

Activity Report 2024



Summary

Message from Management - p.03

1. About Us	p.04		
2. Our Work	Arca do Saber	Arca do Crescer	p.10
3. Materiality and SDGs	Le Pain	Arca do Fazer	p.26
4. Self-Financing Strategy			p.34
5. People Management and Volunteering			p.38
6. Partnerships and Networking			p.45
7. Finances	p.48		
8. Outlook for 2025	p.52		

Contact and acknowledgments - p.56



Interactive Report. Navigate between sections of the document using the buttons. Enjoy reading!



The curiosity and joy
that light up the path of
learning



MESSAGE FROM MANAGEMENT

Advances with Purpose: Arca in 2024

2024 was a year of concrete advances, transformative challenges, and reaffirmation of our commitment to the territory. At Arca, we continue to strengthen the foundations that support our work: we invest in the professionalism of our team, consolidate internal processes, and advance in structuring our governance, always with an eye on the demands of the community and the ties that keep us rooted in Vila Prudente. We awarded more than 500 certificates in our professional qualification courses, promoted

access to technology for children, young people, and adults through the Digital Citizenship program, and we brought our voice to global debate forums, such as Festival 24 (a pre-Olympic event in France) and the G20 Social Summit. Locally, we inaugurated the new Shared Space, expanded the Arca do Fazer studio, and consolidated Le Pain as a recognized social impact buffet. We also took important steps toward sustainability—both environmental, with the installation of solar panels and the start of composting

100% of our organic waste—and economic, with the diversification of our collection fronts. All of this is the result of a collective effort, sustained by the tireless dedication of our team, volunteers, and partners. We continue to be driven by the certainty that transformation is achieved through strong bonds, active listening, and the courage to innovate.

Thais Alves Máximo
President



With a history marked by hospitality and education, we always seek to positively impact our territory and the people we serve.

About Us



- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8

Figures

362

people directly impacted
by Arca's work

more than

254

volunteers in various Arca activities, both
inside and outside Brazil, including
volunteers from Arca France

1,448

people indirectly
impacted by Arca's work

42%

of young people between the
ages of 15 and 24 who took a
course at Arca do Crescer went on
to Arca do Saber

60,320

meals provided between February
and December for our children
and adolescents*

*Every day, everyone has lunch and breakfast
or afternoon tea, depending on their schedule



- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8

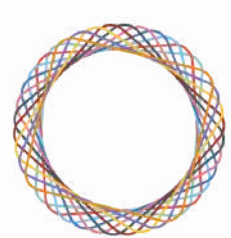
About Us

Arca is a **French-Brazilian** NGO that has been building success stories for over **20 years**. It offers programs aimed at **children, young people, and adults**, promoting education, social assistance, cultural, sports, and language activities, digital inclusion, professional training, entrepreneurship, and income generation in the **Vila Prudente favela** and surrounding areas.

Purpose

We believe that **people in vulnerable situations face significant barriers to breaking the cycle of poverty**. That is why we empower them by providing **access to opportunities and expanding their social and cultural repertoire**, in addition to offering education, social assistance, and productive inclusion initiatives.

Awards / Certificates



SELO MUNICIPAL DE
Direitos Humanos
e Diversidade
7ª Edição



PROGRAMA
SELO
IGUALDADE
RACIAL
PREFEITURA DE SÃO PAULO





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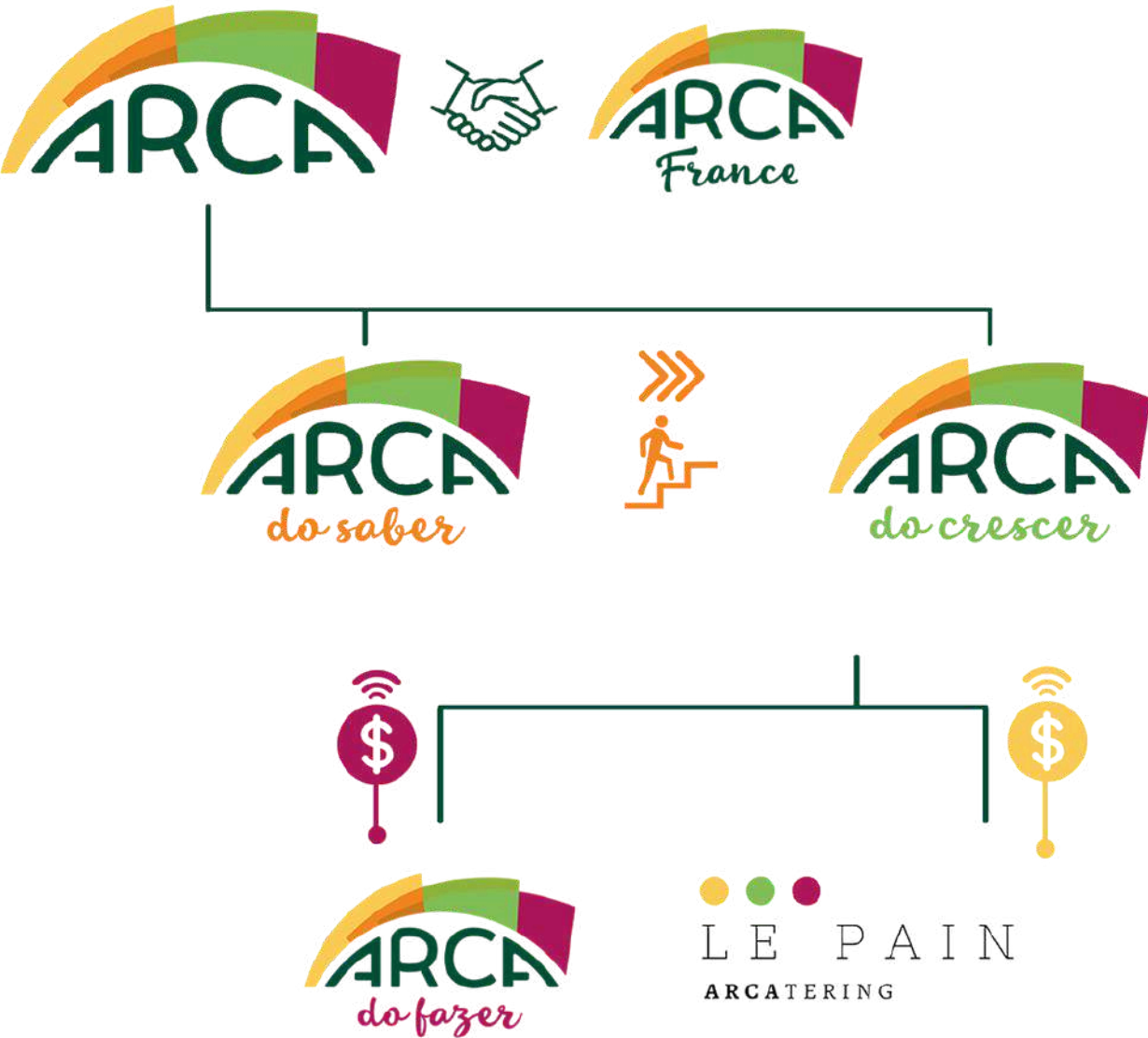
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8

Ecosystem



Alliance that make a difference

Arca emerged from the encounter between Brazil and France. It all began in the 1990s, when French nun Bernadette Marchand created a sewing workshop with women from the Vila Prudente favela, starting a journey that culminated in the creation of a CCA (Children and Adolescents Center) and a productive inclusion center.

Today, we continue as a **Franco-Brazilian NGO**, with active support from French volunteers and partners. **Arca France is part of our governance**, contributing to fundraising and strategic planning—a living bridge for social transformation.



LEARN MORE
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Localisation

Arca is located in the Vila Prudente district, in the eastern part of São Paulo—a region with more than 100,000 inhabitants, where **5.21% of households live in slums**. Our work takes place directly in the Vila Prudente slum, an area where approximately **1,700 families** live, corresponding to approximately **8,000 people**. Among them, **we directly reach about 1,500 people**, strengthening, together with the community, a vibrant and powerful network of affection, resilience, and care.

At the same time, the challenges are profound. According to data obtained from various sources, **in the Vila Prudente region, almost 5,000 families live in extreme poverty**, and the low supply of formal jobs reveals the **difficulty of entering the job market**. To address this, Arca generates direct work and promotes certified training, opening concrete paths to the world of work.

Another challenge is **unequal access to public leisure and cultural spaces**. The main sports center in the region is located 4 km from the favela, in a more structured area—a journey that involves time, cost, and symbolic barriers. To break this barrier, we bring sports into the community with activities such as capoeira and rugby, in addition to organizing trips to public facilities in the city. We do the same with culture: we promote circus, dance, and percussion workshops, and create opportunities for our children and adolescents to explore the city and recognize themselves as part of it.

