



CHILDHOOD

FOR THE PROTECTION OF CHILDHOOD

FOUNDED BY H. M. QUEEN SILVIA OF SWEDEN

2014 ANNUAL REPORT

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MESSAGE FROM THE QUEEN

*Every child
has the right to be a
child,*



H. M. Queen Silvia of Sweden

Founder and Honorary President of the World Childhood Foundation



BRAZILIAN CHILDHOOD COMPACT

There are still many public policies to be implemented, but the solidarity network for children is growing ever stronger and more active



establish that a child has the right to speak in his or her own words. As Article 12 of the UN Convention states, "...the child shall in particular be provided the opportunity to be heard in any judicial and administrative proceedings affecting the child, either directly, or through a representative or an appropriate body, in a manner consistent with the procedural rules of national law". In 2014, the Special Testimony Project — which arose as part of the Protection Network Program — has generated positive results, such as the launch of Listening to Child Victims of Sexual Violence: Theoretical and Methodological Aspects, a guide published and coordinated by **Childhood Brasil**, and featuring articles by various experts on the subject.

In 2014 **Childhood Brasil** also helped create the Protect Brazil Convergence Agenda, in tandem with the Secretariat for Human Rights of the Presidency of the Republic, as well as various government ministries and civil society organizations. In addition to developing preventive and protective actions for children before and during major events, the Convergence Agenda helped establish Child and Adolescent Comprehensive Protection Committees, which operated in the host cities of the Soccer World Cup.

There are still many public policies to be implemented, but the solidarity network for children is growing ever stronger and more active. We were pleased to have the enthusiastic participation of young people in several of our programs, namely, the leaders chosen after our announcement for the Major Events and Childhood Project, and those involved in specific projects in the state of Pernambuco.

I wish to extend our sincerest thanks to all who have worked with us directly or indirectly. An effective action to ensure the rights of children and adolescents is only possible when properly coordinated, where efforts, skills, and strategies are combined. **Childhood Brasil** hopes that the Brazilian Childhood Compact continues to be exercised with the effective participation of our entire society.

We continually reaffirm our institutional commitment to create a solidarity network that protects Brazilian children by keeping them free from sexual abuse and exploitation and ensuring their rights.



Rosana Camargo de Arruda Botelho
Chair,
Childhood Brasil

The International Convention on the Rights of the Child, adopted by the United Nations General Assembly on November 20, 1989, has now turned 25 — and continues to remind us that every child has rights and that these rights must be respected by engaging with of all society. In Brazil, the substance of the Convention is enshrined in the Statute of Children and Adolescents (SCA), which has governed projects and public policies in the country since 1990.

When **Childhood Brasil** began its activities fifteen years ago, the path we chose led directly to us participating in consolidating the SCA by including sexual violence against children and adolescents in the country and coordinating partnerships to implement effective actions. Since then, we have continuously reaffirmed our institutional commitment to create a solidarity network that protects Brazilian children by keeping them free from abuse and sexual exploitation and ensuring their rights. Our achievements have only been possible thanks to the tireless support we have received over the years from you, our partners.

Our many accomplishments include the increasingly widespread practice of Special Depositions. **Childhood Brasil** has always been attentive to the need for care and sensitivity in helping children and adolescents in situations of sexual violence, and we have endeavored to develop non-revictimizing methodologies in order to listen to boys and girls through the auspices of Brazil's public safety and judicial systems. After all, the International Convention on the Rights of the Child and the SCA both

CHILD PROTECTION: OUTLOOK FOR THE FUTURE



Ana Maria Drummond
Executive Director
Childhood Brasil

Working to protect childhoods is a purpose that goes beyond a professional career for all of us who are part of the history of **Childhood Brasil** — staff, board members, volunteers, consultants, and partners. It is a life mission, because it helps to make society become fairer, more inclusive, and more human towards all children and young people, without any discrimination.

The cause of sexual violence against children and adolescents has always been treated as a taboo. Hidden and isolated from other social issues, and intertwined with prejudice, it has rarely been discussed in society. Even today, it is still widely believed that these sexual violations occur only amongst lower income groups. In fact, there is risk to exposure at all socio-economic levels — whether through the Internet or the relationships that children and adolescents have daily inside and outside the home. Over the past 15 years we have had to reinvent ourselves countless times in order to bring greater visibility to the cause, engage with people from different sectors, and develop projects that would serve as benchmarks for public and private policies.

The good news is that over the years we have accomplished a great deal to protect children. We have invested over R\$58 million toward the cause through our own programs and projects, and by supporting 127 projects from 68 institutions, which have benefitted more than two million people, including children and adolescents, their families, and professionals from different sectors. We have succeeded in strengthening public and private policies by testing social intervention strategies at the local level, which have subsequently become national benchmarks, such as the Children and Adolescents Special Deposition project for victims of or witnesses to sexual violence, as mentioned by the Chair of our Board. We have conducted numerous studies and research projects, and requested support from experts and institutions in order to bring greater visibility to an otherwise invisible cause. We have

Over the past 15 years we have had to reinvent ourselves countless times in order to bring greater visibility to the cause, engage with people from different sectors, and develop projects that would serve as benchmarks for public and private policies



never done anything alone and never will, because such a huge challenge requires structural solutions. We even managed to raise the issue in connection with one of the world's largest events — the 2014 Soccer World Cup! And we want to go even further, thanks to the project we are conducting for the 2016 Olympics and Paralympics in Rio de Janeiro.

In 2014 we had the opportunity to reinvent ourselves once again. We carefully discussed and mapped out the organization's plan for the next five years, involving the entire team and our Board. However, we still do not have all the answers we would like about the future of the cause in Brazil and abroad. We know that the topic of sexual violence should be increasingly inserted into the educational facilities and sources to which children and adults have access. We also know that technology and the new media can play a fundamental role in accelerating the process of change. We dream of a culture where childhood protection is widely disseminated across our society. We want to instill a culture of zero indifference to violence against children and adolescents! As part of this dream we envision governments, businesses, and civil society being strengthened and working toward a common, integrated agenda. We seek to increase our investments in this cause, and continue to develop lasting domestic and international partnerships.

Based on our dreams and current situation, we have re-examined our operating model and priorities. We have challenged ourselves to improve our capacity to finance the diversification of the strategies we need to implement in order to keep growing. Our organization today is like a teenager who is starting to find their place in the world and to make their own choices. Personally, I began to plan an internal transition two years ago. After dedicating 13 years to the Executive Board, I wanted to find an individual who could take on the executive leadership of the organization. Fortunately, I found this person from within our own team — which is a privilege for me and for **Childhood Brasil**, because the transition will honour the successes we have achieved. The decision for this change in management has the full support of the Board, which for me represents a new way of contributing to the cause and to the organization in the years ahead.

I trust that this Annual Report will inspire more solidarity and less social indifference. To combine a purpose with a career is a special privilege that we enjoy here at **Childhood Brasil**. I invite you now to become better acquainted with our work and be part of our protection network.

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OUR CAUSE



Fight sexual violence against children and adolescents by identifying the factors that increase vulnerability among Brazil's young people

Childhood Brasil's main objective is to fight for the protection of childhood and to combat sexual violence against the country's children and adolescents. Over the past fifteen years it has developed programs and projects at the local, regional, and national levels, offered its technical support to local projects, trained professionals, and influenced a variety of public policies. In the process, countless lives have been changed for the better. Now,

the focus of the organization is increasingly on identifying the risk factors that lead to vulnerability among children, and the prevention of sexual violence. Fighting for a cause that's not always visible — after all, underage sexuality is still a taboo for many — Childhood Brasil seeks to establish an effective dialogue with various sectors of society in order to turn this issue into a priority in discussions on childhood in Brazil.

MISSION, VISION AND VALUES

MISSION

Promote and defend the rights of children and adolescents by focusing on the issue of sexual violence, and developing and supporting programs which preserve their physical, psychological, and moral well-being.

VISION

Be recognized for the importance, merit, and impact of our actions, and for our fight to defend children and adolescents whose dignity and fullness 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

CONCEPTS

SEXUAL VIOLENCE

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 to a childhood directly interferes with their full and healthy development.

SEXUAL ABUSE

- Occurs when a child or adolescent is used for sexual gratification by an adult;
- Is imposed by physical force, threat, or manipulation;
- Can occur inside or outside the family; and
- Does not involve money or payment of any sort.

SEXUAL EXPLOITATION

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

CONTEXT

63 MILLION CHILDREN AND ADOLESCENTS

46% OF CHILDREN AND ADOLESCENTS UNDER 14 YEARS OF AGE LIVE IN HOUSEHOLDS WHOSE PER CAPITA INCOME DOES NOT EXCEED THE MINIMUM WAGE

132,000 FAMILIES ARE HEADED BY CHILDREN AND ADOLESCENTS AGED 10 TO 14

(Source: IBGE, 2010)

MAPPING PROJECT FEDERAL HIGHWAY PATROL

1,969 LOCATIONS ON FEDERAL HIGHWAYS THROUGHOUT BRAZIL WHICH ARE VULNERABLE TO THE SEXUAL EXPLOITATION OF CHILDREN AND ADOLESCENTS

OF THIS TOTAL, **29%** ARE CONSIDERED **HOT SPOTS**

NGO SAFERNET

27% OF REPORTS OF HUMAN RIGHTS VIOLATIONS ON THE INTERNET (51,553 REPORTS) CONCERN CHILD PORNOGRAPHY

A 192,93% INCREASE IN REPORTS OF SITES RELATED TO HUMAN TRAFFICKING*

*Most of the sites were reported for promoting adult and child prostitution in the host cities of the World Cup.

