Activity Report 2022







HIGHLIGHTS 2022

2.712 **Students**





196people concluded the CPM course in 2022 **810** students with Cambridge International Certification

90% of students acknowledge that the CPM course has made it possible for them to get a job, promotion, scholarship or exchange program.





Message from the Board of Directors

The year 2022 marks the 25th anniversary of Cidadão Pro-Mundo! A very special date that gave us the opportunity to remember all the achievements and everything we have gone through.

CPM started with a small group of friends who decided to volunteer to teach English in Capão Redondo, São Paulo. There have been thousands of volunteers over the years who have worked hard for the NGO to reach the incredible milestone of more than 2,000 students per year and 11 Teaching Units.

We are very happy that, in 2022, we will also celebrate the return to in-person classes of some Teaching Units after 2 years working remotely due to the COVID-19 pandemic. Being able to see and be together with CPM students was certainly important for us to strengthen the bond and "bright eyes", such an important value for the organization. We improved our methodology and increased the reach of in-person classes through all the learning we had with the resources used in online classes.

We thank everyone who was part of this beautiful story and who make it possible for CPM students to achieve their dreams!"

Isabela Damatto and Emílio Munaro, Co-Chairmen of the Board of Directors of Cidadão Pró-Mundo



Message from the Executive Committee

662022 marks a major turning point in the history of Cidadão Pró-Mundo. Not only did we complete 25 years, but we also reached a record number of graduating students (196) and best approval rate in Cambridge international certifications (81%).

Having so many students thriving at this time is even more significant when we take into account that the NGO went through one of its most difficult periods in the previous 2 years, with the COVID-19 pandemic and all the format and methodological changes that had to be implemented to ensure the continuity of our activities.

Another great milestone was the creation of the Virtual unit, with 100% online classes for students from cities where CPM doesn't have physical spaces. The learnings that came from creating and developing an effective online English course were essential for this new Unit and made it possible for us to expand our impact to students from outside of São Paulo and Rio de Janeiro.

We are excited with the growth opportunities that will come from the solid foundation of quality teaching we are building, along with the support of our wonderful volunteer team and partners."



Ludmilla Fregonesi, Executive Director of Cidadão Pró-Mundo

OUR CAUSE

Source: Education First EPI 2022

Source: Folha de São Paulo

can earn more than

Source: Folha de São Paulo

In Brazil, knowledge in English is a social marker.





of the Brazilian population speaks English.

English at Enem

is an obstacle between public school and college students

People who master the language



as much occupying the same position as people with basic level of English.

Our mission is to transform this reality

Promoting the social insertion of teenagers and young adults from public schools in Brazil through voluntary teaching of English.

Working towards the Sustainable Development Goals (SDGs) set by the UN for 2030.







professional

1.5k students milestone

4 new Teaching Units created



HISTORY





Best Brazilian NGO in Education We prepare for





English Qualifications

Cambridge Authorized **Preparation Centre**



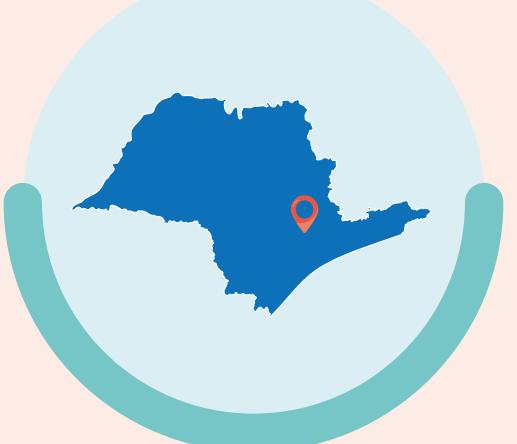
Virtual unit created

Gold Preparation Centre certification

25 years of CPM

OPERATION IN-PERSON UNITS





Greater São Paulo

(Brás, Butantã, Capão Redondo, Centro, Diadema, Monte Azul, São Miguel and Tatuapé) Campinas



Rio de Janeiro

LOCATION STUDENTS AND VOLUNTEERS





Volunteers

Students



STUDENTS

Each semester we select new students, from 11 to 25 years old, who are studying or have studied in a public school or who obtained a full scholarship in private schools. Those who apply have a specific period to fill out the form, take the English level test and send the documentation to secure their enrollment. Currently, the entire process is online on the Cidadão Pró-Mundo website. It is necessary to be available to attend classes on weekends in the selected Teaching Unit.





STUDENTS





54% black and brown

45% white

95%

1% yellow



study in public school or private school with scholarship

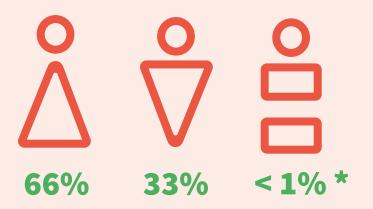
33% high school

41% higher education









* trans women and men, gender-fluid or gender-neutral people, non-binary and others.



66 As soon as we met Cidadão Pró-Mundo through the internet,

my sister and I applied and were accepted to study at João XXIII Teaching Unit. I started in Class G in the 2nd semester of 2019.

