

# Social Report

2020-2021



Message from the president of  
Stop Hunger Institute Brazil .....3

Message from the vice president  
of Stop Hunger Institute Brazil ...4

Message from the vice president  
of Stop Hunger Institute Brazil ...5

Message from the superintendent  
of Stop Hunger Institute Brazil ...6

Message from the president of  
Stop Hunger Global .....7

We are Stop Hunger.....8

2020, an unusual year ..... 16

What we did against hunger ....26

- Servathon .....27

- Women's Empowerment  
Projects.....34

- AgroFavela ReFazenda .....34

- Hortas Hidropônicas .....36

- Cozinha Escola .....37

- Costurando Sonhos.....38

- Gastronomia Empreendedora ...39

- Gastronomia Sustentável ..... 40

- To help more people ..... 41

- Programa Hortaliças ..... 41

- Horta na Laje ..... 42

- Horta na Academia

- Pérolas Negras ..... 42

- Instituto Recanto Basketball..... 43

- To read and learn ..... 44

Financial results ..... 45

Governance ..... 47

Those who collaborate with us .... 48

Thank you!..... 48

Those to whom we make  
a difference.....49



*This edition of Stop Hunger Institute's Social Report features the actions conducted in the year 2020 and in the first half of 2021. From the next report, the period considered will be the fiscal year of the sponsoring institution Sodexo, from September of one year to August of the following one.*



# Innovating to help those in need



**Andreia Dutra**  
President of Stop Hunger  
Institute Brazil

During this challenging year, Stop Hunger Institute further reinforced that quality of life begins with meeting people's basic needs, strengthening its mission to achieve a world without hunger. We reinvented ourselves, innovated, and remained strong, even in the midst of a crisis in which all priorities seemed to have changed, encouraging a sense of collaboration on behalf of the most vulnerable members of society.

Due to the social effects of Covid-19, poverty and hunger have significantly increased, making our work even more necessary and indispensable. We needed to adapt to the situation quickly. Our immediate response was to launch an emergency assistance campaign that aimed to raise resources for people in need among communities and partner organizations. In times of pandemic, the recently launched Flex Stop Hunger Food Card provided an innovative social solution that assisted over 300,000 people directly and indirectly.

Although we are happy that we were able to support so many people when the situation demanded it, our purpose is growing increasingly beyond welfare. We continue to invest in initiatives that aim to prioritize self-sustainable projects that contribute to healthier eating. We seek to empower people in situations of social vulnerability and encourage their independence, especially women, to make sure everyone has a dignified, autonomous life.

Several United Nations (UN) studies show that women play a fundamental role in achieving the Sustainable Development Goals (SDGs) by 2030, especially with regard to the eradication of hunger and malnutrition in the world. Our role in empowering women in the communities where we work is strengthened every year.

Two examples of our commitment to this strategy are AgroFavela ReFazenda, a community garden project that holds workshops on vegetable growing and distributes what is collected to the community, and Cozinha Escola, a project that trains women to become cooks, kitchen hands, and gastronomic entrepreneurs. In fact, these initiatives are part of the five Brazilian projects focused on the empowerment of women approved to get investments from Stop Hunger Global.

In closing this cycle, which encompasses 2020 and the first half of 2021, I stress that our main objective with Stop Hunger's actions in Brazil is to serve as an agent of social transformation that positively affects not only those in need, but also the environment and society. To achieve this, we still have a few challenges ahead of us. Increasing the number of beneficiaries and institutions served is just one of them. We also want to develop new projects, strengthening and expanding the partnerships we have with companies and institutions and, above all, further engaging and sensitizing society so that more people can participate in volunteer actions and continue with us in our mission to fight hunger.

Even with everything we have done and have yet to do, our biggest learning experience has been realizing that we can go much further than we had anticipated. We make a difference through everyone's efforts and union.

# Together we can go further



**Willian Gil**  
Vice president  
of Stop Hunger  
Institute Brazil

It would be unacceptable to believe an organization is successful just by looking at its bottom line. It is also important to consider their contribution to society. These words, by Sodexo group chair Sophie Bellon, reflect well the path that the company is taking on its mission to contribute to the economic, social, and environmental development of the communities, regions, and countries where it operates.

That is why Sodexo Benefits & Rewards has corporate responsibility in its DNA. Thus, it seeks to arouse and encourage the spirit of service among its employees, based on voluntary actions and discussions. This desire to help comes from a long time ago. Proof of this is the fact that the company has been maintaining Stop Hunger for over ten years. As part of Sodexo, I can proudly say that, more than providing financial support, we put all of our knowledge, our operations, the content of nutrition, health, and well-being that we develop and, especially, our team at the service of the Institute and of a world free from hunger.

In this relationship, learning is mutual and constant. As Sodexo, we continually develop our potential as a corporate citizen and reinforce the connections between people and our role in building a sustainable future that provides growth conditions for all. The Stop Hunger Institute, in turn, takes the resources Sodexo provides to its initiatives. One example is the creation of the Stop Hunger Food Card, which was designed with Sodexo technology. Together, the two institutions have converted this technological asset in favor of a cause that has already fed thousands of families. In fact, Sodexo customers are distributing of these cards throughout Brazil.

Although Brazil has a variety of opportunities to explore, it also faces a plethora of challenges, most notably those related to the Covid-19 pandemic. There is a lot of work ahead, and part of the solution lies in joining forces with customers (Sodexo card users, companies that provide benefits and rewards, and commercial establishments), partners, suppliers, and society in general. Together we are stronger, and we can go further.

We have already done a lot, but we want to do even more. Building the future we dream of requires expanding our projects and results, and investing in training, especially women entrepreneurs. After all, building a better, sustainable future, one that brings opportunities, involves access to information and education.



# Commitment to life

**B**razil was pushed to its limits by the new Coronavirus pandemic in multiple ways, especially in the health system, in unemployment, and in the drop in income of the population. As we watched the disease spread, we saw poverty and hunger hit scores of homes in the country.

As far as health is concerned, the collapse could have been even greater were there no home care. In the context of the pandemic, this type of care represents an alternative treatment that helps to keep people at home, reduce the spread of the virus, favor early discharge, alleviate hospitals, and relieve the health system. Pronep Life Care is Sodexo group's brand that provides this service, and it became one of Stop Hunger Institute Brazil's sponsors in 2019.

Moreover, hunger would have been even more difficult to combat had there been no organizations like Stop Hunger, which, through its actions, provided food to many families while taking health care measures to protect the health and lives of the volunteers and beneficiaries.

I believe that Pronep and Stop Hunger have a lot in common: Operating on the front line, each in our own area, we had to adapt to keep our commitment to take care of others. Whether offering medical care or a basic food staple basket, we must always be in action and attentive. Shifting focus right now is not an option for us.

To both institutions, each in its own area, adequate nutrition is essential for people's health and quality of life. But we know that nutrition starts when food is available. And that is why the Stop Hunger Institute, with the support of its sponsors, volunteers, and partners, works incessantly to eradicate all forms of malnutrition, starting with hunger.

So, we push forward together, dedicated to making life our most important commitment.



**Hyran Godinho**  
Vice president of Stop  
Hunger Institute Brazil

# Quick answers to world hunger

**G**lobal hunger was already a huge challenge even before the new Coronavirus pandemic. Given the scenario brought about by the arrival of Covid-19 in Brazil in 2020, we had to act quickly and adjust Stop Hunger Institute's priorities. That led us to put a great deal of emphasis on emergency assistance.

In a year as unique as 2020, our commitment to ensuring access to safe, nutritious, and sufficient food for all grew even stronger. We joined forces and sought to face the crisis sustainably, with the unceasing engagement of our stakeholders. This 100 percent digital report, as the moment demands, shows our commitment to keeping the fight against hunger alive.

One of the most meaningful results achieved during this difficult period was the creation of the Stop Hunger Food Card, an innovation that allowed us to adapt to the situation of crisis and social isolation and deliver food safely. It became one of the main assets for serving people in vulnerable situations during the pandemic. Instead of the traditional basic food staple baskets, those in need were given the card with a distinctive feature: The possibility of buying perishable and personal care and cleaning products, in addition to non-perishable food items. Another benefit is its ease of use, since it is accepted by markets, fruit and vegetable stores, and butchers, among other places. It is a solution that supplies the pantry of the beneficiaries and helps the local economy grow.

There was still more to overcome. We had to adapt a few initiatives and programs to the online format, fortunately successfully, but not without difficulties.

Thus, we press on with our commitment to pursue a world without hunger with flexibility and great availability, doing so sustainably, safely, and responsibly.

**Davi Barreto**  
Superintendent  
of Stop Hunger  
Institute Brazil





# The strength of empowering women

**Mouna Fassi Daoudi**  
President of Stop  
Hunger Global

I have worked at Sodexo for over 20 years, including six as the CEO of Sodexo Morocco. I have always been driven by new challenges, transforming, and engaging my teams to create value together. As a leader, you need to keep the company's best interests in mind, while also addressing social issues. I believe the social impact of our actions is as important as the economic one. These two aspects cannot be separated, and must always be combined to achieve sustainable, positive value.

Hunger is a cause I care deeply about, and that is why I joined the Stop Hunger team to serve those most in need.

We all know that millions of lives are being threatened by an unprecedented crisis in the world today. Conflicts, climate change, and the economic impact of the health crisis contribute to the deepening of food insecurity for the most vulnerable communities.

With hunger on the rise again, affecting at least 800 million people around the world - nearly one in nine human beings -, we cannot just stand by and watch. To put an end to hunger sustainably, we need to empower local communities in need, in particular women, to help them build food self-sufficiency and resilience.

