

COVER  
ACTIVITIES  
REPORT 2014

 **fundo brasil** de  
direitos humanos

# ABOUT US

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\* In 2014, Marcos José Pereira da Silva also presided on the Fiscal Board

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\* In 2014, Sérgio Haddad was President of the foundation; Denise Dora, Vice-President of Finance; Jorge Eduardo Durão was Vice-President of Training Programs; and Sueli Carneiro, Vice-President of Projects.

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# OUR ACTIVITIES

## MISSION

The mission of the Brazil Human Rights Fund is to promote respect for human rights in Brazil, creating innovative and sustainable mechanisms that channel resources toward strengthening civil society organizations and developing social justice philanthropy.

## OUR STATS

◎ R\$ **8,3** million donated to human rights organizations

◎ **9** annual funding rounds and 5 special issue rounds

◎ **6182** proposals received

◎ **259** projects supported

◎ **16** training workshops held

◎ **105** visits to projects in all five regions of the country

◎ **21** thematic workshops, shows e other special events

◎ **13** campaigns and **21** communications products

## OUR ACTIVITIES



### SOCIAL JUSTICE

Defenders of reducing inequality and deepening democracy in Brazil face, since last year's elections, a challenging and, in a way, surprising political and institutional scene, in terms of rapidly advancing conservatism. That setting is comprised of a National Congress that is startling in its strong influences from so-called "bullet" sectors, agro-business and religious fundamentalism.

Worldwide, the international dimension of the regression is marked by the perverse combination of brute capitalism and the advance of authoritarianism and control over individuals. It is clear that this is reflected in Brazil, a country in which the dominant development standard includes as its counterpart the multiplication of rights violations among various segments of the population.

To this current moment, marked by political radicalization and the animosity of the rich and upper middle class against the poor, we can add our traditional and still unresolved structural problems. The result is the maintenance of inequality, threats against gains in human rights, and institutional violence.

New forms of exclusion, related to our colonial, slavocratic heritage, segregate those who don't belong to the groups privileged by the current economic model and feed social injustices.

In this setting in which social movements and non-governmental organizations need strategies to take on the new actors on the right, the Brazil Human Rights Fund plays a fundamental role in the defense of the legacy of the social advancements achieved in recent years and in the construction of new rights as well.

Offering support and training, embracing a wide array of issues and touching every region of the country, the Brazil Fund doesn't just worry about relieving the symptoms of injustice, but rather eliminating its causes.

We work at the root of the problems with the aim of defending rights and empowering social actors. Our goal is to strengthen the protagonism of civil society organizations and networks that participate in various agendas in the field of human rights, so that they can become sustainable and confront the threats against human rights.

In this moment, the role of these organizations in the promotion and defense of human rights has a renewed importance, considering the intensification of class struggles.

Set to commemorate ten years of existence, the Brazil Fund has grandiose numbers to present: R\$ 11.7 million donated to rights-defending organizations through nine annual funding rounds and five thematic rounds; around 300 projects supported; more than 100 field visits to provide oversight; events to increase awareness, campaigns and shows.

Meanwhile, as the resurgence of conservatism clearly shows, we still have much to do. Faced with threats of generalized regressions, the challenge for the Brazil Fund is to promote the empowerment of groups that act at the base of civil society and, in this way, transform the reality of human rights violations and strengthen democracy.

We have a great challenge in front of us to show Brazilian society the importance of funds and foundations and citizen donations in strengthening the democratic process in the country. The Brazil Fund is at the vanguard of these efforts in the country and is working hard to diversify the culture of philanthropy focused on supporting human rights and increasing resources available for social justice.

It is no easy task. Nonetheless, the Brazil Fund's victories over the past decade show that it isn't impossible.

We are ready to continue onward.

Jorge Eduardo Durão

President of the Brazil Fund Board of Trustees

## OUR ACTIVITIES



### NEW ERA

For the Brazil Human Rights Fund, 2014 was a significant year, packed with important milestones. It was the year in which the foundation took a great leap forward with regard to its partnerships in launching funding rounds and specific support channels and, thus, it was able to triple the donations it made to projects.

Another milestone was the expansion of the kinds of social actors reached by the Brazil Fund, which, for example, began working with larger organizations as well, with the goal of increasing our ability to support organizations and individuals who defend human rights.

At the same time, the foundation continued to sponsor its annual funding round, for projects that battle discrimination and institutional violence, which is fundamental for the work of many small organizations active on the frontlines of human rights, that is, at the ground level of society.

That means that in 2014 we maintained our support of up to R\$ 40,000 for projects of up to one year, but, at the same time, we formed partnerships that allowed for donations of up to R\$ 200,000, in the case of organizations working with the issue of Criminal Justice.

Aside from the annual funding, we selected projects through two specific thematic calls, in partnership with the Ford Foundation and a special support round together with the OAK Foundation. That allowed us to respond to demands related to present challenges that are difficult for human rights defenders. The partnership with the OAK Foundation allowed for taking on human rights violations stemming from the provisional detainment regime in the Brazilian Criminal Justice system. In all, donations of up to R\$ 2 million are expected over these two years.

During this expansionary process that marked 2014, we also sponsored a funding round of R\$ 800,000 for strategic litigation projects, with activities in the field of advocacy and communications, which looks to promote, protect and defend human rights.

Thus we were able to contribute significantly to the revision or implementation of public policies and improvements to legislation in terms of the public's rights, especially low-income urban communities, vulnerable groups, minorities, indigenous peoples and traditional communities.

Through the "Sporting Mega-Events and Human Rights" round, we donated up to R\$ 30,000 for proposals with the aim to combat the negative impacts resulting from the organization of these mega-events such as the 2014 World Cup and 2016 Olympics.

In 2014 we also continued the "Strengthening the protagonism of networks in the promotion of human rights in Brazil" project, started in 2013 and sponsored by Petrobras. The project developed communications strategies to increase the impact of the groups supported.

This project also resulted in improvements in the training activities held by the Brazil Fund, which meant increasing social empowerment of six human rights networks that dealt with distinct themes.

We were able to accomplish all of this without lessening the quality of work, which has even greater meaning, given the expansion we experienced in 2014. The new funding rounds, the increase in training and oversight and the strengthening of communications as a strategy show that we are able to grow in our capacity to support human rights without sacrificing rigor and consistency in our work.

Thus we conclude another year fulfilling our mission to practice philanthropy for social justice, which doesn't only concern relieving the symptoms of injustice, but eliminating its causes.

We work directly at the root of the problems, with the aim of empowering social actors in the defense of their rights.

Along with these efforts, carried out over nearly ten years and in full expansion, we also assume, together with other funds and foundations, the task of spreading the idea of philanthropy for social justice, still new to Brazil.

This report presents a succinct account of all that has been done.

We thank all who have contributed to the realization of our work in 2014 and continue onward with the conviction that together we can confront the violations that still persist and the threats to rights already achieved.

Ana Valéria Araújo

Executive Director of the Brazil Human Rights Fund

# SUPPORT FOR CIVIL SOCIETY ORGANIZATIONS

## PROJECTS SUPPORTED

In 2014 the Brazil Fund grew quite a bit. It was a year with new lines of work and the substantial growth of resources destined to support human rights, with the inclusion of new themes, social actors of distinct natures and the possibility of working with projects of a longer duration. At the same time, the traditional support for small-scale projects combating institutional violence and discrimination has been maintained, which is a central characteristic of our actions over the nearly ten years of the foundation.

We launched three funding rounds and a special channel for donations, supporting a total of 52 projects. The foundation channeled a total of R\$ 2,567,306.14 this year to organizations throughout the country that defend human rights.

PROJECTS SUPPORTED	Donation	PROJECTS SUPPORTED
Combating institutional violence and discrimination	526.328,40	14
Sporting mega-events	580.359,30	19
Strategic litigation	454.338,85	11
Criminal Justice	1.002.579,59	6
Emergency support	3.700,00	2
<b>TOTAL</b>	<b>2.567.306,14</b>	<b>52</b>

# SUPPORT FOR CIVIL SOCIETY ORGANIZATIONS



- COMBATING INSTITUTIONAL VIOLENCE AND DISCRIMINATION
- SPORTING MEGA-EVENTS
- STRATEGIC LITIGATION
- CRIMINAL JUSTICE

# SUPPORT FOR CIVIL SOCIETY ORGANIZATIONS

## ANNUAL SELECTION 2014 - COMBATING INSTITUTIONAL VIOLENCE AND DISCRIMINATION

The Brazil Human Rights Fund received 406 proposals for the annual project selection round of 2014. A rigorous process of collection and selection reduced the total to 14 initiatives. The criteria took into account the political context, geographic distribution and the importance of the theme, among other points.

The selection committee was composed of Letícia Tura, Lúcia Xavier, Joênia Wapichana, Renato Roseno, Sandra Carvalho, Sandra Unbehaum and Veriano Terto Jr.

The proposals were selected with the goal of combating violations and promoting human rights in indigenous peoples and traditional communities, the LGBT population, people living with HIV/AIDS and their families, black women, populations affected by large infrastructure projects in urban and rural areas, children, adolescents and youth living in poor outlying areas, and victims of religious intolerance.



Committee of specialists and the Brazil Human Rights Fund Board of Trustees, at the final meeting during the selection process



Specialists work on the selection of projects for the annual funding round

# SUPPORT FOR CIVIL SOCIETY ORGANIZATIONS

## SUPPORTED INITIATIVES

### INTERNATIONAL NETWORK OF THOSE AFFECTED BY VALE (MARANHÃO)

**GOAL:** Strengthening and increasing the coordination of communities and organizations faced with violations of human rights caused by the Vale S.A. corporation and others.

**ACTIONS:** annual meeting of Those Affected by Vale and international caravan in Brazil.

**MAIN THEME:** Socio-environmental rights in the context of mega-projects

### INDIGENOUS WOMEN'S ASSOCIATION OF TAPAUÁ (AMAZONAS)

**GOAL:** Create a motivational space for the struggle for improving indigenous people's quality of life, so that they can participate in public spaces, in search of public services they have a right to.

