



# 2015 ACTIVITY REPORT

## Balance Sheet and Achievements in 2015

The year 2015 was a strategic one for **Instituto Rio**, since we were able to effectively strengthen the West Zone Community University initiative, consolidating the network of civil society organizations and partners. Significant gains included the promotion of a diversified programming of activities organized by the civil society network (organizations and collectives), reaching a significant number of participants and achieving significant territorial reach. The exchange of experiences, sharing of knowledge through the organization of workshops, lectures, training courses designed for different groups from specific sites in the West Zone and focus on topics associated with the area of human and citizen rights indicate that we are on the right path.

The creation of the Community University Facilitating Group, coordinated by **Instituto Rio** and made up of different organizations with clear territorial operations – UNISUAM, Farmanguinhos, Fiocruz Mata Atlântica and Casa Fluminense – was a crucial action in terms of strengthening the network and planning joint activities designed to promote discussions on topics of interest to the local communities while also giving visibility to innovative initiatives.

During the year 2015, **Instituto Rio** celebrated its 15th anniversary and also the 10th anniversary of the Vera Pacheco Jordão Fund. To mark

the occasion, there was the launch of the 2nd Edition of the Geraldo Jordão Pereira Award, focused on recognizing innovative initiatives in the areas of culture, education and community development in Rio de Janeiro's West Zone. October 27 marked the award ceremony, benefitting 10 community-based organizations/groups with total donations of R\$ 110,000.00.

The **Investe Zona Oeste!** ("Invest in the West Zone!") Program represented an important achievement in terms of **Instituto Rio's** activities involving the region's business sector. The initiative is focused on promoting local philanthropy, based on the awareness raising and mobilization of local companies for the creation of community funds to invest in social-cultural projects, contributing toward the development of the territory in the different sites of operation.

Having assumed the commitment to work transparently with our partners and funders, this 2015 report presents information associated with our support program, the work developed related to networked coordination and the management activities developed by **Instituto Rio**.

The **Instituto Rio** Team would like to thank all of its partners, employees and advisors for the successes achieved. Let's keep it up!

# Organizations and groups supported in 2015 - Annual Call for Proposals

During the year 2015, the focus of the request for proposals was strengthening the initiatives of the West Zone Community University through the total donation of R\$240,000 to support 12 projects by community-based organizations and groups (R\$ 20,000.00 for each initiative).

1 - *Associação Cultural do Camorim* ("Camorim Cultural Association") - ACUCA  
Project: *Guias da Natureza* ("Nature Guides")

Social-environmental development, Afro-Brazilian culture and income and work generation.

2 - *Associação Raízes de Gericinó* ("Roots of Gericinó Association")  
Project: *Bumba Meu Boi - Estrela de Gericinó* ("Party of the Bumba Cow - Gericinó's Star")

Popular culture, education, citizenship and community tourism.

3 - *Associação Semente da Vida da Cidade de Deus* ("City of God Seed of Life Association") - ASVI  
Project: *Voz da Rede* ("Network Voice")

Culture, citizenship, community communication and digital inclusion.

4 - *Centro Cultural a Historia que eu Conto* ("Story that I Tell Cultural Center") - CCHC  
Project: *Facilitadores da Paz* ("Peace Makers")

