

**SAÚDE**  
**CRIANÇA**

**ANNUAL**  
**REPORT**  
**2016**

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#### **FOUNDER OF ASSOCIAÇÃO SAÚDE CRIANÇA**

Vera Cordeiro

#### **EXECUTIVE DIRECTOR**

Cristiana Velloso

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## LETTER FROM THE FOUNDER AND PRESIDENT OF THE BOARD OF DIRECTORS

In 2016, despite the numerous socioeconomic difficulties that the country has been going through, Associação Saúde Criança had a year of many advances.

I believe that one of the great strengths of our Institution over the years has been to attract talented entrepreneurs in many areas, such as: direct service, expanding to scale, finance and administration, technology, communication and fundraising and products.

We were are constantly working to improve the management of our Organization. The consistent effort made by the members of the Board of Directors, Steering, and Financial committees make all the difference.

We have been annually audited since the beginning of the organization, always by one of the four major auditing firms. In the middle of 2016 we moved to a new headquarters in Rua das Palmeiras, 65, our Center of Excellence.

The headquarters, aside from being much more prepared to receive the families, is a special space. I have no doubt that it will increasingly be a center for the production and dissemination of knowledge about social inclusion.

Also in 2016 soon after the move, we received about 50 business executives brought by Ashoka.

Together with Skoll Foundation, Esalen Institute, Fetzer Institute and Synergos Institute, this institution is promoting revolutionary meetings that in reality have the objective of promoting well-being and caring for those who care.

Wellbeing Project is a program that supports experienced Social Entrepreneurs in the pursuit of a deeper identity, and gradually we will be introducing this culture into the Institution for the benefit of the volunteers, employees and families we serve.



Also through Ashoka we are participating in Grow2Impact. This project aims to transform our methodology into a social business.

We know that many social entrepreneurs around the world have been inspired by our work and transported this DNA to more than 30 countries.

The work is already recognized internationally and our current great challenge is to multiply it in our continental country as federal public policy.

We also know that our methodology for social inclusion should be used in the near future by schools, kindergartens, churches and other civil society organizations. With a relatively small budget and based on governance, transparency and effectiveness of the work we are among the 20 best NGOs in the world, according to the NGO Advisors, Swiss magazine that every year surveys the 500 best NGOs.

I want to highlight all my gratitude to counselors, staff, volunteers, franchisees, partners, sponsors, and especially to the families we serve the reason for our existence.

To them, our recognition. Having had the privilege of supporting them in the transformation of their lives, we have our lives transformed every day.

Thank you very much to all,  
**Vera Cordeiro**

# RESULTS FROM 2016

## DIRECT SERVICE PROFILE 2016

336 families were part of the program

of the families attended came from the Lagoa Hospital **77%**  
from the Maternity Clinic Maria Amelia Buarque de Hollanda **23%**

## PROFILE OF PARTICIPATING FAMILIES

1531 people benefited

average members per family **4,6**

average children per family **2,5**

average age of mothers attended **32**

## Families receiving social benefits

of families receive family social grants **22%**

of families receive Disability Benefits Social Security **17,5%**

## WHERE THE FAMILIES LIVE

Rio de Janeiro **57%**

Duque de Caxias **10%**

Nova Iguaçu **9%**

Belford Roxo **4%**

Queimados **4%**

São João de Meriti **3%**

## PROFILE OF THE CHILDREN BENEFITED BY SAÚDE CRIANÇA

of the diagnoses are respiratory diseases **17%**

of diagnoses are congenital malformations, **15%**  
deformities and chromosomal abnormalities

**The most frequent diagnoses are:**

Bronchial asthma, epilepsy, prematurity, neuro-psychomotor retardation, encephalopathy, cerebral palsy, malnutrition, microcephaly, leukemia

