



15 YEARS TRANSFORMING LIVES

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01

LETTER FROM THE BOARD

*Challenges, achievements, transformed lives, growth,
employability, partnership, engagement, celebration...
How many words could define the year 2022
for PROA Institute!*

After arriving in Rio de Janeiro in 2021, we started 2022 committed to the mission of achieving productive inclusion and transforming the lives of many more young people in the country. So, we packed our bags and moored our boat in new ports, now arriving in Pernambuco, Rio Grande do Sul and Santa Catarina, always with the objective of being the gateway for young people to find employment and, thus, promoting their productive inclusion and social mobility.

We celebrated our 15 years of existence with a big party that brought together special guests, who were and are part of our history, personalities who are a reference for our young people and, of course, more than a thousand PROANOS and former PROANOS to relive this trajectory, since its origins in a small room on Largo 13 de Maio, in Santo Amaro, in the southern part of the capital of São Paulo, to the present day.

In 2022, our biggest project, the PROA Platform, arrived in Santa Catarina and Rio Grande do Sul to qualify and connect young people with employers in the most diverse segments.

Thanks to an engaged team, our partners, funders, supporters, volunteers and employers, we had 19,512 young people approved to attend the PROA Platform in the four states: São Paulo, Rio de Janeiro, Santa Catarina and Rio Grande do Sul in 2022.

PROPROFISSÃO, our course focused on Java web programming, is definitively consolidated and, in 2022, we had 330 young people approved in São Paulo and Recife to work in a market in constant expansion, but still lacking in qualified professionals, that of technology.

We continue to work hard so that, by 2027, the PROA Institute reaches new states and more than 300,000 young people with few prospects can have the opportunity to prepare themselves to take their first steps in the job market and see their dreams come true.

Our numbers are growing and show that our efforts are paying off, but the best proof that we are on the right path, reaping positive results, are the smiles stamped on the face of each young person who sees his life being impacted and transformed by knowledge and winning the first job.

Are there challenges? Yes, and many! But these young people's desire to grow motivates us and leads us to always want more.

We invite you to learn about our results and to be moved by the stories of some of the young people featured in this report, representing the different lives transformed over the course of this year. We also invite you to become a PROA partner and embark with us on our dream of impacting the lives of 300,000 young people.

Good reading!

Governing Board





02

2022 AT PROA

The year 2022 started with good prospects. The pandemic showed signs of having come to an end. According to IPEA¹, after the negative shock caused by the pandemic, we could observe a recovery of activities, such as services provided to families and others, with possible positive impacts on the labor market, which would become more heated.

In addition, according to data from Novo Caged, in February 2022, the number of workers with a formal contract in Brazil reached 41.2 million, which means an increase of 7.1% compared to the pre-pandemic period.

In this favorable scenario, PROA Institute continued its expansion project, remaining focused on its purpose of transforming lives through education and employability, in order to guarantee a better future for low-income young Brazilians, with few opportunities but a lot of talent and desire to make it happen.

Thus, bearing in mind that employability is the only way to promote change and social mobility, the PROA Institute, which had already arrived in Rio de Janeiro in 2021, would continue its scale of growth, now taking the PROA Platform and PROPROFISSÃO to the South and Northeast regions respectively, increasing its operations to 15,000 students in 5 states.

In the Northeast, young people from Grande Recife, an important technological hub in Brazil, were impacted by PROPROFISSÃO, a program that prepares

young people to work as junior Java developers. In São Paulo, the project reached its fifteenth year with great success.

Through the PROA Platform, young people from Santa Catarina and Rio Grande do Sul had the opportunity to take the first steps in a qualification program for the labor market and connection with employers and job openings.

In its second year in Rio de Janeiro, PROA Platform, in partnership with the State Government, P&G, CODIN and SEDEICS, offered 6,000 vacancies to young people from Rio de Janeiro to continue their productive inclusion in the labor market. We offer them six technical paths sponsored by recognized companies in the market, such as Fundação Casas Bahia, P&G, Accenture, BRF, iFood, Bloomberg and Dahlia Capital.

In São Paulo, 7,000 vacancies were offered to young people from all over the State to participate in the PROA Platform, showing that the project is increasingly consolidating among young people in São Paulo.

In the year that PROA Institute celebrated its 15 years of history with a path of great persistence, excellent results and, mainly, a great impact on society, we were able to

continue what was started back there in a small room on Largo 13 de Maio, in Santo Amaro, in the capital of São Paulo. Looking back and seeing how much we managed to evolve, even in the face of the most diverse obstacles, makes us reflect on how much we still want to conquer and drives us to face any challenge to make a more promising future to young Brazilians and a fairer society. And, of course, to achieve our dream of impacting 300,000 young people by 2027 and being a reference in youth productive inclusion.

Alini Dal'Magro

CEO of PROA Institute

1. Source: https://www.ipea.gov.br/portal/images/stories/PDFs/conjuntura/220331_cc_54_nota_34_visao_geral.pdf





03

PROPROFISSÃO

Every year, the demand for people to work in the technology area increases, but unfortunately, there are still few prepared professionals. Given this scenario, PROA Institute developed PROPROFISSÃO, a course focused on training young people aged 17 to 22 to work with programming.

Held after school hours, the professional qualification course is free and lasts six months. During this period, students develop their technical, behavioral and cultural skills so that they are well-prepared to enter an increasingly competitive labor market. Thus, in addition to learning about the Java language, programming logic and developing other technical skills, the young PROANO has the opportunity to expand their cultural repertoire, take self-knowledge classes, improve communication and reflect on their professional future, acquiring complete training and according to market needs.

And 2022 was marked by the success of the course, which set a record for registrations!

In total, 300 vacancies were offered to students from public schools in Greater São Paulo, facilitating access to opportunities in the area of programming

and with the sole objective of repeating the success stories of previous years, in which many young people completed the course employed, with excellent salaries and taking the first steps in a promising professional career.

