

Parceiros Voluntários



ANNUAL REPORT 2003

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Voluntary Audit

PricewaterhouseCoopers Independent Auditors analyzed the financial demonstrations of the Non-Governmental Organization (NGO) *Parceiros Voluntários* in reference to the fiscal year with the objective of assuring the transparency of the Organization in the use of its resources. The audit considered that the above-mentioned demonstrations had presented, adequately, in all the aspects, the patrimonial and financial position of the NGO. It is important to emphasize that the audit work made by PricewaterhouseCoopers was voluntary.

Weaving the volunteer's web



While talking, Mrs. Tatiana Stringhini, plastic artist, 84 year-old volunteer, shyly shows a notebook in which she writes histories of life collected from the friendships made in *Padre Cacique* Asylum. Between one sentence and another, she demonstrates deep love in her noble ability of listening to others. The very same love is what inspires the dentist-surgeon Susana Rossi to craft small instruments to give more comfort to the dental treatment of disabled children, teenagers and adults from *Educandário São João Batista* and *Casa Menino Jesus de Praga*. There, in the latter, Mrs. Carla de Castilho hosts the people who desire to offer their generosity.



Certainly, this generosity contaminated Maria Stringhini, Mrs. Tatiana Stringhini's daughter, who took the violin that she had not played for 30 years off the box, finding a meaning for life that she deemed forgotten. Today, she is "Maria of the Violin", who, when magically playing the instrument, brings serenity and joy to many hearts. And it is also with joy and serenity that Anita Brasil and Mercedes Castelúcio accompany the elderly in clinics and hospitals, protecting them affectionately, considering them like members of their own families. Wagner de Jesus dos Santos does the same when he shares his knowledge on administration in *Abrigo João Paulo II*. Maria Francisca Mendonça, alias 'Kika', is the angel "without wings" for the children in *Instituto do Câncer Infantil* when she, with other volunteers, seeks fundings for that institution. Meanwhile in *São João do Polêsine* in the city of Santa Maria artisan Marlene Iop takes three buses to present workshops on craftwork for needy families of the community. Likewise, in the city of Garibaldi Juliano de Paoli designs in his computer new cross-stitch charts and installs the matrices in the embroidering machines of the *Clube das Mães da Apae*, assisting many families of his region in increasing their income.



These and thousand of other stories such as Liane Klein's, Jorge Bandeira's (nickname "Joca"), Mauani Da Silva's, Marlene Orlandini's and Ildo dos Santos' are testimonies of the six-year trajectory of Rio Grande do Sul organized voluntary work. Through these volunteers' stories *Parceiros Voluntários* pays homage to everyone who believes in the voluntary action as a culture that generates social capital, with its interpersonal relationships of trust and its cooperation networks, the main means to promote the human being growth in its essence and to achieve development through peace.

Demonstration social

As *Parceiros Voluntários* completes six years of existence we still have the same opinion that we had when it was founded: poverty and the social exclusion should not be fought only with the economic growth or with compensatory or demagogic policies, but with innovative investment programs in human and social capital built in partnership with the community.

It is based on this idea that *Parceiros Voluntários*, a model organization, has been standing out in Rio Grande do Sul and in Brazil; our work has been generating such good results that we are sharing our experience and knowledge abroad. Currently we reach with our work 60% of the Rio Grande do Sul population through our network, we have more than on 30.000 volunteers registered, we keep a solid alliance with Universities and Schools, in order to spread the ideal of volunteerism among the youngsters as a means to build a better Rio Grande do Sul and Brazil.

The Government alone is incapable of solving the problems of our world; on the other hand, it is exceedingly large to solve the problems of each community. Development is always social; poverty should not be faced only with income

distribution; our country will only be considered developed if the people's capacities and the local communities' are developed.

Mistaken diagnoses of the social reality are not valid contributions. What is required is to work hard and face the inequality directly, like the volunteers do.

Parceiros Voluntários is victorious and serves as an example because it is based not only on the love for the next, but above all on the organized work, disciplined, made in accordance with the most modern administration techniques.

If we want to change the reality we must make a deep modification in the population's cultural standards. If we do not help the people to change, we will not be able to change the society.

The man is the base of all the processes.

Organized voluntary work is a safe way, accessible and of great reach to stimulate Brazil's development.

Humberto Ruga
Deliberative Board President

of capital



The year of 2003 was a year of remarkable action, action that will be the base upon which we will develop our activities in the next years not only in respect to the strengthening of *Parceiros Voluntários* NETWORK (61 cities in the state) through its four Programs, but also to the improvement of the organization management, by introducing the BSC (Balanced ScoreCard) tool in our Strategic Planning.

We decided to present in this 2003 Annual Report, which we deliver to the community with great satisfaction, not only the philosophical concepts of volunteerism, but also the depositions and the examples of the people who are practicing them, who tell us the importance of the voluntary action in their lives and in the life of the others. There are thousands of people participating in the community transformation, and this is the normal attitude of a responsible individual. The normal attitude of a conscientious citizen is an ethical attitude. They are people who are conscious that their growth as human beings will only occur with the growth of the others who are around.

This Report strengthens the idea that the active presence of the civil society in the discussion of social priorities is urgently necessary. The critic volunteerism, moved by solidarity, has a pioneering role in the construction of a society committed to the well being of its members and with the effective participation of the citizenship in the decisions regarding the collective interest.

It is imperative that the Government recognize and value the basic organization of the civil society, which does not mean, however, alignment to the ideals of one or more political parties; it is also necessary that the Non-Governmental Organizations develop their capacity of establishing partnerships among different sectors.

The Action TRIBES IN THE TRACKS OF CITIZENSHIP, carried out in 2003 (see the web site

www.tribosparceiros.org.br), gave the youngsters what they have been requesting in every Meeting we have: "We want to roll our sleeves and get to work". In this report, we demonstrate the significant result of this action. We also demonstrate that young volunteers are not the leaders of tomorrow, nor the hope of the future — they are today's leaders and the future is now. The young volunteers showed us that they could defy old ways of thinking, feeling and acting. They are full of ideas and can bring a significant contribution. For this reason and because of the great relevance of this issue to research purposes in the educational field, we decided to edit a book, as a means to publicly recognize their attitude and also to influence and to extend our youngsters' NETWORK.

The action TRIBES IN THE TRACKS, based on "Education for Values", tells us that education must be a priority for our children, but without values and ethics it loses its meaning. A world without values and ethics is unthinkable. We must make a commitment to development and to PEACE, since development is also called PEACE. Development and peace will only happen if we are really engaged with them. The Social Capital incorporated in norms and nets of civic commitment seems to be a prerequisite for the economic development and also for an efficient government. The communities have not become civic for being rich. History shows the opposite: they have enriched for being civic.

We are thankful to all that believe in this and recognize their role as constructors of a new reality. With fervor, I want to thank GOD, who leads us through paths that we know where they start, but often we do not know to where they are taking us. We trust, however, that these paths will lead us to growth and, consequently, to the construction and the development of a better country. Today, we are who we are. Tomorrow, certainly, others will continue the construction of this path.

Maria Elena Pereira Johannpeter
Executive President

Emotions



nite people by means of solidarity and trust, joining them with the common dream of developing the organized voluntary work culture. The second edition of *Parceiros Voluntários* Prize granted exposure to many experiences which are assuring, in the entire Rio Grande do Sul, the existence of the movement; movement whose actions are based upon constantly improving concepts and human emotion.

Due to the massive enrollment of the young people from Rio Grande do Sul in voluntary work, the challenge to *Parceiros Voluntários* became bigger: keeping the flame of solidarity lighted and to offer stimulating chances so that our youngsters find the necessary support to activate their social capital. And also, to prove that the youngsters are not the future... The youngsters are the present instead!

This report emphasizes the deposition of those who face with their hearts and minds the reality in its more concrete side in the search of solutions to social needs. The best expression of the data contained here is in their own words.

Vision

Develop the culture of organized voluntary work.

Mission

Promote, increase and qualify the response to social demands for voluntary work, dedicated to the improvement of the quality of life in Rio Grande do Sul.