## **INCOME PROFILE OF BENEFITED FAMILIES**

**38,2%** of households receive less than the minimum wage (R \$ 937.00)

**33%** of households have formal employment

**22%** of families receive family social grants

**17,5%** of households receive Disability Benefits Social Security

**22%** of the members took vocational courses

## **EDUCATION PROFILE OF BENEFITED FAMILIES**

**3%** of children aged 6 to 15 years do not study due to special needs

**100%** of children between 6 and 15 years of age,  
without an impeditive disease, are in school

**1%** is in Special Education

**12%** are in Early Childhood Education

**58%** are in Elementary School I

**28%** are in Elementary School II

**1%** are in high school

## **HOUSING PROFILE OF THE BENEFITED FAMILIES**

**49%** of households own their own properties

**33%** live in rented properties

**10%** live in borrowed properties

(the remainder is divided into shelters and encroachments)

## **DONATIONS FOR FAMILIES ASSISTED BY SAÚDE CRIANÇA:**

**9.125** milks cans

**9.459** special milks cans

**3.707** nutritional supplements

**2.789** diapers: 2,789 packages

**7.175** medicines

**2.226** food card R\$ 80,00 each

**63** medical devices

**47** water filters





# SAÚDE CRIANÇA

Associação Saúde Criança is a social organization that works with a pioneering methodology to restructure the families of children at social risk from public health units, and to promote their self-sustainability.

Founded in 1991 by Dr. Vera Cordeiro, the Association is a non-profit organization with no political or religious affiliation.

## OUR WORK



The methodology is based on the Family Action Plan (FAP), a set of actions with goals and deadlines. The PAF is prepared, in partnership with the family, by a team of social workers, nutritionists, psychologists, psychiatrists and lawyers, among others..

Each family is attended to individually, based on their needs and potential, for a period of approximately two years, so that it can acquire autonomy and dignity.

## **MISSION**

To promote the biopsychosocial well-being of children and their families who live below the poverty line, utilizing health in an integrated way and as an instrument of social inclusion

## **VISION**

Associação Saúde Criança, through its pioneering and multidisciplinary methodology to combat poverty, works to create a world where human rights and social inclusion are a reality.

## **VALUES**

Social Responsibility, Integrity, Solidarity, Transparency and Social Justice.

**HEALTH, INCOME,  
HOUSING, CITIZENSHIP  
AND EDUCATION.**

# HEALTH

The Associação Saúde Criança has a holistic vision of health, seeking to promote the physical, mental, emotional and social well-being of the assisted families. In addition to working in partnership with units and health professionals, the Association maintains the Health Program to assist in accessing medical consultations and examinations; Offering medicines, specialty foods and medical equipment; Provide nutritional guidance and psychological and / or psychiatric follow-up, according to the needs of the child and the family.



In the Health Program, a doctor from the Associação Saúde Criança guides and advises the person in charge of the family about the diagnosis and treatment of the child being treated, as well as assists in scheduling appointments, consultations and other procedures for which the family is experiencing difficulties. Through the program donated medications are prescribed by the doctor which partners with the organization, if they are not available in the public health network. This donation is one of the activities responsible for the good results achieved by the institution in health.



There were 693 consultations in the Health Program.



# PSYCHOLOGY AND PSYCHIATRY

In addition to the psychological assessment and counseling, the program depends on assistance from the mental health team. The service is performed individually or in groups, according to the demand. The first contacts are with the reception group, which aims to raise awareness about the participation, progress and family path in Saúde Criança. Community Therapy is also held, with the participation of social workers and voluntary therapists.

Of the families that ended the follow-up in 2016, 92% had a diagnosis of high self-esteem.

The Psychology sector offered 962 consultations, while Psychiatry offered 32.



**“I arrived here awful, feeling ugly, downtrodden. The psychologist helped me to have self-esteem, today I can talk, not fight anymore. I’ve been discharged, thank God I’m cured”.**

said Carmem Lucia, who had psychological counseling for a year



## NUTRITION

Nutrition is another important pillar. This team evaluates, guides and monitors the nutritional health of children and their families. After assessing the child's weight and measure, in addition to the food history, there is an indication of diet, substitution or supplementation, depending on the case. Results are tracked periodically, based on necessity.

There is also a specific follow-up for the nutritional well-being of

other family members, in case of diseases such as hypertension, diabetes or obesity. This occurs mainly when families do not have financial resources for treatment or full access to the public health network..