In early 2022, PROA Institute arrived in Recife, one of the technology hubs in the Northeast, which connects companies with large business chains and launches startups for investors.

In August 2022, 30 vacancies were offered for a new class. Each young person received the necessary support to complete the course, including educational material, uniform, backpack and transportation allowance.

For 2023, PROA Institute continues to focus on the development of young people for the labor market, including the consolidation of projects started in 2022.







// I want to be someone consolidated in the market, who makes me proud of myself, someone who the story can inspire other people. //

WICTOR HUGGO MARQUES

*Systems assistant at Banco BMG and
Computer Science student at UniDrummond*

When he finished high school, Wictor had a plan in mind: studying Law at USP (University of São Paulo) and becoming a judge, but, after failing to pass the entrance exam, he decided to put his plan B into action and started studying Computer Science at UniDrummond.

Still in the first semester of college, the young man signed up for the PROPROFISSÃO selection process, at first without any pretensions, but, as he went through the phases, he got excited:

"I had no idea of what was to come, but going through so many phases was already an achievement for me".

In 2022, Wictor started PROPROFISSÃO and, based on the connection established with the contents, teachers and colleagues, he realized that he was on the right path: "Everyone in class was wonderful and they are people I still spend time with today".

During the course, with his group, he participated in the Demo Day, developing

an e-commerce platform for the sale of handcrafted products. In addition, the group proposed to Senac the holding of an in-person handicraft fair: “We contacted professionals and thought about creating environments that would please the artisans and we had great feedback”.

The project presented by the group was accompanied by tutor Leandro Marçal, Director of Technology at Banco PAN: “He really did a professional job, demanded weekly deliveries, as it happens in the market, made available to us professionals who work with him and went into the PROA”.

In the end, Wictor and his group were the great champions of Demo Day and have already started to reap good results: of the eight members of his team, six went to work at Banco PAN, one was referred

to employability and Wictor received a proposal from Banco BMG.

PROA Institute made a difference and marked the life of this young man who now has the NGO logo tattooed on his arm: “Considering who I was before and where I am now, the opportunities and contacts I gained through PROA were magical, and it is a privilege to have this experience marked on my arm”.

At the age of 19, the young man, who at times had a pessimistic view of his future, believed in studying as a means of transformation and now works in the Development area of Banco BMG as a systems assistant and already has plans: “I want to be someone consolidated in the market, who makes me proud of myself, someone who the story can inspire other people”.





// PROA has completely changed my life, mainly because it not only proposes the course, but gives you all the support you need to study. //

SARA RAYANE ARAÚJO LOPES

*Intern at Neurotech and student of Systems
Analysis and Development at Senac Pernambuco*

It was at college that Sara saw a colorful poster that caught her attention... It was the poster of PROA Institute. Still not knowing exactly what it was, the young woman from Pernambuco was only sure of one thing: he wanted to work and study, so he researched about the NGO and decided to enroll in PROPROFISSÃO.

Upon entering the course, he was sure that technology was his true passion. In addition, she had the opportunity to develop skills that were still lacking for a young and insecure girl to enter the labor market: "The soft skills gave a boom in my life! I was always shy, I couldn't even present a project at school. PROA taught me to communicate better and

be more confident. I presented the Demo Day and, in the job interview, I used the PROA tips and felt safer”.

More than hard and soft skills, PROPROFISSÃO is also concerned with expanding the cultural repertoire of young people: “One thing that no course addresses is the cultural aspect. At PROA, we get to know museums, theater, places that are close to us, but that we were never curious to know. Nowadays, any cultural event or exhibition in the city, I’m already interested”.

PROA arrived at the right moment in the life of this PROANA who really wanted to work, but didn’t have enough training for it. Now, young Sara is an intern at Neurotech,

a startup that operates in the field of insurance and artificial intelligence: “Thanks to PROA, I got my job and, with the salary, I’ll be able to buy my computer. Also, I use Java and SQL, which I learned at PROA, so thanks to that learning I am where I am today”.

From now on, time will tell more about Sara’s achievements, but one thing she is sure of: she will continue studying, and her desire is to get a postgraduate degree in Data at CESAR, in Recife, and a master’s degree in the same field: “PROA has completely changed my life, mainly because it not only proposes the course, but gives you all the support you need to study, even lending you the computer”.





“ PROA directed me exactly where I planned to go, but I didn’t know how or that it was possible. Today, I work at the largest bank in Latin America and I use what I learned at PROA. ”

ISABELLE VICTORIA PEREIRA DE SOUZA

*Systems Development Analyst at Banco Itaú and
student of Systems Analysis and Development at FIAP*

The desire to join the PROA Institute hit Isabelle’s heart at the age of 15, when she saw a group of students wearing the mantle on the subway. Back then, the course was business administration and the young woman was not old enough to take it, but everything has its time...

In 2022, when she was finishing high school, Isabelle discovered that PROA now offered a Technology course, which was exactly the career she wanted to pursue. With plans to study and work, the young woman applied in September 2022 and, shortly after, she was already





attending college, studying PROA and entering the labor market: “I planned to finish the final paper because I was doing high school with the Chemistry technician, joining PROA and going to college to work when PROA ended. But that’s not what happened: I ended up entering the labor market while studying at PROA and college”.

The young woman from the east side of São Paulo, who didn’t believe much in herself, saw her world change at PROA, learning to trust herself more, not be afraid to ask questions, make more friends, manage her time and communicate better: “PROA directed me exactly where I planned to go, but I didn’t know how or that it was possible. Today, I work at the

largest bank in Latin America, I use what I learned at PROA, both in the technical part and in soft skills, such as communication, which is fundamental in my day to day”.

Isabelle has big plans for her career, how to be hired and grow professionally to move out of the dev chair and move up to management. For this, she plans to start the Computer Engineering course in 2023 and, in the future, do an MBA in the digital transformation and innovation area.

