

Parceiros

Voluntários



emotion + action = results

2013 ANNUAL REPORT

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Vision

Live in a sustainable society, based on ethical and participatory people.

Mission

Train people and institutions by way of social technology and volunteering, aiming towards proactive and socially aware communities.

Beliefs and Values

- Everybody shows 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 volunteering is the foundation of third sector development.
- All volunteer work generates returns for the community and the people engaged in it.
- Practicing the principle of subsidiarity* is indispensable to community autonomy and development.
- Sustained development is achieved through interaction of economic, environmental and social systems.

* **Principle of Subsidiarity:** is the principle by which individuals or groups act proactively on their street, in their neighborhood and city, only resorting to the next instances when there is no possibility of dealing with the problem adequately in their immediate realm of action. In this way, each community tends to become an agent managing its own development, reducing bureaucratic interference and costs. It's 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 Parceiros Voluntários:

"WORKING ON INTERNAL VALUES AWAKENS
PEOPLE TO THEIR TRUE WORTH,
MAKING THEM MORE ACTIVE
AND SOCIALLY TRANSFORMATIVE
OF THE WORLD AROUND THEM."



The invisible hand of volunteering

We are greatly pleased to be back once again to present the results of the 2013 initiatives achieved by the great collaborative network that makes up Parceiros Voluntários.

The Service promoted by nearly 400,000 volunteers in the Parceiros Voluntários Network's 48 cities is already so representative as to constitute a fundamental pillar for the needs of our society. While Adam Smith used the term "invisible hand" to refer to a certain coordinating order of the market economy, we can certainly make the same analogy for the sustainable development our society provides and receives thanks to the mobilizing force of volunteer work.

Besides the thousands of hours – in all we have awarded 13,000 certificates – of managerial training provided by Parceiros Voluntários for leaders of social entities like nursery schools, nursing homes, persons with disabilities and many other causes, and also supporting school directors towards their meeting Brazilian National Education Guidelines and Foundations Legislation (LDB) requirements, companies of all sizes have been taught to see their participation in communities as a competitive value and something that adds value to their brand.

All of this represents a force based on the knowledge and experience of people in action, which provides intervention in territories, aiming towards local development. This expertise was taken to the pacified communities in Rio de Janeiro and is being applied in Bahia and in Rio Grande do Sul as well.

This benefit can expand even more if we rely on the unity of sectors – government, companies, civil societies, universities –, the results of this unity are printed in this Report. The social impact of improvement is the great reason for which private investment projects do what they do and investments can be made just as much in financial resources as in time (volunteering), knowledge, materials and/or services.

The search for the common good cannot be subjugated to the light of interests other than social development and progress for the nearly 200,000,000 Brazilians.



Humberto Ruga

President of the Deliberative Board
(Volunteer)



Dialogue, dialogue, dialogue

The obvious path in an interconnected world is for us to find formulas for conflicting thoughts to cohabitate, and mutual respect that allows us to live in peace, with everybody contributing to the common good on a planet that insists on getting smaller every day. In Rio de Janeiro, at the World Youth Day, Pope Francis asked millions of youths and adults to always engage in dialogue, dialogue and dialogue. It is in this scenario that the Parceiros Voluntários' work proposal emerges.

Through the Report you hold in your hands, we are seeking dialogue with you, our stakeholders, directors of social organizations, companies, schools, universities and government agencies. We want to share the results of sixteen years of work and also hear your opinion regarding everything that is described in this Report. On these pages, we present our strategic allies, the ones who make the free courses in managerial trainings for civil society organizations (CSO) happen, both in RS and BA and RJ. Here you will find the results of the students and teachers from public and private schools who participated in the initiatives of Tribes on Track towards Citizenship and of our participation in the Social Assistance Boards. Full of emotion, we recall the Parceiros Voluntários Awards ceremony attended by 1200 people. We would also like to highlight the media's inestimable support in their skilled promotion of our initiatives.

Our work converges on a strengthening of Social Capital in our communities. Solidarity and the practice of full citizenship are assets and advantages in the hands of a people that knows how to use them with emotion and responsibility, thereby generating results for everybody. And it is towards professionalization of the third sector, aiming towards its adequate transparency, that Parceiros Voluntários exists and expands. If we see dialogue between all segments as the tool to solve the problem of this century – as Pope Francis indicates –, let us make it one of the main values and attitudes behind our work, since this is the only way we can bring all beings closer to the greatest of all values: human value.

At the meeting on global systems at the Massachusetts Institute of Technology (MIT), in the United States, the Dalai Lama said: "We need to influence decision-makers to pay attention to questions important to humanity on the long term." Not only that: We need the capacity to think what the future will be like in a few centuries, and to start this task even if it is not finished during our lives. Even if everything appears hopeless now, we must never give up.

May this Annual Report lead us to ask ourselves: in service of what exactly are we using our talents? Is it just for me, or for others? Is it to benefit the few or the many? Is it for now or the future? Here's our warm invitation for EVERYBODY to respond – and act – on these questions.

Maria Elena Pereira Johannpeter
President (Volunteer)

PATH TAKEN

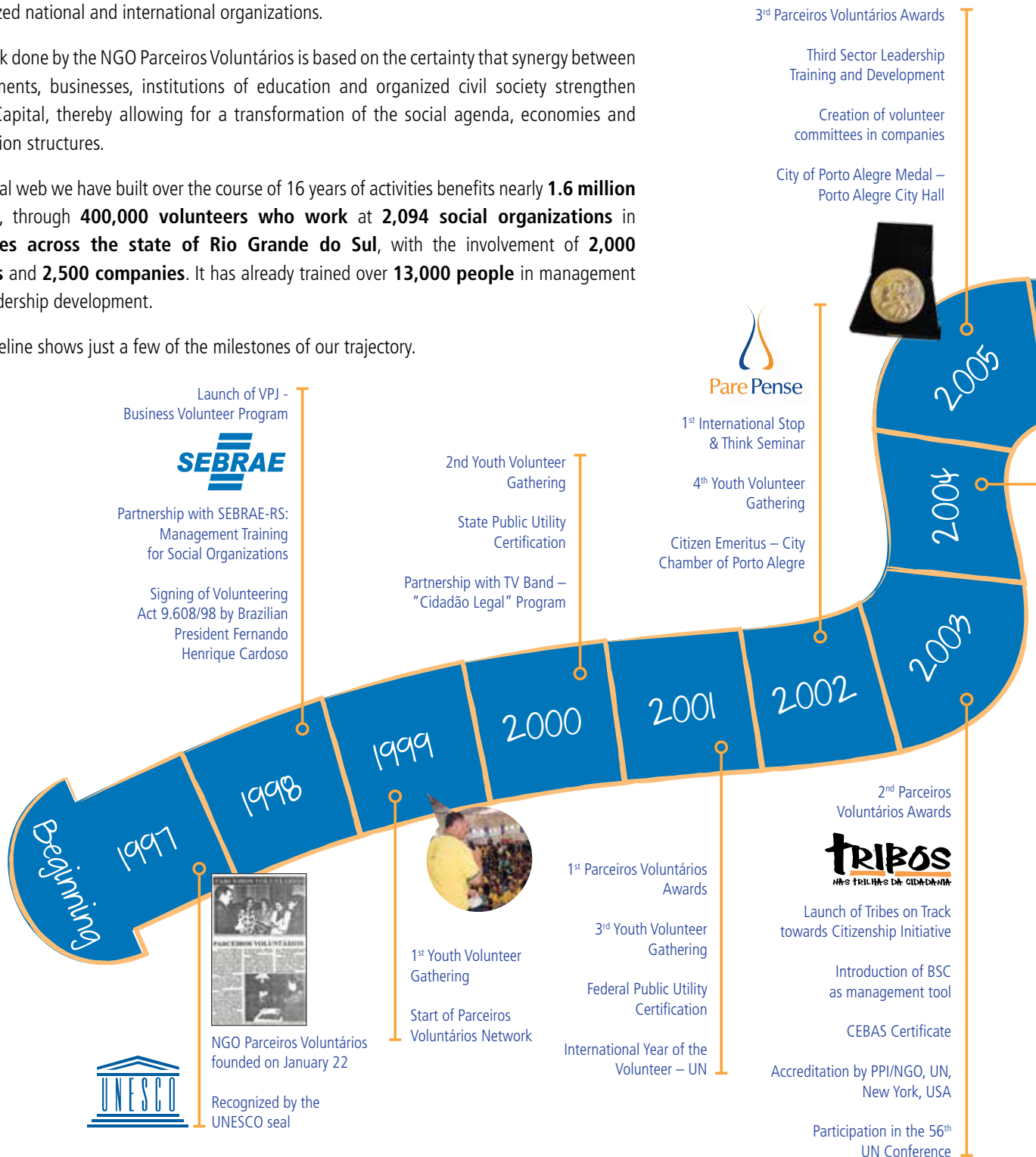
16 years of mobilization

The NGO Parceiros Voluntários 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 Parceiros Voluntários 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 16 years of activities benefits nearly **1.6 million people**, through **400,000 volunteers who work at 2,094 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 **13,000 people** in management and leadership development.

This timeline shows just a few of the milestones of our trajectory.





UNESCO - United Nations Educational, Scientific and Cultural Organization
 VPJ - 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/Study Group of University and School Integration
 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
 FINEP - Financing Agency for Studies and Projects

WINDS OF *change*

All people are restless and desire change, and Brazilians are no different. However, for many years, it was said that Brazilians were accommodated and conformist, content with the spectacle of football and the party of Carnival. However, something changed in the middle of 2013, and 2 million people left their homes to express their nonconformity.

