

ACTIVITIES REPORT 2023

ON THE PATH TO A FIRST JOB



Contents

1 **LETTER FROM THE BOARD**

2 **2023 AT PROA**

3 **PROPROFISSÃO**
3.1 PROPROFISSÃO IN NUMBERS

4 **PROA PLATFORM**
4.1 PROA PLATFORM IN NUMBERS

5 **SEA OF CONTENT**
5.1 PROA IN RIO
5.2 THE FUTURE OF THE EMPLOYABILITY OF YOUNG PEOPLE
5.3 FUNDRAISING BENEFICENT EVENT

6 **PARTNERS**
6.1 CORPORATE DONORS
6.2 INDIVIDUAL DONORS
6.3 INSTITUTIONAL SUPPORTERS
6.4 PUBLIC PARTNERSHIPS
6.5 EMPLOYERS

7 **BEHIND THE SCENES**

8 **FINANCIAL**

1

LETTER FROM THE BOARD

If we could define PROA's trajectory in recent years, especially last year, in a single word, it would be "growth". Yes, we have grown - and we have grown a lot!

In 2021, PROA Platform was born in São Paulo and arrived in Rio de Janeiro. In 2022, it was established in Rio Grande do Sul and Santa Catarina, the same year that PROPROFISSÃO expands its operation to Pernambuco.



It was no different in 2023: we continued our process of expanding PROA Platform and went to two new States, Paraná and Minas Gerais. With our arrival in Paraná, we were able to establish a presence throughout the southern region of Brazil, reaffirming our commitment to positively impact the lives of more than 300 thousand young people by 2027, leading them to the job market and to fulfill their dreams.

PROPROFISSÃO, our face-to-face course focused on programming, is increasingly strengthened in São Paulo and Pernambuco, where 330 young programmers had the opportunity to graduate. In this way, we were able to broaden horizons and offer new perspectives to a large number of low-income young people, qualifying them to work in a valued market, where the demand for well-prepared professionals is high.

We will reach new states with PROA Platform in 2024: Pernambuco, Bahia, Mato Grosso do Sul, Goiás and the Federal District aiming to impact the lives of 35 thousand young people.

We have a bold target, but we believe and know that together with our partners, donors, supporters, volunteers and employers, it is possible to achieve it. What makes us so certain of this? The life stories and dreams that we see being realized every year are achieved by so many

young people from PROA... young people like Gabriel Sena Sales, Lucas Willian Silva, Alice Frazão, Isadora Peres, Laís Carvalho and many others who had the chance to study at PROA and to start seeing new opportunities and possible paths for their professional trajectories. PROA boosted and renewed hope in the lives of these young people!

This is why today we want to invite you to hear some of the transformational stories born at PROA Institute and see the results we obtained with our efforts and your support over the past year.

Results that, more than numbers, show our commitment to productive inclusion and social transformation through a quality and humanized education and employability. PROA's employability impact has the power to not only transform the lives of young people, but also their families and communities. It is not limited to numbers or statistics, but rather to stories of resilience and personal growth. We are transforming the reality of the next generations through study and work.

Happy reading!
Governing Board

2

2023 AT PROA

2023 was a year of continuity at PROA Institute. The projects initiated in 2021 took shape, and were strengthened throughout Brazil, contributing to low-income young people becoming increasingly qualified to enter the job market with excellence and with the hope of a promising future career.



Believing that employability is the only way for low-income young people with few prospects to see their lives transformed and fulfill their dreams, PROA remained firm in its purpose of taking its training and professional development projects to many more people.

The expansion plan initiated in 2021 through PROA Platform continued its growth, and, thus, we reached the place that we needed to definitively plant our flag in the entire Southern region, Paraná. In the Southeast, we reached another important point on the map, Minas Gerais, where we had two thousand vacancies to PROA Platform to support low-income young people getting their first job. In total, over six thousand young people were employed through PROA Platform, which means that an annual income of more than 100 million reais was generated.

Looking at PROPROFISSÃO project, which prepares young programmers for the job market, the results are also very encouraging. Our course is a success, it is increasingly stronger in São Paulo and Pernambuco, and we are already reaping the rewards by seeing our young people working in large companies in the Technology area and in other sectors.

We are gaining space throughout Brazil and, therefore, proving the importance of employability for young people

and society. Opening up more opportunities for young people in the job market is more than just a job, it gives them the opportunity for social transformation in their environment and their surroundings. And our wish is to continue at this pace to achieve our goal of scaling, but mainly to promote a positive impact on society, taking young people out of invisibility and place them as protagonists of their own story in the job market. And we will do it!

Alini Dal'Magro
CEO of PROA Institute





3

PROPROFISSÃO

Brazil is still a country lacking qualified professionals in technology and, according to data from Brasscom¹, by 2025 there will be a demand for almost 800 thousand professionals in this area. In an attempt to meet this demand and offer low-income young people a more promising career opportunity, PROA Institute created PROPROFISSÃO, a course focused on technology which prepares young people aged 17 to 22 to work in entry-level positions in this sector.

¹Source: Brasscom (<https://brasscom.org.br/estudo-da-brasscom-aponta-demanda-de-797-mil-profissionais-de-tecnologia-ate-2025/>)

During the course, held out of school hours, young people have the opportunity to develop technical, behavioral and cultural skills so that they can be prepared for a highly competitive market, which still lacks qualified professionals. Throughout the classes, they learn Java language, programming logic, among other technical skills through team work, corporate experiences, projects and activities. Alongside this, they have the opportunity to broaden their self-knowledge, improve communication, discover their purpose, think about their career and learn more about the job market.

In recent years, PROPROFISSÃO has trained and directed hundreds of young people to the job market, where they are earning good salaries and great professional success. And in 2023, it was no different: another class of 30 programmers was trained in Pernambuco and, in São Paulo, 300 students took the course and had the opportunity to graduate with excellence.

Yes, we are on the right path and the results of investing in these young people can be seen in each report and trajectory of transformation observed every year.





PROA students in class inaugural in São Paulo



PROA students in class inaugural in São Paulo



PROA students in class inaugural in São Paulo



PROA students in the delivery of materials in São Paulo



“

Before PROA, I just wanted to improve my skills.

Afterwards, I saw that there is a sea of opportunities for me and that I can dream much bigger than I had dreamed before and,

who knows, open doors for other people, just like PROA opened for me.

