



# REPORT

Hours of Life

# 2020

# Summary

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# Institutional





# Letter from the Chairman of the Advisory Board

“

How to summarize the events of 2020 in one page? It is possible to say that this is an extraordinary situation, and Brazil has never experienced a crisis like this which has left significant marks in human history. Never has an epidemic been so aggressive. The Spanish flu and the Black Plague were quite different, and the transmission speed we have now has never been seen before. Also, at no time did we have so many people living in the city. In the State of São Paulo, for example, we have 96% of the population urbanized, which leads to a great dissemination of COVID-19.





## *Letter from the Chairman of the Advisory Board*

The health crisis that was present hit several markets and businesses, generating an economic and political crisis, unemployment and a real chaos in public and private health systems. And it was in this context of imbalance and urgency that the Hours of Life Institute was challenged to do something. As a social organization that has been working in the health area for nearly a decade, it used all its available resources, whether human or material, and it contacted its entire network of partners, volunteers and supporters to build a plan of action aimed at addressing the most sensitive issues of the pandemic, within a context of constant learning and discoveries by the world medical class. We have never felt so closely the importance of our social role; turning our gaze to the other, serving and caring.

”

**Dr. Gonzalo Vecina**

President of the Hours of  
Life Advisory Board



# Letter from the founder

“

I usually say that faith and resilience are not asked for, they show themselves. This year, in the midst of one of the biggest health crises in history, we had to show them both when facing the impacts on health. Not only people had to adapt, but companies and work routines were also changed. In such a sad scenario, the importance of private social investment in health and in the ESG (Environmental, Social and Governance) agendas of companies around the world became even more evident. We left this part of the journey even stronger and with the certainty that together we make a difference in the lives of many people.

We work hard to help thousands of families through other social organizations by donating food, masks and hand sanitizers - considering food safety and disease prevention care have become emergency issues. We created prevention projects for COVID-19 to provide support for homes for the elderly, being this public the most affected by the new coronavirus.





## Letter from the founder

Hours of Life also acted in the collection of donations of PPE (Individual Protection Equipment), respirators and supplies for Santas Casas (Healthcare centers) and Public Hospitals throughout Brazil.

We develop solutions with partners and supporters to provide online assistance to healthcare professionals who need psychological assistance to deal with the negative frontline impacts of the new coronavirus. Screenings of patients with symptoms were done through telemedicine by volunteer physicians.

The projects, campaigns and actions developed in 2020, which delivered 292,586 health benefits to socially vulnerable families, health professionals, social organizations and philanthropic hospitals, fill us with pride. It was a historical record in all the years of Hours of Life's activity.



We entered 2021 with the proposal of an expansion plan for projects and initiatives that contribute even more to alleviating the sad impacts of the pandemic, which directly affected the primary care services in our country.

With the certainty that we are ready for the challenges to come, I thank our volunteers, supporters, maintainers, counselors, ambassadors and especially the Hours of Life team. They believed in our mission and helped us build the future.

”

**Rubem Ariano**

Founder of Hours of Life



# Letter of Appreciation to our Professional Health Volunteers

“

Every moment of our lives is precious and this special moment we live in allows us to recognize even more the importance and beauty of all the lives that deserve to be cared for.

Dedicating a few hours of our lives serving a greater purpose is what moves us and this will become an ideal that contributes to making the world a better place to live.

Each smile and each breath we observe during our services

awaken in us a good feeling that radiates light, that inspires and fills our hearts with this energy of Life.

We are grateful to all of you who have joined us in this beautiful purpose and who have contributed, on your own way, to eternalize these moments that we have spent together along with the thousands of lives that we interacted with.

”

**Dr. Massimo Colombini**

Family Doctor, Volunteer and Member of  
the Advisory Board of Hours of Life





## MISSION

To facilitate and to engage a volunteer network that works in a humanized way, promoting social inclusion through access to health.



## VISION

Integrate public and private systems and optimize the use of resources for the population's access to health services.



## VALUES

- Credibility
- Solidarity
- Humanization
- Innovation
- Network
- Focus on patient

# Recognitions 2020

The **Hours of Life Institute** received several seals that prove transparency in management and commitment to developing actions with a social impact.



## Global Giving Accelerator Graduate

Hours of Life is now a graduated Institution, with a permanent spot on GlobalGiving, one of the world's leading and most respected Crowdfunding platforms.



## Doar Seal 2020

The goal of Doar Seal is to guarantee verifiable quality standards in the management and transparency of Brazilian organizations.



## Best NGO's 2020

It highlights the work of philanthropic organizations that stood out for their work in favor of society with good management practices and transparency.



## GPTW 2020

Hours of Life was certified for the fourth consecutive year with the Great Place to Work seal. The certificate indicates that we are on the right path.



# Communication





# Rebranding

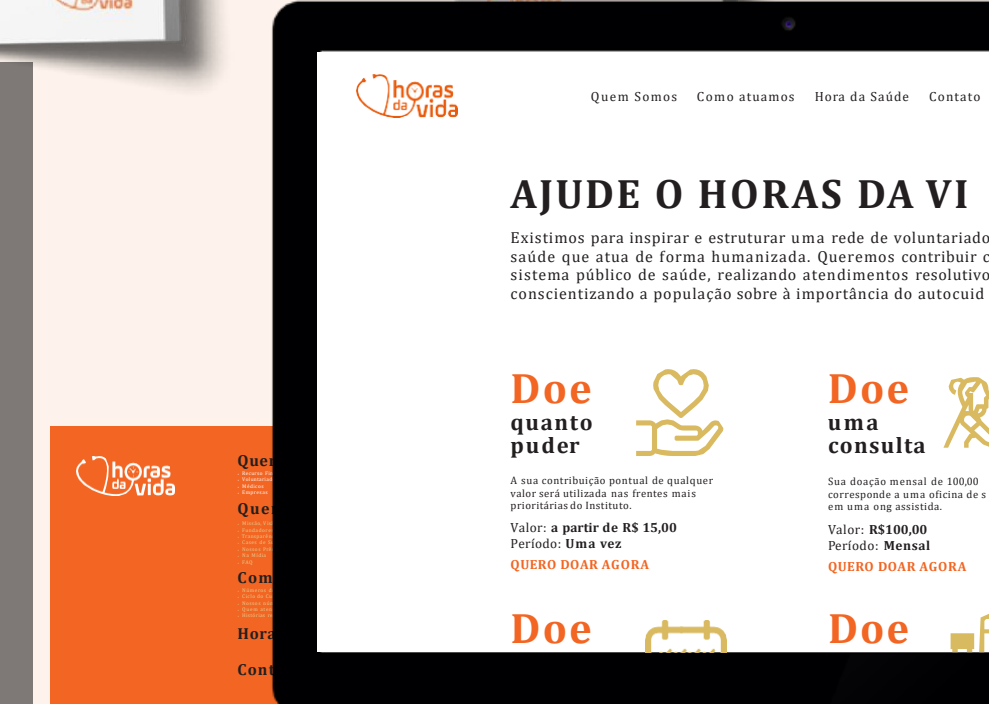
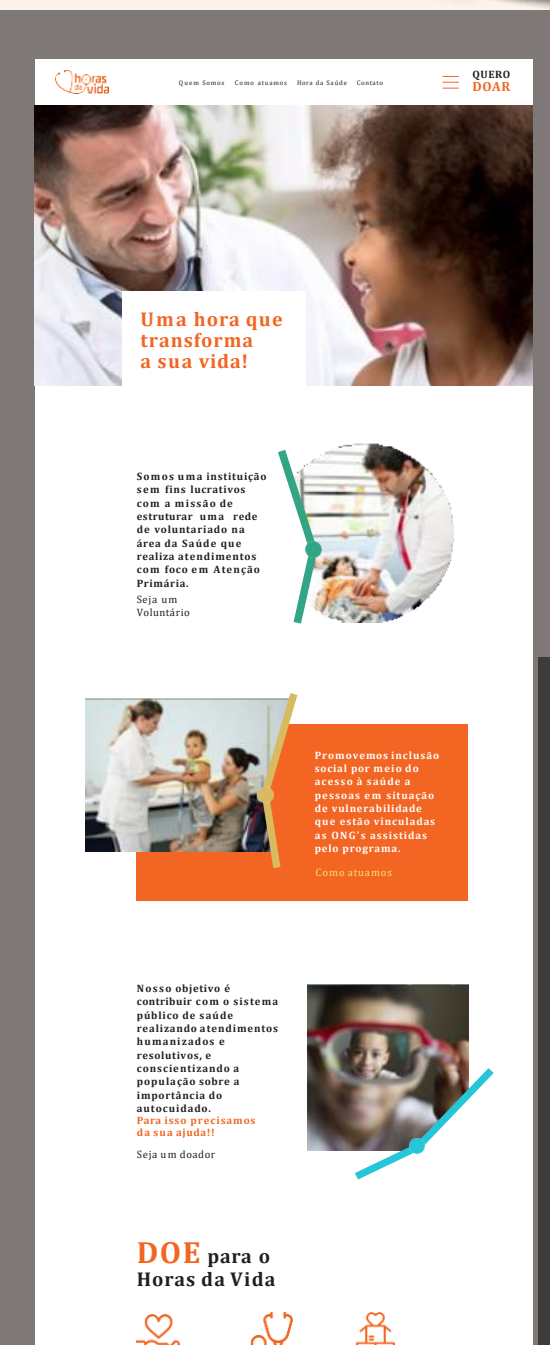
In 2020, the Hours of Life Institute implemented its rebranding, carried out by the **Ampfy** Agency (with the support of **Map Design and Digital** for the brand's visual identity). The rebranding enabled the creation of a new language to tell how Hours of Life promotes social inclusion through health, and how it is an important agent of change by connecting physicians and patients.

With the slogan "**An Hour that transforms your life**", the Institute positions itself as a reference in preventive health, which promotes its credibility in the digital environment, through exclusive content that generates empathy and identification, establishing a connection between the brand and its audiences.



“Hours of Life does an important job: bringing health professionals, who have a purpose in their work, closer to those who need and cannot pay for it. These are times that change lives, for those who receive and for those who donate. The work of the Ampfy team sought to shape this truth. We were all very happy to make our contribution, which also changed our lives.

**Pedro Cabral**  
Ampfy's CEO





## Ajude o Horas da Vida

O Horas da Vida já entregou 72 mil benefícios e impactou 120 mil pessoas, inclusive transformou a vida do Mikael, 9 anos que foi diagnosticado com autismo após ter problemas na escola, ele passou por uma consulta com nossos voluntários, que descobriram o que atrapalhava em seus estudos era a miopia. Com o diagnóstico correto, Mikael teve uma melhora na aprendizagem.

Contamos com a sua ajuda para não desamparar as OSCs assistidas pelo programa.

**Doe quanto puder**

A sua contribuição pontual de qualquer valor será utilizada nas frentes mais prioritárias do Instituto.  
Valor: a partir de R\$ 15,00  
Período: Uma vez

**Quero Doar Agora**

**Doe R\$ 1 por dia**

Sua doação mensal de 100,00 corresponde a uma oficina de saúde em uma ong assistida.  
Valor: R\$30,00  
Período: Mensal

**Quero Doar Agora**



A new website was developed to adapt to the visual identity, with an organized structure to provide the Internet user with the best access to the content.



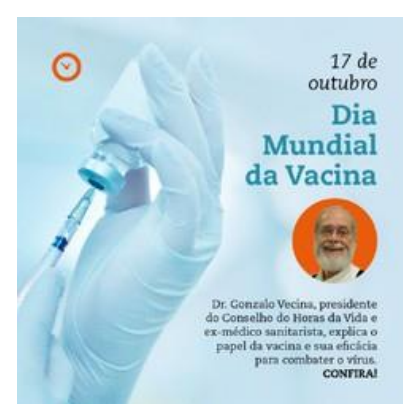
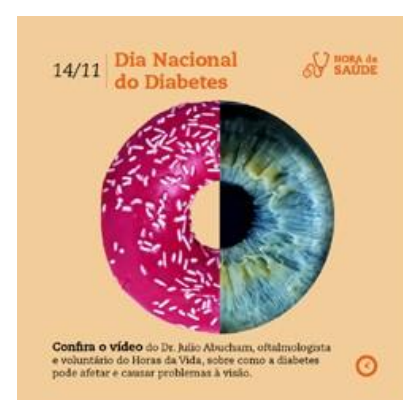
[Acesse o site AQUI](#)



# Ours **SOCIAL MEDIAS** also went through a transformation

The content was separated in six editorials:

## Dates and Opportunities



## Donations



## Institutional



## Health Time



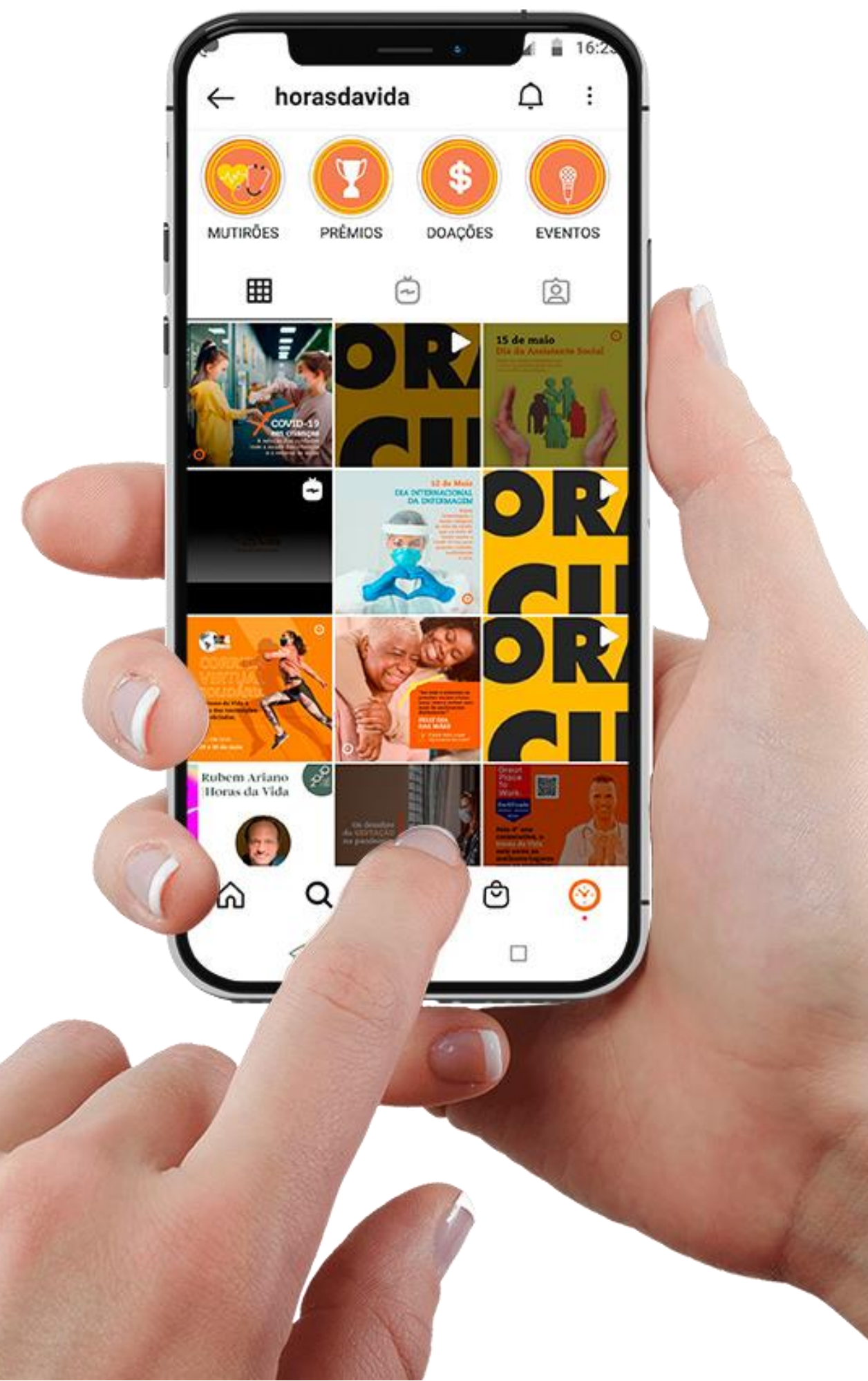
## Life Histories



## SUS Universe



The new proposal made it possible to create a new meaning for the brand through a more structured design and communication, leading to a clear dialogue with the brand's stakeholders.





