



2022
ANNUAL
REPORT

WOMEN



SINCE 2006

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INTRODUCTION



WE CHANGE TO CHANGE LIVES

It's difficult to put into words all we have gone through in 2022. With great discipline, efficiency, and dedication, but mostly with sensitiveness, we have trained and helped a team of selected girls to go to Norway and to compete in the Norway Cup. They went and shined, not only for the bronze medal they brought to the community, but for the inner conviction they now possess that they are the protagonists of their own future.

Karanba has also learned during the year how to do more and better for the rights of the families in the community. We have perfected our projects and created Programs to assist children, youngsters,

and families in a holistic manner, through activities of entrepreneurship, citizenship, self-recognition, and environmental consciousness, without compromising the basis of our work.

After 16 years of existence, social injustice is still our main concern and source of motivation. To realize how wonderful people are born, in a reality lacking opportunities, and try to help them transform their futures is our main goal. Poverty makes no sense. To be poor is to be deprived of opportunities. At Karanba, we work relentlessly to change the rules of the game and, in this sense, offer opportunities to these families.

Tommy Nilsen
Karanba's President



THE YEAR OF ORGANIZATIONAL IMPROVEMENT

2022 was unquestionably a year of institutional growth. Without abandoning our renowned work in football and education, we've broadened our focus to include fundamental community demands such as interventions in environmental sustainability and promoting race and gender equity.

Through games and workshops that promote the understanding of responsible consumption and its direct connection to sports, our work on environmental sustainability was aimed to make children and adolescents more aware of the issue. Through established partnerships, we have participated in recycling campaigns in the community.

It is well known that there is racial and gender inequality against women of colour in Brazil. As a result, Karanba launched activities and programs that gave women of color the chance to

speaking freely about such topics. These programs have demonstrated the necessity and benefit of encouraging these women's entrepreneurship and raising their self-esteem. In this way, vulnerable women's social status and economic opportunities are improved.

Karanba optimized its work style. In 2022 we transitioned from projects to Programs, being able to implement a holistic approach to meet the needs of children, adolescents, families, and the community.

We are currently running five Programs to bolster our educational work through strategic training and professional qualification: Sports, Supplementary Education, Psychosocial, Environment, Race and Gender Equity.

The development of a two-tiered (strategic and programmatic) organizational structure has facilitated the foregoing.



ABOUT KARANBA



WHO WE ARE

Karanba is an institution founded in 2006, in Rio de Janeiro, by former Norwegian football player Tommy Nilsen. It arose from the desire to use football and education to reduce inequalities and advance social inclusion. Since then, we have helped 10,324 children and adolescents.

In 2011, our organization relocated its headquarters to São Gonçalo, situated in the State Metropolitan Region, where we assist children and youngsters, boys and girls, as we support their families and the community.

Our initiative has received recognition and accolades, both domestically and internationally, and is widely regarded as a leading example of solidarity and, above all, as a place for comfort, freedom, diversity, as well as a place that promotes the exercise and betterment of civil rights.



WE BELIEVE THAT



Practicing sports is a civil right that promotes better health and the strengthening of social bonds;



It is necessary for the future society to prioritize sustainable growth;



Education is a key right that facilitates social change and reduces inequality;



To fight poverty, it's crucial that people live with dignity and have their needs satisfied;



Race and gender equity are fundamental conditions for a free society and boost economic growth;



Football and its values play an important social and integrative role;



Every child has the right to dream.

