



Annual Report

SAÚDE

CRIANÇA

2013



Editorial

In June 2013, after three years of work, researchers from Georgetown University presented the results of the research on the middle and long-term impacts of Saúde Criança's work on the quality of life of the benefited families to advisors, volunteers and partners.

To our delight, the long term impact of our work was proven sustainable in the five areas in which we operate: health, income, education, housing and citizenship. Poverty is multifaceted; therefore our multidisciplinary strategy goes to the heart of social inclusion.

This year the monitoring and evaluation of families has become more efficient with the implementation of a new IT system. Volunteers and employees were trained and today all the information is available in a data bank that is accessible to all.

Beyond the Saúde Criança headquarters in Rio, we now have units all over Brazil- three in Rio de Janeiro, two in São Paulo, one in the state capital, one in Sao Jose dos Campos, and others in Porto Alegre, Florianopolis, Goiania and Recife, as well as an office in New York. In Belo Horizonte, our methodology is used in public policy through the program "Familia Cidadã: BH Sem Miséria". It is used in 25 CRAS (Centers of Reference for Social Services) and is managed by the Municipal Department of Social Politics and Social Assistance to the benefit of the local population.

In 2013, one of our dreams began to come true. We purchased the space that will become our Center of Reference for Social Inclusion. This location will be, beyond a continuation of our family services, a center for research, studying, training, and advising to government, businesses and other civil sector organizations.

This new center- the old Princesa Isabel School building- at Rua das Palmeiras 65, that we have purchased needs to undergo a large renovation. This will be one of our challenges for 2014; developing new partners, to make the building of the Center for Reference possible.

Our biggest challenge, however, is to raise funds. We know how difficult this is for social organizations, since Brazil does not have many options for tax exemption for social projects.



Even with the support of our very cherished long term partners- private business and foundations- the search for new resources is constant so that we can guarantee the sustainability of the institution and its social franchise and maintain the quality of our work.

In November we participated in an international online fundraising challenge by Skoll Foundation and received the largest number of donations. We ended the competition in 5th place, among 57 other organizations from around the globe.

Beyond the resources that will benefit the families, the real meaning in the support we received from all individuals, businesses, and media is for our cause. Innovation, triumph, and joy are part of the day to day of our organization. The quality of our work is being increasingly recognized in Brazil and in the world.

For the second year in a row, Saúde Criança was elected the best social organization in Latin America, according to the ranks published by the Swiss magazine the Global Journal. Among the 100 best NGO's in the world Saúde Criança was in the 45th place.

Our methodology was published in various articles, in national news, and internationally, mainly after the results of the Georgetown University research was released. Among them was the article "Helping Brazil's Poor Heal At Home" (nytimes.com/fixes) that published in the New York Times, written by David Bornstein, a Canadian journalist who lives in New York.

I am deeply grateful to all- sponsors, employees, volunteers, counselors, partners, godparents, associates, and friends- that have made these 22 years possible by standing by us.

Vera Cordeiro

Founder and CEO



Our Institution

Saúde Criança was founded in October of 1991, based on Dr. Vera Cordeiro's dream. Working at the Hospital Federal da Lagoa, in Rio de Janeiro, Vera began to notice a vicious cycle among the children hospitalized in the pediatric ward. After being treated the children would be discharged, but would soon return with the same diagnosis and many times they would end up passing away. What the doctor noticed was that the illness was only the tip of the iceberg and that the real reason behind the repeated re-hospitalizations was the miserable economic conditions. Lack of medication, inadequate nutrition, precarious housing, unemployment, and social exclusion were the real reasons behind many of the illnesses diagnosed at the hospital. She concluded that to break the vicious cycle of misery-hospitalization-discharge-re-hospitalization-death, it was necessary to go beyond the hospital walls, to give meaning to the medical actions.

Together with health professionals and civil society members, Vera created Associação Saúde Criança, a non-profit social organization with no political or religious affiliations. The central idea of the methodology created by the organization was to work with various members of the family of the sick child in five areas that are considered key to social inclusion: health, education, citizenship, professionalization, and housing.

How does it work?

To be assisted by Saúde Criança, the family must first go through a screening process at the hospital where the child is being assisted. When referred to Saúde Criança, the family member will be interviewed by a social assistant to create a Family Action Plan (PAF), a combination of goals with the objective of restructuring the bio psychosocial wellbeing of the whole family.

During the period of the application of the PAF the family will be followed by a group of professionals- psychologists, lawyers, nutritionists, social workers - that assess the progress made and adapts the Family Action Plan according to the family's development.

The Organization is sponsored by private businesses, international institutions and individuals- godparents, associates, among others. The Saúde Criança headquarters has many volunteers and 46 employees. In addition, it develops a project of self-sustainability with the sale of social products and corporate gifts. The products are sold in kiosks, in two shopping centers in Rio de Janeiro and at Saúde Criança's headquarters.

Mission

To promote the well being of children and families who live below the poverty line, by understanding health in an integral manner and as a tool for social inclusion.

Vision

Saúde Criança, through its pioneering methodology and multidisciplinary way of combating poverty, works to create a world where human rights and social inclusion will be a reality for all.

