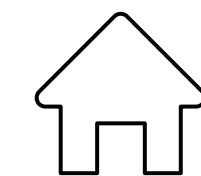


**Welcome to the interactive
donor prospectus of EduMais**





“Join us on this journey
to a brighter
tomorrow!”



“EduMais Educational
Game Design Summer
Camp 2022”

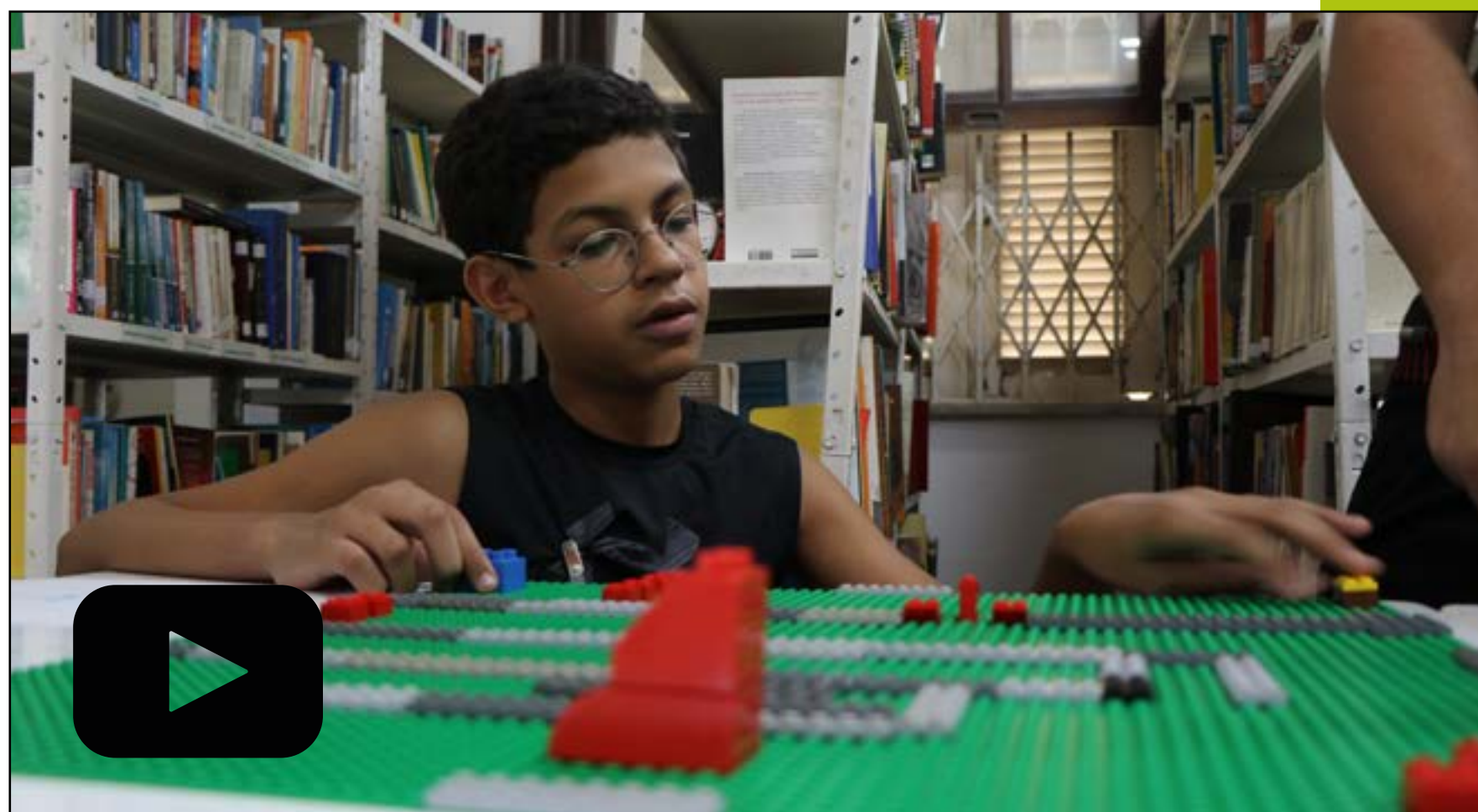


Table of contents

What is EduMais about? 3

Our mission 5

Our history 5

Our programs 9

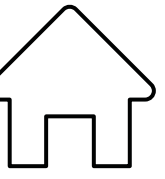
Our methodology 13

Our impact 16

Our future 19



“EduMais
understands
that the journey
of education is
not just about
textbooks and
grades”



What is EduMais about?

“It is a transformative path that can break the chains of poverty and violence, empowering young minds to envision a brighter future”

EduMais a non-profit organization, is nestled in the vibrant city of Rio de Janeiro, Brazil. This non-profit organization has a profound mission: to provide free, high-quality education to underprivileged children and teenagers residing in the Pavão-Pavãozinho, Cantagalo and Tabajaras (PPG) communities.

Led by an unpaid volunteer board of directors, EduMais understands that the journey of education is not just about textbooks and grades. It is a transformative path that can break the chains of poverty and violence, empowering young minds to envision a brighter future.

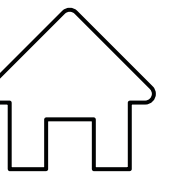
The children of Pavão-Pavãozinho, Cantagalo and Tabajaras face unimaginable challenges. Their innocent lives are marred by the harsh realities of poverty, sexual abuse, food insecurity, and housing instability. The echoes of armed conflicts reverberate through their neighborhoods, leaving scars on their hearts and minds.

EduMais recognizes that exposure to such trauma and stress hinder learning, trigger behavioral issues, and perpetuate the cycle of violence. Determined to make a difference, they embrace the noble task of providing a safe haven for these children, where they can thrive and grow.



“The children of Pavão-Pavãozinho, Cantagalo and Tabajaras face unimaginable challenges”

“For more than 350 children who eagerly participate in their activities each year, EduMais is a lifeline—a ray of light in the midst of darkness”



In the PPG communities (Pavão-Pavãozinho, Cantagalo and Tabajares) around 20,000 people found solace, including approximately 4,000 children. The majority of these individuals are people of color, facing the harsh realities of prejudice and inequality. Half of the children live in the clutches of poverty, with 14% at risk of dropping out of school and 6.2% already deprived of an education.

EduMais knows that they have to go beyond academics. They focus on nurturing the holistic development of these children, equipping them with essential life skills and social competencies. Their programs not only embrace Positive Discipline, fostering social and emotional learning that will stay with the children throughout their lives, but also incorporate the renowned [UERÊ-MELLO](#) approach, a method for children and youth living in these troubled environments.

Year after year, EduMais reaches out to around 200 families within the communities, offering unwavering support. Collaborating closely with their esteemed partner, Solar Meninos de Luz, they extend their educational initiatives and prepare the children for a future filled with promise.

EduMais understands that they are just a drop in the vast ocean of challenges faced by these communities. Yet, for more than 350 children who eagerly participate in their activities each year, EduMais is a lifeline—a ray of light in the midst of darkness. They strive to create a ripple effect of positive change, expanding their impact within and beyond their current communities.

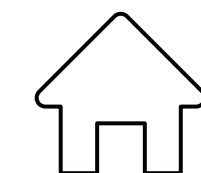
With each passing day, EduMais continues to believe in the transformative power of education. They dream of a day when every child, regardless of their circumstances, can realize their full potential. Through their unwavering dedication, they are determined to make that dream a reality.

