

2014 Annual
Report



Santa Fé

Index

| | |
|--|----|
| President's word | 03 |
| About Santa Fé | 04 |
| Our Name | 04 |
| Time Line | 04 |
| Mission | 08 |
| Vision | 08 |
| Guiding Principles | 08 |
| Who makes Santa Fé | 09 |
| Organization Chart | 10 |
| Team, Board and Coordination | 11 |
| What we do | 13 |
| How we do it | 14 |
| Sheltering | 16 |
| Minha Casa (My House) | 16 |
| Casa Vovó Ilza (Grandma Ilza's House) | 22 |
| Extracurricular Activities | 29 |
| Entertainment and Culture | 30 |
| Cultural Exchange | 32 |
| Families of Children and Adolescent | 33 |
| Mudando a História (Changing History) | 33 |
| Back to Home - Fighting Domestic Violence | 35 |
| After Sheltering | 38 |
| Educação Continuada (Continuing Education) | 38 |
| Housing for Emancipate Youth | 40 |
| It happened in 2014 | 41 |
| News | 41 |
| Online Partnerships | 41 |
| Cultural Partnerships | 42 |
| International Visits | 43 |
| Lectures | 44 |
| Special Events | 45 |
| Crowdfunding | 46 |
| Awareness Action | 47 |
| Cause Related Marketing | 47 |
| Santa Fé in the Media | 49 |
| Sustainability | 52 |
| Financial Management | 53 |
| Recognitions | 54 |
| Official Records and Certificates | 55 |
| Partners | 56 |
| How to Participate | 58 |
| Support Form – Membership | 61 |
| Contact | 64 |



President's Word

Dear friends of Santa Fé,

In 2014, we managed to implement and improve an important program for our work consolidation. The families program, De Volta Pra Casa – Combatendo a Violência Doméstica (Back to Home - Fighting Domestic Violence), strengthens and rescues family ties, directly influencing the development of sheltered children and adolescents. At each meeting, carefully prepared for families and their children, every sent and solved problem, the greater is our conviction about the importance of the role we play transforming realities.

This year we also invested in the quality of our evaluation indicators, setting off a complex and careful data collection of all our programs. New indicators will assess more accurately the results of our work and this innovation has been a great motivation for the team.

Improve and expand our work, while maintaining its thoroughness, and improve the achieved results presentation is a responsibility that we take with all partners and stakeholders who are part of our history.

In this edition of the Activity Report, you will find a summary of key achievements in 2014. I hope you read and share with your contacts. Many challenges await us in the coming years and to know that we can count on your support and dissemination is a great incentive.

To all of you, partners, directors, employees, supporters and friends, Thank you!

A handwritten signature in black ink, appearing to read 'Marcia Ventura Dias'.

Marcia Ventura Dias
President

About Santa Fé

Our Name

The name “Santa Fé” makes reference to the flowers that burst from cacti in the desert of Santa Fe city (New Mexico - US) even in the face of all adversity. The work of Santa Fé is based on this relationship, believing in the full development of each child and adolescent welcomed, thus offering conditions for them to flourish to their full potential.

Time Line

1993

- Santa Fé foundation in august
- Work Premiere in December, with the action *Árvore de Natal* (Christmas Tree) - play activities for children and teenagers living in Sé Square





1994

- 1st edition of Escola Ambulante (Walking School) project, in downtown São Paulo - temporary schools in public squares and strengthening networks support in the surrounding area
- Sheltering the children and adolescents in a land granted on Ibirapuera area



1997

- Children and adolescents begin to be accepted on a property in Vila Mariana, consisting of 3 houses, divided by specific, gender and age
- 2nd edition of Escola Ambulante (Walking School) project in Vila Mariana



1998 - 1999

- Project Usina Cultural (Cultural Workshop) - involving theater, dance and music. Samba Coral musical group, originated there, performed in several events and won the LINC / 98 prize



2001

- 3rd edition of the Escola Ambulante (Walking School) project in Pinheiros

2002

- 3 new addresses to host as age and specificity. Inauguration of the shelters Minha Casa (My House), for children; Casa da Juventude (Youth House), for adolescents; Casa Vovó Ilza (Grandma Ilza's House), for girls-mothers



2009 - 2011



- Andanças da Saúde (Health Wanderings) Project - training young people to serve as community health workers, establishing a bridge between the streets, schools, health centers and parks. Conducted in partnership with the Ministry of Health



2012

- Casa Vovó Ilza (Grandma Ilza's House) changes to a particular property renovated to welcome the girls-mothers and their children
- Creation of the Board of Management Support

2013

- New Santa Fé's address: in a bigger house to host the administrative area, the workshops of income generation, art and education and meetings with families.



2014

- De Volta Pra Casa – Combatendo a Violência Doméstica (Back to Home – Fighting Domestic Violence) project consolidation: work with families of sheltered and former sheltered children and adolescents.

Mission

To include children and adolescents who have faced personal and social risk situations in the universal category of common children and adolescents, providing them a safe and appropriate environment for their development, respecting their particularities, implementing models of care, assuring the protection and promotion of their rights and that of their families.

Vision

Be a center of excellence in the care of children and adolescents, victims of abuse, domestic abuse and / or living on the streets, regardless of religion, race or gender, influencing public policy.

Guiding Principles

- Fight against the symbolic and structural violence present in social and family spaces;
- Encouraging understanding and acceptance of the “other”;
- Respect for individual rights, based on tolerance, solidarity and sharing - the principle of dialogue and mediation;
- Education for Peace.

Who makes Santa Fé

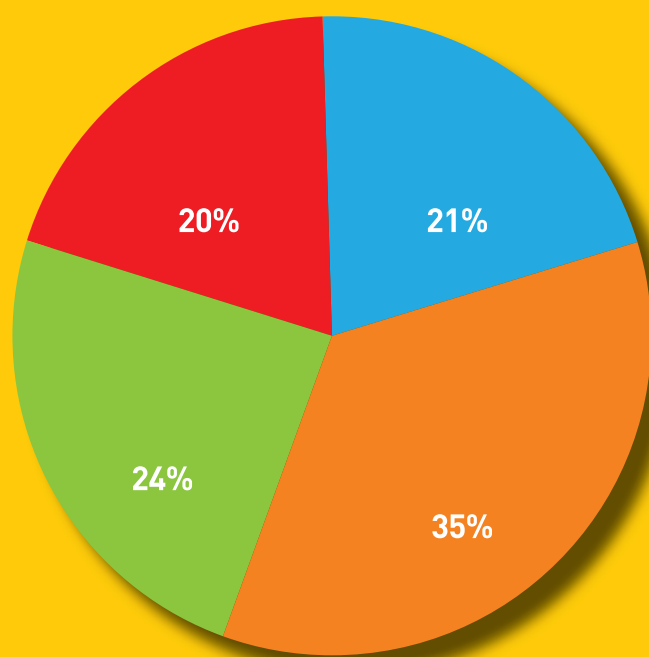
The work developed by Santa Fé is coordinated by people who are part of the team since its foundation. This allows not only greater work experience, as well as exchange of experiences with new employees. Master Santa Fé's values and methodology is the first step to build a harmonious and committed staff.

Given the complexity of treated cases and to prevent turnover, is required careful selection and ongoing training in order to minimize risks and ensure good care. HTP projective tests are performed (psychometric drawing test) and Role-playing (practical situation of psychodrama technique), among others.

The clinical-institutional supervision carried out weekly by a psychoanalyst specialized in cases of violence is essential for professionals permanent qualification, with different backgrounds and experiences, being a privileged space for "in service" reflection and sustainability of the daily practices of care.

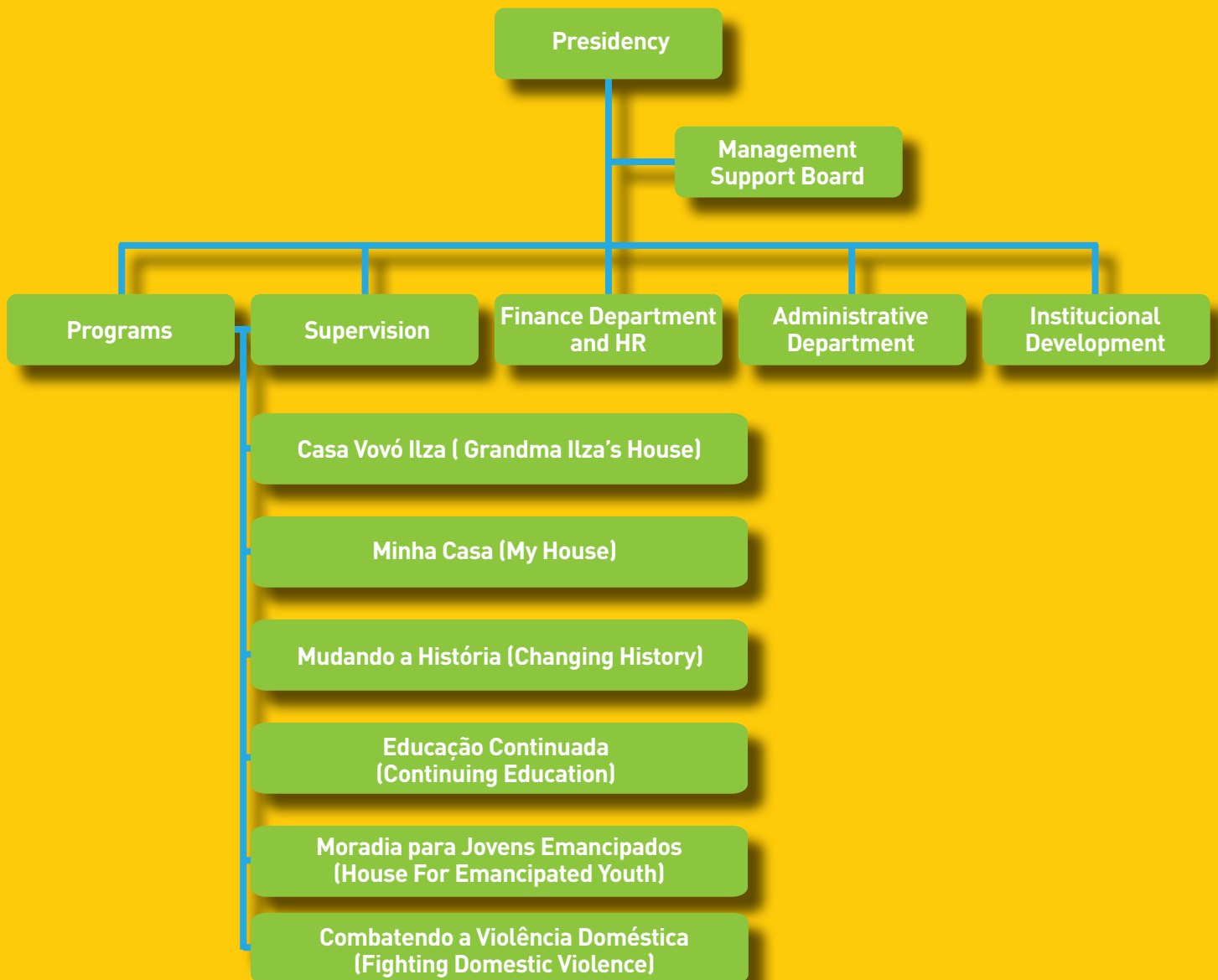
Total Employees: 54

Age Group



| Function | Nº |
|------------------|----|
| Social Worker | 3 |
| Assistant | 4 |
| Accountant | 1 |
| Coordinator | 5 |
| Cook | 4 |
| Educator | 21 |
| Manager | 2 |
| Driver | 2 |
| Psychologist | 3 |
| General Services | 7 |
| Supervisor | 2 |

