



PROA

More young
people on
board the
future

Activities
Report 2019



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A DREAM MOVES US

Introduction

LETTER FROM THE BOARD

A dream moves us: to transform young people with few opportunities into the authors of their own success stories. And to help them write them, for thirteen years we have provided quality training to thousands of students at the PROA Institute. As such, we train independent and prepared citizens for the job market, broadening horizons and making dreams come true.

And the dreams that come true can be quite diverse. Be they small day-to-day victories, such as overcoming the fear of speaking in public, or major achievements, such as a promising first job or acceptance into university, the results of the young 'PROANS' surprise us every year. And 2019 was no different!

Once again, we fulfilled our commitment to qualify low-income young people from public schools, providing the tools for their development and thinking of a future full of opportunities that present themselves. In the pages ahead, you can read about how our work impacts thousands of young people and society as a whole year after year.

Regards,

Board of Trustees.



2. 2019 at PROA

The year 2019 was a prosperous one for PROA. Through the PROPROFESSION project, we prepare students so that 88% of them can enter the job market equipped with the knowledge and skills necessary to adapt to this new phase of their lives.

We are active inside public schools, where young people with few ambitions manage to build and redesign their life plans in the “From School TO WORK” project and, in doing so, rekindle their dreams. The success of the previous year’s work enabled us to expand the project, and we now offer new prospects and opportunities to students from 6 state schools in São Paulo.

With the goal of increasing the cultural repertoire of the young PROANS, which is essential for their personal and professional development, the first results of the PROACOINS program were seen in 2019, when the winners of the game could enjoy new and enriching experiences both inside and outside the country.

The year also included significant projects for our young PROANS that impacted them in extraordinary and innovative ways.

In a new partnership with the Economic Development Department of the State of São Paulo and the Paula Souza Center, PROA launched the teaching system called “Young People on Board the Future”. The initiative aims to take the PROA methodology to young people across Brazil using modern educational strategies, reinforcing the relevance of PROA for society and the importance of building a Life Project.

At the end of 2019, PROA was present at the Municipal Theater of São Paulo in an event called PROA Talks, a meeting that, for the first time, brought together more than 800 of our students and alumni with major leaders and entrepreneurs. The event permitted distinguished speakers such as Luiza Helena Trajano (Magazine Luiza), Nathalia Arcuri (Me Poupe!), Rodrigo Galvão (Oracle) and Tiago Alves (Regus) to share their experiences.

It is actions like these and the achievements of our young people every year that encourage us to work every day to reach our goals and produce the best results.

The transformation and the future of society is in our hands.

Let’s go together!

3.

PROJECT PROPROFESSION

PROA JOURNEY OF ACTIVITIES

OUR WORKING PROCESS IS FULLY
THOUGHT OUT TO ENSURE THAT IN THE
RELATIVELY SHORT PERIOD OF TIME WE
SPEND WITH THESE YOUNG PEOPLE,
THEIR LIVES CHANGE EFFECTIVELY.

1 SELECTION PROCESS

12,638
young people registered

3,425
young people interviewed

- * Online test
- * Group role-play
- * Individual interview
- * Board of examiners
- * Meeting with parents/guardians to align expectations

2 DEVELOPMENT AND TRAINING

640
young people
selected

 **6**
months

- * Technical
- * Behavioral
- * Cultural
- * Practical
- + End-of-course project
(number of hours: 436)

3 EMPLOYABILITY

88%¹
of the young
people employed

 **3**
years

- * Employment opportunity
- * Guidance
- * Coaching
- * Events
- * PROA Alumni Network

1. Students from the 1st half of 2019 – data from May 2020

3.

PROJECT PROPROFESSION

IN A SHORT AND INTENSE PERIOD OF SIX MONTHS, HUNDREDS OF YOUNG PEOPLE DEVELOP FUNDAMENTAL SOCIO-BEHAVIORAL SKILLS SO THEY CAN BUILD A LIFE PROJECT THAT IS ACHIEVABLE AND START EFFECTIVELY CHANGING THEIR LIVES. IT INVOLVES FOUR HOURS A DAY OF PRACTICAL, CULTURAL AND TECHNICAL ACTIVITIES THAT HELP THEM BUILD A PROMISING FUTURE IN THEIR WORK AND STUDIES, FOCUSED ON ENSURING THEM A GOOD QUALITY JOB AFTER THE PROJECT. THIS IS PROPROFESSION.



It was on SPTV, the São Paulo television news program, that Julia's father saw a report on PROA and thought about his daughter. Julia wanted to take a technical vocational course that was not too long, like they usually are, and when she went on the PROA website she saw that the Institute had everything she was looking for.

"I went on the website, read everything about the project and saw that it was exactly what I wanted. I signed up and it was a transformative experience."

