



**SAÚDE  
CRIANÇA**  
Saúde é inclusão social



# Annual Report 2014

The year of 2014 was very busy for Associação Saúde Criança. The priorities were strengthening the institution, consolidating the various areas of attending to the families, perfecting the team and institutional sustainability.

Last year we focused on exploring various possibilities for expanding ASC's methodology, and so, we have arrived in 2015 better prepared to grow and overcome new challenges.

Associação Saúde Criança's new website was launched in May, 2014, and it is more modern, attractive, and interactive, with pages for each franchise unit, new ways to donate, and a store to sell Saúde Criança's products online.

Our main challenge remains fundraising, compounded by the economic situation of the country. Despite counting on long-standing partnerships, the need to find new partners and sources of funding, in order to guarantee the sustainability of the institution and the quality of our work, is constant.

The marketing strategies, with a focus on fundraising, have brought great results: the "Donate a Smile" (Doe um Sorriso) campaign with The Body Shop, reached 2.9

million people and brought in R\$100,000 for Associação Saúde Criança; the MegaAção by Megamate, gave the revenue of all mates and guaranás sold on November 26, 2014, to Saúde Criança, which will be used to support the Culinary Profession Project in 2015; in the second edition of the international online fundraising campaign, Skoll Foundation Social Entrepreneurs Challenge, Saúde Criança came in 21st place and raised more than \$51,000, aside from the awards won in the weekly challenges.

One of the great opportunities of 2014 was participating in the Stories of Change workshop at the Sundance Film Festival, a time of great learning and inspiration where the first draft of the "I Believe" campaign was created, which will take place in 2015, with the aim of increasing the visibility of the institution's work.

Once more, we must thank all who believed in and still believe in Vera Cordeiro's dream. Without this collaboration we would have achieved such positive results and recognition over the last 23 years.

**Cristiana Velloso,**  
Diretora Executiva



**Leticia M. Bosisio,**  
Diretora Operacional





Cristiana Velloso,  
Vera Cordeiro and  
Leícia

## New Governance

In the last Saúde Criança's General Assembly, which took place on July 29, 2014, an alteration of the statute and adjustments in the composition of the Board of Directors was unanimously approved. Vera Cordeiro, founder of the Associação Saúde Criança, at the time Superintendent General, was elected as a member of the Board of Directors, assuming the role of president.

Candace Maria Albertal Lessa assumed the role of Vice-President, and Dr. Luiz Carlos Vieira Teixeira passed as Board of Directors member, remaining as Chairman of the Advisory Council.

Also unanimously approved, according to the new article of the Associação Saúde Criança Statute, Cristiana Ferreira Velloso filled the role of executive director and Leícia Milanez Bosisio filled the role of operational director.

## Mission

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

## Vision

Saúde Criança Association uses its own pioneering and multidisciplinary methodology of fighting poverty to create a world where human rights and social inclusion are a reality.

## Values

Social Responsibility

Integrity

Solidarity

Transparency

Social Justice



Associação Saúde Criança works with a pioneering methodology to rebuild and promote the self-sufficiency of the families of children in social risk.

As poverty and misery are multidimensional, Saúde Criança's work is multidisciplinary and integrates five areas: health, housing, citizenship, income, and education.

The work is based on the Family Action Plan (PAF), together with goals and time frames for execution. The PAF is created in partnership with the family, based on their needs and potential, by a team of social assistants, nutritionists, psychologists, psychiatrists, and lawyers, among others.

Each family is attended to individually, for about two years, to be able to gain autonomy and dignity.



## Saúde Criança's "Scoreboard"

Families Served  
4.097

Children and Adolescents  
20.852

Tools and work supplies provided  
2.667

Professional courses administered  
3.418

Saúde Criança's methodology has supported more than 50,000 people since 1991

## Medical Consultations

The multidisciplinary team of Associação Saúde Criança (ASC) headquarters has gained some new support. Since the second half of 2013, Dr. Sylvia Lordello has attended to the medical needs of many families. Beyond ASC's continuous efforts in social services, nutrition, psychology and psychiatry, Dr. Lordello works directly with the public health system to secure our families' access to necessary care and treatment. In addition to leading medically informative meetings and consultations, she also produces medical reports for the referral of our families to other institutions of health, education and sports, or to the government to claim benefits.

**Appointments completed: 325**

**Number of external referrals: 193**

**Medical evaluations reviewed: 176**

## Psychology and Psychiatry

To develop and reinforce the self-esteem of the attended families is the principal objective of our psychological work. Consultations are carried out by a team of professionals specializing in areas related to the needs of each patient, and done individually or in groups based on each case.

This component of Saúde Criança is composed of two groups: Reception and Reflection. Reception is composed of the newest families and serves as a welcome and introduction to ASC's services. The Reflection Group focuses on building family consciousness and preparing participants for their active roles within Saúde Criança's programs, with the encouraging contemplation of goals reached during their first year with the institution. This component of ASC also includes community therapy, part of the Aconche-go Família Program, with the participation of social workers and volunteer therapists.

The psychiatrist provides clinical support based on the results of the psychological activities of the program.

**Meetings and consultations conducted: 876**

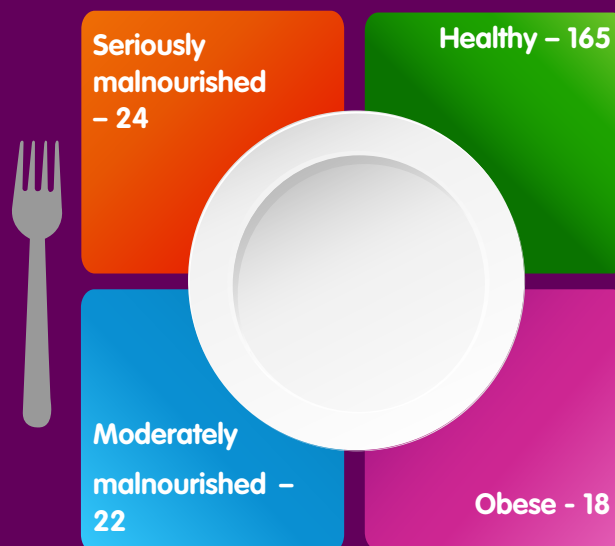
## Nutrition

This component of ASC concentrates on the nutritional evaluation, assistance and guidance of the children and families served. In the initial assessment, a nutritionist weights and measures the child, analyzes the nutritional habits of the family, and recommends a diet and vitamin regimen based on their findings. Each nutritional consultation is personalized.

Additionally, the nutritionist arranges periodic check-ups to monitor the children's progress: those who display growth rates below the average receive monthly attention, whereas those within the normal range return each trimester. Adjustments to each child's diet are made as needed.

In 2014, 620 nutritional appointments were completed.

At the end of 2014, the nutritional statuses of children served by the Nutrition sector of ASC Headquarters were:





Association Saúde Criança seeks to ensure that its children regularly attend school. ASC employees and volunteers work to build parent consciousness, emphasizing the importance of their participation in their own children's education.

