

Parceiros

Voluntários

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2007 Annual Report

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Special feature in celebration of our 10 years

Please see, in the central part of this Annual Report, the memory of the most striking facts in the history of Parceiros Voluntários [Volunteer Partners] NGO and get to know the volunteers who have completed 10 years of activities with the Organization.

Volunteer Auditing

PricewaterhouseCoopers Independent Auditors analyzed the financial statements of the Parceiros Voluntários NGO regarding the 2007 fiscal year with the aim of ensuring the Organization's transparency in the use of our resources. The Auditing Team considered that such financial statements properly present, in every aspect, the Organization's equity and financial position. It is important to point out that the auditing performed by PricewaterhouseCoopers was voluntary work.

Vision

Develop the culture of organized voluntary work.

Mission

Promote, increase and qualify the fulfillment of social demands through voluntary work, aiming at improving the quality of life in Rio Grande do Sul.



Kindergarten and preschool children take part in the Tribes Action in Gramado

Beliefs and Values

- 1 Every person is solidary and a potential volunteer.
- 2 Philanthropy and the exercise of citizenship through the practice of voluntary work are indispensable to the transformation of social reality.
- 3 Organized voluntary work is the basis for developing the Third Sector.
- 4 Every kind of voluntary work brings benefits to the community and the people who do it.
- 5 Practicing the principle of subsidiarity is indispensable to communities' autonomy and development.
- 6 Sustained development is reached through the interaction among the economic, social, and environmental systems.

The attitude that makes the difference

We have completed 10 years of developing the Culture of Organized Voluntary Work in Rio Grande do Sul with success recognized by the Rio Grande do Sul and Brazilian society and we have also exported our model. This is the result of the work carried out by our efficient and dedicated Team of collaborators, trainees, and volunteers, who also rely on the support from the Deliberative Council and our Sponsors, Founders and Supporters.

We owe part of this result to the attitude of solidarity from the 249,838 volunteers engaged in the Cause.

We owe the other part of success to the formation of a strong NETWORK encompassing 74 cities that, by means of local leaders, Commercial, Industrial, Rural, and Service Associations, and Community Universities, make possible our action and the cooperative work among several social actors in order to reduce the existing social differences, supporting the Coordination of the Voluntary Work Program in your city's Parceiros Voluntários Unit.

Parceiros Voluntários relies on the collaboration of 93,000 young people, 1,410 schools and 2,031 companies, serving an approximate public of 950,000 people.

For comparative purposes, we should tell you that 26% of Rio Grande do Sul (RS) municipalities have fewer than 3,000 inhabitants, who account for a total of 3% of the population; 20% of our State's municipalities have fewer than 5,000 inhabitants, who account for 4% of the population. That is to say, Parceiros Voluntários serves about 9% of the RS population with a monthly spending of R\$ 200,000.

To serve 7% of its population, the State of Rio Grande do Sul needs 228 cities (City Councils, City

Halls, Police Stations, District Attorney's Office, the Judiciary, Schools). So I ask you this question: What is the attitude that governmental, municipal, state, and federal leaders should adopt to follow the example of Third Sector efficiency?

This comparison and this question are my own personal responsibility, not the Parceiros Voluntários Organization's.

I suggest that every reader should ask his/her question and seek his/her answer.

My enthusiasm about Parceiros Voluntários is and has always been very great. In the early years of work, I predicted, at a moment of excitement, that within one decade we would reach 100,000 volunteers. Back then people called me a visionary, a dreamer.

Throughout these 10 years, my dear Parceiros Voluntários Organization has not only reached 100,000 volunteers, but also nearly tripled that number. The stories of every Volunteer, every Civil Society Organization, and every institution involved, are touching and make the culture of our Rio Grande do Sul State.

I am especially proud of the Leadership Development and Management training courses taught to civil society organizations and Third Sector people. I am also proud of relying on the support from business entities such as FEDERASUL, FIERGS, FARSUL, and FECOMERCIO, in addition to the companies that make up our list of Founders and Sponsors.

I am grateful to ALL those involved in this major Voluntary Work Movement in our State and Country. We are Volunteer Citizens!

Humberto Luiz Ruga

President of the Deliberative Council (Volunteer)

The future is made from much imagination, hope and conviction

With this 10th Annual Report, the entire Parceiros Voluntários NGO Team wishes to express our gratitude to you. It is not by chance that now you have this report in your hands. You are either one of those engaged in the voluntary work movement or a stakeholder, as the publics are defined in the Balanced Scorecard Strategic Map. However, we would not like to and will not call you a "stakeholder", but a "friend of the Voluntary Work Cause". And it is in this capacity that you are now receiving our report, which depicts the main actions and activities undertaken by this Organization. Therefore, we ask you, our friend, to carefully read and interpret with love and respect the lines and between the lines of this Report. In it you will see the effort of 10 years made by a group of people who believe in the idea transmitted in one of our campaigns: "IT IS POSSIBLE TO CHANGE. ALL YOU HAVE TO DO IS START". This effort relied on children, young people, adults, companies, and all those who form part of our Programs.

Because this Report is the closing of a decade, it comprises this entire period and not only the year of 2007. Thus, you will find information regarding the Third Sector that goes beyond the Organization itself. You will also find reference to the book we are publishing in celebration of our 10 years, which is called *THE FIFTH POWER: The Social Awareness of a Nation*. We have also introduced a special feature about our "Life Line".

If we think fifty years ahead and imagine the choices and attitudes we must make and adopt today to allow this future to happen, then this is the right moment to make our choices and whatever we are called to do in terms of the major work towards our community. Speaking of it, it is important to ask: who is this "community"? Isn't it composed of

ourselves? Therefore, the work we carry out will be for our own benefit, for the benefit of our children and grandchildren! It will be the legacy we are bequeathing. For this reason, the question is: "What is the next step?" Everyone's decision and choice today will determine our future.

Have you realized how important YOU are? I'll tell you a story that translates well this thinking. I've read it in the book *Synchronicity: The Inner Path of Leadership*, by Joseph Jaworski.

"How much do you think a snowflake weighs?", a canary asked a dove.

"Nothing more than nothing", was the reply.

"In this case, I need to tell you a wonderful story", the canary said. "I was alighted on a branch, next to the trunk of a tree, when it started snowing... it was neither a blizzard nor a storm... it was like a dream, with no noise or violence. As I had nothing better to do, I started to count the snowflakes that were falling on the buds and leaves of my branch. When snowflake number 3,741,953 fell on the branch, nothing more than nothing, as you said, the branch snapped".

When it finished speaking, the canary flew away.

Ever since Noah's day, the dove has been an authority on the subject. It thought about the story for a moment and finally said to itself: "Maybe the voice of a person is lacking for peace to come into the world".

The future is not only made from logic and reason. It is made from much imagination, hope, conviction and especially responsibility, commitment, solidarity, and LOVE. Invoked or uninvoked, GOD is always present. Therefore, let's ask HIM to protect and enlighten us!

Maria Elena Pereira Johannpeter
CEO (Volunteer)

Do we Build the Future?

This is one of the instigating questions to the Parceiros Voluntários NGO. Over 10 years of existence, the Organization has been trying to find out whether, with our own practices aligned with a coherent speech and stimulating everybody's involvement, it is really on the path to building a better future for everyone and the Rio Grande do Sul community.

Among the many actions aimed at spreading Principles and Human Values, one of the major moments of reflection in Porto Alegre is the 'Stop and Think' International Seminar, which is organized in partnership with the São Paulo-based United States Consulate General. During the Seminar, national and international thinkers lead the public to reflect.

Why does Parceiros Voluntários NGO hold events in this line of reflection? As our VISION is aimed at developing the culture of organized voluntary work in Rio Grande do Sul State, the Organization believes that, in order to develop this culture, it is necessary to go beyond reason. People need to reflect on questions such as: Why should I do it? Why should I leave my comfort zone and commit myself to my community? Why are my actions important to others? What do I earn and what do others earn with that? I pay taxes, but how do I express my humanity?

With regard to voluntary work, the people who undertake a continuous activity are those who perfectly and deeply understand the importance and the meaning of their actions, and what they can do for their own benefit and for others. It is an attitude involving feeling, solidarity, and expectation of a social and spiritual change. If we are responsible, we will be able to understand how important it is for us to prepare ourselves to do voluntary work. This includes attending meetings with other volunteers to discuss concepts of citizenship and commitment, understanding the role of a Civil Society Organization and the role of Individual Social Responsibility, finding out what the joining of efforts might represent from a spiritual, economic, behavioral, political, and reality-transforming viewpoint.

Voluntary work also requires sharing experiences with other volunteers and with contracted teams. We need to debate about the development of an organized voluntary work culture, our rights and duties, and learn more about the term "organized", as voluntary work has been in place in Brazil since its discovery. It is necessary to know the evolution of voluntary work in Rio Grande do

Sul, in Brazil, and other parts of the world; understand the concept comprising the Third Sector. The more we know about voluntary work, the more we will be able to implement a conscious and far-reaching voluntary action.

It is important that voluntary work applicants see themselves as agents to transform reality. Colombian sociologist Bernardo Toro says that every social order is created by us. Everyone's action or inaction is that which consolidates or transforms this social order. Therefore, those debates about concepts, responsibilities and commitment allow for a proactive action in favor of the civil society organization, the feeling of love towards our neighbors, and building a holistic human being.

Parceiros Voluntários believes that the strengthening of SOCIAL CAPITAL and a firm HUMAN COMMITMENT, by means of Individual Social Responsibility, lead to the construction of a promising future. Social capital is based on transparency and trust. How and with whom to start this relationship of trust? The answer is to start this relationship with oneself. Everything in the Universe starts at that microcell called "I". Each one of us must have the HUMAN COMMITMENT to being a participant forming Social Capital. If we do not intend to be a part of Social Capital, it will not exist.

"The key to generating a worldwide transformation, creating a better future for the human being, is to be responsible for what we do. It's time every one of us became responsible for the society where we live. We, human beings, are in a period of history in which we have an exceptional opportunity, but we also face a major crisis. For the first time in the history of humankind, we might become extinct by our own hands. The good news is that we have the choice to evolve into a new level of being human".

*John Renesch, U.S. thinker
(Speaking at the 'Stop and Think' Seminar)*

Parceiros Voluntários NGO strongly believes that it is possible to make this transformation provided that we all want it. Therefore, it believes that **we build the future now**.

The future in the Present

Recent studies indicate that initiatives by Third Sector organizations achieve better results in ethically committed communities, where there is a greater degree of trust and reciprocity, greater exercise of citizenship and, consequently, a higher level of association and cooperation among people. "If the dominant values are focused on individualism, indifference to other people's destiny, lack of collective responsibility, disinterest in the general well-being, and search for consumerism (...) we can expect these behaviors to seriously weaken the social fabric and lead to all sorts of regressive impacts", states Bernardo Kliksberg, economist and sociologist, general coordinator of IDB's Inter-American Initiative for Social Capital, Ethics, and Development.

