

REPORT SOS IMPERIAL PARK COMMUNITY / BRASIL

A person with short, dark, spiky hair is seen from behind, standing on a rooftop or balcony. They are wearing a dark, patterned short-sleeved shirt and dark shorts with white stripes at the hem. Their arms are outstretched horizontally to the sides. In the background, a dense urban landscape of colorful buildings (brick, concrete, green, blue) is visible, with trees and a clear sky in the distance.

CLOSING OF THE FIRST PHASE

MOBILIZER

UNCLOSING OF THE FIRST PHASE

In April of this year, when we became aware of the gravity and the situation that we would face, we launched the “Corrente do Bem” involving all possible actors in society. We confirmed early on that the COVID-19 pandemic has made inequalities even more unequal, whether through internet access or access to basic rights such as health and housing, where many did not and still do not enjoy the option of staying at home. – as determined by the organs of health.

The most vulnerable families were hit hard by unemployment and / or a drastic reduction in family income.

On the other hand, the campaign initially mobilized by Cepac, had the support of companies and people who are partners of the institution, also involving public agencies such as CRAS and UBS, other institutions that added or shared their donations with others. We count on the primordial involvement of “Pontos de Luz” and Voluntary Psychologists – people from the community and mental health professionals who donated to identify and help the most needy at the moment, ensuring that they did not experience so much difficulty.

After 5 months of a pandemic, the Current of Bem Cepac has impacted hundreds of families with the mobilization and distribution of food, hygiene material, clothes, masks, marmitex, diapers, milk, psychological assistance, among others and today it takes new directions.

The proposal was absorbed by the community (Pontos de Luz) and became a beautiful chain of mutual aid among residents, companies, volunteers, public agencies and other civil society organizations with the help not only of the residents of the Imperial Park but with support for families from other neighborhoods, such as Jardim Mutinga and Portal D'Oeste in Osasco.

We know that this difficult situation that we are going through is far from the end, but the good thing is to know that we are not alone in this crossing and certainly together we are more.

**Claudete P. Michelassi -
Resource Mobilizer**

Brazil, Setembro 2020

DISTRIBUTED ITEMS

OVER
1,600
FAMILIES
BENEFITED

300
PSYCHOLOGICAL
ASSISTANCE

NEEDS MET

To identify the most urgent demands, we count on the participation of the community that we call "Points of Light".

In addition to the basic food baskets distributed since the beginning of the Pandemic, the needs of the community have increased due to the growing number of unemployed. The Chain of Good distributed food, hygiene and cleaning products, disposable and fabric masks, amounts for payment of urgent bills, fruits, milk, alcohol gel, soaps and social assistance (psychologist and social worker).





1.350
BASIC BASKET

1.500
DISTRIBUTED
FABRIC
MASKS



NETWORKING

Since the beginning of the campaign, several actors have been mobilized, in addition to companies and individuals, we have the support and partnership of local government agencies, volunteer psychologists and the fundamental role of the community (Pontos de Luz), which in addition to contributing has taken over the proposal and continue to form a beautiful and current chain of humanitarian aid bringing, discussing and resolving the demands of the Parque Imperial / SP community.

Brazil, September 2020



**1.081
ALCOHOL IN GEL**

**280 KITS
HYGIENE / CLEANLINESS**



Brazil, September 2020

POINTS OF LIGHT - COMMUNITY IN ACTION

In August, the institution met with the community (14 people – Pontos de luz) to inform that the campaign would move to a second phase as we also need to raise funds for the survival of the post-Pandemic institution. This second phase would require the empowerment of points of light so that they continue to raise and meet the demands of the community since the Pandemic is far from over.

We emphasize the important role of the group in raising demands and proximity to the most vulnerable families and referrals made by the group.

The group of volunteers also gave several orientations to the families visited, such as the functioning of the social assistance, health, emergency aid network, in addition to the withdrawal of medications from the public network and delivery upon presentation of a prescription.



DEPOSITIONS

Fabiana Cristina – Social Worker at Cepac Barueri

"My name is Fabiana, I have been a social worker at Cepac for 5 years but specifically at SCFV Semeando o Futuro.

