

**ANNUAL REPORT
ASSOCIAÇÃO SAÚDE CRIANÇA**



2012



Founded in 1991 by Dr. Vera Cordeiro, Associação Saúde Criança is a non-profit, nonreligious, and nongovernmental social organization that works to break the cycle of hospital readmissions among children who live below the poverty line.

Saúde Criança's work is based on the idea that diseases are social in origin in addition to biological; that social inclusion is as important to good health as is traditional medicine. The organization's methodology revolves around the Family Action Plan, whose goals and empower families and help them become able to take care of themselves by the end of the program. The plan works in the areas of health, job training, housing, education, and citizenship.

Adopted by 23 other public health institutions throughout Brazil, this methodology has already benefited more than 43,000 people since the organization's founding. More than 2,800 job training courses have already been completed, helping families get back on their feet and working. As a result of the Family Action Plan, assisted families have seen an average increase in income of 35% and a reduction in average number of days spent in the hospital by the child of 60%.

In 2010, Saúde Criança became a social franchise and now counts 11 franchises.

Saúde Criança's methodology has been celebrated worldwide. In 21 years, it has received more than 30 national and international awards.

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Editorial

Dear Friends,

In 2012, Associação Saúde Criança, in its ongoing process of restructuring and expanding, focused on two main areas – Family Service and Franchises – along with various other changes made in practically all areas of its work.

A new database system was installed at the head office and began to be installed among the other franchises, bringing with it greater and better ways to monitor and evaluate our families and to improve our services even more. In practice, we will be able to help more families become the protagonists of their own stories and lead more dignified lives.

With regards to the franchises, the head office organized several meetings in 2012 to offer professional development to the franchise directors and employees in the areas of family service, fundraising, and more.

What we realized in these meetings was that a social franchise is an “orchestration of knowledge” – in other words, we learn from each other

Other good news – the Georgetown University study on the long-term impact of our work, which has been running since 2011, will be presented in 2013.

In 2012, we were considered by the Swiss magazine The Global Journal as the best non-governmental organization in Latin America and the 38th best in the world, out of 100 NGOs. In early 2013, we were again cited by the magazine and continue to be regarded as the best NGO in Latin America.

None of this would have been possible if it weren't for the complete dedication from all of our staff, volunteers, board members, sponsors, hospital representatives, partners, and family sponsors.

To all who enable this dream to come true I give my sincerest thanks.

We begin 2013 confident in everything that we have been sowing for the last 21 years. Together, by listening to those we serve, we have built over the years an extremely powerful methodology capable of promoting broad social inclusion, whether through franchises with private resources or public policy, in our country and the world.

Yours truly,

Vera



Family Service

Family Service is conducted by a team of volunteers and professionals: psychologists, lawyers, nutritionists, educators, social assistants, and architects. The objective is to complete the goals set in the Family Action Plan.

In August 2012, we implemented a new system of monitoring and evaluating families. All staff and volunteers involved with family service participated in an intensive training course to learn how to use this system, which aims to ensure that all information from the five different areas of the Family Action Plan (health, education, housing, income, and citizenship) are categorized and stored in their proper areas with greater organization.

By the end of this year, all franchises should have the system up and running in their own networks.

Family Service is made up of the following programs and areas:

- ✓ Aconchego
- ✓ Aconchego Teens
- ✓ Psychology/Psychiatry
- ✓ Nutrition
- ✓ Education
- ✓ Job Training
- ✓ Housing
- ✓ Social Services
- ✓ Legal Services



Family Service at Saúde Criança Matriz in 2012

Month	# of Families Assisted	# of Children and Teens Assisted	Graduated Families	New Families
January	259	700	4	6
February	261	713	10	5
March	256	711	15	13
April	254	695	9	9
May	254	699	12	13
June	255	675	8	9
July	256	656	7	17
August	266	715	2	14
September	278	711	7	7
October	278	696	15	2
November	265	672	10	3
December	258	660	7	1

Aconchego (Embrace) Program

Before entering the family service room at ASC for their monthly check-ups, families first participate in a session of the Aconchego Families Program. The aim is to set aside a moment for reflection and tranquility through an exchange of experiences, lectures, discussions, and debates. The sessions are led by a social assistant and volunteers, who ensure that all participants are able to understand everything by using accessible language and methods. The themes broached in these meetings are chosen by the families themselves at the beginning of the year. Since 2009, the Aconchego program has begun using Community Therapy (CT), switching between CT and other topics every month.

