



DISCOVERING NEW SEAS

2021 Activity Report

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01

BOARD LETTER INTRODUCTION



In 2007, PROA was born, an NGO with the objective of creating opportunities for low-income youth to develop and become protagonists of their own stories through employability. Since then, a lot has changed, but our objective remains the same: to promote the productive inclusion of low-income Brazilian youth.

In 2022, PROA celebrates 15 years of existence. During this period, we have an engaged, collaborative and passionate team that tirelessly seeks to act as a bridge between young people and the job market, enabling them to find their way and see their lives transformed.

It is thanks to a team that includes our team, but also our partners, funders, supporters, volunteers and employers, that we have been able to see, along this trajectory, more than 9,500 lives renewed and impacted. They are young people with few opportunities, but full of saved dreams, who completely change their destinies with the help of PROA.

The challenges faced on this journey were many, but looking at the face of each young person who develops with us, forms and achieves goals - sometimes not imagined - is what moves us. There are times when remembering the past gives us the certainty that we are on the right path and encourages us to continue in the present and build the future.

2021 was a challenging year, but also a watershed year for PROA, in which we were able to reinforce our role and commitment to society.

In this sense, we rethought our impact and decided that it was time to do much more for young people and, consequently, for society as a whole. With that, we set the goal of impacting 300,000 young people by 2027. And what seemed like just a dream began to take shape with the beginning of our expansion through the project PROA Platform. Departing from São Paulo, we set sail for the State of Rio de Janeiro with the aim of transforming life and bringing development opportunities to young people from Rio de Janeiro as well.

In addition, it was also a year of many achievements, such as the consolidation of our course focused on programming, PROPROFISSÃO, which develops behavioral, cultural and technical skills in Java Programming, allowing 285 students to become programmers and 81% of them could, accordingly, start their work journey in the area of technology.

For young people in São Paulo and, later, in Rio de Janeiro, we brought the PROA Platform, an online and 100% free course in which young people can develop the professional skills necessary to reach the job market ready. Through the platform, we reached 5,366 young people approved in Rio de Janeiro and 5,494 young people in São Paulo.

In 2022, another year of our history is being written and it will be no different: we will continue with our mission to transform the lives of thousands of young people through scale and technology. Reaching the 300,000 young people impacted by PROA by 2027, for us, more than a challenge or a number, is a dream that will help change lives in the short and long term, impacting the society as a whole.

Big transformations start with small actions, and we are sure that, little by little, together with young people so full of energy and talent, we will be able to change the world!

May it be a year of celebration for PROA, for our young people and for all who accompany us on this journey of change. Knowing that we put an end to the cycle of stagnation in which many young Brazilians find themselves is in our hands is what moves us and will continue to move us always!

We wish you all a good read!

Board of Directors



2021

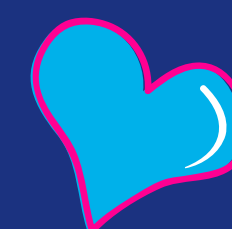


AT PROA



2021 started with uncertainties brought by the pandemic. If, on one hand, there was a good perspective regarding the beginning of the vaccination process, on the other hand, it was still not possible to know how the year would develop.

But giving up is not among the words in PROA's vocabulary! Even in this context, the projects continued, albeit at a distance. Our students thrived in their development and technical qualification, so that they could be ready to enter the job market. PROA believes education is the only way to guarantee young people a chance to dream, achieve and build a better future. Thus, firm in its ideals, PROA continued the process of productive inclusion of young people so that we can transform not only their reality, but also society.



02 2021 AT PROA

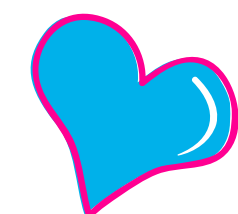


Even in the face of the challenges imposed by the pandemic, PROA continued its expansion project and, in 2021, reached another state, Rio de Janeiro. Our goal is to offer young people from Rio de Janeiro an opportunity to qualify for the job market and to connect them with employers and job opportunities.

2021 was also a year of closing cycles. Both PROACOINS and Jovens a Bordo do Futuro projects came to an end. While the first focused on expanding the cultural repertoire of young people, the second trained teachers from public schools according to PROA's methodology.

The focus of 2021 was to resume our roots of productive inclusion and start scaling to other States of Brazil. All of our efforts focused on facilitating the development of young Brazilians and enabling a more promising future for them and for society. We count on you on this journey!

Alini Dal'Magro
CEO at PROA Institute



03

PROPROFISSÃO



2021 was the year to consolidate PROPROFISSÃO, once we shifted its focus on 2020 to capacitate young people in JAVA programming language. Throughout the year, PROA opened 300 spots for low-income young people in São Paulo to participate in our free professional qualification course.

For 6 months, the course not only teaches students how to program, but also provide behavioral and cultural classes so that the student can leave with competitive market skills. For instance, the students improve their cultural repertoire by going to museums and theaters, while expand their self-awareness by improving their communication, reflecting on their goals and their careers.

Also in 2021, PROA gave the first steps towards an expansion that will take PROPROFISSÃO to Pernambuco in 2022. We envision opening more doors so that young people can have the opportunity of a tech education that will expand their professional opportunities.

03 PROPROFISSÃO

//
**I ALREADY KNEW I WANTED
TO WORK IN THE IT AREA.
PROA CAME TO EASE MY WAY
AND HELP ME FIND MYSELF.**
//

JULIA DE JESUS DOS SANTOS

*Back-end developer for Banco PAN
and Systems Analysis student at FATEC.*



Upon entering college, Julia and her parents agreed that that would be the last year in which she would dedicate herself to studies only. From that moment on, she should begin to search for a job opportunity. So, on the advice of her mother, who already knew about PROA, the young woman applied and was admitted to all stages of the selection process until, finally, it worked: she had just become a PROANA. The young woman, who already knew she wanted to work in the IT area, would find in PROA the information she needed to better choose her area of expertise.

In PROPROFISSÃO, Julia had the opportunity to learn more about Java language, UI, UX, as well as develop her communication skills: "I was shy and had a hard time expressing what I thought. PROA's communication classes were very practical and helped me a lot. Today I know my communication skills are much better".

Julia is currently in the third semester of Systems Analysis and at FATEC-SP, in addition to working in her area as a back-end developer in an anti-fraud team at Banco PAN, one of PROA's sponsors. For the future, the young woman has many plans, including specialize in her area and to dedicate herself to other activities, such as learning English, which can complement her expertise and bring new professional opportunities, maybe even abroad.



PROA students during
the Closing Event
of PROFISSÃO
at FAAP University.