By connecting the territory to its potential—resources, talents, and opportunities—Arca establishes itself as a space for protection, education, belonging, and development. Our work is to weave, every day, networks that sustain lives—and expand futures.

Low access to sports

Only one free sports center, 4 km from the slum

Our Action: Capoeira, rugby, judo, and visits to sports venues

Extreme poverty

4,843 families with per capita income of up to R\$109

Our Action: Creation of formal jobs, entrepreneurship, and professional certification

Low access to culture

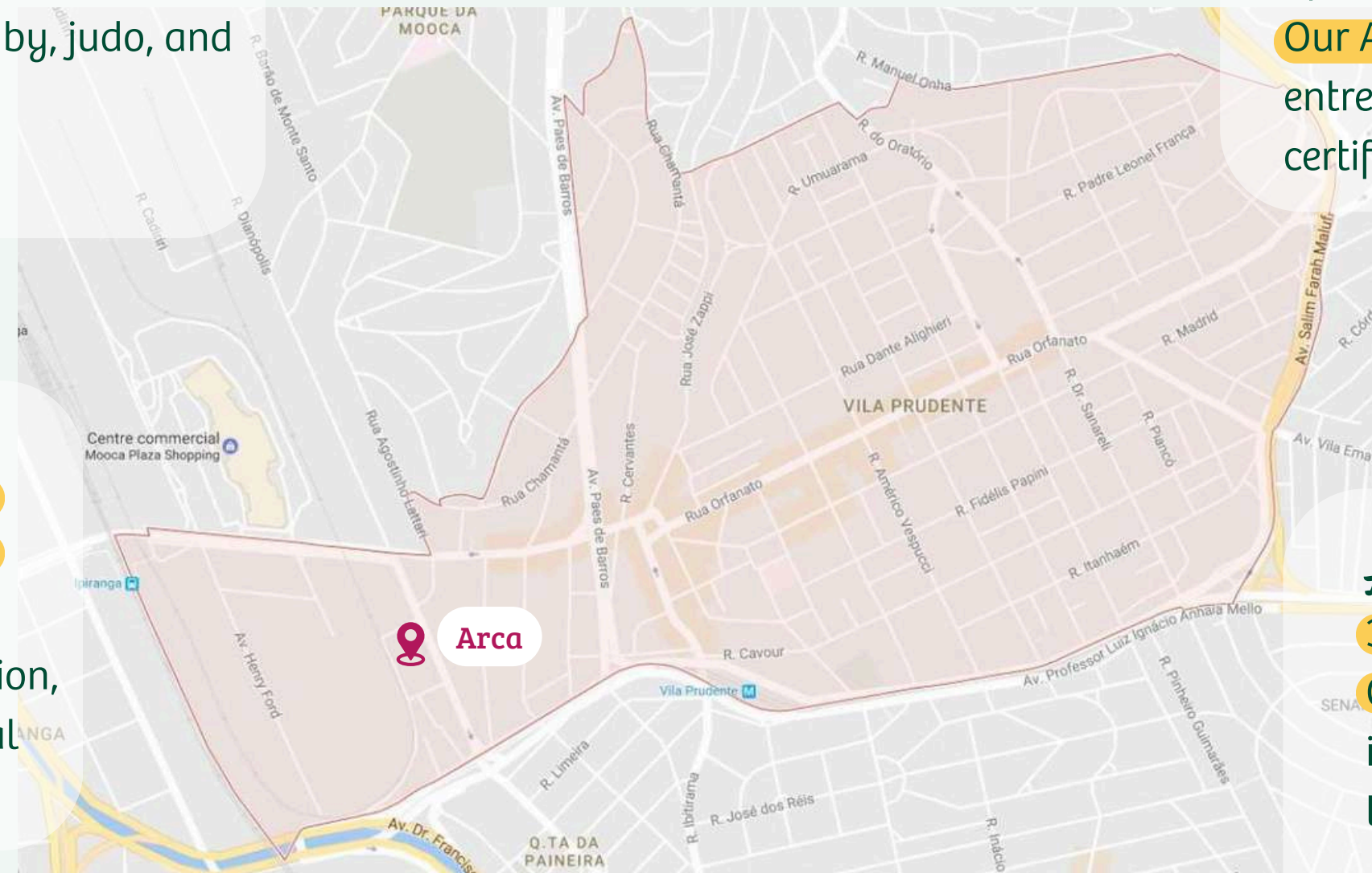
Unified Libraries and Educational Centers 15 to 30 minutes from the community

Our Action: Circus, dance, percussion, capoeira, and cultural/educational outings

Low access to formal employment

3.19 formal jobs per 10,000 inhabitants

Our Action: Training and professional integration of young people and adults through the employability sector



Sources:

- São Paulo City Hall. Sub-city halls and districts: <https://capital.sp.gov.br/web/subprefeituras/w/municipio-de-sao-paulo-subprefeituras-e-distritos-municipais>
- Sustainable Cities Institute. Map of Inequalities 2024: <https://institutocidadessustentaveis.shinyapps.io/mapadesigualdadesaopaulo2024/>
- São Paulo City Hall. Sports Centers: https://capital.sp.gov.br/web/esportes/w/centros_esportivos/44154
- São Paulo City Hall. Neighborhood Libraries: https://capital.sp.gov.br/web/cultura/bibliotecas/bibliotecas_bairro/bibliotecas_m_z/ricardoramos
- Social Assistance Diagnosis – 15th Municipal Conference, 2023



- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8

Through our actions, we have managed to go beyond the numbers: we have created stories of overcoming adversity, inclusion, and hope.

Our Work



Making an impact and building success stories

In 2024, Arca further consolidated its journey of transformation and impact, guided by a continuous process of learning and improvement. Based on the **Theory of Change**, we remain committed to generating real and lasting impact in the lives of the children, adolescents, and families we serve. One of the main developments this year: we made progress in improving our impact indicators in partnership with Ipsos.

This allowed us to monitor results more closely and adjust our strategies even more precisely, ensuring that **our actions not only meet the most urgent needs of the territory, but also contribute effectively to the change we seek.**





OUR WORK

Arca do Saber

For more than two decades, Arca do Saber has been a place of welcome, creation, and discovery. It is a space where children and young people are protected, encouraged, and respected. **Working in social assistance,** we promote the **comprehensive protection of children and adolescents** through three fundamental pillars: **comprehensive education, comprehensive development, and strengthening ties with families and communities.** Here, cultural, sports, and recreational workshops are more than just activities—they are opportunities for expression, affection, and coexistence.

In 2024, we offered more than **1,900 hours of workshops**, including capoeira, circus arts, ballet, rugby, digital citizenship, percussion, and many others. These experiences had a direct impact on the self-esteem, cultural repertoire, and sense of belonging of the **1,300 children and adolescents we served—with 81% attending activities regularly and 100% saying they enjoyed the activities carried out at Arca.**



Throughout the year, we held **31 internal events** and promoted **4 educational outings**, including visits to the **Football Museum, the Ipiranga Museum, and the Timbalaia camp**. These activities broadened horizons, created fond memories, and strengthened ties with the city and its culture.

Also noteworthy is the launch of the **ballet project**, which became part of the workshop schedule, and the implementation of the **Digital Citizenship** program, which brings children and adolescents closer to the languages and technologies of the present and the future. At the Hackathon held with ForEducation, they were able to experiment with creating solutions to real challenges, combining imagination and technology in two days of intense learning and collaboration.

In addition to the workshops, our work includes close monitoring of families, with **220 social assistance visits, more than 57 home visits, 11 monthly family meetings that included lectures and awareness-raising activities**, as well as four events open to families, such as *the Day of Those Who Care for Me*, the Olympics Exhibition, the Capoeira Baptism, and the End-of-Year Presentation.

Together with the Cultural Center and the Vozes da Periferia Institute, we held a large *Faça Bonito* mobilization: a moment of awareness for the National Day to Combat Sexual Abuse and Exploitation of Children and Adolescents, with cultural presentations, leafleting, and public art in the community.





1

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3

4

5

6

7

8

That same year, two young people from Arca, **Igor and Rayssa, crossed borders and represented Brazil at Festival 24**, promoted by the French organization *Sport dans la Ville*. This participation reaffirms the transformative potential of education, sports, and culture—and how our territories are also spaces of power and protagonism.

Our ethical commitment to comprehensive protection translates into practical actions: we have adopted safety, listening, and prevention protocols, ensuring welcoming and protected environments.

In 2024, we continued to promote actions with socio-environmental impact at Arca do Saber: our composting initiative generated significant results: **3,852 kg of organic waste were composted**, which prevented the emission of approximately 2,995.7 kg of CO₂ equivalent (greenhouse gases). This represents a monthly average of 481.5 kg composted, contributing significantly to reducing environmental impact.

