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LETTER OF MOTIVATION

To be part of the board in an international institution demands more than motivation. It also requires dedication, experience, knowledge and commitment. As I truly believe that I can fulfill those requirements to develop the mission accordingly, I do apply to be Vice President of ISCA for the period 2015-2017.

Back to professional history, I highlight that my experience has been entirely devoted to sport, either as administrator or as a person that adopts sports in daily life.

I have been working at SESC São Paulo – Social Service of Commerce – since 1979, and my present position is Manager of Physical and Sportive Development.

Sesc is a nationwide, non-profitable organization created in 1946 and its main objective is to offer programs in the areas of Education, Culture, Sports and Leisure, Health and Social Assistance, to the commerce workers and the entire society. In Brazil, Sesc maintains 600 branches and in São Paulo State 35 units are dedicated to develop those programs based on values to shape citizenship, encourage leadership and build healthier communities.

During my years at Sesc, I had deepening experiences in the area of sports and physical activities, working closely with governmental and non-governmental administrations, national and international sports organizations and other leading associations, with special focus to Sport for All activities. Our objective as a social developer is to create projects and campaigns to fight sedentariness.

One of the main examples of this action is the coordination of Challenge Day in the American Continent, a project that has brought, since the year 2000, valuable experiences of a multi-cultural event. Other campaigns follow this path and are directed to specific targets such as “Sesc Summer” (a sport program developed annually in January and February), “Sports on Vacation” (gathering children to practice sports in their mid-year school break), “Street Running Circuit” (running competition to all) and many others besides the highlighted.

Sesc also works closely with international institutions in several areas such as arts, culture, health, leisure and sports. One of our great partners is ISCA with its expertise has brought to us many experiences such as NowWeMove, which we were able to follow the path and develop the “MOVE Brasil” campaign, an initiative of Sesc in partnership with other organizations, fully adjusted to the Brazilian cultural and sportive background. Our next step will be Move Latin America.

On national level, Sesc developed a special action with the Ministry of Sport with the accomplishment of the National Sport Research and actions to create a New National System of Sport.

All those experiences and the fruitful results of our partnership with ISCA bring me to a high level of motivation to continue this journey and work together with ISCA to improve the Sport for All in international level, also having in mind the possibilities to acquire new knowledge, to search for innovation and to exchange experiences.

Considering the multi-faceted experiences as a patchwork of ideas and efforts that outcome in positive results, I trust that my background can contribute for the continuity of actions that have been developed at ISCA and would add to this motivation to be vice-president the commitment to search new ways to break frontiers and spread the Sport for All in the world.