

CONNECTION

146.277

people placed in the labor market

Testimonials

Transforming lives is a calling that I embrace with hope every day.

“Through the Start project, I witness young people from peripheral communities taking their first steps into the world of technology. We’ve already impacted over 2,000 participants, many of whom are now prepared to work in fields such as Artificial Intelligence, Cybersecurity and Software Development.

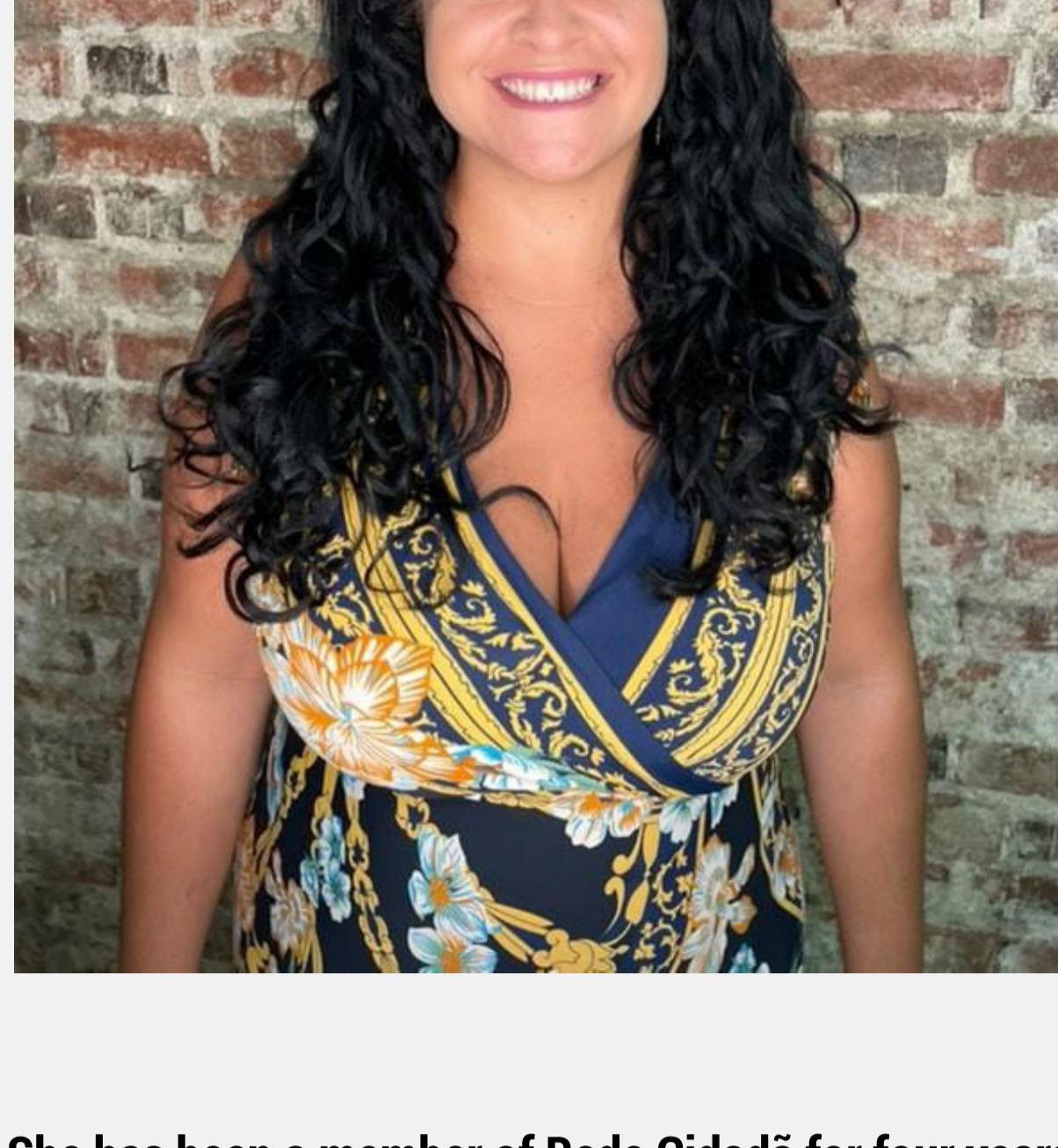
Each story reaffirms a powerful truth: knowledge opens real doors .

