



# ANNUAL REPORT



2017




# ANNUAL REPORT





## **ASSOCIAÇÃO VAGA LUME**

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# MESSAGE FROM THE PRESIDENT

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“FIREFLIES  
DECEIVE  
DARKNESS”  
MANOEL DE  
BARROS

From the very beginning, we were privileged to rely on Guascor (a company conceived to generate power in remote areas of the Amazon that had come to know Vaga Lume through the radio reports in Eldorado radio station) for financial support. The financial support provided by Guascor was crucial to establish the ongoing operation of the project in remote areas. As such, Guascor assured the required financial stability to enable the continued investments in communities and their people in order to create not only consolidated connections but also a unique systemic approach to operate in remote areas. In 2017, after an acquisition operation, our 14 years partnership has come to an end.

To overcome such an expressive loss, creative team effort, management consolidation and active governance were required. Nevertheless, the commitment of long-standing partners namely Alupar (a company in the energy sector, dedicated to the segments of transmission and generation), Azul Airlines, Mercur (an industry that produces rubber inputs for the pharmaceutical sector) Felsberg Advogados, Machado Meyer Advogados (consolidated law firms) had a key role to guarantee the operation of the organization and the achievement of strategic outcomes throughout the year.

The strategy to attract individual donations developed by the Group of Ambassadors was very successful resulting in the increase of the total volume of donations and in the expansion of our relationship network. We gained clarity and cohesion after conducting an integral review of our values and purposes with the aid of Thymus (a national brand management organization). We advanced with the systematization of our methodologies by publishing our revised training materials. We continued along with the guideline of assessing and monitoring libraries by carrying out a survey in 91% of the communities where we operate.

Sure enough positive results soon came.

In July, we started to benefit from the resources of the project Movimento Arredondar (an initiative that invites consumers to round down their shoppings so that the money raised are destined to social projects). By August, in the city of Tefé, we welcomed a team of Rede Globo (the largest Brazilian free-to-

air television network) with the aim of recording an episode of the TV series Criança Esperança (a television campaign that selects national projects focused on children development). In September, we started to provide a service of curation of books to a social project called “Leia para uma criança” of Itaú Social Foundation. We have also initiated our partnership with Manserv (a Brazilian company focused on rendering services for the areas of maintenance, facilities and logistics). In October, we were acknowledged as one of the 100 top NGOs to donate by Epoca magazine and Doar institute.

At the frontline, I had the privilege to participate as a “trainee” in weekly workshops of the Net Program held by Escola Vera Cruz. At each meeting, I was overwhelmed by the drive of the students to discover a new country, “beyond their comfort zone” (as they used to say), while in contact with students from João Batista settlement, in Pará. The closure of the Program - which took place during a community lunch at Tide Setubal Foundation with the participation of education professionals of Escola Santi - consolidated our belief in the value of intercultural communication as a tool to empower the youth and provide support to community libraries.

By the way, talking about community libraries, as the results here presented, you will find numbers that are necessary to highlight. Over the course of 2017, 290 new reading mediators were trained in our training programs within remotes areas of the Amazon and are now ready to promote reading skills among their children. Over 600 active volunteers led the way as citizens by sending pictures and recording their practices in our social media channels. And lastly, over 8.000 children within the Amazon regularly attended the libraries created and maintained by Vaga Lume. 1,2,3,4,5,6...8.000 children! A real crowd of curious delightful little readers responsible for our dreams.

As we pursue our dreams, we shape our future. Enjoy the reading.



COFOUNDER  
AND PRESIDENT



# WHO WE ARE

---





# mission

---

To empower children within the rural communities of the Amazon by fostering literacy and operating the community libraries as sharing-knowledge places.

“Language Development: The number of words that a child knows on entering the kindergarten is a key predictor of his or her success.”

“Literacy Skill Building: Vocabulary. Phonics. Familiarity with the printed word. Storytelling. Comprehension. Reading aloud evokes the desire to learn and build literacy skills.”

“Brain Development: From birth to age 3 are critical years in the development of language skills.”

Source: Reading Aloud, National Campaign, USA

# principles

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- HUMANISM**  
People *can* change the world.
- CHILDREN**  
Everything begins with them.
- READING**  
Empowers and enables social change.
- LISTENING**  
Truthful communication leads to mutual understanding and successful partnership.
- MOTIVATION**  
Change only happens from within.
- CULTURAL DIVERSITY**  
Being aware of differences and similarities is essential in a plural world.
- LOCAL CULTURE**  
Treasuring past memories, ancestry and traditional knowledge can strengthen our cultural roots and empower us.
- MEDIATION**  
We build bridges between people, communities, generations and different types of knowledge.

# where we are

**22** **99** rural communities within  
 political-administrative units in  
 Legal Brazilian Amazon  
 and in the city of São Paulo.







INSTITUTIONAL

# testimonials

“Due to the shortage of financial resources, 2017 was a challenging year. Action plans and projects executed by Vaga Lume were inspiring and remarkable. Vaga Lume now gathers the necessary resources as a result of its efforts in 2017. Congratulations!

Charles Holland | Member of the Fiscal Board

“2017 WAS A CHALLENGING YEAR FOR VAGA LUME. IN A SCENARIO OF ECONOMIC RECESSION, THE EFFORT TO MAINTAIN THE SUSTAINABILITY OF OUR ACTIVITIES OVERRULED OUR AGENDA. RAISING FUNDS FROM THE CORPORATE MARKET AS WELL AS FROM INDIVIDUALS WAS CRUCIAL TO THE CONSOLIDATION OF OUR GOALS IN THE COMMUNITIES WHERE WE OPERATE. THEREFORE, VARIOUS INITIATIVES WERE DEPLOYED BY THE TEAM AND BOARD IN ORDER TO GUARANTEE THE SUPPORT TO THE ACTIONS AND APPROACHES OF THE ORGANIZATION”.

Zeuner Fraissat | Board Member

“Time flies! A couple of years ago, I was only a passionate reader who visited the libraries. Now, it’s more than 10 years with Vaga Lume! I have told and been told stories. I have acted as a reading mediator. I was part of the management team of the library and, after every reading, I’ve seen traces of happiness in children’s faces, a sign of their imagination expanding. That’s our reason to carry on, to continue with this single gesture of care that generates powerful transformations in people’s lives. I’m grateful for all these years that Vaga Lume made me a better person. I struggle every single day to enable education and reading to change the life of the children in my community, to allow them to have a glowing future. I love what I do.”

Rael Marinho | Volunteer in Campina de São Benedito community, Macap

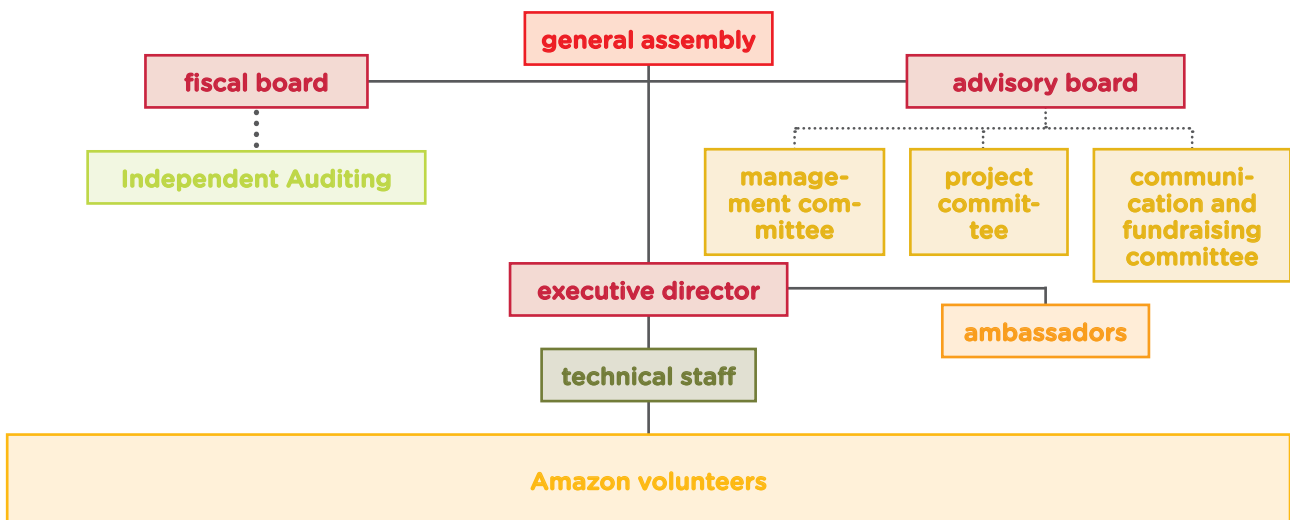
“We are pleased with the partnership between Mercur and Vaga Lume. The relevance of this social work to our company lies in the opportunity to reflect on our practices as an industry and, at the same time, as human beings living in a time of humanity, which we are extremely grateful for.”

