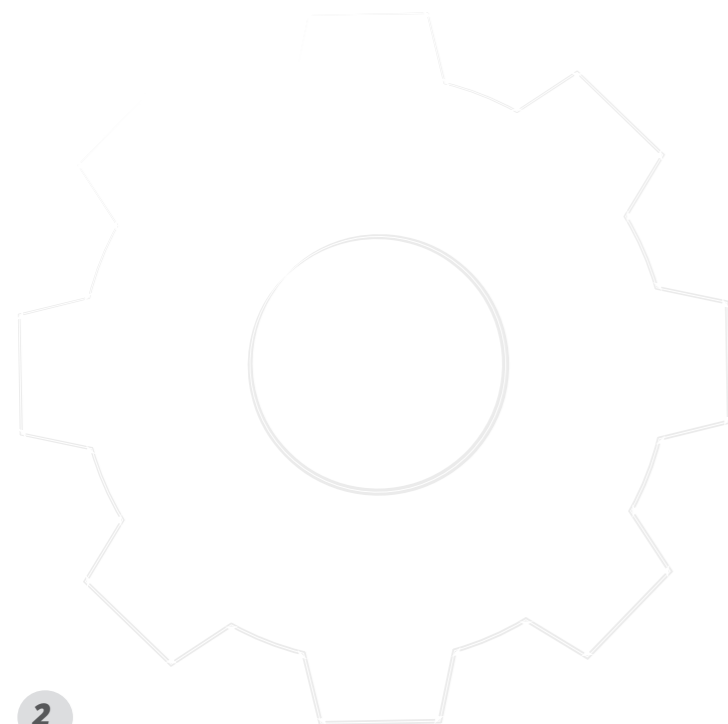


Activity *Report 2024*



*Unibes is a safe bridge
towards autonomy*



*Unibes is a
safe bridge
towards
autonomy*



Children participating in Unibes' social programs.

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***Vice-President of Sustainability
and Director of Marketing and
Communication***

Nicole Sonder Rouben

Superintendence

Amador Alonso Rodriguez

Coordination

Juliana Zechetto

Editorial office

Evellin Domingos
Marcelle Torres

Graphic design

Erone Rosa Feitosa

Photos

Marcela Castagnoli
Audiovisual Unibes Cultural



Message from the president



It is with great joy that I celebrate my first year at the helm of Unibes' new management. Thanks to the invaluable support of donors, partners, and collaborators, we have been able to overcome challenges, achieve important milestones and promote multidisciplinary work across the Institution's three pillars: Unibes Social, Unibes Bazar and Unibes Cultural. This joint effort has resulted in another year of significant action for the benefit of those we assist.

In 2025, Unibes will reach a historic milestone when it turns 110 years. Together, we will continue to move forward, reaffirming our commitment to transforming lives and fostering the autonomy of a growing number of people.

With a solid and well-planned structure, we remain steadfast in our purpose, facing new challenges with determination and renewing our dedication to the Jewish principles of Tzedakah every year.

I would like to express my affection and gratitude to everyone who, every day, helps to build a better world alongside us.

Liora Steinberg Alcalay

Liora Steinberg Alcalay
President of Unibes

About us

Unibes, a legacy of autonomy, transforming generations



People from different generations assisted by Unibes' social programs.

The story of Unibes began in 1915. It was the period of the First World War and immigrants from the Jewish community arrived in the city of São Paulo in search of a new home. To help with the adaptation and challenges faced by these families, Jewish institutions that were forming at this time came together and, with a deep sense of solidarity, structured a social protection network, following the Jewish principles of Social Justice, the Tzedakah.

Over the years, the commitment to the human being and to the new social demands of a city in constant growth has made this welfare work even broader and has come to encompass the Jewish community and the wider community, while preserving the values of the organizations that have been the foundations of this trajectory, such as transparency, efficiency and credibility.

Currently, through three different fronts, multidisciplinary work is conducted at Unibes to promote social well-being, the development of autonomy, interest in culture and the recovery of quality of life.

This centenary trajectory, built through the union and volunteerism of many people guided by social justice, maintains this legacy to this

- Unibes Social has a kindergarten for children, socio-educational assistance during the school day, professional training for young people and adults with support for inclusion in the job market, support for families in vulnerable situations and care for the elderly, totaling 22,000 services a year.
- Unibes Bazar sells donated products in excellent condition, such as clothes, shoes, furniture, and other items, in seven physical units and an online store. 100% of the proceeds go towards maintaining the social programs, as well as reinforcing commitment to sustainable practices, solidarity and citizenship.
- Unibes Cultural is the transforming agent that empowers autonomy through culture and entrepreneurship, promoting options for leisure, reflection and information, with respect for all the audiences that take part in the hundreds of cultural activities it organizes.

And to maintain this structure, our stakeholders are fundamental:

- Donors who believe in and promote the institution's purpose, actively helping to build equity and social transformation.
- Partners, who are essential to the actions conducted, contributing with sponsorship, project funding, partnerships and donations of products and services.
- Volunteers, essential to Unibes since the beginning of its history, responsible for various activities in all areas.
- Collaborators, who are the internal stakeholders and help strengthen the Institution's culture through their daily demands. Currently, around 350 collaborators work on Unibes' three pillars.

day, which strengthens new actions and innovations to maintain social transformation.

In 2025, Unibes celebrates its 110th anniversary and with each new phase it renews itself in order to continue to be one of the country's leading references in the third sector and thus maintain a secure bridge to autonomy for its beneficiaries.

Timeline

Creation of the Sociedade Beneficente das Damas Israelitas (Israeli Ladies Benevolent Society). Belonging to the oldest Jewish families in the state, the ladies who were part of this group helped immigrants who began arriving during the First World War.

1915

The Sociedade Beneficente Amigos dos Pobres Ezra (Friends of the Poor Ezra Benevolent Society) was founded. The aim was to help immigrants from the Jewish community who were beginning to arrive in Brazil.

1916

The institutions Gymnasio Hebraico-Brasileiro Renascença, Clube Esportivo e Social Macabi and Sociedade Cooperativa de Crédito Popular do Bom Retiro were already organized.

1920

In 1924, the Pro-Immigrant Society joined Ezra, constituting the first union between organizations that helped immigrants, and was renamed Sociedade Beneficente Israelita Ezra (Ezra Israelite Benevolent Society).

1924

The Sociedade Beneficente Linath Hatzedek (Linath Hatzedek Benevolent Society) was founded to provide medical assistance to immigrants.

1929

The Sociedade Beneficente Linath Hatzedek (Linath Hatzedek Benevolent Society) changed its name to the Sociedade Beneficente Linath Hatzedek Policlínica (Linath Hatzedek Charitable Society Polyclinic), which serves various medical specialties.

1935

The Sociedade das Damas Israelitas (Israeli Ladies' Society) joined the Lar das Crianças Israelitas (Israeli Children's Home) (created in 1939) and the Gota de Leite da Associação B'nai B'rith (created in 1932). The three institutions became Ofidas: · Organização Feminina Israelita de Assistência Social (Israeli Women's Organization for Social Assistance).

1940

Ofidas merged with Ezra and Policlínica to form Unibes (Brazilian Israeli Union for Social Welfare) and Unibes Bazar began its activities.

1976

During the 1980s, Unibes strengthened its assistance work and its working partnerships.

1980

In the 1990s, the institution continued to improve, update and strengthen its activities.

