



# ANNUAL REPORT 2017

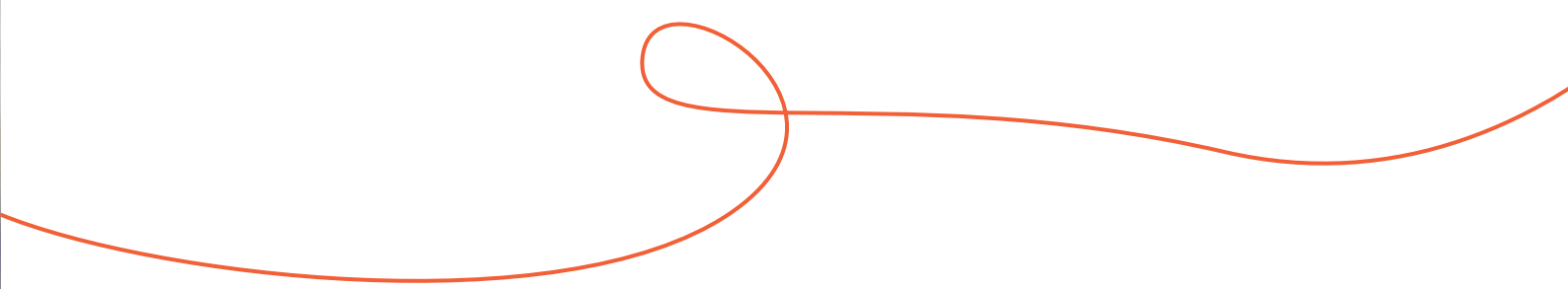






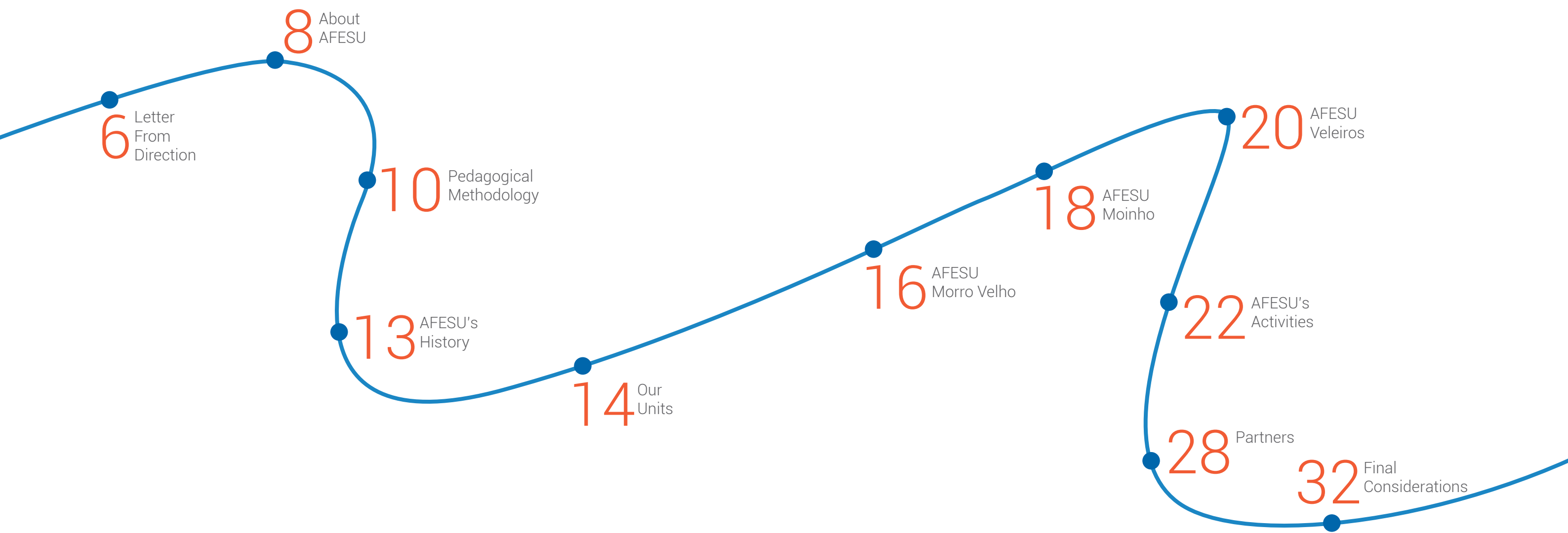
AFESU

ANNUAL  
REPORT | **2017**





# Summary



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## Letter from Direction

AFESU has left an important legacy in the communities which acts throughout its 54 years of history. Always connected to social changes and the entering of women in the job market, its projects of citizen, educational and professional formation has already marked the lives of thousands of beneficiaries, offering them a better perspective of their future and the possibility of becoming the protagonists of their stories.

With an increasingly strong expertise, based on the achievements of the past, AFESU has been growing its desire of changing lives and looks to the future with innovative plans that follow the transformations of society. In 2018, the entity will launch new Technology courses, with programming techniques, entrepreneurship, creation of websites and applications. In addition, it will expand its work in the gastronomy area and prepare itself to consolidate its pedagogical methodology through new qualification of instructors who develop increasingly better, through preceptory, the project of life and the social-emotional skills of the beneficiaries.

