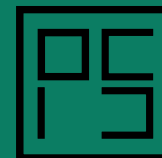


PRÓ-SABER SP

Annual Report

2023



Pró-Saber
São Paulo



Open letter to our Pró friends



Dear Pró-Saber SP friends,

We are happy to introduce Panapanã! It sounds like a magic spell and it could be. It is the tupi-guarani word for a swarm of migrating butterflies. In some cultures, it also describes a flutter of butterflies that, when gathered together, feed on mineral salts on the rivers' banks.

With this feeling, we are happy to present our 2023 Annual Report, surrounded by natural cycles, metamorphoses, and human narratives. Amid larvae, cocoons, and flapping wings.

Think of the paths we took to invent new ways of existing through reading and playing. As simple as the metaphor may seem, maturing is a way of cultivating doings and feelings. We are celebrating 20 years of existing (and resisting) in Paraisópolis—a garden sown with ideas and actions by Pró-Saber SP and its evolving community.

In this report, we reinforce our ecosystem and the importance of each area for the development of our programs. We shed



our skin as we honor our journey, while we recognize the need to map a new route, with a bold direction: our commitment to anti-racism to promote an inclusive, respectful, and transformative environment and education.

We have prepared this document not only as an accountability report but also thinking of a cocoon that houses hard work, made of diversity, time, space, intention, and dedication. Year after year, this work generates new life stories and new flights.

We'd like to thank everyone who contributed to Pró-Saber SP's success in 2023. Here you can read about our news. Below, is a summary of our highlights and further ahead you can find a deeper dive into our entire content.

Happy reading!

Pró-Saber SP's team

Summary



PART 1

5 **Highlights of the year**
Our work in numbers

8 **Ecosystem**
A big, connected network

12 **Theory of Change**
On the planning route

14 **Our Commitment to Anti-Racism**
From the inside out, a flight of no-return

PART 2

19 **Programs**
A garden full of cocoons

- 20 Pró Read & Play
- 22 Library
- 25 Pró Youth
- 27 Pró Education

28 **Operations**
Working diligently

- 30 Administrative & Financial Support
- Fundraising and Bazaar
- Communication Projects

32 **Pro's timeline**
A path made of transforming intersections

35 **Financial Statements**
Full cycle

37 **Who makes Pró**
Disseminating agents

38 **Supporters**
Super-family

Click to go back to Summary

Click on each Chapter to read





PART 1

A flap of wings

A quick overlook through the Pró ecosystem in 2023



Highlights of the year

Our work in numbers



95 children enrolled

CIRANDA LIBRARY

83% attendance

8.155

children and youths registered in the library

23.856

books in its collection

4

editions of Pró Paraisópolis SLAM

PRÓ-SABER SP LIBRARY

26 cultural events

7 gatherings with authors

4 book releases

15 storytelling

128 is the average number of books read per class

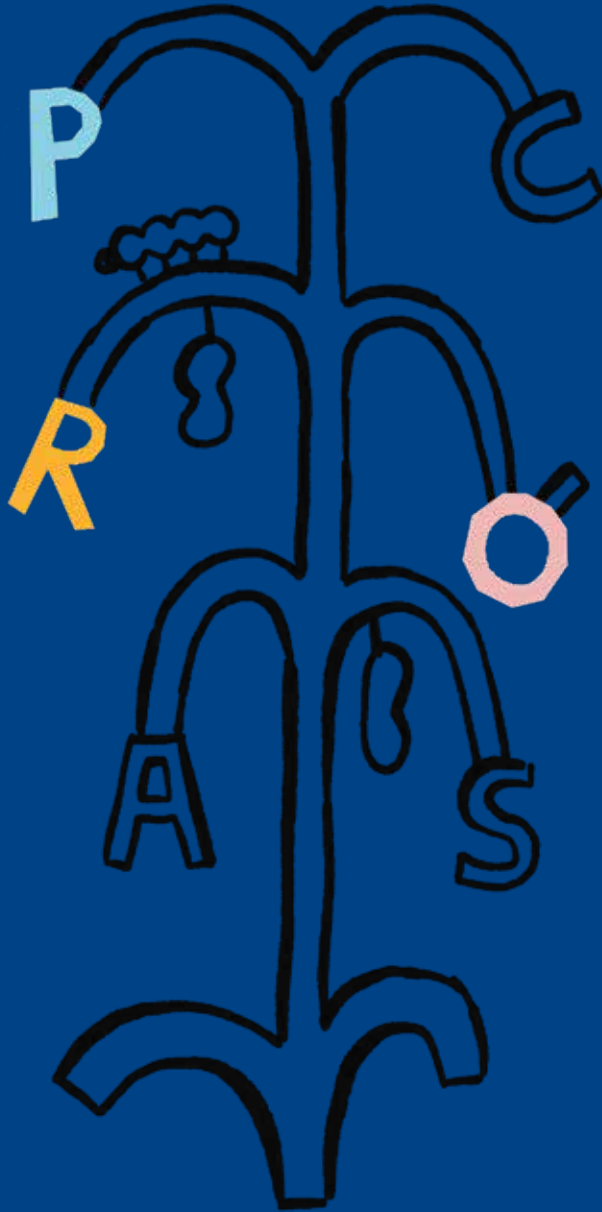
175 **PRÓ READ & PLAY**

children enrolled

93%

of students became literate at the right age (from 6 years old)





11 youths were hired to work in three schools

PRÓ YOUTH

138 youths enrolled

1.712 children impacted

76% attendance

COMMUNICATION

13.293

followers on social media

26 articles published in the press

168.637 visits to the website

We exceeded our Pró Youth's crowdfunding campaign target by

35%

FUNDRAISING

11 partners in corporate volunteering actions

14 companies and schools engaged in the Bazaar donation campaign

ADMINISTRATIVE & FINANCIAL

27% staff increase



"O Pró is a place for active listening; this is how we introduce our culture into our everyday actions. It is about sharing, communicating, and building."

Marcia Bandeira,
Executive Director
do Pró-Saber SP, 2023

Ecosystem

A big, connected network

We co-exist sharing one territory and one common purpose. We join forces and work as a network to impact our community. Although we work autonomously, our actions are collective. This is how we experience our transformation cycles. Therefore, our work is described as an ecosystem. It involves relationships and interactions with the environment we live in, which makes us who we are. Co-existing with diversity, with the increasingly solid foundation of our culture, boosting and reaffirming our commitment to equality, inclusion, and social justice.

After all, what is our ecosystem made up of?

Pró is crafted every day by our children, youths, families, employees, and partners in a unique culture, including—in addition to reading and playing—mutual care and teaching, as well as the recognition of each individual’s potential. This culture underpins our methodology and structures how we organize, making this a place for continuous training and growth. We are fueled by each child and youth who comes to us and later departs, taking our principles with them. On this ground in Paraisópolis, which we have been occupying over the last 20 years, this ecosystem took root and formed a garden fostered by



reading and playing, nurtured by the protagonism of each child and youth, and nourished by dreams that come true through Education.

