



Ronald McDonald House
Belém



Ronald
McDonald
House®
Belém

Bringing families together™

ACTIVITY AND SOCIAL IMPACT REPORT

2021 - 2022



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casaronaldbelem.org.br

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Together

for the health and well-being of children and
adolescents with cancer and their families



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“ Message from the Administration ”



**Raimundo
Vasconcelos**

Chairman of the Deliberative Council

It is with a renewed heart, grateful for the strength of the solidarity of people who push us forward with our noble mission, that we report to our stakeholders on the main achievements of Ronald McDonald House Belém, which during the years 2021 and 2022 had an impact on the lives of hundreds of families that were welcomed by the institution, while undergoing treatment in search of a cure for childhood cancer, at the Hospital Oncológico Infantil Otávio Lobo.

We recognize that the work done would not exist if it weren't for the kindness of thousands of donors, who believe in the seriousness of the work that Ronald McDonald House Belém has been carrying out over these 10 years, where each

administration that has passed through here, has contributed significantly to the consolidation of the values that guide our actions in carrying out the mission that is “to welcome children and adolescents with cancer, and their families, promoting health and quality of life.”

Acknowledgements

We express our sincere gratitude to everyone who has dedicated themselves to the success of the activities of Ronald McDonald House Belém, which welcomes children and adolescents undergoing cancer treatment. We know that each one contributes in unique and valuable ways to our mission, whether through financial donations, donations of time, skills and resources, or simply through the moral support and encouragement that is offered to our beneficiaries.

If it weren't for their generosity and commitment, we wouldn't have been able to provide these children and adolescents with a safe and welcoming environment, where they can enjoy material comfort, receive quality emotional care and, also, have fun being children. Together, we are making a difference in the lives of these children and adolescents and their families.

We are extremely grateful for believing in our cause and for helping to transform the world into a better place.

Translation: Elaine Costeira
ecosteira@hotmail.com

Challenges and Obstacles We Faced

Certainly, the years 2021 and 2022 brought many challenges and obstacles for all people, organizations and communities around the world. Despite all the difficulties, The Ronald McDonald House Belém continues to offer support, love and care for the children and adolescents that are welcomed by the institution. Our support house was forced to quickly adapt to new ways of working and adjust to the safety needs imposed by the COVID-19 pandemic, all while maintaining the provision of vital assistance to those who needed it. The obstacles faced by the RMH Belém in 2021 and 2022 were many, but we were able to overcome them with courage and skill. We faced a pandemic head on, implementing new security measures and ensuring that everyone involved was protected. We were able to quickly adapt to changes in

working conditions and the demands of guests and their families. While the challenges of 2021 and 2022 may have been difficult, they also witnessed the strength and resilience of our institution. Ronald McDonald House Belém will continue to work tirelessly to support children and adolescents with cancer, offering them hope and comfort during the period of their treatment. As an organization dedicated to caring for others, we are a true example of how kindness and compassion can overcome any obstacle. Even when things were tough, we stayed true to our mission to help those most in need, and that's a testament to our dedication and commitment. May we continue to face challenges with courage and experience, knowing that we are a beacon of hope for many people.

The years 2021 and 2022 were quite challenging, as the COVID-19 pandemic was still strongly present in our day, limiting fundraising actions, volunteering actions and any and all actions to gather people that would expose our children and adolescents to the virus.

Fortunately, following the protocols recommended by Ronald McDonald House Charities - RMHC Global, we managed to get through this period providing the best safety conditions for our guests and employees.

In this Activity and Social Impact Report – 2021 and 2022, we share with you our main achievements that have positively impacted the lives of hundreds of families and say that without you, donors and partners, none of this would have been possible.



Rosa Pires
CEO

With emotion and sincerity
Thank you very much!



INTRODUCTION

The **Ronald McDonald House Belém**, is a non-profit organization that is dedicated to welcoming children and adolescents who face the fight against cancer. We believe that all children deserve the best possible care and support during this challenging time in their lives. That is why our mission is to welcome children and adolescents with cancer and their families, promoting health and quality of life.

