



2023 Activity Report



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2023 CPM's
Staff



HIGHLIGHTS | 2023

2.387

Students

1.739

Volunteers

18

Partners

196

people completed CPM's five-year course.

85%

approval rate in the Cambridge International Certification.

91%

of the students acknowledge that the CPM course enabled them to get a job, a promotion, or scholarships.

92%

of the students acknowledge that the CPM course enabled them to have an international experience, such as exchange programs, travel, or projects.



Message from the Board of Directors

“2023 highlights the power of Cidadão Pró-Mundo! This year, we successfully returned to in-person activities post-pandemic, maintaining our focus on teaching excellence and building a solid structure prepared for the future.

With great joy, we celebrated the return of in-person activities and the continuation of two virtual Units, democratizing learning for 2,400 young people with a high-quality English course. Based on 25 years of consistent results, the unique knowledge of our team, and the lessons learned from the pandemic, we invested resources to prepare Cidadão Pró-Mundo for a promising future. We implemented tools such as an ERP for financial management to optimize the organization's resources, a CRM to strengthen communication and raise more funds, and optimized volunteer recruitment and governance processes to ensure efficiency, transparency, ethics, and responsibility in all our actions. We continue to improve our pedagogical content and learning platforms to ensure even more effective and innovative English teaching.

The consistent results, solid structure, and external recognitions achieved by CPM strengthen our reputation and drive our growth with partners and volunteers who believe in our mission. Cidadão Pró-Mundo is committed to building a brighter future. Through quality English teaching, we open doors to career opportunities, personal development, and intercultural experiences. We thank everyone who supports us and believes in our work.

Together, we will build a better future for many young people in Brazil!”

Isabela Damatto, Presidente do Conselho de Administração da Cidadão Pró-Mundo

Message from the Executive Board

“*Empowering dreams beyond language barriers!*”

The year of 2023 arrived, and the number of Brazilians who speak English has not increased.

According to the EF English Proficiency Index, an annual survey conducted in 113 countries, Brazil has dropped to 70th place, with a proficiency level considered low in the English language. Most of our neighbors in Latin America are in better positions; we are in 15th place among the 20 countries in the region that were evaluated.

The numbers could discourage us, but the challenge only reinforces the importance of our role in transforming this reality. In 2023, more than 2,300 students learned from our over 1,700 volunteers.

And even though many still do not have proficiency in English, a more important goal has already been achieved: almost 100% of them stated that they are capable of learning English in the CPM course. This level of self-confidence is part of the essence of our impact.

By studying with us, thousands of students start pursuing their dreams, whether it is getting a job, increasing their income, accessing higher education, traveling abroad, or having contact with new people, cultures, and worldviews.

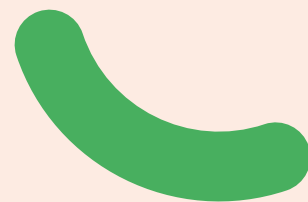
Making a difference in each of their lives is the reason behind our existence, and we will continue to work to support them on their journeys!”

Ludmilla Fregonesi, Diretora Executiva da Cidadão Pró-Mundo



OUR CAUSE

In Brazil,
knowledge
in English is a
social marker.



5%



of the Brazilian population speaks English.

Source: Education First EPI 2022

English at Enem

is an obstacle between public
school and college students

Source: Folha de São Paulo

People who master the language
can earn more than

twice

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

Source: Folha de São Paulo

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.



HISTORY

Cidadão Pró-Mundo's Foundation



6 new Teaching
Units created

1st
professional
hired

1.5k students
milestone

1997 1999 2006 a 2012 2013 2014 a 2016 2017

1st Teaching
Unit created

Partnership Cambridge
University Press

1st Strategic Plan

4 new
Teaching
Units created

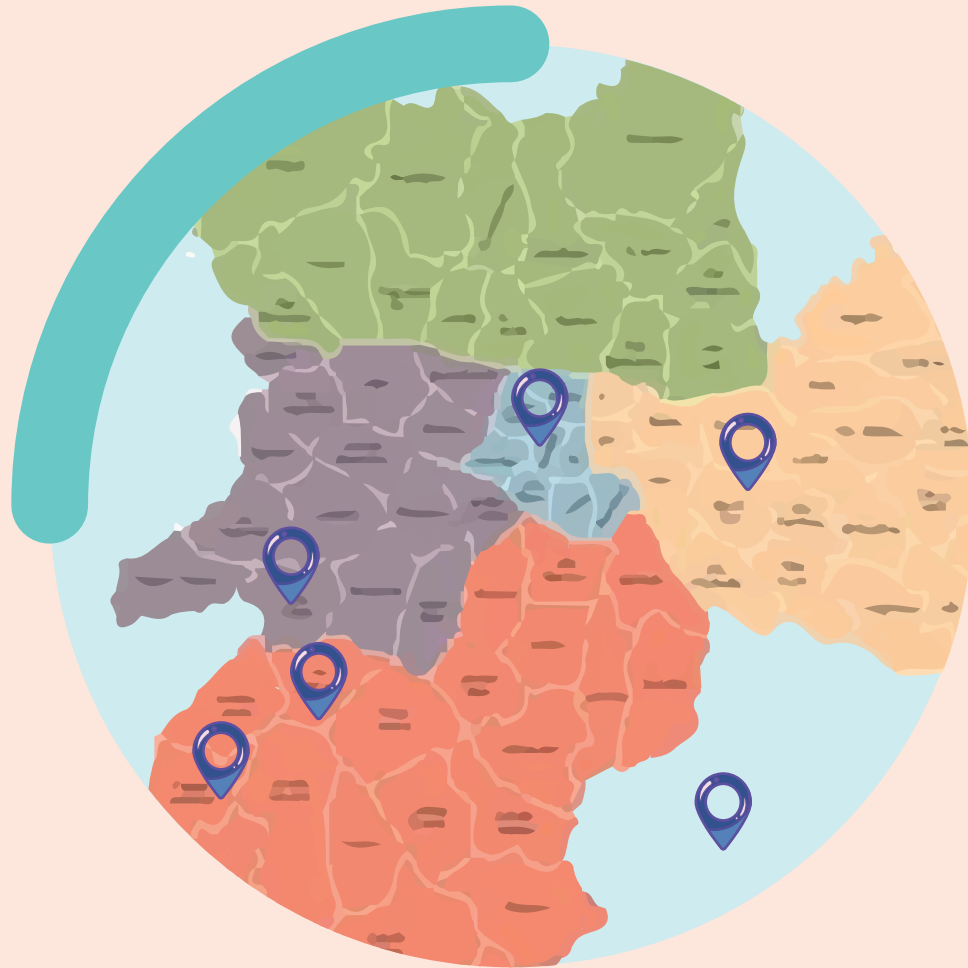
CPM Qualify
20 years of CPM
New Brand



HISTORY



OPERATION | IN-PERSON UNITS



Greater São Paulo

*(Brás, Capão Redondo, Diadema,
Monte Azul, Vila Sônia and Tatuapé)*



Campinas



Rio de Janeiro

LOCATION | STUDENTS AND VOLUNTEERS



Volunteers



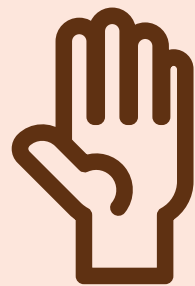
Students

STUDENTS

Every semester, we open new spots for the English course and select students, primarily aged 11 to 25, from public elementary and high schools or those who received full scholarships in private schools during those years. Currently, the selection process is conducted online, and interested individuals must apply through the Cidadão Pró-Mundo website, in addition to being available to study on weekends at the chosen Teaching Unit.



