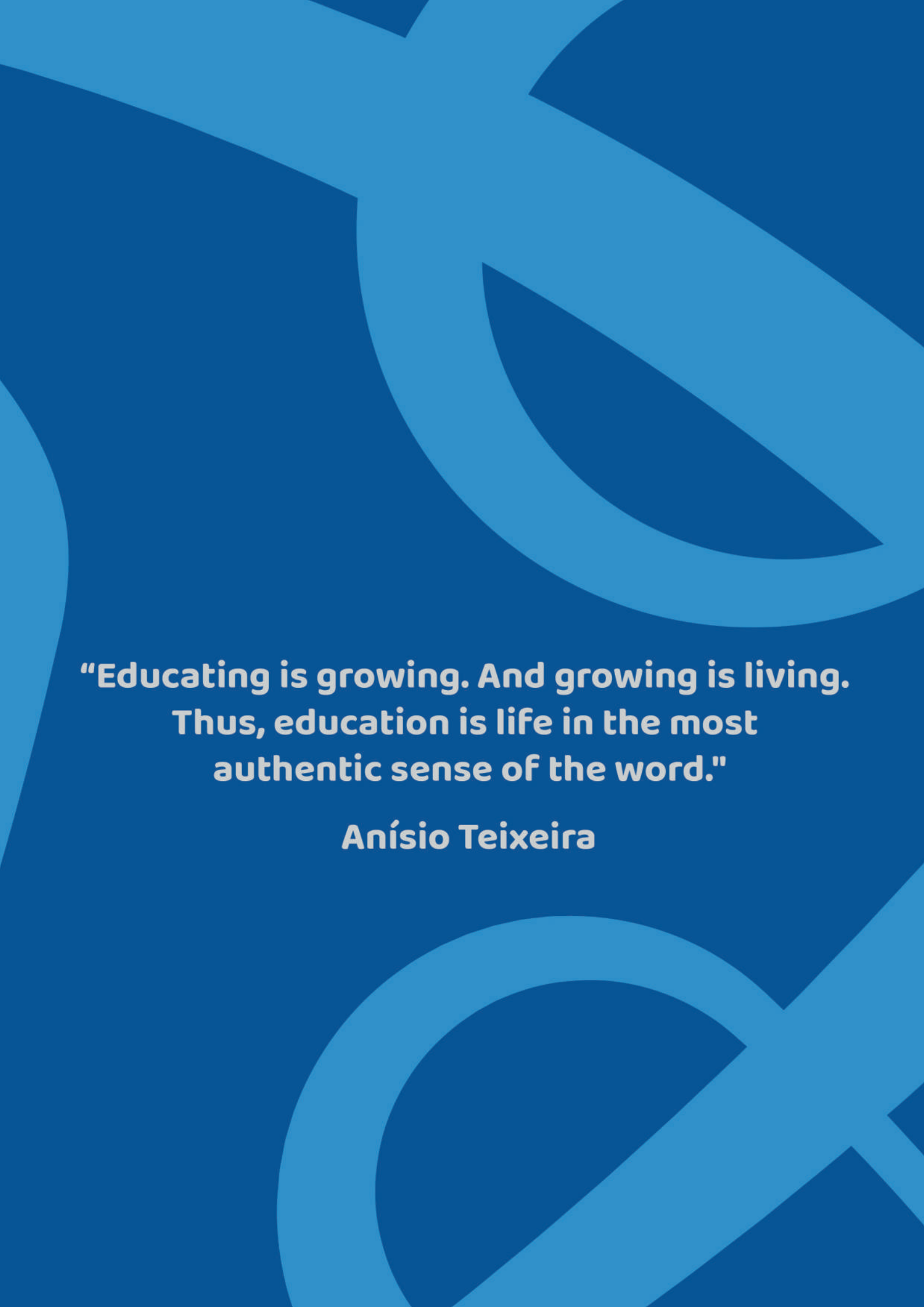


Impact reporting



The background is a solid dark blue color. Overlaid on this are several large, overlapping, organic shapes in a lighter shade of blue. These shapes resemble stylized leaves or petals, with curved edges and some internal shading that gives them a three-dimensional appearance. The shapes are arranged in a way that they seem to flow across the page, creating a sense of movement and depth.

**“Educating is growing. And growing is living.
Thus, education is life in the most
authentic sense of the word.”**

Anísio Teixeira

What is **impact reporting**?

One of the most relevant themes in the current impact organizations market is the management of social, environmental and economic impact generated. The internal guidelines of the institutions on this topic aim to increase understanding of impact results and implement actions to enhance positive agendas and mitigate negative externalities, in addition to extending the effectiveness of participation and communication of efforts to stakeholders involved in their chains. The impact measurement process is in full development and it has been a long time since such a mature movement has been witnessed in this approach, which now has several lines of thinking and structuring.

Impact reporting by the heads of the organizations has been the focus of research and development efforts at various centers around the world, and in Brazil it is no different. The theme is reflected in the most diverse scenarios and organizations. Even with all this effort, impact measurement and management are maturing themes in the operational scenario of several sectors, constituting an investment opportunity for the various market players.

USAMOS TRÊS REFERÊNCIAS PARA TRADUZIR OS IMPACTOS DO INSTITUTO RAMACRISNA:



UN Sustainable Development Goals - Agenda 2030

Study completed by 193 countries on the world's principal socioenvironmental problems.



GRI (Global Reporting Initiative)

Pioneer in sustainability reporting since 1997.



IRIS (Impact Reporting and Investment Standards)

Catalog of performance metrics widely accepted and used by impact investors.

"Management and measurement of socio environmental impacts produced by projects and businesses are fundamental pillars for enhancing positive results and mitigating negative externalities for society and the environment. These processes allow for greater transparency and reliability in organizational activity, with expansion of communication and involvement of stakeholders in its operation. Impact reporting is a materialization of this institutional movement, constituting an asset for organizations to broaden their transformative action."



Gabriela Ferolla
COO ImpactLAB





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About
Ramacrisna

1

Our
Impact

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Projects

55

Come along
with us!

instituto
ramacrisna

T'Si



**As Instituto
Ramacrisna completes
6 decades of activity,
we present society with
a study on the impact
resulting from the
actions performed
throughout the years.**

Letter of introduction

With the support of ImpactLAB, an expert in the field, we gathered data with great care and using sophisticated mechanisms to demonstrate how Ramacrisna's work has transformed the lives of children, adolescents, young people and adults in 11 cities in the metropolitan region of Belo Horizonte.

This knowledge will help us plan for the coming years, define the actions to be carried out, which public to serve and what objectives to achieve. The legacy left by our founder, Arlindo Corrêa da Silva in his values and principles, has provided the entire group of directors, managers and employees with a direction where ethics and transparency guide our steps and promote the consolidation of our methodology.