MISSION

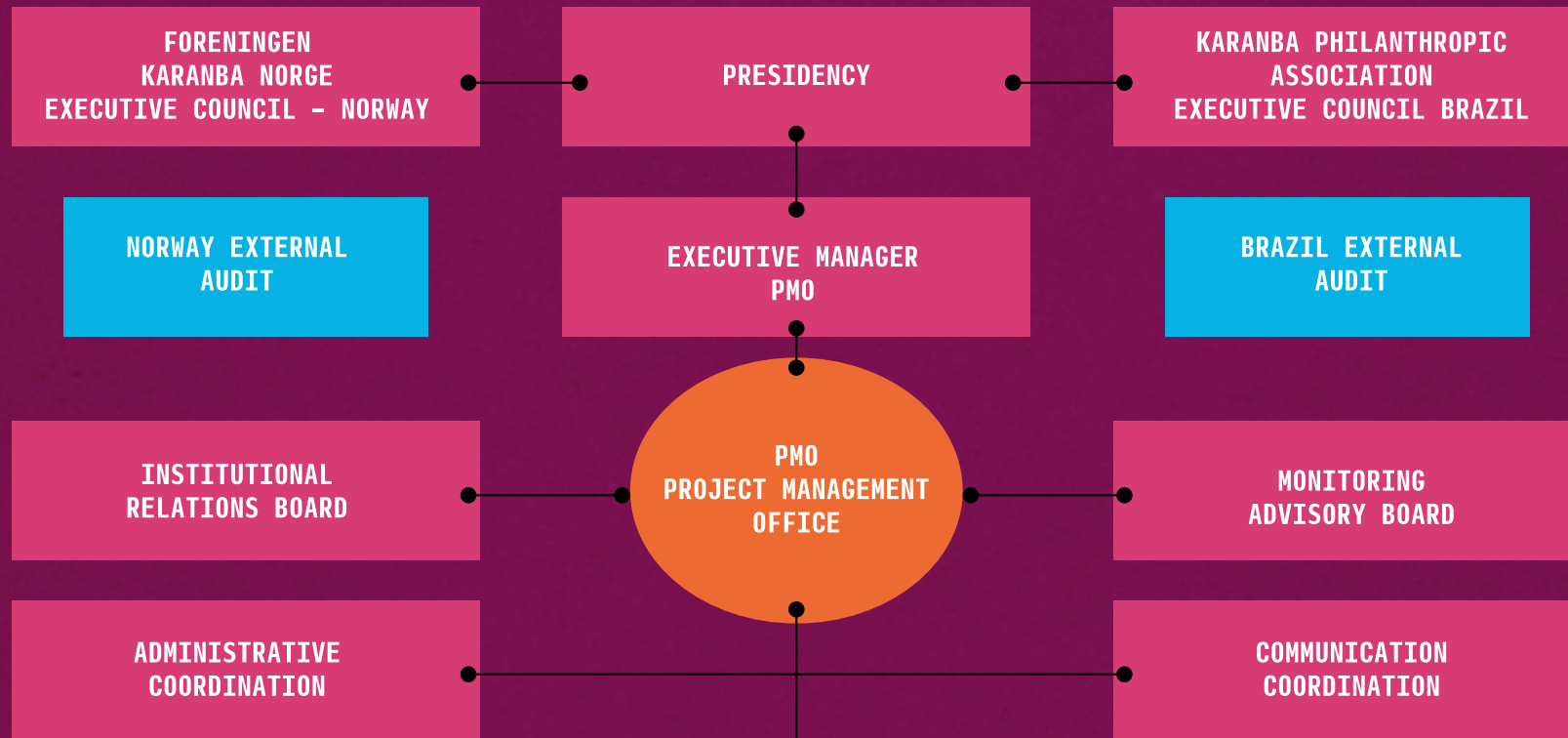
Our mission is to contribute to the betterment of the lives of children, adolescents, and families from Rio de Janeiro's peripheral communities.

VALUES

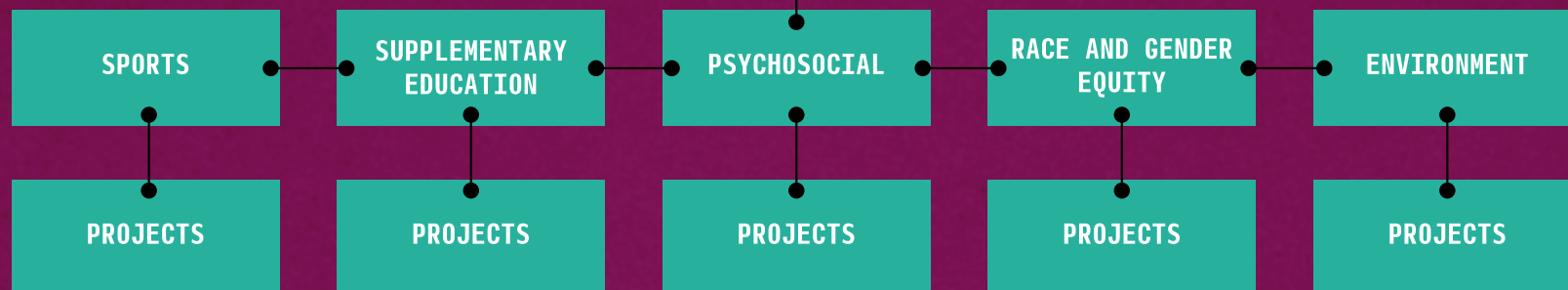
- TEAMWORK
- LOYALTY
- RESPECT DIFFERENCES
- SOLIDARITY
- COOPERATION
- ETHICS
- SUPPORT



