



Unibes

#eudouação



Annual Report
2022

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Annual Report 2022



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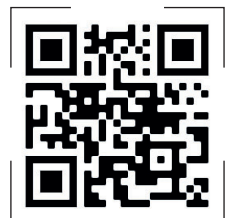
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*Find out more
about Unibes*



Commitment to the human being is what drives Unibes

Credibility, transparency, innovation, ethics, respect, and optimization of resources are some of the principles that are part of the institution's objective of building a society with more opportunities for all. Currently, Unibes counts on more than 300 volunteers and over 400 employees to strengthen this work, which today consists of more than 22,000 yearly actions, of which 6,000 are within the Jewish community and 16,000 in the larger community, through partnerships with the Municipal Government of São Paulo, the Municipal Office of Social Services and Development of São Paulo, and the Municipal Office of Education of São Paulo, in addition to partnerships with companies and donors.

The beginning of this story goes back to 1915, in the city of São Paulo, at a time when several entities were organizing themselves to help families from the Jewish community that had arrived in São Paulo at the beginning of the 20th century. A social safety network was created by volunteers, who, with a great sense of solidarity helped solve the problems faced by the immigrants. As the years went by and because of new social realities, this support network was expanded and modified, adapting itself to current needs.

Before Unibes was founded, the history of charitable institutions had a trajectory of successful mergers and joint ventures.

The principles of Tzedakah

The Hebrew word Tzedakah means social justice, an act of generosity. These are the principles that drive and strengthen Unibes' goal of providing the help and means necessary for a more dignified life to those in need.



Denise Zaclis Antão – Unibes President

Message from the President

Unibes, which will be 107 years old in 2022, remains current by being always attentive to the demands of society.

The entity received Jewish refugees during World War I and II, and from the moment these refugees were integrated into the São Paulo community, they decided to repay the affection with which they were received. Until two years ago, there were 15,000 individuals who received assistance, 5,000 of them from the Jewish community and 10,000 from the larger community. Since the pandemic, we now assist around 22,000 people.

This is what I want to share with you. Every Monday, our cafeteria staff cooks an extra 25% for the children and young people in situations of social vulnerability that we support during after-school hours because they do not eat properly during the weekend. Can you imagine this scenario during the lockdown caused by the Coronavirus pandemic?

We organized ourselves in record time thanks to the campaigns and the sensitive and generous donors who helped us distribute food baskets, including hygiene baskets and PPE (personal protective equipment).

We distributed 56,000 food baskets, 28,000 hygiene and PPE baskets, and R\$2,000,000.00 in food vouchers to serve the vulnerable community of the Canindé and Bom Retiro region, which includes the Gato Community and the Moinho Community.

Because our kitchen was closed due to the lockdown, we also started the production and distribution of lunch boxes with the support of the Municipal Office of Social Services and Development of São Paulo. Approximately 12,000 lunch boxes were distributed, each one with food for at least four people. And due to our expertise, we ended up becoming a distribution channel for the Municipal Government of São Paulo.

Message from the President

Various donors helped us, and we are proud to be able to count on them to continue supporting those who need it most. Unfortunately, we will still have to deal with the consequences of this pandemic for quite some time.

Perceiving the increase in unemployment caused by this period, we quickly reacted it and created Unibes Empregabilidade (Employability): a program where, through contacts with various companies, we inserted several people back into the job market, avoiding the need for them to require assistance from Social Services.

From January 2021 to date, we have reintegrated 97 people into the market. This represents 27% of the resumes we have. We still need to include more people and we have excellent resumes available.

Our main goal has always been and will continue to be the search for the autonomy of our beneficiaries. For people who are not qualified to be in the formal labor market, we offer workshops focused on entrepreneurship to improve their self-esteem and eventually generate some income.

The consequences of the pandemic will remain. And we will continue in this fight. We hope we can count on the support of all who make our volunteer work a true purpose in life.



Denise Zaclis Antão - Unibes President

*Watch the video
about #eudouação*



Mission, Vision and Values

Mission

Develop and implement projects in the areas of social service, educational support, quality of life and culture to promote autonomy, respecting the Jewish principles of good deeds and social justice.

Vision

To generate opportunities for people to develop autonomy and transform their own history.

Values

Commitment to human beings;
Credibility and transparency;
Innovative thinking;
Ethics in actions;
Respect for employees and volunteers;
Optimization of resources.

*Watch the video
Unibes Manifesto*



Unibes Manifest

Unibes wants to invite you to see donating in a different light.

Not as charity.

Not as philanthropy.

Not just as a means to clear one's conscience.

Not as a helping hand whose practical impact is uncertain.

Unibes sees donating as giving action.

Action that is seen.

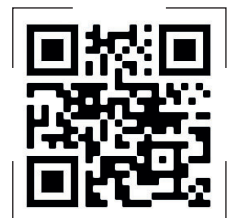
Action that is continuously improved.

Action that is measured so that children, young people, families, and the senior citizens in need conquer their autonomy and become agents of their own actions.

Inspired by the principles of Tzedakah (social justice) and anchored by years of proven experience and efficiency, Unibes enables you to give action in three ways: through Unibes Social, with financial contributions, through Unibes Bazaar, with objects, clothes, furniture, or property, and through Unibes Cultural, with laws that encourage cultural investments. Because donating without action is only an intention.

#eudouação (#igiveaction)

*Find out more
about Unibes*



The three pillars for autonomy

Unibes celebrates its 107th anniversary, supported by its three pillars that work in fundamental cooperation to strengthen the actions that drive the institution in its goal of promoting well-being and, especially, developing the autonomy of children, youth, families, and senior citizens.

Providing the means and tools necessary for the beneficiaries to develop independence in all phases of life is one of the main goals of Unibes, which believes in an autonomous, critical, and active individual in our society, to help build a better society.

Every year, Unibes reinvents and improves itself, maintaining its relevance and vitality, without putting aside the serious and committed work, credibility, transparency, and efficiency.