The recognition we have received in recent years attests to the quality of the activities carried out, and the commitment and competence of all employees. The diversity of partners enhances the institution's transparent management and trustworthiness in the eyes of society.

We thank Fundação Dom Cabral for the partnership that led Instituto Ramacrisna to a management of excellence, which strives every day for continuous improvement and the enhancement of skills in the certainty that, as our founder said, this is Divine Work and as such we must be able to serve all those who come to us with love and dedication.



Solange Bottaro

Vice-Presidente Ramacrisna

About Ramacrisna

Instituto Ramacrisna is a non-profit Civil Society Organization without religious or partisan ties that has aimed to promote the growth of human beings for 6 decades through art, culture, education, vocational training, learning, work and income generation, sports, leisure and audiovisual production, focused on communities in a situation of social vulnerability so that, through self-knowledge, they become self-sufficient.



Activity:

Minas Gerais, in the city of Betim and 11 surrounding regions



Our vision:

To be a reference in innovation, social project management and optimization of resource use in the Non-governmental Nonprofit Sector.



Our mission:

Transform lives through solutions in education and vocational training, aiming at human, cultural, social and environmental development.



Values:

Ethics, commitment, determination, innovation, altruism, transparency, flexibility.

Our history

1950

Arlindo Corrêa da Silva (Founder) begins social work for poor children

1959

Formal creation of the Ramacrisna Social Organization

1963

Inauguration of 1st boarding school in Betim

1975

Start of Ramacrisna Productive units

1992

End of boarding school and start of community care

1993

Death of the founder

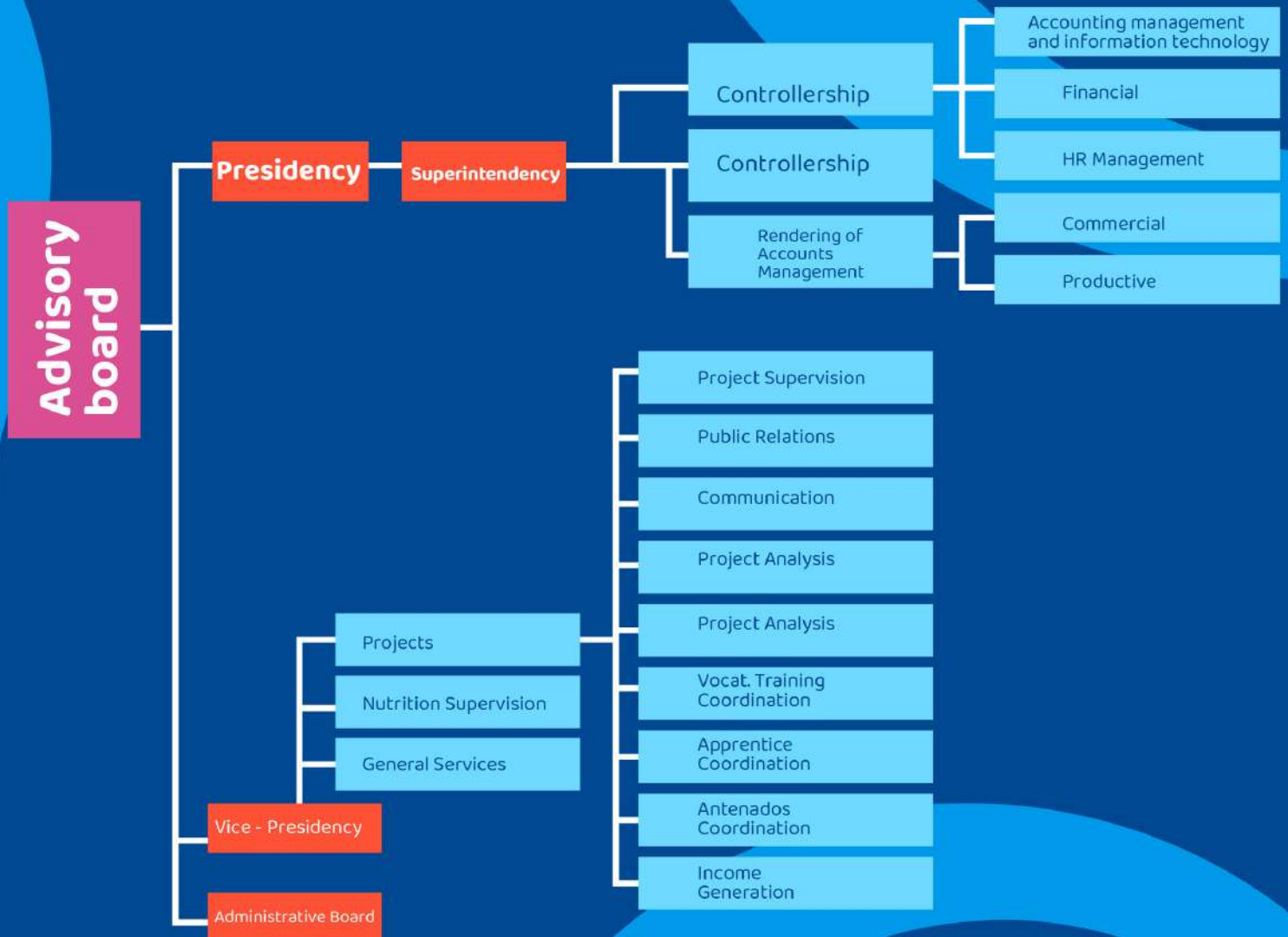
2004

Expasion of partnerships with the government

2019

60 years of the Institute and 1st Impact Report.

Organizacional Flowchart



Prizes Recognition



2018

Great place to work



2018 and 2017

National finalist in Itaú-unicef prize



2018

Criança Esperança



2017

Transparent Ngo stamp



2018

Brazil's best institution in Social Assistance Prize



2014

Minas gerais prize for nongovernmental nonprofit sector entity management excellence



2018 an 2017

Best NGOs for donation prize



2018 an 2017

Minas M illenium Goals prize





MELHORES ONGS
2018

Instituto Ramacrisna

Foi selecionada como uma das **100 melhores ONGs do Brasil em 2018** de acordo com os padrões de gestão e transparência. É uma ONG para se DOAR, e alcançou a admiração e o apoio das pessoas.