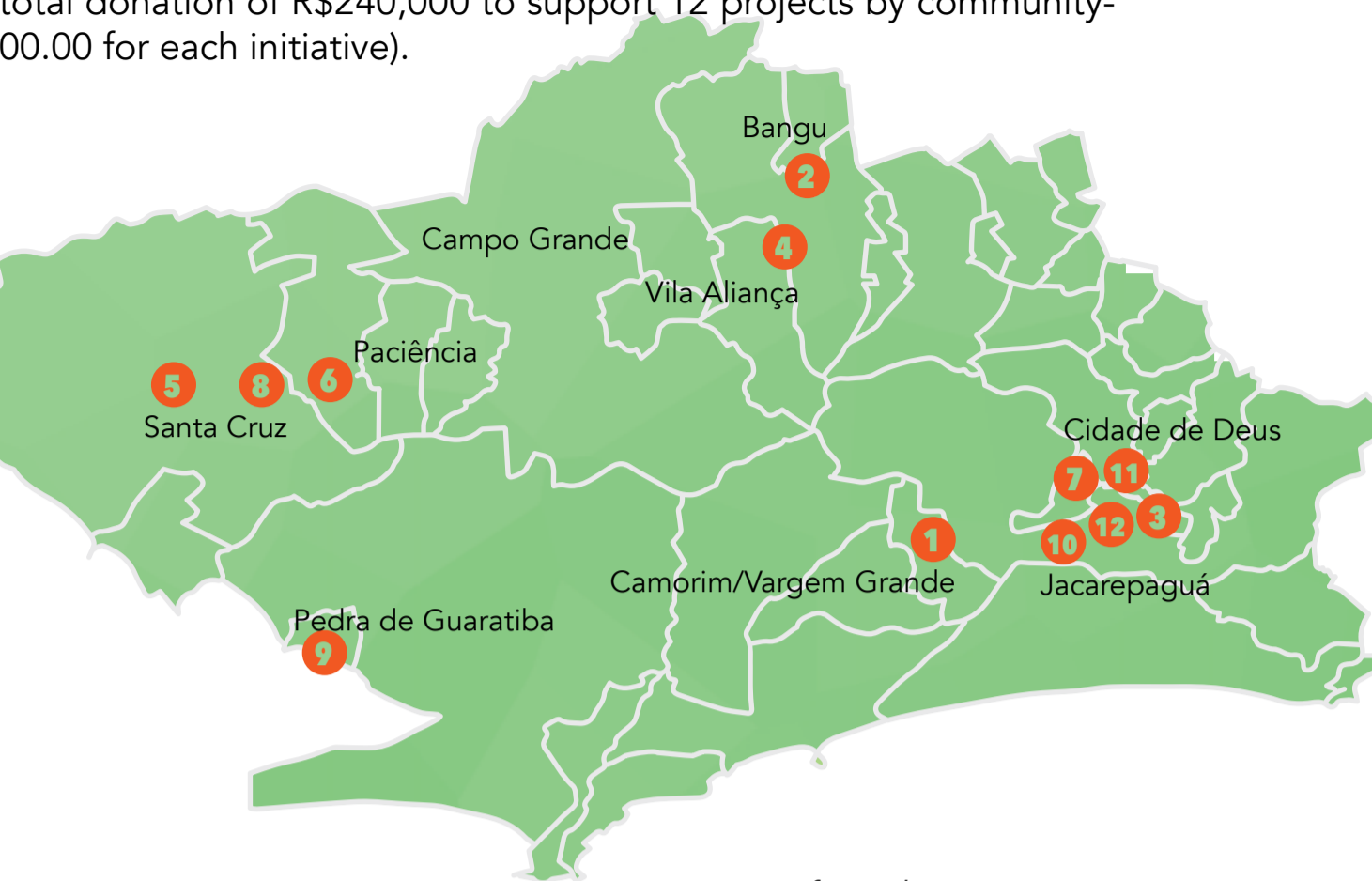
Art, culture and human rights.

5 - Rio de Janeiro State Art and Culture Facilitators' Cooperative - *Casa da Rua do Amor* ("Love Street House")  
Project: *JACUTUCOS II*

Creative and solidary economy, income and work generation, culture and community development.

6 - *Grupo Cultural Vozes da África* ("Voices of Africa Cultural Group")  
Project: *Cine Rua Paciência Cultural* ("Cultural Patience Street Cinema")

Art, Afro-Brazilian and audiovisual culture.



7 - *Instituto Projetar Brasil* ("Project Brazil Institute")  
Project: *Jornada jovem de promoção e prevenção da saúde* ("Youth Seminar on Promoting and Preventing Health")

Sexual and reproductive rights, health and education.

8 - *Instituto Santa Cruz de Esportes* ("Santa Cruz Sports Institute")  
Project: *Centro de Iniciação Esportiva e Alto Rendimento* ("Center for Sports Initiation and High Performance")

Culture, sports, and citizenship.

9 - *Mulheres de Pedra* ("Stone Women")  
Project: SOLIDARTE

Solidary economy, income and work generation, education.

10 - *Oficina de Criação e Capacitação Artística* ("Artistic Creation and Training Workshop") - OCCA  
Project: *Oficina de Criação e Capacitação Artística*

Culture, theater arts and citizenship.

11 - *Poesia de Esquina* ("Corner Poetry")  
Project: *Poesia de Esquina nas Escolas* ("Corner Poetry at the Schools")

Culture, literature, education.

12 - *Rede Cidade de Deus de Economia Solidária* ("City of God Solidary Economy Network")  
Project: *Ateliê das Talentosas* ("Talented Women's Atelier")

Income and work generation and citizenship.