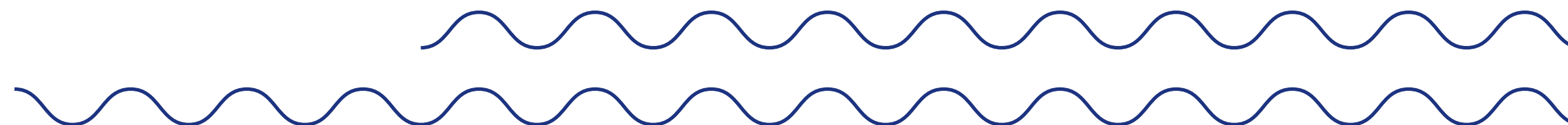
Still unsure what she wanted to do after finishing high school, all Julia knew is that

needed to get a job if she was going to get into university. But her goals seemed a long way off and Julia did not know exactly where to start. At PROA, she could craft her life plan in a more organized way, with the support of the teachers. According to her, *"it was the tools of the behavioral and technical module, and the support the teachers that helped me get where I am now".*

"PROA helped me define my study time and my plans for reaching my goals. Moreover, it took me in directions that I never imagined I would go, such as the course on Public Administration at FGV, which I never even knew existed."

JULIA ROBERTA KLEIN

*Public Administration student at the
Getúlio Vargas Foundation (FGV)*



3. PROPROFESSION



PROPROFESSION
students in one
of the classes



Visit by PROPROFESSION
students to the
headquarters of Via Varejo



Young people from the
PROPROFESSION course
at an event at Cine PROA

3. PROPROFESSION

Her time at PROA earned her a job as a young apprentice at Vigor, where she worked for 9 months while she took a preparatory course for the university entrance exam. More importantly, however, it was at the Institute that she discovered an undergraduate course she really identified with and realized that she could reach higher heights.

A student of Public Administration at the Getúlio Vargas Foundation (FGV), Julia believes that PROA caused a revolution in her life, by showing her paths to follow, and she hopes to bring this revolution into the lives of other people in her future profession.



BECAUSE OF PROA, I GOT MY FIRST JOB IN A MULTINATIONAL, I DISCOVERED AN UNDERGRADUATE COURSE THAT I REALLY IDENTIFY WITH AND I ENCOUNTERED TOOLS THAT HELPED ME GET INTO UNIVERSITY. I WOULD DO IT ALL AGAIN!"

JULIA ROBERTA KLEIN

Public Administration student at the Getúlio Vargas Foundation (FGV)



*I AM A CHANNEL FOR
CHANGE NOT ONLY FOR
MY OWN LIFE, BUT FOR
THE LIFE OF MY FAMILY.
IF I GET A SOLID CAREER,
I WILL BE ABLE TO
HELP MY PARENTS AND
GUARANTEE FOR THEM
WHAT THEY NEVER HAD."*

**ROBERT
SANTANA
SANTOS**

*Architecture student and
apprentice at Cyrela*

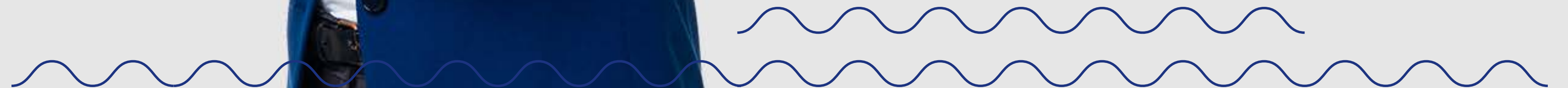


After finishing high school and spending a year looking for work, Robert saw the flame of his dreams begin to flicker out, but it was on the recommendation of a friend that he came to PROA and rekindled his dreams. *"Being in that situation and discovering that there is an institution that would train me and place me in the job market meant a lot to me."*

When he came to PROA, he encountered people, companies, places he had never been before, even though he had lived in São Paulo for 12 years, but more importantly he got to know himself better.

"At PROA, I could look back at my background and recover values so I could stand out more in a job interview."

Today, at age 20, he is studying Architecture and Urban Planning in Sao Paulo and he earned an 80% scholarship on merit. He works as a young apprentice at the real estate company Cyrela, where he dreams of building a long and promising career.





//

*FROM THE MOMENT
I WALKED INTO PROA,
I SAW THAT MY LIFE
PROJECT WAS POSSIBLE."*

LARISSA CRISTINA DIAS ABRANTES

*Fashion and Design student
at Senac and planning assistant
at Suno United Creators*

Larissa found her way to PROA after seeing an advert on Facebook. Fresh out of high school, studying for the university entrance exam and looking for a job, she realized that a preparatory course could be an important step for her future.

Although she had wanted to attend university and find a good job for some time, it was through PROA that she managed to craft her life plan more clearly and develop the skills necessary to secure a job.

Shortly after her training at PROA, Larissa entered the job market and her life was transformed. She started studying again for the university entrance exam, earned a scholarship from the Prouni program and is now taking the Fashion and Design course at Senac, and she also works as a planning

assistant at the advertising agency Suno United Creators.