Organization Chart



Team

Board of Directors

- President: Marcia Ventura Dias
- Vice President Director: Ana Maria de Vasconcelos Garrett
- Secretary Director: Lucia Ferraz de Campos
- Treasurer Director: Erica Rodrigues Faria Vettore
- Alternate Director: Eliane Crisostomo de Jesus
- Alternate Director: Arquilena Rosa Paixão

Supervisory Board

- Sebastião Marcio Cardoso Gomes
- Leonardo Oliveira dos Santos
- Luís Felipe da Gama Pinto
- Vera Lucia Frayze David
- Fabiana da Silva Diaz
- Analice Oliveira Rebouças

Management Support Board

- Ademir Scarpin
- André Abucham - President
- Arnaldo Landi
- Diego Baez
- Edoardo Rivetti
- Fábio Brancatelli
- Fernanda Sadek
- Fernando Pierri
- Gabriela Kirschner
- José Sadek
- Luciana Monteiro Iasi
- Marcio Gomes
- Marcio Guedes
- Marco Suhai
- Mayra Abucham
- Rodrigo Vella

In early 2011, when I contemplated forming a management support board to Santa Fé, I did not imagine the challenge that awaited me: assemble a board with people committed and sensitive to Santa Fé's cause, raise funds, facilitate partnerships, share important decisions and share the emotions of those who live the daily life of a social organization.

Even today, after four years, I am happy when we close a partnership, signal of trust and credibility that Santa Fé transmits.

Even with all the difficulties that our country is going through, we have to show resilience and remain strong in our beliefs and values. I firmly believe that by welcoming and caring for our children and providing good education, we will change stories and help build a better world.

Come and be part of this story!



President of Management Support Board
André Abucham

Coordination

- SAICA¹ Minha Casa (My House)- Angela Cristina de Souza Valerio
- SAICA¹ Casa Vovó Ilza (Grandma Ilza's House) - Dulce Raquel Silva Bahia
- Financial and Administrative Department - Alberto Moghrabi
- Institutional Department - Márcia Pastore

1 Serviço de Acolhimento Institucional para Crianças e Adolescentes (Institutional Home Services For Children and Adolescents)

What we do

Sheltering

Minha Casa

24 children and adolescents*

Casa Vovó Ilza

42 children and adolescents*

Children / Adolescents Families

Mudando a História

183 beneficiaries

Combatendo a Violência Doméstica

441 beneficiaries

After Sheltering

Educação Continuada

192 beneficiaries

Moradia para Jovens Emancipados

2 beneficiaries

*In 2014

How we do it

Santa Fé's methodology is based on the work of English psychoanalyst David Winnicott, a specialist in behavioral study of abandoned children after the war. The work is based on the management of the group that permeates the organization as a whole.

Important points of Santa Fé's methodology

The space should be maintained and perceived as a home (ambiente therapy proposed by Dr. Winnicott);

- Multidisciplinary team in the child and adolescent service, with genuine interest, offering them a safe and healthy environment;
- The professionals involved must be prepared to meet the needs of children and adolescents, including the mental and emotional universe of each, extended with its experience in relation to the child;
- The child should be able to rediscover in the institutional environment a security that has been lost or interrupted, being provided by the trust on the professionals involved;
- The work recognizes each child or adolescent as an individual and cultural universe, and all forms of expression should be respected and learned. The exercised work is focused on the group participation that must meet systematically to discuss their tasks, performance and problems;

- The social life routines are carefully implemented, starting from extensive discussions with children and adolescents, seeking a democratic relationship in which conflicts and unwanted occurrences can happen without generating retaliation, but punctuating participants responsibilities and limits through an open and direct communication;
- The children and adolescents participation in the formulation of rules and definitions of their routines allows its acceptance more naturally. And the breach of the rules should be treated in the collective, always safeguarding the particular of each child or adolescent;
- As a way of meeting children and adolescents have two privileged spaces: meetings in small groups (Speech Groups) and General Meetings that may be called at any time by professionals or by the residents to discuss issues concerning the collective.

Keypoints of Santa Fé's methodology

- Individual identity recognition of each sheltered child and adolescent;
- Exclusive house-residence for girls-mothers: pregnant and / or accompanied by their children;
- Forwarding to an independent and emancipated life;
- Individualized therapeutic work development, extended to family members, promoting the harmonization of its links;
- Families' access to their rights, contributing to the socio-economic reorganization;
- Kinship and friendship preservation, targeting primarily the return to the original family;
- Continuity of the bond with the institution through post-sheltering programs.

Sheltering

Corporate Home Services for Children and Adolescents

Minha Casa (My House)

- Housing for 22 children and adolescents 0-18 years in a situation of personal and social risk, family disharmony problems, victims of abuse or domestic violence.
- Individualized therapeutic work to reframe the dramatic experiences, promoting their full development until they can emancipate themselves or return to their family of origin or have a new family.

