



Extend the impact of your social investment

We innovate the way of doing Corporate Social Responsibility



Grupo +Unidos

Grupo **+Unidos** is a public interest non-governmental organization that was born in 2008, from the desire of the American diplomatic mission to mobilize companies to promote a **social transformation** in Brazil, through articulation with different sectors of the country. We have been working for 15 years to promote the **training of young Brazilians**, by supporting initiatives aimed at education, employability and technological training.



Our performance happens in three ways:

- Support for initiatives by partner organizations;
- Creation of new programs;
- Implementation of existing methodologies

Our mission is:

Unite companies, public authorities and the US diplomatic mission in educational initiatives that generate employability and expand access to opportunities for vulnerable people.

Who walks with us



Who we are



David Bunce
Chairman of the Board



Luiz Tonisi
VP of the Board /
CEO of Qualcomm



Clarissa Machado
Partner at Trench Rossi
Watanabe



Gabriela Szprinc
President
(Mercado Pago)



Paulo Boneff
Vice President
(Gerdau)



Klaus Ziller
CEO of Hilton



Luciene Magalhães
Partner at KPMG



Otavio Carnevalheira
CEO of Alcoa



Thiago Fernandes
Treasurer Director
(Bank Of America)



Daniel Grynberg
Executive Director
(Grupo +Unidos)

Consultative Board

Management Committee

Amanda Costa

Communication Analyst

Catherine Wajcenberg

Pedagogical Coordinator

Esdras Soares

Project Manager

Fernanda Dall'Antonia

Project Manager

Gabriela Fideles

Project Analyst

Isabella Sousa

Financial Administrative Analyst

Larissa Ferracine

Communication Coordinator

Raphaelle da Hora

Communication Analyst

Teresa Espallargas

Pedagogical Coordinator

Yasmin Guedes

Project Analyst

Executive nucleus



In addition, we have a group of more than 50 partner professionals who work directly to ensure the excellence and efficiency of our projects.

Projects

Education

Access E2C | Access Amazon | Access Alumni | E2C Comunidades
Inova Educação | Componentes de Inovação e Robótica
Programa de Bolsas Conectando Sonhos e Realidade
Oracle Next Education | Jovens Embaixadores
Rede Amazônia +Conectada
Movimento Empreende+

Employability

AWE Brazil | Vertentes

Emergency actions

Fundo UNA+



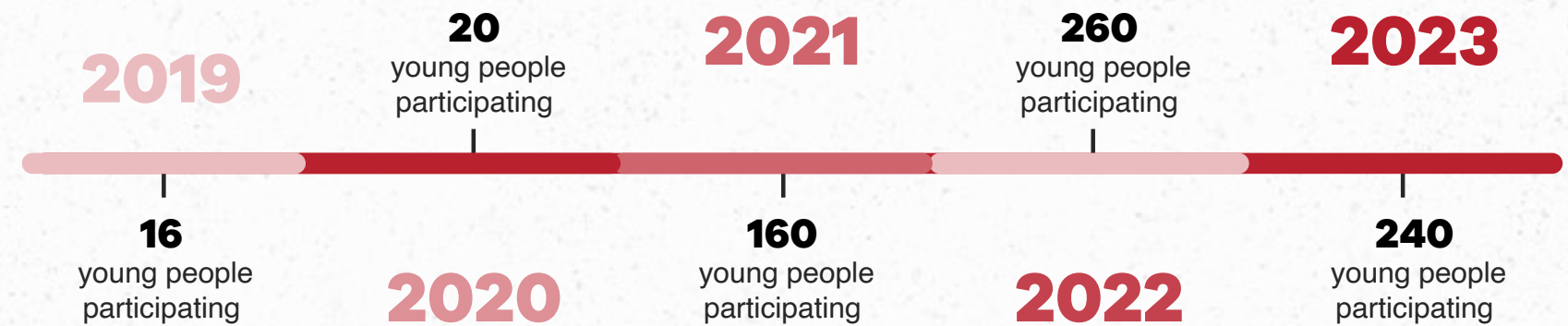


PROJECTS | EDUCATION

Access E2C – English to Connect, Communicate, Catalyze – is a project created by the Consulate General of the United States of America in São Paulo in partnership with the United States Embassy and the Regional Office for English Language Teaching in Brasilia and carried out by Grupo +Unidos.