“No doubt that PROA planted the seed in me that is bearing great fruit today. I met inspiring people, like the teachers who helped me to trust myself more”.

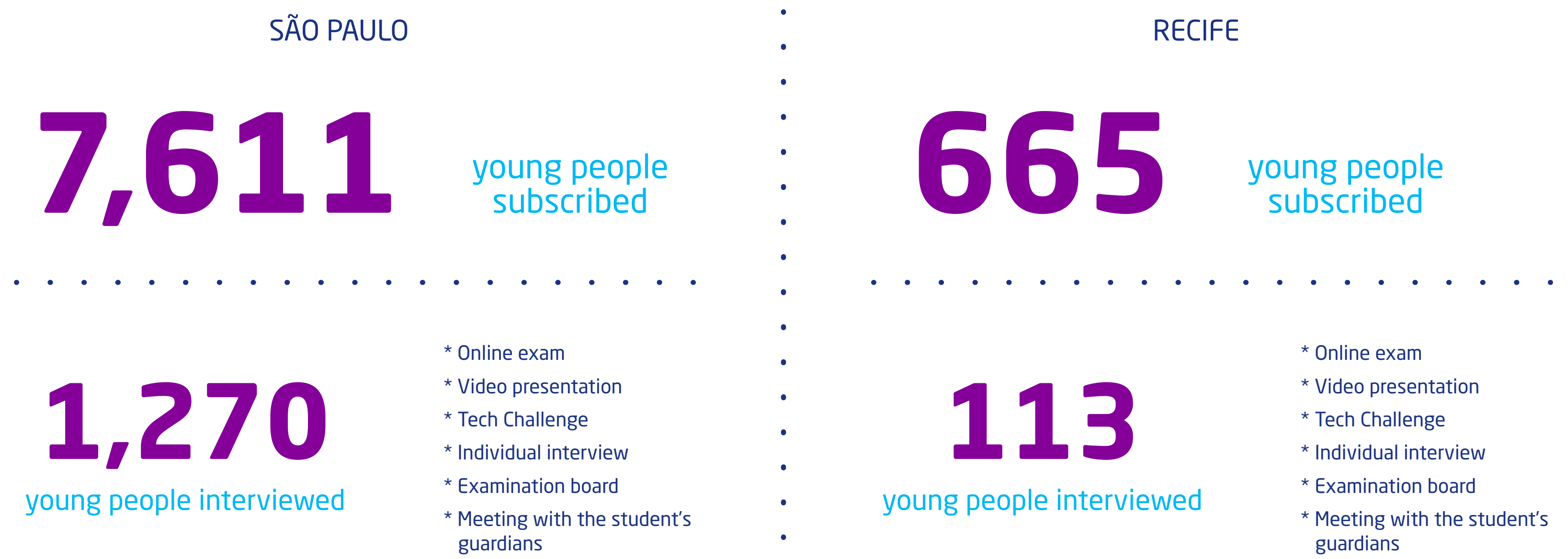
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PROPROFISSÃO

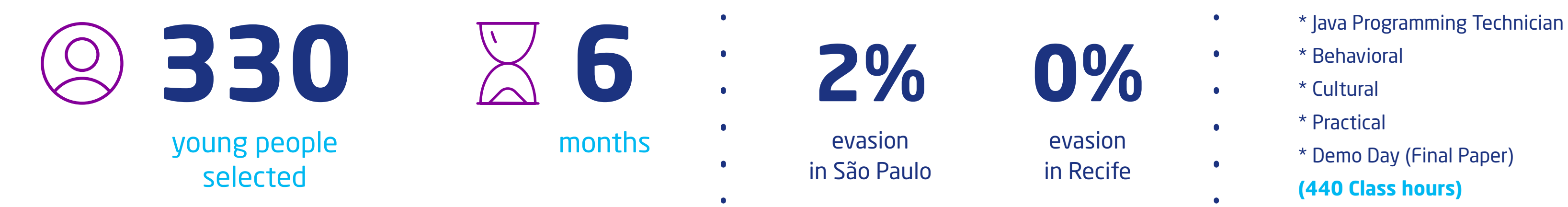
in numbers

2022 was a year of many achievements for PROPROFISSÃO. And these positive results are translated into numbers that reflect all the effort, dedication and commitment of young PROANOS and the PROA Institute team since the selection process.

1 SELECTION PROCESS



2 DEVELOPMENT AND IMPLEMENTATION



3 EMPLOYABILITY

78.2%

young people employed



Young people increased their post-PROA income by 101.5%.



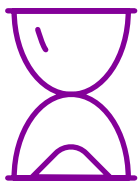
BRL 1,933.95

average starting salary

BRL 959.98

initial average per capita income

.....



3

years of employability

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



PROA students
at Demo Day
in São Paulo.



PROA students
at graduation
in São Paulo.





04

PROA PLATFORM

IBGE data indicated, at the end of 2021, that 22.8% of young people aged 18 to 24 were unemployed due to lack of qualification and mastery of basic concepts. 2022 was the year of scale for the PROA Institute, through the PROA Platform.

After a first year of operations in Rio de Janeiro and São Paulo, we reinforced our operations in these States and decided to expand our operations to Rio Grande do Sul and Santa Catarina, reaching 19,182 students, in the 4 States and in more than 1,422 cities.

With the support of BRF, PROA arrived in Santa Catarina and, with the Cyrela Institute and the Casas Bahia Foundation, it was able to establish itself in Rio Grande do Sul with a single objective: to qualify young people, training them with the basic knowledge necessary for them to be prepared for the labor market.

Thus, 1,000 vacancies were offered so that low-income youngsters from Santa Catarina could carry out 100% free vocational education and training in an online environment with tutoring, preparing themselves for the labor market.

With the support of the State Department of Labor, Employment and Income, through the Fundação

Gaúcha do Trabalho e Ação Social (Gaúcha Foundation for Work and Social Action), the State Department of Education, the Cyrela Institute and the Casas Bahia Foundation, for three months, young people from Rio Grande do Sul also took the PROA Platform's basic training course, which includes, among others, self-awareness classes and career planning designed to prepare young people for employability.