”

GABRIEL SENA SALES

Programmer at Bravo and PROA outstanding student in the second semester of 2023



SÃO PAULO

Working as a waiter and studying Systems Development at Etec in Itaquera, Gabriel had a dream: to be a programmer. Real life, however, limited his chances a little and the young man saw his dream becoming increasingly distant until he saw an advertisement at a local São Paulo newspaper talking about PROA. There, he saw an opportunity and decided to subscribe!

At first, the young man from Guaianases, in the eastern area of São Paulo, was a little apprehensive about the possibility of getting a place at PROA, but as he passed the phases of the selection process, he gained more confidence. And he did it!

After the selection process, PROPROFISSÃO began. In addition to technical skills, important socio-behavioral skills can be learned for development and entry into the job market: "One of the main impacts that PROA had in my life was the social aspect. I was afraid to enter certain places because I believed that my social class would not allow me to do so. PROA showed me that I can also belong and that I am welcome in other spaces, such as FAAP, Banco PAN, Bloomberg, Oracle, Accenture".

While still at PROA, Gabriel presented a project on Demo Day that allowed him to take the first step in a career in technology, getting his first job in the area thanks to his presentation: he now works as a programmer

at Bravo and will soon take the entrance exam to study Systems Analysis and Development at Fatec.

But his dreams don't stop there; in addition to the social transformation that will inevitably come with his effort, study and work, the young man wants to be able to work at SpaceX in the United States one day, and later on, open his own NGO, supporting people with similar origins to his: "Before PROA, I just wanted to improve my skills. Afterwards, I saw that there is a sea of opportunities for me and that I can dream much bigger than I had dreamed before and, who knows, open doors for other people, just like PROA opened for me".





“

I realized that what I learned at PROA was something that I could use in other places, and that it could work.

Now, I want to bring my people so that they can also have their space, just as I am able to do, thanks to PROA.

”

LAÍS CARVALHO SANTOS RIBEIRO

Back-End intern at Santander and Systems Analysis and Development student at Impacta



SÃO PAULO

About to finish high school, Laís wasn't doing very well in her studies and didn't know exactly what she was going to do in the future that was knocking at her door. That was when her mother saw a report on TV about PROA Institute and talked to her daughter. For Laís, it would be just another course, like so many others... but it wasn't quite like that!

The young woman who was content to work with whatever came her way and who barely knew how to turn on a computer, joined PROPROFISSÃO and saw a world of possibilities open up to her.

More than just a simple professional to develop technical skills, PROA offered her the chance to gain more self-confidence and believe more in her potential: "I had a very distorted view of myself and my self-esteem was very low. PROA helped me understand that I can contribute to others and to myself".

Laís always wanted to go to college and really wanted to find herself in some area, and it was thanks to PROA that she was able to do this: "I realized that, even working with technology, we can be very human. And that's what I'm looking for in my career".

At 18 years old, Laís is studying Systems Analysis and Development at Impacta and works as an intern at Santander.

When she finished the course at PROA, the young woman was not yet in college, but it was through an event at the NGO that she managed to gain her long dreamt place in the job market, which also made it possible for her to enter graduate school.

The young PROANA (PROA student), full of dreams is, above all, a restless mind that is always looking to learn and share what she knows with her peers. After finishing PROPROFISSÃO, she created an initiative with a friend to promote technology events for young people, and participated in - and won! - a hackathon promoted by Fiesp and Universidade Zumbi dos Palmares (Zumbi dos Palmares University), with the theme "Deconstructing Racism in Digital Relations": "I realized that what I learned at PROA was something that I could use in other places, and that it could work. Now, I want to bring my people so that they can also have their space, just as I am able to do, thanks to PROA".



PROA students at Demo Day in São Paulo



PROA students at Demo Day in São Paulo



Founder, CEO and guests at Demo Day in São Paulo



PROA students at Demo Day in São Paulo





“

PROA offered me the technical and behavioral background to continue in the job market.

I learned about empathy, sensitivity, the importance of having more assertive communication, but also the hard skills necessary for the various areas in IT.

”

FELIPE FÉLIX DA SILVA

*Data engineering intern at Heineken
and Administration student at Unibra*



PERNAMBUCO

Felipe, from Pernambuco, was starting to become interested in technology when, browsing social media, he saw a free opportunity to enter the sector, arriving in Recife: it was an advertisement from PROA.

At the time, the young man worked in the public sector, in an area where he saw no prospects for growth, as well as in the administrative area of a private sector company. Yes, with two jobs, but without any prospects, the young man was a little lost about which area to pursue, but his entry into PROPROFISSÃO would bring about a big change in his life.

It was at PROA that he fell in love with programming, which gave him the opportunity to transform into a better person and a more complete professional: "PROA offered me the technical and behavioral background to continue in the job market. I learned about empathy, sensitivity, the importance of having more assertive communication, but also the hard skills necessary for the various areas in IT".

The young man from humble origins in Pernambuco saw PROA as a chance for transformation and jumped at it: seven months ago, he began a promising career as a data engineering intern at Heineken, an opportunity he achieved because of a partnership between the company and PROA Institute. And he wants more: "In 2025, I hope to start my postgraduate degree in engineering and data analysis, do an exchange program and develop myself further at Heineken to provide more stability for my family".



PROA student and PROA employee at Demo Day in Recife



PROA students at Demo Day in Recife



PROA students at graduation in Recife



PROA students at graduation in Recife

3.1 PROPROFISSÃO in numbers

Every year, PROPROFISSÃO numbers make us prouder of the young PROANOS (PROA students) who, with such effort, dedication and commitment, have made this project bigger and more relevant.

1. SELECTION PROCESS

7.927
YOUNG PEOPLE SUBSCRIBED

- Online exam
- Tech challenge
- Individual interview
- Evaluation panel
- Meeting with support network

2. DEVELOPMENT AND TRAINING (440 CLASS HOURS)

330
YOUNG PEOPLE SELECTED

6
Months

1%
Dropout

- Java Web Programming Technician
- Behavioral Skills
- Cultural Skills
- Practical
- Demo Day (Final Paper)
(440 Class hours)

3. EMPLOYABILITY

82%
YOUNG PEOPLE EMPLOYED

3
years of employability

- Job opportunity
- Instructions
- Coaching Events
- PROA Alumni Network



Outstanding student of the 1st semester of 2023 receiving the award at graduation in São Paulo



PROA students at graduation in São Paulo



Aunt and nephew during awards ceremony graduation in São Paulo



PROA students at graduation in São Paulo

4

PROA PLATFORM

In 2023, PROA Platform gained new territories to be able to be the bridge between low-income young people and the professional training necessary to fulfill their dreams. Thus, with the support of Instituto Marina e Flávio Guimarães (Marina and Flávio Guimarães Institute), Grupo BMG (MG) (BMG Group) and Fundação Behring (PR) (Behring Foundation), the Platform arrived in Paraná and Minas Gerais.