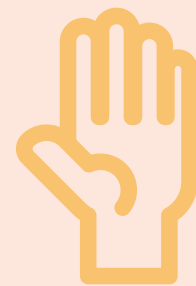
STUDENTS



57%
black



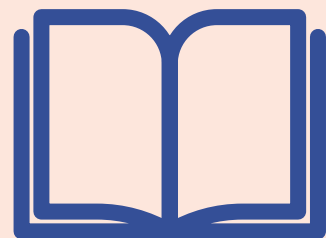
41%
white



2%
asian



88%
have a family income
between 1 to 4 minimum wages



94%
study in public schools
or private schools with
scholarships

38% **36%**
in high school in higher education



64%



31%



5%*

* Trans women and men, gender-fluid
or gender-neutral individuals, non-binary,
and others.



“College sparked my interest in English, but the courses were expensive. I tried studying on my own, but I lacked direction.”

That’s when I found CPM on social media. I enrolled and, despite the challenges—pandemic, sleepless nights, and the loss of a loved one—I persisted and graduated. Three months later, amidst a financial crisis, a company looking for someone with knowledge in Digital Marketing and English called me. I passed the tests and, for the past year and three months, I’ve been working at a global organization that owns Instagram and WhatsApp as a Marketing Specialist.

During this time, proficiency in the language has been fundamental to my success in this challenge, as tests, notices, and training at the company are in English. Additionally, I was recently promoted to handle major accounts, including foreign and native English-speaking clients. One of them, a sponsor of an NBA team, always praised my English during our phone conversations.

My journey is an example of the transformative impact of CPM. Through learning English, I found opportunities, overcame challenges, and achieved professional success. I am proof that persisting in dreams is worthwhile. CPM changed my life.

My eternal gratitude to the volunteachers and supporters!”

Milena, former student and currently an employee at Meta.

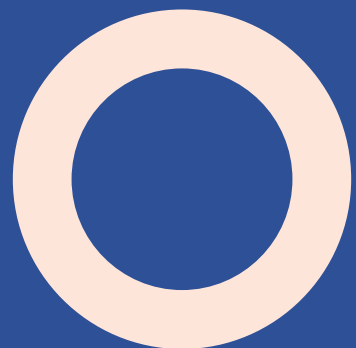
VOLUNTEER TEAM



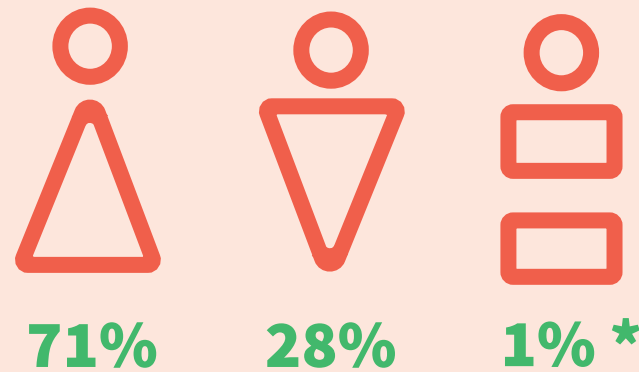
The people who volunteer at Cidadão Pró-Mundo are trained through regular training sessions and use specific tools to ensure the quality of the services we offer and the execution of the NGO's activities.

To work as a volunteacher (teaching English), it is necessary to speak the language and be available to participate in approximately 6 classes per semester, with preparation of pre- and post-class materials, without the need for prior teaching experience.

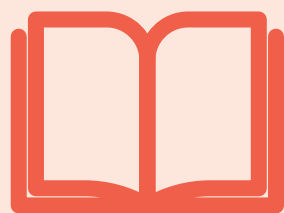
The Teaching Units also have administrative roles related to management, finance, communication, etc. These positions are for those who do not speak the language or do not feel comfortable teaching.



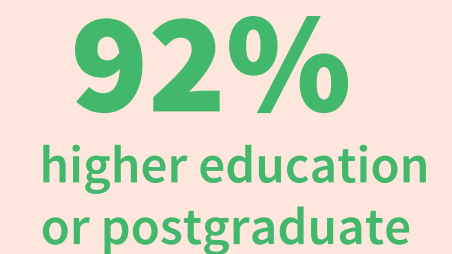
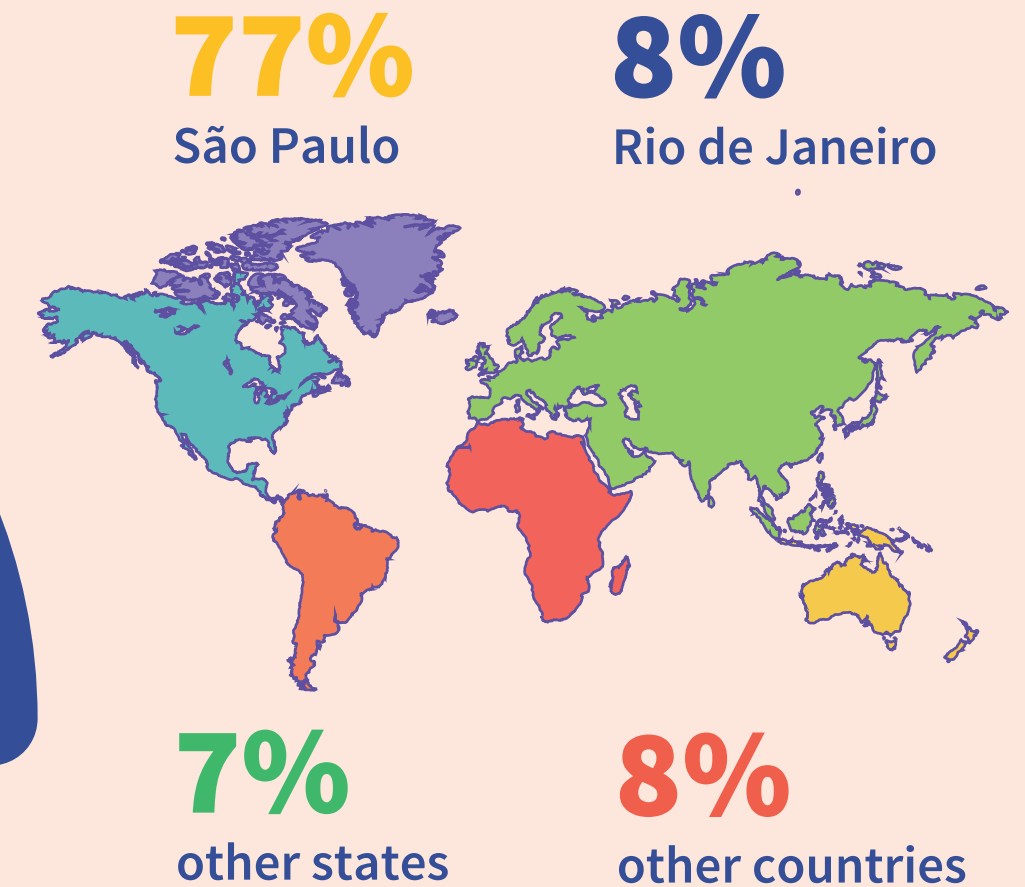
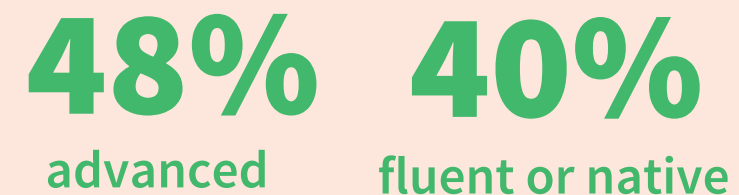
Volunteer Team



