

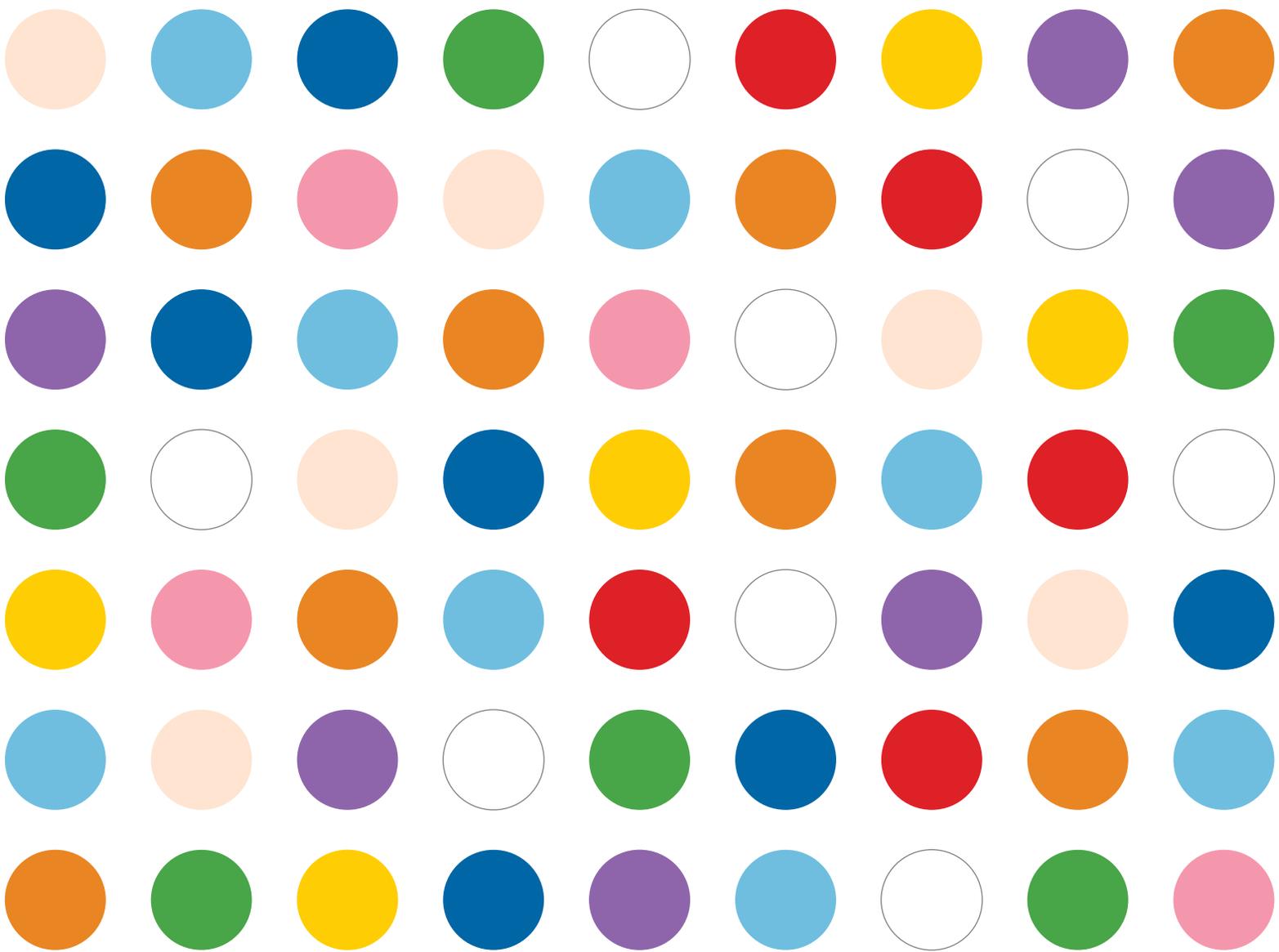


CHILDHOOD

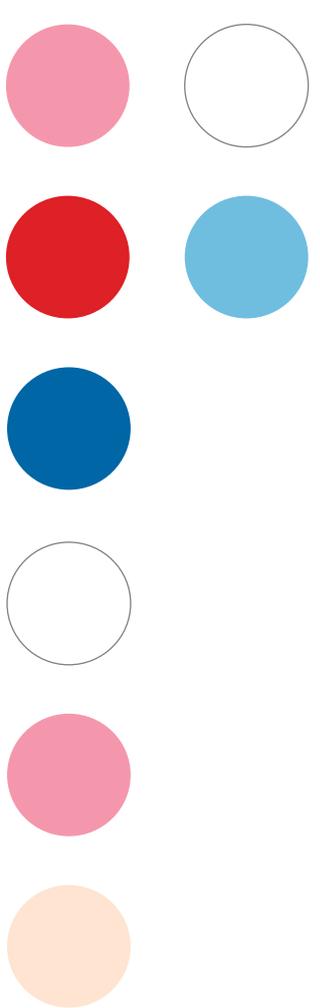
WORLD CHILDHOOD FOUNDATION

FOUNDED BY H.M. QUEEN SILVIA OF SWEDEN

2013 ANNUAL REPORT



- 2** MESSAGE
- 8** OUR CAUSE
- 10** OVERVIEW
- 14** ON THE RIGHT TRACK PROGRAM
- 16** MAJOR INFRASTRUCTURE PROJECTS PROGRAM
- 18** SUPPORT TO COMMUNITY-BASED ORGANIZATIONS
- 20** TOURISM PROGRAM
- 22** NETWORK FOR PROTECTION PROGRAM
- 24** COMMUNICATION PROGRAM
- 26** SPECIAL PROJECT FOR MAJOR SPORTS EVENTS AND CHILDHOOD PROTECTION
- 28** MOBILIZATION OF RESOURCES
- 30** FINANCIAL STATEMENTS



Message from H.M.
Queen Silvia of Sweden





H.M. Queen
Silvia of Sweden

Divulgação

“Every child has the right to be a child! We must listen to them carefully and show that as adults, we are there to support them and to resolve the issues they confront us with”

PROGRESS AND ACHIEVEMENTS

The development of national guidelines and public policies help involve the private sector and the general public in the fight for children's rights



Rosana Camargo de Arruda Botelho
Chairperson of the board,
Childhood Brasil

In recent decades Brazil has made significant progress in fighting sexual violence against children and adolescents. The 1988 Constitution established the principles of the comprehensive protection of children's rights as a priority. The following year we were the first country to establish a legal framework – the Statute of Children and Adolescents – which was aligned with the United Nations Convention on the Rights of the Child. In 2000 we saw the introduction of the National Plan to Combat Sexual Violence against Children and Adolescents, which offers guidelines for us to develop public policy, create methodologies, and invest in protecting our nation's young people.

Another breakthrough in childhood protection occurred in 2013, after various government officials and civil society representatives joined forces to review Brazil's National Plan. The document they produced was presented to the general public by the National Council for the Rights of Children and Adolescents (Conanda) on May 18, the National Day to Fight the Sexual Abuse and Exploitation of Children and Adolescents.

Structured across six strategic areas, the Plan now allows wider and more effective mobilization around issues that have been the primary focus of **Childhood Brasil** for a number of years. One example is that the review process highlighted the need to promote safe access for children and adolescents to new communication and information technologies. The education of parents and guardians, as well as equipping and training advocacy institutions in order to prevent and fight against the occurrence of sexual violence on the internet, is now gaining momentum nationwide.

Another example of progress is the prioritization of the comprehensive protection of children and adolescents within policies for sustainable economic development, including protection clauses in national and international trade agreements. In this context, the infrastructure investments made in Brazil should consider the potential negative impacts and risks for children. This guideline is

“The education of parents and guardians, as well as equipping and training advocacy institutions in order to prevent and fight against the occurrence of sexual violence on the internet, is now gaining momentum nationwide”



expressed in the National Plan and is an achievement that reinforces and legitimizes practical initiatives such as the Major Infrastructure Projects Program, which in 2013 consolidated and disseminated guidelines that companies can use as good practices benchmarks to be adopted when planning these projects. Other initiatives such as the On the Right Track and Tourism Programs will also meet this strategic objective.

Among other developments, the Plan calls for the nationwide execution of various practical actions such as implementing integrated assistance to children and adolescents who face sexual abuse or exploitation, and also to the families affected by sexual violence. While this is a pressing issue for Brazil, reaching this ambitious goal will require substantial joint efforts.

Happily, the willingness of government institutions to develop this proposal is being demonstrated by the engagement of the National Council of Justice, which is helping us install a growing number of Special Deposition rooms around the country. Additionally, its personnel are being trained to handle the children and adolescents in a more suitable and sensitive manner. Over the past year we structured and delivered the first distance learning course on this topic for 250 professionals, thereby creating a methodology which can be replicated across Brazil.

Clearly, fighting this problem in Brazil and around the world will require all of us to keep working together. We are proud that **Childhood Brasil** has taken a lead role to fight for childhood protection, as have the various organizations with which we have established lasting partnerships. With the continuation of these initiatives and by working as a team, I'm sure we can bring even greater visibility to the cause and place it effectively on the agenda of sustainable development in Brazil.

To all who are engaged with helping to safeguard a childhood free from the sexual exploitation and abuse of children and adolescents, please accept our sincerest thanks.

“Over the past year we structured and delivered the first distance learning course on this topic for 250 professionals, thereby creating a methodology which can be replicated across Brazil”

NEW PERSPECTIVES

By strengthening its strategic positioning, **Childhood Brasil** is gaining ground in the protection of children's rights and the fight against sexual violence

Marina Malheiros



Ana Maria Drummond
Executive Director,
Childhood Brasil

Thanks to the consolidation of its intersectoral mobilization initiatives to protect children and adolescents, 2013 was a very successful year for **Childhood Brasil**. We achieved significant results in our efforts to promote the engagement of the business sector, government, and civil society. At the same time, after undertaking an internal pro bono evaluation with the consulting firm Bain & Company, we adopted a new strategy for the financial sustainability of our programs.

