



YALE ALUMNI SERVICE CORPS

Serra Grande, Brazil

Community(s):	Serra Grande
Partner:	Instituto Floresta Viva, State University of Santa Cruz (UESC)
Projects:	Athletics, arts and education, business consulting, environment, medical/public health
# Volunteers:	2016 (73) Trip Producer: Nadya Zawrocki 2017 (31) Trip Producer: Andrew Garling '68

Building on our strategic plan designed to empower the communities we serve and to ensure that our programs have an enduring impact via robust partnerships, Yale staff and a small group of Yale alumni visited Serra Grande in March of 2015 where we met with ground partners, brainstormed with key community leaders, and discussed potential projects to strengthen planning for the program in 2016. We hoped to create the most effective and sustainable projects with engagement and commitment from the community, including its leaders and local organizations. Organized in collaboration with Instituto Floresta Viva, an organization that brings sustainable economic alternatives to small agricultural producers in protected areas, and State University of Santa Cruz (UESC), a leading academic institution in the State of Bahia, YASC organized two service trips (2016 and 2017) in Serra Grande, an underserved community located in the state of Bahia. Projects included teaching children in the primary and secondary schools a wide array of subjects, creating a children's room at the local library, supporting environmental conservation, building a playground, stairs, and picnic tables, addressing key public health needs, providing business consulting assistance, and introducing new sports to children. Students from UESC supported the effort as translators throughout the programs.

By working closely with our ground partners, we have stayed in touch with the organizations we met in Serra Grande through virtual programming. Working in collaboration with Industria Tabôa, YASC and Universidade Estadual de Santa Cruz (UESC) organized a unique virtual service project in 2022 that helped local micro-businesses. The project consisted of a series of monthly virtual meetings that combined teaching and consulting in each session. Clients consisted of five micro-enterprises in clothing/apparel, food/bakery, custom handicrafts, and massage therapy. Curriculum included general accounting, cash flow, financial markets, marketing and social media, and business strategy. Each team of YASC volunteer consultants was supported by UESC student translators for each business.