BOARD OF DIRECTORS AND COUNCIL

FOUNDERS
Beatriz Campos Pantaleão
Dirce Cristina Bellíssimo
Leonardo Nascimento de Araújo
Raí Souza Vieira de Oliveira

EXECUTIVE DIRECTORS
Chief Officer
Raí Souza Vieira de Oliveira
Finance
Dirce Cristina Bellíssimo
Administrative
Ana Francisca Bueno Abe
General
Sóstenes Brasileiro Sampaio de Souza Vieira de Oliveira

BOARD OF TRUSTEES
President
Beatriz Campos Pantaleão
Councilors emeriti
Angela Maria Gervasio Neves
Guilherme Amorim Campos da Silva
Paulo Aris Velasco Boyadjian
Philippe Jean-Marie Ormancey
Sérgio Arthur Ribeiro da Silva
Contributing councilors
Alfredo dos Santos Junior
Anna Helena de Almeida Pires Altenfelder Silva
Daniela Rodriguez de Castro
José Alberto Tozzi
Márcia Cozzi Ribeiro
MANAGEMENT’S MESSAGE

The year 2022 clearly marked the return of on-site activities, largely without restrictions. Our routine, which had already resumed its normal pre-pandemic dynamics in 2021, is at full speed, with an intense quest to restore the confidence lost by children, adolescents and young people who have been greatly impacted by the long shutdown.

Within the **Sports for Social Transformation** and **Youth** axes, our Programs and projects are steadily following a process of constant evolution. In Sao Paulo with **Open Game in the Village** and the **Youth Program**. In Rio de Janeiro, we continue with the **Two Touches Program**, the **Community Library**, the **Caju Open Game Program** and the **Youth and Opportunity Program**.

In addition, in both units we have the **Communities Program** that operates in a transversal way. This program is considered the ‘social arm’ of Gol de Letra. It effectively nurtures the relationship with the communities, contributing to the success of all our programs.

In Sao Paulo the major highlights were: the start of the **Learning Support Workshop**, developed in an integrated manner with the sports activities of the Open Game Program and the beginning of Pre Enem, an old dream of the Youth Program in Sao Paulo.

In Rio de Janeiro, the seminar “**Education, Sport and Social Assistance - a possible and necessary articulation**” held in September, marked our commitment to this very important topic. In addition, we expanded service from 3 to 5 partner public schools, the launch of the Tennis methodological booklet, the campaign to distribute LPG and food cards to 1000 families in Caju and the significant approval at the university of 41% of the young people who attended classes at our Pre Enem course in Caju.

**GOL DE LETRA FOUNDATION’s vision is “To be recognized as an organization that develops and disseminates practices that contribute to social transformation”.** For this reason, it invests in knowledge management and the transfer of its social technology.
In 2022 we resumed our Methodology **Dissemination Program**, operating mainly in the North and Northeast regions. We started two projects with different characteristics: **Brasil Open Game Project**, with participatory sport action and **Integral Education Project – Sport in Play**, focusing on educational sport.

Without ever forgetting to strengthen our programs in Sao Paulo and Rio de Janeiro, this year we made space on our agenda to disseminate our practices and share our methodology. We noticed the importance of this area of the Foundation and the demand for it, especially in the North and Northeast regions, which become our priority.

Concerned with constantly updating itself in all spheres, **GOL DE LETRA FOUNDATION** has been for some years investing to improve its governance. After a long work with a Consultancy, we expanded our Board of Trustees. In this change, we seek to diversify the areas of activity of new members (pedagogues, lawyers, businesspeople, architects, accountants, teachers...) with the intention of providing rich debates and new ideas.

This renewed team has very specific duties, divided between 7 working groups. Gol de Letra’s Board of Trustees has focused on a wide range of topics (public policy, dissemination, operational fund, fundraising, budget, succession plan and external evaluation) with the objective of **defining the best way to give continuity to the work developed by the Foundation**.
ABOUT US
TO GET STARTED

GOL DE LETRA FOUNDATION is a civil society organization that develops socio-educational practices and knowledge for children, adolescents, and young people in the cities of Rio de Janeiro (Caju) and Sao Paulo (Vila Albertina).

It was created in 1998, by former football players Rai and Leonardo, with the aim of providing another perspective on life for children and young people from socially vulnerable communities. Recognized by UNESCO as a global model in supporting children in situations of social vulnerability, the Institution’s mission is to “promote the integral education of children, adolescents and young people through sports and culture, besides preparing them for the job market”.

In 2022, GOL DE LETRA FOUNDATION served 6,036 children, adolescents, young people, and adults in direct service programs and had more than 4 thousand participants in events and actions open to the community carried out by the programs and the dissemination area.
WHERE WE ARE

SÃO PAULO
VILA ALBERTINA
Tremembe District, North Zone

2,832
children, adolescents, young people and adults served

+ actions with the community

RIO DE JANEIRO
CAJU
Port Zone

3,204
children, adolescents, young people and adults served

+ actions with the community
FOOD SAFETY

In 2022, we continued collecting food and supplies that could help families in situations of high social and economic vulnerability. Due to the return to daily life post-pandemic, we saw a steep drop in donations for food safety in our area of service.

However, in the first half of 2022, we were invited by PETROBRAS to participate in the LPG gas donation campaign + basic food baskets, which aimed to serve 100 thousand families throughout the national territory, through the mobilization of social institutions who had an agreement and/or partnership with the company. In our case, the partnership involves the Rio de Janeiro unit.

Therefore, we requested resources to serve **1,000 families residing in the Caju territory**. For each family, four donations were made available from June to December 2022, with four donations of LPG cylinders and four food card recharges worth R$ 120,00. Due to the quality of the management of financial resources, in December we had a balance of resources that allowed us to carry out an extra recharge on the food cards of 200 families.

These families were indicated among the **group of families served by the campaign** based on the socioeconomic assessment of the Social Service of Gol de Letra Rio, which monitored all families throughout the semester. Thus, in addition to guaranteeing resources for food safety, we provided also social assistance and guidance to the families to minimize and overcome the social and economic inequalities they experience.
PROFILE OF THE FAMILIES

NUMBERS

1 THOUSAND
families served in Caju-RJ

4 THOUSAND
LPG gas cylinders

4,200
food card recharges in the value of R$120 reals

99%
of the families served are residents of the Caju slum complex

74.5%
of female household heads declared themselves black

58%
of the families assisted have women as household heads

90%
of social interviews to obtain assistance were carried out with women

56%
of the families served have in their composition young children with less than 12 years old

34%
of the families had no income when received this assistance

37%
of the families claim to get income through informal and irregular work

16%
have formal jobs

1 THOUSAND
4 THOUSAND
4,200
GOL DE LETRA FOUNDATION | ANNUAL REPORT 2022

ABOUT US
Among the families served, we have an average household per capita income of R$ 317.70. It is worth noting that the average per capita income of the municipality of Rio de Janeiro is R$ 1,784.44, using the IBGE Cities 2023 survey as reference. This shows that the families served by the campaign in 2022 have an income **5 times lower** than that observed in the city.

Regarding the pandemic impacts on the lives of these families, we observed that 27% claim that nothing has changed, as they already lived in a precarious situation before the Covid-19 pandemic, while 25% claim that they no longer had access to informal activities and were unable to generate income after the health crisis. And we still have 23% of householders claiming that they were already unemployed before and remain unemployed after the pandemic. When we add up this impact data, unfortunately we can say that **8 out of every 10 assisted users are unemployed or discouraged**.

Such data demonstrate that our permanent attention will be necessary in relation to food safety in the territories in which we operate, considering that the post-pandemic impacts drastically affect the most vulnerable families.
PROGRAMS AND PROJECTS
The Open Game Program aims to contribute to the integral education of children, adolescents, and young people, through sports, recreational and leisure activities. Its pedagogical methodology is educational sport, which has as its principles to stimulate inclusion, diversity, dialogue, playful learning and protagonism.

The program operates on three fronts: offering 15 sports for children and young people aged 6 to 18 at the Gol de Letra Sports Development Center; the partnership with 5 public schools in the Tremembe/Jacana region with activities after school or within school hours; and the Leisure in the Village Project, which offers sports activities for adults at night, during the week, and recreational and fun activities for all ages on Saturdays, in addition to events open to the community, sports festivals and others.

