

# *Expanding borders, conquering new seas*





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# 1 Letter from the Board

The year 2024 was one of great achievements. The PROA Institute consolidated its growth, reaffirming its commitment to the professional qualification and employability of young Brazilians. In this report, we will revisit our track to look to the future with more clarity, always guided by our purpose.

In recent years, the PROA Institute has worked strategically to expand its impact. In 2024, the PROA Platform doubled its presence in the country, going from six to twelve states and, with PROPROFISSÃO, more than 300 young people were able to start a career in Technology. More than quantitative growth, this expansion represents transformed lives, young people who now have more confidence and qualifications to enter the job market.

Since 2021, the scaling process had been structured



and, in 2024, this movement was consolidated. The PROA Institute overcame challenges, gained strength, saw its partnerships strengthened and reaffirmed its ability to grow and impact lives in a sustainable way. Over the last four years, more than 80 thousand students have passed through PROA, more than 12 thousand young people have been employed and the annual income generated by PROANOS has exceeded BRL 250 million. But there is still a lot to be done!

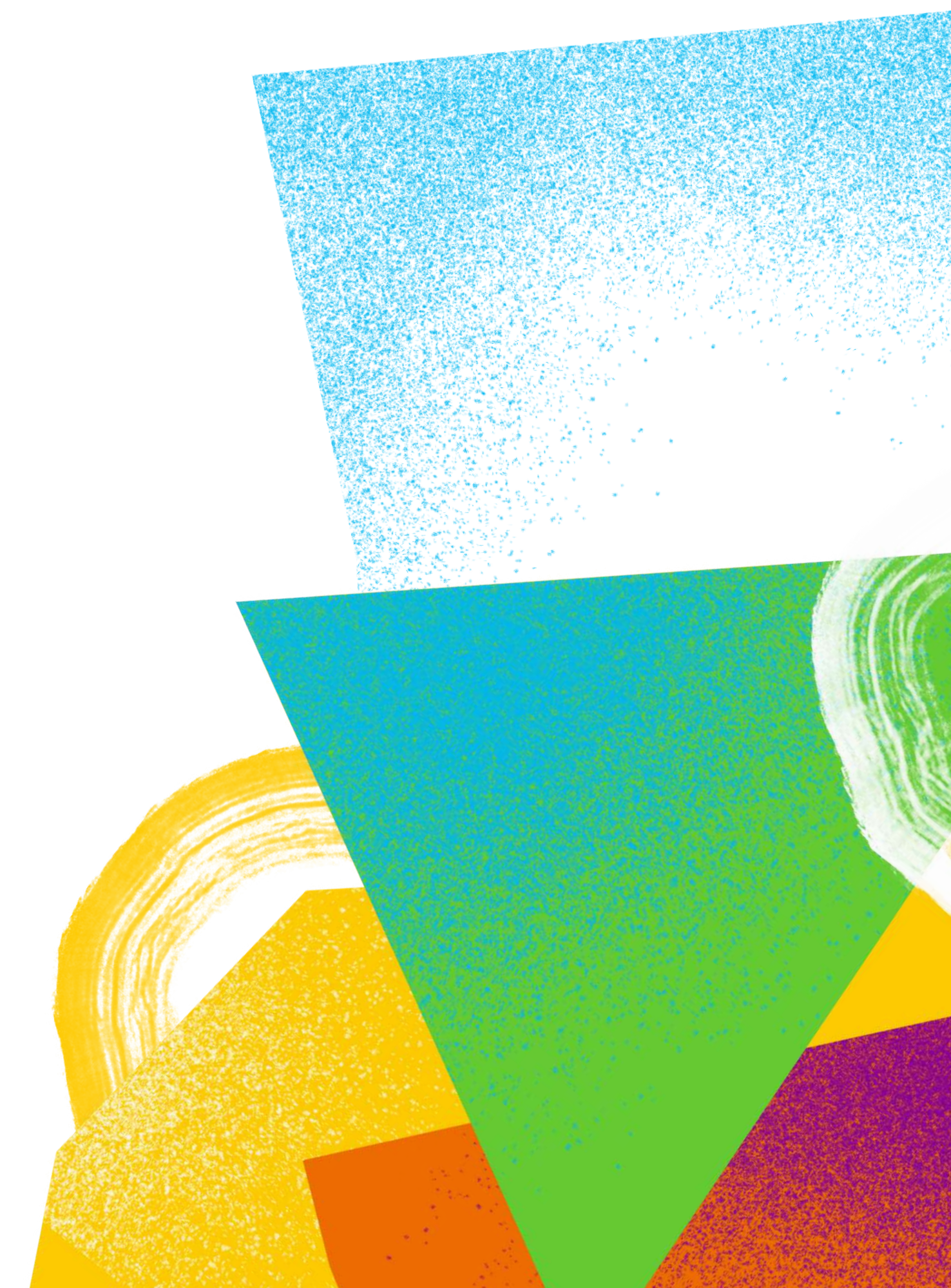
The commitment to social transformation remains firm and has new horizons. From now on, we look to the future with the certainty that it is possible to go further: reach more young people, create new opportunities and continue building even more solid paths for youth employability in Brazil.

The results achieved and future achievements are only possible thanks to the dedication of our team, the support of our partners and funders and, above all, the effort of each young person who saw in the PROA Institute an opportunity to transform their future.

We invite you to explore the impact we are generating on the productive inclusion of young people in the job

market, and to reflect on the results and progress achieved in 2024. More than that, we want to inspire you with real stories of transformation - stories that make us reflect on the challenges that lie ahead, but that also drive us and make us continue to believe and follow our purpose with strength and determination.

*Enjoy your reading!*  
*Board of Directors*



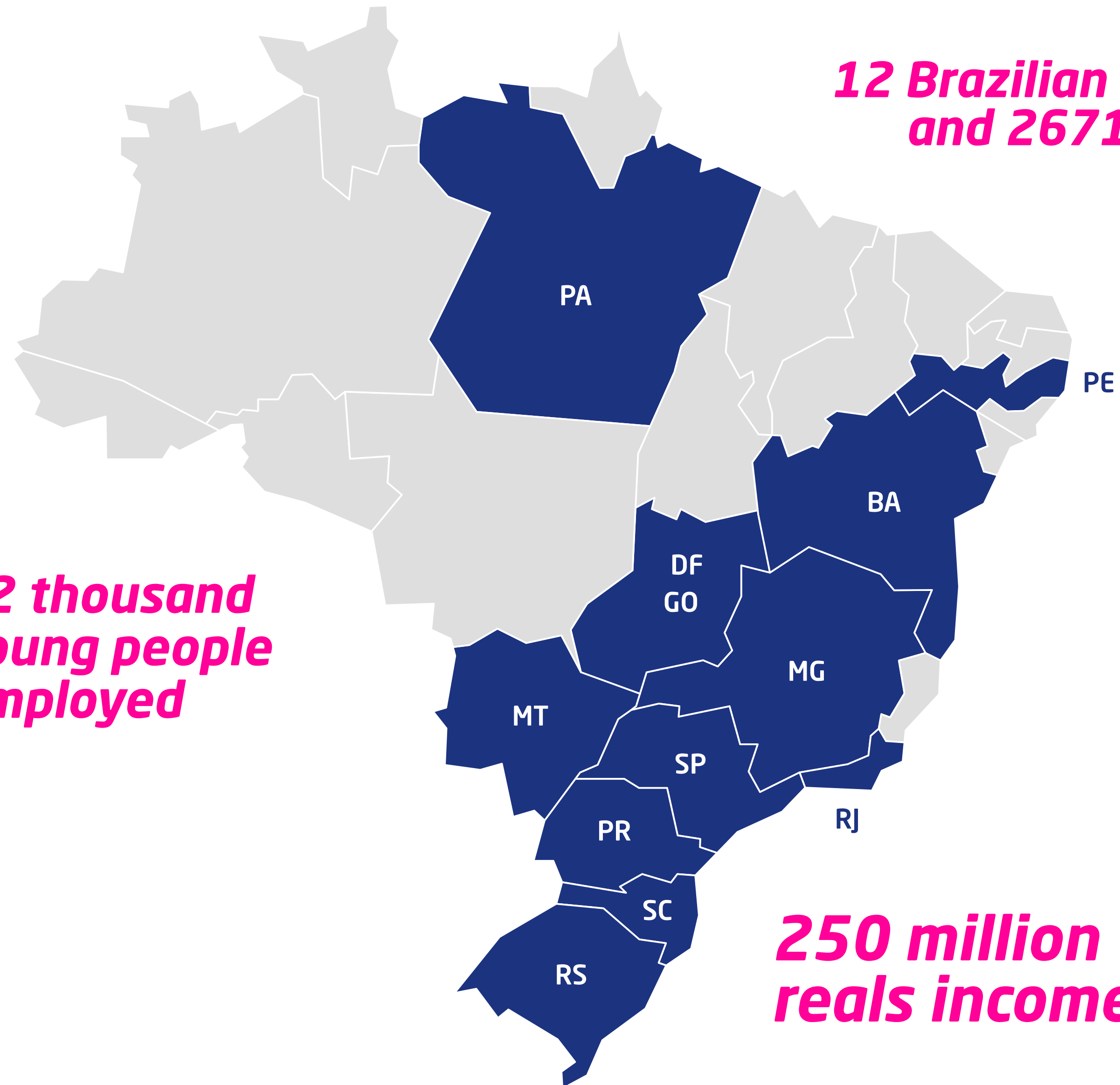


# 2024 at PROA

If I were to define 2024 for the PROA Institute, I would certainly use the word “impact.” In this year we consolidated our growth, matured our strategies and, most importantly, expanded our impact on the lives of young Brazilians.