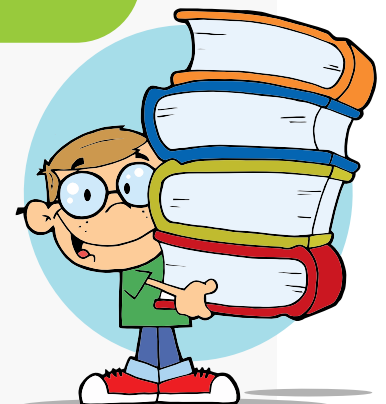
The team also follows the scholarly development of the children it serves. Each parent receives an evaluation form to be filled by teachers, detailing disciplinary and educational status, and confirming child enrollment and regular attendance.

As difficulties arise, our team contacts school officials and, if necessary, refers children to any variety of support programs, ranging from psycho pedagogy to ophthalmology.

**Children who do not study due to debilitating diseases: 37**

**Children from ages 6 to 16 officially enrolled in school: 330**

**Number of children who earned educational scholarships: 17**



## Social Services

Social Services are the link between Saúde Criança and the families it serves. These professionals analyze the unique situation of each family as they begin their program with ASC, identifying the priorities of each family and outlining the actions necessary to fulfill their needs. Additionally, they monitor the progress of each case throughout their journey with Saúde Criança, assuring the completion of their recommendations. These social workers also maintain direct contact with both the children and parents of each family, meeting with them once a month and updating the team on their conditions and progress.

Social services also promote a number of special programs, including the Aconchego Família, or Family Comfort, program, which aims to facilitate between families the sharing of experiences and the discussion of important themes, such as domestic violence and the legal rights of children and adolescents, and to strengthen the relationship between ASC's team and other professionals involved. This program also includes the community therapy sessions previously mentioned.

The Aconchego Adolescente, or "Teen Comfort", Program concentrates on adolescents and teens, helping build conscious and responsible lives. Meetings consist of activities and debates that promote reflection. In 2014, the group attended art exhibitions by Ron Mueck and Maruzza Valdetaro, among other activities.

In April, the Mães e a Primeira Infância ("Mothers and Early Childhood") Program was launched in partnership with Johnson & Johnson. The objective of this project is to assist mothers-to-be and mothers with new babies up to the age of five, informing and guiding them to strengthen their mother-child relationships and understand the basic needs of childcare.

**Screenings: 106**

**Referrals: 72**

**Initial home visits: 52**

**Follow-up: 29**

**Program completions: 4**

**Consultations at Saúde Criança: 2.278**

### Family Action Plans

Planned actions: 330  
Completed: 327  
Positive results: 303

### Aconchego Família Program

Participants: 1093  
Lessons: 128

### Aconchego Adolescente Program

Participants: 197  
Meetings: 24



## Law

At the initial stages of each family's involvement with Saúde Criança, our legal department analyzes their socioeconomic situation and profile. These assessments form the basis of ASC's action. Additionally, the members of this sector actively work with the adults of each family, offering legal advice and referring them to federal or state public defenders, or other organizations of the state, depending on the circumstances.

### 718 consultations







The Professionalization Program is one of the central elements of family growth. The goal is to develop the professional skills of parents so they may generate their own income and be self-sufficient. The skills emphasized are those of work that can be done autonomously, allowing parents to stay close to their children, often at home, and to continue supporting their needs and medical treatment.

Saúde Criança offers courses according to the interests and skills displayed by the participating families. The program provides a number of workshops in both its headquarters and its franchise locations, with subject matter including culinary arts (sweets, party foods, Easter eggs, etc.) and cosmetology (hair, nails, make up and more). Furthermore, ASC maintains partnerships with a variety of institutions that offer technical courses for security guards, electricians, medical technicians, and other professions.

In 2014, 114 students participated in our internal workshops, and 31 took part in those offered by partner institutions. Saúde Criança donated 162 packages of work supplies to the families served this year.

The Professionalization Program also promotes practical seminars and activities that prepare participants for the labor market or to administer their own businesses.



The Housing Program aims to foster a healthy environment in each family's home to ensure the recovery and wellbeing of each child.

After visiting and evaluating each home, the necessary improvements are planned for the family to meet the program's goals. To be considered for participation, the homes must be permanent and in a safe location, with little risk of collapse or landslide.



**Renovations: 11**



**Improvements: 04**



**workshops: 03**

“The renovations turned out wonderfully; they improved my life in every way...even inside my home, with my family. My self-esteem improved, too. It came out just like I wanted, everything really great. Actually, it was even better than I had hoped for. Everyone at Saúde Criança always respected me. All I have to give is my deepest gratitude.”

Greice, Luiza's mother.



### CASE

**Family members:** Isabela de Jesus da Silva, child assisted by SC, and Viviane de Jesus da Silva, mother.

**Isabela's date of birth:** 9/26/2008

**Diagnosis:** Astma and food allergies

**Isabela's education status:** Elementary School

**Family's home:** Community of Mangueira, Rio de Janeiro (RJ)

**Professionalization courses completed by the mother:** Cosmetology (haircuts, coloring, makeup) and elderly care assistance.

**Family income:** mother's work as cosmetologist and elderly caretaker supplemented by government food stamp program

**Child's health status:** Stable

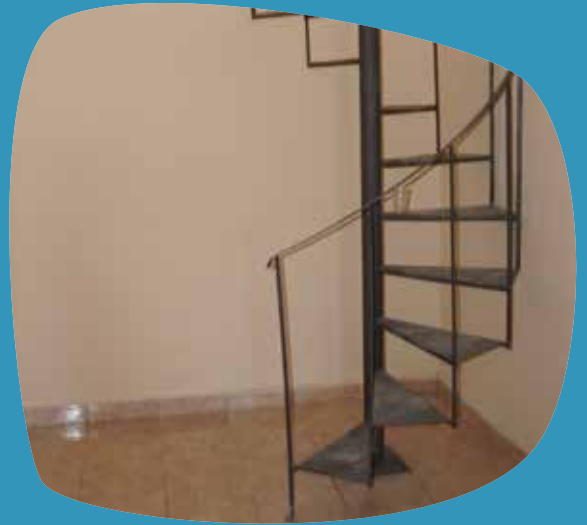
**Conclusion of program with Saúde Criança:** 5/3/2014



### Before



## After

**The following services were provided:**

Ceiling and wall reparations in response to leaks in kitchen and bedrooms

New electronic appliances.

2 new corrugated iron roofs.

Waterproofing of terrace roof and room with leaks

Mason work, completion of an unfinished room.

Plastering and roughcast of both indoor and outdoor walls.

Installation of flooring provided independently by the family's mother.

Installation of indoor iron stairs for the access to the second floor.

Demolition: Opening of vent for better ventilation between second floor rooms.

Ceiling repairs due to leaks.

Installation of PVC wall panels in new room.

Window installation in terrace room.

Electric installations in two new rooms.

New plumbing for laundry sink (with washboard).

Indoor painting (walls and ceiling).

Outdoor painting (facade).

**This work was completed with the family's complete cooperation and approval.**

With a focus on sustainability of the institution, Associação Saúde Criança Matriz invested for years making products to be sold in kiosks in Rio de Janeiro and in the online store throughout Brazil.