1990



Unibes celebrates its 100th anniversary and Unibes Cultural begins its activities.

2015



Unibes is 105 years old and is undergoing major adaptations to get through the Covid-19 pandemic.

2020



Unibes celebrates 110 years of a legacy of unity and solidarity and also celebrates 10 years of Unibes Cultural.

2025

Mission

To develop and implement projects in the areas of social assistance, support for education, quality of life and culture to promote autonomy, while respecting the Jewish principles of good deeds and social justice.

Vision

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

Values

Commitment to the human being;

Credibility and transparency;

Innovative thinking;

Ethics in actions;

Respect for collaborators and volunteers;

Optimization of resources.

Unibes Manifesto

Unibes wants to invite you to look at donations in a different way.

Not as welfare.

Not as philanthropy.

Not simply as a matter of conscience.

Not as an aid whose practical impact is uncertain.

Unibes sees giving as action.

Action that can be seen.

Action that is continually improved.

Action that is measured so that children, young people, families, and elderly people in need gain 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: by Unibes Social, with financial contributions, by Unibes Bazar, with objects, clothes, furniture or real estate, and by Unibes Cultural, with cultural incentive laws. Because giving without action is just intention.

Award and certification

In 2024, Unibes received two important recognitions that attest to the commitment and seriousness of its work at a national level.

- Winning the third Best NGOs in Brazil Award, previously received in 2021 and 2022.
- The acquisition of the Silver Seal certification, which represents Unibes' approval of 10 Sustainable Development Goals (SDGs) aligned with the United Nations (UN) 2030 Agenda.



"It's very rewarding to donate. To make a piece with your own hands for someone who needs it. I had a very dear aunt who volunteered at Unibes for over 50 years and because of her I've been at Unibes for over 18 years making baby layettes. I like the feeling that we are making a difference in some way," **Clara Back, Unibes Social volunteer.**

Volunteering changes the world!

The generous act of working for the benefit of others and making the world a better place is part of the essence of Unibes!

At the Institution, volunteering can be conducted in one-off actions and events, as well as regular participation in activities, in various functions aligned with one or more pillars (Unibes Social, Unibes Bazar and Unibes Cultural) on a weekly basis or by events and demands.



66% of Unibes Bazar volunteers carry out activities such as philately, jewelry, sorting clothes, electronics, books, etc.

Types of volunteering that can be done at Unibes:

- **Individuals:** you can volunteer at Unibes by donating your skills, time, generosity, and knowledge in a variety of areas.
- **Educational volunteering:** Unibes works with schools and universities that encourage the voluntary mobilization of their students, designing impact actions and campaigns.
- **Corporate volunteering:** one-off or recurring volunteering activities can be conducted at Unibes units through partnerships with companies that want to join in the purpose of transforming lives.
- **Currently,** around 160 volunteers unconditionally support the work conducted by Unibes, totally dedicated to strengthening the positive impact generated every day.

Join the Unibes volunteer team: (11) 99213-3377 | voluntariado@unibes.org.br or via the website (QR CODE that takes you to the volunteer page: unibes.org.br/voluntariado/) The team responsible will contact you to align expectations and explain Unibes' pillars.

Generating Value

Unibes is made up of three pillars of activity (Unibes Social, Unibes Bazar and Unibes Cultural) which form a broad ecosystem responsible for all the multidisciplinary work conducted, working in an integrated manner on all its fronts.

And to maintain and strengthen this entire structure, the institution relies on the fundamental support of many people and areas.

Structure

Own property, stores, offices, and trucks to run the institution.

Ways of generating value: Promoting and strengthening the institution.



12 Institutional buildings

7 Physical stores

12 trucks to pick up donations

Finance

Funds available through donations and bazaar sales.

Ways of generating value: Impacts all other departments, as it provides resources for maintaining the institution.



+50 direct (financial donation) and indirect (donation to the bazaar) fundraising campaigns

Relationships

Donors, partnerships with companies and other institutions and our volunteer work.

Ways of generating value: Considers actions to improve relationships with/service to stakeholders.



+50

partners such as government agencies and private companies

163 volunteers

67% women

33% men

Human

Training, courses and area engagement.

Ways of generating value: Collaborators who are specialists in their areas, strengthening the institution's actions.



347 collaborators

53% women

47% men

+400 families impacted by the jobs generated by the institution.

Mulheres:

14 Managers and 12 Leaders = 26

Homens:

7 Managers and 7 Leaders = 14

34% of all collaborators have completed a degree.

Another **10%** are currently taking a course.

Map of the units



Unibes Social

Social well-being and autonomy that spans generations.

Different programs in the areas of social inclusion, support for education, professional training, culture and well-being make up Unibes Social, the pillar of Unibes that for 110 years has sought to provide a life of quality and autonomy for children, young people, families and the elderly in situations of social vulnerability.

22,000

annual visits to all Unibes programs

205

Kindergarten

700

children and teenagers, on average, take part in after-school activities every year

210 young people, on average, oriented to the Young Apprentice Program each year

An average of **700** young people take part in Vocational Training every year

70%

of young people enter the job market after vocational training



Instagram

31k followers with 74% growth rate in 2024

2.2k impressions, this being the number of times the content appeared on the screen

60k visits to the @unibes profile

105k interactions with content

+100

activities for our beneficiaries, including talks, exhibitions, cultural and musical events.

118 elderly people assisted at the Day Center and the Social Center

1.400 families from the Jewish community assisted monthly by the Marcia Nigri Social Service

1.234 families assisted monthly by the Family Social Assistance Service (SASF)

Our Programs

204 people assisted by the Unibes Holocaust Survivors Program

118 young people supported by the Unibes University Program

283 people impacted by the Unibes Employability Program

326 participants in the Unibes Kavod Program

830 participants in the Adopt a Future Program



LinkedIn

6.6k followers, with a growth rate of 27% in 2024

64.5k impressions, which is the number of times the content appeared on the screen

12.8k page views

YouTube

28.2k views on the channel

1.4k registrations, with an increase of more than 119 registrations in 2024

490 hours of viewing (estimate of total views by the public)

Jewish community

Jewish Community Family Welfare Service Marcia Nigri



The Jewish community's reception area is equipped with social spaces and a highly specialized professional team.

This service is the gateway to any need of the Jewish community, which sees Unibes as its safe haven. Currently, 1,400 people from the community and their families receive assistance that guarantees support, shelter and autonomy. Each person undergoes an individualized social study and thus receives the appropriate referral to the social programs that will give them access to the necessary aid. Some of the types of aid are legal support, food parcels, housing and transport, but there are many other forms of support that are tailored to the needs of each individual, all to ensure the well-being of the Jewish community in an integrated way.

Unibes therefore has reception rooms, social spaces and a highly specialized professional team to receive and welcome those assisted, guaranteeing the necessary privacy in the dialogue with the professionals in conditions of confidentiality.

There are also programs for training, income generation and autonomy, such as Unibes Kavod Program, Unibes Employability Program,, Unibes University Program and the Unibes Elderly people Social Center.

For eventual needs, Unibes also calls on a network of partner institutions that provide social assistance to support medical and other needs.

Every Wednesday, from 8:30 a.m. to 11 a.m., social workers are on duty at Unibes headquarters to provide initial assistance to families from the Jewish community.

