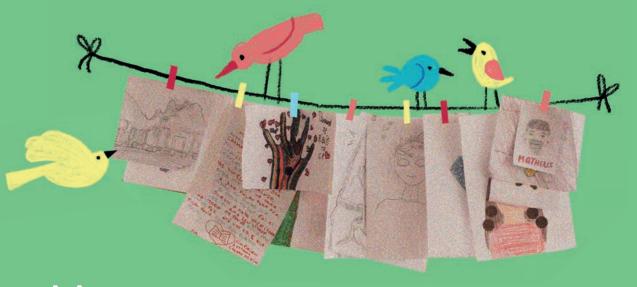






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Open letter to our Pró friends

"When caring for a bird, you'd better get rid of bars, cages and webs. You'd better knock down walls, fences, and just let go.
Let yourself wander around the aroma in the breeze.
You'd better let go of trails or paths and just use the air around you as a small space for the lightness of the wings."

Translated from
"Para criar passarinho", by Bartolomeu
Campos de Queirós
(São Paulo, Global, 2000)

Dear friends,

Flying over. Flying back. Migrating. Returning and keep flying. How many meanings do these words have? Fluttering. Floating. Flying. In 2022, Pró-Saber SP celebrated its 19th anniversary. Also in 2022, Pró reopened its doors and windows to welcome its "birds": it was an intense, joyful and longed for return. From a bird's perspective, a perspective from high above, from top to bottom - and still under the impacts of the pandemic - it feels like we can spread our wings and fill our nest again. Pró exists only because of children and youths. Nothing could be more expected than celebrating our branch full of birds, while drawing so many dreams and long-awaited routes in the sky.

At the Library, known as the "heart of Pró", we showcased Poetry Slam, in three sessions of spoken poetry competitions to empower our youths' voice, giving them space to express their struggles. Furthermore, Pró reached the mark of 100,000 books checked-out and held a sarau to celebrate this milestone.

In the scope of Pró Youth, we held new activities such as cultural dialogues, where we invited professionals from multiples areas to talk about the job market and the future. We also performed visits to companies and cultural centers in São Paulo.

At Pró Read & Play, we held events such as playing and reading circles with families; the Literary Tea Party, which is a moment aimed at promoting

reading and fluency in children; the ABC Project, a supporting tool to ensure the children's right to learn to read and write at the proper age; and our famous Party of 100 Books. The event was also an opportunity to show our book of names, produced by the children throughout the year, as well as a gallery wall with photos of their family members.

Also in 2022, we launched Pró Education, a free online platform through which we share our methodology with teachers all over Brazil. We entered into a partnership with Instituto Beja, providing support to our Library, and hosted for the first time "Café com Educação", a gathering with partners held at the headquarters of Pró-Saber SP. We also celebrated our 19th anniversary with a special lunch for our team and everyone who has been enduring the journey with us.

Students, visitors and the entire Pró team shared the joy of returning to in-person activities in a transformative year. It was so beautiful to see and experience this reunion. It was like seeing birds return home after a journey far from their starting point. But we also got the added bonus of new stories, skills and knowledge, and most importantly, the excitement of getting our routine back and gathering with everyone. Therefore, we would like to thank each and all who have been by our side, helping make our dreams come true and helping build a prosperous future.

Warmest regards, Pró-Saber SP's team.





Our dream

田

Goal number 4

Ensuring inclusive quality education and promoting learning opportunities for everyone throughout their lifetime.

Our goal

To strengthen Brazilian children's integral education through experiences such as reading and playing, transforming families and communities.



To become a nationwide reference in educational programs anchored in reading and playing to fight inequality.









































Our purpose

Pró-Saber SP sees literature as a powerful tool for social transformation. Therefore, our educational practice puts emphasis on forming critical readers and developing autonomous citizens. With that in mind, we aim to show that reading can be a pleasant activity, bringing us the joy and lightness of dreaming, sharing stories and special moments of learning in a welcoming and caring environment.

As in an ecosystem in which all programs are connected and complement each other, Pró helps build an environment for reading and playing. Those are key tools for an integral quality education, and create the possibilities for children and youths to make their own choices and become changing agents inside and outside Pró, guaranteeing their rights, so they can turn dreams into reality and soar towards the future.



