

SOCIAL REPORT



ALOK INSTITUTE

YEAR I – 2021

*Actions December/2020 to December/2021*

## SEEDING TRANSFORMATIONS



*Alok Institute gives meaning to my life. Through music I can build something bigger, as well as through social investments.*

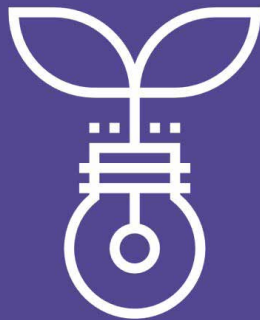
*These are fronts that move my heart and that I want to enhance with partnerships to always have more and more seeds sown.*



**Alok**

In our first year of existence, the Alok Institute carried out and participated in several social emergency actions, signed more than two dozen partnerships to support projects, and positively impacted thousands of lives in Brazil, Africa and India.

# AREAS OF EXPERTISE



## Entrepreneurship

Encouraging business creation, access to technology and credit.



## Social Gastronomy

Promoting food security, sustainable consumption and production.



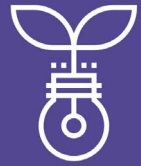
## Expansion of Consciousness

Promoting the protection of nature, human development, and indigenous and Afro-Brazilian cultures.

## BRAZIL

In Brazil, organizations from the so-called Third Sector, the media specializing in topics of society, politics and economics and, above all, the millions of fans and followers of DJ Alok, celebrated the launch of the Instituto Alok – a non-profit entity dedicated to transformation social support and solidarity with the most vulnerable people and communities.



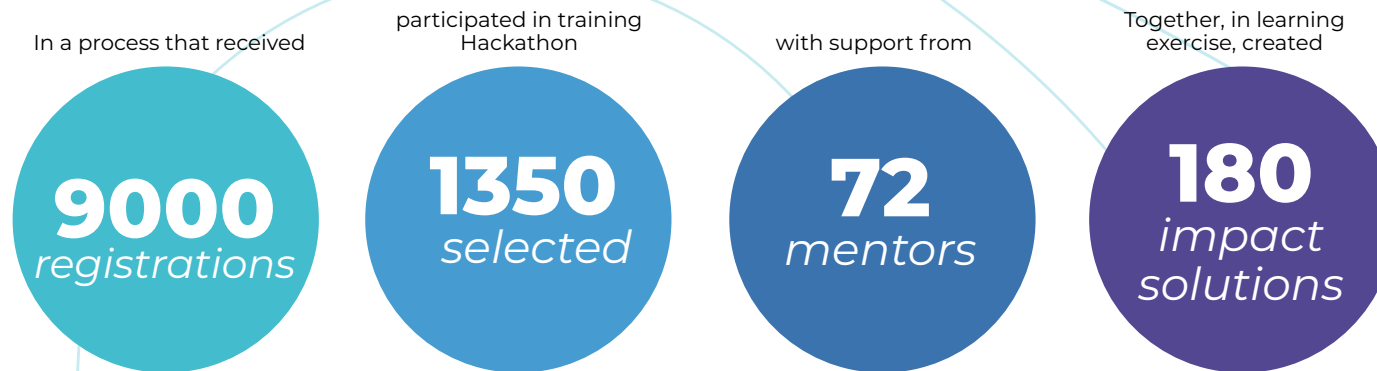


## Entrepreneurship

### TECHNOLOGY

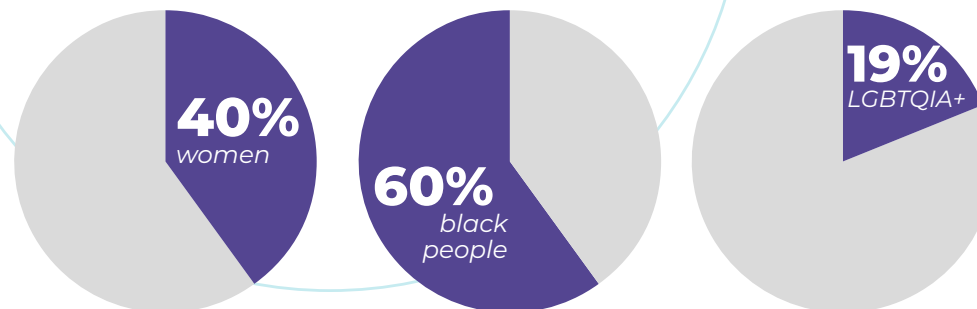
#### Partnership Recode

Support for the professional training of **360 young people** from the peripheries in programming full stack.



focusing us public indigenous people , women, black people, PCDs, refugees and LGBTQIA+.

