

2025 ACTIVITY REPORT

CHILDHOOD

PELA PROTEÇÃO DA INFÂNCIA



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

H. M. QUEEN SILVIA OF SWEDEN
Founder and Honorary Chair
of the World Childhood Foundation

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MESSAGE FROM THE LEADERSHIP



LAÍS CARDOSO PERETTO,
Executive Director of
Childhood Brasil

In 2025, we worked consistently and responsibly, guided by our long-term vision, **focused on our commitment to protecting children and adolescents against sexual violence.**

We made significant progress on one of our **strategic priorities: institutional sustainability.** Establishing our Endowment Fund represents an important step toward greater predictability of resources, strengthening our autonomy and ensuring the long-term viability of our work. Such initiative allows us face the future with greater stability and responsibly expand the reach of our impact.

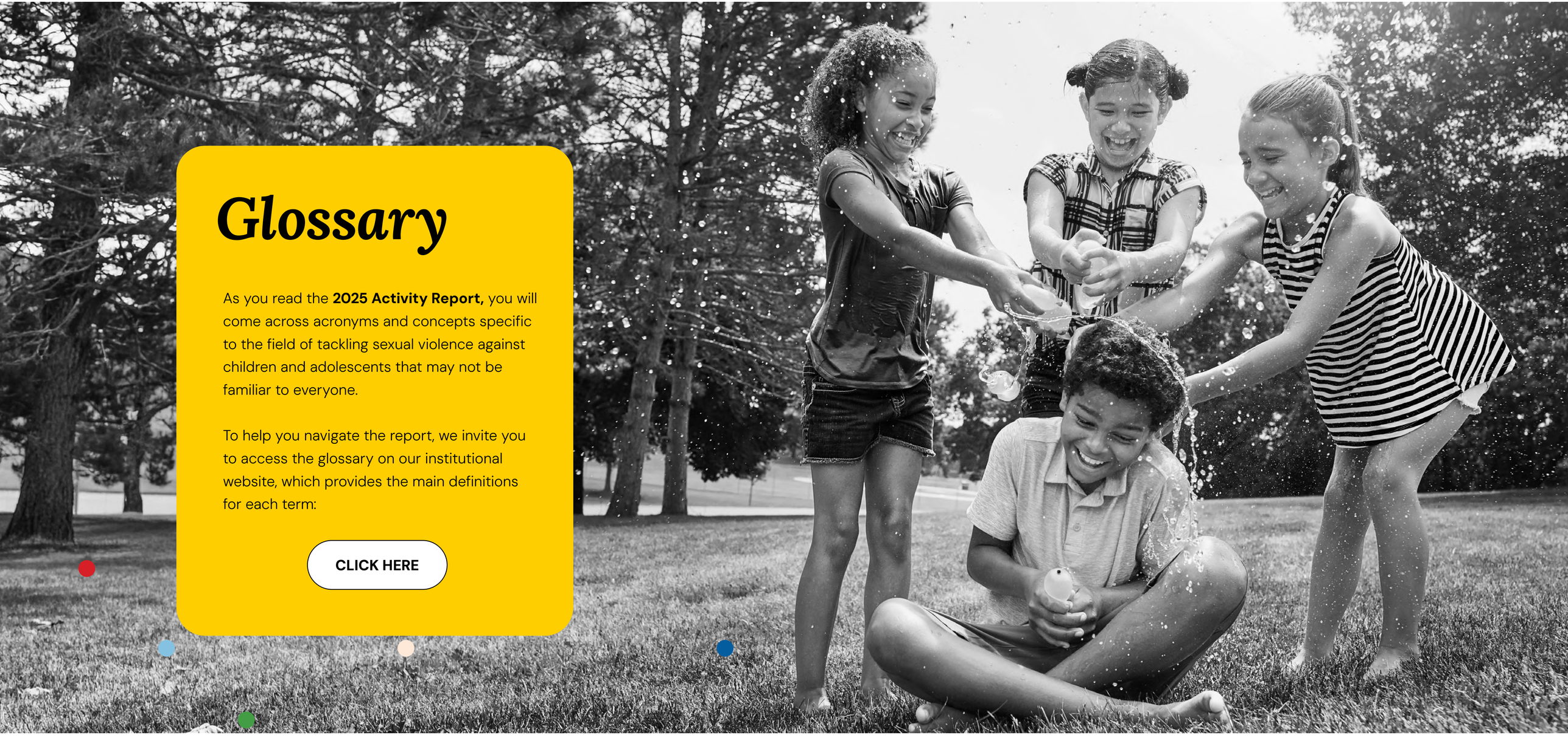
In advocacy, we maintained an active role in the **implementation of the Protected Listening Law.** To date, more than **2,000 special testimony rooms have been established and over 8,000 professionals have been trained across different territories.** In this context, we advanced the implementation of Brazil's first Integrated Assistance Center (CAI), based on the model developed by Childhood Brasil.

These steps are essential to ensure protected listening, free from revictimization, for children and adolescents who are victims or witnesses of sexual violence.

In response to the transformations brought about by the digital environment, **tackling online sexual violence became a priority**, particularly following the enactment of the **Digital ECA.**

This new context requires coordination and innovation, together with knowledge production and public policy advocacy that contribute to safer digital environments.

We continue to reaffirm our commitment based on network-based work, grounded in technical evidence and focused on structural transformation. Every achievement reflects intentional choices and the conviction that expanding the comprehensive protection of children and adolescents is both possible and necessary.



Glossary

As you read the **2025 Activity Report,** you will come across acronyms and concepts specific to the field of tackling sexual violence against children and adolescents that may not be familiar to everyone.

To help you navigate the report, we invite you to access the glossary on our institutional website, which provides the main definitions for each term:

CLICK HERE



About CHILDHOOD BRASIL

Who *we are*

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

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

Founded by Queen Silvia of Sweden, Childhood Brasil is part of the World Childhood Foundation (WCF), which has offices in Sweden, Germany, and the United States.

In 2025, we were selected for the fifth consecutive time as one of the 100 best Brazilian organizations in the third sector. **This recognition came through the Best NGOs in the Country award,** which evaluates criteria such as governance, transparency, communication, and funding practices.



MISSÃO

Inspirar, promover e desenvolver soluções para prevenir o abuso e exploração sexual de crianças e adolescentes

VISÃO

Erradicar o abuso e exploração sexual de crianças e adolescentes

VALUES

Commitment:
We are responsible, engaged, and committed, honoring our agreements.

Collaboration:
We work through networks, mobilizing people and building relevant partnerships.

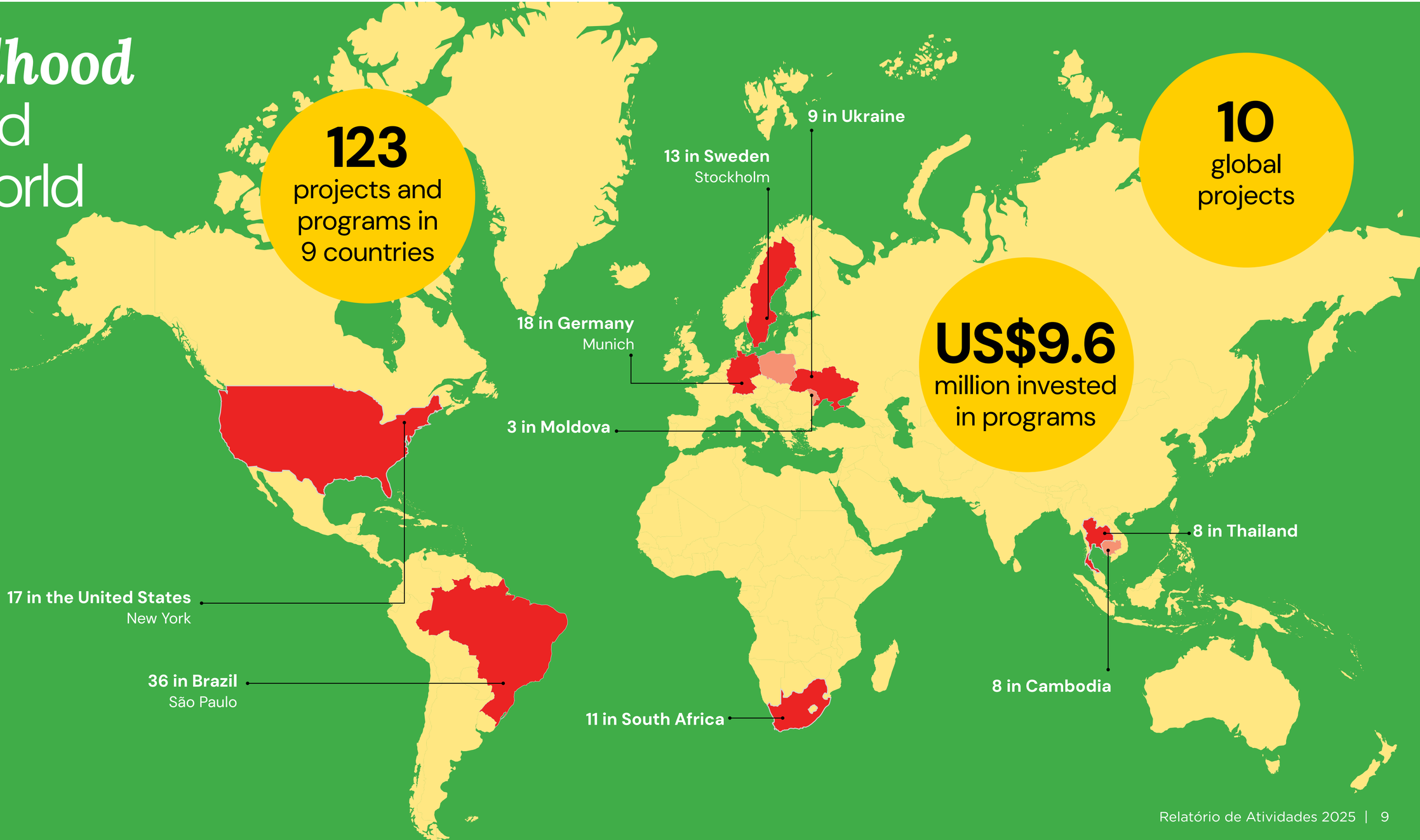
Integrity:
We act honestly and ethically in all relationships.

Innovation:
We encourage the search for innovative solutions, boldness, and a pioneering spirit.

Diversity:
We promote inclusive and generous environments where respect is non-negotiable.

Childhood around the world

All projects supported by the World Childhood Foundation are intended for children at risk, with a focus on sexual abuse and exploitation.



CHILDHOOD



How *we work*

Our work is based on an intersectoral commitment that engages, integrates, and brings together public sector entities, private sector organizations, and civil society. We believe that only network-based work can promote transformative solutions and generate structural and long-lasting impact.

To tackle sexual violence against children and adolescents, we work through two main pillars: **Prevention and Response.**

PREVENTION

Actions aimed at preventing sexual violence against children and adolescents before it occurs. It is about educational, informative, structural, and advocacy-based initiatives.

