



# *Activity Report 2022*



# *Summary*

**05** Who we are

**10** Our actions:  
Arca do Saber

**23** Our actions:  
Arca do Crescer

**35** Our actions and performances  
Arca do Crescer: 5 years.

**40** Our actions:  
Self-financing strategy  
Le Pain and Arca do Fazer

**47** Finance and Sustainability:  
Financial Summary

**53** Who makes Arca?  
Collaborators, volunteers  
Seals and Recognitions;  
Communication

**61** Partners

**62** Our next steps





# Message from the Board of Directors

As we reflect upon the accomplishments and challenges of 2022, we take pride in overcoming significant obstacles and achieving extraordinary results. At Arca, we firmly believe in the potential of every individual, regardless of their circumstances, and strive to foster autonomy and self-confidence for all. We recognize that equal access to rights and opportunities is paramount for every citizen to become active agents in all aspects of their lives.

Regrettably, in our society, factors such as one's address, origin, income, skin color, and race often determine access to opportunities and prospects for a better future. It is our unwavering commitment and mission to contribute to the creation of a brighter future for the residents of Vila Prudente. Our objective is to provide opportunities that empower individuals and instill the self-confidence needed to break free from the cycle of poverty and vulnerability in which they find themselves.

To achieve this, we place great emphasis on social education as a fundamental tool in our work. We recognize the value of embracing uniqueness and collective efforts, emphasizing collaboration and close connections as crucial elements in fostering the development of families and the community as a whole. We forge partnerships with a supportive network of local actors, including NGOs, recycling cooperatives, social

movements, and residents' associations, in order to strengthen social and environmental development in a territory often overlooked by public policies and services.

Our dedicated professionals, deeply committed to the cause, the community, and our target audiences, are fundamental in the work we undertake. By building and nurturing strong relationships with the community and families, we demonstrate that our social work is recognized and valued by both favela residents and our partners.

With unflinching determination and hope, we will continue to forge ahead, driven by our desire to promote a better future for all. We extend our heartfelt gratitude to everyone who has contributed to the success of our endeavors and reaffirm our commitment to transforming lives and strengthening the community.

**Thais Alves Maximo** - President

**Séverine Gigout** - Vice-President



# *About Arca*

# Who are we?

Arca is a French-Brazilian NGO that has been working in the favela of Vila Prudente for over 20 years.

**WE BELIEVE THAT EDUCATION IS THE WAY!**

## Mission

Accompany the development of the inhabitants of the favela from 6 years old to adulthood, providing opportunities for education and training so that they can attain autonomy and self-confidence.

## Vision

We believe that education is the pathway to build a better future.

## Our Values

Education, respect, protection, progress, equality, and peace.

# Where are we ?

With close to

 **8.000**

residents\*\*, it's the oldest favela in São Paulo\*\*\*.

 **52%**

of the adults have education equal to or less than Middle School\*.



\*Index of Social Progress (IPSOS) on 150 families from Favela da Vila Prudente, 2017. | \*\*Official statistics, Vila Prudente district | \*\*\*It is primarily composed of migrant families and recently arrived construction workers in the city. Most of them come from states such as Minas Gerais, Ceará, Bahia, Alagoas, Pernambuco, and Paraíba.

# Arca's ecosystem



Association created in France in 2002, responsible for supporting, co-defining, supervising, and monitoring the projects we carry out in Brazil.

Education and Social Assistance for children and adolescents



Education for Work  
Productive Inclusion

## Income generation - self-financing for the NGO

Arca do Fazer is our sewing workshop. In addition to promoting productive inclusion of women from peripheral areas, 100% of the profit is reinvested into Arca do Saber.

Le Pain is our catering service. In addition to promoting productive inclusion of youth from peripheral areas, 100% of the profit is reinvested into Arca do Crescer.





# Our Impact Model

Since 2001, Arca has been working to promote education and human development actions that expand social and cultural repertoire, driving life projects in the favela of Vila Prudente and the surrounding region. In 2017, we began to focus more on career guidance, offering education for work and productive inclusion for youth and adults.

Through our initiatives, we seek to connect our local actions with the global aspirations brought by the Sustainable Development Goals (SDGs) for 2030.

Through our work, we have a direct impact on four main SDGs, but we also generate repercussions on five other SDGs, as can be seen in the accompanying figure.



**SUSTAINABLE  
DEVELOPMENT  
GOALS**



# Global Network

 GlobalGiving



 benevity

 helloasso



ABACA\$HI



From the local to the global level, Arca mobilizes people every day to work for its cause, whether through dedicated volunteer work or fundraising efforts on international platforms such as GlobalGiving, Helloasso, and Benevity.





*Our  
Actions*



**Socio-educational center providing daily care  
for children and adolescents aged 6 to 15.**

## *Our Activities*

For over 20 years, Arca do Saber has been breaking down barriers and building bridges, providing care, education, and protection to children and adolescents, as well as extending support to their families. Through socio-educational activities, we promote empowerment, self-esteem, and autonomy in children and adolescents, as well as strengthen family and community bonds. In 2022, we carried out various actions to enhance our work plan, including daily activities, periodic meetings with families, and home visits when necessary.

Among these actions, we revamped our pedagogical planning to provide targeted support for the new educational, social, and emotional needs of children post-pandemic, helping them regain their love for learning and confidence in themselves.

To achieve these goals, we collaborated with Lab & Tal

Consulting to conduct a comprehensive assessment involving our beneficiaries, families, and staff members.

Throughout this process, our team visited several Children and Adolescent Centers (CCAs) in the area, providing an opportunity to familiarize ourselves with their facilities and observe their activity schedules. We also engaged in meaningful exchanges with the staff and technical assistants, sharing experiences and insights.