REPORTING HOTLINE (100)

91,342 REPORTS OF VIOLATIONS OF CHILDREN'S RIGHTS REGISTERED ON THE NATIONAL REPORTING HOTLINE OF THE SECRETARIAT FOR HUMAN RIGHTS OF THE PRESIDENCY OF THE REPUBLIC

25% OF THESE CALLS WERE COMPLAINTS ABOUT SEXUAL VIOLENCE

VICTIMS
34% AGED 7 AND UNDER
40% AGED 8 TO 14
13% AGED 15 TO 17

OF ALL REPORTS OF **SEXUAL VIOLENCE**
75% FOR ABUSE
25% FOR SEXUAL EXPLOITATION

OVERVIEW

Thanks to the support of its many partners, in 2014 **Childhood Brasil** developed five programs designed to promote and protect the rights of children and adolescents



ON THE RIGHT TRACK PROGRAM

141 professionals

from 102 signatory companies participated in the 8th Business Conference

Launch of the **6th edition**

of Mapping of Locations on Federal Highways which are Vulnerable to Sexual Exploitation, in partnership with the Federal Highway Patrol

3 Communication and Awareness Campaigns

provided by partner companies

5 regional workshops

with the participation of

108 multipliers



MAJOR INFRASTRUCTURE PROJECTS PROGRAM

In partnership with Instituto Camargo Corrêa, **discussion and mapping of indicators** for the creation of a child risk scale in regions where major new infrastructure projects will be built

Participation of the IDLocal initiative, 2014 cycle, to create a step-by-step process for the development and adaptation of a **Balance Score Card**, designed for the comprehensive protection of children and adolescents

Mapping trends

and references for implementing the Balanced Score Card by companies (in partnership with FGV-EAESP-GVces)



PROTECTION NETWORK

Training of **240 protection network professionals**

and conducting workshops with the tourism industry in Eunápolis, Porto Seguro, and Santa Cruz Cabralia, in Bahia state

Creation of municipal plans to combat sexual violence against children and adolescents in these **3 municipalities**. Start of the process to evaluate, monitor, and systematize experiences.

Partnership with pulp & paper firm **Stora Enso** and **Veracel**, and with **Instituto Tribos Jovens (Young Tribes Institute)**

Seminar on protected listening held for **400 participants** and authorities in São Paulo

About **100 Special Deposition facilities** now operating in Brazil

400 participants

trained in forensic interview techniques through the National Justice Council (CNJ) Distance Education platform

Formation of a Working Group to prepare a proposal for the **Special Deposition Bill project**

Participation in the XXV Congress of the Brazilian Association of Judges, Prosecutors, and Public Youth Defenders – **ABMP** (panel on sexual violence against children and adolescents, and adaptations of the justice system)

Training of **700 courtroom officials** throughout Brazil

OVERVIEW



COMMUNICATION

Development of **Que Abuso é Esse? (What Abuse is This?)**, a TV series in partnership with broadcaster Canal Futura, Fundação Vale, and UNICEF Brazil. The project features **8 episodes** focused on topics related to sexual abuse of children and adolescents

224,442 visits to the Childhood Brasil website

About **50 items** on our blog which offer information related to the cause



TOURISM

Engagement with **Atlantica Hotels** and **Grupo Aldan** through communication actions and meetings with hotel staff teams

Launch of **3 awareness campaigns** designed for Atlantica Hotels guests

7 years of success at protecting children in **Pernambuco** state



MAJOR EVENTS AND CHILDHOOD

Creation of the Convergence Agenda, a pioneering project that brought together **35 organizations**, including ministries, civil society groups, and international agencies in order to develop a common agenda for child protection in the context of the **2014 Soccer World Cup**



At the invitation of the Organizing Committee of the **2016 Rio Olympic and Paralympic Games**, **Childhood Brasil** is heading discussions on protection of children and adolescents in the context of the Olympics. At the top of the agenda, **Childhood Brasil** will contribute ideas and suitable monitoring strategies

Leadership in the development of the **#BrasilNaDefesaDaInfância** campaign and its dissemination to partners

Training in child protection for over **15,000 volunteers** who worked at the 2014 Soccer World Cup



SOWING SEEDS

9 projects led by young people in host cities of the World Cup, designed to mobilize local youth to combat sexual exploitation

Technical workshop offered to **20 young leaders** of the projects we supported. Schools, airports, bus stations, fan fests, hotels, and social networks were some of the target areas for these actions.

The project impacted about **9,420 people** directly, 15,525 people indirectly, and 100 young leaders

Continuation of actions through the **press, social networks, and our website**

Support for social group **Casa Santa Maria** through the **Dawn (Alvorecer) Project**, which included the training of professionals in teaching methods for children and adolescents, and the purchase of teaching materials and improvements for the Casa Santa Maria shelter in São Manoel, in the interior of São Paulo state

PROGRAMS AND PROJECTS



MAJOR EVENTS AND CHILDHOOD

Developed between 2012 and 2014, this project mobilized young leaders, made thousands of people aware of protecting child and adolescent rights during the Soccer World Cup, and helped create the Convergence Agenda



#BrasilNaDefesaDaInfancia Campaign

The **Major Events and Childhood** Project, an initiative of **Childhood Brasil** with support from the Oak Foundation, involved a set of strategies to combat sexual violence against children and adolescents in the context of the 2014 Soccer World Cup. After a public notice issued in 2013, nine projects were selected, all of which protected children's rights and were developed by organizations based in World Cup host cities. These projects were led by young people in their communities, and received one year of technical support from the

Childhood Brasil team, plus funding to help with implementation. The actions targeted schools, airports, bus stations, fan fests, hotels, and social networks. As part of the **Major Events and Childhood** Project, the **#BrasilNaDefesaDaInfancia** campaign was launched with support from soccer stars Neymar Jr. and Daniel Alves. The goal was to encourage the reporting of any violation of child and adolescent rights through the National 100 Hotline. The campaign, held in partnership with Instituto Projeto Neymar Jr., garnered coverage

RESULTS IN NUMBERS

#BRASILNADEFESA
DAINFANCIA



ACTIVE IN
OVER
30
COUNTRIES

IN **28** CITIES
BRAZIL **31,000** POINTS

PARTNERSHIP WITH
INSTITUTO PROJETO
NEYMAR JR. **INJr**

9 LOCAL PROJECTS
100 YOUNG LEADERS
9,420 PEOPLE DIRECTLY IMPACTED
15,525 PEOPLE INDIRECTLY

295 INSERTIONS
900,000 COPIES
5 MILLION PEOPLE REACHED

VIDEOS ON SOCIAL NETWORKS

100K VIEWS

39 MINUTES
IMPACT
20 MILLION
VIEWERS

47 MINUTES ON RADIO

+ **70** PARTNER COMPANIES
3,8 MILLION PEOPLE REACHED

ACTIVE ON
3,000 KM OF HIGHWAYS
SÃO PAULO
PORTO ALEGRE
RIO DE JANEIRO
BELO HORIZONTE
17,000 FLIGHTS
3 INTERNATIONAL AIRPORTS

in international media outlets such as Le Monde, Al Jazeera, and The Washington Post. In addition, the **Childhood Brasil** website featured an area with information on the risks of sexual violence against children during the World Cup. The number of visits quadrupled compared to previous months.

Convergence Agenda

The participation of **Childhood Brasil** was decisive in creating the Protect Brazil Convergence Agenda — designed to establish preventive actions before and during major events — in tandem with the Secretariat for Human Rights of the Presidency of the Republic as well as various government ministries and civil society organizations. One of the innovative proposals of the Convergence Agenda was the establishment in each host city of Child and Adolescent Comprehensive Protection Committees, which provided spaces to promote specific actions in each city. **Childhood Brasil**, in partnership with the United Nations Children's Fund (UNICEF), the International Labor Organization, and Fundação Itaú Social, created a guide for standardizing the training of local committees, as well as their responsibilities, main strategies, and models for monitoring and evaluation.

SPECIAL DEPOSITION PROJECT



Protected and specialized listening avoids re-victimization of children who are victims of or witnesses to sexual violence

Of the many actions undertaken by **Childhood Brasil** in order to protect children's rights, listening is fundamental. More than just an educational policy procedure, it is the recognition of children and adolescents as citizens who have the right to express themselves in their own words and to be heard in judicial or administrative proceedings in which they are involved.

Based on this premise, the **Special Deposition Project**, as part of the **Protection Network Program**, offers non-revictimizing methodologies for listening to children and adolescents who are victims of or witnesses to sexual violence, and who are within Brazil's public safety and justice systems, or child

protection agencies. The project began to take shape in 2008 when Childhood Brasil visited various countries to witness their successful protected listening programs. In 2010 the National Justice Council recommended that Brazil's courts create specialized services for children and adolescents to be properly heard during legal proceedings.

The Special Deposition methodology reduces the number of times a child must testify, and recommends a welcoming and friendly space, a multidisciplinary team trained in forensic interviews with children, and a recording of the interview to form part of the legal proceedings. There are now over 100 special deposition facilities in Brazil.

RESULTS IN NUMBERS

3 STRATEGIC COURSES OF CLASSROOM TRAINING TAUGHT BY NCAC* IN SÃO PAULO

1 MEETING OF INTEGRATED CENTRES TO HELP CHILD VICTIMS OF SEXUAL VIOLENCE

700 OFFICIALS FROM COURTS AROUND BRAZIL WERE TRAINED

SEMINAR ON "LISTENING TO CHILDREN AND ADOLESCENTS IN SITUATIONS OF SEXUAL VIOLENCE: GUIDELINES FOR CONSOLIDATING PUBLIC POLICY IN BRAZIL"

+ SÃO PAULO STATE COURTS = 200 PARTICIPANTS

450 TOOK THE COURSE ON CHILDREN'S RIGHTS

250 TOOK THE COURSE ON SPECIAL DEPOSITIONS

45 SPECIAL DEPOSITION INTERVIEWS CONDUCTED AND SUBMITTED FOR TESTING IN 3 BRAZILIAN COURTS

*National Children's Advocacy Center



The publication includes articles by experts in childhood issues

With support from UNICEF, Atlantica Hotels and Grupo Aldan, Childhood Brasil has enabled the Special Deposition project to grow. In 2014 we launched *Listening to Child Victims of Sexual Violence: Theoretical and Methodological Aspects*, a publication in partnership with UNICEF and Universidade Católica in Brasília. In 2013 we played an active role in the creation and activities of the Working Group for Child Protection in conjunction with the Secretariat for Human Rights of the Presidency of the Republic. We also continued our strategic partnership — which began in 2009 — with the National Children's Advocacy Center (NCAC) in the United States, for adapting and testing of Brazilian Protocols for Forensic Interviews, and the training of trainers, supervisors, and interviewers.