The production is organized into categories: baby, bags and accessories, kitchen, dolls, and institutional. The best selling item is the child's cushion known as Soninho.

The majority of articles are produced Associação Saúde Criança's headquarters by mothers who have already been beneficiaries of the institution.

All the income from the sale of the products goes back to the association's projects.

### Where to buy Saúde Criança Products?

#### Shopping Rio Sul

Av. Lauro Muller, 116 - 4th floor

#### BarraShopping

Av. Das Américas, 4.666 - 1st floor

#### Office Building

Rua Jardim Botânico, 86

#### Online Shop

<http://www.saudecrianca.org.br/lojaonline/>



## The Case is...

### Saúde Criança Matriz

#### Elis' Family

Until she was three years old, Elis was a health girl, and then one day she had a fever and seizures. After first being cared for in an emergency unit, she was admitted to Adão Pereira Nunes State Hospital, where she stayed for four months in a coma as a result of encephalitis – an acute infection in the brain. “When Elis came back, I saw that my daughter had been changed into a special child”, recalls Edith, 48 years old, mother of Elis and Thayná, 15 years old.

Elis had various complications, and had a busy schedule with many doctors' visits and therapies, aside from the needing medication and a special diet. At this time, Edith was very worried about the lack of structure to care for her daughter. This was how she came to know Saúde Criança, from the recommendation of a pediatrician at the Federal Hospital of Lagoa.

Not knowing what to do, Edith found the institution and had her entry interview. She said that the basic necessities of her family were offered and they received psychological, nutritional, and legal support. She also received guidance and was encouraged by the volunteers and social workers to claim her rights as a citizen and look for a profession that would allow her to maintain her job with her dedication to her daughter's treatment

“Saúde Criança is a blessing! Here I feel welcome and have a lot of support. Aside from receiving me-

dication and special food for my daughter, I was introduced to the legal benefits and inclusion rights for special needs children. I also had the opportunity to do a course on elder care and have already started to do some work,” said Edith.

With medical treatment, physical therapy, equine therapy, occupational therapy, and rehabilitation support, Elis, now six years old, has been able to walk with support and feed herself. She is been enrolled in school and will attend classes just like her sister. Thayná participates in the Programa Aconchego Adolescente, at Saúde Criança, where she is working on her shyness, autonomy, and relationship with other teens and her mother. “Due to Elis' treatment, Edith wasn't able to go with her older daughter to the group's events and the girl ended up not going. Now, the mother makes time for Thayná and accompanies her daughter, this has brought the two closer and they are talking more often” said Elisângela Barros, the Programa Aconchego Adolescente's coordinator.

The family also has benefited from Saúde Criança's Housing Program, and their house was completely renovated. The rooms were adapted to better fit Elis' needs. “Our house is great! My self-esteem improved a lot. Elis has her needs, but all is well. She is almost walking, and is eating on her own. Now she will start school. She will be six years old, already three years has passed since this happened. And with the support of Saúde Criança and the professionals involved in her treatment, we are overcoming it all” declared Edith.



## Overcoming Illness and Poverty

Font: Georgetown University, 2013.

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

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

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



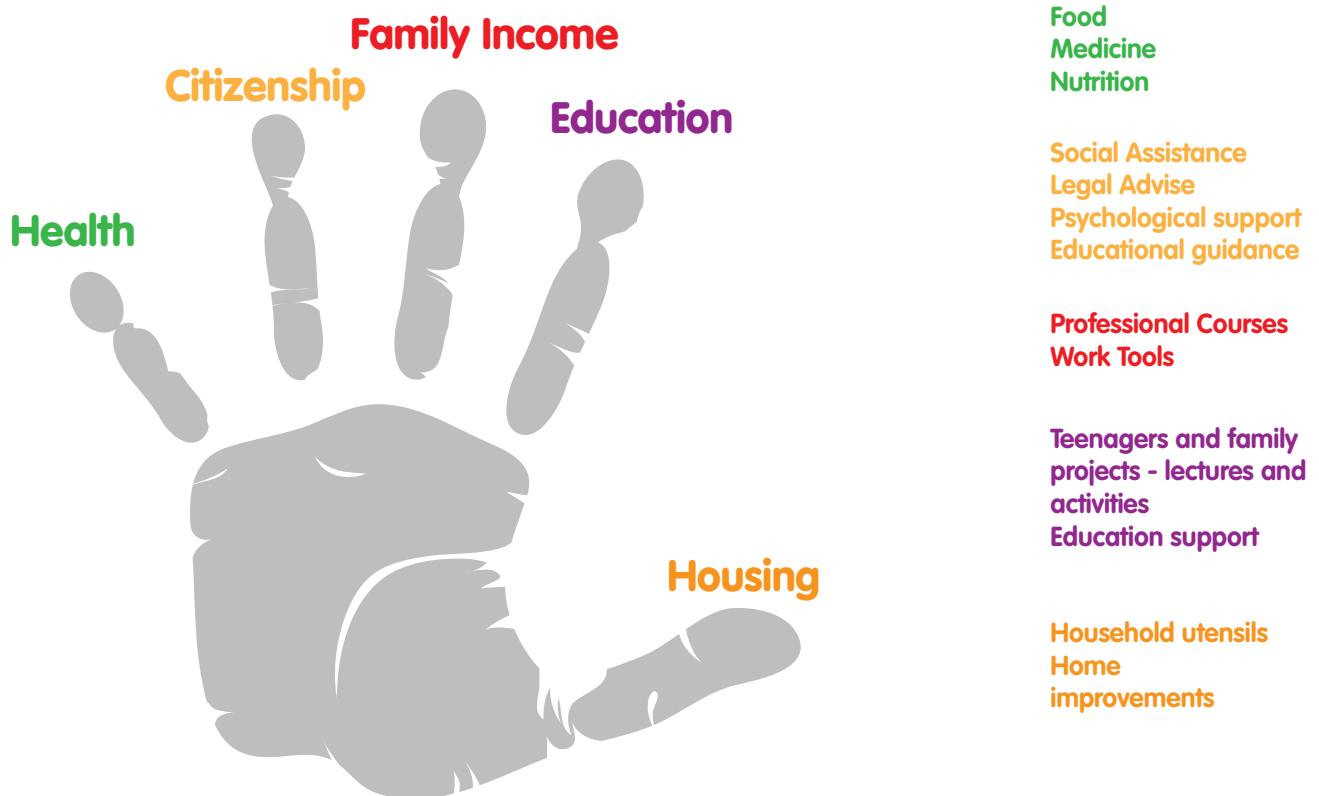
## About Saúde Criança

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

Support from SC is structured by a co-responsibility action plan that focuses on the ne-

eds of the entire family, attending to the areas of health, income generation, housing, education, and citizenship. This innovative and holistic approach provides direct support to families, while also providing indirect support to prevent relapse. SC's objective is to improve not only the health of the child, but also the well-being and social inclusion of the child's family.

