



# KARANBA

2021 ANNUAL REPORT

SINCE  
2006

# NUTMEG GOAL

When someone refers to a **nutmeg goal**, you might imagine a brilliant passage of play, where an athlete masterfully dribbles past the opponents to score a goal. However, here this goal takes on a completely different meaning!

We are talking to students who are of college-going age and are also old enough to enter the job market. The idea is to guide them regarding their vocations, possible challenges, and the chances of scoring a major goal by getting admitted to a college or getting a job! In this regard, we are also going to refer this group to apprenticeship courses and provide them with the necessary support to score the goal.

We believe that education and sport can transform lives!

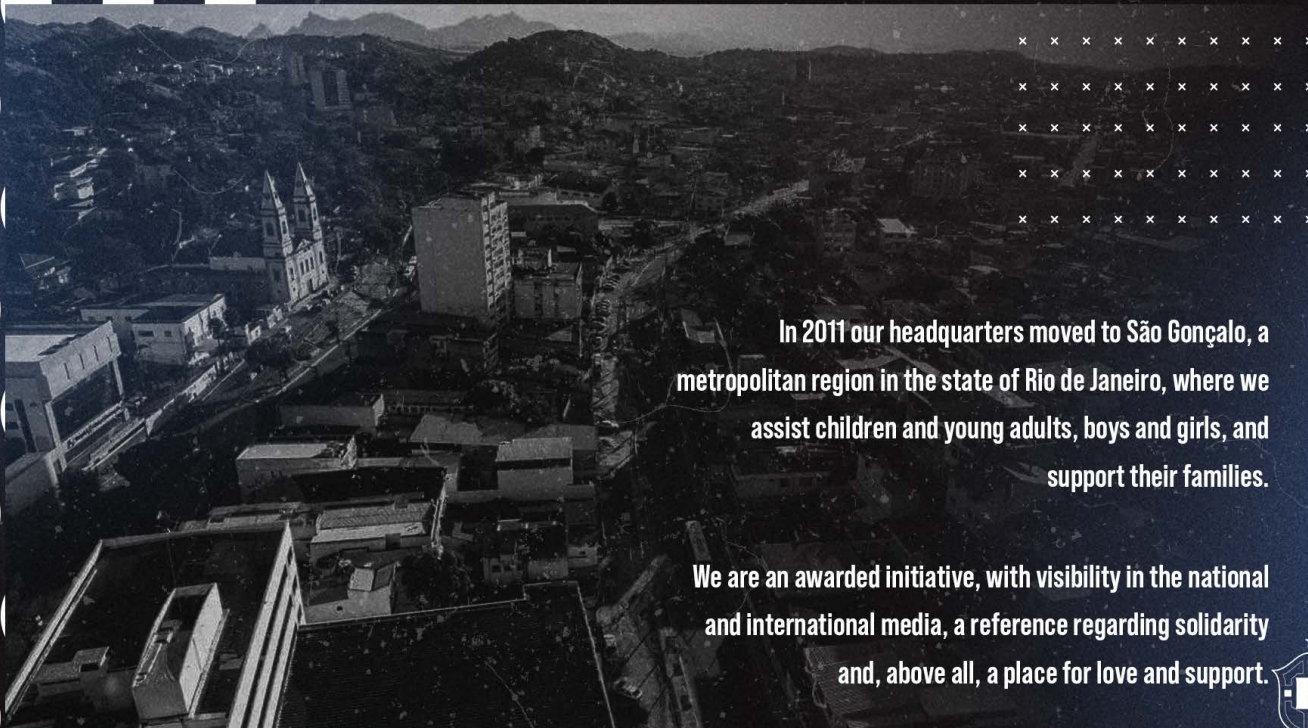
**TOMMY NILSEN**  
**KARANBA PRESIDENT**



# WHO WE ARE?

Karanba is an institution established in 2006, in Rio de Janeiro, by the former Norwegian football player Tommy Nilsen. It arose from the desire to use football and education as tools to reduce inequalities and promote social inclusion. Since then, we have assisted 9,600 students.





**In 2011 our headquarters moved to São Gonçalo, a metropolitan region in the state of Rio de Janeiro, where we assist children and young adults, boys and girls, and support their families.**

**We are an awarded initiative, with visibility in the national and international media, a reference regarding solidarity and, above all, a place for love and support.**



# VALUES

## WE BELIEVE THAT

- Education is a tool that promotes social transformation and reduces inequality, when implemented with a holistic approach;
- Every child has the right to dream;
- The time dedicated to recreation is key to promote personal development, children's physical and mental health;
- Football and its values - such as teamwork, friendship, loyalty, and respect, play important social and integration roles.





