



100% effort whenever  
there is 1% chance  
[www.abrale.org.br](http://www.abrale.org.br)

# RESULTS REPORT

BRAZILIAN ASSOCIATION OF  
LYMPHOMA AND LEUKEMIA

2021



**office hour**

RESULTS REPORT 2021

**images**

ABRALE AND SHUTTERSTOCK FILE

**vectors**

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This results report is the responsibility of Abrale - Brazilian Association of Lymphoma and Leukemia.

The online version is available at [www.abrale.org.br](http://www.abrale.org.br)

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**100%** de esforço onde houver **1%** de chance



# Mission

Offer help and mobilize partners so that all people with cancer and blood disorders in Brazil have access to the best treatment.

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# Who we are

Abrale is a non-profit organization founded by patients and their families in 2002.

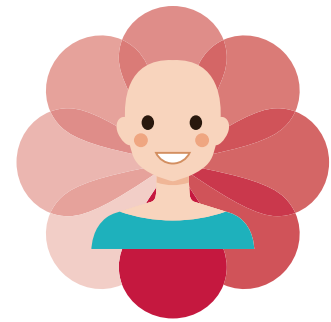
Every year, thousands of people are diagnosed with cancer and blood disorders. Our work is aimed at ensuring that these patients and their families have access to the correct treatment and quality of life during their journey.

We provide, daily, information about diseases, through different materials, campaigns and projects, in addition to providing free legal, psychological, nutritional and second medical opinion support.









**To achieve these goals, Abrale operates across the country on these four pillars:**



## **Patient Support**

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The department is made up of professionals specialized in health to assist all patients and their families, answering questions about cancer and its treatment, as well as offering psychological, legal, nutritional support and a second medical opinion.



## **Public Policies and Advocacy**

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We work intensively in the area of advocacy to improve, together with the responsible bodies and health managers, the promotion, humanization and access to cancer treatment. The objective is to improve the outcome of treatments in Brazil.



## **Data Research and Monitoring**

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With the Oncology Observatory, an online and dynamic platform for monitoring public data, it is possible to evaluate health policies and their application in society. Surveys with patients, health professionals and physicians provide us with relevant information about the patient's journey and the therapy applied in the country.



## **Education and Information**

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We use different channels to bring knowledge about blood diseases and their treatments to patients. Knowing the disease makes them able to participate in decisions about their health. For the health education of the general population, we created awareness campaigns on prevention and when to suspect cancer, in order to help anticipate diagnoses that, today, are very late. And, finally, with the distance education project, Onco Ensino, we offer training for professional improvement to doctors and health professionals.

# YOU ARE PART OF ABRALE FAMILY!



In 2021, the challenges arising from the COVID-19 pandemic still had important impacts on health. But our motto is to put 100% effort where there is a 1% chance, and so we did it.

With their help and participation, it was possible to continue the projects aimed at patients with cancer and blood diseases, and their families. We had important achievements in terms of access to information, early diagnosis, treatment and quality of life. In fact, Abrale, for the third consecutive year, was chosen one of the best NGOs in Brazil, by the Best NGOs Award, and won as the best non-governmental organization in the health area.

We thank you immensely for also believing in this cause and investing in the well-being of thousands of people who need and receive our support, free of charge.

**We continue to count on your partnership!**  
**Together, we can change the world.**

See below the main results of the actions we take with your investment.

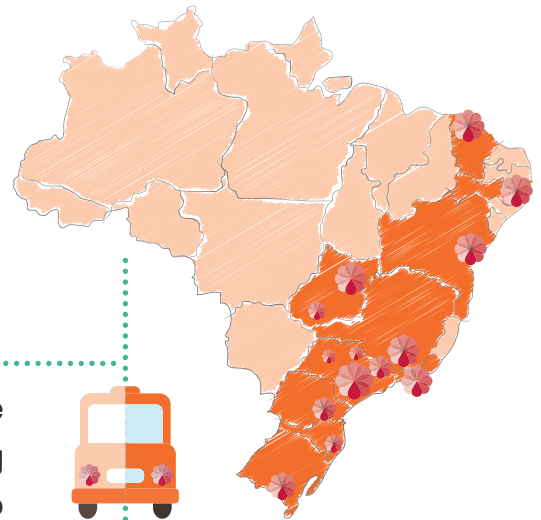




## We offer patients and their families/caregivers free of charge:

- **Reception throughout Brazil** .....

