

2012/2013

Activity
Report

 **fundo brasil** de
direitos humanos

STINTZEN CONS

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ABOUT US

FOUNDERS

Abdias Nascimento (1914-2011)
Dom Pedro Casaldáliga
Margarida Genevois
Rose Marie Muraro (1930-2014)

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Sérgio Haddad
Sueli Carneiro
Veriano Terto

During 2012 and 2013, Darci Frigo, then board president, Anamaria Schindler, Oded Grajew and Oscar Vilhena also sat on the Board of Trustees.

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Mário Monzoni – *Vice-President*
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Werner Fuchs

BOARD OF DIRECTORS

Jorge Eduardo Durão – *President*
Átila Roque – *Vice-President of Projects*
Denise Dora – *Vice-President of Training Programs*
Marcos José Pereira da Silva – *Vice-President of Finance*
During 2012 and 2013, Sergio Haddad was Executive Director; Denise Dora was Vice-President of Finance; Jorge Eduardo Durão was Vice-President of Training Programs and Sueli Carneiro was Vice-President of Projects.

ABOUT US

STAFF

Ana Valéria Araújo – *Executive Director*
Ana Carolina Henriques – *Projects Analyst*
Célia Elizabete F. da Luz – *Custodial Assistant*
Cristina Camargo – *Communications Advisor*
Débora Borges – *Communications Advisor*
Gislene Aniceto – *Administrative and Financial Coordinator*
Kézia Marques – *Fundraising Coordinator*
Maíra Junqueira – *Institutional Development Coordinator*
Maria Chiriano – *Projects Assistant*
Mayk Cardoso – *Financial Analyst*
Taciana Gouveia – *Projects Coordinator*
Thamara de Carvalho – *Fundraising Assistant*
Giovanna Gundim – *Fundraising Intern*

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OUR ACTIVITIES

MISSION

The Brazil Human Rights Fund's mission is to promote human rights in the country through an innovative project funding model, thereby strengthening social organizations and developing philanthropy for social justice.

OUR ACTIVITIES

BRAZIL HUMAN RIGHTS FUND BY THE NUMBERS (2007-2013)

PROJECT SELECTION AND FUNDING

- 7 Annual Project Selections and 1 Special Selection
- 5.380 proposals received and analyzed
- 196 projects selected and funded in all five geographic regions of Brazil

MONITORING AND TRAINING ACTIVITIES

- 8 training workshops for project representatives
- 72 *on-site* visits to selected projects in 19 Brazilian states
- 16 seminários temáticos e eventos de sensibilização

PRESENTATION

NEW PERSPECTIVES

For the Brazil Human Rights Fund, 2012 and 2013 were a time of important victories which made it possible to strengthen civil society organizations dedicated to the defense of human rights. The many challenges and opportunities resulted in growth in our capacity to allocate resources and, therefore, increased the reach of our work and strengthened our mission.

The Brazil Fund reached the mark of 196 projects supported through our funding rounds. Each year we have been able to increase the number of initiatives considered. We have also been able to increase the amount of funding distributed to human rights defenders as well as improve the quality of our non-financial support.

In the pages that follow, you can see the projects supported and activities that were organized. They are aimed at one of our main goals: greater visibility for groups that defend human rights in the country.

The Brazil Fund watchfully accompanies the current political moment, in which social movements, civil society organizations and youth have intensified the struggle for their rights. This has made it possible to realize the idea of supporting specific issues and forming partnerships with organizations and private companies. The goal of these partnerships is to make the activities of these groups financially feasible.

Through our annual selection round, projects promoting rights related to gender and sexual freedom issues, racial equality, land and decent working conditions, children and adolescents, the rule of law and combating institutional violence were all supported.

In our first special interest round, we had an opportunity to look at issues relevant to the current urban development model, which, with its large-scale infrastructure projects and preparations for sporting mega-events, directly and negatively impacts the population, even leading to human rights violations.

With the need to guarantee a diversified source of funds, the Brazil Fund also reached out to public corporations. One of the results of this work was a partnership with Itaipu Binacional, which made it possible to support a project in the south of Brazil during the 2012 project selection round.

In 2013 we began to realize our new strategy of supporting human rights networks with the aid of support from Petrobras. We also consolidated two new partnerships: with the OAK Foundation and with the Ford Foundation, the latter representing an expansion of previous joint efforts.

These are partnerships that guarantee an increase in financial support, strengthen the Brazil Fund's activities and increase the amount of help available to human rights defenders.

And from the point-of-view of mobilizing resources, the Brazil fund invested in hiring a consulting agency specializing in strategic development, making it possible to rethink the foundation's actions and materials, and, together with staff, focus on new communications materials and partnership prospects.

A study focusing on fundraising in Brazil and including an evaluation of the Fund's activities in this area was also carried out, and will serve to orient us on the path forward.

Our work over the last two years has truly solidified our outlook for the journey ahead.

We'd like to thank everyone who has contributed in any way toward making this possible. We know we can only effectively transform the reality that Brazil still faces through your vital support.

Ana Valéria Araújo

Executive Director -- Brazil Human Rights Fund



COMMITMENT TO ACCOUNTABILITY



The Brazil Human Rights Fund is 100% transparent. Its books are audited regularly and every year it openly discusses its finances in meetings with its Board of Trustees.

The incorporation of its commitment to accountability materializes in several different facets, from its efforts to grant greater visibility to its actions to the balanced management of its endowment.

The financial application of the endowment and the careful use of its proceeds allow the foundation to reach its proposed goals without compromising its sustainability.

In 2012 and 2013, the Fund continued its efforts to communicate its efficiency and responsibility to its partners and improved the presentation of its expenses.

The distribution of rubrics by action areas offers a broader vision of the specific destination of its resources and reflects the balance of its spending. Such measures contribute to maintaining the credibility of the Brazil Fund before its public and private sector partners.

The credibility and good governance of the foundation allow it to be recognized as a partner by public and private institutions interested in strengthening organizations that work for human rights and against inequality.

With all that in mind, I can say that is an honor to be a part of the Fiscal Board of the Brazil Human Rights Fund.

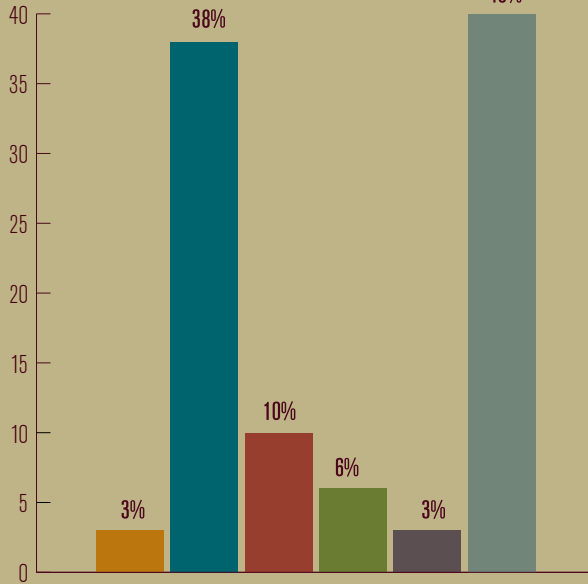
Marcos Fuchs

President of the Fiscal Board of the Brazil Human Rights Fund and Director of the Pro Bono Institute

