



Activity
Report
2022



PRO criança
CARDÍACA

#useseu
coração



PRO CRIANÇA
CARDÍACA



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ORGANIZATIONAL IDENTITY

MISSION (Reason for existing)

To offer pediatric cardiology services of excellence and integrated care actions.

VISION (What we want to be)

To be nationally recognized as a benchmark in the pediatric treatment of congenital heart disease.

PURPOSE (The difference we make in the world)

To care for and give underprivileged cardiac children and adolescents the chance of a new life.

VALUES (Guiding our behavior)

Welcome - Love - Excellence - Innovation - Permanence -
Respect - Transparency







Congenital heart disease is the third leading cause of infant mortality in Brazil.

1 in 100 live births a year is born with heart disease in Brazil.

80% require invasive intervention.

30,000 new cases of children with heart disease every year.

25% Apresentam quadro Clínico Grave já nos primeiros dias de vida.

Of the patients who need treatment, 20% will resolve spontaneously and will not need any kind of treatment.

Among the group that will need some kind of treatment, 40% will have to be treated in the neonatal period, 40% in the first year of life and 20% after the first year of life.



CARDIOPATHY IN

Brazil

Impacting reasons for the national scenario

- Inadequate access
- Low investment
- Poorly established line of care
- Few specialized centers
- Centers with low production
- Poor human resources
- Need for long-term follow-up

How to minimize the social impact

- Expanding access
- The importance of structuring the network to offer treatment at the right time.
- Development of high-reliability and high-performance centers
- Vision of care not just for the heart
- Ensuring the right segment
- Reduction of physical and mental sequelae
- Family support
- Promoting mental health
- Optimizing resources



Pro Criança

In 26 years of operation, Pro Criança Cardíaca has reached the milestone of 100,000 consultations* and 1,700 invasive procedures*, including heart surgery and diagnostic and therapeutic catheterizations. Every month it provides services to around 150 needy children* who are accompanied by a multidisciplinary team of qualified cardiologists.

A non-profit medical institution founded by cardiologist Dr. Rosa Celia, who continues to lead the work, it was born out of the doctor's difficulty in saying no to needy families who came to her for private care. Her desire to care made her look for ways to make her dream come true.

One of the goals was for the health center to be dedicated not only to medical procedures, but also to being a complete shelter not only for the children but also for their families, who receive multidisciplinary care, including dental, dermatological, nutritional, psychological and ophthalmological care, as well as medicines, food baskets, diapers, books and toys.

Donations are essential for maintaining the social project and for carrying out outpatient care and other assistance services offered to the children and families welcomed by this excellent social work, which also has a commitment to humanized governance among its employees.

**Figures updated up to 12/2022*

100,000 consultations

**1,708,000 invasive
procedures**

15,275 lives saves





How we work

Universal and
100% free access
to excellent
medical treatment



The difference

Only 4 SUS
hospitals in Rio
de Janeiro are
qualified for
pediatric
cardiovascular
surgeries, none
linked to the Third
Sector



Cardiology check-up to diagnose and treat heart disease.

Invasive procedure to guarantee the cure of heart disease and the patient's quality of life.

Medical follow-up with a multidisciplinary team and integrated care actions.



We are the only Brazilian institution that provides end-to-end cardiology care free of charge.

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



IN NUMBERS

2022

	Total
Cardiac Surgeries	43
Catheterizations	18
Ablation	5
Dental Surgery	9
Clinical Hospitalization	6
Cardiology Consultations	1933
Echocardiogram	1473
Electrocardiogram	1071
Holter	335
Laboratory	105
Radiological exams	23

From 1996 to 2022

	Total
Cardiac Surgeries	1190
Catheterizations	492
Ablation	26
Dental Surgery	29
Clinical Hospitalization	286
Cardiology Consultations	35652
Echocardiogram	19867
Electrocardiogram	16377
Holter	7226
Laboratory	8745
Map	1010
Ergometric test	2432
Radiological Examinations	1912

Source: Pro Criança Cardíaca Social Service (2022)



Inclusion process

A child or adolescent with a suspected history of cardiovascular disease is referred by a pediatrician, family doctor or public sector cardiopediatrician for a cardiological opinion. The first cardiology consultation at the institution, which is completely free of charge, is scheduled by telephone (21) 3239-4500 or via the website www.procrianca.org.br.

Cardiology care

During the first cardiology assessment, the patient is registered. A clinical examination, electrocardiogram and echocardiogram are then carried out. Once the diagnosis of cardiovascular disease has been confirmed, the management, treatment (clinical, drug and/or surgical) and follow-up of the patient becomes the responsibility of the institution.

Tests such as a 24-hour holter, exercise test, chest X-ray, angiotomography of the heart, magnetic resonance imaging of the heart, laboratory tests, among others, can be carried out to help with the diagnosis and therapeutic decision.