At the end of every session, condoms are distributed to all the mothers.

A few topics addressed in 2012:

- ✓ Drugs
- ✓ Eating Well & Nutrition
- ✓ Zone Therapy
- ✓ AIDS & STDs
- ✓ Personal Hygiene & Food Safety

Aconchego Teens Program

This program, which currently only occurs at ASC Matriz, is aimed at youth between 12-17 years old who are members of families assisted by the organization. The goal is to make them stronger and to help them take control of their own lives by empowering them to make better choices and to be able to share their knowledge (formal or informal) with other youth from their communities.

The group meets every two weeks for three hours and engages in dynamic debates and lecture of field trips outside to do other activities.

At the end of the sessions, lunch and transport reimbursements are distributed to all of the participants as well as the chaperones who accompany any child who is less than 14 years old.

In 2012, 25 teenagers met 10 times over the course of the year.

Activities completed throughout the year:

- ✓ Office of Health and Nutrition
- ✓ Visit to the Museum of Life, Oswaldo Cruz Foundation
- ✓ Group dynamics with material offered from the Kaplan Institute
- ✓ Community Therapy
- ✓ Debate about teenage pregnancy
- ✓ Visit to the 14th FNLIJ Children and Youth Book Festival
- ✓ Showing of the documentary “Who Cares?”
- ✓ “Preservation of the Planet” lecture
- ✓ “Women’s Health” Lecture
- ✓ Creation and development of the dance group “In Rhythm”, with a show for parents in September
- ✓ Visit to the Museum of Modern Art
- ✓ Exhibition of films from the 21st Short Films Festival
- ✓ Visit to the Fort of Copacabana



Psychology/Psychiatry

The psychology sector's main goal is to reinforce the self-esteem of families under ASC's care. The service is individual – for children and adults – as well as in groups, through communal sessions of Reception and Reflection.

When necessary, the psychologist will refer the parent or the child to a psychiatrist, who volunteers with the institution.

Number of families assisted by the psychology sector, between January and November of 2012:

- ✓ Number of Sessions Scheduled: 1141
- ✓ Number of Sessions Completed: 721 (64%)
- ✓ Number of Absences: 420 (36%)
- ✓ Number of people in regular family service in November 2012: 81



Nutrition

The food kit delivered monthly to families is organized by Saúde Criança's nutritionist in accordance with the medical prescription given to the family by the doctor in the hospital. The food items are chosen with consideration to the diet and customs of the population assisted.

Number of people assisted by the Nutrition sector between January and November 2012: 1071

- ✓ 53% of the children considered malnourished in 2011 reached nourished status in 2012, numbering in total 41 children.
- ✓ 17 children still considered malnourished due to chronic disease.
- ✓ Of 10 mothers assisted by Nutrition in 2012, 9 presented problems related to obesity.



Education

The goal here is to ensure that children do well at school and to orient parents on the education of their children. Saúde Criança's resident educator gives the parents a form to be filled out by their child's teacher at school. This form contains questions about discipline and general academic performance. Parents are also asked to provide proof of their child's enrollment in school.

Through a partnership with the Kinder Institute, Saúde Criança offers scholarships to children to study in private school. These scholarships are given out depending on demand and an evaluation from the social assistant and educator.

Numbers from the Education Sector 2012:

- ✓ 131 Academic Evaluation forms distributed
- ✓ 50 forms returned by parents
- ✓ 81 parents report that they forgot to return the form or encountered some difficulty at the school
- ✓ Currently, 21 children are assisted regularly by the Education sector because they are experiencing some sort of difficulty at school
- ✓ Eight children were given a medical or psychological evaluation after an evaluation by the Education sector
- ✓ Kinder Scholarship: 38 scholarships for elementary school and preschool

Job Training

Job training is one of the five essential pillars of Saúde Criança's methodology. The objective is to offer professional courses through which adults can learn or specialize in an area of work that will earn money.

