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## **BOARD AND COUNCIL**

#### **SETTLORS**

Beatriz Pantaleão, Dirce Cristina Bellíssimo, Leonardo Nascimento de Araújo e Raí Souza Vieira de Oliveira.

#### **CURATOR COUNCIL**

#### President

Raí Souza Vieira de Oliveira

#### Council

Angela Maria Gervasio Neves,

François Alain Dossa,

Guilherme Amorim Campos da Silva,

Paulo Aris Velasco Boyadjian,

Philippe Jean-Marie Ormancey e

Sérgio Arthur Ribeiro da Silva.

#### **BOARD**

#### Administrative

Emília Maria Camargo Nagle

#### Executive

Beatriz Pantaleão

#### Financial

Dirce Cristina Bellíssimo

#### **General Director**

Sóstenes Brasileiro de Oliveira

### **ASSOCIATION "GOL DE LETRA" FRANCE**

#### COUNCIL

#### President

Guillaume Couzy

#### Vice-president

Raí Souza Vieira de Oliveira

#### Bursar

Yves Bonniffet

#### Responsible Executive

Anne Huynh

#### Councilors

Alexis Vintraud,

Carlos Vinhas Pereira,

Dorothée Lefeuille,

Philippe Oddou e Pascal Deniau

## **BOARD'S MESSAGE**

In 2021, the Gol de Letra Foudation continued the food security campaign initiated in 2020 due to the Covid-19 pandemic. The vaccination advance and the flexibilization of the restrictions were important achievements, but the economic crisis, the unemployment and the hunger generated by the long period of social isolation reverberates in the communities served by Gol de Letra throughout the year, justifying the need to keep the campaign active.

Our programs were taking back their pre-pandemic normality dynamics, where the children, the teenagers, and the young people came back to meet each other, interact, participate on the reconstruction of this network of relationships that involves the educators, the students, their families, their neighbors, the people they're familiar with, the community as a whole.

This year, we had the honour to be granted the Best NGO Award in the Sports category - an award given by Instituto Doar

It was also the year that we initiated the Social Agents Training project in Caju-RJ, as part of the Communities Program. We wrote, approved and raised funds for two dissemination projects that will start in 2022 in the North and Northeast regions, and in the cities Vitória and Governador Valadares in the Southeast region.

That means Gol de Letra went through the worst time of the pandemic with pretty reasonable serving conditions, mostly online. We had the privilege of gathering a huge amount of invoice and financial donations of basic food baskets and other protective items sent by companies and people, and today we operate with full-capacity.

We recognize the challenge that is to help these communities and overcome the delays caused by the interruption of the school activities, the food insecurity that still persists and the need to project a future that is hard to achieve, but together we can do it.



## **ABOUT US**

The Gol de Letra Foundation is an organization from the civil society that develops socio-educational practices and knowledge for kids, teenagers and young people in the cities of Rio de Janeiro (Caju) and São Paulo (Vila Albertina).

It was founded in 1998, by the ex-soccer players Raí and Leonardo, with the aim of giving other life perspectives to the youth of socially vulnerable communities. Recognized by UNESCO as the world's role-model in the support of children in socially vulnerable conditions, the Institution has as its mission "promoting the integral education of kids, teenagers and young people using sports, culture and professional education".

In 2021, the Gol de Letra Foundation served
3.390 kids, teenagers, young people and adults
directly through the projects and helped about
3 thousand families with basic food baskets,
meals, cleaning and hygiene items and other
items donated to reassure food security during the
Covid-19 pandemic.





FIND OUT MORE ABOUT IT

# WHERE ARE WE

# **SÃO PAULO**

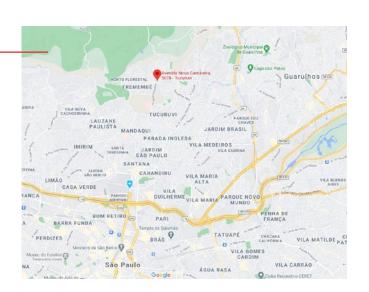
#### **VILA ALBERTINA**

Tremembé district, Northern part of the city

1,091

kids, teenagers, young people and adults served

actions with the community



## **RIO DE JANEIRO**

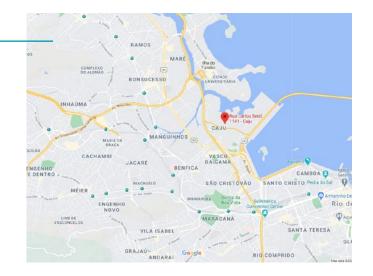
#### **CAJU**

Portuary Zone

2,299

kids, teenagers, young people and adults served





## **FOOD SECURITY**

In 2021, the Gol de Letra Foundation continued the food security campaign initiated in 2020 due to the Covid-19 pandemic. The service for the families and people from the community was facilitated through a database created in 2020 and updated ever since through a network job, that includes this institution and other organizations and communitary leaderships from the neighborhoods served, being the "Intersectorial Network of Caju", in Rio de Janeiro, and the "Crisis Committee of Vila Albertina" in São Paulo.

That way, this institution was able to have a quantitative and qualitative dimension of the needs of the families and residents of the community, classifying them in very high, high, medium and low rate of social vulnerability, so as to evaluate the priority of service.

With this data in hands, we could keep mobilizing companies and people in favor of the campaign, receiving direct donations of basic food baskets, meals, food and cleaning and hygiene products, or financial donations for the supply of food tickets that can be utilized in local stores, stimulating the local economy.





As the donations came in, the teams gradually tried to raise the money deposited in the food tickets, due to the inflation of the food products and to reassure access to food security. The money was deposited on the tickets for about three months for each family, with quantities between R\$100 and R\$200 throughout the year.











# RESULTS OF THE CAMPAIGN

Throughout 2021, the Gol de Letra Foundation was able to serve **3 thousand families**. Together, they received more than **7 thousand basic food baskets** and/or money deposited in the food tickets, and were served for about 3 months.

There were **492 donations** from people and **25 companies that donated** basic food baskets, money ou other items, like:



1.000 disposable masks



5.130 meals



drums of hand sanitizer



bottles of hand sanitizer



Breads, cakes and panettones

In Caju, there were **1028 families served**, which **represents 59% of the 1753 families indexed** in the "Intersectorial Network of Caju" database. There were 3200 donations among basic food baskets and food tickets, and a thousand disposable masks donated.