In a process of development, what distinguishes Social Capital from Market Capital? According to Jeremy Rifkin, U.S. economist and researcher, the best definition of Market Capital continues to be Adam Smith's traditional philosophy: "Every individual maximizes their own interests in the market and this causes community interests to advance". Social capital, in turn, is based on another theory, according to Rifkin: "Each person dedicates him/herself to the community, optimizing its well-being. Thus, they optimize each individual's personal interests". Therefore, we can affirm that we need both Market Capital and Social Capital, as one supplements the other. This assertion confirms one of the beliefs of Parceiros Voluntários: sustained development is reached through the interaction among the economic, social and environmental systems.

"If the intervention is welfarist, it creates dependence; if it is authoritarian, it creates low self-esteem; if it is based

on the exchange of political favors, it creates a culture of adherence; if it is democratic, it creates citizenship and autonomy", Bernardo Toro considers. Thus, understanding that one of the functions of Third Sector organizations is to develop democratic forms of social intervention, in which people are capable of building, in a cooperative way, the social order in which they want to live, Parceiros Voluntários NGO has adopted two distinct but supplementary lines of action: **Doing** and **Influencing**.

Influencing is directly associated with the Vision of "developing the culture of organized voluntary work" and, to this end, it is associated with the need to mobilize people through activities that promote reflection. By holding awareness-raising events such as lectures, conferences and seminars; launching publications on different media – print, electronic, and virtual –; networking and connecting citizens, schools, organizations and companies, Parceiros Voluntários encourages people to participate in the construction of a Rio Grande do Sul State with a Voluntary Attitude.

Doing is expressed by the several programs that materialize the Mission of "promoting, increasing and qualifying the fulfillment of social demands through voluntary work, aiming at improving the quality of life in Rio Grande do Sul". Each of these programs is shown on the following pages of this Report.

In response to the unity between **Influencing** and **Doing**, we can realize, through the figures below, that the RS community is aware of its role as an active social agent, **building the future with actions in the present**.

Number of participants engaged in voluntary work (accumulated total)	2004	2005	2006	2007
Volunteers	62,548	146,042	196,915	249,838
Young people	32,280	51,230	72,000	93,000
Schools	608	857	1,109	1,410
Companies	1,116	1,366	1,661	2,031
Member Civil Society Organizations (CSO)	1,533	1,724	1,906	2,337
Cities associated with the Parceiros Voluntários NETWORK	62	63	73	74
Beneficiaries (estimate)	400,000	550,000	650,000	950,000

Idealism + Professionalism = Sustainability

Parceiros Voluntários believes that the combination "idealism + professionalism", "emotion with results" and "inner satisfaction with social impact" is indispensable. Ever since its foundation, it has encouraged member Civil Society Organizations to adopt a more professional management system. The Third Sector needs to make use of a Strategic Planning System based on the business model without losing sight of its social purpose, the ESSENCE of its reason for being, the LOVE for its Cause.

Faithful to this concept, Parceiros Voluntários has set a the General Guideline for the 2006/2007 biennium the Strengthening of the Network. In this regard, all activities undertaken were focused on three major objectives:

- 1 Get to know our customers =**
deepen the knowledge of the involved public, their profile, needs and expectations.
- 2 Train people =**
disseminate the concepts of Individual Social Responsibility and to stimulate voluntary work.
- 3 Promote the Continuous Improvement** of Processes, aiming at efficiency, efficacy and effectiveness.

When it comes to social action, the challenge is to deal with complex and different realities in environments of permanent transformation. Parceiros Voluntários considers itself a learning Organization, reviewing Processes, Methodologies, Objectives, and Goals whenever necessary. The attitude of openness to the new is also reflected in the constant updating of Indicators – both quantitative and qualitative – to evaluate the contribution the COMMUNITY is making to the COMMUNITY.

Evaluating the results of Civil Society Organizations is no easy task, considering that many times funders or sponsors are more concerned about the economic and financial aspects of their initiatives, while organizations are more concerned about the social aspects of their actions.

Ever since its foundation, Parceiros Voluntários has been submitting its figures to auditing and today this work is carried out by PricewaterhouseCoopers Independent Auditors.

With voluntary consulting provided by São Paulo-based company Symnetics Business Transformation, Parceiros Voluntários has been using, since 2003, the Balanced Scorecard (BSC) management tool, which identifies all its Processes and Indicators and suggests ways for the Organization to advance towards its Vision and Mission.

One Decade of Learning

Being a learning Organization is one of the characteristics of Parceiros Voluntários NGO. Over 10 years, there have been many opportunities for employee and volunteer training. National and international partners have made their time and knowledge available in meetings aimed at building new experiences, practices, and views.

During his stay in Porto Alegre, in 2002, to attend the 1st 'Stop and Think' International Seminar, Lester Salomon, U.S. researcher, led a workshop with Parceiros Voluntários employees and guests, revisiting the concepts of cooperation among the First, Second, and Third Sectors.

In 2003, the presence of Bernardo Toro, Colombian sociologist, marked a deepening into the concepts of social communication and mobilization. In 2004, it was Marcio Simeone Henriques' turn to work on these concepts through the "Manuelzão Case" from Minas Gerais State. Also in 2004, "Leadership and Self-Development to Build the Future" was the focus of U.S. philosopher John Renesch's work with Parceiros Voluntários.

There have been innumerable collaborative visits by the Symnetics Team to review the Organization's strategic planning process and its Balanced Scorecard (BSC).

The year of 2006 marked a strong cooperation effort between Parceiros Voluntários and UNISINOS – Vale do Rio do Sinos University to develop and provide to the Parceiros Voluntários Team the "Human Action and Social Practice" course.

The partnership with the São Paulo-based United States Consulate General has made possible the presence of Dr. Charlotte Shelton – Ph.D. in advisory services from Northern Illinois University – who presented the concepts of Quantum Management to restructure companies and ourselves by using seven new quantum skills. Doctor Shelton worked for three days with the team, August 20-22, 2007, also forming, with André Coutinho, of Symnetics, a reflection group for the Organization's next five years.

Further information on these thinkers is available at: www.parceirosvoluntarios.org.br.



Workshop conducted by Dr. Charlotte Shelton, held in Porto Alegre

IBOPE Survey: Listening to the Community

When Parceiros Voluntários was established in 1997, the Brazilian Institute of Public Opinion and Statistics (IBOPE) conducted a survey to evaluate the impact of NGO's whose aim was to contribute towards social development. The purpose was to check how the community would receive an organization aimed at encouraging voluntary participation, how that work would be recognized and incorporated by people, and what was the influence civil society organizations had on the population.

In 2001, International Volunteer Year, the survey was carried out again by IBOPE, with the same focus and public profile, and some new questions. In 2007, hired by Parceiros Voluntários, IBOPE investigated the topic again, providing respondents with the following conceptualization: *"Voluntary work is that in which any person, by his or her own initiative, undertakes an activity of any kind, motivated by a cause or ideal, not aiming at any type of material compensation"*.

The research data, collected in five RS municipalities (Bagé, Caxias do Sul, Pelotas, Santa Rosa, and Porto Alegre) on October 7-12, 2007, in a

406-interview sample, provide important information about how organized voluntary work acts in people's imagination. The most encouraging aspect is that 90% of respondents have a positive image about voluntary work, especially those aged 16-24, with more years of schooling, who know Parceiros Voluntários.

The good image, however, does not yet translate into a real impulse to spring into action: 92% of respondents do not do voluntary work. The main reasons that lead people not to commit themselves to voluntary work are lack of time (68%) and the need to address their own problems (13%). Also, 10% think that voluntary work is the State's duty. The good news is that there has been an increase in the number of people who regard social responsibility as the most encouraging factor to do voluntary work (31% in 2007 against 24% in 2001), considering that this is the major motivation for those who know and do voluntary work. 25% of respondents believe that the most stimulating factor is to get closer to social problems (a number that has kept stable; there were 24% in 2001).

- To 90% of respondents, especially young people aged 16-24, the image of Voluntary Work is positive.
- 32% associate voluntary work with solidarity; 24% with donation and charity, and only 14% associate it with community participation.
- The means of mass communication are considered as the movement's best dissemination method. To young people, the best dissemination methods are shows and events. Lectures mobilize 16% of respondents.
- Parceiros Voluntários voluntary work is considered good by 70% and excellent by 22% of respondents.
- Motivation: 38% of respondents ascribe it to the need to feel useful and for self-help. But 25% indicate that doing voluntary work is a result of being aware of social problems. The factor that motivates volunteers to keep engaged in voluntary work is the satisfaction/gratitude of the benefited people (47%).
- Personal learning or achievements by volunteers: 59% prove to be more tolerant towards others and 47% get to know different realities or living conditions.
- Availability to do voluntary work: only 15% said they would certainly do it and 63% said they could do it, depending on the type of work. Among those willing to work as volunteers, 84% would like to deal directly with the population, especially education (50%) and health (47%), with children (63%) being the target of the benefit.

General results reinforce the need to systematically monitor voluntary work and the Third Sector, especially through studies on aspects and impacts from a sociological, anthropological, behavioral, cultural, and economic viewpoint. There is, therefore, a large avenue to conduct academic research. The survey also indicates that there is a vast awareness-raising campaign to be launched to break down the barrier between the ideal and the willingness to get down to work.

Methodologies: Systematized Experience

For ten years Parceiros Voluntários has systematized all of its knowledge, turning it into processes with the aim of facilitating the disclosure and dissemination of these experiences as new practices. Thus, it has produced nine methodologies directed at several publics:

1 Increasing Awareness of Organized Voluntary Work

Objective: Mobilize people for the exercise of Individual Social Responsibility* by means of organized voluntary work, using the concepts of voluntary work, participation, and collaboration. *Individual Social Responsibility: Working on inner values awakens people's true value, which makes them more active and capable of socially transforming the world around them.

2 Human Action and Social Practice

Objective: Conduct studies and reflection about topics relating to philosophy, psychology, history, social sciences, politics and economics with a view to qualifying the action of agents to promote and strengthen social capital.

3 Developing Young Leaders

Objective: Offer young leaders the opportunity to reflect in order to see themselves as transforming and motivating agents and to share their experiences with other young leaders.

4 Juvenile Mobilization and Voluntary Practices

Objective: Give young people the opportunity to act in their social context by means of voluntary work and entrepreneurship, assuming their responsibility as mobilizing and networking agents in search of solutions to their communities' different demands.

5 Training Educators in Solidary Social Participation and Juvenile Mobilization

Objective: Provide moments of reflection and training for educators in Solidary and Voluntary Social Participation, aiming at training young people as mobilizing, networking and entrepreneurial agents in the face of everyday challenges and at school/community integration based on solidarity and Individual Social Responsibility.