The program also includes training 20 young monitors, aged between 14 and 20, through theoretical and practical workshops, experiences, supervision, etc., so that they can act as multipliers of knowledge and attitudes, whether in the workshops offered through the program or in situations where they can exercise their youth leadership (such as, for example, carrying out social actions in communities). Each young person performs 16 hours of activities per week, divided between practical activities and training with the team and sports educators.
The big highlight of 2022 was the start of the Learning Support workshop, integrated with sports activities. The objective was to enhance discussions, research and learning promoted by the sports practice. Beneficiaries were encouraged to read, write, and interpret information about the topics discussed and practiced during sporting activities, recreational activities and conversation circles.

**NUMBERS**

- **1,402** children, adolescents and young people served
- **4,206** people indirectly impacted by the program
- **20** monitors trained in the leadership program
- **15** sports activities offered
- **6** service centers in the community
- **990** social services
- **434** family interviews
- **262** participants
- **154** social follow-ups
- **119** social orientations
- **21** home visits
- **884** participation in community events, family tours and local actions

**SERVICE CENTERS**

- Headquarters: Sports and Development Center (NED)
- EE Dr. Socrates Brasileiro Sampaio de Souza Vieira de Oliveira
- EE Professor Izac Silverio
- EMEF Joao Ramos Pernambuco Abolicionista
- EMEF Professor Noe Azevedo
- EE Professor Amenaide Braga de Queiroz
1,402 people served

<table>
<thead>
<tr>
<th>LIFE STAGES</th>
<th>TOTAL</th>
<th>GENDER</th>
<th>RACE</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHILDREN 0 to 11 years old</td>
<td>707</td>
<td>53%</td>
<td>47%</td>
</tr>
<tr>
<td>ADOLESCENTS 12 to 17 years old</td>
<td>439</td>
<td>67%</td>
<td>33%</td>
</tr>
<tr>
<td>YOUTH 18 to 29 years old</td>
<td>133</td>
<td>65%</td>
<td>35%</td>
</tr>
<tr>
<td>ADULTS 30 to 59 years old</td>
<td>102</td>
<td>20%</td>
<td>80%</td>
</tr>
<tr>
<td>ELDERS over 60 years</td>
<td>21</td>
<td>100%</td>
<td></td>
</tr>
</tbody>
</table>

**Gender Distribution:**
- 53% Male
- 47% Female

**Race Distribution:**
- 40% White
- 2% Black
- 2% Indigenous
- 56% Asian
- 2% Other

**ESCOLARIDADE**

<table>
<thead>
<tr>
<th>LIFE STAGES</th>
<th>ELEMENTARY</th>
<th>HIGH SCHOOL</th>
<th>HIGHER EDUCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHILDREN 0 to 11 years old</td>
<td>100%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ADOLESCENTS 12 to 17 years old</td>
<td>78%</td>
<td>20%</td>
<td>1%</td>
</tr>
<tr>
<td>YOUTH 18 to 29 years old</td>
<td>10% 0,5% 25% 3%</td>
<td>47% 7% 7% 1%</td>
<td>1,5%</td>
</tr>
<tr>
<td>ADULTS 30 to 59 years old</td>
<td>1% 7% 16% 3% 14% 36% 6% 2%</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>ELDERS over 60 years</td>
<td>29% 19% 14%</td>
<td>38%</td>
<td></td>
</tr>
</tbody>
</table>

**Programs and Projects**

- Elementary Enrolled
- Elementary Incomplete
- Elementary Complete
- High School Enrolled
- High School Incomplete
- High School Complete
- Higher Education Enrolled
- Higher Education Incomplete
- Higher Education Complete
- No Information
At the Foundation I learned that we are all equal, regardless of gender or disability. I also learned to have more empathy and respect for others. Gol de Letra taught me how to overcome losses and celebrate victory!

I’m really enjoying the classes, because it’s always been my dream to skate, but I’ve always been very scared and here in the classes I’m making a lot of progress, I’ve noticed that my paddling has improved, especially my balance. I like obstacle dynamics because it helps a lot to improve balance, with the ramps, and I’m enjoying it.

Open Game was very important for Clara’s socialization and integration. It wasn’t just about practicing physical activity, it was also about reinforcing the importance of respect, education, and differences. In a safe environment we can trust. And she loves everyone!!!

First of all, Open Game totally changed our lives. It is a super organized institution that cares about the students. My son grew up in Open Game, I thank them for everything they did and will do for my family. He loves Gol de Letra. Not to mention that everyone who works at Open Game is wonderful people. I know that my son will take to life everything he learned at the institution.

I’m really enjoying the classes, because it’s always been my dream to skate, but I’ve always been very scared and here in the classes I’m making a lot of progress, I’ve noticed that my paddling has improved, especially my balance. I like obstacle dynamics because it helps a lot to improve balance, with the ramps, and I’m enjoying it.

Open Game was very important for Clara’s socialization and integration. It wasn’t just about practicing physical activity, it was also about reinforcing the importance of respect, education, and differences. In a safe environment we can trust. And she loves everyone!!!

Marcia Maria da Silva, 55 years old, mother of monitor Murilo Amaro Vieira

Luiz Felipe Borges, 17 years old, studying 3rd year of high school, 6 years at Gol De Letra Foundation

Beatriz Carvalho Pimentel, 17 years old, studying 3rd year of high school, 5 years at Gol De Letra Foundation

Elaine Cristina Vieira dos Santos, 42 years old, mother of Clara Loverso do Couto
The Youth Program aims to contribute to life skills and the integral development of adolescents and young people, between 14 and 29 years old.

It offers Art Education, Life Project and Preparation for the First Job Workshops, Professional Qualification and Preparatory Courses for the National High School Exam (ENEM) and College Entrance Exams, with the purpose of training for the full exercise of citizenship, through the expansion of the educational, cultural, social and professional repertoire.

We believe in peer education and, therefore, we rely on Monitor Training, which prepares teenagers and young people, residents of the community, to work alongside educators and become knowledge and attitude multiplier agents, a reference for students.

We invest in the double protection of rights (education and social assistance), and so the family is involved in various activities, from social assistance, family meetings, tours, among others.

The activities are scaled along two axes: Education and Art and Employability Workshops.

⭐ EDUCATION AND ART AXIS

Art Workshops: to develop technical skills, a taste for art and the promotion of spaces for cultural enjoyment, but also contribute to the acquisition of socio-emotional/cognitive capabilities, such as self-knowledge, relationship, critical thinking, creativity, empathy, problem solving, decision making, dealing with emotions,

Partnership with SENAC and French Alliance allowed the addition of new courses in 2022.

Dance performance at the Cultural Show, which closes the semester of the program.

At the Photo and Video Workshop, students learn to produce and consume audiovisual products in a critical way.
dealing with stress and communication, all important for developing well-being, self-esteem and self-confidence. Artistic activities also include events such as: Soirees, Cinemas and Cultural Shows, to share learning and mobilize families and community residents. 

Pre-ENEM and College Entrance Exam Course: to provide young people with preparation classes for taking the National High School Exam and College Entrance Exams to access higher education, according to the content that make up the Common National Base curriculum, focusing on the thematic of ENEM.

⭐ EMPLOYABILITY AXIS: to prepare young people to face the various challenges of the job market and their admission into their first job, in addition to promoting personal and professional development, entrepreneurship and protagonism in their careers.