There were 1,696 consultations in 2016. There is a partnership with the Health Platform for routine exams such as glucose, cholesterol, triglycerides and pressure gauging. In 2016, 206 exams were carried out in May and 210 in November.



### REGARDING NUTRITIONAL STATUS:

- 146 Malnourished
- 20 Underweight
- 15 Severly Underweight
- 14 Overweight
- 13 Obesity

# MOTHERS AND EARLY CHILDHOOD



The Mothers and Early Childhood Program aims to work and strengthen the bond between mothers and children, with the assistance of health professionals and individual and collective activities. The intention is to raise awareness and highlight the importance of this phase of life for the formation of a healthy adult.

Among the 12 topics covered were: first caring for babies and how to strengthen the bond with the mother through them, how to express stress safely, the role of the adult in development, affection and protection as opposed to overprotection and others. In the meetings, it was possible to detect the challenge of combating aggression against infants and babies from their parents, often from emotional unpreparedness. However, through reports throughout the year, we realized that families have made significant progress in their relationship with children.

Throughout the year 2016, the Program held 37 lectures and meetings and served around 113 families, which totaled 169 children and infants attended.

# CITIZENSHIP

The Citizenship Program aims to orient families about their rights and duties as citizens in order to make them autonomous and aware. In it, those in charge have the support of social workers and lawyers, who guide them in the issuance of official documents, benefits of the government and with everything that is needed in the legal area in relation to the family.

# SOCIAL SERVICES

From the first day in the institution until the end of their participation in Saúde Criança, the family is accompanied by Social Work. Social workers are responsible for screening of the people referred by the partner units, for the initial, periodic, final evaluation and for the home visit in the families' homes. According to the social context of the family, the team guides those responsible for issuing documents, obtaining benefits and what is most necessary in the pursuit of autonomy of those people as citizens. In addition, social workers coordinate programs such as Family Comfort and the Adolescents program.



**116** Initial Evaluations  
**155** Referrals  
**63** Initial home visits  
**14** Home visits in Follow-up  
**1407** Attendance at headquarters

# FAMILY ACTION PLAN



**819** Plans created  
**709** Plans closed  
**537** Activities with positive result



# FAMILY COMFORT



**“I think it’s a therapy, that nobody has time to do outside, and we do it here with the program. It helps me a lot because we learn from the problems of the others, we end reflecting on our own life, and try to get it right. My relationship with my children has changed. Dealing with a sick child is difficult. You learn to reconcile for empowerment”**

Fernanda said

The Family Comfort meeting is the first activity of those responsible for children assisted whenever they arrive monthly to the institution. At this reception, the group is accompanied by a social worker and volunteers.

They share experiences, debate themes previously chosen or as they arise, participate in lectures, discussions and debates on family planning, violence, hygiene, citizenship, health, among others.

In addition, the program has the Wheels of Community Therapy, which aim to comfort, welcome and bring people closer to empathy.

**1861** Attendances

**116** Lectures



# ADOLESCENT SUPPORT



The Adolescent Support program aims to provide guidance to the youngsters of families assisted in Saúde Criança. It gathers young people periodically in groups for debates and diverse activities, seeking to assist them in the construction of a project of responsible life, in order to empower them.

In 2016, activities were highlighted by visits to points of culture in the city of Rio de Janeiro. Among them: “After the Future” exhibition at Parque Lage, an exhibition of works by the artist and activist Frida Kahlo, at Caixa Cultural, as well as a visit to the city’s new museums, the Tomorrow Museum and the Rio Art Museum.

There was also a Cooking workshop given by Saúde Criança. In addition, the youth began work with the material provided by the Instituto Criança é Vida, addressing topics on Sexuality, Reproduction and Relationships. Finally, they received the psychologist Alexandre, from Espaço Cliff, to talk about Drugs.



**480** Attendance  
**27** Meetings



## LEGAL

Saúde Criança relies on the legal team to guide and make families aware of their rights and duties as citizens. The lawyers of the institution help those responsible in legal matters such as alimony, recognition of paternity, benefits, labor issues and property regularization.

