

# 25 ANOS CHILDHOOD

PELA PROTEÇÃO DA INFÂNCIA

FUNDADA POR S. M. RAINHA SILVIA DA SUÉCIA



## 2024

ACTIVITY REPORT



**“Every child  
has the right  
to be a child.”**

Queen Silvia of Sweden,  
Founder of the World Childhood Foundation





# SUMMARY

● **GLOSSARY OF SEXUAL VIOLENCE AGAINST CHILDREN AND ADOLESCENTS** .....04

● **MESSAGE FROM THE LEADERSHIP** .....05

● **ABOUT US** .....07

Pioneers in the fight against sexual abuse and exploitation of children and adolescents .....08

We are ONE CHILDHOOD .....09

Intersectoral commitment .....10

Protecting Brazil’s children and adolescents must be an immediate priority! .....11

Sexual violence scenario in Brazil .....12

● **PUBLIC SECTOR** .....13

Rondônia Protected Child Pact: A milestone in the implementation of public policies in Brazil .....14

May 18<sup>th</sup>: Strategic action on multiple fronts .....16

Together to tackle SVCA in Pará .....17

5 years of the National Pact for Early Childhood .....18

Strengthening the Protected Listening of children and adolescents .....19

Pact for the creation of an Integrated Assistance Center through a pilot and pioneering model in the country .....20

● **PRIVATE SECTOR** .....22

On the Right Track Program: The largest program against sexual exploitation of children and adolescents turns 18 .....23

10<sup>th</sup> edition of the MAPPING Project: Safer federal highways for children and adolescents .....27

Ensuring the protection of children and adolescents in the National Plan on Business and Human Rights .....28

Human Trafficking and risks for children and adolescents in the virtual environment .....29

Special Projects .....30

Major Infrastructure Program .....31

Modular Major Infrastructure Program .....33

Partnership with the hotel industry .....34

● **CIVIL SOCIETY** .....35

Launch of the Carnival song *Unidos pela Proteção* [Together for the Protection] .....36

Launch of the campaign to celebrate Childhood Brasil’s 25<sup>th</sup> anniversary .....37

Launch of the campaign “Take a Closer Look: It Can Save a Child” .....40

Childhood Brasil around: Recognition actions .....42

Press: Childhood Brasil in the Press .....44

Social media: More than 35 million people reached .....45

Partnership Network .....46

III Golf Tournament in support of Childhood Brasil .....48

Childhood Brasil’s 25<sup>th</sup> Anniversary Dinner Event for the Protection of Childhood .....49

● **TRANSPARENCY** .....54

Financial Statements .....55

● **JOIN US!** .....57



# Glossary of sexual violence against children and adolescents

Hello!

Thank you for visiting our 2024 activity report!

During the reading, you will see that this document makes use of acronyms and concepts that are specific to the cause that moves us – tackling and preventing sexual violence against children and adolescents – and that not everyone knows about.

To make it easier for you, we will present and explain those terms right here before you go through the chapters.

If memory fails, you just have to click on top of it, in the “Glossary” option of the fixed menu, and go back to check out the meaning.

Have a nice reading!

## SEXUAL EXPLOITATION

When adults pay to have any sort of sexual relationship with children or adolescents. That payment is not necessarily made with money. Other forms of exchange can be used such as rides, meals, and gifts.

## SEXUAL ABUSE

Situations in which children or adolescents are used for the sexual satisfaction of an adult or couples through threat or seduction. It may occur with or without physical contact (such as in online environments).

## VSJA

Sexual violence against children and adolescents.

## SEJA

Sexual exploitation of children and adolescents.

## SEXUAL VIOLENCE

When children and adolescents are induced or forced into sexual practices.

## SPJA

The System for the Protection of Rights of Children and Adolescents. Established by the Child and Adolescent Statute (ECA), it provides for the integration and articulation of agencies, services, programs, and entities that assist children and adolescents, intended to protect the rights of such audience.





# 25 years of Childhood Brasil

When the **World Childhood Foundation** was created 25 years ago by Queen Silvia of Sweden, sexual violence against children and adolescents was a reality that the world insisted on ignoring. It was urgent to change attitudes, raise awareness, and transform silence and stigma into open dialogue and concrete actions. **For 25 years, we have worked tirelessly to inspire, promote, and develop solutions to prevent sexual abuse and exploitation of children and adolescents around the world.** Over the years, in a courageous, sensitive, and innovative manner, we have managed to bring about an important change in the way society perceives and addresses this issue. Both in Brazil and in the world.

**2024 was a landmark year for us. We celebrated the time and impact of all the work in these two and a half decades.**

We held **Childhood Brasil's 25<sup>th</sup> Anniversary Dinner Event for the Protection of Childhood**, aimed at raising funds to continue the organization's projects and initiatives to tackle sexual abuse and exploitation of children and adolescents.



**ROSANA CAMARGO  
DE ARRUDA BOTELHO,**  
Chair of the Board

This year we also celebrated the **18<sup>th</sup> anniversary of the On the Right Track Program**. This milestone challenged us even more to look at our purpose and mobilize more people in favor of a childhood and adolescence free from violence. Therefore, we understand the importance of updating the Corporate Pact with organizations, expanding the scope of action for sexual violence against children and adolescents, now including sexual abuse in addition to sexual exploitation.



**LAÍS CARDOSO PERETTO,**  
Executive Director of  
Childhood Brasil



We have also made progress in advocating for public policies in Brazil. **In March, the Government of the State of Rondônia signed an unprecedented initiative at the state level** to protect the rights of children and adolescents who are victims or witnesses of sexual violence. The **“Rondônia Protected Child Pact”** was made in partnership with Childhood Brasil, aiming at the effective implementation of Law 13,431/2017 with their 52 municipalities.

In November, together with **FEAC and the Municipal Council for the Rights of Children and Adolescents (CMDCA), we announced the Pact with the city government of Campinas (SP)** to advance in the implementation of strategies for the full protection of children and adolescents who are victims and witnesses of sexual violence. The initiative provides for the implementation strategies of the Protected Listening Law, including the creation of an Integrated Assistance Center through a pilot and pioneering model in the country that will bring together in a single place all assistance services for children and adolescents who are victims or witnesses of violence, especially sexual violence.

Finally, we launched the campaign **“Take a Closer Look: It Can Save a Child”** which has been viewed more than 66 million times. We created a series of childlike illustrations to draw the attention and promote greater awareness of the entire population for the importance of perceiving, listening, and believing in children and adolescents who are close to each one of us.

All that was only possible because we had a collective intentionality. When communities, governments, non-governmental organizations, and individuals join forces for a common goal, it is possible to dream, approach, and reduce different forms of violence, specifically sexual violence. We know that there is still much to be done, but we are determined not to back down in the face of challenges. We are pioneers in the protection and defense of children and adolescents against sexual abuse and exploitation. **We are courage, commitment, innovation, and persistence. We are Childhood Brasil.**





# About us





# Pioneers in the fight against sexual abuse and exploitation of **children and adolescents**

We are Childhood Brasil, a non-profit Public Interest Civil Society Organization (OSCIP), founded in 1999. Our cause is to guarantee the protection of the rights of children and adolescents, focusing on preventing and tackling sexual abuse and exploitation.

We work as the arm of the World Childhood Foundation (WCF) in Brazil – organization created by Queen Silvia of Sweden with the mission of guaranteeing to children and adolescents the right to full development, free from violence, particularly sexual violence.

Last year, we were elected for the fourth consecutive time as one of the 100 best Brazilian organizations in the third sector. Such recognition came in the Best NGOs in the Country award, which evaluates criteria such as governance, transparency, communication, and funding practices.

## MISSION

To inspire, promote, and develop solutions to prevent sexual abuse and exploitation of children and adolescents.

## VISION

To eradicate all forms of sexual abuse and exploitation of children and adolescents.

## VALUES

- **Commitment:** We are responsible, engaged, and committed, honoring our agreements.
- **Innovation:** We encourage the search for innovative solutions, boldness, and pioneering spirit.
- **Diversity:** We promote inclusive and generous environments, where respect is non-negotiable.
- **Integrity:** We act honestly and ethically in all relationships.
- **Collaboration:** We work in a network, mobilizing people and building relevant partnerships.





# We are **ONE CHILDHOOD**

In addition to Brazil, Childhood has offices in Sweden, Germany, and the United States. Throughout its history, it has already supported more than 1,000 projects in several parts of the world. To learn more about our international work, access <https://childhood.org>.

## Work based on the UN's 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**

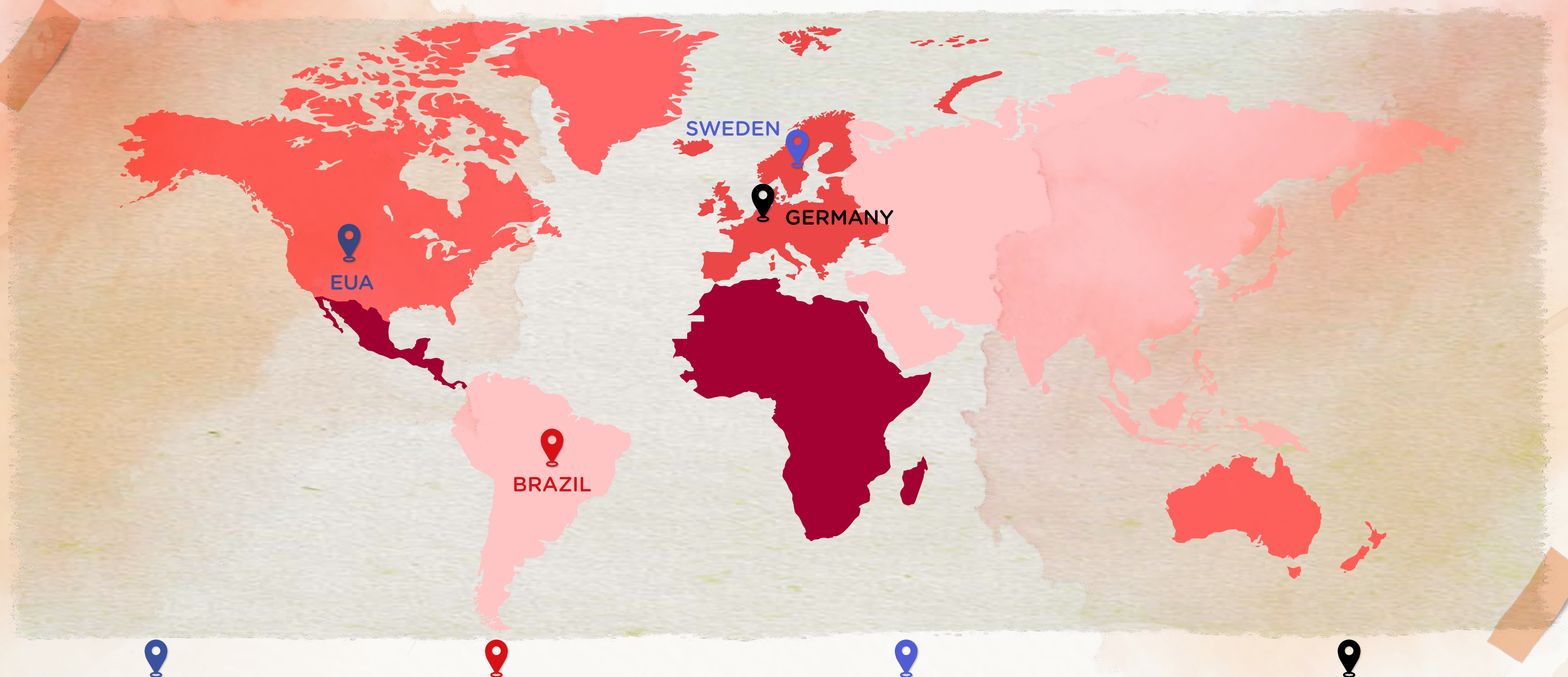
Eliminate all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation.

