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### **INSTITUTIONAL REPORT** | 2021

















### institutional

#### Datasheet Mission Vision and Values Who builds Horas da Vida Awards and ESG

(Environmental, Social and Governance)

#### Certificates

#### our scope of action

Ciclo do Cuidado em Saúde + from Instituto Sabin Educação e Saúde Sponsored Projects

#### donations and social assistance

Actions Campaigns of crowdfunding Donations

#### transparency

Social Impact Balance Sheet Revenue Distribution VOS (Social Opportunity Value) Who supports

Advertisement Mantecorp and Filóo Team Advisory Board Audit Committee



# Institutional





# Datasheet Instituto Horas da Vida

#### Entity Name: Instituto Horas da Vida

CNPJ: **19.030.412/0001-00** 

CNPJ registration date: **25/09/2013** 

Address:: Rua Ferreira de Araújo, n°211, cj. 98

Neighborhood: Pinheiros

CEP: **05428-000** 

City: São Paulo Estado: São Paulo

E-mail: contato@horasdavida.org.br Phones: (11) 3817-4001

CNAE (National Code of Economic Activity) Main: 94.30-8-00 -Activities of associations for the defense of social rights

Social Assistance Supervision -Reference SAS: SAS Pinheiros, Rua Mourato Coelho, 106

Phones: (11) 3061-5430



Statutory Corporate Purpose:

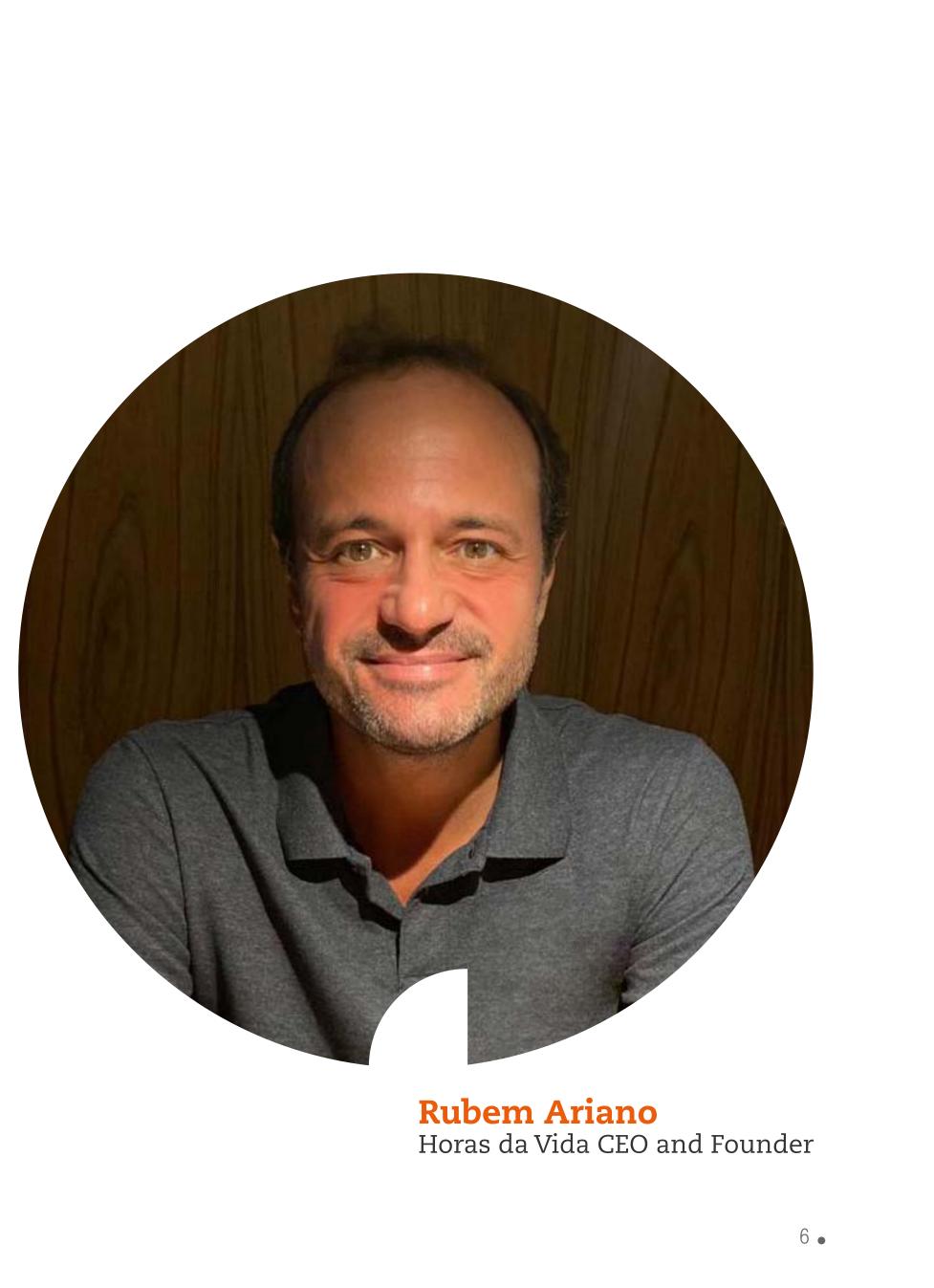
The Instituto Horas da Vida aims to promote social assistance, health, the defense and guarantee of rights, volunteering, culture, education, sports, social inclusion, ethics, peace, citizenship, human rights, democracy and other universal values, the rights of children and adolescents, the elderly and people with disabilities, in particular by enabling professionals and companies in the health area to assist and guide, voluntarily and free of charge, people in situations of vulnerability and other beneficiaries who need assistance, making available to the general population actions that complement the activities of the State.



# Who builds Horas da Vida

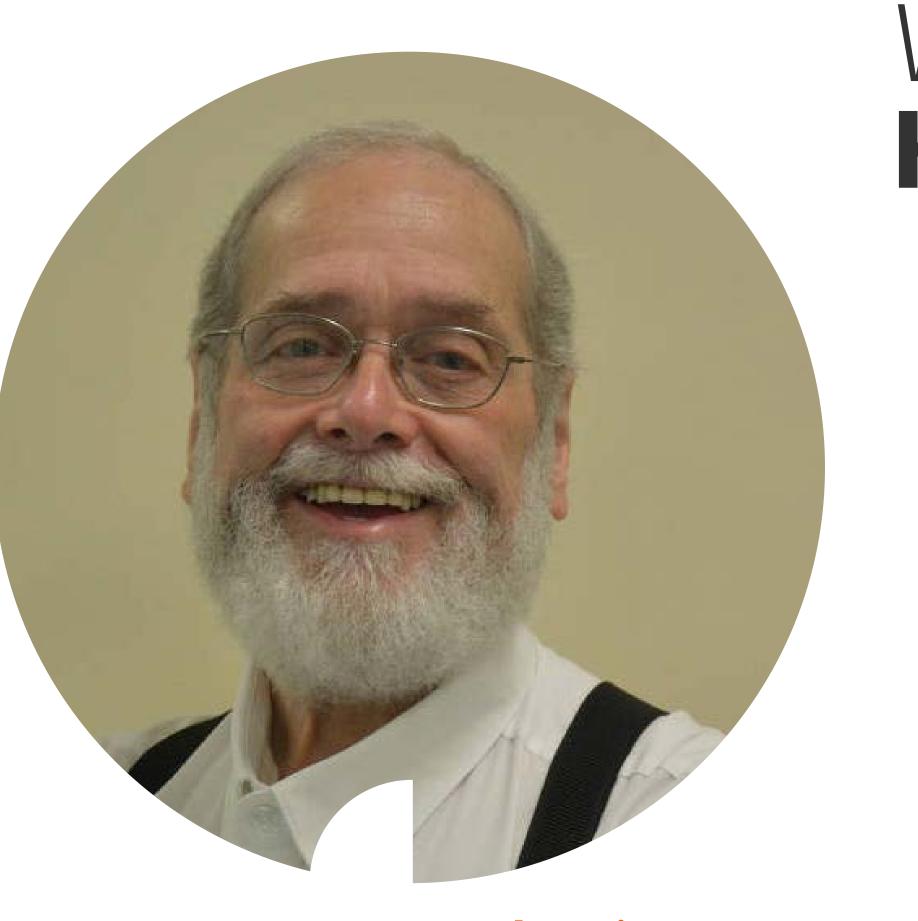
**"For eight years,** Horas da Vida has been working to defend social assistance rights, promote citizenship and fight social inequality. In 2021, we managed to break down geographic barriers, promoting medical care also through telemedicine.

The flexibilization of the use of this technology during the pandemic showed an opportunity for healthcare professionals and the Brazilian population, which, thus, can experience this new modality of health promotion. In addition to on-site and assistance services, with the use of a telemedicine platform, Horas da Vida was able to impact people in 11 states and the Federal District, ensuring medical care for more than 20 social organizations that serve families in social vulnerability with little access to health. The advancement of telemedicine in Brazil was an opportunity for Horas da Vida to expand its mission in 2021, promoting social inclusion in new regions of Brazil."





INSTITUTIONAL REPORT | 2021



**Dr. Gonzalo Vecina** Horas da Vida's Advisory Board Chairman

# Who builds **Horas da Vida**

**"We at Horas da Vida believe** that providing access to quality healthcare in an accessible and individualized way for many people is a way to positively impact the lives of people who do not have the funds to take care of their health.

Our goal is to be a transforming agent of health in Brazil and show the population that quality healthcare can indeed be accessible to all.

In 2021, we managed to establish new partnerships to guarantee the right to social assistance for families living in social vulnerability and benefiting from social organizations that are connected to Horas da Vida. This report is a demonstration of all the dedication and work promoted during the year".

7.



