



Annual Report 2024

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Message from the Board

Daniel Souza

Chair of the Board of Ação da Cidadania



“

The year 2024 marked a historic moment for Ação da Cidadania: the launch of the Global Alliance Against Hunger and Poverty at our national headquarters in Rio de Janeiro, where the eradication of hunger worldwide was agreed upon by all participating countries. From that same location, **thousands of tons of donations were dispatched to support one of the most severe climate disasters in recent history, in the Southern Region of the country.** This event demonstrated Ação da Cidadania's capacity to assist the population not only during the emergency but also in the reconstruction of thousands of lives.

Once again, **Natal sem Fome (CHRISTMAS WITHOUT HUNGER) reached the target of 2,000 tons**, always with the hope that it will be the last edition. **Our Advocacy efforts expanded their reach in political and social education**, through advocacy for public policies at all three levels of government, and strengthening our presence in international forums that address global hunger.

In the cultural sphere, the play Abrigo (Shelter) marked the conclusion of the first year of the FormAção Ação da Cidadania and Shell program, highlighting the strength and impact of the initiative, which has been renewed for another two years. Over the next two years, additional activities are planned, **including theater and musical productions, exhibitions, book publishing, audiovisual projects, and the preservation of our archive.**

For 2025, we face challenges arising from political setbacks and issues related to citizenship both within and beyond our borders. At the same time, it will be a **moment to celebrate the 90th anniversary of Betinho**, an occasion that reminds us not to yield even a millimeter in our commitment to democracy, solidarity, and human rights.

Ação da Cidadania works to promote food and nutritional sovereignty and security in Brazil and around the world, combining practical actions with effective public policies and mobilizing collective efforts to ensure the right to real, sufficient, nutritious, and diverse food every day.

We act in pursuit of a well-nourished and healthy society, addressing not only hunger but also issues such as obesity, the consumption of ultra-processed foods, and the use of pesticides. Within a broad agenda of citizenship promotion and human rights advocacy, this is the first step toward ensuring that everyone has the opportunity to study, work, and live with health, dignity, and citizenship.

We aim to generate meaningful change, including the dissemination of knowledge and awareness regarding food, citizenship, and culture; the reduction of social vulnerabilities through increased agency of individuals, groups, and communities; and the strengthening of mobilization and social participation.

Our organization believes in art as an essential tool for social awareness, capable of addressing the many forms of hunger that affect the country. Culture, besides fostering critical thinking and social belonging, is a crucial ally in promoting citizenship. Through culture, we reinforce values such as respect, diversity, and inclusion.

In recent years, we have contributed strategic proposals to help remove Brazil from the Hunger Map once again, while also expanding our leadership among other countries facing similar food and climate challenges.

On the international stage, we advocate for the creation of a global food security plan, with coordinated actions and investments aimed at sustainable food systems in the face of climate change, as well as promoting resilient agricultural policies.

Through actions carried out by an active and committed network of volunteers and specialized professionals, we engage with and for everyone, as we believe a more just and equal society can only be built collectively.

For over 30 years, we have remained tireless. And we will continue.

Because the hunger for citizenship must be fought with action.



Sustainable Development Goals



The projects we develop are guided by the mission to contribute to the United Nations Sustainable Development Goals (SDGs). These consist of 17 ambitious and interconnected goals that address the main development challenges faced by people in Brazil and around the world. As partners in this effort within the country, we work through our initiatives and network of committees to help fulfill the 2030 Agenda.

Our Commitment to Global Goals

Primary



Cross-Cutting Theme



Our Network

Ação da Cidadania is present in all Brazilian states, as well as in the Federal District, supporting over 3,000 volunteer committees that operate independently, tailoring their actions to the specific needs of each region and developing initiatives in the areas of health, education, culture, and income and employment generation. This ensures a decentralized approach aligned with local demands. In this way, the committees have the autonomy to set their priorities, promoting citizenship and social impact more effectively and sustainably.



The donation of both perishable and non-perishable food is essential to our work, ensuring the continuous provision of meals through our project. The guidance we received on proper storage methods has allowed us to maximize the use of these resources.

Ana Bartira da Penha Silva
Beneficiary of the Food Bank



Our committee is located in a rural area, so having access to knowledge is important for a better understanding of our rights and responsibilities.

Fátima da Silva
Committee SOBEM - Nova Iguaçu RJ



“

Many families in Rio Grande do Sul were able to rebuild their lives thanks to the donations received during the tragedy.

And to this day, they are happy to welcome us.

Patrícia Bargmann
Committee Rio Grande do Sul



“

I met very talented people who only need one opportunity to shine—just one. Many go their whole lives without ever having that opportunity.

Sagat B
Student FormAção



“

The Cozinha Solidária (Solidarity Kitchen) serves as a focal point for the community's needs. We must work together. It's about people helping people

Neusa Matos
Volunteer, Cozinha Solidária Profeta Daniel



Immediate Action



In a country where hunger and humanitarian emergencies remain a harsh reality, Ação da Cidadania remained steadfast in its mission to bring hope and dignity to those most in need.

Throughout 2024, our campaigns mobilized donors, partners, and volunteers into a vast network of solidarity, ensuring that food, essential supplies, and support reached thousands of Brazilian families living in vulnerable conditions.

With donations totaling **R\$ 57.124.312,89**, we were able to turn solidarity into real impact. This amount translated into **9.520 tons of food**, the equivalent of **952 mil food baskets**, which benefited more than **3.8 million people** during the year, **resulting in over 47 million meals served**.