If we give women education, training, access to productive means, and financial resources, we can help achieve a world without hunger. Therefore, we focus our investments on programs that reinforce women's social and economic empowerment. The entire community benefits from women and girls having the opportunity to change their future and secure better livelihoods.

Since its inception, Stop Hunger Brazil has demonstrated that it is capable of designing and implementing programs that have an impact on needy communities. I am impressed with the spontaneous energy and great solidarity that the teams of our founding partner Sodexo, donors, and partners have shown for years to Stop Hunger.

For example, what volunteers in Brazil achieved during Servathon in 2020 and 2021 is remarkable. The agility in adapting to the online format and the diversity of actions, including the second edition of the "Corrida contra a Fome" (Race Against Hunger) and the launch of the Stop Hunger Food Card, were outstanding. This is even more impressive when we consider how hard Brazil was hit by the pandemic.

Having great teams of volunteers on board makes us immensely proud and grateful.

Keep on working hard! You are a source of inspiration for all of us.



A photograph of two women wearing red t-shirts with the 'Stop Hunger' logo and a white heart. They are both wearing face masks. The woman on the right is also wearing a lanyard with a rainbow-colored strap and a badge. They are standing at a table covered with numerous white documents, which they appear to be reviewing. The background is a wooden wall.

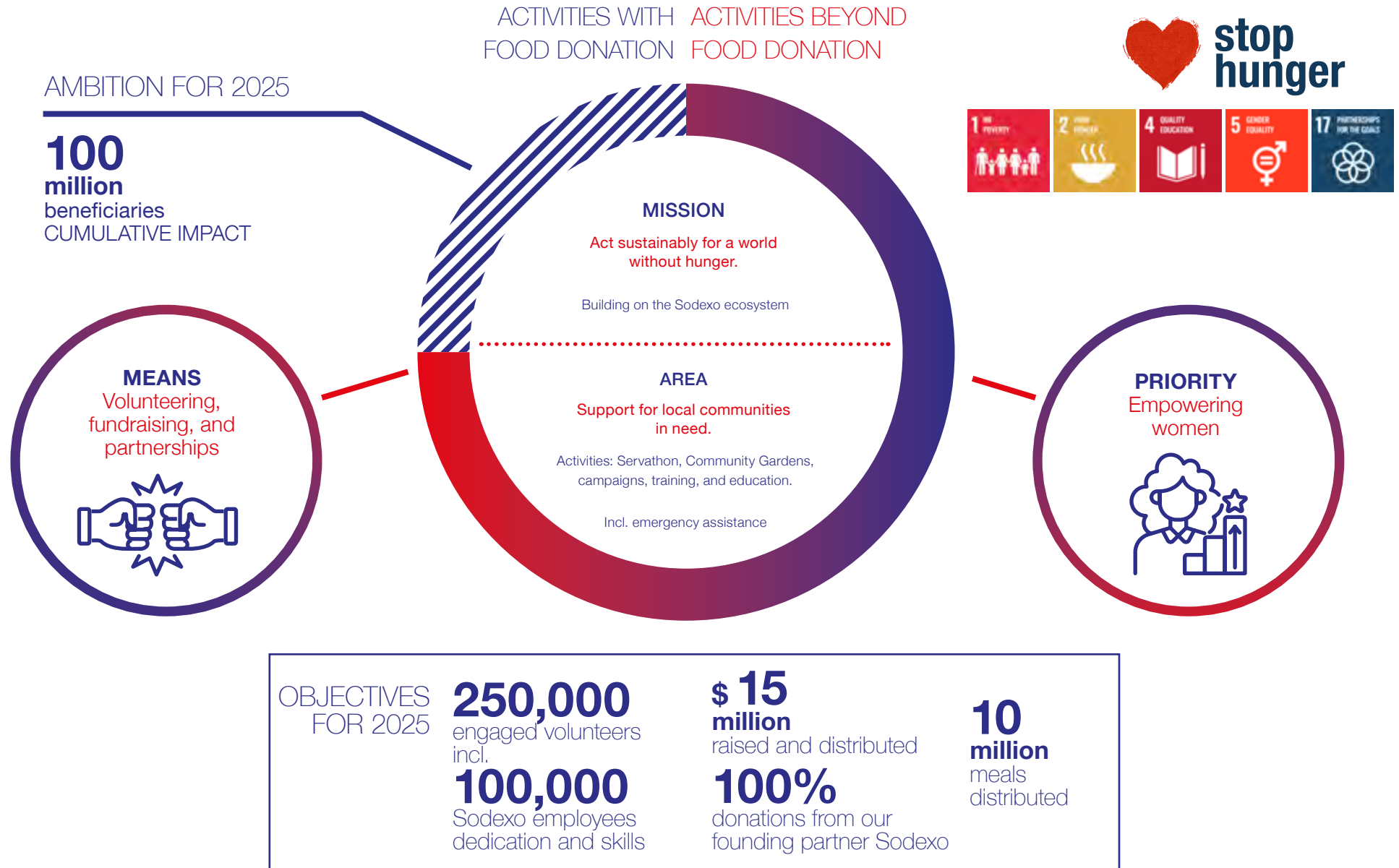
# We are Stop Hunger

As part of its mission to achieve a world without hunger, Stop Hunger reaffirms its commitment to reach 100 million beneficiaries worldwide by the year 2025 through programs that support the most vulnerable regions.

In order to eradicate hunger effectively and sustainably in their communities, we prioritize empowering women. To achieve this, we partner with hundreds of local and international NGOs, as well as with the unique ecosystem of Sodexo, our founder and sponsor.



# Strategic Map



# Global strategy against hunger

People's quality of life begins when their basic needs are met. It was based on this premise that the Stop Hunger movement got underway in 1996, in the United States. At the time, the desire to serve brought together a group of Sodexo employees to feed children living in poverty in the communities surrounding the company.

This wish to improve people's lives has evolved, grown stronger, and spread around the world in structured, long-term initiatives that have made and are making a difference for communities and individuals. In 2021, Stop Hunger Global celebrates 25 years of fighting hunger as a solid institution, linked to Sodexo, and present in dozens of countries.

This one-time action has now grown into a vast network of thousands of volunteers and supporters who work tirelessly to empower people, especially women, in the production of food and income-generating activities, as well as to feed those who don't have enough to eat in emergencies.



**47**  
countries  
served

**25 years**  
of the Stop Hunger  
movement in the world

**100,000**  
volunteers engaged  
on the five continents  
in years without the  
Covid-19



Our mission is aligned to the Sustainable Development Goals (SDGs) of the United Nations (UN).



## STOP HUNGER IN THE WORLD

In a planet where

**811 million\***

people have nothing to eat – approximately

**8.9%**

of the world's population\* – those who are hungry cannot wait. That is why Stop Hunger has been acting sustainably for a world without hunger, in three main lines of action: Support for local communities; support by means of training, especially women, and support through assistance in the event of emergencies or climate disasters.

## HOW WE ACHIEVE OUR GOALS

- Volunteering
- Fundraising
- Partnerships

IN 2020

**5.7 million**

meals distributed

**\$8.6 million**

raised

*Source: 2021 Sofi Report – The State of Food Security and Nutrition in the World, published by the United Nations Food and Agriculture Organization (FAO).*

## WOMEN IN POWER

**\$6.5 million**

invested by Stop Hunger over five years in programs that contribute to women's empowerment against hunger in vulnerable communities

**54**

women-led initiatives are being supported in 31 countries

**Carla Statzevicius**  
Financial Officer of Pronep and ambassador of the Stop Hunger Institute.



# Stop Hunger in Brazil

Stop Hunger Institute Brazil is a branch of the Stop Hunger Global network. It operates in the country with its own initiatives, cooperated internationally, and pursuant to the parent organization's strategy.

In Brazil, we started in 2003, with Programa Hortaliças, in Jaboticabal (SP). Stop Hunger Institute Brazil was established in 2015. Today, it is a non-profit public interest civil society

organization (Oscip), maintained by the Sodexo Brazil Group, the Benefits & Rewards and On-site Services business units and, since 2019, also by Pronep Lifecare.

Over its history, it reached vulnerable communities and helped to change many people's lives. And it has evolved from playing a philanthropic role to becoming a partner in self-sustaining, training, and income generation initiatives, with a particular emphasis on empowering women.

In 2020, because of the Covid-19 pandemic, it had to adapt a few initiatives and focus more on supporting emergency care for those in socially vulnerable situations (learn more in the chapter 2020, a unique year); despite this, it maintained most of its initiatives and, above all, its mission to develop people and communities so that hunger is no longer an issue.





## WOMEN'S EMPOWERMENT IN BRAZIL

Women account for

# 38%

of the workforce  
in the world.\*

### Tatiana Moreira

Corporate II Relationship  
executive at Sodexo Benefits  
& Rewards, and ambassador  
of the Stop Hunger Institute



They are  
responsible for the  
family in almost

# 40%

of Brazilian homes.\*\*

\*Source: <https://data.worldbank.org/indicator/SL.TLF.TOTL.FE.ZS>.

\*\*Source: Brazilian Institute of  
Geography and Statistics (IBGE).

\*\*\*Source: World Bank.

And they invest

# 90%

of their income in health,  
education, and food,  
while men,

# 30% to 40%

It was with this representation in mind that Stop Hunger Institute Brazil established women's empowerment as one of its priorities, also aligned with the guidelines of Stop Hunger Global.