The courses are run either within the Saúde Criança network or outside of the establishment according to demand and an evaluation from the employment coordinator.

After graduating, students receive an "employment kit", a package of appropriate work tools and equipment in order to start their new jobs. In the majority of cases these are self-employed jobs that can be carried out in their own homes, which allows parents to stay close to their child and still be able to give medicine or provide treatment when necessary.

The job training sector also offers scholarships provided through the Kinder Institute for technical and university courses and high school and elementary classes for adults.

Total # of students registered for employment preparation programs offered by ASC Matriz in 2012: 133 students

- ✓ Basic Hairdressing - 18
- ✓ Basic Manicure - 13
- ✓ Color Theory - 10
- ✓ Basic Make-up - 11
- ✓ Depilation - 11
- ✓ Party Snacks - 16
- ✓ Desserts - 17
- ✓ Basic Patisserie- 13
- ✓ Easter Workshop - 13
- ✓ Matrix Workshop (L'Oreal line)- 11



Registered for external workshops in 2012: 10

- ✓ Depilation -1
- ✓ Nursing School- 1
- ✓ Information Technology - 1
- ✓ Industrial Sewing Machine Mechanic -1
- ✓ Bodyguard- 2
- ✓ Jewlery - 1
- ✓ Crafts - 1
- ✓ Make-up and hairdressing -1
- ✓ Hosting and housekeeping - 1



Graduating in 2012

- ✓ Internal Courses - 78
- ✓ External Courses - 7
- ✓ Kinder Scholarship - 2

Registered for Kinder Scholarship

- ✓ University - 3
- ✓ Highschool -1
- ✓ Nursing School - 1

Events for participants:

- ✓ Day of Beauty at Saúde Criança Zona Sul (RJ)
- ✓ Day of Beauty at a Deodoro municipality school (RJ)
- ✓ Day of Beautify in the community of Santa Rosa, in Duque de Caxias (RJ)
- ✓ In honor of Mother's Day, students in the make-up class beautify mothers admitted to Hospital da Lagoa (RJ).
- ✓ Classes with Beto Galvão, professional hairdresser and volunteer
- ✓ Make-up students beautify health professionals in honor of the 11th Week of Nursing.
- ✓ Class on self make-up for hairdressing students
- ✓ Practice class during family service at Parque Lage.
- ✓ Students and make-up professor attended the Rio+20 Humanity exhibition.
- ✓ Social in honor of Teacher's Day.



Housing

After a home visit, the social assistant determines whether a house renovation is necessary to improve the family's health. This year, some entirely new homes were donated.

Number of donated homes: 12

Number of renovations completed: 7



Social Services

Social Services is the first contact parents make with Saúde Criança. It is the social assistant who works with the family, primarily with the mother, to identify its basic needs and priorities. From this initial assessment begins the process of forming the full Family Action Plan.

The assistant also makes home visits in order to analyze the family's living conditions and recruit the appropriate services as required to improve the home.

Number of family services carried out by ASC Matriz in 2012: 1079

- ✓ Number of home visits: 60
- ✓ Number of external referrals: 162
 - Public institutions: 131
 - Non-governmental organizations: 29
 - Private institutions: 2
- ✓ Number of open actions: 806

Legal Services

In legal services, a lawyer works with the parents and orients them to the normal processes of the law in order to meet the goals set in the area of citizenship.

In 2012, 710 families were assisted by legal services. Of the services provided, the most common were:

- ✓ Referral to INSS (National Institute of Social Security) to receive BPC (Continuous Cash Benefit)
- ✓ Referral to the Public Defender to receive BPC for those who were denied by the INSS
- ✓ Solicitation for milk and medicine from the Public Defender
- ✓ Paternity Investigation
- ✓ Alimony

Franchises

With regards to the franchises, the head office organized several meetings in 2012 to offer professional development to the franchise directors and employees in the areas of family service, fundraising, and more.

