

# Annual report 2018



**SAÚDE**  
**CRIANÇA**

## **BOARD**

### **Board of Directors**

#### **Chairwoman**

Vera Cordeiro

#### **Deputy Chairwoman**

Candace ("Cindy") M.A. Lessa

#### **Members**

Dr. Álvaro Alberto Gomes Estima, Flávio Siniscalchi, Laura Gaensly Paulo Ayala, Rui Marroig, Sylvia Maria Lordello da Silva, and Sylvio Monteiro.

#### **Audit Committee**

Andrea Rangel de Azeredo, Claudio de Medeiros Ribeiro Martins, and José Ferreira Monteiro.

#### **Advisory Board**

André Olinto do Valle, Armínio Fraga Neto, Carlos Frederico Freitas de Oliveira, Claire Marie Fallender, Cristina Gouvêa Vieira, Eduardo Eugênio Gouvêa Vieira, Flavio Menna Barreto, Glória Costa, Gustavo da Rocha Lima, Hans Hickler, José A. Bittencourt, José Land, Lucyna Fraga, Marcelo Sá, Marcos Moraes, Maria de Lourdes Viegas, Maria Emília Bezerra, Maria Marquez, Maria Pia Müssnich, Maristela Pati Correa, Mônica de Roure, Raphael Carneiro da Rocha, René Martins, Sérgio Scodro, and Sylvia Maria da Glória Nabuco.

## **FOUNDER**

Vera Cordeiro

## **OFFICERS**

Adriane Menna Barreto  
Cristiana Velloso

## **REPORT PRODUCTION**

### **Writer**

Márcia Fornari

### **Contributor**

Everton Vieira  
Julia Rafaela Bruce

### **Editor**

Márcia Fornari

### **Proofreader**

Lia Bittencourt  
Vanessa Ikemore

### **Translation**


LatamTran

### **Design and Layout**

Everton Vieira

### **Photos**

Andréa Edelman  
Bianca Oigman  
Eurivaldo Bezerra  
ASC Archive



Saúde Criança Association ("ASC") is an independent social organization founded in 1991 by Dr. Vera Cordeiro. ASC works with an innovative and proprietary methodology to assist socially disadvantaged families with sick children undergoing treatments at public health facilities.

# Letter to the Readers

Dear Friends,

2018 was a year of enormous social, economic and environmental challenges in Brazil and worldwide. Yet we at the Saúde Criança Association ("ASC") have much to celebrate.

The Robert Wood Johnson Foundation (RWJF) has approved a collaboration between ASC and the University of Maryland in which our approach to improving quality of life for disadvantaged families will be adapted over a period of three years assisting families in Baltimore. The program will be a learning experience for both sides. We, as consultants, and our partners in Baltimore will measure the impact of our work over time in a new country and different culture.

The purpose of this program is to foster social inclusion and fight against young mothers isolation. It is a well-known fact that after childbirth, young low-income mothers often become isolated from their communities and from their sources of material and psychological support. This important social determinant is one of the primary causes of physical and mental disease, both in Brazil and in the US. We believe the ASC methodology reaches the core of social inclusion and can be adapted to contexts other than Brazil's.

We've been named the best NGO in Latin America for seven years running and ranked 18th in the world based on criteria such as transparency, social impact and scalability.

Harvard Business School has recently completed a case study



about our institution that will be presented in 2019 to students from different countries attending this prestigious university.

We would like to extend our thanks to our staff, partners, volunteers, sponsors, board members, godparents and everyone who has helped us expand the concept of health care, making social inclusion a reality.

Thank you very much,  
**Vera Cordeiro**  
Founder and Chairwoman  
of the Board,  
Saúde Criança Association

# Saúde Criança

## Mission

Promoting transformation to socially disadvantaged families by using our own multidisciplinary methodology; fostering knowledge to public and private institutions and encouraging citizens to get involved.

## Vision

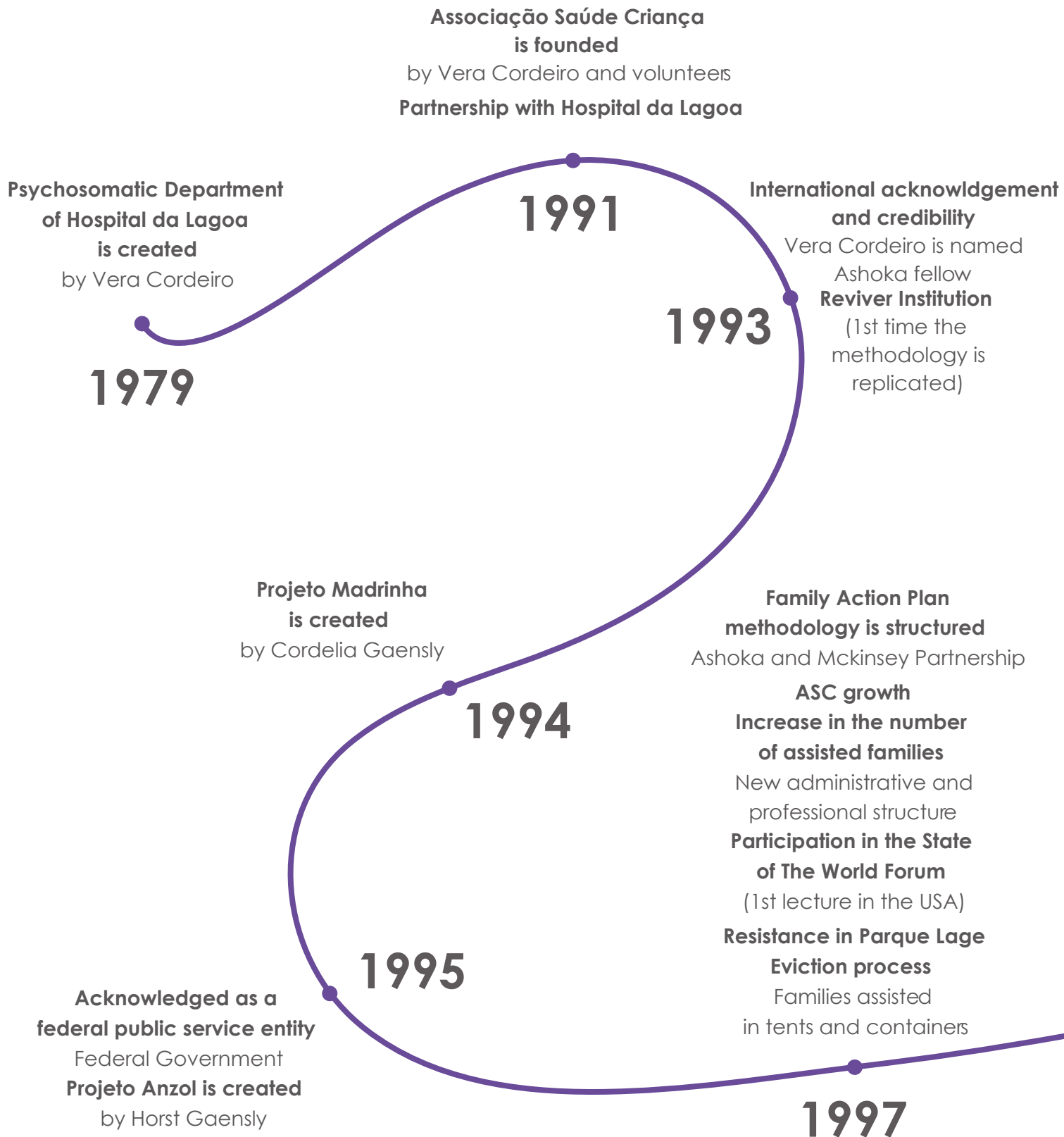
We work to build a healthy and sustainable world where everyone has the same opportunities and rights.