ACTIVITIES	ON GOING	CLOSED	POSITIVE	NEGATIVE
Initial Legal Evaluation	17	54	54	
Civil - Consumer	1			
Civil - Indemnification	2			
Civil - Litigation	1			
Family - Adoption	1			
Family - Divorce		1	1	
Family - Guardianship	2			
Family - Paternity	4			
Family - Alimony	15	3	3	
Nutrition/Health - Special Milk	16	4	4	
Nutrition/Health - Medication	20	5	4	1
Real Estate - Contracts	5	3	3	
Real Estates - Ownership Documents	13	21	21	
Real Estate - Housing	1			
Other Legal Processes	38	10	9	1
Criminal - General	1			
Criminal - Domestic Violence		1	1	
Social Security	13	7	6	1
Labor - Severance pay	3	1	1	
<b>TOTAL: 263</b>	153	110	53	3





# INCOME

**“I feel happier, enthusiastic about learning to be more professional and knowing how to handle customers. I intend to open a beauty salon at home to increase the family’s income”.**

said Monique, who participates in the hairdresser’s course



One of the main tools of transformation in the lives of families is their income and employment. In addition to professionalization, the Profession Program seeks to encourage and promote assisted families in income generation and living independently.

Child Health offers courses tailored to the interests and abilities of family members. For this, it maintains internal culinary and beauty workshops and offers external

courses such as barber, security guard, nursing assistant and others.

Faced with the financial crisis in 2015/2016, a major challenge was to empower families to believe that they can overcome this moment with great dedication and resilience.

There is also donation of work tools. The goal is that, even after completing their care at Saúde Criança, the family can pursue the financial independence.

In 2016, there were 04 internal workshops and 01 external, besides 03 workshops and 01 event. 45 equipment kits were donated.



# HOUSING PROGRAM

The Program promotes improvements in the homes of families assisted by the Associação Saúde Criança, whenever the state of the housing interferes with the state of the child's health. The priority in reforms is to provide wellness at the site. In 2016, the Housing Program managed to expand the number of reforms, reaching the lives of 27 families.

Dirlene, Gabriel's mother, reported on the impact the house reform had on the boy's health and on the family's self-esteem:

**“I surrendered to God. Today I feel relieved, happy and proud”.**

After living with precarious electrical installations and leaks, today Dirlene is very satisfied with the new look of the house. Now it has a new bathroom and adequate sanitation, plus a service area that previously did not exist.

## **Members of the Family:**

Dirlene da Silva (mother),  
Neigil da Conceição dos Reis (father),  
Gabriel Gil da Silva Miguez (assisted child),  
Dirlei da Silva (grandfather),  
Nicole da Silva Miguez (sister of assisted child),  
Ramon Gil da Silva Miguez (brother of assisted child),  
Rayan Gil da Silva Miguez (brother of assisted child).

**Gabriel's birthday:** 24/04/2010

**Child's diagnosis:** Bronchial Asthma, Allergic Rhinitis, and Pneumatocele

**Current Education:** Elementary school

**Family's Home:** Vila Tingá, Queimados-RJ

**Family income:** Benefits from the Bolsa Família Program, the work of Dirlene as a cleaner, and recently Neigil received R \$ 15,000 because of the case for moral damages against the glass factory, where he worked.





**BEFORE**



**AFTER**

# STORY OF ANA LUIZA'S FAMILY



**“The main thing was my daughter’s health has stabilized. Today I can live, today I can walk with my legs because she did it”.**

said Suelen



Ana Luiza spent her early years with difficult asthma control and constant bouts of pneumonia. She and her family faced problems in the structure of the small house where they live. Every time it rained, the water leaked into the rooms made it more and more humid, which contributed to worsen the state of health of the girl.

Ana Luiza was referred to the Associação Saúde Criança in 2013. With all the support and encouragement, Suelen, the girl's mother, started the Saúde Criança's Cooking Course in the Profession Program. She and her husband purchased a Food Truck, which serves as a diner in front of their house. Business success has transformed family life.

