



Global Philanthropists Circle & Synergos Board of Directors Visit to Brazil & the Amazon April 24–May 3, 2004

Brazil

Brazil is a dynamic country of tremendous scale and contrasts. With 180 million people, it is the world's fifth most populous country and tenth largest economy. On a base of consolidated democracy, Brazil's civil society is thriving, and it leads Latin America with the most dynamic philanthropic and corporate social responsibility movements driving progressive social and cultural change. Despite these advances, Brazil still faces great development and political challenges, including an extremely unequal distribution of income and high levels of poverty. The country's newly elected leftist Labor Party President, Luiz Inácio Lula da Silva, "Lula," struggles with these issues as he tries to satisfy both the international financial markets as well as the millions of Brazil's marginalized who elected him. Synergos has developed a unique itinerary that will guide you through the dynamism and challenges facing the country today. You will meet the key leaders grappling with these issues and learn and share with them ways in which community, government and business actors are promoting social change.

Saturday, April 24, Rio de Janeiro

Theme: Optional day for tourism and relaxation

Although the official agenda does not begin until Sunday, we have arranged for an optional day of touring and relaxation before our energetic schedule kicks-off. Those participants who arrive early but are already familiar with Rio's spectacular sights might instead choose to spend the day shopping or enjoying the beach. An informal dinner will be held at night. See details below.



Arrival in Rio and Hotel Check-in

Participants arriving Saturday morning will be picked up at the airport by ground transportation and accompanied to the hotel for check-in. We will stay at Rio's Historic Copacabana Palace Hotel, Rio's most traditional and luxurious hotel. You can preview the hotel's spectacular location and amenities at www.copacabanapalace.com.br.

Copacabana Palace Hotel

Avenida Atlantica 1702

Phone: +55 21 2548 7070

Fax: +55 21 22 35 73 30

- 1:45pm **Gather in Hotel Lobby for Tour**
- 2:00-6:00pm **Optional Rio Tour**
 This tour provides an introduction to one of the most beautiful and exciting cities in the world. It begins with an overview of the beach districts of Leblon, Ipanema and Copacabana. We will then ride up the Corcovado Mountain and through a rain forest to reach the majestic statue of Christ the Redeemer, Rio's most recognized landmark. A spectacular overall view of the city can be seen from the top. Our bus will then pick us up at the foot of the Statue for a ride towards the downtown areas of Rio where we will view many of the city's most interesting and historic landmarks including the Municipal Theater, the National Library, the Museum of Fine Arts, the modern Metropolitan Cathedral, and the Candelária Church.
- 6:00-8:00pm **Free Time**
 Participants will be able to rest and change attire for the evening event.
- 8:00pm **Gather in Hotel Lobby**
- 8:15pm **Depart for Dinner**
- 8:30-10:30pm **Enjoy a lively meal at Rio's most popular seafood restaurant**
Marius Crustaceos
Av Atlantica 290 - Leme

Sunday, April 25, Rio de Janeiro

Theme: Overview and Introduction

Arrival and Check-in

Participants arriving Sunday morning will be picked up at the airport by ground transportation and accompanied to the hotel for check-in. *Travel note:* If you are traveling via New York, the recommended flight is on Varig and departs from JFK on Saturday evening, April 24, at 7:05 pm, arriving in Rio on Sunday, April 25, at 7:20am (includes a plane change in São Paulo). This schedule will allow you to check in and relax before our first scheduled activity. Other flights that arrive later Sunday morning will be very tight and might cause you to miss the orientation discussion.

- 8:00-9:45am **Informal Breakfast**
Copacabana Palace Hotel - Pergula Restaurant Poolside Buffet
 Please eat breakfast at your leisure.
- 9:45am **Gather in Hotel Lobby for Optional Activities**
- 10:00am-12:00pm **Optional Rio Activities for Early Arrivals:**
 Stroll along Copacabana Beach or visit the Ipanema Craft Market known locally as the Hippie Fair with one of our "Carioca" hostesses.