**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.



**USA** 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.

**SWEDEN** Supports projects that complement the efforts of responsible governmental entities related to 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.



## HOW WE WORK

# Intersectoral commitment

We believe that, in order to tackle and prevent sexual violence against children and adolescents, it is necessary to make the issue stop being invisible and make the cause a common concern for all people.

Therefore, our work is based on an intersectoral commitment, which engages, integrates, and articulates public sector entities, private sector organizations, and civil society. We believe that by working within a network, integrating all those players, we can promote transforming solutions, making structural and long-lasting impact.



Our strategy includes actions with all sectors of society and works on two pillars: **Prevention** and **Response**.

**Prevention:** Actions that aim to prevent violations of the rights of children and adolescents from occurring with regard to sexual violence. These actions are educational, informative, structural, and advocacy.

We see prevention as a strategic action that can transform realities and ensure an equal, fair, dignified, and violence-free society for all children and adolescents.

**Response:** Immediate intervention measures to deal with situations in which sexual violence has already occurred. These actions aim to mitigate the damage, offer immediate support, and resolve or alleviate the impacts of the situation faced.

We believe that, by providing immediate and coordinated responses, we can transform the reality of those who need it most and contribute to the reconstruction of the lives of children and adolescents who are victims, in addition to preventing violence from continuing to happen.

To effectively work on these pillars, we have developed solid projects, with specific approaches to each area.

**Private Sector:** On the Right Track Program, Major Infrastructure Program, and Tourism Program.

**Public Sector:** Comprehensive Protection Program.

Recognizing the importance of giving visibility to initiatives and raising awareness and engaging the general population on the issue, communications and marketing are crucial to promote the organization's mission and achieve and ensure the desired social impact.

Finally, to enable the various actions, we work to ensure the continuity, growth, and sustainability of the organization, based on fundraising, donations, expansion, and strengthening of support networks, and construction of partnerships that promote the maintenance of programs and projects, as well as the continuity of Childhood Brasil.





# Protecting Brazil's children and adolescents must be an **immediate priority!**

All types of violence against children and adolescents increased in the country, according to the Brazilian Public Security Yearbook released in 2024, and sexual violence was the crime with the highest number of records and increase in records.

As in previous years, rapes of vulnerable people continue to represent the majority of occurrences, with 76% of cases. Regarding the profile of the victims, we are talking mostly about children and pre-adolescents of no more than 13 years old. Children from **0 to 4 years old accounted for 11.1%** of the victims; those from **5 to 9 years old, 18%**; and those between **10 and 13 years old accounted for 32.5%**. In other words, children between

**0 and 13 years old constitute 61.6%** of victims of rape in Brazil. If we consider victims up to **17 years old, we have 77.6%** of all records. The vast majority of sexual violence affects girls and women, so that **88.2% of the victims are female**. This data follows a trend recorded in other countries.

Records of sexual exploitation of children and adolescents in 2023 also increased, but they remain far from representing the stark reality of Brazil. **The number of records rose from 1,011 to 1,255, a rate of 2.6 occurrences per 100,000 inhabitants**. In such crime, more than **60% of the victims are between 14 and 17 years old**.



# Sexual violence scenario in **Brazil**

**29%**

of the Brazilian population consists of children and adolescents. (IBGE)

**8 OUT OF 10**

victims of sexual violence are 17 and under. (Public Security Yearbook, 2024)

**85%**

of sexual abuse against children and adolescents is committed by acquaintances. Most of them, at home. (Public Security Yearbook, 2024)

**71%**

of identified offenders are family members and 83% are acquaintances. (Children up to 13 years old - Public Security Yearbook, 2024)

**ONLY 8.5%**

of the cases of sexual violence against children and adolescents are reported. (IPEA, 2023)

There was an all-time record of new reports of images of child sexual abuse and exploitation on the internet - more than

**71.000**

in 2023 (Safernet)

**EVERY HOUR**

about 8 children and adolescents are victims of sexual violence in Brazil. (Public Security Yearbook, 2024)

**77%**

was the increase in reports of material containing sexual images of children and adolescents, from 2022 to 2023. (FBSP Yearbook, 2024)

**16%**

of adolescents between 11 and 17 years old have already received messages with sexual content, and 9% have been asked to send pictures undressed over the internet. (TIC Kids Online, 2023)





# Public Sector





## ADVOCACY

# Rondônia Protected Child Pact:

## A milestone in the implementation of public policies in Brazil

The Government of the State of Rondônia signed, in March, an unprecedented initiative at the state level to protect the rights of children and adolescents who are victims or witnesses of violence.

The “Rondônia Protected Child Pact” was made in partnership with Childhood Brasil and aims at the effective implementation of the Protected Listening Law (Law 13,431/2017) with their 52 municipalities, the Justice System, and the Public Security of the State.

Childhood provides technical advisory, assisting the public power in the creation of unified and integrated procedures (flows and protocols) and prevention actions to face the revictimization of children and adolescents.



**SIGNING OF THE  
RONDÔNIA  
PROTECTED  
CHILD PACT**



## RONDÔNIA PROTECTED CHILD PACT

## 1<sup>st</sup> Seminar on the project “Absolute Priority in the State of Rondônia”

In May, we started the project “Absolute Priority in the State of Rondônia,” created to assist in the implementation of the pact by holding the 1<sup>st</sup> Seminar on the Project “Implementing the Protected Listening Law in the State of Rondônia.” Held in partnership with the State Secretariat for Social Assistance and Development (SEAS) of Rondônia, the event took place in Porto Velho (RO) and was attended by 200 participants, including protection network professionals and managers from the 52 municipalities of the State.



1<sup>ST</sup> STATE SEMINAR  
IN RONDÔNIA

## 2<sup>nd</sup> State Seminar on the Protected Child Pact: Together in the Implementation of the Protected Listening Law

On August 21<sup>st</sup> and 22<sup>nd</sup>, the 2<sup>nd</sup> State Seminar on the Protected Child Pact: Together in the Implementation of the Protected Listening Law took place, a partnership between Childhood Brasil and the State Secretariat for Social Assistance and Development (SEAS) of Rondônia. The event, held in Porto Velho (RO), continued the stages of the project “Absolute Priority in the State of Rondônia.”

A highlight to the presentation of the preliminary results of the survey on the Implementation Status of Law 13,431/2017 in the State and to the awareness of the formation of Committees of Commissioned Officers in the municipalities.



2<sup>ND</sup> STATE SEMINAR  
IN RONDÔNIA



# May 18<sup>th</sup>: Strategic action on multiple fronts

## Participation in the “National Seminar: Comprehensive care/assistance for children, adolescents, and their families in a situation of sexual violence”

On May 17<sup>th</sup>, we participated in the “Talking circle with adolescents and specialists: Prevention and tackling of sexual violence against children and adolescent.” The event was part of the “National Seminar: Comprehensive care/assistance for children, adolescents, and their families in a situation of sexual violence,” organized by the Center for Fighting Sexual Violence and Exploitation against Children and Adolescents (Nevesca) of the Public Prosecutor’s Office of the Federal District and Territories (MPDFT), which took place in Brasília (DF).



## Launch of the **#AtHomeWithoutViolence** campaign, of the Growing Up Without Violence project

As a way to bring clarification and awareness to the population across the country, UNICEF, Canal Futura, and Childhood Brasil have been joining efforts for years with the common goal of tackling violence against boys and girls through the Growing Up Without Violence Project. One of the project’s strategies in 2024 was the #AtHomeWithoutViolence campaign, which addresses the types of violence most practiced against children and adolescents – physical, psychological, sexual, child labor, and negligence. In a primarily digital format, the project consisted of cards made for social media, a 30-second video, a booklet, and, on May 18<sup>th</sup>, the release of the music video for the song “Corra” [Run], made by Palavra Cantada – a new song that talks to children about self-protection in situations that may bring some danger. The video is available on the duo’s channel: Check it out on YouTube.



MAY 18<sup>TH</sup> IN PARÁ

# Together to tackle SVCA in Pará

Childhood Brasil was present in the actions of the federal government on Marajó Island (PA) in allusion to the National Day of the Fight Against Sexual Abuse and Exploitation of Children and Adolescents. On May 18<sup>th</sup>, it held the “Thematic Workshop with Participatory Diagnosis: Prevention and Tackling of Sexual Abuse and Exploitation of Children and Adolescents,” in partnership with the Ministry of Human Rights and Citizenship (MDHC) and the Ministry of Women, in the municipality of Salvaterra, in Pará.

On the 20<sup>th</sup>, in the municipality of Ponta de Pedras (PA), the Ministry of Human Rights and Citizenship, the Ministry of Justice and Public Security, the Ministry of Women, the National Secretariat for Children and Adolescents, the Federal Highway Police, and Childhood Brasil signed a Cooperation Agreement to tackle the sexual exploitation of children and adolescents on state highways and waterways in Pará.





