



# KARANDA



SINCE 2006

ANNUAL REPORT 2023



# SUMMARY

<b><u>INTRODUCTION</u></b> .....		<b><u>ACTIVITIES AND PROGRAMS</u></b> .....	
<i>MOVING TOWARDS A SUSTAINABLE FUTURE</i> .....	3	<i>FIGHTING SCHOOL DROPOUT</i> .....	16
<i>THE YEAR THAT MADE US PROUD</i> .....	4	<i>ALL TOGETHER FOR THE COMMUNITY</i> .....	17
<i>WHO WE ARE</i> .....	5-6	<i>BLACKNESS AND FEMINISM</i> .....	18
<i>ORGANOGRAM</i> .....	7	<i>PARTNERSHIPS FOR ENVIRONMENTAL AWARENESS</i> .....	19
		<i>COMPETTIVE ABILITY AND HEALTH:</i>	
<b><u>MAIN RESULTS</u></b> .....		<i>OUR FOOTBALL</i> .....	20
<i>OUR STORY</i> .....	8	<i>COMMUNICATION</i> .....	21
<i>KARANBA CAMPUS</i> .....	9-10	<i>KARANBA-MADE IN BRAZIL</i> .....	22
<i>OUR CHAMPION SHINES IN LISBOA</i> .....	11		
<i>THE YEAR OF VOCATIONAL EDUCATION</i> .....	12	<b><u>FINANCE AND PARTNERSHIPS</u></b> .....	
<i>CAREER ANALYSIS / OCUPATIONS</i> .....	13	<i>FINANCIAL OVERVIEW 2023</i> .....	23
<i>ACHIEVEMENTS OF THE YEAR</i> .....	14	<i>GOLDEN PARTNERS</i> .....	24
<i>KEY INDICATORS</i> .....	15	<i>SPORTS INCENTIVE LAW</i> .....	25
		<i>VALUE CAPTURED (LIE)</i> .....	26
		<i>LIE PARTNERS</i> .....	27
		<b><u>FUTURE VISION</u></b> .....	28



# MOVING TOWARDS A SUSTAINABLE FUTURE



“In 2024, our Karanba will reach a milestone. So far, we have been working continuously for 18 years, sparing no effort to ensure that vulnerable children, teenagers and families are able to change their reality.

In that time, **11,041 children and teenagers** have trained in football on our pitch; more than **1,540 have received tutoring** and other complementary training, and to date, **535 of these kids have achieved professional, technical or formal employment training.**All of these achievements challenge us to achieve more lasting, quality results.

**Thanks to the incredible donations obtained in 2023,** we realised our dream to have our own place where we will work to make other people's dreams come true.

**For the first time, Karanba will operate in its own, fixed and sustainable** headquarters that will allow us to continue changing the lives of children and their families, preserving our environmental surroundings and dedicating ourselves to diversifying our work for the well-being of the community.

**We moved places, but we will not change the essentials.** We are still committed to São Gonçalo, focused on contributing to a better future for children, teenagers, their families and the community. A future full of rights, towards equity and social justice.”

**Tommy Nilsen**  
**Karanba's President**



## THE YEAR THAT MADE US PROUD

We are aware that every year our work faces enormous challenges. 2023 was not any different. With more than ten years' experience developing educational support for high school students, we realized that we needed to expand our efforts so that these young people could access professional careers.

That was how the "Gol de Caneta" (Golden Goal) project came about, so that girls could go to university and stay there, with a monthly allowance, fortnightly mentoring and complementary classes that ensure they stay in their courses. At the end of the year, our work aimed at technical careers, higher education and formal employment fills us with pride: 162 young people have entered higher education and/or employment, a record in our 18 years of existence.