[Signatures]
Márcio Campos
Márcio Campos
Márcio Campos

DOAR
FILANTRÓPIA

MELHORES ONGS
2018



Our Impact



113,500

IS ANNUAL AVERAGE OF
CUSTOMER CONSULTATIONS
BY THE INSTITUTION



R\$ 226.50

1s the average
per consultation

Consultations in
partnerships
with the government

90.50%

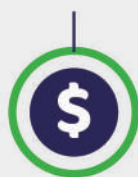


9.50%

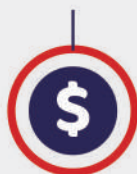
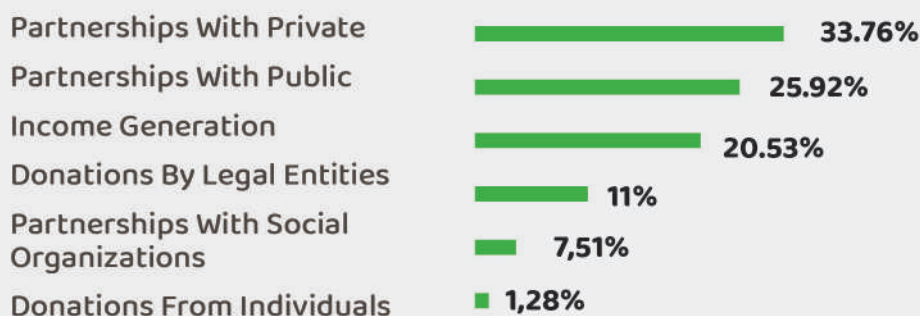
Consultations
Completed
at Headquarters

R\$ 26.7million

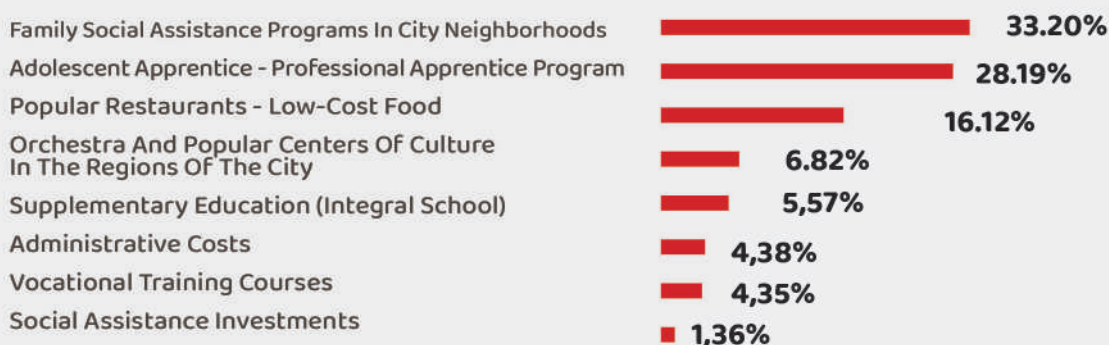
is the average annual spend



Proportion of
revenue by origin



Proportion of
spent by origin





254

employees

74% Social Action

19% Administrative

7% Screen Factory



55% are women



45% are men

Of the employees working at headquarters:

29,50%

Already participated in a Ramacrisna project

36,07%

A family member already participated in a Ramacrisna project



7 years and 11 months

is the average time employees remain in the institution

SUSTAINABLE DEVELOPMENT



17 Goals

193 Countries

169 Goals

On September 25, 2015, leaders of the 193 Member States of the United Nations, in New York, unanimously approved the adoption of Agenda 2030 and the 17 Sustainable Development Goals (SDGs). The new milestone of the international community was the result of a process that began at the Rio+20 Conference in 2012.

At the heart of the document is the concern with integrating the three pillars of development - social, economic and environmental.

Its construction began much earlier, in 2000, when the Millennium Development Goals (MDGs) were approved, which lasted for 15 years and much was learned about measuring global impacts. It was a great movement of globalization, collaboration and learning, which enabled an unprecedented advance. Brazil was a worldwide reference in implementing MDGs.

A major evolution from the previous model, the MDGs, to the current one, the SDGs, was the greater involvement of the entire community. In this context, the translation of the impacts generated by Instituto Ramacrisna based on SDGs is important and necessary, demonstrating how all local actions contribute to the achievement of global development objectives.



**SUSTAINABLE
DEVELOPMENT
GOALS**

Map of **SUSTAINABLE** DEVELOPMENT GOALS more aligned with Ramacrisna operations



10 Reduction of Inequalities

Reduce inequality within countries
and between them

10.1 By 2030, progressively achieve and sustain income growth for 40% of the poorest population at a rate higher than the national average.

10.2 By 2030, empower and promote the social, economic and political inclusion of all, regardless of age, gender, disability, race, ethnicity, origin, religion, economic or other status.

10.3 Ensure equal opportunities and reduce inequalities in outcomes, including through the elimination of discriminatory laws, policies and practices and promote appropriate legislation, policies and actions in this regard.

4

Quality Education

Guarantee inclusive, equal, quality education, and promote learning opportunities throughout life for all.

4.1 By 2030, ensure that all girls and boys complete free, fair and quality primary and secondary education that leads to relevant and effective learning outcomes.

4.4 By 2030, substantially increase the number of young people and adults with relevant skills, including technical and vocational skills, for employment, decent work and entrepreneurship

4.A - Build and improve physical facilities for education, appropriate for children and sensitive to disability and gender, and that provide safe, non-violent, inclusive and effective learning environments for all.

8

Decent Work and Economic Growth

Promote sustained, inclusive and sustainable growth, full and productive employment and decent work for all.

8.3 Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro, small and medium-sized enterprises, including through access to financial services.

8.6 - By 2020, substantially reduce the proportion of young people without jobs, education or training..

16

Peace, Justice

and Effective Institutions

Promote peaceful and inclusive societies for sustainable development; provide access to justice for all and build effective, accountable and inclusive institutions at all levels; combat corruption and bribery in all its forms

16.5 Substantially reduce corruption and bribery in all its forms.

16.6 Develop effective, responsible and transparent institutions at all levels

16.7 Ensure responsive, inclusive, participatory and representative decision-making at all levels.



espaço
de
inovação

Wainigton
Co



OUR Projects



Adolescent
Apprentice



Caer



Vocational Training
Courses



Ramacrisna
Screens



Antenados



Arlindo Corrêa
da Silva Library



Orquestra
Ramacrisna



Adolescent Apprentice

Instituto Ramacrisna was authorized by the Ministry of Labor to train and guide young people in their first opportunity in the job market, assigning them to companies as apprentices.

The actions, supported by the companies, are extremely important at this critical moment in the lives of adolescents and contribute to the construction of a decent and productive future for these young people. In this way, violence, drug trafficking and use, teenage pregnancy, among other elements deeply harmful to society as a whole, are lessened.

By reducing these circumstances, changes occur in communities, municipalities, states and throughout our country.



