

Parceiros

Voluntários



2012 ANNUAL REPORT



15 Years  
of Social Development

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## Vision

Be a disseminating movement for organized volunteer culture in Brazil, envisioning greater solidarity on the part of individuals, communities and society.

## Mission

Potentialize human development by encouraging organized volunteering and providing consulting for social organizations towards the solution of community social demands.



## Beliefs and Values

- Each and every person can show solidarity and is a potential volunteer;
- Philanthropy and the practice of citizenship, through volunteering, are indispensable to the transformation of today's social reality;
- Organized volunteer work is the basis for Third Sector development;
- All volunteer work brings returns to both the community and the people who engage in it;
- The practice of the Principle of Subsidiarity\* is indispensable to the autonomy of the communities for their development;
- Sustained development is achieved through interaction of economic, environmental and social systems.

\* **Principle of Subsidiarity:** individuals or groups acting pro-actively in the streets, neighborhoods and the city, only recurring to higher authorities when they lack the conditions to adequately deal with a problem in their own sphere of action. In this way, each community tends to become an agent, managing its own development, reducing bureaucratic interference and costs. It means the community working for the community, in a relationship where everybody wins.



Individual Social Responsibility (ISR) is the foundation of the work done by the NGO Volunteer Partners:



"WORKING ON PERSONAL VALUES AWAKENS PEOPLE TO THEIR TRUE WORTH, MAKING THEM MORE ACTIVE AND COMMITTED TO THE SOCIAL TRANSFORMATION OF THE WORLD AROUND THEM."

## Management to ensure financial sustainability



During the year in which it celebrated its 15th anniversary, the NGO Volunteer Partners also commemorated a big change in its strategic orientation. If during all these years it has dedicated itself to developing organized volunteer culture, at the same time it has made the most of its extensive, in-depth learning with over 2,000 partnering social organizations to dedicate itself to developing methods aimed at professionalizing the segment.

From a business perspective, it provides me with great satisfaction to see this evolution of strategic focus. The NGO Volunteer Partners has become one of the greatest specialists in preparing this important Third Sector for a time in which transparency and submission of accounts have become requirements for their longevity, if they are to keep receiving investments from companies, the government and other institutions.

Being an entity with the breadth of content and experience necessary to offer qualified management practices to Civil Society Organizations, helping them ensure their perpetuation, to being seeing their work from a perspective of growth, process control and establishing goals, means taking our work to another, fantastic level in the near future. I see this expertise, this specialization as being extremely important to Brazilian development. We already know that social organizations contribute an important portion of the GDP, around 1.4%, and that without them it would be impossible to meet the enormous service deficit we owe to our nation's poor communities.

The methods created and systematized by the NGO Volunteer Partners are being "exported" to Rio de Janeiro, so they can be applied to the "pacified" communities there, and to Bahia, where they are being taught to managers of local institutions, just to cite a few examples of how much we are on the right track and how much we have yet to grow in this strategy of sustainability. It is of fundamental importance to express our thanks to important partners like the Inter-American Development Bank (IDB), Petrobras and Brazilian Micro and Small Business Support Service (SEBRAE), for understanding the relevance of our project and helping us take our management knowledge to so many institutions.

*Humberto Ruga*

President of the Deliberative Board  
(Volunteer)



## Fifteen years of collective learning

Portraying 15 years of our organization's work in just 40 pages poses a challenge to our powers of synthesis and humbleness. We need to focus our attention on what has been and continues to be truly important to our stakeholders, what has brought results to social organizations, both through the volunteers that have been directed towards them and through the management courses their managers have taken part in. We also refer to companies in their Business Social Responsibility (BSR) and in the creation of shared value; the educators who have joined us; the youths who have participated in the Youth Leadership courses and even the children who have become involved, with the Tribeirinhos (children's tribes), part of the Tribes on Track towards Citizenship initiative.

We also take a look at great partnerships with the First Sector (Government) and the Second Sector (Businesses), as well as the positive relationship we maintain with the Boards and Forums that have promoted the participatory processes stipulated by the National Social Assistance Policy (PNAS). Along with PNAS, we are a certified Consulting organization.

The NGO Volunteer Partners was founded in 1997, its Mission being the development of volunteer culture. Ten years later, we expanded our strategic focus to potentialize civil society organizations. How? By directing volunteer human resources to them and improving their skills through the methods and social technology we have developed, tested and customized according to need. The greater goal is to increase the qualification and professionalization of the Third Sector, contributing to disseminating the principals and processes of transparency and submission of accounts in such a way that organizations can attain, through good management, the support to pursue their sustainability, in this way becoming partners worthy of the two main agents responsible for funding: Governments and Businesses.

Dear reader, we extend our invitation to browse these pages with open eyes and an open heart, understanding that the result of our work over the past 15 years, aside from the formation of Social Capital, is founded on the teachings of Peter Drucker, who said: when the government controls and fulfills its purpose, government policies are effective; when businesses fulfill their role, their stakeholders are satisfied; however, non-profit institutions neither control, nor do they supply goods or services. Their "product" is neither a pair of shoes or effective regulations. Their product is a changed human being. Non-profit institutions are agents of human change. Their "product" is a cured patient, a child who learns, a youth who grows into a self-respecting adult, that is, an entire life is transformed.

This is more than a request: we ask you to be our partner by sending us your evaluation of what you read in this Annual Report. Your critique, whatever form it takes, will help us improve and as a result offer even more qualified services to social causes.

*Maria Elena Pereira Johannpeter*  
President (Volunteer)

# PATH TAKEN

## 15 years of mobilization

The NGO Volunteer Partners has become a reference as an entity that mobilizes, articulates, educates (people, institutions and networks) and measures results, with the support of recognized national and international organizations.

The work done by the NGO Volunteer Partners is based on the certainty that synergy between governments, businesses, institutions of education and organized civil society strengthen **Social Capital**, thereby allowing for a transformation of the social agenda, economies and production structures.

The social web we have built over the course of 15 years of activities benefits nearly **1.5 million people**, through **400,000 volunteers** who work at **2,784 social organizations** in **48 cities across the state of Rio Grande do Sul**, with the involvement of **2,000 schools** and **2,500 companies**. It has already trained over **10,000 people** in management and leadership development. This timeline shows just a few of the milestones of our trajectory.

3<sup>rd</sup> Volunteer Partners Awards

Thrid Sector Leadership Training and Development

Creation of volunteer committees in companies

City of Porto Alegre Medal - Porto Alegre City Hall



Pare Pense

1<sup>st</sup> International Stop & Think Seminar

4<sup>th</sup> Youth Volunteer Gathering

Citizen Emeritus - City Chamber of Porto Alegre

Launch of VPJ



Partnership with SEBRAE-RS: Management Training for Social Organizations

Signing of Volunteering Act 9.608/98 by Brazilian President Fernando Henrique Cardoso

2<sup>nd</sup> Youth Volunteer Gathering

State Public Utility Certification

Partnership with TV Band - "Cidadão Legal" Program

Início 1997



NGO Volunteer Partners founded on January 22



Recognized by the UNESCO seal

1999



1<sup>st</sup> Youth Volunteer Gathering

Start of Volunteer Partners Network

2000

2001

2002

2003

2004

2005

2<sup>nd</sup> Volunteer Partners Awards



Launch of Tribes on Track towards Citizenship Initiative

Introduction of BSC as management tool

CEBAS Certificate

Accreditation by PPI/NGO, UN, New York, USA

Participation in the 56<sup>th</sup> UN Conference

1<sup>st</sup> Volunteer Partners Awards

3<sup>rd</sup> Youth Volunteer Gathering

Federal Public Utility Certification

International Year of the Volunteer - UN

4<sup>th</sup> International Stop & Think Seminar

Start of Transparency project - BID, FUMIN and Petrobras

Participation in Seminar: The Government Leaders Forum, Miami, USA (Microsoft)

Publication of book "O Quinto Poder" (The Fifth Power)



Development of Guide to Youth Action and Social Participation (UFRGS/NIUE)

3<sup>rd</sup> International Stop & Think Seminar



5<sup>th</sup> International Stop & Think Seminar  
RIDS Project with SJDS/RS



10 years of partnership with TV Band – "Cidadão Legal" Program

6<sup>th</sup> International Stop & Think Seminar

4<sup>th</sup> edition of Social Partnership Network

10<sup>th</sup> edition of Tribes on Track towards Citizenship Project

Publication of Book "ONG – Transparência Como Fator Crítico de Sucesso" (NGO – Transparency as a Factor Critical to Success)



2006

2007

2008

2009

2010

2011

2012

4<sup>th</sup> Volunteer Partners Awards

1<sup>st</sup> Training of Educators in Solidarity Social Participation and Youth Mobilization



1<sup>st</sup> Edition of Social Partnership Network - Training on the Principles of Sustainable Management

IBOPE Study: image of Volunteer Partners and Volunteering in Rio Grande do Sul



5<sup>th</sup> Volunteer Partners Awards

**Microsoft**

Participation in Seminar: The Government Leaders Forum, Virginia, USA (Microsoft)

6<sup>th</sup> Volunteer Partners Awards



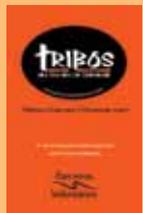
**Tecnologia Social**

Social Technology Certification and Award - Bank of Brazil Foundation

Finalization of Transparency project – BID, FUMIN and Petrobras

Member of ConSOC - BID/Brazil

Farrroupilha Merit Medal, awarded by the Rio Grande do Sul State Legislature



Publication of book "Tribes on Track towards Citizenship"

2<sup>nd</sup> International Stop & Think Seminar



Schwab Foundation Seal (Switzerland)

Brand registered with INPI

- UNESCO - United Nations Educational, Scientific and Cultural Organization
- VPI - Business Volunteer Program
- SEBRAE/RS - Brazilian Micro and Small Business Support Service in Rio Grande do Sul
- UN - United Nations
- BSC - Balanced Score Card
- INPI - National Industrial Property Institute
- IDB - Inter-American Development Bank
- IBOPE - Brazilian Institute of Public Opinion and Statistics

- RIDS - Social Development Integrated Network
- UFRGS/NIUE - Federal University of Rio Grande do Sul/University-School Integration Group
- SJDS/RS - Rio Grande do Sul Secretary of Justice and Social Development
- FUMIN - Fund of the Inter-American Development Bank
- ConSOC - Civil Society Consulting Group, IDB
- INPI - National Industrial Property Institute
- PPI/NGO - Integrated and Negotiated Programming/Non-Governmental Organization
- CEBAS - Certification of Social Assistance Charity Entity

# A SCENARIO of changes

*When Volunteer Partners was founded in 1997, the world was witnessing "a global revolution of associations," according to Lester M. Salamon, one of the pioneers of research on the Third Sector and director of the Civil Society Study Center at Johns Hopkins University in the United States.*

In Brazil, at the end of the 1990s, the challenge was to produce an inclusive social order to expand citizen participation and elevate the level of human development. Colombian philosopher, educator and sociologist Bernardo Toro taught that participation means the possibility of joint creation of the social order in which one wants to live.