Our ecosystem

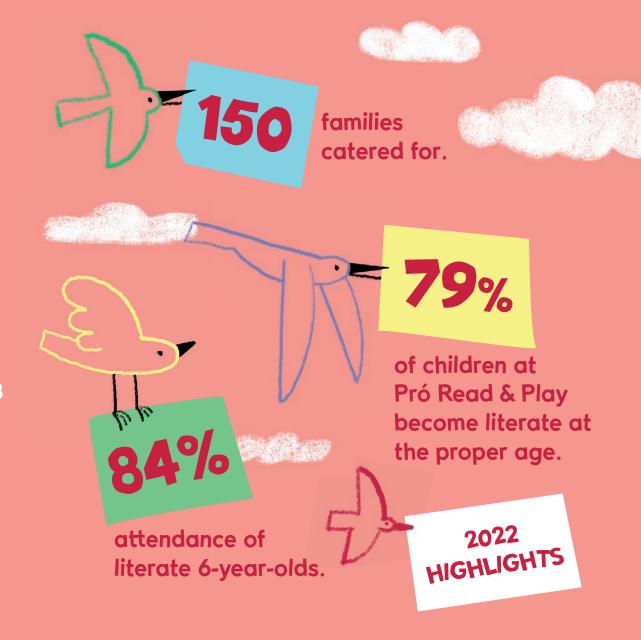
Pró-Saber SP is built daily by children, youths, our staff and collaborators. Since its foundation, we have been developing a methodology and an environment of affection, unity and freedom to inspire individual and collective journeys. Also, we wish to be a place to return to, after all routes have been followed.

Since 2003, Pró aims to democratize children and youths' access to quality education, enabling innovative experiences, through an open dialogue, attentive listening and a welcoming environment. This has been made possible through key participation of schools, teachers, staff, families, youths, children and companies.

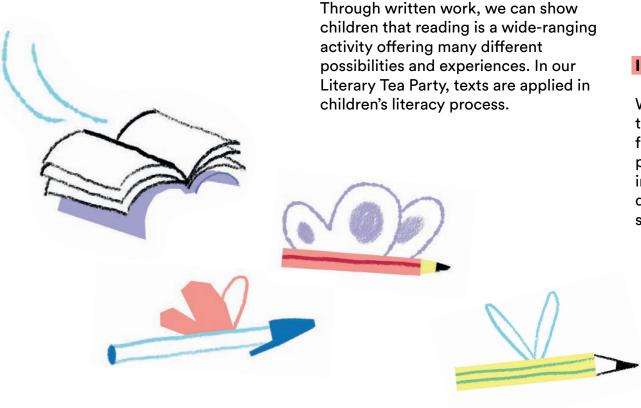
Get to know all programs comprising our ecosystem and take a look at the main events we held in 2022, the year when we returned to in-person activities and could apply many of the ideas we'd been drawing up during the pandemic!



Water and sun allow flowers to bloom. A gentle breeze allows birds and butterflies to fly free and safe. Reading and playing allows children and youths to put their skills into practice, express themselves and dream. At Pró Read & Play, a program launched in 2016, reading and playing are essential guiding tools that work as a compass pointing to possible paths to achieve quality education. Through this program, children 4 to 8 years old are immersed in the magic of reading, becoming literate and exercising their creativity, power of choice and autonomy.



Here's what happened in 2022



LITERARY TEA PARTY

A moment dedicated to reading and promoting fluency in children. Children

choosing a story from the ones they

a new title suggested by teachers.

have been working on in class or even

get ready to perform a presentation by

BIRTHDAY CELEBRANTS OF THE MONTH

A collective celebration of birthdays of the month at the court. Before the pandemic, celebrating birthdays of the month was a tradition for us. Therefore, we were all very excited to be able to get back together at those parties full of joy, music and delicious food.

INDIVIDUAL MEETING WITH FAMILIES

With the end of classes in December, teachers scheduled meetings with all families enrolled in the Pró Read & Play program. These talks are scheduled to inform family members on children's development and tell them a little about the school year at Pró.

PARTY OF 100 BOOKS

Considered to be the biggest event of the year for expanding children's literary and cultural repertoire, the party gathered families and students, who received reading certificates. The students, who were responsible for organizing 80% of the event, enjoyed the occasion presenting the book of names produced throughout the year.

They also created a gallery wall with photos of their family members. Based on those pictures, they produced and shared stories during circle time. Teachers asked students to investigate with their families the origin and meaning of their names. After researching, they gathered names and stories into the book of names.