Aimed at young black and indigenous professionals and/or entrepreneurs for learning and improving the English language with a focus on conversation, the course has 210 hours of training.

In addition to the six hours of weekly classes, students undergo mentoring, in which a professional voluntarily connects with a student for an exchange in English, thus increasing their networking and developing soft skills



“Access E2C was one of the best events of my life. The mentoring sessions were one of the most satisfying stages of this entire process. Through them, I had the opportunity to meet my mentor, an extraordinary human being, who shared with me many professional knowledge, as well as good life lessons. I was able to build a great network and improve my soft skills, culminating in obtaining a wonderful job opportunity after 3 years unemployed. Today, in addition to being good friends, we have become good co-workers.”

WELLINGTON DE BRITO MENDES | ALUMNI ACCESS E2C

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PROJECTS | EDUCATION

Access Amazon offers 200 hours of English teaching to **140 young indigenous, riverside, quilombola or extractive communities**, as well as academic activists from the Legal Amazon region. The course has an exclusive methodology focused on language learning through themes related to the environment and sustainability, in addition to discussions on identity and media representation.

As with Access E2C, we have a mental health team, specialized in the mental health of indigenous people, to offer psychological support to all students.



SPONSORSHIP



PARTNERSHIP





PROJECTS | EDUCATION

Access Alumni was designed to provide professional, leadership and English development **opportunities for students** who have gone through Access E2C training. In this way, program participants remained connected and engaged, even after completing the training, continuing the development of the English language and establishing networking connections.

In 2022, the Alumni promoted the course “*Community Organization for Social Justice*”, in six modules, at the University of Michigan.



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maisunidos.org



E2C was developed by Grupo +Unidos in partnership with the US Consulate in São Paulo. In addition to a **teaching and professional development methodology**, Grupo +Unidos is responsible for everything from organizing processes for selecting students and professors to evaluating and monitoring course impact indicators.

In 2023, for the first time, Grupo +Unidos will finance a class of the E2C program for black, brown and indigenous people living in the region of Paraisópolis, in the city of São Paulo, entitled **E2C Comunidades**.

The course offers 210 hours of English teaching for black, brown and indigenous young people with a focus on the job market.



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PROJECTS | EDUCATION





O **Inova Educação** was created by the São Paulo State Department of Education (SEDUC-SP) with the purpose of offering and strengthening **training in technology and innovation to all students from 6th to 9th grade** of elementary and secondary education in the state of São Paulo. The initiative, in line with the guidelines of the BNCC (*Brazilian National Common Core Curriculum*), brings innovations so that educational activities are more aligned with the vocations, desires and realities of each student.

Grupo +Unidos' involvement in the program began in 2018, in partnership with Qualcomm and Gerdau. Since then, Inova Educação has **impacted 2.5 million students in 3808 schools and inaugurated 2 Innovation Centers in São Paulo - Capital.**

PROJECTS | EDUCATION



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Componentes de Inovação e Robótica

