario. One must resort to different agencies to make up a more accurate view.
- Public data is unable to loyally portrait the reality of the problem. One of the reasons is known as underreporting of the cases of sexual violence. It is estimated that only 10% of the cases are reported.

The fact that the offender is a relative or acquaintance of the victim in most cases means a huge barrier for them to report the violence suffered. Additionally, issues related to skin color, gender, sexuality, physical disabilities, mental illnesses, socioeconomic status, and ethnicity might exacerbate the problem.

Sexual violence in Brazil

- From 2017 to 2020, 180,000 children and adolescents were victims of sexual violence, according to UNICEF and the Brazilian Forum on Public Security (FBSP).
- One third of the victims were children up to 10 years old.
- In 2021, Disque 100 (Human Rights Hotline) received 6,000 reports of sexual violence against children and adolescents.

During the social isolation phase in the pandemic, underreporting was aggravated. Children and adolescents lost access to the most frequent means to ask for help — including the main one, school.

According to a survey conducted by Sou da Paz Institute, the Public Ministry of São Paulo and UNICEF, crimes involving sexual violence against children and adolescents recorded a significant drop of 15% in the first half of 2020 in São Paulo, especially in April (-36.5%) and May (-39.3%), when quarantine in the state was even more restrictive.

In order to overcome Brazil’s vulnerability on this issue, society needs to realize that the problem is right here and now! Check out in the “Strategy” chapter how we have contributed to tackle this huge challenge.

It is estimated that only 10% of the cases of sexual violence are reported to the authorities.

OUR CAUSE

Deep diving into data (and concepts)

The Human Rights Hotline, or Disque 100, is one of the key tools for the protection of children and adolescents in the country focused on sexual violence.

The service keeps track of the report, forwards it to the protection network and accountability, and monitors the provisions taken.

Since it is a high flow national coverage channel, its records allow us to have a general overview of the problem and its evolution.

Check out below the key data of 2021.



To get it right!



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. May occur with or without physical contact (such as in virtual environments) and inside or outside the family.



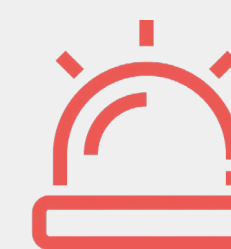
33% of the Brazilian population consists of **children and adolescents**.

Source: Abrinq Foundation – 2021



Every hour, **5 children and adolescents** are **victims** of sexual violence in Brazil.

Source: UNICEF + Brazilian Forum on Public Security (FBSP) – 2021



Only **10% of the cases** of sexual violence against children and adolescents are **reported**.

Source: TIC Kids Online – 2018



Children and adolescents represent **71%** of the cases of **rape** in Brazil.

Source: Disque 100 – 2021



In 2021, the cases of **sexual exploitation** of children and adolescents to each 100,000 inhabitants **increased 7.8%** in Brazil, according to data from the Brazilian Forum on Public Security (FBSP).



In 2021, the Reporting Center received and processed **101,833** anonymous **reports** of child sexual violence contents shared **online**.

Source: SaferNet 2021

OUR CAUSE

Attention to the risks of the digital world

The spread of the internet and digital services have brought up a series of benefits to society — they have shortened distances, speeded up solutions and brought people closer, among many other benefits.

Together with this new world, however, new risks have come up, and they need to be monitored and tackled. One of them is exactly that of online sexual violence against children and adolescents.

On the right, you can see some of the facts that have made the digital world an environment for us and all of those engaged in the cause to be permanently alert.

Check out in this Report some of our initiatives that address online risks such as **Sabe** app and the “**What body is this?**” TV series.



6 reasons to be alert



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)



1 out of 3 internet users in the world is a **child** or **adolescent**.

(UNICEF, 2017)



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 2021, SaferNet Brasil received more than **102,000** anonymous reports on **child pornographic** content involving 60 countries.

(SaferNet Brasil, 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)



Interpol's **database** on child sexual exploitation has more than **2.7 million** images and videos.

(Interpol, 2020)

STRATEGY

A challenge that belongs to all of us!

Throughout more than two decades of work, we understand that preventing and tackling sexual violence against children and adolescents are so complex challenges that require a joint effort from the entire society to be able to be overcome.

Therefore, to make relevant progress, there is only one path to follow — make the issue stop being invisible and make it part of the awareness and daily lives of our citizens, public sector institutions, corporations, and civil society organizations.

We believe that only by working within a network, integrating all those players, we can promote transforming solutions that make structural and long-lasting impact.

Learn more about our work in the highlights below and in the “Our Practices” chapter.



COVER

SUMMARY

Introduction

About Us

Our Practices

Transparency

Join Our Cause

Our Practices



How we work

To prevent and tackle sexual abuse and exploitation of children and adolescents



Justice Program: for a non-revictimizing service

One of our actions of greater impact on society, the Justice Program proposes to protect children and adolescents who reveal cases of violence.

To achieve that goal, the initiative adopts practices that comprise the complete cycle of revelation — they start from the moment of reporting and assistance by the Protection Network services to the end of the judicial process.

Within that scope, the Program works on three key strategies:

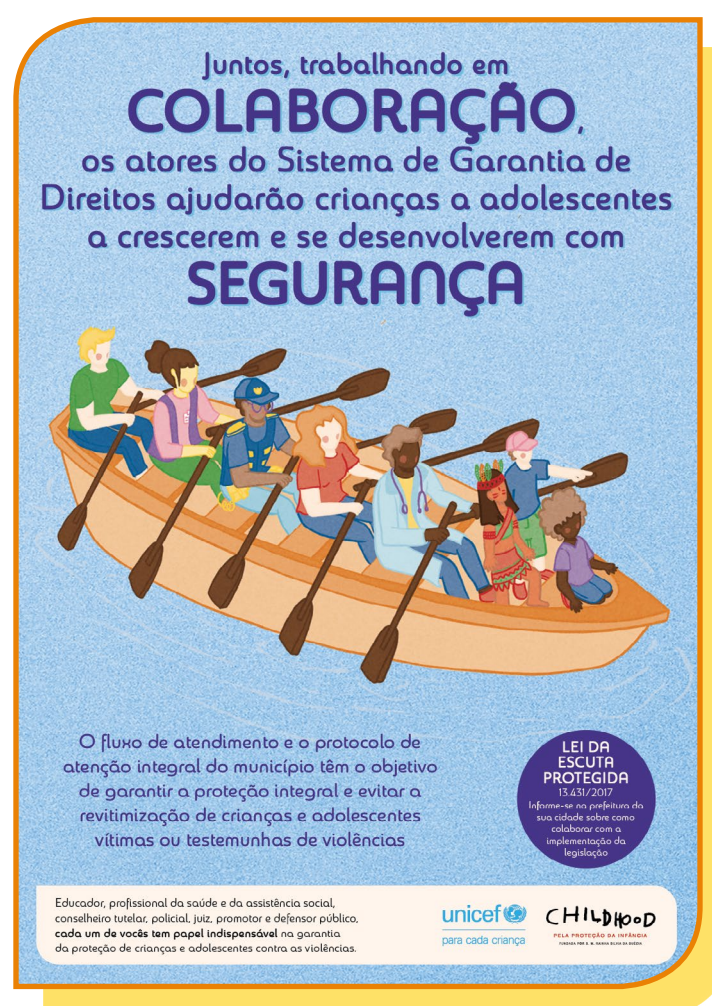
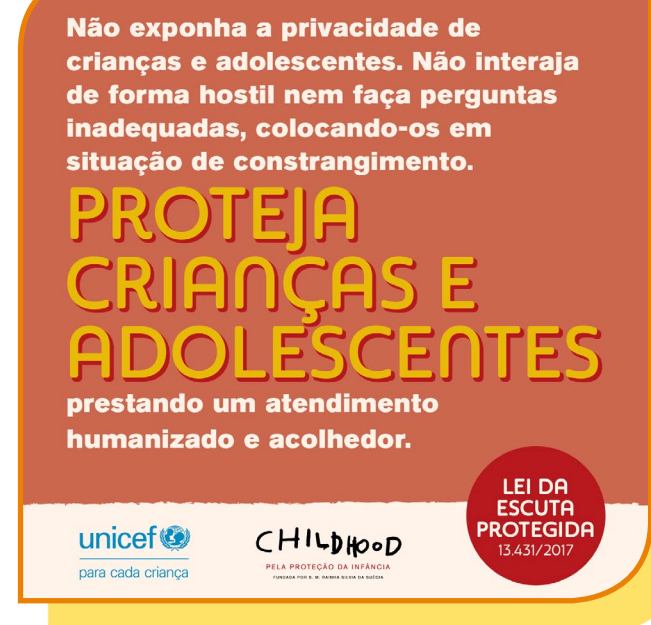
- Creating methodologies, parameters and guidelines that guarantee a non-revictimizing service by all those involved in listening
- Training Protection Network professionals
- Making and strengthening existing laws

Additionally, the initiative directly works on the articulation with the municipalities to establish proper flows of assistance, procedures, and protocols.



