

Entrepreneurship for children and teenagers

Empowerment, making
dreams come true, equal
opportunities, innovation
and gamification



Impacting thousands of children and teenagers in Brazil and worldwide



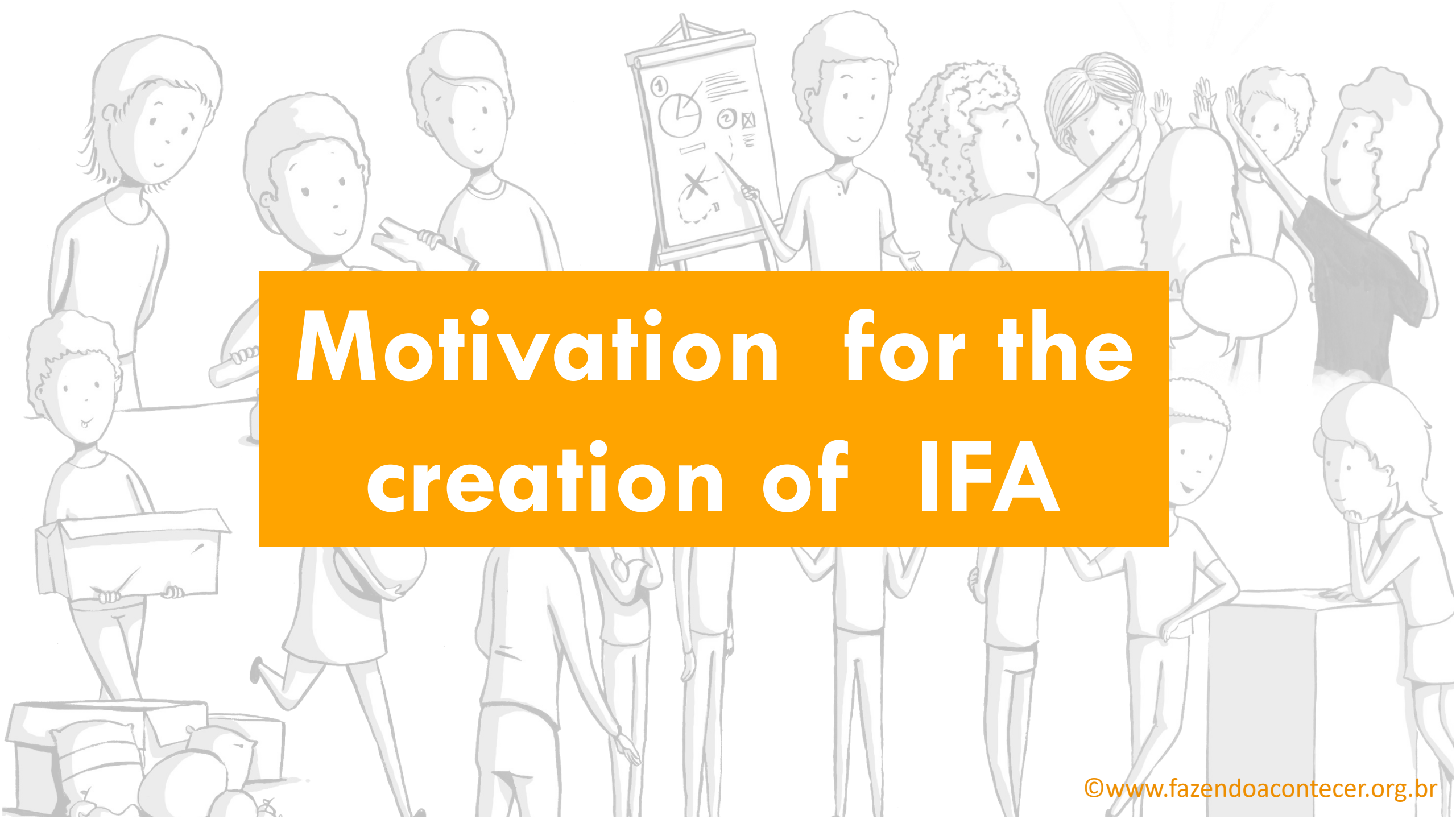
FAZENDO
ACONTECER



FAZENDO ACONTECER

Instituto Fazendo Acontecer - IFA

Nonprofit organization, whose goal is to develop the abilities and support the entrepreneurial initiatives of **children and teenagers**, through **entrepreneurial education**, on the basis of innovation and the creation of social value.



Motivation for the creation of IFA

“**Entrepreneurship** is the act of carrying out our **dreams**, transforming ideas into opportunities, and taking action to put goals into practice, creating **value for society.**”