03 PROFISSÃO

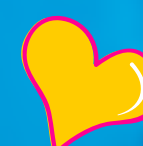


*I ENTERED THE COURSE OUT OF CURIOSITY.
**BUT PROA TEAM MADE ME FALL IN LOVE
WITH THE AREA.** AFTER THAT,
I WAS SURE THAT THIS AREA
IS SOMETHING I WANT FOR
MY CAREER AND FOR MY LIFE.*



ERICK SANTOS ROCHA

*Intern at Stefanini and student of
Systems Analysis at Senac Santo Amaro.*



When he finished high school, Erick was just taking a few courses, but he still had not gotten a job. Around that time, his aunt saw PROA on the TV news and, knowing that he was a boy who liked to study, told him to look for more information. When the young man entered the site, he discovered that there was a course focused on programming and wasted no time to sign up.

Despite having entered the course out of curiosity, he ended up falling in love: "I entered the course out of curiosity. But PROA team made me fall in love with the area. After that, I was sure that this area is something I want for my career and for my life." With the encouragement of his mother, who always wanted him to go to college, Erick won a 100% full scholarship in the Systems Analysis course at Senac Santo Amaro.

According to Erick, the technical content he learned at PROA made all the difference in college, because PROA provided a well-structured foundation for him. In addition, the young man was able to see his development in other skills, such as time management and communication, essential for his daily life. "I learned a lot about interpersonal relationships. At PROA, we always work as a team, which is not easy. I was extremely shy and found it difficult to even ask questions. Today, I can do that more easily."

Currently, Erick works as an intern at the IT company Stefanini, where he wants to become a full-stack developer. In addition, he carries a heart full of dreams.



PROA students during
the Closing Event of
PROPROFISSÃO
at FAAP University.



//
***I SEE MYSELF LEAVING THE
COUNTRY, BUILDING A CAREER ABROAD.
I BELIEVE THAT ALL THE FOUNDATION
THAT I HAVE TODAY AND THAT I WILL
USE TO BUILD MY FUTURE STARTED
AT PROA.***
//

HUGO VINICIUS MATOS DA SILVA

*Development assistant focused on CRM
and student of Systems Analysis.*



At the end of 2020, Hugo was in the third year of high school at the Federal Institute of São Paulo, but this was not sure what path he wanted to follow. When he finished high school, still not sure which way to go, the young man took the entrance exam for Economics at Unicamp (State University of Campinas) but ended up dropping out because it still was not what he wanted.

PROA Institute appeared in Hugo's life some time ago, but he did not even know that one day he would become a PROANO. A friend of his had attended PROA and, finding Hugo a little unsure which way to go, told him that PROA had a technology course. At that moment it clicked: "I decided to go to PROA to be sure of what I wanted. PROA was like a mentor to me. When I finished, I saw that IT was what I wanted for my life. If it were not for PROA to give me this direction, maybe even today I would be wondering what I was going to do with my life".

In addition to his development in communication and writing skills, PROPROFISSÃO made it possible for Hugo to learn technical skills that he still uses today, such as programming, database manipulation, etc.

The young man, who was not confident enough to dive into his endeavors, gained more strength after PROA: "I had two opportunities to go to college, but I ended up deciding not to go. After PROA, I felt confident about starting college and even entering the job market". Hugo is now studying Systems Analysis at the Federal Institute of São Paulo and works as a CRM developer assistant at Cadastra. "I got this job within even a week of college, so all the initial learning that led me to this I received at PROA."

When asked about his future, Hugo dreams of the long term and speaks of PROA as his facilitator.



**PROA MADE ME SEE ANOTHER
SIDE OF LIFE AND CHASE MY DREAMS
WITHOUT GIVING UP.**



CECILIA OLIVEIRA NEVES

*Junior programmer at HDI Seguros and
student of Systems Analysis at FIAP.*



Cecilia, a resident of Presidente Altino, in Osasco, São Paulo, realized that it was time to go in search of a job or to take a course that would facilitate her finding her way.

It was a friend of her mother who told her about PROA. Cecilia's first attempt was still when PROPROFISSÃO was focused on management skills, but, unfortunately, at that moment she was not admitted. Luckily, that did not make her give up: when she found out that PROA was offering a Technology course, she tried again and was approved: "From then on, my life changed completely".

At first, the young woman planned to take the course and then go to college, but when she entered PROA she realized that she could go even beyond.

At PROA she developed her communication, productivity and proactive skills.

Currently, Cecilia is a Systems Analysis student at FIAP and works as a junior programmer at HDI Seguros, where she uses the knowledge obtained at PROA: "The programming concepts I learned at PROA and the communication skills help me in my daily activities and make it easier for me to ask for help and to do some networking".

For the future, the young woman dreams big and wants to develop projects with other people, in addition to working and living in New York: "I'm already studying English. In addition, when I started to work, I also started to organize myself financially and put together a plan for an exchange program".

3.1 PROPROFISSÃO IN FIGURES

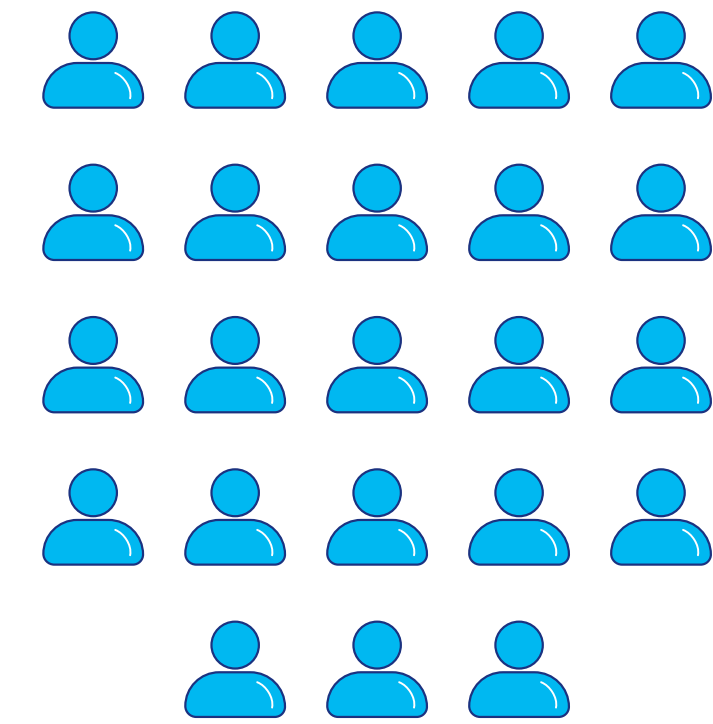
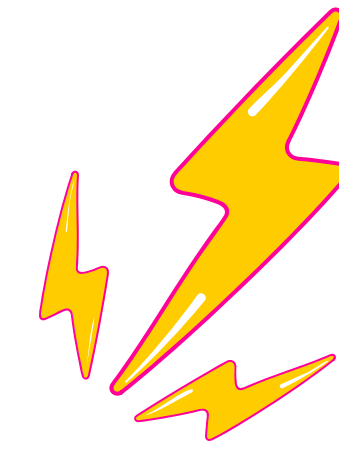
2021 IN FIGURES

The figures for PROPROFISSÃO attest the effort, dedication, and commitment that our students have since the selection process.