The challenge behind

Protected Listening



One of our priorities over the last years has been to contribute to the implementation of Federal Law 13431/2017 known as Protected Listening Law. Considered a milestone for the protection of children and adolescents, it guarantees proper sheltering to victims and witnesses of violence.

The law works so that the service is faster and generates less suffering to the victims that arrive at the protection network agencies, such as the Child Protection Council, Social Assistance, Healthcare, Education, Police stations and the Justice System. In order to do that, it establishes procedures and regulates roles and responsibilities for each professional and agency involved in the service.

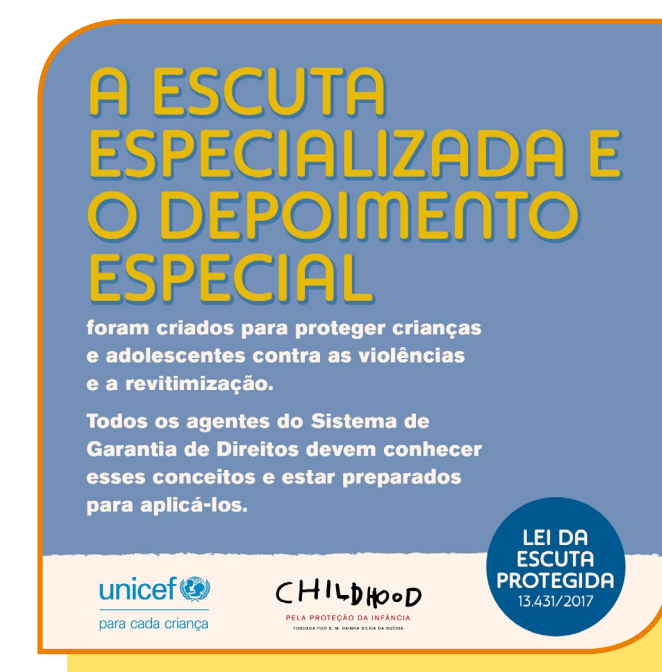
Its text determines, for example, that the report on the violence suffered or witnessed must be

conducted only by the Justice System adopting the Special Testimony methodology.

No other service shall investigate what happened during the assistance sessions.

Many of the situations of secondary victimization are caused due to the lack of integration between agencies, programs, and services, which are structured in a sectoral manner, making each of them work separately.

Although the law is a breakthrough, so far, many municipalities have not yet prepared themselves to put it into practice. Therefore, we have worked focusing on the role of city managers and city councils for the rights of children and adolescents — that is, together with the protection network — to accelerate the improvement in such responses. Get to know the key initiatives next.



Communication kit: support to the protection network of children and adolescents

In August 2021, in partnership with UNICEF, we launched the Municipal Kit for the Protection Network — material that assists in municipal responses and in the perspective of improving the integration of services by means of creating coordination instruments at a local level, guiding on how to establish integrated assistance flows and protocols and to manage cases of violence, by the Network, besides tips for a more safeguarding service.

The content is entirely digital and made to be accessible and shareable on computers and different devices. The objective is to provide the greatest possible reach, once about 70% of the Protection Network is located municipally.

The kit consists of:

- Menu of the Communication Kit of the Protected Listening Law 13431/2017
- 8 videos on Law 13431/2017 and the role of the System for the Protection of Rights
- Quick reference guides
- Banners with metaphors on the importance of joint efforts
- Synthetic assistance flows
- E-Cards to be used on social media and forwarded via WhatsApp



Protected Listening Complex: Vitória da Conquista sets the example

Another major milestone in 2021 was the opening of the first Protected Listening Complex in Brazil, in Vitória da Conquista (Bahia State). The project, designed in 2019, was developed through a technical cooperation with the City Government.

Its objective is to create a safe environment, with professionals qualified in specialized listening and special testimony of children and adolescents who are victims or witnesses of violence — safeguarding them instead of revictimizing them.

The pioneering initiative ensures a better service by the Protection Network, since services are offered at the same place and in an integrated manner, and it opens doors so that other municipalities follow the same path.

In February 2021, Minister Luiz Fux, President of the National Justice Council, and Laís Peretto, Executive Director of Childhood Brasil, signed the Technical Cooperation Amendment, aimed at making the fundamental rights of children and adolescents effective, as a means of minimizing negative indicators that register the existence of a reality of disrespect for the dignity of children and adolescents. In particular, it aims to conduct actions related to tackling physical, sexual and psychological violence against children and adolescents, mainly towards the theme focused on improving the procedures and methodologies of the testimony of children and adolescents in the Brazilian Justice System.

Network Protection Program

strengthening the System for the Protection of Rights



It is essential for the protection of children and adolescent that the Protection Network is prepared to prevent and identify situations of sexual violence against children and adolescents and know how to act when they are identified.

For that reason, we have developed the Protection Network Program, whose purpose is to strengthen the agencies that are part of the System for the Protection of Rights.

Among the main attributions of the initiative there are establishing partnerships and training professionals to work in an integrated manner when tackling sexual violence.

The program also works to integrate, improve and develop new procedures and methodologies for the assistance of children and adolescents who are victims of sexual abuse and exploitation.

Learn more about some of the latest news on the Protection Network Program in 2021.



Online training in Specialized Listening



In October, we made something else new available — the reopening of the online training course called **“Specialized Listening in the Protection Network”**, a result of the partnership with Equidade, responsible for the pedagogical matrix of the course and mentorship, Ucorp, responsible for the platform and infrastructure of the course, and Childhood Brasil, who made all the content created available within the scope of the organization. The course was designed to contribute to the qualification of professionals who directly work with children and adolescents on the issue of violence.

The qualification is aimed at professionals of the protection network of children and adolescents who are victims of sexual violence and is focused on the new parameters provided by the Protected Listening Law and the Decree 9603/18, which governs the law.

The course was created by major national references on the topic, who have directly worked on the process of conception and implementation of Law 13431/17.

Every professional who works on the specialized listening of children and adolescents who are victims or witnesses of sexual abuse can attend the course.

Due to the obligatoriness of implementing new parameters across Brazil, the course has provided a new perspective of professional work which will be required in every Brazilian city.

In 2021, we had approximately 245 students enrolled, whereas 85 of them received a scholarship.

By means of a partnership between Childhood Brasil and Andre e Lucia Maggi Foundation, a classroom with 50 students was formed. The other 110 students came from fundraising conducted by Ucorp.

SPECIALIZED LISTENING TRAINING COURSE — 2021

CLASS 2	CLASS 3	CLASS 4	CLASS 5	CLASS 6
38 students	81 students	52 students	31 students	43 students
TOTAL IN 2021: 245 STUDENTS				

CONTENT FOR FAMILIES TOO

In addition to holding discussions with institutions and professionals from the Protection Network, we work to alert families and society in a general manner about the risks of sexual violence against children and adolescents.

One of the 2021 initiatives working in that sense was the new season of the **“What body is this? Online Prevention”** TV series, broadcast by Canal Futura and that is part of the **Growing Without Violence** project (a partnership between Roberto Marinho Foundation, Childhood and UNICEF Brazil, supported by Google, Facebook, Instagram, Maria Cecilia Souto Vidigal Foundation and The Freedom Fund).

The second season of the TV series addressed a very contemporary subject: the protection and security of children and adolescents in the virtual environment. The premiere took place on February 9th, which sets the Safe Internet Day.