In Vila Albertina, there were **1972 families served**, or **84% of the 2347 families indexed** in the "Crisis Committee of Vila Albertina" database. It was donated: **1378 basic food baskets, 430 new food tickets, 2063 recharges in the tickets** handed out (being that each family received recharges for 3 months), 5130 meals, besides breads, cakes and panettones and 2275 bottles of hand sanitizer.

# PROFILE OF THE FAMILIES SERVED

In the families served, we observed the following indicators:



are residents of the community



have members from the Covid-19 group of risk



of the families are headed by a woman



of the people in charge of the family are unemployed



declare to get their income from informal and discontinued activities



declare that their income was impacted by the pandemic

About the income, we observed:



R\$ **495,96** 

of average per capita income



4 members

members in average composed the families

It's worth mentioning that all the sectors and departments of the institution were mobilized for the realization of the campaign, whether with the mobilization of companies and people, remote or face-to-face activities, acting in the index, phoning the families or delivering the basic food baskets and other items.



## **OPEN GAME IN VILA**











The project "open game in vila" aims to: contribute for the integral education of kids, teenagers and young people, that are enrolled in the public schools, by sports, educational, leisure and social learning, ensuring the involvement of their families and others, like public schools and residents of the local communities.

The pedagogical proposal is based in Gol de Letra's educational principles: to learn- extension of the kinds of sports for kids and young people, in a proposal where the one that's learning has an active voice and is coo responsible for their learning; live together - development of ethical and moral values, coexistence rules and social abilities, investing in activities that involves the families and the community; To multiply - graduation of young monitors as multiplicators of knowledges and attitudes, positive references in the community.

The program offers regular workshops of 15 kinds of sports in the "Sports and Development Center" (NED) and in local partners public schools, acting beyond school hours or in the curriculum, besides the "Leisure in the Vila" project, that offers leisure activities for the community throughout sports festivals, events for the families, integration games and street games to contribute with the access to education by means of sports, regardless of your ability, gender, color, physical conditions or age, expanding the capacities and abilities necessary for the human development.

#### **NUMBERS**

#### **77**1

kids, teenagers and young people served

#### 2.313

people indirectly impacted by the program

#### 20

monitors graduated in the leadership program

#### 15

kinds of sports offered

service facilities in the community

#### **656**

accompaniments by social duty

meetings with family members

#### 85

social referrals

#### 1.518

services performed by Social Service

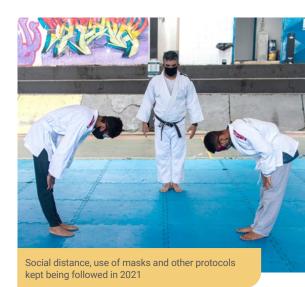
In 2021, the Open Game Program kept the strategy used in 2020 of adapting their activities due to the Covid-19 pandemic, using as reference the Health and Security Protocol elaborated in the prior year, sometimes flexibilizing the action, sometimes restricting them according to the severity of the situation in the communities served and the orientations of the main health departments. That way, the project happened in a mixed format, partially face-to-face and partially online.

Even so, the program was able to include two innovations in their routine: workshops of Learning Support and a partnership with the "Brazilian Paralympic Committee" (CPB). The workshops of Learning Support include reading, writing and technological activities that contribute for the full formation of the beneficiaries beyond the sports practice. This action aims an improvement in the alphabetization rates and critical thinking of kids and young people, whose low educational levels often difficult the permanence of the learners in the activities of the program.

The partnership with CPB initiated with several capacitation of "Gol de Letra"s team in multiple paralympics modalities through theoretical and practical workshops, and brought the team to the head office of the "Committee" to try some adapted sports.

#### **SERVICE CENTERS**

- Head office: Núcleo de Esporte e Desenvolvimento (NED)
- ☆ EE Conselheiro Ruy Barbosa
- ☆ EE Dr. Sócrates Brasileiro Sampaio de Souza Vieira de Oliveira
- ☆ EE Professor Izac Silvério
- ★ EMEF João Ramos Pernambuco Abolicionista
- ☆ EMEF Professor Noé Azevedo
- ☆ EMEF Martin Francisco Ribeiro de Andrada
- ☆ EE Professora Amenaíde Braga de Queiroz
- ☆ EE Professora Amenaíde Braga de Queiroz







## **771 people served** between the age of 0-85 years old

LIFE STAGE	TOTAL	GENI		RACE				
KIDS		0%						
0 to 11 years old	387	44%	56%	33%	19%	48%	0%	
TEENAGERS					1%			
12 to 17 years old	259	69%	31%	30%	<b>17</b> %	52%	0%	
YOUNG PEOPLE					1%			
18 to 29 years old	54	62%	38%	23%	28%	48%	0%	
ADULTS					1%			
30 to 59 years old	59	35%	65%	35%	18%	46%	0%	
SENIORS					1%0%			
Above 60 years old	12	100	%	38%		61%	0%	
	Captions	female	male	white	black	yellow		
				mixed race	indigen	ous		









#### **TESTIMONIALS**

I believe that this format of pos-pandemic lessons is really good! Way better than using a training dummy because you do it with a real person. Very happy with this face-to-face return.

**Lohan Raphael Martins de Alcantar** 14 years old | judo student

"I'm really liking the
Skate lessons, I'm learning to
skateboard properly, learning
to do some tricks and I also
like the friendships that I
created here at the school
with this project of "Fundação
Gol de Letra."

**Kaio dos Santos Pinto** 12 years old | Skate student It's been over 5 years
since the partnership between
the "Fundação" and the school
started. Potencialize the projects
is one of our goals as the
school's management, and to
enable the access of the sports
practice for about 100 students
of the schools leaves us really
proud to be a part of this team

#### Maria Izabel Vianna

41 year old | assistant director of EMEF Noé Azevedo

> I wait every Saturday for the school to open, to play and have fun with my friends, the activities are fun and my favorite thing to do is play basketball, I even learned how to throw with the monitors.

#### Bruno Marinho José de Lira

11 years old | started the leisure activities 8 months ago

# YOUTH PROGRAM











The Youth Program aims to contribute for the integral development and abilities for life for teenagers and young people, between 14 and 29 years old of Vila Albertina's community, in the north portion of São Paulo. It is offered Workshops of Arts and Communication, Life Project and Formation for work, with the purpose to form and capacitate for the full exercise of citizenship, through the expansion of the educational, cultural, social and professional repertory. Theater, Dance, Audio-visual, Graffiti, Woodwork Initiation and Bread making, Pastry and Chocolate Technical Courses are some of the activities offered

In 2021, the Youth Program kept the strategy used in 2020 of adapting their activities due to the Covid-19 pandemic, using as reference the Health and Security Protocol elaborated in the prior year, sometimes flexibilizing the action, sometimes restricting them according to the severity of the situation in the communities served and the orientations of the mains health departments. That way, the project happened in a mixed format, partially face-to-face and partially online.