## Associação Saúde Criança Performance areas

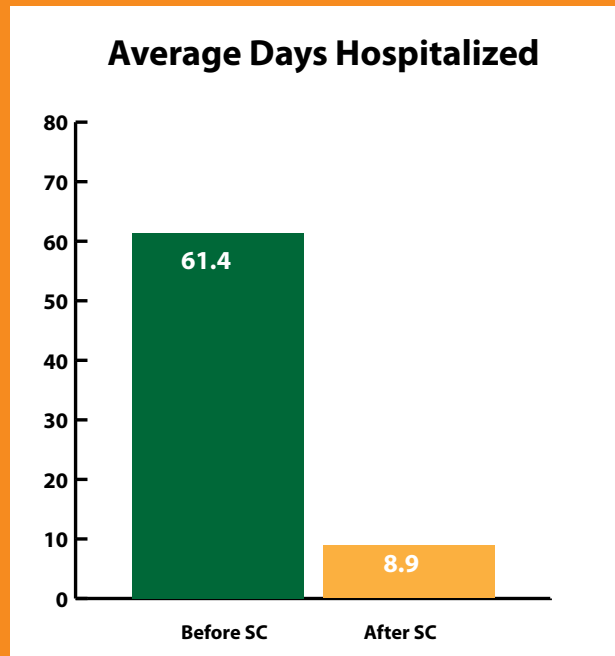




## The Evaluation

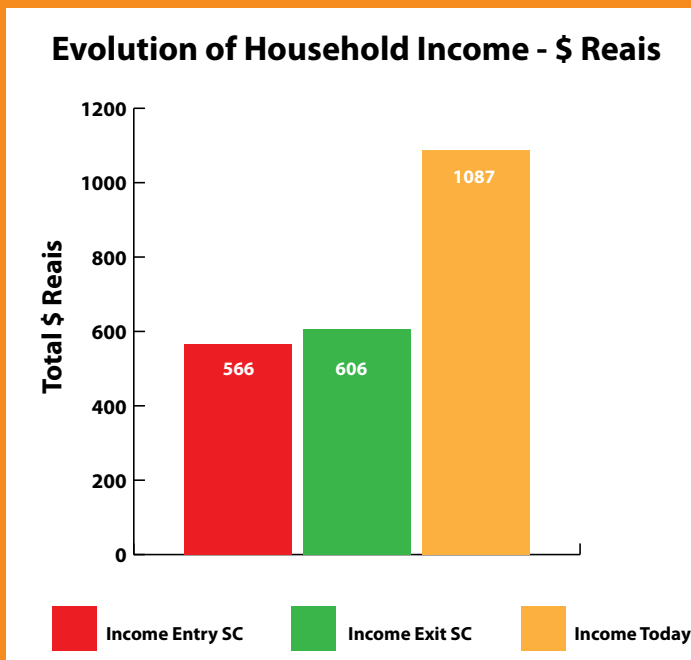
Saúde Criança's intervention has long-term positive impacts on the living standards of its graduates, specifically within their five main areas of focus:

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



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

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



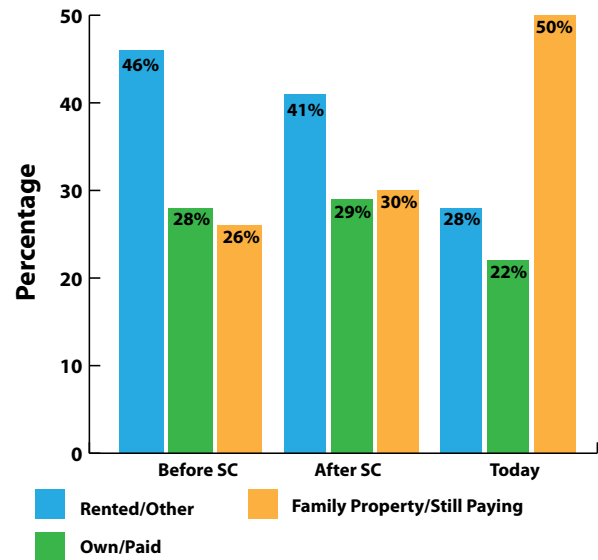
**EDUCATION:** Most children enrolled in SC are too sick to attend school. SC's program has a clear positive impact on school enrollment: the percentage of sick children who were attending school rose from approximately 10 percent at the beginning of the program to almost 92 percent, 3-5 years after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

