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There are many ways of becoming a Books for Brazil sponsor. For more information, please contact us at [info@booksforbrazil.org](mailto:info@booksforbrazil.org).

## HOW IT STARTED

Joelma Nascimento was amazed at how American public libraries gave underprivileged children access to great books. It would be a dream to have that in Brazil, but she knew distributing books in her country would be a difficult task, and that low-income children in Brazil are not used to seeing books as a fun activity. Changing that perception became her goal, leading to the creation of Books for Brazil.

Little by little, the dream is coming true. With the help of donors and volunteers who read the books out loud, these children now have a whole new world waiting to be discovered in those books.

You may read a full description of the first book delivery event go to [www.booksforbrazil.org/AboutUs](http://www.booksforbrazil.org/AboutUs).

Our goal is to add a little magic to a child's life.

It is our mission to help children have access to books and contribute to the general cultural and educational development of children and families in need.

For additional information, please visit [www.booksforbrazil.org](http://www.booksforbrazil.org) or contact:

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## BOOKS FOR BRAZIL Fairy-Godmother

Livros para o Brasil – Fada Madrinha

*Introducing Brazilian  
children to the magical  
world of books*



[www.booksforbrazil.org](http://www.booksforbrazil.org)

## ABOUT BOOKS FOR BRAZIL

Books for Brazil™—Fairy Godmother™ (Livros para o Brasil—Fada Madrinha) is a nonprofit organization dedicated to helping underprivileged children from Brazil have access to books. We raise funds, acquire new and gently used books, and distribute them among children of low-income families in Brazil.

Books for Brazil is mission-driven, based on altruistic values and operates in an ethical manner. We are committed to our obligation of being accountable for results and activities.

We reach children through several local community services, such as public hospitals, libraries, social services program, as well as home visits and distribution events.

Through local volunteers we are able to reach out to all parts of the country. We count on financial and in-kind contributions from individuals, businesses, and others charitable organizations.

For more information on our programs, please go to [www.booksforbrazil.org/OurServices](http://www.booksforbrazil.org/OurServices).



Joelma reading to children at Books for Brazil's first book delivery in 2004 in Mauá, São Paulo. To see our other deliveries, go to [www.booksforbrazil.org/BooksAction](http://www.booksforbrazil.org/BooksAction).

## WHY BRAZIL

Brazil's total country population since 2007 is 189 million,<sup>1</sup> with 20.6 million (10.9%) of illiterate adults who are 15 years of age or more.<sup>2</sup>

There are only 4,800 public libraries in Brazil, a ratio of 1 public library for every 35,000 people.<sup>3</sup> Meanwhile, there are more than 117,000 libraries in the United States, a ratio of 1 public library for every 2,577 people.<sup>5</sup>

Because book consumption in Brazil is still very low, book prices are usually very high, about \$12, and a low income family cannot afford to buy non-school children's books. Minimum wage in Brazil in 2007 is approximately US\$209 a month, while the Federal Minimum Wage in the US is approximately US\$936 a month (\$5.85/hr).

### The Habit of Reading

- The Brazilian Ministry of Culture reported that approximately 1,300 municipalities in the poorest regions **don't have any public libraries.**<sup>4</sup>
- 61 percent of literate Brazilian adults have very little or no access to books.<sup>4</sup>

### The Book Market

- 89 percent of Brazilian municipalities lack bookstores.<sup>4</sup>
- Book acquisition by North American libraries is greater than Brazil's entire book consumption.<sup>4</sup>

#### Sources:

- <sup>1</sup> IBGE (Brazilian Institute of Geography and Statistics), (2007). [www.ibge.gov.br](http://www.ibge.gov.br)
- <sup>2</sup> O Estado de S. Paulo, (2006) *Taxa de analfabetismo reduz ritmo de queda no governo Lula*. <http://txt.estado.com.br/editorias/2006/09/17/pol-1.93.11.2006.0917.6.1.xml>
- <sup>3</sup> Folha Online, (2002) *Brasil tem 1 biblioteca pública para cada grupo de 35 mil pessoas*. <http://www1.folha.uol.com.br/folha/sinapse/ult1063u190.shtml>
- <sup>4</sup> Jorge, Cecilia (2004) *Brazil, A Nation That Doesn't Read*. [www.worldpress.org/Americas/1874.cfm](http://www.worldpress.org/Americas/1874.cfm)
- <sup>5</sup> American Library Association. [www.ala.org/library/fact1.html](http://www.ala.org/library/fact1.html)

## HOW TO HELP



A Books for Brazil volunteer taking information of the children who received the free books.

Please join us in this marvelous effort towards early literacy. **Let's give underprivileged children in Brazil a chance to experience the magical world of books.**

Please send checks payable to:

**Books for Brazil**  
133 Fells Avenue | Medford, MA 02155

Electronic donations are also accepted through PayPal. You can find a direct link at the donation page in our website.

Books for Brazil has public charity 501(C)(3) status in the United States. Contributions are tax deductible.

**Together we can make a difference!**

Please visit [www.booksforbrazil.org/GetInvolved](http://www.booksforbrazil.org/GetInvolved) for more ways on how to help Books for Brazil.