

**Avenues**

THE WORLD SCHOOL

COMMUNITY  
ENGAGEMENT  
ANNUAL REPORT

SÃO PAULO CAMPUS

**2020-21**

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THE WORLD SCHOOL

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ENGAGEMENT  
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# SUMMARY

PAGE

**06** Our Impact

**08** CHAPTER 1  
Community Engagement  
Long-Term Programs

**22** CHAPTER 2  
Criativos do Bairro  
Final Report

**36** CHAPTER 3  
Social Response  
Final Report

**54** Acknowledgements

**B**orn together with our campus in 2018, the Avenues São Paulo Community Engagement team presents here the results of our third year of operation, revealing the strengthening of **long-term strategies** and the maintenance of a **space for innovation and creation**.

You may navigate the sections indicated on this page to know more about our local impact and our long-term projects, as well as to access the final reports of the Criativos do Bairro and Social Response initiatives.

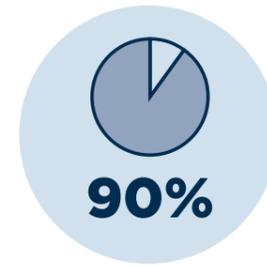
This report is also an invitation to **constant reflection and evaluation** of our praxis, a necessary condition for clearing paths never before trodden.

We hope you enjoy the reading!

**Community Engagement Team**

Avenues São Paulo

# OUR IMPACT



Percentage of students in Primary Division that visit the green areas outside school campus (Pracinhas)



Number of Avenues students enrolled in weekly tutoring activities for public school children



Number of food baskets delivered by Avenues São Paulo since March 2020 in partnership with Coletivo Panô to fight the humanitarian crisis in Jardim Panorama



Number of ACE partners



Number of students involved in ACE long term projects



Number of families supported by Social Response projects in Jardim Panorama



Number of students engaged in Social Response initiatives



Number of faculty involved in ACE related programs



Number of student-led ACE clubs in Secondary Division



Number of children from the Panorama community enrolled in the LEAP Volunteer Program



Number of 4G modems installed in Jardim Panorama by the Conecta project in partnership with Surf Telecom



Number of faculty-led ACE programs



Number of awards

# CHAPTER 1 ACE LONG-TERM PROGRAMS

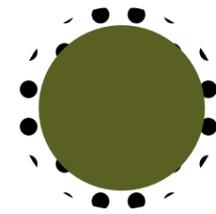
**W**hat is a community, if not a group of people who share values, spaces or experiences?

Avenues Community Engagement (ACE) wishes to **bridge worlds** apparently detached but truly connected, just as Jardim Panorama and Avenues' communities—separated by a narrow street but facing an abyss of prosperity between them.

Yet, how would this be possible in a school? The answer is: by transforming beautiful ideas into **real, authentic, and long-term projects** that involve a wide range of agents within and outside the campus, with a special highlight on **our students' agency**.

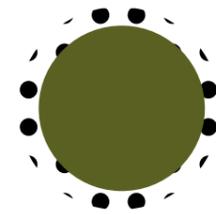
From the architectural renovation of a public square to mentorship for inspiring social leaders in São Paulo, the ACE team's objective is to **go beyond the generation of occasional aid** and make Community Engagement a core element of the school's mission and culture.

**AFTER THREE YEARS**  
of work with students,  
families, colleagues and  
partners, the Community  
Engagement projects  
have expanded in different  
spheres: the school  
community, the city and  
the world. You may read  
more about these projects  
on the following pages.

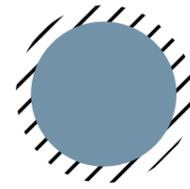


**ONE  
EVENT**

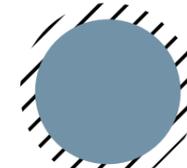
**INSIDE SCHOOL**



**PACE**

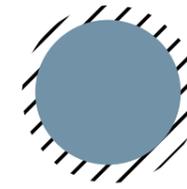


**Pracinha**

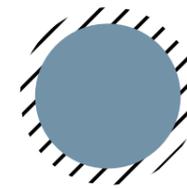


**LEAP**

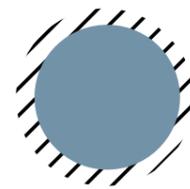
**LOCAL**



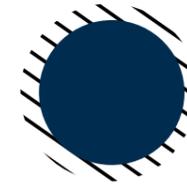
**Coletivo Panô**



**Fellowship**



**Conecta**



**Seed  
Bank**

**GLOBAL**



Listen to the episode about Coletivo Panô on Spotify:

Original audio: Portuguese



## Coletivo Panô

One of the most successful and rewarding projects supported by the Avenues São Paulo community continues to be Coletivo Panô, the women's collective from neighboring and socially vulnerable community *Jardim Panorama*. And the feeling is mutual: the women from the community express their satisfaction just as much, for it isn't often that an initiative with "external" support survives and, better yet, thrives. "First, we went door to door, talking to people, getting them to trust us. Now, they come looking for us. We've given them hope", reveals member Carolina Viana.

One of the year's most celebrated achievements was moving into a headquarters. Whereas before the women met in a church, now, thanks to their partnership with Conecta, the Avenues initiative that promotes digital inclusion at *Jardim Panorama*, they rent a small studio, "our own identity", says another member, Eliana Silva Souza. This space became a gathering and organization center for the Coletivo and a distribution center for all the donations they receive from the several Avenues Community Engagement projects.

[coletivopano2020@gmail.com](mailto:coletivopano2020@gmail.com)



Listen to the episode about Conecta on Spotify:



## Conecta

It started as an initiative to ensure 600 children from a socially vulnerable community next door to Avenues São Paulo had access to remote online education during Covid quarantine while schools were shut. Guilherme C., a 2021 class student, and teacher Geraldo Zahran ensured that every home from *Jardim Panorama* with a child attending school received a free 4G modem, thus directly impacting the lives of almost 1,000 people. To make this happen, they partnered with Surf Telecom, which donated 228 modems and built a 20-meter high antenna inside the community, where roughly 2,000 people live, to bounce the signal off their main tower, next to the Pinheiros river.

But Conecta became much more than a Social Response action. Thanks to an Avenues parent-supported crowdfunding campaign, a studio was rented inside the community to work as an organization and meeting center of *Coletivo Panô*, composed by four women from the community. "They are the number one community leadership", states Guilherme, who strongly stands for digital inclusion because it "equals to social inclusion. It's their right as citizens in a country of abysmal inequality". Conecta also intends to attract a new generation of Avenues students to join the team and continue to promote change through technology. An important step has already been taken: its formalization as an independent project.

