



Parceiros Voluntários

ANNUAL REPORT 2004



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VOLUNTARY AUDIT

PricewaterhouseCoopers Auditores Independentes performed an audit of the financial statements for **Parceiros Voluntários** with a view to ensuring the Organization's open book attitude in using their resources. In the auditors' judgment the statements appropriately reflect the assets and financial situation of the NGO in all aspects. The work of PricewaterhouseCoopers in assessing the financial statements was voluntary, too.



VISION

To develop the culture of organized voluntary work.

MISSION

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

BELIEFS AND VALUES

- Every person is sympathetic and thus, a potential volunteer.
- Philanthropy and citizenship, as expressed in volunteer work, are essential for changes in the social reality.
- Organized voluntary work is the basis for the development of the Third Sector.
- Voluntary work rewards the community as well as the volunteers.
- The practice of the Subsidiary Action Principle is fundamental for the autonomy of the communities in respect to their development.
- Sustained development is achieved by the interaction between the economical and social systems.



The human being is the basis

Born seven years ago, **Parceiros Voluntários** has been ever since showing solidarity to those who most need it, **giving them love and understanding**. Who is this young entity that has been giving young people advice on education for peace, environment, and culture? Who is this underage entity that helps children, adults, and elderly people alike? Does it fit into the Statute for Children and Adolescents?

Such questions are needed if we want to know this child called ONG Parceiros Voluntários (NGO Voluntary Partners). Founded seven years ago amid the business world, the very business world that is so burdened with taxes, victimized by heads who do not seem to understand that employment generated by businesspeople is crucial to the destiny of any country seeking economic and social development and a larger and better distribution of wealth.

Parceiros Voluntários grew up thanks to the understanding of the people from Rio Grande do Sul who sided with **Parceiros Voluntários** in solidarity, understood from the first the reasons for its creation. It is very important to ask ourselves this question: what accounts for the success of **Parceiros Voluntários**? The answer is clear:

- 1) Because it is a no-partisan entity with no political interests;
- 2) Because its work is performed according to the most modern business concepts of Planning, Goals, Indicators, and local Coordinators;
- 3) Because it works towards the development of a long term culture;
- 4) Because its sole basis is love for the neighbor.

Now that it **benefits over 400 thousand people** through partnerships with **1533 organizations of the civil society with more than 60 thousand actively** participating volunteers, we ask how much would this job cost if the State were to pay for it? **Parceiros Voluntários** is a hit in Brazil and other countries as well. The NGO is exporting its knowledge across boundaries and the trend is to grow even more.

As Chairman of the Board I believe that **the Human Being is the basis for all processes**. That's why, if we want to **change our reality**, we must cause a deep change in the cultural patterns of society. **If we do not help people change, there will be no changes in society.**

This report vouches for my words. Good reading.

Humberto Luiz Ruga
Chairman of the Board



Social and Human Capital

When the year is over and we sit down to write our Annual Report, it becomes evident that what we put down in writing is just a little bit of what thousands of VOLUNTEERS are doing. It's thousands of volunteer-hours, energy, emotion, knowledge, materials, and services that the community is making available. It's thousands of actions and gestures that are transforming or improving realities across our State. Individuals, corporation, schools, universities and civil society organizations, all the sectors are getting involved for the benefit of a better quality of life for everyone. More than ever we are certain that a "social and human capital" is being built and that this will make the difference in the next generations.

In the pages of this report you will find a summary of what the young people who compose the TRIBES ON THE CITIZENSHIP TRACK are doing through a voluntary partnership with their teachers and schools. Approximately 30 thousand young people from public and private schools are concerned with finding solutions for their cities.

Corporations are also getting involved with social projects. Over 60 thousand people chose this way of volunteering. The Civil Society Organizations that are actively participating in the management and leadership courses that Parceiros Voluntários is offering in conjunction with SEBRAE/RS to more than 1500 participating organizations.

We want to express our gratitude to all those who one way or another support the volunteering movement in Rio Grande do Sul. To all our team and the 62 Units comprising the strong Parceiros Voluntários network, as well as the Presidents of Professional Associations, Trade Associations, Industrial Associations, Rural Associations, Chambers of Commerce, Unions, all those who welcome the Parceiros Voluntários Program in their towns, our gratitude for their participation in the development of organized volunteerism and the solidarity culture.

Father Marcelo Rezende Guimarães, Professor, says that "the world often presents itself configured and determined, making us experience a feeling of limitation and impotence - on the other hand, the world challenges us to develop our capability to change and produce new ways of living in society. Although human society presents itself to us as complex and dependent on many conditions, it is also undergoing a construction process, where its members, more than just playing their predetermined roles, can trust themselves as actuators, builders, co-responsible".

That's how our community feels: builders and co-responsible!

Maria Elena P. Johannpeter
Executive President

The organization

Parceiros Voluntários (Voluntary Partners) is a non-governmental organization founded in January 1997 as an initiative from the business people of Rio Grande do Sul. The vision of Parceiros Voluntários is the development of organized voluntary work culture.

Its mission is to stimulate, recruit, qualify and refer volunteers to the Rio Grande do Sul community in order to foster human and social development.

Throughout its seven years of work, Parceiros Voluntários has created and developed concepts, methods and techniques for the growth of the volunteerism culture, which has spread across the Third Sector as well as academic and business spheres.

Since then, it has gathered over 62 thousand volunteers into a network of people comprising 62 thousand units across the cities in Rio Grande do Sul.

Approximately 60 per cent of the State population, about 10 million inhabitants, live

in the towns and cities where Parceiros Voluntários is present. The growing force of volunteerism in the State including schools, social organizations, companies and the community at large is helping out more than 1500 charities in these communities. Approximately 400 thousands people among children, adolescents, elderly people, people with physical disabilities, as well as communities in risk situations are being benefited. ONG Parceiros Voluntários operates with programs involving individual volunteers, corporations, young people and organizations of civil society.

Parceiros Voluntários created the Parceiros Voluntários (Volunteer Partners) Award. The Award gathers more than 1700 people at

Teatro do Sesi every edition. This unique initiative in Brazil shows the scope, the effort and the results of voluntary work: communicating the practices that back feed the movement is the focus of this initiative. Another accomplishment that has mobilized Rio Grande do Sul is the action Tribes on the Citizenship Tracks, whose goal is to stimulate and develop volunteerism and entrepreneurship among young people. This mobilization initiative unites schools, young people, families and the community to take inventory of the community needs and to come up with proposals to help meet those needs. Everyone feels he/she is part of the actions: transformation agents.

EVOLUTION OF PROGRAMS	2002	2003	2004
ENGAGED VOLUNTEERS	22.780	31.198	62.548
ENGAGED YOUNG PEOPLE		18.419	32.280
ENGAGED SCHOOLS	159	271	608
ENGAGED COMPANIES	618	850	1.116
ORGANIZATIONS FROM THE CIVIL SOCIETY	860	1.188	1.533
PARCEIROS VOLUNTÁRIOS UNITS	42	61	62



Doing and Influencing

"I've always wanted to do something, but I didn't know how" – That's what people usually say when they attend their first Awareness Meeting.

Parceiros Voluntários believe that everyone is sympathetic and, therefore, a prospective volunteer. Awareness Meetings are held with this belief in mind. In our meetings we discuss the concept of voluntary work, love for the neighbor, solidarity, what it is like to be a volunteer, the importance of this work, the meaning in the life of people receiving the volunteer's attention, responsibility, commitment, the respect we must have when we interact with other people or organizations providing assistance to people in need of care, love or the acquaintance with a volunteer.

Voluntary work is an act of citizenship – an important drive of social transformation with social, economic and cultural results. In the Awareness Meeting, the group conducts an in-depth discussion of themes. This is the first step of the Program towards becoming a Volunteer. This is a DOING action according to the methodology of Parceiros Voluntários.

The talks, presentations, workshops, seminars and all other methods of presenting volunteering philosophical concepts comprise the INFLUENCING actions.