At that time, the concept of **Social Capital** was just beginning to be broadly promoted in the country, based on Robert Putnam's ideas. For the author, Social Capital is represented by the sum of these four dimensions:

- a given society's dominant ethical values;
- its associative capacity;
- the level of confidence of its citizens;
- civic conscience.

Putnam's studies pointed out the importance of the ties of trust and cooperation cultivated by society.

In 2000, when the UN launched its "Millennium Declaration," 189 nations made the commitment to fight extreme poverty and other societal ills, through the eight **Millennium Development Goals (MDG)**, which were to be achieved by 2015. In the decade that followed, the world renovated its willingness to accelerate the process of fulfilling those objectives. In 2012, at the World Conference on Sustainable Development (Rio+20) promoted by the UN to commemorate 20 years since EcoRio92, the private sector marked its presence with over 3,000 people, from

approximately 1,500 companies and 60 countries. Companies, governments and civil society made around 700 collective commitments, which correspond to investments of greater than USD 500 billion, according to the event's organizers.

Getting into step with the international movement, Brazil has been developing mechanisms to better support attitudes of participatory citizenship and organizations that base their work on ethical principles, without distributing profits, aiming towards collective benefits.

In 2010, representatives from NGOs, social movements, religious entities, institutes and private foundations presented Brazilian presidential candidates with the **Platform for a New Regulatory Framework for Civil Society Organizations**. Committed to solid management and also in reaction to news about entities that used public funds for illicit purposes, they demanded government policies that would foment citizen participation by way of autonomous and transparent institutions. Hundreds of entities and networks signed onto the Platform and in 2012, a Work Group was created, coordinated by the General Secretary of the Brazilian Presidency, with the purpose of responding to this demand from society.

Following the example of the mobilization of millions of Brazilians to make those who committed administrative improbity or crimes against public assets ineligible for election, leading to Complementary Act no. 135/2010, known as the "Clean Slate Act," the fight against corruption and impunity is also extending to the Third Sector.

In the aforementioned Work Group, they are discussing the creation of a legal mechanism to impede malversation of funds, which reinforces the importance of valuing and giving greater visibility to the work of thousands of serious entities that are dedicated to social well-being.

Another significant measure was the implantation of the Federal Funding Agreement and Contract Management System (SICONV), by Decree no. 7,641, of December 13, 2011, and the creation of the Agreement Web Portal, which provided greater transparency and equity in access to information related to the capturing of public funding. The system maintains records on all agreements signed by the Federal Public Administration and allows for monitoring of its execution and submission of accounts.

As for **Government Transparency**, according to Complementary Act no. 131, of January 27, 2009, all government entities are obligated to release for full knowledge and monitoring on the part of society, in real time, detailed information on budgetary and financial execution, electronically and accessible to the public. The 1st National Conference on Transparency and Social Control (**ConSocial**), coordinated by the General-Comptroller of the Union (CGU), between 2011 and 2012, mobilized 2,750 cities and towns and involved nearly 1 million Brazilians, with over 153,000 people directly involved in the debates. Among the proposals approved, here are a few highlights: exclusively public financing for election campaigns; mandatory teaching of social control and fiscal education; creation and strengthening of internal control agencies in all spheres of government; and mandatory adoption of participatory budgeting.

Regarding organized volunteering, the Resolution of the Federal Accounting Board (**CFC no. 1409/12**) made it mandatory

to attribute a value to volunteer work, adding to that the requirement that social organizations include this information in their accounting statements. In this way, the national accounting system was made compatible with the international one. According to Lester Salamon, if all volunteers were to form a nation, it would be the second largest in the world. Still, the contribution of volunteer work to economic development has yet to be duly evaluated by any country.

National and international institutions have also expanded their dialogue with social organizations. One example of this was the constitution, by the Inter-American Development Bank (IDB) of the Civil Society Consulting Group (**ConSOC**) in Brazil, which the NGO Volunteer Partners has belonged to since 2011. ConSOC is a consultation platform used to strengthen the dialogue with society to share information and promote methods and best practices.

**In this scenario of change**, Civil Society Organizations (CSOs) that provide social assistance services that are complementary to the action of the State have affirmed themselves as pillars of Brazilian democracy. In 2010, there were 290,700 Non-Profit Associations and Private Foundations (FASFIL) in the country, according to a survey conducted by the Brazilian Institute of Geography and Statistics (IBGE) and the Applied Research Institute (IPEA), in collaboration with the Group of Institutes, Foundations and Businesses (GIFE) and the Brazilian Association of Non-Governmental Organizations (ABONG). Out of these, a total of 54,100 entities (18.6%) were dedicated to the fields of healthcare, education, social assistance and research, with 72.2% (210,000) being supported by volunteer work and autonomous service providers, without having remunerated staff. The other organizations employed 2.1 million people, predominantly women (62.9%).

IT IS IN THIS COLLABORATIVE UNIVERSE THAT THE NGO VOLUNTEER PARTNERS DOES ITS WORK. WE BELIEVE THE CONSOLIDATION OF GOVERNMENT POLICIES GENERATED BY SYNERGETIC ACTION OF ALL SECTORS OF SOCIETY IS THE PATH TOWARDS THE CONSTRUCTION OF A NEW PLATEAU OF ECONOMIC, ENVIRONMENTAL, SOCIAL, POLITICAL AND CULTURAL DEVELOPMENT.

# MANAGEMENT Excellence

*"The opportunity to contribute to improving the management of Volunteer Partners has allowed us to spend time with people who hold the ideal of working for a greater cause: volunteer work, capable of changing a human being's life. People who do transformative work, people who we at Falconi identify with and whose partnership has provided us with valuable life lessons."*

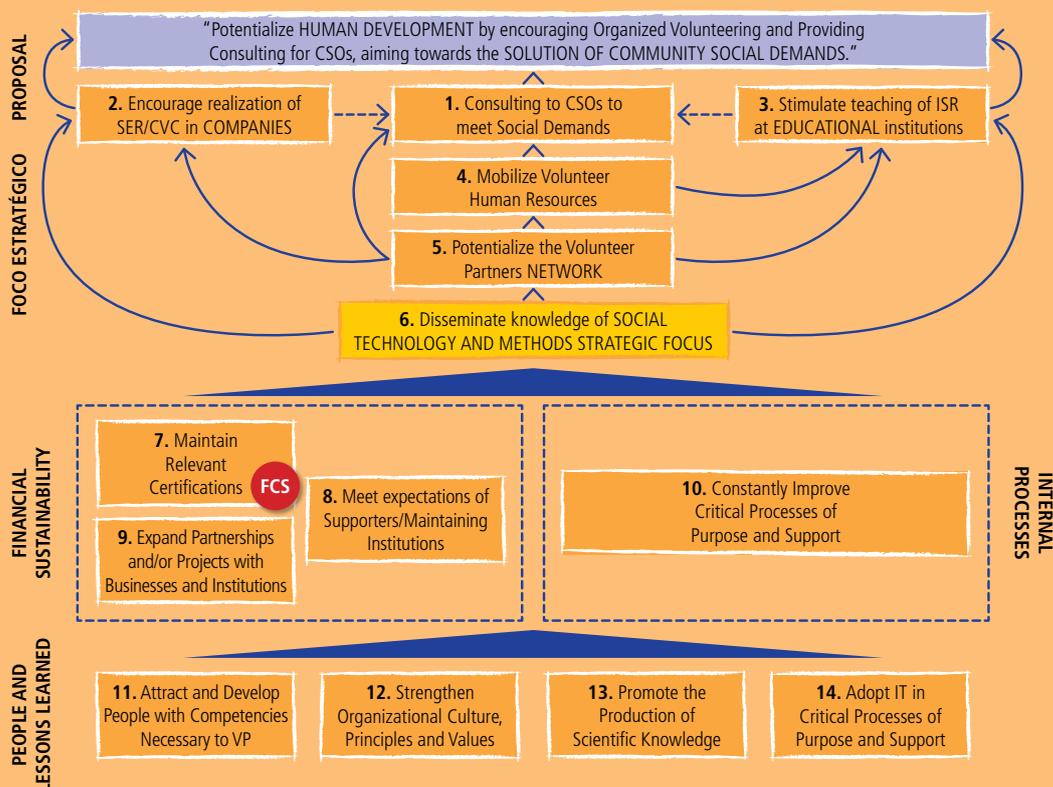
Anarita Buffé, volunteer consultant for the Management Excellence project

A better society is built by organizations with strong, efficient and transparent management. Therefore, social entities need to combine professionalism and idealism. This is why Volunteer Partners uses the latest instruments in the management of its activities. Since 2003, it has employed Balanced ScoreCard (BSC), a tool that facilitates monitoring of strategic objectives, goals, indicators and plans of action.