Just as the young PROANOS from Santa Catarina, Rio Grande do Sul, São Paulo and Rio de Janeiro, now, people from Minas Gerais and Paraná also have the opportunity to participate in a 100% free professional training course, in an online environment, for three months to understand how getting a first job works in practice.





PROA



PROA

impact



“

I want to grow in my area.

**And bring about change
and impact on society
through my work.**

”

ALICE VITÓRIA DE MELLO FRAZÃO

*Young apprentice in the administrative area of P&G
production and Administration student*



RIO DE JANEIRO

A year after finishing high school, Alice was still unsure whether to take the entrance exam to college or to go out in search of her first job. She then saw an advertisement for PROA Institute on Google and thought that this could be an opportunity to find her path.

A resident of Seropédica, in Rio de Janeiro, the young woman took PROA Platform online course and was able to understand which points she could improve on to stand out in the job market through the self-knowledge module: "I was able to understand that where we are born does not define our future, and we are capable of changing our reality".

The shy young woman, who always thought everything was going to go wrong and was full of doubts and fears about the future, saw new horizons open up in front of her and realized that PROA Platform was much more than an online course, but a real opportunity for transformation.

At a PROA event in Seropédica, the PROANA had the opportunity to learn more about P&G and, after a conversation with the company's HR analyst, was recommended by PROA for a place. It was the opportunity that she needed! She currently works as a young apprentice in the administrative area of P&G production, is studying Administration and has many plans for her future: "I want to grow in my area and bring about change and impact on society through my work". And she is already

seeing the impact; the young woman says that her 9-year-old sister Sophia is already a fan of PROA as she sees how many opportunities the NGO has brought to her, and says: "when I grow up I want to join PROA too".





CEO André Felícissimo of P&G and PROA students at the inauguration of P&G + PROA room in Seropédica



PROA students at graduation in Rio de Janeiro



PROA students at graduation in Rio de Janeiro



PROA students at graduation in Rio de Janeiro



“

Employability was what I most hoped for from PROA.

When I was called to fill the vacancy, I thought it was a trick, but I decided to try it and it was really good.

I met a lot of people and I know that without PROA, I wouldn't be where I am now.

”

LUCAS WILLIAN DE OLIVEIRA SILVA

Exchange assistant at Fiotec and Logistics student



RIO DE JANEIRO

Lucas worked as an assistant in a department store in Rio de Janeiro, with no time to go out. He wanted to go to college, but hard conditions and a lack of encouragement prevented him from doing so. But when a young person is determined to change, all they have to do is open the door a little to be able to fly... And that's what happened!

While searching for a job, the young man saw an advertisement for PROA Institute on a TV in the elevator. That was the cue that he needed: he got home and signed up to PROA Platform.

With little time, but a lot of willpower, Lucas managed to complete the course and develop several important aspects of his personal and professional life: "My parents didn't have much information and, like them, I believed it was important to have a job... any job. PROA showed me that work is important, but so is having self-knowledge".

Throughout the modules, the young man discovered what he really wanted for his future, other perspectives about himself and, most importantly, he identified his strong skills and realized that his weaknesses could be improved: "I had perspectives, but they were limited to very small things. I was content with little".

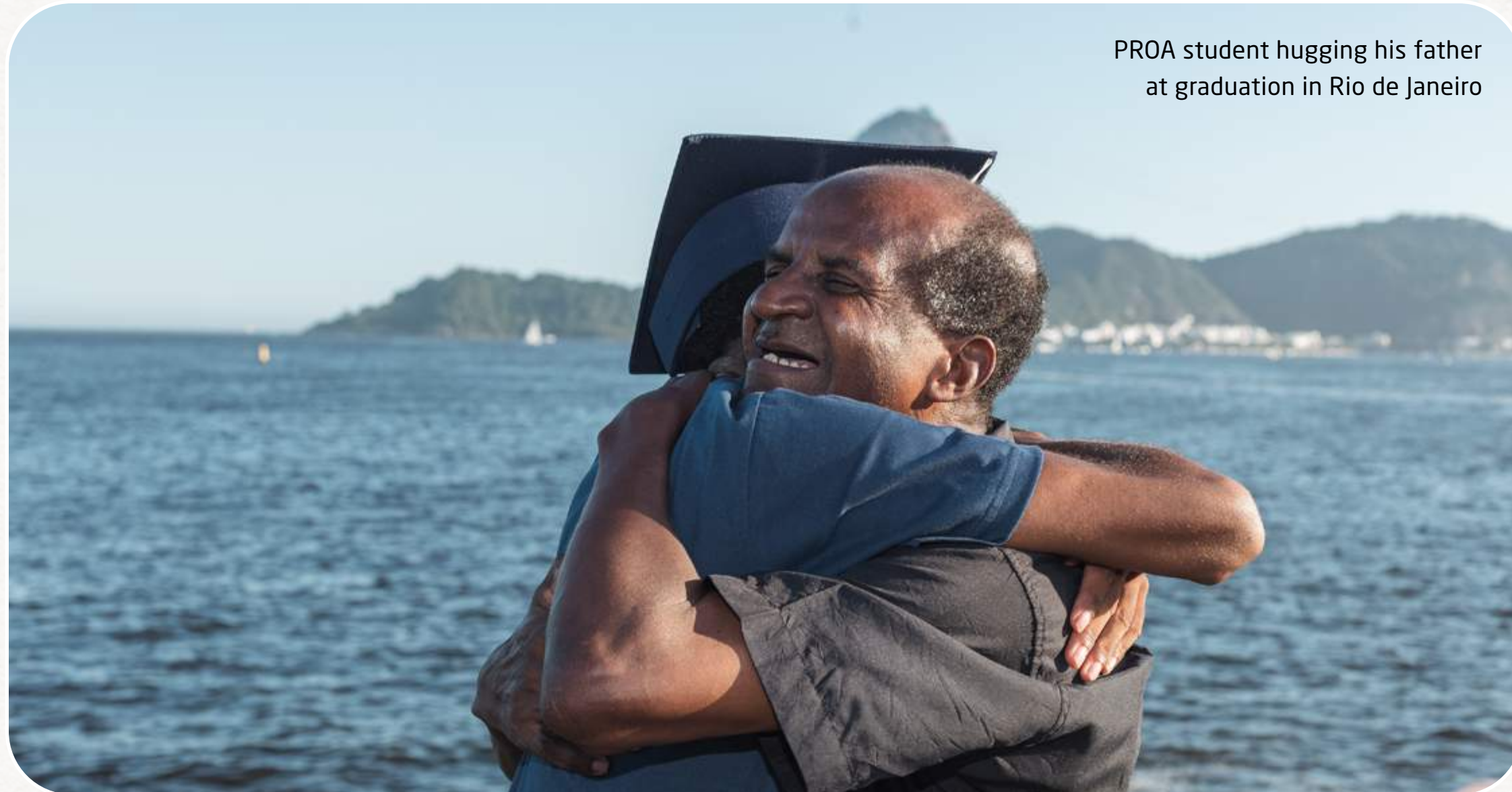
Upon completing the course, the young PROANO got his first job and was able to fulfill his dream of going to college. Currently, he is in his third period of Logistics and works as an exchange