## Our values

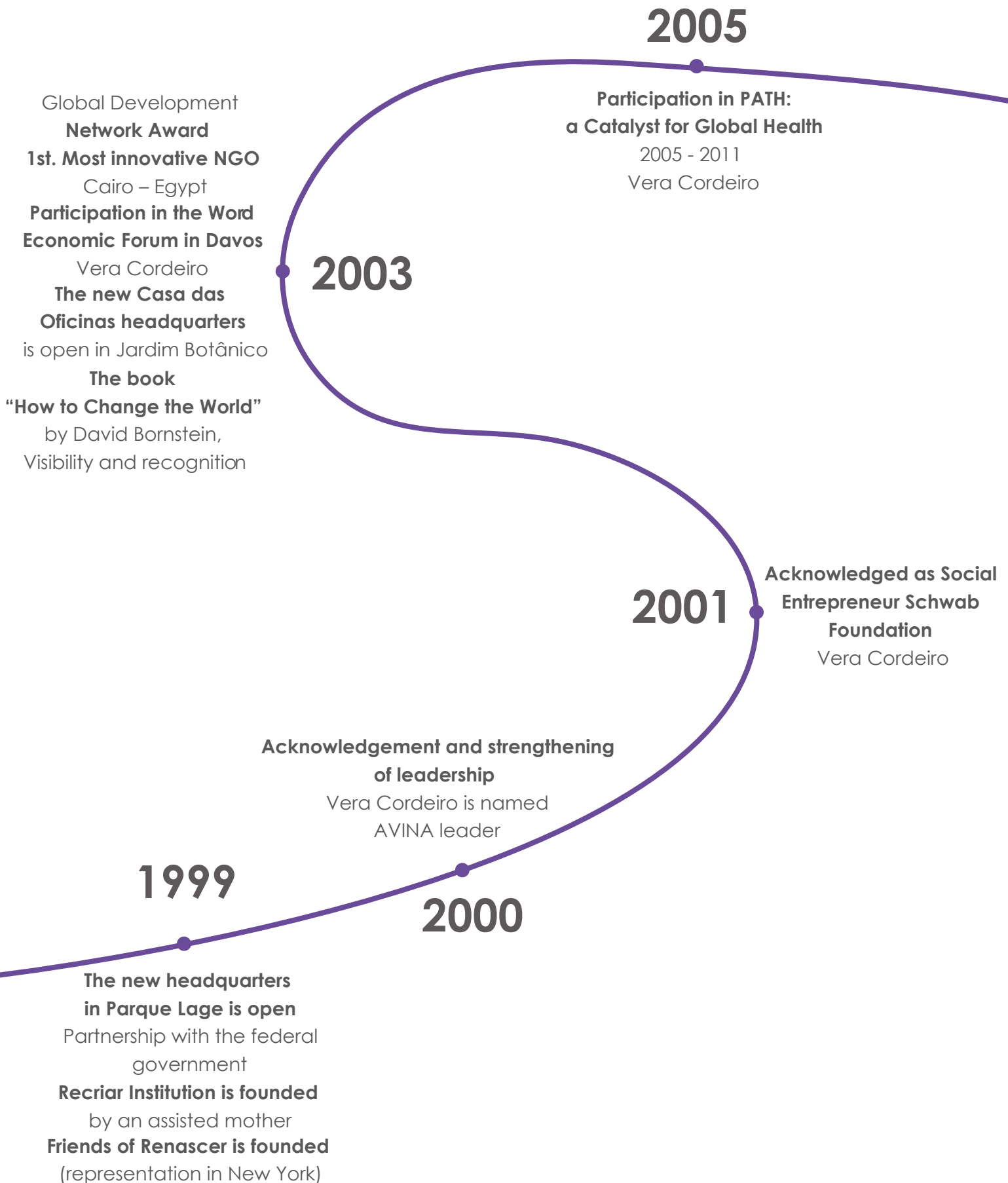
**Transparency | Social Justice | Integrity | Entrepreneurship | Efficiency |  
Respect | Empathy | Solidarity | Human Rights | Social Inclusion |  
Innovation | Credibility | Perseverance | Affection |  
Scalability/replicability**



# Saúde Criança Timeline



# Saúde Criança Timeline



# Saúde Criança Timeline

**2006**

**UBS Visionaris Award**  
**International acknowledgment**  
**and credibility**

Skol Foundation Award

**Network Strengthening**

1st Saúde Criança Renascer Forum

**Network Strengthening**

2nd Saúde Criança  
Renascer Forum

**2007**

**2008**

**The “Saúde Criança**  
**para Sempre”**

Endowment is created

**Network Strengthening**

3rd Saude Criança  
Renascer Forum

**The Saúde Criança**  
**Network is made official**

with 24 institutions using the  
methodology

**Implementation of the**  
**methodology as public policy**

City of Belo Horizonte

**2009**

**2010**

**The Franquia Social**  
**Saúde Criança**  
**Social Program is lauched**

International acknowledgment  
and credibility

**Ranked no.1 NGO in Latin America**

and 38th in general by

Global Journal (current NGO Advisor)

