

# Instituto de Reciclagem do Adolescente

The Adolescent's Recycling Institute

## Facts

Preferred Acronym:	Reciclar
Area(s) of Focus:	Youth Development
Number of Full-time Employees:	8
Total Expenses:	\$518,135
Year Established:	1995
Corporate Partnerships Since:	2000
Total Partnerships in Past Three Years:	18
Ongoing Partnerships:	15

## Main Headquarters

Rua Cangati, 113  
São Paulo, SP  
CEP 05343-050  
Brazil

## History & Mission

Instituto de Reciclagem do Adolescente was founded by a financial market executive and a language teacher in the spirit of making a difference to communities in need. The organization's main objectives are to offer opportunities for a brighter future and the possibility of social mobility for the adolescents who participate in the program.

## Contact: Corporate Partnerships

Ms. Cacilda Casado | Director  
Tel. +55 11-8353-8181  
cacilda@reciclar.org.br  
Academic Background: BA, Communications, Public Relations, and Journalism  
Professional Background: Public Relations  
Years of Professional Experience: 25

## Contact: General

Tel. +55 11-3768-3607 | Fax +55 11-3766-7688  
reciclar@reciclar.org.br | www.reciclar.org.br

## Known Partnership Type(s)

Philanthropy and Social Investment  
Core Business



### **Words from the Organization**

The adolescents who participate in Reciclar's programs come from a large slum in the city of São Paulo, where they live in a high-risk environment and are constantly exposed to violence, drug trafficking, and crime. The selection process for the programs is administered by local public schools that choose participants when they reach the 9th grade. The first phase of the program is mostly educational: participants continue to study at their respective public schools, and Reciclar offers extra lessons and cultural activities to reinforce their studies. In the second phase of the program, participants study in their schools at night and learn how to recycle paper and make products from recycled paper in the morning. The high-quality paper products made by these youths are acquired by some of Brazil's largest companies, and sales revenues are invested back into Reciclar and paid to program participants.

For many of the participants, this acts as a first real job, and the money they receive is often their family's main source of income. The paper-making work at Reciclar should not be seen as vocational training, but rather a way of conveying values to participants such as discipline, responsibility, and teamwork. In the afternoon, participants have regular lessons, which complement the schoolwork they do at night and help them excel academically. In order to remain in the program, participants must perform well during Reciclar activities and maintain good attendance and academic achievement at school. After having completed the three-year-long second phase of the program—which coincides with their high school graduation—participants are offered a one-year-long professional course given by the Brazilian National Commerce Service (SENAC), a well-known institution that offers professional and technical training. While students are enrolled at SENAC, Reciclar looks for job placements at partner companies on their behalf.

75% of past participants in the Reciclar programs are currently employed—a high number considering the high-risk and disadvantaged background from which they come. Without an active social program, this sort of integration would be nearly impossible to achieve.

### **Top Three Partnering Needs**

1. Funding and renovating operational headquarters and buildings.
2. Supporting literacy classes for parents and other adults in slums, and providing leisure and cultural activities to adolescents and their families.
3. Subsidizing and supporting ongoing educational projects.

# 1. General Programs

## 1.1 Functional Expertise

### Social Mobility

Reciclar works to provide better opportunities for adolescents from high-risk areas, such as the slums of São Paulo, so that they can have access to higher-quality educations and the job market. Through its programs, disadvantaged youths are given real opportunities for personal development that allow them to see an alternative to lives of crime and drugs, which are prevalent in the areas in which they reside.

Reciclar provides supplementary lessons in math, Portuguese, general knowledge, and computing in order to reinforce formal classes in what the organization perceives to be a deficient public school system. These supplementary lessons allow adolescents from poorer backgrounds to compete with their more privileged counterparts. The organization also engages participants in productive activities such as paper recycling and the production of paper products as a means of teaching them values such as discipline, responsibility, and teamwork. The professional training offered at the end of the three-year program is a further means of preparing participants for the job market.

## 1.2 Geographic Presence

### Programs

Brazil

### Offices

Brazil

## 2. Corporate Partnership Experience

### 2.1 Industries & Regional Activity

#### Corporate Industries

Banks; Capital Goods; Commercial Services & Supplies; Food & Staples Retailing; Health Care Equipment & Services; Software & Services; Telecommunications Services

#### Location of Partnerships

Brazil

### 2.2 Selected Corporate Partnership Programs

**Infrastructure | Brazil:** The Carrefour Foundation provided funding and logistical support for the acquisition of Reciclar's headquarters building which will provide better working conditions and classrooms and the ability to expand the project to include more participants.

**Financial Support | Brazil:** Calyon Crédit Agricole CIB provided funding to subsidize educational programs at Reciclar in 2006.

### 2.3 Selected List of Corporate Partnerships

Corporation	Industry	Area	Duration
Carrefour	Food & Staples Retailing	Infrastructure	36 months
Calyon Crédit Agricole CIB	Banks	Financial Support	60 months (ongoing)
KPMG	Consulting	Auditing	96 months (ongoing)
Citibank	Banks	Financial Support	12 months
Deutsche Bank	Banks	Financial Support	48 months (ongoing)

## 3. Disclosure, Awards, and Governance

### 3.1 Corporate Partnerships

Information	Disclosed
Example(s) of Corporate Partners	---
List of Corporate Partners	---
Guide to Collaboration	---
Contact Person for Partnerships	Yes

Although Reciclar does not presently have a guide to collaboration, the organization is currently redeveloping its website in Portuguese and will soon feature such a guide in both English and Portuguese.

### 3.2 Awards and Assessment by Charity Overseers

Name	Assessment
2004 Premio Bem Eficiente	Winner

The Premio Bem Eficiente (Award for Best Efficiency) is an award given to social organizations that demonstrate a high degree of sustainability and efficiency in their work.

### 3.3 Governance Documentation

Document	Disclosed
Vision & Mission Statement	Yes
Articles of Association	Yes
Corporate Governance Guidelines	---
Names of Board Members	(Yes)
Biographies of Board Members	---

The names of board members are not available on Reciclar's website, but are available upon request.

## 4. Financials

**Total Donations** **\$355,895**

### Top Five Donors

Donor	Amount	% of Total
Carrefour Foundation	\$79,218	23.6%
Citibank	\$75,962	21.3%
Calyon Crédit Agricole CIB	\$35,168	9.8%
Unibanco	\$22,976	6.5%
Deutsche Bank	\$15,000	4.2%
<b>Total</b>	<b>\$228,324</b>	<b>65.4%</b>

### Expenses

Information	Amount
Program	\$445,455
General & Administration	\$72,680
Fund-raising & Membership	\$0
<b>Total</b>	<b>\$518,135</b>

### Efficiency Ratios