RESPONSE

Immediate intervention measures taken when sexual violence has already occurred. These actions seek to mitigate harm, provide immediate support, and reduce the impacts experienced by victims.

We believe that coordinated and timely responses are essential to prevent violence from continuing and to transform the reality of children and adolescents.

Facts *& Figures*

Sexual violence against children and adolescents in Brazil is a structural, complex, and multifaceted phenomenon that persists over time and requires coordinated and continuous responses from the public sector, civil society, families, companies, and digital platforms.

Below are some data that portray the scenario of sexual violence against children and adolescents in Brazil in 2025:

Children with disabilities are almost

4 times more

likely to be victims of violence than children without disabilities.

(Atlas of Violence, 2025)

In 2024, Brazil recorded

593,000

reports of digital crimes against children and adolescents received through cooperation with NCMEC, and currently processes approximately

2,500

reports per day.

(Federal Police–NCMEC, 2024)

A total of

87,545

cases of rape were reported in 2025, and

77.7%

of the victims were children and adolescents.

(Brazilian Public Security Yearbook, 2025)

In **85%** of reports of rape of a vulnerable person, the victim is a girl.

(Brazilian Public Security Yearbook, 2025)

Every hour, **8 cases** of sexual abuse or rape against children and adolescents are reported.

(Brazilian Public Security Yearbook, 2025)

69% of sexual abuse against children and adolescents occurs at home.

(Brazilian Public Security Yearbook, 2025)

1 in 5 children and adolescents has experienced sexual abuse in the online environment.

(Disrupting Harm in Brazil)

13,758 locations vulnerable to the sexual exploitation of children and adolescents along federal highways.

(Mapping Project, 2025–2026)

92% of Brazil's population aged 9 to 17 uses the internet.

(TIC Kids Online, 2025)

Advocacy *and* *Institutional Engagement*



Digital ECA comes into force



The approval of the Digital Child and Adolescent Statute (Law 15,211/2025), known as the Digital ECA, represented a historic milestone in the protection of children and adolescents.

The law updates the Child and Adolescent Statute (ECA) by establishing specific guidelines for digital platforms to ensure a safer online environment.

Under consideration since 2022, the bill gained momentum following the public attention generated by reports of sexual exploitation of children and adolescents on the internet. Childhood Brasil actively participated in public mobilization and in reviewing the text.

Structured around six pillars, the Digital ECA provides, among other measures, for prioritizing the safety of children and adolescents in the development of digital products and services, greater algorithmic transparency, prompt removal of illegal content, data protection, reporting mechanisms, and platform accountability for age verification.

National Council of the Public Prosecutor's Office and Childhood Brasil sign letter of intent

The National Council of the Public Prosecutor's Office (CNMP) and Childhood Brasil signed a Letter of Intent to strengthen the protection of the rights of children and adolescents, particularly in tackling sexual violence and implementing the Protected Listening Law (Law 13,431/2017).

The related actions aim to improve procedures and methodologies for listening to children and adolescents within the Brazilian justice system and to develop studies and proposals provided for in the Legal Framework through the "First Steps" Project, a campaign designed to promote coordinated actions with several institutions, focusing on the protection and care of children and adolescents.

The Letter of Intent signing ceremony was attended by CNMP Secretary-General Carlos Vinícius Alves Ribeiro and Councilor Jaime de Cassio Miranda, as well as auxiliary members, secretaries, and staff.





Childhood Brasil welcomes representatives of the National Council of the Public Prosecutor's Office to its headquarters

The meeting was attended by acting Deputy Secretary-General Michel Betenjane Romano; Secretary of Social Communication Natália Senna Veloso; and two prosecutors serving as auxiliary members of the CNMP Presidency, Luciana de Freitas and Michelle Moura.

MAY 18th

National Week for Tackling Sexual Violence Against Children and Adolescents



The National Week for Tackling Sexual Violence Against Children and Adolescents, held in Brasília from May 19th to 22nd, marked 25 years of mobilization around the date that symbolizes the national fight to protect children and adolescents.

The event was organized in partnership with the Ministry of Human Rights and Citizenship (MDHC), UNICEF Brasil, the Intersectoral Commission to Fight Sexual Violence Against Children and Adolescents (CIEVSCA), the National Committee for Fighting Sexual Violence, and the ECPAT Brazil Network.

The meeting brought together specialists, public managers, representatives of civil society and of the System for the Protection of Rights of Children and Adolescents to promote discussions, share experiences, and propose guidelines for implementing the Protected Listening Law and a **national policy to tackle sexual violence.** Good practices adopted by Integrated Assistance Centers (CAIs), as well as reflections and commitments to advance this service in municipalities and states, were also highlighted.

During the event, Childhood Brasil handed over to the Minister of Human Rights and Citizenship, Macaé Evaristo, a technical document containing guidelines for the creation and implementation of Integrated Assistance Centers, together with a commitment to print copies and send them to every state. The material serves as a reference for professionals working to protect children and adolescents who are victims or witnesses of violence, including sexual violence



Neide Castanha Award

On May 22nd, Appellate Judge José Antônio Daltoé César received an honorable mention as the first judge to implement Special Testimony and as a contributor to the drafting of Law 13,431/2017. Childhood Brasil had the honor of representing him at the ceremony, and the distinction was awarded in the presence of the National Secretary for the Rights of Children and Adolescents, Pilar Lacerda.





Solemn session at the Chamber of Deputies on the ***Protected Listening Law***

At a solemn session held at the Chamber of Deputies, we were one of the organizations invited to speak about the Protected Listening Law (Law 13,431/2017), highlighting legislative advances and the challenges involved in ensuring the comprehensive protection of children and adolescents experiencing violence.

Advocacy Superintendent Itamar Gonçalves emphasized the importance of the Parliamentary Front for the Rights of Children and Adolescents in overseeing the implementation of the Law in states and municipalities.

Advisory Committee on Digital Rights of the Ministry of Justice and Public Security

On May 20th, the Federal Official Gazette announced that Childhood Brasil had joined the Advisory Committee of the Secretariat for Digital Rights of the Ministry of Justice and Public Security (SEDIGI/MJ). The committee's mission is to propose a methodology and a centralized flow for receiving reports of digital crimes against children and adolescents, strengthening protection in the virtual environment.

Childhood Brasil participates alongside representatives of the Ministry of Justice, the Federal Police, UNICEF, other civil society organizations, and recognized specialists in the field. Its presence on the committee reinforces the organization's commitment to building more effective public policies to tackle digital crimes affecting children and adolescents.



INSTITUTIONAL ENGAGEMENT

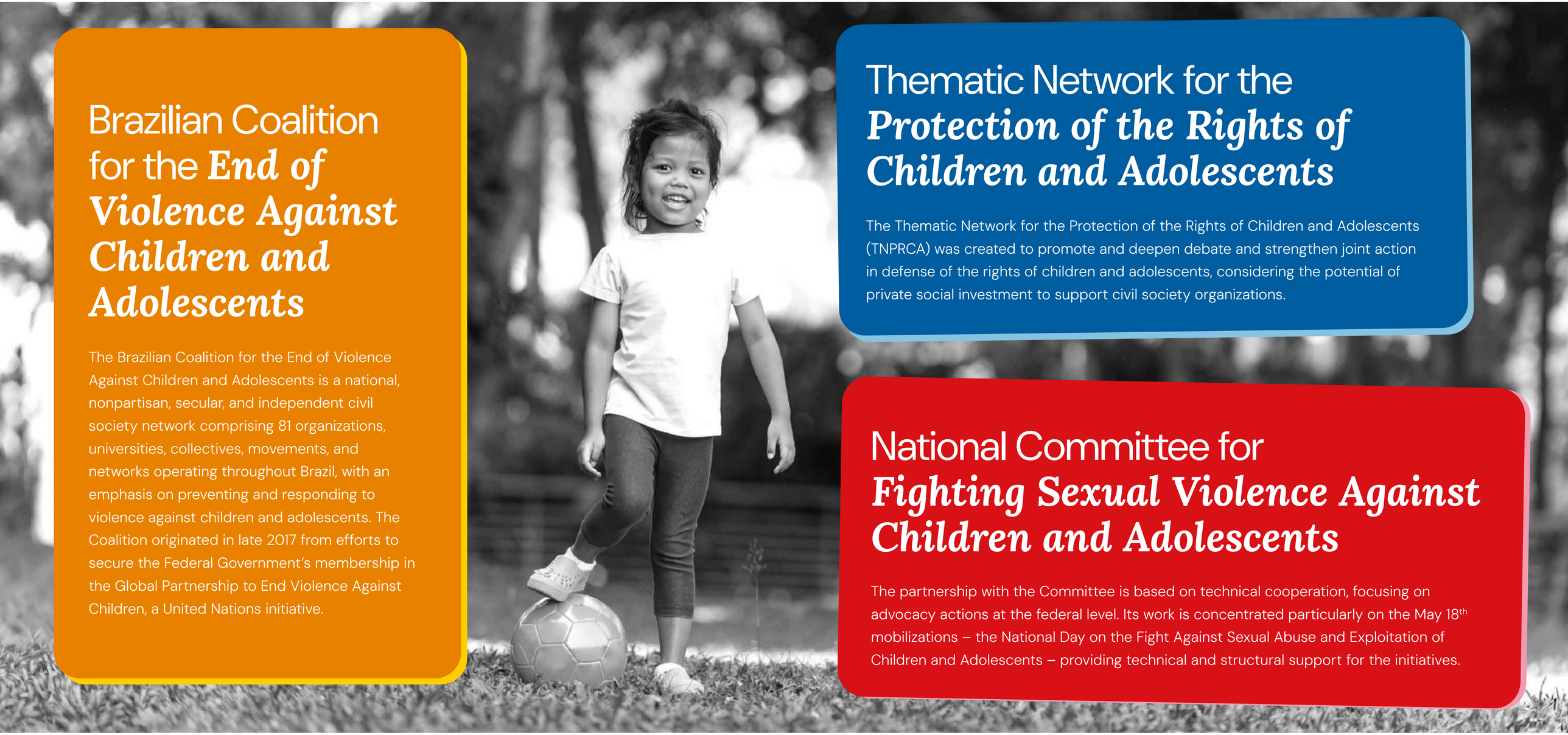
Zero Sexual Violence Movement

More than 100 companies and civil society organizations participated in the launch of the Zero Sexual Violence Movement in São Paulo, an initiative aimed at preventing sexual violence against children and adolescents and increasing the number of reports in Brazil.

The event brought together CEOs, directors, and specialists from companies and organizations, as well as representatives of Childhood Brasil, Grupo Mulheres do Brasil, Liberta Institute, and Vibra, which led the creation of the movement. The initiative aims to mobilize companies and civil society organizations to take action within their ecosystems and raise awareness among employees and partners about the seriousness of the issue.