6 Setting up In-House Committees

Objective: Contribute towards setting up and qualifying an In-House Committee based on the concepts of Business Social Responsibility and organized voluntary work.

7 Training Voluntary Work Coordinators in Civil Society Organizations

Objective: Train representatives of Civil Society Organizations aimed at working with volunteers, in an organized way, by means of concepts, planning, monitoring and evaluation, to use the voluntary human resources the society has.

8 Developing Third Sector Leaders

Objective: Provide managers of Civil Society Organizations with management models, project preparation techniques, actions focused on results, and learning processes to work at and participate in Collaboration Networks, aiming at an effective and transparent action generating sustainability for Organizations.

9 Consulting

The experience acquired in developing and applying these methodologies makes it possible for Parceiros Voluntários NGO to provide, in addition, consulting or assistance services in undertaking community-oriented Social Responsibility actions.

To learn more, please contact us.

Rio Grande do Sul with a Voluntary Attitude

To Parceiros Voluntários, Networks are a strategic route, the search for change in the organizational model, much more than a new way to designate a type of association. Parceiros Voluntários moves away from the mechanistic and hierarchized view and adopts an ecological view, focusing on the relationship among parts, not on the parts of the system. Parceiros Voluntários does so because it believes that the web model described by Fritjof Capra is more suitable and effective. Thinking in terms of a web or network allows Parceiros Voluntários to keep agile and learning, capable of rapidly responding to the needs that arise. Thus, it is not uncommon for a Network Unit to add new actions to its planning process as a result of change in that community's priority need.

Keeping that level of attention to the community is a big challenge to the Units, and the state meetings are an effective way of targeting this challenge. In state meetings, the similarities of situations that the different units face in the everyday life become evident. In addition, they give us the opportunity to share creative solutions. The good functioning of a Network strongly depends on technical, human, and conceptual improvement so that it can satisfactorily accomplish its mission: "allow different social action programs and projects to be created or replicated so as to meet the demands of communities".

Therefore, the coordinators of local Networks are a vital link in the system that Parceiros Voluntários has chosen to consubstantiate its motto:

You want to help. We know how.

In order to strengthen networked actions, Parceiros Voluntários is faithful to the strategy of setting up units where it relies on the support from recognized and honest local entities: class associations, trade unions or institutions having mobilizing and networking abilities, such as community schools and universities. This strategy is based on the perception that such organizations rely on the participation of leaders and entrepreneurs whose legitimacy and ability to act are recognized at local level, which allows them to lead decision-making processes with the support from their communities – and the Parceiros Voluntários experience has shown that the partnerships

and alliances thus formed become more stable and lasting as the leaders and directors of those entities are more committed to the cause. The success of our action is strongly dependent on the support and trust from those leaders and institutions that get involved and believe in the formation of a better human being.

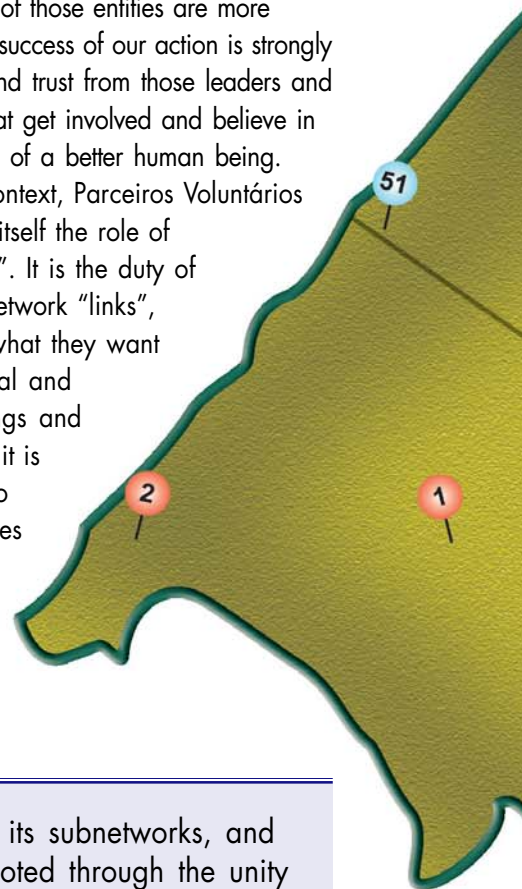
In this context, Parceiros Voluntários attributes to itself the role of "netweaving". It is the duty of cities, the Network "links", to indicate what they want from Regional and State Meetings and

how they want it. Likewise, it is each Unit's duty to adapt to the local reality the strategies and guidance arising from these meetings.

"In essential things, unity; in non-essential things, liberty; in all things, charity".

(Principle by Saint Augustine)

"Every network forms its subnetworks, and social capital is promoted through the unity of the set. The networks are horizontal; they cannot be manipulated from the top down".



Frontier Region

- 1 Alegrete
- 2 Uruguaiana
- 3 Rosário do Sul
- 4 Santana do Livramento



South Region

- 5 Bagé
- 6 Dom Pedrito
- 7 Pelotas
- 8 Rio Grande



Vale dos Sinos Area

- 9 Canoas
- 10 Esteio
- 11 Montenegro
- 12 Novo Hamburgo
- 13 Portão
- 14 São Leopoldo
- 15 São Sebastião do Caí
- 16 Sapucaia do Sul
- 17 Triunfo



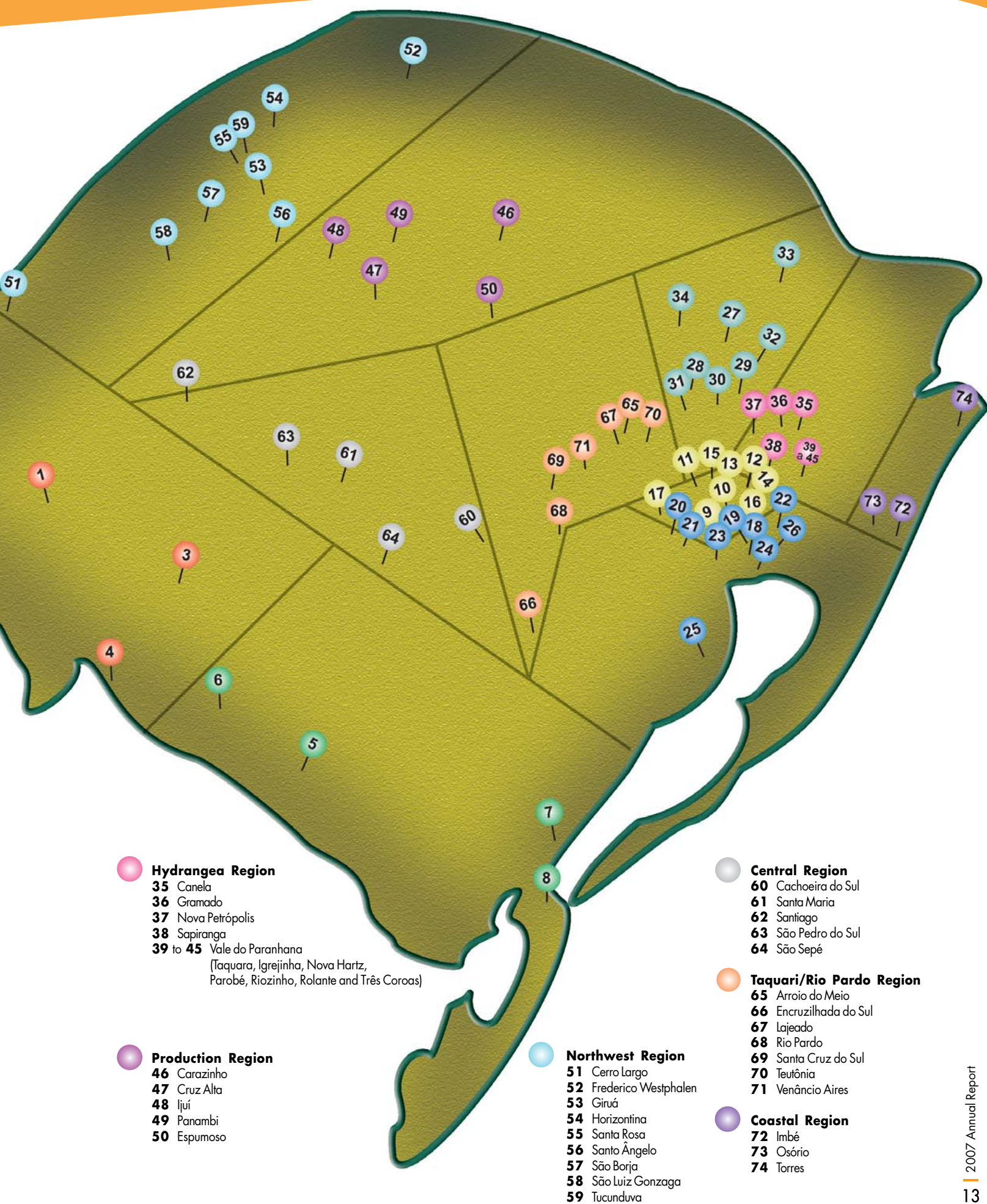
Metropolitan Region

- 18 Alvorada
- 19 Cachoeirinha
- 20 Charqueadas
- 21 Eldorado do Sul
- 22 Gravataí
- 23 Guaiíba
- 24 Porto Alegre
- 25 Tapes
- 26 Viçosa



Upland Region

- 27 Antônio Prado
- 28 Bento Gonçalves
- 29 Caxias do Sul
- 30 Farroupilha
- 31 Garibaldi
- 32 São Marcos
- 33 Vacaria
- 34 Nova Prata



Reinforcing Social Mobilization

For the networked action to be sustainable and achieve the results desired by the involved communities, it is necessary to increase awareness and mobilize the different social actors towards joint work. Only this way we will be able to build a State with a Voluntary Attitude, capable of transforming the economic, social, and environmental reality.

In 2007, in partnership with Commercial, Industrial, Rural, and Service Associations from every region, Parceiros Voluntários held four Regional Meetings of Voluntary Work Leaders.

Leaders from the cities of Bagé, Dom Pedrito, Pelotas, and Rio Grande met on September 4 at the headquarters of Pelotas' Commercial and Industrial Association.

The Upland Region held its Regional Meeting of Voluntary Work Leaders on November 12 at Bento Gonçalves' Industrial, Commercial and Service Center, with representatives of the cities of Antônio Prado, Caxias do Sul, Farroupilha, Garibaldi, Nova Prata, São Marcos, and Bento Gonçalves.

The meeting of Vale do Taquari/Rio Pardo and



Girúá Regional Meeting

Central Regions took place on August 16 at the headquarters of Lajeado's Commercial and Industrial Association.

