



a educação como caminho



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What are our greatest objectives?

01

How we
operate



Our territory

With approximately

8000

inhabitants**, Vila Prudente is São Paulo's oldest favela

1 out of 2

Inhabitants state they do not have access to healthcare*

52%

of adults have Elementary School II educational level or below*

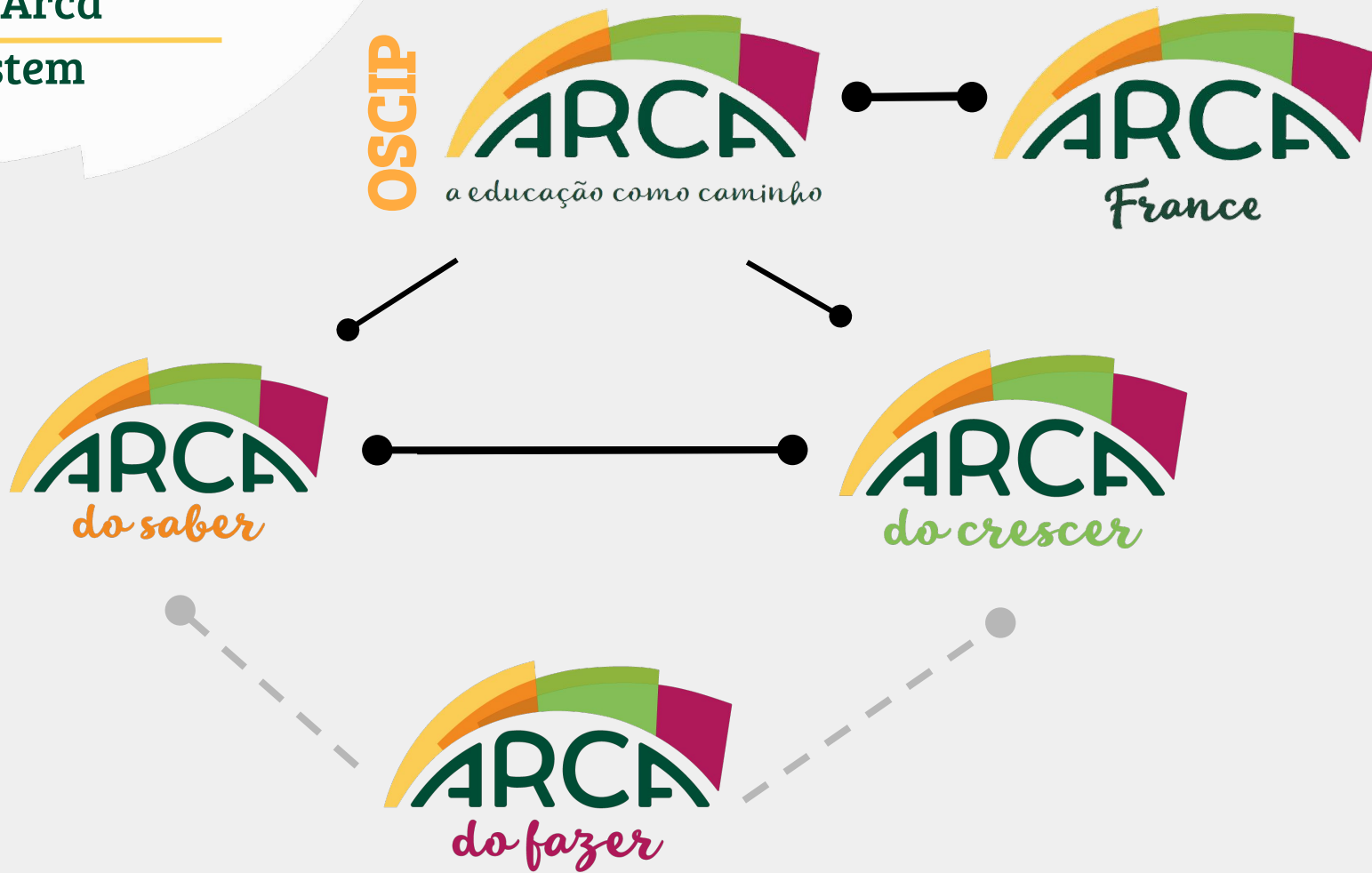
67%

of adults suffer from low self-esteem*

*Social Progress Index (IPSOS) on 150 families of the Favela of Vila Prudente, 2017.