NUMBERS

- 366 people served
- 343 adolescents and young people
- 918 people indirectly impacted by the program
- 200 people participated in 2 Cultural Shows
- 288 Art-Education workshops
- 72 young people participated in Life Project workshops
- 4 cultural monitors trained in 140 theoretical and practical training meetings
- 2 thematic meetings for families and community
- 5 community schools provided with art workshops
- 486 social services for families and people in the community
ACTIVITIES OFFERED
⭐ Audio-visual
⭐ Dance
⭐ Theater
⭐ Graphite
⭐ Life Project
⭐ Planning the Future Workshop
⭐ Bakery, confectionery, and chocolate shop
⭐ Administrative Assistant Course
⭐ Preparatory Course for ENEM and College Entrance Exams
⭐ Language Course – French
⭐ Professional Mentoring

366 people served

<table>
<thead>
<tr>
<th>LIFE STAGES</th>
<th>TOTAL</th>
<th>GENDER</th>
<th>RACE</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADOLESCENTS</td>
<td>187</td>
<td>36%</td>
<td>64%</td>
</tr>
<tr>
<td>12 to 17 years old</td>
<td></td>
<td>45%</td>
<td>53%</td>
</tr>
<tr>
<td>YOUTH</td>
<td>156</td>
<td>40%</td>
<td>60%</td>
</tr>
<tr>
<td>18 to 29 years old</td>
<td></td>
<td>43%</td>
<td>54%</td>
</tr>
<tr>
<td>ADULTS</td>
<td>23</td>
<td>17%</td>
<td>83%</td>
</tr>
<tr>
<td>30 to 59 years old</td>
<td></td>
<td>35%</td>
<td>61%</td>
</tr>
</tbody>
</table>

EDUCATIONAL LEVEL

SERVICE CENTERS
⭐ Public School Dr. Socrates Brasilheiro Sampaio de Souza Vieira de Oliveira
⭐ Public School Professor Amenaide Braga de Queiroz
⭐ Public School Leonidas Paiva
⭐ Public School Silva Jardim
⭐ Municipal School Esmeralda
y daughter is 20 years old and is disabled. From the first day we arrived at Gol de Letra we were treated very well. My daughter had great development in the Dance and Theater workshops: relationships with people, communication, attention, and motivation. She has improved 100% and is getting better all the time. Gol employees are the best.

I think it’s very important to talk about youth. After all, it is us, it is my essence. I consider myself a very important young man and essential for the society, so the more information I know about my generation, the better for all of us.

I loved the theatrical improvisations, there were several topics that I had no knowledge of (mental health, racism, and bullying). I found it all very serious, but necessary to talk about. I loved the references; I’m going to look for them all!

The teacher helped me put together my CV and I had a lot of questions. I liked the activities. I like the classes. I think they are creative and cool and I think they prepare us well for the job market and for the future, helping and giving tips for us to improve.
TWO TOUCHES PROGRAM

Two Touches program is an integral education action that benefits children and adolescents aged between 6 and 15 years providing weekly physical education and sports workshops, such as volleyball, capoeira, basketball, futsal, muay thai, among others, and literacy workshop, focused on reading, writing, text interpretation, literature, and information technology.

Annually, the program trains 12 young monitors aged between 15 and 18 in the context of integral education so that they can become multipliers of social actions and be recognized as new potential leaders. The program also develops interdisciplinary projects including work areas and discussion about several topics relevant to the local realities.

The conversation circles cover topics about respect for diversity, machismo, anti-racist education, among other relevant subjects, which makes it possible to build a culture of respect and appreciation of different ways of expressing oneself.

In 2022, the Two Touches Program expanded to another school center, surpassing the targets set for the year. This expansion was possible through the new Multisports workshop and the Muay Thai workshop. We also exceeded the forecast of female participation in workshops, which is fundamental to guaranteeing the principles of equity and co-education.
This year we organized the seminar “Education, Sport and Social Assistance – A possible and necessary articulation”. The event discussed the relationship between theory and practice of the principles that guide the work of civil society organizations that seek to promote activities within these three pillars, which was an important institutional formation. Finally, we held festivals at partner schools, finishing with our traditional Cultural Soiree and the launch of Gol de Letrinhas.

### NUMBERS

- **969** people served
- **736** children
- **233** adolescents
- **180** students from partner schools benefited from the integration week
- **2,907** people indirectly impacted by the program
- **1,226** social services performed
- **12** young monitors trained
- **637** people participated in community mobilization events
- **9** benefited communities
- **30** local partners mobilized through networking
- **402** participants in 11 family meetings

### SERVICE CENTERS

- Sede da Fundação Gol de Letra
- Escola Municipal Marechal Espiridão Rosas
- Escola Municipal Marechal Mascarenhas de Moraes
- Escola Ciep Henfil
366 people served

<table>
<thead>
<tr>
<th>LIFE STAGES</th>
<th>TOTAL</th>
<th>GENDER</th>
<th>RACE</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHILDREN</td>
<td>736</td>
<td></td>
<td></td>
</tr>
<tr>
<td>0 to 11 years old</td>
<td></td>
<td>52%</td>
<td>48%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5%</td>
<td>13%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>82%</td>
<td></td>
</tr>
<tr>
<td>ADOLESCENTS</td>
<td>233</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12 to 17 years old</td>
<td></td>
<td>46%</td>
<td>54%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>15%</td>
<td>47%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1%</td>
<td>37%</td>
</tr>
</tbody>
</table>

EDUCATIONAL LEVEL

- **CHILDREN**
  - 0 to 11 years old: 100%
  - 8%

- **ADOLESCENTS**
  - 12 to 17 years old: 92%

**PROGRAMS AND PROJECTS**

The Capoeira Festival took students from the service centers to Caju headquarters for a graduation ceremony and change of chords.

Drawing, literature and audiovisual are also part of the Literacy Workshop.

The Fight Festival offered experimentation in other martial arts, such as Taekwondo.
I arrived at the foundation with the idea of just playing football. As the name is "Gol de Letra", I associated it with football, but I was wrong, and it was a good mistake. I was asked to try out several other sports, in addition to literacy classes, which made me understand texts and words in a different way. Today, I am a physical education monitor and in addition to collaborating in classes, I take training classes myself two Saturdays a month. I see myself evolving more and more. I am very grateful to the Foundation.

I come to Gol de Letra on Mondays, Wednesdays, and Fridays. I really like being here. Aunt Le treats me with a lot of love and affection, and she tells stories that make me imagine a better life for me, my brothers and my grandmother who takes care of us. Here, I learned to like books. I still don't know how to read, but my aunt said there are many ways to read a story, so I think I know a little something. I also like Uncle Lu and the monitors. He always brings a game for us to learn and it’s a lot of fun.

Gol De Letra Foundation was very important in Nilza’s life because with the Two Touches Project Nilza received Literacy learning support. Her writing and reading skills improved a lot, which had been prejudiced by the pandemic and difficulties in accessing remote education. She also worked a lot on physical exercise and learned to take it in a playful manner without losing discipline.

Gol De Letra Foundation was one of the best things that came to Caju, giving hope to our children and young people of having a better future not only within sports, but with all other professional training programs.

Marcia Helen Diniz, mother of student Nilza Alessandra, class D

Francisco Evandro Martins Dos Santos Filho, 18 years old, Monitor at Two Touches Program, studying 3rd year of high school, 6 years at GDL

Maria Emanuella Ponciano Dos Santos, 10 years old, student at Two Touches Program, studying 2nd year of elementary school, 1 year at GDL
CAJU
COMMUNITY
LIBRARY

Caju Community Library serves the residents of Caju neighborhood, in the port area of Rio de Janeiro, and offers multiple educational and leisure opportunities for children, teenagers, young people and adults. Available to users are books, toys, traditional and electronic games, computers with internet access, common space and a classroom for meetings, events and study.

It promotes culture, education, literature and art for children, teenagers, young people and the elderly, residents of the slum complex in Caju neighborhood, aiming to broaden experiences and cultural repertoire for the development of social and community skills that generate a critical and creative view in the periphery.

In 2022, the first year after the Covid-19 pandemic, we returned to 100% of our in-person service, completing a whole series of actions without interruptions. We noted that the target audience (children and adolescents) presented difficulties in concentrating and participating in diversified activities, which demanded more attention from our pedagogical team.

We started the Caju Mobilize Project in partnership with SOLEA Institute to train community agents in literature and oral language. An unprecedented project that aims to expand the possibilities of coordination with the territory to promote a service policy in culture, leisure and education that dialogues and recognizes the potential of the territory’s residents to contribute to this process in their individual and collective practices.
I'm here to take a break because I feel good talking to you. You are cool. I come here because there are cool things to do.

Monica Ferreira da Silva – 10 years old

I've already borrowed books, I think about 5; I use video games sometimes and play a lot on the computer. I also use the computer to write and create characters on the website "within the story". I've used board games, what I like most is "Monopoly". When I come to the library, what I like to do most is play, draw, and read. The library is really a fun place.

Luis Antonio de Almeida da Costa – 10 years old

What I like to do most is play video games. The library is cool because it has books, computers, and video games.

Lucas do Nascimento de Jesus – 11 years old
CAJU OPEN GAME PROGRAM

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

In 2022, we expanded services, including 3 more daycare centers with weekly workshops in Caju neighborhood. In this way, we began to assist children, adolescents and young people studying from pre-school to high school.