By supporting local communities, we enable social inclusion by empowering women on various entrepreneurial fronts, like cultivating vegetable gardens, sewing and tailoring, and gastronomy.

Through teaching them and encouraging female entrepreneurship, we are also helping to improve the quality of life of an entire community, as the women can pass on their knowledge to other women, thus creating a network of economic independence and income generation.

**Juliana de Brito**  
Major Account Manager  
at Sodexo Benefits &  
Rewards, and ambassador  
of the Stop Hunger Institute

**19  
million**

Brazilians are going  
hungry across the  
country.\*

**THUS, IN BRAZIL THE STOP  
HUNGER INSTITUTE WORKS  
EVEN HARDER TO BRING  
FOOD TO THOSE IN NEED,  
ALWAYS IN PARTNERSHIP  
WITH NGOS AND WITH THE  
HELP OF VOLUNTEERS.**

**IN 2020 AND IN THE FIRST  
HALF OF 2021**

More than

**62,000**

Stop Hunger Flex Food Cards  
issued and distributed to people  
in need

*\*Source: National Survey on Food Insecurity in  
the Context of the Covid-19 Pandemic in Brazil,  
conducted by Rede Penssan.*





# The cost of hunger

Up until 2015, the world was winning the battle against hunger, and the number of people experiencing food and nutritional insecurity was declining. However, in 2016, this started changing, and the amount of people with nothing to eat started to grow again.

It is estimated that 811 million people are currently in this situation on the planet. Of these, nearly 20 million are in Brazil alone. In 2020, the unfavorable outlook only worsened with the arrival of the Covid-19 pandemic and the surge in unemployment that accompanied it.

Although this situation is sad in and of itself, hunger is not an isolated problem, as it has effects on other facets of society. Imagine a person who lives in extreme poverty and has no money to buy food for himself and his family. With no job and no means to acquire resources, he is likely to beg on the streets, and if unable to earn enough money to feed his family, he may resort to theft. This contributes to increasing violence in cities and, consequently, to higher spending on public security. In addition, without

*When we realize that investing to avoid misery is much less expensive than the costs resulting from it, we will certainly live in a better country.*

adequate nutrition, people are more likely to get sick, resulting in higher costs for public health. To sum it up, hunger is expensive for Brazil.

If the country were to invest in what we call universal basic income, which is to offer citizens below the poverty line the minimum income necessary for their nutritional needs to be met, this picture would change. Receiving resources that give them the peace of mind of not having to hunt for food allows them to use their time to get qualified, find new work opportunities or start their own business, and thus improve their own circumstances.

When we realize that investing to avoid misery is much less expensive than the costs resulting from it, we will certainly live in a better society. According to the Institute for Applied Economic Research (Ipea), 5% to 10%

of the Gross Domestic Product (GDP) is currently lost to hunger, a sum that could be invested in preventive actions.

However, hunger is an urgent issue today and cannot be put off. That is why the moment demands unity. It is important to be flexible and to have a dual stance: First, reaching out to those in need and, at the same time, bringing up discussions in the public and private spheres that lead to the root of the problem. Even more so if we consider that the food that Brazil produces could feed 1 billion people, but much of this production is exported.

Unity also means the sum of partnerships between the private sector and civil society organizations. This is why partnering with the Stop Hunger Institute is essential, as it can raise funds and help fight hunger. Furthermore, it fosters debates that are so vital to addressing this issue.

Using quick, coordinated actions and a strategic, but humanitarian perspective on this issue, I still believe we can achieve Sustainable Development Goal (SDG) 2, ending hunger by 2030.

## **Daniel Balaban**

Representative in Brazil of the World Food Program (WFP) and Director of the Center of Excellence against Hunger





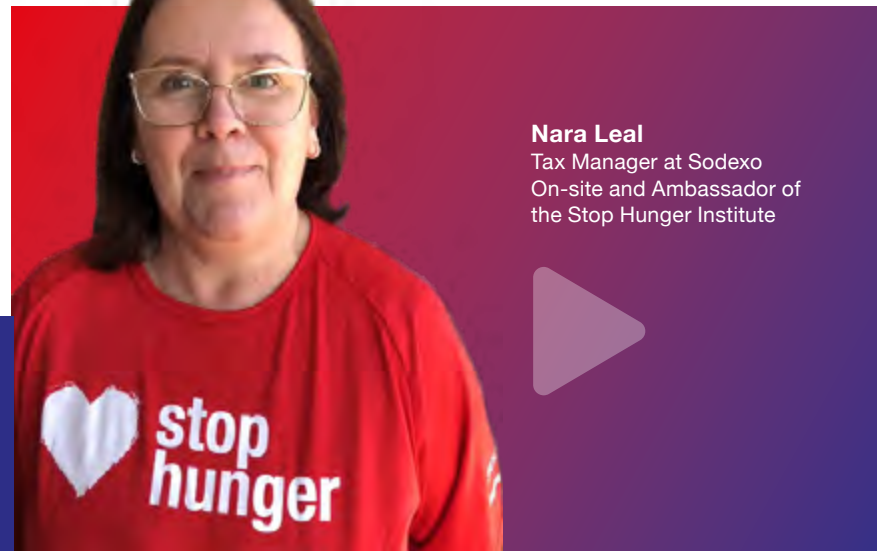
A photograph of a man and a woman standing in a hydroponic lettuce farm. The woman on the left is wearing a red t-shirt with a white heart and 'stc hu' logo, black pants, and a red face mask. The man on the right is wearing a red jacket with 'stc hu' logo, black pants, glasses, and a white face mask. They are surrounded by tall, vertical racks of green lettuce plants. The background shows more racks and a white structure.

# 2020, a unique year

**D**ue to Covid-19, we temporarily returned to our welfare roots to raise funds and collect food resources and, thus, help people in the face of an emergency and in severe situations of social vulnerability caused, largely, by massive unemployment. From the beginning of the pandemic, in March 2020, we mobilized and set up a few initiatives aimed at responding quickly to the crisis. Most of these actions are still underway.



# The card that saves

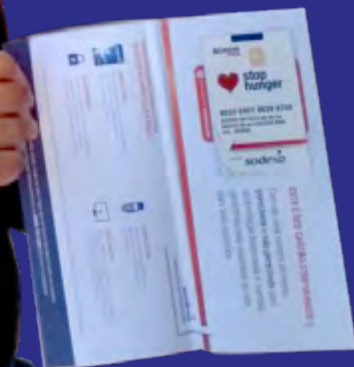


**Nara Leal**  
Tax Manager at Sodexo  
On-site and Ambassador of  
the Stop Hunger Institute

The Stop Hunger Flex Food Card, a kind of digital food staple basket, is one of our main initiatives – and one of the most innovative – to respond to the new Coronavirus pandemic crisis. Beneficiaries can use it to buy food more easily and quickly, similar to using a prepaid card.

The card plays a dual role: It enhances the delivery of the basic food staple basket, enabling the selection of hygiene items and perishables, such as milk and meat, enriching meals with protein, and avoiding the handling of food, contributing to the health protocol issue. Moreover, this innovation benefits more people than just those who obtain the card and their families. Small and medium-sized establishments and/or traders, who were also hard hit by the crisis, will benefit from the purchases.

Registered institutions and partner communities provide the cards, and the amount of credit varies depending on the number of people served by those institutions or communities.



## HUNGER AND COVID-19\*

**116.8**  
million people

do not have full and permanent access to food in Brazil at this time of pandemic

\*Source: National Survey on Food Insecurity in the Context of the Covid-19 Pandemic in Brazil, conducted by Rede Penssan.

**62,512**

food cards issued from May to December 2020

**BRL 26,500**

in credit on the cards

**325,924**

people benefited, along with their families

# The first action

Countless people were exposed to a situation of vulnerability due to the crisis. The Covid-19 Emergency Assistance Campaign, our first initiative, took place between April and August 2020 with the goal of increasing awareness and raising funds to help these people.

Assistance was provided through registered NGOs

and/or Institute partner communities in the country. Food reached those in needed in the form of a digital food staple basket or amounts credited to the Flex Stop Hunger Food Card. The money donated for the purchase of food and for credit on the card came from fundraising campaigns conducted on the official channels of the Stop Hunger Institute (social media and website) and in partnerships. Donations continued being made even after the end of the campaign.

## 14,332

direct beneficiaries of food staple baskets and food cards

## 20,964

indirect beneficiaries



## 2,298

kg of food delivered

**DONORS: SODEXO  
PARTNERS AND  
EMPLOYEES  
(VIA DONATIONS  
WITH PAYROLL  
DISCOUNTS)**

**OTHER DONORS:  
FLORMEL  
ALIMENTOS**

## 587

Stop Hunger  
Food Cards  
distributed during  
the campaign

## 91

NGOs  
served





## Donations that were worth double

UThe Emergency Assistance Campaign got a boost in May 2020. With support from the Sodexo Group and Stop Hunger Global, donations received by Stop Hunger Institute Brazil were doubled. This represented an increase in the number of people served by the initiatives.



**THE AMOUNT RAISED WAS FULLY REVERTED TO CREDITS ON THE FLEX STOP HUNGER FOOD CARD AND DISTRIBUTED TO ENTITIES SUPPORTED BY THE INSTITUTE.**

**BRL  
170,000**

raised during the campaign, including donations made by individuals and companies and double contributions from Sodexo

# Hand in hand with Stop Hunger Global

**3 million Euros**

This was the amount Stop Hunger Global donated in an initiative that helped the ten countries hit hardest by the new coronavirus.

