Annual Report

2023

fa.vela

Table of contents

03 FA.VELA

04 THE YEAR OF 2023

06 THE HIGHLIGHTS OF 2023

07 ADVOCACY

08 FA.VELA's DNA

09 THEORY OF CHANGE

10 OUR GREAT ACHIEVEMENTS

11 PARTNERSHIPS

12 OUR RESULTS

13 OUR ADVENTURES

14 DEVELOPING OUR COMMUNITY

15 TRAINING JOURNEYS

27 FINANCIAL DATA

29 FINAL MESSAGE

FA.VELA



From left to right: João Souza, Tati Silva and Débora Silva at Morro do Papagaio (Belo Horizonte), the first territory impacted by FA.VELA (2014).

FA.VELA was created in 2014 as a catalyst of life plans through education. João Souza, Tati Silva and Débora Silva were born and raised in low-income neighborhoods and know very well the challenges faced by historically marginalized groups. This premise guided the organization's journey and the organizational culture. For our three co-founders, the opportunities to access formal education were transformative milestones in their trajectories, and with it came the desire to promote entrepreneurial and digital education to people who shared their background, with accessible language and educational plans that reflect the reality of these groups.

We are aware that Brazil is a country marked by countless inequalities. On one hand, we have a majority of entrepreneurs who start their businesses out of necessity, without access to adequate management and education tools, and a majority of the population without access to the internet or devices that guarantee the exercise of citizenship in the digital era. On the other hand, privileged groups develop entrepreneurial thinking at all stages of formal education, in addition to having access to quality internet connection, good devices as well as programming, innovation and new technologies lessons that prepare this group for the future of work. F**A.VELA wants to reduce the huge gap that exists between privileged groups and historically marginalized groups**, offering accesses through education and creating a community of people who build, together, a future with more justice and equality.

FA.VELA's trajectory as a successful social organization is, at the same time, the trajectory of its co-founders as social mobilizers who inspire people from their community and with their origins to transform their realities and the reality of people around them. 2024 marks FA.VELA´s ten-year anniversary, and with it the desire to strengthen and grow our community.

That's right! **The most amazing organization in the city of Belo Horizonte, is also our community!** Check out our annual report and see all the great adventures we have lived in the year of 2023. We can guarantee an incredible journey!

THE YEAR OF 2023

Wow! 2023 was a remarkable year for our organization. It was a cycle well aligned with the verb that guides our actions: **to transform**. In other words, 2023, in addition to marking the organization's 9th anniversary, was a year full of transformative actions!

By documenting this journey that we have experienced in this Annual Report, we add another chapter of this beautiful story and reinforce how proud we are to close the 2023 cycle of investments in programs, projects and especially in people who have such a positive impact on our community.

As we are about to celebrate 10 years of existence, we present indicators that show **how we have evolved with our commitment** which reflect that these values as a whole go beyond the physical limits of our structures. It is in the excellence with which we execute our projects, in the development of our training journeys, in our innovative and personalized methodologies, in how we exercise advocacy, in the award-winning and recognized care practices with our beneficiary public, in our competent and effective management that is increasingly closer to our partners and investors, and in the comprehensive care provided to all members of our community. All of this is at the heart of what FA.VELA does!

During the year of 2023, we have **executed 7 projects:**

correcriativo Aceleradas

perifa60

morrobótica

CONEXÕES PERIFÉRICAS

cê tá on

Transbordamento

These projects have further strengthened **our innovative DNA and our learning capacity**. We have witnessed the transformation of older adults into digital citizens through technological literacy, which provided them with autonomy, high self-esteem and confidence in the process of longevity. We have developed leadership skills in young people from a more global and cyclical perspective, we have also talked about their opportunities in the job market, envisioning a fairer, more promising and inclusive future, thus empowering people with diverse profiles to positively transform their lives, families and territories.

We have also promoted the development of life and business plans, and the transformation of many people´s point of view regarding of the act of entrepreneurship. In other words, entrepreneurship is not about necessity, but about opportunity – an entire joyful community that is strengthened and multiplied through the training provided in our projects. Together, we become a universe of positive impact.



In 2023, **FA.VELA also underwent a major restructuring**. We welcomed new members to our team – or FAVELOVERS as we kindly call them, who arrived to further strengthen our culture and expand the capacity to execute our projects.

FA.VELA counts on the expertise of 28 direct employees and another 70 outsourced ones. Our team is diverse, as we prioritize the same profile of people impacted by our projects.

WHO ARE OUR FAVELOVERS

55% black

24% brown

21% white

34% LGBTQIAPN+

45% of the LGBTQIAPN+ team members are in leadership positions

76% women

24% men

44% of the black team members are in leadership positions

At the end of 2023, **we celebrate 9 years of serious work**, commanded by values that guide our strategies. In this chapter of our history, we have further strengthened our relationship with the British Government, through the UK Brazil Tech Hub, with the Wealth Inequality Initiative by Julius Baer Foundation, with the City of Belo Horizonte and with the Recife´s Youth Department in the State of Pernambuco. The continuity of our cooperative work boosts even further our expertise in promoting public policies.

For 2024, the year in which we celebrate a decade of existence, we invite you to become a member of our community. We want to see FA.VELA grow every day, increasing its impact even more, knowing that we have many challenges to face and lessons to learn. We are ready to continue on this path with great competence. What about you, will you join us?

THE HIGHLIGHTS OF 2023

2023 was an
A-M-A-Z-I-N-G year!

We've had beautiful and remarkable moments here. Moments like these move us and guide us to project our future and we say, with absolute certainty, that today we are even better after having all these experiences! We are a community, and each accomplishment that takes place here at FA.VELA belongs to everyone who made it possible.

THESE WERE SOME OF THE HIGHLIGHTS OF 2023:



Lecture on innovation at Belo Horizonte City Hall



Signature of the Term of Adhesion to the Support Network for Older Adults (RAPI)





Two former participants of Corre Criativo being present at the Festival of Black Art (FAN): Marcelo de Maré (Sebo do Gueto) and Olga Kambilo (Malewa Food)



FA.VELA's participation in the first Virada Climática, a climate change awareness event in the city of Belo Horizonte



The fisrt Morrobótica E-sports championship

Seeing amazing businesses grow during Corre Criativo – the food edition

"During Corre Criativo in 2023, Trem Bão went through a literal metamorphosis of transformation and growth. I can highlight some of them such as: strengthening of the brand´s potential; development of a strategy on how to position ourselves as a business; financial organization; a view of the future and an expansion plan to include catering to corporate and private events; digital growth and development and strengthening of new partnerships. And to end on a great note, we are also currently on our way to becoming new Chefs. Thanks to our financial incentive we are currently taking classes at a culinary school focused on healthy cooking. And it was all fundamentally due to our mentors and the structure created by FA.VELA, and ultimately their investors. To all who make Corre Criativo happen, the staff, mentors and investors, please receive our tremendous gratitude."

