



# **Testimonials**

This text is a compilation of letters written by residents of Fundação Casa\* who were assisted by Natureza Conecta in 2024.

It is these responses that drive us to combat the harsh reality of social inequality in Brazil, and we hope these words reach you just as they resonate with us!.

"Your essence speaks of loneliness."

First of all, I would like to thank the entire Conecta team for the teachings you have shared with us and for the care you showed for all of us. Thank you, thank you for being great listeners and for sharing good laughs. For every unforgettable experience, rest assured that I will never forget.

It was truly a joy to meet such wonderful, incredible, and funny people who brought me such positive moments amid my current situation.

Connecting with the outside world through animals and good conversations was refreshing and definitely helped me feel better about myself and improve my relationships with others.

Well! What I gained was peace and tranquility. Each course brought me a sense of freedom and serenity. I took the opportunity to rethink many personal issues, especially regarding the preservation of life. I don't know if this has been studied and proven, but therapy with animals makes us appreciate the little things in life. It was a lot of this that helped me.

I confess I didn't want to participate because I thought I would leave, but over time I began to take an interest. You brought back the passion I have for animals, something I should never have forgotten.

There were many times I felt thoughtful, stressed, and sad, yet you never denied me attention and always helped me forget my problems, even if just for a moment.

I'm not sure who will be reading this letter, but I want to say I'm sorry. I don't understand how my mind works; sometimes I laughed and made jokes, while other times I was cold and reserved. The truth is, I don't know how to express my feelings; I try to lie to myself about it.

You introduced various fun activities that I had never seen, and I really enjoyed them. I think it has been about seven years since I last rode a horse. These little things made a huge difference for me.

In this short time, I realized that you care about us; all this learning will stay with me for the rest of my life.

To Daniela, Rejane, and Yasmin, I apologize for not being able to express the affection I felt for you. On many difficult days, you were my refuge.

Take care, Ms. Daniela, Rejane, and Yasmin; you can be sure that I am only grateful. Thank you, and may God be with you!

# Founder's Letter

Welcome to the universe of Natureza Conecta!

In 2024, we celebrate three years of our journey! This has been a period where I've witnessed how stories of pain and trauma can be redefined through the healing power of animals.

This year, we have significantly expanded our services, reaching eight times more children and young people, always with the support of excellent teams who, although often invisible to society, make a difference every day within the high walls of Fundação Casa and shelters.

In our daily interactions, I learn so much about what truly matters in life from the animals and the stories of those we serve. I witness complex and sad stories being transformed through small gestures, kindness, and genuine feelings. I have learned that some situations are beyond words, but we can address them with a look, a lick, a presence, or a neigh; sometimes, words are unnecessary as the transformation happens in other ways. I have seen cases with no expectations turn into new opportunities; young people who once saw crime as their only way out are now discovering their talents.

In a world where money and power dominate, experiencing simplicity and witnessing its transformational potential brings me comfort. The movement toward a collective consciousness is growing, and together we recognize our role in this process. We are committed to the belief that future generations, marked by historical wounds, deserve access to effective alternatives for mental health. Join us on this journey of transformation as we plant the seeds of hope and resilience.

Together, let's build a different future!