We remain firm in our goal of achieving productive inclusion of young Brazilians, leading them to make their dreams come true. With the PROA Platform, we doubled our presence in the country, going from six to twelve states. This progress is part of a journey that we have been building since 2021, when we started this project. Along this path, we continued to grow and, today, we connect young people from São Paulo, Rio de Janeiro, Rio Grande do Sul, Santa Catarina, Paraná, Minas Gerais, Pernambuco, Bahia, Mato Grosso do Sul, Goiás, Pará and the Federal District to the

**12 thousand  
young people  
employed**



**12 Brazilian states  
and 2671 cities**

**250 million  
reais income**



job market. There are already more than 12 thousand young people employed, generating more than 250 million reais in additional income per year.

In 2024, we also strengthened one of our main employability pillars: PROPROFISSÃO, a face-to-face course focused on programming, which had more than 6 thousand registrants and trained 330 young people for careers in technology. And the impact is real: 82% of participants got a job after the training. These numbers reinforce the importance of investing more and more in concrete opportunities for young people who often find themselves in vulnerable situations and without prospects for the future.

But now, what's next? In 2025, the year in which we complete 18 years of operation, we want not only to grow, but to strengthen what we have built. We will further expand the connection between young people and the job market, increase the engagement of our network of former PROANOS and create new opportunities that boost employability. Therefore, we want each PROANO to have not only a certificate, but a concrete path to follow. As we say here at

PROA, we want young people to dream unimaginable dreams.

In this sense, I want to remind you that none of this would be possible without you. The support of our donors and partners is what makes this transformation possible. We participate in every successful story of a young person entering the job market, every achievement, every dream that comes true.

We believe that productive inclusion is the key to a better future - and we will continue together, committed to this mission.

Thank you for being part of this journey!

***Alini Dal'Magro***  
CEO OF PROA INSTITUTE





# 3 **PROPROFISSÃO**

For many socially vulnerable young people in Brazil, finding a professional path can seem like a distant challenge, a dream difficult to achieve. But when that opportunity comes, when someone believes in your potential and extends you a hand, everything can change.

Technology continues to progress and, with it, new career possibilities emerge. Data from the World Economic Forum indicates that advances in artificial intelligence, data and digitalization could create up to 97 million new jobs. In Brazil, according to the Association of Information and Communication Technology (ICT) Companies of Digital Technologies (Brasscom), the Information and Communication Technology sector has the potential to generate between 30,000 and 147,000 new jobs by the

end of 2025. But for these numbers to become reality, young people need to have access to the training needed to fill these vacancies.

More than a technology course, PROPROFISSÃO is a gateway to these opportunities. Created to qualify low-income young people, aged 17 to 22, to enter the technology market and offer them a more promising career, PROPROFISSÃO provides much more than programming classes. It builds confidence, opens new horizons and shows that it is possible to conquer a place in a sector that grows every day, regardless of your origin or the challenges faced.

Held outside of school hours, PROPROFISSÃO allows young people to have access to content that goes beyond what is learned at school. Thus, while complementing their





academic training with technical knowledge in technology through the Java language and programming logic, young PROANOS also have the opportunity to develop socio-behavioral skills, such as teamwork, communication, and self-knowledge - essential for them to start to believe in their own potential.

In recent years, hundreds of young people trained by PROPROFISSÃO have obtained job opportunities in the technology sector, building careers and changing the reality of their families. In 2024, it was no different: 28 new programmers who graduated in Recife and 288 young people who completed their training in São Paulo are ready to enter the job market.

These numbers are important, but the real achievements lie in the stories of overcoming obstacles, courage and determination that these young people bring with them. Each stage, each project, each new concept learned represents a step towards a better future. These are dreams once seemed distant but are now becoming reality.

PROPROFISSÃO exists to open doors for young people who decide to believe in themselves and are ready to take a

step towards a future full of possibilities, proving that, with training, support and opportunity, it is possible to dream bigger.









“**PROA's work in employability is very important and effective.**

*They are always forwarding vacancies and referring selection processes with partners, such as Itaú and Casas Bahia. This helps us a lot.*”

### **ELIANA ALMEIDA**

*Young apprentice in UX Design at Casas Bahia and student of Systems Analysis and Development*



**SÃO PAULO**





Eliana found out about PROA through a Google search for “free courses.” It was the year 2021 and, at the time, she lived in Capão Redondo, in the South Zone of São Paulo, worked in telemarketing on a 6 to 1 scale and felt that she needed to change her life, as she wanted more time to dedicate herself to her studies.

Since she was a child, she was fascinated by technology and inspired by films like *Who Am I*. She decided that she would work in this area. As a first step towards achieving her goal, she signed up to participate in the PROA Platform, but failed in the selection process. What could have been a reason to discourage her served as a stimulus to try again and, once again, she failed. Determined, she signed up for PROPROFISSÃO with a clear goal: learn to program and get a job in the field.

At PROA, Eliana found more than technical knowledge. The in-person classes at the Senac Lapa unit and the group challenges took her out of her comfort zone. “I was very shy, but PROA helped me to loosen up, speak up and work as a team. Today, I have more courage to take risks, express myself and innovate.” The transformation was so striking that it even changed the way her family saw her: “Before, they saw me as a girl. Now, they see me as a grown woman.”

During the course, she discovered tools that are now

part of her daily life: “I thought I was just going to code, but I learned to use Figma to design projects before coding – something that, today, is essential in my work as a UX designer.” At Demoday\*, she and her team created “Luna,” an artificial intelligence platform that aims to facilitate school communication, bringing parents and educators closer together: “It was a complex project, but we did our best. What I am doing today is a reflection of what I experienced at PROA.”

Currently, Eliana is a young apprentice in the area of UX Design at Casas Bahia, working on the onboarding team. At work, she experiences having great responsibility and learning alongside her colleagues. Furthermore, inspired by her experience at PROA and the company, she created Bahianinho Cast – a podcast made by young PROA apprentices who work at Casas Bahia: “The idea is to share our experiences, give tips on how the selection process went and what we are learning on the job. The team loved it!”

The young PROANA student is studying Systems Analysis and Development at the University of São Francisco and is already applying the knowledge she acquired at PROA to college. “I thought that 6 months of course would not be enough, but I was surprised. PROA gave me the foundation and confidence to follow my path.”

\*Presentation of the final project by the PROPROFISSÃO students





PROA's support was also essential for her entry into the job market: "PROA's work in employability is very important and effective. They are always forwarding vacancies and referring selection processes with partners, such as Itaú and Casas Bahia. This helps us a lot."

For the future, she dreams big: she wants to become a reference in the design and front-end area, create a strong presence on LinkedIn and be a Top Voice to share what she has learned with other young people. "I want a busy life, full of projects, like it was at PROA. And I also want a happy and stable life with my family."







**I learned the value of  
working as a team,  
of opening up  
more to people.**

**Today, I know that being part of a  
team brings much better results  
than being alone.**

**ERIK FERNANDES**

*Developer at CSP Tech and Software  
Engineering student*



PERNAMBUCO





Erik has always had a connection with technology. Since he completed the technical high school studies in Systems Development, he knew he wanted to pursue a career in this area. When he entered the Software Engineering faculty at Jala University, an international institution based in California that offers distance learning technology training to students in South America, he realized that he needed to go beyond remote classes: he wanted experience, real exchanges and practical experiences. It was then that he discovered PROA on Instagram: “I clicked on the ad on a whim and did some research to find out if it was true. I wanted to meet new people, learn more about technology, challenge myself.”

At PROA, he found exactly what he was looking for. In the classes, divided between face-to-face meetings at Senac Recife and online activities, he delved into technical and socio-behavioral content. “We had communication classes with Professor Alexandra; I could already speak with some ease, but I have greatly improved my public speaking skills, body posture and confidence. That made all the difference.”

The project presented at Demoday was “Sextou Recife,” a platform focused on tourism in the city, with tips on accessible places, typical foods, sculptures by

Brennand and even games with local curiosities. The presentation of the final project was a success and even more symbolic for colleagues who faced personal challenges, such as fear of public speaking: “No one froze. Everyone gave the presentation with confidence!”

When he entered the PROA Institute, he just wanted a job, but he left with a different mindset: “I learned the value of working as a team, of opening up more to people. Today, I know that being part of a team brings much better results than being alone. I made friendships that I will take with me for life.” This change also impacted his family. “They realized that it is possible to work from home and get paid for it. I spend the entire day in my room, but now I have a profession and they know that I am working and I am growing.”

Today, Erik is a developer at CSP TECH, a technology company that develops IT solutions for large companies in the country. The vacancy came through PROA. “It’s just what I wanted. I work with systems support and I learn a lot.”

His plans for the future include working remotely for companies outside of Brazil — and being paid in another currency. “I want to travel, see the world and



grow more and more.” In addition, he wants to continue developing himself to become an increasingly sought-after professional: “I’ve always liked to delve deeper, to seek more. I want to stay up to date, make connections, become a sought-after professional and change my lifestyle.”

And what about PROA? “I highly recommend it. If you already have some basis, you will learn even more. And if you’re just starting out, you’ll have the best foundation possible. The 6 months went by quickly, but they were very intense. It even made me miss it...”







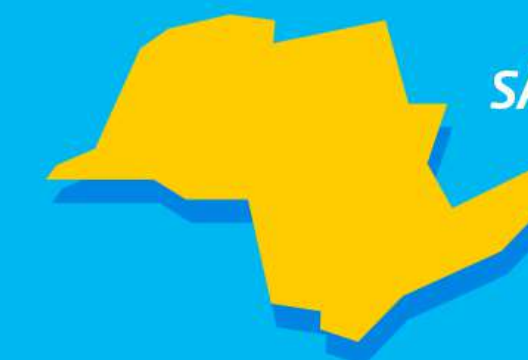
PROA

**PROA expanded my  
worldview in a way  
I never imagined.**

*I had the opportunity to participate in incredible events, such as visiting Oracle's headquarters in Brazil and Casas Bahia. PROA opened doors and opportunities for me that I would have never imagined.*

**RAPHAEL PEREIRA DE SOUZA**

IT intern at Itaú Bank



SÃO PAULO



Raphael, who lives in Itaim Paulista, east of São Paulo, has always been encouraged by his parents to focus on his studies. And it was with this focus and a lot of persistence that he reached the PROA Institute.