- 1:00-3:00pm **Welcome to Brazil: Lunch and Orientation Discussion, Led by Bruce Schearer**
Copacabana Palace Hotel - Salon Vermelho
 Participants will join Synergos staff in a presentation of Synergos' work in Brazil and to review the objectives for the trip. We will also address relevant logistical and security issues.
- 3:00-5:00pm **Brazil Briefing: Challenges and Opportunities, Led by Peggy Dulany**
Copacabana Palace Hotel - Salon Azul
 A panel of distinguished experts will present their perspectives on Brazil's current socioeconomic scenario. Presentations will be followed by an hour of discussion and dialogue. Our speakers, some of the most innovative and dynamic social actors in Brazil today, include André Urani, professor of Economics and former Secretary of Labor for Rio de Janeiro; Wanda Engel Aduan, Minister of Social Welfare during the Fernando Henrique Cardoso administration and committed advocate of child and youth development; and Congressman José Aristodemo Pinotti, former Secretary of Health who developed the Women's Total Health Program, used as a standard by both Brazil's national health system and the World Health Organization.
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- 5:00-7:30pm **Free Time**
 Participants will be able to rest and change attire for the evening event.
- 7:30pm **Gather in Hotel Lobby**
- 7:45pm **Depart for Dinner**
- 8:00-10:30pm **Welcome Dinner at Rio's Most Popular Spot for Barbeque Brazil-Style**
Churrascaria Porcão
Av. Infante Dom Henrique s/n - Aterro do Flamengo

Monday, April 26, Rio de Janeiro

Theme: Social Change Through Philanthropic Innovations: Educational Certificates, Community Philanthropy and Volunteerism

- 7:30-8:15am **Informal Breakfast**
Copacabana Palace Hotel - Pergula Restaurant Poolside Buffet
 Please eat breakfast at your leisure.
- 8:15am **Gather in Hotel Lobby**
- 8:30am **Depart for Site Visit**
We will travel in two buses this day because of parallel site visits.

9:00-10:30am

Visit to the Brasileiro Day Care Program with GPC Member and Synergos Board Member Lucia Moreira Salles and Heloisa Coelho, Riovoluntário President and Executive Director

The *Programa Brasileiro* (“Little Brazilian Program”) provides critical support to Rio’s community day-care centers. This program is one of the most promising offshoots of the NGO Riovoluntário because of its successful involvement of local residents in caring for the youngest members of their community. The Brasileiro program plans to expand from caring for approximately 450 children in Rio’s squatter settlements to a model that can be adapted nationwide. Our group will visit a center in Rio’s Chapéu Mangueira Community, a hilltop squatter settlement located close to Copacabana beach.

Programa Brasileiro

Rua Doutor Vitorino, No. 02

Chapéu Mangueira – Leme

Phone: +55 21 9981 4665

10:15am

Board Buses

10:30am

Depart for Lunch and Presentation

12:00-2:00pm

Lunch and Presentation on Building Community Philanthropy in Brazil with Instituto Rio, Brazil’s First Community Foundation

Founded by local leaders with the support of Synergos, Instituto Rio concentrates its work in the West Zone of the city where the human development rating is the lowest despite robust industrial and commercial development. Instituto Rio has been successful in bridging the resources of business groups to community development efforts, providing support to the poorest neighborhoods in the area.

Garden Party

Estrada do Cafundá, 2162

Jacarepaguá

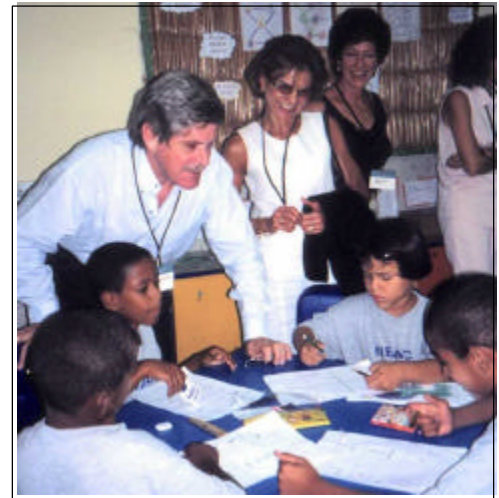
Phone: +55 21 2435 1000

2:30-4:00pm

Site Visits

Following lunch, our group will divide in two groups for parallel site visits to:

- *NEAC, Special Support Center for Children*, is a volunteer organization providing empowerment to Rio’s West Zone. The organization provides day care for children under seven; after school activities (sports, dance, art, computer) for older children; and professional training to adolescents over 14. They also offer training to women and run a successful community recycling program. The local community began as an illegal land invasion and, with the help of NEAC, later won rights to the land.