assistant at Fiotec, where he started as a young apprentice: "Employability was what I most hoped for from PROA. When I was called to fill the vacancy, I thought it was a trick, but I decided to try it and it was really good. I met a lot of people and I know that without PROA, I wouldn't be where I am now".

In the future, Lucas dreams of finishing college to help his parents and starting a postgraduate course in logistics focused on the area of international relations.

*Lucas Willian
de Oliveira Silva*





PROA student hugging his father at graduation in Rio de Janeiro



PROA students at graduation in Rio de Janeiro



PROA students visiting Rio de Janeiro's historical sites



PROA students visiting Rio de Janeiro's historical sites

Rio de Janeiro





Today, I am a reference for my sisters and I tell them how PROA impacted my life.

If today I am at the biggest bank in the world, it is thanks to PROA.



JADY ROBERTA DE SOUSA BISPO

IT intern at J.P. Morgan Bank and Systems Analysis and Development student



SÃO PAULO

Jady was called for a job interview in 2022 and discovered that at that time, she did not have any qualifications to enter the job market: "I realized that I needed to take a course and started researching online, when I saw a post about PROA on presenter Patricia Ramos' feed and decided to subscribe".

Soon, she realized that PROA Platform would make a difference in her life, offering her the opportunity to truly know herself and identify what she really wanted and the paths that she wished to follow.

So, the young woman, who hadn't much idea of what she wanted for her future, saw the world open up in front of her and believes that "if I hadn't gone through PROA, I might not be able to work in the area that I work in today".

Currently, Jady is studying Systems Analysis and Development and, thanks to PROA, she managed to get an opportunity as an intern in the IT area at J.P. Morgan Bank.

The young woman, who is the pride of her family, knows the difficulties that low-income people have to face, but that doesn't mean she thought about giving up: "My mother always said that if we don't do it for ourselves, no one will".

In the future, with the certainty of building a successful trajectory, the young woman dreams of gaining her place as an analyst and does not want to stop studying: "Today, I am a reference for my sisters and I tell them how PROA impacted

my life. If today I am at the biggest bank in the world, it is thanks to PROA".





PROA student with her tutors at graduation in São Paulo



PROA student with his mother at graduation in São Paulo



PROA students at graduation in São Paulo



PROA student at a class in São Paulo



“

I was worried that my first job would be somewhere that I would get stagnant,

but it's wonderful knowing that where I am I have the chance to grow and develop.

”

CAMILA APARECIDA LIMA MARTINS

Young apprentice in the UI/UX area of the Casas Bahia group and student of Systems Analysis and Development



SÃO PAULO

Close to finishing high school, Camila already wanted to enter the job market and saw PROA as an opportunity to start to get qualified.

Through PROA Platform, the young woman discovered that she could be the protagonist of her own story and that, to do so, she would need to know herself well to show the world her full potential: "I learned the importance of being a protagonist, and that made a big difference in my life".

With few prospects before the course, the young woman had never imagined what awaited her. After completing PROA Platform, however, she saw her life transformed: "PROA advertised a visit to Casas Bahia group, and I applied. I didn't know, but they were already evaluating the students. The next day, I received a message saying that they had vacancies for young apprentices, I did the interview and, on the same day, I found out that I had passed".

The young woman who, until then, had had no hope of working in a large company, now works in the UI/UX area of Casas Bahia group: "I was worried that my first job would be somewhere that I would get stagnant, but it's wonderful knowing that where I am I have the chance to grow and develop".





“

When I talk about PROA, no one believes it, because it's difficult to get something good for free, but I always say that it's worth joining the PROA Platform,

*because it really does work!
I loved the experience!*

”

**MARIA LUIZA
PATROCÍNIO SANTOS**

Young apprentice at MRV



MINAS GERAIS

From Ribeirão das Neves, metropolitan region of Belo Horizonte, Minas Gerais, Malu was still in her second year of high school when she discovered PROA Institute. At the time, everyone was asking what she would do when she finished her basic education studies and, even though she knew she liked sports, she was looking for a way to make sure that this was really her path.

Through PROA Platform's self-knowledge classes, Malu managed to see a way to make her dream come true: "I thought it would be much more difficult to finish high school and enter the job market, but at PROA, I realized that there are people who want to welcome young people into the job market and are willing to extend a helping hand to us".

Taking PROA Platform course not only helped Malu learn more about herself, but also about others and the importance of relationships for personal and professional development: "PROA helped a lot in my own development and in my contact with other people, as well as better communication, behavior and in dealing with people of different profiles".

With the help of PROA, the young woman also managed to improve her CV, getting an opportunity as a young apprentice at MRV, an engineering and construction company.

For the future, the young woman hopes to join a college focused on Sports as this is the career of her dreams.

"When I talk about PROA, no one believes it, because it's difficult to get something good for free, but I always say that it's worth joining PROA Platform, because it really does work! I loved the experience!"