The return of face-to-face activities presented many challenges to the project, which had an average evasion of 40% of the students throughout the year. Many young people couldn't readapt to face-to-face format, due to the new organization of school lessons or even because many had to enter the formal or informal labor market to help in the family income. It was also noticed a huge impact on the self-esteem and motivation of the young people.

#### **Numbers**

#### 306

teenagers and young people served

#### 183

young people participated in the **312** Audio-visual, dance, graffiti an theater workshops

#### 29

teenagers and young people participated in the bread making and woodwork courses

#### 62

young people participated in **41** life project workshops

#### 28

young people participated in **58** classes of de Preparatory Course for ENEM and Vestibular

#### 4

cultural monitors graduated in **140** theoretical and practical formation meetings

#### 918

people indirectly impacted by the program

#### 805

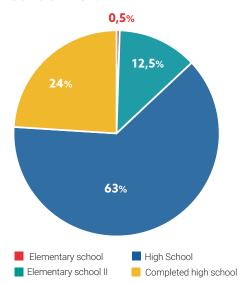
views in **2** cultural events "FGL na Sua Casa" transmitted by YouTube

100 participants in the "Mostra Cultural" face-to-face

**486** services for the families and community

LIFE STAGE	TOTAL	GEN	GENDER		RACE		
<b>TEENAGERS</b> 12 to 17 years old	179	113	66	82	97 0		
YOUNG PEOPLE 18 to 29 years old	119	80	39	56	57 <sub>0</sub>		
ADULTS 30 to 59 years old	08	7	1	3	5 00		
	Captions	female	male		Mixed race or black		

#### **SCHOOLING**













#### **COURSES OFFERED**

- ☆ Audio-visual
- ☆ Dance
- ☆ Theater
- ☆ Graffiti
- ☆ Woodwork
- ☆ Bread making, pastry and chocolate
- ☆ Life project
- ☆ Preparation course for ENEM and vestibular

#### **SERVICE CENTERS**

- ☆ EE Dr. Sócrates Brasileiro Sampaio de Souza Vieira de Oliveira
- ☆ EE Professora Amenaíde Braga de Queiroz





#### **TESTIMONIALS**

The audiovisual workshop has reached a part of my imagination that was very little visited in one single class. After it was over, I felt provoked to think and rethink art and new ways of making it.

Well, theses phrases sum up my experience in the activity. It was positive and full of learning.

**Rebecca Camara de Seles** 18 years old, audiovisual student

"I'm excited, I neved danced before and this experience is really cool. I though it would take long for me to learn the choreographies, but I learned them quickly. I always rehearse at home. I'm really pleased that we are rehearsing a song that I chose and like very much."

Rayssa Silveira de Lima 16 years old, dance student I had no idea how broad the acting world was, and the amount of possibilities. We always think you can't make a living of drama, dance and music, but you can! I want to be a lawyer and now I notice that theatre will help a lot in my career."

#### **Beatriz Pimentel**

16 years old, theatre workshop monitor

With the graffiti workshops, I've been bettering my drawing habilities and practicing more, learning how to work with watercolor and new techniques. The class really helps me de-stress and get creative.

Maryna da Conceição Araújo

17 years old, graffiti student

# TWO TOUCHES 3 **PROGRAM**











Two Touches is an integral education program for children and adolescents between 6 and 15 years of age that offers weekly physical education and sports workshops, based on Futsal, Basketball, Volleyball, Handball, Capoeira and Muay Thai, besides literacy, worked through reading, writing, literature and computing.

Annually, the program also trains 12 young monitors between 15 and 21 years of age in the perspective of integral education, so that they become multipliers of social actions and are recognized as new potential leaders. The program also develops interdisciplinary projects, that integrate areas of work and discuss relevant topics to local realities.

In 2021, Two Touches Program maintained the same strategy adopted in 2020 to adapt its activities due to Covid-19 pandemic, using the Health and Safety Protocol prepared in the previous year as a reference, sometimes being more flexible, sometimes more restrict, according to the gravity of the situation in the communities served and following the guidelines of the main health organizations.

Due to this new working model, a repository of activities was created in the form of video classes to share with families. schools and partners. The program also offered training in Cooperation Pedagogy for teachers from the City School Network and received mentoring from the company Inklnspira on Theory of Change to map the actions related to social impact in the program's area of operation

#### SERVICE CENTERS

- ☆ City School Marechal Espiridiao Rosas
- ☆ City School Marechal Mascarenhas de Moraes CRAS
- ☆ May XV

#### **Numbers**

**502** 

direct services provided

356 children

146

adolescents

12

young monitors graduated

1.506

people indirectly impacted by the program

896

participants of community mobilization events

**564** 

students from partner schools benefited from integration week

**733** 

social services provided

benefited communities

28

local partners mobilized through networking

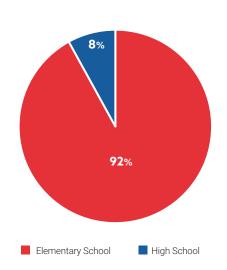
400

participants in 11 family meetings

### Total people served: 502

LIFE STAGE	TOTAL	(	GENDER	RACE			
KIDS 6 to 11 years old	356	46%	54%	30%	21%	1% 48%	
<b>TEENAGERS</b> 12 to 17 years old	146	40%	54%	30%	21%	0%	
	Captions	female	■ male	white mixed race	black Indiger	yellow	

#### **EDUCATION**









#### **TESTIMONIALS**

Well, I come to the Foundation really very happy, because I like it so much, the classes are always amazing and they make me forget about my problems. Everyday I learn something new, here at the Foundation the classes are memorable, it is impossible to pick only one. I feel good, I can be myself, with no shyness, no lying at all. I come every week because I like it so much, I am welcomed whenever I need it.

Ana Clara dos Santos da Silva | 14 years old, Class F

Joao Pedro found himself at Gol de Letra. He has suffered a hard time in his childhood, when I was the victim of a stray bullet. Gol de Letra did a great job working on this psychological trauma, helping him to not be afraid to face the obstacles of life. At Gol the Letra we learn that we can never give up.