With a three-year horizon for generating significant change, participating companies made a collective commitment to transform this reality and promote concrete actions to protect children and adolescents.





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

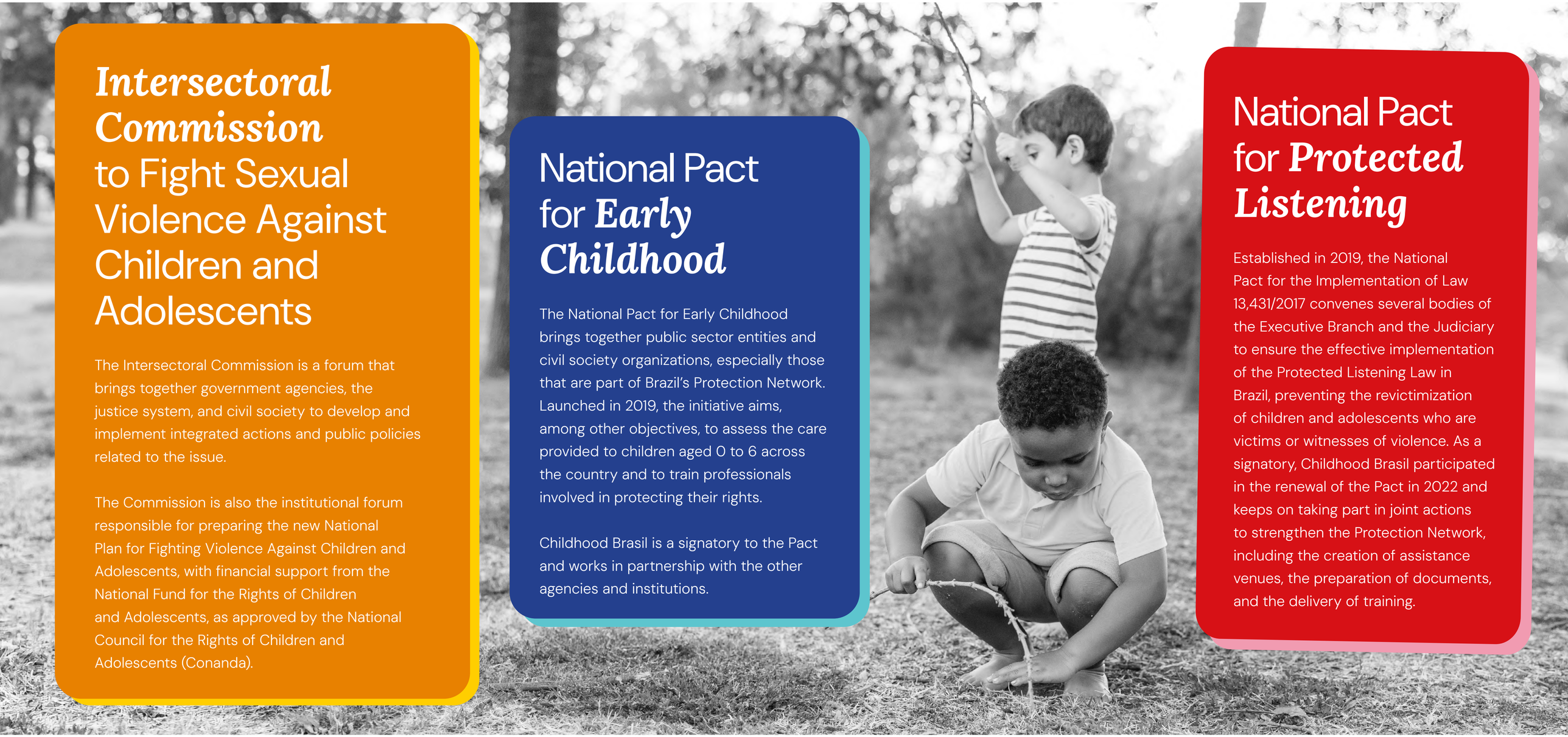
The Brazilian Coalition for the End of Violence Against Children and Adolescents is a national, nonpartisan, secular, and independent civil society network comprising 81 organizations, universities, collectives, movements, and networks operating throughout Brazil, with an emphasis on preventing and responding to violence against children and adolescents. The Coalition originated in late 2017 from efforts to secure the Federal Government's membership in the Global Partnership to End Violence Against Children, a United Nations initiative.

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

The Thematic Network for the Protection of the Rights of Children and Adolescents (TNPRCA) was created to promote and deepen debate and strengthen joint action in defense of the rights of children and adolescents, considering the potential of private social investment to support civil society organizations.

National Committee for *Fighting Sexual Violence Against Children and Adolescents*

The partnership with the Committee is based on technical cooperation, focusing on advocacy actions at the federal level. Its work is concentrated particularly on the May 18th mobilizations – the National Day on the Fight Against Sexual Abuse and Exploitation of Children and Adolescents – providing technical and structural support for the initiatives.



Intersectoral Commission to Fight Sexual Violence Against Children and Adolescents

The Intersectoral Commission is a forum that brings together government agencies, the justice system, and civil society to develop and implement integrated actions and public policies related to the issue.

The Commission is also the institutional forum responsible for preparing the new National Plan for Fighting Violence Against Children and Adolescents, with financial support from the National Fund for the Rights of Children and Adolescents, as approved by the National Council for the Rights of Children and Adolescents (Conanda).

National Pact for *Early Childhood*

The National Pact for Early Childhood brings together public sector entities and civil society organizations, especially those that are part of Brazil's Protection Network. Launched in 2019, the initiative aims, among other objectives, to assess the care provided to children aged 0 to 6 across the country and to train professionals involved in protecting their rights.

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 convenes several bodies of the Executive Branch and the Judiciary to ensure the effective implementation of the Protected Listening Law in Brazil, preventing the revictimization of children and adolescents who are victims or witnesses of violence. As a signatory, Childhood Brasil participated in the renewal of the Pact in 2022 and keeps on taking part in joint actions to strengthen the Protection Network, including the creation of assistance venues, the preparation of documents, and the delivery of training.

Programs



COMPREHENSIVE PROTECTION PROGRAM

Implementation of the ***Protected Listening Law in Rondônia***

On May 13th, the opening session of the course "Implementing the Protected Listening Law in the State of Rondônia" was held for the municipal coordinators of all 52 municipalities in the state. Such training is a partnership among Childhood Brasil, the Government of the State of Rondônia, and Belas University. Since 2025, Childhood Brasil has worked in partnership with the Government of the State of Rondônia to implement the Protected Listening Law, aimed at establishing clear guidelines for integrating the Protection Network across the state's 52 municipalities. This is an unprecedented initiative in Brazil: the first state-level implementation of the National Pact for the Implementation of the Protected Listening Law.

The distance-learning course is one of the main tools in this process. Using active methodologies and a digital platform, the training equips members of the Protection Network to apply the law's guidelines and principles in their professional routines, promoting collaborative learning and preparing professionals to provide qualified, non-revictimizing assistance to children and adolescents experiencing violence. The course received 584 registrations and certified more than 200 students. The project continues with activities to strengthen the Rondônia Protected Child Interinstitutional State Committee and its municipal committees.

Com.Direitos Program Meeting in Pernambuco

Throughout 2025, the Freedom Fund held four editions of the Community of Practice in the Recife Metropolitan Region, an initiative that connects civil society organizations engaged in tackling sexual violence against children and adolescents. The forum is intended to strengthen working through networks, foster knowledge exchange, and align strategies among partners.

The first edition, held on March 26th and 27th, was attended by Advocacy Superintendent Itamar Gonçalves and Programs and Projects Coordinator Fernanda Cassador. The topics discussed included planning actions for the two-year period and the activities scheduled for the National Day on the Fight Against Sexual Abuse and Exploitation of Children and Adolescents, marked on May 18th, with initiatives planned for Pernambuco and Brasília.

COMPREHENSIVE PROTECTION PROGRAM

Olinda and *Cabo de Santo Agostinho* begin a new cycle of activities to implement the Protected Listening Law



Olinda

Childhood Brasil launched a new project cycle in the municipalities of Cabo de Santo Agostinho and Olinda, in Pernambuco.

The meetings convened representatives of the respective Steering Committees, municipal secretariats, the Municipal Guard, the Military Police, and technical teams from local Courts to agree on priority actions to strengthen the committees and define the 2025 action plans. The project's institutional coordinator, Fernanda Cassador, together with Childhood Brasil consultants Fernando Silva and Rosana França, led the discussions and guided the definition of the project's next steps.

The initiative is carried out through a partnership between Childhood Brasil and the Freedom Fund, with different trajectories in each territory. In Olinda, the project has been underway since 2021 under the shared leadership of the Municipal Council for the Rights of Children and Adolescents (COMDACO) and the Secretariat for Social Development and Human Rights (SDSDH). In Cabo de Santo Agostinho, the partnership began in 2024 under the leadership of the Municipal Secretariat for Social Assistance, Women, and Human Rights.

Focused on implementing the Protected Listening Law, the initiative aims to mobilize sectoral policies and institutions in each municipality to transform the assistance provided to children and adolescents who are victims or witnesses of violence.



Cabo de Santo Agostinho

COMPREHENSIVE PROTECTION PROGRAM

CNMP, Childhood Brasil, and the Government of Pará sign cooperation agreement for the ***Protected Childhood Boat Project***

Presented during COP30 in the presence of Queen Silvia of Sweden, the Protected Childhood Boat Project was developed by the National Council of the Public Prosecutor's Office (CNMP) in partnership with Childhood Brasil. It is intended to provide qualified and integrated assistance to children and adolescents in the municipalities of the Marajó Archipelago.

The initiative will be carried out in partnership with the Government of the State of Pará and the Public Prosecutor's Office of the State of Pará (MPPA), with support from the Transport System, which will mobilize the business sector to join the project.

Campinas takes another step toward breaking the cycle of violence

On December 11th, the Campinas City Government launched the Guide for Implementing Integrated Assistance Flows for Children and Adolescents who are victims of violence, developed in partnership with Childhood Brasil and the FEAC Foundation. The document establishes an intersectoral roadmap to improve the protection network's response to situations of violence, from the initial reception and assistance to victims to holding offenders accountable.

Childhood Brasil provided technical support for the collective development of the Guide, which organizes and establishes responsibilities among Social Assistance, Health, Education, Public Security, the Justice System, Guardianship Councils, and specialized services. By defining who does what, when, and how, the material strengthens communication among services, prevents revictimization, and ensures continuity of care.

One of the Guide's highlights is the standardization of specialized listening throughout the network, in accordance with Law 13,431/2017 and Decree 9,603/2018. The procedure guides the qualified reception of children and adolescents with no investigative purpose, ensuring comprehensive protection and appropriate guidance. More than a normative document, the Guide provides a protection pathway resulting from a participatory process involving workshops, technical meetings, and intersectoral collaboration.