Maria Luiza Patrocínio Santos







PROA students in Minas Gerais



PROA students at graduation in Minas Gerais



PROA student in Minas Gerais



PROA Collaborator and PROA student at graduation in Minas Gerais



“

PROA helped me a lot with the interview part and how to put together a CV,

and I hope to stay at the company where I am and pursue a career in the accounting area.

”

KELLY FRITZEN MALDANER

Financial reporting intern at Engie and Accounting Sciences student



SANTA CATARINA

In 2022, Kelly, from Santa Catarina, decided to change her Physics course at college for another degree and leave her job as a saleswoman in a shopping mall store to seek an opportunity in the administrative area. But, despite taking part in several interviews, they weren't working out.

When she discovered PROA Institute, she saw a chance to learn more about the job market and improve her CV in order to seek new career opportunities: "I improved a lot in my self-knowledge, I learned about creating a CV and how to behave in an interview, which was essential to where I am".

Kelly was already looking for an opportunity in the accounting area before starting on the PROA Platform, but PROA strengthened this idea. The young woman, thus, exchanged her degree in Physics for the Accounting Sciences course at the Universidade Federal de Santa Catarina (Federal University of Santa Catarina) and has already gained a position in her area: currently, she is a financial reporting intern at Engie, an electricity company.

"PROA helped me a lot with the interview part and how to put together a CV, and I hope to stay at the company where I am and pursue a career in the accounting area".





My work is opening my eyes to new horizons and possibilities.

I want to link Banking Law to Criminal Law and become an analyst



ISADORA GUIMARÃES PERES

Young apprentice in the Legal area of Lojas Renner and Law student



RIO GRANDE DO SUL

It was during the pandemic that PROA Institute entered Isadora's life. At that time, with high school already completed, the young woman was trying to enter the job market, as well as Law school, but without much success.

She got a job as a receptionist at a language school, but Isadora wanted more and, when looking for courses online, she found out about PROA and started taking PROA Platform modules during work breaks: "The flexibility of the course was decisive for me being able to continue".

Throughout the course, Isadora saw vast improvements in her self-confidence, communication and self-knowledge, and realized that the live practical classes were an excellent opportunity to practice everything that the job market is looking for: "I had already worked as a young apprentice before, but I didn't have the preparation that the job market seeks in a professional".

Before PROA, the young woman dreamed of studying Law and having financial stability. Opportunities then began to arrive, and currently, Isadora works in the Legal department at Lojas Renner, as she always dreamed of, in addition to studying Law at Ritter dos Reis Center University.

For the future, the young PROANA already has plans: "My work is opening my eyes to new horizons and possibilities. I want to link Banking Law to Criminal Law and become an analyst".



PROA Collaborator and PROA student at graduation in Rio Grande do Sul



PROA student and his family at graduation in Rio Grande do Sul



PROA Employees and PROA students at graduation in Paraná



PROA employees and PROA students at graduation in Paraná





“

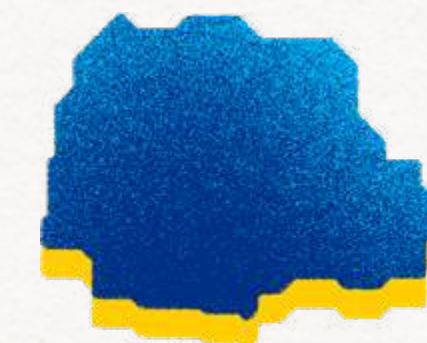
I always thought about working, but PROA helped me to plan better. I didn't want to work in just any company and, thanks to PROA, I was accepted into a cool place.

And this is the first big step on my path.

”

JEAN MAYCON DE LIMA

Young apprentice at Claro



PARANÁ

Born in Rio Grande do Sul, but living in Curitiba, Paraná, for thirteen years, Jean had just left his old job and was looking for something new when he heard about PROA's arrival in the State.

It was on TV that he got his first information about the Platform and realized that it could be an opportunity to develop personally and professionally for free.

Throughout the course, Jean saw the importance of self-knowledge in finding a job that suited his profile and expectations: "When I decided to subscribe to PROA, I wanted to truly participate in the experience that was being provided."

The young man, thus, who was a little lost, began to find himself and, shortly after completing his studies at the PROA Platform, he got a job as an administrative assistant at Claro: "I always thought about working, but PROA helped me to plan better. I didn't want to work in just any company and, thanks to PROA, I was accepted into a cool place. And this is the first big step on my path".

Jean
Maycom
de Lima



Paraná

Rio Grande do Sul



Santa Catarina

PROA students in Santa Catarina



PROA students in Paraná



PROA students in Santa Catarina



PROA students at graduation in Rio Grande do Sul



4.1 PROA Platform in numbers

1. SELECTION PROCESS

58.561 → **25.615**
 STUDENTS SUBSCRIBED STUDENTS APPROVED

2. DEVELOPMENT AND RESULTS

+6.000 *GENERATING AN INCOME OF*
 YOUNG PEOPLE EMPLOYED **+BRL100 MILLION PER YEAR**

ESSENTIAL PATH
 (100 Class hours)

Self-knowledge Professional Project

Logical reasoning Communication

Administration (P&G) Data Analysis

Customer Service (Marina and Flávio Guimarães Institute)

Financial Education (Dahlia and Bloomberg)

Data Management - Excel and Power BI (Microsoft)

Retail (Casas Bahia Foundation) Logistics (P&G)

UX Design (Accenture) Brand Promotion

WeLab (Instituto HEINEKEN)

TECHNICAL PATH
 (50 Class hours)

3. EMPLOYABILITY

65% *YOUNG PEOPLE*
 EMPLOYED

3
 years of
 employability

Job opportunity Instructions
 Coaching Events
 PROA Alumni Network

YOUNG PEOPLE FROM ALL OVER BRAZIL MEET AT PROA



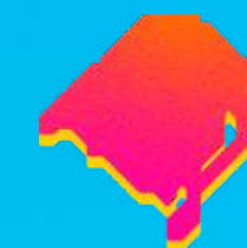
MARIA LUIZA
PATROCÍNIO SANTOS
Minas Gerais



LUCAS WILLIAN
DE OLIVEIRA SILVA
Rio de Janeiro



KELLY FRITZEN KELLY
FRITZEN MALDANER
Santa Catarina



ISADORA GUIMARÃES PERES
Rio Grande do Sul



JADY ROBERTA
SOUSA BISPO
São Paulo



ALICE VITÓRIA
DE MELLO FRAZÃO
Rio de Janeiro



CAMILA APARECIDA
LIMA MARTINS
São Paulo



JEAN MAYCON DE LIMA
Paraná





PROA students at graduation in Minas Gerais



PROA students at graduation in São Paulo



PROA students and PROA Collaborator at graduation in São Paulo



PROA students at graduation in São Paulo

5

SEA OF CONTENT

2023 was a year in which PROA Institute strengthened its presence in the digital environment through social networks.