Our priority of training young people did not happen alone. Throughout the year, we also held training cycles aimed at empowering the women of our community on key issues for citizenship and financial autonomy, such as jewelry design, braiding, writing about life experiences and entrepreneurship. The work on Race and Gender put us, for the first time, on the list of organizers of the 1st Municipal Festival "Braiding is Hope", held during the month of Black Consciousness in São Gonçalo, with the participation of more than 700 women.



# WHO WE ARE



Karanba is an institution **founded in 2006 in Rio de Janeiro** by former Norwegian football player Tommy Nilsen. It was founded on the desire to **use football and education** as tools for **reducing inequalities** and **foster social inclusion**. Since then, we have helped **11,041 children, teenagers, and their families**.

In 2011, our headquarters moved to **São Gonçalo**, a metropolitan region of Rio de Janeiro state, where we continue to serve children and young people, including **boys and girls**, and welcome their families and the community. Our beneficiaries find Karanba a place of welcome, learning and opportunities.

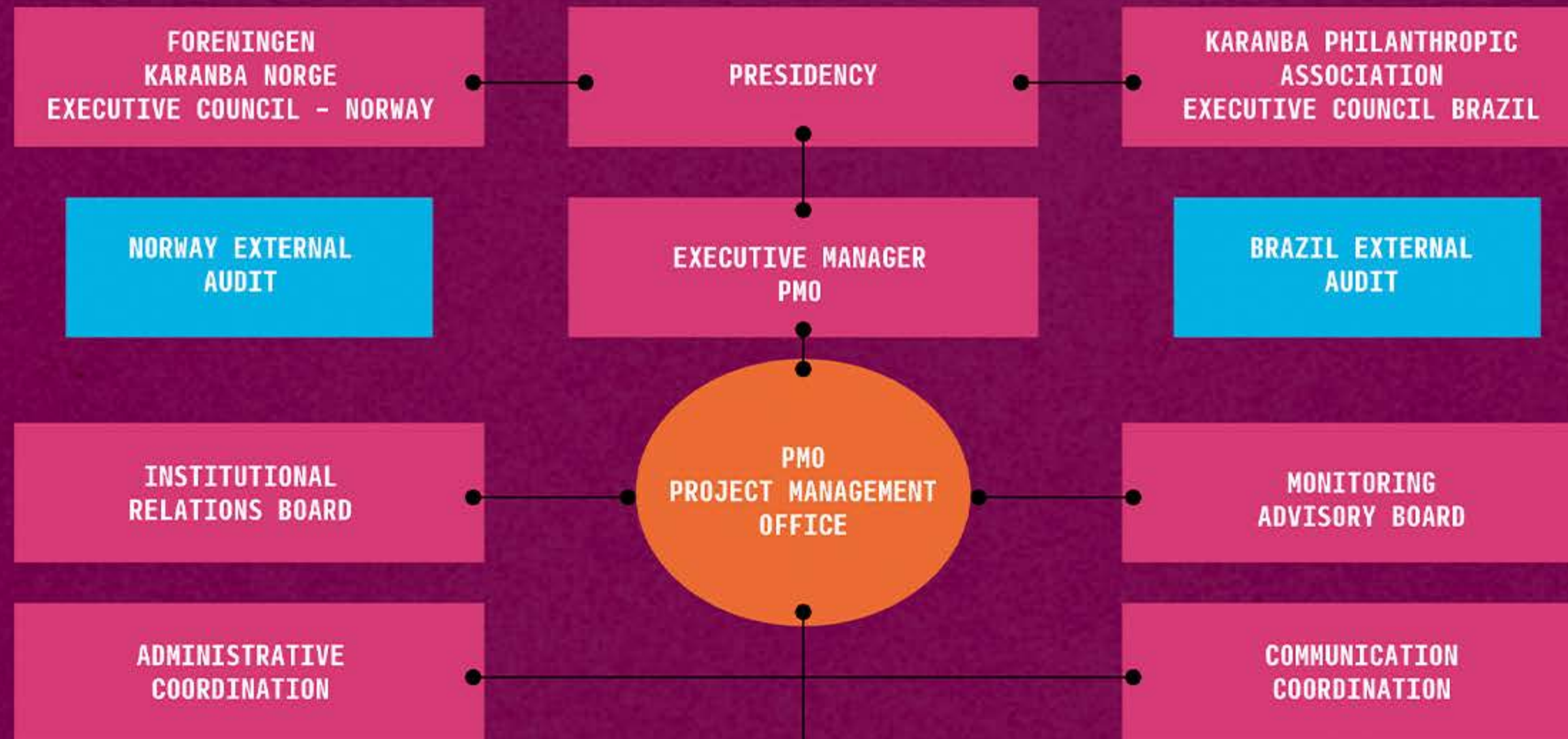
We are an award-winning initiative, featured in the national and international media, a reference in **solidarity and, above all, a place of welcome, freedom, diversity and the exercise of rights and citizenship**.