* Trans women and men, gender-fluid or gender-neutral individuals, non-binary, and others.



English proficiency



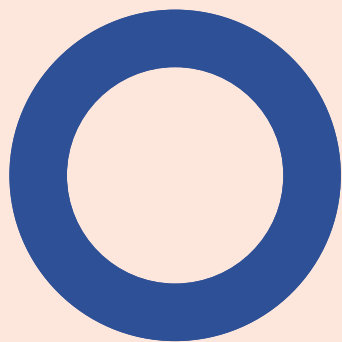

WHAT WE DO



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

Classes take place once a 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 interested in further developing their English skills, it is possible to join CPM Qualify, a preparatory course for the Cambridge international certification exam aimed at students who complete the regular course.



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



IN-PERSON CLASSES

3 hours of free weekly lessons

ONLINE CLASSES

2 hours of free weekly lessons

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

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



2 hours and a half
of weekly lessons

2023
Results

85%
APPROVAL RATE

B1 Preliminary Exam
intermediate level

B2 First Exam
upper intermediate level

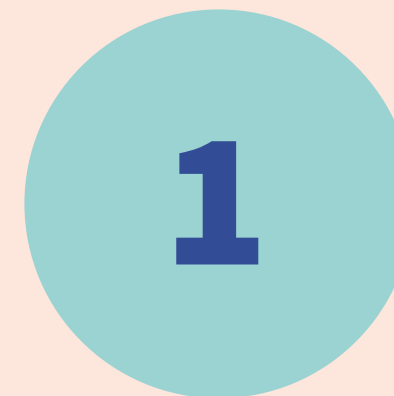
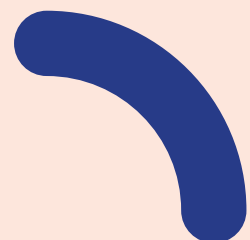


Innovative methodology

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 2
TEACHER C+D



WKD 3
TEACHER E+F



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.

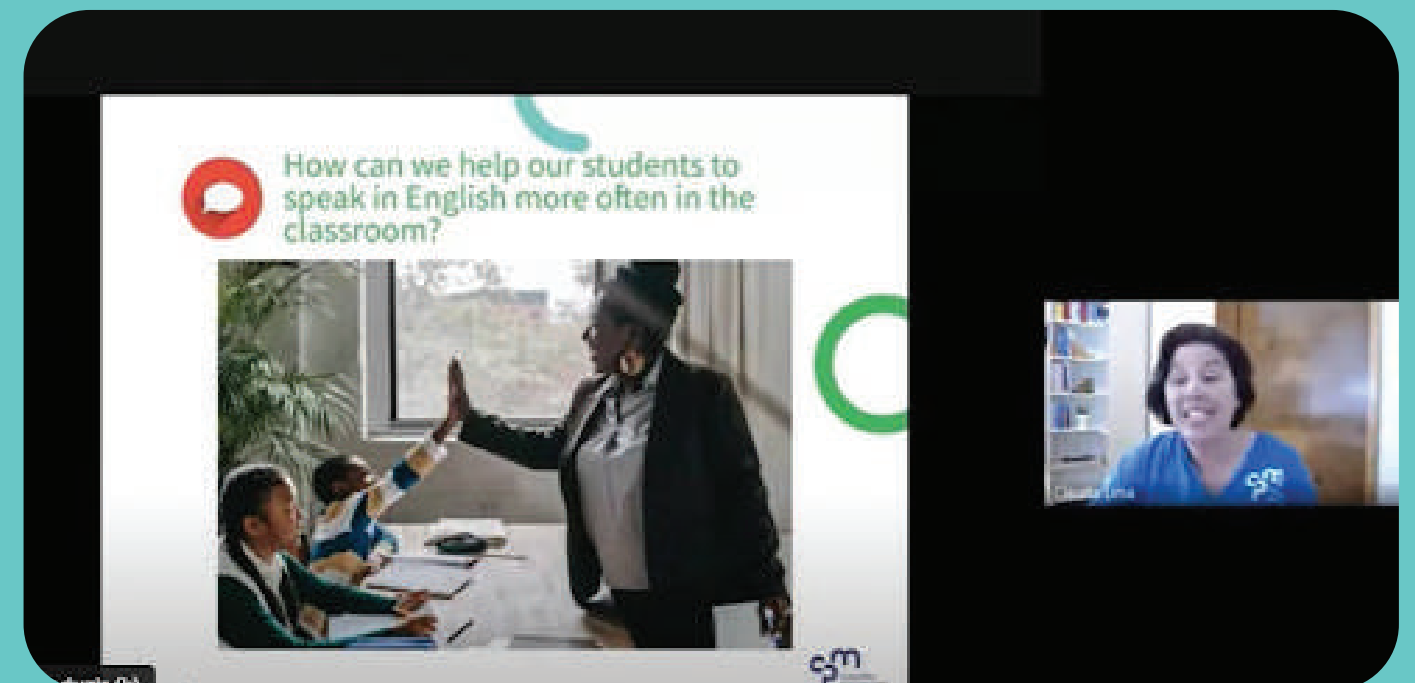


Volunteer Training

We offer our volunteer team everything they might need in terms of tools for organizing and managing classes. Additionally, we provide various training sessions and content to help our volunteers further improve.

At the beginning of each semester, we hold a major integration and training event involving the entire CPM volunteer team. It's a whole morning where, besides training for newcomers, we have lectures and guests who bring relevant content for our teams. The event has semiannual participation of more than 1,000 volunteers.

We also have a library with over 3 hours of video content for team training, as well as guides, manuals, and a section with answers to frequently asked questions, updated semiannually.