# Consolidated Report 2020 | Social Medias

|           |   |                             |  |   |   |
|-----------|---|-----------------------------|--|---|---|
| Facebook  |    | + de<br><b>200</b><br>Posts | + de<br>900 comments<br>20.000 reactions | + de<br><b>34.300</b><br>Engaged people | + de<br>107.000 Organic reach<br>370.000 Paid reach |
| Instagram |    | + de<br><b>210</b><br>Posts | + de<br><b>130</b><br>Stories            | + de<br>16.200 likes<br>35% more fans   | + de<br>75.000 Organic reach<br>480.000 Paid reach  |
| LinkedIn  |  | + de<br><b>90</b><br>Posts  | + de<br>900 likes<br>33% more fans       | <b>11%</b><br>Engagement<br>rate        | + de<br>18.000 Organic reach<br>19.100 Paid reach   |
| YouTube   |  | <b>278</b><br>Subscribers   | <b>13,8 mil</b><br>views                 | Hours of exhibition<br><b>422,3 mil</b> |   |



# INTERVIEWS

The **Hours of Life** communication has an exclusive content as well as a content developed with the help of health professionals. In 2020, around **50 volunteers** contributed with relevant content from different health specialties areas.

Some of the content produced

**Atendimento ao Infarto e AVC durante a pandemia**

**LIVE**  
INSTAGRAM  
/horasdavida

Quinta  
**08/10**  
18h



**Dr. Marcelo Queiroga**  
Cardiologista e presidente da Sociedade Brasileira de Cardiologia (SBC)



**Daniela Dias Chead**  
Enfermeira da Coordenadoria das Regiões de Saúde da Secretaria Estadual de São Paulo e Voluntária no Horas da Vida

saúde não tem hora  
horas da vida

**COVID-19 E A JORNADA DO PROFISSIONAL DE SAÚDE: Como fazer a gestão do seu negócio na área da saúde?**

**LIVE**  
/horasdavida

Terça  
**09/06**  
18h

**BATE-PAPO COM:**  
Ricardo Nicoluci  
MBA em Finanças pelo IBMEC  
Roseli Freitas  
Psicóloga, master coach e voluntária do Horas da Vida



horas da vida

**Redescobrimdo a minha família**

**LIVE**  
/horasdavida

Terça  
**21/07**  
18h



**Dr. Jairo de Paula**  
Psicanalista - Instituto Jairo de Paula



**Elisangela Tolosa**  
Diretora Institucional do Horas da Vida

horas da vida

**SETEMBRO AMARELO**

**ALGORITMO DA VIDA: Tecnologia aplicada a prevenção de suicídio**

**LIVE**  
Terça  
**22/09**  
18h



**Camila Sartorato**  
Gestora de Projetos no Horas da Vida



**Luciana Coen**  
Diretora de Comunicação Integrada e Responsabilidade Social da SAP Brasil

SAP  
horas da vida

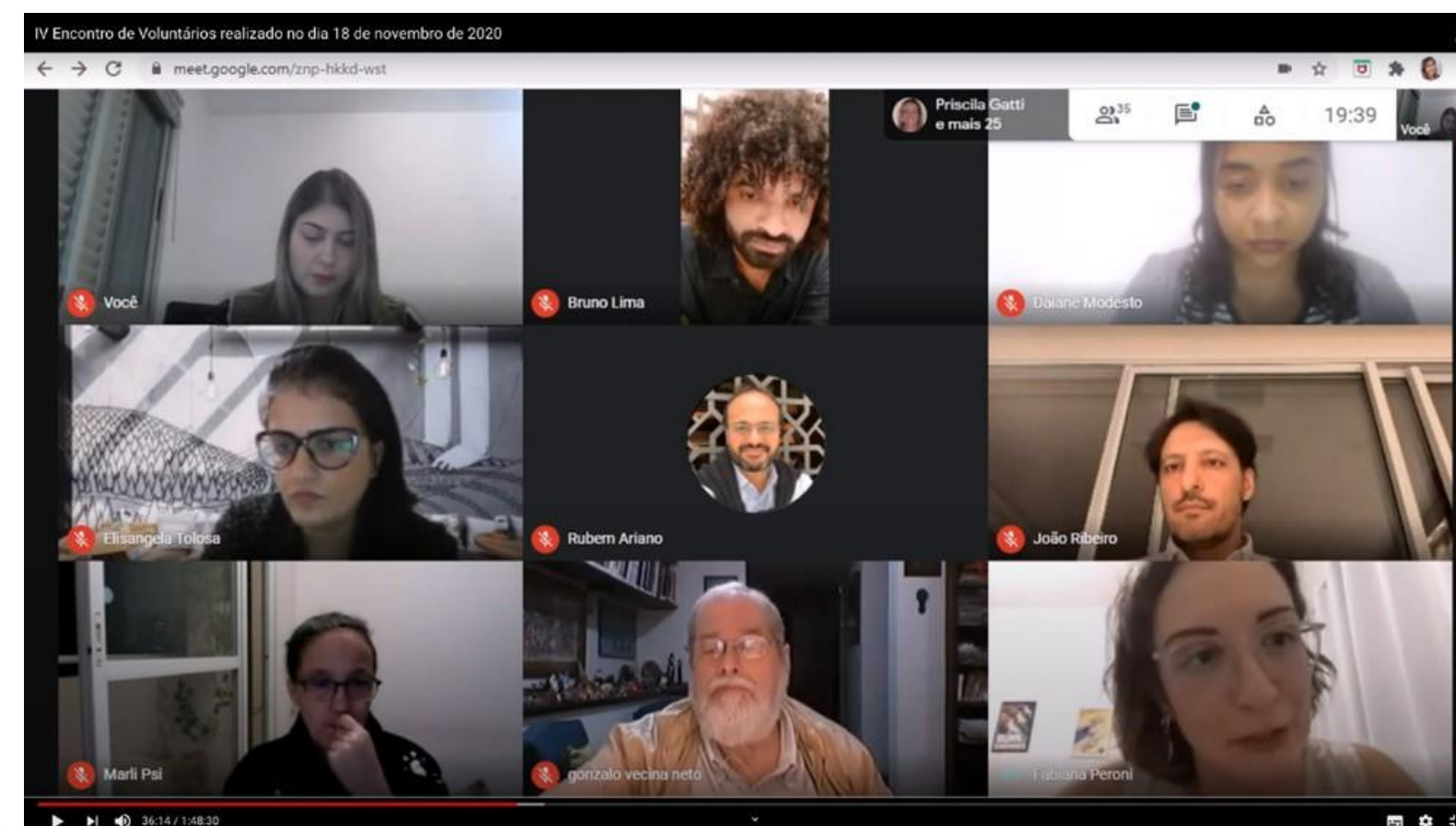
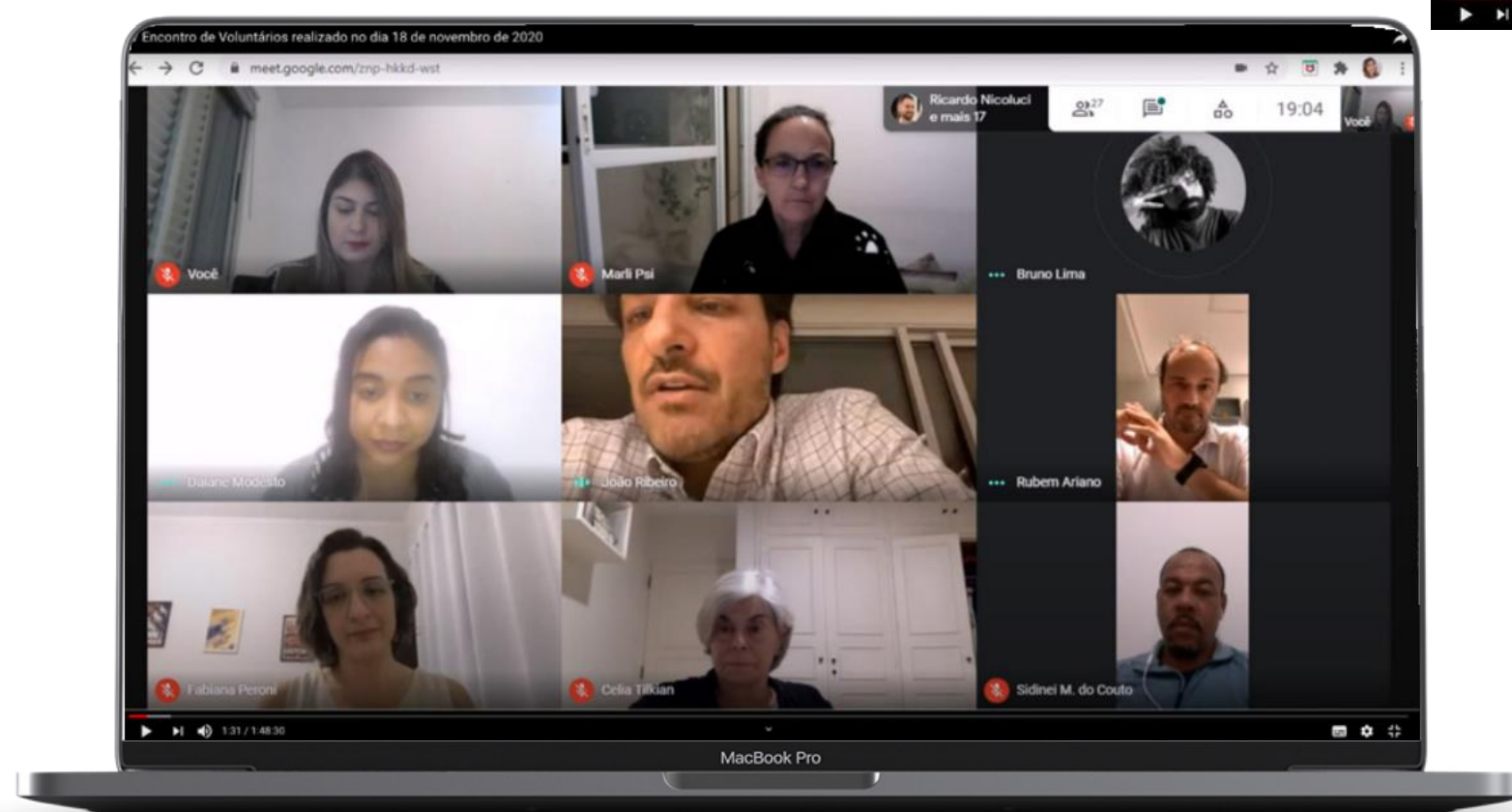


# Meetings / Actions





# IV Online Volunteer Meeting Hours of life



Every year, Hours of Life sets a date to meet with volunteers. In this unusual year, the meeting was adapted to be in an online format.



## IV Online Volunteer Meeting

The meeting took place on November 18th and included the participation of health professionals and guests such as Dr. Gonzalo Vecina, a sanitary doctor and chairman of Hours of Life's board, Fabiana Peroni, PhD in Public Health and Leader of the Public Policy Committee of Brazil's Women Group and Michelle Ehlke,

Global Health&Corporate Responsibility Head of Novartis. During the event, we presented a panel discussion on "The importance of primary care in post-pandemic and the role of Hours of Life as a third sector institution".

There was as well a moment for

accountability for all activities and projects developed by Hours of Life, and to talk about opportunities for volunteers. Besides the presence of our volunteers who are the heart of the Institute, we also had the participation of our ambassadors who support Hours of Life.





# Meeting with the NGOs

During the meeting, a conversation was held with the project manager of the Tellus Group, Thayna Monteiro, who addressed the theme “The Challenge of giving new meaning to life and reinventing oneself”.

12 35

Partner GNOs Invited





# International Women's Day

To celebrate this very special day, **Hours of Life** in partnership with Farmarcas (a Multibrand Association of Pharmacies) and Febrafar promoted a round of conversations led by psychologist and volunteer Marina Pereira.





## *International Women's Day*



The psychologist talked with the Farmacas's collaborators about the importance of mental health care.

“The action aimed to promote a moment of reflection on the different roles that women play today”, said Viviane Alvarenga, HR Manager.

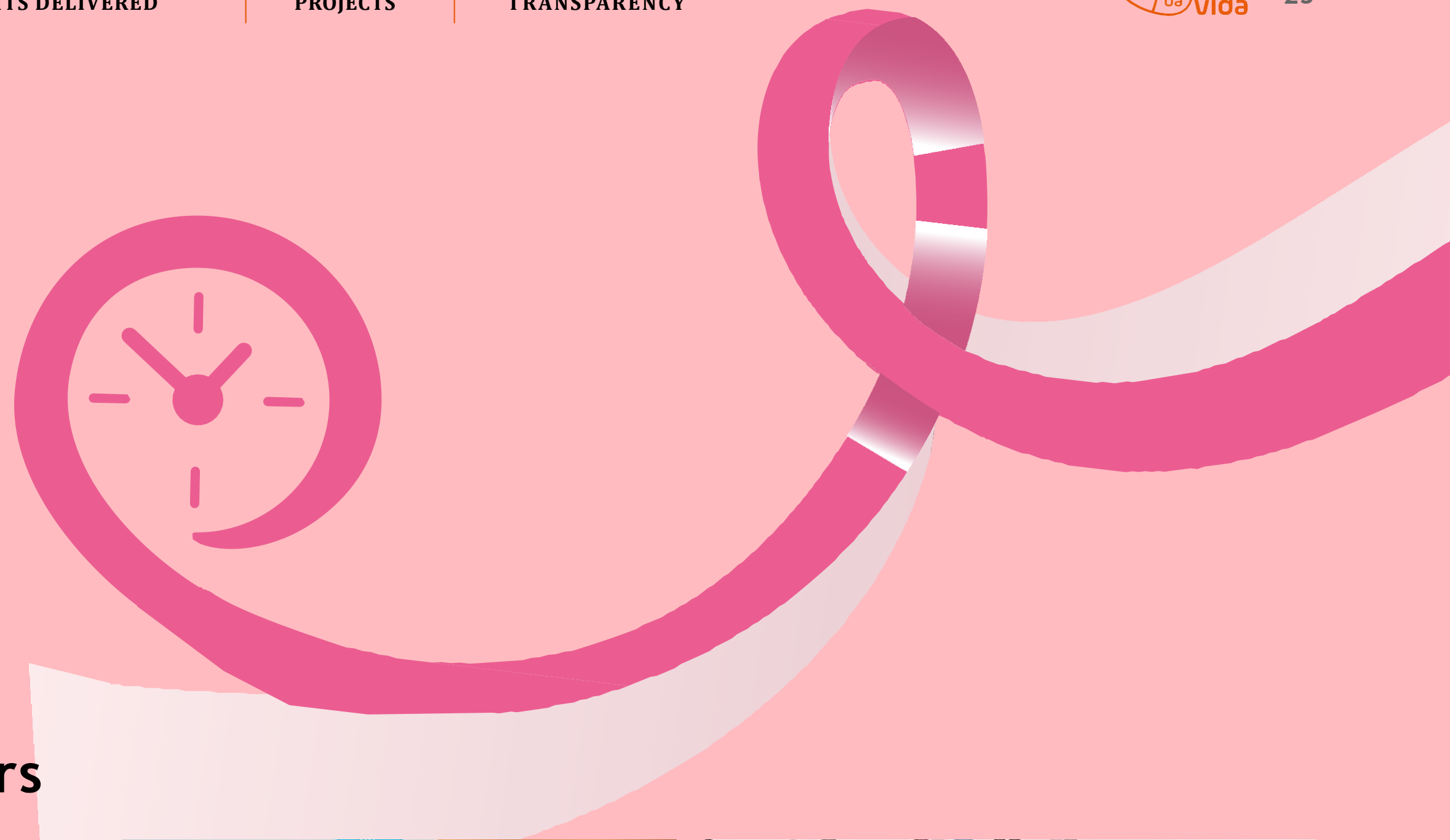
“In addition to exercising, and eating well, we have to cultivate self-respect and impose ourselves so that we can all live together in a healthy way. Maintaining mental health is a way to prolong life.  
**Marina Pereira**



# Pink October



In celebration of **Pink October**, the breast cancer awareness month, Hours of Life developed awareness-raising actions, in partnership with the Fleury Group, about the importance of the diagnosis as well as the importance of carrying out exams.