## Arca do Saber in numbers (2022)

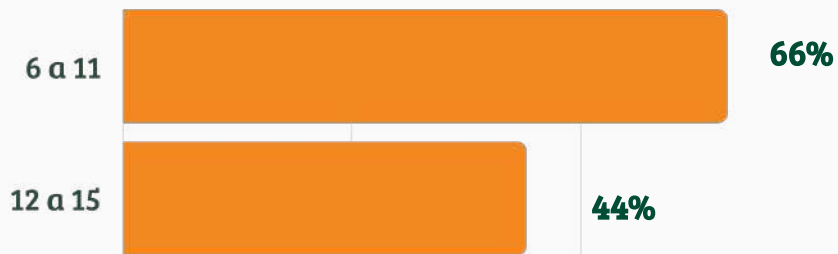


**130** children and adolescents are attended to daily.



**57 %** of the children enrolled in Arca do Saber are girls

### Concentration by age group:







**56.160**

meals offered between february and december for children and adolescents\*



**11**

parents' meeting and 3 thematic talks to reflect on relationships, stages of adolescence etc.



**73**

home visits\*\*

\*Every day, everyone has lunch and breakfast in the morning or afternoon depending on the time they attend the center. | \*\* Family care is provided daily, and the CCA always strives to strengthen ties with families. Home visits take place when necessary.



04

external outings to expand repertoire. Pop Haus, Aquarium of SP, Exhibition Pasteur: the scientist and Exhibition Monet by the water.



106

ophthalmologic consultations were carried out in the action of the Instituto Ver e Viver a Arca. The initiative, totally free, screened 271 people and produced 97 glasses for the users of the Arca do Saber and Arca do Crescer. The objective was to promote eye health by giving access to an ophthalmic evaluation and glasses.



In 2022, Arca do Saber also offered care for the physical health of its users, because promoting integral development is also concerned with the physical and emotional health of our children and adolescents. In this sense, we started a monthly follow-up with Dr. Ricardo, our volunteer, to act preventively and make the necessary referrals to the support network in the region.

As well as taking care of oral health with two very important voluntary actions of dentists to take care of the teeth of the children and adolescents served. The first was the diagnosis made by Dr. Sarah Pyrée, who evaluated the 130 beneficiaries and indicated those who needed treatment. During the action, she distributed a toothbrush and toothpaste kit to encourage good brushing and stickers to make the moment even more fun. The second part was the treatment itself performed by Dr. Kizzi, Ak Odontology Clinic.







We began the task of psychological reception at Arca do Saber last year, working with the psychologist twice a week. The socio-educational counselors and the pedagogical coordination participated in the activities in the activity rooms in order to reflect on the connections between the staff members and the children and to build a more positive work environment for everyone.

In partnership with Arca's technical assistant, a psychologist has implemented home visits and encouraged discussion groups with families to improve their relationship while bringing them closer to the CCA's daily proposal.



Participating in the articulation with the basic services network is another aspect of the task at hand. Conversation circles at UBS Vila Prudente with the municipal health network, addressing the theme of Yellow September - Suicide Prevention Month, were one of the acts carried out in 2022. In this action, health professionals built relationships with kids and teenagers while teaching them to acknowledge and manage their own emotions as well as to think about the value of sharing feelings and establishing a support system with trusted adults.



In 2022, Roman Sion's volunteer consultancy played a key role in assisting Arca do Saber in implementing a more comprehensive evaluative process to improve our work with children and adolescents. Through their work, we developed a questionnaire structured around different axes, allowing a more complete and detailed evaluation of our activities.

At the end of the year, we carried out the first pilot of this continuous evaluation system and the results were extremely encouraging. The importance of this evaluative process lies in the opportunity to gain valuable feedback, identify areas for improvement and take concrete steps to continuously improve our work, ensuring that we are meeting the needs and expectations of the children and adolescents we serve.

**85%** of children declared being happy to come to Arca

**80%** are satisfied by the Arca activities

\*Data referring to the number of responses we had when applying the questionnaire to 112 users.

## *CCA Arca do Saber*

Since 2013, Arca do Saber has had an agreement with the Department of Social Assistance, establishing a socio-assistance partnership for the service of Coexistence and Strengthening of Bonds (SCFV) in the Center for Children and Adolescents (CCA) modality, catering to children aged 6 to 14 years and 11 months. The service aims to provide a reference and socializing space, focused on the development of socio-educational actions for children, adolescents, and their families. The activities and workshops offered aim to provide cultural, playful, and sports experiences, promoting expression, learning, interaction, sociability, and social protection. The service seeks to guarantee the fundamental rights of children and adolescents, as provided in the Child and Adolescent Statute (ECA) and other related legislation. Concurrently, there is a focus on strengthening families, aiming to improve their quality of life, prevent the breakdown of family and

community ties, and overcome situations of social vulnerability. Additionally, the service assists families in understanding and accessing their rights, promoting access to benefits, income transfer programs, and other social assistance services, with the aim of integrating them into the social protection network and promoting their autonomy.

The CCA Arca do Saber thus established, as the **Higher Objective** of its work and actions:

***"To ensure the social protection of children and adolescents and the strengthening of family and community ties through social coexistence, the development of their potential, and the expansion of opportunities for its users and their families."***

## *Pillars of our Work*

Welcome and Protect

Coexist and Belong

Develop and Provide Opportunities

Fulfill and Exist

## *Socio-pedagogical Work*

The activities with children and adolescents in the service should be understood within the context of social protection, going beyond a focus on performance or achievement as seen in school environments. However, this does not imply the absence of purposes, objectives, or planning in socio-educational actions. Socio-educational activities integrate education and social protection, aiming at the development of cognitive and non-cognitive skills, ethical, social, and political values. They promote access to information, group interaction, and participation in public life, seeking the holistic development of the individual.

Social interaction is fundamental for living in society, involving belonging to groups, building references, and respecting diversity. It is important to develop values that value community life, reduce stigmas and pre-judgments, and encourage the construction of deep and lasting bonds with other individuals and groups, based on shared interests and values.

### *Life Project:*

Through the implementation of life projects and socio-pedagogical paths, we empower children and adolescents to shape their own life journeys. With the guidance of experienced educators, they explore their interests, identify strengths, dreams, and limitations, and set goals and strategies to achieve their desired future. This approach ensures a planned, continuous, and consistent support system that helps them navigate life's challenges and pursue their aspirations.

## *Rugby transforming lives.*

Since 2013, the children and teenagers of Arca do Saber have had the opportunity to participate in weekly trainings offered by Pasteur Athletic Club (PAC) and interclub tournaments in São Paulo. This partnership has grown stronger over the years, providing valuable lessons to each participant. Rugby teaches young individuals that the goal of scoring a "try" (equivalent to a goal in soccer) can only be achieved through teamwork, discipline, and collaboration. This sport requires resilience, strategy, and skill from the players, making it an enriching experience for all involved.