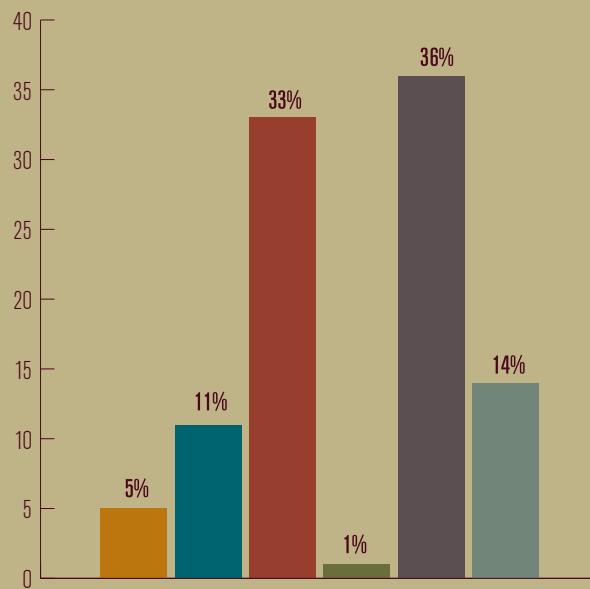
OUR RESOURCES

SOURCES OF FUNDING IN 2012 AND 2013

2012



2013



**BALANCE SHEETS ON DECEMBER 31st, 2013 AND 2012
IN "REAIS"**

CURRENT ASSET	2013	2012
Free Resources	696.077,58	51.081,06
Resources with restriction	168.546,00	86.012,39
Cash and Cash Equivalents	864.623,58	137.093,45
Financial Application	185.665,76	84.603,20
Other Receivables	1.096,86	5.893,84
Anticipated Expenses	313,56	337,19
Receivable Bills	145.000,00	23.900,00
TOTAL CURRENT ASSET	1.196.699,76	251.827,68
NON-CURRENT ASSET		
Long term assets		
Financial Applications	8.861.798,86	10.104.698,02
FIXED		
Operating Assets	49.363,44	33.862,04
(-) Depreciation	(23.601,03)	(18.219,52)
Net Fixed Asset	25.762,41	15.642,52
TOTAL NON-CURRENT ASSET	8.887.561,27	10.120.340,54
TOTAL ASSET	10.084.261,03	10.372.168,22
CURRENT LIABILITY		
Suppliers	-	-
Salaries and Social burdens	43.628,25	46.122,41
Tax Compliances/Contributions	12.964,92	16.499,44
Other Social Projects	3.719,24	479,50
TOTAL	60.312,41	63.101,35
SOCIAL PROJECTS IN PROGRESS		
Restricted Donations	676.375,72	23.900,00
Donations with Restriction - Fundos Network	168.546,00	100.672,92
Other Social Projects	145.000,00	124.382,00
TOTAL	989.921,72	248.954,92
TOTAL CURRENT LIABILITY	1.050.234,13	312.056,27
NET WORTH		
Institute Capital	10.000,00	10.000,00
Endowment Fund - Donation	6.076.500,00	6.076.500,00
Accumulated Surplus	3.781.819,13	2.416.901,96
Deficit/ Surplus for the Year	(1.037.900,55)	(1.364.917,17)
Previous Year Adjust	203.608,32	91.792,82
TOTAL INSTITUTE CAPITAL	9.034.026,90	10.060.111,95
TOTAL LIABILITIES	10.084.261,03	10.372.168,22

**INCOME STATEMENT
ON DECEMBER 31st, 2013 AND 2012**

	2013	2012
OPERATION INCOMES	2.005.623,95	969.230,66
RESTRICTED		
Cooperation Agencies	773.083,45	623.342,50
National Incomes:		
Public Companies Donations	835.855,01	0,00
Private Companies Donations	22.500,00	99.106,00
Individual Donations	252.468,16	166.563,57
UNRESTRICTED		
"Paulista" Invoice Credits	111.197,36	80.218,59
International Legal Entity Donation	10.519,97	
GRATUITOUSNESSES		
Volunteering Services	558.268,37	244.847,61
OPERATIONAL EXPENSES	(2.328.974,07)	(1.804.850,72)
Institutional Management and Development	(99.125,20)	(201.531,91)
Philanthropy and Sociak Justice Promotion	(335.324,29)	(353.110,49)
Organizations support	(939.988,74)	(1.112.577,02)
Network Building and Strengthening	(828.581,96)	-
Operation Costs	(120.572,37)	(133.636,19)
Depreciations	(5.381,51)	(3.995,11)
Surplus (Deficit) of the Social Operations	(323.350,12)	(835.620,06)
FINANCIAL INCOME		
Financial Incomes	546.105,27	984.889,39
NTNB Variation	(1.252.205,48)	1.327.384,83
(-) Financial Expenses	(8.450,22)	(111.736,99)
NET FINANCIAL INCOME	(714.550,43)	2.200.537,23
GRATUITOUSNESSES		
Volunteering Services	(558.268,37)	244.847,61
SURPLUS (DEFICIT) OF THE YEAR	(1.037.900,55)	1.364.917,17

INDEPENDENT AUDITORS' REPORT ON FINANCIAL STATEMENTS

**INDEPENDENT AUDITOR'S REPORT ON FINANCIAL STATEMENTS**

To
**Board of Directors of
FUNDO BRASIL DE DIREITOS HUMANOS FOUNDATIONS
São Paulo – SP**

1. Audited the financial statements of FUNDO BRASIL DE DIREITOS HUMANOS FOUNDATION, which comprise the Balance Sheet as of December 31st, 2013 and the related statements of surplus or deficit, of changes in equity and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory notes.

ADMINISTRATION'S RESPONSIBILITY FOR FINANCIAL STATEMENTS

2. FUNDO BRASIL DE DIREITOS HUMANOS FOUNDATION administration is responsible for the preparation and fair presentation of financial statements in accordance with accounting practices adopted in Brazil, and for such internal control as management determines is necessary to enable the preparation of financial statements free of distortion relevant, whether due to fraud or error.

RESPONSABILITY OF INDEPENDENT AUDITORS

3. Our responsibility is to express an opinion on these financial statements based on our audit conducted in accordance with Brazilian and International Standards on Auditing. Those standards require that we comply with ethical requirements by auditors and the audit is planned and performed to obtain reasonable assurance about whether the financial statements are free of material misstatement.
4. An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of risks of material misstatement of the financial statements, whether due to fraud or error. In this risk assessment, the auditor considers internal control relevant to the preparation and fair presentation of the financial statements of the entity to design audit procedures that are appropriate in the circumstances, but not to express an opinion on the effectiveness of internal controls of the entity. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements taken as a whole.
5. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion

INDEPENDENT AUDITORS' REPORT ON FINANCIAL STATEMENTS

**VIEW**

In our opinion, the financial statements present fairly, in all material respects, the financial position of BRAZIL FOUNDATION FUND FOR HUMAN RIGHTS on December 31st, 2013, the results of operations and cash flows for the year then ended in accordance with accounting practices adopted in Brazil.

OTHER MATTERS

Statement of Sources and Uses of Funds - DOAR (Acronym in Portuguese) for the year ended December 31st, 2013 was prepared by the entity, under the responsibility of management, and subject to the same audit procedures described previously. In our opinion the said statement is fairly presented, in all material respects in relation to the financial statements taken as a whole. DOAR requirement was elaborated by the Ministry of Social Development and Fight Against Hunger MDS through Ordinance 353, December 23rd, 2011.

Audit of values corresponding to the previous year - Corresponding to the year ended in December 2012, presented for comparative purposes 31 values were audited by us, according to the report dated March 27th, 2013, which did not contain any modification.

Porto Alegre, April 11th, 2014

Nilton Antonio Delfei Borges
 Nilton Antonio Delfei Borges
 Accountant CRC / RS 757 / SP 015.233/O-8 - CNAI 81
 CVM registration Declaratory Act 5417, DOU 14/05/99 - CVM Code 7722
 CPF 005449140-15

Liana Luvizol
 Liana Luvizol
 Accountant CRC 1 RS 055269/O-5 T.SP - CNAI 3834
 CPF 530.852.300-25

TSA Auditores Associados Sociedade Simples
 TSA Auditores Associados Sociedade Simples
 CRC/RS "8" SP 4.240
 CNPJ 05.750.330/0001-18

PROJECT FUNDING ROUNDS

During 2012 and 2013, the Brazil Fund totaled 55 projects supported through three public selection processes, along with three smaller-scale, emergency rounds. There were a total of 1,477 projects received over that time period: 1,259 in reference to annual rounds and 218 for specifically urban-themed rounds.

Aside from the annual selection that focuses on institutional violence and discrimination, the “Human Rights and Urban Development” round allowed for proposals offering solutions to specific demands based on ever greater and more urgent challenges.

All proposals received during these rounds underwent a transparent selection process involving internal bodies as well as an independent committee. After initial processing, meant to filter out any proposals that don't fall within the scope of that round, initially pre-selected proposals are forwarded to a specialized, external selection committee, composed of recognized human rights defenders without any connection to the foundation whatsoever.

SELECTION COMMITTEES

ANNUAL PROJECT FUNDING ROUND -- 2012 AND 2013

THE STRUGGLE AGAINST INSTITUTIONAL VIOLENCE AND DISCRIMINATION

- Daniel Munduruku
- Guacira de Oliveira
- José Heder Benatti
- Lúcia Xavier;
- Renato Roseno
- Sandra Carvalho
- Veriano Terto Jr.

SPECIAL FUNDING ROUND -- 2012

HUMAN RIGHTS AND URBAN DEVELOPMENT

- Betânia Alfonsin
- Itamar Silva
- Leticia Osório
- Taciana Gouveia



Project Funding Rounds	2012	Special Funding Round 2012	2013
Projects Received	646	218	613
Projects Selected	22*	13	20

**When the results of the Annual 2012 Selection were announced in June, 21 initiatives had been considered. Meanwhile, in December the Brazil Fund signed a partnership with the Itaipu Binacional and obtained resources to support one more project in the scope of that year's round. The project "In the right and the struggle: this land is faxinalense", proposed by the Community Association of Faxinal Salso in Paraná, effectively began its activities in 2013.*

Year	Projects supported	Amount donated
2007	23	549,1 mil
2008	26	625 mil
2009	27	655,8 mil
2010	32	761,8 mil
2011	35	793,2 mil
2012	35	861 mil
2013	20	750,3 mil
TOTAL	198	R\$ 4.9962 million

Following the evaluation of 2013, it seemed that the amount of R\$ 25 thousand per project was out-of-date, meaning that supported groups could not carry out the entirety of their projects. From then on, the standard amount per project went from R\$ 20 thousand to R\$ 40 thousand.