STRATEGIC AREA

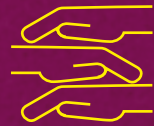


PROGRAMMATIC AREA



OUR MAIN RESOURCE:

PEOPLE



43 Employees



49% of **Female**
Employees



36% of the top-
level positions are
held by women



8 former students
who became current
employees

KEY RESULTS



YEAR ACHIEVEMENTS

724

Students aided

92⁴

Participants that enrolled
in a course/started
professional careers

40.063

Meals served to families

101

Girls and women aided by the
Race and Gender Equity program

⁴ This year established a record regarding students starting a professional career.



PROFESSIONAL DEVELOPMENT PATH

+10,000 STUDENTS IN OUR HISTORY

By 2022, we had assisted **more than 10,000 students** over the course of 16 years. During this trajectory, we have helped train over 350 young adults in a professional capacity and offered psychosocial support to over 120 families annually.

10,324

Students assisted

386

**Youngsters started
professional careers**

120

**Families assisted through
Welfare per year**



MAIN INDICATORS	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Students assisted	300	704	714	563	539	449	298	406	581	401	831	724
Students enrolled in educational activities					100	130	160	200	250	- ¹	231	140
Class hours per week	2	4	12	15	14	35	20	31	36	-	32	32
% of girls benefited	6%	15%	13%	18%	11%	10%	8%	33%	30%	16%	41%	23%
Social assistance to families									115 ²	1.287	1.873	560
Families granted food parcels supplies (monthly average)									19 ³	180	85	60
% of students that improved their academic performance							50%	68%	86%	-	88%	76%
Students that started a professional training career or a formal job	3	3	12	13	47	34	26	18	40	25	73	92

¹ Activities suspended due to the pandemic | ² This indicator was first adopted in 2019 |

³ The delivery of food parcels have started in the 2nd Semester of 2019



NORWAY CUP 2022

PRIDE AND COURAGE

We returned to Norway to compete in the Norway Cup, the most prestigious international football tournament, after a four-year absence from international competition, which was primarily due to the pandemic.

The preparation of the team was intensive, both on and off the field, and included the mobilization of teams for psychosocial support, supplementary education to improve English skills, the development of rules of conduct and behavior that should be followed while abroad.

We arrived in Norway with our hearts full of passion, commitment, joy, and happiness. For sports. For life. For the freedom to express ourselves on and off the field. That is why we adopted the 5th SDG – Sustainable Development Goals – “Gender Equality” on our jerseys.

Our female team demonstrated bravery and highly competitive skills, winning the bronze medal and trophy with a 2x0 victory over Stabaek. Women’s pride and courage are taking the field all over the world. This is who we are. This is what we represent. This is what we believe in.

This is Karanba.



BUILDING SUCCESS

LAYZA'S STORY

Following the historic achievement of encouraging 92 students to enroll in professional training courses and the formal job market, we are investing in reinforcing our "trainee" project, which targets young students that are about to finish high school.

With this impetus, we've helped to build success stories along the way. Layza's journey began with her determination, dedication and compassion. Layza is a young woman who discovered a way to express herself through football. She is free to be herself in this environment. She has been with Karanba since 2018 and was crucial in the team's bronze medal conquest at the Norway Cup 2022.

On December 1st, 2022, Layza was hired by Karanba, giving her the opportunity to continue living her football dream. More importantly, she will begin as college student in 2023 to pursue a degree in Physical Education.



BUILDING SUCCESS

JENDERSON'S STORY

Jenderson has been a member of Karanba since it was founded in 2006. He graduated from the Marine in 2012 and, ten years later, he achieved the ultimate Brazilian dream: to buy his own house. Jenderson is married and has two kids.

“ KARANBA GAVE US THE OPPORTUNITY TO CHANGE OUR DESTINY. I TRAVELED TO SCANDINAVIA FOR 5 YEARS, GOT TO KNOW EXTRAORDINARY PEOPLE. I REALIZED THAT THROUGH SPORTS AND EDUCATION IT WAS POSSIBLE TO CHANGE MY LIFE AND MY FAMILY'S. IN 2012, THROUGH KARANBA'S PROJECT, I HAD THE OPPORTUNITY TO TAKE A CLASS ABOUT BRAZILIAN MERCHANT NAVY. WITH A LOT OF DETERMINATION AND DEDICATION, I GOT THE FIRST PLACE IN A GROUP OF 33 STUDENTS. I'VE JOINED THE PROJECT WHEN I WAS 15, TODAY I AM 31, I BUILT A BEAUTIFUL FAMILY. I HAVE 2 KIDS, AND, THANKS TO KARANBA, I CAN PROVIDE A DECENT LIFE FOR MY FAMILY