Last year, the support of FUMCAD and BNP Paribas was fundamental for the continuity of this sport practice. The funds obtained have enabled the purchase of equipment, transportation, and meals, which are particularly crucial as the activities take place outside of Arca's facilities.

These supports have been essential to ensure that the youth can enjoy the benefits of rugby and fully participate in this sports experience.

Currently, the rugby group at Arca do Saber consists of over 40 children and teenagers, with notable representation of girls, comprising half of the participants. It is evident how the practice of this sport has contributed to the development of these young people.

Participation in rugby has provided not only the physical development of young people, but also values such as solidarity, friendship, and self-confidence. Through this partnership, Arca do Saber continues to promote enriching experiences that positively impact the lives of its beneficiaries, fostering teamwork and socio-emotional skills that will be valuable throughout their journeys.



“

I am really proud to play rugby. I started when I was 6 years old and I have never been disappointed. I really enjoy this sport because there is a strong sense of solidarity within the team, we help each other and we are true friends. I feel really good when I play, I feel like I can be myself.

**Anne Karolynne Passos Oliveira**



# *Activities offered*

**Conversation Groups**

**Capoeira**

**Breakdance**

**Circus and Theatre**

**Logic games**

**Arts**

**Discovering Writings**

**Breaking Boundaries**

(French and English languages)

**Computers**

**Percussion and Music**

**Rugby**





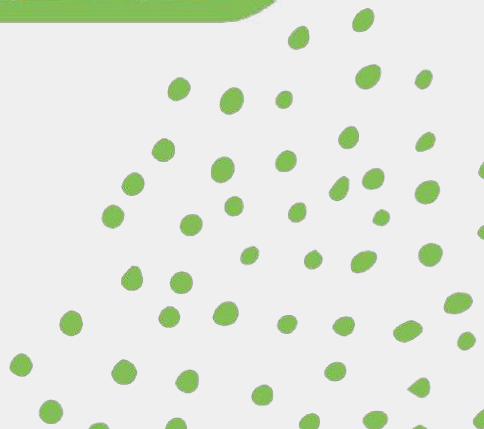


**Productive Inclusion Center for Youth and Adults, starting from 15 years old.**

## *Our activities*

In 2022, Arca do Crescer marked a significant milestone as it commemorated its five-year journey, showcasing a remarkable collection of accomplishments.

With 16 vocational courses, a mentoring program, and an incubator for small peripheral businesses, Arca do Crescer has consistently demonstrated its commitment to expanding and fortifying its activities in the sphere of productive inclusion across multiple dimensions.



## Profile of the beneficiaries



**177** people participated in one or more of the activities offered

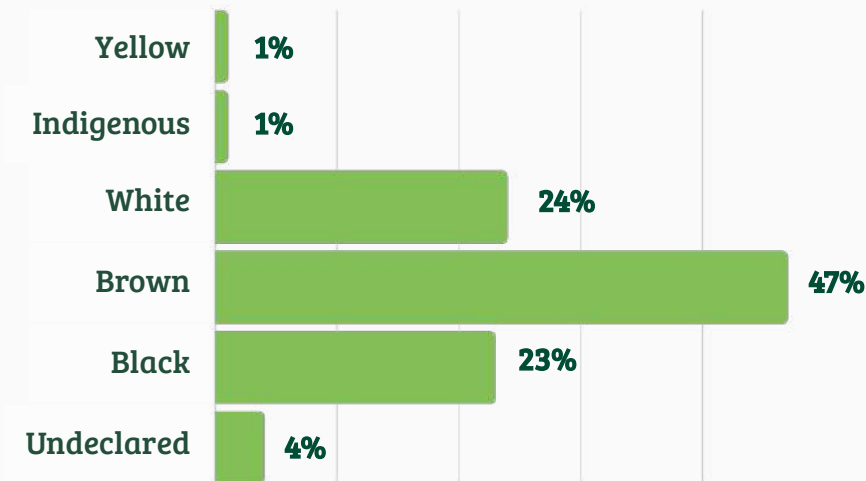


**69%** of students are women

**26%**

of young people (between 15 and 24 years old) went through Arca do Saber.

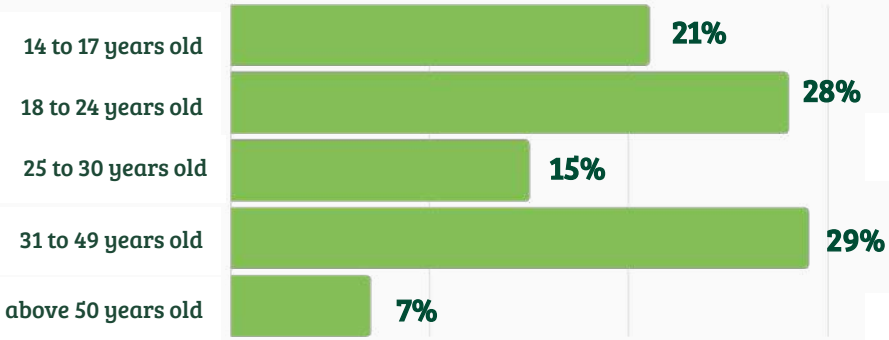
### Color/ethnicity declaration:



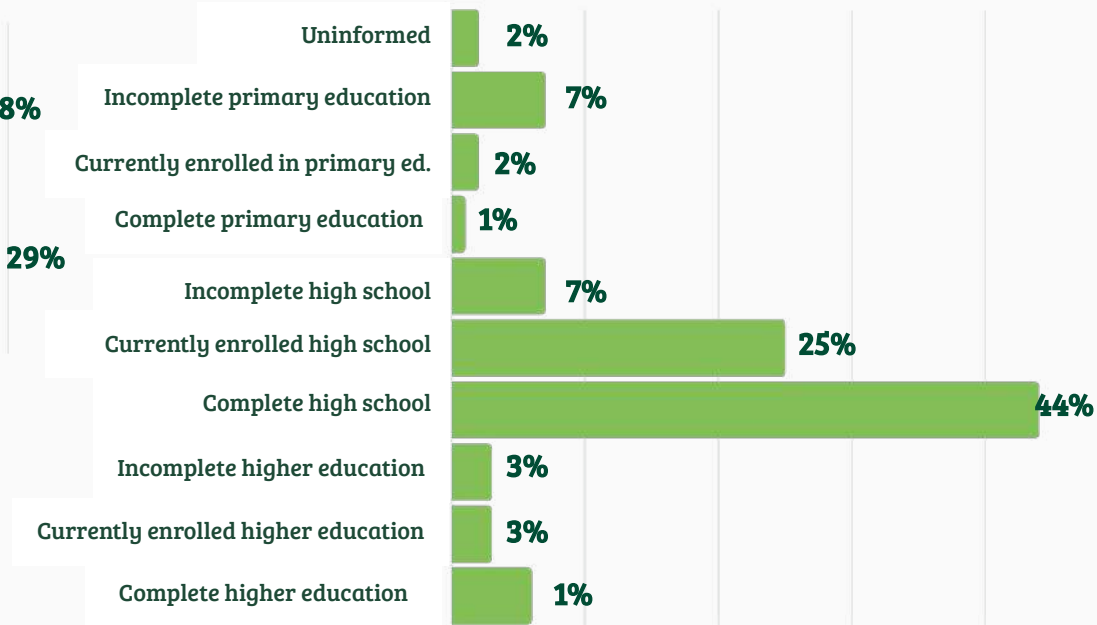


# Profile of the beneficiaries

## Concentration by age group:



## Schooling:



## Key statistics of Arca do Crescer for the year 2022



**346** certificates issued



**16** courses offered for young people and adults throughout 2022



**42** young people who participated in the Mentoring Program, ConectArca



**67%** of students who sought formal employment are working



**02** accompanying programmes: ConectArca and Peripherals Business Incubator





**9,9** is the student satisfaction score



**2.100** hours of in-person training.



**10** scholarship recipients in the Study Permanence program



**98%** of students said they would definitely recommend Arca do Crescer to their friends.



## *Our Activities*

### ***New partnerships to strengthen the pedagogical proposal.***

Arca do Crescer has strengthened its pedagogical proposal through the establishment of two significant partnerships this year. One notable collaboration is with Senac Vila Prudente, where the Marketing and Sales Assistant Course has received certification from this esteemed institution. This marks the beginning of a series of joint initiatives, as we have numerous exciting ideas in mind for future collaborations. Additionally, we have partnered with the Financial Market Group - UNICAMP to offer the Personal Finance course, taught by economics students from the University. This collaboration will greatly contribute to providing our students with clarity and valuable tools for conscientious budget planning. Upon completion, all participants will receive certification from Unicamp, further validating their accomplishments

In order to promote and facilitate higher education opportunities for young individuals in the region, we launched the Cursinho Popular Lima Barreto, opening doors for aspiring students. The impact of this initiative has been profound in the lives of our students. Out of the 11 enrolled students, comprising 10 women and 1 man, 5 women have successfully gained admission to universities. Among them, three have been accepted at UNIVESP - Universidade Virtual do Estado de SP, while two have been awarded partial scholarships through ProUni to attend private universities.





## *Connections between students and companies*

In addition to our rigorous pedagogical planning, which focuses on developing both soft and hard skills, we prioritize providing practical market experiences to enhance our students' job readiness. To achieve this, we facilitate mock interviews and organize technical visits to companies, allowing students to familiarize themselves with real-world facilities. Notably, we conducted an immersive visit to Lesaffre, providing food industry students with hands-on opportunities to explore the company's facilities, participate in workshops, and tackle industry-specific challenges. Furthermore, last year we introduced a new initiative: Arca do Crescer's 1st Career Fair. This remarkable event was met with great success and will undoubtedly become an annual highlight on our calendar. With a warm and inviting space meticulously prepared, the fair attracted over 100 individuals who were passionate about their studies, careers, and future aspirations.



We were fortunate to have the participation of more than 20 volunteer professionals, as well as the invaluable support of local entrepreneurs.

In 2022, we continued the Women Taking Back Project with support from the L'Oréal Fund for Women, providing technical and financial assistance, including scholarships for educational support, to enable women to resume their professional activities, qualifications, and studies. This initiative contributes to their empowerment, income generation, and financial autonomy. It left a lasting impact on the life projects of each individual present.

# Courses offered

- Bakery **SENAI** LESAFFRE
- Pastry chef **SENAI** LESAFFRE
- Pizzaiolo **SENAI** LESAFFRE
- Salgado Baker **SENAI** LESAFFRE
- Homemade cakes **SENAI** LESAFFRE
- Panettone **SENAI** LESAFFRE
- Logistics operator **SENAI** ID LOGISTICS IDEBRA
- Marketing and Sales Assistant **senac**
- Learning Laboratory
- Digital tools **RECODE**
- Google WorkSpace Foreducation EdTech
- Personal Finance **GMF Unicamp**
- Introduction to SQL language
- Sebrae Delas **SEBRAE**
- Thinking Ahead



## Our Activities

### Peripheral Business Incubator and Income Generating

In addition, we proudly launched the inaugural edition of Arca's Peripheral Business Incubator in collaboration with the Localiza Institute. This program provided guidance and support to 10 businesses operating in diverse sectors, including food and beverages, beauty, retail, tourism, and photography. Notably, 70% of the selected businesses were led by women. Throughout the incubation process, these businesses experienced significant progress in crucial areas such as financial and strategic planning, marketing, and logistics. Eight ventures successfully completed the proposed cycle, showcasing tangible advancements.

Through these initiatives and strategic partnerships, Arca do Crescer persists in its mission to promote the personal and professional development of individuals and businesses, while simultaneously reinforcing the community and propelling social and economic progress.



70%

of the businesses selected by the incubator in 2022 were led by women.



40%

of the businesses are in the food sector.

## Our Activities

### Employability

A survey conducted with a sample of 61 graduates from Arca do Crescer's professional qualification courses (200h) has yielded promising insights into the institution's impact on employability.

The findings reveal that 90% of the students actively engaged in interview simulations and acquired skills in job site registrations during the course. Moreover, they, on average, established connections with seven individuals through Arca, significantly contributing to the development of their professional projects.