"PROA was the bridge that let me pursue my dreams. If I didn't have a job, I wouldn't be able to pay for university."

Even though she had the support of her family, few people thought Larissa would succeed, but PROA showed her that her transformation depended on one person alone: herself. It was by completely changing her position in the face of life's obstacles, with the support of the teachers, that she began to envision new opportunities. And this is what underpins her future projects: *"I want to be a professional who can show people with the same background as me that the path I have taken is possible and viable for anyone, as long as you believe in yourself."*

3.1. PROPROFESSION

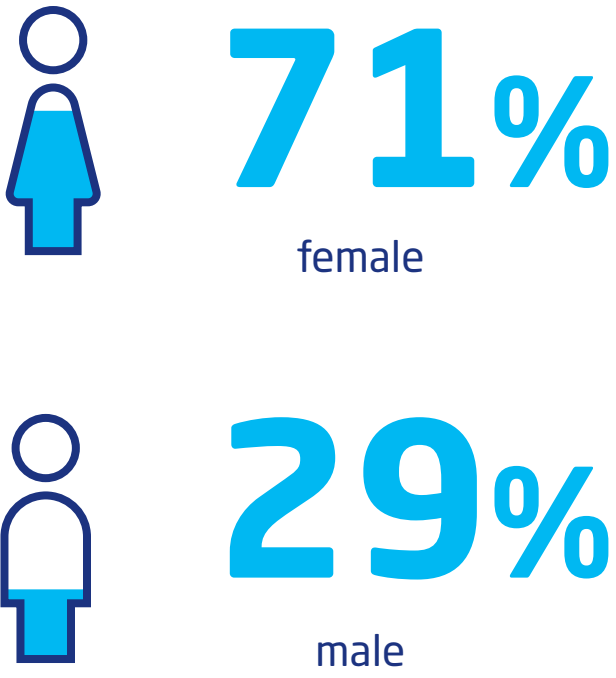
2019 IN NUMBERS

THE DEDICATION AND
COMMITMENT OF THE YOUNG
PEOPLE TO OUR COURSE IS
PROVEN BY THE NUMBERS.

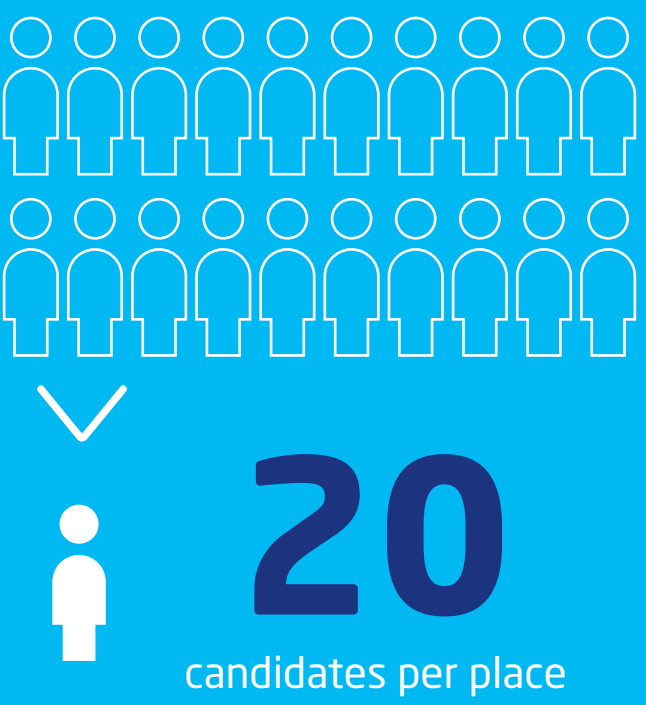


Click here or point
your phone's camera
to watch the report on
PROPROFESSION on the
Jornal Nacional news
program. (in Portuguese).