Amount Donated
in Brazilian Reais

57.124.312,89

In 2024, our fundraising
was equivalent to:

9.520
tons of food

952.000
basic food baskets

+3.8 million
people reached

952 mil
family reached

+47 million
meals provided



Breno Lima



Marcelo Curia

Emergencies

In 2024, we maintained our **swift response to the impacts of the climate crisis** in Brazil. Providing **humanitarian aid** to thousands of families affected by natural disasters, Ação da Cidadania once again proved to be a beacon of hope. Through efficient logistics, we distributed tons of food, mineral water, hygiene and cleaning kits, and essential items to communities affected by floods, droughts, and wildfires.

During the **floods in Rio Grande do Sul**, we operated for several months. With the support of major partners, such as the Brazilian Air Force, we delivered food, sleeping mats, and supplies to Cozinhas Solidárias (Solidarity Kitchens). Additionally, in partnership with other frontline organizations and companies, we expanded our reach to remote and hard-to-access areas.

To **increase civil society engagement**, our regional committees transformed their spaces into collection points for clothing, food, water, personal care items, and pet food. The solidarity of our supporters extended beyond physical donations: they also contributed time and effort to assist in sorting the materials and supplies we sent to the state of Rio Grande do Sul, strengthening a vast network of empathy.

Our work also reached other states, providing aid in **Mato Grosso**, to indigenous communities affected by droughts and wildfires; in **Acre**, during the historic floods that struck the state; in **Espírito Santo**, also impacted by flooding; and in **Rio de Janeiro**, responding to the heavy rains that affected the North Zone of the capital and the Baixada Fluminense region.



Marcelo Curia



Marcelo Curia

Over 1.500 tons
of resources donated to
affected areas

(food, mattresses, blankets, pet food, etc.)

4.290 white goods
donated to families in
Rio Grande do Sul

(stoves, refrigerators, washing machines,
and microwaves)

12.420 liters
of mineral water donated
to Espírito Santo

4.326 hygiene and clean-
ing kits donated to victims in
Acre and Amazonas

Over R\$ 30 million
donated in supplies and
support to Rio Grande do Sul

40 trucks dispatched
carrying 1,200 tons of
donations from partners
and other institutions



Marcelo Curia



Marcelo Curia



Bruno Magalhães

Natal Sem Fome (Christmas Without Hunger)

Bringing hope at the end of the year, the Natal Sem Fome 2024 (Christmas Without Hunger) campaign established itself as a milestone of solidarity and social impact, distributing over 2,000 tons of food and benefiting 800,000 people across Brazil.

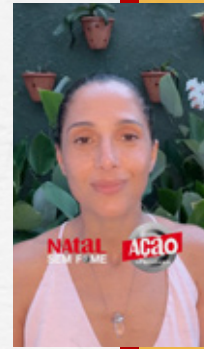
In addition to providing the equivalent of 10 million meals, the initiative reinforced the importance of collective mobilization, with the support of more than 3,000 volunteer committees and strategic partnerships with companies.

Once again, this historic campaign not only expanded the reach of Ação da Cidadania but also reaffirmed its long-standing commitment to ending hunger, inspiring society to believe that a Christmas without hunger is possible.

Over 2.000 tons of food donated across Brazil



Thais Alvarenga



IMPACT STORIES

Positively influencing lives

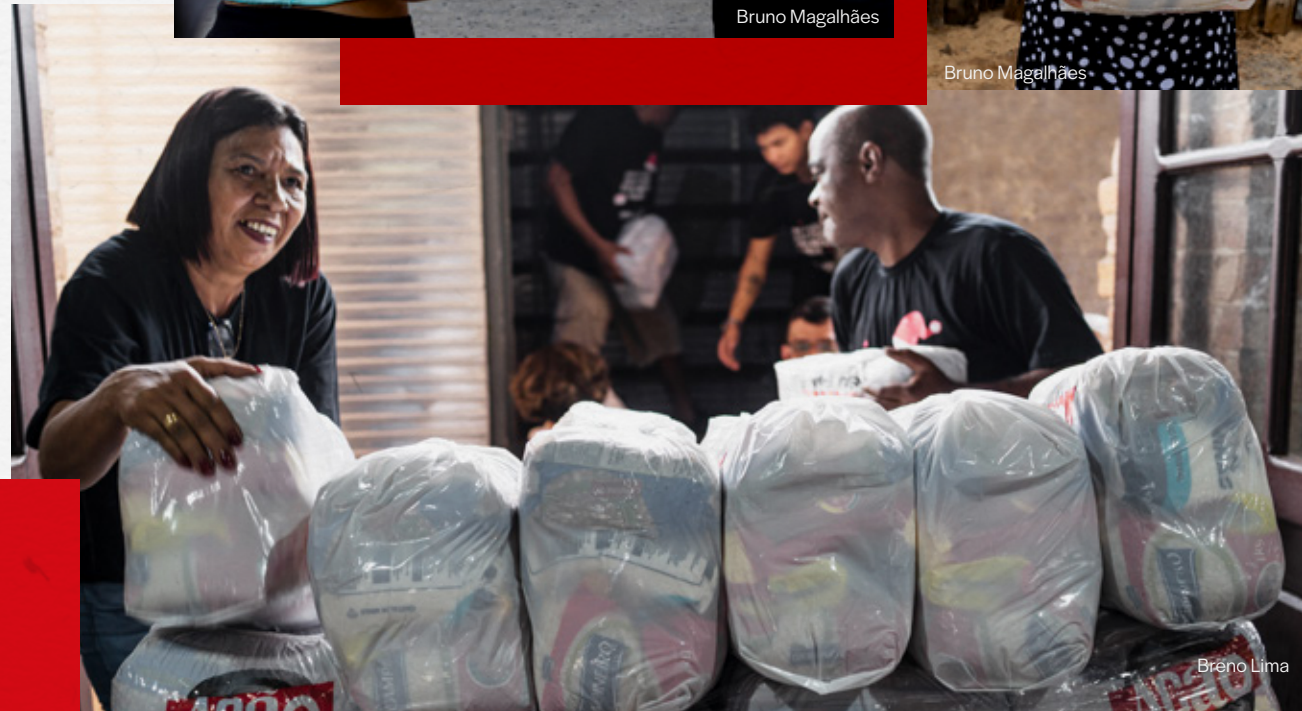
One donation, combined with many others, transforms lives across Brazil." Messages like this were echoed by Camila Pitanga and many other artists to raise awareness across the country about Natal Sem Fome (CHRISTMAS WITHOUT HUNGER).