Following the completion of the course, it was observed that 88% of the students participated in selective processes, underscoring the effectiveness of the preparation provided by Arca do Crescer.



# 90%

of the students participated in job interview simulations and learned how to create profiles on job websites, during the course.

Notably, among those seeking formal employment, 67% have successfully secured jobs. These statistics reflect the commitment of Arca do Crescer to provide tangible opportunities for entry into the job market and assisting students in building successful professional trajectories.

Furthermore, the survey results revealed a high level of student satisfaction, with an average score of 9.9 out of 10. Trust and recommendation are evident as well, with 98% of students stating that they would wholeheartedly recommend Arca do Crescer to their friends. These findings validate the positive impact and quality of education provided by Arca do Crescer, fostering success and advancement for its students.



## Testimonials



*I joined Arca with no prior knowledge about the bakery industry, but through their support and guidance, I learned so much. It opened doors for me, and I am forever grateful. Today, I've been working at a bakery for the past 7 months. I started as an assistant, but now I proudly hold the position of a baker. I have my own line where I lead and have a team that I work with. Arca gave me the opportunity to find my passion and I am genuinely happy with the work I do. It's amazing how it all started from not knowing anything to now being skilled and fulfilled in my profession.*

**Iasmin Cavalcante, 20 years old**

*The support I received from Arca was truly invaluable, both through the course and the mentorship they provided. The course equipped me with the necessary knowledge and skills to enter the field I'm currently working in. Additionally, the mentorship gave me valuable advice on how to conduct myself in a professional setting and even succeed in job interviews. Thanks to Arca's guidance, I not only found my current job but also received job offers from other companies based on resumes that Arca had submitted on my behalf. I am extremely grateful for the opportunities that Arca has provided me with.*

**Richard Riquelme, 18 years old**



**5**

*years*

Propelling Tales  
of Success

# Timeline



**2016**

Based on a diagnosis made by the market research company Ipsos, the NGO's second facility began taking shape: **Arca do Crescer** 's professional training centre.

Beginning of the **construction work** of the Arca do Crescer



**2017**

**Inauguration** of Arca do Crescer's facility  
Beginning of the activities of the **professional centre**.



**2018**

Establishment of a partnership with **Ipsos** for an impact evaluation (2018-2019).

We assessed 3 dimensions:

- Social
- Economic
- Emotional

Partnership with **SENAI**



**2019**

**DOAR certificate** of good management and transparency

Start of evening courses.

We launched new training programs in partnership with **ForEducation** - Google tools.



**2020**

Unifying the identity of the **Arca system**

- Facing the global crisis of **COVID-19**, to continue our protection and education activities:
- Implementation of online courses
- Launch of the Mentoring Program
- ConectArca
- Partnership with SEBRAE



**2021**

Actions to mitigate the effects of the pandemic on our beneficiaries and prepare for the return of our activities

**Expansion of our facilities**

- Inauguration of the Evelyne room
- In-person launch of the Logistics course
- Launch of the Women on the Comeback Project
- Handmade soaps course
- Launching Le Pain, Arca's buffet
- Change of performance level with new partnerships that allow the implementation of innovative projects for 2022



**2022**

- Partnership with SENAC
- Partnership with GMF-Unicamp for the Personal Finance course
- Launch of the Business Incubator
- Implementation of the Social Service
- First Career Fair.