- **NEAC**
*Estrada Iaraquã, 375, Fundo
Campo Grande
Phone: +55 21 3377 5774*
- *Casa de Santa Ana*, founded in 1987, is dedicated to the assistance of low income elderly people in Rio de Janeiro. This organization has transformed a care facility for the elderly into an innovative and exciting addition to the surrounding communities. Not only are the elderly given a haven where they can participate in physical activities, workouts and cultural projects, they also interact with youth from the local neighborhood called Cidade de Deus (“City of God”), the subject of the recent award-winning film.

Casa de Santa Ana
*Travessa Débora, 107
Cidade de Deus
Phone: +55 21 3342 2027*

3:45pm	Gather for Departure
4:00pm	Return to Hotel
5:30-6:30pm	Free Time Participants will be able to rest and change attire for the evening events.
6:30-8:00pm	<p>Cocktail and Presentation on Instituto Multiplicar, Hosted by GPC Members Verônica and Daniel Dantas <i>Copacabana Palace Hotel Salon Azul</i> Founded by this brother and sister team of investment bankers, Instituto Multiplicar offers bonuses to teachers who work with high school dropouts to pass exams, entitling them to high school equivalency certificates. With support from state and federal government agencies, the certificate enables students – more than 50,000 earned passing grades in the first pilot phase – to seek employment in the formal labor force. Now expanding to other regions, this program is an example of how a winning program can be brought to scale. Also joining this discussion will be Angela Dannemann, Executive Director of Instituto Multiplicar.</p>
8:00pm	Gather in Hotel Lobby
8:15pm	Depart for Dinner
8:30-11:00pm	<p>Dinner hosted by Lucia Moreira Salles Trip participants will have the opportunity discuss strategic philanthropy and bringing projects to scale on a national level over dinner.</p>



Tuesday, April 27, Rio/São Paulo

Theme: Defending Children's Rights and Increasing Opportunities Through Partnership

6:30-7:30am **Check-out of Hotel and Breakfast**
Copacabana Palace Hotel
Participants will check-out of their rooms, indicate luggage to be placed on bus, and eat breakfast.

7:45am **Gather in Hotel Lobby**

7:45am **Depart for Rio's Santos Dumont Airport**

9:30-10:30am **Travel to São Paulo**
Participants will travel together to São Paulo on TAM flight # 3909.

10:30-11:15am **Arrival and Baggage Claim at São Paulo's Congonhas Airport**
We will be greeted in São Paulo by key staff of the Abrinq Foundation and taken directly to the site visit after we collect our luggage.

Logistic Note: All luggage must be marked clearly, as bags will be brought directly to our rooms at the Emiliano, São Paulo's luxurious new boutique hotel. The hotel Concierge will accompany our belongings from the airport to the hotel.

Emiliano Hotel
Rua Oscar Freire 384
Jardim América
Phone: +55 11 3069 4369
Fax: +55 11 3068 4397
www.emiliano.com.br

11:15am **Board Busses at Airport**
Our group will travel in two buses this day.

11:30am-12:00pm **Travel from Airport to Lunch and Orientation**

12:00-2:00pm **Lunch and Site Visit Orientation with Abrinq Board and Staff at the Arrastão Project**
The Abrinq Foundation for Children's Rights was created with a unique blend of business innovation and uncompromising commitment to the well-being of children. Abrinq was founded in 1990 by the Brazilian Toy Manufacturers Association to support the protection of children's rights and has since developed into one of Brazil's strongest community foundations. Its present base of support includes thousands of individuals, corporations and foundations. Through ten different programs, the Abrinq Foundation mobilizes society and government on issues such as child labor, health, and education, while providing vital resources to organizations servicing and advocating on behalf of children and adolescents.