Beliefs and Values

- Every person is sympathetic and, thus, a potential volunteer.
- Philanthropy and citizenship, as expressed in the voluntary work, are indispensable for changes in social reality.
- Organized voluntary work is the basis for the Third Sector development.
- Every voluntary work rewards the community as well as those who volunteer.
- The practice of the Subsidiary Action Principle is fundamental for the autonomy of the communities in respect to their development.
- Sustainable Development is attained through the interaction of the economic and social systems.

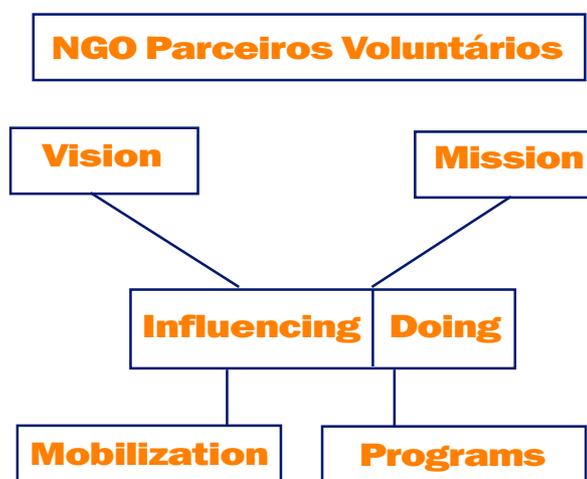
with results

Created by a group of entrepreneurs in Rio Grande do Sul, *Parceiros Voluntários* is a non-governmental, non-profit and non-partisan organization, established in January of 1997. Under the perspective of its Mission and Vision, *Parceiros Voluntários* organizes its activities in two different lines of work: DOING and INFLUENCING.

Regarding the DOING line, *Parceiros Voluntários* gathers, qualifies and directs volunteers to the community in order to face the latter's social demands. It also mobilizes the youngster to exercise their citizenship by means of voluntary work, aside from giving conditions to Civil Society Organizations to improve the management of their work.

In the field of INFLUENCING, *Parceiros Voluntários* instills in people the idea that they are transforming agents and motivates their enrollment as active citizens in the organized voluntary work movement.

In order to DO and to INFLUENCE, *Parceiros Voluntários* relies on the concept of Individual Social Responsibility, on the methodologies of social mobilization and on actions grouped in four different programs: Individual Volunteers Program, Corporate Volunteers Program, Volunteers in School Program and Civil Society Organizations Program, all of them presented in the following pages of this Report.



The volunteerism's evolution

	2000	2001	2002	2003
Enlisted Volunteers	6.128	11.327	18.500	31.198
Sensitized companies	85	233	474	850
Companies in action	57	158	176	296
Sensitized schools	30	67	120	271
Schools in action	10	35	55	107
Associated CSOs	227	426	706	1.188
Active Units	23	38	42	61

2000, 2001, 2002 – base month: May
2003 – base month: Dezembro

Parceiros Voluntários

The *Parceiros Voluntários* Award is a continuous process of following-up the volunteers' action in Rio Grande do Sul. Every two years, in a great meeting open to the entire community, the action that most reflects the evolution of this movement and its social impact are publicly recognized.

The selection of the 11 winning cases was a very challenging task for the evaluators, since all the 180 enrolled projects in 2003 were based on love and have therefore demonstrated **how much** the community can make for the community itself.



Individual Volunteers Category

Cledir Lutz Cechin - Panambi
Mônica Strauss - Gramado
Nelson Maragno - Bento Gonçalves
Rachel Casagrande - Bento Gonçalves
Vera Garcia dos Santos - Gramado

Corporate Volunteers Category

Data Control - Bento Gonçalves
Puras do Brasil Sociedade Anônima - Porto Alegre

Volunteers in the School Program

Colégio São José - São Leopoldo
Colégio Sinodal Progresso - Montenegro

Civil Society Organizations Category

Centro de Reabilitação de Deficiências Kinder - Porto Alegre
Associação Beneficente Patronato Bento Gonçalves - Bento Gonçalves

In the recognition event, which happened at the crowded Sesi-RS Theater with the sound of *Unisinos* Infant-Juvenile Choir, we had with us both in the stage and in the auditorium a great number of happy youngsters. In the *Parceiros Voluntários* Prize 2003 edition, we have witnessed a real invasion of youngsters in the volunteerism. The charming presences of our journalists and voluntary artists, such as Tânia Carvalho and Bira Valdez, Neto Fagundes and Duca Leindecker, Hique Gomes and Martha Medeiros, as well as Cícero Guedes, were added to the luminosity of the youngsters' smiles and looks.

In her article in the newspaper Zero Hora of 05/28/2003, chronicler Martha Medeiros wrote: "A world of goodness is constructed early in our lives. A less warlike world a less vulgar and less selfish is made at home. That is the parental volunteerism. And if the schools continue joining as they have been doing then we will be able to believe again in utopia".

It has been another rich year in respect to the enrollment of the community in response to the social mobilization. *Parceiros Voluntários* is glad to share this inventory of emotions and results with the society in general and particularly with our volunteers, maintainers, sponsors, supporters, partners and collaborators.

Award

“There is one thing stronger than all the armies in the world, and that is an idea whose time has come.”

Victor Hugo

Individual Volunteers Category

COLORING YOUR OWN SCENARIO

In Panambi, the restorer and decorator Cleidir Lutz Cechin teaches handcraft techniques since the year of 2000. She is responsible for the project *Bairro Planalto* Volunteers, and her voluntary activity has began by coordinating the *Associação Pró-Menor*, where a group of children between 9 and 14 years old makes painting works in wood. Today her voluntary work is developed in the house of one of her students and she congregates mothers and teenagers. When teaching them handcraft techniques Cleidir restores in the best sense the hopes and the confidence of the people in their own strength.

TUG OF WAR WITH LOVE

The advertisement in Gramado's newspaper motivating volunteer work led Mônica Strauss to formidable discoveries about her abilities. However, she was almost in panic when she received the appointment to work in the *Santos Dumont* State School, where about 300 children were without activities of recreation. The recess was a total mess, with running, pushing, kicking and slapping.

Thus, Mônica needed urgently to rescue her own childhood entertainments. Come-and-go, besides foot-of-can and tug of war for the very agitated. Bowling, Five Marias and drawings for the calmer children.

Mônica discovered that she could take the risk of accepting it and even learn to make mistakes. She says that she makes volunteer work with love and, as her reward, she has the happiness and the security of the children.

SOLIDARITY TO THE CARRIERS OF PARKINSON ILLNESS

The work of the physiotherapist Rachel Casagrande, from Bento Gonçalves, with the carriers of Parkinson Illness, resulted in the first Group of Support to the Parkinson Illness of the State. The group later turned into the *Associação Bento Gonçalves Parkinson*, one of the three entities in the country that is dedicated to the support to the carriers of the illness and to their families. More than 40 people from Bento Gonçalves and the nearby region yield benefits, not only by Rachel's solidarity, but also by a special team of volunteers who, like her, have included an important community cause in their projects of life.

JOY RECIPES

For two years, 14 teenagers from David Canabarro State School, in Gramado, have been benefited with cooking lessons offered by the volunteer teacher Vera Garcia dos Santos. Her classes are exceedingly sought after due to the attention that she dedicates to the students, all of them between 10 and 16 years of age.

The production of the bread workshop is distributed among them and is part of their school snack. Vera's objective is to contribute so that the families find a new option of income. The idea inspired other institutions to offer cooking workshops. Besides joyful and amusing, the lessons are a creativity exercise, an invitation to the young ones to challenge their reality, working the dough for breads, sweet breads, candies and many other delights.



WILL THEY LIKE IT?

Egoism and lack of time are the words that can synthesize the reasons that have taken me to work with Parceiros Voluntários. I remember well the day when I had the first contact with Parceiros Voluntários. It was a hot Sunday afternoon and an advertisement in the newspaper called my attention, to the point that I called the indicated phone number.