1 SELECTION PROCESS

6.951
young people began
to attend the course



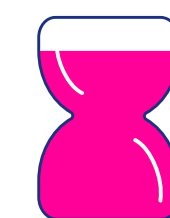
1.208
young people interviewed

- Online Exam
- Tech Challenge
- Individual Interview
- Evaluation Board
- Parents Meeting

23 > 
candidates applying
for each vacancy

2 DEVELOPMENT AND QUALIFICATION

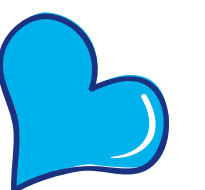
300
young people selected



6
months

2%
evasion

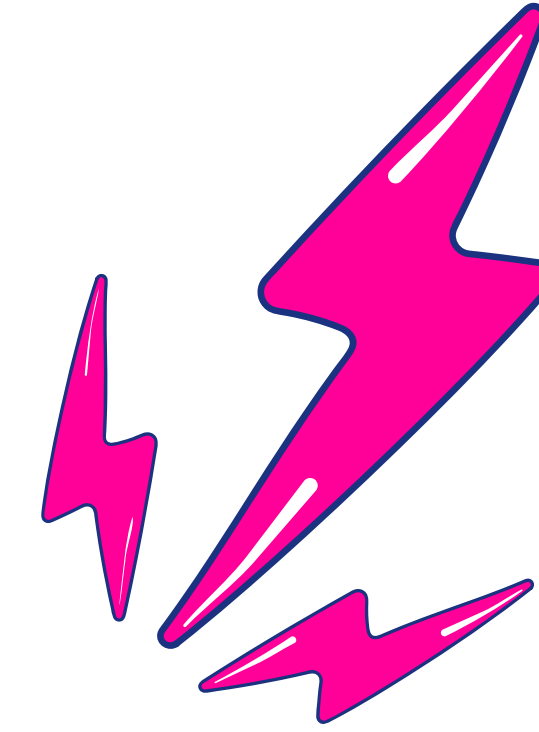
- Web Java Programming Expert
- Behavioral
- Cultural
- Practical
- Demo Day (TCC)
- (Workload - 436h)



3.1 PROPROFISSÃO IN FIGURES



3 EMPLOYABILITY



81%

young people employed

BRL 1.930,00

initial salary



3

years
of follow-up

- Job opportunity
- Guidelines
- Coaching
- Events
- Alumni PROA Network (former students)

04

PROA PLATFORM



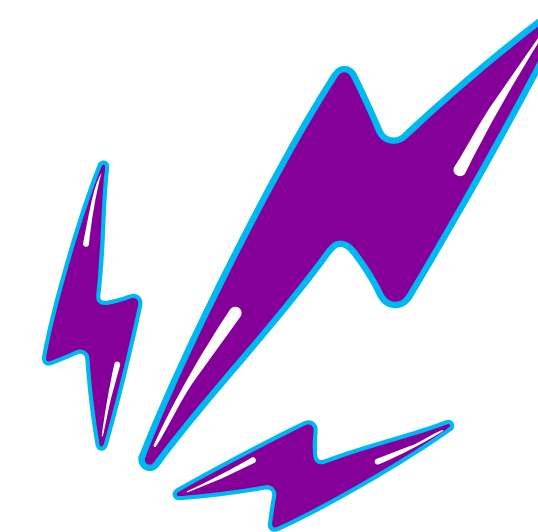
PLATAFORMA PROA

Since the beginning of its trajectory, Instituto PROA has acted as a transforming agent and facilitator that seeks to ensure that any difficulty faced by young people prevents them from achieving goals, fulfilling dreams and having their lives transformed.

In 2021, the PROA Platform was launched with the aim of preparing low-income young people for their first job online and 100% free. Thus, for three months, through an active learning model and interactive and dynamic projects, young PROANO begins to understand how winning a first job works in practice.

PROA interviewed more than 70 companies to understand what it took for a young person to enter the job market. After this research, we developed a product, the PROA Platform, in order to address this demand and prepare young people for their first job.

An IBGE survey carried out in May 2022 concluded that, in Brazil, there are almost 10.6 million unemployed, and the unemployment rate is higher among young people: between 14 and 17 years old, 36.4% were looking for a job work last year; among young people aged between 18 and 24, 22.8% were unemployed.



The numbers are high, so offering a quick course with practical activities in which young people can develop the main skills and competences needed in the job market, in addition to access to an exclusive vacancy portal, is essential for young people to feel more confident looking for opportunities.

In 2021, the PROA Platform with the support of P&G, SEEDERI and CODIN arrived in Rio de Janeiro in a first phase of expansion of the PROA Platform with the objective of approving 8,500 young people in the two states. For 2022, two new states will be added, Santa Catarina and Rio Grande do Sul.



**NOWADAYS, I KNOW MYSELF MORE AND THAT HELPS MY DEVELOPMENT.
I WANT TO HAVE A GOOD AND STABLE CAREER IN THE MARKETING
AREA AS WELL AS IN THE ACADEMIC AREA.**



MARIANA VASCONCELOS

*Young apprentice at Estratégia Concursos
and Advertising student at UNIP.*

Fresh out of high school, the young woman wanted to enter the job market, but, until then, she had never worked.

At PROA Platform, Mariana saw herself developing many skills, but it was self-awareness that made all the difference in her life. It was thanks to the development of this skill that the young PROANA was able to get to know herself better and understand her limits: "I always stopped doing things because I was afraid, but at PROA, I learned to organize myself and now I can do more activities efficiently, without procrastinating".

Not knowing what PROA classes would be like, Mariana went with an open heart to learn and realized that if she took advantage of this opportunity, she could grow a lot.

Learning to use Excel, writing better and building her résumé were just some of the skills that made all the difference in her professional life. By the end of the course, Mariana realized how much PROA had helped her in her development: "If I am currently employed and I stand out in it, it is thanks to PROA".