At Pró, everything is interconnected. The Operations area is responsible for connecting every piece of this culture of care within our ecosystem. In 2023, we expanded our idea and shifted from thinking of “today” to

building the “tomorrow” and consolidating this work with the area of Projects, which bridges the Administrative and Pedagogical areas.

Involving all programs and projects, this key area—comprising the Administrative & Financial, Fundraising, Communication, and Projects fronts—shapes the actions necessary to ensure that we can spread our stories into the world; mobilize our partners and supporters; deliver transparent, efficient management; and achieve our purposes. And that is cultivated as in a garden and watered by many hands that work in favor of Pró.

PRÓ READ & PLAY

Daily reading as a right, combined with the multiple languages of playing. That is how we welcome children from 4 to 7 years old. Behind the words “reading” and “playing”, our methodology meets its purest expression. That is only possible because our educators are also in constant training.

PRÓ-SABER SP LIBRARY

Open doors to our community. World-class curatorship. A place for gathering and cultural experiences. For welcoming and learning. These are items that define “The Most Beautiful Library in the World”, an inclusive environment that welcomes everyone who comes across us. In this space, we make sure children, youths, and all families in the community can find a place for enjoying leisure, imagining, and discovering different kinds of worlds and emotions through reading. In addition to book check-out, various activities are proposed in our library, from Monday to Saturday, including all visitors, since our mission is to encourage reading and playing as essential practices for human development. We also offer activities focused on children who are no longer enrolled in our program so they can remain engaged in reading.

PRÓ YOUTH

We have been watching children grow up for the last 20 years. We designed this program as a natural unfolding of our proposed learning cycle. Here, teenagers between 14 and 19 years old are invited to explore their own stories and reaffirm their identities through literature and creative expression. In addition to classes at Pró, the program offers a module for students to put our methodology and theoretical experience into practice in public schools in the community. Once again, reading and playing are used as tools to encourage community protagonism and human formation.

PRÓ EDUCATION

Through our culture of knowledge exchange and constant training, we were driven to offer an online training project, breaking any physical barrier, to share our practices and methodologies with educators. We wish to cultivate not only our own garden, but also other grounds, so that our methodology may expand our impact and promote more inclusive, anti-racist education elsewhere.



In our ecosystem, literature is more than a journey, it is an action that integrates and transforms

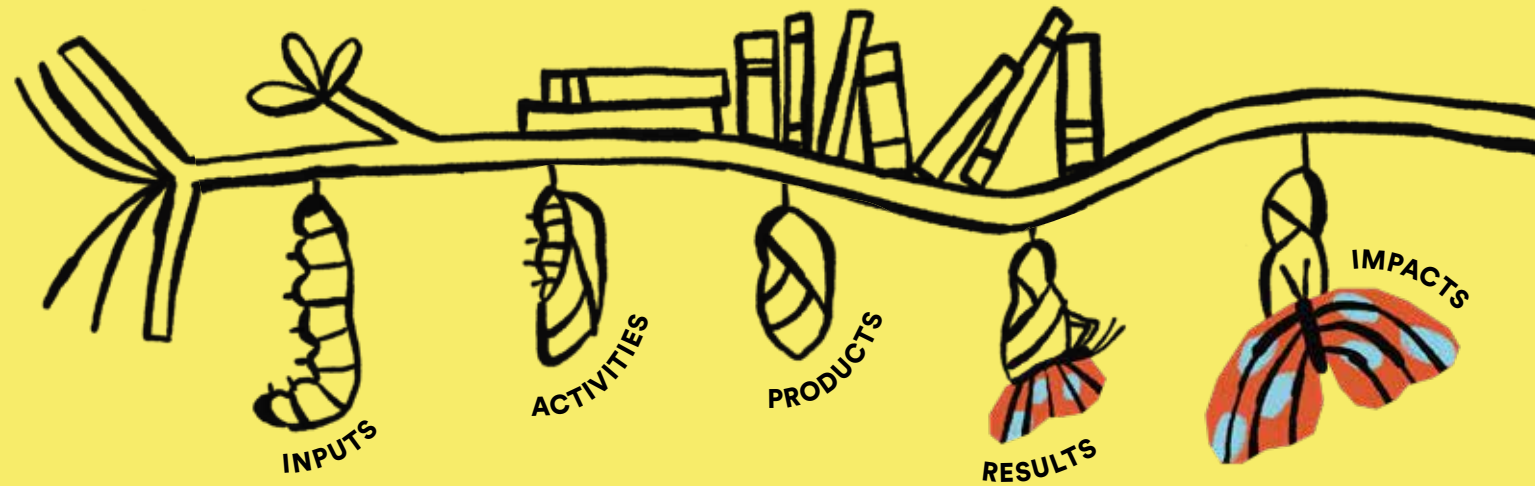
Reading books connects all Instituto Pró-Saber SP programs. Based on this value, in 2023, we fulfilled an old wish: to bring together educators from the Pró Read & Play and Pró Youth in Schools programs with the Library's team of mediators every month to reflect on daily reading with children. Our goal? Our goal was to look at our collection as a whole to ensure increasingly meaningful reading experiences for our community. According to Czech artist Kveta Pacovska, a picture book is the first art gallery a child visits. It's an object that provides enjoyment through art and aesthetics. In addition to seeing each book through the idea of childhood we believe in—the child as a subject of rights who reads the world since infant age—our integrated training allowed us to better map our references and expand our theoretical bibliography based on multiracial voices and thoughts.





Theory of Change

On the planning route



Our 20 years anniversary also brought us the opportunity to further reflect on our practice, based on a successful tool for social initiatives: the Theory of Change (ToC). As part of a partnership with FGV/CLEAR and supported by our sponsor the Ambikira Institute we applied this theory to our **Pro Read & Play** and **Pró Youth** programs.

Once again, the Pedagogical and Operations areas worked together, which was key to providing not only a comprehensive and focused view of our programs, but also outlining our goals and how to achieve them. That was carried out through a collective mental map construction.

By working with this tool, we were able to better understand our impact in each interaction with children and youths enrolled in Pró. Furthermore, the tool

revealed how we can further integrate Pró's different areas to increase our programs and projects' efficiency through an evidence-based approach.

Our programs include planned purposes and specific goals, requiring daily strategic planning and efficient execution. This holistic approach enabled by the ToC allowed us to identify opportunities for improvement and greater synergy, in addition to detailing how our entire system works, under an action and reaction relationship. In other words, while some activities could seem disconnected at first, after the study, we realized that all the elements are part of a cohesive narrative contributing to each program's final goal. All that was achieved thanks to the dedication and commitment of the entire group, who delved into researching, reading, and holding meetings.

The knowledge we gained from this work illustrates our careful approach to each aspect of our programs, which is also a mark of these 20 years of Pró.

Diagnosing, monitoring, planning, assessing, and adjusting the route whenever necessary are some of the steps of this training, which now remains as a continuous, integrated practice throughout the organization. Through an objective understanding of the programs, we were able to expand ToC to other projects and maximize our impact, promoting increasingly positive changes in our community.



