



AJUDÔU.ORG

SOCIAL INCLUSION

Since 1995...

WHO WE ARE



We are judokas, educators, warriors and volunteers.

1991 was a remarkable year in the Master Julio Cesar Lana Jaques' life. A young man that was a student of Physical Education at the Federal University of Viçosa (Brazil) and had achieved the dream of becoming a black belt in judo. When everything seemed perfect, a serious car accident tragically changed his life. Julio fought one of the main struggles in his history. He survived and was unable to walk for 3 years. However, in the same accident, his brother Eduardo (Edu) and two other colleagues died.

It was 4 long years of recovery. During this period of much learning and reflection, the Master Júlio started teaching judo classes in Timóteo-MG (Brazil) as a volunteer at a Foundations named "Mineira da Criança" (Fumic) and "Association of Parents and Friends of the Exceptional" (Associação de Pais e Amigos do Exepcional (Apae) for around 100 children. In 1995, with the help of his Family, a friend of him Gleiser Pontes and his Master Tasso Coimbra Guerra (Founding Director of Ajudôu), they created the "Project Ajudôu" without any support and encouragement.

Since then, we have promoted the social inclusion of children and adolescents through sport. Ajudôu.Org became professional, expanded to other modalities and cities. More than 24 thousand children practicing judo; futsal; volleyball; basketball and handball have already been assisted free of charge in 25 cities in Minas Gerais.





What we do

We believe that judo and other sports practices are powerful tools in character formation and have great power to transform the lives of children and adolescents. For this reason, we developed our work to serve students from public schools in communities in social vulnerability.



How we do:

We are specialized in the elaboration, fundraising and management of social projects, through federal and state sports incentive laws. The use of encouraged resources is a legal, citizen and safe way to guarantee the execution of projects.

For that, we develop strategic partnerships, especially with schools public authorities and companies. This collaborative relationship between the government and the private sector is fundamental to the success of our organization.

Large and medium-sized national and multinational companies generate social capital through our work, strengthening links between people in the communities where they operate.

MISSION

Promote the social inclusion of children and adolescents, from the public school system, through judo activities, other sports and educational support.

VISION

That universal values of sport: discipline, cooperation, altruism, resilience, respect for diversity, integrity and honesty, transform our students into true and healthy citizens.

GOALS



Increase the access of children and adolescents to sports and cultural activities as an educational complement



Offer activities that develop in the social, physical, mental and moral aspects of these young people



Occupying idle time in a healthy way, thus minimizing your exposure to living with marginality



Educating children through judo will always be our focus:

In the 2018/2019 biennium, Ajudôu served 21 cities in Minas Gerais, in 17 judo classes were held. The vast majority are small municipalities that have the only free sports class for children in martial art, offered by the institution.

BELOW IS THE LIST OF CITIES:

1. Antônio Dias;
2. Belo Oriente;
3. Brumadinho;
4. Bugre,
5. Contagem;
6. Córrego Novo;
7. Dionísio;
8. Montes Claros;

9. Naque;
10. Nova Era;
11. Peçanha;
12. Piriquito;
13. Santa Bárbara;
14. São José do Goiabal;
15. Timóteo;
16. Virginópolis.

PARTNER COMPANIES



CREDIBILITY AND TRADITION WITH JUDO CLASSES IN THE PUBLIC AND PRIVATE SECTOR

6

*Contemplated
Cities*

12

*Schools
Answered*

1.282

*Currently
Benefited Students*

Current numbers of the judo of Ajudôu

SENSEI JIGORO KANO

"Simplicity is the key to all higher art, life and judo."





THANKS!

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