** Official statistics, «Vila Prudente district»

The Arca System



Our DNA



Vision

We believe Education is the way to
build a better future



Mission

Accompany the residents of the favela in
their development, from 6 years old to
adulthood, offering education
opportunities and training for them to
gain autonomy and self confidence



Values

Peace,
respect,
safety
and progress.

The key milestones 2020

- New unified website

- Inauguration of our garden, launch of our transversal project "Environment"
- Reopening of Arca do Saber

July

October



March

September

December

- Beginning of the pandemic in Brazil
- Closing of our centers
- Adaptation of the teams with the production of online content

- Renovations in the centers
- New kitchen
- Restarting of classes at Arca do Crescer after a month of registrations

- Donations of food baskets, gifts and food vouchers for the end of the year

Board of directors



Board

- **Thais Alves Máximo** President
- **Emmanuelle Grisez** Vice-president
- **Domitille Bessineau** Treasurer
- **Leonor Bragato** Vice-treasurer
- **Kassia Beatriz Bobadilla** General Secretary

Fiscal Council

- **Alberto MORI** (Lawyer, Gaia Silva Gaede Advocado)
- **Luis PERETTI** (Lawyer, Souto Correa)
- **Sahelê FELICIO** (Lawyer, Facily))

Arca France

- **Frederic Rio** President
- **Alizée d'Hérouville** Vice-president
- **Frédérique de Grignart** General Secretary
- **Cécile Flambart** Treasurer
- **Carole Schneider** Vice treasurer

Operational teams



Director Arca do Saber

Joelma Silva - gerente@arcadosaber.org

Director Arca do Crescer

Géraldine Challe - gerente@arcadocrescer.org

Sewing workshop Manager

Corine Decrion e Virginie Behaghel -
atelie@arca-ong.org

Commercial Manager

Menou de Benque - comercial@arca-ong.org

Communication Manager

Anne-Flore Roulette -
comunicacao@arca-ong.org

02

Goals Achieved (on projects undertaken in 2019)



Adapting to the COVID-19 Pandemic



The impacts of COVID-19 on the favela

As a way to better understand the consequences of the crisis and **how we could help the residents of the favelas of Vila Prudente**, we conducted a research through the application of a survey, published on social networks and in some WhatsApp groups of the favelas.

In total, **105 families** filled in the survey, from April 6 to April 13, 2020.



75,2%

tried to comply with the measures of social distancing, **only 27.4% were able to fully follow them**



36,6%

claimed to have a small house or with little ventilation, which prevented them from staying at home



82,7%

said that the COVID-19 crisis impacted their family income



Only **15,9%**

had some kind of savings to deal with the crisis



58,4%

of those who worked as independent had to stop their activity due to the crisis



50%

were struggling to ensure the food supply for their family

Health safety

- **Special COVID-19 donations** from Veolia, L'Oréal and Givaudan: disinfection of spaces, hand sanitizer, training and adequate equipment for cleaning during the pandemic.
- Distribution of **food baskets and hygiene kits**.
- Distribution of **masks** (AFNOR), made by the Sewing Workshop.
- **Renovation** and adaptation of the centers to return to activities safely.
- A favela crisis committee was set up in partnership with the organizations of the surrounding favelas to support families affected by the Covid-19 crisis.



Focus: Distributions of food baskets

1500

distributed food baskets
from March to
December

22

tons of food distributed
from March
until December

11

partners and private
donors helped Arca to fund
these baskets

Merçi



Financial support

- One of our great successes was to guarantee the salaries of all our employees during the months when our centers were closed, with the financial help of BNP Paribas.
- Financial support to the families of Arca do Saber for the end of the year, thanks to BNP Paribas that provided food vouchers, with the support of Edenred.
- Mobilization in France through private donations on the Hello Asso platform, and personal initiative like the painter Lulu who donated a part of her auction sales to Arca.
- Brazilian private donation by E Solidar.