Holocaust survivors

Unibes, in partnership with the Institution Claims Conference (Jewish Material Claims Against Germany Conference), based in New York, USA, works to guarantee the physical and emotional well-being of Holocaust survivors over the age of 79 who live in São Paulo and other regions of the country.

The funds for social assistance to the victims come from the Claims Conference itself and, additionally, from the URO Charitable Trust Limited.

These funds are earmarked for the well-being of the elderly, who receive financial aid so that they can rely on caregivers, medication, treatment in clinics, medical and dental care and other health needs.

In 2022, Unibes was awarded its third Green Flag by the Claims Conference auditors, who assessed the institution's documentation and procedures. The evaluation of this work led to an increase in funding for survivors, and Unibes is the only institution in Latin America, and one of the few in the world, to receive this recognition three times in a row. Currently, 198 survivors are assisted.



Celebrating life through a program full of music, dance and cultural attractions is a tradition of every edition of Café Europa!

Highlights of the Unibes Sobreviventes do Holocausto (Holocaust Survivors Program) in 2024:

- In 2024, the Program celebrated its 20th anniversary, promoting the care and well-being that these people need, respecting the history, strength and resilience that each of them carries, with great sensitivity in protecting them, making it one of the Institution's priorities today.
- The 34th and 35th editions of Café Europa were held. Both took place at Unibes Cultural in São Paulo.

If you or your friends know Holocaust survivors or someone who was born in Europe at the time of the Second World War, contact Unibes to see if we can help! sobreviventes@unibes.org.br

Jewish community

Unibes Kavod Program

The Unibes Kavod Program was born with the help of funds obtained from donors, with the aim of helping families in the Jewish community in vulnerable situations.

The project aims to develop the participants' new skills through training workshops, giving them more opportunities to develop their autonomy, as well as encouraging them to become entrepreneurs and generate their own income. Multidisciplinary work is carried out by Unibes Social

Assistance to identify each person's main potential, so that they can be appropriately referred to classes.

The productive nucleus are divided into manual workshops, which stimulate creativity and entrepreneurship, and culinary workshops, which develop and teach effective food practices, showing the different processes related to food and the proper handling of products. The program currently has 326 participants.



Through the development of skills, the Unibes Kavod Program generates autonomy.

Highlight of the Unibes Kavod Program in 2024:

- *Entrepreneurial Mind Fair at Unibes Cultural: the beneficiaries participating in the Unibes Kavod Program had the opportunity to exhibit and sell their products at the fair. This experience was very important, resulting in good sales and significant profits, which had a positive impact on their financial situation, as well as valuing and strengthening their autonomy.*



Aide from the Unibes Kavod Program exhibits her productions.

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

Unibes Employability Program

Through the Unibes Employability Program, Unibes connects people from the Jewish community who are looking for new professional opportunities with companies that have vacancies for new collaborators or service providers.

In this way, the program works to address and prevent, in the long term, issues of vulnerability and social inequality for those it assists

by brokering opportunities that offer better working conditions and income.

Since the program's creation in 2021, around 170 people have been re-employed in the second half of 2024 and approximately 113 CVs are currently in the talent pool.

To support: empregabilidade@unibes.org.br

Jewish community

Unibes Scholarship Program



For Unibes, supporting education is very important for building a future with more opportunities for everyone. This is why the Unibes University Program, with the support of donors and partners, works to promote the opportunity for young people from the Jewish community, aged between 17 and 30, to study in higher education through scholarships. The main courses chosen are Medicine, Engineering, Psychology, Advertising and Marketing, Law and Dentistry.

In addition to the university scholarship, the program offers a wide range of activities, including fundraising and educational support for young people, as well as supplementing the content through various activities, such as lectures and group dynamics. There are currently 118 students receiving support.



Students from the Unibes University Program during complementary activities.

History: The Unibes Scholarship Program, conceived and run since its inception by Elie Horn and Gabriel Zitune, began its activities in 2001 as the Yeladim Program and assisted students who needed scholarships for Jewish schools. In 2004, the program also started offering university scholarships to help young people who were older siblings of children who already had a scholarship, as well as other students whose financial need was detected by Unibes' Social Services.



Gabriel Zitune, creator of the program, speaks to the people in charge and those attending Unibes Universitário.

In 2016, the Yeladim Program (scholarships for Jewish schools up to high school) became part of the Israelite Federation of the State of São Paulo (FISESP) under the name of Scholarship Fund. At this point, Unibes turned its attention exclusively to university scholarships and the program was renamed Unibes Universitário.

Over the course of 20 years, more than 300 young people have graduated from the program.

To support:
(11) 3123-7350 | (11) 97868-7815 or universitarios@unibes.org.br



Highlights of the Unibes University Program in 2024:

- In addition to the management of Gabriel Zitune, creator of the Program.
- Unibes University Program and current Institutional Vice President of Unibes, at the beginning of 2024 the Program gained a Youth Board, made up of Marcela Zitune Birger and Beny Finkelstein.
- Right at the start of this new administration, a fundraising dinner was held focused on young donor couples and the result was the expansion of the Program's financial support and sustainability network.
- The increased engagement between the Youth Commission, the students and their guardians is another highlight of the year. Both took part in dynamics, cultural activities and events, such as the placing of new mezuzot at Unibes' headquarters, lectures given by members of StandWithUs Brasil and visits to the Museum of Jewish Culture and the exhibition "Anne Frank: Deixem-nos ser".



"I believe that the Program has a great impact on society and the Jewish community, because the most valuable thing we can offer young people is education, no one can take that away from them, with training they can achieve financial independence and also help their families." **Silvia Birger**, supervisor of the Unibes University Program.



Areas of activity

Children

The children's area provides a space for learning, playing, group activities and experiences that will pave the way for a future of opportunities.

Young people

The youth area enables learning and achievements to provide the necessary support in this important phase of experience and choices for the future.

Families

The families' area generates ways to improve their socio-economic situation through training, as well as providing guidance and information to strengthen Family nucleus.

Elderly

The area for the elderly provides well-being and leisure, making daily life dynamic and healthy to encourage autonomy during experiences. Unibes is guided by the National Policy for the Elderly and the Statute of the Elderly to ensure social rights and create conditions for promotion, integration and effective participation in society.



Whether through recreational workshops or dental care, each child's smile at the CEI is cherished!

Betty Lafer Children's Education Center (CEI)

The Centro de Educação Infantil Betty Lafer* (Betty Lafer Early Childhood Education Center) caters for around 205 children between the ages of 2 and 5 at the start of their school life. In the morning, educational activities are carried out in accordance with the official São Paulo City Hall calendar. In the afternoon, there are recreational workshops, with games, storytelling, games, reading and art, as well as daily dental and nutritional care, providing healthy meals (breakfast, lunch, snack and dinner), which amount to more than 160,000 meals a year.

**In partnership with the São Paulo Municipal Department of Education.*

CEI Registration: Mondays, Wednesdays and Thursdays, from 9am to 10:30am, at Rua Jorge Velho, 96 - Bom Retiro. More information: (11) 3311-7081.

Highlights of the CEI in 2024:

- Guidance on children's development for their families and referral to multidisciplinary care.
- Meetings promoting the children's participation in educational activities with their parents and guardians.
- Delivering food parcels to those in need.
- 1 month with a special program on ASD (Autism Spectrum Disorder), in which families were able to take part in a meeting at the CCA to receive guidance from a psychotherapist and have a rich exchange of experiences.