# WE BELIEVE THAT

- The **practice of sport** is a right that **improves health** and **strengthens social ties**;
- **Education** is a key right for **social transformation** and reducing inequalities;
- **Racial and gender equity** are fundamental conditions for a **free society** and contribute to economic growth;
- **Sustainable** development that respects the **environment** is necessary for the **future of society**;
- To combat poverty, it is essential that people live in **dignity** and have their needs met;
- Football and its values have **an important social and integrating function**;
- Every child has the right **to dream**.

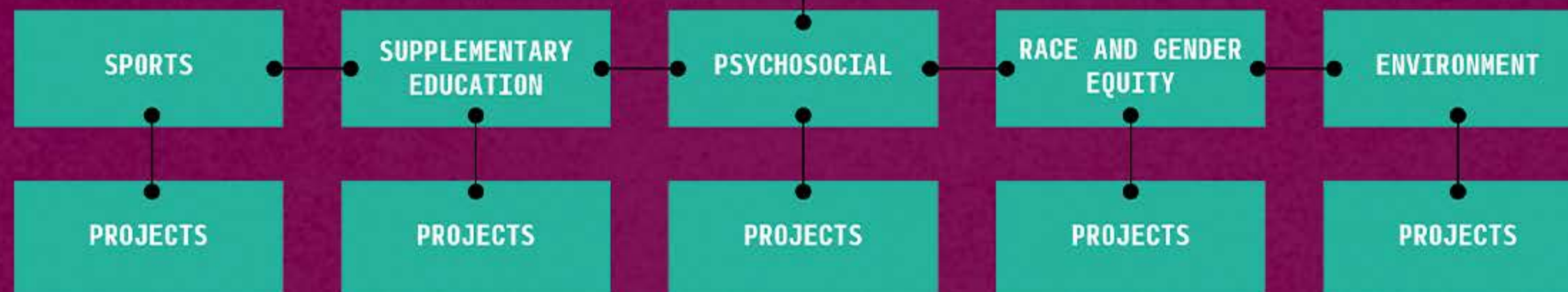


# STRATEGIC AREA



# ORGANOGRAM

# PROGRAMMATIC AREA



# OUR STORY

+ 535 NEW PROFESSIONALS SINCE 2006

In 2023 we reached the all-time high of 162 young people entering professional careers and/or gaining formal employment, thus adding up to 535 new professionals since our foundation.

Over the years, we have served a total of 11,041 students in all our activities.

11,041 STUDENTS SERVED  
535 YOUNG PROFESSIONALS





# KADANBA CAMPUS



In our 18 years of existence, we have been committed to helping children, young people and their families achieve their dreams. But in 2023 we were also striving to make our own dream come true and so, for the first time in the history of our organization, we will operate at our own, **fixed and sustainable headquarters.**

Thanks to incredible donations, we bought a 57,000 square meters plot of land. It is located in Arsenal, in São Gonçalo, close to where we have been operating since 2011.

