

Annual Report 2020





Santa Fé

Annual Report 2020
Associação Beneficente Santa Fé

Board of Directors

President: Marcia Ventura Dias

Vice-President: Ana Maria Garrett de Vasconcelos

Secretary: Lucia Ferraz de Campos

Treasurer: Erica Rodrigues Faria Vettore

Substitute: Eliane Crisostomo de Jesus

Substitute: Arquilena Rosa Paixão

Board of Auditors

Leonardo Oliveira dos Santos

Alessandra Fernandez Alves da Costa

Fabiana da Silva Diaz

Analice Oliveira Rebouças

Luís Felipe da Gama Pinto

Board of Management Support

Ademir Scarpin

André Abucham - Presidente

Arnaldo Landi

Cacá Nóbrega

Camila Namura

Daniel Dabus

Daniel Simões

Frederico Pedreira

Joaquim Salles Leite

João Pacífico

Marco Suhai

Mário Giangrande

Melissa Moscardi

Ricardo Roldão

William Schmidt

Coordination

SAICA¹ Minha Casa – Ivanir dos Santos Pereira

SAICA¹ Casa Vovó Ilza - Dulce Raquel Silva Bahia

Families and Courses Program – Maria de Fátima Colares Alarcon

Financial and Administrative Department - Alberto Moghrabi

Institutional Development – Márcia Pastore

¹Serviço de Acolhimento Institucional para Crianças e Adolescentes

(Institutional Reception Service for Children and Adolescents)



Letter from the President



The Covid-19 pandemic reveals immense challenges and widens the Brazilian social abyss. At this moment, inequality becomes even more visible. We talk about health protocols, while a significant portion of our population does not have decent housing, access to drinking water, and sanitary conditions that are fundamental in preventing and fighting the circulation of the virus. The health crisis has also triggered a devastating economic crisis, which cannot yet be measured and will endure; hunger and poverty grow daily, consequently relegating many Brazilian families to vulnerability.

In this way, the work carried out by Santa Fé proved to be essential and urgent, especially the actions carried out with the families of children and adolescents we serve. We distributed more

than 8,000 food baskets, more than 400,000 protective masks, and countless cleaning and hygiene products. Furthermore, we were able to guarantee access to emergency aid - distributed by the federal government - and we organized a service network that helped these families prevent and fight the virus, registering only one asymptomatic case of Covid-19 among our beneficiaries, who is now fully recovered.

All these actions were only possible with the tireless support of our network of collaborators and partners, who helped us with donations and in our various campaigns to collect food, hygiene products, cleaning products, and masks. Our desire is not only to fight hunger, but especially to ensure food security and nutritional quality to our public, collaborating to improve the indices of Brazilian public health and acting directly in the evolution of the living conditions of our children, adolescents and their families, impacting the community in a positive way.

The year 2020 was challenging and forced us to overcome adversity, but, with tenacity in our mission and with the support of each one of those who make our work possible, we went through and will continue to fight unceasingly for the quality of life and access to fundamental rights for all those who find in Santa Fé a safe harbor.

Marcia Ventura Dias
President of the Associação Beneficente Santa Fé

Letter from the President of the Board of Management Support



In 2020, we were surprised with, most likely, one of the biggest challenges of our lives. The pandemic has accentuated problems with structural origins in our country, such as the supply of public health infrastructure, adequate sanitation, poverty, unemployment, and also violence, especially against people living on the streets and in peripheral regions.

In this scenario, initiatives such as Santa Fé's are even more primordial. It has been 27 years of relentless work to rescue children, adolescents, and their families, victims of abuse and

mistreatment, offering them a new perspective for the future through social reintegration, education, and shelter. And I am pleased to celebrate 10 years as president of the association's Management Support Board, working closely with the professionals who dedicate themselves daily, with passion and unique technique, to transform thousands of lives.

In fact, I would like to take this opportunity to reinforce the importance of the Board for this type of project. With the expertise of managing other businesses, my colleagues and I are able to contribute with guidance, directions, support, and valuable partnerships for Santa Fé to perpetuate, improve, and increasingly expand its operations in a serious and responsible manner. And the result of such dedication is our victory in the Global Impact Award Latin America regional honoree, promoted by YPO, a global community of which I am part as Learning director in São Paulo, which connects young CEOs. There are more than 30,000 members from 142 countries.

Proud of this recognition and of the strengthening of our work in 2020, resignifying the lives of people who would be even more vulnerable without Santa Fé, I present this Annual Report. I congratulate and thank each member of the Santa Fé family, board members, partners, sponsors - such as Engeform, of which I am the director-superintendent -, suppliers, and volunteers. I hope that, this year, solidarity will be the guiding principle of our actions, and that we will remain united in building a better future for all!

André Abucham
President of the Board of Management Support

Table of Contents

1	Our 2020 Numbers	10	5	Families of children and adolescents	41
2	Covid-19 Emergency Support	12		Mudando a História/Construindo Pontes	41
3	About Santa Fé	15	6	After Reception	43
	Our Name and Inspiration	15		Educação Continuada	43
	Mission and Vision	15		Moradia para Jovens Emancipados	46
	Core Principles	16	7	News from 2020	50
	Areas of Activity	16	8	Sustainability	57
4	Reception	18	9	Financial Management	58
	Minha Casa	18	10	Records and Certificates	59
	Casa Vovó Ilza	25	11	Partners	62
	Activities, Fun and Culture	36	12	How to Participate	64
	Workshops	37			



1 Our 2020 Numbers

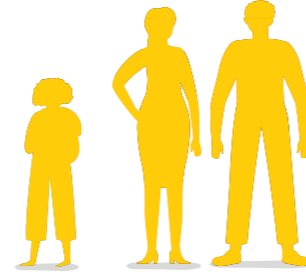
Beneficiaries



**Shelters
(Minha Casa e
Casa Vovó Ilza): 43**



**Departures
(Minha Casa e Casa
Vovó Ilza): 19**



**Family
Programs: 989**

Impact of Santa Fé's Actions

Follow-up N°

Mediation of family conflicts	771
Home Visits	417

Citizenship and Social Rights N°

Document organization (RG and CPF, Birth Certificate, E-Título app, Voter's Registration Card, Work card, Unemployment Insurance documentation, Caixa Tem app, FGTS app)	1.335
--	-------

Food and Transport N°

Financial aid for food	109
Transportation (Bilhete Único - units)	1.960
Food basket	1.808

Employability N°

Job search assistance (Orientation, elaboration and sending of resumes, contacts and partnership with companies)	510
--	-----

Education N°

Scholarship (free online professional courses, contacts with schools, guidance and monitoring regarding the new form of online classes and for registering and releasing the Brasil Carinhoso benefit)	8
--	---

Housing N°

Financial or material aid for renovation, construction, expansion and painting	681
Financial aid for moving transportation	681
Financial aid for rent and/or installment of the property	357
Financial aid for expenses: water, electricity and gas	357

Health N°

Pregnancy Follow-up	8
Psychiatry and psychotherapy follow-up and treatment	758
Referrals for treatment of alcoholism and chemical dependency	57
Guarantee of medical and dental treatment, hospitalization, and health care	1.946

Support N°

Hygiene and cleaning kits	1.286
Protection masks	400.000
Medications	R\$ 65.500,00
Clothing	R\$ 25.200,00

The Covid-19 pandemic has imposed challenges on everyone, and its consequences cannot yet be fully measured. However, after a year it has become quite clear that its impact is not democratic, that is, a health crisis of this proportion becomes a humanitarian crisis, further amplifying the different forms of inequality, especially in a country as diverse as Brazil, even in large capitals, some sectors of the population still have no access to drinking water, much less proper sanitary conditions, so the possibility of contracting the virus is also a portrait of inequality.

For this reason, the work of Santa Fé is even more essential and needed to be quickly adapted to the urgency of the reality of the families, children and adolescents assisted. Although the risk of contamination seems the same for everyone, the situations of risk and vulnerability have intensified, so new forms of care and assistance were necessary to effectively face this new context.

We adapted our work, aiming to preserve as much as possible our employees and the public assisted, guaranteeing their physical and psychological integrity, their subsistence and their access to basic rights, but we also intensified our efforts, not only maintaining our programs, but also expanding the number of services and campaigns.

To do so, we suspended the face-to-face work that was not strictly necessary, adopting the remote model, but with the concern of maintaining the same level of excellence in service delivery. In addition, we suspended the visits and face-to-face activities in the shelters, and made the necessary material and technological adaptations to minimize the direct impact on our public, especially children and adolescents. In the case of the families and the emancipated public, we worried mainly about the economic impacts and the possibilities of basic care for them to protect themselves from the virus.

At this moment it is imperative that no one is left behind, that all those who need some form of help are understood in their subjectivity and in the diversity of their realities. That is, we cannot think in a homogeneous whole, a category, we must understand that the situations of vulnerability are multiple. If public policies already presented themselves as insufficient in relation to the Brazilian reality, in this conjuncture it is necessary that all the actions be guided and followed even more closely.

Actions

- As of March 2020, the administrative departments started to work in a home-office scheme, respecting the social isolation. At the headquarters, only the technicians remain to assist the families supported by the Santa Fé programs and the families of the sheltered children and adolescents, always respecting the health standards imposed by the WHO.
- Some services are now carried out online.
- Face-to-face meetings with families are reduced (groups of 5 families), always respecting the hygiene and social distancing norms.
- Family visits carried out respecting the norms of hygiene and social distancing.
- Support from the Social Worker and Psychologist for monthly health maintenance, as well as for orientation on how to prevent the virus.
- Visits and activities at the shelters suspended.
- The Language, Music, Theater and Dance workshops are maintained online.
- Campaigns to collect masks and hygiene products.
- Campaigns to collect basic food baskets.
- Campaigns to collect cleaning products and alcohol-gel.



Throughout this year we had the support of the following organizations that helped us with food, food baskets, hygiene and cleaning products, masks, and others:

Sponsors

- Agnes Pilates
- APAMAGIS
- Aurora Alimentos
- Banco de Alimentos da CEAGESP
- BioMérieux
- Caça Fome
- Cruz Vermelha
- Escritório de Advocacia VBSO
- Fundo Social de São Paulo
- Grupo GFC Solidário
- Instituto Horas da Vida
- Mães Solidárias
- Wake Me Up
- Alimento da Alma
- Associação Prato Cheio
- Bar Rock Wheels
- Banco de Alimentos da Cidade de São Paulo
- Cacau Show
- Colgate
- Daibase
- Fundação Amor Horizontal
- Gotas de Flor com Amor
- Instituto Devolver
- Jornal Pedaco da Vila
- Use Orgânico
- Ypê

3 About Santa Fé



OUR NAME AND INSPIRATION

The inspiration for the institution's name comes from the flowers that spring from the cactus in the desert of the city of Santa Fe (New Mexico - USA), even in the face of all odds. The work of Santa Fé is based on this relationship, believing in the full development of each child and adolescent received, offering the conditions to flourish to their full potential.

MISSION AND VISION

Mission

To include children and adolescents, who face personal or social situations of risk, in the universal category of common and total children and adolescents, providing them with a safe and adequate environment for their development, respecting their particularities and implementing care models that guarantee the defense and the promotion of their rights and their families.

Vision

To be a reference center in the care of children and adolescents, victims of maltreating, domestic abuse and/or living on the streets, sharing experience with similar organizations and influencing public policies, in order to broaden the social impact of their programs.

CORE PRINCIPLES

- The children as the center of all action, starting from the recognition of their history, needs and desires.
- The rupture of the vicious circle of misery-violence present in the social and family spaces, and the struggle for human rights.
- The stimulus to the understanding and acceptance of the other.
- The respect for individual rights, based on tolerance, solidarity and sharing - principle of dialogue and mediation in the conflict's resolution.
- The axis of education for peace, consolidating democratic values, not being possible to conceive the separation of political-economic rights from social rights.