**ACTIONS:** community workshops; activities with professionals; production of handicrafts; interactive games between indigenous and non-indigenous people.

**MAIN THEME:** Women's rights

### FRIENDS AND FAMILY OF PRISONERS ASSOCIATION (AMPARAR ) – SÃO PAULO

**GOAL:** Guide and support families and friends of inmates in the prison system on their social rights and raise awareness about the prison problem in society.

**ACTIONS:** Legal guidance and assistance; campaigns to end harassment of adolescents; creation of campaign materials; seminars and creation of a popular observatory.

**MAIN THEME:** Guarantee of the rule of law and criminal justice

### BAHIA SEMI-ARID OCCUPATION AND SETTLEMENT COMMUNITY ASSOCIATIONS CENTER (BAHIA)

**GOAL:** contribute to the empowerment of communities, movements and popular organizations in the defense and conquest of their rights. Proportion to those involved in the struggle for land and territory access and participation in public policies.

**ACTIONS:** Course for lay jurists to debate themes such as the state, rights and social movements; publication of printed materials; evaluation meeting.

**MAIN THEME:** right to land and territory

# SUPPORT FOR CIVIL SOCIETY ORGANIZATIONS

## SUPPORTED INITIATIVES

### COCO DE UMBIGADA CULTURAL CENTER (PERNAMBUCO)

**GOAL:** Creation of an online game and workshops in cultural centers and public schools to transmit African stories and thus combat prejudice, racism and religious intolerance.

**ACTIONS:** development of creative methodologies to use in games on school tablets; training of teachers and caretakers; development and publicity of the game.

**MAIN THEME:** confronting racism

### IRONIDES RODRIGUES CENTER FOR AFRO-BRAZILIAN STUDIES (RIO DE JANEIRO)

**GOAL:** Inform and train religious leaders and practitioners of African-origin religions about the legal aspects related to the exercise of the rights to liberty of belief and religion.

**ACTIONS:** Production of folders, banners and videos on social networks; meetings; roundtable negotiation and photography and video of activities.

**MAIN THEME:** Confronting racism

### POPULAR LEGAL ASSISTANCE OF THE CERRADO (GOIÁS)

**GOAL:** Sustain the activities of the Goiás Committee for the End of Police Violence, which includes legal efforts to monitor police investigations, criminal actions and compensation claims.

**ACTIONS:** Monitoring of legal claims; continuation of mapping of new cases; public acts and discussions.

**MAIN THEME:** Guarantee of the rule of law and criminal justice

### LAND PASTORAL COMMISSION OF THE UPPER XINGU (PARÁ)

**GOAL:** Hold seminars and meetings to discuss the challenges related to confronting human trafficking for slave labor and report incidents of this kind to the authorities.

**ACTIONS:** regular meetings with other entities; meetings and training seminars; promotion of a project in schools with talks and projects; a pamphlet about human trafficking; home visits; receiving of reports of human trafficking.

**MAIN THEME:** Confronting human trafficking and slave labor

# SUPPORT FOR CIVIL SOCIETY ORGANIZATIONS

## SUPPORTED INITIATIVES

### CEARÁ COMMITTEE FOR DEMILITARIZATION OF THE POLICE AND POLITICS (CEARÁ)

**GOAL:** To intensify the debate over the demilitarization of the police, publicizing materials and public events involving poorer urban communities, class entities, students and other collectives.

**ACTIONS:** Oversight of cases involving police violence; promotion of popular seminar debates; systematic visits to communities; contacts with victims' associations.

**MAIN THEME:** Guarantee of the rule of law and criminal justice

### YOUTH FORUM (RIO DE JANEIRO)

**GOAL:** Delving into the debate on militarization underway through the installation of Police Pacification Units.

**ACTIONS:** discussion circles; workshops to map violence suffered by black youth; seminar organization.

**MAIN THEME:** Guarantee of the rule of law and criminal justice

### ESPIRITO SANTO BLACK YOUTH FORUM – FEJUNES (ESPÍRITO SANTO)

**GOAL:** Mobilize black youth and society to consolidate political processes of resistance against the extermination of black youth.

**ACTIONS:** Seminar on the issue; promotion of courses and workshops; re-editing of the pamphlet, "Racism: count me out"; holding the 7th State March Against the Extermination of Black Youth.

**MAIN THEME:** Confronting racism

### POSITIVO PREVENTION WORKGROUP – GT P+ (PERNAMBUCO)

**GOAL:** Guarantee the rights of transvestites and people living with HIV and AIDS in two prisons in Pernambuco.

**ACTIONS:** Workshops with transvestites, gays and transsexuals; presentation of sketches dealing with the issue; distribution of material.

**MAIN THEME:** Right to freedom of sexual orientation and gender identity

## SUPPORTED INITIATIVES

### PIAUÍ TRANSSEXUAL AND TRANSVESTITE GROUP – GPTRANS – (PIAUÍ)

**GOAL:** Guarantee the rights of transvestitutes and transsexuals in terms of gender identity, through raising awareness together with public servants.

**ACTIONS:** Production of educational materials; workshops to raise awareness of notions of human rights and social inclusion; visits to education, social assistance and public safety organs.

**MAIN THEME:** Right to freedom of sexual orientation and gender identity

### LUIZ HENRIQUE ELOY AMADO (MATO GROSSO DO SUL)

**GOAL:** Research on the legal situation involving property, mapping of repossessed areas and strengthening the Terena People's Council through legal and political training for chiefs.

**ACTIONS:** Legal research on administrative proceedings; rights workshops; visits to repossessed areas.

**MAIN THEME:** Right to land and territory

## SUPPORT FOR CIVIL SOCIETY ORGANIZATIONS

Listening to a rap by the group Racionais helped university student Jânio Silva develop critical thinking and become an activist in the struggle against the extermination of black youth in Brazil. Jânio belongs to Fejunes (Espírito Santo Black Youth Forum), one of the organizations supported by the Brazil Human Rights Fund.

“Rap contributed, but I realized I needed to extrapolate that. In college, I saw that I could participate in groups and I discovered Fejunes. After a while, they took me in,” he recalls.

Participation in Fejunes answered Jânio’s questions about how to confront racism. With activism, he saw that there are many ways to take on repression. Of the training meetings sponsored by the Brazil Fund, he highlights debates about the democratization of the media and the criminalization of black youth.



Photo: Rivaldo Gomes

Today Jânio Silva of Fejunes feels empowered to confront racism.

# SUPPORT FOR CIVIL SOCIETY ORGANIZATIONS

## STRATEGIC LITIGATION, ADVOCACY AND COMMUNICATIONS FOR THE PROMOTION, PROTECTION AND DEFENSE OF HUMAN RIGHTS

The selection process carefully evaluated 231 proposals received by the Brazil Fund in the call for proposals that focused on this specific theme. Among the criteria were how well the project matched the theme, the type of organization, the issue at hand, geographic distribution and the potential for growth.

Twelve projects were selected after initial organization and analysis by the selection committee, composed of Celeste Maria Gama Melão, Rodnei Jericó da Silva, Salomão Barros Ximenes, Juana Kweitel and Letícia Osório, from the Ford Foundation.

The round, launched in partnership with the Ford Foundation, supported initiatives that promote advancements and changes in the fields of civil, political, economic, social, cultural and environment rights; gender and racial equality; minority rights; rights of indigenous peoples and traditional communities; and the right of media access.

The difference maker in this round was the support for projects by university organizations -- human rights clinics, model offices, legal practice centers, legal assistance services; and/or civil society organizations with the aim of promoting, protecting or defending fundamental rights through strategic litigation and legal interventions with structural goals.

The Brazil Fund encouraged proposals presented in partnership with university centers and civil society organizations.



Committee presents selected projects for the final decision by Brazil Fund directors



Selection committee in conference with Projects Coordinator, Taciana Gouveia

Selection committee works to choose projects to be supported



# SUPPORT FOR CIVIL SOCIETY ORGANIZATIONS

## INITIATIVES CONSIDERED:

### ACCESS - CITIZENSHIP AND HUMAN RIGHTS (RIO GRANDE DO SUL)

**GOAL:** Defending the right to land and housing through legal and extra-legal assistance to communities in greater Porto Alegre (RS).

**ACTIONS:** Community mobilization, legal and extra-legal assistance and meetings and workshops on human rights

**MAIN THEME:** Right to fair and sustainable cities

### TAPEBA DE CAUCAIA INDIAN COMMUNITIES ASSOCIATION - ACI TA (CEARÁ)

**GOAL:** Create a network of organizations to make the Brazilian State take responsibility for violations of the Tapeba people's right to land.

**ACTIONS:** legal workshops on Convention 169 and the right to demarcated land; mobilization seminars; "Terra marcada, vida garantida" (Demarcated land, guaranteed livelihood) campaign.

**MAIN THEME:** Right to land and territory

### RURAL WORKERS LAWYERS ASSOCIATION OF THE STATE OF BAHIA - AATR (BAHIA)

**GOAL:** Assistance to traditional fishing and quilombo communities of the Recôncavo region of Bahia for the defense of their territorial rights in legal and administrative proceedings, through judicial and political confrontation of the socio-environmental impacts of the current development model.

**ACTIONS:** Accompanying the proceedings for the regularization of lands; strategic legal actions; reports to the Public Prosecutor; workshops and development of communications materials.

**MAIN THEME:** Right to land and territory

### ALTERNATIVE AGRICULTURE CENTER OF NORTHERN MINAS - CAAN M (MINAS GERAIS)

**GOAL:** Guarantee the land rights of traditional communities in the Serra do Espinhaço and Vale do Jequitinhonha through direct action with families.

**ACTIONS:** Elaboration of social maps; interchange; community consultations; legal assistance and training in popular communications strategies and media actions.