The main donation came from the private sector, linked to a partnership with DBO Energy and the Janeiro Energy group of companies. The latter includes the residential solar company “holu”, the payment system provider PagaLeve and the CO2-reporting platform Energy.AI.

In addition, the contributions of a few long-term partners, and the Solstad Group made it all possible to make our dream come true.

In a first phase, we will restore the existing building stock, refurbish the football area and launch activities for our students and their families.

We are moving, but we are not changing the essentials. We remain committed to changing the lives of children and their families, preserving our environmental surroundings and dedicating ourselves to diversifying our work for the well-being of the community.





## OUR CHAMPION SHINES IN LISBOA

Since we started following her performances in 2019, Lidiane da Silva Antunes, previously Karanba's number 10, has shown that she would be one of those players with impeccable discipline, dedication and competitive quality.

That's why we had no doubt that she would also shine in Lisbon, as the youngest striker, aged 18, for Sport Futebol Damaiense, a team in Portugal's first women's division.

Lidiane left Karanba in 2023 to pursue her professional career, and still has new dreams ahead of her and to be able to give her parents "a better life". In this way, she is able to inspire more girls on and off the football pitch.



## THE YEAR OF VOCATIONAL EDUCATION

It seems almost a consensus in our organization that 2023 was the year of education. And it would not be any less, considering the significant result of 162 young people who achieved vocational training and/or formal employment that year.

This record in Karanba's history coincides with two events that marked a breakthrough in our work. During the year we started running a project that allows us to support girls to continue their university education.

In addition, in 2023 we expanded our work to advise students on how to perform better in the ENEM and other higher education entrance exams.

The partnerships that developed as part of this process have contributed significantly to these results. This includes our partnership with Dream Learn Work (DLW).



# CAREER/OCCUPATION ANALYSIS

Vocational Course.....	104	.....	64%
Consolidation of Labor laws.....	46	.....	28%
Technical Course.....	4	.....	2%
College.....	8	.....	5%
<b>TOTAL</b> .....	<b>162</b>	.....	<b>100%</b>



# ACHIEVEMENTS OF THE YEAR

As a result of consolidating our practice of reporting monthly, we can extract the precise results for the year.

<b>Number of students served .....</b>	<b>714</b>
<b>% of Beneficiary Girls .....</b>	<b>44%</b>
<b>Number of participants who entered the course/professional careers ...</b>	<b>162</b>
<b>Guaranteed food for families .....</b>	<b>1.500 kilos/Month</b>



# MAIN INDICATORS

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Number of students served	300	704	714	563	539	449	298	406	581	401	831	724	714
Number of students in education activities					100	130	160	200	250	<sup>-1</sup>	231	140	335
Number of class hours per week	2	4	12	15	14	35	20	31	36	-	32	32	38
% of girls benefiting	6%	15%	13%	18%	11%	10%	8%	33%	30%	16%	41%	23%	44%
Number of social services provided to families									115 <sup>2</sup>	1.287	1873	560	823
Number of families benefiting from the delivery of basic food baskets (monthly average)									19 <sup>3</sup>	180	85	60	100
% of students who improve their school performance							50%	68%	86%		88%	76%	93%
Number of students entering professional careers or formal employment	3	3	12	13	47	34	26	18	40	25	73	92	162

<sup>1</sup> Activities suspended due to the pandemic

<sup>2</sup> This indicator was adopted for the first time in 2019

<sup>3</sup> The delivery of the Basic Food Basket began in the 2nd semester of 2019





# FIGHTING SCHOOL DROPOUT

Added to the result of 162 young people in professional training or formal employment, 2023 was also the year in which we managed to develop strategies to prevent school dropouts.

As part of this process, we recorded a 0% dropout rate for the students we served during the year. This was due to the implementation of integrated methodologies involving training, partnerships and agreements with schools, parents and guardians to encourage children to stay in school.