After a meeting, my challenge was to choose where I would like to do volunteer work. I took my decision: children and lessons of theater. After the normal proceedings, I was ready for my first day in the Centro Social Urbano São Roque, in Bento Gonçalves, where I live. I felt not only anxious, but also despaired. It was something new in my life.

I prepared myself the maximum I could. In the date scheduled, I imagined a bunch of children laughing and crying, all waiting for the teacher. Seeing only

five students disappointed me. Before leaving, I said to the coordinator that I would probably not go the following week. I was encouraged not to give up. The best moment happened in a night where a mother came to talk to me, curious, because her daughter talked a lot about the lessons and was always anxious for the next day of class.

In voluntary work, the winner is certainly not who receives the benefit, but who offers it. When entering Parceiros Voluntários, I wanted something that was good for me, which could make me feel well. And this is what happens when we decide to make what we like, helping the others. Be certain: our ego goes up in the heights.

*Deposition of
Nelson Maragno, volunteer.*

Corporate Volunteers Category

FOODS, HEALTH AND AFFECTION

The company *Puras do Brasil* included the social action in its strategic planning. This represents a considerable strength for a company who is present in 162 cities of 16 Brazilian states, with 620 restaurants, 7,654 professionals, serving 350,000 daily meals in the most varied companies.

The need to identify practices involved in the voluntary action and to better qualify its own social action took *Puras* to seek this qualification with *Parceiros Voluntários*.

Puras was recognized for its action in the project *Adotar*, regarding knowledge share with the social organizations, guiding them in the preparation of the menus and the quality control of the meals to the interns of SPAAN — an asylum for aged, in Porto Alegre.

Hermes Gazzola, President, emphasizes that the volunteerism has changed the social vision of the company. "We did not have a clear vision of social action with measurement of results and commitment", he evaluates. This differential was a landmark for *Puras*.

SCHEDULES OF PRODUCTIVE LEISURE

Data Control, from Bento Gonçalves, wanted to be involved in voluntary work. They dreamed about offering for teens from the city suburbs their courses on computer science. These teens would grow with more possibilities in the market.

However, contrary to what was desired, it was not possible to take classrooms and equipment to the community, not even did they have enough teachers for so many boys and girls.

Was there another way except for bringing them inside the school in alternative schedules? And this was what was made: they opened their doors for those special customers, who would learn more than the digital alphabet, they would learn to be respected in their human potential.

And who would give the lessons? Volunteers that *Data Control* sought at *Parceiros Voluntários* who were duly trained by the instructors of the courses.

What *Data Control* did was to have a creative attitude, which could be multiplied in any company focused in the development of its community.



Volunteers in the School Category

YOUNGSTERS ARE THE PRESENT

Far from here, in a Canadian NGO, young leader Craig Kielburger (21) concluded: "The stronger you are as a team, the more power you will have to make a difference".

Right here, however, in *Colégio São José*, in São Leopoldo, the kids proved in practice that this is the pure truth!

In reply to the challenge of the teacher Carlos Barcellos, the 197 students of the Volunteers in the School Program organized themselves in 23 groups to add forces in the already existing social projects in their school and community. "The philosophy was to fortify what was already being made, instead of inventing the wheel", says one of the leaders.

The results of all this energy have benefited the children of the needy villages, the aged ones

of the asylums of the city, environmental entities and many other social projects that have been embraced by these youngsters with all the strength of the youthful volunteerism.

LOVE BEDSPREAD

A more harmonic survival with respect to the differences. This is the idea of *Clube de Convivência Solidária*, action developed by *Colégio Sinodal Progresso*, from Montenegro. Sixty students add their efforts to the work of other 40 volunteers. Parents, teachers and the community in general assist in the accomplishment of the embroidering workshops, bedspreads, theater and care with animals, besides teaching assistants English, Spanish, mathematics and recreation. The objective of everyone is to spread out the practice of solidarity in the school and to open space for life to enter it.

Civil Society Organizations Category

IT IS NECESSARY TO RECOGNIZE

The voluntary work accomplished at *Associação Beneficente Patronato Bento Gonçalves* returned the confidence to many boys and teenagers of needy communities of the city in the mountains. The volunteers develop the most varied activities together with the young of 7 and 18 years old. For two years dance, literature, craftwork, computer science, music and cooking lessons amuse while socializing the boys. They also receive haircuts, additional schooling, physiotherapy, sports and leisure activities.

The positive result of the relation volunteer/beneficiaries derives from the special motivation that *Patronato's* team dedicates to the volunteers, contributing so that they feel stimulated and motivated, challenged to a always more competent, creative and full of love work.

THE FORCE OF LEARNING

Learning to surpass. To surpass learning. With this belief the *Centro de Reabilitação de Deficiências Kinder* from Porto Alegre allows not only treatment, but also education to the 250 children and teenagers carrying multiple deficiencies. The institution relies on the solidarity of 22 people who have their time available to aid the children with school, with rehab work and with workshops. The volunteers also develop action in the speech therapy, recreation and public relations areas. In their innovative proposal the entity offers education from kindergarten to the fourth grade with the support of volunteers besides therapeutical workshop. Their model of work already is example for many other centers that are learning the force of the voluntary energy when it means transforming the reality for the other's sake.



Volunteerism expression of



How will the human development be in the XXI century? How is the human being who will build a new society? These and others were the questions that mobilized an auditorium filled by 600 participants, amongst students, university and high school professors, volunteers, leaders of civil society organizations and the community in general who came to the PUCRS Theater in Porto Alegre on a September rainy day.

The **'Stop and Think International Seminar'**, promoted by *Parceiros Voluntários* in partnership with the United States of America General-Consulate and JP Morgan Bank, gathered Third Sector thinkers, such as Dr. Lester Salamon, Professor at John Hopkins University, the Columbian sociologist Olga Toro, the journalists Gilberto Dimenstein and Marcelo Rech and the deans Father Aloysio Bohnen SJ and Brother Norberto Rauch, as well as the entrepreneurs Jorge Gerdau Johannpeter and Jayme Sirotsky.

Among other reflections, the meeting's participants pointed out that the motivations that drive the volunteers may be the key for the development of "a better human being", as Peter Drucker wrote.



is the collective the human being



The appropriate paradigm for the XXI century will have to be a paradigm of partnerships and with politics of contribution, that is, new governance emphasizing the contribution among all the sectors of the society.”

Dr. Lester M. Salamon

Recycling the human being's role

I believe that this is a special moment in History. We need a new paradigm in the world. The paradigm of the partnership and of the politics of contribution. It is a task not only of individuals, but of entire societies. A civil society with the union of the three sectors: government, companies and the third sector searching ways to work together. Volunteerism exerts an important role in the attainment of this civic enrollment, as it is able to provide the fuel to set in motion some institutions, which unite with this joint effort and it is able to serve as the lubricating oil for the cooperation.

Dr. Lester M. Salamon

The types of social problems that we have in the world cannot be solved only by the solitary approach. They require many connections: with the economic system, with formal systems and informal nets. The success in the resolution of these complex problems demands a collaborative approach. More than this, these initiatives detach the importance to understand the role of the volunteerism in the construction of a new social force.

Ms. Olga Toro

(...) the social will be able to be successful more quickly and with bigger efficiency if we have a Third Sector managed with ability.

Jorge Gerdau Johannpeter

When the media informs with ethics and responsibility, they are agents of formation of the individuals.

Jayne Sirotsky

Volunteerism is the magnificence of the human being, who is not satisfied with existing situations and, thus, establishes a possible world.

Father Aloysio Bohnen SJ

The role of the press must be of understanding the world, transforming the media into a great educational space.

Gilberto Dimenstein



Tribes Tracks Citizenship



In 2003, the youngsters made it happen! For years, the students who participate in the Volunteers in School Program have demanded more action besides of workshops and lectures: “We want to roll our sleeves and get to work”.

Attentive, *Parceiros Voluntários* resorted to the concepts of Tribes — the idea of belonging to a group — and Tracks — the idea of movement — to organize the exciting mobilization of the young volunteers to deal with subjects like Education, Peace, Culture and Environment.

