

# Orientavida

*por aQuadra*

SOCIAL PROJECT PARTNERSHIPS ENTREPRENEURSHIP FASHION PRODUCTS ARTISANS

2024/2025 EDITION



**THINK PINK** Orientavida's national campaign helps women prevent health problems; **Mickey Mouse** is always there.



**FOUNDER** Maria Celeste Chad created the NGO **Orientavida** 25 years ago in Potim,



**SUPPORTERS** A solidarity network contributes to expanding the range of professional education programs by the NGO **Orientavida**.



# Train for life

*In 25 years of activity, the NGO **Orientavida**, based in Potim (SP), has created job opportunities, generated income and provided healthcare access for women in vulnerable situations in the **Paraíba Valley**. We are here to tell you this story.*

**Orientavida** offers vocational training in creative activities, sewing and embroidery. One of our goals is to create a culture that combats the view – almost a stigma – that products from social projects have low added value and do not arouse desire, because they lack beauty or technical quality. Nothing could be further from our creative direction. We want to show consumers that we can indeed have a product with a social and environmental purpose that is beautiful, transformative and disruptive. Expanding this audience is a pillar of our vision for the future. To this end, we seek continuous technical improvement and training for our organization. The image of the little train refers to the people who join us to give the initial impetus to this transformation, and bring countless others who use this impetus to break out of situations of vulnerability and change the direction of their lives.



## Timeline

1999	2003	2007	2009	2010
First order and beginning of partnerships with <b>Daslu</b> and <b>Le Lis Blanc</b> stores	<b>Boutis Project:</b> artisans trained in French embroidery	Craftswomen embroider sheets for <b>Pope Benedict XVI's</b> visit to Brazil	<b>Think Pink Project</b> reaches 20 cities in the first year.  <b>Walt Disney</b> Partnership. We are the only NGO in the world licensed by <b>Disney</b>	Partnership with the <b>Irmãos Campana</b> begins





<b>2015</b> <b>Alice in Wonderland</b> exhibition receives over 70 thousand visitors	<b>2016</b> <b>Iguatemi Shopping Center:</b> Mother's Day campaign	<b>2019</b> <b>Mickey 90th Anniversary Exhibition</b> has over 120,000 visitors  Partnership with <b>NBC Universal</b>  Products sold in <b>Arezzo</b> stores throughout Brazil	<b>2020</b>  Partnership with <b>Netflix</b>  Partnership with <b>Leather Labs</b> begins work with leather	<b>2022</b>  The Up Luxury Project (upcycling technique): partnership with <b>Albert Einstein Hospital</b> , eliminating fabric waste	<b>2024</b> <b>Mickey Boat</b>  Circular Women: project celebrates the 25th anniversary of <b>Orientavida</b>
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**O**rientavida was founded in 1999, when my husband João and I brought my mother to teach embroidery and sewing to the women of Potim, in the Paraíba Valley. My mother knew how to embroider and sew very well. Our Potim, a rural neighborhood that had been emancipated from Guaratinguetá, State of São Paulo, was growing rapidly and in a disorderly manner, and the women had no work or income to support their families. We figured that this could change if they were trained.

I have always believed that promoting social welfare and fighting extreme poverty and inequality can only have lasting results through educational projects, not only welfare projects.

We started offering classes. But the specialized workforce we were training was not enough, as there were no buyers for the beautiful embroidery and sewing we were producing. We needed to go beyond training, so we expanded our project. We would now sell the products that the artisans produced. Our first customer was Daslu store, which ordered fashion, decoration, and baby products from us.

**Orientavida** grew with the goal of generating income for artisans. In 25 years of intense work, which was celebrated last year, we have opened new fronts. Since the beginning, we have worked with women in socially vulnerable situations and we knew their needs—especially in terms of health, such as prevention and early diagnosis of breast cancer.

In 2008, we were invited to promote the arrival of the Pink October movement in Brazil. We soon realized that it was a topic that needed to be addressed throughout the year, not just in October.

**Think Pink** was born, launched in 2009 as a breast cancer prevention campaign. It was a turning point for **Orientavida**.

**W**e sought new partnerships and realized, once again, that we needed to go further: in addition to raising awareness about prevention, we added the provision of exams and diagnoses as an alternative to the limitations of the public health system (see more about **Think Pink** on page 9).