In terms of training, we have implemented active teaching methodologies via multidisciplinary workshops that highlight the importance of school in the children's daily lives. As a result of this whole process, 93 % of our students achieved sufficient grades to approve the schooling year.







## ALL TOGETHER FOR THE COMMUNITY

Our relationship with the community became even stronger in 2023. Continuing the service we started just before the pandemic, last year we were able to expand the supply of food baskets to a higher number of families, delivering 1,500 kilos of food per month, thanks to a new partnership with FIOCRUZ.

Likewise, we begun implementing Integrative Community Therapy (ICT), which collectively discusses important issues for the community, increasing the Emotional Resilience of the groups served by the institution.

Thanks to our collective work, we maintain our Socio-emotional Skills Development Project, which aims to promote tolerance to frustration and stress, as well as self-confidence in our students through various sports and educational practices together with the institution's multidisciplinary team.





# BLACKNESS AND FEMINISM

Understanding that culture and art are powerful tools for awakening critical thinking. That is why our work on Gender and Race in 2023 used these tools for the social and economic development of black women in the community.

In this regard, we delivered a repertoire of training courses addressed to the women of the community, some of whom were the students' mothers, on key issues for citizenship and financial autonomy, such as jewelry design, braiding, writing about life experiences and entrepreneurship.

Many of the courses were held in partnership with SESC São Gonçalo. In these workshops we covered topics such as feminism, sororities, sexuality and blackness. The product of these meetings is an e-book that will be released in the first half of 2024.





## PARTNERSHIPS FOR ENVIRONMENTAL AWARENESS

Our environmental perspective focused on raising student awareness through education. Workshops, lectures and educational games were developed with the aim of demonstrating, in practice, the understanding of the consequences of human actions in the quest for environmental preservation.

In partnership with employees and students, we held workshops aimed at raising environmental awareness, such as "reflection on consumption and disposal of recyclable waste" and "environment and food health". As a result of these activities, we have created direct results in the collection of cooking oil, thus avoiding its irregular disposal, preserving and no longer impacting various tributaries.

To give us an idea of the positive impacts, in the year we recycled 80 liters of cooking oil, equivalent to two million liters of water that were not polluted. This recycling was strengthened by half a ton of plastic and 12 kilos of aluminum collected. The community's cooperation is essential to prevent further consumption and exploitation of natural resources, as well as reducing the irregular disposal of this waste.



# COMPETITIVE ABILITY AND HEALTH: OUR FOOTBALL

Convinced of the importance of preparing children for life, we encourage their competitive value in sport.

We won the silver medal in the women's Unifoot Cup and took part in the Carioca and Gonçalense competitions with prestigious clubs. That was how we came out as champions in the Gonçalense Under-11 competition.

Competitiveness was not our only priority. In fact, improving the students' health was at the heart of the sporting activities.

With this in mind, we changed our physical assessment protocol, going beyond the classic BMI metric to measure blood pressure, and using a tape measure to measure the students' abdominal circumference. This measurement revealed an improvement in the health of 70% of the beneficiaries of the training sessions. In addition, we found a 10% reduction in signs of hypertension and a 12% reduction in weight as a result of the bioimpedance analysis.

# COMMUNICATION

Our actions have attracted the attention of the national and international media. Our presence in important media outlets was evident during the FIFA Women's World Cup, when TV Globo's "Bom Dia Rio" news program produced a report lasting more than three minutes featuring Karanba students and teachers.

In the international media, we were featured in the Norwegian and Portuguese press, highlighting the arrival of Lidiane Antunes, who left São Gonçalo for the world.

On social media, we have surpassed 9,000 followers on Instagram, in addition to the 15,000 profiles that follow us on Facebook. This online presence was strengthened with the launch of our new website.



# KARANBA-MADE IN BRAZIL

The documentary series "Karanba - Made in Brazil" takes a unique look at the daily life and struggles of the girls who play for Karanba.