With the enthusiastic support of their schools and professors, 74 tribes were organized by children and teenagers, promoting a chain reaction whose effects reached squares, streets, radios, TV stations

and periodicals. There were walks, joint-efforts to collect garbage, consciousness raising activities, plays and popular dances, brooks cleaning, *gymkhanas*, petitions requesting infrastructure constructions of public interest and many other initiatives, all of them previously discussed in community Tribal Forums.

After three months, on September 26th, the action culminated in a party-mood event held in *Grêmio Náutico União* gymnasium, in Porto Alegre, with voluntary participation. *Rede Bandeirantes* paid homage to all of them, by granting the ‘Voluntary School’ Prize, to the following tribes: *CIEP – Construindo, Incentivando e Educando para a Paz*, from São Sepé; *Ibiá Sou da Paz*, from Montenegro; *Filhos da Terra*, from Caxias do Sul. Other four schools earned honor’s awards. At the end, all of them enjoyed the surprise-show by the rock band *Comunidade Nin-Jitsu*.

The true surprise, however, was the participants enthusiasm with the topics of citizenship and solidarity: to the youngster from the Tribes, citizen is the one who cares about world and the next, and to whom the most fraternal relationships are the roots for the expression of creativity, personality, interests and also the feeling of belonging to a group. The TRIBES action produced profitable results: based on it, research work and social analysis was made, which was published in a book; also, a Guide was prepared for future tribal participants.



Tribes in numbers

Cities	33
Schools	79
Tribes	74
Actions	300
Youngsters	18.000

in the of

“ I have the conscience that I am a citizen, accordingly I have to help to solve some problems in my community. Only this way I will be sure that I am doing the best for everyone.”

Escola Reinaldo Emílio Block, São Sepé. Student,
17 years old - Tribo CIEP

“ My vision of world has changed, it was an innovative experience in my life, I grew as person, I know that I can help to end with the social differences, and I will continue in the track of this change.”

Colégio Dr. Paulo Ribeiro Campos, Montenegro.
Student, 17 years old - Tribo Ibiá Sou da Paz



“ Common sense took me to participate in the Tribes. To be a voluntary worker is human.”

Colégio Marista, Santa Cruz do Sul. High school student,
15 years old



Acknowledgments

City: Caxias do Sul

Tribe: *Filhos da Terra*

Environment Track

City: Montenegro

Tribe: *Ibiá – Sou da Paz*

Education for Peace Track

City: São Sepé

Tribe: *CIEP – Construindo,*

Incentivando e Educando para a Paz

Education for Peace Track

Honor's Awards

City: Bento Gonçalves

Tribe: *Patronato, Tribo,*

Cultura em Ação!

Culture Track

City: Horizontina

Tribe: *Eco Fantin*

Environment Track

City: Ivoti

Tribe: *Faça Paz! Você é capaz!*

Education for Peace Track

City: São Leopoldo

Tribe: *Manacó*

Culture Track



“ The existing integration in this project is to know that our world is changing with this voluntary work.”

Colégio La Salle
Carmo, Caxias do Sul.
Student, 17 years old
- Tribo Filhos da Terra



“Not only are caught

1. Interlacement of wires, ropes, twines, etc. which forms some sort of fabric. 2. device made to catch fishes, birds and insects. 3. a set of establishments, agencies or even people that are part of an organization or movement. 4. trap. “**To be caught in the net**”. Figurative expression: *When someone lets himself or herself be caught or gets so involved with something that it becomes difficult to get rid of it.*



Definitions are in the dictionaries, but live examples can be found from the north to the south of the State: today the *Parceiros Voluntários* Network has 61 Units that gather class entities, companies, governmental agencies, schools, university and other organizations from the Third Sector.

As an organization that seeks social mobilization, *Parceiros Voluntários*, is constantly challenged to be part of the solution of social demands identified by the community. In these situations, it plays its role as an articulator, by gathering leaders from the three sectors of the civil society as well as participating in the programs suggested by those leaders as a means to contribute with its knowledge acquired in the organized volunteerism field.

The Presidents of the Trade, Industrial and Agricultural Associations and Schools from our State are an example of this alliance: since 1997 they have been setting the volunteerism cause among their priorities. While providing the necessary structure for the *Parceiros Voluntários* Units and putting efforts into the development of *volunteerism* leaderships in their cities, they are the ‘knots’ that form a ‘net’ made of responsibility and solidarity wires. In every city, supporting companies fortify these ‘knots’ with their contributions and active participation.

When promoting action over its network, *Parceiros Voluntários* engages, along with the volunteers’ team from Rio Grande do Sul, in communities’ projects that aim to change the reality and to promote social impact. In 2003, for instance, it has joined the *Programa Primeira Infância Melhor* (“Better Early Infancy Program”), whose organizing agent was the State Health Secretariat. It joined the *Programa Escola Aberta para a Cidadania* (“Opening Schools for Citizenship Program”), mobilized by the State Education Secretariat, to which *Parceiros Voluntários* has contributed by guiding and training the volunteers.

By organizing its state action in regional units, *Parceiros Voluntários* has already taken the volunteerism culture to 61 cities, covering 60% of the State population.

All together, it is easy to understand, why, as in the Brazilian saying, that “if it is caught in the net, it is a fish”, that is, every contribution, from anyone (cities, people, organizations...) is welcome. As Peter Drucker says, “everybody wants to have the opportunity to contribute to successful social projects”. Through *Parceiros Voluntários* action, all the State regions are engaged in the Rio Grande do Sul Volunteer Network.

fishes in the net”

The network map

REGIONAL NETWORK REDESIGNS BORDERS

With 18,000 inhabitants, the city of Horizontina is being one of the pioneers in the voluntary action in the network, focused on increasing the social mobilization for the volunteerism and promoting necessary organized action to the region's growth. The city integrates the network, today, along with the cities of Santo Ângelo, Santa Rosa, Tucunduva and Giruá. All the Unit Coordinators are intensely working in the network's strengthening and its enlargement. This growth foresees strategies to stimulate the voluntary action and planned, integrated and participative work.

More than this, the presence of the voluntary work in the region is provoking the sprouting of other *Parceiros Voluntários* Units in the nearby cities. Meetings of sensitization, verification of the necessities and points of interaction are making the idea of the Network flourish quickly, in a process of cooperation and interaction.

Parceiros Voluntários coordinator in Horizontina, Rubens César Beras, says that a formidable network of regional planning has been formed. It is this action, committed and united, that is making possible the action, identifying the routes and the strategies.

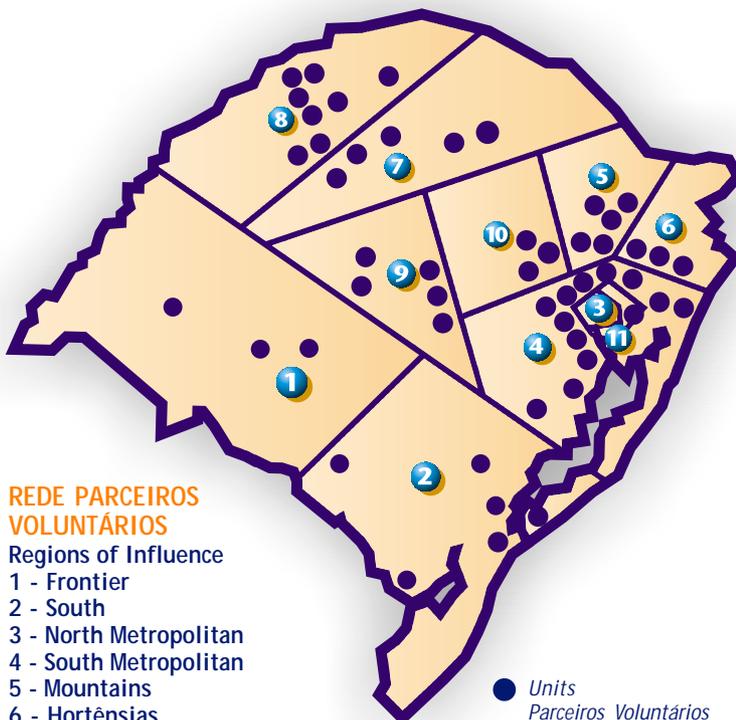
BELONGING TO THE COMMUNITY

The awareness of belonging to a community, of being useful and being able to act with real social commitment is present in the action of *Parceiros Voluntários* in Santa Cruz do Sul by means of its coordinator and its team. "I have been in *Parceiros Voluntários* for two years and I can affirm that I belong more to Santa Cruz today, then when I started this work", Sheila Boesel observes.

