

ACTIVITY REPORT 2023

INSTITUTO MELO CORDEIRO

SDGs AND INSTITUTO MELO CORDEIRO

Our report and activities relate to the following SDGs:



No Poverty: End poverty in all its forms everywhere.



Good Health and Well-being: Ensure healthy lives and promote well-being for all at all ages.




Quality Education: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.



Reduced Inequalities: Reduce inequality within and among countries.

INSTITUTO MELOCORDEIRO

OUR IMPACT



+82 CHILDREN
BENEFITED FROM THE
EDUCATIONAL
**PROJECT S.E.R. -
SABERES EDUCATIVOS
EM REDE**, RUN BY
THE INSTITUTE.

+\$600,000
INVESTED
IN PEOPLE,
MATERIALS AND
MANAGEMENT,
FOCUSED ON
PROJECT
MAINTENANCE

+110 PEOPLE
SERVED
IN FULL, BETWEEN
TRANSANNUAL
**EDUCATIONAL
PROJECTS**

**+38,000
MEALS**
SERVED DURING
THE YEAR IN
SOCIO-
EDUCATIONAL
PROJECTS

+3,140 PEOPLE
ASSISTED, BENEFITED
AND SUPPORTED
DURING THE YEAR,
ACROSS ALL THE
INSTITUTE'S
SOCIAL
PROJECTS.

300+
VOLUNTEERS,
DONORS AND
SUPPORTERS OF
THE PROJECTS
CARRIED OUT.





WE BELIEVE IN MULTIPLICATION

FOR **13** YEARS, THE INSTITUTO MELOCORDEIRO HAS BEEN TRAINING MULTIPLIERS BASED ON **EDUCATION, CULTURE AND EMOTIONAL INTELLIGENCE.**

WE PROVIDE **OPPORTUNITIES** FOR **CHILDREN** AND **YOUNG PEOPLE** TO ESCAPE **SOCIAL VULNERABILITY** AND **EXTREME POVERTY** THROUGH OUR TOOLS: **QUALITY EDUCATION, EMOTIONAL SUPPORT AND SAFE FOOD.**

4 EDUCAÇÃO DE QUALIDADE



10 REDUÇÃO DAS DESIGUALDADES



3 SAÚDE E BEM-ESTAR



WE WORK TOWARDS A BETTER LIFE!

Ferraz de Vasconcelos

has one of the worst HDIs in the state of São Paulo, with more than 17,000 children and young people living in situations of social risk.

10% of children in the state are food insecure.



65,7% of the population

Ferraz de Vasconcelos is in a situation of **medium and high vulnerability**

Only 27,5%

Of Portuguese and Math content is absorbed by students from the Ferraz de Vasconcelos public school system.



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- **STAND UP HOPE**

Stand Up Hope is the annual comedy event held by the Melo Cordeiro Institute to raise funds for social projects that focus on well-being and happiness through laughter.

In its 7th edition in 2023, the event brought together more than 300 people at the Gamaro Theater in São Paulo to celebrate 13 years since the IMC was founded.

The project consists of a stand-up comedy show, where the comedians donate their time and talent in exchange for an event where the audience gets involved, not only with the fun of the jokes told, but also with the initiative and donation of funds for the maintenance of all the charitable actions carried out by the institute.



INSTITUTO MELOCORDEIRO



- **SPONSORSHIP (APADRINHAMENTO)**

The Sponsorship Program is our fundraising initiative to promote the transformation of children, their families and communities. By becoming a sponsor, you commit to donating at least R\$100.00 a month to improve the quality of life of a child in a situation of deprivation, exclusion and social vulnerability.

It's not about money, financial support. When a child receives a godfather or godmother (sponsors), they feel valued and believed in. They say that there is someone who believes in them and this transforms their potential for achievement.



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CHRISTMAS BAG

The "Sacolinha de Natal" (**Little Christmas Bag**) project is a volunteer initiative that brings together **Melo Cordeiro Group** employees and external volunteers to make and donate bags of food for the end-of-year celebrations. The program has been running for 10 years and has developed considerably with each edition.

In **2023**, we had the special support of the **company Seven To All Mankind** with the donation **of 50 bags** by its employees, through the 'bag sponsorship', a program to support the project, **where volunteers sponsor a student to give them a bag**.

310 Sacolinhas were distributed in the program in 2023, serving children and young people already benefiting from the Melo Cordeiro Institute and partner organizations, as well as their close relatives.



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BLACK CONSCIOUSNESS DAY CANTATA

The **Cantata project** consisted of four performances, called the Multicolor Recital, during the month of **November/2023**: Black Awareness Month.

In November, the Melo Cordeiro Institute works on self-esteem, awareness and race, with a focus on racial equity work with the beneficiaries.

The Recital gained notoriety with its performances and was recognized by the parents and families of the students from the project, as well as city authorities, bringing an audience of 2,000 people to the performances.

The Black Awareness agenda in Ferraz de Vasconcelos is packed with activities, and the Multicolor Recital had a big impact on the community in 2023.



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REPRESENTATION ON RACIAL COUNCILS, CMAS AND CMDCA

The S.E.R. Project completed 9 years of existence in 2023, and from the outset the Instituto Melo Cordeiro has always understood the importance of including in its **Pedagogical Political Project** activities that value the ethnic and cultural diversity of our country.

We work on affirmative actions in the day-to-day workshops given to children and adolescents in the SER Project, as well as exercising our social participation in municipal councils, forums and conferences in Ferraz de Vasconcelos and the region.

On June 5, we took part in the inauguration of the Ferraz de Vasconcelos Racial Equality Council, COMPIR/FV, through the representation of social educator Aislan Henrique dos Santos Elias and technical coordinator Jussara Delfino, who are now municipal councillors for racial equality.



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DAY TO MAKE A DIFFERENCE

In 2023, the Melo Cordeiro Institute held Make a Difference Day, an annual volunteer event that supports the development of social organizations in Ferraz de Vasconcelos with activities to strengthen and improve their spaces.

This year, the action took place at Casa de Cultura Raízes - IMC's partner organization - to renovate the space, which is located in Ferraz de Vasconcelos, on October 7th.

The aim was to help improve the community house and raise funds and materials to carry out the renovation.

Casa de Cultura Raízes has been active since 2012, developing projects and social actions in the areas of culture, citizenship and sports with the aim of empowering citizens and promoting local development.



INSTITUTO MELOCORDEIRO

CAUSING SOCIAL IMPACT TOGETHER

ORGANIZAÇÕES PARCEIRAS:



Casa de Cultura Raízes



Associarte



Pequeno Leão



Laços Eternos

FOOD DONATORS

- Thaís Rodrigues
 - CEAGESP
- Samba da Ribalta
 - PROBEN

CORPORATE PARTNERS

- Karina Plásticos
- Quality Refeições

FUNDING COMPANIES.

- Empresas Grupo Melo Cordeiro:
 - Sainte Marie Trading
 - Cordeiro Soluções
 - Em Energia

**7.5 TONS OF FOOD DONATED
TO IMC AND THE
COMMUNITY**

**FINANCIAL AND FOOD
SUPPORT**

**STAFFING AND FINANCIAL
MAINTENANCE OF PROJECTS**