**Flávia Barbosa de Souza** 39 years, Mother of Joao Pedro de Souza Gomes Coming to the Foundation is very unexpected but I also feel safe, here I have peace. I miss the Soiree because there I could be just myself and I love being myself. I feel good here because it's a friendly place, when I come here I feel safe. When I assumed my sexuality everyone knew how to welcome me.

**Wallace Matheus da Silva Oliveira** 15 years, Class G

# **CAJU COMMUNITY** LIBRARY

Caju Community Library is open to residents of the Caju neighborhood, in the port area of Rio de Janeiro, and offers multiple educational and leisure opportunities for children, teenagers and young adults. There are many items available for users, such as books, toys, traditional and electronic games, computers with internet access, living space and classroom available for meetings, events and study.

In 2020, due to the pandemic, there was created an online service space that remains active to this day: Caju Virtual Community Library, on Instagram. Its content is about literary tips, storytelling, artistic and cultural manifestations, meetings with writers, in addition to themes such as violence against women, racism, public health and citizenship.











#### **NUMBERS**

#### 845

people served

#### 95

book loans

#### 100

people participated in face-to-face workshops

#### 200

new followers on Instagram, totaling **920** followers

#### 2.535

people indirectly impacted by activities

#### 170

Home Library KitsDelivered





95 book loans were recorded during the year

In October 2021, in the face of a more favorable health scenario, face-to-face activities were restored, with reading circles, toy library, computers available for electronic games and research, reading space available for all audiences, etc.

In November, the II Black Art event was held and 170 home library kits were delivered to families living in the Caju neighborhood, besides the completion of GoldeLetrinhas14, in December 2021, which addressed the theme "Coronavirus".









#### **TESTIMONIALS**

Library is important because many children and adolescents don't have access to many of the activities and experiences offered by the Library. It is a place where people can meet, read, play games, listen to stories, and go to the library cinema, which is very fun.

**Manoella Santos** 

User of the Caju Community Library

Today I came to train
educators on "Anti-racist
Education for Young Children". I
prepared a presentation based
on my research on Adinkra and
Ancestry, where at the beginning
each person introduces
himself through the eyes of
his grandmother. With this
initiation of the ancestral vision
of our elders, I begin the content
scheduled for today"

#### Camila Zarite

Mediator of the event "Dialogues on Education"

I've known the library since I was 8 years old, it was in another place and it didn't have the grandeur it has today.

I went back to the
Library in the pandemic through the online content on Instragram.

I really enjoy following it and I don't want to let go of this amazing space available for the whole community.

**Carina Santos** 

User of the Caju Community Library

"Karina Lua likes to be in Gol de Letra, due to the learning and contact with other children. Also what she likes most is to get books from the library, she goes there since she was 6 years old, with me encouraging her reading. When she comes home, she always talks to me about her day at the Foundation."

#### Marcilene Santos

48 years, Mother of student Karina Lua Ramirez

# **CAJU OPEN** GAME PROGRAM









Caju Open Game Program is an integral education action based on educational sports activities for children, adolescents and young people aged 6 to 17 years in the Caju neighborhood, in the port area of Rio de Janeiro. As part of its routine, the program offers sports after school hours, focusing on 5 Olympic sports: Judo, Futsal, Tennis, Table Tennis and Rhythmic Gymnastics.

In 2021, the Open Game Program the same strategy adopted in 2020 to adapt its activities due to Covid-19 pandemic, using the Health and Safety Protocol prepared in the previous year as a reference, sometimes being more flexible, sometimes more restrict, according to the gravity of the situation in the communities served and following the guidelines of the main health organizations.



#### **NUMBERS**

319

direct services provided

131 children 162 adolescents 26 adults

young monitors graduated

957 people indirectly impacted by the program

20 educators trained in the School Integration Week

3 sports festivals promoted

340 participants in 12 family meetings

**701** community services

benefited communities

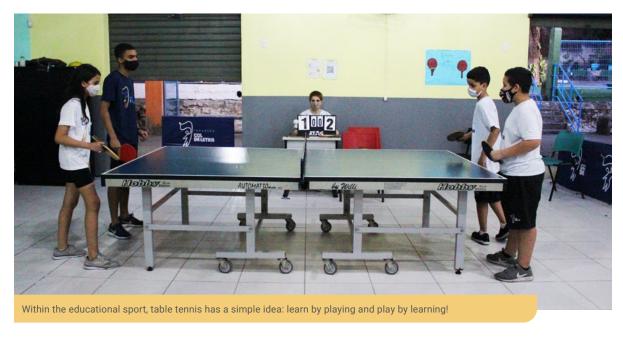
**29** local partners mobilized through networking

Due to this new working model, a repository of activities was created in the form of video classes to share with families, schools and partners. Even so, 3 Sports Festivals of Judo and Rhythmic Gymnastics, Tennis, Table Tennis and Futsal were held in person.

The Caju Open Game Program team also developed a methodological workbook about tennis modality based on educational sport and promoted, through the Schools Integration Week, a training for 20 physical educators of the municipal network.







### Total people served: 319

LIFE STAGES	TOTAL	GENDER		RACE*		
KIDS 6 to 11 years	131					0,5%
<b>TEENAGERS</b> 12 to 18 years	162	50%	50%	26%	65%	
ADULTS 30 to 59 years	26	*8% of users did not respo			ers did not respond	0,5%
	Captions	female	male	white Indigeno	brown or black	<









#### **TESTIMONIALS**

"I really like coming to the Foundation, because in addition to learning how to practice sport, I learn that sport is a lesson for life. Small things can make a lot of difference. I come because I like to practice sports. Since I was little I come to the foundation and until today I feel good."

**Lucas Gonçalves da Silva** 15 years old - Judo Gol de Letra Foundation is very important because instead of my son being on the street, he is doing something useful, he is not exposed to violence and he is getting more involved in education and in sport. I learned at the Foundation to have better dialogues, partnership between mothers and teachers, education and I believe that this space is good for children, occupying the mind instead of being on the streets with bad companies. It's very good!

#### Simone Paulo da Silva

Mediator of the event "Dialogues on Education"

The foundation brought several improvements to Lohanny's life, because my daughter was very quiet and Gol de Letra opened the doors to her. Today she interacts a lot more with people, talk and have a lot more fun. The Foundation is extremely important to the community, because not all of them have such a place that offers so many sports and helps in the community development."