# 5 years of the National Pact for Early Childhood

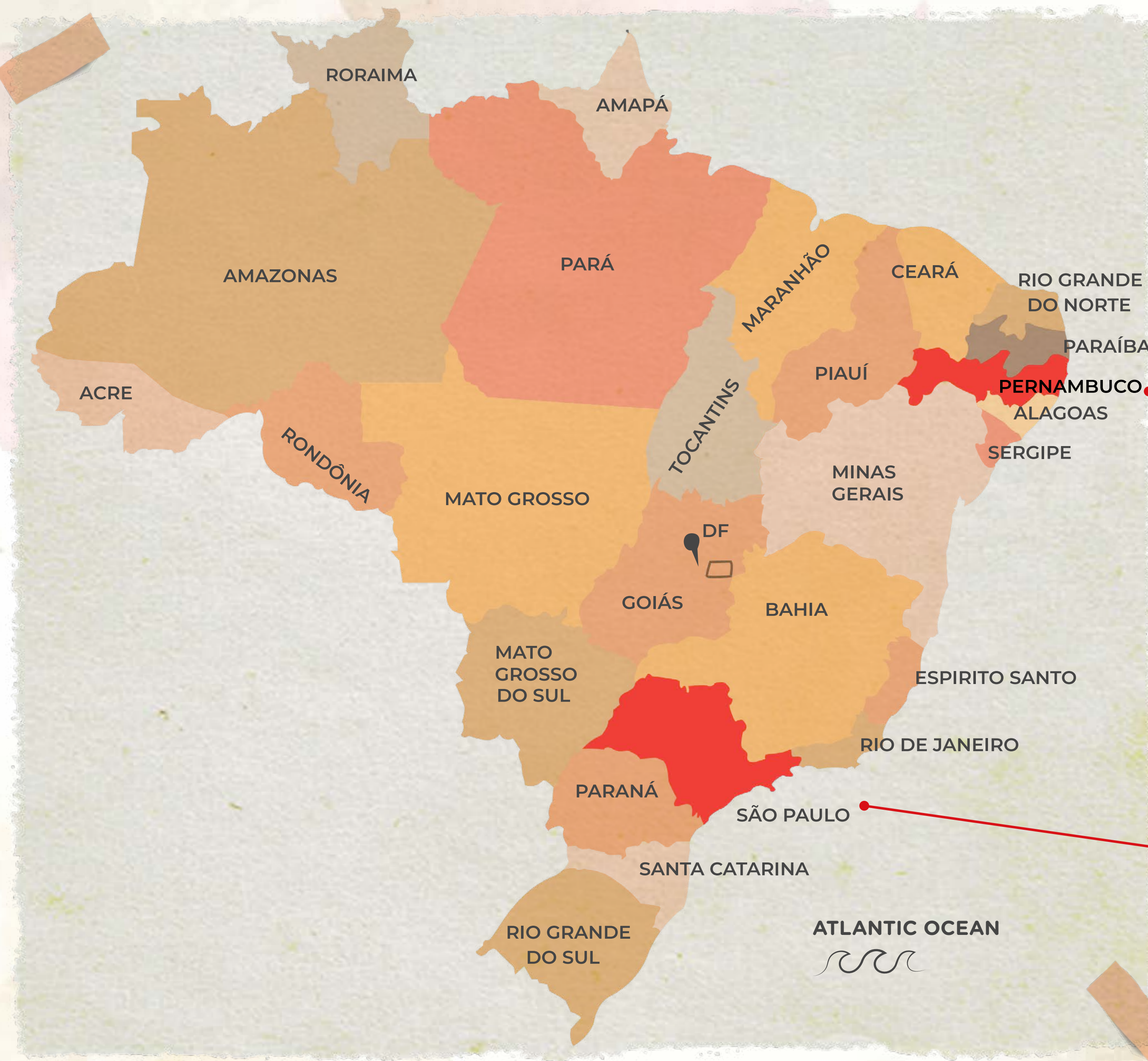
We were also present at the International Seminar Celebrating the 5<sup>th</sup> anniversary of the National Pact for Early Childhood, held on August 29<sup>th</sup> and 30<sup>th</sup> at the Superior Labor Court (TST), at the Higher School of the Union Public Prosecutor's Office (ESMPU), and at the National Justice Council (CNJ), in Brasília.

The event was intended to promote the specialization of special testimony for proper application in cases of violence against children in early childhood, fostering integration between the National Pact for the Implementation of Law 13,431/2017 and the National Pact for Early Childhood.

Itamar Batista, Advocacy Superintendent at Childhood Brasil, participated in the sharing of experiences on listening to children in the justice system, addressing the contributions of Organized Civil Society to Protected Listening in Brazil.







# Strengthening the Protected Listening of children and adolescents

In 2024, we continued to support Brazilian municipalities to implement the Protected Listening Law. In partnership with the Freedom Fund, the following actions were developed:

- **Cabo de Santo Agostinho (PE):** The project focused on strengthening the municipality's Steering Committee. Childhood Brasil consultants Roseane Moraes and Gorete Vasconcelos led the process, holding periodic meetings according to the Work Plan.
- **Olinda (PE):** A multilateral workshop was held in May, using a new methodology to foster dialogue among the Protection Network members. The workshop made it possible to map challenges and make important agreements. Childhood Brasil provided advisory services on the preparation of the Integrated Unified Assistance Protocol. The support of the Municipal Council for the Rights of Children and Adolescents of Olinda (COMDACO) and several secretariats were essential for the success of the process.
- **Recife (PE):** Childhood Brasil maintained a close relationship with the local Protection Network actors to ensure the implementation of the actions.
- **Campinas (SP):** In partnership with the FEAC Foundation and the Municipal Council for the Rights of Children and Adolescents, the second continuity project for the implementation of the Protected Listening Law was signed. The new step of the plan provides for the consolidation of the first phase work, by creating protocols and training multipliers. The end of the first step took place in April.



# Pact for the creation of an Integrated Assistance Center through a **pilot and pioneering model in the country**





## PACT FOR THE CREATION OF AN INTEGRATED ASSISTANCE CENTER THROUGH A PILOT AND PIONEERING MODEL IN THE COUNTRY

Childhood Brasil, FEAC, and CMDCA announced a pact with the city government of Campinas (SP) to advance in the implementation of strategies for the full protection of children and adolescents who are victims and witnesses of sexual violence. The initiative provides for the implementation strategies of the Protected Listening Law (Law 13,431/2017), including the creation of an Integrated Assistance Center through a pilot and pioneering model in the country that will bring together in a single place all assistance services for children and adolescents who are victims or witnesses of violence, especially sexual violence. The signing ceremony of the Protocol of Intent for the implementation of these strategies was held on November 4<sup>th</sup> (Monday), at 11 am, at the Campo Florido Nursery, in Campinas (SP).

The ceremony was attended by Queen Silvia of Sweden, founder of Childhood Brasil, Mayor Dário Saadi, members of organized civil society, Renato Nahas, chairman of the Board of Trustees of the FEAC Foundation, and Ricardo Leite de Moraes, chairman of the Municipal Council for the Rights of Children and Adolescents.





# Private Sector





ON THE RIGHT TRACK PROGRAM

# On the Right Track Program:

The largest program against sexual exploitation of children and adolescents turns 18

About 500 people representing companies, sectoral and trade union associations, governments and civil society organizations gathered at the Federation of Industries of the State of São Paulo (FIESP), on November 5<sup>th</sup>, to celebrate the 18<sup>th</sup> anniversary of the On the Right Track Program and their joint efforts in the Circle of Protection of Children and Adolescents against Sexual Exploitation. Sharing moments of emotion, reflection, and exchanges, the 18<sup>th</sup> On the Right Track Annual Meeting strengthened bonds by remembering the trajectory of the On the Right Track Program, highlighted in two blocks, the Learning Time and the Connections Time.

Attendees were invited to learn about the next steps of their joint efforts, in the Plan the Future Time. According to tradition, the Annual Meeting honored male and female truck drivers who – during these 18 years – have served as protection agents against sexual exploitation of children and adolescents (SECA). Counting on the presence of journalist Pedro Trucão, ambassador of the Program, professional drivers took the stage and, with a round of applause, were recognized for being the heart of the On the Right Track Program.

[TO LEARN MORE, click here](#)





## ON THE RIGHT TRACK PROGRAM

## Update of the Corporate Pact: Expansion of the scope of action by including in its strategies the prevention and tackling of sexual abuse beyond sexual exploitation.

Since 2006, the Corporate Pact Against the Sexual Exploitation of Children and Adolescents on Brazilian Highways, launched by Childhood Brasil, in partnership with the Ethos Institute and with the support of the International Labor Organization, has been the main tool to involve the private sector, through the On the Right Track Program, in preventing and tackling sexual exploitation of children and adolescents. In 2024, the Corporate Pact was updated to reflect the 18 years of evolution of the Program and was renamed as the Corporate Pact to End Sexual Violence Against Children and Adolescents.

The Corporate Pact is the main tool to mobilize and engage the private sector in preventing and tackling sexual violence against children and adolescents, which includes sexual abuse and exploitation. It consists of a public declaration of

commitments by which companies and sectoral and trade union associations take the responsibility for working effectively in the prevention and tackling of this violence.

To learn more about the commitment that companies and sectoral and trade union associations that are signatories to the Corporate Pact to End Sexual Violence Against Children and Adolescents publicly make, [click here](#).





## ON THE RIGHT TRACK PROGRAM

## Territorial Coalition: Integrated action for systemic impact against SECA

In another pioneering initiative, Childhood Brasil, through the On the Right Track Program, launched, in 2024, two **Territorial Coalitions: Pará and Paranaguá.**

The objective is to work in regions where SECA is pre-existing, with the methodology of the On the Right Track Program, to prevent and mitigate risk factors related to the operations of companies using ports associated with the cargo transportation in highways, waterways, and seas, as well as to promote responsible work in municipalities, strengthening the System for the Protection of Rights of Children and Adolescents. The territorial impact will be expanded through articulation with the public power at the state and federal levels.

**Pará Coalition** - so far formed by 8 companies - **ADM, Cargill, Louis Dreyfus Company, Norsk Hydro, Ultracargo, Unitapajós, Vibra, and Viterra** - which have made a commitment to work together to prevent and tackle SECA in three municipalities in Pará - **Barcarena, Breves, and Itaituba** - critical for the protection of children and adolescents against SECA.

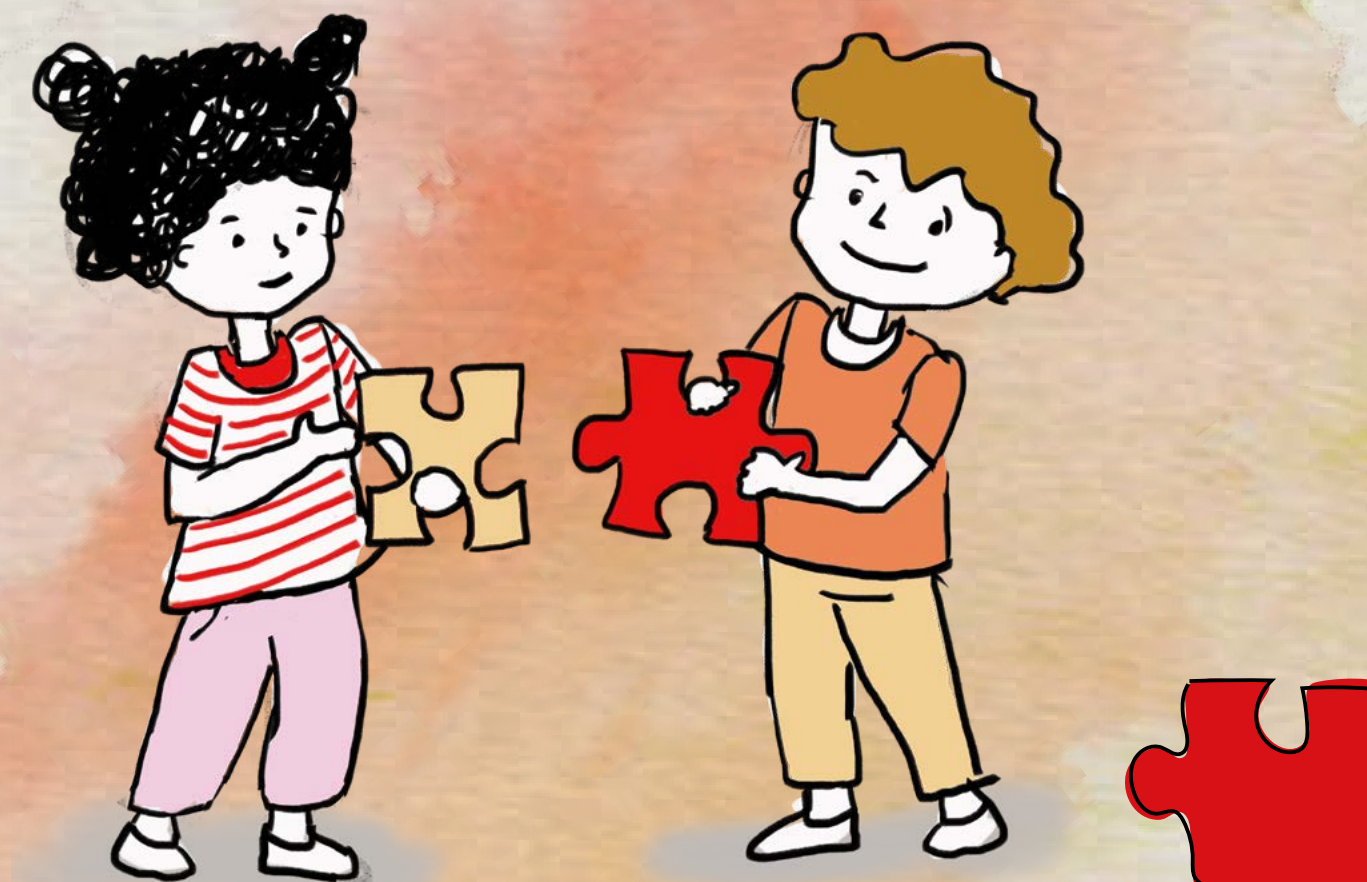
For three years, the companies will perform integrated actions to raise awareness and mobilize employees, truck drivers and waterway workers to serve as protection agents of children and adolescents against SECA.