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

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



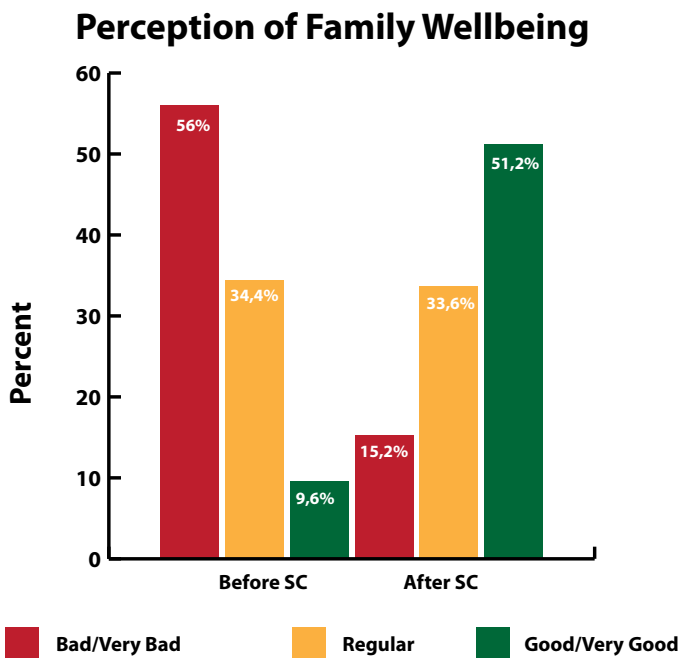
**Evolution of Housing**



## Catching Up Effect

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

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



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

Saúde Criança beneficiary

## Policy Lessons & Conclusion

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

**PGHC-GBC Health Business Action Award in the  
Best Community Investment Initiative category.**

**December 2014**



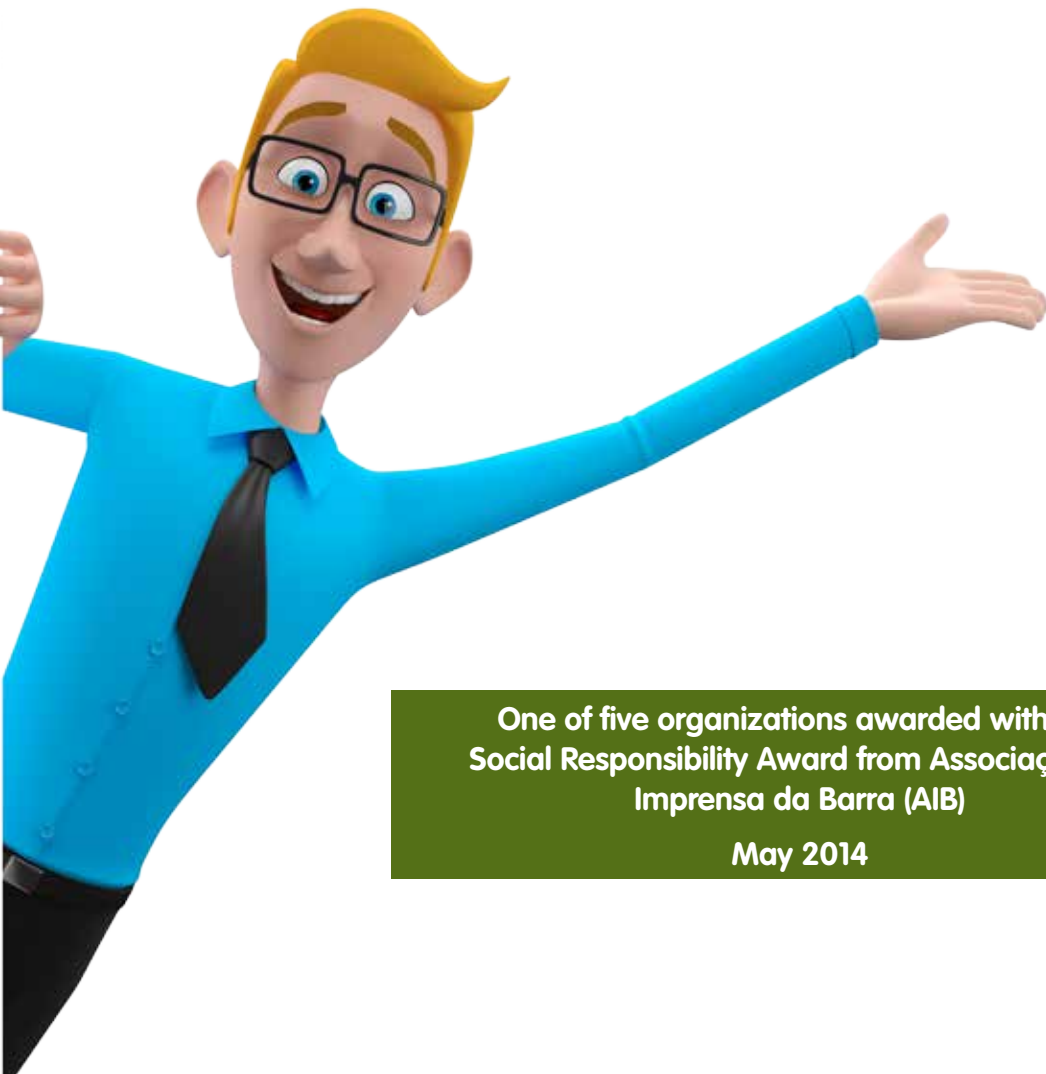
**IBEF Sustainability 2014 – Instituto Brasileiro de  
Executivos de Finanças**

**August 2014**



**One of five organizations awarded with the  
Social Responsibility Award from Associação de  
Imprensa da Barra (AIB)**

**May 2014**



### Accumulated Accounts January to December 2014

Income	TOTAL	Payments	TOTAL
Individual donations	1.007.451,54	Attending to the families	-1.999.390,30
Donations from legal entities	2.641.956,48	Administrative costs	-1.187.916,44
Events	338.510,03	Dissemination and fundraising	-373.629,47
sub-total:	3.987.918,05	Strengthening the franchises	-802.904,60
Financial revenues	131.005,81	Sub-total	-4.363.840,81
Total	4.118.923,86	Total	-4.363.840,81
Result (Income - Payments)	- 244.916,95	Property and construction	-148.959,34
		SAÚDE CRIANÇA PRODUCTS	TOTAL
		Stock	28.894,61
		Income	406.993,32
		Expenses	-311.031,63
		Result	95.961,69

The audit from 2013 was done by PriceWaterHouseCoopers without any issues. Final reports are on our website and available to the public at the Saúde Criança Matriz headquarters.

## Board of Directors

### dent and founder of Associação Saúde Criança:

Vera Cordeiro

**Vice-president:** Cindy Lessa

**The Board:** Dr. Luis Carlos Teixeira, Rui Marroig, Paulo Ayala, Isabella Nunes e Sylvio Monteiro.

## Advisory and Sustainability Board

**President:** Luis Carlos Teixeira

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

## Financial Board

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

**Executive Director:** Cristiana Velloso

**Operational Director:** Lefícia M. Bosisio

**Executive Director of Brazil Child Health New York:**

Jussara Korngold

**Executive Director of Brazil Child Health:**

**IT Manager:** Adriane Menna Barreto

**Financial Administration Manager:** Flávia Klarnet

**Replication Manager:** Teresa Pazo

**Legal Coordinator:** Carla Wolfring

**Aconchego Program Coordinator:** Cibele Amóra

**Replication Coordinator:** Eilá Najman

**Adolescent Aconchego Program Coordinator:**

Elisangela Silva de Barros

**Psychological Coordinator:** Frances Marco Pilz

**Communication Coordinator:** Márcia Fornari

**Nutrition Coordinator:** Marialice Matheus

**Fundraising Coordinator:** Mariana Velloso

**Service Coordinator:** Mirtha Cuitino, Regina Siqueira and Vilma Gedey

**Product Coordinator:** Renata Kastrup

**Operational Coordinator:** Rosângela Alves

**Professionalization Coordinator:** Suzana Peixoto

**Housing Program Coordinator:** Vanessa Pagy

**Events and Individual Donation Coordinator:** Vânia Lima Pires Ribeiro

**Staff:** Andréa Cristiane de Souza Dias, Bárbara Alessandra Gonçalves de Oliveira, Carla Gomes Ramos, Carla Medeiros Soares Wolfring, Cíntia Delmiro Costa, Cristiane de Azevedo Barreto, Cristina Silva Pereira, Deusa de Oliveira Ferreira, Doraci Almeida Pereira, Ecsilane Martins Coimbra Laurindo, Fabiana de Almeida Paiva, Frances Marco Pilz, Giulianne da Trindade Oliveira, Gregória Sousa Roxo, Isa Gontijo S. Fonseca, Jane Dantas, Jean Paul Michelski, João Bezerra de Souza Neto, Lúcia Martins Coimbra, Marco Antonio Diederichs, Margarete Alves de Souza, Marta de Azevedo Gonçalves, Norma de Menezes Costa Souza, Robson Matos Dias, Samara Gomes de Sales, Sebastiana Célia da Silva, Seres de Jesus Lopes, Tereza Cristina Paula Santos, Thainara Silva Faustino, Thiago Gonzaga Fernandes, Vagner Rocha Costa and Wilson Tiago de Jesus.

## Appreciation of the Volunteers

"The volunteer is a key piece of our work. Each one contributes their best, giving their time, their knowledge, and their life experience. The motives that move a person to become a volunteer are many, but generally, there is a strong desire to participate in creating a more dignified, human, and just world. Saúde Criança has enormous gratitude for all the collaboration received from each one that has left and continue to leave their mark on us".

Teresa Pazo, Replication Manager



"I want to show special appreciation for all the sponsors and partners of Saúde Criança over the course of these 23 years. With your support and, also, your partnership based more than anything on trust and exchange, the association's work has built itself and grown, improving the lives of thousands of children and their families.

