

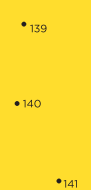
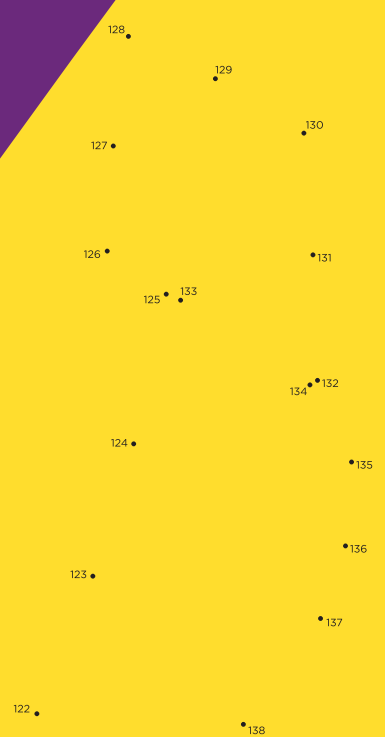
CHILDHOOD

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

REPORT 2011



< **CONNECT THE DOTS**
HERE YOU START
DRAWING WITH
CHILDHOOD BRASIL A
CHILDHOOD FREE FROM
SEXUAL EXPLOITATION
AND ABUSE



CHILDHOOD

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

REPORT 2011

OVERVIEW

2

**Message from H.M.
Queen Silvia of Sweden**

The organization's cause
claims for a collective effort

3

**Message from
the Chairperson
of the Board**

A better and more
comprehensive action is
possible through mobilization

4

Our cause

The organization fights
for a childhood free from
sexual exploitation and abuse

11

Raise awareness

On the Right Track Program
mobilizes truck drivers

17

Prevention

Childhood Brasil provides
technical and financial support
to social organizations

23

Advocacy

Involvement of
the tourism sector
through call for action

29

Protection

Special Testimony
reaffirms rights

35

Mobilization

Events raise
funds for projects

41

Intervention

Special actions prepare
municipalities to hold
big constructions

47

Communication

To simplify the speech
and mobilize people

53

Action

Know how to act
to scale up the cause



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

A FEASIBLE ACHIEVEMENT

The desire to live in a world where the rights of children and adolescents are not violated inspires World Childhood Foundation's work. Confronting sexual exploitation and abuse against children and adolescents will only be possible when we manage to gather society's different sectors in a joint action. This is a complex matter that requires actual commitment and enthusiasm.

When, in 1994, I for the first time addressed in public the problem of sexual violence against children and adolescents, some people were shocked. At that time, that sort of subject wasn't openly addressed. Fortunately, it is possible to see some progress, as communication and information are fundamental in this respect.

One day, we were all children living in a protected environment, living with care, tenderness, and in freedom. With the respect received, we were able to build our families. This same respect must be a common situation to all children and adolescents, thus enabling the opportunity of full development for everybody.

A child must be protected to live a wholesome childhood, free of harassment and abuse of any sort. This is not a prerogative of a specific country. It is a situation common to all. After all, we are entitled with rights to equality, quality health and education. While thinking

of tomorrow, I wish a more fraternal world population, attentive to all commitments, able to dignify childhood, respect and cultural differences.

At World Childhood Foundation, we work to ensure those objectives in our daily life, giving room to a respectful future for children around the world. It is a long journey and we know that. There are moments to celebrate and others to find alternatives and keep our objectives alive. Everybody's efforts – from the organization's offices in Germany, Brazil, USA, and Sweden that integrate this social attention network – are rewarded when we restore the capacity of dreaming, smiling, and playing of a child. This network has already carried out over 500 projects in 16 countries.

In 2011, **Childhood Brasil** experienced a special moment and, with our supporters and many partners, held the "Infância Livre" [*Free Childhood*] show, at the Teatro Municipal in Rio de Janeiro, to raise funds for the activities developed in Brazil. Famous Brazilian music stars attended the event. At that occasion, we symbolically marked everyone's commitment to the cause.

We mustn't forget that one of the best ways to prevent social violence is to encourage the society to dialogue. We must attentively listen to the children and prove that, as adults, we are there to support them, to solve the problems they pose. We must act with promptness and develop in the children the ability of protecting themselves for them to avoid being exposed to the various forms of violence and oppression.

I reaffirm my gratitude to everybody who, each day, acknowledges the right to a childhood free of sexual abuse and exploitation. I appreciate the opportunity given to these boys and girls of being happy and living protected.

UNITED FOR THE RESPECT TOWARDS CHILDREN AND ADOLESCENTS

Unfortunately, Brazil still displays alarming rates of sexual violence against and disrespect for our children and adolescents. We need courage and persistent determination to confront this situation.

Sexual abuse and exploitation is a major type of violence Brazilian children* suffer, second only to family abandonment and negligence. In 2011, 14,625 notifications of domestic, sexual, and physical violence, and other aggressions against children aged less than 10 years were recorded. Such statistics prompt us to redouble our efforts.

During **Childhood Brasil's** 13 years of work, we have promoted and broadened the integration of organized civil society, private sector, and public sector. We consider those inter-sector partnerships fundamental for us to come up with innovative solutions. It is always possible to go beyond and do something better, when we cooperate for the safeguard of the childhood's rights.

Such coordination is crucial for us to consolidate the support obtained in many social sectors. This helps to diffuse and expose such severe violation of childhood and adolescence rights. We found ways to involve sectors of the Brazilian economy, as tourism and road cargo transportation. National meetings and forums against sexual violence reinforced the process of giving a careful thought to the theme, in order to establish new directions for the public policy of children and adolescents' care.

As an example, I recall our work with projects in the Northern and Northeastern regions of Brazil, which won, thanks to our intervention, new ties with companies, governments, educational and research

institutions, from 2011 to today, so to change the reality of sexual exploitation in tourism and major infrastructure works.

The major events Brazil is to hold during the following years reinforce the importance of investing in the protection of our children and adolescents. For us, in **Childhood Brasil**, those changes must become opportunities for social development that is to follow the pace of economic growth.

But there are plenty to do towards the building of a more humane society that will concretely embrace childhood protection. It is time for us to renew our dreams and shed more light on this problem, which represents one of the worst forms of Human Rights violation and is still covered by silence and neglect.

*Source: Sistema de Vigilância de Violências e Acidentes – VIVA
[Vigilance System Against Violence and Accidents]/Ministry of Health
– May 2012



**Message from Ms.
Rosana Camargo
de Arruda Botelho**
Chairperson of the
Board of Trustees
of **Childhood Brasil**

THE BEST PART IS TO BE A CHILD

Childhood Brasil is a Civil Society Organization [CSO] of Public Interest and an Entity for the Promotion of Human Rights. It is part of the World Childhood Foundation, an international institution established by H.M. Queen Silvia of Sweden, in 1999, to protect childhood and ensure children to be children. Besides Brazil, Childhood has offices in Germany, USA, and Sweden.

Childhood Brasil fights for a childhood free from sexual exploitation and abuse. As the result of consistent advocacy, the organization is a reference in mobilizing people, promoting information on the subject, and broadening the reach of our cause.

Childhood Brasil supports projects, develops regional and national programs, influences public policies, and transforms the life of many children and adolescents. It also builds capacity in different agents from the childhood protection network, guiding each one on how to deal with the problem, promoting prevention, and building the network of protection.

Sexual violence against children steals their rights to be free and experience their childhood. The Estatuto da Criança e do Adolescente – ECA [*Statute of the Child and Adolescent*] establishes that children and adolescents are aged zero through eighteen years, and adolescents are aged twelve through less than eighteen years. This universe, according to the projections of the Instituto de Pesquisa Econômica Aplicada – Ipea [*Institute for Applied Economic Research*], equals to 33% of the Brazilian population, according to the Plano Plurianual – PPA [*Multiyear Plan*] 2008/2011. Today, it represents near 60 million people in Brazil.

“WE ARE AWARE OF THE MAJOR CHALLENGES TO OVERCOME FOR THE EFFECTIVE CHILDHOOD PROTECTION. WE WANT TO PROVOKE A MENTALITY CHANGE IN THE SOCIETY WITH THE COOPERATION OF MORE PEOPLE, COMPANIES, AND ORGANIZATIONS. TOGETHER, WE CAN DO MORE AND BETTER”

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



Mission

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

Vision

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

Values

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

Sexual Violence

Sexual violence presumes the abuse of power, when children and adolescents are used for sexual gratification of adults, being induced to or forced into sexual practices.

SEXUAL ABUSE:

- › No money or gratification involved
- › It qualifies when a child or adolescent is used for sexual stimulation or satisfaction of an adult
- › It is usually imposed by physical strength, menace, or seduction
- › It can happen in or outside the household

SEXUAL EXPLOITATION:

- › It presumes commercialization, where sex is the result of an exchange of either financial favors or gifts
- › Children or adolescents are treated as sexual object or merchandise
- › It may be related to criminal networks

The extent of our cause

› From January through April 2012, 34,142 reports were made via the Disque Direitos Humanos – Ligue 100 [Human Rights Hotline – Dial 100], of the Módulo Criança e Adolescente [Child and Adolescent Module], and 22% of them were on sexual violence

SOURCE: SDH - SECRETARIA DE DIREITOS HUMANOS [HUMAN RIGHTS SECRETARIAT]

› The Central Nacional de Denúncias de Crimes Cibernéticos [Brazilian Cybernetic Crime Reporting Center] received 5,268 reports on child pornography in the internet, during the first quarter of 2012

SOURCE: SAFERNET, 2012

› In 2011, 14,625 notifications of domestic, sexual, and physical violence, and other aggressions against children aged less than 10 years were recorded

SOURCE: MINISTRY OF HEALTH, 2012

› Sexual violence against children aged up to 9 years represents 35% of the notifications. 36% of the records relate to negligence and abandon

SOURCE: MINISTRY OF HEALTH, 2012

Social Vulnerability

› 1.5 million of young people aged 15 through 17 years don't attend school

SOURCE: UNICEF, 2009

› There are 27 million children and teenagers living in households of per capita income of up to 50% of the minimum wage

SOURCE: INSTITUTO BRASILEIRO DE GEOGRAFIA E ESTATÍSTICA - IBGE [BRAZILIAN INSTITUTE OF GEOGRAPHY AND STATISTICS] 2009

› Brazil is currently rated the 84th in the Human Development Index (HDI) ranking

SOURCE: UN, 2011

Looking into the past and planning the future

We will strengthen our organization within the society to bring more visibility for the cause. In particular, we want to scale up the benefit of integrating many social organizations, the public sector agencies, and the private sector to fight sexual violence.

Another point of attention regards major events and the infrastructure works that will take place during the next ten years. Escalating investments in Brazil will bring progress and opportunities, but it is necessary to balance business impact and social consequences, mainly regarding the sexual exploitation of our children and adolescents.

We will keep our eyes open to strengthen the indicators of the cause. Working together with our partners and supporters on the development of methodologies to build such information is crucial to protect children and adolescent from sexual exploitation and abuse in Brazil.

Regarding the media and communication, we will be continuously formulating strategies to promote the cause and to boost the presence of information



to fight sexual exploitation and abuse on social networks, the fastest growing way of communication of the last few years in Brazil. That is to say, we will put a lot of effort to promote social involvement.

Despite the taboo that still covers the issue of sexual exploitation and abuse of children and adolescents, our role is to provide information to change the society mindset regarding sexual violence, thus establishing open dialogues that promote a childhood free from sexual exploitation and abuse.