Our commitment to anti-racism

From the inside out,
a flight of no-return

Pró turned 20. Even though we have always praised a racial agenda within our institution, we felt the need to systematize this commitment in order to ensure that we take a more fair, inclusive, and anti-racist action. By admitting that, we recognize structural racism and pursue a journey that requires constant reflection and learning involving all areas. In this context, 2023 brought us another major milestone: an anti-racist training process that started with a small group of teachers and expanded to the entire organization, reaffirming our collective and transformative strength.

To face this issue and expand our reach, we sought advice from consultant Waldete Tristão, a specialist in the matter, with a PhD in Education, and an activist in ethnic-racial relations and childhood. With her help, we gathered knowledge, instruments, and plans to develop practical and long-lasting actions, constantly discussing and planning pedagogical programs. We also adopted those actions in our daily operations.





The racial agenda is now part of Pró-Saber SP's curriculum, which means our commitment is not only present in actions with our students but also a requirement in our internal culture. We call this in-service training—when our entire team is active in our practices, whether teaching, learning, or training, simultaneously, in a rich exchange of knowledge and experiences.

We can also state that Pró stands out as an environment for continuous learning and ongoing training. With this understanding, we turn themes into subjects of study, and allow individuals to become authors and protagonists of their own stories. This approach guides our structure and strengthens how we engage with children and youths.

Through this anti-racist education, which was only possible because our entire organization got involved, we

could identify, confront, and demolish racist practices that were rooted in our institution. As a result, we could carry out significant actions that outline a structural transformation in our work environment. Throughout the year, our anti-racist education and commitment to racial equity produced significant results, such as greater awareness among employees regarding racial issues and a clear change in organizational culture, characterized by a more inclusive, respectful environment.

Below, you can see some key actions we have developed in this process:

It is a great step forward when institutions start to think about racial issues and how to (re)educate racial relations. That is admitting the need to address this topic. It was very challenging to plan this program at Pró. We would think that a NGO located in a community would have experienced some reflection on racial issues before. However, it is disquieting to realize that there are unaddressed issues that revolve around the use of books and the way people communicate and build relationships. We must have the courage to face this issue even in an NGO."



"The training was exciting, as the entire team was interested and available. Everyone was organized and open to this discussion and experience, which we built together. Demands emerged as they were discussed and, based on them, we could make interventions. It was an amazing experience, as I did not have all the answers when I first arrived there. We understood that the entire team needed to take responsibility and be attentive. The idea of the training process was to build responsibility in everyone within the institution."



Waldete Tristão, holds a PhD (USP, 2017) and a Master's Degree in Education (PUC-SP, 2006)

She has over 30 years of experience working in the São Paulo municipal public education, in EMElS (Elementary Schools) and daycare centers, as a teacher, pedagogical coordinator, and a trainer of teachers and managers in basic education. Since 2004, she has worked

as a consultant at the Center for the Study of Labor Relations and Inequalities, engaging in projects related to ethnic-racial relations and childhood. She collaborated with the organization and implementation of "Ilu na Mesa", one of the training projects of the group Ilú Obá De Min — Education, Culture, and Black Art. In 2018, Waldete Tristão took a new step as coordinator of the collection Knowing the Orisha Gods & Goddesses (O Livro dos Orixás Para Crianças)—a series of 18 children's titles (four of her own) published by Arole Cultural.



EDUCATION COMMITTEE ON ETHNIC-RACIAL RELATIONS – CERER

WHAT IT IS

A direct response to the need to tackle structural racism.

GOAL

Monitoring the implementation of affirmative actions proposed by Pró and ensuring an environment of listening, talking, and welcoming for all staff members, regardless of their level of racial literacy.

HOW IT HAPPENS

Through regular meetings that allow the construction of a safe, comfortable environment for in-depth discussions about racial experiences and perspectives.

ANTI-RACIST CODE OF CONDUCT

WHAT IT IS

An essential document for promoting an inclusive, respectful environment.

GOAL

Being an ethical compass, capable of drafting clear goals for coexistence and the promotion of diversity.

HOW IT HAPPENS

By registering non-negotiable principles, such as taking action in the face of racist acts and adopting zero tolerance towards discrimination. The standards outlined in the code of conduct are instruments to educate and raise awareness among staff members, encouraging the practice of mutual respect and the search for anti-racist information.

COMMITMENT TO RACIAL EQUITY

WHAT IT IS

An action document based on conversations and studies carried out during our anti-racist training.

GOAL

Cover the governance and management fronts, with clear goals to increase Black representation in staff recruiting, strengthen institutional positioning, and address the social front, by promoting racial diversity and carrying out continuous training actions.

HOW IT HAPPENS

Through the Ethnic-Racial Relations Education Committee, whose role is to ensure action implementation and monitor its progress.



PART 2

Panapanã

A collective and in-depth flight over 2023
programs, impacts, supporters, and partners



Programs

A garden of cocoons

Pró Read & Play
Library
Pró Youth
Pró Education



PRÓ READ & PLAY

WHAT IS IT

Every day we read books, we write, and—completing the methodology systematized in 2016, although practiced at Pró for 20 years—we play. That is childhood’s founding language, which allows children—through different proposals—to express their emotions, “read the world”, and recognize themselves as part of it.

[CLICK TO LEARN MORE!](#)



2023 BLOSSOMS

Do you remember the Anti-Racist Education we presented in the first part of this report? At Pró Read & Play, it was key in engaging children and enriching proposals. Amid games, conversations, and readings, we discussed each child’s singularities—their skin tones, hair, tastes, dreams, wishes, and knowledge. Through reading books, in 2023, we enjoyed diverse texts and pictures that go beyond Eurocentric culture, which expanded children’s and teachers’ repertoire and promoted an even more welcoming, respectful, and inclusive environment for everyone.



OUR WORK IN NUMBERS AND FACTS

93% of children (over 6 years old) became literate at Pró by year-end.

128 books, on average, were read by each classroom.

Do you know why that is so important? Because we know that only 43.6% of students are literate by the end of the Second Grade of Elementary School (Inep/Saeb, 2021) and that Brazilians read an average of 4.96 books per year (Instituto Pró-Livro, Itaú Cultural, and Ibope Inteligência, with data from 2019).

TO SPROUT IN THE FUTURE

"May discussions, research, and the approach to ethnic-racial relations consolidate in our program completely, encompassing all groups and teachers. May questioning and fighting racism become an everyday practice, and may this battle not be limited to Black people. May everyone take responsibility for that and bring this appreciation and awareness to children. They have the right to live happy experiences."

Fernanda Renner,
Pedagogical coordinator



LIBRARY

WHAT IS IT

A place for reading, meeting, holding events, educating, and checking books. Nonetheless, it is best known either as “The Most Beautiful Library in Town” (take a virtual tour and check it out), or “Pró’s Heart”—a result of the pulsating energy coming from the library visitors walking around this place carrying their book bags and creating a large network in the community.