**MAIN THEME:** Right to land and territory

# SUPPORT FOR CIVIL SOCIETY ORGANIZATIONS

## INITIATIVES CONSIDERED:

### CEARÁ CENTER FOR THE DEFENSE OF THE CHILD AND ADOLESCENT – CEDECA (CEARÁ) —————

**GOAL:** Guarantee the right to education in the juvenile detention system in the state of Ceará.

**ACTIONS:** Communications campaign; mobilization of national organs and international bodies; judgment on public civil suit; creation of resolution proposal together.

**MAIN THEME:** Rights of children and adolescents

### MARIA DOS ANJOS CENTER FOR THE DEFENSE OF THE CHILD AND ADOLESCENT – CDCA (RONDÔNIA) ———

**GOAL:** Guarantee the rights of children and adolescents who have been victims of Madeira River flooding due to the installation of hydroelectric dams.

**ACTIONS:** supplementary efforts to actions by the State Public Defender; popular legal assistance; oversight of juvenile detention centers; coordination for the involvement of other actors.

**MAIN THEME:** Rights of children and adolescents

### FUNDAMENTAL RIGHTS CLINIC OF THE LAW FACULTY OF THE STATE UNIVERSITY OF RIO DE JANEIRO —————

**GOAL:** Consolidate the UERJ Clinic as a space for the academic practice of defense and promotion of human rights in the country.

**ACTIONS:** doctrinaire and jurisprudence research for action in selected cases; production of petitions, memorials and opinions; legal assistance; debates, seminars and workshops; publication of articles and research.

**MAIN THEME:** Guarantee of the rule of law and criminal justice

### HUMAN RIGHTS CLINIC OF THE REGIONAL UNIVERSITY OF JOINVILLE – UNIVILLE (SANTA CATARINA) ———

**GOAL:** Strengthen the university space for monitoring, networking and instigating the construction of new public policies focused on the street population.

**ACTIONS:** Workshop for the creation of an ombudsman; mapping of legal framework and public policies; strategic planning; workshop for homeless population; publication of articles to publicize the cause.

**MAIN THEME:** Guarantee of the rule of law and criminal justice

# SUPPORT FOR CIVIL SOCIETY ORGANIZATIONS

## INITIATIVES CONSIDERED:

### HUMAN RIGHTS LAWYERS COLLECTIVE – CADHU (SÃO PAULO)

**GOAL:** Guarantee the human rights of adolescent and female inmates.

**ACTIONS:** Coordinate and develop action strategies; workshop to discuss violations; strategic meetings with public organs.

**MAIN THEME:** Right to land and territory

### POPULAR LEGAL ASSISTANCE CENTER OF RIBEIRÃO PRETO – NAJURP (SÃO PAULO)

**GOAL:** Strengthen and improve the technical quality of popular legal assistance offered to community groups and social movements in relation to the process of favela removal in the community of João Pessa, the impacts of airport enlargement and the possibilities of inclusion in housing programs.

**ACTIONS:** Legal assistance and oversight of cases; legal claims before the public authorities; accompaniment and legal assistance; forwarding of lawsuits.

**MAIN THEME:** Right to fair and sustainable cities

### DIHUCI STUDY, RESEARCH AND EXTENSION GROUP -- FEDERAL UNIVERSITY OF PIAUÍ

**GOAL:** Defend the rights of traditional populations impacted by the construction of the Transnordestina railroad.

**ACTIONS:** Holding seminars; training of working groups; monitoring and oversight of socio-environmental licensing proceedings; public civil suit.

**MAIN THEME:** Right to freedom of sexual orientation and gender identity

## SUPPORT FOR CIVIL SOCIETY ORGANIZATIONS

The achievement of the right to be heard is emphasized by Joabe Pereira, from the Indigenous Women's Association of Tapauá, in Amazonas. She works to create space for indigenous women on issues connected to women's sustainability, health, rights, children and adolescents.

"We defend the right for indigenous people to assume their own identity", she says.

The association supports, for example, the study of the mother tongue. It also helps with the participation of indigenous women in political spaces and seeks access to public services.

Joabe asks for greater sensibility on the part of Brazilian society toward the indigenous cause

Photo: Rivaldo Gomes



For Joabe Pereira, society must become more conscientious about the indigenous cause.

STORIES OF SUPPORTED PROJECTS

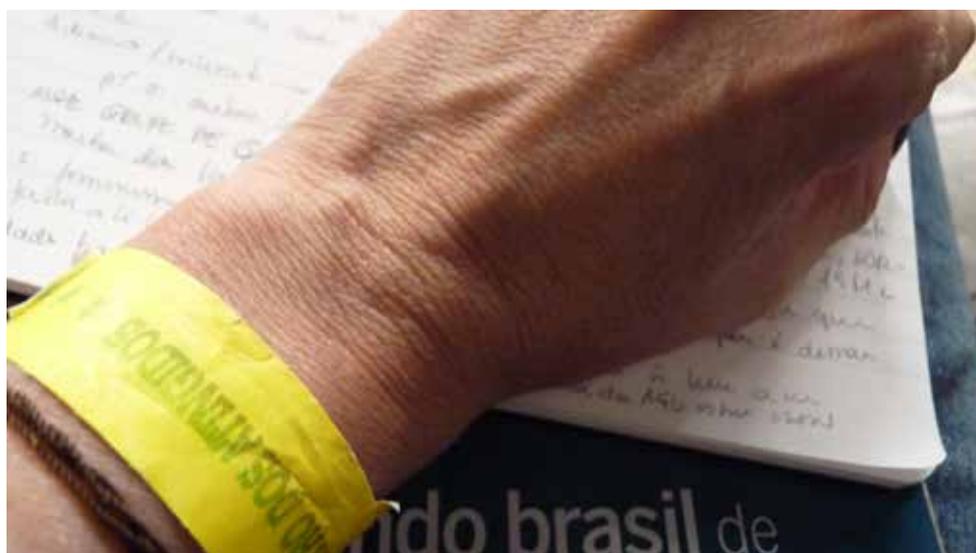
# SUPPORT FOR CIVIL SOCIETY ORGANIZATIONS

## THEMATIC FUNDING ROUND - SPORTING MEGA-EVENTS AND HUMAN RIGHTS

In partnership with the Ford Foundation, the round supported initiatives focused on the construction of a positive legacy of the sporting mega-events for the Brazilian population, especially for vulnerable groups and communities.

The Brazil Fund analyzed 104 proposals and chose 20. In this case, the selection committee was comprised of Cícero Krupp da Luz, Joana Barros da Silva and Margareth Uemura, and included the presence of Letícia Osório of the Ford Foundation.

The supported initiatives received funding to work in defense of the right to the city, to housing and of access to basic services, public transportation and urban mobility, informal work, combating violence and the criminalization of civil society and the democratization of access to information in the context of the 2014 World Cup and 2016 Olympics.



# SUPPORT FOR CIVIL SOCIETY ORGANIZATIONS

## INITIATIVES CONSIDERED:

### NATIONAL NETWORK OF POPULAR WORLD CUP COMMITTEES (SÃO PAULO)

**GOAL:** Creation of conditions necessary to hold the first General Meeting for those Affected by Mega-Events and Mega-Projects in Brazil.

**ACTIONS:** Coordination, mobilization and execution of the meeting. Presentation and delivery of the popular plan for justice, reparations and prevention.

**MAIN THEME:** Right to fair and sustainable cities

### MINAS GERAIS PROSTITUTES ASSOCIATION (MINAS GERAIS)

**GOAL:** Implement political, cultural and city access initiatives to confront the violations of the rights of prostitutes in the context of the World Cup.

**ACTIONS:** Activities for the insertion of prostitutes in debate spaces on mega-events, tourism and culture; courses; events and political advocacy.

**MAIN THEME:** Right to fair and sustainable cities

### POPULAR HUMAN RIGHTS CENTER -- CPDH (PERNAMBUCO)

**GOAL:** Promotion of human rights in the community of Coque in Recife through social research and a training course for youth and adults. The goal is to defend the rights of low-income residents impacted by urban mobility projects.

**ACTIONS:** Research, registration and interviews with affected residents; systematization and editing of data; dissemination of information and debates.

**MAIN THEME:** Right to fair and sustainable cities

### CIRANDA -- NEWS CENTER ON THE RIGHTS OF CHILDHOOD AND ADOLESCENCE (PARANÁ)

**GOAL:** Communications actions that collaborate to disseminate information on the debate over rights violations against children and adolescents.

**ACTIONS:** Production of audiovisual materials for the web; weekly workshops; training for teachers and educators; urban mobilizations; distribution of printed materials and realization of a youth forum.

**MAIN THEME:** Right to fair and sustainable cities

# SUPPORT FOR CIVIL SOCIETY ORGANIZATIONS

## INITIATIVES CONSIDERED:

### URUCUM FLOWER COLLECTIVE (CEARÁ)

**GOAL:** Legal, communications and social assistance to victims of criminalization, police violence and/or abuses by authorities.

**ACTIONS:** Legal assistance; course with social militants and protesters on public safety and democracy; networking and mobilization of lawyers to be active at protests; construction of a site or blog; collection and systematization of data.

**MAIN THEME:** Right to freedom of expression, organization and assembly.

### NATIONAL COMMISSION OF STREET VENDORS (SÃO PAULO)

**GOAL:** Foment the national coordination of street vendors in cities hosting the World Cup in a participative, democratic and solidary way.

**ACTIONS:** Preparation for the National Meeting; execution of the National Meeting; elaboration and printing of information; creation and maintenance of a blog for the National Commission of Street Vendors.

**MAIN THEME:** Right to fair and sustainable cities

### POPULAR WORLD CUP COMMITTEE OF CURITIBA (PARANÁ)

**GOAL:** Produce information and counter-information on the negative impacts of the world Cup; guarantee the freedom of assembly, the right to work and personal dignity; promote the reparation of rights.