The plans for 2018 will only be possible thanks to the goals successfully achieved in the recent year of 2017, which ended with relevant actions, highlighting the consolidation of management and governance practices of the institution, developed in partnership with important agents, among them, the Carlyle Brazil Institute (ICB).

One of the important achievements of 2017 was the research “O jovem CDE e a educação profissional” (CDE youngster and the professional education), with the partnership of ICB and the Instituto Plano CDE. Besides analyzing secondary data about the theme, the research heard coordinators, teachers and youngsters from the surroundings of the units AFESU, which has brought us security about the work that has been done and the plans for the future, especially regarding to the main focuses of AFESU pedagogical methodology.

Among the main points of the research, decisive for the direction of the institution work, are the youngsters demand for courses in the gastronomy and informatics areas; the alarming deficiency in Basic Public Education, mainly in Portuguese and Mathematics; the role of Technical Education for entering the youngsters in the job market; and the observation that there is a strong demand of employers for the development of social-emotional and soft skills of young candidates to enter the job market.

Other highlighting points of 2017 were the launching of new projects in the units. Projeto Empreendedorismo na Gastronomia (Entrepreneurship in Gastronomy Project), to youngsters in the 3rd year of High School, aims to develop the competencies of entrepreneurship to enable income generation in the sector. Project Vida expanded the age group attended by AFESU for children from eight years old, and just came to supply the school gap through the teaching of skills, as mathematics calculations, reading and writing, which certainly will impact the beneficiaries' school and future professional lives.

THEREFORE, WITH EYES ON FUTURE AND A TRADITION  
ENSURED BY ITS MORE THAN 50 YEARS OF HISTORY,  
AFESU PRESENTS IN THIS REPORT THE MAIN  
ACTIVITIES ACCOMPLISHED IN 2017.

Enjoy the reading,

Fernanda Figueiredo,  
CEO of AFESU



# About AFESU

AFESU is a non-profit and non-governmental organization that has been working to promote human dignity through the citizen, educational and professional formation of women - children, teenagers and adults - who are in a situation of social vulnerability since 1963.

We were one of the first Brazilian social organizations created with the mission of forming women integrally, enabling them to enter the job market and shaping them in transformer leaders of their reality.



## VISION

Promoting human dignity through the study, the work and the service to the community.

## MISSION

Transforming lives through personal value and excellence formation to the social promotion and the inclusion of women in the job market.

## VALUES

- ▶ Respecting individuality and personality
- ▶ Serving the people and the community
- ▶ Appreciation of the family
- ▶ Virtues and ethical values
- ▶ Coherence between values and actions



# Pedagogical Methodology

One of the great differentials of AFESU is its pedagogical model, since the beneficiaries are integrally formed in different dimensions of their lives, both school and professional as well as familiar and social.

Besides being formed with excellence in basic and technical educations subjects, the attended women grow in human and ethical values, which has a profound and permanent impact on their lives and prepare them to be multipliers of knowledge and transformers of reality around them.

The pedagogical methodology of AFESU is divided into four pillars:

## Preceptory

We offer individualized preceptory sessions in which the attended women are encouraged to draw a life plan and overcome their personal challenges.

## Ethical Values

Our values are the basis of all our projects: respect, service to people and community, virtues, ethical values and coherence.



## Meaningful Learning

The beneficiaries are seen in all dimensions of their development: cognitive, physical, affective, social and ethical.