## Big Figures from the last 5 years



**891**

certificates



**79**

young people who participated in the Mentoring Programme, ConectArca



**446**

people impacted by Arca do Crescer's work

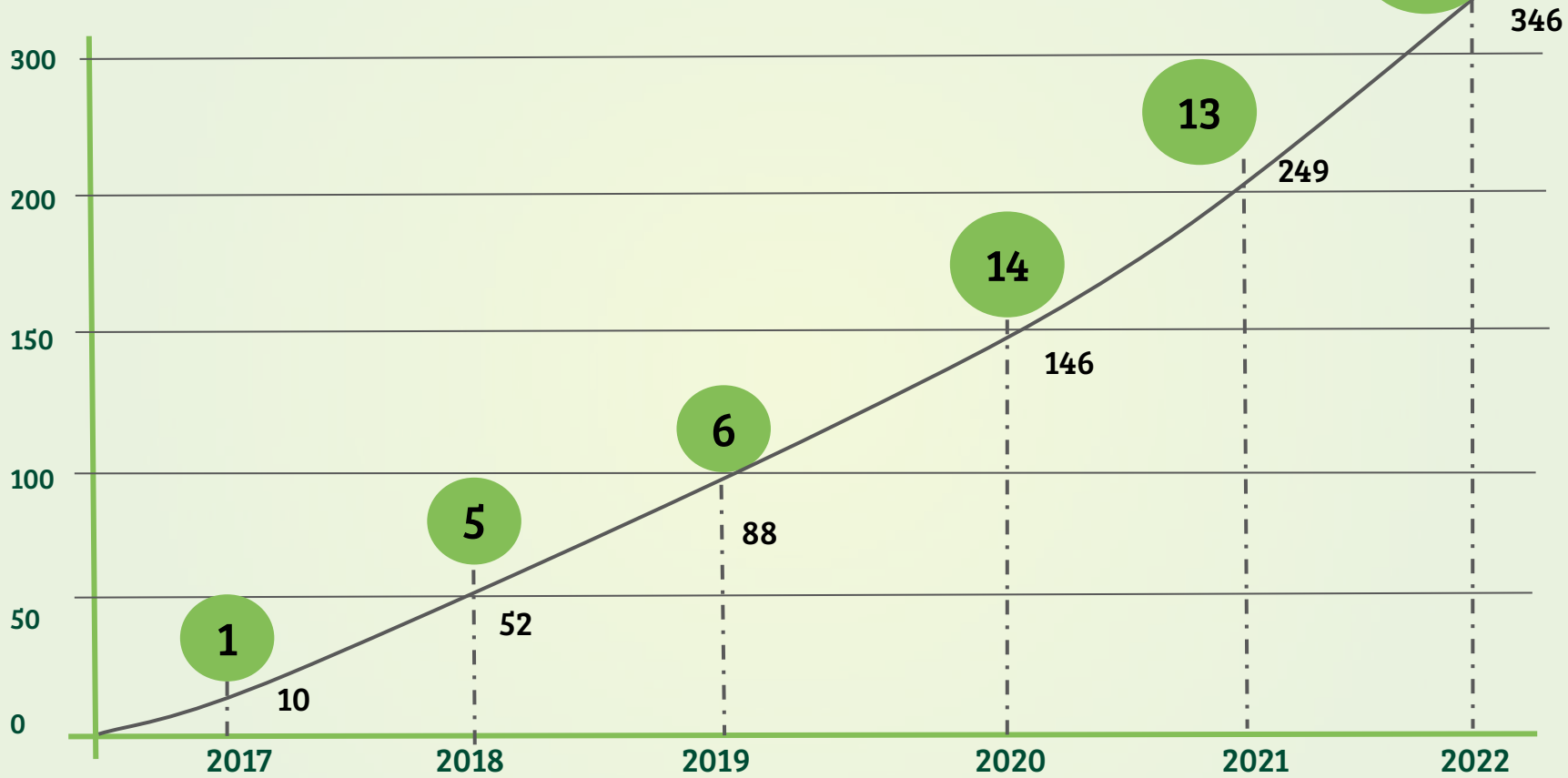


**30**

companies/foundations invested financial resources in Arca do Crescer



# Results



courses offered



emitted certificated



# *Self-financing Strategy*



LE PAIN

ARCATERING

**Arca's Buffet**

-

**Breakfasts that promote  
Social Impact Building**





## *Our catering service*

Launched in 2022, Le Pain is Arca's buffet, a novel service aimed at self-financing the institution. It offers a wide range of products exclusively crafted by young individuals who have received training in the food courses offered by our Productive Inclusion Centre. The profits generated from these services are entirely reinvested into the NGO, providing vital resources for the continuous growth and enhancement of our activities.

Throughout 2022, significant strides were taken to ensure the success of Le Pain. A meticulous selection process and a comprehensive training program were implemented for the students responsible for the production, amounting to a total workload of 550 hours. We firmly believe that investing in the training and development of these young individuals is pivotal in equipping them with the necessary skills to attain

financial independence and foster a successful future. Furthermore, significant efforts were dedicated to the establishment and organization of the business. This involved key aspects such as defining a visual identity that aligns with Arca's values and ensuring competitive pricing. To expand the project's reach and impact, various publicity initiatives were implemented, accompanied by the formation of partnerships with socially responsible companies.

During the course of 2022, Le Pain successfully secured its initial sales to partner companies, including esteemed organizations like Air Liquide and Total Energies. These partnerships not only shared our vision but also played a crucial role in propelling this new venture forward. Additionally, we have extended our services to cater private events, providing delightful and memorable dining experiences for our clients.

At the end of the year, we held a special campaign to sell panettone and sables. We are pleased with the results obtained in 2022 and confident that Le Pain will continue to grow and positively impact the lives of many people in 2023.







**The Arca Sewing Atelier: a Source of Self-Funding, Income Generation, and Empowerment for Peripheral Women.**



## *Our Sewing Workshop*

Arca do Fazer, the sewing workshop of the NGO Arca, plays a significant role in the organization's self-financing. All profits from sales are fully directed to Arca do Saber, the socio-educational center of the NGO. Moreover, the workshop provides employment opportunities, promoting the inclusion of women from the periphery in creative and managerial processes.

Throughout the year, Arca do Fazer welcomed interns from the fashion industry who contributed to the team, as well as volunteers who collaborated in creating collections, always reflecting the essence of the Franco-Brazilian DNA. The main objective of the workshop is to create commercial opportunities for the productions and provide a space for companies and individuals to participate in a solidarity movement.





Last year, Arca do Fazer produced a total of 5,700 pieces. During this period, 11 bazaars and private sales were held, including a corporate event with Alstom. The partnership with Alstom opened doors for the workshop, resulting in satisfactory performance. We have established valuable partnerships with companies such as T-Christina, which contributes to garment cutting, and Cores do Brasil, a physical store that sells our products in the heart of Pinheiros.



**5700**

products made by 11  
volunteers and 2  
professional seamstresses.



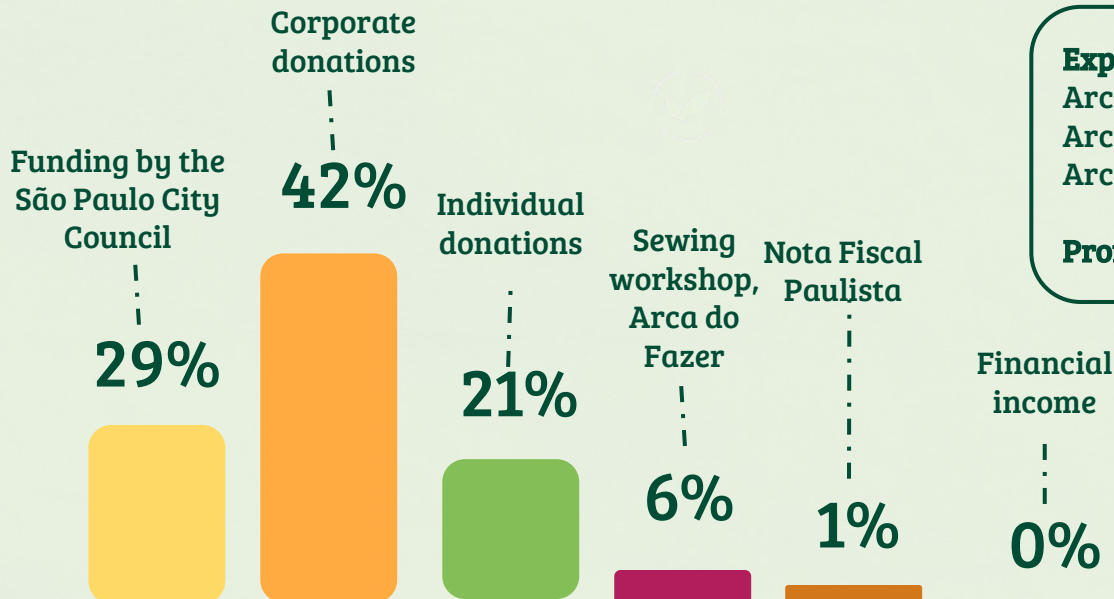
**11**

bazaars and private sales, one of which  
was a corporate event. Alstom opened its  
doors to our atelier, and the outcome was  
highly satisfactory.