In practice, avoiding almost three tons of CO₂e is equivalent to planting 135 trees and letting them absorb carbon for a year, or not driving 12,000 km in a regular car. Small actions that generate big changes.

Our systemic approach integrates composting with nutrition and citizenship education processes. We use organic products to feed beneficiaries, enriching their diets with healthy foods. The waste generated is composted, closing the natural nutrition cycle. At the same time, we educate the community about sustainable practices, strengthening both environmental awareness and a sense of citizenship. We continue to care for the planet, one step at a time.

None of this would be possible without the involvement of partners, volunteers, and a network committed to care and transformation. Arca do Saber continues to be a place of rights, listening, and enchantment—where the present is cared for so that the future can flourish.





Figures

130

children and adolescents
served daily

59,5%

are girls

81%

regular attendance at
activities

88%

of children said they had
positive thoughts about
themselves

220

social assistance
services

11

monthly family gatherings,
in addition to four open
events

more than

57

home visits

60,320

meals offered in
2024



Active listening: bonds, emotions, and plans for the future

As part of the ongoing evaluation process and applying the advances we have made with the structuring of Ipsos, we **conducted a survey** with the children served by Arca do Saber, focusing on **understanding perceptions about coexistence, emotional development, and plans for the future**. The **results highlight Arca as a space for strengthening bonds, welcoming, and building perspectives**. All children said they enjoyed the activities carried out at Arca, and 88% said they had a good relationship with those who work there and felt integrated with their peers—which reinforces the sense of belonging built on a daily basis. In the field of social-emotional skills, the data is also very positive: 88% said they try to cheer up their friends when they realize when they are sad.

And 100% said they would defend a classmate in a situation of humiliation or conflict. Meanwhile, 63% prefer to talk rather than fight when arguments arise. **The survey also revealed important signs of self-esteem and confidence. 88% of children said they have positive thoughts about themselves**, and 75% reported feeling good both inside and outside the favela—a powerful finding that points to the construction of secure and autonomous identities. **Finally, 50% of children already make plans for the future**. For us, this data is a powerful indicator: our little ones are not only protected in the present, but are also learning to imagine paths and build dreams. This is what we continue to cultivate every day, offering activities that broaden their repertoire and worldview.



Rugby: values at stake

After more than **10 years of implementation**, rugby has established itself as an important front for integral development at Arca. **In partnership with *Pasteur Athlétique Club* (PAC)**, the initiative ***Rugby: values at stake*** continues to impact lives through sport. Today, **55 children, adolescents, and young people from the Vila Prudente favela participate in weekly training sessions, tournaments**, and cultural exchanges, with a focus on strengthening bonds, building values, and broadening horizons.

In 2024, 11 rugby championships were held in various categories (U14 to U19), winning championships, runner-up titles, and even third place in eight of them, in both the women's and men's categories. **In addition, four young people were awarded athletic scholarships.** A highlight of the year was the participation of Rayssa, who trained at Arca, as a rugby coach and representative at Festival 24, a pre-Olympic event in France. **We were also recognized by the 7th edition of the Human Rights and Diversity Seal, promoted by the Municipal Secretariat for Human Rights and Citizenship, reinforcing the social impact of the initiative.**

More than just teaching technique, rugby at Arca promotes respect, courage, discipline, and altruism, contributing to the formation of citizens committed to the collective.



**WATCH
THE VIDEO**

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via QR code](#)



PATH

Gabrielly Silva

Gabrielly follows a path of inspiration, purpose, and return to her roots. **Beneficiary of Arca do Saber in her childhood**, she now works as a Social Media Analyst at Ollie, with remarkable experiences in large companies since **she enrolled in the Public Relations course at FECAP in 2022**. In 2023, **Gabrielly reconnected with Arca by choosing it as the focus of her scientific research** on Community Public Relations in the Third Sector, with support from PIBIC/CNPq. **The study, still in progress, investigates the strategic role of Community Public Relations in fundraising and stakeholder management in the Third Sector, with a focus on emerging NGOs.** More than an academic project, Gabrielly's research represents a return to her roots and a recognition of the impact that Arca had—and continues to have—on her personal and professional development.

In 2024, Gabrielly also served as the bridge for Arca to participate in FECAP Cases.

Thanks to her coordination, Arca was the NGO benefited by the initiative and actively participated on several fronts: with a roundtable on diversity, cultural presentations, gifts, products from the Sewing Workshop, and coffee breaks provided by our Le Pain buffet. The action also collected 300 kg of food that was donated to Arca's activities, which include providing daily meals for children and adolescents.

Gabrielly represents Arca's mission with sensitivity, competence, and power: to transform lives through education, care, and appreciation of one's roots. Her journey is an inspiration to many of us and beautiful proof that it is possible to go far without forgetting where you came from.





OUR WORK

Arca do Crescer

In 2024, Arca do Crescer promoted a transformative cycle of training and capacity building, reaffirming its commitment to productive inclusion and improving life prospects in peripheral territories. **Focusing on employability and entrepreneurship**, the project offered courses that integrated technical training and personal development, directly impacting hundreds of participants. During the year, **532 certificates were issued and 232 students participated** in professional training courses and psychological counseling.

The presence of women was significant, representing 77.73% of the public, while **people who self-identified as black accounted for 64%**. In addition, **young people between the ages of 15 and 24, many of whom were graduates of Arca do Saber, also made up a significant portion of those served**. In the area of technology, **156 students graduated from courses such as *Digital Tools for the World of Work*, *Digital Marketing*, and *Google Workspace***. In English, **28 students completed the A1 module**, with many expressing interest in continuing their studies in 2025.





Between April and November 2024, a productive inclusion survey revealed significant progress: **the number of students in employment increased by 14.8%**. The data highlights the direct impact of the qualifications offered and the transformative potential of education in generating opportunities and autonomy for participants. Last year also saw the **continuation of the Women in Recovery program**, which has established itself as an important source of support and empowerment for the women it serves. **The initiative, which included the awarding of study incentive scholarships to five participants, reinforced the inclusion and empowerment of women, expanding their prospects for entering the job market** through higher education and providing the necessary tools for their recovery and professional growth. We also continued our **commitment to social and environmental impact**. In partnership with the Credicitrus Institute, we installed **26 solar panels of 570W each**, an initiative that reinforces our care for the planet and promotes energy efficiency in our training and reception space.

None of this would be possible without the collaboration of partners, volunteers, and a network that believes in the power of collective action. Arca do Crescer continues to be a place of development, care, and future—where every action is an impulse to build life stories and generate transformation.





Figures

532

certificates issued in
2024

77,7%

are women

232

students served in
vocational courses and
psychological counseling

64%

of students identified as
black (black and brown)

85,1%

of participants rated the
team's service and support
as excellent

94,5%

rated the infrastructure as
good and excellent

83%

of students gave the highest score (10) to the
importance of the course content for their
professional careers, on a scale of 0 to 10



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Social-Emotional Skills Survey

In partnership with the Ipsos research institute, we conducted a survey to measure the impact of the Arca do Crescer program on improving our students' social-emotional skills. The survey was conducted with a sample of five students from the ConectArca program — Professional and Social Mentoring — at two points in time: at the beginning (September) and end (December) of the course, using a control group to validate the results. The study was experimental in nature and served as a basis for expanding the research on a large scale in 2025.

The results showed improvement in several skills evaluated, in general, with a positive improvement of about 20% in items such as mediation and conflict resolution, communication, optimism about the future, and reaction to feedback, while revealing aspects to be strengthened, such as collaboration and self-confidence — fundamental aspects for building more autonomous, collaborative, and conscious trajectories.

Continuous monitoring of these indicators allows for the adjustment of pedagogical and training strategies, reinforcing the commitment to the integral development of students.





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8

Employability

In 2024, we launched **Contrata Aí**, Arca do Crescer's employability area, to formalize an area that already existed and that, over time, matured into its current format. Its goal is to accompany students after they complete their courses, **offering support in their search for jobs and registration in talent banks.**

Between April and November of last year, we conducted a survey to assess the impact of professional training on students in the Administrative Assistant, Elderly Caregiver, and Human Resources Assistant courses. **The data shows a significant improvement, given that in April, 49.1% of students were employed, and in November, that number reached 56.4%.**

The results prove that the qualifications offered by Arca do Crescer directly impact the improvement of participants' socioeconomic conditions, facilitating their entry into the labor market, both formal and self-employed, and promoting productive inclusion.

ConectArca: the mentoring program

In 2024, **the ConectArca program underwent significant restructuring** to address engagement challenges and reduce dropout rates observed in the first semester. **The main change was the transition from a predominantly online model to an in-person format**, with weekly meetings led by the program coordinator.

Practical workshops focusing on Career Planning, Digital Tools for the World of Work, and Personal Finance were incorporated, making the experience more attractive and aligned with the needs of participants.

