

**PROA**  
On board of  
the future

# Contents

**01** INTRODUCTION

**02** 2020  
AT PROA

**03** PROJECT  
PROPROFISSÃO

3.1. PROPROFISSÃO 2.0

3.2. PROPROFISSÃO 4.0

**04** PROA  
PLATFORM

**05** PROJECT  
YOUTH ON BOARD  
OF THE FUTURE

5.1. In figures

**06** PROACOINS

**07** A NEW SEA  
OF CONTENT

**08** PROA  
PARTNERS  
IN 2020

**09** FINANCE  
PROA 2020



# 01

## BOARD LETTER

# Introduction



PROA students during class.

*2020 was an unusual year. Companies and people in general were required to rethink attitudes and redesign plans vis-à-vis the deadlocks brought by the pandemic and the countless uncertainties faced by all of us.*

*For some, sticking with their purposes seemed impossible, for others, it was a challenge, for us, it was also another chance to strengthen our purpose of offering real opportunities to low-income youth and to the youngsters from the public education system by means of quality training and to guide them towards labor market in the midst of a pandemic.*

*The shortage of technological resources, the difficulty in adapting to online classes and the lack of such important incentives for development of young people who carry so much vitality and energy, seemed to be actual hindrances, but our eagerness for transformation is always greater and provides us with unthinkable achievements.*

*Counting on the support of our partners, who believe in the potential of PROA students and enable us to invest in them, we were able to include ethical, fair citizens into the society, qualified for the labor market and, above all, eager to promote transformation. In the long term, this investment makes it possible to put an end to the cycle of stagnation in which many low-income young people are relegated and we see a new profile of these individuals emerging: those who become the first in their family to reach milestones that make social ascension feasible, such as concluding their studies, admission to higher education courses and getting jobs far beyond what they dreamed of.*

*Over the last 13 years, PROA became a benchmark in qualifying youngsters with few perspectives, who live in environments with a huge educational gap. And, thanks to stories of transformation through education such as those we will be telling here, even when facing the most varied misfortunes, we are able to keep up to fulfill our mission and our commitment, developing and empowering young people to positively impact society as a whole.*

*Kind regards and have a good reading!*

**Board of Directors**



# 02

## 2020 at PROA



PROA youngster  
studying at  
PROA Platform.

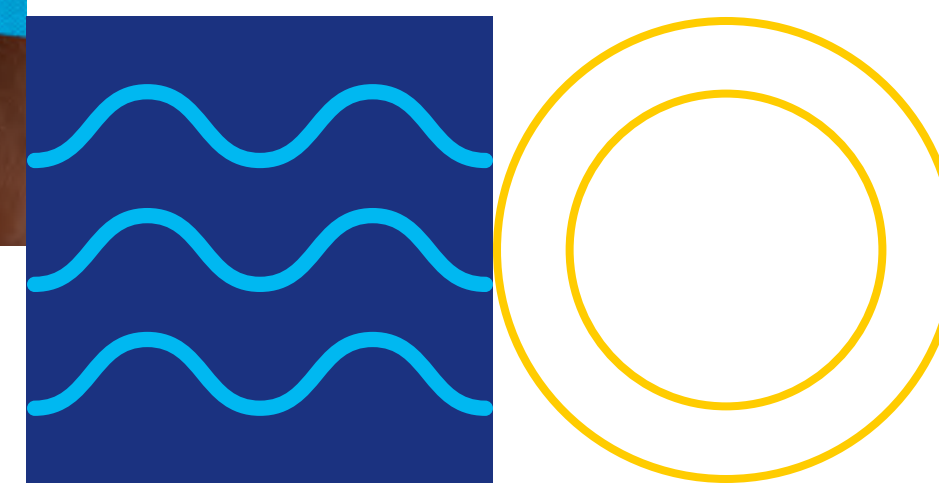
*2020 started like any other year. Everything seemed to be going normally until, in mid-March, we were surprised by the coronavirus pandemic that had just arrived in Brazil.*

*It carried with it new needs, new behaviors and new habits that, until then, seemed far from us. Thus, in a short period, we were forced to migrate to 100% digital operation, which would impact all activities at PROA.*

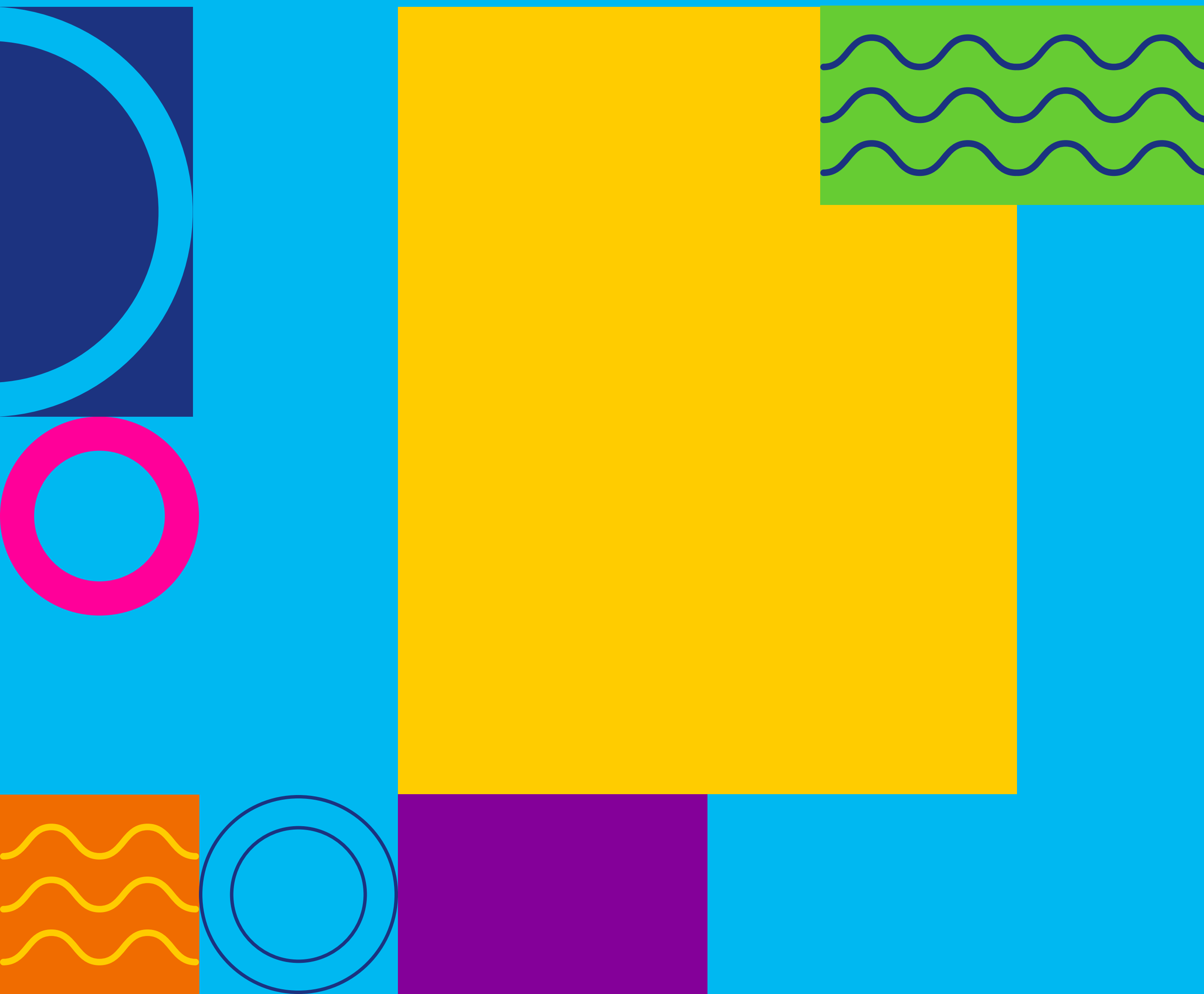
*However, with a good amount of resilience, we began adapting resources to the online environment with the challenge of continuing to offer excellence in the qualification of the young people. In a scenario like this, entirely focused on digital level, Instituto PROA faced the challenge of offering support and assistance to these young people, such as computers, internet access and food stamps, so that they could keep on attending to the course without being adversely affected at such a critical moment when social gaps could become much greater.*

*With the tools in hand, we needed to qualify these young people for them to adapt themselves to this moment, which would prioritize even more skills in the virtual world, as well as their professions. In this sense, in order to keep our purpose in line with the needs and opportunities created by this new environment, we renewed the strategy of 'PROPROFISSÃO' and started to qualify young junior developers.*

*In this journey, we were able to count on the support of important partners, such as Fundação Casas Bahia, BTG Pactual, J.P. Morgan and Senac, which contributed by donating laptops to 150 students who graduated in Computer Programming in December, 2020.*







*Dreaming big is in our DNA. And when our dream can transform the lives of thousands of other dreamers who sometimes feel far from accomplishment, there is no challenge or moment of uncertainty that can stop us. Thus, based on the digital migration, we saw that it was time to grow and take PROA to other levels. We saw the birth of another desire that could transform the lives of an even greater number of vulnerable and unemployed young people in the country: to take PROA methodology to 400,000 young people across Brazil by 2027, which gave rise to construction of PROA Platform.*

*Breaking the barriers that usually exist when it comes to human relations and the virtual world, we held more than 23 events and online lectures so that hundreds of alumni could connect with over 250 volunteer professionals learning new skills and expanding their networking in the labor market.*