**Partnership with**

**Maria Amélia Buarque**

**de Holanda Maternity Hospital**

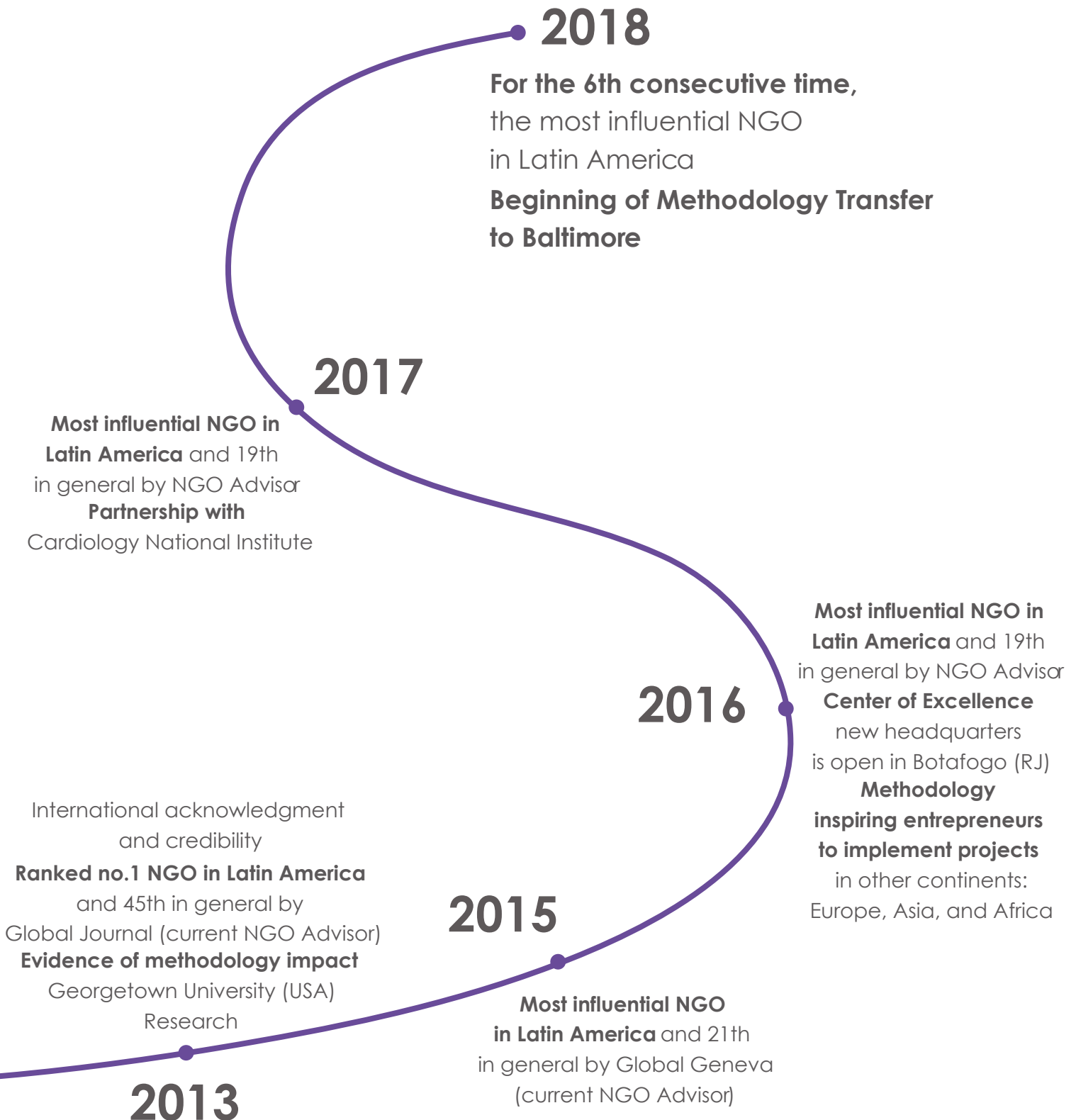
**2012**



# Saúde Criança Timeline

In 27 years, Vera has been to 15 countries:

- 121 trips in Brazil, with 98 lectures
- 60 international trips, with 42 lectures



# An Innovative Methodology

## Family Action Plan



**Family Action Plans (FAP)** are based on the principle that poverty is also among the causes of diseases. FAPs are built around the needs of each family and are designed not only to address the immediate difficulties experienced after their children are hospitalized, but also to provide guidance and development opportunities to ensure that the families have their rights protected and their quality of life improved.

Families actively participating in developing their FAPs –including objectives and goals to be met at each stage during the two-year program– are a core element of the methodology and one of its success factors.

Family Action Plans consist of integrated actions spanning **Health, Education, Citizenship, Income** and **Housing**.



# Health

In the area of Health, we provide clarification about children's diagnosis and prognosis, in addition to assistance in scheduling tests and doctor's appointment at public and private health care facilities. We also donate medicines, food products and special milk, as well as medical equipment not available at the public health care system.

The team provides guidance and help to ensure all children from the assisted families are up-to-date with their vaccinations, and provides referrals for dental, eye and other specific treatments. Nutritional status is also monitored on a monthly basis. Furthermore, ASC also offers psychological and psychiatric support either at our headquarters or at a location closer to the family's home.

*ASC takes a holistic approach to health seeking to improve the physical, mental, emotional and social well-being of the families assisted.*





Two special programs are offered by the Health area:

## ***Aconchego Família***

This program fosters dialogues among the heads of assisted families and it includes community therapy aiming at strengthening emotional well-being and self-esteem. It also features a schedule of lectures about nutrition, breast-feeding, sexually transmitted diseases, and other subjects.

Aconchego Família takes place twice a week and all families assisted by Saúde Criança are welcomed to join it.



## ***Aconchego Mães e Primeira Infância***

This program aims at strengthening the bond between mother and child that is essential for the development of healthy children. It also includes fathers or other guardians.

# Education



*ASC believes Education goes beyond assisted children's school life and includes providing knowledge and information to their families.*

Our work in the area of Education aims at supporting school attendance and achievement, as well as encouraging parents to become directly involved in their children's education. The goal is to encourage the members of the families to educate themselves and develop communication skills and creativity to become more engaged citizens.

The ASC team facilitates access to school, assists the enrollment process, and monitors the achievements and attendance of children and teenagers. They can enjoy recreational activities based on a psycho pedagogical approach while their mothers and other parents are getting assistance. When deemed necessary, the team refers children to specific treatments such as dental care, speech therapy, psychological therapy, etc.



# Education



## Aconchego Adolescente

The *Aconchego Adolescente* program offers a space for dialogue, listening and support for personal development. The program provides participants with information about their sibling's disease and fosters family integration, which is often disrupted as a result of parents devoting their full attention to the sick child. Meetings are also held to discuss sexuality, health, personal hygiene, teenage pregnancy, family relationships, employment, and other topics. Participants are also taken on cultural field trips.



# Citizenship



The ASC team teaches the basic concepts of citizenship to increase awareness and help families to take the reins of their own lives.



Our work in the area of Citizenship aims at providing guidance to assisted families about their rights and duties, in addition to easier access to justice.

ASC's staff include social workers and lawyers who provide help on specific government benefits and on matters related to acknowledgment of paternity, alimony, land tenure regulation, etc.

They also help families get access to public social benefits and documentation (birth certificates, identity documents, taxpayer's cards, employment records, school records, etc.).

# Income



A new outlook on employment, income and independence is essential for the transformation process of the assisted families.

Our work in the area of Income aims at empowering the heads of households to find sources of income and new opportunities for employment and entrepreneurship.

The adults in the family receive vocational guidance and referral to vocational workshops at ASC headquarters and in professional training centers in the city.



ASC offers Cooking, Beauty, Costume Jewelry, and Sewing classes, which are structured into modules allowing students to develop their skills at their own pace. They can also specialize in related fields if they discover a particular interest in a specific module.



# Income



## Cooking



## Hairdresser



## Eyebrow Design



## Manicure and Pedicure



ASC also refers families for vocational training at other institutions. Many have already graduated from barber, security guard, nursing assistant, and other courses.