Jorge Hoelzel | Mercur

# management

The management structure of Vaga Lume involves a team of 14 experts, a General Assembly, a Fiscal Board and an Advisory Board. Regular meetings between the team and the Advisory Board are held with the aim of monitoring the annual strategic plan. The heads of the organizations are Sylvia Guimarães (CEO, co-founder, director of

education and community engagement) along with Lia Camargo (executive director in charge of institutional management - fundraising, communication and administrative operation). Every department has the autonomy to plan activities and make decisions, with management supervision.



## volunteering

673

Total of 2017 volunteers



Registered volunteers

141

+

532

Active volunteers within  
the Amazon community  
libraries

hours worked

19.069

731

hours  
volunteered  
in São Paulo

194

hours  
worked in  
management

18.144

hours  
worked in  
the Amazon

estimated cost of hours worked

R\$ 405.861,52

## PROFILE OF THE VOLUNTEERS

65 %

aged between  
12 and 29  
years old

61 %

do not work for the public  
education system

# Vaga Lume's group of ambassadors

Focusing on fundraising from individual donors, over 2015, a new department was created. In this context, a group of volunteers gathered together and gave birth to the Group of Ambassadors. Through putting into place actions, such

as organizing events and other initiatives, during 2017, the Group of Ambassadors brought solid results, emphasizing individual donations.



## DINNER WITH CHEF PAOLLA CAROSELLA

In its third edition, the annual dinner promoted by the Group of Ambassadors was honored with the talent of Paolla Carosella – celebrity chef and television host – at Estação São Paulo (a prestigious space for events, functions and meetings). Guests had not only the opportunity to taste the special menu created by the chef, but also participated in a photo auction. The event also hosted the release of a new marketing campaign called 1000 fireflies – an initiative aiming to attract 1.000 individual monthly donations of R\$40 (set as a minimum amount) so to consolidate the sustainability of the organization.

“Two years ago, a group of people filled with ideas and goodwill was fascinated with the opportunity to assist Vaga Lume by attracting individual donations.

From that moment on, ideas and intentions were transformed into plans and achievements. Events and initiatives were thoroughly held with the special attention that Vaga Lume deserves. Our goal is 2017 was to amplify the data base of frequent donors, that is, individuals who share the dream of empowering children of the Amazon using reading as a tool. We have tripled the number of monthly donors, an achievement that fills us with joy and makes us confident that we are in the right track. Our fulfillment goes beyond the funds we have raised. One of the most powerful impact of this movement is to create a virtuous circle which involves and engages people in extremely noble cause. Indeed, the sustainable and ongoing growth of the project is only possible with the consolidation of the network that enabled its own creation”.

CRISTIANA PIPPONZI | BOARD MEMBER AND AMBASSADOR

## CALDOS E CONTOS\*

The month of November hosted the 2nd edition of the event “Caldos e Contos”, another initiative of the Group of Ambassadors. The event took place in Alvaro Guerra Public Library, in Pinheiros neighborhood, and offered breakfast delights, live music and lots of reading!



\* An annual event designed to be ideally outdoor and opened to the public

# achievements

## VITAL VOICES GLOBAL PARTNERSHIP

In July, the CEO of Vaga Lume Sylvia Guimarães was one of the 50 selected women to integrate the Vital Voices Fellowship – a network of women’s empowerment with the goal of increasing the impact of its initiatives in society. One of the outcomes of the exchange of experiences during the event was the establishment of relationships. Two months after the event, Gabriela Martinez, co-founder and director of the Centro de Estudios de Derechos Humanos, CEDH, (Human Rights Study Center) in Mexico attended the 8th edition of Vaga Lume Annual Conference where she was able to discuss child empowerment.



## COMMUNITY BASED TOURISM FOR AMAZON LIBRARIES

Since 2015, Vaga Lume and its partner Turismo Consciente (a travel agency committed with sustainable tourism and focused on the Amazon as a destination) organize trips to provide tourists with the opportunity to get in contact with Amazon remote communities and local education and also to contribute with funds to the visited libraries. After Barcelos and Soure, Santarem was selected as a destination

to the 2017 trips. The carnival expedition (the trip actually occurred during carnival) has allocated part of its costs to the construction of a new building for the library in the São Francisco community. The second trip of the year, which took place in September, has allocated part of its cost to buy a set of new books and other improvements in the libraries of São Francisco and São Bras communities.

“I’ve thought the Amazon was a difficult place to reach, infested by all sorts of bugs and humid to the point of making my breathing hard. To myself, in the Amazon, nothing would be easy or safe. And of course, there would be no schools, electricity, let alone a library. But then, I went to the Amazon, somewhere known as São Francisco community. And finally, I’ve realized I was wrong. Terribly wrong.”

HELENA, 11 YEARS OLD (AFTER THE CARNIVAL EXPEDITION)



“In September I had the privilege to visit the Amazon with my family and friends in order to get to know the São Francisco and São Brás communities and also to observe the amazing work of Vaga Lume. It was an extraordinary experience, filled with warm welcome of the local people who so tenderly hosted us. Children freely interacting, books being exchanged, tales being told, such a joyful singing that our hearts will never forget. Days full of smiles, learning and exchange and, above all, the confidence that we have been part of a life-changing project. Not to mention the exuberant nature that characterized the region called Alter do Chão, the vast green sights and swimming in the river, something that absolutely heals the soul... Unforgettable!”

CRISTINA SARIAN, BOARD MEMBER AND AMBASSADOR (AFTER THE SEPTEMBER TRIP)



# achievements

## VIDEO CELEBRATING VAGA LUME 15TH ANNIVERSARY

Vagalume has already seen, heard and shared a wide range of stories from Amazon remote communities. As a mean to celebrate its 15 years of

operation, several expeditions were conducted in order to evaluate the participation of libraries in the project. The images collected during these expedi-

tions were fuel to the making of a short video released in 2017. Have you ever heard about the story of a firefly who felt in love with the Giant Amazon?



The video was released in September 2017. To watch it go to <https://youtu.be/2CyKjQixV->





## SYSTEMATIZATION OF VAGA LUME'S METHODOLOGY

Providing training and reference materials in every training course, convention or event is a regular practice of Vaga Lume. A complete revision of these materials took place during 2017 and as a result four new pieces were published: Educator's Guide; Mediator's Workbook; Multiplier's Guide and Volunteer's Guide.



## THYMUS CONSULTING PROJECT

Thymus offered pro-bono consulting services whose objective was to revise and remodel the values and mission of Vaga Lume. The process led the staff, board members, partners and volunteers to a deep reflection on Vaga Lume's origin and identity. The services included interviews, workshops and an opened discussion with Amazon volunteers attending the 8th Annual Conference. The commitment to the empowerment of children and youth by using reading as tool to social change and by making the libraries as places to share knowledge was a highlight of the process.

