



 **116.944 people placed in the labor market**

_Editorial



According to the Institute for Applied Economic Research – IPEA (in Portuguese), the number of homeless people in Brazil grew by 38% between 2019 and 2022, when it reached 281,472 people. The estimate, which reveals the impact of the Covid-19 pandemic on this population segment, is in the preliminary publication "Estimate of the Homeless Population in Brazil (2012-2022)". But you don't even need to consult the publication: you only have to look around to realize that there are many more people living on the streets.

And these people could not be left off Rede Cidadã's radar.

In partnerships with the municipalities of São Paulo and Belo Horizonte, we are running the Operation Work - Program - POT and the Estamos Juntos Program, respectively, which aim to enable this extremely vulnerable public to enter and remain in the labor market, increasing their protagonism and autonomy.

We present here some data from these programs and examples of people who have seized the opportunity to start over and inspire us to move forward with our motto of "life and work, one value". We have a challenge that needs the commitment of many: to turn these projects into a broader employability program for homeless people. And we're counting on your support.

Hanz,
Partnership & Projects Director

_From the streets to home ownership



The Operation Work Program - POT is an initiative of the São Paulo City Hall aimed at people in extreme social vulnerability, with the aim of encouraging them to find work and (re)enter the world of work.

It is currently run in partnership with Rede Cidadã, which uses its expertise in the integral development of people (technical and socio-emotional) to support mainly homeless people in rebuilding their lives.

There are 18,000 vacancies across 17 projects. Among the jobs on offer are janitorial, maintenance and administrative support. What sets this action apart is that the services are carried out in public places, so that the citizen gives back to the city for the support they are receiving.

According to the municipal secretary for Development and Labor, Aline, the courses offer training in the segments that employ the most and are the city's vocations. "It's an effective way of getting these people into work, in this program that has been growing because it's innovative and transformative. It's a strategy to get these vulnerable people off the streets and into a real opportunity to transform their lives," explains the secretary.



Jonas* is an example of the program's effectiveness. He took part in the POT and, through the training, was able to work and raise the amount he needed to put down a deposit on a house of his own. Today, Jonas continues to work to ensure that he will not only be able to pay the installments on his house, but also sustain the dignity he gained after leaving the streets. "I'd like to thank everyone from the POT team and the Rede Cidadã," he says. "I'm very grateful for another achievement that came into my life, which was my own home. The program is here to help us evolve and grow," he says.

To take part in the POT you need to meet criteria such as being over 18, living in the city of São Paulo, having been unemployed for more than four months and not receiving benefits such as unemployment insurance, FGTS, among others. The permitted family income is up to half the minimum wage per person in the family.

*Fictitious name

_Fresh start



The Estamos Juntos Program by Belo Horizonte City Hall in partnership with Rede Cidadã, which promotes actions for the productive inclusion of homeless people, has already qualified more than 200 people in the capital. Some of them are already working on the job fronts, a five-month preparatory program in which users practice what they have learned before being definitively inserted into the formal market. "The idea is for these people to get their own jobs, rent their own homes and leave the streets and shelters," explains Isabel, social projects supervisor at Rede Cidadã and coordinator of the program.

The initiative began in September 2023 and aims to take in 1,600 users and train 1,000 people in 18 months, as well as directing those trained to opportunities in the world of work.

Giane, the Professional Qualification Manager at the Undersecretariat of Labor and Employment, highlights the transformative potential of the program, which was established in 2019 by a bill authored by the municipal executive itself and expanded in 2023, now with the partnership of Rede Cidadã. "Considering the life trajectory of its users, people who are extremely fragile and exposed to various forms of violence, we understand the importance of the initiative to help these individuals resume a more dignified life", she explains.

From the work fronts, graduates are better prepared to experience professional life, as well as having better opportunities for referral, in a kind of internship before joining companies. From then on, they are able to be referred to vacancies, which are also captured by the Rede Cidadã. "I've had the opportunity to improve my life, to be someone again, to be a reference for those who will come, those people who are there in the dumps and need someone to look up to," says Carlos*, a graduate of the sixth class of the We are Together program, who is now on the job fronts.

Since September 2023, when Rede Cidadã joined the program:

- 464 people have been received in all of Belo Horizonte's reception centers;
- 150 have completed their training for the world of work;
- 51 have been referred to job opportunities;
- 7 have already been hired.

We are continuing our consistent work of social and professional reintegration of people who are living on the streets of the capital of Minas Gerais, and for this we count on the partnership of the whole of society.



*Fictitious name

_Take part in this overcoming movement

Have you been inspired by the stories we've told? Would you like to be part of it in some way? You can hire people who have been through our training courses, you can fund a project (or part of it) or you can make simple donations or volunteer work.

To do this, contact our team at relacionamento@redecidada.org.br.

Donate, share, encourage others to be part of this movement!

Pix: querodoar@redecidada.org.br

Find out more about Rede Cidadã on our website: redecidada.org.br/doacoes/.