- 2:00-4:00pm **Arrastão Project Visit**
 Abrinq provides funding to Arrastão, an organization that has been carrying out activities for children and youth in the areas of education, art and citizenship. They work directly with 800 children and indirectly with 2,300 family and community members. Campo Lindo, the district where Arrastão works is one of the poorest of São Paulo with a high rate of death by homicide of youth between the ages of 14-25. The total population of the district numbers 930,347 inhabitants which live in 400 favelas in the district. Only 12% of the population completed high school.
*Rua Dr. Joniano Pacheco de Aguirre, 255,
 Campo Lindo, São Paulo
 Tel. 11 5841 3366*
- 4:00pm **Return to Hotel**
- 5:00-6:00pm **GPC and Board Debrief Led by Peggy Dulany**
Emiliano Hotel Mezzanine
 Participants will have the opportunity to discuss some of their key questions and observations from the first days of the trip.
- 6:00-7:30pm **Free Time**
 Participants will have time to rest and change attire for the evening event.
- 7:30pm **Gather in Hotel Lobby**
- 7:45pm **Depart for Dinner**
- 8:00-10:30 pm **Dinner Hosted by GPC Member and Synergos Board Member Marcos de Moraes**
 We will be welcomed into the home of one of Brazil's most successful entrepreneurs to discuss how philanthropists are working to make a difference.

Wednesday, April 28, São Paulo

Theme: Brazilian Corporate Social Responsibility and Social Investment

- 8:00-9:30am **Synergos Brazilian Senior Fellows Breakfast (Board required, GPC optional)**
Emiliano Hotel Sala Privativa, Mezzanine Floor
 The Brazilian Senior Fellows, a vanguard group of the country's most experienced foundation leaders, will share how the Synergos Fellows program has impacted their work and how they have participated in expert peer consultancies to start-up and strengthen foundations around the world.
- 10:00am-12:00pm **Workshop on Social Investment and the Corporate Social Responsibility Movement in Brazil Moderated by Helio Mattar**
Emiliano Hotel Mezzanine
 In the 1990s Brazil enjoyed an explosion of interest in the areas of corporate social responsibility and social investment, becoming a leader in the region on these topics. The movement was led by people with the commitment to push Brazilians to think differently about the role of citizens and businesses in promoting social change. Our group will meet several of those key leaders and

learn about two of the organizations they created: the *Group of Institutes, Foundations, and Enterprises (GIFE)* and the *Ethos Institute*. Members of Brazil's national association of foundations, GIFE, invest more than \$239 million dollars annually in social and cultural programs throughout the country. GIFE's mission is to increase the amount of philanthropic resources invested in Brazil and professionalize their use. GIFE conducts public national awareness campaigns nationally to promote philanthropy and provides training for members. The Ethos Institute was founded in 1998 by a group of business leaders to promote social responsibility among Brazil's most important corporations. Today the organization boasts over 500 members that represent almost 30% of Brazil's gross national product. Ethos mobilizes the private sector by providing companies with tools to measure and improve their work in social responsibility and also educates society at large through broad media campaigns.



Seminar panelists include:

- Helio Mattar, Ex-Secretary of Production Development of Brazil, President of the Akatu Institute for Conscious Consumption and Director of the Ethos Institute.
- *Rebecca Raposo*, Executive Director of GIFE and a Synergos Senior Fellow.
- *Ricardo Young Silva*, Chairman of the Board of Instituto Ethos, and President of UniEthos – Institute of Studies and Development of the Management of Social Responsibility.
- *Marcos Magalhaes*, President of Philips

12:00pm

Gather in Hotel Lobby

12:15pm

Depart for Lunch and Site Visit

1:00-5:00pm

Lunch and Site Visit Hosted by GPC Member Viviane Senna, President of the Ayrton Senna Foundation

Ayrton Senna, three-time Formula 1 World Champion, was one of Brazil's most beloved heroes. He died tragically in a crash on May 1, 1994. Since his untimely death, his sister, Viviane Senna, has led efforts to promote adequate conditions for human development for all Brazilian children in Ayrton's name. Ten years later, The Ayrton Senna Foundation is one of Brazil's largest and most important private foundations. It is committed to working with partners from a variety of sectors to fulfill its mission and by 2004, their activities reached an impressive 2 million children and youth in 24 Brazilian States.