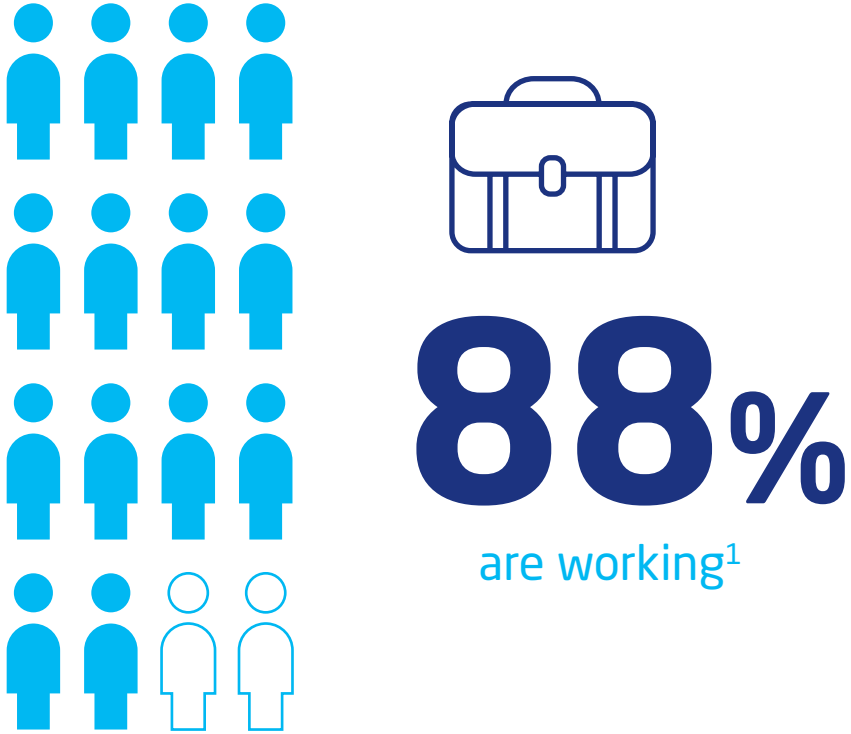
PROFILE OF THE STUDENTS



TRAINING



EMPLOYABILITY



1. Students from the 1st half of 2019 - data from May 2020.
2. Average salary from 2016 to 2019 - data from May 2020.



Closing Event
at FAAP



Interview simulation
during the Careers
Workshop



PROA students in
the historic center
of São Paulo



Closing Event
at FAAP

4.

PROJECT

From School TO WORK

PROA JOURNEY OF ACTIVITIES

THE FROM SCHOOL TO WORK PROJECT WAS CREATED WITH THE GOAL TO TAKE AND ADAPT TO THE REALITY OF PUBLIC SCHOOLS THE EXPERTISE THAT THE PROA INSTITUTE HAS AMASSED OVER MORE THAN 11 YEARS TRAINING YOUNG PEOPLE FOR THE JOB MARKET.

1 SELECTION PROCESS

596

young people
registered¹

- * Online pre-registration
- * Meeting with candidates
- * Meeting with parents/guardians to align expectations

2 DEVELOPMENT AND TRAINING

229

young people
studying²



5

months in
half-day schools



10

months in
full-day schools

- * Technical
 - * Behavioral
 - * Cultural
- (Number of hours: 296)

3 EMPLOYABILITY

- * Support finding a job
- * Guidance
- * Coaching
- * Events
- * PROA Alumni Network

1. In full-day schools, there was no selection process.

2. 103 students from full-day schools and 126 from half-day schools.

4.

PROJECT

From School TO WORK

THE PROJECT "FROM SCHOOL TO WORK", WHICH TAKES THE EXPERTISE OF THE PROA INSTITUTE TO YOUNG PEOPLE AT PUBLIC HIGH SCHOOLS, SAW ITS NUMBERS INCREASE IN 2019 IN SÃO PAULO. NOW, ANOTHER 4 STATE SCHOOLS RECEIVE THE PROJECT, IN ADDITION TO THE INITIAL TWO SCHOOLS. AS SUCH, MORE YOUNG PEOPLE ARE BEING IMPACTED AND GIVEN THE OPPORTUNITY TO DEVELOP THE ESSENTIAL SKILLS FOR THE CREATION OF TRANSFORMATIVE LIFE PROJECTS.



FOR ME, LEARNING PEOPLE SKILLS WAS MOST IMPORTANT BECAUSE, DESPITE OUR DIFFERENCES, ULTIMATELY WE ALL WANTED THE SAME RESULT."

STHEFANY DE SOUZA

Apprentice at Privalia

Already accustomed to a hectic daily routine, which included school in the morning, extra math lessons in the afternoon and a preparatory course for university entrance on Saturdays, when Sthefany saw the opportunity at PROA to prepare for the job market, she did not hesitate.

"Reconciling PROA with my school activities did not affect my grades or my productivity. It was a way to prepare myself for a future reality in which I would have to reconcile a job and university."

During the course, Sthefany took the opportunity to develop essential skills for the job market, such as how to deal with pressure and, primarily, with different types of people.

PROA allowed her to craft more concrete and organized plans, showing that "it is necessary to learn to deal with unforeseen events and always have a plan B". And she definitely does not lack plans now she is working as a young apprentice at Privalia and waiting to start a university course in Administration at UFSCar.



From School TO WORK
students at the Careers
Workshop that included
interview simulations



Closing Event at the
São Pedro Theater



From School TO WORK
students at the historic
center of São Paulo



From School TO
WORK student at the
Careers Workshop,
with thematic classes
at FEI University

4. FROM SCHOOL TO WORK

For Nathalia da Silva Lima, PROA represented an opportunity to envision new possibilities. Attracted by the proposal for a distinct form of education that promotes self-knowledge and behavioral change, and is closer to the reality on her doorstep, she felt that PROA was her opportunity for transformation.