At the same time, engagement actions will be carried out involving the services of the protection network of each municipality.

**Paranaguá Coalition** - launched with 14 companies participating in the On the Right Track Program - **Budel Transportes, Cargill, Cattalini, Coopercarga, EPR Litoral Pioneiro, Klabin, Liqueexpress Transportes, Louis**

**Dreyfus Company, Maersk, Multilog, Rocha Terminais, Rumo, Tegma, and Yara Brasil Fertilizantes**, and has the participation of **SEST SENAT** and the **Federal Highway Police**.

Their focus is on road and sea cargo transportation operations in Paranaguá, Paraná, in addition to generating systemic impact in the municipality, based on the execution of an Integrated Action Plan, prepared in partnership with the Municipal Council for the Rights of Children and Adolescents and the National Worker Institute.





## ON THE RIGHT TRACK PROGRAM

## 1<sup>st</sup> On the Right Track Forum: Expanding the perception of the potential of company engagement

The 1<sup>st</sup> On the Right Track Forum, held on March 27<sup>th</sup> in São Paulo, brought together representatives of companies participating in the On the Right

Track Program to discuss ways to engage and mobilize in the prevention and tackling of sexual exploitation of children and adolescents (SECA). The meeting highlighted the value of continuous and structured engagement to protect this group, generating a positive impact on the business. During this group dynamics, experiences and collaborative proposals were shared to face challenges and promote joint actions in the fight against SECA.



## Collective engagement to drive changes

### SEST SENAT

The Social Service of Transport and National Service of Transport Learning (SEST SENAT) started a major action of the Protection Project, carried out in partnership with Childhood Brasil – capacity building of employees from 46 operational units to work in the prevention and tackling of sexual exploitation of children and adolescents. The first action took place on May 10<sup>th</sup> in Samambaia (DF).





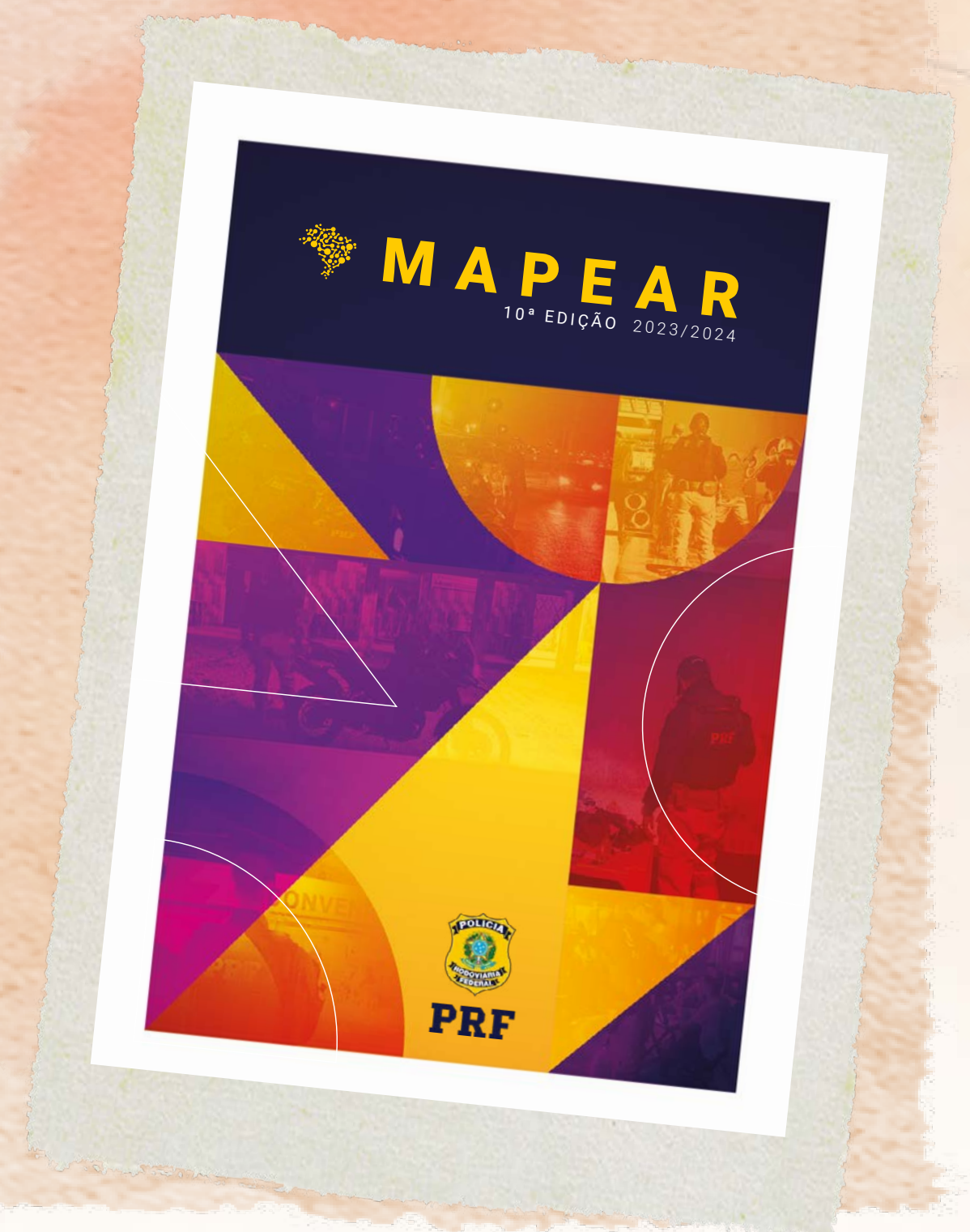
## MAPPING

10<sup>th</sup> edition of the **MAPPING**  
**Project:** Safer federal highways  
for children and adolescents

The 2023/2024 biennium of Mapping showed an **83% increase in the number of mapped points**, reaching 17,687 locations where SECA could occur. Expanding the number of points reflects an increasing monitoring of the Federal Highway Police on federal highways through careful and routine work.

Among the reasons for the increase compared to the previous biennium are the development of a new version of the mapping application, the implementation of new methodologies to gather statistics, and the focus of the **Federal Highway Police** to intensify the work of identifying points that may pose risks to children and adolescents.

**SEE THE FULL SURVEY**





## GLOBAL COMPACT MEETING

# Ensuring the protection of children and adolescents in the **National Plan on Business and Human Rights**

We were invited to participate in the second meeting of the Platform for Action for Human Rights, an initiative of the UN Global Compact – Brazil Network, to mediate the debate on child labor and sexual exploitation of children and adolescents (SECA).

During the meeting, held on June 4<sup>th</sup>, our team, represented by Eva Dengler, Ane Ramos, Grasiela Piccirillo, and Tamiris Sobral, mediated debates with representatives of companies that participate in the Platform.





WEB SERIES ON HUMAN TRAFFICKING

# Human Trafficking

## and risks to children and adolescents in the virtual environment

We participated in the second episode of the web series **“Human Trafficking in Brazil”**, carried out by the Freedom in the Air project of the Labor Public Prosecutor’s Office (MPT), by the Brazilian Association for the Defense of Women, Children, and Youth (ASBRAD), and by the Slave Labor Clinic of the Federal University of Minas Gerais (UFMG).

The episode, which aired on July 2<sup>nd</sup>, debated how technology is used for both grooming and exploiting people. It also highlighted initiatives that use artificial intelligence software to track suspicious activity and identify recruiters, as well as applications that provide information and alerts to potential victims, especially children and adolescents.



Uma promessa de  
revolução tecnológica  
rapidamente adaptada  
para aliciar e explorar  
crianças e adolescentes!

Em 2024  
o Rio Grande do Sul  
se recupera de uma catástrofe  
sem precedentes.

e como proteger  
os deslocados ambientais  
do tráfico de pessoas?

deslocados ambientais do tráfico de  
pessoas



# Special Projects

## Cargill – Arco Norte Project

CARGILL was the first agribusiness company to participate in the On the Right Track Program since 2007. In 2021, the Arco Norte Project was born, which encompasses the municipalities of Santarém (PA) and Porto Velho (RO), intended to invest in partnerships with the protection network for the prevention and tackling of sexual violence against children and adolescents. In 2023, their focus area was the municipality of Porto Velho. After the situational diagnosis from 2022, we advanced in the stages of the implementation of Law 13,431/2017 (Protected Listening) with the appointment of the Municipal Committee for Fighting Violence against Children and Adolescents, technical-conceptual training, and we held meetings to develop assistance flows and protocols for children and adolescents who are victims or witnesses of violence. In 2024, the protection networks of Porto Velho and Santarém developed assistance flows and protocols for children and adolescents who are victims or witnesses of violence.



## Volkswagen Caminhões e Ônibus (VWCO) – Resende

Volkswagen Caminhões e Ônibus (VWCO) is a pioneer company of the On the Right Track Program, amounting 18 years in the protection of children and adolescents against sexual exploitation. In 2024, VWCO expanded its commitment to the cause and invested in participatory diagnosis to learn about the scenario of violence against children and adolescents in Resende/RJ, municipality where the truck factory is located. The result of such study presented the strengths and weaknesses of the scenario and brought recommendations for the protection network in the preventive action of violence against children and adolescents.

## André and Lucia Maggi Foundation (FALM)

Amaggi has participated in the On the Right Track Program since 2014. As of 2020, in a social investment strategy of the company, we worked with the André and Lucia Maggi Foundation (FALM) in Itacoatiara (AM), Porto Velho (RO), and, in 2024, we conducted the diagnosis of the scenario of violence against children and adolescents in Campo Novo do Parecis (MT). As a result, the weaknesses, strengths, and recommendations to be worked on in order to guarantee the rights of children and adolescents were presented to the municipality and FALM.



# Major Infrastructure Program

## Eneva signs commitment against sexual exploitation of children and adolescents

Through Childhood Brasil's Major Infrastructure Program, Eneva – Brazil's largest private onshore natural gas operator – has made a public commitment to work on the prevention and tackling of sexual violence against children and adolescents.