”



FINANCIALS



FINANCIAL SUMMARY 2022⁵

Funding		Cost Brazil	
Karanba Norge	1,314,703 BRL	Payroll	623,192 BRL
Brazilian sponsors	185,076 BRL	Operation	926,978 BRL
Sports Incentive Law	727,104 BRL	Sports Incentive Law	727,104 BRL
Total Funding	2,226,883 BRL	Total Cost Brazil	2,277,274 BRL

⁵ The financials are not finally approved by the Auditor. Full audit report may be forwarded upon request.



SPORTS INCENTIVE LAW

Since 2014 Karanba has implemented most of its projects using financial incentives offered by the Sports Incentive Law (LIE)⁶. The duration of projects using this incentive can range from 12 to 24 months. The institution covers the remaining 50% of the project's cost, while Karanba usually raises funds equal to 50% of that amount. Our institution manages 12-month-long projects.

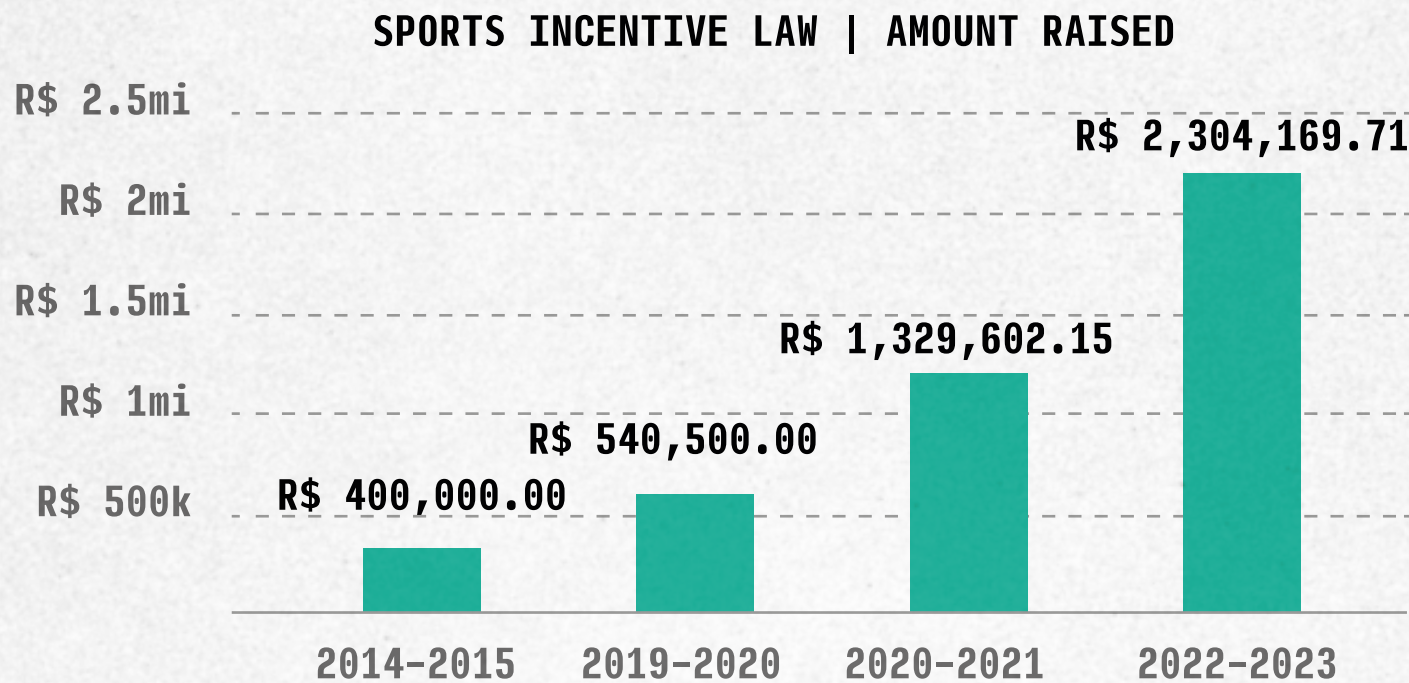
By using this method of funding, Karanba has amassed about R\$ 2,270,102.15 over the past six years. With the assistance of four partners—Itaú, B3, ENEL, and NOVELIS—during the 2022-2023 period, we have been dealing with a budget of R\$ 2,304,169.71 for our two main projects, Karanba Football IV and Cinderela II.

