



# FINAL REPORT

## 10-YEAR PROJECT UNIDOS PELA VIDA INSTITUTE



# About Unidos pela Vida

Unidos pela Vida – Brazilian Institute of Cystic Fibrosis Care is a non-profit civil society organization based in Curitiba (Paraná/Brazil) and operating nationwide.

The Institute was born from the latent need to make cystic fibrosis known in Brazil, contributing to the search for early diagnosis and treatment.

Its mission is to strengthen and develop the cystic fibrosis ecosystem in Brazil through projects focused on communication, support, education, research, encouraging physical activity, organizational development, advocacy and public policies.

In 2021, for the 4th consecutive year, Unidos pela Vida was included in the list of the 100 Best NGOs in the country by Instituto Doar. In 2019, it received the Grandprix for Best Practice in the Third Sector of Paraná by the GRPCOM Institute.



# 10-Year Project

This project aimed to promote a significant expansion of knowledge regarding cystic fibrosis (CF) in Brazil, in the year Unidos pela Vida Institute completed 10 years of work.

Vertex has sponsored 4 (four) activities within the project:

- Around the World for Cystic Fibrosis challenge;
- Short documentary "From dream to hope: 10 years for cystic fibrosis in Brazil";
- Unidos pela Vida Institute 10-year Report;
- United TV launch.



# Around the World CF

40,000km for cystic fibrosis

The *Around the World for Cystic Fibrosis Challenge* was created to encourage the practice of physical activities among people with cystic fibrosis, family members, friends and the general public, in addition to increasing publicity of the disease in Brazil and around the world.

The goal was to cover a total route of 40,075km, from August 9th to November 22nd, 2021, through walking, running, cycling, rowing and other activities. A week before the end of the challenge, the goal was reached. In the end, 42,325km were covered.

Participants made their entries in the *Equipe de Fibra app* (available for Android and iOS) and recorded the routes taken. In the app and on the website [www.aroundtheworldcf.org](http://www.aroundtheworldcf.org) (also available in Portuguese and Spanish), they could post photos and follow the evolution of the ranking in real time.



**AROUND THE WORLD**



# Around the World CF\*

40,000km for cystic fibrosis



**42,325km**



**317 participants**



**7 countries**

**(Brazil, Germany, Canada, Spain, United States, Ireland and Portugal)**

\*Find the final report (in English) attached on Vertex grant platform

# Short documentary

## From dream to hope: 10 years for cystic fibrosis in Brazil



The 15-minute documentary "From dream to hope: 10 years for cystic fibrosis in Brazil" shows how cystic fibrosis has become better known in Brazil in the last 10 years and how patients have started having better quality of life and hope for the future, through the history and work of Unidos pela Vida Institute.

The movie was released in November 22nd, during an online event to celebrate the Institute's anniversary. Around 150 people watched the event live.

The filme brings testimonials from people who have been part of Unidos pela Vida's history, including healthcare professionals, people with CF and family members, public sector and care associations representatives, and the founder and executive director of the Institute, Verônica Stasiak.

It is available to watch on United TV.

[Click here to watch with English subtitles](#)