On October 4, Girúá's Commercial and Industrial Association hosted the Meeting of the Northwest and Production Regions, which brought together volunteers from Carazinho, Cerro Largo, Cruz Alta, Espumoso, Frederico Westphalen, Horizontina, Ijuí, Panambi, Santo Ângelo, São Borja, São Luiz Gonzaga, Tucunduva, Santa Rosa, and Girúá.



Lajeado Regional Meeting

"During our management period, we have identified the need to promote development with social responsibility. To attain this goal, the reactivation and consolidation of the Lajeado-based Parceiros Voluntários Unit was fundamental (...) and, more than that, it was necessary to carry out a joint, harmonious, barrierless action. Much to our joy, this is the embryo of a major project aimed at bringing closer the regional communities that seek to meet the multiple social demands in a supplementary way".

Gilberto Soares
Vice President of Social Responsibility
Lajeado Commercial and Industrial Association (ACIL)



Parceiros Voluntários thanks everyone for the atmosphere favorable to the development of new projects and for the support that motivates the continuity and expansion of the work in 2008.

It is Time to Share



Group dynamics facilitate the exchange of information and experiences in State Meetings



The Educators' Training Program was on the agenda of the 16th State Meeting in Viamão

The main objectives of State Meetings are to offer moments of reflection, sharing, and co-responsibility to the Parceiros Voluntários Unit with the management of the Networked processes and to disseminate the practices that foster the culture of organized voluntary work. Every six months, those Meetings contribute towards consolidating the Plans of Action, becoming opportunities for integration at regional level.

During the 15th State Meeting, held in the city of Viamão, April 17-18, in addition to setting local and regional priorities, putting forward solutions, updating and revitalizing concepts, objectives, and result indicators, we also worked on preparing the State Meeting of Voluntary Work Leaders. On November 6-8, the 74 Network Coordinators met again for the 16th State Meeting. As is traditional in the schedule of these events, group dynamics were carried out to make the narrated accounts easier and to bring participants closer in their tasks of evaluating the actions undertaken in 2007 and making plans for 2008.

Everybody for the Cause

The action undertaken by RS volunteers becomes more visible on certain dates and events that already form part of the State's social, cultural, and economic agenda. This is the case of the third Saturday in May, instituted as **Solidarity Day** by a state decree, and December 5th, **International Volunteer Day**, proposed by the United Nations Organization in 1985. On these occasions, volunteers usually mobilize to disseminate the culture of solidarity in a wider way, providing services to the community, undertaking actions that raise awareness of the importance of the cause, and inviting other people to participate.

In 2007, the Network adopted different strategies to celebrate International Volunteer Day, such as holding volunteer meetings, undertaking actions by the Tribes, marches and mobilization campaigns at toll plazas, get-togethers with members of Civil Society Organizations, partners and sponsors, distribution of informative leaflets, and contact with the media to publicize features in newspapers, radio stations, and websites.

This year, voluntary work was also part of Porto Alegre's **53rd Book Fair**, the **6th Mercosur Biennial of Visual Arts**, in the Educational Area, and the **30th Expointer**, in partnership with SEBRAE/RS.



At São Judas Tadeu School, young people celebrated Volunteer Day with a Civic Moment



To mark Volunteer Day, Tribe members undertook actions at Clínica Esperança



Parceiros Voluntários stand at Porto Alegre's Book Fair: contact with the public

We Make the Change

We have a lot to remember over these 10 years of activities of the Parceiros Voluntários NGO. There have been numberless striking activities and facts that moved us. One of them is **International Volunteer Day**, which the UN launched in 2001.

Back in 2001 we launched the 'IT IS POSSIBLE TO CHANGE. ALL YOU HAVE TO DO IS START' campaign. It touches us because we realize that things that are done with love, dedication and ethics become timeless. A jingle was made for that campaign and it has become an anthem for Volunteers. It calls upon all those who want to work in favor of others, but especially in favor of their own development. This anthem has caused millions of people to respond to the call. Its free translation into English reads:

The world is in such a state
That sometimes, just by looking at it, it hurts us
And when the pain begins
All we want to do is forget it, not see it, and cry.

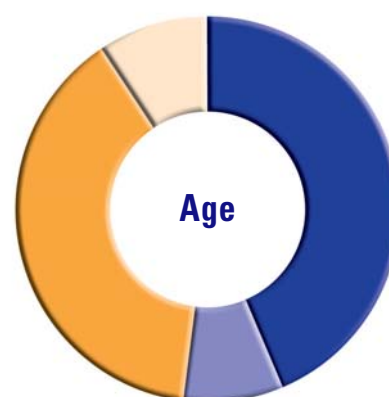
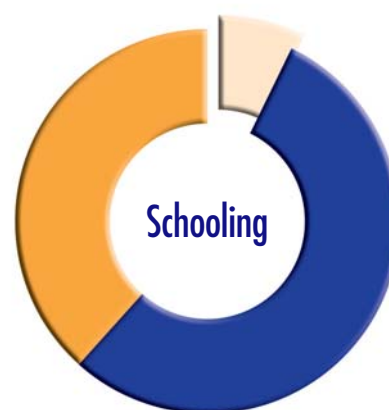
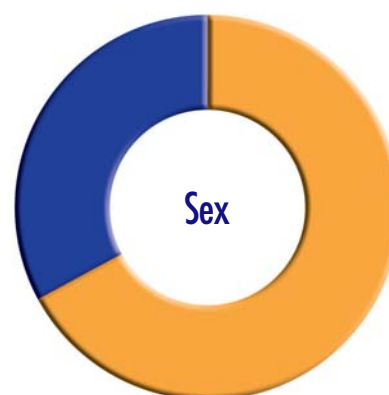
If you ever feel this way, you will know
You can transform this feeling.
It's possible to change, it really is, let's start
And get down to work.

You can make the world a better place
This is not a dream
And the change will happen
The minute you make the decision.
You know you are not alone
There are many people to help you.
Remember: it's possible to change.
All you have to do is start.

Lyrics and music by:
Garay Engels and Maurício Bressan

Voluntary recording:
Ginga Produções

Profile of Volunteers



**"When you embrace a cause,
the entire cause embraces you"**

I was born on February 12, 1940, in Passo Fundo, Rio Grande do Sul State, Brazil, into a family in which several people had already been doing voluntary work selflessly. But it was only after I turned 30 that I felt the need to help people, regardless of being my relatives or not, of their religion, color, economic level, etc.

As an executive for a large national group, in the following years I kept dedicating myself entirely to the company, starting to make monthly donations to several philanthropic institutions. After retiring from the company and starting up my own professional activity, I felt the need to work directly at an institution as a volunteer.

But which group of people should I help? Newborns abandoned by their mothers, young people, adults, the elderly, the homeless, the disabled, drug addicts, patients with incurable diseases, former prisoners, etc.? To which institution should I offer my work?

Then I remembered Parceiros Voluntários, which was taking its first steps in 1999. I went to its headquarters, completed the Volunteer Registration Form on 06/10/99, did an individual interview on 06/22/99, and randomly chose Casa do Menino Jesus de Praga (CMJP) because I understood that it was home to human beings totally dependent on help from others, deprived of love and condemned to a short life replete with difficulties.

After that I went to the institution and started working at the Fund-Raising Department, receiving from the board of directors, on 07/20/99, a very simple card, which I still keep with much tenderness. It reads:
To our friend Alberto

*Love and joy are basic elements for us to win friends and keep them. And they are basic for our peace of mind too. Thank you for the love and joy you offer us and may you feel the peace that is born within us. Happiness cannot be anywhere that is outside of you. Thank you for being by our side.
From all of us at CMJP*

Well, after that I started to be by the side of everyone there, to attend board meetings, to accept new challenges such as the Human Resources Department, the Treasury Department for six years and, in April 2007, I took up the post of president for two years.

I confess that the current post was not part of my plans. I always wanted to work anonymously, but I ended up complying with the requests of my workmates and accepted the major mission and challenges:

- constantly improve the quality of life of every child the institution is home to
- obstinately seek the institution's sustainability and everlastingness
- start building a new unit capable of being home to a larger number of children in better conditions
- always work to improve the institution's quality of management, and
- always maintain the values of total respect for children, love for our neighbors, ethics, honesty and transparency in search of a more equitable and solidary society.

Finally, I always thank God for the opportunity He gave me in this life to have a beautiful family, with my wife, to whom I have been married for over 42 years, my three beautiful and healthy children and grandchildren, and for directing an institution that is home to 42 children with serious brain injuries and motor problems who come from low-income families, who have been abandoned or ill-treated, and who we treat as if they were our own children.

Working on a voluntary basis at Casa do Menino Jesus de Praga is like attending a sacred place with a special aura, it is like taking a PhD degree in the school of hard knocks, remembering that it all started during an initial interview at Parceiros Voluntários, to which I am extremely grateful.

Voluntary account by Alberto Oliveira Annes

He completed eight years of voluntary work in 2007.

Exercising Business Citizenship

The focus of Parceiros Voluntários NGO on companies is based on the version of Milton Friedman's thought rewritten by professor Austin: "The business of businesses is to create social value in addition to economic value, because economic value not always creates social value, but social value always creates economic value in a virtuous spiral". To understand and apply this thought, it is necessary to create another dimension of values, of systemic view and mental maps. Parceiros Voluntários believes that companies are now realizing that dealing with the economic aspect, environmental management, and social responsibility are the keys to increasing productivity and creativity. It is clear that, in the coming years, companies will have to change their focus to meet not only their physical but also their emotional, mental and spiritual needs. People will wish to work for companies where they can take their highest values, companies that give them the chance to make a positive difference in the world and that encourage them to become everything they can be. When people consider their work significant, they reach their deepest levels of intuition and creativity. This is good for them, good for the company, and very good for communities.

Cristine W. Letts, Director of the Executive Education Department at Harvard University, tells us that companies, before starting a social investment action, should consider some practical issues. Among them, she highlights an effective analysis of their motivations, how much and for how long they are willing to commit themselves, what type of internal support they possess to carry on the initiative in terms of competence and technical authority, and which place the project will hold in the corporation. To Cristine, there are three good criteria to evaluate the impacts of a social project on the community: integration with the public policies dealing with the problem to be faced, the ability to generate voluntary solidarity, involving different community actors, and the possibilities of partnership and sectorial cooperation.

Part of business people's social awareness that is now expressed has been stimulated by the calamitous situation in which millions of Brazilians live. Companies have started to help schools and sponsor students, employ the disabled, invest in cultural projects, and take care of community health, worrying much more

"Sustainability – in addition to being good for society and the environment – is also good for business. It means opportunities for companies to build competitive distinguishing features, reduce costs and improve their levels of efficiency and performance".