We continued to expand our training and income agenda until we had to make another shift amid a global crisis: the moment when Covid-19 threatened the survival of families, businesses, and activities in Brazil and around the world.

**Ana Eliza**, my daughter, had joined us in 2019 to help me with the exhaustive management of the projects. It started with Mickey's birthday, a character that turned 90 in 2019. **Disney**, a licensing partner since 2009, invited us to produce this highly successful exhibition: more than 123,000 visitors in 93 days. We are still, 15 years later, the only NGO in the world licensed by **Disney** to produce its artifacts locally (more details about this partnership on page 8).

My daughter says that, until then, **Orientavida** had a small studio that produced unique and complex pieces for brands that did not have a significant volume. Our impact on training, employment and income was small. But we saw that it would be possible to achieve a larger scale, as long as we invested more time and energy in training people, in finding raw materials and in managing the supply chain.

The pandemic made this step even more urgent. The shock in Potim was huge. Our tourism-driven region—which is very dependent on religious tourism from Aparecida—collapsed, with everything closed and everyone locked up at home. 93% of the working population there does not have formal employment. The shock made us move. In our first partnership during the pandemic, we produced more than 500,000 protective masks that Uber ordered in order to distribute at sanitation stations across the country. For **Orientavida**, it was a return to work and an end to the risk of collapse. For the women involved in producing the masks, it was a way to get their livelihood back. We distributed sewing kits not only to those who already worked with us, but also to hundreds of new artisans that we trained safely.

And what about the future? **Ana Eliza** has been the manager of **Orientavida** since 2019 and will help us build the next 25 years. João was my biggest motivation in creating the NGO and in dedicating myself fully to **Orientavida**. And he continues to be a key person in our structure and the one who gives me all the support to continue with the projects.

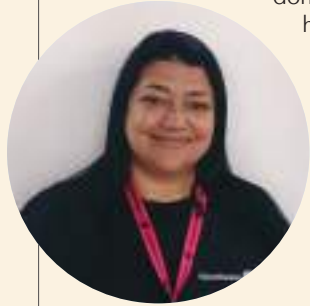
We will continue to break new ground. One of these initiatives, to celebrate our 25th anniversary, is **Mulheres Circulares Circular Women**—a project that combines training and income, dedicated to the professional training of women in extreme vulnerability. **Orientavida's** purpose is not only to make beautiful products; it is to change lives and transform vulnerable families into happy families.

*Maria Celeste Chad*

*Cristiane, Rosa Maria, Samara, Valéria, Sheila, Cidinha and Charlene are some of our artisans. They talk about their work and lives:*

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My name is **Cristiane Odália**, I'm 40 years old. I used to work as a manicurist, joined **Orientavida** as a cleaner, and gradually learned a little about each area. Today, I work in distribution and service quality control. Everything I know, I learned here. Wow, it's a very proud feeling to make a product for a film like Cruella, from the NGO **Orientavida** for **Disney**. I'm so proud and it's kind of a childhood dream, we don't know it, but it's a little bit of ours there. **Orientavida** helped me grow a lot, to be able to learn a lot, to have more ideals so I can give my children a better future. I learned to be a stronger woman and to have more desire to succeed and achieve more things".



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My name is **Samara**, I work at the NGO **Orientavida** and I'm a seamstress. I work in both leather and textiles. Thanks to the NGO, I am able to fulfill my dream of getting my first driver's license and helping with the finances at home. I intend to improve my work and contribute to the NGO's growth".



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I am **Sheila Rozas**. I worked for **Orientavida** and did my studies, the NGO encouraged us to study, giving direction to the lives of all of us who work here. When we were already here and saw someone else arriving we could see the progress they were making. It got to a point where they said: 'look at this person, remember how she was and what level she has achieved'. Gratifying".



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My name is **Maria Aparecida Vieira** and my nickname is Cidinha. I heard about the NGO **Orientavida**, I knew that I didn't need to have a profession, a work card or a resume. So I came and stayed that same day. I raised four children and I was a housewife and a seamstress too. But I noticed a huge change in my life, in the lives of the children. It was really good for me here, you know? It was really good for the girls, so I really get emotional".