Center for Children and Adolescents (CCA)

The Centro da Criança e do Adolescente (Child and Adolescent Center) serves around 700 children and adolescents every year, aged between 6 and 14, who are students in the public school system, providing extracurricular support with activities that include dance, theater, art, reading, chess, storytelling, soccer, volleyball, judo, music, orchestra and choir workshops. In addition, students can have breakfast, lunch and a snack in the morning and afternoon.

In the Children and Adolescents Area, more than 1 million meals are provided each year for those assisted at the Centro da Criança e do Adolescente (Children and Adolescents Center) (CCA) and the Social and Centro de Desenvolvimento Social e Produtivo para Jovens (Productive Development Center for Young People) (CEDESP). On Mondays there is a 40% increase in the amount of food offered and on Fridays there is a 20% increase,



Extracurricular support and food security are priorities at CCA.

meeting basic food needs with fruit, vegetables, meat, bread, milk, rice and beans.

**In partnership with the São Paulo Municipal Secretariat for Social Assistance and Development.*

CCA registration: families are welcomed through an interview with a social worker, considering the demands referred to and/or validated by the Social Assistance Reference Center (CRAS), which is a public service responsible for offering services, programs, benefits and social projects within the scope of Social Assistance. Those interested in directly accessing the service through spontaneous demand, referral from the social assistance network, from other public policies, through rights guarantee system bodies, among others, must register and/or enroll in the service and will then be referred to the CRAS in their area for inclusion or updating of the data of the child and/or teenager and their family in CadÚnico.

Center for Social and Productive Development for Young People (CEDESP)



A young Hotel Management student during a practical activity.

At the Centro de Desenvolvimento Social e Produtivo para Jovens (Unibes Center for Social and Productive Development for Young People), around 700 young people aged 15 and over are trained professionally every year. The courses on offer are free in the areas of Hospitality, Web Programming, Restaurant

Service and Administrative Management. The program is divided into two modules: basic and specific. In the basic module, behavioral skills are improved, covering concepts of citizenship, responsibility, valuing work and respect for cultural diversity. In the specific module there is support from partner companies,

with the aim of stimulating professionalization through workshops and practical learning.

In addition, Unibes acts as a training entity, with the aim of promoting assistance and professional education for young people, who from the 5th month of the course can already be referred to the Young Apprentice Program for interviews at partner companies, according to the evaluation of their performance and the specifics of the vacancies, which is a great differential that the Institution provides. After being hired, the young person is monitored during the 13-month contract, at no cost to the companies, attending 4 days at the company and 1 day at Unibes, in a theoretical course.

Currently, around 70% of the students who complete the Professional Training are placed on the job market.

Unibes Professional Training has been running since 1993 and has already helped train more than 30,000 young people.

**In partnership with the São Paulo Municipal Secretariat for Social Assistance and Development.*



Workshops and hands-on learning are present from start to finish at Unibes Professional Training.

Highlights of CCA and CEDESP in 2024:

- Thematic meetings with parents (oral health, sexuality, rules and limits), evaluation meetings with families based on the Curriculum Indicators for Early Childhood Education and meetings to evaluate the development of those being assisted);
- Attracting new partners to maintain and develop the area's projects and strengthening ties with current partners;
- Expansion of the Professional Apprenticeship Program;
- Participation in forums such as: the Municipal Council for the Rights of Children and Adolescents (CMDCA), the Health at School Program (PSE), the Brazilian Federation of Adolescent Socio-Educational Associations (FEBRAEDA), the Social Assistance Forum (FAS), the Early Childhood Education Forum (FEI), Abrinq, the FUMCAD Force, among others;
- Continuation of weekly sexuality workshops for the young people assisted and participation in sports games and championships.



Children and Adolescents are involved in a wide range of activities.

Young people took part in various educational and cultural activities throughout the year. Some of the many actions carried out were:

- Special Pink October action for families, with Estée Lauder, Uninove and Essity;
- Self-make-up classes with make-up artists Rosman Braz and Mauro Marcos;
- Cinema, with the movie *The Wild Robot*, in partnership with Editora Vetor;
- Nescau Cup, women's soccer and men's and women's judo categories;
- Mentoring by FESA, MentorEla, among others;
- "Singing in the Rain" Musical;
- Storytelling workshop with storyteller Madalena Monteiro;
- Lecture on diversity and inclusion, with the Demarest law firm;
- The "Leaders who inspire" project, by partner Instituto Nelson Wilians;
- Paul McCartney concert;
- Visit to the exhibition "Anne Frank: Deixem-nos ser", at Unibes Cultural;
- Workshop, with Unimed Seguros.

State Council for the Rights of Children and Adolescents (CONDECA);

- Partner companies;
- Municipal Fund for Children and Adolescents (FUMCAD);
- São Paulo City Hall;
- São Paulo Municipal Secretariat for Social Assistance and Development (SMADS);
- Municipal Department of Education (SME).

CEDESP Registration: As soon as registration opens for the next semester, candidates can go to the unit to fill out the computerized registration form. You must be at least 15 years old and, in the case of minors, a guardian must be present. More information: (11) 3311-7081 or (11) 99160-4707.

Social Assistance Service for the Family (SASF)

The Family Social Assistance Service* provides opportunities to improve the socio-economic situation and strengthen the emotional bonds of approximately 1,230 families in situations of social vulnerability.

These families are registered in public cash transfer programs and Unibes social workers carry out field work to verify their conditions and needs.

Projects are developed aimed at training and entrepreneurship, such as craft and painting classes so that families can have more financial autonomy, as well as guidance on social rights, access to public services and referrals to health centers.

Highlight of the SASF in 2024:

- Entrepreneurial education is being used as a tool to develop the skills of a group of more than 80 people, with content aligned with empowerment and self-confidence. This opens a new scenario in which each person can become the protagonist in planning and carrying out the transformations needed to improve their quality of life in all aspects (economic, social, environmental and cultural).

**In partnership with the São Paulo Municipal Secretariat for Social Assistance and Development.*



The cooking workshop encourages entrepreneurship among the women assisted at the SASF.

DigiLab (Telecenter)



Digilab users familiarizing themselves with digital environment resources.

DigiLab* is a public space with computers connected to the internet to promote free access to communication and information technologies, available for multiple uses, including courses and assisted browsing. The activities offered are open to anyone and provide basic computer content, such as the main search and entertainment resources, to enable and improve users' knowledge,

as well as providing the development of autonomy through digital inclusion and the exercise of citizenship. Around 320 monthly users make use of the service.

**In partnership with the Municipal Department of Innovation and Technology.*



"For almost a decade, the collaborators at Senac São Paulo's headquarters have found in the actions managed by Unibes a dialog between vulnerabilities, time, willingness and love. All this, thanks to our strong bond of trust and partnership in planning initiatives that remind us of values and further reinforce our socio-educational purpose. Here, I would like to thank you for the bridge and mutual benefit," **Andrea Nunes, coordinator of Senac São Paulo's Corporate Volunteering Program.**

Coexistence Center for the Elderly) (NCI)



Musical activities, such as choir and dance classes, are a hit with our seniors.

The Center for the Elderly provides socialization and leisure for 88 people from the Jewish community over the age of 60, promoting well-being through actions that encourage autonomy and interaction in daily activities, such as art workshops, lectures, choir and dance classes and outings

The service also provides daily meals

and round-trip transportation for each person assisted.