In our continual efforts to expand the franchise system, we welcomed another franchise from the southeast region of Rio de Janeiro into the Saúde Criança family this November. Responder (Respond)– founded in 2006 by a group of volunteers from Miguel Couto Municipal Hospital e Aloysio de Castro State Institute of Cardiology – now uses the image of Chiquinho, Associação Saúde Criança’s mascot, as its logo and will henceforth be known as Associação Saúde Criança Zona Sul.

On December 13th, 2012, the first international franchise, Associação Saúde Criança Colômbia, was founded in Bogotá. Present at the opening ceremony were representatives from Ashoka, Avina, and the Corona Foundation. The new institution has already secured support from the Robert Wood Johnson Foundation.



FRANCHISE NUMBERS 2012

	florianopolis	goiânia	ilha	petropolis	porto alegre	recife	são jose	são paulo	zona oeste
# of families assisted at beginning of month	22	16	22	30	13	6	11	28	18
# of children / adolescents (0-17) at the end of the month	12	31	79	90	36	17	31	0	67
# of graduates from job training courses	0	2	3	1	1	0	0	0	2
# of work equipment donated to families	0	0	2	1	1	0	8	3	0
# of home renovations	1	2	0	1	0	0	0	0	2

Awards

Awards received in 2012

Trip Transformers – Vera Cordeiro is one of the awardees of this prize sponsored by Trip Magazine. October 2012

ALAS BID - ALAS Foundation and the International Development Bank April 2012

Innovations for Health: Solutions that Cross Borders – Ashoka Change-makers April 2012

Toda Extra Prize, Category Toda Vida –Extra Newspaper March 2012

Chosen as one of the 100 best NGOs in the world by the Swiss magazine The Global Journal – First in Latin America and 38th in the world. February 2012



Sponsorship, Donations and Events

The 'Be a Friend of Chiquinho' campaign was started in order to support all of the institution's programs and activities. In 2012, 610 "Friends of Chiquinho" and 315 sponsors supported families assisted by Saúde Criança Matriz.

Another interesting way we've collaborated with individual donors has been through the "Solidarity Parties." Friends of Saúde Criança ask their guests to make donations rather than bring presents, and pass on all of the money collected to the organization. In 2012, three people turned their birthdays into Solidarity Parties and donated the funds to Saúde Criança Matriz.

In October, 250 people came together at Hotel Sofitel in Copacabana (RJ), to celebrate the institution's 21st anniversary. Volunteers, staff, corporate sponsors, and other collaborators sat in for a live filming of the talk show "High Pressure", hosted by actor Raul Gazolla and actresses Joana Limaverde and Giselle Tigre. The show also featured guest comedians Nelson Freitas and Bemvindo Sequeira.



Communications

Saúde Criança is connected and invests in network communications. To facilitate navigability and attract more users, technical adjustments were made and new pages were created on the institution's website.

Saúde Criança's site serves as a web portal to all of the individual franchise websites. In 2012, training sessions were conducted at the other SC franchises in order to keep all users up to date on this new platform.

The communications agency DM9 standardized the visual layout and imagery of the fanpages for Saúde Criança's headquarters and its franchises.... In addition, DM9 supported the institution in the development of various communication materials, such as signs at our headquarters and graphic materials for the other franchises. In December 2012, the agency created an online donation campaign called "Quero Cuidar." The campaign video has reached 4,419,258 views on Facebook and has been liked, shared, or commented on 3760 times.

In social networks, Saúde Criança is on Youtube, Flickr, Facebook and Twitter. To attract more friends and the exposure of their online publications, SC has invested in Facebook ads. As a result of these campaigns, in just five days the number of likes increased from 1603 to 8906. We currently have 13,313.