Unibes Social: autonomy for children, youth, families, and senior citizens.

Unibes Bazar: business that generates autonomy and sustainability for the Institution.

Unibes Cultural: empowering autonomy through culture and entrepreneurship.

Social context in 2022

Unibes strengthens its commitment to social welfare and the development of children, youth, families, and senior citizens in situations of social vulnerability throughout the year. Understanding and examining the social conditions of these individuals is a complex process, but that shows the Institution's differentiator through the quality of the services it offers our society.

Social vulnerability: a term that covers several factors such as characteristics of the territory, age cycle, difficulties faced by the families, and lack of access to public policies, in situations that are a consequence of the processes that reproduce social inequalities.

The Census of Children and Adolescents living on the streets in the month of May 2022, conducted by the Municipal Government of São Paulo and the Municipal Office of Social Services and Development of São Paulo (SMADS), indicated that there are 3,759 children and adolescents, between the ages of 0 and 17 years and 11 months, in a situation of social vulnerability, who use the streets to sleep, to practice irregular or illicit activities, and are sheltered by the social services network.

This is just one of the scenarios faced in the city of São Paulo after the pandemic.

In critical periods of time like the COVID-19 pandemic, Unibes worked through unity and solidarity. Combating the quarantine and isolation was done through several actions implemented in the last 2 years so that the beneficiaries could continue to receive assistance from Unibes:

- Distributed over 56,000 food baskets, of which 12,500 were food voucher cards in the amount of R\$ 160.00 each and more than 28,000 hygiene and cleaning product baskets.
- The departments continued to provide social services and support, following all the safety protocols in an adapted manner or through remote and online daily activities.



Distribution of basic food baskets to those assisted by Unibes

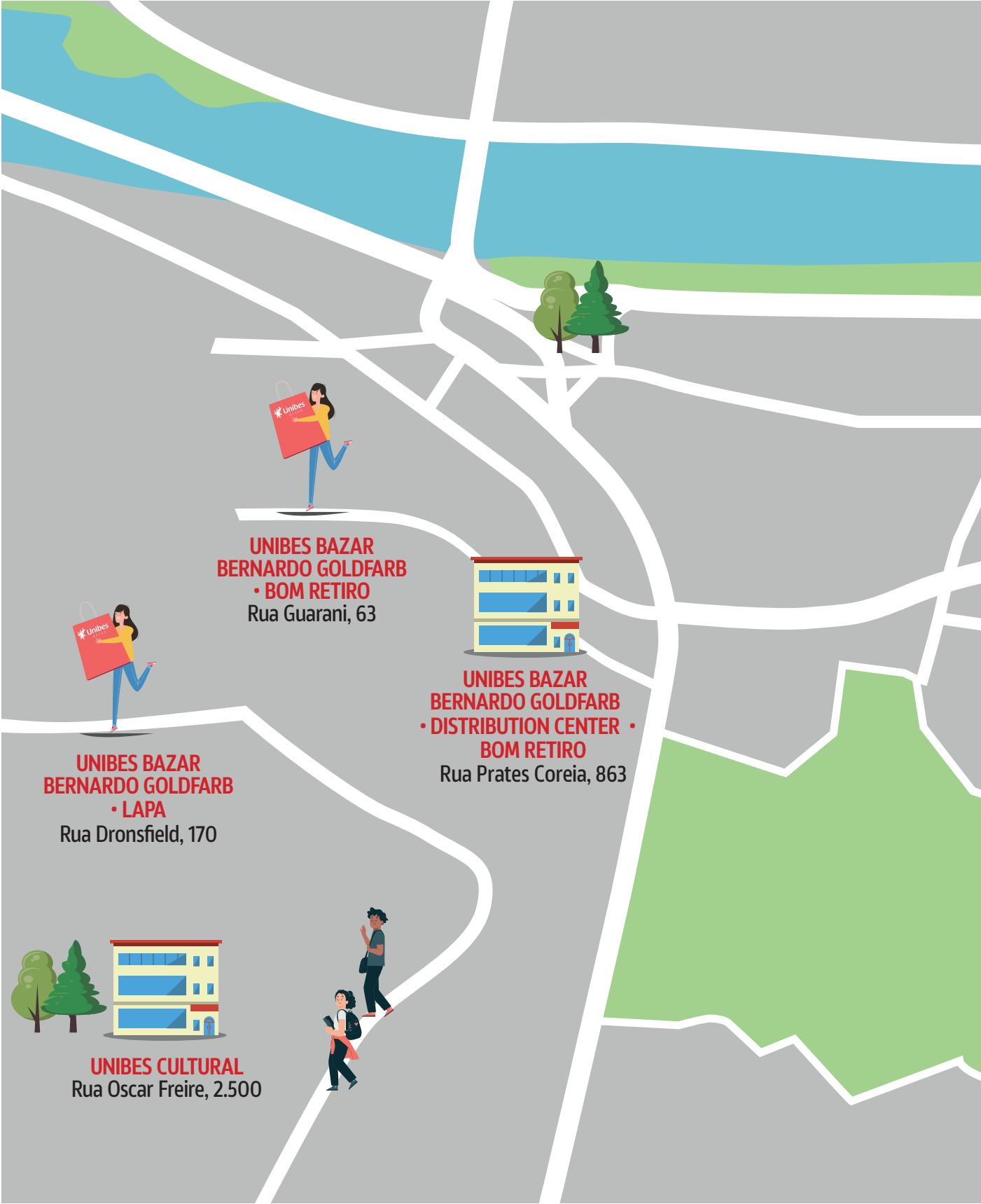
- Unibes Cultural reinvented itself creating a structure for live broadcasts that transmitted its programming online, thus maintaining the commitment to promote the development of reflection and learning through culture.

- Unibes Bazar held campaigns for donation collection through drive-throughs and it implemented hygiene protocols in order to sanitize the products received. It also strengthened its digital presence.