SPECIAL DEPOSITION

A CHILDHOOD BRASIL INITIATIVE

MORE WELCOMING ENVIRONMENT WITH JUST THE CHILD AND THE INTERVIEWER IN THE ROOM

PEOPLE PARTICIPATE IN THE HEARING IN A SEPARATE ROOM

DEFENDANT AND VICTIM DO NOT MEET



QUESTIONS ARE ASKED IN LANGUAGE SUITABLE FOR CHILDREN

CHILD REPORTS THE FACT FREELY

CHILD SPEAKS ONLY ONCE



Event at the São Paulo Law Courts

ON THE RIGHT TRACK PROGRAM



Through ongoing education activities carried out by companies participating in the On the Right Track program, truck drivers in Brazil are helping in the growing fight against the sexual exploitation of children and adolescents on Brazilian highways

On the Right Track has been coordinated by Childhood Brasil since 2006, and is supported by companies that adhere to the *Corporate Pact Against the Sexual Exploitation of Children and Adolescents on Brazilian Highways*, a public commitment to help protect the country's young people. One of the main strategies of the program has been our continuing efforts to educate truck drivers to defend the rights of children and adolescents, particularly in reporting suspected or confirmed occurrences.

In 2014 we held the sixth edition of the **Mapping Project**, an initiative of the Federal Highway Patrol. Since 2009 the project has received technical support from **Childhood Brasil**, in partnership with the International Labor Organization, the Secretariat for Human Rights of the Presidency of the Republic, and the Labor Ministry. As its name implies, the project maps vulnerabilities to sexual exploitation of children and adolescents on federal highways, which offer environments and facilities whose common characteristics include the



sale and consumption of alcohol, adult prostitution, and a steady flow of vehicles. The program's consolidated results are presented every two years.

The mapping and dissemination of vulnerabilities have led to comprehensive information on preventing sexual violence and protecting children and adolescents. In order to further refine this information, the sixth edition of the project included two new indicators: gender of the victims, and their place of origin. This has allowed us to identify, for example, that in 38% of the

locations which have registered children and adolescents in situations of sexual exploitation, the victims came from elsewhere, meaning that they could be victims of human trafficking. Another finding was that the highest risk cities, due to their larger number of vulnerable points, had a low score on the Human Development Index - Education. The **2013-2014 Mapping Project** identified 1,969 vulnerable points: 566 points were considered as hot spots, 538 as high risk, 555 as medium risk, and 310 points as low risk.

RESULTS IN NUMBERS

AT THE END OF 2014
1.522 COMPANIES
 **54**
 BUSINESS ASSOCIATIONS
 HAD SIGNED THE
CORPORATE PACT
AGAINST THE SEXUAL
EXPLOITATION OF
CHILDREN AND ADOLESCENTS
ON BRAZILIAN HIGHWAYS*

THE ON THE RIGHT TRACK PROGRAM
 PROVIDED
3 CAMPAIGNS
 TO COMPANIES
 ON KEY DATES
CARNIVAL
MAY 18 
2014 WORLD CUP
 INVOLVING AT LEAST
137 COMPANIES AND THEIR
STAKEHOLDERS

THE ON THE RIGHT TRACK PROGRAM
 CONDUCTED
5 PHASES
OF THE REGIONAL
WORKSHOPS CYCLE

 **91**
 FOCAL
 POINTS
108 MULTIPLIERS FROM
PARTICIPATING COMPANIES

2 IN-COMPANY
WORKSHOPS + **59** MULTIPLIERS
TRAINED

*Of this total, 529 companies were either a "signatory" or "donor".

PROTECTION NETWORK IN BAHIA

Key achievements in 2014 included the preparation of civic plans to fight sexual violence against children and adolescents, the formation of local steering committees, and consolidating the delivery of specialized assistance



A **Childhood Brasil** project since 2005, the **Protection Network** project is designed to help develop and strengthen public policy for preventing and addressing sexual violence against children and adolescents in Brazilian cities. The **Protection Network in Bahia** state was implemented in February 2013 in Eunápolis, Porto Seguro, and Santa Cruz Cabrália, cities located on the Discovery Coast, in partnership with Instituto Tribos Jovens, a local social organization; pulp and paper companies Stora Enso and Veracel; Municipal Councils for the Rights of Children and Adolescents (CMDCA's); as well as municipal councils and local managers.



Protection Network in Bahia Working Group

In 2014, during its second year of operation, the project achieved several important goals. First, it established inter-institutional and inter-sectoral steering committees in three locations, which can act as a forum for discussion and to support the CMDCA's. It also prepared civic plans to fight sexual violence against children and adolescents, which were submitted for approval to the respective city councils. Finally, it employed a participatory strategy to collect information from the various institutions involved, which allowed the program to guide local civic policies and help the public gauge the progress of the Protection Network's activities.

The consolidation of the delivery of specialized assistance for child and adolescent victims of sexual violence was due to the mobilization and ongoing dialogue between strategic segments of society, as well as the training in sexual violence, public policy, and the protection network provided to Guaranteed Rights System (*Sistema de Garantia de Direitos*) professionals from the three municipalities. The tourism sector was also involved: in the month prior to the 2014 World Cup, **Childhood Brasil** held a seminar on Childhood Protection in Tourism to promote the adoption of ethical behavior in defending the rights of children and adolescents. The Discovery Coast Operational Plans were presented to segments such as healthcare, infrastructure, and mobility.

GUARANTEES SPECIALIZED ASSISTANCE SERVICE

WITH THE OPENING OF **1 CREAMS*** IN SANTA CRUZ CABRÁLIA

* Reference Centre for Specialized Social Assistance

RESULTS IN NUMBERS

9 WORKSHOPS

TO PREPARE CIVIC PLANS TO FIGHT SEXUAL VIOLENCE AGAINST CHILDREN AND ADOLESCENTS **3 IN EACH MUNICIPALITY**

6 INFORMATION SHARING SESSIONS

248 INVOLVING PROFESSIONALS FROM THE GUARANTEED RIGHTS SYSTEM

83% OF PARTICIPANTS RATED THE INFORMATION AS ESSENTIAL FOR THEM AND FOR THE COMMUNITY

Seminar on Childhood Protection in Tourism



PERNAMBUCO PROGRAM



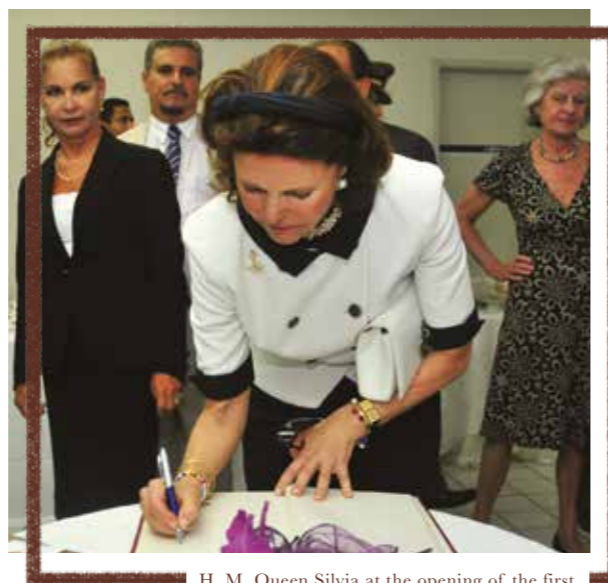


PERNAMBUCO PROGRAM

FIGHTING SEXUAL VIOLENCE AGAINST CHILDREN AND ADOLESCENTS

Four projects have been undertaken over the past seven years

Childhood Brasil has been active in the state of Pernambuco for over 15 years. It began its activities in 2000 through the Sowing Seeds program, and later provided financial and technical support to 18 projects carried out by six local NGOs. In 2007, in partnership with the state government and the State Council for Child and Adolescent Rights (CEDCA/PE), it launched the **Pernambucano Program to Combat Sexual Violence against Children and Adolescents (PPEVS)**, which involved various methodologies to fight sexual violence against young people by strengthening the child protection network, mobilizing the tourism industry, and consolidating the program's actions regarding public policies.



H. M. Queen Silvia at the opening of the first Special Deposition facility in Pernambuco



Youth Mobilizers group in Pernambuco

RESULTS IN NUMBERS

369 YOUNG PEOPLE
FOR TOURISM JOBS IN PARTNERSHIP WITH SENAC E HOTEL CHAINS



YOUTH PEOPLE SERVING AS MOBILIZERS IN **17 PUBLIC SCHOOLS** COMBATING SEXUAL EXPLOITATION IN THEIR COMMUNITIES

CODE OF CONDUCT FOR THE TOURISM INDUSTRY IN GREATER RECIFE SIGNED BY **325 COMPANIES AND 18 ASSOCIATIONS**

Between 2007 and 2014 Childhood Brasil carried out the following four projects, thanks to its success at meeting the demands of the state and the municipalities benefited.

1. Tourism and protection of children in northeastern Brazil

Designed to establish the conditions necessary to prevent sexual exploitation by strengthening public policies and ensuring children's rights.

1.1. Social Inclusion with Professional Training for Socially Vulnerable Young People - Phase I (2009), Phase II (2010)

Provided education and professional qualification to young people aged 16 to 26 who had completed elementary school and lived in the target municipalities, preparing them for jobs in the tourism industry. Supported by the local Senac office and tourism operators.

1.2. Community mobilization of young people

Young people in public schools in the seven municipalities on the south coast of Pernambuco state are trained to act as mobilizers to prevent the sexual exploitation of children and adolescents by promoting public activities such as campaigns and discussions.

1.3. Protective bonds

Using the skills of public officials on issues related to juvenile sexuality, sexual violence, and networking, two training projects were conducted: education for towns on the south coast; and education for Guaranteed Rights System participants in more isolated locations.

1.4. Code of Ethical Conduct to Protect Children and Adolescents in Tourism in Pernambuco

The creation of, and adherence to, a code of ethical conduct to guide the adoption of guidelines for professionals and managers working in the tourism sector was introduced in 2011, through an alliance between the civil, public, and private sectors in Pernambuco.