[conectapanorama@gmail.com](mailto:conectapanorama@gmail.com)



Listen to the episode about Fellowship on Spotify:

Original audio: Portuguese



## Fellowship

The ACE Fellowship pilot program came up, in 2019, with the objective of promoting the integration of social entrepreneurs in the region around Avenues São Paulo, through an annual project, developed to facilitate networking and learning through shared experiences. However, the challenges generated by the new coronavirus pandemic imposed, simultaneously, difficulties and new needs both for the program and the institutions. One of the fellows whose work was directly impacted by the pandemic is Maria Cecília Lins, founder and head of *Instituto Pró-Saber SP* (Pro-Knowledge Institute), a children's and youth library rooted in *Paraisópolis*, an extremely vulnerable and expansive community in the city. Like other social entrepreneurs and organizations enrolled in the program, Maria and Pró-Saber have done just about anything to help the neighborhood in such dire times.

Lins believes the Fellowship's second year had three significant developments, the first being "when Avenues understood the delicate situation social entrepreneurs found themselves in and listened to us. The network we built in 2019 during the Fellowship proved to be fundamental in 2020. Second, the school raised funds for us fellows, which allowed us to continue with the humanitarian aid at this time of crisis. And finally, by inviting us to evaluate our experience and think of the next chapter for the Fellowship, and our role in it".

[acefellowship-sp@avenues.org](mailto:acefellowship-sp@avenues.org)



Listen to the episode about LEAP on Spotify:

Original audio: Portuguese



## LEAP

The project's leap forward this past year was, most literally, over a hurdle. First, with social isolation measures, all of the afterschool classes voluntarily offered by Avenues teachers, since 2019, to kids at Jardim Panorama were forced to go online. Simultaneously, it is because of this that classes diversified to include even parents. And the offering of these classes was made possible in large measure by the action of another Avenues São Paulo initiative, Conecta, which offers 4G modems to families within the community whose kids are attending school. The number of participants is not as high as it once was, understandably, but since its migration to the digital environment, LEAP's numbers just keep on growing. Currently, over 100 participants, starting at the age 4 all the way to moms attending cooking lessons, have access to a diverse array of classes such as English, Math, Storytelling, Choir, Astronomy and Arts.

Once the internet hurdle was behind them, volunteer teachers from Avenues tackled the next challenge, which was access to materials and supplies required to follow the classes. Kits were assembled and sent to each of the participants, while the numbers of volunteers grew. Laís Gil, Avenues' Pre-K teacher and LEAP coordinator, is one of them. She says demand for courses increased during the pandemic and the ability to attend "live" lessons, i.e., not a video recording of class, as it was being done in regular public education, was a game-changer. "The kids really missed a 'live' interaction with their teachers". And, thankfully, LEAP can offer this to them.

[leap-sp@avenues.org](mailto:leap-sp@avenues.org)

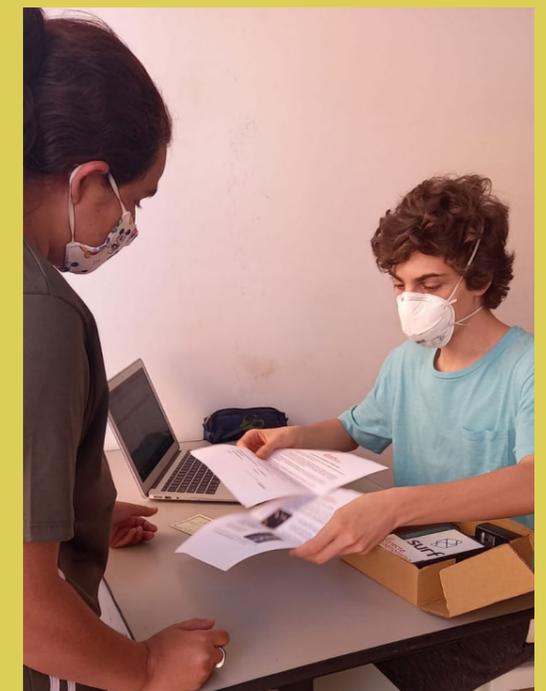
# ONE Event

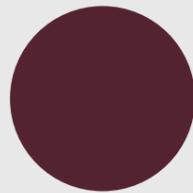


## PODCAST AVENUES ONE Event

In a year in which adaptability was one of our most important values, Avenues São Paulo came up with an innovative way to bring the ONE Event, our annual Community Engagement showcase, to our community. We proudly present ONE Cast, our beloved ONE Event in audio form. Join us and listen to meaningful conversations about the Community Engagement initiatives led by our students, families, colleagues, neighboring communities, and partner institutions in 2020.

Access  
ONE Event  
on Spotify:





# AVENUES PARENT ASSOCIATION SÃO PAULO

## PACE

(Parents Avenues Community Engagement)

The PACE (Parents Avenues Community Engagement) committee has its origin in 2019, when Avenues São Paulo parents started to meet with the objective of supporting social impact actions together with the Community Engagement area. In 2021, with the foundation of the APA (Avenues Parent Association), PACE became one of its extensions, being more than an “unofficial collection of volunteers”, as Alison McClymont phrased it, an Avenues parent and co-chair of the community engagement committee alongside Emília Zouain.

This year, different projects were developed by the group. The main one, together with an initiative coordinated by another Avenues parent - União SP - raised funds to buy 600 food baskets to be distributed in schools

and partner institutions in the region. “We’re coordinating donations to provide food relief for a dire humanitarian situation here in São Paulo”, explains Alison. In addition to this campaign, three others were organized, all aimed at serving the families of *Jardim Panorama*, a socially vulnerable community located in front of Avenues: distribution of PPEs, such as 1250 masks and 1250 units of hand sanitizer; distribution of 450 Christmas gifts for children; and the distribution of clothes to protect against the cold.

[apapace-sp@avenuesapa.org](mailto:apapace-sp@avenuesapa.org)



Listen to the episode about Pracinha on Spotify:

Original audio: Portuguese



## Pracinha Initiative

This past year, what’s new with the Pracinha Initiative is that students are working on a second draft of the urban project to enliven the close-by square, alongside their mentor architects, from several conversations with the neighbors. Encouraging the interaction and the integration in public spaces in the city of São Paulo is a driving force behind the initiative, as well as the effort to build bridges, break down social barriers and bring seemingly distant realities together, forging unlikely alliances: Avenues São Paulo, upscale apartment complexes and socially vulnerable community, Jardim Panorama.

