

# 4 PS IN PARELHEIROS:

OUR JOINT ACTIONS IN 2020

## 1.735 SUPPORTED FAMILIES

Our first action was the identification, registration of needs and selection of the most vulnerable families in the 6 neighbourhoods in which we operate, in partnership with early childhood education centres, schools, community health agents, social assistance services and churches, totalling 6,194 direct participants.



## R\$ 1.630.391,39\* IN FUNDS RAISED

In addition to the financial and material resources raised through partnerships and campaigns, which totalled approximately BRL 1,630,391.39, many people donated their best to support families: their time, knowledge, listening and affection.

## 74 PEOPLE DIRECTLY INVOLVED

The team members of the projects developed by IBEAC and CPCD in the territory of Parelheiros were involved in the actions of the 4 Ps.



## 99 TONS OF FOOD

We are concerned with balancing the distribution of healthy, organic and nutritious foods, among other products, that take into consideration children and the sharing of affection and warmth through food, thus further contributing to food security.



## 1.220 FOOD CARDS

One strategy to take the care of social isolation requirements was to encourage the circulation of resources in communities. We checked the availability of stock, distribution and sale of products, without increasing prices, with local businesses.

## ALCOHOL BOTTLES, DIAPERS AND ACETATE MASKS

We distributed COVID-19 prevention kits to the community. Altogether, 2,800 bottles of spray and gel alcohol, 7,440 diaper packs for children and 300 acetate masks were delivered.

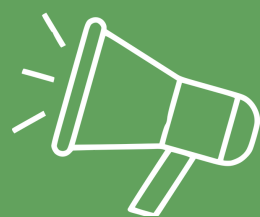


## 25 THOUSAND HANDMADE MASKS

22 voluntary seamstresses mobilised to produce handmade masks, in addition to individuals who donated ready-made masks and fabrics. All the masks distributed were sanitized, packaged and accompanied by guidance on use.

## 60 PODCAST EPISODES AND 3 EDITIONS OF THE DIGITAL NEWSPAPER

The Voices of Parelheiros (Vozes Daqui de Parelheiros) Community Communication Agency - a collaborative action between IBEAC, CPCD, community and partners - produced podcasts and digital newspaper.



## 100 READING MEDIATION VIDEOS

We occupied social networks with reading mediations and literary indications, in addition to videos and cards talking about the pandemic, access to emergency assistance, self-care tips, prevention, games, recipes and toy making.



## 5.000 NEW BOOKS DELIVERED

The arts have played a fundamental role in nurturing and welcoming people in the period of isolation. Believing in this power, we distribute new and sanitized books to the Parelheiros community. Toys were also sent along with the books.

## ORGANIC FOOD PRODUCTION AND COMMUNITY GARDENS

20 organic farmers became involved in the production of food for the baskets distributed to the community. Four community gardens were created and five families continued to cultivate gardens on their farms with a focus on food security.



Access the full report at: <https://bit.ly/3mC2mTT>