# awards and accolades

## 2017 AWARDS



Vaga Lume CEO Sylvia Guimarães on stage with the winners from all categories. From left to right: Fernanda Torres (actress and host of the ceremony); Flavia Rezek (Education); Maitê Lourenço (Diversity); Joice Toyota (Public Measures); Roberto Nogueira (Innovation); Sylvia Guimarães (Culture); Priscila Miranda (Health)

### VEJA-SE AWARD - CULTURE CATEGORY

The “Veja-se” award is handled by Veja magazine and Vaga Lume was as nominee in the category “culture” – which recognizes outstanding citizens who acted as change agents during 2017. The nominees are indicated by

a team of the magazine and after that by an online popular jury together with a group of experts. Due to her work of valuing the local culture of the Amazon communities, Sylvia Guimarães was the winner.

### TOP 100 BRAZILIAN NON GOVERNAMENTAL ORGANIZATIONS TO DONATE AWARD

Epoca Magazine and Doar Institute

Vaga Lume was elected as one of the top Brazilian 100 NGOs to donate according to Epoca Magazine and Institute Doar. The award aims to recognized best practices considering the following criteria: efficiency, quality of management, transparency and governance.



### ITAÚ - UNICEF AWARD

The ITAU – UNICEF award was created in 1995 and it seeks to identify, recognize and foster partnerships between society and public schools in order to develop education projects to support children and youth found in extreme and vulnerable conditions. The partnership between Vaga Lume and Santa Rosa community was one of the nominees out of a total of 1.651 applications.

## AWARDS AND ACCOLADES OVER 16 YEARS OF HISTORY

- 2016**
  - INSTITUTO PRÓ LIVRO Award, Retratos da Leitura Category, IPL
  - Vivaleitura Award, Society Category, Ministry of Education and Ministry of Culture (MinC), Tefé, AM
- 2015**
  - Inovação e Criatividade na Educação Básica Award, Ministry of Education (MEC)
- 2014**
  - Leitura Para Todos Award – Ministry of Culture (MINC)
- 2013**
  - Empreendedor Social Award (as nominee) – Folha de São Paulo and Fundação Schwab
- 2012**
  - Empreendedor Social Award (as nominee) – Folha de São Paulo and Fundação Schwab
- 2011**
  - Intercultural Innovation Award, United Nations Alliance of Civilizations (UNAOC) and BMW Group
- 2010**
  - Brasil Social Award – Projeto Casa da Criança
- 2009**
  - Juscelino Kubitschek Latin American and Caribbean Regional Development Prize, Inter-American Development Bank (IDB)
- 2008**
  - Vivaleitura Award, Society Category, Ministry of Education and Ministry of Culture (MinC)
  - Chico Mendes do Meio Ambiente Award, Non-Governmental Organization category (NGOs), Environmental Ministry (MMA)
- 2006**
  - Chico Mendes do Meio Ambiente Award, Non-Governmental Organization category (NGOs), Environmental Ministry (MMA)
- 2005**
  - Chico Mendes do Meio Ambiente Award, Non-Governmental Organization category (NGOs), Environmental Ministry (MMA)
- 2003**
  - Jabuti Award – Brazilian Book Chamber (CBL)

## presence in the press

In 2017, Vaga Lume reached 41 spontaneous media entries which was equivalent to R\$2.972.262,65 (according to a study by Top Clipping).



The article published in a press and on-line magazine called “A Crítica” highlighted the role of two volunteers Dijaik Nery de Souza and Margarida Almeida Brasil. Dijk works as a volunteer since 2002 and is now the coordinator of the program in the city

of Tefé. Margarida who learnt to read with the aid of the books of the project is now a teacher in her community, São Gabriel da Cachoeira.

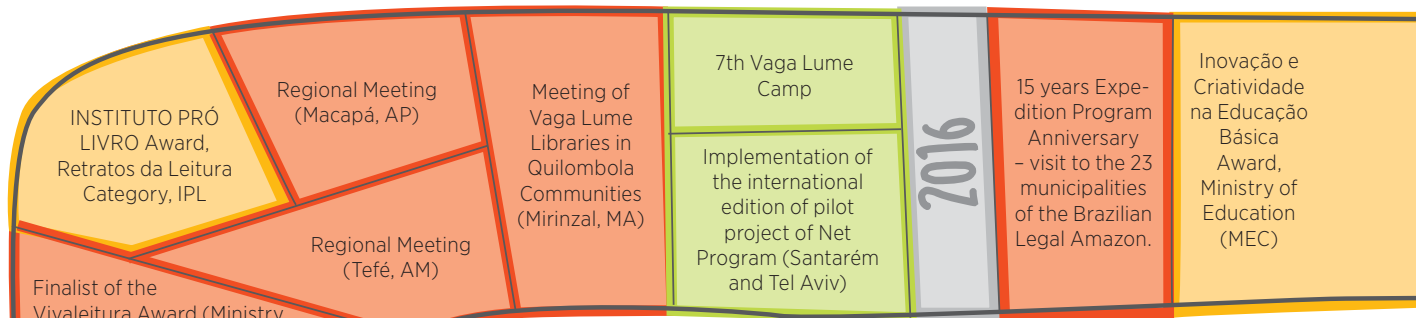
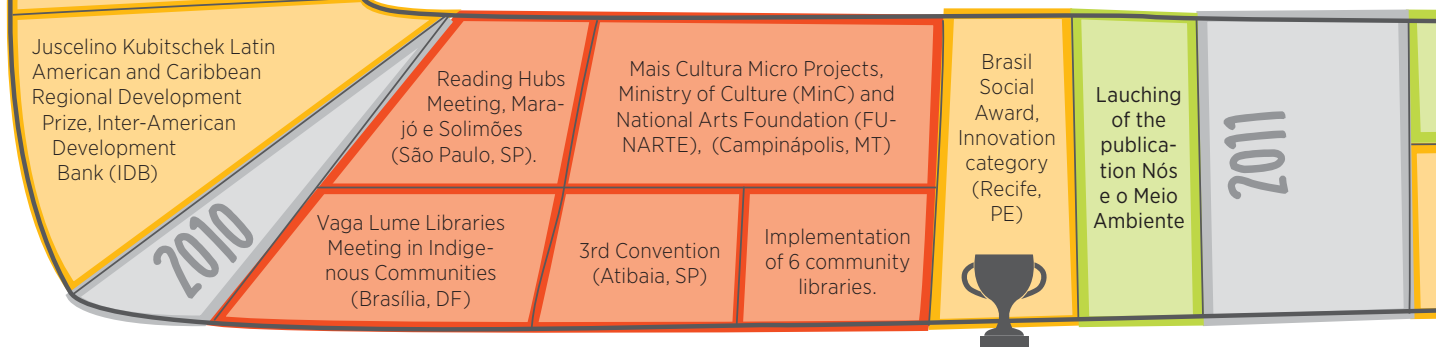
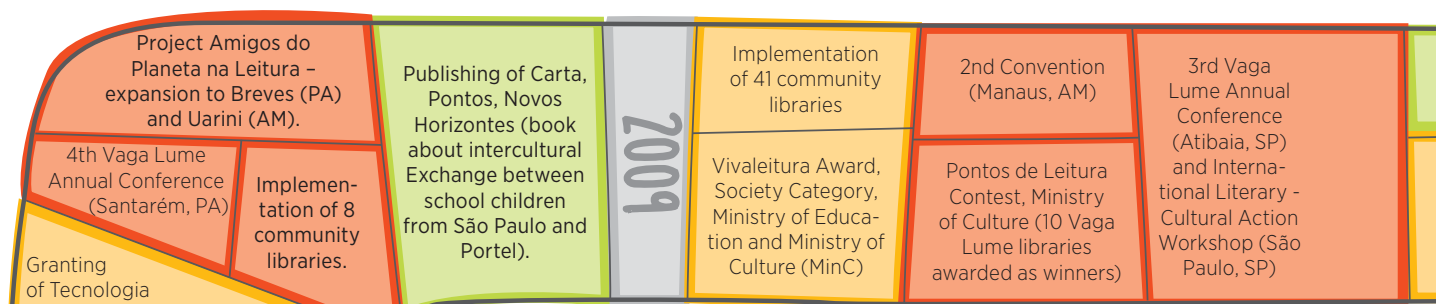
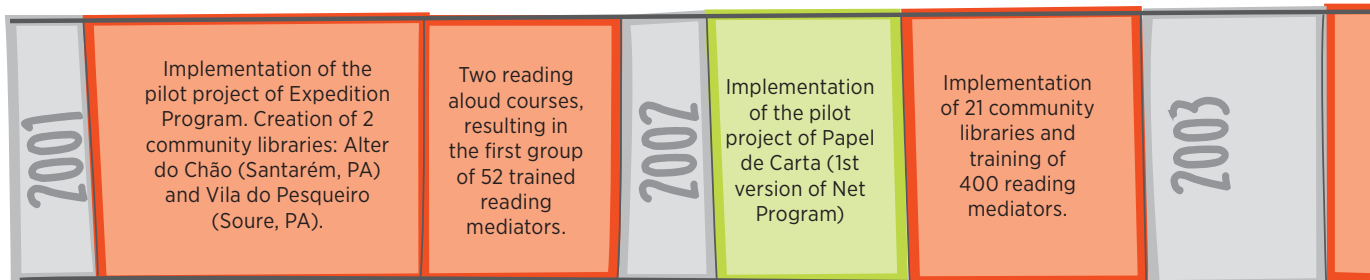
<https://www.acritica.com/channels/cotidiano/news/livros-transformam-vidas>