Sofia F., Class of 2023 student at Avenues, joined the Pracinha this past cycle and her team has been working alongside NGO Litros de Luz (Liters of Light) to improve safety and nighttime use of the community’s public spaces.

The final goal is to properly install street lights fed by solar panels that will illuminate the entrance to the community, next to an alley that, despite having undergone renovations by the city of São Paulo, was left in the dark.

But wait, there’s more. The mini-public-open-air library, installed in the first year of the project, is still receiving donations. Moreover, the installation of an appropriate school bus stop is in the project plans. “The bus stop that the kids from the community use to go to school is old, the shelter is in bad shape, and making sure that there are lights on at nighttime is a matter of safety”, Sofia explains. “This should be a space for everyone”.

[pracinhasdopanorama@avenues.org](mailto:pracinhasdopanorama@avenues.org)



Listen to the episode about Seedbank on Spotify:



seedbank

## Seed Bank

“It’s structured as a global accelerator for social impact organization or ideas by Avenues’ students, and we support them through network and funding”. This is the Seed Bank, as clearly defined by Jeremy Bhatia, manager for social impact and partnership, out of New York. “We give small seed grants, for one year, but not until they’ve proven to be working on it.” And that’s how 2 out of 22 projects, ranging from 1 to 5 participants each, were granted the funds, after proper budget approval, to transform an idea into a successful organization making impact. Through mentorship, guidance, working with teammates and support systems, they “take something that’s in the universe and make it a reality”, sums up Bhatia.

One of the initiatives is Dedinho Verde, out of Avenues São Paulo, who is in its first year in the program that has now gone global. Dedicated to raising awareness around simple and sustainable practices people can take on a daily basis to help reduce the global trash, it is a perfect example of a global scale problem—climate change and ocean pollution—applied to a local reality: São Paulo, Brazil. Seed Bank has a team of representatives in each of Avenues’ campuses to assist the students in developing their project, and external mentors, like volunteers from the Avenues parent community and the school staff, also offer their support year-round.

<https://seedbank.avenues.org/>



## CHAPTER 2 CRIATIVOS DO BAIRRO FINAL REPORT

Since the inauguration of the Avenues São Paulo campus in July 2018, we have sought to establish connections with organizations that are, for many years, **reducing social gaps and generating opportunities for children and adolescents** in social vulnerability in the neighborhood. This is how we came to know the Rede de Proteção Social Real Panorama, a conglomerate of public and social entities that work in Avenues São Paulo's surroundings.

In this chapter, we present the final results of a project born from the collaboration of neighborhood teenagers with our Social Innovation students. Inspired by the global organization Design for Change, and by its Brazilian representative, the Criativos da Escola competition organized by Instituto Alana, we have created our particular interpretation of a youth protagonism program. **Avenues São Paulo's Criativos do Bairro was a design journey to solve problems mapped by the neighborhood's organizations**, boosted by the funds' allocation raised at the Festa Junina, organized by the APA/PACE.

Despite the challenges imposed by the pandemic's social distancing, **the results were beyond expected**: a new theater for young people, a playground for the daycare, and computer access are a substantial part of these results. Another was broadening the Avenues students' horizons, which partnered directly with teenagers from these institutions. This report also contains the accountability of the resources allocation, reinforcing transparency as a premise of all social engagement work.



# CASULO (COCOON)

In neighboring and socially vulnerable community *Real Parque*, there's an organization dedicated to education, culture and community integration targeted at children, teens and their families: *Casulo* (Cocoon). The name couldn't be more fitting. "I discovered my creative self through drama lessons. Little by little, I blossomed into a butterfly and, today, I feel ready to fly. The theater made this possible", describes Luan Queiroz, 19, who's been attending every possible class and activity at *Casulo* since 2013.

And this same theater was the focus of this past year's partnership between *Casulo* and Avenues through *Criativos do Bairro*. Renovations and maintenance work began late in 2020 to address the main priorities in their theater: a 48-channel sound mixer was installed, as well as new cables, reflectors, a lighting rack with a dimmer rack. A final coat of paint will have to wait for the pandemic to loosen its grip on São Paulo, as well as the grand opening.



# CCA NOSSA SENHORA DA PROVIDÊNCIA

(OUR LADY OF PROVIDENCE  
CENTER FOR CHILDREN AND  
TEENAGERS)

Rafael "Push" is a 17-year-old young man who, until 2 years ago, attended the CCA Nossa Senhora da Providência (*Our Lady of Providence Center for Children and Teenagers*). He went back asking for help to apply for a job, and one of the last things they accomplished before strict isolation measures were reinforced was preparing his CV and enrolling him in a Young Apprentice program, in which postings are offered to young boys and girls just starting their professional lives.

The association is yet another of Avenues São Paulo's partners in the *Criativos do Bairro* initiative. And the funds allocated to them were used, precisely, in equipping their computer room, promoting digital inclusion in a highly socially vulnerable environment. A wi-fi booster and licensed software were the last to arrive, after prior acquisition of 10 laptops made by Avenues, renovating the room and the electrical system, and installing a fiber optics network. All that's missing is the community walking through the doors.





## CCA SANTA ROSA 1

(SANTA ROSA CHILD CENTER FOR CHILDREN AND TEENAGERS)

In the second year of its partnership with Avenues São Paulo, CCA Santa Rosa I (*Santa Rosa Child Center for Children and Teenagers*) remains committed to promoting digital inclusion in the neighboring community, *Jardim Panorama*. Local teens took charge of sketching, setting up and decorating a soon-to-be computer room. The computers, printer and projector were acquired, and the community was invited to make total usage of this space. But the grand opening had to be postponed due to the reinforcement of stricter Covid-19 isolation measures.

This months-long endeavor has tightened the community and united families in caring for the center as an extension of their homes. Which, in truth, is what the association has always strived to be. “If we are to reach these kids, we have to start with their families,” says computer instructor Marcelo de Sousa, “they drive our work.” The association has also provided guidance in financial aid, civil rights, mental health, and delivered food baskets to families.



