



Parceiros

Voluntários

2008 Annual Report

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## Our Team

## Deliberative Council

## Founders, Sponsors and Supporters

## Voluntary Auditing

PricewaterhouseCoopers Independent Auditors analyzed the financial statements of the *Parceiros Voluntários* NGO with reference to the business year of 2008 with the aim of guaranteeing transparency of the Organization in the application of its resources. The Auditing considers that such statements showed, adequately in every aspect, the patrimonial and financial position of the Organization. We emphasize that the work performed by PricewaterhouseCoopers was voluntary.

The financial statements of *Parceiros Voluntários* NGO are available at [www.parceirosvoluntarios.org.br](http://www.parceirosvoluntarios.org.br) in the Transparency Section.

## Vision

To develop the culture of organized voluntary work.

## Mission

To promote, expand, and qualify the fulfillment of social needs through voluntary work aiming at an improvement in the quality of life in the State of Rio Grande do Sul.



Trust exercise as a solution in collaborative networks is part of the voluntary way of life.

Picture by Silvestre Silva Santos - Publisher from Diário de Cachoeirinha – Fórum de Tribos Região Metropolitana: Gravataí/RS, 2008

## Beliefs and Values

- 1 Solidarity and a Potential Volunteer is within every person.
- 2 Philanthropy and the exercise of citizenship through the practice of volunteering are indispensable for social transformation.
- 3 Organized volunteering is the basis for the development of the Third Sector.
- 4 Every voluntary activity brings something in return to the community and to the people that carry it out.
- 5 Practicing the principle of subsidiarity is indispensable to the autonomy of the communities for their development.
- 6 Sustainable growth is achieved through the interaction between the economic, social, and environmental systems.

## Social Responsibility to Face the Crisis

We are living in times in which the deterioration of the humanistic culture is a reality. The economy and technology are favoured in the name of the rationalization of means. Building a better world is left aside as we see the fragile structure on which the world economy was built.

The present day economical crisis is leading us to an uncertain future. Capital and money have converted into the ends to which everything is justified. *Parceiros Voluntários* is, at present, an example for all the people who believe in solidarity and love to our neighbors. Acting in a network, in an entrepreneurial and organizational way can be an example not only to the entrepreneurial classes but mainly to several sectors in our country. The data presented in this report proves what we state.

The discourse of social responsibility cannot be used as marketing, either by companies, or by the powers in the country. The reversal of basic values, putting profit above human needs, explains the

reasons for the present crisis which affects humanity. In moments of crisis, the Third Sector must be promoted by other sectors, built on fairer principles. Only in this way can we envisage a better world.

Brazil needs serious, responsible NGOs, and *Parceiros Voluntários*, along with different sections of society, took an important step by signing the convention of Accountability (Accounts Rendering and the Transparency of civil Society Organizations Principles) in the project in partnership with *Fumin/IDB*.

Dreams are important regardless of how the world may be. For this reason, it does not matter what we are, but what we want to be: we want to be volunteers, believing in the sentiment of solidarity which exists in the gaucha society, where the work will end up in the state of RS and in a Brazil which is fairer and with solidarity.

*Humberto Ruga*  
*President of the Deliberative Council (Volunteer)*

# The Year which Started Very Well and Ended with Concerns

The year of 2008 started with very good expectations, as the First and the Second sectors indicated. But, by the end of the year, perplexity and the big question arose: what now? The year ended with the whole world seeing the fall of Stock Exchanges and, consequently, great concerns were voiced by everybody and, especially, for the Third Sector and the social projects, since these depend directly on other sectors and from donations from the public. The expectation that remains is: how will 2009 be?

We have shown in the Annual Report 2008 what the *Parceiros Voluntários* Network has achieved. The year of 2009 is a matter of concern, since we know there still is not a serious appreciation of the significance of social responsibility in Brazil. In these moments of crisis, the first area to suffer from cutbacks is, unfortunately, the social one, and this encompasses the involvement with the community.

Through the self-belief of the Deliberative Council and of the directors of our Organization, we are working with Strategic Planning, with BSC (Balanced Scorecard) and with a Quality Program, searching for an efficient and effective management whilst striving towards productive acts. This same strategy is used with the CSOs – Civil Society Organizations – within the convention. This decision, which was taken 12 years ago, was only proven to be right - given more difficult moments - with the advent of the scarcity of resources, especially financial ones. The Civil Society Organizations need to show good management in order to respond efficiently to their Sponsors and Supporters, to the benefit of the aided parties. As a result of this strategy, we signed an important partnership with

*Fumin/BID*, for the Development Program of Accountability (Accounts Rendering and the Transparency of Civil Society Organizations Principles) over a period of three years.

Aiming at sustainability and the continuity of this Organization, we started the Marketing planning, Brand Management and the prominent use of IT – Information Technology, always with the support of specialized volunteer companies. This Report also shows the great commitment of young people, children, schools, and educators in the Volunteering Movement, which touches us deeply, as we feel that our State counts on various generations, which are conscious of the importance of their role in the present and in the future. The document which is in your hands reflects what thousands of people are doing, by showing they understand that the challenges in their Community cannot be solved only by governors neither by companies nor by civil society.

The well-known phrase “a crisis makes us grow” must be added with “it makes us grow if we learn”. Learning means changing behavior or patterns of action. Learning is changing. And changing in order to try to reestablish a vital balance, disrupted by inadequate acts. Living is changing. Living is learning. Living is all together hand in hand thinking in the macro. We have hope that there will be profound changes in human behavior so humanity can get out of the crisis it has created itself. Hope, according to Vaclav Havel, it is not the certainty that everything will work out but the strong feeling that it is worth keeping on trying. As always, may God protect us!

Maria Elena Pereira Johannpeter  
CEO (Volunteer)

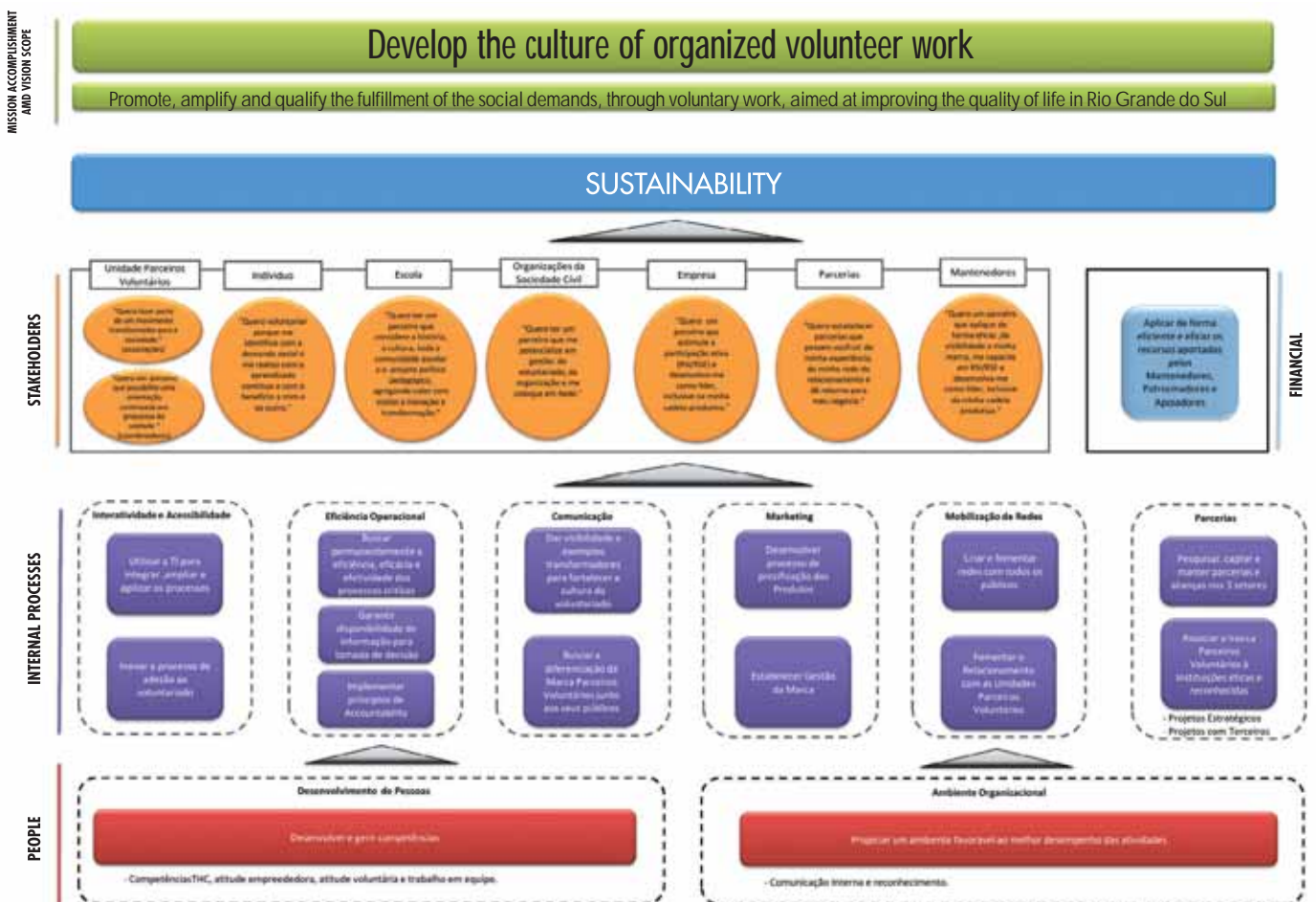
# Management for Sustainability

*Parceiros Voluntários* has believed since its creation, that the combination of “idealism + professionalism” and “emotion with results” is of paramount importance. To make this belief come true it elaborated the Strategic Planning. However, it never loses sight of its social purpose, the essence of its existence, the Love for the Volunteer’s Cause, the development and the training of all the respective members of the public involved in its Programs. In 2003, with the volunteer consulting of Symnetics Business Transformation company, from São Paulo, it started to use the management tool Balanced Scorecard (BSC), which aims at aligning a strategy of the Organization translated in objectives for financial expectations, interested parties, internal processes and people. The result of this alignment aims at searching for the durability and sustainability of the Organization. Thus, in the second semester of 2008, the strategic map was redesigned based on the analysis of the objectives and indicators, and the 2008-2018 BSC was introduced to the Deliberative Council for validation.

"Sustainability means, above all, survival. Survival of the natural resources, of the undertakings, and of society as a whole".

*Fernando Credidio,  
Teacher, articulator, and consultant*

Symnetics  
da estratégia à ação



After outlining long-term strategies, short and medium-term goals were defined among the Team. Aimed at Strengthening the *Parceiros Voluntários* Network, the following guidelines were established:

- 1 Get to know the audiences of the Organization;
- 2 Qualify the information;
- 3 Train the educators;
- 4 Search for a continuous improvement in the processes.