56,000
food baskets

12,500
food voucher cards

28,000
hygiene and cleaning
products baskets



**UNIBES BAZAR
BERNARDO GOLDFARB**
• BOM RETIRO
Rua Guarani, 63

**UNIBES BAZAR
BERNARDO GOLDFARB**
• DISTRIBUTION CENTER •
BOM RETIRO
Rua Prates Coreia, 863

**UNIBES BAZAR
BERNARDO GOLDFARB**
• LAPA
Rua Dronsfield, 170

UNIBES CULTURAL
Rua Oscar Freire, 2.500

Unibes Map of locations



UNIBES BAZAR BERNARDO GOLDFARB • SANTANA

Rua Voluntários da Pátria, 2.286



UNIBES BAZAR BERNARDO GOLDFARB • BOM RETIRO

Rua Rodolfo Miranda, 293 e 294



HEADQUARTERS

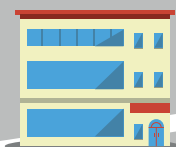
Sede Unibes, Núcleo de Convivência
de Idosos e Centro Dia para idosos
Rua Rodolfo Miranda, 287



SERVIÇO DE ASSISTÊNCIA SOCIAL À FAMÍLIA (FAMILY WELFARE SERVICES)

Rua Cristina Tomás, 160

• DigiLab (Telecentro) (Technology Center)
Rua Cristina Tomás, 160



CENTRO DE EDUCAÇÃO INFANTIL BETTY LAFER (DAYCARE)

Rua Jorge Velho, 96



UNIBES BAZAR BERNARDO GOLDFARB • BRÁS

Av. Celso Garcia, 195



ÁREA DA CRIANÇA E DO ADOLESCENTE (CENTER FOR CHILDREN AND ADOLESCENTS)

Rua Pedro Vicente, 569





22,000

yearly assistances in all the Unibes programs



204

children enrolled in the Daycare



670

children and adolescents participated in afterschool activities



250

youth received guidance through the Youth Apprentice Program



480

youth participated in the Professional Training Courses

Unibes Social in 2022

2,200 families were benefitted through social services actions

100 senior citizens participated in activities at the Senior Citizen Community and Day Center

192 Holocaust survivors assisted by Unibes

Unibes Social on social media

Instagram
15,2 k followers

Facebook
34k followers



70%

of the youth inserted in the job market after completing the Professional Training Courses

*Watch the video of the
students of the Children's
Choir of Unibes, invited
to participate in the Cine
Concerto The Lord of the
Rings: The Two Towers*





Children participating in a recreational workshop

Autonomy and social welfare for a better world

Through its social programs, Unibes develops autonomy via different programs in the areas of social inclusion, educational support, professional training, and culture, and promotes quality of life, providing support in all phases of life.



On-site dental treatment and recreational activities

CEI – Centro de Educação Infantil Betty Lafer (Daycare)

Managed by Unibes, in partnership with the Municipal Department of Education of São Paulo, the Center for Early Childhood Education, the daycare center, has about 204 children enrolled, from the ages of 2 to 5 who are starting their school education. In the morning, activities are held following to the official syllabus of the Municipal Government of São Paulo. During the afternoon there are recreational

activities with games, storytelling, reading and art, as well as nutritional and dental assistance. This program tracks the growth of the children and provides the necessary support for them to develop in these early years of life with health, warmth, social interaction, and educational support. Playing and learning are important parts of the joy and social well-being of these children.





Activities such as painting, dancing and art therapy

CDI - Centro Dia para Idosos (Senior Citizen Community Day Center)

The program, conducted in partnership with the Municipal Government of São Paulo, maintains a specific program of daytime care for 30 semi-dependent senior citizens, with daily activities to cultivate their quality of life. Balanced meals and activities such as dancing, painting, art therapy, and lectures on self-care promote the well-being and leisure, motivating the daily life of the senior citizens enrolled in the program. The social interaction and the dynamic routine promote much needed joy to these individuals full of history and experiences, who can rediscover new ways of teaching and learning every day.

30
semi-dependent
senior citizens





*Painting workshops
and recreational activities
with the children*

SASF – Serviço de Assistência Social à Família (Family Welfare Service)

The Family Welfare Service promotes ways to improve the socioeconomic situation of 2,200 families in situations of fragility or social risk. The program strengthens emotional bonds through guidance for conflict resolution and is carried out in partnership with the Municipal Office of Social Services and Development of São Paulo. The families benefitted by the program are registered in public income transfer programs, and Unibes social workers carry out field work to verify the conditions and needs of each family. Based on this work it is possible to help strengthen family and community

ties, help them understand their social rights and access to public services, and refer them to health centers. Projects focused on training and entrepreneurship are also carried out, such as arts and crafts and painting classes, so that the families can build more financial autonomy.

In 2022, when it resumed its activities, the SASF hosted meetings and festivities to stimulate group experiences and learning, in addition to cooking and arts and crafts workshops that generate autonomy and income for the families.

DigiLab (Telecentro) (Technology Center)

The Telecentro, in partnership with the Municipal Office of Innovation and Technology of São Paulo, is a public space with computers connected to the internet that promote free access to information and communication technologies, available for multiple uses, including courses and assisted browsing. The activities offered are open to anyone and provide basic computer information, such as the main research and entertainment

resources, with the objective of enabling and improving users' knowledge, as well as providing the development of autonomy, creating opportunities for digital inclusion, and enabling citizenship.

Taking into account the situation of the pandemic, courses for personal and professional development are being resumed, and the service continues to provide access to information on basic rights in the areas of education, health, and social security. DigiLab welcomes an average of 280 users every month.



Children's choir performance at the Cine Concert The Lord of the Rings: The Two Towers



Students in class receiving educational support

CCA - Centro da Criança e do Adolescente (Center for Children and Adolescents)

The Center for Children and Adolescents (CCA) is a program offered by Unibes in partnership with the Municipal Office of Social Services and Development of São Paulo and private companies. Before or after regular school hours it welcomes about 670 children and adolescents ages 6 to 14, who are enrolled in the public school system, and provides educational support, workshops in dance, theater, art, reading, chess, storytelling, soccer, volleyball, judo, music, orchestra,

and choir. In addition, the students can have breakfast, lunch, and a snack in the morning and afternoon. This support, which fosters the educational, physical, and social development of the program's participants, allows them to participate in enriching experiences to develop autonomy and capabilities that are essential for them to grow with a comprehensive education, becoming conscious and active individuals in the social environment in which they live.