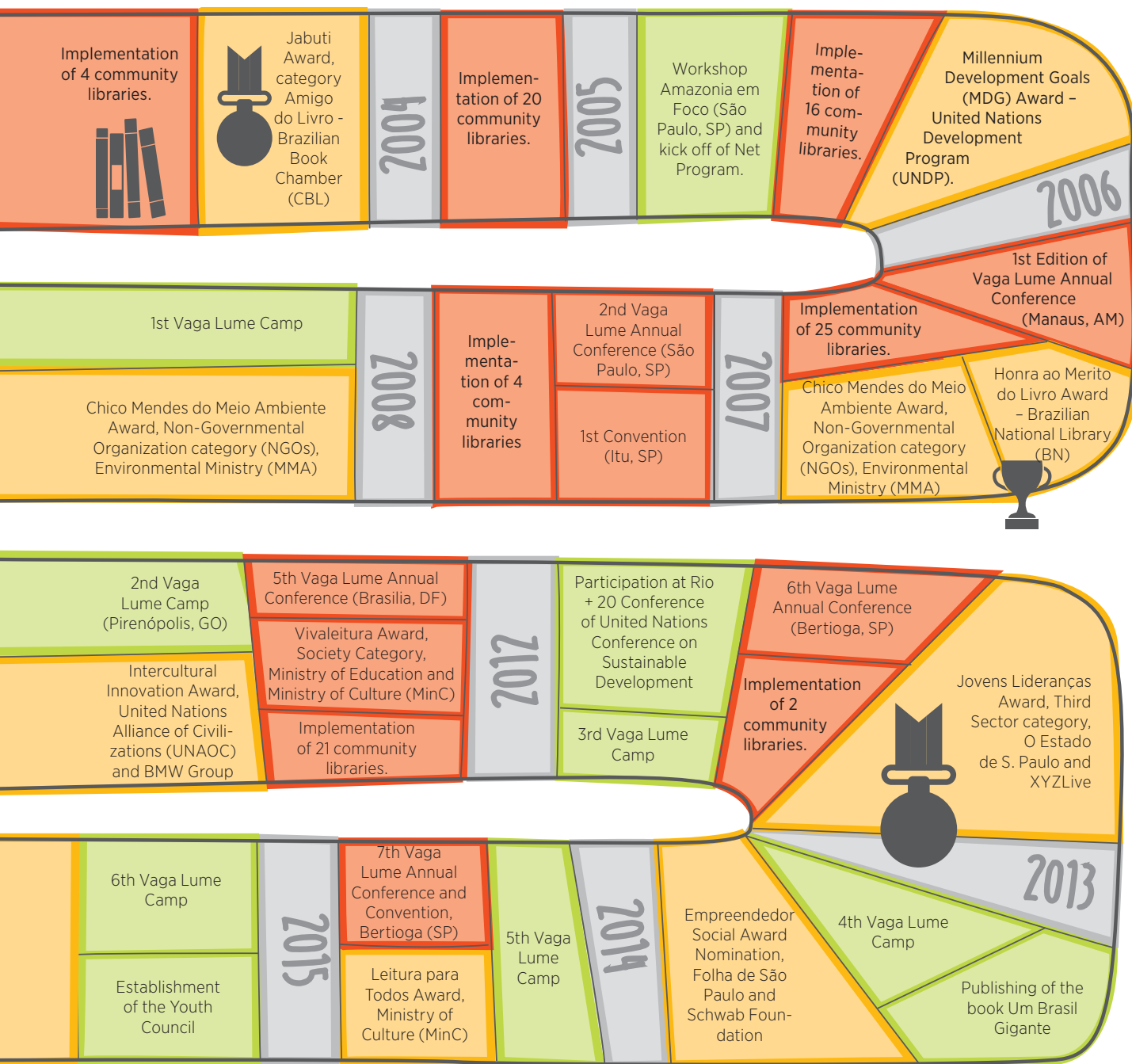


Vaga Lume was as nominee of the Criança Esperança Award, broadcasted by Rede Globo. The story of Vaga Lume with special regards to the Expedition Program is available on article in the website. The article also reveals who, directly and indirectly is granted by the Program and stimulates donations by the audience.

<http://especial2.redeglobo.globo.com/crianca-esperanca/690/detalhes>

# time line





Top 100 NGOs to Donate in Brazil Award, Doar Institute and Epoca magazine.



16 years of inspiration to keep on dreaming with the coming years!

# handmade books

Storytellers from Amazon communities are familiar with past traditions that are rarely found in books which can thus be easily lost. In this sense, providing regular opportunities to allow sharing that knowledge is a key factor to guarantee they are passed down from generation to generation.

Vaga Lume promotes storytelling moments when the elderly people share their memories while volunteers register this oral wisdom. This process resulted in the production of handmade books. Examples of some of the books produced in 2017 may be found below.

## THE ENCHANTMENT OF GREAT-GRANDMA ALZIRA

**Title:** The Enchantment of great-grandma Alzira  
**Storyteller:** Maria Celiane Coelho Carvalho  
**Authors:** Creuziane Ferreira Souza, Daisiane Magalhães Corrêa Nobre, Dayane Mendes das Neves, Franciane Vilhena dos Santos, Maria Celiane Carvalho and Nelciany Santana Nascimento dos Santos  
**Illustrator:** Franciane Vilhena dos Santos  
**Editor:** Marurés do Pacuí  
**Production:** the book was produced during the reading mediator's training on Macapá (AP) from August 16th to 18th 2017.  
**Summary:** Alzira used to live in her house with her husband, children and grandchildren. Due to her husband sickness, Alzira was distressed and became addicted to chopping

wood in the forest. One day, when Alzira was coming back home from the woods, she realized she has forgotten her pipe. Although her kids tried to persuade her not to go back to the forest at night, Alzira disregarded and she was never seen again. Her family asked a pajé (spiritual leader and medicine man of the community) for help to find her. The man ordered everyone, including dogs and children, to remain inside their houses so that he could "work on" Alzira's finding. He was about to find her, when the noise of a dog scared Alzira away. After a while, the pajé tried again and then he finally found Alzira in the woods, surrounded by flowers. He carried on with his works for days until Alzira was free from the enchantment.