AREAS OF ACTIVITY

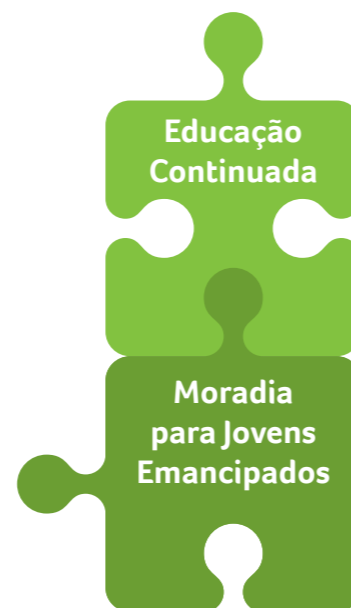
Reception



Families



After Reception



Highlights of the Methodology:

1 Mother-girls

Residence house exclusively for mother girls pregnant and/or accompanied by their children;

2 Individuality

Recognition of the individual identity of each child and adolescent received;

3 Child & Family

Individualized therapeutic work - extended to family members, promoting harmonization of their bonds;

4 Bonds

Conflict mediation and preservation of kinship and friendship relationships, aiming at the return to the family;

5 Rights

Access of families to their rights, contributing to socioeconomic reorganization;

6 Employability

Access to quality education and professionalizing courses for insertion in the labor market;

7 Emancipation

Directing to an autonomous and emancipated life;

8 Follow-up

Continuity of the link with the institution through the post reception programs.

4 Reception

MINHA CASA

Description

Housing and comprehensive care program for children and adolescents.

Target Audience

Children and adolescents, from 0 to 18 years old, with problems of family disharmony, victims of domestic violence, abuse, mistreatment, and abandonment.

Goals:

- The return to the family (nuclear or extensive) is prioritized.
- Breaking the vicious circle of misery-violence, present in the social and family spaces.

Strategies:

- Recognition of the individual identity of the child and adolescent.
- Rescue and preservation of relations of kinship and friendship, promoting the harmonization of their bonds.
- Individualized therapeutic work, extended to the relatives, to re-signify the dramatic experiences, fomenting their full development.
- Providing an environment that contributes to the therapeutic process by breaking the aesthetics of violence.

Main Actions

- Psychosocial diagnosis - Individual Plan of Care.
- Reintegration into school and follow-up.

- Health care.
- Family approach.
- Workshops, cultural activities, sports and leisure.
- Referrals to extracurricular and vocational courses.
- Help with insertion in the job market.
- Monitoring the return home or to emancipation.

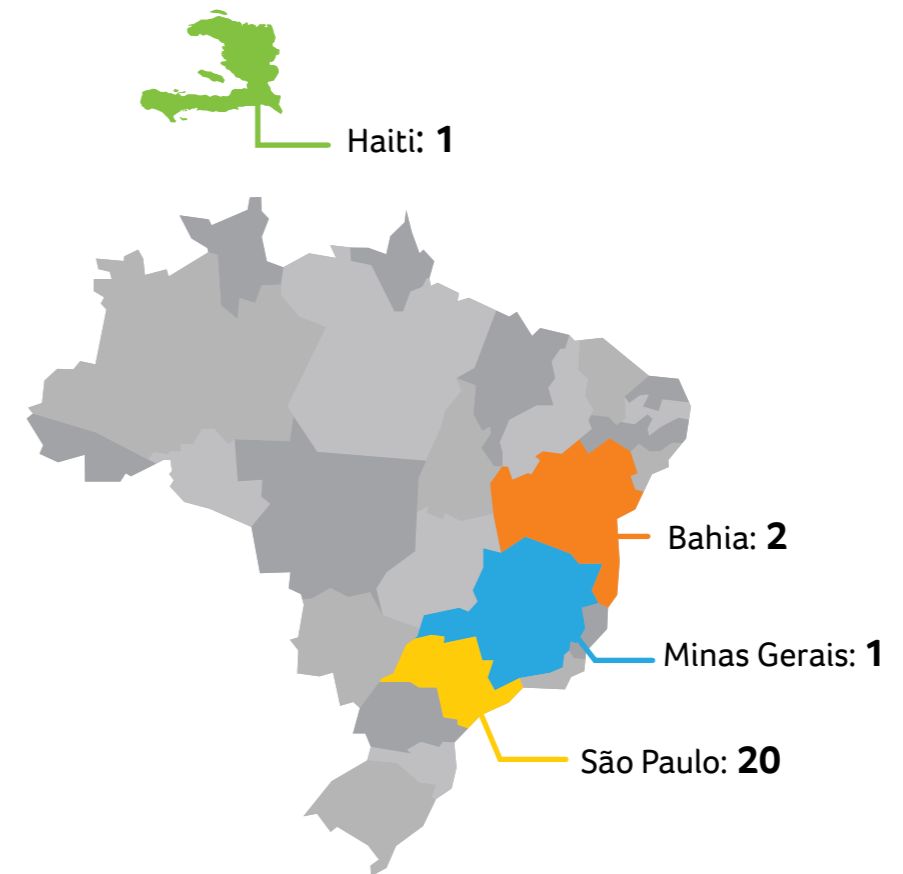




Minha Casa

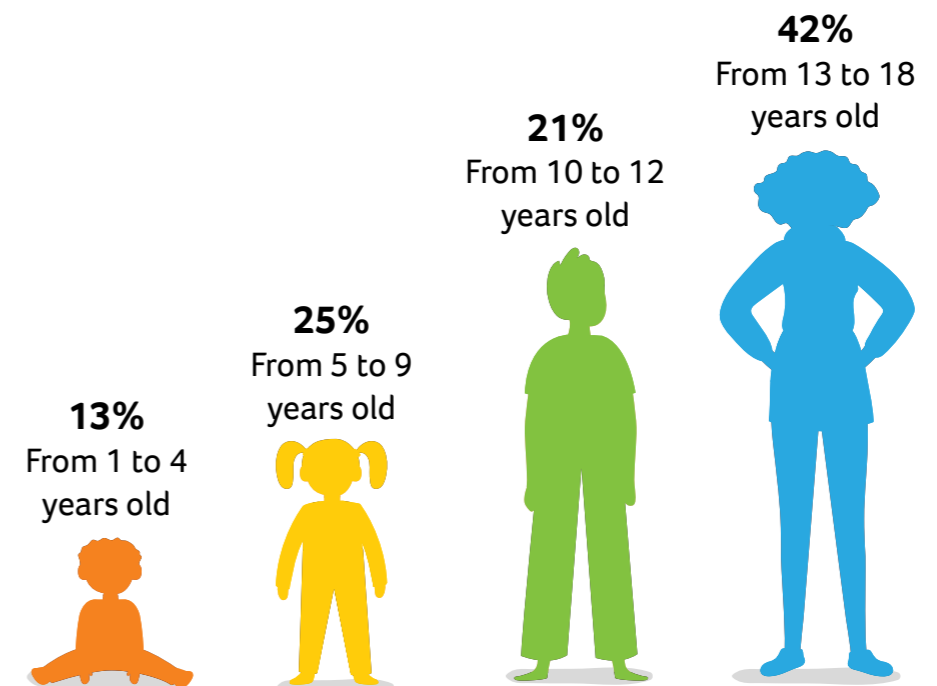
24 children and adolescents

Origin



Age Group

Base: 24



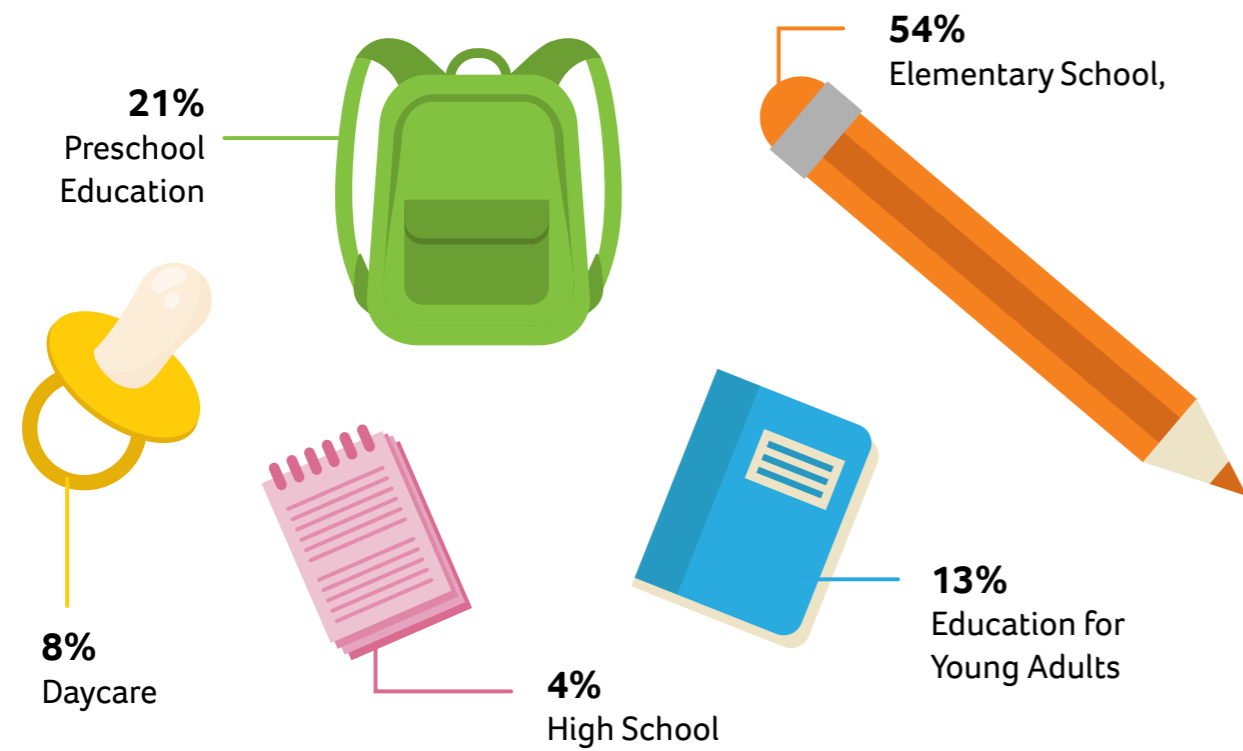
Year of Reception

Base: 24



Education

Base: 24



Reason for Reception

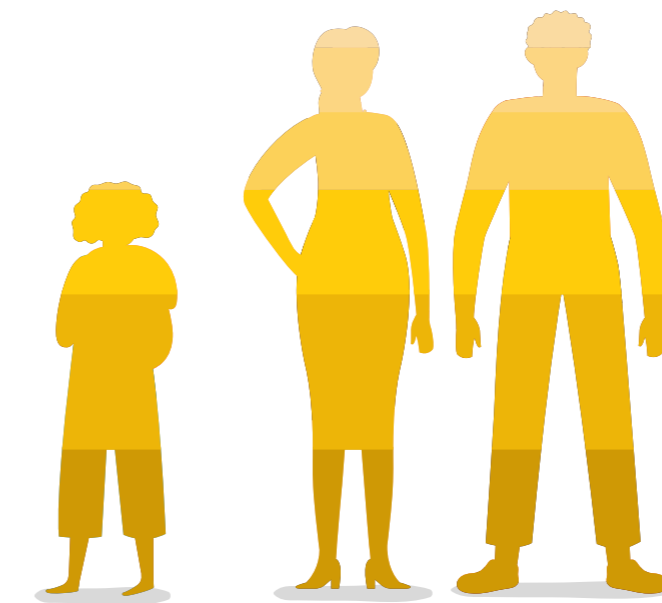
Base: 24



- 4% In Street Situation
- 4% Death of the Responsible
- 13% Domestic Violence
- 21% Victim of neglect/Maltreatment
- 21% Family Conflict
- 38% Abandonment

Family Profile

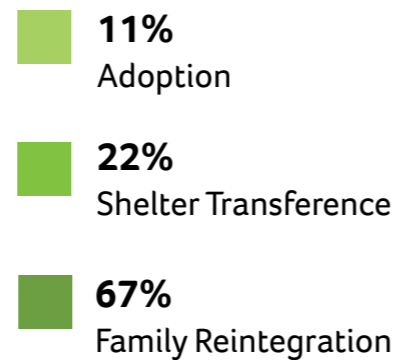
Base: 24



- 4% Without Information About the Parents
- 21% Paternity Acknowledgment
- 25% Mother Drug and/or Alcohol User
- 29% Father Drug and/or Alcohol User
- 50% Family Headed by Woman
- 50% Without Father's Presence

Reason for Leaving

Base: 9



Health

- All children and adolescents have development compatible with their ages; they have regular medical follow-up and the morbidity rate is zero;
- All children who are victims of violence receive specific and specialized treatment;
- All children and adolescents have regular dental treatment;
- Every child and adolescent has treatment according to their needs, through various partnerships, such as the Horas da Vida Institute;
- All children and adolescents have their vaccinations up to date;
- There was only one case of asymptomatic Covid-19. After treatment and social isolation, the child is in perfect health.