In 2022, there were some important events in the Children and Adolescents Area. There was the re-inauguration of the Matific room, a games and learning platform, in an environment that fosters the study of mathematics in a playful, dynamic and innovative way. There also was a performance by 50 students from the Unibes Children and Adolescent's Choir at the Cine Concert The Lord of the Rings: The Two Towers, alongside great professionals. This provided the young people with a great learning opportunity through culture.



Young people participating in the make-up and self-esteem class



*Watch the video
of the graduation of the
Professional Training Course
CEDESP - 2nd semester*



CEDESP – Centro de Desenvolvimento Social e Produtivo para Jovens (Social and Productive Development Center for Young People)

The Social and Productive Development Center (CEDESP), in partnership with the Municipal Office for Social Services and Development of São Paulo, every year professionally trains about 650 young people, ages 15 to 29, through vocational courses for Administrative Assistant, Hotel Reception and Booking Agent, Web Design, and Restaurant Customer Service. The course is divided into two modules: basic and specific. The first one seeks the improvement of behavioral skills and approaches concepts such

as citizenship, responsibility, work valuation, and respect for cultural diversity. The specific module has the support of partner companies, and its objective is to stimulate professional training through practical workshops. There is also guidance and referral for job interviews at partner companies, supporting around 150 young apprentices. The project promotes learning and achievement, providing young people with the necessary support in this very important step in their path into the job market.





Lecture with Olympic surf champion Italo Ferreira and below young people at an art exhibition

In 2022, the students in the vocational courses were able to participate in meetings, lectures, mentoring, among other actions that serve as a learning tool and inspiration for these young people who are building their trajectory in the job market. Two of the many inspiring testimonials that the students heard this year were from the CEO of Amil, Edvaldo Vieira, and the Olympic surfing champion Italo Ferreira.



Girls Education Program

At Unibes, developing the autonomy of women in all phases of life is very important. And to strengthen the entrepreneurial sense and the empowerment of young female students of the Children and Adolescents Center, a partnership between Unibes and the Estée Lauder Companies Brazil, a global group of luxury cosmetics, started the Girls Education program, the first education and social responsibility project by Estée Lauder in Latin America. The program invests in high-performance education for students enrolled in one of the professional training courses or after-school programs offered by the Institution and impacts every year over 400 young women ages 12 to 17. There are two main pillars that constitute the program: Leadership Skills and Emotional Intelligence, so that the students can develop essential characteristics for the job market and identify their potential with self-awareness and self-esteem, receiving the necessary support to strengthen their emotional structure. In addition, they also develop new behavioral skills through dynamic workshops, group readings and videos, English and make-up classes that enhance their self-esteem and help them feel more confident in recruiting processes.



Graduation ceremony of the Girls Education Program



Watch the video of the graduation ceremony of the Girls Education Program

Serviço Social Marcia Nigri (Marcia Nigri Social Services)

Unibes is available to the members of the Jewish community and their families, to welcome, guide and offer all the necessary support with privacy.

The Institution welcomes and promotes social well-being for over 1,300 families from the Jewish community. Each person goes through an individualized social evaluation to receive the appropriate referral to social programs and thus receive the proper support with legal aid, food baskets, housing, and transportation. There are also programs for professional training, income generation and autonomy, such as the Kavod, the Employability and the scholarship program for young people through Unibes Universitário (Unibes University Scholarship Program). For occasional needs, Unibes also calls on a network of partner institutions that provide social assistance and support for medical and other needs.

Every Wednesday, from 8:30 to 11:00 a.m., social services is on duty at the Unibes headquarters to conduct these first interviews.

1,300 families from
the Jewish community





Elderly woman participating in an art workshop

Núcleo de Convivência para Idosos da Unibes – Unibes Senior Citizen Community and Day Center

The Unibes Senior Citizen Day Center promotes socialization and leisure activities currently for 70 people from the Jewish community, over the age of 60. It focuses on actions that stimulate independence in daily activities and social well-being, through art workshops, lectures, choir and dance classes, outings, and celebrations.

In 2022, with the objective of promoting an active and healthy aging process for all people, Unibes participated in the Longevity Expo + Forum 2022 with a booth where it presented the activities it conducts for senior citizens.



Welcoming and Caring

Unibes Sobrevivientes do Holocausto – Unibes Holocaust Survivors

In partnership with Claims Conference, an institution based in New York, USA, Unibes works to ensure the social well-being of Holocaust Survivors who live in situations of social vulnerability and whose income is insufficient to meet their health needs. The social services for Jewish victims of Nazism are maintained through funds from the Conference on Jewish Material Claims Against Germany (“Claims Conference”). Additionally, victim assistance also comes from the URO Charitable Trust Limited. In 2019, the service conducted by Unibes

received, for the second consecutive time, the Green Flag granted by the Claims Conference auditors, who evaluated the Institution’s documentation and procedures. The evaluation of this work provided an increase in the contribution of resources for the survivors and Unibes was the only institution in Latin America, and one of the few in the world, to receive this recognition. There are 192 senior citizens currently being assisted, on a quarterly renewable basis, actively maintaining the cycle of this important work.

Unibes Empregabilidade – Unibes Employability

The Employability Program is an initiative that arose to combat and prevent situations of vulnerability and inequality of individuals from the Jewish community who are assisted by Unibes and are searching for new professional opportunities. The Institution connects these people with companies that have openings for new employees or service providers. The intermediation is possible through the exchange of resumes of individuals looking for a job and aims to provide them with opportunities through better working conditions and income.

In 2022, over 450 resumes were sent to partner companies, and of these 20% were hired.