In a cumulative process, over the last 15 years, each learning stage has been the foundation for the following stage in management of the funds made available by the maintaining, supporting and sponsoring companies. There is an ongoing effort to train personnel, improve processes and ensure transparency in submission of accounts, in harmony with the legislation and government policy in the country.

In order to better integrate the Organization's different areas, the Committee of Volunteer Vice-Presidents was formed in 2010. Each is responsible for a field that corresponds to their specialty: Education, Communication and Marketing, Legal, Administrative-Financial, Information Technology and Network.

2012 was a milestone year in this journey, with the volunteer collaboration of **Falconi Consultores de Resultado** consulting firm. From February to November, the consultants conducted the Management Excellence Project, with the goal of assisting the staff at Volunteer Partners consolidate their Management System. The Project Management Office (EGP) was created and an organizational and process restructuring was executed. The Strategic Map shown below summarizes the results of the work.



# CONSULTING METHODS

Audience: CSOs





# EXPANSION of Institutional Focus

*Brazil has moved forward on the path of democratization and implanted new public policies for the Social Assistance Sector.*

As social organizations are recognized as carrying out activities that complement those of the State, their responsibility for their own acts and attitudes grows. In the social field, that means rethinking vocations, priorities and forms of intervention. That is what has happened with the NGO Volunteer Partners in recent years, in its process of institutional maturing, fruit of its experiences during close relationships with other NGOs.

In 2010, Volunteer Partners expanded its Mission, introducing the qualification of management processes at CSOs and the preparation of social leaders. Its main purpose came to be the dissemination, on a national scale, of the experience it acquired locally as an organization that potentializes human development, through consulting provided to social entities and co-creation of innovative projects.

## CERTIFIED FOR CONSULTING

Volunteer Partners is recognized and certified as a Consulting Entity in accordance with the National Social Assistance Policy (PNAS - Act no. 12.101/09) and Social Assistance Act (LOAS - Act no. 8.742/93), and is apt to provide technical and political

consulting to organizations, social movements and members of Social Assistance Boards that represent Brazilian civil society.

The Consulting Program, which is based on the organization's own systematic social technology and methods, offers training opportunities to charity and social assistance entities, by way of management training and leadership development. The activities are offered **at no cost** to organizations belonging to the Social Assistance Network, respecting their autonomy and the principle of guaranteed rights in participatory processes. It also performs consulting and organizes seminars, lectures and opportunities for public debates.

The innovative solutions for combating poverty expand citizen inclusion and foment production chains that generate new ventures and income for communities. The socialization of knowledge and experiences, combined with the opportunities for socio-professional and ethical-political training for community leaders and managers, make essential resources essential to the strengthening of social ties available. That is the basis for the growth of **Social Capital** and sustainable development, since the PNAS defines these entities as co-managers and co-responsible parties for guaranteeing social assistance rights.

# AN NGO PROVIDING consulting to other NGOs

10,606 certificates awarded in training courses from 2008 to 2012

According to the National Board of Social Assistance (CNAS), in its Resolution no. 16, May 5, 2010, entities qualified to provide Consulting are:

*"those that, in an ongoing, permanent and planned fashion, provide services and carry out programs or projects that are primarily concerned with strengthening social movements and user organizations, the training and education of leadership, aimed at the stakeholders of social assistance policy, under the terms of 1993's Act no. 8,742, and respecting the deliberations of CNAS."*

Currently, participation in the Third Sector represents 1.4% of Brazil's GDP, equivalent to BRL 32 billion. Worldwide, the volunteer work force has an estimated economic value of USD 1.3 trillion. Preparing people and organizations to professionally manage their resources and volunteers is essential to consolidating

and expanding the ties of trust and cooperation in the name of collective interests. It means casting a careful, attentive and responsible gaze at others.

Cooperation between people and organizations produces better forms of cohabitation and projects that contribute to the creation of local and regional hubs of economic, social, environmental, political and cultural development. In its articulation with the public and private sectors, Volunteer Partners adopts the perspective of **Creation of Shared Value**, which redefines the relationship between organizational performance and society, connecting economic results to community well-being.

The actions developed with entities of the Social Assistance Network aim to **potentiate their ability to meet social demands**. This is possible because the asset of 15 years of knowledge is made available through **Social Technology and Methods** that consist of customized training courses for CSOs, schools, businesses and communities.



*The Consulting Program offers opportunities for management training and leadership development to charity and social assistance entities.*

# Strengthening Third SECTOR LEADERSHIP

The Method directed at civil society organizations includes customized training, with modules that can be given in sequence or individually, according to need.

	COURSE	CLASS HOURS	OBJECTIVE
CSOs	Development of for Social Assistance Network Entities	72 h	Assist leaders from Civil Society Organizations develop competencies and skills in management, leadership, entrepreneurship and the formation of collaborative networks.
	Principles of Sustainable Social Management	64h	Strengthen Civil Society Organization management, aiming to ensure their sustainability and greater effectiveness for their processes.
	Development of Principles of Transparency and Submission of Accounts for Civil Society Organizations	100h	Train and advise Civil Society Organization managers in the Principles of Transparency and Submission of Accounts.
	Development of Resource Mobilization Projects	24h	Learn the method of elaborating Projects concerned with mobilizing resources.
	Construction of Social Project Indicators	8h	Prepare students to develop indicators in alignment with the Social Project's objectives.
	Volunteer Coordinator Training	12h	Train Volunteer Coordinators of Social Assistance Entities belonging to the network to manage volunteer human resources sent to their Organization in order to maximize their participation.
Companies	Education of In-Company Volunteer Committees	16h	Train participants of the Committee in volunteer concepts and methodology so they can introduce and place an Organized Volunteer Program into operation.

# STRATEGIC allies

More than adding resources, strategic allies are co-creators of initiatives. Through their credibility and state, national and international scope, they make it possible to significantly multiply social results and impacts.

## RIO GRANDE DO SUL STATE SECRETARY OF LABOR AND SOCIAL DEVELOPMENT



Since 2007, **Volunteer Partners** has been responsible for the **Principles for Sustainable Social Management** course, directed at managers and technicians of entities belonging to the **Social Partnership Network (SPN)**. This initiative by the Secretary, in strategic alliance with Third Sector institutions and companies, is based on the State

Program in Support of Social Promotion and Inclusion, known as the "Solidarity Act." The entities that apply for the grant and have their projects approved by the State Social Assistance Board (CEAS) receive training so as to better develop their projects.

In the SPN, which held its fourth edition in 2012, Volunteer Partners also coordinated the Elaboration of Projects and Social Networks Project and created the Social Development Integrated Network (RIDS) web portal.

## RESULTS FROM FOUR EDITIONS OF THE SOCIAL PARTNERSHIP NETWORK (2009-2012)

- 850 CSOs benefited
- 1,587 managers trained
- 64 class hours per participant

*Elaboration of projects, sustainability and social networks are the themes dealt with in the trainings for CSO managers*



## SEBRAE NACIONAL

Brazilian Micro and Small Business Support Service (SEBRAE) was the partner who, in

2009, sponsored the implantation of the **Management towards Sustainability: Leadership Development** course, developed by the NGO Volunteer Partners in the states of Rio Grande do Sul, Amazonas, Bahia, Rio de Janeiro and Mato Grosso do Sul.

- 350 CSOs benefited
- 750 managers trained
- 72 class hours per participant



## BID/FUMIN AND PETROBRAS



From 2008 to 2011, in collaboration with the Inter-American Development Bank Fund (BID/FUMIN), with the sponsorship of Petrobras and the participation of a Collaborative Network made up of individuals and institutions, Volunteer Partners carried out the **Development of Principles of Transparency and Submission of Accounts for Civil Society Organizations** Project. Recognizing the value of CSOs as social transformation agents, for its pilot stage, the project created methodology that improved the work being done by managers from 76 organizations in 21 cities across the state of Rio Grande do Sul.

### MAIN INDICATORS

- realization of projects
- introduction of new management tools
- attraction of partners and supporters
- implantation of financial control systems
- systematic release of submission of accounts
- approximation with society by way of media publications and social networks

The results achieved were recorded in the book *"ONG - Transparência como Fator Crítico de Sucesso"* (NGO - Transparency as a Factor Critical to Success, Editora Unisinos, 291 pages), written by volunteer president Maria Elena Pereira Johannpeter and historian Naida Menezes. The work, published in 2012, had a print-run of 1,000 copies, freely distributed to foundations, social organizations, governments, universities and companies sponsoring social projects.



Plurale magazine

Amanhã magazine

*"Companies want to know where the money invested in the Third Sector goes, if the community benefited evolved, if it was better served and if transformation occurred. Doing good is an investment and every investment needs a careful manager who knows how to submit accounts."*

Maria Elena Johannpeter, President of the NGO Volunteer Partners

*"We believe the effectiveness and sustainability of organizations does not depend exclusively on commitment to a cause and the untiring work of making it happen. It also depends on management capacity, organization, monitoring and evaluation of daily activities."*

Luciana Botafogo Brito, sector specialist at Inter-American Development Bank Fund

*"Petrobras is aware of the significance of the Transparency Project towards strengthening organized civil society to elaborate, execute and monitor public policies, for exercising social control and expanding participatory and democratic spaces, and it considers it to be of fundamental importance to record, promote and multiply this valuable initiative."*

Janice Dias, sector manager of Social Programs at Petrobras

# Side-by-Side WITH THE BOARDS

*Working together with the Boards, their Commissions and Forums is a way of contributing to elevating the degree of participation of social organizations in representative instances of Brazilian society.*

Social Assistance is recognized in Brazil as public policy, a citizen right and a responsibility of the State. The participatory processes foreseen by the National Social Assistance Policy (PNAS) are based on the action of the Social Assistance Boards, which are responsible for their formulation, management and social control. These are deliberative instances that are organized on a city and state level, in an ongoing nature and with equal composition by the government and civil society.