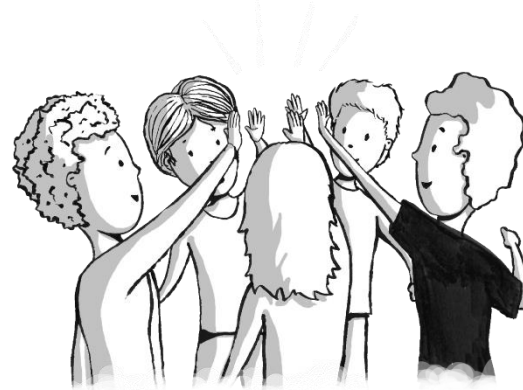
José Dornelas (2001)
IFA Founder



IFA Team 2021-2022

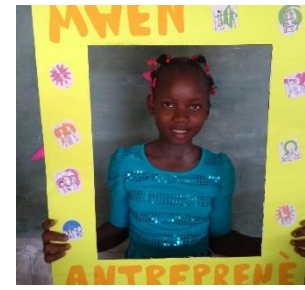


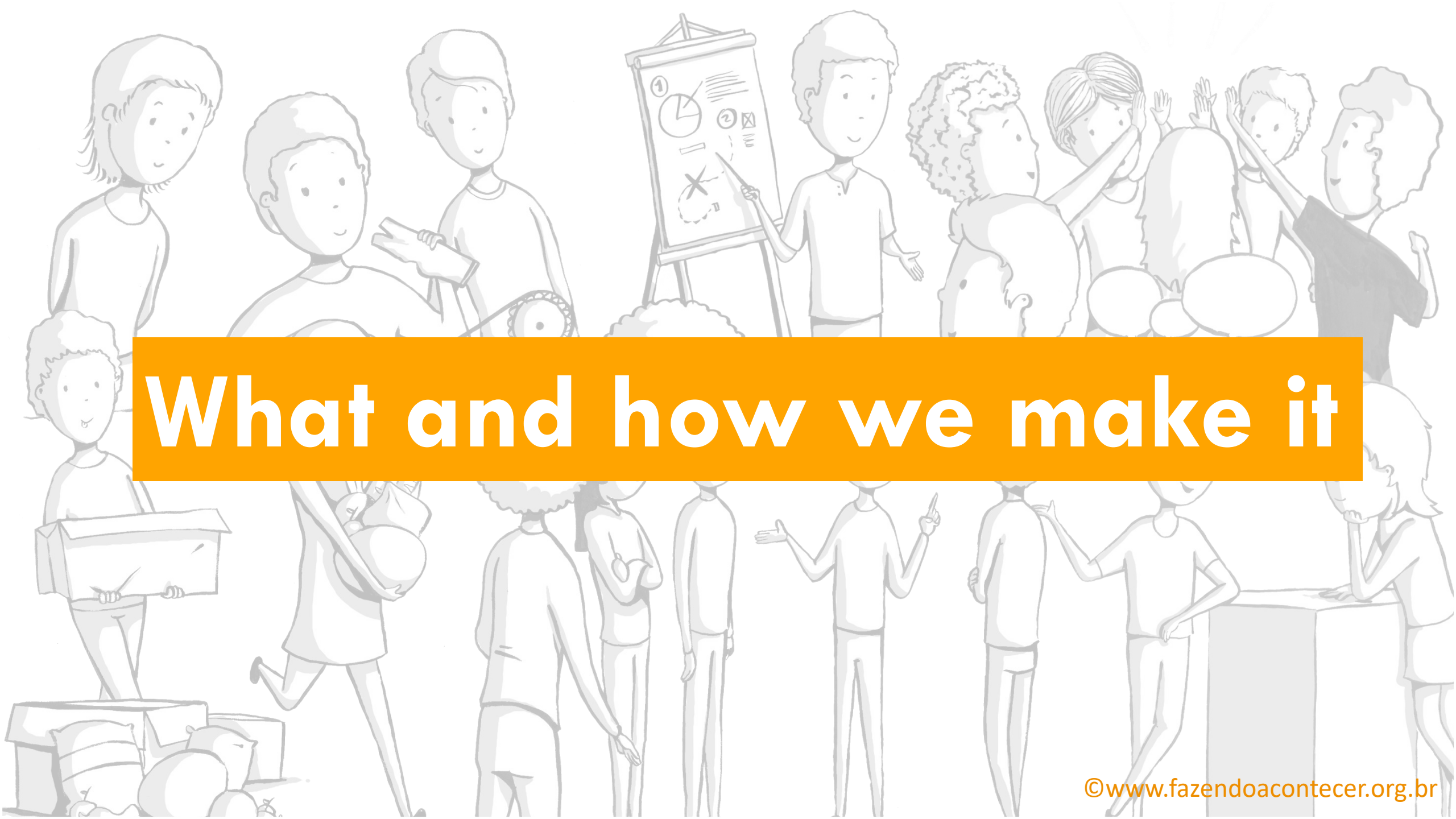
IFA Team 2018-2019



IFA Team 2020-2021

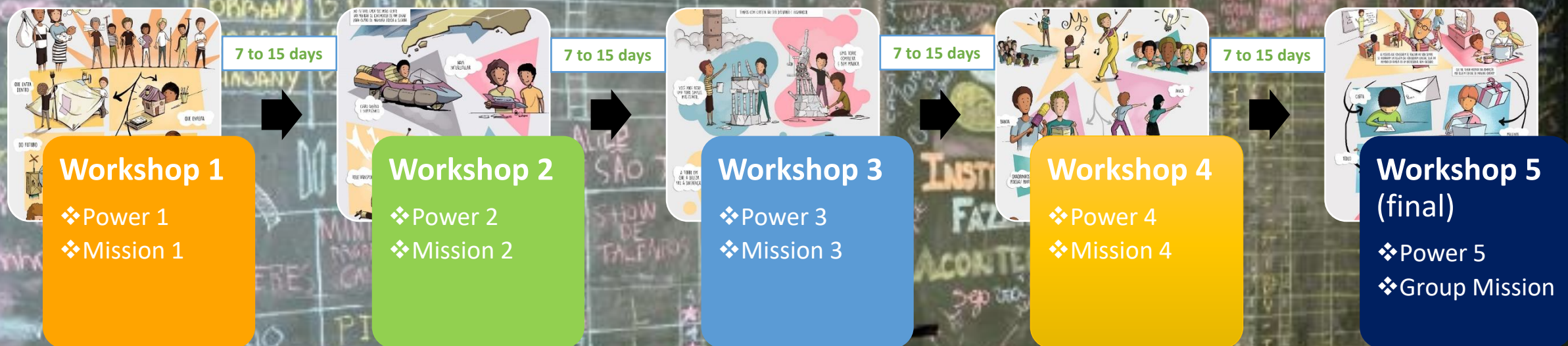
We stress the importance of having **dreams**, reference models, and the understanding that **everyone can make it happen.**





What and how we make it

Campaign Mode (5 meetings with groups of 10 to 30 participants)