2. Centre for Studies, Research, and Assistance Related to Sexual Violence (CEPARVS)

This Centre develops studies, research, and methodologies for specialized assistance to children, adolescents, and families that are vulnerable to and/or experiencing sexual violence. The facility operates in partnership with the Court of Pernambuco and Faculdade Frassinete in Recife, and its work is based on the experience of similar assistance centres.

3. On the Right Track Program Pernambuco

In addition to mobilizing the state's business sector, this program achieved a unique milestone: the mapping of vulnerabilities to sexual exploitation of children and adolescents on state highways, thanks to a partnership between Childhood Brasil, the State Highway Police, and the Federal Highway Patrol.

4. Special Deposition

We opened the first properly equipped Special Deposition facility in the state, provided forensic interview training to technical staff, and hosted a seminar on *Differences and Similarities between the Role of the Judiciary and Multidisciplinary Teams*.

OUTLOOK



OUTLOOK

Bring greater visibility to the cause while extending its reach, and seek creative means for self-sustainability

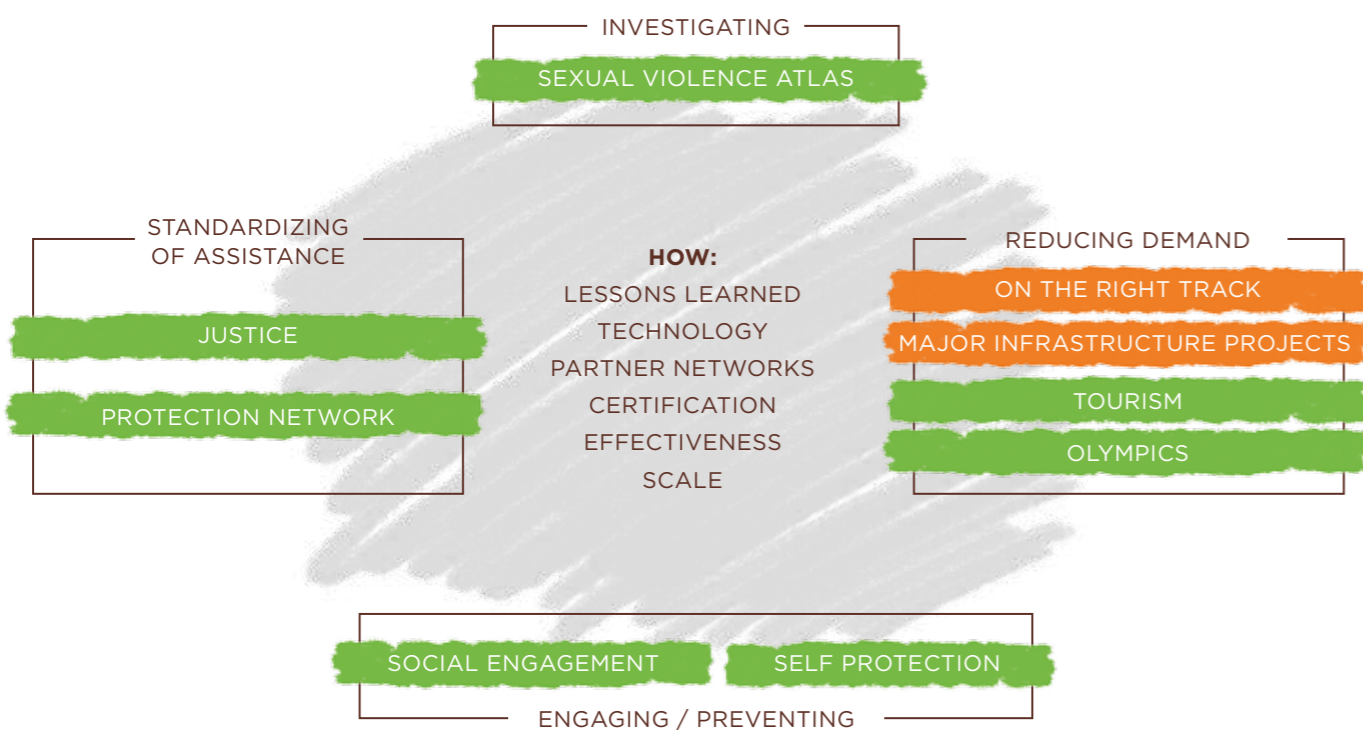


Over the next five years (2015-2020), **Childhood Brasil** plans to continue investing in projects and programs that deliver solid results, but without losing sight of the challenge to increase the visibility and scope of the cause that drives us: protecting the rights of children and adolescents and fighting against sexual violence. To achieve these goals, it is essential for us to strengthen our partner support and our engagement with society so we can push for effective public policies for child protection. We also seek to keep the organization on a firm financial footing, and explore creative fundraising approaches.

PROGRAMS AND PROJECTS

OUTLOOK FOR 2015 - 2020

■ Programs ■ Projects



POSITIONING

Advocacy is now part of every **Childhood Brasil** activity: in conjunction with our stakeholders we are fully committed to supporting the implementation of public policies by providing effective ideas and methodologies. We also advise companies and business groups on the development of specific child protection measures for their particular sectors, and promote the creation of local partnership networks.



PATHWAYS TO SUCCESS

FOCUS ON RISK FACTORS

Risk factors that lead to sexual violence against children and adolescents are now the main focus of our programs and projects.

EFFECTIVENESS AND SCALE

Measure the **effectiveness** of our actions to reduce and eliminate the risk factors leading to sexual violence against children and adolescents. Implement this strategy once the **effectiveness** of the actions is demonstrated.

SELF-SUSTAINABILITY AND VIABILITY

Continue to diversify our funding sources and incorporate the idea of “business units” for our programs and projects.

FINANCIAL STATEMENTS

Financial Statements for the
Year Ended December 31, 2014 and
Independent Auditor's Report

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 of December 31, 2014, and the statement of deficit, statement of comprehensive income, statement of changes in net assets, 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 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 misstatements 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 of December 31, 2014, 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, April 27, 2015
DELOITTE BRASIL
Auditores Independentes Ltda.
CRC 2 SP 000164/O-4
Ribas Gomes Simões
Accountant
CRC 1 SP 289690/O-0

BALANCE SHEET AS OF DECEMBER 31, 2014

(In Brazilian reais - R\$)

ASSETS	NOTE	2014	2013
Current Assets			
Cash and cash equivalents	3	2,879,326	4,326,842
Securities	4	4,267,862	3,100,824
Other receivables		34,217	34,032
Total current assets		7,181,405	7,461,698
Noncurrent Assets			
Property, plant and equipment		36,958	49,668
Total Assets			
		7,218,363	7,511,366

LIABILITIES AND NET ASSETS	NOTE	2014	2013
Current Liabilities			
Payables and trade payables		74,235	133,647
Payroll and related taxes		359,544	292,105
Taxes and contributions payable		22,732	14,233
Donations received in advance	5	448,327	879,325
Other payables		210,824	199,630
Total current liabilities		1,115,662	1,518,940
Net Assets			
Net Assets		6,102,701	5,992,426
Total Liabilities and Net Assets			
		7,218,363	7,511,366

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

STATEMENT OF SURPLUS (DEFICIT) FOR THE YEAR AND ACCUMULATED SURPLUS FOR THE YEAR ENDED DECEMBER 31, 2014 (In Brazilian reais - R\$)

	NOTE	2014	2013
Revenues			
Donations - Donors		3,679,859	3,101,354
Donations - Na Mão Certa Nacional project		1,048,078	613,205
Donations - Atlantica Hotels International partnership		566,493	546,868
Donations - "Juntos pela Infância" Dinner		421,368	2,580,093
Donations - Reliquary exposition	6	-	53,000
Total revenues		5,715,798	6,894,520
Expenses			
Projects		(5,176,854)	(4,865,996)
Fundraising		(294,350)	(1,192,404)
Operating		(76,380)	(103,585)
Administrative		(458,110)	(480,564)
Communication		(208,932)	(108,462)
Total expenses	7	(6,214,626)	(6,751,011)

STATEMENT OF SURPLUS (DEFICIT) FOR THE YEAR AND ACCUMULATED SURPLUS FOR THE YEAR ENDED DECEMBER 31, 2014 (CONTINUATION) (In Brazilian reais - R\$)

	NOTE	2014	2013
Surplus (deficit) before finance income (expenses)			
		(498,828)	143,509
Finance income (expenses)			
Finance income		612,935	416,967
Finance expenses		(3,731)	(5,392)
		609,204	411,575
Surplus (deficit) for the year			
		110,275	555,084

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

STATEMENTS OF COMPREHENSIVE INCOME FOR THE YEAR ENDED DECEMBER 31, 2014

(In Brazilian reais - R\$)

	2014	2013
Surplus (deficit) for the year		
	110,275	555,084
Other comprehensive income		
	-	-
Comprehensive income for the year		
	110,275	555,084

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

STATEMENT OF CHANGES IN NET ASSETS FOR THE YEAR ENDED DECEMBER 31, 2014

(In Brazilian reais - R\$)

	NET ASSETS	ACCUMULATED SURPLUS	TOTAL
Balances as of december 31, 2012			
	5,437,342	-	5,437,342
Surplus for the year			
	-	555,084	555,084
Transfer of surplus			
	555,084	(555,084)	-
Balances as of december 31, 2013			
	5,992,426	-	5,992,426
Deficit for the year			
	-	110,275	110,275
Transfer of surplus			
	110,275	(110,275)	-
Balances as of december 31, 2014			
	6,102,701	-	6,102,701

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

STATEMENT OF CASH FLOWS FOR THE YEAR ENDED DECEMBER 31, 2014

(In Brazilian reais - R\$)

	2014	2013
Cash flow from operating activities		
Surplus (deficit) for the year	110,275	555,084
Adjustments to reconcile surplus (deficit) for the year:		-
Depreciation and amortization	12,710	12,719
Write-off of permanent assets	-	6,368
Changes in operating assets:		-
Other receivables	(185)	(5,420)
Changes in operating liabilities:		-
Payables and trade payables	(59,412)	69,967
Payroll and related taxes	67,439	(68,142)
Taxes and contributions payable	8,499	(4,698)
Donations received in advance	(430,998)	533,860
Other payables	11,194	129,318
Net cash provided by (used in) operating activities	(280,478)	1,229,056
Cash flow from investing activities		
Income from securities	(1,167,038)	(2,391,277)
Acquisition of property, plant and equipment items	-	(25,049)
Net cash used in investing activities	(1,167,038)	(2,416,326)
Decrease in cash and cash equivalents for the year	(1,447,516)	(1,187,270)
Cash and cash equivalents at the beginning of the year	4,326,842	5,514,112
Cash and cash equivalents at the end of the year	2,879,326	4,326,842

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

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED DECEMBER 31, 2014

(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, which was created to (a) strengthen the development of children and youth; and (b) 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. 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), as approved by the Federal Accounting Council (CFC), specifically NBC ITG 2002, as approved by CFC Resolution 1409, of September 21, 2012, and NBC TG 07 (R1), modified and consolidated on December 11, 2013, applicable to nonprofit entities and governmental’s grant and assistance.