[CLICK TO
LEARN MORE!](#)



2023 BLOSSOMS

In addition to the expansion of the Afro-centered collection and the number of book loans, 2023 was marked as the year in which the Library consolidated as a cultural and vital hub in the community. “Oppression exists everywhere but Paraisópolis RESISTS!”, this is the war cry of our Pró Paraisópolis Poetry Slam. Just like those who decolonize conventional art spaces, the Pró Library has revealed that the favela is also a place for literary releases. In 2023, José Carlos Lollo, Blandina Franco, Giba Pedroza, Antônio Prata, and Rodrigo Andrade launched their books with us. In 2023, the library also worked on networking, welcoming schools from the community and beyond, such as: CEI Santa Escolástica; CCA ASA; CCA São José; students of the Nursing course at Einstein University; Instituto Prof; Escola Primeira; and the Municipal School of Bilingual Education for the Deaf Antonio Fenólio, which organized a storytelling session in the Brazilian Sign Language (Libras). And there’s more: we set up a “branch” within EMEF Perimetral, giving school children access to our library collection and methodology.



TO SPROUT IN THE FUTURE

What should we wish for the heart of our home? First of all: making Paraisópolis the capital of children’s literature. That’s right! We want children to continue engaged in our cycle, which starts with Pró Read & Play, follows with the “Ciranda Literária”, and then Pró Youth, until gaining new wings and colors. We also cultivate the dream of transforming our visitors into poem authors, by carrying out weekly writing workshops. That’s why the statement below moves us.

“**A**t 6 years old I joined Pró Read & Play. Now, I’m part of “Ciranda Literária”. What I most enjoy in reading and writing is poetry! I ask my mother to come to Pró every day.”

Sofia, a student at “Ciranda Literária” and a former student at Pró Read & Play.





OUR WORK IN NUMBERS AND FACTS

23.856

is the number of copies (including Black, LGBTQIAP+, Indigenous, peripheral, and immigrant authors) in our library, for

8.155

 children and youths registered in. Simply put,

2,9

 books for each individual—almost triple what is required by Law No. 12,244, of 2010.

On the other hand, we learned that 69% of public schools do not have a library, according to the Association of Members of the Audit Courts of Brazil (Atricon, 2022). Therefore, we have yet another reason for our Library to be increasingly visited by members of our community.



PRÓ YOUTH

WHAT IS IT

Good teachers not only must recognize the children they once were but the adults they are becoming. To be able to imagine the future, we must look at the past and see what has already happened. With that in mind, we can say that providing qualification to high schoolers enrolled in public school involves working on fronts capable of strengthening each individual's history and background, seeking new personal and professional perspectives. Divided into three modules over two years, our program first focuses on the teenagers' human and autobiographical formation, and then educates them to mediate reading and playing activities under the Pró methodology. Finally, in addition to offering job market practice, we help teenagers to become agents of transformation in partner schools in our community.

2023 BLOSSOMS

Pró has been providing education for youths for over ten years. However, the program gained traction more recently, following training carried out at the Center for Learning on Evaluation and Results for Brazil and Lusophone Africa (FGV EESP CLEAR), held in partnership with the Ambikira Institute. In 2023, we also held the first meeting of Pró Youth alumni, all of whom graduated. Another relevant achievement was monitoring not only the development of the students' skills, but also their employability, and confirming anti-racist training as key to promoting social awareness and strengthening the students' self-esteem, preparing them to face future challenges, both inside and outside Pró.

[CLICK TO LEARN MORE!](#)



OUR WORK IN NUMBERS AND FACTS

11 youths have been hired by Pró, currently working in three schools located in Paraisópolis,

providing reading and playing experiences and directly impacting a total of

1.712

children through Pró Youth in Schools.

TO SPROUT IN THE FUTURE

Our dream is to expand operations to schools in our community, recruiting more youths, and expanding the number of students indirectly impacted by Pró Youth in Schools. That is why the following statement fills our hearts with hope.



“I had just moved to Paraisópolis when I first saw the Most Beautiful Library in the World. I got so excited to have a wonderful place like that so close to home. I got my library card and picked my first book: Dear Dumb Diary #8. I went to the Library twice a week, checked out comics from Monica’s Gang Teen, sat in the doll house filled with cushions and would not leave until I finished the story. Then, I would pick a book to take home. I started volunteering at the Library twice a week. I was delighted to meet people who loved reading as much as I did, and to be able to help them in the Library. When vacancies opened up for the Pró Youth program, I decided it was time to build my CV and have my first work experience. With a heavy heart, I left the Library and started working in schools. It was completely different from what I pictured. I learned a lot working with children, while receiving external training. I am increasingly sure that I want to continue working with children, probably in the field of Psychology. After learning a lot at the Pró Youth in Schools program, I returned to the Library, this time as an employee! My inner child is happy to be able to bring literature to everyone at the Most Beautiful Library in the World.”

Emanuely Jardim Costa,
17 years old, a former student
at Pró Youth, and a library mediator



PRÓ EDUCATION

WHAT IS IT

We built in-depth knowledge about reading, playing, and the role of children and teenagers. This combination of knowledge awakened in us a mission to share our practices with teachers nationwide. In this context, Pró Education emerged as an educator training online platform. It is free and open to everyone. Through this platform, we can reach more individuals, ensuring every child and youth the right to receive a quality education.

**CLICK TO
LEARN MORE!**



2023 BLOSSOMS

While we enjoy the success of our first experience with the program, we understand there is always some room for improvement.

In 2023, we decided to restructure this program, so that it will soon reach the entire country and impact more and more people with the same quality we offer in our facilities. We believe in the transformative power of a trained teacher supported in their pedagogical practice. Therefore, we

keep that as a purpose as we improve our program. We want to empower teachers so that they can make a real difference in children's and teenagers' lives. We are currently assessing our experiences to make Pró Education a more accessible, dynamic, and relevant program, on a more efficient, impacting platform. To follow us and find out more, go to: www.proformacao.com.br.



Operations

Working diligently

Administrative & Financial Support
Fundraising and Bazaar
Communication
Projects



WHAT IT IS AND WHAT BLOSSOMED IN 2023

After 20 years of experience, it is natural to feel our work has grown, matured, and consolidated. In 2023, Pró-Saber SP expanded its staff along with its operations in the community. We have structured and transformed ourselves through different aspects. Operations is the name we gave to a large team comprising six working fronts: Administrative & Financial; Support; Bazaar; Fundraising; Communication; and Projects—the latter bridges the Operations and Pedagogical areas. In addition to strengthening relationships between the teams—especially with the arrival of new members who brought even more efficiency and transparency to our processes—we increased fundraising; created a shared budget with the coordinating areas, which helps us understand the different demands and keep a positive balance sheet; increased our presence on social media; and positioned our management to keep a constant dialogue with our programs. We place the same importance on our humanized and anti-racist education.



TO SPROUT IN THE FUTURE

From the perspective of “today” to the construction of “tomorrow”. This is our motto: constantly improving our actions, ensuring the continuity and quality of each program, and impacting more children, youths, and families across Brazil.