Even during the pandemic, CPM was very agile in the transition to online classes. It was interesting to witness the new dynamic and see that the classroom games continued even when we were remote. I made friends there that I still maintain to this day.

After completing the regular course, I started CPM Qualify, a preparatory program for proficiency tests. The class environment and the support from the mentors contributed enormously to me gaining more confidence in English. At the end of the course, a teacher suggested that I become a volunteacher, an idea that I had already considered, but had not taken seriously until then.

With the support of the volunteachers, I became one of them, and I'm now teaching classes. This year I ended up returning to João XXIII Teaching Unit, only this time as a Class G teacher. I now find myself back where I started, I am very happy to see my growth and how English has become an ever presence in my life, from the videos I receive from my sister to the relaxing moments in the classroom.

If you don't know CPM yet, look for more information. The work is very rewarding, involves several collaborators and reaches many people. Contrary to common belief, only a small portion of Brazilians speak fluent English and democratizing this knowledge is very significant."

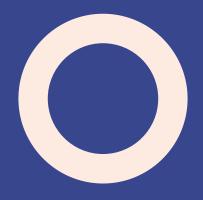
Giovanna Kussaka, ex-student e atualmente volunteacher da CPM.

VOLUNTEER TEAM

People who voluntarily work at Cidadão Pró-Mundo are trained through regular training and use specific tools to ensure the quality of the services we offer and the achievement of the NGO's activities.

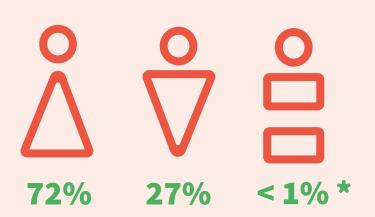
To work as a volunteacher (volunteer who teaches English), it is required to speak English and to be available to participate in approximately 6 classes per semester and to prepare pre-and post-class materials. It is not necessary to have previous experience teaching (we offer training and support for teaching practice).

For those who do not know how to speak English or do not feel comfortable teaching, it is possible to take on an administrative function in one of the teaching units, collaborating with activities related to management, finance, communication, pedagogical methodology, among others.





VOLUNTEER TEAM



* trans women and men, gender-fluid or gender-neutral people, non-binary and others.



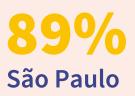
Knowledge of the English language





fluent or native





8% **Rio de Janeiro**

10% other states

7% other countries



postgraduate higher education or graduation

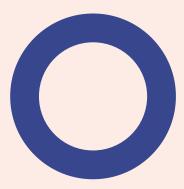
WHAT WE DO



Cidadão Pró-Mundo's English courses are 100% free, offered both in person and virtually.

Classes take place once per week (on Saturdays or Sundays, depending on the Teaching Unit), and at the end of 10 semester modules, students complete the CPM English course.

For those who are interested in continuing to develop their skills in relation to the English language, it is possible to take part in CPM Qualify, preparatory course for the Cambridge system International Certification Exam.



CPM English COURSE



5-year course

Teaching materials provided free of charge by Cambridge University Press.

Students complete the course with Level B1 of English proficiency *

intermediate level

*Equivalent to the third level of the Common European Framework of Reference for Languages - CEFR



IN-PERSON CLASSES

3 hours of free weekly lessons

ONLINE CLASSES

2 hours of free weekly lessons

CPM certification course (Qualify)

Students who have completed the CPM English course prepared for the Cambridge proficiency and certification exam



1-year course

Classes, materials and exams funded by CPM and partners



3 hours of weekly lessons



2022 Results



B1 Preliminary Exam *intermediate level*

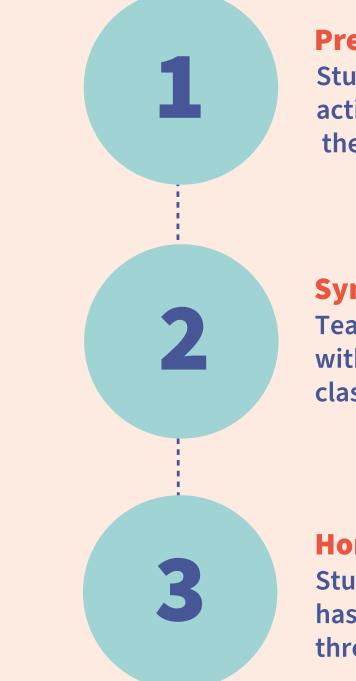
B2 First Exam *upper intermediate level*

Innovative methodology

At Cidadão Pró-Mundo, we adopt the method known as "flipped classroom", a methodology that promotes enormous advantages for the learning process.

Benefits

- Better performance
- Greater autonomy
- Higher knowledge retention
- Development of critical thinking
- More qualified students





Pre-class Student submits pre-class activities to prepare for the class.

Synchronous class (1x per week) Teacher gives the week's content, with interactive activities between class and volunteachers.

Homework Student reinforces what has been learned in class through exercises.