In order to value their origins, the elderly also take part in Jewish celebrations such as Pesach, Rosh Hashanah and Chanukah, among others. The celebrations always include traditional Jewish cuisine and musical performances and are experienced with great joy by the elderly.

Day Center for the Elderly (CDI)

The Unibes Centro Dia para Idosos* runs a specific day care program for 30 semi-dependent elderly people, with daily activities to improve their quality of life. A balanced diet and activities such as dancing, painting, art therapy and

talks on self-care promote well-being and leisure, making the elderly's daily life dynamic and healthy.

**In partnership with São Paulo City Hall.*

Highlights of the NCI and CDI in 2024:

- *Beauty day for the elderly: to celebrate the Day of the Elderly, an excellent partnership was made with the Jacques Janine salon. The elderly from the Community Center and the Day Center were taken for a day of beauty. As well as providing well-being, this action also promoted many moments of joy.*
- *1st Longevity Parade: our elderly people assisted by the services of the Centro Dia para Idosos, the Núcleo de Convivência and the Family Social Assistance Service (SASF) participated in the 1st Longevity Parade, an initiative led by the Brazilian Society of Geriatrics and Gerontology of São Paulo, in collaboration with several prominent institutions in policies, projects and services for elderly people in various conditions and realities, which aims to promote the visibility, appreciation and dissemination of approaches that meet the specific needs related to aging and the importance of aging in a dignified and quality manner.*
- *City Tour São Paulo: groups of 20 elderly people from the Centro Dia para Idosos and 20 elderly people from the Núcleo de Convivência took part in the City Tour São Paulo, which is an initiative to promote urban tourism and offer a new life experience. The action provided leisure, culture and knowledge of the main tourist attractions in the central region of the city, as well as a pleasant stroll through the Immigration Museum.*
- *Teatro Sérgio Cardoso: a group of 40 elderly people from Núcleo de Convivência and the Centro Dia para Idosos were taken to see the play "Tornar visível o invisível", providing moments of culture and leisure.*
- *Exhibition at the Museu de Arte Moderna de São Paulo (São Paulo Museum of Modern Art) (MAM): a group of 30 elderly people from the Centro Dia para Idosos attended the photographic exhibition "George Love: além do tempo" where they were able to experience moments of culture and art.*
- *Around 20,000 kilometers were covered during the year in transportation, outings and care for the elderly.*

Adopt a Future Program



Children assisted by the Programa Adote um Futuro during an educational tour.

The Programa Adote um Futuro carries out careful work focused on the education and culture of the more than 800 children and adolescents aged 2 to 15 assisted at Unibes, helping to finance part of the costs of the activities carried out inside and outside the classroom, which include outings, theater, cinema, exhibitions, play and recreational activities, as well as supporting any needs, according to each case.

Highlights of the Programa Adote um Futuro 2024 :

- In 2024, the Program celebrated its 20th anniversary and is open to new supporters who want to embrace this cause and help to continue promoting opportunities for a more autonomous future for thousands of young people.

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

Girls Education Program

A partnership between Unibes and Estée Lauder Companies, a global cosmetics and beauty group, has been developing the Girls Education Program since 2020, a pioneering education and social responsibility project by Estée Lauder in Latin America, with Unibes being the only institution chosen to develop this Program.

Approximately 400 young women are impacted each year, between the ages of 13 and 29, from families in situations of social vulnerability, with no restrictions on socio-economic or ethnic conditions, who are enrolled in one of Unibes' Professional Training courses or who are in the after-school classes offered by the institution.

The pillars that make up the Program are Leadership Skills and Emotional Intelligence, and the aim is to promote the development of the students so that they acquire knowledge for the job market, identify their potential and strengthen their emotional structures. Another important point of the program is to help each of the young women understand their interpersonal relationships and identify ways of dealing with adverse situations.

Among the activities developed are dynamic workshops, reading, group videos and make-up lessons that help to you feel even more confident about taking part in selection processes.



Around 400 young women are impacted every year by this partnership between Unibes and Estée Lauder in Latin America.

General highlights of all Unibes Social Service Programs in 2024:



Building trust is one of the foundations of social care.

- Strengthening the network of supporters in actions that promoted support and well-being for those assisted, such as the Pesach and Rosh Hashanah celebrations, resulting in the delivery of hampers and vouchers that impacted 400 people on each of these dates;
- It plays an important role in consolidating socio-educational actions for the process of transformation, with a view to promoting the autonomy of each person assisted through their leading role as a citizen;
- Continuous search for a profound change in the culture of social care, transforming assistance into the protagonism of the people assisted, through multidisciplinary work based on the connection of trust, innovative policies, dynamism and balance in the diverse demands of the population;
- Development of work based on real needs, in a targeted and



Jewish community members receive their Pesach and Rosh Hashanah

- effective way, maximizing the impact of initiatives, as well as innovative projects implemented throughout the year;
- Dynamism in service, enabling rapid and effective responses to emerging needs, with a balance between different profiles and demands to ensure individualized support and thus improve the quality of life of individuals, as well as strengthening communities, creating a more supportive and resilient environment.

Some of Social Work's current partners:

- Clube A Hebraica;
- GMACH;
- Hospital Israelita Albert Einstein;
- Legião da Boa Vontade (SASF);
- São Paulo City Hall;
- Residencial Israelita Albert Einstein;
- São Paulo Municipal Department of Social Assistance and Development;
- Municipal Department of Innovation and Technology;
- SEFARD..

General highlights of the actions of Unibes Social's Partnerships area in 2024:

- One of the main highlights was the expansion of access to cultural activities for those assisted, an initiative that has had a transformative impact on the lives of the people served;
- In addition, new partnerships were formed, which not only met the needs of those assisted, but also considered their aspirations, in an effort that generated a feeling of belonging and appreciation for all those involved, reinforcing Unibes' commitment to promoting inclusion and social transformation;
- During the year, approximately 19 actions mobilized more than 1,180 donors, demonstrating a significant commitment by the collaborators of partner companies to initiatives aimed at those in need



Different programs were the target of our partners' actions and donations.



Sara Korkes cake, the proceeds of which were donated to Unibes, on display at Casa Santa Luzia

Cause Marketing - Solidarity Product:

- Carol Kauffmann Jewellery: exclusive necklace with 100% of the proceeds going to Unibes;
- By Gabs: profits from Mezuzot sales go to Unibes;
- Casa Santa Luzia: profits from the sale of Sara Korkes cakes donated to Unibes + collection of tax coupons and items donated to the Unibes Bazaar.

Some of the current partners in actions and activities:

- Itaú Bank;
- Safra Bank;
- Grupo Bandeirantes de Comunicação;
- By Gabs;
- Carol Kauffmann Jewellery;
- Casa Santa Luzia;
- Chocolat du Jour;
- Cia Tradicional de Comércio;
- Deutsche Bank;
- Editora Vetor;
- Essity;
- Grupo Simpar;
- Jacques Janine;
- Matok Pães e Doces Kashner;
- Numen;
- RX Global;
- Senac;
- Teleperformance;
- Viveo.



"On behalf of the entire Numen team, I would like to express our immense gratitude to Unibes for our transformative partnership. The dedication and professionalism of the Unibes team is truly inspiring and every project we have undertaken has reinforced our conviction that together we can make a tangible difference. Thank you for allowing us to collaborate on such important initiatives and for constantly challenging us to expand our horizons of social responsibility. We look forward to continuing this fruitful partnership and contributing even more to a better future for the community." **Emilio Kuba, HOD and HR analyst at partner company Numen.**

Unibes Bazar

Unibes social retail, which for almost 50 years has strengthened its commitment to solidarity, conscious consumption and citizenship.