Bruno Magalhães



Bruno Magalhães



Breno Lima

Present Throughout the Year

Ensuring that aid reaches not only during emergencies but also throughout the entire year, Ação da Cidadania's humanitarian work unfolded across multiple fronts in 2024, adapting to the specific needs of the territories and the resources raised by the organization. Regular and strategic initiatives, made possible by the essential support of our donors, partners, and volunteer committee network, reflect this enduring commitment:

Brasil Sem Fome (Brazil Without Hunger Plan)

Immediate action to guarantee food security across diverse regions of the country, extending the transformative impact of Natal Sem Fome (Christmas Without Hunger) to other times of the year.

Rede de Alimentação Solidária (Solidarity Food Network)

A dedicated structure aimed at strengthening, expanding, and increasing the visibility of Food Banks, Pantries, and Community Kitchens, providing technical and logistical support on a national scale year-round.

450 tons of powdered milk donated by Companhia Nacional de Abastecimento (CONAB)

30 kitchens supported with industrial equipment, such as chest freezers, stoves, refrigerators, and kitchen utensils

95 kitchens supported with food during the Natal Sem Fome (Christmas Without Hunger) campaign



Marcelo Curia



Marcelo Curia

Food Security Hub

The Food and Nutritional Security Hub is an ecosystem designed to combat hunger and promote food and nutritional security, conceptualized and managed by Ação da Cidadania. It comprises high social-impact facilities such as the Food Bank, Cozinha Solidária RJ (Solidarity Kitchen), and Gardens and Green Areas, each with distinct operations but interconnected through a cooperative logic.

The initiative seeks to replicate the food production chain in a functional and sustainable manner through a commitment to socio-environmental issues and development.



Thais Alvarenga



Breno Lima



Douglas Dobby

Food Bank

The **Food Bank** strengthens food security by ensuring access to food for vulnerable populations and reducing waste through an efficient system of collection and redistribution. The project also emphasizes family farming, facilitating the distribution of produce through public policies such as the federal government's Food Acquisition Program (PAA), and promotes sustainable practices that ensure the full utilization of food and reduce environmental impacts.



Thais Alvarenga



Thais Alvarenga

68.602
Supplies
received

18.096 kg
Donated to
Cozinha Solidária
(Solidarity Kitchen)
in Rio de Janeiro

50.506 kg
donated to
partner institutions

Over 116,000
people impacted

95 small-scale
producers
impacted

90 institutions
served

17 municipalities
served

Cozinha Solidária (Solidarity Kitchen)

Ação da Cidadania's Cozinha Solidária (Solidarity Kitchen) prepares and distributes 1,000 ready-to-eat meals daily, accompanied by mineral water, fruit, and cutlery. The initiative provides nutritious, high-quality food to those facing hunger while promoting a sustainable production chain through the support of family farming, full utilization of food, and waste reduction.

Expanding access to nutritionally adequate meals for populations experiencing food insecurity is one of the project's primary objectives. Equally important is the aim of offering high-quality, nutritious, diverse, and flavorful gastronomic experiences, helping to restore healthy and traditional eating habits.

110
Institutions
supported

197.341
Meals
donated

19.734 kg
Of fruit
donated

100.643
Donated
Mineral Water

4.511 kg
Waste directed
to composting



Breno Lima



Breno Lima

Gardens and Green Areas

The Gardens and Green Areas complement the cycle of the Food Security Hub by promoting agroecology as a sustainable alternative for producing healthy, contaminant-free food in urban areas. This initiative expands access to knowledge on food sovereignty and sustainability, while strengthening the production and distribution of agroecological foods.



Douglas Dobby

2.283kg

Total production

900 kg

Donated to Cozinha Solidária (Solidarity Kitchen)

1.173 kg

Distributed through Ecological Baskets

149 kg

Donated to the Food Bank

194

Species cultivated in the Gardens and Green Areas

4.511 kg

Waste directed to composting

1.001 kg

Organic compost produced through composting



Douglas Dobby

Expansion Plan for Ação's Hubs by 2028

Our plan envisions 10 operational Hubs by the end of 2028, ensuring broad reach and agility in responding to emergencies and implementing long-term initiatives.

Current Status and Location Projections:

- **Rio de Janeiro Hub** – In operation
- **São Luís (MA) Hub** – Implementation planned for 2025
- **Belém (PA) Hub** – Implementation planned for 2025
- **São Paulo (SP) Hub** – Planning phase for 2026
- **Porto Alegre (RS) Hub** – Planning phase for 2026
- **+5 new Hubs by 2028**





Empowered Action

Throughout 2024, we carried out various projects, training sessions, and capacity-building courses, reinforcing Ação da Cidadania's commitment to promoting social justice and building a more sustainable and equitable future. Our agenda was guided by popular education and the strengthening and qualification of civil society in political advocacy efforts at the state and municipal levels.

Participation in CONSEAS

We have been active participants in Conselhos de Segurança Alimentar e Nutricional (Food and Nutrition Security Councils - CONSEAs) at both the national and state levels, serving as a reference in Rio de Janeiro, Rio Grande do Sul, Maranhão, and Pará. Notably, the Belém committee contributed to the creation of the Municipal Food and Nutrition Security Plan (SAN).