When Parceiros Voluntários was founded in 1997, the world was witnessing “a global revolution of associations,” according to Lester M. Salamon of Johns Hopkins University. During that same period, in Brazil 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 same 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 four dimensions: I) the dominant ethical values of a society; II) its associative capacity; III) degree of citizen confidence and IV) civic conscience.

Today, North American researcher Howard Gardner, of the Harvard And Boston School of Medicine, presents us with what he calls five minds for the future, in which ethics stand out. “Being intelligent does not suffice. More than anything, one needs character,” he said, quoting North American philosopher Ralph Waldo Emerson (1803-1882). And he adds: “The planet will not be saved just by those who test well, it will be saved by those who care about it.”

Using the last two decades as a parameter, there would be a tendency to affirm that behaviors are changing. While people do want economic development, they want it to be based on ethical values. Is that right?

CHARITIES AID FOUNDATION (CAF) – STUDY

Brazil is in 83rd place on the solidarity ranking, having moved up from the 85th position, according to the 2012 World Giving Index, the result of a study by the Gallup Institute in 146 nations. The work, coordinated by the Charities Aid Foundation (CAF) and published in Brazil by the Institute for Social Investment Development (IDIS), partner of the British entity, is the biggest survey on the theme internationally.

(Text from IDIS 11/1/13 newsletter).

In order to establish the index, in 2011 over 155,000 people answered a questionnaire, indicating if during the previous month they had engaged in any of the following practices: donated money to an organization or person, donated time as a volunteer for an organization, or helped a stranger. The percentage of interviewees who did each of those actions was added up and divided by three. The average obtained became the result of each country, and these values were then ranked.

In Brazil, 27% of interviewees said they had practiced some kind of solidarity, putting the country in 83rd place, behind Cameroon, Estonia, Kosovo, Slovakia just ahead of the Congo, Japan, Pakistan and Saudi Arabia. The list of countries with the highest solidarity is led by Anglo-Saxon nations: Australia, Ireland, Canada, New Zealand and the United States. In the last positions were China, Rwanda, Togo, Albania, Greece and finally Montenegro.

As in several other nations, in Brazil the most common practice was helping a stranger (44%). 24% of interviewees made financial donations and 12% engaged in volunteer work. The results were

not very different from the 2011 World Giving Index, where the country was in 85th position. On that occasion, 29% of Brazilians showed solidarity, with helping strangers (48%) and financial contributions (26%) coming first, while 14% dedicated time to volunteering. Brazil's best position was in 2010 (76th).

TRUST BAROMETER – STUDY

In March, international agency Edelman published its Trust Barometer Study in 26 countries, involving: companies, government, NGOs and the media. The results were: Brazil ranked 12th on the global ranking of trust. Worldwide, NGOs are the most trustworthy institutions. In Brazil, they are in third place, while this year's champion was the media. The government is the least credible institution in Brazil and the world. Among the reasons for Brazilian mistrust, corruption leads the way (77%), followed by low performance or incompetence (13%). Regarding confidence in government leaders, 32% of those interviewed said they are not transparent.

Source: Available at: www.edelman.com.br/propriedades/trust-barometer

CBN/IBOPE/CONECTA – STUDY

Representative study with 4000 internet users, in December/13.

RESULTS

"Would you say that after the public demonstrations of 2013, Brazil changed for the better, did not change at all or changed for the worse?" Among those interviewed, 67% said nothing had changed; 23% affirmed it had changed for the better and 10% answered that it had changed for the worse.

"What changed for the better after the demonstrations?" Among those interviewed, 74% responded that the power of the

population had changed; 56% pointed out changes in political awareness; 12% in the quality of public services and 7% in the efficiency of the police.

"What cause would truly mobilize you?" The causes cited by those interviewed achieved the following percentages: 29% fighting corruption; 21% healthcare; 16% education; 8% safety; 5% fight against poverty. Other causes that appeared, though in lower proportions, were tax burden, fighting prejudice, the environment, transportation and housing.

Source: Available at: cbn.globoradio.globo.com/ibope-conecta/index_resultados.htm

COMMENTS

What do these results point towards? First, that Brazilians are socially aware, especially if we apply the results to the entire population, which due to its significant size in absolute numbers makes the country stand out: 35 million people gave some type of financial aid (8th in the global ranking), 18 million dedicated themselves to volunteering (9th) and 65 million helped a stranger (5th).

"Being among the top ten countries that most made volunteer support available should be a source of pride and especially encourage us to improve our position in the world volunteering ranks even more," commented IDIS President Marcos Kisil.

Source: Available at: www.cafonline.org/PDF/WorldGivingIndex2012WEB.pdf

Regarding the demonstrations of June 2013, 67% of internet users said that nothing changed and another 10% stated things had gotten worse. Have the winds of change arrived or was it just a breeze? How can we achieve what we want for Brazil? Are we living a utopia?

"In the space of utopia, we find uncertainty, but also hope. Utopia isn't some impossible thing, it is something that does not exist yet and is a direction we all need to mobilize ourselves for. Utopia means exploration of new possibilities and human desires, by way of opposition of the imagination to the needs of what exists, in the name of something radically better that humanity has the right to desire and it's worth fighting for."

Professor Terezinha Rios at the 2006 Stop & Think International Seminar

MANAGEMENT *excellence*

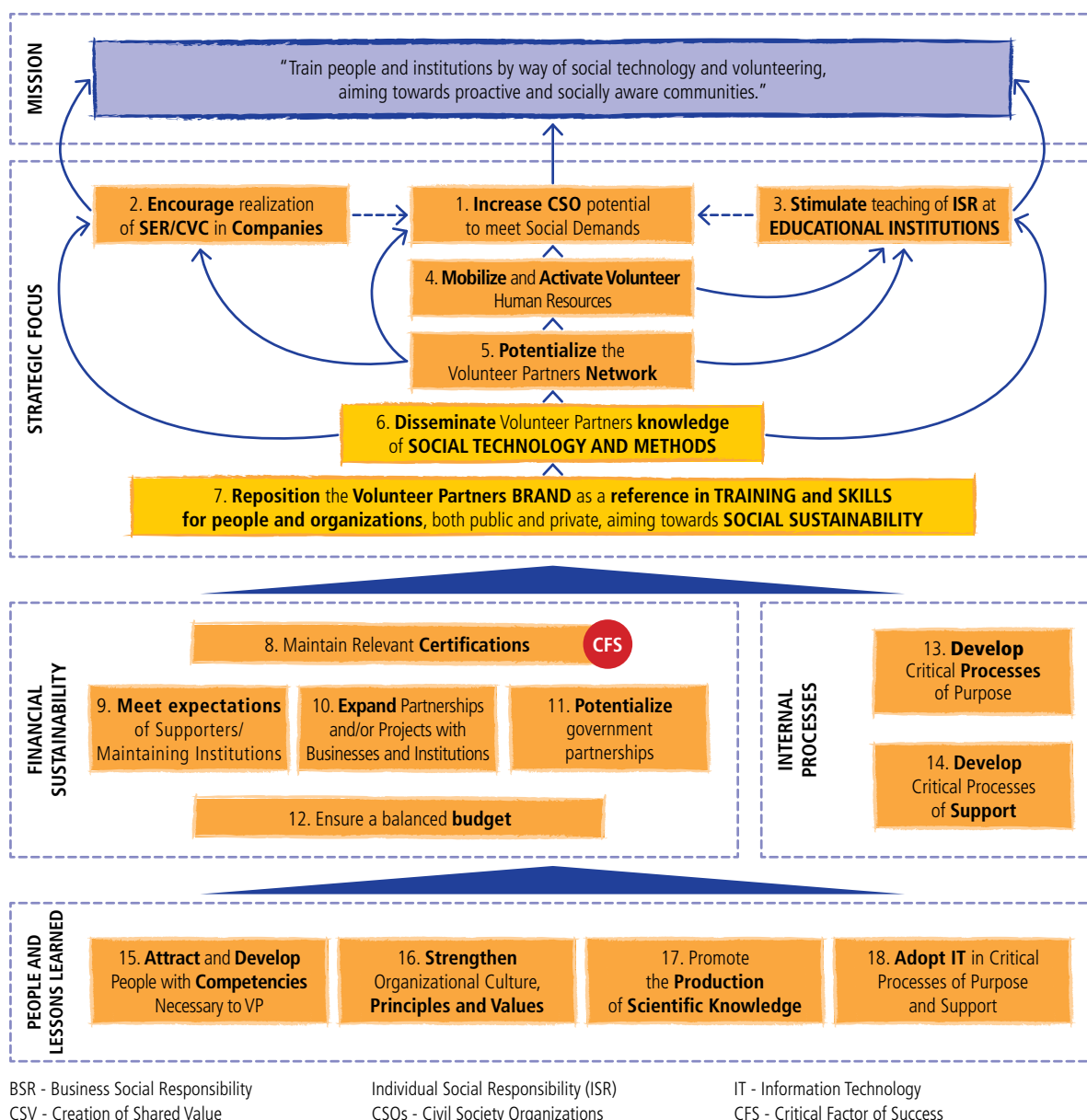
Developing the responsibility to be transparent and adopt management plans in pursuit of results is not exclusively for businesses and governments. It is also fundamental for the third sector to professionalize and increase the transparency of their practices so they can be self-sufficient and effective in their missions.