Positioned as a learning Organization, *Parceiros Voluntários* is always open to improvement and innovation which may result in better help for the benefited members of the public, the communities and in the fulfilment of its Vision and Mission. With this in mind, following the guidance of the Deliberative Council, specialized volunteer partnerships were scouted in the areas of Marketing, Brand Management, and Information Technology.

### **Pfeifer & Associados Consultoria Empresarial**

to establish a relationship with the benefited parties and brand management.

The Company was mobilized to plan a new objective of the BSC: overseeing the structuring of the Marketing area in order



Key Jump – *Inteligência, Estratégia e Branding*, a company specialized in brand

repositioning and management, it presented the DNA of the *Parceiros Voluntários* Brand, with the orientation that brand management is not exclusively the responsibility of the entrepreneurial sector, since the institutional symbols are a sign of the organizations' reputation and their projects, including the non-profit entities. It is a valuable asset which can contribute to the impact of social intervention, in building important alliances, and in the mobilization of human and financial resources.

*Soluzione Expansão de Negócios* puts together a working group with *WanSoft Excelência em TI* and *Pitrez TI Consulting* in order to develop



the professionalization of this area at *Parceiros Voluntários*. Hardware, Software, and Peopleware Planning was performed to which more than 100 hours of technical volunteer work were dedicated. This partnership has been so decisive that a pool was formed with other companies to develop the business plan for the new Portal called VOLUNTEERING INTEGRAL VISION.

Each segment of the Mobilization Process of *Parceiros Voluntários* is described in this Annual Report by means of the Volunteering Programs, which promote Transforming Actions. They are: Individual Volunteer, Corporate Volunteer, Civil Society Organizations, Young Volunteer Partners, and Network Formation. Judging by the numbers below, we can surmise that the community of Rio Grande do Sul is aware of its role as an active social agent, constructing the Social Capital of Rio Grande do Sul.

Number of volunteer participants	2005	2006	2007	2008
Volunteers Involved	146,042	196,915	249,838	290,645
Young People Involved	51,230	72,000	93,000	108,000
Schools Involved	857	1,109	1,410	1,727
Companies Involved	1,366	1,661	2,031	2,323
Member Civil Society Organizations	1,724	1,906	2,337	2,664
<i>Parceiros Voluntários</i> Network (n. of cities)	63	73	74	75
Beneficiaries (approximate number)	550,000	650,000	950,000	1,050,000

# Information Technology in Tandem with the Social Mobilization Processes

IT – Information Technology – entered strongly as a mobilization tool in 2008, for the dissemination of the work and to provide support for the areas of Management, Education, Communication, and Mobilization, represented by the distribution of Newsletters to more than nine thousand addresses and e-mail addresses which were Marketing Calls.

Besides the institutional Web site [www.parceirosvoluntarios.org.br](http://www.parceirosvoluntarios.org.br), which has more than five thousand monthly visits, three new Portals were developed which counted on the support of their end users for their development.

- A conceptual and interactive portal to support the Young Volunteer Partners Program, with the aim of interacting with deans, educators, parents, and Young People.
- Young participants of the Tribes on the Tracks of Citizenship project acquired a portal which looks

much like them, with great interactivity and space which started to show daily what every Tribe is doing.

- The Voluntary Integral Vision portal developed by the company *MSTech* with the fundamental support of *Microsoft Educação*, which seeks to create and make available effective management methodologies and models, with the purpose of sustaining the work methods orientated to the social mobilization, the practice of Social Responsibility and also to the different sectors of the community. Besides managing the volunteering processes, the Volunteering Integral Vision portal gives the user the chance to view the projects and Social Organizations, and at the same time strengthens and promotes the formation of collaborative networks. From 2009 onwards, it will be disseminated to the 75 cities that are part of the *Parceiros Voluntários* Network.



[www.viv.org.br](http://www.viv.org.br)

Supporters



[www.parceirosjovensvoluntarios.org.br](http://www.parceirosjovensvoluntarios.org.br)

[www.tribosparceirosvoluntarios.org.br](http://www.tribosparceirosvoluntarios.org.br)



[www.parceirosvoluntarios.org.br](http://www.parceirosvoluntarios.org.br)

# Training Educators

The Educational area of *Parceiros Voluntários* is responsible for establishing organizational, professional and social competencies within all the sections of society benefited by their Programs and Actions, that is, it dedicates itself to the Technical, Human, and Conceptual development, providing knowledge, methodologies and resources to them through the Production, Systematization, and Dissemination of Methodologies.

In 2008, 76,727 hours of training were performed

geared towards the expansion of the Organized Volunteering Movement, through courses for leaders and directors of Social Organizations, Consultants, Educators, Public and Private Schools, Young People, Parents, Businessmen and CEOs.

In Rio Grande do Sul, the training is completely free within the Programs for which they were developed. They also meet national demands through the application of the methodologies developed throughout their 11 years of existence.

## 2008 Indicators – Education Sector:

Public/Projecto	Participants	Schedule/ Class	Hours class/student	Total nº. Cities
Educators/Pronac	Qualification Course: Educators in social participation and youth mobilization - 377	60 hours	22.620 hours	15 cities
Young People and Educators/ Unibanco Institute – Jovem de Futuro	Course: Youth Leadership and Social Mobilization - 135	20 hours	2.700 hours	02 cities
Department of Justice and Social Development/Social Partnership Network	Course: Principles for a Sustainable Social Management 415 participants from 209 Civil Society Organizations	49 hours	20.355 hours	08 cities
HSBC Institute of Solidarity	11 participants from 11 Civil Society Organizations	64 hours	704 hours	11 cities
Young Volunteer Partners Program	Course: Developing Young Tribal people - 604	16 hours	9.952 hours	20 cities
Young Volunteer Partners Program	Course: Qualification for Educators in social participation and youth mobilization – 106	60 hours	6.360 hours	04 cities
PV Network	Network Encounter -32	16 hours	512 hours	30 cities
PV Network	Basic Training-11	16 hours	176 hours	11 cities
Corporate Volunteer Program	Company Training Committee - 06	16 horas	96 hours	01 city
Corporate Volunteer Program	Revitalization of the Gerdau Volunteer Program - 77	16 hours	1.232 hours	21 cities
Civil Society Organizations Program	Promotional Meetings - 21	6 hours	60 hours	01 city
Civil Society Organizations Program	Seminar: Encounter with the Community -1,300 participants from 523 Civil Society Organizations	8 hours	10.400 hours	16 cities
Civil Society Organizations Program	Program for the Development of CSOs: 26 participants from 13 Civil Society Organizations	92 hours	1.248 hours	01 city
Civil Society Organizations Program	Training: Elaboration of Social Programs and Accounts Rendering – 52 participants from 20 Civil Society Organizations	6 hours	312 hours	01 city
General total	3,203 participants	445 hours	76.727 hours of class/student	142 cities

# Very Important Partnerships

The year of 2008 strengthened important partnerships, which used methodologies to meet the

needs of their own projects and solidarity and voluntary action programs which are spread throughout Brazil.



## Rede Parceria Social (Social Partnership Network)

A new concept of social politics has been worked on by the Government of the State of Rio Grande do Sul, through the Department of Justice and Social Development with the support of State Council for Social Assistance – and with strategic partners from the Second and Third Sectors. In this Network, *Parceiros Voluntários* is responsible for the management training of the Civil Society Organizations, aiming at:

- The optimization of resources given by companies to social action;
- The maximum possible involvement of non-profit organizations;
- The gradual development of the sustainability of the Third Sector.

## Rede Concerto Social (Social Concert Network)



The *HSBC Solidarity Institute*, a social offshoot of the HSBC Bank, aims at reinforcing the sense of responsibility and of citizenship of each person to construct a happier world. That is why it finances social projects focusing on the education, the environment and income generation. In Rio Grande do Sul, it searched for the methodology of *Parceiros Voluntários* in order to train, develop and promote the Social Concert Network, set up by 11 social projects and financed by the HSBC Institute in the State of Rio Grande do Sul, from the period of 2007 to 2009.



## Jovem de Futuro – Qualidade Total no Ensino Médio (Youth of the Future – Total Quality in Secondary School)

The project “Youth of the Future – Total Quality in Secondary School” is a partnership between *Unibanco Institute* and the State Department of Education, involving secondary public schools at a national level, which offers technical and financial support for the conception, implementation, monitoring, and evaluation of the students, lasting for three years. *Parceiros Voluntários* was hired to perform the training in Leadership and Social Mobilization, with its own methodology which aims especially at the development of young leaderships of the Project. The training programs were performed in Belo Horizonte (MG) and Porto Alegre (RS).



## Voluntário Gerdau (Gerdau Volunteer)

Two projects developed by *Gerdau Institute* were highlighted in 2008: the first one, “Seminar with the Community”, which seeks to encourage reflection on the sustainability of the Civil Society Organizations, their participation in the local development and the elaboration of projects to mobilize resources for the formation of partnerships between the Organizations, the local *Gerdau Unity* and the community. Two thousand and five hundred Civil Society Organizations participated in Brazil.

The second project was the *Gerdau Volunteer Program*, which has the same idea in mind as that of the aforementioned, through the means of training of its new members and with reflection on the actions performed by the Committees. Four Seminars were held, with the participation of 77 Committee Coordinators in Brazil.

## SEBRAE/NA



With *Sebrae Nacional* a technical-financial partnership was established in order to take training on “Management of Sustainability, Entrepreneurship and Collaborative Networks” to four States. In Rio Grande do Sul, the courses were taken by the leadership of 1,100 the civil society organizations, based on the methodology “Development of Leadership for the Third Sector”. In other states, the training will be multiplied due to the assistance of *Parceiros-trained* social consultants and will take place in the Sebrae Branches.

In order to maintain total transparency, *Parceiros Voluntários* posts its information on its website [www.parceirosvoluntarios.org.br](http://www.parceirosvoluntarios.org.br).

## FUMIN/IDB



The Inter-American Development Bank sought the partnership of the *Parceiros Voluntários* NGO in order to develop and implement the project “Accounts Rendering and Transparency in Civil Society Organizations Principles”, which lasts for 36 months. Regarding the stage reached in Rio Grande do Sul, the project counts on the sponsorship of *Petrobras*. Some of the members of the Technical Committee of work are representatives of the State Council of Social Assistance, Federal and Regional Councils of Accounting, GE Foundation, Mauricio Sirotsky Sobrinho Foundation, Gerdau, GIFE, the Brazilian Institute of Corporate Governance (IBGC), Vonpar Institute, Social Development Ministry, Public State Ministry, Civil Society Organizations, Internal Revenue, Sebrae/NA, State Department of Justice and Social Development, Unisinos, and Eduardo Szazi.