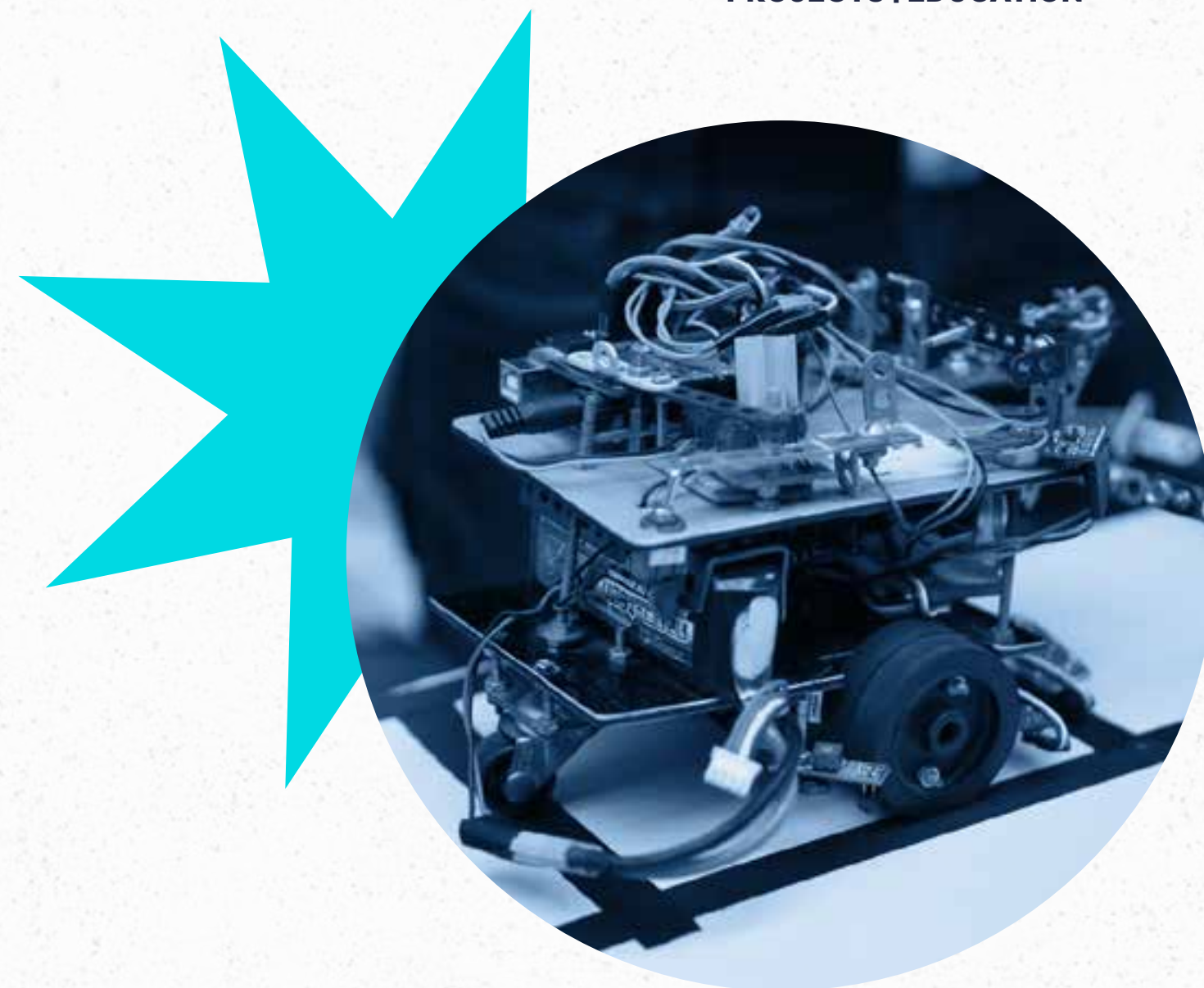
Componentes de Inovação e Robótica is the adaptation of Inova Educação for the State of **Minas Gerais**, which will have as its initial objective the implementation of the Technology and Innovation curriculum in **2,500 schools**, impacting **550 thousand students** from public schools in Minas Gerais.

The year 2022 was marked by the delivery of the curriculum guideline and skills for the technology and innovation component based on three axes: Digital Technologies of Information and Communication, Digital Culture and Computational Thinking and for implementing curriculum in the first year of Secondary Education, in addition to initial courses for teachers.

Inova Educação reflects the basic premise of +Unidos: the belief in education as a factor of social change. With it, we are able to impact a high number of students in the public system and, this capillarity, allows the other Brazilian states to demonstrate interest in the application of the Technology and Innovation curriculum in its teaching system and this is only possible thanks to private sector investment, which provides the investment and believes in the long-term impact on Brazilian education."

