

YEARBOOK 2021







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Editorial

“When we donate, we start a path towards greatness.”

We are a particle of this universe affected by everything that involve our planet. We are also people, in plural, and we do not achieve anything on our own. For everything we do, we do depend on others.

It is a reality that certainly annoys us, mainly when sometimes we need to grow up very early, as me. However, it can also reinforce our faith in humanity. Knowing that it is only possible to advance together does not mean to withdraw from our base. Focus, determination and perseverance are essential to guide our individual path.

Keeping these three pillars clearly on my mind made me realize something for sure: it is necessary to leave behind the culture of putting out fires that is ever present in Brazil. This certainty became even more obvious for me when we had to face Covid-19 and we had to do so as a united society in the local, national and worldwide level.

I am a doctor and, throughout the pandemics, I tried to give back everything I've learned with the social project that helped me a lot, Pro Criança Cardíaca. I can truly say that only medical education would not have been able to solve a pandemics like this one.

It is not only about saving lives in hospitals, but also thinking about people at home who are facing social distancing, people on the street who do not have food, shelter nor water. It is about thinking about human beings. Science and philanthropy need to walk together.

When we donate, we start a path towards greatness, the greatness that involves taking care of human beings, our final goal. To serve is a privilege.

This moment inspires a lot of reflection to become better people and build a better place for future generations. A highly competitive world stimulates vanity and the desire to stand out. If this is used to good deeds for humans, the seed sown will bear good fruits.

Throughout these two years, many people awoke for charity and looked inside seeking the meaning of their lives and they found that helping others is the answer. I hope they don't give up this new found path towards solidarity.

When I talk about the importance of generosity and solidarity, I revisit my own story. I had to take the reins of my life at a very young age and this made me a very strong child. My future was mine. I have wanted to be a doctor since I was a young girl. I had this strong desire to help others. To do the right thing.

I have always done everything within my power to practice a Medicine that I consider worthy for everyone, regardless their bank account balance. I could not stand hearing the parents' cry because they were afraid to lose their children, so I created Pro Criança Cardíaca in 1996 and dedicated myself to maintain this institution that cares for underprivileged children with heart disease.

I have done all these things due to my desire to help others.

I wish that, after this unthinkable situation of Covid-19, at least people's hearts become more generous. We will always face obstacles along the way, and we need to follow our principles so that we can dream, plan and make it come true.

Rosa Celia
Founder and CEO of Pro
Criança Cardíaca



IDENTITY

organizational identity

MISSION

(Reason for existing)

To offer excellence in pediatric cardiology care and integrated social services.

VISION

(What we want to be)

To be nationally acknowledged as a reference in the pediatric care of congenital heart diseases

GOALS

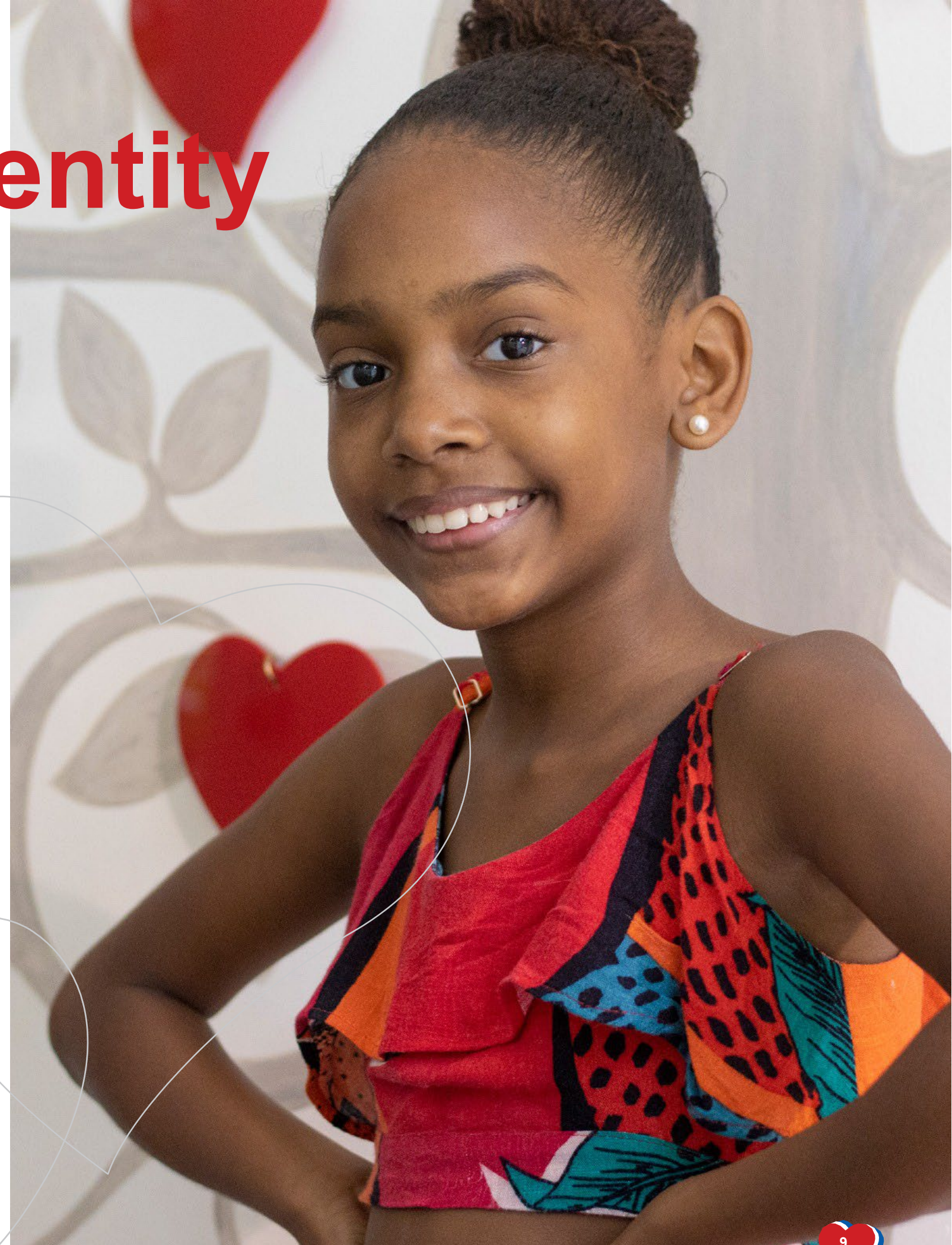
(The difference we make in the world)