The restructuring was made possible with the support of the Alstom Foundation, allowing for more qualified mediation between mentors and mentees and strengthening the bond with participants. The Localiza Institute also contributed by providing meal assistance to young people who regularly attended the activities.

Throughout the year, **the program conducted more than 100 hours of in-person mentoring, involving 24 mentees and 24 mentors.** ConectArca reaffirmed itself as a concrete tool for professional development and productive inclusion for young people and adults



Income Generation: Entrepreneurship

Continuing Arca do Crescer's work in entrepreneurship and income generation, in 2024 we advanced our support for small local businesses, one of the main strategies for promoting economic inclusion in the peripheries. An important milestone this year was the **1st Meeting of Small Peripheral Businesses**, which featured an inspiring lecture by Edson Leite, social entrepreneur and co-founder of "Gastronomia Periférica" (Peripheral Gastronomy). With his experience, Edson shared valuable lessons, enriching the event and encouraging participants to strengthen their initiatives. One of the highlights of this action was the **launch of the Peripheral Small Business Guide**, a tool created to give more visibility to community enterprises, providing greater reach and connecting local entrepreneurs to new opportunities.

Arca do Crescer believes in the power of the community economy as an agent of change, and this guide reflects our commitment to local income generation and sustainable development in the region.

With more than 15 entrepreneurs from the Vila Prudente favela and surrounding areas, it is more than just a catalog: it is a showcase of success stories and overcoming adversity, where each business listed represents a journey of resilience and creativity. Through this initiative, we seek not only to boost the growth of entrepreneurs, but also to strengthen the community as a whole, showing how entrepreneurship can be a powerful tool for promoting inclusion and social development.





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Testimonials

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Arca do Crescer is not just a mentoring program; it is a true platform for transformation. The opportunity to learn from such qualified professionals who are passionate about what they do is something that few people have the chance to experience. I am immensely grateful to everyone who was involved in this process, and for that reason, I am deeply grateful to each and every one who was part of this experience.

Julia, 17 years old
ConectArca - Mentoring Program

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It was an excellent experience from start to finish. I learned very important things for my personal and professional life. I am already putting many lessons into practice, and the content learned in class is proving very useful in my new job.

Gabriela Lima, 22 years old
English Course

“

I would 100% recommend taking a course at Arca, especially since it's free. When I started the course, I thought I would only work in an office with computers. I was surprised by the content on digital marketing, human rights, and other topics. I really enjoyed it and will take Arca with me wherever I go.

Deryck Barros, 16 years old
Administrative Assistant Course



- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8

Materiality and SDGs

Understanding what is material guides and sustains us on the journey to becoming what we want to be.





Materiality and SDGs: what guides our actions

At Arca, listening is the starting point—and also our strategy. With more than two decades of presence in the territory, we understand that transformation requires a genuine connection with those who live and build this history with us. **It was from this commitment that the dual materiality analysis emerged: a profound process of listening, reflection, and prioritization.**

We reviewed internal and external documents, such as statutes, internal policies, and educational plans, ECA, MROSC, Census, UN SDG Document, reaffirming our commitments and existing regulations.

Next, we listen to those who inspire us: children, young people, families, educators, volunteers, partners, and public authorities. From this collective listening, material themes emerged that guide our decisions and connect our actions to the Sustainable Development Goals (SDGs).

These material topics are essential topics, potentially relevant themes that significantly impact our mission and operations. We found two major groups of material topics for Arca





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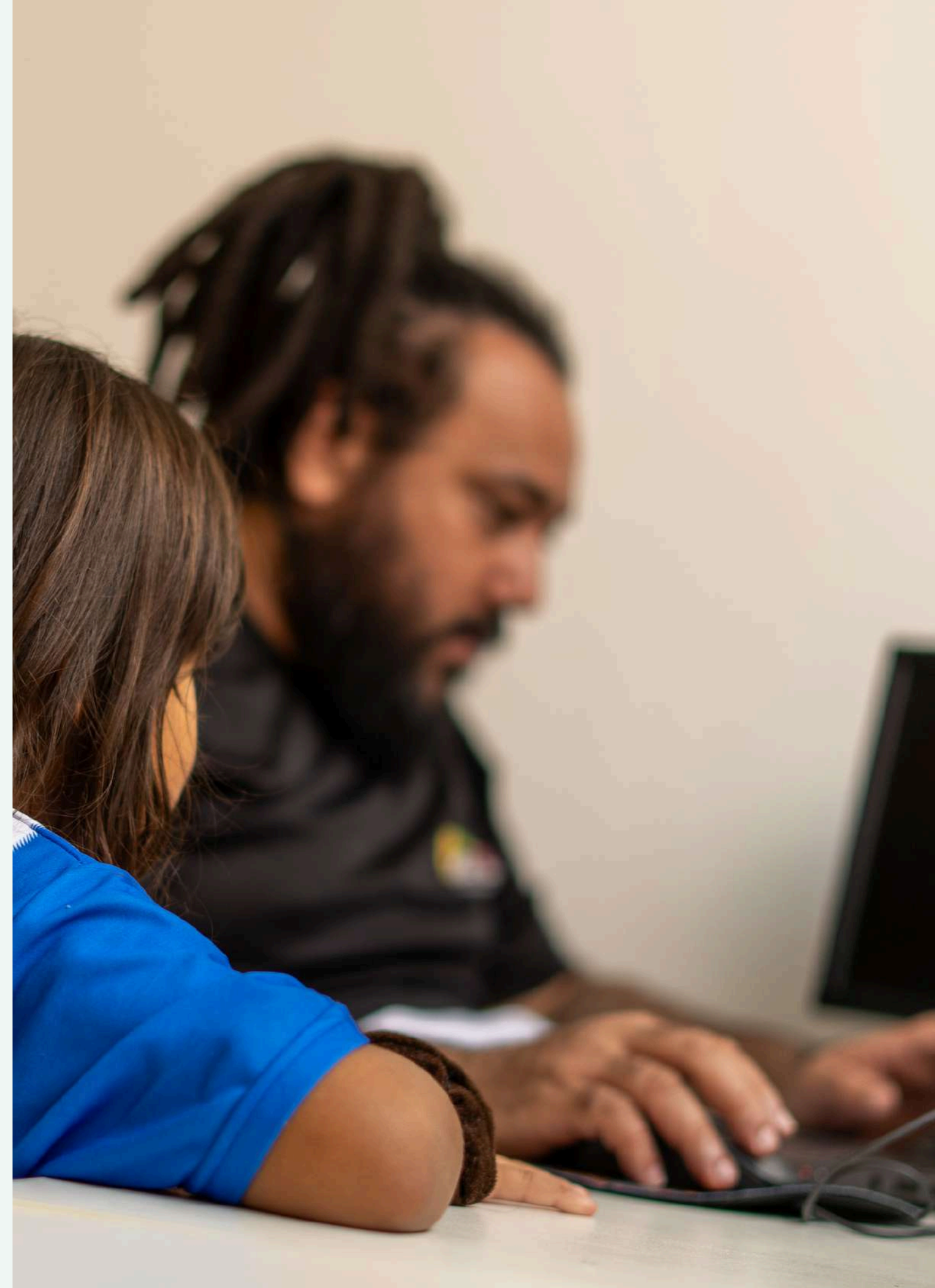
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Material topics related to the institution

- **Economic performance** (fundraising and diversification, material donations, cost reduction, financial sustainability, etc.)
- **Governance** (transparency, legal and regulatory compliance, credibility, seals and recognitions, audits, policies, committees, etc.)
- **Certificates and titles** - It is extremely important for an NGO to be up to date with council registrations, exemplary documentation, etc.
- **Attracting and retaining talent** (employees and volunteers)
- **Measurement of social impact and activity indicators** - Quality of educational programs, social inclusion and equity, reduction of inequality
- **Environmental sustainability** (water, energy, waste) - Conscious use of resources and integration of the concept of environmental sustainability into educational programs
- **Safety in the territory** (it must be a safe place for everyone: beneficiaries, employees, volunteers, and stakeholders who frequently visit our project in the favela)
- **Relationship of trust and respect with community leaders** - Arca must be seen as an entity that transforms the territory, brings opportunities, boosts the local economy, etc.
- **Risks** - monitoring of risks related to the organization's financial sustainability