In all programs, the ASC team closely monitors the development of each participant, helping to ensure they complete training and transition to a profitable activity. The team also prospects for employment opportunities and offers tips on job interviews, as well as teach concepts of entrepreneurship and seek out donations of equipment so participants can start their businesses.

# Housing



Aware that living conditions affect occupants' health, ASC conducts renovations at the homes of assisted families to restore and maintain their quality of life.

The Housing team offers renovation, adjustments, repairs and building projects at the homes of assisted families in order to create a healthy and safe environment, in addition to adjustments for children with special needs.

During their initial home visit, social workers inspect the house for issues such as poor plumbing and electrical installations, among others. The Housing team then reviews the social workers' report and assesses whether the project can be completed. The Housing team counts with architects and with the support of our legal and financial departments.



The team also advises on healthy habits, housekeeping and maintenance to ensure each home provides a healthy environment and the families are encouraged to participate in the renovation process.

To be eligible for assistance from the Housing Program, the family must be permanently living at the property and it must not be located in a landslide hazard area or a conflict zone.

# Before and After

Camilla's family home was chosen for a renovation by the Housing Program and a new kitchen, bathroom, laundry room, bedroom were added to her house, in addition to windows and doors.

“ I would like to thank the ASC team for helping me and my children to build our dream. We are very happy because of you! In the past, we used to take bucket baths because we had no water tank nor shower head. Now we have a comfortable home!

- said Camila Maria da Conceição, a mother of five.

**Before**



**After**



# Before and After



Before



# Before and After



After



# Family Story

## Taiane has overcome financial difficulties as she battles against her children's disease

*With the psychological support provided by ASC, this young mother found the strength she needed not to succumb to the difficulties of life and to turn her life around.*



Despite her young age, 22-year-old Taiane Manoela has faced much hardship in life. She lives with her two children— Cristhyano Ronaldo, 5, and Manuely Julya,<sup>3</sup> —in a house provided by the family of the children's father in Belford Roxo, state of Rio de Janeiro. The house was refurbished as part of ASC's Housing Program. Taiane makes a living selling hot dogs in front of her house in a cart provided by ASC.

# Family Story

“ You helped me to get out of my comfort zone, and now my self-esteem is sky high. ”



With her life now better organized, she can split her time between her children, her business and taking care of herself. Taiane used to have low self-esteem but during the two years she has spent at ASC she began to take better care of herself and to love herself more. In fact, this was one of the reasons for her choosing to attend the Beauty classes. “When I separated from their father, life became very difficult. I either took care of myself or provided food to my children. Between me and them, I chose to take care of them. Today I can take care of myself and my children. My income has increased because I’m constantly coming up with new things to sell,” she said.

# Family Story

Taiane was also gifted a freezer by *Transforme Uma Realidade*, a donation page on the ASC website. This, along with the psychological support from ASC, has been essential in the emotional recovery and strengthening of this young mother. "The psychologist was my safe haven, my little box of secrets. We suffer but have nobody to talk to; we have to go through everything alone. He provided me with support I could trust," she explained.



Taiane came to ASC because of her youngest child, Manuelly, who was only three months old at the time. The girl had just been diagnosed with ocular albinism after her aunt realized she could not see properly and the family needed the help of ASC to continue the treatment. Around the same time, Taiane's mother was diagnosed with cancer and died shortly after. To make matters worse, Cristhyano Ronaldo began to present with serious health problems following the death of his grandmother and required surgery.



# Family Story

With so many problems, alone and with no help, she found strength in ASC and in her two older sisters, with whom she is very close. The children's father is absent. He pays alimony only for Cristhyano because he refuses to acknowledge Manuely as his daughter. Today, Manuely and Christyano are enrolled at a municipal kindergarten school and are in good health. "I can offer a better life for them now. You have helped me to get out of my comfort zone and now my self-esteem is sky high."

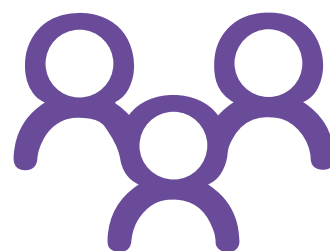


On her last day in the ASC program, Taiane stated she is very grateful for everything that has been done for her and her family. "I thought everything was lost. I was a young, single mother with two children, one of them sick, and then learned about my other child's disease with no money for care. I thought, "Okay, that's it. It's over! Then God sent me an angel, Saúde Criança, that saved and turned me into a different person. Here I have greatly improved my outlook on life and the way I treat my children. It was a door that was opened in my life and I am very grateful for it," she said.



# Family Profiles

**361** Number of families assisted  
a total of **1557** beneficiaries



**54,21%**

Beneficiaries -  
females



**45,79%**

Beneficiaries -  
males

**4,3** Average of family  
members per family

**2,2** Average of children  
per family

## Where Families Live



### per City

Rio de Janeiro	57%
Duque de Caxias	9%
Nova Iguaçu	6%
São Gonçalo	5%
Belford Roxo	4%
São João de Meriti	3%
Queimados	2%
Magé	2%
Japeri	2%
Others	10%

Rio de Janeiro  
Capital

**27,4%**  
Northern Area

# Family Profiles

## About the Mothers

Mothers present in the family (active)	95,3%
Who raise their children without the support of the child's father	42,7%
Mothers under the age of 18	3,5%
Mothers aged 18 to 21	13,1%
Mothers over 21 years of age	83,4%
Average age of mothers assisted	31
Mothers as head of the family in ASC	86,1%