Education

Adequation of our two centers to offer **100% digital content**:

Arca do Saber created the group "CCA Tips Families" to

- Maintain bond with families,
- Carry out pedagogical and recreational activities
- Transmit information about the basic needs baskets distribution and COVID-19 prevention.

Arca do Crescer organized:

- Implementation of the mentoring program,
- Psychological care with Uninove,
- Implementation of online certified courses by SENAI and Recode,
- Delivery of pedagogical content in WhatsApp groups and guidelines on COVID-19,
- Bread and panettone challenge with Lesaffre.

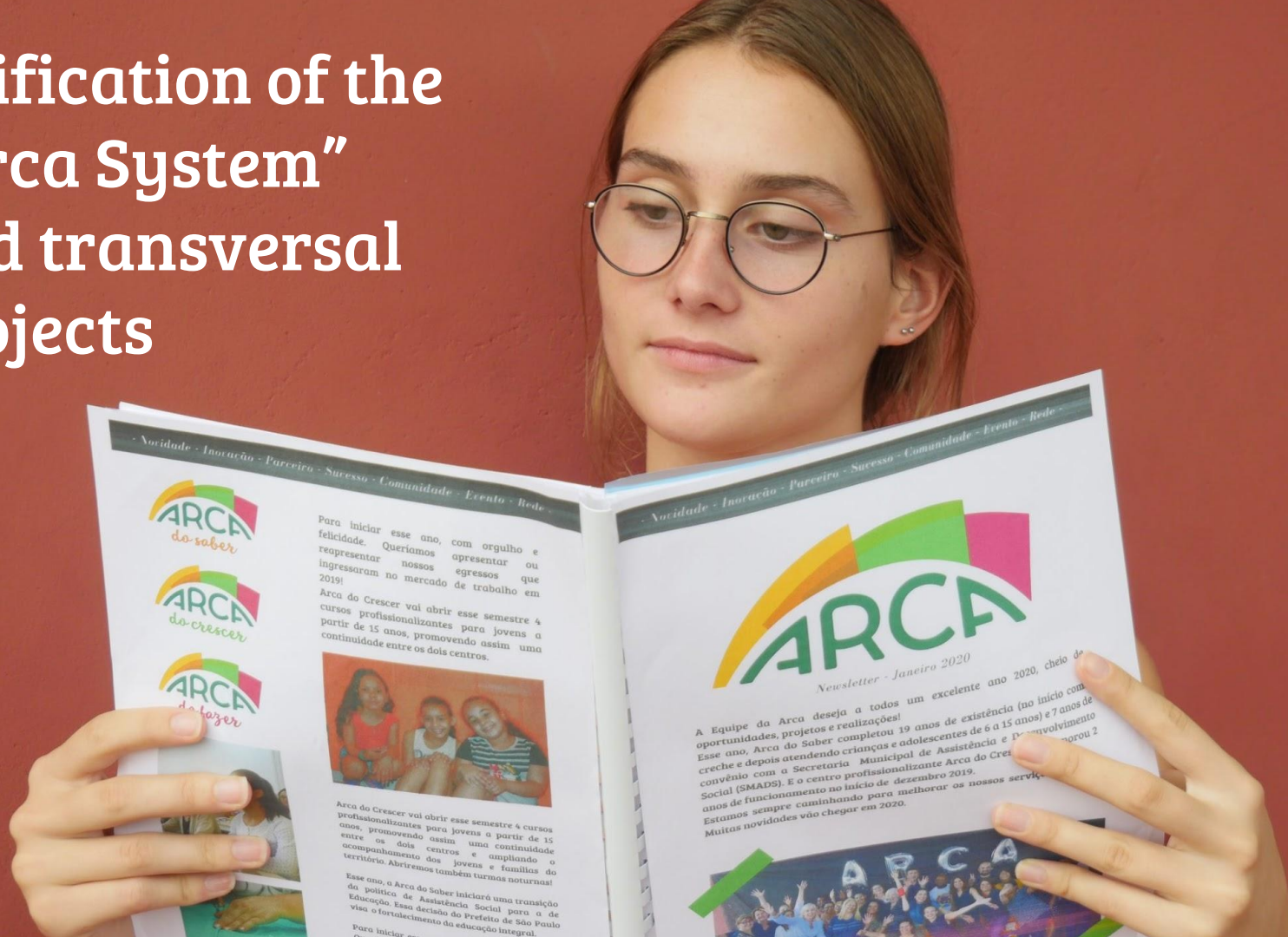


Team

Transition of Presidency
and reorganization of positions successfully achieved



Unification of the “Arca System” and transversal projects



· Novidade · Inovação · Parceiro · Sucesso · Comunidade · Evento · Rede ·



Para iniciar esse ano, com orgulho e felicidade. Queríamos apresentar ou reapresentar nossos egressos que ingressaram no mercado de trabalho em 2019!

Arca do Crescer vai abrir esse semestre 4 cursos profissionalizantes para jovens a partir de 15 anos, promovendo assim uma continuidade entre os dois centros.



Arca do Crescer vai abrir esse semestre 4 cursos profissionalizantes para jovens a partir de 15 anos, promovendo assim uma continuidade entre os dois centros e ampliando o acompanhamento dos jovens e famílias do território. Abriremos também turmas noturnas!

Esse ano, o Arca do Saber iniciará uma transição da política de Assistência Social para a de Educação. Essa decisão do Prefeito de São Paulo visa o fortalecimento da educação integral.

Para iniciar

· Novidade · Inovação · Parceiro · Sucesso · Comunidade · Evento · Rede ·



Newsletter - Janeiro 2020

A Equipe da Arca deseja a todos um excelente ano 2020, cheio de oportunidades, projetos e realizações!
Esse ano, Arca do Saber completou 19 anos de existência (no início com creche e depois atendendo crianças e adolescentes de 6 a 15 anos) e 7 anos de convênio com a Secretaria Municipal de Assistência e Desenvolvimento Social (SMADS). E o centro profissionalizante Arca do Crescer completou 2 anos de funcionamento no início de dezembro 2019.
Estamos sempre caminhando para melhorar os nossos serviços.
Muitas novidades vão chegar em 2020.



Unification of the "Arca System"

We reinforce the idea that Arca is **one NGO**. We work with Team Creatif and Regular Switch to:

- Visually join the Arks in our new logo. The ark represents the idea of protection, one of our core values,
- Create a new, common slogan "education as the way",
- Implement a single, clearer website.

We also enhanced the relationship between our two centers, so teenagers could move from one center to another. In addition to this, we created transversal projects such as the "Environment" project.



Há 20 anos a Arca acompanha o desenvolvimento dos moradores da favela desde os 6 anos de idade até a fase adulta, oferecendo formação e qualificação. **Acreditamos que a educação é o caminho!**

Saber

Crescer

Fazer

Nosso ateliê de costura

Brindes personalizadas para empresas e coleções
únicas para vendas solidárias

Focus: Environment

In 2020, we developed our own Environment project, with the support of the French Embassy:

- Activities on recycling with children,
 - Lectures on circular economy in Arca do Crescer,
 - Revitalization of our garden, located in front of Arca do Saber and Arca do Crescer.
- Veolia was also a partner in this work, donating the compost used in the garden.



Finance and Sustainability



Fiscal Year

2020

Expenses

Arca do Saber R\$ 860 198

Arca do Crescer R\$ 279 624

Arca do Fazer R\$ 39 794

Subsidies from
companies and
Foundations

Sewing Workshop
Arca do Fazer

Private donations

Nota Fiscal
Paulista

Financial
revenues

Subsidies from
São Paulo's
Municipality

44%

33%

11%

11%

0,7%

0,7%

R\$ 1 263 124

Consolidated Revenues



New funding sources

Thanks to our work on legal simplification, we have implemented new fundraising strategies and diversified our funding sources:

- Eligibility for Fumcad Fund (Municipal Fund for the Rights of Children and Young People) until 2022
- First year of “Nota Fiscal Paulista” revenues
- Issue of invoices “Nota Fiscal Paulista” by our workshop
- Crowdfunding from individuals in France (Hello Asso Platform) and in Brazil (Esolidar platform)



03

Updates of our Centers





**Socio-educational
center of daily care for
children and teenagers
between 6 and 15 years
old.**



Renovation of the facilities

Thanks to the donation of the **Air Liquide Foundation** and the support of the **French Embassy in Brazil** we were able to make **major reforms in the kitchen:**

- More modern equipment in the kitchen to optimize workflow and reduce water and plastic consumption,
- Better compliance to hygiene standards induced by the Covid-19 crisis.