Starting in 2003, Parceiros Voluntários started using the Balance ScoreCard (BSC) tool, relying on voluntary consulting from the São Paulo-based company Symnetics. This learning process has

contributed to strengthening the organization's critical processes of monitoring results, personnel training, transparency in submission of accounts and compliance with legislation and the nation's current public policy.

In 2002, with volunteer collaboration from **Falconi Consultores**, the Project Management Office (EGP) was created and a restructuring of the organization and processes was developed to assist the organization in consolidating its management system.

2013 STRATEGIC OBJECTIVES



Consulting METHODS

PUBLIC | CSOs



Management and transparency

CRITICAL FACTORS OF SUCCESS

According to the Brazilian Institute of Geography and Statistics, there are 290,000 NGOs in Brazil, responsible for 5% of the country's GDP, adding up to a significant sum of nearly 32 billion reais. Nevertheless, making institutions more efficient and benefiting more and more people does not depend on financial resources alone. The central question is to work on how they manage their projects and monitor expansion carefully.

The idea that the third sector is supported by idealism alone is an ingenuous and utopian view. If professionalism does not step up, dreams do not become a reality and results are not achieved. No matter how noble the cause, no social entrepreneur will donate resources - be they financial, human or material - to a project that does not demonstrate evolution or allow access to its information.

A lack of transparency and control contributes to the emergence of phantom institutions, a fact that is gaining visibility in the media. Questions regarding the seriousness of some social projects creates difficulties for all others, not only in their capturing resources, but also in getting society involved in their work. To this end, in our Information Era, ethical and strategic work combined to submission of accounts is a prerequisite for maintaining and growing organizations. When organizations make it hard to

monitor their practices, they are closing their doors to public and private investments. And by not showing a commitment to meeting goals, social projects end up being the first cuts during times of recession at companies. Professionalization in management and volunteering lends credibility to social organizations.

Organized NGOs attract not only financial investments, but partners as well. Volunteer human resources bring great contributions to and stay on at those social organizations that are efficient and effective in their management. The potential of volunteering cannot be underestimated. According to Lester Salamon, head professor at Johns Hopkins University in the United States and a pioneer in scientific research on the third sector, "If all volunteers formed a country, this country would be the world's second-largest." On our planet, the volunteer workforce is worth a spectacular 1.3 trillion dollars. And there's more: a study the Brazil Volunteer Network commissioned from IBOPE at the end of 2011 pointed out that one in every four Brazilians over the age of 16 has already done or does volunteer work. That's 35 million people in action. This data illustrates how fundamental the third sector is to a country's economy and how necessary and urgent contributing to its sustainability is. The NGO Parceiros Voluntários has contributing to this end for the past sixteen years.



AN NGO PROVIDING *consulting to other NGOs*

Parceiros Voluntários 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.

SIDE-BY-SIDE WITH THE BOARDS

As a social assistance organization, Parceiros Voluntários participates in spaces of social control, in the municipal and state realm. It also participates in the Regional Social Assistance Commission (CORAS), a consulting committee for the City Social Assistance Board (CMAS) that monitors and evaluates social assistance services, as well as identifying and training leaders in the Social Assistance Network. The other cities in the NETWORK are also partners in advising social projects, articulating spaces for trainings and mobilizing social leaders for participation.

Our organization participated in the organizing committee for the City Social Assistance Pre-Conference, prior to the City Social Assistance Conference, which aims to assess the current situation of social assistance and propose new improvement guidelines. It also belonged

to the organizing committee of the IV State Seminar on Social Assistance, aimed at civil society advisors from the City Social Assistance Boards.

It also participates in the **State Nongovernmental Assistance Forum**, reinforcing its typification of advisement in building better practices for public policies. The forum plays the role of submitting to the RS State Social Assistance Board (**CEAS**): civil society demands, nominating board members and contributing to monitoring Social Assistance Policy.

OVER 13,000 CERTIFICATES AWARDED

Parceiros Voluntários has the proven technical conditions to be a potentializing agent of third sector results. Its sixteen year history of relationships with over 2400 CFOs begins with preparation and directing **volunteer human resources** – currently there are nearly 400,000 people engaged – and also offers managerial training initiatives. Nine methodologies have been tested and consolidated. The courses, carried out based on the THC concept (Technique, Humane and Conceptual), have achieved the mark of 13,110 certificates awarded. The consistent work of training is a response to demands from companies, foundations, sponsors and public institutions that need to know how the capital they invest in the third sector is used, the results it obtains and how much the beneficiary community is evolving.

Over 13,000
certificates awarded



Regional Social
Assistance
Pre-Conference

STRENGTHENING

third sector leadership

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

	COURSE	CLASS HOURS	OBJECTIVE
CSOs	Development of Leaders for Social Assistance Network Entities	72h	Assist leaders from CSOs develop competencies and skills in management, leadership, entrepreneurship and the formation of collaborative networks.
	Principles for sustainable social management	64h	Strengthen CSO management, aiming to ensure their sustainability and greater effectiveness for their processes.
	Education for Transparency	100h	Train CSO managers in the concepts and practices of Transparency and Submission of Accounts.
	Development of Resource Mobilization Projects	24 hours	Training in development of resource mobilization projects.
	Construction of Social Project Indicators	8 hours	Prepare students to develop indicators in alignment with the Social Project's objectives.
	Volunteer Coordination	12 hours	Train Volunteer Coordinators of Social Assistance Entities belonging to the network to manage volunteer human resource and maximize their participation.
Business	Training of In-Company Volunteer Committees	16 hours	Train participants of the Committee in volunteer concepts and methodology so they can introduce and place an Organized Volunteer Program into operation.
	Micro and Small Businesses - Responsible Company, Sustainable Business	21h	Contribute sustainable development through the socially responsible practices of Micro and Small Businesses
Individuals	Volunteering	3 hours	Raise awareness of participants regarding the concepts of volunteering, social responsibility, volunteer work as a practice of citizenship and presenting the movement of organized volunteering.

STRATEGIC allies

*Social project results depend on solid alliances
with partners that act as co-creators.*

RIO GRANDE DO SUL STATE SECRETARY OF LABOR AND SOCIAL DEVELOPMENT (STDS)



Since 2007, Parceiros Voluntários 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 STDS is part of the tax incentive program that makes partnerships between the government, social entities and businesses feasible, instituted by Act No. 11,853/02 - known as the **Solidarity Act** and regulated by Decree no. 42,338/03.

From 2007 to 2013, each of the 1,436 managers from 1,030 organizations received 64 training hours, improving the service they provide to approximately 40,000 beneficiaries of these entities. Twenty companies acted as sponsors.

*Social Partnership Network
in Santa Maria/RS*



*Solidarity Caravan
in Livramento/RS*



SOCIAL CARAVAN

The objective of the Caravan, an STDS initiative, was to tour nine cities, promoting the benefits of using the Solidarity Act and conducting trainings for Social Producers. Parceiros Voluntários trained 415 social

producers from 259 CSO's, with 54 class hours. The Caravan was attended by business owners, the third sector, government, City Social Assistance Board (CMAS) and the City Board on the Elderly (COMUI).

EDUCATING FOR TRANSPARENCY – IN BAHIA

From 2008 to 2011, the methodology was developed, tested and systematized with support from the Inter-American Development Bank (IDB) and sponsorship from Petrobras and other companies. During this 2013/2014 second edition, the **Educating for Transparency** course, with sponsorship from Petrobras, is being given at 21 organizations in Bahia and 21 in Rio Grande do Sul. 110 directors received 88 in-class training hours, 28 semi-presence-based hours and 30 hours of individual consulting. The course has a beneficiary public of approximately 50,000 people in the two states.

With the **Mission** to share best *management practices, information and resources, with ethics and transparency, promoting unity, expansion and sustainability of the third sector in the state of Bahia*, the **Bahian Third Sector Network** was created on the Internet, made up of 26 organizations.

"...A serious gap in the daily routine of organizations: management. This provides an opportunity for an integrated, high-impact approach that will bring significant contributions to NGOs in Bahia."

Augusto José Leite Mendes Riccio
(Director of Centro Espírita União, Amor e Luz – CEVAL)

"...It proved a great contribution to my development, human and professional work. Transparency is not a state, but an ongoing choice: you don't do transparency, you either are or aren't! It is a choice that is continuously renewed."

Jaína Santos Cardoso
(Association of Parishes of Mata Escura and Calabetão – ACOPAMEC)



"... Sharing experiences and knowledge strengthens us to believe more and more in the institution's ideal and everybody's unity."

Alvair Mabel Ferraz de Novaes e Souza
(Lar Harmonia Foundation)



Awarding of certificates to social organizations in Bahia

SPONSORSHIP



PETROBRAS

LEADERS IN the pacified communities

The **Integrated Community Network (RCI)** project is an agreement between the federal government, UN-Habitat and Rio de Janeiro City Hall's IPP (Pereira Passos City Urbanism Institute). Parceiros Voluntários was hired to bring its expertise to the pacified communities of Borel, Formiga, Andaraí, Pavão-Pavãozinho and Cantagalo. In these locations, 139 leaders, 375 employees volunteers and consultants from 42 social projects were given 294 hours of training in the areas of management, leadership, submission of accounts, transparency, volunteering and collective consulting. Approximately 5000 people benefited directly and/or indirectly.

Source: Available at: golparaoplaneta.wordpress.com/2013/05/02/desenvolvimento-local-com-sustentaveis-valores-parceiros-voluntarios-e-rci/

"Learning about leadership, legal questions, working in networks, project formulation, capturing resources and volunteering helped us reorganize. Now we know the path we should follow."