The City Social Assistance Boards (CMAS) are constituted by Regional Social Assistance Boards (CORAS) and act by neighborhood in each community. Thus, they develop decentralized forms of management to better monitor and evaluate social initiatives, as well as identify and trains leaders in the Social Assistance Network, composed of charity and social assistance entities.

In addition to the CMAS and Boards in Defense of the Rights of Children and Adolescents and the State Board for the Elderly, in each city and town the Volunteer Partners Network engages in dialogue and carries out joint actions with colleagues representing segments of the populations being served. This includes basic social protection, special protection and also the field of defending citizen rights.

A few examples of this line of action are the involvement of volunteers in the election process of the permanent Forum, which brings together members of the City Boards of Defense of the Rights of Children and Adolescents (COMDICAs), and the mobilization of the CSOs for the Seminar on Registration of Civil Society in the City Social Assistance Board. This meeting was held in Porto Alegre, together with CORAS-Centro, CMAS/POA, and received support from the Bank of Brazil and the Association of Parents, Friends and Persons with Disabilities (APABB). The Seminar provided managers of social entities with updated

information on social assistance services, projects, programs and benefits, according to National Social Assistance Policy (PNAS), in addition to important legal and accounting clarifications.

The NGO Volunteer Partners also seeks to meet the specific demands being raised by different Boards, by offering training courses, such as:

## PNAS TRAINING – NATIONAL SOCIAL ASSISTANCE POLICY

**OBJECTIVE:** promote information about PNAS, how it is organized and the agents involved, in addition to content of interest to CSOs.

## TRAINING IN PROJECT ELABORATION AND SOCIAL INDICATORS

**OBJECTIVE:** develop and systematize knowledge and techniques to identify needs, plan, elaborate, monitor, promote and evaluate social projects and, developing social indicators for the managers and technicians of social entities.



# COLLABORATIVE NETWORK

## Assists CSOs of Vila Cruzeiro

In Vila Cruzeiro do Sul community, in the city of Porto Alegre, Rio Grande do Sul, one of the Territórios da Paz (Peace Territories) that belongs to the Ministry of Justice's National Program for Public Safety through Citizenship (PRONASCI), the Regional Social Assistance Commission (CORAS) and the Fundação Pensamento Digital (Digital Thinking Foundation) identified the existence of significant social initiatives in the territory that had yet to be institutionalized.

In order to help them overcome difficulties in formalization, a collaborative network was created. The infrastructure is supplied by the Digital Thinking Foundation and volunteer social assistants work as facilitators. CORAS and CMAS, partners in the project, collaborate by mobilizing leaders from social initiatives, while Volunteer Partners articulates the network and makes trainings available, including those on the National Social Assistance Policy. The project also includes participation by volunteer professors and students from the Rio Grande do Sul School of Development (FADERGS), an institution that encourages students in the fields of Law, Economics and Accounting to become involved in social causes, especially processes of regularization, registration and management of CSOs. The end purpose is for them to become multipliers and be able to help more CSOs in other communities.

*"I had a very narrow idea of what social assistance was all about. The Volunteer Partners courses improved my understanding of what I've been doing. The material makes things clear and we discuss what we're learning."*

Malvina Beatriz Souza, council member with CORAS, president of the Vila Cruzeiro Residents Association and member of Women of the Vila Solidarity Association.

*"We'd been working for 15 years but had neither a statute nor any documentation. Now we're seeing things we didn't know about and many questions are being answered."*

Idiacui de Lima Soares, dance teacher at As Nzinga social project, which promotes social initiatives in Vila Cruzeiro.



The experience in Vila Cruzeiro serves as a reference point for the work the ONG Volunteer Partners is beginning in the "pacified" communities of Rio de Janeiro.

# BUSINESSES

## creating Shared Value

According to North American consultants Michael Porter and Mark Kramer, one of the most powerful forces for world economic growth is the generation of Shared Value, in other words, the generation of economic value through the creation of social value, which results in superior forms of collaboration between businesses, the government and NGOs.

Businesses of all sizes – micro, small, medium and large - have the potential of becoming strategic allies in actions concerned with strengthening social capital in regions where they operate, in this way contributing to positive transformation of local economies and production structures. In order to assist them in identifying related needs and opportunities and to organize their own organized volunteer programs, the NGO Volunteer Partners offers training courses, tools and indicators adapted to their reality, which train the managers and employees responsible for implementing social projects and programs in the corporate realm.

One of the methods aims at creating an **In-Company Volunteering Committee**, a multi-sector work group made up of employees recommended by the executive board or chosen by their own department to lead corporate social responsibility initiatives. The

committee training results in optimization of human resources, materials and technology, as well as in the expansion of knowledge and services that are made available, by the company and its employees that want to be volunteers, for the benefited communities.

For example, the Gerdau Group maintains active In-Company Committees, trained in the method, which mobilize thousands of volunteers all across Brazil in the regions where they have production units. The committee at SLC Group was given the training, as were Bannisul and ThyssenKrup Elevadores, which have received consulting from the NGO Volunteer Partners both in Porto Alegre and Novo Hamburgo. Continuing the same work, next year the company will be introducing committees in the cities of Belo Horizonte and Brasília.

### TRAINING OF IN-COMPANY VOLUNTEER COMMITTEES

**CLASS HOURS :** 16 hours

**OBJECTIVE:** Train participants of the Committee in volunteer concepts and methodology so they can introduce and place an In-Company Organized Volunteer Program into operation.



Photo: ThyssenKrupp Committee

*The NGO Volunteer Partners assists ThyssenKrupp business units introduce In-Company Volunteer Program*

# SOCIAL TECHNOLOGY

Audience: Educational Institutions



# YOUTH ARE the present

The two certified social technology methods encourage educators and youths to participate in the lives of their communities creatively and in solidarity

Over 1.2 billion adolescents around the world are currently experiencing the moment of transitioning from childhood to adulthood. Nine out of ten of them face the challenges of the developing world, according to UNICEF (2011 State of the World's Children Report). The NGO Volunteer Partners directs its two Social Technologies from this perspective.

The method Educator Training towards Social Participation and Youth Mobilization, certified by the Bank of Brazil Foundation as Social Technology, has its principles and objectives systematized in the Guide to Youth Action and Social Participation. Based on a study carried out by the Federal University of Rio Grande do Sul's University-School Integration Group and School of the Extension Study Program (NIUE/UFRGS, 2004-2005), to give youths an opportunity to find their voice, learn their

opinions, experiences and expectations, the Guide to Youth Actions proposes a "way of thinking and doing" education that considers them as persons capable of action and the autonomy to actively participate in social life, in solidarity, promoting peace and expanding dialogue among themselves, with their communities and the world.

## TRAINING OF EDUCATORS IN SOLIDARITY SOCIAL PARTICIPATION AND YOUTH MOBILIZATION

**CLASS HOURS:** 60 hours

**OBJECTIVE:** Train educators for volunteer and solidarity social participation, aiming towards training young people as mobilizing and articulating agents, and towards their integration with the school/community based on Individual Social Responsibility (ISR).

In 40 hours of in-class and 20 hours of distance learning, concepts of subjectivity, socialization and knowledge are considered, founded on a theoretical referential on youth, volunteering and solidarity social participation. The dynamics, consolidated in the Guide to Youth Action, are in harmony with the National Curricular Directives and seek to cultivate in young people the values that lead to active participation in the solution of social problems, compatible with that stage of life.

*Creating, planning and working in teams are attitudes that create the foundation for the actions done by the youths*



When educators are capable of proposing and developing practices that recognize young people as protagonists and when the school offers an environment propitious for their interactions and towards volunteering and solidarity social participation, the following can be seen:

- paradigm breaking towards a new way of thinking and acting;
- a revision of the educational practices and proposals traditionally carried out;
- recognition of the possibilities of development of the National Curricular Directives towards preparation of young people for conscious, responsible citizenship;
- introduction of actions to complement current educational proposals;
- opening of the school to greater interaction with the members of the community it belongs to.

## TEACHERS MURAL

"Participating in this course allowed me to expand my knowledge to improve my integration of youth experience to school culture and society." I had the opportunity to learn about works of significant involvement with the community."

Fátima Kraemer Stone, Uruguaiana/RS



"The partnership and volunteering offer an opportunity for the young people and ourselves to act, in both our own benefit and that of others, through love."

Cátia Maria Granado Oliveira, Montenegro/RS

"Excellent opportunity for sharing experiences and learning. I will take it back with me to share with my teaching peers and students."

Laline Aparecido Rosa Batista, Sapucaia do Sul/RS

"I reaffirmed my belief that young people have much to contribute and discovered in my project that young children have much greater sensitivity and attitudes than I imagined."