Produced by Split Studio, it stars the stories of siblings Ariel, Dandara, Thainá, Cauã, Chris, their parents and friends. Its nine episodes explore topics such as the


conscious use of the internet, self-protection, positive parenting, digital reputation, suicidal ideation and much more.

On the week of the launch, Futura’s YouTube channel promoted an online discussion, open to the public, exhibiting three episodes of the TV series and counting on the participation of specialists who addressed strategies to make sure that the internet is a safe environment to children and young people.

TV series turned into training course

The **Growing Without Violence** project also promotes the training of educators and professionals of the system for the protection of rights of children and adolescents to work on the prevention and tackling of violence (especially sexual violence) and distributes pedagogical material to the institutions of the whole country.

The project provides them with free online short courses and a kit containing educational textbooks for all grades, all that part of the Growing Without Violence project.



Through the story of five siblings and their parents, the **“WHAT BODY IS THIS?”** TV series addresses the safety and security of children and adolescents in the virtual world.

PUBLIC SECTOR | NETWORK PROTECTION PROGRAM

With the material produced for the second season of **“What body is this? Online Prevention,”** we conducted online workshops for the professionals of the secretaries of Social Assistance, Education and Public Security.

The materials, online courses and episodes of the series are available at crescersemviolencia.org.br.

The project counts on other three audio-visual series: **“What exploitation is this?”**, **“What abuse is this?”** and the first season of **“What body is this?”**

FACEBOOK, more than 3 million views of the programs on the profiles of Futura, Childhood Brasil and UNICEF.

CHILDHOOD
PELA PROTEÇÃO DA INFÂNCIA
FUNDADA POR S. M. RAINHA SILVIA DA SUÉCIA

The 2nd season of **“What body is this?”** is already available on **Online Prevention!**

This season will have online prevention as its main topic. In 9 episodes, Vila Cesar family will address in a playful manner:

-  The conscious use of the internet
-  Self-protection
-  Positive parenting
-  Emotional health and self-harm
-  Model of toxic masculinity
-  Digital reputation and suicidal ideation
-  Critical reading of information and online relationships

Results of the “WHAT BODY IS THIS?” TV Series in 2021:

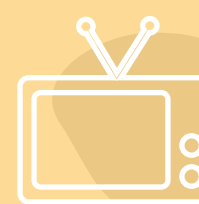
DISTRIBUTION OF THE TV SERIES:



Distribution of **6,000 DVDS** to professionals trained by the project



The winning action in the category “Best Child Content” in **TAL — TELEVISIÓN AMÉRICA LATINA** Award in the category Micro child show in 2021



Third place in the **COMKIDS PRIX JEUNESSE IBEROAMERICANO FESTIVAL** in the category Short contents



Exhibition in the **INTERNATIONAL FESTIVAL OF FILMS FOR CHILDREN (FICI)** and **ANIMA MUNDI**



Project selected as the highlight in the **1ST GIFE SOCIAL INNOVATION EXHIBITION**, event that presented several solutions produced or put forward by social private investment over the last years, responding to the main challenges in the Brazilian public agenda



Organization of the **#ATHOMEWITHOUTVIOLENCE**, a national campaign on May 18th, **NATIONAL DAY ON THE FIGHT AGAINST SEXUAL ABUSE AND EXPLOITATION OF CHILDREN AND ADOLESCENTS**

- Initiative from the partners of Growing without violence, supported by Google, Facebook and Instagram, to mobilize, prevent and raise awareness on the risks that children and adolescents are posed to in the domestic environment as well as online
- The campaign highlights the current situation of social isolation, school closures and increased online activity caused by the COVID-19 pandemic, with practical tips on how to identify, prevent and report the different forms of sexual violence

PUBLIC SECTOR | NETWORK PROTECTION PROGRAM

AN ALLY FOR THE SELF-PROTECTION OF CHILDREN AND ADOLESCENTS

Over the last year, the Ministry of Women, Family and Human Rights (MMFDH) made something new available, the app called **Sabe — Conhecer, Aprender e Proteger (Know, Learn and Protect)**, aimed at making it easier for children and adolescents experiencing violence to ask for help.

The app was developed in partnership with UNICEF and supported by some organizations — Childhood Brasil was responsible for the technical advisory in this project, developing the assistance protocol and qualification of professionals who talk and guide children and adolescents regarding this instrument.

Sabe consists of two interfaces, one aimed at children from 6 years old — with a more direct and simple content — and another aimed at adolescents

from 12 years old. Both are directly linked to the Human Rights Hotline (Disque 100), the National Human Rights Institutions, to speed up reports.

What the app has to offer?

From 6 to 12 years old: Makes available a series of books, with stories told by their own authors or storytellers. Among the works, we have “Confusão na casa do João” [Turmoil at João’s house]; “Joaquim em: Sentir raiva é ruim” [Joaquim in: Feeling angry is bad]; and “Edgar, Edgar, vou chamar o Conselho Tutelar” [Edgar, Edgar, I’m gonna call the Child Protection Council].

From 12 years old: Teaching how to identify the types of violence and ask for help. It also brings together videos that talk about topics such as online exposure, sexual abuse, and child exploitation.



The app is a help channel for children and adolescents experiencing violence. Children themselves can directly report on the app.

New Partnership

In 2021, Childhood Brasil, the Municipal Council for the Defense and Promotion of the Rights of Children and Adolescents in Recife and the Freedom Fund signed a Cooperation Agreement aimed at implementing Law 13431/2017, particularly in the creation of flows of integrated assistance and the unified assistance protocol to children and adolescents who are victims or witnesses of violence in the municipality of Recife.



15 years of the On the Right Track Program

In 2021, we celebrated a special date, the 15th anniversary of the On the Right Track Program, one of our most long-lived initiatives and with the broadest reach.

The movement was born in 2006, as a response to the severe problem of sexual exploitation of children and adolescents on Brazilian highways, confirmed by the first survey called “The Profile of Brazilian Truck Drivers” in 2005.

The study pointed out that 37% of interviewees had already been involved in a sort of sexual exploitation of children and adolescents, but also brought up information on the profile of such professionals and highlighted their potential to work as protection agents.

That motivated us to create a prevention program which puts truck drivers in the center of our mission, as allies who are being engaged by means of continued education, making them better understand the issue. The strategy for the first five years was to mobilize companies from

the logistics and road freight transport sector for the cause and, thus, to reach truck drivers.

We have made progress in this plan inviting companies and corporate entities to become signatories of the “Corporate Pact Against Sexual Exploitation of Children and Adolescents on Brazilian Highways,” promoted in partnership with the ETHOS Institute and the International Labor Organization (OIT).

Over time, we took the issue to many companies and truck drivers. If at the launch the Pact counted on 65 pioneering companies, in 2014 it overcame 2,000 companies and entities. With such mobilization, more than one million truck drivers were impacted that year only.

With the prevention work, the involvement of truck drivers with Sexual Exploitation of Children and Adolescents went from 37% in 2005 to 10% in 2021, according to the results of the 4th edition of “The Profile of Brazilian Truck Drivers” survey.

In 2015, the On the Right Track Program moved to its 2.0 version, proposing to companies to increase their public commitment to the cause and to make it a value within their business management.

During that phase, the Solutions & Tools Project came up, an initiative that qualifies internal mobilizers within the companies to turn the commitments of the Pact into concrete actions.

This new format had two other new features — the extension of the program to the waterway category and the reach of financial sustainability of the On the Right Track Program by means of annual donations coming from the companies.

Finally, in 2021, the Program entered its 3.0 phase, being consolidated as an ESG (Environmental, Social and Corporate Governance) tool by mitigating business risks and fostering systemic solutions.

Check out 2021 key highlights on the next pages.



PROGRAMA
NA MÃO
CERTA

PRIVATE SECTOR | ON THE RIGHT TRACK PROGRAM

All about the program

OUR PROMISE

The commitment to protect children and adolescents from sexual exploitation motivates us to continuously mobilize people by working in partnership with civil society organizations, corporations, and governments. We combined research and innovation intended to collaboratively develop solutions to positively impact children and adolescents and provide conditions to eradicate sexual exploitation, giving visibility to the cause and enabling everyone to work as protection agents.