The party was attended by renowned authors and illustrators, such as Eva Furnari, Blandina Franco, José Carlos Lollo, Dipacho and Silvana Rando, as well as storytellers Ailton Guedes, Paulo Neto and Salatiel

FESTA JUNINA

We were also able to celebrate our "Festa Junina", a typical Brazilian June Festival, enjoying a special day full of games, typical music, dance and food.

READING WITH FAMILIES

Family participation in reading time is a special moment of listening and attachment. This activity aims to bring families closer to the work developed at Pró-Saber SP, helping them understand the importance of reading in children's lives.

SIMULTANEOUS READING

A moment when children can choose the story they want to hear. Teachers prepare posters showing a picture of the book each one will read and where, but not who will read each book. Each group picks a story. Then, the children are directed to the places where they will hear the stories. This project was designed to help develop children's autonomy and reading skills, including book titles and places, as well as writing students' names.

ABC PROJECT

A system created to support the learning process, with focus on ensuring children the right to learn to read and write. In this project, students are grouped according to specific days and times of the week. The focus is to answer their doubts to avoid momentary struggles to build up. The effort arose from the urgency of assisting those children who spent the last two years of Preschool at home, with little or no access to school, due to the pandemic.





CIRCLE OF GAMES WITH FAMILIES

An activity planned by both teachers and students. Children pick the songs they wish to show parents or guardians, and make a collective invitation.

Text production goes beyond writing. With the purpose of teaching children to read and write, teachers act as copyists so that students understand how to organize their language to write the invitation.

TRIP TO MASP

Children engaged in cultural trips to the São Paulo Museum of Art (MASP), enjoying a guided tour with explanations about the museum's collection. Three days were dedicated to this activity.



FULNI-Ô VISIT: INDIGENOUS CULTURE

We hosted the visit of a group of the Fulni-ô, indigenous people living in the municipality of Águas Belas, Pernambuco, in the Northeast Region of Brazil.

Our students had the opportunity to learn a little about the indigenous culture and expand their knowledge by reading and playing together.

The activity was a great opportunity to reframe identities and knowledge.





Play program, he still feels very welcomed at Pró. He often goes to the library and takes books home."

Genivaldo Sena, ather of Brenno da Silva Souza, a former student at Pró. Read & Play.

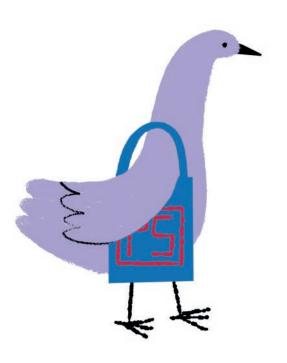




What do young people dream of? How do youths discover their wishes and aspirations amongst so many different possible paths? These and other issues are brought up in Pró Youth, a program focused on highschool students comprising two modules of one year. Throughout the course, students are asked to look inside themselves in activities that combine reading, playing and cooperative games. The purpose of the program is to make students embark on a journey of self-knowledge, seeking to understand who they are, their own fears, dreams, key strengths and weaknesses, as well as the challenges posed by the world and the job market.



Here's what happened in 2022



DIÁLOGO CULTURAL

An initiative aimed at expanding youths' cultural and professional repertoire. Professionals from different areas come to Pró to talk about the future and the job market. Students also visit companies and cultural spaces in the center of São Paulo and in Paraisópolis. In 2022, they met with João Paulo Cuenca, Esmeralda Ortiz, Raquel Oguri, Selma Maria, Kaio Lemos, Liza Lott, Lollo and Blandina, Nicole Aun and Chavoso da USP. In addition, the company Via4 hired two of our students.

EVENTS

Secret Santa Book Exchange, e-Cup Game Championship, Halloween Party, "Festa Junina" and graduations.

CAREER FAIRS

Students also had the opportunity to participate in events focused on the job market hosted by Colégio Vera Cruz and G10 NGO.

PLACES VISITED

Carapicuíba Village, São Paulo Cultural Center, Beco do Pinto, Caixa Econômica Cultural Center and Pátio do Colégio.

TOURS

Paraisópolis Park, Villa-Lobos Park, The Portuguese Language Museum, Estação da Luz, MIS - Museu da Imagem e do Som e Museu AfroBrasil.

FIELD TRIPS

G10, Berbela, Praça da Cidadania, Casa da Amizade and a LAN house owned by Gabriel Jesus, a former student at Pró Youth and now a mediator at Pró Read & Play in Schools.