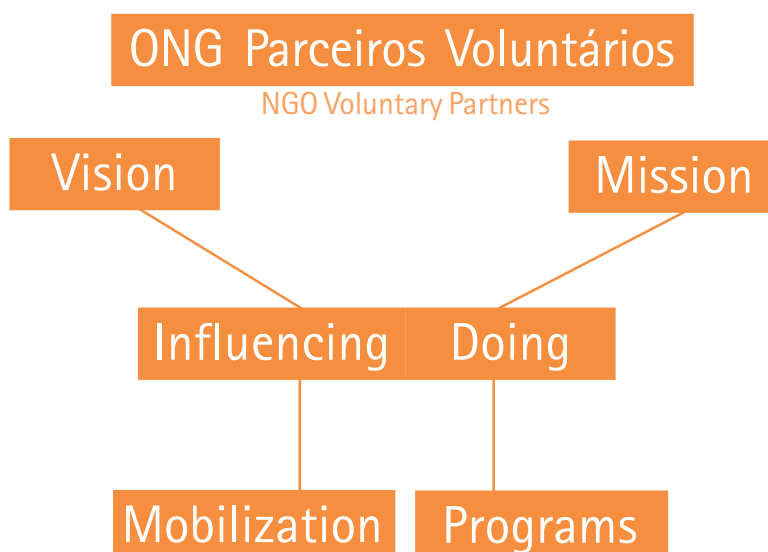
It is noteworthy the fact that the Third Sector works on the development of social

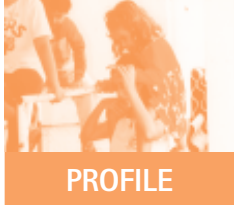
interest projects. In addition to IDEALISM, which is essential to this sector, the Third Sector also requires PROFESSIONALISM in the actions it performs.

That is why the work process of Parceiros Voluntários is so important. It is not only emotional in its actions concerning social problems – it complies with technical and scientific criteria in the construction of a better social engineering.

The idea is to stimulate the community to find solutions in the social field in direct collaboration with every citizen in free own will and with their potential to work.

Organization Strategy





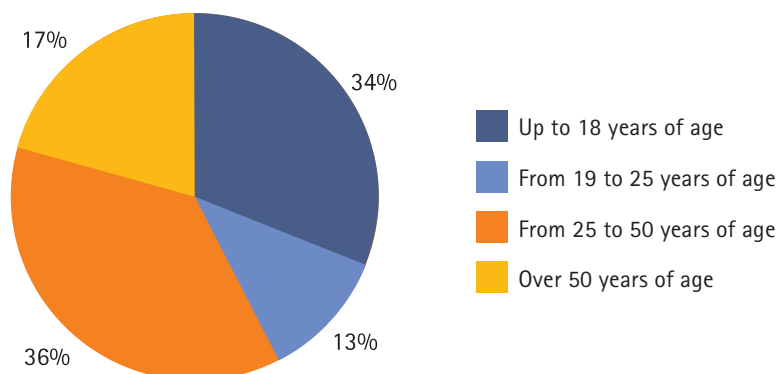
PROFILE

Partners – Doing and Influencing

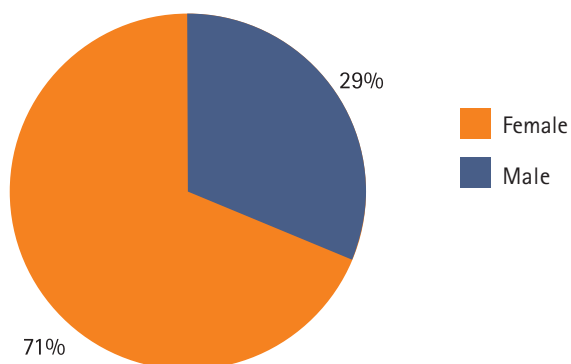
Awakening the spirit of solidarity and love for the neighbor. That is the basis for Parceiros Voluntários work, with constant focus on two guidelines: DOING and INFLUENCING. DOING is a lot more than just assigning volunteers out to work. DOING includes qualifying people to be able to do a better job of meeting the needs of the community. The profile of volunteers of this NGO encompasses a diversity of people who embrace the voluntary cause. The men and women of every age and education who support the NGO prove that everyone can do voluntary work. Volunteers spend an average of four hours a week on their voluntary activities.

Volunteer Profile

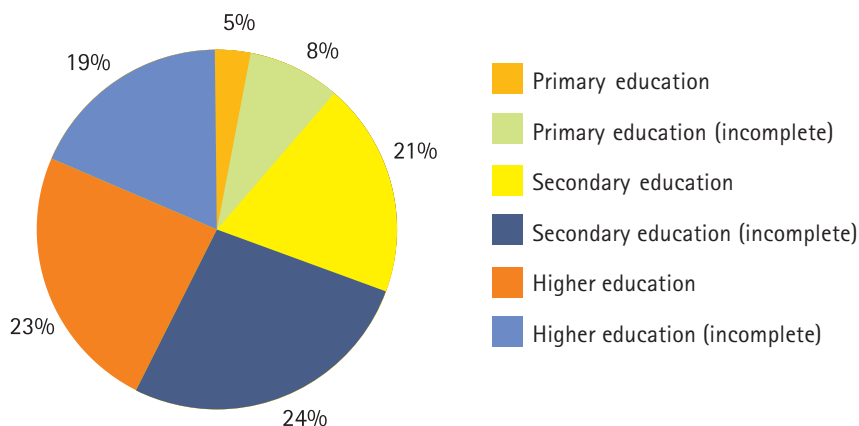
Age



Sex



Education





Why volunteer?

Volunteering is an expression of people's involvement in their community. Taking part, trust, solidarity, reciprocity based on a shared understanding and a sense of common obligations are values that reinforce good citizenship.

Volunteering improves your self-esteem, the acceptance, the joy. It builds up ethical values. It stimulates cooperation, creates new relationships, and brings about a new creativity process in the search for solutions. While you are sharing experiences, you start noticing other people's feelings, living in a reality different from yours. Respect for everything and everyone grows.

*Odisséia Azambuja, an 83-year old volunteer from Bagé says she drew inspiration from her large family when she began advising mothers on breastfeeding and baby hygiene. "I've got eight children, twenty grandchildren and four great-grandchildren. As I have all the time in the world, I decided to use my sanitary educator experience as a volunteer. I call on mothers at the *Maternidade Nossa Senhora Auxiliadora*, and as a volunteer I've renewed the work principles I used to have years ago. The mothers out there gave me a warm welcome. I feel good. It's very rewarding. I never stop being a volunteer 'cause when I go out and I see a mother holding a baby I smile at the baby and come closer to see if the mother is breastfeeding her baby the right way, if the baby's weight is right."*

Volunteering develops generosity in that you learn to give, to yield, to share, and to think of others. You become less tolerant of corruption, of violence, of everything that destroys the principles and values of a society.

The word "ethics" assumes a strong meaning because we are talking about a greater principle, the Ethics of Life. We are talking about strengthening the Social Capital of our country.

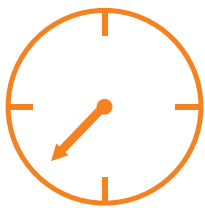
Volunteering creates new networks and standards, extending the reserves of capital in society for the construction of new relationships and the extension of the social interaction network. Voluntary action can be as diverse as the creativity of individual volunteers, the nature of this cultural setting and the scope of problems we are faced with, ranging from one to one support to community service with group support in large movements and campaigns. People who trust and support one another tend to be more sensitive to the needs of the underprivileged, more tolerant of ethnic and religious diversity and more tuned in to the well-being of distant, unknown peoples. The lessons of trust learned by means of the voluntary action teach us to extend our moral commitments.

Margareth Marques da Silva, a 48-year old volunteer from Osório says, "I went into volunteer work because I wanted to help other people, since I had never had a job in my life. I started visiting homes for elderly people, but I would come back home thinking that just talking to people wasn't enough for me, I wanted to be more useful. Then I remembered my late mother. She used to love doing nails. Since then, every Thursday, the grandmas wait up for me to do their nails. At first, they would say they had no money to pay me, so I started to say my price was really low, it's just a kiss. Now they all know it and it's very rewarding. I leave all my troubles behind and I come home feeling well because I know I'm boosting those grandmas' self-esteem."