(2006 CNI publication)

about the quality of the physical milieu and the environment. Over the past ten years, there has been an enormous increase in the number of companies in Brazil that include in their strategic planning process the establishment and maintenance of constructive relationships with the community, which today is a condition for survival.

Among these methodologies, Parceiros Voluntários has developed the Corporate Volunteer Program with the aim of making it easier for a company to engage in social actions. It is part of the methodology guidance on the creation and the respective training of In-house Committees in community-oriented social projects. The initial preparatory training of the Committees is composed of 16 hours/class divided into four modules:

1. Conceptual module regarding Mobilization
2. Duties, functions, and operation
3. Relationships and partnerships with the community
4. Indicators and evaluation

Two programs – Corporate Volunteer Program and Civil Society Organization Program – are interlinked, as we encourage companies, by means of their employees/volunteers, to qualify institutions such as day nurseries, nursing homes, and other institutions in management methods. Thus, companies provide them with their most precious asset – human resources and managerial knowledge – thus proving to be a very important tool for transforming reality.

Business Social Responsibility for small businesses

When we talk about social responsibility, we immediately think that only large companies can practice it. Andrew Savitz, Director of Sustainable Business Strategies, in the U.S., says that this is a serious mistake to the extent that they are, all over the world, the driving force that boosts economic growth, generates jobs, and provides many people with their initial vision about how companies operate. However, we cannot think about expanding the sustainability movement if it does not also mobilize directors of businesses with 3, 20 or 100 employees. Many times, owners of small businesses do not identify the connections with the improvement of their businesses. In fact, small businesses might benefit more than big ones. Without major advertising funds, or even without reaching a nationwide consumer scale, small businesses depend on local good will and a positive word-of-mouth publicity to build up their reputation. A local business that is harmful to the environment or the community will probably not last long enough. Therefore, it is also important for small businesses to become aware that any movement towards "making the right thing", building a strategy of sustainability, will be surrounded by opportunities and challenges.

Business Representation Units

The entities that represent several sectors of the economy, commonly called "class entities", are already including the three levels necessary for a sustainable

picture – economic, social and environmental levels – in their scope of strategy and guidance to the associated entities. The same way these entities provide guidance to companies on the good and mandatory practices of the economy, they are now starting to provide guidance on Environmental and Social Responsibility.

In May 2005, the National Confederation of Industry (CNI) set up the Permanent Thematic Council of Social Responsibility (CORES) with the duty of **subsidizing and guiding** actions of the Industrial System in the field of Social Responsibility. The Council is composed of representatives of several Federations of Industry and sectorial associations. The President of CNI, Armando Monteiro Neto, in the Introduction to the entity's Handbook, says that "reinforcing this trend and developing the culture of social responsibility is one of the initiatives we **consider fundamental to economic growth and to improving the life of the population**. It is one of the main programs that should be implemented so that the **goals of the Industry's 2007-2015 Strategic Map** can be achieved".

In addition, the Handbook informs that some organizations, besides seeking **Economic Responsibility, Legal Responsibility, and Social and Environmental Responsibility** in the **direct** scope of their business, do much more. They adopt criteria of relationship or develop programs aimed at, for example, disseminating sustainable business practices with their suppliers, communities, distributors or strategic partners, or with the suppliers of their suppliers and so on, positively modifying a whole set of activities that directly or indirectly revolve around them. They are companies we call **Co-Responsible for the Whole**, that is, companies that seek sustainability by means of actions that exceed the **direct** scope of their business. Sustainable companies are **Economically Responsible, Legally Responsible, Socially and Environmentally Responsible**, and also **Co-Responsible for the Whole**.

The essential thing here is to understand that the first floor of a building (Economic Responsibility) is as important as the penthouse (Co-Responsibility for the Whole). But we can only build a penthouse after the first, second and third floors have been structurally built.

"All companies take some time to learn how to deal with social issues. The knowledge is acquired little by little, and possessing such knowledge makes all the difference. At any rate, every company makes mistakes in the early years. It is normal. It is practically a rule."

*Fernando Rossetto, Executive Coordinator at GIFE
(Group of Institutes, Foundations and Companies)*

"Educating is a process in which children or adults live with one another and, living with one another, they are spontaneously transformed in a way that their way of living becomes progressively more harmonic with others' in the space where they coexist".

Humberto Maturana

Young People are not a Problem. They are the Solution!

Parceiros Voluntários started working with young people when four private school students "pressured" their teacher by telling him: "You keep telling us about the problems of the community and how important it would be if everybody helped. OK. So please answer this question: What can we, young people, do? How can we participate?"

This challenge came up in 1999. The teacher, Carlos Barcellos, went to Parceiros Voluntários and in a joint action we looked for "a young way to participate". Firstly, it was suggested that each school should meet some demands of a Civil Society Organization dealing with children.

In a short while the number of young people became very large and it was necessary to come up with another participation process. Then, the **TRIBES ON THE TRACKS OF CITIZENSHIP** project got started with 18,000 children and young people from public and private schools. Today, 93,000 students take part in the project.

Over the year, these students undertake actions in their regions – actions they choose – seeking to take three "tracks": Education for Peace, Environment, and Culture. The methodology used in the **Tribes on the Tracks of Citizenship** project favors the co-authorship of young people, teamwork, and the sharing of experiences. It also creates conditions for reflection and skill development, training and strengthening juvenile action and promoting student training in leadership, entrepreneurship, voluntary work, and citizenship.

Working with children and young people also provides specially touching moments that confirm they have a strong will to participate. This project has given us the opportunity to break with deep-rooted patriarchal

concepts that, by defining young people as "citizens of the future", tend to keep them infantilized, in the bad sense of the word. Children and young people are not the future of our country, they are the *present*; they are able here and now! Our *Book of Tribes* depicts a little bit of this story. Why this name? Because "Tribes" suggests **belonging**, "Tracks" suggests **movement**, and "Citizenship" suggests **commitment** and **responsibility**.

One of the characteristics of Parceiros Voluntários NGO is to always ask, when analyzing our processes and programs: what are we *really* doing? What is the purpose of this action? What is the essence? In ten years from now, what will this intervention mean in the life, in the education of those children, youngsters and people?

In search of the answers, we joined the Center for University-School Integration at the Federal University of Rio Grande do Sul. The analysis of the activities and the results of the TRIBES action, obtained up to that moment, allowed us to jointly build our own methodology for juvenile mobilization and training of educators and young people, taking into account the four pillars of education: Learn to Know, Learn to Do, Learn to Live With, and Learn to Be.

In 2007 an important step was taken towards greater networking with educators by means of the **Course in Educators' Training in Solidary and Voluntary Social Participation**, provided as a pilot project in the municipalities of Antônio Prado and Alvorada. The **Young People and Voluntary Work** survey, which served as a starting point for preparing the course, looked for answers to a key question: "How to mobilize young people for solidary and voluntary social participation?"

Another part of the methodology we are starting as a Pilot Project is the involvement of school principals and parents. Thus, the complete methodology will include the figures that are directly linked to young people: the School (Principals and Teachers) and Parents.

Hand in hand with young people, educators and parents, Parceiros Voluntários builds the activities of the **Young Volunteer Partners Program** on the certainty that we are all participants in creating the future and responsible for the legacy we will leave to the next generations.



Sponsors of the Young Volunteer Partners Program



Supporters



BANCO MATONE



Current of Positive Energy

When young people receive support and opportunities, being respected and viewed as a solution, rather than a problem, they are capable of bringing about major transformations and, above all, taking positive attitudes such as leading, undertaking, adopting new behaviors and attitudes towards their communities.

Every year, the **Tribal Regional Forums** – organized by the Parceiros Voluntários Network in eight Rio Grande do Sul regions – contribute towards consolidating the action of the **Tribes on the Tracks**

of Citizenship in the State. During these events, the Network Units rely on the fundamental support from City Halls and Municipal Offices in preparing the infrastructure to welcome Tribe members with total comfort and safety. In the municipalities hosting the meetings, the Offices of Education, Culture, Health and Environment join other companies and partners in this effort. In 2007, thousands of young people, educators, schools, and parents once again emerged stronger from the Forums, which have proved the diversity and mobilizing force of solidary work carried out on a joint basis.

Metropolitan Region/Vale dos Sinos Area and Coastal Region Forum



In Cachoeirinha, in order to welcome the 2,200 attendees at the Regional Forum of the Metropolitan Region/Vale do Sinos Area and Coastal Region, organizers worked with the City Hall and the Offices of Environment, Safety, Health, Labor, Citizenship, and Social Work, Transport, Education and Culture, in addition to different public bodies, companies and entities. The mobilization and the unlimited support received from the local community made it possible for us to run 45 workshops

targeted at Tribe members on Oct. 25, at SESI headquarters, in the city's Industrial District, with total safety and comfort. Young people dealt with themes such as Safe Traffic and Traffic Education, Environmental Preservation, Reuse of Materials for Income Generation, Theater, Dance and Music. The attendees watched a performance by Loucos de Palco theater group, from Cachoeirinha, and danced to the sound of rock, hip-hop, and pagode by several regional tribes.

South Region Forum



On Oct. 24, Rio Grande was the meeting place for about 500 Tribe members from the cities of Bagé, Pelotas and Rio Grande. Once again, the South Region showed its artistic vocation with performances of traditional dances from RS folklore and hip-hop, recitals and songs written by Tribe members, in addition to dance performances. To encourage the



development of skills, workshops on Introduction to Drawing and Expression, Chess, Guitar, Recycling (how to turn materials into toys and school supplies such as pencil cases, dolls and games), Dance and Parody (how to use a well-known song or poetry and turn it into a new work with a theme relating to the interest of the group) were held.

Hydrangea Region Forum

Approximately 700 Tribe members from five municipalities from the mountain region met at Gramado's largest Trade Fair and Event Center on Oct. 26 for the Regional Forum. In addition to young students, this year attendance of children aged 4 upwards was very significant. The making of a peace mandala made from recyclable materials and a special performance on environment by an amateur theater group were scheduled for the children. For teenagers, the activities of the day focused on a scavenger hunt regarding the themes of every Track related to the Tribes project. By means of murals illustrated with pictures, texts and drawings, the main activities of the Tribes over the year were made known.



Upland Region Forum

In Antônio Prado, five thematic workshops marked the schedule of the Upland Region Tribal Forum, on Oct. 24: Leadership, Tourism, Environment, Sharing Experiences I and Sharing Experiences II. About 400 young people actively took part in the proposed group dynamics, plays and games and reflected about key questions for their development, such as the main skills a leader should have today, environmental protection, material recycling techniques, city heritage preservation, and valuing of our cultural identity. During the two Sharing Experiences workshops, Tribe members from Antônio Prado, Bento Gonçalves, Caxias do Sul, Farroupilha and Garibaldi narrated the actions they undertook over the year on each track, with the aid of facilitators from Garibaldi and Antônio Prado. After the workshops and the collective snack, there was a concert by Doce Expresso band and a walk to the Mother Church for a picture of the Tribes. The Antônio Prado Unit had the support from the educators attending the Course in Educators' Training in Solidarity & Social Participation and Juvenile Mobilization, at the 'Joy of Living' Third Age Club, Lions Club, and LEO Club in holding the meeting.