## Social Partnership Network

"As we are an organization created and founded by people from the suburbs, looking for this level of training allows us to exchange ideas knowledgeably. The training also gives us the opportunity to be visionaries".

*Alex José dos Santos  
(Environmental Education Center –  
Porto Alegre/RS)*

"Training allows people to have instruments in order to improve and perfect their project. Being able to absorb new concepts and form a new network of relationships. Training brings us tools to be able to better develop our work".

*Paula Martins  
(Pestalozzi Institute – Canoas/RS)*

"When we first came here and saw the issue of team work, of networking, of the importance of the leader, of the volunteers, along with the people who work in the institution, new ideas kept coming up, that is, they came into our institutional planning for 2008".

*Luciane Jardim  
(Educational NGO – Alvorada/RS)*

## Youty of the Future Project

"I took many good things and ideas to my school, suggestions, and I believe that as time goes by and at each meeting that takes place I learn more and become more able. I can only say thank you!!!"

*Franciele N. Alves  
Educator, Porto Alegre*

"Now I'm going to reflect on a lot regarding problems at my school and at others, too. An unforgettable experience!"

*Barbara Santana  
Educator, Belo Horizonte*

"We are already putting in practice the Youth of the Future Project at my school. Other young agents and I are planning several strategies. It has been very cool".

*Flávia  
Orkut – Youth of the Future Community*

"We are happy at having reached another more stage, since the Youth of the Future Project has been very important in our lives and in our school. We have learnt a great deal working with the project, mainly through teamwork with our colleagues and with the teachers in charge of the management group. Is there another training course? When? We would like to know if there is going to be another topic, since we are already looking forward to go ahead with our work".

*Paulo da Gama  
Orkut – youth of the Future Community*

## Social Concert Network – HSBC Institute

"The course fulfilled my expectations, I feel more able and determined to continue with the activities I'm committed to. As the RCS I came to the conclusion that trustworthy relationships are much more rewarding. Thank you!"

*Claudia Rodrigues  
"Learning To Be" Project – Santa Maria/RS*

"For my personal development: very positive. The thing I like most is to develop a rationale inside a group. The subjects were of great value to my institution and projects. They made me grow in the way the rationales were conducted. It was over a period of three days that we did the work, you see how it's not easy to build a methodology, a rationale which inspires

participation, making each one of the group manifest their points of view without offending the rest."

*Arlindo M. Crespan  
Project "Transform hands that beg in hands that do"  
– Frederico Westphalen/RS*

"I am very happy that my collaborators also became influenced by the possibility of improving our work, which opened up with our participation in the Network. The rapprochement of such special and relevant institutions and the possibility of sharing our experiences has been very motivating".

*João Carlos Pereira Júnior  
Project "Responsible Attitude: Warming the  
Community" – Bento Gonçalves/RS*

# Methodologies: Systematized Experience

For 11 years *Parceiros Voluntários* has systematized its knowledge, aimed at divulging and multiplying its experiences. The development of nine methodologies, the result of excellence found within this experience and unique in Brazil, has today been made available to the community for the qualification and professionalization of the Third Sector and translates the "state of the art" in management and the strengthening of Organized Volunteering.

## 1 Awareness for the Practice of Organized Volunteering

Objective: To mobilize people for the exercise of Individual Social Responsibility (ISR), by means of the organized volunteer work using the concepts of volunteering, participation, and collaboration. "Individual Social Responsibility": to nurture the inner-values awakens in people their true worth, which makes them more active and socially transforming of the world around them.

## 2 Human Action and Social Practice

Objective: to develop study and reflection regarding themes related to Philosophy, Psychology, History, Social Sciences, Politics, and Economics, aimed at qualifying the actions of groups of participants in the work of promoting and strengthening the social capital.

## 3 Development of Youth Leadership

Objective: To offer young leaders an opportunity to reflect in order for them to perceive themselves as transforming and motivating agents, as well as sharing their experiences with other young leaders.

## 4 Juvenile Mobilization and Volunteer Practices

Objective: To provide the Young People with the opportunity to act within their social context by means of voluntary work and entrepreneurship, by taking on their responsibility as mobilizing and articulating agents in search of solutions for the different and various demands of their communities.

## 5 Qualification of Educators in Solidarity Social Participation and Juvenile Mobilization

Objective: To provide moments of reflection and qualification for educators in Solidarity and Volunteer Social Participation aiming at the education of Young People as mobilizing agents, articulators, and entrepreneurs by facing day to day

challenges and with school/community integration, based on solidarity and Individual Social Responsibility.

## 6 Formation of Internal Committees in Companies

Objective: To contribute to the education and training of an Internal Committee stemming from the concepts of Entrepreneurial Social Responsibility (ESR) and organized volunteering.

\*Entrepreneurial Social Responsibility - ESR - is management based on an ethical and transparent relationship of a company with all the respective parties it relates to: shareholders, employees, suppliers, customers, consumers, community, government, and the environment. The socially-responsible company gears its activities (processes, products, and results) not only aiming profit-making, but also considering the social, economic, and environmental impacts. Source: Anuário Expressão - Edição 53/2008.

## 7 Formation of Volunteer Coordinators in the Civil Society Organizations

Objective: To train representatives of Civil Society Organizations, which aim to work with volunteers, in an organized way, by means of concepts, planning, follow-up, and evaluation in order to profit from the volunteer human resources that society makes available.

## 8 Leadership Development for the Third Sector

Objective: To provide the leaders of Civil Society Organizations with models of management, elaboration of projects, tasks focused on results and learning to act and participate in Collaboration Networks, strive for an effective and transparent which generates sustainability for the Organizations.

## 9 Consulting

The experience gathered from the development and application of these methodologies gives an opportunity to the *Parceiros Voluntários* NGO to also make available consultatory tasks in the execution of Social Responsibility bearing in mind the community, companies and schools.

If you want to know more about Methodologies, see [www.parceirosvoluntarios.org.br](http://www.parceirosvoluntarios.org.br).

# The Essence of Sharing

Sharing is one of the verbs most often used by the volunteers. Sharing ideas, feelings, resources, experiences or knowledge, as every person always has something that can be made available to another.

Sharing has always been necessary in order for humanity to progress in a political, scientific and cultural way, as Fritjof Capra says in his book "Belonging to the Universe":

"The most important problems of our times cannot be understood in isolation. Whatever the problem is – environmental destruction, population growth, persistence of poverty and hunger all over the world (...) just to mention a few of them – it has to be perceived as something connected to the others. To solve any problem in isolation, we need systemic thinking, because all these problems are systemic, interlinked and interdependent: the interconnectivity of the problems leads us to look ahead and be responsible for future generations. Only sustainable societies will be able to solve the problems that are threatening to destroy us".

Capra leads us to one of the basic concepts which *Parceiros Voluntários* looks at when interacting with the respective parties: the Individual Social Responsibility. The concept is as follows:

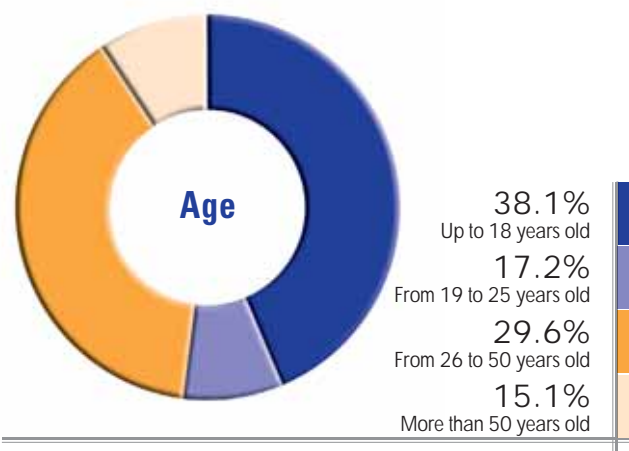
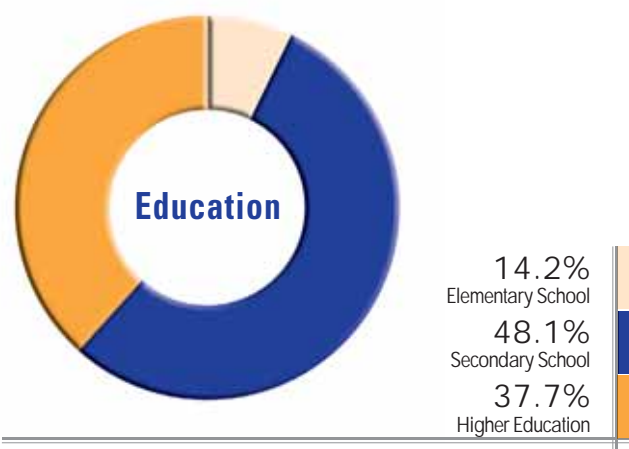
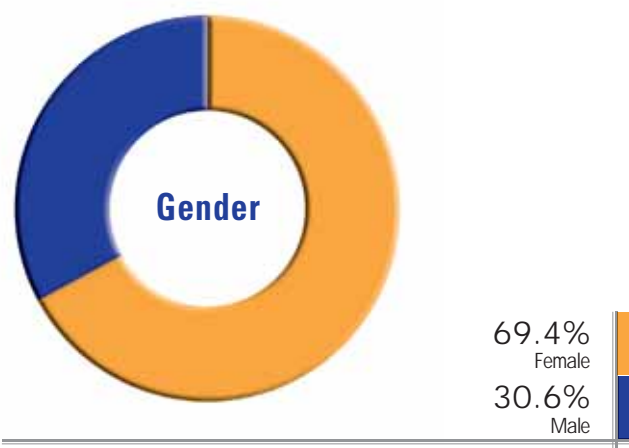
"To nurture the inner-values awakens in people their true worth, which makes them more active and socially transforming of the world around them".

A Volunteer is a person who wants to interfere in reality and not to limit himself to being a spectator; one who wants to be a better individual in order to make the society in which he lives better; one who feels that the benefit is greater for the one who helps than the one who is helped, since all the people who interact with one another become strengthened and developed. Whoever includes in their future plans somebody else's also grows as much as the other.

The first step of the Program is the Awareness Meeting, which provides orientation to all who want to put into practice their feeling of humanity.

Furthermore, there is a series of encounters which happen throughout the year which promote the sense of Sharing, such as "Sharing Life Experiences", which happens once a month.

## Volunteer Profile



Good afternoon, Maria Elena and all partners  
from the team of *Parceiros Voluntários* NGO

Firstly, I would like to congratulate you on your work for the good of Rio Grande do Sul!