*Actions like these were our guidance in 2020, motivating us day after day to carry out projects that allow us to continue steadfastly in the fulfillment of our purpose to obtain increasingly efficient results in our goal: transforming lives.*

**Alini Dal'Magro**

**CEO, Instituto PROA**

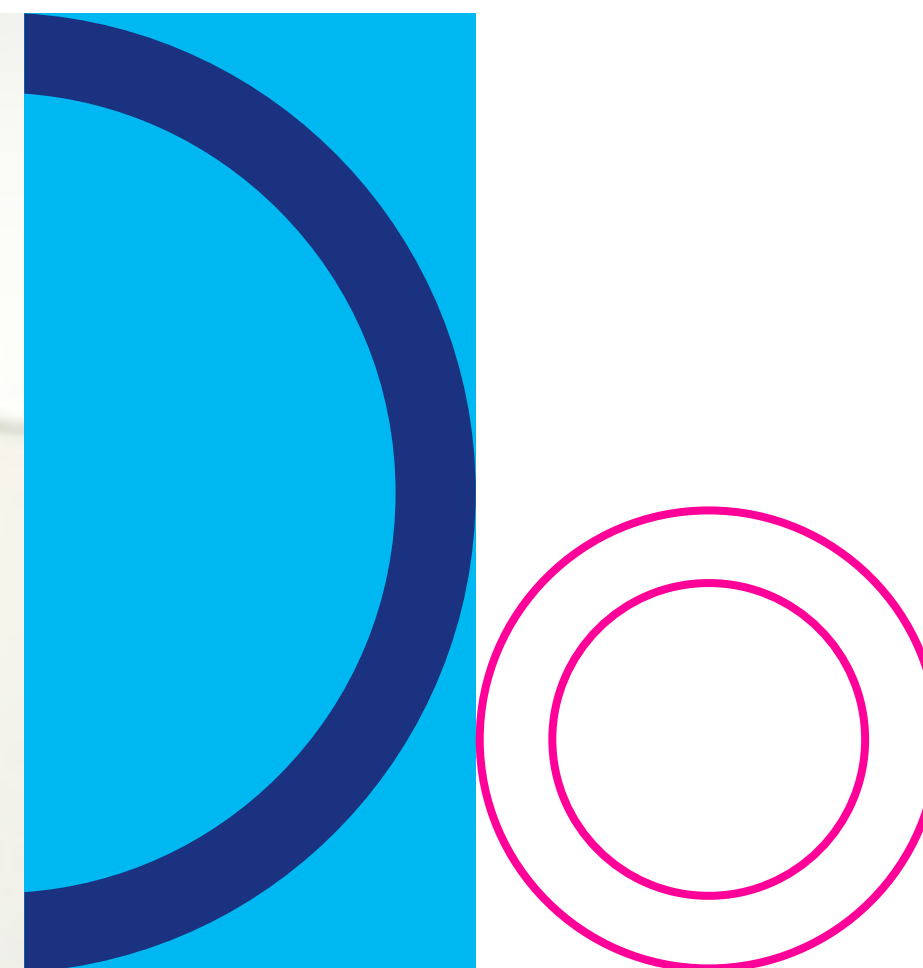


# 03

## PROJECT PROPROFISSÃO



PROA students  
during class.



In 2020, PROA daily activities were divided into two important moments. Initially, in the first half of the year, we offered 320 job opportunities in **'PROPROFISSÃO 2.0'** so that young people aged 17 to 20 and students from public schools could participate in another class for professional qualification in Administration to increase their chances of being hired.

In the second half of the year, already in the midst of the pandemic and with eyes turned to a new moment in which digital media and technology would prevail, we launched **'PROPROFISSÃO 4.0'**, a free project for professional training in computer programming and technology aimed at providing further opportunities for those wishing to pursue careers in these fields.



# 3.1

## PROPROFISSÃO 2.0

CARRIED OUT AFTER REGULAR SCHOOL SHIFT, PROPROFISSÃO 2.0 TRAINS YOUNG PEOPLE FOR THE LABOR MARKET, DEVELOPING BEHAVIORAL AND SOCIAL-EMOTIONAL SKILLS, SUCH AS THE ABILITY TO WORK IN GROUPS, RESILIENCE AND CREATIVITY.



Over six intensive months, the PROA youngster keeps in touch with technical disciplines, such as administrative practices, information technology, communications, among others, in addition to having their cultural knowledge enriched by means of actions that combine entertainment and learning.

With the support of the behavioral center of Instituto PROA, young people also have the opportunity to identify their strengths to develop their life projects and set objectives and goals, which prepare them to face the labor market and the increasingly competitive recruitment and selection processes, especially in this period of pandemic and such impactful changes.

Thus, we create a bridge to a world of opportunities for transformation that opens before the eyes of hundreds of young people who, with the right tools and a lot of willpower, can embrace any of them.

Coming from the small town of Icó, in Ceará, where he worked as a bricklayer assistant, Jó had a dream: studying so that he could work with something that required less heavy work.

However, his arrival to São Paulo put some hindrances and some prejudice for him to face: ***“Recruiters in the telemarketing area did not think I was qualified, because of my accent, so I started making bicycle deliveries to be able to pay for my own living in the city”.***

## JÓ DE SOUSA SALES

*Facilities in TOTVS and Marketing student in Anhembi Morumbi*



\*Photos taken  
before the pandemic.



PROA students  
in the inaugural  
class at FAAP.



PROA students  
at Careers  
Workshop.



PROA students in  
the Historic Center  
of São Paulo.



Inaugural  
class at  
FAAP.



### 3.1 PROFISSÃO 2.0

Never giving up on his dreams, Jó saw an opportunity to learn more about the labor market and put his plans into practice when his father told him about a TV news about PROA.

By means of the course, he managed to learn skills and competences that are demanded in the labor market, developing both administrative and behavioral skills.

Before PROA, Jó was looking forward to a job opportunity to become financially independent, which made him think about getting any job that would appear. However, with PROA he can better define his goals and how to attain them:

***“I knew where I wanted to go, but I didn’t know how. During the course, I got to know colleges, companies and new skills that made me be more aware of myself. I started with the will to study Language and Literature at USP and left with a scholarship to study Marketing at Universidade Anhembi Morumbi”.***

For the family, seeing that a young boy came to São Paulo and managed to be valued and make dreams come true, was a great joy.

One day after completing the course, the PROA youngster was hired by Michael Page, where, in a short period of time, he had a very fast growth. Now, at TOTVS he can see new opportunities for transformation opening up before his eyes and wants to make his life take off to honor his mother.



***AT PROA, I LEARNED TO HAVE MORE EMPATHY FOR PEOPLE, TO HAVE MORE FLEXIBILITY AND MY CULTURAL BACKGROUND WAS GREATLY **ENRICHED.**”***

**JÓ DE SOUSA SALES**

*Facilities in TOTVS and Marketing student in Anhembi Morumbi*





**90% OF WHAT I SET  
AS A GOAL HAPPENED,  
I GOT MY FIRST JOB THROUGH  
PROA, TOOK A UNIVERSITY  
PREPARATION COURSE  
AND, TODAY, I AM STUDYING  
ECONOMICS AT UNIVERSIDADE  
MACKENZIE WITH A 100%  
PROUNI SCHOLARSHIP."**

**ISABELLI  
DOS SANTOS  
MONTEIRO**

*Receptionist at Flow Executive Finders  
and student of Economics at Mackenzie*



After finishing high school, without going to college or getting a job, Isabelli had no idea that one day she could get where she is now.

The question she asked herself was how to take the first step towards making her dreams come true, although they were undefined? And it was in one of the unsuccessful job interviews that Isabelli found out the answer: between her and the other young man who were fighting for the job, he was hired, a PROA student.

That's how she entered PROA and began to design her life project and set out her goals. What seemed so far away now approached the young woman who began to realize that she was capable of achieving what she wanted.

Thus, after spending the first half of 2019 jobless, Isabelli became part of PROA and, from a girl with no perspectives at all, who could not imagine the flights she could take, she managed to transform not only her life but that of everyone around her:

*"My cousins are interested in participating in the project and even my little sister also wants to enter PROA".*



