

Social Impact Report 2019

 **rock.org**

The year we started our commitment to
accelerating social change



Enabling
opportunities
for growth.
That's our business.



Letter from our CEO



Passion and discipline.

Those were words I recently heard from one of our partners describing what makes Rock a special place to work. We believe that our company is more than just a business. Rock is a platform for change, and that's what moves our people. From those who have just joined our company, to our board of directors and investors, this commitment to change is the spark that connects all Rockers.

Since our inception 6 years ago, we have been driven by the passion for what we do and the discipline to continuously execute our mission: creating opportunities for growth.

Rock prides itself on staying true to its mission and, in 2019, we decided to make a long-term, passionate and disciplined commitment to social responsibility.

This year, we achieved one important milestone in our ongoing social responsibility journey. We started Rock.org, a brand new team, and committed our time and capital to accelerating our ability to create opportunities for our people, our shareholders and our customers by leveraging our talent, skills and resources to give back to the broader community and drive the change we'd like to see.

At the end of this first year, I'm proud to share with you our first annual report, sharing with you not only what we did, but also the outcomes we achieved. This report also helps us set a baseline for what we do and help us understand what we can accomplish in the years to come.

We're committed to developing new ways to drive impact together and are excited to hear your feedback.

Diego Gomes

CEO @Rock



Impact means

EMPOWERING OUR COMMUNITY



In our community

70
70 million

people aged 15 - 24 are
unemployed worldwide.

(From: International Labour Organization)

41
Only 41%

of high school students
enroll in college.

(From: University of Oxford)



WE'RE COMMITTED TO CHANGING THAT





United Nations Sustainable Development Goals



Focus is everything. Out of the 17 global priorities for social impact from the UN, we choose to work on these 4:



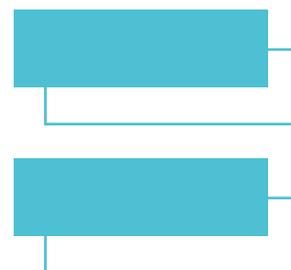
**Quality
Education**



**Partnership
for the Goals**



**Decent Work
and Economic
Growth**



**Reduced
Inequalities**



And we're doing that by leveraging our expertise, capital and our most valuable asset:
our people.





Our social impact equation

Education 

Entrepreneurship 

Volunteering 

Opportunity!

More opportunity
means more impact!

Provide access to knowledge - generate growth on a financial, intellectual and personal level - use the marketing knowledge we have inside Rock Content - so we can create opportunities for students to enter the market and leverage the non-governmental organizations (NGO) impact.



These are the areas we impact

Education

Providing access to our collective knowledge by putting students in contact with the job market and donating RockU subscriptions to people who otherwise would not be able to afford it.

Entrepreneurship

Coaching and mentoring NGOs to increase their digital footprint and impact our society exponentially.

Volunteering

Facilitate Rockers' civic engagement to help make the world a better place.



One year in,
here's what
we've accomplished.



Education

What

We provide Rock Content University courses at no cost and organize local events to put students in contact with the job market.

Why

Provide access to knowledge and digital inclusion, enabling students from public schools to have more opportunities when entering the job market.

How

We share knowledge and build partnerships with youth empowerment initiatives.

We focus on

- Reducing barriers to learning
- Youth training
- Academic and professional achievement
- Career opportunities
- Market-based learning - employability