PARTICIPATION OF THE PRIVATE SECTOR

- **HOW IT WORKS:** To reach companies and corporate entities, the Program is based on the Corporate Pact against Sexual Exploitation of Children and Adolescents on Brazilian Highways, a voluntary commitment to guarantee respect for the rights of children and adolescents in the business chain.
- **HOW TO JOIN:** Sign the Corporate Pact and choose a category to join. The participation renewal is on an annual basis.
- **WHAT IT HAS TO OFFER:** Engagement actions with solutions and tools that advise companies and corporate entities to turn the commitments of the Corporate Pact into actions that generate value within the business management and contribute to the prevention and tackling of sexual exploitation of children and adolescents.
- **HOW TO BE A RECOGNIZED COMPANY:** One must comply with the premises annually set through engagement actions and meet the indicators of the Corporate Pact.

On the Right Track Program in numbers

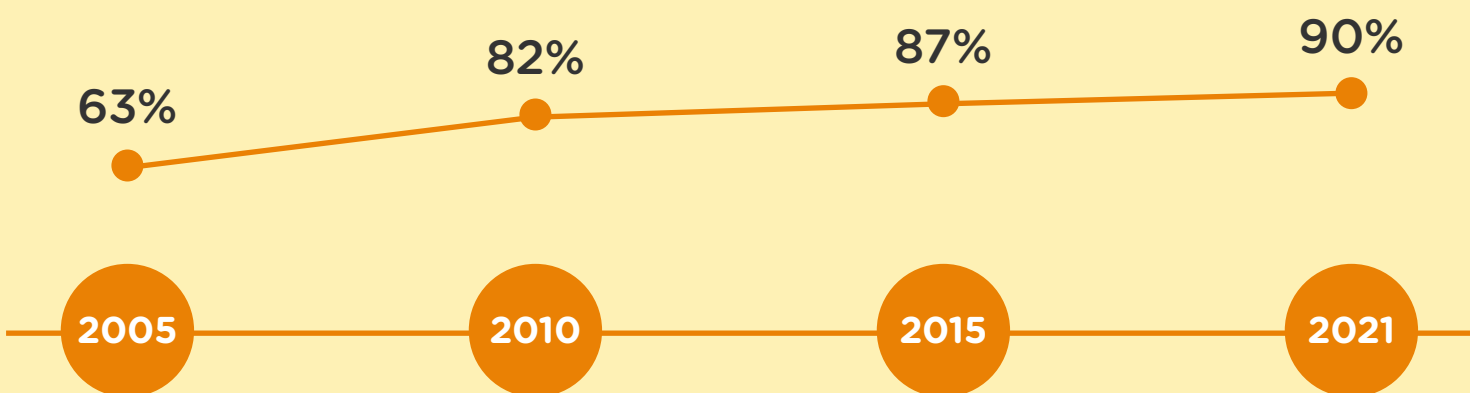
THE EVOLUTION OF THE COMMITMENT OF THE COMPANIES



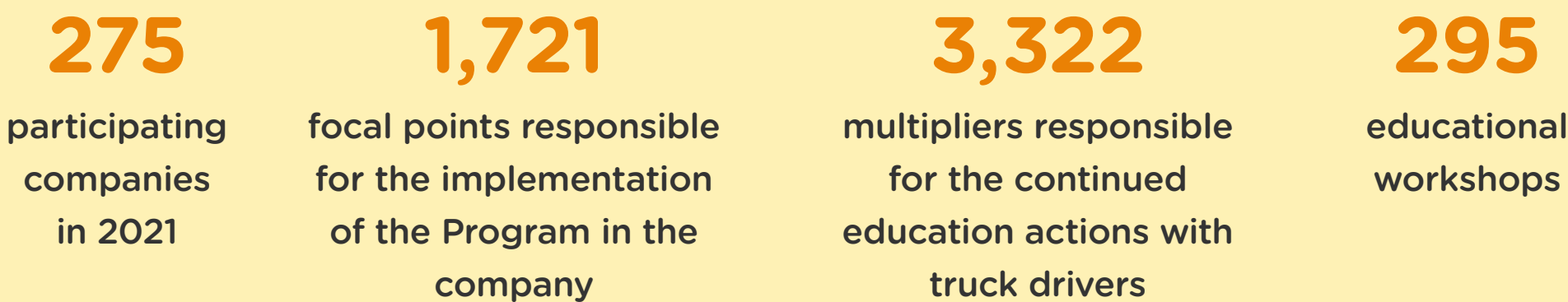
A JOURNEY OF ADVANCES

The positioning change of truck drivers along the years

Truck drivers who did NOT get involved in Sexual Exploitation of Children and Adolescents



FROM THE BEGINNING TO 2021



PRIVATE SECTOR | ON THE RIGHT TRACK PROGRAM

A YEAR FULL OF NEW THINGS

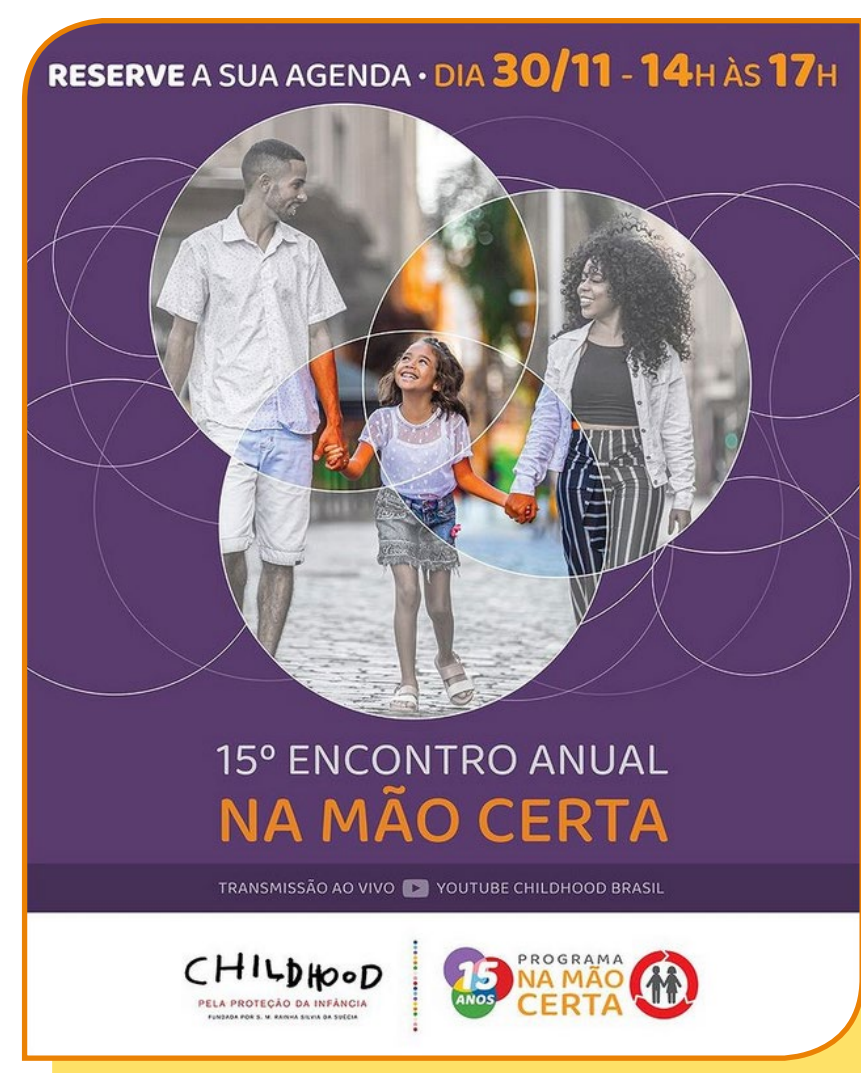


SPEAKING UP

To set the 15 years of the On the Right Track Program, in 2021 we conducted a new communication campaign. For six months, we used social media to restore the alert on sexual exploitation of children and adolescents based on the UNDERSTAND, MOBILIZE and REPORT tripod. That campaign reached more than 35,000 people.

In keeping with the campaign message, we held three webinars and published 22 videos with posts, which had the participation of partners and influencers.

To close the year, we held the 15th On the Right Track Annual Meeting, which took place in a hybrid format, to celebrate the 15th anniversary of the On the Right Track Program.