SUSTAINABLE DEVELOPMENTS GOALS MORE ALIGNED WITH PROJECT ACTIVITIES





**The project stimulates
the development of professional and
ethical values
in adolescents who are at
social and personal risk,
promoting inclusion and
the first contact of these
young people aged 14 to 18 with
the job market**

For each
R\$1
Invested

SROI

SOCIAL RETURN ON INVESTMENT

Adolescent Apprentice

Social Return of
R\$ 3,95



+
R\$3.6

million is the
annual average
invested in the
program



8,96
Satisfaction of
the adolescent
with the
Program



8
Satisfaction of the
companies with
the Adolescents

Activity areas

- ADMINISTRATIVE AIDE
- LOGISTICS ASSISTANT
- BANKING SERVICES
- AIDE AUDIOVISUAL AIDE
- APPRENTICE IN SPORTS
- TRADE AND SERVICES AIDE
- APPRENTICE IN MUSIC

IMPACT FOR THE ADOLESCENT



461 Annual average of new participants

78% of adolescents who took part in the Program already finished high school. (National average was 64% in 2017).

1/2 Minimum Salary

is the amount of the monthly grant that the apprentice receives during program participation.

1 year and 2 months

is the average time the apprentice takes part in the program.

R\$ 2.300

Average income declared by people who got work after completing the program.



100 Participating Companies

IMPACT FOR THE COMPANY

R\$ 7.624,96

is the average annual investment per adolescent apprentice.

R\$ 834,00

is the average amount saved on recruitment, training and adaptation, due to hiring a professional who already works in the Company as an Adolescent Apprentice.

6 out of 10 managers

state that:

"Having teenagers in the company improves the organizational climate and ambiance".



Out of every 10 adolescents who take part in the program, 2 are hired after the contract ends and one remains in the company for another 4 years.

65%

of managers state that the adolescents apply the theoretical knowledge in their daily activities.

59%

guarantee the course learning is enough for the Company's needs.

Solidarity and support

Ramacrisna is very important in my career.

My first professional experience came from the Young Apprentice program which I was in for two years. They were the best days of my life.

I matured as a person and had access to professionals who I still have contact with.

After that period, I participated in other courses such as Audiovisual and Automobile Mechanics. I also had the chance to take part in the first Industrial Robotics class. One week after the Ramacrisna graduation I was referred for an internship interview in the area of automation. The same day I started my internship I started production engineering college.

I've had several opportunities in the company I work in (trips for training and etc.) I did 4 months as an intern and then they signed my working papers. Thanks to God and the incredible opportunity Ramacrisna gave me, I became a better person and a better professional. I always recommend Ramacrisna and their projects since it is one of the most supportive and pleasant places I've ever known.



Samara Prado
Production Engineer

CAER

Ramacrisna Educational Support Center

Through CAER - Ramacrisna Educational Support Center, we offer the children participation in several workshops held in a period that is complementary to their public school classes thereby broadening their horizons and opening doors to a more equal and fairer world.

The children get lunch and snacks daily, even during holidays, as well as school supplies and clothing, as an incentive to the family to keep them attending school. This has significantly reduced school truancy and child labor, common practices in the region, and has increased the level of education for children and adolescents.

ACTIONS BY CAER



Chess Workshop

Information Technology and Education



Art, Craftwork and Environmental Sustainability



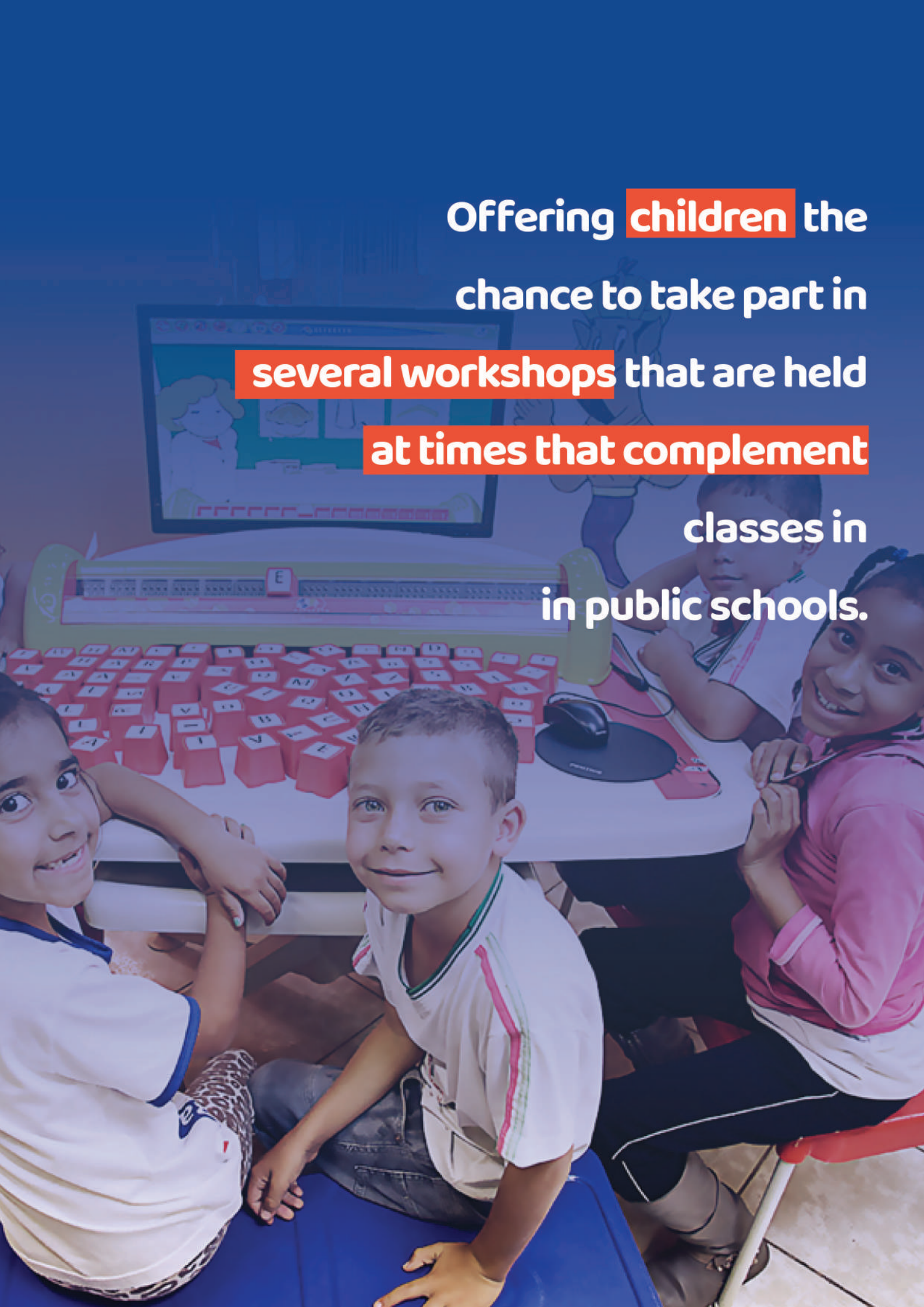
Sports and Recreation Center



Technology and Innovation

Sustainable Development Goals More Aligned With Project Activity



A photograph of three children in a computer lab. In the foreground, a girl on the left and a boy in the center are smiling at the camera. They are sitting on blue plastic chairs. In the background, another child is sitting at a desk with a computer. The desk has a keyboard with red keys, a mouse, and a monitor displaying a cartoon character. The text is overlaid on the right side of the image.