CASA VOVÓ ILZA

Description

Program of exclusive housing and integral attention for teenage mothers and their children, unique in the city/state of São Paulo.

Target audience

Girls from 11 to 18 years old, pregnant or with children. Most of them are victims of mistreatment and sexual abuse, living on the streets and using drugs, with no or very tenuous family ties.

Goals:

- Breaking the vicious cycle of misery-violence, present in the social and family spaces, as well as preventing the occurrence of new pregnancies and STDs.
- Strengthening of the bond between mother and child.
- Priority is given to the return to the family (nuclear or extended). If reintegration is not possible, it is sought to be directed to an autonomous and emancipated life.
- Return to school and guarantee educational continuity and entry into the job market.
- Guaranteeing the conditions to have custody of the child.

Strategies:

- Acquisition of motherhood repertoire.
- Recognition of the young mother's identity.
- Individualized therapeutic work for the experience of early motherhood in a constructive and harmonious way for mother and child.
- Provide an environment that contributes to the therapeutic process by breaking the aesthetics of violence.

Main Actions

- Psychosocial diagnosis - Individual Plan of Care.
- Health of the baby since prenatal care, integral maternal health.
- Pre and postpartum guidance and follow-up for mother and baby.
- Reinsertion in school and follow-up (day care for children).
- Family closeness, including the father and the father's family.
- Conducting workshops, cultural, sports and leisure activities.
- Referrals to extracurricular and vocational courses.
- Aid for insertion in the job market.
- Social rights.
- Accompaniment of return home or for emancipation.



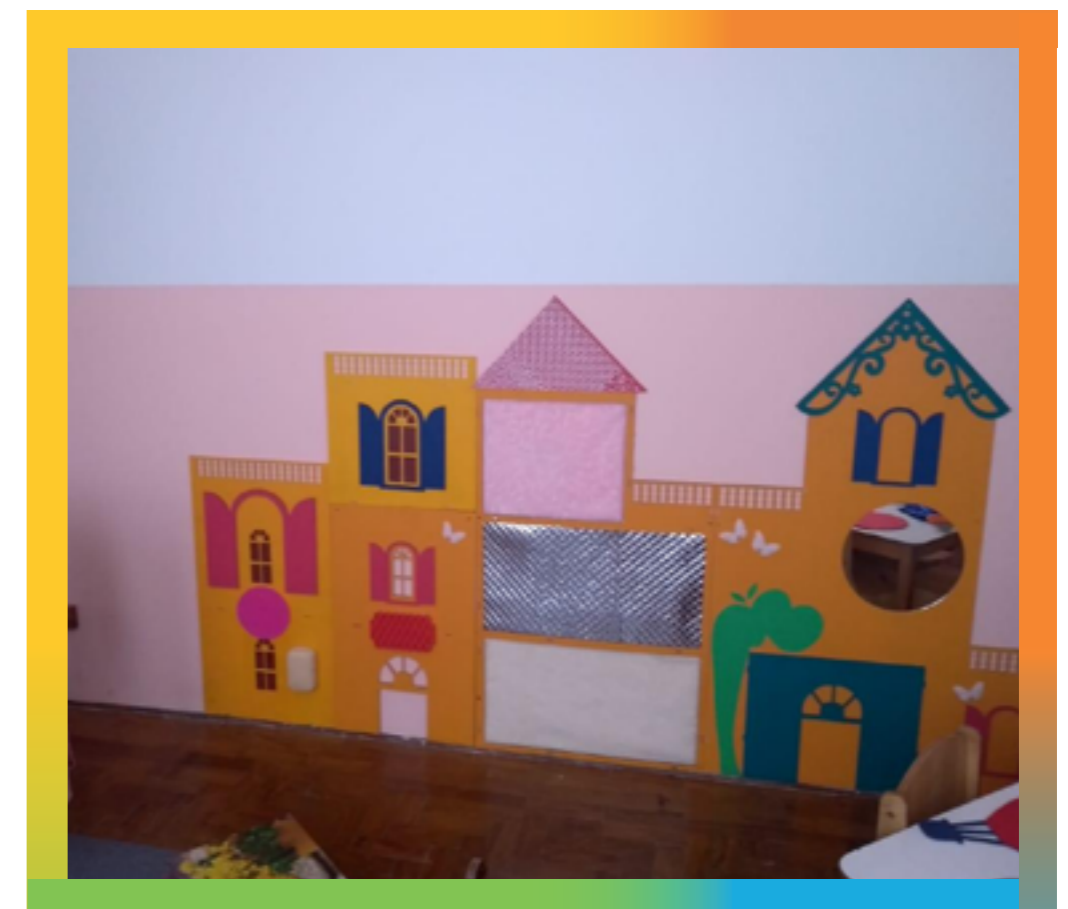
Young Mothers Employability Program

- Definition of career plan.
- Bridge between the Social Worker and the Human Resources Department of the companies to make it possible for young mothers to enter the job market.

Early Childhood Care

Early childhood (0-6 years) is a period rich in possibilities for growth, in which we develop 80% of what we will be in adulthood. Hence the importance of offering children stimuli and follow-ups that ensure a healthy development.

In view of this, we created a follow-up work of the children's neuropsychomotor development, offering not only a welcoming look, but mainly an intervention focused on the potential and evolution of each child.

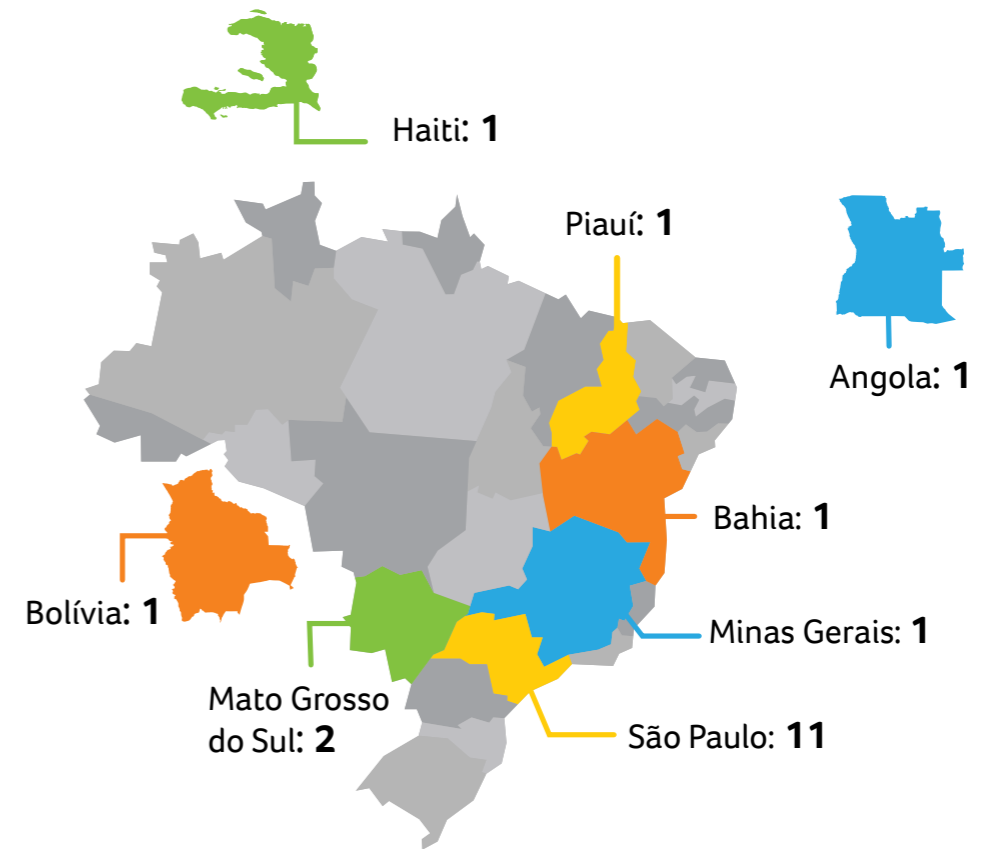




Casa Vovó Ilza

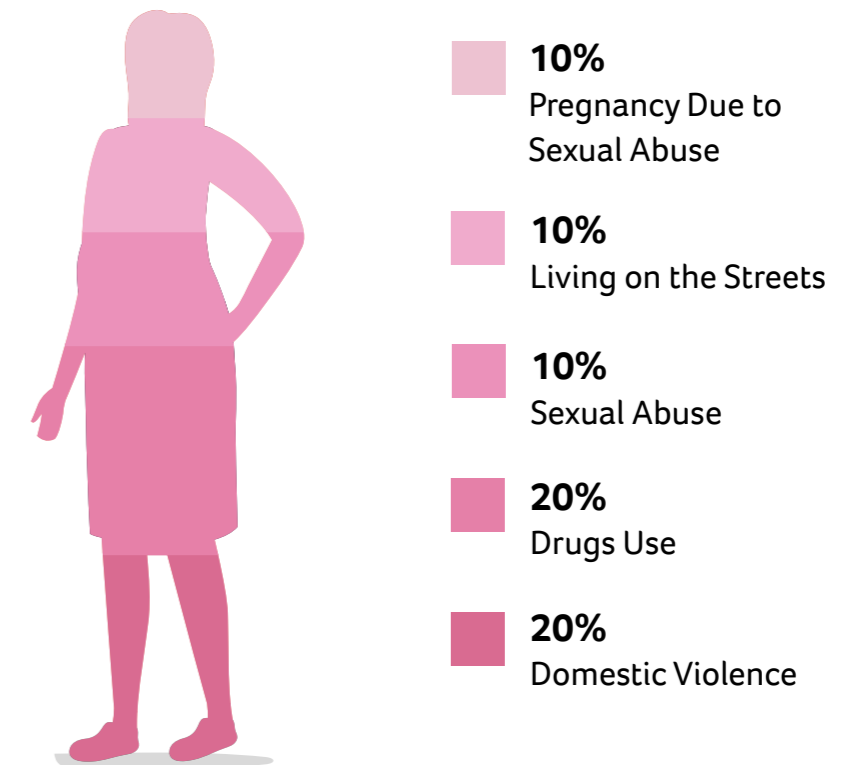
10 girl-mothers.