We have also engaged in forums, seminars, and other social oversight spaces that highlight the population's needs and serve as pathways to enforce the Human Right to Food.



12 states + Federal District

12 councilors in state-level CONSEAs

30 municipalities with councilor representation

76 councilors in municipal, state, and national CONSEAs



Training in Food Sovereignty and Food and Nutrition Security (SSAN)

In a country marked by economic, social, and cultural inequalities, we held another edition of the Training Course in Food Sovereignty and Food and Nutrition Security (SSAN), aimed at community leaders, professionals working in the field of food and nutrition security, and members of civil representation councils from all regions of Brazil. Approximately 900 people participated in the classes, which were offered both in-person and online, under the titles “Hope for New Worlds: Training Course in Food Sovereignty and Food and Nutrition Security” and “SISAN: Dialogues for Advocacy.”

The training was developed in partnership with the Djanira Institute for Research and Education, with the primary objective of empowering social actors working directly to combat hunger by providing them with theoretical and practical tools to understand food and nutritional disparities in their communities, guiding them toward creative and effective solutions.



Topics Covered in the SSAN Training Course:

- Democracy
- Human Rights and Minorities
- Communication and Fake News
- Public Policies to Combat Hunger and promote SSAN
- Social Participation
- Indigenous Peoples
- Food Culture and Religiosity
- Political Advocacy
- Climate Justice and Natural Disasters
- Black Population
- Agroecology
- Homeless Population



LabCidadania

Youth, Food Security
and Social Transformation

In 2024, we continued to **strengthen youth social participation**, promoting the right to adequate food and active citizenship in various territories of Rio de Janeiro. We trained young people to act as agents of change in their communities through the *LabCidadania project: Youth, Food Security, and Social Transformation*.

We operate in 14 municipalities in Rio de Janeiro, represented by a team of young leaders who have participated in decision-making spaces and created concrete opportunities for social impact. **They mobilize society and democratize access to information**, thereby increasing engagement and fostering the sustainability of social initiatives.

Action Areas

- Democracy and Human Rights
- Climate Justice
- Agroecology and Food Culture
- Social Participation and Public Policies



Committees in Action

Committees in Action was another initiative focused on training and promoting active citizenship. It involved Ação da Cidadania committees from 16 municipalities in Rio de Janeiro, **strengthening the technical skills of local leaders** to accelerate their path toward autonomy. The initiative covered areas such as networking, strategic analysis and planning, fund-raising, and the implementation of initiatives.

Impact

- More than 200 institutions were impacted, receiving information to share with their communities and strengthen their actions within councils and forums.
- 88.5% of the committees participated in the first training module.
- The initiative also reached organizations and NGOs not affiliated with Ação da Cidadania.



Betinho Agenda

The Betinho Agenda launched its third edition in 2024, presenting public policy proposals to combat hunger and promote Food Security in Brazilian municipalities. The document serves as both a **research resource for the population and a tool for mobilization** with public authorities and civil society.

Cidadania em Ação Newspaper

Through the production of content on human rights, food security, and civic participation, Cidadania em Ação—Ação da Cidadania’s internal newspaper, primarily aimed at our local leaders—**expanded the reach of key discussions and encouraged youth and community engagement**. Each edition featured interactive activities that promoted critical debate and social mobilization, making it an accessible and transformative tool for all those involved in the fight against hunger and the pursuit of social justice.



Sara Gehrer



Betinho Seal

Another important initiative was the Betinho Seal, which conducted an assessment of 12 Brazilian capitals and the implementation of food security public policies in those cities throughout the year. **The project identifies and acknowledges the efforts and good practices of local governments**, while also encouraging those that did not meet the established goals evaluated by the organization to improve.

To earn the Betinho Seal, municipalities were required to meet at least 70% of the 36 targets set out in the Betinho Agenda, which included the creation of Food Security Councils, supporting solidarity kitchens, transparency, and promoting family farming.

The Betinho Seal evaluated the following cities: Rio de Janeiro (home to the national headquarters of Ação da Cidadania), Curitiba, Belém, Federal District, Recife, Belo Horizonte, São Paulo, João Pessoa, Fortaleza, São Luís, Manaus, and Palmas.

Forum on Social Participation

This was a year of active participation in state and district-level Forums on Social Participation, alongside social movements and civil society organizations, reinforcing our role in shaping public policies at the federal level. In addition, committees from Tocantins, Pará, Paraná, Rio de Janeiro, Roraima, and São Paulo contributed to debates within their respective states, strengthening our positioning and engagement in the development of more inclusive policies.



Participatory Climate Plan

In a year marked by climate emergencies, Ação da Cidadania submitted proposals to the federal government for the country's climate policy, contributing to the Participatory Climate Plan. This document now serves as a strategic guide for climate change response actions in Brazil through 2035.



Regional Seminars on Popular Education

We participated in the Southeast Region Seminar: National Policy on Social Participation with Popular Education in the Territories, at the invitation of the Office of the President of the Republic. In the North Region, the Pará committee took part in the Popular Education Seminar. These gatherings were essential for discussing the challenges involved in updating the Reference Framework for Popular Education in Public Policies.



Discussion Circles at Universities

Throughout the year, we also participated in universities and other educational spaces to present the work of Ação da Cidadania and highlight its role in political advocacy for combating hunger and promoting Food Sovereignty and Food and Nutrition Security (SSAN).