**ACTIONS:** Holding meetings and training workshops; production of videos and pamphlets; formulation of denouncements.

**MAIN THEMEL:** Right to fair and sustainable cities

### POPULAR WORLD CUP COMMITTEE OF FORTALEZA (CEARÁ)

**GOAL:** Continue the activities of the Popular World Cup Committee; finalize and disseminate the dossier on the impacts of the competition for Fortaleza.

**ACTIONS:** Research and finalization of dossier; discussion circles to accompany the launch of the dossier; participation in the First Meeting of Those Affected by Mega-Events and Mega-Projects in Brazil.

**MAIN THEMEL:** Right to fair and sustainable cities

# SUPPORT FOR CIVIL SOCIETY ORGANIZATIONS

## INITIATIVES CONSIDERED:

### POPULAR WORLD CUP COMMITTEE OF PERNAMBUCO

**GOAL:** Promote strategies to guarantee the right to the city in the context of mega-events and mega-projects in the metropolitan region of Recife.

**ACTIONS:** Situational diagnostics on removals; strengthening and communications for the #NósValemosMais (We're Worth More) campaign; participation in the First Meeting of Those Affected by Mega-Events and Mega-Projects in Brazil.

**MAIN THEME:** Right to fair and sustainable cities

### POPULAR WORLD CUP COMMITTEE OF SÃO PAULO

**GOAL:** Continue the training and mobilization of the impacted populations and promote debate on the legacy of the World Cup.

**ACTIONS:** Training and communications activities; realization of Second Rebel Cup of Social Movements; production of a documentary; participation in the First Meeting of Those Affected by Mega-Events and Mega-Projects in Brazil.

**MAIN THEME:** Right to fair and sustainable cities

### POPULAR WORLD CUP COMMITTEE OF THE FEDERAL DISTRICT

**GOAL:** Involve children and adolescents from public schools in the debate on the influence of mega-events on public life.

**ACTIONS:** Production of informative folders; comparative exposition through videos and photographs; debates; cultural productions; participation in the First Meeting of Those Affected by Mega-Events and Mega-Projects in Brazil.

**MAIN THEME:** Right to fair and sustainable cities

### POPULAR WORLD CUP AND OLYMPICS COMMITTEE OF RIO DE JANEIRO

**GOAL:** Call attention to inequality and exclusion resulting from the sporting mega-events being held in the city.

**ACTIONS:** community debates; access to information; production of publicity materials; participation in the First Meeting of Those Affected by Mega-Events and Mega-Projects in Brazil.

**MAIN THEME:** Right to fair and sustainable cities

# SUPPORT FOR CIVIL SOCIETY ORGANIZATIONS

## INITIATIVES CONSIDERED:

### **POPULAR COMMITTEE OF THOSE AFFECTED BY THE WORLD CUP IN BELO HORIZONTE (MINAS GERAIS)** —

**GOAL:** Continue preventing and combating against fundamental rights violations such as housing, informal work, gender equality and women's rights.

**ACTIONS:** Social mobilization and political organization; reinforcement of local actions in promotion and defense of rights; publication of dossier; participation in the First Meeting of Those Affected by Mega-Events and Mega-Projects in Brazil.

**MAIN THEME:** Right to fair and sustainable cities

### **RIO GRANDE DO SUL URBAN REFORM FORUM - FERU** —

**GOAL:** Strengthen and empower social movements, communities and urban reform entities in their struggle for the right to the city and housing.

**ACTIONS:** Metropolitan and statewide debates; increasing visibility of violations; advocacy work together with relevant public organs; participation in the First Meeting of Those Affected by Mega-Events and Mega-Projects in Brazil.

**MAIN THEME:** Right to fair and sustainable cities

### **POPULAR PERMANENT FORUM FOR THE DEFENSE OF THE CHILD AND ADOLESCENT - FDCA/ER (RIO DE JANEIRO)** —

**GOAL:** Strengthen the discussion about domestic and international trafficking of children, adolescents and youth in the 12 cities hosting the World Cup.

**ACTIONS:** Creation and maintenance of an online platform; production of informative materials; statewide thematic seminar to be transmitted online.

**MAIN THEME:** Right to fair and sustainable cities

### **FAMILY DEVELOPMENT GROUP - GD FAM (CEARÁ)** —

**GOAL:** Develop actions to stimulate and mobilize the Planalto Pici community to participate in the struggle for the right to dignified housing.

**ACTIONS:** Visits to residents; holding of thematic workshops; creation of a residents' commission.

**MAIN THEME:** Right to fair and sustainable cities

# SUPPORT FOR CIVIL SOCIETY ORGANIZATIONS

## INITIATIVES CONSIDERED:

### SOCIAL ACTIONS DEVELOPMENT INSTITUTE - IDEAS (BAHIA)

**GOAL:** Propose initiatives and practices in the field of social, legal and political action to coordinate a network of 13 occupations and communities that have their right to housing threatened.

**ACTIONS:** production of a dossier; legal oversight; creation of a video report; training in human rights and public policies.

**MAIN THEME:** Right to fair and sustainable cities

### FAVELARTE (FAVELA ART) INSTITUTE (RIO DE JANEIRO)

**GOAL:** Contribute to the information, mobilization and claims of port region residents on the impacts of the World Cup.

**ACTIONS:** Production of materials and photos with residents, transportation users and community leaders.

**MAIN THEME:** Right to fair and sustainable cities

### SAFO DRUMS AND CEARÁ WOMEN'S FORUM (CEARÁ)

**GOAL:** Conduct training, spreading information and supporting the struggle for the rights of those harmed by the World Cup.

**ACTIONS:** Training cycle; creation of an informative folder supporting the population; collaborations with street artists.

**MAIN THEME:** Right to fair and sustainable cities

## SUPPORT FOR CIVIL SOCIETY ORGANIZATIONS

Created by persons with HIV/AIDS, GTP+ from Pernambuco is developing a project to guarantee the rights of transvestites and persons living with HIV/AIDS in two prisons in Pernambuco.

Among its achievements is a specific pavillion for transvestites in one of the penitentiaries.

An experienced activist, André Valeriano Almeida Guedes believes that prejudice today looks different than in the past. And it suggests a reflection: it isn't necessary to suffer aggressions or discrimination to defend human rights.

“One need not be a woman to defend women against aggression. One need not be day to defend citizenship for all. One just need be human.”



Photo: Rivaldo Gomes

André Valeriano, from GTP+, sees that prejudice today looks different than in the past

# SUPPORT FOR CIVIL SOCIETY ORGANIZATIONS

## SPECIAL THEME - CRIMINAL JUSTICE

Six projects focused on combating human rights violations related to provisional detainment received support through a partnership between the Brazil Human Rights Fund and the OAK Foundation.

The initiatives were chosen via a special call for proposals and were analyzed by a committee of specialists. The intent of the special round was to strengthen civil society organizations working in the field of criminal justice focused on the transformation of public policies.

The main objective is to support qualified and strategic work on this issue, which included documentation and oversight activities, campaigns, advocacy, litigation, technical assistance and applied research.



Meeting to discuss criminal justice proposals

# SUPPORT FOR CIVIL SOCIETY ORGANIZATIONS

## INITIATIVES CONSIDERED:

### HUMAN RIGHTS DEFENDERS INSTITUTE - DDH - RIO DE JANEIRO

**GOAL:** Popular legal assistance to individuals and groups that suffer human rights violations due to state violence.

**ACTIONS:** Legal assistance to provisional detainees; training meetings with lawyers and volunteers.

### INSTITUTE FOR THE DEFENSE OF THE RIGHT TO DEFENSE - IDDD - SÃO PAULO

**GOAL:** Reduce the abusive use of provisional detainment through pro-bono legal assistance in provisional detainment centers.

**ACTIONS:** Lawyers Collective in prisons; construction of a quantitative oversight metric; advocacy actions together with the Judiciary; Public Prosecutor and Executive.

### RELIGIOUS STUDIES INSTITUTE - ISER - RIO DE JANEIRO

**GOAL:** Produce innovative knowledge and generate pedagogical materials for campaigns and public debates on provisional detainment.

**ACTIONS:** Identification and elaboration of personal life stories of 20 people who have suffered provisional detainment; study on alternative sentencing; sample research; seminar and production of materials to raise awareness.

### LAND, WORK AND CITIZENSHIP INSTITUTE - ITCC (SÃO PAULO)

**GOAL:** Encourage alternatives to provisional detainment for women, with special attention given to pregnant women or those responsible for the well-being of their families.

**ACTIONS:** Quantitative and qualitative research; creation of website, production of video and dissemination on the internet; advocacy with legal professionals; debates.

### GLOBAL JUSTICE (RIO DE JANEIRO)

**GOAL:** Work for public policies that guarantee the rights of provisional detainees.

**ACTIONS:** Oversight visits; meetings with the Public Defender; creation of thematic newsletter; public hearings; thematic meeting.

### NATIONAL INCARCERATION PASTORAL/SUPPORT AND ACCOMPANIMENT ASSOCIATION - ASAAC (SÃO PAULO)

**GOAL:** Reduce the practice of torture against provisional detainees through oversight at prison units, denunciations and registration of cases.

**ACTIONS:** Legal assistance; training for lawyers; mapping of torture cases throughout the country; advocacy; publication of a report; public event.

## SUPPORT FOR CIVIL SOCIETY ORGANIZATIONS

Alan Ferreira, from Cerrado -- Popular Legal Assistance, says that efforts on police violence embraced by the organization were about to cease until they received support from the Brazil Fund.

Cerrado is a collective that helps social movements and is active on several fronts: agriculture, criminal rights, social security, labor laws, and police violence.

“We took a case of 43 disappeared persons to the OAS (Organization of American States) Court”, he says, citing an example of their work.

Alan sees meetings with representatives of projects organized by the Brazil Fund as “group therapy” that strengthens participants and also as an opportunity to discover and consolidate joint affinities.