Another novelty was the publication of a tennis notebook as a product of our pedagogical work in partnership with Lacoste Foundation. As a result of the notebook, we organized a training course, with educators from a partner municipal school in Caju neighborhood.

SERVICE CENTERS

⭐ EDI Alegria Park (“Joy Park”)
⭐ CM Ladeira dos Funcionarios (“Employee Slope”)
⭐ CM Quinta do Caju (“Cashew Farm”)
**NUMBERS**

- **603** direct services
- **376** headquarters participants
- **219** daycare participants
- **8** monitors
- **8** young monitors trained
- **382** children
- **132** adolescents
- **376** adults
- **641** people participated in community mobilization events
- **29** local partners mobilized through networking
- **639** participants in 11 family meetings
- **3** sports festivals promoted
- **9** communities benefited
- **1,809** people were indirectly impacted by the program
- **382** headquarters participants
- **132** children
- **376** adults
- **8** daycare monitors
- **29** local partners mobilized
- **639** participants in 11 family meetings
- **9** communities benefited
- **1,809** people were indirectly impacted by the program

**GENDER RACE**

<table>
<thead>
<tr>
<th></th>
<th>Female</th>
<th>Male</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>48%</td>
<td>52%</td>
</tr>
<tr>
<td>Race</td>
<td>45%</td>
<td>48%</td>
</tr>
</tbody>
</table>

**EDUCATIONAL LEVEL**

- **CHILDREN**
  - 0 to 11 years old
    - 100%
    - 92.5%

- **ADOLESCENTS**
  - 12 to 17 years old
    - 7.5%
    - 25%

- **ADULTS**
  - 30 to 59 years old
    - 12.5%
    - 37.5%
    - 25%
The coolest moment was when I joined Gol de Letra and started playing with friends in the library and then table tennis with Uncle Rene.

Douglas Gaspar, 12 years old, 3 years at GDL (Table tennis)

I like being part of Gol de Letra. Because of the people, you meet other friends, have fun and there are lots of cool people you can meet. The team is super welcoming, if you want a tip, they will tell you or if you need something, they will help you. I really like being here.

Vitoria Karoline Ribeiro, 14 years old, 2 years at GDL (Judo)

Sport is very good for children these days. If it weren’t for Gol de Letra having sports here, he would be at home playing on his cell phone or watching TV, so I am very happy to know that he is playing sports, focusing himself. Congratulations to Gol de Letra, I’m very happy.

Aunt of Alexandre Martins, 11 years old, 4 years at GDL (Judo)
Youth And Opportunity Program is a training action for young people in Caju neighborhood, in the port area of Rio de Janeiro, guided by integral education, which acts in 3 main areas: qualification for the job market, access to university and personal development. Aimed at young people and adults aged 16 and over, the program offers professional qualification courses and Pre-ENEM.

In this way, the program’s activities contribute to social, economic, and cultural transformations in the territory so that the adults and young assisted users can more fully exercise their citizenship, in addition to developing practices that empower and qualify them professionally.

In 2022, the Youth and Opportunity program improved some indicators and strategies to guarantee access to learning and training.

Of the 288 adults and young people enrolled in professional qualification courses, 19% participated in selection processes and 83% participated in tutoring workshops on personal and professional organization. The program also had a significant increase in the participation of women in the Low Voltage Building Installer Electrician courses (22% of women), Car Body Shop (14%) and Automotive Painting (20%).
In Pre-ENEM, the project exceeded the target of 30% vacancies filled this year, benefiting 39 adults and young people. Of this population, 70% signed up for public school entrance exams, 12 were approved at universities UERJ, UFRJ, UNIRIO, PUC RIO and FACHA, and 77% of students engaged in debates about higher education in peripheral areas.

COURSES OFFERED
⭐ Low Voltage Building Installer Electrician
⭐ Production Line Feeder
⭐ Administrative Assistant
⭐ Automotive Painting Automotive Body Shop
⭐ Port Logistics Assistant
⭐ Computer Operator
⭐ Preparatory for ENEM

NUMBERS

| 327  | direct services |
| 91   | social services |
| 85   | participants in events |
| 12   | young people approved in 16 college entrance exams (UERJ, UFRJ, UNIRIO, PUC RIO and FACHA) |
| 981  | people indirectly impacted by the program |
| 288  | adults and young people in professional qualification courses |
| 39   | adults and young people in Preparatory Course for ENEM |
| 193  | directed to selection processes |
| 28   | people integrated into the job market |
| 68%  | of black people in the program |
| 48%  | female inclusion in professional qualification courses and preparatory for ENEM |
327 people served

<table>
<thead>
<tr>
<th>LIFE STAGES</th>
<th>TOTAL</th>
<th>GENDER</th>
<th>RACE</th>
</tr>
</thead>
<tbody>
<tr>
<td>YOUTH</td>
<td>242</td>
<td>48%</td>
<td>52%</td>
</tr>
<tr>
<td>18 to 29 years old</td>
<td></td>
<td>35%</td>
<td>64%</td>
</tr>
<tr>
<td>ADULTS</td>
<td>84</td>
<td>47%</td>
<td>53%</td>
</tr>
<tr>
<td>30 to 59 years old</td>
<td></td>
<td>19%</td>
<td>80%</td>
</tr>
<tr>
<td>ELDERS</td>
<td>1</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>over 60 years</td>
<td></td>
<td></td>
<td>100%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
<th>White</th>
<th>black</th>
<th>asian</th>
</tr>
</thead>
<tbody>
<tr>
<td>YOUTH</td>
<td>121</td>
<td>120</td>
<td>0,5%</td>
<td>0,5%</td>
<td></td>
</tr>
<tr>
<td>ADULTS</td>
<td>35</td>
<td>49</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ELDERS</td>
<td>0,5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

EDUCATIONAL LEVEL

YOUTH 18 to 29 years old

- Elementary: 30%
- High School: 78%
- College: 2%

ADULTS 30 to 59 years old

- Elementary: 2%
- High School: 10%
- College: 6%

288 persons (youth and adults) attended technical courses.

Women inclusion helps improving the quality and equality indexes in the so called “men’s professions”.

GOL DE LETRA FOUNDATION | ANNUAL REPORT 2022
STATEMENTS

Taking part in Fundação Gol de Letra’s was very cool. It increased my knowledge. In Tutoria I learned a lot of things to be used in my daily life. I am very thankful.

Larissa Alves Barreto da Silva, Course: Assistant. Administration sector 1

I started a new path, that brought more than I expected, as it resulted in more technical knowledge and more personal awareness. My thanks to Matheus and Estevão for their guidance during the course, and my special thank you note to Gol de Letra.

Angelus dos Santos Lucas, Course: Port Logistics.

I was very glad to attend the Course and thankful for the support received from Estevão Neto, from Professor Ernandes and from Priscila. They were essential in the period I had difficulties and almost gave up! I thank Gol de Letra for the valuable opportunity.

Amanda Cristina Caetano Fransão, Course: Automotive Painting
The Communities Program is implemented in São Paulo and Rio de Janeiro Cities. It emphasizes the importance of social assistance offered by Gol de Letra Foundation to improve the actions involving the social protection given to the family and the community in the several spaces dedicated to the children, the young people, and the assisted families.

The main objective of the project is contributing to the community’s development via networking and mobilization actions in assisted territories, in a transverse way, interlinked to other projects. Therefore, it is focused on the establishment of a social-political policy that goes beyond the offered direct activities, having the family as the vital structure, essential to the humanization and socialization of children and teenagers.
The program is supported by four pillars:

**EDUCATION OF SOCIAL AGENTS**
It contributes to the personal development of the community’s women, preparing them for new perspectives in terms of life projects, educating them to be multipliers of know-how and attitudes related to gender equality, violence combat, diversity, race, human rights, labor market, digital inclusion, and other themes.

In 2022, 20 women were benefited by the project, 10 in São Paulo and 10 in Rio de Janeiro.

**BLACK 13 PROJECT**
The Black 13 project is an opportunity of racial inclusion and involves social actions with this purpose via scholarships to students of Elementary and High School, as well as to university students.

In 2022, four students assisted by Gol de Letra Foundation had their full educational cost paid by ABBVIE, a company that covered their expenses with food, transport, medical assistance, and access to internet, giving them the educational and social support required to their development, as a whole.