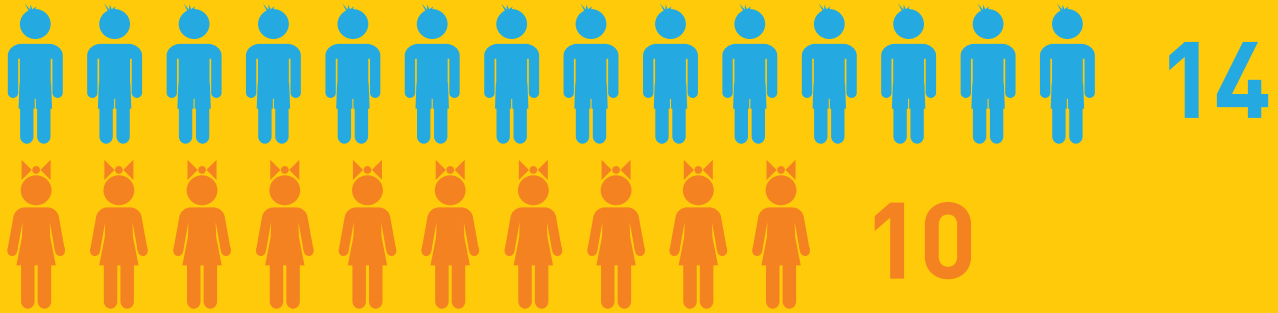




2014 Numbers

24 Sheltered children and adolescents

Gender

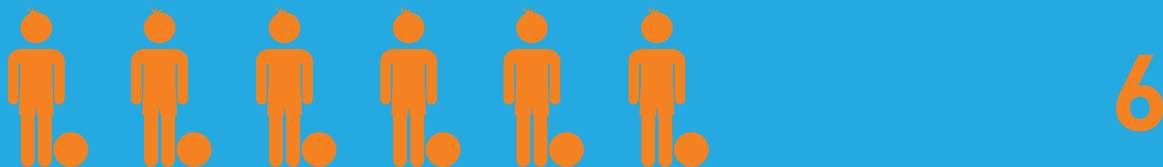


Age Group

From 1 to 4 years



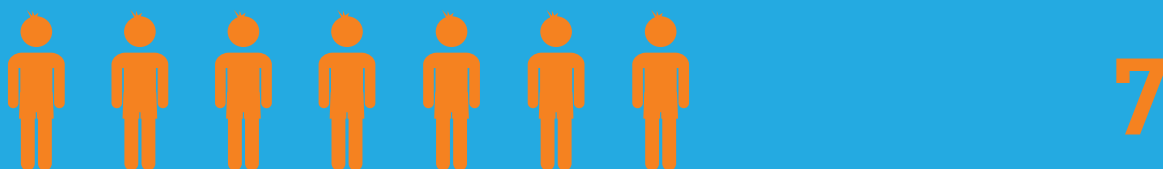
From 5 to 9 years



From 10 to 12 years

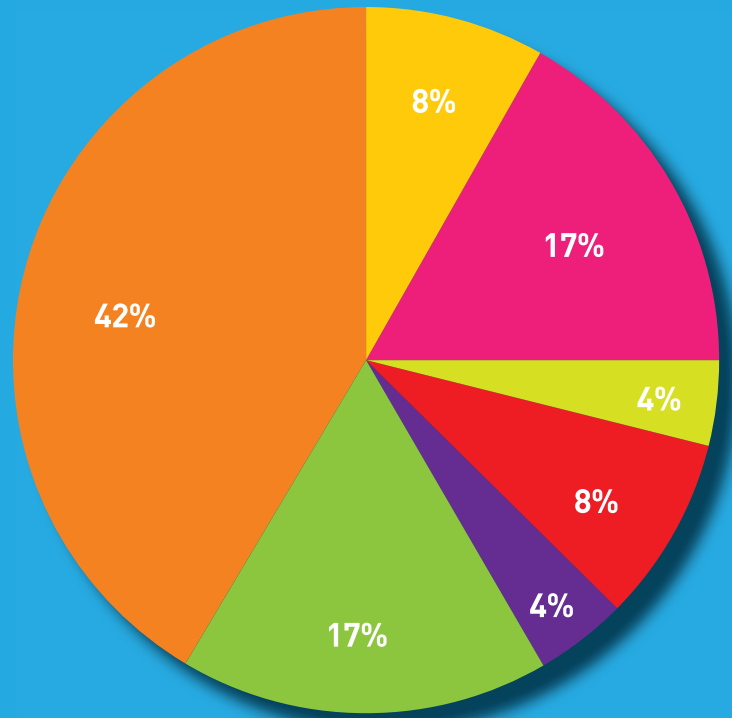


From 13 to 18 years



Sheltering Cause

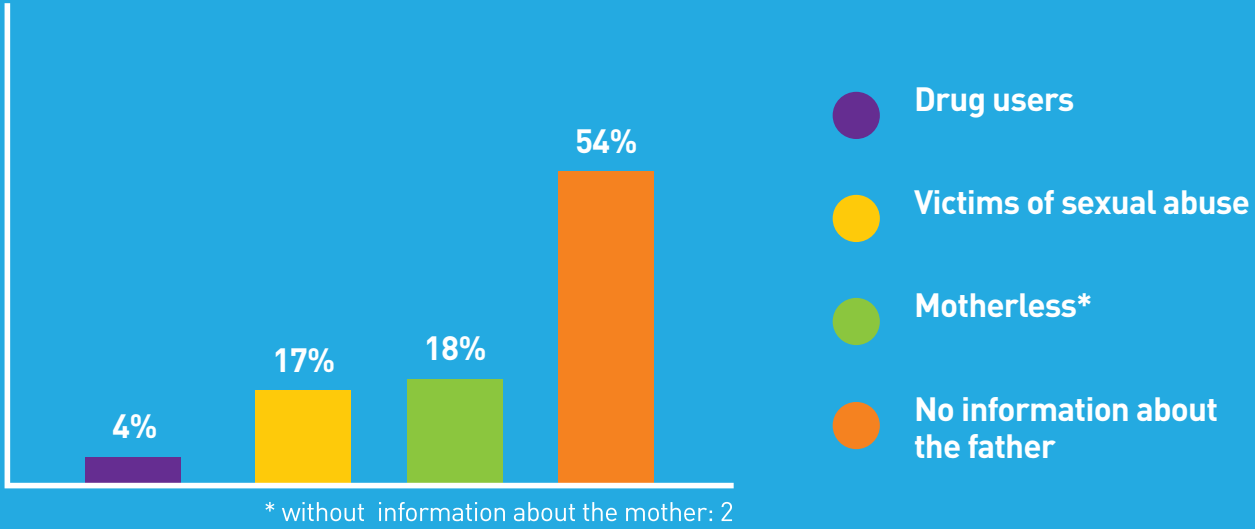
- Victim of abuse, neglect and mistreatment
- Behavioral problems
- Family conflict
- Abandonment
- On the streets
- Economic difficulties of the child's guardian
- Death of the child's guardian



Sheltering Year

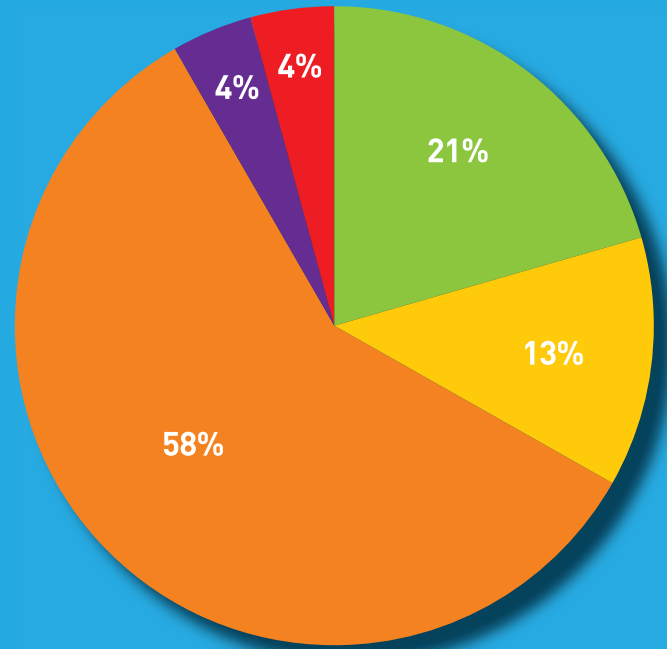


Children and Adolescent's Profile



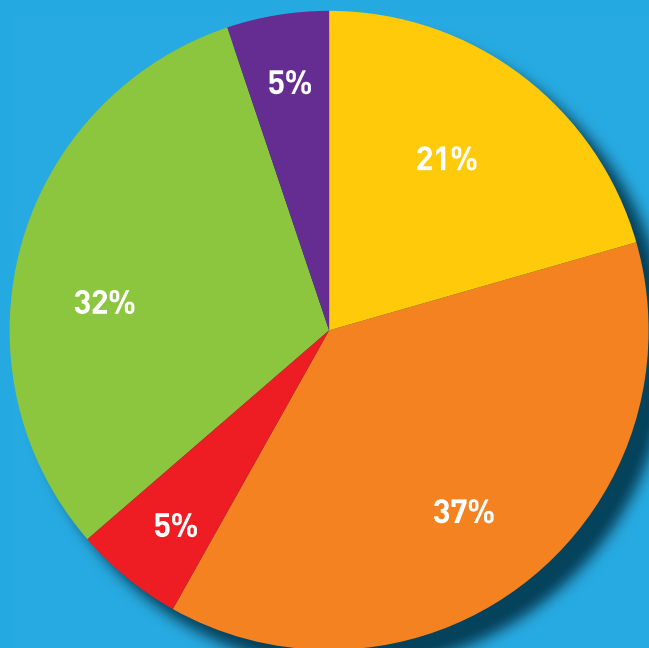
Education

- Day care center
- Elementary School
- Children's education
- High School
- Specialized School

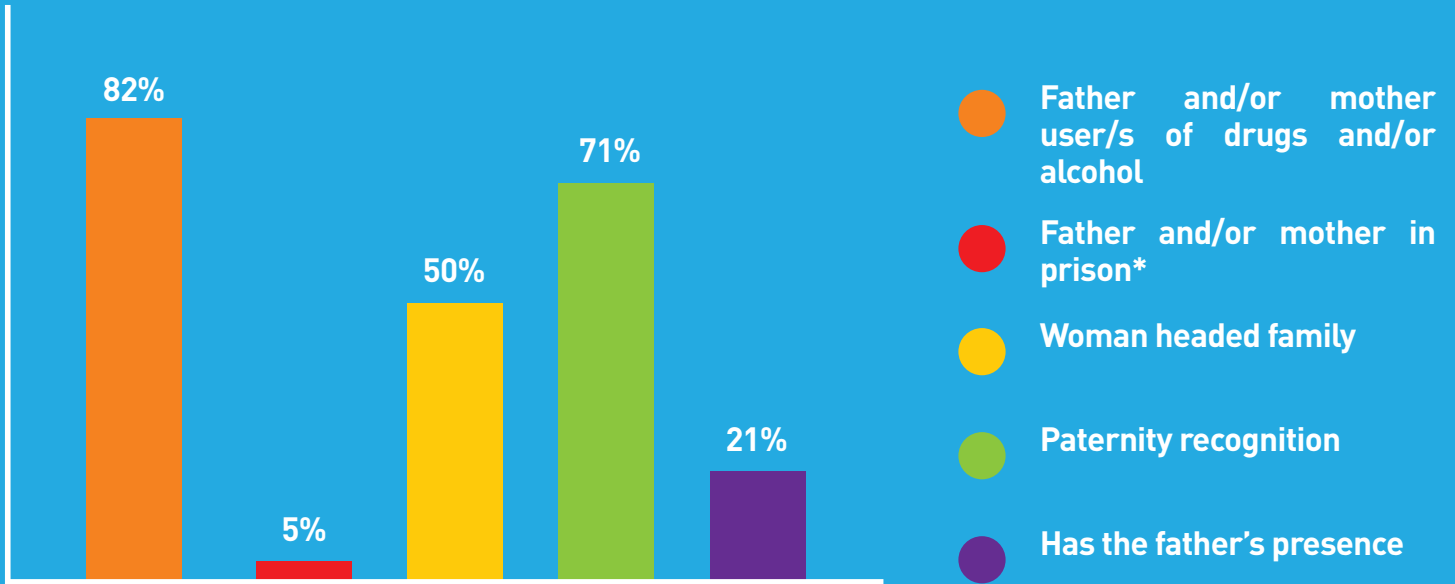


Judiciary Process

- Family power dismissal
- Family reintegration
- Adoption
- Shelter transfer
- Emancipation

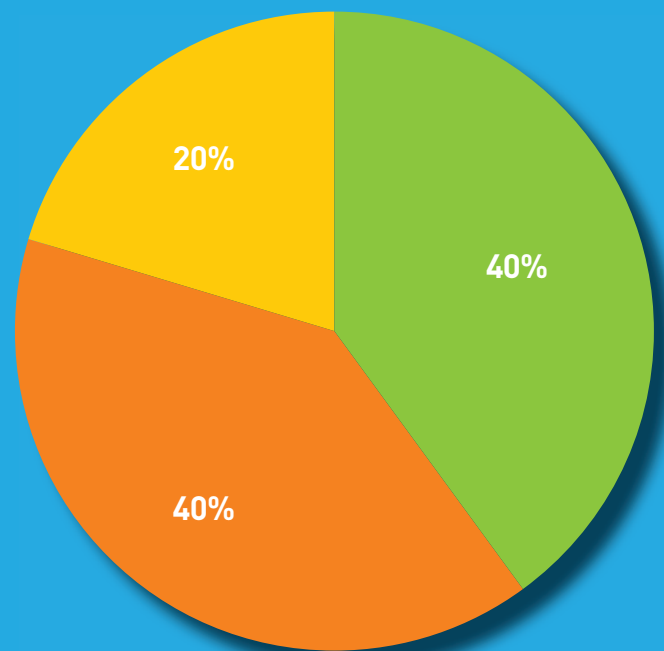
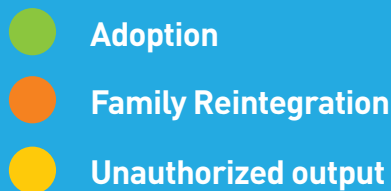


Parents Profile



*without information about father or mother: 2

Shelter Output



Health

| Health State | Nº |
|--|----|
| Aggressiveness Crisis | 2 |
| Cognitive and Neurological Deficit | 2 |
| Learning Trouble | 6 |
| Socialization Trouble | 1 |
| Cornelia de Lange syndrome (suspected) | 1 |
| Affective Bipolar Disorder | 1 |
| Global Development Disorder | 1 |
| Sexual and Domestic Violence | 2 |

Casa Vovó Ilza (Grandma Ilza's House)

- Housing for girls 11-18 years old, pregnant or accompanied by their children. Mostly are street dwellers, victims of abuse, sexual abuse and drug use. Between mothers and children there are 22 residents.
- Young-mothers participate in an individualized therapeutic work for the experience of early motherhood in a constructively and harmoniously way for mother and child, in order to inhibit the recurrence of the bad treatment experienced and the street experience in the future generation, providing conditions for the full development for her children;
- The family rapprochement work is a key factor, since, in most cases, the links are tenuous and rescue them are part of overcoming the girls difficulties;
- Forwarding to an independent and emancipated life, through training courses and inclusion in the labor market, seeking to break the existing cycle of poverty in their families.