“**W**orking at Pró has taught me a lot about children and interacting with others. Observing students and teachers in the classroom helped me understand my son and, above all, how to talk to people. I feel that a large part of my work is only possible because of this learning, for which I am very grateful.”

Inês Santana Rocha,
support staff at Bazaar





ADMINISTRATIVE & FINANCIAL

What a year! We achieved more transparency in our budgets, prepared by teams in a collaborative way. We efficiently managed the organization's funds, maintaining a healthy, transparent financial balance, which allowed the continuous operation of programs and initiatives, supporting Pró's sustainable growth.



SUPPORT

We played a crucial role in sustaining our operations over the last year, taking special care of the proper functioning of our facilities and maintaining a clean, organized environment.

With the staff increase, we boosted our food department to meet the nutritional needs of children and teenagers catered for, as well as our employees.

FUNDRAISING AND BAZAAR

Alongside partners of different sectors, we demonstrate flexibility and creativity in co-creating activities in alignment with the organization's mission, to expand our dreams. We engaged in global donation platforms and opened the first Kindle library in Brazil (and the second worldwide), supported by Amazon and Ribeiro Caram. Together, we strengthen Pró-Saber SP's programs.

The campaigns developed for the Bazaar increased Pró's revenue by 58% over 2022. More than a place for shopping, our Bazaar is a center for creative economy and social impact. Based on the circular economy concept, our bazaar turns donations by companies and individual supporters into affordable products, promoting both environmental sustainability and local economic strengthening. All revenue generated by Pro's Bazaar is reinvested in programs offered by our organization.



COMMUNICATION

At different moments, we highlighted Pró values and impacts on the community. With an attentive look and active listening, the Communication area sought to listen to our audiences, especially the youth, and this movement generated a new strategy on social media, making our communication more up-to-date and closer to our followers. The number of followers on LinkedIn increased by 105% and on Instagram by 78%, compared to 2022. Furthermore, we featured multiple times in different media outlets. On TV Globo, we appeared on the coverage of vacations at the Library. At the Folha de S.Paulo newspaper, we were interviewed for an article about the dreams of children and youths. That supported Pró's sustainable growth.

PROJECTS

Bridge the Pedagogical and Operations area. The Projects front created a daily, affectionate, assertive, and dynamic relationship between different teams. Through the Projects area, we raise and properly allocate funds, plan our Programs, and carry out more agile and transparent accountability in the Financial Administration.



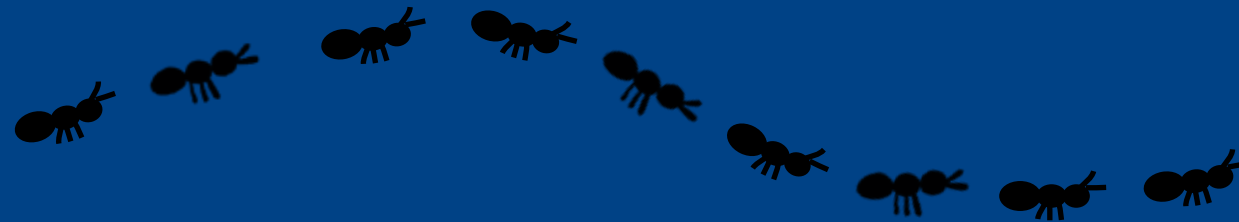
"Working in the Bazaar is much more than just selling items. Many people come here every day, either to look for something to buy or just to talk. This is how we meet everyone here, how we support each other, exchange advice, and have a good laugh. Amelissa and Inês are hand in glove! We are friends, partners, and we know everyone in Paraisópolis."

Amelissa da Silva Conceição,
support staff at the Bazaar



Pró's timeline

A path made of transforming intersections



January

- Library activities resume
- Program enrollment starts

February

- First integrated pedagogical meeting of Pró Read & Play
- In the Library, we welcome children (newcomers or those returning from the past year) to the Read & Play program

March

- Pró Read & Play diagnostic writing assessment
- Storytelling with Giba Pedroza at the Library
- 1st Poetry Slam of the year at the Library
- Meeting the author, with Leo Cunha, at the Library
- AproxiMAR BTG program: we take children to the beach to see the ocean for the first time

April

- Storytelling for Pró Read & Play families
- Meeting the author, with Paulo Netho, at the Library
- A big milestone: 50,000 visitors to the Library
- Storytelling with Anita Bueno at the Library
- Pró on TV: the Library was featured on TV Globo broadcaster

May

- Storytelling with Ivani Magalhães at the Library
- 2nd Poetry Slam of the year
- Storytelling with Ana Luísa Lacombe at the Library
- Pró Youth meeting with author Esmeralda Ortiz
- Field trip with teenagers to the Favela Museum
- Youths talking circle with Nego Júnior
- Bazaar fundraising campaign
- Pró Youth activity on social media





June

- Pró Read & Play's "Festa Junina"
- Pró Read & Play's second diagnostic writing assessment
- Storytelling with Nina Brondi at the Library
- Adults' reading circle at the Library
- Storytelling with Kelly Orasi at the Library
- Youths' visit to Citibank
- Pró Youth meeting with author Nicole Aun

July

- Interview with Pró Read & Play's families
- Introducing Rabisco, Pró Library's new mascot (created by José Carlos Lollo)
- Storytelling with Warley Goulart at the Library
- 3rd Poetry Slam of the year
- Storytelling with Paulo Farah at the Library
- M1 Pró Youth students' graduation
- Youth's "Festa Julina"
- Kick-off of a project backed by the FUMCAD (Municipal Fund for the Rights of Children and Adolescents)
- Pró on TV: TV Globo coverage about vacations at the Library

August

- **First literary release at the Pró Library**
- Book launch ("A Menina da Bielorrússia"), by Blandina Franco and José Carlos Lollo
- Storytelling with Cristiano Gouveia at the Library
- Youth participation in the "Child and Adolescent Rights Forum: culture and playing"
- Youth participation in career fairs: Vera Cruz University and University of São Paulo
- **Celebration of Pró-Saber SP 20th Anniversary**
- Pró is selected for "Criança Esperança", a social mobilization campaign by TV Globo in partnership with UNESCO





September

- **Book launch** (“Bailarinos”, by Giba Pedroza and Sidney Meireles)
- Storytelling with Cristiane Velasco at the Library
- *SLAM Pró Paraisópolis: Poetry Slam final*
- Pró Youth alumni gathering
- Pró in the magazine: an article about our programs in Veja magazine
- Pró on the radio: Interview with Maria Cecília

October

- Pró Read & Play field trip to MASP together with Citi volunteers
- 8,000 Library cards issued
- Storytelling with Madalena Monteiro at the Library
- **Book re-launch** (“Jacaré, não!”, “A menina que morava no chuveiro”, and “Esconde-esconde”, by Antonio Prata and Talita Hoffmann)
- Opening of “Kindleteca”, in partnership with Amazon
- Participation in the training “Anti-Racist Dialogues: education, democracy, and equity”
- Pró is selected among the top 100 best NGOs in Brazil for the fifth year in a row
- Field trip to MASP with the entire staff
- Toy donation campaign for the Bazaar

November

- Party of 100 Books
- Pró Read & Play end-of-the-year diagnostic writing assessment
- Storytelling with Paulo Netho and Salatiel Silva at the Library
- **Book launch** (“O que mamãe não sabe...”, by Rodrigo Andrade) at the Library
- Meeting the author, with José Roberto Torero, at the Library
- Launch of the crowdfunding campaign for Pró Youth

December

- Interview with families enrolled in our programs
- M2 Pró Youth students’ graduation
- Funding completion for Federal Incentive Law Rouanet
- Pro in the newspaper: article published in Folha de S.Paulo about the dreams of children and teenagers
- Vacation break! Next year there’s more!