One of the most important advances we achieved during the year was the structuring of a distance training course for professionals in the judiciary, in order for them to take depositions, in a protected setting, from children and adolescents who are victims of, or witnesses to, sexual violence. In 2013, 250 professionals were trained in the first edition of the course in Brazil. This initiative is being conducted in partnership with the National Council of Justice, which will continue to train its professionals in the coming years.

We still have a long way to go in order to ensure the comprehensive protection of children and adolescents in Brazil, and initiatives such as those related to the Special Deposition project must operate in a broader context. Accordingly, another milestone was reached, in partnership with Fundação Getúlio Vargas, with the launch of our Corporate Guidelines for the Comprehensive Protection of Children and Adolescents regarding major infrastructure projects.

Through the exchange of experiences and best practices, the Corporate Guidelines initiative has the potential to engage with the companies, investors and financing banks involved in Brazil's major infrastructure projects, as well as the government agencies responsible for issuing the necessary licenses. We took the

“One of the most important advances we achieved during the year was the structuring of a distance training course for professionals in the judiciary, in order for them to take depositions in a protected setting from children and adolescents who are victims of, or witnesses to, sexual violence”



first step in 2013, but now have the challenge of making the protection of children and adolescents in the places where the companies are working to become one of the most important impact factors to be considered for these key investments.

A considerable amount of our efforts was directed to fight sexual violence during the 2014 world soccer tournament, an event that increased the flow of tourists into Brazil and the risk of violating children's rights. The innovative nature of our Major Sports Events and Childhood Protection Project led to a partnership between government agencies, civil society, and the private sector in order to form an integrated child protection network.

I also wish to highlight the success of the Convergence Agenda, which is a project spearheaded by the Secretariat for Human Rights. It was initially tested during the Confederations Cup, and then subsequently improved for the world soccer tournament. For the first time, public institutions and civil society organizations met to plan strategies and join forces in order to comprehensively protect children and adolescents during events which significantly increase the inflow of tourists to Brazil. This collective effort toward a common goal allowed us to set up structures in the host cities which could provide every type of assistance, including situations related to sexual violence.

The drive to implement public policies that defend our children, and to work together with companies and civil society to strengthen their actions to fight against sexual violence, is not just a belief but a cornerstone of **Childhood Brasil's** activities. We wish to thank all of the organization's partners for helping us achieve so many milestones on this journey.

“The innovative nature of our Major Sports Events and Childhood Protection Project led to a partnership between government agencies, civil society, and the private sector in order to form an integrated child protection network”

OUR CAUSE

The work of **Childhood Brasil** in the protection of children and adolescents from sexual exploitation and abuse



Childhood Brasil is a Civil Society Organization (CSO) of Public Interest and an Entity for the Promotion of Human Rights. It fights for a childhood free from sexual exploitation and abuse in Brazil. It is part of the World Childhood Foundation, an institution created in 1999 by Her Majesty Queen Silvia of Sweden in order to protect the right to a safe childhood worldwide.

In Brazil in 2013 we oversaw the development of six programs, plus one special project which is designed to spread knowledge and influence public policies to prevent and avoid sexual violence against children and adolescents.

Sexual Violence

Occurs when there is abuse of power over children and adolescents in order to induce or force them into sexual acts. This violation of their rights directly interferes with their full and healthy development.

- Is imposed by physical force, threat, or manipulation.
- Can happen inside or outside the family.

Sexual Abuse

- Does not involve money or payment of any sort.
- Occurs when a child or adolescent is used for sexual gratification by an adult.

Sexual Exploitation

- Involves a commercial relationship in which sex is the result of an exchange of financial favors or gifts.
- Occurs when children or adolescents are treated as sex objects or as tradable goods.
- Can be related to criminal networks.

MISSION

Promote and defend the rights of children and adolescents by developing and supporting programs designed to preserve their physical, psychological and moral integrity, and which focus on the issue of sexual violence.

VISION

Be recognized for the importance, merit and impact of our actions, and for fighting to defend children and adolescents whose dignity and integrity are threatened and violated.

VALUES

Ethics, transparency and integrity
 Citizenship
 Social Responsibility
 Quality and a commitment to results
 Multiplication of knowledge and experience
 Commitment to the community

Our cause in numbers



124,000

In 2013 the Human Rights Hotline received 124,000 reports of violations of child and adolescent rights. About 26% of these reports were related to sexual violence



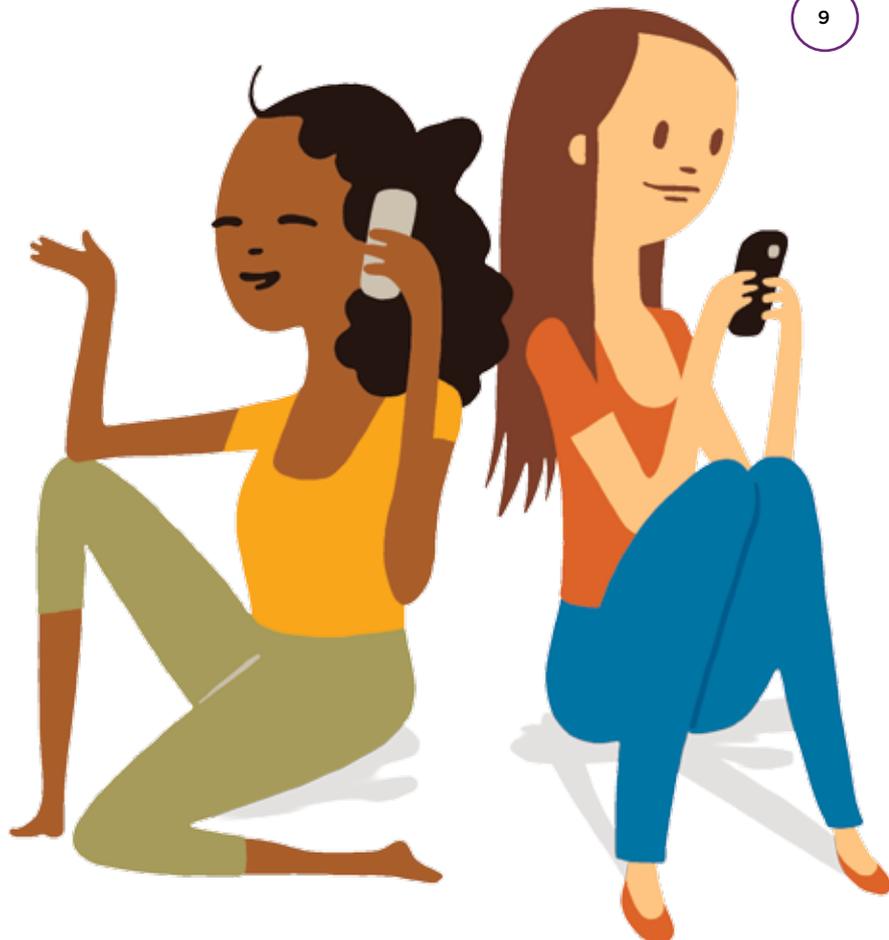
1,776 locations

Brazil's Federal Highway Patrol identified 1,776 locations on the country's highways which are susceptible to the sexual exploitation of children and adolescents. Of this total, 38.9% are considered high risk locations



33%

of the reports received in 2013 by SaferNet Brasil (National Centre for Reporting Cybercrime) related to child pornography. This was the most common crime reported through the channel, and occurrences increased 8.16% from 2012



OVERVIEW

Six programs were developed: On the Right Track Program, Support to Community-based Organizations, Tourism, Network for Protection, Major Infrastructure Projects and Commercial Sexual Exploitation, Communication; plus a special project for Major Sports Events and Childhood Protection

ON THE RIGHT TRACK PROGRAM



1,465 signatory companies

at the end of 2013. In the past year alone, 162 new companies and business organizations signed on to the Pact



120 professionals from 66 signatory companies attended our VII Corporate Meeting



Seven regional workshops involving 230 participants were conducted in order to strengthen the role of the pact-signatory companies in the Program

SUPPORT TO COMMUNITY-BASED ORGANIZATIONS



15 civil society organizations supported in 2013



Issued a public notice to support mobilization and communication projects led by young people to fight sexual violence against children and adolescents in the context of the 2014 world soccer tournament

MAJOR INFRASTRUCTURE PROJECTS AND COMMERCIAL SEXUAL EXPLOITATION PROGRAM



Three workshops and one field visit were conducted to support the development of the Corporate Guidelines for the Comprehensive Protection of Children and Adolescents linked to large-scale infrastructure projects



200 company professionals took part in the launch event for the Corporate Guidelines, which was held in São Paulo and attended by H.M. Queen Silvia of Sweden

INSTITUTIONAL COMMUNICATION



52 candidates

and six winners of the Tim Lopes Investigative Journalism Award, held in partnership with the Childhood Rights News Agency (ANDI)



1,610 "Share" clicks

and 100,000 views of the Safer Internet Day campaign Facebook page over a ten-day period

TOURISM PROGRAM



4,800

professionals from Atlantica Hotels and Grupo Aldan were educated in the cause



69%

of the young people who completed a professional training course subsequently found employment in the tourism industry in Pernambuco

NETWORK FOR PROTECTION



54 new

special deposition rooms were installed in Brazil



250 participants

took distance training in childhood rights and methodology about special depositions from children and adolescents who are victims of sexual violence



350 professionals

took part in training activities to fight sexual violence against children and adolescents

PROGRAMS AND PROJECTS



ON THE RIGHT TRACK PROGRAM

Mobilizes businesses, governments and civil society organizations to fight more effectively against the exploitation of children and adolescents on Brazil's highways

Created in 2006, On the Right Track Program is now recognized as a structured initiative, with a positive reputation and effective results. This was the conclusion of a scenario analysis conducted in 2013 which sought to understand how our signatory companies perceive the Program.

