We will free 100,000 lives from urban violence by 2030.
Dear ACE Projects partners, donors and family,

Wow, what a year. From our fundraising dinner to navigating a pandemic in a country that wholly ignored international COVID-19 guidelines, our team and perseverance have been put to the test. This year made us more proud to be founders of ACE Projects than ever before. Whether it was handing out vital food packages to over 1,000 people or tripling our impact through new leaders, classes, and impact spaces, we had a very productive year.

The pandemic in all its pain brought ACE three months of essential respite. We used this time to update our charity structure and impact model. We built an international team and community, grew our online presence through social media events, and launched our first set of tee shirts looking to increase stakeholders. All while our local team handed out food packages you paid for, sanitation kits you provided, and dedicated their time to engaging children through online activities, stay at home videos, and more.

Furthermore, despite the pandemic, and thanks to all of you, we hired nine new local leaders providing 250 hours per month of engaging cultural activities to over 1,000 children in five favelas.

Most notably, in 2020, we established a tangible goal. Over the past two years, we have proved our model works. Accelerating community leaders and their culture removes children from the gangs and the cycle of urban violence. We demonstrated that with our ambition and the drive of our local partners, anything is possible. Thus, we have pledged to free 100,000 lives from Urban Violence before 2030. A goal in which we will live by as an organisation and something we know we can achieve together!

Watch this space and bring on 2021!

Thank you for all you do on the behalf of the entire team at ACE Projects and all the children we work with,

George and Dylan
New leaders, total now 16!

250 New weekly students, that’s 300 total!

We now have a community centre in Vidigal for tennis and football.

We are working in Mandela and Manguinhos, running a girls football project.

Two new projects in Rocinha being theatre and tutoring, we now have five classes available at Tio Lino in Rocinha Pavella.

Our expansion means we have a new on the ground director, Pamella, who oversees the successful running of all the projects.

Several new projects.

In 2020

Further expansion in Rio.
Brazil has the second highest death toll from Covid, only behind the United States. In order to protect the communities we work with, we needed enormous help from volunteers and donations, so that families could stay safe and healthy at such a terrible time.

We created foot kits, containing a month’s worth of food. These were delivered to 200+ families helping 1000+ favela based residents.

We developed sanitation packs with water and medical supplies. These too were delivered to 200 families across Rio, so they could feel protected against the virus.

We are proud to have kept paying every salary to every one of our local leaders. At a time when health and work are from certain, it was our duty to support those who support us. They could in turn spend their salaries in the favelas, helping to keep local economies afloat.

Over 50,000 brl invested into the local economy during the lockdown, and these communities are only just beginning to revive themselves at present.

Our ACE webinar helped to raise huge awareness about the difficulty favelas residents face with COVID and in turn helped us provide useful and engaging content about ‘staying safe in a pandemic’ for local people to read and share.
THE PANDEMIC AND BRAZIL

**Webinar**

Pamella Lessa

Representing ACE Projects, Pamella gave us an insight into how the pandemic has impacted the community leaders and children we work with in the favelas.

Ana Carolina Fernandes

A photographer and documentarian based in Rio de Janeiro, Ana Carolina showed us how the pandemic impacted favelas across Brazil.

Dr. Alexandra Abello-Colak

A researcher in Latin American and Caribbean studies at LSE, Dr. Alexandra Abello-Colak provided insight on the impacts of the pandemic on human security in communities in Latin America.

**Online Events, Local and International**

We hosted stay at home samba classes with 'Sambalicious' and breakdancing sessions with JP Black Soul, to keep our students and followers engaged in the projects and continuing to learn new skills. We later partnered with Zumba for an online fundraising event which saw over 100 attendees dancing at home and learning about ACE Projects. We teamed up with local NGO Move Rio to raise £2000 for emergency aid. We have raised over £7000 online for the pandemic to date.
GROWTH IN YEAR 2020

Despite the pandemic, ACE Projects made huge progress in 2020.