Once the invasive procedure has been indicated by the cardiology team, be it surgical correction, ablation or therapeutic catheterization, the case is discussed with the surgeon and/or hemodynamicist. It is then pre-scheduled.

During this process, patients undergo a dental assessment. It is essential that the patient has good oral health. The preoperative appointment is scheduled and if the patient is clinically well, they are sent to the Jutta Batista Pro Criança Pediatric Hospital on the same day for blood and urine collection and for the performance of

chest x-ray. Due to the pandemic, it is necessary to collect RT-PCR for COVID-19 from both the patient and the parents,

RT-PCR for COVID-19. The tests are checked by the medical team and if the results are satisfactory, the invasive procedure is confirmed

The invasive procedure and hospitalization

Surgical and hospitalization time depends on the severity of the pathology and post-operative complications. Age and low weight can also contribute to a longer hospital stay. On average, the length of stay for uncomplicated cardiac surgery is 5/7 days and that for therapeutic catheterization is 2/3 days. During

During hospitalization, the cardiology team clinically assesses patients and performs electrocardiograms and echocardiograms.

Hospital discharge

Everything went well, no complications and it's time to go home! A return appointment is scheduled for evaluation and removal of the stitches, and the patient remains with regular cardiological follow-up at the Pro Criança Cardíaca headquarters.

IN NUMBERS (1996-2022)

+15.275 LIVES SAVED

+100.000 CONSULTATIONS

+1.708 INVASIVE PROCEDURE



DENTAL

CARE

Implemented in 2003 to treat underprivileged cardiac children and adolescents, it has a team of volunteer dentists who provide free care to Pro Criança Cardíaca patients.

1996 to 2022

5.987
dental
consultations



DERMATOLOGICAL

Care

In addition to treating skin diseases, it monitors the evolution of surgical wounds, since surgical scars are often a delicate point for children and adolescents.

NUTRITIONAL

Care

Nutritional assessments, with individualized follow-up, provide the necessary caloric support for patients with cardiovascular diseases and who are overweight, as well as helping the family to maintain healthy lifestyle habits.

OPHTHALMIC

Care

Pro Criança provides children and adolescents with heart disease with eye care and glasses, when necessary, through a partnership with an optician. In the project, patients are cared for in an integral way, which is best for the evolution and maintenance of their cardiological health.

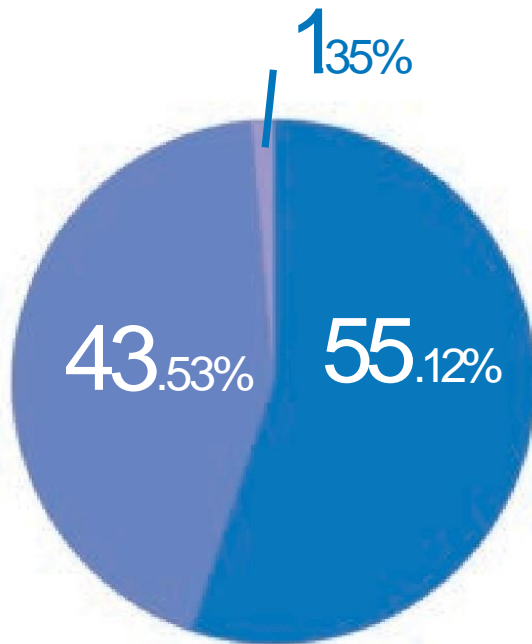
PSYCHOLOGICAL

Care

Psychology supports patients and their families by dealing with the psychological issues associated with heart disease. It mainly tries to develop resilience in the preoperative period and promote understanding of one's own feelings in relation to the disease, as well as working on acceptance of the patient's restrictions on normal age-related activities. Conditions related to both emotional and socio-economic deficiencies are also addressed.