Julia Rangel Salles – Projeto Rede Postinho de Saúde
(Mini Health Clinic Network Project)



"... The most important part is to form values and offer modern management tools, so that each leader can manage their own organization, know their legal processes."

Delambre Ramos de Oliveira – Projeto Os Amigos do Rio Joana
(Friends of Joana River Project)

Before the course, 16% knew aspects of PNAS. Afterwards, 84% did. They were asked if they knew what the third sector was, and 16% answered Yes. At the end of the course, 66% answered Yes. Evaluation of participants regarding knowledge and/or use of management tools: Initially, 33% knew about them. At the end of the course, 100%. At the end, 83% felt capable of elaborating projects and 85% saw themselves as members of a Collaborative Network.



PROJECT *management*



*IBM do Brasil – emotion
with results*

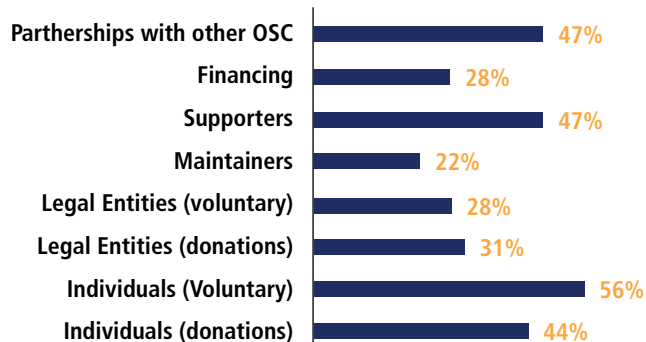


With support from IBM, during the **Project Management: Strengthening Civil Society**

Organizations of the High Lands Region course, 77 organizations from the Gaúcho Highlands were trained in the use of management tools like PDCA, 5W2H, Project Analytical Struc-

ture and others. The 64-hour course also trained public managers. The 10 cities participating were: Antônio Prado, Barão, Bento Gonçalves, Carlos Barbosa, Caxias do Sul, Garibaldi, Ipê, Nova Prata, São Marcos and Vacaria. In order to articulate and share demands, lessons learned and experiences, Teia do Bem (Web of Good) collaborative network was created on the Internet.

RESULT: THE ORGANIZATIONS INCREASED BY



RESPONSIBILITY

as a competitive value

"The business of businesses is the creation of social value together with economic value. Economic value does not always create social value, but social value always creates economic value, in a virtuous circle."

James Austin – Harvard Business School

BSR imprints the character of leadership, generating value not only for a business, but for the surroundings in which it operates as well. In this way, it capitalizes or materializes the so-called "intangible values" (reputation, brand, credibility, mobilization, articulation, pressure power), which represent 75%, in comparison with tangible assets (facilities, machinery, furniture), which represent 25%.

The creation of the **In-Company Volunteering Committee** is one of the methodologies that Parceiros Voluntários has been applying since 2006 in medium and large sized companies. Thus, they optimize investments in the social area and create opportunities for stakeholder involvement.

MSBS - A CATALYST FOR SUSTAINABLE DEVELOPMENT

MSBS (micro and small businesses) constitute 98% of Brazil's 6 million companies and are responsible for 60% of 94 million jobs created. That motivated Parceiros Voluntários to seek out the Rio Grande do Sul division of the Brazilian Micro and Small Business Support Service (SEBRAE-RS) for funding, to co-create this methodology.

Objective: a) promote shared creation of value, that is, operational practices that increase business competitiveness while also improving socioeconomic conditions in the communities they operate in; B) contribute to SEBRAE's *Micro and Small Businesses Competitiveness Award* for **"Outstanding Social Responsibility Best Practices"**.

In 2013, 22 SEBRAE/RS consultants and 60 entrepreneurs from Porto Alegre, Lajeado and São Leopoldo received 21 hours of training and collective consulting.



Micro and small business owners

"The course reinforced concepts that we knew intuitively. It allowed us to apply BSR to our context, setting up management tools and involving employees and customers in social initiatives..."

Felipe Nardi – Curto Meu Bairro (I Enjoy My Neighborhood) website

"After the training, we started developing a project to involve our professionals with social institutions, more than just making financial donations. We want people to get involved."

Rosangela Petter – Petter EPIs – Estrela/RS

"...Our next step will be to disseminate the concepts learned within our company and thus promote development..."

Sandra Nedel – Carmak

SPONSORSHIP



SOCIAL *technology*

PUBLIC | EDUCATIONAL INSTITUTIONS



THE FUTURE IS DESIGNED *in the present*

Tribes on Track towards Citizenship has been Brazil's largest youth volunteer movement since 2003. To participate, students organize into Tribes and develop initiatives in one of the three Tracks: Education for Peace, Environment and Culture. The TRIBESPEOPLE identify community demands, establish cooperative alliances with social organizations, government, businesses, media outlets and other agents, with support from their teachers and parents.

In this way, win-win partnerships come into being: the community wins with the benefits of the initiatives; businesses win by having their brand associated with a social cause in their community. The young people win as they build self-esteem, confidence, feelings of social contribution and especially, an attitude of entrepreneurship.

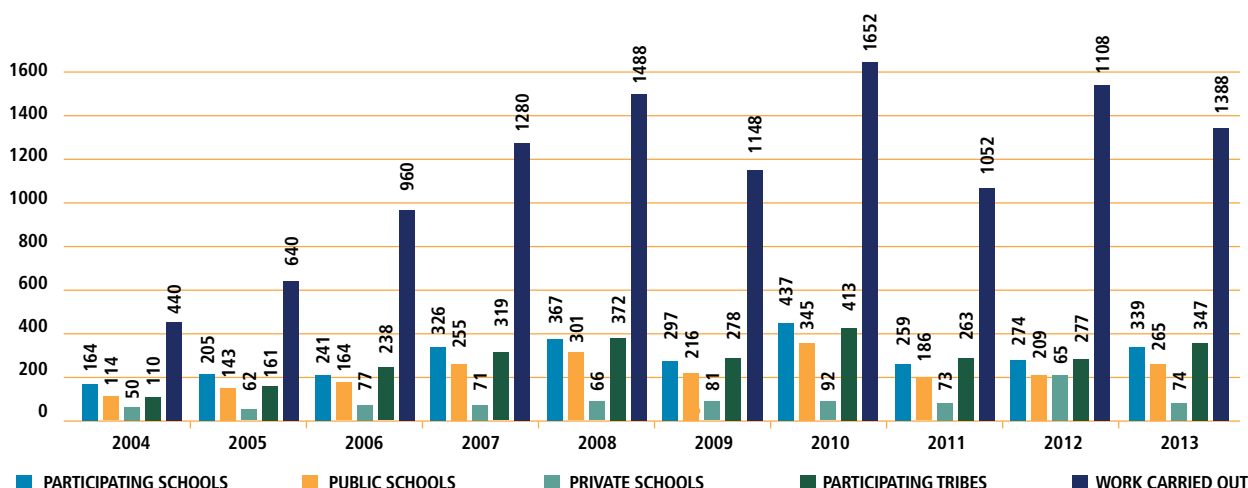
In the opinion of the United Nations Educational, Scientific and Cultural Organization (UNESCO), poverty is not just related to a lack of financial resources. It involves a variety of elements, including unequal income distribution, vulnerability, social

exclusion, violence, discrimination, lack of dignity and others. The Brazilian National Education Guidelines and Foundations Legislation (LDB) points out that the final purpose of education is to develop citizenship.

This being true, schools reproduce the paths a society adopts culturally, in the sense of passing on, conserving or transforming values and knowledge. It is as students that children and young people take on their first social roles in the world external to the family. It is where they establish a way of thinking independently, going on to build an autonomous identity.

The **Tribes on Track towards Citizenship Social Technology** is an initiative that allows young people to exercise the four pillars of education proposed by the United Nations (UN) – learn to know, learn to do, learn to be, learn to cohabitate – and, at the same time, it provides schools with a social participation methodology for transversal actions concerned with social participation and encouragement to citizenship.

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



SPONSORSHIP  **GERDAU**  **PETROBRAS**

SUPPORT INSTITUIÇÕES EDUCACIONAIS DO RS

certified SOCIAL TECHNOLOGY

TRAINING OF SCHOOL AGENTS

The Social Technology **Qualification for Educators in Social Participation and Youth Mobilization**, certified by the Bank of Brazil Foundation, with principles and objectives systematized in the Guide to Youth Action and Social Participation, stimulates the school community to introduce to their Political Pedagogical Project an educational proposal concerned with values and prepares teachers in technical, humane and conceptual competencies so they can act together with students, guiding them to carry out actions together with the community.

"It was very important. I'm taking home new ideas to share with the institution where I work. I will also take with me a strong desire to take part in this project with the students of my institution."

Rafaela de Souza Oliveira - SENAC COMMUNITY - Porto Alegre/RS

In 40 presence based class hours and 20 hours of distance learning, dimensions of subjectivity, socialization and knowledge are approached, based on theoretical references on youth, solidarity and volunteer social participation, and are in harmony with the National Curricular Directives, seeking to cultivate in young people the values for active participation compatible with that stage of life. In 2013, the methodology was used in Porto Alegre, Canoas, Marau, Uruguaiana, Rio Grande, Canela and Alvorada by a total 131 educators.

"The Secretary of Education is thankful for the material and the information that helped our students to cultivate the essential values for leading a quality life in today's world. Congratulations, it was a fantastic group!"