# 3.1

## PROPROFISSÃO 2.0

### 2020 IN FIGURES

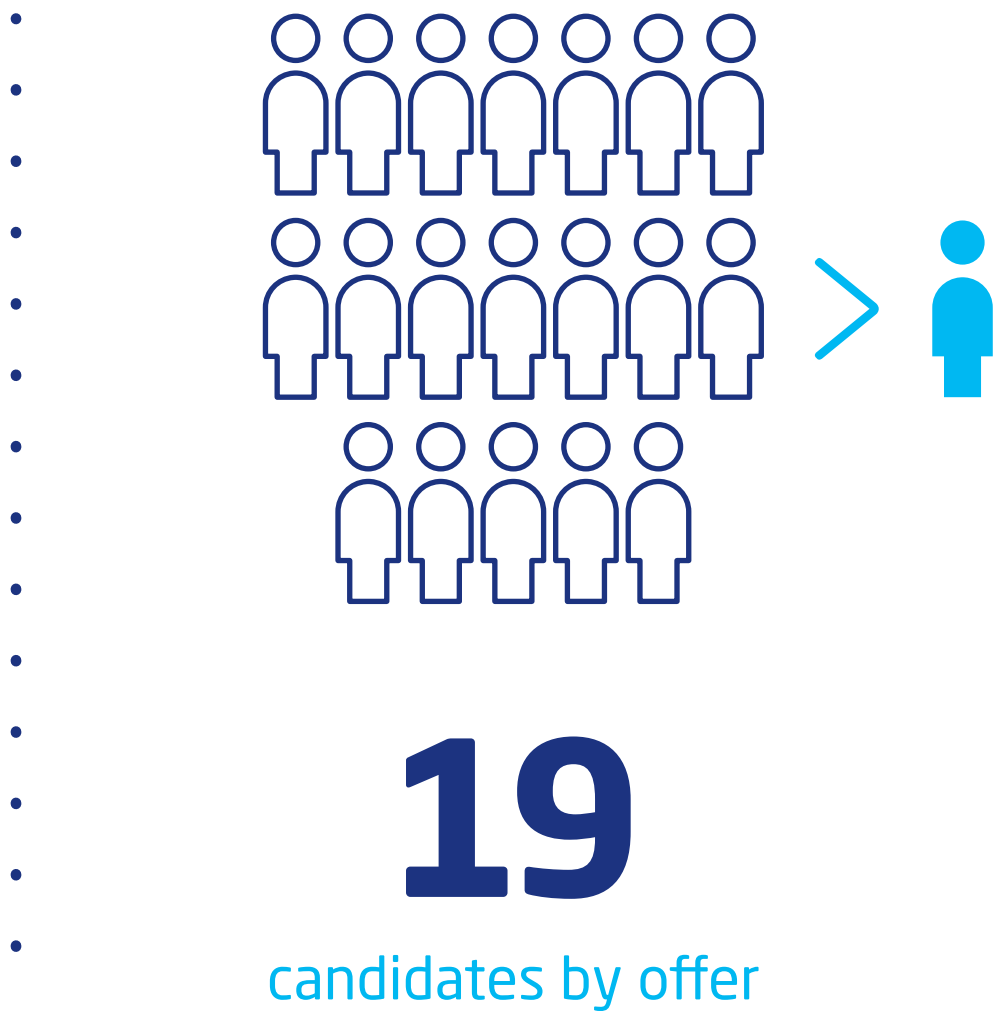
THE FIGURES SHOWN  
EVIDENCE EVERY SINGLE EFFORT,  
COMMITMENT AND DEDICATION  
THAT THE YOUNGSTERS FROM  
PROA HAVE WITH THE PROJECT.

#### 1 SELECTION PROCESS

6.048 young people enrolled

611 young people interviewed

- \* Online exam
- \* Group face-to-face interview
- \* Individual interview
- \* Evaluation board
- \* Meeting with parents or guardians



#### 2 DEVELOPMENT AND TRAINING

320 young people selected

6 months

- \* Technical Degree in Administration
- \* Behavioral
- \* Cultural
- \* Practical
- \* Discipline Integration Project (TCC)
- (436 hours workload)



3 EMPLOYABILITY







\*Photos taken before the pandemic.

PROA student in the inaugural class at FAAP.



PROA students in the Historic Center of São Paulo.



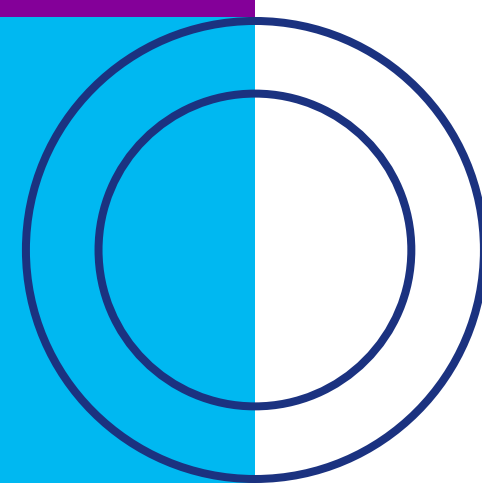
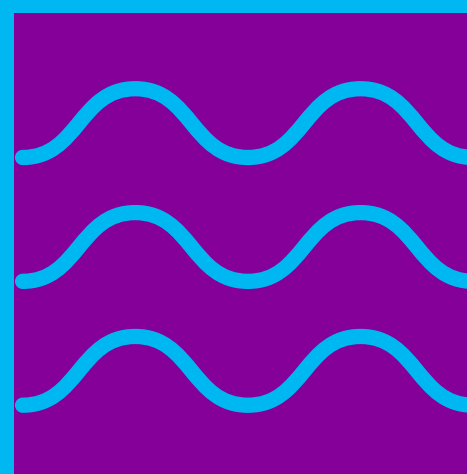
PROA students at Careers Workshop.



## 3.2

# PROPROFISSÃO 4.0

IN 2020, WE BROUGHT ANOTHER OPPORTUNITY, THIS TIME FOR YOUNG PEOPLE INTERESTED IN ENTERING TECHNOLOGY CAREERS, BUT WHO CANNOT SEE MANY POSSIBILITIES AROUND THEM.



PROPROFISSÃO 4.0 is an online course lasting six months that, in addition to training young people for the new requirements of companies, working with behavioral and social-emotional skills, offers extensive training in computer programming and technology.

We believe that the sooner a young person has contact with skills that have not yet been developed or that need to be improved, the greater will be the chances

they have to be successful in the most diverse segments of the labor market, especially in an area that is still lacking in talents, such as technology, and that embraces young people so well, who are in themselves innovative, in tune with what's new and willing to learn. In this sense, more than offering training, we act as a bridge, directing trained young people directly to interviews and partner companies, in a true network for the good.





A resident of São Mateus, on the eastern region of São Paulo, Kamilla worked at a loan company when she went to FATEC to study Materials Engineering. At the same time, she got an opportunity to enter PROA and did not think twice: she gave up her old job to dedicate herself to PROA, because she realized that she would get benefits for both her professional and educational lives.

Before becoming a youngster from PROA, Kamilla felt that she had very limited perspectives and could not see very well the opportunities that laid ahead of her. At PROA, she understood that believing in herself was necessary, as well as grabbing them all and that is what she did.

A student of the technical course in Materials Science at FATEC, Kamilla qualified in technology at PROA and, by recommendation of the Institute itself, she got a job in the area at SGI.

Now, her plans for the future include higher dreams possible to achieve, including reconciling the area of materials with technology. And the young woman has already studied and researched all the possibilities to make it happen!



*WHEN I SAW THAT I WOULD HAVE THE OPPORTUNITY TO DO SOMETHING RELATED TO TECHNOLOGY, I WAS **FASCINATED.***

**KAMILLA  
CARVALHO  
DO PRADO**

*Intern at SGI and Engineering  
student at FATEC*







*PROA DEFINITELY CHANGED MY LIFE; A YEAR AGO, I HAD NO IDEA I WOULD BE EMPLOYED IN THE FIELD I WANTED. **I LEARNED THAT YOU HAVE THE POWER TO DEFINE THE THINGS YOU WANT IN YOUR LIFE.***

## **ARTHUR RODRIGUES GARCIA**

*Software Developer at IBM  
and Computer Science student  
at Universidade Anhembi Morumbi*

Amidst the pandemic and impacted by the difficulty suffered by online learning in public schools during this period, Arthur sought at PROA a way to acquire knowledge with more quality and prepare himself for the labor market, which has been changing every day. By entering PROPROFISSÃO, he acquired all the knowledge necessary to understand how computer programming works, as well as information on professional and personal development.

When he was finishing high school, the young man had an idea of what he intended to do in his life, but nothing very concrete. By participating in the project, he began to be more aware of his future and the opportunities that could come for him.

***“If you have the willpower and seek to train, regardless of the moment, even in this difficult period, if you persist and keep clear goals, you will be able to achieve what you long for.”***





//

*AT PROA, I LEARNED NOT ONLY  
TO PROGRAM BUT ALSO TO BEHAVE  
IN A PROFESSIONAL ENVIRONMENT.  
**IT WAS A UNIQUE OPPORTUNITY**  
TO LEARN AND ALSO BE GUIDED  
TO THE JOB MARKET."*

**GUILHERME  
VIANA ARAÚJO**

*Jr. IT Analyst at Banco Santander and Computer  
Science student at Faculdade das Américas*





Since he was a child, Guilherme had the dream of working with something related to technology. And when his parents saw a TV program talking about PROA, they saw an opportunity for their son to make his dream come true.

Even after having completed the Electronics course at ETEC, the young man was more concerned with studying than preparing for the job market. Upon joining PROA, Guilherme, who had never worked, realized that it was time to change.

With a broader vision of the job market and the professional world, Guilherme saw his life change completely, taking a more intense course in programming and learning in experiences closer to his reality.