450 resumes
20% were employed





Meeting of young people from the Unibes University Program

Unibes Universitário – Unibes University Program

To support the studies of young people from the Jewish community and the wider community who are interested in pursuing a college education, the Unibes University Program provides them with the opportunity to enroll in a university by offering a scholarship equal to up to 50% of the monthly tuition. It also offers pedagogical support and lectures on the job market, helping to strengthen the sense of discipline, planning, prosperity, and achievement. For Unibes, education is an essential tool for social transformation and the basis for a future with more opportunities. Currently 102 young people are benefiting from this support.



*Watch the video
Stories of Unibes -
Guilherme Marostica*

Unibes Kavod

The Kavod Program was created with the goal of developing new capabilities for individuals from the Jewish community who are in a situation of social vulnerability. Unibes receives the resources donated by the partner and promotes activities that will develop the autonomy of the participants, encouraging them through training workshops to become entrepreneurs and generate their own income. The multidisciplinary work is conducted by Unibes Social Services to identify the main capabilities of each person, so that they can be recommended for the right courses. The productive groups are divided among manual workshops that stimulate creativity and promote motor coordination and entrepreneurial activities, and culinary workshops that develop and teach effective food practices, showing the different processes related to food and the proper handling of food products up to the point of sale. Through this learning routine, the individual discovers himself as an active person, taking the lead in changing his own life and collaborating with the social environment around him. Two years after it was created, the Program currently has 252 participants, all of whom are developing their autonomy and income generation skills.



Manual workshops that stimulate creativity



Developing autonomy and capabilities for income generation

Unibes Adote um Futuro – Unibes Adopt a Future

The need to broaden “horizons” has become indispensable for many sectors of our society, be it in health services, commerce, service provision, and in the way we serve, negotiate, and care. The “world” and the demands change all the time, and with these changes come new priorities, meanings, and adaptations. For this reason, the Adopt a Future Program gained a new, even bigger purpose, in which “adopt a future” means embracing an entire cause, in which “future” takes

on a broader meaning. By contributing to a future with more opportunities for our young citizens, we contribute to the future of an entire nation, promoting development, autonomy, care, and attention. The Program helps to finance and complement part of the costs of the activities conducted in and out of the classroom, focused on culture and educational experiences for over 800 children and adolescents, ages 2 to 15, which include outings, theater, cinema, exhibitions, recreational activities, as well as



Cultural outing with the children

supporting eventual needs, on a case-by-case basis, providing the necessary support for the integral development of all the beneficiaries. We believe in education and culture as means of social transformation, and investing in the future and in the autonomy of children and young people is an important and essential step towards a fairer world. Today, more than 830 students are part of the Adopt a Future Program, which is open to new supporters who want to embrace this cause.

830 students
Ages **2 to 15**



Children participating in recreational and educational activities

Numbers



7 physical stores

1 online store

12 trucks for donation collection



30% increase in donations in 2022.

AVERAGE
1 million pieces of clothing sorted per year.

45% accumulated growth in sales of the Bazar from 2021 to 2022.

Unibes Bazar Bernardo Goldfarb

Unibes Bazar in social media

Instagram

20.3k followers

37 Lives shopping

+ 1 Web Special with Mariana Kupfer

Facebook

1.2 k followers



Organic reach of 10,000 new followers on Unibes Bazar's Instagram during the year.



+50

campaigns in the physical stores and online store and over ten special actions conducted by the Bazar.

*Watch a video of
a tour inside the
Unibes Bazar store*



Unibes Bazar Bernardo Goldfarb



Unibes Bazar store – Bom Retiro

Social retail that helps strengthen the purpose of the Institution

The Unibes Bazar is Unibes' social retail brand, which for over 50 years has generated funds to maintain the Institution's social programs, allocating to these programs 100% of the income obtained from the sale of the seven physical stores and the Unibes Bazar online store, in addition to promoting conscious consumption and sustainable practices.

Every donation that Unibes receives is destined, first, to the people assisted by the Institution. The surplus is made available in the Bazar's seven physical stores and in the online store, which began its activities in May 2021 and operates in a relevant way in the digital environment, contributing in a practical and efficient way to sales.

Following the global trends

Slow fashion emerged as a more sustainable socio-environmental alternative in the globalized fashion world. The worldwide trend and need for product circularity led to an innovation in product consumption, making the recycling of materials essential to a society committed to the environment. In line with this concept, every year Unibes strengthens its work at the Unibes Bazar as a reference in the sales cycle of donated second-hand products, also promoting practices such as assembling and refurbishing furniture and upholstery, overhauling appliances, and upcycling clothing.

UPCYCLING
no Unibes Bazar
Moda consciente e sustentável!
Garanta sua peça exclusiva!



A coleção feita pelo @arts.cesar com a técnica do upcycling está disponível no nosso site.

Peças exclusivas!
Até 10% off
Use o cupom: REUSOFAZBEM



Unibes Bazar store - Lapa

Unibes Bazar Bernardo Goldfarb

A very active year

In 2022, the Unibes Bazar had five truck renovations and three truck donations, thus enlarging its fleet to 12 trucks, adding more technology, innovation, and modernization to the work done in collecting donations throughout the city São Paulo and the greater metropolitan area as well as in supplying the stores with products. The store at Rua Rodolfo Miranda, 293 also underwent renovations, transformations, and modernization, being completely redesigned and adapted to provide customers with the best experience. Moreover, with an eye on conscious

consumption and global trends aligned with sustainable practices, the Unibes Bazar promotes reuse and contributes to a longer life cycle of products, enabling a stronger and lengthier cycle of goodness.



Watch the video of the delivery of the trucks that were donated



Fleet of truck for picking up donations



Picking up donations

Unibes Bazar receives donations of:

- Toys;
- Furniture;
- Pet products;
- Electronics;
- Home appliances;
- Books, records;
- Bed, table, and bath linens;
- Shoes and accessories (fashion, decorations, home goods).
- Among other goods in good condition.