Located in the country 's main cities, Abrale representatives visit treatment centers bringing information, guidance and support. We are in Belo Horizonte, Curitiba, Florianópolis, Fortaleza, Goiânia, Porto Alegre, Recife, Ribeirão Preto, Rio de Janeiro, Salvador and São Paulo.



**We are present  
in the main  
regions of the  
country**

- **Juridical support**

Guidance on patient rights, ensuring that they are respected.

- **Psychological support**

In person or at a distance, the patient finds emotional support in coping with the disease.



- **Second medical opinion**

We facilitate the clinical discussion of the case and the remote therapeutic approach, between patients and renowned specialists from all over Brazil, through the Telemedicina Abrale project.

## Patient support in numbers:



Social service:

**2,505**

patients  
attended



Legal  
advice:

**2,247**

patients  
attended



Psychological

support:

**819**

patients  
attended



Dodói Project:

**2 thousands**

Dodói kits  
delivered to

**15 hospitals**



Telemedicine:

**326** patients

attended



● Abrale throughout Brazil:

**422 visits**

of our representatives in  
treatment centers



Wellness Project:

**6 online  
meetings,**

with topics of interest  
to the patient







# Information saves lives!

We believe that disseminating and expanding knowledge about cancer, its risk factors and the various prevention and control guidelines will contribute to the population's engagement in building a healthier society.

With these goals in mind, always putting the patient at the center of decisions, we carried out 8 information and awareness campaigns, disseminated through various channels and which had a wide reach:

**We carried out 8 information and awareness campaigns**

**Several channels with free information**



# GO WITH A SCARF

Held in the week of **February 4th – World Cancer Day**, the campaign had the participation of patients, professionals working in the health area and celebrities such as Juliana Paes, Sheron Menezes, Larissa Manoela, Carol Castro, Carolina Dieckmann. Everyone wore a scarf and spoke in their networks about the importance of prevention and early diagnosis of the disease.



 **Juliana Paes**  
28,6M followers  
87K engagement



 **Malvino Salvador**  
2,5M followers  
10K engagement



 **Juliana Paiva**  
9,2M followers  
196K engagement

Red Bull Bragantino players also entered the field wearing scarves tied to their arms. The action was discussed during the match on Premiere and Sport TV, and also on Segue o Jogo (TV Globo).



.....  
**Range: over 65 million people**  
.....





## ORANGE FEBRUARY – LEUKEMIA AWARENESS MONTH

In Leukemia Awareness Month, we launched the digital campaign “**Leukemia looks invisible, but its symptoms are noticeable**”. Several informative materials were produced, in addition to press releases.

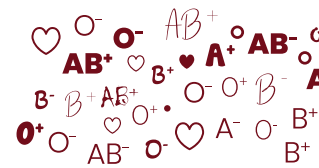
**Range: 200,000+ people**



## MARCH BURGUNDY

During multiple myeloma awareness month, we carried out online and educational actions about this type of cancer, which occurs, in most cases, in people over 60 years.

**Range: 100,000+ people**



# BLOOD DONATION SAVES LIVES!

We launched the campaign **“The pandemic stopped the world. But hope cannot stop. Donate blood and save lives!”** and we organize different actions to take this message to the population. The action had 10 partner states; with 75 mapped collection points; support from ABHH; of companies linked to the Metropolitan Transport Department, such as CPTM and Metro. Some subway stations were even lit up in red.

**Abrale distributed 3,000 special kits** with gel alcohol, mask and personalized bags to donors who attended the blood center on World Donor Day - 14/06. This action helped to increase the number of donors across the country, such as Hemorio, **which had 170% more donations when compared to the same period in 2020.**

**99, a transport app, made 3,000 vouchers available for the round trip of blood donors to blood centers in the country,** and all of them were used!

Different celebrities, such as Glória Maria, Fábio Porchat and Rafinha Bastos wore the action shirt on their social networks. We also have the production of a graffiti by Tito Ferrara, making an analogy to the bloodstream and blood donation, which can be seen at Marginal Pinheiros.

99

Se cuida, vai de 99.



3 thousand blood donors



Range: + 55 million people



## BODY UNDER ATTACK: AUTOIMMUNE HEMATOLOGICAL DISEASES

When the immune system, responsible for protecting the body, starts to attack its own tissues and organs, it is possible that diseases such as **ITP** and **aplastic anemia**, also called Autoimmune Hematological Diseases, arise. In this campaign, we made different informative materials about both diseases and disseminated them on ABRALE channels.