To treat underprivileged children and teenagers with heart diseases giving them a chance of a new life.

VALUES

(What guides our behavior)

Consideration • Love • Learning • Empathy • Excellence •
Gratitude • Humanization • Innovation • Integration • Integrity •
Perpetuity • Respect • Social environmental responsibility • Result
• Transparency





Congenital heart disease is the third major cause of child mortality in Brazil.

HEART DISEASE IN **Brazil**

Impressive reasons in Brazil

- Unsuitable access
- Low investment
- Poor health care
- Few specialized centers
- Centers with low production
- Deficit in Human Resources
- Necessity of a long-term follow-up

How to minimize the social impact

- Increase the access
- The importance of structuring the network to offer the right treatment at the right time.
- Development of high reliability and performance centers
- An understanding that the care goes beyond the heart.
- Guarantee the proper follow-up
- Decrease mental and physical sequelae
- Support the families
- Promote mental health
- Resource optimization

1 to 100 born alive per year may have a heart disease.

80% need an invasive procedure.

30 thousand new cases per year of children with a heart disease

25% have a severe condition in the first days of life.

Among patients who need treatment, **20%** will present a spontaneous resolution and will not need any kind of treatment.

Among the group that will require some treatment, **40%** will be carried out during the neonatal period.

40% in their first years and 20% after the first year.



Pro Criança

In its 25 years of work, Pro Criança Cardíaca has provided care for 100 thousand outpatients and performed 1.6 thousand invasive procedures such as heart surgeries and diagnostic and therapeutic catheterization. Every month, the institution renders services for approximately 140 underprivileged children that are cared for by a multi-disciplinary team of health-care professionals and highly qualified cardiologists.

Non-profit medical institution, founded by the cardiologist Dr. Rosa Celia, who still leads the institution, was created because it was so difficult for her to say no to underprivileged families that sought her help in her private practice. Her desire to help made her look for means to make her dream come true.

One of her main goals was that the health facility was not exclusive for medical procedure but also a complete structure to meet the needs of the children as well as their families', offering a multidisciplinary care, including dentistry, dermatology, nutrition, psychology and ophthalmology. And to provide help for food, meds, diapers, books and toys.

The donations are essential to maintain the social project and to carry out the outpatients' care and other services provided for children and their families by this excellent social and philanthropic work, which also has a commitment with its staff and service providers in relation to humanized governance.

**100
THOUSAND**
Patients
1.6 THOUSAND invasive
procedures
15 THOUSAND lives



HOW We

A hundred percent universal access to an excellent health care.

Cardiological check-up for diagnosis and treatment of heart disease.

Invasive procedures to fully cure the heart disease and provide a good life quality

Medical follow-up with a multidisciplinary team integrated with social work.



O

differenti al

Only 4 hospitals of SUS (Brazilian Unified Health System) in Rio de Janeiro are qualified to perform cardiovascular pediatric surgeries

We are the only Brazilian institution that carries out the whole heart treatment free of charge.

For many people, we are the only option, the only chance.

IN NUMBERS

2021

	Total
Heart Surgeries.....	49
Catheterization.....	21
Ablation.....	4
Dental Surgeries	6
Clinical Hospitalization	7
Heart Consultation	1521
Echocardiogram	1152
Electrocardiogram	845
Holter	300
Lab tests	221
Radiology Tests	97

From 1996 to 2021

	Total
Heart Surgeries.....	1147
Catheterization.....	474
Ablation.....	21
Dental Surgeries.....	25
Clinical Hospitalization	280
Heart Consultation.....	33719
Echocardiogram	18394
Electrocardiogram	15306
Holter.....	6891
Lab tests	8640
Map	1010
Cardiac stress test	2429
Radiology Tests	1868

Source: Pro Criança Cardíaca's social services (2021)



OUTPATIENT

Cardiology

Inclusion process

The child or teenager with a suspicion or history of heart disease is referred by a pediatrician, family doctor or public sector cardio-pediatrician for a cardiological opinion. The first consultation in the Institution is free of charge and the appointment can be made by phone (21) 3239-4500 or through our website www.procrianca.org.br.