# Who builds **Horas da Vida**

**"The challenges of the year 2021** made Instituto Horas da Vida prepare for new trends that ensure a transparent and sustainable social organization. Several strategies were implemented in the Horas da Vida governance to meet the ESG (Environmental, Social and Governance) criteria, prioritizing actions that fulfilled the institution's values. This transformation of best practices ensured the recognition of very important awards and certifications for Horas da Vida, such as the Best NGOs Award 2021, the A+ concept in the Selo Doar and the certification of the Great Place to Work – Best Small Companies to Work For. This is just the beginning of an opportunity for Horas da Vida to align itself with global demands regarding governance, sustainability, health and social responsibility."



**Elisangela Tolosa** Development Director Institutional





## MISSION

Facilitate and engage a volunteer network that acts in a humanized way, promoting social inclusion through access to health.



Integrate public and private systems and optimize the rational use of funds for access to health services for the population.



- Credibility
- Solidarity
- Humanization
- Innovation
- Networking
- Focus on Patients



# **ESG:** Create value for environmental, social and governance practices

Topics such as diversity, human rights, ethics, conduct, transparency, the environment and acting with a purpose related to ESG (Environmental, Social and Governance) have become increasingly relevant and present in strategic plans of companies and social organizations in the third sector.



To keep up with this new trend in relation to ESG principles, Instituto Horas da Vida has been contributing to this process by implementing management strategies that value transparency and sustainability.

Instituto Horas da Vida has adopted several practices to comply with the ESG pillars. Each action aims to strengthen and consolidate a positive transformation not only for the organization, but also for society.



**ESG:** Create value for environmental, social and governance practices



Learn about the actions developed in relation to the ESG pillars:

#### **Environmental**

- Development of projects focused on the environment, in 2021 we launched Run 4 Zero Carbon Virtual Race, with the objective of contributing to the reduction of carbon on the planet;
- Implementation of a home office with 100% of employees throughout the pandemic, as a measure of isolation and contribution to the environment. The practice remains active in the post pandemic.

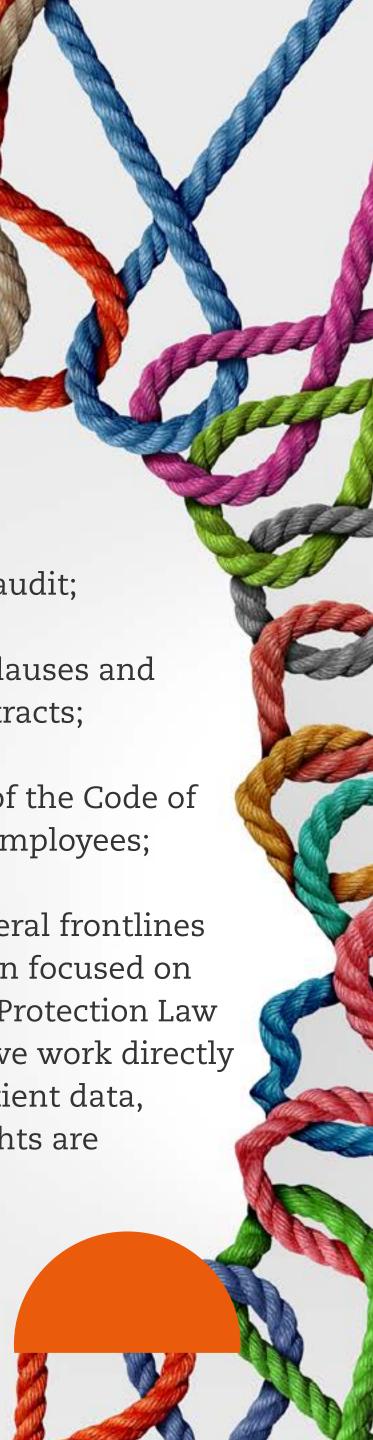


#### Social

- Qualification and training for the professional improvement of employees;
- Care and dedication for those who make a difference at Horas da Vida;
- Digital inclusion with the use of telemedicine. Bring quality healthcare to remote areas across Brazil.

**Governance**:

- Independent tax audit;
- Anti-corruption clauses and guidelines in contracts;
- Implementation of the Code of Conduct among employees;
- Work plan on several frontlines of the organization focused on the General Data Protection Law (LGPD). After all, we work directly with sensitive patient data, ensuring their rights are our priority.





**ESG:** Create value for environmental, social and governance practices

#### Diversity and Equity on the top of agenda

The Instituto Horas da Vida's principle is to value diversity in its activities. In 2021, it expanded access to healthcare through a telemedicine platform to 24 social organizations located in 12 states in Brazil.

To achieve the objective of becoming a more diverse, equitable and inclusive institution, Horas da Vida developed a research methodology called "Mapeamento Populacional" ["Population Mapping"] that identifies the epidemiological, demographic and socioeconomic profile of each family assisted by the partnering social organization.





**ESG:** Create value for environmental, social and governance practices





Horas da Vida works with the female representation in your team of collaborators and advice, contributing to the gender equality.

INSTITUTIONAL RE



#### Racial Ethnicity

Projects to promote the importance of bringing health to the black population were on the top of the agenda of the actions developed in 2021.

#### People with disability

Health and inclusion must always go hand in hand, that's why we serve social organizations aimed at people with physical and intellectual disabilities.





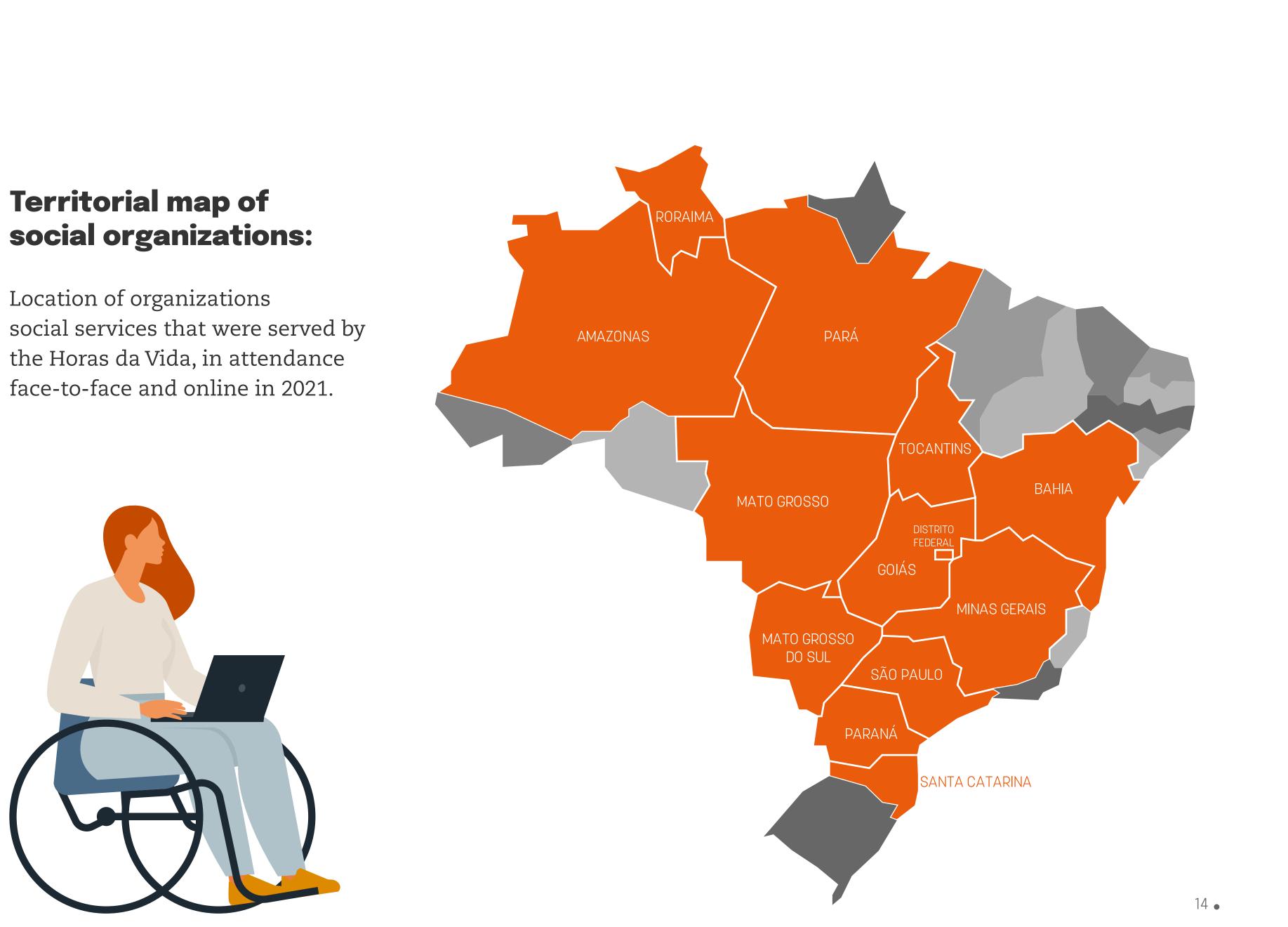
**ESG:** Create value for environmental, social and governance practices





PORT | 2021







**ESG:** Create value for environmental, social and governance practices



#### Jornada da Saúde and Individual Development Plan

To strengthen the organizational culture and care for the well-being of employees, **Instituto Horas da Vida launched the Jornada da Saúde do Colaborador** with the aim of encouraging healthy practices in the routine of each employee.

Jornada da Saúde assesses the habits of employees and each pillar has a score. The Cycle is divided into: food, ergonomics, regular physical activity, disease prevention and quality of life.



	Each employee received a diary	A
5	to fill in the records of what was	C
	done, for example, photos of	a
	physical activity, a good meal, work	$\nabla$
n	environment, among others.	ν
n		ν
	All employees recorded their	d
	evidence and scored on all pillars.	H
	To recognize the effort of each one,	h
ar	Horas da Vida held a raffle for a	li
	voucher among the employees as	II
	an award.	น
n		ti

According to the project manager, Camila Sartorato, this action is a way to spread the Horas da Vida mission among employees, which also consists of self-care with health. "Jornada da Saúde was developed with the aim of engaging the HDV team to practice health prevention habits, allowing everyone to come to live in practice the great purpose of the Institute. When we individually practice what we have as a collective mission, the result and impact are much more relevant and true", she explains.





transparency

**HEALTH JOURNEY** AND INDIVIDUAL **DEVELOPMENT PLAN.** 



Next year, the Horas da Vida employees will have a new challenge in the Jornada da Saúde, which will also feature Purpose of Life and Quality of Life.