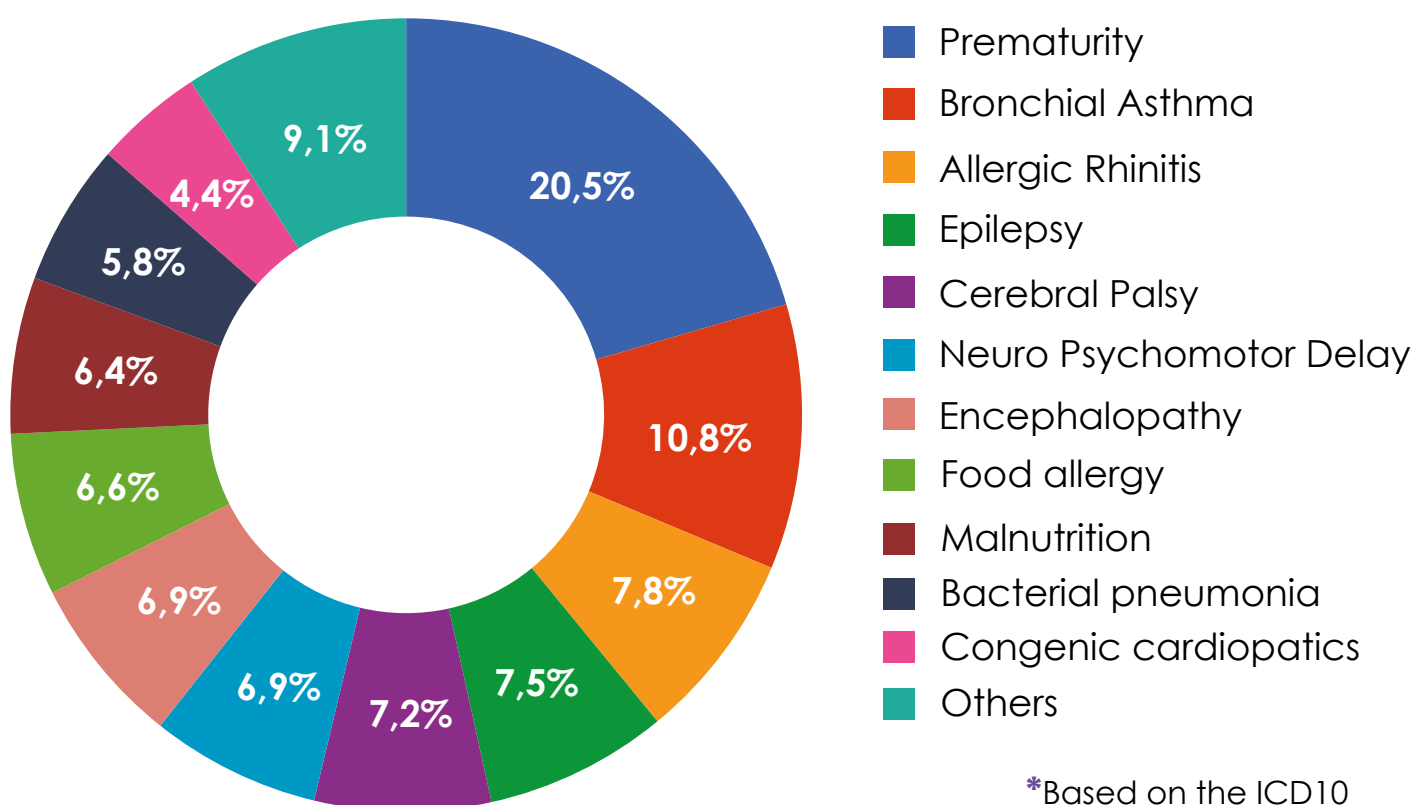
## About the Fathers

Fathers who help raise their children (active)	57,3%
Fathers living with their family	48%

## Age Group of Beneficiaries

Children active in 2018, that were less than 1 year old when referred from hospital	18%
Among all beneficiaries active in 2018, rate of those below 18 years	52%
Among all beneficiaries active in 2018, rate of those in early childhood (0 to 6 years)	28%
Among the children benefited in 2018, rate of those in early childhood	54%

## Most Common Diagnoses of Children Referred by Hospitals\*



\*Based on the ICD10

# Family Profiles

## Income of Assisted Families

Active families in 2018 making less than 1 minimum wage in Dec 2018	151
Families with members with formal employment	90
Families receiving Bolsa Família	170
Families receiving BPC (for children with special needs)	93
Members that have completed vocational training in the year	42
Number of completed courses	65

## Education of Assisted Families

Children assisted	812
School-age children	501
Who do not attend school because of illness	3,2%
Who do not attend school	7,4%
Who attend school	89,4%

## Children in School

Special Class	1,6%
Preschool	6,7%
Elementary school	15,6%
1st to 9th grade	69,0%
High school	7,1%

## Level of Education of the Head of the Family at ASC

Undergraduate	2%
Undergraduate (still studying)	3%
High School	49%
Middle School	43%
Illiterate	2%
Not informed	1%

**2,018**

Food cards

Total invested **R\$161,440.00**

**13,418**

Medicines and  
medical devices

Total invested **R\$277,698.53**

**2,782**

Diapers

Total invested **R\$32,937.68**

**67**

Water filters donated

Total invested **R\$5,054.02**

# Attendance Profile

## Triages and Referrals

New screenings	159
Referred by Hospital da Lagoa (%)	68,6%
Referred by Maria Amelia Buarque de Holanda Maternity Hospital (%)	23,9%
Referred by the National Institute of Cardiology (%)	7,5%
Return families	0,8%
Regular families (2-year program)	93%
Occasional families (6-month program)	7%
Program completions - regular families	98
Program completions - occasional families	13
Referrals made	484

## Family Action Plan

Planned Actions	4273
Finished actions	3903
Finished actions with positive results	3011

## Home Visits

Number of new families in 2018	151
Home Visits - Initial evaluation	102
Technical visits - Housing evaluation	96

## Attendance (total number per sector)

Family attendance	2565
Health (doctor orientation)	1010
Psychology and Psychiatry	1297
Social Service	1643
Legal (lawyer)	783
Housing (architect)	258
Nutrition (nutritionist)	1838
Education (pedagogue)	639
Professionalization	1046
<b>Total</b>	<b>11079</b>

**21.731**

Units of milk and supplements

Total invested

**R\$466,321.96**

**4,823**

Units of transportation card

Total invested

**R\$66,430.45**

# Attendance Profile

## Attendance (total number by program)

### Vocational Training Program

#### Internal Courses

Hairdressing	31
Cooking	11
Hair Salon - Eyebrow Design	7
Hair Salon - Manicure and Pedicure	11
Hair Salon - Waxing	5