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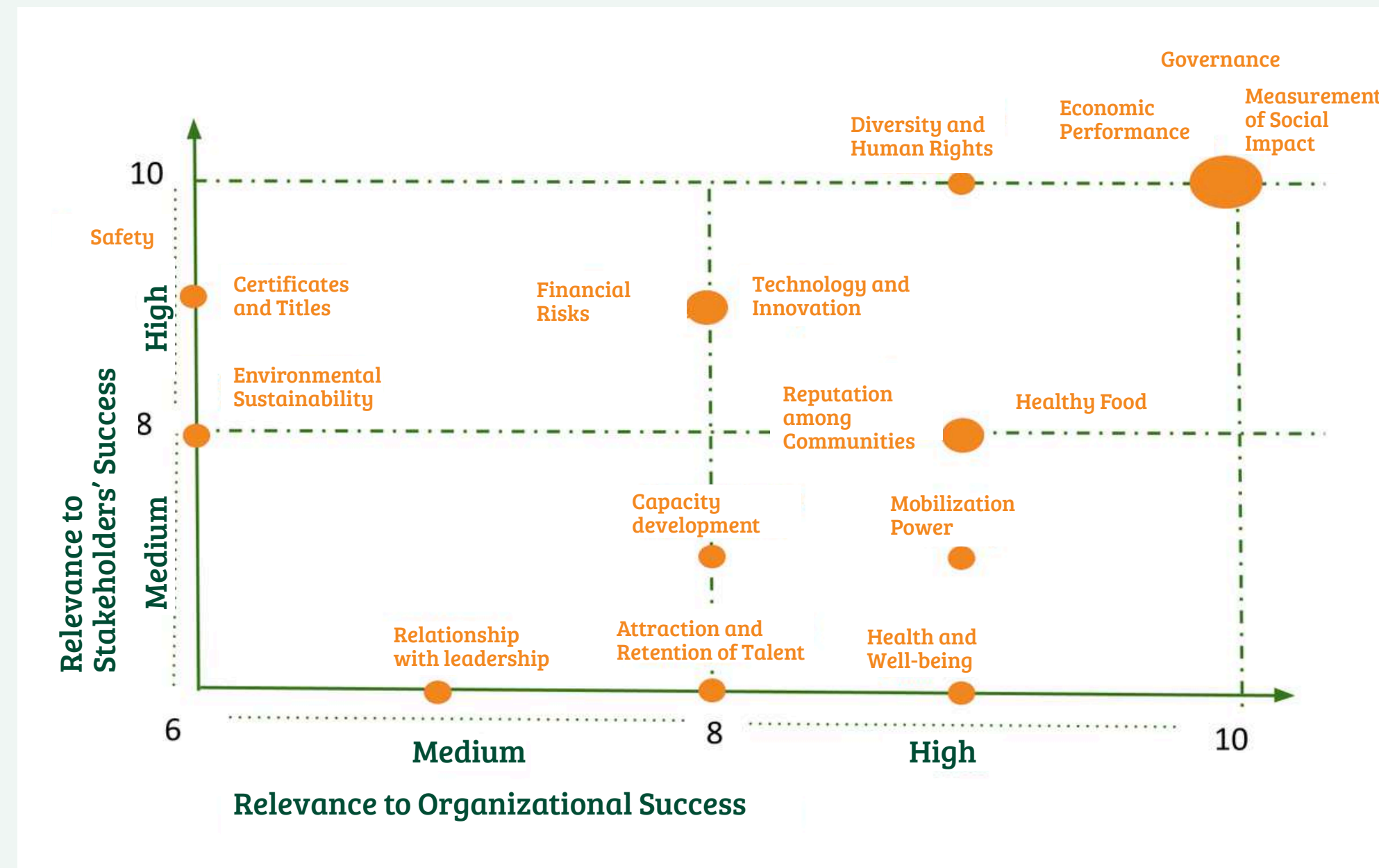
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Material topics related to the activity

- **Healthy eating**
- **Reputation within communities** (recognition by beneficiaries and their families as a trustworthy and respected institution)
- **Technology and Innovation** - social pedagogy, creation of opportunities, expansion of beneficiaries' repertoire, literacy, and digital inclusion
- **Power to mobilize people and entities in the territory**
- **Capacity building:** employees, volunteers, and beneficiaries
- **Health and well-being:** promoting the health and well-being of all, creating ecosystems capable of mitigating the vulnerability in which people (employees and beneficiaries) find themselves, and understanding that vulnerability is multifactorial. E.g., psychological care, implementation of social services, etc.
- **Diversity and human rights** - strengthening beneficiaries' ties with their families and communities. Protection and guarantee of rights. Gender, race, ethnicity, and other dimensions of equality in activities and programs



Prioritization of topics - Double materiality matrix



For the dual materiality design, each of these themes was prioritized and positioned according to two axes in the matrix below: impact on organizational success X Importance to Stakeholders.

Dual materiality seeks to demonstrate how themes can be material both from an internal perspective (organizational success) and an external perspective (stakeholders). Relevant socio-environmental issues can have financial consequences, impacting the present and future of organizations. **Materiality analysis is essential, serving as the basis for selecting priority themes that guide reporting and organizational strategy.** This listening unfolds into action. Arca's actions, through its material themes, are directly aligned with five main SDGs and have repercussions on four other secondary SDGs.



Our main SDGs

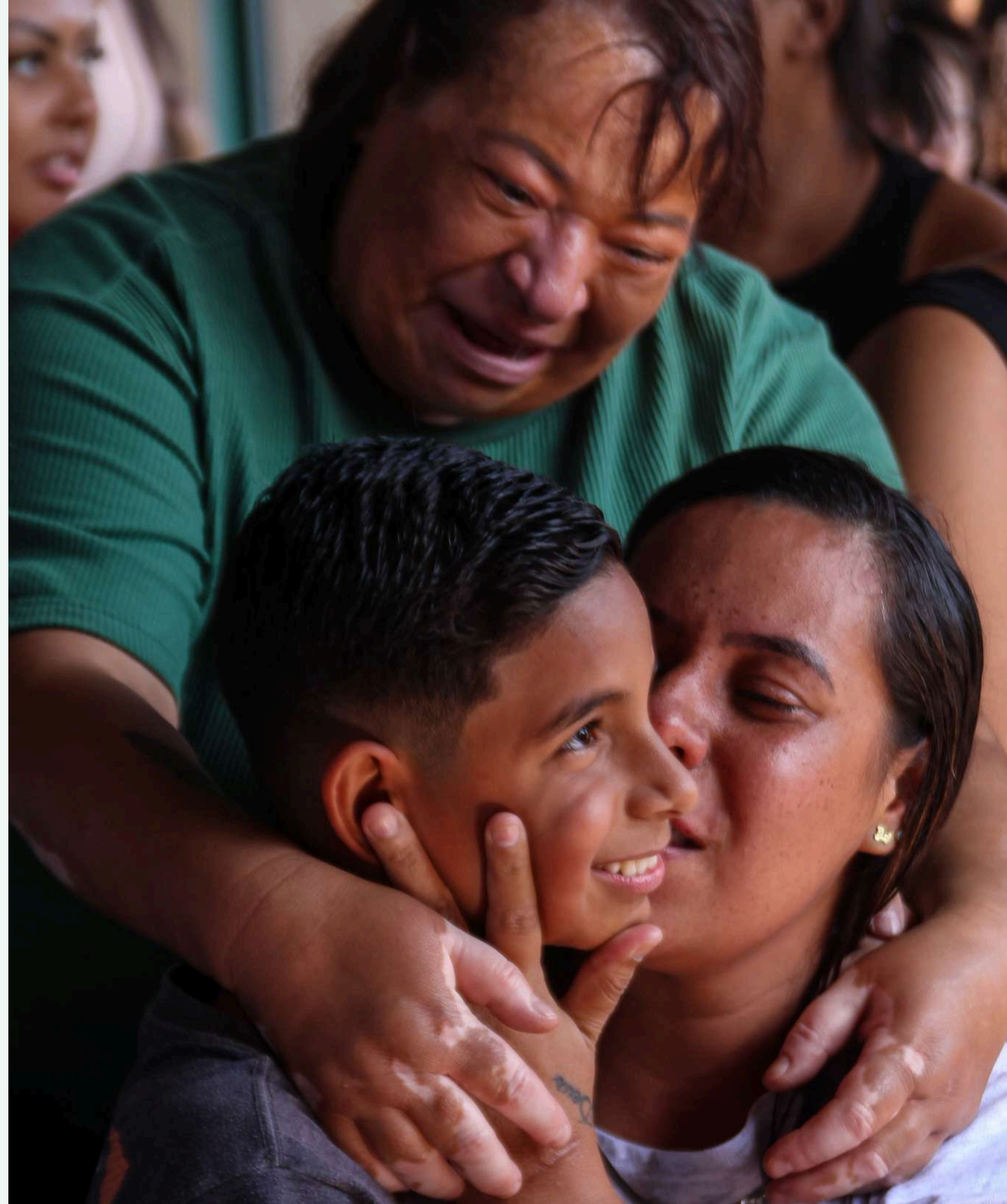
Think globally, act locally

Despite the global nature of the problems, solutions can and should begin to be implemented at the local level. How does Arca impact its territory and community?