Over the past two years, **Ronald McDonald House Belém** has worked tirelessly to meet the needs of guests and their families. In our constant quest to improve and enhance our services, we focus on several important aspects, including accommodation, food, transportation and psychosocial care.

In this activity report, we will describe our activities and achievements during these years, and provide a summary of the results obtained.

Certifications

- ✓ **Social Assistance Charity Certification:**
Ordinance # 253/2018 of 25/09/2018
- ✓ **Municipal Public Utility**
Ordinary Law # 8.865, of 17/08/2011
- ✓ **State Public Utility**
Law # 7.606, of 27/03/2012
- ✓ **CMAS - Municipal Social Welfare Council: 0155/20**
- ✓ **COMDAC - Municipal council for the rights of children and adolescents: #19/2021**

Awards

Ethics Excellence Humanized Vision



Awards Received 2012 to 2021

- 2015** Early Diagnosis in Santarém/PA
- 2018** Trophy Atitude de Ouro - Dobradinha Feliz
- 2019** Best of 2019 - North Region Social Responsibility and Support House Award
- 2021** Trophy Atitude de Ouro 2021
- 2022** Trophy Atitude de Ouro 2022
100 Best NGO's 2022
100 Best NGO's - Best NGO State of Pará 2022 Category

COMMITMENT WITH WELCOMING

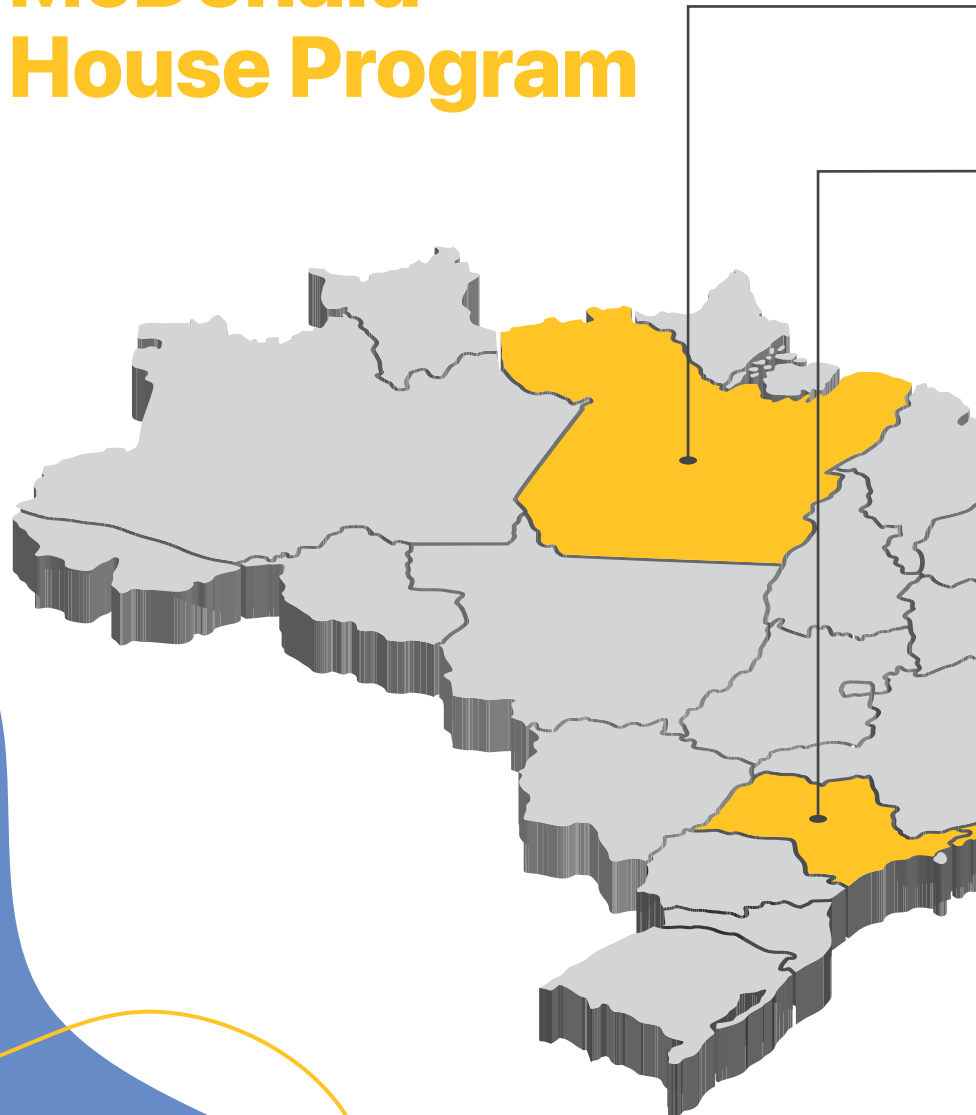
About the Ronald McDonald House Belém

The Ronald McDonald House Belém is a non-profit institution, inaugurated on June 26, 2012.

The house welcomes children, adolescents, as well as their families, coming from the interior of the State of Pará and neighboring states, who are undergoing cancer treatment. During the treatment, the families stay at the halfway house, in individual suites, receive 5 meals and transportation to and from Hospital Oncológico Infantil Octávio Lobo. All for free.

The house receives, on average, 700 families per year.

Ronald McDonald House Program



Bunk beds
Investment Value
R\$ 50.000,00

Acquisition of 35 Bunk Beds