The documentary explores the personal lives of the girls and the coaching staff to shed light on various aspects that make up the reality of millions of people throughout Brazil.

The series - made up of nine episodes of 25 minutes each - is ready for distribution and presentation in 2024. Produced from 2021 to 2023, the "docu-reality" discusses gender, race and religion relations, as well as the social challenges throughout the Brazilian periphery, experienced through women's football .



# FINANCIAL OVERVIEW 2023<sup>4</sup>

## FUNDING

## BRAZIL'S COST

Karanba Norge.....	1,218,567 BRL	Payroll.....	583,574 BRL
Brazilian partners.....	71,625 BRL	Operation.....	761,515 BRL
Sports Incentive Law (LIE)..... <sup>5</sup>	1,179,437 BRL	Sports Incentive Law (LIE).....	1,108,425BRL
<b>Total funding.....</b>	<b>2,469,629 BRL</b>	<b>Total costs.....</b>	<b>2,453,514 BRL</b>

4 The financial information has not yet been audited.  
The full financial report is available for consultation  
on demand.

5 Funds raised in 2023 were in total 1.929.427 BRL. The funds will be executed in the years 2023, 2024 and 2025.



# GOLDEN PARTNERS

The participation of our partners continues to be fundamental to making our institutional operation and project execution viable.

In this context, we would like to highlight our partnership with the Norwegian school WANG, which since 2017 has given us the opportunity for organizational growth, through an **Annual Solidarity Action Day** in which students dedicate a day to Karanba. This is one of the pillars of our institution's mission to transform lives.

The partnerships also support us in carrying out projects within the framework of the Sports Incentive Law (LIE). After five years of working together with important companies such as Itaú, B3, ENEL, Novelis, Equinor, Aker Solutions and Statkraft, in 2023 we began new direct partnership strategies. This includes an alliance with the Oswaldo Cruz Foundation-FIOCRUZ to guarantee psychological support and food security for 100 families per month, and the pioneering partnership with the local company MP Construtora and Incorporadora Ltda strengthening our educational area.





# SPORTS INCENTIVE LAW

The Sports Incentive Law (LIE) is a Brazilian law that aims to promote the development of sport through tax incentives. Established in 2006, the LIE allows companies taxed on real profit to allocate part of the tax due to finance sports projects approved by the Ministry of Sport.

The tax incentives provided by the LIE mobilize companies to invest in sports projects, helping to strengthen sport in the country. This legislation plays a crucial role in democratizing access to sport, especially in vulnerable territories, by making it possible to carry out sporting and educational activities.

The LIE allows Karanba to maintain its operations, expand its programs and reach a greater number of beneficiaries, thus representing a strategy for social transformation and the integral development of children, adolescents and young people.