In 2022, the 360 finalists will present themselves to the market.



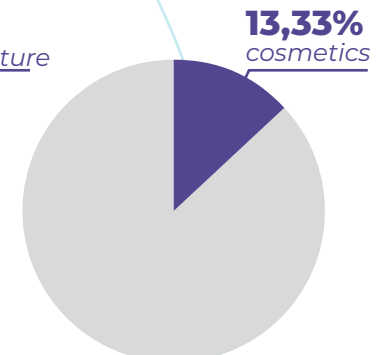
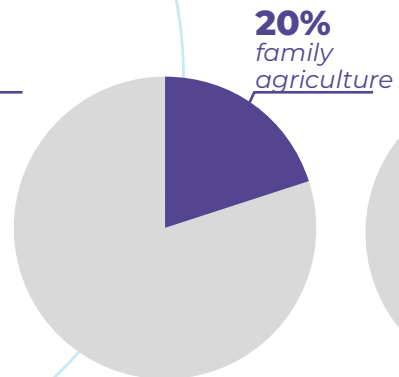
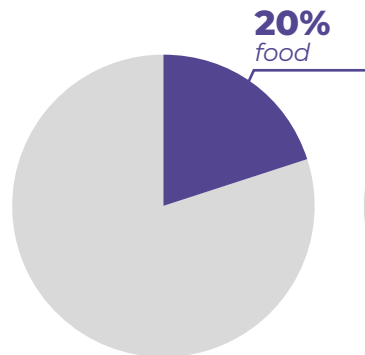
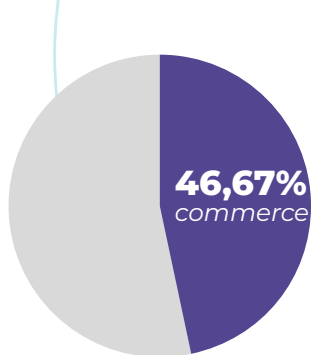
\* The sum is greater than 100% because some characteristics overlap

## MICROCREDIT

### Partnership: Acreditar

Credit fund supported

impacting the lives of



## BIOECONOMY

### Partnership: [Amazon Entrepreneurship Center](#)

Communication expands awareness and reveals sustainable business opportunities in the Amazon.

We support the Straight Talk project for the production of

**48**  
*videos*

which aim to showcase the riches that the Amazon forest has and the potential that the region offers for sustainable business.

## SOCIAL CHEFS

### Partnership: [Gastromotiva](#)

Support for the Social Kitchen Training Program expanded the professional qualification of

**53**  
*social chefs*

in communities in RJ, SP and PR.

*CRIATIVE ECONOMY*

**Partnership: Feira Preta Institute**

**2**  
*PretaHub  
houses*

Institutional support for

São Paulo and Bahia

benefited approximately

**700**  
*afro  
entrepreneurs*

in infrastructure for work production  
of culture and technology.

**Parceria: Feira Preta  
Support: Black Princess**

Black Powers FUnd of

R\$  
**500k**

strengthened the Feira Preta  
Festival and will support

**20**  
*black  
women*

in management mentoring  
and scholarships worth

R\$  
**20k**

for each one, helping to consolidate their business  
in the creative economy





## Social Gastronomy

### CHRISTMAS WITHOUT HUNGER

Partnership: Citizenship Action Against Hunger

ALIVE Concert - first year-end special by Alok – was seen by

**12mi**  
people

and became a night to encourage the “culture of donation”  
Alok Institute and more than                      donated around

**6500**  
fans

R\$  
**900k**

for the Christmas Without Hunger campaign.

### FOOD BASKETS

Partnership: Cufa, Mansão do Caminho, Ilê Isín Odé Aláàbo, Edisca and Backstage.

We shared Christmas with others

**50mil**  
people

through the donation of

**11.986**  
food baskets

handed out in all regions of Brazil .

## EVERYDAY BREAD

**Partnership: House of Prayer of the People in the Streets (Fr. Júlio Lancellotti)**

Support for bakery infrastructure/equipment

**300k**  
*bread*

**150k**  
*cakes*

and acquisition of inputs favored the production for homeless people (SP).

## SOLIDARITY KITCHENS

**Partnerships: Gastromotiva and Huwã Karu Yuxibu Center**

Support to

**2**  
*solidarity  
kitchens*

one in Rio, Alecrim; and another in Acre – Campo da Fartura, to spread Huni cuisine Kuin and assistance to indigenous relatives.