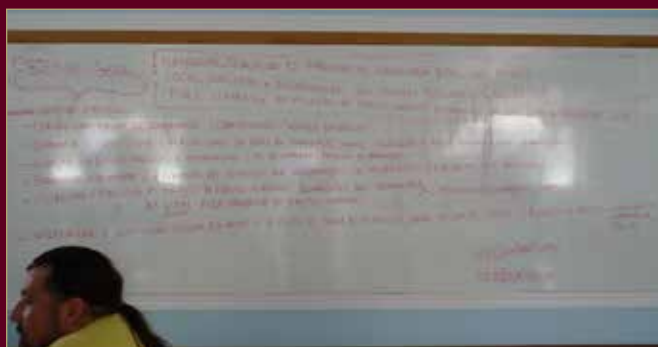
This change was approved by the Board of Trustees and allowed supported projects to carry out their activities throughout their lifecycle.

STRENGTHENING HUMAN RIGHTS NETWORKS

Empowering the actions of groups who defend human rights is a principal aim of the Brazil Human Rights Fund.

Therefore in 2013 we launched the "Strengthening the Empowerment of coordinated networks in the promotion of human rights in Brazil" program. That initiative, sponsored by Petrobras, looks to assist in the development of communications and increase the visibility of networks working in defense of human rights throughout the country.

Focused on the theme of combating violence, groups that confront the genocide of black youth and gender-related violence, promote the right to the city, defend of the right to land and territory and protect human rights defenders, will all participate in workshops and other training activities, strategize and produce materials for publication. That project should occur around mid-2015.



THE FOLLOWING NETWORKS ARE PARTICIPATING IN THE PROJECT (ORGANIZED BY ISSUE):

CONFRONTING THE GENOCIDE OF BLACK YOUTH

Fejunes - Espirito Santo Forum of Black Youth
MonaBantu - Bantu Nation Movement (Conjuve / Black Youth Working Group)
National Network of Youth and Adolescent Communicators
Northeast Youth Network
Palmarino Circle
Political Network of Black Youth
Uneafro Brasil - Union of Popular Black Education Centers for the Working Class

CONFRONTING GENDER-RELATED VIOLENCE (FEMINICIDE, LESBOPHOBIA, HOMOPHOBIA AND TRANSPHOBIA)

Brazilian Association of Lesbians, Gays, Bisexuals, Transvestites and Transsexuals
Brazilian Women's Network
Network of Brazilian Black Women's Organizations - AMNB
Praying Mantis Women's Collective
Rural Women's Movement - MMC
Worldwide Women's March

PROMOTION OF THE RIGHT TO THE CITY (IMPACTS OF SPORTING MEGA-EVENTS)

National Network of Popular World Cup Committees - ANCOP

PROTECTION OF HUMAN RIGHTS DEFENDERS

Dhesca Platform
Interoices - Brazilian Collective for Social Communication
National Human Rights Movement - MNDH

DEFENSE OF THE RIGHT TO LAND AND TERRITORY (QUILOMBO-DESCENDANT COMMUNITIES AND INDIGENOUS PEOPLES)

National Coordination Network of Black Rural Quilombo Communities - CONAQ
Network of Indigenous Peoples of Brazil - APIB.

TRAINING

Strengthening civil society organizations through training activities is part of the Brazil Fund's strategic mission. 2012 and 2013 were marked by the intensification of this work, empowering and increasing the communications capacity of the organizations supported.

Each funding round, a Projects Reunion brings together representatives of the selected organizations for three days of activities including political and technical training, offering the opportunity to break out of the isolation they often face.

The encounter also makes it possible to share experiences and uncover new knowledge to strengthen the actions of each group, which serves to expand the reach of the Fund's work. Collaboration with members of other groups in potential joint initiatives is just one of the possible outcomes of these meetings.

The meetings, held during June and December of 2013, allowed for theoretical discussions about the function of communication and how these tools can promote the mobilization of individuals and groups to overcome inequalities.

Workshops, debates and workgroups all contributed to thinking about communications as a fundamental element of constructing citizenship.

The idea of bolstering institutions through training and communications workshops also drove the "Strengthening the Empowerment of coordinated networks in the promotion of human rights in Brazil" project, which began in 2013.

The networks that work with the issues of the genocide of black youth, confronting gender-related violence, promoting the right to the city, defending the right to land and territory and protecting human rights defenders, all participated in activities involving Communications Plans, which strategized around the creation of products that could disseminate the relevant causes.

Throughout 2014, the plans will be carried out and other workshops will be held to provide further resources toward even more precise, impactful actions.

- ✓ 33 organizations supported via special issue and annual funding rounds participated in training activities
- ✓ 19 human rights networks participated in the "STRENGTHENING THE EMPOWERMENT OF COORDINATED NETWORKS IN THE PROMOTION OF HUMAN RIGHTS IN BRAZIL" WORKSHOPS.



SUPPORT FOR CIVIL SOCIETY ORGANIZATIONS



MONITORING

The Brazil Human Rights Fund monitors and keeps track of the activities of its selected projects throughout their implementation lifecycle and also carries out on-site visits. This accompaniment means permanent capacity-building for the beneficiaries and contributes to the efficiency of their proposal's execution.

The foundation's staff has been dedicated, during these two years, to maintaining a permanent dialogue with supported projects. This approximation has come via telephone contact, e-mail and visits to the locations where activities take place.

In the first semester of 2012, projects coordinator Máira Junqueira visited ten organizations supported by the Brazil Fund in the Northeast, North and South regions of the country. In addition, one representative of a supported group was also received at the Fund's headquarters in São Paulo.

Projects assistant Maria Chiriano accompanied the coordinator in meetings with NGOs in Maranhão and Acre. The financial director of the foundation, Denise Dora, visited groups in Rio Grande do Sul together with Máira Junqueira.

In 2013 several organizations supported during other funding rounds were also visited. The goal of these visits remained the same: the best accompaniment and collaboration possible.

It was also possible, during 2013, to visit organizations who had already completed projects supported by the foundation. The idea behind these visits was to understand how the organizations carried on in their work after the Brazil Fund's support had ended.

✓ 72 projects observed up close, from 2007 to 2013

✓ 27 organizations visited in 2012 and 2013

ORGANIZATIONS VISITED IN 2012



MARCH

São Paulo

- National Network of Mothers and Family Members - national campaign for the end of police killings, held at Brazil Fund headquarters

Rio Grande do Sul

- Association of Mothers and Friends of At-Risk Children and Adolescents – Amar
 - Ilê Asé Iyemonjá Omi Olodô
 - Mother Cristina Solidary Action Association

MAY

Acre

- Hunikui do Caucho Association of Farmers and Harvesters, on the Kaxinawá Indian Reservation do Caucho, Tarauacá Tributary.

ORGANIZATIONS VISITED IN 2013



APRIL

Minas Gerais

- Lesbian Association of Minas - ALEM
- Nzinga - Black Women's Collective
- Popular Community Cooperation Center - Casa Palmares
- Popular Committee of those Affected by the World Cup - COPA

Rondônia

- Maria dos Anjos Center for the Defense of Children and Adolescents - CDCA RO
- Madeira Vivo (Live Wood) Institute - IMV

Mato Grosso

- Mato Grosso Forum for the Environment and Development - FORMAD

Federal District

- Society of the Bicycles

JUNE

São Paulo

- Unity and Inclusion in Network and Radio - UNIRR

SEPTEMBER

São Paulo

- Popular World Cup Committee of São Paulo

OCTOBER

Ceará

- Homeless Workers Movement - Ceará Collective
- Network of Communities threatened with removal
- Olho Mágico (Magic Eye) - Audiovisual Education/Communication in Mobile Media
- Permanent Forum of Non-Governmental Organizations in Defense of the Rights of Children and Adolescents - DCA Forum
- Sustainable Development Network of greater Bom Jardim
- Urucum Flower Collective



PROMOTION OF SOCIAL JUSTICE PHILANTHROPY

PARTNERSHIPS

Another goal for the Brazil Human Rights Fund is to create more expressive participation for philanthropy within the country with regard to support for small-scale civil society organizations and groups that defend human rights.

In the first seven years of its existence, the foundation earned legitimacy and executive capacity, aside from establishing solid partnerships with local grassroots organizations throughout the country.

Brazil Fund members actively participate in different discussion spaces with specific and varied audiences, with the goal of showing why the Fund's work stands out: empowering victims of human rights violations to seek after and transform their own realities, on their own.

Based on this experience, the foundation is working to become more widely recognized as a solid source of independent resources for organizations defending human rights.

INTERNATIONAL AND CORPORATE SUPPORTERS

Efforts to land international supporters gained new momentum in 2012 and 2013. In the second semester of 2012, work by Strategic Development consultant Malak Poppovic led to a new perspective for the Brazil Fund and brought with it new ways of presenting philanthropy directed toward social projects.

As a result, partnerships were formed with the Ford Foundation, to hold special issue funding rounds in 2012 and 2013; and with the Oak foundation, in 2013, for the creation of a new line of funding focusing on criminal justice.