PORT | 2021

INSTITUTIONAL RE

# AWARDS AND CERTIFICATES Horas da Vida is one of the 100 Best NGOs in 2021



For four consecutive years, Instituto Horas da Vida was awarded the seal of the Best NGOs 2021.

In 2021, the Award held by O Mundo que Quero, Instituto Doar and Ambev VOA, with the support of researchers from Fundação Getúlio Vargas (FGV), Instituto Humanize and Canal Futura had a record number of entries: **1033 organizations.**  Instituto Horas da Vida scored in all pillars, highlighting Management, Planning, Communication and Accountability.

**MELHORES** 

2021





**AWARDS AND** CERTIFICATES



#### Melhores Empresas para Trabalhar<sup>™</sup>

Pequenas Empresas

Great Place То BRASIL Work<sub>®</sub> 2021

#### **Great Place to Work**

#### HIGHLIGHT IN THE RANKING BEST SMALL COMPANIES TO WORK FOR

In 2021, Instituto Horas da Vida won, in an unprecedented way, the ranking seal of the Best Companies to Work for – Small Companies 2021, from Great Place to Work, a global research, consulting and training company. The purpose of the certification is to recognize whether companies have an excellent work environment, validating engagement actions with their employees.

In its third edition, Best Small Companies had a total of 1,222 entries. To participate, it was

necessary to have at least 5 to 99 employees and a CNPJ registered in Brazil.

"Winning this Great Place to Work seal and the Best NGOs award means a lot to all of us. We are proud of the work we have been developing with our employees over the past eight years. Our commitment is with them and with all patients, partners and volunteers who have been through the organization since the beginning of our trajectory.", Rubem Ariano, founder of Instituto Horas da Vida.

#### **Selo Doar** 2021

Horas da Vida received the certificate, attesting to an A+ concept in Management and Transparency standards of civil society organizations.

SELO A



# our scope of action





# Health **Care Cycle**



#### 1.

Name of Service, Program, Project or Social Assistance Benefit: **HEALTH CARE CYCLE** 

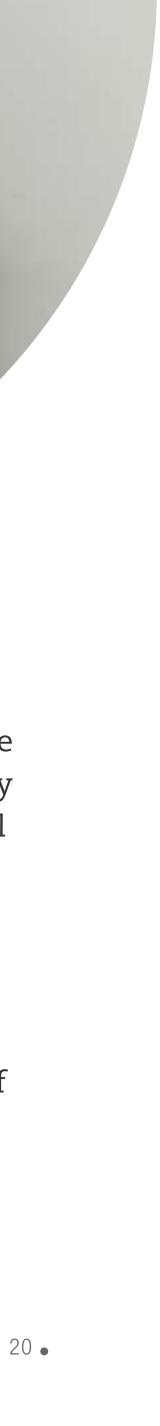


**General Purpose of the Service**, **Program, Project or Social Assistance Benefit:** 

In general, the Ciclo do Cuidado em Saúde Program aims, in a continuous, permanent, planned and free way, to act in the defense and effectiveness of social assistance rights, in the construction of new rights, in the promotion of citizenship and in the confrontation of social inequalities.

The Program aims to make it possible to offer free consultations,

care, nursing, procedures and exams in the health area, except for emergency cases, through the approximation of volunteers in the health area (including doctors duly accredited by the Regional Council of Medicine), medical clinics and analysis and examination laboratories, previously registered with the Instituto Horas da Vida, with beneficiaries in situations of social vulnerability, participants of entities previously registered with the Institute.





HEALTH CARE CYCLE

#### We act with 33 specialties medical in 2021.

#### HEALTH SPECIALTIES SERVED BY HORAS DA VIDA IN 2021

Speech Therapy	Dentistry
Gastroenterology	Orthopedics
Geriatrics	Otolaryngology
Gynecology and Obstetrics	Pediatrics
Hematology	Pneumology
Family Medicine	Psychology
Nephrology	Psychiatry
Neurosurgery	Rheumatology
Neurology	Psychiatry
Nutrition	Rheumatology
Nutrology	Urology
	Gastroenterology Geriatrics Gynecology and Obstetrics Hematology Family Medicine Nephrology Neurosurgery Neurology Nutrition



In this regard, the Program works in the realization of social assistance rights to individuals in situations of vulnerability and social risk, participants of entities previously registered with the Institute, through the approximation of these individuals with volunteer professionals in the medical field, for consultations, assistance, nursing, procedures and free exams in the health area. Thus, it is an innovative program of citizen inclusion, which presents an alternative solution to face poverty for individuals in situations of vulnerability and social risk, by

facilitating access to different types of care in the area of health, free of charge, with a focus on fighting poverty and social and economic development.

Through this Program, the Institute aims to create a network of entities, voluntary health professionals and beneficiaries, to enable assistance to people in situations of vulnerability and social risk, aiming at building an organized and collaborative base.



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HEALTH

CARE CYCLE

#### 3.

**Specific Objectives of the Service, Program, Project or Social Assistance Benefit:** 

**Objective n° 1:** to make it possible to offer promotion, prevention and assistance activities in the health area, free of charge, to people in situations of social vulnerability, through the approximation with volunteers in the health area (including doctors duly accredited by the Regional Council of Medicine).

**Objective n° 2:** Promote educational lectures aimed at reducing health risks.

**Results obtained:** the specific objective was achieved, **considering** that 55 meetings and educational activities were held, including online lectures on health topics, interviews, and online meetings.

By way of illustration, some of the educational lectures held by the Institute are as follows:

• IV Horas da Vida Online CSO Meeting: online meeting held with the participation of CSOs registered with the Instituto Horas da Vida. About 40 people attended the meeting. The topic of the meeting was Interpersonal Communication: Dealing with emotional challenges mediated by Adriana Sampaio Secali, lawyer, postgraduate in Jungian

Psychology and creator of the MÃOS method. The meeting was held on November 25, 2021.

- Breast cancer awareness actions: the Institute developed awareness actions in partnership with Grupo Fleury, Laboratório Femme offering mammogram and Pap smear tests.
- Live held in partnership with Instituto Liberta. The live addressed the topic How to deal with victims of sexual exploitation being children, young people and adults.
- Lives carried out by the Institute with guidelines on the vaccine, chronic noncommunicable diseases and covid-19.





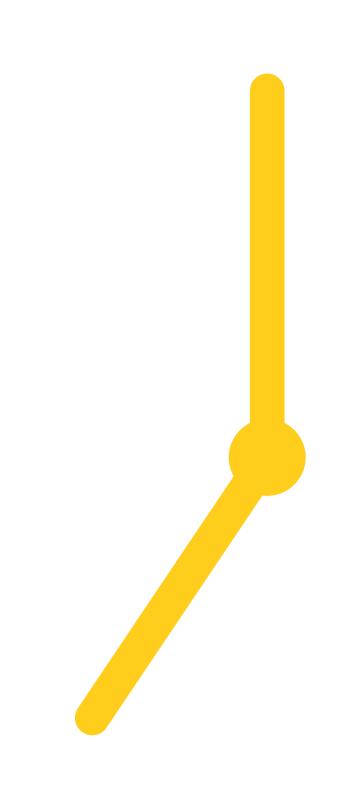
**Objective n° 3:** Create an organized and collaborative network between entities, beneficiaries and volunteers in the health area participating in the program.

Results obtained: in 2021, the Institute had the participation of professional volunteers in the health area, for the medical care of individuals in situations of social vulnerability, linked to the entities registered with the Institute, totaling assistance to 54,679 beneficiaries under the Program.



In 2021, 34 entities were assisted,
 10 of which directly with Horas da
 Vida and 24 by the Programa Saúde
 + of the Instituto Sabin.





HEALTH CARE CYCLE

## **Target Audience**

The Institute's target audience consists of people of all ages, with no restrictions on gender, race and ethnicity, ensuring universal service, with a family income of up to 03 minimum wages, who are assisted by entities registered with the Instituto Horas da Vida. In addition, direct family members of the assisted person, as well as employees of entities registered with the Institute, can also use the Program, as long as they respect the socioeconomic guidelines practiced by the Institute (have a family income of up to 03 minimum wages).

In general, the Institute's target audience consists of people in high social vulnerability, who often do not have health insurance and are exposed to poverty, hunger, violence, exploitation, precarious and irregular housing on hillsides, stream banks, without basic sanitation or electricity, with precarious access to health care.

**Criteria adopted for the insertion** of users in the Service, Program, **Project or Benefit Social assistance:** 

#### The criteria for the inclusion of users in the Program are the following, applied cumulatively:

1. Individuals assisted by one of the entities registered with the Institute, their direct family members, such as: parents, siblings and/or guardians, as well as employees of entities registered with the Institute;

2. Individuals who have a family income of up to 3 minimum wages;

3. Individuals who have a card registered in the Unified Health System (SUS).







6. Methodology:

The Care Cycle Program, from planned, permanent, continuous and free, coordinates a network of professionals health volunteers who offer medical care for people low-income participants entities registered with the Institute Hours of Life.

6.1 | Planning and strategies used to achieve the goals and objectives:

To ensure the widest range and effectiveness of its activities, the Institute annually a population mapping with the registered entities at the Institute, through the

filling out a form by the social service team of the entity.

From the information provided by the entities, the Institute identifies information basics about the profile of beneficiaries, such as range age, daily habits and most frequent health complaints and/or medical specialties that will be more in demand. In addition they are also identified through the form health, wellness and personal hygiene that need to be reinforced in the Program.

1. Volunteer base in health: survey of the total number of volunteers by specialty, to evaluate the service of demands presented by entities and plan drawing action to attract new volunteers if needed.

2. Education Calendar for health: definition of health issues health to work with entities, their beneficiaries and family members throughout the year, as well like, choice of methods didactics for better absorption of the content, such as: lives, videos class, ebooks, lectures, conversations, health workshops, between others.