The first extramural action was the Situational Diagnosis of Violence against Children and Adolescents in the municipalities of Itapiranga and Silves, in Amazonas. In

the intramural stage, looking at the operation at the construction site and mobilization of workers, risks and opportunities of the impacts during the execution of the Azulão II 950 project were mapped. A study of the "Profile of the Azulão II 950 Worker" was also part of the initial survey to trace the ground zero with data that were the basis for the preparation of the action and mitigation plan conducted by the company's Multi-Area Steering Committee with Childhood Brasil's advisory. In this intramural plan, several preventive actions will be taken aimed at employees, suppliers, and workers, focusing on raising awareness of sexual abuse and exploitation of children and adolescents.



## LD Celulose for the Rights

LD Celulose advanced in 2024 with the "LD Celulose for the Rights" program focused on the Protection Network of Araguari and Indianópolis. A total of 28 online meetings were held with the Municipal Committee for Fighting Violence against Children and Adolescents to create flows and protocols. In Indianópolis, the deliverables and agreements were made in 2024. In Araguari, that stage will take place in 2025, when both municipalities will continue with the implementation and monitoring.



## MAJOR INFRASTRUCTURE PROGRAM

## Adecoagro

Continuing the project started in 2022, this year the theoretical and conceptual training on violence took place through the distance learning course promoted by the Corporate University (UCORP). The participation of representatives of the protection networks of Angélica, Ivinhema, and Novo Horizonte do Sul was very effective, certifying 72 approved students. This group then began to participate in online workshops for the creation of assistance flows and protocols for children and adolescents who are victims or witnesses of violence. The project will continue in 2025 with the deliverables and agreements of flows and protocols in the three municipalities, followed by the implementation and monitoring stage.

## Suzano – Agent for Good Program

In 2024, the Cerrado Project construction work was demobilized and the manufacturing plant in Ribas do Rio Pardo went into operation. In this context, Suzano continued the work plan with the protection network and the steps for the implementation of the Protected Listening Law continued with workshops on the creation of flows and protocols.

To strengthen preventive action in schools, we added to the scope of the project the training of professionals from the education network with the “Growing Up without Violence” methodology, an initiative between Canal Futura, UNICEF, and Childhood Brasil. Despite the completion of the construction stage, our advisory services to the municipality will continue in 2025 both on the issue of violence against children and adolescents and violence against women.



# Modular Major Infrastructure Program

## CTG Brasil

CTG Brasil continued the implementation of the Protection Module, which prepares the company for preventive actions and mitigation of risks of sexual exploitation of children and adolescents in the context of major construction works. Both employees and key suppliers were trained. Training raised awareness of the protection of children and adolescents against sexual exploitation in the context of major infrastructure works, highlighted the public commitment taken on by the company, and guided their work as multipliers in the approaches with workers at the construction site.



## Raízen

In 2024, Raízen expanded our advisory services to three more E2G (Second Generation Ethanol) construction sites, located in the municipalities of Andradina/SP, Caarapó/MS, and Morro Agudo/SP. The results of our advisory services have had important impacts on the management of the undertakings, with emphasis on the stages of hiring and managing suppliers, establishing conduct guidelines related to human rights. Also on these new undertakings, online training was provided for multipliers where the works were more advanced (Andradina and Morro Agudo). Another result from the impact evaluations carried out in the municipalities was the decision to invest in the creation of protection networks in the six municipalities in which the works are taking place through the Growing Up without Violence workshops in order to strengthen the work of professionals in preventing and tackling sexual violence against children and adolescents.

## EDP

In 2024, EDP, a company that operates in the generation, transmission, distribution, and marketing of energy, signed a partnership with Childhood Brasil, through the Major Infrastructure Program (MIP) in the Protection, Impact, and Suppliers modules.

The partnership includes our advisory services on the construction of two wind farms – Serra da Borborema located in the municipality of Pocinhos (PB) and São Domingos located in the municipalities of Caiçara do Rio do Vento, Lajes, Jardim dos Angicos, and Pedra Preta (RN).





# Partnership with the **hotel industry**



## Atlantica Hotels International (AHI)

By understanding the risks of the hotel industry regarding sexual exploitation of children and adolescents (SECA), Childhood Brasil maintains, through the childhood pillar of the AJA Program, a long-standing partnership with the Atlantica Hotels International (AHI).

In 2024, the actions focused on raising awareness and engaging employees of their new hotels, through three synchronous training, bringing as main themes the cause, partnership, and guidance on how to act on a daily basis and invite employees and guests to be protection agents.

Through the “Solidarity Challenge” campaign, hotel employees were mobilized to work in favor of the cause and donations from guests to Childhood Brasil.



## Aldan Group

Since 2005, the Aldan Group, manager of the George V Alto de Pinheiros and Casa Branca hotels, located in São Paulo, is a partner of Childhood Brasil. The enterprises have made a commitment to prevent sexual exploitation of children and adolescents by establishing it in their Code of Conduct and sharing this value with their employees, partners, suppliers, and investors.

In 2024, Aldan supported the “Dinner Event for the Protection of Childhood,” which was held to celebrate the 25<sup>th</sup> anniversary of Childhood Brasil.





# Civil Society





## COMMUNICATIONS

# Launch of the Carnival song **Unidos pela Proteção** (*Together for the Protection*)



CLICK HERE

Keeping an eye on awareness about the prevention of sexual violence against children and adolescents during the revelry, we launched this song for the 2024 Brazilian Carnival. The samba song was produced by Bixiga 70 and Cris Scabello and was launched in São Paulo during the parade of the children's version of the Sainha de Chita street Carnival group. It was through music – the cultural essence of the major Brazilian festival – that we included this conversation in the circles of revelers.

Together, with rhythm and purpose, we are marching towards a safer and more responsible country.

**“This Carnaval, love is all,  
Respect and care are our call.  
Do not let abuse disrespect,  
Disque 100  
Disque 100  
call it now to protect”**

A partnership between Liberta Institute, Childhood Brasil, the National Committee for Fighting Sexual Violence against Children and Adolescents, Faça Bonito, and ECPAT Brazil.





## COMMUNICATIONS

# Launch of the campaign to celebrate Childhood Brasil's 25<sup>th</sup> anniversary

To celebrate the history and impact of all the commitment and pioneering spirit of 25 years in the protection and defense of children and adolescents against sexual abuse and exploitation, we have developed a page on our website that brings the complete timeline of Childhood Brasil's journey, detailing the main milestones of each year and a photo gallery of the events. And to keep history alive, we created a documentary video with the participation of several people who have been impacted by the organization's work in recent decades. See the next page.

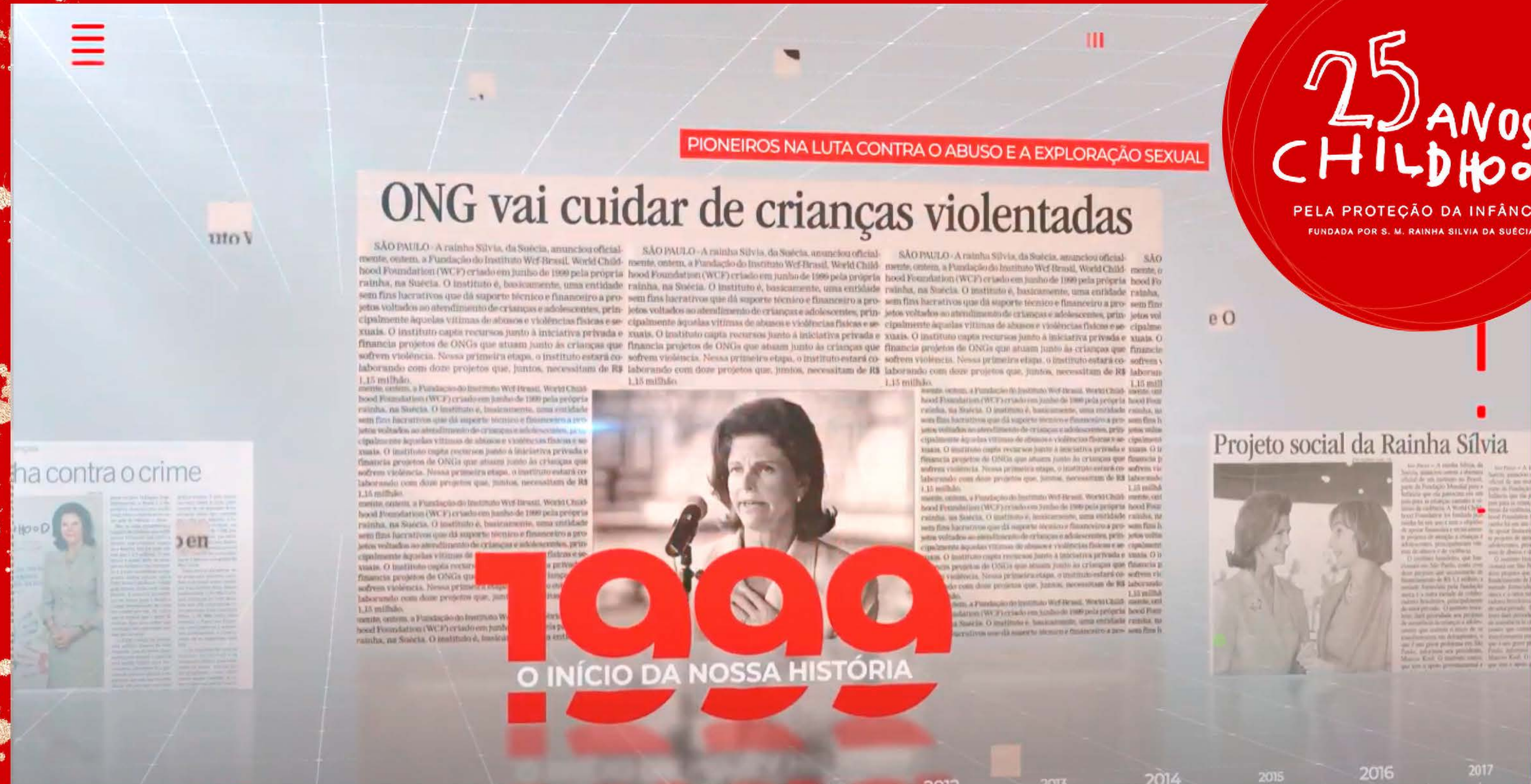


CHILDHOOD TEAM





CLICK HERE AND WATCH  
THE DOCUMENTARY VIDEO  
**WITH THE PARTICIPATION  
OF SEVERAL PEOPLE WHO  
HAVE BEEN IMPACTED BY THE  
ORGANIZATION'S WORK IN  
RECENT DECADES.**







1999

Galerias: Criação da World Childhood Foundation

2000

Institucional

OUTROS ANOS

# Rainha Sílvia, da Suécia, lança instituto pró-infância

vai cuidar de crianças violentadas

ation (WCF) criado em junho de 1999 pela própria hood Foundation Suécia. O instituto é, basicamente, uma entidade rainha, na Suécia, que dá suporte a projetos de ONGs que atuam junto às crianças que sofrem violência. Nessa primeira etapa, o instituto estará com doze projetos que, juntos, necessitam de R\$ 1,15 milhão.



1999

Queen Silvia of Sweden establishes the **World Childhood Foundation** - a non-profit institution - in Sweeden, Brazil, the United States, and Germany.