The donations received by Unibes go first to the people we help, supporting their individual and family needs. The surplus is sold in the seven physical stores and the Unibes Bazar Bernardo Goldfarb online store, with 100% of the proceeds going to the institution's social programs.

Physical stores

Seven stores

21K people visiting the stores monthly and more than 195K annually

48K items distributed monthly to the seven Bazaar units and the online store

Average ticket for buyers of **BRL89.78**

Online store

12% increase in site visits from 2023 to 2024

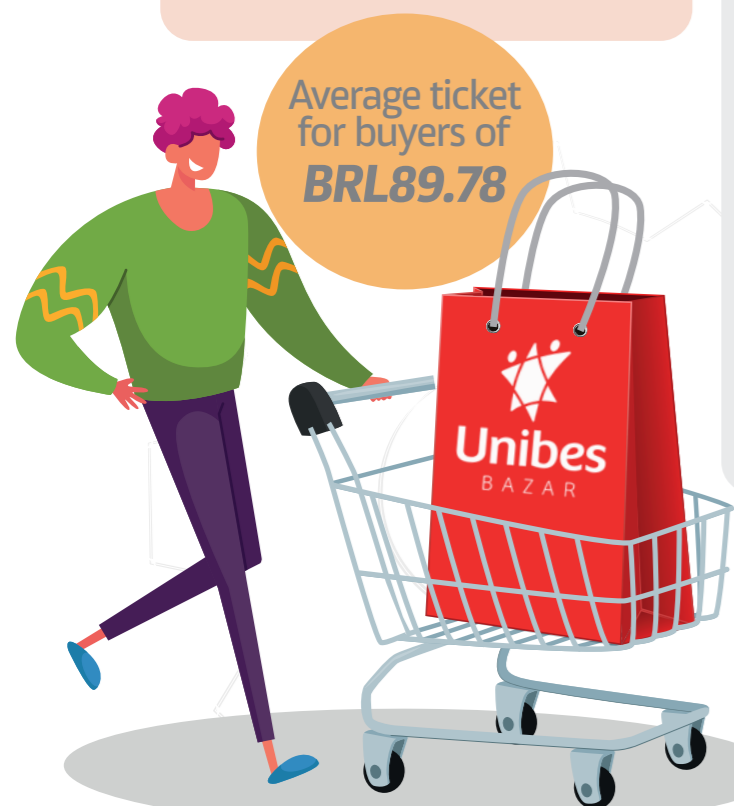
7% growth in sales from 2023 to 2024

300 new parts on the site per week, 1.2K per month and 14K per year

More than 400 new loyal customers

+637M monthly access in 2024, through the main channels: direct website link, Google and Instagram

Average ticket for buyers of BRL151.13



Logistics operation

Fleet of 12 trucks

More than 8,000 km driven monthly by truck

40 hours a week and 160 hours a month of sorting

+ 1,2k monthly withdrawals

+ 1,700m for storage in the Distribution Center



Instagram

+46K followers, with a growth rate of 29.24% in 2024

+143M profile visits

+54K interactions with content

+4.7M impressions, this being the number of times the content appeared on screen

Tiktok

26.5K followers, with a growth rate of 539.59% in 2024

+2.5M total video views

+65.4M profile visits



+100 annual campaigns for physical stores and the online store.

Unibes Bazar Bernardo Goldfarb



Facade of the unit at Rua Rodolfo Miranda, No. 294, in Bom Retiro.

Unibes Bazar Bernardo Goldfarb, Unibes' social retail brand, is part of the three pillars that underpin the institution (Unibes Social, Unibes Bazar and Unibes Cultural) and for almost 50 years it has strengthened the purpose of promoting social well-being and developing autonomy for thousands of people.

To contribute to the well-being of those who need it most and to the city's sustainability, Unibes Bazar has a team of more than 110 people, distributed between the bazaars and

the distribution center, as well as volunteers.

It is also committed to solidarity, citizenship and sustainable practices. Through partnerships, Unibes Bazar also carries out maintenance work, assembling and refurbishing furniture such as sofas, beanbag and mattresses, repairing white goods and reusing parts, adding value to these items and stimulating the circular economy.

Materials such as cardboard,

paper, iron, aluminum and plastic are sent for sale to recycling and scrap yards every week, and all the money raised goes towards maintaining Unibes' projects. By promoting environmental awareness and allowing items to gain an extra life by being reused, Unibes Bazar provides a public service for the city of São Paulo by being an option for the correct destination of unused products.

They can be donated:

- Clothes (women's, men's and children's);
- Toys;
- Furniture;
- Articles for pets;
- Electronics;
- Appliances;
- Books and records;
- Linens;
- Shoes and accessories;
- Decorative and household items.

Among other items in good condition.

To pick up donations free of charge, make an appointment online via the website or by contacting:
(11) 96929-4660 | (11) 99328-8398 | (11) 3311-7266 | (11) 3123-7300.
The service is open from Monday to Friday, from 8am to 5pm.

Donation cycle artwork

- **DONOR**
We pick up the donation free of charge.
- **COLLABORATOR**
The parts are sorted at the Distribution Center.
- **ASSISTED**
Many of the products are sorted and donated to those helped by Unibes.
- **CLIENTS**
Surplus products are sold in the physical stores and online store.
- **PROGRAMS**
Sales are donated to Unibes' social programs.



The unit previously located on Rua Guarani has a new address in Bom Retiro: Rua Prates-Coreia, No.858.

Highlights of the Unibes Bazaar in 2024:

- In 2024, the physical stores received important updates to their system to better control their stock, as well as the implementation of an inventory system;
- One of Unibes Bazar's seven physical stores has a new address, in a completely renovated space at Rua Prates-Coreia, 858;
- Major campaigns have strengthened the Bazaar's performance in yet another successful year, such as Mother's Day, Children's Day, Father's Day, Bazar das Luzes and the special fundraising campaign to help Rio Grande do Sul;
- The online store has also received important improvements to bring even more quality to the user experience, such as the structuring of an updated system with improved security;

- In addition, high-profile campaigns such as Consumer Day, Black Friday and Bazar das Luzes have also made the store's digital presence even more relevant, strengthening the work and purpose of Unibes Bazar;
- Inauguration of the Unibes Bazar pop-up store at Unibes Cultural, bringing selected items to the public who come to the house's cultural activities. The novelty integrates the purpose of Unibes Social, with the sustainable practices of Unibes Bazar and the entrepreneurship of Unibes Cultural, bringing innovation and citizenship.



The Unibes Bazar pop-up store has been well received by the Unibes Cultural public.

Some of Unibes Bazar's current partners:

- Clube A Hebraica;
- Condomínio EPA;
- Condomínio Spazio;
- Federação Israelita do Estado de São Paulo (FISESP);
- Empresa Localiza;
- Marcyn;
- Nobelpack;
- Grupo Vamos ;
- Zissou.



"We support essential projects that transform the lives of vulnerable families. Our work is a bridge to a fairer, more inclusive and sustainable future." **Isabelle Monique Meirelles Novo Piñon, coordinator of the Unibes Bazar online store.**

Unibes Cultural

Autonomy and protagonism through culture and entrepreneurship

Unibes Cultural is the pillar of Unibes that enhances the development of human beings through cultural, reflective and entrepreneurial experiences so that they become knowledgeable, innovative, autonomous and active in our society.