⁶ LIE is a Brazilian law that allows companies to use part of the due taxes (Federal Income Tax or State/City Services Taxes) to finance sports and parasports programs in Brazil.



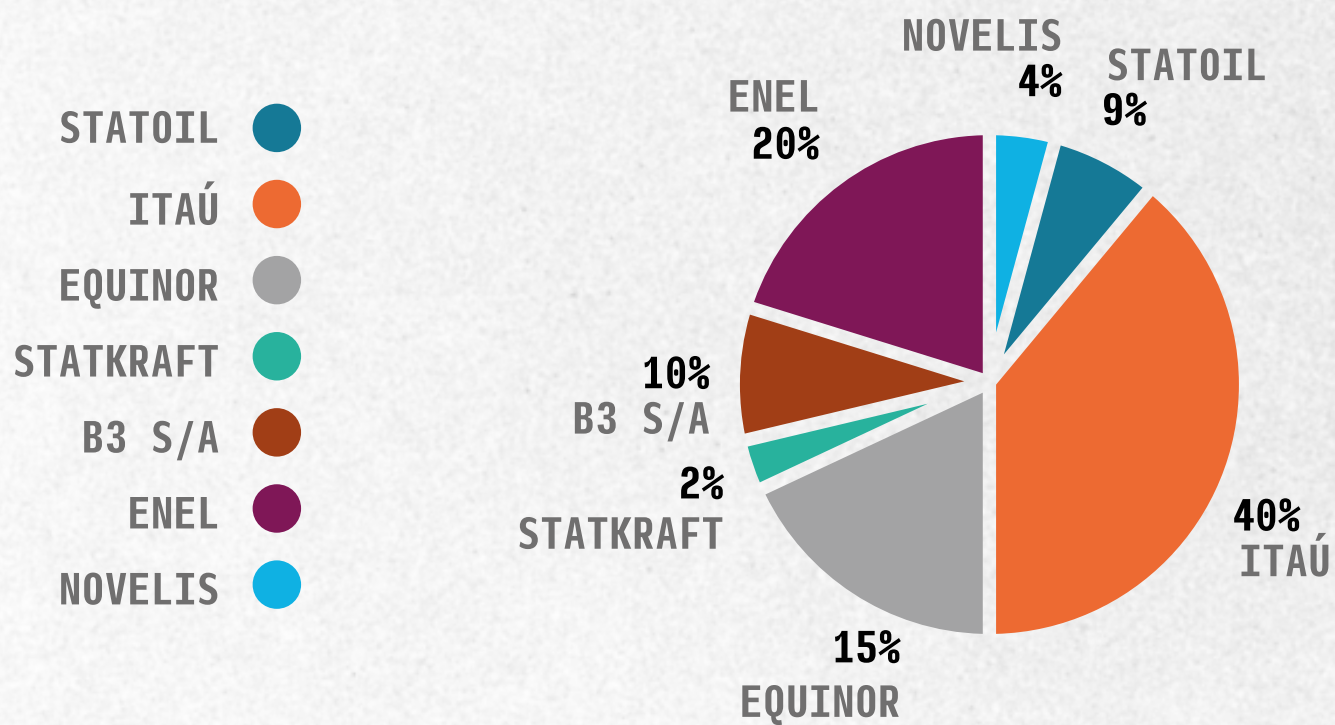
SPORTS INCENTIVE LAW

AMOUNT RAISED



SPORTS INCENTIVE LAW

PARTNERS



SPONSORS | 2014-2023



WANG

We have had the opportunity to significantly strengthen our organization since 2017 thanks to the crucial support from the Norwegian school WANG. All students of the school dedicate one day a year working for Karanba during the annual Day of Solidarity.

Our organizational structure is strengthened by WANG's participation, which also facilitates the execution of our incentive-based projects and all other types of community service. The foregoing implies that this contribution is essential to keep our operation sustainable.

WANG's engagement is illustrative for the mission of linking education and sports. We are proud of forging closer ties with its philosophy and are assured of its importance which may be directly noticed in our annual results.



FOCUS ACTIVITIES AND PROGRAMS



LIFE PROJECT

To achieve excellence in student assistance, we have begun to point our attention towards the Life Projects of our assisted members. The Life Projects concept extends beyond educational tutoring and assists our young students in reflecting on their own existence and future.