2.2. Basis of preparation

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

The significant accounting policies adopted by the Institute are summarized as follows:

a) Assets and liabilities

Receivables and payables during the subsequent year are recorded as current assets and current liabilities, respectively.

b) Donations and contributions

The donations and contributions received to sponsor specific programs and projects are recorded in profit or loss as costs are incurred. Donations received for projects yet to be performed are recorded in line item “Donations received in advance”.

Donations and contributions without specific destination are recognized under “Donations and contributions” when received.

c) Cash and cash equivalents

Consist of cash, banks and short-term investments with maturities of up to 90 days, or that include repurchase agreements, immediately convertible 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 contractual interest, recorded proportionally through the reporting periods, whose amount approximates their fair values, if lower.

e) Property, plant and equipment

Stated at acquisition cost, less accumulated depreciation and/or impairment losses, if applicable.

The Institute uses the straight-line method based on the estimated useful life of each asset or item comprising an asset. The depreciable value, estimated useful life of assets and depreciation methods are reviewed at the end of the reporting period, and adjusted prospectively, if necessary.

f) Accrued vacation pay and related taxes

Recognized based on employees’ compensation and the rights acquired on the balance sheet date, including vacation pay and related taxes.

g) Expenses

Expenses are recorded on the accrual basis, when incurred.

h) Use of estimates

The preparation of financial statements in accordance with accounting practices adopted in Brazil requires Management to rely on estimates to account for certain transactions that affect the reported amounts of the Institute’s assets, liabilities, income and expenses, as well as on the disclosure of information on its financial statements. Actual results may differ from those estimates. The main estimates related to the financial statements refer to the provision for risks and 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:

	2014	2013
Cash and banks	162,250	446,728
Bank account – projects (a)	262,610	761,049
Short-term investments (b)	2,454,466	3,119,065
Total	2,879,326	4,326,842

(a) Refer to funds invested in projects financed by the partnership between the Institute and Plan Project, Stora Enso SGD Strengthening Project, OAK Foundation LTDA partnership, UNICEF partnership project, Na Mão Certa Nacional Project, Atlantica Hotels Internacional partnership and BH Associação Municipal de Assistência Social partnership.

(b) Short-term investments are immediately convertible into a known cash amount and subject to an insignificant risk of change in value and refer to a bank certificates of deposit and repurchase transactions yielding interest between 70% and 95% of the Interbank Deposit rate (CDI).

4. SECURITIES

Represented by investment funds shares with average yield of 103.5% of the CDI.

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:

	2014	2013
Donors and projects		
Alcoa – Juruti Project	60,701	60,701
Associação Municipal de Assistência Social - AMAS - BH	11,447	11,447
OAK Foundation LTD	7,615	410,691
UNICEF partnership	57,223	101,313
Plan Internacional Brasil		
Project to Prevent Children and Adolescent from Sexual Exploitation	35,833	278,281
Programa na Mão Certa – PNMC	44,983	-
Stora Enso Brasil Ltda.	4,092	16,892
SGD Strengthening Project		
World Childhood Foundation Inc. USA - Casa Santa Maria	226,433	-
Total	448,327	879,325

6. VENUES FROM DONATIONS

	2014	2013
Donors		
A. C. Khouri ME (a)	40,000	-
American Sportswear Ltda.	-	63,896
Anita Luiza Besson Moraes Abreu	-	2,000
Ara Vartanian ME	25,560	20,153
Associação Municipal de Assistência Social - AMAS - BH	-	174
Brookfield Brasil Ltda.	-	20,000
Castro Neto Joalheiros Ltda.	2,736	-
CEDCA - PE – Programa Na Mão Certa	-	57,870
Célia Procópio de Araújo Carvalho	4,760	8,638
Comercial Araguaia	1,155	-
Material de Construção Ltda.		
Companhia Siderúrgica do Pecém (b)	46,360	51,000
Concórdia Transportes Rodoviários Ltda.	1,569	-

	2014	2013
Donors		
Condomínio Shopping Center Iguatemi (c)	65,900	-
Deutsche Bank S.A - Banco Alemão	-	5,000
Doações Campanha	62,486	-
Childhood Brasil 15 anos (d)		
Doações Diversas Family Day Shopping Iguatemi	2,535	-
Doações Diversas Venda de Albus de Colorir Croquis Sandro Barros	9,426	-
Erling Sven Lorentzen	31,530	-
Exevo	2,565	-
Haakan Lorentzen	36,930	-
Ingeborg Lorentzen Ribeiro	8,040	-
I-Retail Serv. de Consult. de Moda e Participações	14,481	9,460
Jean Claudio Feder	3,000	2,960
José Augusto de Novaes e Silva Filho	-	4,000
Jozsef Peter Cohn	-	5,000
Leão Alimentos e Bebidas Ltda.	2,000	-
Linha Amarela S.A.	3,542	-
M & Guia Comércio V. Ltda.	1,600	-
Mares Importação, Exportação e Distribuição de Vestuário Ltda.	-	1,800
Maria Gloria R. Baumgart	-	5,000
Monica Feder Mrozek	2,980	3,600
Nelson Azevedo Jobim	-	2,000
OAK Foundation - Projeto COPA (e)	403,077	513,124
Olga Stankevicius Colpo	12,000	12,000
On The Table Confeccões Ltda.	21,000	-
Parceria Aldan Assessoria e Participações Ltda. (f)	42,161	50,526
Parceria BRF Brasil Foods S.A.	-	32,076
Parceria UNICEF (g)	108,146	95,957
Participações Morro Vermelho S.A. (h)	1.168,533	799,280
Plan Internacional Brasil		
Projeto de Prevenção da Exploração Sexual da Criança e do Adolescente (i)	482,812	614,969
Ragnhild Lorentzen	15,770	-
Rolf Gustavo Roberto Baumgart	-	10,000
Rosana Camargo de Arruda Botelho	-	12,000
Stiftelsen World Childhood Foundation	6,059	-
Stora Enso Brasil Ltda.	304,834	237,061
Projeto Fortalecimento do SGD (j)		
Stora Enso Internacional	64,881	-
Tides Center	-	73,183
Troy Comércio Assessoria e Serviços Ltda. (k)	130,000	-
Ursula Erika Marianna Baumgart	-	10,000
Victória R.Lorentzen Ribeiro	7,730	-

	2014	2013
Donors		
Votorantim Industrial S.A. (l)	350,000	350,000
Walter Gebara	-	5,000
Warburg Pincus LLC. (m)	44,260	-
World Childhood Foundation - Suécia	20,449	17,903
World Childhood Foundation Inc. E.U.A. (n)	120,886	-
Sundry	8,106	5,724
Total	3,679,859	3,101,354
Na Mão Certa Nacional project: (o)		
Acrosoft Cargas Aéreas Ltda.	2,000	-
Aerosoft Cargas Aéreas Ltda.	2,950	-
Akzo Nobel Pulpan Per-Formance Química Bahia Ltda.	5,350	-
Anaggi Exportação e Importação Ltda.	7,850	-
Apisul Gerenciamento R. Ltda.	-	1,000
Arthur Lundgren Tecidos S.A.	10,000	5,820
Bandeirante Química Ltda.	1,080	-
Beraca Sabará Químicos e Ingredientes Ltda.	6,365	2,400
Biomedical Distribution Mercosur Ltda.	5,000	3,559
Bono Transportes Rodoviários e Distribuição Ltda.	1,800	-
Brasil Kirin Indústria de Bebidas S.A.	-	1,850
Bravo Serviços Logísticos Ltda.	4,350	-
BRF Brasil Foods S.A.	15,000	36,720
C&A Modas Ltda.	1,032	2,680
Cálamo Distribuidora de Produtos de Beleza S.A.	10,000	22,763
Cargill Agrícola S.A.	17,296	15,056
CCR S.A.	100,000	-
Celote Logística e Transportes Ltda.	1,800	-
Centrais Elétricas de Santa Catarina S.A.	4,000	-
Cia Brasileira de Distribuição S.A.	15,000	1,110
Cia Ultragas S.A.	10,000	-
Companhia Goiana de Ouro	-	1,210
Comunicarte Marketing Cultural S.A.	15,000	-
Concessionária Ayrton Senna Carvalho Pinto	-	2,560
Concessionária BR -040 S.A	5,000	-
Concessionária Ecovia Caminho do mar S.A.	4,000	-
Concessionária Ecovias dos Imigrantes S.A.	4,200	-
Concessionária Litoral Norte S.A.	1,130	-
Concessionária Rota 116 S.A.	1,560	2,220
Concessionária Rota das Bandeiras S.A.	5,000	5,000
Concórdia Transportes Rodoviários Ltda.	3,550	-
Construções e Comércio Camargo Corrêa S.A.	4,495	-
Cooperativa de Transporte de Cargas do Estado de Santa Catarina	5,747	-