# *Finance and Sustainability*

# Financial Summary



**Expenses- R\$ 2.203.426,00**  
Arca do Saber R\$ 1.258.317,00  
Arca do Crescer R\$ 849.466,00  
Arca do Fazer R\$ 95.643,00

**Profit - R\$ 194.760,00**

# R\$2.398.186,00

in consolidated revenues



## *Diversification of our sources of income*

To maintain the financial sustainability of our operations, we have designed new fundraising strategies:

- Fumcad Project (Municipal Fund for the Rights of Children and Adolescents) from the City Hall of São Paulo, started in 2021, which finances sports and cultural expenses. The amount received in 2021 was R\$ 52,000.
- Revenue throughout the year from "Nota Fiscal Paulista" (Paulista Tax Receipt). Monthly, we receive an average amount of R\$ 3,750, which represents R\$ 45,000 per year.
- Resource fundraising through national and international online platforms, of which a significant portion is allocated to expansion projects and the delivery of basic food baskets.

## *Transparency*

Arca always operates ethically and transparency is one of its main commitments. Therefore, it understands that it is essential for all individuals within the organization to be well-informed and share behavioral standards based on moral and ethical principles that align with its mission, vision, and values. The organization has a clear and objective policy regarding the receipt of donations. With this purpose in mind, we have formulated our Donation Receipt Policy and have achieved the renewal of the Doar Seal Certification.

Saiba mais:







# *Resource Management*

At Arca, we recognize the importance of efficient resource management to ensure the success and sustainability of our activities. Over the past year, we have dedicated significant efforts to enhance our resource management practices, aiming for responsible and effective utilization. Transparency plays a central role in this process, establishing a relationship of trust with our partners, donors, and beneficiaries.

We believe in the importance of sharing clear and accurate information about the allocation and use of resources, demonstrating our commitment to financial responsibility. By adopting a transparent approach, we strengthen the trust of our partners and donors, providing them with the reassurance

that their investments are being utilized efficiently and in alignment with our mission.

At Arca, we are committed to continuously improving our resource management, further enhancing transparency in all our activities, and reinforcing strategic planning as an essential tool to achieve our objectives. Through these practices, we seek to ensure financial sustainability and the effectiveness of our initiatives, so that we can continue making a difference in the lives of those who need it most.

## *The Environment*

Arca is aligned with the global needs for environmental preservation. We recognize the importance of adopting sustainable measures in our operations, and one of the actions implemented was the replacement of disposable cups with reusable mugs. This initiative aims to reduce plastic consumption and minimize environmental impact. Additionally, we are committed to reducing paper waste by promoting conscious paper usage and encouraging digital practices. We also participate in collective actions such as collecting used notebooks for recycling and reusing semi-new materials donated by Lycée Pasteur. At Arca do Crescer, for example, the registration and enrollment process takes place online through the Bússola Social system. We are dedicated to contributing to a more sustainable future by aligning our actions with the needs of the planet.

## *Organic products and strengthening the local network*

Our work is based on the holistic development of our beneficiaries, encompassing socio-emotional activities as well as the provision of care for their physical and mental health. We offer structured activities and a balanced diet, which now includes the introduction of organic products, thanks to our partnership with the Kairós Institute and Urban Farm Ipiranga. This important step not only improves their health but also contributes to the environment.

Every day, we provide 260 organic meals at Arca do Saber, in addition to snacks for the students attending courses at Arca do Crescer. We prioritize the use of organic ingredients to ensure the well-being of our beneficiaries and promote sustainable practices. This initiative aligns with our commitment to fostering a healthy environment for all.

## *The Environment*

This initiative not only strengthens the health of the beneficiaries by providing them with a nutritious and free from harmful substances, but also contributes to environmental preservation. The preference for organic products stimulates sustainable family farming, reducing soil contamination and water resources.

Furthermore, in the year 2022, we implemented a composting system for the organic waste generated in our daily activities. With this action, we prevented the emission of 657.75 kg of greenhouse gases, equivalent to seven round trips between São Paulo and Rio de Janeiro.







*Human  
Resource*





# Our Team

## Franco-Brazilian Board of Directors



**Thais ALVES  
MAXIMO**  
President



**Severine GIGOUT**  
Vice-president



**Serge PIZOT**  
Treasurer



**Cécile CORDIOLI**  
General Secretary



**Nicolas DEVEMY**  
Vice Treasurer



**Felipe TONIATO**  
Board member

## Operational team



**Joelma SILVA**  
Manager of  
Arca do Saber



**Géraldine CHALLE**  
Manager of  
Arca do Crescer



**Severine GIGOUT**  
Manager of  
Arca do Fazer



**Mayara  
EVANGELISTA**  
Community  
Manager

## Legal and fiscal council

**Luis PERETTI**  
Lawyer,  
Souto Correa

**Alberto MORI**  
Lawyer, Gaia  
Silva Gaede

**Sahelê FELICIO**  
Lawyer, Facily

## Our Team | Collaborators

The Arca team is comprised of both Brazilians and French individuals, including employees, service providers, and volunteers. Many of our team members have been with the organization for over five years, which demonstrates the continuity and appreciation for the individuals who are part of the NGO.



Part of the team in an external activity. Visit to Urban Farm in Ipiranga.



**35** collaborators



**48%** work full-time



**60%** are women



**40%** grew up or still live in the favela of Vila Prudente



**51%** of the employees identify themselves as brown or black.

## Our Team | Volunteers

We rely on a large number of volunteers for a wide range of tasks at Arca, both remotely and on-site. Whether it's in the board of directors, Arca France, daily activities, translations, legal assistance, the sewing workshop, or activities for children and adolescents alongside the responsible team.

We also have volunteers from companies who provide lectures, mentorship, participate in mock interviews, as well as student volunteers from universities who offer psychological support and collective social activities.



more than  
**130**

volunteers in Arca's various activities, in Brazil and abroad, such as in France, Canada and Ireland.