Secondly, I would like to put on record my pride in being a Volunteer Partner!

According to the letter I received, I have been a partner for eight years! I was not aware that so many years had passed!

For a long time I had thought of helping some group, however I did not know where nor how to get there. Even the fact that they are not always serious and honest also put me off.

I started out because my daughter was already a Partner at SPAAN (Sociedade Porto-Alegrense de Auxílio aos Necessitados). Unfortunately, she cannot continue her task. One day maybe she will be back... My eight years as a volunteer happened at SPAAN.

My main activity has always been at the BINGO hall, on Tuesday afternoons.

We are a group of ten volunteers who are involved in this event. We get small gifts that we offer, we help bring elderly people to the main room, and we play with them (some of them have eyesight problems, some cannot hear too well, some don't know the numbers and others just long for company).

We try to make this weekly encounter very enjoyable for them, which it turns out to be, and it's also a lot of fun for us!

I can assure you that they enjoy it very much! They say it over and over again. During the vacation period (we stop for a month in the Summer), when I go to SPAAN only to visit them, when they see me they joyfully ask me if there is going to be BINGO that day. And they get really disappointed when I say no.

It's obvious that they like it, and become inconsolable when, on any given Tuesday the schedule is changed and they cannot play bingo.

This makes us very happy because it shows that we make a difference. The fact that we bring them happiness and a break from the routine and because we feel we enrich their daily lives.

After the BINGO, we gather at the volunteers room, socialize a little by having some coffee and plan some activities.

This bingo group also visits elderly people in their bedrooms and rooms, a moment we take to talk and listen to them, since most of them really need an "ear".

I am personally writing an elderly lady's memories.

The group of volunteers also organizes and holds exhibitions of art work by the elderly people in several places throughout Porto Alegre (malls in general) aiming at divulging SPAAN and the sales of these works (amounts that are delivered to the elderly people who had their works sold).

Before the exhibitions, the group gathers the works, revises them, gives them some work to be done if necessary, starch and iron them (in the case of towels and napkins).

In relation to such exhibitions, I confess that I myself have a greater level of participation due to being on duty at night at some places, because I still have a job and my free time is less.

Occasionally and when necessary, I also participate in SPAAN parties and events when there is the need for more people to help serving food and beverages and even to dance with the elderly.

Some years ago, when my work schedule was different (I couldn't be at SPAAN in the afternoon), for two years I arrived at SPAAN at 6.50 a.m. and took an elderly lady to PAM 3 so that she could have weekly dressings on her legs.

What can I say about this activity? I can say that I am proud of it, that it brings me much happiness (sometimes I hurry out of work, already exhausted, and when I arrive there I start to renew myself – leaving the place feeling a little lighter); and that, mainly, even knowing that I should do more, I feel useful!

It is like a drop of water in the ocean; it is like throwing a star in the sea; it is the first step in a long journey! At the moment I don't demand much more from myself because it is not possible.

Congratulations on this beautiful work and for the existence of *PARCEIROS VOLUNTÁRIOS*!

*I thank you and return the hug!  
All the happiness! Ester Weirich*

# Social Dimension as a Strategy for Company Management

According to the evaluation of Michael Porter, one of the most highly regarded strategy specialists in the world, during the World Strategy Forum, which was held in São Paulo by HSM in the beginning of August, 2008, many organizations monitor their social investments and publish sustainability reports. However, few companies integrate the social and environmental issues in their strategy, in such a way as to reinforce the competitive advantage for the business.

Director of the Institute for Strategy and Competitiveness, from the Harvard Business School, Porter sees three phases in the history of entrepreneurial social responsibility. In the first one, the companies would react to pressures exerted by society, such as campaigns made by non-governmental organizations in defense of the environment or against social discrimination. In the second phase, the one in which we are living now, actions are geared towards philanthropy and to private social investment, and there is also a concern with the company image. The third one, which is starting now, is the one of strategic social responsibility. "It is the social responsibility of the shared value, in which value is created as much for society as for the businesses", states the author.

He also says that in order to reach it, it's necessary to discover where the impacts of the company activities are substantial and which of the external factors affect it. "From this point on, we can identify the areas in which we can make a big difference. It is at this point that the ESR (Entrepreneurial Social Responsibility) starts to be efficient", says Porter.

Incorporating social responsibility into strategy means including the social dimension to the value of the company's proposal. This starts by a change of mentality. "Thinking about the economy and social issues separately is a terrible mistake. We need good social and environmental conditions, otherwise the company might have access for one or two years, but not in the long term". According to Porter (Guia Exame; December. Ed. Abril, 2007), there are three fundamental points that the companies must understand about their role in relation to social issues:

- 1 The companies cannot solve all the social problems nor bear the cost of doing it.
- 2 The companies need to address their social agenda in a proactive and strategic way.
- 3 The companies need to act on social issues in which they can have greater value.

Facing this challenge, *Parceiros Voluntários* developed a methodology to make the companies and their collaborators aware of the volunteering work by means of Informative Meetings and the development of Internal Committees, geared at meeting the social demands of the community and at the fulfillment of their Social Responsibility.



Training of Volunteering Committees of the Gerdau Volunteering Program in Recife (PE) and in Barão dos Coais (MG)

## A Good Communication Team

For two years, Adequá Comunicação Integrada has been developing the project Communication Workshop "Time Show de Bola", which takes place at Bom Jesus quarter, in Porto Alegre. In this program, young people exercise personal values by learning communication tools. This is a project made with the orientation of the *Parceiros Voluntários* NGO and with the support of private initiative companies. Communicational activities are monthly developed with the "Turma do Bonja", as they call themselves. It is a group formed by 20 low income young people, from 9 to 15 years of age, residentes of Pinto Village, that during the inverted school period are taken in by the Association Nossa Senhora do Perpétuo Socorro - ANSPESO - which caters for around 100 young people in the community.

During the workshops they have the possibility of learning how to create a jingle or a spot (radio advertisement); the differences between outdoor, front-light and back-light, the creative process for television, newspapers, magazines and cinema advertisement; ultimately, all forms of media communication within society, including the development of activities related to the illustrative and design process, always with the briefing focused on personal values and the ones of the group.

Each year we amplify the network of companies, more and more consistently, which aids us in the elaboration and applicability of these activities. To our joy, this year we count once again on the support of Neugebauer, Wizard Idiomas, Gráfica ANS, Brava Filmes, among so many other volunteers, individual or corporate, who believe in the creative potential of Young People directed towards the common good", states Jacqueline Lima, Director and principal supporter of the project.

And to finish this year's activities, a small ecremony was held in the school, with the presence of the previous year's students and some guest, where children received a small printed newspaper created by them, they sang the jingle composed by them, which was supported by the attention and coordination of the advertising man Pedro Guizo and produced by Jinga Produções. Both counted on the presence of an "illustrious" orator, requested by the children themselves – who were fans of the "weather man" – the journalist and city representative, Paulo Borges.

"Thus, we, from Adequá Comunicação, can claim that we practice Social Responsibility, something that is a pleasurable experience where, through communication we are fulfilling our moral duty of contributing to a more dignified future for these children who are less privileged", concludes Jacqueline.



# Management in the Third Sector is Fundamental

The Third Sector has a place of prominence in our society and, as one of the basic activities which are more significant for a good social order, it no longer has charity work as its main characteristic, transforming itself into a Sector just like the First one, represented by the Government, and the Second by the Companies.

Society is not only interested in knowing if the Organization is supporting a good cause. Presently, it is important to answer the following questions:

- Does the organization implement the principles of the accounts rendering that are responsible and transparent?
- What difference does it make in your community?
- Is the organization responsible for a better internal performance – effective communication, efficient management, contribution in all the areas but always having as its central focus the final result: transformed lives?

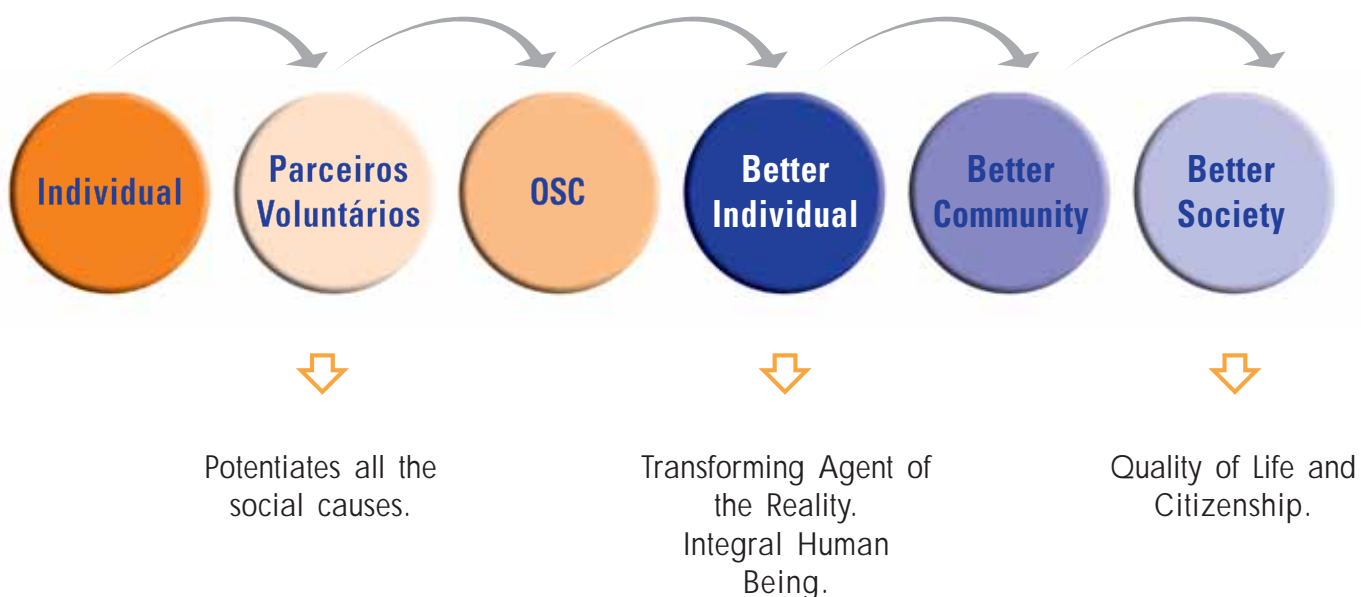
Over the 11 years that *Parceiros Voluntários* has been serving as a bond between the Civil Society Organizations (CSO) and the communities, this acquaintance has shown that only sending volunteers was not enough to meet major demands. The development of the following methodologies were also necessary: Training for the Education of Volunteer Coordinators; Training for Directors in Management;

Creation of Social Projects and Training for the Formation of Collaborative Networks, which, aligned to the process of follow-up by Volunteering Agents, has contributed to the development of the Organizations in all the senses.