He got to know PROA between 2020 and 2021, when he was still in high school: "At the time, I was desperate to work and got a telemarketing job, but I realized that, to achieve something better, I needed to study. I already knew some people who had taken the PROA course and I knew it would be something important for me, so I decided to give it a try." He then signed up for the selection process for both the PROA Platform and PROPROFISSÃO, but was not accepted for either program.

Without giving up on studying, he then began a Systems Development course at Etec, where he had his first contact with programming. The experience in technical education was very important, but despite enjoying it a lot, he still wanted to work. Determined, he tried PROA again and, once again, failed. Without giving up, in 2024, he once again applied to the PROA Institute selection process and was accepted!

There, he found exactly what he was looking for: "PROA brought me both cultural and behavioral development, and of course, great technical evolution. I learned about Java, Python, Frontend, Backend, Artificial Intelligence and, with my friends from the course, I was able to develop challenging projects that

tested our capabilities to the maximum."

For him, going through PROA was an incredible and remarkable experience, from which he was able to learn that he needs to be willing to learn at all times and not be ashamed of not knowing something.

During Demoday, Raphael, together with his group, presented the project of a platform called Kathon, which aims to connect young people from public schools with companies through hackathons, helping to overcome inequality in access to practical experience in the job market. "Our project was awarded as the best presentation. We created a platform where companies could register vacancies and artificial intelligence filtered the best resumes from young people. Our presentation was in real time and hopefully we will have the chance to turn this platform into something real in the future."

For Raphael, his time at the PROA Institute had a direct impact on his worldview and his outlook

on life: "Before I found out about PROA, I said I wanted to work with anything that didn't involve sitting in front of a computer. In 6 years, I'm doing exactly that, and I don't regret it one bit. PROA expanded my worldview in a way I never imagined. I had the opportunity to participate in incredible events, such as visiting







Oracle's headquarters in Brazil and Casas Bahia. PROA opened doors and opportunities for me that I would have never imagined."

Dedicated and with a support network that strengthens his dreams and aspirations, Raphael continues studying and is currently studying Systems Analysis and Development at Impacta. "I have always had a lot of support from my family, especially my parents and my girlfriend, who have always encouraged me to focus on my studies." Additionally, the PROANO works as an IT intern at Banco Itaú, in the automation area. "I got this job through PROA. What I learned on the course contributed a lot to my development at work, especially about how to research, ask questions and challenge myself at all times. Itaú's culture values research and continuous learning, and PROA was essential for me to get this position and develop within it."

As for the future, Raphael has big plans: "I want to become an automation expert and develop solutions for real problems for companies and people. My project at Demoday, which helped open doors for young people without experience, inspired me to continue on this path. I hope I can open doors for other people, just like PROA did for me."



# 3.1 PROPROFISSÃO in numbers

Year after year, PROPROFISSÃO grows stronger, driven by the commitment and determination of young PROANOS. Each registration, each completed training course, each job gained and each life transformed reaffirms the importance of this program, which grows not only in numbers, but, above all, in social impact.

## 1 SELECTION PROCESS

# 6.070

YOUNG PEOPLE REGISTERED

### STAGES OF THE SELECTION PROCESS

- Online exam
- Hacking PROA
- Video presentation
- Evaluation board
- Meeting with those responsible

## 2 DEVELOPMENT AND TRAINING

# 330

YOUNG PEOPLE SELECTED

**6**  
MONTHS

**2%**  
DROPOUT  
RATE

- Web/Mobile Development Technician
- Behavioral
- Cultural
- Practical
- Demo Day (Final Paper)

(Class hours: 440 hours)

## 3 EMPLOYABILITY

# 82%

OF YOUNG PEOPLE EMPLOYED

**3 years**  
OF EMPLOYABILITY

- Connection with job opportunities
- Instructions
- Coaching
- Events
- PROA Alumni Network (former students)





PARABÉNS, PROANOS!  
CONTEM SEMPRE COM O PROA

PLATAFORMA  
PROA

PARABÉNS, PROANOS!  
CONTEM SEMPRE COM O PROA

PROA



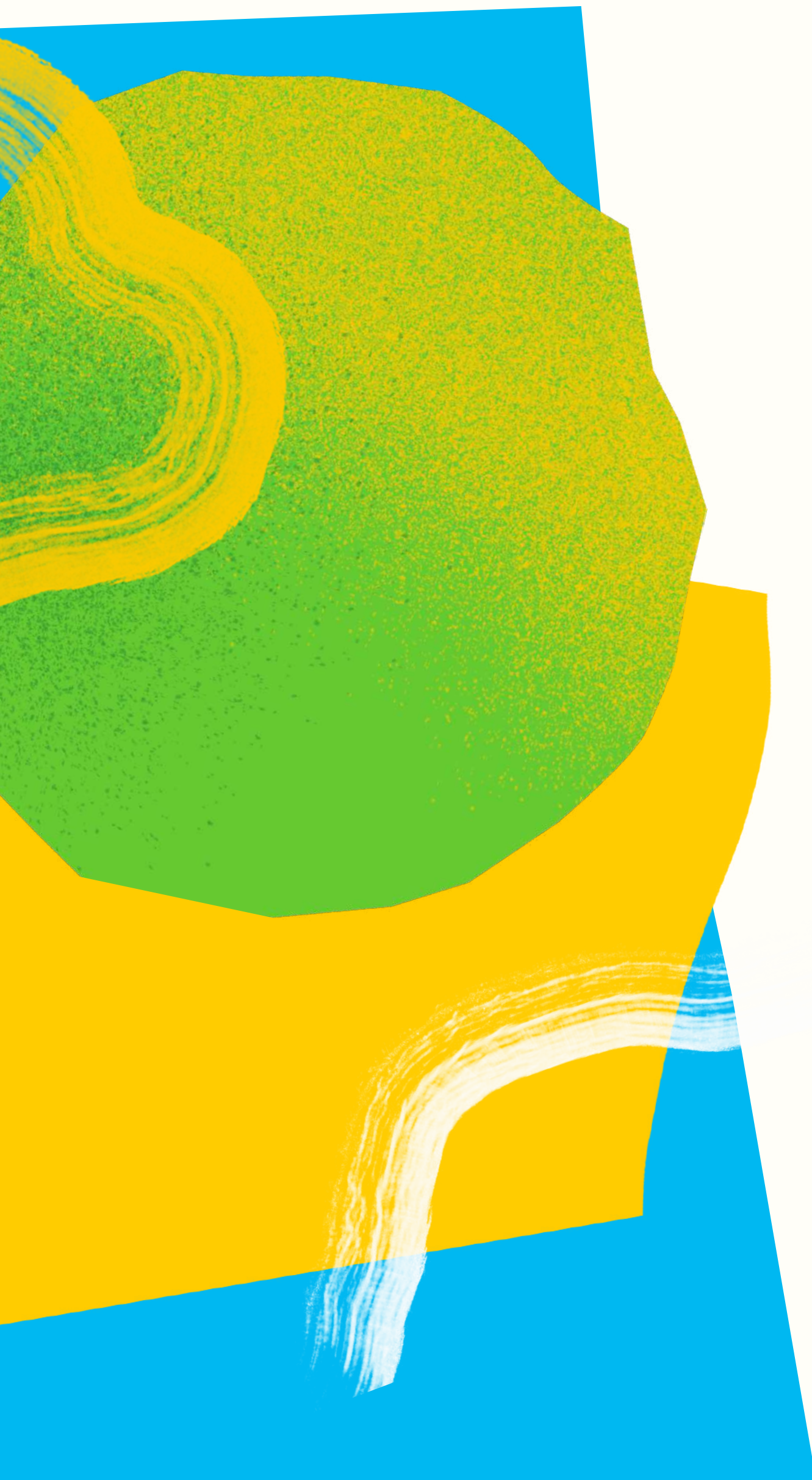
# 4 PROA Platform

In Brazil, unemployment among people aged 15 to 29 remains double the national average. And at the end of 2024, a piece of data from IBGE caught our attention: more than 9.6 million young people in this age group were outside both the job market and formal education. They are talents on hold, dreams postponed and life stories that could be different if they had more opportunities.

At the same time, the world of work is undergoing profound transformations. Accelerated digitalization, automation and new ways of working require much more than technical knowledge. Today, skills such as communication, teamwork, logical reasoning and resilience are as important as knowing how to program or operate systems. According to a LinkedIn study, in five years, 70% of the skills currently required will have changed. So-called







soft skills – especially those involving strategic thinking, conflict resolution, communication and empathy – are gaining prominence in hiring processes.

But how can we develop these skills in a country where access to quality education is still so unequal? Many young people still face simple barriers: difficulty writing a professional email, insecurity when participating in an interview or defending an idea. And, given the rise of Artificial Intelligence, what makes a professional truly valuable are precisely their human capabilities – and that is where many encounter the greatest obstacles.

It is in this context that the PROA Platform establishes itself as a powerful bridge for transformation. With a 100% free online course, the initiative trains young people aged 17 to 22 to get their dream first job. With flexibility, at the time that best fits each person's routine, and with weekly live virtual meetings, participants develop not only technical skills, but also fundamental socio-behavioral skills for the world of work, such as self-knowledge, logical reasoning and communication.