Indeed, Nathalia transformed from a girl who was considering quitting her studies into the student who won the award for the best cultural list, thanks to her development by reading and visiting museums, cinemas, the historical city center and other educational activities. She also earned a full scholarship from the Prouni program and is studying Social Services at the Catholic University of São Paulo (PUC-SP).

//

BEFORE PROA, I THOUGHT ABOUT FINISHING HIGH SCHOOL AND GETTING A JOB STRAIGHT AWAY AFTERWARDS. IT MADE ME REALIZE THE IMPORTANCE OF NOT STOPPING MY STUDIES”.

NATHALIA DA SILVA LIMA

Social Services student at PUC-SP



4.1. FROM SCHOOL TO WORK

2019 IN NUMBERS

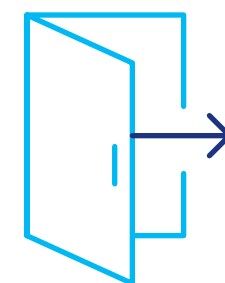


Click here or point your phone's camera to watch the report on FROM SCHOOL TO WORK on the Bom Dia Brasil news program (in Portuguese).

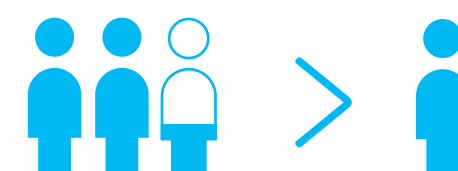
TRAINING



88%
attendance



1%
dropout rate



2.6
candidates per place¹

SCHOOLS SERVED

São Paulo State School (full-day)
66 young people

José Geraldo State School (full-day)
37 young people

Andronico de Mello State School +
Dona Ana Rosa de Araújo State School +
Pedro Fonseca State School
44 young people

José Vieira State School +
Alberto Levy State School +
Rui Bloem State School
82 young people

1. In the half-day schools.

5.

PROJECT

Young People on Board the Future



In this new project by PROA, the “Young People on Board the Future” teaching system was created in 2019 with the goal of taking the work of PROA to young people across Brazil. As such, by using a set of textbooks, methodologies and training techniques that connect young people with the challenges of the real world, we can provide them with an opportunity to leave high school transformed and ready to face the all the challenges they are likely to encounter, including securing the job they dream about.

5. YOUNG PEOPLE ON BOARD THE FUTURE

This is and always will be the goal of PROA: transform lives by creating opportunities for young people to increase their own and their family's incomes in a sustainable manner, i.e. through work and productivity.

In 2019, the project was in its initial phase, when various support materials for teachers and students were developed:

- 1 Textbooks, class by class, for teachers and students in the following areas: Life Project, Communication, Logical Reasoning and Experiences.
- 2 Model for training teachers.
- 3 Podcasts for teachers to listen to before the classes.
- 4 Production of support videos for teachers.
- 5 Model for monitoring the classes with PROA agents.
- 6 Model via WhatsApp to answer questions from teachers.



Training for teachers from the State Schools and the Paula Souza Center



5. YOUNG PEOPLE ON BOARD THE FUTURE

The next stages will take place in 2020 and 2021, with the goal of consolidating the project on an integrated platform to be freely accessed by all young Brazilians, guaranteeing control, assessment and the creation of opportunities on a large scale.





5.1. YOUNG PEOPLE ON BOARD THE FUTURE

IN NUMBERS

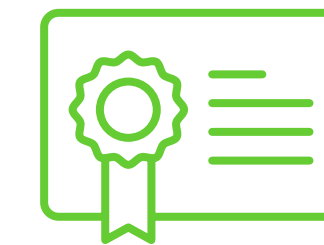


[Click here](#) or point your phone's camera to watch the institutional video of the Young People on Board the Future teaching system (in Portuguese).

INITIAL NUMBERS



To start the project, in 2019, we sealed a new and innovative partnership with the Economic Development Department of the State of São Paulo and the Paula Souza Center to test the first support materials developed for the project. Aligned with the new National Curriculum Standard, the aim of the initiative is to distribute the Life Project textbooks to teachers and students in 2020.



62

teachers from the Paula Souza Center trained in 2020



2,250

young people to receive the textbooks in 2020¹



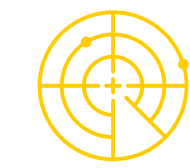
36

schools will have Life Project¹ classes

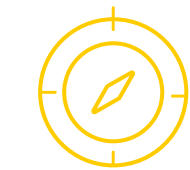
1. The final numbers may vary depending on the return of in-person classes due to the COVID-19 pandemic.

6.

PROACOINS



1.
FIRST DOWNLOAD
THE APP



2.
EXPLORE THE
CULTURAL ISLANDS



3.
ACCUMULATE POINTS
AS YOU LEARN



4.
EXCHANGE POINTS
FOR PRIZES

The PROACOINS game was created with the goal of expanding the cultural repertoire of the young people and of promoting their development through cultural and educational activities. Using a mobile phone, the player has access to a map of the city of São Paulo, where they find missions that include in-person visits and answers to questions. From there, a new world unfolds for the player, who expands their knowledge in a fun and interactive way. And to complete the experience and make it even more stimulating, each question and visit is worth points that can be exchanged for prizes such as courses, tickets, scholarships and even a foreign exchange.