DEMOGRAFIC AREA



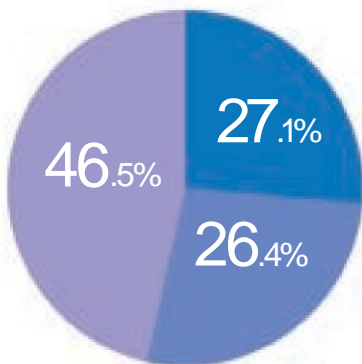
PATIENTS BY LOCATION IN BRAZIL

TOTAL 889

-  Capital
-  Other municipalities
-  Other states

PATIENTS SEEN BY AGE GROUP

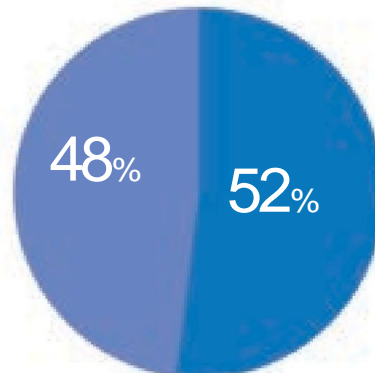
TOTAL 889





-  up to 5 years
-  from 6 to 11 years old
-  12+

PATIENTS BY GENDER

TOTAL 889



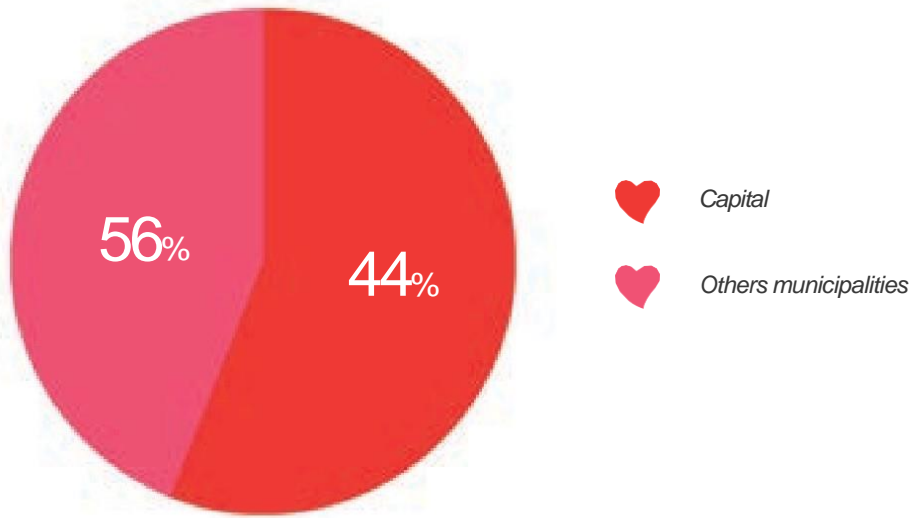
-  Male
-  Female

Source: Pro Criança social service, 2022



PATIENTS TREATED IN THE STATE OF RIO DE JANEIRO

TOTAL 877



LINE

of life

Pro Criança Cardíaca is born, with services at the Clínica Cardiológica Infantil

1996



2001

Inauguration of the **Pro Criança** headquarters

2003

Implementation of **Dental Care**

2006

The need arises to build **our own hospital**

2008

1.000 invasive procedures performed

2009

Start of work on the own Hospital

2012

50.000 services provided



Implementation of Psychological care at the headquarters

Implementation of Dermatological care at headquarters

5.000 odontologic care carried out

Implementation of Humanized Governance

Implementation of Nutritional Care

2014

2016

2017

2018

2019

2020

2021

Inauguration of the Hospital Pediátrico Jutta Batista

For the first time, Pro Criança has cleared its waiting list, **with 110 invasive procedures carried out.**

Lease of the **Hospital to Rede D'Or São Luiz**

1.500 invasive procedures performed

30,000 cardiology consultations performed

Implementation of Ophthalmic care

Implementation of Social Service

25 years of caring for **children with heart disease**

95.000 services provided



SUCCESS

stories

Davi Lucca is Sara and Daniel's only child and they live in Petrópolis, in the mountainous region of the state of Rio de Janeiro. He has three older brothers on his father's side. His maternal family is from Minas Gerais and his paternal family is from Petrópolis. The father works for a security camera installation company. The mother, 20, does not work. The family income is approximately one minimum wage. The support network is limited to friends and the father's family. Davi was born of an unplanned pregnancy. The prenatal care was provided by SUS and the heart disease was discovered while still in the womb, after an echocardiogram. The medical team indicated that the birth should take place in a hospital unit that offered all the necessary care. Davi was born on 06/07/2021, 36 weeks premature, and was transferred to the neonatal ICU, where an echocardiogram confirmed the heart disease.

The Hospital Unit contacted Pro Criança requesting the clinical and surgical management of little Davi. When he was 11 days old, he was sent to the ICU at the Jutta Batista Pediatric Hospital, where he received full support from Pro Criança's cardiologists. There was no indication for surgery. He was discharged after 10 days of hospitalization, clinically compensated for outpatient follow-up at the project's headquarters. In August 2021, following a respiratory infection, he began to suffer from cardiac decompensation. A cardiological assessment was carried out and the case was discussed with the surgical team, who decided on palliative cardiac surgery. He was followed up as an outpatient after discharge. Due to his heart disease, his parents knew that a new surgical procedure would be necessary. Davi continued to be monitored on an outpatient basis with all the necessary support at our unit and on 26/10/2022 the heart surgery was performed, another stage completed and he continues to be monitored on an outpatient basis.



SUCCESS

stories

Michael and Adriana's sixth child was born by normal delivery at 36 weeks and 6 days on July 7, 2021.

Although he was born with good vitality, he had facies of Down's syndrome and was admitted to the ICU for diagnostic investigation. During hospitalization, a cardiological assessment was carried out which showed congenital heart disease. In addition to Down's syndrome, Michael Kaleb had an atrioventricular septal defect.