LEARN MORE





COMPREHENSIVE PROTECTION PROGRAM

"Growing Up Without Violence" Project

Through its Comprehensive Protection program, Childhood Brasil has been part of the Growing Up Without Violence project since 2009, in partnership with UNICEF Brasil and the Roberto Marinho Foundation through Canal Futura. The initiative aims to share knowledge and methodologies to tackle violence against children and adolescents by developing educational and teaching materials designed to train educators and professionals from the Protection Network. Comprising the audiovisual series "What Kind of Exploitation Is This?", "What Kind of Abuse Is This?", and "What Body Is This?", the project integrates the strategic educational actions of Childhood Brasil's programs in municipalities and states throughout the country, forming a broad mobilization network dedicated to ensuring that children and adolescents grow up free from violence.



ON THE RIGHT TRACK PROGRAM

19th Annual Meeting

Childhood Brasil's **On the Right Track Program** celebrated 19 years of work during its 19th Annual Meeting, reaffirming the intersectoral commitment to preventing and tackling sexual violence against children and adolescents. Held at the SESI Theater, at FIESP headquarters, in São Paulo, the event brought together more than 500 participants, including partners, male and female truck drivers, and representatives of companies engaged in the cause.

The event program was organized into sections – "The Community that Learns," "The Community that Takes Action," and "The Community that Moves Forward," highlighting the Program's journey, lessons learned, and progress over the years. The meeting also featured moments of institutional recognition as well as the recognition of partner companies, such as SEST SENAT, and the results and initiatives of the On the Right Track Program. A key highlight was the 5th edition of "The Brazilian Truck Driver Profile" survey, which reinforces the importance of engaging the transportation sector in protecting the rights of children and adolescents.





On The Right Track Forum: Building indicators together

The Corporate Pact was also discussed at the On the Right Track Forum, held in March with Focal Points and leaders from supporting companies. The event provided an opportunity for dialogue and collective development of the **On the Right Track Program's** new monitoring indicators, strengthening responsible business practices in line with the commitments undertaken.



ON THE RIGHT TRACK PROGRAM

5th Edition of *"The Brazilian Truck Driver Profile"* survey

On November 25th, Childhood Brasil launched the 5th edition of "The Brazilian Truck Driver Profile" survey, part of a 20-year historical series conducted in partnership with the Federal University of Sergipe (UFS) since 2010.

The study provided an in-depth overview of truck drivers' living and working conditions and their perceptions of Brazilian roads, as well as indicators related to the sexual exploitation of children and adolescents (SECA).

The decision to study the profile of truck drivers dates back to 2005, when Childhood Brasil identified the need to understand the reality of these professionals and its possible relationship with the sexual exploitation of children and adolescents on the roads. The findings of such study led to the development of the **On the Right Track Program** strategy.



ON THE RIGHT TRACK PROGRAM

Pará Coalition Territorial Project

Launched in 2024, the Pará Coalition reached nine participating companies in 2025. These companies maintain regular agendas focused on the strategic development of actions in the municipalities of Itaituba, Barcarena, and Breves.

In 2025, work focused on developing the Theory of Change and indicators that will help monitor the progress of companies' internal actions in accordance with On the Right Track Program indicators, and on Childhood Brasil's technical advisory work in developing flows and protocols for the implementation of Protected Listening.

A key development was the creation of a communications working group to collectively develop a campaign in partnership with local artists and using appropriate language to reinforce the local culture.

As part of the advisory services provided to the municipalities, participatory diagnoses were completed and validated in Barcarena, Breves, and Itaituba. In Breves specifically, we conducted an additional diagnosis in the district of Antônio Lemos, in partnership with the Mondó Institute, which has worked in the Marajó Archipelago since 2020. Following a period of local efforts, we entered into partnership agreements with the municipalities of Itaituba and Breves to move forward with the co-development of flows and protocols to protect children and adolescents against sexual violence.



Paranaguá Coalition Territorial Project

On May 15th, the signing ceremony for the Agreement to Join the Paranaguá Coalition Territorial Project brought together 16 companies in a joint initiative driven by the **On the Right Track Program,** in partnership with the Paranaguá City Government, the Municipal Council for the Rights of Children and Adolescents, and INAT – the National Worker Institute.

Co-created since 2024, the project represents an advance for the **On the Right Track Program** and aims to prevent and mitigate the risk of sexual exploitation of children and adolescents, particularly risks associated with road and maritime freight transportation. The Port of Paranaguá was selected because of the intense daily flow of people and the region's social vulnerability.

The initiative strengthens coordination among the private sector, public authorities, and civil society to protect children and adolescents and promote safer environments in port regions.

Building on the actions proposed with the municipality, in 2025 the flows of CAICAVV (Integrated Assistance Center for Children and Adolescents Who Are Victims of Violence) were reviewed and co-developed. They will form part of the work to be carried out throughout 2026 with Paranaguá's entire Protection Network.

ON THE RIGHT TRACK PROGRAM

Blue Heart Campaign to fight human trafficking



Held on July 30th, World Day Against Trafficking in Persons, the Blue Heart campaign convened representatives of the public and private sectors and civil society to discuss challenges and solutions for tackling this crime in Brazil. The event was organized by Childhood Brasil in partnership with Viracopos International Airport and ASBRAD (Brazilian Association for the Defense of Women, Children, and Youth). Its program focused on awareness-raising, providing context on the issue, sharing good practices, assisting victims, and discussing law-enforcement challenges in the fight against human trafficking.

The conference was also marked by the signing of the Corporate Pact to End Sexual Violence Against Children and Adolescents by ABR (Airports of Brazil), which joined Childhood Brasil's **On the Right Track Program**. This reinforced the aviation sector's commitment to tackling human trafficking, considered the third most profitable crime in the world.

ON THE RIGHT TRACK PROGRAM

SEST SENAT Partnership: Regional meetings of the *Protection Project*


Belém (PA)



Cuiabá (MT)



Curitiba(PR)



Fortaleza(CE)


Marília (SP)

The Protection Project Regional Meetings are the result of a partnership between SEST SENAT and Childhood Brasil. Throughout the year, five events were held, one in each region of the country, to foster an intersectoral commitment to protecting children and adolescents against sexual violence while considering each region's specific realities and characteristics.

The meetings provided a valuable opportunity to discuss regional social, economic, and cultural characteristics and develop more effective strategies to tackle this serious violation of rights.

Each edition was attended by different stakeholders of the Protection Network, representatives of SEST SENAT units in the region, and the Federal Highway Police, besides the local press who provided extensive coverage. Social projects working with children and adolescents in each region were also invited to give special presentations.

In total, the meetings reached more than 900 participants representing all 26 states and the Federal District.

In addition to the Regional Meetings, the first Binational Meeting was held on the border between Brazil and Uruguay to strengthen international cooperation in tackling violations of the rights of children and adolescents in border areas. Participants also learned about locations in the region that are vulnerable to the sexual exploitation of children and adolescents, based on the MAPPING Project, a survey conducted by the Federal Highway Police in partnership with Childhood Brasil.

PROTECTIVE UNITS TRAINING

In 2025, the partnership between the **On the Right Track Program** and SEST SENAT's **Protection Project** trained an additional 60 units, bringing the total to 106 units prepared to coordinate and develop local initiatives with the transport sector to tackle sexual violence against children and adolescents.

The partnership between Childhood Brasil and SEST SENAT grew stronger this year through the **On the Right Track Program** and the **Protection Project**, which have been developing joint initiatives to reach both the transport sector and the public sector. A total of 60 SEST SENAT operational units were trained to work with the Protection Project. Five Regional Meetings were also held from April to September in Belém, Fortaleza, Cuiabá, Marília, and Curitiba, bringing together 991 people.

The meetings made it possible to examine the specific social, economic, and cultural characteristics of each region of the country and to show how they influence the reality of sexual violence against children and adolescents and the ways in which it can be addressed. At each edition, coordinators from SEST SENAT operational units discussed with representatives of the protection network the importance of integrated action among state and municipal stakeholders and the role of the transport sector in preventing and tackling such violation of rights.

ON THE RIGHT TRACK PROGRAM

Film discussion sessions on *Manas*



In May 2025, the film Manas was released in movie theaters throughout Brazil. Directed by Mariana Brennand and developed with technical advisory support from Childhood Brasil, the feature film is inspired by real cases of sexual violence against children and adolescents. It tells the story of Marcielle's journey, a 13-year-old adolescent who faces violence and inequality in the community where she lives on Marajó Island, State of Pará.

Throughout the year, Childhood Brasil, through the **On the Right Track Program**, organized and moderated several screenings of the film followed by panel discussions on the issues addressed in the production work.

Three editions stood out among these initiatives. The first was held in July during celebrations marking the 35th anniversary of the Child and Adolescent Statute (ECA), organized by the Ministry of Human Rights and Citizenship (MDHC). The second took place in September during the Childhood and Youth Forum in Brasília, organized by the Coordination for Childhood and Youth (CIJ) of the Court of Justice of the Federal District and Territories in partnership with SEST SENAT. The third was held in November during COP30 in Belém, Pará, in partnership with the National Transport Confederation, gathering some cast members and representatives of civil society.

MEDIA PARTNERSHIPS

The On the Right Track Program relies on valuable partners that help raise awareness and amplify its mission:

TRUCÃO comunicação em transporte

The partnership between the **On the Right Track Program** and journalist Pedro Trucão (known as the "voice of the roads") has existed since 2011, when he became an official ambassador for the initiative. The main objective of this collaboration is to use radio and communication platforms to fight the sexual exploitation of children and adolescents on highways.

REVISTA CAMINHONEIRO *and* REVISTA O CARRETEIRO magazines

The partnership between the **On the Right Track Program** and road transport industry magazines focuses on the continuing education of drivers. Since 2005, Revista Caminhoneiro has published the Program's monthly column, while Revista O Carreteiro covers awareness campaigns.

The primary focus of this long-standing media collaboration is to turn professional drivers into protection agents on the highways.

PROTECTING MAKES DREAMS POSSIBLE / AMIGO DE VALOR



Guided by the words of people who have experienced violence, the **"Protecting Makes Dreams Possible"** course was intended to strengthen the practices of professionals working on projects focused on the comprehensive protection of children and adolescents and on ensuring their fundamental rights. The course addressed violence against children and adolescents, particularly the understanding of sexual violence, and encouraged integrated work that promotes prevention and a qualified response for children and adolescents experiencing violence and violations of their rights.

The methodology was organized into six thematic modules combining live classes, guided readings, practical activities, and additional resources. The educational approach prioritized applying the content to local realities and strengthening professional practice. The course was made possible through a partnership between civil society and the private sector: the Amigo de Valor Program, an initiative of Santander Bank, with support from Vibra and a technical partnership between Childhood Brasil and Transformação Social.