Teaching Materials

Students and volunteers use high-level teaching material during the classes, which includes, in addition to an exclusive content (created by a teaching team specialized in English language teaching) and the use of the Cambridge University Press textbooks, both in its physical and online formats through Cambridge apps.



As a complement to the classes and tasks, we also offer the **STUDY TIPS**, a library of short videos containing study tips and a series of techniques to help the learning process such as the use of flashcards, active attention, spaced practice and others.

Volunteering | Format

For each class is assigned 4 to 8 volunteachers (volunteers who teach English), who rotates to teach the classes.

With the application of this innovative method developed by CPM, each volunteer participates in 6 to 8 classes per semester, on previously scheduled weekends (Saturday or Sunday), and devotes an average of 8 hours per month to the preparation of pre-and post-class materials.

This dynamic allows the volunteer team to reconcile the agenda between their personal commitments and their willingness to collaborate with the development of society, as well as offers students benefits such as relationships with people with different experiences, cultures and accents.

WKD 1 TEACHER A+B



WKD 3 TEACHER E+F



WKD 2 TEACHER C+D



WKD 4 TEACHER G+H

Volunteering | Functions



Volunteacher

During the semester, in addition to the assigned classes, the volunteacher is responsible for monitoring their students, checking that the activities have been completed, answering questions, applying oral tests and ensuring that the class forms are up-to-date. In some Teaching Units, the volunteer can tutor 1 or 2 students, providing extra support to the student.

Administrative Team (AT)

The Administrative team member supports the Teaching Unit Board in operational activities, ensuring that everything is organized so that the classes and activities run smoothly. The ATs are divided between Support on class days, Finance, Communication, Events and other activities that the Teaching Units have.

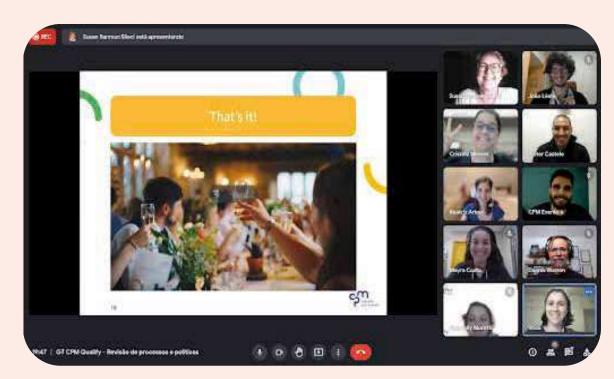


PEDAGOGICAL IMPROVEMENT Working Group - CPM Qualify

In 2022, we set up a Working Group (WG) to discuss matters of CPM QUALIFY, Cambridge Exams preparatory course, our pedagogical partner.

There were more than 10 meetings (approximately 15 hours) with the CPM Qualify management team, CPM hired staff and education professionals. Action plans for 2023 were defined in the WG, focusing on:

• Consolidation of CPM Qualify policies to formalize the criteria and rules for students and volunteers;



- Pedagogical track revamp to improve the use of the hours of teaching, including changing the work book used in the course;
- Rubrics for teacher selection and volunteer team training





Volunteer Training

We offer our volunteer team everything they may need in terms of tools for organizing and managing classes. Besides, we provide various training and content for our volunteers to improve themselves even more.

At the beginning of each semester, a large integration and training event takes place that involves the entire CPM volunteer team. A whole morning where we have, in addition to the training for those who are new, lectures and guest speakers that bring relevant content for the performance of our teams. The event has, biannually, the participation of more than 1,000 volunteers.

In addition, we have a library with more than 3 hours of video content for staff training, as well as guides, manuals and a section with answers to Frequently Asked Questions, updated biannually. We also promoted 3 training events for volunteachers lasting 1 hour each, where we addressed important issues such as socio-emotional and 21st century skills, as well as techniques for engaging and empowering our young students from public schools.

For the NGO's management teams, we held 2 editions of the "2022 CPM Management Meeting" which addressed topics related to assertive communication, mental health and how to give feedback to the team.



2022 KPIS CPM's English course in numbers



registered people

of students withdrew their registration



students dropped out

104 hours dedicated to the study of the English language







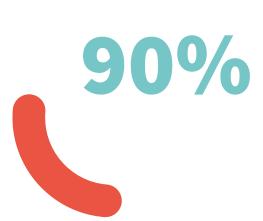
CPM's English course in numbers



196 people concluded the CPM course in 2022

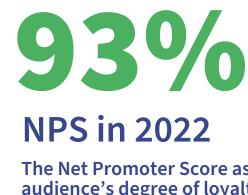
Impacto

of students fully or partially agree that they are able to learn English in the CPM course.



90% of students fully or partially recognize that the CPM course will or has enabled them to get a job, promotion, scholarship or exchange program.

66 2020* 2021 Growth - Graduates





The Net Promoter Score assesses the audience's degree of loyalty.

*We did not have graduates in the first half of 2020 due to COVID-19

CPM (Qualify) Certification Course in numbers | per semester

Beginning of the semester

140 students took Qualify

During the semester



hours dedicated to the study of the English language

At the end of the semester

81% Cambridge certified students

Impact



of students fully or partially recognize that Qualify will or has enabled them to get a job, promotion, scholarship or exchange program.