Pró-Saber SP is like a strong branch, full of birds that fly around, come back and are always singing to spread their experience. At Pró Read & Play in Schools, it all happens via partnerships with public schools in the community and by training youths to be the multipliers of our experiences. They are **Pró Youth** graduates who will then apply all the knowledge and skills they have acquired here in other educational institutions, thus spreading projects combining playing and reading activities to reach preschoolers and Elementary School students. It's beautiful, empowering and transformative to see their journey as a larger group in many other places.



Here's what happened in 2022

PROGRAM EXPANSION

In 2022, Pró expanded its actions to a new school in Paraisópolis, EMEI Perimetral, increasing by 99% the number of children served by the program.

GET TO KNOW PRÓ

Teachers of the schools in partnership with Pró Read & Play in Schools visited our headquarters to learn some more about our programs and see how reading and playing function as the axis of this project



INCLUSIVE EDUCATION

Through a partnership with Colégio Miguel de Cervantes, Pró took part in a special training program on inclusive education.

NEW HORIZONS

Four youths graduated as mediators at Pró Read & Play in Schools and were hired by Unidos pelo Brincar project. ró is like Narnia for me. I
went through that blue
door and marveled at
it. I saw a colorful world, full
of life. Before that, everything
was black-and-white for me. I
felt my grandmother's presence,
because this place was so
welcoming and caring."

Samuel Thomaz de Oliveira, a former student at Pró Youth, now a mediator at Pró Read & Play in Schools.



Pró Education



- DX

Did you know the online environment can be a great tool to open new doors and windows, helping students soar in pursuit of their dreams? Throughout our journey, we have acquired different kinds of knowledge and learned a lot from exchanging experiences. From this idea, came Pró Education, a free online learning platform that makes Pró's methodology available to teachers all over Brazil.

Currently, the platform hosts Pró Read & Play Everywhere, the first training program

using the Pró Read & Play methodology focused on explaining what Pró-Saber SP does and how it all happens. By sharing experiences, we believe it is possible to benefit a larger number of children and youths, making sure they receive quality education through teachers who help them discover their paths in life.

2022 HIGHLIGHTS

419
people enrolled

Pró Read & Play Everywhere program is created

Teachers from all over Brazil (exceto Sergipe) enrolled in the program 30
hours of exclusive content