BNP Paribas volunteer action  
in June 2022.



**5**  
full-time  
volunteers



**46**  
regular  
volunteers who  
dedicate their  
time throughout  
the year.



**+de 110**  
occasional volunteers



**+de 12 000**  
hours dedicated to  
Arca's voluntary work



## Partnership and Co-creations :

Arca has a valuable network of governmental, non-governmental, private, and educational partners who support and contribute to the success of our work. This network is an essential resource for creating opportunities in our community, whether through financial support or expertise. We value the collective collaboration with these diverse stakeholders who play a crucial role in fulfilling our educational mission. Over the years, we have learned that partnerships are a formula for success. In addition to vital financial support to sustain our activities, we also appreciate the donation of time from volunteers from companies, as it helps us co-create content that is relevant to our youth.



85

of our volunteers are part  
of a corporate corporate  
volunteering programme



1300h

is the average  
time spent on  
activities



Open Doors: Arca welcoming the Lesaffre team  
from the Fermentar Volunteer Program.



## *Seals and awards :*

Obtaining seals and recognitions always brings great satisfaction. These certifications validate our actions and ensure transparency, which increases the trust of our donors, partners, and beneficiaries. In 2022, in addition to renewing the Doar Seal Certification, we received the Racial Equality Program Seal, promoted by the Municipal Secretariat of Human Rights of São Paulo, through the Coordination of Promotion and Defense of Human Rights. This program recognizes actions in twelve different categories carried out by public, private, and third-sector organizations, and the recognized institutions become part of the Seal Network.

The objective of the Seal is to encourage the adoption of affirmative policies through quotas in the workplace, the promotion of ethnic-racial equality, historical reparations for the black population, the mitigation and gradual elimination of discriminatory acts, and material equality of opportunities. This is in complete alignment with our work.



At the awards ceremony, Arca was represented by President Thais Alves Maximo and employees Cidália Pereira and José Flávio Félix.

## *Communication :*

Our institutional communication is essential for establishing meaningful connections between Arca and people. In 2022, we focused on strengthening our image as an organization dedicated to social transformation through education. We improved our communication to foster closer relationships with our audience and partners, valuing open dialogue and seeking to involve, inform, and engage through different channels. With an effective and inspiring approach, we mobilized more people to join us on this journey of social transformation through education.

Our communication strategy in 2022 aimed to increase Arca's visibility as an organization committed to local development through education. Through more assertive and engaging communication, we

strengthened our bonds with our internal and external audiences, including partners and donors. We value open and transparent dialogue, using various channels to inform, involve, and inspire people to engage in our cause. We work to build effective communication that mobilizes and unites efforts for social transformation through education.

In 2022, we enhanced our communication strategy to strengthen the ties between Arca and its audience. We sought to establish a strong image as an institution committed to promoting social transformation through education. We invested in more assertive communication, utilizing different channels to inform, inspire, and engage our audience, as well as our partners and donors.

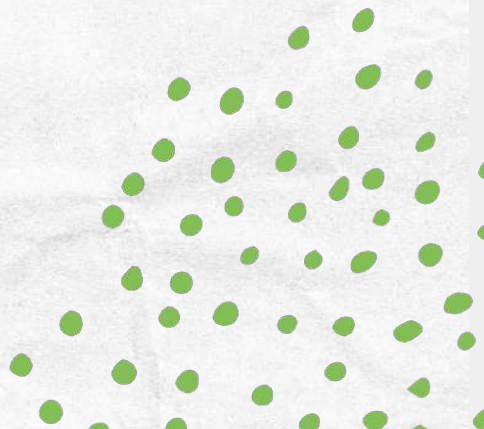


## *Networking*

Arca believes that networking allows different actors to share knowledge, resources and experiences, promoting a more holistic and integrated approach to problem solving and initiative development. This approach is especially relevant when it comes to strengthening articulation in the territory, as it involves multiple actors who have diverse interests and perspectives.

By networking, participants can exchange information, establish partnerships, identify synergies and create joint strategies to address complex issues. This strengthens the articulation in the territory, as it allows for a more comprehensive view of local challenges and opportunities, and facilitates the implementation of coordinated and effective actions.

That is why we always seek to participate in networks and groups that allow this exchange of good practices. We are part of the Network of Poles for the Prevention of Domestic Violence in Vila Alpina and Vila Prudente, the Forum for the Defense of the Rights of Children and Adolescents in Vila Prudente, the IJ LGBTQIA+ intersectoral network in Sapopemba and Vila Prudente, in addition to GOYN SP - Global Opportunity Youth Network São Paulo.



# Partners

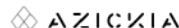
Seals, recognitions,  
and fundraising  
platforms:



## Institutional:



## Partners:



BNP PARIBAS



ALSTOM



BPC



L'ORÉAL FUNDO PARA MULHERES



## Pro Bono:



SENAI

SEBRAE

senac



RECODE



ATELIER VOLTAIRE Falésias



BULK



Air Liquide

Foreducation EdTech

Instituto RENAULT





# *Our next steps*


For 2023, we will continue to innovate in our practices, introducing differentiated pedagogical projects. At Arca do Saber, we will implement the "Companhia das Palavras" project, focusing on literary education, empowerment, and historical knowledge acquisition. At Arca do Crescer, we will launch the HR Assistant course and expand the financial education course. We will also open new avenues of work to strengthen and develop the local community, such as the second edition of the Incubadora de Pequenos Negócios Periféricos (Peripheral Small Business Incubator).

All our actions are always based on the importance of being connected to the needs of our beneficiaries and collaborators so that we can overcome challenges and fulfill our mission. This approach will guide us throughout this year as well.





 [ArcadoSaberVilaPrudente](#) | [ArcadoCrescer](#) | [ArcadoFazer](#)

 [@arca\\_saber\\_crescer](#) | [@arca\\_do\\_fazer](#)

 [br.linkedin.com/company/arca-de-noe2](https://br.linkedin.com/company/arca-de-noe2)

 [contato@arca-ong.org](mailto:contato@arca-ong.org)

Rua Dianópolis, 4100  
Complemento Rua da Igreja, 1558  
CEP 03126-007  
Parque da Mooca, São Paulo/SP

[www.arca-ong.org](http://www.arca-ong.org)