Before meeting PROA, Mariana was not sure which degree she would pursue, she just knew that she would like to do something related to communication. Through PROA's self-awareness classes, the young woman was able to identify what she would really like to do: advertising. As a student of an Advertising course, Mariana got her first job because of PROA, working as a young apprentice in the Marketing sector of the company Estratégia Concursos.





PROA students during the Closing Event of PROA Platform in São Paulo.





I WANT TO START AN UNDERGRADUATE DEGREE AND QUALIFY TO GET MORE PREPARED FOR THE JOB MARKET, WHICH WILL ALLOW ME TO PROVIDE A BETTER CONDITION FOR MY FAMILY AND FOR MY COMMUNITY.



MARCUS VINÍCIUS SANTOS DE ASSIS

Young apprentice at Via and student at Senac Jabaquara.

Marcus, a resident of Grajaú, in the extreme southern region of São Paulo, met PROA Institute on television while doing school activities and decided to enroll.

At first, the young man thought he would take a common course, just like the others, but he realized that the support given by PROA to students was completely different.

Through PROA Platform, Marcus could think about his strengths and weaknesses, as well as analyze his behavioral skills, helping him to improve his soft skills and develop hard skills:

“The course opened my eyes to a professional future and helped me to structure a path to reach my goals”.

Through PROA, the young man received the opportunity to take a technical course at Senac. In addition, he currently works as a young apprentice in the administrative area of Via, a PROA partner company since 2015.

After the technical course, Marcus already has plans.







BEFORE THE COURSE ENDED, I HAD ALREADY GOT MY FIRST JOB. I BELIEVE THAT, AT PROA, I BECAME MUCH MORE COMMUNICATIVE. I LEARNED TO TRUST MYSELF MORE, TO USE MY SOCIO-EMOTIONAL SKILLS, TO ORGANIZE MYSELF BETTER AND TO DEFINE LIFE PLANS.



BEATRIZ QUEIROZ DE JESUS

Young apprentice at Santander and student of Economic Sciences at Universidade São Judas.

During the pandemic, PROA entered Beatriz's life. The young woman was in her third year of high school and was determined to find a job at that moment. She was in search of courses that would prepare her for the job market and social media allowed her to find PROA.

When starting the course, the young PROANA was insecure, not knowing what she was going to do with her future and believed that this would just be an opportunity to prepare for a job. Throughout her trajectory at PROA, she realized that it was much more: "PROA can really change the lives of many young people and make them dream about the future".

During the course, held online at PROA Platform, Beatriz had the opportunity to get to know herself better and develop communication, organization, and behavioral skills.

Thus, through PROA, the young woman began to take her first steps towards the job market, registering on LinkedIn and on sites such as Vagas.com, preparing for interviews and developing other skills that led her to her first job.

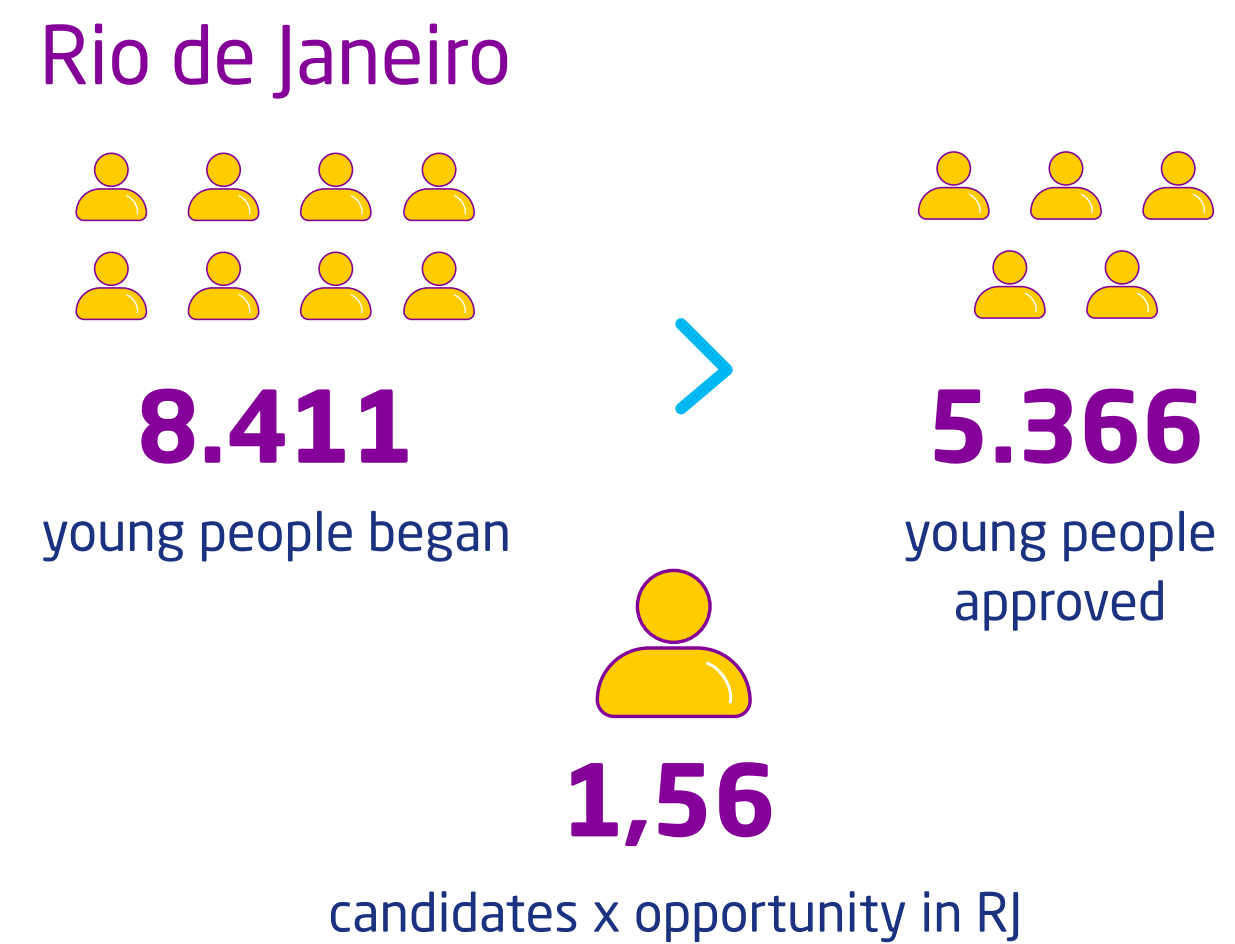
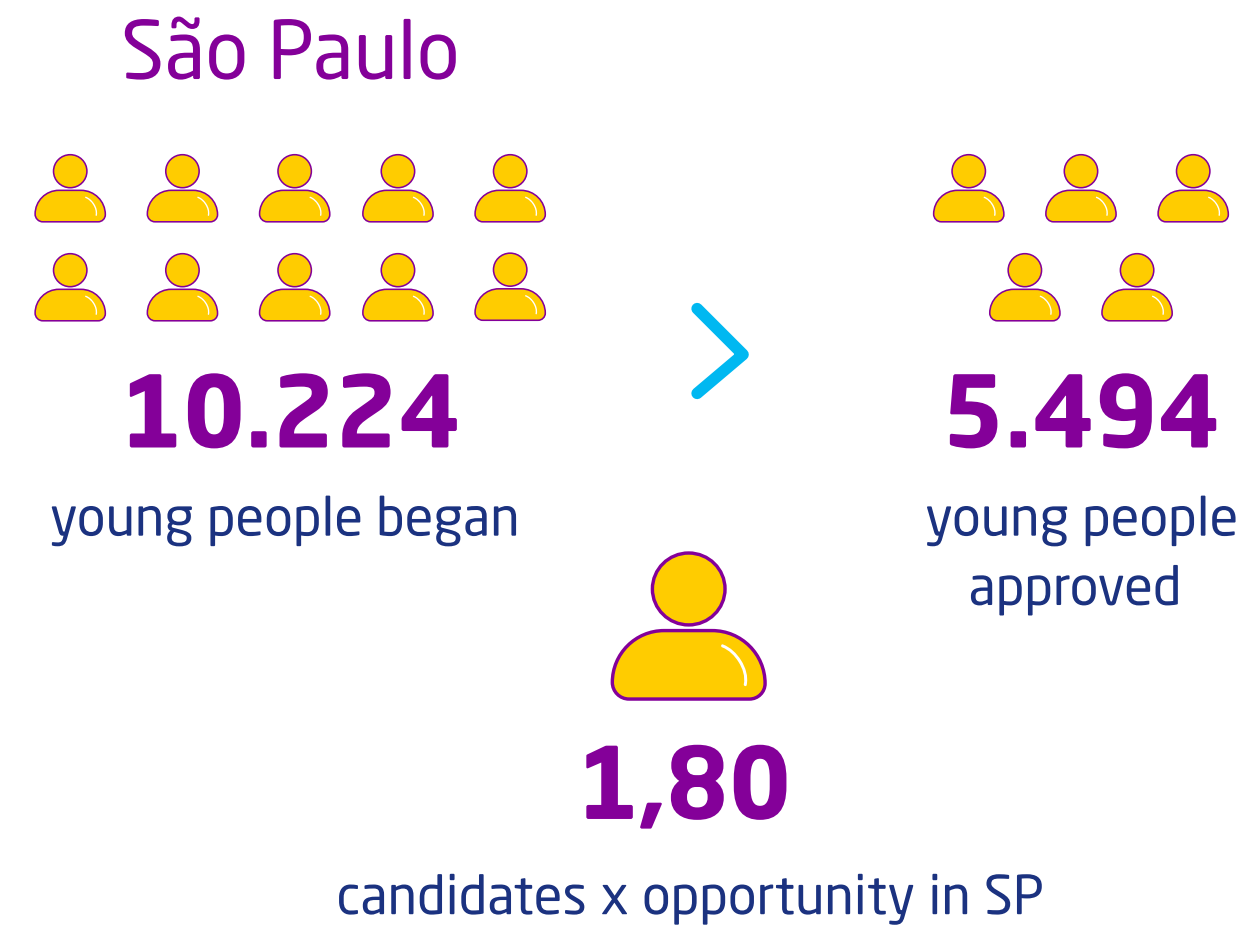
Currently, Beatriz is a student of the Economic Sciences course at Universidade São Judas, in addition to being a young apprentice at Santander, where she works in an account custody team. Her first job is also a place of learning: "I have learned so much from my job, like taking care of my money, communicating more, working as a team. And PROA helped me in all of this. When I came to the bank, I came prepared to develop myself further and with the necessary skills to deal with the daily work".