Offering **children** the
chance to take part in
several workshops that are held
at times that complement
classes in
in public schools.



SROI SOCIAL RETURN ON INVESTMENT

CAER

For each **R\$1** Invested

Social Return of **R\$ 4,15**



+ R\$ 672 thousand

is the average annual investment in the project



For those responsible

7 out of **10**

+477

annual average of children served



young people who go through CAER interact better with their families and other people

12 years is the average age of those served

PROFILE OF THE PARENTS

Average Age

36 years

40 years

Schooling

Only **28%** have finished high school

Only **24%** have finished high school

1,66% are illiterate

2,88% are illiterate

Professional status

37,36% are unemployed

16,75% are unemployed

Mothers

Parents

R\$ 1,044.00 is the average monthly income of the household's main earner

68%

of those who work state: "If the children weren't in the CAER activities, the main earner and other people from the family group wouldn't be able to work."

Vocational Courses

Since 1995, Instituto Ramacrisna has offered vocational training courses for young people and adults at personal and social risk in all the neighborhoods of Betim and surrounding cities. Human and citizen education complement technical learning, promoting the development of ethical and professional values.

The infrastructure of the training spaces is planned for each course, and is equipped with modern equipment, machinery and tools.

Courses Offered



Automobile Mechanics



Installation Electrician



Computer and Local Network Operator



Audiovisual



English



Industrial Robotics



Welding

DECENT WORK AND ECONOMIC GROWTH



8

4



QUALITY EDUCATION

IRRADICATE POVERTY



1

16



PEACE, JUSTICE AND STRONG AND EFFECTIVE INSTITUTIONS

REDUCE INEQUALITIES



10



Train

young people and adults

for placement in

the job market.

SROI SOCIAL RETURN ON INVESTMENT

For each
R\$1
Invested

Vocational Courses

Social Return of
R\$ 5,59



249,000
is the average annual
investment
in the project

+475
annual average
of adults served
aged 16 to 50

51%
are currently
employed

35%
worked due to the
course knowledge
acquired

94%
of those not working feel more
prepared for the market after finishing
the courses

Family income of participants

**Between
R\$ 1000 and
R\$ 2,000**
for the entire
family group



**Less than
R\$ 1000**
for the whole
family group



R\$ 1853,00

is the monthly average
for the declared income of people who **got jobs** after
completing Ramacrisna training courses



R\$ 2928,00

is the annual average amount
**participants would
have to invest**
if they didn't have **free access**
to Ramacrisna's training courses

Professional and Personal development

My career as an electrician began after I completed the **Ramacrisna Course for Electricians and Standardization** in the first semester of 2014.

Soon after finishing the course I got a job in a company as an electrician's assistant; 3 months later I got my first classification (1/2 electrician's officer) and 1 year later I had already become an electrician in that company.

I had the chance to take a technical course and I became a technician in this same company, staying there for a total of 4 and a half years.

Today, I am starting a **new journey in my professional career**, as I passed a public examination for the position of line and network electrician for CEMIG.

All my achievements were on the back of much effort and dedication. Certain angels appeared along the way, such as Instituto Ramacrisna, since it was **due to the opportunity they gave me that I was able to follow my path and get to where I am today.**

After my experience with Ramacrisna I also greatly **improved my Interpersonal relations**, and there is no way to gauge the positive impact that they had in my life. I thank the whole IR team especially Mr. Ricardo Mota who was my course instructor, and the course coordinator Ms. Berenice



Luiz Fernando
CEMIG Electrician





Ramacrisna Screens since 1975

The Ramacrisna Fábrica de Telas de Arame (Wire Screen Factory) made the Organization known in Brazil as a Nongovernmental and Nonprofit Sector Institution of reference in self-sustainability projects.

This innovative proposal by the organization's founder, Arlindo Corrêa da Silva, began in the 1970s.

He noticed that the inconsistency of revenue from donations led to insecurity in serving the children and adolescents. Therefore, he began to create an impact business, where the proceeds from the Screen factory are used to maintain quality service on a secure and on-going basis.

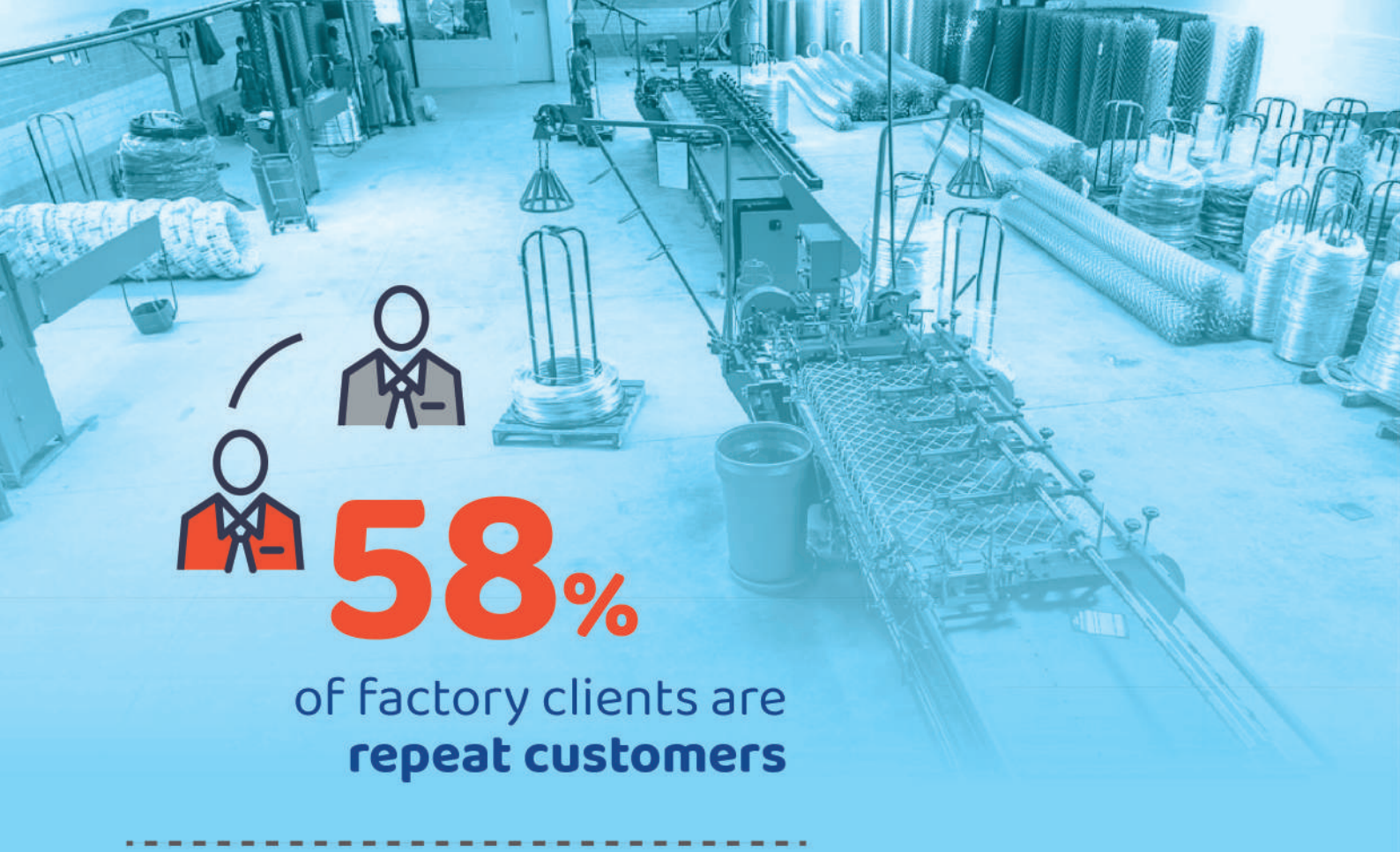
Employees are selected from residents of the region seeking their first employment. They are then trained and hired, receiving payment at the market rate.