Volunteering at CPM in numbers | per semester

Beginning of the semester





people selected

During the semester

16 hours dedicated to training



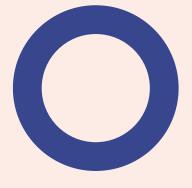
80% volunteer retention rate

Impact

88% NPS* in 2022

97% recognize that the

recognize that the work they do positively impacts the lives of our students

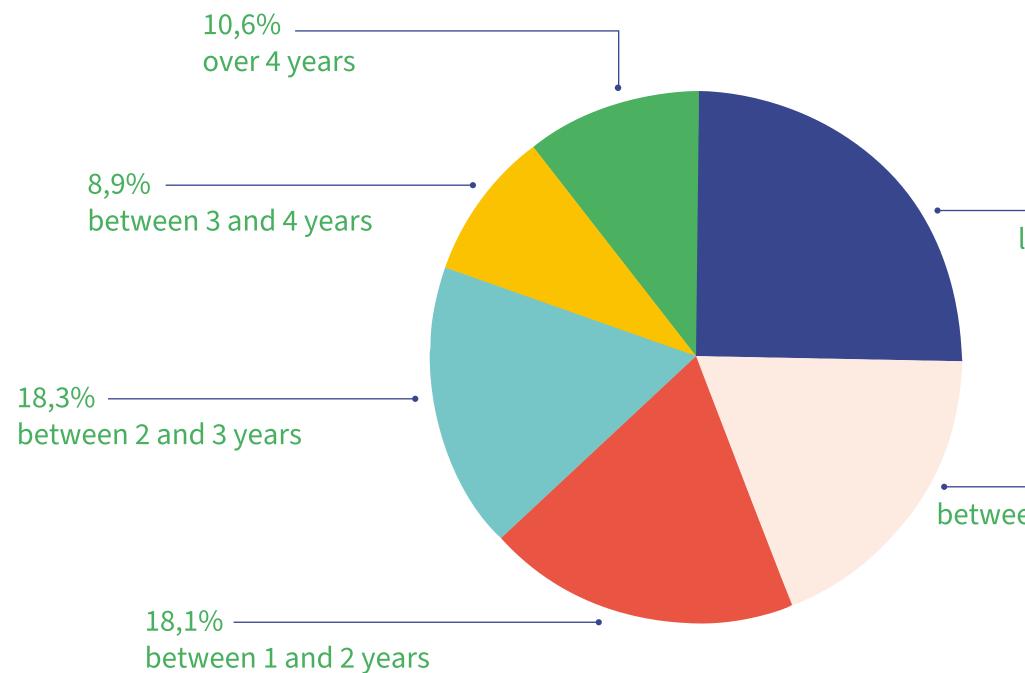




*The Net Promoter Score assesses the audience's degree of loyalty.

Volunteering at CPM in numbers | length of service at CPM

75% of volunteers stay at CPM for more than 6 months.





less than 6 months

_____ 18,8% between 6 months and 1 year

VIRTUAL UNIT

CPM classes have always been face-to-face. With the COVID-19 pandemic, the NGO adapted the English course format to online so that we could continue our activities even with the impossibility of being in person.

In 2022, as the pandemic eased, CPM began its return to face-to-face classes in the Teaching Units Campinas, Tatuapé and Diadema.

Considering that we were extremely successful in adapting the English course to the online format, we decided that even when CPM classes returned 100% to the in-person format, we would also keep the online format in the Virtual unit, created in the 1° semester of 2022.

This way, we were able to expand our project to places where, until then, we could not reach. Today we have students from all over Brazil and volunteers from all over the world! To study in the Virtual unit, we prioritized students who live in cities where CPM does not have in-person Teaching Units.

We started the 1st semester offering classes only on Saturdays. In the 2nd semester, we expanded to classes on Sundays as well.







The Virtual Unit in numbers 1° and 2 semester

First semester - classes on Saturdays



students enrolled



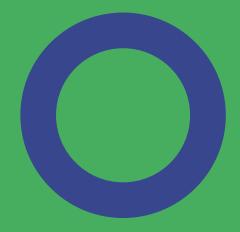
classes

161

Volunteachers and Administrative Team

Second semester - classes on Saturdays and Sundays





Volunteachers and **Administrative Team**





66 English offers a better chance for students to advance their careers and create life-changing opportunities!

I learned that the CPM course could impact the lives of Brazilian students and young adults, who might not have access to English instruction otherwise. It was created by a team of dedicated staff and volunteers, with an excellent curriculum, an easy-to-apply new volunteer support and training process, and very helpful people, which made teaching enjoyable.

The majority of CPM "volunteachers" work in areas unrelated to teaching and many were even CPM students or learned English in other ways and understood the fundamental importance of the NGO, which makes the experience even more meaningful.

I also have the opportunity to experience the enthusiasm and kindness of Brazilians when teaching and guiding CPM students. They are curious, funny, engaged and a joy to be around and teach."

Christine Banman, CPM volunteacher at the Virtual unit and resident in the United States.