## HEALING FOOD

**Partnerships: Gastromotiva and Alecrim Healthy Gastronomy**

There were added to the diet of people undergoing detox treatment

**14.400**  
*vegan  
meals*

in a project supported in Rio de Janeiro.

## COUNTRY SIDE – OUTSKIRTS

Partnership: Solano Trindade Agency

Support for increasing the income of



with the creation of E-commerce and the distribution of Organic Foods on the outskirts of the South Zone of São Paulo.

There were sold



and made



(Jan. a Set.)

## INDIGENOUS VILLAGES

Partnership: Reasons to believe and Nossa Jornada Institute

With the delivery of



we supported agricultural replanting in



affected by major floods in Acre.



## Expansion of Consciousness

### HEALTH

**Partnership: Mansão do Caminho, Little Prince, GRAAC e Unicef**

Our donations benefited

**4.800**  
*children*

with health care.

### HOUSING

**Partnership: Portraits of Hope, Fraternity Without Borders**

In the Vila da Esperança community, named by Alok in 2019,

**8**  
*houses*

were built (six in 2021).

### NEW HOME

**Partnership: Game Changer**

The family of a young participant of a game championship with Alok won

**1**  
*house*

new and furnished.

## WATER

**Partnerships: Portraits of Hope,  
Fraternity Without Borders, Ama Water  
and Fundación Avina**

Located in Canudos, in the northeastern hinterland,

**125**  
*families*

from Vila da Esperança also gained access  
to drinking water.

## HYGIENE and COVID

**Partnership: Unicef**

Support the installation of hand washing stations in

and also in

**7**  
*schools*

**5**  
*quilombos*

in Maranhão benefited

**4.127**  
*children, young  
people and  
teachers*

## VACCINE and OXYGEN

**Partnership: United for the Vaccine  
and SOS Acre**

We support, with refrigeration equipment and thermometers, or with oxygen, the health departments of



from Goiás, Bahia and Acre.

## FLOODS IN BAHIA

**Partnership: Citizenship Action,  
Brazilian Red Cross,  
Scouts of Brazil, Goiás Scouts**

We joined hands with the efforts of many in helping families victimized by the floods in Bahia, donating



and helping to raise around



in cash and food.

## EDUCAÇÃO e CULTURA

**Partnerships: Yawanawa Association,  
Ballet Paraisópolis**

Support for traditional indigenous art workshops and dance for personal transformation benefited

**140**  
*young people*

Yawanawa villages (Acre) and in Ballet Paraisópolis (São Paulo).

## SPIRITUALITY

Education actions are supported by the Alok Institute and solidarity of

**5**  
*spiritual leaders*

from different matrices of faith and knowledge:

- Mansão do Caminho (BA), serving families needy and children; reference in humanized birth (Medium Divaldo Franco);
- House of Prayer for the People of the Street, offering full support to the homeless in São Paulo ( Father Júlio Lancellotti );
- Instituto Caminhante (RJ), combating intolerance and promoting food security (Pastor Henrique Vieira);
- Ilê Isín Ode Aláàbo (DF), preservation of expression Afro-Brazilian religious and social assistance (Master Father André); and
- Espaço Caminho da Luz (SP), approaching personal growth in an holistic way , merging science and spirituality (Prof. Laércio Fonseca).

## INDIGENOUS PEOPLES

The project “The Future is Ancestral”, composed of a musical album by Alok and a documentary made in partnership with the producer [Maria Farinha Filmes](#), inspires the Institute Alok also in carrying out

**8**  
*indigenous projects*

agricultural consultancy  
(Yawanawa people),  
in partnership with  
**Grupo Rezek**

construction of recording studio  
(Brô MC´s)

construction of Field of Abundance -a restaurant serving social services and valuing original cuisine - in Centro Huwã Karu Yuxibvu ( Huni people) Kuin ). Partnership with the company **GasLive** , **state and municipal government bodies in Acre, Embrapa** , among others

support for the Indigenous Communicators Network ([APIB](#))

art and culture workshops for new generations in villages (Yawanawa people)

strengthening the Center for Native Songs (Kariri Xocó people)

strengthening the legal capacity to promote and defend indigenous women ([ANMIGA](#))

strengthening the Escola Selvagem, online project for education and celebration of the worldviews of indigenous peoples (made by Dantes Editora).



## AFRICA

Alok Institute supports technically (project monitoring), but not financially and on a voluntary basis, social actions carried out by the organization **Fraternity Without Borders** in three African countries.





