



# Brazil

Rosangela Gomes/CARE



## Country Snapshot

<b>Population:</b>	193.7 million
<b>Life expectancy at birth:</b>	73 years
<b>Adult literacy rate:</b>	90%
<b>Access to improved water source:</b>	97%
<b>GDP per capita (PPP)*:</b>	US\$ 10,847
<b>Infant mortality rate:</b>	17 per 1,000 live births
<b>Maternal mortality rate:</b>	75 per 100,000 live births
<b>HIV prevalence^:</b>	0.6%

Sources: UNICEF State of the World's Children Report 2011, \*UNICEF State of the World's Children Report 2010, ^UNDP Human Development Report 2010

**Program Overview** CARE has been implementing programs aimed at combating poverty in Brazil since 2001, when it first established an office in São Paulo and a field presence in the state of Bahia. Prior to that, CARE has a long history of engaging Brazilian civil society. Starting in 1953 the organization was responsible for delivering CARE Packages, aid and books to Italian refugees, and like many South American countries with European and Japanese immigrant communities, Brazil also sent CARE Packages to Europe during this time. Nowadays, in addition to fighting poverty through domestic programs, CARE Brasil serves as a center of strategic learning for CARE International as it adopts a new development model based on local governance and autonomous fundraising efforts in cooperation with CARE International partners.

Today, CARE Brasil focuses on combating poverty by addressing its structural causes through urban and rural development projects. The three core areas of CARE's work in Brazil are: education, income generation and environmental sustainability. To this end, CARE currently operates across eight states, including in two urban areas (Rio de Janeiro and Sao Paulo) and six rural regions (Acre in the Amazon; Bahia, Piauí, Maranhão and Ceará in the Northeast; and Goiás in the Centre-West region), with the goal of exchanging experiences across these locations and generating knowledge about new ways to combat poverty. CARE Brasil is registered as a Brazilian NGO and in the process of becoming a full member of CARE International.

### Education

Across CARE's program sites in Brazil, we have established a series of projects designed to improve the quality of education, both within the formal schooling sector and through workshops and courses that provide training to young people and women outside of the school curriculum. CARE's most significant education initiatives include: citizenship and

*continued on back*



© CARE



© CARE



© CARE

entrepreneurship training, environmental education and access to reading.

Citizenship training focuses on providing students with the skills required to monitor government budgets and spending and in training farmers and small businessmen and women to gain organizational and management skills.

Additionally, CARE Brasil's literacy programs focus on efforts to forge stronger bonds between schools and their communities, thereby ensuring better qualities of education and greater adherence among students. CARE Brasil's school infrastructure programs focus on how rural farming schools can be established as businesses, generating income for schools and providing training theatres for their students, while college preparation programs encourage young people from poor communities to complete their education. By providing training to young people at secondary school, CARE is also enabling them to pursue careers that will enable them to break the cycle of poverty.

### Economic Development

CARE Brasil promotes local economic development in some of the poorest areas of the country. We work closely with local organizations, the private sector and local governments to promote sustainable activities and improve local capacities. Our economic development programs are primarily focused on improving the living conditions of Afro-Brazilian women, men and youth.

By promoting entrepreneurship, vocational training and access to microfinance systems, CARE is increasing access to economic development tools for some 15,000 people living in poor urban, farming and rural hinterland communities. With improved incomes, families are not only healthier, but children also have more prospects for the future as they break the cycle of poverty through education.

### Environmental Sustainability and Payments for

### Environmental Services

Brazil continues to provide global leadership on environmental issues: 17 percent of the world's remaining forests are found in Brazil and the country has taken a lead in representing southern voices in international negotiations on climate change. At the same time, the 20 million Brazilians living in extreme poverty are likely to be among the worst affected by climate change.

CARE Brasil works at a number of levels to address this imbalance: at the state level, CARE has been working with the governments of Piauí and Acre States to develop policies that link climate change mitigation with combating poverty and to develop mechanisms for measuring the quality and impact of new initiatives aimed at reducing deforestation, including REDD+. At the community level, CARE has been working with poor and marginalized communities to establish sustainable forest management systems and reforest areas on land reform settlements.

At the same time, CARE is developing the social technology of anaerobic digesters to ensure income and health benefits for poor people, along with reduced GHG emissions and the sale of carbon credits. In all cases, the focus is on ensuring that payments for environmental services are made to poor and marginalized people. In 2010, CARE Brasil has also started to respond to emergencies, drawing the links between adaptation, mitigation and disaster response.

### Major Current Donors

CARE Brasil programs are supported by Anglo American, C&A Institute, Cargill, European Union, Itaú FIES, JP Morgan Chase, Kraft Foods, Ford Foundation, Pfizer, HSBC Institute, UPS, Walmart, and other private donors.

Last updated August 2011

#### CARE Brasil

Renata Pereira, Country Director, [rpereira@br.care.org](mailto:rpereira@br.care.org)

T: +55-(11)-3226-0097

F: +55-(11)-3226-0082

[www.care.org.br](http://www.care.org.br)

Latin America & Caribbean Regional Management Unit, Quito, Ecuador

T: +593.2.2.923180/60141806/  
014179



[www.care-international.org](http://www.care-international.org)