In an attempt to increase the Program's ability and capacity to fight for the cause, we conducted a five-year strategic plan to guide its successful development until 2018. This procedure was made possible through the

participation of key players in the initiative – **Childhood Brasil** managers and its advisory board, plus representatives of companies that sit on the Participative Management Committee. The program also underwent an analysis of trends and scenarios which found that On the Right Track Program has the potential to leverage even greater support from the private sector and from a broader and more systemic network of partners, which can ensure the effectiveness of the Program's actions.





Another major accomplishment in 2013 was the VII On the Right Track Business Meeting, which brought together 120 participants. The event addressed issues such as Human Rights, Corporate Social Responsibility and social impacts of the 2014 world soccer tournament in Brazil. An additional 230 professionals participated in the seven Regional Workshops Cycle in order to strengthen their companies' roles in the Program.

OUR VISION FOR THE FUTURE

The guidelines set for the next five years include strengthening the communication of our efforts, the implementation of actions to gain scale and effectiveness (Engage More Stakeholders), and the need for shared and systematic indicators to gauge the cause and the Program (Sustainable Results).



Romero Cruz



VII On the Right Track Program Business Meeting, 2013

MAJOR INFRASTRUCTURE PROJECTS PROGRAM

Helps to fight against the sexual exploitation of children and adolescents at Brazil's major infrastructure projects. This requires investments to generate knowledge and promote intersectoral partnerships, and to encourage debate on the issue

In November 2013, **Childhood Brasil**, in conjunction with the Center for Sustainability Studies at Fundação Getulio Vargas and the Research Group on Human Rights and Business at Fundação Getulio Vargas Law School, launched the Corporate Guidelines for the Comprehensive Protection of Children and Adolescents linked to major infrastructure projects. Attended by 200 guests, including H.M. Queen Silvia of Sweden, and supported by leading Brazilian companies, the presentation of the guidelines represented the achievement of one of the main goals of the Local Development & Major Infrastructure Projects Initiative, which began in 2012.

The Corporate Guidelines were developed with input from companies which undertake large-scale projects, such as hydroelectric plants, mines and heavy industries. The process also involved workshops and a site visit to a major infrastructure project in order for the participants to reflect on their challenges, opportunities and responsibilities.

Another important project developed in 2013 was an assessment of the situation of children at Pecém Industrial and Port Complex in Ceará state. The project, a partnership between **Childhood Brasil** and Companhia Siderúrgica do Pecém, a steel manufacturer, seeks to implement actions to prevent child sexual exploitation in areas which are directly impacted by the works conducted by the company, specifically in the municipalities of Caucaia and São Gonçalo do Amarante.

The goal is to minimize the impacts on the surrounding communities, particularly in light of the thousands of temporary workers that have arrived in the area. The Legislative Assembly of Ceará, where the project was launched, also became a partner in the initiative through the Commission for Children and Adolescents, which demonstrates the ability to promote intersectoral mobilization programs.





OUR VISION FOR THE FUTURE

In 2014 the Major Infrastructure Projects Program is undergoing a strategic review in order to redefine its priority actions to prevent and respond to the sexual exploitation of children and adolescents at major domestic infrastructure projects. The overall strategy of the program, however, will continue to rely heavily on the knowledge we've acquired through:

- 1) Children Safeguard System Assessment;
- 2) Employee Engagement; and
- 3) Technical Training in the public sector.

Finally, in keeping with **Childhood Brasil's** new strategy, the program will seek sustainable actions through partnerships with companies and institutions linked to the development of the country's major infrastructure projects.



H.M. Queen Silvia of Sweden at the launch event of the Corporate Guidelines for the Comprehensive Protection of Children and Adolescents linked to major infrastructure projects

Marina Malheiros



H.M. Queen Silvia of Sweden and Gilberto Carvalho, General Secretary to the President of Brazil

SUPPORT TO COMMUNITY-BASED ORGANIZATIONS

Provides technical and financial support to civil society organizations across the country, which creates a network of protective actions for children and adolescents. Systematizes and disseminates methodologies that can be replicated in other regions to fight against all forms of sexual violence

In partnership with the OAK Foundation, **Childhood Brasil** issued a public notice for “Protection of children and adolescents during the 2014 world soccer tournament.” The goal was to fund and provide technical support to projects led by young people that could generate mobilization and visibility for the cause during the world soccer tournament.

A total of 38 proposals from 11 host cities were received. Nine initiatives were selected in the following cities - Curitiba, São Paulo, Rio de Janeiro, Belo Horizonte, Salvador, Recife, Natal, Fortaleza and Manaus. Young leaders were placed on the front line of actions for awareness and prevention of sexual violence, and the protection of children’s rights.

The following organizations and projects were supported through the public notice for “Protection of children and adolescents during the 2014 world soccer tournament”:

- Associação Barraca da Amizade
- Centro de Criação de Imagem Popular (CECIP)
- Cipó Comunicação Interativa
- Central de Notícias dos Direitos da Infância e da Adolescência (Ciranda)
- Centro de Referência às Vítimas de Violência (CNRVV)
- Circo de Todo Mundo
- Grupo Afirmativo de Mulheres Independentes (GAMI)
- Instituto Papai
- Cedeca Pé na Taba (Centro de Defesa da Criança e do Adolescente)



OTHER ORGANIZATIONS SUPPORTED:

- Centro de Referência, Estudos e Ações sobre Crianças e Adolescentes (CECRIA)
- Coletivo Mulher Vida
- Instituto Tribos Jovens
- Agência de Notícias dos Direitos da Infância (ANDI)
- Associação Beneficente Santa Fé
- Associação para o Desenvolvimento Integrado e Sustentável da Amazônia (ADEIS)



OUR VISION OF THE FUTURE

The Support to Community-based Organizations program seeks to become increasingly aligned with the strategy of Programs developed by **Childhood Brasil**.

Raul Camilo



Children supported by the Santa Fé project

TOURISM PROGRAM

Promotes intersectoral actions to prevent and fight against the sexual exploitation of children and adolescents in tourism by mobilizing the tourism industry and consolidating public policies in the sector

Since 2005 the Tourism Program has been seeking to create intersectoral partnerships in order to address the sexual exploitation of children and adolescents in Brazil's most popular tourist destinations.

One of the main achievements of the Program is the Tourism and Child Protection project, whose related activities are designed to prevent and reduce the occurrence of the sexual exploitation of children and adolescents. This **Childhood Brasil** initiative, in conjunction with Plan Brasil, helped the project's sponsor TUI Nederland to win the 2013 World Responsible Tourism Award in the "Best in Childhood Protection" category. In addition to engaging with the public and private sectors, this project provides training activities for young people in the state of Pernambuco, in northeastern Brazil.

Through these efforts, 72 young people were trained in the town of Rio Formoso. In total, 69% of the students who completed the course subsequently found employment in the tourism industry. Seven other course terms started forming in Tamandaré, Barreiros and Ipojuca.

The program has also stepped up its activities in raising awareness among staff members at its partners Atlantica Hotels and Grupo Aldan. As these individuals receive exposure to the cause, they become multiplier agents through contact with their customers, thereby conveying the cause to a wider audience.





We also succeeded in getting 81 more tourism industry establishments to comply with the Code of Ethical Conduct for Childhood Protection in Tourism, which requires that they take actions to protect children in tourism locations by training staff members to adopt these procedures in tandem with their suppliers and customers. These new groups joined a total of 190 tourism sector companies and associations that were already signatories to the Code.

OUR VISION FOR THE FUTURE

One of the main goals of the Tourism and Child Protection Program is to expand its network by educating its partners' employees. **Childhood Brasil's** strategy is to leverage the reach of these partners by communicating the cause at the retail level and thereby strengthen the network for protection in the tourism industry.



Divulgação



Divulgação

Mobilization actions conducted at hotels in the Atlantica Hotels

NETWORK FOR PROTECTION PROGRAM

Helps strengthen the System to Safeguard Children's Rights by training professionals to thoroughly and effectively protect and care for children and adolescents in situations of sexual violence

The Network for Protection Program seeks to build partnerships with public agencies in order to train professionals that serve in the protection network for children and adolescents. It is also designed to integrate, enhance, and develop new procedures and methodologies to aid children and adolescents who are victims of sexual violence.

An excellent example of this program is the Special Deposition project. This initiative establishes properly protected venues within the Brazilian judicial system where trained professionals can listen to children and adolescents who have experienced or witnessed sexual violence. Following are this project's main achievements in 2013:

- **New special deposition rooms and interview protocol:** 54 new special deposition rooms were set up around the country, and we also developed a forensic interview protocol to guide the professionals who are assigned to listen to the children.

- **Children's Rights and Special Deposition Course:** continuing the partnership with the National Council of Justice, which began in 2012, **Childhood Brasil** structured a course for members of the judiciary nationwide regarding the methodology and best practices for listening to children and adolescents. Distance classes started in September, after 1,200 people applied for 250 openings. We also signed an important cooperation agreement with the





São Paulo State Court, whereby new judges and judicial administrators can be trained through distance and classroom courses.

• **Conference on Children's Advocacy Center Models:** The protected listening methodology developed by **Childhood Brasil** was presented at the Conference on Children's Advocacy Center Models, which was held in Stockholm and promoted by Childhood Sweden. The event was attended by children's rights organizations from several countries.

Another area of activity for the program was the Network for Protection in Southern Bahia project, which was conducted in partnership with pulp and paper firms Stora Enso and Veracel, as well as Instituto Tribos Jovens

and government agencies. This project is designed to contribute with methodologies for the prevention and mitigation of sexual violence, and influence the execution of public policies in cities in southern Bahia state, where indicators of sexual violence among children and adolescents are at critical levels. A workshop to launch the project was held in the city of Porto Seguro and was attended by over 300 professionals that work in the childhood protection network.

OUR VISION FOR THE FUTURE

The organization will seek to expand this protection network by involving local, state and federal governments in an effort to broaden the nationwide reach of the methodologies and advocacy initiatives.