Educating is an act of love

Help underprivileged, talented young people in Brazil to develop 21st century and employability skills

The 21st century skills are divided in learning and innovation skills, digital literacy skills and career and life skills. Each one is unique in the way it helps students, but they all have one thing in common. They are essential in the age of the internet. Furthermore, it is estimated that more than 70% of future jobs in 2030 are unknown. This underlines the importance of 21st century skills as we prepare our young people for this uncertain future.

Having that in mind, due to its activities, EduMais is also contributing to the following Sustainable Development Goals:



The personal story and drive of EduMais

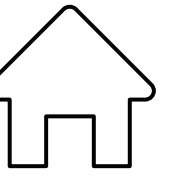
Founder, Diana Nijboer

Despite the excellent education and healthcare systems, her childhood was marred by physical and emotional trauma, including sexual abuse

Born in 1965 in the Netherlands, Diana's early years were shaped by both privilege and adversity. Despite the excellent education and healthcare systems, her childhood was marred by physical and emotional trauma, including sexual abuse. This firsthand experience ignited a lifelong empathy for those who faced similar struggles.

In her journey to healing, Diana pursued a Bachelor's degree in Human Resources Management and later earned a Master's in Business Administration. Her career in Human Resources Management flourished in the Netherlands and the Middle East.

Educating is an act of love



Our history



Inspired by the opportunities provided by the Dutch education system, she volunteered for NGOs in Rio's favelas, eventually finding herself in the Pavão-Pavãozinho & Cantagalo communities in 2014

Diana Nijboer

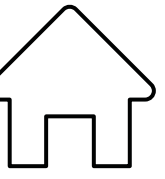
In 2010, Diana and her husband, Gerard Lenting, relocated to Brazil, driven by her deep desire to aid the less privileged. However, life threw a curveball when Diana was diagnosed with cancer in 2011. The possibility of survival hung in the balance, but eventually, the results turned in her favor, and she emerged as a cancer survivor.

The cancer diagnosis became a catalyst for change. Settling in Rio de Janeiro in 2012, Diana felt an intensified commitment to give back. Inspired by the opportunities provided by the Dutch education system, she volunteered for NGOs in Rio's favelas, eventually finding herself in the Pavão-Pavãozinho and Cantagalo communities in 2013.

Contrary to fear, Diana felt an overwhelming sense of belonging in the favelas. Her mixed emotions deepened as she witnessed the remarkable talents and intelligence of the children juxtaposed with their lack of confidence and limited access to education. Understanding their challenging living conditions, Diana grasped the profound impact of armed conflicts, poverty, and trauma on the youngsters.

Motivated to make a difference, Diana delved into the study of Positive Discipline under the guidance of Glenda Montgomery. Becoming a certified trainer, she implemented the methodology in an after-school program in 2014.

Educating is an act of love



Discovering the [UERÊ-MELLO teaching methodology](#) for traumatized students in 2014, Diana saw an opportunity to bring positive change.

Two years later, driven by a fervent desire, Diana established EduMais. The organization aims to physically bring educational opportunities into the favelas, offering crucial skills like conversational English and Web and Game Design. Recognizing the importance of addressing trauma and enhancing social and emotional learning, EduMais began a transformative journey in 2016.

“EduMais illuminates a path to a brighter future for these resilient individuals, proving that, with perseverance, every day holds the promise of progress”

Witnessing disruptive behavior transform into adaptability, Diana found immense reward in the students' growing desire to learn. EduMais illuminated a path to a brighter future for these resilient individuals, proving that, with perseverance, every day holds the promise of progress.

Meet our students!



Samuel

Samuel Lucas Simao Alves
Student - 17 years old

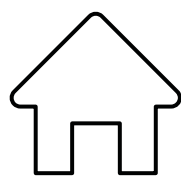
When I got in touch with EduMais, my situation was challenging. Coming from a low-income family, I had few prospects for access to opportunities, and I didn't even know what I wanted to do in the future (which is pretty normal for a 14-year-old). However, upon getting to know EduMais, I feel that my life and mindset started to change.

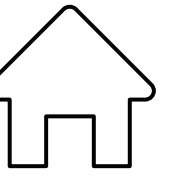
EduMais believed in my potential and granted me the opportunity for a cultural exchange in the USA, in partnership with an American organization, to attend Camp Hazen YMCA. This was a turning point because it showed me that I could achieve great things if I worked hard enough. In return, I volunteered to give some English classes to EduMais, in order to also help the community I'm a part of.

“EduMais believed in my potential and granted me the opportunity for a cultural exchange in the USA, in partnership with an American organization, to attend Camp Hazen YMCA”

One of the remarkable things about my experience with EduMais was the interest I developed in getting involved in volunteer projects and community activities. I ended up gaining a much broader social perspective, to the point where I felt obligated to help in every way in the daily lives of less fortunate people. My family is proud of me for this, and slowly I'm leading them towards the same path.

Educating is an act of love





Our programs

We believe that the development of 21st century and employability skills leads to increased opportunities and a brighter future

We believe in the talents and potential of underprivileged young people living in the favelas in Brazil.

We believe that the development of 21st century and employability skills leads to increased opportunities and a brighter future.

The way we develop their talents and potential is by developing programs linked to the labor market and university and tailoring our programs to the learning capabilities;
our programs are based on Positive Discipline and UERÊ-MELLO methodology.

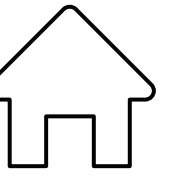
We happen to have great programs to develop those skills and create better futures. We want to reach more students to have a bigger impact.
Do you want to help?

“Our strategy is to provide a safe, caring, and democratic environment for young people”

Our strategy is to provide a safe, caring, and democratic environment for young people to experiment, grow and learn by using Positive Discipline and incorporating 21st Century Skills into our various programs. These skills will enable our young people to excel and will help students to keep up with the fast pace of today's modern markets.

To prepare our students, our offer complements the basics they learn in compulsory education. We have created three pillars and each of them has several different programs developed within the pillar.

Educating is an act of love



Our programs

English Language Program

Who: Students (6 to 18) from Solar Meninos de Luz and public schools from the Pavão-Pavãozinho & Cantagalo communities.

What: Conversational English (oral aspect of the language).

How: based on trauma-informed lesson content by using Positive Discipline & UERÊ-MELLO methodology