See here how you can donate

The Bazar's donation cycle



DONOR
We pick up the donations free of charge



EMPLOYEE
The parts are sorted in the Distribution Center

Unibes Bazar Bernardo Goldfarb

Some initiatives have contributed to promoting visibility

To strengthen the actions of the Unibes Bazar, we participated in the IT Brands Summer. This was an event curated by stylists and designers, in which Unibes was present in the “IT Giveaway” focused on the third sector. The income obtained from the sale of donated goods was allocated to the Institution’s social programs, and the event helped to strengthen conscious consumption. The year also marked the beginning of a more robust digital presence, with the support of a “social media influencer”, specialized in curating fashion and retail content helping to promote the more than 50 annual campaigns of the physical stores and the online store and more than ten special actions carried out by the Bazar, which include Condominium Campaigns, Enjoei, Mother’s Day, Father’s Day, Black Friday and Bazar of Lights, bringing in new consumers and generating an organic reach of 10,000 new followers on Unibes Bazar’s Instagram during the year.



Watch the video of the Unibes Bazar virtual store on the iTBrands platform



RECIPIENTS
Many products are separated and donated to individuals assisted by Unibes



CUSTOMERS
Products are sold in the physical and online stores



PROGRAMS
Sales are reverted to Unibes’ social programs.



Reception and lounge at Unibes Cultural

42,000
in-person audience
at general events

300
online audience in courses



Unibes Cultural as an innovation hub

Unibes Cultural, celebrated 7 years of operation in the city of São Paulo in 2022 as one of the main hubs of innovation, democratizing knowledge and empowering autonomy through culture and creative entrepreneurship, strengthening itself for another year as an agent of transformation in our society.

By spreading cultural amplitude and enabling access to knowledge in a plural way, articulating several meetings, debates, exhibitions, and training activities, with a program based on the arts, sustainability, entrepreneurship, technology, education, longevity, among other current and relevant topics, always

in dialogue with the Sustainable Development Goals proposed by the United Nations, Unibes Cultural develops work that is essential for building a society with more fairness and more opportunities, breaking down barriers of access to culture for the population of São Paulo.

In 2022, Unibes Cultural resumed its activities in person, with great public adherence and several activities.

Main events, courses, and workshops: Dialogue in the Dark Exhibition, Recycling Exhibition, Ucult Lab, Carpentry School, DOCS. Main fairs: Misturô, Rosenbaum and Criativa Mente.



Unibes Cultural resumed its in-person activities with several events



2nd Unibes Charity Art Auction “The art that enchants. The art that transforms”.

Donors

Unibes counts on the support of many people who believe in its goal of building a better society for all. And the donors are essential in the history of the institution. The actions, events and campaigns are part of this relationship and every year new ways to support and raise funds are developed, improving the relationship with the donors who strengthen Unibes’ work, whether

they are individuals or companies. One of the great moments of 2022 was the 2nd Unibes Charity Art Auction “The art that enchants. The art that transforms”, which had the support of donors essential to the purpose of the institution, such as Dan Gallery, which donated 24 works to be auctioned at the event. All the money raised was allocated to the social programs.

Donors, partners, volunteers, and employees

Partners

Partner companies are also fundamental to Unibes' actions, supporting its social programs and contributing so that many activities that provide enriching experiences can be conducted. Resources reach Unibes through sponsorships, project financing, partnerships and donations of products and services. Among the activities developed by the area, the highlight is the continuous building of relationships and sensitization of potential funders. This is a fundamental role for project alignment, in addition to the development of communication channels that ensure the image, values and seriousness of Unibes.



Partner companies carry out activities with young people



Action focused on women's health: self-knowledge and autonomy



Volunteer event at Unibes Cultural

Volunteers

Volunteering has been essential in the history of Unibes since the beginning of its 107-year history, and it is fundamental for many actions that promote transformation in the lives of thousands of people daily. Volunteers perform essential activities in the Institution, such as management, with the members of the operational and fiscal boards and directors, and also through operations with fund raising, participation in events and promoting the organization, in addition to the volunteers who act directly in the Unibes programs. In 2022, the Volunteer Event was held to reflect on the work done and to further unite all those who practice this fundamental activity for Unibes. Currently, we count on the support of 315 volunteers who dedicate themselves to the purpose of the Institution.

Government Agencies that support Unibes

- Municipal Government São Paulo
- Municipal Office of Social Services and Development of São Paulo
- Municipal Office of Education of São Paulo
- Municipal Office of Innovation and Technology of São Paulo
- Municipal Office of Culture of São Paulo
- Municipal Office of Social Development of São Paulo

Donors, partners, volunteers, and employees

Employees

Unibes employees provide fundamental support for all actions conducted by the Institution throughout the year, offering their expertise in the demands, campaigns and projects that drive the entire internal ecosystem of the organization. In 2022, Unibes reached a total of 408 employees.

+5 units
+15 departments
+400 employees

Actions conducted for the employees

Plataforma Mobiliza de estudos 

Ser Unibes é ser parte do propósito de construir um mundo com mais oportunidades e o seu desenvolvimento também é muito importante para nós!

Agora, você tem acesso a diversos cursos por meio de uma plataforma de estudos exclusiva e gratuita!



Instale o App "Plataforma Mobiliza" no seu celular e assista às aulas gravadas.

Obtá-lo, esse recurso estará disponível aos colaboradores apenas em horário comercial e seu uso deve ser estipulado com o gestor.

Aproveite e bons estudos! #eudouação

Siga nossas redes:         


Tem um cobertor quentinho para você! 

O **frio chegou** e a Unibes vai entregar novos cobertores de casal para os colaboradores.

Afinal, carinho e bem-estar contagiam e **você é essencial** na nossa missão de transformar muitas realidades.





Data da entrega: 13/06

Temos um convite muito especial para você! 



O Hospital Albert Einstein, em parceria com a Unibes, convida você para a próxima live do **Programa Calmamente "Gestão das energias"**, para entender mais sobre como repor as energias e equilibrar a saúde física, emocional, mental, espiritual e social.