At the same time, the foundation was also looking to corporate support. New partnerships were sealed with Itau Bank and Itaipu Binacional, who supported projects selected during the annual 2012 round; and with Petrobras, in 2013, leading to the "Strengthening the Empowerment of coordinated networks in the promotion of human rights in Brazil" project.

SAO PAULO TAX REBATE

One of the programs that has become increasingly important in terms of mobilizing resources is the São Paulo Tax Rebate. Since 2012, partnering stores have been collecting sales receipts on the Fund's behalf. These receipts can then be registered on a specific website set up by the São Paulo State Treasury, through which the foundation receives a percentage of the total spent on the product or service as part of the rebate program. The amount collected via this mechanism has increased every year, due to an increased number of collectors.

AMOUNTS COLLECTED	
2012	2013
80.218,59	111.197,36

PARTNERING STORES	
2012	2013
40	46

To develop a closer relationship with the stores who have donated these receipts, the Brazil Fund held campaigns in 2012 and 2013 on especially relevant dates having to do with human rights themes.

In March, the activity was related to International Women's Day (8); in April, Indian's Day (19); in June, Gay Pride Day (29); in July, the Day commemorating the Children's and Adolescents' Statute (13); and in November, Black Consciousness Day (20).

Collaborators received a card and a present -- donated by Natura Cosmetics, one of our partners in the campaign. The campaign's idea is to raise consciousness and awareness about the importance of these dates and the cause of human rights.

FUNDRAISING RESEARCH

In 2013 the foundation invested in research on successful forms of fundraising for NGOs who defend rights, which resulted in various data about how things work, in this regard, in Brazil. The recommendations pointed out the need to diversify the sources of funding and invest specifically in working with individuals, since at the moment, the country is an apt target for this kind of approach.

The goal of the research was to map fundraising initiatives adopted by civil society organizations who work with the defense of rights in Brazil and report on how these activities were successful, strategically, for the fundraising of these organizations.

Also in 2013 the foundation's partnership development area created a timeline and general assessment of the fundraising undertaken from 2007 to 2013.

The end goal of this work was to supply subsidies that can help the Brazil Fund improve its current fundraising mechanisms inside the country in an attempt to solidify its financial sustainability.

NETWORKING

The Brazil Human Rights Fund became a member of the Network of Independent Foundations for Social Justice in 2012. The network aims to promote and diversify a philanthropic culture in the country, one that can guarantee and increase resources available for social justice. The Network's first discussions with society came when representatives of its member organizations, including part of our staff, set up a stand at the Brazil NGO Fair, held in December in São Paulo.



Baobá - Racial Equality Foundation
www.baoba.org.br

Brazil Foundation
www.brazilfoundation.org.br

Casa - Socio-Environmental Foundation
www.casa.org.br

Cese - Reference Center for Combating Racism
www.cese.org.br

Brazil Human Rights Fund
www.fundodireitoshumanos.org.br

Fundo Elas - Social Investment Foundation
www.fundosocialelas.org

PositHiVo Foundation
 (site em construção)

ICom - Community Institute of Greater Florianópolis
www.icomfloripa.org.br

Maranhão Lowlands Community Institute
www.institutobaixada.org

Rio Institute
www.instituto.org.br

TRANSPARENCY AND COMMUNICATIONS

To reach the goal of providing ample visibility to groups and actions in defense of human rights throughout the country, the Brazil Fund is looking to implement a strategic communications policy.

Three specific strategies have been adopted.

The first consists of forwarding press releases to spread important news. The main action in this regard has been publicizing information on the selection process of the annual and special issue funding rounds. Information has also been released to the press on the activities carried out by the foundation, such as campaigns based on thematic dates, produced by the Tarso Strategy and Communications agency; training events for beneficiaries; and the seminar, "Progress and challenges for the defense of human rights in the country", held in 2013.

The focus of the second component has been publicizing activities carried out via the supported projects. The actions implemented locally by beneficiaries have led to increasing recognition of the Brazil Fund in different Brazilian states. The diffusion of this information comes via the groups themselves, who are encouraged to approach the media during training activities held by the Brazil Fund.

And through partnerships with a communications agency, we have developed the third component, which consists of establishing direct contact with print and online media to spread our message. This contact occurs both through collective messaging, sent out by the communications staff of the foundation, as well as from the agency itself, who is charged with finding these possibilities.

Aligning fundraising and communications strategies, a plan of action focusing on institutional positioning was developed and already underway in 2013. In the same vein, and together with Tarso, efforts were made to clearly define the Brazil Fund's brand, in an attempt to increase visibility with regard to our defined target audience and to facilitate the process of reaching out.

Furthermore, the content and graphic design of the Brazil Fund was improved; new print and digital materials were created for distribution and institutional campaigns in magazine advertisements and online social networks.

✓ 463.4 thousand visits to the Brazil Fund's website in 2013 -- 93.7% more than in 2012, when there were 239.2 thousand.

✓ 59 news items published in 2013; an increase of 29% in relation to 2012, there were 46.

✓ 1.9 thousand likes on Facebook and 170 on Twitter in 2013.
An increase of 201% and 86.8%, respectively, compared to December, 2012.

MAGAZINE

In 2012 a magazine commemorating the Brazil Fund's first five years was published. The magazine was sent out to individuals and institutions who maintain contact with the foundation along with several civil society organizations.

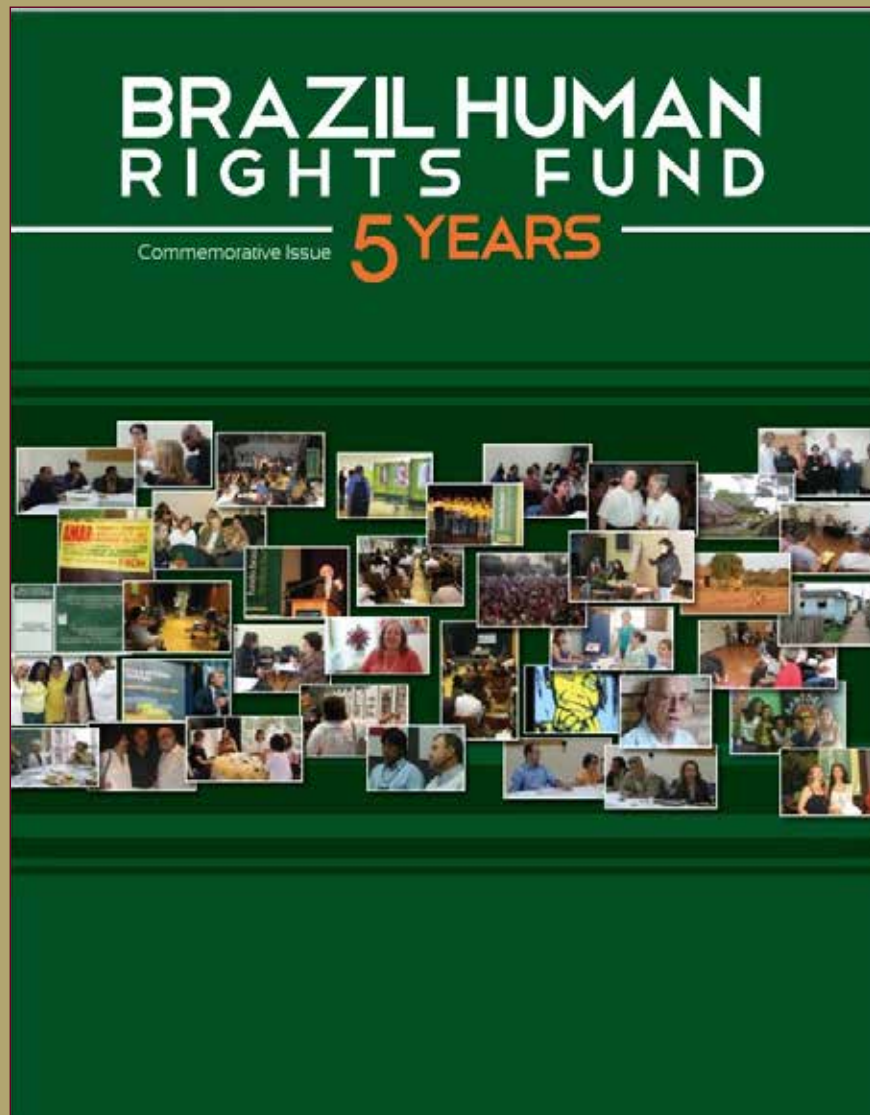
The material presented the Brazil Fund to new partners and reached the public via two events: at the Gife Congress -- the Group of Institutes, Foundations and Corporations, in March; and at the 2012 Conference held by the Ethos Institute for Companies and Social Responsibility, in June. The magazine is available for download at our website (www.fundodireitoshumanos.org.br).

For the first time we were able to reach distinguished audiences in large newspapers and magazines. One example is the presence of one of our board members, Jurema Werneck, in a report on a very high-profile issue, the appointment of Congressman Marcos Feliciano to the presidency of the Congressional Human Rights Commission. The interview was published in March of 2013 in the Estado de São Paulo.