6. PROACOINS

As soon as she started at PROA, Rafaella became interested in PROACOINS not only because of the prizes, but primarily because of the opportunity to get to know some of the places in São Paulo that had gone unnoticed in her daily life. The experience of getting to know the city while having fun was even more interesting given the possibility of winning the English course she wanted to take.

"The English course was something I'd always wanted to do. Having the opportunity to study in a school like 4YOU2, where I can count on the support of foreign teachers, makes all the difference. I know that having a foreign language on your curriculum opens many doors."



*PROACOINS BROUGHT ME
A LOT OF INFORMATION
AND CULTURE AND GAVE
ME THE OPPORTUNITY
TO LEARN MORE ABOUT
THE CITY WHERE I LIVE,
WHILE ALL THE TIME
HAVING FUN."*

**RAFAELLA
PONTES LIMA**

Winner of the English course at 4YOU2



//

THE EXCHANGE WAS THE MOST INCREDIBLE EXPERIENCE OF MY LIFE SO FAR, I NEVER IMAGINED IT WOULD BE POSSIBLE. I DEVELOPED CULTURALLY, TRAINED MY ENGLISH AND MET PEOPLE FROM A WIDE RANGE OF COUNTRIES."

**TALLITA
ANDRADE**

*Winner of the foreign
exchange to Australia*



"Through PROACOINS, I was able to get to know my city, increase my cultural repertoire and I became a reference for my friends."

It was in the very first classes at PROA that Tallita Andrade saw before her the chance to expand her cultural repertoire and also fulfill her dream of doing a foreign exchange through PROACOINS. With a well-defined plan focused on the prize, every day for 6 months Tallita left work and concentrated on completing the missions. And this was how she earned the 150,000 points that took her to Australia in November 2019, where she could practice English, experience a new culture and meet people from different countries, like Pakistan.

"The exchange was the most incredible experience of my life so far, i never imagined it would be possible. I developed culturally, trained my english and met people from a wide range of countries. I came back all fired up to pursue better things and believing that there very good things in this world and that i can enjoy all of them."

6.1. PROACOINS

UPDATED NUMBERS



Click [here](#) or point your phone's camera to watch the report on PROACOINS on the Jornal Nacional news program. (in Portuguese).



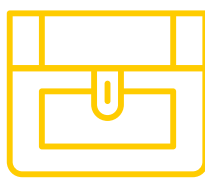
267

PRIZES RECEIVED



4,870

new users



25

types of active benefits



3,672

islands in the game



57,185

total number of missions

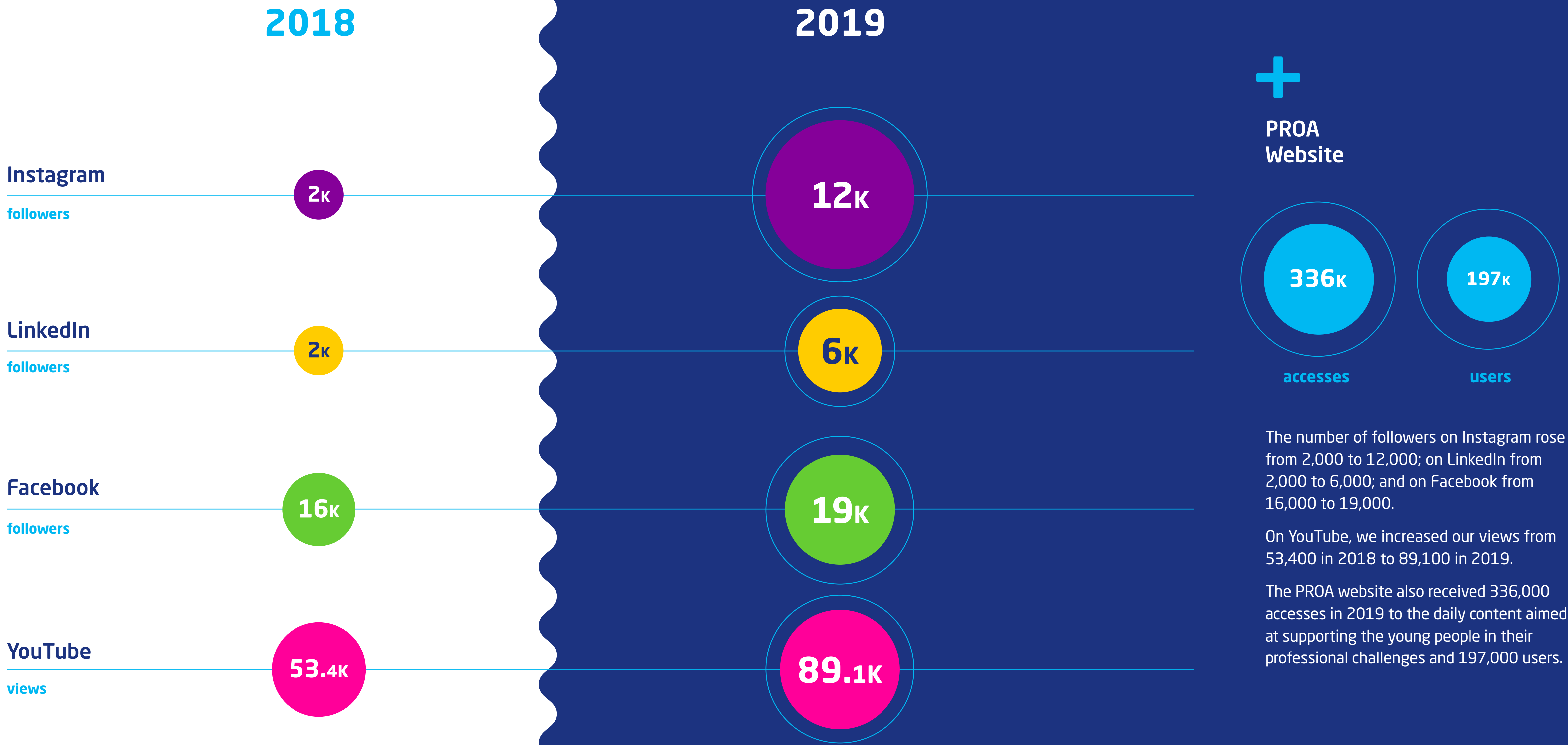
- ✓ 9 scholarships for 1 year of the online English course English Live
- ✓ 14 scholarships for 1 year at the in-person English school 4YOU2
- ✓ 22 Estuda.com premium accesses on preparation for the ENEM university admission exam
- ✓ 211 movie tickets at Cinemark cinemas
- ✓ 3 full scholarships for the Spanish course Cultura Española
- ✓ 1 online course at Cruzeiro do Sul
- ✓ 7 accesses to the Meu Entrevistador platform