*Pink  
October  
Fleury*

Live with the medical mammography coordinator of Fleury and UNIFESP, Giselle Guedes Netto de Melo, who clarified doubts about how to identify the early diagnosis of breast cancer.



## Exams + Diagnostic medicine

In the month dedicated to women's health care, Hous of Life, in partnership with the Fleury Group, provided around 230 exams, including Mammography, Ultrasound, Colposcopy, Pap smear, Breast Magnetic Resonance for some beneficiaries of social organizations like ASA, Santa Fe, Educafro and ABSW (Brazilian Association of Williams Syndrome).

The exams were scheduled at the a+ Medicina Diagnóstica unit, a Fleury Group brand, by appointment. The aim of this action was to prevent breast cancer. According to Cristina Daniel, financial director of the NGO ABSW, this initiative was essential so all the women



were able to perform preventive exams safely. “It was gratifying, as we received special attention from the professionals who attended us. Also, this action was very important, as mothers are often so involved with their children's needs and end up

Forgetting about their health or leaving their own health care for later,” he said.

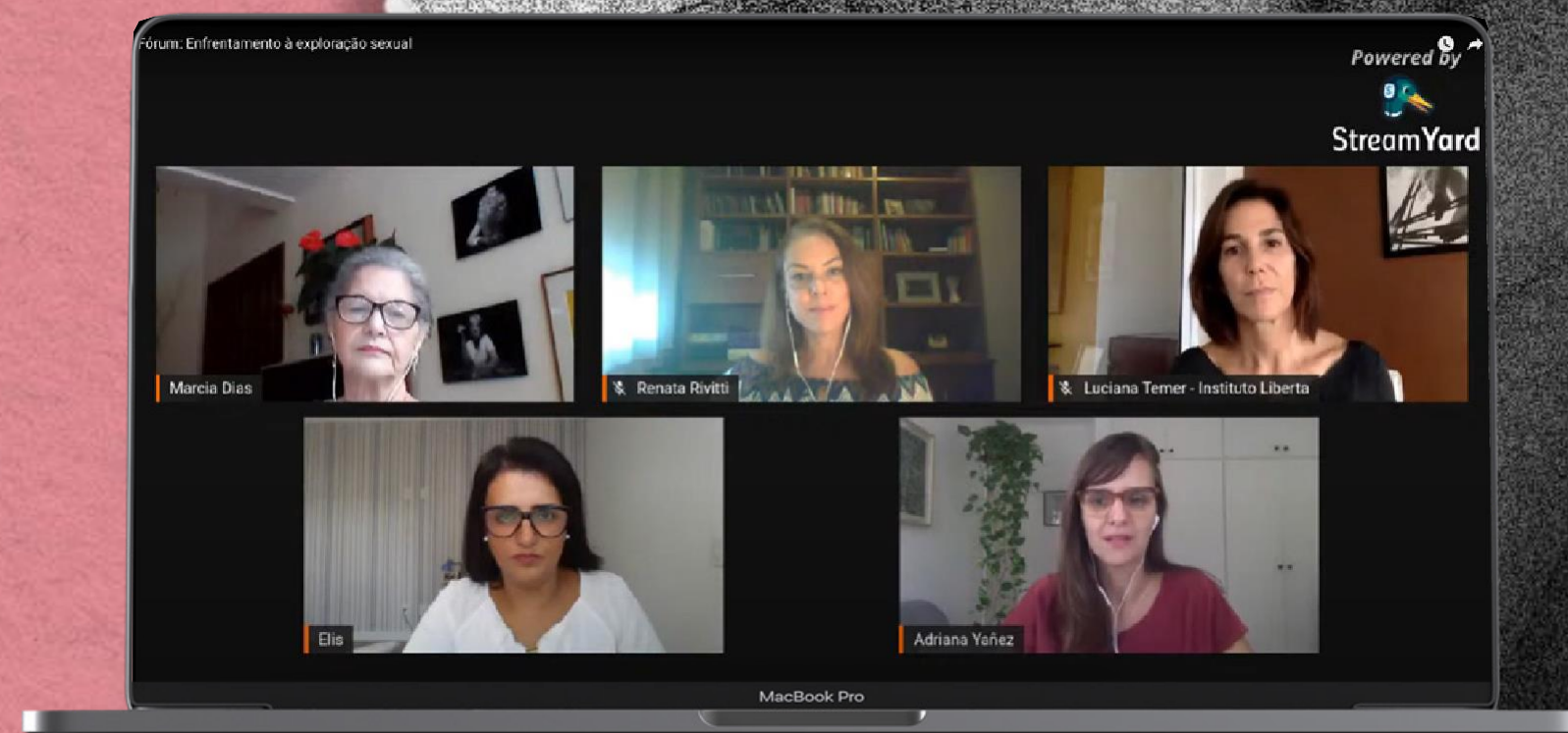


Hours of Life in  
partnership with the  
Liberta Institute  
promotes the:

FORUM ON  
COMBATING  
SEXUAL  
EXPLOITATION



[Access  
the  
Forum  
HERE](#)

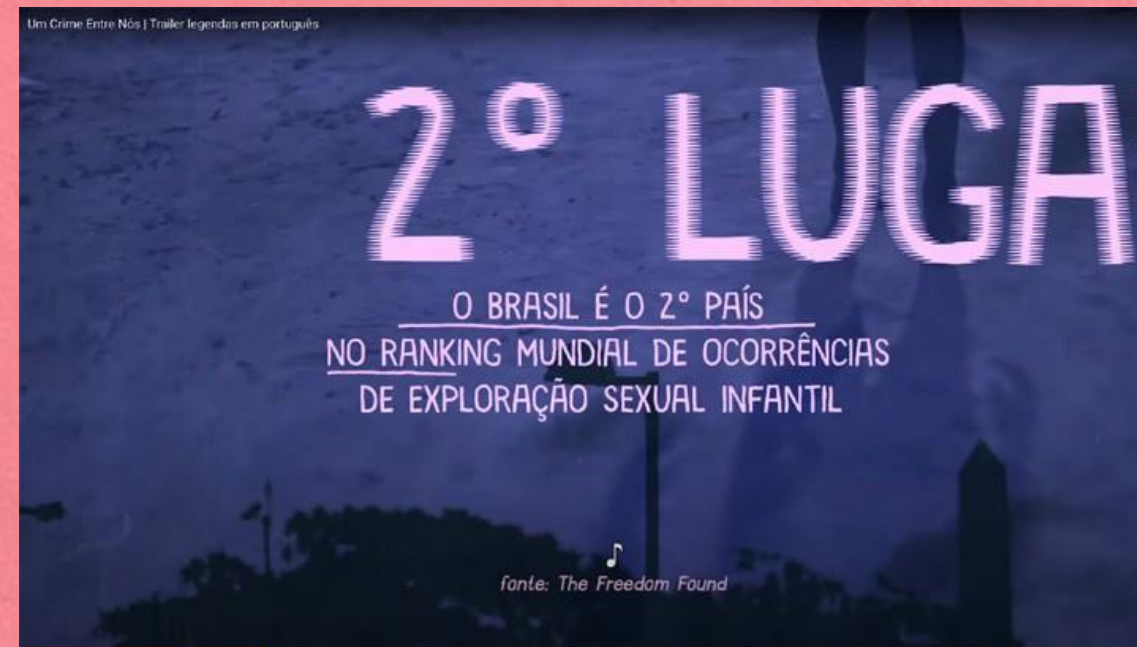


The online Forum  
was live on Hours  
of Life's Youtube  
channel to  
member NGOs and  
volunteers.



## Forum on Combating Sexual Exploitation

The initiative was intended to alert about cases of exploitation and to guide people on which agencies to go to file complaints. The Forum was attended by Luciana Temer, president of the Liberta Institute, Marcia Ventura Dias, president of the Santa Fé Beneficent Association, Renata Rivix, Public Prosecutor and MPSP Children and Youth Support Operational Center Coordinator; and it was mediated by Adriana Yañez, Director of the documentary “Um Crime Entre Nós”.



The Forum also released the documentary “Um Crime Entre Nós”, which addresses the fact that Brazil is the second country in the world ranking of cases of child sexual exploitation, it also talks about the country's fight for an end to sexual exploitation.





# Group Efforts For Health

Volunteers of **Hours of Life** promote pediatric assistance to the beneficiaries of the Baccarelli Institute.





**Hours of Life volunteers** made a difference in the health care of 50 students at the Baccarelli Institute, offering pediatric care to children and adolescents.

The joint effort, which took place in February 2020, provided the parents and students the opportunity to talk with volunteer physicians in the pediatrics specialty to clarify doubts about the stages of growth, about healthy diet and habits.

According to Ellen Almeida, from the Baccarelli Institute, this initiative is a way to ensure inclusion in the health of students and families. “It is an opportunity for our students to receive medical advice in an attentive and free way”, he says.

The Baccarelli Institute's partnership with Hours of Life has already benefited the health of many families.

The health actions take place in institutions associated with Hours of Life to promote healthcare for the beneficiaries of social organizations.

“ I wanted to bring my son when I heard about Hours of Life, I'm aware that at his age it's important to see a pediatrician  
**Maria Conceição Vieira da Silva** *Mother of the student called Octávio, 13 years old*





## Being in quarantine does not mean being absent from your patient (e-book)

Hours of Life invited the volunteer psychologist and master coach, Roseli Freitas, and Ricardo Nicoluci, a finance specialist and consultant, to prepare an E-book on how to deal with financial crisis management and HR in health clinics when the pandemic first started, with the aim of helping people at this time. We are providing the E-book for all our volunteers.



CONHEÇA  
MAIS

[Access the  
e-book  
HERE](#)



# Benefits Delivered





# Pillars of action

Hous of Life develops several actions through the *Care Cycle*, offering exams, consultations in 30 specialties with the volunteer network, and exclusive and corporate projects, to ensure access to healthcare for families, and for the elderly who live in social vulnerability.

## Who we attend

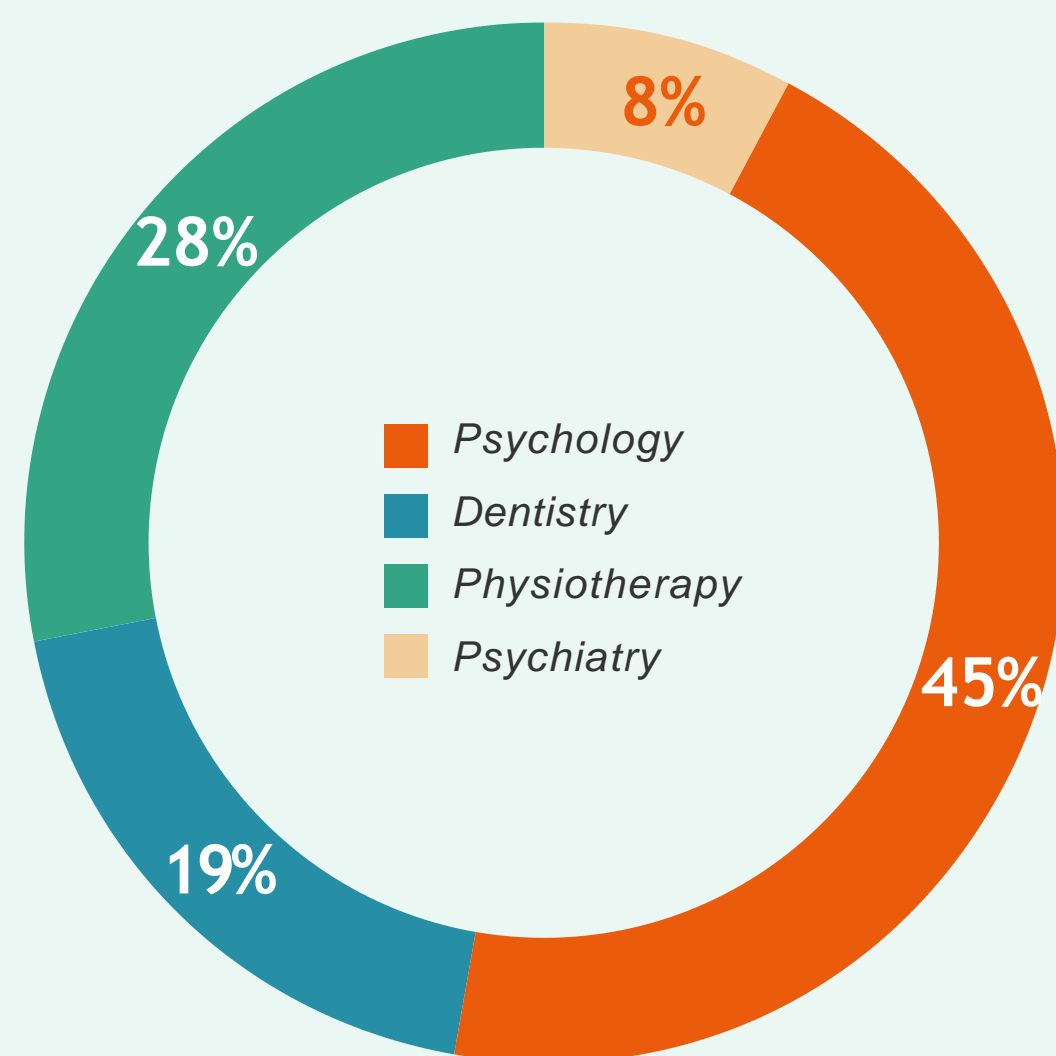
The hours donated by volunteer professionals are meant to help people living in social vulnerability, and who are involved with 12 different social organizations. In addition to the direct assistance, their families, as well as the employees of the institutions can also use the program, as long as they respect the socioeconomic guidelines practiced by Hous of Life.