	2014	2013
Na Mão Certa Nacional project: (o)		
Coopercargo Cooperativas dos Transportadores Autônomos de Joinville	-	1,730
Copagaz Distribuidora de Gás S.A.	5,615	-
Costeira Transportes e Serviços Ltda.	-	1,750
CPFL Energia S.A.	25,000	-
Danone Ltda.	-	38,118
Dow Brasil Ind.e Comércio de Prod.Químicos Ltda.	10,350	-
DSR Soluções e Inteligência Logística	4,750	-
Dudalina S.A.	5,000	-
Ebmac Transportes e Logística Ltda.	2,000	-
Eclipse Transportes Ltda.	5,000	6,480
Ecoporto Santos S.A.	11,147	-
Ecorodovias Infraestrutura e Logística S.A.	20,000	-
Eka Bahia S.A.	-	5,000
Elekeiroz S.A.	5,000	-
Ellosforte Transporte Ltda.	1,200	-
Empresa Concessionária de Rodovias do Sul S.A.	5,050	-
Farma Logística e Armazéns Gerais Ltda.	5,000	3,000
FBD Distribuidora Ltda.	-	551
Fernanda de Avila Silva	-	1,730
G7 Log Transportes Ltda.	5,224	-
Gafor S.A	5,000	-
Gerdau Aços Longos S.A.	73,313	59,710
Gold Brasil Logística Ltda.	5,055	-
Golden Cargo Transportes e Logística Ltda.	1,602	-
GPS Log. e Ger. Riscos Ltda.	2,000	-
Granelheiro Transportes Rodoviários Ltda.	-	1,110
Holcim Brasil S.A.	9,105	1,480
IDF Transportes Ltda.	1,400	-
Instituto Abad para o Conhecimento	-	250
Instituto Arcor Brasil	50,000	50,000
Instituto C&A de Desenvolvimento Social	20,000	30,000
Instituto Julio Simões	-	15,900
Instituto Sócio Ambiental	-	5,000
Adelina Clara Bens de Souza		
Integração Nacional de Transportes e Encomendas de Cargas	5,000	3,250
Intercement Brasil S.A.	3,123	4,037
Itaipu Binacional	20,000	10,000
Jade Transportes Ltda.	1,800	288
Jaloto Transportes Ltda.	2,750	-
JB Transportes de Cargas Ltda.	2,400	-
JRD Logística Marketing EPP	1,200	-
JSL S.A.	15,000	15,000

6. VENUES FROM DONATIONS (CONTINUATION)

	2014	2013
Na Mão Certa Nacional project: (o)		
Kimberly -Clark Brasil Ind. e Com. de Produtos de Higiene Ltda.	-	5,000
Leão Alimentos e Bebidas Ltda.	5,000	-
Leão Junior S.A.	-	7,790
Librelato Implementos Agrícolas e Rodoviários Ltda.	4,350	-
Linha Amarela S.A.	5,000	-
Liran Transportes e Logística Ltda.	2,200	5,000
Lobo Logística Ltda.	2,913	-
Lourenço Transportes e Comércio Ltda.	1,400	-
LUFT Transportes Rodoviários Ltda.	-	3,000
Manchester Logística Integrada Ltda.	2,000	-
Martins Comércio e Serviços de Distribuição S.A.	5,000	-
Mercedes Benz Brasil Ltda.	30,000	30,000
Mercotrans Transportes e Logística Ltda.	2,400	-
Mineração Maracá Indústria e Comércio S.A.	10,000	-
Nasul Cargo Logística Ltda.	2,397	-
Nestlé Brasil Ltda.	5,000	-
Nova Logística S.A.	-	4,260
Patrus Transportes Urgentes Ltda.	15,000	15,000
Paulo Express Transportes Serviços de Logística Ltda.	3,200	-
Pedreira Interbahia Transportes Ltda.	1,200	-
Petrobras Distribuidora S.A.	10,000	1,443
Polivias S.A. Transportes e Serviços	-	1,214
Projecta Transportes e Logística Ltda.	-	1,131
Quimilog Tecnologia e Logística Ltda.	1,768	-
R D F Logística e Transportes Ltda.	-	600
Raça Transportes Ltda.	5,000	-
Rafer Transporte Rodoviário de Cargas Ltda.	1,800	-
Raupp Transportes Rodoviários Ltda.	2,600	1,110
RDF logística e Transportes Ltda.	-	1,480
Real Santista Transportes Ltda.	1,200	-
Repom S.A.	2,750	-
Rodoagro Transportes e Logística Ltda.	-	2,000
Rodomac Transportes de Cargas e Aluguel Ltda.	1,281	-
Rodovia das Cataratas S.A.	4,014	10,000
Rodovisa Transportes Ltda.	1,970	1,940
Rota do Atlântico S.A.	5,000	-
Santa Felicidade Transporte e Logística Ltda.	5,000	1,110
Santos Brasil Participações S.A.	5,000	-

	2014	2013
Na Mão Certa Nacional project: (o)		
Santos Munhoz Transportes Rodov. de Cargas Ltda.	2,000	-
Scania Latin America Ltda.	24,155	-
Sociedade Interestadual de Transportes Carvalho Ltda.	1,200	-
Steel Log Logística Transportadora e Serviços Ltda.	7,552	-
Suprema Serviços Industriais Ltda.	2,050	-
T H V Transportes Ltda.	-	740
Tegma Gestão Logística S.A.	30,000	30,740
Tic Transportes Ltda.	5,000	-
TM & I Ltda. EPP	1,728	-
TNT Mercúrio Cargas e Encomendas Express S.A.	4,700	795
Trans Kothe Transportes Rodoviários S.A.	5,000	-
Trans Pantanal Ltda.	2,380	-
Trans. MRA Lima Transportes Produtos Químicos Ltda.	1,200	-
Transac Transporte Rodoviário Ltda.	3,200	-
Transagio Transportes Ltda.	1,766	-
Translos Ltda.	1,766	-
Transpedrosa S.A.	-	2,808
Transpizzatto Ltda.	3,150	-
Transportadora Ajofer Ltda.	4,200	-
Transportadora Almeida de Marília Ltda.	1,067	-
Transportadora Delefrati Ltda.	2,868	-
Transportadora Gorgonho Ltda.	-	1,036
Transportadora Jolivan Ltda.	-	1,480
Transportadora Pinhalense Ltda.	1,200	-
Transportadora Plimor Ltda.	5,000	-
Transportadora São José de Capivari Ltda.	3,200	-
Transportadora Trans Varzea Ltda.	1,200	-
Transportadora Unidos Ltda.	1,673	-
Transporte Lida Ltda.	1,800	-
Transportes Borelli Ltda.	2,760	-
Transportes Buturi S.A.	2,400	-
Transportes Cavalinho Ltda.	4,200	-
Transportes Dalcoquio Ltda.	4,000	-
Transportes Imediatos Ltda.	5,000	-
Transportes Jorgeto Ltda.	-	2,437
Transportes Luft Ltda.	5,200	3,558
Transportes Morada do Sol Ltda.	1,200	-
Transportes Toniato Ltda.	6,050	-
Transrio Transportes e Logística Ltda. ME	1,200	-
Treelog S.A. Logística e Distribuidora Ltda.	30,000	30,370
Tropical Transportes Ipiranga Ltda.	2,285	3,275
Unilever Brasil Ltda.	7,245	1,480

	2014	2013
Na Mão Certa Nacional project: (o)		
Unilog Universo Logística Ltda.	2,400	-
United Way Worldwide	17,739	-
Valpasa Indústria de Papel Ltda.	5,000	-
Via Dupla Transportes Rodoviários Ltda.	2,150	-
Videira Transportes Rodoviários Ltda.	1,400	270
VM Betel Transportes Ltda.	1,255	-
Volvo do Brasil Ltda.	20,350	19,890
Vopak Brasil S.A.	10,586	5,930
Votorantim Cimentos S.A.	10,000	-
Whirlpool Latin America	5,000	-
White Martins Gases Industriais Ltda.	-	1,840
WR de Aquino Transportes de Frios	1,200	-
Sundry	36,321	56,146
Total	1,048,078	613,205
Donations - Atlantica Hotels International partnership: (p)		
Anserve Comércio de Bebidas e Alimentos Ltda.	18,189	15,968
Celi Empreendimentos Hoteleiros Ltda.	12,669	9,479
Hotels comprising the Atlantica chain	535,635	521,421
Total	566,493	546,868
“Juntos Pela Infância” - Dinner: (q)		
Abrizzo Alimentos Bebidas e Comércio Exterior	-	9,850
Alexandre Cafe Birmam	-	2,000
Alfredo Egydio Setubal	-	2,500
Alfredo Khouri	-	27,300
Alfredo Presendo	-	12,150
Alfredo Villela Filho	-	5,000
Alpargatas S.A.	9,450	25,000
Amarilio Proença de Macedo	-	9,450
Ana Helena Vincentim	-	7,875
Ana Maria Levy Villela Igel	-	10,000
Ana Paula de Assumpção Raia	-	5,000
Andre Neuding Filho	-	2,000
Andre Victor Neuding	-	5,000
Anna Helena Americano de Araújo	-	20,000
Antonio Bornia	-	2,500
Antonio Claudio Guedes Palaia	-	5,000
Antonio Viana Silva Neto	-	2,500
Arthur José de Abreu Pereira	-	86,110
Banco do Brasil S.A.	90,550	-
Banco Itaú BBA S.A.	-	10,000
Candido Botelho Bracher	-	15,000
Carla Duprat	-	1,000