Financial Statements

Full Cycle

Pró-Saber SP's annual financial statements are audited by EY and posted on our website. [Click to see!](#)

SOURCE OF FUNDS	R\$	%
Corporate donations and requests for proposals funds	R\$ 1.896.152,81	40%
Individual donations	R\$ 1.343.894,88	28%
Donations through Incentive Laws	R\$ 498.000,00	11%
International donations	R\$ 365.767,91	8%
“Nota Fiscal Paulista” (tax receipt)	R\$ 381.882,22	8%
Other funds	R\$ 235.903,60	5%
Total funds	R\$ 4.721.601,42	

USE OF FUNDS	R\$	%
Administrative	R\$ 799.452,24	19,0%
Community Bazaar	R\$ 114.833,23	2,7%
Community Library	R\$ 562.622,94	13,4%
Communication	R\$ 437.445,08	10,4%
Capital Expenditure and Maintenance	R\$ 136.129,72	3,2%
Pró Read & Play	R\$ 1.388.198,20	33,0%
Pró Education	R\$ 9.243,81	0,2%
Pró Youth in schools	R\$ 293.543,36	7,0%
Funding	R\$ 157.499,13	3,7%
Pró Youth	R\$ 311.416,48	7,4%
Total expenses	R\$ 4.210.384,18	





Who makes Pró

Disseminating agents

EXECUTIVE BOARD

Lia Olival
Márcia Costa Bandeira de Mello
Maria Cecília Lins

ADVISORY BOARD

Claudia de Freitas Vidigal
Eleonora Antici de Souza
Guilherme Amaral Ferraz

AUDIT COMMITTEE

Anna Lúcia Camargos
Marcello de Simone
Renata Biselli

ADMINISTRATIVE & FINANCIAL

Erika Pavani de Lima
Lucas Faria Rosatelli
Talita Santos Cruz

SUPPORT

Betânia Lopes de Freitas Soares
Fabiana Bonfim dos Santos
Gabriela Ferreira Nunes
Heliane Ferreira Ribeiro
Márcia Azevedo Felix
Marinalva Mendes da Silva Santos

Marlene Lopes da Silva Sousa
Meirejane Rodrigues de Araújo
Sheila Cristina de Souza Neves

BAZAAR

Amelissa Silva da Conceição
Inês Santana Rocha
Sarah Silva dos Santos

COMMUNICATION

Bruno Tavares de Jesus
Gabriela Kimura
Maury da Silva Medeiros Correia

FUNDING

Isabel Cruz Pinheiro
Janiffer Rocha Santos
Juliana Mie Kobata
Nathália Augusta Gonçalves

PROJECTS

Ângela Regina de Jesus Bueno

PRÓ-SABER SP LIBRARY

Ananda Silva Lima
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
Naudimar Pereira de Sousa

PRÓ READ & PLAY

Agata de Lima Souza
Ana Vitória Santos da Silva
Caroline Santos Oliveira
Danilo Sarmento Santana
Deblanay Miguel da Silva
Debora Regina Santos da Silva
Fernanda Renner
Gabriela de Souza Cia
Géssica Aparecida Pereira dos Santos
Jailma Flor da Silva
Karina Silva Alves
Larissa Ayeska Gonçalves Trindade
Milena dos Santos Silva
Monica de Carvalho Rodrigues Viegas
Patricia Mendes da Silva
Samantha Macena dos Santos

PRÓ YOUTH

Danilo Nascimento Silva
Gabriel José da Silva
Silvana Sampaio dos Santos
Luana Alves de Andrade

PRÓ YOUTH IN SCHOOLS

Amanda de Sousa Santos
Arthur Fernando da Silva
Cristiane Mendes da Silva
Nascimento
Emanuelly Jardim Costa
Emily Cipriano de Brito
Gabriel de Jesus do Monte
Guilherme Mendes dos Santos
Gustavo Pereira da Silva
Jessyca Leal da Silva
Luana Alves de Andrade
Maria Eduarda Silva de Jesus
Maria Fernanda Sousa da Silva
Maryana Feitosa da Luz Oliveira
Mikaelly Vitória Florêncio Félix
Nicolle Vitória Rocha de Oliveira
Rayssa Ferreira Nunes
Renata Jesus da Silva



Supporters

Super-family



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

SPONSORS

THROUGH TAX INCENTIVE LAWS

Rouanet - Federal Tax Incentive Law to Culture



FUMCAD - Municipal Fund for the Rights of Children and Adolescents



CONDECA - Board for the Rights of Children and Adolescents



PARTNERS

Request for proposals



Institutes and partnerships



INTERNATIONAL



UK ONLINE GIVING FOUNDATION

Foundation Pesquisa



Visionaris
Prêmio LBS ao Empreendedor Social
147 Empresas, Brasil 2023



CORPORATE SUPPORTERS



CORPORATE AND INDIVIDUAL SUPPORTERS



Institutional

JGP Wealth Management
B3 Social
Brave Asset
Eleonora Coelho Advogados
Galderma
Instituto Escolar
Metalúrgica Onnix
W5 Publicidade
Salesforce

Bazaar

Beacon School
Beluga
Brave Asset
Clube Life Morumbi
Citibank
Colégio Elvira Brandão
Colégio Ítaca
Condomínio Ways Vila Sônia
CMP Contábil
CURA Grupo
Escola Móbile
Escola Portal do Morumbi
Escola Primeira
Escola Vera Cruz
Galderma
Global Me
Hines
Instituto CCR
Mamusca
Medtronic
Mosaic Fertilizantes
Mulheres do Brasil
Patria Investimentos

Playpen

Poli Social
Prédio Saint Louis
Salesforce
Ultracon
Vero Internet
Vinci Partners
Warburg Pincus
Weber Shandwick
Wings to Fly

Guardians

Augusto Lins
Anna Lucia A. P. Camargos
Bianca e Richard Rainer
Guilherme e Ana Amaral Ferraz
Ricardo Arissa Feltre
Bernardo Guaritá
Claudia Balducci
Claudio Rodrigues Pires
Henrique Olavo de Olival Costa
João Pedro Gouvêa Vieira Filho
Juliana Martini Borges Galbetti
Maria Thereza F. de Mello Gomes
Paula Lima
Paula Medeiros
Regina Moraes Abreu
Rita Camargo
Ruth de Andrade Reis
Telma Racy
Thereza Sophia Julia Hantzschel