SEXUAL ABUSE CAN HAPPEN IN OR OUTSIDE THE FAMILY

22% OF OVER 34,000 REPORTS RECEIVED BY THE HUMAN RIGHTS HOTLINE - DIAL 100 RELATE TO SEXUAL VIOLENCE

IN FEDERAL HIGHWAYS THERE ARE 1,776 VULNERABLE POINTS OF CHILDREN AND ADOLESCENTS EXPLOITATION

BRAZIL IS CURRENTLY RATED THE 84TH IN THE HUMAN DEVELOPMENT INDEX (HDI) RANKING

BRUNO NETTO

THE AUDIENCE OF THE SHOW VOZES PELA INFÂNCIA [VOICES FOR CHILDHOOD]

“THE NUMBERS IN BRAZIL ARE ALARMING. IN TOURISM, THE SEXUAL EXPLOITATION ISSUE IS STILL STRONG. IT IS DISGUSTING THAT PEOPLE COME TO OUR COUNTRY TO HARASS OUR LITTLE GIRLS AND BOYS. IT IS UNTHINKABLE! IT IS A PUBLIC ISSUE AND EVERYONE MUST PARTICIPATE BY DENOUNCING”

Patricia Pillar, actress and master of ceremonies of the Childhood Free Concert



TO RAISE AWARENESS
to touch, to move,
to vividly impress
and call the attention
to cause reaction



THE MOST INFLUENTIAL JOURNALIST AMONG TRUCK DRIVERS IN BRAZIL, **PEDRO TRUCÃO**, HELPS TO FIGHT SEXUAL EXPLOITATION ON THE ROADS

FELIPE COMBOSSY

RAISING AWARENESS TO TRANSFORM

“I’m a dreamer. I dream I’ll see a whole different situation.” That’s what Pedro Trucão says, a journalist keen on road transportation system, since he was a child, and, today, the most popular broadcaster among truck drivers and their families in Brazil. Trucão became a protagonist of the fight against sexual exploitation on Brazilian roads.

Trucão lend his voice and his influence to the On The Right Track Program, a **Childhood Brasil**’s initiative that aims to mobilize governments, companies, and social organizations for the sexual exploitation issue. The host of the show Globo Estrada, Rádio Globo AM, he weekly presents a three to five minute set to raise awareness of truck drivers, which **Childhood Brasil** considers on-the-road agents of protection. During 2011 only, he presented 30 sets; from May through December, Globo Estrada is relayed across Brazil and reaches a wide public. Daily average ratings for São Paulo’s Metropolitan Area are of 62,000 listeners.

Trucão is committed to the cause; he is also the voice of the radio show featured in the Na Mão Certa CD that mixes journalistic production and six tracks of the duets Bruno & Marrone and João Neto & Frederico, and of the Barra de Saia band. All popular musicians in Brazil.

All the participants donated their copyrights on the CD for the cause. In 2011, 13,270 copies were produced. The plan is that the truck drivers pass the material on, after listening to it, to disseminate the importance of the fight against sexual exploitation of children and adolescents.

Not only an agent for prevention and awareness raising, Pedro Trucão has also the knowledge of the roaders’ reality and bears in mind the role and the power of those workers to change the road’s environment.

“The way the truck driver is treated in this matter disturbs me. The person working on the road is not the sexual exploitation agent. **Childhood Brasil** brought me another look into this situation, as it doesn’t stigmatize the truck driver; it looks for ways to educate him. The truck driver must be called to be a protection agent. He can report on people who do it. In the show, I call the road people and their families to report those crimes and they started to better understand the issue. I feel like the issue day by day acquires more importance for them. One example is that the use of the Human Rights Hotline – Dial 100 was boosted in the sector. People that commit to the cause report the localization of adolescents in endangered situation. I want to be part of the change I’m following today. I’m part of this sector that resumes its importance and in a near future will progress.”

Pedro Trucão’s work proves that to raise awareness among truck drivers is an effort that goes beyond the dialogue. It is necessary to go deep into the Brazilian road network, understand it thoroughly and actually go for the transformation. In this scenario, **Childhood Brasil** is present in many fronts. One of its activities, which was put into practice via On The Right Track Program, is the partnership with the Polícia Rodoviária Federal [*Federal Highway Patrol*] for the development of a methodology to map out all lo-

cations that are vulnerable to sexual exploitation of children and adolescents on Brazilian roads, aiming the identification of elements that facilitate sexual violence against girls and boys. Such elements are environments or establishments with specific features: Scarce light, prostitution, no surveillance, gathering of vehicles, and use of alcohol. During the period 2011-2012, the highway patrol identified 1,776 vulnerable locations on federal roads.

Childhood Brasil also works for the commitment of major companies in the transportation sector by way of the Corporate Pact to Fight Sexual Exploitation of Children and Adolescents on Brazilian Roads, proposed by the institution through a strategic partnership with the Ethos Institute of Business and So-

cial Responsibility, with technical support from the International Labour Organization (ILO). The pact's strategy is to call the companies to publicly commit themselves to take preventive actions against sexual exploitation of children and adolescents on the roads. The institution is also an inter-sector interlocutor when holding the yearly Corporate Meeting, where the representatives of the organizations signatories to the On The Right Track Program are able to share their experiences and seek qualification to fight the problem.

Pedro Trucão is a great motivator also in this front, as he realizes, in practice, the influence of major companies of the sector to bring awareness to the public that uses Brazilian roads.

Mapping vulnerable points out

Find some data from the 5th classification of locations vulnerable to sexual exploitation of children and adolescents on Brazilian federal roads made by the federal highway patrol, **Childhood Brasil**, the Human Rights Secretariat, and the International Labour Organization, published in May 2012:

- › In federal roads there are 1,776 points vulnerable to children and adolescents exploitation
- › The Midwest is the most favorable region to sexual crime against children in Brazilian federal roads, totaling 398 vulnerable points
- › In the Northeast 371 favorable points for sexual exploitation of children and adolescents were identified, followed by the North (333), Southeast (358), and South (316)
- › The five states with more vulnerable points are: Minas Gerais, 252; Pará, 208; Goiás, 168; Santa Catarina, 113; and Mato Grosso, 112
- › Amapá is the state with less vulnerable points.
- › The majority of establishments vulnerable to sexual exploitation concentrates in urban areas – 65.8% of the total



Three main objectives guide the On The Right Track Program:

1. ADVOCACY AMONG THE THREE SECTORS

The first objective is to coordinate the three sectors of the society – government, civil society, and private sector – encouraging cooperation, synergies, and the formation of inter-sector partnerships.

2. THE EDUCATION OF TRUCK DRIVERS

The second objective is to educate truck drivers by way of information, awareness raising, and the qualification of people who are directly or indirectly present on the roads.

3. THE PROTECTION OF CHILDREN AND ADOLESCENTS

The third objective is to prevent and protect children and adolescents, promoting actions involving the three sectors to boost the integrated action of the System to Safeguard Childrens Rights.

Human Rights Hotline – Dial 100

Human Rights Hotline – Dial 100 is a service for the protection of children and adolescents that targets sexual violence, linked to the Programa Nacional de Enfrentamento da Violência Sexual contra Crianças e Adolescentes [Brazilian Program to Fight Sexual Violence against Children and Adolescents] of the Human Rights Secretariat. The reports are analyzed and forwarded to protection, defense, and accountability agencies, according to specific responsibilities and competence. It may be accessed through the following channels: Free and direct dialing 100; contact via disquedenuncia@sdh.gov.br; reports of internet pornography at www.disque100.gov.br; and ouvidoria@sdh.gov.br, for people outside Brazil.



THE COMPANIES OF THE ON THE RIGHT TRACK PROGRAM AT ANNUAL MEETING

ROMERO CRUZ

“Over 45% of truck drivers are independent contractors. In average, they are 43 years old. The others work as employees. This is another key factor against sexual exploitation. The main companies are strengthening their surveillance instruments and use technologies such as trackers and microphones in the cab. In some cases, they even install cameras. This represents an important change and helps to clear the outsider image so many attribute to them. It is another step towards the appreciation of these professionals and their work”, Pedro Trucão declares.

And as raising awareness also involves education and qualification, **Childhood Brasil** maintains the Educação Continuada [Continuous Education] Project for truck drivers that bring them the information to transform them, either directly or indirectly, into protection agents – the dream of Pedro Trucão, **Childhood Brasil**, and the organizations signatories to the On The Right Track Program is coming true day by day.

Corporate Pact

- › 1,088 companies have signed it since 2006
- › In 2011, 75% of the pact-signatory companies updated their registration forms and 213 new companies signed the Corporate Pact in 2011
- › Out of the Pact signatories, 112 attended the 5th Corporate Meeting, held in October, in São Paulo (SP), to discuss the issue

Material Distribution

- › 51,516 copies of Na Mão Certa booklet-guide were printed and distributed
- › 31 copies of the DVD “O Brasil Na Mão Certa” [Brazil on the right track] were produced and distributed

Continuous Education Project for Truck Drivers

- › Regional workshops: 10 workshops for multipliers agents and 10 workshops to qualify focal points
- › In-company workshops: 13 workshops to qualify focal points and multipliers agents
- › 180 multipliers agents and 206 focal points qualified



MILTON RODRIGUES

TRUCK DRIVERS ARE PROTECTIVE AGENTS ON THE ROAD

PREVENTION

To avoid, to stop something from happening, to anticipate and avoid damage or something bad to happen. It means also to inform, warn, caution, and be prepared



H. M. QUEEN SILVIA VISITS
THE CASA DA ARTE DE
EDUCAR [HOUSE OF THE ART
OF EDUCATION], ONE OF THE
ORGANIZATIONS SUPPORTED
BY CHILDHOOD BRASIL

TO SEED AND DISSEMINATE

To seed incentive, acknowledgement, and support for community based organizations in Brazil, focusing on the prevention and confrontation of sexual violence against children and adolescents in the Brazilian society – this is the target of **Childhood Brasil**'s Sementeiros [Seed] Program.

The program offers financial and technical support to organizations of the civil society in Brazil and leverages their work and the institutional acknowledgement of their activities. **Childhood Brasil** also supports the formation of an important social network to exchange experiences, action planning and executing for the protection of children and adolescents. On this path, there is a number of challenges to face: How to develop, disseminate, and systematize new methodologies aligned with the progresses of the Brazilian studies on the issue? How stimulate self-protection? How to coordinate the organizations' work in order to influence public policies?

To support social organizations' projects is a common practice to the other offices of World Childhood Foun-

ation and represents the origins of the organization's presence in Brazil. **Childhood Brasil** has widened its scope while developing its own programs, however, the investment made in local initiatives for prevention and confrontation is crucial as it unveils Brazil's cultural and social challenges and is the base for political impact. With the Sementeiros Program, **Childhood Brasil** establishes itself as peer and partner of the supported organization. Together, they support each other in their institutional difficulties and needs, and in the fight for a childhood free from sexual exploitation and abuse.

Generally speaking, the opportunity of helping the organizations broadens **Childhood Brasil**'s presence in Brazil. It is strategic for the progress of the organization and for the strengthening of protection networks against social violence. The idea is to transcend the financial support link, being aware of the supported organization's particular needs.

Transparency and advance

August 2011 was the kickoff of a new strategy for **Childhood Brasil**. A comprehensive study was carried out on all organizations ever supported since its foundation. The objective was to understand the support's impact and how the fight against sexual violence against children and adolescents stands in the organizations. The study has also tried to sort out how it would be possible to improve the support strategy, considering not only the directly impacted children and adolescents, but also the institutional strengthening of those organizations.