In 2024, the PROA Platform's reach went even further, connecting a greater number of young people to new possibilities for the future. We expanded our operations from six to twelve states, strengthening our presence in São Paulo, Rio de Janeiro, Rio Grande do Sul, Santa Catarina, Paraná, Minas Gerais, Pernambuco, Bahia, Mato Grosso do Sul, Goiás, Pará and the Federal District, serving more than 2,671 cities.

Behind every number, however, there is a face, a story and a dream. Throughout the program, we see young people discovering their voice, transforming their lives and the lives of those around them and, for the first time, recognizing themselves as agents of their own journeys.

PROA exists with the purpose of transforming challenges into achievements, opening paths where there were previously walls and showing that talent and determination, when they find support, can indeed change lives.









**“At the PROA graduation,  
my mother was delighted.  
It was there that she became  
certain that I was making  
the right choices.”**

*She said she wished something like  
that had existed in her time too.*

**FERNANDA TRINDADE DE SOUSA**

*Young apprentice at Banco Santander*

PARÁ





Fernanda discovered the PROA Institute at a time of great searching and expectation. Having recently graduated from high school and determined to find a job as a young apprentice, she began looking for NGOs and training courses that could help her achieve her goal. Suddenly, browsing Instagram, she found PROA. "I saw that everything was well organized, well explained, with several photos and comments from PROANOS and I trusted them."

After signing up, she started in the PROA Platform and soon realized that she was facing something different that could help her in her personal and, especially, professional life: "PROA changed my thinking about LinkedIn. I found out that it is very important to us. I completed my profile and started taking better care of it." Furthermore, the socio-behavioral part of the course was an important reinforcement for her personal development.

During PROA, Fernanda worked and also took a preparatory course for the ENEM exam. Since PROA Platform is offered online, she was able to make the most of the course: "I really liked the structure and the way the course was delivered. Although I couldn't always participate in the live tutorials, as I was already working, I watched the summaries afterwards." In addition, the young PROANA also had the opportunity to exchange ideas with young people from other states: "I thought it was really cool to hear the different accents in these

interactions."

Training at PROA, especially in classes with tips on mathematics and logical reasoning, was fundamental to strengthening her preparation. The effort paid off: Fernanda was accepted into Administration at the Federal University of Pará (UFPA). Getting a place at university was a source of great pride for the whole family. "My parents were very happy. It's an achievement not only for me, but for them as well."

Fernanda currently works as a Young Apprentice in the Administrative sector of Banco Santander, in the microfinance segment. She got the job independently, but much of what she learned at PROA continues to make a difference in her routine. "PROA helped me a lot with communication and preparing me for the job market. I had teachers who gave me life advice, and that made me reflect a lot about my plans and what I want for my personal and professional life."

Initially, her mother was afraid of Fernanda entering the job market so young, but after following the PROA training process, her opinion changed completely: "At the PROA graduation, my mother was delighted. It was there that she became certain that I was making the right choices. She said she wished something like that had existed in her time too."

Fernanda dreams of growing professionally in the future.





“I want to dedicate myself to the fullest, get my CPA certification and take advantage of opportunities within the bank. I also want to do a postgraduate course to further qualify myself.” For her, PROA was more than a course – it was a turning point that helped her build new paths and believe in her potential.





**I have always sought  
to change my life for the  
better, both personally  
and professionally.**

**PROA gave me the resources  
to do this.**

**VITÓRIA TALITA DA SILVA**

*Young apprentice at Federal Energia*



**PERNAMBUCO**







Born in Cabo de Santo Agostinho and living in Jaboatão dos Guararapes, in the metropolitan region of Recife, Vitória never sat around waiting for things to happen. After completing an administrative assistant course at SENAI, she began looking for new paths. That was when, in a simple Google search, she found PROA – and saw in this opportunity a door to the future.

Vitória, a PROA Platform student, saw a whole new world open up before her throughout the course, especially in the communication module. “I had a lot of difficulty speaking in public and didn’t know that there were different types of communication. The teachers taught me how to deal with nervousness and express myself more clearly. That made all the difference to me.”

In addition to technical knowledge, PROA also provided her with a fundamental support network: “Making friends with people from different states was amazing. We still help each other today, sharing job vacancies and courses. This support strengthened me, made me realize that I am not alone on this journey.”

Even though it was an online course, the PROANA felt connected to other people and found more human support on the platform: “I thought it would be difficult at first, but it was very easy.”

Today, Vitória works as a young apprentice in the logistics sector of Federal Energia and recognizes the role of PROA in this achievement. “The course helped me a lot. I learned about communication and the administrative area. Before, I didn’t really understand how it worked, but now I see how versatile the administration area is, covering HR, marketing, finance, among others.”

The young woman is currently also taking a business management course at the Social Opportunity Institute (IOS) and is starting to plan her next steps: “I think what’s missing from my resume now is college. I’m in doubt between Administration and Literature. Besides, I dream of visiting Canada. I want to build a better life there, more peacefully.”

Dedicating herself fully to her studies and professional training, she is focused on realizing her dreams, seeking stability, a well-built career with the certainty that all her effort and dedication were worth it: “In five years, I want to be in Canada, living a more stable life and realizing this dream. For me, that is the place where I can start a new phase of my life and be sure that it was worth believing in myself.”

PROA was a turning point for Vitória, and she knows



that every step she has taken so far has been essential to achieving her goals. “I have always sought to change my life for the better, both personally and professionally. PROA gave me the resources to do this. I didn’t get here by chance, and I know the best is yet to come.”







***Signing up for PROA  
was a turning point  
in my life.***

*I was welcomed and began to see  
that I could change my reality.*



**KAREN SANTOS GOMES**

*Customer service assistant at Diagnoson a+, Fleury Group*



**BAHIA**



It was at a time of great personal challenges that Karen began her journey at the PROA Institute: “I was in a very depressed phase, with a lot of family problems. I wasn’t working, and the situation at home was difficult, with everyone unemployed, including me.”

Having completed high school but without a job, Karen saw no prospects for the future. It was then that her aunt saw a news story about PROA on TV and encouraged her to sign up, giving her a boost and encouragement to get out of that apathetic state. “Signing up for PROA was a turning point in my life. I was welcomed and began to see that I could change my reality.”

During the PROA platform course, she learned important skills that gave her confidence and prepared her for the job market. “I learned a lot about interviews, how to behave, what not to say, and I was able to review basic knowledge, such as how to use Excel and Word, which help me a lot.”

Without a computer at home, but with a lot of will and dedication, the young PROANA followed all the classes and activities on her cell phone, overcoming difficulties and barriers imposed by life: “It was the first time I took an online course, and I had some difficulties due to the conditions here at home, but I always managed to do the activities. Plus, it was really

comforting to know that I wasn’t the only one in a tough spot. The course gave me the support I needed to persist and reach the end.”

Since joining PROA, Karen has seen a huge transformation. “I have changed a lot, in terms of my personality and motivation. Before I didn’t want to do many things, but today I feel much more motivated. My time at PROA impacted everyone around me.”

Before PROA, she was almost giving up, but thanks to the PROA platform her perspectives changed and new opportunities arose. Opportunities to grow and dream! The PROANA currently works as a customer service assistant at Grupo Fleury, at Diagnoson A+, where she was hired with the help of PROA. “What I learned at PROA, in addition to the technological issues, taught me how to deal with different types of people. In my work, I serve doctors and patients, and this requires knowing how to deal with delicate situations and having emotional intelligence to serve different types of people, from the calmest to the most nervous. PROA prepared me for this.”

Thanks to the change of direction provided by the PROA Institute, she can now plan and set goals for the future: “Today, I want to take a technical course in Administration

or IT. I want to continue working at the company where I work and improve my financial situation to help my family and have enough to make all my dreams come true.”





**I thought it was  
just to get a job, but  
I understood that  
it was a life project.**

*I learned about self-knowledge, about what I  
really want for the future and what I need to  
do to get where I want to be.*

**VITOR HUGO RODRIGUES**

*Young apprentice at Nespresso*

GOIÁS





It was in 2024 that Vitor Hugo came across an advertisement on Instagram that caught his attention. It was about PROA. "At first, I was suspicious, because there are always a lot of ads on Instagram. But I went to the profile, saw the comments, the number of followers and felt more confident about signing up."

At 21 years old, living in Goiânia, Vitor was looking for a job and found at PROA more than just a path to the job market: he found a personal turning point. "I was very shy even to talk on video calls. At the beginning of the course, in the tutorials, it was very difficult for me. I wanted to participate, but I was stuck."

On the PROA Platform, he gradually learned the importance of socio-emotional skills in the professional environment. "I realized that if you don't know how to communicate well, you end up not being remembered and losing opportunities." In addition, he had the opportunity to learn how to behave in the corporate environment and deal with different situations with resilience and empathy.

The course, 100% online, exceeded Vitor's expectations. "I really enjoyed it. I gained confidence throughout the course, especially during the tutorials, which were essential for me to feel comfortable and truly believe in the project and in who I am."

At the end of the journey, he was no longer that young man who just wanted any job: "I thought it was just to get a job, but I understood that it was a life project. I learned about self-knowledge, about what I really want for the future and what I need to do to get where I want to be." Today, he realizes that the impact of the PROA Institute on his life went beyond employability: "I started to deal better with the people around me, including my family. What I learned in the course transformed me."

Currently, Vitor is a young apprentice at Nespresso, a brand of the Nestlé group, where he works in reception and customer service. The position was obtained through PROA and, according to him, everything he learned on the course makes a difference in his day-to-day life: "I am the first person the customer comes into contact with when they enter the store, and the service is delicate. Thanks to PROA, today I know how to communicate, welcome and resolve situations in a professional manner."

Although he has taken a break from his studies, Vitor has a well-defined plan: take the entrance exam for Medicine in Goiânia. "During the course, I learned that having a plan is not enough. You have to take action to get there." In addition to dreaming about college, he also wants to be hired at Nespresso. "It's a great opportunity and I want to continue growing."