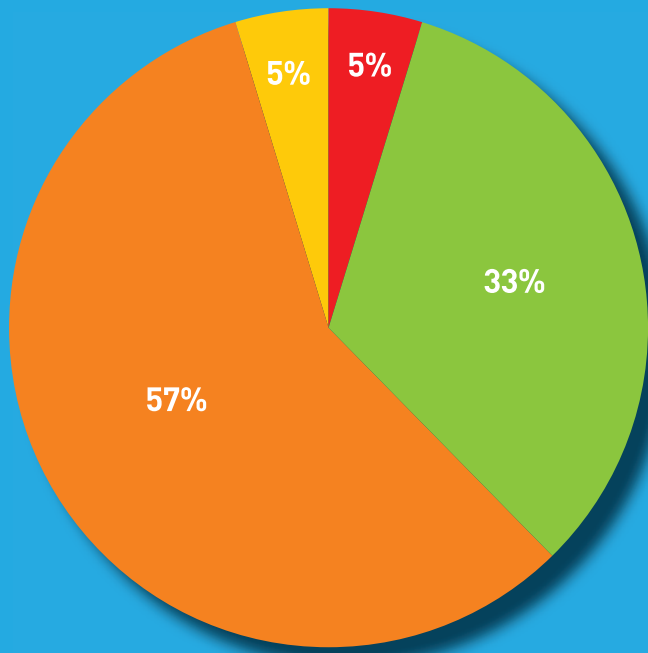


2014 Numbers

Girls-Mothers: 21

Children: 21

Girls-mothers - 21 adolescents

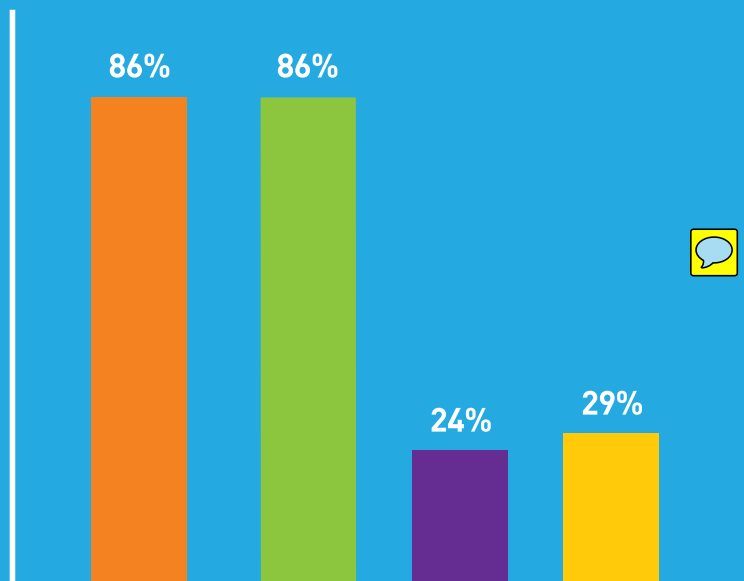


Age Group

- From 13 to 14 years
- From 15 to 16 years
- From 17 to 18 years
- Over 18 years

Girls-Mothers Profile

- **Victim of sexual abuse**
- Drug user
- Death threats
- Father and/or mother orphan*



* Without information about the father: 9

Drug Addiction

Drug User



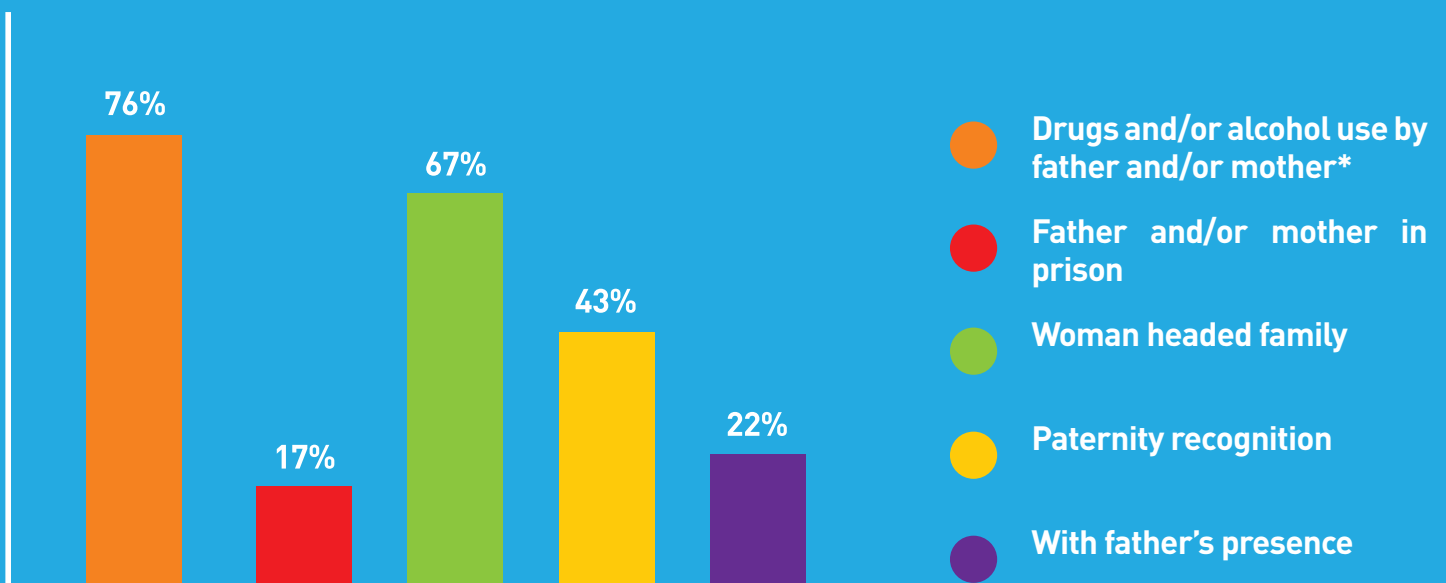
18

Former drug user



14

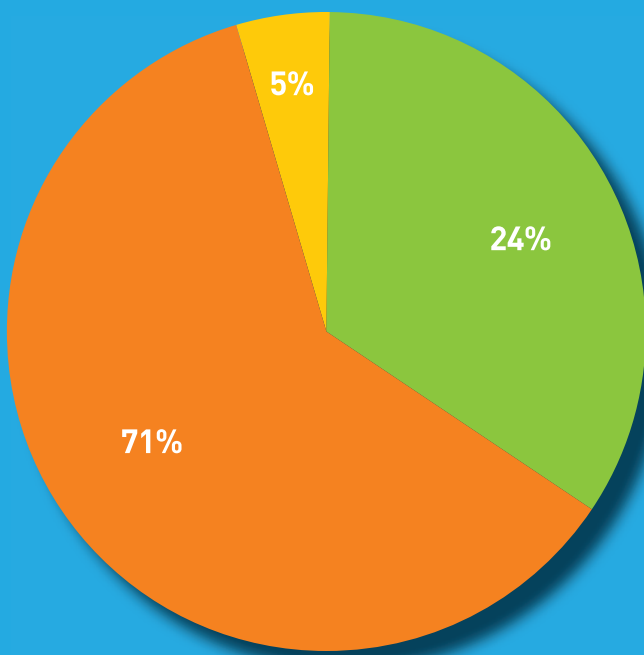
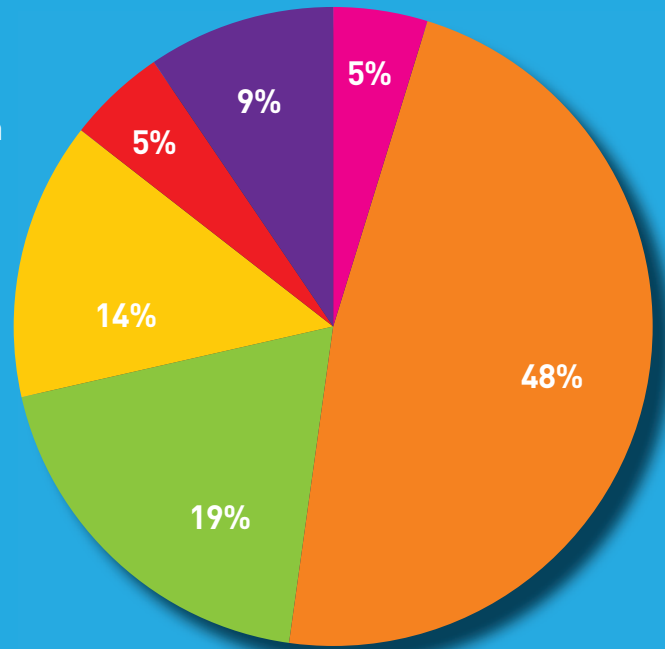
Parents Profile



* without information about the parents: 9

Sheltering Cause

- Victim of violence / Sexual Exploration
- Homeless
- Family conflict
- Physical Abuse/ Neglect
- Life protection
- Responsible disease



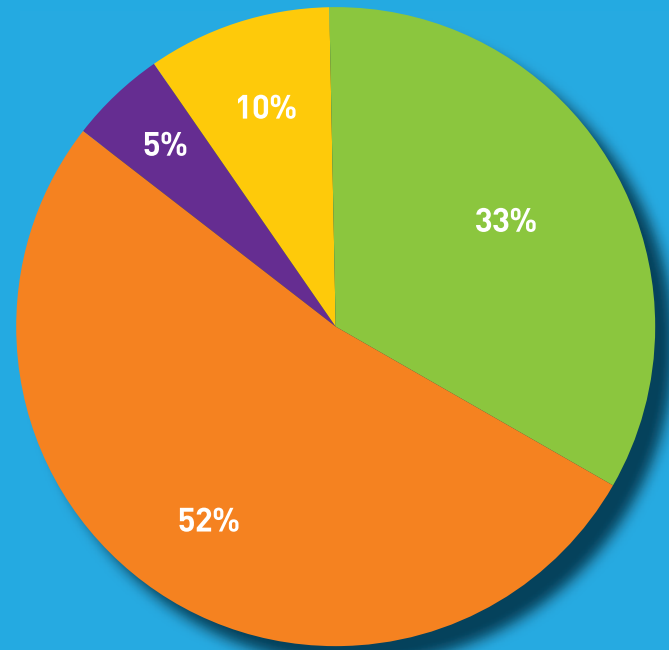
Education

- Elementary School
- High School
- College

Children - 21 Children

Age Group

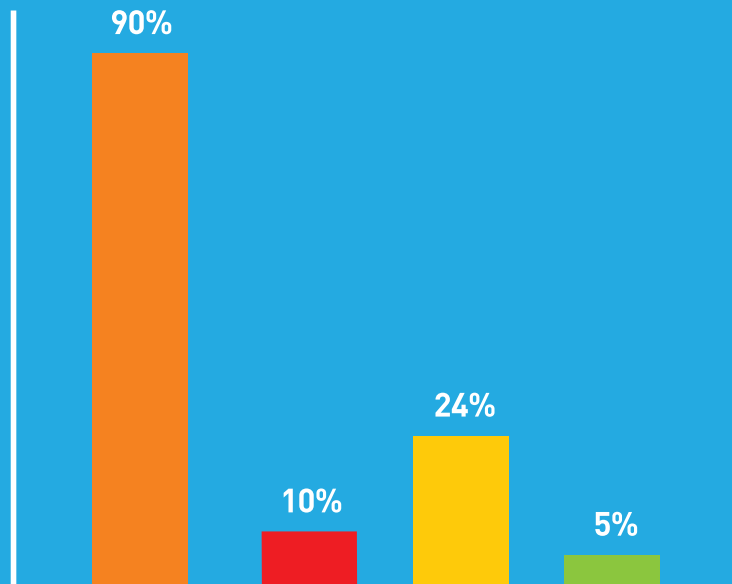
- Under 1 year *
- From 2 to 3 years
- From 4 to 5 years
- Over 5 years