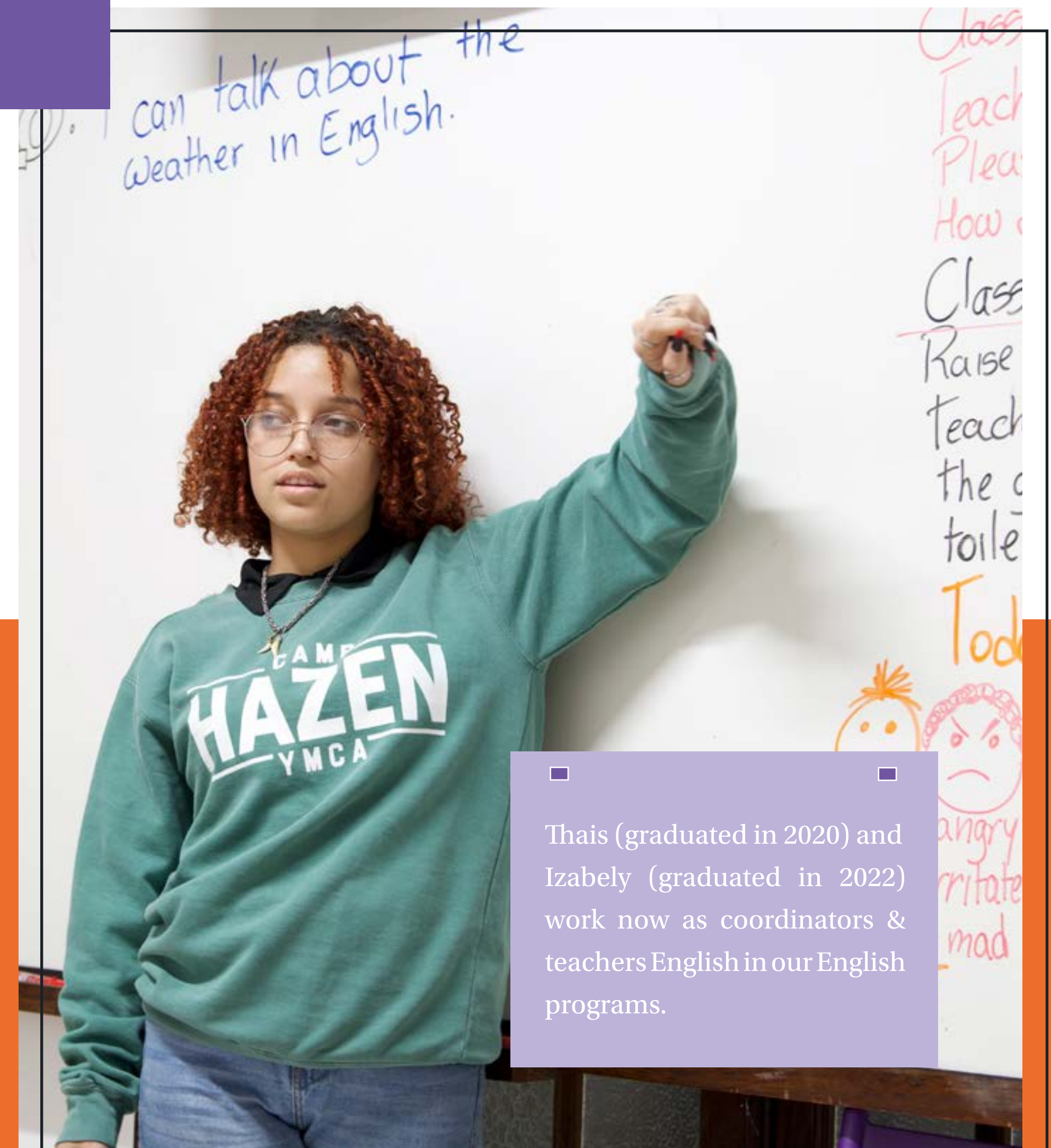
Future plans!



1. Extra-curricular English for students of our partner organization who want extra English classes. Expand the extra-curricular English Program to 15 students.

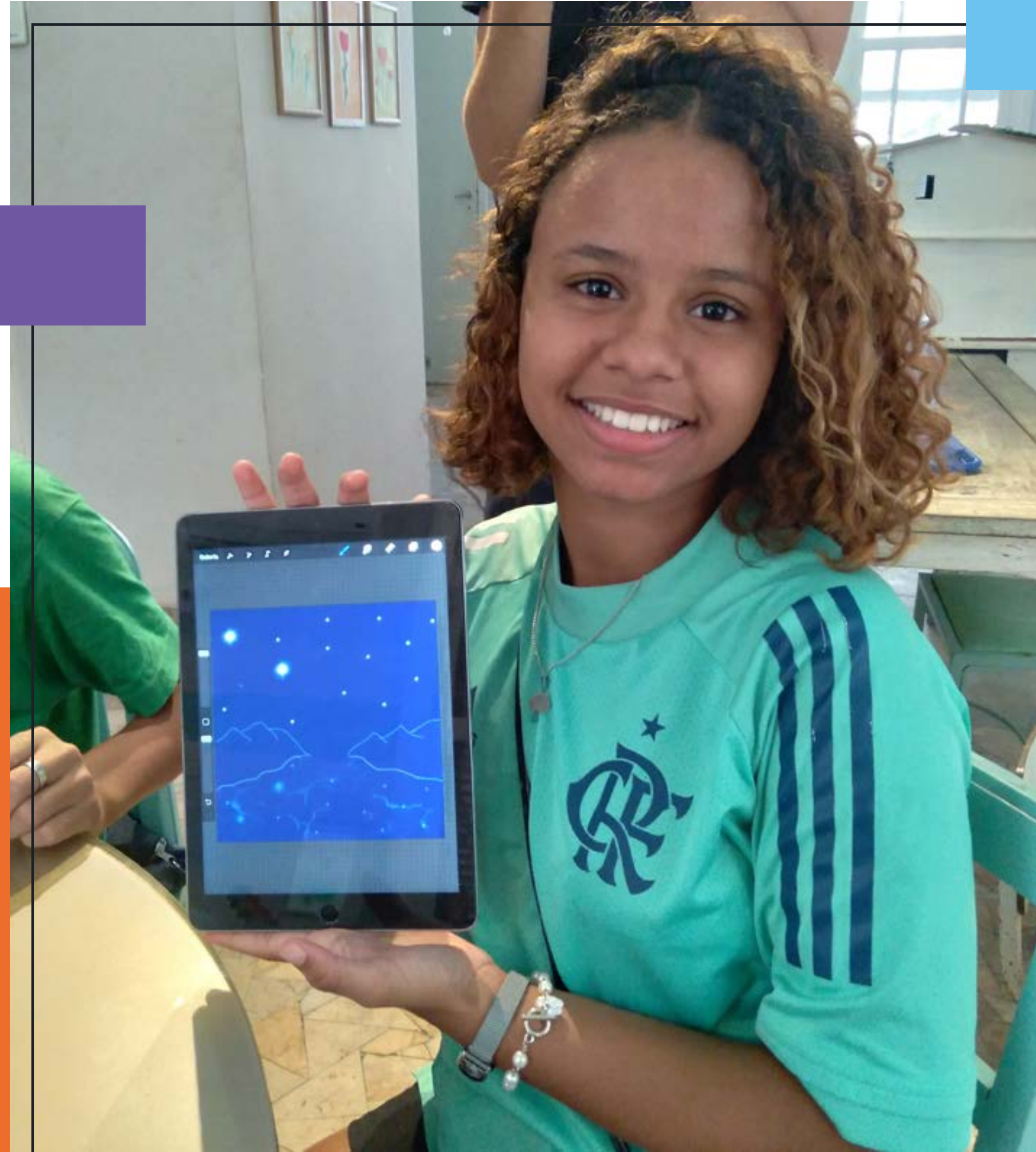
2. Expand the program by employing a full-time paid coordinator, to be filled by a former EduMais student.

3. Employment of two part-time paid English teachers graduated from our programs to have a consistent and stable base for our English program.



Thais (graduated in 2020) and Izabely (graduated in 2022) work now as coordinators & teachers English in our English programs.

“These skills will enable our young people to excel”



Serious Game Design

Who: students (age 12 -18) living underprivileged in the communities of Rio de Janeiro.

What: Learning digital, design & marketing skills.