Based on these data, the Institute leaves for the planning detail annual on the following fronts:





HEALTH **CARE CYCLE** 

> 3. Beneficiary screening: it is started contacting the social service of entities for identification of the first consultation demands by specialty and/or need of scheduling meetings for specialties that present many patients on the waiting list.

#### 6.2 | Enrollment of professional health volunteers in the **Program:**

Health professionals interested in becoming volunteers at Instituto Horas da Vida, access the **Institute's website** (https://www.horasdavida.org. broquefaznossovoluntario) and make the registration. After each volunteer is registered on the Institute's site, the CRM is validated, and the volunteer is welcomed with the submission

of the Volunteer Manual, for the approval of consultations.

#### 6.3 | Service request by the beneficiaries:

The beneficiary's request for consultation is carried out through the Instituto Horas da Vida platform by the entities registered with the Institute (called "focal points" or "focal point"), which are trained to access the system, as detailed below:

1. The focal point of each entity (which may be one or more) sends the following beneficiary data: full name, telephone, e-mail and name of the institution and selects the "institution" profile, with which the registration is carried out on the platform.

2. After completing the registration, the focal point has access to the system and the consultation request page. The focal point must complete the form with the beneficiary's personal data and information about their medical complaint.

3. After the focal point performs the request for consultation or examination in the system, they cannot define which specialty to refer the beneficiary to, as this task corresponds to the health professional responsible for the screening, who will perform this analysis based on the description of the complaint of the beneficiary.







4. The focal point has access to pending consultations for analysis (which have not yet been verified by the responsible professional), to screened consultations (already forwarded to specialties) and to scheduled consultations, being able to view the date, time, place of consultation and name of the health professional that will serve the beneficiary.

Consultation Request (CSO Focal Point)

**Screening for definition** of specialty (Horas da Vida responsible professional)

5. The focal points of the entities do not have direct access to health professionals, as the intermediation with the professional is carried out by a relationship analyst from the Instituto Horas da Vida. The relationship analyst performs the search and scheduling of the request, communicates to the focal point, who, in turn, communicates to the beneficiary, as exemplified below:

6. To schedule the appointment with the health professional, a filter is performed in the Horas da Vida system, according to the specialty and status of the professionals. This filter indicates a list of professionals who can be contacted (since they are registered in the system) and the Horas da Vida relationship analyst makes the contact to check schedule availability.

**Appointment and/or** exam scheduling (Horas da Vida relationship analyst)

Notice to beneficiary about scheduling (CSO focal point)









#### 6.3 | Follow-up of assistance to the Beneficiary:

Instituto Horas da Vida monitor the beneficiary's entire journey, from requesting the consultation screening, scheduling an appointment, scheduling exam and returning the beneficiary to the health professional. At the time of requesting the consultation, the Institute conducts a survey to assess the profile and health of each participant through "Mapeamer Populacional" ["Population Mapping".

'focal points", is carried out in the best possible way through various qualifications and training. In After requesting consultation in 2021, the Institute carried out 12 technical visits to these entities to the Institute's system, monitoring of the beneficiary's journey is deliver communication toolkits,

0	carried out in partnership with the entity's focal point. The focal
rs	point will keep the Institute
, ,	informed of the beneficiary's
on,	prognosis, establishing
	continuous communication,
IS	informing, for example, if the
	beneficiary will need to carry out
	a post-consultation follow-up
	examination.
	The Institute makes sure that
	the relationship with the entities
	-
nto	registered with the Institute, the
	"focal mainta" is corriad out in the

12 online training and training for educators, general training such as question clarifications shifts, and a covid-19 prevention training.

#### 6.4 | Form of participation of beneficiaries in the Program:

Beneficiaries of the Program present the health complaint to the focal point of the entity to which they belong, in this way, Horas da Vida is responsible for carrying out a screening and referring them to the medical specialty that best suits the complaint presented.





HEALTH **CARE CYCLE** 

> 7. Goals

**Goals:** Ensure the right of access health for the beneficiaries.

**Results obtained:** 163,000 health benefits delivered in 2021

**Goals:** to strengthen the culture of volunteering in Brazil.

**Results obtained:** it was possible to achieve this goal, considering that Instituto Horas da Vida has already had the support of a base of more than 2,500 volunteers who have already worked at Horas da Vida, offering medical care in their offices or through a platform of telemedicine.

to	In addition, we held a Webinar on Volunteering, Commitment,
	Motivation and its challenges.
	<b>Goal:</b> Promoting educational lectures aimed at reducing health

risks.

**Results obtained:** the goal was achieved, considering that we carried out about 55 educational activities, including online lectures on health topics, interviews, and online meetings.





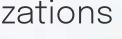
HEALTH CARE CYCLE

## Saúde + **Instituto Sabin**

Program aimed at social organizations of Instituto Sabin

Instituto Sabin and Instituto Horas da Vida signed a partnership, through the programa Saúde+, to benefit more than 24 social organizations from 11 states and the Federal District to receive complete and free treatment in primary care.

Together, the institutions offered a complete journey including medical consultations through a telemedicine platform that were carried out by Filóo Saúde.



# s a ú d e 🕂

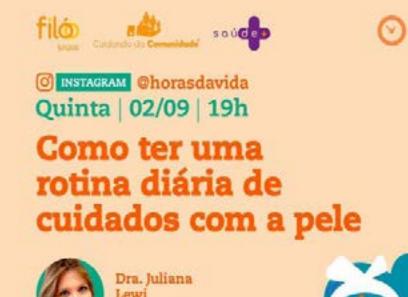
## A saúde não pode esperar!







ansparency







The program offered tests carried out in the laboratories of Grupo Sabin de Medicina Diagnóstica. In addition, it also acted in the prevention of chronic noncommunicable diseases (NCDs). The projeto Saúde + provided free services in the General Clinic, Dermatology, Gynecology and Pediatrics specialties. In addition, beneficiaries and organizations received an Educação e Saúde

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HEALTH CARE CYCLE

HEALTH AND EDUCATION CONTENTS





calendar containing articles, webinars, lives on Horas da Vida's social networks and informative health videos.





HEALTH CARE CYCLE

HEALTH AND EDUCATION CONTENTS

## Horas da Vida implements a telemedicine project for the municipality of Jardim de Piranhas in Rio Grande do Norte

Horas da Vida implements a telemedicine project for the municipality of Jardim de Piranhas in Rio Grande do Norte.

Lasting for 22 months, the program, which started on 25 November 2021, intends to serve 1,100 people in city with services in dermatology

as am, ole ogy specialties, psychology and
pediatrics. will be performed 50
consultations per month and
SEMTHAS (Municipal Secretary
of work, housing and Social
Assistance) is responsible by
appointment scheduling and
carrying out the requested exams.

The Horas da Vida Institute has the objective of taking this model of service also for others municipalities, especially in more remote regions.





# Meeting of Social Organizations that are partners of Horas da Vida

The month of November was marked by the Meeting of Horas da Vida partner CSOs Due to the pandemic, in 2021 the meeting took place in the online format with social organizations. A special schedule was prepared, Horas da Vida presented the actions of the institute and then started a lecture on Interpersonal Communication



with coach, economist and postgraduate in Jungian psychology, Adriana Secali, creator of the MÃOS method.

ialWe thank all social organizationsregistered in Horas da Vida andInstituto Sabin





# Health Education





In 2021, we held webinars and lives focused on disease prevention and health content. Check out:

- Live: Doubts about the vaccine and its relationship with immunosuppressed patients
- Live: Comorbidities and COVID-19: What you need to know to get the vaccine – partnership Chronic Noncommunicable Diseases Forum
- Live: How to have a daily skin care routine. Dermatologist Dr. Juliana Lewi



Rubem Ariano Fundador do Horas da Vida projetos do Horas da Vida





Camila Sartorato Gestora de

Consultora e alestrante na área

Naccache

Silvia



inW the present and future – participation Dr. Gonzalo and Dr. Massimo. <u>Watch on y</u>



• Webinar: How to deal with victims of sexual exploitation as children, young people and adults.

commitment, motivation and their challenges with the participation of Rubem Ariano, Camila Sartorato and Silvia Naccache; <u>Watch on youtube</u>

Webinar: Volunteering,

 Movimento 60+: Happiness, Health and Well-being in Longevity. Breaking barriers



# Scope of online health education actions.

## 



# 140. accesses to the website in 2021





## **Health and Education** #Hora da Vacina [#Time for Vaccine] **3** SAÚDE E Bem-estar



The **#HoraDaVacina** Campaign was the campaign also featured videos an initiative developed by Horas da of sports, theater and volunteer doctors who reinforced the Vida with the support of União BR to make the Brazilian population message about the importance of taking the vaccine. The videos were aware of the importance of the vaccine and fight misinformation published on the social networks of about diseases that can be Horas da Vida. prevented with immunization. In addition to providing informative content about the coronavirus,

#### ○ ● #HORA da VACINA COMORBIDADES E COVID-19: o que você precisa saber para tomar a vacina

LIVE O INSTAGRAM horasdavida

> Quinta 03/06 18h





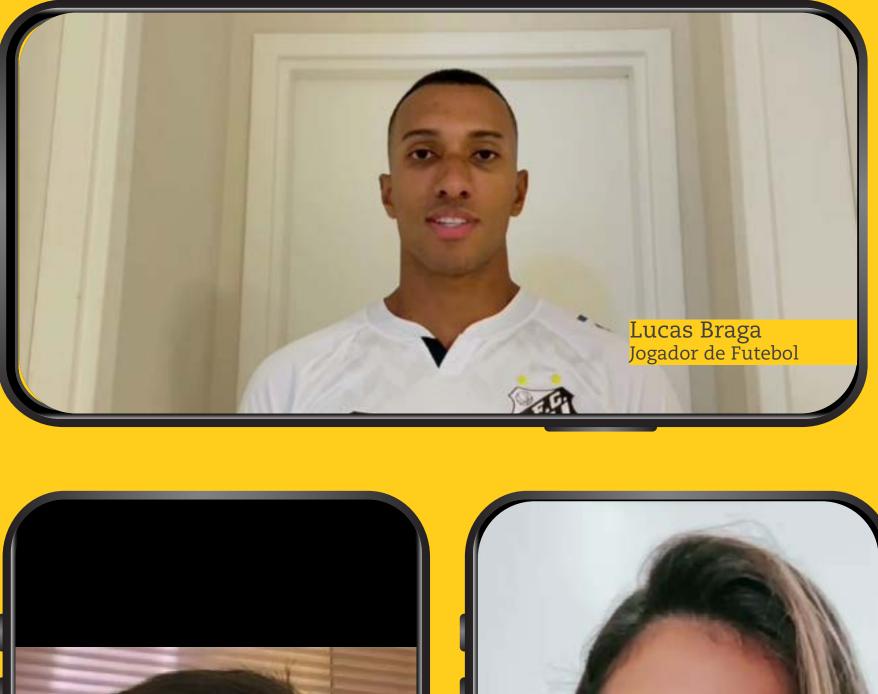




**HEALTH AND EDUCATION** 

#HORA DA VACINA











HEALTH AND EDUCATION #HORA DA VACINA



### OIO #HORAda VACINA

### ARREGACE AS MANGAS. SÓ ASSIM VENCEREMOS A PANDEMIA!

Em nosso blog Hora da Vacina você encontra conteúdo e informação para esclarecer as principais dúvidas sobre a vacinação contra a Covid-19.