* 6 Births

Parents Profile

- Drugs and/or alcohol use*
- In prison*
- Paternity recognition*
- With father's presence

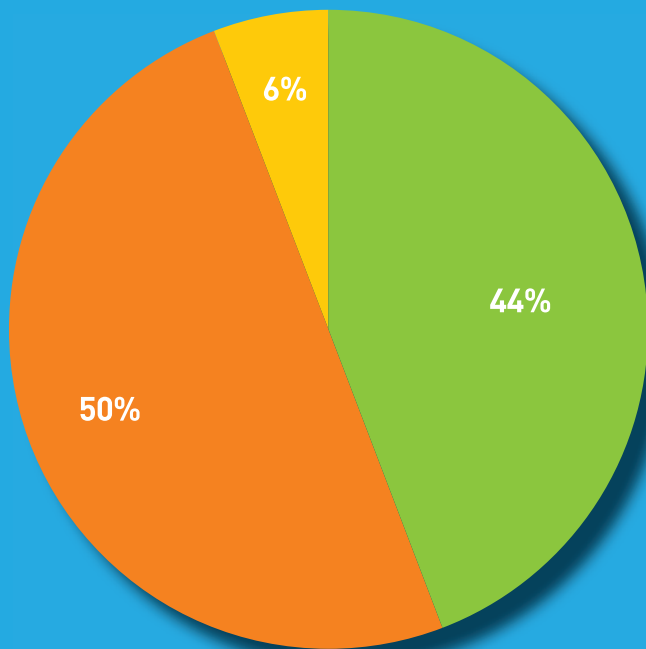


* without information about the father: 1

Girls-mothers and their children - 42

Sheltering Year

| Year | Nº |
|------------|----|
| 2007 -2009 | 3 |
| 2010-2011 | 2 |
| 2012 | 1 |
| 2013 | 16 |
| 2014 | 20 |

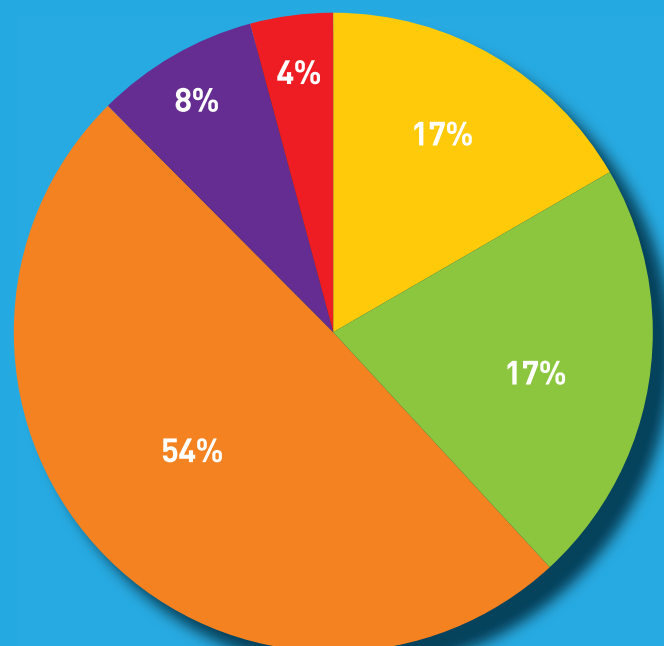


Judiciary Process

- Family Reintegration (pregnant mother or with children)
- Emancipation (mother with son or daughter)
- Child in the destitution of the family power

Shelter Output

- Family reintegration
- Emancipation
- Unauthorized output
- Adoption
- Shelter transfer



Health

| Health State | Nº |
|--|----|
| Depression | 1 |
| Pregnancy (Prenatal, Childbirth and Family Planning) | 6 |
| HPV | 5 |
| Socialization trouble | 13 |
| Congenital Syphilis | 1 |

Extracurricular Activities

| Sports | Partnership |
|--|--------------------------------|
| Capoeira | Projeto Quixote |
| Soccer | Vila Mariana Club |
| Courses | Partnership |
| Turism and Barista | Colmeia Institution |
| Computer and Programming | Future Code School |
| Training for the World of Work | AVAPE ² |
| Projects | Partnership |
| Fazendo Minha História (Making My Story) | Fazendo História Institution |
| Play Workshop | Psychology PUC-SP ³ |
| Workshops | Partnership |
| Sewing | Alexandre Herchcovitch |
| School reinforcement | Volunteer |
| Professional Initiation | Local |
| Shop Auditor | Shopping |
| Administrative Assistant | Santa Fé |
| Attendant | Fast food network |

²Associação para Valorização de Pessoas com Deficiência (Association for People with Disabilities Valuation)

³PUC-SP - Pontifícia Universidade Católica de São Paulo (Pontifical Catholic University of São Paulo)

Entertainment and Culture

| Performed Activities | Nº |
|--|----|
| Parties hosted by companies, institutions SESC Vila Mariana and Parks in the region | 11 |
| Visits to Museums, Exhibitions and Cultural Centers | 15 |
| Commemorative activities, Cultural, Sports and Ecological Theatres, Music and Shows | 5 |
| Integration and Recreation with volunteers | 18 |
| Cinema | 8 |
| Beach | 28 |
| | 4 |
| | 1 |



Party at Buffett Buticabeira



Play "O Beco dos Gatos" at Teatro
Cacilda Becker



Musical "The Lion King" at the Renault theater



Ópera "Carmen", at Teatro Municipal de
São Paulo



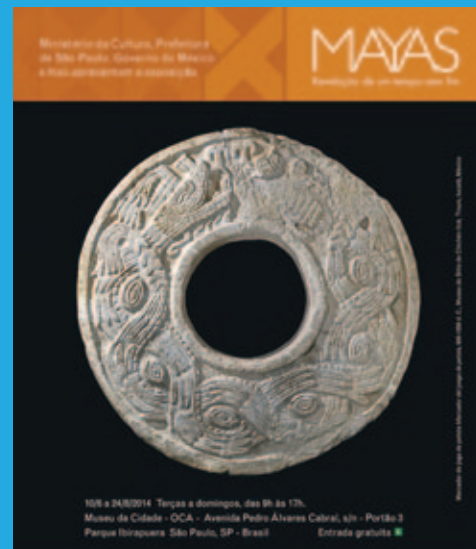
Beach and SESC Bertioiga trip - a result of the 2014 Beach Campaign, fulfilling the dream of children and adolescents who did not know the sea.



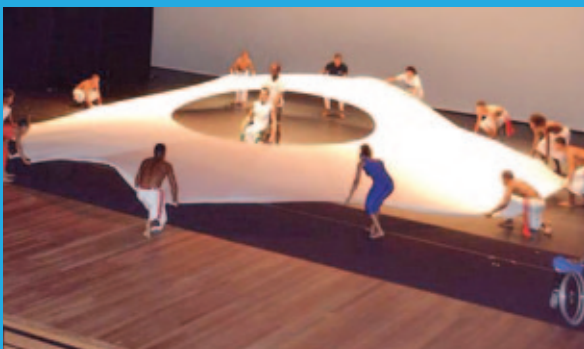
Tiquequê group at SESC Consolação



Musical "Disney On Ice", at Auditório do Ibirapuera



Exhibition "Mayas: revelation of a time without end," at Ibirapuera's Oca, in the company of the First Lady of São Paulo, Ms. Ana Estela Haddad.



Show "Somos Todos Brasileiros", from Unicirco Marcos Frota Institute, at Ibirapuera



Show "A Magia do Natal", presented by Xuxa, at Ginásio do Ibirapuera

Cultural Exchange

In partnership with Visconde de Porto Seguro School, Santa Fé's headquarters was visited by 30 German students, when there was a display of songs and dances, besides Brazil's National Anthem and also a bit from the German national anthem sung by a teen from Santa Fé. The Brazilian cuisine had its share among fruits, juices and delicacies. As a reminder of this international meeting, German students were presented with bookmarks made by our adolescents in handicraft workshops.



Families of Children and Adolescents

Mudando a História (Changing History)

- Families support aimed at the recovery of autonomy so that children and adolescents sheltered in Santa Fé return to their birth family in a sustainable and safe manner.
- Integral assistance to families, supporting them through treatments and various props, preparing them to receive the child / adolescent back and preventing others (brothers) from getting out of the house.
- Families access to their social rights, contributing to their socio-economic reorganization.



2014 Numbers

Families total: 33

Beneficiaries total: 183

| Services | Nº |
|---|----|
| Forum follow-up | 19 |
| Sexual abuse and pregnancy follow-up | 2 |
| Disabled treatment follow-up | 2 |
| Support for parents who left the prison system | 2 |
| Assistance in job search | 2 |
| Aid for the purchase of furniture, layette | 4 |
| Financial assistance for food or basic food basket | 27 |
| Financial aid for housing (water, electricity, gas) | 5 |
| Transportation allowance | 19 |
| Forwarding and follow-up treatment for alcoholism and substance abuse | 2 |
| Forwarding and follow-up for psychiatric treatment and psychotherapy | 4 |
| Right guarantee - Alimony or Heritage | 8 |
| Guaranteeing the right to education (Nursery, Kindergarten, Elementary School, High School) | 1 |
| Warranty and tracking of medical treatments, dental or hospital and health care | 5 |
| Inclusion in housing or social programs (Bolsa Família; Renda Mínima; Renda Cidadã; Ação Jovem; Aluguel Social, entre outros) | 14 |
| Family location | 3 |
| Paternity recognition | 1 |
| Personal documents withdrawing | 4 |
| Family meetings in the shelters (Minha Casa e Casa Vovó Ilza) | 25 |
| Home visit or mediation of family disputes | 36 |

De Volta pra Casa - Combatendo a Violência Doméstica (Back to Home – Fighting Domestic Violence)

With the support of FUMCAD (Municipal Fund for the Rights of Children and Adolescents), companies and individuals could direct their payable income tax to Fighting Domestic Violence project, allowing its implementation with great success in 2014.