Brazil got

**400,000**

Euros, equivalent to more than

**BRL 2.5 million.**

**THIS AMOUNT WAS TRANSFERRED TO TEN PARTNER NGOS IN THE COUNTRY THROUGH THE FLEX STOP HUNGER FOOD CARD.**

## NGOs benefiting from Stop Hunger Global donations in Brazil

Selected institution	Scope of performance
Sesc – Mesa Brasil	Nationwide
Associação das Mulheres de Paraisópolis	Community of Paraisópolis, in the South Zone of the city of São Paulo (SP)
Viva Rio	Communities in the city of Rio de Janeiro (RJ) and in the Baixada Fluminense region
Banco de Alimentos RS	Porto Alegre (RS) and 52 municipalities in Rio Grande do Sul
ONG Banco de Alimentos de SP	Brasilândia Community, in the North Zone of the city of São Paulo
Instituto Anchieta Grajaú	Community of Grajaú, the South Zone of the city of São Paulo
Centro Social Carisma	People the NGO serves in Osasco (SP)
Liga Solidária	Families served by the NGO in different regions in the city of São Paulo
Associação Feminina de Estudos Sociais e Universitários (Afesu)	Support for students at the Veleiros (Vila Missionária) and Morro Velho (Vila Sônia) units in the city of São Paulo
Jô Clemente Institute	People the Divina Diet program serves, with restricted and controlled food, in the city of São Paulo



# Other emergency initiatives



## MARMITAS DAS MARIAS (MARIAS' LUNCH BOXES)

Between March and September 2020, the most critical period of Covid-19, famine knocked at the doors of many people. Getting a meal a day made – and still makes – all the difference to each of them. It was with this in mind that the Mãos de Maria bistro, in the community of Paraisópolis, in São Paulo (SP), created the “Marmitas das Marias” (Marias Lunch Box) project. Volunteers help prepare the lunch boxes, which are distributed to the neediest and socially vulnerable families in the community. The initiative is still active thanks to the support and donations of several companies and institutions, as well as contributions from the Stop Hunger Institute.

More than

**1.6**

**million**

lunch boxes  
prepared since  
March 2020

**10,000**

direct beneficiaries  
in the community of  
Paraisópolis, in São  
Paulo (SP)





## SOLIDARITY IN PARTNERSHIP WITH ELECTROLUX AND THE FOOD FOUNDATION BY ELECTROLUX

To help more people in Brazil, Stop Hunger Institute Brazil has teamed up with Sodexo On-site, with Electrolux, and with the Food Foundation by Electrolux to prepare lunch boxes in the cities of Manaus

(AM) and Curitiba (PR). The meals were prepared at Sodexo On-site restaurants and distributed free of charge. In Manaus, health professionals working at the Covid-19 vaccination tents

were given these meals. In Curitiba, meanwhile, the lunch boxes were delivered to the Mesa Solidária Program, run by the city, and, thus, reached people at social risk, especially the homeless.

### Manaus

**110**

lunch boxes  
prepared  
per day

**1,875**

meals at the end  
of the action

**BRL  
6,000**  
donated by Food  
Foundation by Electrolux

Period:  
February 4 to 23, 2021

### Curitiba

**100**

lunch boxes delivered for  
lunch and

**120**

for dinner per day

**10,100**

meals at the end of  
the action

**BRL  
30,000**  
donated by Food  
Foundation by Electrolux

Period: February to May 2021





**10,000**

families received the Flex  
Stop Hunger Food Card  
in Vila Brasilândia

**BRL  
10  
million**

raised in  
donations

## “O LEGAL PELA BRASILÂNDIA” (GREAT BY BRASILÂNDIA)

When companies join together for a social action, more people benefit. A practical example of this took place in Vila Brasilândia, in the North Zone of the city of São Paulo. A campaign conducted by Stop Hunger Institute Brazil, the NGO Banco de Alimentos, and PLKC Solidariedade, the philanthropic arm of the law firm PLKC Advogados, managed to get to each of the 10,000 families living in this region, which was severely affected by the Covid-19 pandemic, a food card worth R\$100. The card allowed beneficiaries to purchase food and hygiene products.

The action was conducted between June and August 2020. The Stop Hunger Institute provided the cards free of charge. The NGO Banco de Alimentos managed family registration and card distribution. The PLKC Advogados law firm provided legal support, contributed to the costs for Banco de Alimentos to conduct the operation, donated to the campaign, raised donations among employees, and looked for new lawyers and offices interested in participating in the initiative.







## “GOLAÇO CONTRA A FOME” (BIG GOAL AGAINST HUNGER)

Club Atlético Paranaense, recognizing the worsening hunger scenario due to the Covid-19 pandemic, teamed up with the Stop Hunger Institute in an action to raise funds and feed thousands of people. Anyone who made a cash donation to the Institute, followed the @AthleticoParanaense and @StopHungerBrasil profiles on Instagram, and made a comment on the official draw post on the Club's profile (@clubeathleticopr), signing with #meugolcontraafome, competed for a Club Atlético Paranaense T-shirt autographed by the professional team's players. The campaign ran from July 8 to September 1. The entire amount raised was reversed to credits for Stop Hunger Food Cards, benefiting people served by NGOs registered with the Institute in the State of Paraná and 11 families of players of the Club's beginner categories, from Paraná, São Paulo, and Paraíba.

### The Paraná NGOs that benefited from the “Golaço contra a fome” campaign were:

- Abrigo Casa do Pai, from Curitiba
- Renar – Obra Assistencial de Recuperação e Resgate a Vida, from Piraquara
- Acepp, from Curitiba
- Lar Mãe Maria, from São José dos Pinhais
- Lar Dona Vera, from Curitiba
- Associação Franciscana de Educação ao Cidadão Especial (Afece), from Curitiba
- Central Integrada de Apoio Familiar (Ciaf), from Curitiba
- APMI, from Itaperuçu
- Associação Beneficente Casa do Caminho Curitiba, from Curitiba

## “DESAFIO DAS LIVES SERTANEJAS” (COUNTRY MUSIC LIVE BROADCAST CHALLENGE)

Music to cheer up and help those in need. In a time when social events were on hold and people stayed at home more, seven singers from the state of Paraná donated their talent to the

Country Music Live Broadcast Challenge, encouraging people to donate food or money to the E-Servathon Marathon during their online concerts. The money raised was donated to NGOs

from Paraná as credit on the Flex Stop Hunger Food Card. The action was conducted between June and August 2020, in a collaboration with the Rede Massa TV network.

**BRL 1,980**

raised during the live broadcasts

#### Singers who performed

- Ciro Neto & Manuel
- Dimy & Denis
- Gabriel Smaniotto
- Gmeyer
- Gustavo Toledo & Gabriel
- Igor & Léo
- Rogério Salles

At the end of the challenge, the singers were acknowledged and advertised during the Rede Massa TV network programming.

# We will be back soon

We managed to maintain most of our actions in 2020 and 2021, but those that depend on interpersonal contact had to be suspended temporarily to ensure safety and health in a moment of social distancing imposed by the new coronavirus pandemic.

The suspended initiatives were:

- Alimentação Solidária, which offers meals to people in need in Rio Grande do Sul;
- Feed Truck, which produces and distributes meals to people in social vulnerability in the city of São Paulo;
- “Satisfeito”, under which restaurants donate a portion of the proceeds from the sale of some of the dishes they offer on their menus to support NGOs served by Stop Hunger Institute Brazil.

For this reason, there is no data to report on these projects. The activities will be resumed as soon as the pandemic situation has improved.





A photograph of two women in a favela setting. The woman on the left is wearing a white t-shirt with a logo that includes the text 'EM CASA' and 'CORPOLESA TACON'. The woman on the right is wearing a denim jacket over a white t-shirt with a similar logo. They are both smiling and holding a large, crumpled yellow plastic bag together. In the background, there are multi-story brick buildings and a paved street with other people walking.

# What we did against hunger

**W**e pushed on to fight hunger and malnutrition during a period that required great willpower and resilience from everyone. We planted seeds against hunger. We pursued changes both in the way we think and in the way we do things. And the seeds sprouted from the will to make it work. The following initiatives illustrate our harvest's progress.

# Servathon

We have held Servathon, our worldwide volunteer marathon to fight hunger and malnutrition, every April and May since 2009. This is our biggest social initiative in Brazil, with events and actions taking place in person and in collaborations with our customers and suppliers. However, the Covid-19 pandemic took us by surprise in 2020, and we had to cancel the marathon shortly before it was scheduled to begin.

But hunger cried out louder and, in a short period of time, technology helped provide the solution. By adapting Servathon to the virtual format we were able to keep fundraising going in 2020 and 2021. Check out the details below.

## The solidarity figures in 2020

**85**

NGOs benefited in different Brazilian regions

**15**

partner companies

**BRL**

**169,000**

in donations, which funded

**2,818**

digital food staple baskets on the Stop Hunger Flex Food Card

**2,284**

volunteers

**2,706**

hours of volunteerism



## 2020 E-SERVATHON

The event took place in a digital format for the first time, between November and December of 2020, under the name e-Servathon. Contributions to the campaign were made through financial donations to

Stop Hunger Institute Brazil's bank account. The entire amount raised was reverted to credit on the Flex Stop Hunger Food Card, which was distributed to those in need. In addition to raising money, the 2020 e-Servathon also held several virtual events to promote volunteering.



**Fernanda Sacramento**  
Cash Management Officer at Banco PNP Paribas, a partner of the Institute in this action



## VIRTUAL AGENDA

Several events were scheduled during the e-Servathon:

### Lectures on Nutritional Guidance

Four lectures given by Sodexo's "Viver Bem" (Live Well) Program team, together with nutritionists, to Stop Hunger Institute Brazil partner NGOs.