## Entrepreneurship

*WORK and INCOME*

**Partnership: Fraternidade Without Borders**

**940**

*african people  
and refugees*

received training workshops in the areas of baking, sewing, making ecological bricks, arts, carpentry and biochar (Malawi, Mozambique and Madagascar).



## Social Gastronomy

### TO DRINK

Partnership: Fraternity Without Borders

**2.000**  
*children and adults*

now have access to drinking water from drilling artesian wells in Malawi.

### TO EAT

There were delivered

**60ton**  
*of food*

for families in Mozambique

**400**  
*people*

began to have better food with a planting project in Malawi.

**14.000**  
*people*

received food baskets monthly in 30 reception centers in Mozambique.



## Expansion of Consciousness

### SOLAR ENERGY

Partnership: **Fraternity Without Borders**

Installation of solar energy in public areas, houses and education and coexistence spaces benefited

**1.100**  
*families*

in Malawi, Mozambique and [Madagascar](#).

### SCHOOL

Partnership: **Fraternity Without Borders**

**1.100**  
*children*

Entered school  
in Malawi and Madagascar .

## INDIA

O Instituto Alok apoia tecnicamente (acompanhamento de projetos), mas não financeiramente e de forma voluntária, projetos na Índia realizados por três organizações: a **Ashoka**, a **Kailash Satyarthi Children's Foundation** e a **Lokaa Foundation**.





## Entrepreneurship

### TO CHANGE

#### Partnership: Ashoka India

Fellows network Ashoka” was born in India and today there are more than

**504**  
*social  
innovators*

recognized and supported by Ashoka in that country.

The project supported by the Alok Institute contributes to strengthening the network and supporting new

**5**  
*change  
makers*

with three-year scholarships so they can better dedicate themselves to their ventures and social innovation in the areas of combating violence against women, education and inclusion.



## Expansion of Consciousness

### COMPREHENSIVE EDUCATION

#### Partnership: Kailash Satyarthi Children's Foundation

The Bal Mitra Gram program (Child Friendly Villages) in

**20**  
*villages*

Creates an environment conducive to bring back to school

**3.500**  
*children*

connecting their families to government social support systems and guaranteeing free compulsory education up to 12th grade.

### HOLISTIC VISION

#### Partnership: Lokaa Foundation

The dream of young Lokaa Krishna, 16, is to create

**1.000**  
*sustainable villages*

where today there are very poor villages.

They will be places where people can live with material dignity, conditions for personal and spiritual development.

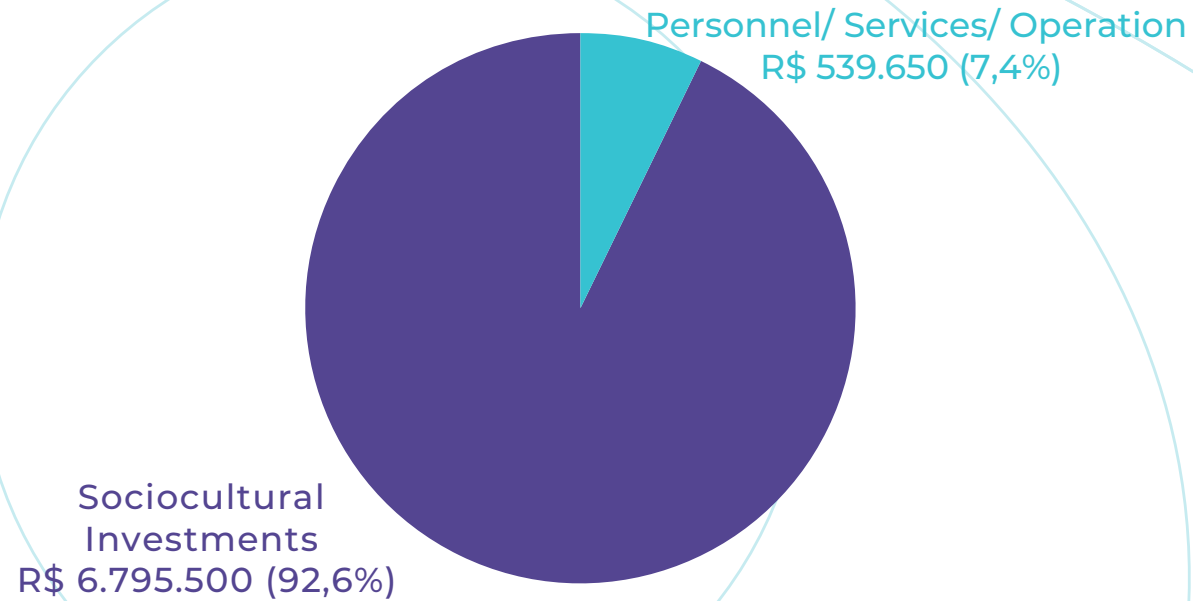
The project accompanied by the Alok Institute in one of these villages, where they live

**68**  
*families*

benefits from housing renovations, access light, water and education.