The project fight structural violence that permeates most families of children and adolescents sheltered in Santa Fé, valuing their potential, giving new meaning and harmonizing the emotional relationships. The goal is to rescue the links, creating conditions for a successful return to the family life.

The art and expression and income generation workshops achieved their objectives: 1- improve participants employability and professional training; and 2-integrate mothers, children, parents and siblings, awakening them to a cozy living through group experiences “play, sing and dance together.”

The fortnightly meetings, which started shy at the beginning of the year, have become large, dynamic and socializing gatherings, providing learning and coexistence, proving the importance of investing in the work with the families.

Families meeting



Workshops



Items made in Craft and Sewing workshops to adorn the houses, gift their mothers, for their own use and for display in the charity bazaars that occurred at Bovespa, the Lutheran Church and at the Equoterapia Dr. Adler Center. The whole collection was delivered to the workshop participants, encouraging them in the continuity of the course.

After Sheltering

Educação Continuada (Continuing Education)

Children and adolescents monitoring, sheltered throughout Santa Fé's 21 years of experience that returned home, were adopted or were emancipated.



2014 Numbers

Total ex-sheltered assisted: 37

Beneficiaries Total: 192

| Services | Nº |
|--|----|
| Forum follow-up | 2 |
| Adoption follow-up | 1 |
| Pregnancy monitoring or persons with special needs treatment | 7 |
| Assistance in job search or forwarding to professional courses | 10 |
| Financial or construction materials assistance for renovation, expansion, house painting or purchase of furniture, layette | 4 |
| Financial assistance for food or basic food basket | 29 |
| Financial aid for moving transport | 1 |
| Financial aid for housing (water, electricity, gas or rent, Property provision - CDHU, condominium) | 11 |
| Transportation allowance | 28 |
| Routing and monitoring of alcoholism and/or drug dependence treatment | 3 |
| Referral and follow-up psychiatric treatment and psychotherapy | 4 |
| Right guarantee - Child Support | 2 |
| Guaranteeing the right to education (Nursery, Kindergarten, Elementary School, High School, Undergraduate) | 3 |
| Warranty and tracking of medical treatments, dental or hospital and health care | 6 |
| Inclusion in housing or social programs (Bolsa Família; Renda Mínima; Renda Cidadã; Ação Jovem; Aluguel Social, among others) | 4 |
| Paternity recognition | 2 |
| Personal documents withdrawing | 4 |
| Recovery of child/brothers custody welcomed at another institution | 1 |
| Home visit or family disputes mediation | 13 |

Moradia para Jovens Emancipados (Housing for Emancipated Youth)

Moradia para Jovens Emancipados program aims to provide initial assistance and support, in a decreasing order for the dwelling maintenance for young people who have completed 18 years and could not return to their families.

In 2014, the vast majority of young former residents had the return to their family of origin guaranteed or could afford to bear its own costs.

Only a young mother and her daughter received the benefit of such program, through the acquisition of furniture, appliances and layette for her new residence. The mother is in stable employment, registered and her daughter attends elementary school. They are benefited by social programs Bolsa Família and Aluguel Social.

It happened in 2014

News

- Obtaining Tax Immunity over “Causa Mortis” Transmission and Donation of any goods or Rights (ITCMD) - art. 7º of Decree 46.655/02;
- Santa Fé’s website also presented in a English Version;
- New institutional video available at www.santafe.org.br



Online Partnerships

Pay Pal - two programs to encourage donations:

- Donate with PayPal - solidarity network which lets users make donations quickly and securely (www.paypal-brasil.com.br/doecompaypal);
- Meetings of Good - platform that combines creating events with donations, tying up, for example, a donation as a gift of choice (birthday, baby shower, dinner). A different way to collaborate with the work of Santa Fé (www.paypal-brasil.com.br/encontrosdobem).



- **Think & Love Action (www.thinkandlove.com.br)** - portal dedicated to unite brands and people to help impact and relevance projects towards a better world.

Cultural Partnership

Charity session and promotional material of the spectacle sale on behalf of Santa Fé.



International Visits

- Carlson e Childhood Brasil
- Carpe Vitam International
- Juniclair Foundation
- Shanti House
- Stars Foundation

Lectures

PUC São Paulo, Psychology course, discipline Interface: Psychology and Justice

Theme: Sheltering, Adoption and Violence;

Atlântica Hotéis Network, invited by Childhood

Theme: Qualified Sheltering: the challenge of breaking the cycle of violence in families, the importance of establishing the bond between the young mother and her son and the empowerment of girls;

Cápua Engenharia Enterprise

Theme: Citizenship and Volunteering;

Rotary Club of São Paulo – Tatuapé

Theme: Domestic Violence.

Special Events

21st birthday

In August 14, Santa Fé held its annual anniversary event with the theme “Santa Fé - 21 Years Changing Stories”. The celebration took place at Espaço Trivento, in São Paulo and was attended by 450 guests.

The event, presented by actress Jacqueline Dalabona, included charity auction conducted by Aloisio Cravo (with works of Burle Marx, José Zaragoza, Marepe, Ranchinho, Tarsila do Amaral, among others), dinner signed by chef Salvatore Loi and pocket show with Marco Luque in addition to the participation of guitarist and percussionist Adriana Sanchez, and the mime Fernando Vieira.

Since 2013, Santa Fé’s anniversary has become cause for a big celebration in the midst of a fundraising event. Thanks to the commitment of the Management Support Board, the presence and participation of Santa Fé’s guests and friends, the event exceeded expectations and was again a huge success!





Management support board's presidente André Abucham and Marcia Dias, Santa Fé's president.



Marco Luque



Fernando Vieira



Jacqueline Dalabona



Aloisio Cravo



Adriana Sanchez

Sponsors and Supporters for Santa Fé's 21 years Anniversary Event

Sponsors

Platinum

Engeform

Gold

Garage Inn
Iguaçu Energia
New Content
OAS
Queiroz Galvão
Tecnisa

Silver

AD Corretora de Seguros
Arabesco
CDG Construtora
Cronacon
Embu
Itefal
Logimed
Machado Meyer
Newset
Omar Maksoud

Pashal
Passarelli
Planova
Prática
Racional
SA Paulista
Servtec
Socienge
Suhai
Verus Ambiental

Supporters

Amanary
Engrenagem
Grupo Feller Estacionamento
Jack Daniel's
Likestore
Mary Esses Jewelry Designs
Mosaike
Tora Brasil
Grupo Trio
Txai Resorts
Woody Comunicação

Cheritable Breakfast

For the 4th consecutive year, Santa Micaela Bakery promoted its delicious Breakfast on behalf of children and adolescents of Santa Fé.



Crowdfunding

Bolsa de Valores Socioambientais



Approved in 2013 by the Bolsa de Valores Socioambientais to receive investments directly in the BVSA site, the project Mudando a História (Changing History) reached full pledged capture of resources in 2014.

Mudando a História project's objective: family support, aiming the recovery of autonomy so that children and adolescents sheltered in Santa Fé return to their birth family in a sustainable and safe manner.

Target Achieved: \$ 31.134,64

Awareness Action



December 02 – Donate Day Campaign



May18 - National Day of Fight Against Abuse and Sexual Exploitation of children and adolescents

Cause Related Marketing



SINDEPARK - Sindicato das Empresas de Estacionamentos e Garagens do Estado de São Paulo (Union of Parking Garages and Companies of the State of São Paulo)

Santa Fé participated in the 13th edition of Manobra da Alegria, traditional campaign organized by SINDEPARK. On November 27, the participating institutions allocated 20% of their collection with parking for Santa Fé.

Santa Fé in the Media

Reports about the importance of the work developed by Santa Fé.



PAULISTANA NOTA DEZ

Professora cria associação para ajudar jovens vítimas de abuso e abandono

Marcia Dias é a presidente da Associação Beneficente Santa Fé, que já cuidou de mais de 1 000 pessoas

Por: Meriane Morselli © 19/06/2014 às 21:00 - Atualizado em 30/10/2014 às 17:44

June/2014 - Veja São Paulo magazine highlights Marcia Dias, President of Santa Fé in the section "Paulistano Nota Dez"

FUTURO ACOLHIDO

Educadora se dedica a retirar crianças e jovens da rua

Na década de 1970, ela criou e dirigiu a primeira escola inclusiva de São Paulo, no Pacaembu. Em 1993, incomodada com a situação de crianças de rua, gestou a Associação Beneficente Santa Fé. Começou com um programa pontual no Natal daquele ano, voltado para menores sem teto do Centro paulistano. O trabalho rendeu significativa queda dos índices de criminalidade na região. No ano seguinte, desenvolveu o projeto Escola Ambulante, com o objetivo de compreender a realidade das crianças e jovens da rua. Hoje, aos 61 anos, 21 deles com a Santa Fé, cinco filhos e sete netos, a professora de profissão e educadora por vocação Márcia Dias ainda colhe o aprendizado da primeira escola ambulante e o semeia na vida de 470 crianças e adolescentes atendidos pela instituição. A Santa Fé tem três casas de 350 m² cada, mantidas no bairro paulistano da Vila Mariana com recursos de um convênio com a Secretaria de Assistência e Desenvolvimento Social, parcerias com fundações nacionais e internacionais, empresas, realização de eventos e doações da Nota Fiscal Paulista e de associados. A entidade acolhe adolescentes grávidas, crianças e jovens sem moradia, vítimas de violência, maus tratos, abandono e uso de drogas, sem ou quase sem vínculo familiar. E ainda possui programas de educação continuada e de combate à violência doméstica. "A sociedade brasileira é multifacetada com grupos solidários, mas grande parcela não olha para o que está acontecendo a sua volta porque está confinada nos seus condomínios e shopping centers", diz Márcia.



Márcia Dias, fundadora da Associação Santa Fé

Augusts/2014 - Brasileiros Magazine



September/2014 – HBS Magazine (Harvard Business School) - interview with André Abucham, president of the Management Support Board.