Taquari/Rio Pardo Regional Forum



Received with welcome placards, about 1,000 Tribe members of 35 schools from seven municipalities in the Taquari/Rio Pardo Region got together in Encruzilhada do Sul, on Oct. 24, for a day with an intense schedule. All regional Tribes

were represented by coordinators who, accompanied by a student and a teacher from each attending city, waved their flags onstage. In addition to the regional volunteer workforce, the meeting was attended by municipal authorities and by the local media. So that visitors could get to know Encruzilhada do Sul, the 19 workshops directed at Tribe members were organized in different city locations, providing information on themes such as Education for Peace, Environment, Solid Waste Recycling, First Aid, Handicraft made from plastic bottles, alcohol- and drug-related traffic accidents, capoeira, African dance, Miscegenation, RS dances, body expression, aerobics, life-valuing activities, and child labor eradication, among others. Orgulho da Raça Band (African dance) and APAEXONE-SE Band (from the local APAE) were responsible for the musical performances of the day.

Northwest and Production Region Forum



Tribe members from the municipalities of Giruá, Santo Ângelo, Ijuí, Passo Fundo, Nonoai, Frederico Westphalen, São Borja, Panambi, Quinze de Novembro, and Condor got together at SESC's gymnasium, in Santa Rosa, on Nov. 14. The Northwest and Production Region Forum, which brought together about 600 participants, organized a Capoeira Workshop open to all with the aim of developing mind and body balance, integrating Tribe members, and teaching them a little bit of African-Brazilian culture. In addition to narrating the actions undertaken in 2007, the groups planned the activities for 2008 and thrilled at the dance performance by students attending São Borja-based Olavo Bilac Technical School.

Frontier Region Forum

On Oct. 27, Uruguaiana's Lions Club was the meeting place for the city's Tribes with the visiting Tribe members from Itaqui. About 150 students took part in presenting the activities undertaken by the Tribes throughout the year, using audiovisual resources. It was the moment to narrate and evaluate how their voluntary initiatives impacted the communities. The city's Secretary for Culture gave a lecture on Rio Grande do Sul's cultural identity and a biologist of the Municipal Science Museum talked to youngsters about current environmental issues. Cooks at Uruguaiana's Commercial and Industrial Association (ACI) prepared lunch and after that dances and group dynamics cheered up the attendees.



Central Region Forum



A beautiful symbolic ceremony closed the meeting of young Tribe members at the State's Central Region, in Cachoeira do Sul, on Oct. 18. After the group

dynamics, the narration of the actions undertaken over the school year and the artistic performances, everybody was invited to watch, outdoors, the launching of three white balloons, representing the actions of the Tribes in the fields of Culture, Education for Peace, and Environment. Each balloon carried seeds symbolizing the collective desire that they would bear fruit wherever they landed. That was the way found by the roughly 400 volunteer young people from the cities of Cachoeira do Sul, São Sepé, Santiago do Sul, São Pedro, and Santa Maria to spread their message and affirm their commitment: to sow hope. During the musical performances, Coração de Maria Band, of SESC's Maturity Choir, and Escola Rio Jacuí Dance Group were the highlight of the event.

Third Sector Management is Fundamental

Ever since Parceiros Voluntários NGO was founded in January 1997, we have strategically chosen legally incorporated Civil Society Organizations (CSO) to be our strong partners in developing the culture of organized voluntary work. The triad – Volunteers (young people, companies or individuals) + CSO + Parceiros Voluntários – contains the force for sustaining the voluntary work movement in our State.

With this view, Parceiros Voluntários, in addition to being a source of qualified volunteers, advises CSO's on management systems in order to better use these resources. To institutions, a well-trained and acting volunteer makes all the difference, just like every new partner that is mobilized to contribute by both disseminating knowledge and providing services, material or financial resources. To ensure a good use of human/voluntary resources, we created the Volunteers' Coordinators Training Course for CSO-indicated employees.

In the context of a Third Sector composed of totally different organizations, the guidelines for developing the Program showed us that we should work especially with those organizations that, because of their many deficiencies, needed committed voluntary citizens to be able to achieve their goals. In many of them, we identified great idealism, which lacked an even greater degree of professionalism. In many entities, this was one of the factors that precluded the permanence of the volunteers or companies we submitted to them. For that reason, Parceiros Voluntários sought a partnership with SEBRAE/RS aiming at developing managerial courses targeted at CSO's.

For many years, Parceiros Voluntários has been providing courses within the **Third Sector Development Program**. With a methodology based on 88-hour experiential workshops, we train leaders and directors of member organizations in preparing strategic planning, fund-raising, project implementation and management, networking, and collaboration with the public and private sectors. Emphasis is placed on the Human Factor, Communication, and Quality of Management in serving those organizations' internal beneficiaries. Thus, our sponsors and partners have optimized the resources invested.

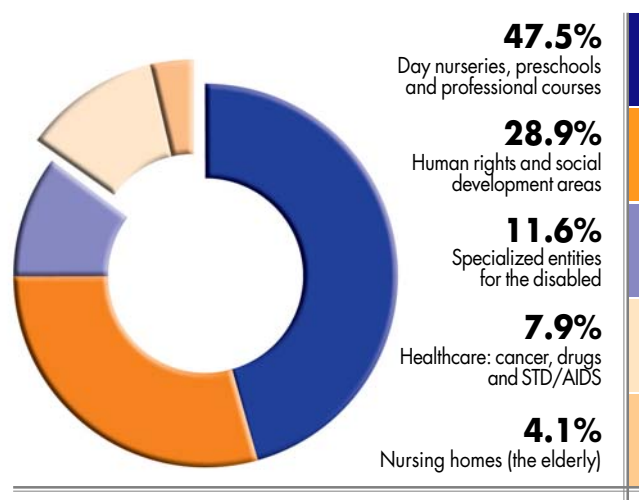
Another focus of the methodology is encouraging CSO's to adopt the Idea of **Network Formation**.

This is the biggest gain because it is in the **NETWORK** that the organization finds its interlocutors and implements a number of actions ranging from knowledge and experience sharing to material resources. Structured networks allow for a collective gain when planning projects, submitting them, and implementing them in partnership. It is about mutual support. It is the good old saying that goes "Many hands make light work".

The involvement and actions of the Parceiros Voluntários NGO with member CSO's – in referring volunteers, in Third Sector Development Program courses, and in the Network Formation Methodology – are **all free of charge**, including lectures, courses, guidance, voluntary work database management, supply of teaching material, management software, and other training resources. To this end, Parceiros Voluntários seeks to maintain the Programs with the help of Sponsors and Supporters.

This whole effort to qualify CSO's through training courses is free of charge because, at the final tip of the process, the beneficiaries are thousands of children, young people, adults and old people who receive attention, respect, love, solidarity and have their fundamental needs met in terms of health, well-being, education, and environment. As Peter Drucker said: "the result of a social project is a better human being".

Profile of member CSO's



Projects in Partnership

To understand very well this customer and strong partner – called CSO – and because one of our strategies is to form partnerships honestly and transparently with the first and second sectors, Parceiros Voluntários became a member of two new networks in 2007. It is important to point out that everything is **entirely free of charge** for the CSO's that benefit from these initiatives.

In any social project, the ideal condition is when

several partners unite, when everyone brings their own expertise with the sole purpose of benefiting the communities. According to Rose Marie Inojosa, in *Social Commitment Networks*, "(...) it is networks in which partnerships are mobilized with the shared perception of situations or problems that break or imperil the balance of society or its prospects of development, and in which the solution requires more than the isolated action of public and/or private organizations".

Social Partnership Network – Rio Grande do Sul State Government

At the invitation of the Rio Grande do Sul State Department of Justice, Parceiros Voluntários joined the Social Partnership Network, which was launched in May 2007.

Its strategic design is innovative and its goals are well set:

- optimize resources given by companies to social action
- enhance the action of nonprofit entities
- improve the State's traditional action in this area
- create conditions to increase Third Sector sustainability.

Joining forces for development, several Third Sector organizations in Rio Grande do Sul form part of this Program's Social Projects Portfolio. It is Parceiros Voluntários' duty to train the entities with the aim of qualifying their management methods, optimizing the results of their actions, and collaborating with public policies and the State's social development.

The training process takes place by means of 3 16-hour modules, addressing:

- Module I – Networking and Visibility of the CSO
- Module II – Leadership, People Management, and Relations with Beneficiaries
- Module III – Financial Management, Strategic Planning, Relation with the Environment, and Economic Sustainability

The two first groups were trained in 2007. By the end of 2008, 500 people of 250 CSO's will have been benefited. Everything at the service of a major goal: to generate social development!

To learn more about the Social Partnership Network Program, please visit www.stcas.rs.gov.br

HSBC Social Participation Network

In August 2007 there started the formation of the Social Participation Network, a project by the HSBC Solidarity Institute and Parceiros Voluntários. For two years, there will be the training, development, and coordination of 11 projects by CSO's located in 10 RS municipalities: Porto Alegre, Novo Hamburgo, Frederico Westphalen, Santa Maria, Palmeira das Missões, Bom Retiro, Bento Gonçalves, Santiago, São Borja and Ijuí, all of them **entirely free of charge** for participants.

The training process is aimed at offering tools so that the projects promote the sharing of results, methodologies and causes and so that their positive impacts can result in social and statewide transformation.

As a social investor, the HSBC Solidarity Institute monitors the Network development. The Source Institute, another project partner, facilitates CSO's learning and development processes, checking and evaluating both the impact of community actions and how much the groups have learned and advanced, also from a personal and human aspect.

The Parceiros Voluntários methodology provides for a 72-hour training process divided into 24 hours/class and more six 8-hour quarterly meetings. The first quarterly meeting was held in Santa Maria in December 2007. Every two months a consultant visits the CSO's. In March 2008, Parceiros Voluntários will make local visits and hold regional meetings in the municipalities where the project is being implemented.

Multiplying Examples

We always get deeply moved when we revisit the previous editions of the event aimed at giving the **Parceiros Voluntários Award**. During these 10 years, all editions have shown examples of Individual Social Responsibility, Human Commitment; love for our neighbors, and education for citizenship. Our website shows all honorees, to whom we express our extreme gratitude.