HEART CARE

In the first heart evaluation the patient is registered. Then, clinical examination, electrocardiogram and echocardiogram are performed. Once the diagnosis of cardiovascular disease is confirmed, management, treatment (clinical, medication and / or surgical) and patient follow-up will be carried out by the Institution.

Tests such as a 24-hour holter, exercise test, chest X-ray, angiotomography of the heart, heart MRI, laboratory tests, among others, can be performed to help in the diagnosis and therapeutic decision. Once the invasive procedure has been indicated by the cardiology team, being surgical correction, ablation or therapeutic catheterization, the case is discussed with the surgeon and / or hemodynamicist. Then the procedure is pre-scheduled.

During the process, the patients undergo the dentist's evaluation. It is essential that the patient with a heart disease has a good oral health. If the patient is clinically well, he is referred to Hospital Pediátrico Pro Criança Jutta Batista in the same day to collect blood and urine for lab tests and

chest x-ray. Due to the pandemics, it is necessary to perform the test for COVID-19 in the patient and their parents as well, the RT-PCR. The medical staff checks the test results and, if they are satisfactory, the invasive procedure is confirmed.

The invasive procedure and hospitalization

The surgery duration and hospitalization depend on the pathology's severity and any incident after surgery. Age and low body weight can also contribute for a longer hospitalization. On average, the length of hospital stay for uncomplicated cardiac surgery is 5 to 7 days and that for therapeutic catheterization is 2 to 3 days. During hospitalization, the medical staff clinically evaluates the patients, performing electrocardiograms and echocardiograms.

Hospital discharge

If everything was fine and there were no complications, it is time to go home! The return visit is scheduled to assess the patient and remove the stitches. The patient must continue with regular cardiological follow-up at the headquarters of the Pro Criança Cardíaca.

Numbers (1996-2021)

+15,000 saved lives
+100,000 outpatients
+1,600 invasive procedures

OUTPATIENT Dentistry

Founded in 2003 to treat underprivileged children and teenagers with heart disease, our dentistry staff is formed by a team of voluntary dentists who offer treatment to Pro Criança Cardíaca's patients for free.

FROM 1996 TO 2021

5,600
Dental care



Dermatology

In addition of treating skin diseases, the dermatologist treats the surgical wound, since scarring is often a delicate point for children and teenagers.

Nutrition

Nutritional individual evaluation offers the necessary calorie support for each patient with heart disease and overweight in addition to help families to keep healthy habits.