DANIEL GRYNBERG | CHIEF EXECUTIVE OFFICER OF GRUPO +UNIDOS

PROJECTS | EDUCATION



SPONSORSHIP



Qualcomm

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Programa de Bolsas Conectando Sonho e Realidade

Programa de Bolsas Conectando Sonho e Realidade, was an action conceived by EBAC Online, School of Creative Arts and Technology and performed by Grupo +Unidos.

The project aims to select **100 students** for full scholarships in twelve courses distributed along the axes of **Product Design, Programming, Data and Marketing**, all offered and certified by Ebac Online.

The partnership was created with the aim of supporting the professional development of people in situations of social vulnerability, based on regular and professional courses that develop technical skills in the aforementioned areas.

Low-income people, black people, the trans community, public school students, beneficiaries of Grupo +Unidos are the main audiences that the project aims to reach.

In the first edition, **we received more than 3,700 applications for the opportunity.**

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escola
britânica de
artes criativas
& tecnologia



Oracle Next Education

PROJECTS | EDUCATION

ONE - Oracle Next Education is a program that operates on the pillars of education and employability with the aim of **training people in technology and connecting them with the job market** through partner companies.

The initiative in partnership with Grupo +Unidos offered **100 full and online scholarships** in the following areas of knowledge: **programming logic, Front-End or Java and Oracle Cloud Infrastructure**. The course lasts 6 months and, in addition to theoretical content, students are placed in situations for the development of soft skills.

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Jovens Embaixadores is an initiative of the US Embassy and Consulates in Brazil. The program makes it possible for public school and low-income youth, engaged with the social impact of their communities to **live an experience in the United States** for three weeks and have an immersion in American culture.

The selected students were able to visit the capital of the United States and thus learn about social projects, participate in training to **develop essential skills for their future professional careers as leadership, teamwork, entrepreneurship and innovation.**

The program benefited 50 young people, aged between 15 and 18, from the public school system and with excellent school performance.



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rede amazônia +conectada

Transformando Vidas por Meio da Conectividade

Rede Amazônia +Conectada initiative is a three-year program funded by **USAID** (United States Agency for Development) and with the participation of private sector companies.

The objective is to **provide a stable and fast internet connection**, in addition to social initiatives focused on socioeconomic development through connectivity and the donation of computing equipment in the Juruti region of Pará.

SUPPORTER



ORGANIZER



PARTNERSHIP



PROJECTS | EDUCATION





PROJECTS | EDUCATION

Movimento Empreende+ seeks to collaborate with the creation of Entrepreneurship electives in the schools of the Department of Education of the State of São Paulo. For this, the initiative will implement a pilot project with a focus group of 20 schools and produce reference material for teachers and schools interested in **developing entrepreneurship projects with students**.

The project **aims to train at least 30 teachers** and pedagogical coordinators, **train more than 400 students** with the pilot project, in addition to disseminating **reference material to 1,000 high schools** in the State Network of São Paulo and other interested parties.

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Membro da JA Brasil





PROJECTS | EMPLOYABILITY

AWE, **Academy for Women Entrepreneurs**, is an international program of the Embassy of the United States of America, aimed at **women entrepreneurs** who are looking for opportunities to grow and expand their businesses.

This training course offers participants a program focused on strategies to leverage economic potential, the creation of favorable conditions for greater **stability, security and prosperity of the business**, in addition to mentoring with market professionals.

In Brazil, AWE is implemented by Grupo +Unidos and has the pedagogical support of the social startup **Somos Todas Marias**.

Since 2021, AWE Brasil has trained 178 entrepreneurs from different states.



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PEDAGOGICAL SUPPORT



AWE is a way to continue supporting female entrepreneurs in Brazil who, in addition to suffering double and even triple shifts, were even more impacted during the pandemic. With our program, we can train and support the dreams of each of the selected, in addition to connecting them in a support network of exchanges.

