



HOLISTICA
FOUNDATION



WHY WE CARE

Brazil is one of the world's largest economies but falls behind in education. Understand the Brazilian educational crisis and learn how you can make a difference.

Educational Crisis

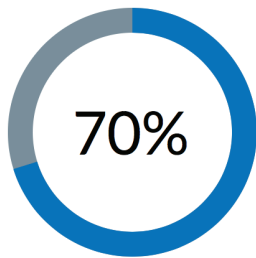


Educational CRISIS

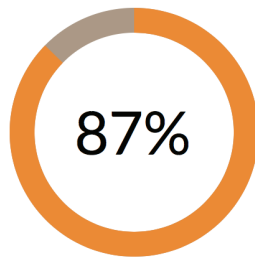


Understanding the problem

Check out some data on reading habits in Brazil (Instituto Pró-Livro and IBOPE):



of the students **don't read** on a regular basis



of the students **have never been given a book**



Only 1 in 4 Brazilians is fully literate: reading, writing and math.

The History

Billions of people are enjoying way better standards of living nowadays compared to the generations that lived only 50 to 100 years ago. The progress most nations have achieved in the last couple of centuries is unprecedented.

This huge improvement on the standards of living of humanity can be correlated to gains in productivity and to its direct results: more and cheaper means of production (machines, equipment, tools), leading to a variety of products for every taste and pocket, allowing people to enjoy more time, leisure and comfort.

One of the main reasons for this impressive progress is **knowledge**. More knowledge leads to innovation and to the creation of wealth.

The bad news

Unfortunately, the world is experiencing in the last decades a halt and even a step back in one of the most important sources of knowledge: **education**.

When compared to its own educational data, most countries' education systems are failing. Each new evaluation result is worse than the previous one.

Brazil is one of the bad examples. Each year the public school system spends more money and gets worse results. That's a huge crisis! One of these crises that can put a whole country down the ladder.



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The good news!

Holistica Foundation Inc. is a nonprofit organization dedicated to alleviating social and economic differences by **helping** the current generation of poor Brazilian **students to become wealthier**, compared to their parents.

The way we do it is by **stimulating the healthy habit of everyday reading**. We believe that when one loves to read, one's perspectives in life become more clear and thus, attainable.

We always have the individual student in mind in everything we do. That's why **no child is left behind**: we give 2 brand new and unique books to every single kid attending the selected schools--they all get unique gifts, different from everyone else.

We care. For real. This is why we enter every kid's home with such a great **welcoming from parents**.





Give the gift of learning today!

We cannot do great work without your help. So please consider **Holistica Foundation** in your decisions about charitable giving.

We know there are many good charities that will seek your help. Please know how honored we are when you choose to make a gift to **Holistica Foundation Inc.**

Send us a check or go to **www.HolisticaFoundation.org** to learn more about all the ways you can contribute to our cause.



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HOLISTICA FOUNDATION

Holistica Foundation Inc is a Section 501(c)(3) charitable organization, EIN 82-3194233. All donations are deemed tax-deductible absent any limitations on deductibility applicable to a particular taxpayer.

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