The admitted CSOs, which cater for the parties benefited by Organic Law of Social Assistance receive all the actions, courses, and assistance completely free of charge. In order for this to happen, we search with our Sponsors and Supporters for the continuation of these actions.

At the beginning of the courses, the difficulty to perceive the “management” as a determinant factor in the results became evident. Many Organizations started out having the conviction that all their problems were directly related only to a lack of financial resources. Throughout the training sessions, there was a breach in this paradigm and the great majority perceived that, in order to manage resources, some planning is indispensable, coordination, direction, and control, besides a strategic vision geared at results. In the Third Sector, material, financial and economic resources or services, coming from individuals and/or enterprises, are invested in benefits to the community, profits are not the financial objective, their ideals go beyond that, as they represent the reason of being, of saving, of changing realities. The end result of the Civil Society Organizations is measured in transformed lives.

## Cultural Transformation



# IBGE Research on the Third Sector

The research performed by IBGE in August 2008 entitled "Private Foundations and Non-Profit Associations in Brazil" (Fasfil), reveals that:

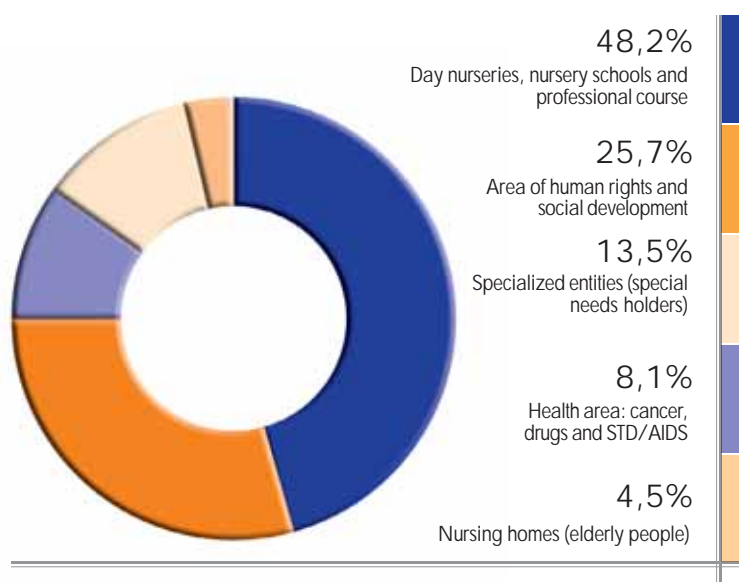
- Regarding the number of institutions: in 1996 there were only 105 thousand entities, in 2002 there were 276 thousand and in 2005 it increased to 340 thousand.
- Regarding its function and objective: study by IBGE in partnership with the Institute of Economic Applied Research (Ipea), the Brazilian Association of Non-governmental Organizations (ABONG) and the Group of Institutes, Foundations and Companies (GIFE), made up of a Central Registry of Companies (CEMPRE), shows that, in 2005, there were 338 thousand Private Non-Profit Foundations and Associations (FASFIL) in the whole country. Among them, 32.2% acted in defense of the rights and interests of citizens, 24.8% were religious institutions and 7.2% developed actions of Health, Education and Research.
- Regarding the distribution of the Fasfil in national territory, Rio Grande do Sul accounts for 22.7% of the bodies, but only 14.6% of the population.
- Regarding the growth rate: from 2002 through to 2005 the number of Non-Profit Private Foundations and Associations grew by 22.6%,

while between 1996 and 2002 this growth was 157%. These results signal a fall in the growth of these institutions in the whole country.

- Regarding its rating: from the total of 15,319 institutions created in 2005, 3,089 were classified as patronal and professional Associations and 2,933 as Development and defense of rights, composing a set of 6,022 entities or 39.3% of the total. In this same year, 3,242 religious institutions were created, which accounts for 21.2% of the total entities registered in this period.
- Regarding paid workforce: 79% of Fasfil did not possess even one official employee. The strong presence of volunteer and informal work can explain in part why 79.5% of the institutions (268 thousand) do not possess even one official employee.

In order to strengthen and Train the management of the Civil Society Organizations, *Parceiros Voluntários* performed in 2008, 12,020 hours/class of capacities geared exclusively towards this public. The partnership with the State Department of Justice and Social Development, through the Social Partnership Network was made possible, with the participation of more than 415 professionals, from 209 organizations from Rio Grande do Sul, totaling more than 20 thousand hours in management training and development of leadership development.

## Profile of Admitted Civil Society Organizations



## Development of Juvenile Leaderships and of the School Community

The Young Volunteer Partners Program presents an extraordinary growth rate. The result of more than 1,300 actions developed by thousands of Young People involved has caused an impact in the State of Rio Grande do Sul, through cultural, awareness and profit generation activities. *Parceiros Voluntários* is aware that without the support and collaboration of

the directive and educational teams of the 1,885 participant schools the involvement of these Young People would be more difficult.

*Parceiros Voluntários* trains Young People, educators, the school community and the family in general for solidarity work by means of organized volunteering, courses, talks and workshops.

## Qualification Course for Educators in Social Participation with Solidarity and Juvenile Mobilization

The Course is a proposal for Educators who act in public and/or private schools and in different educational spaces, providing reflection and qualification in Education for the Social Participation which is Voluntary and with Solidarity, aiming at educating the young people as a mobilizing agent, an articulator, and his integration to the school and to the

community based on Individual Social Responsibility.

This Qualification Methodology was developed in 2006, together with NIUE – Núcleo de Integração Universidade Escola, from UFRGS – Federal University of Rio Grande do Sul, taking into account the experience of the *Parceiros Voluntários* NGO and also the Law of Guidelines and Bases of Education (LDB, 1996).



Training of Social Educators to mobilize Young People to a participation for citizenship

## Quantitative Indicators

- 1** Making of 18 groups; 377 Educators from Public and Private Institutions. Formal and non-formal educators and capacitated Social Mobilizing forces, where 88% were female and 12% were male, in 15 cities of Rio Grande do Sul.
- 2** 50% of the capacitated people had Higher Education, 17% with Post-Graduation, 15% Incomplete Higher Education, 8% Technical Level and 10% Secondary School.
- 3** Regarding the acting areas in the School: 44% Teachers, 11% Retired people, 11% Administrative staff and 9% Coordinators.
- 4** Production of 3 thousand copies of the Action Guide – Young People and Social Participation, a didactic resource to support actions in the classroom.

"The Course highlights the role the Educator has to develop in his/her community, surpassing the barriers of programmed contents. It projects him/her as a positive leader of transformation of the society for a better world, adding to education traditional values such as critical thinking, which results in coherent practices, allowing the individual to perceive himself as a transformative agent. By developing the transversal themes proposed by LDB (Law of Guidelines and Bases of Education) through voluntary attitudes based in ethical values, we feel responsible for our acts and acquire an awareness of our duty, so that our actions and behavior contribute to the well-being and sustainable development of the whole society."

*Educator from Giruá/RS*

## Evaluations

Regarding the applicability of contents developed, 100% answered that the contents could be applied in their daily work, and could be adapted according to the dynamics and themes to be worked on. They also evaluated that the theme Volunteering provides subsidies and gives ideas for the improvement of their practices among their students, by providing a space for listening and sharing of experiences.

The Project for Qualification of Educators in Juvenile Mobilization, approved by the Ministry of Culture, through the Rouanet Law, Pronac Project n. 073663, counted on the sponsorship of Gerdau, Ipiranga and Wal-Mart Brasil.



# Course for the Development of Juvenile Leadership



Training strengthens self-esteem, entrepreneurship and leadership...

The Course, which aims at qualifying Young People in the action TRIBES ON THE TRACKS OF CITIZENSHIP, an integral and fundamental part of the Young Volunteer Partners Program, was developed in 2006 and, in 2008, it spread a lot. Youngsters from several cities in Rio Grande do Sul, in their evaluations, expressed the need to receive qualification which developed their characteristics of leadership, entrepreneurship, team work, development and implementation of projects, creation of indicators, how to evaluate them and divulge them. They also presented the need to know how to build an articulation in their cities, aiming at a mobilization of volunteer human resources, management of material resources, of services and also financial resources for the project to be executed.



...of the Tribal Young People.

To meet this claim from the Young People, the methodology of 16 hours was developed, and this is built over the following bases:

- Interpersonal and Intergroup Process;
- Entrepreneurship, Volunteering and Mobilization;
- Planning and Evaluation.



"I just loved the course, the technique used was great, mingling play with reflection, sentences, knowledge, making all to feel at ease and understanding each other better. As a matter of fact, the best thing of all was when it ended and a youngster came to me and said: this course was really good, it made us open our eyes and think more about the other people. When you run another one of this, please invite us.".

Teacher Denise Tedesco Magagnin  
Garibaldi/RS

"I believe that what we learn while we are young we carry throughout our lives. That is where lies the importance of PV. If, when we are young, we learn how to help, to collaborate with society, for sure we will educate adults with promising futures as well as conscious beings."

Student Luiza A. Bueno  
Lajeado/RS

"The Young Volunteer Partners Program was happy with this idea of qualifying educators that work with youth providing moments to build concepts and how to apply them, thus developing an integration between students and educators and the directors. This course has been good to open our eyes and our hearts to go straight ahead and do what has to be done!"

Marcia Klein  
Educator from Esteio/RS

Sponsors from the Young Volunteer Partners Program



Supporters



## Regional Tribal Forums: Very Special Moments

After intensive work, from April through November, in their cities, the young volunteers that participate in the action Tribes on the Tracks of Citizenship reunite to remember, celebrate and, especially, to thank the commitment of everyone.

The Regional Meetings of “Tribeiros” of Young Volunteering give us renewed hope and confirm that the quality of each moment does not depend only on what we take from it, but mainly on what we contribute to it. Human essence is good. And this sample of young Brazilian volunteers who dedicate their time and their emotion to each other indicates to us that the future will be better because they just want it and believe in it.

The Regional Meetings are always filled with great energy, with an intense schedule that the *TRIBEIROS* themselves organize, counting on a great team of support such as: teachers, coordinators, workshop facilitators, trainees, parents, the community in general and also the support from the city halls and their municipal departments. The Young Meetings have already become a much expected event in their cities, making part of the cities’s agenda, and everybody gathers with enthusiasm to put into practice the schedule planned.

Below we register these very special moments, but the emotion we experienced in each Regional Meeting and the expression of these young people are hardly registered. They are registered only in our hearts.