Renovation of the facilities

With the help of **São Paulo's City Hall**, of **Decathlon's Foundation**, **São Paulo Accueil** and the **Foundation PSA**, we also achieved other works:

- a new lunch area exclusively for employees.
- all floors with water fountains and sinks to sanitize hands.
- new coating on the ladder for easy cleaning.



Profile of our beneficiaries



49 %

of the children enrolled At Arca do Saber are girls.



73 %

of Arca children have been with us for at least 2 years.



86%

of registered children are aged between 6 and 10 years old.



86 %

of our beneficiaries are attending state schools (SP) where computers room and library room are lacking.



Arca is a very important project, because within the favela it is very difficult to access information, so the children don't have a vision of the future and a project for growth! Arca was very stimulating for me, to open my mind to the world, social and racial issues etc.
(Ana Beatriz, 21 years)



Actions during the pandemic

38

calls to families on average per week
in order to maintain the link.

8

activities developed remotely with
families and children: nutrition,
environment, rugby, circus, capoeira,
dance, French classes, manual
activity.



Back to Saber in October

80%

of children continued
their activities remotely

20%

of the children, as
determined by the SMADS
and the CRAS guidelines,
were allowed to return in
person at Arca do Saber. This
amounts to 24 children.

45

people (children and staff) took the
COVID-19 test provided by the
Municipal Health Secretariat, via
UBS, for safer resumption.



Focus:

Aldair's Career Path

2006: Entered Arca do Saber at 7 years old

During the same year, was among the 4 finalists in an international competition dance in Switzerland

2015: Started dancing after discovering the activity at Arca

2020: Created his digital consulting company

2021: teaches dance class in a professional studio, is enrolled in a digital marketing course and intends to study pedagogy.





**Training and
orientation guidance
center for young
people and adults in
the favela, from 15
years old**

Courses

1st semester



Baking
212 hours



Sales
105 hours



Hospitality
140 hours



Pizzaiolo
40 hours



GSuite
12 hours



Courses

2nd semester



Presential classes

- . Organize your work
- . Start your own business



Foreducation
EdTech

- . GSuite, tool of Google

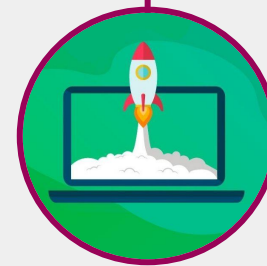


- . Basic Excel
- . Entrepreneurship
- . Preparing for the professional world
- . Personal finance

SENAI

RECODE
Microsoft

- . Office Pack
- . Hacking your future
- . Technologies for the future
- . Introduction to the digital world