**Range: 100,000+ people**

## AUGUST LIGHT GREEN

We carried out educational actions to warn about the symptoms and importance of early diagnosis of lymphomas. Athletes from América Mineiro and Chapecoense entered the field for the 16th round of the Brazilian Championship wearing the “**Agosto Verde Claro – Month of Awareness on Lymphomas**” shirt, part of the Abrace campaign.



We also held a special live on Instagram, which featured Thelma Assis, Thelminha from BBB 2020, who is a doctor and lost her father due to lymphoma, and also Dr. Paola Torres, onco-hematologist, and Amanda Vieira, patient. The theme was worked on in our digital channels and press.

**Range: 5+ million people**



## BLOOD DISEASES

In September, several dates are celebrated, which aim to inform about cancers and blood diseases: World Leukemia Day (4/09), World Multiple Myeloma Day (5/09), World Lymphoma Awareness Day (15/09), World Bone Marrow Donor Day (19/09), World Myelofibrosis Day (20/09), World CML Day (22/09) and World ITP Day (24/09).

Throughout the month we made different informational content online, in the action entitled “**September – Blood Disease Awareness Month. Knowing is the first step.**”

.....  
**Range: 300,000+ people**  
.....

## LET’S BREAK THE SILENCE OF MYELOFIBROSIS

The action drew attention to **myelofibrosis**, a type of blood cancer that occurs more commonly in people over 50 years of age and which, in most cases, has no symptoms (silent). Influencers received a box, with a “breakable” lid. By breaking it, they had access to the explanatory materials of the action, which were read to the public. Among the names participating were actress Sophia Abrahão and Olympic basketball champion, Hortência.

.....  
**Range: 6+ million people**  
.....

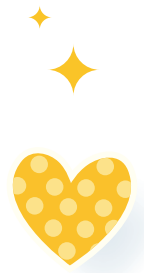




# ATTENTION TO CHILDHOOD CANCER

We carried out a digital campaign to alert the population about the signs and symptoms of malignant neoplasms in children and adolescents and we also promoted the crowdfunding campaign of **Projeto Dodói**, a partnership between **Abrale** and **Instituto Mauricio de Sousa**, which aims to humanize the treatment of children.

A t-shirt was produced especially for the action, and celebrities such as the Olympic basketball champion, Oscar Schmidt, wore the piece and publicized it on the networks.



**+ 8 thousand children benefited over the years**

**Reach: 60+ million people**



# COMMUNICATION IN NUMBERS:



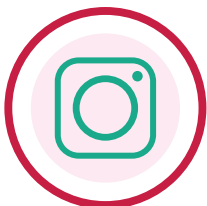
## **Abrale Magazine** ([revista.abrale.org.br](http://revista.abrale.org.br))

In the online version, more than **5.4 million** unique hits to the articles. More than **40,000 copies** were also printed, distributed free of charge to patients and family members registered with the organization.



## **Facebook** ([facebook.com/abrale](https://facebook.com/abrale))

More than **203,000 likers**, with posts reaching more than **1.8 million people**.



## **Instagram** (@abraleoficial)

Over **51k followers**, with posts reaching over **2.7 million people**.



## **TV ABRALE** (YouTube channel)

More than **73 thousand subscribers**. TV ABRALE surpassed **3.7 million views**, in **230 videos recorded** with specialists who talked about the different topics of multiprofessional service.



## **ABRALE website** ([abrale.org.br](http://abrale.org.br))

More than **1.8 million** hits throughout the year, focusing on the search for information about diseases and their treatments.



## **Abrale Cast** (podcast)

**36 episodes**, with over **4,000 unique listeners**.



## **Press**

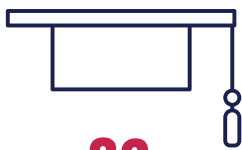
**More than 145 appearances in communication vehicles** such as Globo, Isto É, Exame, Folha de S.Paulo, Estadão, Band, TV Cultura, Jovem Pan, CBN, among others.