Cybele de Souza Neubert Paixão Côrtes, Rio Grande/RS



# TRIBES ON TRACK

## Towards Citizenship initiative



In ten years, the Tribes on Track towards Citizenship initiative has led to greater mobilization and social

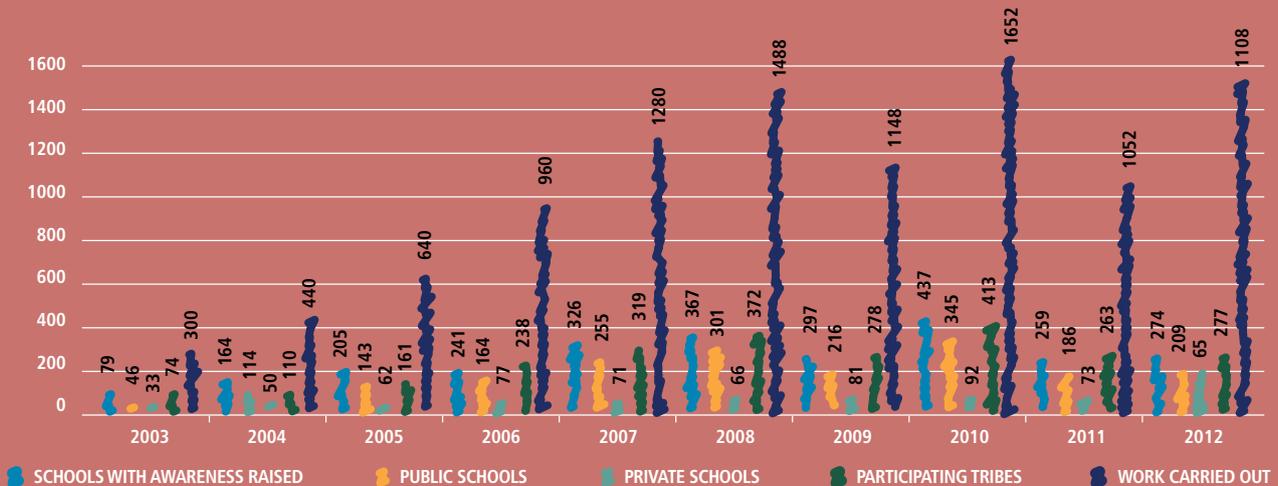
participation of Brazilian children and adolescent volunteers. In 2011, it was certified as a Social Technology and received an award from the Bank of Brazil Foundation in recognition of the results it has achieved.

This Social Technology encourages young people to “get their hands dirty” as they form their own TRIBES and choose a TRACK (Environment, Education for Peace or Culture). They carry out diagnostics of their locations and develop projects to solve the problem they identify. They seek out partnerships, implant the project, evaluate it and publish the results. In this way, they create new forms of ethical and social cohabitation (CITIZENSHIP) at school and away, becoming the protagonists of actions that contribute to improving living conditions in their communities. In addition, they exercise their individual social responsibility, cultivating human values and a sense of solidarity, and have a positive influence on family members and friends, promoting family/school/community interaction.



Promotional material produced by the Bank of Brazil Foundation, which awarded the Tribes on Track towards Citizenship Initiative the 2011 Social Technology Award

### RESULTS OF TRIBES ON TRACK TOWARDS CITIZENSHIP INITIATIVE OVER THE LAST DECADE



RS TEACHING INSTITUTIONS

# STRENGTH to the "bridge-youth"

## TRIBOS NAS TRILHAS DA CIDADANIA

People who act in favor of collective interests, who see themselves as being responsible for building a better society, believe in their own potential and have a positive influence on others. These are the "bridge-youth" revealed in *O Sonho Brasileiro* (The Brazilian Dream), a study about Brazil and the future from the perspective of 18 to 24 year olds, carried out by Box research firm ([www.ohonhobrasileiro.com.br](http://www.ohonhobrasileiro.com.br)). According to the study, one in twelve young Brazilians can be attributed the "bridge" profile, which translates to approximately two million people.

In order to inspire and support the youths who demonstrate a desire to become engaged in and lead solidarity initiatives, the NGO Volunteer Partners created a training module called Developing

Young Tribespeople. The content includes interpersonal and intergroup processes, volunteering, social entrepreneurship, mobilization, project planning and evaluation, with the aim of developing skills that support youth understanding of how they can participate with their attitudes and work in favor of the common good.

### DEVELOPMENT OF YOUTH LEADERSHIP

CLASS HOURS: 16 hours

OBJECTIVE: Train young people to improve their activities in the Tribes on Track towards Citizenship Initiative, through concepts and experimentation with innovative methods.

This youth protagonism leads to self development, a pro-active attitude, leadership and creativity. It strengthens their self esteem, self confidence and teaches them how to work in teams. In addition, it gives youths the opportunity to learn and create, introduce and monitor their projects, preparing them for a pro-active life.



## WORDS FROM THE TRIBE!

"For me, the training was a unique moment, it develops, teaches and instructs. It requires attention, which I wasn't good at, but the training was calling me back into the group at every turn."

Marcelo Rodrigues Júnior, Cachoeirinha/RS

"The entire content was amazing, I have no words to describe it. It gave us more confidence and courage to struggle for a better world, as well as being very touching emotionally."

Rochele Viviane de Oliveira, Gramado/RS

"I learned how to lead, to place more value on my life and my family members, as well as to be more humble, not wanting to show off so much.

I learned that each Tribe has its own strengths and weaknesses, opportunities and threats.

I liked the speakers, the games and the group work."

Mateus Tenedini, Carlos Barbosa/RS

# On Track towards Citizenship AND GROWING TOGETHER



The Regional Forums, an integral part of the TRIBES Social Technology, are the time for presenting projects, actions and collective learning. They are also opportunities for the youths to learn new ideas, develop skills and take part in workshops and lectures on themes of their choice. The seven Regional Tribal Forums of 2012 are just a small sample of the initiatives the Tribespeople have been engaging in with their communities.

## HORTÊNSIAS REGION

Social responsibility and environmental preservation are the center of attention for the Tribespeople from the cities of Gramado and Rolante, who gathered at Clube Recreio Gramadense. In the project Amigos do Meio Ambiente (Friends of the Environment), youths from the Sagrada Família school conducted a study about the local situation, including data research and interviews with locals, visits to local waste collection facilities and participation in lectures on the subject. They discovered the art of recycling and transformation and started an initiative to encourage people to recycle their home cooking oil. They made toys from recyclable materials and created an educational mural presenting suggestions to reduce the amount of garbage produced at their school. In addition to lessons on waste sorting, the Tribespeople dedicated themselves to planting riparian forests and created a school garden. The mobilization involved colleagues, friends, family members, city government agencies and the local press.

REGION – Host City	Nº of participants
HORTÊNSIAS – Gramado	150
METROPOLITAN – Cachoeirinha	600
NORTHWEST/PRODUCTION – Condor	300
HIGHLANDS – Caxias do Sul	300
SOUTH – Bagé	500
SINOS RIVER VALLEY – Portão	600
PARDO RIVER/CENTRAL – Teutônia	500

*"I take part in the TRIBES because I like helping others make a difference. Being young means having that gleam in your eyes and a dance in your soul."*  
Andrielle, 7<sup>th</sup> grade tribe member from Alcides Maia school, in Dom Pedrito/RS



Close to 150 Tribespeople gathered at Clube Recreio in the city of Gramado to get to know each other and share experiences

## SOUTHERN REGION

Health, peace and respect for differences. This is what the Tribespeople of Bagé and Dom Pedrito are working towards and their youth mobilizations have been growing. In Dom Pedrito, the Tribes Initiative began with one school in 2010 and by 2012 it already involved six schools. In both cities, the Tribespeople developed integration projects with youths from the Association of Parents and Friends of Disabled Individuals (APAE), who also participated in the Regional Forum with great joy, presenting dance numbers. Activities like fund raising for the Women’s League to Fight Cancer and peace walks raised awareness in their communities and involved the participation of local city governments, by way of municipal secretaries that provide support for Tribe initiatives year round.



*Respect for diversity, health, peace and culture mobilize young people in Southern Rio Grande do Sul*

*In the Metropolitan Region, creation of “solidarity notebooks,” environmental campaign, and artistic manifestations*

## NORTHWEST/PRODUCTION REGION

The city of Condor hosted the Regional Forum, which brought local tribespeople together with others from Frederico Westphalen, Marau, Santo Ângelo and Panambi. The organization of the event involved the entire city and received full support from the school network, City Hall and partnering entities.

Healthcare, child education and youth socialization were the main themes of the presentations given by Tribespeople. Students from Bruno Laux school documented the gathering in a video, practicing their communication skills.

## METROPOLITAN AREA

In Cachoeirinha, the Tribespeople promoted the campaign “Cleaner City, Happy Environment.” They came up with *slogans* to mobilize the community, organized a group garbage collection effort and presented waste bags for drivers at traffic lights and parking lots. In the letter of intention they presented to local authorities, they stated: “We all belong to an environmental web. Our planet, our city needs us. If we don’t care for Nature, which protects us, or for the city where we live, we will be negatively affecting ourselves.”

In Alvorada, the *Tribo Gentil* (Gentle Tribe) reduced the number of recess time accidents after beginning recreation with the young kids. Antonio de Godoy Tribe chose to bring affection to the elderly in visits to the nursing home and organized a talent show with their schoolmates. The *Construindo Caminhos* (Creating the Path) tribe organized a march during Environmental Week and took part in a workshop on water preservation and carried out a cleanup of the city’s park.

In Porto Alegre, “Peace in the Stadiums” was the subject of a campaign organized by Tribespeople from *Projeto Pescar* (literally, “fishing project”). at São Judas Tadeu school, the creativity of the youths resulted in the fabrication of notebooks with educational messages, distributed to social entities where volunteers worked or awarded in exchange for non-perishable food items to the school community. Armazém das Cópias copy shop supported the proposal and assumed responsibility for binding the pages collected by the school.



## SINOS RIVER VALLEY REGION

The six months of preparation as a group ensured a meeting that was full of joy and meaning for the region's youth who gathered at Lothar Kern Activity Center, in Portão. In the city of Canoas, there are 16 schools with active Tribes. Among the experiences discussed at the Forum, highlights include actions to revitalize the school environment, projects to make toys out of recyclable materials, the planting of home and school gardens, creation of educational plays, actions in favor of traffic safety and peace, the organization of reading rooms and campaigns in favor of healthier diets. Dance and music are other ways the Tribespeople expressed their skills and talents.