Living in Nova Iguaçu with his brother Luiz, age nine, his mother Suelen and his father Ricardo, Ana Luiza and the family benefited from the Housing Program, which gave an opportunity to improve the structure of the three-room house. In addition, with the help of relatives and increased income, Suelen built a room for the children.

Ana Luiza is attending school, the National Institute of Santo Antônio, where she is 100% scholarship holder. Of the 10 medications she used to need, only two are needed for asthma control today. Now four years old, the child is healthier every day.



# 25 YEARS



Associação Saúde Criança celebrated its 25th anniversary on October 25, 2016. The anniversary celebration lasted all year long and was marked by several important events, among them the singer Gilberto Gil's benefit concert held on June 9 at Vivo Rio.

The presentation was packed by classics from MPB, such as “Abraço”, “La Paz”, “Vamos Fugir” and “Andar com Fe”. Hosted by volunteers Lavínia Vlasak and Guilherme Leme, the event was attended by the founder and president of the Board of Directors of the Association, Vera Cordeiro, as well as sponsors, advisers, volunteers, staff members, friends of the institution and Gil fans.





Another highlight of the celebration of the 25 years was the inauguration of the new headquarters of Saúde Criança, in Botafogo, in the South Zone of Rio de Janeiro. After two and a half decades in Parque Lage and a few years at 86 Rua Jardim Botânico, the organization moved to a new space where it intends to create a Center of Excellence in Social Inclusion. The inauguration of the house was held on July 11 and was attended by sponsors, friends and partners. The evening was marked by the performance of saxophonist George Israel, who performed with DJ Naldo Leal.



On the official anniversary day of the Association, the team met at the headquarters to celebrate the date with the founder and president of the board of directors of, Dr. Vera Cordeiro. Presented with flowers, Dr. Vera was moved to recall special moments in the history of the institution and shared the word with the executive director, Cristiana Veloso.

**In 25 years, the pioneering methodology of Saúde Criança has transformed the lives of more than 60 thousand people and expanded to other countries, as well as being replicated by 24 institutions linked to public hospitals and inspired public policy in Belo Horizonte (MG). The long-term effectiveness of the work has already been proven by researchers at Georgetown University.**



# RECOGNITION

Elected for the second consecutive year the most influential non-governmental organization in Latin America, rose two points on the world list, ranking 19th on the list; organized by the Swiss entity NGO Advisor (formerly Global Geneva).



Vera Cordeiro was highlighted in the Society / Science and Health category of the Difference Award - Jornal O Globo