Berenice Fagundes Carvalho – City Sec. of Education – Encruzilhada do Sul/RS

Another action carried out in 2013 was the training of 15 classes of the **Practical Citizenship Workshop**, which mobilized nearly 400 people from the directorial staff of public and private schools, who received 15 class hours each in 15 cities. The objective of the workshop was to inform and raise awareness of directors, pedagogical coordinators and advisers regarding the benefits of introducing the Tribes on Track towards Citizenship initiative in schools and the possibility of young people acting as mobilizing agents and protagonists in the social context.

"Congratulations on leading the work. Keep going with the determination and the 'water the flower' dream. The seed has been planted."

Naime Pigatto – SINEPE/Porto Alegre/RS



DEVELOPING YOUTH LEADERSHIP

Youth protagonism leads to self development, creativity, an entrepreneurial attitude and it develops leadership skills. It strengthens self esteem, self confidence and teaches how to work in groups. These are the objectives of **Developing Young TRIBESPEOPLE**, with content that includes interpersonal and intergroup processes, volunteering, mobilization, articulation, leadership, entrepreneurship, planning and project evaluation.

In 2013, the methodology was used with 750 TRIBESPEOPLE in 18 cities in Rio Grande do Sul, with 16 class hours.

"A smile, a word, and action are able to transform the reality of life as much for other people as for ourselves. For this reason, the experience was truly valuable and I owe the person I am today to projects like this one."

Samantha Brum, aged 21,
currently a pre-Med student

"Over approximately 4 years as a volunteer, I've been able to see this project evolve, and it not only benefits the people we help, it benefits us volunteers. All of the feelings I experienced as a TRIBESPERSON are indescribable, and I know I wouldn't feel them in another project."

Ana Caroline da Silveira Aguiar - Vice-Leader of the "Peace Tribe" –
David Canabarro School, Canoas/RS

"I was 11 when I decided to join the group, so that together we could distribute solidarity in the streets, schools and nursing homes. With each new day and challenge, I can see that my view of the world has changed completely, I've become a mature person, able to solve my problems and can see that everything can get better."

Natália Steques Ferreira, aged 17 – Rainha do Brasil School,
Porto Alegre/RS



PARTICIPANT VIEWS

PRACTICAL CITIZENSHIP WORKSHOP

"It is really important for the Parceiros Voluntários actions to be inserted in both the school and non-school context. Based on statements and clarifications, I was able to understand that there is still much to be done through our teaching actions and that teachers can inspire these actions and practices, making the difference."

Ilza Maria Alves dos Reis – President João Goulart City School, Gravataí/RS

"Through the development of the workshop, I was able to see the beauty and charm of commitment, the motivation it gave rise to, and I could look within myself at the same time. I saw and felt the effectiveness of the TRIBES teacher and how much that can change the world we live in."

Lourdes Montovani – Rainha do Brasil School, Porto Alegre/RS

"The gathering gave us time to think about our action, in a process of reflect-act-reflect, in this way setting out to engage in more effective work and contributing to strengthening the citizenship of young people and future adults."

Marilaine de Nardi – Casa Anjos Voluntários, Caxias do Sul/RS

DEVELOPING YOUNG TRIBESPEOPLE

"We need leaders committed to local ideas. This training is here to enrich our purpose - of educating leaders in the school."

Cristine Brum – Prudente de Morais State Elementary School, Osório/RS

"We're very happy to take part in the TRIBES Project. We will be taking the Tracks of Culture, Environment and Peace. Thanks for the meeting. We're going home better than we arrived and will contaminate everybody else with our excitement."

Sandra Chitolina – Machado de Assis Educational Foundation, Santa Rosa/RS

"I thought it was a great course, since we were able to work in groups and express ourselves about our knowledge, about life on our planet and Rio Grande do Sul's culture. TRIBES is a project that can make a great difference in a city, especially for the young people who participate."

Gabrielli Pelufa Goulart – Alcides Maia City School, Dom Pedrito/RS

TRAINING FOR EDUCATORS

"The course had much to offer, personally and professionally. I understand that we should position ourselves in everything we do and say, so we can have more availability, willpower and increase our power to help others."

Taís Dutra da Silva – Seeds of Hope Project, S. José do Norte/RS

ON TRACK TOWARDS CITIZENSHIP

and growing together

Like the municipal forums, the Regional Forums are an integral part of the TRIBES Social Technology. They are gatherings to show initiatives, aiming towards collective learning. They are also opportunities for young people, aside from learning new ideas, to develop skills, participating in workshops and lectures.

The Regional Tribal Forums are organized by the students themselves, mobilizing the segments necessary to fully carry out the activity.

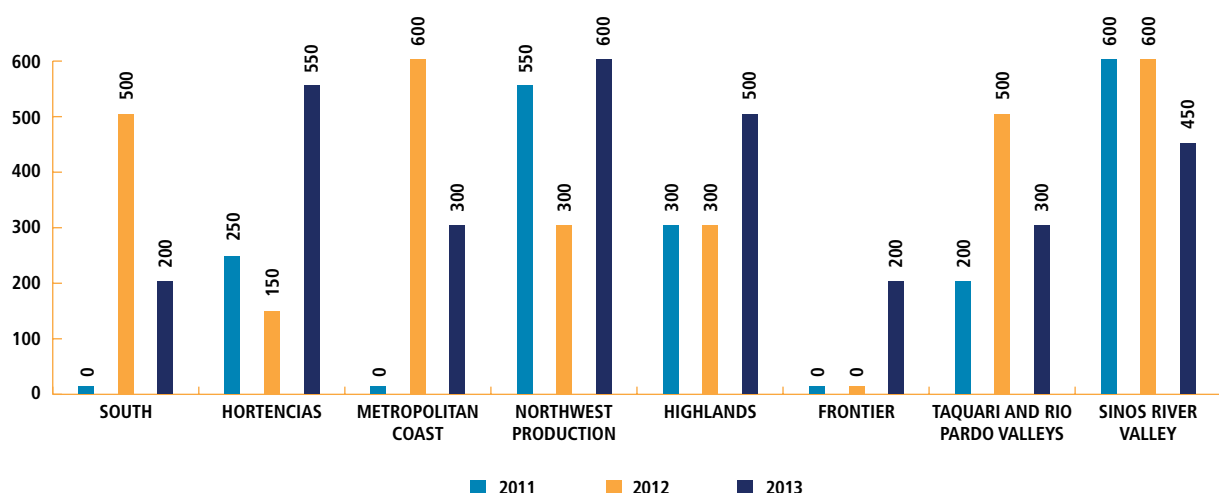
SOUTHERN REGION

Over the course of the year, young people from over fifteen schools in the cities of Bagé, Pelotas, Rio Grande and Dom Pedrito carried out initiatives to plant fruit and vegetable gardens at their schools, worked with teachers in the computer lab, physical education and reading and raised the awareness of the school community regarding the risks of bullying and drug use. For example, in Dom Pedrito, theater and the environment were combined to promote objective transformations in the city and culture of citizens. That was the main attraction of the Regional Forum, which brought together over 200 people at Dom

Pedrito Country Club. Students from Bernardino Ângelo School, from the Artecena, Planeta Água and Tribalistas da Paz groups put on plays about how trash transforms in the environment (PET bottles, glass etc.), and taught the role each color plays in the recycling process. The gathering also included plays that raised awareness about traffic violence, a fashion show with clothing and accessories made from recyclable materials and a dance performance showing the possibility of including persons with Down's syndrome.



TOTAL NUMBER OF YOUNG PEOPLE IN REGIONAL TRIBAL FORUMS



HIGHLANDS REGION

The city of Nova Prata hosted the forum, which gathered 320 TRIBESPEOPLE, including children, young people, teachers and directors from thirty-seven schools in the cities of Caxias do Sul, Nova Prata, Protásio Alves, Vacaria and Vila Flores. The gathering was marked by approximately 15 cultural presentations, including music and theater, in addition to the work done by tribes like Objetivo Cultura, from Mutirão Objetivo School in Caxias do Sul, which promoted a day of festivities and leisure for the kids from Esperança Educational Center and organized a toy drive for the institution.

Reinaldo Cherubini State School was honored by the Nova Prata Unit for winning second place in the 13th Volunteer School Awards, given by Bandeirantes Network and Itaú Social Foundation. With its project "Volunteer Reinaldo," the school develops initiatives concerned with development of culture and the volunteering spirit, with digital inclusion, chess and flute workshops, bus stop magazine stands and services to help people get their ID cards.

NORTHWEST/PRODUCTION REGION

The city of Marau hosted festivities that gathered over 500 people and 22 schools from the cities of Condor, Frederico Westphalen, Ijuí, Passo Fundo and Santo Ângelo. Gladdened by the gaucho dances, music, a theater presentation, karate and workshops to build objects and toys with recyclable materials, the region's TRIBESPEOPLE were able to learn about initiatives like the "For a Better World" tribe from President Getúlio Vargas State Technical School in Santo Ângelo. Throughout the year, students there organized solidarity "tollbooths" to assist in raising funds to pay for medical treatments for one of their fellow students; they promoted a toy drive called "Make a Child Smile" for Martinho Lutherro Shelter; created the "Fun Recess" initiative, which mobilized volunteers from Soul Feeling, an urban dance group, and inspired presentations from Burzun Company, made up by students belonging to the TRIBES initiative, to brighten the school's recesses.