## Participation of the Family

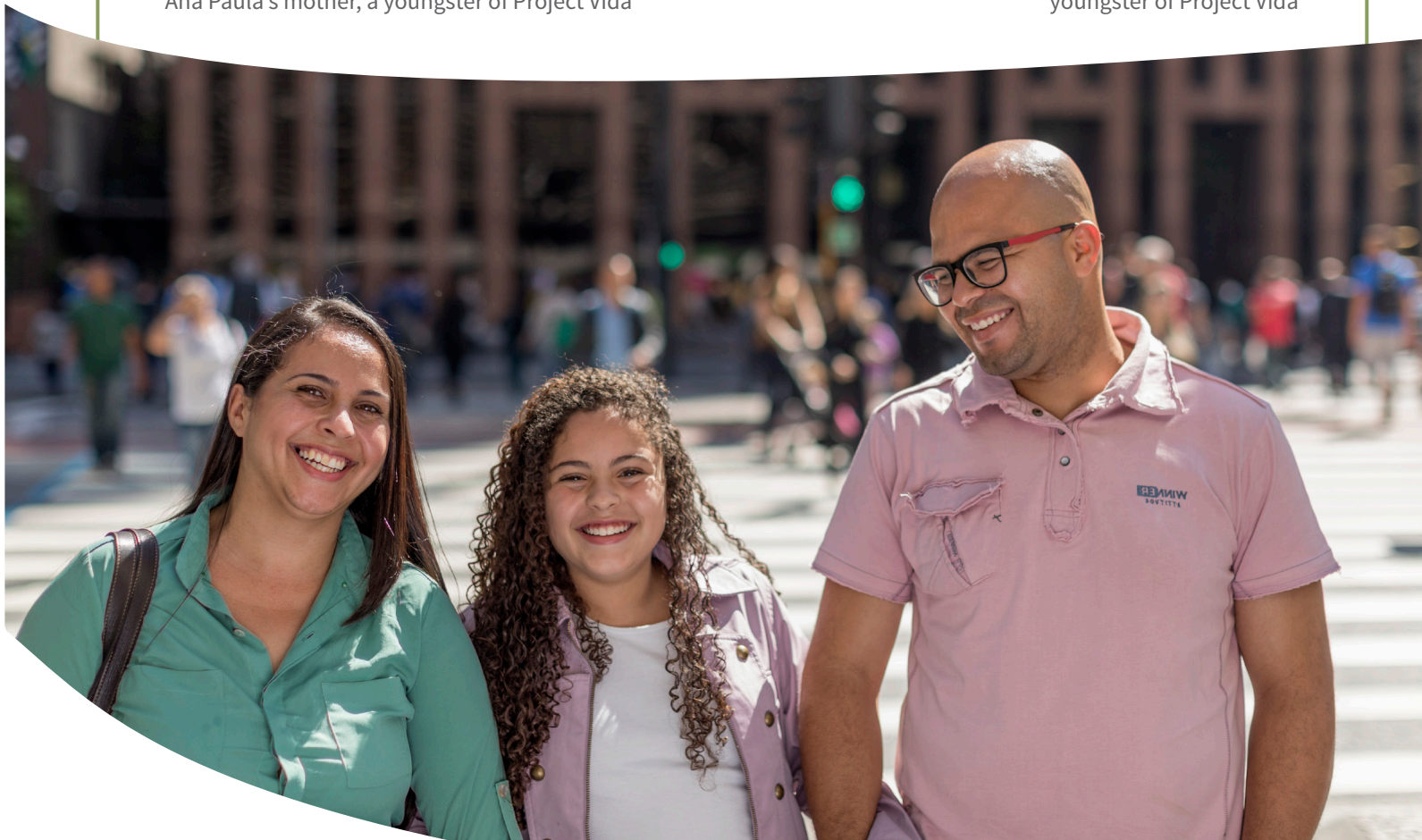
We believe that the participation of the family in the development of the beneficiaries is fundamental. For this reason, we hold lectures and private attending with their family members.



1329  
apreceptory  
sessions held  
in 2017

“The activities for parents are interesting because they help us understand and support our children. I really liked the lecture about personality.”  
Elisangela Santos Soares,  
Ana Paula’s mother, a youngster of Project Vida

“After Ana started participating the project, she improved a lot in Mathematics and became more responsible and organized in her studies.”  
Everton Aparecido Zorante, Ana Paula’s father, a youngster of Project Vida





# Validation of Pedagogical Methodology

The effectiveness of Pedagogical Methodology of AFESU was validated by Bain & Company through a research which interviewed former students of the organization about the impact the projects had on their lives in relation to the development of soft skills.

**BAIN & COMPANY** 

**82%** of the students are promoters of the project, that is, they scored 9 or 10 when were asked about the likelihood of recommending it to other people.

**86%** of former students recognize that studying is important to have opportunities and a better future.

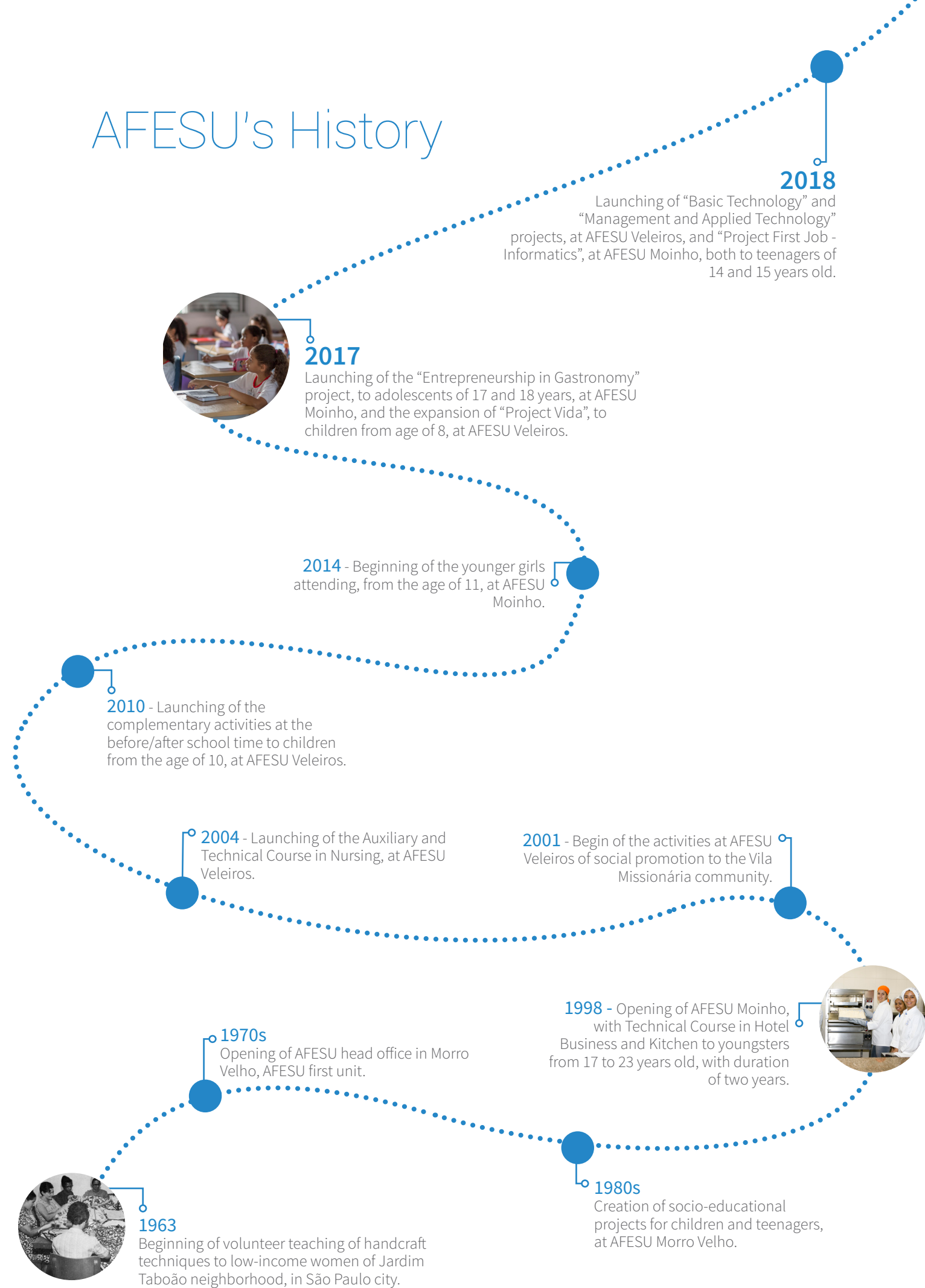
**90%** of former students understand that having respect and being respected by others is the basis for creating a good relationship with people.