In the wake of that study, the Notification of Support to Projects for the Protection of Childhood and Adolescence against Sexual Violence in the Northern Region of Brazil was released. The initiative was launched with Atlantica Hotels International, the major private equity hotel management company in South America and a **Childhood Brasil**'s partner since 2005, to select organizations in the Amazonas and Pará states. Twenty-two projects were enrolled and three institutions were awarded: The Associação para o Desenvolvimento Integrado e Sustentável – ADEIS [Association for Integrated and Sustainable Development], Movimento República de Emaús – MRE [Emmaus Republic Movement], and Instituto de Ação Social Vida e Saúde do Amazonas – IASVISAM [Social Work Institute Life and Health in Amazonas].



STUDY CARRIED OUT IN DECEMBER 2011 WITH 32 SUPPORTED ORGANIZATIONS BY **CHILDHOOD BRASIL** CONCLUDED THAT:

- › Out of the organizations that were supported until 2011, 51% are in the Southeast; 30% in the Northeast; 9% in the North; 5% in the Federal District; 4% in the South; and 2% in the Midwest;
- › 54% of the supported organizations are at least 20 years old;
- › 60% of the Northeastern and 50% of the Southeastern organizations' public are composed by children adolescents, and youth. Educators are more important in the Southeast;
- › 81.9% of the answers confirmed that the projects supported by **Childhood Brasil** influenced local public policy;
- › 100% of the interviewed indicated that the high profile given to sexual violence against children and adolescents was the greatest achievement in the last years.



CHILDREN ASSISTED BY TERRA DOS HOMENS BRAZILIAN ASSOCIATION, IN RIO DE JANEIRO

Some organizations supported by **Childhood Brasil**, in 2011:

CENTRO CAMARÁ DE PESQUISA E APOIO À INFÂNCIA E ADOLESCÊNCIA - SP [CAMARÁ CENTER FOR RESEARCH AND SUPPORT TO CHILDHOOD AND ADOLESCENCE]

Support to the institutional management of the organization that since 1998 fights sexual violence against children and adolescents, with its own methodology for assistance, called psychosocial follow-up. Today, this methodology is acknowledged by the Human Rights Secretariat. Camará is located in São Vicente, in the coast of São Paulo State.

CASA DA ARTE DE EDUCAR - RJ [HOUSE OF THE ART OF EDUCATION]

Support to establish the Human Rights Nucleus in the organization, aiming to ensure a whole development for children and adolescents, offering assistance and information to confront the violation of rights, with emphasis on sexual violence. The Casa da Arte de Educar draw projects in the education and culture areas, to ensure the completion of Elementary and High Schools, for children, young people, and adults living in popular communities in Rio de Janeiro (RJ).

TERRA DOS HOMENS BRAZILIAN ASSOCIATION - RJ

The Raízes Locais [Local Roots] Project was supported by **Childhood Brasil** to interrupt the recurrent violation of rights that maintain the child or adolescent on the streets and contribute for the community development, besides preventing sexual violence in its daily range (family, school, and community). The strengthening of the family and its relation with the community is the target of Terra dos Homens Brazilian Association.

ASSOCIAÇÃO BENEFICENTE SANTA FÉ - SP [SANTA FÉ CHARITABLE ASSOCIATION]

Its purpose is to give shelter to children and adolescents that live on the streets in a safe environment adequate for their assistance and recovery. While respecting the particularities of this target, the association aims to develop and establish assistance models that ensure the defense and promotion of the rights of those children and adolescents and their families. The Mudando a História [Changing History] Project, that focus on continuous education for girls that were victims of violence and their children, received **Childhood Brasil**'s support, in 2011.

ADVOCACY

To organize, unite, settle an agreement, connect through understanding. To gather efforts towards a cause, promote an action together

DORA PEREZ, OWNER OF AN INN IN CABO DE SANTO AGOSTINHO, WITNESSED THE CHANGE IN THE REGION'S REALITY



SOCIAL TRANSFORMATION

“In ten years, sexual exploitation against children and adolescents in Calhetas will be notably lower. The region’s reality will be different.” The statement of Dora Perez, owner of Pousada da Lua, on Calhetas beach, in the south coast of the Pernambuco State, is more than a dream.

It is an objective intention that reflects the common effort of local tourism entrepreneurs to put an end to this kind of violence. Collective effort means educational work, corporate connections, and the prevention of sexual exploitation of children and adolescents in the region

Dora’s involvement with this reality started in 2002, when she retired. For 30 years she worked as an executive and financial and administrative director for a TV network, but decided to change her daily life and went to live in her beach house on Calhetas. Shortly, she realized she could run her own business and decided to transform the beach house into a lodge. And, in 2004, she opened the Pousada Vale da Lua.

The transformation was not limited to the rooms of the house, which needed to be adapted to receive guests. Dora noticed that the changes were also taking place outside her house: The touristic area was changing.

“After the building of Porto de Suape, we saw the increase in financial investments due to tourism and to the number of companies in the area. This change impacted the community’s social habits, mainly after the arrival of a large number of workers, who became temporary inhabitants. It also caused the increase in sexual exploitation of children and adolescents, and we went after a solution to face the situation.”

With local entrepreneurs, Dora established the União dos Empresários do Turismo do Cabo – Unetur

[*Tourism Entrepreneurs of Cabo Union*]. The idea was to promote actions against sexual exploitation in the tourism sector, a consequence of the changes in the economic scenario of the region.

Childhood Brasil prioritizes the fight against sexual abuse and exploitation of children and adolescents and so became a partner of the tourism sector of Pernambuco’s south coast. The organization encourages and promotes actions of childhood protection by way of seminars, qualification courses, and monitoring activities with touristic associations, lodging facilities, bars, and restaurants.

For Dora Perez, **Childhood Brasil**’s initiative was crucial for the success of the action in that region, mainly after adhering to the Code of Conduct, in 2011. This pact represents the commitment of the tourism sector to the cause, made official by the adherence to the Code of Ethical Conduct for the Protection of Children and Adolescents in the Tourism of the Pernambuco State.

The collective formulation of the Code of Conduct and of the Best Practices in Tourism Guide was one of the most important objectives of **Childhood Brasil**’s action and the whole methodology was created in Strategic Alliance with many sectors of the society represented by six organizations: Associação das Secretarias de Turismo de Pernambuco – Astur [*Association of Tourism Secretariats of Pernambuco*] – PE; Conselho Estadual de Defesa dos Direitos da Criança e Adolescente – CEDCA [*State Council for the Defense of the Rights of Children and Adolescents*]; Rede de Combate ao Abuso e Exploração Sexual de Crianças Adolescentes no Estado de Pernambuco [*Network for the Combat of Sexual Exploitation and Abuse of Children and Adolescents in*



SEMINAR FOR CAPACITY BUILDING OF THE TOURISM SECTOR

the Pernambuco State]; ECPAT Brazil [End Child Prostitution, Child Pornography and Trafficking of Children for Sexual Purposes]; and Tourism Secretariat of de Pernambuco – Setur/Empetur.

“We all helped to draw the Code of Conduct. Now we must increasingly involve more entrepreneurs, institutions, and people sympathetic to the cause. From now on, we must work for the continuance and permanence of educational and informative activities, and conscientiousness building. Every day we must bring awareness to everybody by way of lectures, meetings, and talks, explaining that sexual exploitation and abuse of children and adolescents is a crime. Our role is to report such crimes in order to ensure that, in the future, the young people will be aware of the impact caused by sexual violence in their lives and will be prepared to defend themselves in such situations”, Dora explains.

The initiatives that rely on the participation of **Childhood Brasil** in the south coast of Pernambuco are free to join and they aim to guide, educate, and bring awareness to bar, restaurant, and lodging facility owners, public administrators, professionals of the System to Safeguard Childrens Rights, institutions for technical and college/university education, and the local community.

In practice, the activities classify the situation of childhood and adolescence in coastal and touristic areas in the Pernambuco State helping to transform the local reality. Besides being a natural attraction for tourism, the beaches in the southern coast of Pernambuco receive major financial investments, just like Porto de Suape, as Dora mentioned, one of the major centers of job generation and economic development of Brazil.

“It is not enough to just spread posters displaying the problem in commercial establishments. For an efficient work, educational actions are necessary both for the children and their families”, Dora adds.

Mudar [Change] Program

Corporate social responsibility platform carried out in partnership with Atlantica Hotels International hotel network. It consists of actions targeting employees, guests, investors, suppliers, and partners of the network to divulge the cause and raise funds for **Childhood Brasil**'s initiatives. We must highlight actions such as rallies, auctions, and charitable bazaars; June festivities, pizza galore, and “feijoada”; and sale of products, among others.

Replicating touristic-trade qualification methodology in Belo Horizonte City (MG)

To mobilize companies of the tourism sector in the Capital of the State and qualify professionals to follow procedures and engage in activities for the protection of children and adolescents against sexual exploitation. A project carried out in partnership with the Associação Municipal de Assistência Social – AMAS [Municipal Association for Social Welfare] that produced new reference material on the theme

Collective decisions

The release of the Code of Conduct is the outcome of debates, researches, and dialogue rounds in seminars, gathering professionals from the tourism sector and the System to Safeguard Children Rights, public administrators, and students from technical and college/university education, of Tourism, Gastronomy, Hotel Management, and Events courses, a total of:

- › 12 regional seminars involving 69 cities in 11 touristic regions, with 715 participants: 160 from the touristic trade, 394 from the System to Safeguard Rights, and 161 from institutions for technical and college/university education;
- › 20 awareness-raising seminars on the prevention of sexual exploitation of children and adolescents in tourism, held in institutions for technical and college/university education, involving 19 schools and 957 students;
- › 9 meetings with tourism associations to discuss and approve a preliminary version of the Code of Conduct;
- › 1 state-level seminar held in March 2011, with the participation of 127 representatives of the tourism sector, public administrators, and professionals from the System to Safeguard Children Rights. This was the official release of the Code of Conduct;
- › A partnership was formed with Sebrae to hold Seminars on Sustainable Tourism.

Turismo e Proteção à Infância [Tourism and Childhood Protection] Project This project helps to implement and strengthen public policies, with emphasis on the protection of children and adolescents against sexual violence, through the qualification of young people and the professionals of the System to Safeguard Children Rights. It also mobilizes the community and raises awareness of companies that belong to the tourism productive chain.

Actions of the Turismo e Proteção à Infância Project in Pernambuco:

**I COMMUNITY MOBILIZATION
“YOUNG MOBILIZERS”**

Young Mobilizers is part of the activities of the Turismo e Proteção à Infância Project, the Ação de Mobilização Comunitária [Community Mobilization Action] that belongs to one of the modules of the Participative Qualification Course for the Prevention of Sexual Exploitation of Children and Adolescents in the South Coast of Pernambuco, held by Childhood Brasil in Strategic Alliance with Plan Brazil/Netherlands and in partnership with Coletivo Mulher Vida.

The project’s main objective is the continuous qualification of young students, preparing them to be protagonists in the community mobilization for the prevention of sexual exploitation and abuse.

The idea is to turn these young people into multipliers agents of that information, so that they can raise the awareness of other adolescents and children in their schools.

It is a two-year qualification course (July 2011 – June 2013) for 70 young people, aged 14 to 17 years, attending public schools in seven municipalities of Pernambuco’s south coast: Barreiros, Cabo de Santo Agostinho, Ipojuca, Rio Formoso, São José da Coroa Grande, Sirinhaém, and Tamandaré.