Quando: 01 de agosto, segunda-feira. Hora: às 08h. Via Google Meet.



Programa Calmamente. [Acesse aqui.](#)

Haverá também um mapeamento dos colaboradores e, por isso, é muito importante que sejam preenchidos dois questionários. Lembrando que os dados são sigilosos e apenas a equipe do Einstein terá acesso.












Questionário das energias. [Acesse aqui.](#)

Questionário do trabalho. [Acesse aqui.](#)


Contamos com sua presença! Até lá!

Siga nossas redes



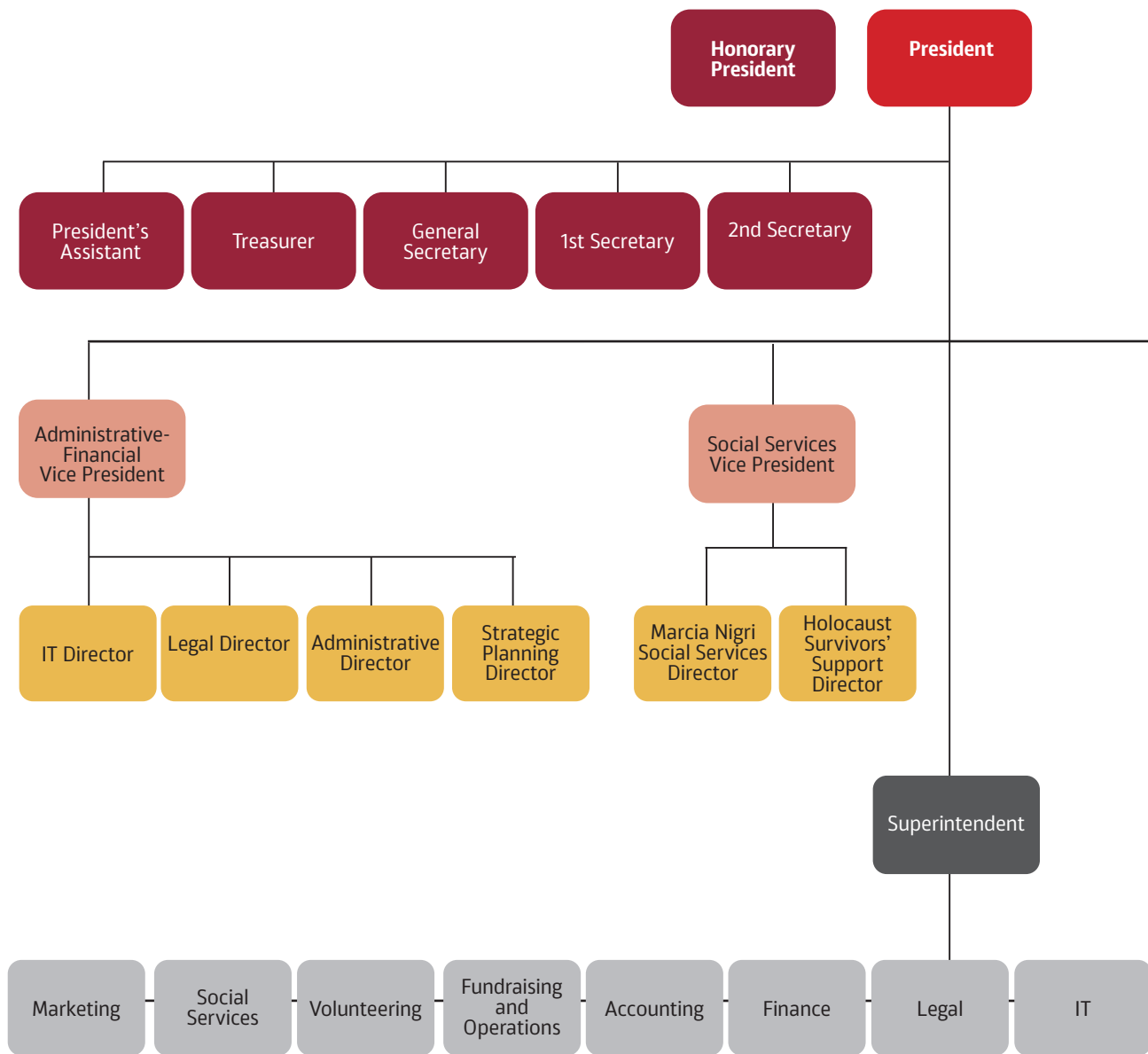
Manual de Integração Unibes



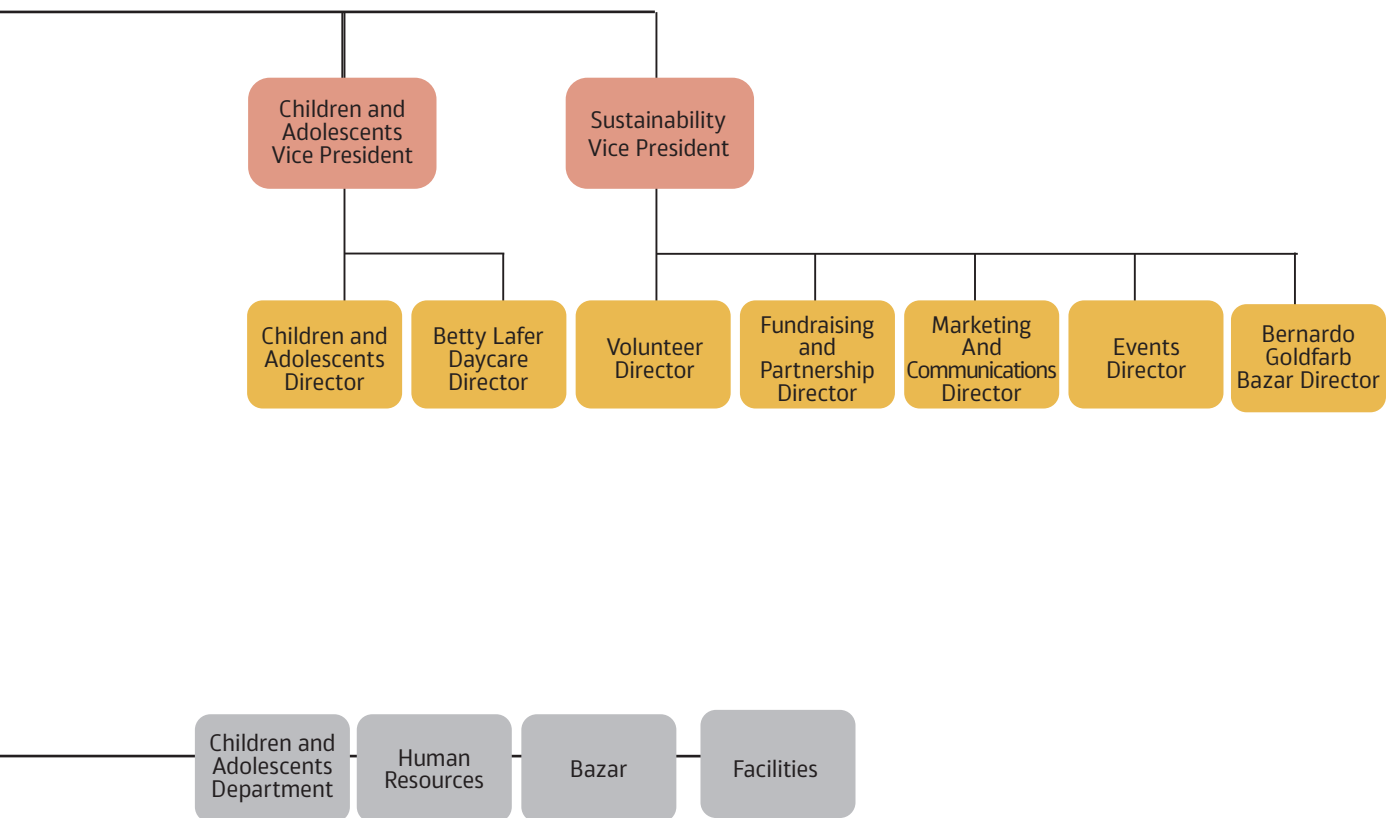
Juntos, nós fazemos a diferença!

Ajude a fazer o fim de ano das crianças do SASF mais especial!





Organizational Chart



2021-2023 Mandate

President

Denise Zaclis Antão

Operational Board

President Celso Lafer

Abram Abe Szajman, Bóris Ber, Claudio Luiz Lottenberg, Daniel Leon Bialski, Denise Goldfarb Terpins, Israel Vainboim, Jayme Brasil Garfinkel, Léo Krakowiak, Luis Stuhlberger, Marcos Arbaitman, Meyer Joseph Nigri e Teresa Marco Nigri.

Fiscal Board

Mauricio Lafer Chaves, Renato Ejnisman, Ricardo Radomysler, Uri Eric Arazi e Ury Rabinovitz.

Honorary President

Anita Schuartz

Vice-Presidents

Gabriel Zitune, Liora Steinberg Alcalay, Maria Albuquerque Zanforlin e Patricia Lerner Sereno.

Directors

Ahuva Bruria Flit, Breno Zolko, Carmen Schivartche, Daniel Augusto Motta, Fanny Michaan Terepins, Ida Regina Ebel Cohen, Juliana Steinberg Kanas, Lísias Lauretti, Luciane Ribeiro, Mônica Tabacnik Hutzler, Moshe Sendacz, Nicole Sonder Rouben e Susana Koln.

Lifetime Board Members