But the impact goes far beyond numbers. These are young people who have overcome situations of vulnerability and are now building solid careers at large companies . Thanks to a structure that offers emotional support, mentoring, transportation, food, and equipment, the Start project breaks cycles of exclusion and promotes inclusion with dignity .

The periferic communities also innovate and we prove this every day.

We invite people and companies who believe in a more just future to join us . Supporting Start is more than just donating: it's investing in a talent that once seemed invisible and now shines with strength and purpose.

Hislândia Maria has worked in people management for 19 years, with solid experience in team leadership, strategic planning and project management focused on socio-professional inclusion. She has worked on projects developed in partnership with Porto Digital (a technology pole in the city of Recife), focusing on training and integrating young people into the technology sector.

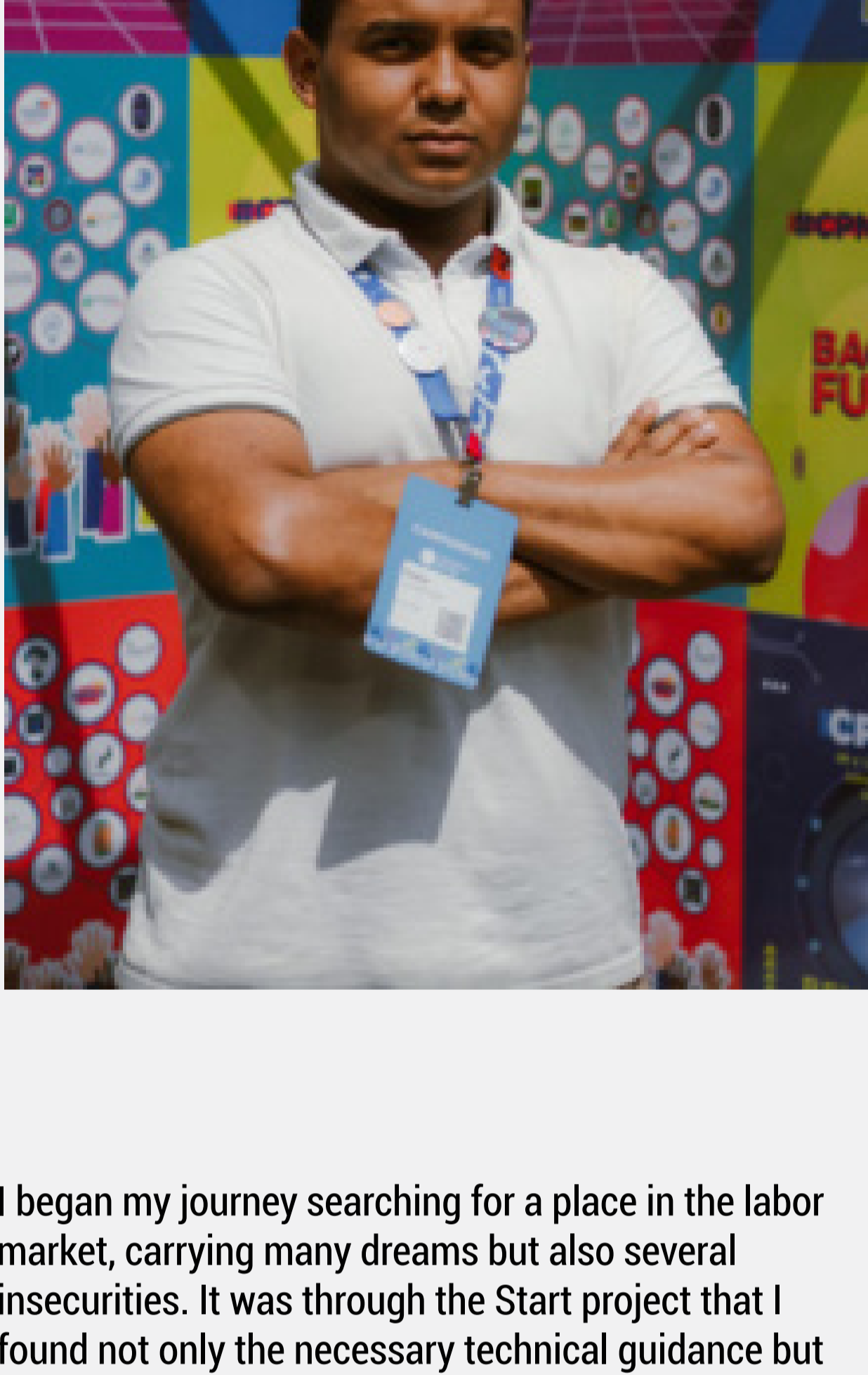


She has been a member of Rede Cidadã for four years, where works as a Project Manager, leading the Start project, an initiative aimed at training young people in technology and innovation.