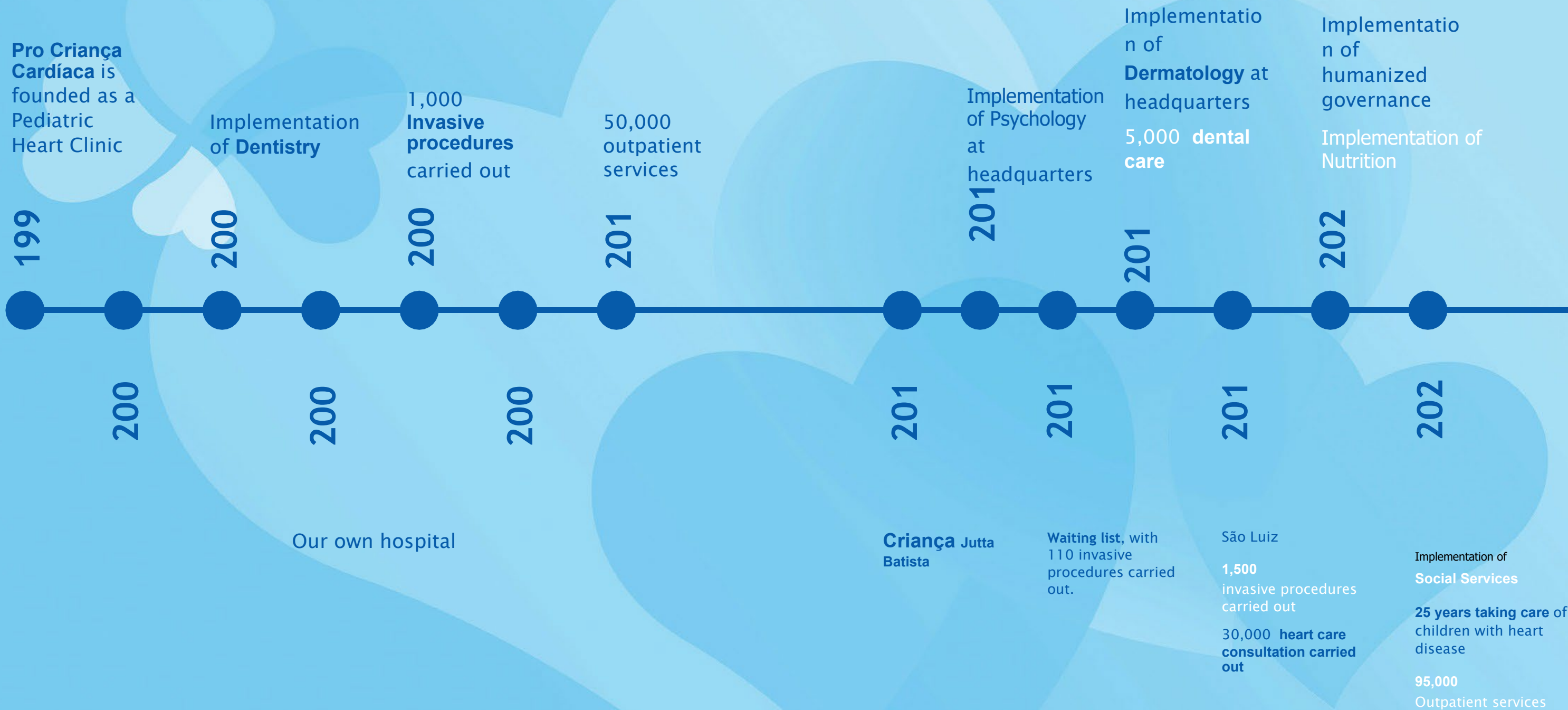
Ophthalmology

Pro Criança offers to children and teenagers ophthalmology care and glasses, when necessary, through a partnership with an optician shop. In the project, patient care is given in an integral way, which is better for the evolution and maintenance of the cardiological health of each patient.

Psychology

The psychology team offers support to the patient and their families, treating the psychological aspects associated with heart disease. We try to develop the resilience during the pre-surgical time, and promote the understanding regarding the disease itself, in addition to developing an acceptance related to the patients' activity restrictions. Conditions related to both emotional and socioeconomic needs are also addressed.

Timeline



Successful stories

Davi, 4 years old, is Alessandra and Abraão's son.

They live in Niterói. The pregnancy was not planned but the parents cheered it. They found out a congenital heart disease during the pregnancy and the father rejected the son.

Davi was born on September 2nd, 2017, and was diagnosed with complex heart disease. He needed ventilator support and medication to survive. It was extremely important that he was transferred to a hospital that carried out his heart surgery.

His family contacted Dr. Rosa Celia and four days after he was born, the boy was transferred to Hospital Pro Criança Jutta Batista. On September 11th, 2017, Davi underwent his 1st surgery and, in a month, he was discharged for outpatient follow-up.

After her maternity leave, the mother quitted her job to take care of her son. The father, despite conflicted, registered the son, but did not keep in touch. The only emotional support the mother can count on is from her aunt. The family survives with a basic wage paid by the Federal Government due to the little boy's health.

Davi was not like other boys of his age. His skin was purplish and it got worse with minimum exertion, and he got tired whenever he played... It would be necessary other invasive procedures as well as constant care.

In 2019, he underwent another surgery. Three years after that, he underwent another one. That last time, he underwent a catheterization to carry out Fontan procedure.

His surgery was carried out on February 2nd, 2022. The procedure was successful! It was the beginning of a new life, a victory after so many battles and long days on the ICU.



“Now my heart is full of happiness! Davi made a full recovery and, from now on, everything will be better and he will live a long life. Thank you, Pro Criança! My son is everything to me, I could never live without him.”

ALESSANDRA

Manuela, 9 years old, and her family live in São José do Vale do Rio Preto, in a city in the mountains of the state of Rio de Janeiro. She has a twin sister and another sister, four years older than she.

The monthly income of the whole family is two minimum wages. Roberta, the mother, is a psychologist who works in a private practice some days a week. The father owns a barber-shop, which was impacted by the pandemics. They live in a house owned by the paternal grandfather.

“When I was informed that she needed surgery, my first thought was that we couldn't afford it”, Roberta said.

Manuela's treatment was made by SUS in her city. Her health always seemed stable but, after she was evaluated by a new doctor, she identified the need of further investigation in the heart.

They went to see a pediatric cardiologist in their city and, after this, the patient was forwarded to Pro Criança, much to the mother's surprise:

“What surprised me the most was the welcome my daughter received and the fact that they already had a heart with her name on it. This was a miracle for us. They welcomed us, and I thank God and Pro Criança's team”, Roberta said.

Manuela's first appointment at Pro Criança on September 29th, 2021, where the diagnosis of congenital heart disease was confirmed, sinus venosus interatrial communication (ASC), and she needed surgery.

Due to the donors' generosity, Manuela's surgery was carried out on November 22nd, 2021,

less than 2 months after her first appointment with the project's team. Now, her family is calmer, while Pro Criança's medical staff keep their follow-up.

“What surprised me the most was the welcome my daughter received and the fact that they already had a heart with her name on it. This was a miracle for us.”

ROBERTA



HOW

you can help

When you donate, as an INDIVIDUAL or a LEGAL ENTITY, you are helping make the lives of others, their families and the planet better. There is always something we can do. Each one of us, individually and together. How can I make a donation?