	2014	2013
“Juntos Pela Infância” - Dinner: (q)		
Carlos Alberto Mansur	-	113,000
Carlos Alberto Sicupira	-	25,000
Carlos Antonio Rossi Rosa	-	5,000
Carlos Pires Oliveira Dias	-	25,000
Cassio Gubnitsky Guimaraes	-	2,000
Catarina Teixeira Pires Oliveira Dias	-	10,000
CCR S.A.	100,000	-
Cecilia Sicupira Giusti	6,825	21,475
Celso Lafer	-	5,000
CHUBB do Brasil Cia de Seguros	-	4,000
Ciccy Halpern	-	2,000
Cicero Piva de Albuquerque	-	5,000
Citibank S.A.	-	50,000
Claudio Bardella	-	5,000
Claudio Luiz da Silva Haddad	-	5,000
Companhia Jaguar de Energia	16,000	-
Companhia Luz e Força de Mococó	11,000	-
Companhia Sul Paulista de Energia	23,000	-
Condomínio Shopping Center Iguatemi	15,000	-
Conrado Comolatti Ruivo	-	2,000
CPFL Comercialização Brasil S.A.	50,000	-
Cristian Baumgart	-	11,025
Daniel Sonder	12,600	2,000
Dario Ferreira Guarita Neto	-	2,000
Drewes Partners C. S. Ltda.	-	6,000
Eduardo Alfredo Levy Jr	-	5,000
Eduardo de Souza Martins	-	21,550
Electrolux do Brasil S.A.	-	5,000
Escola Beit Yaacov (“EBY”)	-	10,000
Esther Giobbi	-	2,500
Fabiana Pastore	-	2,000
Fabio Tinelli	15,750	15,750
Fernanda Abdalla	-	1,000
Fernanda M. P. Oliveira	-	1,000
Fernando Augusto Camargo de Arruda	-	100,000
Botelho Fernando Mattar Beyruti	-	5,800
Francisco Graziano	18,900	18,900
Frederico Carlos Gerdau Johannpeter	-	10,000
Frederico Setubal Carramaschi	-	2,000
Gerald Dinu Reiss	-	2,850
Goldman Sachs do Brasil Banco Múltiplo S.A.	-	110,000
Graff Diamonds NY Inc.	-	102,679
Gustavo Halbreich	-	11,025
GV Holding S.A.	-	10,000
Henrique Afif Cury	-	2,000
Iguatemi Empresa de Shopping Centers S.A.	10,000	-
Instituto Cyrela	-	50,000

6. VENUES FROM DONATIONS (CONTINUATION)

	2014	2013
“Juntos Pela Infância” - Dinner: (q)		
Interscan S. Consultori	-	2,500
Isabella e Felipe Simonsen	-	2,000
Jane Olsson Thorburn	-	6,927
Jean Marc R N. B. Etlin	-	5,000
Joao Alves de Queiroz Filho	-	25,000
João mendes de Castro	-	6,300
Jonas Barcellos	-	28,350
Jorge Ferlin	-	4,300
José Berenguer	-	22,050
Jose Edison Barros Franco	-	2,500
José Ermínio de Moraes	-	108,700
José Ermirio de Moraes Neto	-	84,650
José Francisco Graziano	-	5,000
Jose Henrique Cutrale	-	2,000
José Hugo Gentil Moreira	-	9,310
José Roberto Colnaghi	-	120,550
Juan Carlos Bueno Estrada	-	5,000
Klabin S.A.	-	50,000
Laercio Vasconcelos	-	5,000
Luciana Teperman	-	2,500
Decoração de Interiores Ltda.		
Luis Francisco Novelli Viana	11,025	11,025
Luiz Daniel Marques Neves Cetl	-	2,000
Luiz de Alencar Lara	-	5,000
Luiz Roberto Ortiz Nascimento	-	22,050
Maragogipe Investimentos e Participações Ltda.	-	50,000
Marcelo Bernardini	-	16,350
Marcelo Murad	-	2,000
Marcelo Queiroz Vieira	-	6,400
Marcia Borger	-	12,600
Marcus Vinicius Augusto Verol	-	1,250
Maria Cristina Albernaz Alves	-	5,500
Maria da Gloria Ribas Baumgart	-	2,500
Maria Helena de Moraes Scripilliti	-	25,000
Maria Tereza Ganme L. Campos	-	2,500
Mauricio Mangini	-	5,000
Meyer Nigri	-	13,650
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

	2014	2013
“Juntos Pela Infância” - Dinner: (q)		
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
Patricia L.G. Jereissati	-	2,000
Paulo Mertz Focaccia	-	3,100
Paulo Setubal Neto	-	76,250
Pedro Correa do Lago	-	2,500
Pedro Grendene Bartelle	-	61,700
Pedro Jereissati	-	3,900
Philippe Egmont Jean	-	16,275
Frederic de Nicolay		
Porto Cervo P. Ltda.	-	2,000
Pricewaterhousecoopers	-	25,000
Auditores Independentes		
Priscila Tortorette ME	-	2,000
Raphael Baptista Netto	-	4,300
Raquel Correa Carvalho Oliveira	-	1,000
Renata Davis Capote Valente Profili	-	4,000
Renata de Camargo Nascimento	-	25,000
Renata de Paula Seripieri	-	3,500
Renato Schlobach Moysés	-	7,328
Ricardo Steinbruch	-	5,000
RLG do Brasil Ltda.	-	30,000
Roberto B. Pereira de Almeida Filho	-	5,000
Roberto Baumgart	-	11,550
Rodolfo Lara Campos	-	1,000
Roger Ibrahim Karam	-	5,000
Rosana Camargo de Arruda da Botelho	-	250,000
Rosely G. Bratke	-	5,000
Ruy de Mello Junqueira Filho	-	2,500
Ruy Villela Moraes de Abreu	-	5,000
Sabrina Gasperin Vartanian	-	5,000
San Raphael Hoteis S.A.	-	5,000
Sergio Comolatti e Ana Lucia	-	5,000
Sergio de Magalhães Neto	-	2,000
Sergio Orlando Asis	-	2,500
Sergio Pomalote	-	25,200
Silvana Tinelli	-	25,000
The Mango Foundation	23,330	-
Travel Week Eventos de Turismo Ltda.	-	1,000
Trimax Participações e Administração Ltda.	-	5,000
Vitacon Participações Ltda.	-	3,500
Volvo do Brasil Veículos Ltda.	-	50,000
Waldemar Verde Junior	-	17,850

	2014	2013
“Juntos Pela Infância” - Dinner: (q)		
Walter Gebara	-	10,000
Wood Inter Book Seguros	-	25,000
Sundry	7,938	13,889
Total	421,368	2,580,093

Reliquary exposition: (r)		
Participações Morro Vermelho S.A	-	53,000
Total	-	53,000

Total	5,715,798	6,894,520
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Additional information on income received

(a) Refer to the partnership between **Childhood Brasil** and the renowned jewelry designer A.C. Khouri ME. The amount donated corresponds to part of the sales transferred to the projects and programs of **Childhood Brasil**.

(b) Refers to the donation from Companhia Siderúrgica do Pecém for the implementation of a project to analyze the programs and structures designed to prevent the sexual exploitation of children and adolescents in the municipalities of São Gonçalo do Amarante and Caucaia (CE).

(c) Refers to the partnership between **Childhood Brasil** and Shopping Iguatemi de São Paulo. The amount donated corresponds to the revenue from parking in the shopping mall on October 29, 2014, which was transferred to the projects and programs of **Childhood Brasil**.

(d) Amount raised in 2014 by the Campanha **Childhood Brasil** - 15 years campaign. This amount was donated by the organization's sponsors.

(e) Refer to a donation from OAK Foundation for the implementation of the Copa Project, so as to contribute to the 2014 World Cup in Brazil leaving a positive legacy for the Childhood Free of Sexual Exploitation.

(f) Partnership Aldan Assessoria e Participações Ltda. - 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.

(g) Refer to the partnership between the Institute and UNICEF, contemplating: support to the Childhood Rights News Agency (ANDI) for the holding of the 7th Edition of the Prêmio Tim Lopes de Investigação Jornalística; review of the content of the distance learning course materials for legal experts held in partnership with the National Council of Justice (CNJ).

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

(i) Refers to the partnership between the Institute and Plan Brasil, including the tourism production chain, community, schools and Sistema de Garantia de Direitos – SGD to prevent children and adolescent from sexual exploitation.

(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 project actions, initially scheduled to take place within 36 months, will be extended through December 2015.

(k) Refer to the donation from Troy Comércio Assessoria e Serviços Ltda. to make it possible to implement actions relating to the Special Testimony Project, contributing to the development of professionals from the Judiciary Branch.

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

(m) Refer to the donation from Warburg Pincus LLC, in the amount of USD20,000 to finance the Institute's projects and programs.

(n) Refer to the donation from the World Childhood Foundation Inc. – USA to support Casa Santa Maria in connection with the development of the Alvorecer Project, which aims at promoting improvements in the general structure of such institution, as well as enabling the purchase of educational material for the performance of workshops oriented to children and adolescents sponsored by Casa Santa Maria and the local community.

(o) Na Mão Certa – SP Project – 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.

(p) 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 the funds for the Institute's programs and projects through campaigns and events at the units of the Atlantica chain.

(q) Charity dinner held on November 7, 2013, at Unique Hotel, in São Paulo. The event was held to raise funds for the organization for the protection of childhood against sexual abuse and exploitation.

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

The Institute's income statement is presented based on a classification of expenses, according to their function. The information on the nature of these expenses recognized in the income statement is as follows:

	2014	2013
Services provided by legal entities	(3,002,747)	(3,489,697)
Donations to projects (see Note 8)	(685,762)	(336,226)
Personnel expenses	(1,798,894)	(1,686,681)
Travel and lodging	(353,569)	(772,166)
Advertising and publicity	(116,089)	(42,391)
Rentals and common area management fees	(20,582)	(155,550)
Taxes and contributions	(27,591)	(23,065)
Services provided by individuals	(78,337)	(40,389)
Depreciation and amortization	(12,710)	(12,719)
Other	(118,345)	(192,127)
Total	(6,214,626)	(6,751,011)

Additionally, the Instituto received as donation audit services, whose estimated audit fees totaled R\$33,950 in 2014 (R\$33,093 in 2013).

8. DONATIONS TO PROJECTS

	2014	2013
Beneficiary		
Agência de Notícias dos Direitos da Infância - ANDI (a)	(130,050)	(111,720)
Associação Barraca da Amizade (b)	(20,000)	(20,000)
Associação Beneficente Santa Fé	-	(34,009)
Associação Brasileira de Magistrados e Promotores de Justiça Defensores Públicos da Infância e da Juventude - ABMP (c)	(50,000)	-
Associação Instrutora da Juventude Feminina - Instituto Sedes Sapientiae (b)	(20,000)	(20,000)
Associação para Desenvolvimento Integrado e Sustentável ADEIS	-	(70,497)
Casa Santa Maria (d)	(120,000)	-
CECIP Centro de Criação e Imagem Popular (b)	(20,000)	(20,000)
Centro de Defesa dos Direitos da Criança e do Adolescente – CEDECA Pé na Taba (b)	(20,000)	(20,000)
Centro de Referência a Estudos e Ações Sociais	-	(31,000)
Centro Recreação de Atendimento e Defesa da Criança e Adolescente (b)	(20,000)	(20,000)
CIPO Comunicação Interativa (b)	(20,000)	(20,000)
Ciranda Central de Notícias dos Direitos da Infância e Adolescência (b)	(20,000)	(20,000)
Coletivo Mulher Vida	-	(5,000)
Fundação Roberto Marinho (e)	(100,000)	150,000
Grupo Afirmativo de Mulheres Independentes do RN (b)	(20,000)	(20,000)
Instituto Papai (b)	(20,000)	(20,000)
Instituto Tribos Jovens - ITJ (f)	(66,000)	(54,000)
The National Children's Advocacy Center - NCAC (g)	(39,712)	-
Total	(685,762)	(336,226)

Additional information on funds donated to projects

(a) Refer to the donation from the Childhood Rights News Agency (ANDI) for the holding of the 7th Edition of the Prêmio Tim Lopes de Investigação Jornalística, which aims at promoting the making of higher quality, far-reaching news, contributing to the qualification of media actions in the fight against children and adolescent sexual exploitation.