For the future, Beatriz brings a heart full of personal and professional dreams and, in all of them, the focus is to grow even more: "I really want to grow at the bank, I love working here. It is a welcoming, receptive environment in which people have several opportunities to acquire new knowledge and to grow".



4.1 PROA PLATFORM IN FIGURES

1 SELECTION PROCESS



2 BEGAN THE COURSE

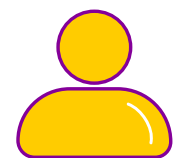


- Online test
- Motivational audio messaging
- Meeting with parents or guardians
- Course onboarding

4.1 PROA PLATFORM IN FIGURES

3 DEVELOPMENT AND QUALIFICATION

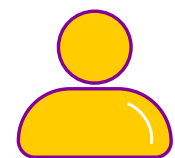
São Paulo



931

young people
graduated

Rio de Janeiro



769¹

young people
graduated

Workload



100H

BASIC TRAILS

- Self-awareness
- Career Planning
- Professional Project
- Logical reasoning
- Communication



1. 168 graduated in 2021 and 601 started
in 2021 but graduated in January 2022.

OPTIONAL TECHNICAL TRAILS

Workload  **50H**

Administration (P&G)

120 young people graduated in SP
30 young people graduated in RJ

Retail (Fundação Casas Bahia)

28 young people graduated in SP

UX Design (Accenture)

113 young people graduated in RJ

Logistics (P&G)

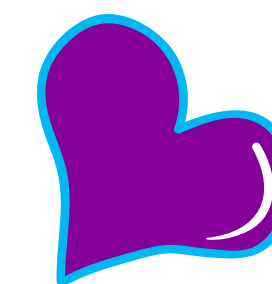
35 young people graduated in SP
9 young people graduated in RJ

Data Analysis (iFood)

77 young people graduated in SP

Brand Promotion (BRF)

7 young people graduated in SP
18 young people graduated in RJ



4.1 PROA PLATFORM IN FIGURES

4 EMPLOYABILITY

63,3%

young people employed

BRL 1.022,66

initial salary



3

years
of follow-up

- Job opportunity
- Guidelines
- Coaching
- Events
- PROA Alumni Network (former students)

05

PROJECT JOVENS A BORDO DO FUTURO



2021 was the last year for Jovens a Bordo do Futuro project.

In line with the institution's values, the project's activities began through a partnership with Paula Souza Center, training 177 teachers in PROA's methodology and transforming lives of thousands of young people.