Besides Minas Gerais, Telas Ramacrisna serves all Brazilian states and uses raw material from Belgo Bekaert, a mark of quality.

With its automated, modern and highly efficient equipment, it produces excellent results and delivers its quality products quickly and on time.



It is an impact business
where all positive
results obtained in
the Screen factory are used
to maintain quality
service in an
ongoing and secure manner.



58%

of factory clients are
repeat customers



+ R\$ 815 mil

is the annual average that the impact
business contributes to the social
activities of **Instituto Ramacrisna**



Of each **R\$ 100,00** of purchases in
the factory, the client reverts R\$ 16,23 in

Social actions to the community

The Screen Factory es responsible for aproximately

22.425

annual consultations

The end, what are **impact** **businesses?**



Non-profit or for-profit organizations that resolve problems that affect society.



Measure the impacts produced and report these numbers periodically.



Generate their own revenue through a product or service that the market demands.



Strategic decision making is done in a shared and collaborative manner.

The solution could be
“in what” the
business produces,
“for whom”
it produces and/or
“how” it produces

Products and services that directly impact problems in areas such as education, health, housing, social awareness, etc.

Adapted products and services (in format, price, access conditions and/or use) for vulnerable and/or low income populations.

Processes committed to relevant environmental and/or social results, considered aspects of the value chain, collaborative and sustainable practices.



Antenados

The Antenados Producer originated in the Antenados Young Communicators Project, created in 2007 by Instituto Ramacrisna.

In November, 2014, it inaugurated its new space of 240 m² which boasts editing facilities, classroom and Cinemateque open to the outside public.

The inauguration marked a new moment for the **Antenados** who became a **video producer, providing services to companies, the government and social organizations.**

Active in the segments of videos, photos, coverage of events, reports, management and creation of content for social networks and corporate film production. Among its clients are Fiat, Partage Shopping Betim, Betim Chamber of Retail Directors, Apae Bh, Rotary Club Distrito 4760, ChildFund Brasil.

From 2013 to 2018 approximately

710,000

invested

28

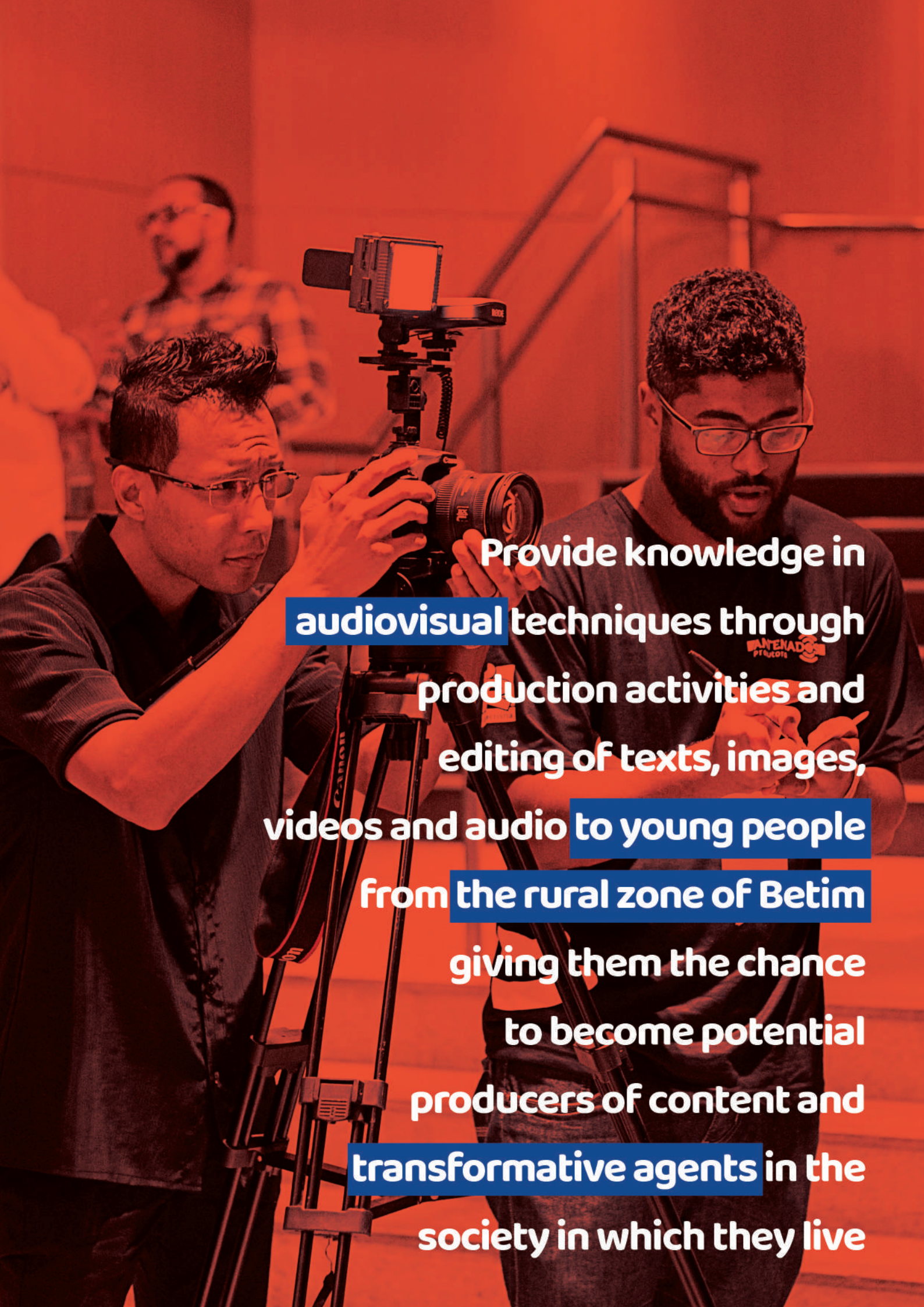
is the annual average of antenados communicators impacted