**92%** of former students believe that it is necessary to have willpower dedication and resilience to grow and evolve.

\* Research conducted in December 2017



# AFESU's History





# Our Units

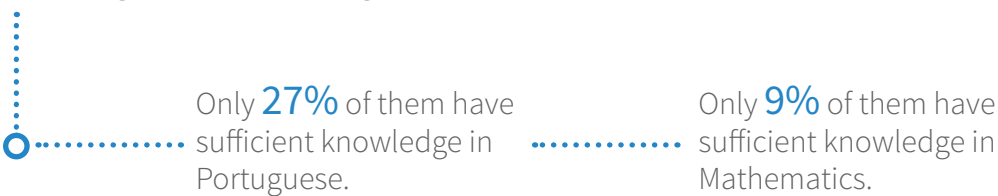
AFESU units are located in neighborhoods of social vulnerability that have many basic deficiencies. The research promoted by AFESU in partnership with Instituto Plano CDE and The Carlyle Brazil Institute, “O jovem CDE e a educação profissional” (CDE youngsters and the professional education), brought an important vision about the region needs and study areas that interest the youngsters.



## Main Problems Identified at Surrounding Communities

**45%** of 19-year-old girls do not study or work. Main reason: pregnancy in adolescence.

**37%** Of youngsters between 15 and 17 years old of social classes C, D and E leave High School with inadequate knowledge to their school age.



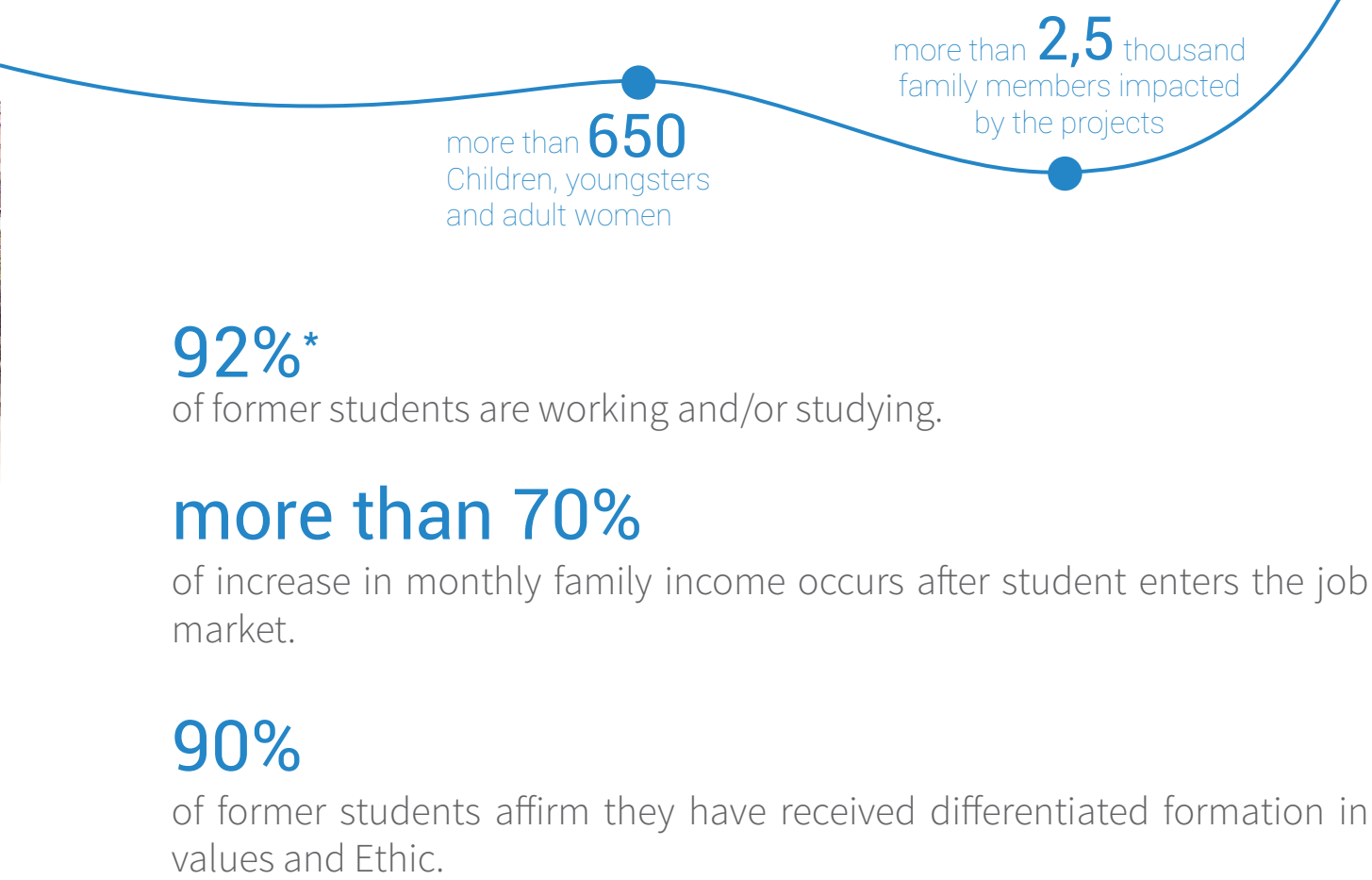
## What the Job Market and the youngsters search