Values

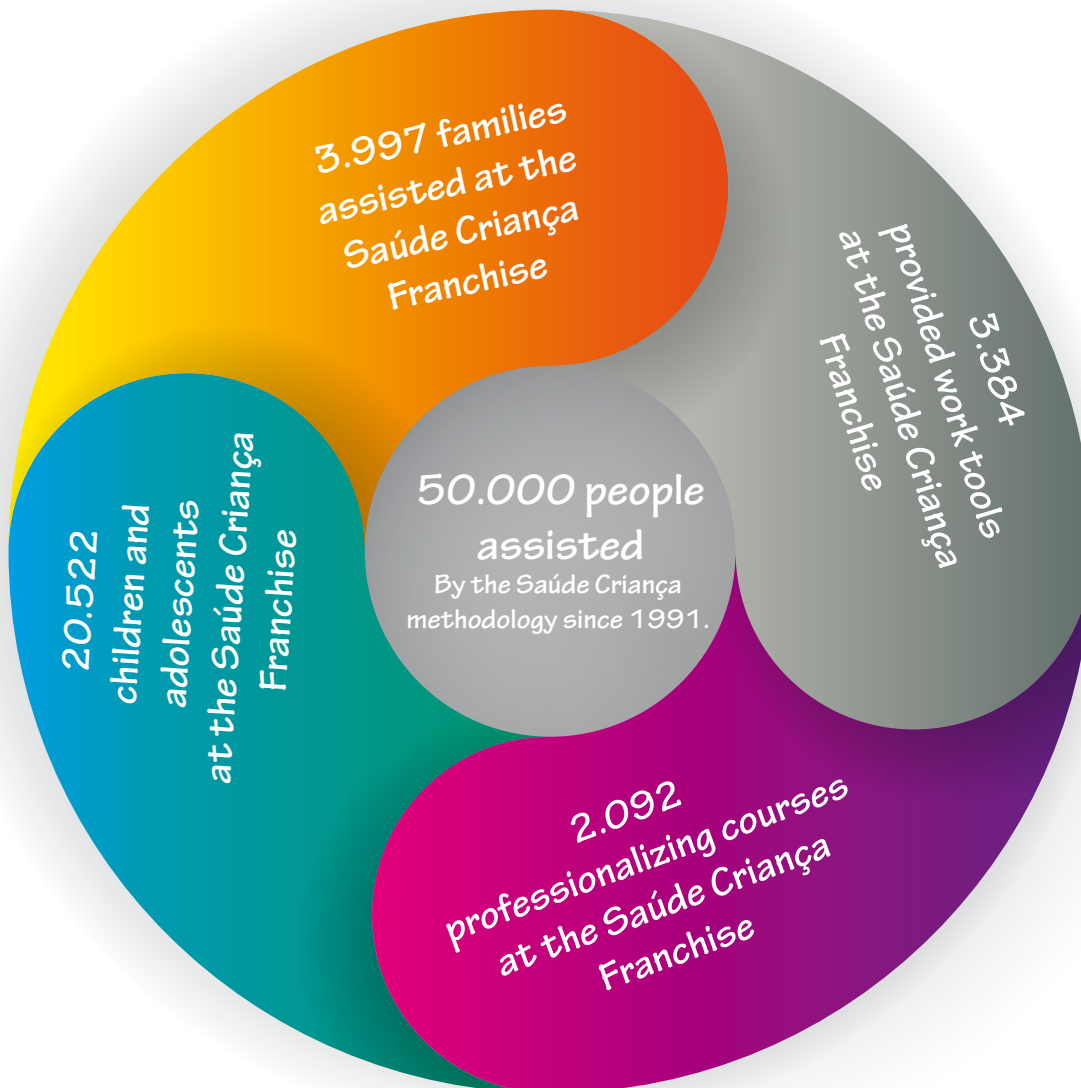
- ✓ Social Responsibility
- ✓ Integrity
- ✓ Solidarity
- ✓ Transparency
- ✓ Social Justice

2nd Chapter

Our Work

OUR WORK

At Saúde Criança, family services are conducted by a multi-disciplinary team of employees and volunteers made of psychologists, social workers, lawyers, nutritionists, and architects. All of these professionals, in partnership with the families, construct a Family Action Plan that covers 5 areas that are essential to the restructuring of the family: Health, Citizenship, Education, Housing and Professionalization.



Health

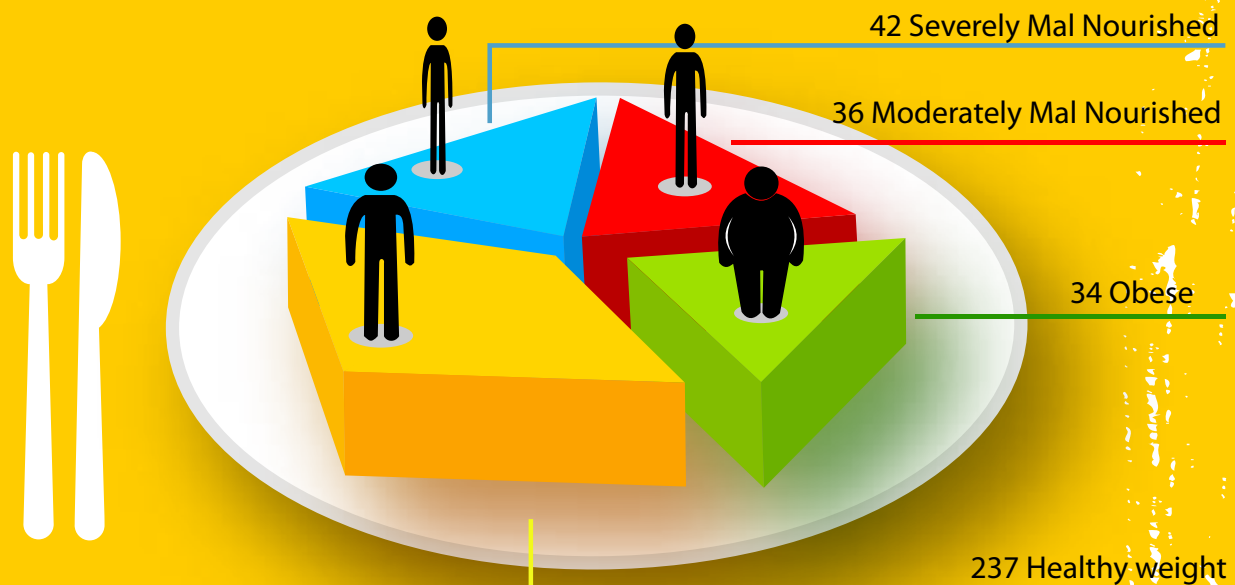
Nutrition

The nutrition sector is responsible for the nutritional evaluation of the assisted families and children. After weighing and measuring a child and studying their eating habits, the professional creates a nutrition plan: supplementing and complementing personal nutrition.

TOTAL SERVICES PROVIDED AT SAÚDE CRIANÇA HEADQUARTERS IN 2013 **1.082**



DETAILED NUTRITIONAL STATE OF THE CHILDREN ATTENDED BY THE NUTRITIONAL SECTOR AT SAÚDE CRIANÇA HEADQUARTERS IN 2013



Psychologist and Psychiatrist

The psychologists and the psychiatrist work to improve the mother's self-esteem. The service is individual for children and adults. The sector also acts in partnership with the Social Services in the group sessions, where new families are introduced to the projects and services routine of the organization.