## CEI RECANTO DA ALEGRIA 1

(NOOK OF JOY DAYCARE)

Another institution celebrating the second year of its partnership with Avenues São Paulo's initiative, *Criativos do Bairro*, is CEI Recanto da Alegria I, a public daycare in Jardim Panorama – an extremely socially vulnerable community next door to the school. For this second cycle, the organization used the funds to complete the final stage of their project, Nook of the Imagination, which was the acquisition of costumes and accessories to fill in and enchant this special little corner of the world where toddlers and babies get to play out their fantastical worlds.

Costume racks, closets, tents and – wait for it! – a mirror brought the previously messy nook back to life. Even with the daycare working at a lower capacity to respect social isolation measures, the mirror was a smash among the infants who make faces and strike poses for their own delight. “Playing is a child's expression, it is language and communication,” sums up the organization's educational counselor, Maria Carveche.





## CEI RECANTO DA ALEGRIA 2 (NOOK OF JOY DAYCARE)

A public daycare of the *Jardim Panorama* community is one of *Criativos do Bairro's* successful partnerships. CEI *Recanto da Alegria II* applied its funds to renovate the playground for their toddlers: they built a sandbox, a tunnel, a sensory panel and a bridge with a handrail. Books and toys were also purchased, but deliveries have been facing delays due to the pandemic. Oh, and let's not forget: a ball pit and a few kid's motorcycles are coming soon!

Because these requests were unanimously voted among children, families and employees at the daycare, the setbacks imposed by the pandemic are greeted with understandable frustration. But it is in times of need that one's character is revealed – or an institution's commitment. And according to one mom, Tainara, "they haven't forsaken us". The daycare has been handing out food baskets to the families. In times of dire needs, there's also great solidarity.



## CIDADÃO PRÓ-MUNDO (PRO-WORLD CITIZEN)

Elected Best NGO for Education in Brazil of 2020 and chosen the best-structured organization in the country in the field of language instruction in English, *Cidadão Pró-Mundo* (Citizen Pro-World) has 1,400 volunteers working across 12 units, one of which is located at *Real Parque*, a community next door to Avenues. Its mission is to promote social inclusion through English learning.

With social isolation measures, all lessons were transferred to online platforms, which presented a challenge since students lacked the tools required to participate in the classes. The organization responded by mapping out the students' needs and offering computers with internet access to those enrolled and attending classes. Thanks to the arrival of new partners, computers were donated to the institution and Avenues joined in by purchasing and installing their operating systems. They are very close to fully celebrating the achievements of such a difficult year.



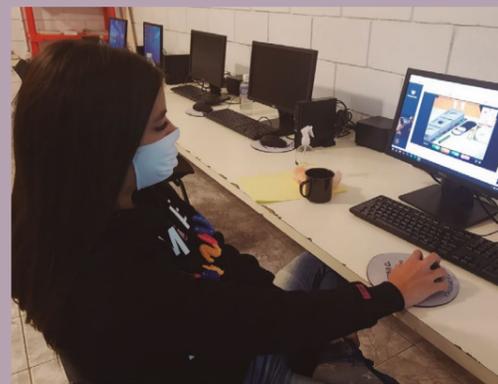


# FUNDAÇÃO ALESSANDRO ZARZUR

(ALESSANDRO ZARZUR  
FOUNDATION)

Another *Criativos do Bairro* partner is the Alessandro Zarzur Foundation (FAZ), an afterschool program for children from the neighboring and socially vulnerable community, *Real Parque*. The funds allocated to the NGO were used to update the computer room by purchasing a printer, a projector and a desktop computer, in addition to 18 Office Suite software, which guaranteed full usage of the equipment.

Two young participants, Luiz Gustavo and Gabriel, who were accepted to a technical high school, rely on the foundation's computers to follow online classes. And so do over 100 of the foundation's participants, who use the room for school activities, follow up on the news, play games and watch movies online.



CENTRO COMUNITÁRIO  
LUDOVICO PAVONI



UM CORAÇÃO PARA CRIANÇAS E JOVENS

# LUDOVICO PAVONI

Work at Ludovico Pavoni has been ongoing for over a year now. The Christian NGO based on Avenues São Paulo's neighboring *Real Parque* community offers an afterschool program for local kids and was one of the first to partner with the *Criativos do Bairro* initiative.

In the first year of the partnership, thanks to the funds allocated to them, the organization's previously unsheltered court received a roof – sheltering it from exposure to sun and rain –, respecting the wishes of Ludovico's management and participants as well as Avenues' students.

This second year, a safety net was called for and quickly approved, since soccer balls were being lost at a fast rate with no fence preventing them from being kicked over the sides. Additional funds have been allocated, but the work is on hold due to a recent spike in Covid-19 cases in São Paulo, which required urgent social isolation measures to be once again put in place. The kids can hardly wait.



# FINANCIAL REPORT

The Neighborhood's Creatives (Criativos do Bairro) relied on Phi Institute's consultancy, from start to finish, to ensure transparency and follow up on the execution of each of the investments. Check out project numbers here.