Other Activities

- Held coordination meetings with State Social Assistance Secretariats
- Participated in Municipal Conferences on Food and Nutrition Security (SAN)
- Debates and meetings at the Legislative Assembly of Rio de Janeiro (Alerj), including the launch of the Dossier of the Parliamentary Front Against Hunger and Poverty and the Map of Solidarity Kitchens
- Supported the municipality of Queimados, Rio de Janeiro, in its adhesion to the National Food and Nutrition Security System (SISAN), and facilitated the leadership of Ação da Cidadania's women's committees in the CONSEA of the same municipality



FormAção

Ação da Cidadania e Shell

In 2024, another major training initiative marked the return of the cultural branch of Ação da Cidadania, which, over its 32-year history, has consistently used art as a tool to raise awareness and confront the many forms of hunger in our country.

FormAção – Ação da Cidadania and Shell is a project by our organization, with master sponsorship from Shell, and presented by the Ministry of Culture. It had a direct impact on the lives and families of 200 students in situations of social vulnerability. By offering training courses in nine areas of the cultural sector, the initiative not only provided technical education to youth, adults, and the elderly but also created a space for personal growth and empowerment.

Throughout the year, public workshops were also held with guest speakers from the cultural sector. Replacing exclusion with empowerment, the pro-

gram also offered support to students during the courses, which included food baskets, hygiene kits, transportation vouchers, and assistance from a social worker.

The strategy yielded significant results: with a 90% retention rate, the graduating students conceived and produced the final show “ABRIGO,” which was open to the public. Featuring performances, exhibitions, fashion shows, and acts of dance, singing, circus, and theater, the production reached an audience of over 1,500 people across three days of presentations, reinforcing art as a powerful tool for inclusion and social transformation.

Institutional Support



Lead Sponsors



Presented by



MINISTÉRIO DA
CULTURA



Wesley Sabino

Marcos

200 students served throughout the project across 9 training courses offered

250 participants in 10 open workshops held with specialists from the cultural sector

100% of students involved in the production and performance of the final show

90% retention rate among enrolled students



Marcelo Costa Braga



Marcelo Costa Braga



Bruno Lorenzo

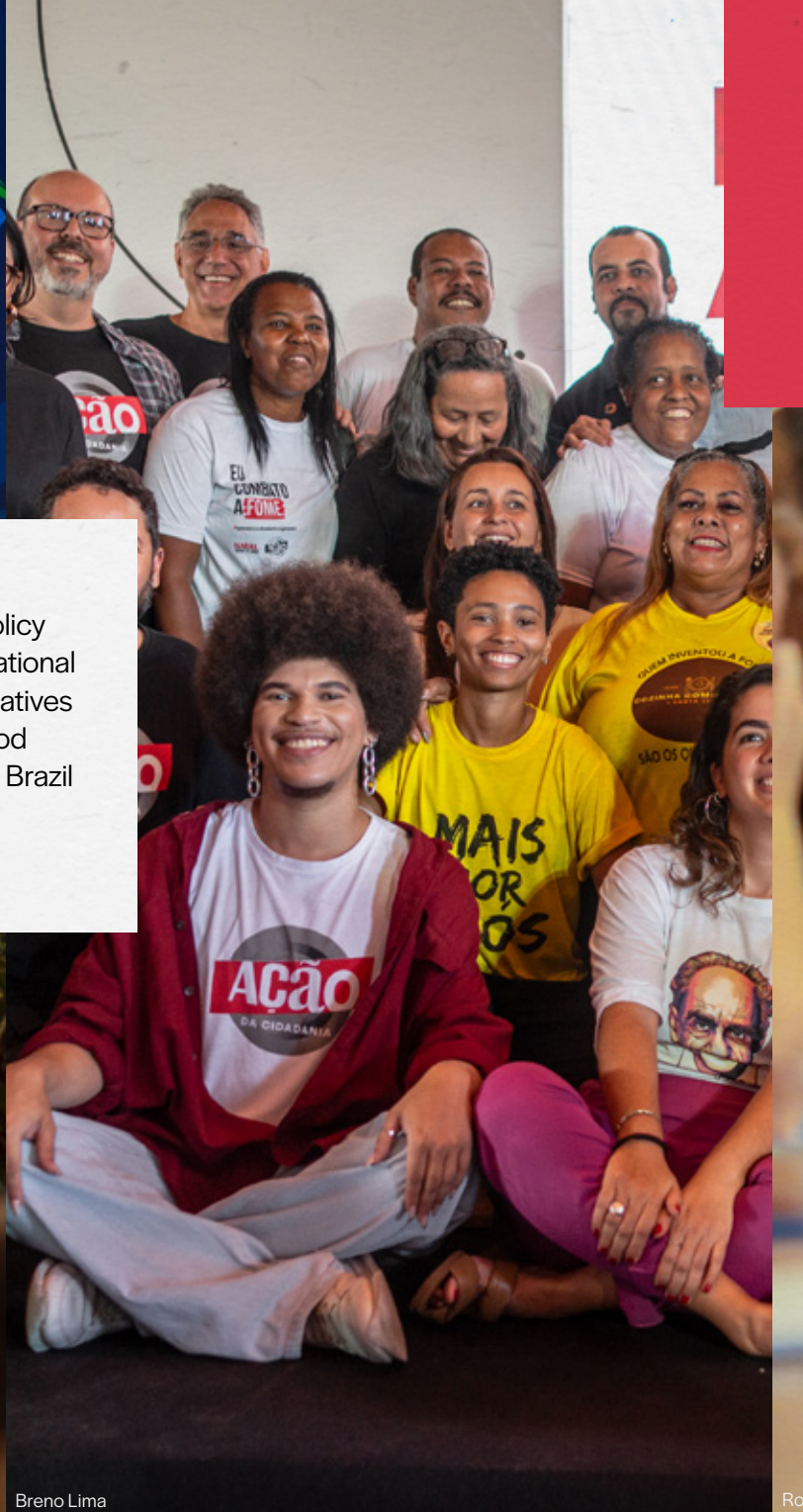


Marcelo Costa Braga

Structural Action



In 2024, our work in Advocacy and Public Policy was marked by a strong presence on both national and international levels through strategic initiatives focused on combating hunger, promoting food security, and strengthening public policies in Brazil and worldwide.