When assuming the organized voluntary work, Sheila met people who thought like her and then realized that she was not alone.

The mobilization of the city motivated by *Parceiros Voluntários* resulted in the qualification of the action in benefit of children, teenagers, aged and carriers of special necessities. Sheila observes that only in the International Day of the Volunteerism, in December of 2003, 3,000 people had been involved in 22 voluntary projects in the community.

During the whole year, the volunteers directed by the Unit of Santa Cruz do Sul to the entities made available an average of 1,500 monthly hours of voluntary work, which represented 18,000 voluntary hours in 2003.



REDE PARCEIROS VOLUNTÁRIOS

Regions of Influence

- 1 - Frontier
- 2 - South
- 3 - North Metropolitan
- 4 - South Metropolitan
- 5 - Mountains
- 6 - Hortênsias
- 7 - Production
- 8 - Northwest
- 9 - Mid State
- 10 - Taquari
- 11 - Porto Alegre

Idealism professionalism

An unlimited force is present in social organizations. Determined even with adversities, agile in their work and spontaneous in their communications, they are often the only voice defending and acting for the needy. By filling the gaps generally left by the First and the Second Sectors, these organizations offer daily lessons on how to be acquainted with the community, to identify its problems and to act.

Today, 200,000 people in Rio Grande do Sul are aided by 1,100 social entities registered in the *Parceiros Voluntários* Civil Society Organizations (CSOs) Program.

In partnership with Sebrae/RS, *Parceiros Voluntários* organized several courses on management for the organizations' leaders, as a means to a better performance. The results were immediate, as the CSOs are gathering and improving their relationship with the volunteers, working on their Strategic Planning, developing new projects and becoming closer to the community.

Another positive aspect was the strengthening of the NETWORKS: since 2001, *Parceiros Voluntários* has been supporting the development of CSOs networks. The CSOs started to gather and

to create a great web, which promotes the exchange of knowledge and experiences and also optimizes financial and human resources.

In 2003, only in the State's Capital, 150 CSOs organized monthly meetings to discuss similar subjects, which allowed the reciprocal enhancement, by multiplying the available resources and by the joint-effort to find solutions for their common needs. Aside from the exchange of food and hygiene basic material, they organized fairs and other events, and also exchanged projects on various fields, such as communication, pedagogy, update of articles of incorporation, collecting financial support. They are permanently consolidating their best practices.

Outside the Capital, the CSOs NETWORKS realized that their synergy can cross the borders of their home cities and regions. Once again, it is the community working for the community.



Networks of networks

THE SOLUTION IS TO COOPERATE

Two institutions which work with children and teenagers have joined efforts and have initiated a partnership to reach the objectives of both: *Abrigo João Paulo II*, which works with boys from 7 to 18 years old who are in a risk situation, and *Lar Fabiano de Cristo*, which receives needy children from 6 to 13 years old after school. Together they are able to take care of the demand for wooden products, in special toys.

Priest Delcio Kunzler wanted to develop this idea a long time ago. The idea came up in a visit to *Parceiros Voluntários* when he said that the production of handmade toys, games and utensils was not sufficient to reach what stores, shopping centers and traders ordered. Well-done, the toys of the *Abrigo* are already known, having their sale guaranteed in the market, and became its source of maintenance.

On the other hand, *Lar Fabiano de Cristo* also has a woodwork workshop where teenagers and adults learn. They make toys and small furniture, such as shelves and tables, besides dominating modern techniques.

The first contacts had been initiated. Priest Delcio visited the *Lar*; Ana Lúcia Caetano Christofoli, the *Lar's* manager, visited the *Abrigo*; both had perceived what an institution had to offer the other: hours/machine x development for the boys and girls of its institutions. Together, both institutions are giving example of voluntary solidarity, united for the promotion of the common good. This way the networks of trust, where the cooperation is the word of order, appear.

TO WALK SIDE BY SIDE GIVES MORE STRENGTH

To compete and to dispute are outdated concepts for the social organizations from Santa Maria, a city with 375,000 inhabitants, who found in the integration of the differences a unique force, as the assisting entities give impressive examples of joining efforts for the common good, having the diversity as a tool in their favor.

Since 2001 *Parceiros Voluntários* only facilitated their work, given that what really made the difference for the formidable change was the entities' availability. The challenge to create a cooperation network was accepted to such point that today there already exists a registered association of organizations. Joint initiatives of professionalization with *Parceiros Voluntários* and Sebrae/RS have brought the necessary instruments and knowledge for SCOs to act in a contributive way.

Parceiros Voluntários coordinator in Santa Maria, Lia Muniz Moro, is an enthusiastic of the Network as she acknowledges its concrete and increasing results: "They obtain discounts in joint purchases, bigger visibility in the events, exchange of enriching experiences and mainly discover that they are not competing with each other and that they can, on the contrary, walk side by side". The creation of a cooperative already is close to reality.



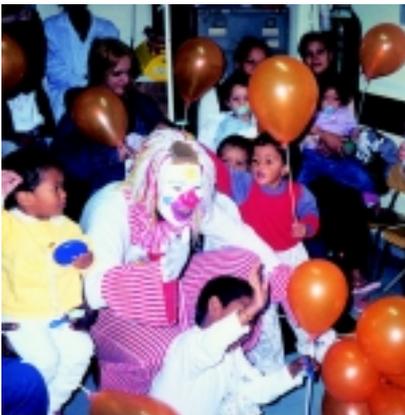
The transforming volunteerism

There are innumerable reasons for a person to become a volunteer. However, most say that what moves them is the desire of being useful, helping the others and changing the reality. Where else would one have the feeling of fulfilling one's duties and of achieving results? More than bringing benefits to the ones who need, volunteerism brings benefits to everybody as it aims at the community transformation.

Volunteerism, under the perspective of solidarity, opposes to the culture of "keeping for oneself" and of "earning all the advantages". The idea is to become a producer of individual and collective changes.

The **Individual Volunteer Program**, while stimulating the **Individual Social Responsibility** and giving people an opportunity to reflect over their role as citizens, it contributes for this transformation. In 2003, the 30,000 volunteers who are committed to the volunteerism movement in Rio Grande do Sul offered nearly 1,800,000 voluntary working hours to organizations and social projects all over the State.

Among the great variety of options available to volunteers in every area and with different publics we could mention the voluntary participation in cultural activities and of public interest, such as the *IV Bienal do Mercosul*, the *Feira do Livro* in Porto Alegre, the *Corrida para Vencer a Diabetes*, the "Citizenship Stand" in the *Praia de Belas Shopping Center* and many others.



action of



Working internal values arouses one's true values, making him or her more active and a social transformer of the surrounding world"

NGO Parceiros Voluntários

Volunteers in action

PATCHWORK OF LIFE

One recipe that the advertising executive with post-graduation in communication and micro-entrepreneur Lisiane Stumpf would never imagine is that the embroidery she had learned while a teenager would give her today a new dimension to life. Pregnant of five months, she fulfills once a week a healthy commitment: to teach embroidery to the teenagers of *Lar Marta e Maria*, in Porto Alegre, the majority of these teens fighting against drug addiction. They are needy young ones, children of unstable families, and victims of ill treatment.

Responsible for a training company, Lisiane accomplished qualification of employees of *Loja Barriga Verde*, in the Capital, when Fabiana Estrela, of the department of *Valor Humano*, promoted a sensitization for the volunteer's program of *Parceiros Voluntários*, in which she engaged herself.