GATHERING OF YOUNG PEOPLE IN RECIFE FOR CAPACITY BUILDING COURSE

II PROFESSIONAL QUALIFICATION COURSE FOR THE YOUTH

The Professional Qualification Course for the Youth is a Childhood Brasil initiative in Strategic Alliance with Plan Brazil/Netherlands and in partnership with Senac. The course benefits young people from Pernambuco, aged 16 to 26 years, in a social vulnerability situation.

From 2010 to 2011, the course had the Tourism Ministry support and offered professionalization classes in gastronomy and hotel management, targeted to waiter and kitchen helper positions. Besides learning a profession, the majority of those young people was inserted into the labor market, by way of a partnership between Childhood Brasil and companies of the tourism sector that are after qualified hand labor in the municipality.

SOME DATA

- › 400 young people qualified for the gastronomy and hotel management areas;
- › Psychosocial follow-up of the young people and their families;
- › A documentary video on *Young People and Social Inclusion – 2011*;
- › Certification and graduation of the young people with the presence of their families;
- › The conclusion of database containing the graduates’ résumé and its delivery to the personnel of the local tourism sector;
- › 85% of the graduates inserted into the labor market;
- › Systematization of two publications on the experience and the methodology used.

PROTECTION

To support. To keep safe. To give assistance and material help. To preserve. To guard. To ensure protection

VÂNEA MARIA VISNIEVSKI IS A SOCIAL WORKER FOR THE JUDICIARY IN RIO GRANDE DO SUL STATE AND FIGHTS FOR THE RIGHT TO SPECIAL DEPOSITION



SPECIAL DEPOSITION

For near 70 hearings each month at the Trial Court of Porto Alegre, Rio Grande do Sul State, girls and boys of the region find a safe place to testify about situations of sexual abuse or exploitation. There, in front of specialized professionals, they find a friendly environment where the facts of their lives may be understood by the qualified listening of a person that, by a special methodology, takes part in ensuring their rights.

To ensure those children the right to a Special Deposition is one of **Childhood Brasil**'s objectives and is also part of the daily life of Vânea Maria Visnievski, social worker for the 2nd Childhood and Juvenile Court of the Trial Court of Porto Alegre. Vânea started to use her experience as social worker in the Special Deposition rooms driven by personal motivation, in the beginning of 2000. Believing in the methodology, she improved her skills to effectively help children adolescents, victims of sexual abuse and exploitation, and their families.

“Being social workers, we work on the limits of human emotion. We enter people’s intimacy. We try to

address the issue with the child in a way to minimize any influence. I find it crucial to listen to them that way. As we listen to the pain, we are able to help.”

Vânea explains that to structure this method they relied on **Childhood Brasil**'s support. This gave room to a safe hearing, avoiding revictimization of children and adolescents during the assistance and ensuring a more friendly and efficient environment. “In the past, the way children were heard was impairing. The victims were usually placed in the court room for interrogation. For many times, nothing happened. They entered the room and wouldn’t say a word. They just cried.” Modern audio & video equipment ensure the interaction between the child and the hearing professional, which are placed in the special rooms, and judges, prosecutors, and the defense team stay in the court room.

“Before the hearing, we receive the child. We take the child to the special room, where we maintain a supportive and motivated attitude. After hearing the free narration, following an interview protocol, we bring to light more reliability for the facts on trial. This helps producing evidences and, as a consequence, structuring a more adequate analysis of the facts for the potential imputation of the crime to the defendant.”

During her process of qualification and study to better understand the victims, social worker Vânea carried out a research on Special Deposition of children and adolescents experiences in many countries and used one material published by **Childhood Brasil** on the subject, the book “Depoimento sem medo (?) - culturas e práticas não-revictimizantes [*Deposition Without Fear (?) – non-revictimizing cultures and practices*] A cartography of the experiences in Special Deposition of children and adolescents.

“The cartography holds the elements for the scientific base and assists the development of this work in the Judiciary. **Childhood Brasil** became an outstanding partner for validating and improving the existing work in Porto Alegre, as well as helping to draw up the interview protocol for children and adolescents that must testify.”

The Courts for the Infancy and Youth compose the specialized total attention network and, with them, **Childhood Brasil** made the social commitment to coordinate and widen its activities in order to disseminate and implement the methodology. And Vânea is part of that team.

Rights Safeguard

Qualified judicial practices extend the truth from facts and reduce the revictimization of children who need to present themselves to the Criminal Judiciary System. Childhood Brasil promotes actions to ease the understanding and improvement of the System to Safeguard Rights in Brazil (SGB). Thus, public policies to fight sexual violence against children and adolescents are established. Besides the Special Deposition, Childhood Brasil carries out the Laços de Proteção [*Protection Bond*] project to raise awareness and qualify professionals from the Education and SGB areas for the adequate prevention, report, and forwarding, regarding sexual and domestic violence against children and adolescents. The city of São José dos Campos, SP, has incorporated this action as public policy for prevention and protection. The project was also replicated in the Pernambuco and Pará States.

THE SPECIAL DEPOSITION ROOMS OFFER A FRIENDLY ENVIRONMENT FOR THE CHILDREN



How it works

The Special Deposition is a methodology devised to minimize the pain of children and adolescents who were victims or witness of sexual violence. The judicial attention takes place in special deposition rooms for a friendly and protected hearing that precedes the report moment in the Judiciary System. The deposition is recorded; thus, the victim doesn't need to relive the facts many times. Until May 2011, 43 special depositions experiences were registered in 15 Brazilian states.

In 2011, **Childhood Brasil** has also worked on the coordination of...

... the Executive, Legislative, and Judiciary, besides the Public Prosecutor's Office to participate of the Special Rooms' Meeting.

... Argentinean organizations and government for the organization of the II Simpósio Internacional [2nd International Symposium].

... the project of qualification for professionals of the judiciary system of São Paulo State.

... the Secretaria Nacional de Segurança Pública – Senasp [Brazilian Public Security Secretariat] to enable meetings with the Secretaria da Reforma do Judiciário do Ministério da Justiça [Ministry of Justice's Judiciary Reform Secretariat].

... the discussions for the implementation of the four Special Deposition Rooms of São Paulo State.



MOBILIZATION

To put into action.
To call people to participate in social activity, bringing them enthusiasm and disposition to act for the cause

DJAVAN AND CAETANO VELOSO PERFORMED ON THE STAGE OF RIO DE JANEIRO'S THEATRO MUNICIPAL FOR CHILDHOOD BRASIL'S EVENT



FELIPE PANFILI

KNOWLEDGE, COMMITMENT, AND TRANSFORMATION

“I like to say to everybody: never let the sparkle out of a child’s eyes. The world must be better. But it will only be better when you respect, love, hug, kiss, and do all nice things for the children. When you do that, you will be doing the same to your neighbor, friend, father, mother, God, and everybody. That is what we need. That is worthwhile!”

With this phrase, singer and composer Milton Nascimento sums up the inspiration and the feeling of the team constituted of over 100 professionals, musicians, interpreters, dancers, composers, artistic directors, producers, and technicians, who together gave life to the show *Childhood Free from Sexual Exploitation and Abuse* – just like that, the phrase “from sexual exploitation and abuse” is crossed out. This is a graphic resource visually emphasizing the importance of eliminating this evilness from the society and was thought out while conceiving the title of an important event organized by Childhood Brasil.

Over 2,200 people attended the event held in Rio de Janeiro’s Theatro Municipal, in a Tuesday evening, on May 17th, 2011. That evening was the materialization of an idea that came up in 2009 (the celebration of the organization’s 10th anniversary), when **Childhood Brasil**’s members attended a similar event in Sweden, where World Childhood Foundation’s head office is located.

Under the artistic direction of Monique Gardenberg, some of the major Brazilian music and stage stars performed on the Theatro Municipal’s stage. Ana Botafogo, Olodum Theater Band, Caetano Veloso, Djavan, Mangueira do Amanhã, Marcelo Bratke, Maria Bethânia, Maria Gadú, Milton Nascimento, Patrícia Pillar, Rodrigo Costa, Renata Sorrah, Sandra de Sá, Sandy, Seu Jorge, and Thiago Soares contributed with their talent to protect children against sexual abuse and exploitation.

The private sector was also crucial to materialize this initiative. Over 30 companies participated. All in all, the “Childhood Free” Concert raised R\$2 million in net proceeds that were allocated to **Childhood Brasil**’s projects and programs.

The event’s media coverage was of the most valuable: news and special reports on the main TV broadcasting network in Brazil, TV Globo, aired during *Altas Horas*, the show hosted by Serginho Groisman; *Bom dia Brasil*, a news program; Globo’s local newscast; RJ TV, and *Vídeo Show*, an entertainment and culture coverage show. Moreover, the newspapers: *Folha de S.Paulo*, *O Estado de S. Paulo*, *Correio Braziliense*, *O Globo*, and *O Dia*; and the magazines: *IstoÉ*, *Caras*, *Contigo!*, and *¡Hola! Brasil* ran articles about the event. In the internet, sites such as *Veja.com*, *G1*, *R7*, and *Agência Brasil* mentioned the event. The cause impacted near 24.8 million people.

Everybody built it together

Without fund raising, it is impossible to make the organizations' projects and programs possible. The show's magnitude required an interfield work from **Childhood Brasil** and its supporters. It an essentially collective work coordinated to gather artists and companies' support. For the first time, **Childhood Brasil** team received the incentive from the Rouanet Law and the Ministry of Culture approved the show; thus enabling the organization to search for support for future actions.

For the show's production, the experience of the organization's Board of Directors was crucial, indicating the adequate ways to follow. The scale of the cause increased, generating knowledge, commitment, and transformation for a childhood free from sexual exploitation and abuse.

› FREE MEDIA COVERAGE OF THE "CHILDHOOD FREE" CONCERT RESULTED IN A R\$3 MILLION INVESTMENT

› FOUR SPECIAL STORIES AIRED BY TV GLOBO

› 42 FEATURES RAN ON PRINTED MEDIA

› 69 MENTIONS MADE BY ONLINE MEDIA



FELIPE PANFLI



FELIPE PANFLI



FELIPE PANFLI

MILTON NASCIMENTO (ABOVE), PATRÍCIA PILLAR AND RENATA SORRAH (LEFT), AND MARIA GADÚ WITH YOUNG SINGER RODRIGO COSTA



FELIPE PANFLI

THE SHOW GATHERED TALENTS FOR THE PROTECTION OF CHILDREN AND ADOLESCENTS AGAINST SEXUAL ABUSE AND EXPLOITATION

Childhood Free from Sexual Exploitation and Abuse Concert

- › Sponsored by Bradesco, Camargo Corrêa, Brookfield Incorporações, Havaianas, HSBC, Banco do Brasil, Banco Votorantim, BTG Pactual, CCR Rodovias, Queiroz Galvão, CPFL Energia, Banco Safra, Bank of America-Merril Lynch, and Embraer;
- › In partnership with: Chubb Seguros (official insurance company), Lew'Lara\TBWA, On, TAM, Rio de Janeiro's Teatro Municipal, and Ingresso.com;
- › Institutional Support: Culture Secretariat of Rio de Janeiro's Government, Rio Solidário, and the Cultural Incentive Law Lei of the Ministry of Culture of the Federal Government.