Origin



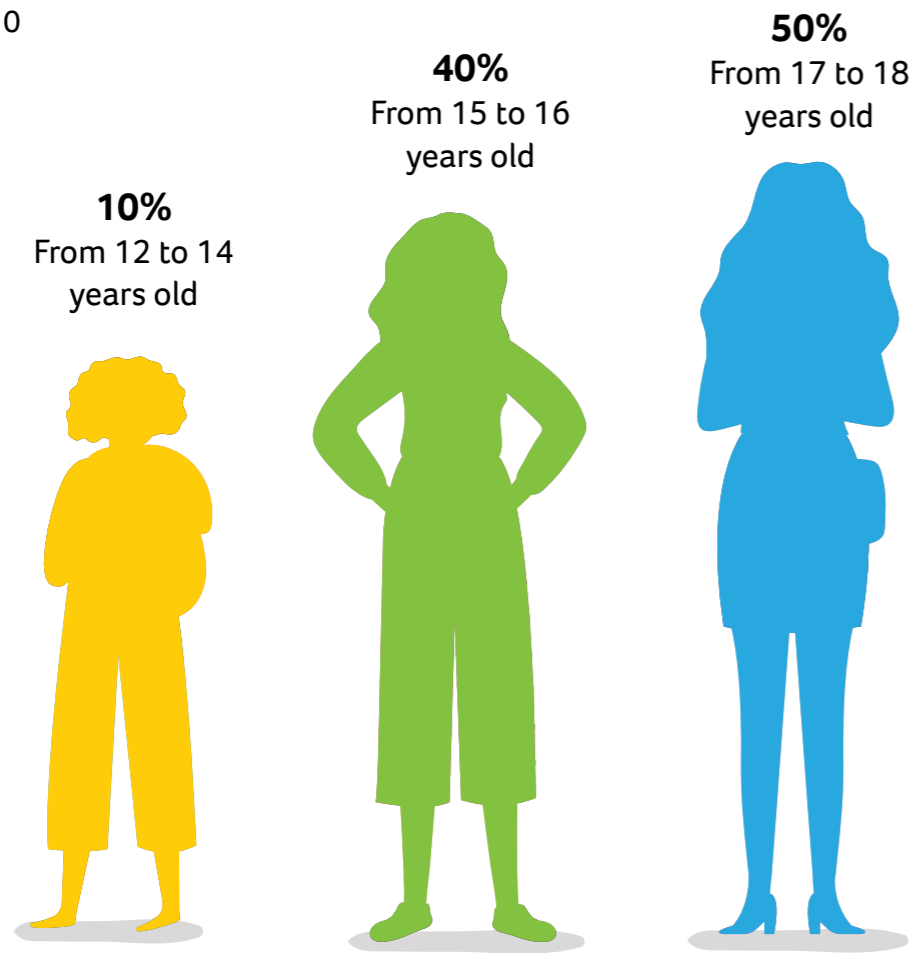
Profile of the Girl-Mothers

Base: 10



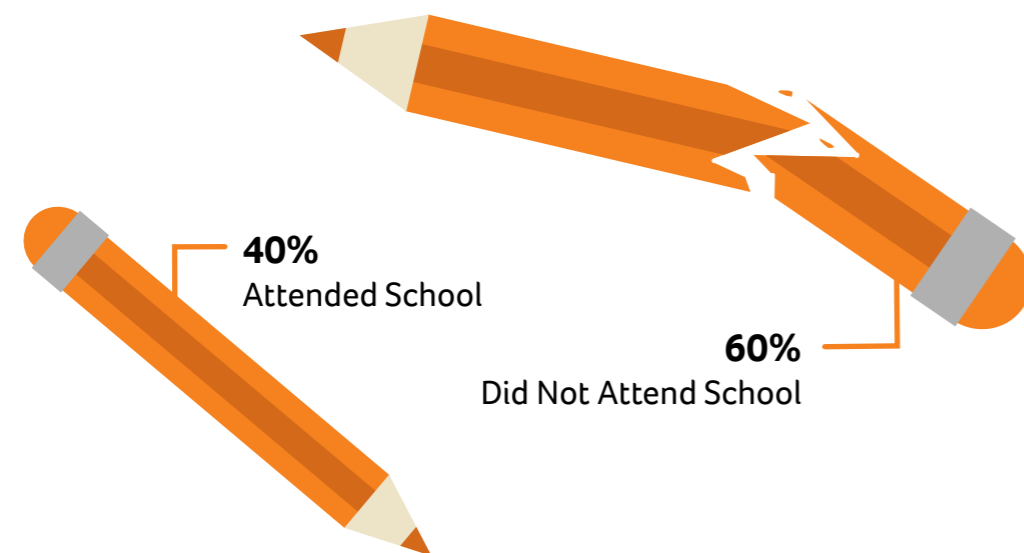
Age Group

Base: 10



School Attendance Before Reception

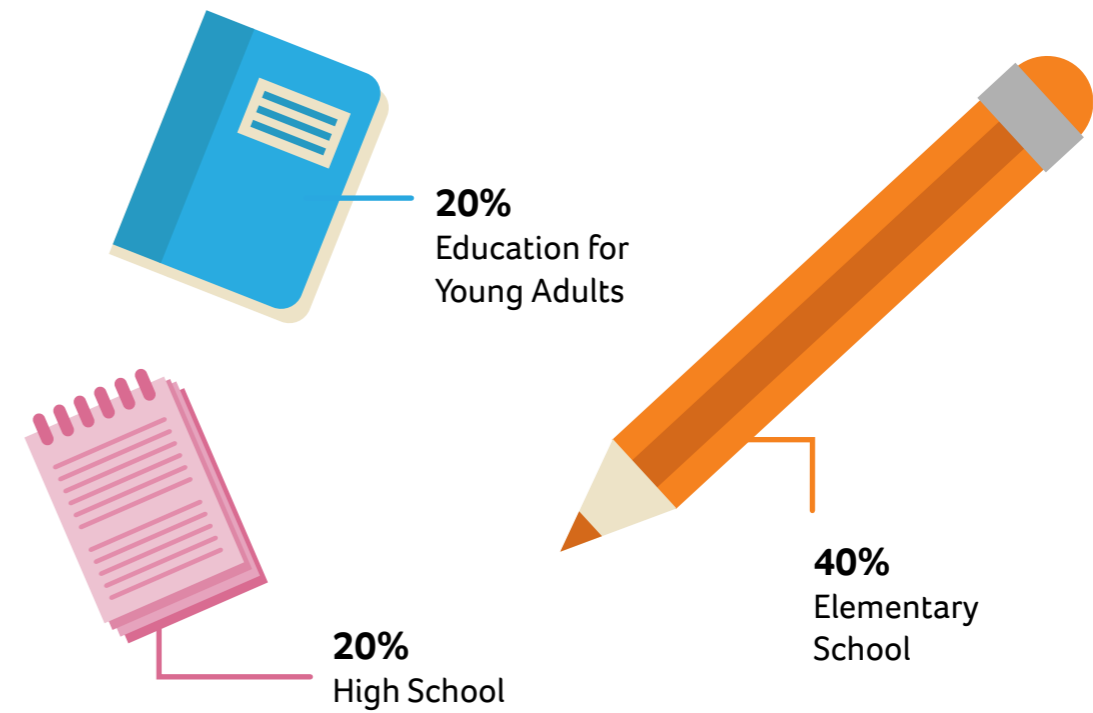
Base: 10



Currently, all the girl-mothers attend school.