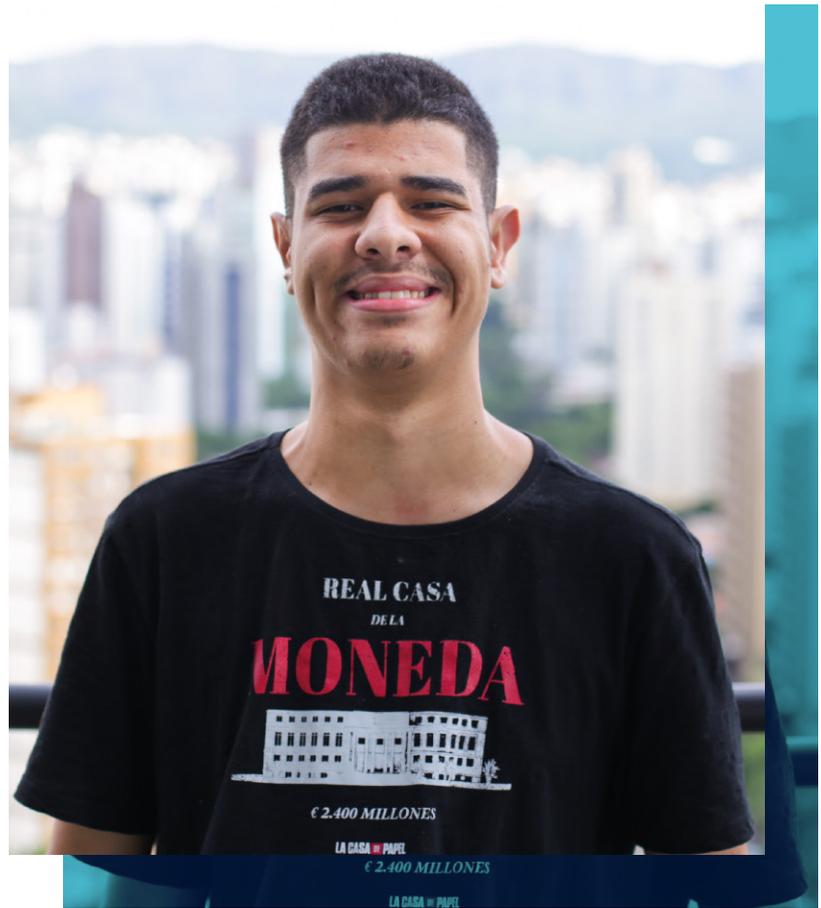
Resulting in

- Skill Improvements
- Academic performance
- More job opportunities
- Better wages

UN Sustainable Development Goal:
Quality Education



Meet Caio, hired after finishing one of our courses:



Thank you so much for making knowledge available. I am so grateful that I got a job when I showed my skills learned after the course.

I really liked the quality, the learning style and the incremental way it is presented. As a student you start practically from a blank page and end up with a blog. I had studied PHP and HTML in my course, but until then I didn't know the right techniques to develop. I feel like a Wordpress ninja!

Caio Ferreira

Distribution Services Assistant @Rock



Entrepreneurship

What

We develop products and consulting programs to improve the sales and marketing teams of each NGO partner.

Why

We leverage the positive impact of those who already have initiatives to solve social challenges.

How

Provide access to digital knowledge, mainly marketing and sales, for social entrepreneurs.

We focus on

- Multiplying internal knowledge
- Empowering entrepreneurs In marketing
- Providing training
- Financial sustainability of NGOs

Resulting in

- Skill improvements
- Driving initiatives
- Innovation
- Efficiency

UN Sustainable Development Goal:
Decent Work and Economic Growth



Meet Bruna, leader of the NGO Mano Down:



Joining the Rock.org project was an amazing learning and enhancement opportunity for Mano Down.

We were able to learn about and implement new marketing tools and gain insight from mentors.

Now, we are already optimizing our management processes, improving indicator analysis and leveraging fundraising for the Institute's programs.

Bruna Moreira

Marketing Director @Institute Mano Down



Volunteering

What

We create volunteer time policies, promote volunteer days, and support initiatives.

Why

We facilitate Rockers' civic engagement to help make the world a better place, as well as developing interpersonal and leadership skills.

How

We partner with social impact initiatives and educational institutions to enable volunteering.