**Using Excel, speaking in public, having a professional posture, doing presentations and sending a formal e-mai**  
Those are the skills demanded by the job market and they are not found in the candidates.

**Informatics and technical education**  
They are among the courses most valued by the interviewed youngsters.

**Attention to human health, manufacturing of food products, technology and information services**  
These are the courses with the greatest potential vacancies in the job market.

# AFESU Numbers 2017



**90%** of former students affirm they have received differentiated formation in values and Ethic.

*\*Research conducted with students who concluded the technical courses between 2014 and 2017.*





# Projects



## AFESU Morro Velho

Located in Jardim Taboão, neighborhood in the southwest of São Paulo city, AFESU Morro Velho attends youngsters who live in a region with approximately 110 thousand inhabitants, mostly women, and whose public schools are on alert or attention situation.



Watch the institutional video about AFESU Morro Velho

### Complementary Workshops at before/after school time

#### Learning Project

Supporting the learning process and the ability of leading life projects as well as offering school support.

**Public:** Teenagers from 12 to 14 years old

**Duration:** 1 year | 480 hours

### Professional Initiation Project

#### Project First Job

Empowering youngsters with a differentiated and quality preparation to enter the job market.

**Public:** Teenagers from 15 to 17 years old

**Duration:** 1 year | 480 hours

### Support for Pregnant Women

#### New Life Project

Helping pregnant women to experience the pregnancy phase in a healthy and educational way, spreading basic information and guidance.

**Public:** Pregnant women

**Duration:** 1 semester | 24 hours



# Projects and Courses

## AFESU Moinho

AFESU Moinho is located in Cotia, metropolitan region of São Paulo, with around 170 thousand inhabitants - mostly women. About the income of population, 37% of them do not have income and 27% of them live with up 1 minimum wage. 75% of public schools of the attended women are in alert or attention situation.



Watch the institutional video about AFESU Moinho



## Complementary Workshops at before/after school time

### Project Vida

Supporting the learning process and the ability of leading life projects as well as offering school support.

**Public:** Teenagers from 12 to 14 years old

**Duration:** 1 year | 540 hours

## Professional Initiation Projects

### Project First Job - Reception and Events

Empowering youngsters to enter the job market, focusing in reception and events.

**Public:** teenagers of 15 and 16 years old

**Duration:** 1 year | 240 hours

### Entrepreneurship in Gastronomy Project

Offering technical tools of production and entrepreneurial formation, aiming the income generation.

**Public:** teenagers of 17 years old

**Duration:** 1 year | 240 hours

## Technical Courses

### Kitchen Technician

Forming professionals who dominate culinary team techniques, applying hygiene standards, production and food handling.

**Public:** Youngsters of 17 to 23 years old

**Duration:** 1 year | 800 hours

### Hosting Technician

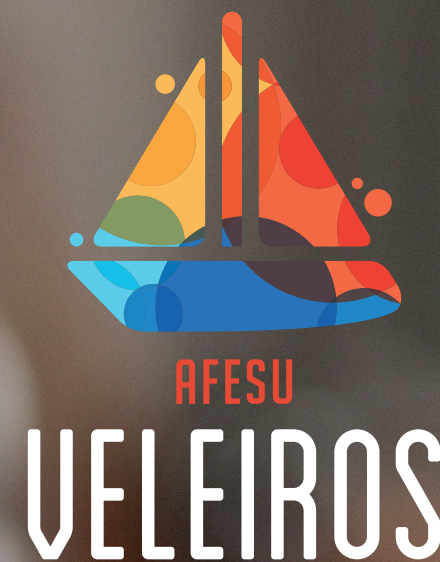
Empowering in hotel business and domain of governance, laundry and reception techniques, as well as developing the skills of working in team.