Some figures from the Protecting Makes Dreams Possible course:

- **6** meetings
- **8 hours** of live classes
- **18 hours** of asynchronous activities
- **89 participants** from all **5 regions** of the country
- More than **100** projects indirectly involved
- More than **1,000** views of the online content
- Average course rating **above 4.5** (on a scale of 1 to 5)

REALIZAÇÃO: PROGRAMA AMIGO DE VALOR · Santander
PARCEIRA TÉCNICA: CHILDHOOD PELA PROTEÇÃO DA INFÂNCIA · Transformação Social
APOIO: VIBRA

ON THE RIGHT TRACK PROGRAM | SPECIAL PROJECTS

Launch of *Integrated Assistance Flows and Protocols in Porto Velho (RO)*

Porto Velho, State of Rondônia, advanced in protecting children and adolescents who are victims or witnesses of violence with the launch of the Integrated Assistance Flows and Protocols. The initiative consolidates the implementation of Law 13,431/2017 (Protected Listening) and Decree 9,603/2018, ensuring more integrated child-centered assistance.

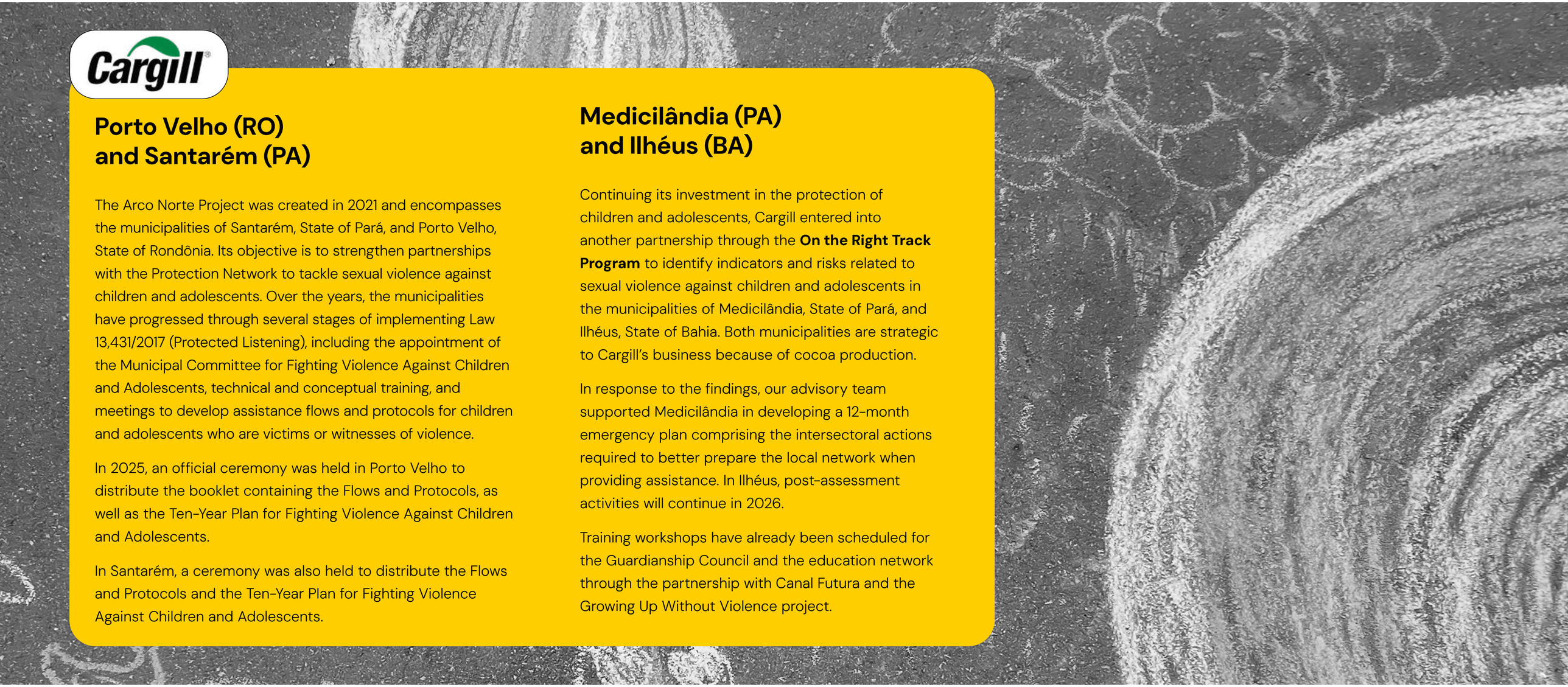
The launch, held in the auditorium of the Public Prosecutor's Office, was organized by the Committee for Fighting Violence Against Children and Adolescents and was attended by specialists, authorities, and representatives of civil society.

The importance of the protocols is reinforced by 2023 data from SINAN, Brazil's Notifiable Diseases Information System, which recorded 110 cases of rape, 101 cases of physical violence, 97 cases of psychological violence, 33 cases of neglect, and one case of sexual exploitation in Porto Velho. These figures highlight the urgent need to strengthen the local protection network.

The initiative is part of the Cargill Arco Norte Project, created in 2021 to strengthen public policies in the municipalities of Santarém, State of Pará, and Porto Velho, State of Rondônia. With support from Cargill and technical advisory support from Childhood Brasil, the project focuses on preventing and tackling violence against children and adolescents, particularly sexual violence.



ON THE RIGHT TRACK PROGRAM | SPECIAL PROJECTS



Porto Velho (RO) and Santarém (PA)

The Arco Norte Project was created in 2021 and encompasses the municipalities of Santarém, State of Pará, and Porto Velho, State of Rondônia. Its objective is to strengthen partnerships with the Protection Network to tackle sexual violence against children and adolescents. Over the years, the municipalities have progressed through several stages of implementing Law 13,431/2017 (Protected Listening), including the appointment of the Municipal Committee for Fighting Violence Against Children and Adolescents, technical and conceptual training, and meetings to develop assistance flows and protocols for children and adolescents who are victims or witnesses of violence.

In 2025, an official ceremony was held in Porto Velho to distribute the booklet containing the Flows and Protocols, as well as the Ten-Year Plan for Fighting Violence Against Children and Adolescents.

In Santarém, a ceremony was also held to distribute the Flows and Protocols and the Ten-Year Plan for Fighting Violence Against Children and Adolescents.

Medicilândia (PA) and Ilhéus (BA)

Continuing its investment in the protection of children and adolescents, Cargill entered into another partnership through the **On the Right Track Program** to identify indicators and risks related to sexual violence against children and adolescents in the municipalities of Medicilândia, State of Pará, and Ilhéus, State of Bahia. Both municipalities are strategic to Cargill's business because of cocoa production.

In response to the findings, our advisory team supported Medicilândia in developing a 12-month emergency plan comprising the intersectoral actions required to better prepare the local network when providing assistance. In Ilhéus, post-assessment activities will continue in 2026.

Training workshops have already been scheduled for the Guardianship Council and the education network through the partnership with Canal Futura and the Growing Up Without Violence project.

ON THE RIGHT TRACK PROGRAM | SPECIAL PROJECTS



Cubatão (SP)

The partnership with Yara fertilizers began in 2023 with the completion and validation of a Situational Diagnosis developed jointly with the local network, providing an important overview of the forms of violence affecting children and adolescents in the territory.

In 2024, we advanced in validating this diagnosis with representatives of the System for the Protection of Rights of Children and Adolescents. In 2025, we strengthened this process by establishing the Municipal Committee for Fighting Violence Against Children and Adolescents, aligning its members on the theoretical framework, and beginning the collective development of a Ten-Year Plan for Fighting Violence Against Children and Adolescents. We also held workshops on topics related to the Guardianship Council.

Resende (RJ)

Volkswagen Caminhões e Ônibus (VWCO) is a pioneering company in the **On the Right Track Program** and works to protect children and adolescents against sexual exploitation. In 2024, a local diagnosis was conducted to understand the scenario of violence against children and adolescents in Resende, State of Rio de Janeiro, where the company's truck manufacturing plant is located.

Based on the findings presented and validated by the municipality, we resumed the work plan in 2025 by supporting the coordination and mobilization of the Municipal Steering Committee of the Care and Social Protection Network for Children and Adolescents Who Are Victims or Witnesses of Violence. We also held listening and training workshops for the representatives who will work on developing the Ten-Year Plan for Fighting Violence Against Children and Adolescents in 2026.

MAJOR INFRASTRUCTURE PROGRAM



Angélica, Ivinhema, and Novo Horizonte Do Sul (MS)

Counting on the technical advisory support from Childhood Brasil, Adecoagro – one of the world's largest producers of food and renewable energy – continued its work with the Protection Network for Children and Adolescents. The agreement and delivery of assistance flows and protocols marked significant progress for the municipalities of Angélica, Ivinhema, and Novo Horizonte do Sul, State of Mato Grosso do Sul, in 2025.

In this final year of the project, monitoring meetings followed the implementation of the flows and protocols and identified challenges and opportunities for improvement.

Itapiranga and Silves (AM)

Eneva, Brazil's largest private onshore natural gas operator, advanced in 2025 with the implementation of the action plan for preventing and responding to sexual violence against children and adolescents within the Azulão 950 construction work. As part of the strategy, the workers' profile and the impact of awareness and communication actions were monitored. Internal actions were carried out by 15 multipliers and monitored by the Compliance department.

To strengthen the Protection Network, 35 professionals from Silves and Itapiranga were trained to develop assistance flows and protocols for children and adolescents who are victims or witnesses of violence, as provided for in Law 13,431/2017.

Araguari and Prata (MG)

The partnership with LD Celulose, a joint venture between Austria's Lenzing and Brazil's Dexco, continued to advance in 2025 with the delivery and agreement of assistance flows and protocols for the Araguari Protection Network, accompanied by the distribution of a guidance booklet. In the same year, the company expanded its work to the municipality of Prata, State of Minas Gerais, an area directly influenced by its forestry operations. The Steering Committee of the Care and Social Protection Network for Children and Adolescents Who Are Victims or Witnesses of Violence was established, appointing public sector and protection network professionals to participate in the activities and meetings.

MAJOR INFRASTRUCTURE PROGRAM



Ribas do Rio Pardo (MS)

Suzano, the world's largest pulp manufacturer, advanced the extramural actions of the Agent for Good Project within the Cerrado Project. In 2025, the monitoring stage for the implementation of assistance flows and protocols for children and adolescents in the municipality of Ribas do Rio Pardo, State of Mato Grosso do Sul, was completed.

During the same period, the project advanced in strengthening the assistance network for women experiencing violence. To this end, the Women, Children, and Adolescents Committee was restructured and its commitments renewed. The Committee led the development of assistance flows and protocols on the issue, culminating in the production of a guidance document and the training of multipliers for its implementation.

Oriximiná, Terra Santa, and Faro (PA)

In 2025, Mineração Rio do Norte (MRN), Brazil's largest bauxite producer, made a public commitment to protect children and adolescents against sexual exploitation in the context of the Transmission Line Project (PLT) and New Mines Project (PNM) construction works. The initiative mobilized company leaders and suppliers to strengthen prevention and incorporate the issue into the organizational culture.