SERVICES WERE PERFORMED BY THE PSYCHOLOGY AND PSYCHIATRY IN THE YEAR 2013 - 1256

Education

The objective of the educational sector is to accompany the educational development of the children and guide the parents in regards to education. All of the parents receive a form that must be filled out by the children's teachers with information about discipline and taking advantage of school, beyond confirmation of presence and assiduity.

In partnership with the Kinder Institute of Brazil, Saúde Criança offers study scholarships for private schools. The solicitation is made according to demand and after an evaluation is done by a social assistant and a teacher.

467

Children assisted ages 6-18 enrolled in public schools

Children assisted ages 6-18 enrolled in private schools with the Kinder Institute Scholarship

42

18

Children who do not attend school due to illness.



Citizenship



Social Services

The head of family's first contact with Saúde Criança is in the social services. As professionals, they identify, together with the mothers and guardians, the basic necessities and priorities for each family. To do so, the social assistant conducts a domestic visit, where they analyze the life conditions and guides the child and the family to various services according to their needs.

This sector is also responsible for the program Aconchego, a program for the mothers and adolescents between 12 and 17 of the assisted families. The goal of the project is to provide a moment of reflection and to share experiences through lectures, discussions and debates.

RESULTS OF THE SERVICES PROVIDED - SOCIAL SERVICES AT SAÚDE CRIANÇA HEADQUARTERS - 2013

Screening	134	
Referrals	225	
House Visits		56
Services at Saúde Criança		9
Family Action Plan		17
Aconchego Family	1.517	
Activities for Aconchego for Teens		848
		788
		184
	144	
	18	

Legal Services

Based on the socio-economic evaluation and on the health problems faced by the family, the law sector guides and refers the cases to the State's Public Defender or the Union's according to the needs of each family.

LEGAL SERVICES DONE IN 2013 – 750

44

Legal Action
regarding
Special Milk

83

Legal Action
regarding
Medications

44

Legal Action
regarding
Property
Documents

34

Legal Action
regarding
Nutrition
Pensions

55

Legal Action
regarding
Social
benefits

Professionalization

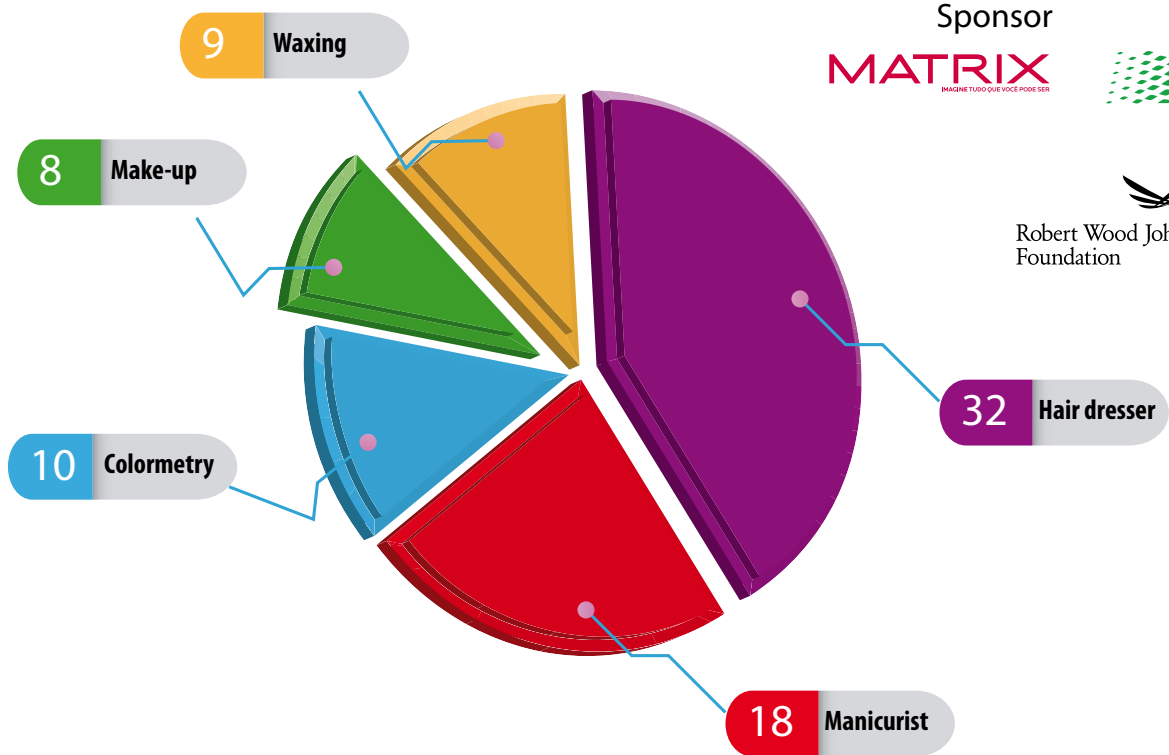


The objective of the Profissão Program is to capacitate the child's guardian to be able to generate income for the family. To do so, Saúde Criança offers various courses in its offices and in other institutions.

Upon graduating, the student receives a series of work tools to begin their activity. In most cases, the jobs are ones that can be performed from home in an autonomous manner. This way, the child's guardian can stay close to the child and can continue medical treatment, when needed.


In the year 2013, 129 students were enrolled in internal courses and 22 in external courses.