During hospitalization, a cardiological assessment was carried out which showed congenital heart disease. In addition to Down's syndrome, Michael Kaleb had an atrioventricular septal defect.



After discharge, he was referred to the IECAC where he was regularly monitored by a cardiologist. In May 2022 he was asked to see a cardiologist at Pro Criança Cardíaca for a surgical assessment. A clinical examination, echocardiogram and ECG were carried out and the case was discussed with the surgical team.

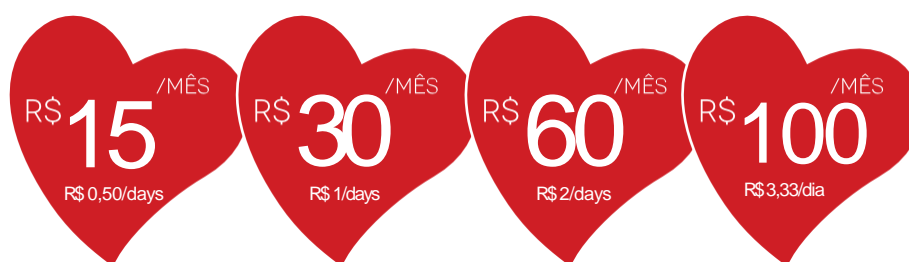
Pre-surgical preparation began and on May 25th he underwent the procedure to correct the congenital heart disease. He developed pulmonary arterial hypertension and chylothorax in the post-operative period, requiring a longer stay in the Intensive Care Unit. His condition progressively improved with specific treatment and pediatric and cardiological support. He was discharged from hospital on June 26 and advised to follow up the project on an outpatient basis.



HOW TO help

When you donate, whether you are a private individual or a legal entity, you contribute directly to improving the lives of individuals, families and the planet. We can always do something. Each of us and all of us together. So how do you donate?

DONATE BY CREDIT CARD (PAGSEGURO) (RECURRING AMOUNTS)



Donation by bank deposit and PIX:

PRO CRIANÇA CARDÍACA
CNPJ: 10.489.487/0001-71

Bradesco (237) /Agency: 0227-5
Current Account: 115.400-1
Pix Key: procrianca@procrianca.org.br

Itaú (341) / Branch : 0389
Current Account: 09889-8
Chave Pix: 10489487000171



**OPEN YOUR
BANK'S APP AND
PAY WITH PIX**

**Legal entity taxed under the real profit regime:
Art. 13, §2, III, of Law No. 9,249, of 26/12/1995.
There is no legal provision for the deductibility
of donations made by individuals or legal
entities that do not opt for calculating income
tax under the real profit regime.*





BECOME A

master social investidor

Thousands of children and families would have a different fate if it weren't for the generosity of human beings.

If you believe in a fairer world, in which every child should have the same chance in life, join us.

TOGETHER WE ARE STRONGER!

More information: diretoria@procrianca.org.br



CAMPAIGNS

for good

You can make a difference to someone's life.

Take part in the

- Solidarity party
- Disposable diapers
- Supplies
- Powdered milk
- Toys
- Oral hygiene kit

Collections can be delivered to Pro Criança's headquarters - Rua Dona Mariana, 40, Botafogo, RJ, from Monday to Friday, from 9am to 6pm.





PRODUCTS OF THE heart

Buy Pro Criança products and help thousands of children's hearts beat stronger.



The personalized products are sustainable and produced by local producers. 100% of the proceeds go towards the treatment of needy heart children.

Sales by WhatsApp 21 96506-2771 or at Rua Dona Mariana, 220 (store) - Botafogo, RJ.

SUSTAINABILITY

Pro Criança Cardíaca works for a more humane, ethical and sustainable management and adopts pioneering attitudes in the Third Sector, in addition to having been elected, three years in a row, one of the 100 best NGOs in Brazil and one of the best Brazilian NGOs in health. It follows good governance practices, resulting in greater transparency of operations, as well as more strategic management by top management. It considers social justice and ethics, does not practice slave labor, encourages employee diversity, respect for

Pro Criança Cardíaca stands out in 8 of the 17 sustainable goals of the 2030 Agenda proposed by the UN, focusing on Health and Well-Being. With the conscious implementation of new measures, it has expanded its sustainable practices and become a benchmark in the third sector.



ENVIRONMENTAL

Pro Criança Cardíaca embraces the spirit of global solidarity and acts in an environmentally responsible manner, developing sustainable practices. It recognizes that it is necessary to take the transformative measures needed to steer the world towards a sustainable and resilient path.