Here's what happened in 2022





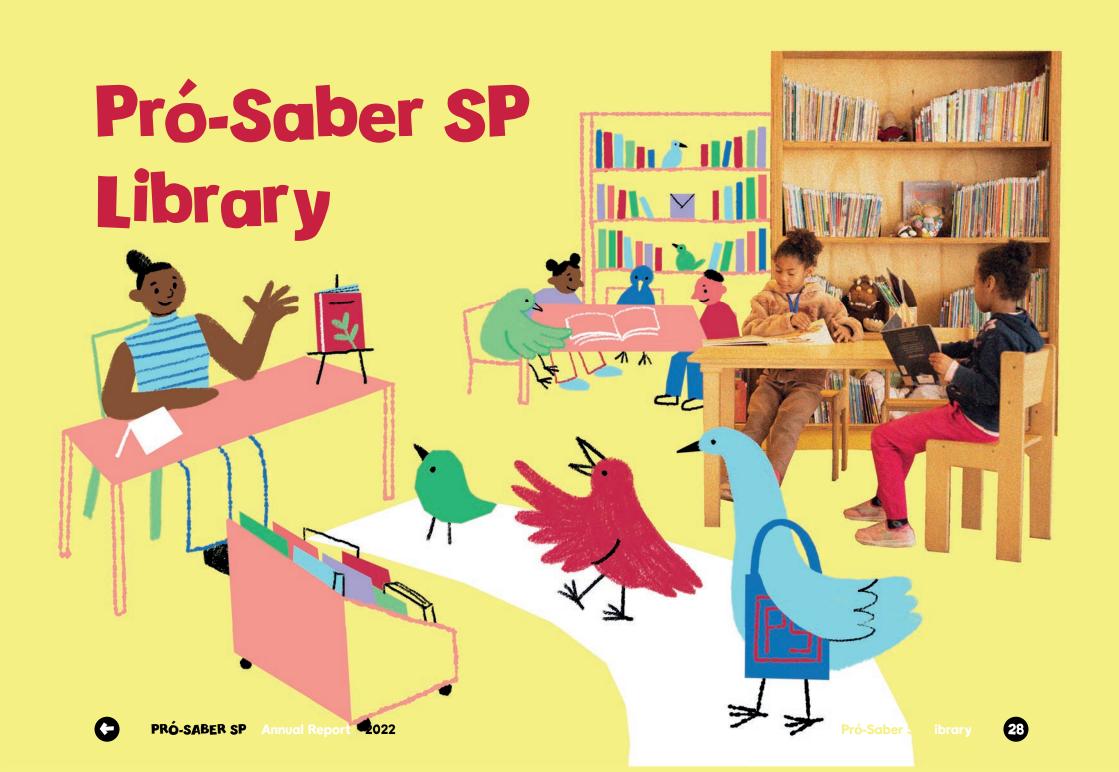
EXPERIMENTAL CLASSES

We held two experimental classes with live stream on YouTube. Together, the two classes had almost 400 subscribers, from multiple cities in Brazil, who could learn some more about the Pró Read & Play Everywhere training program.

INTRODUCING THE PROGRAM

Through in-person meetings, we introduced Pró Read & Play Everywhere training course for public school teachers in Paraisópolis and Taboão da Serra, in Greater São Paulo.





Reading is fascinating and moving. Through it, we prepare the soil, sow, water and reap our emotions. We learn, teach, learn again, sing, fly and dream. The act of reading is always present. This is why the Library is considered the heart of Pró. It opens doors to multiple worlds, stories, sensations and moments of sharing and affection between youths, children, teachers, families, staff and other Paraisópolis residents who come to visit.

Pró's Library is a living space, a stage for different kinds of activities, a welcoming and pleasant spot. It is about movement and shelter, it's a gathering place to all and for all. 18,199
visits to the PróSaber SP Library

2022 HIGHLIGHTS

1,202

new registrations

20,453 books checked-out

24.234

books in its collection



Here's what happened in 2022



LIBRARY BEYOND THE WALLS

We visited partner schools (E. E. Homero dos Santos Fortes and CEI Açucena) to mediate reading sessions and invite guests to our library.

STORYTELLING

Storytellers come to our Library, providing Pró visitors and Paraisópolis residents with moments of reading, exchanging knowledge, leisure and culture. Mafuane Oliveira, Agbalá, Edgar and Jamelão from Companhia Malas Portam, Cristino Wapichana, Paulo Farah, Ana Luísa Lacombe and many others participated in our storytelling.

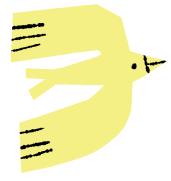
MEET THE AUTHOR

Our readers met many authors and illustrators of children's and youths' books, and had the opportunity to talk to them and learn some facts about their work. In 2022, Flavio Kaffmann and Renato Moriconi visited Pró and talked about their books, interacted with the audience and made a poster board using pictures from magazines, displaying the resources used in book illustration. Silvana Rando, Selma Maria, José Carlos Lollo and Blandina Franco, Esmeralda Ortiz and Ligia Borges also participated in the Meet the Author action.

READING MEDIATION

A daily practice at Pró. Children choose books, and the mediator will read them out loud, helping to improve the development of young readers.







"APROXIMAR" PROJECT

In partnership with volunteers from BTG Pactual, Pró selected 40 children who had never seen the sea, and took them to experience a magical day, filled with new discoveries. The children not only had the opportunity to see the sea for the first time, but also engaged in surfing and other activities aimed at raising awareness about the environment.

BOOK CIRCLE PROJECT PROJECT

A pilot project launched by the Library with focus on continuing the work started in Pró Read & Play. The idea is to encourage former students to stick to reading and playing and to keep their connection with Pró alive.



VAGA LUME PROJECT

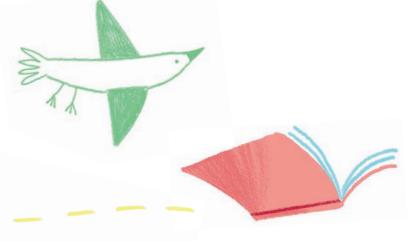
Vaga Lume is a social organization developing educational and cultural projects in communities located in Brazil's Legal Amazon, as well as in schools and non-governmental organizations (NGOs) in São Paulo. In partnership with Vaga Lume, Pró-Saber SP hosted an exchange program involving a group of 30 youths from the Legal Amazon and SP to encourage reading mediation as an empowerment tool. In 2022, a meeting involving teenagers of Vaga Lume and a camping event took place in São Paulo.