Created in 2000, the Parceiros Voluntários Award is given every two years, always in the odd years of the calendar. The **philosophical thinking** behind it is setting a high value on Human Beings. Therefore, the recognized social initiatives represent thousands of other very important initiatives to the beneficiaries and the community, and they should also be recognized. However, Parceiros Voluntários knows it is impossible to

embrace everybody. For that reason, it uses the Principle of Democracy: EVERYBODY is represented by a few!

The **Parceiros Voluntários Award** is coordinated by the Parceiros Voluntários NGO with the participation of the Parceiros Voluntários Network distributed in the Rio Grande do Sul State. It is aimed at **valuing and recognizing** voluntary work and developing the culture of voluntary work in different sectors of the RS community. One of Parceiros Voluntários concepts is to have "Emotion with Results". Therefore, the Award was conceived and based on technical quality criteria conducive to attaining the following goals:

- Disseminate examples of replicatable social initiatives that in the future might have some influence on public policies
- Show the strength of NETWORKING and its results when the several segments of the Community unite – volunteers, companies, schools, Civil Society Organizations, government and beneficiaries
- Have a support tool aimed at developing and strengthening the culture of organized voluntary work.

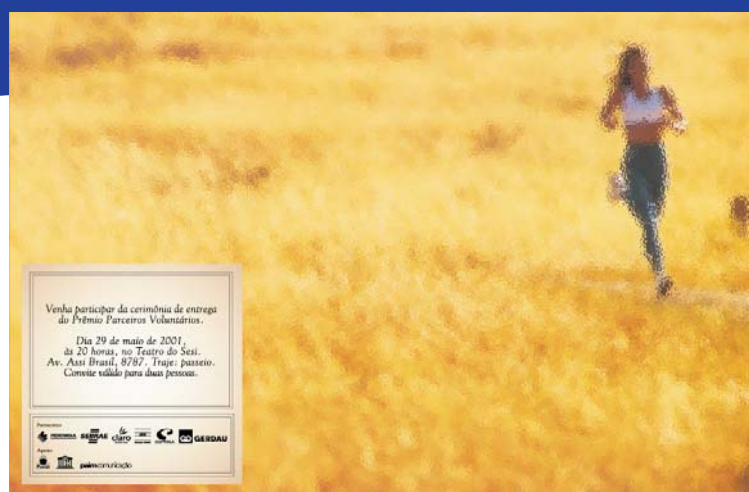
In this edition of the Annual Report, when we complete 10 years of activities, we want to pay tribute to ALL those who have participated, in any way, in consolidating the Voluntary Work Movement in our State. We wish to thank all Volunteers, Founders, Advisers, Sponsors, Supporters, Companies, Schools, Universities, those who have been part of the Parceiros Voluntários Team, including our strong partners in expanding this Movement: the Presidents and Local Leaders of Commercial, Industrial, Rural, and Service Associations. We are also grateful to the First Sector, municipal, state and federal governments, the Executive, Legislative and Judicial Branches, the District Attorney's Office, and to all those who have kept track, over the past ten years, of the major social mobilization of voluntary work. This is the example of a large and strong NETWORK for a **Rio Grande do Sul State with a Voluntary Attitude.**



Volunteer artists at the ceremony of the 4th Parceiros Voluntários Award



In 2007, once again Sesi Theater was crowded for the Award-Giving Ceremony



Sponsors of the Parceiros Voluntários Award



What kind of Human do we want for the 21st century?

The 'Stop and Think' International Seminar was created with the aim of, every two years, deepening our reflections to find answers to the question above. Maybe we are looking for an express relation with Transcendence or Spirituality.

The reflections that lay the foundations of this *Parceiros Voluntários* purpose are not limited to thinking about "improving who we are", but they dare to question "whether we are or are being what we could be". There is, however, a philosophical depth that implies going through and integrating different conceptual fields:

physical, biological, psychological, anthropological, and technological. In other words, Parceiros Voluntários has been experiencing a transdisciplinary and/or holistic approach to human issues.

The three past editions of the Seminar have, in alignment with the Organization, evolved into deepening and expanding man's vision and cosmovision:

- The future of human beings is to have their role recycled (2002)
- The future of human beings is to be more human (2004)
- The future of human beings is to be increasingly human (2006).

In 2002, the 'Stop and Think' Seminar brought to Porto Alegre thinker Lester Salamon, of John Hopkins University (USA), a scientist who leads a worldwide investigation into the Third Sector and who conducted, with Colombian sociologist Ms. Olga Toro, the critical reflection meeting on the conceptual bases for a new man and a new society.

In 2004, philosopher John Renesch (USA), Venezuelan sociologist Charo Méndez, and a noted Brazilian panel put forward their theoretical and practical contributions.

The 2006 edition had the presence of Ronald E. Fry, creator of the positive psychology in search of social and community development; Chilean scientist Humberto



'Stop and Think' International Seminar, 2006 edition

Maturana, author of the philosophical conception of the biological matrix in human existence, and Chilean professor Ximena Dávila Yañez, an expert in Human and Family Relations. Brazilian professor Terezinha Rios, Master and PhD in Education from PUC-SP, completed the panel of speakers.

In the first Seminar, the title draws our attention to an important human dimension: what our ROLE in society is. However, this dimension is also more peripheral compared with the aspects highlighted in the titles of the following Seminars: "being human" and "being increasingly human". These two last titles are about reflecting on characteristic aspects of humankind that could allow people to interfere in the social change process and contribute towards a better and fairer life, such as responsibility, commitment, citizenship, social interaction, solidarity, trust, communication and leadership, love, investigation, appreciation, and ethics.

It is clear that, from a wide point of view, taking into account the current state of Brazilian society and maybe of the planet, these aspects remain very important,

needing and deserving of reflection and mobilization in favor of them.

However, Parceiros Voluntários identifies that the community now wishes to take a quantum leap in its reflections. For that reason, in order to promote a "new" reflection about what it means to be "human", in 2008 it will bring the contributions of Quantum Physics and of the possible integration of its postulates into different philosophical and spiritualistic traditions. Thus, the 'Stop and Think' International Seminar will open itself to new points of view and issues. We proposed that the speakers should present their lectures by thinking about the concepts of discontinuity, non-locality, descending causality, and transcendence. In this manner, the fundamentals and constituents of human species and knowledge, as well as their impacts on the understanding and the relation of man with God, start to be the object of interest and study, expressed as transcendence and spirituality. (Conceptual support from Dr. Ieda Rohden, adjunct professor at Vale do Rio dos Sinos University's Graduation Office – UNISINOS)

Pare Pense
2 0 0 6

**O FUTURO DO SER HUMANO É
SER CADA VEZ
MAIS HUMANO.**

Ronald E. Fry
PhD em Psicologia Organizacional, professor da Case Western Reserve University - EUA.

Humberto Maturana
Co-Fundador e Co-Diretor do Instituto de Formación Matricial - Chile

Terezinha Rios
Doutora em Educação e professora da PUC-SP - Brasil

Ximena Dávila Yañez
Professora especialista em Relações Humanas e Familiares - Chile

SEMINÁRIO INTERNACIONAL PARE PENSE.
Salão de Atos da Reitoria da UFRGS
Dia 29/05/06, 8h30min às 13h
Entrada franca. Informações: (51) 3226.3111. Inscrições no www.parceirosvoluntarios.org.br. Vagas limitadas.

**O FUTURO DO
SER HUMANO
É TER SEU PAPEL
RECICLADO.**

1º PARE PENSE
COM CLUSER SALAMON
CONCLUSER SALAMON
REFLEXÕES SOBRE O
DESENVOLVIMENTO
HUMANO NO SÉC. XXI

DIA 30/09 DAS 8h30 ÀS 13h
TEATRO DO PRÉDIO 40 - PUCRS
AV. IPIRANGA, 6681
PORTO ALEGRE - RS.

**O FUTURO DO
SER HUMANO
É SER HUMANO.**

2º PARE PENSE
COM IEDA ROHDEN
FLOSOFO E ESPECIALISTA EM
ENTENDENDO SOBRE O FUTURO E OS
CAMINHOS DA HUMANIDADE

"A PARTICIPAÇÃO DO CAPITAL SOCIAL NA
CONSTRUÇÃO DE UM FUTURO MELHOR."

DIA 30/09/09. POA. PRÉDIO 40. PUCRS. 8h30MIN ÀS 13h

Entrada franca. Informações: (51) 3226.3111. Inscrições no www.parceirosvoluntarios.org.br. Vagas limitadas.