Ronald McDonald House Belém replaced all 35 old Bunk Beds in the suites with new ones of more durable quality, through a project submitted and approved by the Execution Court of Sentences and Alternative Measures of the State of Pará. Our accommodations aim to combine good sleep, comfort and a healthy life for children and adolescents hosted by the institution.

Partnership of Impact



Bus

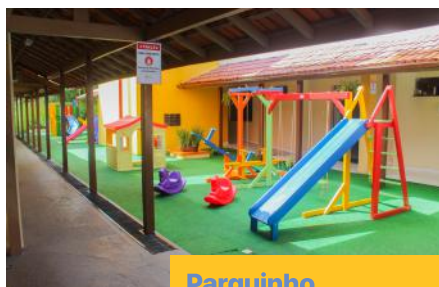
Investment Value
R\$ 370.175,00

Donation of Wheelchair Accessible Bus

To help guests travel to the treatment hospital, the Japanese consulate donated a minibus with 28 seats, two exclusively for wheelchair users.

Renovation of the guest leisure area

Thinking about the well-being, quality of life and development of children and adolescents hosted by Ronald McDonald House Belém, the renovation of the playground and the acquisition of toys was only possible thanks to the project that was submitted and approved by the Execution Court of Sentences and Alternative Measures of the Court of Justice of the State of Pará.



Parquinho

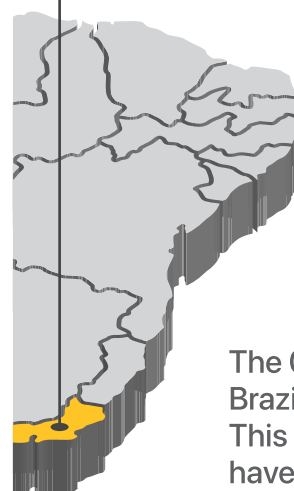
Valor do Investimento
R\$ 52.565,05

— Ronald McDonald House Belém

Ronald McDonald House ABC
Ronald McDonald House Campinas

— Ronald McDonald House Jahu
Ronald McDonald House São Paulo - Moema
Ronald McDonald House São Paulo - Itaquera

— Ronald McDonald House Rio de Janeiro



The 07 units of the **Ronald McDonald House** Program in Brazil are **coordinated by the Ronald McDonald Institute**. This program allows families to follow the treatment and have full support during the period they are away from their city of origin. The program is part of the international portfolio of Ronald McDonald House Charities. There are currently 367 units in operation worldwide.



Organizational Identity



Mission

Caring for children and adolescents with cancer and their families, promoting health and quality of life.