SINOS RIVER VALLEY REGION

Over 350 participants attended the presentations of the TRIBESPEOPLE from Sapucaia do Sul and Canoas, who this year worked especially hard on the Education for Peace track. The "Warriors of Citizenship" tribe from Afonso Guerreiro Lima School in Sapucaia do Sul showed their project "For a World of



September 7 Holiday Parade

Poetry, Magic and Joy.” In it, the youths created plays involving students and teachers based on literature and history, with presentations at schools, nursing homes, shelters, and the community at large. The Peace tribe from David Canabarro School in Canoas was concerned with bullying. Based on drawings and music, they toured all the classrooms offering guidance to their peers. And the “Nancy on Track towards Peace” tribe from Nancy Pansera School took toys and clothing to children at Caramelada nursery school in Guajuviras neighborhood, also organizing a storytelling time with songs and distribution of candy. The TRIBESPEOPLE also provided monitoring of the school’s recess with activities and games with the children.

HORTÊNSIAS REGION

Environmental preservation and social responsibility were the center of attention for TRIBESPEOPLE in the cities of Gramado, Canela, Taquara and Rolante throughout the year. Over 220 youths and educators learned about the projects being done at Caracol Park, where students from Machado de Assis School in Canela did campaigns to raise visitor awareness regarding correct disposal of trash, the importance of keeping the park clean and caring for the trees. In Gramado, in addition to cultivating the institution’s gardens, students from Our Lady of Fátima School in the “Seed of Good” tribe also invested in social responsibility by bringing joy, smiles and hope to the residents at Vovó Carolina shelter. At the gathering, the youths put on puppet theater for the kids, with plays discussing correct water management and care with animals.

TAQUARI VALLEY/CENTRAL REGION

The environment was the TRACK chosen by the 23 TRIBES from 30 schools in the cities of Encantado, Lajeado, Teutônia, Santa Cruz do Sul and São Sepé. The projects carried out throughout the year were displayed by approximately 300 youths during the forum in the city of Encantado. The TriBom (So Good) tribe from Encantado City Educational Center taught how to make soap using recycled cooking oil. By selling the product, students raised funds for their school. “SOS Nature” from Coronel Chananeco School in São Sepé, by a group of 88 students, cared for a nursery of native trees, producing liquors and jams made with pitanga, cherry and blackberry, which are used at the institution.



“Seeds of Good” tribe, in Gramado/RS

Tribespeople and teachers during Environmental Week in Canela/RS



TriBom (So Good) tribe in Encantado/RS

BORDER REGION

The forum brought together 150 young people from the cities of Uruguaiiana and São Borja. This year, the “Friends of the Dogpound” tribe from Flores da Cunha School in Uruguaiiana took care of 350 dogs, collecting dog food and medicine, cleaning, mobilizing volunteers and raising funds through a raffle. The “Vegetable Garden” tribe from Our Lady of the Garden School in Uruguaiiana interacted with the young people and elderly at Flor de Maria Shelter, giving them affection and services, such as caring for their nails and hair, and also collecting food and diapers. For its part, the “Once upon a Time” tribe simulated reading in early education both at their own school of Metodista União and at Our Lady of Lourdes nursery school in Uruguaiiana, creating a storytelling time to present children’s stories in play form.

METROPOLITAN REGION

Hundreds of young people from schools in Porto Alegre, Viamão, Cachoeirinha, Gravataí and Alvorada developed their concentration, patience, persistence and manual ability by recycling newspaper, PET bottles and other materials. With the theme, “Bettering Your City,” tribes from Cachoeirinha adopted public squares near their schools and planted seedlings, cleaned and raised community awareness. They set up Christmas trees using PET bottles, in this way promoting an “Ecological Christmas.”

300 TRIBESPEOPLE from 18 Tribes gathered in commemoration of the forum in the city of Alvorada, presenting plays, dance numbers and songs. The mandalas they made demonstrated the integration of the participants. Nação Periférica, a music group, closed the forum with a moving concert.



Tribes from Cachoeirinha in action at public squares in their community



“Once upon a Time” tribe inspired dreams and enthusiasm for reading.

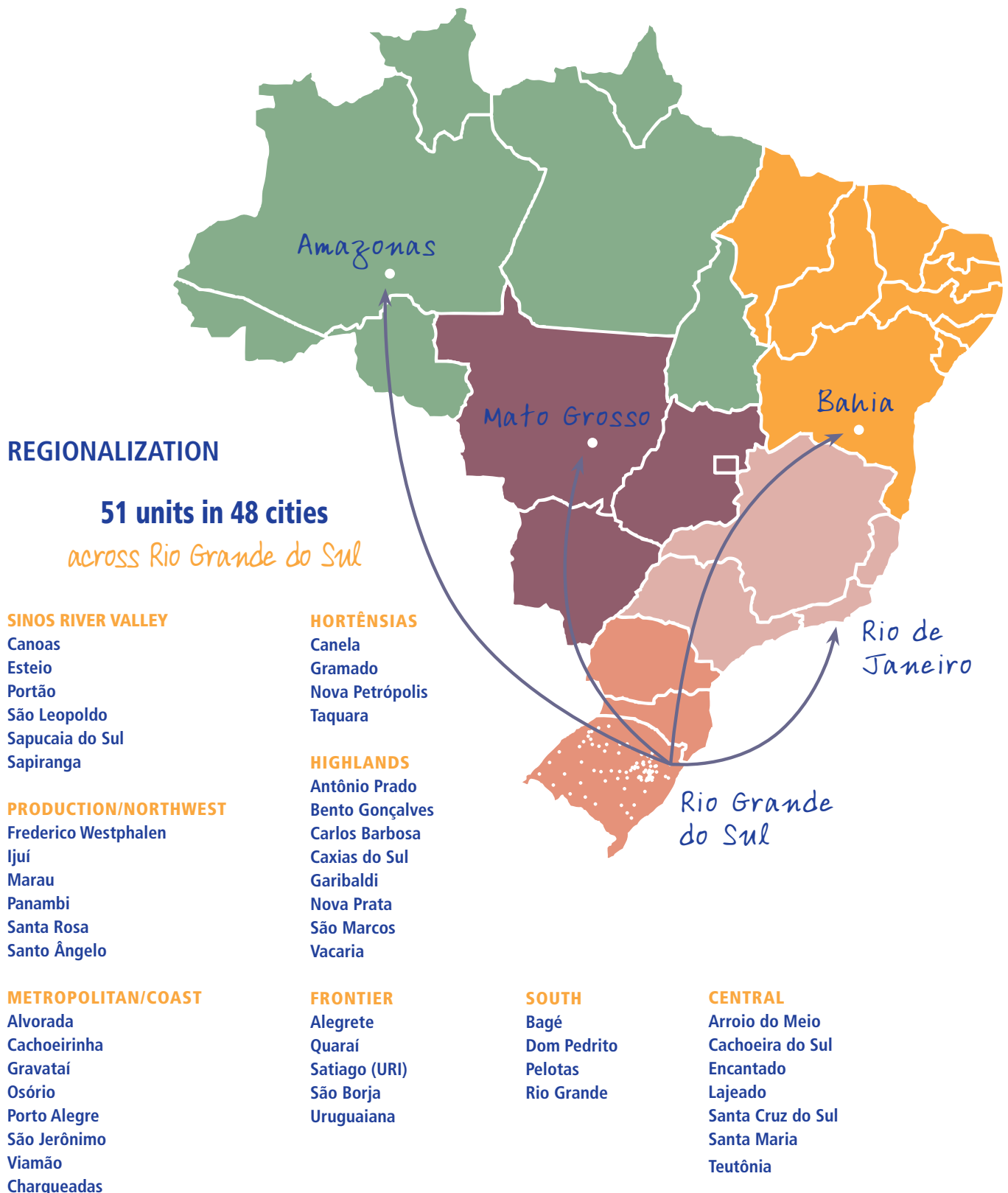


“Friends of the Dogpound” tribe: respect and care for animals.



Nação Periférica group

WHERE WE ARE



STRATEGIC REGIONALIZATION

GUIDELINES

Results >> create a positive legacy in the locations where we operate, working in an articulated manner, in networks, respecting each community's culture.

One of a network's main points is to share information, knowledge, interests and efforts in pursuit of common goals. Intensification of network formation is a reflection of the process of strengthening civil society and its social capital, in a context of greater democratic participation and social mobilization.

Parceiros Voluntários adopted the strategy of working with and stimulating networks, since it believes that, beyond articulation, it is necessary for participatory models to be adopted in a sustainable way by communities. Taking part in a mobilization experience results in gains for the community. Taking part in a network contributes to local development

in a wide variety of contexts. One of its BELIEFS says: the practice of the Principle of Subsidiarity is indispensable to community autonomy and full development.

Current times call for alliances, partnerships. They are signaling the need for great insistence on unity between the three sectors – Government, Businesses and the Third Sector –, in this way forming a solid chain aiming towards the processing of transformations necessary to the common good. It is through the synergy of efforts between the three sectors that solutions to overcome the complex challenges we face at the beginning of the century will be found.

MAIN PARCEIROS VOLUNTÁRIOS NETWORK INDICATORS

CUMULATIVE
UNTIL DEC/2013

Mobilized Volunteers	391,330
Mobilized Schools	2,009
Mobilized Businesses	2,554
Civil Society Organizations with Agreements	2,094
Mobilized Cities	48
People benefited (approximate)	1,600,000

26TH STATE MEETING

This is always a time for great socializing between the coordinators from the 51 units making up the Parceiros Voluntários Network. It is a two day immersion, aiming to strengthen and integrate cities and regions. In this edition, alignment of concepts was reinforced through the experiences presented, as well as the new positioning of the organization, the BSC Map, aspects of National Social Assistance Policy (PNAS), legal items and elaboration of projects.