*What I heard about the market was scary.  
I began to doubt my own ability.*

***But when you are  
prepared, you realize that  
it is not that complicated.  
We just need a chance  
and support.***



**YAMEL RODRIGUES CAPSTICK**

*Young apprentice at Boticário Group*

DISTRITO  
FEDERAL





Yamel carries with her the glow of youth combined with the courage of someone who dreams big and fights for every achievement. Originally from Goiás and currently living in Brasília, the young woman found PROA to be a turning point in her career. "I had just finished high school and was looking for a job. I saw PROA on Instagram by chance, signed up and started," says the PROANA, as if she knows that the best encounters in life sometimes happen by luck, but are made possible through effort.

During the PROA Platform, she learned things that were



truly key to opening doors for the future. "What helped me a lot were the classes on curriculum. Mine was pretty messy and, when I learned how to organize it and also how to use LinkedIn, I started getting called for interviews."

Although she had already taken other online courses, Yamel's experience at PROA was special and extremely welcoming. "What caught my attention was the close contact with the tutors and other colleagues. We really exchanged ideas, talked, and helped each other."

Before joining the Platform, she already had clear objectives in her mind, but it was with the support of the PROA Institute that she was able to organize them better: "The professional plan part made me think more clearly. I already dreamed of working in the financial sector, and now I am following that path."

Today, the young PROANA is studying Economics at UDF and Accounting at Estácio, where she won a scholarship offered by PROA itself: "I didn't even believe I was going to win, but when I was drawn, I was very happy. It was an unforgettable moment."

Working as a young apprentice in the Retail sector of Boticário Group, an opportunity gained through PROA Jobs, Yamel takes the opportunity to continue learning within the

company itself, with courses in Excel, data analysis and customer service. "The customer service track I took at PROA helps me a lot in my day-to-day work, especially when dealing with the most difficult customers. If I hadn't taken the course, I think it would have been much more difficult to get this job. PROA prepared me and gave me, above all, confidence."

This confidence was essential to face the doubts and fears typical of those taking their first steps in the job market: "What I heard about the market was scary. I began to doubt my own ability. But when you are prepared, you realize that it is not that complicated. We just need a chance and support."

For the future, Yamel remains firm in her goals. She wants to finish her undergraduate courses, obtain a postgraduate degree, master's degree and build a solid career in the financial sector, working in banks or brokerage firms. On a personal level, a special dream: "I want to buy my house. This means a lot to me."

With courage, dedication and a heart full of desire, Yamel continues to build her future. And, as she herself proved, when you have support, knowledge and willpower, no dream is too big.



**“PROA helped  
me think about a  
more professional  
and broader project  
for my life.”**

**BEATRIZ DE MATTOS**

*Intern at Sebrae*

MATO GROSSO  
DO SUL







It was shortly after finishing high school that Beatriz discovered PROA. The young woman was not yet working and was studying for college entrance exams when she saw an article in the local newspaper about an opportunity to prepare herself for the job market – something completely new to her. “I had never had a job before, and I didn’t even know where to start,” she recalls.

So, she signed up for the selection process and started working on the PROA Platform, with many dreams and expectations. Throughout the course, the self-knowledge module was what impacted her the most: “It helped me get to know myself better and prepare for job interviews, as I had never done one before and had no idea how to behave or what to say.”

The course, which was entirely online, was a positive experience. The young PROANA saw in the tutorials and group dynamics an opportunity to participate in practical experiences that helped her develop fundamental skills for her professional and even personal future, such as communication and teamwork.

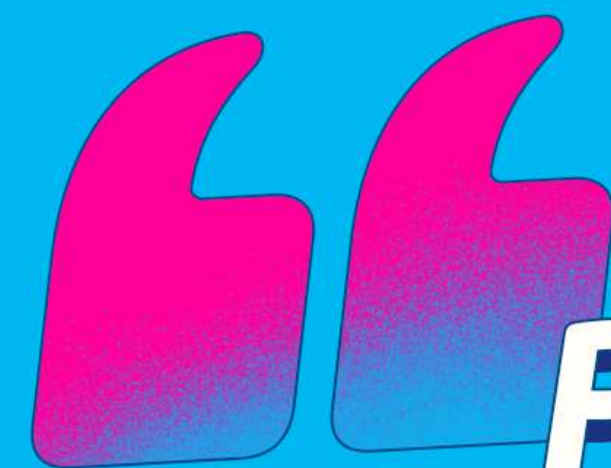
Before PROA, Beatriz imagined that she would only start working after entering college and that she would only do a basic internship that was related to her course. But the PROA Platform has expanded its perspectives.

The young PROANA, a student of the Administration course at the Federal University of Mato Grosso do Sul (UFMS), got an internship in the administrative sector of Sebrae in her first year of undergraduate studies, where she continues to this day. The internship was recommended by the college, but she recognizes that PROA was essential to getting the job: “In the interview, there was a logical reasoning test, and I immediately remembered the PROA module. If I hadn’t taken the course, I wouldn’t have had the confidence I had.”

The future for Beatriz already has well-defined goals: finish my degree, get an opportunity in my field, now as an analyst, and do a postgraduate degree in marketing. “PROA helped me think about a more professional and broader project for my life.”







***PROA's content  
made me a  
better leader.***

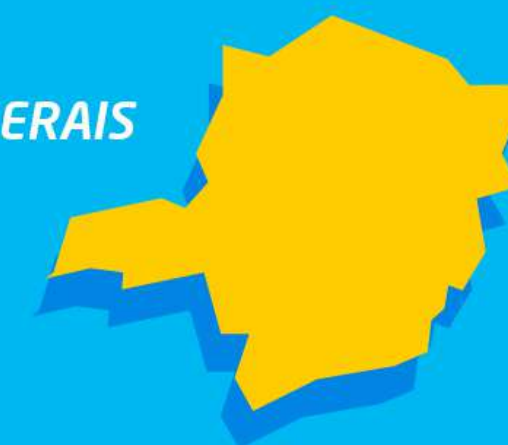
*Today I have a much more relaxed  
interaction with people and I understand  
the importance of interpersonal  
relationships for professional growth.*



**AUGUSTO FERREIRA**

*Young apprentice at Stellantis*

MINAS GERAIS





When he saw the PROA Institute ad on Instagram, Augusto was feeling dissatisfied with the direction his professional life was taking. Even though he had already graduated as a Marketing technician and was studying Public Relations at UNA, he felt that his skills were not being recognized in the workplace and that he did not have much room to show what he knew. "I could not develop myself, nor see a career plan where I was working. I saw PROA as a chance to try something new. Even if it didn't work out, it would be a learning experience."

He then decided to sign up to the PROA Platform and the experience was remarkable. Although he had taken online courses before, he realized that none were as structured as PROA. During the course, the PROANO felt the impact and transformation that the self-knowledge module was able to provide: "I learned about the importance of having clear goals, of knowing what I want for my future. I have always been ambitious, but the course taught me to chart a path. The lesson on SMART goals gave me clarity about the steps I need to take to get where I want to go."

Another big turning point was understanding the importance of empathy in the professional environment. The young man, who until then had not seen this characteristic as essential in the corporate environment, saw his way of seeing leadership and relationships at work change completely: "In

the first module I heard the phrase: 'Empathy is a fundamental characteristic for great leaders' and that stuck with me. Until that moment, I didn't see empathy as an essential skill." This new vision ended up impacting his other study areas as well. Augusto studies Administration at Senai, where he is a class leader: "PROA's content made me a better leader. Today I have a much more relaxed interaction with people and I understand the importance of interpersonal relationships for professional growth."

The change was so significant that even his job took on a new meaning. After talking to the leadership, he was given space to express himself and began to have more prominence. "I'm still at the same company, but today I feel more confident and I can see more prospects for the future."

The young PROANO, at just 21 years old, is already very clear about what he wants for his future: "My goal remains the same as the one I set at PROA: I want to be a corporate communications officer. It could be in the company I'm in or in another one, but that's what I want to achieve."

PROA made young Augusto a more empathetic, more altruistic, more centered person and gave him a direction: "I already knew I wanted to go far, but now I know exactly where and how to get there."





“**Thanks to  
PROA, I am more  
independent**

**and I am changing my  
life and the lives of  
those around me.**”

**KAYKE GOULART**

*Administrative assistant at  
Boticário Group*

**RIO DE JANEIRO**





Kayke always knew he wanted to change his life. Kayke, who lives in Belford Roxo, in Baixada Fluminense, was raised by a humble family with three brothers and studied at a school with few resources and uninspiring classes. When he reached the 3rd year of high school, he decided to change schools. It was then that he heard about the PROA Institute for the first time. Even though he was suspicious of everything that PROA offered, he decided to sign up.

The young man was motivated to work and saw an opportunity in PROA. He started the course on the PROA Platform in May 2024 and, over the months, he dedicated himself to the maximum, counting on the support of the cell phone credits offered by the NGO: "The cell phone credit I received for three months was essential because, sometimes, I wasn't at home and needed to attend classes," he recalls.

During the course, he learned skills that transformed his view of the job market. "I learned how to create spreadsheets, use Excel, Word, and even send PDFs, something I didn't know how to do. I have improved my communication skills a lot, I have learned how to send formal emails, how to write a good CV and I have understood how to behave in a professional environment." For Kayke, using the computer was a turning point: "It was the most important thing for me. I didn't know how to use them, and today I use these tools every day at work."

The knowledge about clothing and posture gained throughout the course also made a difference in the young man's life: "Now I know how to dress appropriately and behave in a way that is more suited to the job market."