SACHA SENGER | PROJECT MANAGER OF GRUPO +UNIDOS



Vertentes was born with the objective of **directly boosting the employability and racial inclusion** of young people in situations of social vulnerability, with a hiring target of 50% at the end of the project. The program has two fronts:

TRAINING TRAIL

The first is the training trail in which we offer **training and monitoring** to develop technical skills and life and career plans for more than **400 young people in situations of social vulnerability**.

The project took place in Piracicaba in partnership with the Municipal Secretariat for Assistance and Social Development (Smads) of Piracicaba and Instituto

Formar and in São Paulo in partnership with **Casa José Coltro**.

TECHNOLOGICAL TRAIL

The second front of Vertentes takes place in partnership with the Secretariat for Economic Development of the State of São Paulo, with **the donation of more than 2,000 certification vouchers** in technology tools for students of **Centro Paula Souza**, by 'Minha Chance' project.



The program graduated 2,512 people, including:

- **512 beneficiaries** on the Training Trail with training lasting up to 350 hours;
- **2000 beneficiaries** on the Technological Trail with certifications in technology tools.

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PARTNERSHIP



Fundo UNA+ articulated **private social investments to remedy the impacts caused by COVID-19 pandemic** in Brazilian communities.

In this project, +Unidos assumed the role of articulator between the public and private sectors and entities with experience in the territories.

The coverage took place in different Brazilian territories, based on the analysis of emergency demands arising from the pandemic. **More than BRL 13 million were invested in health, education and nutrition**, in different fronts and locations.

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“Grupo +Unidos believes in the strength of the network and in high-impact social projects, contributing to the qualification of public policies and supporting the resolution of highly complex social problems. Therefore, we believe that Fundo Una+ is a program that will have its impact in the long term.

DANIEL GRYNBERG
CHIEF EXECUTIVE OFFICER OF GRUPO +UNIDOS



Equipment for 8 ICU beds, implementation of 3 Oxygen Facilities and donation of 25 respiratory support equipment, 700 PPE kits for health professionals and 3 monitors with capnography