Donation through credit card (PagSeguro)
(FIXED AMOUNTS)



Donation through bank deposit or PIX:

PRO CRIANÇA CARDÍACA
CNPJ: 10.489.487/0001-71

Bradesco (237)/ Branch: 0227-5
Checking Account 115,400-1
PIX: procrianca@procrianca.org.br

Itaú (341)/ Branch: 0389
Checking Account 09889-8
PIX: 10489487000171



OPEN YOUR BANK'S
APP AND WIRE YOUR
DONATION THROUGH
A PIX



** Legal entities taxed by Brazilian real profit regime: in compliance with Art. 13, §2º, III, of Law No. 9,249 from 12/26/1995.*

There is no legal provision for deductibility of donations made by individuals or legal entities not taxed in accordance with the real profit regime.

BECOME a Social Master Investor

Thousand children and families would face another destiny, were not the generosity of human beings.

If you believe in a fairer world, where every child should have the same chances in life, come with us.

Become a Pro Criança's social master investor!

For more information: diretoria@procrianca.org.br

CAMPAIGNS to do good

You can make a difference in someone's life.

Join our campaign

- Solidary party
- Diapers
- Provisions
- Powdered milk
- Toys
- Oral hygiene kits

Deliver your donations at our headquarters
Pro Criança – Rua Dona Mariana, 40,
Botafogo, RJ, from Mondays to Fridays, from
9 a.m. to 6 p.m.



PRODUCTS

Of the heart

By purchasing Pro Criança's merchandise, you will be making thousands of children happier with their healthier hearts.

The customized merchandise is sustainable and produced locally. 100% of the revenue is donated to the treatment of underprivileged children with heart disease.

You can buy via WhatsApp 21 96506-2771 or at Rua Dona Mariana, n. 40 or 220 – mezanino, Botafogo, RJ.



SOCIAL SUSTAINABILITY

Pro Criança Cardíaca works towards a more human, ethical and sustained management and adopted pioneer attitudes in the Third Sector, in addition to be chosen for the third consecutive year as one of Brazil's 100 best NGO and one of the best Brazilian NGO in the health area. We follow Governance good practices and, as a result, our operations are transparent, as well as more strategic management by high leadership.

contributors, the respect to cultural, gender, race, ethnic, and religious diversity, a responsibility towards our stakeholders and charity works and activities related to our community.

Pro Criança Cardíaca stands out in 8 of 17 sustainable objectives of Agenda 2030, recommended by UN, emphasizing Health and Welfare. With sensible implementation of new measures, it expanded sustainable practices and became a reference in the third sector.

It considers social justice and ethics, does not practice slave labor, encourages diversity among



ENVIRONMENTAL

Pro Criança Cardíaca embraces the global solidarity spirit, acting with environmental responsibility and developing sustainable practices. It recognizes that it is necessary to take transforming measures to guide the world to a resilient and sustainable path. Take a look at some of the main practices related to sustainable processes.

SOCIAL

Pro Criança is a third-sector company socially responsible and which contributes to a sustainable development. It implements several social practices, such as the access to health and social services, it seeks the implementation of the Social Services for mapping and better assist the families helped by the Institution.



40 THOUSAND
KG
PROVISIONS



1,736
CARE
PACKAGES



728
MEDS*



820
PERSONAL
HYGIENE KITS



239
DIAPERS



314
BOOKS



173
TOYS



262
CLOTHES

GOVERNANCE

Pro Criança Cardíaca has recently associated with Instituto Brasileiro de Governança Corporativa and is following the good governance practices aiming at a better result and more transparency in its operations as well as a more strategic management by high leadership, it works for robust guidelines equivalent to what we see in the big

Board

TAXES

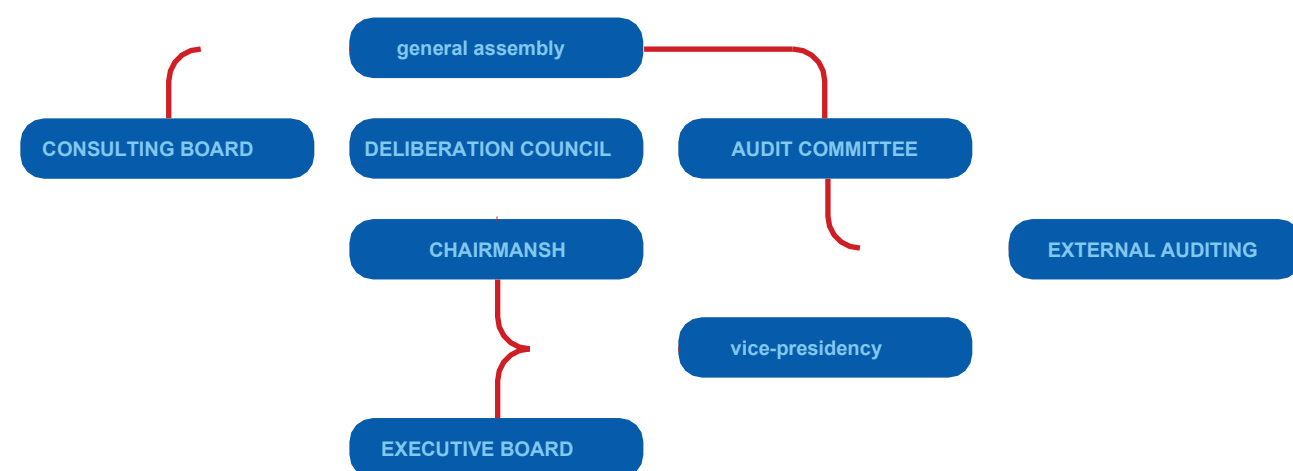
Edmundo Falcão
Mariana Monteiro
Mauro Moreira