The Google Alerts tool shows at least 75 occurrences of direct mentions of activities held by the Brazil Fund or involving its support.

Direct communication with the public at large comes via an online bulletin, sent out by e-mail. Over these two years, seven editions were produced, containing summaries of our activities. The bulletin was also published on Facebook and distributed to a list containing 2,000 contacts.

Furthermore, the Brazil Fund intensified its permanent and direct dialogue with society through social networks on the internet, such as Facebook (facebook.com/fundobrasil) and Twitter (twitter.com/fundobrasil).



CAMPAIGNS

DOIS PESOS-PENA NA BRIGA PELO TÍTULO. DAS SUAS TERRAS. DA SUA CULTURA. DA SUA GENTE.



ESSA LUTA TAMBÉM É NOSSA.

Garantir os direitos humanos no país, que inclui a proteção dos direitos dos índios e sua diversidade cultural, é a missão do Fundo Brasil de Direitos Humanos. Somos uma fundação de direito privado instituída em 2005 para apoiar iniciativas no combate à violência institucional e à discriminação. Propomos uma alternativa de investimento social para empresas e pessoas físicas que apoiam a melhoria da qualidade de vida e o respeito a todas as populações.

Por isso, lançamos anualmente editais e recebemos projetos de todas as regiões: 176 destes já foram viabilizados, sendo 11 relacionados às causas dos povos indígenas. Uma conquista que só é possível graças a mais de 4 milhões de reais.

Faça parte desta luta, contribua e ajude o Fundo Brasil a construir um país melhor para todos nós.

19 DE ABRIL É DIA DO ÍNDIO.

11 3206-7862
www.fundodireitoshumanos.org.br | www.facebook.com/fundobrasil | twitter.com/fundobrasil



ESTAMOS LUTANDO CONTRA UM NEGÓCIO DE US\$ 32 BILHÕES POR ANO.



O tráfico de mulheres e crianças, tanto para exploração sexual quanto para o trabalho escravo, é um negócio internacional que já levou de nosso país para o exterior mais de 70 mil pessoas. Segundo o Escritório das Nações Unidas para o Combate às Drogas e ao Crime, a prática faz em todo o mundo 2,5 milhões de vítimas e gera 32 bilhões de dólares por ano para criminosos.

O Fundo Brasil de Direitos Humanos luta contra todas as formas de violação de direitos fundamentais, apoiando, inclusive, iniciativas de sociedade civil que trabalham nessas temáticas. A Fundação, sem fins lucrativos, já destinou mais de R\$ 5 milhões a cerca de 200 projetos em todo o país, contando com investimento social de pessoas e empresas mobilizadas pelo desenvolvimento nacional com a garantia dos direitos humanos.

Contato em nosso site ou projetos apoiados. Faça parte desta luta. Contribua com o Fundo Brasil para a construção de um país melhor para todos.

23 DE SETEMBRO. DIA INTERNACIONAL CONTRA A EXPLORAÇÃO SEXUAL E O TRÁFICO DE MULHERES E CRIANÇAS.

11 3206-7862
www.fundodireitoshumanos.org.br | www.facebook.com/fundobrasil | twitter.com/fundobrasil



Another way the Brazil Fund is looking to insert itself in the media came in a campaign done in partnership with Tarso Strategy and Communications. The idea was to create advertisements that called attention to different human rights themes and to the work done in this area. Sites, magazines and newspapers ran the pieces without cost, in support of the initiative.

In the first semester of 2013, the campaign appeared in two widely distributed magazines: an advertisement about Indian's Day (April 29) was published in the weekly Newsweek, Brazilian edition; and another about the Abolition of Slavery (May 13) in the magazine, Carta Capital.

On the International Day against Sexual Exploitation and Trafficking of Women and Children (September 23), there was an advertisement published in the magazine América Economia Brasil. A monthly published in both Spanish and Portuguese, the magazine has a circulation of 30 thousand and is directed at executive decision makers.

The other two pieces were published in the magazine, Filantropia. One alluded to Children's Day (October 12) and the other, to Human Rights Day (December 10). The publication is directed at the non-profit sector, business owners and executives of companies who adopt social responsibility policies and practices, along with opinion makers. Its circulation spans the entire country, with three thousand subscribers and a bi-monthly printing of 15 thousand copies.

All the advertisements produced were published on our site and Facebook and Twitter pages, as well; along with having been distributed via e-mail to our mailing list. See them all here: www.fundodireitoshumanos.org.br/v2/pt/campaign/all

NEW PRODUCTS

Continuing with the goal of publicizing the foundation's work and supporting human rights organizations, three new products were launched in December, 2013.

The first was a new institutional video, which shows the Brazil Fund's work and its training activities.

As part of the "Strengthening the Empowerment of coordinated networks in the promotion of human rights in Brazil" project, carried out in partnership with Petrobras, we published an informative brochure, to help organizations strengthen their actions; and a temporary website that to provide transparency and visibility for the project, along with information on the supported issues.



PUBLIC EVENTS

Aside from the debate and show held to mark the launch of the annual funding rounds, the foundation was present at public events held by partners, taking advantage of these opportunities to shares its positions and interact with society.

JUNE, 2012

In the event announcing the first special issue funding round by the Brazil Fund, at the People's Cup, during Rio+20, the foundation's staff participated in several discussions. The goal was to get an up close perspective of the real, current demands of organized civil society related to the defense of socio-environmental rights and accompany the activities of groups supported by the foundation.



The foundation was also present, for the second consecutive year, at the LGBT Cultural Fair, held in the Vale do Anhangabaú in São Paulo. Together with a group of 11 volunteers, the team presented visitors with information about projects in defense of the right to sexual diversity that are supported by the Fund.



NOVEMBER AND DECEMBER, 2012

In commemoration of Black Consciousness Day (November 20), the Ethos Institute for Companies and Social Responsibility held a seminar in São Paulo called "Affirmative Action for the Promotion of Racial Equality". With support from the Brazil Fund, the event presented a panorama of black presence in companies and discussed the toxic effects of racism.

At the beginning of December, 2012, a feijoada (traditional Brazilian meal) was held for the presentation of projects supported during the special funding round, "Human Rights and Urban Development", at the Sacopã Quilombo in Lagoa Rodrigo de Freitas, Rio de Janeiro.



On the 19th, the president of the Board of Trustees, Sérgio Haddad, released his first novel, "Apartamento 34". The book tells the story of a group of friends and reveals different postures of resistance to the military regime, reconstructing different connections among civil society of that time. Earnings from the first print were donated by the author to the foundation.



PROMOTION OF SOCIAL JUSTICE PHILANTHROPY

From December 6 to 8, the Brazil Fund staff accompanied the main discussions at the Brazil NGO Fair, held at Expo Center Norte. The staff also received visitors to the stand at the Network of Independent Foundations for Social Justice. Created in 2012, the Network looks to promote and diversify a philanthropic culture in the country to guarantee and increase resources available for social justice.



JUNE, 2013

The Brazil Fund brought together several different voices from organized civil society in the seminar “Progress and challenges for the guarantee of human rights in the country”, held at the Law Faculty of the Getúlio Vargas Foundation in São Paulo. The event recounted some of the successes and challenges faced and pointed out ways to protect human rights. The social movements and protests that were occurring that month also became a focus of the discussions. The seminar was open to the public and included the participation of groups supported during the 2012 project funding round.



MUSICAL DIALOGUES IN HUMAN RIGHTS

Musical Dialogues in Human Rights, a partnership of the Brazil Fund with SESC-SP since 2009, once again occurred in 2012, this time at Sesc-Belenzinho, in celebration of the launch of the funding round, "Combating institutional violence and discrimination". Vocalist Fabiana Costa gave an emotional show with a repertoire created especially for the event.

In 2013, along with our annual project selection round, the special selection "Sporting mega-events and human rights", held in partnership with the Ford Foundation, was also announced during the show at Sesc Pinheiros. Carlinhos Antunes & Orquestra Mundana, with special guest Renato Braz, presented the concert, "Violeta Terna e Eterna" (Violeta Tender and Eternal), in homage to singer, composer and folklorist Violeta Parra. The Chilean artist dedicated her career to popular culture and the struggle against social injustice and oppression.



PARTICIPATION IN OTHER EVENTS

AUGUST AND SEPTEMBER, 2013

Due to support for projects related to the impact of the World Cup and Olympics and its knowledge on the topic, the Brazil Fund was invited to participate in two panel discussions debating human rights, big enterprise and large infrastructure projects.

The first, "The World Cup in my place", held by the Casa Socio-environmental Foundation in São Paulo from August 23 to 25, brought together 14 representatives from projects supported by the organization and aimed to strengthen initiatives to make public the stories of resistance by communities affected by the mega sporting event.

Similarly, on September 4, the Brazil Fund participated in the panel "Large Projects and Enterprises: due diligence for the respect of human rights, mitigation and remedy of impacts", promoted during the Ethos Conference in 2013. The debate was part of the module "Human Rights -- respect for human rights and their value to business" and drew attention to the occurrences of violations of rights related to populations, cultures and activities during the construction of the huge projects.