The cause of protecting animal rights incited the enthusiasm of Tribespeople from Sapucaia do Sul/RS

## TAQUARI VALLEY/PARDO RIVER/ CENTRAL REGION

Socio-environmental initiatives are among the favorites of Tribespeople who gathered at the Teutônia Forum. In Arroio do Meio, the *Quatro Folhas* (Four Leaf) tribe, made up of students from Bom Jesus school, developed an inspiring school garden project. Their research stage included speeches by specialists, visits to ecological gardens and flower farms. Without the use of pesticides, in a short time tomatoes, bell peppers, radishes, beets, cabbage and lettuce were sprouting up. They built a protective fence with empty PET bottles around the beds. For the Forum, the Tribe invited biologist Kátia Viviane Gonçalves, who has a masters in Ecology from UNIVATES, to discuss the theme "In Search of Sustainability." At the end of the gathering, they all celebrated with presentations of *capoeira* and a concert.

## HIGHLANDS REGION

Moved and indignant about the mistreatment of animals, youths from Apoema Tribe, from São Marcos, reported on their experience at the Regional Forum of Caxias do Sul. The tribespeople contacted a local institution dedicated to the protection of dogs and cats and started a campaign to collect animal food and money to spay females. After conducting in-depth research on the subject, with the support of biology professors, they drew up pamphlets with guidelines on caring for animal health and diets and distributed them to the community. Word of the mobilization reached the local radio station and the Tribe was given air time to give their message.



The "Four Leaf" tribe from Arroio do Meio/RS and the pesticide-free school garden



photo: Felipe Postinger

*In Mozambique, Africa, tribe member Felipe Postinger helped local volunteers, working with children in socially vulnerable communities*

## PRATA DA CASA

The Digital Inclusion Tribe, consisting of students from Reinaldo Cherubini State Primary School in the city of Nova Prata, discovered they had many colleagues, school employees and family members who lacked basic computer skills. To change this, they created a training project with volunteers to teach basic computer knowledge to primary students and other people from the community who signed up for the workshops.

Nova Prata has a well mobilized and active group of young volunteers, and they have also carried out campaigns on peace and transit safety that attracted media attention.



## CHILDREN'S TRIBES ALSO WANT TO PARTICIPATE!

The Tribes Action awakens the volunteer spirit in people of all ages, in families, in schools, neighborhoods and the city. Children aged three to six understand the importance of working towards a better world and want to take part in this movement with small gestures. Inspired by the Tribal Forums, groups of "Children's Tribes" met at the Forums for Kids, like those that have been organized by units of the Volunteer Partners Network in Gramado, Nova Prata and Sapucaia do Sul. In November, Pica-Pau City Children's School in the city of Porto Alegre promoted its first Tribal Forum for Kids, inviting young tribespeople, teachers, parents and volunteer workshop educators to share their experiences with the little ones.

## INTERNATIONAL VOLUNTEER

Felipe Postinger began volunteering in his hometown of Garibaldi, in Rio Grande do Sul's highland region. He was a Tribe member at Atílio Tosin school, where he helped students in the computer lab. Afterwards, he travelled to South Africa as an international volunteer and worked at putting together a school library, cataloguing 6,000 books received in donations. With this exceptional human relations experience under his belt, he returned to Brazil and began promoting his experience to other young people in the cities of Garibaldi and Bento Gonçalves. He touched many people's hearts as he told about his African experiences. At the beginning of 2013, Felipe went on another trip, this time to Japan. From there, he should continue on to the United States. He appears to have defined his track: world citizen volunteer.

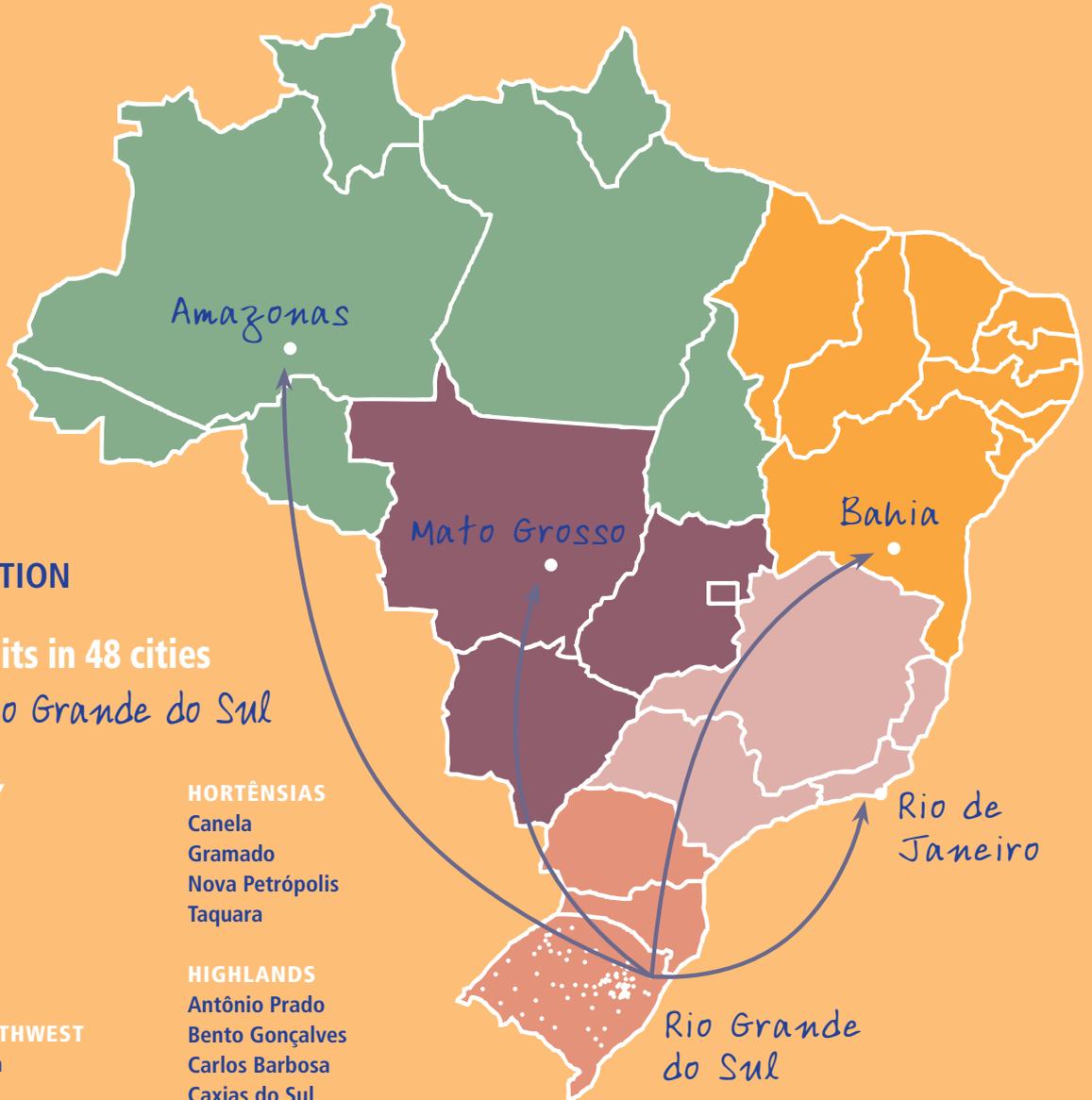


## "CÃOMINHADA" (WALK FOR DOGS) IN SAPUCAIA DO SUL

Enthusiastic about the idea of defending animal rights and ready

to raise the population's awareness about responsible pet adoption, youths from the Benjamin Tribe organized the 1<sup>st</sup> Sapucaia do Sul CÃOminhada (Walk for Dogs), which mobilized five other tribes. Children, adolescents, teachers and other friends of the cause gathered at General Freitas Plaza and made their way along city streets to the Esplanade. The initiative was supported by the 33rd Police Battalion of Sapucaia do Sul, who accompanied them the whole way to ensure the safety of the marchers. The Tribe has been doing its work for nine years now in Sapucaia do Sul, in an alliance with the City Board in Defense of the Rights of Children and Adolescents (COMDICA), the Commercial and Industrial Association (ACIS) and the maintaining companies of the Volunteer Partners unit.

Where we are



**REGIONALIZATION**

51 units in 48 cities  
across Rio Grande do Sul

**SINOS RIVER VALLEY**

- Canoas
- Esteio
- Portão
- São Leopoldo
- Sapucaia do Sul
- Sapiranga

**PRODUCTION/NORTHWEST**

- Frederico Westphalen
- Ijuí
- Marau
- Panambi
- Santa Rosa
- Santo Ângelo

**METROPOLITAN/COAST**

- Alvorada
- Cachoeirinha
- Gravataí
- Osório
- Porto Alegre
- São Jerônimo
- Viamão
- Charqueadas

**HORTÊNSIAS**

- Canela
- Gramado
- Nova Petrópolis
- Taquara

**HIGHLANDS**

- Antônio Prado
- Bento Gonçalves
- Carlos Barbosa
- Caxias do Sul
- Garibaldi
- Nova Prata
- São Marcos
- Vacaria

**FRONTIER**

- Alegrete
- Quaraí
- Santiago (URI)
- São Borja
- Uruguaiana

**SOUTH**

- Bagé
- Dom Pedrito
- Pelotas
- Rio Grande

**TAQUARI/PARDO RIVER/  
CENTRAL**

- Arroio do Meio
- Cachoeira do Sul
- Encantado
- Lajeado
- Santa Cruz do Sul
- Santa Maria
- Teutônia

# A contagious MOBILIZATION

The Methods and Social Technology made available by Volunteer Partners to volunteers and consulting to social organizations, schools and businesses are multiplied by way of **Volunteer Partners Network**.