Learn about some of the main practices related to sustainable processes:



SUSTAINABLE
CUSTOMIZED
PRODUCTS



RECYCLING PROGRAM AND
SELECTIVE COLLECTION
INTERNAL AND EXTERNAL



TRAINING WITH A
SOCIO-ENVIRONMENTAL
THEME



RECYCLING AND SELECTIVE
COLLECTION PROGRAM



EDUCATIONAL
PROJECTS FOR
ENVIRONMENTAL
PRESERVATION



CONSCIOUS USE
OF WATER,
ELECTRICITY AND
PAPER

SOCIAL

Pro Criança is a socially responsible third sector company that contributes to sustainable development. It implements various social practices, such as access to health and assistance actions. It is seeking to implement the Social Assistance Area in order to map and provide better assistance to the families it serves.



GOVERNANCE

Pro Criança Cardíaca, a member of the Brazilian Institute of Corporate Governance, follows good governance practices.

Governance practices and results in greater transparency in operations, as well as more strategic management by senior management.

Pro Criança Cardíaca works to robust guidelines equivalent to those of large Brazilian companies.

**Estimated number of cashiers based on the monthly average for 2022*



Council

FISCAL

Edmundo Falcão

Mariana Monteiro

Mauro Moreira

DELIBERATIVE

Antônio José de Almeida

Carneiro Eduardo Vianna

Fernanda

Freitas Gabriel

Mufarrej

Márcio Correia

Pedro Monteiro

ADVISORY

Déa Backheuser

Luana Lourenço

Luiz Souto

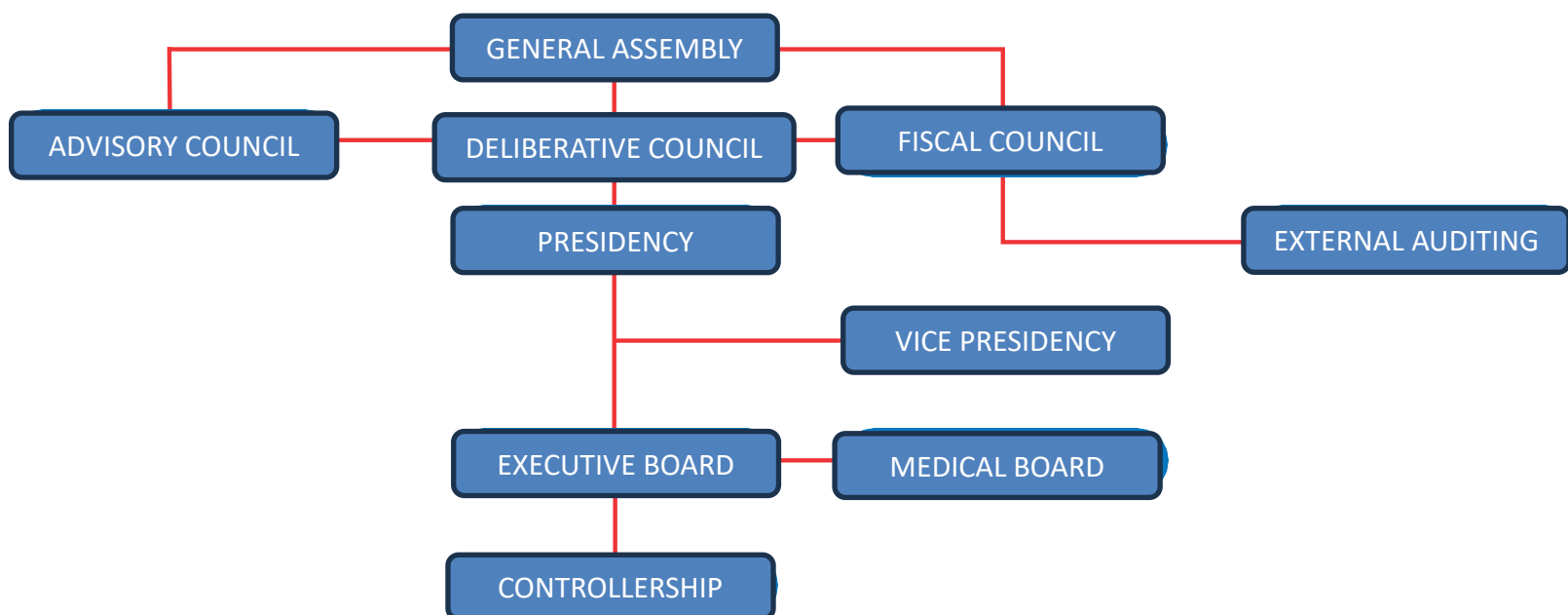
Marcílio Moreira

Márcio Goldenzon

Pedro Mariani

Tatiana Tamussino

Vivi Nabuco



CERTIFICATIONS

and awards



*Titulo de
Utilidade Pública
Federal*



*Titulo de
Utilidade Pública
Estadual*



*Titulo de
Utilidade Pública
Municipal*



*Registro no
CMDCA*



Accountability

Following the creation of the Regulatory Framework for Civil Society Organizations, accountability in the third sector has become even more fundamental to the survival of a social institution. Pro Criança Cardíaca respects the principle of transparency and credibility in all its social actions and makes it a priority to demonstrate to donors how the funds received have been used. Heart surgery, for example, should always generate accountability, both for donors and the general public, as in the following example:

Referral for surgery

On becoming the first patient in the queue for heart surgery, Sophia was referred to pre-op. The Communications department collected image authorizations to follow

the patient's journey, in order to turn it into a complete piece of content that justifies the use of the resource.