**GOAL OF CITIZENSHIP**
An event done by our team, permitting access to social assistance services, to entertainment, sports and culture activities, strengthening our ties with the communities covered by our projects.

In 2022, 531 persons took part in “Goal of Citizenship” in São Paulo and 391 took part in Rio de Janeiro.

**“SEXUALITY IN ACTION” PROJECT**
The project develops the sexuality subject according to the basic content of the Elementary School, and it is included in Gol de Letra’s programs. Gol de Letra’s educational team and the teachers from associated schools are constantly educated to minister the workshops to the children studying at Fundação Gol de Letra and at the associated schools.

Its focus is increasing the debate, reflection and transformation of educational practices, looking for awareness concerning sexual and reproduction rights referring to children and teenagers in different environments.

In 2022 four hundred people took part in workshops in Vila Albertina’s governmental schools, besides other four hundred at Gol de Letra Foundation. Two hundred trained educators/teachers from associated schools also took part in it.
NUMBERS IN SP

1,064 persons benefited by the program.

3,180 persons indirectly reached by the project’s actions

10 Community women became Social Agents

60 meetings to educate the Social Agents

4 Black and brown people got a scholarship in the educational private sector. →

2 boys

2 girls

1,050 children, teenagers, youth and adults educated on sexuality theme

150 Workshop on gender, sexuality and prevention given to teenagers and young people.

1,322 persons assisted by the Social Service team.

531 participants in the event entitled “Goal of Citizenship”

639 students of Gol de Letra

200 students of other partners in the region

391 persons took part in two Goal of Citizenship events, which refer to service rendered to the Community.

400 students from associated governmental schools

50 Professionals that have been educated

2 boys

2 girls

1,050 persons indirectly reached by the project’s actions

15 community women became Social Agents

15 participants in discussions about mental health, sexual health, and reproduction

400 students from other partners in the region

391 persons took part in two Goal of Citizenship events, which refer to service rendered to the Community.

200 students of other partners in the region

100% participation in Caju’s Intersectional network meetings.
In the beginning of March 2022, in an important course we learned to daily interpret and understand the people’s difficulties, dealing with delicate situations, that were considered normal but which were not normal. I still have a lot to learn, as Education is an important path to any person, to me and to other persons near me. We must learn how to share and multiply, showing to the Community that we can go ahead and live better days.

I cannot find the right words to express my gratitude for taking part in this project, it propitiated a very remarking life experience, certainly unforgettable!

During this course I had access to a high amount of intellectual knowledge, social learning, personal education, cultural growth, foreign idiom learning (British language and culture).

This year presented many difficulties, which I was able to overcome, I was welcome in the places I frequented, I gave my best at school and in this course, which has excellent teachers that helped me in every stage. I completed another learning cycle. Thank you, Black 13, for this life experience!

Maria Lisandra N. de Oliveira, 49, Education of Social Agents (11 months)

Kyanne Cristhina Jesus da Silva, 23

Luiz Felipe Borges da Silva, 17. 3rd grade of High School. Black13 Project
DISSEMINATION

Fundação Gol de Letra invests in the dissemination of its methodology as it believes that Sports is an Education Tool that generates new opportunities for development and social transformation (individually and collectively) in vulnerable communities.

By sharing our social technology, we were able expand our work, crossing borders beyond the directly assisted territories (São Paulo and Rio de Janeiro). Disseminate is the best way to generate and expand the social transformation we consider so necessary. Our methodology is systemic and over the last 14 years it has been spread to benefit a lot of people all over Brazil and even in foreign countries.
In 2022, we launched two dissemination projects in other Brazilian regions outside the axis Rio de Janeiro – São Paulo:

**OPEN GAME BRAZIL**

This project’s focus is promoting systemic sports and leisure events in the cities of the north and northeast of Brazil, having a team of professionals, trainees (high school students), and local community leaders dedicated to gather the participants of the sports events.

This activity strengthens the local ties and voluntary actions focused on sports with the objective of promoting inclusion, social integration, and new activities with positive impact on human development.

It represents innovation to Gol de Letra’s dissemination projects, which were previously dedicated to multiplying the actions of the already established organizations.

The cities chosen to the 2022-2023 cycle of the project were:

- Parauapebas-PA;
- Fortaleza-CE;

These two territories are very distinct: one that faces the difficulties of being a very poor region, but that, politically speaking, is assisted by programs with minimum public policies that include the presence of qualified professionals to intervene in the mapped problems. The other region is extremely fragile, with enormous inequality which is caused by old procedures of Brazilian public policy established in the hinterlands of Brazil.

**EDUCAÇÃO INTEGRAL – ESPORTE EM JOGO**

This project has the objective of promoting sports education to physical education professionals in different Brazilian cities with high level of vulnerability. The cities chosen for the 2022 – 2023 cycle are:

- Governador Valadares-MG;
- Vitória-ES;
- Açailândia-MA;

In 2022 we had two phases of the project. The first included on-line meetings with the partners of the three cities to present the project, discuss the educational process and the agenda of the technical visits. The second phase included the presential visits to the cities and the meetings with the partners.

The project had considered a total of 20 participants per city, but as it attracted a lot of interest, we were able to increase the number of participants without affecting the educational project scheduled to start in 2023.
NUMBERS

5 cities of three different regions (North, Northeast and Southeast) in dissemination projects

5 technical visits to present the project and/or the selective process

3 presentational visits to Fortaleza and Parauapebas to cover the educational and follow-up stages.

66 remote educational meetings

24 Fortaleza

26 participants in the meetings, i.e.,

20 trainees (High school students)

42 Parauapebas

6 community leaders

7 events entitled ‘Leasure Day’, took place in Fortaleza and Parauapebas

363 participations in leisure and sports events

1,167 persons directly benefited by the projects
FRANCE ASSOCIATION

In 2002 Gol de Letra Foundation has an institutional representation in Europe via Gol de Letra - France Association, which promotes activities related to networking, events, and partnerships, sponsored by the resources of foreign, with the objective of supporting the projects developed in Brazil.

In 2022, the French office promoted the 17th edition do Trophée Gol de Letra, a Corporate football champion which gather resources to the Brazilian projects. The event counted on 24 teams of 13 different companies on July 2nd, at Leisirs de la Banque de France Sports Center.

We were invited to take part in the Tennis Solidary Tournament in Roland Garros, promoted by Sport dans la Ville, a French NGO.

Among the 50 teams gathered on June 18, 2022, there were four companies that financially contributed to the projects of Fundação Gol de Letra in Brazil.

Gol de Letra France Association also promoted an event to thank the French persons that contributed to the food donation campaign during the Covid-19 pandemic period. In partnership with Puratos Company, 25 persons were selected to take part in a chocolatery class, at Musée du Chocolat, in Paris.

The French Office was also responsible for the negotiation with three companies which sponsored some projects of Gol de Letra in Brazil: Fondation du Roi Baudouin, Gunvor and Banque de France.
BRAZIL – FRANCE INTEREXCHANGE

In partnership with Sport Dans La Ville NGO, of Lyon, the Brazil-France Interexchange has received, as of 2002, some students of the French organization to visit Gol de Letra Foundation to get acquainted to its projects, and to send Gol de Letra’s students to the head-office of the organization in France, to know the actions that are developed there. Being in different territories, meeting other persons, learning about other cultures and different habits are extremely enriching experiences, which expand the world’s horizons and the general knowledge of adolescents and young people. The solid partnership between Fundação Gol de Letra and Sport Dans La Ville propitiates that and much more!

Therefore, the 2022 interexchange highlights the 20 years of these organizations’ partnership and the return of the Project, which had a two-year interruption, due to the covid-19 pandemic.