Marina Malheiros

The São Paulo State Court signs an agreement with **Childhood Brasil** to enable actions for the improvement of special deposition procedures and methodologies. The event was attended by H.M. Queen Silvia of Sweden and local dignitaries such as São Paulo State Governor Geraldo Alckmin.

COMMUNICATION PROGRAM

Uses communication as a tool to mobilize, inform, and educate society by dialoguing with different groups in order to prevent sexual violence and exploitation

The Communication Program maintains strategic partnerships in campaigns and communication projects, such as the Tim Lopes Investigative Journalism Award, which is held in conjunction with the News Agency for Children's Rights (ANDI) and UNICEF. The 7th edition of this contest took place in 2013, and awarded reporting focused on issues related to children and adolescents in the context of major sports events, particularly the 2014 world soccer tournament.

One of the unique aspects of the Tim Lopes Award is that it selects the best candidates for reporting, and then provides technical and financial support to the winners so they can carry

out the work. In 2013 a total of 52 proposals were received in the print, radio, television, online and alternative media, and special themes categories. Six of these candidates became award winners.

Childhood Brasil also invests in communication actions in social networks to raise public awareness of the cause. In 2013 the organization launched a mobilization campaign on Facebook to promote Safer Internet Day. This effort involved information about the movement, etiquette tips for young people on safe online surfing, and information for parents about the laws that protect children and adolescents from child pornography and online abuse.





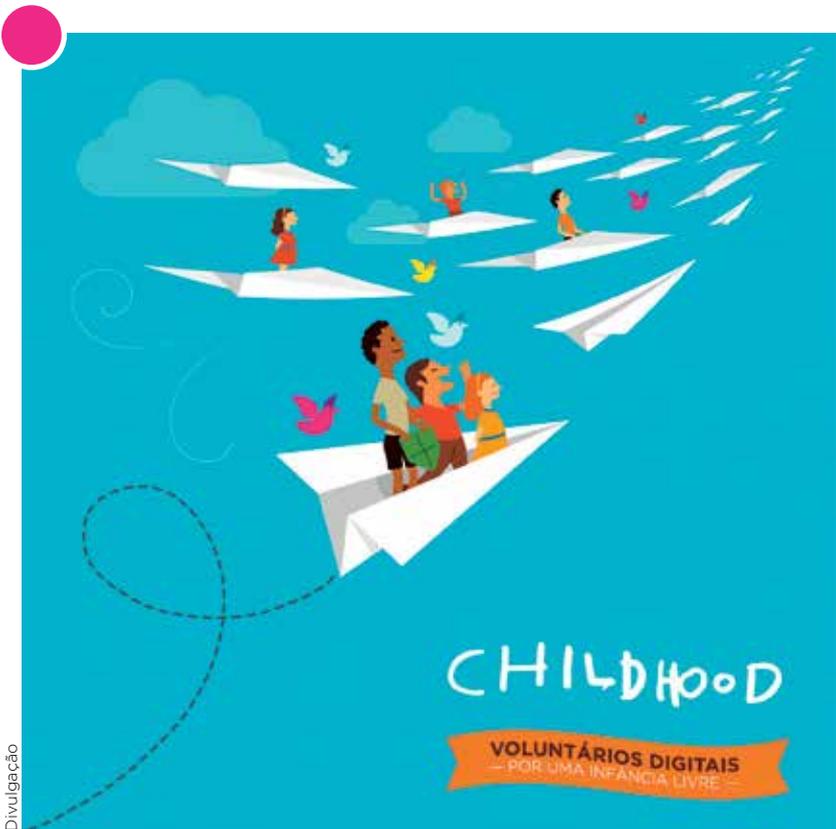
Another important result was achieved through the “Digital Volunteers - For a Free Childhood” campaign, in which internet users could use an app to spread messages about the cause on Facebook. Over a four-month period, the fanpage received 1,080 likes, which helped **Childhood Brasil** spread knowledge and information about the cause and its actions.

Childhood Brasil also received media exposure which expanded discussion on the issue in key outlets such as *Globonews*, newspapers *Folha de São Paulo*, *O Estado de São Paulo*,

and *Valor Econômico*, as well as *Veja* magazine, *Época* magazine, *Correio Braziliense* newspaper, UOL, G1, and R7.

OUR VISION FOR THE FUTURE

Education and mobilization around the issue are the main challenges of **Childhood Brasil** in coming years. We will continue with our communication efforts and awareness campaigns, as they are an important tool for expanding the network in order to protect the rights of children and adolescents.



Divulgação

“Digital Volunteers” Campaign ad for social networks

Ad for the 7th Tim Lopes Investigative Journalism Award



Divulgação

SPECIAL PROJECT FOR MAJOR SPORTS EVENTS AND CHILDHOOD PROTECTION

Protection of children and adolescents during major sports events in Brazil, such as the 2014 world soccer tournament and the 2016 Olympic Games in Rio de Janeiro

The 2014 world soccer tournament in Brazil brought a development opportunity for the country. However, this major event also contributed to an increased risk of sexual exploitation of children and adolescents, particularly in light of the huge number of visitors, the migration of a large contingent of workers for infrastructure projects, and increased traffic on domestic highways (which are vulnerable spots to the occurrence of sexual exploitation).

To develop initiatives focused on fighting this problem during the world soccer tournament, **Childhood Brasil** joined forces with the OAK Foundation, EY (formerly Ernst & Young), and the Secretariat for Human Rights.

In 2013 **Childhood Brasil** assembled and publicized information about the risks and initiatives related to sexual violence against children and adolescents during the world soccer tour-

nament. We launched an unprecedented international study entitled “Child Exploitation and the 2014 world soccer tournament: A review of risks and protective interventions” conducted by Brunel University in London.

Another important action was holding the national “Childhood Protection and the 2014 world soccer tournament” seminar, in which 40 key organizations and agencies working for child protection in Brazil took part.

A highlight of the Special Project for Major Sports Events and Childhood Protection was the creation of a Working Group – in tandem with UNICEF and Fundação Itaú Social – that prepared the “Reference Guide for the Comprehensive Child and Adolescent Protection committees in the host cities of the 2014 world soccer tournament in Brazil”. This initiative, which formed part of the Convergence Agenda





– a joint effort of an intersectoral group put together by **Childhood Brasil** and coordinated by the Secretariat for Human Rights – allowed the Local Committees to act in preventing and addressing human rights violations against children and adolescents in the world soccer tournament’s 12 host cities.

The organization also supported two National Campaigns from two different organizations – the National Adolescent Alliance and the Secretariat for Human Rights at the 2014 world soccer tournament. In conjunction with the Ministry of Sports, **Childhood Brasil** produced specific content on sexual violence against children and adolescents for the online training of volunteer workers at the world soccer tournament.

EY has been a partner in the Project since this initiative began in early 2013. It reinforced its commitment to fight against the

sexual violence of children and adolescents by offering the entire structure of the EY Corporate University to produce e-learning on this subject. Released in December 2013, the material educated the firm’s 5,000 employees on the existence of the problem and actions for reporting occurrences.

OUR VISION FOR THE FUTURE

Childhood Brasil plans to continue collecting and organizing data on the sexual exploitation of children and adolescents during major events. The monitoring and assessment of youth projects selected by public notice will evaluate the benefits of these actions in their operating regions. The communication and mobilization experience gained from the 2014 world soccer tournament will help create solid partnerships for addressing the issue at the 2016 Olympic Games in Rio de Janeiro.



Junior Argolo



Debates and workshops during the “Progress and Challenges for Childhood Protection at the 2014 world soccer tournament” seminar held in Brasília

MOBILIZATION OF RESOURCES

Innovative fund-raising strategies to enable and improve the prevention of sexual violence against children and adolescents

Childhood Brasil is now one of the leading national agents for social transformation and awareness in fighting sexual violence against children and adolescents. Our experience has played a key role in establishing partnerships with those sectors that are most vulnerable to the cause: transport, tourism, major sports events, and major infrastructure projects. Even so, this does not ensure that **Childhood Brasil** always has access to the financial resources it needs for its projects and programs. Consequently, in 2013 we established a pro bono partnership with consulting firm Bain & Company in order to develop a study focused on the financial sustainability of our organization. The resulting report pointed out the directions that **Childhood Brasil** should follow over the next four years, such as diversifying our funding sources, consolidating our partnerships, and incorporating the cause into companies' value chains.

The following topics are selected achievements from 2013, consistent with the recommendations of the Bain & Company report:

FUNDING DIRECTED TO THE PROGRAMS

The changes we made to our On the Right Track Program typify this new direction. After seven years of investing in the Program, **Childhood Brasil** proposed that the involvement of our pact-signatory companies become more effective through differentiated contribution levels. We now expect that 100% of the funds needed to carry out the program in 2014 will come from corporate donations. This will ensure the continuity of On the Right Track Program, and allow us to redirect our investments to innovation and advocacy, which are essential for the production of knowledge and effective dissemination of information.

CAUSE-RELATED MARKETING

The creation of retail partnerships will become an important strategy for **Childhood Brasil** in the years ahead, as it will allow us to link communication about the cause with the mobilization of resources. The success of this strategy is directly related to engaging with businesses regarding the cause, as well as the use of capilarity for communication actions.





Three partnerships exemplify this strategy:

- The launch of a line of rings created by Ara Vartanian – and that were inspired by the cause – to benefit **Childhood Brasil**, which directs a portion of the sales to our activities, and to spreading awareness among the general public;
- Atlantica Hotels, which since 2005 has been engaging its employees and communicating the cause to the chain's various stakeholders, as well as providing corporate donations and raising funds from its guests. In 2013 the group provided R\$547,000 to **Childhood Brasil**.
- Grupo Aldan, a hotels and properties group, has also incorporated the cause into its business activities. In addition to educating its employees, in 2013 its business units contributed with R\$51,000 to **Childhood Brasil**.