Being a volunteer is including in your project of life the project of life of others. Volunteers want other people to be just as happy as they are. We are able to learn new things when others aid us; however, we cannot succeed in this task when we have nothing but our own means. It is only when the human being interacts with others that his/her inner processes are awakened.

For those who have not yet embraced the movement towards development of the organized volunteering culture, the solidarity culture, we do hereby invite you to ponder over this call:

*Why volunteer? Why not?
Why not me? Why not now?*



Emotion with Results

Creating awareness of a responsible citizenship is a determining factor in achieving the goals of Parceiros Voluntários. In its macrovision, the organization pursues the development of organized voluntary work culture because this vision turns the passive citizen into an active citizen aware of social demands of the community.

People develop the capability of becoming a "citizen volunteer" by establishing a relationship of commitment and responsibility towards his/her community. The developed world has shown the importance and the feasibility of this drive. This drive will shortly be able to help our social development, particularly within a modern vision where it is recognized that the solution is not an exclusive duty of the State, and when the action is performed within the direct line of the two poles involved - volunteers and organizations - the cost is significantly lower.

It takes a lot of emotional involvement for us to turn ourselves to the needs of other people. It is our heart, our emotion, our sensitiveness, respect and consideration for the other person that will lead us to wish to include his/her life project in our own life project.

It is our feeling that we are human beings by exercising our humanity.



The greatest wish of volunteering is to fit a piece of our heart into someone else's heart.

VOLUNTARY POSTMAN

Dedication, commitment, simplicity and responsibility are qualities that are deeply embedded in Ademir Machado, voluntary partner in Bento Gonçalves.

He is one of the links between Parceiros Voluntários and the volunteers by delivering the mail. He got to know Parceiros Voluntários Partners from a television show.

He delivers the mail by bus or on foot after his work. He works in a steel plant and he says that sometimes it can be hard to find the addresses, but that's when he counts on other helping people to direct him. Somebody even gave him a map of the city to help him with the mail delivery.

Ademir brings out the importance of every volunteer in advertising the organization and spreading the idea of volunteering.

A TRUE CITIZEN

Becoming a volunteer requires not only the will; it requires a lot of responsibility as well. The first step for prospective volunteers is to attend a four-hour long awareness meeting. Over 62 thousand people have already heard the concepts that are discussed in this meeting.

"Everybody knows the problems we are facing, and if we do not try to solve them, nothing will ever change. We've got to take the first step." Tobias dos Santos, student.

"Nobody can make it without doing something good to other people. Everything is more complete when we are able to donate."

Lucy Terezinha Ramos, retired

"I was given a lot of love and I can pass that on to the children. You can always help." Suzana Barreto Souza, schoolteacher



Sharing feelings and experiences

In order to keep up with this strong motivating relationship with the volunteers, Parceiros Voluntários maintains an ongoing program called Sharing Feelings & Experiences.

The Sharing Feelings & Experiences program is aimed at strengthening the feelings. Through this initiative, Parceiros Voluntários gets to know how other volunteers feel about what they do. This monthly program has been presented at the Foyer of Theatro São Pedro, Santander Cultural, Casa de Cultura Mario Quintana, Sindicato dos Médicos do RGS, Intercity Hotel, Associação Leopoldina Juvenil, Sede Campestre do Grêmio Náutico União and other venues - This program gives visibility to the work of volunteers plus the community has an opportunity to enjoy the cultural spaces of the city. 28 volunteers, 13 employees and 5

special guests were actively involved in the organization and implementation of this event: Márcia Ebling, psychologist; Rosana Nora, psychoanalyst; Maria Cristina Santana, nurse; Maity Siqueira and Sandra Regina Correa, psychologists. In addition to sharing feelings, other topics discussed included:

1. The holistic being
2. Who am I?
3. The aging process of the human being
4. How to work with adolescents in risk situation or street kids
5. Personal feelings

The result of this interaction is that experiences can influence the life of other volunteers and the people who get help in organizations that are represented.



Ms Tatiana Stringhini, 88 years of age, the oldest volunteer and Maity, another volunteer, in the action Sharing Feelings & Experiences - May 2004



Sharing Feelings & Experiences at the Foyer of Theatro São Pedro - May, 2004



CORPORATE VOLUNTEERISM
Engadeg Volunteers 1116

Corporate Social Responsibility as a strategy

The Social Responsibility of Business imprints the leadership stamp onto a company that is already generating value, not only to the company, but also to the society at large and to the environment where it operates. In this manner, businesses can capitalize on or materialize the so-called "intangible values" (reputation, brand, credibility) representing 75 per cent of the company capital versus the 25 per cent of tangible assets (facilities, machines, etc.).

The Corporate Social Responsibility ought to signify a change of business culture in all levels. Businesses ought to understand that CSR is an upside, an investment, not just an expense. It is a voluntary commitment that companies make when they understand that it is in their best interests and it has to do with the concept of sustained development. And most of all, it is a concept that affects the entire management, not just another activity of the company.

Parceiros Voluntários created this program for companies to provide them with opportunities to get involved in social actions that can change the reality of many people and the community. Company support is vital to volunteering because companies not only share their knowledge; they also involve the organization's management issues.

Students attending the Social Communication course at Universidade Federal de Santa Maria have added a new significance to words that are used all the time in companies: overtime, results, meetings, promotion.

The Corporate Volunteers Program adds another meaning to them. "Overtime" can mean more work or more love. "Extra work" for us is the work we do with the heart. Dedicating some time to volunteer work is a very rewarding experience. "Results" can mean

a greater yield or a greater learning. "Profit", for Partners, means acquiring life experience, receiving twice the love invested. "Meeting" can be a concern or a moment's solidarity. Getting together people who want to teach and those who want to learn.

Solidarity unites people. "Promotion" can mean a higher position or valuing life. The conquest of new partnerships strengthens and adds value to the cause.

The Corporate Volunteers Program is aimed at creating awareness across the organization so that the company can see itself as a stimulating agent for its associates, to exercise their Individual Social Responsibility and see the importance of taking part in social projects for the community, by making human resources available and sharing managerial knowledge.

WHAT ARE THE RESULTS OF THESE ACTIONS FOR THEIR ASSOCIATES?

- They foster human and managerial development
- They develop solidarity
- Participative attitude
- Responsibility
- Participation
- Entrepreneurship
- Creativity and leadership
- Experiencing other realities.

WHAT ARE THE RESULTS OF THESE ACTIONS FOR THE COMPANY?

- They highlight the company image in the community
- They break the paradigm: company/financial resources versus human resources/knowledge
- Mobilizing force: customers - suppliers - associates
- They develop the organized voluntary work culture
- They stimulate Individual Social Responsibility among associates

"We believe that the contribution of a company extends far beyond the commitment to generate quality products and services, profits, employment and taxes. They can also contribute to the development of the community and a more just society."

Social Report 2003 - Gerdau S.A.



Volunteers in action

No matter the size of the company, small, medium sized or big. If you think that you lack time or personnel, there are a number of examples of corporations that make a difference in the process with the conditions they possess.

*Cristalágua*s, for instance. With only three employees, the company cleans up the water reservoirs of Civil Society Organizations once a week and their customers give the materials. Or you can emulate the *Associação dos Arquitetos the Rio Grande do Sul State*: their professionals renovate the buildings of charities. They obtain resources and labor, and use building supplies given by customers and suppliers. If you think you cannot lend a hand, just think about *Lavanderia Renova*. This company reclaims damaged clothing to make children's clothes that are given to day care centers. *All Service*, a cleaning and gardening operation, has organized with its employees and customers a maintenance schedule for charities: once a month they do paint jobs, cleaning jobs and gardening for institutions that help the poor.