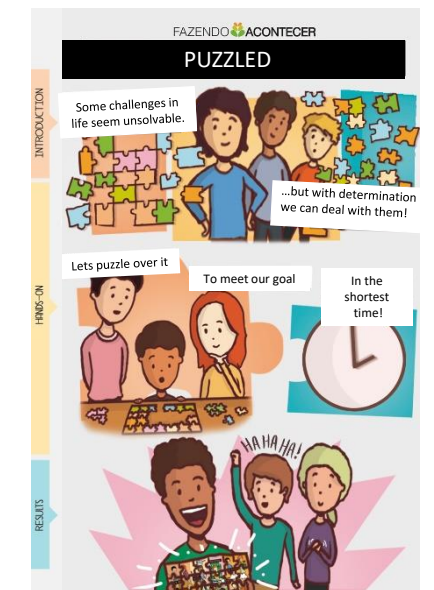
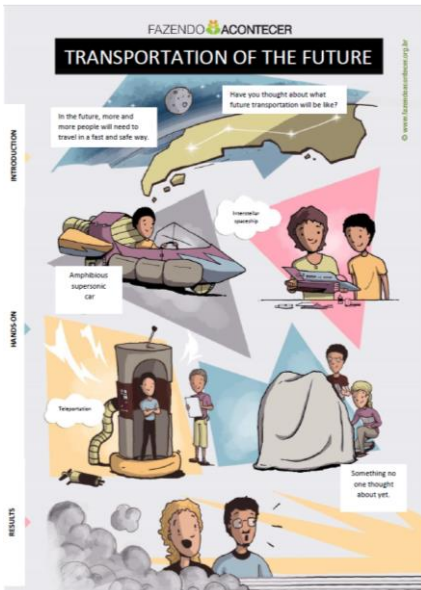
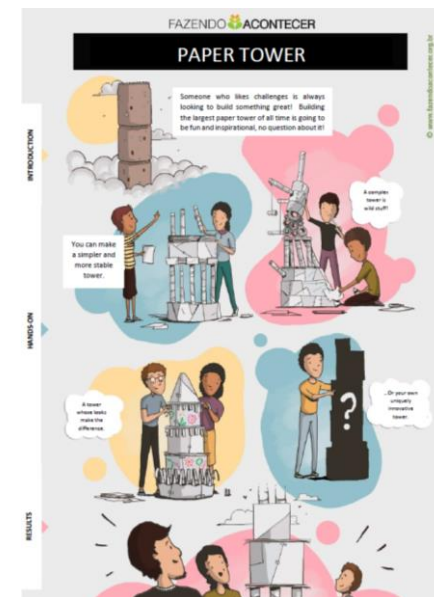
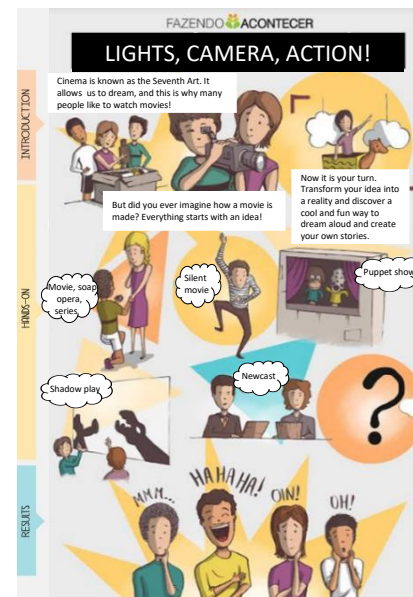
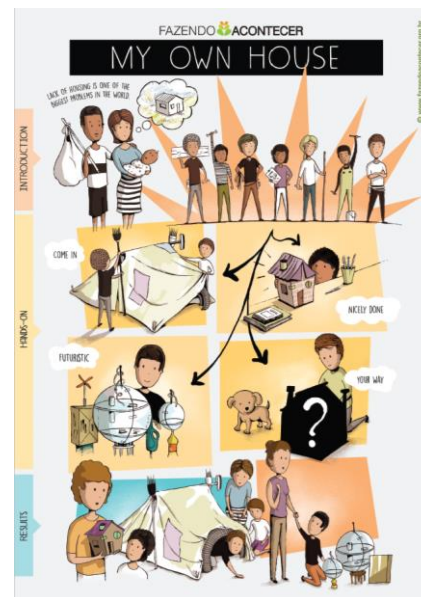
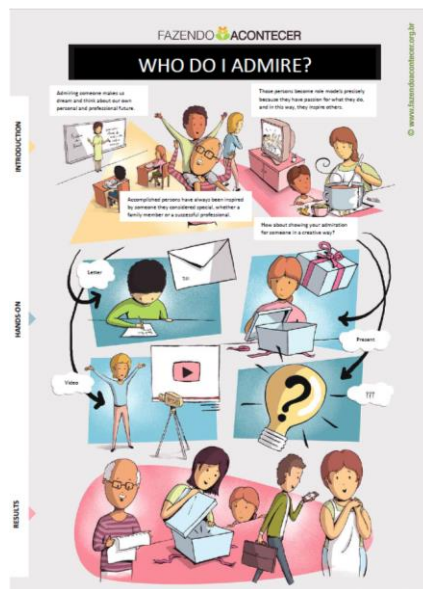


8 different workshops
10 entrepreneurial powers
100 actual missions with a focus on solving local problems (UN SDGs)
Children and teenagers as protagonists of their own future



8 Playful Workshops

Recycled materials
Financial education
30 minutes
Teamwork
Results!



10 Entrepreneurial Powers



INVENTOR

Creative ideas all the time (those that really work).



HANDS-ON

Because whoever stays still is a pole.



DO IT YOURSELF

You make your own way.



VISIONARY

Seeing a better future.



LEADER

Follow me the good ones!



PERFECT PLANNER

Everything calls for a good plan!



TRANSFORMER

Using your head to save the planet.



TEAM PLAYER

The group is not the same without you.



DETECTIVE

To find out and find out about things, there is no one like you.

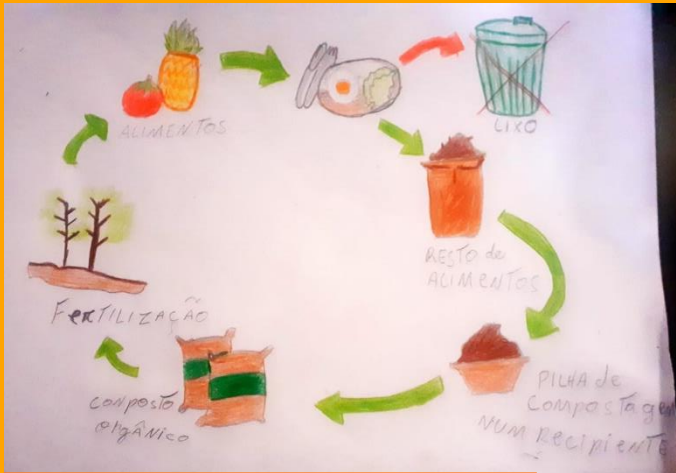


GOOD TALKER

The best conversation in the neighborhood.



There are **10 possible missions** for each power. Each mission encourages children and teenagers to use creativity in order to develop practical solutions to improve their local context, whether in their community, neighborhood, school, city, home, etc.