Deliberative body

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Eduardo Vianna
Fernanda Freitas
Gabriel Mufarrej
Márcio Correia Pedro
Monteiro

Advisory

Déa Backheuser
Luana Lourenço
Luiz Souto Marcílio
Moreira Márcio
Goldenzon Pedro
Mariani Tatiana
Tamussino Vivi
Nabuco



CERTIFICATIONS



*Título de
Utilidade Pública
Federal*



*Título de
Utilidade Pública
Estadual*



*Título de
Utilidade Pública
Municipal*



*Registro no
CMDCA*



ACCOUNTABILITY

acconts

After the creation of the Regulatory Framework for Civil Society Organizations, accountability in the third sector became even more fundamental for the survival of a social institution. Pro Criança Cardíaca respects the principle of transparency and credibility in all its social actions and considers its priority to show the donors how the resources were used. Each heart surgery, for example, must generate an accountability report for the donors and the public in general as follows.

Referral for surgery

By becoming the first patient in line for a heart surgery, Sophia went to pre-surgery.

The Institution's communication department asked permission for the use of her image and to follow the patient story to transform it in a full content that justifies the use of resources.

Training and edition of content

Sophia had several appointments, tests before and after the surgery. In addition to taking pictures, the Communication department interviewed the family, giving them the opportunity to tell their story, thank and establish a closer contact with the donor.

Publishing the content

After selecting and editing the recorded material, the video was shared with donors and, afterwards with the public in general, through Pro Criança's official channels (social media, site and e-mail).



WHERE WE WANT GO

In 25 years of existence, we learned to dream with focus. This means to plan the future in a balanced and hopeful way. Therefore, we have planned:

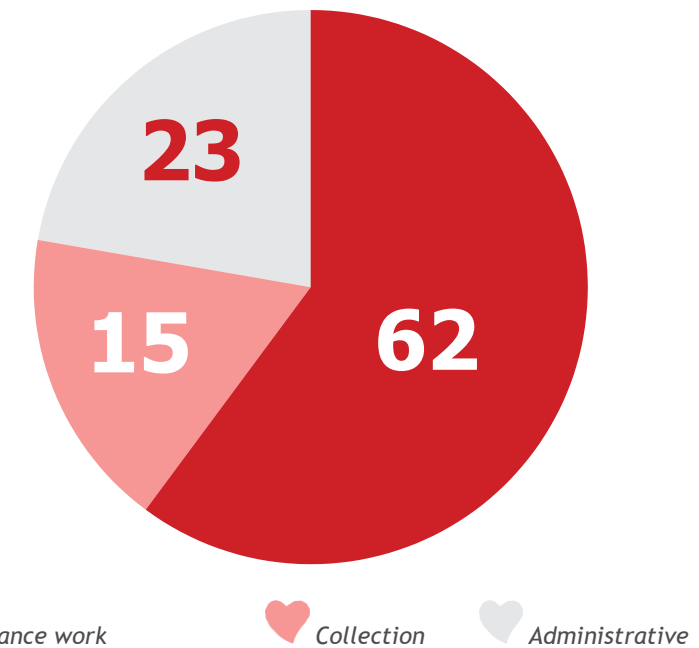
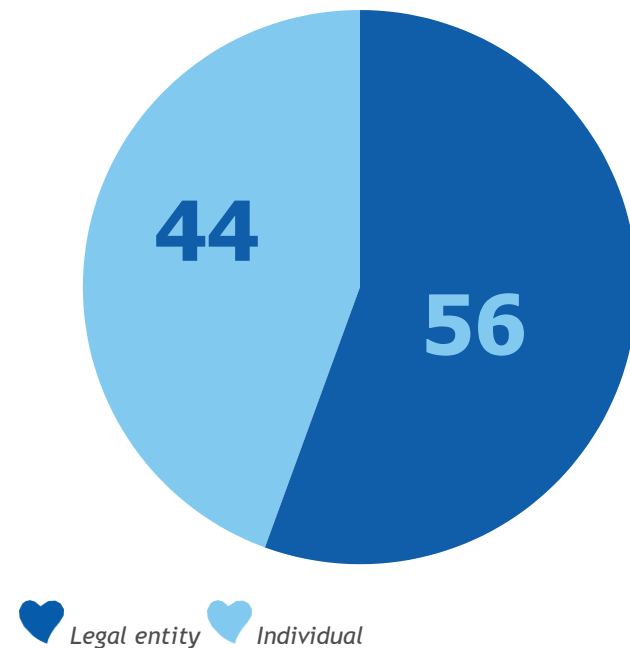
- To be a reference in the treatment of children with heart disease;
- To improve our management model as a reference to the third sector;
- To expand the operations of our social service; and