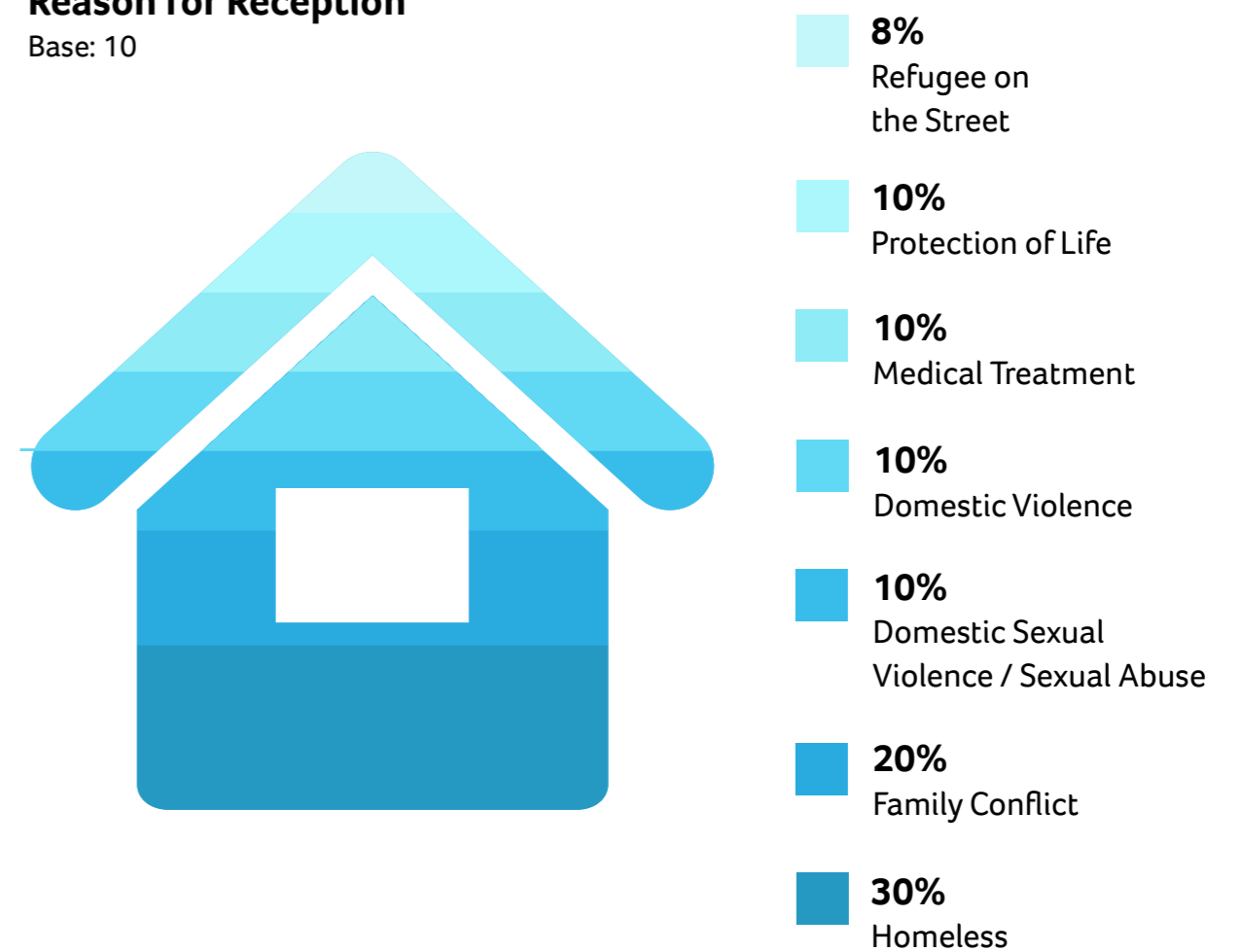
Education

Base: 10



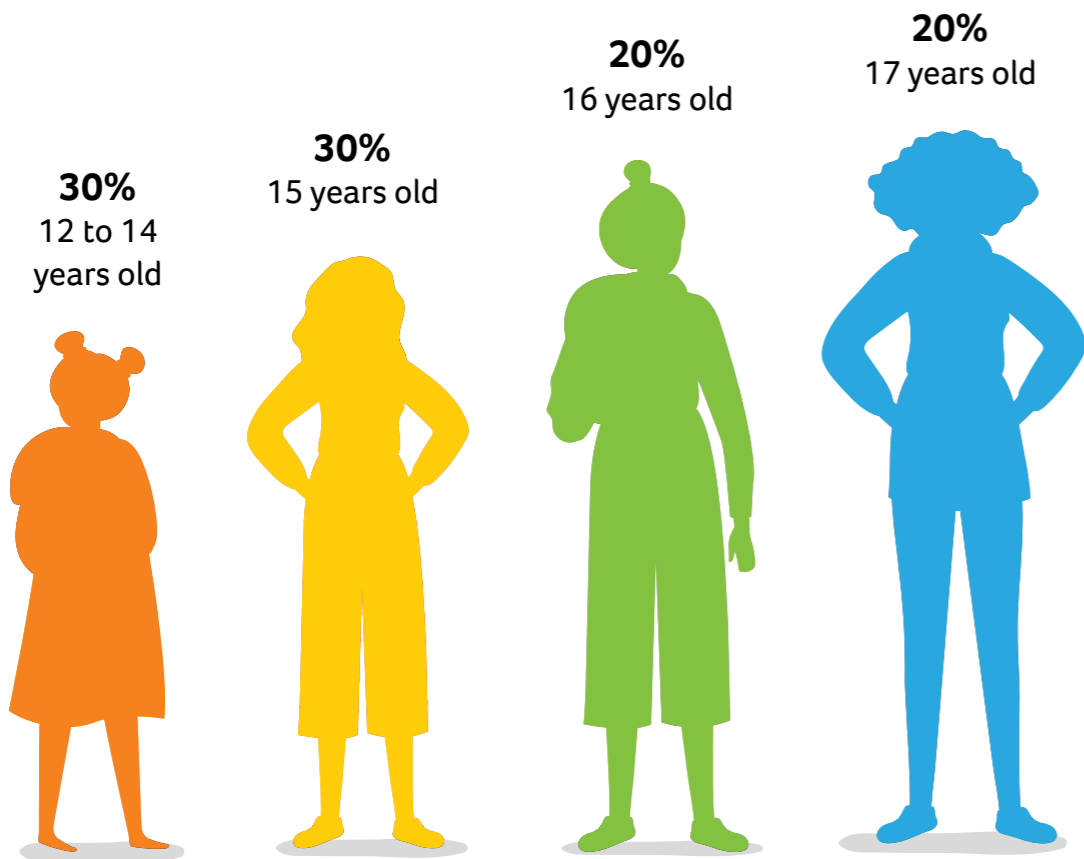
Reason for Reception

Base: 10



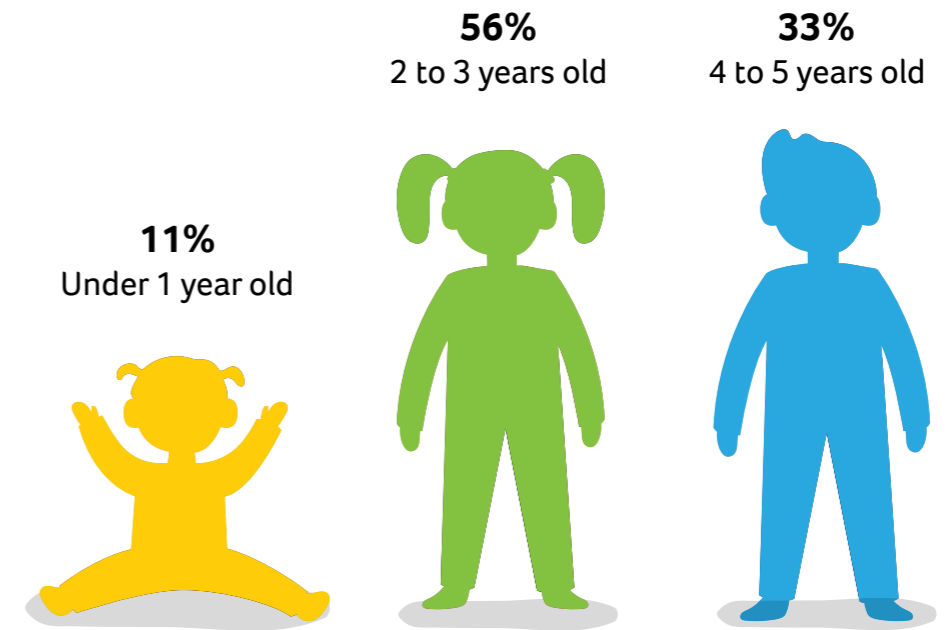
Age of First Pregnancy

Base: 10



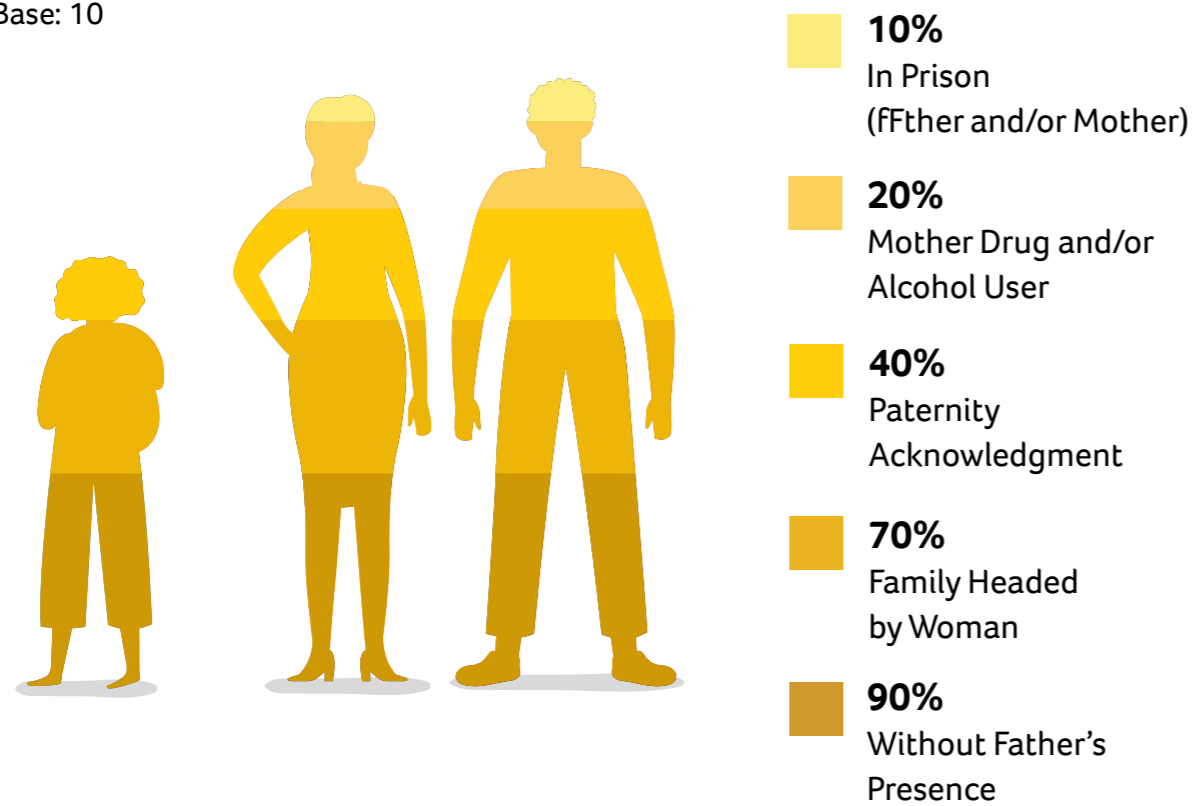
Children's Age Group

Base: 9



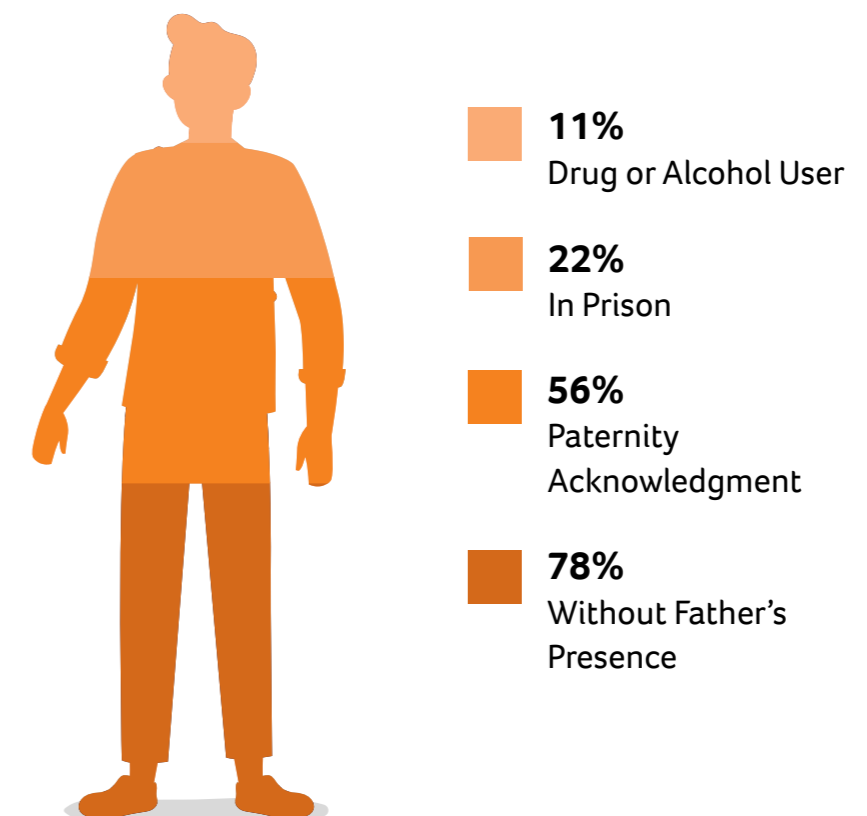
Girl-mothers' Family Profile

Base: 10



Babies' Father Profile

Base: 9



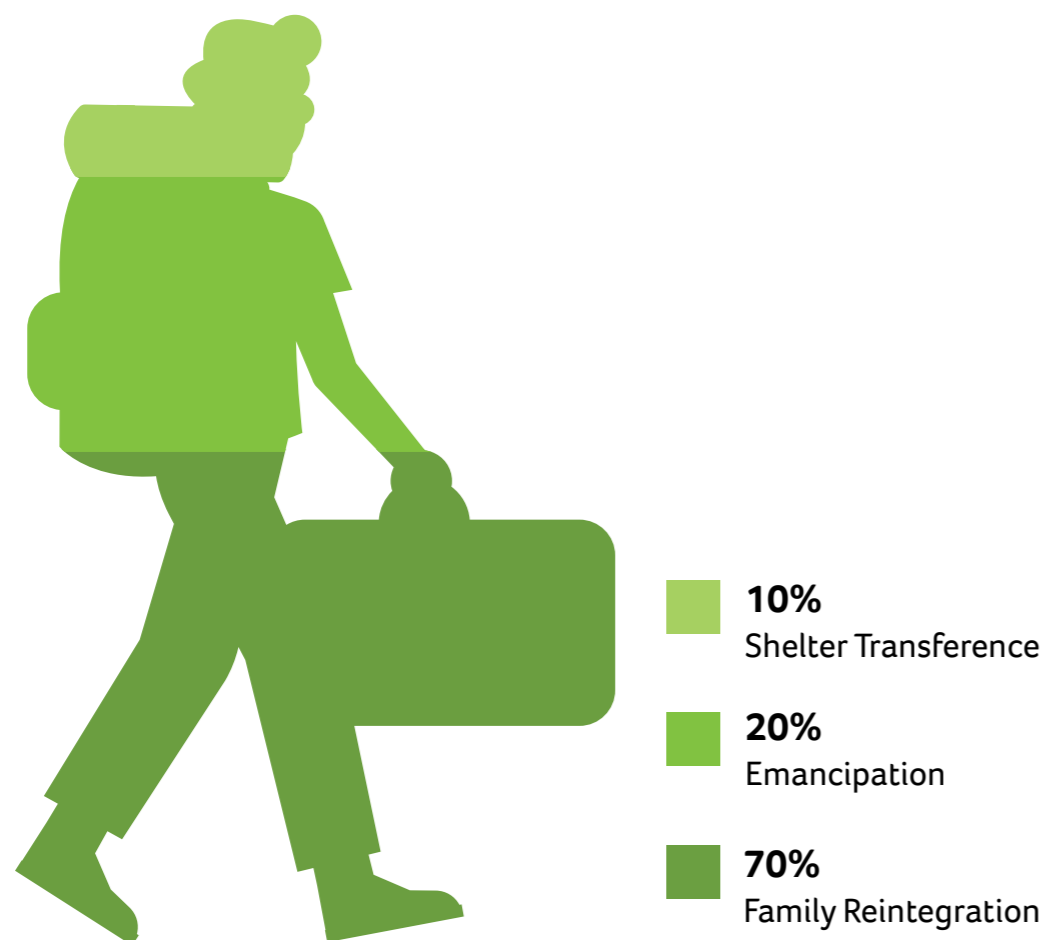
Year of Reception of the Girl-Mothers and Their Children

Base: 19



Reason for Leaving

Base: 10



Health

- All children and adolescents are developing in line with their age; they have regular medical follow-up and the morbidity rate is zero.
- All adolescent victims of violence continue with specific and specialized treatment.
- All children and adolescents have regular dental treatment.
- All children and adolescents now have the support of a nutritionist who makes a monthly visit to evaluate their diet and offer lectures on the subject.
- All babies are up to date with their exams and vaccines, and have adequate cognitive development for their age group according to medical evaluation.
- There was only one case of asymptomatic Covid-19. After treatment and social isolation, the child is in perfect health.