**Public:** Youngsters of 17 to 23 years old

**Duration:** 1 year | 800 hours



# Projects and Courses



## AFESU Veleiros

AFESU Veleiros is located in Vila Missionária, neighborhood in the South Zone of São Paulo, which has 270 thousand inhabitants - mostly women receiving from half up to one minimum wage, 31% less than São Paulo city. Most of public schools where the attended women study are in alert or attention situation.



Watch the institutional video about AFESU Veleiros

## Workshops on Weekends and at before/after school time

### Project Vida

Supporting the learning process and the ability of leading life projects.

**Public:** children and teenagers from 8 to 13 years old

**Duration:** 1 year | 562 hours

### Weekend Project

Promoting recreational, leisure and cultural activities during the weekend through volunteering actions.

**Public:** children and teenagers from 7 to 14 years old

**Duration:** 1 year | 87 hours

## Professional Initiation Projects

### Basic Technology

Offering logical, computing, programming, developing of applications and robotics activities.

**Public:** teenagers of 13 and 14 years old

**Duration:** 1 year | 288 hours

### Management and Applied Technology

Developing the skills of entrepreneurship, programing and elaboration of applications and networks.

**Public:** teenagers of 15 years old

**Duration:** 1 year | 445 hours

### Gastronomy and Events

Promoting activities in the fields of buffet, nutrition, gastronomy, hosting and events.

**Public:** teenagers from 16 to 17 years old

**Duration:** 1 year | 445 hours

## Technical Courses

### Auxiliary and Technical in Nursing

Empowering youngsters with theoretical and practical classes in a specialized laboratory located in the unit.

**Public:** Youngsters of 17 to 23 years old

**Duration:** 2 years | 1800 hours



# AFESU's Activities

## New Technology Courses

Technology is already a crucial part of the day-by-day in society and it constantly brings new demands to the companies as well as the job market. In 2018 AFESU is launching two technology courses to youngsters from 13 to 17 years old to attend to such transformations and prepare the public from the communities we act in to the new professional challenges: Basic Technology and Management and Applied Technology at AFESU Veleiros. The contents cover different competencies that are required by the companies, such as logic, robotics English for informatics, programming, entrepreneurship and administration. Working with those themes has shown to be very efficient in a first experience accomplished in 2017 with participants from Project Vida I, for girls from 8 to 10 years old, introducing activities, such as building and exploring machines and mechanisms, which developed skills on technology, mechanics, science, physics and mathematics. The work happened through a partnership with Agnus Educação, that donated kits from Lego Education composed of pieces of Lego System.

## Family Guidance

One of the main acting front of AFESU is the formation of parents and relatives of the participants in the projects. The responsible has a proved fundamental role over the development of the beneficiaries and being involved in the studying lives of the girls who are attended, significantly impacts in their school development. Thinking of it, the units of AFESU had parental meeting all through 2017, besides lectures with themes that help them to have a more active role in the youngsters' lives. The meetings approached contents with practical tips to their daily lives, such as what to do to escape self-indulgence and not being satisfied with a medium quality job, besides guiding on how to create habits in children.



## Gastronomy Week

Being in touch with companies and people who act in the food area is essential to the professional formation of youngsters who intend to start the job market and update them about the main trends in the area. Thinking about it AFESU Moinho made the Gastronomy Week, where the students from the Kitchen Technician, Hotel Business courses and from the project Gastronomy Entrepreneurship took part. Using the theme "Wine, Chocolate and Cheese", the activities had the participation of specialists from Libbra, a food service business management and marketing consultancy company from



SICAO Callebaut and from Queijo Tirolez, besides a critic in oenology. In the end, the youngsters visited a wine region area in São Roque, where they got to know the industrial production of wine at Vinícola Góes and the handmade production at Adega e Restaurante Quinta do Olivardo.



Watch the report from Globo News about the work of AFESU Moinho

## Hotel Business Week

The professionalizing projects at AFESU have several activities in its curricular grade that put the students closer to the professional world to deepen the contents seen in the classroom. One of the activities made with that objective in 2017 was the Hotel Business Week that sponsored by Hotel Hilton, counted on lectures of professionals from different areas in the company, such as human resources, guest service, banquets and governance. Youngsters from Technical Courses in Hosting and Kitchen and from the Entrepreneurship in Gastronomy Project took part in the activities and learned about the latest trends in the hospitality area and, in the end, they had a technical

visit at Hilton São Paulo Morumbi, a luxury hotel, which is considered one of the best in its category in the city.





## Volunteering

The volunteers at AFESU are one of the main patrimonies in the organization - in 2017, about 120 people directly contributed with its activities. AFESU Morro Velho is a reference in this aspect, because it counts on a large team of volunteers who are engaged in the cause. Some of them even help with the local permanent bazaar, selling first quality goods. Such initiative is an important source of resources to the entity, mainly in special dates, such as Mother's Day and Christmas, when special events take place.