# ONCO EDUCATION KNOW TO BETTER TREAT



Onco Ensino is a distance education platform that supports health establishments specializing in Oncology in the training and professional updating of their employees. Currently, there are more than **32 thousand course completions**, with topics such as Palliative Care, Lymphomas, Nutrition, Childhood Cancer, Clinical Research and Solid Tumors. In 2021 alone, we added **25,000 new professionals** who signed up and completed the courses. We also made **new partnerships in 18 public treatment centers across the country, totaling 270 partners.**



**32**  
**thousand**  
**course**  
**completions**



**+ 25**  
**thousand**  
**registered**  
**professionals**



**270**  
**partnerships**  
**with treatment**  
**center**





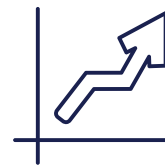
# DATA ANALYSIS: A ANSWER FOR HEALTH



To understand and give visibility to the reality of cancer care in Brazil, we use different data, collected through interviews with patients, and we also analyze public information on SUS care.

## • Studies Published in the Oncology Observatory:

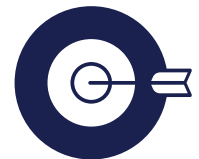
- Overview of Ovarian Cancer in the SUS
- Incidence of Breast Cancer in Municipalities
- Lung Cancer Atlas
- Overview of Mantle Cell Lymphoma
- Survey on the impact of Covid-19 on cancer diagnoses
- Survey on procedures related to Bone Marrow Transplantation bone
- Overview of Lymphomas



**7 studies**  
**published**

## • Interviews with patients:

- Hodgkin's Lymphoma Journey: 501 patients interviewed
- Non-Hodgkin Lymphoma Journey: 892 patients interviewed
- Multiple Myeloma Journey: 100 patients interviewed (research is still open)



**1,493**  
**patients**  
**interviewed**





## Data Research and Monitoring

### • **Conducting a Focus Group:**

- Oncologists from the 5 regions of Brazil on the Impact of the Pandemic on cancer treatment

### • **Studies approved in scientific congresses:**

- International Society of Pediatric Oncology
- Brazilian Congress of Hematology, Hemotherapy and Cell Therapy
- 11th Brazilian Congress of Epidemiology
- XXII Brazilian Congress of Clinical Oncology



• **4 participations**  
in scientific congresses



# BIG DATA IN ONCOLOGY

The **6th Big Data Forum in Oncology**, an initiative of the **All Together Against Cancer Movements** and **Oncology Observatory**, took place on July 13 and 14, with the theme “**Cancer does not choose sex. Perspectives for male and female neoplasms**”.

Experts addressed the importance of data on how preventive screening and treatment for female cancers are being carried out, and also for better awareness of men’s health.



**We had over 2 thousand hits**





## Public Policies and Advocacy

We articulate and mobilize public and private stakeholders in the health sector to promote actions aimed at improving oncological and hematological care in Brazil. We have achieved important achievements with regard to public and private health:

### • STATUTE OF THE PERSON WITH CANCER

With the presidential sanction, the Statute of the Person with Cancer is now law in Brazil. Law No. 14,238 was published on November 22, 2021, in the Official Gazette of the Union. Bill 1605/2019 was processed in the National Congress for 2 years and 8 months, and Abrale was present throughout the process. It is now a legal framework that protects the rights of cancer patients.



### • LACK OF DASATINIB, ALL OVER THE COUNTRY

Chronic myeloid leukemia (CML) patients from the SUS, who are undergoing treatment with Dasatinib, faced difficulties in accessing the drug for months. Abrale's legal and public policy team acted incessantly, demanding the Ministry of Health. We also made a representation (complaint) to the Federal Public Ministry.

### • WIN FOR PNH PATIENTS!

In July, Abrale's public policy team worked on a public consultation for the NON discontinuation of Eculizumab in the SUS, a drug used in the treatment of PNH (Paroxysmal Nocturnal Hemoglobinuria). With the mobilization of society, the Ministry of Health decided **not to exclude** the drug from the list of treatments for this rare disease of blood cells.

### • BUSSULFAN WILL BE DELIVERED UNTIL 2022!

The possible lack of Busulfan mobilized Brazil. The drug is used to prepare the body for bone marrow transplantation (BMT).

The supply of the drug was guaranteed. The result of this work was the result of collective actions between Abrale, the Brazilian Society of Bone Marrow Transplantation (SBTMO), the Brazilian Society of Pediatric Oncology (SOBOPE), the Brazilian Association of Hematology, Hemotherapy and Cell Therapy (ABHH) and hundreds of engaged cancer patients.

### • VACCINATION AGAINST COVID-19!

In January 2021, SBTMO and Abrale sent letters to the Ministry of Health, requesting the inclusion of patients in autologous and allogeneic hematopoietic stem cell transplantation (HSCT) programs in the priority group. Victory is guaranteed!