Income

Expenses

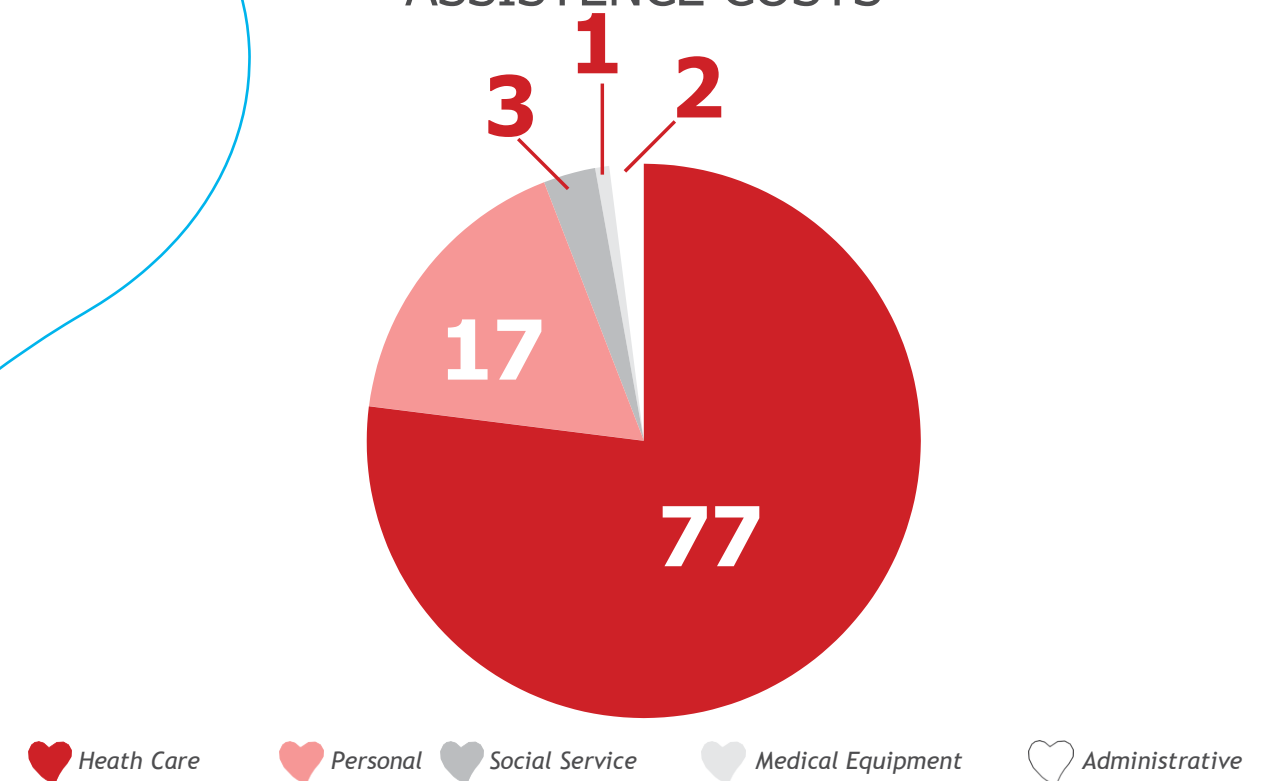
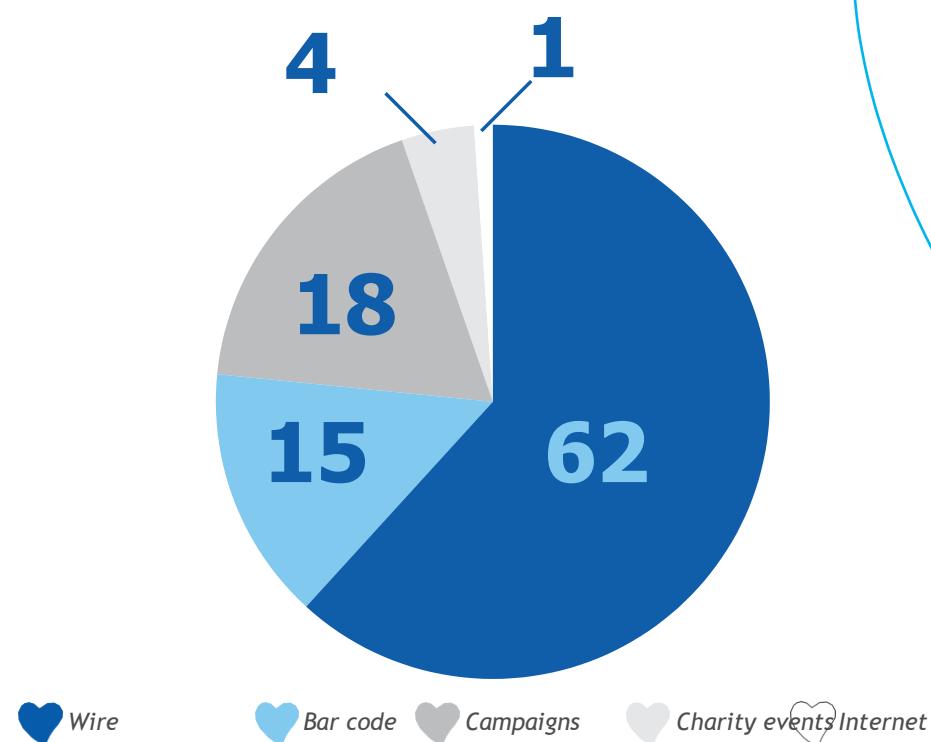
ORIGIN OF DONATIONS