CLICK HERE TO SEE THE COMPLETE TIMELINE OF CHILDHOOD BRASIL'S JOURNEY





## COMMUNICATIONS

# Launch of the campaign “Take a Closer Look: It Can Save a Child”

In October, we launched the campaign **“Take a Closer Look: It Can Save a Child,”** inviting everyone to look more closely at their homes – and especially at how we are raising our children and adolescents.

At first glance, the pieces showed only an innocent childlike house. However, when approaching and taking a closer look, the public would come across an alarming fact on the door of the illustration – 85% of the cases of sexual abuse against children and adolescents are committed by people they know, most of it occurs at home.

The campaign was broadcast throughout the month in movie theaters, social networks, TV, OOH media, shopping malls, airports, subway and train stations, among other means, to raise awareness among the population.

[LEARN MORE ON OUR Page](#)





CLICK HERE AND WATCH THE  
CAMPAIGN VIDEO “TAKE  
A CLOSER LOOK: IT CAN  
SAVE A CHILD”

É SÓ UMA  
CASINHA?



OLHE MAIS  
DE PERTO.

E saiba como seu olhar atento  
pode salvar uma criança.

“IS IT JUST A LITTLE HOUSE?  
TAKE A CLOSER LOOK.  
FIND OUT HOW YOU CAN  
SAVE A CHILD BY TAKING  
A CLOSER LOOK.”



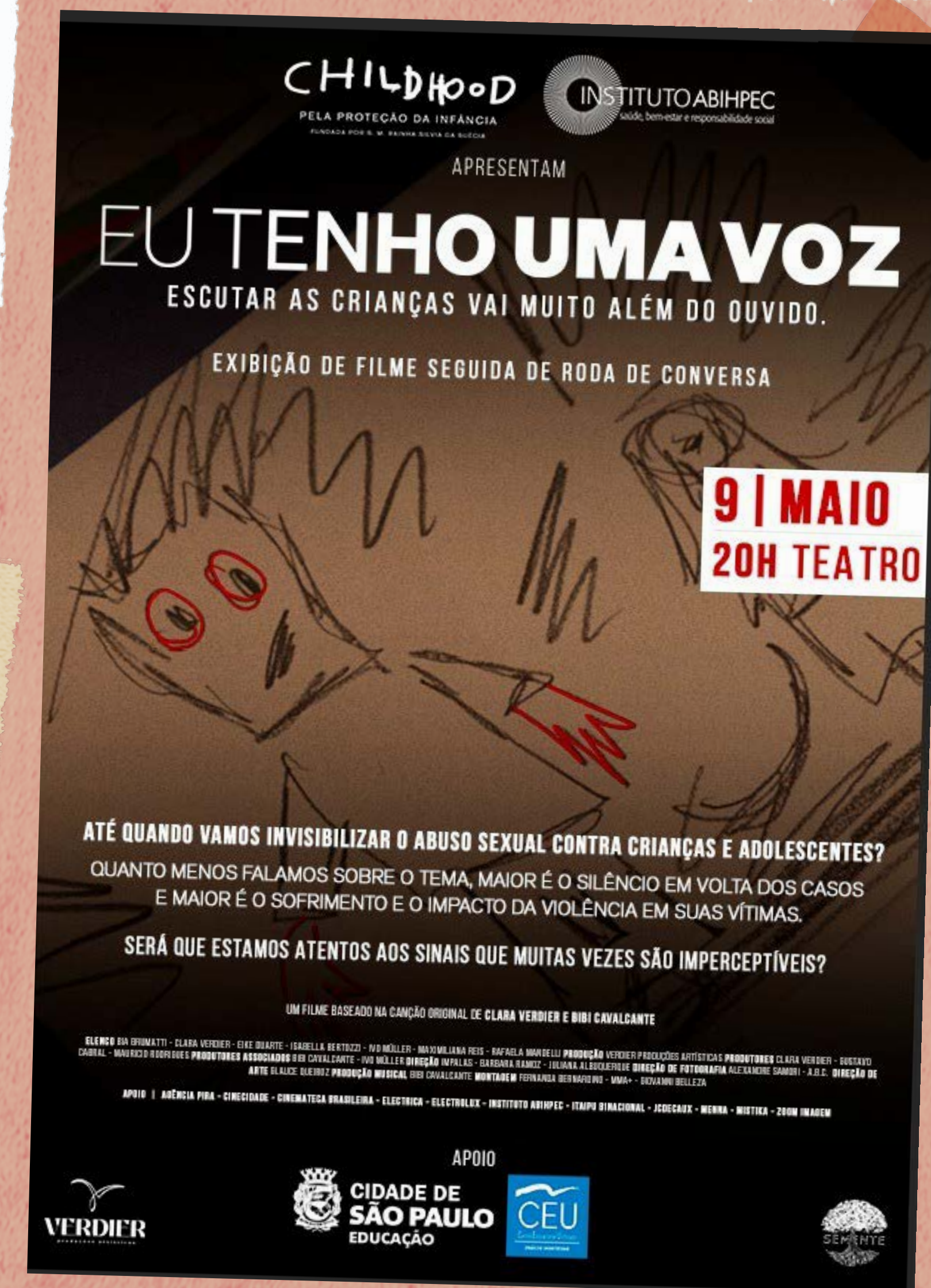
## COMMUNICATIONS

# Childhood Brasil around: recognition actions

## “I Have a Voice” short film in the Unified Educational Centers of São Paulo (SP)

In partnership with the ABIHPEC Institute, Childhood Brasil promoted, between May and December 2024, monthly talking circles during the screening of the “I Have a Voice” short film, in different Unified Educational Centers (CEUs) in São Paulo (SP).

May 9<sup>th</sup> marked the debut of the initiative at CEU Inácio Monteiro, in Guaianazes neighborhood.





## COMMUNICATIONS

## Participation in the Legal Week of São Judas University

On August 13<sup>th</sup>, we participated in the “Sexual Abuse and Exploitation of Children and Adolescents” panel, during the Legal Week of São Judas University, which had as its theme “Law in Transformation.” In addition to Itamar Batista Gonçalves, Advocacy Superintendent at Childhood Brasil, the panel was composed of Pablo Moitinho de Souza, criminal lawyer and professor of Criminal Law at the university, and Claudio Viggiani, volunteer president of the ABIHPEC Institute.



## Participation in the Globo Education Festival

The LED Festival - Light in Education - is an initiative from Globo that seeks to shine light on the challenges, opportunities, and relevance of education for Brazilian society. This year, Childhood Brasil was present with a workshop on how to talk to children about sex education and its challenges.