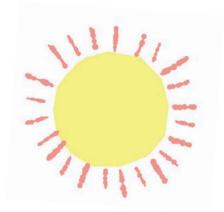
MYRA PROJECT

Myra is a program dedicated to promote reading, in partnership with CEDAC. Volunteers read to children, both in person and in online meetings. CEDAC provides training to volunteers so that they can form young readers.

READING CIRCLE

In this activity, families of children enrolled in Pró programs get together to share stories and experiences.





SLAM

Poetry Slam competitions became a big hit in our Library. This activity was designed to offer a powerful environment for youths to express their struggles in the form of words. In 2022, we had three sessions of Pró Paraisópolis Slam. Master Cérebro IDP, Manu IDP and Gaspar Z'Africa Brasil participated in Pró Slam, together with some of our local talents.

SARAU OF 100,000 BOOKS CHECKED-OUT

Since our Library opened, our team keeps track of the books checkedout. In 2022, Pró achieved the mark of 100,000 books checked-out, and celebrated this milestone with a beautiful sarau.

AFTERNOON WITH POETRY

An activity aimed at introducing poetry and bringing the reader closer to this often forgotten literary genre. Readers choose one poem, rehearse and present it.

CHESS

A group of 20 students attend chess classes offered twice a week by a volunteer teacher. The purpose of this activity is to exercise children's logical thinking and improve their focus. In 2022, one of Pró students was a medalist in the "Paulista Absoluto" championship, winning sixth place.





Institutional development

19 achievements in 2022 after 19 years of history

- 19 years of Pró-Saber SP.
- Achieved the goal of 100,000 books checked-out.
- Was placed among the Top 100 NGOs in Brazil for 4 years in a row.
- Was once again acknowledged with the Human Rights and Diversity certification by the Municipal Government of São Paulo.

- Received "Selo Doar" level A certification for management and transparency for 3 years in a row.
- 6 Partnered with EDU EDU, by Instituto ABCD, forming a group of 18 children.
- Hosted the first "Café com Educação", a meeting with partners at Pró-Saber SP's headquarters to discuss education in Paraisópolis and the consequences brought by the pandemic.
- Improved the Fund Raising area, expanding partnerships and corporate volunteering network. Raised funds to support activities in 2023, splitting efforts among projects backed by tax incentives, application in request for proposals and renewal of existing partnerships.
- Was placed among the four finalists of Visionaris – UBS Social Entrepreneur Award.



- Hired consulting firm Plano CDE to measure its impact and results, and launched a qualitative survey in January 2023.
- 11 With the mediation of Prowa consultancy, Pró conducted meetings aimed at developing plans to increase the impact of its programs in forthcoming years.
- Received the approval for three fundraising projects through "Lei de Incentivo", a tax incentive law, raising 100% of the project approved by FUMCAD (Municipal Fund for the Rights of Children and Adolescents).
- Entered into partnerships with Instituto Beja to expand projects encompassing the library.

- Launched Pro Education platform, in a campaign developed together with Tide Social.
- 15 Hosted three Poetry Slam competitions at the Library.
- Chess won a special space at Pró Library, helping exercise children's logical thinking and improve their focus. Students have been participating in championships in São Paulo and receiving awards.
- Partnered once again with Vaga Lume, an organization working since 2001 to empower children and adolescents through activities of reading mediation and exchanging knowledge among adolescents in the Legal Amazon and São Paulo. The project encompasses a group of 30 teenagers.

- Carried out the Myra Project in partnership with CEDAC, to encourage volunteering and reading.
- The Party of 100 Books, 80% organized by the children, was featured in Jornal Hoje, by TV Globo.



Financial Statements





SOURCE OF FUNDS	AMOUNT(R\$)	
Bazaar	187.210,21	5%
Individual donations	1.351.355,90	36%
Corporate donations and requests for proposals funds	1.440.133,36	38%
International donations	301.817,13	8%
"Nota Fiscal Paulista" (tax receipt)	439.084,59	12%
Financial income	47.946,18	1%
Total funds raised in 2022	3.767.547,37	
Balance carried from 2021	3.686.393,64	
Tax incentives to be used in 2023	219.484,85	
Total funds	7.453.941,01	······································
Balance carried forward to 2023	4.361.067,42	