SDG 01 — Poverty Eradication

What we do:

- Strengthening Bonds: We promote family and community cohesion, which is essential for mutual support and development
- Training: We offer training in job skills and entrepreneurship, empowering individuals to become self-sufficient
- Social Business: We run a workshop and a catering service that generate income and reinvest in the community, creating economic opportunities
- Social Protection: We facilitate access to public income transfer programs and other social policies, ensuring financial security





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SDG 03 — Good Health and Well-Being

What we do:

- Sports Activities: We promote sports among our beneficiaries and employees to encourage an active and healthy lifestyle
- Sustainable Nutrition: We focus on healthy and organic food, with a systemic approach that ranges from purchasing local food to composting practices
- Health Education: We hold lectures and preventive actions, educating the community about essential health care
- Well-being: We value the health of our employees and beneficiaries, offering benefits such as psychological care and access to free consultations through institutional partnerships



SDG 04 — Quality Education

What we do:

- Inclusive and Equitable Education: Arca offers free vocational courses, ensuring that everyone has equal access to quality training
- Holistic Development: With comprehensive education that includes cultural, linguistic, and sports workshops, we promote comprehensive and meaningful educational growth
- Digital Fluency for Beneficiaries: We develop digital skills in students, preparing them for the job market and new opportunities
- Continuing Education for Educators: We provide training for educators, ensuring they are up to date and prepared to provide a modern and effective education



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SDG 08 — Decent Work and Economic Growth

What we do:

- Access to the World of Work: We facilitate access through partnerships, mentoring, and simulations, preparing individuals for successful careers. We also have Contrata Ai, our employability sector that facilitates the entry of Arca graduates into the job market by aligning their skills with market demands
- Local Entrepreneurship: We encourage the development of small businesses, promoting economic growth in the community
- Formative Experiences: We offer practical experiences and technical visits for young people and adults, equipping them with skills relevant to the job market



SDG 10 — Reducing Inequalities

What we do:

- Focus on Diversity and Human Rights: We promote inclusion and equality in all our activities
- Leadership through Culture and Education: We encourage individual and community leadership by ensuring access to quality culture and education
- Public Policy Coordination: We actively participate in forums and councils to promote policies that reduce inequalities



- 1
- 2
- 3
- 4
- 5
- 6
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From weaving stories and fermenting opportunities, Arca do Fazer and Le Pain are examples of our ability to generate our own resources and income for the territory

Self-Financing Strategy



Businesses that generate social impact

With the aim of **ensuring greater financial autonomy and expanding our social impact, Arca invests in two self-financing businesses:** Le Pain, our buffet, and Arca do Fazer, our sewing workshop. Both operate year-round, offering products and services to individuals and companies. **The profits generated are 100% reinvested in the organization's social programs,** directly contributing to the sustainability of our actions and to the generation of training, work, and income in the territory. More than just sources of revenue, these businesses are also spaces for training and productive inclusion: young people and women from the community are hired or trained to work in the food and sewing areas, combining quality, purpose, and social transformation. **In 2024, we took an important step towards the professionalization of these ventures by hiring a manager for the studio and adapting the structure of Le Pain, further strengthening the sustainability and positive impact of our initiatives.**





RESULTS LE PAIN

79

orders in 2024 (47 in 2023)

R\$ 81,500

revenue in 2024 (R\$
24,700 in 2023)

R\$ 1,040

average ticket per sale

43

clients, including 32
new clients in 2024

7.2%

share in the revenue of
Arca do Crescer



RESULTS ARCA DO FAZER

12

people involved in production from management to delivery

25

total number of volunteers, 10 of whom are regular volunteers and 15 are involved in specific activities

R\$ 184,510

revenue in 2024
(R\$ 127,870 in 2023)

12%

share in the revenue of Arca do Saber

R\$ 3,309

average ticket per sale for company

R\$ 163

average ticket per sale to individuals

23

orders

11

clients

5

bazaars, four of which are in-person and one virtual



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United in our mission,
we find the strength to
transform realities

People Management and Volunteering



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Who makes Arca?

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COLLABORATORS

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The Arca team is composed of Brazilian and French professionals, including permanent employees, service providers, and volunteers. We are proud to say that most of our employees have been with us for over five years—a sign that we cultivate lasting bonds, value individual trajectories, and promote continuity in working relationships.

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38

collaborators

6

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52,6%

of employees
identify as brown
or black

8

63,2%

are women

55,3%

grew up or still live in
the Vila Prudente slum





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French-Brazilian executive board



**THAIS ALVES
MÁXIMO**
President



**CLAIRE
THURET**
Vice-president



**SERGE
PIZOT**
Treasurer



**BENJAMIN
DE GROC**
General
Secretary



**NICOLAS
DEVEMY**
Assistant
Treasurer



**GÉRARD
CHUZEL**
Institutional
Relations

Audit committee

ALBERTO MORI
Attorney, Gaia Silva
Gaede Law Firm

LUIZ PERETTI
Attorney, Souto
Correa Law Firm

SAHELÊ FELICIO
Lawyer, Facily

Operational team



**JOELMA
SILVA**
Manager Arca
do Saber



**CHRISTIAN
AMENDOLA**
Manager Arca
do Crescer



**DAIANA
SILVA**
General
Manager of
Arca do Fazer



**WILLIAMS
GEORGI**
Coordinator of
Le Pain



**MAYARA
EVANGELISTA**
Executive
coordinator



**NAYARA
LIMA**
Partnerships
and Evaluation
Arca do Saber



**FERNANDO
MELONI**
Partnerships
and Evaluation
Arca do Crescer



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CONTINUOUS TRAINING OF THE TEAM

At Arca, we believe that caring for people begins at home. That is why we are constantly committed to training our team, strengthening the knowledge, critical thinking, and engagement of each employee in the issues that affect our daily work. **In 2024, we added more than 114 hours of training focused on rights, public policies, combating violence, diversity, mental health, racial literacy, among other topics fundamental to social work.**

The meetings ranged from indigenous knowledge circles and debates on female leadership to training cycles on social assistance policy, conflict mediation, legislation, and meetings with forums and public bodies. This ongoing investment reflects our commitment to building a team that is prepared, sensitive, and in a constant process of learning—because transforming reality also begins with transforming ourselves and the spaces we inhabit.



VOLUNTEERS

Volunteering has always been one of Arca's most vibrant strengths. Throughout the year, we welcome people from all over the world who choose to dedicate their time, knowledge, and affection to our cause. **Among them are many French volunteers, who historically have maintained a strong connection with our mission and enrich our daily lives with diverse perspectives and international experiences.** In addition to individual volunteering, we also develop **corporate volunteering initiatives**, in which teams from different companies mobilize to collaborate on projects, collective efforts, and specific activities, strengthening the ties between the private sector and grassroots social work.

Whether for a few weeks, months, or specific actions, each person who passes through Arca as a volunteer leaves a little of themselves and takes away a lot of what we are: a space of care, resistance, and collective construction. **More than just supporting activities, volunteering here is living the practice of solidarity in its deepest sense—with listening, presence, and commitment.**

more than

254

volunteers in various Arca activities, both inside and outside Brazil, including volunteers from Arca France

11

board volunteers (six from the Franco-Brazilian Board in Brazil and five from the Arca France Board of Directors)

13,797

hours dedicated to volunteer work at Arca



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Our Group

In **2024**, Arca took an important step in its journey toward greater equity, active listening, and respect for human rights: **we established NÓS – Núcleo de Observação Social (Social Observation Center)**. Created as a multidisciplinary and cross-functional group, NÓS was born with the **mission of being a safe, welcoming channel committed to combating any form of discrimination, abuse, or violation of rights—especially when these situations affect minorities or historically vulnerable groups**. Its role, however, goes beyond listening and caring. **The center also observes the internal dynamics of the organization, proposes support, training, and awareness actions, and acts as an advisory body, actively contributing to the strengthening of Arca's institutional culture.** As part of this commitment, an internal reporting channel was also created to receive and refer possible cases of rights violations. The name **NÓS has a double meaning that expresses our essence well: it speaks of unity, of the bonds that connect us as a team and community, and also of the knots we need to untie in order to move toward a more pluralistic and just future.** Like a moving vessel, we continue to sail with courage and sensitivity, attentive to the tides and steadfast in our collective purpose. It is important to highlight that NÓS is not a response to crises, but rather a proactive movement that anticipates challenges, promotes dialogue, and seeks to build an increasingly ethical, conscious, and humane work environment. It is a core that belongs to everyone at Arca—and, for that very reason, impacts each and every one of them.





PATH

Aldair Brás

Aldair's dance career began in 2006, when, at the age of seven, he had his first contact with the art through Arca do Saber. It was there that his passion for the artistic universe was awakened, leading him to pursue professional training at important dance schools in São Paulo. Since then, he has built a solid career as a dancer and teacher, working with renowned companies and participating in national and international festivals. Today, Aldair returns to Arca as a volunteer in the Ballet project, sharing his experience with new generations and reaffirming, through his own journey, the transformative role of art and access to culture in childhood.