CORPORATE TRAVEL

In 2016, the “Global Study on Sexual Exploitation of Children in Travel and Tourism” study pointed out that the corporate travel industry plays a central role in the challenge of protecting children and adolescents from sexual exploitation.

Continuing the research conducted in 2019, and with financial support from the Carlson Family Foundation (CFF), we resumed the Corporate Travel Project. We started a pilot project with the participation of six companies: Atlantica, CWT, Delta, Gerdau, Movida and Santander.

The main objective of this new work front in the Program is to reinforce the value of protecting children and adolescents within the business management, proposing more attention to their organizational culture, declaring their commitment to the corporate policy, and materializing it in social corporate responsibility actions with all their employees, suppliers, and customers of corporate travel.

The focus is to attract the attention of those involved in travel arrangements, including the very travelers, so that they know how to protect children and adolescents and report cases of sexual exploitation.





CONTINUED EDUCATION

The 3.0 version of the On the Right Track Program seeks to leverage continued education initiatives. One of the initiatives in this sense was the launch of a platform for truck drivers in 2021 — the so-called Together on the Right Track.

This platform counts on a Virtual Learning Environment (VLE) that can be accessed via smartphone, laptop, or desktop, with no data or memory use. The tracks are bimonthly and include videos, podcasts, and information cards.

The contents reinforce our care with male and female truck drivers, bringing citizenship subjects to their lives — such as the rights of children and adolescents, the problem of sexual exploitation against this audience and subjects related to the quality of life, family interaction, health, and technology, among others.

Educação
Continuada
Digital



CHILDHOOD
PELA PROTEÇÃO DA INFÂNCIA

PROGRAMA
NA MÃO
CERTA



JUNTOS
NA MÃO CERTA

BEM CUIDAR PROJECT | AN EXPERIENCE OF CONTINUED EDUCATION AND NETWORK PARTNERSHIP

The On the Right Track Program also invests in projects that reinforce our local partnership network. That is the case of Bem Cuidar Project, which completed its cycle in 2021 and left an important legacy.

The origin of the partnership dates back to 2018, when Dexco (formerly Duratex) sought to establish in João Pessoa (Paraíba State) a project to prevent sexual violence against children and adolescents in the surroundings of its manufacturing unit.

The Project was structured based on the methodology of Solutions & Tools, which encourages companies to work in a community or as a protection network according to a rapid local diagnosis.

The role of such diagnosis is to understand the local scenario of sexual violence against children and adolescents and the stage of maturity of the protection network.

In João Pessoa, the application of the diagnosis identified a concerning situation — vulnerability was present throughout the municipality. This awakened the company to face the situation.

Through the articulation conducted by Dexco, we got closer to the Aldeias Infantis SOS Brasil

organization. Together, we adapted the Bem Cuidar Project, enabling funding through the Municipal Council for the Rights of Children and Adolescents.

In addition to working directly with vulnerable children and adolescents, Aldeias Infantis SOS Brasil and Childhood Brasil signed a partnership with the City Government of João Pessoa to conduct training with the entire protection network of the capital of Paraíba.

The joint action led to the creation of the Municipal Plan for Fighting Violence against Children and Adolescents. With that, João Pessoa became the first Brazilian capital to have a Decennial Municipal Plan in light of the guidelines of Law 13431/2017 (Specialized Listening).

This experience shows the potential of intersectoral work by means of a network partnership with companies, public power and organized civil society. The intersectoral commitment — with investment in projects to protect the rights of children and adolescents and strengthen the services of the protection network — is the pathway to innovative and effective public policies.



Full attention to major infrastructure projects

Major infrastructure works are an important part of Brazil's development agenda. However, they often have an impact on surrounding populations — including sexual exploitation of children and adolescents.

And that does not happen by chance — projects of this nature often rely on massive migration of workers, who start living in lodgings, away from their families and with no leisure and entertainment activities. This combination contributes to the abusive use of alcohol and drugs and the search for prostitution.

In 2009, we conducted the survey called “The Men Behind Major Construction Works in Brazil,” in partnership with the Federal University of Sergipe and the Federal University of Rio Grande do Sul, which presented concerning numbers in this regard. According to the study, 97.2% of the workers interviewed said that there is prostitution in the construction work environments where they worked; 57.3% reported that they had already witnessed children and adolescents in prostitution in the surroundings of the construction work; and 66.9% stated that their colleagues go out with people under 18 years old.

To face this situation of vulnerability, we have developed the Major Infrastructure Program over the last 15 years. In this initiative, we advise companies that contract major infrastructure works in order to map risks, mitigate impacts, and protect children and adolescents from sexual exploitation. Our advisory has already assessed projects with companies such as Alcoa, CC Infra, Klabin, Suzano, Portocel and LD Celulose.



PRIVATE SECTOR | MAJOR INFRASTRUCTURE PROGRAM

SHARING THE METHODOLOGY

Over the years, we have matured the methodology of the **Major Infrastructure Program**, so that it works with a 360° view, capable of going beyond the construction site. The objective is to expand our work to involve the municipalities that are the area of direct influence of such construction work.

Every intervention project foresees two work fronts: “intramural,” aimed at mobilizing the company, suppliers, and workers of the construction work; and “extramural,” which articulates the services of the System for the Protection of Rights of Children and Adolescents and the community to work together.

The methodology gained notoriety and was chosen as a reference by **IDB Invest (Inter-American Development Bank)**. In 2021, we joined the financial institution to launch the “**Preventing Sexual Exploitation: A Practical Guide for the Private Sector**” publication, which systematizes and disseminates the learnings of the program.

To make the project replicable, we organized the method into ten steps, split into four blocks:

- **Institutional positioning:**
 - Set positioning
 - Prepare the company
 - Build steering committee

- **Geo-mapping:**
 - Risk study and assessment
- **Work plan:**
 - Internal actions
 - External actions
 - Communication actions
 - Monitoring & Evaluation
 - Review
- **Operation:**
 - Operation phase

The Guide is free of charge and is available to the entire society. Click [here](#) to download. Childhood Brasil’s advisory team can be contacted for the development of partnership projects.

“Last year, in partnership with IDB Invest, we launched a guide that shares the methodology of the Major Infrastructure Program with the private sector.”



PRIVATE SECTOR | MAJOR INFRASTRUCTURE PROGRAM

LD CELULOSE FOR THE RIGHTS: 2021 BREAKTHROUGHS

In 2019, we started advising a major infrastructure project in the Triângulo Mineiro region (west of Minas Gerais State) — the **Amadeus Project**, name given to the construction of a dissolving pulp mill, which belongs to LD Celulose.

To prevent and tackle sexual violence against children, adolescents and women in the region, the company created the **LD Celulose for the Rights** project, in partnership with our organization.

Due to COVID-19 social isolation period, in the first year we focused on planning and implementing “intramural” actions (aimed at suppliers and construction site workers).

It is worth mentioning LD Celulose’s effort to keep the activities of the construction site active and our challenge to rearrange our methodology for the synchronous online environment, conducting all the training of multipliers and mentorships every month.

Also in 2021, with the gradual improvement of the pandemic, it was possible to diagnose the scenario of sexual violence against children and adolescents and the reality of the services that make up the protection network in the municipalities of the area of direct influence of Araguari, Indianópolis and Estrela do Sul.

After concluding the diagnosis in the three municipalities, we moved on to the challenge of articulating the creation of the Municipal Committee for Fighting Violence against Children, Adolescents and Women.

It is an intersectoral instance, led by the Municipal Council for the Rights of Children and Adolescents, which in turn consists of services from the City Government, the Police, the Prosecution, civil society organizations and the Child Protection Council.

In addition to mobilizing the formation of such Committees, we initiated the training of members on violence against children and adolescents and violence against women.



PORTOCEL | Agent for Good: Legacies for the municipality. In Aracruz, Espírito Santo State, we completed a three-year work with Portocel, the only Brazilian port terminal specialized in the movement of forest products.

In 2018, the company realized that cases of sexual exploitation of children and adolescents were a recurring issue in the municipality, but these reports did not always reach public services.