NUMBERS

13 companies taking part with 24 teams in Trophée Gol de Letra
4 companies taking part in Tennis Solidary Tournament in Roland Garros
25 donators were present in Musée du Chocolat
3 new companies supporting projects in Brazil

12 days in Brazil → 7 at the head-office in Rio de Janeiro
18 french persons in the interexchange in Brazil
3 in Paiol Grande camping
2 at the head-office in São Paulo
11 Brazilians in the interexchange in France

17 days in France → 7 in Paris
10 in Lyon
15 adolescents
3 educators
8 adolescents
3 educators
### TABLE OF THE ASSISTANCE SERVICES

**TOTAL OF DIRECT ASSISTANCE: 6,036**

<table>
<thead>
<tr>
<th>LOCAL</th>
<th>PROGRAM/PROJECT</th>
<th>TOTAL OF ASSISTED PERSONS**</th>
<th>SOCIAL SERVICE ASSISTANCE**</th>
<th>PARTICIPANTS ***</th>
<th>INDIRECT REACH****</th>
</tr>
</thead>
<tbody>
<tr>
<td>SÃO PAULO</td>
<td>OPEN GAME</td>
<td>1,402</td>
<td>990</td>
<td>884</td>
<td>4,206</td>
</tr>
<tr>
<td></td>
<td>YOUTH PROGRAM</td>
<td>366</td>
<td>486</td>
<td>274</td>
<td>1,098</td>
</tr>
<tr>
<td></td>
<td>COMMUNITIES SP</td>
<td>1,064</td>
<td>Não se aplica</td>
<td>531</td>
<td>3,042</td>
</tr>
<tr>
<td>RIO DE JANEIRO</td>
<td>OPEN GAME CAJU</td>
<td>603</td>
<td>540</td>
<td>641</td>
<td>1,809</td>
</tr>
<tr>
<td></td>
<td>YOUTH AND OPPORTUNITY</td>
<td>327</td>
<td>91</td>
<td>85</td>
<td>981</td>
</tr>
<tr>
<td></td>
<td>TWO TOUCHES</td>
<td>969</td>
<td>1,226</td>
<td>637</td>
<td>2,907</td>
</tr>
<tr>
<td></td>
<td>LIBRARY</td>
<td>1,295</td>
<td>N/A</td>
<td>N/A</td>
<td>3,885</td>
</tr>
<tr>
<td></td>
<td>COMMUNITIES RJ</td>
<td>10</td>
<td>1,322</td>
<td>1,045</td>
<td>3,030</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td>6,036</td>
<td>4,655</td>
<td>4,097</td>
<td>20,958</td>
</tr>
</tbody>
</table>

* Assisted persons duly enrolled and attending the classes.

** Social Service Assistance: assistance to families and persons of the community.

*** Participation in events that happened before the pandemic, participation in online workshops or live online transmissions.

**** Indirect reach calculated by IBGE concerning persons that were influenced by a project in which a family member took part. (Ex.: Open Game SP 1,295/Assisted persons X 3 family members = 3,885)
The department of Institutional Development performs the prospecting, articulation and engagement that guarantee the financial sustainability of the projects via the mobilization and relationship with the sponsors/partners. Making use of fiscal incentive laws, promoting events, doing mobilization campaigns, getting donations from individuals and legal entities, developing projects and doing accounts rendering are some of the actions performed by the sector. They help to maintain the continuity of the Foundation’s projects. Communication supports the gathering of resources, it strengthens the institutional presence before the companies and the civil society, besides attracting people to activities focused on Sports, Education, Culture and Education dedicated to work skills.

INSTITUTIONAL COMMUNICATION

In 2022, Gol de Letra chose the theme “Integral Education” to represent the content and the editorial choices of the year. This decision was communicated via video, and our institutional representative in the social media, Rai Oliveira, chose the theme “Educate to Transform” to be the focus of our Meeting with Investors in that year.

This theme also guided the editorial change in the Foundation’s blog and in our monthly newsletter. Therefore, the articles issued by the Communication area started to be more concentrated on Gol de Letra’s methodology and on the pedagogical process of each of its actions.

We almost doubled our blog and newsletter contents, with 54% increase in visits and 43% in page views. Our e-mails were read by more persons, the rate of 20% opening increased to 25%, and the click rate increased from 0,8% to 1,5% on average.

In social media, after deciding for an editorial strategy involving storytelling and videos, we had a remarkable growth in Instagram (33%) and TikTok (44%). In LinkedIn, our customized editorial planning increased the views in 28%.
## 2022 IN NUMBERS

<table>
<thead>
<tr>
<th>Platform</th>
<th>Followers/Views/Persons</th>
<th>2021 Value</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instagram</td>
<td>12.2 thousand</td>
<td>9,147</td>
<td>33%↑</td>
</tr>
<tr>
<td>Tiktok</td>
<td>1,156</td>
<td>800</td>
<td>44%↑</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>3,713</td>
<td>2,892</td>
<td>28%↑</td>
</tr>
<tr>
<td>Facebook</td>
<td>23.3 thousand</td>
<td>22.8 thousand</td>
<td>3%↑</td>
</tr>
<tr>
<td>Twitter</td>
<td>36.3 thousand</td>
<td>36.6 thousand</td>
<td>1%↓</td>
</tr>
<tr>
<td>Youtube</td>
<td>1,554</td>
<td>1,420</td>
<td>9%↑</td>
</tr>
<tr>
<td>Views</td>
<td>14.8 thousand</td>
<td>21.4 thousand</td>
<td>30%↓</td>
</tr>
<tr>
<td>Page Views</td>
<td>86 thousand</td>
<td>60 thousand</td>
<td>43%↑</td>
</tr>
<tr>
<td>Press statements and articles</td>
<td>346</td>
<td>259 in 2021</td>
<td>33%↑</td>
</tr>
<tr>
<td>Full Partners</td>
<td>189</td>
<td>189 in 2021</td>
<td>0%</td>
</tr>
<tr>
<td>Fixed donors</td>
<td>41</td>
<td>49 in 2021</td>
<td>15%↓</td>
</tr>
<tr>
<td>Mobilization campaigns</td>
<td>9</td>
<td>4 in 2021</td>
<td>125%↑</td>
</tr>
<tr>
<td>Partners in Tax Discount Program (São Paulo State)</td>
<td>75</td>
<td>65 in 2021</td>
<td>15%↑</td>
</tr>
<tr>
<td>Governmental actions and bl</td>
<td>58</td>
<td>37 in 2021</td>
<td>56%↑</td>
</tr>
</tbody>
</table>
MOBILIZATION OF RESOURCES

Mobilization actions are part of the fund-raising strategy via the association of the brand to a social responsibility action, involving clients, collaborators, partners, and any other target public.

⭐ BGC Liquidez – Charity Day 2022
⭐ Cesta Nobre – Nutrir Sempre (Nutrition)
⭐ IBDE – Direito (Law)
⭐ Mercado Livre – Tá na Rede – Online shopping
⭐ Shopping Iguatemi – Gentlemen’s Day 2022
⭐ Starbucks – Caramel Day
⭐ Pacaembu TokStok Retail
⭐ Visa – Visa Causes

FULL PARTNER PROGRAM

Gol de Letra Foundation’s Full Partner Program was established based on the necessity to raise funds to face costs that are not covered by the other fund-raising sources, i.e., free contributions that are fundamental to maintain and perform the Foundation’s projects.

This Program is supported by individual and legal entities, continuously or periodically, it is a way that the civil society is having to collaborate to propitiate a better life to the children, adolescents and young people of the communities assisted by Gol de Letra Foundation.

There were 41 periodical donations in 2022, representing 25% of the total received by the program. We presently have 189 active Full Partners (regular donations), a total of 184 individuals and 5 legal entities, being:

⭐ Aprigliano Advogados
⭐ Fesesp - Fed. De Servicos Do Est
⭐ Grupo Pro Security
⭐ Marcato Advogados
⭐ Percequillo Cavalcanti Advogados (PCMM)

In 2022, the Program has done two big campaigns: Dia de Doar (Donation Day) that takes place annually and “Por Onde Você Anda” (Where are you now?) a series of videos with former assisted persons, which report the impact that Gol de Letra had on their lives, and how the project helped them to reach the roles they have now.
Click on the image below and watch the videos. Hear about the Foundation’s former students.

FUND RAISING VIA TAX INCENTIVE LAWS

Tax incentive laws are instruments used by the federal, state, and municipal governments, to foster individuals and legal entities to donate to a social project a percentage of the taxes to be paid by them. In fact, the Government agrees that part of the resources generated by the taxes are transferred to social projects investing in Culture, Health Assistance, Sports, Social Safety and Human Rights, thus benefiting the population. The investor, in its turn, is supporting positive and transforming projects in the Country.