Through roundtable discussions with the 18 participants of the Norway Cup, we were able to increase the engagement of youngsters in their life planning, starting with an understanding of the importance of the essential pillars of self-knowledge.

The engagement of youngsters is aimed at the development of autonomous and protagonist young adults who own their history. We will broaden this pilot project in 2023 by creating new groups at the institution.



COMMUNITY ASSISTANCE

From various perspectives, we have deepened our relationship with the community. We assisted 560 people through the Psychosocial Program and referred 93 people to governmental social services/welfare, based on the needs identified during our assistance.

We have also continued the food security project which has allowed us to deliver 12 tons of food, 40,063 meals, allowing us to reach 3,339 meals per month, for an average of 60 families aided in 2022.

Innovation may be exemplified by the development of a Self-Evaluation Methodology to measure the students' satisfaction levels with our educational and sports activities. While staying committed to the development of socio-emotional competencies, targeting a complete development of our students, and thinking about the post pandemic phase, we have kept the focus of this work on the evaluation of the Emotional Resilience macro competence. The findings of this evaluation will be presented in 2023.



RACE AND GENDER EQUITY

Our strategy in terms of Race and Gender Equity has expanded beyond Karanba's field, impacting adult women who reside in the communities where we are present. One student of "KriAtivas", a women's entrepreneurship project focused on human and civil rights, stated: "I have joined to take a course on bijoux, but I realized that this course is much more than that. Now I know that I have rights of which I was not even aware of".



RACE AND GENDER EQUITY

Arts and culture were the most commonly used tools to reach adolescents and young adults and engage them in the fight against racism and the promotion of the gender equity agenda. Self-portraits of the young Karanba players were on display as part of the exhibit “Know Yourself. Be Yourself.” These self-portraits served as an invitation to self-knowledge, the value of a woman’s natural beauty to her self-esteem and female empowerment, as well as the search for one’s ancestry, which include afro-Brazilian heroines whose stories had been suppressed by colonialism and patriarchy and promoted by the dominant social class.



SUSTAINABILITY

Convinced that human interference in the environment is one of the central causes of social inequality, in 2022 we developed community-wide environmental awareness initiatives.

We were able to enroll 150 children in the Environment Program kick-off by implementing consciousness-raising workshops about consumption and recycling, sensorial games and dynamics, linking sports with environmental debate.

The partnerships with firms and social actors from the region allowed us to engage in recycling campaigns, such as "Exchange your waste for Energy," in collaboration with ENEL, as well as activities to raise consciousness of the importance of the socioeconomic debate and the fight against poverty.



EDUCATION CHANGES LIVES

In 2022, we put our mission to contribute to a community that is hungry for opportunities into action. Inspired by our mission, we held more than 20 supplementary workshops throughout the year, using active educational methodologies. In total, 22 groups followed courses at our headquarters and were guided down new paths.



EDUCATION CHANGES LIVES

The workshops resulted, as shown below, in 92 students who started their professional careers, which is the highest number the institution achieved in one year since it was founded:

- 8 CAREERS IN COLLEGE (WITH EMPHASIS ON LAW AND DENTISTRY)
- 13 CAREERS IN TECHNICAL COURSES (WITH EMPHASIS ON ADMINISTRATION, INFORMATION TECHNOLOGY, AND LOGISTICS)
- 8 CAREERS IN FOOTBALL CLUBS (INTERNACIONAL AND BOTAFOGO)
- 60 PROFESSIONAL TRAINING CAREERS
- 3 CAREERS IN THE FORMAL JOB MARKET

We had an average of 140 active students in English, computer science, tutoring and thematic workshops. Among other topics, the workshops cover themes such as ancestral people and their culture, the environment, sustainability, citizenship, the SDGs and social entrepreneurship. One of our major accomplishments was establishing relationships with 20 principals of partner schools, demonstrating Karanba's regional impact.



SPORTS COMPETITIVENESS

Throughout the year, our excellency in competitive sports was demonstrated in field competitions. We competed in 16 competitions in Brazil and abroad in 2022, including friendly matches.

Our women's football team deserves a special mention in this context. We not only won bronze in the Norway Cup 2022 international tournament, but we also won the Unifoot Women's U-20 Tournament.

We assisted 623 students in total, divided into six categories, with their training over the course of the year. Women's football accounts for 20% of the student body, a figure we intend to increase in 2023 with the new girls that enrolled in the training field.