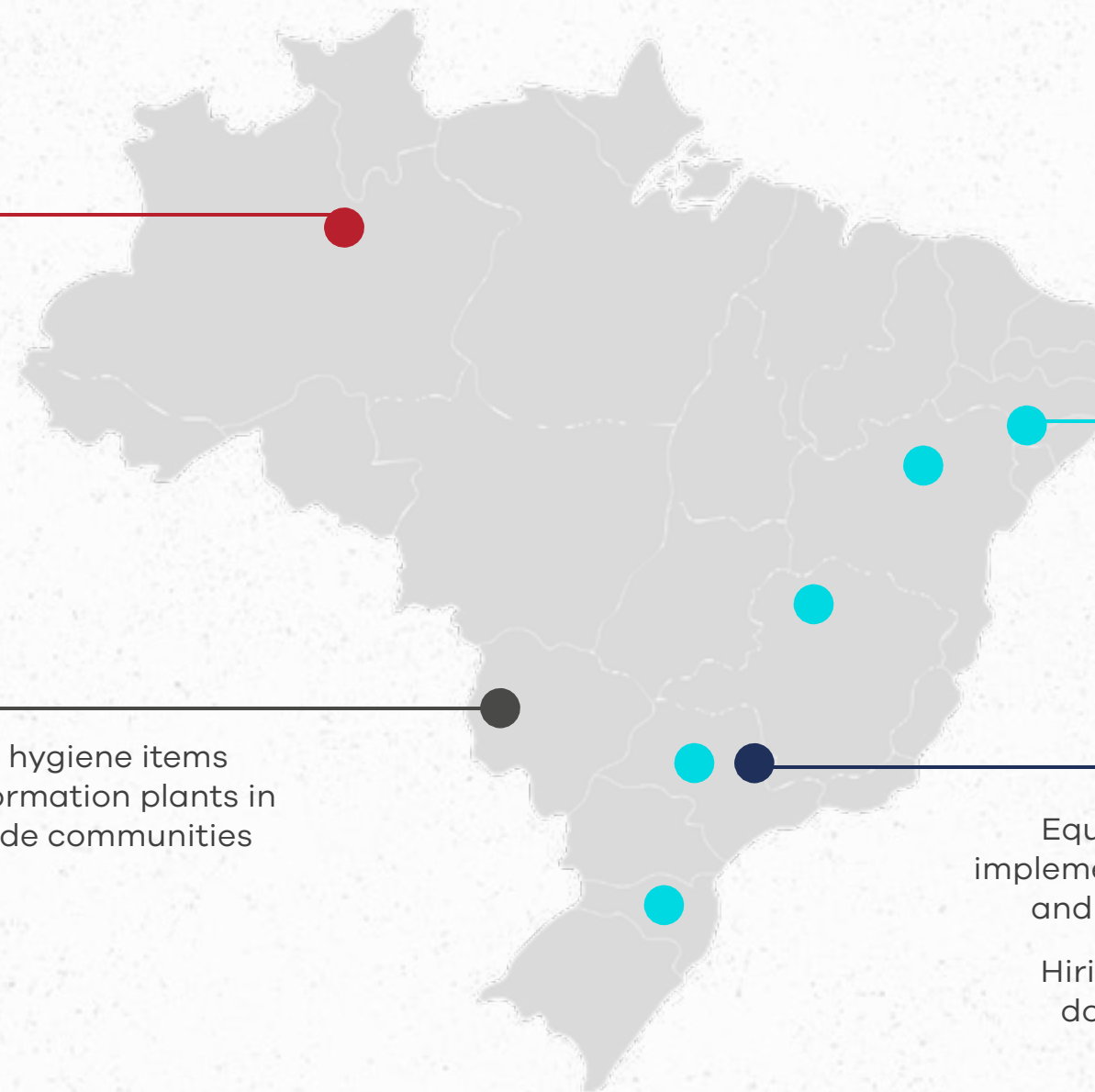
Donation of PPE, food, hygiene items and installation of information plants in indigenous and riverside communities

Equipping 19 SUS ICU beds, implementing Oxygen Facilities and donating basic baskets

Hiring 45 professionals and donating 14 notebooks for vaccine acceleration in Piracicaba

Donation of digital basic baskets to 7,300 families for two months, and carrying out in-depth research on Brazilian communities