Even with the expansion, the work that was already being developed in São Paulo and Rio de Janeiro did not stop, on the contrary, it only continued to grow and consolidate: 7 thousand professional training vacancies were opened for the entire State of São Paulo and 6 thousand vacancies for Rio de Janeiro.

For the future, expansion plans continue: in 2023, PROA Institute's objective is to take the PROA Platform to Paraná and Minas Gerais, opening the doors for other young people to experience the transformation up close and feel the real impact that knowledge and employability can have on their lives.

The big dream is to impact 300 thousand young people by 2027 and support these young people in employability.



PROA students at the P&G + PROA room in Rio de Janeiro.



// With PROA, the path was much faster. I want to finish college and do a postgraduate course in Systems Development. //

JOÃO VICTOR DA SILVA

From Rio de Janeiro, young apprentice at TecBan and Information Technology (IT) student at Estácio



A young man from Rio de Janeiro raised by his grandparents, upon leaving high school, João Victor found himself in a situation that most teenagers find themselves in during this period: he didn't know what he would do with his life, whether it was to look for a job or college. In doubt, the young man went to the labor market without any preparation: "I was faced with the raw reality, which is not getting any response from employers".

It was through a friend that João got to know the PROA Platform and saw that he could have an opportunity there and, even though he was afraid and not knowing what was going to happen, he decided to take a risk: "PROA had a lot to offer, it guaranteed a certificate at the end, it opened vacancies in learning and auxiliary positions, and I saw that this was what I wanted".

Through the PROA Platform, the young PROANO realized that self-knowledge was

an essential tool to discover their strengths and weaknesses, and that this was fundamental to entering the labor market. Thus, he took the course to the letter and saw his plans change: that irresponsible young man, who had never taken an online course, who had tried to enter the labor market without even knowing how to put together a resume, now had his plans to go to the IT area.

With the necessary qualifications to start working and with a more developed ability to see new possibilities and trends, João Victor had the opportunity to participate in a selection process at TecBan, a partner company of PROA, where he currently works as a young apprentice assistant of fleet: “With PROA, the path was much faster”.

An IT student at Estácio, João Victor is now able to outline more precise routes for his future, without neglecting the contributions he can bring to society as a whole: “I want to finish college and do a postgraduate course in Systems Development to automate processes that help people’s lives”.







// PROA is a dream maker.
It propels you to see what you
can be if you don't give up. //

SAMIRA BAPTISTA DOS SANTOS

*From Rio de Janeiro, technology assistant
at Grupo Trigo*



A resident of Belford Roxo, in Rio de Janeiro, Samira always wanted to work, but needed to take care of her four brothers and a niece to help her mother.

In 2022, while browsing Instagram, he saw a publication by PROA and decided to give it a try: "At the same time that I cleaned the house and took care of my brothers, I found a little space to take the classes".

Upon finishing the course, with her mother working, it was difficult for the young woman to start working, but Samira's story would take

a turn with her mother's dismissal. At that moment, the girl would see an opportunity to enter employability and, a few months later, PROA began to forward vacancies to her until the young woman was faced with two opportunities: one effective and one as a young apprentice. What now? Which one to choose?

The young woman then chose to be a young apprentice, as she believed it would be more beneficial for her future. And it has been! And what a nice surprise when she realized that the opportunity was to work in the technology field!

Now, the girl who previously thought she wasn't going to get a job, who didn't know how to present herself or put together a resume and who used to believe that she wasn't going to achieve

anything, saw her childhood dream come true: working in an office. At Grupo Trigo, Samira is a young apprentice in the Technology area and works alongside the leader of the e-commerce area.

Learning at PROA Institute was fundamental for Samira to understand who she really is and where she wants to go: "I had no idea that I needed self-knowledge to enter the labor market, but when they asked us to reflect on who we were, I realized that I didn't know anything about myself. Self-knowledge helped me discover who I am, the area I like and the profession I want to have in the future".

The first person to finish high school in her family, Samira had 0.1% hope of going to college, but the PROA Institute was transformative and, now, she

has plans to study Data Analysis, Computing or International Relations and she already can see herself working on something that relates the three courses: "My perspectives have completely changed. Today, I can work, study, I'm waiting for a hiring confirmation, I have plans to study languages and get a master's degree... Later on, I'll look back and I won't believe I made it this far".

Thanks to PROA, Samira was able to see a path of transformation and started to believe in herself again: "PROA is a dream maker. It propels you to see what you can be if you don't give up. We don't have many opportunities, nor help to dream, but PROA helped me and now I'm sure I can be a better person and give my family a more dignified future".





PROA students at the P&G + PROA room in Rio de Janeiro.



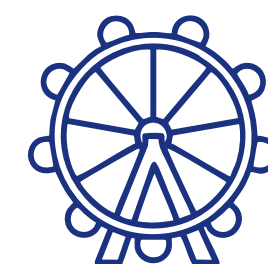
// At PROA, I discovered that I have many possibilities, that if I dedicate myself to learning something, I can do it, and that contact with colleagues is very important. //

JULIA MORSCH

From Santa Catarina, young apprentice at Portobello Shop and student of Systems Analysis and Development at Senac Institute

The story of the meeting between Julia and PROA was quite unusual: the young woman was in her third year of high school when a group of people showed up at her school handing out leaflets to publicize the PROA Platform: "I thought it wasn't true because whenever they offer a free course, then there's something to pay".

While studying, she worked in the office of a public school in her city and, despite the various activities she developed, she had in mind that she should prepare herself to enter the labor market more safely. "I signed up for PROA and thought 'this is the only course I take, so I'm going to do everything to take the content they teach and put it into practice in the future".