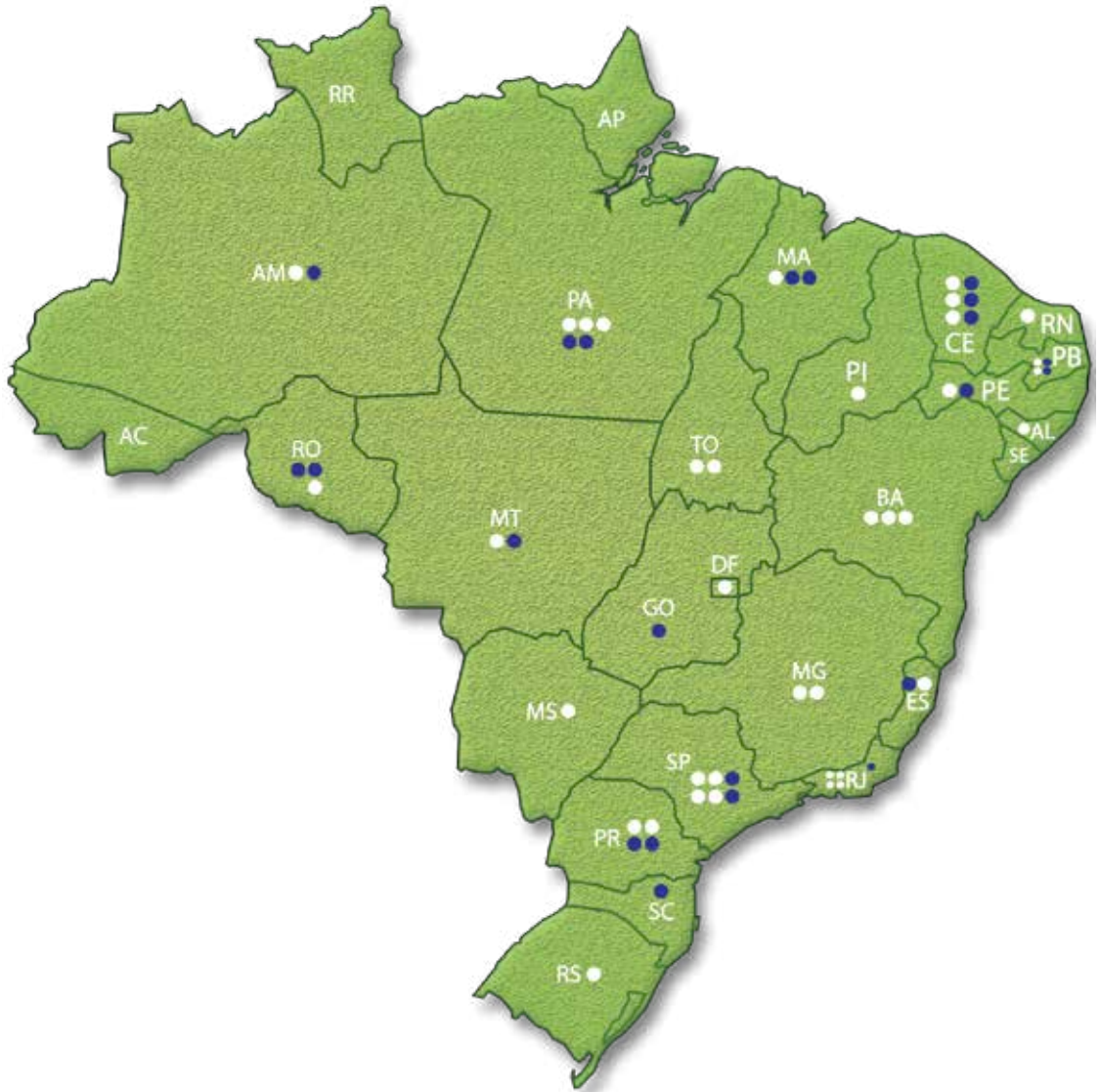
The consequences of the country's development and the role of civil society in this process were topics at the 8th São Paulo Foundations Meeting, held on September 13.

The Brazil Human Rights Fund marked its presence on the panel that debated "Dilemmas and challenges to Brazilian development".

OCTOBER, 2013

With the recognition of its experience and pioneering initiative to stimulate social investment and develop social justice-focused philanthropy, the Brazil Human Rights Fund was invited to share its experiences at the 12th International Human Rights Colloquium, promoted by Conectas and running from October 12 to 19. The importance of the Brazil Fund as an philanthropic alternative was emphasized, through donations and institution-strengthening actions.

SUPPORTED PROJECTS



● PROJECTS SUPPORTED IN 2012
● PROJECTS SUPPORTED IN 2013

WOMEN'S RIGHTS

2012

ASSOCIATION OF RURAL WOMEN WORKERS FROM JUNCO AND LAGO DOS RODRIGUES - AMTR (MARANHÃO)

Goal: Continuing the process of training female leaders in dealing with issues such as inequality, discrimination and violence.

Actions: Regional meeting; organization of political action; meetings and assemblies; knowledge sharing.

ASSOCIATION OF INDIGENOUS COMMUNITIES OF PUTYRA KAPUAMO - ACIPK - AMAZONAS

Goal: Share knowledge about human rights and public policies directed at indigenous peoples, while focusing on combating violence against women.

Actions: Workshops on human rights; production and distribution of educational materials; dissemination of information to schools; networking among indigenous leaders and government representatives; seminar.

BAMIDELÊ -- ORGANIZATION OF BLACK WOMEN IN PARAÍBA

Goal: Connect the cultural manifestation of ciranda (a musical folklore form) with schools and community organizing.

Actions: Holding workshops to debate environmental racism and cirandas; a circle of debates; seminar; meeting of cirandeiras; debates.

CALAFETE WOMEN'S COLLECTIVE (BAHIA)

Goal: Mobilizing women residents of the community with a focus on combating discrimination.

Actions: Meeting of leaders to delve deeper into the debate; publicization of information and incentivization of action in defense of human rights.

WOMEN PROSTITUTES GROUP OF THE STATE OF PARÁ

Goal: Create the Gempac Center for Communication to confront rights violations suffered by prostitutes.

Actions: Production of a blog, printed newsletter and audiovisual products to spread information; denunciations of violence suffered.

2013

RURAL WOMEN WORKERS COLLECTIVE OF THE STATE OF MARANHÃO

Goal: Continue the training and mobilization of rural women workers in the struggle for their rights.

Actions: Talks on mobilization and publicization of the project; research on the situation in order to form women's groups; registration; training workshops; forwarding of proposals to relevant authorities.

CUNHÃ FEMINIST COLLECTIVE - PARAÍBA

Goal: Strengthen the social and political organization of the Domestic Workers Trade Union in the city of João Pessoa.

Actions: Workshops on rights and social security; mobilization of special dates; holding public assemblies and meetings; campaign for the guarantee of domestic workers' rights; creation of communications materials to strengthen the trade union.

WOMEN'S FORUM OF ESPÍRITO SANTO

Goal: Connect social movements for the identification of institutional violence at the moment of birth as violence against women.

Actions: Organizing and creation of women's networks; workshops; production of pamphlets, banners and other publicity materials; photography exposition; final report on workshops; formal denunciation report delivered to the Public Prosecutor's Office.

RIGHTS OF CHILDREN AND ADOLESCENTS

2012

MARIA DOS ANJOS CENTER OF DEFENSE OF THE CHILD AND ADOLESCENT - CDCA (RONDÔNIA)

Goal: Increase theoretical and methodological knowledge of leaders, activists and professionals who make up the State Forum for the Defense of the Rights of the Child and Adolescent.

Actions: Political training course in human rights; statewide meeting with existing organizations and social movements in the state to discuss strategies.

CENTER FOR THE DEFENSE OF THE RIGHTS OF THE CHILD AND ADOLESCENT - CEDECA (RIO DE JANEIRO)

Goal: Evaluate the effects of the policy of apprehending children living on the street and/or using crack.

Actions: Monitor shelters; create a documentary; promote public debate in order to raise awareness in public opinion.

CENTER FOR THE DEFENSE OF THE RIGHTS OF THE CHILD AND ADOLESCENT (CEDECA) ZUMBI DOS PALMARES (ALAGOAS)

Goal: Structure a legal and social assistance service to defend children and adolescents.

Actions: Accompany cases; mobilize rights and orientation councils, the system of rights guarantees and competent organs; demand the implementation of new policies.

2013

PERMANENT FORUM OF NON-GOVERNMENTAL ORGANIZATIONS IN DEFENSE OF THE RIGHTS OF THE CHILD AND ADOLESCENT - DCA FORUM - CEARÁ

Goal: Strengthen actions for the creation of an observatory for the rights of childhood and youth with a focus on institutional violence.