A Computer Science student at FAM (Faculdade das Américas), the young man recently hired as a Jr. IT Analyst at Banco Santander has plans to go even higher: ***“I want to learn and grow a lot in this company and one day create my own electronic game”.***





3.2  
PROPROFISSÃO 4.0

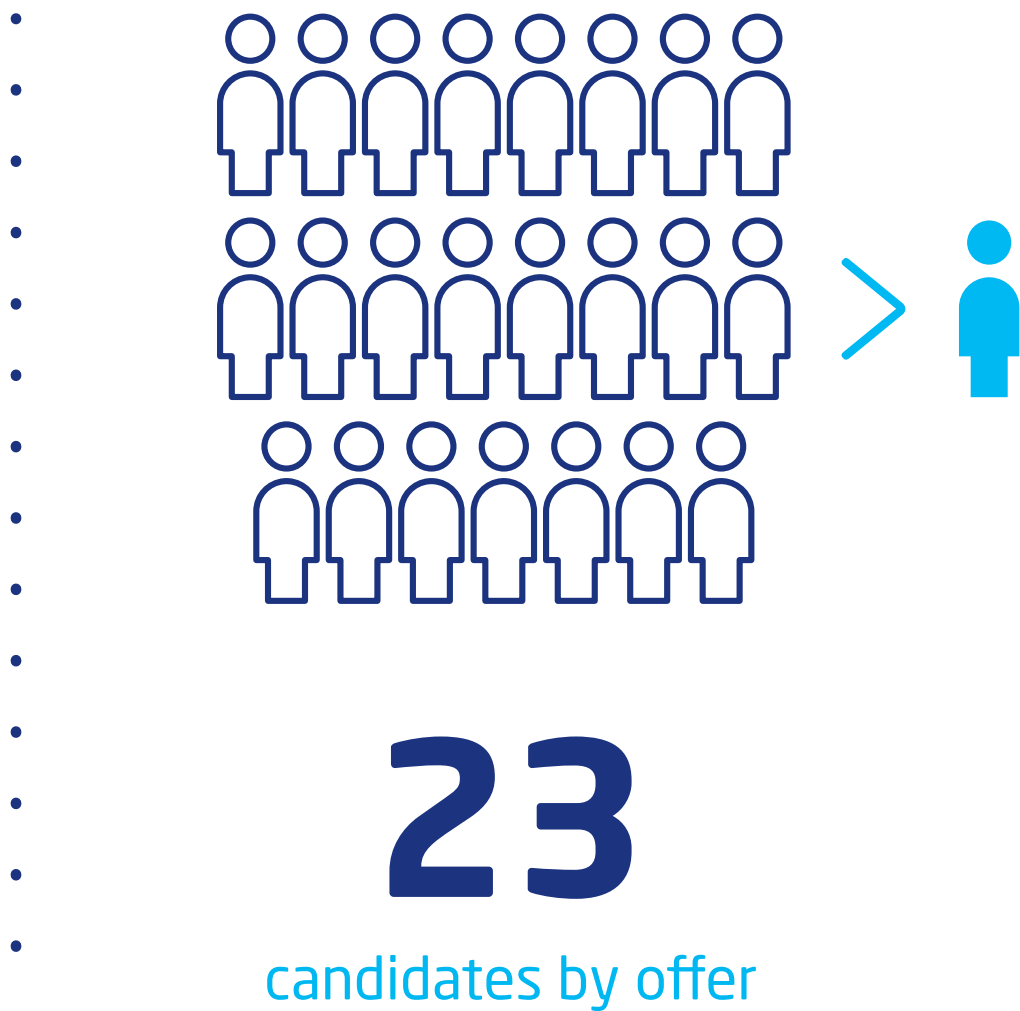
2020 IN  
FIGURES

1 SELECTION PROCESS

3.497 young people enrolled

389 young people interviewed

- \* Online exam
- \* Hacking PROA
- \* Individual interview
- \* Evaluation board
- \* Meeting with heads



2 DEVELOPMENT AND TRAINING

150 young people selected

6 months

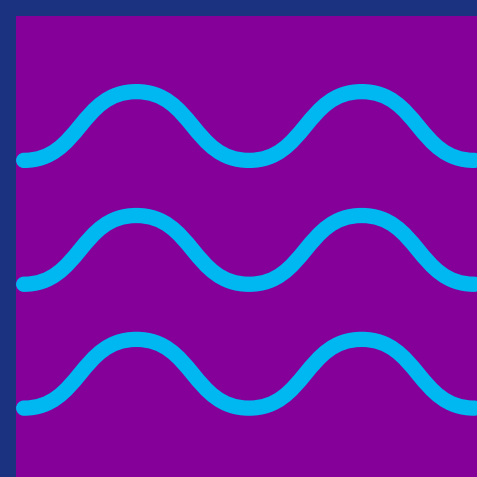
- \* Technical
- \* Behavioral
- \* Communication
- \* Cultural
- \* Practical
- \* Demo Day



### 3 EMPLOYABILITY



**74%**  
of young citizens employed



PROA student  
receiving a notebook  
donation.

**BRL 1.532,59**

initial salary

**3**

years

- \* Job opportunity
- \* Guidance
- \* Coaching
- \* Events
- \* PROA Alumni Network



# 04

## PROA Platform



Aluna estudando  
na Plataforma  
PROA.



**PLATAFORMA  
PROA**

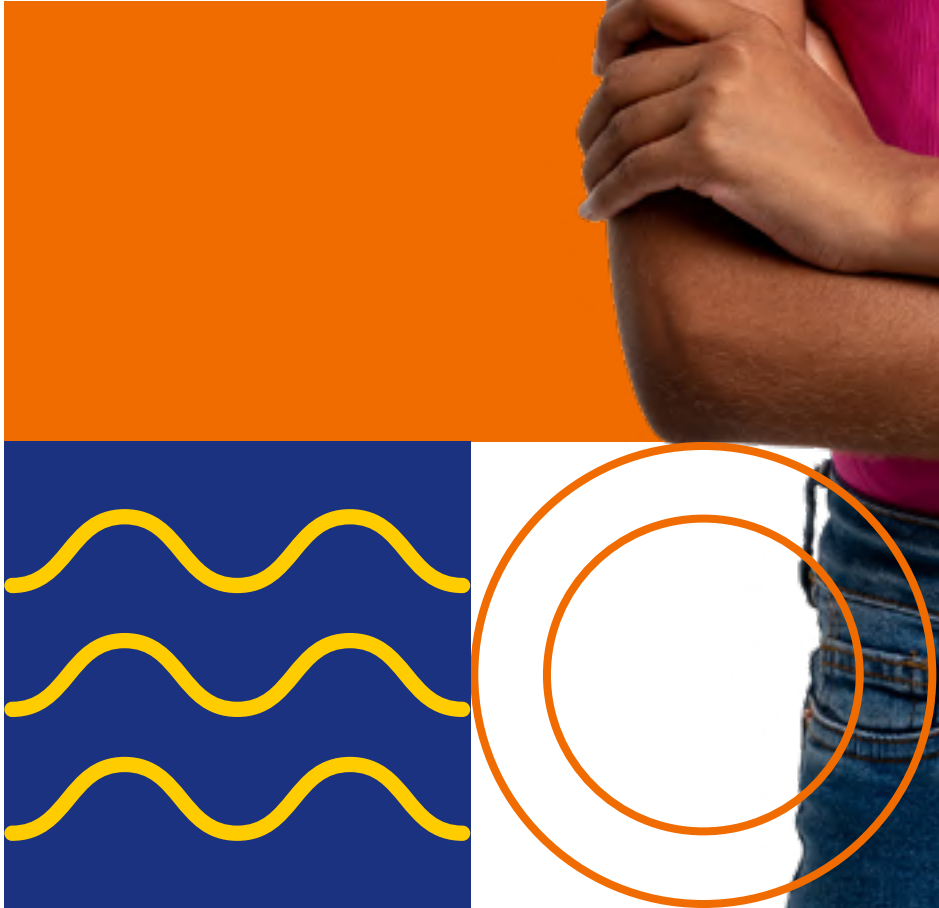
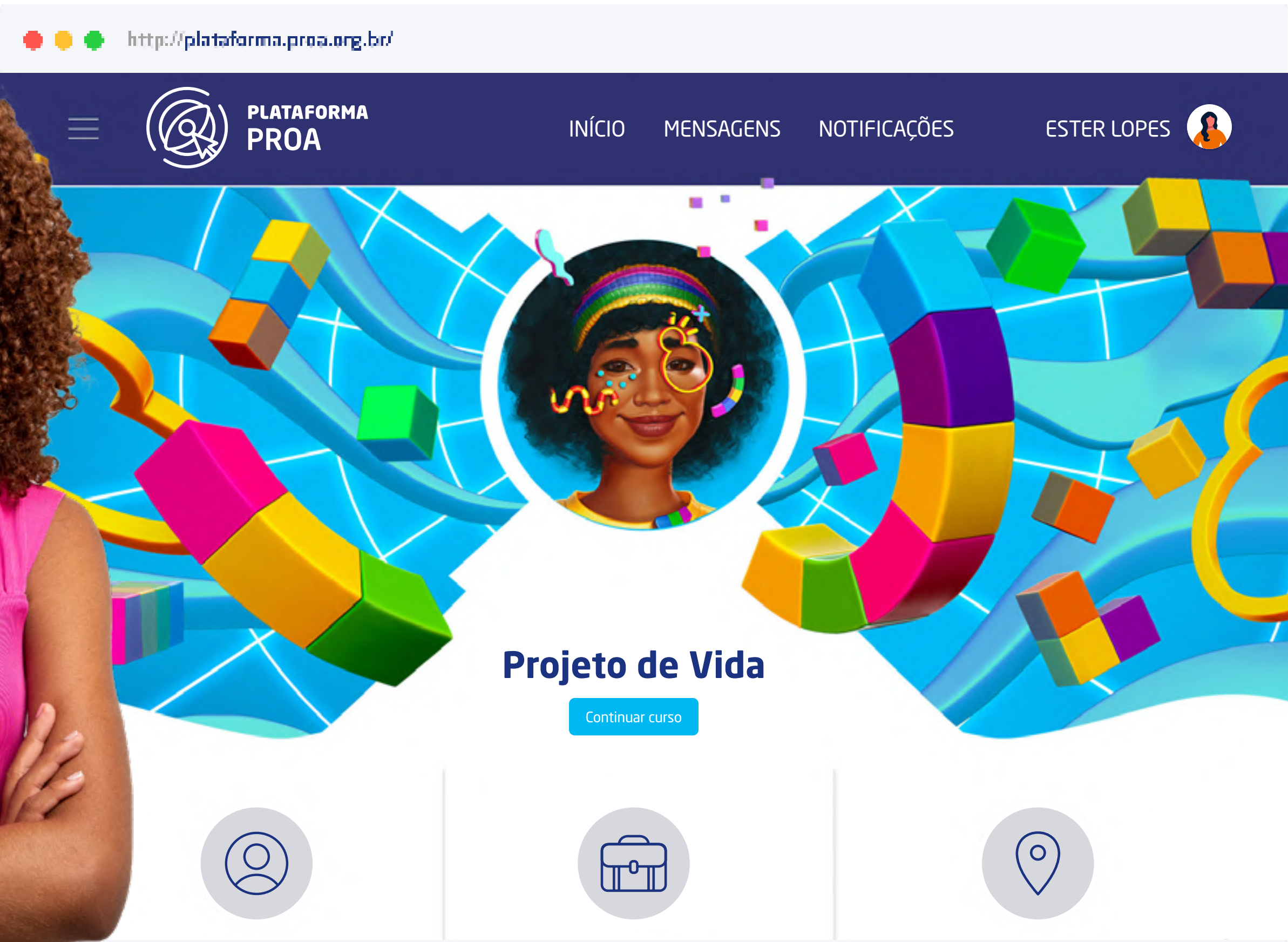
After having identified struggles faced by low-income youth in Brazil, Instituto PROA became an agent to transform hindrances and adversities into resources, tools and materials that could reach more young citizens from all over the country.