Through the self-knowledge classes, Julia was able to better identify what she liked and define which path to follow to have a career that not only satisfied her, but also provided stability and a good financial income: “I didn’t have much self-esteem, but PROA helped me with that, in addition to making me have more responsibility, planning and organization, contributing to my life”.

The young woman from Santa Catarina completed the course with a very positive image of PROA: “at PROA, I discovered that I have many possibilities, that if I dedicate myself to learning something, I can do it, and that contact with colleagues is very important”.

After a short period of anxiety about a job, Julia got an opportunity at Portobello Shop, where she works as a young apprentice.

In addition, the young woman started studying Systems Analysis and Development at the Senac Institute and works as a waitress to complement her college tuition: “I’m the first to attend college in my family, so there was some fear about paying tuition because I didn’t get such a high scholarship. So I decided to take a freelance job as a waitress to help pay for college”.

They say that people who study exact sciences are more pragmatic and rational, but who said that they are not allowed to dream, right? And there are many dreams for Julia: “I want to continue working at Portobello, become a professional in the area I’m studying, live in a loft with my cat and study other graduations, such as chemistry, physics or mathematics”.

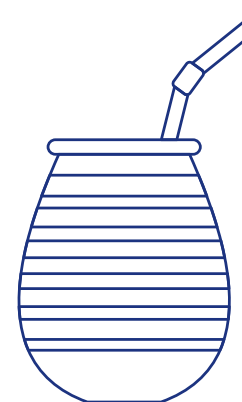




// PROA awakened in me an interest in subjects that I did not know and that will certainly help me a lot in my professional and personal career. //

AMANDA MOREIRA BAMBERG

*From Canoas - State of Rio Grande do Sul,
young apprentice at Loggi*



Natural from Canoas, Rio Grande do Sul, Amanda is a shy girl who, still in high school, thought about what she would like to do at the end of her studies. She knew she wanted to go to college, and at the same time she really wanted to enter the labor market, but where to start?

It was on PROA's Instagram profile that her sister-in-law saw that there could be the answer to Amanda's wishes and, thinking about it, her sister-in-law sent her a post with the call for registration. Soon, the change would begin!

After going through all the stages of the selection process, Amanda became a PROANA and began to develop her personal and professional skills and abilities: "All disciplines were important, especially Communication. I was very shy, and PROA helped me a lot. Now, I feel more relaxed to speak in public".

Taking an online course for the first time, the young PROANA likes to say that she learned a lot about work and the corporate world, and that the tutors helped her a lot in her professional

project: “The PROA Platform helped me to have a base to enter the labor market because I didn’t have much idea, I didn’t even know how to dress. Now, with the tips I received, I feel more secure and independent”.

Right after completing the course, the young woman went through a selection process and started working as an apprentice at Loggi, in Gravataí: “I work in the administrative area, but I also get my hands dirty, helping in the operational area. It is a company that focuses on the development of young apprentices and offers a lot of opportunities”.

At just 18 years old, Amanda still has many dreams and plans to fulfill, including attending college in the health field, but until that time arrives, she dedicates herself to online courses, a free course in Clinical Analysis and a front-end course: “At the moment, I want to develop myself and, in the future, enter into the health area. But PROA awakened in me an interest in subjects that I did not know and that will certainly help me a lot in my professional and personal career”.





// Whoever has the opportunity to do the PROA, do it because it will change your life and add a lot personally and professionally. //

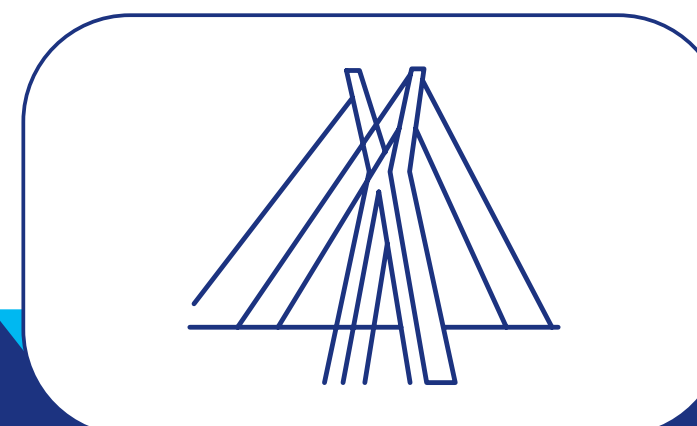
PRISCILA DO NASCIMENTO GUEDES

From São Paulo, young apprentice at Nestlé and Marketing student at FAM

Born in Arcoverde, Pernambuco, Priscila has lived in Itaquaquecetuba, in the far east of São Paulo for seven years, and already has a beautiful story to tell.

Despite having found out about PROA Institute through her friends, joining the course did not cross her mind since her greatest desire was to enter the labor market. However, between expectation and reality there is a huge gap, and Priscila was not getting a job on her own.

In 2022, in the third year of high school, a friend invited her to join the PROA Platform and, as it would only be three months and at the end she would be referred to employability,





she decided to try: “PROA came to me like a light because I really wanted a job, but I wasn’t getting it. I think I was not prepared for the labor market, but PROA prepared me and presented me with good opportunities”.

Very communicative, the young PROANA recognizes the importance of the course, highlighting the self-knowledge and professional project classes, “because to know what you want, first you need to know who you are”.

Before joining PROA, Priscila had in mind that she would need to take a technical administrative assistant course in order to get a job and be in a good company. But after finishing the PROA Platform, it became clearer what she really wanted and what she needed to achieve.

Studying Marketing at FAM, the young woman is already employed, working as a Marketing apprentice at Nestlé: “I finished the course at the end of July, my graduation was at the end of August and I got the job at the end of October, at the right time. For me, it’s a little challenging because it’s my first contact with the corporate environment, but PROA helped me with personal marketing”.

For the future, Priscila would like to continue her career at Nestlé, but she is also thinking about the possibility of becoming an entrepreneur and leaves on record that “whoever has the opportunity to do the PROA, do it because it will change your life and add a lot personally and professionally”.