2013 TOGETHER FOR CHILDHOOD DINNER

Last year we held the Together for Childhood Dinner (*Jantar Juntos pela Infância*), which was attended by our organization's founder, H.M. Queen Silvia of Sweden, as well as 600 guests who took part in the Rare Wines and First Class Travel Auction. Entertainment was provided by popular Brazilian actor and singer Tiago Abravanel. Through this event **Childhood Brasil** raised a net total of R\$2.2 million for its projects and programs.

OUR VISION FOR THE FUTURE

Our challenge for the coming years is to expand and strengthen our retail partnerships by combining more diversified funding sources – through the capillarity of our partners – with communicating the cause to the general public. This process, which began in 2013, is expected to generate results in the medium to long term.



"Together for Childhood", attended by H.M. Queen Silvia of Sweden



Financial Statements

Financial Statements for the
Year Ended December 31, 2013 and
Independent Auditor's Report

INDEPENDENT AUDITORS' 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, 2013, the statement of surplus and accumulated surplus and statement of cash flows for the year then ended, and a summary of significant accounting practices 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 conduct 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 of 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 assessment 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 practices 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, 2013, 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, February 20, 2014
DELOITTE BRASIL
Auditores Independentes Ltda.
José Roberto P. Carneiro
Engagement Partner

BALANCE SHEET AT DECEMBER 31, 2013
(In Brazilian reais – R\$)

Assets	Note	2013	2012
Current assets			
Cash and cash equivalents	3	4,308,601	5,514,112
Short-term investments	4	3,119,065	709,547
Other receivables		<u>34,032</u>	<u>28,612</u>
Total current assets		<u>7,461,698</u>	<u>6,252,271</u>
Noncurrent assets			
Property, plant and equipment		49,668	43,705
Total assets		<u>7,511,366</u>	<u>6,295,976</u>
Liabilities and equity			
Current liabilities			
Trade payables and accounts payable		133,647	63,680
Payroll and accrued vacation		292,105	360,247
Taxes and contributions		14,233	18,931
Donations received in advance	5	879,325	345,465
Other payables		<u>199,630</u>	<u>70,311</u>
Total current liabilities		<u>1,518,940</u>	<u>858,634</u>
Equity			
Accumulated surplus		5,992,426	5,437,342
Total liabilities and equity		<u>7,511,366</u>	<u>6,295,976</u>

32

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

STATEMENT OF SURPLUS (DEFICIT) AND CHANGES IN THE ACCUMULATED SURPLUS FOR THE YEAR ENDED DECEMBER 31, 2013
(In Brazilian reais – R\$)

	Note	2013	2012
Revenues			
Donations		4,261,427	3,639,656
Donations – Travelweek Auction		–	385,371
Donations – Photography Auction		–	677,300
Donations – TEFAF Exhibit		–	951,700
Donations – Reliquary Exposition		53,000	266,846
Donations – "Juntos pela Infância" Dinner		<u>2,580,093</u>	–
Total revenues	6	<u>6,894,520</u>	<u>5,920,873</u>
Expenses			
Projects		(4,865,996)	(5,649,715)
Funds raised		(1,192,404)	(1,512,062)
Operating expenses		(103,585)	(92,357)
Administrative expenses		(480,564)	(368,083)
Communication		(108,462)	(133,751)
Taxes and contributions	9	–	<u>(37,028)</u>
Total expenses	7	<u>(6,751,011)</u>	<u>(7,792,996)</u>

STATEMENT OF SURPLUS (DEFICIT) AND CHANGES IN THE ACCUMULATED SURPLUS FOR THE YEAR ENDED DECEMBER 31, 2013 (CONTINUATION)
(In Brazilian reais – R\$)

	Note	2013	2012
Gross surplus (deficit)		143,509	(1,872,123)
Finance income (costs)			
Finance income		416,967	472,189
Finance costs		(5,392)	(9,998)
		411,575	462,191
Surplus (Deficit) For The Year		555,084	(1,409,932)
Accumulated Surplus At The Beginning Of Year		5,437,342	6,847,275
Accumulated Surplus At The End Of Year		<u>5,992,426</u>	<u>5,437,342</u>

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

STATEMENT OF CASH FLOWS FOR THE YEAR ENDED DECEMBER 31, 2013
(In Brazilian reais – R\$)

	2013	2012
Cash flow from operating activities		
Surplus (deficit) for the year	555,084	(1,409,932)
Adjustments to reconcile the surplus for the year:		
Depreciation and amortization	12,719	12,280
Fixed assets disposed of	6,368	2,764
Decrease (increase) in operating assets		
Other receivables	(5,420)	(14,804)
Increase (decrease) in operating liabilities:		
Trade payables and accounts payable	69,967	17,137
Payroll and accrued vacation	(68,142)	37,262
Donations received in advance	533,860	(36,263)
Other payables	129,319	43,804
Taxes and contributions	(4,698)	4,778
Cash provided by (used in) operating activities	<u>1,229,056</u>	<u>(1,342,974)</u>
Cash flow from investing activities		
Short-term investments	(2,409,518)	1,015,373
Acquisition of property, plant and equipment	(25,049)	(27,785)
Cash provided by (used in) investing activities	<u>(2,434,567)</u>	<u>987,588</u>
Increase (decrease) in cash and cash equivalents in the year	(1,205,511)	(355,386)
Cash and cash equivalents at the beginning of year	5,514,112	5,869,498
Cash and cash equivalents at the end of year	<u>4,308,601</u>	<u>5,514,112</u>

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

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED DECEMBER 31, 2013 (Amounts in Brazilian reais – R\$)

1. GENERAL INFORMATION

Founded on November 24, 1999, Instituto WCF – Brasil (“Institute”) is a nonprofit organization, headquartered at Rua Pequetita, 215 – 5º andar, Vila Olímpia – São Paulo/SP, having as purpose: (a) to strengthen the development of children and youth lacking basic rights; and (b) provide services designed to meet the basic needs of such children and youth, and offer opportunities for the full development of their potential while building up citizenship.

The Institute operates under article 150, item VI, letter “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 PRACTICES

2.1. Statement of compliance

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 technical pronouncements, instructions and interpretations issued by the Accounting Pronouncements Committee (CPC), approved by the Federal Accounting Council (CFC), specifically NBC ITG 2002, as approved by CFC Resolution 1409 of September 21, 2012, 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.

A summary of the significant accounting practices adopted by the Institute is presented below.

a) Assets and liabilities

Amounts receivable and payable over the subsequent year are recorded under current assets and current liabilities, respectively.

b) Donations and contributions

The donations and contributions received to sponsor specific programs and projects are recorded in the statement of surplus as costs on each welfare program are incurred on the accrual basis. Donations received for projects yet to be performed remain recorded in line item “Donations received in advance”.

Donations and contributions without specific destination are recorded under “Donations” and related expenses are recognized on an accrual basis.

c) Cash and cash equivalents

Consist of cash on hand, bank accounts and short-term invest-

ments maturing in up to 90 days, or with repurchase agreements, immediately converted into cash and subject to an insignificant risk of change in value.

d) Securities

Classified as financial assets held for trading and stated at cost, plus interest contracted, recorded proportionally through the reporting dates, or their fair value, if lower.

e) Property and equipment

Stated at acquisition cost, less accumulated depreciation and/or impairment losses, when applicable. The Institute uses the straight-line basis considering the estimated useful life of each asset or asset component. The carrying amounts, useful life of assets and the depreciation methods are reviewed at each reporting date and adjusted on a prospective basis, if necessary.

f) Accrued vacation and related taxes

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

g) Expenses

Expenses are recorded on the accrual basis, as incurred.

h) Use of estimates

The preparation of financial statements in accordance 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 the disclose of information on its financial statements. The results of these transactions and information, when actually realized in subsequent periods, may differ from these estimates. The main estimates related to the financial statements refer to the provision for risks and determination of the useful lives of property, plant and equipment items.

3. CASH AND CASH EQUIVALENTS

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

	2013	2012
Cash and banks	446,728	205,602
Funds in bank accounts earmarked for projects	<u>761,049</u>	<u>1,299,936</u>
	<u>1,207,777</u>	<u>1,505,538</u>
Short-term investments	–	32,953
Short-term investments earmarked for projects	<u>3,100,824</u>	<u>3,975,621</u>
	<u>3,100,824</u>	<u>4,008,574</u>
Total	<u>4,308,601</u>	<u>5,514,112</u>

Short-term investments are broken down as follows:

	2013	2012
Interbank Certificates of Deposit	–	1,075,869
Repurchase agreements	–	2,932,705
Fixed-income investment funds	<u>3,100,824</u>	–
Total	<u>3,100,824</u>	<u>4,008,574</u>

Short-term investments can be immediately converted into a known cash amount and are subject to an insignificant risk of change in value. These short-term investments refer to an investment fund the objective of which is to seek the appreciation of shares by investing funds in a diversified portfolio of financial assets yielding 105.9% of the Interbank Certificates of Deposit (CDI).

4. SHORT-TERM INVESTMENTS

	2013	2012
Interbank Certificates of Deposit	790,203	–
Debentures	2,328,862	–
Fixed-income investment funds	–	<u>709,547</u>
Total	<u>3,119,065</u>	<u>709,547</u>

Comprised of investment fund shares that invest in Bank Certificates of Deposit (CDB) and debentures, with yield equivalent to 99% to 102% of the CDI rate.

5. DONATIONS RECEIVED IN ADVANCE

Comprised of funds earmarked for projects whose revenues are recognized according to the respective investment schedules.