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My name is **Rosa de Oliveira**, I am a seamstress, and it is a pleasure for us to be doing this work. I have been working at the NGO **Orientavida** for 23 years. Before working there, I was a sugarcane cutter and I lost that job, which is when I found out about the NGO. I ended up here; I didn't know how to do anything, not even how to pick up a needle. Today I am part of the sewing team, and for me it is a privilege to work with them. You just have to believe and want to make your dream come true. I am part of the sewing team, so we make the pieces and when we see these beautiful pieces go out to other women, we are happy to know that they come from our NGO. Because we didn't know how to do anything, and coming to make these pieces for ourselves is a reason for great joy, we are happy to know that beautiful pieces will be produced for



other women. All the women who come here and learned this job have their money guaranteed, helping us financially. I acquired knowledge that I didn't know, material goods. My children are educated, with food, clothes, everything with money from there. This work of the NGO is very important for women to bring food home. The NGO means everything to me, I learned that being small is only for the outside, with knowledge we can be big".

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My name is **Valéria dos Santos**, I have been with the NGO for 14 years and I don't get tired on saying what **Orientavida** has changed in my life. It was my financial independence, because we have the freedom to work and we have our own salary, a better salary. We really earn much better than the market out there. Before, I found out about **Orientavida** I was housewife, I already had a job as a seamstress. But I lived a life of staying at home, taking care of my children and I had a very violent relationship at home. All of that has changed because today I no longer suffer that type of aggression. It is difficult for us to name everything that the NGO changed in our life. Today even my personality is a little different; I am not so grumpy anymore. Today I am not like that, I am happier, a little late because I am getting older, but thank God I am managing to find myself as a human being. Through the NGO, through the people, we are able to live together better. I get emotional; the NGO for me is a life lesson because we see many cases, sometimes even worse than ours. So we are strengthened to continue".



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My name is **Charlene Vieira Souza**. When my mother started working for the NGO, we would come here too, and the NGO was very welcoming. We would come here to say hi to **Celeste**, my mother was here. So, I paid for my first car by cutting hair for Celeste here. I taught classes and came here. Because we dreamed of going to college, but we couldn't afford it".







**WINE HOLDER**  
launched by **Banco do Brasil's Harvest Plan**, made with traceable leather

**HANDBAG**  
exclusive for customers in **Golden Química's** relationship campaign



**LEATHER TOILETRY BAG**  
for relationship building with employees at **Hospital Albert Einstein**



**KNIFE CASE**  
for **Leather Labs**, handcrafted leather



**TOILETRY BAG**  
for **Care Natural Beauty**, Mother's Day campaign



**TWO DENIM**  
donates discontinued pants or previous collections, which are transformed into **Mickey** through the **Upcycling** chain



**BAG AND BRACELET**  
for the early diagnosis of breast cancer awareness campaign

**MICKY IN LEATHER** with exclusive **Disney x Arezzo** monogram



**NOVA STAR BEAR**  
to give as a gift to newborns at the **Nova Star Maternity Hospital**, within the **Upcycling** chain



**BAGS**  
for the buy and win action on Mother's Day at the **Iguatemi Shopping Center** chain





**1. MICKEY** Exclusive monochromatic made from plush, licensed by **Disney** for 15 years.

**2. NETFLIX** To celebrate the year of **Netflix**, we prepared a special Christmas basket for influencers, celebrities and companies. We also launched the Social QR Code providing a new way of engaging and interacting with the public.

**3. ECO SIMPLE** is our main partner in flat fabric, sharing with us the purpose of **Tecelagem Becorp** and using recycled raw material.

**4. UBER** was an essential partner during the pandemic, supporting the production of masks and providing work and income for hundreds of families, thus boosting the local community economy.

**5. HANDMADE ET**, discontinued jeans for **Universal**, 100% handmade and sustainable. Led to international recognition for the NGO in 2020 at the International Licensing Awards.





## UNIQUE PARTNERSHIP

*To license Orientavida, Disney made an exception in its practices; the Disney and Orientavida 15 years' collection celebrates this successful partnership.*

The images on this page show pieces from Disney and Orientavida 15 years' collection.

**O**rientavida has had a unique partnership with **Disney** since 2009, and this is no exaggeration. We are the only NGO in the world to have **Disney's** license to produce locally items from its catalog. At the beginning of this story, **Daslu** store produced a **Disney** collection under license and **Orientavida** provided the embroidery for the items. When **Daslu** did not renew this contract, we sought to obtain the license. There was one obstacle: **Orientavida** is an NGO (non-governmental organization) and

**Disney** had experience granting licenses to companies in the same industry, not to NGOs. Many audits later - the entire process took between two and three years - the license was granted in September 2009.