"In our opinion, the legal support we got from *Della Giustina, Hoffmann & Vianna de Souza* in 2004 helping our Association was critical to the fulfillment of legal requirements. If not for this legal support, it would have been very hard to know whether or not we are operating in accordance with the legal framework. Now that we have their legal support, we can rest assured that our association is in compliance with all legal requirements" – Associação Aproder.

Marlene Alvares de Oliveira, Chairperson
Associação de Produção e Desenvolvimento da
Restinga

Saratt, is a consultancy firm whose employees can do jobs like surveying, diagnostics and development of action plans to improve the management on company time.

The partners of *Della Giustina, Hoffmann & Vianna de Souza Advogados e Consultores* had always wanted to do something to help out. Their premise is that everyone is responsible for building a better world. The hustle and bustle of the legal practice with its deadlines and the sensation that time is never enough were obstacles overcome with enthusiasm by these untiring volunteers. Before too long those "voluntary advocates" realized that a simple piece of legal advice could be invaluable to those who had no one to help with problems their organizations were facing. Moreover, they realized that a sincere "thank you" was all the fuel they needed to motivate them to face the hardships of the legal practice nowadays. Since their first encounter with *Parceiros Voluntários* in August 2002, they have been practicing volunteering in a seriously structured manner. They use their own tools such as the knowledge they acquired in years of corporate legal practice. In two years of intense volunteer work, approximately twenty institutions have been assisted. The modest but pioneering service given has fostered the creation of at least seven NGO's. In 2004, the lawyers are providing legal counsel to a number of institutions. Some of their activities include:

Ongoing follow-up for the *Associação de Produção e Desenvolvimento da Restinga*. At the moment, they are working with the City Hall, helping the community with the legal requirements of opening a People's Shopping Mall where the community artisans can sell their craft, a long-time dream of the people who are fostering the economic sustainable development of that region.

*They are working on the draft of the statute of *Projeto Água Viva*, an association that helps the community living on the islands of *Rio Guaíba*; *They are helping setup *SONG*, an organization whose job is to help the management of Third Sector organizations to become more professional and learn managerial skills; *They are the defense counsel in a law suit for the *Movimento Escola da Vida*, a day care center for the poor children of Vila Cruzeiro. This kind of work ensures us that we are doing something for the construction of a more just society – and challenges us because we know there is a lot more to do.



CIVIL SOCIETY ORGANIZATIONS PROGRAM

Participating 1533

Parceiros Voluntários, in partnership with Civil Society Organizations, organize and give training programs covering a number of knowledge areas. These Training Programs help organizations to develop leadership and management skills. The NGO provides ongoing services with no discrimination to the public at no cost according to its purpose and mission. To aid with these programs, the NGO is seeking sponsorship.

The Development Program for the Third Sector in RS

In 2001, a partnership between Sebrae and the NGO Parceiros Voluntários was initiated based on the diagnostics obtained from some Social Entities in agreement with Parceiros Voluntários (Voluntary Partners). Many of them had difficulties with their management, a fragile financial position and lacked a clear-cut vision and mission. Based on this assessment we understood that the non-profits needed training and skills to improve their managerial competencies. We offered the following courses:

- A Course for Developing Civil Society Organizations Officers (56 hours)
- Integration and Cooperation Network Module (8 hours)
- Human Factor Module (16 hours)
- Administrative Management Module (16 hours)
- Visibility Module (16 hours)
- Leadership Development for Civil Society Organization Officers (16 hours)
- Development of Social Projects (14 hours)

RESULTS ACHIEVED IN 2004:

- We carried out 4 projects of skills development for Civil Society Organizations Officers in Q3 and Q4 2004 (October through December) in Porto Alegre, Canoas, Cachoeirinha, and Pelotas.
- We qualified 46 Social Organizations and 51 people (officers and coordinators).
- We gave 272 hours of classroom instruction.

COURSE: SKILLS DEVELOPMENT FOR ORGANIZATION OFFICERS

This is to let you know that I attended the SKILLS DEVELOPMENT FOR CIVIL SOCIETY ORGANIZATION OFFICERS that took place here in Pelotas from October 26 through December 7, 2004 with 56 hours of classroom instruction encompassing the following modules: The Human Factor In Organizations; Administrative & Financial Workshop; How to Acquire Visibility Workshop and Interaction with the Community and Cooperation Networks. This course was given by Parceiros Voluntários in conjunction with Sebrae/RS at the Commercial Association of Pelotas. I hereby state my appreciation for attending it and I can say that we are already putting in practice here at the *Legião da Boa Vontade* a lot of things we learned.

It is also important point out that we are already networking. On December 9, we will receive our friend Gloria who will talk to families we assist on the subject of Diabetes. We will also provide medical exams, dental exams and courses on food reuse with our friend Prietto, who will bring his knowledge of history of the city and Rio Grande do Sul to tell our children, and a lot more is to come. I would like to mention that we are open to the Networks, but sometimes we get so wrapped up in our world that we do not see the possibilities that were presented in this course. We learned, we shared experiences, we made friends and this group is sure to do a lot more. Thanks again. I'm already looking forward to other courses like this, which made us see beyond the horizon of our day to day lives. Sincerely,

Adriana de Lima Brasilino - Pelotas, December 7, 2004



Volunteers in action

Creativity in the Kitchen

Partners in the Kitchen is a program set up in partnership with Parceiros Voluntários, Puras and Vonpar. This joint effort has been very fruitful in stimulating the cooks from social organizations to use their creativity and improve the food quality.

It was a big challenge for me when they offered me the Partners in the Kitchen course. I was planning initially to work in one non-profit organization.

It is a big challenge, but as time goes by you learn a lot from the team; they bring in a lot of information. You learn to deal with different realities.

Volunteering is a very rewarding kind of work. You learn that you can help a large group of people, that you are able to do something productive to people who need so much in their institutions. Some aspects were given a lot of attention such as hygiene, food care, how to create a menu. They do not have professional help in the institution, so they have a lot of questions. These were the points that made us think about during the course.

Heloisa Fortes - Volunteer Nutritionist

It is a great pleasure for us to work with the cooks and kitchen help of the day care centers, showing them alternative food, daring to use creativity in the lean conditions and sometimes scarcity of food that prevails in the institutions... what we are trying to say here is that the role they play is not just cooks. They are educating people to acquire new eating habits. Their role is so important: to get these children to grow up healthy. To do that, they use their creativity in preparing food that people normally would throw out.

Beatriz Macedo, Coordinator of Social Projects for Puras do Brasil S/A

As a Partner in the Kitchen I learned a lot. These things will help me and the institution I work for, such as the nutritional value of each food. I did not know much about that. And how to take better care of the children's health.

Dalva Michels

Cook of the *Lar Esperança* in Porto Alegre

I learned a lot of things, for example you have to be very careful with what you wear in the kitchen. You have to wear an apron and keep your hair under a net.

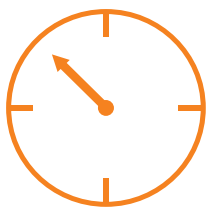
Jussara de Fátima Ribeiro

Kitchen help for the *Associação Santa Rita de Cássia*

I came up and talked about some of the things I had learned in the Partners in the Kitchen and the management thought it was just great that someone had attended the course and could be a multiplier telling others about the learnings.

Solange Carvalho, cook at the *Negrinho do Pastoreio* day care center

Vonpar takes part in the Partners in the Kitchen program as a way to get close to the people and give something in return for the recognition for our company and products. It is a good opportunity for people to learn new information, too. In our vision, the company wants to be involved in more than just business, and that's where volunteers come in. Social responsibility is so important to the strengthening of Vonpar's image and that's a matter of culture for our company. Ricardo Vontobel, President of *Vonpar Refrescos S/A*



PROGRAM YOUNG VOLUNTEER PARTNERS

Sponsors:



Voluntary youth Different ways

Due to the results obtained from the action Tribes On the Citizenship Track, Parceiros Voluntários contacted the Nucleus for University School Integration - NIUE, of the Pró-Reitoria de Extensão da Universidade Federal do Rio Grande do Sul (Rio Grande do Sul Federal University), so that they could both conduct an assessment of what the insertion of this action will represent in the future of our young people, in their behavioral and humanistic formation.