Thus, aimed at bringing transformation to even more people, PROA Platform was released, a project that provides professional education and training in an online environment and which, by means of an active learning model and interactive, dynamic projects, allows students to get their hands dirty towards the first steps of their professional career showing much more secure and well prepared.

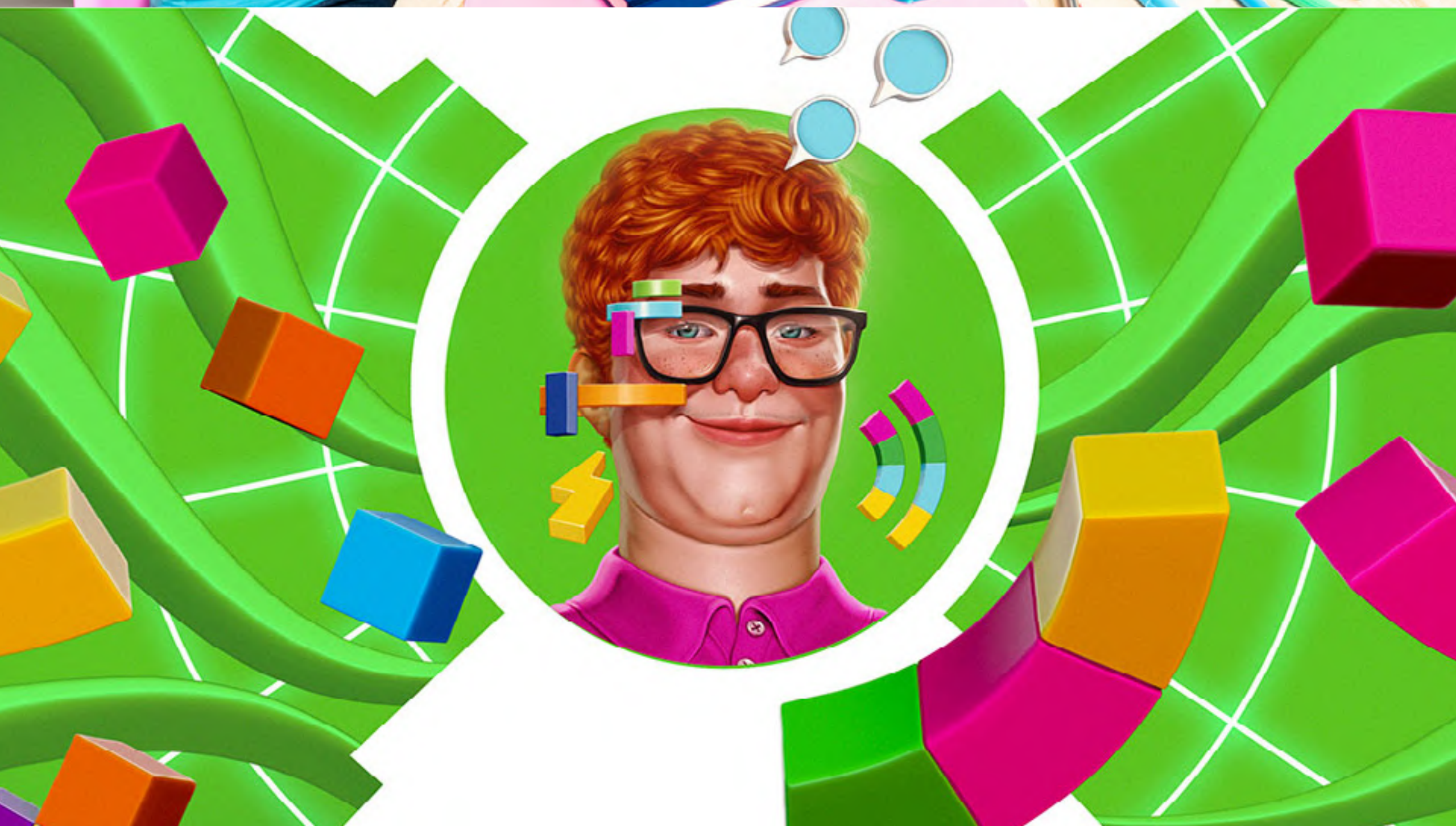


According to data disclosed by IBGE, unemployment among young citizens aged 18 to 24 was 31.4% in the 3rd quarter of 2020, and the lack of experience and study opportunities are some of the factors that contribute towards increase in these figures. With that in mind, promoting a course with 3 months of intense activities, in which young people can have access to content such as self-knowledge, career planning, professional project, communication and logical reasoning, and, at the end, may be granted access to a website with exclusive job offers, can make a whole difference in their lives.

In 2021, PROA Platform will be released and with it we hope to impact thousands of young citizens and to take the purpose of PROA to more regions. We are very confident with this initiative!









# 05

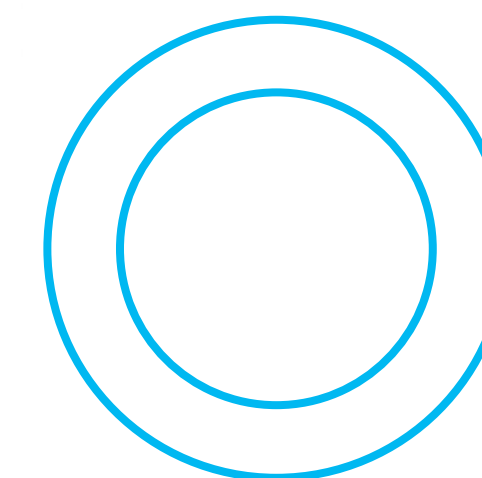
## PROJECT

# Youth on Board of the Future



In order to expand PROA methodology of behavioral qualification aimed at the labor market, the project 'Youth on Board of the Future' continued to impact the lives of young people throughout Brazil in 2020.

Its activities were initiated through an innovative partnership with the São Paulo State Department for Economic Development and Centro Paula Souza, in which over 130 teachers were trained and more than a thousand young people were able to participate and be transformed by the project.





**FURTHERMORE, EVEN IN THE MIDST OF THE PANDEMIC AND WITH CLOSED SCHOOLS, WE WERE ABLE TO SUPPORT SCHOOLS IN DEVELOPING REMOTE ACTIVITIES AND MORE THAN A THOUSAND YOUNG PEOPLE WERE ABLE TO CONTINUE THEIR ACTIVITIES AND DESIGN THEIR LIFE PROJECTS WITH A VIEW TO A BETTER FUTURE.**





## 05 PROJECT YOUTH ON BOARD OF THE FUTURE

Youth on Board of the Future arrived at Centro Paula Souza and in public schools as part of the integrated project, which aims to guide young people towards an educational model based on socio-emotional skills, which may direct their practical lives in the work environment, as well as on continuity of their studies.

Thus, young people have access to subjects from the school curriculum and professional components that allow them to understand the dimension of the area they have chosen to study, their future profession and even be able to think in a more objective and feasible way about their dreams.

According to Judith Terreiro, project coordinator, ***“the partnership with PROA has been great because we have the same DNA with regard to how we see young people and the development of their socio-emotional skills for the world of work”.***

Contrary to what was imagined, the pandemic ended up strengthening the relationship between schools, teachers and the team at PROA. Together, we plan and re-plan routes in order to encourage

students to develop their professional life projects, based on well-defined concepts, using technological tools and pedagogical methodologies, without neglecting their principles and values.

***“Through a methodology conceived focused on details by Instituto PROA, teachers become tutors and students discover their talents and new paths, in addition to socio-emotional skills, which are very important in the job market today, students develop technical skills through school components and acquire the necessary maturity to develop a personal and professional project for the future.”***

In this way, young people are being placed at the center of the process and are able to achieve autonomy and responsibility to become subjects in the world, impacting society as a whole:

***“The more students we manage to train through this methodology and this project, the more society will gain from well-trained professionals who are prepared with all the necessary equipment to contribute to a better world”.***







**ALL TEACHERS ACKNOWLEDGE THAT THE MATERIAL DEVELOPED BY PROA IS THE MOST PROFESSIONAL AND BEST STRUCTURED THEY HAVE EVER SEEN WHEN IT COMES TO BEHAVIORAL SKILLS."**

**DANIEL BARROS**

*Deputy Assistant Secretary at the Department for Economic Development of São Paulo*

In 2020, we established a partnership with the Department for Economic Development of São Paulo, which resulted into over 200 teachers trained in our methodology of behavioral skills in Novotec Espresso program, which are technical and professional qualification courses offered to high school students from the São Paulo State-owned schools.