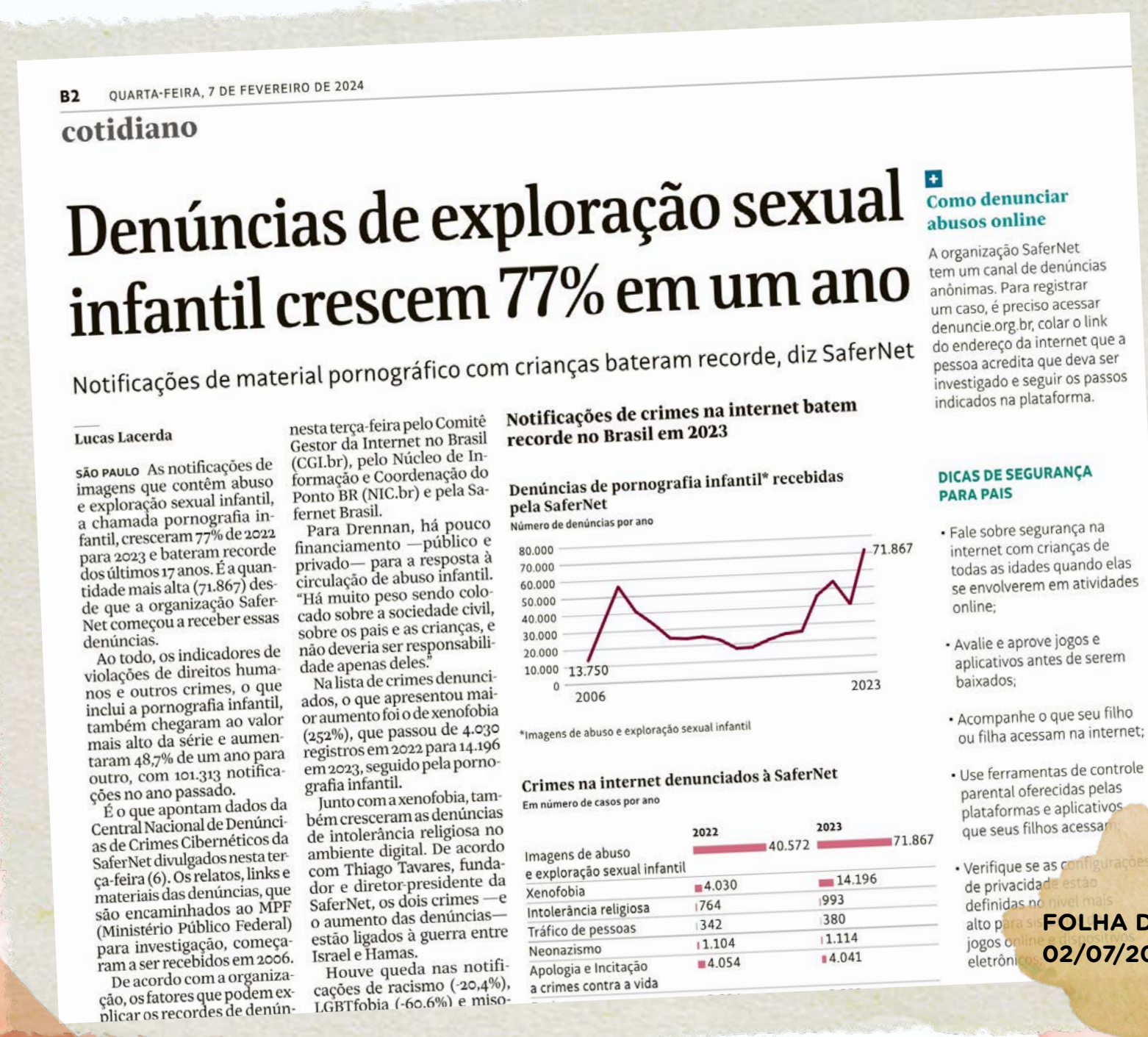
COMMUNICATIONS

# Press: Childhood Brasil in the Press

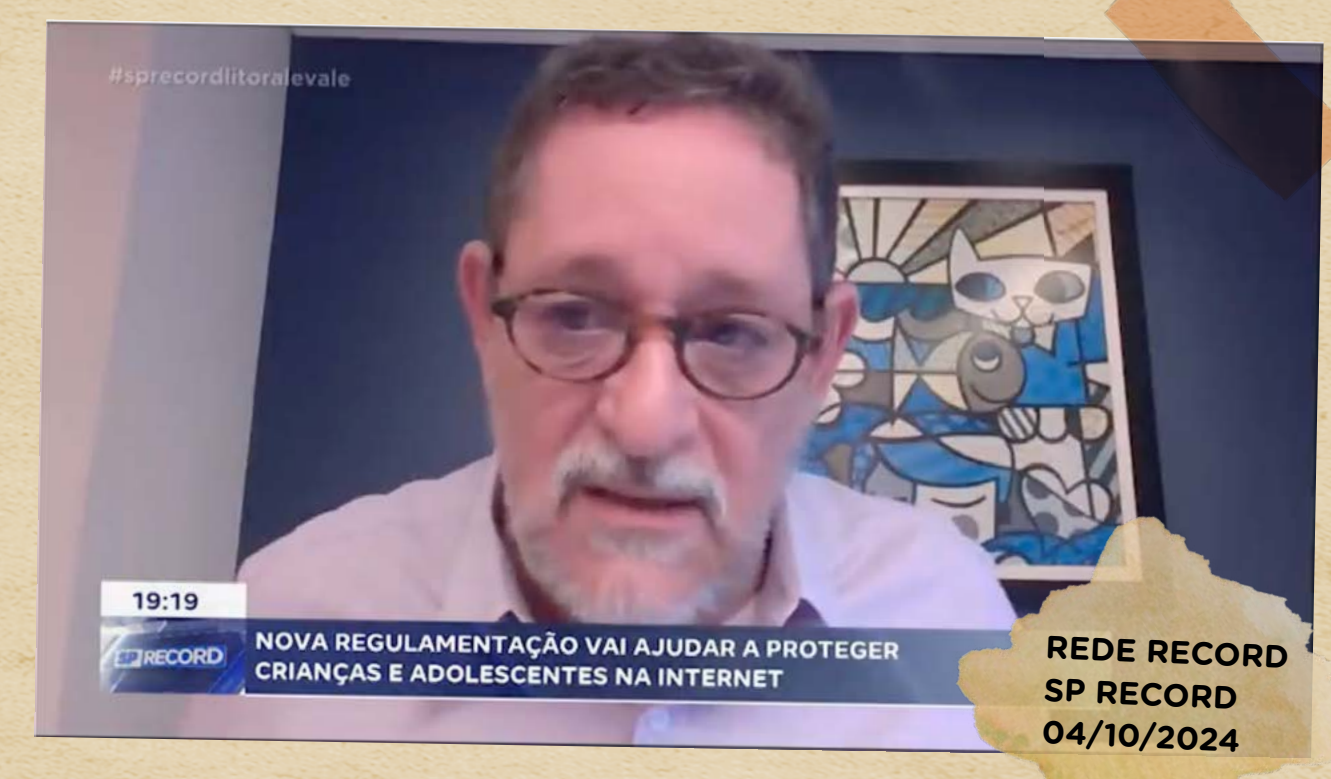
We had **1,676** insertions in the national and regional media



GLOBONEWS  
GLOBONEWS TV NEWS  
07/20/2024



TV CULTURA  
OPINIÃO  
05/18/2024



R7  
03/09/2024



## COMMUNICATIONS

# Social media: more than **35 million** people reached

Sexual violence against children and adolescents is undoubtedly an uncomfortable and difficult subject to talk about. Therefore, we understand that the way of communicating makes a world of difference for us to reach and engage people towards the cause. Thus, we invest time in understanding how we are going to tell the stories in a way to engage and create a connection with the issue. We believe that information and knowledge protect and, the more we talk about sexual violence, the more chances we will have to prevent sexual abuse and exploitation of children and adolescents.

Below, you can find our main results on social media:

- In 2024, more than **35 million people** viewed Childhood Brasil's content on social media. **An 8% growth** compared to 2023 and **101% HIGHER** compared to 2022.
- More than **15 million people** viewed the content on their Facebook profile.
- We ended the year with more than **72,000 followers** - a **67% growth** compared to December/2023.

Source: META BUSINESS

CLICK HERE



CLICK HERE





# Partnership Network

To maximize the results of our work, we make partnerships with other institutions and initiatives of civil society.

Get to know the key networks in which we participated in 2024 and their main lines of work.



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

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 adherence to the UN's Global Partnership to End Violence Against Children. In 2024, Childhood Brasil continued in the coordination committee, being responsible for the administrative management.

## Thematic Network for the Protection of the Rights of Children and Adolescents (TNPRCA)/GIFE

The TNPRCA was created to instigate and deepen the debate and joint effort for the rights of children and adolescents, considering the potential for private social investment in projects by civil society organizations.

In 2024, Childhood Brasil continued its work in the coordination committee of the Network.

## National Committee for Fighting Sexual Violence against Children and Adolescents

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





## National Pact for Early Childhood

The National Pact for Early Childhood brings together public sector entities and civil society organizations, especially players that make up the 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 the protection for the rights of the group. Childhood Brasil is a signatory to the Pact and works in partnership with the other agencies and institutions.

## National Pact for Protected Listening

Established in 2019, the National Pact for the Implementation of Law 13,431/2017 is an initiative that has the participation of various bodies 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. In 2022, we, as signatories of the pact, celebrated its renewal and continued to integrate joint actions for the effective assistance of the Protection Network for such population. We also continued to make efforts to create new assistance venues and to prepare documents and training conducted by members of the Protection Network.

## Intersectoral Commission to Fight Sexual Violence against Children and Adolescents

The Intersectoral Commission is one of the most significant steps to resume the agenda of tackling sexual violence against children and adolescents. It is an instance that integrates different bodies and institutions of the public power and civil society, with the purpose of working in an articulated manner on actions and public policies related to the tackling of sexual violence against children and adolescents. The Commission is also the institutional environment for the preparation of the new National Plan for Fighting Violence against Children and Adolescents, to be conducted financially supported by the National Fund for the Rights of Children and Adolescents, approved by the National Council for the Rights of Children and Adolescents (Conanda), in April 2023.





## FUNDRAISING AND STRATEGIC PARTNERSHIPS

# III Golf Tournament in support of Childhood Brasil

On September 20<sup>th</sup>, the São Paulo Golf Club hosted the III Golf Tournament for a Better Brazil, an event that raised funds for the implementation of Childhood's programs and projects. Organized by Score Golf Events, the championship had TechnoPark and Datterra Coffee as its partners and was sponsored by Iguatemi in the gold quota and other partners in the silver and bronze categories. Businesspeople and sports enthusiasts were gathered, reinforcing the commitment of supporting brands and participants to the protection of children and adolescents. The tournament was played in the Best Ball – Stroke Play format, requiring an official handicap index from the participants. The competition brought together 118 players, who also participated in the dispute for the hole-in-one prize on hole number 09: worth a Rampage R/T 24/24 pickup truck, valued at R\$277,490.00.

Through the tournament, we raised R\$259,800.00. These amounts do not include in-kind donations.



## Oportunidade do Bem

Since 2019, Oportunidade do Bem event, under the exclusive curatorship led by businesswoman Ana Eliza Setubal, donates 100% of its sales of clothing, footwear, and accessories to social organizations and projects. In 2024, Childhood Brasil benefited from a portion of the funds raised from the sale of fashion, accessories, decoration, and homeware items in the "Love Boogie" edition of the bazaar, which took place between April 24<sup>th</sup> and 27<sup>th</sup>, and in the "Glammy Xmas" edition, which took place between December 2<sup>nd</sup> and 5<sup>th</sup>, both at the JK Iguatemi Cube.





## FUNDRAISING AND STRATEGIC PARTNERSHIPS

# Childhood Brasil's 25<sup>th</sup> Anniversary dinner event for the Protection of Childhood

The dinner event was attended by Rosana Camargo de Arruda Botelho, who received from His Majesty King Carl XIV Gustaf a royal medal in recognition of her exceptional and commendable work as chair of the Board of Childhood Brasil over the past 25 years. All board members received certificates of honor from Queen Silvia for their contributions. The meeting took place at the Maria Luisa and Oscar Americano Foundation, in São Paulo/SP, and promoted the auction of rare wines and exclusive experiences. Major companies supported the event: JHSF in the platinum category; Iguatemi in gold; Bradesco and Volvo in silver; and CBMM, Electrolux, Gerdau, Scania, Vale, and Volkswagen Caminhões e Ônibus (VWCO) in bronze.





## CHILDHOOD BRASIL'S 25<sup>TH</sup> ANNIVERSARY DINNER EVENT

The objective of the meeting was to raise funds to continue the organization's projects and initiatives in the fight against sexual abuse and exploitation of children and adolescents. Among the actions, there were:

- 1. Auction of rare wines** and exclusive experiences, a tradition of the event.
- 2. "2024 Action Among Friends,"** a raffle with two prizes - a 98' Smart TV and a Rampage R/T 24/24 Flame Red pickup truck. The prize draw took place on December 9<sup>th</sup>, at 3 pm, at the Childhood Brasil office, with live broadcast on YouTube.

The dinner event had the actor Cauã Reymond as their master of ceremonies, and the singer Fafá de Belém paid tribute with the song "Maria, Maria", by Milton Nascimento, to Rosana Camargo de Arruda Botelho and Queen Silvia of Sweden. The party ended to the sound of Mart'nália. For the moment of awareness of the cause, we had the participation of a 6-year-old child, Heitor, who, to the sound of the song "Andar com Fé," by Gilberto Gil, spoke about the courage to move forward with faith. Through the event, we raised R\$5,129,250.00. That amount includes sponsorship quotas (34%); sales of invitations and spontaneous donations (32%); auction (34%); and raffle (11%). Yet, it does not include in-kind donations and the costs of the event.



CHILDHOOD BRASIL'S 25<sup>TH</sup> ANNIVERSARY DINNER EVENT





CHILDHOOD BRASIL'S 25<sup>TH</sup> ANNIVERSARY DINNER EVENT







CLICK HERE  
AND WATCH  
THE VIDEO





# Transparency





Financial Statements

Independent Auditor’s Report on Financial Statements

WCF Institute – Brazil

STATEMENT OF FINANCIAL POSITION

December 31, 2024 and 2023  
(in reais - R\$)

	Explanatory note	2024	2023
CURRENT ASSETS			
Cash and cash equivalents	3	1,942,461	1,960,658
Marketable securities	4	16,068,102	12,662,049
Accounts receivable		170,124	25,557
Other assets	5	805,786	395,401
Total current assets		18,986,472	15,043,665
NON-CURRENT ASSETS			
Property and equipment		42,200	42,669
Total non-current assets		42,200	42,669
TOTAL ASSETS		19,028,672	15,086,334
	Explanatory note	2024	2023
CURRENT LIABILITIES			
Trade accounts payable		671,237	217,544
Payroll and related charges	6	323,269	237,130
Taxes and contributions payable		101,486	69,485
Advanced funds	7	2,450,258	2,386,341
Total current liabilities		3,546,251	2,910,500
NON-CURRENT LIABILITIES			
Provision for contingencies	8	1,760,796	1,466,344
Total non-current liabilities		1,760,796	1,466,344
NET WORTH			
Net worth		13,721,625	10,709,490
TOTAL LIABILITIES AND NET WORTH		19,028,672	15,086,334

STATEMENT OF SURPLUS (DEFICIT)

Years ended December 31, 2024 and 2023  
(in reais - R\$)

	Explanatory note	2024	2023
REVENUES			
Donations - Dinner Event Together for Childhood	9.4	4,949,502	-
Donations - On the Right Track Program	9.1	4,552,499	3,894,605
Donations - partnership with Atlantica Hotels International	9.2	174,489	166,183
Sundry donations and other projects	9.3	4,630,125	4,569,577
Other revenues - services provided	9.5	1,440,654	1,006,131
Other revenues - volunteer services (gratuities)	9.6	427,752	293,714
Total Revenues	9	16,175,021	9,930,210
OPERATING COSTS AND EXPENSES			
Project expenses		(6,868,694)	(5,260,958)
Expenses with resource mobilization		(2,216,289)	(1,271,157)
Volunteer services (gratuities)		(427,752)	(293,714)
Operating expenses		(2,767,958)	(1,315,240)
Administrative expenses		(1,447,715)	(1,364,798)
Communication expenses		(952,278)	(1,039,576)
Total operating costs and expenses	10	(14,680,686)	(10,545,443)
SUPERÁVIT ANTES DO RESULTADO FINANCEIRO		1,494,336	(615,234)
FINANCE INCOME			
Revenues	14	1,522,467	1,503,086
Expenses	14	(4,667)	(908)
	14	1,517,800	1,502,178
SURPLUS FOR THE YEAR		3,012,135	886,944

The explanatory notes are part of the financial statements.