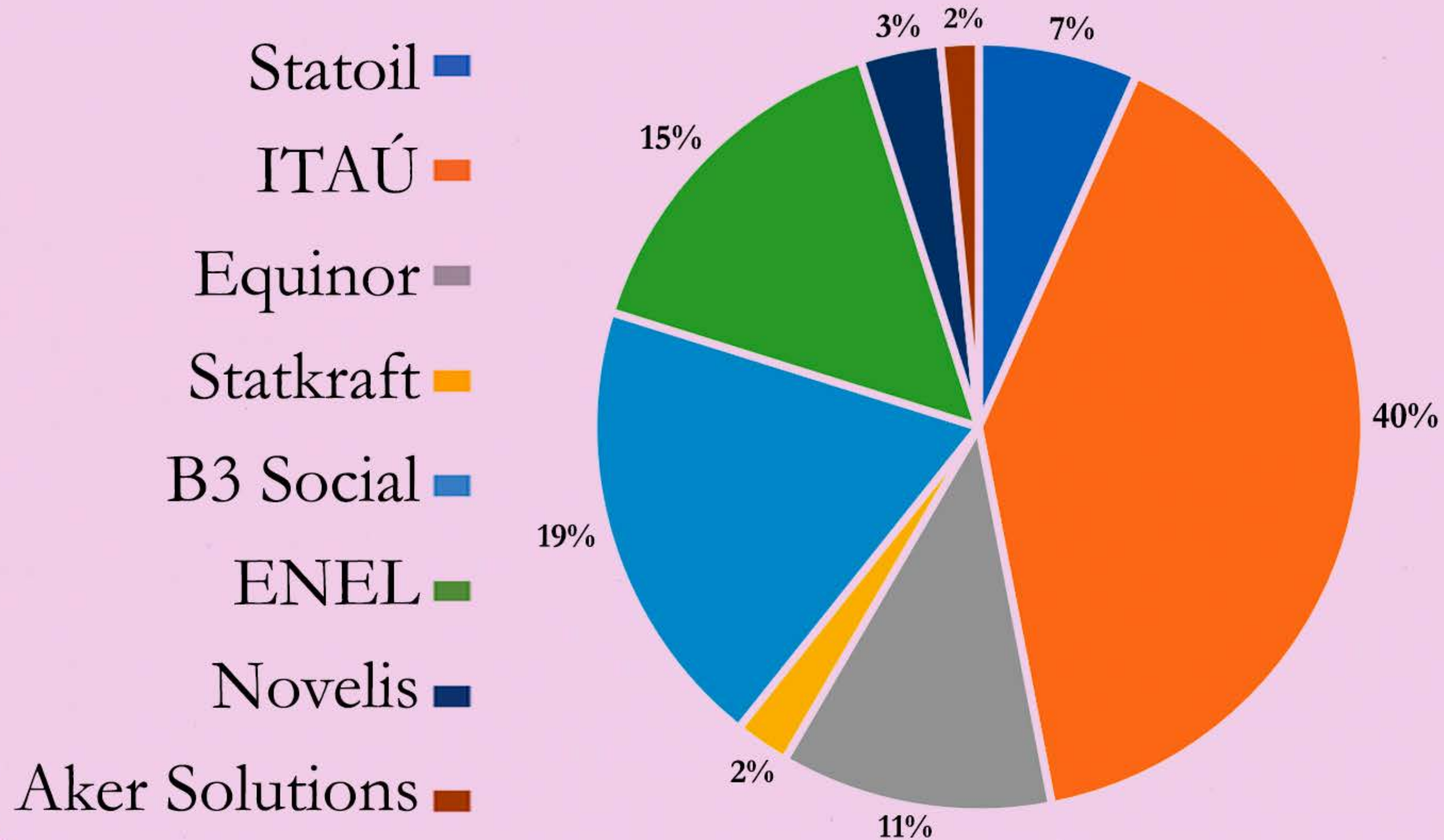
In conclusion, the Sports Incentive Law promotes partnerships and synergy between the public and private sectors and civil society, boosting efforts to democratize access to sport.



# SPORTS INCENTIVE LAW | AMOUNT RAISED



# LIE PARTNERS 2014 - 2023



# FUTURE VISION

In 2024, Karanba will make a new history. It is not just that our projects and programs will have a new address, but that all our strategies will be strengthened from a "house of our own" where we can expand our training work, constantly update our teachers and collaborators, and provide more and better service to our beneficiaries.

We know that our work makes sense in communities where families have their rights undermined, which is why we do not want to leave any of our current beneficiaries behind, but we will also have the capacity to welcome new children and families who need better conditions for a quality future.

Currently, our programs tend to grow. We will continue with our strategy of expanding our partnerships and making the best use of the new space we have gained.

Every year we repeat the same phrase which, more than ever, continues to make perfect sense:

TOGETHER WE MAKE DREAMS COME TRUE AND HELP TRANSFORM LIVES





OUR  
SOCIAL  
COMPASS

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 KARANBA\_BRASIL

 PROJETO KARANBA

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