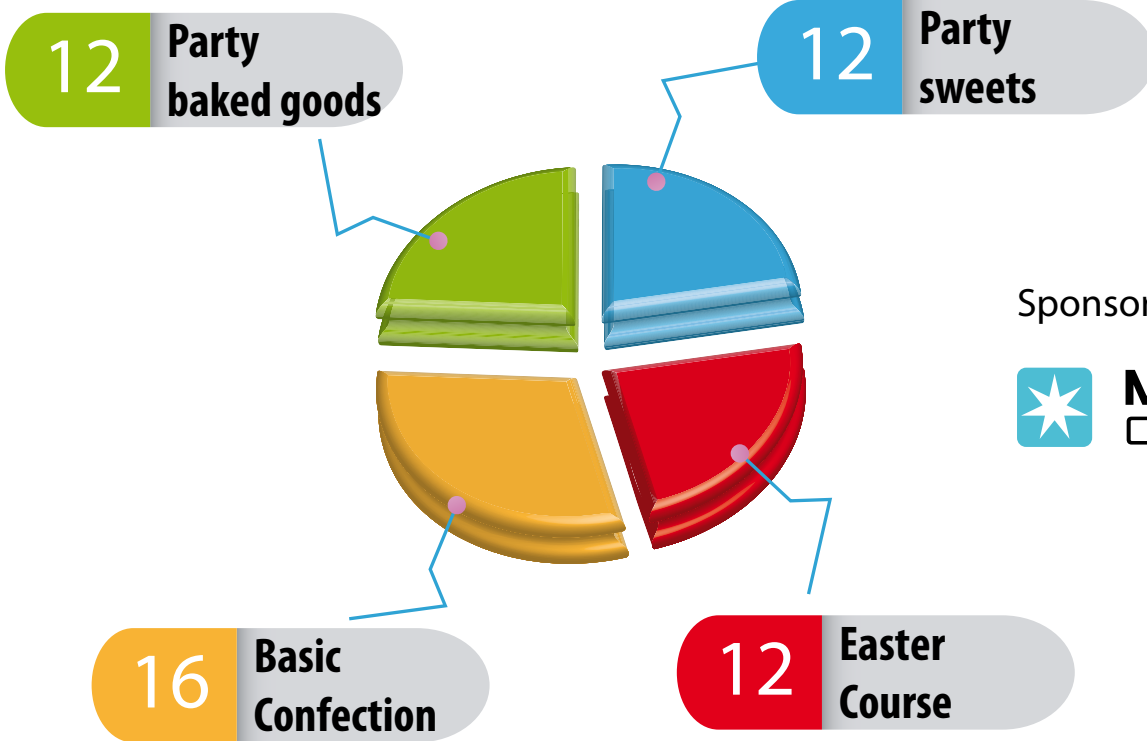
For the students that completed the courses, 71 work tools were given.



Sponsor
MATRIX
IMAGINE TUDO QUE VOCE PODE SER




Robert Wood Johnson
Foundation



Sponsor



- 
- 1 Informatics-Computer Management**
 - 1 Graphic Design, Computer Management and Repair**
 - 1 Welder**
 - 1 Heavy Machine Operator**
 - 2 Elderly Care**

- 
- 2 Driver**
 - 1 Teacher professionalization**
 - 1 Nail Design**
 - 2 Welder Electrode**
 - 4 Security**
 - 2 Nursing Technician**
 - 1 Introduction to digital photography**
 - 1 Large Event Security**

Sponsor



Robert Wood Johnson
Foundation

HOUSING

The objective of the housing project is to verify if the hygienic and conservation conditions of the house are harmful to the children's health. After a domestic visit, renovations deemed necessary are defined.

In 2013, the Committee of Housing program was created by architects and engineers, with the objective of accompanying the whole process.

Number of houses renovated: **15**



Number of houses donated: **1**



The Saúde Criança Social Franchise

Currently Saúde Criança has 10 social franchise units and is present in 6 states and in 5 regions of Brazil. In 2013, Saúde Criança Matriz promoted two large meetings to train the units including the volunteers and employees in the family services, fundraising, communications departments and other areas.



The number of families assisted by Saúde Criança increased by 19% between December 2012 to December 2013.

News on the franchise units:

Saúde Criança Porto Alegre (RS):

- ✓ SC Porto Alegre has been very successful with its bazaars, raising more funds for the benefited families. During 2013, Lojas Renner, a partner of SC Porto Alegre, contributed large quantities of clothes for the unit's bazaars.
- ✓ In November a child play area was inaugurated at the entrance of the Hospital Criança Conceição. The goal was to share Saúde Criança's work, strengthen family bonds, and lessen the stress levels of children and the parents waiting for Emergency services at the hospital.
- ✓ The organization "Dentists for the Good", which already sponsored the Saúde Criança headquarters, became partners with SC Porto Alegre in March 2013.

Saúde Criança Florianópolis (SC):

- ✓ With the sponsorship of Robert Wood Foundation, Saúde Criança Florianópolis relocated to a larger space and increased the number of families assisted. The new office has a playroom, funded by the Mauricio Sirotsky Foundation and the toy brand Mattel.
- ✓ The 4th edition of the "Spaghetti for the Good" event by SC was a success. Around 400 people were there for the benefit dinner at the office of the Catarinense Association of Medicine.
- ✓ SC Florianópolis received a new president in January 2013. The new president, Vinícius da Costa Ávila, is a doctor, pediatrician and homeopath.

Saúde Criança São Paulo (SP):

- ✓ Saúde Criança São Paulo produced a video with the testimonials of the mothers assisted by the program and the doctors responsible for screening the families at the Santa Casa da Misericórdia (SP). The video was produced by Twins Bushtasky Cinematic Productions and had the special participation of Vera Oliveira, founder of SC São Paulo.
- ✓ SC São Paulo held a Bingo benefit that yielded great results. This event was thought up by a volunteer, and had over 300 guests and the support of various businesses. Among them were JHSF, Shopping Cidade Jardim, Cia. Florida, Hinove and Mattar Advogados.
- ✓ The Office was renovated with the goal of improving the quality of family services. The office renovation was funded by the technology company TIVIT.
- ✓ SC SP participated in a crowdfunding campaign by Projeto Benfeitoria. The revenue was used for vocational courses for the benefited families.
- ✓ The Azzi institute sponsored SC Sao Paulo for the second year in a row.