A multiplier per excellency, Lisiane activated the internet group of more than 60 embroiderers called Love Quilts (www.geocities.withlovequiltsbr/acolchoadosdeamor.html), that produces in Brazil and Portugal pieces of patchwork embroidery and collectively makes quilts and bedspreads for children with special necessities or who are in hospital. They are more than embroidery; they are pieces of love produced by many hands. They embroider small pieces that later are joined in the city of São Paulo and donated for children. When Lisiane told about her action in *Lar Maria Marta*, they immediately sent hanks of embroidery lines, parts, towels and fabrics for the project of the friend in the South. *Linha & Agulha* (www.grupolinhaeagulha.kit.net), another group of Internet users embroiderers, who exchanges projects of embroidery also sent material for the lessons.

The embroidery is a white fabric that is filled of color and life. Taking other forms when we work it, it teaches that our lives can also be redesigned and be filled with the colors of love, solidarity and compassion. Lisiane summarizes that above everything

she is teaching how to overcome difficulties: "If they understand that it is important to start and to finish an embroidery, they will also be able to start and finish the treatment".

THE REMEDY OF LOVE AND HOPE

Once upon a time there was a fairy, a speaking monkey, a frog that sighed and liked photographs and a kind wolf. The characters are small puppets that gain life in the hands, feet and body of Vera Regina da Silva Bastos Rigo, a voluntary teacher who tells stories in day-care centers and hospitals, transforming many children's difficult moments into magic.

At least once each 15 days, Vera Rigo prepares her storyteller material: fairy and witch's hats, speaking animals and aprons, among other equipment. She chooses a story and she makes an adaptation for her interpretation, which is also corporal, for the joy of the kids. She slowly learns, discovers new forms of telling stories and teaches her techniques to other storytellers.

She is a special storyteller, who takes love and hope messages. She comes close in a spontaneous way, shows her speaking puppets, and gives heart-ornamented straws as gifts, "because they use them a lot to take medicines and water". And gives magic as gifts: "I make a magic wond out of straws and place a star in the tip. In the end of the story I ask: if you were a fairy, what would you make?". With wisdom, she gives the possibility to the child, in one moment, to leave the hospital bed, which is generally their first wish, and, later, to win in a world of kings and princesses who will always win over the dragon.

With small steps, Vera says goodbye and walks back to the hospital aisles, entering rooms, intensive care units and isolated areas. As a small fairy, she transforms anxiousness into happiness and spreads a hope track that stays shining for a long time; it is the remedy of love and hope that makes miracles.

Globalization ethical

The world is now aware that the solution for the serious national and international problems is not only a matter of economical production, legal or social organization. It requires specific ethical-religious values, as well as changes in mentality, behaviors and structures. Productive chain implies a solidarity chain. Resources' management should be humanistic.

The **Corporate Volunteer (CV) Program** allows the companies to be part of these solutions, by putting into practice concepts and principles of social responsibility through projects that fit their economical and technical reality,

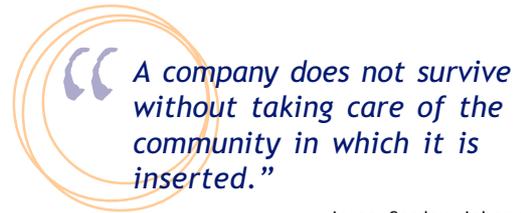
mobilizing customers and suppliers and optimizing the use of resources available to benefit the society.

More than ever companies are aware that their growth is the community growth. Both lead to social development. Their social responsibility is an ethical and strategical issue.

In 2003 the Program's 850 small, mid-sized and large companies learned that the social capital's currency is transforming, but it is not cumulative: in order to solidarity exist, people should be sympathetic; respect, only if people practice it; and trust, if people offer it.



of values



Jorge Gerdau Johannpeter

Social Capital: the best investment

ALL SERVICE PUTS INTO MOTION A CHAIN OF THE GOOD

When the banner stating “one more social action being accomplished” is extended in a social entity, it means the presence of a battalion of professionals of *All Service* in one more day of voluntary action. It means more: a chain of partnerships behind this superstructure of joint efforts that, by means of repairs and maintenance, guarantees greater quality of life for the institutions.

The SCOs gain a cleansing bath, which includes reforms, fixing of electric and hydraulic networks, mowing the lawn, cleaning and maintenance services and painting, all of them accomplished in only one day. This is possible thanks to a truthful joint effort of solidarity that involves partners, suppliers, customers and employees.

All Service has 30 units, and each unit makes its own social action. *All Service* customers are also requested to support the action and many times they are the ones who indicate the entity, as psychologist Luciana Nunes tells. Moreover, the suppliers are also contacted and requested to give their support, which can be in products or even discounts for the material being bought.

General Manager Leonardo de Almeida Koehler gives a boy as an example, Douglas, 11 years old, who, when seeing the mobilization in the *Campo da Tuca* day-care center demonstrated pessimism, alerting that in the following day the walls would be scratched out and the lawn pulled out. Hours later, however, Leonardo found him sweeping and carefully cleaning. “The seed was planted. God blesses you, Douglas!”, he enthusiastically wrote in the final report.

TO MAKE MORE

Three stores of *Franquia Farnais* stimulated a network mobilization to support needy families, from Osório, where entrepreneur Silvana Velho Pereira, 40 years old, motivated teams to materialize an old dream of making a difference in her region.

The primary idea was to offer services to the customers of the pharmacy — to measure the arterial pressure, diabetes test, medicine follow-up — in exchange for non-perishable foods. Then other projects came, such as the participation in fairs that generated 150 kilos of food in only one day.

After this, came the *Projeto Adoção Solidária*, with the immediate support of employees, social entities and other partnerships. Ten needy families, 40 children and 37 adults. The goal: to enable professional qualification to promote income generation, to supply nutritional lacks and to promote health assistance.

New volunteers were contacted, and the visits became weekly, with nutritional evaluation, besides food offering. “But how to prepare, if they didn’t even have gas?” The *Pastoral* lent its headquarters, and joint-efforts were organized for food preparation, in which the families learned to prepare balanced meals, being able to use equipment and utensils. Soon came a sewing course and even a vegetable garden was made.

Projeto Adoção Solidária received the first award from Social Responsibility in Retail, category Small Company, of *Fundação Getúlio Vargas*. The best acknowledgment comes, however, with the satisfaction of seeing an improvement of life quality of the benefited ones.

School: a to volunteer



would like my school to help me to be a real citizen, a person here in this planet. But it is not only through classes that I will make it. There must be something more, more action, more activity. I think it could be just like the volunteerism. I want to be useful.” (17 year-old high school student from João Batista de Mello School, City of Lageado)

While stating how he wants to be educated, this young man reaffirms that volunteerism stimulates solidarity, it develops the fraternity feeling and it cultivates the respect to environment, nature and human rights. It reaffirms the idea that the

planet belongs and exists to serve everyone and, thus, that everyone has the right to the most important asset: life.

In 2003, the youngsters from the **Volunteers in School Program** mobilized with their teachers 271 schools from every region in the State with social projects and action. In every project they have learned to diagnose, to plan, to have goals and to reach them, to measure and to evaluate. In every action they have gained knowledge of how to add, join efforts, do their best in the benefit of the next and to affirm their role in the community.



“The configuration of the society is not natural, but a result of human and social will, of political and economical projects that respond to interests. Therefore, it is important to ask: to what type of society do we prepare ourselves?”

Peter-Hans Kolvenbach

Learning to volunteer

THE TEENAGER WHO LEARNED TO LIKE BALLS

16 year old Érica Bastos Rigo completes three years of voluntary work, which she herself makes sure to classify as “extremely responsible” and for which she took her mother, her father and her sister, only 10 years old. She was only 13 years old when she found out about *Parceiros Voluntários* in *Colégio Luterano São Paulo* of *Bairro Rubem Berta* in Porto Alegre. She was immediately full of enthusiasm with the idea, but her mother, sensible, inquired if her daughter was willing to assume such a serious commitment. “Voluntary work is not entertainment, daughter”, she warned.

It was in *Associação Louis Braille* that she was enchanted and started reading for the aged blind people. “We also read the sections they most enjoyed in newspapers and read stories and romances. We used to escort them when they left the institution.”