For a long time, professors at Centro Paula Souza had been studying and discussing the issue of socio-behavioral skills, but there was a lack of structured methodology like the one offered by PROA. Thus, over the past year, 99 teachers were trained and were able to take the necessary content so that their students could think about their life projects and prepare for the job market.

According to Daniel Barros, Deputy Assistant Secretary of the Department for Economic Development of São Paulo, "All teachers acknowledge that the material developed by PROA is the most professional and best structured they have ever seen when it comes to behavioral skills".

Barros says that most students have no idea what they want to do with their professional lives and often have no

background to choose a suitable trajectory, but the project 'Youth on Board of the Future' **"can have a very big impact on the lives of these students, serving as a starting point for their journeys"**. By combining the development of socio-behavioral competences with technical skills, it is possible to offer them the knowledge they need to take their first steps in the world of work.

Activities such as the development of a life project have a great potential to give students clarity about their possibilities and give birth to a dream that will encourage them to continue their studies and prepare to enter the job market.

**"This effect of motivation, inspiration and realization of a dream, for me, is the greatest benefit of the model 'Youth on Board of the Future'",** says the Deputy Assistant Secretary.

As a society, we have the challenge of facilitating the transition of young people from formal basic education to the labor market:

**"It's as if you reached the end of high school on a riverbank, the labor market was on the other side and you had to invent a way to cross this mighty river. What PROA does is to help build a bridge to this other side".**



5.1

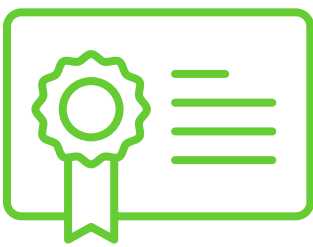
Youth on Board  
of the Future

2020 IN  
FIGURES

IMPACT

1.025

young people impacted by teaching  
material at Centro Paula Souza



138

teachers trained at the  
Department of Education and  
Centro Paula Souza in 2020



54

schools  
implemented  
the classes of the  
Life Project



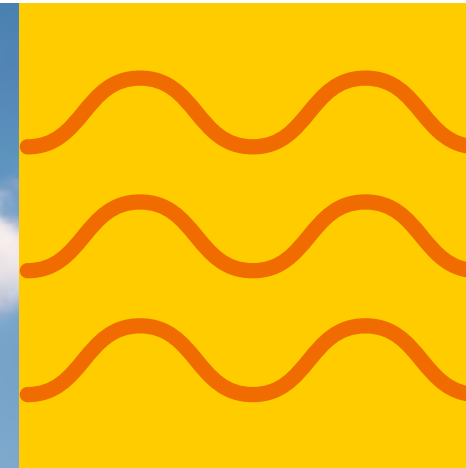
3.240

hours of Life Project  
taught



# 06

## PROACOINS



What seemed impossible to accomplish in the midst of a pandemic needed, like many things in our lives, to be renewed. And with PROACOINS it would be no different!

In 2020, the game was adapted to social isolation and students were able to continue earning their points through quizzes that could be answered at home instead of face-to-face visits to cultural islands, which were temporarily closed.

Even at this time of readjustment, we closed a partnership that led PROA to sail other seas, more precisely, Rio de Janeiro. Along with the virtual museum 'Rio Memórias', the game arrived in the city on September 15, allowing more young people to get to know the place in a playful and unconventional way. Through a real journey through time and through Rio's spots, the player accumulates knowledge and points, which can be exchanged for recharge or data chips, cell phones and even computers.

In this way, PROA further expands access to the resources needed to go beyond traditional learning, especially at this time of pandemic and paradigm-shifting, reducing barriers that may prevent young people from making their dreams come true.



Davi always lived on the outskirts of São Paulo and had no idea that one day he would be able to exceed the limits of his region. With undefined goals, he could only imagine working at the grocery store near his house until, after several unsuccessful job interviews, he saw in PROA a chance to be someone in life.

From a boy with few perspectives, who could not imagine himself in the college or with a good job opportunity, through PROA, Davi realized that he could work in a multinational and be someone in life.

During the selection process, the PROA youngster learned of the story of a successful PROA student who had achieved an interchange through PROACOINS and saw an opportunity for himself there too. Thus, when entering the course, still in person, he would leave his house in Grajaú every day and go to Barra Funda, stopping along the way to pick up his coins in the cultural islands and collect points in the app to expand his cultural background.

After being admitted to college through Enem, Davi, in his first semester of studies, realized the need for an English course and used the coins obtained in the game to redeem this award: *“The English course is helping me a lot and enriching my cultural baggage. I dream of getting to know other countries and putting the language I am learning into practice”.*



**PROA NOT ONLY  
EXCEEDED MY  
EXPECTATIONS,  
IT WENT EVEN  
FURTHER.”**

**DAVI DA  
ROCHA SILVA**

*Intern at CTG Brasil and student  
of Administration at FMU*





# 07

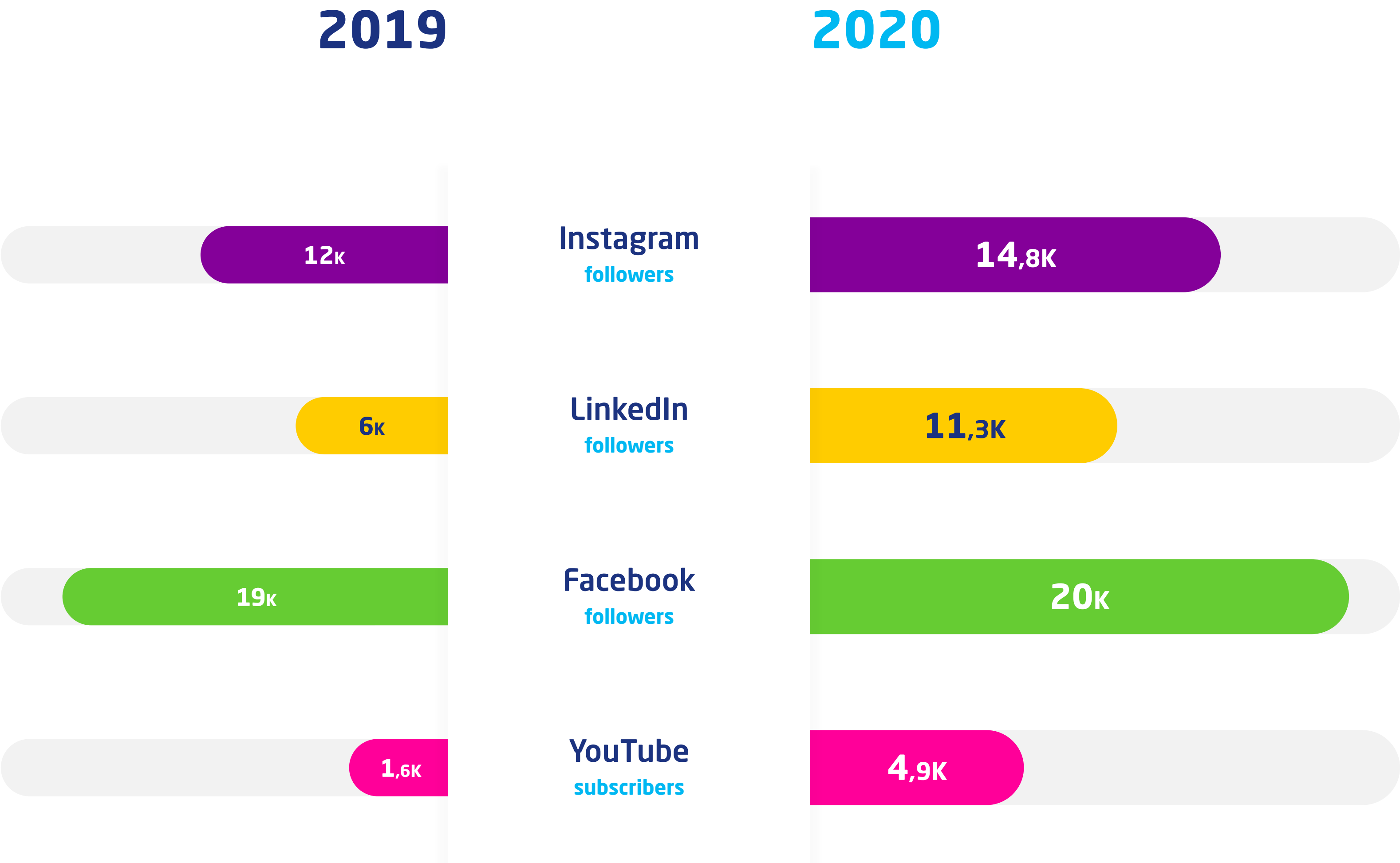
A NEW SEA  
of content



---

**2020 WAS THE YEAR OF  
THE VIRTUAL AND, IN THIS  
SENSE, PROA STOOD OUT,  
ACHIEVING EVEN MORE  
ENGAGEMENT AND REACH  
IN ITS SOCIAL NETWORKS.**





With daily content relevant to young people, including important tips to improve their skills and their performance in the most diverse areas, it conquered its audience even more, reaching a good number of followers and fans.

There are over 18 thousand followers on Instagram, almost 20 thousand fans on Facebook and 19 thousand followers on LinkedIn who consume the content posted on the networks every day.