ESTADÃO | POLÍTICA + ECONOMIA + INTERNACIONAL +

Blogs Sonia Racy

JAMES LISBOA
LE...
DIAS:
ArteA

Maior idade

25 setembro 2014 | 1:50

Compartilhar

Foto: Faule Giandalia/Estadão

A Associação Beneficente Santa Fé – que acolhe crianças vítimas de violência sexual, maus tratos e abandono, além de adolescentes grávidas – acaba de completar 24 anos. Com motivos de sobra para comemorar: seus projetos, hoje com apoio de órgãos públicos e entidades privadas, atendem 400 pessoas. O nome por trás dessa empreitada? Marcia Dias, uma “professora à moda antiga”, como a presidente da ONG se define. “As crianças da nossa primeira geração terminaram o colegial. É fantástico romper esse ciclo vicioso – sobretudo em relação às mulheres”, celebra. Planos para o futuro? “Solidificar esses resultados para continuar atuando e, quem sabe, ampliar o atendimento ou criar novos projetos.”

September/2014 - Sonia Racy column in Estadão

21 years Santa Fé's Event disclosure

A SEMANA: FOTOS: CÉSAR FRANÇA

1 Pelé com Márcia Cibele Aoki (1) e Leticia Birkheuer e Henry Barclay (2) ao som de Wyclef Jean na festa "Hublot Loves Football". Clara Aguilar (3) na Bud Malson.

2

3

4

5 Livia Albuquerque com André Diniz (4), Paula Brofman (5) e Carol Magalhães (6) na ilha Guerl Guerl.

6

FOTOS: ALI KARAKAS (vertical), FOTOS: WALDEEMIR FILETTI (vertical)

O FINO DA SEMANA
 Última semana para doações ou patrocínio à festa de 21 anos da Santa Fé, associação que acolhe e muda a história de menores vítimas de maus tratos. O evento, liderado pelo ativista social André Abucham, acontece em 14 de agosto, com direito a stand-up comedy do Marco Luque, leilão de arte com Aloísio Cravo e jantar preparado pelo chef Salvatore Loi. Última chamada: ajude quem ajuda!

Fabio Brancatelli é empresário, publisher do Bicofino e consultor de marketing com 20 anos de mercado em grandes agências e empresas.

Journal Metro

Glamurama

NOTAS FOTOS PODER MODA BELEZA PELO MUNDO ENJOY! VÍDEOS

NOTAS

6.08.2014 / 11:03

Time dos bons é escalado para leilão em prol da Associação Santa Fé

COMPARTILHE: [Facebook] [Twitter] [LinkedIn]

Santa Fé prepara festança para ajudar crianças

No dia 14 de agosto, a Santa Fé, associação que acolhe crianças que sofreram abandono, violência sexual e maus tratos, completa 21 anos e, claro, prepara comemoração mais do que merecida. O evento, que irá arrecadar fundos para o projeto, terá apresentação de Marco Luque, comidinhas de Salvatore Loi e leilão organizado por Aloísio Cravo. Entre os artistas que doaram suas obras, estão Amélia Toledo, Rodrigo Bivar e Lucia Koch. A festa acontece no espaço Trivento e os convites custam R\$ 400. Mais informações através do contato@santafe.org.br.

COMPARTILHE: [Facebook] [Twitter] [LinkedIn] TAGS: Associação Santa Fé leilão

Website Glamurama

CIDADE - INFANTIL - MÚSICA - SAÚDE - TEATRO - VIAGEM & TURISMO -

Artigos Cultura - Entretenimento - Gastronomia - Moda - Pets - Sobre o Agito SP - Oferta Wo

Santa Fé promove noite beneficente

FOR AGITO SP em 23 DE JULHO DE 2014 - [Facebook] [Twitter]

Personalidades se reúnem para apoiar o importante trabalho conduzido pela Santa Fé no acolhimento às crianças vítimas de violência #21anosmudandohistorias

A Associação Beneficente Santa Fé, que atende e acolhe crianças vítimas de violência sexual, maus tratos e abandono, comemora, no próximo dia 14 de agosto às 19 horas, seus 21 anos com um evento especial no espaço Trivento.

Um dos principais objetivos da iniciativa é arrecadar fundos para manter o bem estar e suprir as necessidades das crianças. A programação do evento envolve pocket show de Marco Luque, leilão de arte conduzido pelo leiloeiro Aloísio Cravo (com obras de artistas plásticos como José Zaragoza, Neves Torres, Amadeo Luciano Lorenzato, entre outros), jantar com cardápio assinado pelo renomado chef Salvatore Loi e a elegante atriz Jacqueline Dalabona como mestre de cerimônia.

Dentre as empresas que patrocinam o evento estão OAS, Ienergia, Queiroz Galvão, New Content e Garage Itn.

Local: Trivento - Rua Gomes de Carvalho, 1.741 | Vila Olímpia | São Paulo/SP
 Convites: Vendas pelo site loja.ikestore.com.br/santafe
 Valor: R\$ 400,00
 Informações: contato@santafe.org.br | 11 5083.0092 | <http://www.santafe.org.br>

Portal Agito SP



Mônica Bergamo column in Folha de S. Paulo

“Manobra da Alegria” campaign for the sake of Santa Fé’s disclosure

Campanha_ Sindepark promove ato beneficente

Mais de 500 estacionamento da região metropolitana (capital, Osasco, Barueri e ABC) e Campinas vão destinar 20% do faturamento obtido amanhã para a Associação Beneficente Santa Fé, que desde 1993 acolhe crianças e adolescentes vítimas de abuso. Será a 13ª Manobra da Alegria, campanha promovida pelo Sindepark (Sindicato das Empresas de Estacionamentos e Garagens do Estado de São Paulo). Os estabelecimentos participantes estarão identificados com cartazes na entrada. Os motoristas ainda vão poder contribuir diretamente por meio de cofrinhos dispostos nos locais.

notícias - esporte - entretenimento - vida bom - videos - Grupos

notícias - Cidades -

quinta-feira, 23 de novembro de 2017 - 08:24 - Postado em quinta-feira, 23 de novembro de 2017 - 08:24

Estacionamentos fazem campanha em SP

Cerca de 500 estabelecimentos na Capital e na Grande SP destinarão 20% do faturamento na quinta-feira para a Associação Beneficente Santa Fé

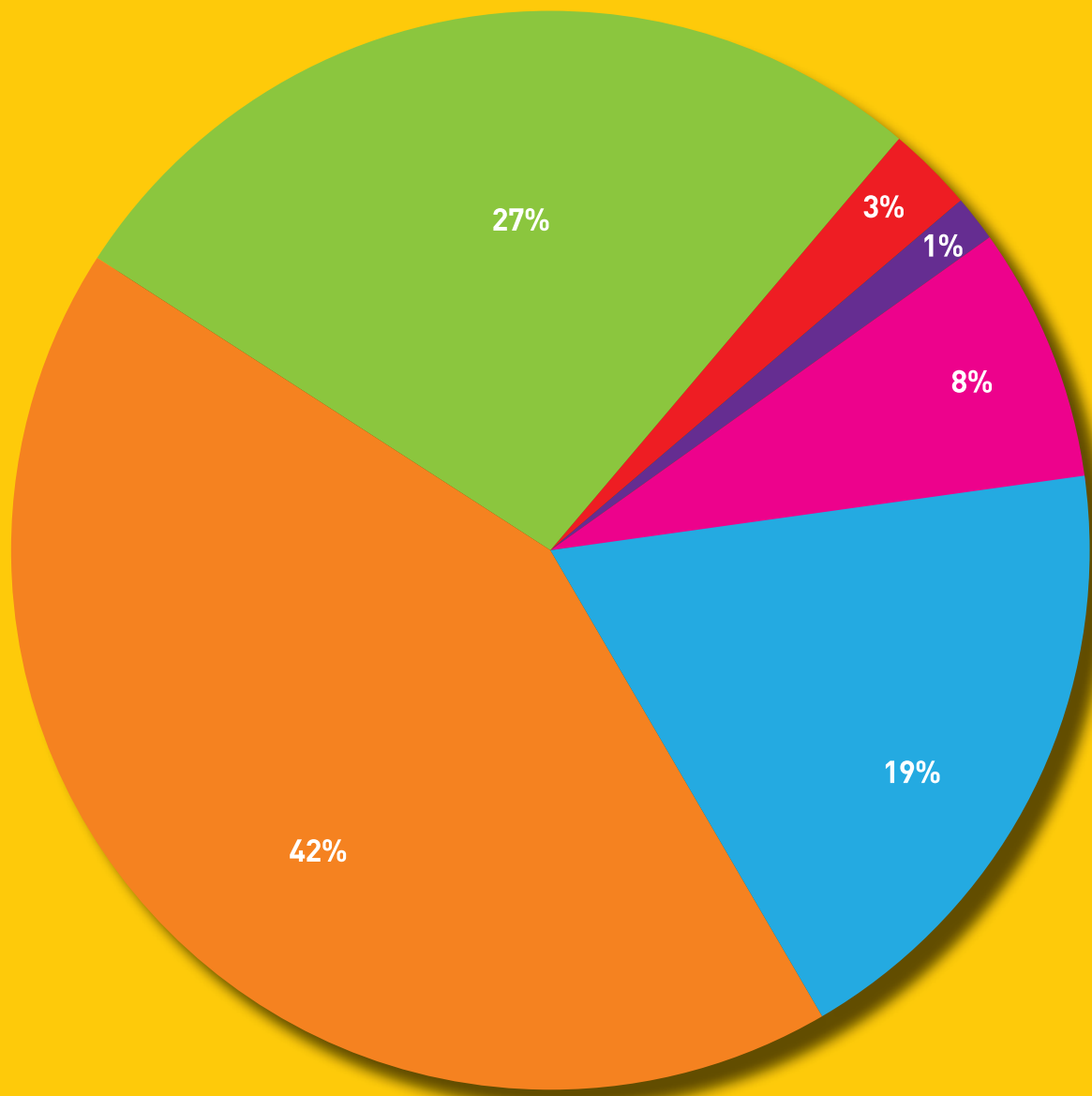
Da Redação | rss@band.com.br

Os estacionamentos de São Paulo, Osasco, Barueri, Campinas e Região do ABC irão destinar 20% do faturamento obtido nesta quinta-feira, 27, para a Associação Beneficente Santa Fé, que acolhe crianças e adolescentes vítimas de violência desde 1993.

Serão cerca de 500 estacionamentos que participarão das doações. A organização da campanha (de nome Manobra da Alegria) é realizada pelo Sindicato das Empresas de Estacionamentos e Garagens do Estado de São Paulo (Sindepark).

Os motoristas também poderão fazer doações nos estacionamentos, que estarão identificados com cartazes na entrada. Cofrinhos serão colocados nos locais para receber os doativos.