The 3-year study will comprise research, the creation of a methodology and the implementation of a pilot project to be conducted in three years. Later, a program will be formatted for young people along the lines of entrepreneurship and the volunteerism culture, which is the vision of Parceiros Voluntários.

The first step of the research based on discussion groups made up of 14 to 24 year-old young people and other groups with the participation of professors and parents. The results to date have been very interesting for the strengthening and systematization of ways of juvenile social mobilizations.

The action Tribes on the Citizenship Tracks has shown something about the young

people in our country and has indicated other ways of being young, that is, "new juvenile identities". The benefits and results achieved are revealing and inspiring because they are bearers of the energy that proclaims new facts, changing the life of people and communities.

Since these actions originated from schools with young students and with the involvement of the entire school community, they have shown organized movements in education, changing the way of establishing relations in school, that is, "new ways of learning and teaching."

As these actions involved the community in general, with respect to the well-being of many people, their needs and concerns, they have shown ways of being citizens, that is, "new lanes of active citizenship".

The young people who participated in the project proved to be holders of a "cultural capital", a wealth and a potential that is necessary for the life of a society. Without that contribution - which may be expressed

in a diversity of forms, like ways of thinking, acting, articulating, of expressing, of organizing, that is of living - the communities would lose a lot.

"I think that if nobody does it, nobody will open their eyes and see. I am beginning to open my eyes gradually to every kind of person, open to new ideas, new thoughts, to see things totally different, see new ways. To live a bit of everything and never keep from doing something, that is something I find in the voluntary participation." - a 17-year-old person.



Children action in Cachoeirinha



Children action in Santa Cruz



"What makes you take part? I believe that it is a sense of fulfillment. The world has a lot of things that need to be done, and if I do not do them, somebody else will. Why would I let other people do what I want to do myself?" A 20-year old student.



Tribes:

A self-inclusion action

The self-inclusion of youngsters is the best result of the action Tribes on the Citizenship Tracks. When they take part in volunteer actions as subjects, children and adolescents, they are noted within the communities and the prejudice and stereotypes like "young people don't want to get involved" is eliminated. In fact, not only do the kids have a strong and comprehensive ideal; they are able to take steps towards its realization. In 2004, the Program Young Voluntary Partners - Action: Tribes on the Citizenship Trails proved that juvenile voluntary working is growing. This program carried out more than 400 actions in their cities around three themes: Education for Peace, Environment and Culture. Approximately 32 thousand students in 164 primary and secondary education schools from the private and the public sector in 46 cities, got actively involved in the same cause to identify the major needs of the region and draw up proposed solutions. The kids created Tribal Forums to debate and maximize their efforts. The challenge for Parceiros Voluntários was to be able to meet the requirement of the young people who, for four years had been asking for a chance to get more involved. In order to meet this request, the Tribes action was thought out and based on these premises: * Provide the young people with opportunities to work

within their social context by volunteering and entrepreneurship, assuming their responsibility of mobilizers and coordinators in the search for solutions to a number of demands within their communities and cities;

- * Maximize in the young people their power to mobilize and get cooperation;
- * Develop the concepts of active citizenship (children and youngsters are not the citizens of the future today, rather they will be tomorrow the citizens of today);
- * Create opportunities for the young people to develop talents such as leadership, entrepreneurship, creativity, management of time, teamwork, writing, implementation and evaluation of projects;
- * Reinforce self-esteem, self-confidence and motivation.

This inclusive movement took several directions. It gathered handicapped people, underprivileged communities, senior citizens, minors, sick people, etc. The inclusion process

was a two lane road - as one group got involved in the larger community, this very community included the group overcoming prejudice and barriers.



Over 400 actions were carried out as part of the Tribes on the Citizenship Track drive.

"Nothing can stop an idea whose time has arrived."

Victor Hugo



Sponsors:



CAIXARS
Fomento Econômico e Social



GERDAU



All the Tribes together

The celebration of the second edition of the action Tribes on the Citizenship Track held on October 22 at Parque da Harmonia, was a big hit.

The festive meeting had people from 46 cities of Rio Grande do Sul. There were more than enough reasons to celebrate. Since the last year the social mobilization action of the Tribes has increased from 18 thousand participants to 32 thousand young people that are involved in this initiative.

This big event included music and dance shows from a number of cities of the State, special guests like Neto Fagundes, the Secretary of Education, José Fortunati, and shows with the bands Dublê, Chimarruts and Produto Nacional. During the convention, there were several shows and presentations from young people. The event received ample media coverage, which originated an immense archive of pictures for our future folders.

The tribes, composed of children and adolescents in the primary and secondary schools look for the young volunteers, uniting the schools, the family, and the community around three themes: education for peace, culture, and the environment. The objective of every tribe is to identify demands in their cities so that they can come up with actions that can find a way to solve problems, making every youngster feel he or she is an agent of social transformation.

The young people themselves claimed more participation. They felt the need to get more involved, to lend a helping hand. That is what originated the tribes. There are plenty of examples: they get together to collect the garbage from streams and other public spaces, they hand out fliers to create environmental awareness, talks on drug abuse and safe driving organized by young people themselves in their communities. In 2004 alone, there were 440 actions altogether.



Comparison 2003/2004

Item	2003	2004
Engaged Cities	33	46
Schools	79	164
Tribes	74	110
Actions	300	440
young people	18.419	32.280

For 2005, young people and teachers are asking for:

"More actions and that every tribe can see how other tribes operate and so we can see each other."

Pedro, 12-year-old student from São Canísio School, Santa Cruz

"Define a single trail for the entire RS." Rodrigo, 19 year-old student from São José School, Montenegro

"We want very creative hip hop workshops and paper recycling activities, like the ones we had this year, and with a longer period of time for us to do our job." Demétrio, a teacher of Nossa Senhora da Pompéia School, Gramado

"Parent and community participation in the meetings and Forums." Heloisa, a teacher of Mosés Bezzi School



"Twelve private and public schools formed a single tribe called Horizons with 800 kids. The actions they performed were about environmental education and conservation based on the pedagogical project of the schools. We discussed the theory in the classroom and took the students out to put the theory in practice through actions. Seeing the young people displaying a solidarity spirit makes me very happy." Graziela Santos, Schoolteacher from Porto Alegre

"We used the proceeds from the sale of recycled material to buy instruments for the music and dance group. Our goal is not just get the children off the streets, but to give them activities so they won't go back on the streets. In addition to rehearsing the songs, we also take part in carnival, samba, allegory and costumes. The work is very rewarding. By recycling materials we help clean the environment and make children happy." Antônio Garcia, Volunteer, Banda Aqui e Agora - Bagé



"We chose the trail Education for Peace and defined some actions. The first one was to clean up a ditch with help from 200 kids. We discussed the value of life versus drug addiction and organized the First Urgent Life Forum with 800 kids. We pointed out some ways to kick the drug habit, especially among school kids.

Carlos Alberto Barcelos, a teacher in São Leopoldo

Book: Tribes on the Citizenship Track

Father Marcelo Rezende Guimarães (organizer) / Leandro Pinheiro (collaborator)

- Synopsis: A book which tells great stories of kids from all over Rio Grande do Sul who took part in volunteering actions with the project Tribes on the Citizenship Tracks. The authors assessed the various ways that the Tribes exert a positive influence on the kids towards the development of social responsibility in the kids and stimulate the organized volunteerism culture.