# Our Team



Daniela

#### **Executive Director**



Nicole

# **Psychologists**



Rejane

**Educator** 



Yasmin

**Psychologists** 



Kayke

**Animal Caretaker** 



Bianca

**Animal Caretaker** 



Luís

**Farm Coordinator** 

# Our Team



Ires





Flavia

Cook



Henrique

**Administrative Assistant** 



Camila

**Finance and Administration** 

**Legal Advisory** 



Natércia

**Clinical Supervision** 



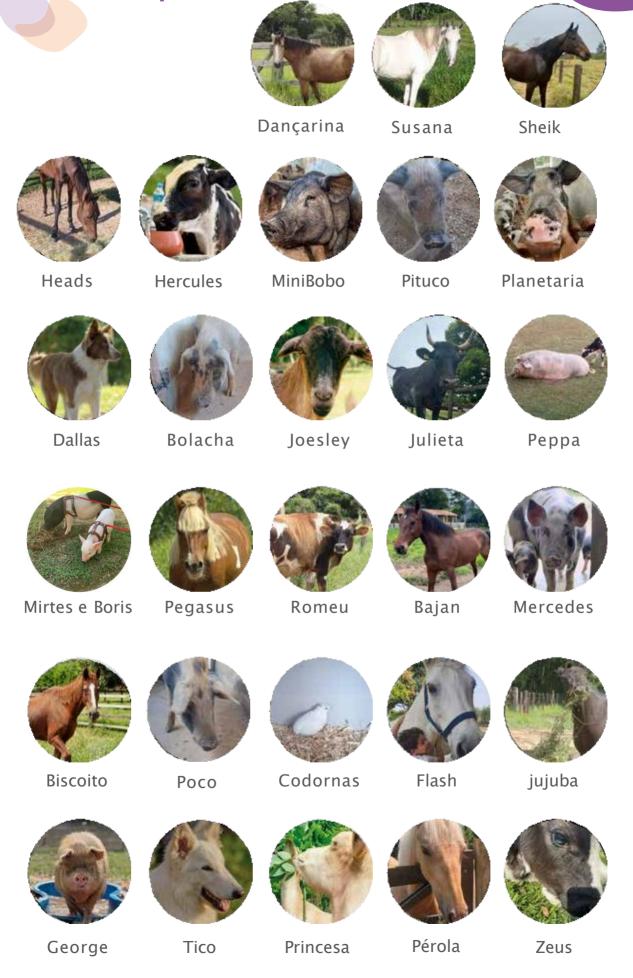
**Digital Marketing** 



GBR

**Press Advisory** 

# Co-Therapists



# Theory of Change Natureza Conecta

# Theory of Change Introdution



#### **Objetivo**

Oferecer às crianças/adolescentes e jovens traumatizados, em situação de vulnerabilidado social, tratamento especializado

P **Eixo** de L Mudança

Criança, Adolescentes e jovens com tratamento e cuidado Profissionais que cuidam de jovens traumatizados conscientes e preparados para tratamento além de medicamentos Familias e instituições com acesso á informações e apoio para reverter o circulo vicioso de trauma e vulnerabilidade

LANEJAMENT

Atividade para condições necessarias

Tratamento com animais

Mentoria

Pedagogia do trauma

Campanha de esclarecimento

Conscientização da

preservação e proteção

de animais e meio

Franquia sacial

Curso de Formação

Edição/divulgação de material em português

Pesquisa e estudo clínicos

Incidência parlamentar

# **G**uidelines

Natureza Conecta is a social organization based in São Paulo with an operational unit in Itu.

We are committed to promoting mental health, inclusive education, access to opportunities, and the well-being of vulnerable communities, as well as protecting animal rights and conserving the environment.

Thus, we contribute to the following United Nations Sustainable Development Goals (SDGs):













Additionally, we align with the ESG (Environmental, Social, and Governance) framework.

E: We ensure that all animals used in therapy are treated with respect and dignity, adhering to all animal welfare standards, including proper medical care and adequate living environments.

S:Our services are fully focused on vulnerable populations, aiming to provide access to quality mental health services for children and adolescents at social risk, including those who have experienced violence, neglect, or abuse.

G: With complete transparency in our accountability, we establish clear policies in our operations and resource allocation, ensuring that stakeholders can track the impact of the services provided.

# Therapeutic Programs

# **Rethinking with Animals**

The mental health of children and adolescents is an urgent concern for the World Health Organization (WHO). The traumas and violence that young people face not only affect their individual health but can also compromise the economic and social development of a nation. Addressing various forms of violence in childhood and adolescence is essential to securing the future of any country.

In 2024, through the program "Rethinking with Animals", we served 21 children and adolescents aged 6 to 16 in municipal shelters. This group carries feelings of rejection and abandonment, which, if left untreated, can lead to devastating traumas.

Animal-assisted therapy has proven crucial in rebuilding lives marked by traumatic experiences. This approach creates a safe environment conducive to self-expression and the development of healthy bonds, helping to combat the culture of violence. The therapeutic sessions enhance self-esteem and promote socio-emotional skills, which are fundamental for the education and social integration of these young individuals, thereby breaking cycles of violence and abuse.

Investing in mental health now is essential for shaping a more promising future for society and a more hopeful and inclusive one for these individuals.