4.1

PROA Platform in numbers

1 SELECTION PROCESS

27,864
students subscribed

•
•
•
•
•
•
•

19,182
students approved

2 STARTED THE COURSE

12,489
students who started the course

3 DEVELOPMENT AND IMPLEMENTATION

 3,249
graduated
students

 3
months

- * Self-awareness
- * Career Planning
- * Professional Project
- * Logical Reasoning
- * Communication
- (100 Class hours)

4 EMPLOYABILITY

62.02%

young people employed

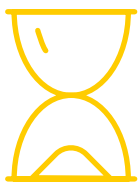


75% of young people on the PROA Platform have an initial average per capita income of up to BRL 1 thousand before starting the course.



BRL 1,029.64

average starting salary



3

years of employability

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



PROA students
at graduation
in São Paulo.



PROA student
at graduation in
Rio Grande do Sul.



PROA students
in Rio de Janeiro.



05

SEA OF CONTENTS

Throughout 2022, PROA Institute remained focused on its purpose of offering relevant content to young people in the most diverse channels.

Every day, PROA's social networks present content connected to the labor market to inform and develop young people in a lighter and relaxed way, updated with what is happening, following the trends of the main memes of the moment, collabing with prominent personalities in the media, such as the actress Larissa Manoela, and making special partnerships, such as the Turma da Mônica comics, by Mauricio de Sousa.

Monthly, young people were also able to read texts on various topics related to their personal and professional development on the PROA Institute website.

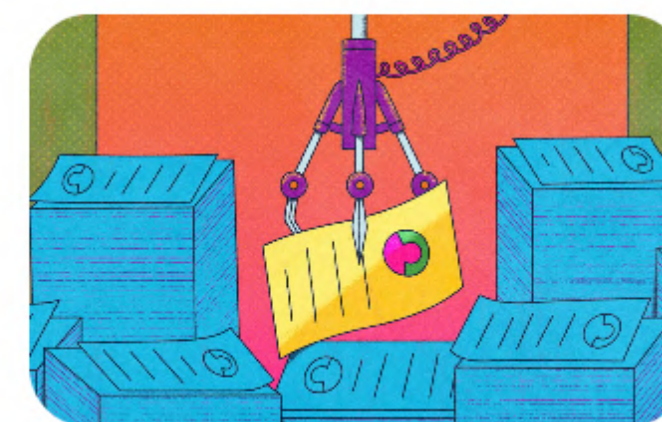
Notícias



ESTUDOS

Geração Z: juventudes periféricas no mercado de trabalho

Confira os principais resultados do impacto do PROA com a sua atuação em escala.



CARREIRA

Como chamar a atenção dos recrutadores em 5 passos?

Descubra quais são os fatores que podem impedir que seu currículo chame a atenção dos recrutadores.



CARREIRA

Que tipo de líder é você?

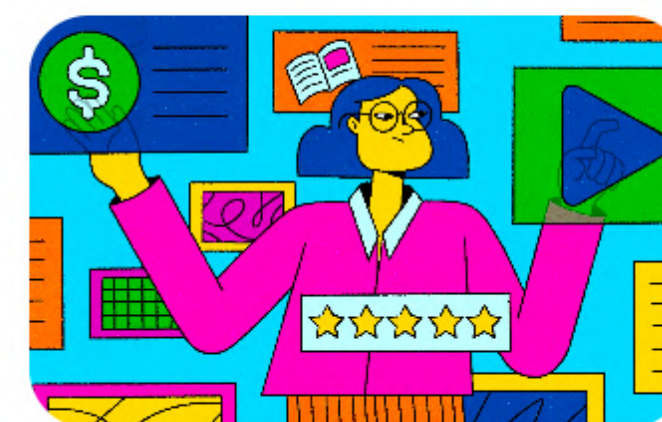
Descubra seu estilo de liderança: democrático, delegativo, transformacional ou autoritário.



TECNOLOGIA

É preciso mais mulheres na tecnologia, sim!

As estatísticas mostram que as mulheres ainda são sub-representadas na área de Tecnologia,



ESTUDOS

Como se dar bem na escolha de um curso EAD?

A demanda por cursos on-line aumentou significativamente e uma grande variedade de



CARREIRA

Como receber bem um jovem inexperiente no trabalho remoto?

Algumas dicas podem ser muito úteis para que





5.1

PROA 15 YEARS

2022 was a very important year for PROA Institute, which celebrated its 15th anniversary. And, to commemorate the 36 thousand lives impacted throughout its existence, PROA prepared a large party that brought together a thousand young people who participated in the project at Teatro Santander (Santander Theater), in São Paulo.

The founders of PROA were also present at the celebration, Susanna Lemann, Marcelo Barbará, Florian Bartunek and Lissa Collins, in addition to advisors and funding companies, employers and supporters, who were able to remember moments, tell stories and reflect on the impact that PROA has had on society as a whole since its creation.

The commemorative event brought young people lectures with inspiring personalities and people who have already been impacted by PROA, to remember everything we have built and reinforce our commitment to impact 300 thousand young people by 2027 and promote productive inclusion and generate social mobility.











06

PARTNERS

Glad to be on this boat together! If we could define 2022 in one word, it would be “union”. We had a year full of plans and projects that only got off the ground thanks to our union. And in this sense, partners, financiers and volunteers were fundamental, once again.

United in the same purpose, with a lot of willingness and desire to transform the lives of young people with no prospects so that they can conquer a better future, we paddle together and tirelessly with you. Thus, we were able to take our vessel to other seas, such as those in the South and Northeast, we provided tools and support so that young people could take the first steps towards the realization of their plans, we made dreams come true and promoted true transformations.

Making changes on our own is not easy, so when we look to the side and see each one of you helping and encouraging us to paddle, we renew our energy and move forward.

Thank you for another year of partnership, and may we continue on this mission together!