## Activities undertaken by the West Zone Community University Network

In 2015, approximately 80 activities were promoted by the West Zone Community University Network involving the civil society organizations (supported entities) and partners, such as: courses, gatherings, workshops, chats, rounds of conversations, sports events, lectures, artistic and cultural expositions nature trails and visits to the supported projects with aims of promoting the exchange of experiences and sharing of knowledge.

The main themes addressed during the activities were associated with topics in the areas of gender and race, youth, combating religious intolerance, human rights, citizenship, environment, artistic and theatrical creation, cinema and video, health, community communication, cultural production and the culture of peace.

The activities involved the presence of approximately 400 participants: 89% members of the supported collectives' coordination team; 56% members from technical teams (teachers, instructors, workshop leaders, etc.) and 56% of the public (direct and indirect) assisted.

### Highlighted Activities

3/17-19 - Partner Orientation and Training Meeting. Farmanguinhos.

3/18 - Dialogue Table: The role of community organizations and the challenges inherent to building an agenda of Rights in the West Zone of Rio de Janeiro. Farmanguinhos.

5/20 - Meeting with network of partners from the West Zone Community University. Campo Grande Augusto Motta University Center (UNISUAM).

6/10 - Meeting of the West Zone Community University Network with Mexican Community Foundations: exchanging experiences and sharing knowledge. Associação Semente da Vida da Cidade de Deus ("City of God Seed of Life Association") - ASVI.

June 2015 - Launch of the West Zone Community Library

9/1 - Partial evaluation meeting of 2015 support. Centro Cultural História Que Eu Conto ("Story That I Tell Cultural Center") at Vila Aliança.

9/9 - 11/4 - Meetings to prepare for the West Zone Youth, Farmanguinhos and UNISUAM in Campo Grande Meeting.

## Supported organizations' areas of operation

 **83%**

act in the cultural area;

 **35%**

work and income generation and promote affirmative education;

 **67%**

community development;

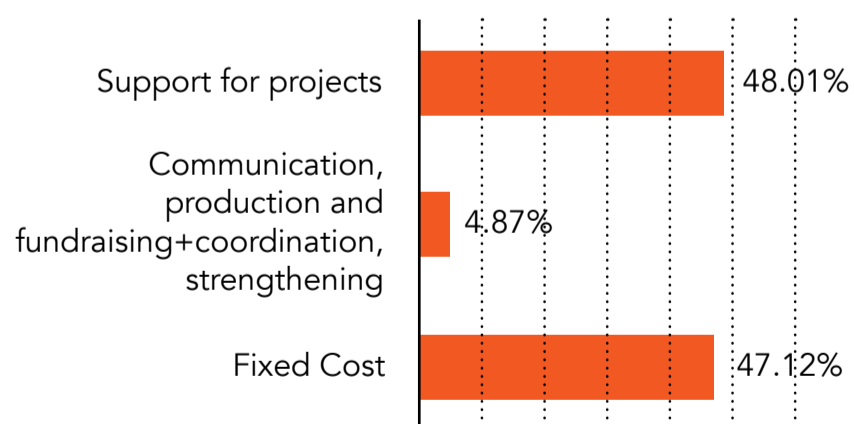
 **50%**

develop projects in the areas of human rights and affirmative action.

## Resources donated from 2003-2015

Year / Period	Projects Supported	Resources Donated
<b>2003-2014</b>	222 Projects	R\$ 1,679,656.00
<b>2015</b>	12 projects Annual Selection	R\$ 240,000.00
	10 projects - GJP Award	R\$ 110,000
	<b>Total: 22 projects</b>	<b>Total: R\$ 350,000</b>
<b>2003-2015</b>	<b>244 projects</b>	<b>R\$ 2,029,656.00</b>

## Resource disbursements in 2015



“For us, the support from **Instituto Rio** represents an educational process. This is the differential, which is not only regular support for projects, it is also focused on building knowledge with us in a shared way, respecting the institution’s autonomy.”

*Centro Cultural a História que Eu Conto (“Story That I Tell Cultural Center”)*

“For us, the support from **Instituto Rio** means continuity, strengthening and sustainability. And this support is actually not just financial support, but also institutional support, committed to our development and growth, which presents this proposal of the community university where we will work in networks. From our point of view, **Instituto Rio** is an institution that came to help us further qualify this work that we had already begun.”

*Centro Cultural Vozes da África (“Voices of Africa Cultural Center”)*

## Results of Support

### Direct and indirect publics

**Direct public: 1,000** participants:

**70%** adolescents and youth; **60%** children; **55%** from nearby communities.

**Indirect public: 10,000** people assisted:

**100%** community residents; **90%** family members; **70%** students and public from other community-based organizations/collectives.