In 2022 we used the following Incentive Laws in our programs:

⭐ Sports Incentive Law - Federal
⭐ State Council Fund to protect the rights of Children and Teenagers.
GOL DE LETRA TOURNAMENT

Gol de Letra Tournament is a Corporate Football Tournament. It is one of Gol de Letra Foundation’s free fund-raising sources.

The event’s purpose is linking the fund raising to the benefits generated by the practice of Sports’ activities. It promotes the integration of the company members participating in the championship, as well as the relationship between these companies. The investment done by each company is used to maintain the Foundation’s projects.

The Tournament did not take place in Brazil in 2022.

SAO PAULO STATE INVOICE PROGRAM

Tax Invoice for Sales to Consumer is a program to foster fiscal citizenship in São Paulo State, leading the consumers to require the delivery of the invoice regarding the purchased goods and services. The collected invoices generate credits to the consumers, which also take part in raffles.

Since 2009 the Ministry of Finance permits that the credits are donated to NGOs and Foundations, to support the institution’s projects.

Our partners in 2022 Program were:

⭐ Accor
⭐ AFD
⭐ AXA
⭐ Banque de France
⭐ BCTG
⭐ Emerige
⭐ Kering
⭐ LATAM
⭐ Octo Technology
⭐ Puratos
⭐ SoClean
⭐ Starcom
⭐ Umbro

The Tournament did not take place in Brazil in 2022.
⭐ Abruzzi Restaurante
⭐ Alfaec
⭐ Amor aos Pedaços
⭐ Babbo Giovanni
⭐ Bar Zero Grau Tatuapé
⭐ Barouche
⭐ Bebel Bar e Restaurante
⭐ Blem
⭐ Boamesa Leopoldina
⭐ Bon Ton Fantasias
⭐ Bonete Restaurante Paulista
⭐ Boteco Coutinho
⭐ Brigadeiro Pizzas
⭐ Burger Shakes Fries
⭐ Casa das Ervas São Francisco
⭐ Castelhanos
⭐ Cucas Toy’s
⭐ Depósito Construir
⭐ Edifício Ravenna – Parque Novo Mundo
⭐ Empório Canto da Cerva
⭐ EURO DELICATESSEN SAO PAULO
⭐ F e L SERV FOOD LANCHONETE E RESTAURANTE LTDA
⭐ FABRICA LIVROS E BRINQUEDOS
⭐ Fortes e Valente Lanchonete Ltda
⭐ Frangó Bar
⭐ Galeria Grill Lanches
⭐ Habib’s
⭐ Kop Koffee Morumbi Shopping
⭐ Kop Koffee Trianon Paulista
⭐ Mamaggiore (2 lojas)
⭐ Matilda Lanches (2 lojas)
⭐ May gastronomia (2 lojas)
⭐ Mercearia Prisma
⭐ Miado
⭐ Monte Verde Pizzaria
⭐ Morumbi Shopping
⭐ Muquito Restaurante

⭐ O’Malley’S Bar
⭐ Peixaria Bar
⭐ Pompéia Bar
⭐ Ponto Chic (2 lojas)
⭐ RAMALHO E SILVEIRA COMERCIO DE ALIMENTOS LTDA
⭐ Recreio da Serra
⭐ Restaurante Ilha Paulista
⭐ Restaurante Marakuthai
⭐ RUella Bistrô
⭐ SANTA FE A COSTELA (SILMAC)
⭐ Snack Point Burguer
⭐ Spot
⭐ Supermercado Hirota - Aclimação
⭐ Supermercado Hirota - Agostinho Gomes
⭐ Supermercado Hirota - Campo Belo
⭐ Supermercado Hirota - Lino Coutinho
⭐ Supermercado Hirota - Mooca
⭐ Supermercado Hirota - Nazaré
⭐ Supermercado Hirota - Paraíso
⭐ Supermercado Hirota - Santa Cecília
⭐ Supermercado Hirota - Santo Amaro
⭐ Supermercado Hirota - São Bernardo do Campo
⭐ Supermercado Hirota - São Caetano do Sul
⭐ Supermercado Hirota - Saúde
⭐ Supermercado Hirota - Taquari
⭐ Supermercado Hirota - Tatuapé
⭐ Supermercado Hirota - Vila Gumercindo
⭐ Supermercado Hirota - Vila Madalena
⭐ Supermercado Hirota - Vila Monumento
⭐ Supermercado Hirota - Morumbi
⭐ Supermercado Supremo
⭐ Tecnoset (campanha interna de doadores automáticos)
⭐ Vanda Calçados - Jd. Tranquilidade
⭐ Vanda Calçados - Jd. Rosa de França
⭐ Vanda Calçados - Vl. Galvão
PARTNERS
PARTNERS

SILVER

BRONZE
Fundação Gol de Letra

Financial Statements on 31 December 2022 and 2021
(In Reals)

<table>
<thead>
<tr>
<th>Assets</th>
<th>Note</th>
<th>2022</th>
<th>2021</th>
<th>Liabilities</th>
<th>Note</th>
<th>2022</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Assets</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalent</td>
<td>4</td>
<td>12.990.089</td>
<td>15.453.358</td>
<td>Salaries, vacation and social charges</td>
<td>6</td>
<td>377.526</td>
<td>389.828</td>
</tr>
<tr>
<td>Cash</td>
<td>4</td>
<td>1.365</td>
<td>379</td>
<td>Taxes and contributions</td>
<td>6</td>
<td>11.927</td>
<td>3.410</td>
</tr>
<tr>
<td>Bank a/c. – Investment without restriction</td>
<td>4</td>
<td>2.313.057</td>
<td>1.563.862</td>
<td>Other accounts - payable</td>
<td>6</td>
<td>56.938</td>
<td>7.760</td>
</tr>
<tr>
<td>Bank a/c. Turnover &amp; Investment with restriction</td>
<td>4</td>
<td>10.675.666</td>
<td>13.889.117</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Project resources</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>444.391</td>
<td>400.998</td>
</tr>
<tr>
<td>Pre paid expenses</td>
<td></td>
<td>254.796</td>
<td>749.670</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other current assets</td>
<td></td>
<td>18.242</td>
<td>4.539</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Resources - Receivable</td>
<td></td>
<td>987.043</td>
<td>1.800.953</td>
<td>Projects to incur</td>
<td>7</td>
<td>11.146.483</td>
<td>15.977.429</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>A/c to pay – restricted resources</td>
<td></td>
<td>22.811</td>
<td>39.117</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>11.169.294</td>
<td>16.016.546</td>
</tr>
<tr>
<td>Non-current assets</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fixed assets</td>
<td>5</td>
<td>5.666.123</td>
<td>6.000.286</td>
<td>Other accounts</td>
<td>8</td>
<td>1.800.000</td>
<td>1.800.000</td>
</tr>
<tr>
<td>Intangible assets</td>
<td>5</td>
<td>11.911</td>
<td>11.911</td>
<td>Deferred revenues</td>
<td>9</td>
<td>809.243</td>
<td>755.998</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5.685.030</td>
<td>6.028.193</td>
<td>Net Equi</td>
<td>11</td>
<td>2.699.243</td>
<td>2.555.098</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>ry</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Social Capital</td>
<td>11</td>
<td>3.160.106</td>
<td>2.600.469</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Adjustment of Equity</td>
<td></td>
<td>1.912.964</td>
<td>1.949.210</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Assessment</td>
<td></td>
<td>247.102</td>
<td>523.391</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Surplus / (Deficit) of period</td>
<td></td>
<td>5.320.172</td>
<td>5.073.070</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td></td>
<td>19.545.200</td>
<td>24.045.712</td>
<td><strong>Total Liabilities</strong></td>
<td></td>
<td>19.545.200</td>
<td>24.045.712</td>
</tr>
</tbody>
</table>

The explanatory notes are part of the financial statement.
## Fundação Gol de Letra