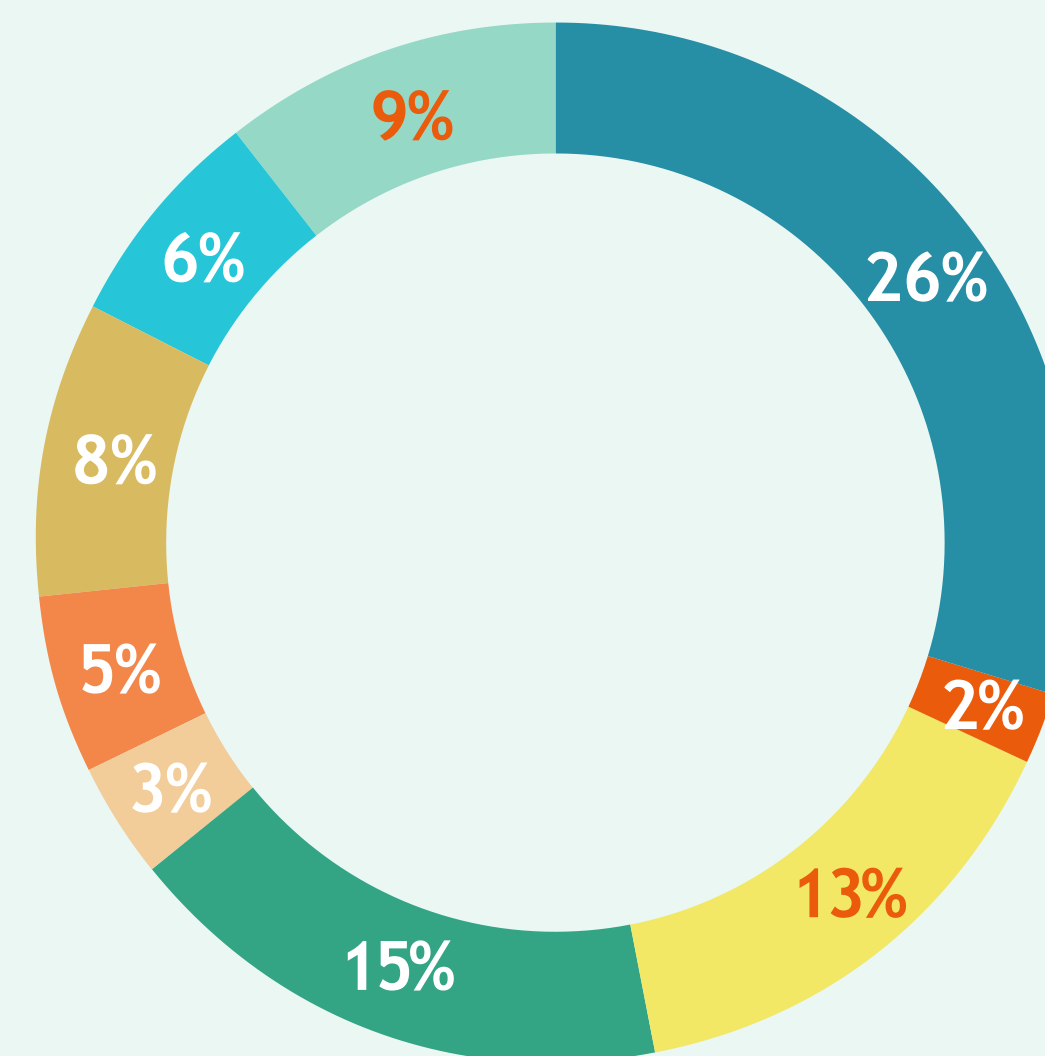


# Appointments

## Recurrent Specialties



## TOP 10 Conventional Specialties

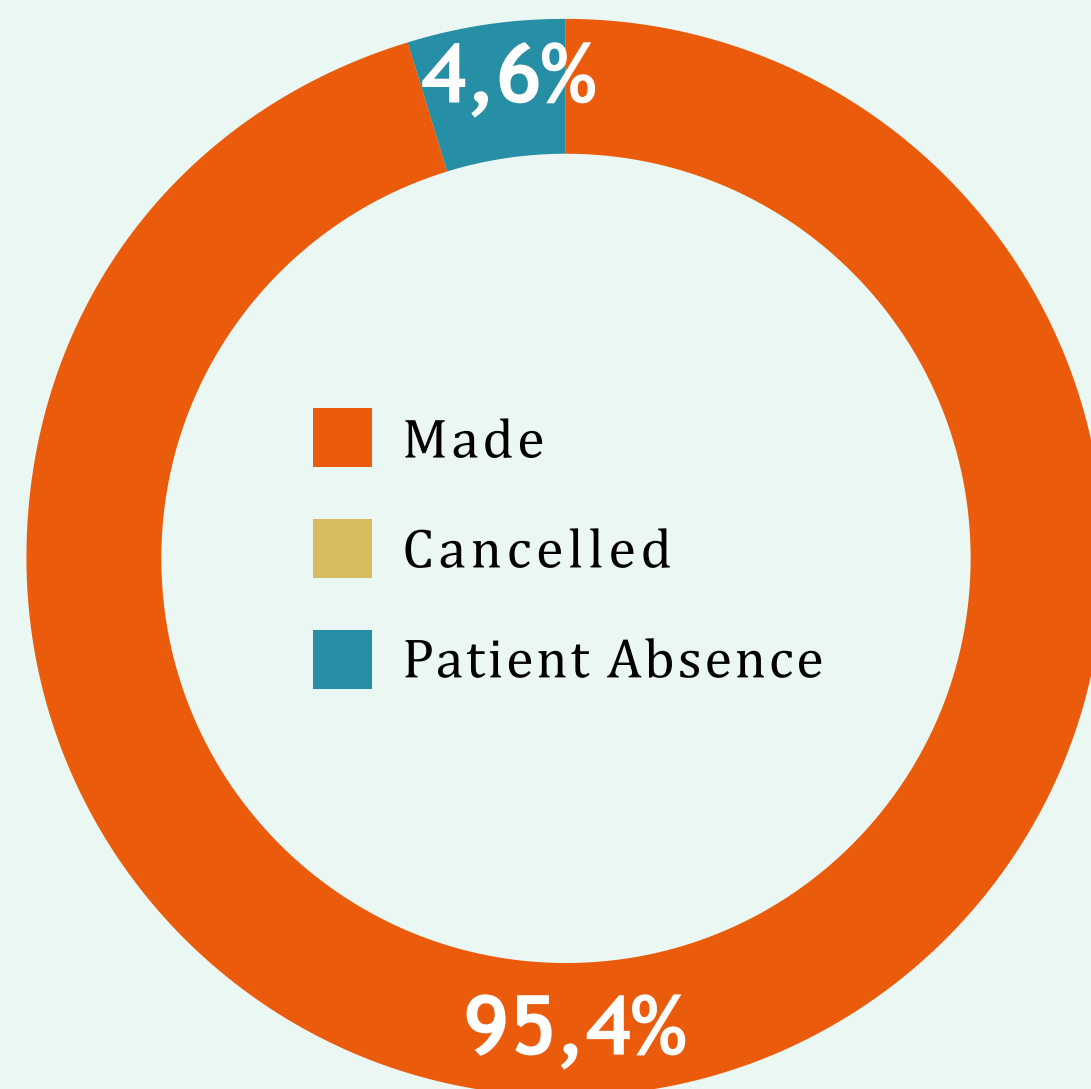


- Ophthalmology
- Dermatology
- Orthopedics and Traumatology
- Gynecology and Obstetrics
- Cardiology
- Otolaryngology
- Pediatrics
- Neurology
- Endocrinology

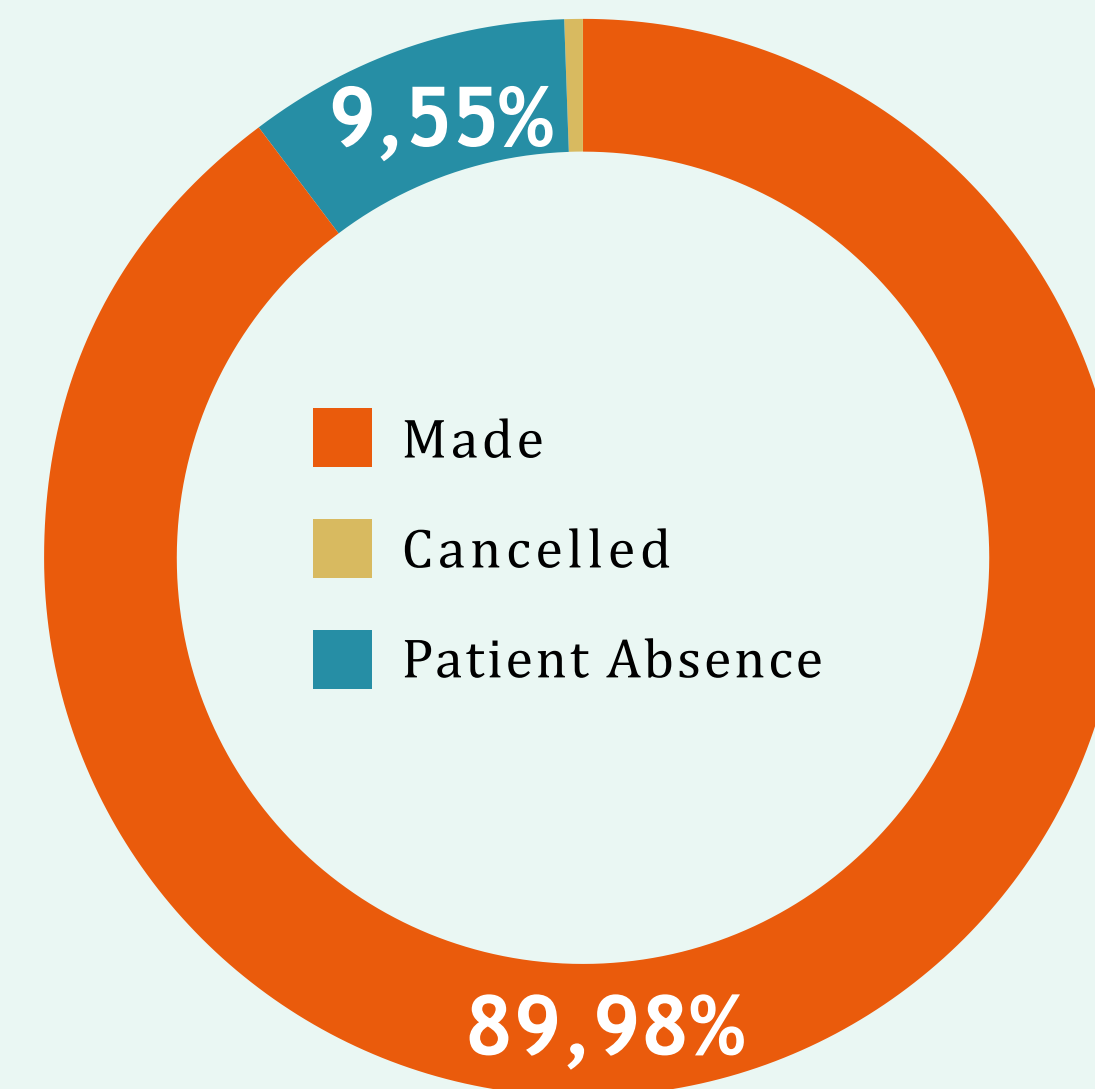


# Absences and cancellations

## Appointments (CA, CC, FP)



## Exams (CA, CC, FP)



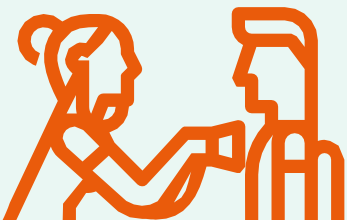





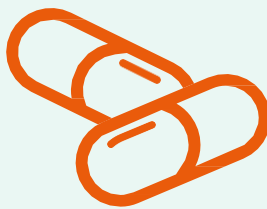





# Indicators

## Benefits delivered

In 2020, Hours of Life surpassed all previous years in terms of total benefits delivered as a result of complementary actions to support the pandemic.

|   |   |  |   |   |   |   |   |   |   |
|---|---|--|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |  |  |  |
| Educational Assistance  | Screening   | Appointments   | Exams   | Glasses   | Teleconsultations   | Food  | Teleorientation   | Medicines   | Hospital Donations  |
| 13.955  | 8.795   | 10.633   | 9.225   | 861   | 723   | 7.525   | 4   | —   | 2.958   |
| 409   | 13.536  | 13.793   | 26.782  | 4.751   | 750   | —   | 24  | 432   | 178.153   |

CARE CYCLE

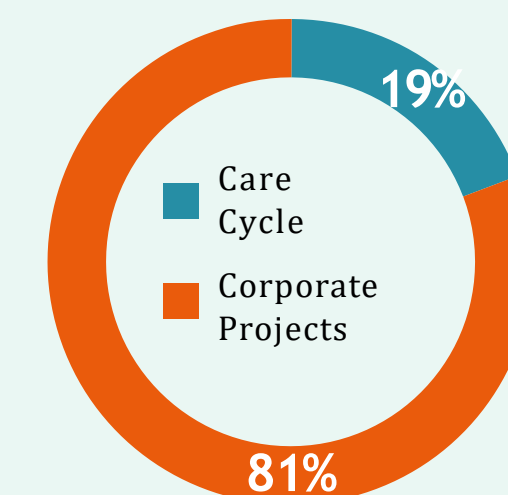
CORPORATE PROJECTS

**TOTAL 292.586** (54.679 + 237.907)

Care Cycle + Corporate Projects

In seven years of work by Hours of Life, we have already delivered more than **400.000** benefits.

Distribution (%)





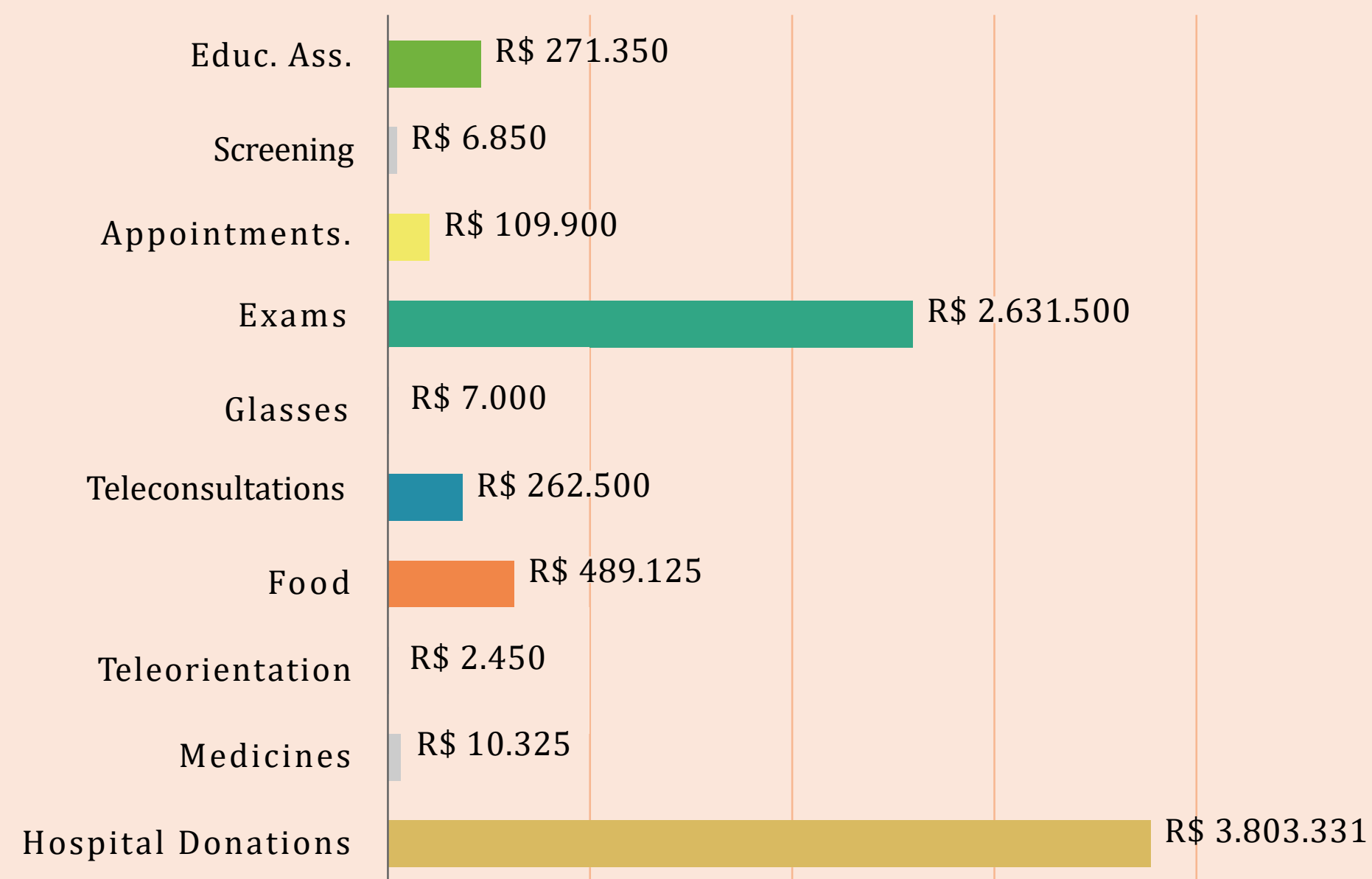
## Indicators

# What is VOS?

(Social Opportunity Value)

It is the sum of the values of consultations, exams and other benefits donated.