Implementation of 2 Oxygen Facilities and donation of ICU bed support equipment



2022 Results

\$1,060,000.00

invested in social projects

3,100,000 million public school students impacted

by technology and innovation projects

2.5 million

Inova SP

600 thousand

Componentes de Inovação e Robótica

144 thousand people impacted

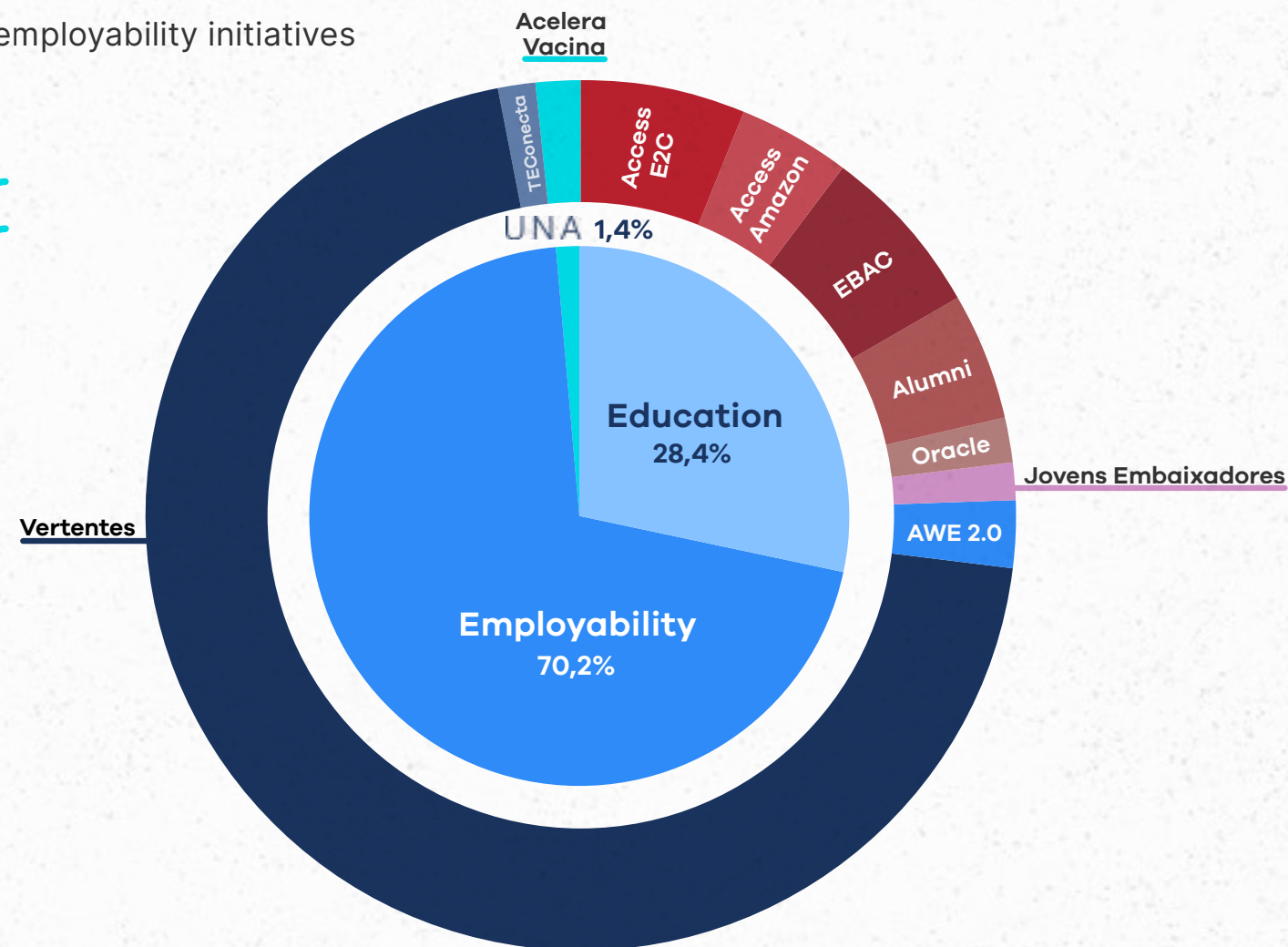
with the acceleration of the application of the vaccine against COVID-19 in Piracicaba - São Paulo.

3,386 participants

in our education and employability programs.