# TOGETHER WE ARE STRONGER!

The All Together Against Cancer Movement, created in 2014 by Abrale, and which brings together more than 200 partner organizations, aims to guarantee the right to universal and equal access to health. During the year, important actions were taken:

## • 8th TJCC CONGRESS

The event took place from the 20th to the 24th of September. There were five days of important online discussions about cancer care, through thematic panels, multiprofessional symposia, discussion groups and virtual experiences that provided the exchange of information and experiences between different audiences.

Renowned experts discussed topics that went through promotion, prevention, diagnosis, treatment, financing, legislation, management, communication and, of course, the impacts that COVID-19 is still having on cancer patient care and on the health system as a whole.



Were more than  
**4,800 subscribers**



**50 panels**



**5 discussion groups**



**170 speakers**



**59,000 hits** to the content we plan





### • 1st TJCC FORUM – RIO DE JANEIRO

It took place on the 19th and 20th of May. The event was held by the TJCC Movement in partnership with ACT – Health Promotion, Instituto Desiderata, Fundação do Câncer and Papo Rosa.

The more than **1,800 subscribers** were able to attend lectures with specialists on topics such as cancer care in the state of RJ, the importance of palliative care and integrative practices, and also on cancer prevention.

### • 3rd TJCC FORUM – NORTH AND NORTHEAST

On November 10 and 11, the 3rd Todos Juntos Contra o Câncer Norte e Nordeste Forum took place, an initiative of the TJCC Movement in partnership with Abrale, Instituto Roda da Vida and Fundação Maria Carvalho Santos.

Important issues, with a focus on cancer care in both regions, were addressed during these two days of debates for the more than **860 participants**.

### • YES FOR ORAL CHEMO

In July, the President of the Republic, Jair M. Bolsonaro vetoed the Bill “Yes to Oral Chemo”, which made it mandatory for private health plans to cover oral cancer drugs for home use.

Civil society organizations have been working to “veto the veto”. The TJCC Movement continues to support the Vencer o Câncer Institute, one of the creators of this bill, and, through a petition, gathered over **185,000 signatures**.

### • FIGHT COVID-19

During the second wave of the pandemic in the country, when the number of deaths and new cases of COVID-19 seemed out of control, the TJCC Movement wrote an open letter directed to the federal government suggesting the creation of the Working Group with Experts, a measure to advise the Ministry of Health plan and the Crisis Committee for Supervision and Monitoring of the Impacts of COVID-19.

**217 entities** signed the document, which also had the support of civil society. The letter was handed over to the authorities.



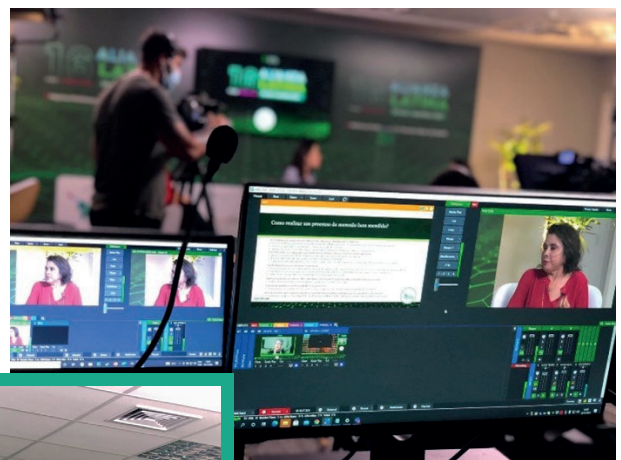


# BEST PRACTICES FOR THE 3rd HEALTH SECTOR!

Several organizations supporting patients with chronic diseases do not work to reduce inequalities in the field of Health, especially with regard to access to treatments and quality of life. Beginning in 2006, Alianza Latina aims to establish a network for training 3rd sector patient organizations, promoting professionalization and cooperation between them. For this, we carry out:

## • 16th ALIANZA LATINA INTERNATIONAL FORUM

It took place between the 23rd and 25th of November and marked the 15th anniversary of the Network. The event featured 60 management and health experts at 17 thematic tables. More than **400 people** signed up and were able to check topics such as the impact of COVID-19 in Latin American health systems, empowerment of the patient, importance of data in carrying out public policies, among others.