## Social Opportunity Value



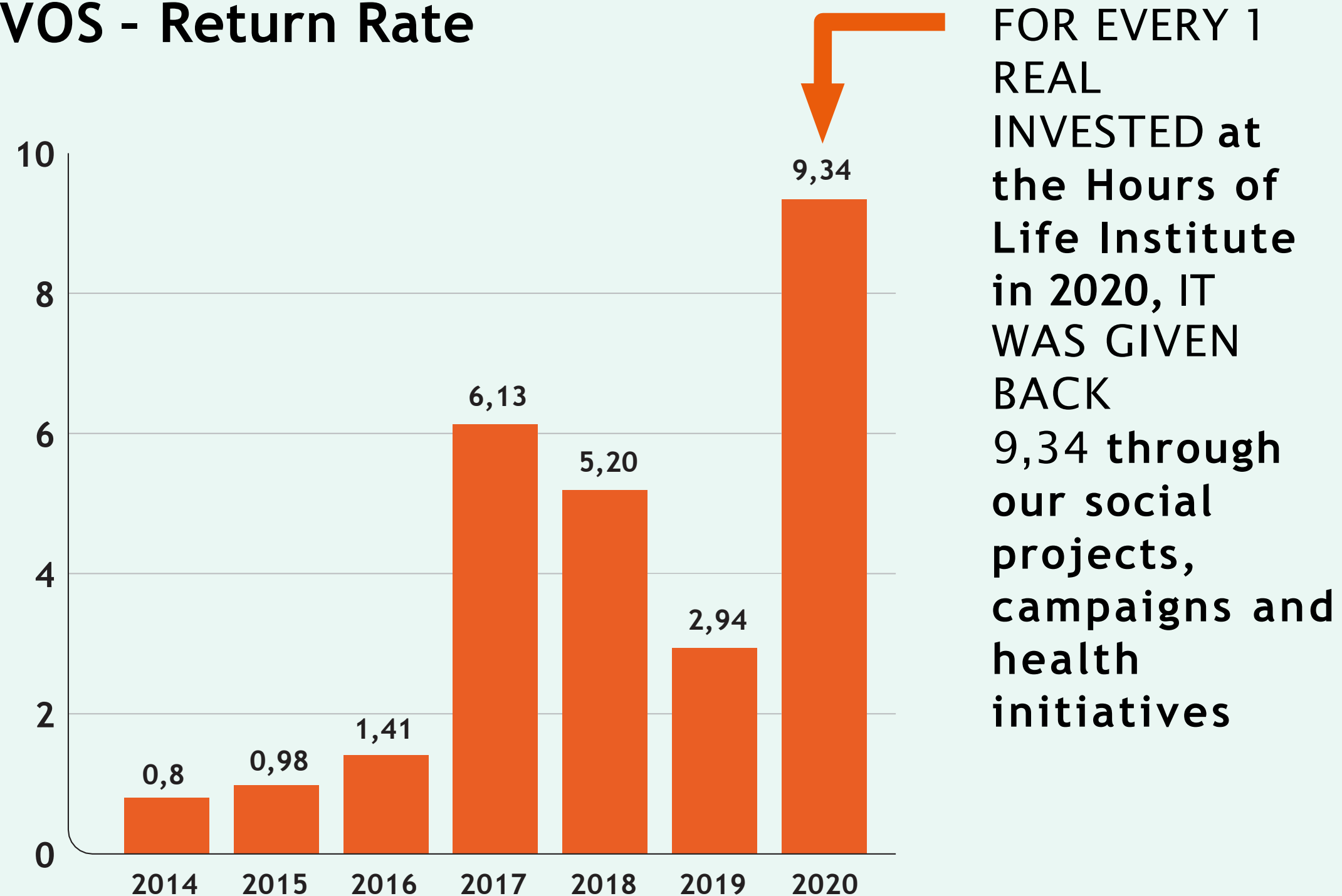
**TOTAL**

**R\$ 7.594.331**

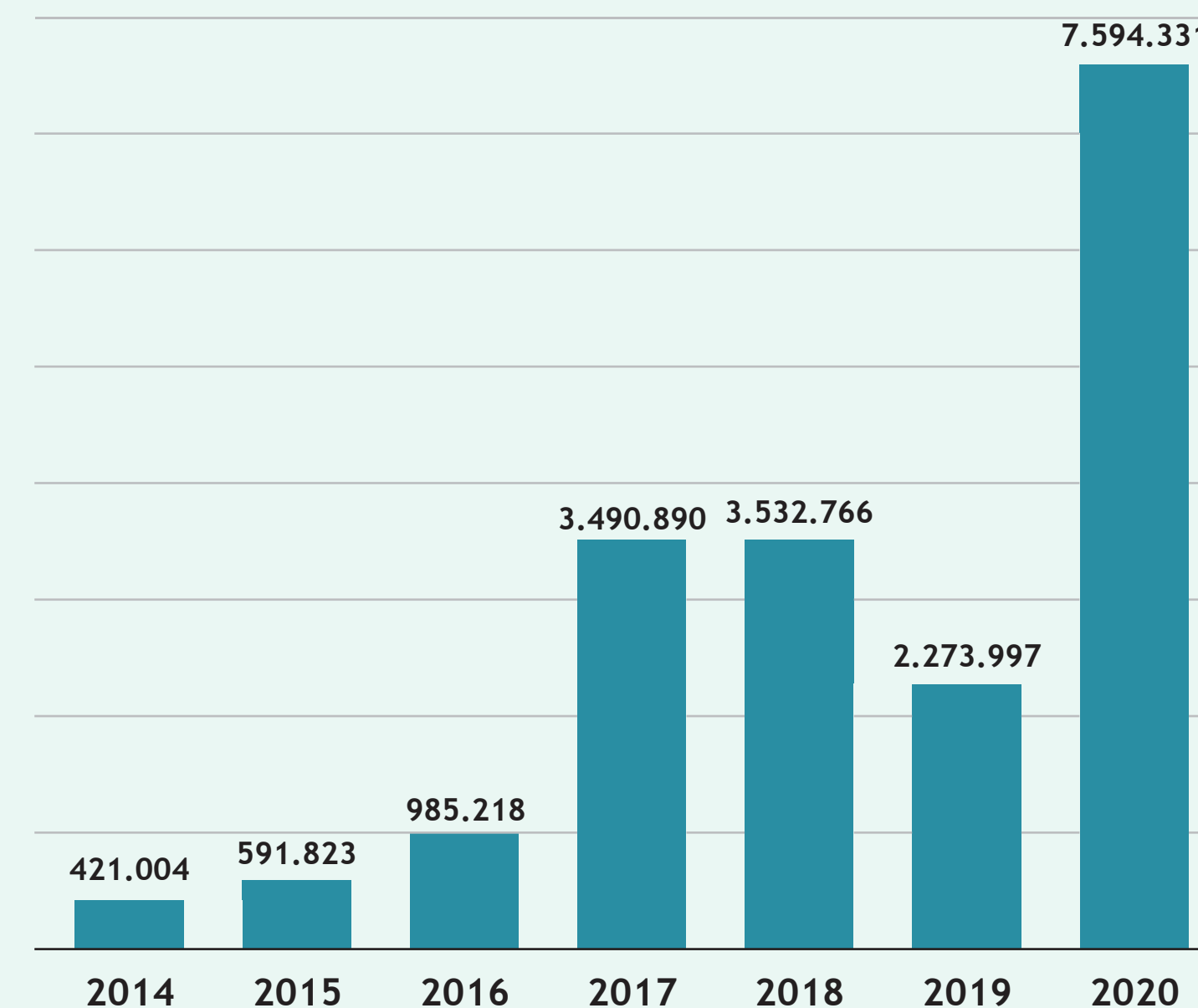


## Indicators

### VOS - Return Rate



### VOS - Historical Series (R\$)





# Education for Health

The **Education for Health content** is offered to benefited social organizations

## Manual of Good Practices in Combating Coronavirus in Social Organizations (E-Book)

**Hours of Life Institute**, committed to guiding social organizations in returning to face-to-face activities, has developed a practical guide with tips and illustrations that should be met to prevent the transmission of COVID-19.

In the Guide you will find information about contagion, guidelines on hygiene and disinfection, how to create a crises committee in the institution for suspicious and positive cases, among other tips. The manual can also be applied in schools.



CONHEÇA  
MAIS

[Access  
the e-  
book  
HERE](#)





## EDUCATION FOR HEALTH

# Guide to Good Practices in LSIE's: Main actions in the fight against COVID-19 (e-Book)

The Sustainable Aging project in the fight against COVID-19 has developed a guide of good practices for LSIEs, with the objective of guiding managers and employees to fight COVID-19.

The guide is illustrative and is intended to clarify the main doubts about the new coronavirus and what are the guidelines to protect the elderly from the contagion of COVID-19

[Access the e-book HERE](#)



# LIVES held by Hours of Life

With the beginning of the pandemic, Hours of Life transformed face-to-face lectures at CSOs into Lives on social medias. Health issues were addressed in the lives as well as doubts about COVID-19



**32 LIVES**  
Held on social medias like Instagram and Facebook



Participation of  
**52 volunteers**



**1.234**  
Views and public participation

## Discussions:

Prevention measures during social isolation at home

Quarantine eating behavior

The challenges of returning post-covid activity in the third sector

Infarction and stroke care during the pandemic





# Projects







## Envelhecer Sustentável *no combate ao covid-19*

Hours of life  
Institute helps  
contain  
contamination  
by Covid-19 in  
elderly homes  
in the  
periphery  
of São Paulo

Testing, delivery of  
PPE's and continuous  
monitoring are among  
the main actions of the  
Sustainable Aging.



500  
benefited  
people

Sanitation and  
disinfection

From all nursing home  
environments





## Sustainable Aging

Hours of Life Institute, together with partners, launched the Sustainable Aging Project in the combat against Covid-19, which reached 20 long-stay institutions for the elderly (ILPI's) on the outskirts of São Paulo (SP) and 537 institutionalized elderly people up to the time.

Since August, the program has brought a strategic response to prevent the virus from spreading inside these homes, causing more serious complications for the elderly who live in them. Throughout the project, due to all the transformation promoted, there was only one case of Covid-19 in the entire group of beneficiaries - a manager of one of the ILPI's.



[WATCH THE PROJECT'S VIDEO](#)



[Access the project's page HERE](#)

Parceria



UMCINE

Apoio

STRAVA



Realização





*Sustainable  
Aging*

# Main Actions

**The Sustainable Aging Nursing Center** has already provided 30 consultations. They are a group of volunteer nurses from the Hours of Life Institute, who offer support to approximately 200 managers and employees of the ILPI's to clarify doubts and reinforce guidance on Covid-19. Other actions carried out by the project are the disinfection of each of the benefited houses; lectures and guidance for managers and employees; and periodic monitoring of the situation of the institutions served, in person and by telephone.

The Sustainable Ageing project is carried out by the Hours of Life Institute, in partnership with UMANE (former Samaritano Association) and Semper Movimento Institute, with support from Hermes Pardini, Lobl Clean, Neo Chemistry, Strava and Novo Nordisk.

**HOURS OF LIFE RECEIVED A DONATION OF 32 THOUSANDS OF MASKS FROM THE MALWEE INSTITUTE, mediated by the União BR movement.** The masks were delivered to the LSIEs of the Sustainable Aging project.



**800 tests**  
for Covid-19

EPI's:



**1.200 liters**  
Of hand sanitizer



**50 thousands of gloves**  
disposable



**17 thousand of aprons**  
disposable



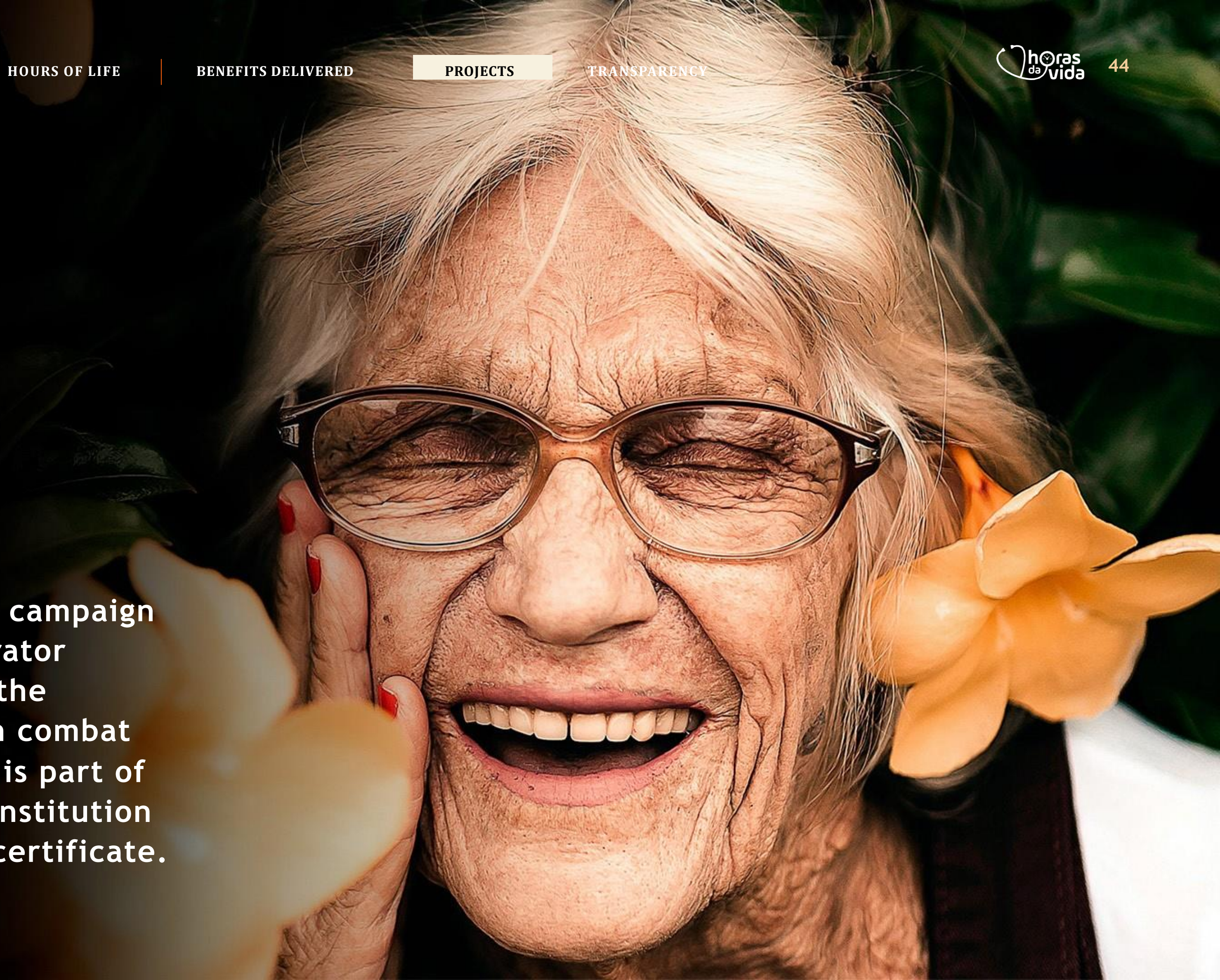
**32 thousand of masks**  
disposable





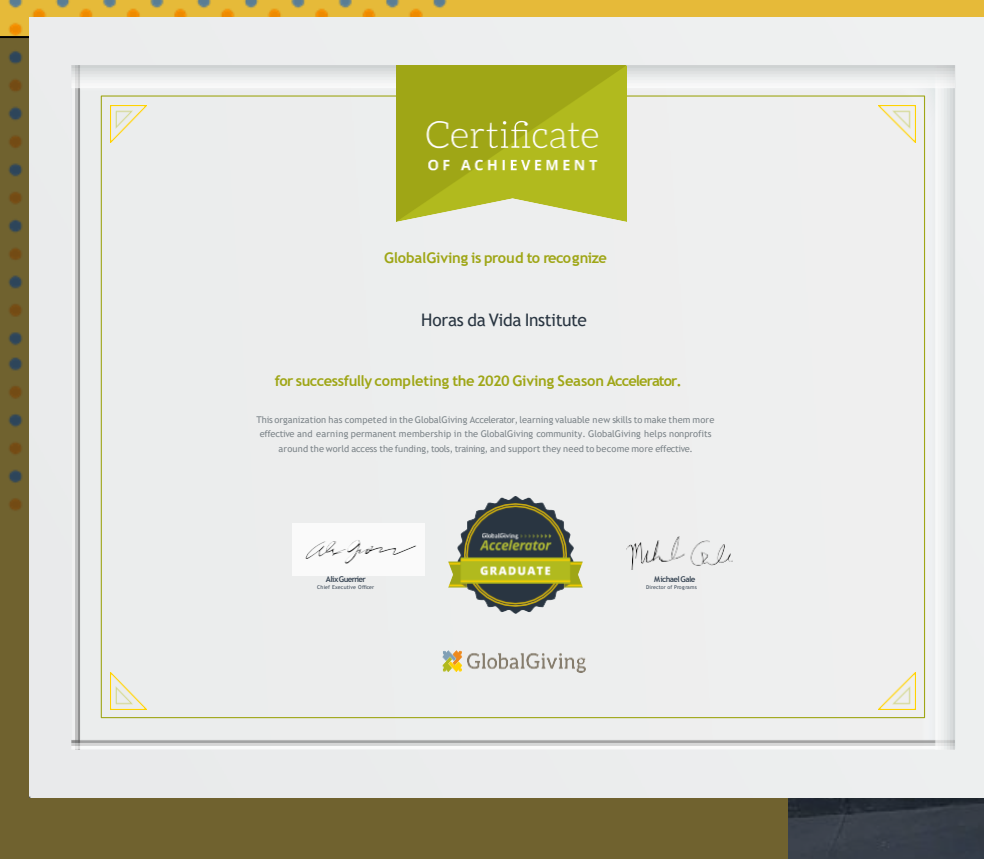
# GlobalGiving

**Hours of Life** launched an international *crowdfunding* campaign on the GlobalGiving Accelerator platform to raise funds for the Sustainable Aging project in combat to COVID-19. The initiative is part of the approval stage for the institution to obtain the GlobalGiving certificate.