We partnered with multiple new leaders and hired a new operations manager.

We have over 200 new weekly students, spreading our impact across the city.

We have plenty of new classes:

- **Playlife Tennis and Women’s Football**
- **Breakdancing in Pavão**
- **Mandela Women’s Football**
- **Theatre and Tutoring in Tio Lino**
Gagui has been an activist for over 20 years, offering women’s football training to youth in the area.

She is a wonderfully strong role model for girls in the community to look up to. Football has been seen as part of the Brazilian ‘machismo’ culture. Gagui is teaching the girls in her community that they can play, they can excel, and they can change the culture around football to be more inclusive and representative of everyone who loves the game. The boys may make fun of them, but they return every week, because Gagui is teaching them that they can stand up to sexism and they have a place on the football pitch. She runs a 2 hour session twice a week, for over 60 registered kids. She provided 80 hours of football during the pandemic giving them purpose and exercise at a difficult time.

Gagui was instrumental in helping to deliver food packages to families throughout the pandemic, teaching us that we can influence our communities through many different avenues. She is an excellent addition to our team, and embodies the values we hold so dearly at ACE.
Tamires is the head of Playlife in Vidigal. She is another strong female role model for the girls in the favela to look up to, and she makes sure they understand their worth on and off the pitch. In the lockdown, she even taught the students how to make footballs at home, to keep them entertained and learning new skills!

Tamires didn’t know what she wanted from life, but after participating in a football project until she was 18, she went to university to study Physical Education. She ended up running the project herself, and then developed the tennis project with the help of ACE alongside it. She is a perfect role model for the girls, showing them how sport gave her a direction in life, and how she is able to pave that path for others.

She runs three football classes a week, clocking over 120 hours since August for 75 kids per week. The impact she is having on so many young girls, encouraging them into sports they have not previously felt they could play, is extraordinary! She also runs the tennis project, providing over 80 hours to 35 children who arrive every week.

Her ability to bring the community together through sport is inspirational, but she didn’t stop there. Tamires also helped hand out the ‘cestas basicas’ to families in her community, providing food and sanitation to families most in need during the lockdown.
Rafael is one of the original break dancers from Rio. There is a direct lineage that you can follow back to Luke BRC, the first breakdancer in Rio. Rafael was a part of his crew, learned from Luke, and is on a mission to pass his knowledge onto others. He lives and breathes his culture, and just wants to pass it on. You can't get through a conversation with Rafael without him circling back to the fact that he considers it his life mission to share his culture!

Pavãozinho is a favela that straddles Ipanema and the Copacabana, meaning it rests between two very wealthy, touristic areas of Rio. The cultural divide between the tourists and the favela residents is huge, and Rafael is keen to get his kids down to the beach, and tourists into the favela, to show how much each can learn from the other.

Rafael gives two classes a week (2 hours a class) but we often find him at the community center on his days off giving extra classes. He gives classes to 60+ students in Rio. Tio Bala has become famous in the area, with everyone wanting to come join his classes and follow his culture and way of life. A true leader.
Alemão is a new project we are currently implementing and a project we are very excited to develop. JP Black is a world famous dance teacher, specializing in Hip-Hop. He has travelled around the world participating in events, and has a worldly perspective to share with the kids on how dance can give them a path in life.

He has been giving classes in his favela for many years, finding public spaces, before eventually getting kicked out. It is our initiative to partner with him to help him find a fixed space that he can use and develop his classes. He currently gives 3 classes a week to a group of 25 teenagers/children aged from 10 to 18. One thing we really like about working with him and the potential is that he has proof that dance helps kids stay on the right path. Most of the kids we work with are younger, but his older kids are an example of how our students will develop.
Working with Pamella is the next step for the development of ACE Projects in Brazil. She is a highly motivated person and from the same background as most of the children and community leaders she serves. By putting her in a management position, we are showing dedication to our model of putting favela residents in positions of prominence in the charity. She is someone who is going to take the Brazil side of operations to the next level, working closely with our community leaders both with lived experience and formal education in regards to what they are doing, going through, and how to push their project forward. Pamella has been a revelation for the ACE Team. She has thrived in her new role, and speaks about the projects with the utmost love and care: “What I like most about Ace Projects is being able to work with something that I truly believe in and being able to experience up close the social transformation and impact of the projects”