2023 INDICATORS

CPM's course in numbers

2.387

enrolled
students

9%

students
withdrew

5%

students dropped out
of the course

111

hours dedicated
to studying the
English language



CPM's course in numbers

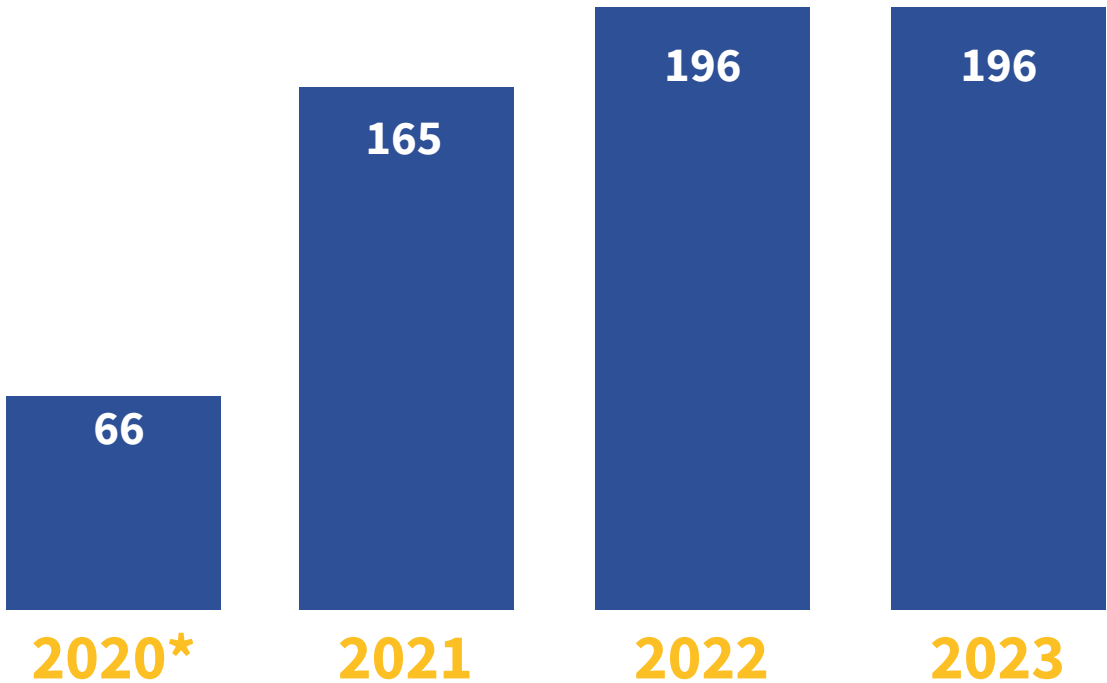
86% of students approved

196 people graduated from CPM in 2023

Impact

99% of students completely or partially agree that they are capable of learning English in the CPM course.

93% of students fully or partially recognize that the CPM course will or has enabled them to get a job, promotion, scholarship, or exchange opportunity.



Growth - People Graduated

94%

NPS in 2023

The Net Promoter Score evaluates the degree of public loyalty.

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

CPM (Qualify) Certification Course in Numbers | *per semester*

At the start of the semester

120 students attended the Qualify course

During the semester

85 hours dedicated to studying the English language

At the end of the semester

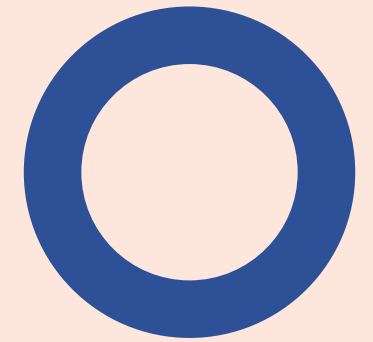
85% of students were certified by Cambridge

Impact

94% of students recognize that the Qualify course enabled or will enable them to get a job, promotion, scholarship, or exchange opportunity.



Volunteering at CPM in Numbers | *per semester*



At the start of the semester

658

new people
registered

344

new people
selected

79%

volunteer
retention

During the semeste

16

hours dedicated
to training

46

hours dedicated to
volunteer work

Impact

91%

NPS* in 2023

99%

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

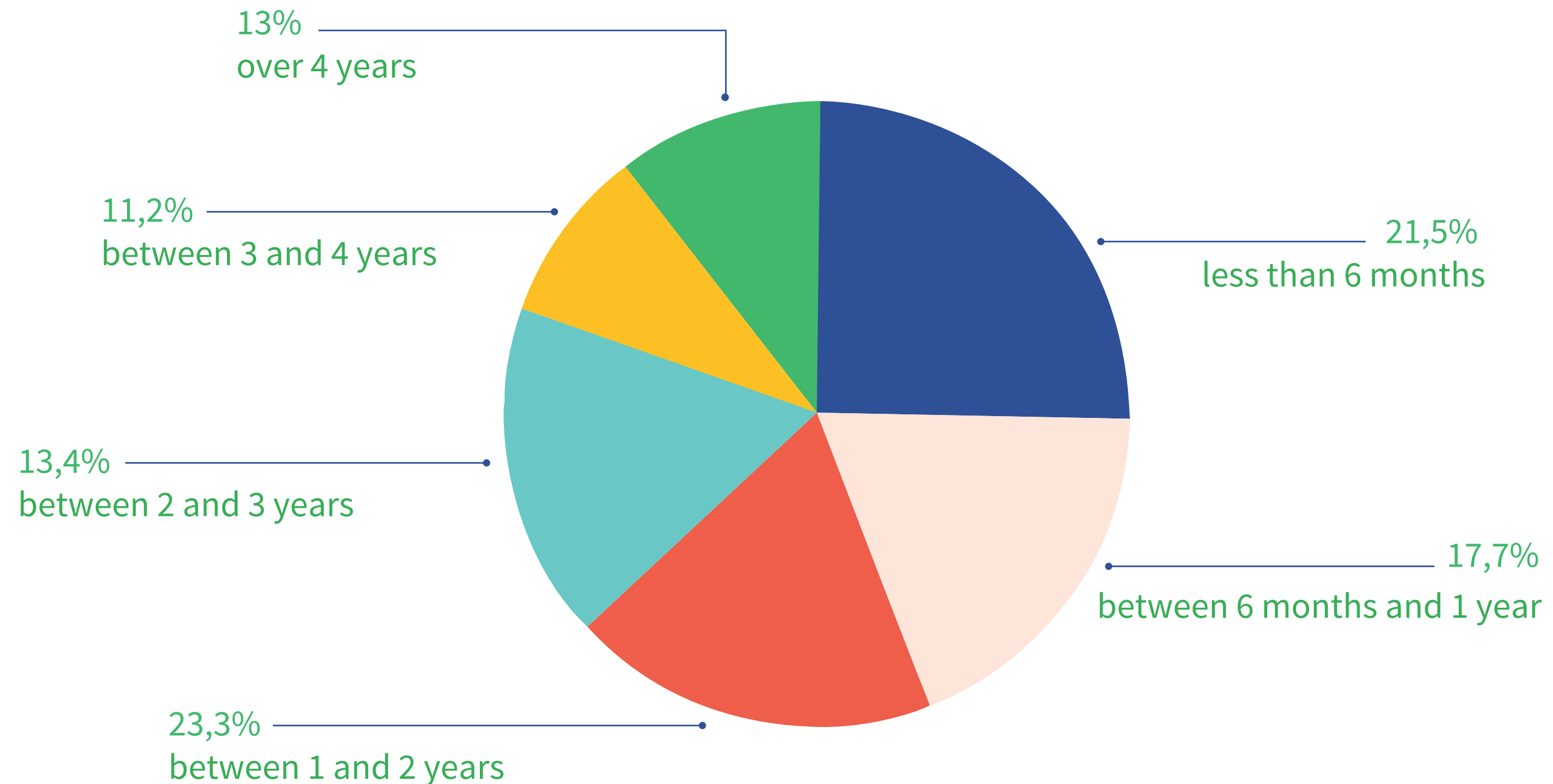


*The Net Promoter Score evaluates
the degree of public loyalty.