Among the legacies that remain for the city, there are:

- **2020-2030 Municipal Plan for Fighting Violence against Children and Adolescents, designed together with our advisory**
- **Creation of flows and protocols according to Law 13431/2017**
- **Municipal Law Nº 4325, that turned the Plan into municipal policy**

As a company part of the Suzano group, it was possible to adapt the methodology of the **Agent for Good movement** — created in 2016 — to the H2 Project, an undertaking in Três Lagoas for a port operation, including ship crews and dockworkers. During the life cycle of the initiative, we mapped the risks, turned the port terminal workers into protection agents of children and adolescents, trained multipliers and mobilized the community and the local Protection Network.

However, more than that, we advocated for public and private policies, so that the issue can be worked on in a structuring manner in the future.

Prevention in partnership with the hotel industry

We know that the hotel industry is a risky environment for sexual exploitation of children and adolescents..

In view of this, we created an initiative based on partnerships with companies in the hotel industry 17 years ago to work to prevent and mitigate such risks, turning hotels into information and guidance spaces for their employees and guests.

In 2021, despite continued restrictions imposed by the pandemic, our partnerships with the **AHI - Atlantica Hotels International** network and the **Aldan Group** remained active within their operational possibilities.

We continued with the sensitization and guidance work towards employees on how to deal with risks for children and adolescents.

Considering the context, we expanded the discussion on the importance of preventing online sexual violence and the need to dialogue with children and adolescents about the risks in the

virtual environment — in the use of the internet, social media, and games.


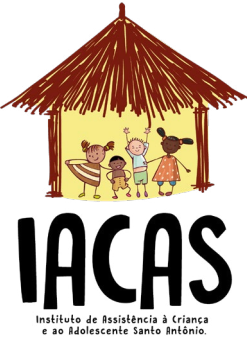

With the improved pandemic scenario, it is expected that hotel chains resume their operations at full capacity — and that, in response, our initiative and partnership are intensified.

During the pandemic, our partnership focused on educating employees on preventing online sexual violence.

Actions against Covid-19

Childhood Brasil transferred funds to three organizations, whose donations were made by the foundation of Queen Silvia of Sweden, which bears her name “HM Queen Silvia’s Foundation Care About the Children”.

Such emergency donations were directed as follows:

MAIN ACTIVITY	ACTIONS TO TACKLE COVID-19	USE OF FUNDING
 <p>GERANDO FALCÕES</p> <p>Social development ecosystem. Seeks to speed up outskirts leaders’ impact to eliminate social inequality in favelas. The projects are based on sports and culture for children and adolescents, professional training for young people and adults and income generation.</p>	<p>CORONA NO PAREDÃO [CORONAVIRUS UP FOR EVICTION]: Distribution of Food Ticket Cards during the pandemic in the amount of the Brazilian basic food basket.</p> <p>BOLSA DIGITAL: Access to the learning + internet app sponsored for outskirts children and young people.</p> <p>BAZAR: Provides access to consumer goods for low-income population and raises funds for the programs in outskirts and favelas.</p>	<p>Donation of R\$150.00 a month, for 2 months, to 1,000 extremely vulnerable families. Reloadable cards enabled to purchase hygiene and food products.</p>
 <p>IACAS</p> <p>Instituto de Assistência à Criança e ao Adolescente Santa Inês</p> <p>Inspired by Christian principles, fights for a more just and equal society and seeks the protection of fundamental rights of children and adolescents in the city of Manaus. Works on fighting sexual violence against children and adolescents.</p>	<p>Focus on the right to adequate food. Distributes basic food baskets to economically vulnerable families and offers guidance on basic hygiene. Offers workshops for children who are on the streets and focuses on tackling commercial sexual exploitation, which has increased as a survival strategy for many families.</p>	<p>They plan to intensify the actions of distribution of basic food baskets and of promotion and protection of the human rights of children, as well as the articulation and strengthening of the local protection network to tackle sexual violence against children and adolescents.</p>
 <p>Santa Fé</p> <p>Shelter for children, adolescents and young people who are victims of violence. Multidisciplinary and systemic assistance, including support for the construction of a life project; back-to-school follow-up; healthcare and integrated work with family members to reestablish bonds.</p>	<p>Project maintenance adding new health protocols in the shelters to ensure the health of children, adolescents and their families, as well as of all professionals who work in Santa Fé. Fundraising to guarantee the food (and nutrition) for 300 families (family members of the ones we provide assistance and the community around Santa Fé) as well as support with hygiene and cleaning supplies.</p>	<p>The funding was used to continue the nutritional quality of such support to families, via food ticket cards; and/or minor repairs to the household of the families of children who are now able to return to their families.</p>

Communications: making the cause stop being invisible

Dialoguing with society is a strategic activity for us, as it helps to shed light on our cause and mobilize people and institutions to advocate for children and adolescents.

To this end, we adopted a communication strategy focused on sharing content that educates, enlightens and sensitizes the audience about the risks to which boys and girls are exposed and what can be done about it.

We spread information mainly through proprietary channels, such as our social media platforms and institutional website, and by providing technical support to press vehicles, either by suggesting topics on the issue, or by providing data and interviews.

In 2021, with a strong investment in content production and disclosure, we were able to impact millions of people and expand our impact. Check out the highlights.

PRODUCTION

552

POSTS ON
SOCIAL MEDIA

47

PRESS
RELEASES

34

INTERVIEWS
GIVEN

REACH

1,273

PRESS HIGHLIGHTS

9 million

PEOPLE REACHED
ON SOCIAL MEDIA

875,000

VIEWS ON THE WEB SITE

R\$42,168.00

GENERATED IN
SPONTANEOUS MEDIA

ENGAGEMENT



107%+

FOLLOWERS
ON LINKEDIN,
AMOUNTING A TOTAL
OF 1,938

45%+

FOLLOWERS
ON INSTAGRAM,
AMOUNTING A
TOTAL OF 19,078



104,000

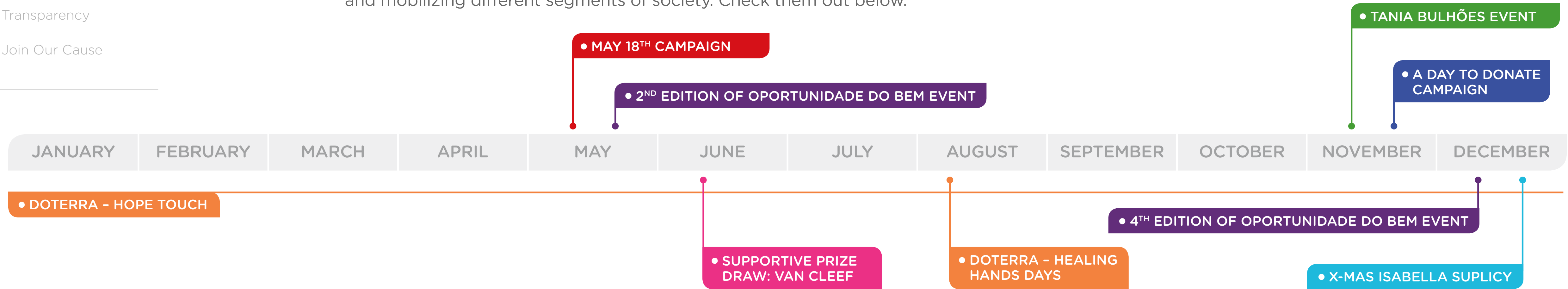
INTERACTIONS ON
INSTAGRAM

CIVIL SOCIETY | FUNDRAISING EVENTS



Full calendar!

In 2021, we held and participated in a series of events and initiatives aimed at sensitizing and mobilizing different segments of society. Check them out below.



OPORTUNIDADE DO BEM

Oportunidade do Bem event donates 100% of its sales of clothing, footwear, and accessories to social causes. Last year, Childhood Brasil was one of the benefited entities. We received part of the income from sales originated on the institution's website and in two events: the 2nd and 4th edition of Oportunidade do Bem event, held at JK Iguatemi Mall, in São Paulo.

dōTERRA®

doTerra is a world leader in essential oils and aromatherapy. In 2019, we established a partnership with the brand, in which 100% of the profit from one of its products, Hope Touch oil, is destined for us. In addition, last year the company organized an event called Healing Hands Day, which encourages employees and consultants to buy kits — whose funds raised are destined for social organizations. With the sales of the Healing Hands Hope Touch kit, we were benefited with R\$132,000.



