

CONNECTION

141.114 people placed in the labor market

Editorial



“ Currently, Rede Cidadã mobilizes resources for its programs and projects through partnerships with the government and the private sector. It also receives support from people whose generous hearts keep them contributing monthly to transform the lives of those who need it most.

We would now like to invite you to join them in this solidarity movement. You can now sponsor one or a group of young people participating in one of our social projects.

Sponsorship is already used by other social organizations, mostly child welfare organizations, and provides a lasting source of resources, providing more support for transformative social actions. The project chosen to be sponsored is the Start project, one of those that has shown the best results in inserting young people into the labor market, training them to work in the technology market.

Transforming lives is more than a purpose: it's the reason that drives us every day. We believe in the power of education and technology to open doors, create opportunities and break cycles of inequality. At the heart of the Start project beats the hope of thousands of young people who dream of a better future, but often do not find the paths to get there.

With your support, we will be able to welcome more and more young people who find themselves in various situations of vulnerability and prepare them to enter the technology market, with technical training and socio-emotional development. It transforms lives.

This is our commitment. This is our mission. And we are just getting started.

Luza Marinho is part of the Partnerships and Projects Team and works to find people who want to support Rede Cidadã's projects with donations. She has been working in the Third Sector since 1998 and knows the transformative power that occurs when individuals embrace a cause, forming a chain of solidarity.

Depoiments

See the experience of those who have already participated in Start

“ Participating in Start was essential to get to where I am today. I didn't know what to do to apply for positions in big tech companies, but the Start project not only showed me the way, but also prepared me with real market experiences and also with socio-emotional development, which certainly helped me deal with real situations.

All the professionals (teachers, support staff, leadership and psychologists) were excellent, they demonstrated mastery of their role and truly taught us the best way possible. The Start project was a turning point in my life, I'm very grateful for the opportunity to have learned from the best.

Gérson*, 21, lives in the city of Jaboatão dos Guararapes and is a Software Engineer at Accenture Brazil.

*Fictitious name



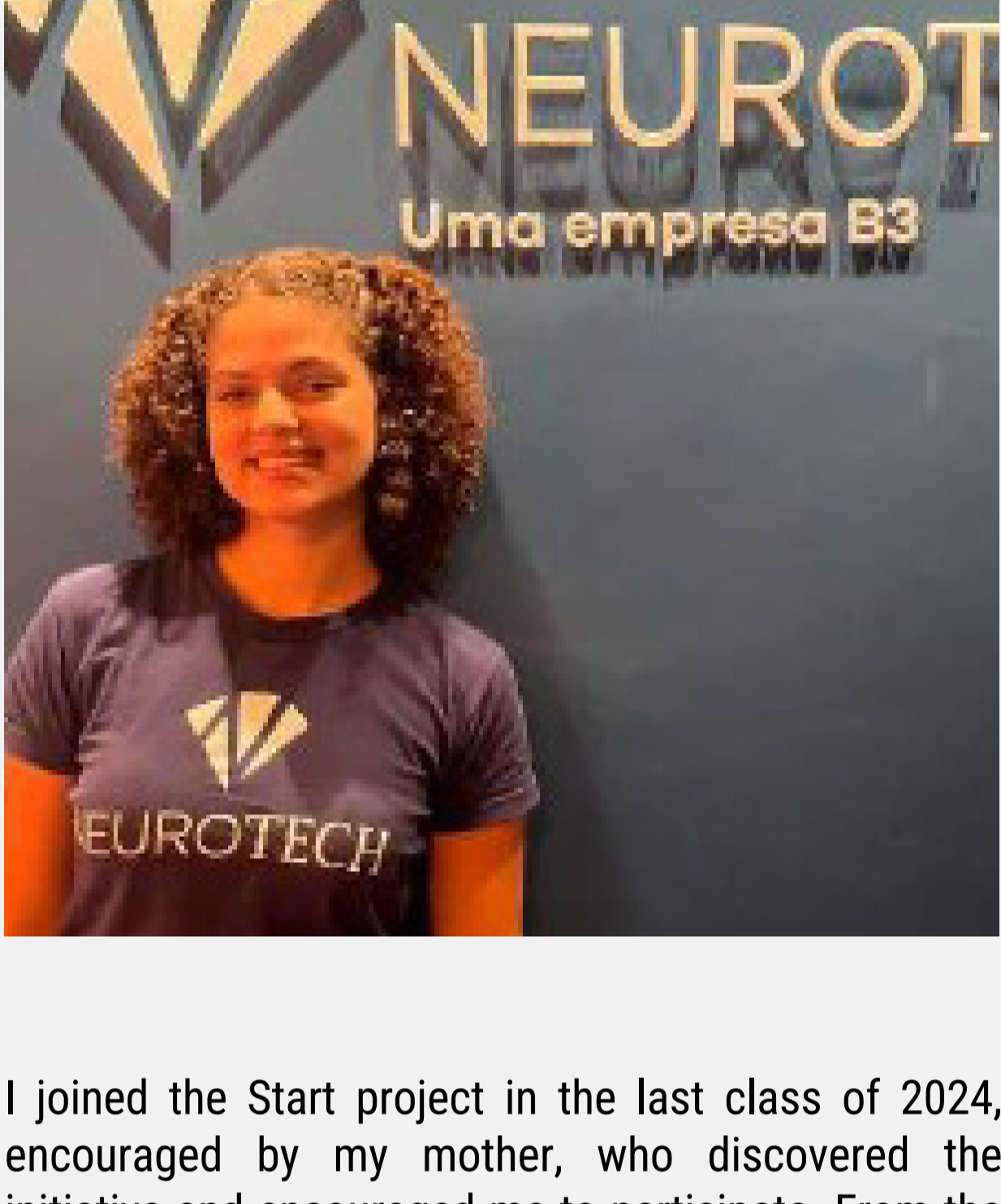
goes beyond the technical part: I learned socio-emotional skills, soft skills and how to prepare myself for the labor market.