#### NGOS BENEFITED:

Centro Social Carisma, Instituto Anchieta Grajaú's Cozinha Escola project, and groups of Afesu's Nursing Technician and Entrepreneurial Gastronomy Technician course

**240**  
minutes  
of lectures

**118**  
participants  
in total

### Virtual volunteering

Due to the risk of contagion by Covid-19, it was not possible to conduct volunteer actions at partner NGOs in person; thus, we organized two special online meetings which were broadcast on Teams and Facebook.

#### MINI CLASS ON COOKING,

in which the teacher of Afesu's Gastronomy course taught how to make chocolate brownies.

**49**  
people  
attended  
the class

#### POCKET SHOW

with students from the Sinfonia Novo Mundo group, a music school for children and teenagers, broadcast on Facebook on Centro Social Carisma's page.

**47**  
participants

#### Naor Mendonça

Senior Relationship consultant at Sodexo Benefits & Rewards, and ambassador of the Stop Hunger Institute

Click to watch the  
Conexões Innov Hub  
Sodexo panel – Special  
Servathon Edition.

### Conexões Innov Hub Sodexo - Special Edition of the Servathon

Sodexo's Conexões program organized a panel on the importance of actions and initiatives to combat hunger and malnutrition.

**85**  
participants

#### SPECIAL GUEST:

Daniel Balaban, Representative in Brazil of the World Food Program (WFP) and Director of the Center of Excellence against Hunger. In 2020, the WFP won the Nobel Peace Prize for the work it does combating world hunger.

#### PANEL MEMBERS:

Andreia Dutra, president of Stop Hunger Institute Brazil; Fernando Cosenza, then the regional director of Stop Hunger and vice president of Stop Hunger Institute Brazil; Hyran Godinho, vice president of Stop Hunger Institute Brazil; and Letticia Munniz, mediator of Conexões ao Vivo.



## 9<sup>th</sup> Stop Hunger Auction

A charity auction by the Stop Hunger Institute that offered new and semi-new products, household appliances, computer equipment, office furniture, household utensils, accessories, and cosmetics.

**150**  
employees and  
third parties  
from Sodexo  
Benefits & Rewards,  
Sodexo On-site,  
and Pronep Life  
Care took part in  
the auction

**BRL**  
**13,180**  
raised

**45**  
products  
auctioned

## 1<sup>st</sup> Virtual Stop Hunger Run and Walk

A Sodexo division employee only event, with all registration fees going towards the 2020 e-Servathon. Registrants received a Stop Hunger kit containing a T-shirt, a sports bag, and a mask. Participants took part in the event at home on treadmills or in the streets near their homes, in a safe environment and following safety protocol. Upon finishing the race or hike, they sent evidence of having completed the event to the organizers.

There were  
**37**  
participants,  
and all got  
a medal for  
participating

## Open Mind Race

Virtual charity 5- or 10-kilometer races in which directors and presidents of major companies promoted health and well-being and supported the cause of Stop Hunger Institute Brazil. They were encouraged to donate to the Institute as a token payment for registering to take part in the race.

The amount race participants donated was fully reverted into credits on the Stop Hunger Food Card and donated to NGOs registered at the Institute.

**BRL**  
**9,000**  
raised  
in total

**BRL**  
**8,693.01**  
donated  
by athletes/participants of the action

**BRL**  
**306.99**  
supplemented  
by the Stop Hunger Institute





## 2021 E-SERVATHON

In 2021, e-Servathon continued in the 100 percent digital format and maintained its goal to raise financial donations, which were entirely donated to support partner NGOs from different regions of the country.

## 2021 e-Servathon results

**BRL  
300,000**

in donations, which funded

**5,455**

digital food staple  
baskets on the Stop  
Hunger Food Card

**125**

NGOs benefited  
in Brazil

**2,905**

hours of volunteerism

**940**

volunteers

**20**

partner companies

### Poliana Carvalho

Controllership Analyst at Sodexo  
On-site, and Ambassador of the  
Stop Hunger Institute



“We know that many people are in a vulnerable situation and need all assistance they can get. Thanks to the unique partnership with Sodexo and the Stop Hunger Institute, we broke the participation record in the 13th e-Servathon, and were able to benefit 2,861 families. This was a particularly important milestone for our team.”

Ana Carolina David,  
Communication and Sustainability Manager  
at ISA CTEEP



## VIRTUAL AGENDA

Get to know the events that were part of the 2021 e-Servathon:

### Nutritional Guidance Lectures

Lectures taught by Sodexo's "Viver Bem" (Live Well) Program team, together with nutritionists, to Stop Hunger Institute Brazil partner NGOs.

#### NGOS BENEFITED:

Centro Social Carisma, Anchieta Grajaú's Cozinha Escola project, and Nursing Technician and Entrepreneurial Gastronomy Technician from Afesu

**5**  
lectures  
made

**258**  
participants  
in total

**300**  
minutes  
of lectures

### Virtual volunteering

Since face-to-face volunteering was still restricted due to Covid-19, we organized two 100 percent online meetings broadcast over Teams and Facebook.

### COOKING MINI CLASS,

in which the teacher of Afesu's Gastronomy course taught how to make chocolate brownies.

**50**  
people  
attended  
the class

### WORKSHOP

How to cultivate hydroponic gardens at your home" workshop, with the team from Centro Social Carisma.

**39**  
participants

### 10<sup>th</sup> Stop Hunger Auction

New and semi-new products, home appliances, IT equipment, office furniture, home utensils, accessories, and cosmetics were auctioned at this charity event.

**BRL**  
**32,110**  
raised

**214**  
employees and third  
parties from Sodexo Benefits  
& Rewards, Sodexo On-Site,  
and Pronep Life Care  
participated in the auction

**151**  
products  
auctioned







“This year, which was so challenging because of the pandemic, I had the opportunity to participate in the Stop Hunger Charity Auction, during the e-Servathon. Although it was conducted online, 150 Pronep employees took part, an exciting record. The Stop Hunger Institute has a serious and relevant cause, and that is why I was so touched by the mobilization of so many people! It feels great to know that we can be part of and act proactively in this noble movement, which transforms the lives of many people.”

Libera Martins,  
HR Manager at Pronep Life Care

## 2<sup>nd</sup> Virtual Stop Hunger Run and Walk

Registration fees for this race for Sodexo employees were all donated to the 2021 e-Servathon. Event participants got a Stop Hunger kit containing a T-shirt, a sports bag, and a mask, and took part in the event at home, on a treadmill, or on the streets near their residence. Upon finishing the race or walk, they sent evidence of having completed the event to the organizers.

IN THIS EDITION, SODEXO EMPLOYEES WERE ALLOWED TO INVITE FAMILY AND FRIENDS TO PARTICIPATE IN THE EVENT.

There were

**141**

participants, and all of them got a medal for their participation.

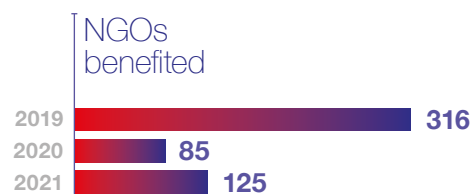
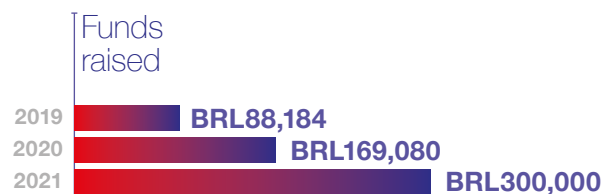
## Open Mind Brazil Biking Event

Directors and presidents of major companies and the general public promoted health and well-being and helped Stop Hunger Institute Brazil's cause in a virtual benefit ride. The event took place on August 14, 2021, and each participant registered their bike route in the app of their choice for sharing in the sport group. The registration fee was a minimum donation equivalent to a basic food staple basket (BRL100).

**BRL  
7,369**

in donations fully credited into credits on the Stop Hunger Food Card and earmarked for NGOs registered at the Institute.

## Servathon figures





# Women's Empowerment Projects

## AGROFAVELA REFAZENDA

With a smile on her face and a bag full of freshly picked vegetables, the woman's joy is even greater, because now she has realized her potential: She planted part of her own harvest herself. This is the new reality in Paraisópolis, one of the largest communities in São Paulo. The AgroFavela ReFazenda community garden

was inaugurated there in October 2020.

As a result of a collaboration with Instituto Escola do Povo, the initiative offers training to women on how to plant vegetables vertically and horizontally in a 900-square-meter garden. About 60 types of plants can be planted at the space.

The opening came after a long wait. Because of the Covid-19 crisis, the work to prepare the

space had to be suspended between March and August 2020, and was only resumed in September in accordance with all safety protocols.

The new vegetable garden is also a guarantee of healthier food on the plate, since the vegetables are distributed to community residents registered in the project. Women also get seedlings to plant at home, an opportunity to turn production into income for the family.

“G10 Favelas benefited from the AgroFavela and Horta na Laje projects, which aim to disseminate good nutrition and fight hunger and malnutrition by training urban farmers. Growing their own food was something Paraisópolis residents could not even imagine. With the training workshops, the women started to grow vegetables in pots at home. The goal is to expand and train a thousand women. Stop Hunger Institute's support was fundamental in both projects. It was a huge break in a cultural paradigm, which brought positive changes to the population's behavior. In addition to promoting access to healthier food, it also had a visual impact, with greener façades and slabs. Together, we are transforming the story of this and other communities, with increased environmental awareness and showing those who live in the favela what they can achieve.”