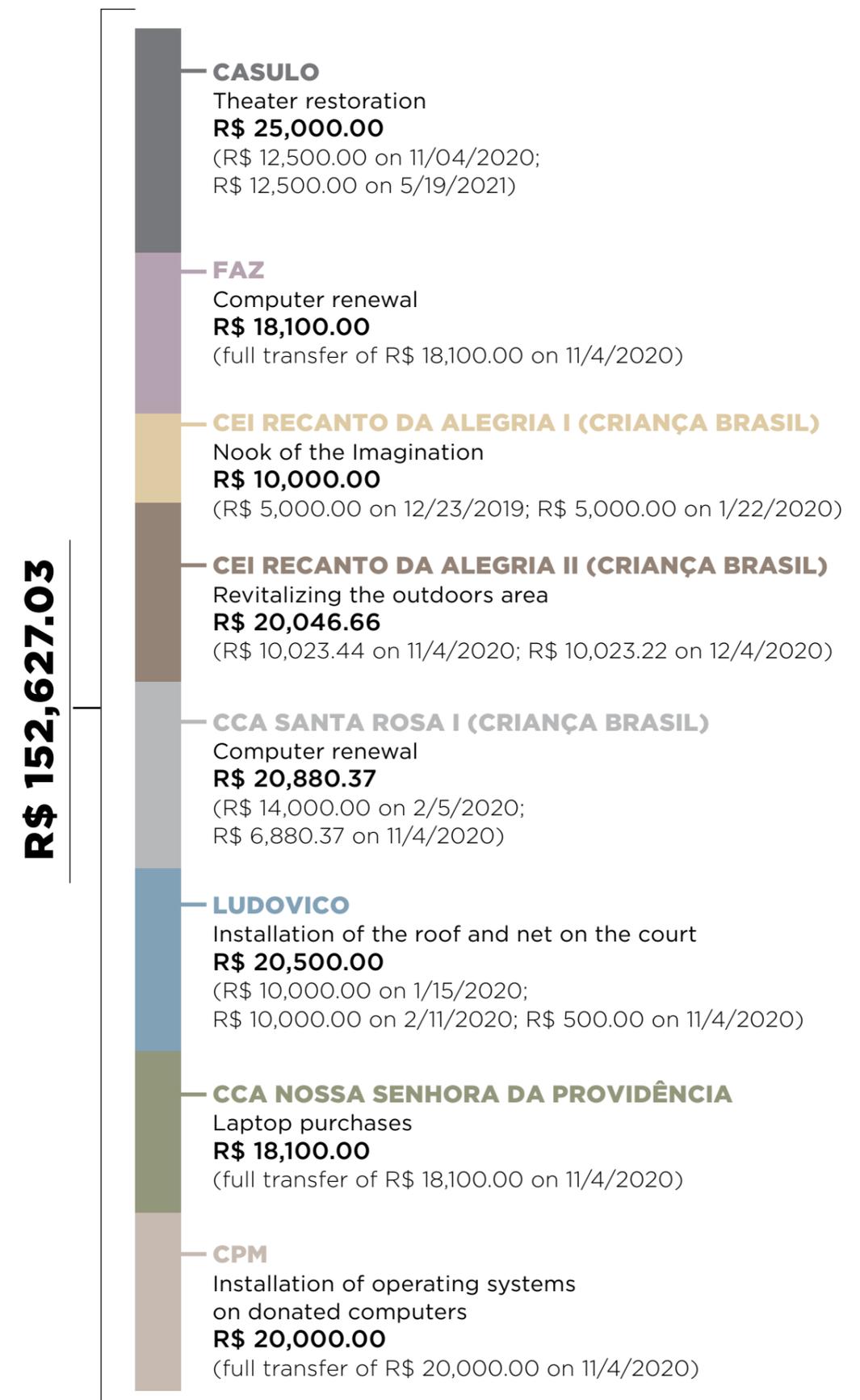
## FESTA JUNINA FINANCIAL REPORT

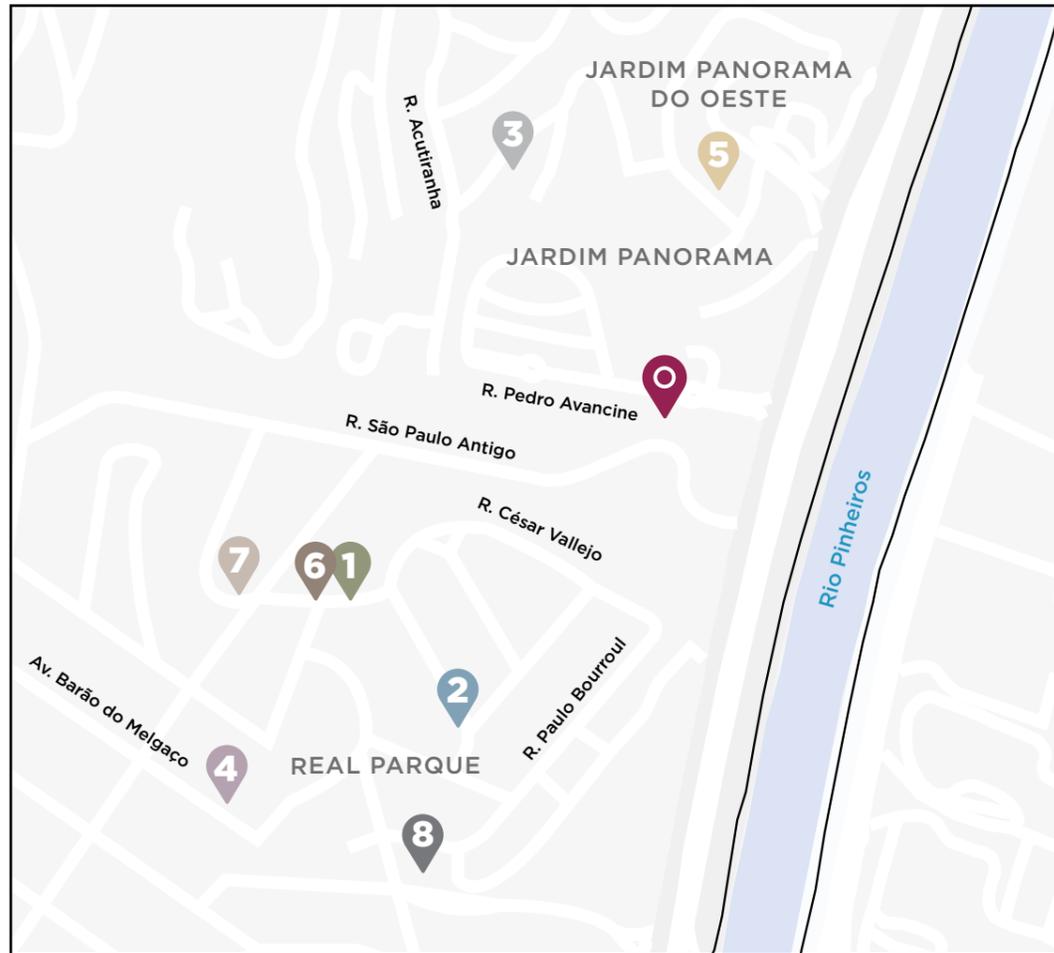
DESCRIPTION	AMOUNT
Sponsor	+ R\$125,500.77
Ticket sales	+ R\$50,559.00
Sales All intake in addition to wristbands	+ R\$135,528.14
Overall expenses (products and services)	- R\$160,190.35
<b>FINAL REVENUE</b>	<b>+ 151,397.56</b>

## CRATIVOS FINANCIAL REPORT

DESCRIPTION	INCOME	DESCRIPTION	OUTFLOW
Avenues Transfer to Instituto Phi's account 10/31/2019	+ R\$151,397.56	Transfer to the projects between 12/23/2019 and 5/19/2021	- R\$152,627.03
Income until 05/31/2021	+ R\$1,682.08	Bank fees	- R\$449.39
	R\$153,079.64		- R\$153,076.42
<b>BALANCE</b>		<b>BALANCE</b>	<b>R\$3.22</b>