Council for Sustainable Economic and Social Development (CDESS)

One of the key highlights was our participation in the **Council for Sustainable Economic and Social Development (CDESS)**, a body composed of civil society representatives that discusses and advises the government on public policies across various areas. Throughout 2024, Ação da Cidadania created and led within CDESS the **Working Group on Combating Hunger**, which developed a document containing recommendations that were presented directly to President Lula, serving as direct guidance to the head of the federal Executive Branch.



Busca Ativa (Active Search)

The year was also marked by partnerships with the Ministério do Desenvolvimento e Assistência Social, Família e Combate à Fome (Ministry of Social Development, Family and Fight Against Hunger - MDS) including Busca Ativa (active Search), an innovative project aimed at reducing inequalities and bringing our organization closer to the population. The initiative identifies and guides families in situations of socioeconomic vulnerability, informing them about their rights and access to social benefits and programs.

In addition to these efforts, our legislative advocacy played a key role, with actions focused on a tax reform that benefits the population—ensuring a more affordable basic food basket and imposing additional taxes on ultra-processed foods.



Breno Lima



Breno Lima

G20 Host Site and Recognition as a Global Impact Organization

In 2024, Ação da Cidadania was chosen as the global host site of the G20 during the summit held in July in Rio de Janeiro, which brought together leaders from the world's largest economies to discuss solutions to hunger, poverty, and inequality. This reinforced the organization's recognition as an international reference in the fight for the right to food.

During the event, G20 representatives and guests had the opportunity to witness firsthand the organization's logistical infrastructure and key initiatives, such as the Banco de Alimentos (Food Bank), Cozinha Solidária (Solidarity Kitchen), and Urban Gardens and Green Areas.



Breno Lima



Breno Lima

Aliança Global Contra a Fome e a Pobreza (Global Alliance Against Hunger and Poverty)

During the G20 summit, an important advancement in tackling hunger and food insecurity worldwide was announced: the creation of the Aliança Global Contra a Fome e a Pobreza (Global Alliance Against Hunger and Poverty). Led by the Brazilian presidency, the initiative brings together governments, civil society organizations, the private sector, and United Nations agencies to promote coordinated, sustainable actions grounded in social justice.

Ação da Cidadania secured its role as one of the founding organizations of the Alliance. Among the 148 members, only 24 are international institutions, and we are proud to be one of them.



Breno Lima

Civil Society 20 (C20)

Still on the international front, we highlight our active participation in the C20, a parallel engagement group to the G20 that brings together civil society organizations from around the world to ensure that global leaders remain attentive to the recommendations and demands of organized civil society.

Throughout 2024, as members of the C20, we led discussions on food security and contributed to the formulation of recommendations submitted to the Brazilian government.



Other Global Impact Activities

Ação da Cidadania was also present at the G20 Social through various initiatives: contributing to the formulation of public policies focused on the Global Alliance Against Hunger and Poverty, collaborating with the D20 (movement for the inclusion of persons with disabilities) and the Y20 (dialogue among youth from G20 member countries). We acted as organizers and speakers at multiple events proposed by both civil society and the government.

Concluding our international engagement in 2024, the organization participated in events across three different continents — North America, Africa, and Europe. We took part in debates at the United Nations, including the High-Level Political Forum on Sustainable Development (HLPF) and the United Nations General Assembly in New York; attended the Africa Food Systems event, the largest on food systems in the African continent, held in Rwanda; and participated in the annual meeting of the FAO Committee on Food Security at its headquarters in Rome.

This global presence was made possible through strategic partnerships with leading organizations such as the Gates Foundation, the SDG2 Advocacy Hub, and WorldVision, which integrates the Global Hungry for Action campaign—a coalition of dozens of organizations committed to food and nutrition security.



Internal Development and Well-Being

In 2024, we made significant progress in structuring care and development practices for Ação da Cidadania's internal team, strengthening engagement, communication, and the well-being of our staff.

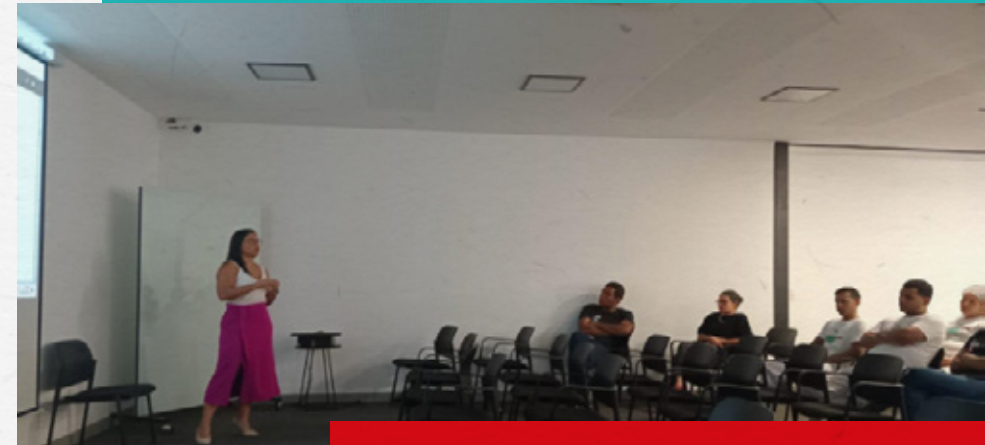
The organization finalized and implemented our Code of Conduct Manual and the Conduct Channel, ensuring a safe and welcoming space for listening and support, thereby reinforcing our commitment to organizational integrity and transparency.