POWER: Detective



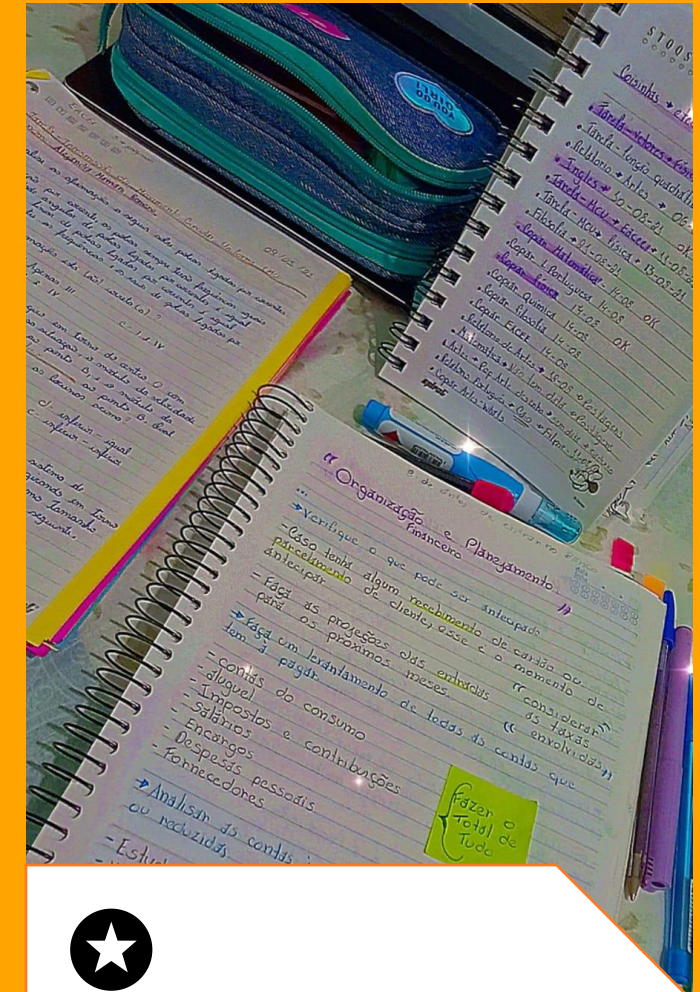
MISSION: Composting
(SDGs 11, 15)



POWER: Transformer



MISSION: Reusable gifts



POWER: Do It Yourself



MISSION: Healthy Lifestyle
(SDG 3)



Innnnovation

- ★ Participants earn 3D-printed figures of IFA's entrepreneurial powers.
- ★ IFA's **free** app allows for easy scaling of the program.