# THE ORGANISATION

The year 2021 represents a significant milestone in Karanba's history. The organisation has reached 15 years of existence and has completed 10 years of permanent presence in São Gonçalo municipality.

Along this path we have learned greatly about the urgency regarding social vulnerabilities in the outskirts of Rio de Janeiro, as well as the complexities involved in changing such realities through the improvement of children's and teenagers' living conditions.





9,600  
*STUDENTS*



294  
*PROFESSIONALS*



204  
*FAMILIES*

We have impacted the lives of 9,600 students over the years, contributing to the professional development of 294 young adults, offering social services to more than 120 families per year, and guaranteeing food security to at least 84 families every month.





# GENDER EQUALITY

Our history in São Gonçalo started in 2011, along with our major bet on women's football. Over these 10 years, we have gradually increased the enrolment of girls in the program, now reaching 41% of our total number of participants.

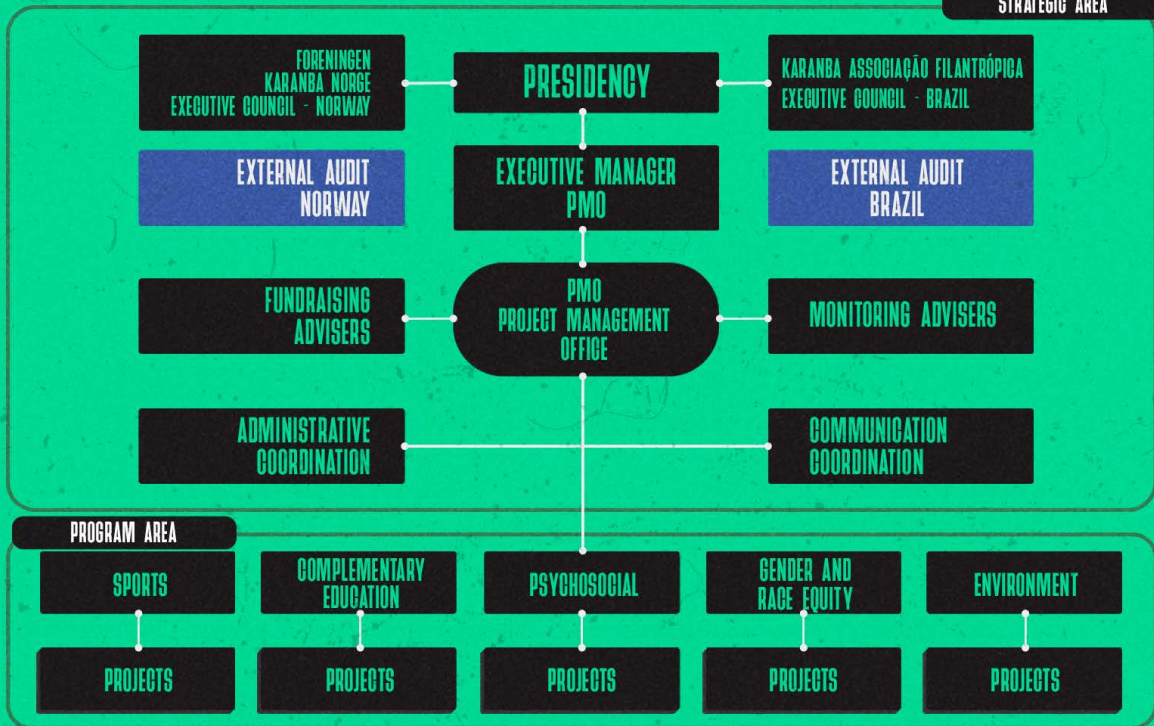


# GROWTH, TRANSPARENCY, AND GOVERNANCE

Karanba currently applies a holistic approach to impact the lives of children, their families, and the entire community, completely aligned with the Sustainable Development Goals (SDGs) set by the United Nations (UN).

This is the result of a constant growth over the last 15 years, which made Karanba an organisation that values transparency, with an internal governance in the process of consolidation, one capable to implement social transformation programs and projects with efficient management.





# KARANBA IN THE COMMUNITY

Since the establishment of our community relations strategy, we have assisted 1,873 families, helping them to gain access to public services and social care programs.

We maintained the Food Safety Program, through which we delivered 17 tons of food. We guaranteed 57,000 meals over the year, a monthly average of 4,750 meals, benefiting approximately 84 families each month.

As a result of this relationship with the community, we were able to establish closer ties with strategic actors, such as São Gonçalo City Hall and SESC.

#### \*SESC

This is the Social Service of Commerce (Sesc), a non-profit Brazilian private institution that develops social programs and provides Social Assistance to commercial workers and their dependents.