'Tribes' is very comprehensive book. It gives educational advice for kids, parents and educators alike. It uses a simple language to indicate a new orientation for extra-curricular learning, for the personal and interpersonal formation, social and moral. In short, it is aimed at assimilating values that turn every person into a social being, prepared to live with their neighbor." Hans Sille - Educator

Cities / towns

1. Aceguá
2. Antônio Prado
3. Alvorada
4. Alegrete
5. Bagé
6. Bento Gonçalves
7. Cachoeira do Sul
8. Cachoeirinha
9. Canela
10. Candiota
11. Canoas
12. Caxias do Sul
13. Charqueadas
14. Cruz Alta
15. Dom Pedrito
16. Dr. Maurício Cardoso
17. Estrela
18. Garibaldi
19. Gravataí
20. Giruá
21. Gramado
22. Horizontina
23. Hulha Negra
24. Ibirubá
25. Ijuí
26. Lajeado
27. Montenegro
28. Osório
29. Panambi
30. Passo Fundo
31. Portão
32. Porto Alegre
33. Rio Grande
34. Santiago
35. São Pedro do Sul
36. Santa Cruz do Sul
37. Santa Rosa
38. São Leopoldo
39. São Sepé
40. Sapucaia do Sul
41. Teutônia
42. Triunfo
43. Tucunduva
44. Uruguaiana
45. Viamão
46. Vera Cruz



NETWORK COMPRISING 62 CITIES IN RIO GRANDE DO SUL

Network: The "us" in volunteering

Social Mobilization is one of the strongest characteristics of Parceiros Voluntários. This goal is achieved through a number of units scattered across Rio Grande do Sul - 62 towns/cities in 2004. Parceiros Voluntários spreads the volunteering actions in network and joins forces with other organizations forming partnerships with the Third Sector to be able to meet the social needs of the communities. The networks are fortified when there is *cooperation, which is the capability to build projects of common interest, the acceptance of others and the dynamics of interdependence. *connection, i.e., the sharing of values and objectives, horizontal link and interdependence; *democracy, that is accepting the other person's legitimacy, valuing their opinion and the systematic exercise of dialog.

The organization divides the State in ten regions. Each region has a monthly work meeting. Every year, Parceiros Voluntários makes two statewide conventions that sustain social mobilization throughout the net. The issues addressed in the first 2004 convention were Cooperation Networks. The second event addressed the Communication for Mobilization issues.

Many of the Parceiros Voluntários units are based at the premises of the Trade Associations, Industrial Associations, Rural Associations, in addition to schools, which shows the interest in supporting volunteer work and mobilize and develop local leadership. "As the president of the association, a representative of all the businesspeople in the commercial and service sectors, I feel compelled to help the volunteer movement because the people in



Parceiros Voluntários disseminates network volunteering actions

our community need help, love, and affection. I am very happy when a businessperson looks for us to become a volunteer. It is very gratifying to see the growth of the volunteer work. I get thrilled every time I see people taking part in a Parceiros Voluntários event, the tears run down and emotion runs high." Vitor Rahde - President of the Trade Association of Cachoeirinha.

"For company officers, a Parceiros Voluntários unit is an excellent opportunity to communicate and strengthen volunteerism through its local representative since we still belong to a society where a lot of people wait for other people's opinion to express their views. In our community we have excellent actions in children's education in day care centers doing a strong pedagogical work. In the non-profits and hospitals we operate in the internal support areas. Keeping the support group's commitment high is crucial if we want our

unit to be really strong, because the satisfaction and the emotion that I get just to know that I am working and seeing transformation taking place is enough to relieve the natural anxiety for a more just society. Paulo Araújo, President of the Parceiros Voluntários Unit in Charqueadas.

Bruno Artur Fockink, president of the Trade Association of Panambi, says, "Volunteering is the most beautiful fruit of conscientious citizenship. People are realizing that everyone ought to give a little bit of their time and talents. The Community of Panambi is getting involved in voluntary work with responsibility, commitment and love for the neighbor. The Parceiros Voluntários Unit has an agreement with the social organizations, EMEIS, City Hall and Schools and carries out a number of activities in various actions of our community."

RIO GRANDE DO SUL VOLUNTEER

"This year, with support from Parceiros Voluntários, we created the network 'We Volunteers', comprising approximately 20 social organizations in Canoas. We want companies to motivate their employees, getting them to volunteer. That is a very gratifying job and nowadays you can see more and more people getting involved. Organizations comment that they are really embracing the Partners' cause. The feedback we are getting is very positive. Organizations are recognizing the work, we are moving ahead. The people of Canoas are doing more than just wait for government's assistance; they are beginning to get involved with people from these organizations, and that makes the difference.

Jeane Kich - Parceiros Voluntários, Canoas

The Project named *Parceirando Arte* (Partners in Art) is rescuing a number of hand-crafted techniques that can provide a means of earning a living for the people who learn how to make hand-crafts and sell them. There are volunteers teaching techniques such as making newspaper into baskets, knitting, crochet, embroidery, painting, lace, frivolete, weaving, grampada, Christmas handicrafts and recycling. The program benefits 100 people every month both in Gramado and in the rural areas. Adolescents, adult people and elderly people are among the students attending classes. The program promotes the voluntary work culture because there are multiplying groups working in the schools in addition to people who sign up to learn a craft or to perfect a craft they already know and so they realize that they also have knowledge and talents that they can share with their community."

Cristiane Drumm Muller - Parceiros Voluntários Coordinator for Gramado

"The action Tribes on the Citizenship Tracks, by means of 16 schools and more than 2 thousand students from Santa Cruz, carried out community-interest actions in themes such as Environment, Culture and Education for Peace. Another outstanding mobilization took place at the end of 2004. The first Volunteer Week in Santa Cruz do Sul involved more than 7700 people and 42 organizations that carried out over 66 community-interest actions.

During 2004 we were able to live the beliefs that drive our work: every person is sympathetic and therefore is a prospective volunteer. Voluntary work benefits both the community and the doer. Reality can be changed through voluntary work. Communities are in a position to help themselves because they have among them people who have the necessary knowledge and love to solve their problems. All these concepts show the worth of the mobilization we have been doing and the results we have achieved so far.

We are driven by the transformations in the life of people and the communities with whom we are involved. Because the lives transformed by voluntary action are not measurable. Love, hope and enthusiasm cannot be translated into numbers. Numbers do not express our dream, the dream of a voluntary state, nor do they talk to our hearts. Witnessing each and every one of these stories of success represented by these numbers is driving us ahead. They make us keep up with the good work. "Faith in life, faith in man, faith in the future..." (Gonzaguinha, a Brazilian Composer). Faith in human capabilities drive people involved with our cause and our community. Faith in man and in the transformations into a better world that voluntary work makes possible. That's our driver."

Sheila L. F. Boesel

Parceiros Voluntários Coordinator for Santa Cruz do Sul

"The organization of voluntary work has given a lot to people, mainly to children and adolescents. The possibility to learn a trade or get help that will make you grow as a citizen. Last year, they did an excellent job of neighborhood workshops. With the help from people who give raw materials, they created workshops where they do hand-crafts in wood, painting on fabrics, crochet, theater, and foreign languages, Christmas cards. The proposal of Parceiros Voluntários is to diminish dependence on outside help, i.e.; donation actions and increase volunteering with activities that collaborate with the social growth of this public. Learning techniques that give the young people an opportunity to multiply the learnings with their families and contribute to the family income by making and selling homemade products. When we feel that voluntary work really pays, we can reaffirm that if everyone does their share, no matter how small it may be, they will be contributing to change and social development. The entity promotes and communicates work in the belief that by setting the example other entities or companies will be cooperating and increasing the possibility of fulfilling the dream that we have: a volunteer Rio Grande do Sul".

Leandra Zanela

Parceiros Voluntários Coordinator for São Marcos



International volunteer day

The UN General Meeting held in 1985 chose December 5 the official date for celebrating voluntary work worldwide. Since then, hundreds of countries have been celebrating voluntary effort and its achievements on this date.

Throughout the world, millions of people, institutions, companies and governments do actions and events to celebrate the work of volunteers who strive for peace and the improvement of quality of life in our planet. Volunteers mobilize people to spread the voluntary work culture everywhere and stimulate the participation of new volunteers.

"Working on the internal values makes the true value arise in people, and that makes people more active, social transformers of the world around them."

NGO Voluntary Partners

The Units did a number of actions during the entire week to celebrate International Volunteer Day. In Alvorada, Antônio Prado, Canoas and Garibaldi there was an intense program of restoration jobs of day care centers plus artistic and recreational activities.