Alone, it would not have been possible. We learned that to have our partners by our side, sharing our daily challenges, guaranteed the continuity of Saúde Criança's methodology, decreasing inequality and serving as an instrument for social inclusion. Currently, we have already helped more than 50,000 people.

Thank you so much for your trust and support!"

Mariana Ferreira Velloso  
Fundraising Coordinator



*“Saúde Criança is synonymous of social transformation and empowering those who live below the poverty line. We are proud to sponsor a project which works to create a world where respect for human rights and social inclusion are a reality.”*

Cristina Fernandes, Director of Sustainability and Communication at  
White Martins

*“H. Stern is proud to contribute, through the marketing of Chiquinho and Chiquinha products, to important social projects that make Saúde Criança a respected institution.”*

H.Stern







McKinsey&Company



GlaxoSmithKline



H. Stern



senac rio



☺ *"I would like to give special thanks to all the godparents and friends of Saúde Criança! In the last 23 years of work dedicated to the children and their families, the monthly donation reflects a trust and respect that we appreciate.*

*With the support of godfathers, godmothers, and friends of Saúde Criança, we can implement our methodology every month to transform and dignify the lives of our attended families. Saúde Criança's work has already positively impacted more than 50,000 people.*

*Thanks to your collaboration, Saúde Criança was elected the best NGO in Latin America for two consecutive years, 2012 and 2013, by The Global Journal magazine. My great dream is that, just like you, every family wishes to help another family rebuild. And for that, you need to "know". Do not hide your contribution! Tell your friends about our work, head to our website, bring them in or let them know they can schedule a visit. Your monthly donation makes such a difference in the life of these families, and it deserves to multiply.*

*Saúde Criança wants to have one million friends and your story will be all the difference!*

*Thank you so much for doing your part!" ☺*

Vânia Lima Pires Ribeiro  
Individual Donation and Event Coordinator



## How can I become a "Friend" of Saúde Criança?

With just R\$ 1.00 per day, you can be a friend to thousands of attended children! Your monthly donation will contribute to the transformation of attended families and children in five focus areas: health, education, citizenship, professionalization, and housing.

On average R\$720 are invested per month, per family, so that everyone have their basic needs taken care of during their two years, on average, in the program. Payments can be made by a banking slip sent via Correios, or via credit card on the site [www.saudecrianca.org.br](http://www.saudecrianca.org.br)

All contributors receive photos and news periodically on our work with the families. They are also sent our newsletter each trimester and an annual report with the institution's results.

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With the objective of strengthening the innovative methodology, Saúde Criança adopted a social franchise governance model in 2010. Currently, the franchise, with the headquarters in Rio de Janeiro and nine franchise units, reaches 6 Brazilian states.

The franchise units act independently; have their own board and teams of professionals and volunteers independent of Saúde Criança Matriz. They are responsible for their own self-sufficiency, procuring their own financial resources and recruiting staff.

Saúde Criança Matriz offers training and technical support to the franchise units for the best application, execution, and standardization of the established methodology. In 2014, the headquarters supported introductions, meetings, and visits to the units, aiming for an exchange of experiences and training of the involved teams.

## Goals and Challenges for 2015

Aside from always aiming to serve our families with quality and respect, and seeking to socially include the greatest number of people, in 2015, Associação Saúde Criança will focus their efforts on the five concrete objectives below:

- Systemization of the knowledge accumulated over the last 23 years methodology development, aiming to facilitate the spread of this work and the Saúde Criança brand.
- Seek new forms of fundraising.
- Develop the products of Saúde Criança, with an eye to self-sustainability of the organization.
- Invest in communication to make Saúde Criança better known within Brazil and across the world.
- Encourage human resources with the aim of improving internal processes

## Saúde Criança Florianópolis-SC

### Activities carried out in 2014:

- Attended to 45 families with 90% participation in the PAF
- Secured an international investor to build our own headquarters and sustainability for two years
- Won a new partnership in Germany with the formalization of Brazil Child Health Deutschland

### Challenges in 2015:

- Expand care to 50 active families (in 2014 the goal was 45 families) with 90% participation in PAF
- Implement the PAF system for 100% of families
- Guarantee sustainability for two years at least and expand our trust fund.

### The Case is...

Little Manuella was just four years old when she was referred to Saúde Criança Florianópolis, in 2013, by the social service at Hospital Infantil Joana de Gusmão with a diagnosis of hydrocephalus and macrocephaly. The family was living in precarious living conditions, and this contributed to the child's multiple readmissions.

The mother, Aline, who before wasn't able to meet their basic care and hygienic needs, was guided by the team at the association and significant changes in her manner were obvious. She started regularly taking Manuella to medical and nutritional treatments

and began a specific diet for her. The girl, who before was suffering from malnutrition, now is a healthy weight and received many compliments from her doctor.

More changes were necessary, and urgently. The small house where they lived was in a terrible state and it still housed seven family members, two adults and five children. With the support and investment from Saúde Criança, they moved to a larger house in better condition.

Aline participated in the professionalization workshops held at the Florianópolis headquarters and frequently attended the service days and lectures, and participated actively in the offered activities. Today, she declares that she feels capable and ready to work, earn an income and improve her family's quality of life.

So that Manuella could live in more adequate conditions, it was necessary to work on each of Saúde Criança's pillars, because just one area alone wouldn't solve the family's problems. Along the same lines, the care from the volunteers was essential for the achieved result. Today, everyone is happy with the positive evolutions as much in the child as with the family.



## Saúde Criança Goiânia- GO

### Actions carried out in 2014:

- Two fundraising bazaars
- Children's Day Party, in partnership with the Military Police Hospital

### Challenges for 2015:

- Develop a campaign to increase volunteer participation
- Host a major fundraising event

### The Case is...

Lays Alves Fernandes was born with a low birth weight and with impaired general development. At 12 years old, she received a diagnosis of chronic renal failure and neurogenic bladder. At the same time, Valquíria, her mother, was referred to Saúde Criança Goiânia.

The Family Action Plan (PAF) tracking the family confirmed the necessity to renovate their home because the environment they were living in really compromised the health of the child. A contractor in Goiânia sponsored the family and took over the renovations for all the rooms in the house. Aside from this, the renovations done by volunteers, allowed for the construction of an extra room. The housing transformation was fundamental for reestablishing the self-esteem of the family.

In 2014, Lays underwent a bladder operation, and in August of the same year, received a transplant. With the guidance of SC Goiânia, the family earned important and fundamental benefits, such as the Continuous

Cash Benefit. The amount received monthly has assisted with the girl's medical expenses.

Lays and her sister, Cirila, enrolled in school and received a school kit from SC Goiânia. Amanda, the oldest sister, just finished middle school and registered for a place in a high school. Valquíria had culinary skills, and to encourage an increase in income, ASC Goiânia donated a blender. As a result, the kitchen appliance had helped to make cakes that she sells close to their home. The family will be discharged in 2015, and has already demonstrated the ability to maintain their self-sufficiency and quality of life they earned.



## Saúde Criança Ilha - RJ

### Activities carried out in 2014:

- Opening of Felipe Cordeiro Guerra Nigri Playroom, in the Hospital Municipal Nossa Senhora do Loreto, at Ilha do Governador
- A business, Smile Train, partner of Saúde Criança Ilha, recognized the Associação Saúde Criança as the "Best Smile Train Partner in Brazil", for having facilitated the treatment of children with cleft lip and palate.