## AMOUNT TRANSFERRED TO THE PROJECTS





## LOCATION

- 1 CCA NOSSA SENHORA DA PROVIDÊNCIA**  
Tv. Antônio Augusto Monteiro de Barros Neto, 31. Real Parque, São Paulo
- 2 LUDOVICO**  
R. Barão de Castro Lima, 478  
Real Parque, São Paulo
- 3 CCA SANTA ROSA I**  
Rua Jacundá, 112  
Jardim Panorama, São Paulo
- 4 FAZ**  
Av. Barão do Melgaço, 44  
Real Parque, São Paulo
- 5 CEI RECANTO DA ALEGRIA I**  
Rua Francisco Rebôlo, 6  
Jardim Panorama do Oeste, São Paulo
- 6 CEI RECANTO DA ALEGRIA II**  
Tv. Antônio Augusto Monteiro de Barros Neto, 70  
Real Parque, São Paulo
- 7 CPM**  
Tv. Antônio Augusto Monteiro de Barros Neto, 155. Real Parque, São Paulo
- 8 CASULO**  
R. Paulo Bourroul, 100  
Real Parque, São Paulo



# CHAPTER 3 SOCIAL RESPONSE FINAL REPORT

**“It’s dark but I sing,  
because the morning will come”**

Thiago de Mello, Amazonian poet

**A**fter the onset of the new coronavirus pandemic in March 2020, the Avenues São Paulo campus was closed and the school community remained in their homes for a long time. However, social isolation did not impede the emergence of new ideas and initiatives by students and teachers aimed at containing the negative impacts of the spread of the virus in society.

In this special report, we present some of the Social Response initiatives that came up in the school community during this time of crisis. The **humanitarian aid work led by Avenues São Paulo students, teachers, staff and parents** was built on an already established network of partnerships, which allowed from food to internet modems to arrive for thousands of people in socially vulnerable neighborhoods in São Paulo, especially Jardim Panorama.

# DIA DE DOAR KIDS 2020 ESCOLAS AWARD

## MOST ENGAGING CAMPAIGN

**D**ue to its reach and high level of engagement, the Avenues Social Response campaign won the **Dia de Doar Kids 2020 Escolas Award** as the **Most Engaging Campaign** in Brazilian schools. *Dia de Doar Kids Escolas* is a Giving Tuesday platform that acknowledges schools all over Brazil for their generosity and solidarity.



# IMPACT OF OUR SOCIAL RESPONSE INITIATIVES



**20**

communities were benefited



**200** baby kits,  
(including diapers, baby wipes,  
creams and milk)



**133,000**  
cereal  
servings



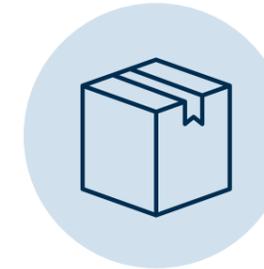
**8,000**  
soap  
bars



**27,000**  
chocolate  
milk servings



**200**  
educational  
kits



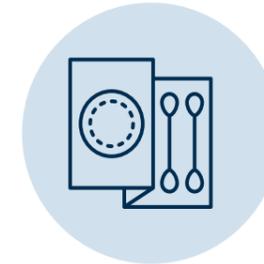
**600**  
staple food  
baskets



**28L**  
of 70% rubbing  
alcohol



**60**  
embroidery  
kits



**900** personal hygiene kits with  
menstrual pads, condoms and  
wet wipes (monthly)



**700 families**  
receive staple foods  
basket (monthly)



**103,520**  
handmade simple  
face masks



**29,600**  
face shields for  
health workers

# 3D Masks



## MÁSCARAS 3D

When the COVID-19 pandemic first hit, in 2020, protection masks weren't being produced nationally and locally at the same rate that they were being used. So, a team of students and parents volunteered to work alongside teachers in using the school's 3D printers to produce face shields to protect essential workers across the state. Due to the increasing number of cases, 3D Masks started to produce regular cloth masks as well, which were distributed to socially vulnerable communities throughout Brazil - including the Northern states of the country.



One of these volunteers is Felipe K., a 2021 class student, who worked assembling face shields and distributing them to hospitals and clinics till late 2020, when the project came to an end. And the numbers tell a tale of success: 15,480 face shields for non-health workers (e.g., receptionists); 29,600 face shields for health workers; and 103,520 handmade simple face masks for the communities (made by 30 local seamstresses), totaling 148,600 masks distributed for free.



Visit their Instagram [@mascaras.3d](#)



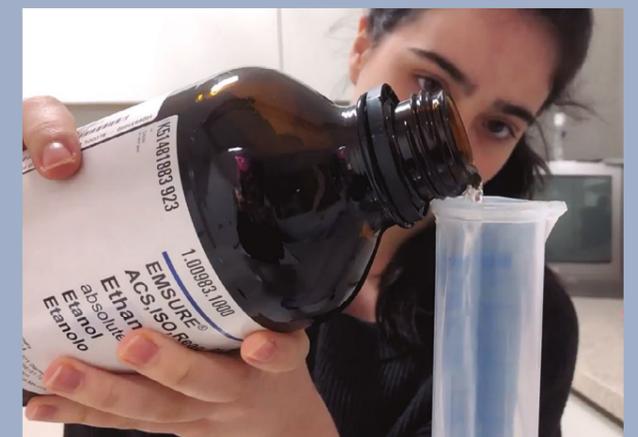
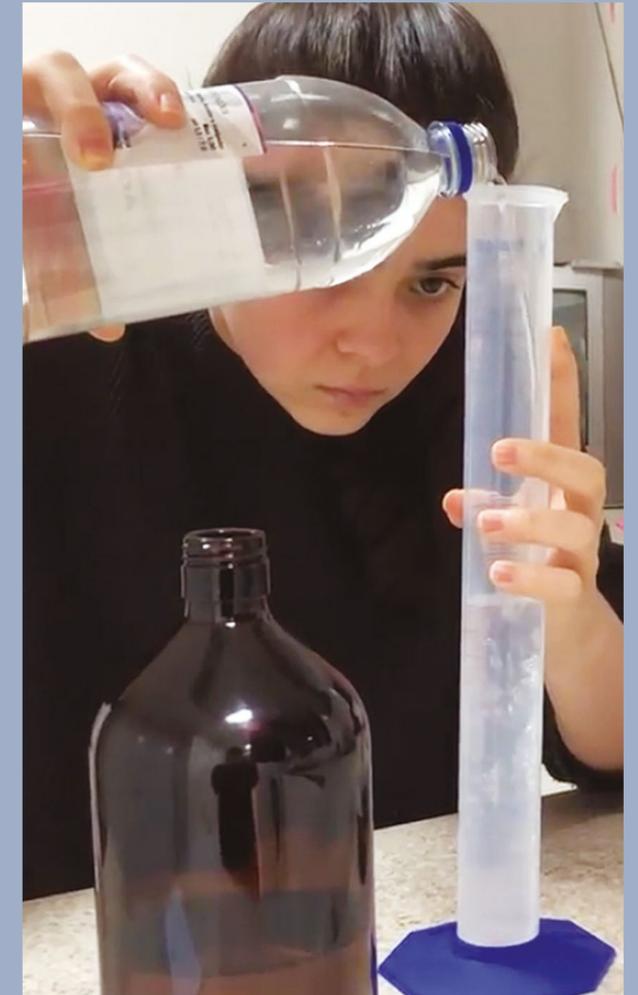
Listen to the episode about 3D Masks on Spotify:



# 70% Rubbing Alcohol

When the pandemic first hit and students were told to stay home, Chemistry teachers Ms. Sakashita and Ms. Camargo had a brilliant idea. Why not use this real-life opportunity to apply classroom teachings to a purposeful end that would keep students busy and, better yet, motivated to help? That's what happened when 100% rubbing alcohol bottles were separated into kits that each student brought home to, themselves, apply the techniques they had picked up in the classroom to dilute them into 70% rubbing alcohol.

Luiza R., from the 2021 class, was one of the students involved in this immediate, hands-on response to a tangible need: the local health center at neighboring community *Real Parque* provided not only for their residents, but also for those at *Jardim Panorama*. In the end, she and her colleagues, alongside the teachers, provided 28L of rubbing alcohol.



## Educational Kits



The social response initiative of conceiving, producing and distributing educational kits for kids at *Jardim Panorama* was an offspring of a previous project in which Avenues São Paulo's students had the intention of tutoring their colleagues from local public school Alcântara Machado, attended by some of the community's children. "While we assembled these kits, Avenues had already started delivering staple foods baskets", says 12th grade student Isadora P., who remembers the efforts as being "extremely collective", involving teachers on both sides, from March till June 2020. "We had this planned out, so when the pandemic hit, we were ready to act."

By action she means dividing students and teachers into teams that were designated different age groups to manage and to create educational activities and materials compatible with each one. In the end, 200 educational kits were delivered.



## PACE & União SP - Fight Hunger Campaign

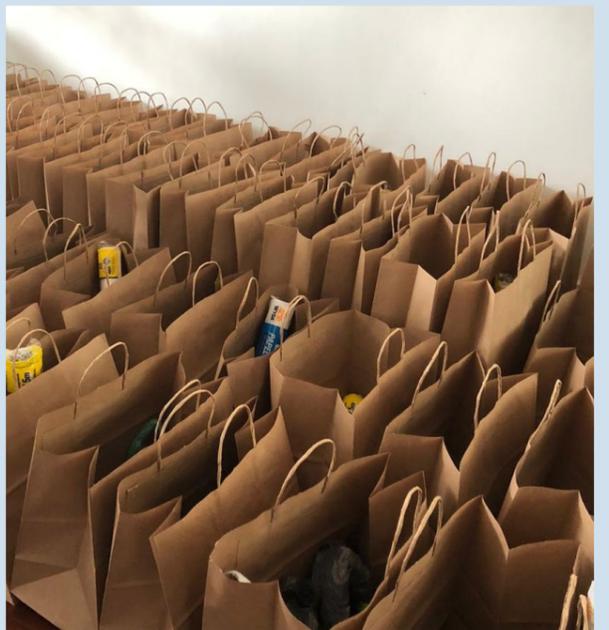
The major project of the APA (Avenues Parent Association) and, more specifically, the PACE (Parents Avenues Community Engagement) committee in 2021 has been partnering with União SP (São Paulo United) in their food relief initiative to fight hunger in São Paulo.

The project raised resources within the school community to buy 600 food baskets to be distributed in schools and partner institutions in the region - Associação Bem Comum, Projeto Fazendinho, EMEI Pero Neto and EMEF Alcântara Machado. "We're coordinating donations to provide food relief for a dire humanitarian situation here in São Paulo", explains Alison Mcclymont, co-chair of the PACE committee alongside Emília Zouain.



#  
**FIGHT  
HUNGER**

APA | UNIÃO\_SP



# Handmade ideas



During the COVID-19 pandemic, Avenues São Paulo and *Coletivo Panô* - the women's collective from neighboring community *Jardim Panorama* - gave birth to new partnership enterprises. One of them was Handmade Ideas, whose goal was to equip and enable women (but not exclusively) to learn and develop new trades, such as embroidery techniques. Beyond a personal hobby, the activity was envisioned as a possible source of independent income for families struggling financially.

"The impact was highly positive", says the 2021 class student Zoe M., who was one of the conceivers of the embroidery kits after she herself picked up the technique from her mom, when social isolation kicked in, early in 2020. Along with needle and thread, fabric and hoop, an instruction manual on the technique accompanied the 60 kits that were distributed at *Jardim Panorama*.



# Period.

# period.

"Period poverty affects women and girls all over the world who are denied access to sanitary products, safe, hygienic spaces in which to use them and the right to manage menstruation without shame or stigma". The description used by NGO Action Aid describes a reality that is not exclusive to one country or culture. So, when the 2021 class student Sofia B. and her colleagues were working on a human rights cause to dedicate themselves to, they decided to work with neighboring communities where period poverty is a real problem.

The ongoing project began delivering the menstrual kits as an immediate response to the COVID-19 pandemic, and to guide their actions they relied on women's collective *Coletivo Panô*, from *Jardim Panorama* community. Each month, up to 900 personal hygiene kits with menstrual pads, condoms and wet wipes are donated, thanks to a permanent crowdfunding campaign. At the other end of their efforts is their Instagram page, a window into a world where talking about menstruation is still taboo in many spheres.