MAIN INDICATORS	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Number of students assisted	300	704	714	563	539	449	298	406	581	401	831
Number of students enrolled in educational activities					100	130	160	200	250	- <sup>1</sup>	231
Number of class hours per week	2	4	12	15	14	35	20	31	36	-	32
% of girls benefited	6%	15%	13%	18%	11%	10%	8%	33%	30%	16%	41%
Number of families assisted by social care									115 <sup>2</sup>	1,287	1,873
Number of families benefited by the Food Parcels Program (monthly average)									19 <sup>3</sup>	180	85
% of students that improved their academic performance							50%	68%	86%	-	88%
Number of students that started an apprenticeship training course or found a formal job	3	3	12	13	47	34	26	18	40	25	73

# ONE DECADE OF SUPPORT

<sup>1</sup>Activities suspended due to the Covid-19 Pandemic. <sup>2</sup>This indicator was first adopted in 2019. <sup>3</sup>The delivery of Food Parcels has started in the second semester of 2019



# ANNUAL ACHIEVEMENTS

% OF GIRLS  
ENROLLED

41%

NUMBER OF MEALS  
DELIVERED TO FAMILIES

57,000

NUMBER OF PARTICIPANTS THAT STARTED  
APPRENTICESHIP TRAINING COURSES/CAREERS

73

SOCIAL MEDIA  
FOLLOWERS

20,501



# GENDER AND RACE

Our commitment to female empowerment became more effective in 2021 with actions to raise awareness and promote women's protagonism in Sports, Sciences, Politics, and Society.

This is the consequence of much reflection during the debates on race and gender equity, also by taking into consideration the fact that 50% of the families in our community are headed by black women. We stimulated roundtable discussions among the girls, and as a result, they created an interactive poster that reflects their understanding about the role of women in Brazil's development.

In 2022 we are going to implement the Gender and Race Equity Program.





# EDUCATION TRANSFORMS LIVES

The inclusion of active learning methodologies during this year defined Karanba's pedagogical standard as one that goes beyond educational support, believing in the project's potential to have a positive impact in student's lives.

## 290

STUDENTS  
ASSISTED

## 86%

CHANGED THEIR  
STUDY LEVEL

## 73

STUDENTS STARTED  
APPRENTICESHIP TRAINING  
COURSES OR ENTERED THE  
JOB MARKET

## 5

STUDENTS WERE  
ADMITTED TO  
PUBLIC UNIVERSITIES

## 17

STUDENTS WERE APPROVED  
IN THE JUNIOR FIRE  
FIGHTER COURSE



# SPORTS PERFORMANCE

In 2021, we put technology, the technique, and the highly competitive potential of our 541 participating students on the pitch.

Regarding technology, we acquired an automated external defibrillator (AED) and trained all the staff on how to use it in the case of cardiorespiratory arrest; an InBody bioimpedance scale which allow us to assess each student detailed body condition information (including their improvements); and pneumatic compression boots that accelerate muscle recovery process and enhances performance. We maintain a Health Insurance policy for occasional emergencies with our students. This reflects our priority regarding the safety and care of the children benefited by the program.







**Our competitive potential was displayed in the Carioca U18 Women's Tournament (Campeonato Carioca Feminino Sub 18). Our player's performance led us to the semi-finals, along with other major traditional sports teams, Flamengo, Vasco, and Fluminense. We gained visibility through important media channels like Globoesporte.com. Among other remarkable achievements, one of our players was the tournament's top goal scorer.**

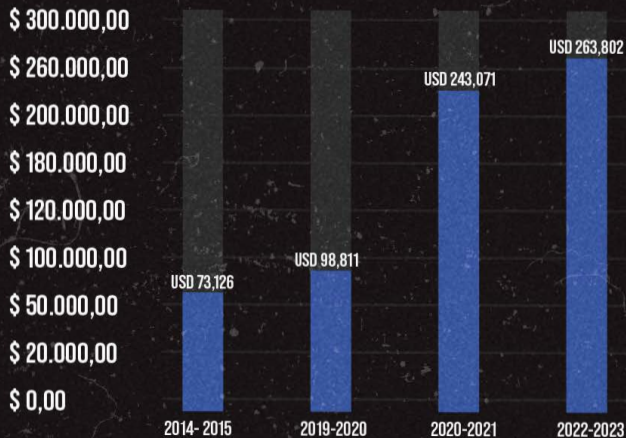


# SPORTS INCENTIVE LAW

Since the beginning of 2014, the Sports Incentive Law has become one of our main financing resources, thus making our projects feasible. The Sports Incentive Laws allow tax waiver funds to be applied in sports and parasports initiatives.