According to a holistic paradigm, which conceives the world as an integrated whole and recognizes the interdependence of all its parts, individuals and that societies are immersed in cyclical processes on which they are dependent. The web of life consists of networks within networks, according to Fritjof Capra. For him, working in networks to solve interconnected problems leads us to look ahead and be responsible for future generations.

## MAIN VOLUNTEER PARTNERS NETWORK INDICATORS

	CUMULATIVE TO DEC/2012
Mobilized Volunteers	391,609
Mobilized Schools	2,009
Mobilized Businesses	2,542
Civil Society Organizations with Agreements	2,774
Mobilized Cities	48
People benefited (approximate)	1,565,000

"In Nature, there is no 'above' or 'below,' and there are no hierarchies. There are only webs within webs."

Fritjof Capra, in "The Web of Life"

*Lectures directed at business and community leaders are part of the strategy to encourage Individual and Business Social Responsibility initiatives.*

## LOCAL LEADERS

Having as its base the systemic vision of social relations, the mobilization of local leaders was the strategic path adopted to develop the Volunteer Partners Network. Through approximation with entities with a high ability for articulation, both entrepreneurial and schools, universities and in the community, it became possible raise awareness and engage people and institutions to participate in social mobilizations.

The leaders and entrepreneurs who embraced the cause lend credibility, legitimacy and public recognition to the collective action. In this process, the Rio Grande do Sul Federation of Commercial and Services Associations (FEDERASUL), the RS Trade Federation (Fecomércio), and the Federation of Industries of the State of Rio Grande do Sul (FIERGS), having as their representatives and local executors the Trade, Industrial and Services Associations (ACIs) and the Chambers of Storeowner Directors (CDLs), contribute, in a decisive way, to its capillarity and ability to gather business leaders from every region.

Meetings, speeches to entrepreneurs and participation in the entrepreneurial associative entities' events are ways of maintaining synergy and bringing new partners to this group. The three Federations are founders and maintainers of the NGO Volunteer Partners.



## STATE LEADERSHIP COMMITTEE

The Committee, of an operational nature, was created strategically with the goal of stimulating active participation of business owners, founding its work on the belief that Business Social Responsibility (BSR) needs to be strongly perceived as a competitive advantage that adds value to a company's brand. In this sense, the partnership with FEDERASUL is ideal because it places Volunteer Partners on its institutional agenda. At all of its regional gatherings, a parallel agenda on BRS is organized. This is what happened at the **VI International Gathering of Industrial and Trade Associations (ACIs)**, in the city of Santana do Livramento/RS. With the support of FEDERASUL, the experience of **Volunteer Partners Network** was presented in an outstanding manner by representatives from the Sapucaia do Sul unit.



*COMEL members are business leaders in their cities and work to expand everyone's participation in the social field*

## A FEW WORDS FROM COMEL MEMBERS:

*"COMEL members are like the NGO Volunteer Partners' "ambassadors." It is the Committee's responsibility to receive information and demands from the Network, test them and multiply them to strengthen the Business Social Responsibility movement in Rio Grande do Sul."*

Hermes Gazzola, COMEL coordinator,  
volunteer vice-president of relations  
for the NGO Volunteer Partners.

*"Everybody involved wins. We will now have more instruments for developing and prospecting supporters of this work."*

Celso Kassick, social director of the CDL  
in Charqueadas/São Jerônimo

*"This work will serve to guide the coordinators of the units, regardless of how long they've been working with Volunteer Partners."*

Rogério Daniel da Silva,  
director of Social Responsibility  
at the ACI in São Leopoldo

*"Our work can only improve, because wherever FEDERASUL holds its regional gatherings, there will be room for Volunteer Partners to present our experiences and projects."*

José Carlos Groth, vice-president of  
Social Responsibility of the Trade and Industry  
Association (ACI) of Sapucaia do Sul

# Trainings for **OUR NETWORK**

## STATE MEETING

The 51 coordinatorships from the units of the Volunteer Partners Network are key collaborators in the dialogue with all segments of their cities, both with the social organizations and businesses, teaching institutions, government agencies and representative boards from the fields of social assistance, defense of rights and education - an essential factor in assuring the performance and success of its initiatives and activities.

The Network's State Gathering is a time for sharing experiences, knowledge, best practices and also common challenges. In this way, it makes learning and a broad view of the social web that has been developed possible. The schedule is planned by all the members, in such a way as to create opportunities to strengthen relations and reinforce ties with the Network, contributing towards a continuance of the work with growing levels of quality.

Over the past 15 years, everyone who has had this experience has made their personal contribution to building the Network and will be remembered with great care and gratitude.

## REGIONAL TRAININGS

As a strategy to strengthen, integrate and provide ongoing training to the coordinatorships of the network, regional trainings are provided. In each region, a subject of common interest is identified and an event to discuss it with volunteer consultants is organized. This format for the gatherings values each unit's autonomy so they can work in accordance with their needs. Over the course of this year, five trainings were held, gathering a total of 124 participants:

**Sinos River Valley Region** >> How to increase CSO potential  
Partner: São Leopoldo ACI

**Metropolitan Region** >> Negotiation  
Partner: Faculdades QI, Porto Alegre

**Highlands Region** >> Leadership  
Partner: Universidade de Caxias do Sul (UCS)

**Taquari/Pardo River Region** >> Connective Intelligence  
Partner: Lajeado ACI

**Hortênsias Region** >> The Attitude Equation  
Partner: Gramado Cultural Center



*Coordinators from the Volunteer Partners Network units at the 25th State Gathering in Porto Alegre: strength in unity!*

# STOP & THINK

## International Seminar

What kind of Human Being do we want for the 21<sup>st</sup> century?  
Is the future of Human BEING to be more human?  
Who is responsible for a better future? Everyone or each one?  
What role does Social Capital play in this context?



The NGO Volunteer Partners has taken part in national and international discussions that provide structure and grant legitimacy to our society's movements. As an attentive participant,

it took note of the growing distance in the debates - be they academic, political or entrepreneurial - from reflections on behaviors that lead to a world of solidarity, sustained by ethical principals concerned with the common good.

In order to deepen the discussion on these themes, every two years Volunteer Partners, in a joint effort with the General Consul of the United States in São Paulo, gathers national and international specialists from a variety of areas of knowledge for the **International Stop & Think Seminar**.

*An audience of nearly 1,500 people packed the theater at Bourbon Country shopping mall in Porto Alegre/RS, for the sixth edition of Stop & Think*



*Michael Woolcock, from the World Bank, professor of Public Policy at John F. Kennedy School of Government, Harvard, USA*



*Michael Woolcock, Terezinha Rios, Lester Salamon and Hemerson Luiz Pase, speakers at the 2012 conference, with president Maria Elena Pereira Johannpeter*



# Main themes and speakers for all six editions of the International Stop & Think Seminar - 2002 to 2012

## 2002 – Perspectives on the third sector's role in the new society

- Lester Salamon (USA)
- Olga Toro (Colombia)
- Padre Aloysio Bohnen (Brazil)
- Jayme Sirotsky (Brazil)
- Jorge Gerdau Johannpeter (Brazil)
- Norberto Francisco Rauch (Brazil)
- Gilberto Dimenstein (Brazil)
- Marcelo Rech (Brazil)

## 2004 – Social capital's participation in building a better future

- John Renesch (USA)
- Charo Méndez (Venezuela)
- Renato Raul Boschi (Brazil)
- Maria Celina Soares D'Araujo (Brazil)
- Jorge Gerdau Johannpeter (Brazil)
- Márcio Simeone Henriques (Brazil)

## 2006 – The future of human being is to become increasingly human

- Humberto Maturana (Chile)
- Ximena Paz D'Ávila Yáñez (Chile)
- Ronald E. Fry (USA)
- Terezinha Rios (Brazil)

## 2008 – The future of the human being from a quantum physics perspective

- Don Beck (USA)
- Amit Goswami (India)
- Uma Krishnamurthy Goswami (India)
- Moacir Costa de Araújo Lima (Brazil)
- Laís Wollner (Brazil)

## 2010 – The future of the human being is to be present

- Ana Stetsenko (USA)
- Bernd Fichtner (Germany)
- Noemi Paymal (France)
- Osmar Terra (Brazil)
- Maria Dolores Fortes Alves (Brazil)

## 2012 – Social capital as the basis for building economic capital and regional development

- Lester Salamon (USA)
- Michael Woolcock (USA)
- Terezinha Rios (Brazil)
- Hemerson Luiz Pase (Brazil)

All editions of the International Stop & Think Seminars are fully available at [www.parceirosvoluntarios.org.br](http://www.parceirosvoluntarios.org.br)

### SPONSORS



### SUPPORTERS



### REALIZATION



# MEDIA: 15 YEARS together for social mobilization

From January to December of 2012, spontaneous media on Volunteer Partners Network in Rio Grande do Sul was worth **BRL 2,340,497.00**, with a total 781 mentions in newspapers, on the radio, TV and websites. \*

A significant part of the public recognition the NGO Volunteer Partners has received over its 15 year history is due to support from media outlets. Newspapers, magazines, TV and radio networks, web portals, websites and social networks contribute to social mobilization and provide an important service to their communities. Thank you, partners!

In the print media, the space contributed was 14,819 cm/col. This is an inestimable contribution to the cause.



\* Information from CWA - volunteer company.

# ESTABLISHING cooperative ties

The presence of the NGO Volunteer Partners at events, in Brazil and abroad, is a strategy to establish cooperative ties, sharing information and lessons learned.

## NATIONAL CONSOCIAL CONFERENCE



Support to the General-Comptroller of the Union in Rio Grande do Sul (CGU-RS) in the preparatory stage for the 1<sup>st</sup> National

Conference - ConSocial, an event promoted in Porto Alegre. The conference was attended by representatives from government, civil society and public policy boards, and its objective was to think about and establish directives to promote transparency and social control in Brazil. The proposals resulting from the gathering were presented to the National Executive-Coordination, responsible for its consolidation at the National Stage held in Brasília.