### Aconchego Program

#### Family

Attendance	1931
Meetings	123

#### Teenagers

Attendance	404
Meetings	25

#### Meeting of Families with Professionals from the University of Liverpool and Fiocruz

Attendance	132
Meetings	6

#### Mothers and Early Childhood

Families attended	425
Meetings	25

**35**

Renovations made by the Housing Program

Total invested **R\$180,695.53**

**382**

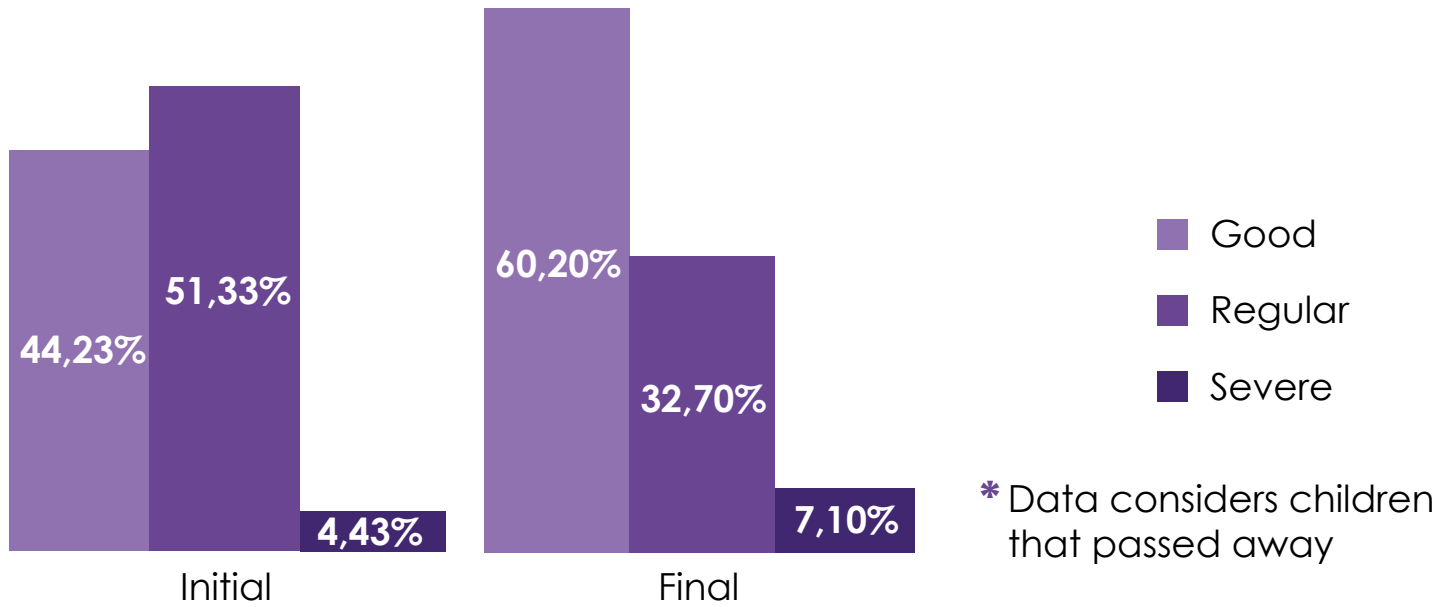
Donated tools

Total invested **R\$18,878.66**

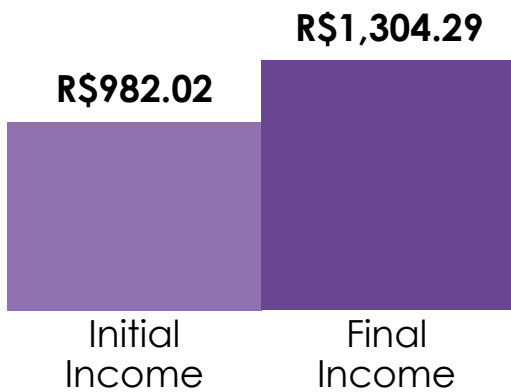
# Results

The data below comprises 98 families discharged between January 2018 and December 2018

## Clinical status of referred child\*

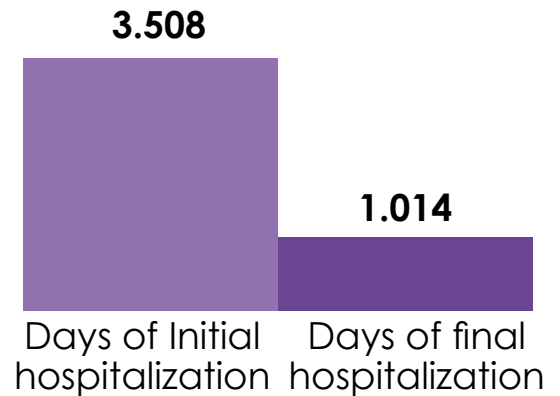


## Family income



**Increase of 32%**  
in families income

## Days of hospitalization of referred child



**Decrease of 71%**  
in hospitalization days

**R\$2,866,966**  
for attendance  
to the families in 2018

more than  
**72k**  
people attended  
in 27 years



# Long-Term Impact



**Reduction of 86%  
in days hospitalized**



**Increase of 92%  
in familie income**



**50% own their homes  
after discharge**

The impact that ASC has had over these 27 years can be measured by the number of people assisted, by how their lives have changed, and by the extent to which the methodology has expanded and a more comprehensive approach to healthcare has been fostered.

This positive, medium and long-term impacts have been demonstrated by a research conducted at the University of Georgetown in 2013. The researchers assessed the status of assisted families three and five years after completing their Family Action Plan. The study shows a 92% rise in family income and an increase in the number of families who owned their own homes (from 26% to 50% after completing the program), as well as other benefits.

There was also a 86% decrease in hospital readmissions in the study group, significantly reducing costs for the public health care system. Families' perceived well-being also improved, with the percentage of families rating their well-being as good/very good jumping from 9.6% to 51.2%.



# Acknowledgement

ASC has become a case study by the Department of Social Innovation at Harvard Kennedy School, under Professor Alan L. Gleitsman. The news were announced by Professor Julie Battilana in an article published in the Harvard Business School Magazine.



**6 LATIN AMERICA**

## Understanding the Challenges of Hybrid Organizations

**ABOVE** While conducting research in Brazil, Professor Julie Battilana gave a presentation to 150 HBS alumni in São Paulo focusing on how to become a changemaker.

**RIGHT** One of the cases Battilana wrote examines Associação Saúde Criança, which is transforming the lives of children and their families in Brazil.

To explore the challenges faced by “hybrid” organizations that simultaneously pursue profit and social good, Professor Julie Battilana has embarked on a multiyear research project around the world involving hundreds of organizations pursuing these dual objectives.

Her work draws on the resources of HBS’s Global Initiative, including the Latin America Research Center (LARC). São Paulo. In July 2017, Battilana and LARC–São Paulo director Priscilla Zogbi (MBA 2004) met with more than 70 changemakers at 24 organizations in São Paulo and Rio de Janeiro. These included social enterprises, impact investment firms, corporations embracing social activity, social innovation incubators and accelerators, and universities.

“I came to Brazil to learn from the experiences of social innovators on the ground, in the unique context of Brazil—with its tremendous resources but also its acute inequalities and recent corruption scandals,” says Battilana, the Joseph C. Wilson Professor of Business Administration at HBS and the Alan L. Gleitsman Professor of Social Innovation at Harvard Kennedy School. “The many conversations I had there enabled me to learn from the creativity and perseverance of leaders in hybrid organizations and to understand the challenges they continue to face as they work to help solve critical social problems.”

A pesquisa de Battilana no Brasil tem levado ao desenvolvimento de vários estudos de caso. Um deles examina a Terra Nova, uma organização que media os disputas territoriais urbanas brasileiras entre proprietários e residentes legais. A empresa fornece uma janela convincente para o modo como uma organização pode unir diferentes partes interessadas para resolver um problema social complexo – o da insegurança em relação a direitos de propriedade – enquanto, ao mesmo tempo, equilibra sua busca por objetivos sociais e financeiros em conjunto. Outro estudo de caso considera questões relacionadas ao aumento do impacto social, concentrando-se na Associação Saúde Criança, de Rio de Janeiro. A organização sem fins lucrativos, que está transformando a vida de mais de 75.000 pessoas em seis estados do Brasil, adota uma abordagem holística para combater a pobreza como um dos principais impulsionadores dos problemas de saúde infantil.

The cases will be taught in an HBS Social Enterprise Initiative program offered through Executive Education at HBS, as well as in the Leadership for System Change: Delivering Social Impact at Scale program for executives at the HKS Social Innovation and Change Initiative, founded by Battilana in 2016.