Our group will enjoy lunch with some of the foundation's key staff and learn more about the impressive work they are doing. We will then visit with participants in the Education Through Sports Program, to see this innovative project in action. Launched in 1995, this program uses sports as the means for integral education of younger generations. Through sports, study sessions, art work, and health-related activities, program participants gain important skills for developing their cognitive, personal and social competencies.

Education Through Sports Program

Universidade de São Paulo – Cepesp

Cidade Universitária – Butantã

Projeto Esporte Talento

Praça 02 – Prof. Rubião Meira, 61

- 4:45pm **Gather at Bus**
- 5:00pm **Depart for Hotel**
- 6:00-7:45pm **Free Time**
Emiliano Hotel
Participants will be able to rest and change attire for the evening event.
- 7:45pm **Gather in Lobby**
- 8:00pm **Depart for Dinner**
- 8:30-10:30pm **Dinner hosted by Helio Mattar**
Key leaders who are working to transform the social responsibility agenda in Brazil will be invited for a lively dinner discussion with our group.

Thursday, April 29, São Paulo

Theme: Maximizing the Impact of Philanthropy and Social Investment

- 8:00-9:00am **Informal Breakfast**
Emilano Hotel Restaurant
Please eat breakfast at your leisure.
- 9:00-10:30am **Discussion with Marcos de Moraes on Using Video Games to Affect Positive Change for Young People**
Emilano Hotel Mezzanine
Marcos has been working with the Center for Studies and Research in Neuro-Psychoanalysis of São Paulo (CEINPSP) on founding a nonprofit organization that uses video games and other computer programs as a vehicle for the development of positive attitudes and values among children and youth. He will present this project to our group to explore its current accomplishments and future opportunities.
- 11:00am-12:30pm **Debrief with GPC and Synergos Board Members Led by Bruce Schearer**
Emilano Hotel Mezzanine
Participants will reflect on the trip and discuss their reflections and impressions, as well as the learnings they will take home and integrate into their own work and philanthropic initiatives.
- After 12:30 there will be parallel activities for the GPC and Synergos Board and also for the Next Generation during the evening (see below).*

Global Philanthropists Circle**Synergos Board**

12:30-2:15pm **Lunch in the Jardins Neighborhood**
Gero Restaurant
Rua Haddock Lobo 162
Phone: +55 11 3064 6317

12:30-2:15pm **Synergos Board Meeting and Lunch**
Emiliano Hotel Sala Privativa,
Mezzanine Floor

2:15pm **Gather in Lobby**

2:30pm **Depart for Meeting**

Note: We apologize that due to space constraints, this meeting is limited to GPC and Board members only. During this time, the rest of the group will be able to enjoy the facilities at our luxurious hotel or to explore the elegant Jardins Neighborhood with a local hostess.

3:30-4:30pm **Meeting with Fernando Henrique Cardoso (GPC and Synergos Board Members)**

Our group will meet with Fernando Henrique Cardoso, President of Brazil from 1995-2003. His administration is recognized for having controlled inflation, improved access to health and education as well as consolidating Brazil's democracy.

Instituto Fernando Henrique Cardoso

Rua Formosa, 367, 7th floor
Contact Person: Geny Aleixo
Phone: +55 11 3359 5008

6:00-6:30pm **Amazon Briefing Led by Beth Cohen**

Emiliano Hotel Mezzanine

Amazon Trip participants will have the opportunity to review the agenda and ask questions about what to expect on the upcoming trip.

6:30-8:00pm **Free Time**

Next Generation (parallel event)**GPC and Synergos Board**

8:00 **Gather in Hotel Lobby**

8:00 **Gather in Hotel Lobby**

8:15 **Depart**

8:15 **Depart**

9:00-11:30pm **Next Generation Outing**
 This group will have the opportunity to see a live performance of one of Brazil's most innovative dance groups. We will then visit a local nightspot for relaxation and refreshment.

8:30-10:30pm **Dinner Hosted by Milu Vilela**
 We will be hosted by one of Brazil's most active philanthropists to discuss the country's dynamic "Third Sector."