Donations received in advance are broken down as follows:

	2013	2012
Donors and projects		
Alcoa – Juruti Project	60,701	60,701
Associação Municipal de Assistência Social – AMAS – BH	11,447	11,620
CEDCA – PE – Na Mão Certa Program	–	30,730
OAK Foundation LTD	410,691	–
BRF Brasil Foods S.A. Partnership	–	25,076
UNICEF Partnership	101,313	–
Plan Internacional Brasil – Project to Prevent Children and Adolescent from Sexual Exploitation	278,281	199,577
Stora Enso Brasil Ltda. – Empowerment of SGD Project	<u>16,892</u>	<u>17,761</u>
Total	<u>879,325</u>	<u>345,465</u>

6. REVENUES FROM DONATIONS

	2013	2012
Donors:		
Alcoa – Projeto Juruti	–	2,685
American Sportswear Ltda. (a)	63,896	–
Ara Vartanian ME	20,153	–
Anita Luiza Besson Moraes Abreu	2,000	–

	2013	2012
Associação Municipal de Assistência Social – AMAS – BH	174	46,840
Brookfield Brasil Ltda.	20,000	30,000
Câmara Brasileira de Comércio na Suécia (charity auction)	–	12,228
CEDCA – PE – Na Mão Certa Program (b)	57,870	23,551
CEDCA – PE – CEPARVS Projects	–	58,059
CEDCA – PE – Laços de Proteção Project	–	27,543
Célia Procópio de Araújo Carvalho	8,638	9,346
Companhia Siderúrgica do Pecém (c)	51,000	–
Construções e Comércio Camargo Corrêa S.A.	–	70,000
Deutsche Bank S.A – Banco Alemão	5,000	–
Graff Diamonds New York Inc.	–	10,144
I-Retail Serviço de Consultoria de Moda e Participações	9,460	–
Jean Claudio Feder	2,960	2,740
José Augusto de Novaes e Silva Filho	4,000	–
Jozsef Peter Cohn	5,000	–
Mares Importação Exportação e Distribuição de Vestuário Ltda.	1,800	–
Maria Gloria R. Baumgart	5,000	–
Miguel SEABRA da Cruz Hulse Schmidt	–	4,315
Monica Feder Mrozek	3,600	2,440
Nelson Azevedo Jobim	2,000	–
OAK Foundation – Projeto COPA (d)	513,124	–
Olga Stankevicius Colpo	12,000	12,000
One Brasil Participação em Incorporações e Empreendimentos Imobiliários Ltda.	–	50,000
Oreplat Internacional Sociedade Anônima	–	15,000
Aldan Assessoria e Participações Ltda. Partnership (e)	50,526	29,691
BRF Brasil Foods S.A. Partnership (f)	32,076	22,324
UNICEF Partnership (g)	95,957	–
Participações Morro Vermelho S.A. (h)	799,280	1,074,314
Plan Internacional Brasil – Projeto de Prevenção da Exploração Sexual da Criança e do Adolescente (i)	614,969	596,332
Prefeitura de Jaboatão – Projeto Inclusão de Jovens II	–	15,687
Prefeitura de Santo Agostinho – Projeto Inclusão de Jovens II	–	7,027
Renata de Camargo Nascimento	–	110,000
Rolf Gustavo Roberto Baumgart	10,000	–
Rosana Camargo de Arruda Botelho	12,000	–
Stora Enso Brasil Ltda. – Projeto Fortalecimento do SGD (j)	237,061	6,939
The Group Comunicação Ltda.	–	5,000
Tides Center (k)	73,183	–
Úrsula Erika Marianna Baumgart	10,000	–
Votorantim Industrial S.A. (l)	350,000	350,000
Walter Gebara	5,000	–
World Childhood Foundation – Suécia	17,902	6,620
Sundry donations	<u>5,724</u>	<u>36,430</u>
Total	<u>3,101,353</u>	<u>2,637,255</u>

6. REVENUES FROM DONATIONS (CONTINUATION)

	2013	2012		2013	2012
National "Na Mão Certa" Program (m)					
Apisul Gerenciamento R. Ltda.	1,000	–	Petrobras Distribuidora S.A.	1,443	–
Arthur Lundgren Tecidos S.A.	5,820	2,960	Polivias S.A. Transportes e Serviços	1,214	–
Beraca Sabará Químicos e Ingredientes Ltda.	2,400	–	Projecta Transportes e Logística Ltda.	1,131	–
Biomedical Distribuidor Mercosur	3,559	3,354	R D F Logística e Transportes Ltda.	600	5,000
Brasil Kirin Indústria de Bebidas S.A.	1,850	–	Rápido Transportes Tubarão Ltda.	–	5,000
Braskem S.A.	–	620	Raupp Transportes Rodoviários Ltda.	1,110	–
Brasul Ltda.	–	1,480	RDF Logística e Transportes Ltda.	1,480	–
Bravo Serviços Logísticos Ltda.	–	1,000	Rodoagro Transportes e Logística Ltda.	2,000	–
BRF Brasil Foods S.A.	36,720	4,050	Rodovia das Cataratas S.A.	10,000	–
C&A Modas Ltda.	2,680	1,390	Rodovisa Transportes Ltda.	1,940	–
Cálamo Distribuidora de Produtos de Beleza S.A.	22,763	–	SABB Sistema de Alimentos e Bebidas do Brasil Ltda.	–	23,857
Cargill Agrícola S.A.	15,056	–	Santa Felicidade Transporte e Logística Ltda.	1,110	–
Central Itumbiara Bioenergia Ltda.	–	19,440	Santos Brasil Participações S.A.	–	3,240
Ceva Logística Ltda.	–	500	Scania Latin América Ltda.	–	2,000
Cia Brasileira de Distribuição S.A.	1,110	–	Tegma Gestão Logística S.A.	30,740	–
Companhia Goiana de Ouro	1,210	–	TNT Mercúrio Cargas e Encomendas Express S.A.	795	6,005
Concessionária Ayrton Senna Carvalho Pinto	2,560	–	Transkompa Ltda.	740	1,040
Concessionária Rota 116 S.A.	2,220	–	Transline Transportes e Serviço Agrícola Ltda.	–	1,240
Concessionária Rota das Bandeiras S.A.	5,000	10,882	Transmagna Transportes Ltda.	–	1,480
Coopercargo Cooperativa dos Transportes Autônomos de Joinville	1,730	–	Transpedrosa S.A.	2,808	–
Costeira Transportes e Serviços Ltda.	1,750	1,040	Transportadora Gorgonho Ltda.	1,036	5,250
CPFL Energia S.A.	–	15,000	Transportadora Jolivan Ltda.	1,480	–
Danone Ltda.	38,118	5,605	Transportes Helio Camargo Brasil Logística Ltda.	–	1,794
Eclipse Transportes Ltda.	6,480	1,360	Transportes Jorgeto Ltda.	2,437	–
Efitrans Transportes Ltda.	–	1,480	Transportes Luft Ltda.	3,558	5,154
Eka Bahia S.A.	5,000	–	Transportes Toniato Ltda.	–	1,510
Farma Logística e Armazéns Gerais Ltda.	3,000	–	Treelog S.A. Logística e Distribuidora Ltda.	30,370	5,000
FBD Distribuidora Ltda.	551	3,205	Tropical Transportes Ipiranga Ltda.	3,275	5,070
Fernanda de Ávila Silva	1,730	–	Unilever Brasil Ltda.	1,480	–
FL Logística Brasil Ltda.	–	1,480	Videira Transportes Rodoviários Ltda.	270	1,145
Gerdau Aços Longos S.A.	59,710	–	Vobeto Transportes Ltda.	–	1,330
Graneleiro Transportes Rodoviários Ltda.	1,110	–	Volvo do Brasil Ltda.	19,890	15,520
Holcim Brasil S.A.	1,480	–	Vopak Brasil S.A.	5,930	1,150
Instituto Abad para o Conhecimento	250	7,829	Votorantim Cimentos S.A.	–	22,360
Instituto Arcor Brasil	50,000	65,000	White Martins Gases Industriais Ltda.	1,840	–
Instituto C&A Desenvolvimento Social	30,000	38,200	Yamana Desenvolvimento Mineral S.A.	–	1,150
Instituto Julio Simões	15,900	15,000	Sundry donations	56,147	8,623
Instituto Sócio Ambiental Adelina Clara Hess de Souza	5,000	–	Total	613,206	354,385
Intec – Integração Nacional de Transportes e Encomendas	3,250	–			
Intercement Brasil S.A.	4,037	5,720	Donations – Atlantica Hotels International Partnership: (n)		
Itaipu Binacional	10,000	–	Anserve Comércio de Bebidas e Alimentos Ltda.	15,968	12,919
Ituiutaba Bioenergia Ltda.	–	7,250	Celi Empreendimentos Hoteleiros Ltda.	9,479	11,519
Jade Transportes Ltda.	288	2,220	Choice Hotels International	–	6,014
JSL S.A.	15,000	–	Atlantica Network Hotels	521,421	617,564
Kimberly Clark Brasil	5,000	4,220	Total	546,868	648,016
Leão Junior S.A.	7,790	–			
Liran Transportes e Logística Ltda.	5,000	–	Travelweek auction:		
LUFT Transportes Rodoviários Ltda.	3,000	2,202	Alessandra Castro da Costa Leite	–	10,500
Mercedes Benz Brasil Ltda.	30,000	–	Alexandre Farto Silva	–	4,000
Mesquita S.A. Transportes e Serviços	–	740	Ana Maria Pereira de Queiroz	–	2,500
Nova Logística S.A.	4,260	2,890	Drummond Gonçalves	–	–
Patrus Transportes Urgentes Ltda.	15,000	4,350	Andreia Pereira	–	6,065
			Anna Maria de Almeida Pires Lebeis	–	13,500