## Reproduction - Featured text

▶ Battilana's research in Brazil has led to the development of several case studies. One of them assesses Terra Nova, an organization that mediates urban Brazilian land disputes between owners and illegal residents. The company provides a compelling window into how an organization can unite different stakeholders to address a complex social problem -household's non-assured property rights – while, at the same time, balancing their pursuit for joint social and financial goals.

Another case study takes into account issues related to scaling social impact by focusing on Rio de Janeiro-based Associação Saúde Criança. The nonprofit organization, which is transforming the lives of more than 75 000 people in six states in Brazil, takes a holistic approach to tackle poverty as a primary driver of children's health problems.

# Awards



● For the sixth time running ASC has been named the most influential non-government organization in Latin America. We have also ranked 18th as the world's 500 best NGOs, published by NGO Advisor. The criteria against which NGOs are assessed include independence from government, audit findings, transparency and accountability, sustainability, and innovation.



● ASC has been attested as a Transparent NGO. Instituto Doar chose 40 institutions in Brazil to evaluate their transparency of information available on the web.



● ASC was named one of the 100 best NGOs in Brazil for the second consecutive year. The Melhores ONGs Award acknowledges charitable organizations that deliver outstanding work for the benefit of society while abiding by good management and transparency practices.



● ASC was awarded a SDG Brazil with honors in the Nonprofit Organization category. The 1st edition of the award, organized by the Office of the Secretary of Government of Brazil, acknowledged 39 institutions engaged in activities supporting the UN Sustainable Development Goals.

# Highlights (events and news)

● For the 12th time, ASC founder and chairwoman, Vera Cordeiro, was invited to the Skoll World Forum on Social Entrepreneurship, in Oxford, England. In this edition, operations officers Cristiana Velloso and Adriane Menna Barreto also attended the event, held from April 9 to 12, 2018.



● In the Financial Education Workshop, students from the Cooking course in the Vocational Training Program learned about financial planning with volunteer Andrea Wajnsztok, who stressed the importance of organization and determination to achieve personal and family goals.

● Vera Cordeiro attended the closing ceremony of McKinsey & Company's Social Impact Week, in Rio de Janeiro (RJ). McKinsey has long been a partner to ASC and was one of the first companies to believe in the potential of our institution.



# Highlights (events and news)

- To expand our awareness-raising efforts, we worked with DKT Brasil to organize a workshop about safe sex and disease prevention for teenagers attending the Aconchego Adolescente program. The company donates condoms, wet wipes and gels for the assisted families, as well as other resources for the Aconchego Família and Aconchego Adolescente programs.



- As part of the Cooking course within our Vocational Training Program, GlaxoSmithKline (GSK) organized a special class in which executives from GSK's legal department and ASC students learned cooking together.

- Vera Cordeiro attended a meeting at the Schwab Foundation for Social Entrepreneurship in New York. The panel made an internal critique of the company, in which guests provided insights and inputs for the team of social entrepreneurs.



# Highlights (events and news)

● Mothers in the Cooking course attended a lecture on the importance of Communication when starting a business. The event was led by the Communications Department team from one of our sponsors, MegaMatte, and sustainability consultants from Lamparina.



● Vera Cordeiro attended the 3rd edition of the ColaborAmérica Festival, where she spoke about how social enterprises support themselves financially, their role in today's society, and trends and challenges they will face in Brazil.

● The most recent edition of Girls4Good took place at a Natura store in Soho, New York. Jussara Korngold, officer at Brazil Child Health, and volunteers organized a fundraising cocktail for ASC.



# Highlights (events and news)

- The Institute of Infection and Global Health at the University of Liverpool, England, and Oswaldo Cruz Foundation have partnered with Saúde Criança to create a public-health awareness program. The initiative aims at helping children with after effects from Zika virus and at providing their families with greater access to education about public health.

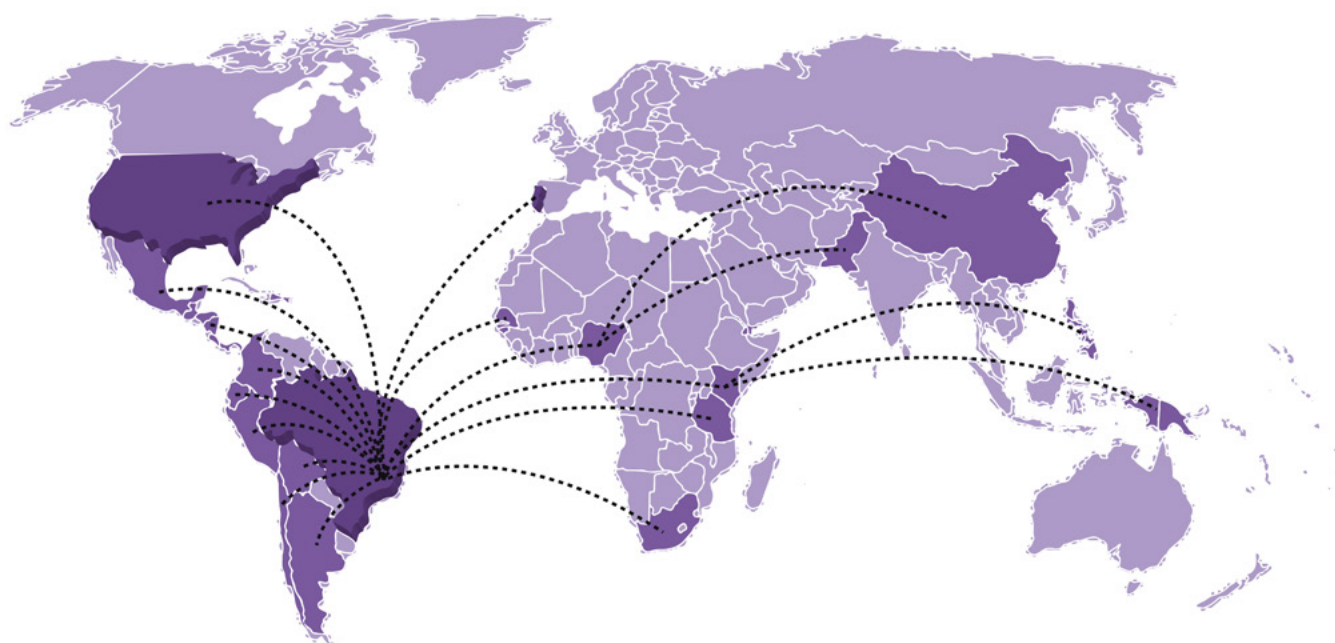


- One of the speakers at TedX Goiania this year was Cristiana Velloso, Operations Officer at ASC, who spoke about the importance of seeing healthcare as part of social inclusion, during a panel entitled “Apreender, Empreender e Surpreender” (Learn, Undertake, Surprise).

- Professionals trained in ASC's Beauty course participated in the Prudence Fest 2018, in São Paulo. They did hair, makeup and eyebrow design for around 150 guests.