Watch the program Ação e Cidadania, from TV Câmara São Paulo, about AFESU Morro Velho

## Promotion to the Community Health

Since its foundation in 2001, AFESU Veleiros has activities to the ones who live in Vila Missionária aiming to guide them about the basic health care to prevent illnesses. Besides promoting the integration of the organization with the community, such practices give the students from Auxiliary and Technical Course in Nursing the improvement of the techniques learned during the classes and at the specialized laboratory of the unit, besides the development of a humanist sight of being aware of the patients' needs. In 2017 the youngsters also made non-paid curricular internship in basic health units, hospitals CAPS (Psychosocial Center), CECCO (Coexistence and Cooperative Center) and AMAS (Ambulatory Medical Care). Other action that deserves to be featured is the visit made to the nursing home Associação Viver Melhor, where they attended the people living there by checking their vital signals, and giving them specific guidance, such as tips on feeding, skin hydration and how to prevent hypertension and diabetes.



## Special Classes with Carol Fiorentino

The Confectioner Chef Carol Fiorentino, sponsor of unit AFESU Moinho, taught special classes of confectionery to students from Kitchen Technician Course. Host of the television program Bake OFF Brasil: Mão na Massa, broadcasted by SBT and Discovery Home & Health, Carol has a degree in Gastronomy and she is a specialist in cakes and candies, and she had been in charge of the kitchen of La Vie en Dolce for 10 years. Along with the teacher of the course, Edna Tavares, they have taught how to confectioner a watermelon shaped cake, using American pasta, edible ink and a brush. Another technique worked was the tempering of chocolate for confectioning bonbons. Marli Silva, specialist in sugar flowers, also attended the classes and brought to the students the international techniques of decoration production for cakes and candies.



# Essência Bela Group

Essência Bela has been an active project on Instagram since 2015 and aims to spread the values of virtues and promote charity actions on behalf of trustworthy social organizations. In accordance with the values of AFESU, the group of friends adopted the organization and held many actions on behalf of the entity in 2017. Adelzira Malheiros, Ana Paula Zogbi, Andrea Bartelle, Bia Kawasaki, Carol Castelo Branco, Claudete Daud, Cris Tamer, Denise Andrade, Dora Porto, Flavia Martins, Giovanna Maira, Iara Jereissati, Isabella Fiorentino, Juliana D'Agostini, Larissa Mokarzel, Livia Leão, Lorena Pires, Luciana Funghetti, Malu Vendramini, Manuela Queiroz, Maria Beltrão, Mariana Medeiros, Marthina Brandt, Maythe Birman, Nazaré Barbosa, Raquel Pitta, Stella Jacintho, Solange Wilvert and Suzana Gullo Mion are part of the team.



Watch the video about the 2nd edition of the Essência Bela dinner

## 2nd Edition of the Essência Bela dinner

The event was held at Shopping JK Iguatemi and was organized by the volunteer and member of the group Andrea Bartelle, it counted on the presentation of Isabela Fiorentino and decoration of Livia Leão, besides the charity action ran by Glória Maria and Mônica Salgado and the concerts of Vanessa Jackson and Giovanna Maira.

## Blessed Brands – 4th Edition

The fashion event with charity sales took place at Shopping Jk Iguatemi and it had the participation of over 50 brands of the fashion segment, design and lifestyle, that were invited by the curators Andrea Bartelle, Stella Jacintho, Isabella Fiorentino and Andressa Cosenza.

## Other Actions

Throughout the year, the Essência Bela Group also held many specific actions on behalf of AFESU in partnership with Andrea Bogosian, Bibiana Paranhos, Claudete e Deca, Emilio Pucci, Fendi, Honda Motos, NK Store, Prêt à Louer, Safie Joias and Thelure brands.





# Partners

## The Carlyle Brazil Institute

The Carlyle Brazil Institute (ICB) renewed its partnership with AFESU for the second year in a row, a work that consists in supporting the organization, mainly when it regards to sustainability, Management and Governance, through the consultancy, follow up with businessmen and experts who work for the Brazilian branch of the Carlyle Group and their partners. In 2017, the partnership also included ICB investments in the area of Institutional Development of the entity, besides supporting the accomplishment of auditing from KPMG of investments in pedagogical consultancy to the development of new courses and financial support in Communication and Marketing. Other important contribution from ICB was the sponsoring of the research “O jovem CDE e a educação profissional” (The CDE youngster and the professional education), done by AFESU, along with Instituto Plano CDE (get to know more on page 15). Actions like those were essential so that AFESU could go ahead on its search to become a social organization with a higher credibility and visibility in the outsourcing area, to the general public and mainly to the companies. Showing



relevant results in those areas directly impact the collection of resources and the financial sustainability of the organization, generating more effectiveness in the transformation of social realities.

## BrazilFoundation

AFESU was one of the organizations chosen by BrazilFoundation to be part of the campaign “Embrace Brazil” that aimed to collect resources to social organizations and promote philanthropy in Brazil, according to data from the World Giving Index, a world index that measures the donation of the population, Brazil is placed in 68th. With the name “Embrace the education for girls”, AFESU project aimed to collect R\$8 thousand to the school support projects offered by AFESU Veleiros. The initiative happened from September 13th, date of the traditional Gala Ball from BrazilFoundation, in New York, to November 28th, the Donation Day, also worldly movement also known as the Giving Tuesday. Besides the support in marketing, BrazilFoundation donated the value corresponding the donations received on November 28th. Isabella Fiorentino, Fernanda Motta, Maythe Birman, Stella

Jacintho, Cris Tamer and Andrea Bartelle were the ambassadors of the campaign from AFESU who disclosed the cause through posts on their social media.