Ludmilla Pereira - Owner of Trem Bão Culinária Saudável



ADVOCACY

To carry on our project to connect people and territories, **we do not measure efforts to broaden our network and fight for what we believe.** From the production of educational content, to contact with relevant opinion makers in the media today, who are aligned to our purpose. We also take part in councils to ensure the rights of historically marginalized groups and in the development of public and private policies. **We work tirelessly to live in a world with equal accesses and opportunities.**

Diário do Comércio
Story about
Corre Criativo
16/02/2023

GIFE
(a platform to strengthen philanthropy and private social investment)
12/04/2023

TV Assembleia
Interview about social impact
26/06/2023



Record
Interview for Balanço Geral MG a news TV show
04/07/2023



Mesa Company and **Fast Company**
10/2023

TV Cultura
Interview about social entrepreneurship for a TV show that focuses on achievements of black people
26/09/2023



Localiza's youth gathering
25/09/2023



ExpoFavela Minas 2023
15/09/2023



Rádio Band Minas
Story about entrepreneurs from low-income neighborhoods
01/11/2023



Minas em Pauta
Podcast about education for people who live in low-income neighborhoods
10/11/2023



Globo
Story on
Jornal Nacional, a news TV show
25/11/2023



PodCast Janela Lateral CDL
Episode about entrepreneurship in the favelas
28/11/2023

Projeto Draft
"Nerd from the favela" interview
11/12/2023



Globo Minas
Story on the TV show Rolê das Gerais
09/12/2023

RECOGNITION

We are an organization recognized by:

ASHOKA

CEDCA

CMAS-BH

CMDCA
Conselho Municipal dos Direitos da Criança e do Adolescente/BH

SUSTAINABLE DEVELOPMEN SOLUTIONS NETWORK
A GLOBAL INITIATIVE FOR THE UNITED NATIONS

CONSELHO MUNICIPAL DO IDOSO - BH

CEI

FA.VELA's DNA



Vision

To be a leading community among social organizations and a reference in the entrepreneurship, technology and innovation ecosystems, through the development of projects, programs and training journeys that strengthen initiatives with a positive socio-environmental and economic impact.



Mission

To reduce inequalities in education, income and exclusion from basic accesses in the digital economy, through the socioeconomic empowerment of historically marginalized groups: women, black people, older adults, young people and the LGBTQIAPN+ community.

Values

_ Diversity and inclusion;

_ Commitment to provide access to education that is inclusive, technological and innovative for women, black people, LGBTQIAPN+ and young people;

_ Fostering and encouraging healthy entrepreneurship in socioeconomically vulnerable groups.



THEORY OF CHANGE

We invest our abilities to accomplish:

Advocacy

Formative Journeys

Offering access to:

Active participation in Councils responsible for ensuring the rights and protection of a specific demographic group; partnership networks and spaces of influence in the creation of public and private policies

Online and offline content production

Individual and group formative journeys for the development of the following:

- Social Emotional skills
- Socioenvironmental skills
- Entrepreneurial skills
- Technological skills
- Digital skills

Consultancy and technical visits

A community to activate networks and relationships

Financial resources

- Social assistance such as funding for transportation, food and internet.
- Assisted funding to leverage businesses.

Psychosocial support Through group and individual counseling

Proper infrastructure

- Physical space for the development of activities
- Equipment such as tablets and computers

Access to cultural and leisure activities

Thus, we are contributing to:

Productive inclusion through income generation.

Digital citizenship to increase levels of autonomy and well-being.

Because we want to see:

Historically vulnerable groups with the same access to resources and opportunities of personal and professional development.

That is why we work everyday to:

Live in a world with **equal** accesses and opportunities!



For our theory of change to happen, we start from the assumption that it is necessary to:

- Connect people and territories.
- Develop local leaderships.
- Provoke change in public and private agendas.
- Build inclusive and environmentally possible futures through education.

What do we believe in to do all of this?

- **Social and environmental justice.**
- **Empathy does not replace lived experiences.**
- **Promotion of diversity and inclusion.**



OUR GREAT ACHIEVEMENTS

FA.VELA defends and bases its positioning on the success of the Sustainable Development Goals, more specifically Goals 4 and 10, which refer respectively to quality education and the reduction of inequalities.

FA.VELA'S IMPACT

How we confirm our social commitment:



By directly empowering over **44.745 people** of all ages throughout most of Brazil, more precisely in over **20 states of our nation**.



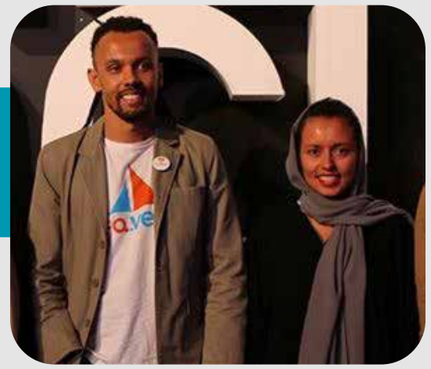
By supporting the development, **consolidation and promotion of over 156 businesses** whether profit or nonprofit and formal or informal.



By mobilizing and strengthening over **85 partnerships between companies, public bodies, universities and social organizations.**

RECOGNITION

Throughout our 10 years of existence, **we've had our work recognized on several occasions both nationally and internationally**, we would like to highlight:



3rd place in the Pitch Competition of the 7th UNESCO NGO FORUM (Saudi Arabia, May/2017) for our project Corre Criativo, aimed at entrepreneurial training for young people.



In 2018, Tatiana Silva represented the Americas in the Youth Delegation of the World Water Council and presented FA.VELA's results focused on socio-environmental projects at the World Water Forum held in Brazil. It is worth noting that this was the first forum to be hosted in a country in the Global South.

As a result of her outstanding performance as an environmental activist, our CEO and Executive Director was also awarded the IHE Delft Alumni Award in the Netherlands in 2018.

Our Co-Founder and Director of New Business & Partnerships, João Souza, is also very relevant social mobilizer. Since 2019, he has been recognized as a Social Entrepreneur by the global ASHOKA network, which coined the concept of social entrepreneurship in the world. We must also mention that we were honored in the "Income and Wealth Generation" category by the José Costa Award, promoted by the Dom Cabral Foundation and Diário do Comércio.

These awards are a very important confirmation of our excellence, but in addition, in 2023 we have worked hard to guarantee our presence in several television programs, podcasts, radio spots and events, strengthening our authority in the segment and our relevant representation in the third sector.

PARTNERSHIPS

Here are our strategic partnerships:

Algar Telecom

ARAUJO DROGARIA DRUGSTORE

ArcelorMittal

Ativos Securitização de Créditos Gestão de Cobrança

[B]3

Banco bs2

BancoDaycoval

BASF We create chemistry

BRASILCAP

btg pactual

CEMIG

MINAS GERAIS GOVERNO DIFERENTE. ESTADO EFICIENTE.

CNH INDUSTRIAL CAPITAL

Edenred

GENERAL CLAIMS

globo

GRECO.

GRUPO Real

hotmart

HYPOFARMA

ICATU

instituto localiza

Itaú

Itaú Fundação Itaú Social

Localiza&co

mercado livre

OTIS

Pottencial SEGURADORA

PREFEITURA BELO HORIZONTE

FUNDAÇÃO renova

Secretaria de Desenvolvimento Social, Direitos Humanos, Juventude e Políticas sobre Drogas

RECIFE PREFEITURA

Uber

thoughtworks

UK Brazil Tech HUB

UK Government

USIMINAS

VALE

zummit

Wealth Inequality Initiative WII by Julius Baer Foundation

WIZco

▸ OUR RESULTS IN 2023

7.348
people directly impacted by our work

22.044
people indirectly impacted



This is the profile of those who have embarked with us on this adventure:

61% women

70% live in low-income neighborhoods

8% have some form of disability

30% identify themselves as LGBTQIAPN+

74% lives with an income of up to two minimum wages (approximately $251,00)*

*out of those people 29,4% lives with up to one minimum wage

79% define themselves as black or brown

OUR ADVENTURES *so far!*

2014

FA.VELA was created! After some time of preparation, we raised anchor and set off on our journey to build an impactful organization that would be a sail to boost new businesses led by women, black people, people from the LGBTQIAPN+ community and with low-income.