**Gilson Rodrigues,**  
president of G10 Favelas, of União dos Moradores de Paraisópolis, and of Instituto Escola do Povo





## Learning to plant

The workshops held at the community garden will teach women to:

- cultivate fruits and vegetables;
- build vertical (hydroponic) and horizontal (potted) gardens;
- reduce organic waste and reuse it as fertilizer.

## World Food Day

World Food Day is celebrated on October 16th in various parts of the world aiming to put the limelight on the theme of healthy, accessible, and quality food. As a symbolic gesture, this was the day chosen in 2020 for the inauguration of the AgroFavela ReFazenda community garden in the Paraisópolis community.

## The figures of the community garden

**141**

women and

**7**

men trained to cultivate gardens at home

**4**

women and

**1**

man work in the community garden



## Garden figures in 2020 and 2021

**1,274**

kilos of vegetables harvested in the AgroFavela ReFazenda project

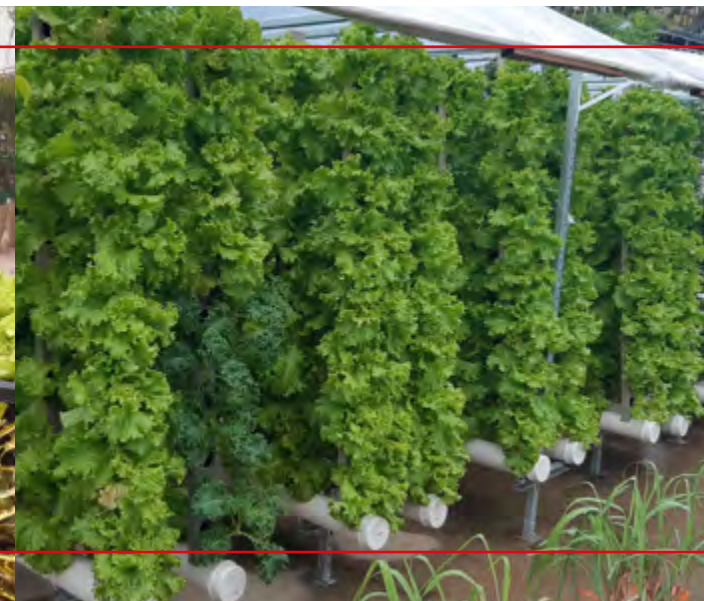
**1,809**

people benefited directly with the vegetables

**9,045**

people benefited indirectly

[Click here to watch the story about AgroFavela ReFazenda aired on the TV Cultura network](#)





## HORTAS HIDROPÔNICAS

Residents of communities in the Quitaúna region, in the city of Osasco (SP), understand the importance of feeding their families with quality vegetables, but a tight budget was a concern to them. Centro Social Carisma, a non-profit institution that conducts programs in education, culture, sports, and professional and local development, developed the Hortas Hidropônicas project to solve part of this problem.

With funding from Stop Hunger Institute Brazil, the project's goal is to give women vegetable seedlings and teach them how to build vertical vegetable gardens in PVC pipes placed on the walls of their homes. Thus, they have access to fresh vegetables using technology that has low environmental impact, is easy to maintain, and demands few resources. And they are able to feed their families and generate additional income by selling their surplus harvest.

Until the new coronavirus pandemic hit in 2020, the project was going smoothly. Between January and March, the Centro Social Charisma team managed to hold two face-to-face training workshops. The

### Hortas hidropônicas in 2020 and 2021

**155**  
people trained

**143** women  
and **12** men

project, however, was suspended from March to October.

The course started being adapted to an online format in October, maintaining the hydroponic garden facilities at the participants' homes. Unfortunately, most of the people served have no access to the Internet to continue the training, and the results obtained with the online workshops have been below expectations. Therefore, the teams are planning to resume in-person workshops with attention to sanitary protocols.



**49**  
**hydroponic  
gardens**  
built at the homes of  
workshop participants

**10**  
training  
sessions held

**1,820**  
kg of vegetables  
harvested

**155**  
people benefited  
directly  
with the  
vegetables

**775**  
people benefited  
indirectly



Cozinha  
Escola in 2020  
and 2021

**35**  
women  
trained

**5**  
-week course  
with daily  
classes

**180**  
people  
benefited  
indirectly

## COZINHA ESCOLA

Cooking is, above all, an act of love. For women in vulnerable situations, it is also a way of putting the right spice in their dreams and having the opportunity to envision a better future for themselves and their families. The Cozinha Escola project was created precisely to teach gastronomy to women in the Grajaú region, in the South Zone of the city of São Paulo, and, thus, give them a new perspective on life.

The initiative provides the opportunity to develop personal skills and to invest in training and professionalization. It is conducted in partnership with Instituto Anchieta Grajaú (IAG), which has supported families in the

neighborhood for 25 years, offering 1,000 meals a day (breakfast, lunch, snacks, and dinner) in the after school hours to 600 children and young people aged 2 to 18 years.

Cozinha Escola participants attend gastronomy classes in a newly built kitchen at IAG. There, they are trained as cooks and kitchen hands by chefs, nutritionists, and specialists from Sodexo On-site, with content developed by the Food Foundation by Electrolux and the World Chefs Academy. After completing the course, women are better prepared for the job market and for entrepreneurship.

The first class started in November 2020, and three groups have already completed the course.



“Instituto Anchieta Grajaú benefited from the Cozinha Escola project. In every woman's hard and overcoming life story, the greatest satisfaction comes from seeing in her the hope of being able to find work or start a business due to the training she has received. This is extremely rewarding.”

**Michelle Caetano,**  
project manager at Instituto  
Anchieta Grajaú





## COSTURANDO SONHOS

Connecting small pieces that make sense together is what sewing is all about. The thread that weaves Costurando Sonhos is the purpose of empowering. The project teaches women more than just how to stitch and finish on straight or overlock machines. It is their chance to hone their self-esteem into a new craft.

The tailoring and sewing course is offered free of charge, with financial support from Stop Hunger Institute Brazil. It has a 160-hour workload and certification issued by Senai, qualifying participants for jobs in this area or even for entrepreneurship. Associação das Mulheres de Paraisópolis created it in 2018 precisely to foster women's empowerment.

As it is an essentially face-to-face course – learning how to use a sewing machine requires the student to be with the equipment and supervised by a teacher – no classes were held between March and September 2020 because of the new coronavirus pandemic. Training resumed in October 2020 and trained a group following all safety protocols to prevent contamination. After the new wave of Covid-19 in early 2021, the schedule once again was delayed: The first class of the year did not begin until June.



**COSTURANDO SONHOS  
IN 2020 AND 2021**

**10**  
women  
trained and  
directly  
benefited

**50**  
people  
benefited  
indirectly

**40**  
hours  
of training

**10**  
classes  
held

## GASTRONOMIA EMPREENDEDORA

Sweets that remind you of childhood and the smell of cake coming out of the oven. Confectionery is an art that stirs emotions. And no matter how simple the occasion, it is always a desired presence in Brazilian homes.

Across the country, many women start their small businesses precisely selling products for

celebrations: Cakes, “brigadeiros,” bread, pies, snacks, and a variety of other items. It is work that often ensures the family’s livelihood, but it requires planning and preparation to avoid wasting efforts and investments. This is where the Gastronomia Empreendedora project comes in, an initiative of Associação Feminina de Estudos Sociais e Universitários (Afesu) with support from Stop Hunger Institute Brazil.

It was created to teach young, low-income women not only confectionery and baking

techniques, but also care and practices in the kitchen, pantry, food production and handling, as well as team supervision and administrative techniques. The training promotes social inclusion and income generation among these women by placing them in the labor market.

Despite the limitations imposed by the Covid-19 crisis, Afesu managed to successfully adapt the course to the online format in 2020 and held more than 60 classes. In 2021, the project started a new, 100 percent virtual training class.



### GASTRONOMIA EMPREENDEDORA IN 2020 AND 2021

**245**  
hours of  
training

**45**  
young people  
trained and directly  
benefited

**110**  
classes  
held

**225**  
people benefited  
indirectly



## GASTRONOMIA SUSTENTÁVEL

Offering someone who has lost their job a path to follow, especially in times of crisis such as that of the Covid-19 pandemic, can change a person's future. That is why Stop Hunger Institute Brazil and Sodexo support the Gastronomia Sustentável program, an Electrolux and Food Foundation by Electrolux initiative that offers free professional cooking courses to unemployed and vulnerable people.

In the classes, taught by renowned chefs in São Carlos (SP) and Curitiba (PR) since 2017, students learn to make better use of food to prepare healthier and more sustainable dishes and get guidance related to entrepreneurship.

The pandemic disrupted the project for much of 2020. Classes were resumed in November, only in Curitiba, and were adapted to be held partially online. Three groups have been trained since then.



### The figures of the learning

Curitiba (PR)

4

groups  
trained

26

people  
qualified

4

weeks of  
course

### What we do

Stop Hunger Institute Brazil and Sodexo:

- recommend teachers;
- provide food and ingredients for the entire course;
- participate in the graduation event;
- hire program graduates to work at Sodexo On-site Brazil operations whenever possible.



Due to the Covid-19 pandemic, we had to adapt face-to-face classes to a hybrid format. This allowed us to improve our collaboration with Gastronomia Sustentável. We learned a lot about fighting food waste that year. By combining our expertise with theirs, we also learned about social responsibility and logistics with Sodexo!"