Visit [nossoperiodo.wordpress.com](https://nossoperiodo.wordpress.com) and their Instagram [@nossoperiodo](https://www.instagram.com/nossoperiodo)



Listen to the episode about period. on Spotify:



## Support for Jardim Panorama Families



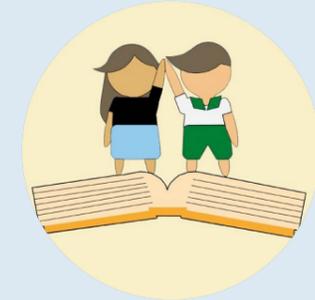
After the outbreak of the pandemic, child care intensified in family homes, as schools and nurseries were provisionally closed. Thinking of supporting the families of Jardim Panorama, a group of Avenues São Paulo students and teachers focused their attention on baby kits, including diapers, baby wipes, creams and milk, a decision reached after extensive dialogue with women's collective *Coletivo Panô*. In total, around 200 kits were handed out early in the COVID-19 pandemic. Then, in phase 2, caring for kids a little bit older and their families was the goal.

The team received donations from large corporations in the shape of 8,000 soap bars, 133,000 cereal servings and 27,000 chocolate milk servings. It was such a huge amount that 20 other communities benefited from the donation, sharing more than 1,000 kits to adults and children. "It was most gratifying. Every day we'd get messages from moms, thanking us. We raised over R\$ 100,000", remembers Ana G., 2021 class student and part of the initiative.

Instagram @apoio.jdpanorama



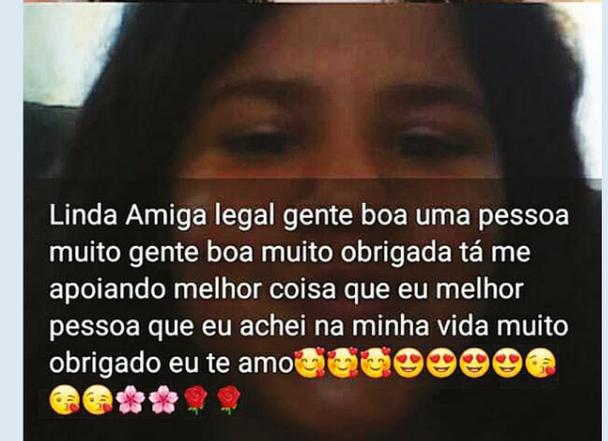
## Team Tutoring



The initiative was proposed by 7th and 8th grade students from Avenues São Paulo who were driven by the idea of providing academic support for kids having a hard time studying once the COVID-19 quarantine began, in early 2020. Originally partnered with kids from *Bem Comum* NGO (member of the Fellowship program), Avenues' students interested in tutoring have multiplied over the past year, so the initiative has been extended to assist students from neighboring community *Jardim Panorama*.

One of these tutors is 2024 class student Sofia S., who claims to have learned more from her fellow tutee than the other way around. "She taught me perseverance, collaboration, patience, and she has inspired me so much". Twice a week, Sofia and her fellow tutors use Instagram to study and chat remotely with their respective partners.

Instagram @tutoriasolidaria



Listen to the episode about Team Tutoring on Spotify:

Original audio: Portuguese



# Thursday Drives

Thursday Drives began early in the pandemic as a Social Response action taken by Avenues São Paulo to provide relief for neighboring *Jardim Panorama* community. With schools shut, local kids were suddenly eating every meal at home. And with many parents unexpectedly out of a job, the financial overload for families propelled Avenues to provide humanitarian aid until public schools opened their doors again. In this mission, we mobilized the efforts of partner companies, such as Bus Children – a school transportation service, whose vans and drivers were put at the disposal of this collective effort – and Prosegur – who runs the logistics' services behind deliveries.

Each of the 700 families assisted by the school receive a staple foods basket and also cleaning supplies, totaling 16 t of goods, monthly. Distribution is run by security and operations supervisor Paloma Jodjahn, who passes the baton over to women's collective *Coletivo Panô* at the community, who in turn distribute the baskets to the families.



# Together We Are Stronger



TOGETHER  
WE ARE  
STRONGER

Everyone has had to do more, in whichever way, during this pandemic. That also holds truth for members of Avenues São Paulo's Fellowship program: an initiative that promotes integration and networking of several NGO leaderships and social entrepreneurs in the city of São Paulo, some of them from neighboring and socially vulnerable communities. In order to provide for the families they support and, at the same time, keep their organizations going, the Fellows relied, in part, on funds raised by this student-led social response action.

Students as young as Juhee K., Class of 2025, organized and promoted the crowdfunding campaign, which required their best knowledge of video-making and editing – to share the Fellows' stories –, marketing, social media communication and design – Juhee, the youngest of the crew, created the logo. A direct offspring of *Tutoria Solidária (Team Tutoring)*, Together We Are Stronger is another example of a healthy partnership set in motion by the Fellowship program.



**1st edition of the Fazendeiras project, developed by Fazendinando with resources from Together We Are Stronger**

# ACKNOWLEDGEMENTS

## A SPECIAL THANKS TO

all Avenues São Paulo families and the Avenues Parent Association, to our faculty, staff and campus leadership. To another successful year!

## BIG SHOUT OUT to all volunteers and donors

to the social response campaign, who contributed with their time, enthusiasm and resources to make a true impact in a challenging time.

## OUR DEEPEST GRATITUDE

and admiration to all the individuals and organizations below who supported our Avenues São Paulo students to make a positive impact in the world and to be, as our mission states, “architects of lives that transcend the ordinary”.

Ana Cris Percope  
Associação Bem Comum  
Associação Criança Brasil  
Atados  
Base Colaborativa  
Bus Children  
Casulo  
CCA Nossa Senhora  
da Providência  
Cecilia Galli  
Cidadão Pró-Mundo

Coletivo Panô  
David The Agency  
EMEF José de Alcântara  
Machado Filho  
EMEI Pero Neto  
Fazendinhando  
Fundação Alessandro Zarzur  
Instituto Phi  
Instituto Projeto Sonhar  
Instituto Remo Meu Rumo  
Litros de Luz

Ludovico Pavoni  
Marcelo Rebelo, Cidades.Co  
O Pote Crowdfunding  
Pró-Saber São Paulo  
Prosegur  
Sharity Crowdfunding  
Studio Arthur Casas and  
Cadu Vilela, architect  
Subprefeitura do Butantã  
- setor de praças  
Surf Telecom

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