6. REVENUES FROM DONATIONS (CONTINUATION)

	2013	2012		2013	2012
Isabella e Felipe Simonsen	2,000	–	Pricewaterhousecoopers Auditores Independentes	25,000	–
Jane Olsson Thorburn	6,927	–	Priscila Tortorette Me	2,000	–
Jean Marc R N. B. Etlin	5,000	–	Raphael Baptista Netto	4,300	–
Joao Alves de Queiroz Filho	25,000	–	Raquel Correa Carvalho Oliveira	1,000	–
João Mendes de Castro	6,300	–	Renata de Camargo Nascimento	25,000	–
Jonas Barcellos	28,350	–	Renata Davis Capote Valente Profili	4,000	–
Jorge Ferlin	4,300	–	Renata de Paula Seripieri	3,500	–
José Berenguer	22,050	–	Renato Schlobach Moysés	7,328	–
Jose Edison Barros Franco	2,500	–	Ricardo Steinbruch	5,000	–
José Ermínio de Moraes	108,700	–	RLG do Brasil Ltda.	30,000	–
José Ermírio de Moraes Neto	84,650	–	Roberto B. Pereira de Almeida Filho	5,000	–
José Francisco Graziano	5,000	–	Rolf Gustavo Roberto Baumgart	11,550	–
Jose Henrique Cutrale	2,000	–	Rodolfo Lara Campos	1,000	–
José Hugo Gentil Moreira	9,310	–	Roger Ibrahim Karam	5,000	–
José Roberto Colnaghi	120,550	–	Rosana Camargo de Arruda da Botelho	250,000	–
Juan Carlos Bueno Estrada	5,000	–	Rosely G. Bratke	5,000	–
Klabin S.A.	50,000	–	Ruy de Mello Junqueira Filho	2,500	–
Laercio Vasconcelos	5,000	–	Ruy Villela Moraes de Abreu	5,000	–
Luciana Teperman Decoração de Interiores Ltda.	2,500	–	Sabrina Gasperin Vartanian	5,000	–
Luis Francisco Novelli Viana	11,025	–	San Raphael Hotéis S.A.	5,000	–
Luiz Daniel Marques Neves Cetl	2,000	–	Sergio Comolatti e Ana Lucia	5,000	–
Luiz de Alencar Lara	5,000	–	Sergio de Magalhães Neto	2,000	–
Luiz Roberto Ortiz Nascimento	22,050	–	Sergio Orlando Asís	2,500	–
Maragogipe Investimentos e Participações Ltda.	50,000	–	Sergio Pomalote	25,200	–
Marcelo Bernardini	16,350	–	Silvana Tinelli	25,000	–
Marcelo Murad	2,000	–	Travel Week Eventos de Turismo Ltda.	1,000	–
Marcelo Queiroz Vieira	6,400	–	Trimax Participações e Administração Ltda.	5,000	–
Marcia Borger	12,600	–	Vitacon Participações Ltda.	3,500	–
Marcus Vinicius Augusto Verol	1,250	–	Volvo do Brasil Veículos Ltda.	50,000	–
Maria Cristina Albernaz Alves	5,500	–	Waldemar Verde Junior	17,850	–
Maria da Gloria Ribas Baumgart	2,500	–	Walter Gebara	10,000	–
Maria Helena de Moraes Scripilliti	25,000	–	Wood Inter Book Seguros	25,000	–
Maria Tereza Ganme L. Campos	2,500	–	Sundry donations	<u>13,890</u>	–
Mauricio Mangini	5,000	–	Total	<u>2,580,094</u>	–
Meyer Nigri	13,650	–	Grand total	<u>6,894,521</u>	<u>5,920,873</u>
Miguel Lafer	2,500	–			
Miguel Schmidt	2,000	–			
Natalia A. Landsberger	3,500	–			
Natalie Klein	5,000	–			
Ney Castro Alves	5,000	–			
Nilo Cottini Filho	5,000	–			
North Pacif. CSC Financeira	5,000	–			
Olavo Setúbal	42,000	–			
Olga Stankevicius Colpo	9,000	–			
One Brasil Participação em Incorporações Ltda.	5,000	–			
Oswaldo Gianella	5,000	–			
Patrícia L.G. Jereissati	2,000	–			
Paulo Mertz Focaccia	3,100	–			
Paulo Setúbal Neto	76,250	–			
Pedro Correa do Lago	2,500	–			
Pedro Grendene Bartelle	61,700	–			
Pedro Jereissati	3,900	–			
Philippe Egmont Jean Frederic de Nicolay	16,275	–			
Porto Cervo P. Ltda.	2,000	–			

Additional information on revenue received

(a) Refers to a partnership between Childhood Brazil and American Sportswear store, known as “Casa Moysés” established in December 2012. The donation amount corresponds to 10% of the sales that were passed on to Childhood Brazil projects and programs in March 2013.

(b) Na Mão Certa Program – PE – aims at organizing, raising the awareness and qualifying the business sector, the government officials of the State Highway Police and the strategic players to prevent children and adolescent from sexual exploitation in the highways of the State of Pernambuco.

(c) Refers to a donation made by Companhia Siderúrgica do Pecém to finance a project aimed at diagnosing programs and structures to combat the sexual exploitation of children and adolescents in the cities of São Gonçalo do Amarante and Caucaia (CE).

(d) Refers to a donation made by OAK Foundation to finance Projeto Copa, whose purpose is to help ensure that 2014 world soccer tournament in Brazil may leave a positive legacy for a Childhood Free of Sexual Exploitation.

(e) Aldan Assessoria e Participações Ltda. Partnership – aims at disclosing the good practices to prevent children and adolescent from sexual exploitation in the tourism and collecting funds to the programs and projects through the campaigns carried out in the undertakings of the Aldan Group.

(f) BRF Brasil Foods S.A. Partnership – the structuring, support and monitoring project of the “Sistema de Garantia de Direitos” (Guarantee System of Rights) in the municipalities of Bom Conselho and Vitória de

Santo Antão to prevent children and adolescent from domestic violence and sexual exploitation.

(g) Refers to a partnership made between the Institute and UNICEF, encompassing actions focused on the empowerment of the Judicial System staff specializing in interviewing children and adolescent for forensic purposes (under the “Special Testimony Program”) and incentive to Tim Lopes award, which, recognized by the National Agency for the child Rights – ANDI, is designed to foster the generation of reports, thus contributing to implement and public policies and combat the sexual violence against children and youth.

(h) Refers to the donation from Participações Morro Vermelho S.A. for administrative costs and project development.

(i) Refers to a partnership made between the Institute and Plan Brasil, which includes the tourism production chain, community, schools and the System for the Assurance of Rights – SGD for the prevention and direct attention to situations of sexual violence practiced against children and adolescents.

(j) Stora Enso Brasil Ltda. – donation to Project Proteção em Rede in the Extreme South Region of the State of Bahia, whose purpose is to improve the public policies to prevent children and adolescent from sexual exploitation in the municipalities of Porto Seguro, Santa Cruz Cabrália and Eunápolis, in the State of Bahia. The partnership was entered into in December 2011 and the related actions will be developed through 2014.

(k) Donation made by Tides Center to finance the printing of “Navegar com Segurança” (safe navigation) guide targeted at parents and education professionals to prevent online pedophilia and child pornography.

(l) Refers to the donation from Votorantim Industrial S.A. to the Institute’s programs and projects.

(m) Na Mão Certa – SP Program – aims at raising the awareness of governments, companies and organizations in the third sector to prevent children and adolescent from sexual exploitation in the highways.

(n) Refers to the partnership Atlantica Hotels International whose main purpose is to disclose the good practices to prevent children and adolescent from sexual exploitation in the tourism and collect funds for the Institute’s programs and projects through campaigns and events involving the undertakings of the Atlantica chain.

(o) Refers to the reliquary exhibition of Inês Zaragoza, held between December 29, 2012 and January 15, 2013, at Casa de Cultura de Paraty, on the Institute’s behalf. Half of the amount collected from sales of reliquaries was donated to the Institute’s projects and programs.

(p) Charity dinner held on November 7, 2013, at Hotel Unique, São Paulo, to 600 guests. The purpose of the event was to collect funds for the organization as well as increase awareness about the need to protect children against sexual abuse and exploitation.

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

The Institute’s statement of surplus is presented based on a classification of expenses, according to each item’s function. The information on the nature of these expenses recognized in the statement of surplus is as follows:

	2013	2012
Services provided by legal entities	(3,489,697)	(3,869,068)
Donations to projects (see Note 8)	(336,226)	(1,023,744)
Personnel expenses	(1,686,681)	(1,540,269)
Travels and accommodation	(772,166)	(483,156)
Advertising and publicity	(42,391)	(78,455)
Rentals and common area management fees	(155,550)	(167,382)
Taxes and contributions	(23,065)	(58,772)
Services provided by individuals	(40,389)	(57,535)
Depreciation and amortization	(12,719)	(12,352)
Other	(192,126)	(502,263)
Total	(6,751,010)	(7,792,996)

8. FUNDS DONATED TO PROJECTS

Beneficiário	2013	2012
Agência de Notícias dos Direitos da Infância – ANDI (a)	111,720	149,842
Associação Barraca da Amizade (b)	20,000	–
Associação Beneficente Santa Fé (c)	34,009	–
Associação Brasileira de Magistrados e Promotores de Justiça e Defensores Públicos da Infância e da Juventude – ABMP	–	39,550
Associação Brasileira Terra dos Homens	–	50,000
Associação Casa das Artes de Educação e Cultura	–	95,000
Associação de Formação e Reeducação Lua Nova	–	10,000
Associação Instrutora da Juventude Feminina – Instituto Sedes Sapientiae (b)	20,000	–
Associação para Desenvolvimento Integrado e Sustentável ADEIS (d)	70,497	70,000
CECIP Centro de Criação e Imagem Popular (b)	20,000	–
Centro Brasileiro da Criança e do Adolescente – Casa de Passagem	–	5,000
Centro de Defesa da Criança e do Adolescente Maria dos Anjos – CDCA/RO	–	30,000
Centro de Defesa dos Direitos da Criança e do Adolescente – CEDECA Pé na Taba (b)	20,000	–
Centro de Referência a Estudos e Ações Sociais (e)	31,000	–
Centro de Referência Estudos e Ações sobre Crianças e Adolescentes – CECRIA	–	20,000
Centro Recreação de Atendimento e Defesa da Criança e Adolescente (b)	20,000	–
CIPO Comunicação Interativa (b)	20,000	–
Ciranda Central de Notícias dos Direitos da Infância e Adolescência (b)	20,000	–
Coletivo Mulher Vida (f)	5,000	–
Fundação Roberto Marinho (g)	(150,000)	150,000
Grupo Afirmativo de Mulheres Independentes do RN (b)	20,000	–
Instituto de Ação Social Vida e Saúde do Adolescente do Amazonas – IASVISAM	–	70,000
Instituto de Pesquisas Sistêmicas e Desenvolvimento – Instituto Noos	–	95,000
Instituto Papai (b)	20,000	–
Instituto Tribos Jovens – ITJ (h)	54,000	–
Movimento República de Emaús – MRE	–	69,352
SAFERNET Brasil – Protegendo os Direitos Humanos na Sociedade da Informação	–	150,000
Sociedade Brasileira de Defesa da Criança e do Adolescente – Fórum Nacional DCA	–	20,000
Total	336,226	1,023,744

Additional information on funds donated to projects

(a) Refers to a donation earmarked for the 7th edition of Tim Lopes Investigative Journalism Award, the objective of which is to encourage the generation of top quality, broad range special reports, thus contributing to qualify media actions to fight sexual violence against children and youth.