### Income Statement

**Years ended 31 December 2022 and 2021**

*(In Reals)*

<table>
<thead>
<tr>
<th></th>
<th>Notas</th>
<th>2022</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Operating Revenue</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>With Restrictions</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Project revenues - related donations</td>
<td></td>
<td>11,498,290</td>
<td>9,209,368</td>
</tr>
<tr>
<td>Financial profit related to projects</td>
<td></td>
<td>1,209,684</td>
<td>376,199</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>13</strong></td>
<td><strong>9,585,567</strong></td>
</tr>
<tr>
<td><strong>Gratui</strong>&lt;t&gt;ties**&lt;/t&gt;</td>
<td></td>
<td>1,093,207</td>
<td>107,185</td>
</tr>
<tr>
<td>Volunteers/Gratui<strong>ties</strong></td>
<td></td>
<td>171,098</td>
<td>107,185</td>
</tr>
<tr>
<td>Donations/Pro-bono</td>
<td></td>
<td>922,109</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>13,801,181</strong></td>
<td><strong>9,692,752</strong></td>
</tr>
<tr>
<td>Without restrictions</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Free donations</td>
<td>14</td>
<td>1,766,660</td>
<td>1,741,486</td>
</tr>
<tr>
<td>Donations of material and services</td>
<td></td>
<td>-</td>
<td>769,483</td>
</tr>
<tr>
<td>Financial Income</td>
<td></td>
<td>184,547</td>
<td>64,509</td>
</tr>
<tr>
<td>Other revenues</td>
<td></td>
<td>153,299</td>
<td>333,824</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>2,104,506</strong></td>
<td><strong>2,909,302</strong></td>
</tr>
<tr>
<td><strong>Operating costs and expenses</strong></td>
<td></td>
<td><strong>15,905,687</strong></td>
<td><strong>12,602,053</strong></td>
</tr>
<tr>
<td>General expenses – projects with restrictions.</td>
<td>15</td>
<td>(12,656,782)</td>
<td>(9,559,284)</td>
</tr>
<tr>
<td>Depreciation and amortization. Projects with restrictions</td>
<td>15</td>
<td>(51,191)</td>
<td>(26,283)</td>
</tr>
<tr>
<td>General expenses – projects without restrictions</td>
<td>15</td>
<td>(244,048)</td>
<td>(1,030,891)</td>
</tr>
<tr>
<td>General and administrative expenses</td>
<td>15</td>
<td>(1,041,535)</td>
<td>(1,277,170)</td>
</tr>
<tr>
<td>Taxes and contributions</td>
<td>15</td>
<td>(3,141)</td>
<td>(1,683)</td>
</tr>
<tr>
<td>Financial expenses</td>
<td>15</td>
<td>(63,620)</td>
<td>(35,790)</td>
</tr>
<tr>
<td>Depreciation and amortization.</td>
<td>15</td>
<td>(505,060)</td>
<td>(40,377)</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>(14,565,378)</strong></td>
<td><strong>(11,971,478)</strong></td>
</tr>
<tr>
<td><strong>Gratui</strong>&lt;t&gt;ties**&lt;/t&gt;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Volunteers</td>
<td></td>
<td>(171,098)</td>
<td>(107,185)</td>
</tr>
<tr>
<td>Donations/Pro-bono</td>
<td></td>
<td>(922,109)</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>(1,093,207)</strong></td>
<td><strong>(107,185)</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>(15,658,586)</strong></td>
<td><strong>(12,078,662)</strong></td>
</tr>
<tr>
<td><strong>Surplus / (Deficit) or the period</strong></td>
<td></td>
<td><strong>247,102</strong></td>
<td><strong>523,391</strong></td>
</tr>
</tbody>
</table>

The explanatory notes are part of the financial statements.
## Broad Income Statement

**Years ended 31 December 2022 and 2021 (in Reals)**

<table>
<thead>
<tr>
<th></th>
<th>2022</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Surplus / (Deficit)</td>
<td>247,102</td>
<td>523,391</td>
</tr>
<tr>
<td>Broad Total Results</td>
<td>247,102</td>
<td>523,391</td>
</tr>
</tbody>
</table>

The explanatory notes are part of the financial statement.
### Fundação Gol de Letra

**Statement of Changes in Net Equity**  
Period: Year ended December 31, 2022 and 2021  
*(In reals)*

<table>
<thead>
<tr>
<th>Note</th>
<th>Corporate Equity</th>
<th>Adjustment of Equity’s Assessment</th>
<th>Accrued Surplus/(deficits)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Balance on December 31, 2020</strong></td>
<td>2,578,092</td>
<td>1,978,438</td>
<td>(6,850)</td>
<td>4,549,680</td>
</tr>
<tr>
<td>Incorporation of the result to the equity</td>
<td>(6,850)</td>
<td></td>
<td>6,850</td>
<td>-</td>
</tr>
<tr>
<td>Adjustment of the Equity’s Assessment</td>
<td>29,228</td>
<td>(29,228)</td>
<td></td>
<td>-</td>
</tr>
<tr>
<td>Surplus of the period</td>
<td>-</td>
<td></td>
<td>247,102</td>
<td>247,102</td>
</tr>
<tr>
<td><strong>Balance on December 31, 2021</strong></td>
<td>2,600,470</td>
<td>1,949,210</td>
<td>247,101</td>
<td>4,796,781</td>
</tr>
<tr>
<td>Incorporation of the result to the equity</td>
<td>247,102</td>
<td></td>
<td>(247,102)</td>
<td>-</td>
</tr>
<tr>
<td>Adjustment of Equity’s Assessment</td>
<td>36,246</td>
<td>(36,246)</td>
<td></td>
<td>-</td>
</tr>
<tr>
<td>Surplus of the period</td>
<td>-</td>
<td></td>
<td>247,102</td>
<td>247,102</td>
</tr>
<tr>
<td><strong>Balance on December 31, 2022</strong></td>
<td>2,883,818</td>
<td>1,912,963</td>
<td>247,101</td>
<td>5,043,883</td>
</tr>
</tbody>
</table>

The explanatory notes are part of the financial statements.
**Fundação Gol de Letra**

**Cash Flow Statements**

*Period: Years ended December 2022 and 2021 (In Reals)*

<table>
<thead>
<tr>
<th></th>
<th>2022</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cash flow of the operational activities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Surplus / (Deficit) of the period</td>
<td>247.102</td>
<td>523.391</td>
</tr>
<tr>
<td>Depreciation and amortization</td>
<td>(556.252)</td>
<td>85.121</td>
</tr>
<tr>
<td></td>
<td>(309.150)</td>
<td>608.512</td>
</tr>
<tr>
<td><strong>(Increase) reduction of assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pre-paid expenses</td>
<td>494.874</td>
<td>(545.768)</td>
</tr>
<tr>
<td>Receivables</td>
<td>1,212,910</td>
<td>1,607,643</td>
</tr>
<tr>
<td>Judicial deposits</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Other assets</td>
<td>(13,703)</td>
<td>(4,539)</td>
</tr>
<tr>
<td><strong>Increase (decrease) of liabilities</strong></td>
<td>(4,847,252)</td>
<td>11,795</td>
</tr>
<tr>
<td>Projects to incur</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other accounts - payable</td>
<td>49,177</td>
<td>(2,609)</td>
</tr>
<tr>
<td>Salaries, vacation and social charges</td>
<td>(12,302)</td>
<td>71,569</td>
</tr>
<tr>
<td>Taxes</td>
<td>8,517</td>
<td>2,314</td>
</tr>
<tr>
<td>Other accounts</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Deferred revenues</td>
<td>54,244</td>
<td>(3,183)</td>
</tr>
<tr>
<td><strong>Net cash (resulted)/ invested regarding operational activities</strong></td>
<td>(3,362,684)</td>
<td>1,745,735</td>
</tr>
<tr>
<td><strong>Cash flow of investment activities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Acquisition of fixed assets and intangible assets</td>
<td>899,415</td>
<td>(337,489)</td>
</tr>
<tr>
<td><strong>Net cash used in investment activities</strong></td>
<td>899,415</td>
<td>(337,489)</td>
</tr>
<tr>
<td><strong>(Net decrease)/ increase of cash and cash equivalents</strong></td>
<td>(2,463,269)</td>
<td>1,408,245</td>
</tr>
<tr>
<td><strong>Statement of (decrease)/ increase of cash and cash equivalents</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Balance at the beginning of the period</td>
<td>15,453,358</td>
<td>14,045,113</td>
</tr>
<tr>
<td>Balance at the end of the period</td>
<td>12,990,089</td>
<td>15,453,358</td>
</tr>
<tr>
<td><strong>(2,463,269)</strong></td>
<td>1,408,245</td>
<td></td>
</tr>
</tbody>
</table>

The explanatory notes are part of the financial statements.
Sobre este relatório:

Design gráfico: Refinaria Design