#### Cristiane de Lima

38 years old - Mother of Lohanny de Lima Rhythmic Gymnastics student

# YOUTH AND **OPPORTUNITY PROGRAM**

The Youth and Opportunity Program promotes educational and training activities for the development of personal and professional skills, aiming at the referral, insertion and monitoring of young people aged between 16 and 30 in the university and/or in the job market.

Aimed at young people over 16 years of age and adults, the program offers professional qualification courses, presenting tools and developing skills to improve the employability of young people from Caju and the personal and professional development of the participants. It also offers a Preparatory Course for ENEM exam, with the objective of democratizing the access of young people from Caju to higher education.

In this way, the program's actions contribute to social, economic and cultural transformations in the territory so that the young adults served can exercise their citizenship more fully, in addition to developing practices that enable and qualify them professionally.

In 2021, there was a 40% reduction in the number of vacancies offered by our professional qualification courses due to the scenario still pandemic, but the Bank of Curriculum - initiative













#### **NUMBERS**

**195** 

direct services provided

145

young people and adults in professional qualification courses **53,8%** female participation

**50** 

young people in ENEM exam prep course and UERJ exam intensive prep course 9 enrolled at the university at the end of the course

383

social services

**585** 

people indirectly impacted by the program

345

CV database records

148 forwarded to hiring processes

67 got a job

17% employability rate

created in 2020 - was intensified this year and optimized for better referral of those assisted to job selection processes. A total of 345 curricula were registered, 148 people were sent to selective processes and 67 people entered the job market (17% moving into employment).

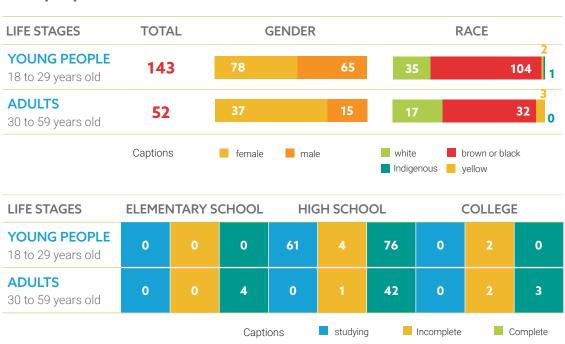
The ENEM exam prep course remained in the remote format throughout the year, but the reduced number of participants allowed face-to-face actions to take place, such as the exhibition and discussion of "Marighella" movie and relaxation activities with the participants approved at ENEM in the previous period, to foster exchanges between them and leisure time.

There was also the Intensivao UERJ, a specific preparatory course for the entrance exam at the State University of Rio de Janeiro, with 24 enrollments.





#### Total people served: 195





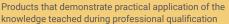


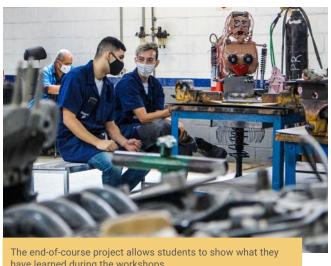


- ☆ Electrician Low Voltage Building Installer
- Production line feeder
- Administrative assistant
- **Automotive Painting**
- Automotive Body Shop
- **Operations Assistant**
- Port Logistics
- Computer operator
- ENEM exam prep course
- Entrepreneurship Workshop
- ☆ Tutoring for preparing curriculum

With the covid-19 pandemic, the dropout of students made it impossible to continue the course of Electrician Low Voltage Building Installer, which will be resumed in 2022.







#### **TESTIMONIALS**

"My participation in Gol de Letra's ENEM prep course was incredible, as I had all the support from the entire team to get calm and well at ENEM exam. The prep course was of extreme importance, just finishing High School and facing ENEM is not very easy. I felt much safer to take the test."

**Rogério de Araújo Amarante** 20 years old, ENEM prep course, Caju resident Fortunately, I was able to take the administrative assistant course at Gol de Letra Foundation, which gave me several experiences, not only in the course, but in life. The tutorials with Professor Estevao helped me a lot in the professional area. Today I work as a Young Apprentice thanks to the opportunity that Gol de Letra provided me with the Curriculum Bank and referral to job selection processes. I am grateful for all the learning and all the people who have passed through my life at the Foundation and have been able to provide me with new learning and experiencess."

#### Antônia Isabely Ferreira Gomes

17 years, administrative assistant course, Caju resident

I confess that when I entered the course I was completely lost in relation to which profession to follow, as a 24-year-old without knowing what I wanted out of life. It was then that a light came on me and from the first week I fell in love with the area. Then I discovered what I wanted and felt a huge urge to study. Today, on the eve of my transformation, I see myself immensely happy to be here, to discover my new version.

#### Thayanne Cristine Paranhos,

24 years old, Port Logistics course, Caju resident

# COMMUNITIES PROGRAM









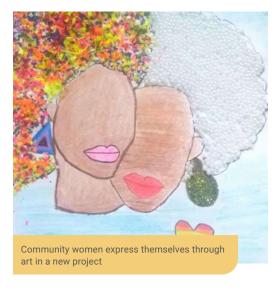


The Communities Program is an action carried out in the cities of Sao Paulo and Rio de Janeiro that recognizes the importance of the social assistance nature of the activities offered by Gol de Letra Foundation, in the contexts of social protection, in the family, in the community and in the different spaces of coexistence of children, young people and families attended.

The main objective of the project is to contribute to community development through networking and mobilization actions in the territories served, acting in a transversal and interconnected way with all other projects.

In this way, it aims to implement a social protection policy that goes beyond the direct activities offered, assuming family-centeredness as a vital structure and essential place for the humanization and socialization of children and adolescents.

The program uses structuring actions such as Training of Social Agents, in addition to projects that are important for the opportunities they offer or because they add value to the continuity programs.





#### **BLACK 13 PROJECT**

The Black 13 project presents itself as an opportunity for racial inclusion, it performs social actions and racial affirmations, through the granting of scholarships for elementary education II, High School and University Education.

The project benefits 22 young blacks or browns in a situation of social vulnerability of several institutions in Brazil, including 4 young people from Gol de Letra Foundation.

Internet access, notebook, food aid, English classes and mentoring are other benefits granted to the participants.

#### CITIZENSHIP GOAL

Gol de Letra Foundation promotes community assistance events, offering services and relevant information that enable the full exercise of citizenship by the public served, providing spaces for reflection and development of critical thinking.