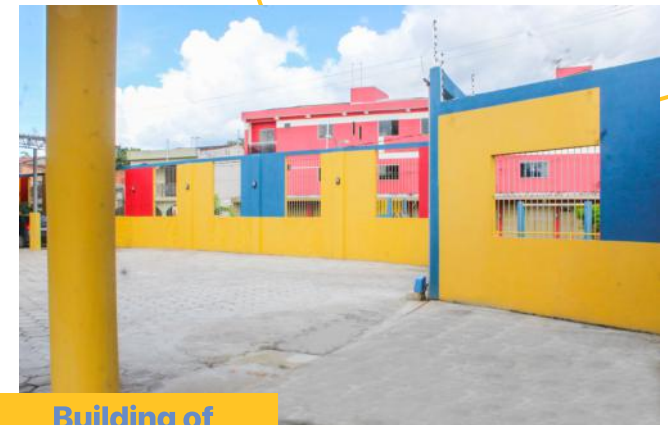
Vision

To be recognized in the Amazon region as a reference institution in supporting the treatment of childhood cancer.



Values

Ethics Solidarity
Transparency
Credibility
Excellence
Commitment
Respect



Building of the Wall

Security and Preservation of the Company's Assets

In 2022, several maintenance, revitalization and conservation works were carried out on the institution; building the wall, renovating the roof, painting the facility, expanding the parking lot and landscaping.


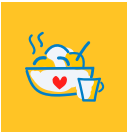




Landscaping



Parking Lot Expansion

Map of Social Impact in the Ronald McDonald House

	2021	2022
	Guests	
	462 <small>(including care givers)</small>	888 <small>(including care givers)</small>
	Meals	
	45.451	70.945
	Trips to the Hospital	
	1.134	1.304
	Pyschosocial Service	
	264	378

COMMITMENT TO DIVERSITY AND INCLUSION

We are committed to creating an inclusive work environment where everyone is respected and valued, regardless of gender identity, gender, sexual orientation, age, religion, political beliefs, ethnicity or socioeconomic status. We encourage internal leaders to build plans for social integration, in order to guarantee the plurality of our team, with respect for individualities and offering equal opportunities. Prejudiced behavior or behavior that in any way violates the principles and objectives of this Diversity and Inclusion Policy will not be welcome.



CONNECT TO OUR CAUSE

Throughout the year, the RMH Belém develops activities that, in addition to bringing happiness, hope and emotional support during a difficult time, promote the sustainability of the institution.



McHapp Day

McHappy Day is a McDonald's corporation campaign that mobilizes different sectors of society to transform a Big Mac into smiles, in order to promote access for young

people to a quality education and increase the chances of curing childhood cancer.

In Brazil, the first McHappy Day was held in 1988 and benefitted social actions in São Paulo. The campaign quickly expanded, benefiting hundreds of institutions throughout Brazil that work to provide better health and quality of life for adolescents and children with cancer and their families.

More Partners More Colaboration More Impact

ECOLAB®

Coca-Cola

ASPEB
BENEFÍCIOS

arroz
Tio João®



BANCO DA AMAZÔNIA

Banpará

Formosa

ESTRELA
DO NORTE
DISTRIBUIDORA

SiqueiraCastro*

Colina
VARIEDADE E ATACADO

Colaboração do
Povo Japonês

nopragas
Promovendo bem estar

equatorial
ENERGIA

TRAMONTINA



MESA
BRASIL
SESC

Instituto
Ronald McDonald®
Aproximando famílias

HOSPITAL
ONCOLÓGICO INFANTIL
OCTÁVIO LOBO



Power Generation System by Photovoltaic Panels

Energy Reduction

Monetary Value
R\$ 36.855,39

KW/H Value
13.620KW/H

The project implemented in partnership with the company Equatorial Energia, is part of an energy efficiency program by the National Electric Energy Agency – ANEEL and aims to reduce the costs of electricity bills, at the same time that we are contributing to the preservation of the environment by using a clean energy source.

Maniçoba do Bem

It is the famous feijoada of the people of Pará. Composed of maniva and the same meats used in traditional feijoada. The dish has been on the table of the people of Pará for centuries, and is a delicacy sold by the institution that is already part of the largest religious festival in Brazil, the Círio de Nazaré, which takes place in October.



Telemarketing

A trained team that informs about the existence and work carried out by Ronald Home Belém, inviting potential donors to contribute to the institution. This donation can be carried out in several ways, payment made directly to the house messenger, payment through of Pix, bank slips and deposits/transfers in the banks used by the institution.