The effort paid off. Before he even finished the course, he was called for an online interview at Boticário Group. "I didn't believe it was true, but when I saw it was real, I gave it my all." Thus, the young PROANO began working as an administrative assistant in the company's HR department. It was his first professional experience with a signed contract and many benefits, including a notebook, welcome kit, health plan, psychological plan and discounts on products.

The first in his family to attend university, Kayke is currently studying Nursing at the Fluminense Federal University (UFF) and has become an inspiration to friends and family: "Initially, my mother thought it was a scam, but when she saw the notebook and the Boticário kit, she understood that it was serious and that I had really gotten a job. Now, she will also take a nursing technical course, and my younger brother will enroll in PROA."

Before joining PROA, the young man was afraid of finishing high school and staying at home without studying or working, but today he has a job, is in college and still manages

to help out at home: "I bought my own cell phone, I pay my bills and I can even go on trips and take courses. Thanks to PROA, I am more independent and I am changing my life and the lives of those around me."





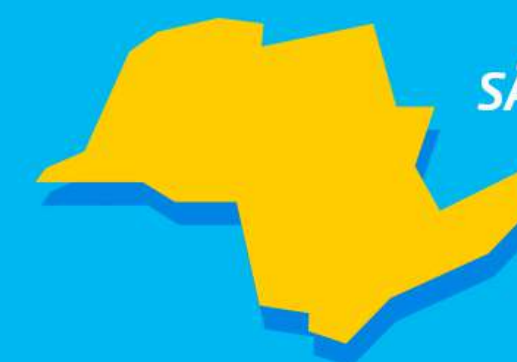


***If it weren't for PROA,  
I wouldn't be where  
I am today.***

***Whenever I can,  
I recommend the course.***

**MARIANA CHIOMA  
NOXOLO CHUKWUDOZIE**

*Young apprentice at Banco BMG*



**SÃO PAULO**



Suspicious. This is how Mariana felt when she saw an ad for PROA on Instagram: “The form asked for a taxpayer number (CPF) and I thought it was fake, so I didn’t sign up.” But after seeing the ad again, she decided to take a chance. She was in the 3rd year of high school, working in a construction materials store and decided to enroll to seek more knowledge and maybe a better opportunity. After some time, to her surprise, she was called to start at the PROA Platform.

Daughter of a South African mother and a Nigerian father, Mariana grew up in the East Zone of São Paulo, in Jardim Pantanal, with three brothers: “After my father died, my mother was left with four children to raise. It was very difficult, but she always gives her best and says, ‘Daughter, don’t settle for less. Go seek knowledge, because no one can take knowledge away from you.’” Encouraged by her mother, Mariana did no different and dove headfirst into the PROA Platform.

Despite it being her first online course, Mariana was able to learn well because the content was quick and well explained: “I had access to information that I still use today, especially about behavior in the workplace.”

According to the young PROANA, one of the great lessons learned on the POA Platform was to have assertive communication in the corporate environment, how to behave in a meeting and how to communicate confidently with colleagues and managers: “I already had an idea, but PROA helped me

improve it.”

The distance-learning courses can give the false idea that participants do not build bonds of friendship, but that is not exactly what happens at PROA. During graduation, PROANOS have the opportunity to meet their classmates. And it was no different with Mariana, she met colleagues with whom she still talks to this day and, in fact, two of them work at Banco BMG, where she works in the HR area: “This opportunity only arose thanks to PROA. I entered the HR area as a young apprentice and was part of the admission process for two PROANA colleagues soon after.” Since then, the young woman has felt increasingly valued. “If someone asks me what I think about all this, I thank PROA. Banco BMG is doing things for me that I never imagined a company would do, and the PROA Platform helped me not only get this job, but be prepared for it. I learned things at PROA that I didn’t even know I needed.”

Happy and excited about the future, Mariana wants to continue growing within

the company: “I want to be hired, go to college, and enter a dual degree program in Law and Administration at FGV. This way, I will also be able to help my family and provide them with better conditions.”

Despite being Brazilian,







Mariana proudly carries her Nigerian and South African heritage. Her upbringing was marked by more conservative values, which she now recognizes as important for her career. “Depending on your upbringing, the path you take can be very different. Ours is more rigid, but this helps us not to settle for less and to seek more and more knowledge.”

Today, at 19 years old, Mariana is a young woman who is clear about where she wants to go – and is determined to continue on that path. “If it weren’t for PROA, I wouldn’t be where I am today. Whenever I can, I recommend the course. I would like my brother to join PROPROFISSÃO, but for now, he is not old enough.”



**I didn't know about PROA and had no idea what the course could provide for me and other people.**

**But what I found exceeded my expectations.**

**LUCAS RAPHAEL  
BRAVO FERREIRA**

*Young apprentice at White Martins*



PARANÁ





Lucas, a young man from Curitiba, found out about PROA through a local news program at a time when he was looking to qualify himself to get his first opportunity in the job market. Until then, Lucas was studying and looking for a job, without many clear prospects for the future.

"I didn't know about PROA and had no idea what the course could provide for me and other people. But what I found exceeded my expectations. The platform taught me everything from logical reasoning and computer skills to communication, which is something I use every day, both at work and at college."

Currently, the young PROANO is studying Veterinary Medicine in Curitiba. For him and his family, this was a big step towards realizing his dreams. In addition to college, Lucas also works as a young apprentice in the commercial sector of White Martins, where he already has almost 10 months of experience.

"In my work, I use Excel a lot and I communicate with the public all the time. Although dealing with customer service is not always easy, I like the routine and the possibilities that this experience is opening up for me."

Lucas feels that having done the PROA Platform

contributed a lot to his development, especially in terms of behavioral skills: "Communication is an example. I use it every day, and I know I can still improve, but PROA has definitely played a big role in my evolution."

As to the future and his wishes, Lucas dreams big: his goal is to work in the field of Veterinary Medicine, but he also plans to continue studying and, if possible, as soon as he finishes his degree, start a postgraduate course and dive into the job market: "I just want to continue to thrive with my efforts to make everything that comes my way work out."

He also has long-term plans, such as a second degree in completely different areas, such as History or Architecture. And one of his dreams is to see snow, whether here in Latin America or in Europe.





*I learned to position myself better, to deal with everyday situations and, best of all, I share everything I learned with other people.*

***Whenever something happens, I say 'ah, I learned that at PROA'.***



**LINDSAY LEAL DE OLIVEIRA**

*Young apprentice at Advice Health*





It was by chance (or luck) that PROA entered Lindsay's life. At a technology event at the airport, accompanying her father, the young woman attended a lecture aimed at people her age. It was there that she heard about PROA for the first time. Curious, she wrote down the name and, when she got home, the first thing she did was register. At that moment, she was beginning to understand what "adult life" was and wanted to work, but she didn't know where to start.

"PROA appeared precisely at that stage and showed me the way. I did the PROA Platform and learned fundamental things, such as how to put together a good resume, how to dress for interviews, how to act in a professional environment, and the importance of having an active LinkedIn profile. In fact, it was there that I found the job I have today."

Lindsay says that the course was 100% online and that she loved the dynamics, the practical activities and, mainly, the moments of exchange with other colleagues: "I met a lot of cool people who made me realize I wasn't alone. We were all trying the same thing: to grab an opportunity."

Lindsay is currently studying the undergraduate course in English Language at UFSC, in Florianópolis, and is the first in her family to enter university, which makes her parents very proud. At the same time, she works as a young apprentice at Advice Health, in Florianópolis, in the products area, where she

supports the team in various activities. The young PROANA sees this experience as an opportunity for growth and learning: "I really like what I do, especially because it's related to design, which is something that already interested me before."

Lindsay acknowledges that she applies what she learned at PROA to much of what she does at work. "The lessons on professional behavior help me a lot. I learned to position myself better, to deal with everyday situations and, best of all, I share everything I learned with other people. Whenever something happens, I say 'ah, I learned that at PROA'."

The course, which she thought would be just "an online course with long text," was a surprise: "It was dynamic, practical and really impacted me. It turned me into a more organized and committed person. I already had a bit of that, but it was at PROA that I perfected it. I learned the importance of putting together a good resume, especially on LinkedIn, and I'm sure that it was thanks to this that I got my opportunity in the job market."

Lindsay has many plans for the future and will undoubtedly take with her everything she learned at the PROA Institute. I want to finish my degree, work in international companies and, most importantly, have experiences outside of Brazil. "I love exploring and getting to know different things. I want to move around, learn, and who knows, maybe even make a career abroad."



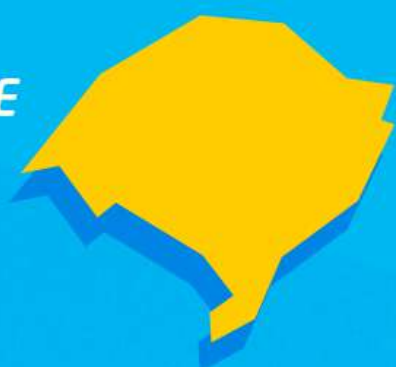


**I thought I would  
just do the three months  
and hope it would go  
by quickly, but it  
was really cool.**


**ERICA GLENDA DOS  
SANTOS COLARES**

*Young apprentice at Cyrela*

**RIO GRANDE  
DO SUL**







It was on a normal day at the beach, at the end of 2023, that Erica saw something on the internet that would change her trajectory. “I really needed a job. I saw an ad for PROA on the internet, thought it was a great opportunity and signed up.” The young woman was in her second year of high school and had no idea how much those three months of classes would change her life.

Originally from Viamão, in Rio Grande do Sul, when she entered the PROA Institute, Erica’s objective was clear: get a job. “At first, I just wanted to work, in anything. I knew that after that would come the employability phase, so that was what I was looking for.” But, as the course progressed, things began to change. “I thought I would just do the three months and hope it would go by quickly, but it was really cool.”