Being part of this project, of a solidary nature, a current of good and adding to the construction of the performance of women – Points of Light, is an unparalleled professional achievement.

Taking action against the pandemic's already so expressive reflexes, providing technical, methodological support and intersectoral articulation, are goals that must always be challenged. When it was presented to me by our fundraiser – Claudete – the project Pontos de Luz in its prototype, I did not hesitate to build together with the team the composition of this chain of incredible women, who would be circulating in the territory and its adjoining ones, this happened very fast in the face of the emergence of the pandemic situation.

Since these already demonstrated – through their participation in the Cepac committee of assisted families – a progressive movement from moving from a scenario, from where the facts and consequences happened in their realities, to another perspective that occurs when recognizing active agents of continuous transformation in an individual and social way.

This collective movement in its gene, not only can see and support, with basic items collected from the Chain of Good to people who were already socially null and suffering even more with the aggravation of the expressions of the social question in the face of the pandemic, but also made it possible in many cases, to articulate and make these individuals seen again in the face of public policies, which in some of their life's difficulties they unduly lacked.

The Points of Light are women who, when they recognize themselves and connect in adversity, will reveal the dimension of the potential degree that they are, when they come together to lead the human cause ”.



Marcilange Feitosa – Integral Ponto de Luz

"I am Marcilange, I am 42 years old and I have been at Cepac since March / 19. I had the privilege of participating in the Ponto de Luz project, at the invitation of Fabiana, aka Fabi, in which I had many experiences that will be kept forever in my life, because during this period I was able to realize, more than ever, that we need to look closer, which in many cases has no one to turn to, the demands found made us seek information and better ways of approaching in order to try to help families with their needs, thereby acquiring a lot of knowledge.

I feel that I have evolved a lot as a person, all of this just makes me believe and be sure that we need to continue fighting with the tools we have, in search of a more just society. Without so much social inequality, what defines the closure of this project cycle is: Gratitude to Cepac. For yet another project aimed at lives, who scream to be seen and have an opportunity to change their life".



19
VOLUNTEER
PSYCHOLOGISTS

Juliana Silva – Volunteer Psychologist

"I am Juliana, I am 31 years old, I have a degree in psychology and I had the privilege of being part of some Cepac projects.

In a society with so much social inequality in which we live, I believe that sharing what we have with those in need is everyone's responsibility. However, sharing does not gain only one side, but both are building. In building together there is exchange, learning, love and hope.

I am happy to be part of a project that enables a better society, even in the midst of so many losses generated by this pandemic".

Donors

Individual and legal entity

10 anonymous; Paulo Piccini; Fernanda Monteiro; Flavio Dias; Juliana Noronha; Mauro Frangipani; Marco Aurelio Camin; Denis Pereira Goulart; Vinicius Soares; Guadalupe Franzosi; Daniela DL Galante; Flávia VP Camargo; Niuton Shigueru Tanaka; Willian Shibuya; Valeria de Souza Pinto; Manuel Castellanos, Sebastian Fernandez Azzato; Deborah from Genova; Marina Schwartzman; Maurício Pinheiro Xavier; Cláudia Briganti; Camila Magri Alvarez; Guilherme P. Machado; Juliana Alves; Rafaela Teles; Tatiana Junko; Sydney Cohn; Corteva; Euromonitor; Roberta B. Sales; Marcelo Bernardini; Danuta Jeziorska; Lea Maria De Luca; Bruno Vargens; Eliete S. F Souza; Rogerio Fontes Rocha; Ricardo Faustino; Rosemeire Bueno; Paulo Sérgio João; Ricardo Diniz; Linko Ishibashi; Mirelly Alves; Diogo Lopes; Murilo Cíntra Grassi; Deizi da Silva; Coimbra; Tulio Maia; Leonel D Andrade; Sorava Bahde; Yara Barboza de Oliveira.

U\$
18,204.32

The amount collected met the following basic needs of the community: basic basket, hygiene and cleaning supplies, alcohol gel, fabric and items for making a mask, payment of emergency expenses for neighborhood residents, infant and geriatric diapers, milk and maintenance financial institution.





GLOBAL GIVING

— **Thank You** —