ACTIVITIES, FUN AND CULTURE

Extracurricular Activities

Courses, Workshops and Activities

Courses

English

French

Partners

Cultura Inglesa

Aliança Francesa

Activities

Making My Own History

Partner

Instituto Fazendo História

Professional Initiation

Young Apprentice

Young Apprentice

Local

Sebrae

Cadiz Segurança

Fun and Culture

Performed Activities

Parties promoted by companies, institutions or partners	6
Theaters, musicals, shows	3
SESC Vila Mariana and parks in the region	26
Integration and recreation with volunteers	5
Commemorative, cultural, sportive, ecological activities	57

Activities happened in person until March 2020. As of 03/22/2020, these activities began to be online.

WORKSHOPS



As the Covid-19 pandemic progressed, the face-to-face classes were suspended and the children and teenagers started taking online classes. The Word Workshops were based on themes of interest and also on issues that are part of our daily lives, both in Brazil and abroad.

Goals:

- The child and adolescent perceive themselves as protagonists of their own history.
- Expansion of the cultural repertoire.
- Use the various forms of language to express themselves.

Performed Activities:

- Themes: Leonardo da Vinci; Carnival; International Women's Day; Pandemic; Social distancing; Coronavirus; Death; Desires; Friendship; Feelings; Values; Social inequality; Prejudice; Child labor; Black women; Individuality; Solidarity; Social distancing; Environmentalism (deforestation and burning); Appreciation of diversity; Production of Stories; Empowerment; Africa and Black Consciousness.

- Authors: Alessandro Frezza; Moraes Moreira; Marina Colasanti; Martine Agassi; Ruth Rocha; Lygia Bojunga; Bia Ferreira; Emicida; Jarid Arraes; Vitória Rodrigues; Lucas Borges Teixeira; Todd Parr; Ana Maria Machado; Elenira Mendes; Juarez Machado; Semíramis Paterno and Rogério Andrade Barbosa.

- Artists: Leonardo da Vinci; Sonia Gomes; Priscila Marinho; Nastasha Duthois; Mimi Yamashita; Eduardo Kobra; Guido Danielle; Munch, Yanlu, Picasso, Portinari and Anita Malfatti; Ivan Cruz; Raul Mendez and Ricardo Ferrari; Armando Vianna, Paulo Ito, Fernando Martins Borges; Pawel Kuczynski; Sebastião Salgado; Chagall; Donald Zolan, Renoir; Bruno Amadio; Selvo Afonso; Aline Miguel; Muha Bazila; Di Farias; Araquém Alcântara; Os Gêmeos; Franz Marc; Armand Boua; Romuald Hazoumè.

- Text writing, drawings and paintings.

Results:

The main purpose of the online workshops was to continue the project's proposal, intensifying the need for welcoming and listening to the participants. With this, we believe we can provide continuity to the existing bond between us and strengthen this bond in a very necessary moment, when the changes caused by the pandemic are inevitable, bringing insecurities and fears in children and adolescents. In addition, the workshops contributed to the process of building the social and cultural identity of each of the participants. It also contributed to the development of language, the habit of reading, concentration, development of creativity, expressiveness, and logical reasoning.

Music Workshop

Goals:

- Music as a tool to promote citizenship and social inclusion, the sense of belonging, sensitivity development, group identity, knowledge and self knowledge;
- Explore conventional and unconventional musical instruments.
- Explore sounds produced by the body.

Performed Activities:

- Rhythm studies.
- Experimentation with various percussion and string instruments.
- Repertoire: "Peixinhos do Mar" (Milton Nascimento), "Marinheiro Só" (Caetano Veloso), "Negro Gato" (Getúlio Cortes), among others.

Theater and Dance Workshop

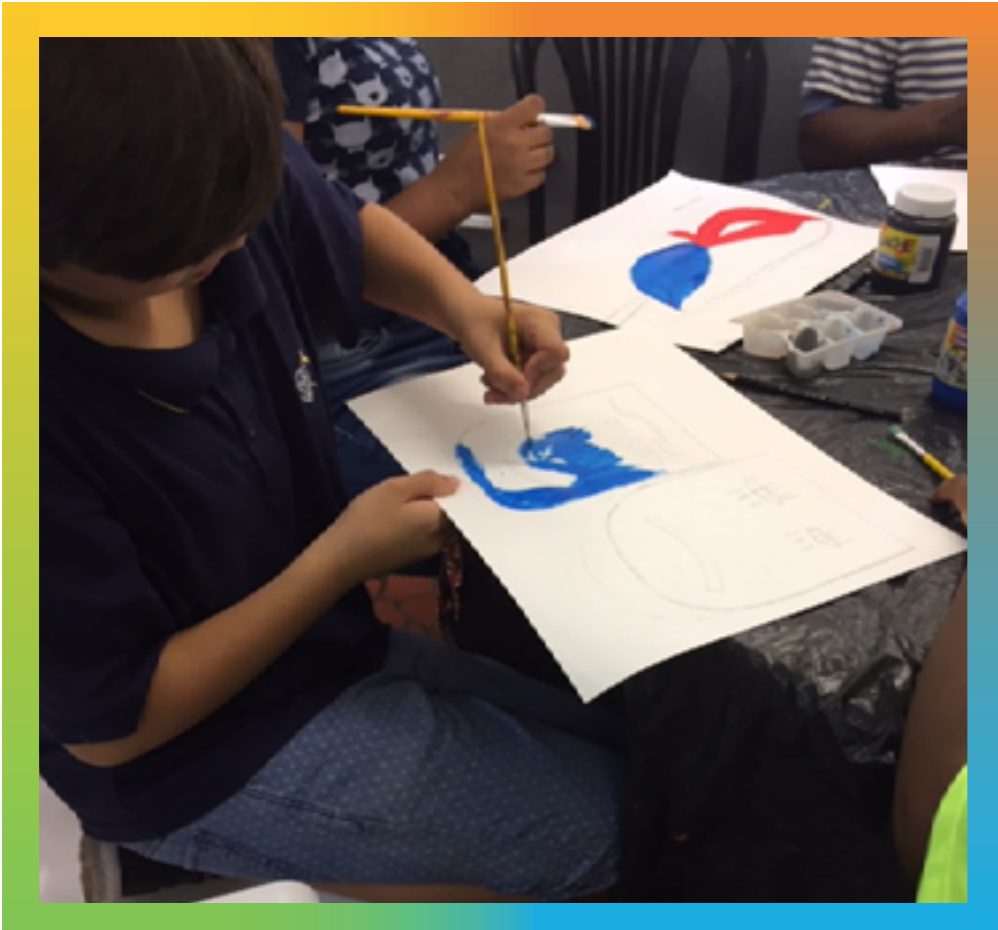
Goals:

- Develop improvisation, speaking, and body expression techniques.
- Develop the self-esteem of children and adolescents.
- Encourage artistic skills.
- Knowledge, expansion, and appreciation of Brazilian cultural aspects and those of other people.

Performed Activities:

- Construction of a scenic proposal from conversation wheels.
- Production of scenery and costumes.





5 Family of Children and Adolescents

MUDANDO A HISTÓRIA / CONSTRUINDO PONTES

Description

Program to support the families of children and adolescents sheltered at Santa Fe and of former shelters.

Target Audience

Children and adolescents who live in Minha Casa and Casa Vovó Ilza, their families (nuclear and extended), and the young people who have already been welcomed by Santa Fé.

Goals:

- To fight the structural violence that permeates most families of fostered children and adolescents.
- To promote the recovery of affective, social and cultural bonds between families and fostered children and adolescents.

Strategies:

- Strengthening of family relations.
- Empowerment of families to resolve conflicts.
- Regaining the self-esteem of both children and adolescents, as well as that of their families.
- Articulate relationship with the social network to guarantee social rights.



Food

- Food basket
- Meal supplement



Citizenship

- Organization of documents
- Going to court and to the Public Defender's Office
- Conflict mediation
- Transportation



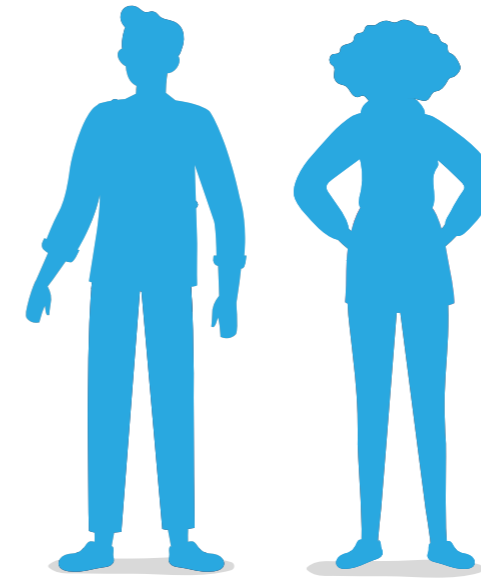
Guarantee of Rights

- Guardianship/adoption follow-up
- Guarantee of the right to transportation - people with special needs
- Inheritance



6 After Reception

EDUCAÇÃO CONTINUADA



50 Former recipients

205 Beneficiaries
(Including Family Members)

Description

Follow-up program for children and adolescents who have already left Santa Fé.

Target Audience

Children and adolescents who have returned to their families and emancipated youth.

Goals:

- Contribute to the full emancipation of the public served by Santa Fé.
- Mediation of family conflicts.

Strategies:

- Continuity of the bond with the institution.
- Santa Fé as a support network for children and adolescents.

Follow-up

- Home visits and family meetings
- Mediation of family conflicts
- Individualized care

Housing

- Financial assistance for expenses: water, electricity, gas
- Financial assistance for housing: rent and/or mortgage (CDHU)
- Aid for the purchase of furniture and/or outfits
- Financial or material aid for construction, renovation, expansion or painting

Citizenship and Social Rights

- Inclusion in social or housing programs
- Organization of documents
- Guarantee of the right to education (from kindergarten to high school)
- Custody / adoption follow-up
- Courts / Public Defender's Office follow-up

Health

- Referrals for treatment of alcoholism and chemical dependency
- Guarantee of medical and/or dental treatment and follow-up
- Pregnancy follow-up

Employability

- Scholarships
- Referrals to vocational courses
- Job search assistance

Food and Transport

- Financial aid for food
- Transportation
- Food basket



MORADIA PARA JOVENS EMANCIPADOS



Description

Program that offers initial support and housing maintenance assistance on a decreasing basis to young people.

Target Audience

Mothers and their children from Casa Vovó Ilza and young people from Minha Casa who have turned 18 and could not return to their families and are already working.

Goals:

- Support young people in building their project for the future.
- To accompany the autonomous life of young people, advising them in the emancipation process.

Strategies:

- Planning of the process of leaving the houses Vovó Ilza and Minha Casa.
- Beginning of the process of autonomy and emancipation of young people.