In Montenegro, Porto Alegre and Santa Cruz do Sul the Volunteering Week was celebrated by cleaning the cities, collecting food, toys and clothing. In Alegrete, Bento Gonçalves, Caxias do Sul, Gravataí and Viamão they paid homage to their volunteers, for whom Volunteer's Day is the whole year.

Sponsorship:



SONAE

Hand in hand towards the future

Voluntary Partners Award: Towards the 2005 edition

The Parceiros Voluntários Award is lot more than just a festive event and a celebration. It is a tool for qualitative evaluation of volunteering in the State, of the search for quality of life by meeting the social demands through voluntary work. The methodology that is used to identify, follow-up and assess the cases is being improved for five years now. It is a benchmark for a systematic database of best practices of actions with the potential to multiply; others can be turned into public policies and those that have a social impact that challenges citizenship to overcome limitations in search of better conditions for everybody. Every edition is planned a year in advance with the help of Parceiros Voluntários technicians,

coordinators, volunteers of the PV network and voluntary examiners from the examining board who examine cases nominated for public recognition.

In 2005 another Voluntary Partners Award will be delivered. This is a great moment for recognition, valuing and homage to the voluntary spirit prevailing in Rio Grande do Sul. Some of the voluntary actions that will

be representing, giving visibility and communicating what thousands of people are doing day by day with so much emotion. The Voluntary Partners Award is given every two years, on the odd-numbered calendar years. The first edition was in 2001. The purpose of the Award is to bring to the attention of the public examples of differentiated successful actions, multipliable examples that may in the future influence public policies. It is also a supporting instrument aimed at developing and strengthening the voluntary work culture in all the RGS community. One Parceiros Voluntários concepts is "to have emotion with results" - that's why the Award was thought out and based in quality technical criteria leading to the attainment of objectives.



Schwab Partnership

Schwab Foundation, a Swiss organization founded by Professor Klaus Schwab (Founder of the Davos Economic Forum) and his wife, Hilde, is dedicated to studying the characteristics of social entrepreneurship. This pioneering initiative supports and gives visibility to this work worldwide. The purpose of Schwab Foundation is to strengthen the action of those leaders globally, in addition to conduct exhaustive research into their behavior and interpret the subjective characteristics of their profiles and predict how the mobilizing action of those entrepreneurs can change the local and global reality. To Schwab Foundation, the social entrepreneurs are pioneers and innovators, inasmuch as they challenge the usual and inevitable and look for new processes, services, products or new ways to overcome old problems and future-related issues. ONG Parceiros Voluntários has been selected by Schwab Foundation, and is now affiliated to the Schwab International Network. The foundation promoted the Global Summit 2004 in Campinas, SP, Brazil. From November 4 to 6, where relevant issues were discussed towards the creation of a worldwide entrepreneurship agenda to be presented at the Davos Economic Forum (Switzerland) in January 2005. All social entrepreneurs are invited.



The Schwabs with the Partners Team in Campinas/SP



STOP & THINK

The future of the human being lies in being human

Stop & Think is an international seminar. Parceiros Voluntários and the United States Consulate in São Paulo organize this seminar for university students and professors. The purpose of the seminar is to promote a reflection on the human development during the 21st century through cross-functional and multicultural approaches.

The first edition had an audience of 600 participants from the perspective of the role played by the Third Sector in the new society, with a large mobilization. The second International Seminar Stop & Think took place on September 30 at the auditorium of

Building 40, PUC (Catholic University) in Porto Alegre, RS. Organized by Parceiros Voluntários in conjunction with the United States Consulate in São Paulo and sponsored by Brasil Telecom, Gerdau and JP Morgan Bank, the event had an audience of 750 people who

heard the theme "The Construction of a Future by Way of the Social Capital."

John Renesch, a renowned U.S. writer and thinker on social transformation, opened up the conference with the question: "Can we Build a Future?" The second panel, "Social Capital and Civic Participation", was given by Maria Celina Soares D'Araujo, Ph.D. in Political Science from the Center for Latin America Studies, Florida, and researcher for the Centro de Pesquisa e Documentação de História Contemporânea do Brasil, Fundação Getúlio Vargas. Renato Raul Boschi, Ph.D. in Political Science and researcher for the Instituto Universitário de Pesquisas do RJ,

International seminar, PUCRS (Catholic University)



reflected on the theme "When the Social Capital Makes a Difference". He pointed out that the generation of social capital is based on an institution and one has to bet on possible consequences of the social action. Charo Méndez, Venezuelan sociologist from Universidade Católica Andrés Bello and a specialist on social projects, enriched the seminar with the theme: "Democratic networks and Social Prosperity".

On the panel "Mobilizing Social Capital in the Company", Jorge Gerdau Johannpeter, who is the President of Gerdau Group, the Movement Competitive Brazil, in addition to

coordinating the *Ação Empresarial Brasileira*, stressed the commitment of the private enterprise leaderships with the mobilization of the social capital as a strategy for the sustained development in this new century.

"From the Genesis of the Bond of Union to the Birth of Causes: communication and mobilization" was the theme presented by Márcio Simione Henriques, Professor and Doctor-to-be from the UFMG (Minas Gerais University), coordinator of the research group Mobiliza and a consultant for social projects.

Based on the contributions of every panelist, the philosopher John Renesch discussed

the theme "Future: a Collective Work". In his final reflections on the theme, he asserted that the leaders of the new millenium would be common people doing extraordinary things, working closely with other common people to achieve that transformation.

The Executive President of the NGO Voluntary Partners, Maria Elena Pereira Johannpeter spoke about "Volunteering and Human Commitment". She closed the seminar with the question "Why not accepting the new century challenge, to have a human commitment?"

Stop & Think...



John Renesch

The key to generate a worldwide transformation and create a better future for the human being is the accountability for what we do. It is time we are held responsible for the society we live in."

Book: The Conquest of a Better World
Publisher: Cultrix



Maria Celina Soares D'Araujo

"The Social Capital is the only type of capital that the more we spend the more we have. The solution for living in a civic, strong and committed society lies in a responsible government."

Book: Social Capital
Publisher: Jorge Zahar Editor



Renato Raul Boschi

"There is no how to evaluate the social capital on a short time basis. You have to bet on what's going to happen. Therefore, the more social capital you bet, the more results you may get in the long run."

Book: Entrepreneurs, Interests and Market: Development Dilemmas in Brazil
Publisher: Editora da UFMG



Charo Méndez

"Networking means supporting, commitment, information. They are the spaces where we hear proposals, where we reach consensus. It is the aggregation of common interests. Relations, bonds of union, interaction. But the fundamental element of the networks is trust."

Book: Responsabilidad Social de Empresarios y Empresas en Venezuela durante el siglo XX.

Publisher: Strategos



Jorge Gerdau Johannpeter

"Investing in the social capital, in education, skills development and growth of the human being generates economic benefits."



Márcio Simione Henriques

"The key to a social mobilization process is a communicative process. It is time we questioned ourselves: What is the web that holds the solidarity networks together? How do human beings consolidate their links of interdependence and solidarity?"

Book: Communication and Social Mobilization Strategies
Publisher: Autêntica Editora



BOARD MEETING

On September 24, the Board of Directors made the following resolutions:

- a) Actions performed during the first two quarters of 2004;
- b) Follow-up on the 2004 Plan, preparation for the 2005 Planning.
- c) Project Young Voluntary Partners; a reference to concepts and methodologies supporting juvenile initiatives in the social field.
- d) Development Program for the Third Sector RS; designed to qualify the officers of the Civil Society Organizations with respect to managerial skills for the management of social undertakings and the strengthening of their leaderships.
- e) Project WEB Platform; creation of a connection environment to access the available knowledge and services for the management of organized volunteering and the formation of networks.

GENERAL MEETING

Parceiros Voluntários Deliberative Council Meeting held on March 19, 2004 addressed issues such as the approval of the annual report and financial statements for 2003, planning for the year 2004 and election of the members of the Board of Directors and the Management for the years 2004 and 2005.