During the two following years, Érica, with four friends, visited the elderly. She discovered that she had an importance that she did not imagine, and this increased her self-esteem. Her absence was noted; her presence touched and cheered them: “They treated us as grandsons, they were worried, they heard, they gave advice. If I said that I had a test in school, they would say that I had to study to be somebody in the life. They adopted us and they saw us as their grandsons”, repeats, touched.

Her learning will continue through life, but it already guarantees her an ever-lasting happiness, as she has discovered that, in reality, when offering her time and attention, the benefited person is herself.

STORIES OF SMALL GREAT BRUNA

At the end of High School, the 19 year-old student Bruna Rodrigues already was a skillful multiplier of social practice concepts that she had learned with the motivation of her family, teachers and *Parceiros Voluntários*.

It is just a matter of start speaking that Bruna's enthusiasm takes over. She explains that she always accompanied her father in voluntary action since she was small and that she was a permanent assistant. Then, the joy and the gratitude of being a volunteer came and she never stopped. Afterwards she entered the group of volunteers in *Escola São Judas Tadeu*. When she started college in Physical Education, she soon tried to identify colleagues to develop a new project, which was called *Recrear*. It was meant to be a multiplication only among her colleagues, but it grew and she started to carry out workshops in other courses.

Today, working in a company, she had to reorganize her life and to make it compatible with college. However, she still frequents *Rua da Alegria*, in Eldorado do Sul, where she organizes, with other volunteers, entertainments and races. “You should see the joy of a child who runs bare-feet because she does not have tennis shoes and, after all, wins a medal”, she says. Bruna says and her eyes shine. She is able to transmit the certainty that, whichever the route of her life, she will continue transmitting joy and offering hope.



Foto: Júlio Cordeiro – Arquivo ZH

University: sense volunteerism



In Rio Grande do Sul, it is time to renew the volunteerism in the university. Recreate is the word in everyone's mouth. Education, research, supplementary courses — the voluntary action has its space guaranteed in the academic environment. That is the result from the discussions between professors and students in the **Volunteers in University Program**.

In 2003, 10 universities developed volunteerism projects in partnership with the NGO in the State: PUCRS, FEEVALE, UNISINOS, UNIVATES, ULBRA, URI, UNIRITTER, UNISC, UFRGS and UFSM. The

students who were part of these projects were "contaminated" by the solidarity "virus", which they will carry for their entire lives.

"Volunteerism is the best way to teach ethics and values"

This was the deposition of an Economics Professor at the city of Caxias do Sul. *Parceiros Voluntários* agrees with her. More than agreeing, *Parceiros Voluntários* had the gratifying pleasure of joining the university communities in their healthy yearning to find new ways and meanings for their social action through volunteerism.

This was the year of the "Volunteering and Learning", an action that met the youngsters' interests, with thematic workshops on how to work with aged and children, on how to recycle disposable materials and on many other subjects.

For the school, the action was a chance to renew its focus. For the professors there were many discoveries: *"being a volunteer has nothing to do with grades"*, concluded Graziela Ervalho Loureiro dos Santos, affectionately known as "Teacher Grazi", from *São Judas Tadeu School* in Porto Alegre.



a new for

“The production of knowledge in the university is intimately implied in wills and projects. Knowledge is not neutral, since it implies values and a determined conception of human being.”

Peter-Hans Kolvenbach

To know and to make

ARCHITECTURE OF RELATIONSHIPS

An agreement signed in 2003 between *Parceiros Voluntários* and *Uniritter* has the motivating proposal of building new paths for the human being's relationships. It invests in the voluntary action inside the university in benefit of the population and motivates an exchange, enabling students to have the practice of volunteerism since their youth.

This is the proposal of the *Grupo de Extensão Universitária de Arquitetura "In Loco"*, which has been accomplishing architecture action in poor villages for three years.

With Iazana Guizzo's help, who was already a volunteer at *Lar Espirita Simões de Mattos*, working with children, the students managed to enter in the community, beginning the ambitious project of offering a new meaning to the relationships between the community nearby the university and its students.

The street is the main place of acquaintance-ship for who has such small houses, which are very hot in the summer and in the winter allow draughts of the cold wind *Minuano*. The college students decided to improve the public areas of common use. An "architecture of relationships" began to be built. The group — with 16 students — started to visit the village, to coexist with leaders and to listen to them.

The *Vila Nossa Senhora do Brasil* is structured along the avenue with the same name, through which access is made to the village. They had to set priorities and the inhabitants demonstrated interest in the improvement of an alley. The asphalt of *Beco 21* became a project. A steep and laborious access, where rain provoked permanent erosion, dust in the hot days of summer and mud every time that rained, made the people's path difficult. Today the pavement of the alley is a reality.

There the architecture students from *Universidade Ritter dos Reis* are learning to project real life in school, whose measures are given by the integration with the other.

THE NEW HOPSCOTCH GAME

"Change is the word of order. What about the courage and choice that it takes? Yet, I established priorities in my life. The main priority was to be useful to my society, exercising my citizenship and making a difference in my community.

Then in September of 2001 I decided to become a volunteer and, above everything, a multiplier of the idea of the organized volunteerism. I started working at *Escola Pão dos Pobres*, in Santa Maria, voluntarily entertaining approximately 120 children, divided in three different groups.

I always watched on television volunteers telling their experiences and saying that a child's smile does not have a price. I used to think it was hypocrisy. Then, in a rainy Thursday, when arriving at the school, I was received with a warm hug of a girl who had dribbled the teacher and gone down two floors to tell me that she missed me. Facts like this that demonstrate the difference that I made in her life. The children, demonstrating affection, nicknamed me 'Giant Uncle'.

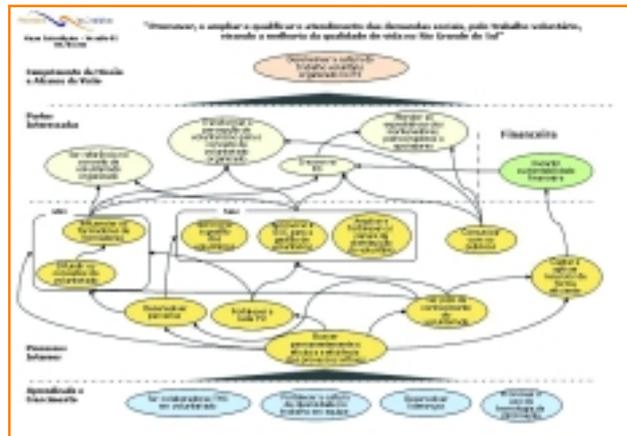
Volunteerism brought changes in my way of being, thinking and acting, and my initial fear yielded space for personal accomplishment. Today, already concluding my undergraduate course of Business Administration at *Universidade Federal de Santa Maria*, I also dedicate myself to research about the Third Sector."

Deposition of Eduardo de Pieva Ehlers, volunteer, Santa Maria

A NGO in the right track



The NGO *Parceiros Voluntários*, aside from its Strategic Planning, relies on the BSC (Balanced ScoreCard) methodology to structure its strategical chart, by setting its goals and directing its action. With the tools set by the *PGQP (Programa Gaúcho da Qualidade e Produtividade* — Rio Grande do Sul Quality and Productivity Program), it seeks the efficiency of its proceedings.



Our Team

Maria Elena Pereira Johannpeter
Executive Presidency (Volunteer)

Iari de Menezes
Superintendence

Ernani Rosa Gualtieri
General-Management

Cláudia Remião Franciosi
Mobilizing Management

Tamy Martins
Marketing Management

Margarete Dambrowski
Communication Management

Technical Staff

Alessandra Mattos

Ana Virginia Antunez Benavides

Angelo Marques

Carmen Franco

Fátima Borgo

Ilone Jane Rivas de Alvez

Jandira Brochier Freitas

João Paulo Ferreira

Leandro Pinheiro

Leoni Maria Griebler de Vargas

Lídia Moreira

Luiza Simon

Márcia Caminha

Maria da Graça da Rosa

Paulo Belegante

Rita Patussi

Moreover, *Parceiros Voluntários* relies on the work of 10 trainees and 40 multidisciplinary volunteers who transfer their knowledge and emotions to fortify our cause.