Saúde Criança São José dos Campos (SP):

- ✓ Through a partnership with The Robert Wood Johnson Foundation Senac, SC São José dos Campos graduated a group of 25 students in a very successful cooking class, preparing the students for the job market and income generation.
- ✓ In 2013 SC SJC established partnerships to realize events and donations of projects for bazaars along the year. Among them were Fabrica Pe do Amor, Pizzaria Artesanal, Empresa Arroz Fantastico, Empresa KLYN and Soveteria Napolis.
- ✓ Many events were realized in 2013 to obtain funds for family services at SC SJC. Among them were Night of Solidarity, Kids Bazaar, Ice Cream Festival, and Bakery Tent. With the diversity and amount of events held, SC SJC achieved very positive results and used the revenue to pay for the organization's activities throughout the year.

Saúde Criança Petrópolis (RJ):

- ✓ Saúde Criança Petrópolis, which recently celebrated 15 years of operation, received the Personalidades Petropolitanas 2013 Award in the “Entities and Events” category on November 8th by a group of 11 journalists. The organization was selected among 30 organizations.
- ✓ In 2013, they also renovated the partnership with CONCER - Road Concession Company of Juiz de Fora- which donated food to all assisted families at the end of the year.
- ✓ SC Petrópolis financed equipment for children with cerebral palsy with the donations raised at a birthday party.
- ✓ For the fifth year in a row the Pro-Nutrition Project, which donates specialized milks to families, was approved by FUNCRIA- Municipal Fund for Child and Adolescent Rights and is being enrolled in the CMDCA.

Saúde Criança Zona Sul (RJ):

- ✓ In Rio de Janeiro, SC Zona Sul promoted the campaign “Light Up a Dream” at a shopping mall in Leblon and received Christmas presents for all the children of the SC units in Rio de Janeiro.
- ✓ Saúde Criança is among one of the 1,400 charities from around the world that are benefited by the “Charity Day” action at ICAP. One day a year, the company sends all of its earnings to non-profit organizations. In 2013, Saúde Criança Zona Sul nominated Saúde Criança to participate in the event’s 20th version. The event was a success and benefited all of Saúde Criança’s units.
- ✓ The event “Donating is in Fashion” took place on June 2013, at the Jockey Club in Rio de Janeiro. The profits went to various organizations, among them SC Zona Sul.

Saúde Criança Ilha (RJ):

- ✓ Sc Ilha received a prize from the organization Smile Train for being the second largest contributor to Cleft Lip and Palate treatment in the country.
- ✓ The activities of the Choir CEFIL, sponsored by SC Ilha and SmileTrain, promote music as treatment. By sharing experiences, the patients gain confidence and improve speech while experiencing social interaction with more equality and dignity. This year, they performed at the 5th National Congress for Cleft Lip and Palate at the Christmas party for the families.
- ✓ In 2013 SC Ilha promoted a milk donation campaign. In its first year the campaign raised 1,700 cans of milk.
- ✓ In a campaign promoted in the second trimester, SC Ilha raised 2,500 cans of milk- equivalent to R\$ 30,300. They were sponsored by institutions such as MB Cursos, CRO-RJ, Fraternidade Feminina da Ilha do Governador, Festa Multifoco, AABB, Colegio Lemos Cunha and Rio Incluir.

Saúde Criança Zona Oeste (RJ):

- ✓ Provided Culinary Courses for a group of mothers assisted at SC Zona Oeste.
- ✓ The project – Delícias Solidarias- with a focus on professionalization was financed by Instituto Rio.
- ✓ SC Zona Oeste received the support of the Women’s Council to buy houseware for income generation.
- ✓ Organized a party in 2013, with the goal of selling home-made products. The sale had very positive results, they sold 90% of the merchandise, and the revenue went to the organization’s projects.

Saúde Criança Goiânia (GO):

- ✓ SC Goiania received a large amount of support from new volunteers after ASC founder Vera Cordeiro made an appearance in the program “Encontro com Fátima Bernardes” on TV Globo.
- ✓ The Teachers Association of the Federal University of Goias offered a space for educational meetings with the families of SC Goiania.
- ✓ In the last trimester of 2013, Arroz Cristal donated more than 3 tons of food that was converted into staple food packages by the supermarket Confianca to donate to the families of Saude Criança Goiania.

Saúde Criança Recife (PE):

- ✓ In the first semester, SC Recife organized a “Cocktail for the Good”. The event had a full catering staff and musical guest at no cost to the organization. Close to 300 tickets were sold and the revenue went to the unit’s projects during 2013.
- ✓ SC Recife held the second edition of “Spaghetti for the Good”, an event that joins great chefs and gives the profits to the assisted families. This event counted on the support of various sponsors: SENAC; RM – Food distributors, Unieuro, Coopanest, Uninassau; Lojas Onda and Rio Sul, with marketing, material, financial support, confection material, cooking professionals among others. Once again, the event was considered a success.



Recognition

Georgetown Research Report October 2013

OVERCOMING ILLNESS and POVERTY

Saúde Criança's holistic approach to development effectively targets the most vulnerable groups and empowers beneficiaries to overcome the vicious cycle of severe illness and extreme poverty.

Unanticipated adverse health events, such as serious illness or severe injury, can have substantial and longlasting consequences on households, particularly the very poor. These types of events contribute to the inter-generational transmission of poverty. Recent evidence indicates that poor management of severe childhood illness/injury leads to lower human capital and consequently unfavorable long-term prospects during adulthood. The result is that millions of poor families enter a vicious cycle in which abject poverty and illness lead to hospital admission and subsequent readmission and/or death.

Georgetown University Public Policy Institute researchers James Habyarimana, Daniel Ortega Nieto, and Jennifer Tobin, recently concluded the first rigorous evaluation of Saúde Criança (SC) a Brazilian NGO that works to break the cycle of poverty and illness of slum dwellers in Brazil. The researchers studied the long-term impact on the well-being of SC's graduates using quantitative and qualitative methods to assess the effects in the five areas of SC's approach.