2015

We began our journey with a project called PIPA. The budget for this project was raised through a crowdfunding campaign, and in the first edition of PIPA we developed the entrepreneurial and digital skills of 15 people from Morro do Papagaio and invested in 5 businesses.

2016

We achieved unprecedented partnerships, with institutions such as the Cambridge University. We were accepted in international programs such as the one with the British Council. Having gained our first large financial contributions, we were able to expand our area of operation and our ability to have a positive impact in the city of Belo Horizonte and its metropolitan area, reaching several other low-income communities such as Parque São João.

2017

We validated our entrepreneurial and digital literacy structure to sail even further! We consolidated FA.VELA's presence in Belo Horizonte with the first edition of Corre Criativo, a project that marks the beginning of our process of creating projects to different age groups. Corre has expanded access to education and culture for young people through our program called Rolêzinho 0800. Our international activities debuted successfully, with FA.VELA achieving 1st and 3rd place in the pitch competition at the third UNESCO NGO Forum in Saudi Arabia, an award promoted by the Misk Foundation.

2018

In 2018, we held the second edition of Corre Criativo, further strengthening our operations in Belo Horizonte and its metropolitan area.

2019

We held the third edition of Corre Criativo, which was the first to have a specific theme: education. We also launched the series of training content by ESCOLA - sponsored by Itaú Unibanco – and launched Futuros Inclusivos, our corporate branch. In addition, our co-founder João Souza became part of the network of Ashoka´s social entrepreneurs: marking yet another recognition of the work we do.

2020

With the challenges of COVID-19, we digitalized our services and were able to achieve through ESCOLA, our program of continuous production of training content. We were at the forefront of providing services in communities in Minas Gerais and Espírito Santo through a project carried out with Fundação Renova. We also had the opportunity to work on reducing food insecurity through the first edition of Acóde.

2021

Still during the pandemic, we ran the second edition of Acóde, renewing our commitment to food security for historically marginalized groups. And in the spirit of building new futures, the launch of another edition of Corre Criativo with the theme of futures and the launch of the Digital Futures Lab permeated our activities, allowing us to reach the country nationwide.

2022

We carried out the first edition of the Digital Futures Lab and expanded the age range of our projects with the execution of Morrobótica, which is aimed at young people aged 14 to 17, and Perifa 60+, aimed at people over 60. In 2022, we also carried out the first specialized mentoring program in the Acelerades project, in which 6 initiatives that participated in Corre Criativo went through a business acceleration program. We continued with the thematic editions of Corre Criativo and this year the focus was on businesses in the food industry. We ended the year with the execution of the Social Education branch of Cê Tá On.

2023

We carried out the second edition of Conexões Periféricas in Recife and the branches of training journeys and professional training of Cê Tá On in Belo Horizonte, both in a partnership with the city governments of Recife and Belo Horizonte, respectively. We held our first E-Sports Tournament as a training activity in the second edition of Morrobótica. In partnership with the Wealth Inequality Initiative by Julius Baer Foundation, we were able to carry out the business acceleration phase of Corre Criativo da Alimentação and the first edition of the JBF volunteer program. Institutionally, there was a renewal of collaborators, the production of a rebranding and the submission of new projects to be implemented in 2024.



DEVELOPING *OUR* COMMUNITY

We know too well that the third sector is the most economically neglected one in the market. And because we are aware of this reality, we seek the support of partners and/or investors who believe in the transformative power of Civil Society Organizations, such as FA.VELA, and whose organizational values include the commitment to leaving a positive social legacy.

In addition to contributing to our financial sustainability, the investments we receive from these institutional sponsorships contribute to our organizational growth and to expanding our capacity to impact even more people.

Itaú Fundação Itaú Social

fa.vela

MISSÃO EM FOCO

Itaú Social, one of Itaú's social impact initiatives, develops, implements and shares with other social initiatives that aim to contribute to public education in Brazil. Its work involves training education professionals, encouraging Civil Society Organizations and conducting research and evaluations. Together with a network of partner organizations, suppliers and collaborators, it works to bring society together to deliver what is rightfully ours: access to and maintenance of quality education for all people, without restrictions of time or space.

Therefore, Missão em Foco is an Itaú Social project that aims to ensure financial stability so that non-profit organizations can focus on their development and growth, without losing sight of the purpose for which the institution was created.

2023 was FA.VELA's 5th and final year in the project, and with it we are convinced that we have reached what we have idealized. In addition to the support of technical advisors directed by the project, we structured and implemented our PDI (Institutional Development Plan) and executed the Project Transbordamento: we contributed to boosting the 3rd sector, multiplying the lessons learned in the program to other social impact businesses and disseminating the cooperative culture among non-profit organizations.

In 2023, we began the Transbordamento project sharing our expertise in effectively managing a social impact business. Transbordamento marks the last stage of Missão em Foco, that of multiplying impacts and sharing the knowledge acquired in recent years.

Transbordamento

CONEXÕES
PERIFÉRICAS

morrobótica

TRAINING JOURNEYS

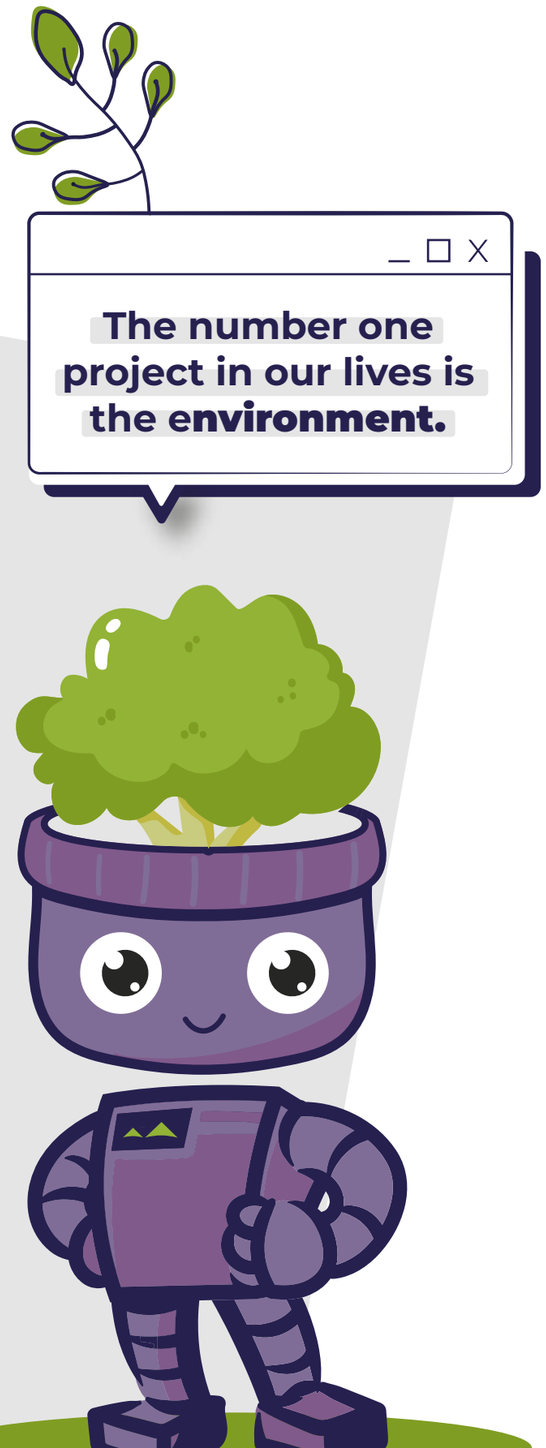
correcriativo

cê tá on

perifa60

morrobótica

2nd edition



Here at FA.VELA, we combine technological resources with socio-environmental transformation to promote a fairer, more inclusive and sustainable future.