RETURN TO IN-PERSON CLASSES

The year 2022 marked the return to the in-person format for three of our teaching units: Campinas, Diadema and Tatuapé.

It was a joy for students and volunteers to be able to be together again in the same physical space for classes and activities. The flipped classroom methodology, adopted at the beginning of the pandemic with the online format, was maintained due to the improvement in performance and learning it provides, as well as other virtual resources and activities, which students can carry out on cell phones without major difficulties. In July, we also resumed in-person graduation, in addition to the online format, for students in São Paulo. This celebration of students who completed their 5-year course was a moment of great joy and connection, which included volunteers, partners and the students' families.







Due to the impacts of the pandemic on our students, we continued the CPM Connect project, which aims to deliver equipment and/or internet to those who do not have an adequate structure to follow classes remotely.

In 2022, we conducted new research to raise the needs of students and prioritize those most affected. As a result, we delivered **223 computers or tablets** and were able to provide **4G internet to 125 students**.

Main numbers

172 computers



tablets







66 At Citibank, the organization where I work, we have the possibility of promoting volunteering to employees

and offering young apprentices, all hired from social projects, to study at CPM. Also, it has partnerships with other projects that the Association supports, such as Reciclar.

Because of this, in 2020, I ended up discovering CPM while looking for an NGO to work with. I sympathize with the organization's proposal to promote the opportunity for insertion and social integration by teaching English to young people in public schools, as it meets our purposes.

I started my activities in the Administrative Team and, currently, I am the Director of Tatuapé Teaching Unit. For me, it is very gratifying to know that we can make a difference in the lives of our students."

Tereza Menezes, Director of Tatuapé Citi + Esperança Teaching Unit and assistant at Citibank.



EVENTS FOR STUDENTS

Constantly seeking to offer students possibilities that go beyond learning English,

Cidadão Pró-Mundo strives to contribute to the personal and professional development of its audience, as well as seeks to promote opportunities so that students can generate income for their families and communities by taking advantage of the opportunities that knowledge of the English language offers.



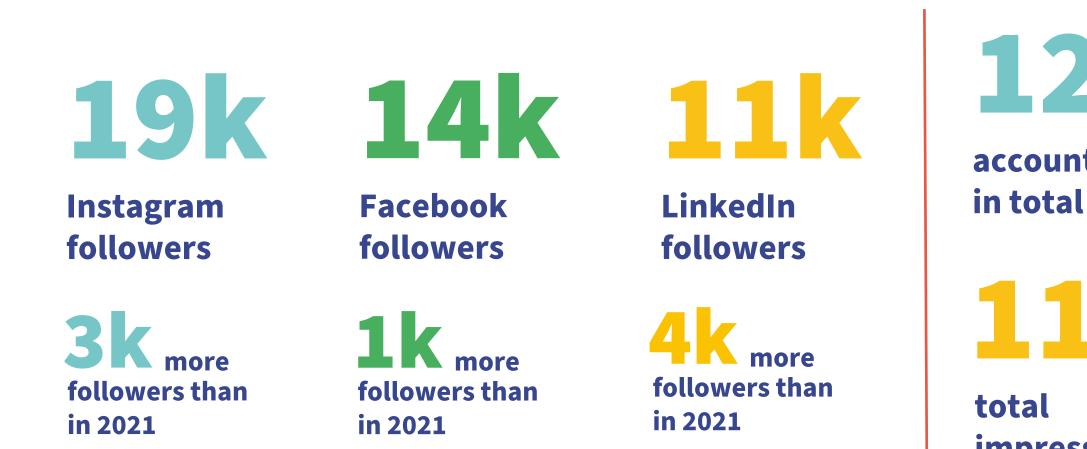
- CPM Talks: considering the professional and Marketing to provide information and guidance for those interested in pursuing a career in these areas;
- Bloomberg, a CPM partner, promoted a free guided tour day in English at MAM in São from our course;
- 18 CPM students in São Paulo had the opportunity to visit BTG Pactual office and spend the day in conversations and exchanges with employees about career possibilities in the financial market.

interests of CPM students, we promoted three days of talks with professionals in IT, Gaming

Paulo for 14 students who were graduating

COMMUNICATIONS

Our community is large and engaged. To ensure communication with the entire ecosystem of Cidadão Pró-Mundo and with our stakeholders, we use several channels and vehicles, such as a bimonthly newsletter, WhatsApp groups for quick contact with students and volunteer staff, and profiles on social networks (currently considered as our mainstream for attracting human and financial resources).





129k accounts reached in total

total impressions

Campaigns | Donations from individuals and 25 years CPM

In 2022 we began the plan to increase donations from individuals together with the launch of the campaign to celebrate CPM's 25th anniversary.



25 years CPM

We created a personalized visual identity that we use in all materials and communications. In addition, we planned a series of content and campaigns during the year to celebrate this important moment for us. We count on the participation of students from the first CPM class in our training and graduation, we publish testimonials, the development of the NGO over the years and commemorative materials.