cover from inside and cover of the book "The Enchantment of great-grandma Alzira", based on the story told by Maria Celiane Coelho Carvalho, Macapá (AM)

## THE ADVENT OF THE NOKE-KOI PEOPLE

**Title:** The advent of the Noke-Koi People  
**Storyteller:** Sebastião Araújo  
**Authors:** Reinaldo Silva da Cruz, José Cloves da Silva, Neurimar da Silva Katukina, Marcelo Carneiro André and Márcia Rosa  
**Illustrators:** Reginaldo Silva da Cruz e José Cloves da Silva  
**Editor:** Tarakawati  
**Production:** the book was produced during the reading mediators' training with the Noke-Koi people in the Katukinas tribes (Cruzeiro do Sul, AC) from November 14th to 15th 2017.  
**Summary:** according to elders of the noke-koi people, the noke-koi people came from a hole in the floor. When the hole opened, one by one of the members of the tribe came out and built the community. Nevertheless, on the underground there was an alligator, blocking the exit of the hole. With the aid of spears and animals, men ended up killing the alligator, but its carcass remained blocking the exit. The ones left behind were trapped and killed.



cover from inside and cover of the book "The Advent of the Noke-Koi People, based on the story told by Sebastião Araújo, Katukinas Villages, em Cruzeiro do Sul (AC).

## THE LIFE STORY OF EVANDRO CORDEIRO

**Title:** The life story of Evandro Cordeiro

**Storyteller:** Evandro Cordeiro

**Authors:** Arlene Pinheiro, Clarice Pinheiro, Diego de Sena, Elizandra Araújo, Emanuelle Monteiro, Eunice Cacheadi, Evelin Rodrigues, Ismaely, Jarderlane Maciel, Danilo Conrado and Keizy Rabelo.

**Illustrators:** Darlenilson Gomes, Evelin, Emanuelle Diego, Janderlane, Elizandra, Danilo, Keizy, Eunice, Ismaely, Arlene and Clarice Pinheiro.

**Editor:** Flor de Maracujá

**Production:** the book was produced during the reading mediators' training in Nova Esperança community from August 12th to 13th 2017.

**Summary:** In the 1970's, one-year-old Evandro and his family, seeking new life opportunities, moved to Nova Esperança, an indigenous community, by the Solimões river. At that time, nature around the community was exuberant. By the age of ten, Evandro had to quit his personal preferences in order to follow religion interventions of Missões Santa Cruz (a group of catholic people whose objective is to spread out the Christian faith). His family depended on the production of wheat, bananas and other fruits for a living. As a child, Evandro endured difficulties until the day he met Pedrinho (Pedro Marinho), a friend who taught him to read and write. Evandro now lives in Nova Esperança with his wife and children and is a health professional.



cover from inside and cover of the book "The Life Story of Evandro Cordeiro", based on the story told by Evandro Cordeiro, Tefé (AM).



cover from inside and cover of the book "The Enchantment of Curupira", based on the story told by Evanildo dos Santos Cordeiro, Tefé (AM)

## THE ENCHANTMENT OF CURUPIRA

**Title:** The Enchantment of Curupira

**Storyteller:** Evanildo dos Santos Cordeiro

**Authors:** Daniel Pinto Gama, Paula Cristina Bizerra Pinheiro, Edizângela Rodrigues de Lima and Geovana Mendes de Oliveira.

**Illustrators:** Denise Dutra Bruno, Hélon Raymisson Urbano Cordeiro, Lohanna Oliveira Bruno and Raimara Pereira Anaqueri.

**Editor:** Firefly

**Production:** the book was produced during the reading mediators' training in Nova Esperança community from August 12th to 13th 2017.

**Summary:** a mother and her daughter were about to leave when the mother realized she had forgotten her purse at home with some tobacco in it. She told her daughter to wait while she would go fetch it. In the meantime, a woman who resembled her mother appeared and asked the daughter to follow her. Deceived by their similar appearance, the daughter thought the woman was her mother, when it actually was Curupira disguised (Curupira is a creature believed to be the guardian of the forest). Curupira led her to woods where he kept her as a hostage, up in the branches of a Sumaúma tree. Time went by and she completely forgot who her real mother was. Back in village, the entire people felt her absence. Her mother asked the help of a pajé to find out her whereabouts and he found out she was still alive. With the aid of the pajé and other members of the community, the daughter was found but was unable to remember anything from her past. Therefore, the pajé had to perform an incantation as to free her from the enchantment.





# FINANCIAL STATEMENTS

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## INCOME STATEMENT

YEARS ENDED DECEMBER 31ST, 2017 AND 2016  
(IN REAIS)

	2017	2016
<b>Operating Revenues Restricted</b>		
Pronac Funds	340.382	611.296
Contributions	696.789	764.562
	<b>1.037.171</b>	<b>1.375.858</b>
<b>Operating Revenues Unrestricted</b>		
Cash Donations	492.753	518.819
Services	240.751	306.763
Product Sales	12.093	694
Brand Licensing	12.086	64.500
Levied Taxes	- 7.088	- 19.073
	<b>750.595</b>	<b>871.703</b>
<b>Volunteered Revenues</b>		
Volunteers	405.862	584.062
Volunteered contributions	235.368	281.293
	<b>641.230</b>	<b>865.355</b>
<b>TOTAL OPERATING REVENUES</b>	<b>2.428.996</b>	<b>3.112.916</b>
<b>Investment expenses</b>		
Operating and restricted	- 1.037.171	- 1.375.858
Operating and not restricted	- 719.991	- 1.200.915
Volunteers	- 405.862	- 584.062
Volunteered contributions	- 235.368	- 281.293
	<b>- 2.398.392</b>	<b>- 3.442.128</b>
<b>GROSS RESULT</b>	<b>30.604</b>	<b>- 329.212</b>
<b>Operating Revenues and Expenses</b>		
General and administrative expenses	- 298.910	- 28.246
Other revenues	7.882	136.541
<b>Result before financial expenses</b>	<b>- 291.028</b>	<b>108.295</b>
Financial Revenues	48.544	79.717
Financial Expenses	- 27.882	- 48.494
<b>Net Result</b>	<b>20.662</b>	<b>31.223</b>
<b>LOSS IN THE FISCAL YEAR</b>	<b>- 239.762</b>	<b>- 189.694</b>

## CASH FLOW STATEMENTS

YEARS ENDED DECEMBER 31ST, 2017 AND 2016  
(IN REAIS)

	2017	2016
<b>(LOSS) IN THE FISCAL YEAR</b>	<b>- 239.762</b>	<b>- 189.694</b>
<b>Adjustments</b>		
Depreciation and Amortization	24.523	23.862
Adjustments	0	- 24.744
Payroll and related charges	102.431	0
	<b>126.954</b>	<b>- 882</b>
<b>Cash flow from operating activities</b>		
Cash from investing activities	- 1.817.406	40.670
Advances	39.999	- 53.433
Receivables	229.335	269.455
Taxes to offset and recover	301	- 13
Inventory	9.323	- 33.413
Projects to Incur (ST)	1.817.406	- 40.670
Other accounts payable	5.288	- 852
Payroll, vacation and other payroll taxes	13.783	58.964
Fiscal obligations	4.745	- 496
Projects to Incur (LT)	- 258.929	- 232.298
<b>Net Cash provided by operating activities</b>	<b>43.845</b>	<b>7.914</b>
<b>Cash flow provided by investing activities</b>		
Purchase of property and equipment	0	- 6.815
<b>Net cash used in investing activities</b>	<b>0</b>	<b>- 6.815</b>
<b>DECREASE CASH AND CASH EQUIVALENTS AT THE BEGGINING OF YEAR</b>		
	<b>- 68.963</b>	<b>- 189.477</b>
Cash and cash equivalents at the beggining of year	816.060	1.005.537
Cash and cash equivalents at the end of year	747.097	816.060
<b>DECREASE CASH AND CASH EQUIVALENTS</b>	<b>- 68.963</b>	<b>- 189.477</b>