Through content that is always connected to the needs and aspirations of young people, we saw significant growth in numbers, especially on Instagram, where we reached 118 thousand followers and continue to grow every day.

Posts with job market tips and relevant information, reels with large numbers of views and even current memes adapted to the NGO's theme, made our networks a success!





INSTAGRAM

FOLLOWERS

2022

60 thousand

2023

118 thousand



LINKEDIN

FOLLOWERS

2022

32 thousand

2023

39 thousand



FACEBOOK

FOLLOWERS

2022

22 thousand

2023

24 thousand



YOUTUBE

FOLLOWERS

2022

9 thousand

2023

11 thousand

5.1 PROA in Rio



PROA *in Rio*

In May 2023, to celebrate the graduation of over 2,120 young people in Rio de Janeiro through PROA Platform, we held a grand event called “PROA in Rio”.

The celebration took place at Museu do Amanhã (Museum of Tomorrow) and included the very special participation of PROANOS and great personalities from Rio de Janeiro, such as journalist Mariana Gross, administrator and businesswoman Nath Finanças and content creator Matheus Costa.

A unique opportunity to get to know this great cultural center in Rio de Janeiro better and an unforgettable day to every PROANO's memory!



PROA
in Rio

PROA
in Rio



PROA
in Rio

PROA students at PROA in Rio



PROA student with the content creator Matheus Costa at PROA in Rio



PROA students at PROA in Rio



PROA students at PROA in Rio



CEO, PROA Collaborator and Nath Finanças



CEO, PROA Collaborator and Mariana Gross



PROA Collaborator and PROA students at PROA in Rio



PROA students receiving gifts at PROA in Rio

5.2 The Future Of The Employability Of Young People



O FUTURO DA EMPREGABILIDADE JOVEM

Reinforcing its pioneering spirit on the subject of young people and their first job, PROA was the first NGO to hold an event focused on young people's employability in Brazil.

With the theme "The Future of Employability of Young People", the event brought around 150 companies together at Teatro Unimed (Unimed Theater) to talk about the impact of unemployment, and the importance of giving them a voice and placing young people as the protagonist of their story in the job market.

Speakers of great national relevance brought important information to young people for their professional future. Among them were Vivianne Naigeborin, from Fundação Arymax (Arymax Foundation), who presented research on the topic of youth; Andreza Maia, specialist in inclusion and diversity, who spoke about the importance of creating diverse environments in the corporate world; Maite Leite, from Santander, and Ana Buchaim, from B3, who spoke with PROA Institute CEO, Alini Dal' Magro, about the forms of productive inclusion of young people in the job market and their challenges. The event also brought the inspiring story of Yasmin Borges to the guests, ex-PROANA, who is currently the HR coordinator at Banco Itaú (Itaú Bank).

Thinking on a large scale, the NGO created a new platform, launched during the event: PROA Jobs, a job vacancy portal that offers young PROANO's even more opportunities for employment and social transformation.



O FUTURO DA

EMPREENHADORIA

JOVEM



O FUTURO DA
EMPREENHADORIA
JOVEM

O FUTURO DA
EMPREENHADORIA
JOVEM

O FUTURO DA
EMPREENHADORIA
JOVEM

O FUTURO DA
EMPREENHADORIA
JOVEM
Blanca Alencaster
FLOKI



Guests at the event
The Future of the Employability of Young People



Maite Leite, CEO of PROA and Ana Buchaim at the event
The Future of the Employability of Young People



Director of Employability at
PROA at the event The Future of
the Employability of Young People



Yasmin Borges, EX-PROANA
and HR Coordinator at
Itaú on the questions panel



Andreza Maia speaking at the event
The Future of the Employability of Young People in São Paulo



HR experts at the event
The Future of the Employability of Young People



Vivianne Naigeborin presenting the
research by the Arymax Foundation at the event
The Future of the Employability of Young People



Guests at the event
The Future of the Employability of Young People

5.3 Fundraising Event



Goquetel 2023 Beneficente

INSTITUTO PROA

In 2023, in celebration of PROA's 16th anniversary, a fundraising cocktail was held with the presence of around 60 corporate and individual donors to raise funds to continue PROA Institute's projects.

During the event, in addition to presenting the numbers for 2023 and plans for 2024, guests could hear the stories of ex-PROANES such as Allana Layne and

Guilherme Rolim who are already highly achieving in the job market, as well as hearing a little about the success story and challenges of tennis player Bia Haddad Maia and her coach Rafael Paciaroni.

An inspiring event, which brought together people who believe in PROA Institute's purpose, want to engage in the mission and want to contribute so that the NGO can continue scaling and secure its legacy of social transformation.

Bia Haddad Maia
&
Rafael Paiva Azevedo



Guests talking at the Fundraising Cocktail



Guest and PROA students at the Fundraising Cocktail



Tennis player Bia Haddad Maia and her coach Rafael Paciaroni speaking at the Fundraising Cocktail



Guest and PROA students at the Fundraising Cocktail





Florian Bartunek and Susanna Lemann (PROA founders) at the Fundraising Cocktail



Florian Bartunek and Jorge Paulo Lemann at the Fundraising Cocktail



Fabio Ermírio de Moraes with his wife and children at the Fundraising Cocktail



Fabricio Bloisi and wife at the Fundraising Cocktail

6

PARTNERS

**Another year making dreams
come true together!**

2023 was, without a doubt, a year of great growth and achievements for PROA Institute. And everything we were able to achieve was only possible because we are united!

The union of everyone with the same purpose, with eyes focused on the same objective, which is to promote social impact through transforming the lives of thousands of young people, kept our ship sailing.