USE OF FUNDS	AMOUT(R\$)	
Administrative	786.553,26	24%
Community bazaar	86.672,82	3%
Community library	366.038,84	11%
Communication	365.281,53	11%
Investments (equipment and facilities maintenance	130.238,38	4%
Funding	132.215,37	4%
Pró Read & Play Program	1.114.609,31	34%
Pró Read & Play Everywhere Program	13.246,54	0,4%
Pró Read & Play in Schools	61.503,15	2%
Pró Youth Program	255.999,23	8%
Total expenses	3.312.358,44	







Pró numbers in 2022

Books checked-out 100 mil (target reached between 2019 and 2022)

Books read at Pró Read & Play **129**, on average,

in all six

classes

mediation sessions 1.094 totaling 4.496 attendees

In-person

reading



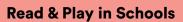
Online reading circle 447. totaling 980 attendees

Pro's Bazaar

Family participation



Pró Youth



Pró Education



Library

Corporate **Volunteers**

Instagram

6.998



year with 690



129.219



Books checked-out

Young readers

Library Beyond the Walls

Facebook

5.601 s **80%** are and **71,2%**





Who makes Pró



Maria Cecilia Lins Marcia Costa Bandeira de Mello Lia Olival

Advisory Board

Claudia de Freitas Vidigal Eleonora Antici de Souza Guilherme Amaral Ferraz

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Projects

Ângela Regina de Jesus Bueno

Bazaar

Amelissa Silva da Conceição Sarah Santos

Maintenance

Heliane Ferreira Ribeiro Inês Santana Rocha Marinalva Mendes da Silva Santos Marlene Lopes da Silva Sousa Meirejane Rodrigues De Araujo Sheila Cristina de Souza Neves

Pró-Saber SP Library

Ananda Silva Lima
Andressa da Silva Cruz
Daniele Alves de Castro
Ivo Quirino Duarte
Julia Karine Dos Santos Pereira
Kethully Luanda Rodrigues Silva
Lucy Maura Cardoso de Carvalho
Marina de Jesus Argolo

Pró Read & Play

Agata de Lima Souza Ana Vitória Santos da Silva Betânia Lopes de Freitas Cristiane Mendes da Silva Nascimento Danilo Sarmento Santana
Deblanay Miguel da Silva
Débora Regina Silva
Denise Santos de Jesus
Fernanda Renner
Gabriela de Souza Cia
Jailma Flor da Silva
Karina Silva Alves
Márcia Azevedo Felix
Milena Santos
Monica Viegas
Patricia Mendes da Silva

Pró Read & Play in Schools

Amanda de Sousa Santos
Emilly Cipriano De Brito
Gabriel de Jesus do Monte
Gabriel Sousa Lima
Larissa Ayeska Gonçalves Trindade
Maryana Feitosa da Luz Oliveira
Nicoly Pereira Monteiro Silva
Renata Jesus da Silva
Shirley Oliveira de Santana

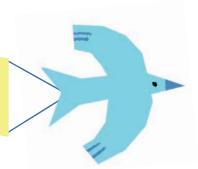
Pró Youth

Gabriel José da Silva Luana Alves de Andrade Luiz Felipe Busse Penna Guilherme de Barros Paulo Gonçalves Sobrinho



Partners and supporters

We wish to thank all our friends who support Pró-Saber SP and dedicate their time to help us grow, dream and fly every day!



Partners

Ambev Voa
Apoiadores BrazilFoundation
Citi – Associação + Esperança
Instituto ABCD
Instituto Ambikira
Instituto Beja
Instituto Órizon
Instituto Phi
Kieber Nuener Struth Rechtsanwaelte
Lote 45 – Asset Portfolio Manager

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CREDITS

Editorial design, writing, editing and layout

Estúdio Voador (Ana Paula Campos, Bruna Martins, Thais Caramico e Mayara Rozário)

Illustrations

Estúdio Voador (Bruna Martins)

Photography

Pró-Saber SP's team





To see the complete list of supporters and partners, just scan the QR Code by using the camera app on your smartphone or any other QR Code reader. Alternatively, you can click on the link below: www.bit.ly/RelatorioPro22



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(+55 11) 3739-3435 contato@prosabersp.org.br



Donations through bank transfers

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Branch office number
Checking account number

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Scan the QR to download the "Nota Fiscal Paulista" app on your smartphone, and then select "Pró-Saber SP". Whenever you go shopping, you may mention your individual taxpayer ID number (CPF), or scan the tax receipt with the app's QR code reader.