In 2021, two Citizenship Goals events were held in Rio de Janeiro, one in remote format, with live broadcast, and the other in person. Together, the events attracted 454 people.









#### **SOCIAL AGENTS TRAINING**

Contributes to the personal development of women in the community, enabling them to envision new perspectives for life projects and for them to become multipliers of knowledge and attitudes related to gender equity, violence fight, diversity, race, human rights, the labor market, digital inclusion and other topics.

In 2021, for the first time, both Sao Paulo and Rio de Janeiro units were able to develop the project. Due to the pandemic situation, the execution of the project was in the hybrid model, with face-to-face and online meetings, which allowed an integrated training among women from the two states.

In the second semester, the women participated in an activity in partnership with the artist and educator Caroline Luz that culminated in the project "Visual Arts as a form of connection and expression among women". This action aimed to guarantee, through art, a space for debate, self-knowledge and expression about the daily lives of women and their experiences related to gender, diversity, sexuality, territory, public safety, race, family, among other relevant subjects. From life stories and memories, the drawings and self-portraits produced rescue women with reference, announce and denounce, express diversity, give visibility to women's struggles and propose possibilities to break with a patriarchal, sexist society. Based on this visual project, there was developed the Booklet "The praxis of overcoming violence".





# SAO PAULO NUMBERS

#### 10

community women trained as Social Agents

#### 4

young blacks or browns enrolled in private education with scholarships, being 2 boys and 2 girls

#### 42

indirectly impacted people by the program actions

#### 60

training meetings for Social Agents adaptedto online format



### RIO DE JANEIRO NUMBERS

#### 10

community women trained as Social Agents

#### 120

training meetings for social agents in a hybrid model

#### 2

"Citizenship Goal" assistance events to the community, being one online and one in person, participation of **454** people in the events

#### 438

people served by the Social Care Service

#### 1.314

peopleindirectly impacted by the project

#### 5

meetings with Caju Intersector Network

#### 3.062

services deliveredfor families and people in the community

Participation inSocial Assistance Pre-Conference and in the 13th Social Assistance Municipal Conference

Participation in the meeting of the Local Commission of the 1st Social Assistance Coordination

#### **TESTIMONIALS**

The training changed my life for the better, I was very shy, I had a lot of difficulty expressing myself and communicating, I couldn't express my opinion.

Today I am a totally different person thanks to training. I really like the topics that we study and discuss, because we are arming ourselves with knowledge, to help other people, other women.

Kyanne Cristhina Jesus da Silva

The children develop a nice job here, with a sport that many times we can't pay for abroad, outside of the community. They spend their time here inside the Foundation, instead of being on the street learning other things that are not worth, they're here learning sport, having fun."

**Daniele Pinto Bernadino**Citizenship Goal event participant

Foundation, it's awesome.
When there is this type of event,
Citizenship Goal, then I don't
want to miss any activity. Taking
the commitment to come to the
Foundation is good, I love it, I
don't like to miss it. It's important
because we exercise and it's
good for our health."

**Luzinete de Sousa**Citizenship Goal event participant

"I try to pay attention and participate as much as possible in our meetings, discussing the subjects on the agenda and learning from each other. I love this training of social workers and the women with whom I share my afternoons."

**Luciana Aparecida Fernandes** 49 years old, Social Agent in Sao Paulo

# FRANCE ASSOCIATION

In 2002 Fundação Gol de Letra has established, via Associação Gol de Letra França (an initiative started by volunteers), an institutional representation which promotes activities such as networking, events, and partnership initiatives, counting on the support of foreign companies to develop projects in Brazil.

Among the actions promoted by the office located in Paris we have the annual edition of Trophée Gol de Letra – football match between companies, promoted to collect funds; and the interexchange dedicated to Brazilian and French youth, done in partnership with the French institution "Sports dans la Ville".

The corporate tournament Trophée Gol de Letra took place remotely in 2021, being part of the championship FIFA Football for Playstation. There were **256 subscriptions, and the semi-final and final games were transmitted by the Twitch platform**, with the special participation of Raí, and also of Lucas Moura and Paquetá, football players presently in French teams, and Arnaud "Séan" Garnier, a French freestyle football player.

#### **BRAZIL - FRANCE EXCHANGE**

New experiences, cultural exchanges, trips, friendship, and a lot of opportunities to gain experience! This is the objective of Brazil-France Interexchange, that since 2002 receives students of the French institution Sport Dans La Ville to visit Fundação Gol de Letra and get acquainted to its projects. Gol de Letra's students also visit Sport Dans La Ville in France to know the actions developed there.

Having the opportunity to be in different countries, to know other people, to learn about another culture with other habits is extremely important to enlarge the perception about the world and enrich the cultural experiences of adolescents and young people. The Strong partnership made by Fundação Gol de Letra and Sport Dans La Ville can propriciate all that and much more!!

In 2021, due to the pandemic and the lack of vaccines available to our students' age bracket, the interexchange did not occur.

# TABLE OF ASSISTANCE

### **TOTAL OF DIRECT ASSISTANCE:**

PLACE	PROGRAM/ PROJECT	ASSISTED PÚBLIC*	SOCIAL SERVICE ASSISTANCE**	PARTICIPANTS ***	INDIRECT REACH****	
SÃO PAULO	OPEN GAME	771	1.518	N/A	2.313	
	YOUTH'S PROGRAM	306	486	805	918	
	SP COMMUNITIES	14	N/A	N/A	42	
RIO DE JANEIRO	OPEN GAME CAJU	319	701	340	957	
	YOUTH AND OPPORTUNITY	195	383	N/A	585	
	TWO TOUCHES	502	733	1.810	1.506	
	CAJU'S COMMUNITY LIBRARY	845	N/A	5.115	2.535	
	RJ COMMUNITIES	438	1.319	454	1.314	
TOTAL		3.390			10.170	

<sup>\*</sup> Assisted Public: enrolled and frequently assisted

<sup>\*\*</sup> Social Service Assistance: assistance to the community's families

<sup>\*\*\*</sup> Participation in events that took place before the pandemic period, in online workshops or by visualization in live transmissions.

<sup>\*\*\*\*</sup> Indirect reach: According to IBGE (Research Agency) the families were benefited by a project in which a family member took part. (Ex.: Jogo Aberto SP 1.295/Assisted Public X 3 family members = 5.325)



The Institutional Development Department (DI) does the prospection, articulation and engagement that guarantee the projects' financial sustainability via the mobilization and the relationship with the partners and supporters.