Volunteering at CPM in Numbers | *length of service at CPM*



78% of volunteers stay at CPM for more than 6 months.



SOLID STRUCTURE FOR THE FUTURE



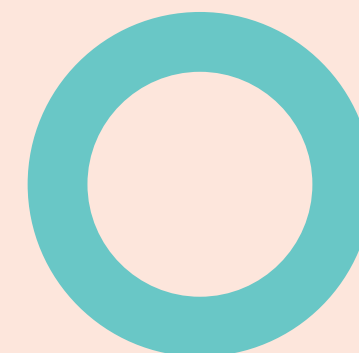
In 2023, Cidadão Pró-Mundo solidified a professionalization journey that had begun few years earlier.

In the pedagogical area, we worked on the action plan developed for 2023, focusing on our preparatory course for the Cambridge exams, the CPM Qualify. The Working Group structured for the plan achieved the following results:

- Consolidation of **CPM Qualify's policies** to formalize criteria and rules for students and the volunteer team;
- **Restructuring of the preparatory course's** pedagogical path for better use of the hours, including changing the book used in the course;
- Improvements in the selection of **teachers and the training of the volunteer team.**

Other projects carried out in 2023 included:

- Implementation of an **Enterprise Resource Planning (ERP)** tool to improve CPM's financial management;
- Use of a **Customer Relationship Management (CRM) tool** to strengthen communication, optimize processes, and ensure more efficient fundraising;
- **Enhancement of the volunteer selection process** to ensure a better fit between candidates and the organization, thereby increasing retention.



NEW TEACHING UNIT IN SÃO PAULO

In the second semester of 2023, we launched a new CPM Teaching Unit in the Vila Sônia neighborhood in São Paulo, thanks to a partnership with Instituto Ana Rosa.

At the Vila Sônia - Instituto Ana Rosa Unit, we offer classes in 2 shifts (morning and afternoon), with a total of 19 classes, serving 207 enrolled students in 2023. Additionally, we recruited and trained 151 volunteers, including volunteachers and administrative staff, to manage the activities.

As part of the partnership, the beneficiaries of Instituto Ana Rosa, as well as the organization's employees, have priority in the selection of new students for Cidadão Pró-Mundo English classes.



FINAL DELIVERY CPM CONNECT

Between 2021 and 2022, Cidadão Pró-Mundo promoted CPM Connect, a project aimed at providing equipment for our students who, due to the impacts of the pandemic, continued with online classes but lacked the proper infrastructure to follow remotely.

We made a new call in 2023 to identify the most vulnerable and eligible students to receive computers, laptops, or tablets as donations. Devices were delivered to 51 students.

In total, the **project benefited 534 students** with equipment to access CPM classes, as well as other content of interest and study.



MENTORING FOR STUDENTS

Partnership with Instituto Reciclar

In 2023, we continued to actively improve the Mentoring Program for our students. This initiative was carried out in partnership with Instituto Reciclar, which has over 20 years of experience working with social projects aimed at youth employability. This way, young people could gain self-awareness and take their first steps in their professional careers.

Partnership Model:

- A cycle of 6 mentoring sessions for CPM students conducted by volunteer mentors using the methodology and platform of Instituto Reciclar.

Volunteering:

- Open to professionals, CPM volunteers or not;
- Weekly follow-ups and mentoring session reports;
- Final reports and results survey.

Results:

94 volunteer mentors

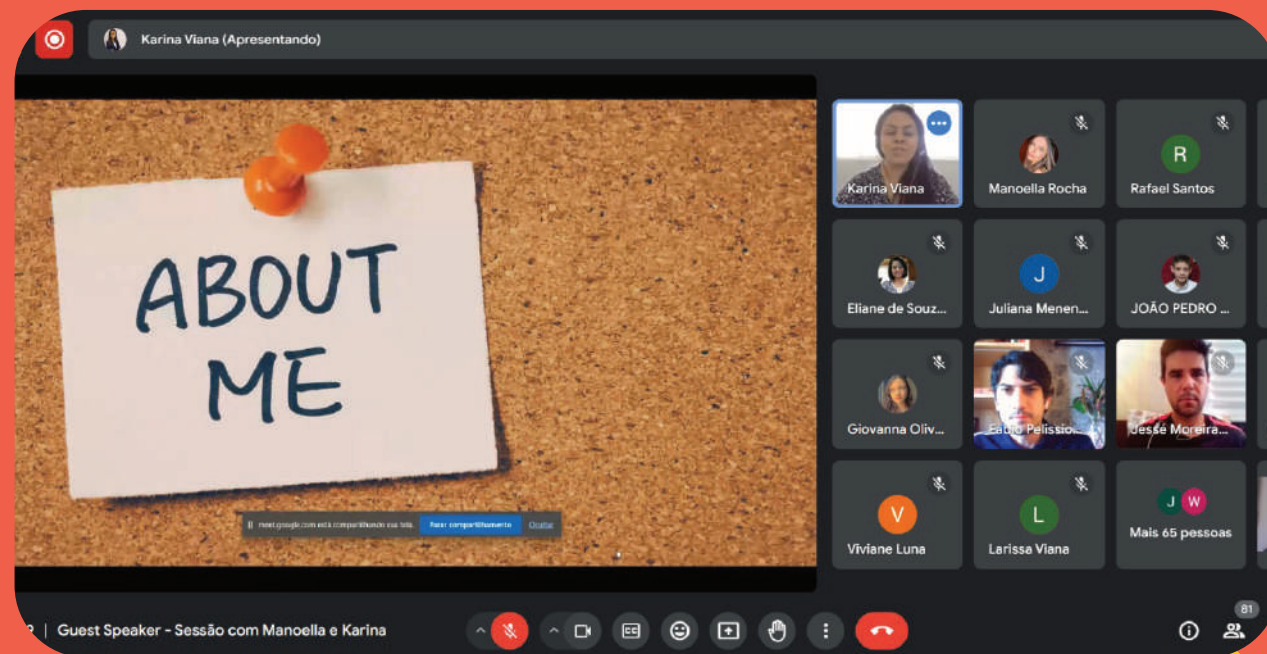
~560 hours of volunteer work

69% retention rate during the 6-month program

EVENTS FOR STUDENTS

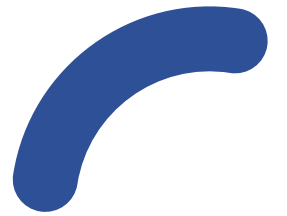
Constantly seeking to offer students opportunities that go beyond learning English,