180

is the average number of young people trained in workshops and audiovisual courses

SUSTAINABLE DEVELOPMENTS GOALS MORE ALIGNED WITH PROJECT





Provide knowledge in audiovisual techniques through production activities and editing of texts, images, videos and audio to young people from the rural zone of Betim giving them the chance to become potential producers of content and transformative agents in the society in which they live

Growth, learning and opportunities

"My story with Instituto Ramacrisna began exactly 18 years ago. Some school friends had recommended a different place where children learned and also played. I took part in almost all the workshops and activities, including craft work and sports. My childhood was marked by lots of moments playing and learning. My first contact with technology was also in Ramacrisna, where I did a computer class and I got to know the Antenados Project when I was a teenager. During that project, I discovered my profession, to be a communicator. I graduated in journalism thanks to my experiences in Ramacrisna.

I returned after graduation as an Antenados instructor and I currently coordinate Antenados Producer activities.

Through the Producer and the Institute I had the chance to travel to England and represent Brazil in Big Hope 2, a congress organized by Liverpool Hope University.

The word that defines Instituto Ramacrisna is definitely 'opportunity'. I am grateful for all the opportunities I had and for so many people that have passed through here.



Cledemar Duarte
Antenados Coordinator



Library

Arlindo Corrêa da Silva

Part of the Betim Community and Public Library Network, State Network of Community Libraries "Sou de Minas Uai" and the National Network of Community Libraries.

In March 2015, its project was selected and sponsored via National Library Foundation public tender, linked to the Ministry of Culture and National Public Libraries System so the entire space was renovated with sustainable furniture, made from wooden pallets and customized by children, young people and women from the community. The intention was to make the space happier, colourful, sustainable and reflect the face of the people who use the space.

4377

is the annual average of times people were attended in the library

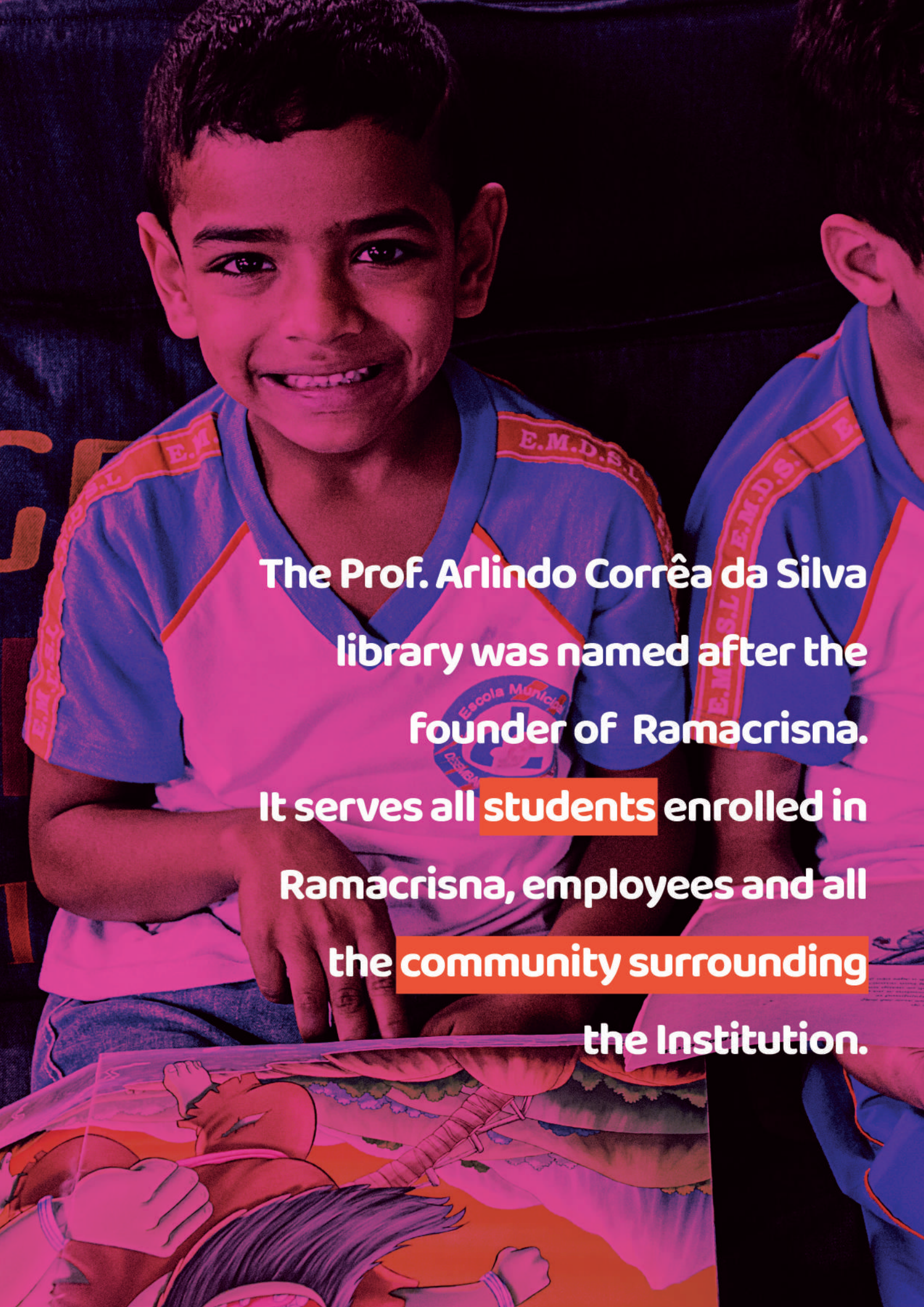
+5000

Youth and adult literature books



SUSTAINABLE DEVELOPMENT GOALS MORE ALIGNED WITH PROJECT ACTIVITY



A young boy with dark hair and a bright smile is the central focus. He is wearing a blue and white school uniform with orange accents. The uniform has 'E.M.D.S.U.' printed on the shoulders and a circular logo on the chest that says 'Escola Municipal'. He is holding an open book, and the illustration of a person in a boat is visible on the page. The background is dark and slightly out of focus, showing another child in a similar uniform to the right.