Essential dialogues were facilitated on topics such as harassment prevention, encouraging reflection on respect and safety in the workplace.

Furthermore, we emphasized the importance of organizational climate surveys and held strategic meetings across all areas of Ação da Cidadania, fostering synergy among teams and sharing both challenges and achievements.

A Continuing Education Program was launched focused on developing and appreciating employees' technical skills, promoting equity and reducing educational disparities.

Additionally, we prioritized staff well-being by encouraging an agenda focused on physical and mental health, with initiatives that promote a balance between productivity and quality of life.



Diversity and Inclusion

We have made progress in our commitment to diversity and inclusion within the organization. Based on self-declared data, we identified that 68% of our permanent staff is composed of Black individuals, including those who self-identify as Black or 'parda' (Brown).

Women represent 56% of the team, reflecting our commitment to gender equity in the workplace.

These figures become even more significant when considering our initiatives to increase representation in strategic positions. We have implemented targeted recruitment processes and promoted the inclusion of more diverse professionals in leadership roles, thereby strengthening a more inclusive and equitable organizational environment.



Breno Lima

Ação in the Media

In 2024, Ação da Cidadania was prominently featured in the media as one of the leading voices in the fight against hunger and inequality in Brazil. With a consistent presence in the press and strong engagement on social media, the organization brought its mission and impact to millions of people, raising awareness and mobilizing even more donors, partners, and volunteers.

Our work was highlighted by the country's major media outlets, appearing in news reports, interviews, and articles in platforms such as Globo, Folha de S. Paulo, Estadão, O Globo, BBC, UOL, CNN Brasil, TV Brasil, Bandnews, and CBN radio stations, among others.

On social media, engagement reached record levels, with impactful content and mobilizing campaigns that garnered thousands of interactions and significantly expanded our follower base.



Press Coverage

In 2024, we were featured in 7,889 media pieces, including citations and interviews*, across 2,286 media outlets, amounting to over R\$161 million in media value*. Approximately 30 million people were reached. Compared to the previous year, this represents a 36% increase in both the number of media appearances and audience reach.

Overall Results in 2024

7.889 Citations and interviews in media pieces

2.286 Media outlets reached

30 million people reached

161 million pn media value

*Print and digital media

*Estimated financial value of advertising space in a given media outlet

RIO DE JANEIRO

Ação da Cidadania lança campanha Natal Sem Fome em todo o país; corrida de rua marca lançamento no RJ

Ação da Cidadania conta com 3 mil comitês em todos os estados e no Distrito Federal. Apenas no Estado do Rio de Janeiro, 300 unidades realizam o trabalho de organização das doações.

Por Danilo Vieira, g1 Rio e TV Globo
21/10/2024 07h31 - Atualizado há 5 meses

FOLHA DE S.PAULO

ONG vai monitorar combate à fome nas cidades brasileiras

Ação da Cidadania cria Selo Betinho para acompanhar iniciativas de segurança alimentar em todas as capitais do país



PÁGINAS AZUIS



"QUEM TEM FOME, TEM PRESSA" CONTINUA ATUAL

Website and Social Media

The use of Ação da Cidadania's communication channels and website was a key strategy for outreach and mobilization. In 2024, our digital presence generated 1.7 million active users on our website, including 240,000 organic visits and 220,000 emails read.

1,7 million Active users

240,000 Organic visits

220.000 Emails read

Our audience
in numbers

 125.600

 91.500

 5.449

 7.460

 59.440

Social Mobilization on Social Media

Our social media platforms aim to inform the public about new campaigns and promote meaningful discussions on topics related to food security. Throughout the year, we kept our audience updated on key issues addressed or amplified by the organization, consistently sharing knowledge and information.

64 million Users Reached

920.000 Engagements

Over 1 million Clicks

640.000 Profile visits

25.000 New followers

Spokespersons for Change

Prominent figures of Brazilian culture, such as Fernanda Torres, Fernanda Montenegro, and Wagner Moura, have embraced the causes championed by Ação da Cidadania.

Acting as catalysts for the Natal sem Fome (Christmas Without Hunger) and Emergencies campaigns, these artists mobilized resources and raised awareness during critical moments. Their influence and engagement amplified our message, ensuring thousands of families gained access to food in times of need.

Art and culture not only inspire but also transform lives.

Rock in Rio

In 2024, Rock in Rio once again partnered with Ação da Cidadania in the fight against hunger in Brazil. As part of the festival's 40th anniversary celebrations, an initial donation of 1.5 million meals was made to families in vulnerable situations, a figure that was further increased through public contributions. Attendees were able to contribute when purchasing tickets, through charity auctions, and via direct donations on our official website.

Additionally, the original song “Deixa o Coração Falar,” released for the anniversary edition and featuring more than 60 Brazilian artists, had its royalties donated to support Ação da Cidadania and other initiatives, thereby expanding the festival's social impact.



Diego Padilha

Corrida e Caminhada Contra a Fome (Run and Walk Against Hunger)

Ação da Cidadania organized a Corrida e Caminhada Contra a Fome (Run and Walk Against Hunger), which served as the starting point for the Natal sem Fome (Christmas Without Hunger) campaign in 2024.

More than two thousand people, including both professional and amateur runners, participated in the event, which featured 1 km, 3 km, and 5 km routes. The project is set to expand to other state capitals in the coming years. All registration fees were converted into donations.