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



- **Guest Speaker:** With 2 events per semester, this program facilitates interaction between students and people from CPM's partner companies around the world. The goal is for students to develop their English communication skills and exchange experiences and learnings about career, life, exchange programs, cultural trips, among others.
- **Babson Youth Entrepreneurship Program:** In partnership with Instituto Bold, Babson College offered Cidadão Pró-Mundo students the opportunity to participate in the Babson Youth Entrepreneurship Program (BYEP), a program where Babson College students teach the methodology of Entrepreneurial Thought and Action. There were eight one-hour classes held between September and November, where young participants and Babson College students exchanged experiences about their culture and life, promoting a space for personal and professional development.

COMMUNICATION



Communication is one of our main pillars. With above-average organic results, our digital channels are currently one of the primary means for attracting partnerships, donations, and volunteers. Therefore, in 2023, we worked to improve our communication strategies with our audiences and further enhanced our new website, especially highlighting the implementation of a dedicated donations page.

21k

Instagram
followers

16k

Facebook
followers

13k

LinkedIn
followers

2k more than
in 2022

2k more than
in 2022

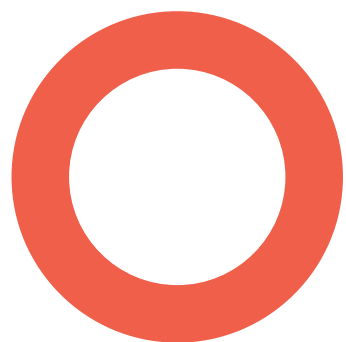
2k more than
in 2022

+290k

accounts reached

+250k

total impressions





Campaigns | *Donations from Individuals*

In 2023, we continued with the plan to increase individual donations, diversifying the ways and channels for raising financial resources. This year, 80 thousand reais were raised through both one-time and monthly donations from various channels, with the following highlights:

232
donations

5k raised in one-time donations during the period

6% of the total revenue collected from individuals in 2023

Shopee Donations Campaign

Partners with CPM since 2022, Shopee selected a group of organizations to support with fundraising. With a dedicated page for the initiative, Shopee provides its system and visibility to help us collect donations through always-on campaigns.

Be The Change Campaign

Seeking to expand the culture of donation, further diversify our fundraising methods, and increase the visibility of the NGO among the general public, we conducted the Be The Change campaign. In this campaign, we invited people to invest in the education of a student for 1 year. **In three weeks of the campaign, we achieved:**

41
new donors

3k raised in monthly donations during the period

32k additional revenue in 1 year from new monthly donations



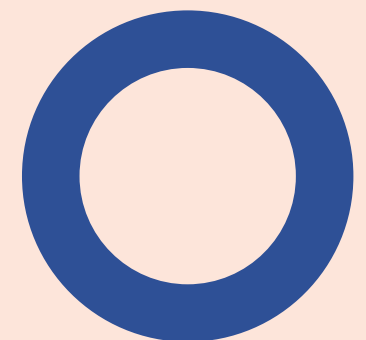
CENTRAL MANAGEMENT AND GOVERNANCE

Central Administration Team



In 2023, the central management team at CPM expanded with the arrival of Bruno Justino, Partnerships and Fundraising Analyst, Lilian Aceiro, Operations Assistant, and Heitor Oliveira, IT Analyst.

There were also changes in the volunteer board of the Central Administration of CPM: Camila Colnago left the position of Communication Director and became Institutional Director. With the change, the communication area was renamed Communication and Marketing and welcomed Cristiane Naco Sassatani as the volunteer Director.





CENTRAL MANAGEMENT AND GOVERNANCE

Boards

According to our statute, every two years, elections are held for new administrative and fiscal board members, chosen by the group of 23 NGO associates. In 2023, Mônica Weinstein and Beatriz Arbex joined the Administrative Council. In the Fiscal Council, Paula Raya and Gaspar Carreira Junior were elected, in addition to the re-election of Tereza Kaneta for another term.

Committees

Governance and Ethics Committee - main actions:

- Review and approval of the CPM Statute (in partnership with the law firm Pinheiro Neto);
- Election guide for new council members and conducting elections;
- Review of the internal regulations of the councils and associates;
- Support in the creation of internal regulations for the statutory board and fundraising and pedagogical committees.



Certifications Obtained

In 2023, CPM actively participated in events and awards. All of this with the aim of developing our people, creating networking opportunities, learning more about the activities of other organizations, and raising funds.



Doar Certificate:

We achieved the A+ Level of the Doar Certificate, a certification from the Instituto Doar aimed at legitimizing the professionalism of NGOs in Brazil. The very high score, within the performance criteria related to strategy, governance, finance, management, and accountability, reflects the work of everyone who is part of CPM.

Youth Employability Brazil:

We were honored by CIEE during the "Youth Employability Brazil" event, held to discuss the topic of productive inclusion of young people in the country. This award recognizes our contribution to generating opportunities both in the social and professional spheres.