She has a postgraduate degree in Strategic People Management, a degree in Management Processes and is currently studying Pedagogy, bringing together expertise in management, education and human development applied to digital transformation environments.

See what think those who participated and supported the Start project.

“The Start project was a great opportunity for me! It was through it that I realized that starting from scratch in IT wasn't a problem—that I could, indeed, reach the top, if I just wanted to. And knowing that the Start team would be by my side, supporting me with whatever I needed, was crucial. This gave me confidence in a learning process that, while not easy, was made easier by the team's constant support.



In the social-emotional development workshops, I had the opportunity to look deeper into myself, understand my emotions, and get to know my colleagues better. I realized that our realities are very different, and that to understand them, I needed to put myself in their shoes. This was essential for us to grow together.

I confess that the project's initial phase was challenging. We struggled to put the idea together, but once we were able to structure it, we realized our project went beyond that: it wasn't just a piece of work; it was a public policy proposal that needed to be implemented.

With this understanding, we managed to contact the city hall and today, with their support, we are incubated at Tiradentes University (UNIT), where we continue developing GO DELAS, a project that we believe will be a great success story in the communities of Recife.

I'm currently interning as a Data and Market Intelligence Analyst, but I want to make it clear that this entire journey started with Start. It was literally my beginning. It guided me, showed me how to behave in different situations, and was incredibly important to me, especially coming from the outskirts of the city.

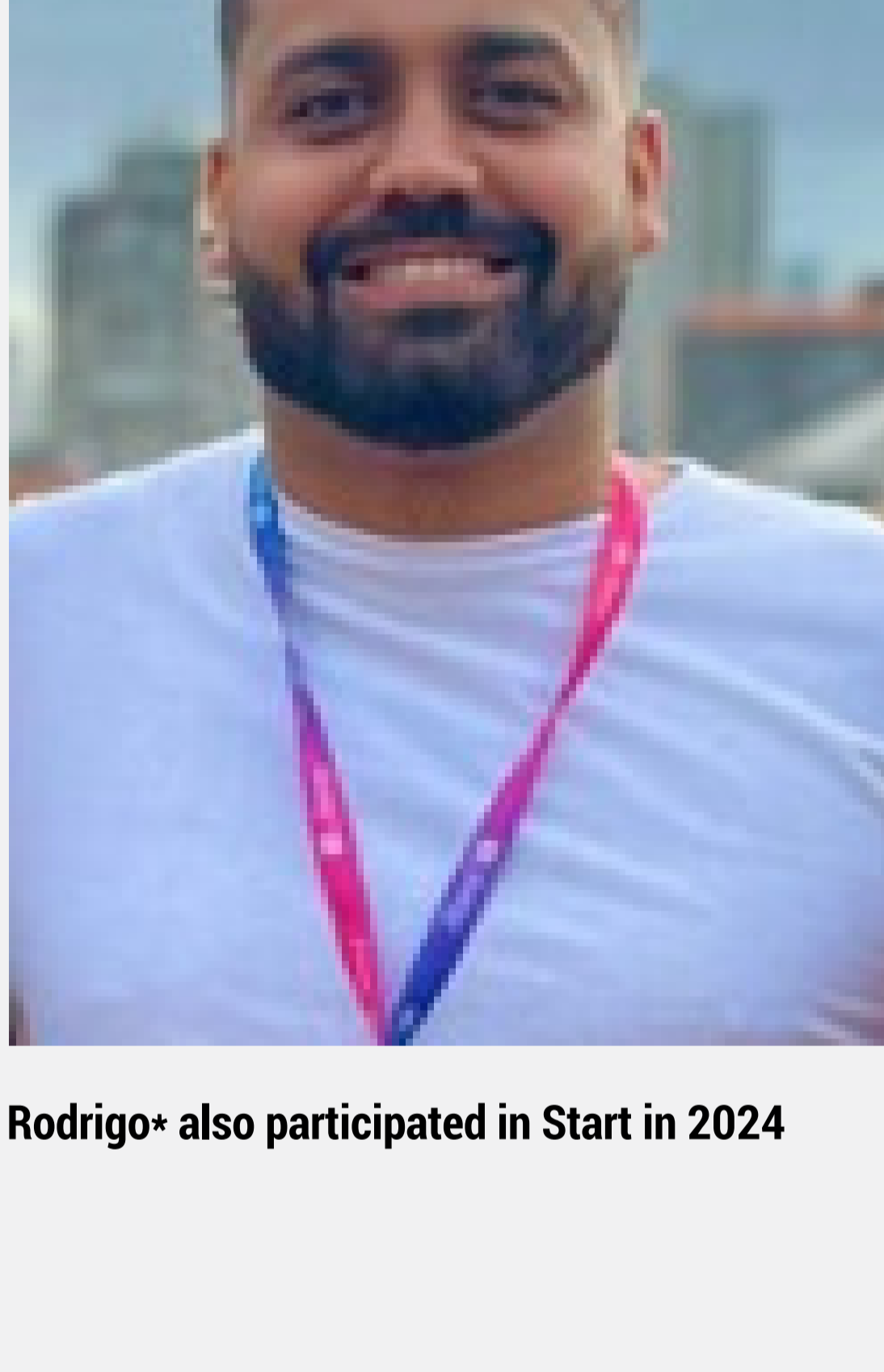
Pablo*, a Start 2024 participant in Recife, Pernambuco. During his participation in the project, he developed the GO DELAS app , which offers a support path for women aspiring to become entrepreneurs.