Risk mapping activities for the PLT and a Local Rapid Assessment of the scenario of violence against children and adolescents in the municipalities of Faro, Oriximiná, and Terra Santa, State of Pará, were initiated. The findings will inform the development of a strategic governance action plan to mitigate risks associated with the construction work.

Barão de Cocais and São Gonçalo do Rio Abaixo (MG)

In partnership with Childhood Brasil, Vale, a mining company and the world's largest iron ore producer, began implementing the **Major Infrastructure Program (MIP)** in the Tamanduá Filtered Tailings Stacking Project (PDR) at the Brucutu Mining Complex. The objective is to prevent and mitigate risks related to the sexual exploitation of children and adolescents.

In 2025, risk mapping of the construction work and situational assessments of sexual violence against children and adolescents were conducted in the municipalities of Barão de Cocais and São Gonçalo do Rio Abaixo, State of Minas Gerais. A team of multipliers was also formed to raise awareness among workers at the construction site, and talks on masculinities and men's health reached approximately 600 professionals.

MODULAR MAJOR INFRASTRUCTURE PROGRAM

AXIA ENERGIA

Cantá, Mucajaí, and Rorainópolis (RO), and Presidente Figueiredo (AM)

In 2025, Axia, a leading company in the generation, transmission, distribution, and sale of energy, entered into a partnership with Childhood Brasil to implement the **Major Infrastructure Program (MIP)** in the Protection, Impact, and Suppliers modules.

The partnership included technical advisory support for the construction of a 721-kilometer transmission line connecting the Boa Vista Substation in the State of Roraima to the Engenheiro Lechuga Substation in the State of Amazonas. The activities were carried out in the municipalities of Cantá, Mucajaí, and Rorainópolis, State of Roraima, and Presidente Figueiredo, State of Amazonas, which are considered direct areas of influence of the project.

Throughout the year, all three program modules were implemented, with particular emphasis on the Suppliers module, which enabled structured work with one of the company's main partners, Transnorte Energia S.A. – TNE.

The initiative brought awareness-raising activities directly to construction sites, reaching approximately 600 workers and strengthening a culture of protecting children and adolescents within the project.

edp Renewables

Pocinhos (PB)

At EDP Renewables, a company operating in the generation, transmission, distribution, and sale of energy, priority actions included delivering the Risk Factor Mapping for the construction of the wind farm in Pocinhos, State of Paraíba, and forming a group of multipliers from its main suppliers. The group developed an action plan to be implemented at the construction site to raise awareness and introduce the issue to workers. A Local Rapid Assessment was also conducted, supporting the Municipal Council for the Rights of Children and Adolescents in analyzing and implementing public policies for children and adolescents in the municipality.

raízen

Andradina and Morro Agudo (SP), and Caarapó (MS)

In 2025, Raízen, a Brazilian integrated energy company, continued training supplier multipliers at its projects in Andradina and Morro Agudo, State of São Paulo, and Caarapó, State of Mato Grosso do Sul, expanding their capacity to mobilize and raise awareness among workers at construction sites. The groups also participated in mentoring sessions focused on implementing local action plans.

The focus was on training 90 professionals from the Protection Networks in the municipalities of Barra Bonita, Igaraçu do Tietê, Morro Agudo, and Valparaíso, State of São Paulo, through the Growing Up Without Violence workshops.

TOURISM AND MAJOR EVENTS PROGRAM

Recognizing the risks associated with the hotel industry in relation to the sexual exploitation of children and adolescents (SECA), Childhood Brasil maintains, through the Free Childhood Program, a strong and long-standing partnership with **Atlantica Hotels International (AHI).**

In 2025, Childhood Brasil participated in the Atlantica Convention, promoting the "Donate and Receive" initiative, which further raised awareness of the Children's Rights Bandages. The initiative uses illustrated adhesive bandages featuring messages inspired by articles of the United Nations Convention on the Rights of the Child, translated into simple and accessible language. It helps raise awareness among employees and other audiences about the importance of protecting childhood.

As part of its continued awareness-raising and engagement initiatives, onboarding sessions with employees of its new hotels were held promoting the cause of protecting children and adolescents, the partnership between the organizations, and guidance on how employees can help prevent sexual violence in their professional activities. They also encouraged employees and guests to become protection agents and advocates for the rights of girls and boys.

The Aldan Group, which manages the George V Alto de Pinheiros and George V Casa Branca hotels in São Paulo, has maintained a partnership with Childhood Brasil since 2025, reaffirming its commitment to promoting and protecting the rights of children and adolescents.

Throughout this partnership, the hotels have incorporated the prevention and tackling of the sexual exploitation of children and adolescents into their responsible and sustainable business practices. This commitment is formalized in their Code of Conduct, which establishes clear guidelines for ethical employee conduct and for identifying and referring situations that may pose risks to children and adolescents.

In addition to internal initiatives with employees, the Aldan Group also engages guests by introducing them to the cause and the organization and inviting them to donate. The Group then matches the donations received, doubling the amount raised.

By doing so, the Group helps strengthen a Protection Network that recognizes the role of the hotel industry in preventing sexual exploitation and promoting safe environments for children and adolescents. In 2026, the partnership will continue its awareness-raising and engagement activities.

TOURISM AND MAJOR EVENTS PROGRAM

International Conference on *Human Trafficking*



Childhood Brasil participated in the International Conference on Human Trafficking and Related Crimes, organized by the United States Embassy in Brazil, through the U.S. Consulate General in São Paulo, in partnership with The Exodus Road. The event brought together representatives of Brazilian and U.S. law enforcement agencies, members of the Judiciary and Executive branches, civil society organizations, and private-sector representatives. Its objective was to strengthen cooperation and dialogue on tackling human trafficking, migrant smuggling, and challenges related to refugee protection.

During the conference, Eva Dengler, Programs and Corporate Relations Superintendent at Childhood Brasil, delivered the presentation “Modern Slavery: Structural challenges and prospects for progress,” in which she addressed the relationship between the sexual exploitation of children and adolescents and human trafficking. The presentation highlighted how the grooming and trafficking of children often occur within the country, particularly in contexts such as highways, major infrastructure projects, and tourism in cities with busy corporate-event schedules. She reinforced the importance of intersectoral coordination in preventing and tackling these violations of rights.

ONLINE SEXUAL VIOLENCE

Navigate Safely initiative

The web series “Digital violence, real harm,” launched in October 2025, is part of Navigate Safely, a Childhood Brasil initiative designed to guide parents and caregivers on protecting children and adolescents in the digital environment. Presented by Carlinhos Brown and featuring guest specialists, the five-episode production addresses the challenges and risks of children’s and adolescents’ online experiences in an accessible and informative manner.

The series was part of the expansion of the Navigate Safely initiative, which now brings together digital content and a downloadable guide, consolidating its role as an information and guidance hub on sexual violence in the digital environment.

LEARN MORE







Civil Society



COMMUNICATIONS



Carnival Campaign

The National Campaign for the Protection of Children and Adolescents mobilized governments, non-governmental organizations, the private sector, and civil society to reinforce the importance of protecting children and adolescents during the festive season. With the slogan “Celebrate, Play, and Care: Together for the Protection of Children and Adolescents,” the initiative emphasized that, even amid the joy of Carnival, violations such as sexual violence and child labor must be tackled.

Supported by Childhood Brasil, the initiative sought to raise public awareness of the risks faced by children and adolescents during this time of year. The campaign also encouraged people to report suspected cases through Disque 100, Brazil’s human rights hotline.

COMMUNICATIONS

"Not every wound is visible": a call to end sexual violence

Under the message "Not every wound is visible," we published content explaining the meaning of the National Day on the Fight Against Sexual Abuse and Exploitation of Children and Adolescents, observed on May 18th. We also released a video showing that many forms of pain and violence occur in the emotional, psychological, and relational dimensions and do not necessarily leave physical marks that can be perceived at first glance.

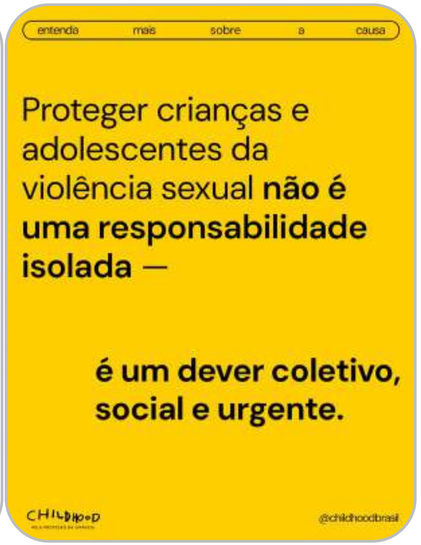
To give greater visibility to the issue and draw attention to the urgency of the cause, we sent personalized messages to journalists, reinforcing the essential role of the press in informing the public, raising awareness, and fostering discussion in society. We invited them to help break the cycle of invisibility and ensure that victims of sexual violence are seen, protected, and supported.

CLICK HERE









CLICK HERE









COMMUNICATIONS

Children's Rights Bandages

The Children's Rights Bandages, launched by Childhood Brasil on July 1st, were developed in partnership with Cremer.

The product is a box containing 10 adhesive bandages printed with handwritten messages from children in different regions of Brazil. The messages translate the principles of the Convention on the Rights of the Child into accessible language.

The Children's Rights Bandages social media campaign reinforced the importance of everyday care as a way to guarantee and promote the rights of children and adolescents. With the slogan "For every act of care, a right guaranteed," the initiative sought to raise public awareness of the comprehensive protection of childhood by combining affection, information, and awareness in a simple, everyday gesture.

In the digital environment, the campaign video surpassed 370,000 views on YouTube and reached more than 2 million views on Instagram. It also generated more than 200 organic mentions from partners and influencers.

The campaign also achieved significant results in out-of-home media. In total, it generated 79,740,000 impressions and reached approximately 4.8 million people in the monitored regions, consistently expanding the visibility of the issue in public spaces.

In the press, the campaign generated 25 media placements, reaching an estimated audience of 12,775,024 people.

LEARN MORE







COMMUNICATIONS

"Apesar de..." documentary at Cine Brasília





The documentary titled "Apesar de..." was screened in May at Cine Brasília, bringing together more than 500 people for a special session dedicated to raising awareness and tackling the sexual abuse and exploitation of children and adolescents. Directed by Beatriz Prates, the documentary tells the true story of contortionist Georgia Bergamim, who was sexually abused by her stepfather from the ages of 8 to 11.

Childhood Brasil contributed to the script-development stage and recommended professionals to be interviewed and participate in the film. The screening highlighted the role of cinema as a tool for social awareness and collective mobilization in the fight against sexual violence against children and adolescents.

COMMUNICATIONS

Partnership between the *Abihpec Institute and Childhood Brasil*

In 2025, the ABIHPEC Institute supported Childhood Brasil's digital strategy, which prioritized expanding the reach of institutional messages and improving the quality of public engagement.

The boosted content reached 7.6 million people with high investment efficiency and generated 93,985 qualified clicks, converting reach into genuine interest in the cause.