And the numbers keep growing, showing that, increasingly, young people are looking to develop themselves to transform their future.



08

PROA 2020

Partners



## UNITED TO MAKE A DIFFERENCE

We know that the past year has not been an easy one, but neither isolation nor the pandemic has been able to separate us. Despite the distance, together we were able to continue transforming the lives of thousands of young people who depend on our actions. This year, we can only thank the supporters, funders and partners who, despite so many adversities, continued to believe in quality education as a way of transformation, renewing our hopes and making it possible to open new horizons and build new paths for low-income youth, but who dream big.



# 8.1

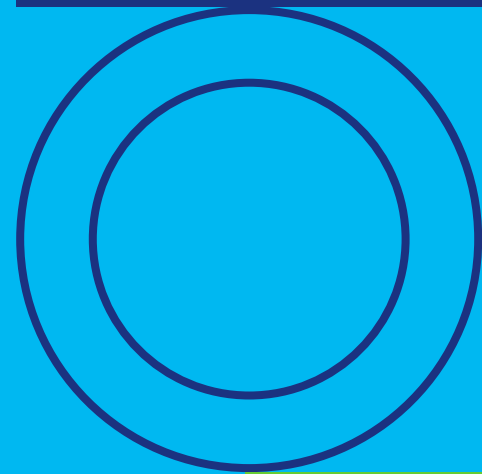
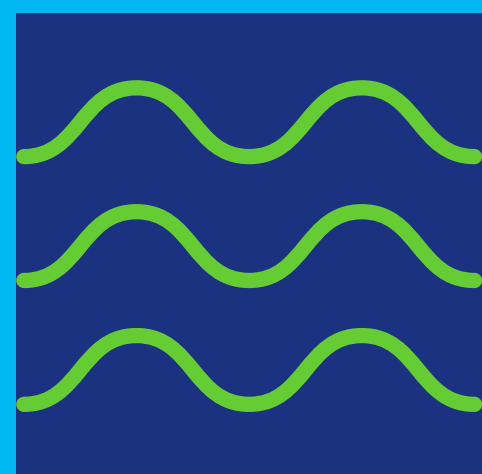
## Funders





# 8.2

## Individual Donors



Abilio e Geyze Diniz  
 Alexandre Van Damme  
 Aloysio Miranda Azambuja  
 Anna Gabriella Chagas  
 Ana Lucia Recio  
 Ana Maria Diniz  
 Ana Paula de Queiroz Cunha  
 Anick Saesseli  
 Annette Nobel  
 Antonio Carlos Freitas Valle  
 Antonio Claudio Rodrigues Martins  
 Arthur Omar de Andrade Lazarte  
 Beatriz Cunha Botelho Hime  
 Bernardo Paiva  
 Candido Bracher  
 Carlos Alberto e Cecilia Sicupira  
 Carlos Hitoshi Fuda Castro  
 Carlos Roberto Machado Furlan  
 Christina Beatrice Simonius-Haegler  
 Claudio Luiz da Silva Haddad  
 Dandhara Cardoso Barros  
 Daniel Cohn  
 David Bobrow  
 Debora Barbosa da Silva  
 Denia Salú  
 Eduardo Berlingieri Mardegan

Eduardo Coppola e Vanessa Gutierrez  
 Eduardo Pavia  
 Eleonora Cypel  
 Erwin Vogt  
 Fabiana Caraca Prianti  
 Fabio Ermírio de Moraes  
 Fernando Spnola Junior  
 Francisco Ribeiro de Magalhães Filho  
 Florian Bartunek  
 George Steuer  
 Gilson Luiz Frederico  
 Guilherme Affonso Ferreira  
 Guilherme Amaral Ferraz e Ana Amaral  
 Guilherme Potenza da Veirano  
 Gustavo e Valeria Pierini  
 Heloisa Alves da Costa Marques  
 Heloisa da Veiga Sicupira  
 Jean Pierre e Jaqueline Zarouk  
 João Alexandre de Toledo  
 José Ricardo Bastos Canine  
 Juliana Rozenbaum Munemori  
 Karl Hofstetter  
 Luis Felipe Centeno Ferraz  
 Luis Guilherme Ronchel Soares  
 Luis Gustavo Dalla Vairo

Luis Stuhlberger  
 Luiz Felipe Centeno Ferraz  
 Luiz Gustavo Mariano  
 Manoela Schäppi  
 Marcel Herrmann Telles  
 Marcelo Medeiros  
 Marcelo Barbará  
 Marcia Pirotello Graber  
 Marcio Eichenberg Bento  
 Maria Isabel Palhares de Paula Machado  
 Maria Lucia Schulzinger Felsberg e Thomas Felsberg  
 Marie-Louise Faering Kuhn  
 Markus e Saskia Wüst  
 Mauricio Bittencourt  
 Mauricio Luis Luchetti  
 Miguel Maia Mickelberg  
 Nara Roesler  
 Nelson Rozental  
 Patrick Antônio Claude de Larragoiti Lucas  
 Paula Bobrow  
 Paula Godinho Pereira Lieberba  
 Paulo Eric Haegler  
 Pedro Pullen Parente

Peter Graber e Marcia  
 Pirotello Graber  
 Roberto Sallouti  
 Rodolfo Villela Marino  
 Rodrigo Farias de Oliveira  
 Rosalie Rahal Haddad  
 Rosiane Mancia Nunes Pecora  
 Nara Roesler  
 Nelson Rozental  
 Nunes Pecora  
 Salim Raphael Mansur  
 Salo Davi Seibel  
 Sergio Cavalheiro  
 Silvia Mally Bregenzer  
 Taiguara Alécio de Oliveira  
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 Tania Haddad Nobre  
 Taynara Andrade de Proença  
 Teresa Cristina Ribeiro  
 Ralston Botelho Bracher  
 Rosmarie Ebner  
 Thiago Landroni Cozzi  
 Thomas Dwight Rutz  
 Victor de Andrade Lazarte  
 Vinicius Augusto Nunes Pecora



# 8.3

## Institutional Supporters

C6 Bank

CIEE

Cinemark

CODIN

Cultura Española

Discovery

DMS

Eletromidia

Escape60

Espaço Refletir

Estuda.com

FAAP

FEI

Flow

Goethe-Institut

Heartman House

JCDcaux

M2 Marcas

Machado Meyer

Marcas com Sal

MeSalva!