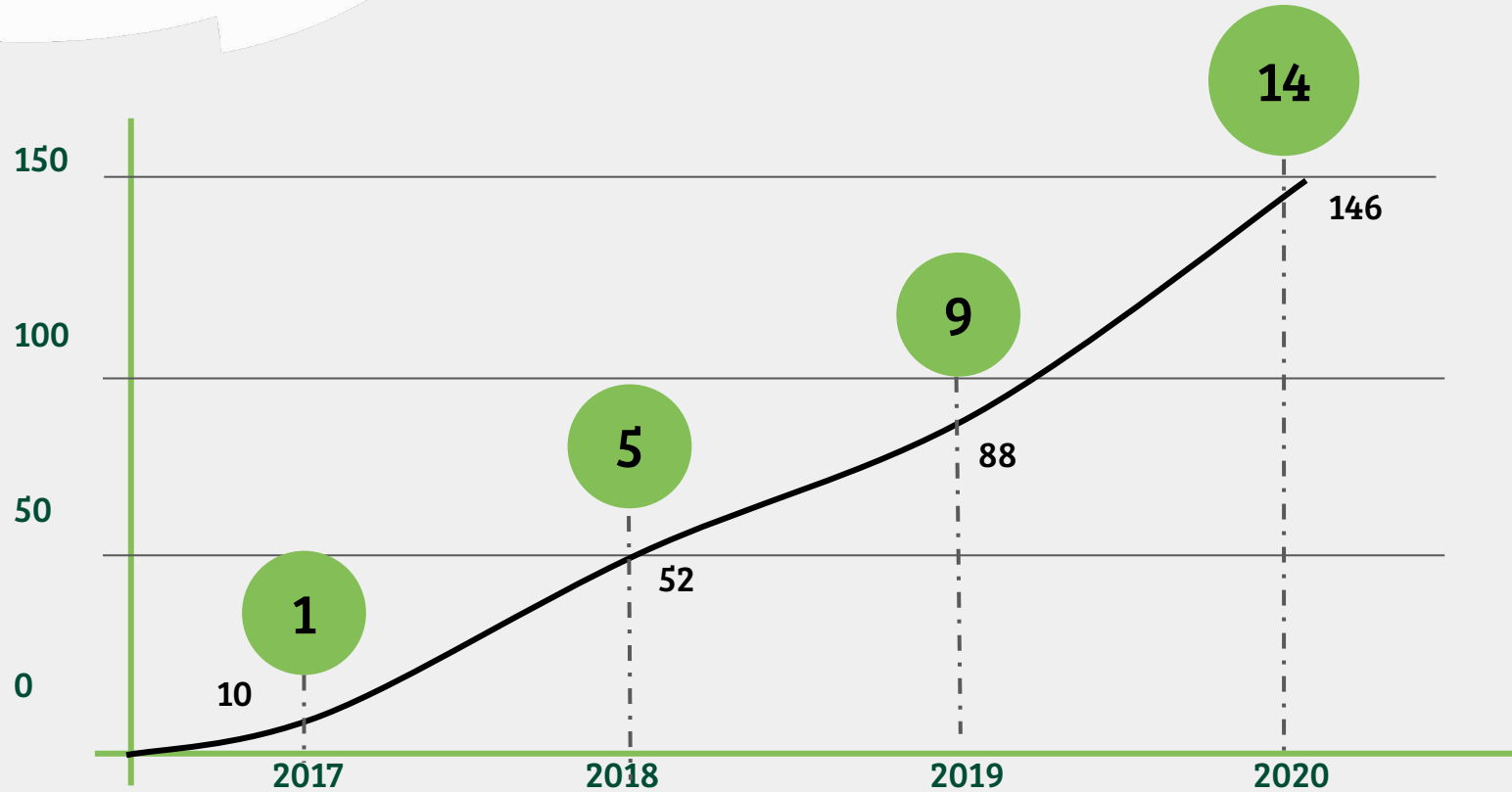
Others services offered

- . Use of facilities
- . Preparation of curricula
- . Professional guidance
- . Psychological care with Uninove

UNINOVE
Universidade Nove de Julho

Attendance

- courses offered
- certificates issued



Conclusion of online courses

At the end of each course held in the second semester of 2020, we sent an evaluation form to all students who completed the course.

79 %

Of the attendees identify themselves as women, against 65% in 2019.

60 %

Are 15 to 29 years old.

84 %

Fully agree with the statement: "This course was a good investment of my time."

Conclusion of online course

Profile - remote student

40% of them are over 30 years old
43% completed high school and
35,6% are attending higher education, are
graduates or are in graduate school,
70% had never attended an online course.

Difficulties?

Problems mainly related to noise in the surroundings, difficulty concentrating,
Internet signal instability, problems with cell phones and notebooks.



Profile – presential student

44% of them are from 15 to 17 years old
55% completed high school, none of them enrolled in higher education
78% found the team's attention "great"

Difficulties?

In general, students who have chosen to study in person using Arca do Crescer facilities face fewer problems to take the course. Only the instability of the Internet signal was pointed out (a recurring problem in every favela).