TANIA BULHÕES

On November 10th and 11th, we participated in a charity event for the perfumery and tableware brand Tania Bulhões, which was launching its Christmas collection. A total of 10% of the sales, made in all stores, website, and WhatsApp, were donated to our organization, intended to help fighting and preventing sexual violence against children and adolescents.

CIVIL SOCIETY | PARTNERSHIP NETWORK

Working in a network

To maximize the results of our work, we conduct partnerships with other institutions and initiatives all the time, whether from the public and private sectors or civil society. And 2021 was no different; throughout the year, we established, maintained and deepened bonds that make a difference.

Get to know some of them.



NATIONAL PACT FOR THE IMPLEMENTATION OF LAW 13431/2017

Established in 2019, the National Pact for the Implementation of Law 13431/2017 is an initiative that has the participation of various agencies of the Executive and Judiciary powers. Its objective is to ensure that the Protected Listening Law is implemented in the country, to prevent the revictimization of children and adolescents who are victims or witnesses of violence.

We at Childhood Brasil value and support the idea. In 2020, for example, we participated in the Pact Working Group, which created the Guide to Implement the General Flow for the Protected Listening Law. In 2021, we kept on working in partnership with such initiative — and we celebrated the announcement of its renewal.



NATIONAL PACT FOR EARLY CHILDHOOD

The National Pact for Early Childhood brings together public sector agencies and civil society organizations, especially players that make up the child protection network in Brazil. The initiative was launched in 2019, intended to outline a diagnosis of care for children aged 0 to 6 years old in the country and training professionals involved in this issue. Childhood is a signatory to the Pact and works in partnership with others involved in it.

CIVIL SOCIETY | PARTNERSHIP NETWORK

BRAZILIAN COALITION FOR THE END OF VIOLENCE AGAINST CHILDREN AND ADOLESCENTS

It is a group formed by organizations, networks and forums dedicated to the prevention and tackling of violence against children and adolescents. The group originated in late 2017, when it started to articulate the Federal Government’s adhesion to the UN’s Global Partnership to End Violence Against Children.

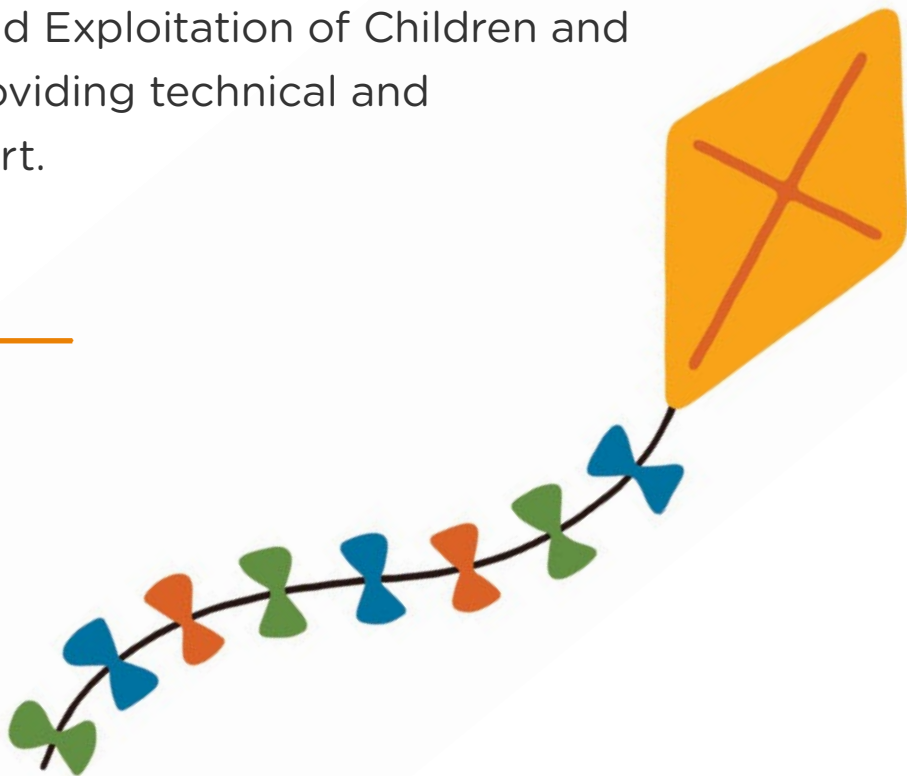
In 2018, as a result of the mobilization, Brazil joined the international initiative. Currently, the Coalition, with the participation of Childhood, is in dialogue with the Ministry of Women, Family and Human Rights for the creation of a National Action Plan that materializes adherence to the initiative.

GIFE — GROUP OF INSTITUTES, FOUNDATIONS AND ENTERPRISES

Created in 1989, GIFE is a non-profit association that brings together organizations with projects aimed at promoting sustainable development. Its mission is to improve and disseminate concepts and practices of the use of private resources for the development of the common good. The network already has more than 160 members. We have been part of the initiative since 2011 and continue to participate in the exchange of information and knowledge.

NATIONAL COMMITTEE FOR FIGHTING SEXUAL VIOLENCE AGAINST CHILDREN AND ADOLESCENTS AND ECPAT

It is a technical partnership with the Committee for advocacy actions at the federal level. We advocated for the initiative mainly on the actions of May 18th, National Day on the Fight Against Sexual Abuse and Exploitation of Children and Adolescents, providing technical and structural support.



- COVER
- SUMMARY
- Introduction
- About Us
- Our Practices
- Transparency**
- Join Our Cause

Transparency



Financial Statements

Our accounts are audited annually by Ernst & Young’s Independent Auditors.
To learn more about the auditor’s report and the complete financial statements, visit our [website](#).

WCF Institute – Brazil

STATEMENT OF FINANCIAL POSITION

December 31, 2021 and 2020 (in reais – R\$)

	Explanatory note	2021	2020
CURRENT ASSETS			
Cash and cash equivalents	3	1,377,582	635,232
Marketable securities	4	6,975,145	6,017,476
Accounts receivable		343,055	57,155
Other assets		294,529	163,198
Total current assets		8,990,311	6,873,062
NON-CURRENT ASSETS			
Property and equipment		26,848	37,131
Total non-current assets		26,848	37,131
TOTAL ASSETS		9,017,159	6,910,193
	Explanatory note	2021	2020
CURRENT LIABILITIES			
Trade accounts payable	5	262,922	222,476
Payroll and related charges	6	164,737	192,797
Taxes and contributions payable		61,276	47,572
Advanced funds	7	1,227,512	664,844
Total current liabilities		1,716,447	1,127,689
NON-CURRENT ASSETS			
Provision for contingencies	8	1,450,248	1,187,672
Total non-current liabilities		1,450,248	1,187,672
NET WORTH			
Net worth		5,850,464	4,594,832
TOTAL LIABILITIES AND NET WORTH		9,017,159	6,910,193

STATEMENT OF SURPLUS (DEFICIT)

Years ended December 31, 2021 and 2020 (in reais – R\$)

	Explanatory note	2021	2020
REVENUES			
Donations – On the Right Track Program		2,749,481	2,101,653
Donations – Partnership with Atlantica Hotels Internacional		69,502	102,770
Sundry donations and other projects		4,068,133	3,255,795
Other revenues – services provided		1,012,495	590,696
Other revenues – volunteer services (gratuities)		241,580	217,262
Total Revenues	9	8,141,191	6,268,176
OPERATING COSTS AND EXPENSES			
Project expenses		(3,456,005)	(2,981,160)
Expenses with resource mobilization		(666,069)	(695,754)
Volunteer services (gratuities)		(241,580)	(217,262)
Operating expenses		(918,153)	(413,391)
Administrative expenses		(1,140,240)	(1,214,546)
Communication expenses		(751,582)	(693,383)
Total operating costs and expenses	10	(7,173,629)	(6,215,496)
SURPLUS BEFORE FINANCE INCOME		967,562	52,679
FINANCE INCOME			
Revenues		288,476	145,254
Expenses		(405)	(80,224)
		288,071	65,030
SURPLUS FOR THE YEAR		1,255,633	117,709

Explanatory notes are part of the financial statements.