### ACESSE:

horasdavida.org.br/horadavacina

The contour campaign with the support f companies and associations:

**REALIZATION:** 









**SUPPORTERS:** 



BRASIL





transparency

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PORT | 2021

INSTITUTIONAL RE

HEALTH **AND EDUCATION** 



### **HEALTH AND EDUCATION**

Horas da Vida held a Webinar to guide social organizations in returning to on-site activities.





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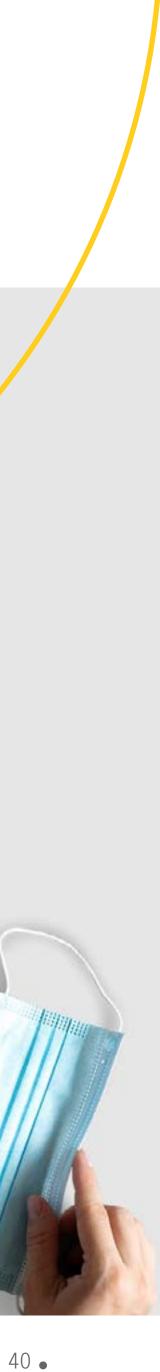
HEALTH AND EDUCATION



### **E-book Best Practices Manual**

Manual Boas Práticas - Combate followed to prevent transmission of ao Coronavírus em Organizações COVID-19. da Sociedade Civil (OSCs) [Best Practices Manual - Fighting In the Guide you will find Coronavirus in Civil Society information about contagion, Organizations (CSOs)] The Instituto guidelines on hygiene and Horas da Vida, committed to disinfection, how to create a crisis guiding social organizations in the committee in your institution, return to on-site activities, has for suspicious and positive cases, developed a practical guide with among other tips. The manual can tips and illustrations that must be also be applied in schools.





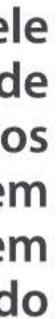


### A Mantecorp Skincare apoia o Horas da Vida.

No mês das mulheres, o nosso mutirão de saúde gratuito atendeu e orientou cerca de 80 pacientes a respeito dos cuidados para prevenção do câncer de pele.

Mantecorp Skincare, marca de dermocosméticos da Hypera Pharma, entende as necessidades da pele brasileira e desenvolve produtos com eficácia comprovada e experiência sensorial única, com função de proteger, recuperar e melhorar a saúde da pele. A Simple Organic, marca de cosméticos naturais, orgânicos e veganos, livre de crueldade animal e para todos os gêneros, que conquistou o mercado com inovações em fórmulas 100% limpas, se juntou a nós a partir de 2020. E mais recentemente, a Bioage, líder em dermocosméticos de alta performance para uso profissional e home care, também passou a fazer parte do nosso portfólio.







### **Sponsor Partners**









aws

### Algoritmo da Vida

To fight suicide in Brazil, Africa, SAP Brasil and Amazon Web Services (AWS) have teamed up to increase the effectiveness and reach of the Algoritmo da Vida, created by Agência África and the technology company BIZSYS. Algoritmo da Vida seeks to identif and offer help to people with depression and suicidal tendencies in the digital environment.

Horas da Vida helps to consolidate the data filtered by the partners' artificial intelligence tool, which



makes it possible to identify
profiles of people with emotional
vulnerability and depression
from their messages on the social
network.

S.	Purpose: Offer emotional support
ify	to those who express in public
	posts on Twitter the idea of
ies,	committing suicide or who are in a
	critical situation of fragility.

**Goal:** Analyze as many tweets as possible.

**Impact and Result** (number of patients served, tests performed, specialties, comprehensive region), number of tweets received for analysis: **2,084,696,** nationwide reach.

te **Target Audience:** Twitter users





INSTITUTIONAL RE





### **Neo Química Health Task Force**

On August 6th and 7th, Neo Química Arena held its first Health Task Force, in line with the mission to facilitate access to health and well-being. In all, about 591 participants, most of them residents of the East Zone of São Paulo, went through a complete patient care journey, with strict Covid-19 prevention protocols, in order to monitor and prevent silent chronic diseases that remained as secondary importance due to the isolation required by the pandemic.





A circuit with several boxes organized to serve the participants was set up at the Arena Neo Química Arena. The objective was to identify people at high risk of hypertension or diabetes, through blood pressure measurement, blood glucose tests, including nutritional assessment and waist circumference. The identified patients classified as high risk were referred for consultations with a general practitioner or cardiologist, and clinical analysis exams.

For acute cases, medicines were made available for the treatment of hypertension and/or diabetes, donated by Neo Química, and medical care was offered via telemedicine to monitor the treatment of these patients after the event.

**Purpose:** Preventing and Combating Chronic Noncommunicable Diseases

Target Audience: People in social vulnerability in the community of Itaquera.



CORPORATE PROJECTS

MUTIRÃO DE SAÚDE NEO QUÍMICA





PATROCINADOR

neo química

PARCEIROS







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### **591 PEOPLE** in social vulnerability.

### 655 EXAMS PERFORMED, with care in the cardiology and medical clinic

with care in the cardiology and medical clinic specialties and referral to other specialties, such as: endocrinologist, vascular, psychiatry, dermatology and ophthalmology.









CORPORATE PROJECTS

**MUTIRÃO DE SAÚDE NEO QUÍMICA** 

### **Education and health activities:**

providing health guidance on COVID-19 and hygiene, measuring hypertension and diabetes, guidance on nutrition and medical care in cardiology and internal medicine specialties.







PORT | 2021 INSTITUTIONAL

CORPORATE **PROJECTS** 

### **MUTIRÃO DE SAÚDE NEO QUÍMICA**





### Donation

The ready-to-drink drink was Horas da Vida received a donation developed specifically for donations of 18,000 units of ready-to-eat and to help families living in nutritious chocolate milk from vulnerable communities. "We know that severe food insecurity reached **AMBEV.** With this donation, Horas da Vida was able to benefit around 7.5 million in recent years and that 500 families who participated in the we here at Ambev needed to do Neo Química Health Task Force on something about it. As a Brazilian company, helping Brazil is a very August 6th and 7th. important thing. And being able The drink, considered a liquid to contribute with a ready-made food, is made from water and malt, drink that could also help the an ingredient considered highly population to supply its nutrients, nutritious and rich in vitamins A, was what motivated us to develop B6, D and E, and B1, B2, calcium a completely new product", and magnesium, in addition to emphasizes Carlos Pignatari, vegetable protein. impact manager at Ambev.





Acknowledgment



chocolate

ambev









CORPORATE PROJECTS

MUTIRÃO DE SAÚDE NEO QUÍMICA





CORPORATE PROJECTS

### Mutirão Saúde da Mulher



In the month in which Pink October is celebrated, Dzarm, the fashion brand of Cia Hering, partnered with Instituto Horas da Vida and the Laboratório Femme to promo the Mutirão Saúde da Mulher along with Cufa Paraisópolis and also launched a collection of consultations to benefit the women of the Paraisópolis community.



	The task force took place on
	November 3rd and 4th at the
	headquarters of Cufa Paraisópolis.
ote	Dzarm donated 100 medical
	consultations that were carried out
	by professionals at Horas da Vida.

In addition to the consultations, the women who participated in the collective effort were also provided with Mammogram and Pap smears donated by Femme Laboratório da Mulher.

The participants received a donation of a hygiene kit donated by União BR.







### Impact and number of assistances:

### 101 women served;

- Scheduling of 52 exams, including: Pap smear and mammogram;
- Assistance in the specialties of: cinternal medicine, dermatology and family medicine and health;
- Paraisópolis Community.

**Education and health activities:** medical care, health guidance, distribution of hygiene items, requests for exams and medical referrals.





# Crowdfunding campaign:

### Campanha PINK LEVE E SOLTA

Convidamos você a fazer parte dessa mudança realizando uma doação também.

DZARM X FREEFREE



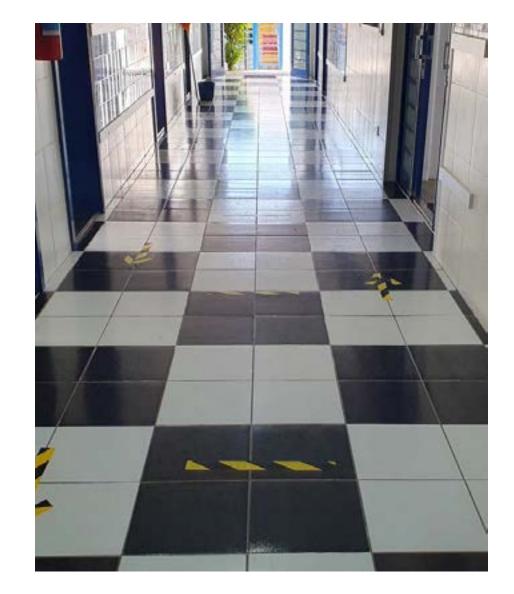
### **DZARM + FREEFREE EM:** A NOSSA LIBERDADE É PINK

Dzarm also promoted a the Mutirão Saúde da Mulher at the crowdfunding campaign to collect medical consultations that were intended for women who were assisted by social organizations that are partners of Horas da Vida and the Mutirão Saúde da Mulher at the headquarters of Cufa Paraisópolis.