Alan Ferreira says that the Brazil Fund's support is fundamental to his project

Photo: Rivaldo Gomes

STORIES FROM SUPPORTED PROJECTS

# SUPPORT FOR CIVIL SOCIETY ORGANIZATIONS

## EMERGENCY SUPPORT

Indigenous lawyer Tonico Benites received emergency support of R\$ 1,200 from the Brazil Fund in 2014 to participate in the World Conference on Indigenous Peoples, held by the United Nations in New York in September.

He also received emergency aid of R\$ 2,500 to hold an emergency “Aty guasu” (assembly) to discuss and repudiate violence against indigenous peoples and call the attention of the government and justice system to the situation of the Guarani-Kaiowá people, in the south of Mato Grosso do Sul.

Indigenous people are making a claim for part of their traditional lands, from which they were expelled, and suffer violence such as removals, death threats, torture, kidnapping, armed attacks, murder and other violence.



## SUPPORT FOR CIVIL SOCIETY ORGANIZATIONS

“SO THAT THOSE WHO ARE DIFFERENT AREN'T SEEN AS INFERIOR”, CLAIMS MARIA LAURA DOS REIS, FROM THE PIAUÍ GROUP OF TRANSSEXUALS AND TRANSVESTITES.

The activist commemorates the achievements of the movement, but remembers that there is still much to do in relation to the exclusion of the trans and transvestite populations.

“Many girls complain about violence. The strongest case was of three girls attacked with sticks”, she recalls.

Furthermore, transsexuals and transvestites still suffer prejudice when they need to use public services in Piauí. Often they are called by their birth names, for example, which shows disrespect on the part of public servants.



Maria Laura, of GPTrans, struggles for respect for transvestites and transsexuals in Piauí

Photo: Rivaldo Gomes

# SUPPORT FOR CIVIL SOCIETY ORGANIZATIONS

## TRAINING

Throughout its history, the Brazil fund has supported 16 training workshops for supported organizations throughout the country.

Strengthening civil society organizations through training activities is part of our strategic mission.

In 2014 the focus of training work was on institutional communications. For the Brazil Fund, communications is increasingly more than just an instrument, it is a central action, one of our main goals.

Through the use of communications strategies, we can minimize the barrier facing human rights defenders: the fact that Brazilian society doesn't know about their work, and therefore isn't able to understand its importance.

Achieving greater visibility also means greater understanding and greater support from Brazilian society, and thus presents greater sustainability of actions in defense of human rights.

In 2014 we ran four communications workshops with human rights networks, each with a unique theme; a workshop with groups from the Sporting Mega-Events funding round; and a workshop with projects from the annual selection.

Of special note was the fact that the Brazil fund has increased its training activities with some human rights networks, divided into five theme in the project Strengthening the empowerment of networks in promotion of human rights in Brazil, which included support from Petrobras

The following networks were involved:

- Confronting the genocide of black youth;
- Confronting violence against women and the LGBT population (femicide, lesbophobia, homophobia and transphobia);
- Promotion of the right to the city (impacts of sporting mega-events);
- Protection of human rights defenders; and
- Defense of the right to land and territory (quilombo communities and indigenous peoples)



# SUPPORT FOR CIVIL SOCIETY ORGANIZATIONS

The activities strengthen the development and social empowerment of these networks. Through the workshops, the networks were encouraged to improve communications plans, executed throughout the year, including with support for the construction and presentation of products.

To see the website set up for the Strengthening the empowerment of networks in promotion of human rights in Brazil, access it here: [www.fundodireitoshumanos.org.br/comunicaredes](http://www.fundodireitoshumanos.org.br/comunicaredes)



Various training activities brought together representatives from projects supported by the Brazil Fund



# SUPPORT FOR CIVIL SOCIETY ORGANIZATIONS

## OVERSIGHT

In 2014, there were several visits to projects in northeastern, southeastern and southern regions of Brazil. The World Cup to be held in Brazil between June and July reduced the amount of time available for these trips, which led to postponing visits to the northwestern and central-western regions until the beginning of the following year.

Aside from on-site visits, project oversight is also carried out via telephone and email. All information collected is added to a database, an instrument that allows the foundation to visualize the development of projects, as well as offer technical assistance whenever necessary.



Throughout the year, the projects staff at the Brazil Fund visited groups supported in every region of the country



## PROJECTS VISITED IN 2014

### FEBRUARY

Popular World Cup Committee - Paraná - thematic round 2012

Education Sector of the Movement of Rural Landless Workers - Paraná - selection 2013

Faxinal Salso Community Association - Paraná - selection 2012

### APRIL

Political Network of Black Youth - São Paulo - selection 2013

Sons of Abassá - São Paulo - selection 2013

### MAY

Popular World Cup Committee - São Paulo - 2014

National Street Vendors Commission - São Paulo - 2014



## PROJECTS VISITED IN 2014

### AUGUST

Popular World Cup Committee – Pernambuco – selection 2014

Pernambuco Sex Professional Association – selection 2013

GTP + Posithivo Prevention Workers Group – Pernambuco – selection 2013

Coco de Umbigada Cultural Center – Pernambuco – selection 2013

Greater Bom Jardim Sustainable Development Network – Ceará – selection 2013

Urucum Flower Collective – Human Rights, Communications and Justice – Ceará – selection 2012

Ceará Committee for the Demilitarization of the Police and Politics – Ceará – selection 2014

Family Development Group - GDFAM – Ceará – selection 2014

Drums of Safo/Ceará Women's Forum – selection 2014

Popular World Cup Committee - Fortaleza

### NOVEMBER

Rio de Janeiro Youth Forum – Rio de Janeiro – selection 2014

Favelarte Institute – Rio de Janeiro – selection 2014

Popular Permanent Forum for Defense of the Child and Adolescent – Rio de Janeiro – selection 2014

Human Rights Defenders Institute – Rio de Janeiro – selection 2013

Ironides Rodrigues Center for Afro-Brazilian Studies – Rio de Janeiro – selection 2014



# PROMOTION OF SOCIAL JUSTICE PHILANTHROPY

## ENGAGING SOCIETY IN THE PROMOTION OF HUMAN RIGHTS

The Brazil Fund has a mission to contribute to the realization of human rights through innovative and sustainable mechanisms.

These are mechanisms that allow for the strengthening of civil society organizations as well as the development of philanthropy for social justice. Social justice philanthropy isn't only about alleviating the symptoms of injustice, but reducing or eliminating its causes, acting at the root of social problems.

To fulfill this mission means increasing the participation of different actors in the promotion of human rights for all.

And engaging society in defense of social causes is a challenge that the Brazil Fund took on full force in 2014

### ➔ MOBILIZING INDIVIDUALS

The campaign "Say YES to Human Rights in Brazil" was structured in 2014 as part of the strategy to increase engagement and support by individuals for human rights causes.

The strategic plan for mobilization of resources was approved by the Brazil Fund Board of Trustees at the end of May. A fundraising coordinator was hired to join the team and direct activities for preparing and implementing the plan throughout the second semester. This included organizing the infrastructure for resource mobilization campaigns, or for example, contracting of telemarketing services and a CRM (system for managing donor relationships); contracting a marketing agency to develop metrics for donor relations and direct marketing for development of online campaigns.

A strategy for development of the first campaign was also developed, with the approval of scripts, the recording locations and video editing, collection of stories from supported projects and artists and public figures available to support the foundation's work.

Actresses Letícia Sabatella (board member of the Brazil Fund) and Jéssica Ellen and actor Vinícius Romão accepted invitations and lent their voices to the campaign.

The first video was launched in the first semester of the following year.



The Say Yes campaign was planned during the second semester of 2014 to hit social networks in the following years

# PROMOTION OF PHILANTHROPY FOR SOCIAL JUSTICE

## → SÃO PAULO TAX REBATE

The Brazil Fund continued its participation in the São Paulo Tax Rebate Program in 2014, allowing it to receive part of the rebate from the ICMS (sales) tax collected by the state government.

Credits related to the receipts collected in the second semester of 2013 were paid in April and credits from the first semester of 2014 were received in October. A total of R\$ 167,000 was collected. From 2010 to 2014, the program has delivered R\$ 307,300, an amount that could support seven entire annual selection projects.

From 2011 to 2014, the Brazil Fund was partners with Natura Cosmetics in thematic campaigns with shop owners on specific dates related to human rights (International Women's Day, World Environment Day, and International Human Rights Day). The campaigns are a way of engaging and thanking shop owners, whose collaboration is fundamental to the success of the Tax Rebate program.

In 2014 the Tax Rebate program added 27 new partnerships, making for a total of 89 partnering stores.

The visual identity of the program was renewed through a partnership with the Tarso Agency, creating nicer receptacles for the donation of receipts, along with an explicative folder.



Shop keepers receive a present donated through a partnership with Natura

# PROMOTION OF PHILANTHROPY FOR SOCIAL JUSTICE

## ART AUCTION

In August, the Brazil Fund held a virtual auction of the piece “Brazil, soccer country”, donated by painter Paulo Ito. It was an experimental effort that made it possible to mobilize and reach a new public. The donated painting was placed in an auction held by the Bel Galeria de Artes and valued by a French collector at R\$ 3,000.

Along with the painting, the foundation received ten photographic reprints donated by the artist, which were given to the first ten people to donate at least R\$ 100 to the Fund.



Artist Paulo Ito was the original artwork created in the streets of São Paulo

# PROMOTION OF PHILANTHROPY FOR SOCIAL JUSTICE

## PARTICIPATION IN NETWORKS

### *NETWORK OF INDEPENDENT FUNDS FOR SOCIAL JUSTICE*

In parallel with the process of mobilization and engagement of individuals, the Brazil Fund also has the objective of creating new opportunities through promoting philanthropy for social justice.

Its participation in the Network of Independent Funds for Social Justice is part of this strategy.

The Network brings together ten foundations that promote social justice and community philanthropy in Brazil. In 2014 there were efforts to implement its communications plan, meant to increase the visibility of its work developed by foundations that make up the Network.