PAMELLA
Our on the ground director

“BEING ABLE TO FOLLOW THE EVOLUTION AND DEDICATION OF COMMUNITY LEADERS IS SOMETHING THAT MOTIVATES ME EVERY DAY, IN ADDITION TO BEING ABLE TO SEE THE SPARKLE IN THE EYES OF CHILDREN WHO SEE ACTIVITIES AS AN OPPORTUNITY TO DREAM. ACE PROJECTS HAS A WELCOMING, DYNAMIC AND HIGHLY VALUED WORK ENVIRONMENT. BEING ABLE TO WORK IN AN ORGANIZATION THAT VALUES YOUR POTENTIAL AND YOUR SKILLS IS SOMETHING THAT INSPIRES AND MOTIVATES US AS PROFESSIONALS AND AS A HUMAN BEING”
We have introduced two new classes to the community centre. We now offer a Theatre class and one-to-one Tutoring sessions, to help those struggling with their school work!

Theatre is a great way to get the kids to express themselves, move outside their comfort zone, and work as a group to make something together. Coupled with academic help, we hope these new projects aid the social and academic skills of all the kids at the centre. And judging by their enthusiasm, we think it’s working!

We have 50 kids across our four classes (Breakdancing, Theatre, Tutoring and Art Therapy).

We have 50 children

We have five classes a week, with over 20 hours of extracurriculars available.

As schools closed in lockdown, we knew that tutoring would become more important at the centre. We want our children to thrive on all fronts, and we refuse to let the pandemic get in the way of their academic success.

Being stuck at home can really damage the self-esteem of anyone, but particularly children. By reinforcing the academic side of life, Tio Lino has become a centre of learning as well as extra-curricular activities, providing a safe, all-rounded space for the kids to rediscover their confidence.
Gabriel and Richard are two of our breakdancing students who have stepped up to the plate, or more accurately, into the BB circle!

Both of them have fallen in love with breakdancing, and their energetic enthusiasm is infectious (the best use of this word in 2020) They are focussed on their craft, and believe that they can be like the leaders who run the sessions. Our professors know that they have the power to impact the students they teach, and watching these two develop and grow as BBoys is a testament to the positive role-models who inspire them.

They have adopted the culture of Breakdancing, and in doing so, have developed an identity for themselves that they will hold on to for a lifetime. We can’t wait for them to be running their own sessions, showing kids that Breakdancing can offer a path towards real chance.

Congratulations to our BBoys, Gabriel and Richard!
100% Feel as if they are making an even bigger impact in their students’ lives being an ACE Project

100% Feel they either always or frequently receive the necessary aid from ACE Projects

100% Feel comfortable and happy with our partnership

100% Are excited about their professional goals in 2021

ACE COMMUNITY LEADER SURVEY RESULT
Luis Guilherme

So what is it like to be a student in an ACE Project...

Luis, who is 13 years old, attends Tennis in Vidigal. Luis has a natural ability to play tennis and has taken it in his stride, his leaders, Rogerio and Cuca noticed he was progressing faster than most of the other children. Since, Luis has taken a more active role in teaching other children, copying his leaders’ techniques, Luis is helping other children to progress. He is another example of someone who has taken to a new culture, found leaders he actually wants to be, teaching a class he actually wants to be a part of. We’re looking forward to seeing Luis’ and subsequently other children’s progress in 2021.
Developing a cultural identity whilst living in the Favelas of Rio de Janeiro is a complicated process. Establishing the areas where you culturally resonate is hard, when your life is governed by the pressures of work, safety and survival.