Sara Gehren



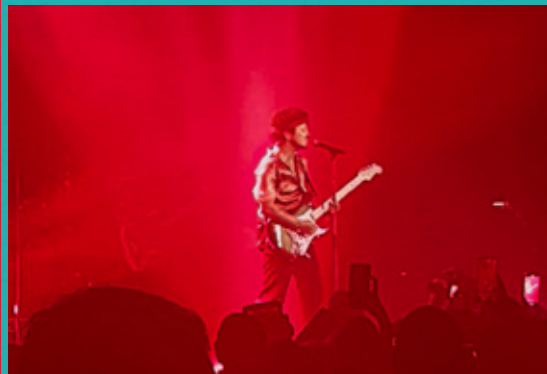
Sara Gehren



Sara Gehren

Benefit Concert in Support of Rio Grande do Sul

As Rio Grande do Sul recovered from the worst climate disaster ever recorded in Brazil, Ação da Cidadania, in partnership with Budweiser, organized an exclusive concert by singer Bruno Mars to raise funds for the reconstruction of areas affected by the floods in the state. While on tour in Brazil, the artist gave an intimate performance for individuals selected through a drawing among those who donated to the humanitarian relief effort. More than 10,000 people participated in the draw, and 1,500 had the unique opportunity to see their idol up close.



Book: Um Novo Tempo

Launched in 2024 by Ação da Cidadania in partnership with Mórula Editorial, the book *Um Novo Tempo* ("A New Time") brings together texts that revisit memories of the military dictatorship and reflect on the importance of democracy and human rights.

The collection commemorates 60 years since the 1964 coup and 45 years of the Amnesty Law, featuring contributions from authors such as Betinho, our founder; his brothers Henfil and Chico Mário; Hildegard Angel, Frei Betto, Míriam Leitão, and Aldir Blanc. Part of the proceeds was allocated to Ação da Cidadania, reinforcing our commitment to social justice and the preservation of collective memory.



Breno Lima

Citizenship Eternalized

In 2024, the unveiling of the statue of Betinho on Botafogo Beach in Rio de Janeiro marked a symbolic and institutional milestone for democracy and human rights. This tribute to Herbert de Souza—sociologist and founder of Ação da Cidadania—perpetuates his legacy and reinforces the importance of social mobilization in the fight against inequality.

For us, this recognition enhances the visibility of his initiatives, including campaigns and political advocacy efforts, and strengthens civil society. It serves as an inspiration for new generations to carry forward the struggle for human rights and social justice.



Message from the Executive Board

Rodrigo “Kiko” Afonso

Executive Director of Ação da Cidadania



In 2024, Ação da Cidadania reaffirmed its **commitment to the fight for the eradication of hunger** and the guarantee of dignity for millions of Brazilians. Our journey was made possible only through the tireless efforts of volunteers, partners, companies, and donors who believe in the power of solidarity to transform realities.

Every initiative we carried out—from emergency campaigns such as the tragedy in Rio Grande do Sul to Natal sem Fome (Christmas Without Hunger) and including the strengthening of local networks and capacity-building programs—demonstrated that together, we can go further. We worked in an integrated manner, **promoting food security, supporting agroecology, and advocating for inclusive public policies that uphold the fundamental right to food.**

We also strengthened our presence on the international stage, contributing to **key discussions at the G20, the United Nations, and other global platforms. Highlights include our participation in the Global Alliance Against Hunger and Poverty and our active role in the C20, where we led debates on food security.** This journey reaffirms the legacy of Betinho, our founder, and inspires new generations to carry this mission forward.

With each meal distributed, with every smile received, **we renew our purpose of building a more just and equitable society.** Thank you to everyone who was part of this story.

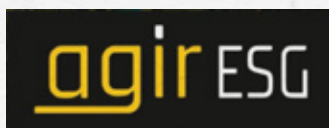
The year 2025 is already emerging with even greater challenges. **We aim to expand our impact and reach even further, knowing the road ahead will be challenging.** We continue to count on your support and partnership in building a future free from hunger and rich in dignity.



Partnerships

Strategic Partners

Companies and organizations that help amplify our impact.



Strategic Partners

Companies and organizations that help amplify our impact.



Strategic Partners

Companies and organizations that help amplify our impact.



Transformative Partners

Companies and institutions that made donations between **R\$1 million and R\$5 million.**

The logo for Ambev, featuring the word "ambev" in a bold, blue, lowercase sans-serif font.The logo for The Coca-Cola Foundation, featuring the word "THE" in a small, black, sans-serif font above the iconic Coca-Cola script, with the word "FOUNDATION" in a black, sans-serif font below it.The logo for Coca-Cola ANDINA Brasil, featuring the Coca-Cola script in red, followed by the word "ANDINA" in a bold, black, sans-serif font, and "Brasil" in a smaller, black, sans-serif font below it.The logo for Coca-Cola Brasil, featuring the iconic Coca-Cola script in black, with the word "Brasil" in a black, sans-serif font below it.

Transformative Partners

Companies and institutions that made donations between **R\$1 million and R\$5 million.**



Transformative Partners

Companies and institutions that made donations between **R\$1 million and R\$5 million.**



Idealist Partners

Companies and institutions that made donations between **R\$500,000 and R\$1 million.**



Engaged Partners

Companies and institutions that made donations between **R\$100,000** and **R\$500,000**.



Engaged Partners

Companies and institutions that made donations between **R\$100,000** and **R\$500,000**.



Engaged Partners

Companies and institutions that made donations between **R\$100,000 and R\$500,000.**



Supportive Partners

Companies and entities that made donations up to **R\$99,000**.



amadeus

AVOLON

Bauducco



BETTERFLY



BNP PARIBAS



CIVIL MASTER
ENGENHARIA EM ALTURA

ÁPIA

Supportive Partners

Companies and entities that made donations up to **R\$99,000.**



Supportive Partners

Companies and entities that made donations up to **R\$99,000**.



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Ação

DA CIDADANIA

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