One of the events in which members of the Network of Foundations participated in was the seminar "The relevance of independent social investors in the new institutional architecture of support for civil society organizations", held by Gife, the Group of Institutions, Foundations and Businesses, in June in São Paulo.



### *IHRFG*

In 2014 the IHRFG (International Human Rights Funder Group), a network of human rights financiers based in the United States, organized a visit by international foundations to Brazil. On that occasion, a seminar was held on philanthropy focused on human rights, which also involved philanthropy representatives in our country.

A member of the IHRFG, the Brazil Fund collaborated in the organization of the event and participated in the debates.

### *WGPSJP*

Also this year, as a result of participation in international spaces, the foundation was invited to participate on the Executive Committee of the Working Group on Philanthropy for Social Justice and Peace, a network of organizations from the Global South.

# PROMOTION OF PHILANTHROPY FOR SOCIAL JUSTICE

## STRATEGIC COMMUNICATIONS

Actions developed by the supported projects, on-site monitoring, dissemination of the selection processes and the events held increase the visibility of the Brazil Human Rights Fund's work.

In 2014, 116 articles mentioned the foundations in communications publications.

Furthermore, through the campaigns developed by the Tarso Agency, the foundation was mentioned in 101 other spaces, both digital and print.

As part of the strategy to increase the visibility of human rights causes, the Brazil Fund produced, together with Tarso, two thematic advertisements focused on International Women's Day in March, and another on the impacts of the World Cup.

These productions were directed as social networks and print magazines.



**A CADA 90 MINUTOS UMA MULHER É ASSASSINADA NO PAÍS\*.**

**JUNTE-SE AO FUNDO BRASIL.  
ESTAMOS LUTANDO CONTRA A VIOLÊNCIA E CONTRA O TEMPO.**

O Fundo Brasil apoia grupos que lutam contra a violência, a discriminação e outras formas de violação de direitos das mulheres. A Fundação acredita que somente a mobilização de diferentes atores da sociedade pode garantir os direitos humanos para todas e todos e fortalecer a democracia. Desde 2007, o Fundo Brasil destinou mais de R\$ 5 milhões para cerca de 200 projetos, beneficiando mulheres de diferentes etnias e orientações sexuais, no campo e na cidade.

\*Fonte: Ipea – Instituto de Pesquisa Econômica Aplicada, 2013.

Conheça em nosso site os projetos apoiados. Faça parte desta luta. Contribua com o Fundo Brasil para a construção de um país melhor para todos e todas.

**8 DE MARÇO. DIA INTERNACIONAL DA MULHER.**

11 3256-7852  
www.fundodireitoshumanos.org.br | www.facebook.com/fundobrasil | twitter.com/fundobrasil

fundo brasil de direitos humanos



**QUEREMOS UM PAÍS CAMPEÃO NA BOLA E NOS DIREITOS HUMANOS.**

Desde 2007, o Fundo Brasil já destinou R\$ 6 milhões a mais de 200 grupos que atuam em defesa dos direitos humanos nas mais diversas áreas. Nesse contexto, a partir de 2011, a fundação tem apoiado organizações sociais mobilizadas em defesa de populações vulneráveis que sofrem diretamente os impactos negativos das obras da Copa do Mundo nas 12 cidades-sede.

O Fundo Brasil acredita que somente a mobilização de diferentes atores da sociedade pode garantir os direitos humanos para todos e todas e, dessa forma, fortalecer a democracia.

Conheça em nosso site os projetos apoiados. Faça parte desta luta. Contribua com o Fundo Brasil para a construção de um país melhor para todos e todas.

11 3256-7852  
www.fundodireitoshumanos.org.br | www.facebook.com/fundobrasil | twitter.com/fundobrasil

fundo brasil de direitos humanos

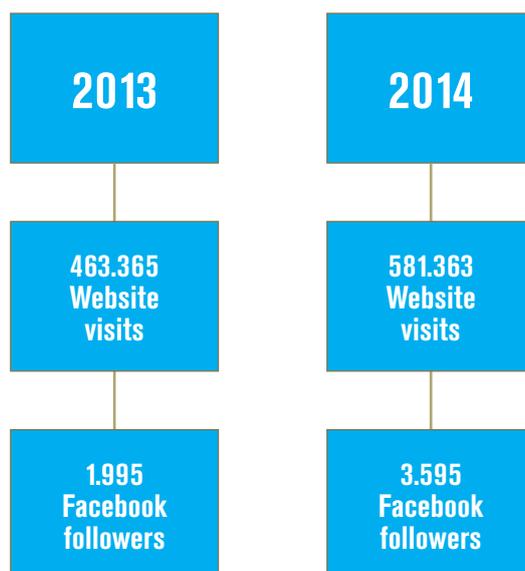
# PROMOTION OF PHILANTHROPY FOR SOCIAL JUSTICE

Also in relation to the two dates, two videos were produced: the first, on women's rights, was produced by students from Rio Branco college. To watch, access the link on YouTube: <https://goo.gl/6EOHTp>

The second video, about the World Cup and produced by Funkee, can be seen here: <https://goo.gl/TZjoXT>

The Brazil Fund newsletter, one of the main sources of communications from the Brazil Fund, also published its 32nd edition.

An increase of 25.47% in hits to the foundation's website was registered, along with a bump of 80.20% in Facebook followers.



# PROMOTION OF PHILANTHROPY FOR SOCIAL JUSTICE

## ➔ ABRIL AWARDS

The Creative Youth Prize, one of the categories of the Abril Publicity Awards in 2014, used an institutional campaign from the Brazil Fund as its theme.

Two hundred and six students or young publicists participated in the awards and created campaigns according to the briefing that came from the foundation. Three campaigns were selected by Abril and submitted to judges made up of recognized professionals in the advertising world.

The winners were Alexandre de Oliveira Siqueira and Rodrigo Soares Pires, who created a campaign with real news published by Abril, signed with the phrase: "There are already plenty of people getting in the way. Help create a better country".

The winning campaign was announced in Abril's magazines and websites during the first trimester of 2015.

**Brazil**

**A VITÓRIA DA BARBÁRIE NO MARANHÃO.**  
Como o desgoverno de anos resultou nos horrores dos últimos dias, desde os bandidos degolados na penitenciária até a menina de 6 anos que morreu queimada, vítima de ataque criminoso a um ônibus urbano.

VEJA, 11/01/2014

**RACISMO | preconceito**

**Órgãos praticaram racismo em prisão de ator, diz ministra.**  
A ministra criticou a prisão do ator negro, erroneamente acusado de ter roubado uma pistola.

EXAME 02/2014

**Brazil - Rio de Janeiro**

**PMS DIZEM TER SIDO FORÇADAS A ESCONDER PROVAS DA TORTURA A AMARILDO.**  
Cedem partes do estão comandante da UFP da Ilacilha, que está entre os treze presos acusados de torturar e prender até a morte.

VEJA, 26/10/2013

**Já tem muita gente atrapalhando.  
Ajude a construir um país melhor.**

ACESSO: FUNDOBRASILDEHUMANOS.ORG.BR  
PARA PARTICIPAR E FAZER SUA DOAÇÃO

FundoBrasil FundoBrasil

# PROMOTION OF PHILANTHROPY FOR SOCIAL JUSTICE

## MUSICAL DIALOGUES IN HUMAN RIGHTS

A show by samba artist Leci Brandão marked the launch of two selection rounds in 2015: the annual selection, with R\$ 800,000 destined to projects that combat institutional violence and discrimination; and the thematic selection, “Confronting Human Trafficking”, with R\$ 360,000 of support.

The show, which brought together fans of the singer, was held at Sesc Vila Mariana, in another edition of the event “Musical Dialogues in Human Rights”, a partnership with Sesc São Paulo.



Leci Brandão during the show at Sesc Vila Mariana for the launch of project selections in 2014, posing with Board members from the Brazil Fund and representatives of supported projects.

## STAFF TRAINING

In 2014 the Brazil Fund held three internal activities meant to deepen the understanding of its own staff and improve its ability to deal with the most recent issues in human rights.

These training activities have taken place since 2013, when the foundation began to invite specialists to participate in a moment for dialogue with the entire staff to discuss specific themes.

The first conversation in 2014 held in April invited Board president Jorge Eduardo Durão, in his role as the executive director of Fase - Solidarity and Education. The theme was "Human rights in Brazil and in the world". Along with discussing the current setting for human rights, Jorge offered a historic retrospective based on his experience of exile during the Brazilian military dictatorship.

In November, the dialogue invited attorney Rafael Custódio, coordinator of the Justice program at Conectas Human Rights, an organization whose mission is to promote the realization of human rights and the democratic rule of law in the Global South - Africa, Latin America and Asia. Rafael dealt with issues related to Brazilian criminal justice, such as abuses of provisional detainment and violations of the rights of inmates in the prison system.

In December, the foundation invited the advocate Sérgio Leitão, director of the Instituto Escolhas (Choices Institute) and former director of public policies at Greenpeace, to speak about the right to land and challenges for indigenous peoples and quilombo communities.



Training activity with staff receives guests from other organizations, such as Sérgio Leitão, from Instituto Escolhas, and Rafael Custódio, from Conectas



## NEW GOVERNANCE CYCLE

Two pioneers of the Brazil Human Rights Fund, Sergio Haddad and Sueli Carneiro, exited the Board after serving two consecutive terms. Together with Darci Frigo and Oscar Vilhena, also former Board members, they were praised at the end of 2014 by the new members and the entire staff of the foundation. The closing of this first great cycle was emotional. Board members and staff at the Brazil Fund watched a slideshow of images from special moments and received a folder with photographs.

Homage met staff and management of the Fund Brazil



**ROSE MARIE MURARO**

Some sad news shook defenders of social causes in 2014. Pioneer feminist Rose Marie Muraro passed away at 83. Rose was one of the founders of the Brazil Fund and ruptured paradigms with her free-thinking ideas and defense of justice.

The actions of this feminist had international repercussions throughout her life.