“But the favelas are so culturally distinguished?”, you might think. The culture of favelas that the world understands, is so far removed from the reality. Images of guns and drugs, music and corrugated iron, is an accurate portrait. It is only accurate, however, to 1% of the favela life.

The other 99% is a space in which people are looking to grow and develop, establish cultural links between each other, and form an identity that is stronger than the global image of favela life.

A vital part of cultural identity is being able to confidently align yourself with a cultural signifier. The more secure you feel in this link, the stronger your identity. Through our Projects, ACE is looking to build the confidence of our communities, by allowing them to make cultural roots in our activities. Children can now define themselves as ‘a breakdancer’, instead of someone who doesn’t know who they are and what they want to do.

Children are now tennis players, photographers, artists and linguists. These are not just activities they do alongside their life - these are the cultures the children are building themselves into.

The predominant culture in the favelas is one of drugs. Whether directly or indirectly involved, drug culture pervades. But the value of culture cannot be defined by its size. It only takes one class of breakdancers, and one court of tennis players, to create a culture that is stronger, more meaningful and provides more stability than any other.

We are not just building a future for the favelas. The children are creating culture, so they can define what it means to be part of a favela. They are learning about themselves, each other, and about the wider global community. So it is our responsibility to learn about them.
Culture does change lives. Each one of our local leaders is an example of this. Junior was born in one of the most notorious favelas in Rio de Janeiro, Cidade de Deus.

His father lived in Rocinha so he spent the weekends there where he had his first introduction to theater through a small non profit.

Through theatre Junior started to see more opportunities around Rio de Janeiro cultivating in the opportunity to move to Italy on a full ride scholarship to study theatre.

Theater, culture, provided these opportunities for Junior and it’s the same opportunities that the children at ACE Projects will have as well.

Want to see more about what defines a local leader? Click the button below to see the story of Tio Lino. The man who our community centre in Rocinha is named after.
Last year, Emil, a professional freelance videographer came to Rio to shoot a film about community leaders in the favelas of Rio de Janeiro. He partnered with us to film the project with the kids from the organization. They helped film and interview the leaders.

The film showed the hidden stories in the favelas, and how communities have so many talents and creative outlets that are overlooked by the media. It will go a long way to breaking the negative stereotypes reinforced by the media, and give a platform to the people making positive changes in the favela.
For the first time at ACE Projects, we hosted a team day with our entire Brazil based staff. We had over 20 leaders, who all introduced themselves and made clear their plans for their individual projects. We had an opportunity to look at everyone’s impact over 2020, and our communal goals for 2021. To get so many of our key leaders together was one of our proudest moments running ACE. It felt as though the whole ACE family was united, and after the year we have all had, it was certainly a bright moment in a shady time. There was such a buzz, and everyone left feeling motivated, ready for another year of hard work.
We hosted our inaugural Rocinha community breakdancing event! Held over two days, the event brought together 45 kids from three different favelas, and hosted dance classes, break battles, and a front row seat to watch the professionals work their magic!

We wanted the event to go beyond simply dancing: We hosted a forum about the importance of Hip Hop in Community Development, so that the dancers and kids in attendance understood the wider goals for bringing people together to perform.

On Sunday, the dancing was hosted in a theatre at the top of Rocinha, which has been disused for years. The funding fell away many years ago as government budgets refused to stretch to favela areas. We cleaned it up, installed lights and electricity, and soon the amphitheatre was booming with dancing people. Overall, we had 32 dancers from across Brazil, and everyone received medals from a world famous breakdancer. Best of all, over 100 kids from our community centre came to get involved and support, and it was amazing to see them integrated with all these talented people, knowing they too could be on that stage. The event was a huge success, and we’re looking forward to our next one!
Roberta is a prime example of someone who came to a project hosted by ACE, found a culture she belonged to and an identity she can be proud of. What makes Roberta stand out is her courage. The class she attends in Rocinha, run by Kikinho and Leonardo, is a breakdance class, amongst all the children in this class Roberta is the only girl in her breakdance class.