- Increases in fundraising from individuals by 12.34% in 2014, compared to 2013

### Challenges for 2015:

- Increase, by December 2015, to 45 families attended by the Saúde Criança's methodology
- Improve the fundraising from individuals by R\$1,500, which represents a 20% increase in our monthly collection over the last 15 months

### The Case is...

The story of this family shows, in practice, the mission of Saúde Criança Ilha. The institution socially supports the families of children with cleft lip and cleft palate, in treatment at Loreto Hospital, so that their social condition will not be impeded by the treatment. In about two years, Amanda, 21 years old, and her son, João Vitor, 2 years old, had their lives transformed with the help of SC Ilha.

After the cleft lip and palate diagnosis, the boy and mother were introduced to the institution in April 2012. At the time, Amanda was unemployed and they were surviving with the help of João Victor's maternal grandmother, Lucimar, who sold pop-sicles and kites, as well as government benefits. The family's previous income was around R\$295. They lived in the grandmother's house in Sampaio, Rio de Janeiro.

Shortly after joining SC Ilha, in June 2012, João Victor underwent his first surgery to treat the cleft lip and palate. In November of the same year, he underwent

a second operation and in December of 2013, a third surgical intervention was performed.

Participating in the opportunities offered by the institution, Amanda attended the hairdressing shop, and then, also took the cook's assistant course. The offices were a result of the partnership between Saúde Criança Ilha and the NGOs Entre Amigas and RIOInclui. With her second training, Amanda earned a formal job as a cook's assistant in a Japanese restaurant, receiving a salary of R\$724. "Very happy, I am working! Thank God and Saúde Criança Ilha for another victory in my life" she said.

The family has fulfilled all the stages of João Victor's treatment. When he is four years old he will have to undergo more corrective surgeries, and to put a graft and later on his nose. Currently, he is in an early childhood education program.





# Saúde Criança Petrópolis-RJ

## Activities carried out in 2014:

- A posthumous exhibition of the works of José Machado, promoted by painter Vitor Lemos, a personal friend of the artist, benefiting Saúde Criança Petrópolis with the sale of around 100 paintings. José was one of the founders of the Associação Saúde Criança and a member of the financial counsel until his passing in 2012.
- Mothers assisted by Saúde Criança Petrópolis had their hair done by various professionals from a beauty salon in Correias.
- The Saúde Criança Petrópolis Winter Bazaar was held in the Marco Polo Commercial Center, in the center of Correias.

## The Case is...

At just six months old, Ester was admitted to Hospital Alcides Carneiro, in Petrópolis, with pneumonia and low weight. Célia, Ester and two other children's mother, was unemployed and care for them with only the help of alimony from her oldest son.

All of them lived in a little room in the Célia's parent's family home and were sharing the space with her siblings.

The family was referred to receive the support from Saúde Criança Petrópolis. With the support from the multidisciplinary team at the Associação Saúde Criança, various actions were planned with input from the family, aiming for Ester's recuperation and to rebuild the family. Célia and Ester began to be assisted by the nutritionist and in a few months the child reached a healthy weight and perfect health.

The institution made improvements in the family's home, such as building a bathroom and a multi-use tank outside, to wash clothes and dishes. "The Saúde Criança Petrópolis team was really involved in the case and managed to acquire a stove and shelves for the kitchen, in addition to a bunk bed and cot

## Challenges for 2015:

- Host a great event to generate income and earn a positive image in the media
- Promote a lecture with Vera Cordeiro, founder and president of the Board of Directors of Saúde Criança, at Artur Sá Earp Neto College in Petrópolis, to attract the attention of academics, the general public, the news outlets, and businesses from the region in order to seek out new supporters

for the children, who before were sleeping on little mats" said Maria Lúcia Sabugosa, president and coordinator of SC Petrópolis.

Encouraged by her achievements, Célia took a professionalization course in sewing and specialized in industrial sewing machines. Currently she is employed by a manufacturer, proud to have her license legalized and dignity restored. "I am very grateful to Saúde Criança Petrópolis because today I have a profession and I can care for my family" exclaimed Célia.



## Saúde Criança Porto Alegre-RS

### Activities carried out in 2014:

- Construction of a new Saúde Criança Porto Alegre recreation room in Criança Conceição Hospital
- Established a fixed open space for the public in Shopping Lindóia, where donations will be received, workshops hosted, and the work of Saúde Criança Porto Alegre can be spread
- External professionalization courses for the assisted mothers

### Challenges for 2015:

- Offer weekly workshops for attended families, in the space at Igreja Cristo Redentor
- Improve clothing and accessory collection for the Saúde Criança Bazar and thrift store in order to increase sales

### The Case is...

Kelly's family arrived at Saúde Criança Porto Alegre in 2010, when the daughter, Mariana, was just one year old and had just been diagnosed with gastroesophageal reflux disease, anemia and asthma. Her fragile health resulted in long hospital stays and worsening conditions for the family.

Under the guidance of the association, Kelly, who was unaware of her rights, in a short time provided the necessary documents and began to receive government benefits. The family's home was in terrible

condition and the bathroom was outside. With help from Saúde Criança Porto Alegre, they moved to a rented home in much better condition, meeting the basic requirements for Mariana and her siblings to live a healthy life.

During the treatment, Kelly went through delicate moments. Aside from all the difficulties facing her, she and her husband separated in 2013, leaving her emotionally fragile. And so, psychological treatment was requested and continued regularly until her recuperation.

In order to increase the family income, which before was R\$400 per month, Kelly completed a professionalization course, "manicure, pedicure, and decorated nail techniques", from SENAC and joined the work force in the end of 2014.

The two children were enrolled in school and Mariana was showing positive improvements in her health.

"After these drastic changes, they finally were ready to set out on their own, living in adequate conditions and with little Mariana recovering more every day. With the joined force of the family and the Saúde Criança Porto Alegre team, the goals set in 2010 were reached, and now, she is in the release process" said Lisiane Zanini, the unit director.



## Saúde Criança Recife - PE

### Actions carried out in 2014:

- Beauty Day: a volunteer effort to cut and dress the assisted mothers hair
- Participation in an event supported by Johnson & Johnson, during caring week
- Meeting with volunteers for a manual labor assembly workshop

### Challenges for 2015:

- Host a fundraising event
- Increase the number of volunteers

### The Case is...

Ângela's family has been with Saúde Criança Recife for two years, but five months was enough to notice a change in their force and will to persevere. Their son, José Luiz, at just five years old was diagnosed with west syndrome, a serious form of epilepsy, requiring special medication, physical therapy, and treatment from a neurologist.

The husband, Luiz Carlos Cabral, is a driver, but in 2013, he was unemployed and still had to cover the child support payments for children from a former relationship. Even when everything seemed to go wrong, Ângela did not give up, and took advantage of the opportunity that appeared in front of her, grabbed it immediately.