7.

A new sea of content



**2019 WAS A
YEAR OF HIGH
ENGAGEMENT
ON OUR SOCIAL
NETWORKS**



8.

PROA Talks



2019 was the year we launched the PROA Talks project and took it to the stage of the Municipal Theater of São Paulo. There, in November, more than 800 PROA students and alumni had the chance to share experiences with qualified professionals who are references on the market and reflect on the labor market and the importance of being prepared for the challenges of the professional world.



[Click here](#) or point your phone's camera to watch the video on PROA Talks (in Portuguese).

8. PROA TALKS



Luiza Helena Trajano
Magazine Luiza



Nathalia Arcuri
Me Poupe!



Rodrigo Galvão
Oracle



Tiago Alves
Regus & Spaces

PROA TALKS

The event was attended by public figures such as the chairwoman of the Board of Directors of Magazine Luiza, Luiza Helena Trajano, the content officer of Me Poupe!, Nathalia Arcuri, the CEO of Oracle do Brasil, Rodrigo Galvão, and the CEO of the Brazilian subsidiary of the Regus & Spaces group, Tiago Alves.

Much more than a morning of learning, the event was a milestone in the history of PROA, presenting the young people with inspiring stories from great leaders who, by using education as a base, went the extra mile and did something innovative to achieve their goals.



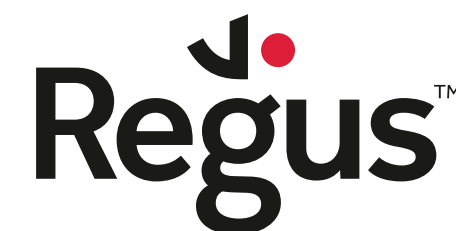


9. PROA Partners 2019

WHO MAKES A DIFFERENCE TOGETHER WITH US

The future of thousands of young people that we work with depends on the actions we take together every day. And it is thanks to a network of supporters, donors and partners who believe in quality education as a means of transformation that we can offer new opportunities to these low-income young people, broaden their horizons and make dreams come true.

9.1. DONORS



J.P.Morgan

ORACLE



CONSTELLATION
ASSET MANAGEMENT

FUNDAÇÃO
CASASBAHIA

LANXCapital

accenture

SPACES.