Capturing and editing content

Sophia's journey involved consultations and tests in the pre- and post-operative phases. As well as recording images of these moments, Comunicação captured testimonies from the family, giving the patient's parents the opportunity to tell their story, say thank you and establish more direct contact with the donor.

Disseminating the content

After decoupage and editing the recorded material, the finished video was shared with the donors and then with the entire public via the official Pro Criança Cardíaca channels (social networks, website and email).





WHERE WE WANT

to go

In 26 years of existence, we have learned to dream with direction. This means projecting the future with balance and perseverance.

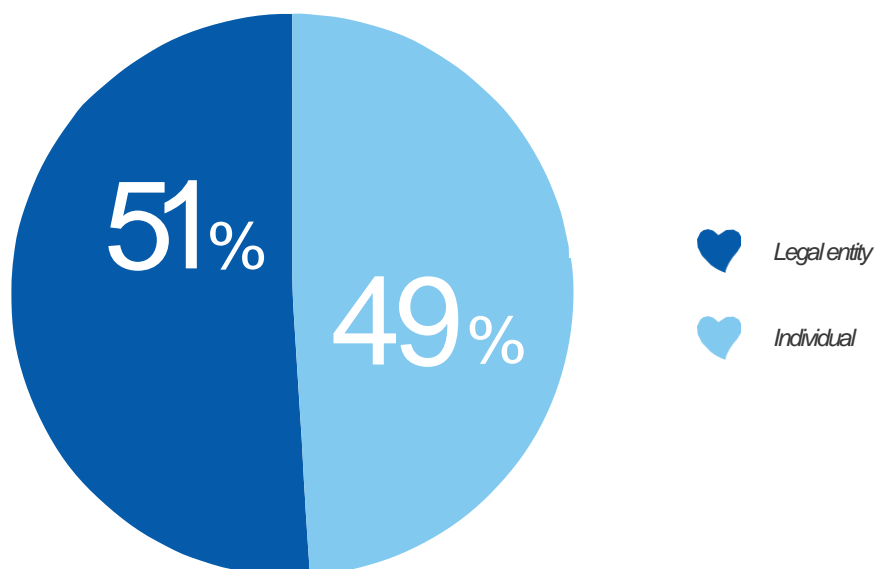
In this way, we have our sights set on:

- **To be a benchmark in the treatment of children with heart disease;**
- **Improve a management model that is a benchmark for the third sector;**
- **Expand the scope of our assistance;**
- **Expand the assistance service to the families we serve.**