05 PROJECT JOVENS A BORDO DO FUTURO

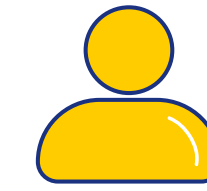
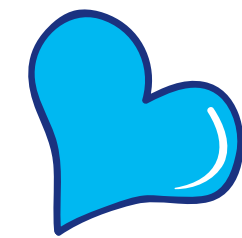
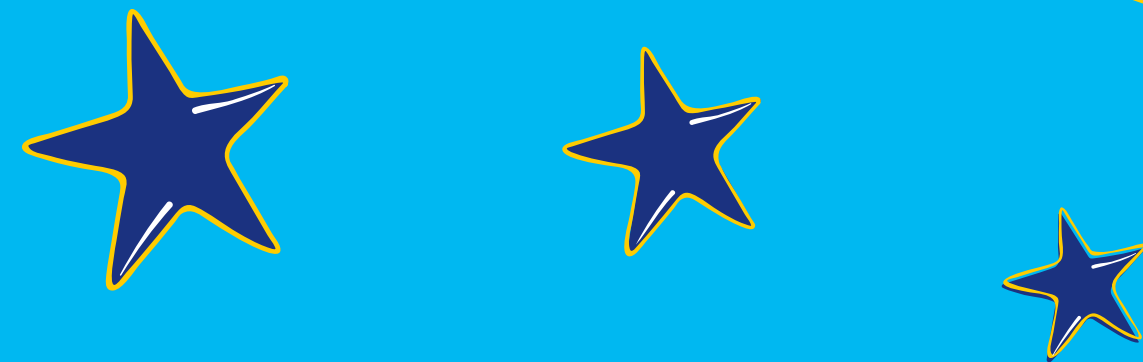


At Centro Paula Souza, Jovens a Bordo do Futuro arrived as a part of an integrative project, seeking to guide students in a training model based on their socio-emotional skills. Through a methodology designed by PROA, teachers helped students discover their talents and new paths.

In addition to socio-emotional skills, students developed technical skills and acquired the necessary maturity to develop a personal and professional project for their future.

5.1 PROJECT JOVENS A BORDO DO FUTURO IN FIGURES

2021 IN FIGURES



177

teachers trained
by PROA



Novotec Express (120h)



- Independent professional qualification course, lasting 120 hours in one semester.
- Communication and Life Project for the Labor Market.
- **86** professionals trained by PROA.

Novotec Integrated (60h)



- Professional qualification course integrated to High School classes and subjects.
- **91** professionals trained by PROA.

06

**SEA OF
CONTENTS**

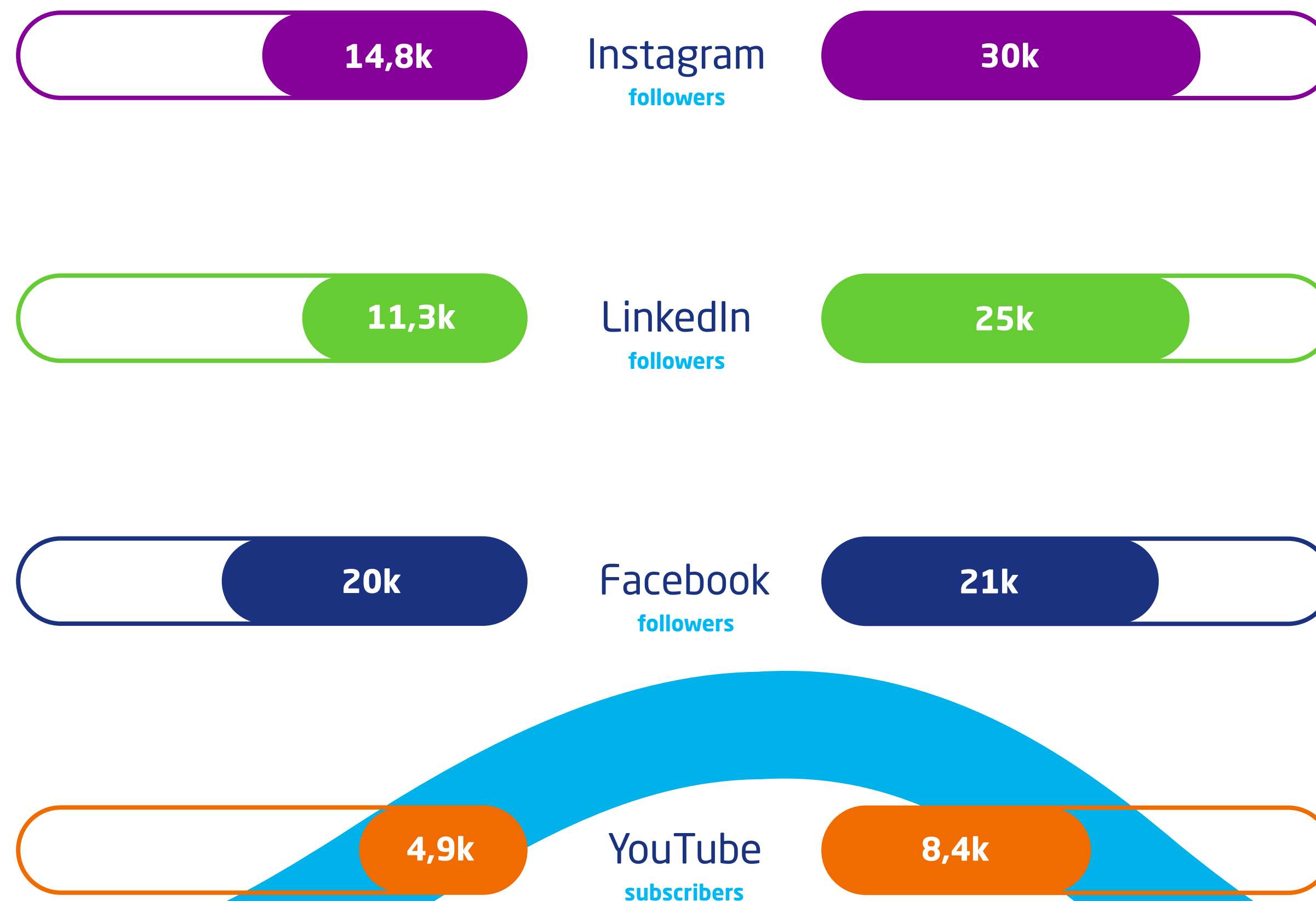


***IN 2021, PROA CONTINUED
TO GROW IN THE MEDIA,
SUCH AS SOCIAL NETWORKS,
OFFERING RELEVANT CONTENT
FOR YOUNG PROANO.***

06 SEA OF CONTENTS

2020

2021



PROA Institute's social networks bring content related to the job market, to enable the development of young people. In this way, its growth is focused on reaching the young audience exactly in the territory where it is most present: digital.