**The Prof. Arlindo Corrêa da Silva
library was named after the
founder of Ramacrisna.
It serves all students enrolled in
Ramacrisna, employees and all
the community surrounding
the Institution.**



SUCCESS

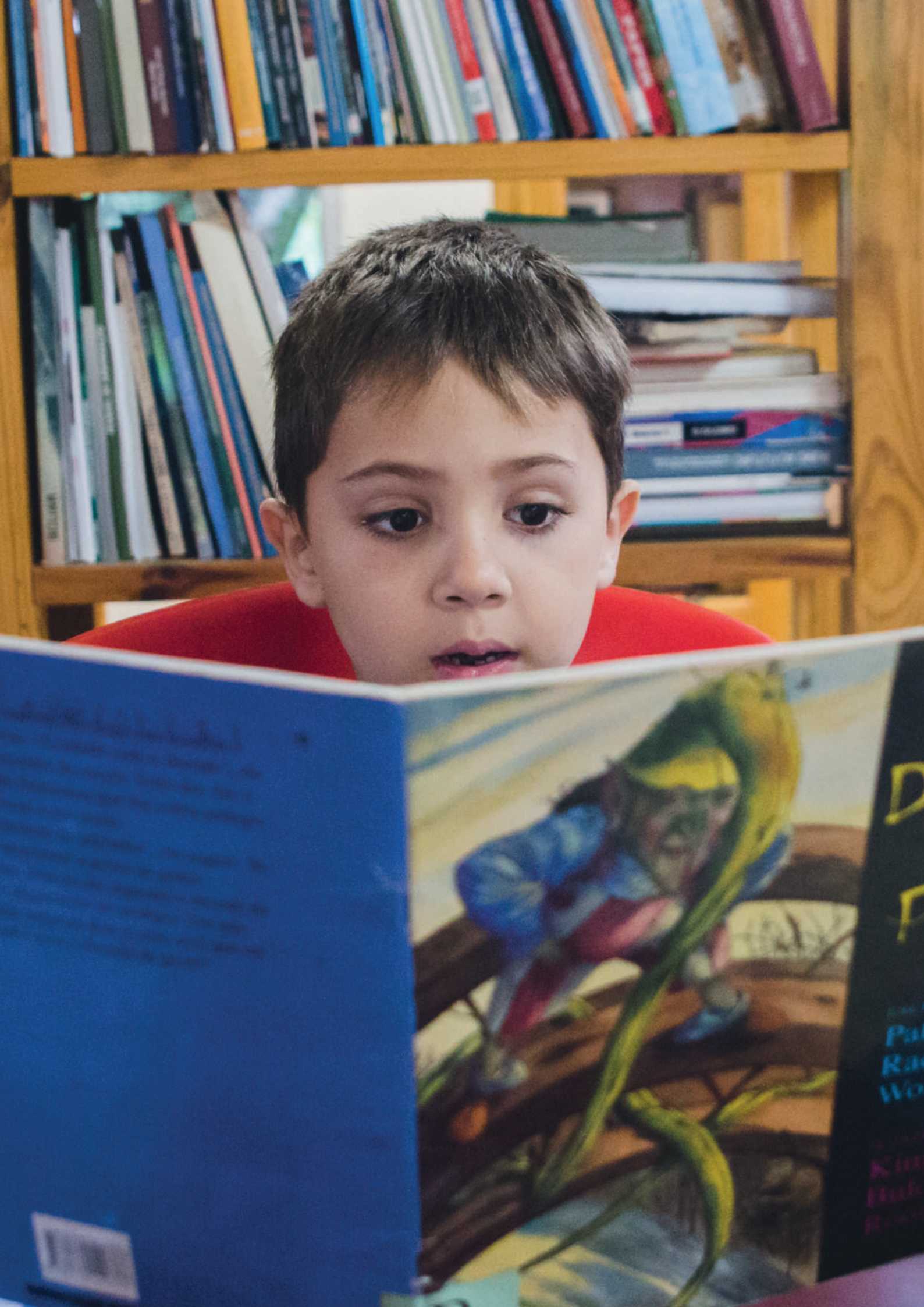
Story

Reading Bag

The main characteristic of the Library is that it is not restricted by walls, since it has several projects that promote itinerant reading, one of which is the "Reading Bag", a bag that transforms into a bookcase and functions as an itinerant library.

The objective is to promote education for children, teenagers and young people from creches and schools that do not have the structure by bringing the library beyond its four walls, implementing literary actions in different spaces and awakening in children the pleasure for reading and the curiosity of discovering what takes place in the world of books.

In 2018, the project was chosen by Criança Esperança (Child Hope) and, in 2019, will benefit about 4,400 children aged between 2 and 13 from the cities of Betim, Esmeraldas, Juatuba and Mateus Leme.



YOUTH Orchestra



Conductor Master

Eliseu Barros

In June 2005, Instituto Ramacrisna created the Youth Orchestra with the aim of introducing children and young people aged between 9 and 25 at personal and social risk, from Vianópolis, Betim, to the beauty of instrumental music. Through the project, 73 musicians attend music theory and practice classes for string and wind instruments. The renowned teachers from the Barros family give classes in sections: Alexandre (wind), Elias (violin) and Wiliam (music theory, bass, cello) accompany Master Eliseu on the mission to promote the musical development of these talented prospects.

Spring Music Festival

The Spring Music Festival held its first edition in 2013. During the event, theoretical and practical classes are provided for various instruments that compose the orchestra, as well as presentations by students, groups and guest orchestras.

The Festival promotes access to instrumental and popular music for communities from Betim's rural zone. The festival mobilizes students, employees, families of musicians, community and guests, involving everyone in moments of socialization and happiness.

65

is the average number of young people involved in the Orchestra per year



23

is the average number of shows by the Orchestra annually

4.500

Annual average of outside public who watched Orchestra presentations



**Introduce children
and young people aged
between 9 and 25
to the beauty of the
instrumental music universe**





**COME
ALONG
WITH US**

SOCIAL RESPONSIBILITY

that costs nothing
to your company!



710,000

**companies are taxed on their
taxable income.**

If all companies assigned a part of their
income tax, it would total

R\$3,9billion

per year in Brazil


99.51%

**of companies that could
use tax incentives don't do so.**

If more companies opted to assign part of their Income Tax, these funds would be capable of transforming the lives of thousands of children and adolescents by supporting activities in education, culture, training and sports for example.

For us, to believe is to project the future

Where to find us

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