Monthly Donors

Adriel Gonçalves Maia
Alba M. R. Sewaybricker Benito

Alexandre Trevelin Rodrigues
Ana Bergamin
Ana Celina Vasconcellos
Ana Gabriela B Vianna
Ana Maria Antun
Ana P. J. V. Carneiro Vianna
Ana Tomasia Puglisi
Andrea F. T. Alvares
Anna Cristina Cunha M. da Silva
Anna Lucia A P Camargos
Bruna Tavares
Bruno Kawaoka Komatsu
Bruno Testa
Caique Rico Angelotto
Carla Tedeschi
Carlos Cruz
Carlos Leite
Célia Leme
Clarilza Prado de Sousa
Cláudia F. Vidigal
Corina Lovison Nassif Avellar
Cristiana Herzog
Cristiane Laloni
Cristiane Magalhães
Cristiane Maria da S. Magalhães
David Kassow
Desconto Taxa Trackmob
Diego Monteforte Pintor
Eleonora Antici de Souza
Emiliana R. de Aquino F. Mello
Fernanda dall Antonia
Fernanda lunes
Fernanda Trottmann
Fernando Nogueira
Florisval de Jesus



Frederico Dutra
Gabriele Costa Bento Garcia
Haroldo Leitão Camargo
Ivan Boscariol
João Marcos de Almeida e Silva
José Eduardo Bandeira de Mello
Leandro Fukusawa
Lúcia Costa
Luciana Kiehl
Luciana Pereira M. Suplicy
Lucila Pato
Ludmilla Andrade Fregonesi
Luiz Eduardo Costa Soares
Luiz Fernando Barcellos
Marcello de Simone
Marcello Quarta
Marcelo Rodrigues
Márcia Costa Bandeira de Mello
Marco Roskamp Sunye
Maria Angélica Martins Aquino
Maria Cecília Pereira de Mello
Maria Fernanda V. N. T. da Costa
Maria Heloisa Junqueira Mello
Maria Isabel Soares
Maria Leticia Fontes Tourinho
Maria Rita Lovro
Maria Virginia Amaral Pereira
Mariana Lotufo Nunes
Mariana Pereira da Silva
Marina Motta
Marta Marques Costa
Maruska Aguiar
Noelia Mauger P. de Queiroz
Patrícia Calheta
Pedro Benetazzo Serrer
Priscila Sayuri Matsumura
Rafael Geraissate Gorenstein
Raphael Balducci Borges

Régia Mara Guimarães Coutinho
Renata Sallum
Renata Torres de Gosztonyi
Renate Meyer Sanches
Ricardo Paprotzki
Roberta Longo
Sheila Silva
Silvana Augusto
Silvia Haim
Silvia Pereira de Carvalho
Silvia Zerbini
Sonia Regina Hess de Souza
Stela Ramos
Suzana Olival Costa
Suzana Taves David de Sanson
Thomas Auerbach
Thomas Rainer
Valeria Cenacchi Kobal
Vanda Aparecida de Almeida

Pró Youth Crowdfunding Campaign

Alfredo do Amaral Chianca
Ana Cunha
Ana Gabriela Burlamaqui
Andrea de Lima Gouvea Vieira
Anna Cecilia Lancsarics
Astrid Gaspar Gurgel
Beatriz Oliveira
Bel Soares
Bianca Hargreaves Rainer
Bruno Tavares
Camila
Carla Bandeira
Carmen Ferrari Lucas Alves
Claudia Sender
Claudia Vidigal
Daniela Lobo

Derval Aquino
Eleonora Coelho
Fabiana de Oliveira Faria
Fabiana Pasquetto
Fernanda Aidar Lunes
Floencia Robalinho
Gabriela Affonso F. Giannella
Gabriela Bandeira de Mello
Graziella Fraccaroli B. da Costa
Guilherme Amaral Ferraz
Gustavo Gobbi
Irajá Rabelo Guimarães
José Eduardo Bandeira de Mello
Juliene Assed
Luis Vabo Jr.
Marcello de Simone
Marcelo Bandeira de Mello
Marcia Maria Freitas de Aguiar
Marcos Bandeira de Mello
Maria Cecília Lins
Maria Beatriz B. Di Giacomo
Maria Cecília V. de Andrade Reis
Maria Cristina Villela Vieitas
Maria de Lourdes Freire Maia
Maria Luiza Lins
Maria Thereza F. de Mello Gomes
Maria Victoria Hime
Maria Vitória Lins
Marina Dias Leme
Marina Jacinto Diniz Linhares
Mauricio de Almeida Prado
Mauro Korn
Monica Ferrari Cerâmica
Monica Palhano
Nathalia Gonçalves
Nathalie Lourenço
Nina Bretos
Patricia Moraes

Paula R. R. Lima
Paula T. Resende
Paulo Sergio Stella
Roberta Zocchio
Roberto Ali Abdalla
Rogério de Jesus R. Pires
Rose H. Schettini
Rosilane Siqueira Pinto
Rui Berford Dias
Sheila Periard Henrique Silva
Silvia Antonia Souza Dias Silva
Sofia e Hugo
Sonia Hess
Sonia Quintella
Stela Ramos
Suzana Pamplona Miranda
Tiara de Azevedo Tirelli
Vanessa Prata

One-off donors

Adriana Helal Suaid Rocha
Alexandra Gros
Alexandre L. de Paula Gomes
Alice Amaral P. Moreira Franco
Alon Stevan Lubieniecki
Amanda Regina Martins
Ana Candida Menezes Marcato
Ana Helena Godoy P. de A. Pires
Anabelle P. S. Assaf
André Leitão da Cunha Duvivier
André Pereira de Souza Raduan
André Zukerman
Andreia Dias
Angela Brauniger
Anna Christina B. M. Sigaud
Anna M Abreu de A. Pires
Ariel Fing
Beatriz Helena Oliveira

Beatriz Protasio Manfredi
Camilla O. Gomes N. Frussa
Carolina da Silva Matos
Cecilia Baptista Gomes
Claudio Mattos
Claudio Medeiros R. Martins
Constanza Vaz Guimarães
Cristina Licht Assumpção
Daniela Riffel de Almeida
Danya Caron
Deny Quirino Martins
Domício Pacheco e Silva Neto
Edesio Rodrigues da Silva Junior
Eleonora Antici R. de Souza
Eliane Aparecida de A. Moraes
Erico Bennemann Carvalho
Fabiana Alessi Sosa
Felipe Moraes
Fernanda Lobão Tavares de Sá
Flavia Foz Mange
Francisco de Almeida e Silva
Frederico Porto
Guilherme Brauniger
Guilherme de Brito Monteiro
Helena Bezzan Rodrigues Alves
João Rogozinski
Jonney Mondini
Juliana Carnicelli
Juliana Postigo Amorina Borges
Juliana Vilela
Julianna Carneiro da Costa Lima
Karina Goldberg Britto
Leandro Frota Duarte
Leonardo Lucindo Bolelli
Lili Rosenberg
Lina C. M. Pinheiro K. Lima
Luciana Maciel Bizzotto
Luciano Barreto



