

ACER Brasil celebrates a new partnership with Flutter Entertainment with the “Esporte Futuro” (Future of Sports) project for girl’s futsal in 2023

We are very happy to announce our new partnership that enabled the continuity of our activities with girl’s futsal, responsible for benefitting over a hundred girls from Eldorado and region in this first half of the year. Since January, the Irish company Flutter Entertainment is acting not only with financial support, but also to expand the practice of girl’s futsal within our community through the project “Esporte Futuro”, by Betfair, the world’s largest betting exchange (and that belongs to Flutter Entertainment). ACER Brasil is among the five Brazilian organizations selected to be part of this initiative.

Flutter Entertainment owns some of the world’s largest and most popular betting and gaming brands, with operations in over 20 regulated markets across multiple countries. But it doesn’t stop there: they have a large footprint in social projects around the world, investing in and supporting non-profit organizations, social projects and charities that are directly involved with people’s health and well-being, as is well described on their official website (www.flutter.com/sustainability/communities/):

“We believe that sport is a great facilitator. It opens doors, establishes new connections, brings people together and helps us lead happier, healthier lives. But often people find themselves unable to participate for various reasons. So each year we support causes to help more people get involved.”

In view of our Gender and Ethnicity Policy, we emphasize our com-

mitment to equal opportunities between men and women, boys and girls whether by hiring professionals from various areas of expertise, or by offering sports to anyone, regardless of gender. Moreover, the continuity of the work with girl’s futsal is, for us, of fundamental importance for several other reasons. If we consider that the offer of classes for the girls from Eldorado inserts them in the world of sports and physical activity - practices already proven beneficial to anyone’s health - for our children in particular, physical exercise helps the development of motor coordination, prevents childhood obesity and other diseases such as depression. If we also bring the socioeconomic context of our region, marked by violence, drug trafficking, and unemployment, for example, the sport also contributes to the development of teamwork, cooperation, and socialization of children and adolescents, keeping them off the streets.

Our current secretary general, Jonathan Hannay, says the new partnership with Flutter Entertainment through Betfair’s “Esporte Futuro” will further enhance what has been



done in previous years to benefit the girls of Eldorado. “It was a new and very pleasurable experience to have a new partner come to us to fund our work based on the information on the GlobalGiving platform. This partnership is allowing us to expand and consolidate important and innovative work in our city by holding girls’ futsal classes in municipal schools,” he declares.



Learning a little about how **Leitura nas Escolas (Reading in Schools)** has been contributing to the professional and citizen development of reading mediators

We feel privileged to be part of this constellation of partner organizations of Flutter Entertainment and Betfair. The work between our organizations will greatly contribute to the transformation of our neighborhood and the youth of Diadema!



Leitura nas Escolas is a program that fosters dignified employment for high school teenagers from the region, and ACER Brasil is also a place where they socialize, get to know more about themselves and acquire a wider range of skills and professional aspirations in the careers they wish to pursue after this 1-year internship - which is the first employment opportunity for these young people. We would like to invite you to get to know the reading mediators who make up our team this year and their perspectives.



We interviewed six teenage reading monitors who work in several schools in the neighborhoods of Eldorado, Inamar, among others in the southern region of the city. They are three girls and three boys, all from state schools, resi-

dents of Eldorado or close neighborhoods. Even though the activities started a little less than two months ago, it was possible to see some progress, given the testimonials that the teenagers brought us, in their knowledge about the world of work, life projects, citizenship, among other skills such as argumentation, cooperation and empathy. Juliana is 17 years old and this has been her first work experience. She studies Environment at a technical school in São Bernardo do Campo (a city neighboring Diadema) and has an interest in biological sciences. “As a reading mediator I am learning everything from scratch. It helps a lot with personal interaction and certainly makes us more empathetic, because if you can get along with kids, you can get along with anyone,” she says. Her colleague, Nicolas, 16, on the other hand, has already had other experiences in the service area working in snack bars and in a carpentry shop. In his view, “the basis of the project is to encourage children, whether in creativity, imagination, to speak and express themselves better. It is very important. We see the children making connections between the stories we tell with things in their lives.”



Some teenagers are also comfortable sharing with us some of their professional aspirations and how the project ends up influencing them to think of new possible paths for adult life. “Here I’m having a totally new experience, and I believe that the work of reading mediation is helping me a lot with my communication and also socializing, especially in this first contact I had with the children. At least with the ones in my family, the contact was never that close, and then this made me think about other areas of life and professions that I hadn’t thought about yet and that I find interesting, like pedagogy,” says Rafael, 17.

In a scenario of abandonment by the public authorities, dreaming of having a life with full access to basic rights can mean a daring ges-

ture. However, below we will bring some reports about the dreams that mediators “dare” to have.

Alicia is 17 years old and is determined to pursue a career as an artist. “Since I was little, I’ve always



worked in the artistic field, but now I’m also thinking about new areas so that I have more than just one option in case this one doesn’t work out,” she confesses. Nicolas explains that the money has been helping his family and making him more respon-

sible with what he spends. “Having my own money helps to take a burden off my parents, leaving them more free. I think it teaches me a lot about responsibility as well, how to deal better with money, how to organize myself. Juliana adds that by having her own money, she has become more conscious. “It teaches you to prioritize. You learn not to be inconsequential.”

Breno is the youngest of the interviewees, he is only 14 years old. Despite his young age and experience, he is already involved in his relation with the children as well as possible career plans for adult life. “I really enjoy spending time with the kids because I’m a very happy person and they transmit this joy to me too, so I feel very energized with them”, and adds “I was thinking about being a veterinarian because I think it’s re-

ally cool to deal with animals, and I also thought about the Information Technology area”.

Other young participants say that the experience so far has helped them in more particular aspects, which are more in the personal



sphere of their lives, such as coping with shyness and discouragement, as told by the mediator Evellyn, 15 years old. “For me it has also been a good experience, I have been ex-

panding my creativity and getting rid of my shyness, besides helping me to speak up and socialize with people. Being with the kids has made me a happier person and see a more colorful side of life.” We hope to be able to update you soon on the daily lives of the children and teenagers involved in the program. See you soon!



ACER Brasil
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Siga-nos no Twitter para atualizações regulares

The expansion of the offer of female futsal classes for girls at ACER Brasil is becoming a reality in the Eldorado region. Professor Luana started her activities with ACER Brasil at the beginning of this year.. 03 May

Since April, our Child Protection Management core safeguards have been carrying out actions to offer adapted activities, with regard to health and hygiene, with individual and collective strategies 11 May



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AGENDA

May

08 - Closing of Digital Inclusion classes

11 - Meeting of the CMDCA - Municipal Council for Children and Adolescents