Other Fund-Raising Events

> **1st Edition of Travelweek Auction in benefit of Childhood Brasil**, held on April 6, 2011, at Bienal venue in Ibirapuera Park, São Paulo (SP), with the presence of 300 guests. During the event, conceived and organized by Carolina Perez, 24 exclusive itineraries were auctioned raising R\$232,000 in net proceeds for **Childhood Brasil's** projects and programs;

> **5th Edition of Vozes Pela Infância [Voices for Childhood], in the benefit of Childhood Brasil, sponsored by Duratex**, held on October 29, 2011, at HSBC Brasil Venue, in São Paulo (SP), featured the concert O sonho de um brasileiro [A Brazilian's Dream] conducted by João Carlos Martins with the participation of young guest musicians. The event raised R\$52,000 in net proceeds;

> **Audi & Brookfield Auction**, held on December 13, 2011, at Museu da Casa Brasileira, in São Paulo, promoted by Audi, Brookfield Incorporações, and Victor Malzoni Group. Two Audi A1 customized by Spanish artist Anna Taratiel were auctioned. The event raised R\$210,000 in net proceeds for **Childhood Brasil**;

> **Partnership with Atlantica Hotels International**, effective since 2005, considered a model by other hotel chains and lodging facilities, raised R\$594,000 for **Childhood Brasil** through mobilization and communication actions promoted by their employees among the chain's guests;

> **The Miguel Torres Foundation donated US\$150,000, equivalent to R\$232,000**. The amounts were allocated to three organizations supported by **Childhood Brasil**, two of them located in Rio de Janeiro and one in São Paulo.

INTERVENTION
To interfere in an issue aiming to influence its development



THE “CHILDHOOD FREE” CONCERT WAS ONE OF THE FUNDRAISING EVENTS **CHILDHOOD BRASIL** PROMOTED. SUCH ACTIONS HELP MAKING THE ORGANIZATION’S PROJECTS AND PROGRAMS POSSIBLE



CECÍLIA FERRAZ
IS A COORDINATOR AT
GVCS AND A SPECIALIST
IN ADDRESSING MAJOR
INFRASTRUCTURE WORKS

HANDS ON

“When **Childhood Brasil** calls us to reflect on issues regarding sexual exploitation and abuse of children and adolescents during the planning and execution periods of major infrastructure works, I see a step forward towards the solution of a strategic problem for the future of our country.” Cecília Ferraz, a coordinator at GVces [*Center for Studies on Sustainability of Fundação Getulio Vargas*], is sure about the importance of considering social responsibility one of the pillars of Brazil’s economic development. More than that, she believes that when looking into the reality of sexual violence victims in Brazil we will find new elements to restructure all our society.

Based on her experience in the analysis of the impact created by major works, Cecília states that the municipalities that receive them are not being enough prepared for the resulting transformation. The social structure, which is necessary for any city, becomes inadequate after the newcomers’ arrival. There are many examples of such lack of preparation, according to her: “State schools are deficient and the health system is increasingly overburdened. We notice that it historically is an explosion followed by a collapse. There are

job offers, plenty of money circulating in the area and, after the end of the works, there is the void. It is almost a devastated-land situation.”

“If the inhabitants of those places are not qualified to apply for the new job opportunities, or to open their own establishments for the arriving clients, the area is merely exploited and not developed”, Cecília states. With a better planning, however, it is possible to change the municipalities’ scenario.

It is possible to take advantage of the opportunities brought by major works, which will result in benefits for the surrounding community. To identify such possibilities of structuring a new reality for those places is the objective of a partnership that is being formed to become true in 2012. “If the cities have a set of indicators to strategic subjects, I’m certain that this material can be an excellent tool for planning and allocating the resources originated from major works”, the coordinator explains.

Cecília echoes one of **Childhood Brasil**’s main statements while declaring that “we add forces when acting together” – a thought materialized in 2011, during the workshop “Sexual exploitation and major works: Brazilian experiences to mitigate the impact”, coordinated by **Childhood Brasil**. For her, the workshop’s im-

portance was exactly to join strategic forces from the many entities involved in major works' issues, which generally fight against sexual violence against children and adolescents with solitary actions: to realize **Childhood Brasil's** articulation of the different sectors and of the people that compose them makes me ready to be a partner of this organization. As for me, this makes a difference." According to her, this attitude makes possible to achieve the common objective of changing today's reality. Because, as she sees it, when you talk about local progress brought by major works, you talk about the challenges posed to many social, economic, and environmental dimensions. For Cecília, without an effective planning, the investment is allocated to issues that are not a priority for the municipality.

Fourteen institutions participated in the workshop. The initiative main goals were the sharing of experiences and devising of plans for the fight against sexual exploitation of children and adolescents in areas of major infrastructure works' influence, for the three sectors of the society.

For the GVces, to form a partnership with **Childhood Brasil** broadens the option of working with other public and corporate entities while calling the attention to children and adolescents

THE MUNICIPALITIES THAT RECEIVE THE BIG CONSTRUCTIONS ARE NOT BEING PREPARED ENOUGH FOR THE RESULTING TRANSFORMATION

and, quoting the coordinator, "broadens the attention given to social and environmental problems brought by major works".

Besides the workshop, another action took place in 2011, the launch of the research "The Workers behind the Major Works in Brazil", in partnership with the Federal University of Rio Grande do Sul (UFRGS) and with Camargo Corrêa Institute's support. It was an important step to understand the work and life contexts of the professionals of major works in Brazil, investigating their possible involvement in situations of sexual exploitation of children and adolescents. This was the starting point to better understand the issue and see the needs related to fight sexual exploitation in the big constructions' context.

For Cecília, "to invest in children is to invest in a long-term project. We are preparing the future generation."



Main actions in the context of big constructions

- › The Grandes Obras pela Infância [*Big Constructions for Childhood*] Program, carried out in partnership with Camargo Corrêa Construction Company and Camargo Corrêa Institute, included internal actions (raise awareness of workers to the problem) and external actions (strengthening of the System to Safeguard Children Rights) in 11 works of the construction company, qualifying 450 multiplicative agents who brought awareness to near 15,000 workers;
- › The launch of the research “The Workers Behind the Major Works in Brazil”, in partnership with the Federal University of Rio Grande do Sul (UFRGS) and with Camargo Corrêa Institute’s support, to understand the work and life contexts of the professionals of major works in Brazil, investigating their possible involvement in situations of sexual exploitation of children and adolescents;
- › The workshop “Sexual exploitation and major works: Brazilian experiences to mitigate the impact”; fourteen institutions participated in the workshop aiming to share experiences and devise a plan to protect children and adolescents from sexual exploitation in areas of big constructions’ influence.

“TO INVEST IN CHILDREN AND ADOLESCENTS IS TO INVEST IN A LONG-TERM PROJECT. WE ARE PREPARING THE FUTURE GENERATION”

Cecilia Ferraz



COMMUNICATION

To broadcast a message.
To spread. To disseminate.
To establish a connection.
To transfer. To be in contact



TÂNIA SAVAGET HELPED TO DEVELOP A BRAND FOR THE "CHILDHOOD FREE" CONCERT AND GOT INVOLVED WITH CHILDHOOD BRASIL'S CAUSE

A HAPPY MEMORY

"Wow! That's a tough subject!", That's what Tânia Savaget, director of Tátil Design de Ideias' Strategy and Inspiration Nucleus, thought when she was asked to create a symbol for a show in **Childhood Brasil's** benefit, in 2011.

After the impact of the professional challenge, she asked herself: "Will I be capable of doing it? Will the agency be capable of doing it?" Tânia concluded that yes, it would be possible, while realizing that the reality of sexual abuse and exploitation of children and adolescents was hard to communicate and be assimilated by the society.

"In Brazil, sometimes, the violence against children is quite rooted. In order to meet the expectations of **Childhood Brasil's** team for the creation of the symbol, one of the agency's first tasks was to demonstrate people that sexual abuse and exploitation against children are means of violence. In Brazil, this is a taboo subject. People involved pretend they aren't. And those who aren't involved don't want to see it. We had to create an emblem to shed understanding on this subject."

After a series of interactions, readings about the cause, and activities with **Childhood Brasil's** team, the kite came up as the distinctive emblem that would compose the label the organization launched on May 17th, 2011, at Rio de Janeiro's Theatro Municipal, with the "Childhood Free" Concert.

"The kite takes people's eyes to the horizon. It makes you look up, into the sky. We realized that the strongest desire of the children who were victims of sexual violence is to have a horizon, to leave the bad experience behind and look ahead. As Saramago once said, "we physically inhabit a space, but we are sentimentally inhabited by memory". Childhood is forever. What happens during childhood leaves a mark on us forever. The idea of the kite is to bring joy back to those children, for them to be inhabited by the best possible memories."

The symbol created by Tátil Design de Ideias' team was used in actions promoting the Childhood Free Concert, on T-shirts, website, stickers, panels, pop-up stands, scenery, and to signal the event.

Childhood Brasil's communication actions are tools for the society's education, mobilization, information, and for prevention. It is a way to start a dialogue with different targets, partner organizations, and the society as a whole. They are carried out via traditional and online media with the support of many partner entities.

"Today, everybody in the agency has the kite symbol in their work stations. This proves that this work marked our professionals and now they show support for the childhood-protection cause", Tânia says.

Other **Childhood Brasil's** communication projects during 2011

- > **Institutional illustrations** – Drawn by illustrator Gustavo Peres, the organization's new illustrations brings a positive look about childhood and address the organization's programs and projects;
- > **Tim Lopes Contest of Investigative Journalism** – Carried out in partnership with Andi – Comunicação e Direitos with promotional pieces created by Lew'Lara\TBWA, the contest aims to extend and qualify the coverage of sexual violence of children and adolescents in the Brazil's media. In the 6th edition, held in 2012, 152 journalists were mobilized with 45 enrolled projects, out of which six received awards. The contest was supported by the United Nations Children's Fund – UNICEF; Associação Brasileira de Jornalismo Investigativo – Abraji [*the Brazilian Association of Investigative Journalism*]; Federação Nacional de Jornalistas – Fenaj [*Brazilian Federation of Journalists*]; and International Labour Organization – ILO.
- > **A partnership with Canal Futura to produce the DVD series *Que Exploração É Essa? [What is this Exploitation All About?]*** – 1,300 DVDs were distributed for social organizations, Rights Councils, Child Protective Councils, municipal secretariats, and other members of Brazil's System to Safeguard Children Rights. 147 professionals named by social welfare secretariats of Rio de Janeiro's municipalities of Niterói, São Gonçalo, and Arraial do Cabo were qualified. The series won the 1st Neide Castanha Awards for Human Rights, in the category "Good Practices."

CHILDHOOD



**CHILDHOOD
FREE FROM
SEXUAL
EXPLOITATION
AND ABUSE**

“THE IDEA OF THE KITE IS TO BRING JOY BACK TO THOSE CHILDREN, FOR THEM ALL TO BE INHABITED BY THE BEST MEMORIES”

Tânia Savaget



Promotional Actions

- › Support given to to Carnival and May 18th campaigns, organized by the Human Rights Secretariat of the Presidency of Brazil;
- › Support given to Safernet Brasil during the Safe Internet Day campaign, held every first Tuesday of February;
- › Ação Proteção [*Action Protection*] Campaign held in 30 municipalities of São Paulo State, in partnership with Fundação Telefônica;
- › Institutional short films created by Lew'Lara\ TBWA and aired by TV Globo.

Safe Internet

- › Support given to Safernet Brasil's preventive actions that distributed 2,500 educational kits and brought awareness to 1,100 educators, 1,860 students, and 200 authorities in 33 Brazilian municipalities of São Paulo, Rio de Janeiro, Ceará, Espírito Santo, Paraná, Santa Catarina, Maranhão, Bahia, Pará, and Mato Grosso do Sul states;
- › “Internet Sem Drama” [*Internet and no Drama*] Campaign held in partnership with Capricho magazine (Editora Abril) on Facebook;
- › The distribution of over 400,000 booklets “Navegar com Segurança” [*Safe Online Surfing*] for the states of São Paulo, Rio de Janeiro, Minas Gerais, Amapá, Bahia, and Santa Catarina.