Our "Fulfill a Dream" page was created on June 2012 with the goal of offering our children and families something that could bring them joy. Since then, 16 families have had their dreams come true. Videogames, duplex refrigerators, sewing machines, bicycles, MP3 players, guitars, semi professional cameras, computers, and swings were among some of the goods donated or purchased through the new page

In 2013, Saúde Criança's communications team intends to carry out new campaigns and improve both access to and donations through the site.



Brazil Child Health

The Brazil Child Health (BCH) team, Saúde Criança's fundraising arm in the United States, promoted five major fundraising events in the United States. The first was the "Benefit Carnival for Kids" a children's party for Carnival in New York, sponsored in part by the Brazil Ahead school. In April, H. Stern and BCH released gold charms with the image of Chiquinho, Saúde Criança's mascot.

Per usual, the Maria Bonita Spa and Brazil Child Health held a charity bazaar in May. In the month of June, more than 700 people attended the second edition of the St. John's Eve charity, "Children Help Children," with support from the Brazil Foundation.

"Working for the benefit of Brazil Child Health / Associação Saúde Criança is always extremely rewarding. Our team, however small, has an immense desire to work together towards a better future for our children and families. Thank you Mariana Cruso and Fabiana Saba Sutton for helping me in this endeavor; and thank you to the entire staff at ASC Brazil for your dedication. Yes we can make a difference, simply because we are not indifferent to the pain of our neighbors."

Jussara Korngold - volunteer responsible for BCH, Saúde Criança's Office in New York, which aims to disseminate our methodology and raise funds.



Board

Board of Directors

President: Candace Lessa

Vice-president: Maria Emília Bezerra

Directors: Rui Marroig, Paulo Ayala, Sérgio Scodro, Isabella Nunes, José A. Bittencourt and Sylvio Monteiro.

Advisory and Sustainability Board

President: Luis Carlos Teixeira

Directors: 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, Geraldo Vieira Filho, Glória Costa, Gustavo da Rocha Lima, João Claudio Lara Fernandes, Lucyna Fraga, Maria de Lourdes Viegas, Maria Pia Müssnich, Maristela Pati Correa, Mônica de Roure, Saulo Macedo Areas, Sylvia Lordelo and Sylvia Maria da Glória Nabuco.

Audit Committee

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

Fund Management Committee

José Luiz Osório, José Pio Borges de Castro, Luiz Fernando Brodstein



Team

In addition to two new employees hired to work in our Information Technology department, who reorganized and restructured technical cabling, analyzed and updated network equipment, and installed two new servers, other professionals joined the team at ASC Matriz in 2012.

A lawyer was hired in the legal department to come to Saúde Criança's headquarters on a monthly basis, due to high demand in this sector. An architect was hired in our housing department to analyze and monitor the housing reforms necessary for the health of the child and her family. Finally in our finance area, a new coordinator with proven experience brought new ideas to this essential sector of the institution.