In 2021, this kind of cooperation made it possible to strengthen the partnership with companies such as Itaú, Equinor, ENEL, and Statkraft, making viable the execution of the three projects, and leading us to a successful fundraising track record:

## SPORTS INCENTIVE LAW | RAISED FUNDS

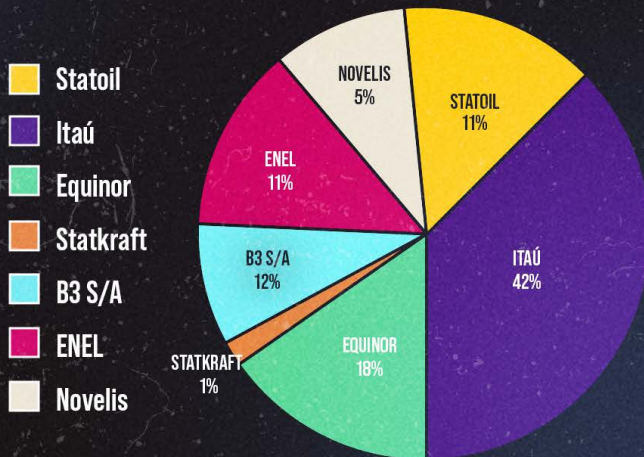


<sup>1</sup> These values are calculated in Brazilian reais according to the dollar quote in July 20th, 2022 ( USD 1 = R\$ 5.47)



# KARANBA'S PARTNERS THROUGH THE SPORTS INCENTIVE LAW

In 2022, we have expanded our partnership and have included more companies, such as B3 and NOVELIS, in order to maintain our projects and prepare to implement additional programs that will approach new topics in Environment and Gender and Race Equity.





# WANG

The contribution of the Norwegian school, Wang, sustains our organisational structure and gives us the necessary support to implement incentivised Projects. This means that this financial contribution is fundamental to make our enterprise sustainable! It constitutes one of Karanba ´s pillars in our mission to transform lives.

Wang is our major sponsor and a reference for the mission of integrating education and sports. We are proud to be aligned with its philosophy, confident that this partnership had a direct impact in the annual results.



# COMMUNICATION

To inform, raise awareness and publicise. Karanba's communication is based on these three pillars. They guide our actions, following the mission of spreading the word about activities, initiatives, and events promoted by the institute.

In 2021, during the Covid pandemic, we used social media as a tool to mobilize people to take the vaccine and to share information about the Coronavirus disease situation. Simultaneously, we maintained a daily coverage of our trainings and classes, following closely the development of the projects funded by the Sports Incentive Law and other sponsored activities.

Over the year, our students appeared in photos, videos, and press articles, ratifying our philosophy of having them as the protagonists of the stories we share.



# KARANBA MADE IN BRAZIL

Placing Karanba's girls and women as key players and protagonists has always been one of our missions. Now, with the production of an authored documentary that tells the journey of five of them in their path to one of the greatest world football tournaments - from São Gonçalo to the Norway Cup - the prominence and encouragement of female empowerment becomes even more tangible.



# ACCOUNTABILITY

In 2021, we consolidated the routinely disclosure of our Accountability reports to the external audience, especially to partners, sponsors, and the public sector. As a result of an established transparency organisational culture, all the reports (partial and final) were approved without remarks.

We continue to enhance our monitoring strategy, applying innovative follow-up methodologies, building indicators, and defining the organisation goals along with the development of our new Strategic Plan.



## SUSTAINABLE DEVELOPMENT GOALS (SDGs)

SDGs became a part of our programmatic agenda in 2020 and they currently constitute our main compass to guide the work done to benefit the community where we operate.

Our entire portfolio of child, teenager and family care services, including education, sports, social service, gender, and support are aligned with 9 out of the 17 SDGs defined by the UN: No Poverty; Zero Hunger and Sustainable Agriculture; Good Health and Well-being; Quality Education; Gender Equality; Actions Against Global Climate Change; Reduced Inequality; Peace and Justice, Strong Institutions; and Partnerships.





# FUTURE VISION AND ACKNOWLEDGEMENTS

After 15 years of existence, KARANBA is growing as a social and organisational force, capable of stimulating and fighting for social justice, gender equity, and financial sustainability in the pursue of better conditions for children and teenagers from the communities in the outskirts of Rio de Janeiro State.

Guided by this objective and being aligned with the Sustainable Development Goals (SDGs), we are on the verge of building two new Programs: The Environment Program, with an emphasis on Nutrition/Sustainable Healthy Diets and Climate Change; and the Race and Gender Equity Program.



**These new Programs will complement our successful work on education and educational sports as social tools that promote transformation.**

**We are grateful for the vital support from our sponsors, volunteers, and collaborators.**





TOGETHER WE MAKE DREAMS COME TRUE AND HELP TO  
**TRANSFORM LIVES**

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DESIGNED BY:



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