Actions: Consolidate human rights organizations to comprise an observatory of the rights of adolescents in state custody; visits to organs responsible for the administration of the system; mobilization of adolescents' mothers; strengthening of adolescents' groups to create a video denunciation.

THE RULE OF LAW AND COMBATING INSTITUTIONAL VIOLENCE

2012

RESIDENTS ASSOCIATION OF THE ANFRÍSIO EXTRACTIVIST RESERVE - AMORA (PARÁ)

Goal: Point out cases of violence occurring in the region due to the lack of security for human rights defenders.

Actions: Train leaders who can multiply their understanding; mobilize the community; hold a regional seminar; encourage the creation of a Human Rights Council in the Xingu and Tapajós Rivers basin.

DOM OSCAR ROMERO CENTER FOR THE DEFENSE OF HUMAN RIGHTS - CEDHOR (PARAÍBA)

Goal: Deal with the problem of police violence and death squad activity.

Actions: Campaign with workshops, seminars and festivities.

POSITIVO PREVENTION WORKGROUP (PERNAMBUCO)

Goal: Confront the discrimination and violence against transvestites and people with HIV/AIDS in the Professor Aníbal Bruno prison.

Actions: Workshops with transvestites and people with HIV/AIDS; actions aimed at prevention of STDs.

2013

POPULAR LEGAL ASSISTANCE OF THE CERRADO - GOIÁS

Goal: Contribute to the process of re-connecting the activities of the Goiás Committee for the End of Police Violence.

Actions: Mapping of new cases; accompaniment of legal cases; mobilization efforts among families and the community.

URUCUM FLOWER COLLECTIVE - HUMAN RIGHTS, COMMUNICATIONS AND LEGAL ASSISTANCE - CEARÁ

Goal: Develop actions to prevent embarrassment and institutional violence related to land conflicts in the Poço da Draga community.

Actions: Continue social mapping work; capacity-building with residents in order to update existing social maps; educational workshops in rights; accompaniment of municipal legislation.

HUMAN RIGHTS DEFENDERS INSTITUTE - DDH - RIO DE JANEIRO

Goal: Graduate a new class in the Popular Training in Human Rights Course in the Borel community.

Actions: Evaluation of conflicts resulting from the implementation of UPPs (Police Pacification Units); holding of the popular course; institutional communications about the project; creation of a database with denunciations of violations; publicization of the report to national and international entities.

SUSTAINABLE DEVELOPMENT NETWORK OF GREATER BOM JARDIM - CEARÁ

Goal: Connect the local process of youth engagement with groups directly involved with the network for public monitoring and social control of public safety policies.

Actions: Organization and mobilization; holding the seminar; research for monitoring; popular monitoring and public awareness; shared production of a script and production of a documentary; production of communications materials; planning for how to forward emblematic cases of assassinations to the authorities.

STRUGGLE AGAINST RACISM AND OTHER FORMS OF DISCRIMINATION

2012

FORMAÇÃO KNOWLEDGE CONNECTIONS GROUP / CASA DE PRETAS COLLECTIVE (MINAS GERAIS)

Goal: Further empower black students from popular backgrounds to pursue academic and political careers.

Actions: Training; elaboration of diagnostics, mappings, propositions and policy and affirmative actions evaluations directed at providing access to and permanency of black students in federal universities. Institute of Afro-Brazilian Studies.

MANUEL QUERINO - IMAQ / PALMARINO CIRCLE SÃO PAULO

Goal: Stimulate the raising of awareness and mobilization of society with regard to the negative impacts of racism against Afro-descendants.

Ação: Production of a folder and training for five people in five states; research on removals and evictions, police violence, public health and incarceration of the black population.

2013

BLACK YOUTH POLITICAL NETWORK

Goal: Promote the value of black Brazilian youth's right to life and contribute to confronting their genocide.

Actions: reprinting, launch and dissemination of the text "Black Youth in Brazil -- trajectories and struggles"; encounters in youth areas such as schools, social, cultural and sporting institutions, health clinics and religious spaces.

SONS OF ABASSÁ - ABASSÁ DE OXUM E OXÓSSII - NATIONAL BANTU NATION MOVEMENT - MONABANTU - SÃO PAULO

Goal: Collaborate in defense of the traditional African religious practitioners' sacred territories in the São Paulo metropolitan region.

Actions: Presentation of a proposal together with networks, forums and leaders; mapping of the territories; funding for debates; holding of debates; negotiation with the authorities and managers of public spaces; production of a folder.

MUNDURUKU PEOPLE OF THE UPPER TAPAJÓS - PUSURU INDIGENOUS ASSOCIATION - PARÁ

Goal: Combat discrimination and racism suffered by the Munduruku people.

Actions: Community elaboration of a pamphlet about the rights of the Munduruku people; production of an informational video and campaigns in village schools and neighboring towns.

FREEDOM OF SEXUAL ORIENTATION

2012

GAY GROUP OF CAMAÇARI (BAHIA)

Goal: Act together with the public authorities to change the attitudes of public servants so they respect differences; combat violence and discrimination against the LGBT population.

Actions: Meetings with representatives of public organs; production of educational materials and workshops; implantation of the Citizen's Desk; mobilization in favor of approving the law that allows for identification of trans peoples by their social names.

PIAUI TRANSSEXUAL AND TRANSVESTITE GROUP - GPTRANS

Goal: Elaboration of educational material and holding of workshops on human rights and gender identity.

Actions: Creation of educational material; home visits to families of incarcerated transvestites and transsexuals; partnerships to strengthen access of the incarcerated to their rights to basic assistance.

RIGHT TO LAND AND DECENT LABOR

2012

FAXINAL COMMUNITY ASSOCIATION (PARANÁ)

Goal: Guarantee faxinalense people their autonomy in the struggle in defense of their rights against encroaching agro-business.

Actions: Introductory seminar and closing seminar; workshops on legislation; creation of a folder to be used for consultation.

SACOPÃ QUILOMBO CULTURAL ASSOCIATION (RIO DE JANEIRO)

Goal: Guarantee the permanence of the Sacopã Quilombo community on its territory.

Actions: Restructuring of the association's office; legal training; public mobilization; holding of seminars; creation of informational materials; training residents to use digital media.

COMMUNITY ASSOCIATION OF MARAMBAIA ISLAND QUILOMBO DESCENDANTS - ARQUIMAR (RIO DE JANEIRO)

Goal: Contain the removal of quilombo descendants from Marambaia Island and seek legal recognition of the territory.

Actions: Accompany legal and administrative processes; promote meetings with legal assistance and the authorities; hold workshops on human rights and environmental preservation; elaborate informational material.

ACAUÃ QUILOMBO RESIDENTS ASSOCIATION - AMQA (RIO GRANDE DO NORTE)

Goal: Fight legal battles in defense of the rights of quilombo descendants.

Actions: Advocacy training for the first quilombo student to reach college in Acauã; meetings with the community;

ASSOCIATION OF GUM AND RUBBER WORKERS - MONTE ALEGRE (PARÁ)

Goal: Promote the recognition and realization of the rights of extractivist workers in the gum plantations of Monte Alegre.
Actions: Carry out social mapping of the gum plantations; produce informational materials; collect data and material proof on which to base demands for benefits; create an ethnographic documentary.

MADEIRA VIVO (LIVE WOOD) INSTITUTE - IMV (RONDÔNIA)

Goal: Denounce socio-environmental rights violations due to the implantation of the Madeira River Hydroelectric Complex.
Actions: Continue the radio program denouncing the violations.

TONICO BENITES, GUARANI-KAIOWÁ INDIAN (MATO GROSSO DO SUL)

Goal: Research in order to map, evaluate and denounce violence against indigenous families.
Actions: Organize a multi-disciplinary team; accompany the services indigenous peoples receive; forward urgent demands; hold a closing meeting; build formal representation by community leaders.

UNITY AND INCLUSION IN NETWORKS AND RADIO - UNIRR (SÃO PAULO)

Goal: Form community communicators in occupations in the Taboão da Serra region.
Actions: Coordinators' meeting; opening encounter; holding of ten workshops; closing seminar and program launch.

2013**RURAL COMMUNITY ASSOCIATION OF IMBITUBA - ACORDI - SANTA CATARINA**

Goal: Promote anthropological and legal assistance to the social group involving around one thousand families in several neighborhoods.
Actions: Monitor legal and administrative proceedings; analyze legal actions underway; produce cartographic and topographic studies; bring together information for a newsletter; promote workshops on collective rights; hold meetings with municipal institutions.

DOMESTIC WORKERS' ASSOCIATION OF CAMPINA GRANDE - PARAÍBA

Goal: Strengthen organizations that represent domestic workers, sustaining the struggle for decent labor.
Actions: Training course on trade unions, decent labor and the human right to work; formalizing of the trade union and legal assistance; creation of an online page; production and distribution of virtual and printed bulletins.

BALSAS PASTORAL COMMISSION - CPT - MARANHÃO

Goal: Carry out actions to prevent and combat against the over-exploitation of workers and slave labor.
Actions: Prevention of slave labor; activities that awaken the role of youth in looking for improved living conditions; actions to provoke the creation of public policies that benefit the population.