### All Against Covid-19 Phase 2

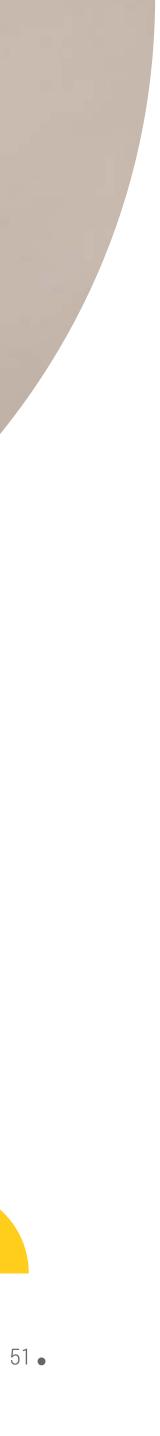


In order to assist social organizations in the safe resumption of on-site activities, Instituto Horas da Vida launched the project Todos Contra a COVID-19 second phase to benefit new social organizations.

In 2021, the project supported 25 social organizations that were selected through a call for proposals. The project promoted several safety and adequacy



protocols for organizations, employees participated in training sessions to clarify doubts and received a compliance report.











### **SPONSOR**



### PARTNER



### Mantecorp

### **Impact and Result**

(number of patients served, tests performed, specialties, comprehensive region):

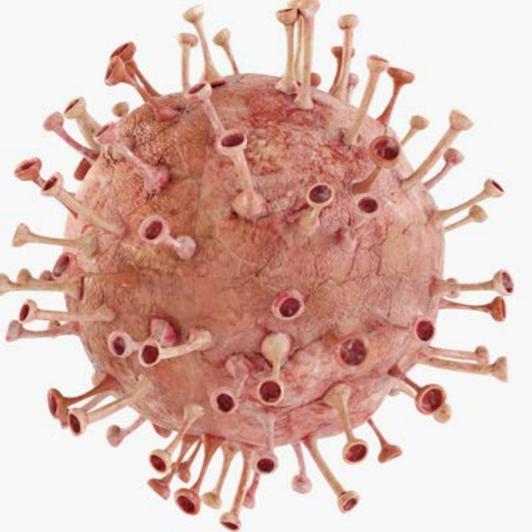
• Team working with: Infectologist, nurse and health educator.



### **NGOs benefited**

Associação Aquarela, Associação Materna, Associação Arte Sem Fronteira, Associação Civil Juventude Esperança do Amanhã, Associação Casa Vida Espaço de Educação Terapêutica, Associação Paulista Feminina de Combate ao Câncer APFCC, Associação PROJOV – Programa Rotário para Jovens, Associação Vaga Lume, AMEM – Associação dos Amigos do Menor pelo Esporte Maior, Casa Hacker, Centro Comunitário e Creche Sinhazinha Meirelles, Cleusa Armezindo dos Santos, Centro atendimento especializado, Lea Rosenberg, Centro Comunitário Beneficente Conjunto Habitacional Castro Alves e Adjacentes, Cruz

de Malta, Instituto Floriano Peçanha dos Santos, Instituto de Desenvolvimento Pessoal e Social – Os Sonhadores, Instituto Granada, Instituto Roldão, Movimento de mulheres do Parque Horácio Cordeiro Franco, ONG Arte na Lata e TETO Brasil.



## **donations and social assistance**





### **Donation: Women's preventive** health care

**Pink October** Donation of Mammogram and Pap smears with medical request

Self-care helps in the detection and prevention of breast cancer. Perform Mammogram and Pap smears exams is a way to take care of health and prevent diseases.

Instituto Horas da Vida joined the Laboratório Femme to offer Mammogram and Pap smears for women who have a medical request and are on the waiting list at SUS to perform the exam. About 48 exams were donated during 2021.

The action benefited those assisted by the social organizations Cruz de Malta, ASA and Associação Materna.

Horas da

Vida firma

parceria com

Laboratório

Femme para

DOAÇÃO de:

EXAMES

MAMOGRAFIA

**E PAPANICOLAU** 



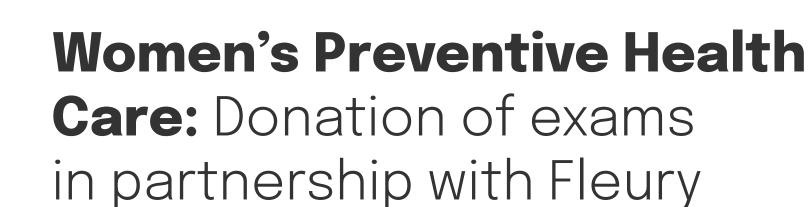








DONATION **PREVENTION CARE FOR** WOMEN'S HEALTH



With the purpose of alerting about the importance of carrying out exams to prevent diseases, the a+ Diagnostic Medicine unit of the Fleury group donated 119 mammograms, among other exams such as Pap smear, Breast MRI, Collection, Transvaginal US and Complete Ultrasound of the Abdomen.



The exams were carried out by women who are assisted by social organizations that are partners of Horas da Vida: Brazilian Association of Williams-Beuren Syndrome (ABSW), ASA and Lar Sírio.





**DONATION: WOMEN'S PREVENTIVE HEALTH CARE** 







Oncoguia

### **#Outubro Rosa Agora**

In partnership with DASA and the social organizations Américas Amigas, Instituto Oncoguia, Instituto Horas da Vida participated 88 requests for exams were made in the #Outubro Rosa Agora action, by the volunteers of Horas da Vida. which encouraged women to undergo mammogram exams to prevent breast cancer.

o Horas da Vida facilitated access for women who needed to undergo the exam, but did not have a

	medical request, which is essential
S	to perform the mammogram.

### **#Outubro** Rosa Agora

Adiantamos o Mês para lembrar: diagnóstico antecipado salva vidas





### Solidarity Virtual **Race Run 4** Zero Carbon





**SPONSORSHIP** 



Runners and practice lovers had the opportunity to participate in the Run 4 Zero Carbon solidarity virtual race, which supported three social organizations: TUCCA – Association for Children and Adolescents with Cancer, Colégio Mão Amiga and Instituto Horas da Vida.

In addition to contributing to the Solidário app and sponsorship of reduction of carbon on the planet, Moss, the Run 4 Zero Carbon was the competition converted the played in the 5K, 10K and 21,097K distances. About 100 people kilometers traveled by participants into donations to institutions that participated in the race. work in the area of medical care **BENEFITED NGOS** for the vulnerable (Instituto Horas da Vida), treatment of children and

adolescents with cancer (Tucca)

and quality formal education for

children (Mão Amiga Brasil).

With the ideation of the KM







O Horas da Vida é uma das instituições beneficiadas.

5k | 10k | 21k 29 e 30 de maio







# Encouraging physical activity



### Horas da Vida is one of the social organizations benefited by Km Solidário

Instituto Horas da Vida was one of [finish] when finished. There are three sports: running, walking the first institutions to integrate the Km Solidário project, a physical and cycling, with the possibility of activity application that converts synchronizing activities with FitBit, kilometers traveled into financial Garmin, Polar or Strava. resources for impact organizations in the third sector. The app calculates the total

Anyone can participate, just download the application, select the Instituto Horas da Vida, start physical activity and click finalizar number of kilometers registered and calculates the amount collected from sponsorships and advertisements to revert a part in monetization to institutions that

seek to contribute to the reduction of social and economic inequality in Brazil.

Conceived by entrepreneurs and marathon runners André Kok and Saulo Marchi, Km Solidário's mission is to fight against sedentary lifestyle and promote inclusion by connecting physical activity practitioners with a social purpose.





ENCOURAGEMENT TO THE PRACTICE OF PHYSICAL ACTIVITY



Você doou

R

6,54

para



23/05/2021



### How to use the KM Solidário application?

Using KM Solidário is simple. Just download the app on your mobile phone. Then, the user must choose which institution will benefit and the type of physical activity performed. Done! From now on, the program will collect the kilometers for donation. It is worth mentioning that those who are already used to using Garmin, Polar, Strava, Fitbit or Apple Saúde can sync them to the app.



### How do kilometers become donations?

At the end of the physical activity,
the distance covered by the
user is automatically sent to a
central bank of the NGO, which
accumulates the kilometers of
all the donors. At the end of the
month, the institution receives
an amount that corresponds to
the total number of KMs collected
and the revenue generated in KM
Solidário. The money comes from
in-app advertisements.





**ENCOURAGEMENT TO THE PRACTICE OF PHYSICAL ACTIVITY** 

### Indicators

### KMs donated to Horas da Vida in 2021

### 2021

07/04       KILOMETRO SOLIDÁRIO         10/07       KM SOLIDÁRIO 07/2021         18/08       KM SOLIDÁRIO 08/2021         20/10       KILOMETRO SOLIDÁRIO         20/12       KILOMETRO SOLIDÁRIO		
10/07       KM SOLIDÁRIO 07/2021         18/08       KM SOLIDÁRIO 08/2021	20/12	
10/07 KM SOLIDÁRIO 07/2021	20/10	
	18/08	
07/04 KILOMETRO SOLIDÁRIO	10/07	
	07/04	
18/03 KILOMETRO SOLIDÁRIO	18/03	









### Crowdfunding Campaigns



460 donors participated in the campaigns and helped families living in social vulnerability

> **1.080 KG** 5.400 units of powdered milk



### **Powdered** Milk

To support social organizations in one of the most critical periods of the pandemic, Horas da Vida launched a campaign focused on food safety to collect powdered milk for families who live in social vulnerability and are assisted by partner organizations of Horas da Vida.