## BALANCE SHEETS

YEARS ENDED DECEMBER 31ST, 2017 AND 2016 (IN REAIS)

ASSETS	2017	2016	LIABILITY AND NET WORTH	2017	2016
<b>CURRENT ASSETS</b>			<b>CURRENT LIABILITIES</b>		
<b>Company funds</b>			<b>Company funds</b>		
Cash and cash equivalents	747.097	816.060	Payroll and related charges	84.589	70.806
Cash receivable	21.446	250.781	Tax payable	6.154	1.409
Inventory	47.284	56.607	Other accounts payable	8.552	3.264
Taxes to offset and recover	0	301		<b>99.295</b>	<b>75.479</b>
Advances	52.157	92.156			
	<b>867.984</b>	<b>1.215.905</b>	<b>Limited funds</b>		
			Projects to Incur	2.033.037	215.631
				<b>2.033.037</b>	<b>215.631</b>
			<b>Deferred Income</b>	14.814	273.743
				<b>14.814</b>	<b>273.743</b>
<b>Limited funds</b>					
Cash and Banks	2.033.037	215.631	Provision for tax risks and other contingent liabilities	102.431	0
	<b>2.033.037</b>	<b>215.631</b>		<b>102.431</b>	<b>0</b>
<b>Non Current Assets</b>			<b>NET WORTH</b>		
Fixed Assets	14.914	39.437	Company's social worth	557.410	557.410
Fixed Assets	215	215	Accumulated surplus	109.163	348.925
	15.129	39.652		<b>666.573</b>	<b>906.335</b>
<b>TOTAL ASSETS</b>	<b>2.916.150</b>	<b>1.471.188</b>	<b>TOTAL LIABILITIES AND NET WORTH</b>	<b>2.916.150</b>	<b>1.471.188</b>

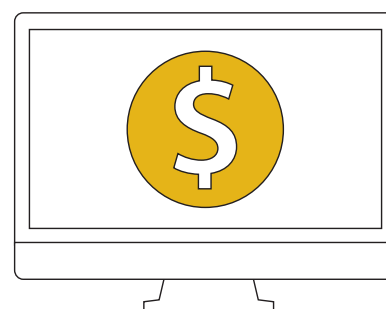
## FINANCIAL COMPREHENSIVE INCOME

FISCAL YEAR ENDING ON DECEMBER, 31ST 2017 AND 2016 (IN REAIS)

	2017	2016
<b>DEFICIT / SUPERAVIT</b>	<b>- 239.762</b>	<b>- 189.694</b>
Other comprehensive income	0	0
<b>TOTAL COMPREHENSIVE INCOME</b>	<b>- 239.762</b>	<b>- 189.694</b>

The financial statements of Associação Vaga Lume encompass the balance sheet as of December 31, 2017, as well as its income statements and cash flows for the same period, including the summary of accounting practices.

*The complete auditing report and financial statements with notes are available at Vaga Lume website, in the transparency section.*



# PROGRAMS









# EXPEDITION PROGRAM



# testimonials



“Vaga Lume it’s all about new dreams and hopes. 2017 was another year full of joy and achievements. It was also a year of some serious matters, with not too many smiles. However, hopeful fireflies lighted out our path, allowing stories, dreams, joy, laughs and, above all, human interactions. What Vaga Lume meant to me in 2017? The renovation of even more dreamed dreams by us, the riverside people of the Amazon with the privilege of keeping Vaga Lume alive in our hearts, with dreams that are dreamed and pursued by everyone who believes in the light of a glowing future”.

MARIA FIGUEIREDO,  
(SÃO RAIMUNDO COMMUNITY, AM)



## about the Expedition Program

The Expedition Program promotes access to books and read aloud activities to promote literacy and develop reading skills in rural communities of the Amazon through the creation of community libraries, reading mediators’ training, encouragement of management practices in the libraries and valorization of local culture.

Community libraries are established and sustained through the donation of books, book shelves and mats so that community members may set up their own library. Reading mediation trainings are offered for parents, educators and anyone who may be interested.

Within the community, reading mediators work as volunteers establishing a link between books in the shelves and

children. In this sense, they contribute to make possible for people to become familiar with books leading to the formation of effective readers, who are able to understand stories (they read) and to explore possible connections between the narratives and their own history and culture. Along with taking part in reading aloud practices, they are also responsible for managing the library so to guarantee it remains as a collective cultural tool. To these group of trained volunteers, also called multipliers, continued training is offered, and they integrate Vaga Lume’s Local Teams. Every Vaga Lume library has its own Local Team responsible for training new reading mediators, monitoring libraries and articulating with local partnerships.

# 2017: the program in numbers

## BENEFICIARIES

**15.605**

represents the total of students (children and teenagers) enrolled in schools where Vaga Lume offers a library,



considering that

**8.109**



children and teenagers visited libraries.

**99**

rural communities are engaged to the Program.



**58.884**

books were the total number of books that were borrowed and

**68**

represents the monthly average of loans.

## ENHANCEMENT OF THE COLLECTION OF BOOKS

Every year Vaga Lume seeks to consolidate the relation with the libraries. In 2017, some libraries were chosen to receive a new collection of books, according to specific criteria established by the team of educators.



**79**

libraries were supplied with new collection of books



**5.044**

new literary books were distributed

A team of educators is in charge of the curation of books according to two main criteria: quality and diversity. The team considers the content, the design project and the theme of the book. In order to perform a deep discussion of the importance of plural Brazilian society, it's vital to preserve the diversity of the collection of books. The task of selecting a collection of books that represents the human and literary diversity is challenging.



## READING ALOUD TRAINING COURSES

Promoting reading and achieving Vaga Lume's mission involve going beyond the delivery of books and the creation of community libraries. Training volunteers as reading mediators grounds the project, not only by fostering education and local culture but also by building partnership with the community and local authorities. The content of the courses

varies - from mediating models, community management of libraries, volunteering, storytelling to the production of handmade books - which contributes to the development of mediators and, as a result, to the sustainability of the project.

Over the year of **2017, 11** courses were delivered and **296** new volunteers were trained - from school teachers to people of the communities:



## 8TH VAGA LUME ANNUAL CONFERENCE

Between August 27th and August 30th, Vaga Lume's headquarter hosted the 8th Annual Conference whose main goal was to train reading mediators as multipliers of the methodology. Local Teams (from the urban areas of political-administrative units), volunteers (from the ru-

ral areas) and other relevant local partners attended the event.

"When I listen to testimonials, I feel that part of me is at every community", mentioned Janiléia from Mirinzal during the conference.



# Expedition Program results - 2017 assessment

"It's a wonderful feeling, because the tool allows the team to identify needs and interests of the community towards the library. The assessment is crucial to reflect on and improve practices."

CARLOS ALBERTO LOPES SILVA - LOCAL TEAM (MARARÁ COMMUNITY, BARCELOS, AM)

"Getting closer to the community, the volunteers and what is done in the library was an unique experience. The assessment provided the creation of new ideas. During conversations, we've exchanged experiences, shared difficulties and made plans involving libraries Beija Flor and Criança Feliz. It was a pleasure to contribute to the project."