**Cósimo Scarano,**

global coordinator of Social Projects at the Food Foundation by Electrolux and partner of the Gastronomia Sustentável program

# To help more people

CHECK OUT OUR  
OTHER INITIATIVES TO  
COMBAT HUNGER AND  
MALNUTRITION IN 2020  
AND 2021

## PROGRAMA HORTALIÇAS

When we planted this seed 18 years ago, we could barely imagine how bountiful our harvest would be. The first Stop Hunger initiative in Brazil, Programa Hortaliças has helped to put food on the plates of thousands of people.

Under this initiative, students from the School of Agriculture of São Paulo State University (Unesp) take care of a community garden at the Jaboticabal campus – there was also a vegetable garden at the Botucatu campus until 2019. In addition to applying in practice what they learn in the classroom, these students cultivate vegetables that, after being harvested, are donated to social institutions. In return for their dedication to the project, they earn scholarships offered by Sodexo.

### Who received the vegetables

- Unenlar
- Pastoral Criança
- Lar Caminho
- Menina Luz
- Vila Vicentina
- Creche Maria do Carmo
- Casa da Criança
- Cever

**21,957**  
**kilos of**  
**vegetables**

harvested at the Jaboticabal  
campus in 2020\*

*\*Due to the Covid-19 pandemic, the campus  
remained closed throughout most of 2020 and 2021.  
Therefore, crop volume dropped significantly.*





## HORTA NA LAJE

A project awarded by Stop Hunger Global and recognized with the GEEIS-SDG Trophy (Gender Equality European & International Standard – Sustainable Development Goals). This is Horta na Laje, created in 2017 by Stop Hunger Institute Brazil, Associação de Mulheres de Paraisópolis, Instituto Escola do Povo and by União dos Moradores e do Comércio de Paraisópolis.

In a vegetable garden installed on the terrace of the União dos Moradores e do Comércio de Paraisópolis building, community

residents, especially women, take care of the plantation and learn pot planting techniques to reproduce at home, making sure healthier food is available to their families. Part of the harvest is donated to the community, while another is used in the recipes of the Bistrô Mãos de Maria community restaurant, located in the region itself.

As the initiative consolidated, the vegetable garden also became a space for interaction and leisure, bringing more quality of life to Paraisópolis.

### Horta na Laje in practice 2020

- 2 training workshops held
- 80 people qualified
- 160 garden inputs distributed
- 80 booklets distributed
- 100 visits received to learn about the project
- 3 people made a vegetable garden at home after training in the workshops

During the year, fewer workshops and visits were conducted, and fewer supplies and booklets were distributed due to the Covid-19 pandemic. In addition, there were still no gardening activities in 2021. The program will return to its normal pace as soon as the scenario allows.



## HORTA NA ACADEMIA PÉROLAS NEGRAS

Inaugurated in 2019, this community garden helps to feed the athletes of the Pérolas Negras Soccer Team, in Resende (RJ). They are refugees from countries like Haiti, Angola, Syria, and Venezuela, in addition to young Brazilians living in slums and poor suburbs who, through sports, have the opportunity to develop their talent and become protagonists of their own lives.

Cultivated at the Academy's training center, the vegetable garden is the outcome of a partnership between Stop Hunger Institute Brazil and the NGOs Viva Rio and Cidades sem Fome. Team players and technical staff are directly involved in planting the vegetables and can take the entire harvest home, thus having a diet richer in nutrients.

AT THE MOMENT, THE ENTIRE PRODUCTION OF VEGETABLES AND GREENS IS RESERVED FOR THE TEAM. GARDEN YIELD DROPPED WITH THE NEW CORONAVIRUS CRISIS, ESPECIALLY IN 2020 AND 2021; HOWEVER, AS THE HARVEST INCREASES, VIVA RIO WILL BE ABLE TO SELL PART OF THE SURPLUS VEGETABLES TO THE COMMUNITY, AT A LOW COST, MAKING THE PROJECT SELF-SUSTAINABLE.

### The figures of the garden

## 2020

# 710

kg of  
vegetables  
harvested

# 55

people  
benefited  
directly

## 2021\*

# 19

kg of  
vegetables  
harvested

# 55

people  
benefited  
directly

*\*Data from January to July 2021.*



Who we help

**70**

people benefited directly by the food staple baskets

**350**

people benefited indirectly

## INSTITUTO RECANTO BASKETBALL

If you are hungry, you cannot play. This is not a rule of basketball, but of life. And hunger was an issue for the young female basketball players at Instituto Recanto Basketball, a social project aimed at students at the Recanto Verde State School, in the São Mateus region, on the east side of São Paulo.

With the help of employees from the Pinheiro Neto Advogados law firm, which also sponsors and supports the team, a collaboration was created between the Stop Hunger Institute and Recanto Basketball to help solve the problem at the source.

Every month, Stop Hunger Institute Brazil donates a 12-kilo food staple basket to each basketball team member, both starters and reserves. This food gives athletes aged 7 to 17 years the opportunity to help supplement their families' meals and contribute to these people's nutritional security.

The biggest victory was against hunger

2020

**840**

food staple baskets delivered

**10,080**

kilos of food donated in the baskets

2021

**420**

food staple baskets delivered

**5,040**

kilos of food donated in the baskets

Data on 2021 are from January to June. In July, Instituto Recanto Basketball players started to use the Flex Stop Hunger Food Card, getting monthly credit matching the value of the physical food basket.





## TO READ AND LEARN

More than providing the support needed to improve people's quality of life, we believe that teaching how to prepare healthy meals is also a way to take care of nutrition and fight hunger.

This motivated us to create and distribute, free of charge and for download, a series of online books and guides that teach everything from planting and maintaining the vegetable garden to preparing recipes that use parts of the food that would otherwise go to waste, such as fruit and vegetable peels.

Nutritionists and students from the School of Agriculture at São Paulo State University (Unesp) prepare the publications' content, under the coordination of professors from the Jaboticabal and Botucatu units. This is how Stop Hunger Institute Brazil helps to avoid food waste, to promote healthy eating, and to encourage sustainable production.

### Our publications

#### RECEITAS SUSTENTÁVEIS (SUSTAINABLE RECIPES)

E-book featuring recipes prepared by the Sodexo team of nutritionists. Ingredients such as banana peel and waste from the preparation of vegetable milk encourage the full use of vegetables, fruits, and other nutrient-rich ingredients.

#### HORTA EM CASA (HOME VEGETABLE GARDEN)

Guide with tips on how to implement and care for a vegetable, greens, and fruit plantation in a domestic environment.

#### 7 PASSOS PARA FAZER A SUA HORTA EM CASA (7 STEPS FOR YOUR HOME VEGETABLE GARDEN)

Practical guide that teaches cultivation techniques and recommends the best vegetables to plant for every season.

#### MANUAL DE TEMPEROS (SPICE HANDBOOK)

Handbook featuring instructions on how to plant spices at home, on harvesting each spice properly, and on solving the key issues that come up in home gardens.



# Financial results







### Valuation of the volunteer work\*



\*In compliance with ITG 2002, the entity measures the value of volunteer work, which is calculated at fair value considering the amounts that the entity would have to pay to hire these services in a similar market.

The amounts of R\$215,634 (2020) and R\$8,689,200 (2019) were recognized in the income statement under the heading of revenue from gratuities, with a counter entry in expenses with gratuities.

### Current assets



### Current liabilities



### Net equity



### Operating income

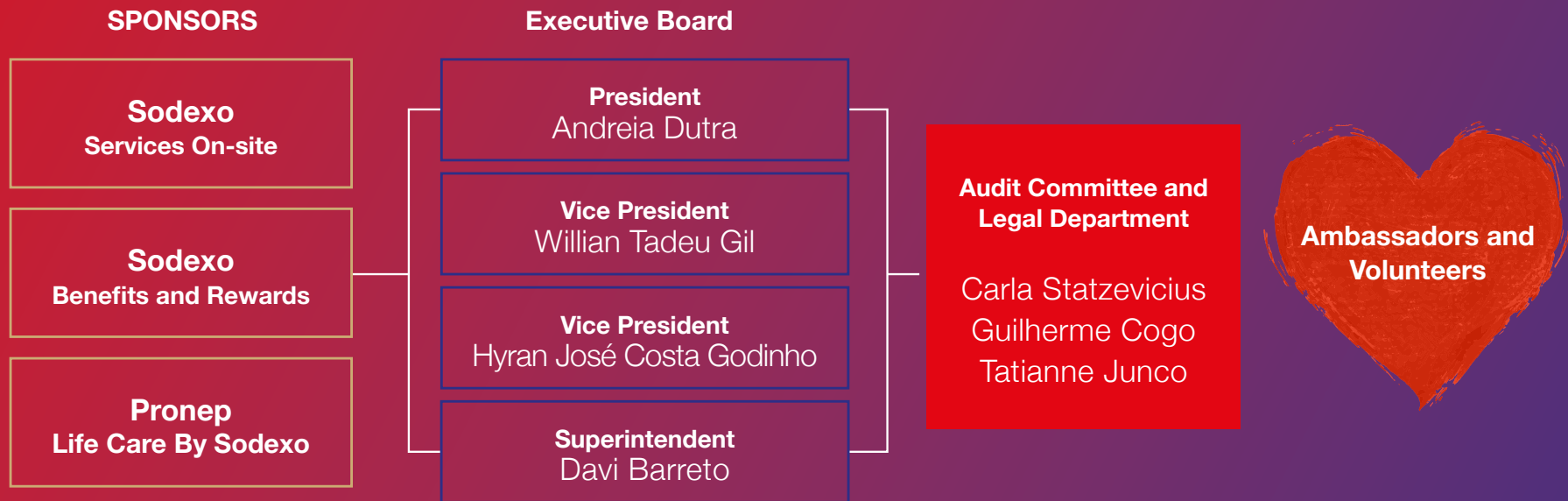


### Operating expenses



# STOP HUNGER INSTITUTE BRAZIL

## Governance



**GLOBAL ADVISORY COMMITTEE:** Andrea Krewer – Responsible for encouraging and supporting the implementation of regional initiatives and ensuring oversight from a global perspective.