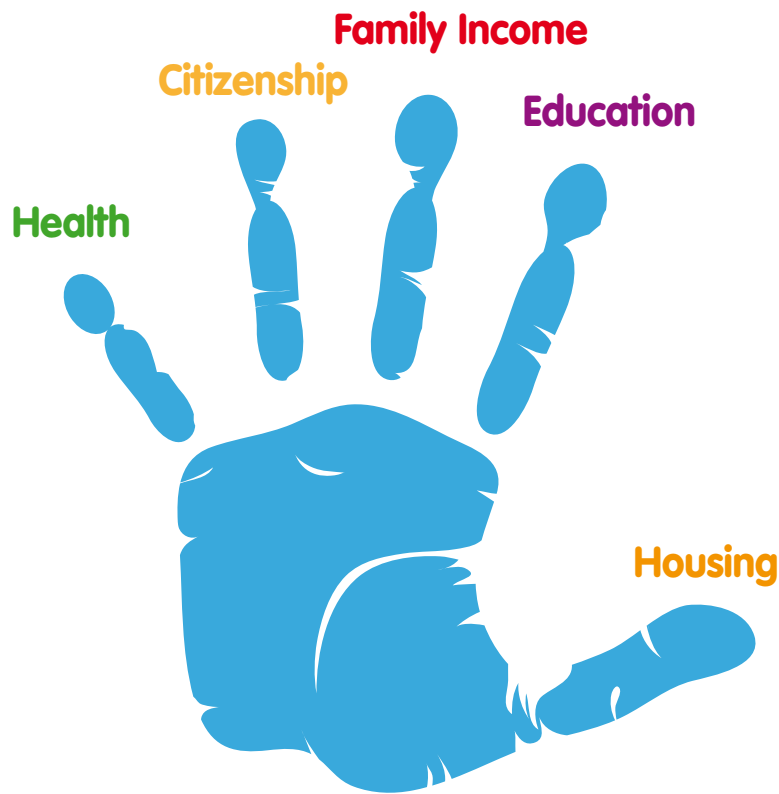
- ✓ There are large and sustained gains across the five themes of Saúde Criança's approach (health, income generation, housing, education, and citizenship).
- ✓ Children enrolled in Saúde Criança significantly improved their health. SC children's hospitalization duration fell on average by 90 percent, and they were 11 percentage points less likely to have
- ✓ required surgery or clinical treatment than children that did not receive SC benefits.
- ✓ The economic well-being of Saúde Criança's families improved substantially. Beneficiaries' incomes almost doubled, and they were nearly 12 percentage points more likely to be employed than adults from similar families not exposed to SC.
- ✓ Saúde Criança's reaches vulnerable families and helps them close the socio-economic gap with better-off families. Beneficiaries attain education, housing, citizenship, and earning levels that are on par with "better-off" families, showing a powerful "catching up" effect.

About Saúde Criança

Saúde Criança supports families with children that suffer severe health conditions such as cancer, brain tumors, and chronic respiratory diseases.

Support from SC is structured by a coresponsibility action plan that focuses on the needs of the entire family, attending to the areas of health, income generation, housing, education, and citizenship. This innovative and holistic approach provides direct support to families, while also providing indirect support to prevent relapse. SC's objective is to improve not only the health of the child, but also the well-being and social inclusion of the child's family.

Associação Saúde Criança Performance areas



Food
Medicine
Nutrition

Social Assistance
Legal Advise
Psychological support
Educational guidance

Professional Courses
Work Tools

Teenagers and family
projects - lectures and
activities
Education support

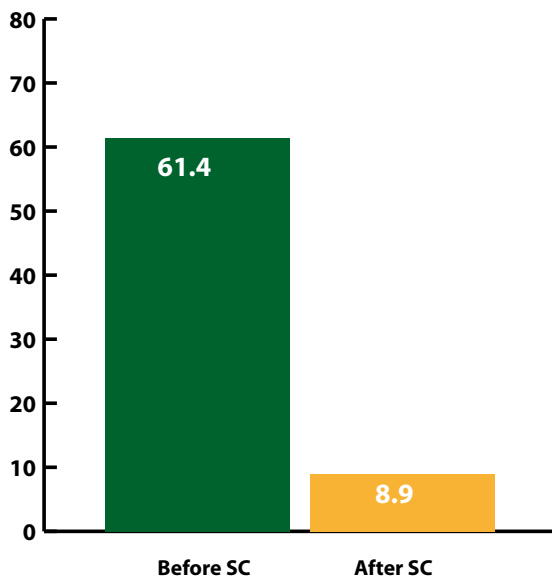
Household
utensils
Home
improvements

The Evaluation

Saúde Criança's intervention has long-term positive impacts on the living standards of its graduates, specifically within their five main areas of focus:

HEALTH: On average, the number of days that children spent in the hospital fell from just under 62 days at entry into the program to less than 9 days after graduating, representing a reduction of nearly 90 percent 3 years after graduation from the program. This impressive reduction in hospital stays may result from effective and sustained management of the illness that reduces the likelihood of surgery or clinical treatment. Compared to the children who never had any exposure to the organization, SC children are 11 percentage points less likely to need surgery or clinical treatment in the six months before SC's evaluation survey.

Average Days Hospitalized

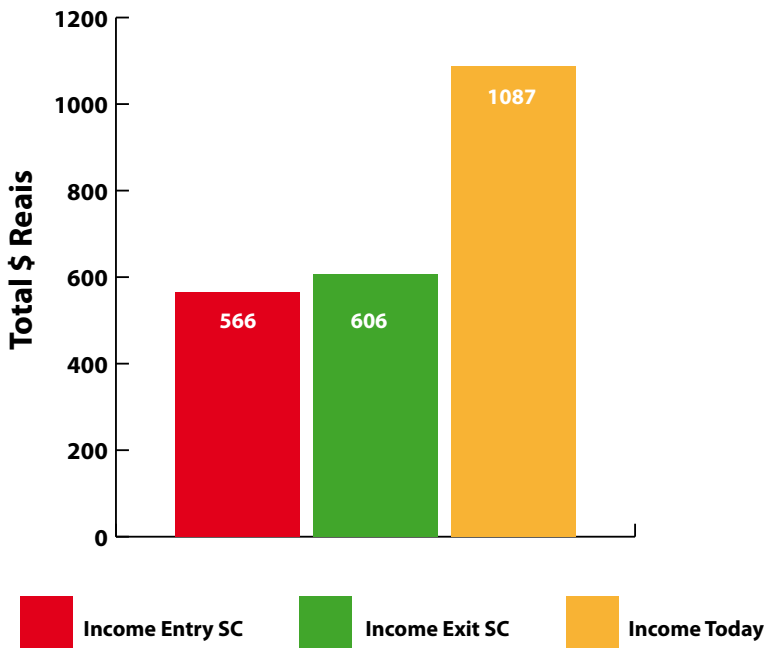


SC's goal is to implement its methodology in every public hospital. The methodology is currently being replicated by social franchises across six states in Brazil and has been adopted as public policy by the Belo Horizonte government.