#### **CONECTA FOR A RIDE**

The history of Fundação CASA begins in 1871 with the Law of Free Birth, which freed the children of enslaved mothers but left a legacy of child abandonment. Since then, the institution has sought to provide care but still faces significant challenges in ensuring a healthy and welcoming environment for the mental health of adolescents. These children, teenagers, and young adults are not only deprived of their freedom but also confront a system that treats them based on their infractions, living in realities marked by prejudice, demotivation, and emotional barriers.

However, a ray of hope shines through the project "Conecta for a Ride". With the support of Animal-Assisted Therapy, our mission is to resocialize and reintegrate young people undergoing socio-educational measures.

With excellent results from the previous year, in 2024, our services expanded from 6 young individuals to 48, targeting those aged 15 to 18, whose lives have been marked by mistakes but who now seek a better future.

Animal therapy proves to be a powerful tool, helping these young individuals understand themselves and make more conscious decisions. The sessions, held within Fundação CASA, provide a safe space for self-expression and the building of meaningful connections, all supported by the exceptional team from the institution that contributes to the success of the work.

In an environment that contrasts sharply with the violence and abuse they encounter on the streets, the young people develop self-esteem and autonomy—essential for breaking cycles of violence and forging a new path in their lives. "Conecta for a Ride" not only transforms lives but also reignites hope in hearts yearning for a fresh start.

# Methodology

#### ANIMAL ASSISTED THERAPY

Animal-Assisted Therapy is a therapeutic intervention with defined objectives, where the animal plays a specific role and is an integral part of the entire treatment process. Animals act as cotherapists, establishing emotional bonds that facilitate the expression and processing of emotions. Caring for the animals encourages self-confidence and self-esteem in children and adolescents.

In the pedagogical area, our approach is constructivist, guided by emergency pedagogy, where we promote a safe environment for active learning, discovery, exploration, and interaction with the animals, facilitating the re-signification of traumas. Active participation builds knowledge from experiences and reflections while developing social skills such as empathy, communication, and conflict resolution.

In our approach, we base our work on Jungian psychology, archetypes, and symbols, allowing children and adolescents to connect with their emotions through interaction with animals. We create a safe space where they can express their vulnerabilities, enabling deep emotional work that aids in understanding and healing traumas. Animals play a fundamental role in this process, facilitating emotional transfer, where significant feelings and emotions are projected onto the animals.



#### **EXPECTED RESULTS**

#### **Expected Results**

- Emotional Connection and Recovery of Bonds: The methodology aims to create deep ties between the patients and the animals, as well as between the patients and the therapists, promoting emotional healing through transfer.
- **Personal Development**: Patients have the opportunity to explore their identity and emotions, confronting traumas in a safe and constructive manner.
- Meaningful Learning: The constructivist approach ensures that each interaction with the animals contributes to learning and personal growth, resulting in positive changes in behavior and self-esteem.
- Increased Autonomy: The methodology develops social skills, boosts confidence in decision-making, and enhances self-esteem. The interaction with animals allows individuals to learn responsibilities and coping strategies, promoting emotional expression in a safe environment. This process prepares young people to face challenges and build a more independent and positive future.
- Reduction of Risk Behaviors (Consequences of Trauma): Interaction with animals creates a safe environment that facilitates emotional expression, contributing to the development of social skills and replacing harmful behaviors with constructive reactions. Furthermore, the methodology encourages the learning of healthy coping strategies, promoting resilience and reducing the likelihood of self-destructive behaviors.

#### **How It Works:**

The program has a minimum duration of 1 year, with weekly sessions lasting 2 hours, accommodating up to 15 children/adolescents/young people from an institution. The sessions are supervised by our team consisting of a psychologist, an educator, and a veterinarian, along with our co-therapists, the animals.

#### Partners Institutions

#### **CEACA - Itú**

The Children and Adolescent Care Center is part of the High Complexity Service of the Unified Social Assistance System (SUAS). It operates as a Group Home and has three units to welcome children and adolescents aged zero to seventeen.

#### **ABID**

ABID is a non-profit assistance institution that provides institutional care for children and young people at psychosocial risk, referred by the Judiciary.

#### Fundação Casa - Sorocaba Complex

The Fundação Centro de Atendimento Socioeducativo ao Adolescente (CASA), an entity linked to the State Secretariat of Justice and Citizenship, has the primary mission of implementing socio-educational measures in accordance with the guidelines and norms established in the Child and Adolescent Statute (ECA) and the National System of Socio-Educational Care (SINASE).