Creation of digital games. The process, based on collaboration and imagination, allows children to engage in intellectual and affective activities of negotiation, idea generation, analysis of results, interaction, and creation.

How: through play they develop physically, discover a range of emotional skills, and learn how to process the world. Play is how children learn.

Future plans!

1. Upgrade the curriculum from a summercamp to a regular course.
2. Train the trainers. Implementation of the curriculum for grades. Hire a part-time coordinator/trainer for 15 hours per week.
3. Open the course to all community students aged 12-18, an increase of 125 students.



Entrepreneurship/ Enter the labor market

Who: 3rd grade High School students (17 to 19) from Solar Meninos de Luz.

What:

Entrepreneurship: students design a business project to address a need in the community.

Enter the labor market: students discover their strengths, how to market themselves and essential skills for the job application process.

How: using DISC Personality tests to help students discover themselves, learning how to create a LinkedIn profile and cover letter, participating in real-life interviews.

Future plans!



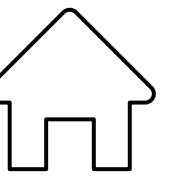
1. Offer the course to young people of the community.

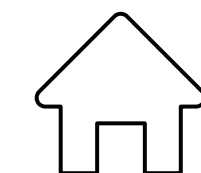
2. Work together with companies to offer employment / internship opportunities for high achieving students who have demonstrated essential skills in our EduMais classes.

3. Develop a program to develop essential study and employability skills.



“Students design a business project to address a need in the community”





Our Methodology

Positive discipline also during the pandemic

During the pandemic, we created online classroom guidelines for each class. Live online classes present several challenges for both students and teachers. Our students are very often surrounded by a lot of noise in and around their homes, and most of them use a parent's or family member's phone to follow our live classes. At the same time, students are less likely to contribute and may even avoid coming to class if the teacher does not connect, show interest, or provide encouraging feedback.

So, we put a lot of effort into encouraging our students to stay connected, offering positive feedback and encouragement inside and outside class. We have spent many hours checking in with the students to see how they are doing and talking to them about the different challenges they have been facing throughout the pandemic. We did not find solutions to all the problems, but by keeping an open line of communication with students, we were able to build and strengthen relationships.

Positive Discipline and the UERÊ-MELLO approach

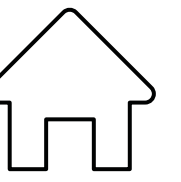
Positive Discipline is a program that teaches young people to be responsible, respectful, and resourceful community members

The EduMais methodology is a combination of Positive Discipline and the UERÊ-MELLO approach. Positive Discipline is a program that teaches young people to be responsible, respectful, and resourceful community members. It teaches children and adults (including parents, teachers, carers, youth workers and others) important social and life skills in a way that is deeply respectful and encouraging.



**Classroom management technique:
I say, You say.**

Educating is an act of love



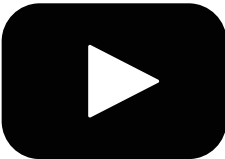
Our Methodology



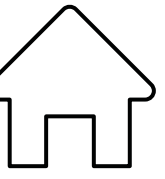
“Over time, they have become extremely adaptable and increasingly able to control their emotions and behavior”

Based on decades of research by its founder, Yvonne Bezerra de Mello, UERÊ-MELLO is an internationally recognised educational model for children and young people in socially vulnerable areas. Children growing up in high-risk areas are often traumatised by violence. As a result, they can develop learning difficulties and cognitive blockages. The UERÊ-MELLO approach offers several ways to address these children’s cognitive difficulties.

Since 2016, we have seen remarkable changes in our students. In the beginning, they could sometimes be very disruptive. Over time, they have become extremely adaptable and increasingly able to control their emotions and behavior. As a result, their academic learning has improved tremendously. It’s a long-term process, but their futures are looking brighter by the day!



“Practical Techniques & tips for classroom management at EduMais”



“In my life, I was the kid that was supposed to have my future affected just by the fact I was born in a favela”

Living in a favela in Rio de Janeiro can be considered as a very hostile place to grow and develop. And this situation affects the kids' future directly. In my life, I was the kid that was supposed to have my future affected just by the fact I was born in a favela.

It all changed when I got to know EduMais.

Since day one I started participating in EduMais classes, I was able to connect and listen to people with a different perspective of the world, and that was more than enough to give me hope to keep pushing on myself, on my future. Also a huge difference from EduMais is that it doesn't focus not only on teaching but also in managing the behavior of the kid who is coming, sometimes, from a hard background at home and can not focus well if the mind is not ok.

During these years in EduMais I had English classes with native speakers, I had Entrepreneurship classes and there were people from big national and international companies in class to share their insights for our future.

In the meantime I was selected by EduMais to participate in an exchange program in the USA with all expenses covered. An experience that I always dreamt off but until a couple of years ago it was still distant. It was the most incredible time in my life. Being able to visit another country, live in another culture and improve all the skills I was taught past years in EduMais was magical!

I have no words to describe how much EduMais changed my life and the importance of it to who I am becoming. In the professional but also in the social way.

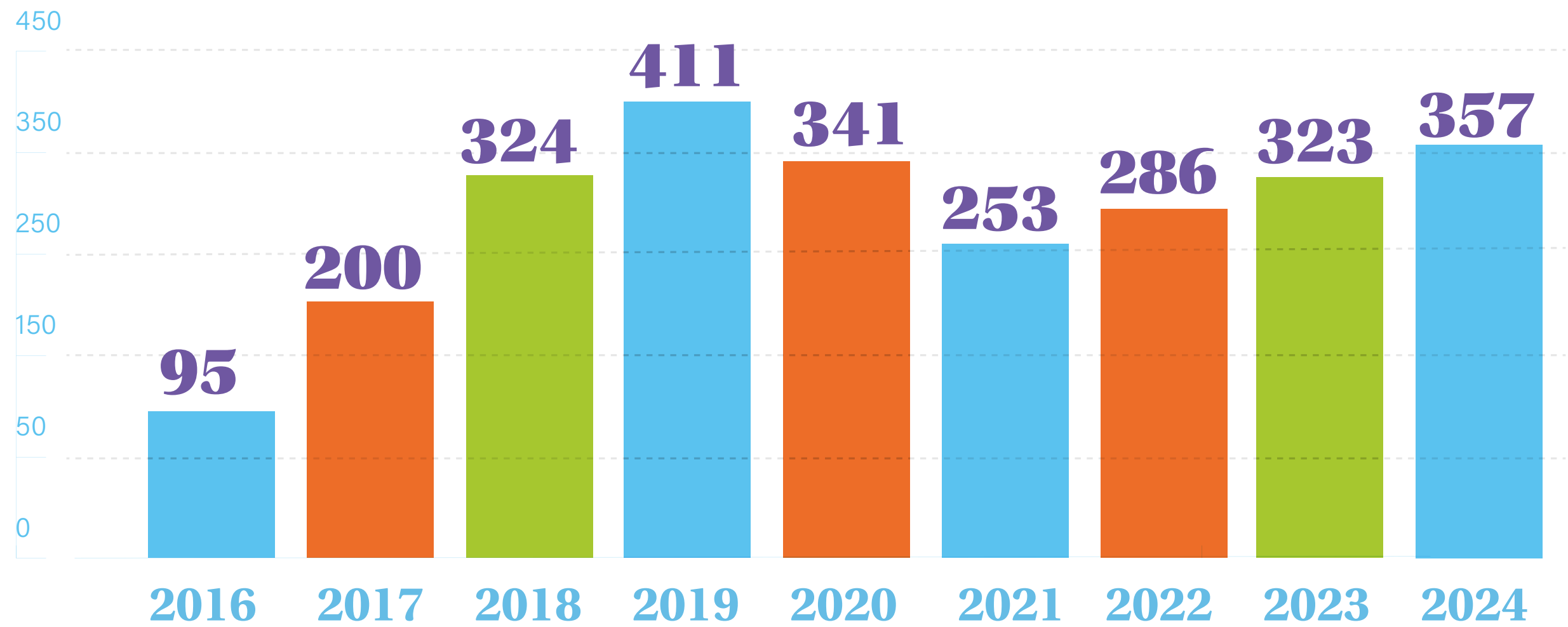
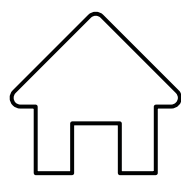
Educating is an act of love