RAEL MARINHO FERREIRA - LOCAL TEAM (CAMPINA DE SÃO BENEDITO COMMUNITY, MACAPÁ, AP)

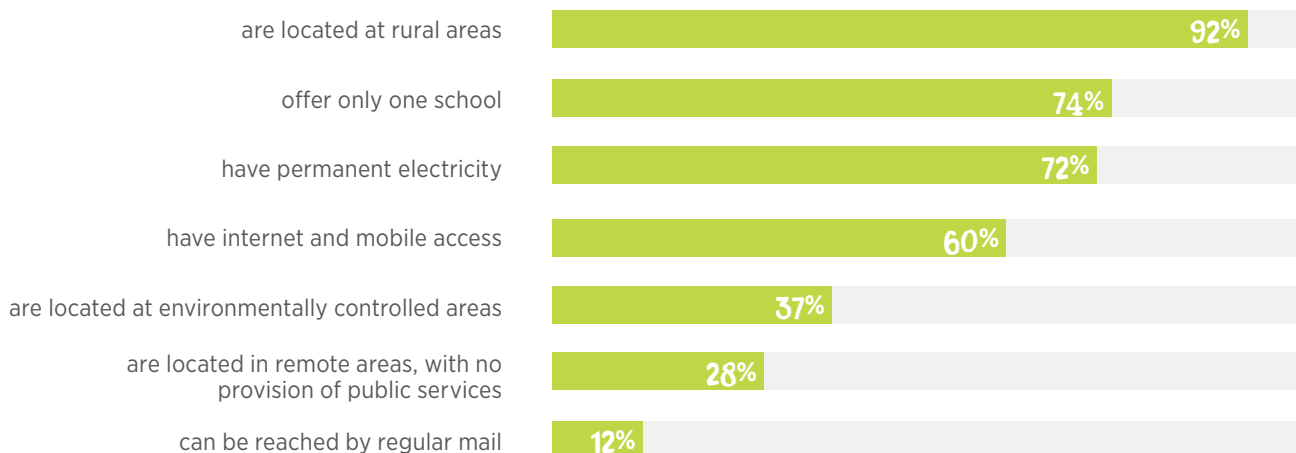


The annual application of the assessment survey works as tool to monitor and keep track of the work done at the libraries. 2017 was characterized by a high adherence rate:

out of 99 libraries, 91% completed the survey, reflecting strong commitment to the project.

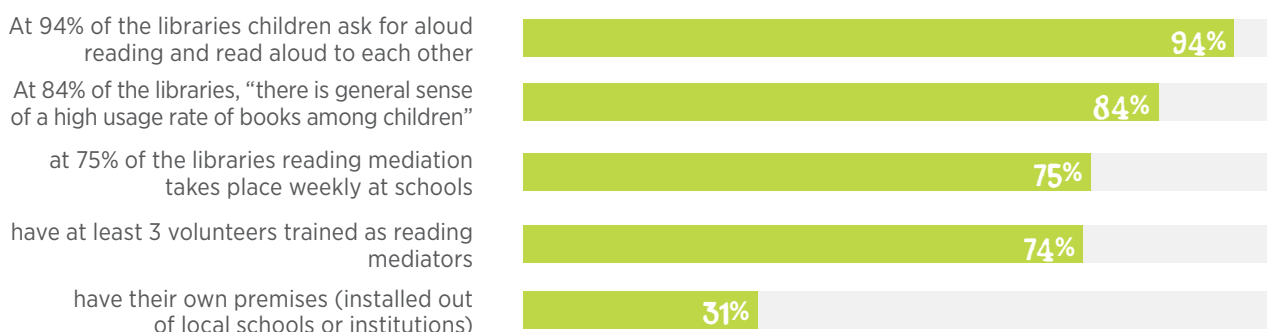
## PROFILE OF COMMUNITIES

with Vaga Lume libraries



## PROFILE OF LIBRARIES

Vaga Lume



Vaga Lume's libraries Annual Evaluation"

## SOME VAGA LUME LIBRARIES



### 01 LAGO DO AJUDANTE - ORIXIMINÁ - PA.

it's not reached by regular mail and belongs to an environmentally controlled region. The building is located inside the school, in an exclusive room and is called "Um salto para o futuro" (One step to the future). It offers a collection of 264 books and 12 active volunteers (mostly teenagers) who work also as reading mediators outside the school. During 2017, 749 people visited the library.

### 02 CAIRARA - TEFÉ - AM

it's located at the riverside of Solimões, at the Lago Caimbé, the library (called Estrela da Manhã, Morning Star) is the gateway to the community. In 2017, the community organized a reading aloud contest in order to find who

was the most requested reading mediator. The winner was awarded with a ticket to attend the Annual Conference in São Paulo and to be trained as a multiplier of the reading aloud methodology.



#### 04 VILA SANTA ROSA CRUZEIRO DO SUL - AC.

the library is located at the rural area where 626 families live by. There is internet access but no regular mail. The building is located inside the school and offers a collection of 500 books. A highly engaged group of young volunteers perform several activities besides reading aloud. In 2017, the library was nominated to the Itaú Unicef Award.



#### 05 ATINS - BARREIRINHAS - MA.

the library called “Mar de Leitura” (Reading Ocean) is located at the rural area where 232 families live by. It has its own building and offers 362 books. One of the main activities of the library is the consolidation of a log book by the volunteers that has registered a number of 114 books borrowed in average from May to December. Volunteers also visit a nearby community (Ponta do Mangue) where the read aloud and disseminate the importance of reading and books.

#### 03 MARARÁ - BARCELOS - AM.

located at the urban area where 184 families live by, the library has no internet access nor regular mail. The building was a concession of the local church and offers over 750 books. It's an active community that relies on an expressive number of young volunteers who conduct daily readings to children. They also put together other activities as “soirées” and poetry contests.



# NET PROGRAM





# testimonial

“Since 2013, Tide Setubal Foundation is a consolidated partner of Vaga Lume. The Net Program allows teenagers to share unique experiences through exchanges that result in new findings. That means they

develop a greater sense of belonging and valorization of diversity.”

ANTONIA MARLUCIA  
TIDE SETUBAL FOUNDATION



## about the Net Program

Net Program is considered an initiative of Education for Sustainable Development, from UNESCO, designed to “determine education practices to foster sustainable actions by empowering people to acquire skills, knowledge, attitudes and values towards a sustainable future”. Its origins remotes the year of 2002, when a simple exchange of academic works between private school students from São Paulo and rural school students from the Amazon took place. However, as time went by, a specific methodology, whose goal was fostering intercultural communication between teenagers attending the program, was developed. The underlying idea is to provide opportunity

allowing teenagers to get to know each other better, to share their own experiences, to talk about them and about the relation they live by.

The structure of the program contains two annual terms and a methodology made by various interrelated approaches. It's designed to offer a remarkable experience for students and educators attending the program. Over one whole school year, groups of students are connected and produce and exchange projects about their identities, their relations with the environment. This process reduces distance between two different worlds while still maintaining their similarities.