# Impact Data

Throughout the sessions, we observed gradual positive changes. Results of individual and group development were evaluated semi-annually through the application of questionnaires and activity records in both programs. Here are the results:

69 participants, 5 groups e 108 sessions.



#### Of PARTICIPANTS

Showed **IMPROVEMENT**In Building Connections



#### OF PARTICIPANTS

Showed **IMPROVEMENT**In Social skills

7/0%

#### OF PARTICIPANTS

Showed **IMPROVEMENT**In harm reduction regarding drug use and/or involvement in risky situations

60%

#### **PARTICIPANTS**

Showed **IMPROVEMENT**In trauma-related sympstoms

# Redes Sociais Portal Porque - June/2024



G1 - June/2025

g1

# SOROCABA E JUNDIAÍ

# ONG trabalha inclusão social de crianças por meio de terapia com animais no interior de SP: 'Pessoas com sonhos e encantos'

Organização Natureza Conecta, situada em Itu (SP), recebe jovens em situação de vulnerabilidade social, que vivem em casas de acolhimento ou unidades da Fundação Casa. Para o combate da exclusão, a fazenda utiliza tratamento psicológico por meio da interação com animais.



#### Portal da Cidade - June/2024



#### NATUREZA CONECTA

# Cura e desenvolvimento para crianças através da terapia com animais

Organização social oferece acolhimento para crianças e adolescentes em situação de vulnerabilidade utilizando a conexão com animais

#### R7 - December/2024



# Veterinária cria projeto que usa animais no tratamento psicológico

Crianças e adolescentes que vivem em casas de acolhimento têm contato com cavalos e outros animais

# Metropolitano - August /2024





#### Folha Sorocaba - November/2024



# Como animais ajudam no tratamento psicológico de jovens em recuperação na Fundação Casa

Tratamento psicológico assistido por animais na Fundação Casa transforma vidas de jovens em recuperação, promovendo empatia e novas perspectivas.

Na Fundação Casa de Sorocaba, uma parceria inovadora com a ONG Natureza Conecta está utilizando essa abordagem para ajudar adolescentes a ressignificar traumas e desenvolver habilidades sociais importantes para sua reintegração na sociedade.

Gazeta SP - November/2024

# Dia de Doar incentiva generosidade e ação social

Data é propícia para contribuir com entidades que trabalham por melhorias na sociedade

A Natureza Conecta, instituição cuja missão é combater a exclusão social por meio da terapia assistida por animais, tem um link recorrente para doações.

A organização, criada pela veterinária Daniela Gurgel, em 2021, oferece tratamento psicológico e pedagógico para crianças e adolescentes em estado de vulnerabilidade social, como as que vivem em casas de acolhimento e, mais recentemente, internos da Fundação Casa.



#### Bahia Econômica - November/2024



# DIA DE DOAR: BRASIL ESTÁ EM 86ª POSIÇÃO ENTRE AS NAÇÕES MAIS GENEROSAS DO MUNDO

A Natureza Conecta, instituição que tem por missão combater a exclusão social por meio da terapia assistida por animais, possui um link recorrente para doações. A organização, criada pela veterinária Daniela Gurgel, em 2021, oferece tratamento psicológico e pedagógico para crianças e adolescentes em estado de vulnerabilidade social, como as que vivem em casas de acolhimento e, mais recentemente, internos da Fundação Casa. A interação com os bichos permite criar vínculos, propor oportunidades de autoconhecimento e descobertas e conciliar dois compromissos: defender os direitos dos animais e contribuir com a diminuição da violência urbana, da desigualdade social e da pobreza em nosso país. Pra doar para a Natureza Conecta acesse: https://naturezaconecta.org.br/doacao/.

#### Meio & Negócio - November/2024



# Dia de Doar: Brasil está em 86ª posição entre as nações mais generosas do mundo

A Natureza Conecta, instituição que tem por missão combater a exclusão social por meio da terapia assistida por animais, possui um link recorrente para doações. A organização, criada pela veterinária Daniela Gurgel, em 2021, oferece tratamento psicológico e pedagógico para crianças e adolescentes em estado de vulnerabilidade social, como as que vivem em casas de acolhimento e, mais recentemente, internos da Fundação Casa. A interação com os bichos permite criar vínculos, propor oportunidades de autoconhecimento e descobertas e conciliar dois compromissos: defender os direitos dos animais e contribuir com a diminuição da violência urbana, da desigualdade social e da pobreza em nosso país. Pra doar para a Natureza Conecta acesse: https://naturezaconecta.org.br/doacao/.