VRB

PORTO
SEGURO

Smiles

HDI
SEGUROS



OTIS



citi



atDta



IBM



Symphaxis

THE UK ONLINE
GIVING FOUNDATION

TVML
Foundation





9.2. INDIVIDUAL DONORS

Abilio and Geyze Diniz
Alexandre Van Damme
Aloysio Miranda
Ana Lucia Recio
Ana Maria Diniz d'Avila
Ana Paula de Queiroz Cunha
Andre Street
Andreas Meyer
Anick Saesseli
Anna Gabriella Chagas Antici
Antonio Claudio Rodrigues Martins
Beatriz da Cunha Botelho Hime
Bernardo Paiva
Breno Rocha Comin
Candido Bracher
Carlos Hitoshi Fuda Castro
Carlos Roberto Furlan
Christina Beatrice Simonius
Claudio Luiz da Silva Haddad
Denia Salú

Eduardo and Vanessa Gutierrez
Eduardo Munemori
Elie Horn
Erwin Vogt
Fabio Ermirio de Moraes
Fernando Spnola Junior
Florian Bartunek
Francisco Ribeiro de Magalhães
Gilson Luiz Frederico
Guilherme Affonso Ferreira
Guilherme Amaral Ferraz
Gustavo Pierini
Jean Pierre Zarouk
Jorge Paulo Lemann
Luis Stuhlberger
Marcel Herrmann Telles
Marcelo Medeiros
Marcelo Pinto Duarte Barbará
Maria Isabel Palhares
Maria José and Andre Jakurski

Markus and Saskia Wuest
Mauricio Bittencourt
Mauricio Luis Luchetti
Miguel Maia Mickelberg
Nara Roesler
Nelson Rozental
Patrick Antonio Claude de Larragoiti Lucas
Paulo Eric Haegler
Pedro Fukui
Pedro Pullen Parente
Peter Graber and Marcia Pirotello Graber
Rodolfo Villela Marino
Rosiane Mancia Nunes Pecora
Rosmarie Ebner
Taiguara Alécio de Oliveira
Tania Haddad Nobre
Teresa Cristina Ralston Botelho Bracher
Victor de Andrade Lazarte
Vinicius Augusto Nunes Pecora



9.3. INSTITUTIONAL SUPPORTERS

CIEE

Demarest Advogados

Discovery

Espaço Refletir

FAAP

FEI

FLOW Executive Finders

Gouvêa Vieira Advogados

Heartman House

ITB 360

Metro

Marcas com Sal

Machado Meyer Advogados

Mattos Filho Advogados

M2 Marcas

Omya do Brasil

Otima

Pinheiro Neto Advogados

Projeto Gauss

São Paulo State Education Department

Senac São Paulo

Strategy Manager

Suno United Creators

Talenses + Mappit

TeamCulture

TozziniFreire

Veirano Advogados

9.4. EMPLOYERS 2019



A. C. Camargo Cancer Center
Amcham
Avon
Banco ABC Brasil
Banco Credit Suisse
Banco Itaú
Banco Máxima
Banco PAN
Banco Santander
BCG - The Boston Consulting Group
Besins Healthcare
Bravium
Canvas Capital
Cinemark
Clearsale
Construtora Passarelli
CTG Brasil
Cyrela
Deep
Ecolab
ESPM
Estre Ambiental
Facebook
FLOW Human Capital
Fundação Estudar
Geekie
Getnet
GPA

Groupe SEB
Grupo Fleury
Grupo Iguatemi
Grupo Via Varejo
Hospital Beneficência Portuguesa
Hospital Israelita Albert Einstein
Hospital Nove de Julho
Hospital São Camilo
Hospital Sírio-Libanês
IBM
Insper
J.P. Morgan
KPMG
Kraft-Heinz
LANX Capital
Letrus
Maneja Facilities
Marcas com Sal
Método
Michael Page
Natura
Oi
Pátria Investimentos
Porto Seguro
Privalia
PWC
Quinto Andar
RB Capital

Regus
Revelo
RSM Brasil
Safira Telecom
Sage
Saraiva
Senac
Serasa Experian
Somos Educação
Stone
Sulamérica
SumUp
Suno United Creators
Suzano
Syngenta
Talenses
Tirolez
TOTVS
Universidade Anhembi Morumbi
Veeva Systems
Veirano Advogados
Vert
Vertigo
Via Varejo
Vigor
Vunesp
Yara Brasil
Wizard

Behind the scenes

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Illustration - PROA Talks

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Translation

10. Financial data 2019



Click here or point your phone's camera to consult the full audit report by KPMG (in Portuguese).

ASSOCIAÇÃO INSTITUTO PROA
FINANCIAL STATEMENTS

YEAR ENDING ON 31 DECEMBER 2019
(IN THOUSANDS OF BRAZILIAN REALS)

OPERATION
INCOME

TOTAL OPERATING INCOME	R\$ 7,258
TOTAL COSTS	R\$ 5,635
GROSS SURPLUS	R\$ 1,623

OPERATING
EXPENSES

PERSONNEL EXPENSES	R\$ 518
ADMINISTRATIVE AND GENERAL EXPENSES	R\$ 272
EXPENSES WITH VOLUNTARY AND DONATED SERVICES	R\$ 361 ¹
TOTAL EXPENSES	R\$ 1,151
RESULT BEFORE FINANCIAL INCOME AND EXPENSES	R\$ 472



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.



Be a partner of PROA

You too can be part of the group
of partners who help us transform
lives and build a better society.

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