“Our NGO has been achieving results because it makes plans and never sets its focus aside. We have been making efforts to share what he have learned with other Third Sector organizations, since this knowledge in management that we have developed is important to everyone, and by sharing we shorten the path to sustainable development”, says our Executive President, Maria Elena.

In accordance with this strategy, *Parceiros Voluntários* developed, in the second semester of 2003, the following projects: Web Environment Connection for the Volunteerism, Developing Abilities for Social Leaders and Developing Professionals and Volunteers from the Third Sector.

Based upon the technology transfer of organized volunteerism systematized by *Parceiros Voluntários*, the National *Sebrae* created the Sympathetic Leader Program, being implemented from 2002 to 2005, which is taking to the 27 States in Brazil a model of voluntary counseling for entrepreneurs who do not have access to programs of qualification in management. Until 2003 the Program had already reached 16 States.

At the international level, the United Nations Volunteers (UNV), in October 2003, used the *Parceiros Voluntários* technology to support the project of Hunger Fighting Young Brigades in 300 cities in Bolivia, training young university students to become leaders in voluntary action.

Social mobilization and communication

COMMUNICATION



According to Bernardo Toro, knowing that other people are also acting in other places and sectors with the same objective and direction contributes to develop the feeling of power and autonomy of the people who are participating of a mobilization. It is this feeling that he calls "collectivization", by means of which it will be possible to reach the proposed ideas.

As an instrument of convocation, communication in the volunteerism movement acts through its own direct communication networks, in which the leaders are the biggest facilitators and, also, through the set of all medias.

Communication turned into a major concern in the dynamics of the mobilization movements, also assuming a pedagogical character. *To learn is to change the repertoire and the attitudes and at each moment, by means of the interactions in the social area and of the relationships with the natural world, the human being is modified, built; elaborates its identity.* All of *Parceiros Voluntários'* Communication is directed so that each person begins to perceive himself or herself as a creative and transforming agent of its reality.

Gandhi, 50 years ago, said that *there is no mobilization without newspapers.* In the words of the Indian leader, *Parceiros Voluntários* recognize the media's vigorous contribution in the diffusion of the volunteerism cause.

MARTHA MEDEIROS

Desde cedo

Eu não fumo mas não sou xilita contra, sei que é um prazer e sou solidária com quem não consegue interromper o vício. Mas admito que fico felicíssima com as propostas governamentais para dificultar o acesso ao cigarro, por mais radicais que sejam. É o melhor que se possa fazer por quem ainda não fumava: as crianças não estão assistindo a propagandas de cigarro, não estão associando o cigarro ao prazer e não encontrarão cigarros para comprar, caso a proposta de limitação de preço seja aprovada. Todo mundo sabe: ou a gente dá ter bons hábitos na infância, ou as lamentos pelos adultos fumantes, é uma situação, mas pra garantir que vem aí a tampa.

Tudo que a gente gostaria de fazer pelo dia, tem que começar fazendo desde a infância disso assistindo à entrega do prêmio voluntários semana passada no Sesi. O teatro com turmas de várias escolas do interior Grande do Sul. Fazia tempo que eu não com tamanha energia positiva. Estavam felicitosos, prestigiando o reconhecimento e toros e professores ganharam por suas ações. Eu penso: por que não há mais pessoas outros a ter uma vida menos sacrificada, nos deixamos mais? Porque não temos o hábito é outro: o de esperar que o governo as providências. Algumas eles tomam, como ludo pelo combate ao fumo. Mas o governo é o que é necessário, nem farsa. Muito mais eficiente é a gente mesmo se mobilizar em bloco. Só não fazemos isso porque ninguém se quando éramos jovens, e agora que crescemos tempo ou fingimos não ter.

Os adolescentes que estavam no Teatro do adultos diferentes. Estão crescendo já fazendo a importância da solidariedade. Está não é um bicho-de-sete-cabeças reservar as cas horas por semana para ensinar estudantes, ou a ensinar teatro, ou a estimular o mal de Alzheimer a se exercitar, ou a melhorar a qualidade infantil através da recreação (e os del foram alguns dos premiados da noite: cação, não simples). No final da noite, honrado com adolescentes cantando rap, animado no palco e chegando o cenário: uma garagatista! Parabéns, Maria Elena Johanneper.

Um mundo do bem se constrói desde cedo do menos básico, menos vulgar e menos em casa. E voluntariado dos pais. E se os murem aderindo, como vêm fazendo, o voltar a acreditar em utopia.

Zero Hora
May 28th,
2003

"O voluntariado tem de estar no DNA das pessoas"



Gazeta Mercantil
December 29th, 2003

ONG gaúcha exporta modelo de voluntariado para vizinhos

Empresa voluntária repassa mais conhecimento gerencial do que dinheiro



Jornal do Comércio
February 10th, 2003



Valor - RJ
28/01/2004

Revista Exame
23/07/2003

Artigo / Educação ambiental

Transformando informação em conduta

SUZANA MARIA DE CONTO*

Aprender ensinando. Ensinando para aprender. Aprender para tornar-se multiplicador. A educação ambiental é assim. Multiplicar informações relevantes para a sociedade é uma forma de educar e, portanto, de formar cidadãos. O aprendiz ensina a partir do momento em que se coloca na posição de multiplicador.

A expressão "seja um multiplicador ambiental: transforme educação em conduta" vem sendo adotada por estudantes do Colégio La Salle Carmo, que integram a equipe Filhos da Terra do projeto Tribos nas Trilhas da Cidadania do Programa

Parceiros Voluntários. Para atender aos objetivos desse projeto, a equipe vem desenvolvendo as seguintes atividades: palestras em colegios, orientações a estudantes e à população em geral sobre a importância da segregação dos resíduos sólidos domésticos; observação das vias públicas, com o intuito de identificar problemas relacionados ao manejo de resíduos sólidos; planejamento de ações de conscientização para acompanhamento de resíduos gerados no âmbito das instituições; elaboração de poesias com temática ambiental e criação de um mascote.

A relevância dessas atividades não é apenas ambiental, é também cultural e so-

cial. A educação ambiental pressupõe, mais do que tudo, estimular e desafiar criativamente os sujeitos envolvidos. Crianças e adolescentes a desenvolver o "brilho seus olhos" para a percepção ambiental e, como decorrência, tornarem-se multiplicadores de brilho em outras crianças e em outros adolescentes e adultos.

É nesse contexto que o grupo de estudantes do Colégio La Salle Carmo tornam-se voluntários para aprender e, por consequência, ensinar. Este é um exemplo de como se faz educação ambiental transformando informação em conduta.

*Pesquisadora no Instituto Saneamento Ambiental da Universidade de Caxias do Sul (UCS).

Pioneiro/Caxias do Sul
September 30th and 31st, 2003

Voluntários lançam Trilha da Cidadania

Projeto é uma ginástica para estudantes



Zoom



Jornal do Povo/
Cachoeira do Sul
June 24th, 2003

Diário de Santa Maria
March 31st, 2003

Dynamism and synergy



Time, knowledge and experience. By setting these three together with dynamism, the Deliberative Board members have dedicated themselves in 2003 to mark out routes, to discuss concepts, projects, action and results of the NGO.

The Deliberative Board members active participation makes this NGO an organization focused on results, built based on the representation and on the synergy between the sectors of the civil society.

Parceiros Voluntários is thankful to its Advisers, Patrons and Supporting Organizations, to its Sponsors and its other Associates, without whom it would not be possible to carry out its so important and fundamental work along with the community.

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Parceiros Voluntários is thankful to the partnership of the people and organizations that have voluntarily contributed to the development of conceptual, technical, material and human resources action, enabling plans and goals of strengthening the culture of volunteerism to become reality.

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In order to strengthen the culture of volunteer work and the ongoing
organizational learning, we would appreciate hearing
your opinion regarding our work. Please, contact us.



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