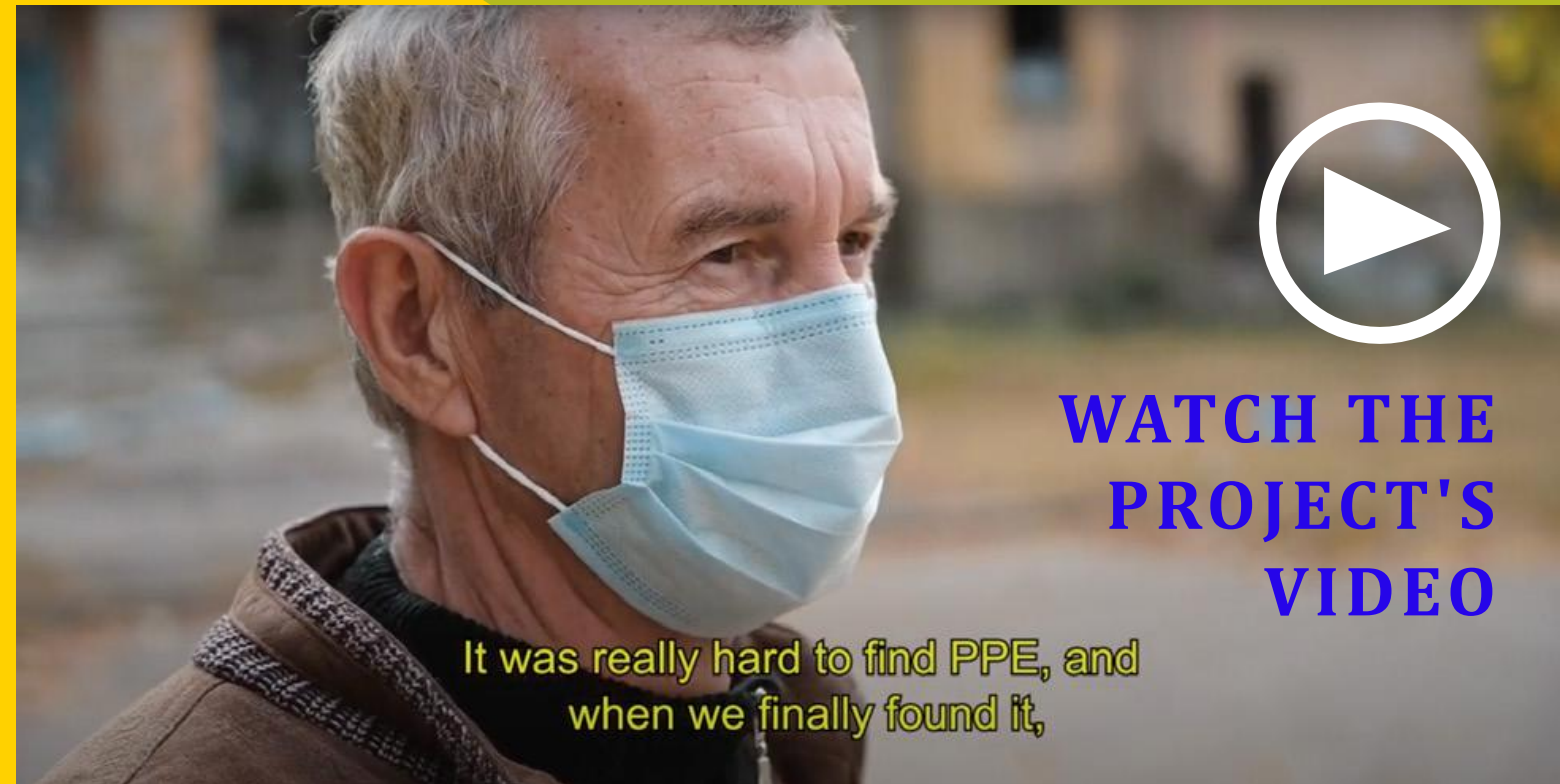




The campaign “**Fight COVID-19 and improve the well-being of more than 500 seniors in Brazil**” received donations in December and reached its goal with more than 40 individual donors, raising about 5,000 dollars for the initiative. **Hours of Life** received the GlobalGiving Plataform’s certificate.









# Everybody Against COVID-19

Sponsored by **Mantecorp Skincare** and **Mantecorp Farmasa**, the initiative involves the implementation of protocols for Covid-19 and personalized training for employees.





## Everyone against Covid-19.

Mantecorp Skincare and Mantecorp Farmasa and the Hours of Life Institute, which for seven years has been connecting volunteer health professionals to patients screened by social impact NGOs in São Paulo, are helping these organizations to prepare for the gradual return of in-person activities.

ASA, Casulo, Baccarelli Institute, Lar Sírio and Mão Amiga were the first to receive technical analysis of their physical facilities and suggestions for adaptations considering the Covid-19 pandemic, consultancy for the development, analysis and validation of protocols and personalized training for 197 employees, in addition to 7,468 food donations, 2,754 protective masks and 3,920 units hand sanitizer.

A Health Committee was formed to carry out the resumption project and maintains the dialogue with NGOs for guidance and clarification of doubts.

Sponsorship

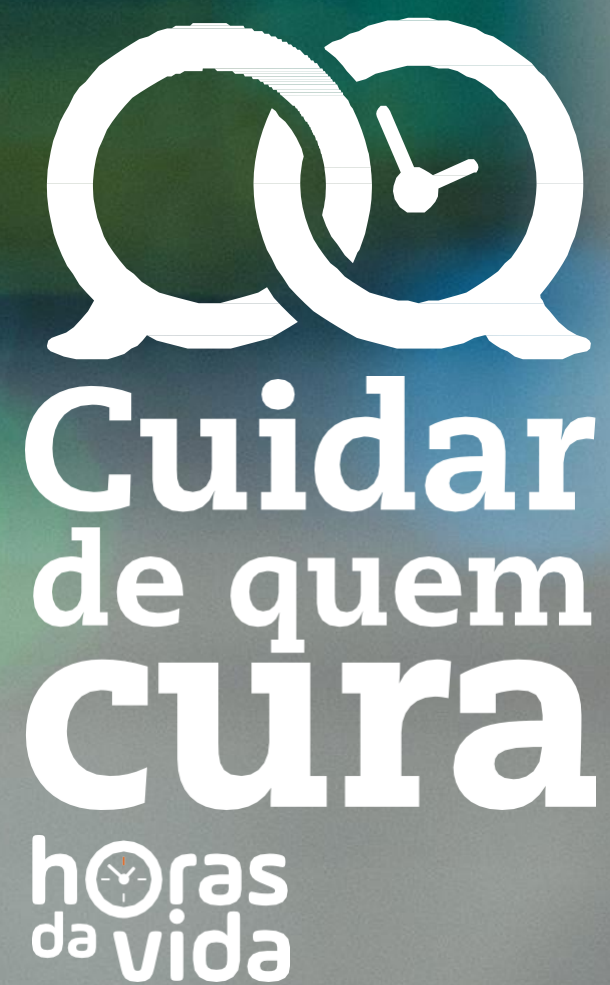


## Hours of Life trains social impact NGOs for the return of activities

|                |              |                 |
|----------------|--------------|-----------------|
| <b>7.468</b>   | <b>2.754</b> | <b>3.920</b>    |
| Food donations | Masks        | Hand sanitizers |







Hours of Life creates  
a project to offer  
psychological support  
to health  
professionals





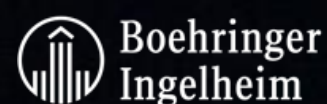
## Taking care of the ones who care

In order to minimize the psychological impact caused by the new coronavirus pandemic on public health professionals who are on the front line, the Hours of Life Institute created the project Taking Care of the Ones Who Cares. Made possible by the contribution of partner companies, the program offers support through virtual consultations with psychologists. The first partnership, signed with pharmacist Boehringer Ingelheim guaranteed the start of this project.

### ACHIEVEMENT:



### SPONSORSHIP



### RESPONSE TECHNICIAN



### SUPPORT



## Campaigns



675  
Teleconsultations

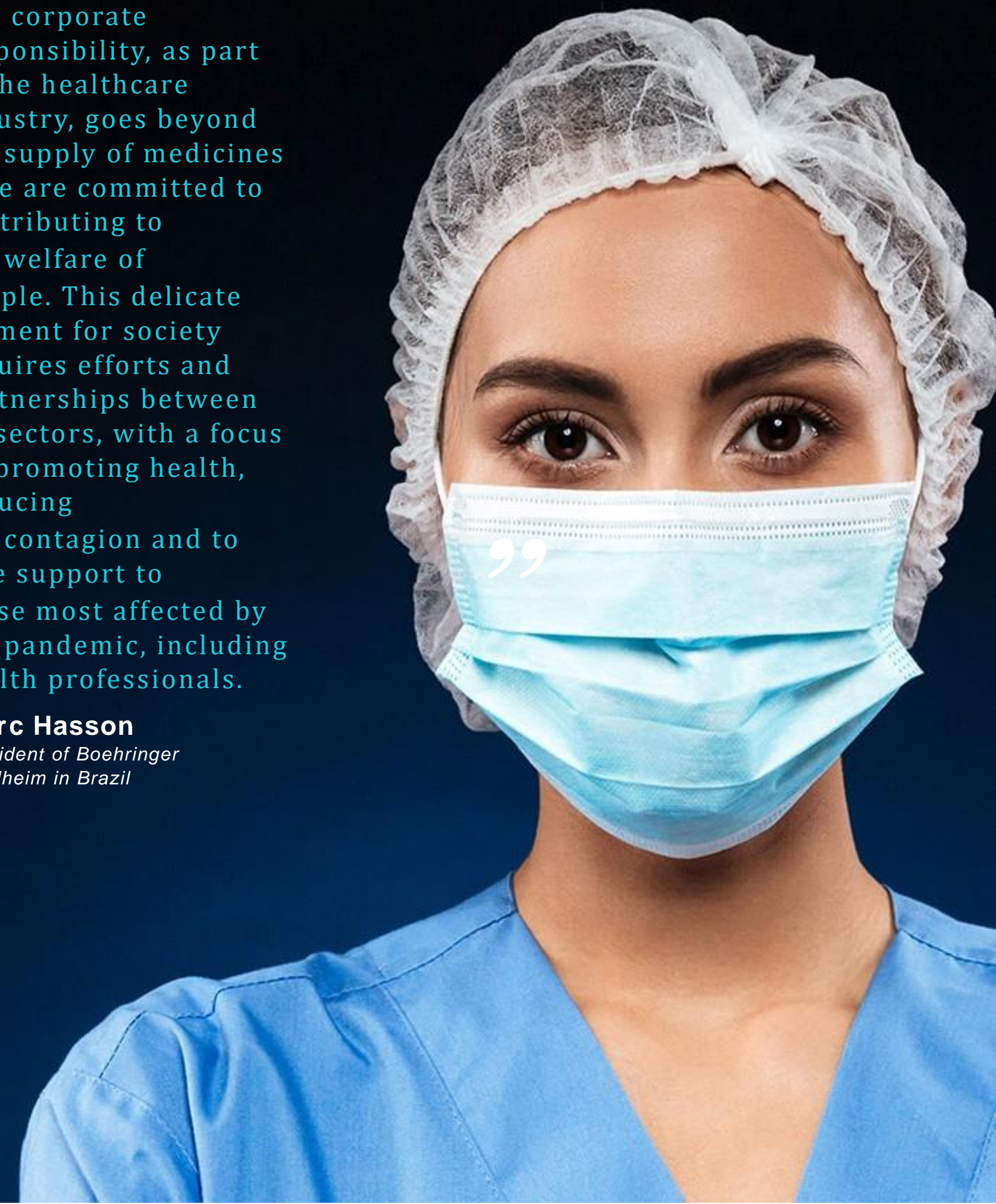
“

Our corporate responsibility, as part of the healthcare industry, goes beyond the supply of medicines – we are committed to contributing to the welfare of people. This delicate moment for society requires efforts and partnerships between all sectors, with a focus on promoting health, reducing the contagion and to give support to those most affected by the pandemic, including health professionals.

**Marc Hasson**

President of Boehringer Ingelheim in Brazil

”





# COVID mission

The **Hours of Life** established a partnership with COVID Mission that offers an online platform for patients who present symptoms of COVID-19 to be treated free of charge through telemedicine (video connection) by a volunteer doctor.

Our volunteers worked in the COVID Mission, check out the testimonies:

“ People receive a lot of information, often mismatched and have many questions, so it's important clarify any doubts by the attending physicians, in addition it's important to make patients feel welcomed.

**Dra. Mirela A. Yunes**  
*Cardiologist*

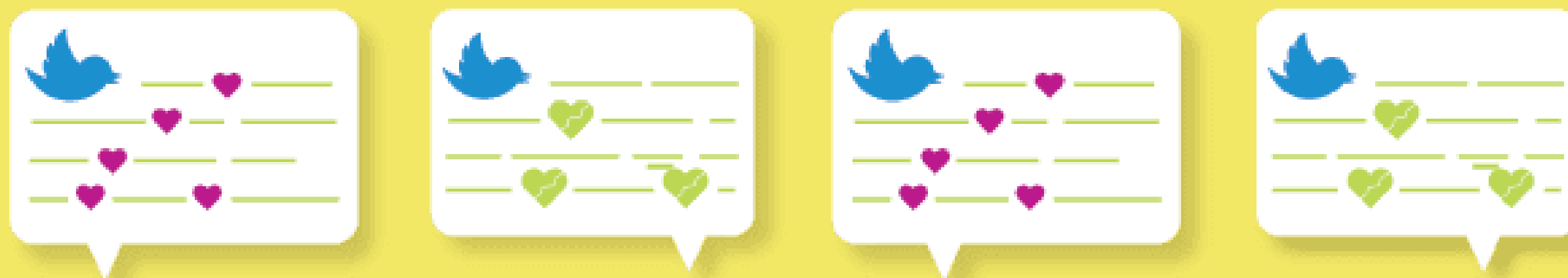
“ For me it is a privilege to be able to be helping people in this very difficult moment of insecurity for everyone where the coronavirus has caused great damage to those affected and may even lead to death.

**Dra. Marta Utibaba**  
*Pediatrician*

## 711

Teleconsultations performed by Hours of Life volunteers





# Algorithm of Life

**The Hours of Life** is the coordinator of the Algorithm of Life project, which through an algorithm on Twitter identifies who needs help and psychological support. People found by the algorithm on the social network have the right to schedule up to six appointments with psychologists.