On Instagram, the follower base grew by 32%, accompanied by a significant increase in interactions and profile visits. These figures reflect not only visibility but also a genuine connection with the issues we advocate for.



LEARN MORE

Screening of the short film *"I Have a Voice"*

In August, Childhood Brasil and the ABIHPEC Institute held an afternoon dedicated to protecting childhood at the Claraval City Council in the State of Minas Gerais.

Through talking circles and a screening of the short film "I Have a Voice," a Brazilian film focused on raising awareness and preventing violence and sexual abuse against children and adolescents, the meeting created space for dialogue, listening, and reflection with the local community.

COMMUNICATIONS

Childhood Brasil in the Media

Between January and November, Childhood Brasil's content reached more than 7.6 million people and generated 21.5 million impressions. On average, each person was reached nearly three times. This was accompanied by consistent growth in interactions and active interest from the audience.

The number of visits to the Instagram profile grew by 7.8% compared to the previous year, totaling 141,900 visits. The follower base increased from 72,000 to more than 95,000 people between 2024 and 2025, representing growth of approximately 32%.

Beyond social media, Childhood Brasil also strengthened its digital presence on other fronts.

Its institutional website recorded more than 800,000 page views between January and November 2025, consolidating its position as a trusted source of qualified information on the cause.

On LinkedIn, we reached 9,960 followers, expanding dialogue with strategic audiences, while the YouTube channel reached 9,170 subscribers. Institutional campaigns also played a central role in digital mobilization.

The data also point to changes in platform behavior. In 2025, Facebook proved less effective in sustaining attention and fostering deeper engagement with content. Even so, it continued to play a complementary role, with 24,600 total views and 21,200 interactions, contributing to specific initiatives and the organization's institutional presence.

In media relations, 2,634 media placements, including mentions and interviews, were recorded between January and October 2025.


exame.

Produto social: ONG cria curativos estampados com direitos das crianças e adolescentes

Cada curativo traz uma frase que traduz, de forma simples, um dos artigos da Convenção das Nações Unidas sobre os Direitos da Criança


meio&mensagem

marketing

Childhood Brasil lança curativos para alertar sobre direitos das crianças

Em parceria com a Cremer, organização coloca frases escritas por crianças nos curativos, visando levantar debates sobre proteção infantil

ouça este conteúdo

readme


FOLHA DE S.PAULO

MENU ASSINE

folha social+ > empreendedor social | edições anteriores | rede folha | causas do ano | catalyst now | papo de responsa

CAUSAS DO ANO

Websérie orienta pais na proteção de crianças e adolescentes na internet

- 'Violência Digital, Dano Real', da ONG Childhood, é apresentada por Carlinhos Brown e estreia segunda-feira (20)
- Monitoramento do uso e formas de agir em situações de risco são alguns dos temas abordados em 5 capítulos

FUNDRAISING AND STRATEGIC PARTNERSHIPS

Childhood Brasil Guardians

In June, Childhood Brasil launched a training pathway for the Guardians to connect them more closely with the organization, its cause, and programs and initiatives.

The training comprises five sessions: three virtual modules and two in-person modules.

After the sessions, participants also complete a quiz on the topics covered to practice and test what they have learned.

Rock for the *Protection of Childhood*

In 2025, Childhood Brasil promoted initiatives to raise awareness of the importance of protecting children and adolescents and to raise funds for the organization.

The Rock for the Protection of Childhood benefit event took place on October 25th and 26th at the new theater at Iguatemi Shopping Mall in São Paulo, with Beatles para Crianças as the headline act. Other activities, including a bracelet-making workshop and storytelling about the rights of children and adolescents, were also part of the event, which raised more than R$455,000.









FUNDRAISING AND STRATEGIC PARTNERSHIPS





IV Golf Tournament

The IV Golf Tournament was held on October 30th at Guariroba Golf Club in Itatiba. Organized by Score Golf Events, it was sponsored by Iguatemi in the platinum category, along with other partners in the silver and bronze categories.

OPORTUNIDADE DO BEM

Oportunidade do Bem bazaar

Childhood Brasil also benefited from the Oportunidade do Bem bazaar, an initiative created by Ana Elisa Setúbal. Now in its sixth year, the bazaar donates 100% of the proceeds raised to approximately 16 NGOs, including Childhood Brasil.

Transparency



Financial Statements

Independent auditor's report on the financial statements

CLICK HERE TO VIEW

WCF Institute – Brazil

STATEMENT OF FINANCIAL POSITION

December 31, 2025 and 2024 (in reais – R$)

	Explanatory note	31/12/2025	31/12/2024
CURRENT ASSETS			
Cash and cash equivalents	3	**836,031**	1,942,461
Marketable securities	4	**19,440,857**	16,068,102
Accounts receivable		**487,710**	170,124
Other assets	5	**224,379**	805,786
Total current assets		**20,988,977**	18,986,472
NON-CURRENT ASSETS			
Property and equipment		**36,832**	42,200
Total non-current assets		**36,832**	42,200
TOTAL ASSETS		**21,025,809**	19,028,672

	Explanatory note	31/12/2025	31/12/2024
CURRENT LIABILITIES			
Trade accounts payable		**283,690**	671,237
Payroll and related charges	6	**338,082**	323,269
Taxes and contributions payable		**92,569**	101,486
Advanced funds	7	**3,413,266**	2,450,258
Total current liabilities		**4,127,607**	3,546,251
NON-CURRENT LIABILITIES			
Provision for contingencies	8	**2,027,362**	1,760,796
Total non-current liabilities		**2,027,362**	1,760,796
NET WORTH			
Net worth		**14,870,840**	13,721,625
TOTAL LIABILITIES AND NET WORTH		**21,025,809**	19,028,672

STATEMENT OF SURPLUS (DEFICIT)

Years ended December 31, 2025 and 2024 (in reais – R$)

	Explanatory note	31/12/2025	31/12/2024
REVENUES			
Donations – Dinner Event Together for Childhood	9.4	**-**	4,949,502
Donations – On the Right Track Program	9.1	**5,262,782**	21,025,809
Donations – partnership with Atlantica Hotels International	9.2	**293,653**	166,183
Sundry donations and other projects	9.3	**5,828,626**	4,569,577
Other revenues – services provided	9.5	**1,372,970**	1,006,131
Other revenues – volunteer services (gratuities)	9.6	**401,878**	293,714
Total revenues	9	**13,159,909**	9,930,210
OPERATING COSTS AND EXPENSES			
Project expenses		**(8,879,990)**	(6,868,694)
Expenses – Dinner Event Together for Childhood		**-**	(1,382,470)
Expenses with resource mobilization		**(1,541,544)**	(1,386,442)
Volunteer services (gratuities)		**(401,878)**	(427,752)
Operating expenses		**(955,594)**	(2,058,318)
Administrative expenses		**(1,094,175)**	(1,113,209)
Communication expenses		**(1,494,008)**	(1,481,481)
Total operating costs and expenses	10	**(14,367,189)**	(14,680,686)
SURPLUS BEFORE FINANCE INCOME		**(1,207,280)**	1,494,335
FINANCE INCOME			
Revenues	14	**2,357,253**	1,522,467
Expenses	14	**(758)**	(4,667)
Finance income	14	**2,356,495**	1,517,800
SURPLUS FOR THE YEAR		**1,149,215**	3,012,135

The explanatory notes are part of the financial statements.

WCF Institute – Brazil

STATEMENT OF FINANCIAL POSITION

December 31, 2025 and 2024 (in reais – R$)

	2025	2024
Surplus for the year	**1,149,215**	3,012,135
Other comprehensive income	-	-
Total comprehensive income for the year – surplus (deficit)	**1,149,215**	3,012,135

The explanatory notes are part of the financial statements.

STATEMENT OF CHANGES IN NET WORTH

Years ended December 31, 2025 and 2024
(in reais – R$)

	Net worth	Accumulated surplus (deficit)	Total
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	3,012,135	(3,012,135)	-
Balances at December 31, 2024	**12,834,681**	**886,944**	**13,721,625**
Surplus for the year	-	1,149,215	1,149,215
Incorporation of the surplus into net worth	1,149,215	(1,149,215)	-
Balances at December 31, 2025	**13,983,896**	**886,944**	**14,870,840**

The explanatory notes are part of the financial statements.

STATEMENT OF CASH FLOWS – INDIRECT METHOD

Years ended December 31, 2025 and 2024
(in reais – R$)

	2025	2024
CASH FLOW FROM OPERATING ACTIVITIES		
Surplus for the year	**1,149,215**	3,003,965
Adjustments to reconcile surplus for the year		
Depreciation and amortization **(Note 10)**	**15,487**	16,676
Provision for labor contingencies **(Note 10)**	**266,566**	294,452
Finance income	**-**	(49,668)
Changes in assets and liabilities		
Accounts receivable	**(317,587)**	(144,567)
Other assets	**581,406**	(410,384)
Trade accounts payable	**(387,546)**	453,693
Payroll and related charges	**14,813**	86,139
Taxes and contributions payable	**(8,917)**	32,001
Advanced funds	**963,008**	63,917
NET CASH GENERATED BY OPERATING ACTIVITIES	**2,276,444**	3,346,224
CASH FLOW FROM INVESTING ACTIVITIES		
Acquisition of property and equipment	**(10,119l)**	(16,207)
Marketable securities, net	**(3,372,755)**	(3,356,385)
Net cash used in investing activities	**(3,382,874)**	(3,372,592)
CASH FLOW FROM FINANCING ACTIVITIES	–	–
INCREASE (DECREASE) IN CASH AND CASH EQUIVALENTS FOR THE YEAR	**(1,106,430)**	(18,198)
CASH AND CASH EQUIVALENTS AT BEGINNING OF YEAR (Note 3)	**1,942,461**	1,960,659
CASH AND CASH EQUIVALENTS AT END OF YEAR (Note 3)	**836,031**	1,942,461

The explanatory notes are part of the financial statements.