CPM Donation Week

In order to expand the culture of donation, further diversify our fundraising methods and increase the visibility of the NGO among the general public, we created the CPM Donation Week campaign, where we invited people to invest in teaching a student for 1 year.



In a week of campaigning we achieved:

raised in one-off and monthly donations

additional revenue in 1 year with new monthly donations



CENTRAL MANAGEMENT AND GOVERNANCE

With the arrival of volunteer director Luiz Felipe Marcondes Moraes and volunteer analyst Katia Suguio, in 2022 we once more have a Human Resources department. The new department takes care of processes related to the hired staff and to the more than 1,300 volunteers who work annually at CPM.

The Governance Committee made several improvements within the scope of governance:

- Approval and dissemination of Cidadão Pró-Mundo's code of ethics and conduct;
- Deliberation on internal regulations of the Board of Directors and Fiscal Council;
- Inclusion of new members in the Associates group;
- Start of the review of CPM's Bylaws with technical support from Pinheiro Neto Advogados.





BTG Soma Educação acceleration program

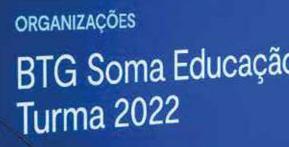
CPM was selected in a public notice to be one of the 10 social organizations participating in the BTG SOMA Educação acceleration program in 2022,

which aims to strengthen social organizations, aiming to develop better management and contributing to the financial sustainability of institutions, through a training and mentoring program for impact leaders.

The CPM team participated, over the course of 1 year, in more than 100 hours of training and mentoring, to improve their knowledge and implement an Institutional Development Plan (IDP) with actions to improve and structure management.

We managed to successfully complete the program and received the BTG Soma Certification Seal at the closing event at BTG Pactual.





btgpactual



SELO DE CONFIANÇA

TURMA 2022



We are happy with the achievements of three new certifications in 2022, which reinforce our commitment to transparency, good management and quality of teaching.

GOLD Preparation Centre by Cambridge Assessment English:

Due to the excellent approval rate of CPM Qualify students, we were recognized with the seal of excellence as a Preparatory Centre.

Phomenta Transparency and Management Certification:

We renewed our certification with Phomenta, an organization that certifies social organizations and promotes management education and innovation in the third sector.

CAF International Certification

We have also been internationally recognized by the Charities Aid Foundation as a validated social organization for receiving international donations.







TRANSPARENCY AND MANAGEMENT

CPM's operations are based on a matrix structure comprising of Central Administration and Teaching Units, as per the following organization charts.

Except the Executive Director, all other management positions are held by volunteers, both in the Associates group and in the Fiscal Council and the Board of Directors. To perform its strategic functions, CPM's leadership relies on the support of a hired staff, formed by specialists of extreme technical qualification in their respective areas of expertise. In 2022, this team consisted of 8 hired professionals: Operations Manager, pedagogical Manager, Communication analyst, operations and projects Analyst, IT Analyst, IT Support Analyst and IT Support Analyst. Administrative and Finance Assistant and Pedagogical Consultant.

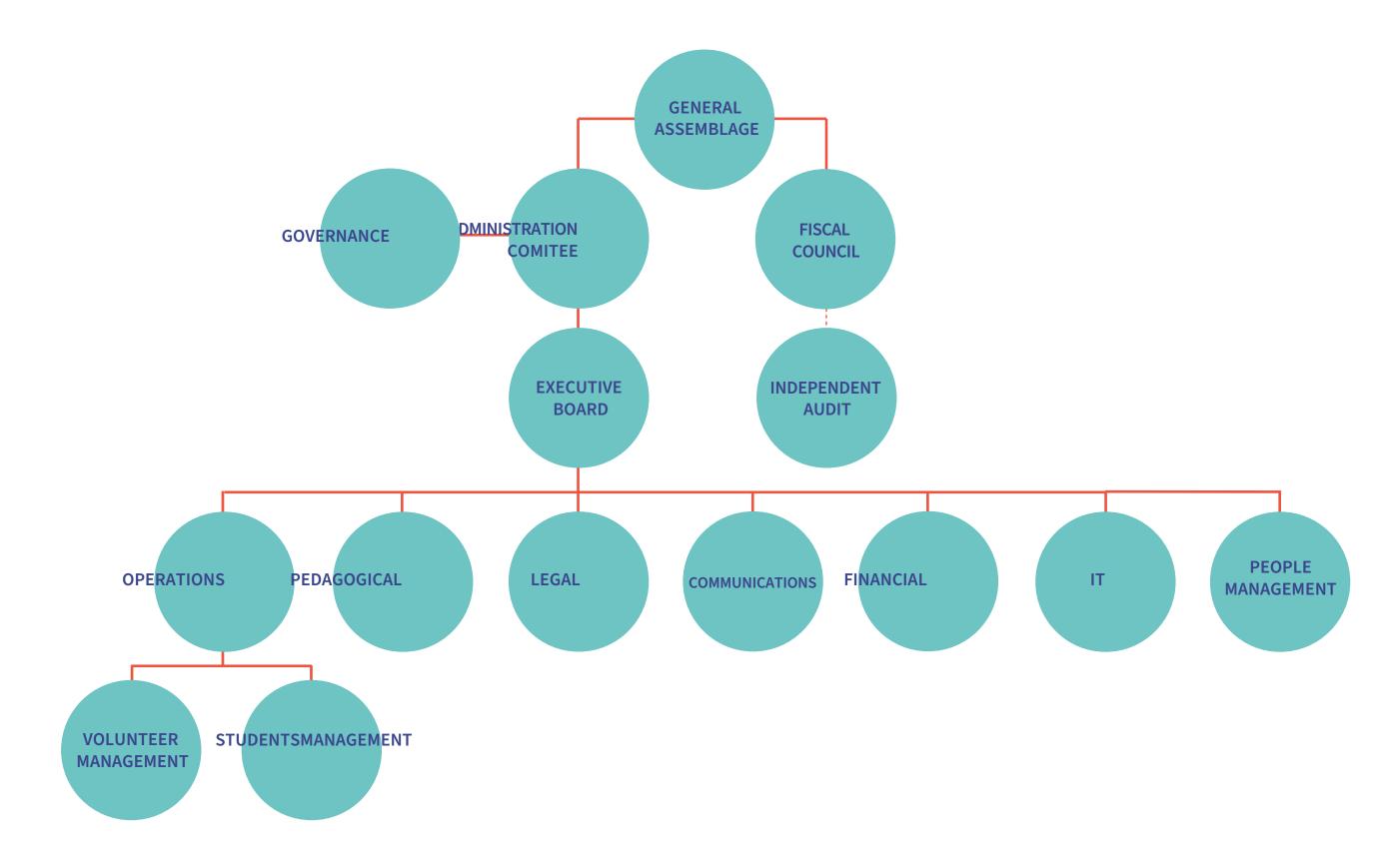
Note: this year, exceptionally, the 2022 Financial Statements and external audit report will be presented later and made available on our website by the end of the second half of 2023.