In addition, in 2021, the second edition of PROA Talks took place, this time 100% online, with the participation of prominent figures on the national scene: former gymnast and commentator Daiane dos Santos, journalist Alan Severiano, lawyer and writer Ruth Manus, actor and comedian Mister Emerson, actor and interior designer Fábio Marxx and biomedical Jaqueline Goes. All of them brought stories and shared their careers paths to inspire young PROANOS.



07 SPONSORS

TOGETHER,
WE CAN DO MORE



2021 was a year of recovery and new perspectives were on the horizon.

Despite the uncertainties regarding what was to come, we did not lose strength or the will to transform the lives of young people who depend directly on us.

It is great to be able to count on our partners, sponsors, and volunteers in this trajectory.

Together, we can transform lives, renew hopes, build new paths, and make dreams come true.

Together, we can do more!

7.1 SPONSORS

CRUISE



J.P.Morgan

SHIP



ORACLE



accenture



BOAT



Bloomberg



VISAGIO

LANXCapital



Novelis



CANOE



THE UK ONLINE GIVING FOUNDATION

Symphaxis

atDta



TVML Foundation



7.2 INDIVIDUAL SPONSORS

Abilio e Geyze Diniz

Alex Pereira Ferreira

Alexandre Borin Cardoso

Aline Loureiro

Aloysio Miranda Azambuja

Ana Beatriz Cunha Botelho Hime

Ana Maria Diniz D'Avila

Ana Paula de Queiroz Cunha

Anna Gabriella Chagas Antici

Antonio Fernando Azevedo

Camila Ferreira Foganol

Candido Bracher

Denia Salú

Eduardo Ribas

Elie Horn

Fabio Ermírio de Moraes

Florian Bartunek

Francisco Ribeiro de Magalhães Filho

Guilherme Affonso Ferreira

Guilherme Cunha

Guilherme Potenza

Jean Pierre e Jaqueline Zarouk

Luis e Lilian Stuhlberger

Marcel Herrmann Telles

Marcelo Pinto Duarte Barbará

Marcio Eichenberg Bento

Maria Isabel Palhares de Paula Machado

Mauricio de Souza

Mauricio Luis Luchetti

Nara Roesler

Paula Bobrow

Paula Godinho Pereira Lieberba

Pedro Cezer

Rodolfo Villela Marino

Rodrigo Farias de Oliveira

Taiguara Alécio de Oliveira

Taynara Andrade de Proença

Teresa Cristina Ribeiro Ralston Botelho Bracher

Thiago Landroni Cozzi

Youssef Melhem Abichabki Neto



7.3 INSTITUTIONAL SUPPORTERS

C6 Bank

CIEE

Cinemark

CODIN

CPTM

Criativa Painéis

Cultura Española

Discovery

DMS

Eletromidia

Escape60

Espaço Refletir

Estuda.com

Estúdio Grão

FAAP

FEI

Flow

Gauss

Goethe-Institut

IAB Brasil

IMOB

Life

M2 Marcas

Machado Meyer

Marcas com Sal

MeSalva!

Metro

Meu Entrevistador

MITA

O2 Filmes

Otima

Pinheiro Neto

Quatro Cinco Um

SEDUC SP

SEDEERI RJ

Setdoor

Siteware

Squid

Strategy Manager

SUNO United Creators

Tentáculo Áudio

Tomi

TozziniFreire

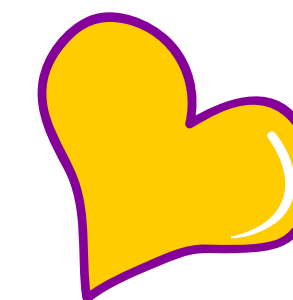
T4F

Veirano Advogados

Veled

Voitto

Vulpi

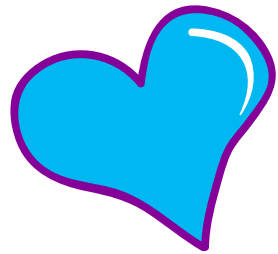


7.4 EMPLOYERS

A.C.Camargo	Banco Santander	Deloitte	JLL	Prevent Senior	Tirolez
Abbott	Banqi	DHL	Klabin	Privalia	TIVIT
Accenture	BD	Diageo	KPMG	Prometeon	Ultrafarma
Aché	Besni	DirectLog	Lalamove	Quatá	Unilever
Adidas	BIG	Discovery Networks Brasil	Loft	Quinto Andar	Unimed
ADP	Bradesco	Droga Raia	Loggi	Raia Drogasil	Uninove
AGCO	BRF	Duratex	Makro	Rede D'Or São Luiz	Universidade Paulista
Americanas	Burger King	ESPM	Mary Kay	Renner	UOL
Anhembi Morumbi	C&A	Estácio	Mc Donald's	Ri Happy	Via
Arcor	C6 Bank	Estadão	Melhoramentos	Roldão Atacadista	Vigor
Arezzo	Cacau Show	Estratégia Concursos	Mercado Livre	Saint Gobain	Vivaz
Assaí	Carrefour	Fast Shop	MetLife	Santander	Telefônica
AstraZeneca	Casas Bahia	Fleury	Método	SBF Centauro	Votorantim
Atacadão	Casa & Vídeo	Garena	Minalba	Serasa	Vunesp
Atento	CBRE	Global Hitss	Mondelez	SGA Toyota	WeWork
Avon	CCR	Globallvox	Natura	Shopper	Zara
Azul	Cecchetto Advocacia	Globo	Nokia	SIE Engenharia	
B2W	Cinemark	Goobec	Novelis	Siemens Healthineers	
B3 Brasil, Bolsa, Balcão	Coca-Cola FEMSA	GPA	Nubank	SIPEM	
Baker Hughes	Colgate-Palmolive	HDI Seguros	OLX	Sonda	
Banco BMG	Concentrix	Heineken	Oracle	Starbucks	
Banco Bradesco	Cotecna	IBM	Outback	Stefanini	
Banco BTG Pactual	Cotton On	Idwall	P&G	Suez	
Banco Citibank	Creditas	iFood	Pernambucanas	Syngenta	
Banco Credit Suisse	Cruzeiro do Sul	Ipiranga	Phibro	TecBan	
Banco GM	Cyrela	J.P. Morgan	PicPay	Teleperformance	
Banco Itaú	Dasa	Jadlog	Ponto.com	Telhanorte	
Banco PAN	De Nadai	JK Iguatemi	Porto Seguro	Tembici	



BACKSTAGE



BOARD

- Lissa Collins**
Chair
- Marcelo Barbará** *(founder)*
Vice-Chair
- Florian Bartunek** *(founder)*
- Susanna Lemann** *(founder)*
- Agapito Troina**
- Fernando Shayer**