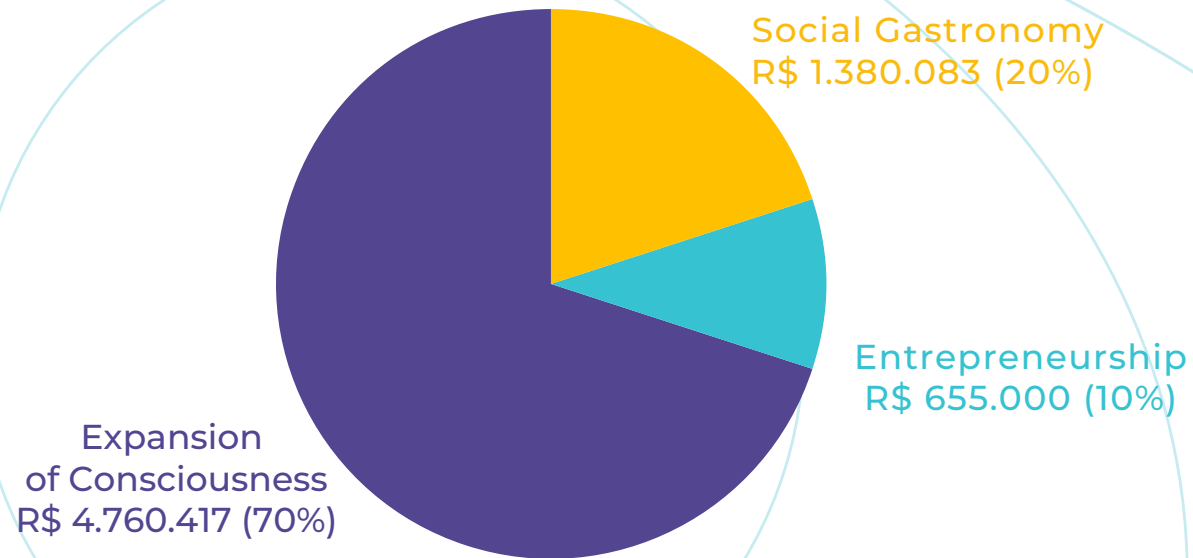
# Financial

## Investments made 2020/2021 BRAZIL



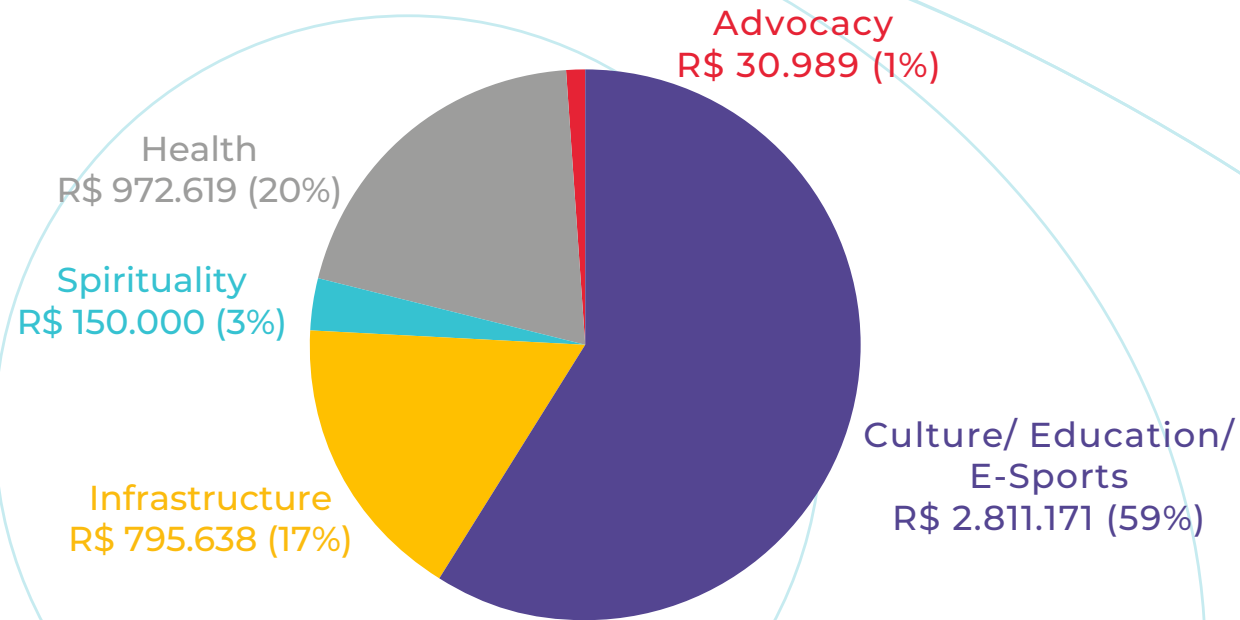