Proving our competitiveness, one of Karanba's women's teams participated in the event "Mano a Mano - Game Owners," which was held at Icarai Beach in Niterói. The event was a prominent venue for Women's Football and was supported by our partner, ENEL, as well as the City Hall of Niterói and the Sports & Leisure Bureau. During the event, we shared experiences with the world's best female football player, Marta da Silva.



COMMUNICATION

In 2022, our Communication Department underwent significant changes. Apart from its integration into Karanba's Strategic Areas, communication activities have focused on the protagonism of the community and our students, both on social media and through various other means of communication with families. In terms of organizational structure, we have created a Manual of Brand Usage and assigned distinct colors to each program in order to identify them.

All of these actions took place without diminishing our national and international media presence. Therefore, we were able to display in the print media our players' preparation and travel to the Norway Cup, our students' educational accomplishments, the life story of the girls who benefited from our programs, our participation in local tournaments, and the broad spectrum of our partnerships.



Karanba vence o America e vai enfrentar o Flamengo na decisão da Taça Unifoot

Projeto Social de São Gonçalo vai decidir título do torneio feminino contra o Rubro-Negro

02 de maio de 2022 | 17 de junho de 2022 - 11:05



Instituto Social de São Gonçalo melhora o desempenho escolar de mais de 80% dos alunos

Projeto Benefício ajudou 140 pessoas em 2021



ENCANTO POR ABRIL 2022
18/04/2022 12:18 - ATUALIZADO EM 18/04/2022 12:18



COMMUNICATION

In terms of events and international press, we highlight Karanba's participation in the "International Women in Sports Congress" (1st WISC), which was held at the Barcelona FC Camp Nou Auditorium, as well as the protagonism of one of our players, Andreza Bandeira Cardoso, a member of our women's team, in a special news piece by NRK Broadcast, a Norwegian media platform. By the end of 2022, we had reached a total of over 22,900 followers on social media. of more than 22,900 followers in our social media.



SDGs AND THE WORK ON PROGRAMS

The objectives of Sustainable Development Goals (SDG) were achieved this year at Karanba through the development and implementation of our five Assistance Programs. Following the SDG guidelines and strengthening our programs, our work assisting children and the community became more qualified as we took a holistic approach. This means that our entire investment in children's and adolescents' education occurs concurrently with meeting some of the most basic family and community needs.

We continue to contribute to 9 out of the total 17 SDGs defined by United Nations Organization (UN):

NO POVERTY; ZERO HUNGER AND SUSTAINABLE AGRICULTURE; GOOD HEALTH AND WELL-BEING; QUALITY EDUCATION; GENDER EQUALITY; ACTIONS TO COMBAT CLIMATE CHANGE; REDUCED INEQUALITIES; PEACE, JUSTICE, AND STRONG INSTITUTIONS; AND PARTNERSHIPS FOR THE GOALS.



TRANSPARENCY

With the expansion of partnerships and programmatic investments in 2022, our transparency and accountability practices became more diverse. We adjusted the indicators to track the progress and impact of the various programs, while also establishing organizational and assistance goals that were aligned with our new content.

In terms of accounting reports, we modified the format of our technical reports to meet the needs of our partners and sponsors, thus consolidating the strategies for the development and delivery of all project final reports. In this regard, we were able to approve all reports and received approval from federal and state government agencies, allowing us to continue working under the Sports Incentive Law.





MADE IN BRAZIL



MADE IN BRAZIL

Changing life stories also includes disseminating them throughout the world. This is what drives the production of the docuseries *Karanba – Made in Brazil*, which sheds light on issues of the peripheral community, while navigating through details of the quotidian life, dreams of our athletes and their daily resilience.

The series reflects social, racial, economic, and gender inequalities through an instigating storyline that covers the day-to-day reality of our women's U-19 football players and residents of socially vulnerable areas in São Gonçalo. It also reveals, through the life stories

of our players, how we bolster the creative potential of peripheries and the reinvention process, while confronted with society's structural limitations.