Another great advantage of the project is the support network offered both through the staff, who are always willing to help, and through the loan of computers for those who don't have one for their studies. The teachers are incredible, committed to teaching from day one and always ready to provide support to those who need it.

Thanks to everything I've learned in this comprehensive course, I landed my dream first job at Neurotech, a leading company in data and artificial intelligence. I never imagined that so many positive things would happen in my life after this experience, so I'm very grateful to Start for having prepared me so well for this journey and helping me grow so much as a person.

Thafs*, 19, lives in the city of Paulista and works as an Administrative Assistant at Neurotech, a B3 group company specialized in creating advanced artificial intelligence solutions, machine learning, and the ability to create and manage a wide range of products learning and big data.

*Fictitious name



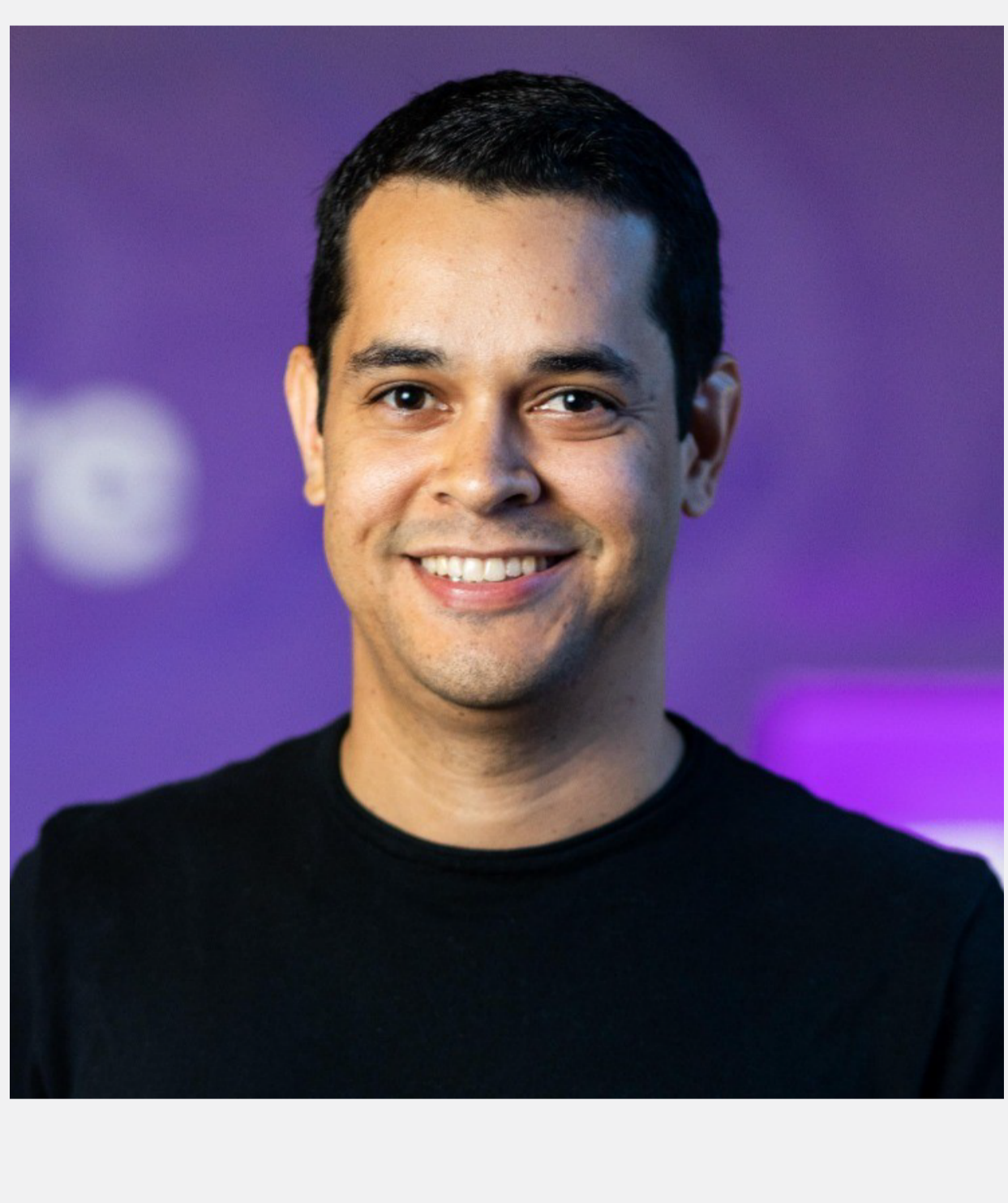
“ I joined the Start project in the last class of 2024, encouraged by my mother, who discovered the initiative and encouraged me to participate. From the beginning, this opportunity had an extremely positive impact on my life. In just three months, the programming course was very complete, providing structured and practical learning. In addition, Start

See what a partner company thinks

“ The Start project's a great opportunity for these young people to get to know the market and to receive training that is truly focused on what they will find within companies.