ACTION

To perform. To work.
To accomplish. To take
measures. To provoke
a reaction and produce
a positive effect

HOW YOU CAN HELP

There are many ways to protect children and adolescents from sexual violence. Information is the first step to end this problem. Each one of us has an important role. Discuss the subject, disseminate high-quality information, bring awareness to your friends and denounce! Sexual violence is a major violation of children and adolescents' rights.

Be informed

To learn more about the cause, access www.childhood.org.br read about it and know how to act.

Promote the cause

You can cooperate promoting our website and our campaigns. Encourage the debate on the subject and incorporate preventive actions to fight sexual violence in your organization or company.

DENOUNCE

Human Rights Hotline – Dial 100

It works from anywhere in Brazil. The reports are forwarded to competent agencies within 24 hours. It is possible to follow the report on the website.

Access Safernet Hotline

Crimes against Human Rights committed in the internet, including child pornography and human trafficking, can be reported through www.safernet.org.br/site/denunciar. Safernet Brasil is a Brazilian reference in the fight against Human Rights violations and crimes committed in the internet.

OTHER CHANNELS

Specialized Police Squads

In many Brazilian cities, there are police squads specialized in crimes committed against children and adolescents. Look up for one near you. Check the list of specialized police squads on the website Observatório da Infância.

Police Stations

If your city doesn't have specialized police squads, go to the nearest police station to file complaints and reports.

Child Protective Councils

A government agency that enforces the rights of children and adolescent. Check the complete list of Child Protective Councils on the website Observatório da Infância.

CREAS and CRAS

At the Specialized Reference Centers for Social Welfare (Creas) and the Reference Centers for Social Welfare (Cras) you can also file reports on sexual violence against children and adolescents. Find the unities by State or Municipality on the website of the Ministry for the Social Development, www.mds.gov.br

The Federal Highway Patrol

Dial 191, when you identify cases of sexual exploitation and violence involving children and adolescents on Brazilian roads, and report.

Military Police

Dial 190 for emergencies. It is a 24 hour service.

Donate

You can also donate any amount for **Childhood Brasil's** projects.

Banking account information for donations:

Instituto WCF-Brasil

CNPJ: 03.653.644/0001-77

Banco Bradesco

Agência: 2372-8

Conta corrente: 8.764-5

Other information on the cause can also be found with the National Committee for the Fight against Sexual Violence against Children and Adolescents. Access: www.comitenacional.org.br.

INDEPENDENT AUDITOR'S REPORT

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

We have audited the accompanying financial statements of Instituto WCF - Brasil ("Institute"), which comprise the balance sheet as at December 31, 2011, and the statement of surplus, statement of changes in accumulated surplus, and statement of cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

MANAGEMENT'S RESPONSIBILITY FOR THE FINANCIAL STATEMENTS

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

AUDITOR'S RESPONSIBILITY

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

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

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

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

OPINION

In our opinion, the financial statements present fairly, in all material respects, the financial position of Instituto WCF - Brasil as at December 31, 2011, and its financial performance and its cash flows for the year then ended in accordance with accounting practices adopted in Brazil.

OTHER MATTERS

The accompanying financial statements have been translated into English for the convenience of readers outside Brazil.

São Paulo, March 14, 2012
 DELOITTE BRASIL
 Auditores Independentes Ltda.

José Roberto P. Carneiro
 Engagement Partner

INSTITUTO WCF - BRASIL

(Convenience Translation into English from the Original Previously Issued in Portuguese)

BALANCE SHEET AS AT DECEMBER 31, 2011 (IN BRAZILIAN REAIS - R\$)

ASSETS	NOTE	2011	2010
CURRENT ASSETS			
Cash and cash equivalents	3	6,610,077	5,700,704
Securities	4	984,341	1,638,410
Other receivables		13,808	61,340
Total current assets		7,608,226	7,400,454
NONCURRENT ASSETS			
Property, plant and equipment		30,964	25,732
TOTAL ASSETS		7,639,190	7,426,186
LIABILITIES AND SHAREHOLDERS' EQUITY			
CURRENT LIABILITIES			
Trade accounts payable		46,542	79,641
Payroll and related taxes		322,985	241,386
Taxes and contributions payable		14,153	13,243
Donations in advance	5	381,728	657,837
Other payables		26,507	551
Total current liabilities		791,915	992,658
SHAREHOLDERS' EQUITY			
Accumulated surplus		6,847,275	6,433,528
TOTAL LIABILITIES AND SHAREHOLDERS' EQUITY		7,639,190	7,426,186

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

INSTITUTO WCF - BRASIL

(Convenience Translation into English from the Original Previously Issued in Portuguese)

CHANGES IN ACCUMULATED SURPLUS FOR THE YEAR ENDED DECEMBER 31, 2011 (IN BRAZILIAN REAIS - R\$)

	NOTE	2011	2010
REVENUES			
Donations		4,155,591	3,138,610
Donations - 2 nd Generation Brazil		500	83,826
Concert for the Childhood		3,241,536	45,000
Donations - Audi auction		209,999	-
Donations - Travelweek auction		331,701	-
Vintage auction		-	100,000
PFV (Primun Familiae Vini) charity dinner for Childhood Brasil		-	831,160
Total revenues	6	7,939,327	4,198,596
EXPENSES			
Projects		(4,719,195)	(3,540,560)
Funds raised		(1,568,089)	(563,069)
Operating expenses		(880,813)	(598,314)
Administrative expenses		(376,820)	(313,038)
Communications		(574,349)	(294,011)
Taxes payable		(113,237)	(72,601)
Total expenses	7	(8,232,503)	(5,381,593)
FINANCIAL INCOME (EXPENSES)			
Financial income		721,992	584,529
Financial expenses		(15,069)	(3,239)
SURPLUS (DEFICIT) FOR THE YEAR		413,747	(601,707)
ACCUMULATED SURPLUS AT BEGINNING OF YEAR		6,433,528	7,035,235
ACCUMULATED SURPLUS AT END OF YEAR		6,847,275	6,433,528

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

INSTITUTO WCF - BRASIL

(Convenience Translation into English from the Original Previously Issued in Portuguese)

STATEMENTS OF CASH FLOWS FOR THE YEAR ENDED DECEMBER 31, 2011 (IN BRAZILIAN REAIS - R\$)

ATIVO	2011	2010
CASH FLOWS FROM OPERATING ACTIVITIES		
Surplus (deficit) for the year	413,747	(601,707)
Adjustments to reconcile surplus (deficit) for the year:		
Depreciation and amortization	10,380	9,578
Write-off of permanent assets	719	609
Decrease (increase) in operating assets:		
Other receivables	47,532	(44,405)
Accounts receivable	-	173,723
Increase (decrease) in operating liabilities:		
Trade accounts payable	(33,099)	25,049
Payroll and related taxes	81,599	76,846
Donations in advance	(276,109)	657,837
Other payables	25,956	551
Taxes payable	910	(4,181)
Cash provided by (used in) operating activities	271,635	293,900
CASH FLOWS FROM INVESTING ACTIVITIES		
Marketable securities	654,069	(930,590)
Purchase of property, plant and equipment	(16,331)	(5,673)
Net cash provided by (used in) investing activities	637,738	(936,263)
INCREASE (DECREASE) IN CASH AND CASH EQUIVALENTS	909,373	(642,363)
CASH AND CASH EQUIVALENTS AT BEGINNING OF YEAR	5,700,704	6,343,067
CASH AND CASH EQUIVALENTS AT END OF THE YEAR	6,610,077	5,700,704

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

INSTITUTO WCF – BRASIL

(Convenience Translation into English from the Original Previously Issued in Portuguese)

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED DECEMBER 31, 2011
FOR THE YEAR ENDED DECEMBER 31, 2011 (In Brazilian reais - R\$, cents omitted)

1. GENERAL INFORMATION

Founded on November 24, 1999, Instituto WCF - Brasil ("Institute") is a nonprofit organization, headquartered at Rua Funchal, 160 - 13º andar, Vila Olímpia - São Paulo/SP, which was created to strengthen the development of children and youth, provide services to meet the basic needs of such children and youth, and offer opportunities for the full development of their potentialities in the citizenship building process.

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

2. PRESENTATION OF FINANCIAL STATEMENTS AND SIGNIFICANT ACCOUNTING POLICIES

2.1. Declaration of conformity

The financial statements have been prepared and are presented in conformity with accounting practices adopted in Brazil, which comprise the Brazilian Corporate Law and the pronouncements, instructions and technical interpretations issued by the Accounting Pronouncements Committee (CPC), approved by the Federal Accounting Council (CFC), specifically NBC-T 10.19, as approved by CFC Resolution 877, of April 18, 2000, and NBC-T 19.4, as approved by CFC Resolution 1305, of November 25, 2010, applicable to nonprofit entities.

2.2. Basis of preparation

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

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

a) Assets and liabilities

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

b) Donations and contributions

Donations and contributions to sponsor programs and projects, as well as financial income from funds invested before their allocation to the project, have been invested in compliance with the bylaws. Voluntary donations and contributions without specific destination are recorded under 'Revenues from donations' and expenses are recognized on the accrual basis. Special-purpose donations are described in item (g) below.

c) Cash and cash equivalents

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

d) Securities

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

e) Property, plant and equipment

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

f) Accrued vacation and related taxes

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

g) Donations received in advance

Donations received in advance comprise amounts given in advance to sponsor programs and projects, which are invested in accordance with the bylaws, and

are recorded in income (loss) for the year, according to the schedule of each investment.

h) Expenses

Expenses are recorded on the accrual basis, as incurred.

i) Use of estimates

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

3. CASH AND CASH EQUIVALENTS

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

	12.31.2011	12.31.2010
Cash and banks	1,690,529	147,359
Banks - projects (*)	328,224	155,036
	2,018,753	302,395
Short-term investments	4,313,667	3,653,025
Short-term investments - projects (*)	277,657	1,745,284
	4,591,324	5,398,309
TOTAL	6,610,077	5,700,704

(*) As at December 31, 2011, funds exclusively allocated to projects "Laços de Proteção Petrobras - PE", "Inclusão de Jovens II", "CEPARVS, PLAN" and "Programa Grandes Obras".

Short-term investments are broken down as follows:

	12.31.2011	12.31.2010
Bank Certificates of Deposit (CDB) (a)	159,732	52,909
Fixed-income investment fund (a)	740,579	1,686,711
Repurchase agreements (b)	3,691,013	3,658,689
TOTAL	4,591,324	5,398,309

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

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

(b) Repurchase commitments refer to the sale of a security entailing the future commitment of the vendor (Bank) to repurchase it and resell it in the future with

yield rates varying from 100% to 101.8% of the CDI.

4. SECURITIES

Represented by CDBs yielding interest based on the CDI. In 2011 the rates ranged from 99% to 102% of CDI.