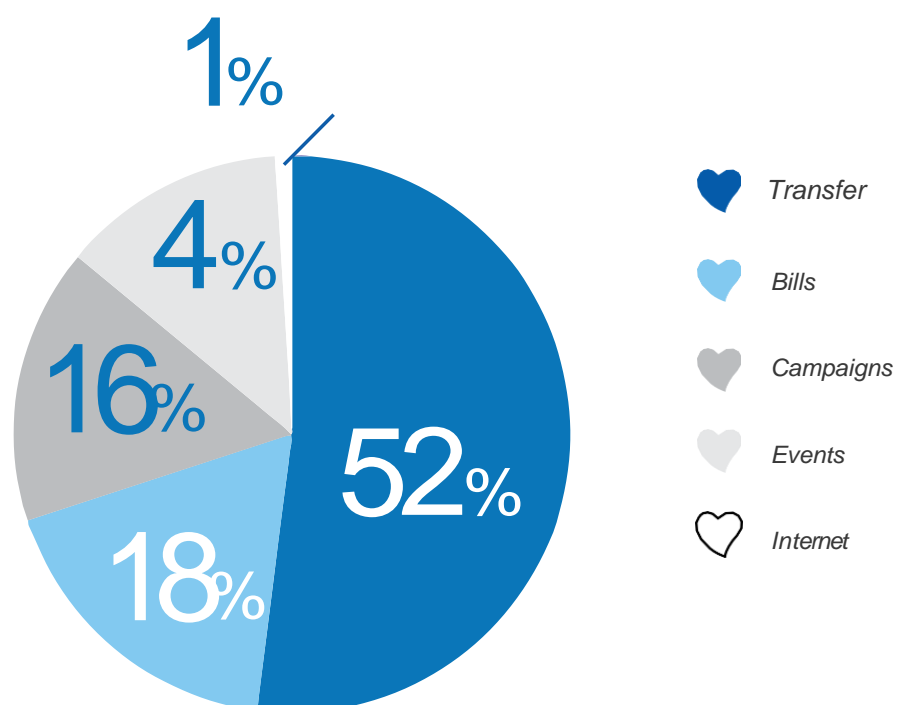


Revenue

ORIGIN OF DONATIONS

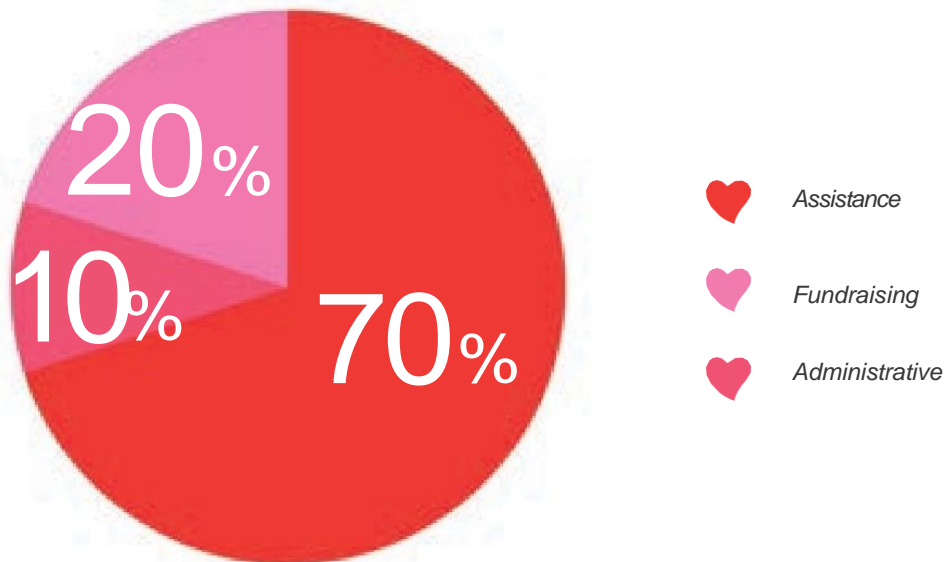


NATURE OF DONATIONS

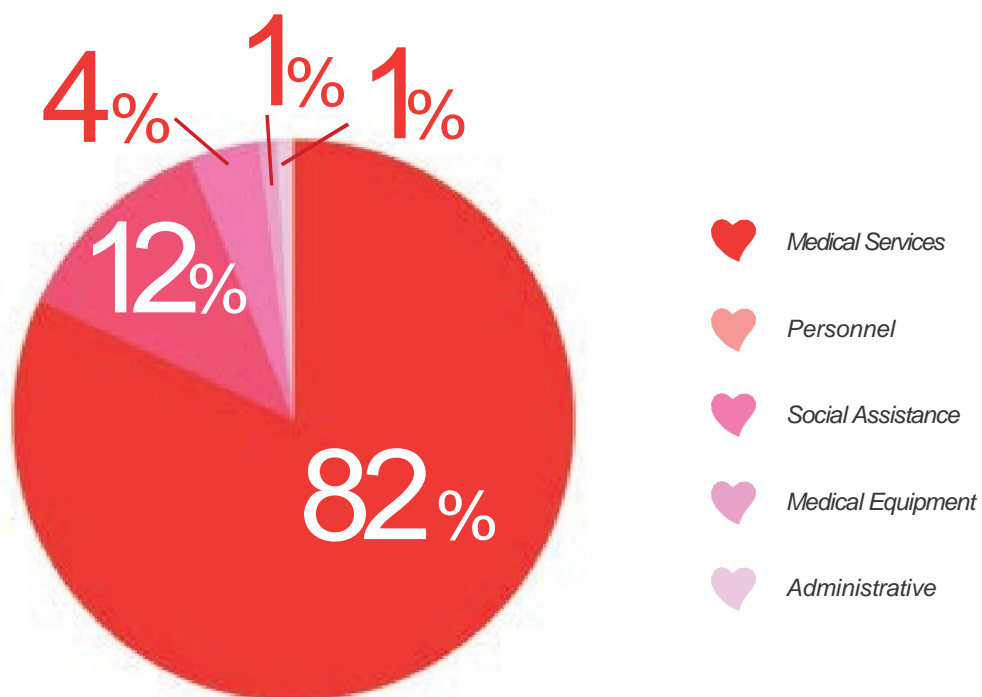


Expenditure

APPLICATION OF RESOURCES



COST OF CARE



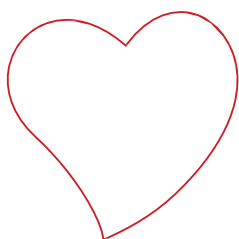


FINANCIAL

statements*

2022 (In Thousand of R\$)

Revenue	R\$ 13.946
Leases	R\$4.675
Donations	R\$2.000
Financial	R\$3.147
Gratuities	R\$3.256
Volunteers	R\$566
Costs	- R\$7.036
Gratuities	- R\$3.256
Private	- R\$3.780
Expenses	- R\$3.354
Administrative	- R\$128
Financial	- R\$33
Heritage	- R\$144
Personnel	- R\$1.927
Services	- R\$795
Results	R\$ 1.286



*The financial statements will be audited and published on the Pro Criança Cardíaca website. publicadas no site do Pro Criança Cardíaca.