During the PROA Platform course, the young woman learned content that she still uses today in her work and personal life. “The SWOT tools and the time management module were essential. I am a disorganized person and knowing how to organize my time is essential.” Furthermore, despite being extroverted, the PROANA was shy when it came to the camera: “I was embarrassed to talk on video calls, but in PROA classes, I started to relax, talk to the teacher and other students. So, I gained confidence.”

The online course, with flexible hours, allowed the young woman to attend all the classes with good performance. Today, Erica is a young apprentice in the apartment inspection department at the construction company Cyrela – a position she got through PROA – and is excited about the possibility of being hired. “With the job, I can help out at home and that makes my mother very happy.”

Before starting the PROA Platform, Erica dreamed of working in fashion and attending college in that field, but something a professor said made her think. “In the last few classes, a professor said that we might not be able to get a job in the field of our dreams. And this is what happened: I got a job at a construction company and changed my mind.” So, for the future, the PROANA has new plans mapped out: she wants to study Architecture at USP, in São Paulo. “Now I think about staying at the company I work for and growing in this area.” In addition, the young woman is also taking an English course and dreams of living in Europe and traveling to get to know other cultures.

When asked about PROA, she doesn’t think twice: “I have already recommended it to friends and I continue to do so. It was one of the best things I’ve ever done.”



# 41 PROA Platform in numbers

## 1 SELECTION PROCESS

**46.809** → **27.067**  
YOUNG PEOPLE REGISTERED      YOUNG PEOPLE APPROVED  
IN THE SELECTION PROCESS

## 3 EMPLOYABILITY

**63%**  
YOUNG PEOPLE EMPLOYED

**3 year**  
OF EMPLOYABILITY

- Connection with job opportunities
- Instructions
- Coaching
- Events
- PROA Alumni Network (former students)

## 2 DEVELOPMENT AND TRAINING

**+11.000**      **250 MILLION**  
YOUNG PEOPLE EMPLOYED      GENERATING AN INCOME OF  
PER YEAR

### ESSENTIAL TRAIL

Self-knowledge  
Professional Project  
Logical Reasoning  
Communication

🕒 100 CLASS HOURS

### TECHNICALS TRAILS

Administration (P&G)  
Customer Service (Marina & Flávio Guimarães Institute)  
Financial Education (Dhalia and Bloomberg)  
Data Manager - Excel and Power BI (Microsoft)  
Logistics (P&G)  
Retail (Casas Bahia Foundation)  
UX Design (Accenture)  
Brand Promotion (BRF)

🕒 50 CLASS HOURS









# *5 Sea of contents*

In 2024, PROA explored even more deeply the digital universe, strengthening its presence on social media and expanding the reach of content that informs, inspires and transforms the lives of so many young people every day. On Instagram, our community grew from 118,000 to 177,000 followers – a direct reflection of young people’s interest in topics related to employability, education and personal development.

On LinkedIn and YouTube, we’re also making consistent progress, connecting even more people to our purpose. Thousands of young people are impacted by practical tips, information about the job market, inspiring stories and, of course, a bit of lightness and fun with memes and trends adapted to the language of young people.

We continue to grow, getting closer to young people every day, without losing sight of our purpose, because we know that each new follower is another possibility for transformation.





**INSTAGRAM**

*FOLLOWERS*

*2023*

**118 thousand**

*2024*

**177 thousand**



**LINKEDIN**

*FOLLOWERS*

*2023*

**39 thousand**

*2024*

**47 thousand**



**YOUTUBE**

*FOLLOWERS*

*2023*

**11 thousand**

*2024*

**14 thousand**

In addition to growth in the digital environment, 2024 was a year marked by powerful and meaningful encounters. Events that reinforced PROA's commitment to social transformation and further expanded the connection between young people, partners and society.





# 5.1 THE FUTURE OF YOUTH EMPLOYABILITY

In June 2024, the PROA Institute held the second edition of the event “The Future of Youth Employability,” with the theme “Connecting Generations.” The meeting brought together Human Resources experts, representatives from more than 100 companies and young people from different regions to reflect on the challenges and possibilities of today’s world of work.

The program included lectures and debates on productive inclusion, active listening and the role of different generations in the professional environment. It included personalities such as career leader Ana Minuto, the founder of the education consultancy Genoa Leran Lab Carolina Costa Cavalcanti, Milene Almeida Souza, from Oracle Brazil, Raíssa Fonseca, from P&G, and the CEO



of PROA Institute Alini Dal'Magro, who brought inspiring perspectives on diversity, youth and intergenerational connection.

The event has established itself as a space for collective construction and exchange of experiences, strengthening bridges between companies and young people and expanding the debate on employability with purpose and equity.













# 5.2 *Graduations*

Another highlight was the 33 graduations held in the 12 states where the PROA Institute is present. Each ceremony was more than a celebration: it was the realization of dreams, the recognition of efforts and achievements, and living proof of the strength of a network that grows with purpose.

PROA's presence in different regions of the country shows not only the breadth of our impact, but also the mobilization capacity of a team that believes in - and carries out - large-scale social transformation. We continue to celebrate each young person, each achievement and each encounter that brings us closer to a fairer future full of possibilities.

















# 6 Partners

## *Creating opportunities together*

Each young person who comes to us brings with them a backpack full of dreams and challenges. And, every year, more and more young people find in PROA the opportunity and the necessary drive to transform their stories. This journey, however, would not be possible without those who believe, trust and walk with us.

More than supporting a project, our partners help us make dreams come true and change destinies. The impact of each training course, each new opportunity and each young person who gains a voice in the world of work reflects the strength of the partnership, dedication and commitment of those who choose to be part of this transformation.

We continue together, facing challenges with courage, overcoming barriers and, above all, expanding horizons for a fairer future full of possibilities. May this partnership continue to bring hope, opportunities and new achievements to so many young people who, with a sparkle in their eyes and determination, are ready to build a better tomorrow.





# 6.2

## Individual Sponsors

- Alexandre Dedavid

Almaro Foundation

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Natália Menon Alouche

Nathalia Saad

Rudolf e Ursula Gotz

Salli Bengaly de Souza da Silva

The Walter and Monica Noel Family

Vitor Vieira de Souza





# 6.3

## ***Institutional Supporters***

Coordenadoria de Juventude e Políticas Públicas de Niterói

CPTM

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JCDecaux

NEOOH

O2 Filmes

Prefeitura de Franco da Rocha

Prefeitura de Seropédica

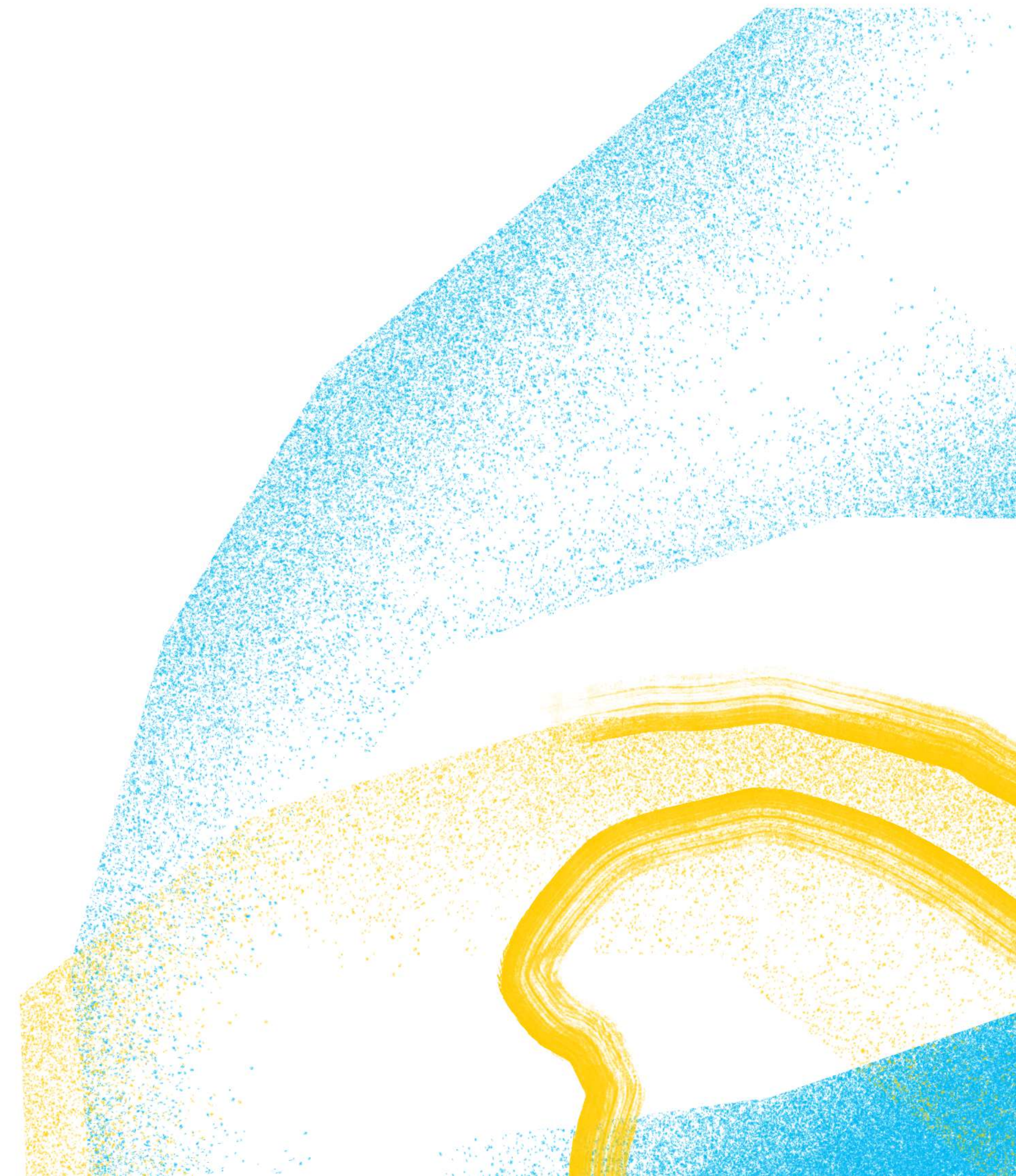
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Visagio