 **Follow-up**

- Home visits and family meetings
- Mediation of family conflicts

 **Housing**

- Financial or material aid for construction, renovation, expansion, painting, or moving
- Financial assistance for expenses: water, electricity, gas
- Financial assistance for housing: rent and/or mortgage (CDHU)

 **Citizenship and Social Rights**

- Organization of documents

 **Food and Transport**

- Financial aid for food
- Food basket
- Transportation

 **Employability**

- Job search assistance
- Scholarships

 **Health**

- Referrals for treatment of alcoholism and chemical dependency
- Guarantee of medical and/or dental treatment and follow-up
- Referrals for psychiatric treatment and psychotherapy

SOCIAL ACTION



Bel Mota's Birthday

In 2020 the Santa Fé ambassador, actress and presenter Bel Mota, decided to celebrate her birthday in a different way and organized a crowdfunding for Santa Fé. All the proceeds were used to purchase food, cleaning, and hygiene kits for the families assisted by the organization.



Live Suhai

Musician Marco Suhai organized a charity live in April to raise funds for Santa Fé. With the money raised it was possible to buy food for our beneficiaries.



Charity Bingo

The 4 Ellas Group organized a charity bingo in favor of Santa Fé on July 19. Organized completely online, the bingo brought together about 100 participants who had the chance to win incredible prizes. All the proceeds were donated to Santa Fé.



Charity Live

On August 22, magician Celio Amino presented the show "The Present of a Future Past?" in a charity live on the Zoom platform. The show was very exciting and all the proceeds went to Santa Fé.



Roldão Atacadista

The market chain Roldão Atacadista carried out an action in which part of the sales value of the reusable bags was sent to Santa Fé.



Charity Live

The We + Impacta Institute held a live event with Dr. Ana Escobar. The theme was Childhood Anxiety and the goal of the online event was to raise funds for Santa Fé.

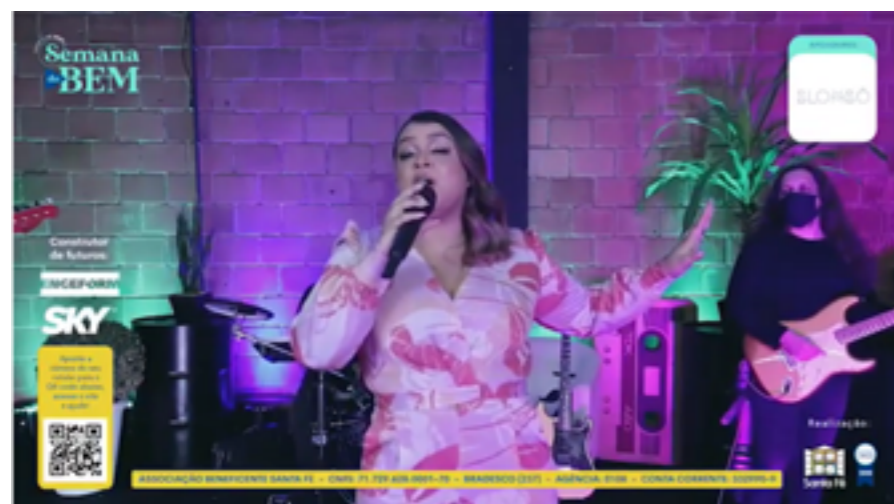
EVENT

27 years of Santa Fé – Semana do Bem

Due to the Covid-19 pandemic, our traditional Works of Art and Experiences Auction had to adapt and was transformed into the Semana do Bem. From November 2nd to November 6th we presented lectures by special guests, an online auction, and a big show.

Among the guest speakers, volleyball players Giba and Serginho, welcoming Fernando Guimarães and Bruno Costa for a conversation about sports; nutritionist Fernanda Scheer talking about health, balance, and longevity; historian Leandro Karnal discussing the theme “The Challenge of Humanization”; pediatrician Ana Escobar talking about the unfolding of the pandemic; philosopher Luiz Pondé with the theme “Why new generations don’t want to have more children”. Jacqué Dallal, Nizan Guanaes and Geraldo Rufino also presented their lectures. Singer Preta Gil presented a show full of Brazilian music classics and auctioneer Roberto de Magalhães Gôuveia, alongside the president of the Management Support Board André Abucham, conducted the online auction.

Semana do Bem was a success!



Sponsors and Supporters of the Semana do Bem Event

Futures Builder

Engeform • Sky

Life Changer

Allonda • BMPI • BRG Pinturas • Dopp • Fesa Group
• Libercon • Racional • Temon

Dream Giver

Alano • Garage Inn • JFCitrus • Sondotécnica
Target Trading • Telar

Friend Santa Fé

A.M. Marxen • Arpol • Alubauen • Bichara Law • Capta-Di • Colorado • Contrubase • Control-Tec • CS Brasil • Daikin • Decorplac • Embu Estapar • Fechando o Gol • Flowers On! • GeoCompany • Grupo GPS Grupo Melo Cordeiro • Habitacional • Itefal • Lucas Martins Decorações Marsh • Mercado das Flores • Pashal • Procurement Garage • RB Reis Advogados • Sysfort • Tecnogeo • Usina Eco X • Vectora • Verus Ambiental • Vistalight

Supporters

Be Happy Viagens • C-Est La Vie • Blombô

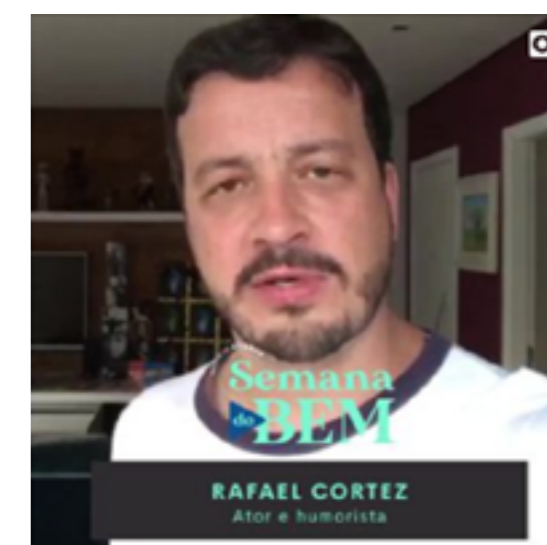
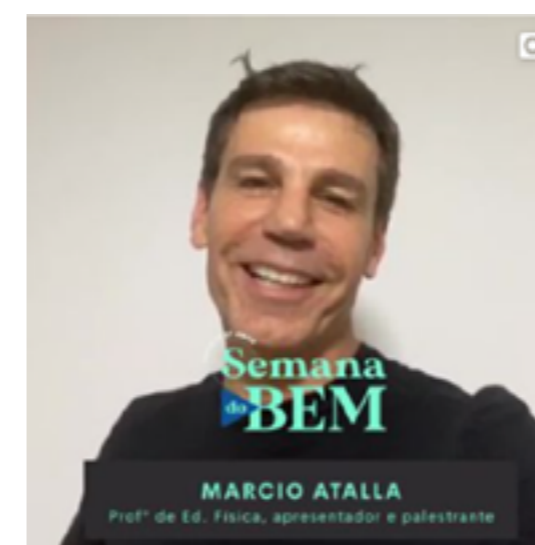
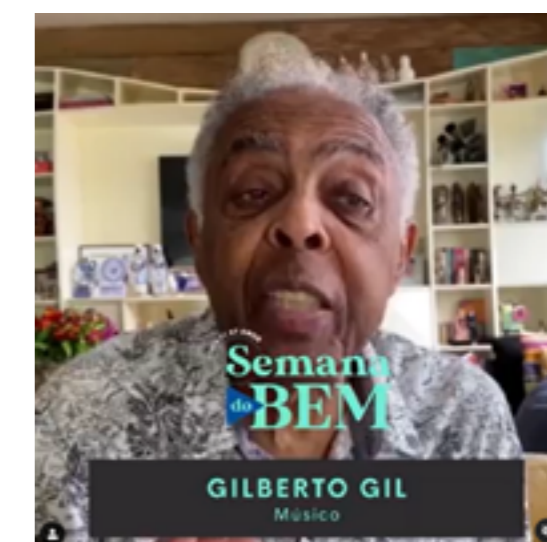
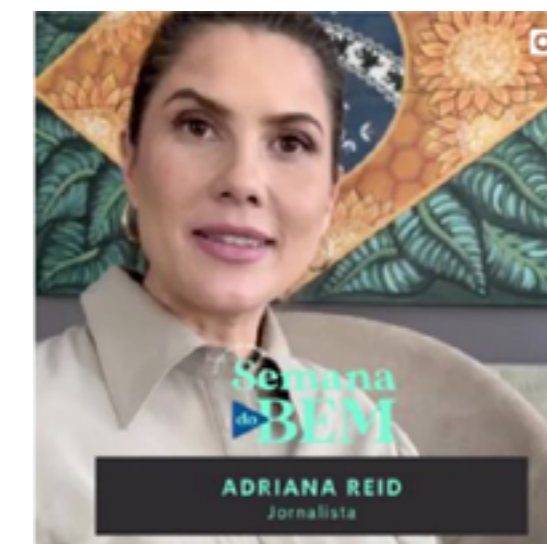
Donors - Art Auction

Antonio Peticov • Ayao Okamoto • Bob Nugent • Carlos Araújo • Carlos Nunes • Claudino Nóbrega • Claudio Tozzi • Daniel Barclay • Daniel Cabellero • Emanuel Nassar • Estela Sokol • Fabianna Linton • Fabiano Al Makul • Fabrício Lopez • Fefe Talavera • Felipe Cohen • Fernando Vilela • Flávia Junqueira • Flip • Gabriel Nehemy • Germana Monte-Mór • Graziela Pinto • Guga Szabzon • Hilton Berredo • Iran do Espírito Santo • Ismael Oliveira • Iuri Sarmento • Izabel Simonsen • Jaime Prades • James Kudo José Spaniol • Kika Goldstein • Kimi Nii • Lucas Lenci • Luisa Editore • Luiz Sôlha • Macaparana • Malu Pessoa • Manabu Mabe • Mariana Serri • Mônica Tinoco • Newton Mesquita • Paulo Aquarone • Paulo Climachauska • Paulo Otávio • Paulo Pasta • Renato Dib • Roberto Magalhães • Rubem Valentim • Sachiko Koshikoku • Siron Franco • Thomas Baccaro • Vicente de Mello • Victor Leguy • Yara Dewachter • Yugo Mabe • Zezão • Zilando Fretias

Donors - Experience

Aima • Alexandre de Paris • Be Happy Viagens • Clara Resorts • Evvai • Fame Osteria • Ítalo Ferreira • La Cura • Livelô • Murakami • Novotel • Pier Paolo Picchi • Refúgio Ecológico Caiman • TATÁ Sushi • Thomas Troisgrois • Unique • Viva! Experiências

Midia



Columnist Sonia Racy – Estadão and Instagram Associação Beneficente Santa Fé (@ongsantafe)

AWARDS



In 2020 Santa Fé was elected, for the second consecutive year, one of the 100 best NGOs by the Instituto Doar.

ONLINE



Podcast

The president of the Management Support Board, André Abucham, participated in the Tem 1 Minuto Podcast and approached the theme of social responsibility citing the work of Santa Fé.