**Orientavida** produces clothing, toys, bags and backpacks, among many other items themed around the **Disney** universe. In 2016 and 2019, it also co-produced with **Disney** themed exhibitions of **Alice in Wonderland** and **Mickey Mouse's** 90th birthday, which were huge hits with the public.







Colaboradoras Orientavida em co-criação de coleção da Grendha.

# ALL TOGETHER *for a cause*

**Orientavida** realized, in working with vulnerable women, that fighting breast cancer is as important as education and income generation.

In 2024, **Orientavida** donated 10,000 early diagnosis “packages” for breast cancer throughout Brazil. What is a “package”? It goes beyond mammography: it includes ultrasound, puncture and laboratory testing of the collected material, the steps for a safe diagnosis. This is the goal of **Think Pink**, **Orientavida**’s early breast cancer diagnosis program. How did we achieve it? The local NGO that offered vocational training and income generation to women in vulnerable situations had to become a provider of women’s health care throughout the country. Let’s go back to 2009. After 10 years of operation, **Orientavida** was well aware of many difficulties faced by this group of women. One of them was the difficulty in diagnosing breast cancer in time. It was common for the disease to be discovered in an advanced stage, when treatment was more painful and invasive and there was less chance of a cure.

**Think Pink**  
Sowing attitudes, transforming lives



Semeando atitudes, transformando vidas.





To respond to this urgent need, which is particularly noticeable in the fieldwork with vulnerable women, **Think Pink** was created in 2009. The trigger was an invitation, in 2008, to publicize the Pink October movement in Brazil. Why not sound this alert throughout the year? **Think Pink** began working on the pillar of awareness. Our purpose, in 2009 was to show – with a focus on women in extreme vulnerability – the importance of mammograms from the age of 40, while providing information on prevention and symptoms.

Four years later, we saw that this was not enough. We were raising awareness among women about the problem, but the solution faced two obstacles: waiting lists of up to 12 months in the public health system; and a Brazilian Unified Health Service (SUS) rule (contrary to international practices) that only offers free mammograms from the age of 50, leaving the critical age group between 40 and 50 years of age without care.



**1. Partnership** with Pink Run, street race in São Paulo, SP;

**2. Mammography** truck in partnership with Américas Amigas;

**3. Linea Sweetener**, product licensed by the Think Pink campaign;

**4. Billboard on the** President Dutra Highway in 2016.





5. Sandals, Grendha More Pink Collection;

6. Vult Nail Polish, a licensed product, donates funds to mammograms;

7. Cereale Line, a licensed product, donates funds to mammograms;

8. Bombril and Think Pink, packaging raised awareness for prevention;

9/10. Bracelet and Necklace, symbols of the Think Pink Campaign, products made by artisans from the NGO, with proceeds going toward mammogram donations.

At that time, Orientavida decided that Think Pink would also work on the active prevention of breast cancer. Donating exams and prevention packages to vulnerable women was the most efficient strategy.

We still have two ways to do this: on the Mammography Trucks, well-equipped vehicles that travel the country's roads offering the exam where there is no infrastructure to do it. Américas Amigas, an NGO that works in the same area, is a great partner in this action.

Another way is through Early Diagnosis Centers. Orientavida maps laboratories and clinics throughout the country that are able to offer the exams, evaluates their technical conditions and refers women who would otherwise be on the waiting list to those that pass the evaluation.

We finance 100% of the exams. In this way, Orientavida thus closes the cycle of awareness, diagnosis and prevention of breast cancer, which was previously inaccessible to women in extreme vulnerability. They can be then diagnosed—and treated, if necessary—with the necessary speed.



“It was João Angelieri, my husband, who supported and encouraged me to create the NGO Orientavida, and in these 25 years he has always been a key figure. My gratitude for him is immense, as great as my love.



And Ana Eliza, my daughter? Her arrival to work with Orientavida was a true turning point for the organization. I thank God for having her by our side, walking alongside us!”

Maria Celeste Chad



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“Many friends were important at some point in Orientavida’s journey, for their work, support and encouragement. This always incomplete mosaic represents how immensely grateful we are to each and every one of them. And may we gain many new photos in the years to come!”

**Maria Celeste Chad**



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