We focus on

- We build relationships between the Rockers
- Leadership development for Rockers
- Volunteer and involvement efforts

Resulting in

- Talent recruitment and retention
- Rockers satisfaction
- Organizational improvements

UN Sustainable Development Goal:
Add Partnership for the Goals



COO Letter

When we first decided to invest 1% of our time on efforts to give back, we couldn't have imagined what would follow. Besides all of the engagement it created among our Rockers, it brought us such a sense of community and a whole new perspective on what it means to be a diverse company; to dream with our heads in the clouds, yet act with our feet on the ground.

The volunteer opportunities we created for our Rockers through Rock.org enable growth opportunities for them, for the company and also for the community we're in, all a result of our commitment to inclusion and equality.

Being a diverse company is not only about having a diverse team. It also means creating the right conditions and environment for everyone to have the same opportunities to develop. For a company with such a high growth rate, this includes those who aren't even here yet. Going even further, being a diverse company means creating the change we want to see in the world, inside Rock and in our communities.

After our first year of Rock.org, we saw a massive increase in our total eNPS, from 36 to 75, and most Rockers (82%) say that having the opportunity to give back to society with their work is one of the main reasons they love to work at Rock.

In 2019, we also ran our second diversity census and were able to advance across all of the fronts we proposed to tackle. Rock.org provides volunteer opportunities that connect our 500+ global employees to their communities, and inspires us to assemble a more diverse workforce and inclusive culture. It's how we can continuously form a team with the best ideas, no matter what gender, sexual orientation, religion or race they come from.

As part of our team:

56.1

Gender diversity on the leadership team:
56.1% women.

37.5

In **37.5% women** are part of the board of directors.

LGBTI+ people represents

22.8

Black and afro-descendant people represent

29.6



Even more than our diversity numbers, we have been creating actions to become more inclusive for everyone at Rock Content. We embrace the quote by diversity & inclusion expert, Verna Myers: “Diversity is being called to the party, inclusion is being called to dance”.

So we have been engaging our leaders, training all Rockers, developing policies and more.

From 2020 and on, we are committed to providing equal compensation, equal career progressions, and equal opportunities for all of our Rockers, those already at Rock and those who will eventually come from our community.

It seems like there’s still a long journey ahead, but our passion and discipline will help us keep evolving to create the change we want to see and a better community for those who otherwise wouldn’t have the chances they’re entitled to.

Rita Lisboa
COO @Rock





The impact of Rock.org

We stop our company, 2 times a year to engage our Rockers in volunteer activities.

Additionally, we have a (still small) 2-person team dedicated to social impact.

USD
49k

Time invested

USD
41k

Product donations

USD
19k

Resources invested

USD
31k

Incentive Law

USD
141k

Total invested

All values in US dollars.



And more

300+

300+

Rockers engaged

2

2 volunteer days

2

2 NGOs sponsored

1100

1100 young professionals impacted

1200+

1200+ NGOs impacted



COMUNIDADE CULTURA ESPORTES OPINIÃO POLÍCIA POLÍTICA REGIÃO SAÚDE HORÓSCOPO PESCA EMPRESOS EDUCAÇÃO HORÁRIO DE ÔNIBUS CEP DA RUA NOSSA HISTÓRIA

Evento gratuito oferece conhecimento em marketing digital para alunos da rede pública

f t i



E-mail Marketing Característica

Impacto social a longo prazo, poder de transformação e geração de oportunidades: conheça o Rock.org

By admin | MARKETING | 3 de setembro de 2019 |



JAMG: Rock Content oferece cursos gratuitos para alunos da JA Minas Gerais

JA 100 Junior Achievement | Brasil [Follow](#)
Sep 9, 2019 · 3 min read

ELEIÇÕES 2020 ENTRETENIMENTO - ENTREVISTAS ESPECIAIS FUTEBOL - LOTERIAS - CIDADES -

MAIS MINAS

Evento gratuito oferece conhecimento em marketing digital para alunos da rede pública

De Mais Minas - 26 de novembro de 2019 - Última Atualização: 26 de novembro de 2019