Henrique

Henrique Gabriel Alencar de Souza Gaby

22 years old, Student Mechanical Engineering UERJ



Education is more than a student’s presence in a classroom. Education leads to their preparation for the next steps in their future. The two pandemic years had a strong impact on our graduates. In 2019, we saw the first positive signs of an increase in the further education of our graduates, although Covid stopped this process.

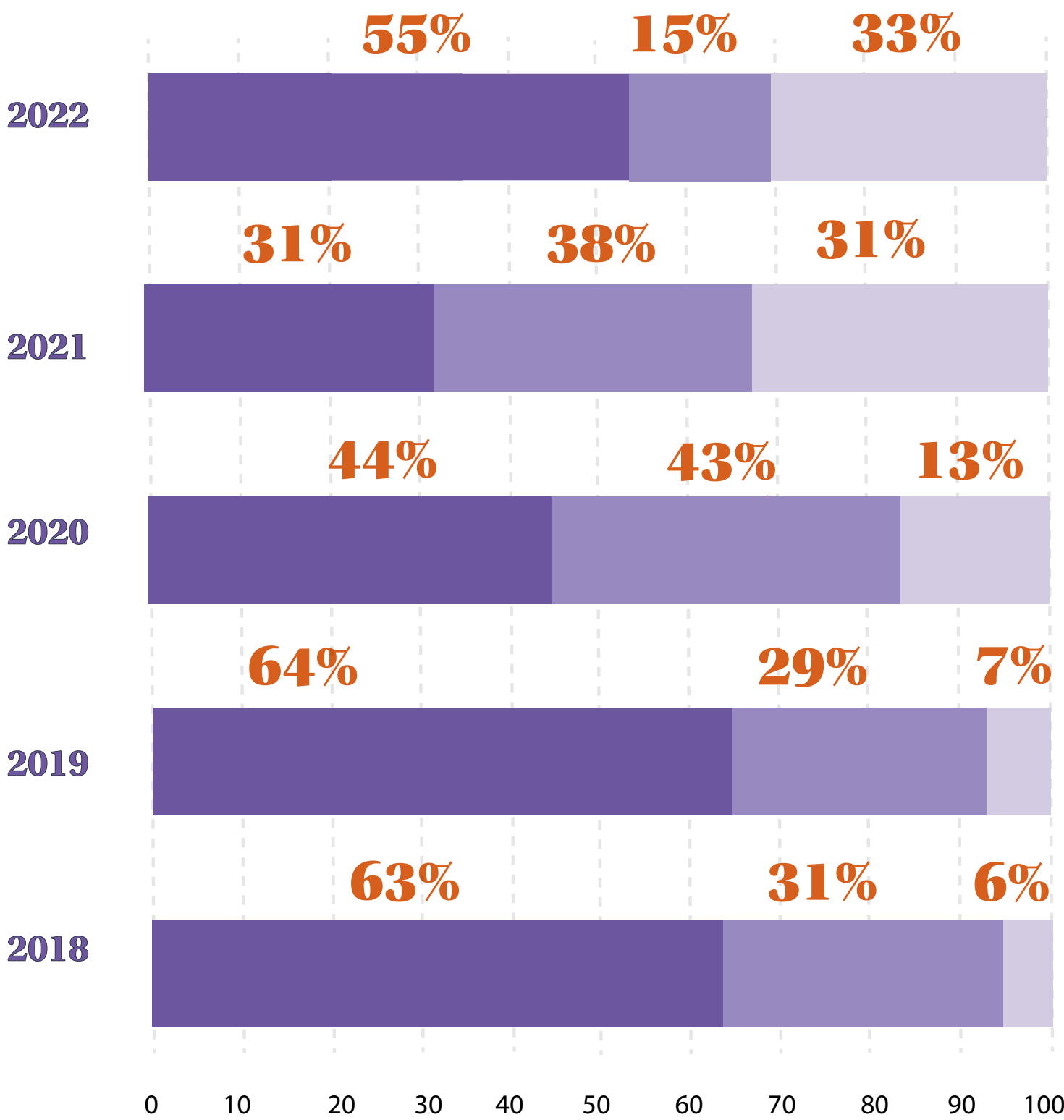
We hope to be able to continue now in line with 2019. Not only the number of participants, but also what they start after graduation (education, vocational or university, and/or job). We anticipate a rise in the percentage of graduates pursuing further education or securing formal employment opportunities.