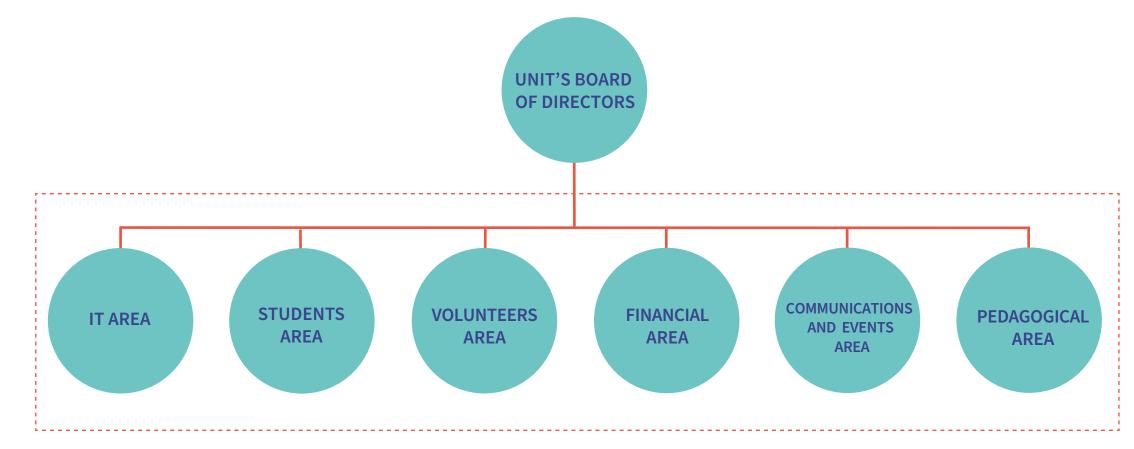




ration Organizational chart



Teaching Unit Organization Chart



ADMINISTRATIVE TEAM'S (TA) UNIT

PARTNERSHIPS

We hardly achieve significant results by working alone.

CPM has strategic partners who are essential to our mission of bringing free English education to public school students in Brazil.

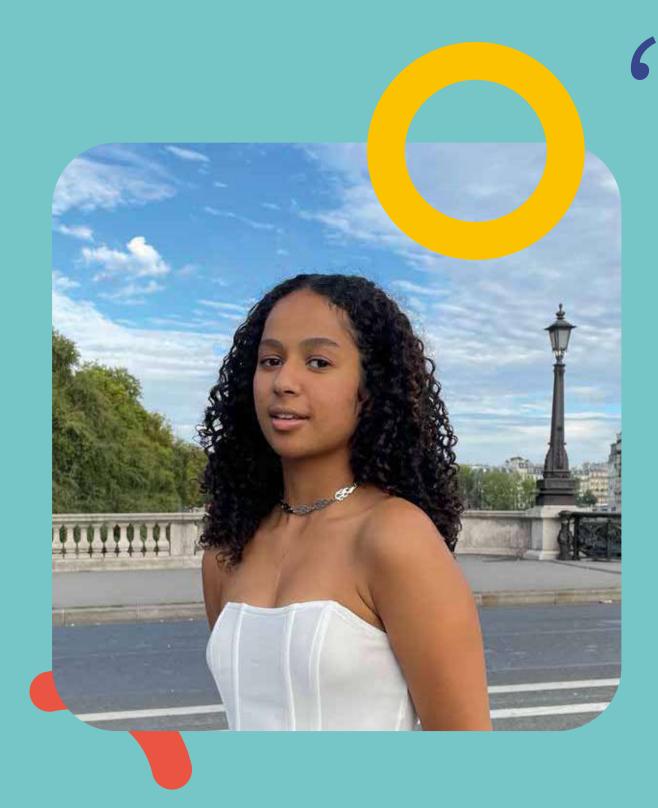
Our main partnership models are:

- Donation of products and services;
- Financial support to support our on going activities;
- Corporate volunteering.

All contributions are extremely important to ensure our courses take place and, above all, the quality and effectiveness of our impact.

We are immensely grateful for all the 2022 partners who contributed to this year's incredible results.





66 Here at Bayswater Foundation we were looking for a project in Brazil to partner with.

We found CPM through a Google search for new projects that offer free English classes to low-income young Brazilians, and we sealed the partnership because CPM is aligned with Bayswater's mission, vision and values. We also saw the opportunity to impact students who, probably without our funding, would not have access to English classes.

Bayswater Foundation is currently supporting, through financial incentives, 350 students from CPM Campinas and Diadema Teaching Units, so that these young adults can learn English. Our goal is to help CPM expand its impact to new students.

Our partnership with CPM has been very rewarding, both because it is the first project with support for more than 100 students, and because we already have two collaborators who visited the Teaching Unit: me, a project manager at Bayswater Foundation, and Débora, a sales manager for Brazil. We were able to learn more about CPM and feel up close the impact that the project has on the lives of these youngters.

Furthermore, I was able to share a little of my journey as a scholarship holder at one of the best schools in Switzerland with the students. We are really grateful to be able to help the students have more opportunities in their journeys and we hope to collaborate for many years!"

Louise Ferreira, Project Manager at Bayswater Foundation.





EQUIPE 2022

ADMINISTRATIVE COUNCIL

Célia Assis Emílio Munaro Isabela Damatto João Madureira Marcos Fernandes

FISCAL COUNCIL

Lucilene Prado Renata Theil Tereza Kaneta Ticiane Shiki *(suplente)*

ASSOCIATES

Arthur Dassan Camila Colnago Cristiane Martins Eduarda Azevedo Emilio Munaro Isabela Damatto Karine Ribeiro Kayque Ivamberto Letícia Santos Vaz Lilian Assis Lúcia Barros Luciene Nascimento Ludmilla Fregonesi Marcos Fernandes Marlon Sousa Mateus Dias Pollyanna Marra Renata Kawabe Sarah Morais Tawany Santos Tereza Kaneta Ticiane Shiki Victor Leite

SPONSOR ASSOCIATES

Marcelo Yamano Lívia Martini Samira Miguel

EXECUTIVE DIRECTOR

Ludmilla Fregonesi (paid position)

DEPARTMENT DIRECTORS

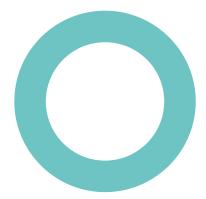
Communications: Camila Colnago (voluntary position) **Legal:** Karine Ribeiro (voluntary position) **Financial:** Marcelo Yamano (voluntary position) **HR:** Luiz Felipe Moraes (voluntary position)

HIRED STAFF

Operations and Project Manager: Thais Sicchieri Pedagogical Leader: Susan Banman Sileci Pedagogical Advisor: Cristina Norões IT Analyst: Jessé Moreira IT Support Analyst: Cássio Perpétuo Operations and projects Analyst: Marcelo Beiriz Communications Analyst: Gabrielly Moretti Administrative and Finance Assistant: Lucas Barbosa de Sousa

EQUIPE VOLUNTÁRIA

Fundraising: Maíra Teodoro **Communications Assistant:** Ana Carolina Vaz **People management assistant:** Katia Suguio





TEACHING UNITS DIRECTORS (voluntary positions)

Botafogo: João Léste / Ruan Campos Brás: Caroline Chameh / Juliane Rubio **Campinas:** Ildebrando Junior / Maria Aparecida / Priscila Gorgulho **Capão Redondo:** Caroline Cintra / Debora Amaral / Rosangela Santos de Jesus Curso para Certificação CPM (Qualify): Beatriz Arbex / Carolina Monterisi Diadema: Luanda Medeiros / Ricardo Nagato João XXIII / Butantã : Bruna Santos / Filipe Sorte / Pedro Santos Monte Azul: Guilherme Barros / Kayque Santos / Letícia Vaz / Mateus Dias Real Parque: Dalmo Naville Tatuapé Citi+Esperança: James Ferreira / Myrna Biondo / Tereza Menezes Unidade Virtual: Juliana Saliba / Lilian Aceiro / Tereza Menezes / Ester Martins / Amanda Vestri







Be The Change

www.cidadaopromundo.org @cidadaopromundo