#### Cruzeiro FM - June/2024



#### Jornal de Itu - June/2024





Fazenda em Itu resgata crianças e jovens através da terapia assistida com animais

# SBT-August/2024



Projeto em Itu promove ajuda mútua entre menores e animais resgatados | TV Sorocaba SBT



# Canal Rural - June/2024



NO INTERIOR DE SÃO PAULO

Terapia com animais ajuda crianças e adolescentes em vulnerabilidade social

Fazenda em Itu oferece tratamento psicológico e pedagógico utilizando cavalos, vacas, cães e outros animali



# Observatório do terceiro setor - July/2024

# Brasil está em 86ª posição entre as nações mais generosas do mundo

A Netureza Genedia, intell'unicia que fem por missão combater a reclusão suciad por meios da terrapia assistival por animais, potenti um link recontente para diseções. A organização, criada pete vietermánia Daniele Guigat, em 2021, ofenice tratamento psicialidades per acidados pete vietermánia Daniele de valimentalidades social, como ais que vivem em casas de acohimento e, mels recentementa, internos da Fundação Casa. A interação com us tichos permite criar vinculos, propor oportunidades de autoconhecimento a descobertas e conciliar opis compromissos sefender os dissidos dos animais e contribuir com a divinsição do violência unbarra, da destigualdade social e da pobreza em nosso pais. Pre doer para e Natureza Conecta acessas: https://onternacommon.org/proportion.com/

Organização combate a exclusão social de crianças e adolescentes por meio da terapia assistida com animais





#### Ciclo Vivo - July/2024



# Terapia com animais ajuda crianças e jovens em vulnerabilidade

Organização Natureza Conecta oferece tratamento psicológico e pedagógico por meio do contato com cavalos, vacas, cães e outros animais



# E aí bicho - July/2024





# Conexão Planeta - July/2024



Parceiros de Cura: iniciativa faz trabalho terapêutico com crianças de abrigos e animais resgatados



Portal IG - July/2024



# ONG utiliza animais resgatados como coterapeutas no interior de São Paulo

Assim como Beacon nas Olimpíadas de Paris de 2024, esses animais ajudam jovens em tratamentos psicológicos



# C&G Vet Food - August/2024



# Animais resgatados por ONG se transformam em co-terapeutas

Crianças e jovens em situação de vulnerabilidade são atendidos pelas ações da ONG

Oferecer qualidade de vida e um novo significado para a vida de animais vítimas de maus tratos, ao mesmo tempo que combate a exclusão social de crianças e adolescentes, é uma das missões da Natureza Conecta. A ONG, criada pela veterinária Daniela Gurgel em 2021, transforma os bichos regatados em co-terapeutas para jovens em vulnerabilidade social residentes nas casas de acolhimento e internos da Fundação Casa de Sorocaba.

# Revista Veja - August/2024



Mente Saudáve

# Terapia com animais reinsere crianças e adolescentes na sociedade

Contato com diferentes espécies oferece aos jovens excluídos uma chance de melhorar sua sociabilidade e curar feridas psicológicas

Por Daniela Gurgel, Fundadora da ONG Natureza Conecta\*

#### Rede TV - October/2024



# Record - Programa Hoje em dia - December/2024



#### TV Globo - December/2024



# Rede Vida - November/2024



# **Sponsors**











# **Financial Statement**

# DEMONSTRAÇÃO RESULTADO DO EXERCÍCIO - GERENCIAL NATUREZA CONECTA BRASIL - 2024

	Acumulado		%	Média	
Doações		655.278			54.606
Equipe	165.		29 25%		13.752
Animais		163.927	25%		13.661
Infraestrutura	156.619		24%	13.05	13.052
Despesas Gerais		161.051	25%		13.421
Investimentos e Melhorias		8.161	1%		680
SUPERAVIT OU DEFICTIS	R\$	491	0%	R\$	41