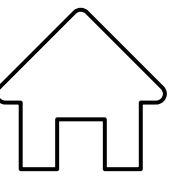
Graduates and their next steps

- Further education vocal or university
- Formal Job
- Gig Economy

Total number of participants in EduMais activities

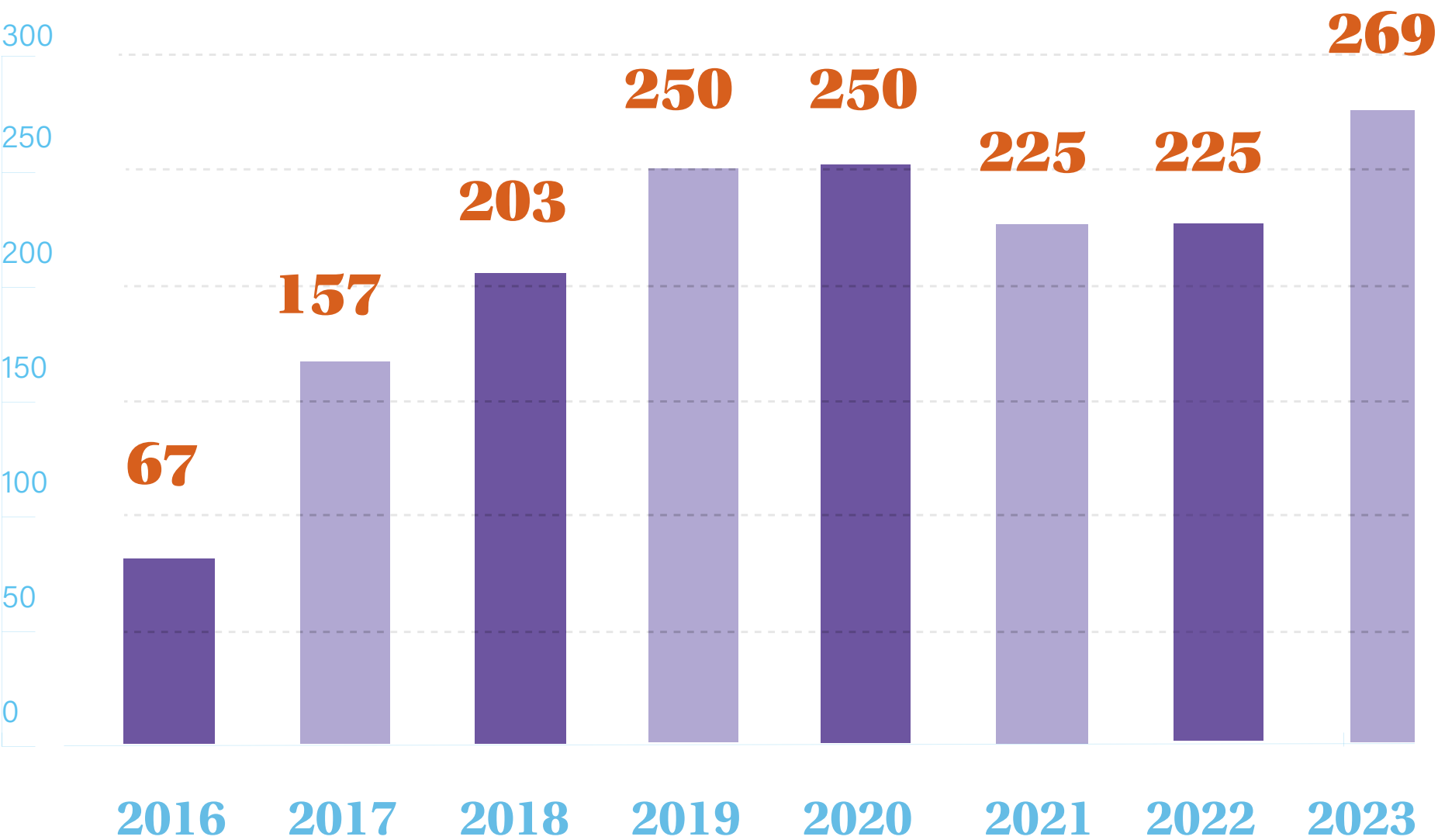
The total number of participants in EduMais activities increased significantly. However, Covid had an impact due to fewer activities and the personal challenges students faced when studying at home, as can be seen from the decrease in participants in 2021.





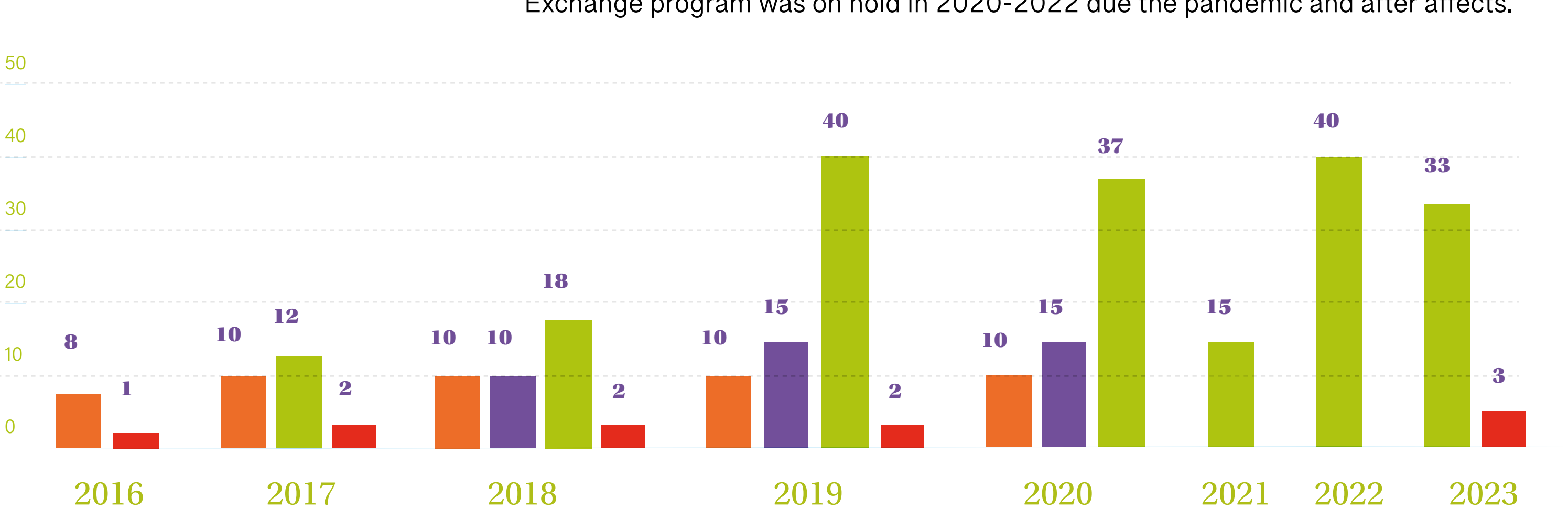
English Language Program Impact

Total number of students participating in the program “English Partner (Solar)” :



Total number of students participating in other programs:

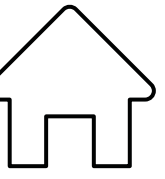
- English for Public School Students
- English Extracurricular
- Summer/Winter Schools
- Exchange (an external exchange program with the USA in which our students can participate)



In 2016 we just started. In 2017, 2018 & 2019 we took on more classes of our partner organization. As well more students of public schools. In 2023 we took on more classes of our partner organization. During the pandemic students of public schools were not able to continue participation. After the pandemic we are faced with less volunteers; we're not able to open the English Program for public school students due to human resources.