And it's really nice to come here and see everything they've learned, everything they're able to present to us in a very organized way, very focused on the market and with real applicability. And it's also really good how careful they are to observe what already exists in the surrounding area, what the Recife City Hall already makes available to society as a whole and bring it in as a small piece of their solution. They're able to fit what they're proposing into the ecosystem that already exists in the community and thus improve the lives of the population as a whole.

It's really nice to see this work and I hope that from now on it will be a promising career, that they will be able to have job opportunities and a successful career.



Jefferson* is a software engineer and currently works as a Digital Technologies Manager at Accenture Brazil, a partner company of Rede Cidadã for 13 years and which has already hired dozens of Start participants.

*Fictitious name

See how the participation of the Public Authorities has completed this social development network for vulnerable young people



“ It's always a great joy for me to be part of this meeting, to see this great achievement that is Start, an initiative that is always looking at young people to their fullest potential, giving them not only the opportunity to develop skills that will be important not only for their insertion into the world of work, but also skills that will help them to be independent, having autonomy throughout their trajectory.

So this is an initiative that I am very proud of and I am very happy to see the positive impact, to see young people empowered, proud of who they are and with self-knowledge built. This is what we want for our city and for our youth.

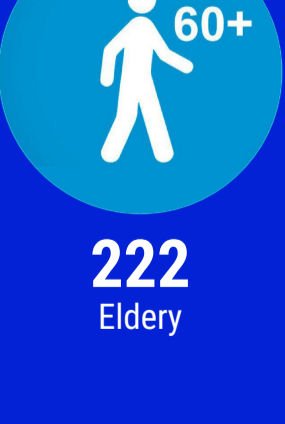
Marcone is Executive Secretary of Youth at the City Hall of Recife

RESULTS ACHIEVED

From January 2004 to February 2024

Total hires:

141.114



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@redecidadã.org.br.