In the 2nd edition of Morrobótica, **88 young people from Belo Horizonte and its metropolitan region** participated in our training journey, cultivating more knowledge about technological resources and food security for a fairer and more prosperous future.

In 2023, Morrobótica´s content was divided into 4 parts, with activities in a hybrid system - in-person and online. Each participant received a tablet with an internet access chip, to ensure full connection with the methodological work proposal. In addition, the methodology of this training journey included several practical activities, so that participants could learn hands-on, further strengthening the assimilation of the training content.

VALUABLE INFORMATION:

The latest forecast released by Gartner indicates that global IT spending will grow by 2.4% in 2023. The trend is for these investments to be mainly aimed at combating cybercrimes, which continue to occur regardless of global economic crises. The research firm Canalys predicts that the cybersecurity market should generate approximately US$223 billion this year.



SOME THINGS WORTH REFLECTING ON!

How can the shortage of technology talent be overcome??

A viable solution is to invest in training and qualification programs – there are companies of all sizes offering mentoring to employees, in order to develop their skills and knowledge in technology, for example.

In addition, another interesting resource is the union between companies and technical education institutions to create training programs that contribute to preparing young people and beginners in the profession.

Training journey

Phase 0
April 2023

Applications and registrations

Phase 1

Inclusive Technological Literacy and Critical Thinking

Participating adolescents had access to relevant theoretical knowledge about maker culture, multidisciplinary polymathy, digital and analog technologies, sustainability, food insecurity and other topics that connect with the program's proposal.




The Mock Jury on the use of pesticides was one of the activities carried out in this stage. The aim was to encourage teamwork, critical thinking and public speaking skills among the participants.

Phase 2

Practical challenges



Several practical activities involving digital and analog technology, concepts of sustainable cultivation and food safety, immersed students in how to propose innovative solutions that unite digital and analog technologies to the future of food.



In the Gardening class, each participant rolled up their sleeves and got their hands dirty to create their own vegetable garden.

Phase 3

E-Sports Tournament

In an environment of healthy competition, leisure and access to digital technologies, we promoted a championship focused on virtual sports: E-sports. In line with our purpose, the championship contributed to digital literacy and developed skills such as teamwork, time management, logical reasoning skills and motor coordination in the participants.





= **122**
hour of class
(for each group)

Phase 4
December 2023

The end or our literacy journey and the beginning of a new future

In the final project, the participants of the 2nd edition of the project truly approached the use of various technologies and sustainable food practices, in favor of the environment. In addition, they ended the journey effectively contributing to positive impact, cultivating more justice and inclusive futures for our community and our planet.





In the last classes, the work carried out throughout the journey was presented, which included their own cultivated vegetable garden.



Morrobótica's impact

88 young people impacted

How the students learn:



28% started reading more about different content

21% started doing more experiments

Creativity:



21% consider themselves to be more creative after Morrobótica

Search for knowledge:



14% began to search for new knowledge and/or develop new abilities

Plans for the future



70% started some form of planning for their future

"For me, Morrótica was a turning point. Because of this vast mountain of knowledge and the affection that the teachers have for teaching us with the best of their abilities, always with a lot of dynamics, jokes, always making the environment lighter. It is a very relaxed environment, a very inclusive place for LGBTQIAPN+ people. And I, as a trans man, feel honored to have been in an institution that embraces the cause. I felt embraced in every way. I learned a lot, especially about maker culture. It was really cool! I loved Morróbotica!"



Luiz Silva
Participant of the 2nd edition of Morrobótica

To see a little bit more about this journey point your cellphone to the QR Code or click here and enjoy!

CONEXÕES PERIFÉRICAS

Now we travel to Recife to see another technology literacy journey for young people!



This year we were also in the capital of Pernambuco. Together with the City of Recife, through SEJUV (Recife´s Youth Department), ToughWorks and the British government, through the UK-Brazil Tech Hub, we further strengthened our innovative DNA, promoting yet another training journey focused on inclusive digital training.

In this 3rd edition of Conexões Periféricas, a project that has already benefited more than 100 young people from Recife, 44 new people received certification in web programming. More precisely, this edition of the program confirmed the promotion of issues such as diversity and new perspectives for a future that will be increasingly challenging and technological.

The impact of the second edition of Conexões Periféricas

Reinforcing our ability to execute projects away from home, Conexões Periféricas was able to reach:

48 people directly impacted and 144 people impacted indirectly

An innovative training journey:

12 hours of group activities and 72 hours of technical lessons

Besides that, we also offered

A grant for 100% of participants to ensure that they would be able to participate

Data:

The job market has been increasingly demanding professionals in the technology sector. According to a study by Google for Startups, Brazil will have a deficit of 530,000 professionals by 2025. The main factors behind the shortage in the IT market, which are having a major impact on the sector, are: the lack of diversity and the absence of talent with a senior profile.

Some things worth reflecting on!

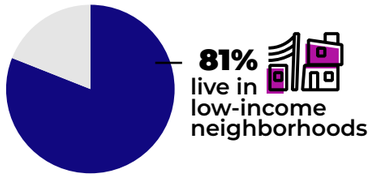
What is causing this imbalance between job supply and available talent? What is the role of Brazil's education system in meeting this latent demand in the job market? Can affirmative action jobs for historically marginalized people change this scenario by increasing GDP and creating a more diverse profile of employed people?



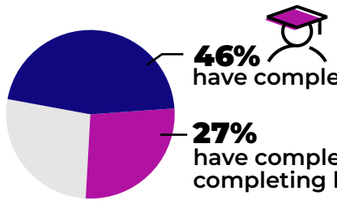
“I work on an app, making deliveries, and it often sends me to places like Camaragibe, Olinda, which are so far from the place where we have our lessons, but then I get to recharge. I arrive a little late, talk to my classmates, exchange ideas with the teacher, and I can also get up to speed.
I didn't expect to get this spot (in the Web Programming course). I'm going through a really difficult time in my life. In fact, I managed to move here (to my current home) with the Conexões grant. I lived in a horrible house. Thanks to Conexões, I was able to make this leap!”