### Metropolitan Region Forum

The city of Gravataí received, in the afternoon of August 24, around 1.000 Young People from Alvorada, Cachoeirinha, Charqueadas, Eldorado do Sul, Guaíba, Porto Alegre, Tapes and Viamão, from 74 public and private schools at State School Morada do Vale (CIEP) to share experiences, evaluate initiatives developed and to get together. Twenty-four workshops were carried out, taught by the “tribeiros” themselves, such as: graffiti art – a kind of art opposed to “wall scribbling”, recycling from pet bottles and different artistic manifestations, from the presentation of a theater play using the Brazilian Sign Language (Libras), which demonstrates the importance of the Tribes in diminishing school drop out, demonstrations of the Martial Band from Carlos Bina School, from Gravataí, and young music bands, like “Zero a Esquerda”, which was put together especially for this Forum.



The presence of the school community, formed by teachers, deans and staff of the schools involved showed the articulation of the Young People with their communities, as states CIEP’s dean from Gravataí, Jairo Vargas: “It is a moment of getting together and valuing actions, where Young People share experiences and learn with one another”.

## Vale dos Sinos Region Forum



In Sapucaia do Sul, which held the event in this region, at Clube 7 de Setembro, around 350 Young People were reunited, from 45 Tribes, representing the cities of São Leopoldo, Canoas and Esteio. The Meeting had as its focus the strengthening of communitarian relations (Young People, schools and communities involved), evidencing the mobilizing force of actions developed in a network. Dynamics of integration were performed, besides cultural presentations of the Tribes and murals that showed the actions performed along the year. The day of October 23, dedicated to juvenile volunteering, ended with a show from Banda Dublê, which was much appraised by the group of young people gathered there.



## South Region Forum

Held in Bagé, this Forum was characterized by a strong civic feeling, with the solemn entrance of the National Banner, at Auditorium Padre Muraro, in Colégio São Pedro, on October 30. Idealized by Young People from the participant Tribes (Bagé, Pelotas and Rio Grande), this Meeting privileged the disclosure of actions performed by the Tribes in those cities and the artistic and cultural presentations developed by the Young People, highlighting the Grupo Rodante and the Martial Band from the host school.



## Mountains Region Forum



The Ginásio Municipal de Esportes from Garibaldi was packed with people for the meeting, which took place on October 23, gathering more than 450 Young People and children from the cities of Carlos Barbosa, Antônio Prado, Nova Prata, Caxias do Sul, Bento Gonçalves, Farroupilha and São Marcos.

Sharing the work of the 54 Tribes along the year and celebrating the participation in the Young Volunteering Movement was the focus of the day, with workshops and artistic presentations, such as the one from APAE from Garibaldi and from the rock band DZ9.

The integration dynamics organized and led by Tribes from Garibaldi were highlighted by the Young People as an opportunity to meet other Young People who are doing volunteering actions in the region.

## Production Region and the Northwest Forum

Workshops of street dance, "puff" technique (a material recycled from pet), hip-hop and recreation were the mark of October 29, in the meeting of the Tribes from Horizontina, Ijuí, São Borja, 15 de Novembro and Três de Maio, held at Colégio Marista from Santo Ângelo. More than 500 Young People were there to celebrate and share the results of actions of social intervention performed along the past year.



## Hydrangeas Region and Paranhana Valley Forum



Strengthen the entrepreneurial attitude in solidarity and the autonomy of Young People and children who participated in the action of Tribes on the Tracks of Citizenship, formed by 34 public and private schools from Canela, Gramado, Nova Petrópolis, Taquara, Riozinho and Sapiranga, was the objective of the Meeting held on October 31, at



Centro de Eventos in Canela – the host city.

The results of the actions carried out throughout the year were known by around 400 young people, giving visibility to the work performed by the Tribes in their communities, opening possibilities of multiplication of such transforming actions in the region and potentiating juvenile volunteering.

## Border Region Forum

The Commercial and Industrial Association (ACIU) was the place chosen for the Meeting of the young “tribeiras” from Uruguaiana and Itaquí. On November 29, the actions of the past year were divulged, which involved the Trails of Environment, Culture and Education for Peace. To share the work developed, the Young People created murals with pictures showing the activities done and welcomed the community with detailed information of each mobilization performed.

More than 300 Young People, with ages ranging from 14 to 20 years, were present and made a commitment to mobilize other cities of the region in 2009 – it is formed also by the cities of Alegrete, Rosário do Sul and Santana do Livramento.



## Central Region Forum

Held in Santiago, in the afternoon of November 6, the Meeting for the presentation of the actions performed by the young “Tribes” from Cachoeira do Sul, Santa Maria, Santiago, São Pedro do Sul and São Sepé counted on a massive presence of the school community of the region, formed by teachers, deans and staff of the schools and students’ parents.

The presentation of the Tribes coordinators was complemented by an exhibit, in the form of murals, making it possible for the participants of the event to learn about details of each of the actions carried, out their articulations and impact generated in the communities.

# Net(work) makes the Equilibrist more Tranquil

The writer Moacyr Scliar from Rio Grande do Sul wrote: "Fishing is one of the most ancient forms of subsistence for the human being. And, among the fishing techniques, the net was one of the first ones to be introduced. Making a parallel to social networks we can look at the knots as the connection that links us to other people. And as the connection between the strings results in a net, and the net, in turn, results in food, interpersonal connections result in benefits. Not only through what we can reach, but also in the form of protection: just like the net in a circus makes the equilibrist tranquil, the social network means support, safety, and comfort at difficult times".

"Just like the net in a circus calms the tight-rope walker, the social network means support, safety, and comfort at difficult times".

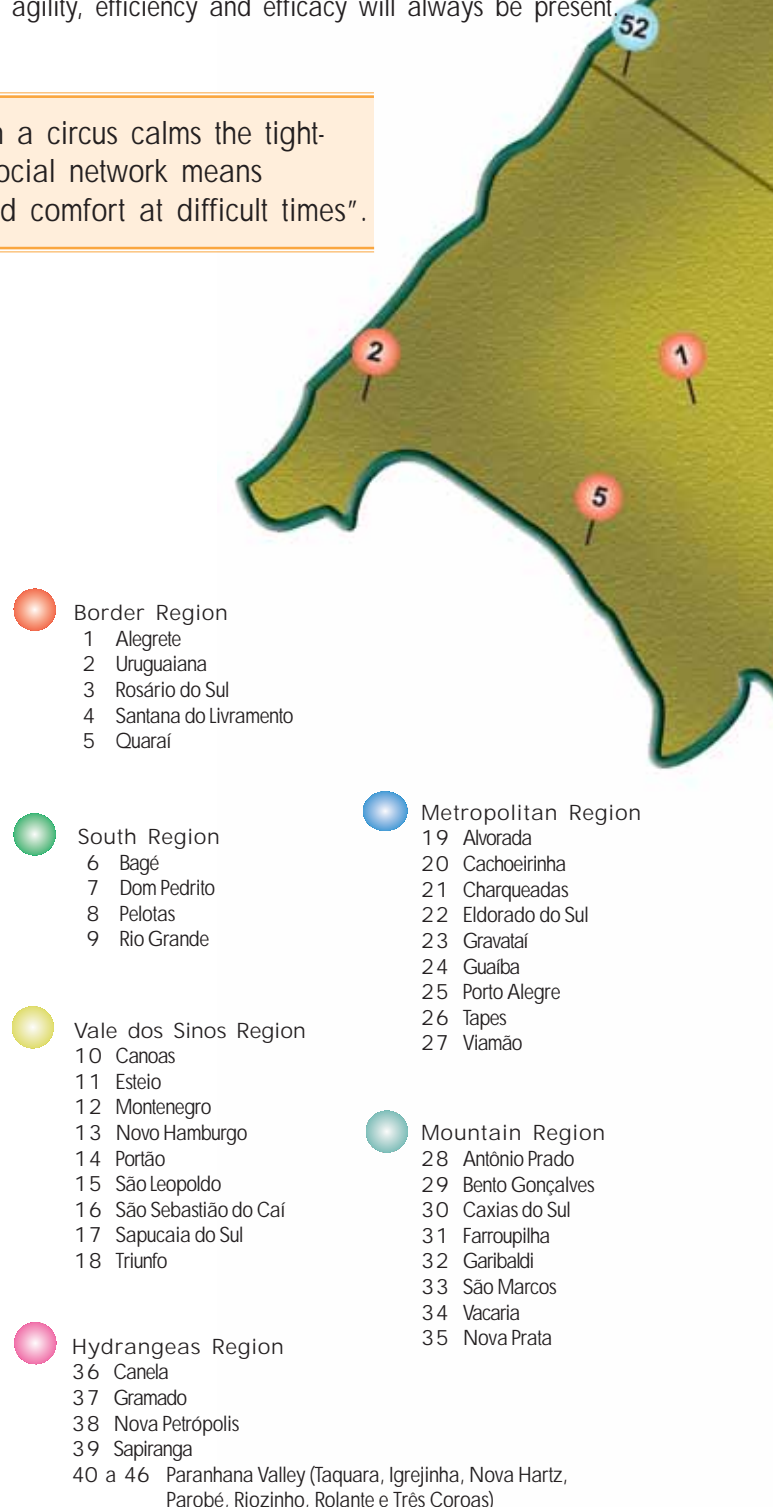
It is under this focus of "support, safety, comfort at difficult times" that Parceiros Voluntários Network has its foundation. It is the contribution of everyone that gives the certainty that it is possible to dream of a state of Rio Grande do Sul with a volunteer attitude.