Abrão Goloborotko, Anna Jakobowicz, Anita Schuartz, Antonieta Felmanas, Beirel Zukerman, Bruno Laskowsky, Carlos Shehtman, Célia Kochen Parnes, David Stuhlberger, Dora Lucia Brenner, Kurt Wissman, Luiz Jayme Zaborowsky, Marcos Kertzmann, Moisés Mirocznik, Moisés Waldsztein, Nathan Herchkovici, Oscar Juziuk e Regina First.

Advisory Board

Abram Berland, Abrão Bernardo Zweiman, Airton Sister, Alberto Blay, Carlos Schuartz, Chulamit, Terepins, Edgar Gleich, Ester Adriana, Gottschalk, Etejane Hepner Coin, Eugênio Vago, Fernando Blay, Fernando Ferrari Duch, Gilberto Tanos Natalini, Harry Davidowicz, Israel Grytz, Jack Leon Terpins, Jacques Sarfatti, Jairo Okret, Jayme Blay, Joel Rechtman, Lilia Klabin Levine, Luis Gaj, Luiz Kignel, Marcelo Felberg, Mario Fleck, Mendel Lukower Neto, Moisés Singal Gordon, Naum Rotenberg, Nessim Hamaqui, Ricardo Berkiensztat, Roberto Davidowicz, Rubens Gorski, Sidney Birman, Stela Yara Blay e Susana Irene Steinberg.



How can you help



Donate

(11) 3123-7333 or unibes@unibes.org.br



Be a partner

(11) 3123-7358 | (11) 96928-4463 or parcerias@unibes.org.br

Donate to the Unibes Bazar

(11) 3311-7266 | (11) 96929-4660 | (11) 99328-8398
or unibes.org.br/bazar/

Be a volunteer

(11) 3123-7357 or voluntariado@unibes.org.br

Hire our youngsters

(11) 3227-0598 or (11) 98944-5960



Support the Adopt a Future Program

(11) 3123-7313 | (11) 99379-6129 or
adoteumfuturo@unibes.org.br

Sponsor cultural projects

(11) 3065-4333 | (11) 97614-9193 or
negocios@unibescultural.org.br



Learn more about our actions through our social networks

 /Unibes  @UnibesOficial  @Unibes  @Unibesbazar  @UnibesCultural