Wanderson Dionísio
Participant of the third edition of Conexões Periféricas

Socioeconomic Profile of Conexões Periféricas:

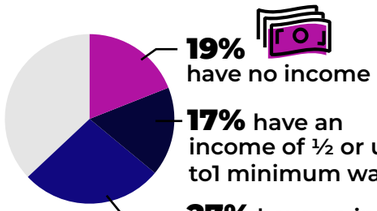


81% live in low-income neighborhoods



46% have completed high school

27% have completed or are completing higher education



19% have no income

17% have an income of ½ or up to1 minimum wage

27% have an income of ½ the minimum wage



77% identify themselves as a part of the LGBTQIAPN+ community



Connecting people and territories to make our world a place with more justice and inclusion is what we do!

To see how we have connected Recife´s slums to a world full of opportunities and technology, check out our video!

ACADEMIA CONEXÕES

PERIFÉRICAS

The goal of Academia Conexões Periféricas is to strengthen 12 organizations or collectives that work with young people (people between 15 and 29 years old) in the city of Recife, so that the impacts generated by these organizations are expanded. The project is also the result of a partnership between FA.VELA, the City of Recife, through Recife’s Youth Department (SEJUV), and the British Government, through the UK-Brazil Tech Hub.



The journey had the participation of representatives of organizations and collectives both formalized or seeking formalization, that had been working with youth in Recife for at least 2 years. Each organization and collective was represented by 2 participants. The important thing was that the organizations were in line with the 11 rights of the Youth Statute (Law No. 12,852/2013).

An immersive journey

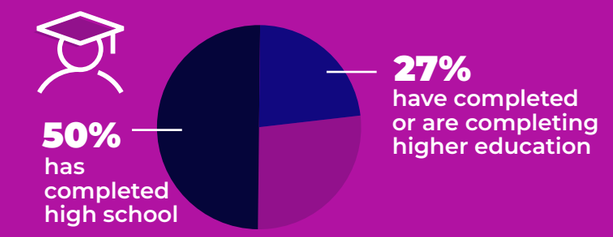
The project offered 3 intense days of training in June 2023, totaling 21 hours of training.

The meetings were held in person in the capital of Pernambuco, which allowed for the creation of a network of relationships between organizations and groups, encouraging the sharing of experiences, knowledge, and opportunities.

To enable the participation of all representatives of the organizations and groups, a grant of R$200.00 was made available to each selected organization, in addition to transportation assistance.

24 people who boosted positive transformation in Recife’s territory

- Profile according to education:



50% has completed high school

27% have completed or are completing higher education

Transbordamento

During 2023, **Mayra Oliveira and Nanda Santana**, cofounders of the Origem Institute received **specialized mentorships developed by the different teams that work at FA.VELA** and applied all the knowledge acquired in their own Institute.

The institute is located in Ribeirão das Neves, in the metropolitan area of Belo Horizonte, and promotes access to art and sports as well offering training for income generation. In 2023 alone, Origem Institute has **impacted 3.703 people directly and 11.109 people indirectly.**



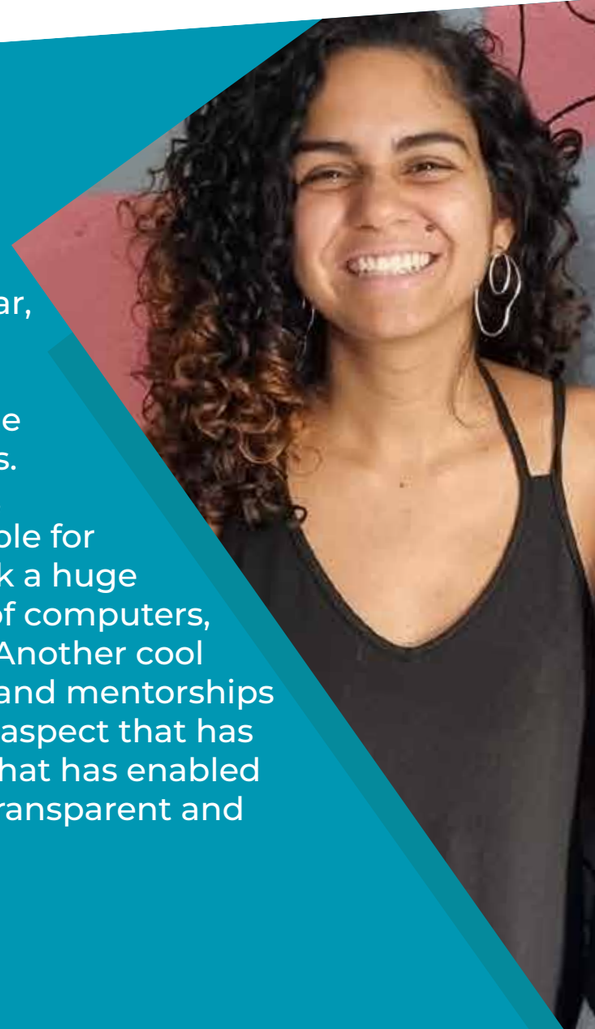






Images on the top (from left to right): mentorship with the administrative and new businesses and partnerships teams. Images at the bottom (from left to right): mentorship with the communication team and delivery of computers donated by FA.VELA to the Origem Institute (2023).

Do you want to know more about Origem Institute?
Access the QR code and check out their amazing work!



Nanda Santana

Cofounder and Operations Director of Origem Institute

"It has been a mark is our history! Since last year, we've had several developments which were crucial for us to be able to move forward with our management and infrastructure. One of the main things was the development of processes. Today, we can have well established processes, delegate functions and define who is responsible for each activity. In terms of infrastructure, we took a huge leap! We received some donations, especially of computers, and that has strengthened our management. Another cool thing, in regard to the recognition, consulting and mentorships we received, was the financial and accounting aspect that has really helped us account for our projects, and that has enabled us to create an Annual Report that was more transparent and assertive."



Mayra Oliveira

Cofounder and Institutional Director of Origem Institute

"Transbordamento has been really important to our organization. We were able to learn a lot; to understand FA.VELA, an organization that we admire so much. We were able to share the experiences of the different teams and of the extraordinary people who work there. That has helped us a lot with our growth and with our view of the future, so we can think and project where we want to be and to strengthen our actions in our territory. It has been really amazing, and we can already see the results of what we have been building here."

correcriativo

The most creative project of all, aimed at developing the entrepreneurial skills of young people, achieved significantly positive results in 2023 when it comes to the dissemination of knowledge and access to resources for micro and nano entrepreneurs with a high index of socioeconomic vulnerability.

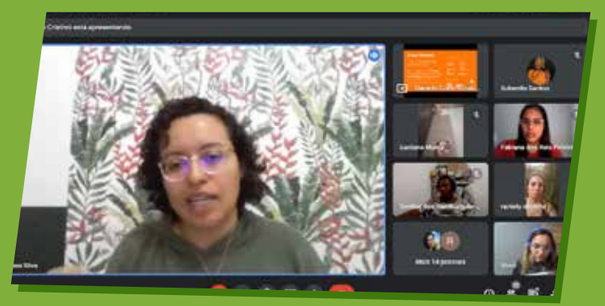
In 2023, of the 98 people registered in the edition Corre da Alimetação, 35 entrepreneurs were selected in the first phase and **5 moved on to the acceleration phase.**

Check out our complete journey:

1st phase

35 participants were selected for the sixth edition of Corre Criativo had access to the entrepreneurial training journey, with classes, mentoring, technical visits and psychosocial assistance.