## Investment by Areas of Activity

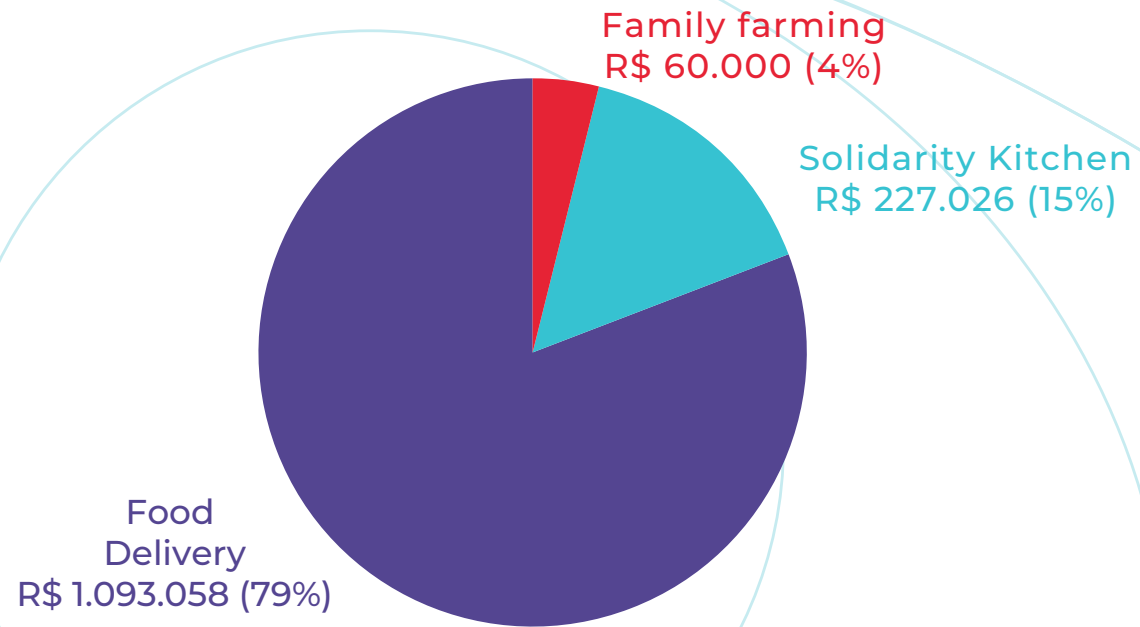


Detailed by areas of activity:

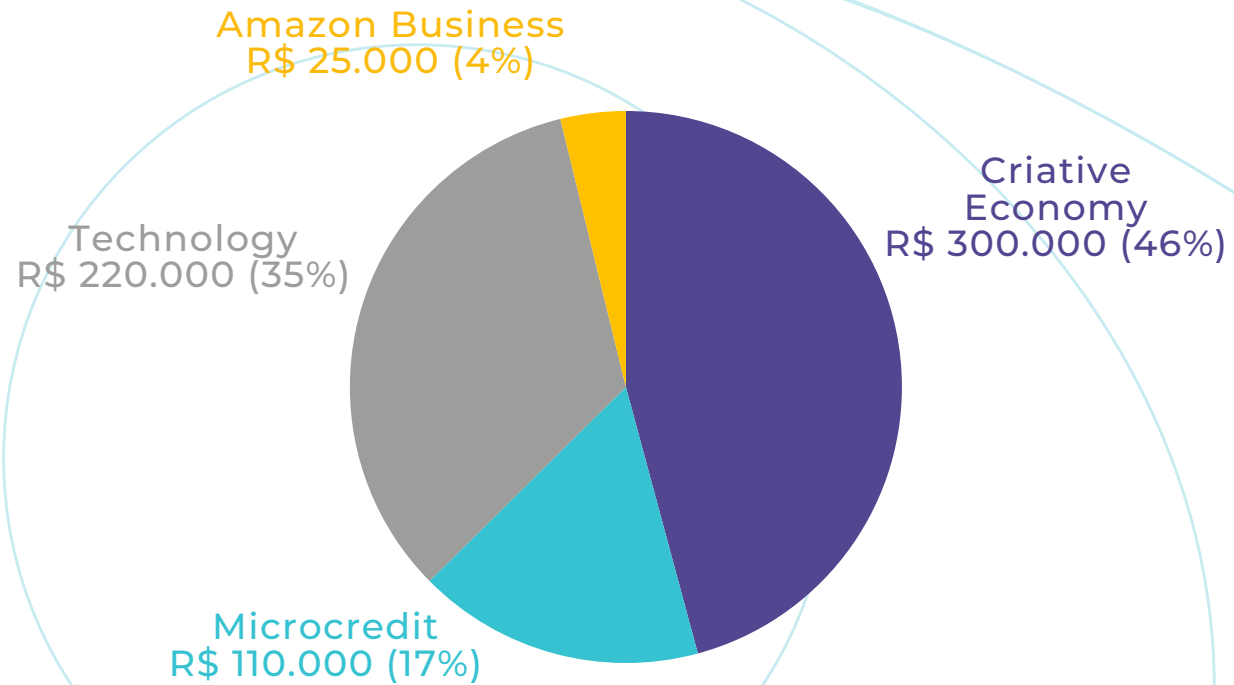
Expansion of Consciousness



## Social Gastronomy



## ENTREPRENEURSHIP



# COMMUNICATION

## *Sharing actions and inspiring attitudes.*

Instituto Alok was celebrated when it arrived, with almost 86 thousand followers on its Instagram profile almost instantly at the time of its launch and due to the great publicity during ALIVE - Alok 's end of year special watched by millions of people.

Since then, the profile has jumped almost 30% in the number of followers, with great engagement and public participation.

On our page, we share data about the projects supported by the Institute and their inspiring stories of collective and personal transformation.

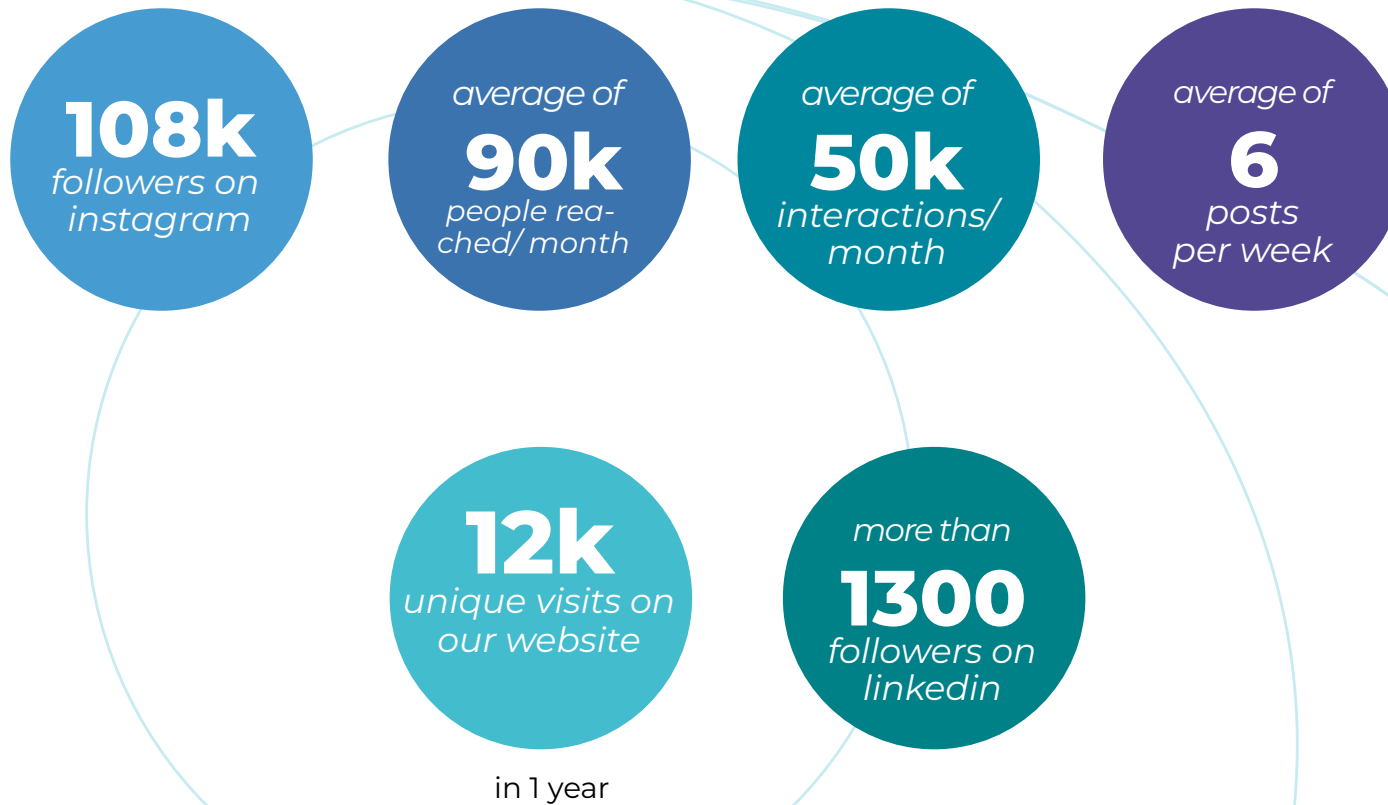
We also talk about the actions of partner organizations and highlight reflections and movements for human development and nature protection.