She was asked by the association to take a professionalization course in Business and Sales, in order to later open her own business in bed, bathroom, and kitchen products, which were produced with her mother. She wanted to be able to sustain herself and because her marriage with Luiz Carlos was under stress, and she feels discour-

ged by the absence and lack of husband's companionship.

Ângela also obtained materials to produce bed sheet sets, and the first shipment has already been sold. Other than the Saúde Criança Recife Bazaar, and with the money earned from sales, she got a new shipment of materials and has already produced new products to sell, an opportunity to earn an income for the family.

Little José Luiz continues with his medical treatment and is recovering with his mother's excellent care.

Via a letter, Ângela gave thanks for the support received from the association: "Thank you everyone who is a part of Saúde Criança Recife, because it is an opportunity that I never would have thought I could have. And you are making this happen in my life."



## Saúde Criança São José dos Campos-SP

### Activities carried out in 2014:

- Ran "Ação Solidária" (Solidarity Action) in celebration of six years of Saúde Criança SJC, with the possibility to increase its visibility, June 1
- Tea Bingo, an event with 200 attendees, with donations of all awards, and the promised result: financial and visibility
- Christmas Party, hosted in a country club, that was covered by the Programa Papo de Mulher team of BAND channel.

### Challenges for 2015:

- Implement and strengthen fundraising activities
- Registration at the Conselho Municipal da Assistência Social, the Municipal Council of Social Welfare, after six years persistence, we will submit a new application and outstanding documents.

### The Case is...

Born prematurely, with respiratory failure and a generalized infection, Gustavo was interned in the NICU for 28 days at the Hospital Antonio da Rocha Marmo. After he was discharged from the hospital, at just 35 days old, he was referred to Saúde Criança São José dos Campos.

Gustavo's mother, Sabrina, 19 years old, showed an interest from the very beginning in participating in SC SJC's established programs. The two major go-

als in the Family Action Plan were for the mother to return to school and to gain benefits that the family had rights to. With guidance from Saúde Criança, the family began to receive monthly benefits from the basic protection network: special milk, bolsa familia, among others.

After finishing her studies, Sabrina began a technical course and got an internship at Petrobras. According to Gustavo's mother, the participation in monthly services, educational lectures and artisanal courses, made her much more confident and sure of achieving her goals.

Gustavo's father, Cleber, 26 years old, was unemployed and was referred to the programs offered by Poder Público by SC SJC, and gained formal employment.

With the compensation provided by the mother's internship, the father's employment, and the government benefits, Gustavo's family got out of their vulnerable situation and are living with more dignity. Today, Gustavo is two years old and is in stable health.

The family was discharged in 2014. "The transformations achieved and, especially, the child's improved health, significantly rebuilt and strengthened the family's ties", said Waldir Nunes, president of SC SJC.



## Saúde Criança São Paulo-SP

### Activities carried out in 2014:

- Headquarters expansion, with rent from the top of the building that was already used.
- Hosted the 2nd Saúde Criança São Paulo Benefit Bingo, with 443 attendees and raised R\$142,000
- Launched an additional program of the PAF focused on early childhood, with joint work between a nutritionist and a psychologist, who attend to the mothers and children between 0 and 6.

### Challenges for 2015:

- Establish partnerships with new hospitals to refer new families
- Attend to 120 families per month

### The Case is

At just five years old, Sheron was diagnosed with lymphoma at Santa Casa of São Paulo. The news really shook her mother, Dayane, 28 years old, her father, Fabio, 31, and her brother, Kauã, 10. The structure and organization of the family underwent substantial changes. Dayane need to leave her job and the family got by with just Fabio's income for all their expenses. This change directly influenced their standard of living.

During their time at Saúde Criança São Paulo, Sheron's health was getting worse and the family experienced some difficult moments due to her treatment. Fabio suffered an accident at work and had to stop working for a time. Kauã was showing learning difficulties and behavior problems. Dayane, for her part, felt very alone and overwhelmed. In addition to the outlet she had with the SC SP team, she sought support and a way to move forward.

With the references made by Saúde Criança São Paulo, she got psychological care for Kauã. In addition to understanding that the situation was difficult for everyone in the family, she felt that she needed to look for a way to integrate her son so that he felt less excluded and could better handle the situation.

After a little time, Sheron's treatment also showed positive results and the family began to reverse the process. The fact was that she had the permission from the medical team to go to school, eat food that



had previously been restricted, and act as a normal child, brought joy to everyone. Meanwhile, the family faced another obstacle because the school Sheron was enrolled in imposed restrictions on her admittance. Supported by the team at Saúde Criança São Paulo, Dayane resolved the issue with agency and certainty, and Sheron was able to go back to school.

Dayane also participated in a manicurist professionalization course and was able to attend to her clients around her home. With an entrepreneurial spirit, she posted a special and monthly options sign for her clients and was able to significantly contribute to the family income.

Just before completing the two years in the program, Dayane concluded that her family was already ready to leave Saúde Criança's care. "Here I learned a lot and I can transform my reality, and now I am ready to take on the world with my own hands" she said. .

## Saúde Criança Zona Sul-RJ

### Activities carried out in 2014:

- Changed the roles of President and Institutional Director with a positive impact on the team and activities.
- Cultural trip with all the families of the Institution to Ilha de Paquetá, exploring historic points and getting to know the beauty of the place.
- Picnic in celebration of Mother's Day with the families and volunteers in Parque Lage.

### Challenges for 2015:

- Expand the number of attended families, with the goal of reaching 40 families
- - Create a new headquarters with more space, better location, and more visibility.

### The Case is ...

Benito Vaka, 3 years old, and his family are an example of social exclusion faced by immigrants. From the Republic of Congo, they crossed the whole ocean full of expectation. But upon arriving in Brazil, they had not mastered the language and the mother, Arlette, and her sister, Soki, were in the country illegally and the father, Marly, was a refugee. What was left was a precarious living condition in a strange country.

Benit was admitted to Hospital Municipal Miguel Couto with prolonged diarrhea for 10 days and gastroenteritis when the family was referred to Saúde

Criança Zona Sul, started to be cared for by the association's team. Shortly after joining the institution, Marly was unemployed and the family was without an income.

The first step was to normalize the situation for each family member. The Associação Saúde Criança managed to pay the required fees for Arlete to acquire a Brazilian document, the CPF, and later a foreigner identity card.

To solve the income issue, Marly, luckily, got the job that he wanted: driver of a company bus. Meanwhile, Arlete joined the hairdressing workshop at Saúde Criança Matriz. These two achievements made possible not only a dignified and independent life, but also new dreams that were part of the family's future.

As a result of the food and hygiene advice, donation of a water filter, little Benito's health improved considerably with the passing of time. At first, there was a lot of resistance to using the filter and stove to cook food, but with the effort of both parties, lifestyle changes were encouraged.

Currently, Soki is enrolled in a public school and Benito with join a nursery in 2015.

By acting in the spirit of the five pillars (citizenship, income, health, housing, and education), Saúde Criança Zona Sul was able to take action and guide this family in search of more solid life prospects. The whole family, now, is able to communicate much better and they are not afraid to stay in a different country than their homeland, because they have their rights secured.



**WWW.SAUDECRIANCA.ORG.BR**

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