6.1

Financiers

CRUZEIRO



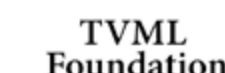
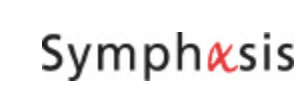
NAVIO



BARCO



CANOA



6.2

Individual Financiers

Abilio e Geyze Diniz

Alexandre Dedavid

Ana Beatriz Cunha Botelho Hime

Ana Carolina Arnoni

Ana Maria Diniz D'Ávila

Ana Maria de Oliveira

Ana Paula de Queiroz Cunha

André Navarro Barros

Andre Street de Aguiar

Anick Saesseli

Anna Gabriella Chagas Antici

Anthony Eigier

Antonio Fernando Azevedo

Arthur Vincintin Neto

Bianca Haegler

Bruna Barletta

Camila Ferreira Foganhol

Candido Bracher

Carla Maria Flores Ribas

Charleyne Xavier Nascimento

Claudio Haddad

Cristina Maria Flores Ribas

Daniel e Silvia Mally

Denia Salú

Eduardo Ribas

Elie Horn

Fabio Ermírio de Moraes

Florian Bartunek

Gabriela Avincini

Henrique Casagrande

Henrique Faustino de Lima

Jean Pierre e Jaqueline Zarouk

João Pedro

Jonizio Pina

Jorge Hohmuth

Jurg e Manuela Schappi

Luis e Lilian Stuhlberger

Marcel Cardoso

Marcel Herrmann Telles

Marcelo Pinto Duarte Barbará

Marcelo Ribas Grabowsky

Marco Andrea Bregenzer

Mayara Abreu Dias

Nara Roesler

Nathalia Saad

Paloma Alves de Oliveira

Paula Bobrow

Rafael Inagaki

Roberto Sallouti

Rodolfo Villela Marino

Teresa Cristina Ribeiro Ralston
Botelho Bracher

6.3

Institutional Supporters

Água na Caixa	Gauss	M2 Marcas	Tentáculo Áudio
Amplilume	Goethe-Institut	O Futuro das Coisas	Tirolez
Bioleve	Hashtag Treinamentos	Otima	Tomi
Booming	IAB Brasil	Outback	Trento Allegro
BRASAS	IMOB	O2 Filmes	T4F
C2R Mídia	Instituto GRPCOM	Prisma	Veled
Cinemark	Inspirar-te	Prox	Voitto
CPTM	JCDecaux	Programa Impulso	
Criativa Painéis	Kibon	Piquenique Seguros	
Cultura Española	Life	Quatro Cinco Um	
DMS	Marcas com Sal	Roots To Go	
Eletromidia	Marilan	Royal Midia	
English Live	MeSalva!	Setdoor	
Escape60	Metro	Sistema Divina Providência	
Espaço Refletir	Meu Entrevistador	Squid	
Estuda.com	MITA	SUNO United Creators	
FAAP	M2M	Suburbanos	



6.4

Public Partnerships

Associação Metropolitana de Micro
e Pequenas Empresas de Santa Catarina

Comitê para Democratização da Informática

Companhia de Desenvolvimento Industrial
do Estado do Rio de Janeiro

Coordenadoria de Juventude e Políticas Públicas
de Niterói

Federação da Educação Profissional
e Administração Pública de Itajaí

Fundação Gaúcha do Trabalho e Ação Social

Governo do Estado do Rio de Janeiro

Prefeitura de Blumenau

Prefeitura de Canoas

Prefeitura de Florianópolis

Prefeitura de Franco da Rocha

Prefeitura de Gaspar

Prefeitura de Itajaí

Prefeitura de Jaraguá do Sul

Prefeitura de Joinville

Prefeitura de Palhoça

Prefeitura de Pelotas

Prefeitura de Santo Amaro da Imperatriz

Prefeitura de São José

Prefeitura de São Leopoldo

Prefeitura de Seropédica

Prefeitura do Rio de Janeiro

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

Secretaria de Educação do Governo do Estado
de São Paulo

Secretaria de Estado da Educação do Governo
de Santa Catarina

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



6.5

Employers

Accenture	Banco BMG	CCR	Drogaria São Paulo	GPA	Hypeone	Loggi	OMOTOR	SGA Toyota	Ulhoa Canto
AeC	Banco Bradesco	CIEE	Easychange	GRB	IBGE	Lojas Americanas	Pernambucanas	SGL	Unidas
Aegea	Banco BV	Coca-Cola FEMSA	Elastri Engenharia	Grupo Cataratas	Idwall	Lojas Renner	Personale Consultoria	Sodexo	Unimed
Águas do Rio	Banco Citibank	Coletivo Aprendiz	Elecnor	Grupo DPSP	iFood	Magazine Luiza	Petrobras	Sodre Santoro	Universidade Cruzeiro do Sul
Aliansce Sonae	Banco Itaú	Concentrix	Elogroup	Grupo Fleury	Iguatemi	Marketup	Porto Seguro	SPDM	Valtech
Almaviva do Brasil	Banco PAN	Confitec	EPI-USE Brasil	Grupo Nós	Inmetrics	McDonald's	Proz	Stefanini	Veeva Systems
Amazon	Banco Santander	Copastur	ESPM	Grupo NotreDame Intermédica	Instituto Empreenduca	Mercado Livre	Qualicorp	Stone	Vem Conveniência
Ambev	banQi	Correios	Estratégia Concursos	Grupo Trigo	Instituto PROA	MFX	Raia Drogasil	Supermercados Guanabara	Via
Ame Digital	Bravo	Credit Suisse	Estratégia Educacional	HDI Seguros	Ipiranga	ML Gomes Advogados	Randstad Brasil	Syngenta	Via de Acesso
Apprenty	BRF	Creditas	Exército Brasileiro	HEINEKEN	Iron Montauin	Mondelez	RecargaPay	Talenses	Vigor
Arco Educação	Burguer King	CUP RH	Fidelity	Hospital A.C.Camargo Cancer Center	isaac	Mondoré	Rede D'Or São Luiz	TecBan	VILA 11
Arcos Dourados	C&A	Dasa	Fiotec	Hospital Alemão Oswaldo Cruz	Isbet	Natura	Renapsi	Teleperformance	Vivaz
Artlatex & Amalu	Cacau Show	DHL	Flora Cosméticos & Limpeza	Hospital Israelita Albert Einstein	J.P. Morgan	Neobpo	Reserva	Telhanorte	Vivo
Assaí	Cadastra	Di Santinni	Getnet	Hospital São Camilo	JLL	NEON	Roldão Atacadista	Tembici	Volkswagen
Atacadão	Carrefour	Dia Brasil	Global Hitss	HS Prevent	Kantar	Nestlé	Tenda Atacado	Tim	VR
Atento Brasil	Casa & Vídeo	Discovery Networks Brasil			Koch Atacadista	Nubank	Tirolez	Tmkt	VUNESP
Azul Linhas Aéreas	Casa do Biscoito	Dotz			KPMG	Nube	Sabemi	Trend Micro	Wipro
Azul Seguros	Casas Pedro	Droga Raia			Leroy Merlin	Omie	Santa Marcelina		Zaffari
Baker Hughes	Catskill				Loft				Zinzane