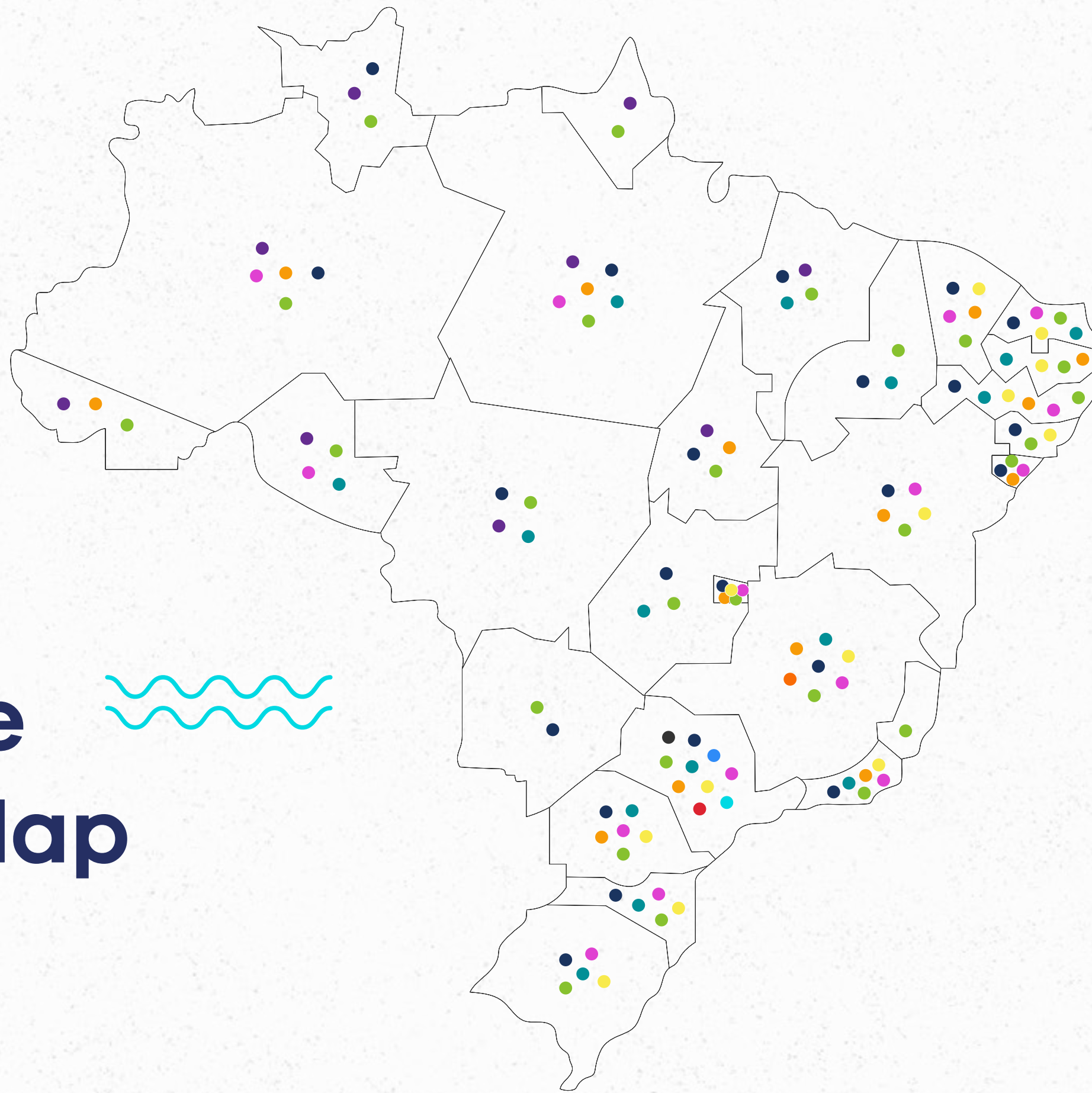
Participants

in education and employability initiatives



Annual evolution of participants in programs





Coverage Map



- Access E2C
- Access Amazon
- Access Alumni
- Inova EDUCATION
- Componentes de Inovação e Robótica
- Programa de Bolsas Conectando Sonho e Realidade
- Oracle Next Education
- Jovens Embaixadores
- AWE Brasil 2.0
- Vertentes
- TECONECTA
- Acelera Vacina



Association Fee

R\$ 50.000

(approximately US\$ 10.000 per year -
with all benefits included)



Our Benefits

IMPACT NETWORK



- Be part of a network of companies that are transforming Brazil;
- Have direct contact with American diplomacy;
- Build intersectoral projects in partnership with the public, private and third sectors.

SOCIAL IMPACT



- Scale your social impact through projects in partnership with other companies and the public sector.

VOLUNTEERING



- Enable the engagement of your employees by generating spaces for volunteering, learning and exercising citizenship.

FACILITY IN SOCIAL INVESTMENT



- Get access to a specialized consultancy for the idealization and implementation of social impact projects in Brazil;
- Co-create projects with other partner organizations on convergent themes;
- Receive a discount on the administrative fee for carrying out projects.

CAF AMERICA PARTNERSHIP



- We receive donations through CAF America with full tax exemption (Section US 501(c)(3) of Internal Revenue Code)