Oracle volunteer talking about career with the young PROA in Women's Month



As the poet said, "Sailing is necessary", and that is what we are doing... and we are going further and further. Our route is mapped out and the certainty of having partners, financiers and volunteers who are enthusiastic and delighted by the cause, by our side, held firmly in our hands, is what gives us more and more strength to carry on and continue to renew hopes and dreams.

May we continue to move forward together, always, towards new seas!



CEO of PROA at Bloomberg in Women's Month



PROA young people visiting the Casas Bahia Group store



6.1 Corporate Donors

CRUZEIRO



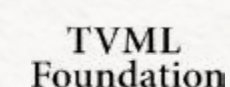
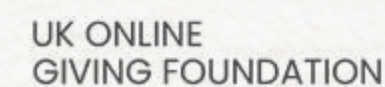
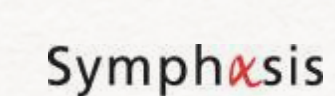
NAVIO



BARCO



CANOA



6.2 Individual Donors

Abilio e Geyze Diniz
Alexandre Dedavid
Alexandre Elis
Ana Maria de Oliveira
Ana Maria Diniz
Ana Paula Martinez
André Navarro Barros
André Street
Anick Saesseli
Anita Besson
Anna Gabriela Antici
Anna Prada
Arthur Vicintin
Beatriz Hime
Bianca Haegler
Breno Rocha Comin
Carla Maria Flores Ribas
Christina Haegler
Claudia Maria Flores Ribas
Cristina Maria Flores Ribas
Daniel Gutenberg
Daniel Mally
Danilo Silva

David Velez Osorno
Débora de Cássia Lucats Bizerra
Eduardo Sverner
Enedi Peres
Evandro Oliveira Souza Neto
Fabio Ermirio de Moraes
Fabio Milnitzky
Fabricio Bloisi
Flavia Faugeres
Florian Bartunek
Frederico Albarran
Gilberto de Lima Gonçalves
Gustavo Emilio Souza
Henrique Araujo de Almeida
Hitalo Cesar
Humberto Oliveira
Jonizio Pina
Jürg e Manuela Schäppi
Leandro Ferreira
Luis Stuhlberger
Luiz Francisco Guerra
Marcel Cardoso
Marcel Telles

Marcelo Barbará
Marcelo Vicentini
Marco Andrea Bregenzer
Mauricio Fernandes
Mauricio Machado de Minas
Mayara Abreu Dias
Monica Saggioro
Nara Roesler
Natália Menon Alouche
Nathalia Saad
Nelson Roesch
Paloma Alves
Patrice Etlin
Paulo Haegler
Renata Castro e Silva
Rudolf e Ursula Gotz-Mally
Salli Bengaly de Souza da Silva
Silvia Mally Bregenzer
Stephanie Mayorkis
Susanna Mally Lemann
Veronica Allende Serra
Victoria Gavioli

6.3 Institutional Supporters

Água na Caixa
Amplilume
Bioleve
Booming
BRASAS
C2R Mídia
Cinemark
CPTM
Criativa Painéis
Cultura Española
DMS
Eletromídia
English Live
Escape60
Espaço Refletir
Estuda.com
FAAP
Gauss
Globo
Goethe-Institut
Hashtag Treinamentos
IAB Brasil

IMOBÍ
Instituto GRPCOM
Inspirar-te
Instituto Ramacrisna
JCDecaux
Kibon
Life
Marcas com Sal
Marilan
MeSalva!
Metro
Meu Entrevistador
MITA
M2M
M2Worldwide
NEOOH
O Futuro das Coisas
Outback
O2 Filmes
Prisma
Prox
Programa Impulso

Piquenique Seguros
Quatro Cinco Um
Roots To Go
Royal Midia
Setdoor
Sistema Divina Providência
Squid
SUNO United Creators
Suburbanos
Tentáculo Áudio
Tirolez
Tomi
Trento Allegro
T4F
Unid Agindo
Veled
Voitto

6.4 Public Partnerships

Associação Metropolitana de Micro e Pequenas Empresas de Santa Catarina

Comitê para Democratização da Informática

Companhia de Desenvolvimento Industrial do Estado do Rio de Janeiro

Coordenadoria de Juventude e Políticas Públicas de Niterói

Federação da Educação Profissional e Administração Pública de Itajaí

Fundação Gaúcha do Trabalho e Ação Social

Governo do Estado do Rio de Janeiro

Prefeitura de Blumenau

Prefeitura de Canoas

Prefeitura de Florianópolis

Prefeitura de Franco da Rocha

Prefeitura de Gaspar

Prefeitura de Itajaí

Prefeitura de Jaraguá do Sul

Prefeitura de Joinville

Prefeitura de Palhoça

Prefeitura de Pelotas

Prefeitura de Santo Amaro da Imperatriz

Prefeitura de São José

Prefeitura de São Leopoldo

Prefeitura de Seropédica

Prefeitura do Rio de Janeiro

Secretaria de Desenvolvimento Econômico, Indústria, Comércio e Serviços do Governo do Estado do Rio de Janeiro

Secretaria de Educação do Governo do Estado de São Paulo

Secretaria de Estado da Educação do Governo de Santa Catarina

Secretaria Municipal de Desenvolvimento Econômico e Meio Ambiente de Santo Amaro da Imperatriz



6.5 Employers

Accenture	Banco BV	Cinemark	Drogaria São Paulo	GPA
Aegea	Banco Citibank	Claro	Easychange	GRB
Águas do Rio	Banco Itaú	Coca-Cola FEMSA	EISA	Grupo Cataratas
Aliansce Sonae	Banco BMG	Coletivo Aprendiz	Elastri Engenharia	Grupo Casas Bahia
Almaviva do Brasil	Banco PAN	Concentrix	Elecnor	Grupo DPSP
Amazon	Banco Santander	Confitec	Elogroup	Grupo Fleury
Ambev	banQi	Copastur	EPI-USE Brasil	Grupo Nós
Ame Digital	Bravo	Correios	ESPM	Grupo NotreDame Intermédica
Amil Assistência Médica	BRF	Credit Suisse	Espro	Grupo Trigo
Apprenty	Burger King	Creditas	Estratégia Concursos	HDI Seguros
Arca Saúde	C&A	CSP Tech	Estratégia Educacional	HEINEKEN
Arco Educação	Cacau Show	CUP RH	Evolutime	Help!
Artlatex & Amalu	Cadastra	Cyrela	Exército Brasileiro	Hospital A.C.Camargo Cancer Center
Assaí	Camp Mangueira	Dasa	FEMME - Laboratório da Mulher	Hospital Alemão Oswaldo Cruz
Atacadão	Carrefour	DHL	Fidelity	Hospital Israelita Albert Einstein
Atento Brasil	Casa & Video	Di Santinni	Fiotec	Hospital São Camilo
Azul Linhas Aéreas	Casa do Biscoito	Dia Brasil	Flora Cosméticos & Limpeza	Hospital Sírio-Libanês
Azul Seguros	Casas Pedro	Discovery Networks Brasil	Fundação Vunesp	HS Prevent
Baker Hughes	Catskillet	Dotz	Genial Investimentos	Hypeone
Banco BMG	CCR	Droga Raia	Getnet	IBGE
Banco Bradesco	CIEE	Drogaleste	Global Hitss	ldwall