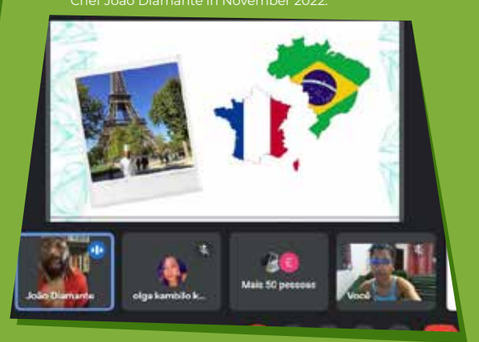
Opening class with a presentation by Tati Silva in September 2022.





Cash flow class October 2022.

Aula Mara (open to the public) with Chef João Diamante in November 2022.



2st phase

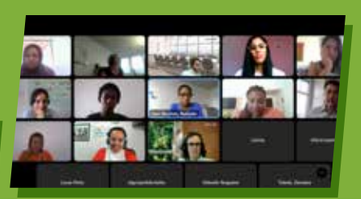
In the acceleration phase, the 5 entrepreneurs who won the pitch battle benefited from accessing individual mentoring, strategic and assisted financial resources and classes aimed at the reality of their businesses.



Pitch Battle for the acceleration phase in December 2022.



The 5 entrepreneurs selected for the acceleration phase.



Closing event of the second phase of the project with the participation of mentors who participated fully in the training journey and volunteer mentors from the Julius Baer Foundation.

To bring even more quality to the literacy journey of Corre Criativo, in 2023, more precisely in the second phase of the project, **the accelerated participants had exclusive mentoring with senior professionals**, references in the international market in their area of activity, on a completely voluntary basis.

Corre's exclusive volunteer program included:

- **73 volunteer mentors**
- **105 hours of class**
- **850 hours of individual and collective mentorships**

Check out how the accelerated participants have evolved during their journey:

80% of the companies have evolved in management and business development

100% of the companies have evolved in finances

80% of the companies have evolved in the use of communication channels



Olga Koho
Malewa Food

“Being a foreign, black, and African female entrepreneur is not easy. People always have this prejudice about our ability to do a good job and understand things. There is always this very bad judgment that black people don't know how to do things, that our products are not very good and don't have much quality. And that is why I want to show, through my business, the real history of Africa and the richness of the culture of the countries of this beautiful continent. In addition, there are these things that have been discussed over the years, such as men receiving more opportunities than women, and this is really one of the difficulties that female entrepreneurs are facing today. Finding support as an entrepreneur means finding support through partnerships, such as with FA.VELA, which helped us a lot to achieve our goal and to further boost our business.”



Fabiana Pereira
Delícias da Fabi

“Corre Criativo da Alimentação was a turning point for Delícias da Fabi. Proof of this are the numbers that show that, in fact, the acceleration journey had a significant impact on my business. Our delivery grew by 656% compared to the first half of last year (2022). Our monthly revenue grew by 97.93% compared to the same period (2023). I am very grateful to FA.VELA for believing in my business and allowing me to live this experience. I have no words to thank all the mentors of the project. Especially the mentors of the Julius Baer Foundation for their care, affection and concern for me.”

All of Belo Horizonte has been #On with FA.VELA!

cê tá on
TRANSFORMAÇÃO DIGITAL INCLUSIVA



In another partnership project with the British government, through the UK Brazil Tech Hub and in an unprecedented partnership with the City of Belo Horizonte, Cê Tá On was yet another journey that transformed and digitally included thousands of people in the capital of Minas Gerais.

With an unprecedented methodology, Cê Tá On, which was divided into three branches of action, confirms once again that our driving force is in the right direction!

These are the three branches of Cê Tá On

Social Education

Workshops were offered to promote digital citizenship and expand Prodabel's range of courses.

6.740 people
assisted in 12 telecentres throughout Belo Horizonte.



Training journeys

We held
6 events, with
244 people impacted by the training activities.



Professional training

2 training sessions were carried out.

- Digital Careers and Entrepreneurship
- Introduction to the Bar and Restaurant Job Market

For **30 trans women and travestis** in a highly vulnerable social condition, totaling **322 hours of training activities.**



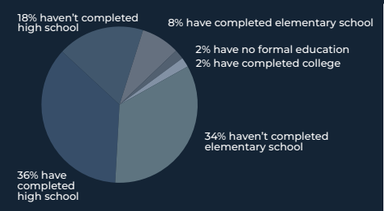
Check out the profile of the people who have been #On with FA.VELA:

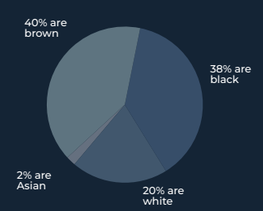
7014
people assisted
(on all three branches of the project)

Professional training branch

Age
Of the oldest people who applied

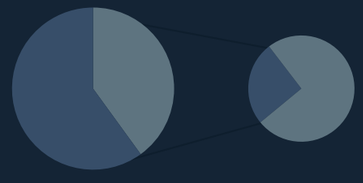
67 61 57 53

Education


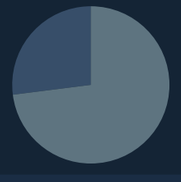
Ethnicity


Here are some of the results of this branch:

40% of the women went on job interviews throughout the training journey



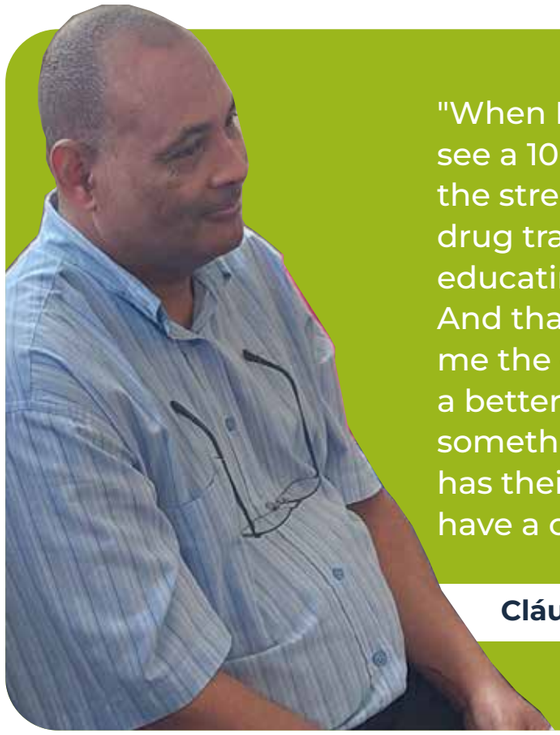
out of this group, **67% were approved**



73% reported an income increase



60% came of out the journey having a resumé



"When I come here to class and see a 10-year-old boy who is not on the streets involved in crime, especially drug trafficking, who is learning and educating himself, it is very rewarding. And that is priceless! The project gives me the opportunity to dream and seek a better life. Social Education conveys something fundamental: each individual has their own value and deserves to have a chance!"

Cláudio Pereira - Social Education branch

"I am Valeska and I am participating in this training because I have great hope of adding this training to my professional life, which will help me get a formal job."

Valeska da Silva

Professional training | Introduction to the job market branch



Check out how important it is to provide socioenvironmental change and to include people in the world of digital technologies, listen now to our podcast and stay #on with us!

perifa60+

Perifa 60+ is another way of valuing and respecting older adults, combating ageism. Thus, we want to spread the perception in society that **older people are agents of positive change in their community, after all they possess a wisdom that only longevity can provide.**

The best age to start

learning something new is

the age you have!