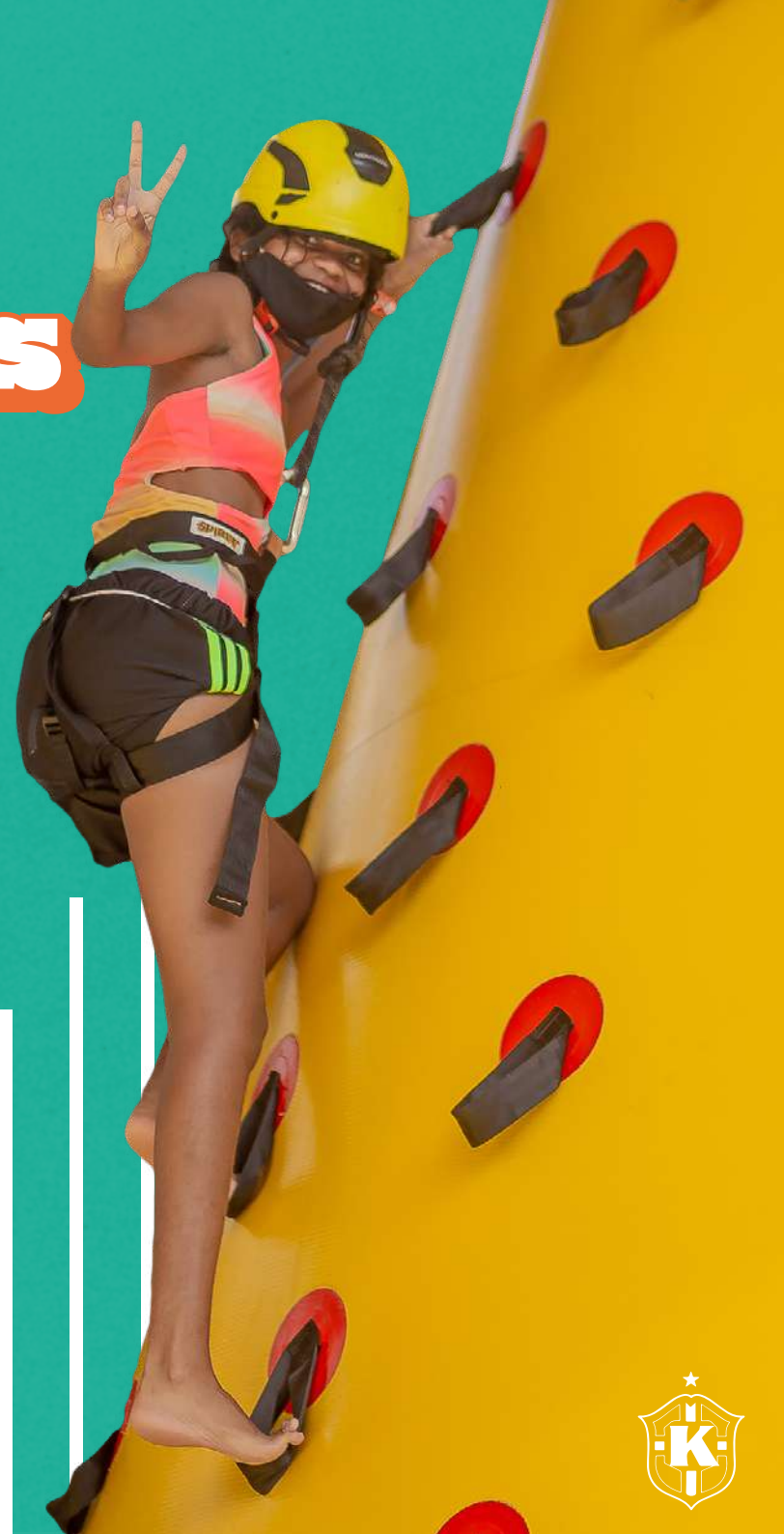
The Docu-reality series consists of 8 episodes of approximately 25 minutes each. The production period runs from November 2021 to July 2022. It includes the Carioca Championship and the selection of players for the Norway Cup in July 2022. The project is currently in postproduction, awaiting finalization, with the intention of being distributed and exhibited in 2023.



FUTURE VISION AND ACKNOWLEDGMENTS

Karanba has taken a decisive step towards realizing our vision: to become a social and organizational power, trusted by the community, capable of fomenting and fighting for social justice, gender equity, and economic sustainability in the pursuit of better conditions for children and adolescents in Rio de Janeiro State's peripheral communities.

This is the reason we've settled a holistic approach to all of our programs, establishing a transversality of themes and strategies in the assistance of children, adolescents and families, sustaining and enhancing our already acclaimed work in educational football and academic support.



FUTURE VISION AND ACKNOWLEDGMENTS

Fueled by the results obtained in 2022, in the current year we will make new educational investments, comprising professional training for our students and a continuous follow-up throughout their lives. This is the core of our "Life Project."

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

**TOGETHER WE MAKE
DREAMS COME TRUE AND
TRANSFORM LIVES.**





GRAPHIC DESIGN