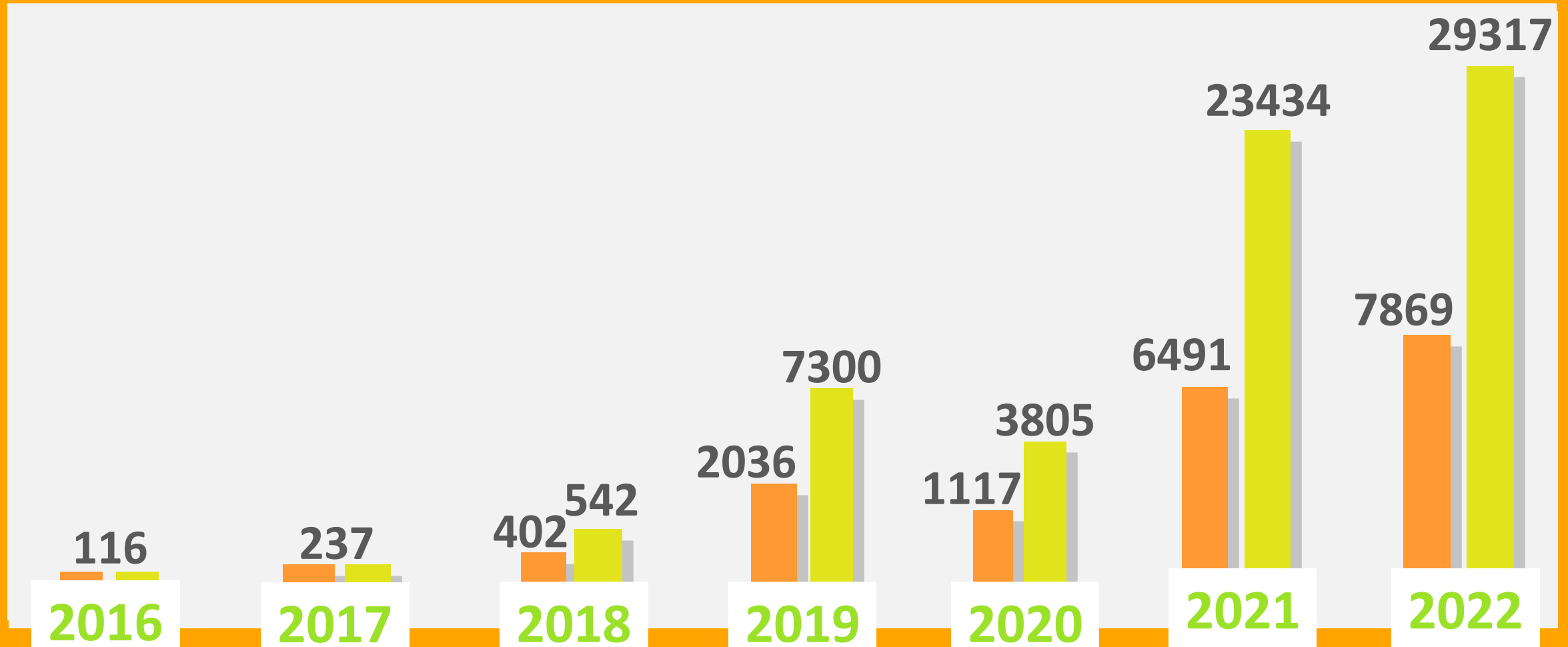


Results 2022

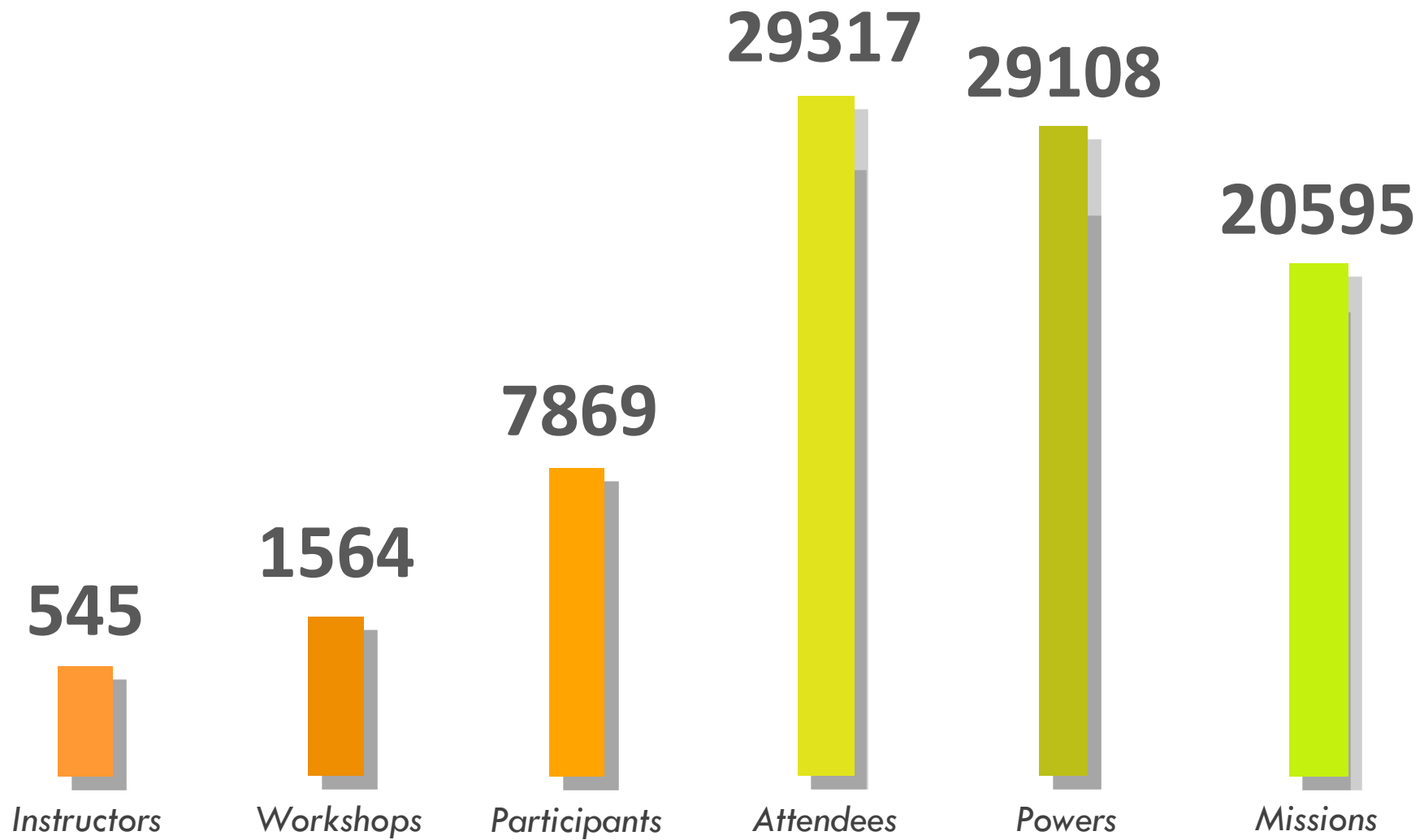
Participants and Attendees

jun 2016 to dec 2021

Participants Attendees



MAIN RESULTS



Consolidated Results
5 countries
+200 partner institutions

Children in
socially
vulnerable and
low-income
situations



64.904
consolidated
services



4.235
workshops held



18.430
participating
children and
teenagers



1.318
trained instructors



63.603
assigned powers

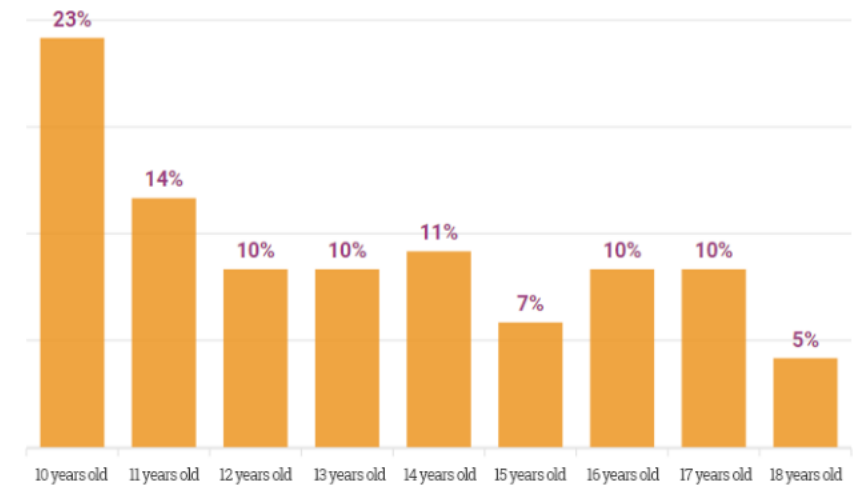


45.342
missions
accomplished

Ages



2016 to 2022

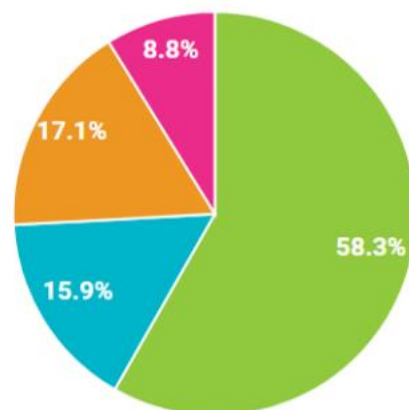


Impact on children and teenagers

Regaining the ability to dream

How did your participation in the workshops help you to believe in your dreams?

(1600 responses)



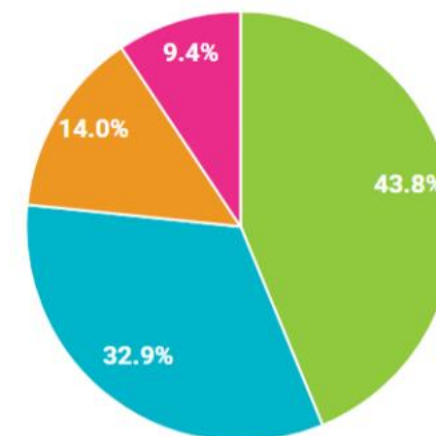
- I found that I have skills that can help me achieve my dreams
- The workshops haven't changed how I see my dreams
- I don't know, because I still have doubts about my dreams
- I do not know how to answer



Helps increase school attendance

Do you think the workshops helped you with your studies at school?