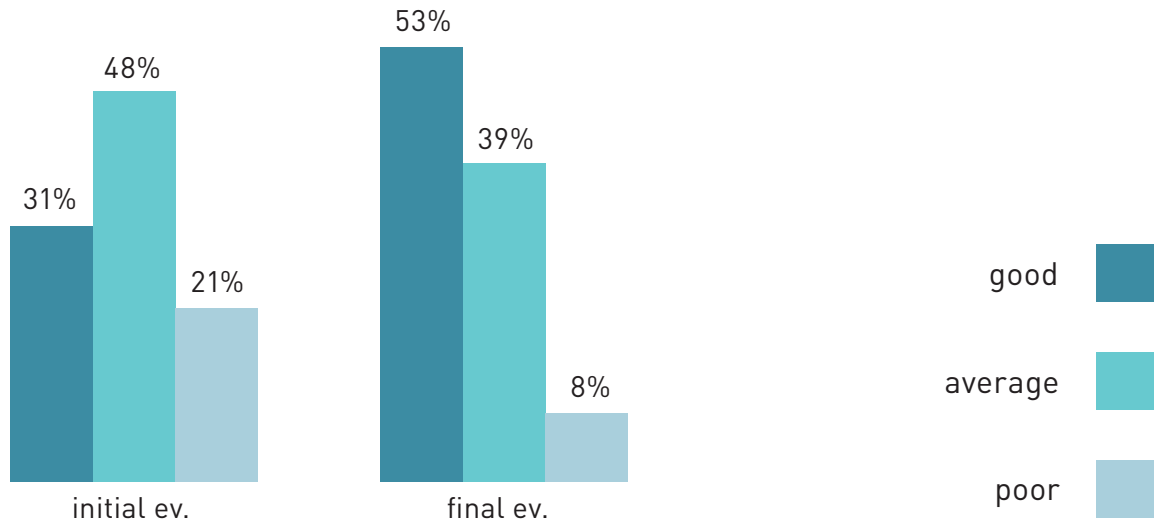


Vera Cordeiro received the "Medal Symbol of Legion of Honor from President JK" being honored as Social Entrepreneur of the Year.

# OUR RESULTS

## HEALTH STATUS COMPARATIVE

925 families with closure between January 2006 and December 2016

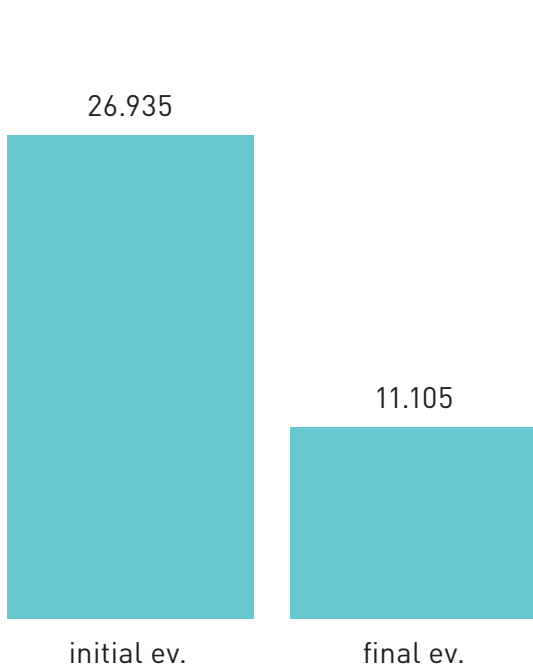


## COMPARATIVE OF DAYS OF HOSPITALIZATION

925 families with closing between January 2006 and December 2016

Percentage of comparison between entry and exit: decrease of 58%

days of hospitalization

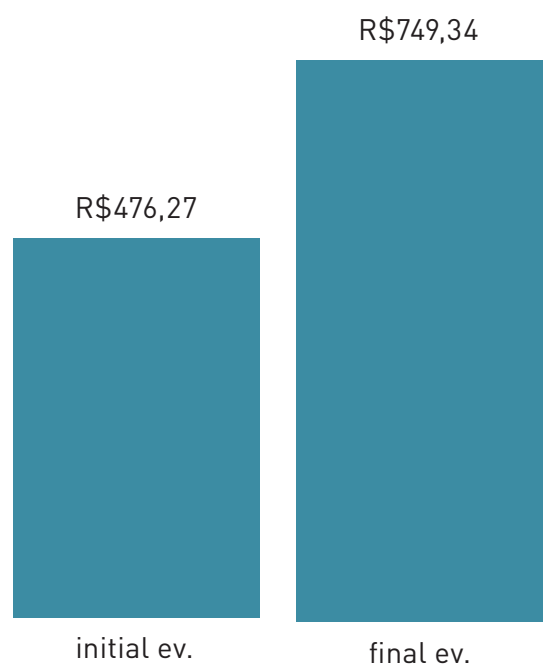


## INCOME COMPARATIVE

931 families with closing in the period from January 2006 to December 2016

Percentage of comparison between entry and exit: increase of 57%

comparative income



# SOCIAL FRANCHISE SCOREBOARD

**4.553** Families assisted

**22.310** Children and teens

**2.742** Number of equipment kits provided

**3.479** Number of professionalization courses offered

## OUR PRODUCTS

The Association has invested for years in their products in order to promote the sustainability of the institution. Most of the items are made at the headquarters of Saúde Criança by women who have already been assisted by the institution. Currently, these products are sold in kiosks in two malls in Rio de Janeiro, Rio Sul and BarraShopping, and in the virtual store throughout Brazil.