**60 management and health specialists**



**Over 400 people signed up**

## • RESEARCH – IMPACT OF COVID-19 IN LATIN AMERICA

Alianza Latina closely followed the impact of the pandemic in the region and applied the second phase of the research with patients with chronic diseases not communicable diseases and health professionals. The results showed that 41% of the patients had their treatment affected in the pandemic and that, although there were guidance for the adoption of teleconsultation as a service option, 61% did not had access to this type of service.

Among health professionals, most reported changes and adaptations in the treatment. The survey identified a lack of psychological support during the pandemic – 85% of them reported not having access to psychological care.

### - Overview of the impact of Covid-19 – Main challenges generated by the pandemic in social health organizations

This was another highlight of the research, and the results show that there was a expressive reduction in the number of projects and programs, or even the suspension of the activities of organizations and, consequently, a reduction in fundraising and staff.

## • OPEN LETTER TO WHO AND PAHO

Faced with the advance of the pandemic in the countries of the region, Rede Alianza Latina articulated and organized an open letter, signed by the associations that are part of the network, with a request for support to WHO and PAHO to inclusion of patients with NCDs in priority groups for vaccination against COVID-19 in the Latin American region.

## • COACHING LEADERSHIP PROGRAM

As part of initiatives to support advocacy leadership training and management strategy in the Latin American region, the 2021 edition of the Coaching Leadership Program, which benefited 10 associations free of charge of patients with CNCD's and trained more than 30 leaders.



# COMPANIES AND PARTNERS

That are part of the fight against cancer







# Reasons to invest in ABRALE

Being an Abrale partner is more than just philanthropy: **in addition to impacting significantly improve the lives of patients, your company also benefits from health value chain that is generated.**

## For your company, it's a opportunity to:

**INVEST**  
IN A BETTER HEALTH



**MOBILIZE, MOTIVATE  
AND COMMIT**  
EMPLOYEES AND CONSUMERS

**TO REACH**  
YOUR SOCIAL AND CORPORATE  
RESPONSIBILITY GOALS



**INNOVATE**  
SOLUTIONS FOR DEVELOPMENT

**92% OF CONSUMERS**  
WOULD BUY PRODUCTS ASSOCIATED WITH A SOCIAL CAUSE

Source: Global CSR Study 2013

# What We Offer to the Private Sector?

- ★ The result of the reputation of more than 19 years of experience throughout Brazil
- ★ More than 100 international partnerships with worldwide reach
- ★ The opportunity to achieve your Social Responsibility goals, investing in our broad portfolio of programs
- ★ Geographic structure and reach with local, regional and global impact
- ★ Long-term commitment to specific communities and municipalities
- ★ The opportunity to be a major player in improving health in the country

## How to Join?

**Your company can integrate Social Responsibility practices with its business strategy:**

- Investing in Abrale programs that align with its Social Responsibility goals
- Becoming a strategic partner in the search for innovative solutions that benefit patients and families
- Amplifying the power of your brand through marketing related to cause
- Providing spaces for the dissemination of educational campaigns to population, which aim to disseminate and expand knowledge about various health issues



# Our partners

## Donors and Sponsors (Master)

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Libbs  
Porque se trata da vida

MSD

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## Other partners in the cause



## Project sponsors encouraged



## Seal We Invest in Life

### LIFE



### HEALTH



### WELFARE





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Ernest Egli  
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Luiz Gustavo Silva Nascimento  
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Vera Borges  
Viriato da Silva Alho Filho  
Washington Luiz Simão Dias

## Cause Related Marketing

Agua Doce Praia Hotel  
Agustina Gutierrez  
Brinquedos Cotiplás  
Casa Joka  
Casa Lubiane  
Copacabana Palace  
Delphin Hotel  
EgonZehnder  
Fazzenda Park Hotel  
Ferraretto Hotel  
GEST - Hemovigilancia

Gorila Invest  
Grandesc Cuidado e Proteção  
Hotel fazenda das Amoreiras  
Hotel Fazenda São Matheus  
Hotel Serra das Estrelas  
Itu Plaza Hotel  
Libertà by Gabi Piercing  
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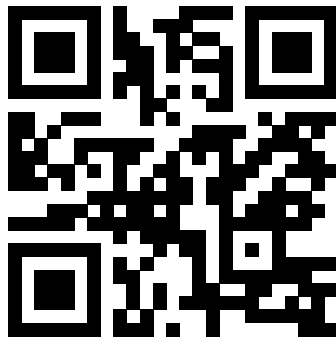












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