



# iCats Program

## iCat Testimonial



**Juan Carlos Moreno comes from Switzerland and brings 7 years of work experience in Internal Audit, a Financial Advisory Service company as well as in IT system implementation. He holds a degree in Business Administration.**

**He left his position as Manager at the Internal Audit of Adecco Management Consulting to become a fellow and work as CFO with Fundação Pró-Cerrado (FPC) in Goiânia, Brazil.**

**How is your current work different from what you used to do before?**

„I was a business consultant, developing models and checking on compliances of Corporate Business Units, but without operational responsibility. At FPC I lead a team of 40 persons, implementing new processes, designing and implementing strategic action plans and working operationally. Everything that I have been modeling for many years as a consultant, I am being able to implement together with a highly motivated local team. It is a sense of great personal satisfaction to see that, through the guidance I am able to provide, the team is adding enormous value to the organisation.“

**What are you contributing to the organization?**

“My contribution consists basically in implementing a new culture of strategic organizational planning by helping the team design the strategic planning for FPC and its expansion. I am managing the team by objectives that motivate and direct them, as well as by bringing guidance in the implementation of the strategic action plan, designing and implementing new processes in the area of payroll, education, psychosocial support and controls, etc.“

**What have been the highlights of your fellowship?**

„Small occurrences such as the following provide a sense of purpose and fulfillment: An employee approached me one day explaining that he had intended to leave the organization due to a sentiment of lack of perspective in the potential of the organization. My arrival, he felt, had given the organization a renewed sense of opportunities and of learning which made his work purposeful and enjoyable again. He wished me to know that he had just renounced a better paying job to remain. I view this testimony as a highlight because it reflects the hope felt by FPC’s employees that an improvement and the possibility for learning was felt since LGT Venture Philanthropy had partnered with the organization.“

**What is the value of this experience for you?**

Professionally: the opportunity to be CFO, lead a staff of 40 and structurally transform an organization is a most valuable experience. Personally: the privilege of working with a highly motivated and fully committed personnel; grateful also for the the opportunity to try to make a difference.“

**To whom would you recommend the program?**

„I would recommend it to anyone who has the courage to move out of his/her confort zone; to someone who can commit to work for a social organization and is ready to step out of his/her routine; to someone who is highly skilled and wishes to backpack some 5 - 6 years of work experience.“

**The most beautiful moment of your fellowship?**

“To enter a classroom of 35 young classmates and see their small, innocent looking faces and observe how they are enabled / empowered, through learning, to better their lives thanks to the the work carried out by organizations such as FPC.“

### Fundação Pró-Cerrado (FPC) in Goiânia, Brazil



**Problem**

In Brazil, 32 million children and adolescents live in families with incomes of less than USD 40 a month. There are approximately 3.4 million unemployed youth, accounting for over 40% of total unemployment. Brazil has the third largest number of minors working in domestic service (approximately 600'000), and more than three million children under the age of 14 engaged in strenuous labor-intensive activities in the agricultural sector.

**Solution**

- FPC provides vocational training for disadvantaged youth and creates youth employment opportunities
- FPC seeks to fulfill / implement Brazil’s “Apprentice Law” which establishes that all corporations with personnel of 100 or more must create apprentice positions for youngsters aged 14 to 24
- FPC verifies that enterprises comply with all regulations, mediating between corporations and apprentices

**Impact**

- Currently, FPC has 4'055 apprentices working for 250 public and private
- Since 1996, FPC has trained over 28'000 graduates with this program
- FPC is currently creating a network of 40 organizations working with youth in order to replicate its vocational training and apprenticeship program to expand its impact

**What does FPC say about Juan Carlos?**

We observed that not only due to his highly qualified strategical and financial expertise, but also by integrating himself within a short timeperiod, by his positive way of motivating the team and attitude of facing the hurdles of day to day activities, Juan Carlos is able to make a significant difference and impact positively our organisation.