Fund- raising using tax incentive legislations, events, mobilization campaigns, donations made by individual or companies, project developments and accounting rendering are some of the actions developed by the sector that support the continuity of the Foundation's projects. The communication area helps the fund -raising process and strengthen the institutional presence before the companies and the civil society, gathering people to support actions regarding Sports, Education, Culture and Work Skills.

# INSTITUTIONAL COMMUNICATION

In 2021 Gol de Letra Foundation continued with live transmissions to explore, debate, and spread the important news about our actions. This proposal started in 2020, with remote activities, and we **decided to maintain the "live sections" as a strategy to promote the brand and inform our mission, vision and values.** 

In the first semester we have done a meeting focused on "Politics to Protect Youth and Childhood." The debate was mediated by the Foundation's project manager Felipe Pitaro, and the envitees Amanda Lima, global manager of subsides and programs of Laureus Sport For Good; Andressa Silva, manager of the area concerning children and youth' protection at ACER Brasil; and Jonathan Hannay, manager of institutional relations at ACER Brasil and member of the International Work Group "Children's Safeguards in Sports".

In the second semester we did a debate about "The Impact of the Pandemic on Young People." We invited two assisted young persons, Letícia Pereira and Vitor Augusto, and also the Sociologist Anabela Gonçalves, a black and indigenous mother, a gender activist focused on politics, culture and on the impact of pandemic on the young people.

#### POLITICS TO PROTECT YOUTH AND CHILDHOOD



#### THE IMPACT OF PANDEMIC ON THE YOUTH'S LIVE



# **2021 IN NUMBERS**



9,147 followers in Instagram



2,892 followers in LinkedIn

f

22,778 followers in Facebook



**36,600** followers in Twitter



1,400 subscribed in Youtube



21,400 visualizations in Youtube



20,766

visits to the site during the year



60,036

visualizations of websites along the year



37

texts, publications, and articles in blogs



259

texts, publications, and articles in blogs



189

owners and partners



4

mobilization campaigns



**65** 

companies were partnersin the Fundation's program



**25** 

companies donated to the food campaign, contributing with food, hygiene, and cleaning items



persons collectively conntributed to the remodelling of the head office raised R\$ 62.585

# MOBILIZATION OF RESOURCES

Mobilization actions are part of the resource gathering stragegy via the association of the brand to a social responsibility action, involving clients, collaborators, partners and the targeted public.

- \* Visa Visa Causas
- Starbucks Caramel Day
- \* P&G Apoie Atletas do Amanhã
- Sistema FECOMERCIO RJ (SESC E SENAC) Leilão "Esculturas Mãos Dadas"

#### **OWNER-PARTNER PROGRAM**

The Program works with individual financial contributions, occasional or periodical ones, a posibility to count on the civil society supporting the life improvement of children, adolescents and youth of the community assisted by Gol de Letra.

The Owner-Partner Program of Gol de Letra Foundation was implemented based on the necessity to gather resources to help with costs not covered by other sources of financial resources and which are fundamental to maintain and develop the Projects.

- 189 active owner-partners (periodical donations)
- 49 ocasional donations



# DONATORS OF THE FOOD SAFETY CAMPAIGN 2021

The companies listed below contributed to the food safety campaign in 2021 via the donation of food, basic supply baskets, recharge of food purchase cards, cleaning and hygine items, etc. Please, read more about it on page 09.

- \* Alupar
- \* Arkema
- \* Atados
- \* Banco Sofisa
- \* BAT Brasil
- \* B3 Social
- Consulado Francês
- Decathlon
- Grupo Hinode
- EuApoio
- \* IMBRA
- Instituto Capim Santo
- Instituto Center Norte

- Instituto Muda Brasil
- \* Instituto Resgatando Vidas
- L'oreal
- Microsoft
- Manuplast
- Odontoprev
- \* ONG Gerando Falcões
- ONG Ipanema
- ONG União BR
- Puratos
- Tecnoset
- \* Templo
- Ticket Alimentação

# RESOURCES GATHERED BASED ON THE TAX INCENTIVE LAW

The Tax Incentive Laws are an instrument used by the Government to lead the individuals or companies to redirect to a social project part of the taxes that they would normally pay. In practice, the Public Power sets aside part of the resources that it would receive, directing that amount to the execution of iniciatives in the social, cultural, educational, health and sports sectors, thus benefiting the population. The investor, by its turn, is supporting positive and constructive projects in the country.

- \* Sports Incentive Law Federal
- \* Condeca Children and Adolescents' Rights State Council State
- Incentive to Culture Municipal Law/ Rio De Janeiro Social Security Law Municipal

#### SAO PAULO STATE INVOICE PROGRAM

São Paulo State Invoice Program is focused on increasing the awaress of the population about the social benefits generated by the value-added taxes on sales and services n the State São Paulo. The consumers must request the delivery of the purchase invoice indicating the taxes paid on the merchandise. By its turn, the Program offers proportional credit and premium coupons to the consumers.

Over the last years the State Secretariat of Economy has permitted that the referred invoices are donated to NGOs and Foundations. The respective credits help the institutions in their own social activities. Gol de Letra Foundation is the beneficiary of credit obtained with the Tax Invoices regarding the following companies:

- Abruzzi Restaurante
- Amor aos Pedaços
- Babbo Giovanni
- Bar Zero Grau Tatuapé
- \* Barouche
- Bebel Bar e Restaurante
- Blem Barueri
- \* Boamesa Leopoldina
- Bonete Restaurante Paulista
- \* Boteco Coutinho
- Brigadeiro Pizzas
- \* Canaille
- \* Cuca Toy's
- DISK BURGUER
- Ema Restaurante Bela Cintra
- Empório Canto da Cerva
- Fortes e Valente Lanchonete
- \* Frangó Bar
- Galeria Grill Lanches
- \* Habib's VI.Albertina
- \* Kop Koffee Morumbi Shopping
- Kop Koffee Trianon Paulista
- \* Loja Japonesa
- Mamaggiore VI.Leopoldina2
- Mamaggiore- VI.Leopoldina
- Matilda Lanches Consolação
- Matilda Lanches Pinheiros
- May GastronomiaTintas JD Multitintas
- Monte Verde Pizzaria
- Morumbi Shopping