“

Arca was the turning point in my life. It was there that I found the support and guidance I so desperately needed at a time when I felt lost. Receiving affection, guidance, and, above all, education was essential for me to be able to transform myself from the inside out. Today, I am the person I am thanks to everything I experienced and learned at Arca.





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Partnerships and Networking

In a constant circle of movement and harmony, our collective journey finds strength and rhythm to thrive





PARTNERSHIPS

In 2024, Arca reaffirmed its commitment to networking, strengthening strategic partnerships with the **public sector, companies, civil society organizations**, and **universities**. We understand that social challenges cannot be solved in isolation—that is why we invest in building solid alliances that allow us to expand the reach of our actions and generate collective impact. Among the highlights of the year, we celebrated the **inauguration of the Shared Space, the result of a partnership with the Vila Prudente Residents' Headquarters**. The space was designed to be a community service center, a place for civic education and the collective development of solutions to local challenges. Arca actively participates in the space, **promoting professional training courses, a mentoring program, and psychological services, the result of a partnership with Uninove**. We also continue to expand our network of business partners, who support Arca through financing, donations, corporate volunteer projects, and contracting our catering and sewing services.

In addition, many dedicate their time and expertise to activities carried out at Arca, such as mentoring, workshops in the studio, volunteer work, translations, among many other forms of collaboration that strengthen our work.

128

of our 254 volunteers are from companies and have dedicated an average of 1,200 hours to Arca 2024

18

In 2024, 18 psychology students assisted our beneficiaries in a partnership with Uninove that began in 2019

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activities/services for the community offered in the shared space: vocational courses, psychological counseling, medical care provided by the UBS (Basic Health Unit). In 2025, it will house the Paulo Freire Institute's pre-EJA (Youth and Adult Education) program



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NETWORK COORDINATION

In the field of public advocacy, Arca actively participated in forums, councils, and social participation spaces, contributing to the debate on public policies and social inclusion. Noteworthy in this context is its role as a **coordinating member of the Forum in Defense of Children and Adolescents of Vila Prudente**, which meets monthly to discuss and organize actions aimed at improving the territory and guaranteeing rights. In November, we participated in the **Preparatory Meeting for the G20 Social Summit in Rio de Janeiro**—an unprecedented initiative that opened space for civil society to discuss urgent issues such as poverty, hunger, inequality, climate change, and governance. During the event, **Arca joined the working group focused on combating hunger, poverty, and inequality, bringing to the discussion our experience in professional training and productive inclusion** as concrete ways to overcome these barriers.

It was a valuable opportunity to represent the territory and ensure that the voices of local communities are heard in global discussions. Another important moment was the **visit by the Social Participation and Diversity Advisory Board of the Ministry of Social Development (MDS)**. The team visited Arca and other facilities in the territory, experiencing firsthand the actions developed with the community. Subsequently, we **collaborated in organizing a workshop held at the Ipiranga Museum on the ministry's social programs, strengthening the dialogue between the government and civil society**. We believe in the power of connections. Each partnership established, each meeting, each shared listening session contributes to building fairer, more inclusive, and sustainable solutions. We will continue to invest in networking as a way to transform complex challenges into real opportunities for people and territories.



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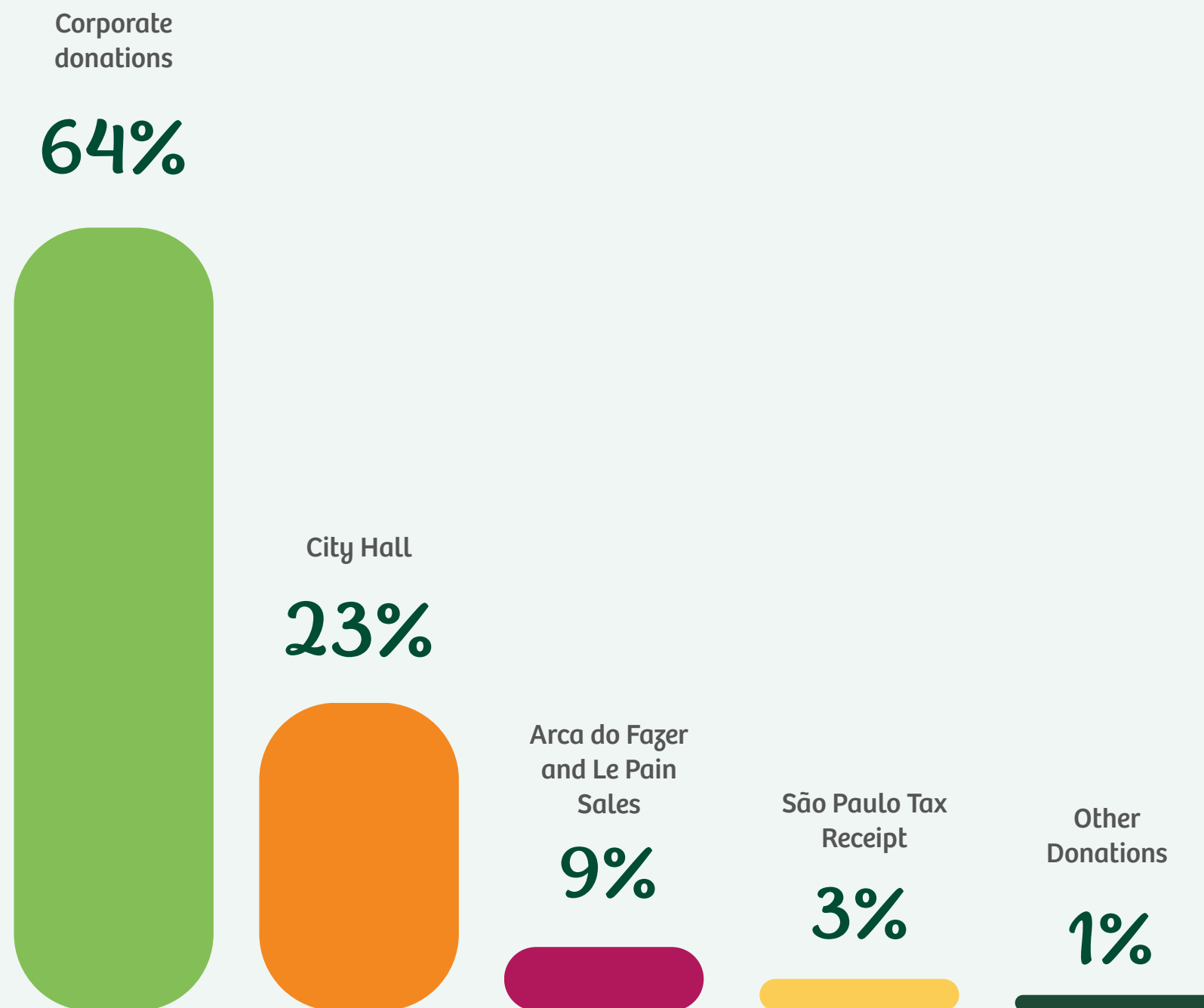
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With creativity and
innovation, we
transform limited
resources into
infinite possibilities

Finances



Financial Summary



Total Revenue

R\$ 2,933,391

Revenue: R\$ 2,933,391
Arca do Saber: R\$ 1,509,856
Arca do Crescer: R\$ 1,092,038
Arca do Fazer: R\$ 184,510
Le Pain: R\$ 81,489
Financial income: R\$ 65,498