Watch the video of the ambassadors' campaign of AFESU “Embrace the education for girls”

## Junior Achievement São Paulo

AFESU Morro Velho made the Projeto Miniempresa, a partnership with Junior Achievement São Paulo, a non-profit organization whose mission is arousing the entrepreneur spirit in youngsters. The project aims to teach youngsters from 15 to 17 years old how to entrepreneur, leading them to live the phases in making a new business and taking jobs in different areas of a mini company, such as HR, finance, production and marketing. Among the several different ideas of products to be developed, the one chosen by the participants was “Bioflora MV”, that is, pendants made of resin and natural flowers that can be used in necklaces or key chains. Besides learning how to work in group, the teenagers developed some skills wanted by the companies, such as taking certain jobs and tasks, fulfilling deadlines and goals, administrating expenses and income and managing people. “Bioflora MV” products were commercialized in the 9th Mini Company Fair from JA São Paulo, at Shopping Eldorado, and

gave AFESU Morro Velho the 2nd place at Prêmio Miniempresa 2017 (Mini company Award 2017), in the category of financial management, that analyzed the profitability, break-even and financial health of the project.



## Nokia

Aiming to expand the use of technology in projects of ludic and pedagogical workshops at before/after school time, AFESU in partnership with Nokia, made the Projeto Vida Conectada (Connected Life Project), whereby it received a donation of financial resources and laptops with Microsoft Windows and Office licenses. The launching event

of the project had the lecture from Cleri Inhauser, Chief Executive of Nokia in Brazil, who told about his professional career and the necessary skills to grow it, as well as the importance of balancing the demands of work and the commitments of personal and family live. The project also promoted a visit to Nokia's headquarter in São Paulo by the beneficiaries of AFESU, where they got to know the different areas of the organization and watched lectures about the challenges of women in the job market, ethic and attitude at work, personnel marketing, time management and financial education. The program was concluded with a dynamics, in which the youngsters had a simulation of a job interview. Other result of the partnership with Nokia was an engagement action involving more than 90 employees of the company and consisted in donating to AFESU the collected amount with the sales of the employees' old office chairs.



## PwC and United Way Brasil

PwC and United Way Brasil have a partnership with AFESU to carry out the Sou Protagonista Program, which aims to encourage the youngsters to identify their community needs and what can be done to improve and transform it, a work that develops the practical abilities, based on the interaction with their social reality and promotes the personal, professional and entrepreneur growth. Around 20 teenagers between 15 and 18 years old from AFESU Morro Velho took part of the program that was divided in 5 meetings and a graduation event. In those occasions, PwC's employees contributed with time and expertise by sharing their knowledge and acting as volunteering mentors. The meetings approached themes, such as "What is your dream?", "What direction do you want to go?", "Evaluation of Opportunities and Entrepreneurship", "Education - The best investment of your life" and "Panel of Professions".



## Other partnerships

Throughout 2017 AFESU counted on the support and the participation of several companies that contributed to the accomplishment of projects, courses and the material for disclosure of the entity. In addition to the organization that were already mentioned the entity had the following supporters: Banco do Brasil, Ives Gandra da Silva Martins, Kondor Invest, Grupo Comolatti, Omint, Pinheiro Neto Advogados, Priss, Pullse and Rede D'Or São Luiz.

## Elo

AFESU made the financial education program "Meu Dinheiro, Meu Negócio" (My money, my business) multiplied by volunteers from Elo with methodology from Junior Achievement. Composed of two in-person meetings that took place at AFESU Moinho with the participation of youngsters from the Project First Job - Reception and Events, from the Entrepreneurship in Gastronomy Project, from the Kitchen Technician Course and from Hosting Technician Course, the initiative aimed to help the beneficiaries develop skills to deal with money, besides stimulating them of being aware of the importance of expanding their knowledge in finance, so that they can be better prepared to the obstacles that prevent them to conquest a healthy financial life.







# Final Considerations

On behalf of all beneficiaries from AFESU, we would like to thank the support and the involvement of all of the volunteers, partners and staff that believed in our mission, the results achieved in 2017 would not have been possible without you.

Despite the economic difficulties Brazil has been going through this year, AFESU managed to successfully fulfill the targets of consolidating its projects and its courses and even expand its social impact. We are very proud to look to each one of the 75 beneficiaries of Project Vida I, that started this year at AFESU Veleiros, whose improvement in school performance and different aspect of their lives is already clearly noticed.

Partners, such as The Carlyle Brazil Institute (ICB) were essential to the advance of the organization in all of its fronts. We especially thank Rodrigo Zanella, ICB executive manager, who has been following and supporting AFESU in all these years of partnership, connecting the entity and the companies' world with an experienced vision of the outsourcing area.

We also thank all the volunteers that help the entity in the elaboration of Endowment AFESU, a perpetual investment fund that counts on its own regulation and management of experienced professionals from the finance market - Rodrigo Veiga, Octávio Magalhães and Daniel Venturini. Through specific donations, it will form over the years a patrimony that will be invested in the Brazilian financial market and whose real income (above inflation) can be reverted in benefit of the organization itself. The conclusion of the regulation, developed by Pinheiro Neto lawyer's office, brings transparency and credibility to this action on behalf of AFESU's projects.

Thanks once more to all the ones who have been making and still make AFESU an entity that deeply and permanently forms and transforms lives.





# Credits

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and content production  
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