In Portuguese and English, the website also contains the history of Alok 's social actions before the Institute was even created.

The Institute is also present on LinkedIn , Facebook and YouTube.

We received thousands of direct messages and emails, trying to respond to everyone.

Alok Institute in numbers – YEAR I



# Press

The Brazilian press placed great emphasis on Alok 's example with the creation of the Institute, in a context of encouraging “the culture of donation”.

**83**  
press  
insertions

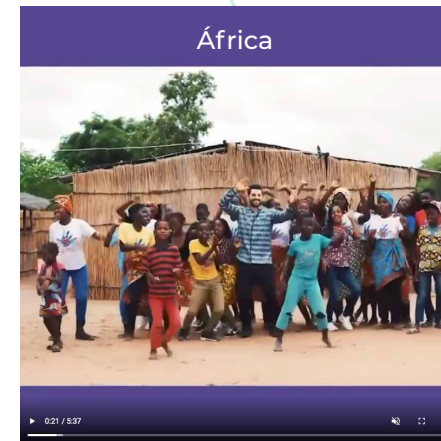
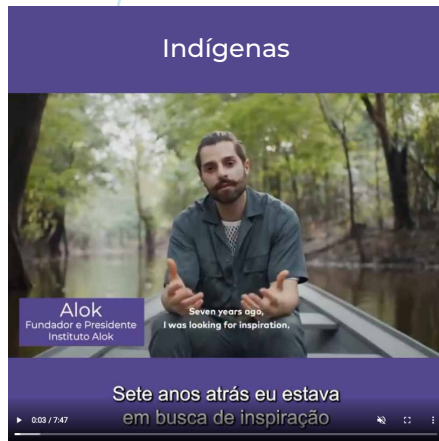


Click to access the full press report

## Alok Institute in numbers – YEAR I

Alok Communication team produced - celebrating our YEAR I - the following videos about the projects we support in the various areas of activity\*

\*Click on the images to watch





# WHO WE ARE

## Founders

Alok Achkar Peres Petrillo  
Romana Novais de Souza A. Petrillo

## President:

Alok Achkar Peres Petrillo

## Vice President:

Fábio Correa Soares

## Counselors:

Robson Cunchado do Nascimento Junior  
Rafael Rocha de Macedo  
Gabriel Machado Lopes

## Executive Director

Devam Bhaskar (Geraldinho Vieira)

## Team

Administration: Vitória Moraes  
Communication: Janaina Coe  
Projects: Renata Quintella  
Webmaster: Sandro Arakaki

## Fiscal Counsel

Anna Ryta Costa  
Felipe Caldeira Lobo  
Raul Marcilio de Souza

## Press

Melina Tavares Comunicação

Strategic Alliances



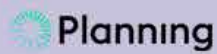
Supported Organizations



Investing Partners



Consulting Partners





#### EDITING

Director in charge: Devam Bhaskar.

Data: Adriana Basile (project manager / 2021),  
Vitória Morais (financial) and  
Melina Tavares (Press).

Design and communication data: Janaina Coe.