AUDIT COMMITTEE

- Frederico Albarran**
- Taiguara Alecio Oliveira**

PROA TEAM

- Alini Dal’Magro**
CEO
- Adriana Lopes**
Partnership Analyst
- Ana Carolina Arnoni**
Marketing Analyst
- Ana Carolina Miki Martins**
Engagement Coordinator
- Ana Laura Valerio da Silva**
Product and Engagement Coordinator
- Bruna Barletta**
Institutional Coordinator
- Bruna Palhuzi**
Data Specialist
- Érica Miranda Vieira**
Employability Coordinator
- Ilda Reis**
Employability Analyst
- Isis Kalil**
Marketing Analyst
- Jorge Hohmuth**
Marketing Manager
- Kamilly Santiago**
Marketing Intern
- Marcela Magalhães**
Employability Analyst
- Mariane Oliveira**
Marketing Assistant
- Nathália Lobato Pereira**
Executive Assistant
- Regiane Tofanello Costa**
Employability Manager
- Ricardo Carvalho**
Scale and Expansion Manager
- Rosani Bertelli Amat**
Pedagogical Operations Analyst
- Thayany Silva**
Project Assistant
- Thayssa Cardoso**
Employability Analyst
- Túlio Gomes**
Product Specialist
- Wesley Linares**
Pedagogical Development Coordinator

PUBLICATION CREDITS

- Jorge Hohmuth**
Coordination
- Kamilly Santiago**
Coordination
- Marcas com Sal**
Graphic Design
- Potira Cunha**
Writing and Proofreading
- Paulo Ballotti**
English Translation
- Lidia Prado**
Makeup
- Paul Rikes**
Costume
- Yakini Rodrigues**
Costume
- Pedro Henrique Ferreira (Lambuja)**
Illustrations - PROA Platform
- Alile Onawale**
Photography
- Guto Garrote**
Photography
- Hayza Ramos**
Photography
- José Orlando**
Photography
- Thiago Martins**
Photography
- Rebeca Ukstin**
Scenography



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

PROA INSTITUTE ASSOCIATION

INCOME STATEMENT

YEARS ENDED ON DECEMBER 31, 2021

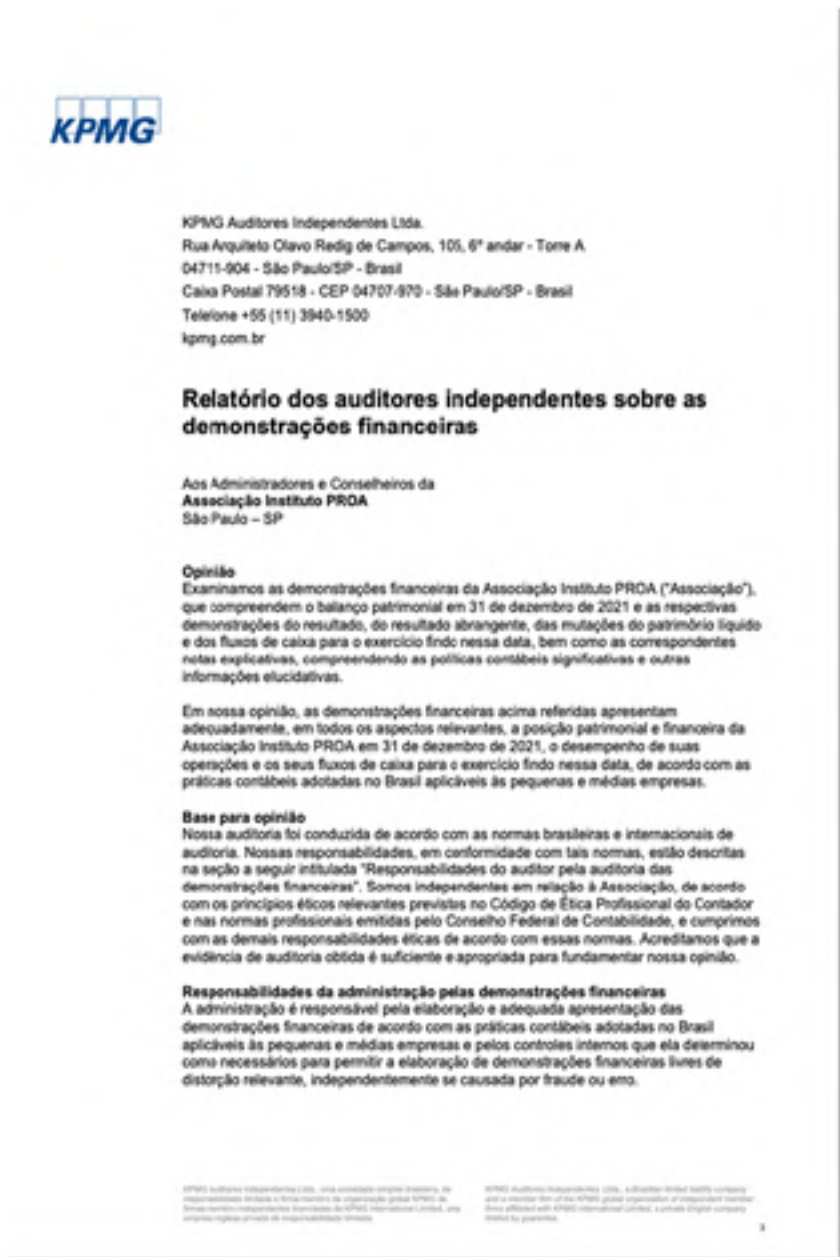
(IN THOUSANDS OF REAIS)

OPERATING INCOME

TOTAL OPERATING REVENUE	BRL 9.882
TOTAL COSTS	BRL 8.844
GROSS SURPLUS	BRL 1.038

OPERATING EXPENSES

ADMINISTRATIVE AND GENERAL EXPENSES (VOLUNTEER WORK AND GRATUITIES)	BRL 777 ¹
OTHER EXPENSES	BRL 310
TOTAL EXPENSES	BRL 1.087
INCOME BEFORE FINANCIAL REVENUES AND EXPENSES	BRL 49



1. In accordance with accounting standards, PROA values the income received from volunteer work, which is recognized in the income statement within operating income and, on the other hand, valued at the same amount in operating expenses.

BECOME A PROA PARTNER

Can you imagine being part
of transformation stories?

You too can have the opportunity to
transform young people's lives and
build a better society for the future.

CONTACT US

contato@proa.org.br

PROA.ORG.BR





PROA

PROA INSTITUTE

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VILA OLÍMPIA - 04552-060
SÃO PAULO - SP - BRAZIL

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