More than **90** events
in 2024, which unfolded
into around 900 activities
throughout the year

More than **120K**
people visited Unibes
Cultural, including events,
exhibitions and other
activities

140+ free and paid
events on the Sympla
platform

10 online courses
with an average of 8
participants per class, and
one face-to-face course
with 38 participants

**8 musicals;
4 theatrical
performances;
15 exhibitions;
51 workshops;
12 fairs.**

Social networks

Facebook
+ **175K followers**

Instagram
+ **75K followers**

YouTube
+ **16K followers**

LinkedIn
+ **9K followers**

Exhibition:

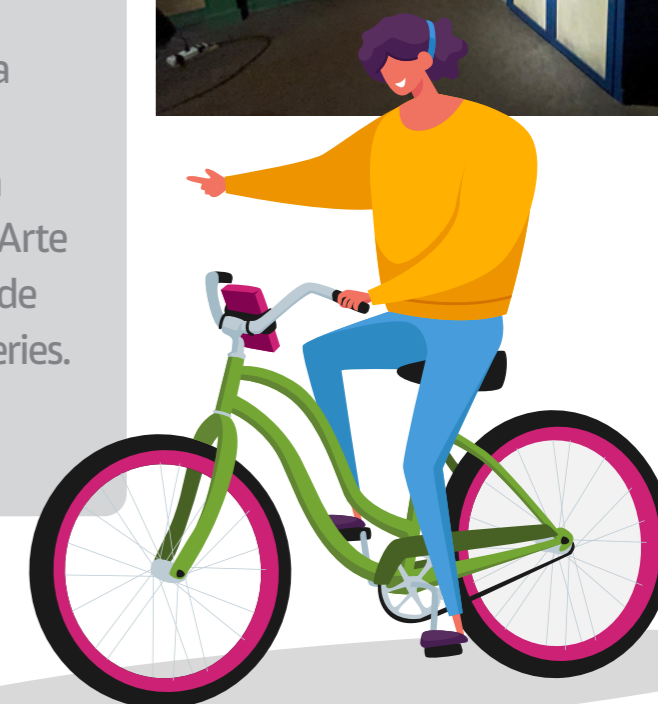
Anne Frank: Deixem-nos ser

+35k visitors

1 month of assembly

Exhibition with 12 spaces
distributed between two
floors;

18 original works by big
names on the national
scene, such as Claudia
Andujar, Leonilson, Flávio
Cerqueira, Nino Cais,
Eustáquio Neves, Anna
Bella Geiger, Erich Brill,
among others, on loan
from MAM (Museu de Arte
Moderna), Pinacoteca de
São Paulo and art galleries.





Unibes Cultural is located at Rua Oscar Freire, No. 2.500, Sumaré.

Unibes Cultural represents an important contribution of the Jewish community to the city of São Paulo and in 2025 it will complete 10 years as one of the main hubs of culture and entrepreneurship, promoting leisure, reflection and information options, with respect for all the audiences that take part in the

hundreds of cultural activities it organizes.

Through the collaboration of curators, artists, cultural producers, teachers and thinkers connected to the current demands of our society, in 2024 the program brought contemporary themes, based on pillars of action, which converge and dialogue:

“Cultural Expressions” covers a wide range of artistic manifestations, such as painting, photography, cinema, theater, music, literature, dance, handicrafts, among others;

“Culture and Diversity” brings together a program dedicated to disseminating, reflecting on and promoting human and cultural rights;

“Culture, ESG and Sustainability”, with a cultural program that integrates the themes:
Governance, Environmental and Social with Culture;

“Educational and Transversal”, training content on entrepreneurship and the job market, diversity, ESG and cultural expressions;

“Jewish origins”, a pillar of the program created to educate, reflect and share the origins of the Jewish community and its culture with all those interested in art, entrepreneurship, technology and human development.

Unibes Cultural also carries out ESG practices in line with its commitment to promoting a positive social and environmental impact. All activities and programming are carefully structured according to the UN Sustainable Development Goals, emphasizing its dedication to education, social inclusion and sustainability.

Joining the UN Global Compact free of charge was a significant initiative, as it places Unibes Cultural within a worldwide network of organizations that share the same commitment to ethics and sustainability, reinforcing its role as an institution committed to social and environmental change. Concrete actions aligned with sustainable practices include:

- The waste management project, encouraging correct disposal and recycling;
- In an attempt to reduce the use of plastics, Unibes Cultural has eliminated the use of disposable cups in its facilities and removed individual waste garbage cans from the office, encouraging individual responsibility;
- Paper reduction, which aims to minimize carbon emissions and the environmental impact of excessive consumption.



The exhibition “Anne Frank: Deixem-nos ser “ was one of the highlights of Unibes Cultural in 2024.

Highlights of Unibes Cultural in 2024:

- Audience growth of 52% compared to 2023;
- 156% increase in activities compared to 2023;
- To strengthen the cultural scene and promote social development, in 2024 Unibes Cultural received incentives from the Lei Rouanet (Rouanet Law) and in November it also received support from the Municipal Program to Support Cultural Projects (PROMAC);
- Implementation of CRM (Customer Relationship Management) in the areas of rental, programming, communication and fundraising;
- “Anne Frank: Deixem-nos ser “exhibition. In an immersive exhibition, the show used The Diary of Anne Frank as a fundamental work, bringing a faithful reproduction of the Secret Annex, the hiding place where Anne and her family lived, using materials provided by the Anne Frank House Amsterdam. This was an unprecedented initiative in Brazil, an invitation to immerse oneself in a reconstructed memory space. The exhibition was conceived by Associação Inspirar-te and organized by Unibes Cultural and the Ministry of Culture.

Some of Unibes Cultural’s current partners

- Agência Judaica;
- Confederação Israelita do Brasil (CONIB);
- Consulate General of Argentina in São Paulo;
- Consulate General of Israel in São Paulo;
- Federação Israelita do Estado de São Paulo (FISESP);
- Hospital Israelita Albert Einstein;
- Instituto Cervantes;
- Instituto de Apoio à Cultura, à Língua e à Literatura (Poiesis);
- Instituto Tomie Ohtake;
- Folha de São Paulo newspaper;
- O Estado de São Paulo newspaper;
- KKL Brazil;
- Museu de Arte Moderna de São Paulo (MAM);
- Museu do Café;
- Pinacoteca do Estado de São Paulo;
- Pais & Filhos magazine.



Unibes Social’s Children and Adolescents Area assistants in a musical performance at Unibes Cultural.

To sponsor cultural projects:
(11) 3065-4333 | (11) 97614-9193 or
negocios@unibescultural.org.br



“We believe in the transformative power of culture and our mission is to offer opportunities that connect people and ideas,” **Elaine Vieira**, Superintendent of Unibes Cultural.



Goals for 2025

With each new year, the continuous search for innovation stimulates and guides the Institution's actions.

Among the actions that are already consolidated and will continue to be strengthened are:

- The preservation of Jewish principles of social justice (Tzedakah);
- Fundraising;
- The constant improvement of services and care for those assisted;
- The frequent improvement of teams, processes and physical structures;
- Strengthening and expanding relations with partners and donors.