64  
**Employers**

99 Jobs	Bravo Corp	Direcional Engenharia	GRUPO DNR	JUVO BRASIL TECNOLOGIA LTDA
A.C Camargo	Byx Capital S A	DIVERSITY	Grupo DPSP	Kalunga
A5 Solutions	CIATC	DMT CONSULTORIA LTDA	Grupo Fleury	Kantar Ibope Media
ABBVIE	CINEMARK	Dow Chemical	Grupo Motormac	KOKKU GAMES
Accenture	Civil Master	Ecogen	Grupo Notredame Intermédica	La Guapa
AEC	CODDERA SOFTWARE LTDA	Econverse	Grupo Petrópolis	LACTALIS DO BRASIL
Allos	Colégio Visconde de Porto Seguro	Elite Rede de Ensino	Grupo St Marche	Leapy
Alpargatas S.A.	Compra Agora Serviços Digitais	Estapar estacionamento	GrupoSC	LIMPPANO
Altio Tecnologia	Computécnica	FARMARCAS	Heineken	LIVELO S.A.
AMARO	Concentrix	Fiotec - Fiocruz	Hospital Israelita Albert Einstein	LIZIE
Amil Assistencia Medica	Confidencial	FUJIFILM DO BRASIL LTDA	Hotel Emiliano	Localiza Rent a Ca
Anima Educação	CONTMATIC	Gazit Brasil	Hotel Tivoli Mofarrej São Paulo	Loggi
ARCADIS	Credit Suisse	Genial Investimentos	I4pro	Lojas Reserva
Arena Hotels & Suítes	Creditas	Getnet	Icomm Group	Lola From Rio
Assai	CUP BOUTIQUE DE RECURSOS HUMANOS	GIRAFFAS	INSTITUTO LIBERTAS	Luft Logistics
Associação Escolar Benjamin Constant	Cyrela Brazil Realty	GOCIL	Instituto PROA	M.Mourão Consulting
ASSOCIAÇÃO INSTITUTO PROA	Dahlia Capital	GPA	INSTITUTO VIA DE ACESSO	MADELEI
Atento	DAKI	Grupo A2	ISBET	Manpower Brasil
Banco Safra SA	DIA Supermercado	Grupo Águas do Brasil	Itaú	match.mt
BNY Mellon		Grupo Casas Bahia	IZIO&CO	MIGNOW TECHNOLOGY LTDA
		Grupo Cataratas	JLL	ML Gomes Advogados Associados





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**Employers**

Montreal Oficial  
MOVIDA  
MRO SERVIÇOS LOGÍSTICOS  
Multiedro Soluções Cloud  
Natto  
Nestlé  
Newe Seguros  
Nuclea  
Office Total S.A  
Omni Aviation  
OMNI HYPNOSIS TRAINING  
CENTER BRASIL LTDA  
OMOTOR  
OWENS-ILLINOIS DO BRASIL  
PAGBANK  
Pátria Investimentos  
Pernambucanas  
Personale Consultoria  
Pessoa e Pessoa  
Plano & Plano

Plansul  
Play Seguros corretora  
Pluris Mídia  
Plurix  
Porto Seguro  
PortoBello  
Prepara.me  
PUC RS  
Randstad Brasil  
RB Capital  
RD Saúde  
Rede Bandeirantes  
Rede Cidadã  
Rede D’or Luiz  
RENAC  
Saint-Gobain  
Sanches e Sanches Guil-  
herme Sociedade de Ad-  
vogados  
Scanntech  
ScanSource Brasil

Sebrae  
Sem Parar  
Shoulder  
Sodexo  
Sotreq  
Stefanini Group  
Ster Engenharia  
Supermercados Guana-  
bara  
TAHTO  
TECHNIP FMC  
TENSHI CONSULTORIA  
TIM S/A  
TOPOCART  
TRACK & FIELD  
Trela  
UBS BB  
ULHÔA CANTO,  
REZENDE E GUERRA -  
ADVOGADOS  
Unimed

Unimed Fesp  
Unisuper S.A  
UNIVAR SOLUTIONS  
Universidade Cruzeiro do Sul  
Vertigo  
Veste SA Estilo  
Viewco  
Vila 11  
Vital Cred  
Vocação  
Voke  
Volkswagen  
Wipro  
Ypê





# 61

## Corporate sponsors

CRUISE



SHIP



BOAT



CANOE





# Behind the scenes

## Board

**Lissa Collins**  
*President*

**Marcelo Barbará**  
*Vice-president*  
*Founder*

**Florian Bartunek**  
*Founder*  
**Susanna Lemann**  
*Founder*

**Agapito Troina**  
**Fernando Shayer**

## Audit Committee

**Frederico Albarran**  
**Taiguara Alecio Oliveira**

## PROA Team

**Alini Dal’Magro**  
*CEO*

**Ana Laura Valerio da Silva**  
*Operations Manager*

**Andressa Fernanda dos Santos Lima**  
*Pedagogical Operations Analyst*

**Anna Luiza Souza Nunes de Andrade**  
*Marketing Manager*

**Beatriz Oliveira Peres**  
*Employability Assistant*

**Bruna Barletta**  
*Institutional Manager*

**Darlene Nogueira de Lima de Medeiros**  
*Customer Service Supervisor*

**Erica Miranda Vieira**  
*Employability Manager*

**Hugo Moreira Pereira**  
*Employability Analyst*

**Izabelly Bueno da Silva**  
*Administrative Analyst*

**Janine Ribeiro Silva**  
*Fundraising Assistant*

**Jessica Bezerra Rocha**  
*Employability Analyst*

**Juliana Bertolino Elias Emitterio**  
*Employability Analyst*

**Leticia de Mattos**  
*Human Resources Specialist*

**Leticia Gabrieli Vieira de Oliveira**  
*Pedagogical Operations Analyst*

**Leticia Soares Nunes**  
*Employability Coordinator*

**Maria Julia Emanuely Silva dos Santos**  
*Data Analyst*

**Mariane Oliveira**  
*Marketing Analyst*

**Mayla Silva Alencar**  
*Employability Supervisor*

**Michelle Gomes Claro**  
*Data Collection Coordinator*

**Miliani Maria Greco Costa**  
*Partnership Analyst*

**Pablo Ranfley Lima Costa**  
*LMS Systems Specialist*

**Regiane Tofanello da Costa**  
*Employability Officer*

**Renan Gurjão da Silveira**  
*Partnership Analyst*

**Ricardo Gonçalves Alves**  
*Pedagogical Operations Coordinator*

**Tamires Silva Moreira**  
*Employability Analyst*

**Thiago de Oliveira Vieira**  
*Partnership Analyst*

**Tulio Freitas Gomes**  
*Product Specialist*

**Vinicius Varricchio dos Santos**  
*Fundraising Specialist*

**Wesley Linares de Lima**  
*Operations Officer*

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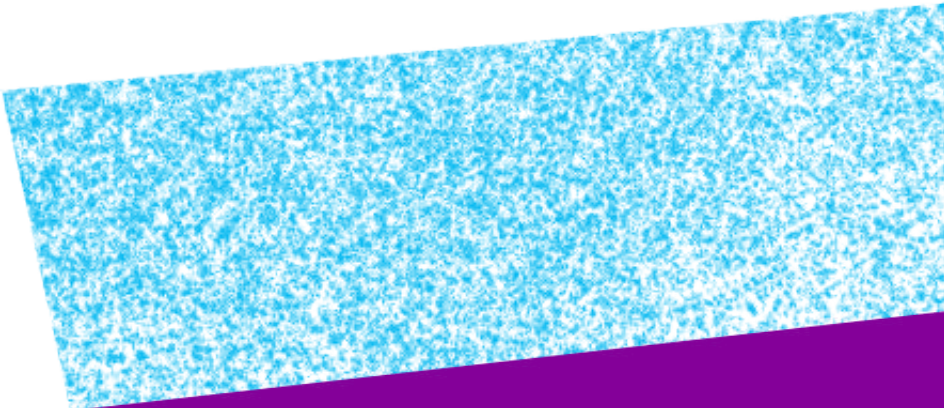
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# 8 PROA 2024 Financial



Click here or point your  
cell phone camera  
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Audisa audit report.

## ASSOCIAÇÃO INSTITUTO PROA [PROA INSTITUTE ASSOCIATION] STATEMENT OF PROFIT AND LOSS FISCAL YEARS ENDED DECEMBER 31, 2024 (IN THOUSANDS OF REAIS)

### OPERATING REVENUES

Total Operating Revenues.....	BRL 15.018
Total Costs .....	BRL 10.354
Gross Surplus .....	BRL 4.664

### OPERATING EXPENSES

Administrative and General Expenses (Volunteer work and free services).....	BRL 2.176
Other Expenses .....	BRL 1.970
Total Expenses.....	BRL 4.146
Income before financial expenses .....	BRL 518



1. In accordance with accounting standards, PROA values the income received from volunteer work, which is recognized in the income statement under operating revenues and, correspondingly, recorded in the same amount under operating expenses.





# ***Become a PROA partner***

With each partnership we establish, new doors open, opportunities multiply and talents gain a voice in the world of work. When we join forces, the impact goes beyond numbers and is reflected in lives that are renewed and in a fairer future for all. Contact us so that, side by side, we can build a tomorrow with more opportunities for everyone.

## **Contact us**

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

*PROA.ORG.BR*





# PROA

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