# WCF Institute - Brazil

## STATEMENT OF COMPREHENSIVE INCOME SURPLUS (DEFICIT)

Years ended December 31, 2024 and 2023  
(in reais - R\$)

	2024	2023
Surplus for the year	3,012,135	886,944
Other comprehensive income	-	-
Total comprehensive income for the year	3,012,135	886,944

The explanatory notes are part of the financial statements.

## STATEMENT OF CHANGES IN NET WORTH

Years ended December 31, 2024 and 2023  
(in reais - R\$)

	Net worth	Accumulated surplus (deficit)	Total
Balances at December 31, 2021	5,850,464	3,972,082	9,822,546
Surplus for the year	-	886,944	886,944
Incorporation of the surplus into net worth	3,972,082	(3,972,082)	-
Balances at December 31, 2023	9,822,546	886,944	10,709,490
Surplus for the year	-	3,012,135	3,012,135
Incorporation of the surplus into net worth	886,944	(886,944)	-
Balances at December 31, 2024	10,709,490	3,012,135	13,721,625

The explanatory notes are part of the financial statements.

## STATEMENT OF CASH FLOWS - INDIRECT METHOD

Years ended December 31, 2023 and 2022  
(in reais - R\$)

	2024	2023
CASH FLOW FROM OPERATING ACTIVITIES		
Surplus for the year	3,003,965	886,944
Adjustments to reconcile surplus for the year		
Depreciation and amortization (Note 10)	16,676	15,522
Provision for labor contingencies (Note 10)	294,452	169,982
Other non-cash operating losses (profit)	(49,668)	(46,414)
Changes in assets and liabilities		
Accounts receivable	(144,567)	57,443
Other assets	(410,384)	1,204,713
Trade accounts payable	453,693	(4,048)
Payroll and related charges	86,139	18,927
Taxes and contributions payable	32,001	9,314
Advanced funds	63,917	647,121
NET CASH FROM OPERATING ACTIVITIES	3,346,224	2,959,504
CASH FLOW FROM FINANCING ACTIVITIES		
Acquisition of property and equipment	(16,207)	(14,081)
Marketable securities, net	(3,356,385)	(3,071,437)
Net cash used in financing activities	(3,372,592)	(3,085,518)
CASH FLOW FROM FINANCING ACTIVITIES	-	-
INCREASE (REDUCTION) IN CASH AND CASH EQUIVALENTS FOR THE YEAR	(18,198)	(126,014)
CASH AND CASH EQUIVALENTS AT BEGINNING OF YEAR (Note 3)	1,960,659	2,086,673
CASH AND CASH EQUIVALENTS AT END OF YEAR (Note 3)	1,942,461	1,960,659

The explanatory notes are part of the financial statements.



# Join us





# How to be our partner

The work we do is only possible with the collaboration of people, companies, and institutions that contribute financially to the prevention and tackling of sexual abuse and exploitation of children and adolescents.

If this cause is also important to you, your company or institution, see how to support Childhood Brasil.

**To make a personal donation, click here:**



**To donate as a legal entity, please send an email to**  
**[parceriasestrategicas@childhood.org.br](mailto:parceriasestrategicas@childhood.org.br)**

As we are certified as a Public Interest Civil Society Organization (OSCIP), companies taxed on actual profit can deduct from their Income Tax the amount donated as operating expenses, limited to 2% of operating profit.

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





# Partners and supporters

## INSTITUTIONAL PARTNERS



## PROGRAM PARTNERS



## PARTNERS IN KIND





PRO AND LOW BONO PARTNERS OF THE “TAKE A CLOSER LOOK” CAMPAIGN





ON THE RIGHT TRACK PROGRAM

PLATINUM



Caminhões  
Ônibus

GOLD



SILVER



BRONZE



WATERWAY



MEDIA  
PARTNERS



SUPPORTERS

**SUPPORTER I** • BRENNTAG QUÍMICA BRASIL LTDA. • DEXCO S.A.  
• JADLOG LOGÍSTICA S/A • ON-HIGHWAY BRASIL LTDA.  
• TEGMA GESTÃO LOGÍSTICA S/A • TETRA PAK LTDA.  
• TRANSPORTES LUFT LTDA.

**SUPPORTER II** • ARTERIS S.A. • CORREDOR LOGÍSTICA E  
INFRAESTRUTURA S.A. • MAERSK LOGISTICS E SERVICES BRASIL  
LTDA. • ROCHA TERMINAIS PORTUÁRIOS E LOGÍSTICA S.A.  
• SLC MÁQUINAS LTDA. • WHITE MARTINS GASES INDUSTRIAIS  
LTDA.

**SUPPORTER III** • ADEMIR COMÉRCIO DE VEÍCULOS E  
TRANSPORTADORA LTDA. • CATTALINI TERMINAIS MARÍTIMOS  
S.A. • EXPRESSO NEPOMUCENO S.A. • FEDEX BRASIL LOGÍSTICA E  
TRANSPORTE LTDA. • G5 SOLUÇÕES LOGÍSTICA E TRANSPORTES  
LTDA. • GELOG COMÉRCIO LOGÍSTICA LOCAÇÕES SERVIÇOS E  
TRANSPORTE LTDA. • HEXION QUÍMICA DO BRASIL LTDA. • HNK  
BR INDÚSTRIA DE BEBIDAS LTDA. • HU TRANSPORTE RODOVIÁRIO  
LTDA. • INPASA AGROINDUSTRIAL S/A • MERCADOLIVRE.COM  
ATIVIDADES DE INTERNET LTDA. • MINERAÇÃO MARACÁ  
INDÚSTRIA E COMÉRCIO S/A • SANTOS BRASIL PARTICIPAÇÕES  
S/A • SASCAR TECNOLOGIA E SEGURANÇA AUTOMOTIVA S/A •  
SOCIEDADE DE ADVOGADOS ARYSTÓBULO FREITAS • SOLUCIONA  
LOGÍSTICA E TRANSPORTE LTDA. • TDC DISTRIBUIDORA DE  
COMBUSTÍVEIS LTDA. • TRANSPORTADORA TRANSLEONE LTDA.  
• TRANSPORTADORA VERONESE LTDA. • TRANSPORTES DELLA  
VOLPE S/A INDÚSTRIA E COMÉRCIO • ULTRACARGO LOGÍSTICA S.A.  
• VIARONDON CONCESSIONÁRIA DE RODOVIA S/A

**SUPPORTER IV** • 3A MINING S.A. • AGA ARMAZÉNS GERAIS E  
LOGÍSTICA LTDA. • ARANÃO TRANSPORTES RODOVIÁRIOS LTDA.  
• CÁLAMO DISTRIBUIDORA DE PRODUTOS DE BELEZA S.A.  
• CESARI LOGÍSTICA LTDA. • D'GRANEL TRANSPORTES E  
COMÉRCIO LTDA. • EMPRESA CONSTRUTORA BRASIL S/A • EPR  
LITORAL PIONEIRO S/A • EPR VIA MINEIRA S.A. • FACCHINI S.A. • FL  
BRASIL HOLDING, LOGÍSTICA E TRANSPORTE LTDA. • GAFOR S/A  
• GRANELEIRO TRANSPORTES RODOVIÁRIOS LTDA. • GRÃOS DO  
PIAUI CONCESSIONÁRIA DE RODOVIAS • GRECA TRANSPORTES DE  
CARGAS LTDA. • JALOTO TRANSPORTES LTDA. • JM TRANSPORTES  
E DISTRIBUIÇÃO LTDA. • LENARGE TRANSPORTES E SERVIÇOS  
LTDA. • LOUIS DREYFUS COMPANY TRANSPORTES LTDA. •  
MARTINS COMÉRCIO E SERVIÇOS DE DISTRIBUIÇÃO S/A • PHENIX  
- COMÉRCIO, LOCAÇÕES, LOGÍSTICA, SERVIÇOS E TRANSPORTES  
EIRELI • RDV TRANSPORTES E LOGÍSTICA LTDA. • RISEL  
COMBUSTÍVEIS LTDA. • RODOGRANEL LOGÍSTICA E SERVIÇOS  
LTDA. • SABARÁ QUÍMICOS E INGREDIENTES S/A • SONDOTÉCNICA  
ENGENHARIA DE SOLOS S.A. • TRANSPIZZATTO LTDA.  
• TRANSPORTADORA BOA VIAGEM LTDA. • TRANSPORTES BORELLI  
LTDA. • TRANSPORTES IMEDIATO LTDA. • TRANSPORTES TONIATO  
LTDA. • TRELSA-LOG TRANSPORTES ESPECIALIZADOS DE LÍQUIDOS  
E LOGÍSTICA LTDA. • TROPICAL TRANSPORTES IPIRANGA LTDA.  
• VIA BRASIL BR-163 CONCESSIONÁRIA DE RODOVIA S/A  
• ZENATUR TRANSPORTES DE CARGAS LTDA.



INSTITUTIONAL SUPPORT CHILDHOOD'S 25<sup>TH</sup> ANNIVERSARY

PLATINUM

JHSF

GOLD



SILVER



BRONZE



Caminhões  
Ônibus

SUPPORTERS

- 100% EVENTOS
- 6F DECORACOES
- ALL MOST VINTAGE
- ALPHAGRAPHS
- ANA MARIA CARVALHO PINTO
- ANA ROCHA & APPOLINÁRIO
- ANTIQUARIO CARDEAL
- ARA VARTANIAN
- BOSSANOVA
- BOUTIQUE DE TRÊS
- BYKAMY
- CASA CASTRO
- CASA DAS FESTAS
- CASA DO PORCO
- COZINHA DA MAZZÔ
- CRIS BARROS
- CRUISE
- DIOR
- FERNANDO JORGE
- FUNDAÇÃO MARIA LUISA E OSCAR AMERICANO
- GABLES
- GEORGE V ALTO DE PINHEIROS - GRUPO ALDAN
- ISABELLA SUPPLY
- JORGE LUCKI
- KABANNA
- LIEU DU VIN ADEGAS CLIMATIZADAS
- LYGIA MATTOS BORDADOS
- MARINA MALHEIROS FOTOGRAFIA
- MB PRODUÇÕES
- MDR FILMS
- PAPER HOUSE
- PATRICIA VIEIRA
- RENATO MOYSES
- SANDI HOTEL
- SANDRO BARROS
- SILVIA FURMANOVICH
- SUPER BID
- TANIA BULHÕES
- TRE BICCHIERI
- TRULLY
- VIA VINI



TECHNICAL PARTNERS