Access  
the project  
[HERE](#)

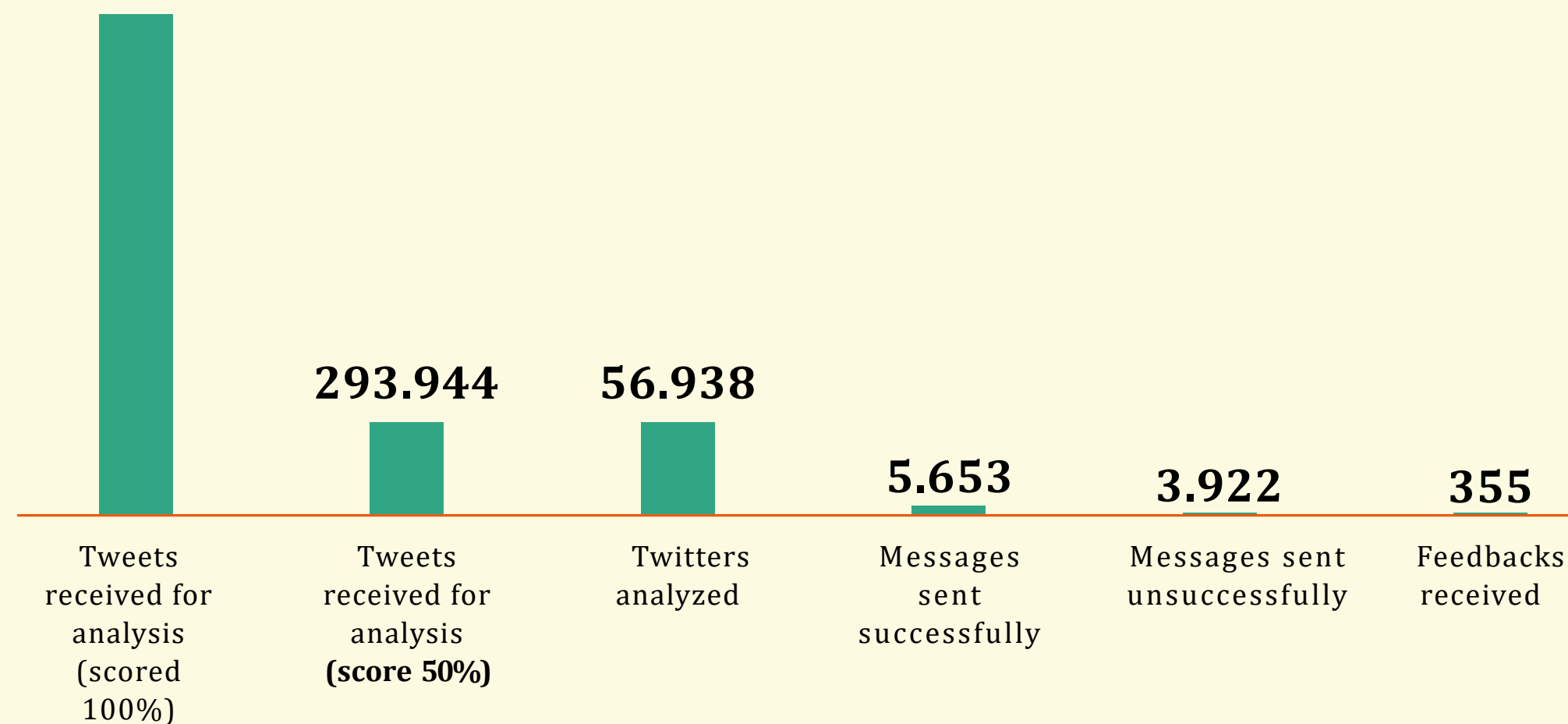


*Algorithm of Life*

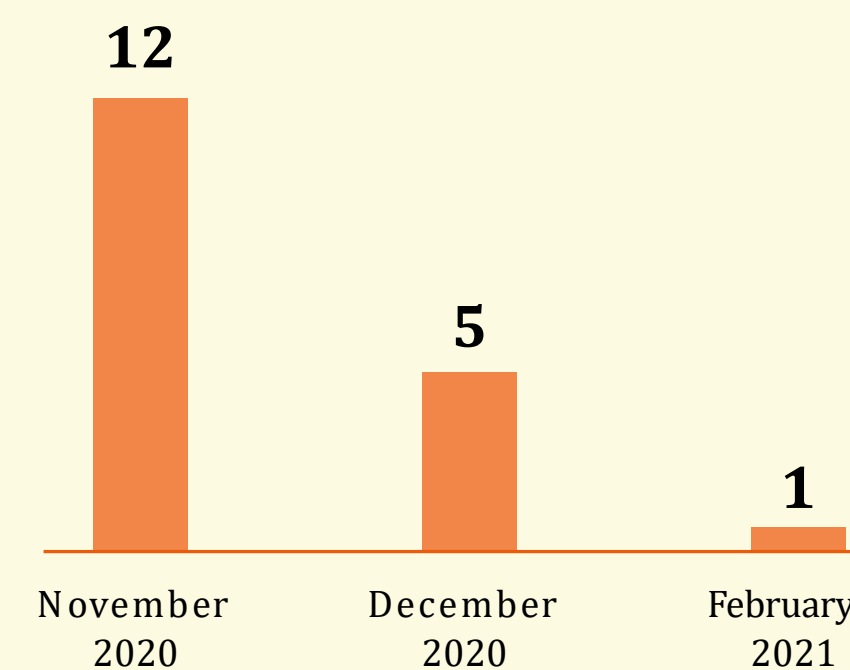
# Overall Results

## Total Interactions

1.506.137



## Appointments scheduled by month



SPONSORSHIP







**The campaign  
Together in  
Combat mobilized  
the health sector  
by donating  
supplies, PPE and  
equipment.**



HOSPITALAR ([hospitalar.com](http://hospitalar.com)), the most important health event in Latin America, together with the Hours of Life Institute reached R\$ 4,847,703.76 in donations through the Together in Combat Campaign. The action started in April 2020 and consisted of collecting supplies, PPE's and equipment for 211 health entities in the fight against COVID-19.



**R\$ 4.847.703,76**

Total in donations  
for the campaign



## Together in Combat

### Donor Companies:

**MAGNAMED**  
Inovação inteligente para a vida

- Navarro
- Casa Hunter
- F1 Farma
- Renylab
- Grupo RD
- Nutriex
- Catmop
- Convatec
- Fagron
- União BR
- SUS VIVO
- Projeto Máscara Protetora
- Rede de Ação Solidária

### Logistics:

- World in Motion
- Susan Log
- West Cargo
- FEDEX
- Latam
- Navarro



83.905  
items

- 70% alcohol
- Disposable aprons
- *Faceshields*
- Covid-19 Quick Tests
- Quadrivalent flu vaccine
- Mechanical fans
- Mops for cleaning





*Together in  
Combat*

**211**

*Beneficiary  
Entities*

More of  
**R\$4,8  
millions**

*in products for  
hospitals  
through social  
action*



[Get access  
to the  
vídeo  
HERE](#)

The initiative was sponsored by SAP Brazil and had the support of the CMB (Confederation of Holy Houses Of Mercy, Hospitals and Philanthropic Entities), Sindhosfil (Union of Holy Houses of Mercy and Hospitals Philanthropists of the state of São Paulo) and CNSaude (National Health Confederation).



ACHIEVEMENT



ENABLER



SUPPORT





Transparency

# Fundraising Campaigns





# Collective Funding Campaign Help Hours of Life

In April, Hours of Life began a crowdfunding campaign to raise food donations for member NGOs and also to keep their activities running in this pandemic period. The goal of R\$ 200,000.00 was surpassed, reaching the total of R\$ 229,000.00 and 50% was distributed for the purchase of basic food items and 50% for the institution's operation.

Total raised by  
the campaign  
**R\$229,000,00**

## GOAL ACHIEVED

The Campaign *Help The  
Hours of Life* raised

**2.000**

*Food  
donations  
for NGOs*





## Collective Financing Campaign

The campaign lasted two months and we received donations from individuals through the Hours of Life crowdfunding platform, as well as direct donations from companies such as COVEG Construtora and Novo Nordisk.

With this initiative, we were able to help more than a thousand families who received food donations at the headquarters of the NGOs they are part of.

**+1000**  
beneficiary  
families

Beneficiaries  
waiting to received  
food donations at one  
of the NGOs helped  
by the  
Hours of Life  
Institute





## Collective Financing Campaign

# Campaign Results

## Personal

**440** Donors

Business  
contributions



COVEG  
Construtora



## Celebrities

Support from artists in the dissemination of campaigns  
(click on the image to see their testimonial)



Tenor Jean  
William



Leona  
Cavalli



[Mauricio  
Machado](#)



Oscar  
Magrini



Yakko e o  
Petraki

## NGOs benefited

| Institutions  | Food Donations |
|---------------|----------------|
| Educafro      | 155            |
| Lar Sirio     | 287            |
| Asa           | 254            |
| Jo Clemente   | 250            |
| Mão amiga     | 200            |
| Bacarelli     | 250            |
| Unibes        | 188            |
| Santa Fé      | 151            |
| Casa Hunter   | 200            |
| Horas da Vida | 15             |
| ACIRMESP      | 50             |
|               | 2000           |



## Datora's Live

The company Datora held a Live on its social network for its employees with a musical presentation by singer Delucca Sollo. In addition to entertaining, this Live also raised money for the *Help Hours of Life* campaign. We thank the employees who supported our cause.



# Campaign

# Solidarity Request

**CIMED**

**FARMARCAS**



**408**

Food donations



Hours of Life received a 408 food donations that were provided by CIMED and Farmarcas. The benefited NGOs were ABSW (Brazilian Williams Syndrome Association), ASA (Santo Agostinho Association), Baccarelli Institute and Jô Clemente Institute.



# Campaign At home for Hours of Life

Strava Sports launched between May and June a challenge for its followers, to exercise at home, a total of 5 hours of exercise in 30 days. At the end of the challenge, participants were invited to donate to Hours of Life.

The amount collected was destined to the purchase of PPE (Individual Protection Equipment) that were distributed to the 20 Long-Term Institutions for the Elderly (ILPI's) that will be part of the Sustainable Aging project, combating COVID-19.



**R\$15.780,75**  
total collected



**136**  
Donors



**3,945 aprons**  
Delivered to professionals  
who work in nursing homes



**STRAVA**





# Transparency Donations





# Donation of masks

Donations mediated by:

**uniãobor**  
contra o coronavírus



**421**  
**Masks**

Donors :  
@silvanaatavares  
@dalvaneaime  
@acampamentotca  
Beneficiary: Unibes

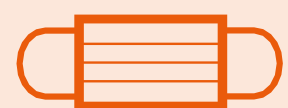


**450**  
**masks**

Donors:  
@ricksalgados  
Beneficiary: ASA (Saint Augustine Association)



## Donation of Masks



**700**  
Masks

Donors:  
JRJ Tecidos

Beneficiary:  
Baccarelli Institute



## Donations mediated by:

**uniãobr**  
contra o coronavírus

**[união\_sp]**



**450**  
masks

Donors:

- Dragee Ideias Personalizadas
- Nani Fonscesa

Beneficiary:

- Jô Clemente Institute
- Lar Sírio



# Donation of Food

Donations medited by:

**uniãobr**  
contra o coronavírus



Campaign  
**Use Organic**



**45**

Food Donations

Beneficiary:  
ONG Santa Fé



**5.000**  
Food Donations

Beneficiary:

- School Mão Amiga
- Baccarelli Institute
- Jô Clemente Institute
- Educafro
- Lar Sírio
- Unibes



# Who sees diabetes sees the heart

The Hours of Life supported the Who Sees Diabetes Sees the Heart Campaign, a Novo Nordisk initiative to raise awareness about diabetes care and the heart.

Novo Nordisk held a *Live of the Heart* with the participation of the singer Ana Carolina with a presentation by the actor Dalton Mello. The *Live* took place on September 29 at the Christ the Redeemer in Rio de Janeiro. During the Live people had the opportunity to donate to Hours of Life.



R\$2.668,46  
raised

CONHEÇA  
MAIS

Check  
it Out  
Clicking  
right  
[HERE](#)





## Solidary Art



The Marcelo Auge Gallery started the “Solidarity Art” campaign in October, which donated part of the sales to Hous of Life. The amount collected was intended for the maintenance of the program to continue helping the NGOs. The campaign had the participation of more than 20 resident artists of the gallery with more than 120 works in the catalogue.



Amount raised for  
Hours of Life

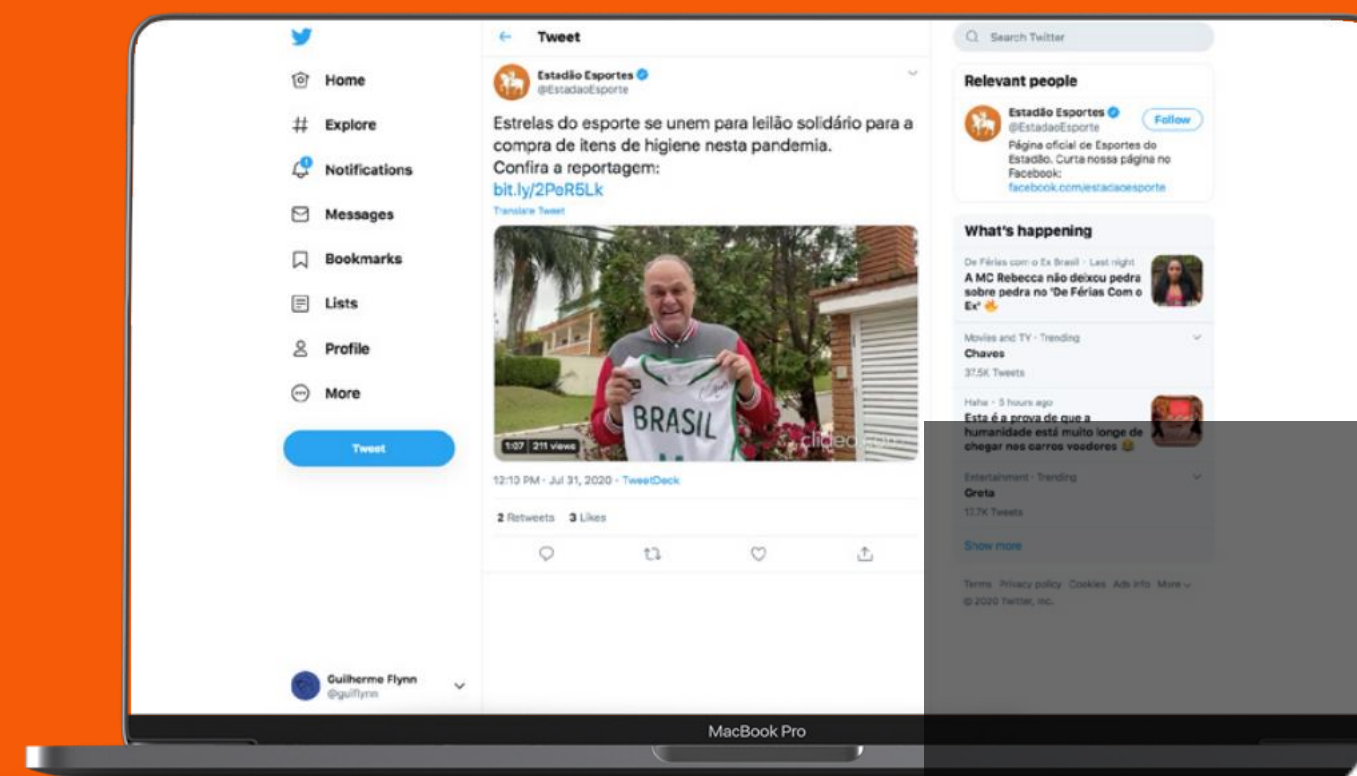
R\$ 3.883,00



# 3 NGOs and 1 Cause

In August, the charity auction 3 NGOs 1 Cause took place, which raised funds for the three institutions. A Paris Saint Germain shirt autographed by Ibrahimovic, a 1981 Flamengo shirt, a copy of Libertadores da América, autographed by Zico, a shirt donated by Oscar Schmidt and a model of the boat Paraty, autographed by sailor Amyr Klink, were auctioned. Other items such as uniforms, volleyball lessons, rackets, tennis, surfboards and even trophies from various categories of the sport were also auctioned.

The auction ended on August 14th. The total raised was R\$203,250.00. The amount raised from the sale of items auctioned by the athletes was allocated to the benefited institutions: School Mão Amiga, Projeto Arrastão and Hours Of Life.



## Athletes who donated items

**Rogério Ceni**  
**Cássio**  
**Marcos**  
**Cafu**  
**Dani Alves**  
**Zico**  
**Alex**

**Rivelino**  
**Zé Elias**  
**GabiGol**  
**BiroBiro**  
**Hernanes**  
**Kaká**  
**Mauro Silva**

**Ramires**  
**Fabiana Murer**  
**Hortência**  
**Flavio Canto**  
**Gustavo Borges**



Amount raised

**R\$ 203.250,00**





# Movement 60+ raises donations for the Hours of Life



[Watch the meeting HERE](#)

On August 11, the We are 60+ Movement held the online event We are 60+ Meetings. An event Virtually prepared especially to address the importance of the elderly in our society.

The virtual meeting was attended by Dr. Gonzalo Vecina, chairman of the board of Hours of Life and other personalities.

The event supported Hours of Life by publicizing the institution's actions.