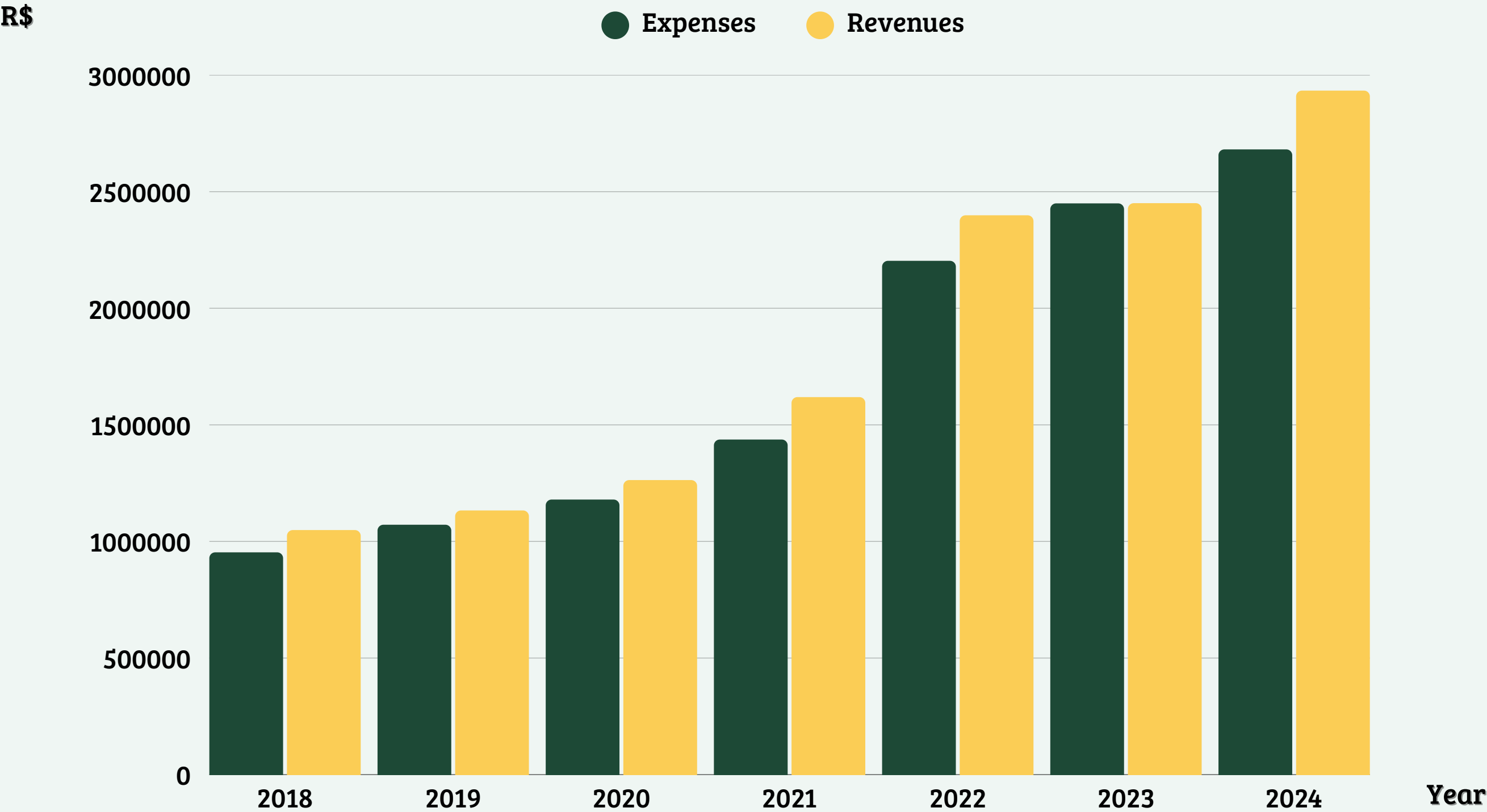
Expenses: R\$ 2,681,298
Arca do Saber: R\$ 1,542,299
Arca do Crescer: R\$ 873,992
Arca do Fazer: R\$ 162,258
Le Pain: R\$ 91,441
Financial income: R\$ 11,308

Profit: R\$ 252,093



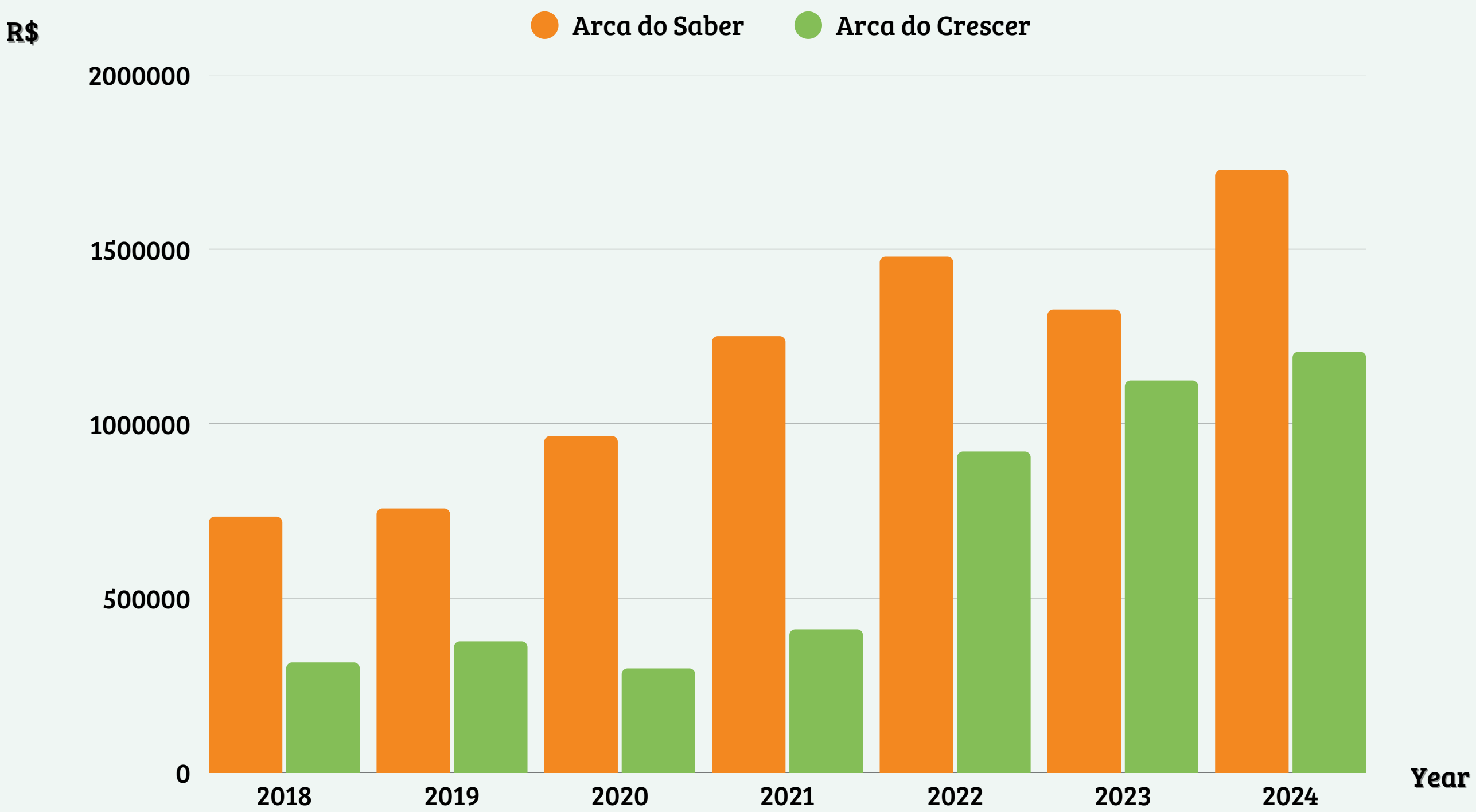
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History of Arca's Expenses and Revenues





Annual Revenue History by Center





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Having achieved so much, we remain motivated and hopeful to flourish

Outlook for 2025



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Next Steps and Outlook for 2025

Throughout 2024, Arca took important steps in its institutional consolidation process. **For 2025, we remain committed to strengthening our governance, expanding our impact, and ensuring the sustainability of our actions in the territory.**

One of the most significant advances in this new cycle is the **creation of the Executive Board, which now forms part of the organizational structure alongside the Board of Directors.** This update to the governance model marks a strategic step for Arca, with a focus on ensuring greater management efficiency, project continuity, and alignment between operations and decision-making. Also in the field of governance and institutional development, the **establishment of a Board of Directors** is planned, reinforcing the organization's mechanisms for participation and strategic supervision.





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Our priorities for 2025 are organized into three main areas:

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- **Expansion of social programs and self-financing businesses**, increasing our presence in the territory;
- **Improvement of teaching practices, management processes, and teams**;
- **Partnerships with companies, public authorities, and civil society organizations, with a focus on sustainability and social innovation.**

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We are also improving our impact assessment system, automating processes that will enable more efficient data collection and a more strategic analysis of our results.

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Active listening will continue to be a central axis of our work, not only as a methodology, but as an institutional value. We will strengthen channels of dialogue with all our audiences, ensuring that decisions and actions are always connected to the real needs of the territory.

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Finally, Arca reaffirms its commitment to social mobilization as an engine of transformation. In 2025, we want to expand our support network and invite companies, individuals, and institutions to join us—whether through donations, hiring our catering and sewing services, volunteering, or institutional partnerships.

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We thank everyone who has walked with us this far. It is in this spirit of collaboration, responsibility, and commitment to the future that we continue to build Arca.

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“We thank everyone who has walked with us this far. It is in this spirit of collaboration, responsibility, and commitment to the future that we continue to build Arca”

SEALS, RECOGNITIONS AND COLLECTION PLATFORMS



INSTITUTIONAL



PARTNERSHIPS



NETWORK AND PRO BONO





CREDITS

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