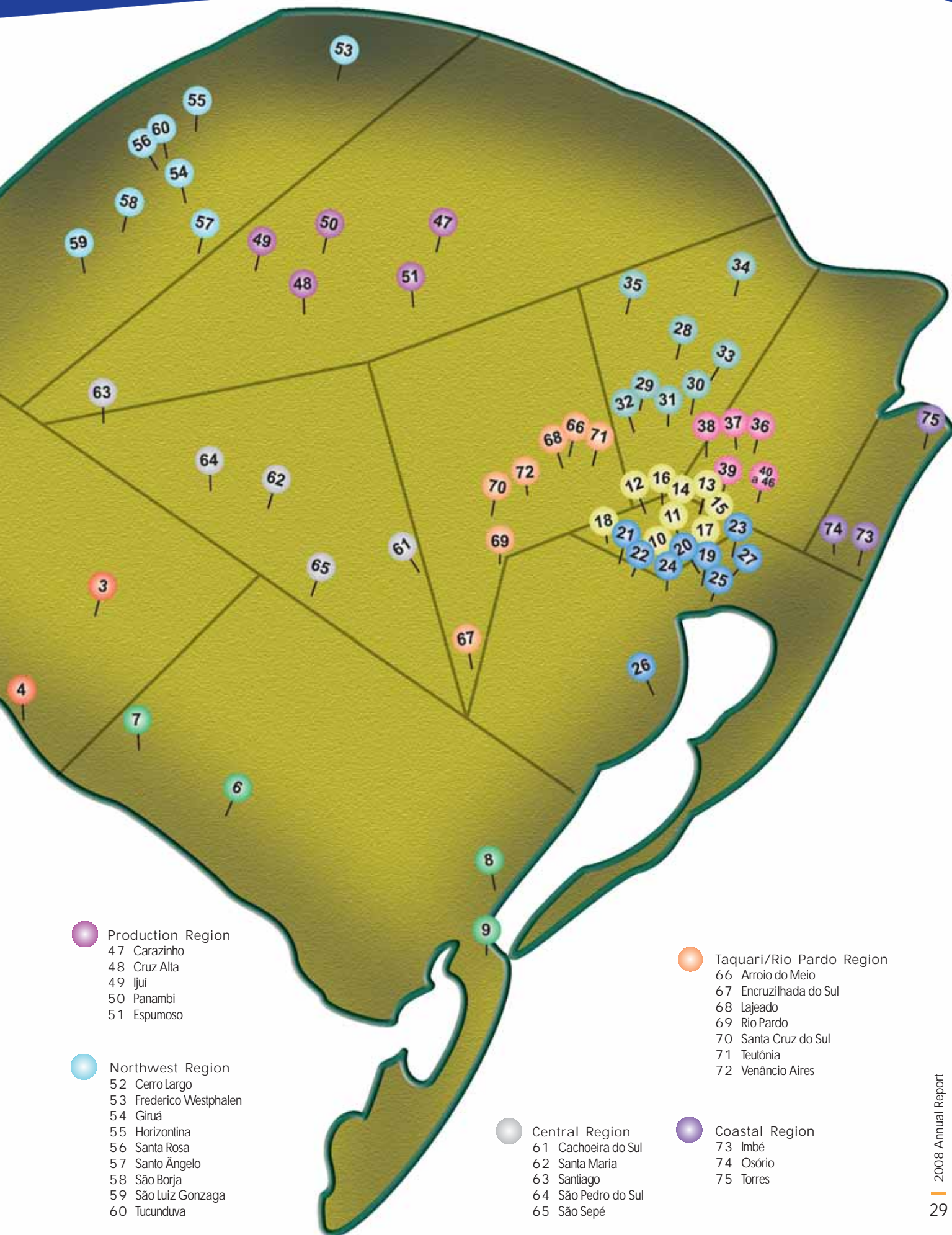
Parceiros Voluntários firmly believes in the "Principle of Subsidiarity", since this practice is indispensable to the autonomy of the communities aiming at their development. The Presidents of the entrepreneurial entities in their cities, the Rectors at Community Colleges, the public and private Schools, the companies, the Volunteers and the Coordinators of Units of Parceiros Voluntários Network are the great mobilizing forces and responsible for the strength of this Network, characterized by the diversity of its participants in the democratic process of participation, which strengthens the development and the growth of the social and economic local capital.

Each participant of the Network has the responsibility of maintaining this organism alive and active, bringing new focuses and searching for a continued improvement in the processes. For this matter, municipal, regional and state meetings are held giving opportunity and making possible the growth and the sharing of knowledge and experiences. Through this training for the participants – schools, teachers, social organizations, companies and volunteers, we search for an improvement in the technical, human and conceptual development of all the people who take part in the Network.

Parceiros Voluntários Network, with its 75 Cities, as a living organism, is always reinventing itself and

renovating itself in a search to improve the methodologies and procedures. It was through this dynamics that the Integral Vision of Volunteering Portal, a volunteering management tool, was created. Through it, it will be possible to amplify the acting of the Network and to expand the participation, stressing that agility, efficiency and efficacy will always be present.





## State Meetings of the Parceiros Voluntários Network



Technical lectures and planning of Network activities, by regions. They scheduled VP Network Meetings



In furtherance of the development and the strengthening of the Parceiros Voluntários Network, the bi-annual State Meeting aims to share and improve successful activities, which result in the dissemination of organized voluntary work in Rio Grande do Sul. These Meeting are organized based on the participation of all the Groups that are part of the Network.

The 17<sup>th</sup> State Meeting of the Parceiros Voluntários Network was held on the 23<sup>rd</sup> and 24<sup>th</sup> of April and had strategic change in the operations of the Network as the principal theme. Focus was placed on the use of Information Technology tools as support for technical and ideas assistance for the needs of the Groups. Group workshops were held and the meetings proposed as a result of the subject tackled gave the opportunity for excellent integration between the participants and the creation of a new model of more participatory operation by the units.

On the 19<sup>th</sup> and 20<sup>th</sup> of November, the Network met up again at the 18<sup>th</sup> State Meeting. On this occasion, the evaluation of the activities performed and the planning for 2009 was carried out. The meeting also discussed aspects of the world crisis and available Tax incentives, by way of lectures with experienced professionals from the Private Sector.

## State Meeting of Leaders of Volunteering

The presidents of Commercial Associations, Rural Associations and Clubs for Retail Leaders participated in April, in the Assembly Room of Federasul, in Porto Alegre, in the forth State Meeting of Leaders of Volunteering.

The objective of the Meeting was to discuss a new operating strategy for the Parceiros Voluntários Network for the next few years, with a focus on the use of IT – Information Technology – and its improvement, so as to create a new way for the Network to function. During the meeting, strategic activities for the implementation of the Integral Vision Portal for Volunteers and the role for the leadership in this process were presented.



Leadership learnt management guidelines by way of IT

# Parceiros Voluntários Award



The transforming activities which were spread in Rio Grande do Sul, through Parceiros Voluntários Network, gained visibility and the potential for further growth with the Parceiros Voluntários Award, which has the aim of valuing and recognize voluntary work and the development of a volunteer culture in the different sections of the Rio Grande do Sul community.

Instituted in 2000, the Award is held every two years, on odd years. The first one was held in 2001 and, up until now, the philosophical thinking that it is based on has been the appreciation of Human Beings. For this

reason, the social activities that are rewarded are representative of thousands of others, which are also important for the community – and which should also receive the Award. The Parceiros Voluntários knows that it is impossible to include everyone and for this reason it uses, in this Award, the following Democratic Principle: EVERYONE is represented by the few.

The 2009 Award is already being organized and shall be held on the 25<sup>th</sup> of May.

If you would like to find out about the annual Awards, access [www.parceirosvoluntarios.org.br](http://www.parceirosvoluntarios.org.br).



Almost 1,800 people filled the Sesi Theatre in Rio Grande do Sul in order to pay homage to the Prizewinners of 2007.

Sponsors of the 2007 Parceiros Voluntários Award:



# Stop and Think International Seminar



The Assembly Room of PUCRS received more than 1,300 people to learn about the evolution of the Human Being in terms of Quantum Physics

Since 2001, when the following question was made: WHAT KIND OF HUMAN BEING DO WE WANT FOR THE 21<sup>ST</sup> CENTURY, Parceiros Voluntários promotes this Seminar in conjunction with the Consulate-General of the United States of America in Sao Paulo. The objective is to promote reflection over human development in the 21<sup>st</sup> century from a multi-disciplinary and multi-cultural perspective. Ever since, every even year, international and domestic speakers have participated with current issues and development of human being concernings.

In 2008, the 4<sup>th</sup> Annual Seminar proposed an advance with regard to reflections and the speakers brought with them contributions about Quantum Physics in order to answer the question, "WHO COULD WE BE?".

Recent advances in the understanding of Quantum Physics were presented by the Indian, Amit Goswami, Dr. in Quantum Physics: "They showed us that science needs to be reformulated based on the revolutionary concept that consciousness is greater than matter and not the contrary, which until now has been taught to us

by Materialistic Realism, introduced into science by Isaac Newton and Rene Descartes", affirmed Amit, author of books such as: The Quantum Doctor and The Self-Conscious Universe, Physics of the Soul and the Visionary Window.

With the subject, Quantum-Spiritualist Vision, Moacir Costa de Araujo Lima – Physicist and holder of a Masters in Applied Linguistics in the field of the Logic of Natural Language, demonstrated the human capacity for creating new viewpoints, seeing what one did not use to see, as well as conduct when held to five limited informants. He stated how the information plan is not unique nor causal. He is the author of the book, Who are we then? and Quantum - Spirituality and Success.

The third lecture of the Seminar brought the experience in terms of social transformation, evolution and strengthening of the divine in our daily lives of Uma Krishnamurthy, graduate of Psychiatics in India, with a deep experience in the field of the yoga psychology and curing.

The American Don Beck, member of the George

Gallup Institute of the University of Princeton, proposed the model of human development named “Spiral Dynamics”, which analyses instructions for human perspectives in the world, beliefs about how everything works and the logical foundation for the decisions that we take. According to Beck, these spirals represent environmental influences (cultural, social, educational, etc.) that mould not only our minds, but also the actual cells of brain, circulating deep in our human systems and beating at the centre of the choices and the

intelligence of every individual. They are products of the interaction of the equipment of our nervous systems with the environment and the conditions of existence (of which special emphasis is given to time, place, challenges and circumstances) which we confront.

The organization of the presentations was carried out by the Brazilian, Lais Wollner, Doctor of Physics, who brought her experience in creative processes, Quantum behaviour and the Tao Dance regarding the transcending behaviour of human beings.



From left to Right: Ricardo Azeredo, Don Beck, Moacir Costa de Araujo Lima, Uma Krishnamurthy, Amit Goswami, Maria Elena Pereira Johannpeter and Lais Wollner

#### Sponsors in 2008



#### Supporters



## "The Fifth Power"

### Social Consciousness of a Nation

Launched in May 2008, the title of the book inspired by the words of the former Vice President of the Ford Foundation in the United States, Barry Gaberm: "The traditional separation of power in an Executive, Legislature and Judiciary is not sufficient to protect a society against the concentration of power, even considering the existence of the Fourth Power, in the form of an independent press. The institutions of civil society constitute the Fifth Power, helping to protect against power abuse".

Lilian Dreyer, the journalist who organized the book, says that "this work aims not to conclude any aspect, but instead to open up a field, from where collective inspiration sprouts for new research, and, as much as possible, inseminate anxiety and agitate the thin but hard surface of inertia.

The book contains the opinion of 12 qualified newspaper journalists and counted on the support of Lei Rouanet, of the Ministry of Culture, and the sponsorship of Gerdau and Ipiranga, with the free distribution of 3 thousand copies. The Publisher, L&PM, also donated 3 thousand copies to Parceiros Voluntários, which are sold in the biggest book shops all over the country.

