



## CRUZADA DO MENOR

The Mission of Cruzada do Menor is *"to serve the Brazilian families in need through social and educational programs focused on the development of the potential of children, youngsters, elderly people and their families."*

The institution's main goal is to successfully coach children, youngsters, and the elderly into developing their abilities and thus being capable of reaching and promoting a better quality life both for themselves and within their communities.

In the last 8 years, CRUZADA DO MENOR conducted more than two million\* daily direct service social and educational actions, supported by qualified personnel and sound methodology. Today our institution provides daily regular care for 602 children under six years of age, as well as 100 elderly and 259 youngsters aged 14 to 18.

The long-lasting partnership between Cruzada do Menor and the Nova América Shopping has granted the shopping center the Maxi Award 1997 in the category Community Relationship, during the World Marketing Convention of the ICSC – International Council of Shopping Centers. The Cruzada do Menor case was also presented at a United Nations conference in February 1999, as a best social practice model. The institution was also awarded four times the "Prêmio Bem Eficiente" (Good Efficiency Award) and is considered one of Brazil's 50 best non-profit institutions in the last 10 years.

Cruzada's consistent work, as well as its wide recognition for its 88 years of service, are only made possible through donations and partnerships. For this reason, the organization always welcomes new partners and donators. If you wish to help us to do our work even better, contact Cruzada do Menor and learn more about how to be a donator:

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

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\*Figures refer to the number of individual daily care actions x 22 days a month x 12 months