For the Brazil Fund, it was an honor to have had Rose Marie's support in the creation of the foundation.

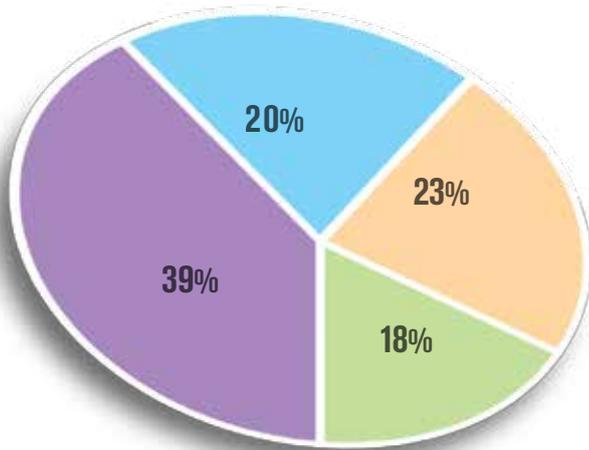
Her life deserves to be revered as a feminist, writer and activist. She was a courageous, inspirational woman.

Nothing would be fairer than to close this report with an homage to this feminist that will always inspire human rights defenders, and especially the staff at the Brazil human Rights Fund.



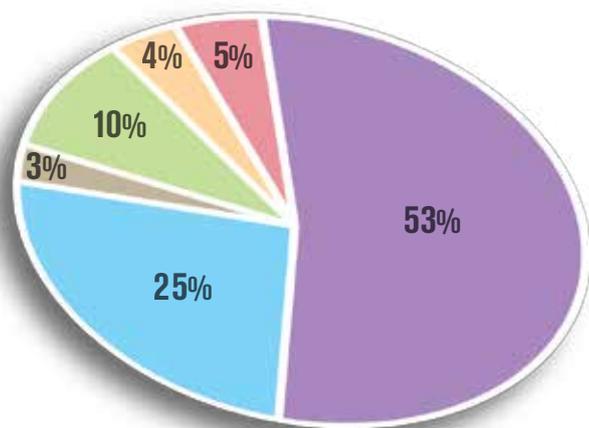
Rose Marie Muraro – 1930-2014

# BALANCE SHEET AND AUDITING



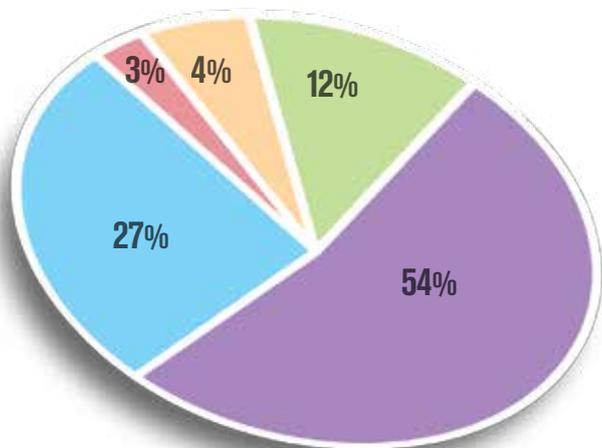
## RECURSOS PARA PROJETOS

- ANNUAL SELECTION PROJECTS - 2014
- LITIGATION PROJECTS - 2014
- WORLD CUP PROJECTS - 2014
- CRIMINAL JUSTICE OAK PROJECTS- 2014



## RECEITAS

- DONATIONS FROM PUBLIC CORPORATIONS
- TRAINING AND STRENGTHENING OF NETWORKS
- PROCEEDS FROM ENDOWMENT
- PROMOTION OF PHILANTHROPY FOR SOCIAL JUSTICE
- FINANCIAL RECEIPTS
- MANAGEMENT AND INSTITUTIONAL DEVELOPMENT



## DESPESAS

- INTERNATIONAL DONATIONS
- ORGANIZATIONAL SUPPORT
- SÃO PAULO TAX REBATE CREDITS
- DOMESTIC INDIVIDUAL DONATIONS
- OPERATIONAL COSTS

# BALANCE SHEET AND AUDITING

## BALANCE SHEETS ON DECEMBER 31, 2014 AND 2013 (IN REAL)

ASSETS	2014	2013
<b>CURRENT ASSETS</b>		
Free Proceeds	2,502,708.30	696,077.58
Restricted Proceeds	107,556.36	168,546.00
<b>Cash and Cash Equivalents</b>	<b>2.610,264.66</b>	<b>864,623.58</b>
Financial Investments	2,087,864.52	185,665.76
Other receivables	2,742.13	1,096.86
Anticipated Expenses	333.56	313.56
Accounts Receivable	—	145,000.00
<b>TOTAL OF CURRENT ASSETS</b>	<b>4,701,204.87</b>	<b>1,196,699.76</b>
<b>TOTAL NON-CURRENT ASSETS</b>		
<b>Long-term assets</b>		
Financial Investments	7,806,140.17	8,861,798.86
<b>FIXED ASSETS</b>		
Operational Properties	73,476.70	49,363.44
(-) Depreciation	-31,578.68	-23,601.03
<b>Net Fixed Assets</b>	<b>41,898.02</b>	<b>25,762.41</b>
<b>TOTAL OF NON-CURRENT ASSETS</b>	<b>7,848,038.19</b>	<b>8,887,561.27</b>
<b>TOTAL ASSETS</b>	<b>12,549,243.06</b>	<b>10,084,261.03</b>

LIABILITIES	2014	2013
<b>CURRENT ASSETS</b>		
Suppliers	—	—
Salaries and Social Security Charges	72,773.65	43,628.25
Tax/Social Security Obligations	34,524.80	12,964.92
Other Accounts Payable	34,863.11	3,719.24
	<b>142,161.56</b>	<b>60,312.41</b>
<b>ONGOING SOCIAL PROJECTS</b>		
Related Donations	2,260,384.65	676,375.72
Restricted Donations - Rede Fundos	104,956.36	168,546.00
Other Social Projects	125,000.00	145,000.00
	<b>2,490,341.01</b>	<b>989,921.72</b>
<b>TOTAL OF CURRENT LIABILITIES</b>	<b>2,632,502.57</b>	<b>1,050,234.13</b>
<b>SHAREHOLDERS' EQUITY</b>		
Owner's Equity	10,000.00	10,000.00
Trust - Donation	6,076,500.00	6,076,500.00
Accrued Surplus	2,743,918.58	3,781,819.13
Deficit/Surplus of the Period	880,911.58	-1,037,900.55
Adjustments from previous Fiscal years	205,410.33	203,608.32
<b>TOTAL OF OWNER'S EQUITY</b>	<b>9,916,740.49</b>	<b>9,034,026.90</b>
<b>TOTAL CURRENT LIABILITIES</b>	<b>12,549,243.06</b>	<b>10,084,261.03</b>

# BALANCE SHEET AND AUDITING

## FINANCIAL STATEMENTS ON DECEMBER 31, 2014 AND 2013

	2014	2013
<b>OPERATING INCOME</b>	<b>4,831,340.59</b>	<b>2,005,623.95</b>
<b>RESTRICTED</b>		
<b>International Income:</b>		
Cooperation Agencies	2,947,946.49	773,083.45
<b>National Income:</b>		
Donations from Public Companies	1,417,286.32	835,855.01
Donation from Private Companies	—	22,500.00
Donations from Individuals	285,000.00	252,468.16
<b>NONRESTRICTED</b>		
Credits from Nota Fiscal Paulista (Tax Invoices from São Paulo)	170,827.77	111,197.36
Donation from International Company	1,542.18	10,519.97
Donations from Individuals	8,737.83	—
<b>ACTS OF FREE WILL</b>		
Voluntary Services	372,376.79	558,268.37
<b>OPERATING EXPENSES</b>	<b>-5,458,458.04</b>	<b>-2,328,974.07</b>
Institutional Management and Development	-220,837.14	-99,125.20
Philanthropy and Social Justice Promotion	-622,324.81	-335,324.29
Support to Organizations	-2,953,684.38	-939,988.74
Creation and Empowerment of Networks	-1,469,175.17	-828,581.96
Operating Costs	-184,458.89	-120,572.37
Depreciations	-7,977.65	-5,381.51
<b>SURPLUS (DEFICIT) IN SOCIAL OPERATIONS</b>	<b>-254,740.66</b>	<b>234,918.25</b>
Financial Income	776,949.06	546,105.27
NTNB (National Treasury Notes - B Series) Variations	754,211.04	-1,252,205.48
(-) Financial Expenses	-23,131.07	-8,450.22
<b>NET FINANCIAL RESULTS</b>	<b>1,508,029.03</b>	<b>-714,550.43</b>
<b>ACTS OF FREE WILL</b>		
Voluntary Services	-372,376.79	-558,268.37
<b>SURPLUS (DEFICIT) OF THE PERIOD</b>		

# BALANCE SHEET AND AUDITING



## INDEPENDENT AUDITORS' REPORT ON THE FINANCIAL STATEMENTS

TO  
The Board of Directors of  
FUNDAÇÃO FUNDO BRASIL DE DIREITOS HUMANOS  
SÃO PAULO/SP

1. We have examined the financial statements of FUNDAÇÃO FUNDO BRASIL DE DIREITOS HUMANOS, which comprise the balance sheet on December 31st, 2014 and the related statements of Surplus or Deficit, Changes in Shareholders' Equity and in Cash Flows for the year that ended on said date, as well as the summary of the relevant accounting policies and other explanatory notes.

### MANAGEMENT'S RESPONSIBILITY FOR THE FINANCIAL STATEMENTS

2. The Managers of FUNDAÇÃO FUNDO BRASIL DE DIREITOS HUMANOS are responsible for properly drafting and presenting the financial statements pursuant the accounting policies used in Brazil and for the the internal controls the Company defined as necessary to allow the financial statements to be drafted without material distortions, no matter if caused by fraud or mistake.