CAPACITY BUILDING

and training

In 2022, Pro Criança invested more than 141 hours and 30 minutes in staff training.

Training and development in companies plays an essential role in qualifying employees.

Good management, coupled with constant updating, empowers and develops diverse skills, bringing short- and long-term benefits.

Qualification is the main way to retain talent, develop individuals and teams, improve the organizational climate, increase productivity and improve trust.

Pro Criança Cardíaca is the first third sector institution to adopt a humanized administration system.

The project aims to expand the area of relevant content in the Third Sector. Topics such as Cardiology, Dentistry, Nutrition, Dermatology, Psychology and Ophthalmology are covered, focusing on the 17 Sustainable Development Goals of UN 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 conscientious company and wants to become a national benchmark.

TRAINING IN HOURS (H)

INTERNAL	34H
CYCLE/LECTURES	12H
WG/GOVERNANCE	3H30
EXTERNAL	92H00
TOTAL	141H30

Pro Criança Cardiac Human Resources Department (2022)





Testimonials



"It's very difficult to have this level of organization and transparency, which ends up generating great efficiency in the wonderful end activity of helping people get cured of serious illnesses."

Eduardo Schmidt, Sócio do Schmidt Lourenço Kingston Advogados



"I highly recommend that people collaborate with Pro Criança Cardíaca. It's a project I know, it's very serious, and there's no doubt that it's a very well-done contribution and that you see results!"

Rubem Perlingeiro, Sócio do Ulhôa Canto Advogados



PARTNERSHIPS

Investidor Social Master



CAPSTONE



Investidor Social Pleno



Parceiro Pro Bono

LILHOVANTO

JOSÉ ROBERTO SAMPAIO
Advogado

TOCANTINS
ADVOCADOS



OCEAN
GOVERNANÇA
INTEGRADA



Parceiro Social



TROUSSEAU

NAVEIA

salts



I-N-O-V-A



Ótica Vejja

LISHT

LIOR
RUA NACHES 20145



seed
acc.il



ROSANA BERNARDES
SINCE 1984



TECHNICAL

sheet

Founder and President

Rosa Celia Pimentel Barbosa

Patron

Antônio José de Almeida Carneiro

Vice-President and Financial Director

Paulo Cesar do Rego Monteiro

Medical Director

Dra. Isabela Marques Teixeira Rangel

Cardiologists

Dra. Rosa Celia Pimentel Barbosa

Dra Chynthia Nolasco

Dra. Isabela Marques Teixeira Rangel

Dra. Lúcia Tomoko Fukuyama

Dra. Raizza Fernandes da Costa

Dra. Solange Mendes Rodrigues

Dr. Thiago Pereira Coutinho

Nutritionist

Maria Eugênia Deutrich

Pedagogue

Pedro Chicri

Volunteer dentists

Bartira Cruxên Gonçalves

Camila Stofella Sodré

Guilherme Neder Tanus

João Fernando Ramos Rodrigues

Juliana Pires Abdelnur

Marcelo Mangelli

Pierre Neto Gentil

Sunny Yamaguiche

Volunteer psychologist

Dra. Claudia Vianna Milward de Andrade

Volunteer psychologist

Caroline Stofella Sodré

Guerra Cláudia Márcia Blois

Collaborators

Executive Board: Mitzy Cremona Conde

Controller: Gabriel Buzzi

Communication and Marketing:

Adriana Vaccari e Daniel Picoli

Estagiário Comunicação: Hugo Caetano

Finance: Yolanda Padilha e Allan Marquês

Finance Intern: Gabriela Freire

Accounting: Ana Cristina de Jesus

Administration and People Management: Flávia Soares

Administration: Adriele Gomes

Social Work: Letícia Braga

Social Work Trainee: Livia Magalhães

Reception: Monica de França

Support: José Roberto Sobrinho

This content was developed by
Communications and Marketing
Department of Pro Criança Cardíaca.





**PRO criança
CARDÍACA**

Pro Criança Cardíaca

CNPJ 10.489.487/0001-71 | Inscrição Municipal 441.876-0

CNES (National Register of Health Establishments) - Registration nº 6716253

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

Pro Criança Cardíaca declares that it fully applies the funds received through donations to the achievement of its social objectives. It does not distribute profits, bonuses or advantages to directors, supporters or associates in any form or under any pretext.



**JUNTOS SOMOS
MAIS FORTES!**