Bodies that support Unibes

- São Paulo City Hall;
- Municipal Department of Social Assistance and Development;
- Municipal Department of Education;
- Municipal Department of Innovation and Technology;
- Municipal Department of Culture;
- São Paulo State Secretariat for Social Development.

Be part of the change!

A story of success, joy and many achievements like Unibes' has come to the present day through the collaboration of supporters, who have been helping to change the lives of generations for 110 years.

Every day, Unibes has a new opportunity for new partners to help, whether with their skills, time or contributions.

Join in and see dreams come true, happy stories built and the emotion of a welcoming heart transformed into autonomy.

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

Become a Unibes volunteer: (11) 99213-3377 | voluntariado@unibes.org.br or get in touch via the website (QR CODE that takes you to the volunteering website: unibes.org.br/voluntariado/)

Your company can be a Unibes partner: (11) 3123-7333 or associado@unibes.org.br

Become a partner of Unibes Bazar: (11) 3311-7266 or parceriasbazar@unibes.org.br

Become a volunteer: (11) 3123-7357 or voluntariado@unibes.org.br

Support our young people: (11) 3227-0598 or (11) 99160-4707.

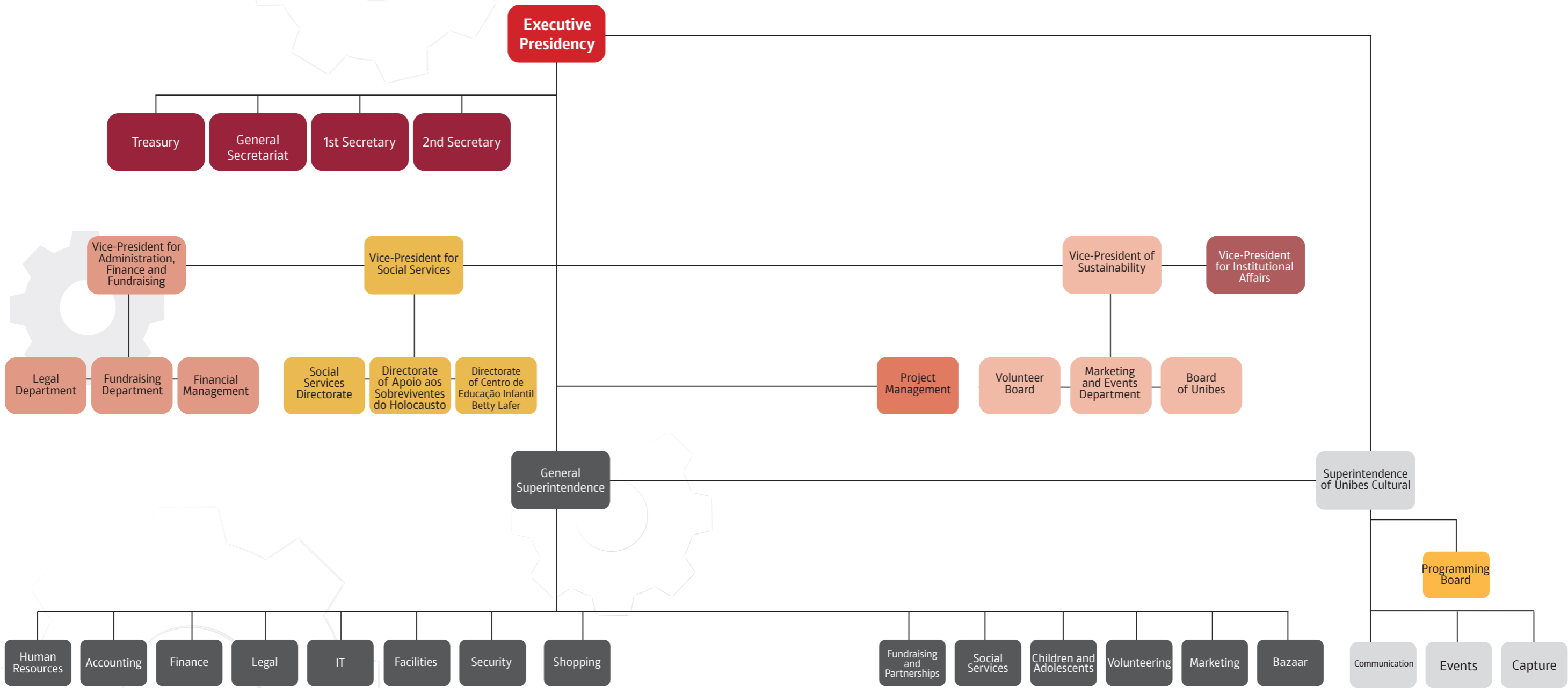
Support the Adopt a Future Program: (11) 3123-7313 | (11) 99379-6129 or adoteumfuturo@unibes.org.br

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

Arrange to pick up your donations at Unibes Bazar: (11) 3311-7266 | (11) 96929-4660 or get in touch via the website (QR CODE that takes you to the donation website: www.unibesbazar.org.br/#!)



Organograma 2024



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Purpose through the eyes of those who build it



“Essity’s commitment to sustainability is a fundamental pillar. By working in partnership with Unibes we are able to put this principle into practice by promoting care for our local communities, contributing to health and hygiene education, and taking action to break down barriers for the well-being of all people. Being a Unibes partner is a unique opportunity to really make a difference and contribute to more inclusive societies!” **Maria Clara Santos, analyst at partner company Essity.**



Unibes is where it all began. It was the place where I started my professional journey towards growth in the job market. I took a vocational course in 2021. Later, I was hired as a Young Apprentice. And, once again through Unibes, I got the job I have today. I’m very grateful to the teachers and every colleague I’ve met, as well as all the knowledge I’ve acquired.” **Luana Oliveira Santos, a former CEDESP student.**



“The partnership with Unibes is essential for us, as it allows us to make a positive contribution to the community. A small gesture that unites all our collaborators, strengthens our commitment to social responsibility and enriches the culture of solidarity within the company.” **Vanessa Costa, Corporate Communications specialist at partner company ESS Brasil.**



“I really like eating here, the food is very good, the playground makes me happy, and I like learning about letters and numbers. **Joaquim Barreto, a child at the Centro de Educação Infantil Betty Lafer (Betty Lafer Early Childhood Education Center).**



“They are living testimony to the fact that good always prevails, one way or another. Their stories of overcoming are examples of resilience and faith for the whole of humanity and should be absorbed with great attention so that we become aware that only through collaboration between people and mutual respect will we progress and evolve as a civilization.” **Paulo José Erlich, coordinator of the Unibes Sobreviventes do Holocausto (Unibes Holocaust Survivors Program.)**



“Through the Girls Education Program I gained a lot of self-knowledge and received incredible content from professionals, which I can apply in my daily life and in my career, which I am building.” **Sara Menezes, CCA assistant and participant in the Girls Education Program.**



“The Children and Adolescents Area’s goal is to contribute to the education of new generations through positive impacts, the conception of values for life and the job market, strengthening the triangulation between family members, children and adolescents with the development of citizenship, resilience, autonomy and life plans.” **Andréa Tavares da Silva, superintendent of the Children and Adolescents Area, Claudia Claudino, manager of the CCA and Angela Santos, manager of CEDESP.**



Visit our networks and find out more:

 /Unibes  @UnibesOficial  @Unibes  @Unibesbazar  @UnibesCultural

Rua Rodolfo Miranda, 287 - Bom Retiro - São Paulo - SP