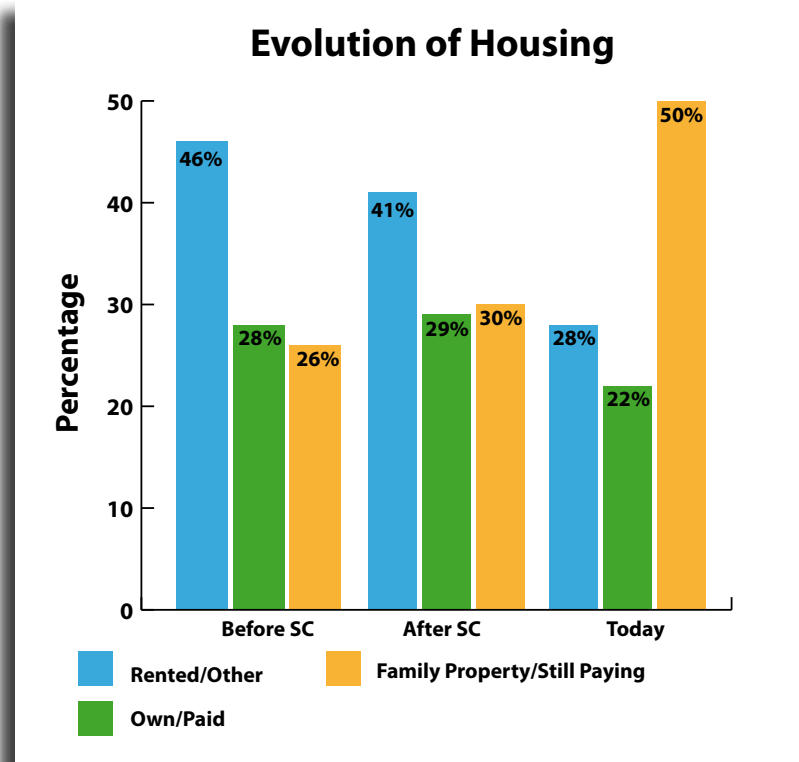
INCOME GENERATION: SC's interventions significantly improved the economic well-being and employment prospects of beneficiaries. Household income per capita almost doubled when compared to figures after graduation, and there was a substantial increase in the percentage of employed adults, from 54 percent at entry into the program to 70 percent up to 5 years after graduation. When we account for broad based improvements in Brazil we still find that SC beneficiaries are nearly 12 percentage points more likely to be employed than other adults in the area not exposed to SC. This is at least partly due to the marketable skills such as professional hairdressing and cooking provided/financed by SC.

Evolution of Household Income - \$ Reais



EDUCATION: Most children enrolled in SC are too sick to attend school. SC's program has a clear positive impact on school enrollment: the percentage of sick children who were attending school rose from approximately 10 percent at the beginning of the program to almost 92 percent, 3-5 years after graduation from the program.

HOUSING: Home ownership is an important step to economic self-sufficiency for the beneficiaries. Compared to an ownership rate of 25 percent on entry into Saúde Criança, 50 percent of beneficiaries now own their homes.



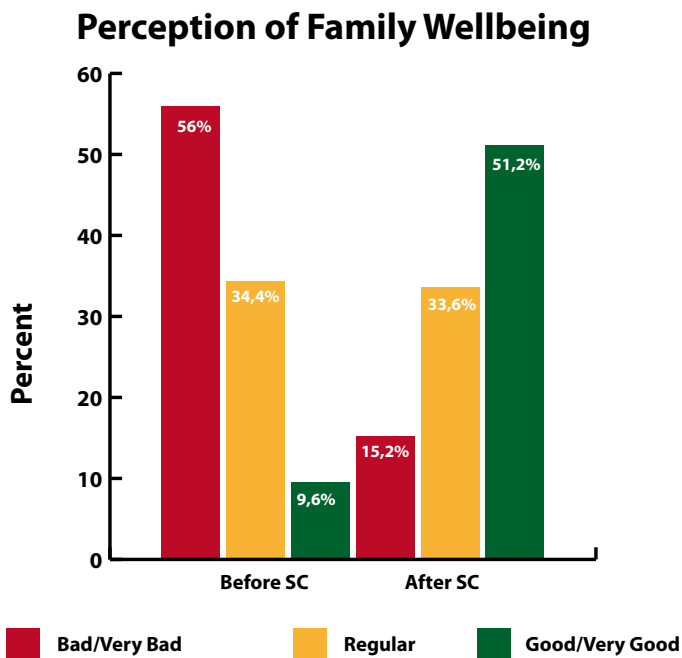
CITIZENSHIP: Many families who entered the program were eligible for government-provided benefits but did not claim them. SC provided enrollment assistance in programs like pensions and disability insurance to eligible families. As a result, the percentage of families receiving government transfers improved substantially from 6.6 percent at entry into the program to 20.8 percent at the time of SC's evaluation survey.



Catching Up Effect

SC beneficiary households had more severe health shocks, and were poorer at the time of the initial illness/disease than similar families not exposed to SC. The economic status and severity of the disease of SC families affected their ability to effectively overcome these health shocks. But as result of SC's holistic approach, these families improve their overall living standards, allowing them to "catch up" to the better-off families from the control group. Through the SC program, they attained education, housing, citizenship and earning levels on par with their better-off counterparts, showing a powerful catching up effect.

The impressive improvements in living standards are also reflected in the families' perception of well-being. Upon entering the program, 56 percent of the families self-identified their wellbeing as "bad" or "very bad." After graduating, most of the families improved their selfassessment of well-being, which reflects in the 51.2 that are doing "good" or "very good."



"Everything that I know and I am now, I owe it to Saude Crianca ...when you arrive here you are sad, downcast, and hopeless. Here they teach you to walk with your head up high."