### Communication

**100%** of the organizations developed printed materials; **90%** developed photographs; **70%** created blogs, websites and used social media and institutional logos. **44%** had articles published in newspapers and magazines; **33%** developed multimedia material.

### Strengthening and Social Transformation

**100%** of the organizations strengthened their presence and achieved visibility through the support received and encouraged the social transformation, empowerment and leadership of the public served.

### Partnerships and Public Policies

**78%** established partnerships with social movements, community-based collectives and/or government agencies. **66%** worked together with networks and forums, civil society organizations from the West Zone and local community and alternative media. **56%** had contact with civil society organizations, institutions and collectives from the cultural area. **55%** of the organizations were involved in public policy actions (such as public boards and commissions).

### Resource Mobilization

**67%** of the collectives were able to mobilize more resources, together with those who received funds from **Instituto Rio** and were able to approve some project through the selection processes (participation in call for proposals).



**PRÊMIO GERALDO JORDÃO PEREIRA**  
2ª Edição: cultura, educação e desenvolvimento comunitário

On October 27, 2015, **Instituto Rio** held the award ceremony for the 2nd Edition of the Geraldo Jordão Pereira Award at Biblioteca Parque (Parque Library) in downtown Rio de Janeiro.

The 2015 award celebrated the 15-year anniversary of **Instituto Rio** and 10-year anniversary of the Vera Pacheco Jordão Fund. An institutional video was created for the occasion presenting the selected initiatives. It can be view on the **Instituto Rio** YouTube channel: [www.bit.ly/institutorio](http://www.bit.ly/institutorio)

This edition benefitted 10 innovative initiatives in the areas of Culture, Education and Community Development, with R\$ 115,000 donated to the following community-based institutions and groups in Rio de Janeiro's West Zone.



**R\$ 20,000.00**

**Coletivo Mulheres de Pedra**

Territories of Faith...girls lulled in the poetic womb of the mangrove forest

**Associação Raízes de Gericinó**

Party of the Bumba Cow - Gericinó's Star



**R\$ 7,500.00**

**Jornal A Notícia Por Quem Vive**

The News By Those Who Live It

**Centro Dia de Santa Ana**

Care Project: City of God Keepers' Agency

**Centro Cultural a História Que Eu Conto**

Peace Makers

**Casa da Rua do Amor**

Jacutucos II

**Grupo Alfazendo**

ECO NETWORK - Social-Environmental Development Community Network



**R\$12,500.00**

**Associação Semente da Vida da Cidade de Deus**

CDD Web Radio

**Associação Cultural do Camorim**

An inter-religious dialogue between heaven and earth: there is space for everyone

**Defensores do Planeta**

Seeds of Mendanha

"It is of utmost importance for us to know that not just us, but another 10 institutions will be benefitted. They will be able to count on the resources to move forward with their dream. With this award. Mr. Geraldo eternally makes dreams come true."

*Jornal A Notícia Por Quem Vive*  
("The News By Those Who Live It")

"The Geraldo Jordão Award aims to support projects in the West Zone, since this region accounts for more than half the population of Rio de Janeiro and has been forgotten. This support is to help give the West Zone a new outlook."

*Associação Raízes de Gericinó*  
("Roots of Gericinó Association")

"I believe it is very important to continue valuing the work of Mr. Geraldo Jordão, since he always had this vision for the West Zone."

*Associação Semente da Vida da Cidade de Deus*  
("City of God Seed of Life Association")

**Investe Zona Oeste!**  
("Invest in the West Zone!")

**Investe Zona Oeste!** is designed to raise the awareness of the region's business community to promote actions focused on private social investment, seeking to contribute toward the territory's social-cultural development. The program works to create community funds in a range of sites to support initiatives originating from civil society in different areas. It receives financial support from the Global Fund for Community Foundations (GFCF) and the institutional partnerships with the Federation of Industries (FIRJAN) and Group of Foundations, Institutes and Companies Group (GIFE). During 2015, the project **Investe Campo Grande!** was developed in partnership with the Campo Grande Commercial and Industrial Association (ACICG), involving 18 local companies. The agenda of activities and lectures was focused on emphasizing the importance of Local Development and Private Social Investment actions in the area of Campo Grande.

**Instituto Rio** is a community foundation created in 2000 to support and strengthen initiatives that promote social development in the city of Rio de Janeiro's West Zone. It works to empower local communities, mobilize and coordinate the different strategic actors present in the territory, coordinate partnerships and collaborative networks and qualify the work of community-based leaders, social organizations and collectives.



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