# 2017 main achievements

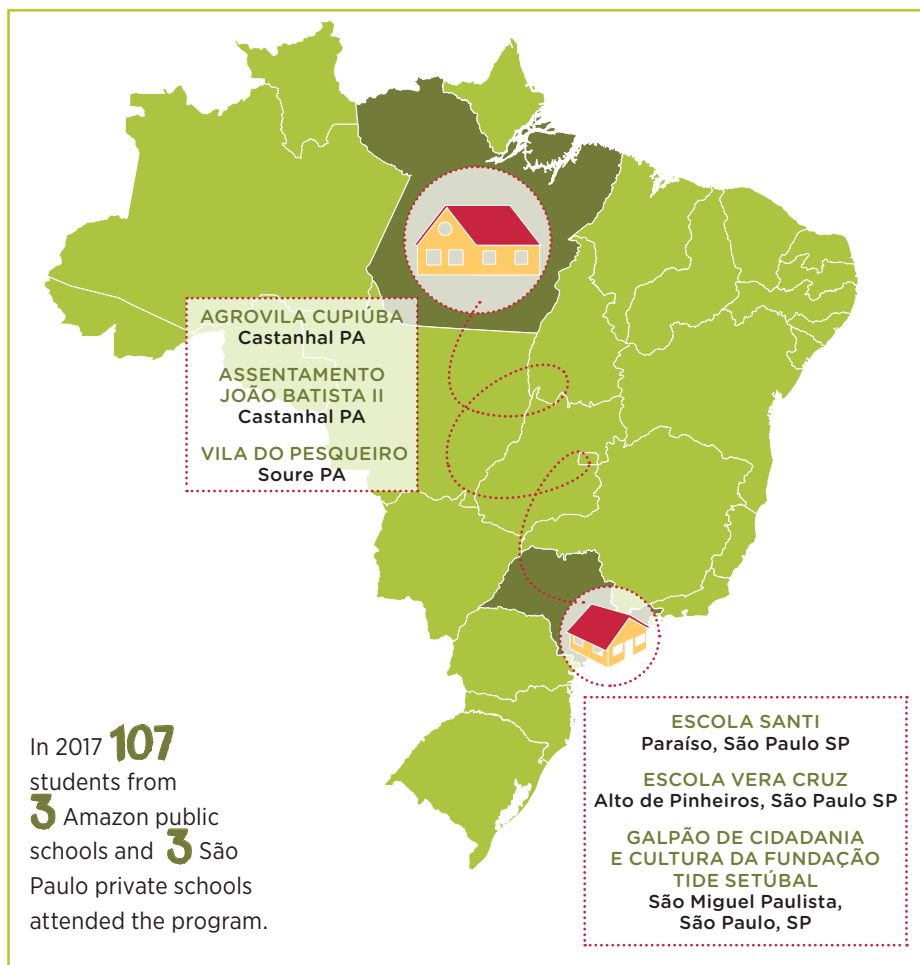
## ANNUAL TERM

**107**  
students

**137**  
workshops,  
summing up

**300**  
hours of  
classrooms

**41**  
projects exchanged



Youngsters Meeting in São Paulo

## EDUCATION COMMITTEES

Education committees are training workshops for education professionals from partner schools in São Paulo and in the Amazon. It's designed to train professionals to apply the methodology of the Net Program and to discuss the process of development of the activities. During 2017, 4 Education Committees were held.

### EDUCATOR'S TRIP

For the first time in history, a committee was held in the Amazon. Educators from São Paulo travelled to the related community and acknowledged the environment, the local institution and its local participants. São Paulo educators also have brought the projects of their students and accomplished the 2nd exchange of the program.

### INITIAL EDUCATION COMMITTEE

It gathered educators and school's coordinators from São Paulo and Amazon schools. It determined main program's activities and schedule.

### FINAL EDUCATION COMMITTEE

The workshop was held in November and involved all educators. During the event, they made a review of the Net Program in 2017, produced a tool to monitor the workshops, commented on innovations and discussed the visit to institutions to deliver a farewell letter. Educators from the Amazon had to opportunity to oversee workshops of Escola Santi and Escola Vera Cruz. The closure of the program took place at the warehouse of Tide Setubal Foundation.



## 4TH EDITION OF SANTI'S OPEN HOUSE MEETING

The "Santi de Portas Abertas" is a meeting associated with the project SantiSustentavel. It's organized in a collaborative way by Santi's community: parents, team, students, friends and guests. This was the 4th edition of the meeting and Vaga Lume has already participated in the last two editions (2016 and 2017). Over 40 initiatives towards a better future including themes such as education, healthy

food, self-development, social innovation were presented. In April 8th, Vaga Lume's team together with teenagers of the Net Program set up a booth to disseminate the partnership between the organization and the school, with highlights to the organizational practices and reading aloud methodology.

# Net Program results – 2017 assessment

Students attending the program were asked to complete a survey. Most of them considered that the participation in the program broadened their knowledge of the Amazon

and of São Paulo. The survey has demonstrated their comprehension and valorization to acquire knowledge of different realities, local habits and cultures.

INCREASE  
**121 %**

of valuation of knowing  
other reality

“The act of exchanging made me realize that even with a distance we made friends”.

SHAYLENE ARIEL SALES SANTOS,  
13 YEARS OLD (VILA PESQUEIRO, SOURE, PA)

INCREASE  
**40 %**

in the respect for other culture

“I’ve learnt to value other cultures and I have also learnt more about my own culture”.

GABRIEL DA CONCEIÇÃO  
OLIVEIRA, 10 YEARS OLD (TIDE  
SETUBAL FOUNDATION, SP)



# CONSULTANCY SERVICE

# about

The vast years of Vaga Lume's experience made possible to develop consultancy services tailored made to clients such as companies, government, foundations and NGOs.

The resources of the consultancy services are destined to the projects in the rural communities of the Amazon.

## 2017 main achievement

### CURATION OF BOOKS — ITAV SOCIAL FOUNDATION

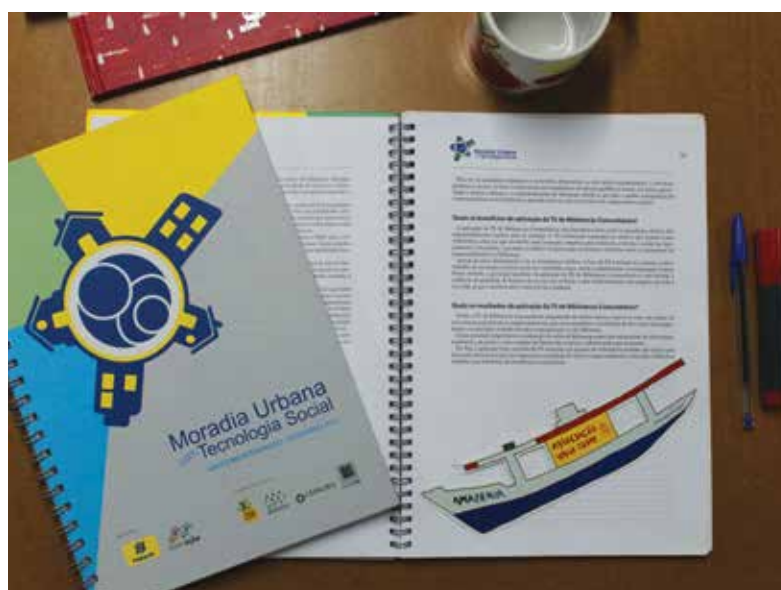
The project began in 2017 and it will continue in 2018. It involves the selection of books which will integrate the campaign "Leia para uma Criança 2018". The campaign aims to contribute to broaden the cultural background of children through reading and storytelling by adults. In this sense, emotional bonds are reinforced as well as family's experiences, not to mention the improvement of education development. Unlike previous years, Tide Setubal Foundation

has chosen to develop a more collaborative process and, as a result, got children, reading mediators, teachers, reading experts, minority groups and individuals all involved. It has also counted on the participation of representatives of 5 Brazilian regions. A public notice was issued for publishing companies interested in submitting books and the selection process took place.

### REPRODUCTION OF COMMUNITY LIBRARY BUILDING METHODOLOGY

#### TRANCOSO LIBRARY (BA)

The consultancy service to Trancoso Library consisted of establishing a community library at "Casa das Festas", so that it became a welcoming space for the community to promote workshops related to arts and education. An important outcome was the opportunity to provide access to books and to broaden the cultural background of local children and youth. The services provided included: implementation of the library (shelves and mats), buying of 400 books (chosen according to the local characteristics), reading aloud training of 34 people (youth and adults).



#### BANCO DO BRASIL FOUNDATION

Vaga Lume has also provided consultancy services to Banco do Brasil Foundation in a project called "Transformando Realidades por meio da Replicação de Tecnologias Sociais em Empreendimentos do Programa Nacional de Habitação Urbana - PNHU". The program consists of promoting social-productive inclusion through social technologies aiming at contributing to the sustainable development of the community. The creation of a library was among the four alternatives given to the residents of the projects to choose from. The process embraces interconnected actions: structure implementation (shelves, mats, books), training of reading mediators who have a key role in the promotion of reading habits and incentives to community management of the libraries.

# WHO WE ARE

## GOVERNANCE (2016-2019)

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Ana Paula Dugaich **Production**  
**and screenplay**  
Adauto Lima Neto **Director**  
**(outdoor settings)**  
Renato Stockler **Director**  
**(outdoor settings)**  
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**Director**  
Luciano Azevedo **Photography Director**  
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