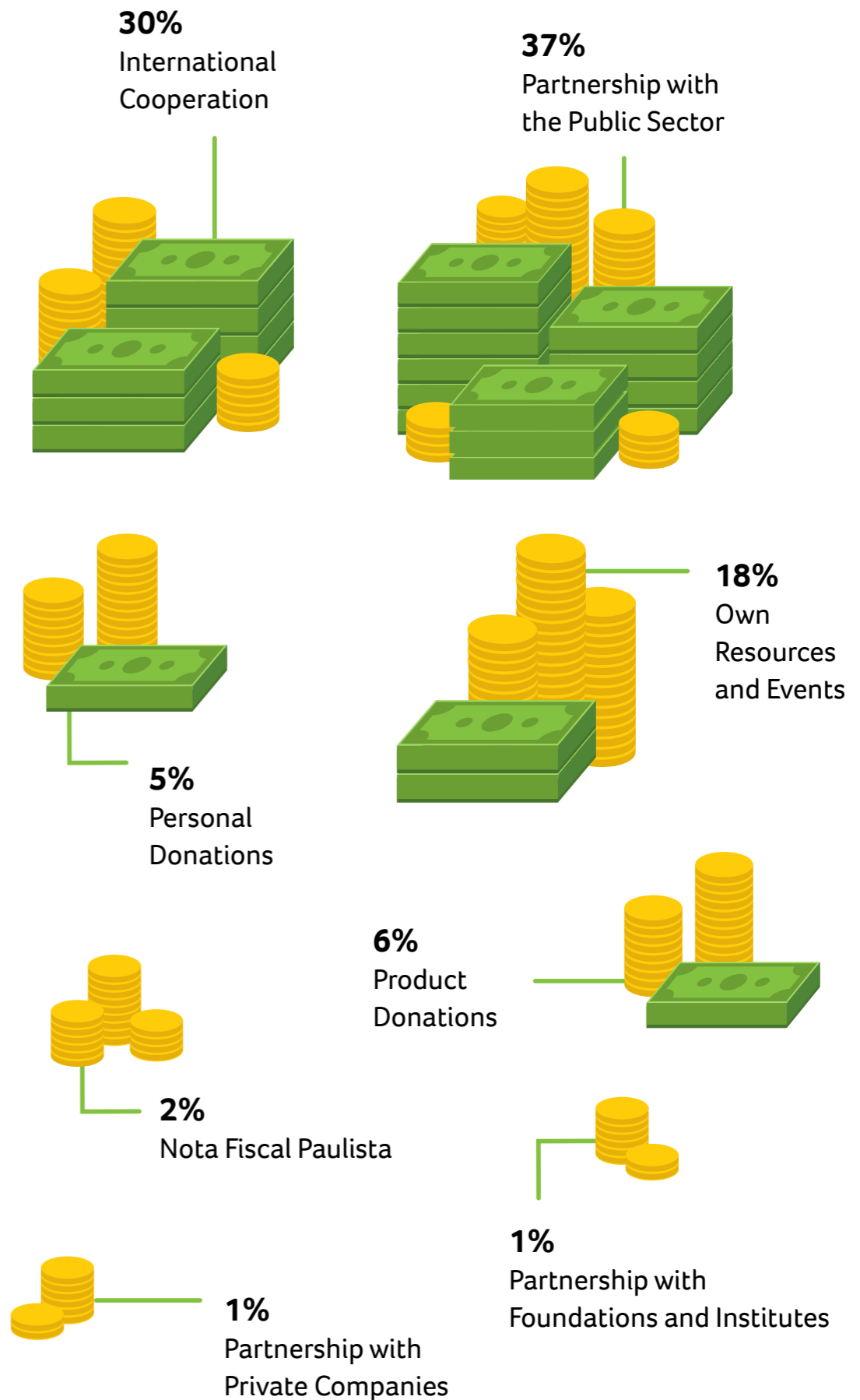


Live

Santa Fé's President, Marcia Dias, and André Abucham organized a chat to talk about Santa Fé's work throughout its 27-year history.

8

Sustainability



9 Financial Management

	2020	2019	2018
Revenues	8.674.967,29	6.898.802,87	6.125.566,06
Public Agreements	3.014.369,61	1.956.296,16	1.720.641,37
Donations	4.360.048,81	3.555.930,57	3.381.894,20
Non Operational	41.119,02	73.654,75	73.340,79
Nota Paulista	146.667,49	449.408,07	132.148,38
Other Asset variations	1.112.762,36	863.513,32	817.541,32
Expenses	7.254.949,01	6.706.026,16	6.363.446,76
Staff	3.679.193,08	3.430.575,72	2.983.157,60
Orders	1.278.609,72	781.766,87	610.130,30
Tax/Financial	62.955,38	121.374,19	83.721,34
Operational	713.406,81	775.086,73	1.125.098,57
Administrative	1.497.299,61	1.578.706,50	1.543.184,39
Provisions	23.484,41	18.516,15	18.154,56
RESULT*	1.420.018,28	192.776,71	-237.880,70

* The Associação Beneficente Santa Fé is audited annually by Cokinós Auditores e Consultore

10 Records and Certificates

CERTIFICATES



- CNPJ 71.729.628.0001-70
- Conselho Nacional de Assistência Social (CNAS) 44006.003503/98-11
- Conselho Estadual de Assistência Social (CONSEAS) 0279/SP/2000
- Conselho Municipal de Assistência Social (COMAS) 650/2012
- Conselho Municipal dos Direitos da Criança e do Adolescente (CMDCA) – 549/96
- Secretaria Municipal de Assistência e Desenvolvimento Social (SMADS) - 30.4
- Secretaria Estadual de Desenvolvimento Social - (SEADS) 5026/1998
- Utilidade Pública Municipal - Decreto nº 36.870 de 22/05/1997
- Utilidade Pública Federal - Portaria nº 3049 de 29/11/2012
- Certificado de Regularidade Cadastral de Entidades (CRCE) 1100/2013
- Imunidade do Imposto sobre Transmissão “Causa Mortis” e Doação de Quaisquer Bens ou Direitos (ITCMD)- art. 7º do Decreto 46.655/02
- Certificado de Gestão e Transparência emitido pelo Instituto Doar

ACKNOWLEDGMENTS

- Ranked among the 100 best social organizations in Brazil in 2020, according to the ranking of the Instituto Doar.
- Santa Fé is one of the NGOs mentioned in the publication YPO 3.0: Be More Impactful - Mapping Education Projects - 2020 | Brazil.
- Ranked among the 100 best social organizations in Brazil in 2019, according to the ranking of Instituto Doar
- Ranked among the world's top 500 social organizations (ranked in 284th) in the "Top 500 NGOs World" ranking of NGO Advisor, a Swiss entity that evaluates and classifies non-profit organizations
- Marcia Dias, president of Santa Fé, selected for the "Paulistano Nota Dez" section of Veja São Paulo magazine, a space that gathers stories of people who make a difference in the city of São Paulo - 2014
- Selected for a visit by the Queen Silvia of Sweden, founder of the World Childhood Foundation, an organization dedicated to preventing and combating child sexual abuse and exploitation - 2013
- Selected for the visit of Dr. Charles Nelson, neurologist, professor of pediatrics and researcher at Harvard University - 2013
- Selected by IBM for the project Celebration of Service - On Demand Community Impact Grant - 2011
- Selected by Veja São Paulo in the article "35 institutions that are worth their donation" - Edition 51 - p. 42 - 2008
- Selected by Criança Esperança - TV Globo/UNESCO - 2008
- Representative of Brazil at the International Seminar "Street Children and Adolescents" - Secretariat of Foreign Affairs of Mexico, Casa Aliança and JICA México (International Cooperation Agency of Japan) - 2007
- Integrates the Network of Social Technologies - RTS since 2006
- Fellow Ashoka since 2006
- Elected the best social technology in Brazil in the category "Rights of Children and Adolescents" - Banco do Brasil Foundation, Petrobrás and UNESCO - 2005
- Partner of Escola Paulista de Medicina - UNIFESP in the conception of the mental health unit of the Casa Foundation - 2004
- Selected for visit by UN's special rapporteur concerning children traffic, prostitution and children pornography, Mr. Juan Miguel Petit - 2003

11 Partners

Maintainers



Partnership



National Financial Partners

- Aflalo e Gasperini Arquitetos
- BRG Pinturas e Serviços
- Ever Green
- Instituto da Criança
- Projeto Ovo
- Sindepark
- Suhai Serviços e Suhai Vigilância
- Associação São Paulo Accueil
- Cooperativa do Bem
- Grupo Ohana
- Roldão Atacadista
- Santa Micaela Pães e Doces
- STCA Consultoria e Auditoria
- Target Trading S.A.

International Financial Partners

- Atelier Ygapé
- CV Philanthropy
- Shalom Foundation
- Swiss Philanthropy Foundation
- Wise

Project Partners

- Central de Penas e Medidas Alternativas da Justiça Federal de São Paulo
- Fundação Itaú Social

Technical Partners

- AMA Santa Cruz
- Centro de Atenção Integrada à Saúde Mental - CAISM
- Casa da Saúde da Mulher - UNIFESP
- Centro de Recuperação e Educação Nutricional – CREN
- Centro de Referência e Tratamento - CRT Doenças Sexualmente Transmissíveis/AIDS
- Dentistas do Bem
- Hospital Infantil Menino Jesus
- Hospital Samaritano
- Hospital São Paulo
- Instituto Fazendo História
- Instituto Gerar
- Instituto Horas da Vida
- Instituto Sedes Sapientiae
- Pontifícia Universidade Católica de São Paulo - PUC / Psicologia
- Programa de Orientação e Atendimento aos Dependentes - PROAD
- Programa de Atendimento e Pesquisa em Violência - PROVE
- Projeto Quixote
- UBS Ceci
- Universidade Paulista – UNIP / Psicologia

Supporters

- Ashoka
- Blombô Leilões
- BSocial
- Childhood Brasil
- Manacá Comunicação



12 How to Participate

The maintenance of Santa Fé's programs is only possible through donations from companies and individuals who recognize and believe in the work developed by the institution.

Everyone can contribute and make a difference in the lives of children and teenagers from Santa Fé!

FINANCIAL DONATIONS

One-Time Donations

Financial donations, of any amount, can be made by bank deposit, bank draft or other options available on the site (credit card, debit card)

Bank Data

Name of the Bank: Bradesco - 237
Bank Branch: 0108
Bank Account: 332990-9
Adress: 1164 Domingos de Moraes St.
City: São Paulo - SP Country: Brazil
Swift Code: BBDEBRSPPO
Beneficiary Name: Associação Beneficente Santa Fé
Address: 853 Rio Grande St.
City: São Paulo - SP Country: Brazil
CNPJ: 71.729.628/0001-70

To Donate

www.santafe.org.br – Donate now

Product Donation

- Food • Hygiene Products • Cleaning products • Baskets
- Furniture, appliances and other items that are in good condition

Sponsorship of Projects and Events

Send a message to contato@santafe.org.br and find out how to help with Projects and Events.

TAX COUPONS DONATION



The donation of the tax coupon of a R\$ 4 coffee, through the official application, can yield up to R\$ 257.

Donating the invoices, it is possible to help the children and adolescents of Santa Fé without spending anything.

Non-profit social assistance entities such as the Associação Beneficente Santa Fé, under the terms of Law No. 12.685/2007, may enjoy the credits granted by the Nota Fiscal Paulista Program, provided that they are duly registered in their respective departments and regulated in the Register State of Entities.

To donate your tax coupon with CPF² you will need a cell phone, computer or tablet. See the step by step in the computer:

- Enter the website of the Nota Fiscal Paulista Program;
- Make your registration or enter your login and password;
- Enter the “Entity” tab
- Enter “Coupon Donation with CPF (automatic)”;
- Select the registration period and click Search;
- Place the CNPJ of Santa Fé, 71.729.628/0001-70 and click on search. Select the first option “Associação Beneficente Santa Fé” and click on return;
- Confirm your donation! Now, every time you say your CPF on any purchase it will go to Santa Fé, helping to transform the lives of our children and adolescents.

By the app:

- Browse the app store on your phone or tablet through the “Nota Fiscal Paulista” app and install it.
- If you already have a registration it is the same password and login that you use to check your balance, credits and make manual donations. If you do not have a registration, click on “Register your account”.
- Click on “Donation with CPF”;
- Place the CNPJ of Santa Fé, 71.729.628/0001-70 and click on search. Select the option “Associação Beneficente Santa Fé” and confirm your donation. Do not forget to say your CPF in your purchases.

The credits granted by the program are transformed into financial resources for the institution and represent an important contribution to the maintenance and continuity of the work of Santa Fé.

² The number of the personal identification card provided by the Brazilian government



contato@santafe.org.br

(11) 5083-0092 / (11) 5549-0564

www.santafe.org.br

@ongsantafe

www.facebook.com/AssociacaoBeneficenteSantaFe