COMEL - LEADERSHIP COMMITTEE

COMEL, which is made up of volunteer business owners, was created with the strategic objective of having “entrepreneurs motivate other entrepreneurs” based on the foundation that BSR is a competitive advantage that adds value to brands and benefits communities. In 2013, members of COMEL

participated in FEDERASUL’s regional gatherings, giving lectures to the business community of Pelotas, São Borja, Santo Ângelo and Uruguaiana.

COMEL members include business owners Hermes Gazzola, Rogério Daniel da Silva, José Carlos Groth, Simone Leite and Ronaldo Zaperlon.

STATE LEADERSHIP COMMITTEE

The State Leadership Committee gathered presidents, social responsibility directors and executives from institutions in the cities that host the units composing the NETWORK. This is a very important time for conceptual-philosophical alignment and also for presentation of strategies, objectives and updates on the work being done by the NETWORK statewide. It is also a time to thank local leaders.

26th State Meeting



COMEL Meeting

Leadership Meeting



QUALIFICATION OF NETWORK COORDINATORSHIPS

Through the principle of subsidiarity, individuals act proactively on their street, in their neighborhood and city, only resorting to other instances when the solution demands support from above. In this way, each community tends to become its own agent, managing its own development, reducing bureaucratic interference and costs. It's the community working for the community, in a relationship where everybody wins.

That was the mark left by the workshops organized and carried out by the NETWORK's own units throughout the year, in which each region elected a theme, mobilized and articulated partnerships and invited other units, aiming towards collective learning. Here are a few examples of workshops carried out:

The Frontier Region presented, in the city of Uruguai, studies from the **National Social Assistance Policy (PNAS)**, relying on the presentation by Unimed's "Little Lion" project, which encourages the health care cooperative's doctors to donate part of their taxes to benefit the community. In Porto Alegre, the Metropolitan region featured the theme **Leadership: Potentializing Human Force**, presented by volunteer consultant and Ulbra professor Rosa Quitéria. In Santa Cruz do Sul, the Taquari and Pardo River Valley Region invited UNIVATES professor and CETEC researcher Marcelo Vettori and journalist Ana Cristina dos Santos to debate the themes **"Social Networks at Work"** and **"Press Relations"**.

*Workshops:
Strengthening
and Expanding
Knowledge.*



Parceiros Voluntários AWARD

The 7th edition of the awards ceremony was held at Bourbon Country Theater in Porto Alegre/RS and offered up generous doses of ingredients like emotion, inspiration, solidarity, love, creativity, talent and gratitude.

The Awards aim to promote volunteering actions in cities belonging to the Parceiros Voluntários Network. Awards are given to examples that can influence public policy, demonstrate the strength of networking and generate results through the unity of volunteers, companies, schools, social organizations, government power and benefited citizens.

In sketches, professional actors interpreted the stories of nine of the award winning initiatives, directed by Ana Luiza Azevedo, a screenwriter from Casa de Cinema de Porto Alegre.

Traditional Parceiros Voluntários like musicians Hique Gomes, Neto Fagundes and journalist Felipe Vieira kept the audience of 1,200 people entertained all night.

"More than just give prizes, the Parceiros Voluntários Awards aims to valorize volunteer work. These unique, creative and successful initiatives can be multiplied, thus strengthening the culture of volunteering, solidarity and cooperative work," pointed out Maria Elena Pereira Johannpeter, president (volunteer) of the NGO Parceiros Voluntários.



1,200 people packed the Bourbon Country Theater in the city of Porto Alegre/RS

SPONSORSHIP



SUPPORT



WINNERS

WIMBELEMDON – PORTO ALEGRE/RS

One of tennis' greatest temples is located in London's Wimbledon neighborhood. That was where photographer Marcelo Ruschel got the inspiration to create the WimBELEMDon project in 2003. The children of Porto Alegre's Belém Novo neighborhood needed assistance. Ruschel sought out partners, articulated with schools in the region, created a network of volunteers and professionalized management. And for the last ten years now, 103 kids have been dreaming big, getting classes in film, math, psychology, Portuguese and English, as they develop a broader world view, far from drugs and other dangerous choices. Annually, they organize "Rolando Arroz," a tennis event that relies on the participation of star players like Gustavo Kuerten, Fernando Meligeni, Thomaz Koch, Bruno Soares, André Sá and Marcelo Melo.

BOA VISTA CREEK REVIVAL – TEUTÔNIA/RS

All of the families in the city of Teutônia, Rio Grande do Sul are nostalgic about the time when they could still bathe and relax in the clean waters of Boa Vista Creek. In order to clean up the creek and involve young people from the community at large more, for the last three years they have been developing the "Boa Vista Creek Historical Revival," a project and contest with prizes going to nine pieces of writing transformed into a book, in addition to a "Boa Vista Creek Revival Scavenger Hunt," that mobilizes 250 students from local schools.

SINOMODAS

SinoModas Store Network knows that 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. This was how SinoModas employees decided to adhere to the proposal made by their executives to dedicate themselves to volunteering during business hours, also calling on suppliers to join in. Together, they serve children and adolescents with workshops on sewing, crafts, computer technology and therapy groups, as well as psychosocial assistance.

COMMUNITY PARTNERS – SAPUCAIA DO SUL/RS

The 33rd Military Police Battalion, which participates in the Youth Committee in Sapucaia do Sul, Rio Grande do Sul, was concerned with the high rates of violence and repeat violations among young people. They asked: How can we deal with this chaos? How can police officers trained only for repressive actions also work in favor of prevention? How can police officers become engaged in educational and volunteer actions, ones that involve the entire local community, in a collaborative network? The answer came with their engagement in the Tribes on Track towards Citizenship initiative. Encouraging a culture of peace, they emphasized the importance and value of life.



A time of love and respect for nature

Uniting results and emotion



Conflict resolution: listening and dialogue

*Different institutions.
Equal emotions.*



*It's love making
its presence known*



*The planet
is very thankful*



*Determination,
dedication, perseverance*

MOBILIANDO VIDAS (FURNISHING LIVES) – PORTO ALEGRE/RS

SLC, one of the largest grain and agricultural machinery producers, joined forces with KINDER, a school that provides shelter for children with multiple disabilities. The volunteers from SLC and the KINDER staff collaborated in building a workshop to develop special furniture adapted to each child's needs, helping them lead more comfortable and convenient lives, both at KINDER and at home. KINDER also makes the furniture available at a lower cost so other institutions and people can benefit as well.

FORÇA ROSA (PINK FORCE) – SÃO LEOPOLDO/RS

Learning you are sick is difficult. But it's much worse to think you're alone in it. The "Força Rosa" (Pink Force) project in the city of São Leopoldo/RS is dedicated to working closely with, sharing and joining forces with women who are victims of breast cancer. A group of women volunteers from the Breast Health Attention Group and the ACIS-SL Unit of Parceiros Voluntários mobilized partners, such as Confiança Cia. de Seguros, to make the project feasible. The patients have access to events, workshops and physical therapy, metaphysical therapy, crafts, art therapy, community therapy, bio-dance, group psychotherapy, individual psychotherapy and speeches.

THE ART OF RECYCLING AND TRANSFORMING – ROLANTE AND CACHOEIRINHA/RS

Sagrada Família Elementary School in Rolante/RS and Criança Feliz Nursery School in Cachoeirinha/RS, along with 10 more city schools participating in the "Recycling to Play" project, offered lessons on how to separate recycling to children and their families. The revenue from selling the recycled garbage is invested to buy educational games, toys and classroom equipment.

APAEXONADOS PELA TRADIÇÃO (PASSIONATE FOR TRADITION) – SAPUCAIA DO SUL/RS

In the city of Sapucaia do Sul/RS, a group of people discovered a way of including themselves, of becoming special through their love of gaúcho dances and traditions, because each person is special in their difference. The local Association of Parents and Friends of Persons with Disabilities (APAE) chapter, made up of children and young people with Down's syndrome, prove that music, dance and love of the land can take us beyond prejudice and the apartheid of exclusion. The group is an initiative of several partners, including APAE educators, volunteers, Memórias do Passado cultural group, and the City Board of Defense of the Rights of Children and Adolescents.

AMOR SOLIDÁRIO (SOLIDARITY LOVE) – BAGÉ/RS

This group of women aims to fulfill the needs of other charity entities in the city of Bagé/RS. The actions they engage in to make this possible include everything from fashion shows in collaboration with well established local stores to flea markets, vintage clothing sales and candy sales. Some of their most noteworthy actions include the restoration of equipment and renovation of department at Dr Mário Araújo University Hospital and the Bagé APAE chapter. They rely on partnerships with many volunteers and the Bagé Union and Rural Association.

PARTNERSHIPS AND RECOGNITIONS



Parceiros Voluntários won first place in the State stage of the 2013 FINEP AWARDS (Financing Agency for Studies and Projects) in the Social Technology Category, and third place in the Southern Region, with its **Qualification of the Social Web: Managerial Development Program for the Third Sector**. The FINEP Award is the most important instrument to encourage and recognize innovation in Brazil.

"On behalf of UNISINOS, I would like to express our joy at the victory, which resulted from the worthy, competent social work carried out by Parceiros Voluntários. Reaffirming that our partnership with the NGO is a source of pride and satisfaction for UNISINOS. Congratulations!"