(1600 responses)



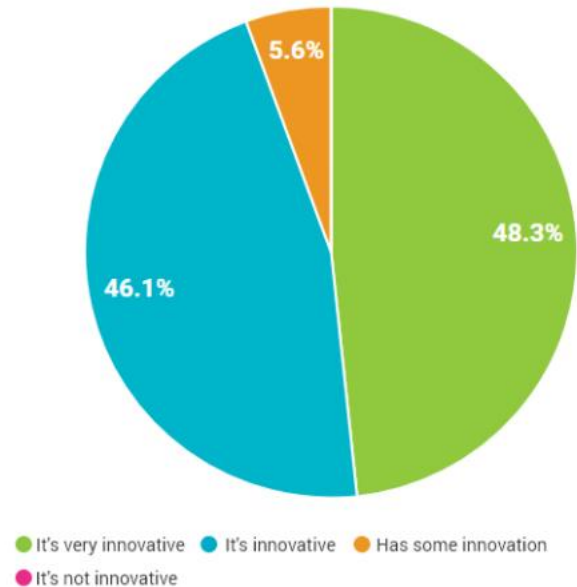
- Yes: I discovered skills that helped me in school
- Maybe: in some activities I started to get more involved
- No: I didn't notice a change in my performance in studies
- I do not know how to answer



Impact on teachers and educators

Regarding the methodology developed by the IFA to address the topic of entrepreneurship with children and adolescents, please assess its degree of innovation.

(89 responses)



“ The participation of the Organization's professionals was of great benefit, especially with a method of sharpening creativity and expanding resources to work with teenagers and adults. ”

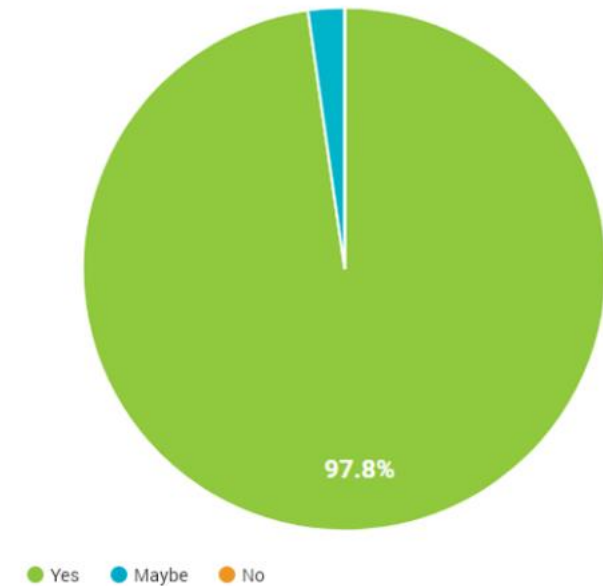
Alessandra Genovez da Silva - Ação Comunitária
Paroquial do Jardim Colonial Padre Emir Rigon

“ The IFA methodology opens doors for entrepreneurship based on the new. The playfulness that permeates the entire experience is enchanting and leads the student to reflect on entrepreneurial attitudes at all times. We are satisfied with the experience and intend to continue with the project. ”

MIRIAM BUENO AMORIM - E E PEDRO DE MELLO

Would you recommend the IFA methodology to other institutions and primary and secondary schools?

(89 responses)



“ Objective, intuitive and fun ”

Aluisio Sampaio Neto - UNIVASF



Recognitions and Qualifications



CEBAS Certificate

Recognition from Google for Nonprofits

Cultural plurality: USA, Congo, Haiti and Japan

Innovation in the approach to entrepreneurship

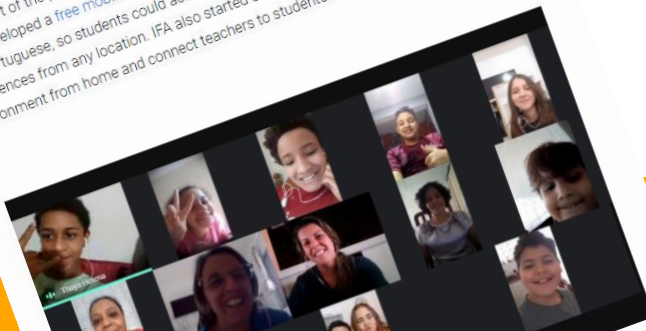
GOOGLE FOR
NONPROFITS

CEBAS

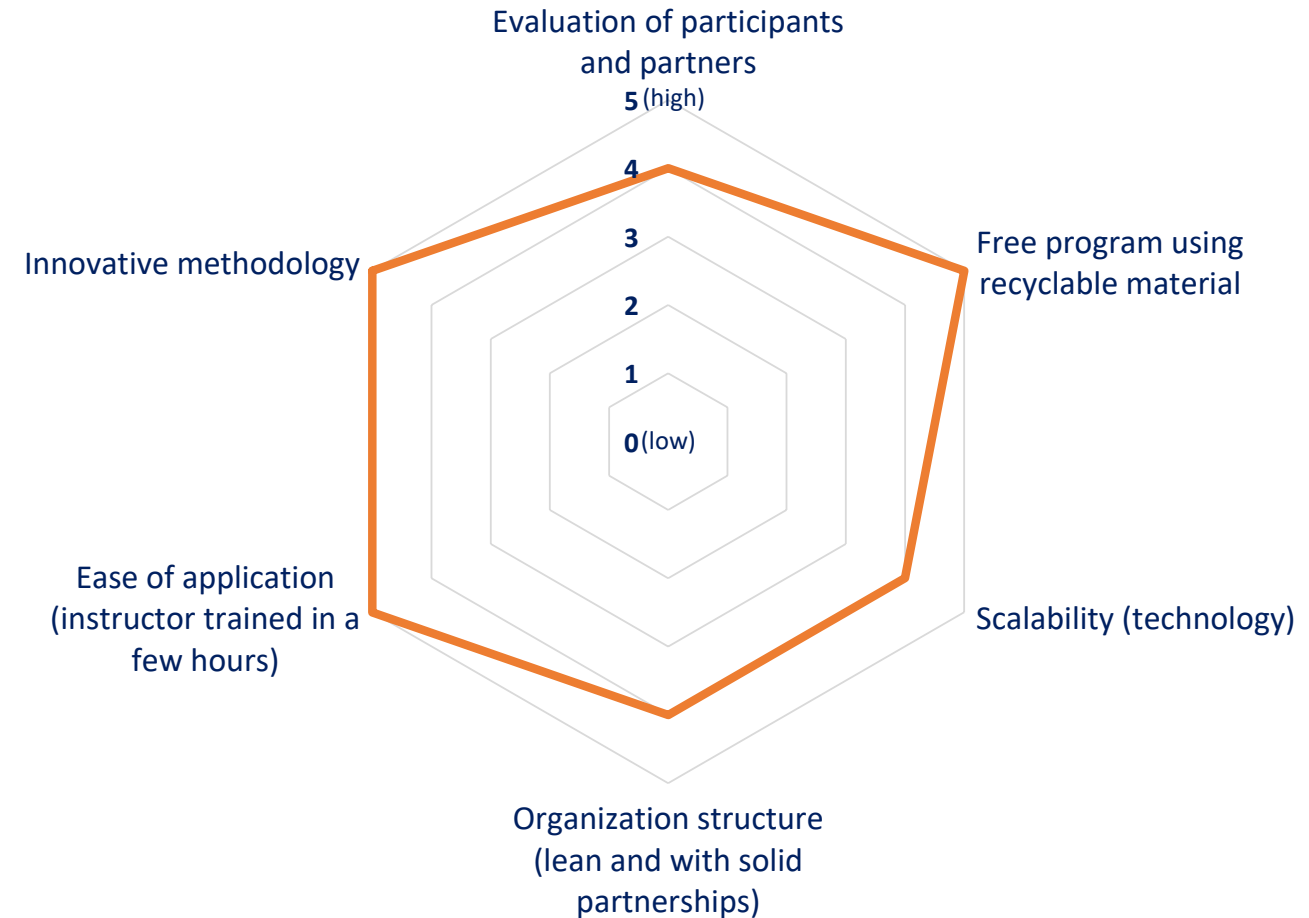
Providing workshops for budding entrepreneurs