Imagem

MENU

DeFato

q @ f y t w

Era Alta > Últimas Notícias Vagas de Emprego Notícias de BR-381 BR-381 em Tempo Real Política Cotidiano Política Grupos no WhatsApp

Página Inicial >> Notícias >> Educação >> Evento gratuito oferece conhecimento em marketing digital para alunos da rede pública

Evento gratuito oferece conhecimento em marketing digital para alunos da rede pública

Parceria entre JA Minas Gerais e Rock Content tem a expectativa de impactar 10.000 alunos

Por Redação DeFato Online | 30/11/19 às 10:00

f WhatsApp t

Menu 20



#CENTRAL98

radio98oficial (31) 99316-9898 #CENTRAL98

EMPREENDEDORISMO VOLUNTÁRIO

Evento gratuito oferece conhecimento em marketing digital para alunos da rede pública
Gabriela Crego - Rock Content | Brenda Santos Junior Achievement MG



We're not alone on this journey.
We're thankful for those who have joined us on our social impact quest.

Partner Initiatives



Sponsored NGOs



Supporters





Looking forward

May 2019 - The date Rock Content pledged to prioritize actions to make the world a better place.

It was a year to create, learn about the social impact ecosystem and prototype projects to see what generates the most value for non-profit sectors and students, and we are still learning.

As part of Rock Content's culture, we work with projects putting education and entrepreneurship first, and involving Rockers as agents of change.

With that in mind, we started by establishing priorities, then creating a strategy aligned with Rock's business and learning how can we truly promote social impact.

For 2020, expectations are high to enable opportunities for growth globally.

We still have a lot to learn and a long journey ahead.

Check out our blog post in Portuguese for more info: <https://bit.ly/2vzOmFu>

We would like to know what you think, your ideas and comments.
Contact us: org@rockcontent.com

Gabriela Crego

Head of social impact @Rock



Thank You!

 [rock.org](https://www.rock.org)



Appendix - transparency methodology and calculations

Financial Indicators:

TIME INVESTED = USD 49,130.76

(Yearly cost (people) / year business days) *
(# of days volunteer days + # of days activities with time donation)

RESOURCES INVESTED = USD 19,047.62

Annual Expenses (Salary, Volunteer Days, Travel, NGO transportation Support, Consultancy)

PRODUCT DONATIONS = USD 41,666.67

Price RockU unit course * # courses donated

INCENTIVE LAW = USD 31,309.52

Amount designated from taxes regarding Brazil's law

TOTAL INVESTED = USD 141,154.57

Sum of all above

Projects Indicators:

300+ Rockers Engaged

In activities such as:

- Volunteer Days
- Mentoring NGOs
- Events during National Volunteer Week

2 volunteer days

1st volunteer day - Create an online platform to give visibilities to NGOs

In activities such as:

- Volunteer Days
- Mentoring NGOs
- Events during the National Volunteer Week
- 242 rockers
- +1000 NGOs listed in the platform



2st volunteer day - Education for students from public schools

- 310 Rockers
- 400 Students
- 05/12/2019

2 sponsored NGOs

Mano Down Institute (<http://www.manodown.com.br/>) - The Mano Down Institute was born as the achievement of the dream of a group of people who believes in the abilities of people with Down syndrome to be the protagonists of their own stories.

IOS - <http://ios.org.br/>- The Institute of Social Opportunities search for, support and monitor the employability of young people and people with disabilities, who have less access to job opportunities.

1100+ young professionals impacted

Rock Content University Courses Donated - **350 students**

Hackathon in partnership with the Global NGO Junior Achievement - **10 students**

Mentor for a Day - **20 students**

Volunteer Day 2 (online digital marketing courses and in-person) - **800 students**

1200+ NGOs impacted

Webinars - 210 participating NGOs

- #1** Digital Marketing and Not-for-profits
- #2** Social Media for Not-for-profits
- #3** Crowdfunding for social impact
- #4** How to raise resources through Incentive Law

Volunteer day 1 (Online platform for NGOs) = 1006