The production is organized by categories: Baby, Handbags and Accessories, Kitchen, Dolls and Institutional. In 2016 the Children's Line was launched with the following products: towel, kit with crayons, kit with pencils, painting apron, lunch bag and bib scarf. The sales associates at the Saúde Criança kiosks are the children's cushion known as "Soninho", the Color Pencil kit and other products of the line of Bags and Accessories.

All proceeds from the sale of the products are reverted to the projects of the Association.



## WHERE TO BUY SAÚDE CRIANÇA'S PRODUCTS?

**Shopping Rio Sul** | Av. Lauro Muller, 116 | 4º piso

**BarraShopping** | Av. Das Américas, 4.666 | 1º piso

Online Store | [loja.saudecrianca.org.br](http://loja.saudecrianca.org.br)



# AUDIT AND PROVISION OF ACCOUNTS

The Associação Criança Criança is audited annually.  
We are currently audited by Ernst Young.

## PROVISION OF ACCOUNTS FROM JANUARY TO DECEMBER 2016:

<b>SAUDE CRIANÇA</b>	<b>CARRIED OUT IN</b>	
<b>Revenue</b>		
Individual Donations	796.211	
Institutional Donations	2.390.425	
Events	221.129	
Financial investments	218.616	
Anzol Revenue	595.951	
<b>Total Receitas</b>	<b>4.222.331</b>	
<b>Expenses</b>		
Direct service	1.995.041	
Indirect Service	478.886	
Anzol Expenses	577.040	
<b>Total Activity Ends</b>	<b>3.050.968</b>	<b>70%</b>
Administration	831.226	
Fundraising and Marketing	480.295	
<b>Total Activity Means</b>	<b>1.311.520</b>	<b>30%</b>
<b>Total Expenses</b>	<b>4.362.488</b>	
<b>Result (R-E)</b>	<b>-140.157</b>	



The expansion of the methodology has already inspired work in various parts of the world. In Brazil, it was replicated initially by 24 other institutions.





# PUBLIC POLICY

In order to expand the Associação Saúde Criança model and significantly accelerate the impact of our work, ASC has acted to transform this methodology into public policy. The first example of success of this model of action was with the Belo Horizonte City Government, resulting in the Citizen Family program: BH without poverty.

The partnership between Citizen Family: BH without poverty and Associação Criança Criança is based on a vision of holistic care to the family, bringing together governmental and non-governmental actions to promote the rights and immediate improvement of the living conditions of the families served. The dialogue between the two institutions was promoted by AVINA.

# SOCIAL FRANCHISE



In 2010, Saúde Criança adopted a new governance model, the social franchise, in order to strengthen its innovative methodology.

The units act independently, have their own council and have a team of professionals and volunteers independent of the Headquarters. They are responsible for their sustainability, seeking their own financial and human resources.

The Saúde Criança headquarters offers training and technical support to the units of the franchise for better application, execution and standardization of the methodology. Periodically, the main office promotes meetings, meetings and visits to the units, aiming at the exchange of experiences and the training of the team involved.



# LICENSING

To be an institution licensed by the Associação Saúde Criança, the organization concerned should contact ASC, sign a contract and follow the rules for use of the methodology.

In addition, it must commit to make appropriate use of the methodology, within the values established by the Association. You must also submit an annual report showing the number of beneficiary families, results, indicators, and other relevant information.

The Saúde Criança team is responsible for the training and qualification of the professionals involved in the process. To cover training costs, you need to pay a monthly fee. The contract may be interrupted at any time by both parties if there is any breach of any rule.

Currently, there are two institutions using the licensing of the Child Health methodology, the C Institute in São Paulo, and the Community Center of the Parish of Carcavelos in Cascais, Portugal.



# SPONSORS AND PARTNERS

On behalf of the assisted families and the entire Saúde Criança team, I would like to thank the sponsors of longstanding companies and foundations, the commitment of all our partners and the dedication of each one of our stakeholders.

All my gratitude to all who are part of this great network of support to Child Health!

With each passing day, in my 12 years of Child Health, I am sure that without each of you, we would have achieved our goals.