### INDEPENDENT AUDITORS' RESPONSIBILITY

3. Our responsibility is to express an opinion about these financial statements based on our audit, performed in accordance with Brazilian and international auditing standards. Such standards require the auditors to comply with ethical requirements and that the auditing is planned and performed in order to obtain reasonable certainty that the financial statements are free from material distortions.
4. An audit involves the performance of selected procedures in order to obtain evidences about the amounts and disclosures presented in the financial statements. Such selected procedures depend on the auditor's judgment, including the assessment of risks of material distortions in the financial statements, no matter if caused by fraud or error. In the aforementioned risk assessment, the auditor considers the internal controls that are relevant to the preparation and fair presentation of the Company's financial statements in order to plan the audit procedures that are appropriate to the circumstances, but not for the purpose of expressing an opinion on the effectiveness of those internal controls. An audit also includes evaluating the appropriateness of the accounting policies used and the reasonableness of the accounting estimates made by management, as well as evaluating the presentation of the financial statements taken as a whole.
5. We believe that the audit evidence obtained is sufficient and appropriate for justify our opinion.

### OPINION

6. In our opinion, the aforementioned financial statements present, in a properly manner, considering all material respects, the the individual and consolidated financial position of FUNDAÇÃO FUNDO BRASIL DE DIREITOS HUMANOS on December 31st, 2011, and the individual and consolidated performance of its operations and its cash flows for the year then ended, in accordance with the accounting practices adopted in Brazil.

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## OTHER MATTERS

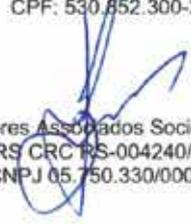
7. Statement of Origins and Destination of Proceeds (DOAR) - The DOAR for the year ended on December 31, 2014 was prepared by the Company, under its Management responsibility and submitted to the same auditing procedures mentioned before. In our opinion, such statements are properly presented, in all its material aspects, when compared to the financial statements that were jointly prepared. The DOAR was prepared due to requirements of the Ministry of Social Development and Fight against Hunger, pursuant Ordinance MDS 353, dated of December 23d, 2011.
8. Audit of the sums of the previous fiscal year - the sums related to the year that ended on December 31, 2013, presented for comparison purposes, were audited by us, as stated in the report dated of April 11th, 2014 which was not changed.

\*\*\*

Porto Alegre, April 10th, 2015

  
Nilton Antonio Thiellet Borges  
Accountant CRC RS-015233/O-8 S-SP - CNAI 81  
CVM Registration by Declaratory Act 5417, Daily Official Gazette 05/14/99, CVM Code 7722  
CPF: 006.449.140-15

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

  
TSA Auditores Associados Sociedade Simples  
CRC/RS CRC RS-004240/O-1 S-SP  
CNPJ 05.750.330/0001-18

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# ACKNOWLEDGMENTS

## INSTITUTIONAL AND PROJECT SUPPORT

Ford Foundation  
Oak Foundation

## INSTITUTIONAL SUPPORT

Pão para o Mundo (Bread for the World) - PPM

## PROJECT SUPPORT

Kellogg Foundation  
Lúcia Seabra  
Maria Alice Setúbal  
Petrobras - Petróleo Brasileiro S.A  
Porticos Latin America  
Vera Masagão

## EVENTS SUPPORT

Bel Galeria Arte e Leilão (Izabel Garcia e Eduardo Calixto)  
Comfort Hotel Downtown  
SESC-SP - Serviço Social do Comércio de São Paulo  
Paulo Ito - artista plástico

## INDIVIDUAL DONORS

Ana Carolina de Oliveira Henriques  
Ana Valéria Araújo Leitão  
Ângelo Lambert  
Darasy Kol  
Débora Borges  
Eva Costa Silva  
Gabriel Gonçalves Silva  
Gustavo Dupont  
João Tancredo  
Maria Celia Cruz  
Priscilla Pomerantzeff  
Regina Lúcia Freitas dos Santos  
Sebastião Augusto De Oliveira  
Sérgio Haddad  
Sílvia Zanotti Magalhães  
Thamara de Carvalho

## COLLABORATORS

Amália Fischer (Elas Fundo de Investimento Social)  
Angela Cristina Dannemann (Fundação Victor Civita)  
Pragma Gestão de Patrimônio (Aloisio Camargo e  
Diogo de Carvalho Martins)  
Tarso Estratégia e Comunicação

## PARTICIPATION IN TRAINING ACTIVITIES

Denildo Rodrigues  
Jorge Eduardo Durão  
Luciano Nascimento  
Lúcia Xavier  
Rafael Custódio  
Raul do Valle  
Sergio Haddad  
Sérgio Leitão  
Sônia Guajajara

## MEDIA SUPPORT

### ABRIL PUBLICITY AWARDS

#### Editora Abril SA

Ana Gmachl  
Dino Soares  
Helio Pereira  
Janaína Bonvino

Marcelo Marconi  
Mariana Martinato  
Meire Fidelis

#### Winners in the Creative Youth category:

Alexandre de Oliveira Siqueira and Rodrigo Soares Pires

#### Video production

Professors and students from Rio Branco

Alexandre Fillietaz  
Alexandre Merlino  
Ana Caroline Takahashi  
Carina Macedo Martini  
Daniela Soares  
Davi Andres  
Gleice Nascimento  
Juliana Cichini

Leila Neves  
Marcio Antonio Rinaldi  
Maria Isabel Blanco  
Maria Ribeiro  
Maurício Pinho  
Nicolas Ribeiro  
Patrícia Ceolin

# ACKNOWLEDGMENTS

## Advertising spaces

ABC do ABC  
A Cidade  
Agência Planeta  
A Tribuna News  
Bem Paraná  
Bem Público  
Bom Dia On Line  
Brasileiros  
Carta Editorial  
Central de Concursos  
Costa Rica Urgente  
Dia Melhor  
Diário de Guarulhos  
Diário dos Campos  
Eduardo Gois  
Folha da Cidade  
Folha da Estância de Paraguaçu Paulista  
Folha da Manhã  
Folha de Boituva  
Folha de Londrina  
Folha de Quaraí  
Folha do Cerrado  
Gazeta de Taubaté  
Giro SA  
Hoje em Dia  
Inter Jornal  
Jornal A Tribuna de Morro Agudo  
Jornal Cinform  
Jornal Além Parahyba  
Jornal Aliança  
Jornal Baruc  
Jornal Dia  
Jornal do Batel  
Jornal Integração  
Jornal Itaquary News  
Jornal Nova Gazeta  
Jornal Novoeste  
Jornal Novo São Paulo  
Jornal O Liberal  
Jornal Perspectiva  
Mecânica On Line

Metrô News  
Mídia Turis  
Notícias e Negócios  
O Estado do Tapajós Digital  
O Imparcial  
O Tempo  
Página Zero  
Photo Magazine  
Portal ABCD Real  
Portal Abong  
Portal Alimentação Fora do Lar  
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Portal do Meio Ambiente  
Portal Eventos  
Portal Pró Menino  
Revista Cidades do Brasil  
Revista Filantropia  
Revista Mercado  
Revista Mundo Lusfada  
Revista Na Boleia  
Revista Panorama Turismo  
São Paulo Times  
SP Jornal  
Transporta Brasil  
Tribuna Itajaiense  
Tribuna Tangará  
Viração Educomunicação

## SÃO PAULO TAX REBATE PROGRAM PARTNERS

### SHOPPING PÁTIO HIGIENÓPOLIS

Animale  
Farm  
I.Stick  
Lucy in the Sky  
Missingclof  
Mr. Cat  
Pop Up  
Sky Land and Sea

# ACKNOWLEDGMENTS

## SHOPPING VILLA LOBOS

Animale  
Arezzo  
Dunnes  
Ellus  
Lepostiche  
Mr. Cat  
Uncle K.  
Yachtsman

## VILA MADALENA

Bel Paoliello  
Carmem di Granato  
Fábrica Brinquedos  
Os Quindins 1 (Aspicuelta)  
Pachamama  
PollyMaggoo  
Santa Gula  
Suzana Izuno

## RUA OSCAR FREIRE

Pop Up  
284

## RUA MARIA ANTÔNIA

Hering

## SHOPPING BOURBON

Animale  
Ellus  
Handbook  
Mr. Cat  
Planet Girls  
Regina Rios  
Santa Lolla  
Uncle K  
Yachtsman  
Zatta

## REPÚBLICA

Atelier do Sabor  
Casarão  
Fabiana Modas  
Frigideira Paulista  
Sweet Point  
Verano

## RUA BARÃO DE ITAPETININGA

Cria Moda  
Hering

## SHOPPING JARDIM ANÁLIA FRANCO

Animale  
Binne Comfort  
Birello  
Capodarte  
D. Zarm  
Dipollini  
Dudalina  
Ellus  
Fascar  
Handbook  
I. Stick  
Jorge Alex  
Loungerie  
Morph  
Mr.Cat  
Munny  
Osklen  
Phillip Monica  
Pour Les Petis  
Puket  
Sergio's  
Trintee

## TATUAPÉ

Teatro Fernando Torres

# ACKNOWLEDGMENTS

## SHOPPING CIDADE JARDIM

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## SHOPPING MARKET PLACE

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## SHOPPING JK IGUATEMI

Cecília Prado

Farm

## SHOPPING ELDORADO

Colombo

Di Pollini

Ellus

Handbook

Les Chamises

Mr. Cat

NYX

Prego

Regina Rios

Rery

Santa Lolla

## LOJA EMPÓRIO NAKA

Eldorado – Franquia

Itaim

Jardim Sul – Franquia

Market Place

Paulista – Franquia

## SHOPPING PÁTIO PAULISTA

CNS

Ellus

Mr. Cat

Prego

Uncle K.

## ALPHAVILLE

Handbook

## SHOPPING MOOCA

Arezzo

My Shoes

Ellus

1+1

Amazônia Vital

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direitos humanos