Cofrinho and Troco Solidário

The institution maintains contact with commercial establishments to place a piggy bank (Cofrinho) next to the respective cash register and, once a month, a duly accredited messenger

goes to the place to collect the donations deposited in piggy banks. The Troco Solidário consists of a cash donation made by the clients of the establishment at the moment of the payment of goods, directly through the payment system of the establishment; cash register operators make the clients aware of the importance of the donation, and that the objective is to pass to the House the amount collected.

Gastronomic Fair

It is an innovative event that aims to associate in an interactive and participative way, renowned chefs and restaurants of this northern capital, who will donate/prepare a dish of their own to be sold at the said fair. The program includes a tutorial/demonstration and musical attraction for participants of the gastronomic event.



In addition, the garden provides children and adolescents with a unique opportunity to learn about the life cycle of plants, responsibility for maintaining crops and the basics of sustainability. These activities help strengthen their sense of connection with nature and the importance of caring for the environment.

Sustainable Waste Bins: Another important measure integrated into RMH Belém was the installation of dumpsters adopted for the separation of waste. We recognize that proper waste management is essential for preserving the environment and promoting sustainability. Therefore, we have established a strict waste separation policy, encouraging our guests, employees and visitors to correctly dispose of the waste produced on the institution's premises. The bins were strategically positioned in easily accessible areas, providing adequate separation of recyclable, organic and harmful waste. This action not only contributes to reduce the amount of



Sustainable
Waste Bins

waste sent to landfills, but also promotes awareness of the importance of recycling and the reuse of materials.

Results and Impacts: The implementation of the vegetable garden and the projected bins has positive results both for the environment and for our guests.

Sustainable Vegetable Garden



Commitment to environmental sustainability

It is with great enthusiasm that we present the promising results of our institution, with regard to sustainability, through the implementation of a vegetable garden and the installation of adapted garbage bins. These initiatives aim to promote conscious environmental practices and educate our children and adolescents with cancer about the importance of preserving the environment.

Sustainable Vegetable Garden: The creation of our sustainable vegetable garden is an important milestone in our work. In addition to providing fresh, healthy food for our guests, it plays a key role in raising awareness of the importance of local and organic production. Our garden is cultivated without the use of pesticides, following principles of sustainable agriculture, which guarantees more nutritious food and free of substances harmful to health.

Solidarity Auction (online)

The solidarity auction is an online way of auctioning off an object donated by a public personality to the institution. where an individual can bid from anywhere.

Bazaar and Raffle

The House organizes, at the institution, 02 (two) days during the year, and offers domestic products, clothes and toys, new and semi-new, which were donated, at low cost, with the purpose of raising funds for the sustainability of the institution.

Virtual Grocery Store

It is a form of fundraising, online, where the donor is donating an estimated amount for each food, this amount will be reverted to the Ronald McDonald House Belém, who will make the purchase.



Results Achieved



Ana Beatriz

She came from the interior of the state of Pará, is 23 years old and was a guest at Casa Ronald Belém for 8 years

I'm going to tell you a little bit about my stay at the Ronald McDonald House Belém. I stayed at the House for 8 years, during which time I was treated for ovarian teratoma (cancer).

In 2014, I was admitted to the Ophir Loyola hospital, at that time I was 14 years old. Right at the beginning of the treatment, I had surgery to remove the tumor and while waiting for the biopsy I started chemotherapy.

At that time, I didn't know about the Ronald McDonald House Belém, and so, because I didn't have a place to stay, I came to Belém and went back to my city every day, until one day a mother, who was in the hospital with her son who was undergoing cancer treatment, told my mother and me about the House.

That's when we sought information about the institution and how to become guests.

When we arrived at the House we got to know what they were all about, the employees received us very well and we really felt at home.

We have all the support in terms of transport and sleep, in addition to 5 meals a day. We also count on the activities that the house offers to help us get out of the routine of going to the hospital, it is gratifying for the children and adolescents to have this type of support from the house. Today I am grateful for the support the other guests and I received. The Ronald McDonald House Belém was more than a support house, it was a home throughout my treatment.

Today I just have to thank everyone, but especially the Ronald McDonald House Belém.