# Expansion



In a partnership with the University of Maryland, in Baltimore, USA, ASC submitted an application to the Robert Wood Johnson Foundation to take the ASC methodology to a community in that country. The project was approved in 2018. The transferring of our methodology will start in January 2019 aiming at implementing the project “Family Social Inclusion: Learning from Brazil to Baltimore”. The purpose is to culturally adapt the program to a community suffering from extreme social vulnerability and violence. This initiative will last three years.

ASC invests in researching and in developing improved ways of applying this methodology. We also offer consulting services and organize meetings and conferences with social entrepreneurs, companies, foundations and governments to expand on and share ideas and proposals for innovation in healthcare and social transformation.

ASC currently uses licensing as a tool for replication. Some of the institutions using our methodology include: Instituto C, in São Paulo; Saúde Criança Porto Alegre, in Rio Grande do Sul; and Saúde Criança Ilha, Saúde Criança Petrópolis, Saúde Criança Responder and Reviver Association, in Rio de Janeiro. Furthermore, the Carcavelos Parish Community Center in Cascais, Portugal, has drawn inspiration from the methodology to integrate their information and activities and better serve the users of their community center.

The methodology has been reproduced at 24 organizations working with hospitals and other public health centers in several Brazilian states and has even been adapted to a human development program created by the City of Belo Horizonte (MG). The Family Action Plan approach has also been the inspiration for programs developed by other social entrepreneurs in Africa, Asia, Latin America and Europe.



# Transparency

ASC is an independent social organization that receives financial and professional support from individuals, businesses and foundations.

## Reporting and Auditing

ASC has fostered transparency through annual audits and continuous assessments of our processes and programs since we've been founded.

### Accounts for the Period January to December 2018

#### Revenue

	Total
Donations by individuals	675,588
Donations by legal entities	2,500,941
Events	48,575
<b>Sub-total</b>	<b>3,225,10</b>
Earnings on Short-Term Investments and Endowment Fund	275,291
<b>Total</b>	<b>3,500,395</b>

#### Expense

	Total
Assistance to families	-2.866,966
Administrative expenses	-866,745
Communications and fundraising	-425,091
<b>Total</b>	<b>-4,158,802</b>

### Result (Income-Expense)

-658,407.03

#### Saúde Criança Products

	Total
Inventory	65,338
Investment - Shopping Leblon Kiosk	40,000.00
Income	626,118.00
Expenses	643,739.00
<b>Financial returns</b>	<b>-17,621.00</b>

# Sustainability

---



## Fundraising

ASC's Fundraising Department was restructured in 2018. Strategic initiatives were implemented to strengthen and expand fundraising activities, which has led to new partnerships and has helped us to build loyalty with long-term partners.



## Endowment Fund

ASC has maintained an endowment fund for over 10 years to ensure the long-term continuity of our work and the sustainability of our institution. The purpose of the fund is to provide the financial means to fulfill ASC's mission without being affected by domestic and international economic cycles.

**R\$13,393,649.43**  
balance on 12/31/2018

# Sustainability

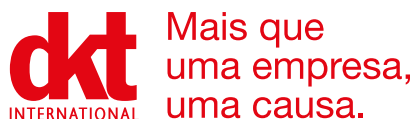
## Products

With a focus on our sustainability, ASC has invested in developing and marketing a range of products for years. Most articles are made at ASC headquarters by women who have previously been assisted by our institution. Products are organized into the following categories: Baby Products, Purses and Accessories, Kitchen Products and Dolls. These products are currently sold at kiosks in shopping centers in Rio de Janeiro (Rio Sul, BarraShopping and Shopping Leblon) and through our online store. All proceeds from product sales go to ASC programs.

Learn more at: [lojaonline.saudecrianca.org.br](http://lojaonline.saudecrianca.org.br)



# Sponsors



Mais que  
uma empresa,  
uma causa.



ASSOCIAÇÃO  
BRASILEIRA  
DE AUTOMAÇÃO



# Partners



Ana Ricardo Cláudia  
Cecília Marta Antonio  
Maria Renato Patrícia  
Roberto Priscila Gilda  
Paulo Luciana Regina  
Sandra Carlos Daniela  
Marcelo Glória Sérgio  
Rosa Rogério Cláudio  
Augusto Cristina Vera  
Márcia Clarice Alberto  
Andréia Kássia Jorge  
João Marcos Laís José  
Laura Miguel Eliane  
Caio Elisangela Gilber

Godparents, partners, Transforme uma Realidade donors and one-off campaign donors are essential for the ASC work to continue. We would like to thank you and everyone who has donated and made a difference in the lives of the families assisted by Saúde Criança.

**THANK YOU  
VERY MUCH!**

# How to Support ASC



Make a difference at  
[doe.saudecrianca.org.br](https://doe.saudecrianca.org.br)

## **Citibank**

Account Number: 1403 4076

Branch: # 20

Routing # 021000089(domestic)/ SWIFT Code: CITIUS33 (international)

Buy our products at [loja.saudecrianca.org.br](https://loja.saudecrianca.org.br) and support ASC's work.

## **Donating to the Endowment Fund**

To make a donation, please contact our Fundraising Department by calling +55 (21) 2286-9988 or by e-mailing:

[relacionamento@saudecrianca.org.br](mailto:relacionamento@saudecrianca.org.br)



# Social Mobilization

---

ASC mobilizes civil society through volunteer programs, partnerships with individuals, companies and public institutions, by multiplying initiatives and participating in public interest campaigns.

**569,794 hours**  
of volunteer work

## Team

---



We are very grateful to all staff at the ASC team. We offer special thanks to our board members for imparting their knowledge and experience to further enhance our work; to our volunteers, for dedicating their time to improve the lives of thousands of people; and to our staff, for performing their duties with professionalism and commitment. Every one of you have played a crucial role in enabling ASC to fulfill its mission.



## Vision for the Future

The following strategic actions are planned for 2019

Improve the **quality of the work** provided by ASC;

Expand the **number of families** assisted;

**Strengthen and expand** our fundraising activities;

**Modernize and improve** our Institutional Communication;

Invest in sharing knowledge and in social mobilization to **inspire other organizations to adopt the ASC methodology**;



## Saúde Criança

Rua das Palmeiras 65 – Botafogo  
Rio de Janeiro – RJ/Brazil - 22270-070  
+ 55 21 22869988

[saudecrianca@saudecrianca.org.br](mailto:saudecrianca@saudecrianca.org.br)  
[www.saudecrianca.org.br/en](http://www.saudecrianca.org.br/en)

## Brazil Child Health

161 West 61st Street #35H  
New York - NY 10023 - USA  
(212) 399-5689

[jussara.bch@saudecrianca.org.br](mailto:jussara.bch@saudecrianca.org.br)  
[www.saudecrianca.org.br/en/brazil-child-health/](http://www.saudecrianca.org.br/en/brazil-child-health/)

**SAÚDE**  
**CRIANÇA**