“I began my journey searching for a place in the labor market, carrying many dreams but also several insecurities. It was through the Start project that I found not only the necessary technical guidance but also the support and encouragement that transformed the way I see myself.

The difference with Start goes far beyond the content: it allowed me to develop my socio-emotional skills, something I hadn't realized until then was crucial. I learned to deal with my fears, recognize my potential, communicate more clearly, and feel confident in my choices.

Looking back today, I see how much working on self-knowledge, empathy, resilience, and emotional intelligence were crucial in making me not only a better professional, but also a stronger person, more prepared for life's challenges.

Start didn't just open doors—it taught me how to walk through them with courage, purpose and awareness. I'm immensely grateful for this experience that changed the way I see the world and myself.



Rodrigo* also participated in Start in 2024



“Over the past 10 years, the START project has trained young talent for the technology market—talented and dedicated professionals who needed knowledge, professional training, and opportunities to launch their careers. Currently , I have over 80 young people working on the projects I lead ; all of them are examples of resilience, commitment, a willingness to learn, and professionalism. This is a life-changing program here in Recife.

Noemi*, Associate Director of Technology at Accenture

Contact with Start allowed me to experience the implementation of biopsychosocial work, as a powerful tool for social transformation, in practice.

“As we promote and develop public policies for innovation and digital transformation, the protagonism and inclusion of young people is one of our fundamental guidelines for impacting the current social landscape.

It was incredibly moving to see the young people speak with such confidence and conviction about their ideas and dreams. Even watching them talk about their life stories and processes, which could be traumatic without proper consideration, through the emotional work, skills, and experiences gained within the program, their story was redefined, becoming a trajectory and place of origin, but not an end .

Start is a benchmark for building a journey with a beginning, a middle, and infinite possibilities . It has become a stage for great talent and a humanized work that involves attentive and sensitive listening.

Natasha* is a Social Technology Specialist at the Digital Transformation Secretariat of the Recife City Hall - Emprel .