(b) Organizations benefits from the Notice launched by the Institute in March 2013 to support non-governmental organizations through youth mobilization actions towards the prevention and fight against sexual exploitation during the 2014 World Cup.

(c) Support to the Brazilian Association of Justices, Prosecutors and Public Attorneys for Childhood and Youth (ABMP) to hold the 25th edition of the ABMP Congress, including workshop addressing sexual violence against children and adolescents and adapted justice.

(d) Donation to Casa Santa Maria for the development of Alvorecer Project, aiming at promoting improvements in the institution's general structure, as well as enabling the purchase of educational material for the performance of workshops oriented to children and adolescents sponsored by Casa Santa Maria and the local community.

(e) Support to the Crescer Sem Violência Project from Fundação Roberto Marinho/Canal Futura, so as to enable the dissemination of the series "Que abuso é esse?" and "Que corpo é esse?" for education professionals and those working in the right enforcement system who provide assistance to children and adolescents.

(f) Refer to the donation to the Instituto Tribos Jovens - ITJ, in direct awareness, mobilization and operational support actions to organizations and local public authorities to fight the sexual violence against children and adolescents, within the scope of the Proteção em Rede project in the Southern area of Bahia.

(g) Support to the The National Children's Advocacy Center (NCAC) for the performance of workshops and qualification courses for technicians and judges of the Brazilian Judiciary Branch in forensic interviews within the scope of the Special Testimony Project, the adaptation of the service protocol adopted in the United States to the Brazilian context.

9. PROVISION FOR TAX, CIVIL AND LABOR RISKS

The Institute is subject to tax, civil, labor and other risks. Management periodically reviews known risks, assesses the likelihood of probable losses and adjusts the respective provisions based on its legal counsel's opinion and other available data at the end of the reporting period.

As of December 31, 2014 and 2013, the Institute is subject to an exposure in the amount of R\$17,500 relating to labor claims. As the likelihood of loss was assessed as possible, based on the opinion of the legal counsel, no provision for risks was recognized.

10. TAX IMMUNITY

As of December 31, 2014, 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 subject to OSCIP Law 9790/99, regulated by Decree 3100/99, which permits compensation at market value of the entity's management that effectively contribute to the executive management.

The Institute received full exemption in relation to the income tax on securities, in conformity with article 57 of Regulatory Instruction 1022 issued by the Brazilian Federal Revenue Service (RFB).

11. 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 securities are mostly linked to CDI fluctuation. These positions are as follows:

	2014	2013
Assets - CDI	6,722,328	6.219,889

The Institute's financial instruments are classified as follows:

	Carrying amount and fair value	
	2014	2013
Financial assets:		
Loans and receivables-		
Cash and cash equivalents	2,879,326	4,326,842
Securities	4,267,862	3,100,824
Financial liabilities-		
Other liabilities-		
Trade payables	74,235	133,647

The Institute's management believes that the financial instruments, which are recognized in financial statements at their carrying amounts, approximate their market values.

Liquidity risks

The Institute depends on donations and grants to continue as a going concern and maintain its corporate operations and understands that it will continue to receive the donations and grants necessary for its operations.

12. EMPLOYEE BENEFITS

Benefits are granted to employees, such as healthcare, meal tickets, transportation allowance and life insurance. In 2014, these benefits total R\$146,618 (R\$129,700 in 2013), recorded in line item "Personnel expenses".

13. AUTHORIZATION FOR COMPLETION OF FINANCIAL STATEMENTS

The meeting of the Board of Directors held on April 27, 2015 authorized the issuance and disclosure of these financial statements.

PARTNERS AND SUPPORTERS



INSTITUTIONAL PARTNERS

(companies and institutions that donated funds for Childhood Brasil projects and/or initiatives)



ANSERVE | ANA CAROLINA KHOURI | ARA VARTANIAN | SHOPPING JK IGUATEMI | MIXED | SANDRO BARROS | LANVIN

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

PARTNERS IN KIND

(companies and institutions that donated services)



CRUZEIRO NEWMARC INTELLECTUAL PROPERTY | CASA NOVA FULL | MOMA PROPAGANDA | NEWTON SILVEIRA | PENSA B MULTIACERVO

ON THE RIGHT TRACK PROGRAM

(companies and institutions that donated funds to this program)

SPONSORS

PLATINUM 2014



GOLD 2014



SILVER 2014



BRONZE 2014



SUPPORTERS

SUPPORTERS I

- BRF S.A.
- Cia. Brasileira de Distribuição
- Furnas Centrais Elétricas
- JSL S/A
- Patrus Transportes Urgentes Ltda.
- Scania Latin America Ltda.
- Suzano Papel E Celulose S.A.

SUPPORTERS II

- Arthur Undgren Tecidos S/A - Casas Pernambucanas SP
- Cia. Ultragaz S.A.
- Dow Brasil S.A.
- Grupo Boticário
- Rodovia Das Cataratas S/A
- Vopak Brasil S.A.
- Votorantim Cimentos S/A
- Yamana Desenvolvimento Mineral S/A

SUPPORTERS III

- Akzo Nobel Pulp and Performance Química Bahia Ltda.
- Beraca Sabará Químicos e Ingredientes S/A
- Cargill Agrícola S/A
- Concessionária BR-040 S/A
- Concessionária Rota das Bandeiras S.A.
- Concessionária Rota do Atlântico S/A
- Cooperativa de Transporte de Cargas do Estado de Santa Catarina - Coopercarga
- Dudalina S/A
- Eclipse Transportes Ltda.
- Ecoporto Santos

- Elekeiroz S.a
- G7 Log Transportes Ltda.
- Gafor S/A
- Gold Brasil Logística Ltda.
- Holcim Brasil S/A
- Leão Alimentos e Bebidas Ltda.
- Linha Amarela S/A
- Martins Comércio e Serviços de Distribuição S/A
- Nestlé Brasil Ltda.
- Petrobras Distribuidora S.A.
- Raça Transportes Ltda.

- Santa Felicidade Transporte e Logística Ltda.
- Santos Brasil Logística S/A
- Steel Log - Logística Transportadora e Serviços Ltda.
- Tic Transportes Ltda.
- Trans Kothe Transportes Rodoviários Ltda.
- Transportadora Plimor Ltda.
- Transportes Imediato Ltda.
- Transportes Toniato Ltda.
- Unilever Brasil Ltda.
- Valpasa Indústria de Papel Ltda.
- Whirlpool Latin America

PARTNERS



TECHNICAL PARTNERS

(companies and institutions that helped enable and execute the projects)



CHILDHOOD

FOR THE PROTECTION OF CHILDHOOD

FOUNDED BY H. M. QUEEN SILVIA OF SWEDEN

Childhood Brasil (Instituto WCF-Brasil)
 Rua Pequetita, 215 - 5th floor
 04552-060 - São Paulo, SP
 www.childhood.org.br
 childhood@childhood.org.br

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- Anna De Geer | World Childhood Foundation
 Arthur José de Abreu Pereira | SDI Desenvolvimento Imobiliário
 Carlos Alberto Mansur | Banco Industrial do Brasil
 Carlos Pires Oliveira Dias | Participações Morro Vermelho
 Celita Procópio Carvalho | Fundação Armando Alvares Penteado
 Christer Magnus Manhusen | Sweden-Brazil Chamber of Commerce
 Eduardo Alfredo Levy Junior | Bexs Banco 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 | LewLara\TBWA Publicidade
 Nils Erik Gunnarsson Grafström | Business Sweden/Swedcham
 Paulo Agnelo Malzoni | Grupo Victor Malzoni
 Paulo Setúbal Neto | PSN Participações
 Pedro Paulo Poppovic | Sur-Conectas Magazine
 Rolf Gustavo Roberto Baumgart | Grupo Vedacit

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- Translation**
 Montreal Consultants

OUR TEAM

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- Vice-director**
 Ricardo de Macedo Gaia
- Communications Manager**
 Rodrigo Santini
- Operations Manager**
 Ana Flávia Gomes de Sá
- Program Manager**
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- Program Coordinators**
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- Resource Mobilization Coordinator**
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- Administrative and Financial Manager**
 Demétrio Jerônimo da Silva Filho
- Program Analysts**
 Letícia Born
 Mônica Santos



CHILDHOOD

FOR THE PROTECTION OF CHILDHOOD

FOUNDED BY H. M. QUEEN SILVIA OF SWEDEN

Childhood Brasil is a non-profit organization and part of the World Childhood Foundation (Childhood), an international institution established in 1999 by Queen Silvia of Sweden in order to protect children and to “ensure that children are children.” For 15 years **Childhood Brasil** has been fighting for childhods free from sexual abuse and exploitation, and currently runs six of its own programs and a special project in support of this cause. The organization has also supported 127 related projects through 68 partner institutions, benefiting more than two million people, including children and adolescents, their families, and professionals from a variety of sectors. It also develops regional and national programs and influences public policy, and as a result has transformed the lives of countless children and adolescents. Additionally, it educates and guides those involved in the cause on how to approach and solve the problem by promoting prevention and forming protection networks for boys and girls. **Childhood Brasil** is headquartered in São Paulo, and registered in Brazil as a Public Interest Civil Society Organization (PICSO).

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