- Muquito Restaurante
- \* O'Malley'S Bar
- \* Peixaria Bar
- Pompéia Bar
- Ponto Chic Perdizes1
- Ponto Chic Perdizes2
- Recreio da Serra
- Restaurante Cântaros
- Restaurante Ilha Paulista
- Restaurante Marakuthai Itaim Bibi
- Restaurante Marakuthai Jd. Paulista
- Snack Point Burguer VI.Romana
- Spazio Vintagé Café
- Spot
- Supermercado Hirota:
  - » Loja Aclimação
  - » Loja Campo Belo
  - » Loja Ipiranga
  - » Loja Ipiranga (7)
  - » Loja Ipiranga(3)
  - » Loja Morumbi
  - » Loja Paraíso
  - » Loja Santa Cecília
  - » Loja São Bernardo do Campo
  - » Loja São Caetano do Sul
  - Loja Saudé
  - » Loja Tatuapé
  - » Loja Vila Bertioga
  - » Loja Vila Gumercindo
  - » Loja Vila Madalena
  - » Loja Vila Monumento

- Tappo
- "Tintas JD
- Multitintas"
- Vanda Calcados :
  - » Jd. Tranquilidade
  - Jd.Rosa de França
  - » VI. Galvão

# COLLECTIVE FINANCING - NEW HEAD OFFICE IN SÃO PAULO

Gol de Letra Foundation's head office is back to the center of Vila Albertina, in São Paulo, having a closer contact with the district's players and the community's families.

Our office was remodelled to adequate it it to the Foundation's necessities. We used the website "Benfeitoria" to ask for donations with the purpose of completing this work. We raised R\$ 62.585,00 in funds, thanks to the contribution of 88 donors. These are some of the persons that made our dream come true:

- Ana do Amaral Mesquita
- Augusto Gomes
- Bettina Boklis
- Camila Callegari
- \* Daniela C Cunha
- \* Eduardo Cecilio Vieira de Oliveira
- \* Eloisa Carvalho De Sousa
- \* Erika Azevedo
- Flavia Rocha
- Gabriel Araújo Silva
- Heber Blain Gonçalves
- Laura Santana
- Luiz Carlos Alves de Sousa
- Maira Sahd
- Marcella Draib vieira De Oliveira
- \* Rafael de Souza Santos
- Raimar Souza Vieira de Oliveira
- \* Regina Abadia Naimr Cecílio
- \* Roberto Savio de Oliveira Jr
- Rodrigo Yokouchi Santos
- Rosana Sória
- Sérgio da Costa Leite
- Telma Antonia Jobes



# **MASTER**



# DIAMOND

### **SAMSUNG**



# **PLATINE**





## **GOLD**















# **SILVER**































# **BRONZE**

















# **TECHNICIANS**



































# **SUPPORT**















# **SPONSORSHIP ISS - RJ**











#### GOL DE LETRA FOUNDATION

Financial Statement - Years 2020 and 2021 (end on December 31st, 2020, and 2021) Report prepared by Auditores Independentes

#### NOSSOS ESCRITÓRIOS

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#### SIGA-NOS NAS REDES SOCIAIS

n /audisa.consultores

in /company/grupoaudisa PORTALAUDISA.COM.BR



						Financial Sta	ição Gol de Letra atements on the inber of 2021 and
Assets	Note	2021	2020	Liabilities	Note	2021	2020
Current Assets				Current Assets			
Cash and cash equivalent	4	15.453.358	14.045.113				
Cash	4	379	6.050				
Bank a/c - Investment without restriction Bank a/c Turnover & investment with restriction	4	1.563.862	1.576.272	Salaries, vacations & social charges Taxes and contributions	6	389.828 3.410	318.260 1.096
Project resources	4	13.889.117	12.462.791	Other accounts - payable		7.760	10.368
Pre-paid expenses		749.670	203.902				
Other Current Assets		4.539	n			400.998	329.724
				Projects to incur	7	15.977.429	15.991.437
Resources - receivable		1.809.953	3.417.596	A/C to pay - restrict resources		39.117	13.313
		18.017.519	17.666.611			16.016.546	16.004.750
				Non-current assets			
				Other accounts	8	1.800.000	1.800.000
Judicial deposits		6.996	6.996	Deferred revenues	9	755.098	758.281
Fixed assets	5	6.009.286	5.756.394			2527	2 2
Intangible assets	5	11.911	12.435				
						2.555.098	2.558.281
		6.028.193	5.775.825				
				Net Equity	11		
				Social Capital		2.600.469	2.578.093
				Adjustment of Equity Assessment		1.949.210	1.978.438
				Surplus / (Defict) of period		523.391	(6.850)
						5.073.070	4.549.680
Total Assets		24.045.712	23.442.436	Total liabilities		24.045.712	23.442.436
Explanatory notes are part of the financal statemen	its.						

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Fundação Gol de Letra Financial Statements on 31st December 2021 and 2020

#### Fundação Gol de Letra

#### **Cash Flow Statements**

Period: end on December 31st, 2021, and 2020 (In Reals)

	2021	2020
Cash flow of Operational Activities		
Surplus/ (Deficit) of the period	523.391	(6.850)
Depreciation and amortization	<u>85.121</u>	2.962
	608.512	(3.889)
(Increase) reduction of assets		
Resources related to projects		
Pre-paid expenses	(545.768)	(42.099)
Account - receivable	1.607.643	(2.497.517)
Judicial Deposits	-	130.258
Other Asssets	(4.539)	
Increase (decrease) of liabilities		
Projects to incur	11.795	6.363.386
Other accounts - payable	(2.609)	(138.393)
Salaries, vacations, and social charges	71.569	40.671
Taxes	2.314	457
Outras accounts	1=3	-
Deferred revenues	(3.183)	(40.075)
Net Cash (resulted)/invested regarding operational activities	1.745.734	3.812.799
Cash flow of investment activities		
Acquisition of fixed assets and intangible assets	(337.489)	(176.561)
Net cash used in investment activities	(337.489)	(176.561)
(Net decrease)/ increase of cash and cash equivalents	1.408.245	3.636.239
Statement of (decrease)/ increase of cash and cash equivalents		
Balance in the beginning of the period	14.045.113	10.408.874
Balance in the end of the period	15.453.358	14.045.113
	1.408.245	3.636.239

The explanatory notes are part of the financial statements.

ROGERIO GERLAH Digital Signature: ROGERIO GERLAH PAGANATTO:129 PAGANATTO:12930690860 30690860

Date: 2022.06.09 10:26:25 -03'00'

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#### TRANSLATION:

Carolina Barreiro Maria Yamamoto Baldin Candy Peatan