COUNCIL OF ASSOCIATIONS AND COOPERATIVES OF THE LOWER AND MIDDLE MADEIRA - CONACOBAM-RO

Goal: Create conditions to improve the Council's work toward dialogue and negotiations with public organs and hydroelectric projects.
Actions: Meetings to evaluate negotiations; discussion meetings and forwarding; participation in meetings to monitor socio-environmental compensations; monitoring of claims and demands; systematization of data.

XINGU FOREVER MOVEMENT - PARÁ

Goal: Guarantee the defense of the Xingu River and the recognition of fundamental rights of the Xingu peoples in relation to the Belo Monte hydroelectric complex.

Actions: periodic visits to the communities to gather information and hold workshops; debate among specialists; collect and forward denunciations; share facts through communications campaigns; offer assistance to threatened communities; support and hold public assemblies.

SOCIAL ORGANIZATION OF NORTHWEST MATO GROSSO INDIGENOUS PEOPLES - OIMECRIKANAZ

Goal: Offer indigenous peoples legal clarifications on their rights and inform them of legislative measures that might threaten them.

Actions: Workshops in villages on indigenous rights and large-scale projects; construction of channels for political networking.

EDUCATIONAL SECTOR OF THE LANDLESS RURAL WORKERS MOVEMENT - PARANÁ

Goal: Contribute to strengthening the struggle for protection and defense of the rights of landless children and adolescents.

Actions: Seminar; production of educational materials and pamphlets; workshops and mobilizations to spread awareness about the right to education.

SOCIO-ENVIRONMENTAL RIGHTS IN CITIES AND LARGE-SCALE INFRASTRUCTURE PROJECTS**2012****NETWORK OF COMMUNITIES THREATENED WITH REMOVALS (GEARÁ)**

Goal: Strengthen the connections and resistance of the population threatened with removal due to preparations for the 2014 World Cup games

Actions: Holding of workshops to debate the local reality; technical study of the changes proposed in the Fortaleza Master Plan; legal and administrative representations to the competent organs.

URUCUM FLOWER COLLECTIVE - HUMAN RIGHTS, COMMUNICATIONS AND LEGAL ASSISTANCE (GEARÁ)

Goal: Elaboration of social maps of territories in conflict with the projects developed for the 2014 World Cup.

Actions: Debate on topics such as land title regularization; organize a process of self-mapping; produce a documentary about the stages of construction of these social cartographies.

POPULAR WORLD CUP COMMITTEE OF PORTO ALEGRE (RIO GRANDE DO SUL)

Goal: Consolidate the Popular World Cup Committee and increase its relevance as a political actor.

Actions: Establish and foment the communication of the groups involved; offer legal assistance; organization the formation of new groups; offer collective support on rights; stage mobilization marches.

POPULAR WORLD CUP COMMITTEE OF SÃO PAULO

Goal: Mobilize residents in areas affected by the urban interventions related to the 2014 World Cup.

Actions: Promotion of debates in the affected communities; door-to-door canvassing; creation and distribution of folders, pamphlets, bulletins and videos; human rights workshops for leaders; statewide semina.

POPULAR WORLD CUP AND OLYMPICS COMMITTEE OF RIO DE JANEIRO

Goal: Increase the reach of denunciations on human rights violations due to the 2014 World Cup.

Actions: Meetings to encourage the creation of centers; holding of debates; production and distribution of materials on the impacts of sporting mega-events; reprinting of the dossier on human rights violations; public acts.

POPULAR COMMITTEE OF THOSE AFFECTED BY THE WORLD CUP IN BELO HORIZONTE (COPAC-BH)

Goal: Defend and promote the rights to housing and to work of communities threatened with removals and informal workers.

Actions: Production and launch of folder; campaign to publicize human rights violations; legal assistance; seminars and debates; public acts; creation of a study group.

MATO GROSSO ENVIRONMENT AND DEVELOPMENT FORUM - FORMAD

Goal: Spread information about the socio-environmental impacts stemming from the 2014 World Cup.

Actions: Mobilize the target population; hold workshops; present socio-economic and environmental studies; production of communications materials.

AMBIENS RESEARCH, EDUCATION AND PLANNING INSTITUTE (PARANÁ)

Goal: Mobilize social groups and communities impacted by the 2014 World Cup.

Actions: Meetings and workshops with distribution of folders and booklets; round-table debate; public acts; production of information for updating of the dossier; public event.

JUBILEU SUL BRASIL INSTITUTE (SÃO PAULO)

Goal: Monitor human rights violations stemming from the 2014 World Cup.

Actions: Production of a pamphlet with information on forms of mobilization; updating of the National Dossier of Human Rights Violations; report on exceptionalist laws.

HOMELESS WORKERS MOVEMENT (MTST) - STATE COLLECTIVE OF CEARÁ

Goal: Carry out political, technical and social training to debate with residents about the impacts of interventions connected to the 2014 World Cup.

Actions: Editing of journal; mass training; leader training; assemblies; creation of folklore stories and traveling popular museum; closing seminar.

ODARA - BLACK WOMEN'S INSTITUTE (BAHIA)

Goal: Guarantee that informal black women workers can sell their products in areas of FIFA presence during the 2014 World Cup.

Actions: Traveling workshops; mobilization of black women's organizations; dialogue round table; production and distribution of pamphlet.

SOCIETY OF THE BICYCLES (FEDERAL DISTRICT)

Goal: Obtain data on which to base a critical analysis of projects related to mobility in cities hosting the 2014 World Cup.

Actions: Gathering data on the fleet of public transportation vehicles in the Federal District; gathering data on bus lines; accompaniment and analysis of ciclovia conditions; opinion research on transportation conditions; elaboration of a document with all stages of the project.

2013**SEX PROFESSIONALS ASSOCIATION OF PERNAMBUCO - APP**

Goal: Strengthen the struggle for recognition of the rights of sex professionals and stimulation of dialogue with the public authorities about the actions of security agencies during the 2014 World Cup.

Actions: Create the project's brand for use in folders, cards and banners; holding workshops; monitoring prostitution zones in relation to police treatment.

ENDOWMENT, INSTITUTIONAL SUPPORT AND SPECIAL ISSUE PROJECT SELECTION ROUNDS

Ford Foundation

INSTITUTIONAL SUPPORT

Brot fuer die welt

PROJECTS SUPPORT

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2012

Animale	Lucy in the Sky	Pop Up	Camem di Granato
Empório Baby & Kids	Dipollini	Hering	Santa Gula
Espaço Fashion	Missinclof	<i>(VILA MADALENA)</i>	Pachamama
Mr. Cat, Richards	Jabour Já	Antes de Paris	Mimmo
Yachtsman	<i>(SHOPPING PÁTIO HIGIENÓPOLIS)</i>	Fábrica Brinquedos	<i>(RUA OSCAR FREIRE)</i>
<i>(SHOPPING VILLA LOBOS)</i>	Animale	Maria Andrade	Shendel
Farm	Aramis Menswear	Os Quindins	Verano
Mr. Cat	Lucy in the Sky	Polly Magoo	Boa Viagem
Pop Up	Planet Girl	Suzana Izuno	Fabiana Modas
Richards	Yatchman	Villa Nova	<i>(RUA DO AROUCHE)</i>
Sky Land and Sea	<i>(SHOPPING BOURBON)</i>	Tecidos Todas as Ondas	Hering
Cavaleira	Cordoban Calçados e Bolsas	Bel Paoliello	Cria Moda
Animale			<i>(RUA BARÃO DE ITAPETINGA)</i>

2013

Farm	Bel Paoliello	Casarão	Phillip Monica
Mr. Cat	Carmem di Granato	Atelier do Sabor	D. Zarm
Sky Land and Sea	Santa Gula	Sweet Point	Dudalina
Pop Up	<i>(VILA MADALENA)</i>	Frigideira Paulista	Osklen
Animale	Pachamama	<i>(REPÚBLICA)</i>	Animale
Lucy in the Sky	Pop Up	Hering	<i>(SHOPPING JARDIM ANÁLIA FRANCO)</i>
I.Stick	284	Cria Moda	284
<i>(SHOPPING PÁTIO HIGIENÓPOLIS)</i>	<i>(RUA OSCAR FREIRE)</i>	<i>(RUA BARÃO DE ITAPETINGA)</i>	<i>(SHOPPING CIDADE JARDIM)</i>
Yachtsman	Hering	Munny	284
Mr. Cat	<i>(RUA MARIA ANTÔNIA)</i>	Ellus	<i>(SHOPPING MARKET PLACE)</i>
Animale	Planet Girls	Mr. Cat	Teatro Fernando Torres
<i>(SHOPPING VILLA LOBOS)</i>	Yachtsman	Morph	<i>(TATUAPÉ)</i>
Fábrica Brinquedos	Animale	Puket	
Os Quindins 1	<i>(SHOPPING BOURBON)</i>	I. Stick	
PollyMaggoo	Verano	Trintee	
Suzana Izuno	Fabiana Modas	Capodarte	



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