



RIO DE JANEIRO, BRAZIL

AUREOCOUTO  
FOUNDATION

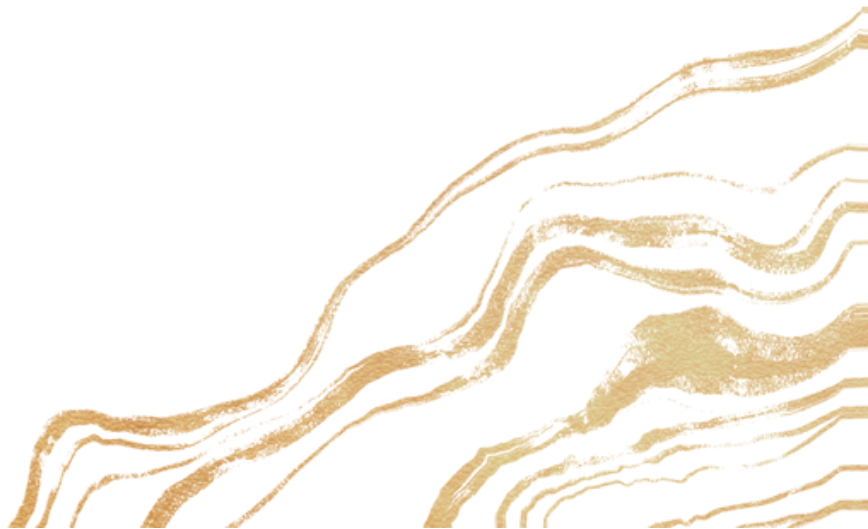
Informative Booklet  
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# Aureo Couto Foundation

*Empowering young champions on the mats and beyond*

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# About

## Mission and vision

### Mission

We capture and manage financial resources to cover the nutrition, training, and career management of jiu-jitsu athletes in situations of social vulnerability in Rio de Janeiro.

### Vision

We dream of a Rio de Janeiro without child labor or food insecurity for children and adolescents.

## Ethics guide

- 1. Integrity and Transparency:** At Aureo Couto Foundation, we uphold the highest standards of integrity and transparency in all our operations. We believe in conducting our activities with honesty, fairness, and accountability. Our donors, beneficiaries, and the public, deserve full transparency regarding the allocation and distribution of resources. Therefore, we commit to providing clear and accurate information about our financial transactions, programs, and outcomes. We believe that transparency fosters trust and confidence in our organization, enabling us to effectively fulfill our mission of supporting young athletes from underprivileged backgrounds.
- 2. Inclusivity:** We dedicate to promoting equity and inclusivity in sports and beyond. We recognize the inherent value and potential in every individual, regardless of their socioeconomic background or circumstances. Therefore, we strive to create equal opportunities for all young athletes, irrespective of their financial means or social status. By embracing diversity and inclusivity, we not only enrich the sporting community but also contribute to a more just and compassionate society.

# About Leadership



Aureo Couto is a carioca, born and raised in the city of Rio de Janeiro. He is a father, a husband and a mentor for several members of the community.

Aureo has 25 years of experience teaching kids and adults the art of Brazilian Jiu Jitsu. He is the Head Coach of Renzo Gracie Ipanema and Renzo Gracie Jardim Botânico.

And has taken the challenge establish Aureo Couto Foundation.

# Transparency Sustainability

The Aureo Couto Foundation is dedicated to fostering the development of young athletes in Rio de Janeiro by providing essential support for their training, uniform, nutrition, and championship registration fees. Committed to sustainability and ESG standards, the foundation leverages local and international partnerships and community involvement to ensure a steady flow of resources. The foundation not only promotes athletic excellence but also instills values of environmental and social responsibility in the athletes it supports. This holistic approach helps create a positive impact on both the local community and the broader environment, ensuring long-term benefits for future generations of athletes.

## Accounting

We will guarantee accounting transparency by releasing monthly reports on capturing and spending resources. Reports will be publicly available on [aureocouto.com/foundation](http://aureocouto.com/foundation). First report will be issued on June 15th of 2024.

## Legal

Establishing a legal entity for the foundation ensures compliance with governmental regulations and provides a structured framework for transparent and accountable operations. It also enhances credibility and trust among donors, partners, and beneficiaries, facilitating sustainable growth and impact.

We also intend to facilitate tax benefits for the private sector to stimulate growth, including internationally.

That is why the first contributions accrued are designated to establish that legal entity according to Brazilian law.

# Allocation Training

Aureo Couto Foundation guarantees training at either or both units of Renzo Gracie Ipanema and Renzo Gracie Jardim Botânico academies in Rio de Janeiro, Brazil.

We understand that nurturing our talents in-house by sharing the knowledge of our skilled professors and instructors is fundamental for the growth of this organization. We take pride in empowering these young athletes and teaching them discipline, self-defense, and Brazilian jiu-jitsu alongside our community.

## Gi/Uniform

Due to a partnership with Atama brand, we are able to secure a deal to purchase high-quality branded kimonos for all athletes. The items are being delivered on late June 2024.

## Nutrition

Proper nutrition is crucial for young athletes as it fuels their bodies, enhances performance, and aids in recovery from intense training sessions. It also supports their overall growth and development, ensuring they maintain optimal health and reduce the risk of injuries.

That is why providing nutritional assistance by creating custom diets to each athlete is also a goal for the first round of donations.

# Fundraising Event

Our first event with the objective to fetch funds to start our legal entity and create awareness about the launch. The Cocktail is happening in Rio de Janeiro on June 1st of 2024.

Tickets are available on:

<https://www.sympla.com.br/evento/coquetel-beneficente-aureo-couto-foundation/2444673?referrer=www.google.com>

## Coquetel Beneficente Aureo Couto Foundation

📅 01 jun - 2024 • 19:00 > 01 jun - 2024 • 23:59

📍 Evento presencial em [Canastra Rose, Rio de Janeiro - RJ](#)

## Donations

An ongoing online fund raising will be available in 2024 to collect donations from Brazilian and International bank accounts.



# Fundraising

## Next Steps

The future looks bright for Aureo Couto Foundation. As we are not limiting our efforts to just helping guaranteeing top training, uniforms and nutrition following strict transparency measures, we plan to grow and expand.

Accordingly, we urge to place our athletes in high-level Jiu Jitsu competitions from the most important national and international federations, such as CBJJ, IBJJF, AJP and UAEJJF. We understand that the pathway to rank in the highest spots in these of these tournaments is a long, intense and demanding process however we strongly believe in our ability to archive them. We are working assiduously and energetically to be an institution that consolidates our competitors as individuals that are suitable to archive these results.

Besides, we want to help more young talents and guide them to obtain skillsets that go beyond the mats; including capacitating them in the English language to expand their reach and tech skills that can be used for their career advancements outside of Jiu Jitsu.

We thank our community, partners, collaborators, sponsors, donors, beneficiaries and their families for the immense support.





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