5. DONATIONS RECEIVED IN ADVANCE

Donations received in advance are made to sponsor projects whose revenues are recorded according to the schedule of each investment. Donations received in advance are broken down as follows:

DONORS AND PROJECTS	12.31.2011	12.31.2010
Alcoa - Project Juruti	63,387	157,459
Fundação Telefônica	-	20,735
Jaboatão City Hall - Projeto Inclusão de Jovens II	15,687	-
Santo Agostinho City Hall - Projeto Inclusão de Jovens II	7,027	-
Ministry of Tourism - Project Inclusão de Jovens II	-	350,884
Plan Internacional Brasil - Project to Prevent Children and Adolescent from Sexual Exploitation	258,982	21,555
CEDCA - PE - Project Laços de Proteção	27,542	107,204
Project CEPARVS	9,103	-
TOTAL	381,728	657,837

6. REVENUES FROM DONATIONS

DONORS AND PROJECTS		12.31.2011	12.31.2010
Alcoa - Project Juruti	(a)	94,073	62,761
Anserve Comércio de Bebidas e Alimentos Ltda. - Atlantida Association		12,074	6,935
Banco Bankpar		-	5,709
Betel Empreendimentos Imobiliários S.A.		50,000	-
Biomedical Distribuidor Mercosur		2,500	-
Braskem S.A.		15,000	-
Bravo Serviços Logísticos Ltda.		12,730	-
Camargo Corrêa Cimentos		-	17,500
Celi Empreendimentos Hoteleiros		8,699	-
Célia Procópio de Araújo Carvalho		10,858	-
Centrais Elétricas de Santa Catarina S.A.		13,200	-
Ceva Logistics Ltda.		310	7,310
Cip Stora Enso Brasil Ltda.		-	10,000
Concessionária Rota das Bandeiras S.A.		1,040	-
Construções e Comércio Camargo Corrêa S.A.	(b)	58,740	-
Consulate General of Sweden		-	100,000
CPFL Energia S.A.		13,200	15,000
Dow Brasil		-	7,260
Duratex S.A.		13,022	-
Erling Sven Lorentzen		-	40,000
CEDCA - PE - Project Laços de Proteção	(c)	79,661	142,779
CEDCA - PE - Project CEPARVS	(d)	119,390	-
Fibra Celulose		25,000	-
Fundação Telefônica	(e)	67,931	87,927
Gafor Ltda.		2,300	-
Gerdau Aços Longos S.A.	(f)	276,439	203,050
GPS Logística e Gerenciamento de Riscos Ltda.		1,250	15,000
Carlson Group - Atlantida Association		33,800	-
Novare-Suécia Group - Via World Childhood Foundation USA		8,673	-
HM Engenharia		5,300	-
Ingresso Rap. Promoções Eventos (sponsored by Deca/Duratex)		-	93,962
Instituto Abad para o Conhecimento		14,350	-
Instituto Arcor Brasil	(g)	83,200	86,934
Brazilian Institute of Corporate Governance		6,201	-
Instituto Camargo Corrêa	(h)	60,380	-

DONORS AND PROJECTS	12.31.2011	12.31.2010
Instituto Julio Simões	12,280	10,170
Instituto Sócio Ambiental Invepar	5,000	5,000
Instituto WalMart	36,864	-
Intercement Brasil S.A.	250	-
Jean Claudio Feder	2,780	-
Julio Simões	-	6,000
Kelly Gage	8,399	8,362
Latin America Ind. Com. Veículos	-	20,000
Luft Transportes Rodoviários Ltda.	1,750	9,660
Man Latin America	20,000	-
Mesquita S.A. Transportes e Serviços	10,890	8,130
Miguel Torres Foundation	232,950	-
Ministry of Tourism - Project Inclusão de Jovens I	-	25,402
Ministry of Tourism - Project Inclusão de Jovens II	(i) 350,884	134,151
Jaboatão Municipal Government - Project Inclusão de Jovens II	(j) 42,613	-
Santo Agostinho Municipal Government - Project Inclusão de Jovens II (j)	(i) 52,373	-
Monica Feder Mrozek	2,410	-
Olga Stankevicius Colpo	12,000	11,000
Parceria Aldan Assessoria e Participações Ltda.	28,627	36,599
Parceria Atlantica Hotels International (Brasil) Ltda.	547,842	575,462
Participações Morro Vermelho S.A.	10,000	-
Participações Morro Vermelho S.A. - Grandes Obras Program	750,000	-
Patrus Transportes Urgentes Ltda.	14,050	-
Plan Internacional Brasil	(k) 346,633	34,706
Human Rights Special Department - Special Testimony	-	35,380
Prospecta Imobiliária Ltda.	-	50,000
Rubens do Amaral Junior	5,000	-
Santos Brasil Participações S.A.	2,250	-
Save The Children Fund Registered	3,222	-
TNT Mercúrio Cargas e Encomendas Express S.A.	1,360	8,078
Torneio Help Bem Embrase de Golfe	-	24,680
Transporte Luft Ltda.	4,931	5,180
Transportes Toniato Ltda.	3,020	-
Treelog S.A. Logística e Distribuidora	7,640	-
Tom Maior Espetáculos e Eventos Ltda. (sponsored by Duratex)	(l) 51,999	-
Veracel Celulose S.A.	-	16,000
Victor Malzoni Junior	-	200,000

DONORS AND PROJECTS	12.31.2011	12.31.2010
Vopak Brasil S.A.	18,920	-
Votorantim Cimentos S.A.	-	375,000
Votorantim Industrial S.A.	350,000	-
World Childhood Foundation - Germany	-	268,773
World Childhood Foundation - Sweden	2,048	265,244
Sundry	127,285	103,506
TOTAL	4,155,591	3,138,610
Event - 2 nd Generation Brazil		
Maurício Monteiro	-	20,714
Silvia Furmanovich	-	63,112
Sales of second generation jewels	500	-
TOTAL	500	83,826
Concert for the Childhood	(m)	
Alcoa Alumínio S.A.	1,200	-
Aluizio Rebello de Araujo	1,000	-
Ana Luisa Capanema	800	-
Anira Verdi	1,600	-
Antonio Carlos Borges	800	-
Arminio Fraga Neto	4,000	-
Arthur José de Abreu Pereira	800	-
Banco do Brasil S.A.	250,000	-
Banco Votorantim S.A.	100,000	-
Bank of America Merrill Lynch	50,000	-
Bascam Faria Lima Spe S.A.	500,000	-
Brasif S.A. Adm. e Participação	3,000	-
BTG Pactual Asset Management	100,000	-
Célia Procopio de Araujo Carvalho	4,000	-
Concessionária Rodovia Presidente Dutra S.A.	100,000	-
Concessionária S. Anhanguera Bandeirantes S.A.	100,000	-
Construções e Comércio Camargo Corrêa S.A.	192,000	-
Construtora Queiroz Galvão S.A.	200,000	-
CPFL Energia S.A.	100,000	-
Daniel André Sauer	800	-
Dora Silvia Zarzur	1,000	-
Drewes Partners Corretora de Seguros Ltda.	1,000	-
Dueto Produções e Publicidade Ltda.	6,911	-
Eduardo Alfredo Levy Jr.	1,000	-

DONORS AND PROJECTS	12.31.2011	12.31.2010
Eduardo Eugênio Gouvêa Vieira	800	-
Embraer S.A.	35,000	-
Frederico Johannpeter	3,000	-
Fundação Filantrópica Vicky e Joseph Safra S.A.	25,000	-
Heitor Peixoto de Castro Palhares	500	-
Instituto HSBC Bank B.S.B. Multip.	500,000	-
José Roberto Marinho	2,000	-
GK Administração B.S. Ltda.	4,000	-
Marcelo Setubal Carramaschi	800	-
Maria Alice Setúbal	800	-
Maria Helena Moraes	10,000	-
Maria S. S. Geyer	800	-
Michel Rafael Jafet	2,000	-
One Brasil Participação	1,200	-
Britto Central Inc. - Doação Romero Britto	15,760	-
Participações Morro Vermelho S.A.	500,000	-
Paulo Carlos de Brito	800	-
Paulo Niemeyer Filho	1,000	-
Paulo Setubal Neto	50,000	-
Rosana Camargo de Arruda Botelho	-	45,000
Rosely Goldenberg Bratke	800	-
São Paulo Alpargatas S.A.	350,000	-
Silvio Tini Araújo	1,600	-
Tanit Galdeano	400	-
Tereza Cristina Ralsten	10,000	-
Thomas Reichenhein	800	-
Tito Enrique da Silva	800	-
Viviane Lee Velloso Hentsch	700	-
Walter Luiz Teixeira	2,000	-
Sundry	1,065	-
TOTAL	3,241,536	45,000
Vehicle auction - Audi (n)		
Audi Brasil Distribuidora de Veículos Ltda.	69,460	-
Bascam Faria Lima Spe S.A.	71,968	-
Conquista Imobiliária Ltda. - Donation - Fernando de Arruda Botelho	28,031	-
Empresa Brasileira de Serviços Gerais Ltda.	40,540	-
TOTAL	209,999	-

DONORS AND PROJECTS	12.31.2011	12.31.2010
Travelweek auction (o)		
Ana Carolina Salles Leite	12,000	-
Ana Maria Pereira de Queiroz Drummond Gonçalves	13,000	-
Ana Tereza Bardella Delneri	15,000	-
Antonio Carlos Viegas Filho	8,500	-
Denise Hajjar	9,000	-
Fabiana C. Sonder	6,500	-
Fernando Augusto Camargo de Arruda Botelho	8,001	-
Graziela Pamplona	4,200	-
Graziella Beltrão	11,100	-
Juliana Campos de Pagani	7,800	-
Julio Cesar de Placido Me	9,500	-
Laly Ortiz Mansur	6,000	-
Marcelo Marques De Paiva	9,600	-
Maria Candida Z. Mendes Pereira	21,500	-
Maria Sylvia A.L. Levy	12,000	-
Paulo Renato Ferreira Velloso	14,000	-
Renata de Camargo Nascimento	61,500	-
Rosana Camargo de Arruda Botelho	44,000	-
Stella Villares Guimarães	18,500	-
Votorantim Finanças S.A.	40,000	-
TOTAL	331,701	-
Vintage auction - Fund. Filantrópica Vicky e Joseph Safra	-	100,000
TOTAL	-	100,000
Charity dinner on behalf of Childhood Brasil		
Agro Pecuária Inshalla Ltda.	-	20,000
Alain Juan Pablo Belda	-	5,000
Arcor do Brasil Ltda.	-	5,000
Alfredo Agydio Arruda	-	5,000
Aluizio Rebello de Araujo	-	10,000
Ana Maria Levy V. Igel	-	5,000
André Victor Neuding	-	7,500
Arthur José de Abreu Pereira	-	20,000
Atlântica Hotels International	-	5,000
Banco BTG Pactual S.A.	-	20,000
Carlos Alberto Mansur	-	20,000
Carlos Pires Oliveira Dias	-	25,000

DONORS AND PROJECTS	12.31.2011	12.31.2010
Cartier do Brasil Ltda.	-	20,000
Célio Pinto de Almeida	-	5,000
Companhia Siderúrgica Nacional	-	5,000
Dora S. Zarzur	-	5,000
Drogasil S.A.	-	20,000
Eduardo Alfredo Levy Jr.	-	5,000
Fábio de Campos Lilla	-	5,000
Fábio Carramaschi	-	5,000
Geraldo José Carbone	-	5,000
Guilherme Moreira Rodrigues	-	5,000
Grupo Gerdau Empreendimentos Ltda.	-	10,000
JHSF Participações S.A.	-	40,000
João Amorim de Souza	-	5,000
João Rossi Cuppoloni	-	5,000
Léo Krakowiak	-	5,000
Lírio Albino Parisotto	-	5,000
Luiz de Alencar Lara	-	5,000
Maurilio Biagi Filho	-	7,500
Meyer Joseph Nigro	-	5,000
Milu Villela	-	5,000
Nelson Kasinski	-	7,500
Olavo Egydio Setúbal Jr.	-	5,000
One Brasil	-	20,000
Participações Morro Vermelho S.A.	-	55,000
Paulo Carlos de Brito	-	5,000
Paulo Setúbal	-	5,000
Renata de Camargo Nascimento	-	195,000
Ricardo Augusto Leite Julião	-	5,000
Rodobens Corporativa S.A.	-	5,000
Roberto Egydio Setúbal	-	10,000
Rodrigo Linne Neto	-	5,000
Rosana Camargo de Arruda Botelho	-	60,000
Ruy Villela Moraes Abreu	-	5,000
Ruy de Mello and Antonio Viana	-	10,000
Teresa Cristina Ralston	-	7,500
Tito Enrique Silva	-	25,000
Vinícula Pericó Ltda.	-	5,000

DONORS AND PROJECTS	12.31.2011	12.31.2010
Votorantim Finanças S.A.	-	20,000
Walter Luiz Teixeira	-	5,000
Sundry	-	56,160
	-	831,160
TOTAL	7,939,327	4,198,596

Unaudited additional information on funds donated to projects

(a) Project Tecendo a Rede in Juruti, PA. Continuation of the actions to execute the Municipal Plan to Fight Against Sexual Exploitation by educating the local police officers' network, design and launch the campaign and empowerment of the companies contracted by ALCOA.