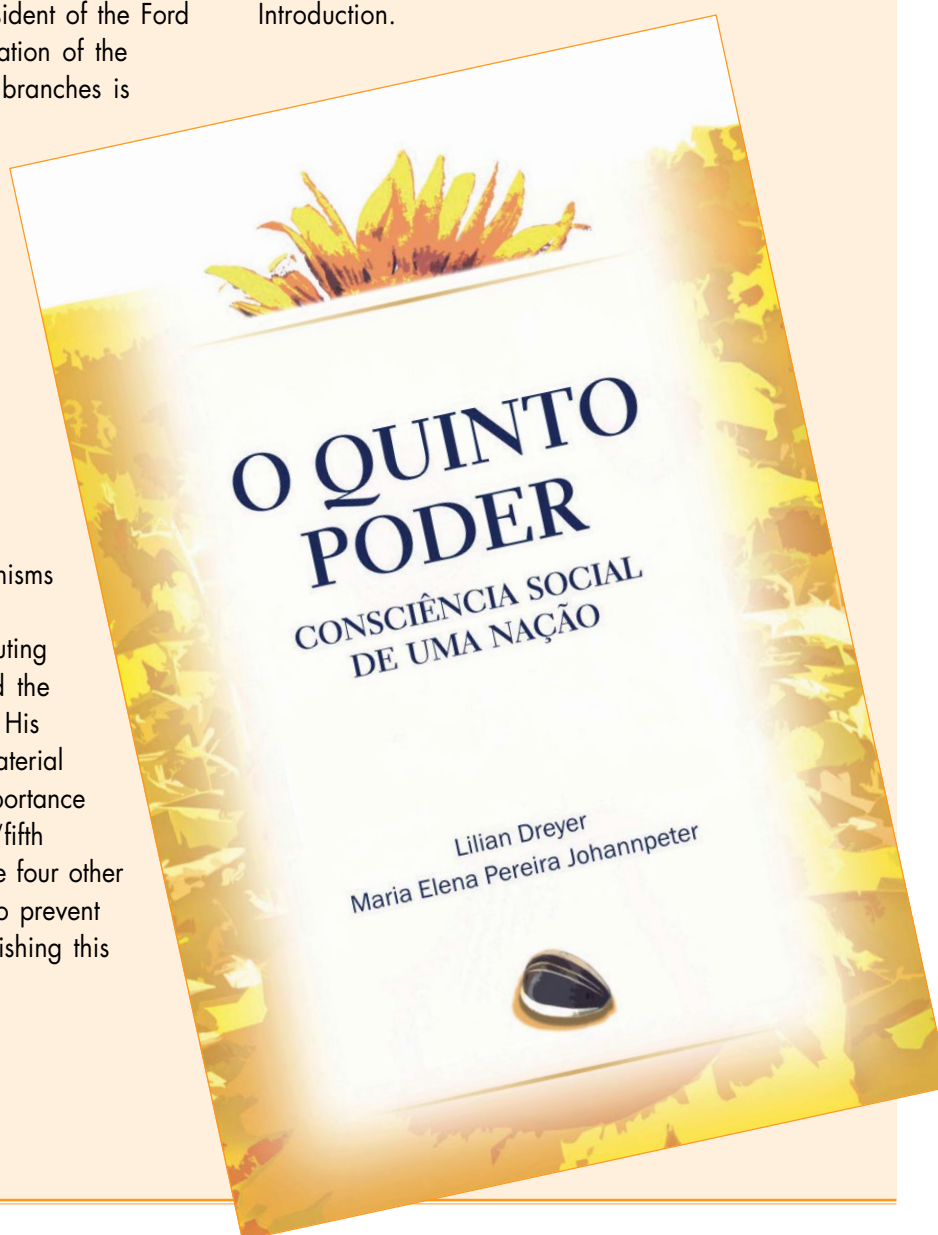
The Fifth Power

In celebration of our 10 years, in January 2007, Parceiros Voluntários NGO would like to make a contribution to literature, to analyses and debates about the Third Sector and to the Cause of Voluntary Work in Brazil. To this end, it brought together a group of renowned people who enjoy credibility in their fields of knowledge and profession, relying on journalist and writer Lilian Dreyer as adviser. Thus a book was born. A book whose title is provocative and daring, but which we believe is quite relevant too.

The book title was inspired by the words of Mr. Barry Gaberman, former Vice President of the Ford Foundation: "The traditional separation of the Executive, Legislative and Judicial branches is not enough *to protect society against the concentration of power*, even if we consider the existence of a Fourth Power in the form of an independent press. Civil society institutions constitute a Fifth Power, helping to protect against the abuse of power".

Mr. Gaberman made this assertion in an article published in Brazil in October 2007, on GIFE ONLINE NETWORK, in which he advocates the adoption of mechanisms able to show how much nonprofit organizations are already contributing towards generating wealth around the world and taking part in the GDP. His concern, however, was that the material aspect should not override the importance of the democratic control that the "fifth power" represents in relation to the four other powers: "We need to be careful to prevent any evaluation attempt from diminishing this function, he advised.

"This book is aimed at bringing together relevant views (that is, qualified views), although they might be individual. The intention was not to close any aspect. On the contrary; we intended to open a field from where collective inspiration for new studies might sprout up. In addition, we did not intend to shape an academic work, but rather make contributions to discussion, stimulate creativity and, as much as possible, sow intellectual dissatisfaction. Even more ambitiously, we intended to stir the fine but hard surface of inertia", as he tells to journalist and writer Lilian Dreyer in the Introduction.



Reinforcing Mobilization

Social mobilization can only be carried out with support from the media. In publicizing social causes, communication professionals are disseminators who enhance actions, indicating the needs of our communities.

Thank you very much!

However, we ask the media to look at the Third Sector and at Social Causes not only from a "welfarist" viewpoint, but also as an integral part of the Brazilian Gross Domestic Product (GDP). Please read the complete article on page 36 of this Report.



"Nonprofit institutions neither provide assets or services nor assume control. Their 'product' is neither a pair of shoes nor an effective regulation. Their product is a **changed human being**. Nonprofit institutions are agents of human change. Their "product" is a cured patient, a learning child, a young person who becomes an adult with self-respect; that is, an entire life transformed".

Peter Drucker

Revista do Colégio Israelita Brasileiro, Porto Alegre



Diário de Canoas, Canoas



Jornal VS, São Leopoldo



Jornal de Canela, Canela



Revista IstoÉ Dinheiro, São Paulo



Jornal Popular, Nova Prata



Minuano, Bagé



A Integração, Horizontina

Dia Internacional do Voluntário comemorado em Horizontina

Para comemorar o Dia Internacional do Voluntário foi realizado um pedalão na Rua Uruguai junto à praça 25 de Julho, no dia 07 de dezembro. A coordenação esteve a cargo da ONG Parceiros Voluntários. O dinheiro arrecadado será revertido para o Natal Solidário que se realizará dia 18 de dezembro.

The Third Sector finally included in the GDP

Finally, in 2007, the Brazilian Institute of Geography and Statistics (IBGE) recognized the economic participation of the Third Sector. The presented figures, however, are lower than those considered by a recent survey conducted by the United Nations Volunteer Program (UNVP) in partnership with the Center for Studies on Civil Society at Johns Hopkins University, according to which the nonprofit sector in Brazil accounts for 5% of the GDP. The topic was the object of an article by professor Luiz Carlos Meregé, of Getúlio Vargas Foundation, released in GIFE's ONLINE newsletter, which we reproduce below:

For the first time in the history of national accounts in Brazil, the Third Sector was included with a specific highlight in the GDP, which has occurred in the recent review conducted by the Brazilian Institute of Geography and Statistics (IBGE). That means its existence is recognized as a sector with its own characteristics, distinguishing itself from the State and from the set of organizations of the traditional private sector. Our country is probably the newest member of the small 12-country community that has included the sector in its economic statistics.

Its 1.4% official participation in forming the new Brazilian product means that it operates about R\$ 32 billion, an amount that is far higher than the personnel costs in São Paulo State, which total about R\$ 25 billion. It is a considerable amount, as São Paulo manages the largest budget among Brazilian States, operating R\$ 53 billion – and being only exceeded by the budget of the Union, in which personnel costs reach R\$ 44 billion. Since 1948, when Getúlio Vargas Foundation implemented the national accounting system, the method that had been in place did not allow information about civil society organizations to be separately calculated. The traditional national accounts methodology meant a strong model, which remained untouchable until March 2002, when the United Nations Department of Statistics recognized the importance of separately calculating the amount operated by the Third Sector.

Up to that moment, the methodology had a great distortion, as it had a rule for the calculation of social organizations that camouflaged their activities. That rule determined that, in statistical surveys, the organizations that received more than 50% of their revenue as State donations were considered as state-owned, and those with more than 50% of their revenue coming from companies or families were classified as belonging to the private sector. For that reason, no country in the world would present separately the added information about the third sector. The United Nations called Nonprofit Sector Satellite Account the methodology that now advises countries' research institutes to survey information about Third Sector activities.

The long battle to replace the old model started in the early 1990s, when the Center for Studies on Civil Society at Johns Hopkins University, led by professor Lester Salamon, launched the Nonprofit Sector Comparative Project, which brought together researchers from seven countries and launched the conceptual methodological base that would guide the survey about the sector's structural and operational character. Through the credibility acquired by this academic movement, it was possible to initiate, in the late 1990s, a pressure campaign, led by professor Lester, with the UN Department of Statistics to reformulate the national accounts system, including a new specific Third Sector account. In March 2002, the UN launched the National Accounts System Nonprofit Organizations Manual, which became a benchmark for the surveys that since then are conducted about the Third Sector. (...)

We can now celebrate this important victory of a movement initiated in the mid 1990s at Brazilian universities and whose main goal was to give visibility to the sector. From now on, we will know, by means of official statistics, how the third sector is structured and evolves in Brazil. Knowing about the growth of the sector is important, but not enough. The big challenge we face is to show that the Third Sector plays a fundamental strategic role in our country's social development. Its transforming impact on social reality is significantly more important than its mere participation in the GDP.

Professor Luiz Carlos Meregé (FGV)

Source: GIFE ONLINE Network - 05/14/07

Fundamental Partners in the Mobilization Process



The meaning of community, the concepts of synergy and integration, and the permanent learning attitude are part of the everyday life of the Board of Directors, Technical Team, and Volunteers that work at Parceiros Voluntários NGO. Today, the profile of collaborators

calls for a growing ability to solve problems in complex environments characterized by diversity, requiring, on the part of Organizations, special attention to the opportunities for personal and professional growth made available to the team.

Who we are

Voluntary Board of Directors

Maria Elena Pereira Johannpeter
Voluntary CEO

Geraldo Toffanello
Voluntary Vice President

Hermes Gazzola
Voluntary Vice President

Technical Team

Ernani Rosa Gualtieri – General Manager
Cláudia Remião Franciosi – Manager
José Alfredo A. Nahas – Manager
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Maria da Graça Testa da Rosa
Paulo Afonso Belegante
Rita Patussi
Vanessa Becker Braga Salada
Trainees and Volunteers

Deliberative Council



Deliberative Council Meeting

The direct involvement of the business and institutional leaders that make up the Deliberative Council of Parceiros Voluntários NGO is decisive in setting the strategies to be adopted, in monitoring and evaluating the activities undertaken by the Organization

at every stage of our history. With their knowledge and experience, Councilors contribute towards strengthening the Organization and, as a result, towards strengthening the culture of organized voluntary work in Rio Grande do Sul.

Members of the Deliberative Council

Humberto Luiz Ruga

President of the Council

Father Alyosio Bohnen, S.J.

UNISINOS Vice Chancellor

Carlos Rivacci Sperotto

FARSUL – Rio Grande do Sul State Agricultural Federation

Flávio Sabbadini

FECOMÉRCIO - Rio Grande do Sul State Federation for the Commerce of Goods and Services

Francisco Cirne Lima

Businessman

Jayme Sirotsky

RBS - Rede Brasil Sul [RBS South Brazil TV Station]

João Polanczyk

Physician

João Ruy Dornelles Freire

COPESUL S/A

Jorge Gerdau Johannpeter

GERDAU S/A

Jorge Luis Logemann

GRUPO SLC

José Paulo Dornelles Cairolli

FEDERASUL - Rio Grande do Sul State Federation for Business and Service Associations

Leocadio de Almeida Antunes Filho

Empresa de Petróleo Ipiranga S/A [IPIRANGA OIL COMPANY]

Marcelo Lyra do Amaral

BRASKEM S/A

Marco da Camino Soligo

RGE - Rio Grande Energia [Rio Grande do Sul Energy Co.]

Marcos Samaha

Wal-Mart Brazil

Mari Helem Rech Rodrigues

Physician

Paulo Tigre

FIERGS - Rio Grande do Sul State Industry Federation

Roberto Pandolfo

Businessman

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Wrana Maria Panizzi

Educator

Founders, Sponsors and Supporters

Founders / Sponsors



Supporters



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|---|--|

In memoriam

Our special tribute to Marco Antônio da Silva (TAM), Councilor and Supporter of the Parceiros Voluntários NGO

2007 Annual Report

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