(b) Organizations benefiting from the Notice issued by the Institute in march 2013 to support non-government organizations by performing youth mobilization actions for the prevention and fight against sexual exploitation during the 2014 world soccer tournament.

(c) Refers to the financial support provided to Santa Fé to promote education workshops, music, dance, theater and cultural tours intended to enable children and adolescents to develop their intellectual independence, acquisition and expression of their own thoughts, as well as foster their feelings and identity.

(d) Refers to the donation made to the project to promote and raise the awareness to prevent adolescents from sexual exploitation in the communities and schools where the organization operates in Manaus and Manacapuru.

(e) Refers to support to ensure the presence of the local representatives of the National Committee of the cities hosting the world soccer tournament in a Seminar held in Brasília.

(f) Refers to support intended for an event to promote the National Adolescent Alliance (ANA) Campaign.

(g) In 2013, it refers to the return of the fund donated in 2012 since it was not used to make a set of TV programs whose theme would be sexual abuse against children and adolescents.

(h) Refers to a donation made to Instituto Tribos Jovens – ITJ to support direct action with articulation, mobilization and operating support, empowering and strengthening local organizations to help them combat the sexual violence against children and adolescent as part of the “Proteção em Rede” project in Southern end of Bahia State.

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 market value.

The Institute qualified for total exemption of of the income tax on its short-term investments, under article 57 of the Federal Revenue Service (RFB) Regulatory Instruction 1.022.

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 currency and interest rate risks.

Interest rate risk

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

	2013	2012
Assets – CDI	6,219,889	4,718,121

The Institute’s financial instruments are classified as follows:

	Carrying amount and fair value	
	2013	2012
Financial assets:		
Held for trading		
Securities	6,219,889	4,718,120
Loans and receivables		
Cash and banks	1,207,777	1,505,539
Financial liabilities		
Other liabilities		
Trade payables	133,647	63,680

The Institute’s management believes that the financial instruments, which are recognized in financial statements at their carrying amounts, approximate their market 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. In order to mitigate this risk, the Institute has made businesses only with companies whose credit rating is equivalent to or above the investment grade. This information is obtained with independent rating agencies, when available, and when they are not available, the Institute uses other publicly available financial inputs, and own records to perform the evaluation.

Liquidity risks

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

11. EMPLOYEE BENEFITS

Other benefits are granted to employees, such as healthcare, meal tickets, transportation allowance and life insurance. In 2013, these benefits total R\$129,700 (R\$99,528 in 2012), recorded in line item “Personnel expenses”.

12. AUTHORIZATION FOR COMPLETION OF FINANCIAL STATEMENTS

At the meeting held on February 28, 2014, the Board of Directors authorized the issuance of these financial statements, which comprise events subsequent to December 31, 2013, and approved them for disclosure.

INSTITUTIONAL PARTNERS

(companies and institutions that donated funds to the project and/or initiatives of the organization)



ANSERVE | ARA VARTANIAN | BROOKFIELD BRASIL | CASA MOYSÉS | MARES BRASIL

PROGRAM PARTNERS

(companies and institutions that donated funds to specific programs)



AMAS- BH - ASSOCIAÇÃO MUNICIPAL DE ASSISTÊNCIA SOCIAL - BH | BRF BRASIL FOODS S.A. | CEDCA - PE - CONSELHO ESTADUAL DOS DIREITOS DA CRIANÇA E DO ADOLESCENTE - PE

PARTICIPATING COMPANIES - ON THE RIGHT TRACK PROGRAM

(companies and institutions that donated funds to the Program)

SPONSORS

Silver Category/2013



Bronze Category/2013



PARTICIPATING COMPANIES - ON THE RIGHT TRACK PROGRAM

(companies and institutions that donated funds to the Program)

SUPPORTERS

Supporters I

- Grupo Luft
- Patrus Transportes Urgentes Ltda
- Volvo do Brasil

Supporters II

- Itaipu Binacional

Supporters III

- Akzo Nobel Pulp and Performance Química Bahia Ltda
- Apsul Gerenciamento de riscos
- Arthur Lundgren Tecidos S/A - Casas Pernambucanas SP
- Concessionária Rota das Bandeiras S/A
- Dudalina S/A
- Eclipse Transportes
- Grupo Boticário
- Kimberly-Clark Brasil

- Leão Alimentos e Bebidas Ltda
- Liran Transportes e Logística Ltda
- Petrobrás Distribuidora S/A
- Rodoagro Transportes e Logística Ltda
- Rodovisa Transportes Ltda
- Santos Brasil Logística S/A
- Vopak Brasil S/A
- White Martins Gases Industriais Ltda

PARTNERS



PRO BONO PARTNERS

(companies and institutions that donated services)



CRUZEIRO NEWMARC INTELLECTUAL PROPERTY | CASA NOVA FULL | NEWTON SILVEIRA

“TOGETHER FOR CHILDHOOD DINNER” EVENT

(companies, institutions and individuals that sponsored or donated funds for the event)

SPONSORSHIP



PLATINUM TABLES

BANCO DO BRASIL |

CARLOS ALBERTO MANSUR | CITI PRIVATE BANK | GRUPO VOLVO AMÉRICA LATINA |

INSTITUTO CYRELA | ISRAEL KLABIN | JOSÉ ERMÍRIO DE MORAES NETO | PAULO SETÚBAL NETO |

ROSANA CAMARGO DE ARRUDA BOTELHO | SDI DESENVOLVIMENTO IMOBILIÁRIO

TECHNICAL PARTNERS

(companies and institutions that supported the organization and execution of the projects)



SPECIAL THANKS TO ALL THE INDIVIDUALS AND COMPANIES THAT CONTRIBUTED TO AND SUPPORTED THE ACTIVITIES OF CHILDHOOD BRASIL THROUGHOUT 2013! WITHOUT YOU, THE RESULTS PRESENTED HERE WOULD NOT HAVE BEEN POSSIBLE.

CHILDHOOD

WORLD CHILDHOOD FOUNDATION
FOUNDED BY H.M. QUEEN SILVIA OF SWEDEN

TEAM

Executive Director

Ana Maria Drummond

Director

Ricardo de Macedo Gaia

Communications Manager

Rodrigo Santini

Operations Manager

Ana Flávia Gomes de Sá

Programs Manager

Itamar Batista Gonçalves

Programs Coordinator

Anna Flora Werneck
Maria Gorete O. M. Vasconcelos

Mobilization of Resources Coordinator

Vanessa Teramoto Higa

Operations Coordinator

Tatiana Larizzatti

Financial/Administrative Coordinator

Demétrio Jerônimo da Silva Filho

Programs Analyst

Leticia Born
Mônica Santos

44

BOARD OF DIRECTORS

Chairperson of the Board

Rosana Camargo de Arruda Botelho | Participações Morro Vermelho

Anna De Geer | The World Childhood Foundation

Arthur José de Abreu Pereira | SDI Desenvolvimento Imobiliário

Carlos Alberto Mansur | Banco Industrial do Brasil

Carlos Pires Oliveira Dias | Camargo Corrêa

Celita Procópio de Araújo Carvalho | Fundação Armando Alvares Penteado

Christer Magnus Manhusen | Câmara do Comércio Sueco-Brasileira

Eduardo Alfredo Levy Junior | Bexs Banco Corretora de Câmbio

Erling Sven Lorentzen | Lorentzen Empreendimentos

Gregory James Ryan | Atlantica Hotels International

John Henry Baber Harriman | Santander Private Banking

José Ermírio de Moraes Neto | Votorantim Participações

Kelly Gage | Curtis L. Carlson Family Foundation

Klaus Werner Drewes | Drewes & Partners Corretora de Seguros

Luis Norberto Paschoal | Cia DPaschoal de Participações

Luiz de Alencar Lara | Lew'LaraVTBWA Publicidade

Nils Erik Gunnarsson Grafström | Business Sweden / Swedcham

Paulo Agnelo Malzoni | Grupo Victor Malzoni

Paulo Setúbal Neto | PSN Participações

Pedro Paulo Poppovic | Revista Sur – Conectas

Rolf Gustavo Roberto Baumgart | Grupo Vedacit

FISCAL BOARD

Olga Stankevicius Colpo | Participações Morro Vermelho

Sergio Orlando Asís | SOA Consulting

Childhood Brasil (Instituto WCF-Brasil)

Rua Pequetita, 215 – 5ª andar/parte

04552-060 – São Paulo – SP

www.childhood.org.br

childhood@childhood.org.br

RESPONSIBLE AGENCY

tv1 conteúdo&vídeo

President (Grupo TV1)

Sergio Motta Mello

VP Planning (Grupo TV1)

Selma Santa Cruz

Executive Director (TV1 Conteúdo & Vídeo)

Eliana Arndt (MTB 16.735-SP)

Manager, Planning and Design

Ana Lúcia Araújo

Manager, Clients and Projects

Luís Castro

Editor

Fabiana Lopes

Text

Cezar Martins

Revision

Diogo Kaupatez

Art Director

Mairá Moraes

Designers

Andrea Chang, Cristiane Calegaro

e Fernando Makita

Image Treatment

José Carlos França

Production

Fabiana Baioni