Dr. Father Marcelo Fernandes de Aquino, SJ – President

CITIZEN PUBLIC SAFETY



The results of the **Tribes on Track towards Citizenship** initiative were presented to managers from eight countries across South America and the Caribbean as an example of prevention for youth, during

the **Sub-Regional Dialogue on Citizen Safety Policy**, promoted by the Inter-American Development Bank (IDB) in collaboration with the Rio Grande do Sul State Secretary of Justice and Human Rights.

BID - WASHINGTON

In Washington DC, at the Inter-American Development Bank (IDB) headquarters, the expertise of 16 years building organized volunteering culture was presented at a training for third sector and other managers.



CITIZEN IBM

Parceiros Voluntários was highlighted on the Citizen IBM blog (<http://ibm.co/1gYB3jk>) with the theme "The Importance of Professionalizing the Third Sector."

INTERSECTORIAL DIALOGUE ON THE REGULATORY FRAMEWORK FOR CIVIL SOCIETY ORGANIZATIONS

Organized by the General Secretary of the Presidential Cabinet in Brasília, the meeting was attended by 60 guests: CSOs, government, scholars, specialists, lawyers and accountants, following the Agenda.

MEMBER OF CONSOC BID - BRAZIL

The ConSOCs (Civil Society Consulting Groups) are a platform for exchanging information, strengthening dialogue and constant and opportune consultation between the Inter-American Development Bank (IDB) and CSOs.

GOVERNMENT LEADERS FORUM - MICROSOFT

Parceiros Voluntários was present at the Latin American Government Leaders Forum. This is a debate organized by Microsoft, gathering the government, leaders and specialists to explore initiatives aimed at improving competitiveness, promoting progress in social equality and strengthening democracy.

MOUNTAIN OF KNOWLEDGE - BOOK FAIR

We brought in 40,000 donated books, which will be used to create libraries for prisons, nursery schools, nursing homes, mother's clubs, foundations, schools and associations. "Passport for the Future" is one of the main Book Bank Projects, in collaboration with the Superintendency of Penitentiary Services (SUSEPE).

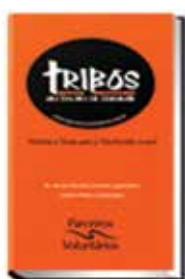
OUTSTANDING RURAL WOMEN

With the theme "Women, passion and dreams," the 55th stage of the Ongoing Agribusiness Forum recognized the work of women leaders by presenting the Outstanding Rural Women Trophy, at FARSUL. Parceiros Voluntários was graced with an award in the Social Responsibility category.



BOOKS PUBLISHED, *experiences systematized*

The *Parceiros Voluntários* expertise developed over the past 16 years is registered in works that provide in-depth explorations of themes, such as concepts of human development and citizenship, transparency for NGOs, youth volunteering and teacher training.



2004 TRIBES: STORIES AND GUIDE FOR YOUTH VOLUNTEERING

This guide tells stories of youth volunteering and reflects on the meaning of these actions: What do they represent for the trajectory of our youth? What repercussions do they have on the schools where they study?



2008 YOUTHS - SOCIAL PARTICIPATION

A guiding proposal for teaching institutions and educators, with the aim to implement actions that consolidate a culture of social, citizen and entrepreneurial participation.

SPONSORSHIP:



2012 NGO - TRANSPARENCIA AS A FACTOR CRITICAL TO SUCCESS

Promotion of the results of the "Educating for Transparency" social technology. This book is a perfect summary for introducing the principles of transparency and submission of accounts in the third sector and other social agents in the country.

SPONSORSHIP:



2008 THE FIFTH POWER

This work brings together analyses and questions regarding the third sector, the role played by organized civil society and volunteering, by 12 national and international specialists like North American Lester Salomon; Kenyan Wangari Maathai, distinguished Nobel prize winning activist; philosopher Terezinha Rios; entrepreneur Jorge Gerdaui Johannpeter and journalist André Trigueiro.

SPONSORSHIP:



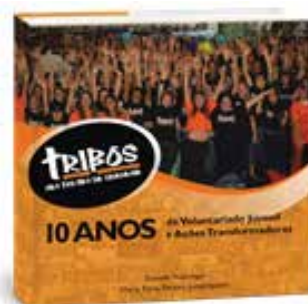
2013 TRIBES - 10 YEARS

In commemoration of 10 years of the TRIBES initiative, this publication, in addition to reporting on this ACTION's pioneering youths, promotes not only volunteering, but values like citizenship, responsibility, solidarity, entrepreneurship, among many others.

SPONSORSHIP:



CENTRO DE INTEGRAÇÃO EMPRESA-ESCOLA



MEDIA

inestimable support for the cause

From January to December, spontaneous media on Parceiros Voluntários Network in Rio Grande do Sul was worth **BRL 3,192,698.00**, with a total 739 mentions in newspapers, on the radio, TV and websites.

In the print media, the space contributed was **34,164 cm/col.**

A significant part of the public recognition the NGO Parceiros Voluntários has received over its 16 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!



*Information from CWA Clipping – supporting business.

Financial statements

We hereby present, for your knowledge, the Balance Sheet, Income Statement, Statement of Changes in Social Equity and Cash Flow Statement for the Period, for the NGO Parceiros Voluntários regarding the periods ending on December 31, 2013 and 2012, in a summarized format.

The complete Financial Statement is available at the website: 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 March 10, 2014.

Balance Sheet as of December 31 (In reais)

ASSETS	2013	2012	LIABILITIES	2013	2012
Circulating			Circulating		
Cash and cash equivalents	1.160.588	1.848.140	Suppliers	9.212	10.453
Other credits	151.334	90.900	Salaries and social charges	77.798	59.862
Accelerated payments	12.239	40.032	Tax obligations	12.046	11.270
			Deferred revenue - projects in progress	575.023	737.741
			Other accounts payable	–	–
	1.324.161	1.979.072		674.079	819.326
Non-circulating			Non-circulating		
Noncurrent receivables			Provision for contingencies	1.691	1.638
Sustainability Fund	2.033.269	1.911.868		1.691	1.638
Fixed	138.843	156.567	Owner's equity		
Intangible	27.769	194.382	Donations reserve	166.721	166.721
			Reserve – Sustainability Fund	1.911.868	1.700.000
			Equity valuation adjustment	9.913	15.676
			Accumulated surplus	759.770	1.538.528
	2.199.881	2.262.817		2.848.272	3.420.925
Total assets	3.524.042	4.241.889	Total liabilities and owners' equity	3.524.042	4.241.889

Surplus Statement

Accounting periods ending on December 31 (In BRL)

	2013	2012 (Represented)
Revenue from operating activities		
Contributions from supporting institutions	885.644	1.018.375
Advisory projects and events	1.630.198	1.540.643
Volunteer Work	836.632	812.473
	3.352.474	3.371.491
Operating activity expense		
Advisory projects	(1.602.418)	(1.204.368)
General and Administrative	(1.728.090)	(1.600.643)
Volunteer Work	(836.632)	(812.473)
	(4.167.140)	(3.617.484)
Operating losses before the financial result	(814.666)	(245.993)
Financial Results		
Net financial result	242.013	281.312
(Deficit) Net Surplus for the year	(572.653)	35.319

Statements on changes in owners' equity (In BRL)

	Donation reserve	Reserve – Sustainability Fund	Adjustment of asset valuation	Accumulated Surplus	Total
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 assets valuation to right value			(5.763)	5.763	
Total of the comprehensive result for the year			(5.763)	41.082	35.319
Fixed assets good received as donation	21.361				21.361
As of December 31, 2012	166.721	1.700.000	15.676	1.538.528	3.420.925
Deficit for the year				(572.653)	572.653
Realization of the adjustment of fixed assets valuation to right value			(5.763)	5.763	
Total of the comprehensive result for the year			(5.763)	(566.890)	(572.653)
Applications in sustainability fund		211.868		(211.868)	
As of December 31, 2013	166.721	1.911.868	9.913	759.770	2.848.272

Cash flow statement

Accounting periods ending on December 31 (In BRL)

	2013	2012
Cash Flow from operating activities		
Accounting period surplus (Deficit)	(572.653)	35.319
Adjustments of revenue and expenses not involving cash		
Depreciation of fixed assets	38.894	31.837
Amortization of intangible assets	166.613	166.613
Low cost fixed asset	–	8.151
Variations in the assets and liabilities		
Other credits	(60.434)	(47.634)
Anticipated Spending	27.793	(39.741)
Sustainability Fund	(121.401)	(120.646)
Suppliers	(1.242)	6.438
Salaries and social charges	17.936	(45.126)
Tax Obligations	776	(8.274)
Deferred Revenues - projects in progress	(162.717)	291.627
Other accounts payable	–	(13.155)
Social Obligations	53	(461)
Net Cash generated from (used in) the operational activities	(666.382)	264.948
Cash Flow from investment activities		
Acquisitions of fixed assets	(21.170)	(36.205)
Net Cash used in investment activities	(21.170)	(36.205)
Increase (reduction) of cash and cash equivalents	(687.552)	228.743
Cash and cash equivalents at start of accounting period	1.848.140	1.619.397
Cash and cash equivalents at end of accounting period	1.160.588	1.848.140
Transactions that did not affect the cash		
Fixed asset good received as donation	–	21.361

Our social capital

The NGO Parceiros Voluntários would like to offer our warm thanks to everyone who has provided support - employees, interns, volunteers, consultants - and especially NETWORK leaders and coordinators.



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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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CERTIFICATIONS

City Board of Social Assistance – no. 39
City Public Utility – Act no. 10.193/2007
State Public Utility – no. 002085
Federal Public Utility – Directive no. 306/01
Social Assistance Charity Entity – RCEAS 2006/2006

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