USE OF RESOURCES



NATURE OF DONATIONS

ASSISTENCE COSTS





FINANCIAL STATEMENTS

2021 (In thousands BRL)

Income	R\$ 14,143
Lease	R\$ 4,355
Donations	R\$ 2,686
Financial	R\$ 1,162
Gratuities	R\$ 4,892
Volunteers	R\$ 1,048
Costs	- R\$ 8,056
Gratuities	- R\$ 4,892
Private	- R\$ 3,164
Expenditure	- R\$ 4,801
Administrative	- R\$ 555
Financial	- R\$ 15
Patrimonial	- R\$ 108
Staff	- R\$ 2,558
Services	- R\$ 1,565
Result	R\$ 1,286

**The audited financial statements have been published on Pro Criança Cardíaca's website.*

TRAINING AND EDUCATION

In 2021, Pro Criança invested more than 287 hours in the training and education of its team.

The training and development of the companies represent an essential role in the employees' qualification.

A good management, with constant updates, trains and develops several abilities, and short-term benefits.

Qualification is the main way to retain talents, their development, individually and collectively, improve the work atmosphere, increase production and improve the confidence.

Pro Criança Cardíaca is the first institution in the Third Sector to adopt a human capital management.

The project's purpose is to expand the relevant content in the Third Sector. The lectures address themes such as cardiology, dentistry, nutrition, dermatology, psychology and ophthalmology, focusing on the 17 UN Purposes for Sustainable Development in Brazil, based on the principles of Conscious Capitalism, Greater Purpose, Stakeholder Integration, Conscious Leadership and Conscious Culture and Management.

Pro Criança Cardíaca considers itself a conscious company and wishes to become a national reference.

Training in hours (h)

INTERNAL	48H
CYCLE/LECTURES	41H
GT/GOVERNANCE	7H
OUTSIDE	239H30
TOTAL	287H30

Source: Pro Criança Cardíaca's Human Resources (2021)



testimonials

“Our family replaced Christmas presents with donations to the project. When we pay for a surgery, we receive a video of the child thanking us. It was the best present we could get. I think everybody would be happy feeling this sensation.”



Tatiana Tamussino, Partner of E. Tamussino

“We are proud of Pro Criança. It is a pleasure to see how this institution is growing. And everything came from the brilliant mind of Dr. Rosa Celia. It is a great pleasure to take part of this perpetuation



Guilherme Rezende, Partner of Ulhôa Canto Advogados

Of this ideia.”

“It is not only about helping an institution that helps people, it is about helping an institution that helps people but is formed by very cool people.”



Bruno Tocantins, Partner of Tocantins & Pacheco Advogados

“Pro Criança Cardíaca is everything in life. A wonderful and transparent institution. It can save a child's life, who, otherwise, would not be here, and this made me very happy and touched!”



Marco Aurélio Cremona, Partner of Bonito Ecotel

Partnerships

master social investor



Full social investor



PRO BONO PARTNER



SOCIAL PARTNER





SHEET

technical

FOUNDER AND PRESIDENT

Rosa Celia Pimentel Barbosa

Patron

Antônio José de Almeida Carneiro

Vice-President and Financial Director

Paulo Cesar do Rego Monteiro

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Chynthia Nolasco

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Dr. Raizza Fernandes da Costa

Dr. Solange Mendes Rodrigues

Dr. Thiago Pereira Coutinho

Nutritionist

Maria Eugênia Deutrich

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Bartira Cruxên Gonçalves

Camila Stofella Sodré

Guilherme Neder Tanus

João Fernando Ramos Rodrigues

Juliana Pires Abdelnur

Marcelo Mangelli Pierre

Neto Gentil Sunny

Yamaguiche

Volunteering Dermatologist

Dr. Claudia Vianna Milward de Andrade

Volunteering Psychologist

Caroline Stofella Sodré Guerra

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This content was developed by Pro Criança
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Pro Criança Cardíaca

CNPJ 10.489.487/0001-71 | City registry number: 441.876-0

CNES (National Register of Health Establishments) - N. 6716253 Headquarters:

Rua Dona Mariana, 40 – Botafogo - Rio de Janeiro – RJ

Pro Criança states that it fully applies the resources received via donation in the achievement of its social objectives. The project does not distribute profits, bonuses or any kind of advantages to its directors, supporters or partners.



PRO criança
CARDÍACA

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Rio de Janeiro - CEP: 22280-020.
Phone number: (21) 3239-4500
www.procrianca.org.br