TRANSPARENCY AND MANAGEMENT



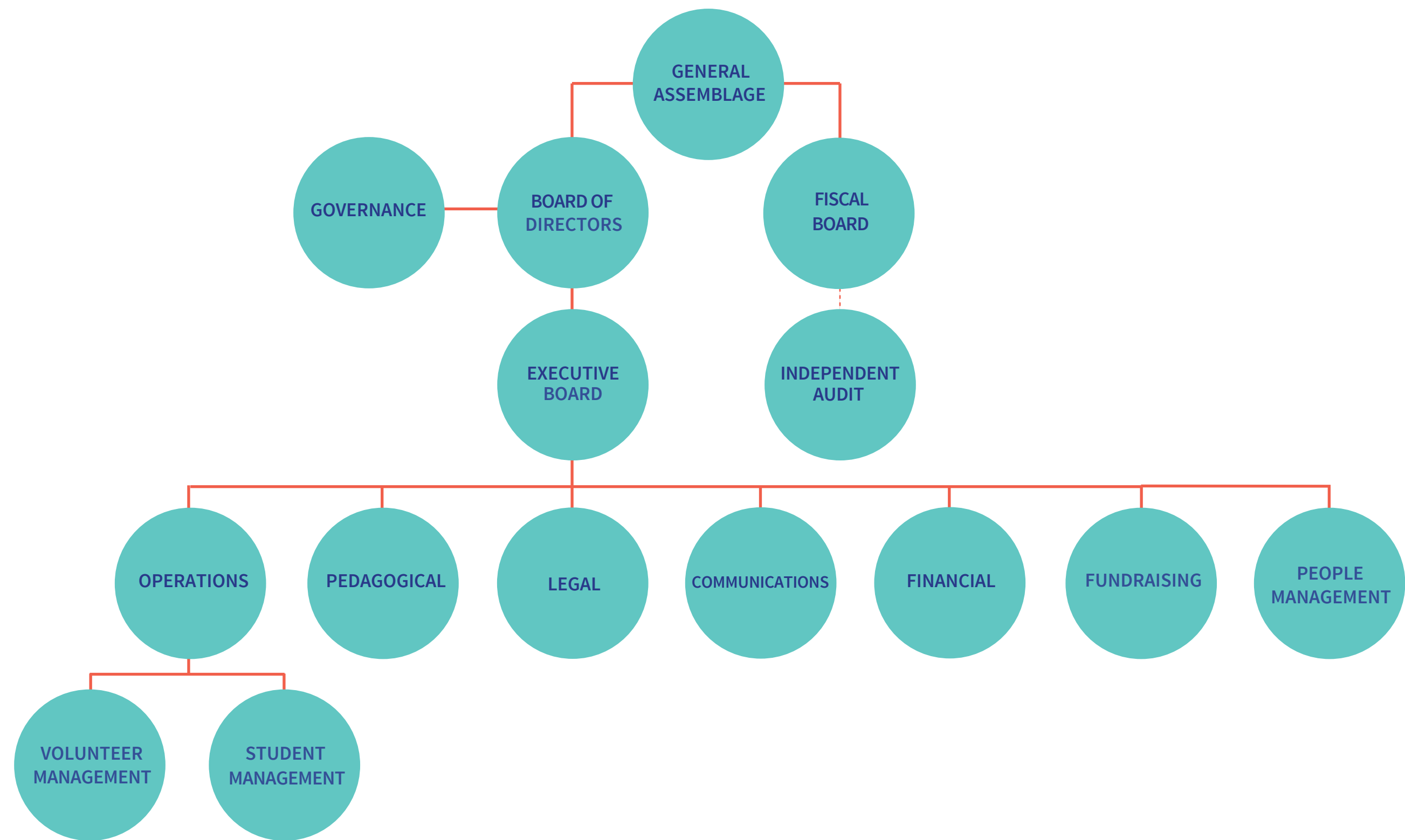
CPM operates based on a **matrix structure** of Central Administration and Teaching Units, as can be seen in the following organizational charts.

Except for the Executive Director position, all other management positions at the NGO are occupied by people who work voluntarily, both in the group of Associates and in the Administrative and Fiscal Councils and the Board of Directors. To carry out its strategic functions, the leadership of Cidadão Pró-Mundo is supported by a hired team of highly qualified specialists in their respective areas of expertise. In 2023, this team consisted of 10 paid professionals: Operations Manager, Pedagogical Manager, Communication Analyst, Operations and Projects Analyst, IT Analyst, IT Support Analyst, Partnerships and Fundraising Analyst, Operations and Projects Assistant, and Pedagogical Consultant.



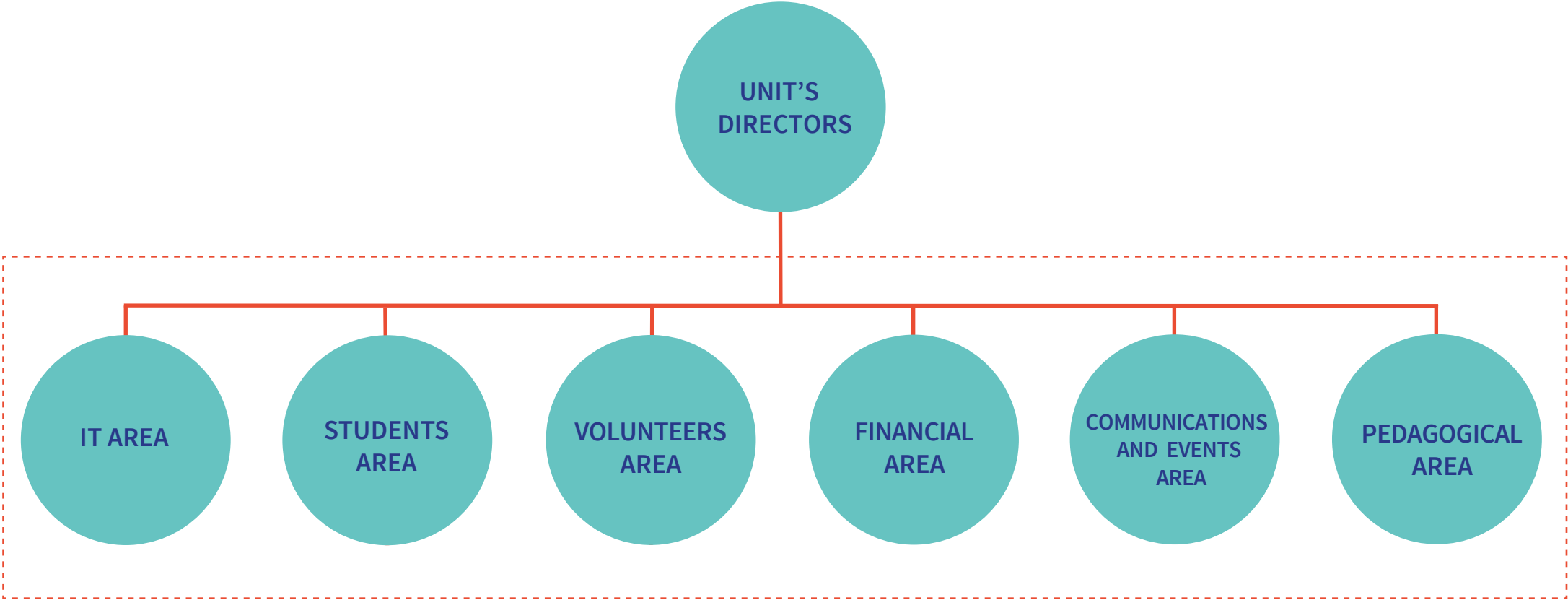
Note: This year, the financial statements and external audit report for 2023 will be presented later and made available on our website by the end of the second half of 2024.

Organizational Chart of Central Administration

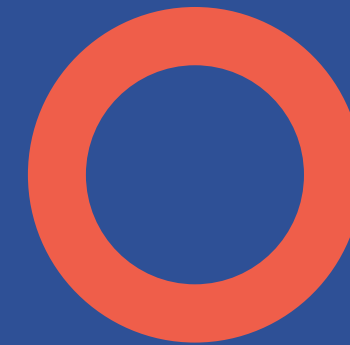


Organizational Chart of CPM Teaching Unit

ADMINISTRATIVE TEAM'S
(TA) UNIT



PARTNERSHIPS



Achieving significant results is rarely possible when working alone.

CPM relies on strategic partners who are essential to our mission of providing free English education to public school students in Brazil.