In 2017 the fundraising team will continue the search for new partners and sponsors and we count on you on this journey. Our goal is to have all the costs covered so we can grow and thus transform the lives of more people in situations of social vulnerability. We will continue to work for the social change we want in Brazil and in the world.

Thank you very much for everything and for being part of the great Saúde Criança family!

**Mariana Ferreira Velloso**  
**Fundraising Manager**

## PATROCINADORES



## PARCEIROS



ASSOCIAÇÃO  
BRASILEIRA  
DE AUTOMAÇÃO





# FRIENDS OF SAÚDE CRIANÇA

## SPONSORS AND PARTNERS

In 2016 we sow to grow! And you have contributed to make a difference in the lives of these families with children who have chronic diseases and victims of social inequality.

Investments were made for the structuring of the individual fundraising team, with the acquisition of a more modern database system, which meets the new needs, and the expansion of the team. The goals of the area were to improve communication and increase the donor base. The introduction of several campaigns throughout the year contributed to a good result, even through all the economic and political difficulties of the country. In this scenario, the disclosure was a great ally to achieve our sustainability. We were very happy with the participation of many friends in our new activities!

We invite you to continue with us in this struggle for social inclusion through integrated health.

We know that caring for families in social vulnerability is a great mission and at the same time a

great challenge, so we want to extend our many thanks for the gesture of solidarity of all those who believe in our work as a source of transformation.

Through small actions like ours we can aim for a future with more dignity and health for all. Together we are strong in building a more humane and more just world.

**Leticia Abreu**

**Coordinator of Individual Fundraising**





# HOW TO SUPPORT

[DOE.SAUDECRIANCA.ORG.BR](http://DOE.SAUDECRIANCA.ORG.BR)

## **Banco do Brasil**

Agency: 3519-X

Account: 29905-7

## **Bradesco 237**

Agency: 1444.-3

Account: 26259-5

## TEAM

We have had such dedicated volunteers present in all areas and activities of the Associação Saúde Criança, especially in our purpose of transforming lives, makes us witness, day by day, a revolution of civil society, a work that creates waves of solidarity and Reaches the heart of social inclusion.

We would not have gotten that far and have not achieved such positive results without the strength of these volunteers and all the others who have made Saúde Criança work for 25 years, with great joy, innovation and overcoming, we deeply thank our employees, counselors, sponsors, partners, supporters and friends of Saúde Criança.

We hope to continue counting on the support of all, in order to increase the impact of our work!

**Cristiana Velloso,**  
**Executive Director**



# OUR VISION FOR THE FUTURE

**2016** was a year of celebration of the achievements made during the 25 years of the Associação Saúde Criança and was also marked by the move to and inauguration of the new headquarters of the Association, which unified most of the activities and projects developed in one place. For the future, the care of families will be optimized and improved so that our results are always increasing in impact, and so that we can transform more and more lives. With the new the auditorium and the multipurpose room, we will organize events to discuss more and more social inclusion and social determinants of health, inspire other institutions with the methodology Saúde Criança and learn best practices with other social works to generate more and more impact.

## **Improve the different areas of Assistance to Families;**

Expand activities of teams and projects so that in our evaluation we can do more and obtain better results;

## **Strengthening and increasing the acquisition of individuals donors, since the economic and legal crisis makes it very difficult to attract legal entities (companies);**

Promote the development of all units that use the Saúde Criança methodology and inspire new institutions to work on a methodology basis;

## **Invest in the conclusion of the works of the auditorium and work towards the effective creation of the Center of Excellence.**

“ We created an organization that works with the family, from a biopsychosocial viewpoint, not to replace the health services they receive at public hospitals, but to supplement the medical treatment, giving greater meaning to the hospital’s actions. To break the vicious circle, Saúde Criança has changed the health care paradigm, collaborating with the families to orchestrate comprehensive integrated interventions in five areas: health, education, income, citizenship, and housing, therefore, promoting human development. ”

**Vera Cordeiro**, founder and president of the Board of Directors of Associação Saúde Criança.



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