### **Beneficiary organizations:**

Cruz de Malta, ABSW, ASA, Jô Clemente, Lar Sírio, Mão Amiga, CEPAC Barueri e Comunidade Betsaida Central.

### **COMPANIES THAT DONATED**









**Basic baskets** 



**34.604** food baskets delivered



### **COMPANIES THAT DONATED**







### **Beneficiary organizations:**

ABSW, Jô Clemente, Educafro, ASA, CUFA, Aquarela, Cruz De Malta, Instituto Granada, Instituto Roldão, Casulo, Cepac Barueri, Betsaida Central, Mão Amiga, Baccarelli, Santa Fé, Lar Sírio, Associação Mãe dos Homens, UNIBES, Associação Materna, ILPIs, Favela do SAPE, Favela da Rocinha, Instituto Forte, Sempre em Movimento.







donations scope of action our institutional PORT | 2021 INSTITUTIONAL RE





### **Páscoa do bem:** Easter Egg Donation

**3.600** Easter eggs donated

### **COMPANIES THAT DONATED**



### **Beneficiary organizations:**

ASA, Jô Clemente, Mão Amiga, ABSW, Favela do SAPE, Favela da Rocinha, Instituto Cristiane Camargo, ILPIs, Instituto Forte, Sempre em Movimento.







CROWDFUNDING CAMPAIGNS

### **PPEs**

(disposable mask, hand sanitizer, apron, thermometer, hypertension device, scale)

> **41.554** PPEs donated

### **COMPANIES THAT DONATED**

neo química Dechringer Ingelheim

### **Beneficiary organizations:**

Cruz de Malta, Instituto Roldão, Associação JEDA, Associação Materna, CEBECH, Instituto Granada, CUFA Cotia e Comunidade Itaquera.





9 our scope of action institutional PORT | 2021

INSTITUTIONAL RE



### **Children's Day:**

Donation of school supplies and toys

The company Novo Nordisk made a donation and launched a crowdfunding campaign to raise donations for Children's Day.

The campaign collected **150 toys and 44 school supplies** that were distributed to children benefiting from Associação Mãe dos Homens in Brasília.



### **COMPANIES THAT DONATED**



**It was delivered to:** Associação Mãe dos Homens





## **transparency**





### **Impact** Social 2021

Horas da Vida provided several interactions between volunteers, beneficiaries and entities involved in the program through health initiatives, corporate projects, meetings and educational activities. Such interactions contributed to the creation of a collaborative network involving social entities, beneficiaries, volunteer health professionals and companies that have the same purpose as Horas da Vida.

Check out the benefits delivered from the Ciclo do Cuidado em Saúde and Corporate Projects that contributed to the promotion of social assistance rights

UNIGE S BARE: MAELTA IN IF M BOOM

**163.971** Benefits delivered



Screenings, Consultations, Teleorientation and Teleconsultation



**81.587** 

Exams, Donation of Basic Food Baskets, Medicines, PPEs and other donations











### **Financial Statement** 2021

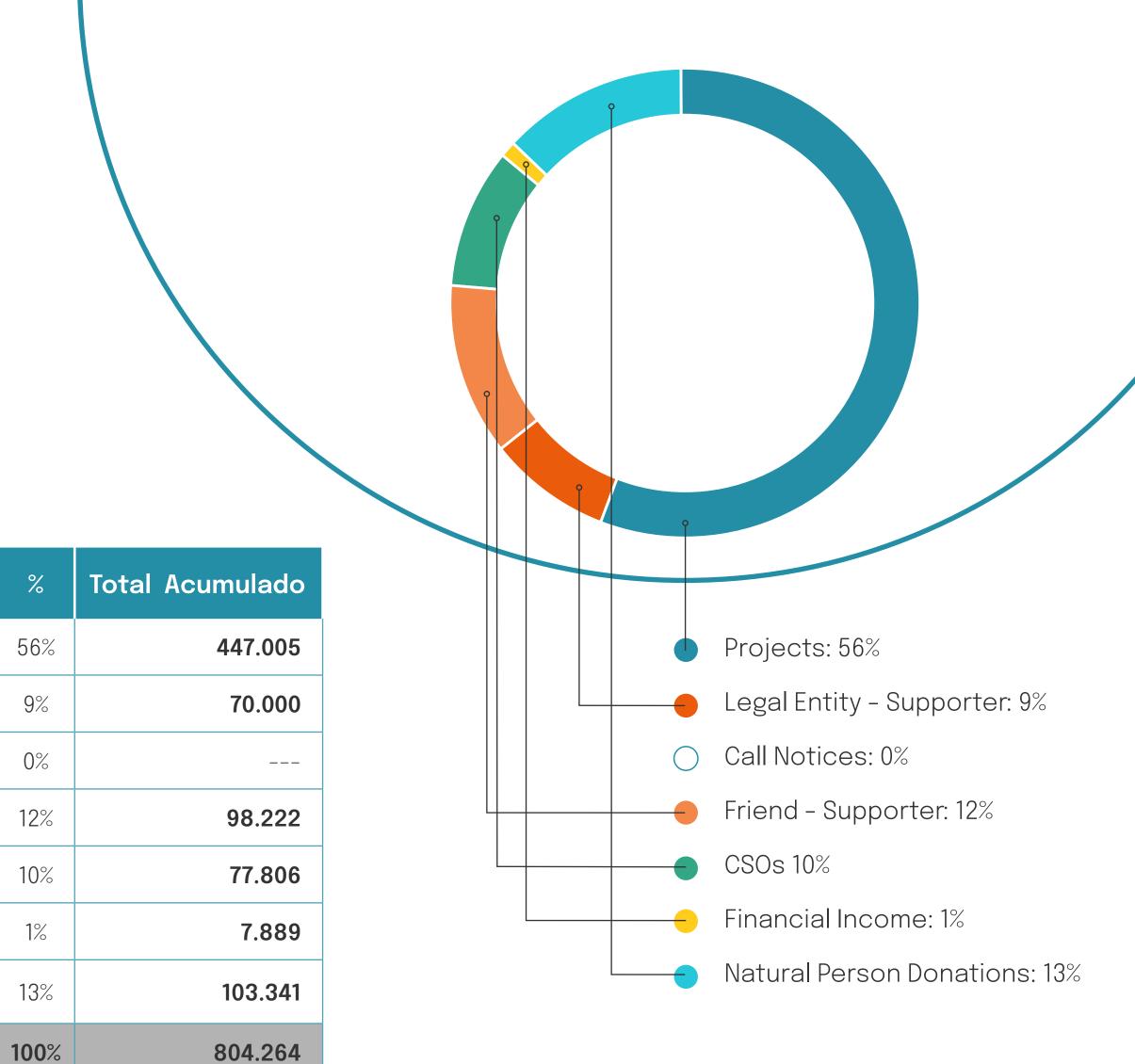
OPERAÇÃO	JAN/21	FEV/21	MAR/21	ABR/21	MAI/21	JUN/21	JUL/21	AGO/21	SET/21	OUT/21	NOV/21	DEZ/21	TOTAL	%	MÉDIA
Pessoas	21.002	11.203	31.019	41.067	10.336	16.486	16.224	14.269	7.577	14.922	8.958	8.499	201.563	25%	16.797
Empresas	8.957	8.741	8.352	8.364	6.745	75.805	6.847	3.125	9.253	6.460	6.419	6.626	155.696	19%	12.975
Projetos	0	0	0	0	0	190.284	54.917	9.488	-12.178	382	12.546	191.566	447.005	56%	37.250
Entrada	29.960	19.944	39.372	49.431	17.081	282.575	77.988	26.882	4.652	21.764	27.923	206.692	804.264	100%	67.022
Folha Pgto	(60.551)	(46.239)	(46.783)	(46.440)	(46.001)	(45.929)	(45.929)	(45.928)	(50.755)	(49.180)	(47.560)	(48.176)	(579.470)	78%	(48.289
Mkt e Comercial	(5.928)	(6.246)	(18.875)	(7.875)	(8.133)	(9.080)	(5.838)	(5.882)	(5.177)	(9.382)	(6.894)	(6.539)	(95.847)	13%	(7.987
T.I.	(652)	(637)	(2.047)	(212)	(141)	(136)	(540)	(135)	(294)	(375)	(2.310)	(789)	(8.271)	1%	(689
Despesas Gerais	(3.033)	(3.165)	(3.263)	(4.027)	(8.018)	(9.594)	(4.954)	(3.712)	(3.825)	(6.148)	(6.694)	(6.175)	(62.607)	8%	(5.217
Saída	(70.164)	(56.287)	(70.968)	(58.554)	(62.293)	(64.738)	(57.261)	(55.657)	(60.051)	(65.085)	(63.458)	(61.679)	(746.194)	100%	(62.183)
Custo Projetos 2020	(21.876)	(312.298)	(7.283)	(9.273)	(5.303)	(15.676)	(765)		<u> </u>	: 2	2	e 945	(372.473)		
<b>Total</b> (Entradas-Saidas)	(62.080)	(348.640)	(38.879)	(18.396)	(50.515)	202.161	19.962	(28.774)	(55.399)	(43.321)	(35.535)	145.013	(314.402)		
Caixa	625.151	276.511	237.632	219.236	168.722	370.883	390.845	362.071	306.672	263.351	227.816	372.829			
Saldo em 12/2020	687.231														





### 2021 **Revenue** Distribution

Entradas Líquidas 2021	Média	
Projetos	37.250	
Mantenedor PJ	5.833	
Editais		
Amigo Mantenedor	8.185	
Oscs	6.484	
Rendimento Financeiro	657	
Doações Pessoas Físicas	8.612	
Entrada	67.022	