FINANCIAL STATEMENTS

WCF Institute – Brazil

STATEMENT OF CHANGES IN NET WORTH

Years ended December 31, 2021 and 2020 (in reais – R\$)

	Net assets	Accumulated surplus (deficit)	Total
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
Surplus for the year		1,255,633	1,255,633
Incorporation of the surplus into net worth	1,255,633	(1,255,633)	-
Balances at December 31, 2021	5,850,464	-	5,850,464



STATEMENT OF CASH FLOWS - INDIRECT METHOD

Years ended December 31, 2021 and 2020 (in reais – R\$)

	2021	2020
CASH FLOW FROM OPERATING ACTIVITIES		
Surplus for the year	1,255,633	117,709
Adjustments to reconcile surplus for the year		
Depreciation and amortization (Note 10)	10,283	9,346
Provision for labor contingencies (Note 10)	262,576	242,425
Changes in assets and liabilities		
Accounts receivable	(285,900)	57,845
Other assets	(131,331)	(114,074)
Trade accounts payable	40,446	52,136
Payroll and related charges	15,470	89,138
Taxes and contributions payable	(29,826)	(53,275)
Advanced funds	562,668	(122,407)
Other liabilities	-	(7,128)
NET CASH FROM (USED IN) OPERATING ACTIVITIES	1,700,019	271,715
CASH FLOW FROM INVESTING ACTIVITIES		
Acquisition of property and equipment	-	(7,510)
Marketable securities, net	(957,669)	(1,643,380)
Net cash used in investing activities	(957,669)	(1,650,891)
CASH FLOW FROM FINANCING ACTIVITIES	-	-
INCREASE IN CASH AND CASH EQUIVALENTS FOR THE YEAR	742,350	(1,379,175)
CASH AND CASH EQUIVALENTS AT BEGINNING OF YEAR	635,232	2,014,407
CASH AND CASH EQUIVALENTS AT END OF YEAR	1,377,582	635,232

Explanatory notes are part of the financial statements.

- COVER
- SUMMARY
- Introduction
- About Us
- Our Practices
- Transparency
- Join Our Cause**

Join Our Cause



How to be our partner

Our organization is maintained through donations from individuals and corporations. To support us and strengthen our cause, you can make specific donations or contribute monthly.

This way, we can continue our programs and projects — and the fight for a childhood free from sexual abuse and exploitation.

The donation does not authorize the use of Childhood Brasil's name and logo by the donor for any purpose, especially in promotional, commercial, and advertising uses.



With your
collaboration, we
develop regional and
national projects,
influence public policies,
and bring the issue
to society.



To make a
personal donation,
access:



To donate as
a legal entity,
access:



Partners and supporters

INSTITUTIONAL PARTNERS



PROGRAM PARTNERS



PARTNERS IN KIND



ON THE RIGHT TRACK PROGRAM

PLATINUM

GRUPO
RODONAVES

suzano

VALE

VITERRA
THE AGRICULTURE NETWORK

GOLD

ecoRODOVIAS

LOJAS RENNER S.A.
RENNER CLOUHO youcom realize repasse

RD Gente, Saúde e Bem-estar.
RaiaDrogasil S.A.

SILVER

Braskem

Cargill

Eletrobras

LD Celulose

magalu

raízen

VL!

BRONZE

AMAGGI

C&A

DEXCO

Eletrobras
Furnas

GERDAU
O futuro se molda

InterCement
BRASIL

Ipiranga

ITAIPU
BINACIONAL

Klabin



Patrus
TRANSPORTES

rumo
Somos o Brasil em movimento

SIMPAR

Special Dog
COMPANY

Tetra Pak®
PROTEGE O QUE É BOM

Triunfo
PARTICIPAÇÕES E INVESTIMENTOS

ultragaz

VIRACOPOS
Aeroportos Brasil

VW
Caminhões
Ônibus

WATERWAY

AMAGGI

LDC.
Louis Dreyfus Company

MEDIA PARTNERS

REVISTA
CAMINHONEIRO

SULA MIRANDA

REVISTA
O CARRETEIRO

TRUCÃO
comunicação em transporte

SUPPORTERS

SUPPORTER I • ARTERIS S.A • FEDEX BRASIL LOGÍSTICA E TRANSPORTE LTDA • RFG COMÉRCIO TRANSPORTES E SERVIÇOS LTDA.

SUPPORTER II • CENTRAIS ELÉTRICAS DE SANTA CATARINA S/A • GHELERE TRANSPORTES LTDA • OTTO BAUMGART INDÚSTRIA E COMÉRCIO S.A • SLC AGRÍCOLA LTDA • WHITE MARTINS GASES INDUSTRIAIS LTDA.

SUPPORTER III • ANDRADE TRANSPORTES RODOVIÁRIOS LTDA • ARTHUR LUNDGREN TECIDOS S/A - CASAS PERNAMBUCANAS SP • BBM LOGÍSTICA S.A • FOSNOR - FOSFATADOS DO NORTE-NORDESTE S/A • GELOG COMÉRCIO LOGÍSTICA LOCAÇÕES SERVIÇOS E TRANSPORTE LTDA • HEXION QUÍMICA DO BRASIL • MINERAÇÃO MARACÁ INDÚSTRIA E COMÉRCIO S/A • O BOTICÁRIO FRANCHISING LTDA • OTD BRASIL LOGÍSTICA S/A • RODOVIÁRIO MORADA DO SOL LTDA • SANTOS BRASIL PARTICIPAÇÕES S/A • TDC DISTRIBUIDORA DE COMBUSTÍVEIS LTDA • TEGMA GESTÃO LOGÍSTICA S/A • TRANSPORTES POLONI LTDA • ULTRACARGO • UNIVAR BRASIL LTDA • VIBRA ENERGIA

SUPPORTER IV • AGA ARMAZÉNS GERAIS E LOGÍSTICA LTDA • AMBIPAR LOGISTIC LTDA • ARANÃO TRANSPORTES RODOVIÁRIOS LTDA • CAED LOGÍSTICA E TRANSPORTES LTDA • CATTALINI TERMINAIS MARÍTIMOS S.A • CESARI LOGÍSTICA LTDA • COMPANHIA DE CIMENTO CAMPEÃO ALVORADA • COPAGAZ DISTRIBUIDORA DE GÁS S/A • FL BRASIL HOLDING, LOGÍSTICA E TRANSPORTE LTDA • GAFOR S/A • GRANELEIRO TRANSPORTES RODOVIÁRIOS LTDA • HNK BR INDÚSTRIA DE BEBIDAS LTDA • LENARGE TRANSPORTES E SERVIÇOS LTDA • LOUIS DREYFUS COMPANY TRANSPORTES LTDA • MARTINS COMÉRCIO E SERVIÇOS DE DISTRIBUIÇÃO S/A • MOTUS SERVIÇOS LTDA • NASUL CARGO LOGÍSTICA LTDA • PHENIX - COMÉRCIO, LOCAÇÕES, LOGÍSTICA, SERVIÇOS E TRANSPORTES EIRELI • 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 • SLC MÁQUINAS LTDA • SOLUCIONA LOGÍSTICA E TRANSPORTE LTDA • TENDA ATACADO LTDA • TRANSCHEMICAL TRANSPORTES E LOGÍSTICA LTDA • TRANSPORTADORA ANDRADE • TRANSPORTES BORELLI LTDA • TRANSPORTES DELLA VOLPE S/A COMÉRCIO E INDÚSTRIA • TRANSPORTES TONIATO LTDA • TRELSA-LOG TRANSPORTES ESPECIALIZADOS DE LÍQUIDOS E LOGÍSTICA LTDA • TROPICAL TRANSPORTES IPIRANGA LTDA.

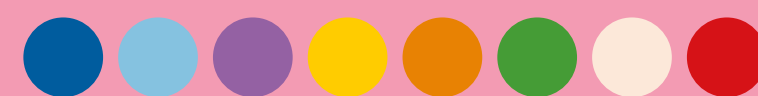
TECHNICAL PARTNERS



Thank you!

CHILDHOOD

PELA PROTEÇÃO DA INFÂNCIA



www.childhood.org.br



[facebook.com/
ChildhoodBrasil](https://facebook.com/ChildhoodBrasil)



[instagram.com/
childhoodbrasil](https://instagram.com/childhoodbrasil)



[linkedin.com/company/
childhood-brasil](https://linkedin.com/company/childhood-brasil)



[youtube.com/
childhoodbrasil](https://youtube.com/childhoodbrasil)