Participated in this event: Maria Elena Pereira, Johannpeter, original idea; Lilian Dreyer, interviews; Adel Fabian Nirvan Giacomini, graphics project; Flavio Dotti Cesa, review; L&PM Publishers, printing. Lilian Dreyer and Maria Elena Pereira Johannpeter were responsible for production and organization.



Discussion between the authors and the audience, mediated by the journalist, Felipe Vieira, which coincided with the launch of the book, in the atrium of Santander Cultural, in Porto Alegre

#### Sponsors



# The Social Function of the Media

Social mobilization only occurs with the partnership of media sources. And the media has been present in the volunteer attitude, upon making available, in 2008, 21 thousand centimetres of columns in its newspapers, 15 hours of airing time on open TV and radio, for the activities of the Parceiros Voluntários Network, in meetings and communications to those who already dedicate time and knowledge to their communities and to those who would like to but do not know how.

Parceiros Voluntários thanks, on behalf of the Rio Grande do Sul community, the media, for the widespread inclusion of society in its news and programmes.

We thank everyone!

"Newspapers and television have the ethical mission of contributing to the improvement of society."

Rubem Alves, writer, professor and educator.



## Recognition to the Work

The work of Parceiros Voluntários, which engages almost 300 thousand volunteers in Rio Grande do Sul, helping 1 million people, as well as the spread of its methodology, developed over 11 years of operation, has brought it national and international awards.

For every prize or recognition received, Parceiros Voluntários believes that its responsibility to the community increases proportionately.

Parceiros Voluntários thanks the institutions which have recognised the strength of the Organized Volunteer Movement, as they also serve as encouragement in the search to continually improve its operations.

### Awards received in 2008:

Christian Leader Award, conferred by the ADCE/RS (Association of Christian Leaders of

Companies), acknowledges the relevant activities of the Organization to the Rio Grande do Sul community.

Retail Merit Award – Social Responsibility Personality, conferred by FCDL – Federation for the Chambers of Retail Leaders of Rio Grande do Sul.

Award for Excellence in Social Responsibility, conferred by Sinepe/RS (Association of Private Schools of Rio Grande do Sul), for being such a great partner of institutions of private education, involving them in community and voluntary activities, which contribute to the development of a culture of organized volunteering.

Acknowledgement for the largest Brazilian Social Movement awarded by Alap – Latin American Association of Publicity Agencies, during the World Festival for Publicity of Gramado – Extra Meeting, held in October in Mexico.



Award for Excellence in Social Responsibility



Award for Largest Brazilian Social Movement



Christian Leader Award



Retail Merit Award – Social Responsibility Personality

# Mobilized Team



Technical training, attitude and strong social consciousness are important abilities and attributes for individuals who make up the Team of Parceiros Voluntários, which has the objective of encouraging the Volunteer Network, which is being developed in Rio Grande do Sul.

The training of the Management, Technical Team,

Interns and Volunteers aims to develop an individual's capability in operating in complex environments, involving appreciation for entrepreneurial attitudes and permanent learning.

Parceiros Voluntários would like to express its gratitude to all its collaborators, interns and volunteers!

## Who we are

### Volunteer Management

Maria Elena Pereira Johannpeter  
Executive President

Geraldo Toffanello  
Vice President

Hermes Gazzola  
Vice President

### Technical Team

Cláudia Remião Franciosi - Manager  
José Alfredo A. Nahas - Manager  
Maria Inês Andreotti Pereira - Manager  
Adriane Alves Machado  
Alesandra Duarte Mattos  
Alexandro da Silva Machado  
Alice de Fraga Silva  
Ana Elisa Martini Pascottini  
Ana Virginia Antunes Benavides  
Carine Antonello Sabka  
Cleci Marchioro  
Debora Pires  
Erik Ferreira  
Fabiano Rei Feijó  
Fernando Cunha de Souza

Iliane Pereira  
Ilone Jane Rivas de Alvez  
Karen Barbosa  
Márcia Denise Fernandes Caminha  
Marlise Silva de Oliveira  
Michele Choaie  
Paulo Afonso Belegante  
Raul de Freitas  
Vanessa Becker Braga Salada  
Vercy Maria Falavigna Boeira  
Interns  
Luciana Jatobim Cardoso  
Mariane Martins  
Patricia Müller Weber  
Paula da Cunha Seveo  
Rafael Pereira dos Santos  
Volunteers

## Shared Decisions

As part of the strategic definitions of the Organization, the businessmen who make up the Deliberative Council met twice in 2008 in order to deliberate over the redesigning of strategic map. The change, based on the analysis of objectives and indicators, aims to achieve the permanence and sustainability of the Organization. To this effect, the Balanced Scorecard Map – BSC 2008-2018 was presented to the Deliberative Council for validation. On

that occasion, the Council also alerted and deliberated on the importance of the use of IT – Information Technology – in the management of the Parceiros Voluntários Network and in all of its operations, so as to improve mobilization activities and in the management of resources available to Parceiros Voluntários, adapted to the reality of the world economy.

We would like to acknowledge and thank our council members for their support.

"Thanks to the work of Parceiros Voluntários we are really managing to introduce a culture of organized volunteering in our State, following the example of the most developed countries. This is not only in terms of physical people, but also within companies."

*Jorge Gerdau Johannpeter*  
President of the Board of Directors of Gerdau S.A.

"The work performed by Parceiros Voluntários during 2008 demonstrates the especial commitment of this organization to social development in our Rio Grande do Sul. The fantastic seminar 'Stop and Think' brought light to important issues that are in the vanguard in terms of themed events. I would also like to highlight the work of Parceiros Voluntários in the Social Partnership Network, which shall bring indispensable fruits for a sustainable future."

*Marco da Camino Soligo*  
Financial-Administrative Director of RGE

"Another year full of achievements in the development of a Voluntary Rio Grande do Sul. Utopian? A dream? I only know that along this journey, we have transformed persons, committed with themselves and happy."

*Joao Polanczyk*  
Superintendent of the Moinhos de Vento Hospital

"Paulo Coelho said that the possibility of achieving a dream is what makes our life interesting. Supporting Parceiros Voluntários is much more important; it is extremely gratifying."

*Jorge Logemann*  
Vice President of the SLC Group

"The work performed by the Parceiros Voluntários is proof that many social difficulties and inequalities can be overcome by the mobilization of society by raising consciousness and activities. This combination, allied with professional management, has made Parceiros Voluntários a reference point in the field of volunteering."

*Paulo Tigre*  
President of the Federation and Centre of Manufacturers of Rio Grande do Sul (FIERGS/CIERGS)

### Make-up of the Deliberative Council

Humberto Luiz Ruga  
President of the Council  
Bolivar Baldisserotto Moura  
Businessman  
Carlos Rivacci Sperotto  
Federation of Agriculture of the State of Rio Grande do Sul  
Daniel Santoro  
Businessman  
Francisco Cirne Lima  
Businessman  
Geraldo Bemfica Teixeira  
Lawyer  
Jayme Sirotsky  
RBS - South Brazil Network  
João Polanczyk  
Doctor  
Jorge Gerdau Johannpeter  
Gerdau S/A  
Jorge Luis Logemann  
SLC Group  
José Osvaldo Noronha Leivas  
Wal-Mart Brasil  
José Paulo Dornelles Cairolli  
FEDERASUL - Federation of Commercial and Service Associations of Rio Grande do Sul

Leocadio de Almeida Antunes Filho  
Empresa de Petróleo Ipiranga S/A  
Leonardo Meneghetti  
Bandeirantes Communication Group  
Marcelo Lyra do Amaral  
Braskem S/A  
Marco da Camino Soligo  
RGE - Rio Grande Energy  
Mari Helem Rech Rodrigues  
Doctor  
Paulo Tigre  
FIERGS - Federation of Manufacturers of the State of Rio Grande do Sul  
Pe. Marcelo F. de Aquino  
Chancellor of Unisinos  
Roberto Pandolfo  
Businessman  
Sílvio Pedro Machado  
Banco Bradesco S/A  
Zildo de Marchi  
FECOMÉRCIO - Federation for Trade in Goods and Services and Tourism for the State of Rio Grande do Sul  
Wrana Maria Panizzi  
Educator

## Founders/Supporters



## Supporters



## Volunteer Partnerships 2008

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>• Agência Matriz</li> <li>• Alexandre Chedid</li> <li>• Aracruz Celulose S/A Unidade Guaíba</li> <li>• BAND/RS</li> <li>• Book Council</li> <li>• Mario Quintana House of Culture</li> <li>• Consulate General of the United States of America in Sap Paulo</li> <li>• Municipal Departament for Water and Sewage</li> <li>• Generoso Mrack</li> <li>• Grêmio Náutico União</li> <li>• HP Company</li> <li>• Impacto Signs</li> <li>• Intermédio Leitor Ltda. – Press Consultancy e Clipping</li> </ul> | <ul style="list-style-type: none"> <li>• José Luis Brum Carrasco</li> <li>• Juliano Venturella Korff</li> <li>• Kienbaum-Keseberg &amp; Partners</li> <li>• Microsoft Corporation</li> <li>• Magda Beatriz</li> <li>• Processor Alfamídia – Processor Group</li> <li>• PUCRS</li> <li>• Ritter Hotels</li> <li>• Rossi &amp; Rossi Lawyers Associated</li> <li>• RSA –Executive Talents</li> <li>• Santander Cultural</li> <li>• University of the Valley of the Rio dos Sinos - UNISINOS</li> <li>• Media – Printed and electronic press</li> <li>• Teixeira, Ribeiro, Becker Lawyers</li> </ul> |
|--|---|

### *In memoriam*

We pay homage to Mrs. Ruth Cardoso due to her sensitivity in orientation for the creation of the Solidary Community Movement.

## Production of the 2008 Annual Report

Editorial and Composition Project: Parceiros Voluntários NGO Team – Graphics Project and Editing: PS Agency – Photographs: Archive of the Parceiros Voluntários Network – Cover Photograph: Mathias Cramer – Proofreading: Flavio Dotti Cesa – Translation into english: by Lingua 2



## Approval



Associated with the Department of Public Information/Non-Governmental Organizations  
Section (DPI/NGO) of the United Nations (UN)

## Certifications

Municipal Council for Social Assistance – 296

Municipal Public Interest – Law no. 8750/2001

State Public Interest – 002085

Federal Public Interest – Directive no. 206/01

Charitable Entity for Social Assistance – RCEAS 1094/2006

## Trademark Registration

Registered at the National Institute for Intellectual Property – NIIP



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