TRANSPARENCY

# Financial Statements and Tax Audit





# Budget 2020

| Operation | jan/20 | fev/20 | mar/20  | apr/20  | may/20  | jun/20  | jul/20    | ago/20   | set/20  | out/20    | nov/20   | dec/20   | Total     | %    | Média   |
|-----------|--------|--------|---------|---------|---------|---------|-----------|----------|---------|-----------|----------|----------|-----------|------|---------|
| People    | 11.067 | 11.067 | 20.767  | 13.567  | 11.067  | 10.767  | 12.768    | 14.067   | 11.067  | 12.567    | 14.267   | 13.867   | 156.901   | 12%  | 13.075  |
| Companies | 14.210 | 11.376 | 15.755  | 117.704 | 14.871  | 82.132  | 14.817    | 13.597   | 77.873  | 16.231    | 11.430   | 11.839   | 401.835   | 32%  | 33.486  |
| Projects  | 8.232  | 28.659 | 394.640 | -       | 193.114 | 549.569 | - 226.415 | - 30.368 | 31.375  | - 159.085 | - 35.627 | - 56.892 | 697.201   | 56%  | 58.100  |
| Incoming  | 33.508 | 51.102 | 431.161 | 131.271 | 219.051 | 642.468 | - 198.830 | - 2.704  | 120.315 | - 130.288 | - 9.930  | - 31.186 | 1.255.937 | 100% | 104.661 |

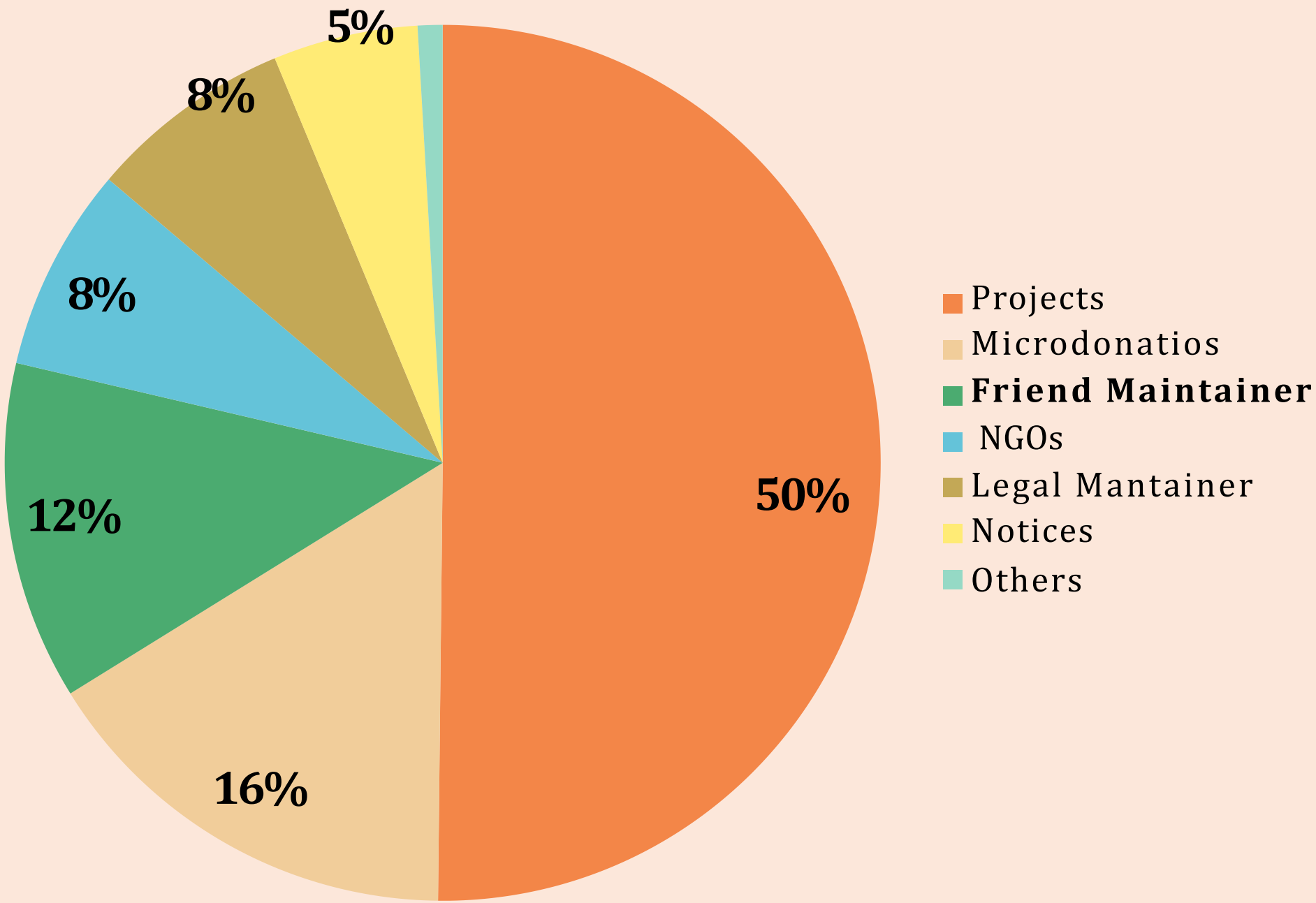
|                          |        |        |        |        |        |        |        |        |        |        |        |        |         |      |        |        |
|--------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|------|--------|--------|
| Pay sheet                | 46.875 | 42.685 | 45.649 | 74.907 | 45.300 | 42.478 | 50.875 | 47.245 | 51.177 | 46.175 | 45.025 | 45.442 | 583.832 | 72%  | 67.559 | 48.653 |
| Marketing and Commercial | 5.063  | 10.934 | 7.160  | 8.650  | 5.447  | 7.198  | 7.439  | 6.350  | 10.859 | 12.538 | 10.420 | 10.263 | 102.321 | 13%  |        | 8.527  |
|                          |        |        |        |        |        |        |        |        |        |        |        |        |         |      |        | 787    |
| I.T                      | 372    | 239    | 72     | 72     | 78     | 1.719  | 1.807  | 1.735  | 1.106  | 1.467  | 132    | 641    | 9.442   | 1%   |        | 9.593  |
| Overall Costs            | 11.767 | 9.322  | 16.401 | 9.668  | 10.413 | 7.870  | 7.690  | 8.577  | 17.322 | 5.935  | 5.850  | 4.294  | 115.110 | 14%  |        |        |
| Output                   | 64.078 | 63.181 | 69.283 | 93.298 | 61.238 | 59.265 | 67.811 | 63.907 | 80.463 | 66.114 | 61.428 | 60.639 | 810.705 | 100% |        |        |

| Net                | - 30.570 | - 12.079 |         | 37.973  | 157.813 |           | - 266.641 | - 66.610  | 39.851    | - 196.402 | - 71.358 | - 91.826 |
|--------------------|----------|----------|---------|---------|---------|-----------|-----------|-----------|-----------|-----------|----------|----------|
| Cash               | 211.430  | 199.350  | 561.229 | 599.202 | 757.015 | 1.340.218 | 1.073.576 | 1.006.966 | 1.046.817 | 850.415   | 779.057  | 687.231  |
| Balance on 2019/12 | 242.000  |          |         |         |         |           |           |           |           |           |          |          |



| Net Entries 2020  | %    | Total Cumulative |
|-------------------|------|------------------|
| PROJECTS          | 50%  | 630.099          |
| Microdonation     | 16%  | 200.957          |
| Friend Maintainer | 12%  | 156.901          |
| NGOs              | 8%   | 94.688           |
| Legal Maintainer  | 8%   | 94.667           |
| Notices           | 5%   | 67.102           |
| Others            | 1%   | 11.523           |
| Entrance          | 100% | 1.255.937        |

Revenue Distribution - 2020





# Tax audit

Hours of Life values financial transparency. In 2020 we carried out an audit with the company Cokinos, which specializes in consulting and auditing.



Access  
the tax  
audit  
**HERE.**





# TRANSPARENCY

## Who contributes and supports





# TEAM



Elisângela Tolosa  
Institutional  
Development  
Director



Camila Sartorato  
Project and  
Operations Manager



Daiane Modesto  
da Silva  
Relationship  
analyst



Fábيا Machado  
Fundraising  
Agent



Jonathan  
Henrique  
Nascimento  
Relationship  
analyst



Mayara Rabelo  
Communication  
and Marketing



Marcos Barreto  
Financial, Tax and  
HR Consultant



Roseli Almeida  
Relationship  
analyst



# Council

## Founders

### **Rubem Ariano**

*Founder*

ADM, Finance, IBMEC,  
Hedging Griffio, Hours  
of Life and Filoo Health

### **P.h.D. João Paulo Nogueira**

*Founder*

Medical Clinic, Geriatrics,  
USP Santa Casa, UNIFESP,  
Hours of Life, Ashoka Fellow

## Management

### **Elisângela Tolosa**

*Executive director*

*Fleury Group, Mackenzie and  
FGV*

## Consulting Board

They are close to us, helping to raise funds, expand our network of contacts, pointing north and giving us tips on how to be better every day:

### **Dr. Gonzalo Vecina** *President*

He served as: Executive  
Director at HCFMUSP  
and President of the  
National Health  
Surveillance Agency  
(Anvisa)

### **Dr. Massimo Colombini Netto**

Family Doctor at  
Santa Catarina  
Hospital; and Hours  
of Life volunteer

### **Pedro Cabral**

CEO of Ampfy  
Agency

### **Tatiana M. de Barros**

Founder of Movimento União  
SP and owner of the  
MultiCase mkt agency

### **Vivian Muniz**

IT and Innovation  
Executive at Prudential do  
Brazil and Innovation  
Director at PwC Brazil

## Fiscal Council

They supervise our accounts, monitor external audits and ensure that we can do more with the same money:

### **André Kok**

Co-founder of KM  
Solidarity and CEO  
Jabuti

### **Cesar Camara**

CEO Bio Case,  
Co-Funder of Dr. Consulta

### **Wilson Otero**

Director Datora,  
Telecom



# Ambassadors

Alexandre Aoude



Partner and founder of  
Véctis Capital Solutions

Celia Tilkian  
Educator



João Carlos  
Martins  
Foundation  
Conductor  
Philharmonic  
Bachiana



Edison Tamascia  
President of Farmarcas,  
Febrafar and the chain  
of ultra popular  
drugstores



Nelson Libbos  
CEO NLL Business  
Consulting



Patrícia Pecego  
Strategic  
Communication  
Consultant



Renata Brunetti  
Founder of  
Acting in the  
World



“

**Hours of Life is made by  
and for people who,  
undoubtedly, have a  
genuine interest in  
sharing kindness and  
improving the quality of  
life of those who need it  
most. Giving time to  
provide help to those in  
need is giving not only  
hope but also the  
certainty  
of a better life.**

Raphael Denadai  
CEO Sky





# Changing the practice of medicine

At Novartis, we harness the innovative power of science to address some of the most challenging health problems

Our researchers work to advance across science borders, expand knowledge about diseases and develop innovative products in medical areas. We are passionate about discovering new ways to improve and extend people's lives.

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SIC - Serviço de informação ao Cliente  
0800 888 3003  
[sic.novartis@novartis.com](mailto:sic.novartis@novartis.com)



Conectando propósitos  
para que as pessoas vivam  
mais e melhor!



A **Mantecorp Farmasa** e **Mantecorp Skincare**, marcas da Hypera Pharma, têm orgulho de apoiar o Instituto Horas da Vida na promoção de saúde e qualidade de vida da população brasileira. Nosso propósito é sempre oferecer medicamentos e dermocosméticos de alta qualidade e segurança para todos, com inovação e forte relacionamento com comunidade médica em diversas especialidades terapêuticas, para garantir novas opções de tratamento para que os brasileiros vivam mais e melhor.



A Mantecorp Farmasa se consolidou entre as marcas líderes do mercado farmacêutico brasileiro, com um portfólio diversificado de produtos e apresentações no segmento de Primary Care.

Mantecorp Skincare desenvolve produtos dermatológicos com eficácia comprovada e experiência sensorial única. A marca conta com mais de 50 produtos e diversos projetos em desenvolvimento e, assim, firma-se no DNA da dermatologia nacional pelo compromisso em comprovações científicas por meio dos mais avançados testes e estudos clínicos.





# Institutions that support us

## Diamond Maintainer



## Silver Maintainer



## Communication Partners And Others



## Marketing and Culture





# Expedient

## Activities Report

Elisangela Tolosa Camila  
Sartorato Fábila Machado  
Marcos Barreto Mayara  
Rabelo

## Fotography

Hours of Life

Collection and

Illustrative Images

Editorial production

Hours of Life Team

Editorial and Graphic  
Project

[map design and digital](#)

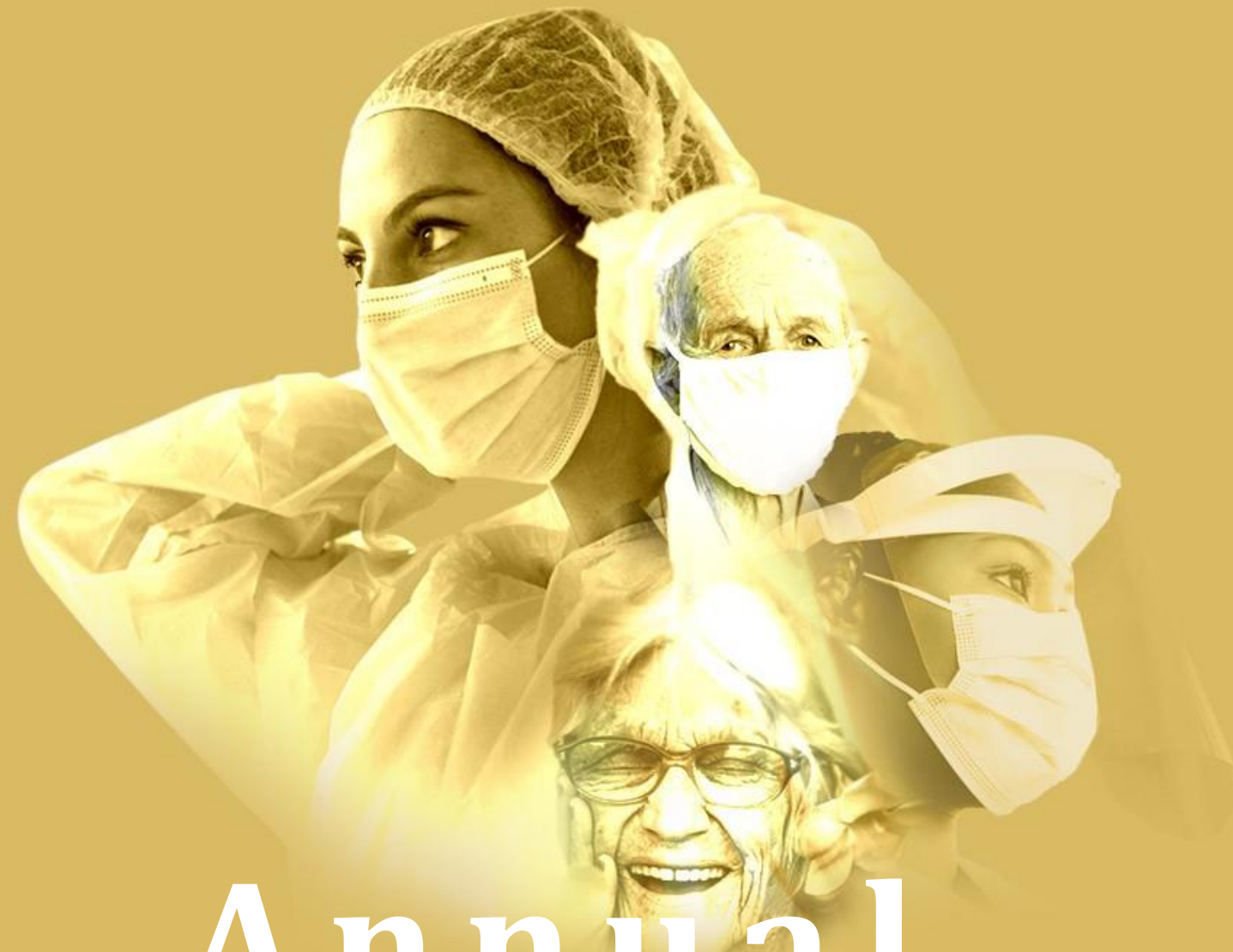
Art and Creation  
Direction

[map design and digital](#)

Publication Date

2021-06-10





# Annual Report Hours of Life 2020



One Hour  
that transforms  
your life