Launching of Mentoring

Lucas da Silva
Student 2019
Work at BNP Paribas



In 2020, Arca's team
accompanied 10 pairs of
young working adults

6-months program with
monthly meetings

Supervision meetings and
support by Arca do Crescer

Cost per student:
R\$250,00/month

Results and Testimonials

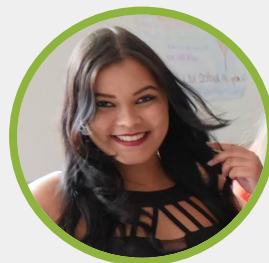


Larissa –
Accor Group

Mentor

after a year as a mentor
and has already agreed to
continue in 2021

“Being a mentor in the Arca program was an experience that transformed me, since there is a genuine exchange between the pairs that then connects us to another reality and teaches us values such as empathy and humility.”



Emili -
formada
em vendas

Mentee

after the first interview
with the mentor

“What a wonderful woman. [...] She gave me great tips for me to use in my day to day, she was super helpful and explained everything to me very clearly. This moment allowed me to speak freely and calmly. She's wonderful. I loved it!”

Ipsos

Research

Two years ago we started an impact assessment with the *Research Institute - Ipsos*.

According to the survey, what is Arca's added value?

- positive experiences
- good impression on the long-run
- self-valorization
- high quality courses
- opportunities
- "stimulating" moments



I would say that Arca was very important in my life and if people would open up and connect themselves more to Arca, many things would change. I'm grateful for everyone who helped me. My experiences at Arca helped me find myself.

(graduated, 17 years old)



Focus: Beatriz's Career Path

2017: Certified by Senai
in the first baking course

2018: Certified by
the Sebrae of the
pastry course

End 2018 : Set up her business

2020: Certified by SEBRAE in the
Super MEI presential course to
support entrepreneurs

2021: Joined the mentoring program
to improve her business



Results



97 %

Consider that participation in the course is or was very important.



9.8/10

The average score of Arca do Crescer.



100 %

Would certainly recommend the courses of the Arca do Crescer to friends.



A gateway to opportunities for the community that can't afford courses.

(graduated, 21 years old)

”



**The Sewing Atelier of
Arca generates a
source of income for
the NGO and
employment for the
community's
seamstresses**



2020

key numbers

2 100

products made (without considering masks) throughout 2020.

5 400

solidarity masks produced in 2020 by 21 volunteers and 4 professional seamstresses.

R\$ 90.000

real profits reverted to the NGO this year.

9

institutions have relied on our work this year, and have helped us continue to fulfill our mission of protection even in this time of crisis.

Focus:

Solidarity Masks

During the pandemic, Arca do Fazer launched a large production of solidarity masks (respecting the AFNOR standards).

For every mask purchased, a mask was given to our beneficiaries and employees.



Our volunteers

25

volunteers were made available for the production of masks.

1500

hours (on average) of volunteering in 3 months for the launch of the solidarity masks.

150

hours per month dedicated to Arca do Fazer by the core group made of 6 volunteers.





04

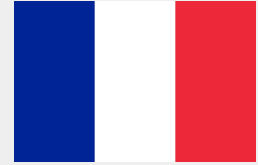
Challenges 2021

Our challenges

- Increase Arca facilities' area thus expanding the possibilities and capabilities of daily classes
- Work on the team's professionalization (training and volunteering programs)
- Expand our international visibility (recognition, prizes, international crowdfunding platforms)

Arca do Saber

- Diversify the offering of activities (socio-emotional, technological, musical,...)
- Return of 100% of children in presential classes and activities, and accompany this return on the path of education



Arca do Crescer

- Continue these hybrid offerings between face-to-face and online courses
- Development of new partnerships and courses and creation of a scholarship for women
- Perpetuation of the Mentoring Program

Arca do Fazer

- Form a future seamstress and modernize sewing machines

Arca France

- Continue the monthly strategy meetings between the French and Brazilian boards
- Add our fundraising with French foundations, companies or schools programs, etc.

Our partnerships

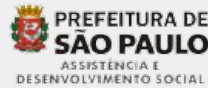
Recognition:



Institutional:

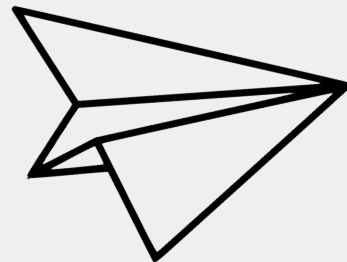


Partners:



Pro Bono:





Stay tuned



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