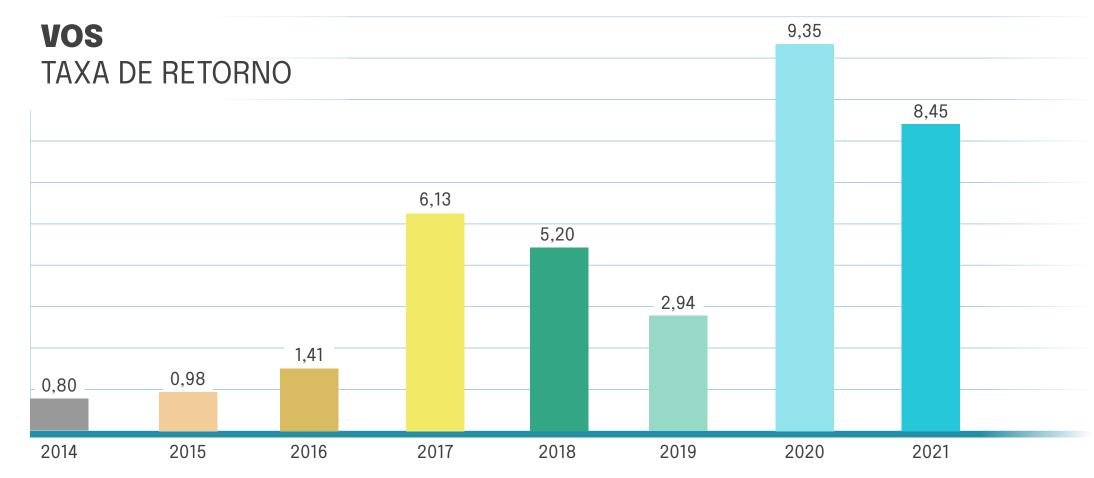


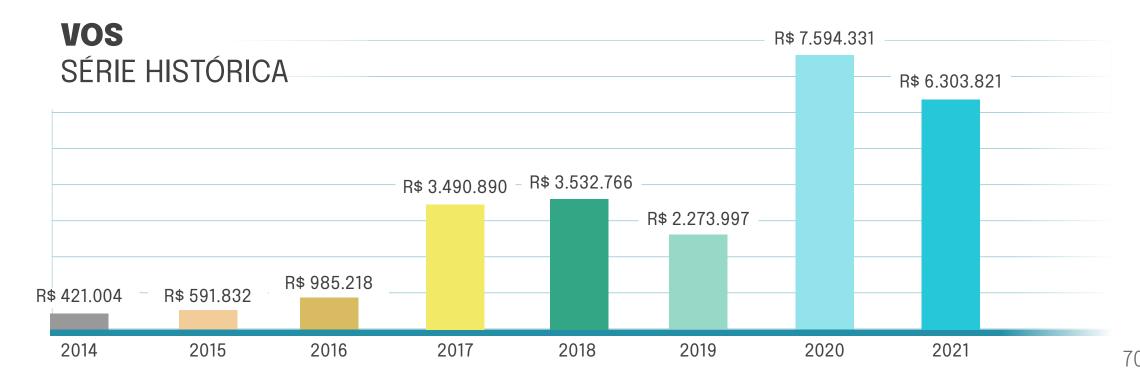


### vos (Value of Social Opportunity) Rate of return to society

For every **1 real invested** in Instituto Horas da Vida in 2021, **we return R\$ 8.45 to society through social projects,** campaigns and health initiatives











### **Audit** Instituto Horas da Vida



EXTERNAL AUDIT Ernst Young Prioritize the organization's transparency and advances in the guidelines related to Governance and the Anti-Corruption Law, Instituto Horas da Vida contracted the audit of the company Ernst Young to calculate the financial resources for the year 2021. Every year, Horas da Vida carries out an independent external audit in order to ensure the reliability of accounting records and the veracity of the impact generated by Horas da Vida.















### Acknowledgment

For us, from Instituto Horas da Vida, having companies such as Mantecorp Skincare and Mantecorp Farmasa, brands of Hypera Pharma, is a satisfaction. Being able to share the same purpose, which is social inclusion through access to health, is what stimulates us every day.

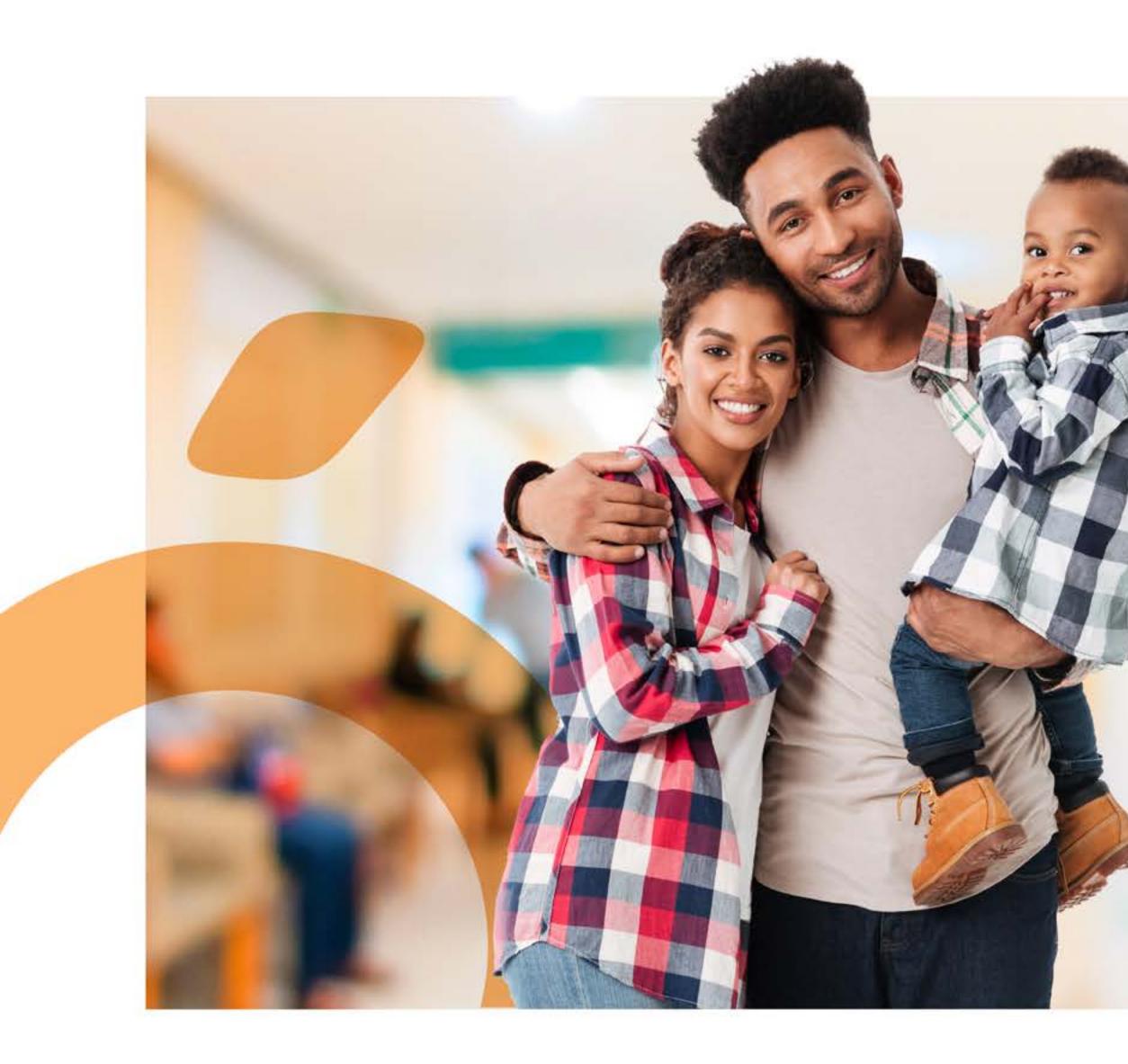


### Mantecorp Farmasa Mantecorp

We thank Mantecorp Skincare and Mantecorp Farmasa for believing in the work of Horas da Vida and supporting us, transforming the lives of thousands of people in need.









A **Filóo** tem muito orgulho em fazer parte do grupo de empresas apoiadoras do **Instituto Horas da Vida.** 

Juntos acreditamos na importância do trabalho de inclusão social, por meio do <mark>acesso à saúde de qualidade.</mark>

Acesse o site e faça parte de uma nova experiência em saúde e cuidado para você e sua família.

### filoo.com.br



### **Instituto Horas da Vida's Team**



**Rubem Ariano** CEO and Founder



**Elisangela Tolosa** Institutional Development Director



**Marcos Barreto** Legal and Accounting Consultant



**Celia Garcia** Financial Advisor





**Camila Sartorato** Operations and Projects Manager



**Ana Gabriele Souza** Project and Relationship Analyst



**Mayara Rabelo** Communication and Marketing Analyst







## **Advisory Board** Instituto Horas da Vida



**Dr. Gonzalo Vecina Neto** Chairman of the Board Acted as: Executive Director at HCFMUSP and President of the Brazilian Health Regulatory Agency (Anvisa)



**Dr. Massimo Colombini Neto** Family doctor at Hospital Santa Catarina and Horas da Vida volunteer



**Celia Tilkian** Advisor in Education and the Third Sector. Former Executive Superintendent at ASA -Associação Santo Agostinho



**Eniale Maion** Human Resources Director at PepsiCo



**Fernando Mendonça de Barros** Board Member / NED / CFO / COO / finance , telecom, health, media & entertainment







# Advisory Board Instituto Horas da Vida



**Newton Maia** Member YPO. Advisor at Filóo Saúde and Instituto Horas da Vida



Patricia Pecego Soares Comunicação com impacto para transformar marcas. Advisor and Mentor



**Vivian Muniz** IT and Innovation Executive (Prudential do Brasil) and Innovation Director (PwC Brasil)



**Renato Ramalho** Founder and CEO at KPTL (Venture Capital). Master in Economics and Supporter of Horas da Vida.



Tatiana Monteiro de Barros Founder of Movimento União BR and partner-owner of Agência Multicase







### **Audit Committee** Instituto Horas da Vida

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



André Kok KM Solidário's Co-Founder



Leonardo Lopes Forensic Services Partner at PwC Brasil



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### INSTITUTIONAL REPORT | 2021

COME IM





### **COME IMPACT LIVES WITH US!**