Saude Crianca beneficiary

Policy Lessons & Conclusion

Attempts to tackle health shocks, eradicate poverty and promote social inclusion in the world depend crucially on the targeting, design, and impact of programs. Identifying the specific ways in which a vicious cycle of poor health and low wealth keep large sections of the population in abject poverty is an important contribution to the fight against poverty and social inclusion, not just in Brazil, but also in other developing countries. Saude Crianca effectively targets the most vulnerable groups and enables them to take control of their own destinies.



AWARDS RECEIVED 2013



**IBEF Sustainability 2013
– Brazilian Executive
Finance Institute
July 2013**



**Among the 10 Finalists
for the Social Responsibility Prize
Carvalho Hosken
May 2013**



**Elected one of the top
100 NGOs in the world
by the Swiss magazine
The Global Journal
First place in Latin American
and 45th in general ranking.
February 2013**



Auditing and Accounting

The auditing for the year 2012 was done by PriceWaterHouseCoopers. The final reports can be seen by all at Saúde Criança headquarters.

Accumulated results from January to December 2013

INCOME		TOTAL	EXPENDITURES		TOTAL
Individuals		877.970,68	Family Services		-1.882.144,01
Corporations		2.094.908,23	Administrative Costs		-855.323,37
Events		65.638,35	Marketing and Financing		-300.242,76
			Franchise Strengthening		-986.520,66
sub-total:		3.038.517,26	Sub-total		-4.024.230,80
Financial Return		151.232,65	Houses and Construction		-6.396,41
Total Receipts		3.189.749,91	Total Expenses		-4.030.627,21
Results (R-D)		-840.877,30			
			PRODUCTS SAÚDE CRIANÇA		TOTAL
			Stocks		37.379,54
			Receipt		309.306,77
			Costs		-306.135,72
			Financial Return		3.171,05



4TH Chapter

Who are we

Board

Administrative Board

President: Candace Lessa

Vice-president: Maria Emília Bezerra

Counselors: Luis Carlos Teixeira, Rui Marroig, Paulo Ayala, Isabella Nunes e Sylvio Monteiro.

Consulting and Sustainability Board

President: Luis Carlos Teixeira

Counselors: Adriana Proença de Oliveira Barros, Anamaria Schindler, André Olinto, Arminio Fraga Neto, Carlos Frederico Freitas de Oliveira, Claire Marie Fallender, Cristina Gouvêa Vieira, Eduardo Eugênio Gouvêa Vieira, Flavio Menna Barreto, Flávio Siniscalchi, Geraldo Vieira Filho, Glória Costa, Gustavo da Rocha Lima, José Land, José A. Bittencourt, Lucyna Fraga, Marcos Moraes, Maria de Lourdes Viegas, Maria Pia Müssnich, Maristela Pati Correa, Mônica de Roure, Saulo Macedo Areas, Sérgio Scodro e Sylvia Maria da Glória Nabuco.

Conselho Fiscal

Álvaro Estima, Mauro Eduardo Freire de Castro e Claudio de Medeiros Ribeiro Martins.

Team:

Founder and CEO:

Vera Cordeiro

Executive Director in the United States:

Jussara Korngold

Operations Manager:

Cristiana Velloso

Family Services Manager:

Letícia M. B. Isnard

Replication Manager:

Teresa Cristina Pazo

Finance Administrator:

Flávia Klarnet

IT Manager:

Adriane Menna Barreto

Operations Coordinator:

Rosângela Alves

Aconchego Program Coordinator:

Cibele Amóra

Aconchego Teenager's Program Coordinator:

Elisangela Silva de Barros

Psychology Coordinator:

Frances Marco Pilz

Vocational Training Program Coordinator:

Rosa Monteiro

Fundraising Coordinator:

Mariana Velloso

Events Coordinator and Individual Fundraising:

Vânia Lima Pires Ribeiro

Products Coordinator:

Renata Kastrup

Housing Program Coordinator:

Vanessa Pagy

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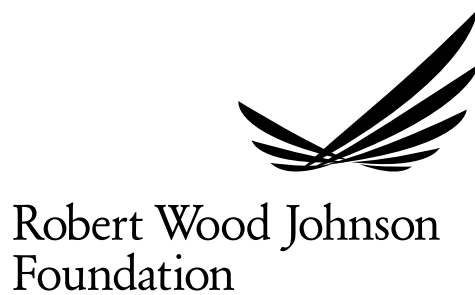
Appreciation for Volunteers

The participation of volunteers makes our institution a space that does not limit itself to corporate sponsors, and meetings, and thanks to them, our work pulsates and creates waves of solidarity in a society that often lacks fulfillment. This impact is being felt directly in our work and in the lives of the families assisted. We would not be able to go very far without their support.

Letícia M. Bosisio, Family Services Manager at Saúde Criança



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5th Chapter

Next Steps

Planning, Goals and Challenges for 2014

A major goal for 2014 is the building of Saúde Criança's Center of Reference for Social Inclusion.

The development objectives for the Center of Reference are:

Housing a complete Family Service Unit:

Ensuring the efficiency of ASC's methodology with the utilization of metrics: testing and making improvements, such as greater privacy and accessibility for the families.

Become a base for implementation, development and monitoring of the operation of ASC Family Services Units.


Disseminate ASC's Social Inclusion methodology

Attending to the demands of other businesses and foundations who are interested in replicating the methodology.

Become a platform for study, training, development and sharing of policies and methods for social inclusion by individuals, organizations and educational organizations in Brazil and in the world .

Having infrastructure to host seminars and forums.


This year Saúde Criança will also concentrate on:



Investing in communications and marketing, to reinforce the brand together with the public and stakeholders;

Development of a new website;

Increasing fundraising capacities in the institution with the acquisition of new sponsors and physical contributors



Development of the product area of Saúde Criança, with the objective of making the organization increasingly self-sustaining

Improve internal processes

Invest in human resources

Strengthen the Saúde Criança Social Franchise



How to sponsor:

Make your donation:
Associação Saúde Criança
CNPJ 40358848/ 0001 - 01
Banco do Brasil
Agência 1572-5
Conta 9344-0





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