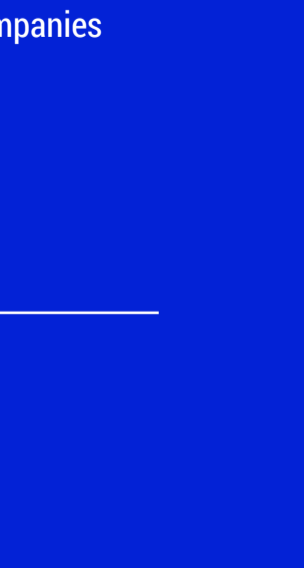
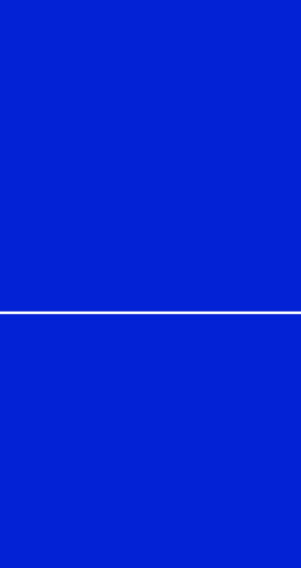
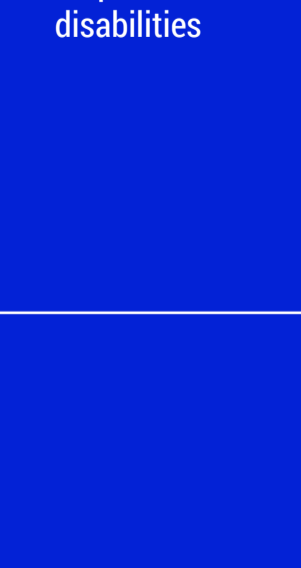
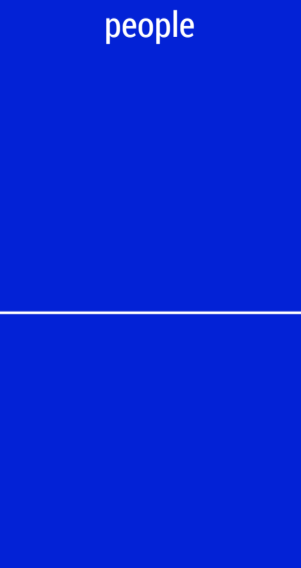
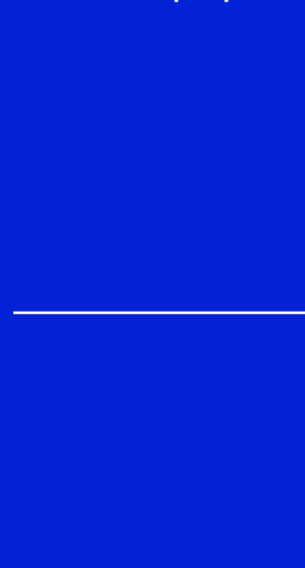
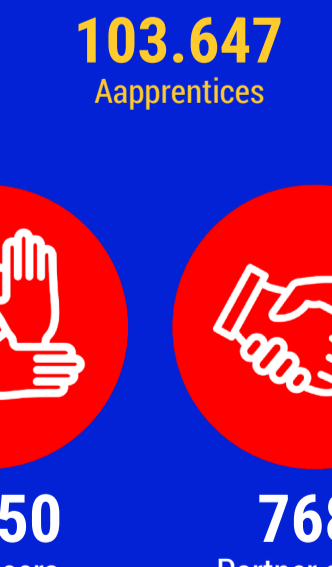
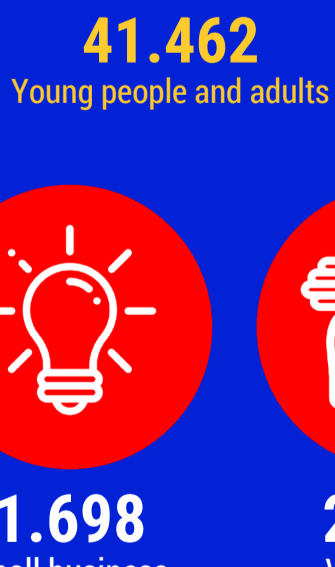


RESULTS ACHIEVED

From January 2004 to November 2024

Total hires:

146.277



If these testimonials touched your heart, come and sponsor the next class of the Start project! We need your help to continue this beautiful work.

Sign up here at **GLOBALGIVING**. With a monthly donation, Rede Cidadã will be able to welcome many other young people who need a chance to enter the technology market, which is one of the most labor-intensive and offers opportunities for professional development.

We will keep you informed about the progress of the project, sending news and testimonials from participants, which will keep your heart warm.

Are you inspired and would like to be part of this life-changing movement? Come with us!

If you have any questions, please contact us by email at relacionamento@redecidada.org.br .