Instituto Fazendo Acontecer (IFA) is a nonprofit based in São Paulo, Brazil which provides entrepreneurial education for vulnerable children and adolescents. Before COVID-19 became a concern, they ran eight types of in-person free workshops to prepare students for their professional futures and strengthen their roles as citizens, regardless of their backgrounds.

At the start of the pandemic, they worked quickly to move education programs online. They developed a [free mobile app](#) with their learning curriculum available in both English and Portuguese, so students could access workshops, educational games and training experiences from any location. IFA also started using Google Meet to create an interactive environment from home and connect teachers to students.



Competitive advantages of IFA



*CEBAS: certification from the Federal government of Brazil for private, nonprofit legal entities, acknowledging their status as beneficent social assistance organizations that provide services in the areas of education, social assistance or health care.



Our Vision

**Our Vision is to empower thousands of young people in
Brazil and the world
to make them believe in their dreams and become
protagonists of their personal and professional future.**



What our participants dream

“ TO BE RICH ”

IZAC MARINHO MACEDO - 10 years old

“ BE A MODEL AND BE RICH ”

Mariana Nogueira Coelho da Silva - 10 years old

“ to be a veterinarian. ”

Thaylla Bruyelle de Souza - 12 years old

“ My biggest dream is to have my own house
with my stuff ”

Beatriz dos Santos Carvalho - 11 years old

“ to be a firefighter ”

Kimberly da Silva - 12 years old



Become our partner

IFA's Purpose



- Encouraging dreams, especially of the most vulnerable ones
- Provide self-knowledge in a fun and effective way
- Free methodology (innovative and practical)
- Reinforce the role of citizen through entrepreneurship and empowerment

IFA's Value Proposition



- Entrepreneurship with a focus on the development of behavioral abilities
- To encourage "making it happen"
- Gamification and playfulness that lead to engagement
- Children and teenagers better prepared for their personal and professional future

We are looking for partners that share our purpose and value proposition.



AVAMEP CCA PEDREIRA
U.I. ABRAHÃO MARTINS CCAGAO
CJ CEPE ETEC JORGE STREET
EDUCARE CCA SANTA AMÉLIA
CIEE ESCOLA EMANUEL KANT
AQIA E.E. PEDRO DE MELLO
E.M. PEDRO NEIVA SEBRAE-MA
CJ CASTELINHO U.I. ZUILA VILLA
CCA COR U.E. ODOLFO AIRES
U.I. DR. AQUILES LISBOA
CJ SÃO JOSÉ E.M. EURICO SANTOS
U.E. GOV. NEWTON BELLO
CCA REINO DA CRIANÇA
E.M. ANGELA BENÍCIO DE OLIVEIRA
EM.SANTALUZIA CCA FORMANDO CIDADÃOS
CCA PQ.SANTO ANTONIO MAPLE BEAR U.E. DIRCEU ARRAES
U.E. AMÉRICO AYRES CENTRO PAULA SOUZA CCA ESTRELA NOVA
CCA JARDIM DAS ROSAS ETEC JUSCELINO KUBITSCHKE DE OLIVEIRA
CEDESP SÃO LUCAS U.I. MARIA EMIDIA BRANDES CALDA
INSTITUTO APAŠCENTAR E.M.E.F. LUIZ MIGUEL BUDARUICHE
E.M. THEOPLISTES TEIXEIRA CCA ASA GAETANO E CARNELA
CCA CORAÇÃO MATERNO E.M. EZON MOREIRA FERRAZ
I.E. CONEGO NESTOR DE CARVALHO CUNHA CCA FREI TITO
CCA CASA DOM MACÁRIO COOPEN – ESCOLA TÉCNICA
E.M. PRESIDENTE VARGAS CCINTER CLUBE DA TURMA

E.T.I. DEUSEDITH CORTEZ VIEIRA DA SILVA SEBRAE NACIONAL
CCA IRMÃ DERLY FABRES U.E. NOVA CAROLINA CCA CEJOLE
MALAIKA (REPÚBLICA DEMOCRÁTICA DO CONGO) CCA ALEGRIA
E.M. FRANCISCO SÁ SOBRINHO CCA PROJETO CONSTRUINDO O FUTURO
E.M.E.B. DR. CLEMENTE MARQUES MACATRAO CCA JARDIM IPANEMA
CPA PADRE BELLO ETEC UIRAPURU CCAGOTTI U.I. JORGE MOISÉS DA SILVA
E.M. CAMINHO DO FUTURO CCA PIRACUAMA ABRIGO SANTA FÉ
C. DESEMBARGADOR MOACYR SIPAÚBA DA ROCHA CCA PADRE JOSÉ
E.M. AGRÍCOLA PROJ. BOA VISTA CCA SANTA CLARA U.I. SÃO PIO X
NAN LEKOL ENSTITISYON LA GRAS (HAITI) CCA CLARET CCA SANTO EXPEDITO
CCA AQUARELA JARDIM UMARIZAL E.M.E.B. PROF. ERINA COSTA
E.M.E.F. DEP. ALEXANDRE COSTA CCA VALE DAS VIRTUDES CANOPUS
CCA CIDADE JÚLIA U.E. JORGE QUEIROZ ESPAÇO ALANA U.I. JOSÉ BONIFÁCIO
CCA SÍTIO DA CASA PINTADA IEMA
CCA SÃO JOSÉ E.M. ANÁLIA ROCHA
CENTRO DE ENSINO PORTO DO SABER
CCA JOCA CCA VILA CRIANÇA FELIZ
CCA STA TEREZINHA – SANTA CRUZ ADAPA
U.I. MARIA EDELVES BRANDÃO TORRES
ETEC MACHADO DE ASSIS CCA MORORO
CCA GERAÇÃO FUTURO WACKER
UFABC PROJETO EDUCATIVO MÃOS DADAS
EDUCATIVA SÃO CARLOS SEBRAE-PR
U.I. DEP. GALENO EDGAR BRANDES IA3!