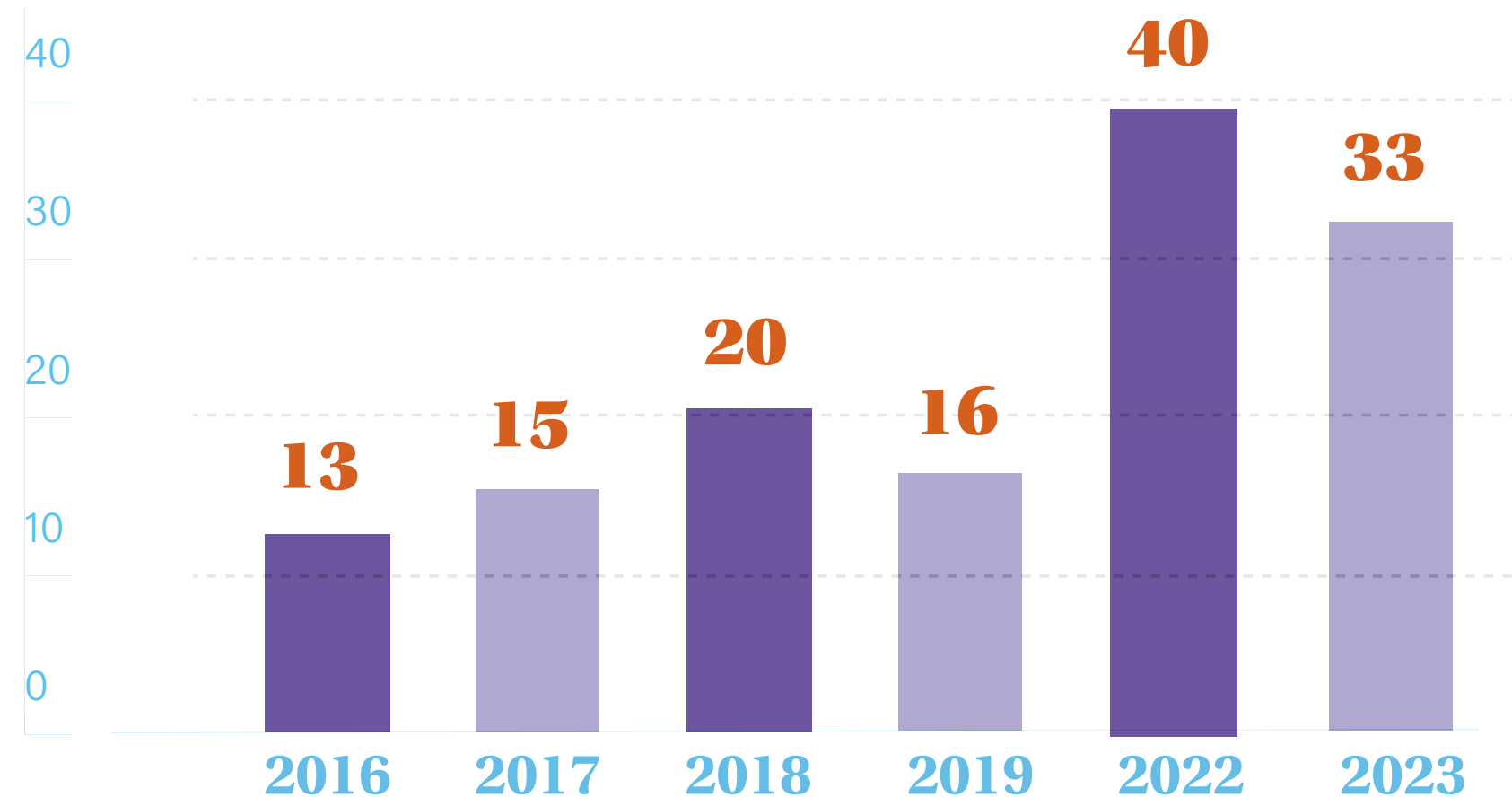
During the years we expanded our programs. First we expanded by organizing summer schools. With few students being interested we saw this grow over the years. The peak was in 2019 and 2022. In 2021 we could organize our summer school but with limited amount of students.

Exchange program was on hold in 2020-2022 due the pandemic and after affects.



Serious Game Design Impact

Total number of students participating in the program "Game Design"

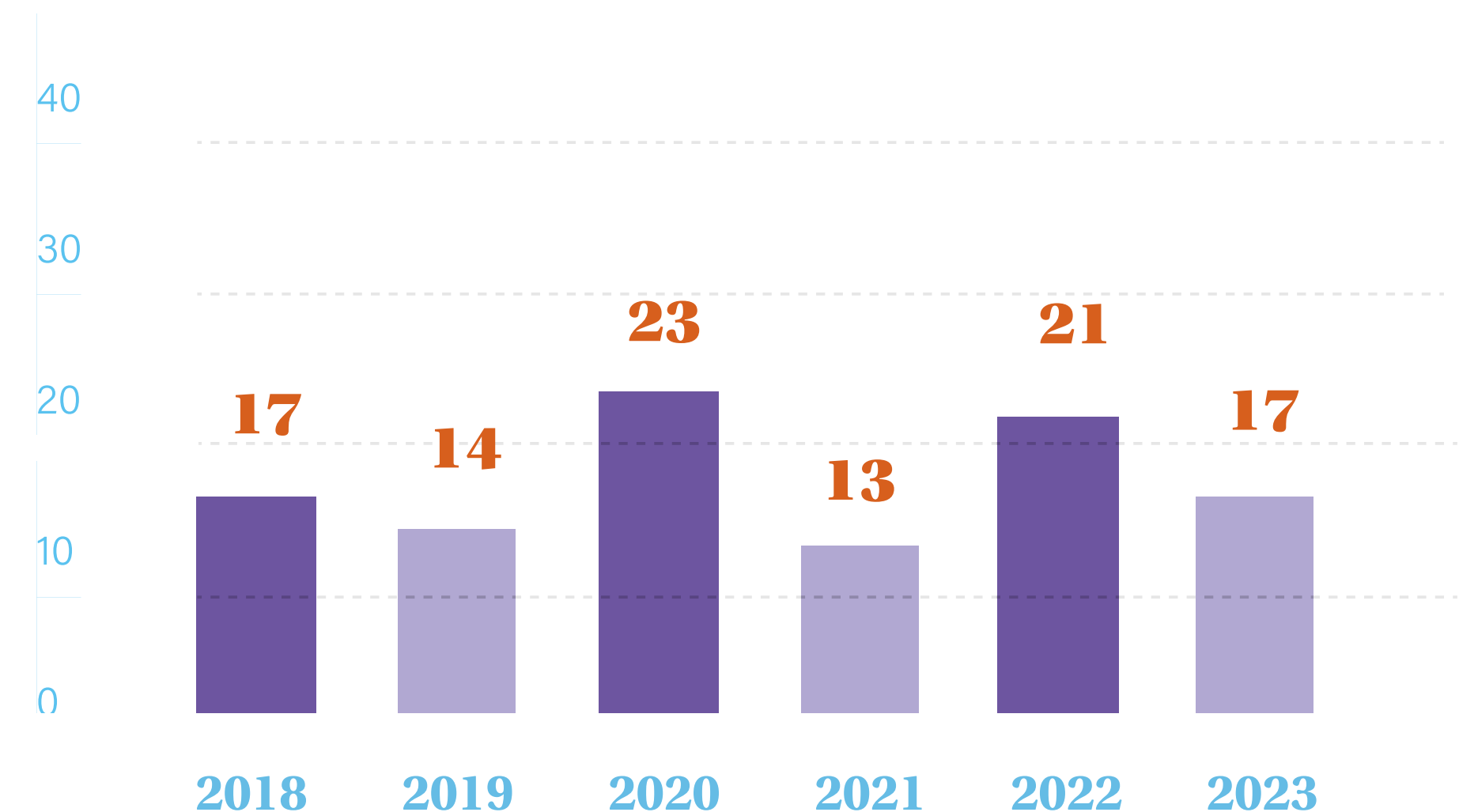


The Serious Game Design Course has been a game-changer for students from underprivileged backgrounds. Through immersive learning, it fosters creativity, problem-solving, and critical thinking. It's inspiring to witness these students not only excel in game design but also gain confidence in their abilities. This course opens doors to new opportunities, empowering them to envision brighter futures. Their progress is a testament to the transformative power of education.

In 2016 we started with Game Design which was focussing on basic programming skills. In 2020-2021 it was on hold due to the pandemic. In 2022 we created a Serious Game Design course together with a partner from the Netherlands. It's tailored made to support our students creativity, collaboration, critical thinking and giving them a voice to be a changemaker through games. Serious Games have the purpose to impact behavior and thinking of people.

Entrepreneurship/ Enter The Labor Market Impact

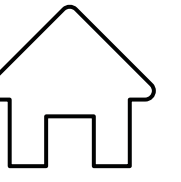
Total number of students participating in the program



The decline in university enrollment among students from Rio de Janeiro's favelas post-pandemic is exacerbated by economic hardships, and systemic educational inequalities.

The pandemic has disproportionately affected vulnerable communities, amplifying financial struggles of families and therefore hindering academic pursuits.

Wesley, who graduated in 2020, seized a trainee opportunity to transition into a role as a data analyst. Following his training, he was offered a permanent position in the same capacity, all thanks to a recommendation from EduMais.