Sustainability



- Agreements with public sector
- Own Resources / events
- Internacional Cooperation
- Organizations monthly donation
- Foundations and institutes partnerships
- Individual monthly donation

Financial Management

| | 2014 | 2013 |
|---------------------------|---------------------|---------------------|
| Incomes | 3.878.301,15 | 3.406.854,09 |
| Public Agreements | 1.706.837,85 | 1.415.844,46 |
| Donations | 2.142.055,56 | 1.977.145,85 |
| Non-operating | 29.407,74 | 13.863,78 |
| Expenditure | 3.712.345,42 | 3.328.407,40 |
| Staff | 1.924.758,60 | 1.622.286,80 |
| Charges | 611.395,09 | 581.105,95 |
| Tax/Financial | 53.593,88 | 59.988,66 |
| Operating | 319.143,18 | 216.833,79 |
| Administrative | 803.454,67 | 638.534,27 |
| Previous years adjustment | - | 209.657,93 |
| Result | 165.955,73 | 78.446,69 |

Recognitions

- Marcia Dias, president of Santa Fe selected to the Veja São Paulo magazine section “Paulistano Nota Dez”, a space that brings together stories of people who make a difference in São Paulo
- Selected to host a visit from Queen Silvia of Sweden, founder of World Childhood Foundation that works to prevent abuse and exploitation of children - 2013
- Selected by IBM - Celebration of Service - On Demand Community Impact Grant 2011
- Selected by Childhood Brasil to systematize the methodology of the programs Mudando a História (Changing the Story) and Educação Continuada (Continuing Education), developed by Santa Fé - 2010
- Selected by Veja São Paulo (prestigious Brazilian weekly magazine) for the article “35 institutions that are worth your donation” - Issue 51 - page 42 - 2008
- Selected by Criança Esperança – TV Globo/UNESCO – 2008
- Represented Brazil at the International Seminar “Children and Adolescents in the streets” - Mexico’s Ministry of Foreign Affairs, Casa Alianza and JICA (Japan International Cooperation Agency) - 2007
- Integrates Rede de Tecnologias Sociais (Social Technologies Network) - RTS since 2006
- Voted the best social technology in Brazil in the category “Rights of Children and Adolescents” - Fundação Banco do Brasil, Petrobrás and UNESCO - 2005
- Partner with Escola Paulista de Medicina – UNIFESP (renowned university in Brazil) in designing the mental health unit for Fundação Casa - 2004
- Selected to host a visit from UN Special Rapporteur on the Sale of Children, Child Prostitution and Child Pornography , Dr. Juan Miguel Petit – 2003

Official Records and Certificates

- CNPJ 71.729.628.0001-70
- Conselho Nacional de Assistência Social - CNAS (National Council for Social Welfare) 44006.003503/9811
- Conselho Estadual de Assistência Social - CONSEAS (State Council for Social Welfare) 0279/SP/2000
- Conselho Municipal de Assistência Social - COMAS (Municipal Council for Social Welfare) 650/2012
- Conselho Municipal dos Direitos da Criança e do Adolescente - CMDCA (Municipal Council for the Rights of the Child and Adolescent) 549/96
- Secretaria Municipal de Assistência e Desenvolvimento Social - SMADS (Municipal Department for Social Welfare and Development) 30.4
- Secretaria Estadual de Desenvolvimento Social - SEADS (State Department for Social Development) 5026/1998
- Utilidade Pública Municipal (Municipal Public Utility) - Decree nº 36.870 of 22 May 1997
- Utilidade Pública Federal (Federal Public Utility) - Ordinance nº 3049 of 29 November 2012
- Tax immunity on “Causa Mortis” transmission and Donation of any goods or Rights (ITCMD) - art. 7 of Decree 46,655 / 02
- Management and Transparency Certificate issued by the Insituto Doar

Partners

Strategic Partners



Key Partners

- Aflalo e Gasperini Arquitetos
- Alano Terraplenagem
- Algrad Esquadrias Fachadas Especiais
- BM&F BOVESPA
- BRG Pinturas e Serviços
- Cápuá Engenharia
- Colégio alemão Max-Planck Gymnasium Dortmund
- Construtora Danilo Ortiz
- FIAP - Faculdade de Informática e Administração Paulista
- FM Rodrigues Cia
- Fundação Galeto's
- Fundação Itaú Social
- Gran Palato Cozinha Industrial
- Grupo Camaradas
- Grupo Promex
- GS Comércio e Instalações Especiais
- IBM
- Imprensa Oficial do Estado de São Paulo
- Instituto Azzi
- Instituto Credit Suisse Hedging-Griffo
- J.C. Heleno Amorim Construções
- Junclair Foundation
- Kimberly-Clark
- Malwee
- Megaeng Engenharia de Instalações
- Metalúrgica Bassano
- Sabesp
- Santa Micaela Pães e Doces
- SC Johnson
- STCA Consultoria e Auditoria
- Top Pragas
- Transportadora K

- Tratorsul - Empreendimentos e Locação de Máquinas
- União Comercial Barão
- Universal Chemical

FUMCAD Partners

- Banco Industrial do Brasil
- Cia de Seguros Aliança do Brasil
- Content Shop Ed. Produtora
- Fator Seguradora
- Fundação Itaú Social
- Grupo Gerdau
- Imprensa Oficial do Estado de São Paulo
- Instituto C&A
- Instituto Julio Simões
- Plastape Indústria de Fitas e Plásticos
- Suhai Serviços
- Suhai Vigilância

Technical Partners

- Centro de Atenção Integrada à Saúde Mental - CAISM
- Casa da Saúde da Mulher - UNIFESP
- Centro de Recuperação e Educação Nutricional – CREN
- Centro de Referência da Infância e Adolescência - CRIA / UNIFESP
- Centro de Referência e Tratamento - CRT Doenças Sexualmente Transmissíveis/AIDS
- Hospital Samaritano
- Hospital Sírio Libanês - Projeto Abrace seu Bairro
- 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

Supporters

- | | |
|---|--------------------------|
| • Ah! Digital Comunicação | • Comunicação Mais |
| • Ashoka | • Grupo New Content |
| • Associação Prato Cheio | • Moip Pagamentos |
| • Banco de Alimentos da CEAGESP | • Mosaike |
| • Banco de Alimentos da Cidade de São Paulo | • Movimento Think&Love |
| • Childhood Brasil | • Pay Pal |
| • Colégio Visconde de Porto Seguro | • Programa Horas da Vida |

How to Participate

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

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

Financial Donations

- **Monthly Associate Member**

You or your company helps, financially, in the maintenance of our programs, through monthly contribution (bank billet or bank deposit).

- **R\$ 50,00 (R\$ 1,70 / dia)**
- **R\$ 100,00 (R\$ 3,40 / dia)**
- **R\$ 150,00 (R\$ 5,00 / dia)**
- **R\$ 200,00 (R\$ 6,70 / dia)**
- **Another value**

Banking Data

Bank Name: Bradesco - 237

Bank Branch: 3450

Bank Account: 9990-2

Address: 1164 Domingos de Moraes St.

City: São Paulo - SP Country: Brazil

Swift Code: BBDEBRSPSP0

Beneficiary Name: Associação Beneficente Santa Fé

Address: 853 Rio Grande St.

City: São Paulo - SP Country: Brazil

CNPJ: 71.729.628.0001-70

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

Products Donations

- Food
- Toiletries
- Cleaning products
- Basic Food Baskets
- Furniture, appliances and other items that are in good condition

Project and Events Sponsorship

Projects

- Choral, music, dance, theater, fashion, beauty, computer, cooking, reading and writing workshops;
- Cultural trips to museums, exhibitions, concerts, shows and plays.

Charity Events

- Breakfast, dinner, party, bingo, auction, show, etc...

Tax Invoices Donations

São Paulo state enterprises can contribute through the Nota Fiscal Paulista Program.

The tax receipts that are not registered with customer CPF (Individual Taxpayer Registration Number) can be donated to Santa Fé. Credits granted by the Nota Fiscal Paulista Program are turned into funds representing a major contribution to the maintenance and continuity of Santa Fé's work.

If you have an establishment or have any business contact to indicate, remember that by directing tax receipts (without CPF), you can help without spending anything and still avoid waste of credits.

Partner Institutions: Anarella Jóias; Aramis; Banca do Juca; Bar e Restaurante Maracujá; Benihana Brasil; Cantina do Marinheiro; Casa Europa Alimentos; Casa Sagres; Compagnia Marinara; Confeitaria Dama (Pinheiros); Daiki Sushi; Distrib. de Aves Piccoloto; Dô Culinária Japonesa; D'olivino Restaurante & Empório; Drea Lapa Carnes; Ecully Gastronomia; Forquilha Forneria; Galpão da Pizza; Je Vous Aime; Kids Box; Killa Restaurante; Le Chef Gatô; Lool; Manu Com. De Brinquedos - Zastras; Mercado Tudo Tem; Modi Gastronomia; Naru Sushi Bar; Padaria Le Bon Pain; Panificadora São Jorge; Pasta D' Autori; Restaurante Carmen di Granato; SAJ; Shopping Jardim Sul; Sofá Café; Supermercado Olbi; Tea Connection; Tempranillo Vinho & Cozinha; Zeit; Zune

Special Thanks to Joanin Project and Engeform employees that collect tax receipts for Santa Fé.



SUPPORT FORM - MEMBERSHIP

Registration Information

Name (Individuals or Legal):

Company Responsible Name:

Address:

City:

State:

ZIP Code:

Telephone:

Cell Phone:

Social Security Number:

Birth Date:

Profession:

E-mail:

How do you know Associação Beneficente Santa Fé?



Santa Fé

CONTRIBUTION

I pledge to donate:

Frequency: Monthly

R\$ 50,00 (R\$ 1,70 / dia)

R\$ 100,00 (R\$ 3,40 / dia)

R\$ 150,00 (R\$ 5,00 / dia)

R\$ 200,00 (R\$ 6,70 / dia)

Other Value

PAYMENT FORM

Visa

Mastercard

Diners

American Express

Just access www.santafe.org.br and program your monthly contribution paying by credit

Bank Slip Pay Day: 05 10 15 20 25

Current Account Debit BRADESCO BANK

Agência: 3450

c/c: 9990-2

Bradesco Number: 237

I authorize my membership and regular donation to the Associates program in favor of the Associação Beneficente Santa Fe with Tax ID No. 71729628 / 0001-70, located at Rio Grande Street, 853 - Vila Mariana - São Paulo - SP - CEP: 04018

Local: _____

Date: _____

Assinatura: _____



Santa Fé

Associação Beneficente Santa Fé

Phone: 55+ 11 5083-0092 ou 5549-0564

E-mail: contato@santafe.org.br

Rio Grande Street, 853, Vila Mariana

São Paulo - SP - CEP: 04018-003