But the best way to tell Roberta’s story is through her own words:

“I was born in the largest favela in Latin America, Rocinha, but I am not ashamed of who I am or where I am from. I love to dance. I want to be the inspiration of children around the world, I want them to look at me and say, I can be the same, I can be different, I can be a breakdancer and I change the world like her.”

So what is it like to be a student in an ACE Project…
On the 5th March 2020, ACE Projects hosted its first charity fundraiser, and it was a huge success. The dinner, fittingly held at the Queens Tennis Club, had over 100 guests in attendance and was followed by an auction.

We were completely blown away by the generosity of everyone who was there, and we are so proud to see the ACE family come together in such a communal sense.

With this money, we ensured that all of our projects continue to expand and the local salaries are covered for the whole year. Moreover, we can extend into new favelas with larger outreach projects, ensuring that ACE Projects reach more communities and give them an opportunity to thrive.

We are endlessly indebted to all those who have contributed to ACE, and it is a pleasure to share the progress of our children and the community leaders, who are thriving with your help.
ACE PROJECTS LEADERS
& PROJECTS 2020/21

ROCINHA FAVELA - TIO LINO
COMMUNITY CENTRE

Iris
Director of Tio Lino
Leonardo
Breakdance Manager and Professor
Kikinho
Breakdance Professor
Fabio
Art Therapist
Tia Rosa
Extra Curricular Tutor in Maths and Portuguese
Junior
Theatre

FAVELA MANDELA
IMPACT SPACE

Gagui
Football Coach and Project Manager
Diogo
Project support

VIDIGAL FAVELA - PLAY LIFE
IMPACT SPACE

Tamires
Football Coach and Project Manager
Rogério
Tennis Coach
Leonardo
Tennis Coach
Cuca
Tennis Coach
Lulia
Project Support

FAVELA PAVÃOZINHO
IMPACT SPACE

Rafael (Bala Machine)
Breakdance Professor and Project Manager

COMPLEXO DO ALEMÃO
DANCE CENTRE

JP Black
Dance Professor and Project Manager

ACE Projects
## Total Raised

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Total Raised</td>
<td>£ 149,827.00</td>
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<tr>
<td>Corporations</td>
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<tr>
<td>Charitable Foundations</td>
<td>£ 15,000.00</td>
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<tr>
<td>Private Individuals</td>
<td>£ 89,745.00</td>
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<tr>
<td>Online</td>
<td>£ 5,844.00</td>
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## Total Invested

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<td>Private Individuals</td>
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<td>Charitable Foundations</td>
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<td>Corporations</td>
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## Total Donors 2020

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<tr>
<td>Total</td>
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<tr>
<td>Brazil Management</td>
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<td>Brazil Operational Costs</td>
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<td>Accountants, Staff house, Travel, Lawyer, Delivery fees etc.</td>
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<tr>
<td>COVID Relief</td>
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<td>4 pounds per person</td>
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<tr>
<td>Intl Staff</td>
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### Notes:
- Total Raised and Total Invested are rounded to the nearest pound.
- The values for Breakdancing, Art Therapy, Tio Lino, and Brazil Management include all costs associated with their respective programs.
- The values for Online, Private Individuals, and Charitable Foundations include contributions received.
- The values for Corporations include corporate sponsorships.
- The values for Brazil Operational Costs include various operational expenses.
- The values for COVID Relief and Intl Staff include specific expenses related to those categories.
SPECIAL THANKS TO OUR PARTNERS

- TIGER RISK
- OUNDLE SCHOOL
- VMWARE FOUNDATION
- JLEON & CO
- QUEENS TENNIS CLUB
- ZUMBA
- ASPEN SKI CO
- HSBC
- TULCHAN COMMUNICATIONS
- THE ARCHIE LLOYD CHARITABLE FOUNDATION
- ALBERT VAN DEN BERGH CHARITABLE TRUST
- MANGO TREE HOSTEL