Aiming to develop digital, entrepreneurial and leadership skills for the population over 60, **Perifa 60+ provides more accessible digital autonomy through digital inclusion and the use of a wide range of technologies.**





The journey of Perifa 60+

We train and promote interaction with the contemporary generation, turning **102 people 60+ into digital citizens**, and ending 2023 with 100 new people enrolled in the second edition of the project.

To ensure completion of the training journey, **all participants have access to a tablet with internet connection and receive a R$200,00 grant every month throughout the entire trail**. In addition, they receive psychosocial support and participate in cultural activities called Rolêzinhos, completely free of charge.



"In addition to the technology and all the learning we had, my experience in the course was marked by inclusion, by knowing that I am capable and that I can do it. We were treated with great care. We received a heartfelt welcome. The learning opens your mind, and the course motivates us not to stop. When you are older, often, a child does not have the patience to explain things to you, and you end up feeling limited. Finally, the course provides us with this: fears disappear!"

Vânia Assis - Participant of the 1st Edition of Perifa 60+

"I always wanted to learn about computers because I don't know anything and now, I'm learning. The course is excellent and I'm loving it! I already know how to check my e-mail; I already know how to make cards with photos and messages. Everyone over 60 should take the course because we need to stay up to date with modern things."

Valdete Santos - Participant of the 1st Edition of Perifa 60+



According to the International Telecommunications Union, women and older people are most affected by digital inequality.

Socioeconomic profile of Perifa 60+:



79% of people identify as black



26% have not completed high school

42% have not completed elementary school



79% earn from 1 to 2 minimum wages



Before beginning the journey

2% had a good understanding and was always connected to the internet



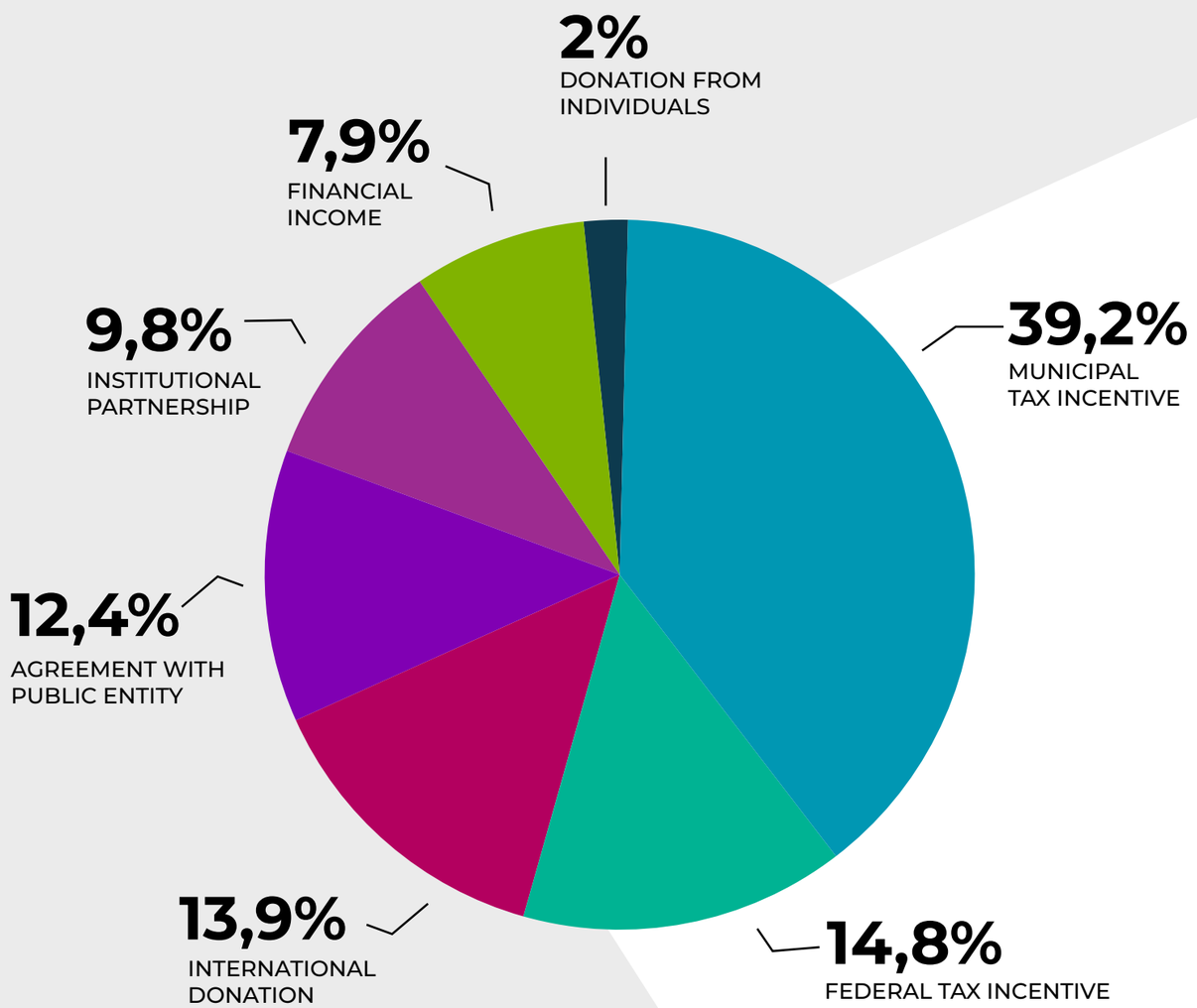
Want to know more about Perifa's Rolêzinhos?
Click here and watch the video!

FINANCIAL DATA

▶ INCOME 2023

MBI, MBII, PERII AND OSC LAB	MUNICIPAL TAX INCENTIVE	R$ 2.068.820,74
RESILIENTES	FEDERAL TAX INCENTIVE	R$ 859.300,99
JULIUS	INTERNATIONAL DONATION	R$ 699.439,88
CÊ TÁ ON	AGREEMENT WITH PUBLIC ENTITY	R$ 703.386,37
CXP E MEF	INSTITUTIONAL PARTNERSHIP	R$ 520.931,15
INVESTIMENTOS	FINANCIAL INCOME	R$ 416.580,78
PF NACIONAL E INTERNACIONAL	DONATION FROM INDIVIDUALS	R$12.055,22