Partner with *Childhood Brasil*



PARTNERS AND SUPPORTERS

INSTITUTIONAL PARTNERS

ATLANTICA HOSPITALITY INTERNATIONAL
cartos
Cremer
FUNDAÇÃO ABRINQ
GRUPO ALDAN HOTELS N° PROPERTIES
OPORTUNIDADE DO BEM

PROGRAM PARTNERS

adecoagro
Cargill
CARLSON FAMILY FOUNDATION
CMDCA
C-M-D-C-A Conselho Municipal dos Direitos da Criança e do Adolescente INDIANÓPOLIS-MG
CMDCA CONSELHO MUNICIPAL DOS DIREITOS DA CRIANÇA E DO ADOLESCENTE
CMDCA de Santarém
CTG Brasil
edp
eneva
FALM Fundação André e Lucia Maggi
fundação feac
FUNDAÇÃO Maria Cecili Souto Vidig
futura
GALO DA MANHÃ
Google
IGNITE PHILANTHROPY inspiring the end to violence against girls and boys
INSTITUTO ABIHPEC saúde, bem-estar e responsabilidade social
InterCement BRASIL
LD Celulose
ANGÉLICA
PREFEITURA DE ARAGUARI
INDIANÓPOLIS
NOVO HORIZONTE DO SUL
OUTUBRO
SANTAREM
raízen
suzano
THE FREEDOM FUND
unicef

PRO BONO AND LOW BONO PARTNERS

apis3
ADRIANA PERCUSSI
Canva
CRUZEIRO/NEWMARC PROPRIEDADE INTELECTUAL
DANIELLA MARCONDES ASSESSORIA EM EVENTOS
EY
Grecco Coppola
Luciane Camargo tradutora e intérprete
ZABELLE FLEUR
Jabuticaba CONTEÚDO
ORACLE NETSUITE
PATI PIVA DOCERIA ARTESANAL
PB fotografia
tds
CREDIDIO WEDDING FILMS BY VINICIUS CREDIDIO
Zapälla

ON THE RIGHT TRACK PROGRAM

PLATINUM

BUNGE, SOMPO, VALE, VIBRA, Caminhões Ônibus

GOLD

ecorodovias, LOJAS RENNER S.A., motiva, RDsaúde por uma sociedade mais saudável., raízen, GRUPO SADA

SILVER

AGC Your Dreams, Our Challenge, AMAGGI, AXIA ENERGIA, Braskem, Cargill, casadosventos associada a TotalEnergies, CBMM, epr, GRUPO RODONAVES, suzano, VIA BRASIL MT

BRONZE

VIRACOPOS Aeroportos Brasil, PORTO DE SANTOS AUTORIDADE PORTUÁRIA, BAYER, C&A, ultragaz, Garbuio TRANSPORTADORA, GERDAU O futuro se molda, InterCement BRASIL, Ipiranga, ITAIPU BINACIONAL, Klabin, MBRF GLOBAL FOODS COMPANY, Mercedes-Benz Caminhões e Ônibus, MB Martin Brower., Patrus TRANSPORTES, PETROBRAS, rumo, SCANIA, SIMPAR, SLC AGRÍCOLA, Special Dog COMPANY, Triunfo PARTICIPAÇÕES E INVESTIMENTOS, unidas, via appia, VLI, Whirlpool CORPORATION, YARA

MEDIA PARTNERS

REVISTA CAMINHONEIRO, REVISTA O CARRETEIRO, 92.9 massaFM, SULA MIRANDA, TRUCÃO comunicação em transporte

SUPPORTERS

SUPPORTER I • ADMINISTRAÇÃO DOS PORTOS DE PARANAGUÁ E ANTONINA. • BRENNTAG QUÍMICA BRASIL LTDA.. • DEXCO S.A. • JADLOG LOGÍSTICA S/A. • LD CELULOSE S.A. • TEGMA GESTÃO LOGÍSTICA S/A. • TETRA PAK LTDA. • TRANSPORTES LUFT LTDA.

SUPPORTER II • ARTERIS S.A • BE8 S.A • BRUCKER E PEREIRA TRANSPORTES LTDA. • CORREDOR LOGÍSTICA E INFRAESTRUTURA S.A. • FOSNOR – FOSFATADOS DO NORTE-NORDESTE S/A • MAERSK LOGISTICS E SERVICES BRASIL LTDA. • OTTO BAUMGART INDÚSTRIA E COMÉRCIO SA • ROCHA TERMINAIS PORTUÁRIOS E LOGÍSTICA S.A • SLC MÁQUINAS LTDA. • WHITE MARTINS GASES INDUSTRIAIS LTDA.

SUPPORTER III • CATTALINI TERMINAIS MARÍTIMOS S/A • CESARI LOGÍSTICA LTDA. • EXPRESSO NEPOMUCENO S.A • FEDEX BRASIL LOGÍSTICA E TRANSPORTES LTDA. • G5 SOLUÇÕES LOGÍSTICA E TRANSPORTES LTDA. • GELOG – LOCAÇÕES E TRANSPORTES LTDA. • HU TRANSPORTE RODOVIÁRIO LTDA. • INPASA AGROINDUSTRIAL S/A • MATOPIBA TRANSPORTES 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. • ADEMIR COMÉRCIO DE VEÍCULOS E TRANSPORTADORA LTDA. • ARANÃO TRANSPORTES RODOVIÁRIOS LTDA. • CÁLAMO DISTRIBUIDORA DE PRODUTOS DE BELEZA S.A • D GRANEL TRANSPORTES E COMÉRCIO LTDA. • FACCHINI S/A • FL BRASIL HOLDING, LOGÍSTICA E TRANSPORTE LTDA. • FRETO LOG TRANSPORTES HES LTDA. • GAFOR S/A • GHELERE TRANSPORTES LTDA. • GPS LOGÍSTICA E GERENCIAMENTO DE RISCOS S.A • GRANELEIRO TRANSPORTES RODOVIÁRIOS LTDA. • GRÃOS DO PIAUÍ CONCESSIONÁRIA DE RODOVIAS SPE S.A • GRECA TRANSPORTES DE CARGAS LTDA. • GT SOLUÇÕES LOGÍSTICAS S.A. • JALOTO TRANSPORTES LTDA. • JM TRANSPORTES E DISTRIBUIÇÃO LTDA. • JOMINI LOGÍSTICA EIRELLI • LENARGE TRANSPORTES E SERVIÇOS LTDA. • LOUIS DREYFUS COMPANY TRANSPORTES LTDA • MARTINS COMÉRCIO E SERVIÇOS DE DISTRIBUIÇÃO S/A • MOTA-ENGIL BRASIL S/A • PHENIX – COMÉRCIO, LOCAÇÕES, LOGÍSTICA, SERVIÇOS E TRANSPORTES EIRELI • PIONEIRO COMBUSTÍVEIS LTDA • RDV TRANSPORTES E LOGÍSTICA LTDA. • RISEL COMBUSTÍVEIS LTDA.]• RODO WALL LTDA. • RODOGRANEL LOGÍSTICA E SERVIÇOS LTDA. • SABARÁ QUÍMICOS E INGREDIENTES S/A • TRANSPIZZATTO LTDA. • TRANSPORTADORA BOA VIAGEM LTDA. • TRANSPORTES IMEDIATO LTDA. • TRELSA-LOG TRANSPORTES ESPECIALIZADOS DE LÍQUIDOS E LOGÍSTICA LTDA. • VIA BRASIL BR 163 CONCESSIONÁRIA DE RODOVIAS S.A. • VICOLOG TRANSPORTES LTDA.

INSTITUTIONAL SUPPORT

PLATINUM

IGUATEMI S.A.

SILVER

CYRELA

Caminhões Ônibus

BRONZE

Electrolux Group

SIEMENS energy

VOLVO

SUPPORTERS

ROCK FOR THE PROTECTION OF CHILDHOOD

- 100% Eventos
- Adriana Fonseca - Intervenção Lúdico-Musical
- Adriana Percussi Gestão de Eventos
- AlphaGraphics Pinheiros
- Ambiente Lighting
- Beatles para Criança
- Casa das Festas
- Creddidio Wedding Films – By Vinicius Creddidio,
- Cris Coberturas
- Daniella Marcondes – Assessoria em Eventos,
- Equipe Produções Audiovisuais
- Pati Piva Doceria Artesanal
- Paulo Barbuto Fotografia
- Renato Gracco Designer
- RP Catering
- Só Alegria
- Stick Paper
- Uma Balões
- Valéria Serejo RSVP
- Zabelle Arquiteta e Florista
- Zest Cozinha Criativa

IV CHILDHOOD BRASIL GOLF TOURNAMENT

- Alma Ninho Trancoso
- Ana Rocha & Appolinario Joias
- Atelier Gourmand | Tá na Mesa
- Botega Bernaca
- Cadô Presentes
- Carol Bassi
- Clínica Adriana Vilarinho
- Cris Barros
- D Design
- Estrela d'água Pousada
- Fluo Velas
- Grecco Coppola Rotisserie Buffet
- Guaspari Vinhos
- L'Avenue Restaurante
- Lelê Saddi - Consultoria Digital
- Makoto Restaurante
- Matuetê Viagens
- Maurício Monteiro Joias
- Royal Air Maroc
- Score Golf Events: Marketing de Relacionamento
- Tangará Trancoso
- Tânia Bulhões
- Terraço Itália
- Zapalla - Roupas Masculinas e Acessórios

TECHNICAL PARTNERS

Centro Integrado dos Direitos da Criança e do Adolescente

CMDCA - Campinas / SP
Conselho Municipal dos Direitos da Criança e do Adolescente

CNJ CONSELHO NACIONAL DE JUSTIÇA

Coalizão Brasileira pelo Fim da Violência contra Crianças e Adolescentes

Comitê Nacional de Enfrentamento à Violência Sexual Contra Crianças e Adolescentes

ECPAT

End Violence Against Children

GIFE
PELO IMPACTO DO INVESTIMENTO SOCIAL

INSTITUTO ABIHPEC
saúde, bem-estar e responsabilidade social

LIBERTA

MINISTÉRIO DOS DIREITOS HUMANOS E DA CIDADANIA

GOVERNO FEDERAL
BRASIL
UNIÃO E RECONSTRUÇÃO

GOVERNO FEDERAL
BRASIL
UNIÃO E RECONSTRUÇÃO

National Children's Advocacy Center

nic.br

Pacto Nacional pela ESCUTA PROTEGIDA
Pacto Nacional pela Implementação da Lei nº 13.431/2017

Pacto Nacional pela Primeira Infância

POLÍCIA RODOVIÁRIA FEDERAL

Prefeitura de Bodoquena
Mato Grosso do Sul

CABO DE SANTO AGOSTINHO
CONSTITUÍDO EM 15 DE FEVEREIRO DE 1812

CAJATI
1944 1993

PREFEITURA MUNICIPAL DE CAMPINAS

CAMPO FORMOSO-BA

OLINDA
PREFEITURA MUNICIPAL

PREFEITURA VITÓRIA DA CONQUISTA
MAIS PERTO DE VOCÊ

Safernet

SEST SENAT

The Economist

How to become *our partner*

None of our achievements happens in isolation. Our work is sustained by the collaboration of people, companies, and institutions that recognize the urgent need to prevent and tackle the sexual abuse and exploitation of children and adolescents.

If this cause also moves you, your company, or your institution, we invite you to explore the different ways to support Childhood Brasil.

By becoming a supporter, your organization aligns purpose with social impact, strengthens its institutional positioning, and actively contributes to promoting and defending the rights of children and adolescents. It also engages employees, expands connections with a network of companies committed to the cause, and reinforces its role in the social pillar of ESG.

Together, we can expand the reach of our actions and transform realities.

To make a personal donation, click here:

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SEND AN EMAIL



Childhood Brasil is certified as a Public Interest Civil Society Organization (OSCIP). This allows companies subject to Brazil's Lucro Real tax regime to deduct donations as an operating expense for income tax purposes, up to a limit of 2% of operating profit.