Metro

Meu Entrevistador

O2 Filmes

Otima

Pinheiro Neto Advogados

Projeto Gauss

Quatro Cinco Um

SEDEERI

SEDUC SP

Senac

SMTE RJ

Squid

Strategy Manager

SUNO United Creators

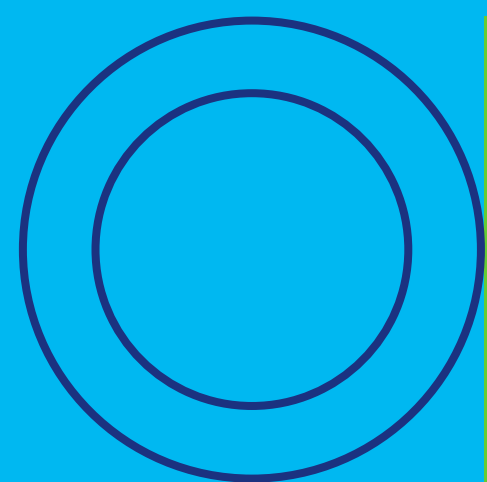
Tentáculo Áudio

TozziniFreire

Veirano Advogados

Veled

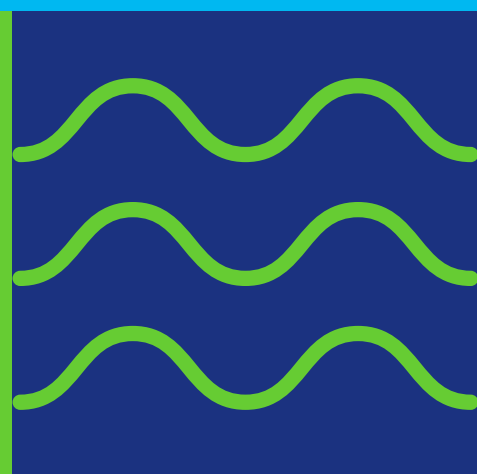
YourCause





# 8.4

## Employers



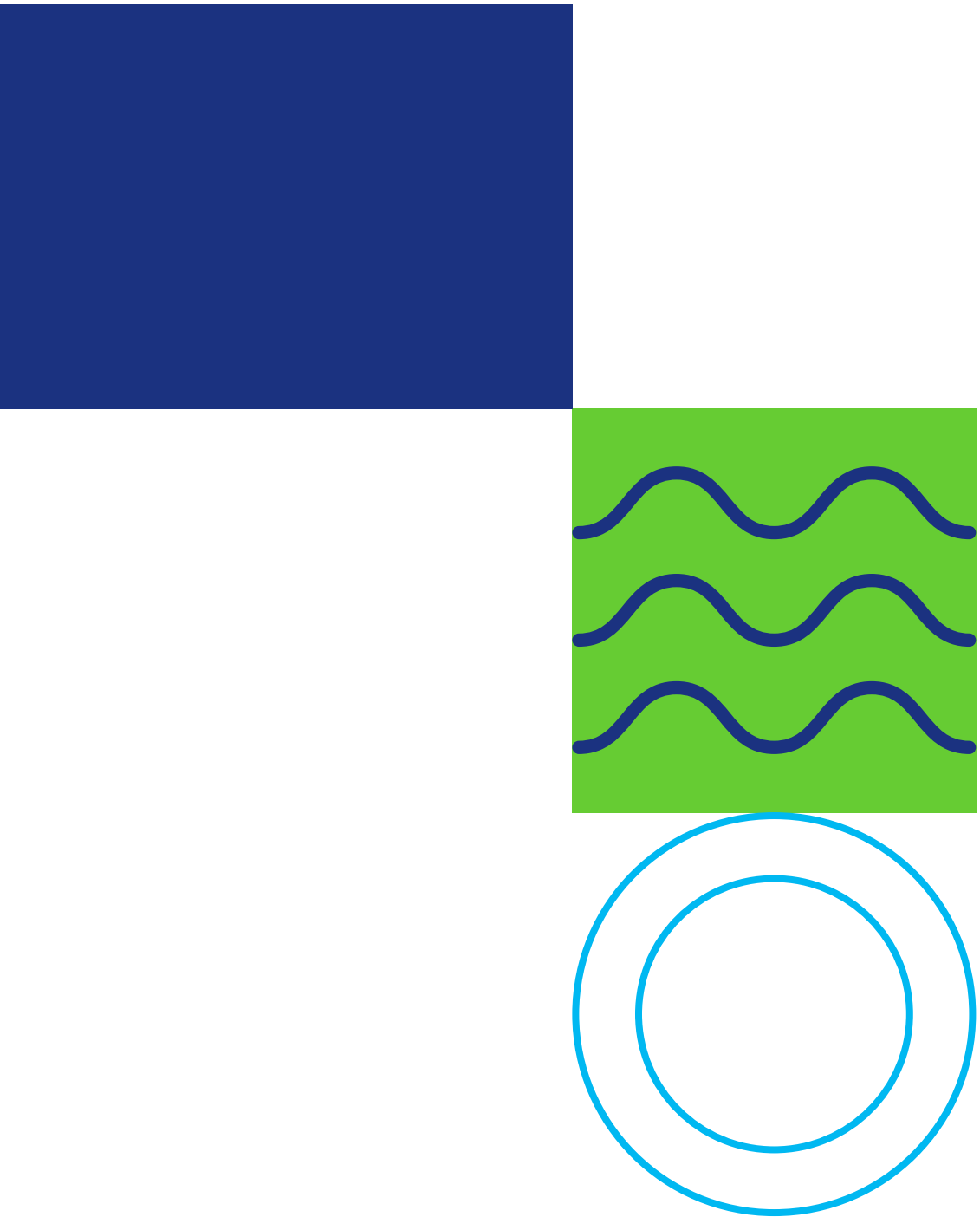
A.C.Camargo Cancer Center  
Auto Avaliar  
Avon  
Banco BMG  
Banco Máxima  
Banco PAN  
BCG  
BD  
BRF  
Cadastra  
Cheftime  
Cinemark  
Citi  
Close-Up International  
Control iD  
Creditas  
Credit Suisse  
CTG Brasil  
Cyrela  
Dasa  
Dow Diamond  
Econ  
Educa Brasil  
Ensina Brasil  
ESPM  
Estratégia Concursos  
Estre  
Flow  
Funcional Tech Health  
Getnet

GPA  
Grey  
Grupo Cataratas  
Grupo Fleury  
Grupo Iguatemi  
HDI Seguros  
Heartman House  
Hospital Alemão Oswaldo Cruz  
Hospital Israelita Albert Einstein  
Hospital Nove de Julho  
Hospital Sírio-Libanês  
Imoleve  
Insper  
Instituto Mindset  
Instituto PROA  
inventCloud  
Isaac  
J.P. Morgan  
Kantar  
Keyrus  
KPMG  
Kraft Heinz  
LANX Capital  
Lock Engenharia  
MarketUp  
Matueté  
Maximize  
McDonald's  
Método  
Mondoré

Natura  
NEO Executive Search  
Obramax  
OLX  
Patria Investimentos  
Pet Luni  
PwC  
Quatro Cinco Um  
Racional Engenharia  
RB Capital  
Riachuelo  
Sabiá Residencial  
SAFIRA  
Santander  
Senac  
Sodimac  
Somos Educação  
Stefanini  
Stone  
SumUp  
Suno United Creators  
Suzano  
Tirolez  
Ulhoa Canto Advogados  
Unilever  
Universidade Cruzeiro do Sul  
Vigor  
Vimer  
Vocação



# Backstage



## BOARD

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**Fernando Shayer**  
**Florian Bartunek**

**Lissa Collins**  
*Chairman*

**Marcelo Barbará**  
*Vice-Chairman*

**Susanna Lemann**

## FISCAL AUDIT

**Frederico Albarran**  
**Taiguara Alécio Oliveira**

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**Alini Dal’Magro**  
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**Adriana Lopes**  
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**Ilda Reis**  
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**Jorge Hohmuth**  
*Marketing Coordinator*

**Letícia Boaventura**  
*Marketing Assistant*

**Leticia Pequeno**  
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**Marcela Magalhães**  
*Employability Analyst*  
**Regiane Costa Tofanello**  
*Employability Manager*

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*Pedagogical Operations Analyst*

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*Project Assistant*

**Thayssa Cardoso**  
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**Thiago Mata**  
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**Túlio Gomes**  
*Product Expert*

**Victoria Pinheiro**  
*Marketing Assistant*

**Wesley Linares de Lima**  
*Pedagogical Development Coordinator*

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**Jorge Hohmuth**  
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**Letícia Boaventura**  
*Coordination*

**Victoria Pinheiro**  
*Coordination*

**Marcas com Sal**  
*Graphic Design*

**Potira Cunha**  
*Writing and Proofreading*

**Guto Garrote**  
*Photography*

**Lidia Prado**  
*Make-up*

**Fernanda Mello**  
*Costume Design*

**Pedro Henrique Ferreira (Lambuja)**  
*Illustrations - PROA Platform*





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 2020  
(IN THOUSANDS OF BRAZILIAN REALS)

OPERATION  
INCOME

TOTAL OPERATING INCOME .....	R\$ 6,869
TOTAL COSTS .....	R\$ 5,056
GROSS SURPLUS .....	R\$ 1,813

OPERATING  
EXPENSES

PERSONNEL EXPENSES .....	R\$ 866
ADMINISTRATIVE AND GENERAL EXPENSES .....	R\$ 231
EXPENSES WITH VOLUNTARY AND DONATED SERVICES .....	R\$ 254 <sup>1</sup>
TOTAL EXPENSES .....	R\$ 1,351
RESULT BEFORE FINANCIAL INCOME AND EXPENSES .....	R\$ 462



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Caixa Postal 75518 - CEP 04707-070 - São Paulo/SP - Brasil  
Telefone +55 (11) 3040-1500  
kpmg.com.br

**Relatório dos auditores independentes sobre as demonstrações financeiras**

Aos Administradores e Conselheiros da  
Associação Instituto PROA  
São Paulo - SP

**Opinião**  
Examinamos as demonstrações financeiras da Associação Instituto PROA ("Associação"), que compreendem o balanço patrimonial em 31 de dezembro de 2020 e as respectivas demonstrações do resultado, do resultado abrangente, das mutações do patrimônio líquido e dos fluxos de caixa para o exercício findo nessa data, bem como as correspondentes notas explicativas, compreendendo as políticas contábeis significativas e outras informações elucidativas.

Em nossa opinião, as demonstrações financeiras acima referidas apresentam adequadamente, em todos os aspectos relevantes, a posição patrimonial e financeira da Associação Instituto PROA em 31 de dezembro de 2020, o desempenho de sua operação e os seus fluxos de caixa para o exercício findo nessa data, de acordo com as práticas contábeis adotadas no Brasil aplicáveis às pequenas e médias empresas.

**Base para opinião**  
Nossa auditoria foi conduzida de acordo com as normas brasileiras e internacionais de auditoria. Nessas responsabilidades, em conformidade com tais normas, estão descritas na seção a seguir intitulada "Responsabilidades do auditor pela auditoria das demonstrações financeiras". Somos independentes em relação à Associação, de acordo com os princípios éticos relevantes previstos no Código de Ética Profissional do Contador e nas normas profissionais emitidas pelo Conselho Federal de Contabilidade, e cumprimos com as demais responsabilidades éticas de acordo com essas normas. Acreditamos que a evidência de auditoria obtida é suficiente e apropriada para fundamentar nossa opinião.

**Responsabilidades da administração pelas demonstrações financeiras**  
A administração é responsável pela elaboração e adequação apresentada das demonstrações financeiras de acordo com as práticas contábeis adotadas no Brasil aplicáveis às pequenas e médias empresas, e pelos controles internos que são determinantes como necessários para permitir a elaboração de demonstrações financeiras livres de distorção relevante, independentemente se causada por fraude ou erro.

KPMG Assurance Services Ltda. é uma sociedade limitada, inscrita no CNPJ nº 06.908.888/0001-08, com sede em São Paulo/SP, inscrita no Estado de São Paulo sob o nº 06.908.888/0001-08, e inscrita no CNPJ nº 06.908.888/0001-08. O KPMG Network é uma rede global de firmas de membros, cada uma das quais opera sob uma estrutura jurídica independente e sob o controle de uma entidade jurídica local. O KPMG Network não é uma entidade jurídica única e não possui personalidade jurídica. O KPMG Network não é responsável pelas demonstrações financeiras da Associação Instituto PROA.

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 PROA partner

You can also be part of the group of partners that support us in transforming lives and collaborating to build a better society.

## **CONTACT US**

[contato@proa.org.br](mailto:contato@proa.org.br)

[PROA.ORG.BR](http://PROA.ORG.BR)







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04552-060 - SÃO PAULO - SP

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