Vera Cordeiro

Founder and CEO

Cristiana Velloso

Operations Manager

Letícia M. B. Isnard

Family Service Manager

Teresa Cristina Pazo

Replication Manager

Rosangela Alves

Operations Coordinator

Cibele Amóra

Aconchego Program Coordinator

Elisangela Silva de Barros

Aconchego Teens Program Coordinator

Frances Marco Pilz

Psychology Coordinator

Rosa Monteiro

Job Training Program Coordinator

Augusto Cezar Carvalho de Alencar

Housing Program Coordinator

Mariana Velloso

Fundraising Coordinator

Vânia Lima Pires Ribeiro

Events and Individual Fundraising Coordinator

Tatiana Milanez

Communications Coordinator

Renata Kastrup

Products Coordinator

Flávia Klarnet

Financial Administration Coordinator

Adriane Menna Barreto

IT Coordinator

Andréa Dias, Adriana Batista Madeira, Carla Wolfring, Cristiane Barreto, Denise Rezende M. Vieira, Deusa de Oliveira Ferreira, Dilma Claudio da Costa, Doraci Almeida, Fabiana Paiva, Graziella Nobre, Isa Gontijo, Gregória Roxo, Jane Dantas, Jean Paul Michelski, Lúcia Coimbra, Luciana Maciel Feitosa Nunes, Macrine Ribeiro Dias, Márcia Farias Fornari, Marco Antonio Diederichs, Margarete Alves, Marialice Matheus, Maria Inês Sales Nunes, Marissanta Roxo, Marta Gonçalves, Mirtha Cuitino, Norma de Menezes Costa Souza, Roberta Saldanha, Robson Dias, Rosana Pereira de Almeida, Rosinete da Cruz Fraga Arruda, Célia da Silva, Seres de Jesus Lopes, Tereza Cristina Paula Santos, Thiago Fernandes, Viviane Meireles and Wilson Tiago de Jesus.

Thanks to Volunteers

“Volunteer work forms an integral part of Saúde Criança’s identity. It has an enormous impact on the lives of the families we assist. Volunteers are extremely dedicated to the cause, are very creative, and understand the need for a hierarchy and for clear institutional rules. They are also ‘auditors’ of our work and are able to greatly enhance our outreach. All over the world we’ve seen that projects with demonstrated success in social impact, transparency, and expansion attract legions of volunteers.”

VERA CORDEIRO, founder and CEO of Associação Saúde Criança.

To the volunteers of yesterday, today, and forever: THANK YOU!



Corporate Sponsors

The Job Training project has gained a new corporate sponsor, Maersk Oil, and has opened a new course on strategic planning for new businesses. More scholarships will be offered by the Kinder Institute of Brazil.



Partners

At the end of the year, we finalized a partnership with the Maria Cecilia Souto Vidigal Foundation to create a reference manual on the process in which we transformed our methodology into public policy in Belo Horizonte. Today, the prefecture of BH has assisted more than 13,000 families using our Family Action Plan.

In the Aconchego Teens project, a partnership was made with “Dentists for Good”, which conducts cultural and educational tours, workshops on sexual orientation, and impact research.

In the Aconchego Families project, we offered lectures in partnership with the Municipal Guard of Rio de Janeiro, conducted a consensus on levels of satisfaction with family service, integrated community therapy into the Aconchego sessions, and continued the periodic evaluations of families through the ASC system. We are in the final phase of closing a partnership with the Future Channel of the Roberto Marinho Foundation.

In the area of Communications, we have depended greatly on our partnership with DM9 to create images for campaigns and donation material. Sérgio Valente, DM9’s president in 2012, himself designed some campaign materials for ASC.



Auditor's Report

In 2011, Associação Saúde Criança was audited by PricewaterhouseCoopers. The final reports are available to the public

Accountability

Cash Flow	
Source of Funds	
Individual Donations	773.687
Corporate Donations	2.347.839
Events	120.876
Interest	156.486
Other sources of money (inheritance)	1.800.000
Total of the year	5.198.888
Use of resources	
Direct Family Service	2.519.228
(Average monthly per family)	840
Food assistance	556.710
Patient assistance	456.855
Family service	706.882
Projects	798.781
Indirect Family Service(Franchises)	922.673
"Activities" subtotal	3.441.901
Administration	815.321
Personnel (salaries & taxes)	483.924
Operationa expenditures	288.333
Financial expenditures	43.064
Fundraising & Marketing	150.583
"Administration" subtotal	965.904
Subtotal without Products	4.407.805
Products	-43.309
Planned expenditures (+)	259.384
Anticipated revenue (-)	-302.693
Surplus 2012	834.392

Planning and Goals for 2013

Looking onwards to 2013, Saúde Criança will concentrate its efforts in 5 distinct areas:

- ✓ Marketing: reinforce our brand with both the public and stakeholders
- ✓ Fundraise for a new Center of Excellence, which will improve our family service and increase our capacity to receive more families and expand
- ✓ Increase fundraising, principally through the website, with the goal of turning the organization more self-sustainable
- ✓ Invest in human resources
- ✓ Improve internal processes

However, our ultimate objective is, as always, to assist more families with quality and respect and to secure social inclusion for the greatest number of people possible.





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