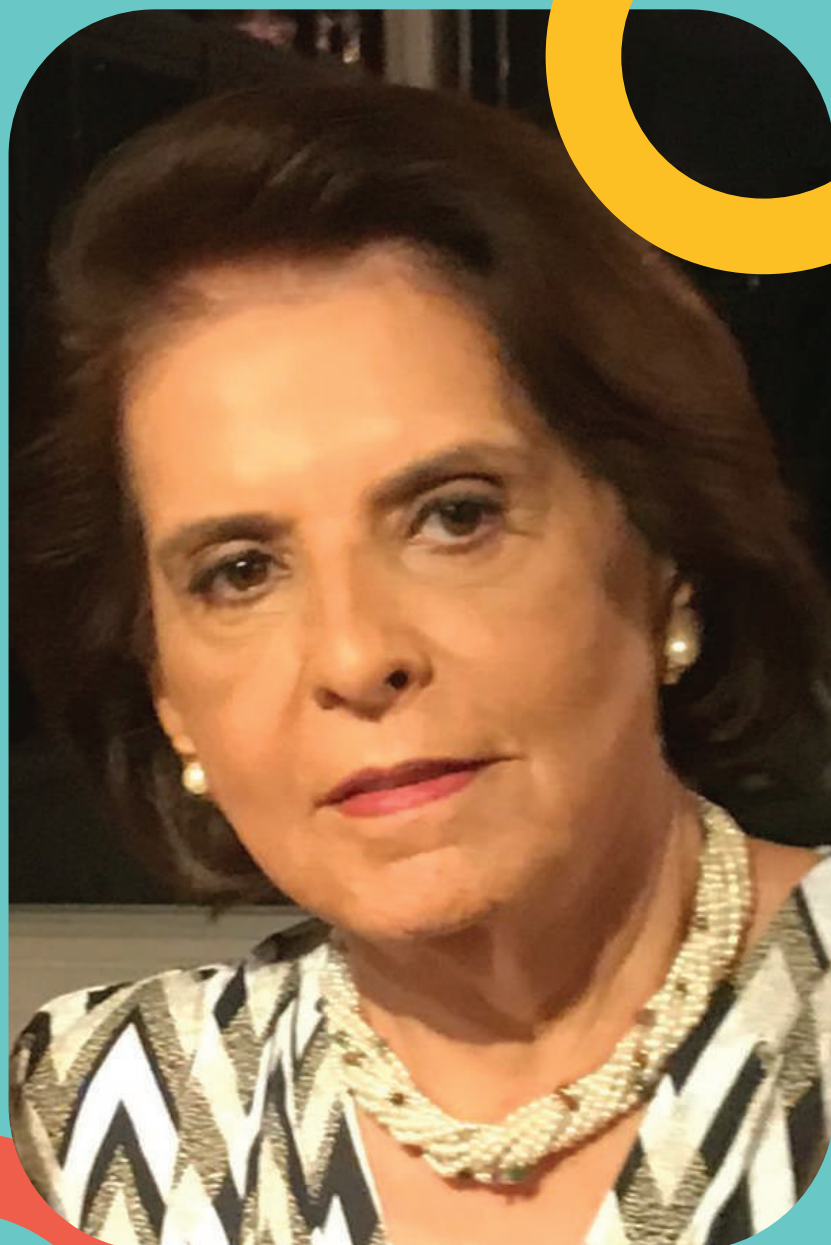
Our main partnership models include:

- **Donation of products and services;**
- **Financial support for maintaining activities;**
- **Corporate volunteering.**

All contributions are extremely important to ensure the execution of our courses and, most importantly, the quality and effectiveness of our impact.

We are immensely grateful to all the partners of 2023 who contributed to the incredible results of this year.





“As an organization that has been transforming the lives of children and young people for 150 years,

Instituto Ana Rosa believes that education is the main tool to truly empower the next generation of talents.

Therefore, we are grateful for the generous support that CPM and its wonderful team of volunteers offer to the young people of Instituto Ana Rosa through English courses. It is inspiring to see the positive impact that learning the language has on their lives.

Thank you for making a difference!”

Maria Lúcia Meirelles Reis, President of Instituto Ana Rosa.

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Emílio Munaro
Marcos Fernandes
Beatriz Arbex
Mônica Weinstein

FISCAL BOARD

Tereza Kaneta
Gaspar Carreira Jr.
Paula Raya
Giovana Franco (*alternate*)

ASSOCIATES

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| Cristiane Martins | Mateus Dias |
| Eduarda Azevedo | Mateus Dias |
| Emilio Munaro | Pollyanna Marra |
| Isabela Damatto | Priscila Gorgulho |
| Jonilton Santos | Renata Kawabe |
| Karine Ribeiro | Ruan Campos |
| Kayque Ivamberto | Sarah Morais |
| Letícia Santos Vaz | Tereza Kaneta |
| Lúcia Barros | Ticiane Shiki |
| Ludmilla Fregonesi | Victor Leite |

STATUTORY BOARD

Diretora Executiva: Ludmilla Fregonesi (*posição remunerada*)
Diretora Institucional: Camila Colnago (*posição voluntária*)
Diretor Financeiro: Marcelo Yamano (*posição voluntária*)

DEPARTMENT 'S DIRECTOR

Communication and Marketing: Cristiane Sassatani (*volunteer position*)
Legal: Karine Ribeiro (*volunteer position*)
People Management: Luiz Felipe Moraes (*volunteer position*)

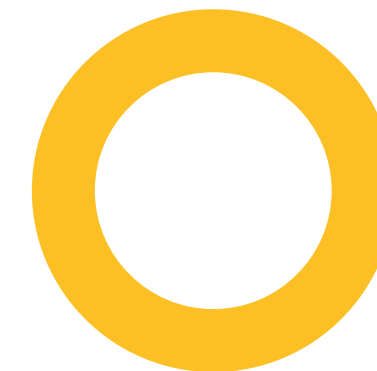
HIRED STAFF

Operations and Projects Manager: Thais Sicchieri
Pedagogical Manager: Susan Banman Sileci
Pedagogical Consultant: Cristina Norões
IT Analyst: Jessé Moreira
IT Support Analyst: Cássio Perpétuo e Heitor Oliveira
Operations and Projects Analyst: Marcelo Beiriz
Communication and Marketing Analyst: Gabrielly Moretti
Fundraising Analyst: Bruno Justino
Operations and Projects Assistant: Lilian Aceiro

VOLUNTEER TEAM

Comunication and Marketing Assistant: Ana Carolina Vaz
People management Assistant: Katia Suguio





DIRECTOR OF TEACHING UNITS (volunteer positions)

Botafogo: Guilherme Allan / João Léste / Pedro Borges Bortolotto / Ruan Campos

Brás: Fabio Costa / Felipe Pereira

Campinas: Maria Aparecida / Priscila Gorgulho

Capão Redondo: Douglas Cordeiro / Pedro Andrade

Curso para Certificação CPM (Qualify): Beatriz Arbex / Carolina Monterisi

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Monte Azul - Pinheiro Neto Advogados: Ana Moutinho / Danilo Murakami / Kayque Santos / Letícia Vaz

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