Luciano Ferreira Neto Almeida
Luis Fernando O. Vabo Jr.
Luiz Cláudio Tamanini Pereira
Marcela Rosman de Sá
Marcelle Fuoco Palermo
Marcello Machado Gava
Marcelo e Patrícia Cerqueira
Marcio Moreira
Marcos Fontes
Maria Cecília A. S. E. Lins
Maria Eduarda A. Q. Moraes
Maria Isabel Rizzo Soares
Maria Luiza Ferreira
Mariana Carvalho
Miriam Cavallini Bajjani
Natalia Mizrahi Lamas
Nicole Vasconcelos Lopes
Patrícia Almeida
Patrícia Hockensmith
Patrícia Hummel
Patrícia Pires
Paula Coelho
Paula Cukier
Paula de Magalhães Chiste
Paulo Zwoelfer Troncoso
Rafael Francisco Alves
Rafael Geraissate Gorenstein
Regiane Oliver Bom Oliveira
Renata Brauniger
Ricardo Iamauti
Rodrigo Benevides de Carvalho
Rogério Maia de Sá Freire
Rosa Helena Nasser Amoedo
Samir Choaib
Seishim Yamauchi
Simone R. A. Rocha de Barros
Tainah Paula Franghieru
Talita Nakano

Tatyane Nunes Lyndha
Thais Amaral
Thatiana Oliveira G. Direito
Thiago dos Santos Piau
Vivian Hiratsuca

Solidarity events

Convidados do casamento de
André Pereira de Souza Raduan
Convidados da festa de
aniversário da Zica
Convidados da festa de
aniversário de Débora Visconte
Clientes do Taberna 474 via
campanha Cafézinho Solidário
Turma do Clube do Livro -
Jovens Talentos Arymax
Doadores via Presente
Consciente
Doadores via Níver do Bem

Institutional Supporters

Adega Santiago
Associação Vaga Lume
Associação + Esperança
Bar Balcão
Bar do Biu
Bossanova Festas
Boteco Rainha
Buzzina
Companhia das Letrinhas
Comunidade Educativa CEDAC
Cora Restaurante
Editora Alta Books
Editora Boitadá
Editora Caixote
Elo Editora
EMEF Burle Marx

EMEF Perimetral
EMEI Perimetral
Escola da Nuvem
Guerbet
Instituto ABCD
Le Jazz
Panda Books
Poli Social
Restaurante Preto
São Cristóvão
Sementes Esperança
Silmara Enxovais
Taberna 474
Ton Hoi
Unbox

Corporate Volunteering

Amazon
BTG Pactual
Galderma
Guerbet
Hines
Instituto Ambikira
Instituto CCR
Medtronic
Poli Social
Ultracon
Vero Internet

Volunteers

Adriana Mendonça
Alexandre Cruz
Andréa Leal
Beatriz Oliveira
Bianca Prado
Carolina Delbomni
Cristiana Fiusa Carneiro
Emanuelly Jardim Costa

Juliana Morissawa F. dos Santos
Juliana Sá
Luciano Cury
Magnolia Alves de Aragão
Mariana Poli Cury
Michelle Nunes Feliciano
Monique Sandy
Nego Júnior
Raquel Oguri
Renata de Miranda Pinto Pereira
Rosângela Salestiano da Silva
Sofia Olival
Vicente Paulo Galdino

CREDITS

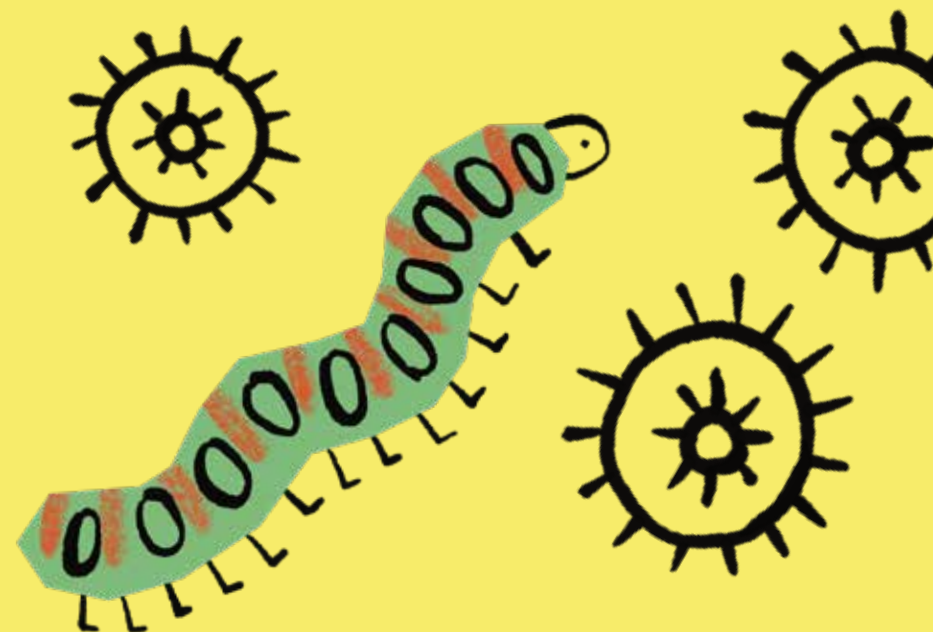
**Editorial design, writing,
editing, and layout**
Estúdio Voador (Ana Paula
Campos, Bruna Martins e Thais
Caramico)

Illustrations

Estúdio Voador (Bruna Martins)

Photography

Equipe Pró-Saber SP



Become one of Pró-Saber SP supporters

Donations can be given by individuals or through companies. Contact us to learn more:

(11) 3739-3435

contato@prosabersp.org.br



MONTHLY DONATIONS

At Pró-Saber SP, in Paraisópolis, we work daily to ensure every child's right to learn to read and write at the proper age and so that youths can expand their opportunities in life. You can also be part of this.

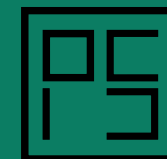
**HOW YOU CAN
SUPPORT US**

DIRECT DONATIONS THROUGH "NOTA FISCAL PAULISTA" (TAX RECEIPT)

You can turn your coffee into a donation to us. With your "Nota Fiscal Paulista" (tax receipt), you can turn your daily purchases into support for the education of children and teenagers in Paraisópolis. It's easy and fast!

LEARN MORE





Pró-Saber
São Paulo

Contact us to learn more about our programs and other initiatives by Pró-Saber SP:

prosabersp.org.br

facebook.com/prosabersp

instagram.com/prosabersp

youtube.com/institutoproabersp

linkedin.com/company/prosabersp



Rua Manoel Antônio Pinto, 974, Paraisópolis, São Paulo-SP

CEP 05663-020

TEL. (11) 3739-3435