What are our future needs?

“Increase the number of children participating in the different programs, not only in the current communities but also outside it”

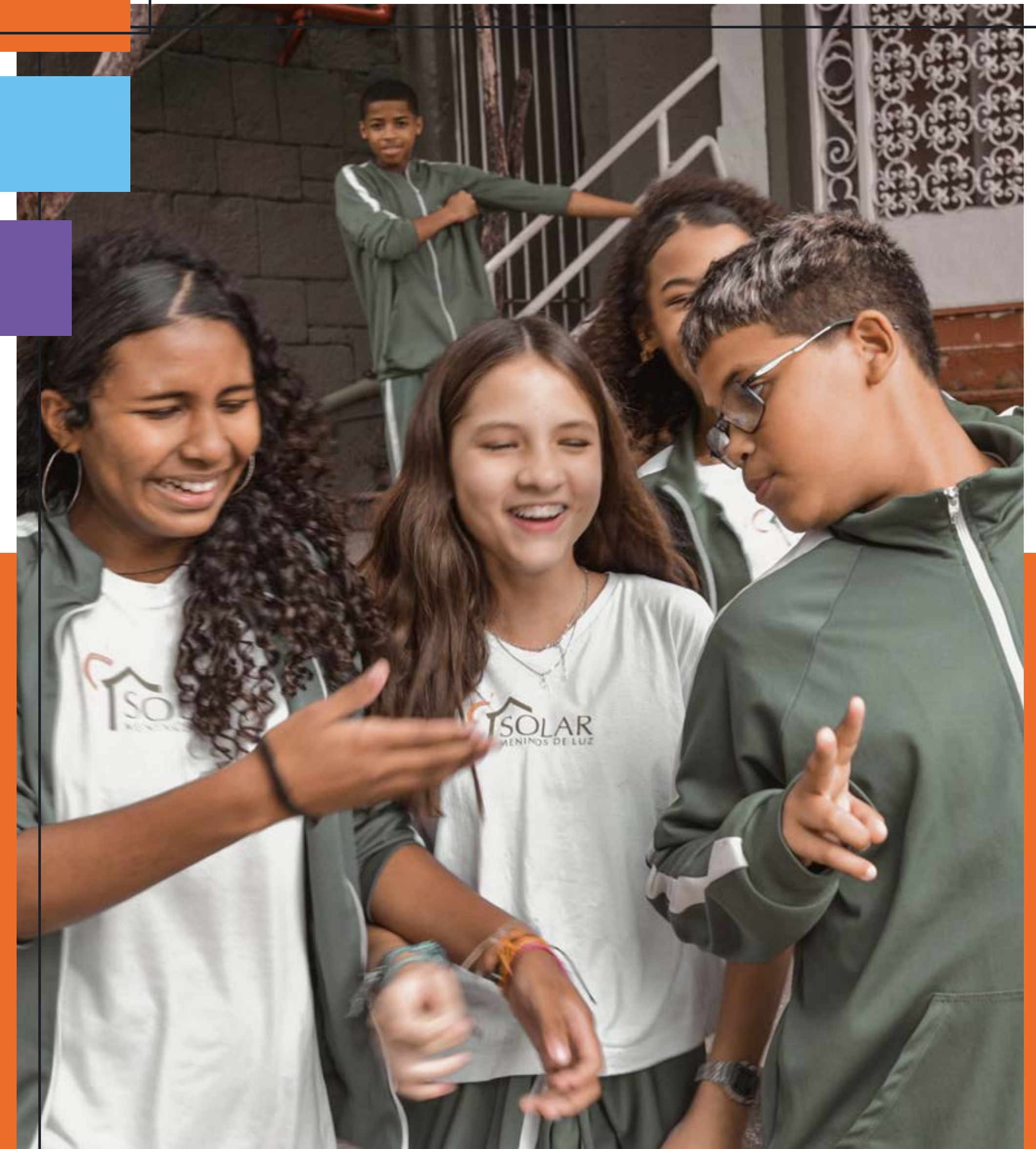
1. Increase the number of children/young people participating in the different programs, not only in the current communities but also outside it.

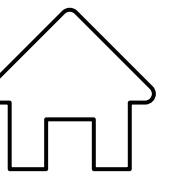
2. Attract more volunteers and professionalize volunteers.

3. Expand offerings based on youth and/or community needs.

4. Connect children/young people who have successfully completed the EduMais program as coaches/teachers/employees/buddies to EduMais to serve as role models.

5. Expand cooperation with partners and increase our collaboration with educational institutions, the business community and/or other agencies.





EduMais was and is very important not only in the life of my daughter Izabely, but also for the whole family. It was through EduMais that Izabely had the opportunity to learn a new language, enter a school with better quality education and developed more skills during the exchange program in the USA.

My family has always had contact with people from all over the world, but we never learned any languages. EduMais gave us the opportunity to have a daughter who is fluent in English and has taken several courses that are opening up her learning and professional experiences more and more, which she is now having the opportunity to share with the community.

“EduMais is so real that I can see how a person whose life has been transformed by education can transform others”

EduMais gave her the opportunity to participate in an exchange program, where we as parents never imagined that one day she would be able to fulfil this dream. EduMais is so real that I can see how a person whose life has been transformed by education can transform others.

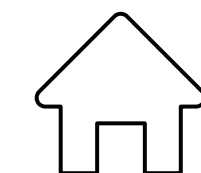
Today we are proud to see our daughter influencing the children of the community to learn a new language and thus stop hanging around on the streets learning things that won't add up in their lives. EduMais has transformed my whole family, because today we can be sure that only with education we can get where we dream off and discover that the sky's our limit.

Thanks to all the effort and care of everyone involved in EduMais.



Kelly

**Kelly Figueiredo de Lima, 39 years old,
mother of Izabely, 19 years old,
coordinator at EduMais**



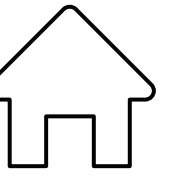
	2025	2026	2027
Income			
Individuals	15.000	15.000	15.000
Companies	15.000	15.000	15.000
Organizations	30.000	25.000	25.000
Total	60.000	55.000	55.000
Expenses			
English language skills	17.750	22.500	22.500
Entrepreneurship / enter the labor market	10.650	10.000	10.000
Serious Game Design summer school	7.100	10.000	10.000
New programs		5.000	5.000
Facilities and teaching materials	37.500	5.000	5.000
Spent on objectives	73.000	52.500	52.500
Sponsorship acquisition costs	2.650	2.100	2.100
Overhead	350	400	400
Total	76.000	55.000	55.000
Balance of income and expenses	-16.000	0	0

Securing financial support for EduMais is imperative for impactful capacity building, enabling us to empower our team with essential skills

Funding is vital for seamless program implementation, ensuring the realization of our mission to educate children and young people from underprivileged background toward a brighter future. Additionally, operational expenses, including infrastructure and personnel, necessitate financial backing for the sustained functioning of our organization. With your contribution, we can enhance capabilities, execute effective programs, and maintain operational excellence, driving lasting positive change in our communities.

Visit us to find out more info!





This book has been created and edited by:
Delia Vargas

Creators, volunteers and kids have voluntarily
worked together for the production of this
whole digital book.

Stories have been voluntarily shared in order to
make this work a sample of the reality in which we
work and in which our young people live.

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Thank you !