## PUBLIC HEARING ON CHILD EDUCATION

The Rio Grande do Sul State Court of Auditors (TCE-RS) held the public hearing "Child Education - Evaluation and Perspective," bringing together authorities and specialists on the theme. Since 2008, the TCE-RS has included evaluations of the status of child education in municipalities as a mandatory item on their audit, and seek to mobilize society around the objective to ensure the fundamental right to quality child education.

## PERSPECTIVES FOR A NATIONAL VOLUNTEER SYSTEM

The Federal Government, by way of the Secretary of Human Rights of the Presidency of the Republic and the Ministry of Foreign Relations, with support from United Nations Volunteers

(UNV) and the United Nations Development Program (UNDP) promoted the seminar "Perspectives on a National Volunteer System," at Itamaraty Palace in Rio de Janeiro. The NGO Volunteer Partners participated in debates on the creation of the System, which will make it possible to register, train and monitor active volunteers in Brazil and mobilize them quickly during emergencies.

## XI IBERO-AMERICAN CIVIL SOCIETY GATHERING

Organized and promoted by the Centro Español de Fundaciones, a traditional forum that gathers leading Third Sector organizations, the Ibero-American Gathering was held in Madrid, Spain. Sponsored by Fundación ONCE, it created the opportunity to hold discussions on the possibilities for civil societies in each country to take part in organizing initiatives that transform them into the protagonists of change.



*Presentation of the NGO Volunteer Partners in Madrid, Spain.*



## SPEECH AT FEDERASUL

“Social capital as the basis for economic development”, was the subject of a speech given by volunteer president Maria Elena Pereira Johannpeter at the now traditional luncheon-meeting of FEDERASUL, to an audience consisting of business leaders, directors of government institutions and managers of non-governmental organizations.



## DIGITAL CONNECTION

Microsoft’s global initiative, known as NGO Connection Day, in partnership with ATN / TechSoup

Brasil, gathers non-governmental organizations together for local meetings. The event proposes strategies so CSOs can learn about the possibilities for using technology to achieve their mission, improving the services they provide their end users. In Porto Alegre, Microsoft, the Information and Business Telecenter Association (ATN), the Maurício Sirotsky Sobrinho Foundation and Volunteer Partners joined forces to promote the meeting “Digital Connection - Sustainability and Income Generation in Alliance with New Technology.”



## BOOK FAIR

At the 59<sup>th</sup> edition of the Porto Alegre Book Fair, one of Latin America’s most important cultural events, Volunteer Partners repeated the “Mountain of Knowledge” action, in partnership with the FIERGS Book Bank and the Rio Grande do Sul Chamber of the Book. At the end of the fair, the “mountain” had amassed 11,000 books donated by the community.



*Digital Connection: new technology at the service of NGOs*

## NGO BRAZIL SEMINAR

Held in São Paulo, with the participation of nearly 500 social organizations from all across Brazil. In addition to the speeches that were free and open to the public, workshops and cultural presentations were also part of this important four day event.

# SHARED recognition

We belong to a giant network of cooperation and solidarity and share in all of the victories that give us great satisfaction and motivate us to continue. We would like to offer our humble thanks for the honors we have received over the past 15 years. They are important because they represent everyone's unity in favor of strengthening our nation's social capital.



Volunteer Photographer: Fabiano Riffatti

# FINANCIAL Statements

We hereby present, for your knowledge the Financial Statement of the NGO Volunteer Partners regarding the periods ending on December 31, 2012 and 2011, in a summarized format.

The complete Financial Statement is available at the website: [www.parceirosvoluntarios.org.br](http://www.parceirosvoluntarios.org.br) and this includes all required Statements, Accounting Policies and Explanatory Notes. These Financial Statements were audited voluntarily by PricewaterhouseCoopers Auditores Independentes, which issued their expert opinion without reservations on February 4, 2013.

## Balance Sheets as of December 31 (In BRL)

Asset	2012	2011	Liabilities and Owners' Equity	2012	2011
<b>Circulating</b>			<b>Circulating</b>		
Cash and cash equivalents (Note 3)	1.848.140	1.619.397	Suppliers	10.454	4.015
Other credits (Note 4)	90.900	43.266	Salaries and social charges	59.862	104.988
Accelerated payments	40.032	291	Tax obligations	11.270	19.544
			Deferred revenue – projects in progress (Note 9)	737.741	446.114
			Other accounts payable		13.155
	<b>1.979.072</b>	<b>1.662.954</b>		<b>819.326</b>	<b>587.816</b>
<b>Non-circulating</b>			<b>Non-circulating</b>		
Noncurrent receivables			Provision for contingencies (Note 16)	1.638	2.099
Sustainability fund (Note 5)	1.911.868	1.791.222	<b>Total liabilities</b>	<b>820.964</b>	<b>589.915</b>
Fixed (Nota 6)	156.567	138.989	<b>Owners' equity (Nota 10)</b>		
Intangible (Note 7)	194.382	360.995	Donation reserve	166.721	145.360
			Reserve – Sustainability Fund	1.700.000	1.700.000
			Adjustment of asset valuation (Note 6)	15.676	21.439
			Accumulated surplus	1.538.528	1.497.446
	<b>2.262.817</b>	<b>2.291.206</b>		<b>3.420.925</b>	<b>3.364.245</b>
<b>Total assets</b>	<b>4.241.889</b>	<b>3.954.160</b>	<b>Total liabilities and owners' equity</b>	<b>4.241.889</b>	<b>3.954.160</b>

## Surplus Statement

### Accounting periods ending on December 31 (In BRL)

	2012	2011
<b>Revenue from operating activities (Nota 11)</b>		
Contributions from supporting institutions	1.018.375	993.563
Advisory projects and events	1.540.643	2.403.573
Volunteer Work	79.091	97.103
	<b>2.638.109</b>	<b>3.494.239</b>
<b>Operating activity expenses</b>		
Advisory projects (Note 12)	(1.204.368)	(1.754.896)
General and Administrative (Note 13)	(1.600.643)	(1.709.515)
Volunteer work (Note 11)	(79.091)	(97.103)
	<b>(2.884.101)</b>	<b>(3.561.514)</b>
<b>Operating losses before the financial result</b>	<b>(245.993)</b>	<b>(67.275)</b>
<b>Financial result</b>		
Net financial result	281.312	392.937
<b>Accounting period surplus</b>	<b>35.319</b>	<b>325.662</b>

### Statements on changes in owners' equity (In BRL)

	Donation reserve	Reserve – Sustainability Fund	Adjustment of asset valuation	Accumulated surplus	Total
As of December 31, 2010	79.760	1.500.000	27.202	1.366.021	2.972.983
Accounting period surplus				325.662	325.662
Realization of the adjustment of fixed asset valuation to right value			(5.763)	5.763	
<b>Total of the comprehensive result for the accounting period</b>			<b>(5.763)</b>	<b>331.425</b>	<b>325.662</b>
Fixed asset goods received as donation (Note 10)	65.600				65.600
Constitution of the Reserve – Sustainability Fund (Note 5)		200.000		(200.000)	
As of December 31, 2011	145.360	1.700.000	21.439	1.497.446	3.364.245
Accounting period surplus				35.319	35.319
Realization of the adjustment of fixed asset valuation to right value			(5.763)	5.763	
<b>Total of the comprehensive result for the accounting period</b>			<b>(5.763)</b>	<b>41.082</b>	<b>35.319</b>
Fixed asset goods received as donation (Note 10)	21.361				21.361
As of December 31, 2012	166.721	1.700.000	15.676	1.538.528	3.420.925

### Cash flow statement

#### Accounting periods ending on December 31 (In BRL)

	2012	2011
<b>Cash flow from operating activities</b>		
Accounting period surplus	35.319	325.662
<b>Adjustments of revenue and expenses not involving cash</b>		
Depreciation of fixed assets (Note 6)	31.837	28.442
Amortization of intangible assets (Note 7)	166.613	166.613
Low cost fixed asset	8.151	
<b>Variations in the assets and liabilities</b>		
Other credits	(47.634)	122.050
Accelerated payments	(39.741)	46
Sustainability fund	(120.646)	(196.783)
Judicial deposits	(11.988)	(13.440)
Suppliers	6.438	(803)
Salaries and social charges	(45.126)	5.133
Tax obligations	(8.274)	2.140
Deferred revenue – projects in progress	291.627	(671.841)
Other accounts payable	(13.155)	
Social obligations	11.527	13.749
<b>Net cash generated from (used in) the operational activities</b>	<b>264.948</b>	<b>(219.032)</b>
<b>Cash flow from investment activities</b>		
Acquisitions of fixed assets	(36.205)	(9.712)
<b>Net cash used in investment activities</b>	<b>(36.205)</b>	<b>(9.712)</b>
<b>Increase (reduction) of cash and cash equivalents</b>	<b>228.743</b>	<b>(228.744)</b>
Cash and cash equivalents at start of accounting period	1.619.397	1.848.141
Cash and cash equivalents at end of accounting period	1.848.140	1.619.397
<b>Transactions that did not affect the cash</b>		
Fixed asset goods received as donation	21.361	65.600

# OUR social capital



## TEAM

The NGO Volunteer Partners offers its thanks and warm regards to everyone belonging to its Staff, employees, interns and volunteers, as well as everyone else who has collaborated as coordinators of network units and consultants.

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# UNITED *by the cause*



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Having an active Board of Trustees is one of the factors critical to any institution's success. Since its creation, the NGO Volunteer Partners has relied on an engaged Board that offers

up its knowledge, experience and credibility to strengthen the cause, contributing to the NGO's professional, responsible and transparent management. We offer our thanks to each one of you for your productive, gratifying partnership!

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