TOTAL: R$ 5.280.515,13



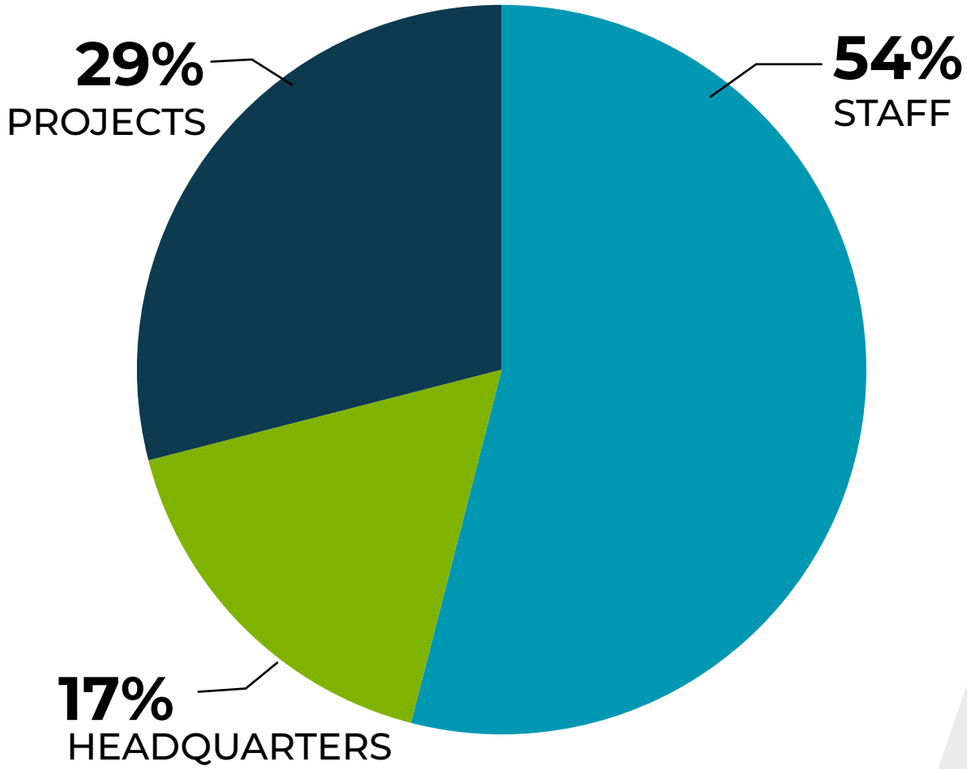


Equipe Interna (2023)

▶ EXPENSES 2023

STAFF	R$ 2.937.609,00
HEADQUARTERS	R$ 910.036,01
PROJECTS	R$ 1.616.813,23

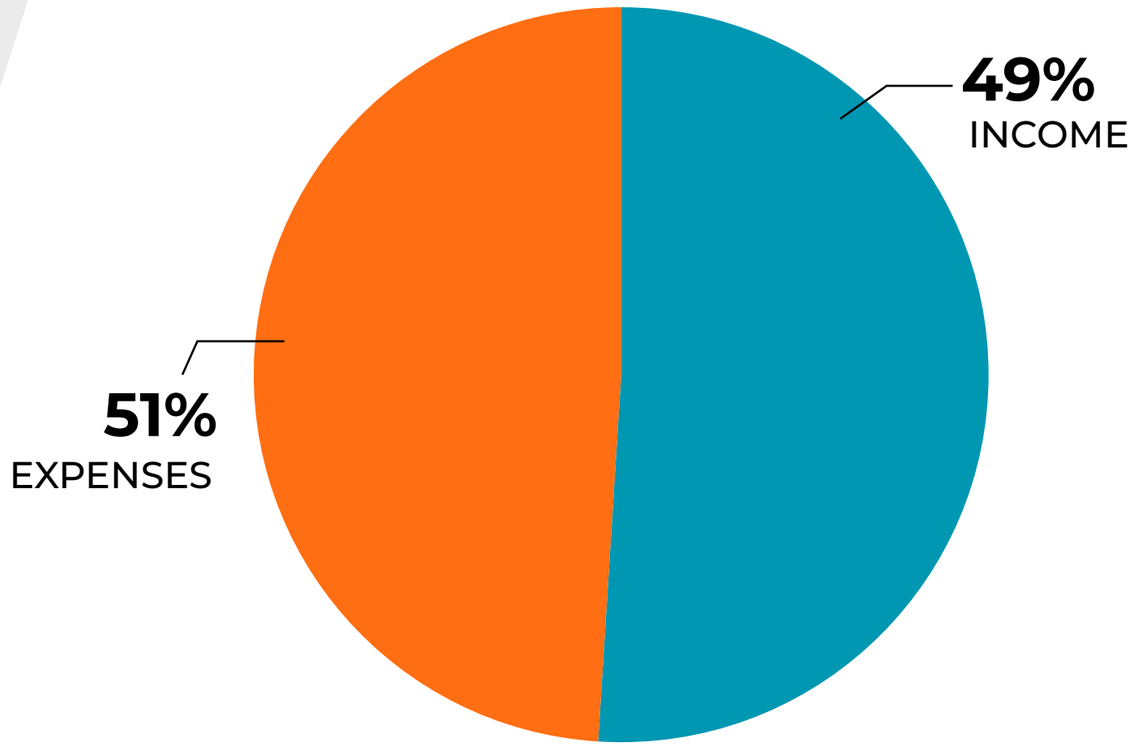
TOTAL: R$ 5.464.458,24



▶ FINANCIAL TRANSACTIONS

INCOME	R$ 5.280.515,13
EXPENSES	R$ 5.464.458,24

TOTAL: R$ 10.744.973,37



FINAL MESSAGE

This report highlights the type of legacy we seek to leave for Belo Horizonte, Minas Gerais, Brazil and the entire world. After all, having more than 43,000 people who have been directly impacted by our projects motivates us to continue towards positive impact, reducing the countless inequalities and lack of basic access that most of our society faces every day.

The capitalist system is a reality, and we have to use it to our advantage. Here at FA.VELA, we believe that connecting people and territories with such different realities, privileged and marginalized, means that this exchange of experiences, knowledge and, above all, the exercise of empathy and collective sense, truly transforms society, the environment and culture.

Therefore, we invite everyone to celebrate 10 years of this community with us, we still have many more places to boost and many dreams to fulfill.

We need to continue in the same direction, with great unity and valuing equity. Come with us and be a part of our great and welcoming community, come with FA.VELA!







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FINANCIAL AND
ADMINISTRATIVE DIRECTOR

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COFOUNDER, DIRECTOR OF NEW
BUSINESSES AND PARTNERSHIPS
AND HEAD OF FUTUROS INCLUSIVOS

TATIANA SILVA

COFOUNDER,
EXECUTIVE DIRECTOR

TEAM

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ALESSANDRA MARQUES

RESEARCH AND WRITING

ALESSANDRA MARQUES

GABRIELLA BORJA

LAURA GUIDO

SUPERVISION AND TRANSLATION

LAURA GUIDO

DESIGN

CAROLINE MARQUES

DATA AND CONTENT

FA.VELA'S STAFF

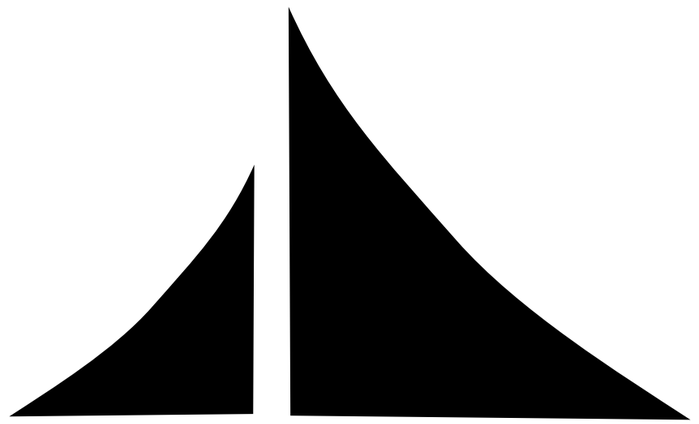












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