(b) Grandes Obras pela Infância program, a partnership between Childhood Brasil, Construções e Comércio Camargo Corrêa and Instituto Camargo Corrêa. Project to educate and raise the awareness of the employees of nine construction works performed by the construction company.

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

(d) Implementation of CEPARVS (Center for the Study, Research and Assistance to Sexual Exploitation) which conducts researches and provides therapeutic care to children, teenagers, families and aggressors.

(e) Project Ação e Proteção in a partnership with Fundação Telefônica. Qualification of professionals directly working at the Children and Adolescents' Rights Guarantee System. On August 1, 2011, the technical cooperation agreement was settled and terminated.

(f) Donations to Na Mão Certa program, support to the performance of the program's actions and qualification of multiplying agents and focal points.

(g) Support to Na Mão Certa program, focusing on actions such as the Entrepreneurial Meeting and Communication.

(h) Grandes Obras pela Infância program, a partnership between Childhood Brasil, Construções e Comércio Camargo Corrêa and Instituto Camargo Corrêa. Support to the project conducted by Cedeca Maria dos Anjos in Rondônia.

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

(j) Contributions made by the municipal government to finance transportation and meals for the young people participating in the project.

(k) Partnership between Childhood Brasil and Plan Brasil, which includes tourism, the community, schools and the protection system (SGD) to prevent and assist directly sexual exploitation against children and adolescents.

(l) Net income from the João Carlos Martins Charity Concert and young Brazilian performers. Sponsored by Deca/Duratex, on November 20, 2010, in São Paulo.

(m) Concert held on May 17, 2011 at the Municipal Theater of Rio de Janeiro, with some of Brazil's top music artists, to provide awareness of the need to protect children against sexual exploitation and raise funds for the Childhood Brasil projects and programs.

(n) Auction of two Audi A1 vehicles on behalf of Childhood Brasil, held on December 13, 2011 at “Museu da Casa Brasileira” - SP. Event held by Brookfield Incorporações, Audi do Brasil and Grupo Victor Malzoni to provide awareness of the children sexual exploitation issue and raise funds for the Childhood

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

The Institute’s income statement is presented based on a classification of expenses, according to each item’s

Brasil projects and programs.

(o) Auction, carried out by Travelweek, held on April 9, 2011 at “Pavilhão da Bienal”, in São Paulo, SP, during the opening dinner party of the 1st Travel-week Edition focused on high-end travel and lodging packages.

function. The information on the nature of these expenses recognized in the income statement is as follows:

	12.31.2011	12.31.2010
Services provided by legal entities	(4,333,824)	(2,737,448)
Donations to projects (see Note 8)	(911,479)	(915,108)
Personnel expenses	(1,301,914)	(815,417)
Travel and lodging	(411,593)	(200,706)
Advertising and publicity	(258,498)	(162,257)
Rentals and common area management fees	(163,611)	(124,904)
Fees and contributions	(111,938)	(74,235)
Services provided by individuals	(34,649)	(37,329)
Courses and training	(208,349)	(1,440)
Depreciation and amortization	(10,380)	(9,578)
Other	(486,268)	(303,171)
TOTAL	(8,232,503)	(5,381,593)

8. DONATIONS TO PROJECTS

BENEFICIARY		12.31.2011	12.31.2010
Aldeia do Futuro		-	120
Agência de Notícias dos Direitos da Infância - ANDI	(a)	150,320	258,992
Associação Beneficente Santa Fé	(b)	92,000	99,991
Associação Brasileira de Magistrados e Promotores de Justiça e Defensores Públicos da Infância e da Juventude - ABMP	(c)	169,750	100,000
Associação Brasileira Terra dos Homens	(d)	142,334	-
Associação Casa das Artes de Educação e Cultura	(e)	81,660	-
Associação Comunitária Monte Azul		-	240
Associação das Mulheres de Nazaré da Mata		-	320
Associação das Mulheres de Nazaré da Mata - AMUNAM		-	82,566
Associação de Formação e Reeducação Lua Nova	(f)	17,719	85,425
Associação Pró Museu Nacional de Belas Artes	(g)	8,000	-
Casa da Passagem		-	320
Casa Renascer		-	320
Belém Amazônia Artistic and Cultural Center		-	82,566
Centro Camará de Pesquisa e Apoio à Infância e Adolescência	(h)	17,000	-
Centro de Defesa da Criança e do Adolescente Maria dos Anjos - CDCA/RO	(i)	72,696	54,488
Centro de Mulheres do Cabo		-	320
Coletivo Mulher Vida		-	320
Colmeia - Instituição a Serviço da Juventude		-	609
Fundação Roberto Marinho		-	99,031
Instituto Brasileiro de Estudos, Pesquisas e Formação para a Inovação Social - IBEPIS		-	22,000
Instituto Realice		-	300
Movimento República de Emaús		-	320
Oficina Escola de Lutheria da Amazônia		-	260
SaferNet Brasil - Protegendo os Direitos Humanos na Sociedade da Informação	(j)	160,000	-
Sociedade Brasileira de Defesa da Criança e do Adolescente - Fórum Nacional DCA		-	26,600
Total		911,479	915,108

Unaudited additional information on funds donated to projects

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

(b) Donation to purchase furniture to the new house that will be the home for the young mothers of Abrigo Vovó Ilza, turning the main house into a model home to the mothers and their children.

(c) Continuity of the partnership with ABMP. Donation to implement and disclose systemic operating flows of sexual exploitation against children and adolescents in the Internet and sexual rights of children and adolescents developed under the project.

(d) Donation to purchase the headquarters of Programa Raízes Locais, an integrated action developed at the community of Mangueirinha, municipality of Duque de Caxias and Baixada Fluminense, RJ.

(e) Donation for the systematization, editing and disclosure of the educational process of the Human Rights Group (Núcleo de Direitos Humanos) at the organization by preparing a document that will be available online.

(f) Donation made by the Carlson Group in January 2011 to support Project Luzes da Autonomia, which is engaged in providing physical structure to income-generating groups.

(g) Donation made by Childhood Brasil to Museu Nacional de Belas Artes of Rio de Janeiro, RJ, which offered its great hall to the cocktail reception to the sponsors of “Espetáculo Infância Livre”, held on May 17, 2011 in Rio de Janeiro, on behalf of Childhood Brasil.

(h) Childhood Brazil donation made viable by the Carlson Group in January 2011 to support Gestão Institucional do Centro Camará de Pesquisa e Apoio à Infância e Adolescência.

(i) Donation of the second and last installment supporting Project Tecendo Redes, whose objective is to strengthen the society to face sexual exploitation against children and adolescents in Jaci-Paraná, in the city of Porto Velho, RO.

(j) Donation made to consolidate researches, technologies, educational methodologies, qualification of multiplying agents and awareness materials that enhance security during internet navigation, especially releases to combat child pornography.

9. TAX IMMUNITY

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

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

10. FINANCIAL INSTRUMENTS

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

Interest rate risk

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

	12.31.2011	12.31.2010
Assets-		
CDI	5,575,665	7,036,719

The Institute’s financial instruments are classified as follows:

	Carrying amount and fair value	
	12.31.2011	12.31.2010
Financial assets:		
Held for trading-		
Securities	5,575,665	7,036,719
Loans and receivables-		
Cash and cash equivalents	2,018,753	302,395
Financial liabilities-		
Other liabilities-		
Trade accounts payable	46,542	79,641

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

Credit risk management

Credit risk refers to the risk of a counterparty not complying with its contract obligations, which would result in financial losses for the Institute. To mitigate this risk, the Institute adopted the policy to trade its funds and financial instruments only with counterparties represented by banks highly rated by international credit rating agencies.

Liquidity risks

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

11. EMPLOYEE BENEFITS

Other benefits are granted to employees, such as healthcare, meal tickets and transportation allowance. As at December 31, 2011, these benefits total R\$85,839 (R\$54,519 as at December 31, 2010), recorded in line item ‘Personnel expenses’.

12. AUTHORIZATION FOR COMPLETION OF FINANCIAL STATEMENTS

At the meeting held on March 14, 2012, the Board of Directors authorized the issuance of these financial statements, which comprise events subsequent to December 31, 2011, and approved them for disclosure.

PARTNER ORGANIZATIONS (companies and institutions that donate financial resources)



OPERATIONAL PARTNERS (companies and institutions that donate goods and services)



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



PARTNERS

INFÂNCIA LIVRE [CHILDHOOD FREE] CONCERT

Sponsors



Bank of America Merrill Lynch | Embraer | Banco Safra

Partners



Institutional Support

Ministério da Cultura | Lei de Incentivo à Cultura | Rio Solidário | Governo do Rio de Janeiro | Secretaria da Cultura

AUDI BROOKFIELD AUCTION

Sponsors



Tuca Reinés | Imprimax | Urban Summer Digital Creative | Aloisio Cravo | Dui Restaurante
Decanter | Inside Eventos | Isabela Raposeiras Coffee Lab | Dayse Gasparian

THIRD-PARTY EVENTS WITH DONATIONS FOR CHILDHOOD BRASIL

2011

Travelweek São Paulo

5th Edition of Vozes Pela Infância [Voices for Childhood] – Brazilian Popular Music show Deca/Duratex

2010

PFV dinner for the benefit of Childhood Brasil

6th Golf Tournament Help BEM Golden Cross

4th Edition of Vozes Pela Infância [Voices for Childhood] – Brazilian Popular Music show Deca/Duratex

Cartier Love Day

CHILDHOOD

PELA PROTEÇÃO DA INFÂNCIA
www.childhood.org.br

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Paulo Setúbal Neto | Duratex

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Intern | Anne Beatrice Moraes Drewes

Childhood Brasil (Instituto WCF-Brasil)

Rua Pequetita, 215 - 5º andar

Vila Olímpia

04552-060 - S. Paulo - SP

www.childhood.org.br

childhood@childhood.org.br

Responsible Agency | **tv1conteúdo**

General Direction | Sergio Motta Mello

Planning Director | Selma Santa Cruz

Content Director | Ernesto Bernardes -

Mtb 53.977-SP

Planning | Ana Lucia Araujo

Clients and Projects Manager | Carolina Longo

Clients Manager | Marcella Moreira Ori

Editing | Fabiana Lopes Misseroni

Text | Udo Simons

Proofreading | Diogo Kaupatez e Fernando Rovéri

Art Direction | Renato Leal

Art Editing | Thais Bellini

Layout | Luiz Felipe Gualtieri Monteiro

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