Rubayat Figueira Restaurant

Rua Haddock Lobo, 1738
Phone: +55 11 3063 3888

Friday, April 30, Departures from São Paulo

Morning Those traveling to the Amazon will depart on a 7:30 am charter flight to Monte Dourado (see agenda below).

Participants not traveling to the Amazon will be taken to the airport for flights back to their places of origin. Please provide your arrival and departure flight details to Eric Martin (emartin@synergos.org) as soon as possible.

The Amazon Jungle

The Brazilian Amazon contains the world's largest rainforest and richest ecosystem. It plays a crucial role in supplying the Earth with air, medicine, wildlife and other precious resources.

We will be hosted by GPC Members Sergio and Bernadette Amoroso and their family to this critical and fascinating region of the world. Sergio's company, the Orsa Group, has a large paper processing plant in the Amazon and he is committed to ensuring that the presence of his factories has a positive impact on the local residents and the environment. Sergio and Bernadette have generously invited Circle Members to participate in a four-day excursion to learn about the jungle, experience its many natural and cultural riches, and also to see first-hand the work of the Orsa Foundation in the local community.



The Orsa Foundation is dedicated to working with at-risk children and youth all over Brazil. They also focus on enhancing the capacity of local organizations that work with young people. We will visit several local communities and organizations, and meet some of the children who are involved in Orsa's many initiatives.

Local Contact Information

*Guest House Jari
Rua 92, Casa 64
Monte Dourado
Contact Person: Ines Verdugo
Phone: +55 93 3735 1442
Cellular Phone: +55 93 9989 0099*

5:30-6:15am	Check-out of Hotel and Breakfast <i>Emilano Hotel</i>
6:15am	Gather in Hotel Lobby
6:30am	Depart for São Paulo's Conghonas Airport
7:30am	Charter Flights Depart <i>Our group will be traveling by two small private planes.</i>

11:30pm

Arrival at Monte Dourado Airport

Welcome by the Amorso family and Orsa Staff and transport to the Orsa Foundation.

12:00-3:00pm

Presentation and Lunch at the Orsa Foundation

We will review our Amazon agenda and learn about the work of the Jari plant before enjoying an informal lunch (at approximately 1:30).

3:00-5:30pm

Orsa Foundation Site Visits

This visit will provide several examples of how the Orsa Foundation is working to develop the skills and potential of children in the local community.

5:30-6:00pm

Visit to the Jari Museum

We will learn about the impressive history of Jari and how business, environment and development are coming together in one region of the Amazon.

6:00-7:30pm

Free Time

Participants will be able to rest at their Guest Houses and change attire for the evening event.

8:00-10:00pm

Dinner and Dance Performance

Our group will be treated to a memorable performance of the spectacular “Magia de Tupã” dance group at the Jariloca Club. We will also view a special video release of the troupe’s recent trip to Holland.



Saturday, May 1, Jari, Amazon

8:00-9:00am

Breakfast in the Jari Guest House

9:00-10:30am

Visit to “COPP” Professional Opportunities Center

10:30am

Visit to the Jari Cellulose Plant

1:00pm

Forest Management Presentation

2:00pm

Lunch at Forest Management

4:30-5:30pm

Timber Collection Visit

5:30-6:30pm

Free Time

7:00pm

Departure to IBAMA Ecological Reserve and Nature School

8:30pm

Dinner and Overnight Stay at IBAMA



Sunday, May 2, Jari, Amazon

7:00am	Breakfast
8:00am-1:00pm	Amazon Expedition (bring your hiking boots!)
1:00pm	Lunch
3:00pm	Visit the breathtaking San Antonio Waterfall and Local Community
6:00-7:00pm	Free time and pack for the next day
8:00pm	Dinner



Monday, May 3, Jari Amazon/São Paulo

7:30am	Breakfast
8:30am	Tree Planting at the Eucalyptus Nursery
9:30am	Visit to the “Planalto” community
11:00am	Wrap-Up of Synergos Visit and Review of Trip at the Orsa Foundation
12:00-1:00pm	Light Lunch and Refreshment
2:30pm	Departure to São Paulo’s International Airport <i>We will arrive at São Paulo’s International airport at approximately 6:30pm</i>