CCA INSTITUTO SOLID ROCK
CCA BANDEIRANTES
CCA SÍTIO DA CASA PINTADA IEMA
CCA SÃO JOSÉ E.M. ANÁLIA ROCHA
CENTRO DE ENSINO PORTO DO SABER
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U.I. DEP. GALENO EDGAR BRANDES IA3!

ESCOLA ALBERTO ABDALLA U.I. MARIA HELENA SOUSA



E.M. DR. SIMAO LUTZ KOSSOBUTZKI

ACAS CENTRO EDUCACIONAL POLEGAR ASSOCIAÇÃO BENEFECENTE VIVENDA DA CRIANÇA E.M. LEIA RAQUEL DIAS MOTA ETEC ELIAS NECHAR ETEC DE SUZANO CCA SÃO PEDRO E.M. SALOMÃO CARDOSO CCA CBAE CCA TODOS IRMÃOS ASSOCIAÇÃO JARAGUÁ E.M. VEREADOR RAIMUNDO FALCÃO COELHO CCA PERUS E.M. SÃO VICENTE DE PAULA CCA NS AUXILIADORA ETEC ADOLPHO BEREZIN CCA ALEGRIA E VIDA ETEC JOÃO GOMES DE ARAÚJO CCA ASA PÁSSAROS CCA PROF JOSE HERCULANO PIRES CCA ASA PRIMAVERA E.P. SÃO DOMINGOS ETEC ARAÇATUBA CCA FREI LEONEL CECCRA ADEMIR DE ALMEIDA LEMOS ETEC PIRITUBA CCA MÃE DO SALVADOR OBRAS SOCIAIS DO JARDIM CLÍMAX CCA NS DO Ó E.M. GENTIL FERREIRA BRITO ETEC PROF LUIZ PIRES BARBOSA AMAS CCA SÃO PATRÍCIO ASSOCIAÇÃO TIJOLINHO CCA PAULO FREIRE CCA SÃO JOAQUIM ETEC VASCO ANTONIO VENCHIARUTTI CCA LUCA CCA SANTA ROSA II E.M. BENEDITO CANUTO BRAGA CCA CONSTRUIR O AMANHÃ E.M. SÃO MIGUEL ETEC PROF PEDRO LEME BRISOLLA SOBRINHO ASSOCIAÇÃO OBRA DO BERÇO CCA VILA BELA E.M. JOAQUIM DE BRITO PARANAGUÁ JDEMITO CCA SAB SAPOPEMBA CEPC NS APARECIDA CCA JD SINHÁ CCA AMIGOS DO JD REIMBERG ETEC ORLANDO QUAGLIATO CCA VILA CUORE CCA SÃO FRANCISCO DAS CHAGAS SEPAS

ASSOCIAÇÃO DOS MORADORES DO ESTEVÃO ETEC DE SUZANO E.M. LEIA RAQUEL DIAS MOTA ETEC ELIAS NECHAR CCA CASA JOSÉ COLTRO CCA CANARINHO IFMA E.M. SANTA LUZIA UNILEHU E.M. MARIA DA CONCEIÇÃO LUZ ETEC ANGELO CAVALHEIRO ASSOCIAÇÃO MUTIRÃO FATEC BOTUCATU C/ ANHANGUERA E.M. JOSÉ GOMES SOBRINHO CCA IASE SANTA TEREZINHA E.M. FRANCISCO BUENO DE FREITAS ETEC MANOEL DOS REIS ARAÚJO C/ EUCALIPTOS CCA CRÊSER II CCA SANTO AMARO GROSSAL E. MARIA DAS GRAÇAS DE SÁ TEIXEIRA CCA IPAVAL E.M. OLAVO BILAC CCA ENSINANDO E APRENDENDO E.M. CABO LUZIMAR MACHADO CCA NS DA PAZ CCA VALO VELHO CCA SANTA LÚCIA C/ MÃE SOFIA E.M. JOAQUIM CARLOS SABINO DOS SANTOS INSTITUTO SER+ CCA ANHANGUERA CCA VIVER MELHOR C/ MUNDO NOVO E.E.B PROFESSORA FRANCISCA ALVES GEVAERD CCA NS DE FÁTIMA C/ NS DO Ó CCA SANTA OLÍMPIA CCA SANTA ROSA I CCA JOAO PAULO II PROJETO ARRASTÃO CCA PAULISTANO CENTRO SOCIAL PADRE CÍCERO ROMÃO CCA JD SÃO BENTO CCA AZIZ CCA AMIGOS DO JD REIMBERG CCA JD SILVEIRA INSTITUTO PILAR C/ DOM MACÁRIO

INSTITUTO ADVENTISTA PARANAENSE CCA MOV COM CRISTO LIBERTADOR CCA MIOSSÓTS

ETEC PROF. MARIA CRISTINA MEDEIROS

BOYS AND GIRLS CLUB (BOSTON) ETEC MAIRIPORÃ CCA PQ BELÉM ESCOLA JOAQUIM DE BRITO PARANAGUÁ CCA ACM LAPA E.M. MEU CASTELINHO ETEC PHILADELPHO GOUVÊA NETTO CCA BETSAIDA E.M. LUIZ GONZAGA CEC PERSEVERANÇA MARIA DA SILVA CENTRO DE OBRAS SOCIAIS NS DAS GRAÇAS E.M. DOMINGOS SOUSA LEMOS C/ ROSA MÍSTICA C/ KAGOHARA CCA ALTO DA RIVIERA E.M. DR. CESAR BELMINO BARBOSA EVANGELISTA CASTELINHO DOM BOSCO CCA BANANAL



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