6.5 Employers

iFood	MarketUP	Pernambucanas	Santa Marcelina	Tmkt
Iguatemi	McDonald's	Personale Consultoria	SGA Toyota	Trend Micro
Inmetrics	Mega Rio	Petrobras	SGI	Uihôa Canto
Instituto Empreenduca	Mercado Livre	Plano&Plano	Sodexo	Unidas
Instituto PROA	MFX	Porto Seguro	Sodre Santoro	Unimed
Ipiranga	ML Gomes Advogados	Privalia	SPDM	Universidade Cruzeiro do Sul
Iron Montauin	Mondelez	PROFARMA	Stefanini	Valtech
isaac	Mondoré	Prompt	Stone	Veeva Systems
Isbet	Multiverse Experience	Proz	Supermercados Guanabara	Vem Conveniência
J.P. Morgan	Natura	Qualicorp	Suzano	Via de Acesso
JLL	Neo BPO	Raia Drogasil	Syngenta	Vigor
Kantar	NEON	Randstad Brasil	Talenses	VILA 11
Koch Atacadista	Nestlé	RecargaPay	TecBan	Vivaz
KPMG	Nubank	Rede D'Or São Luiz	Technip FMC	Vivo
Leroy Merlin	Nube	Renapsi	Tekno	Volkswagen
Localiza	Numeric	Reply	Teleperformance	VR
Loft	Omie	Reserva	Telhanorte	VUNESP
Loggi	OMOTOR	Rodex	Tembici	Websupply
Lojas Americanas	Orbia	Roldão Atacadista	Tenda Atacado	Wipro
Lojas Renner	Outback	Roveri	Tim	Zaffari
Magazine Luiza	P&G	Sabemi	Tirolez	Zinzane

7. Behind The Scenes

Board

Lissa Collins
President

Marcelo Barbará
Vice-president
founder

Florian Bartunek
founder

Susanna Lemann
founder

Agapito Troina
Fernando Shayer

Fiscal Committee

Frederico Albarran
Taiguara Alecio Oliveira

Team PROA

Alini Dal'Magro
CEO

Ana Carolina Arnoni
Marketing Specialist

Ana Laura Valerio
Product and Engagement Coordinator

Andressa Lima
Operations Analyst

Bruna Barletta
Institutional Manager

Darlene Nogueira
Service Supervisor

Emilly Barbosa
Marketing Analyst

Érica Vieira
Employability Coordinator

Evelyn Thamires de Paula
Employability Analyst

Hugo Moreira
Employability Analyst

Izabelly Bueno
Administrative Analyst

Jorge Hohmuth
Marketing Manager

Kamilly Santiago
Marketing Assistant

Karine Costa
Employability Analyst

Letícia Nunes
Employability Supervisor

Mariane Oliveira
Marketing Analyst

Mayla Alencar
Employability Specialist

Michelle Claro
Data Specialist

Miliani Greco
Employability Analyst

Nathália Lobato
Executive Assistant

Pablo Ranfley
LMS Administrator

Regiane Tofanello
Employability Director

Renan Gurjão
Partnership Analyst

Ricardo Alves
Pedagogical Operations Coordinator

Rodrigo Santos
Growth Marketing Coordinator

Rosani Bertelli Amat
Operations Specialist

Sol Silva
Employability Assistant

Thayany Silva
Project Analyst

Túlio Gomes
Product Specialist

Wesley Linares
Operations Manager

PUBLICATION CREDITS

Jorge Hohmuth
Coordination

Kamilly Santiago
Coordination

Renan Mansano
Graphic Project

Potira Cunha
Writing and Review

Alan Rodrigues
Photography

Alexandre Dias
Photography

Ana Bia Novaes
Photography

Alile Onawale
Photography

Bruno Bariani
Photography

Bruno Kruber
Photography

Clara Zarth
Photography

Guto Garrote
Photography

Guilherme Cunha
Photography

Hayza Ramos
Photography

Hermes Bezerra
Photography

Marcelo Gigante
Photography

Melka Nogueira
Makeup

Raquel Elis
Makeup

Sarah Glizt
Photography

Victor Matos
Photography

Thiago Martins
Photography

ASSOCIAÇÃO INSTITUTO PROA

FINANCIAL STATEMENTS

YEAR ENDING ON 31 DECEMBER 2023
(IN THOUSANDS OF BRAZILIAN REALS)



Click here or point
your cell phone
camera and check
out the full Audisa
audit report.

OPERATION INCOME

Total Operating Income	R\$ 15.787
Total Costs	R\$ 8.962
Gross Surplus	R\$ 6.825

OPERATING EXPENSES

Administrative And General Expenses (Voluntary And Donated Services)	R\$ 3.016 ¹
Other Expenses	R\$ 1.263
Total Expenses	R\$ 4.279
Result Before Financial Income And Expenses	R\$ 2.546



1. In compliance with accounting norms, PROA assesses income received from voluntary services, which are recognized in the result for the year as operating income and, as a contra-entry, assessed in the same amount in the operating expenses.



BECOME A PROA PARTNER

You can also advance the transformation of young people through education and employability! Contact us and together let's build a better future for society as a whole.

Contact us

contato@proa.org.br

PROA.ORG.BR



PROA

Instituto PROA

WEWORK

AV. BRIGADEIRO FARIA LIMA, 4.055

1º FLOOR - ITAIM BIBI

04538-133 - SÃO PAULO - SP

PROA.ORG.BR