## Who collaborates with us

Academia Pérolas Negras	Healthy Safe Place to Work (HSPW)
Alana	Instituto Anchieta Grajáú
Associação das Mulheres de Paraisópolis	Instituto Escola do Povo
Associação Feminina de Estudos Sociais e Universitários (Afesu)	Instituto Pró Saber
Avina Américas	ISA CTEEP
Banco de Alimentos de Porto Alegre/RS	Jall Card
Bank of America	Kärcher Brasil
BNP Paribas	Localiza
Boomera	Locaparts ABC
Centro Social Carisma	Lover Ipsum
CHS Agronegócio	Luciana Cássia Fotografia Profissional
Cidades sem Fome	MediTeq
Clube Atlético Paranaense	MKT Log
Concept Blindagens	ONG Banco de Alimentos de SP
Daitan	Open Mind Brazil
Decalc Confecções	PicPay
DocuSign	São Paulo Futebol Clube
DSM Produtos Alimentícios	Sarrat Moraes Advogados
Electrolux	TecnoFood
Food Foundation by Electrolux	Thomson Reuters
Erlan	União dos Moradores de Paraisópolis
Estácio	UniRun
Flash Courier	Universidade Estadual Paulista (Unesp)
Flormel	VemPlast
Fundação Feac	Viva Rio
G10 Favelas	World Food Programme (WFP)
Grupo Saga	Zurich Foundation

## Thank you!

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Aline Bezerra	Daniel Souza	Juliana Gopfert	Poliana Castro
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Claudia Braga	João Marinho	Monica Soto	
Claudia Dourado	João Muniz	Monica Torquato	

# To whom we make a difference

## AMAZONAS

Abrigo Infantil Monte Salem  
(Jovens com uma Missão)  
Abrigo O Coração do Pai  
Associação Missionária  
Evangélica do Amazonas – AME  
(Acolhimento de Venezuelanos)  
Casa Vhida – Associação de  
Apoio à Criança com HIV  
Nacer – Núcleo de Assistência  
à Criança e Família em Situação  
de Risco  
SOS Aldeias do Brasil (SOS  
Children's Villages Brasil)  
Vicentinos Igreja Nossa Senhora  
das Dores

## BAHIA

Asilo São Lázaro  
Associação Casa de Caridade  
Adolfo Bezerra de Menezes  
Lar Vida – Valorização Individual  
do Deficiente Anônimo  
Núcleo de Apoio ao Combate do  
Câncer Infantil (Nacci)

## CEARÁ

Lar Amigos de Jesus  
Lar Torres de Melo  
Lar Três Irmãs

## DISTRITO FEDERAL

Casa de Paternidade  
Lar de São José

## ESPÍRITO SANTO

Abrigo de Idosos Abel Pino  
Portela  
Associação Lar Teresa de Jesus  
Lar da Velhice Angelo Passos

## GOIÁS

Asilo São Vicente de Paulo –  
Catalão  
Associação Espaço Vida  
Educação Inclusiva  
Guardiões do Amor Maior

## MINAS GERAIS

Abrigo Lar Cristão de Belo Horizonte  
Ação Comunitária Social e  
Beneficente Ebenezer (Acosbe)  
Associação de Apoio às Crianças  
e Idosos (AACI)  
Casa de Repouso Santa Luzia de  
Marilac  
Creche Imaculada Conceição  
Fraternidade Espírita Irma Rosalia  
Lar dos Idosos Benedito Venâncio  
Lar dos Idosos José Verçosa Júnior  
Lar dos Idosos Nossa Senhora  
da Saúde  
SSVP – Conselho Metropolitano  
de Belo Horizonte da Sociedade

## PARÁ

Creche Lar Cordeirinho de Deus  
Grupo Espírita Jardim das  
Oliveiras

## PARAÍBA

Aspan – Associação Promocional  
do Ancião Dr. João Meira de  
Menezes  
Vila Vicentina Júlia Freire

## PARANÁ

Acepp – ONG Assistencial a  
Crianças Carentes Portadoras  
com Câncer, Leucemia e Paralisia  
Cerebral

Associação Caminho da Vida Lar  
Dona Vera  
Associação Casa do Pai  
Associação de Proteção a  
Maternidade e Infância (APMI)  
Itaperuçu  
Associação Franciscana de  
Educação ao Cidadão Especial  
(Afece)  
Central Integrada de Apoio a  
Família (Ciaf)  
Centro Espírita Pai Joaquim de  
Aruanda  
Fraternidade Espírita Casa do  
Caminho Curitiba  
Lar das Marias  
Lar Dona Vera  
Lar Mãe Maria  
Renar – Obra Assistencial de  
Recuperação e Resgate a Vida

## PERNAMBUCO

Fundação Terra

## RIO DE JANEIRO

Casa do Abraço  
Casa Emilien Lacay – Rede  
Cruzada  
Centro Cultural Oca dos Curumins  
Mesa Brasil Sesc  
Viva Rio – Academia Pérolas Negras

## RIO GRANDE DO SUL

Associação Beneficente Amor ao  
Próximo (Abap)  
Associação de Cegos Louis  
Braille (Acelb)  
Aldeia da Fraternidade  
Associação Solidária Só os Fortes  
(Assof)

Banco de Alimentos do Rio  
Grande do Sul  
Casa da Sopa – Nova Prata  
Casa Lar do Cego Idoso  
Cozinheiros do Bem  
Instituto do Câncer Infantil  
Lar do Idoso São Vicente de  
Paulo  
Projeto WimBelemDon

## SANTA CATARINA

Bairro da Juventude dos Padres  
Rogacionistas  
Casa Adalto – Apoio às Crianças  
com Câncer  
Casa de Repouso para Idosos  
Ágape  
Casa Lar – Associação Irmã  
Carmen  
Casa São Francisco – Lar dos  
Idosos  
Lar do Donzelli  
Lar Idoso Ágape

## SÃO PAULO

Ação Educativa  
Associação Beneficente de  
Amparo ao Idoso Carente  
Caminho da Vida (Abaic)  
Associação Beneficente Feminina  
Sírio-Libanese (ABSL)  
AEB – Casa de Convivência Porto  
Seguro  
Apae de São Paulo/Instituto Jô  
Clemente  
Aproses – Exército da Salvação  
Arca do Brasil  
Arsenal da Esperança  
(Associação Assindes Sermig)  
Asilo João Kulh Filho

Asociación Palotina – Centro de  
Acolhida Especial para Mulheres  
Migrantes (Caemi Palotinas)  
Associação Beneficente Cantinho  
da Meimei  
Associação Comunitária Monte  
Azul  
Associação Cruz Verde  
Associação das Mulheres de  
Paraisópolis  
Associação de Pais e Amigos dos  
Excepcionais de Cabreúva  
Associação Feminina de Estudos  
Sociais e Universitários (Afesu)  
Associação Guaraúna Arte Cultura  
(GAC)  
Associação Monte Azul  
Associação Prato Cheio  
Associação Reciclazaro  
Associação Refúgio 343  
CACCC CBC – Centro de Apoio  
à Criança Carente com Câncer  
São Paulo/SP  
Casa Apoio de Crianças com  
Câncer (Cajec)  
Casa da Criança e do  
Adolescente de Santo Amaro –  
Grossarl  
Casa da Sopa  
Casa dos Velhos Irmã Alice  
Casa Ondina Lobo  
CBC – Centro de Apoio à Criança  
Carente com Câncer (Grupo Anjo  
Azul)  
Centro de Assistência e  
Promoção Social Nosso Lar  
Centro de Recuperação e  
Educação Nutricional (Cren)  
Centro Espírita Amor e Caridade  
(Ceac)

Centro Social Carisma  
Crea+ Brasil São Paulo  
Cristolândia São Paulo  
Cruz Vermelha SP  
G10 Favelas – Paraisópolis  
Grupo da Sopa  
Grupo de Assistência ao  
Tratamento e Hospedagem Infantil  
(Grathi)  
Grupo Espírita Baturá (GEB)  
Grupo Vida Brasil  
Hospital de Base São José do  
Rio Preto  
Instituto Anchieta Grajaú  
Instituto Beneficente Viva a Vida  
Instituto C  
Instituto Escola do Povo  
Instituto Mensagem de Paz  
Instituto Padre Haroldo  
Lar Assistencial Mãos Pequenas  
Lar Mãe do Divino Amor (Lemda)  
Lar Sírio Pró-Infância  
Liga Solidária  
Missão Vida  
ONG Banco de Alimentos  
Pão dos Pobres de Santo Antonio  
Projeto Dona Odette  
Projeto Gente Nova  
Recanto Menina Luz  
Sociedade São Vicente de Paula  
SOS Aldeias do Brasil (SOS  
Children's Villages Brasil)  
União dos Moradores e do  
Comércio de Paraisópolis  
Vila Vicentina de Jambeiro

## SERGIPE

Same – Lar do Idoso





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hunger**

<http://br.stop-hunger.org>



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