Behind
the scenes

BOARD

Lissa Collins
President

Marcelo Barbará
*Founder
Vice-president*

Florian Bartunek
Founder

Susanna Lemann
Founder

Agapito Troina

Fernando Shayer

FISCAL COMMITTEE

Frederico Albarran

Taiguara Alécio Oliveira

TEAM
PROA

Alini Dal’Magro
CEO

Ana Carolina Arnoni
Marketing Specialist

Ana Carolina Miki Martins
Support Coordinator

Ana Laura Valerio
Product Coordinator and Engagement

Andressa Lima
Pedagogical Operations Assistant

Bruna Barletta
Institutional Manager

Emilly Barbosa
Marketing Analyst

Érica Miranda Vieira
Employability Coordinator

Evelyn Thamires de Paula
Employability Analyst

Ilda Reis
Employability Analyst

Jorge Hohmuth
Marketing Manager

Kamilly Santiago
Marketing Intern

Letícia Nunes
Employability Specialist

Marcela Ribeiro
Employability Assistant

Mariane Oliveira
Marketing Analyst

Nathália Lobato Pereira
Executive Analyst

Pamela Soares
Employability Analyst

Regiane Tofanello Costa
Employability Director

Ricardo Carvalho
Operations Manager

Rosani Bertelli Amat
PROPROFISSÃO Pedagogical Specialist

Thayany Silva
PROA Platform’s Analyst

Thayssa Cardoso
Employability Analyst

Túlio Gomes
Products Specialist

Wesley Linares
PROPROFISSÃO Manager

PUBLICATION
CREDITS

Jorge Hohmuth
Coordination

Kamilly Santiago
Coordination

Mariane Oliveira
Coordination

Marcas com Sal
Graphic Project

Potira Cunha
Writing and Review

Alan Rodrigues
Photography

Ana Bia Novaes
Photography

Alile Onawale
Photography

Bruno Bariani
Photography

Clara Zarth
Photography

Guto Garrote
Photography

Hayza Ramos
Photography

Hermes Bezerra
Photography

Marcelo Gigante
Photography

Sarah Glizt
Photography

Victor Matos
Photography

Thiago Martins
Photography

Lidia Prado
Make up

Juliana Monario
Costume

Pedro Henrique
Ferreira (Lambuja)
Illustrations – PROA Platform

Financial
Department
PROA 2022

ASSOCIAÇÃO INSTITUTO PROA
FINANCIAL STATEMENTS

YEAR ENDING ON 31 DECEMBER 2022
(IN THOUSANDS OF BRAZILIAN REALS)

OPERATION
INCOME

TOTAL OPERATING INCOME	R\$ 12,139
TOTAL COSTS	R\$ 11,003
GROSS SURPLUS	R\$ 1,136

OPERATING
EXPENSES

ADMINISTRATIVE AND GENERAL EXPENSES (VOLUNTARY AND DONATED SERVICES)	R\$ 1,191 ¹
OTHER EXPENSES	R\$ 1,049
TOTAL EXPENSES	R\$ 2,240
RESULT BEFORE FINANCIAL INCOME AND EXPENSES	R\$ 1,104



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



KPMG Assurance Services Ltda.
Rua Verbo Divino, 1400 - Parte, Chácara Santo Antônio,
CEP 04719-911, São Paulo - SP
Caixa Postal 79518 - CEP 04707-970 - São Paulo - SP - Brasil
Telefone 55 (11) 3943-1500
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 2022 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 2022, o desempenho de suas operações 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. Nossas 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 adequada apresentação das demonstrações financeiras de acordo com as práticas contábeis adotadas no Brasil aplicáveis às pequenas e médias empresas e pelos controles internos que ela determinou como necessários para permitir a elaboração de demonstrações financeiras livres de distorção relevante, independentemente se causada por fraude ou erro.

KPMG Assurance Services Ltda., uma associação brasileira, de
responsabilidade limitada e inscrita no Registro Público de
Empresas do Estado de São Paulo, sob o nº 08.000.000/0000-00, e
inscrição estadual nº 08.000.000/0000-00, inscrita no CNPJ nº 08.000.000/0000-00.

KPMG Assurance Services Ltda., a Brazilian member firm, is a
limited liability company, incorporated in the State of São Paulo, Brazil,
under the nº 08.000.000/0000-00, and registered with the CNPJ nº 08.000.000/0000-00.

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.

Do you want to be part of this story?

You can also be part of PROA Institute
and have the opportunity to transform
young people's lives to build a better
society for the future.

Contact us and be our partner!

contato@proa.org.br

PROA.ORG.BR





PROA

PROA INSTITUTE

WEWORK

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