PARTNERSHIP WITH SEBRAE NACIONAL

This year the Solidarity Leader Program will come to an end. The program started in 2001 when an agreement was signed between Parceiros Voluntários and Sebrae Nacional. The successful job of adapting and transferring the methodology of the organization is represented in numbers since 23 Brazilian States have implemented the Program. Solidarity Leader is a volunteer advisory program conducted by people with experience or background in managing their own businesses.

"The solidarity Leader has a overflowing power. More than just transferring business knowledge to entrepreneurs, in Minas Gerais, he fosters the formation of a net designed to generate jobs and income involving the synergy of public policies, projects of social responsibility of business and social organizations."

Fernando Alves

President, *Rede Cidadã* - Belo Horizonte - MG

"We had the pleasure of seeing the multiplying effect and the practical results in the development of this volunteer program for business. To put it in a nutshell, the Solidarity Leader is the compass that orientates navigation in the business of tiny and small companies.

Suely Moraes

Officer in Amazonas

VOLUNTARY PARTNERS IN BOLIVIA

The seven years experience dedicated to the volunteering cause enabled us to set up partnership with UN/UNVA, which promised to mobilize within two years 1200 young university people to act as multipliers in the development of projects to the benefit of underprivileged communities. Parceiros Voluntários was invited to bring their Third Sector and Volunteering experience and implement a Volunteering Skills Development Module in La Paz and Calacoto and in another nine municipalities of Bolivia in October 2003. Carmem Franco, coordinator of Parceiros Voluntários was invited to participate as a Voluntary Leader and with another four specialists from Bolivia, Spain, Belgium and Peru, draw up all the contents and methodology. "We believe that Hope for Mankind comes through endeavor and the Development of the Social Capital, whenever we are.

BNP PARIBAS AWARD

Foundation BNP Paribas Brasil organized the second edition of the "BNP Paribas Citizenship Award". This award is aimed at honoring personalities and companies that in their fields have made decisive contributions to the evolution an affirmation of citizenship and development in Brazil. Among the 10 honored participants is ONG Parceiros Voluntários.

PARTNERS IN URUGUAI

Parceiros Voluntários went to Montevideo in Uruguay for the account of the Volunteering Department of UN/ UNV (United Nation Volunteers). The project was designed to qualify the organization officers to develop the volunteering cause. A record number of organizations attended the event. "It was very good. Parceiros Voluntários was able to show their structure representing Rio Grande do Sul and Brazil, plus the Uruguayans found their way to develop the volunteering culture", says Carmen Franco, Coordinator - ONG Parceiros Voluntários.

THIRD SECTOR SPACE

As in previous years, Parceiros Voluntários attended the 50th Book Fair from October 29 to November 15. The news is that this year the stand became the Third Sector Space. Organizations like the Instituto do Câncer do Colo de Útero; Via - Pro Doações e Transplantes; Amigos Anônimos Samaritanos Mundiais; Sociedade Literária e Caritativa Santo Agostinho; Clínica Esperança de Amparo à Criança; Fundação Thiago Gonzaga; Sociedade Porto-Alegrense de Auxílio aos Necessitados/ SPAAN; Instituto da Mama do RGS; Instituto de Acesso a Justiça e Centro de Apoio ao Portador de Anemia Falciforme shared the space. The purpose was to create visibility for the work performed by Parceiros Voluntários and other organizations.



Mr. Humberto Ruga, representing Parceiros Voluntários at the *Mérito Lojista* Trophy 2004

ENHANCING SOCIAL RESPONSIBILITY

The award *Troféu Mérito Lojista*, established 17 years ago by the *Federação das Câmaras de Dirigentes Lojistas do Rio Grande do Sul* (FCDL/RS), recognizes those suppliers with a differential in terms of service for retailers in Rio Grande do Sul. The award *Troféu Mérito Lojista* is becoming through the years the most important recognition for the commerce and service sector in the State.. Definition of the winners is by direct vote cast by CDL affiliates from all over the state, more than 40 thousand stores.

The prize category Parceiros Voluntários was awarded was created this year: Social Responsibility. At the event that took place November 17 at Grêmio Náutico União, Mr. Humberto Ruga, President of the Deliberative Council received the award on behalf of Parceiros Voluntários.

BIENAL MERCOSUL

The 4th *BIENAL MERCOSUL* was dedicated to the cultural movements associated with the origins of Latin America. Parceiros Voluntários lent a hand to this event by gathering volunteers, many of whom worked with the Executive Action and its activities within the space of the 4th Mercosur Bienal.



COMMUNICATION

Synergetic Communication

The media have always understood the fundamental role of spreading the volunteering movement in order to promote the development of this culture across our State. For this reason, they are strongly committed to this cause.

In addition to the institutional space opened by the newspapers, radio, television, magazines, it is very gratifying to see how much the media professionals are thrilled when they record the facts and actions of solidarity and commitment. On many occasions we have seen interviewers and study staff shed tears and show the emotion in their voices. Parceiros Voluntários recognizes that and thank the media for that, borrowing Ghandi's words when engaged in his "silent revolution": "Without newspapers, you can't do a revolution."

VOLUNTARY MEDIA

GAZETA MERCANTIL • GRUPO BANDEIRANTES DE COMUNICAÇÃO
GRUPO SINOS • JORNAL DO COMÉRCIO • O SUL • RBS TV
REDE PAMPA • SISTEMA GUAÍBA - CORREIO DO POVO
TVE - FM CULTURA • ZERO HORA • CANAL FUTURA • TV UNISINOS
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A Razão/Santa Maria



Correio do Povo



O Semanário/B. Gonçalves



Gazeta do Sul/Santa Cruz do Sul



Zero Hora



Valor Econômico/SP



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Brasil Responsável

Turning intangible assets into tangible results

Social organizations ought to be very clear as to what role they in the community. For the Third Sector it is absolutely necessary to have a focus on their objectives, goals, evaluation of results and impact, budget control, cash flow, medium and long term borrowing, not to mention the legal, statutory and accounting aspects. The organizations working with social projects have to optimize their scarce resources. Critical too is the need to have an open book management to ensure the legitimacy and transparency of their processes before supporters, tax authorities and government agencies and the general public. Inasmuch as the quantitative and financial indicators are not the only ones and, certainly, not the best indicators to express the impact caused by their efforts, the institution ought to continually look for ways to utilize the Qualitative Indicators. These indicators can show more appropriately the transformation, the improvement that the cause is bringing about in society.



The Strategic Planning of Parceiros Voluntários for the next five years is complete. Parceiros Voluntários uses BSC (Balanced Scorecard), a management tool that Symnetics Business Transformation, as a voluntary consultant, designed into the Strategic Map in conjunction with Parceiros Voluntários Team. All of our processes have been designed too. The management and technology tools show us the way, where to go and when we want to get there.

The Third Sector Organizations have to be managed with the same professionalism as the business corporations. Legal and fiscal requirements are the same for both.

The Third Sector must maintain its IDEALISM, and add PROFESSIONALISM to it. Social projects and the community will be better served and we will achieve Results with Emotion!

OUR TEAM

The capability to break paradigms, overcome limitations and expand boundaries makes Parceiros Voluntários a differentiated team. We are always looking for ways for development by using our technical, human and conceptual capabilities in order to better interact with our community and foster the organized volunteering culture. Parceiros Voluntários is deeply grateful to all of you. Without you this Report would not have been made at all.

Maria Elena Pereira Johannpeter – Executive President

Geraldo Toffanello

Hermes Gazzola

Alexandre Kieling

Volunteer Vice Presidents

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Maria da Graça Testa da Rosa

Maria de Fátima Prudêncio Borgo

Paulo Afonso Belegante

Rita Helena Pimentel Patussi

Solon Andrade Rabello Junior

Tais Coppini Pereira

Plus 7 trainee students

55 volunteers

OUR DELIBERATIVE COUNCIL

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

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PARTNERSHIPS

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We would greatly appreciate hearing your comments and suggestions about our work in order to strengthen the volunteerism culture and the ongoing organizational learning. We are looking forward to receiving your opinion.

Supporters