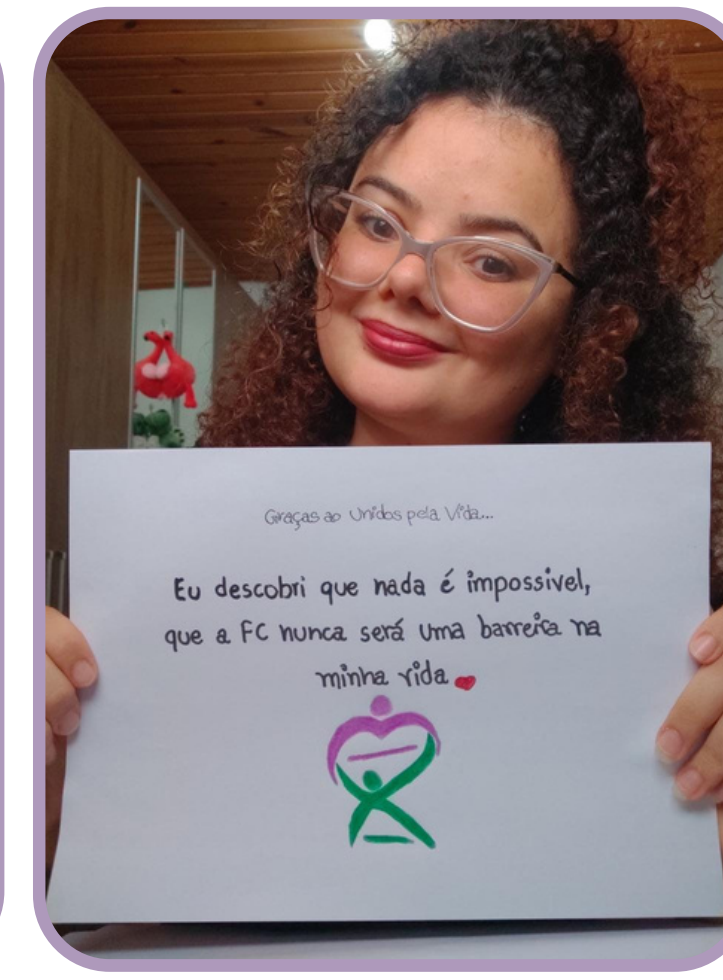
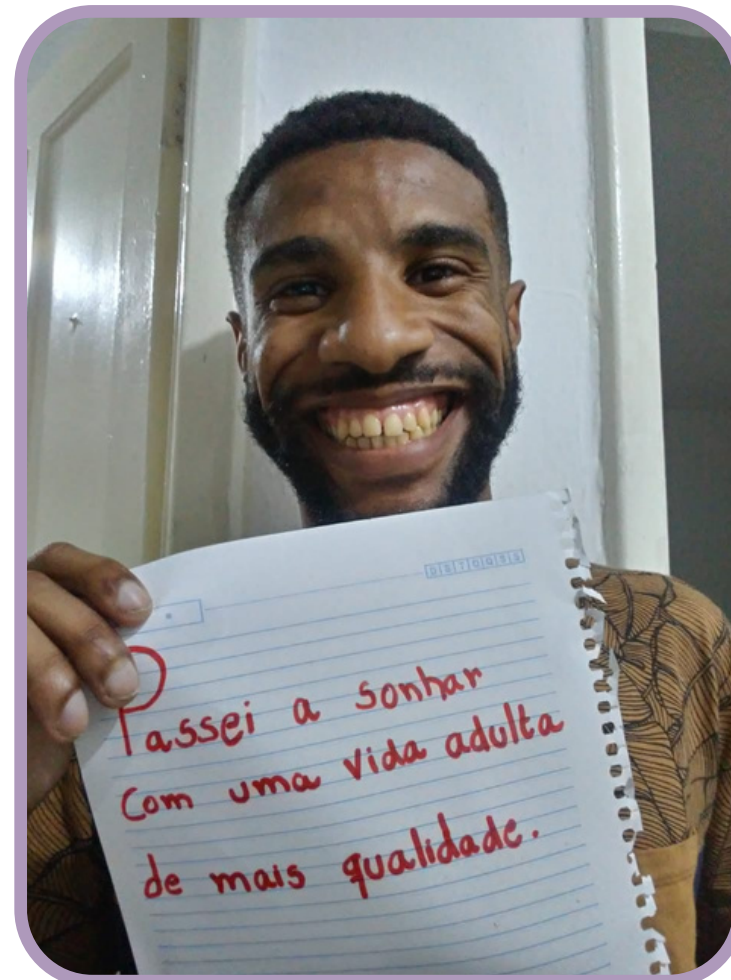
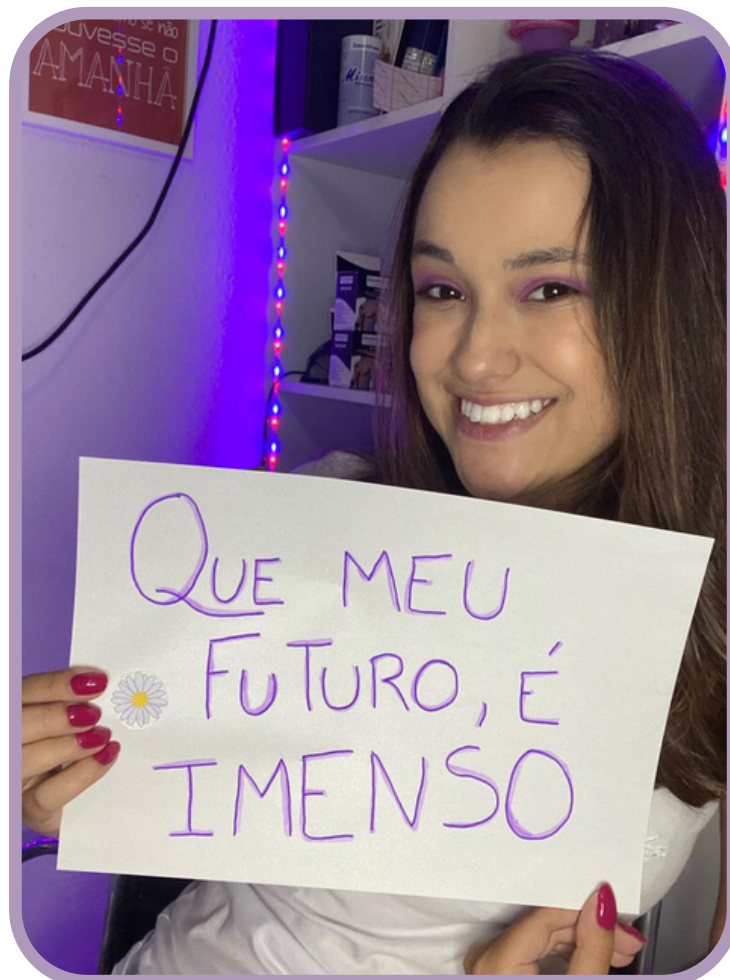
# Short documentary

## From dream to hope: 10 years for cystic fibrosis in Brazil



The production process involved hiring of a company that created the script, conducted the interviews and edited the film, and also developed the communication strategy for the release.

In addition to the recorded interviews, there was also a mobilization of the Institute's network to get written statements from people with CF who were impacted by Unidos pela Vida's work on the last decade. They sent a photo with a written message about how they were allowed to dream and live a better life.

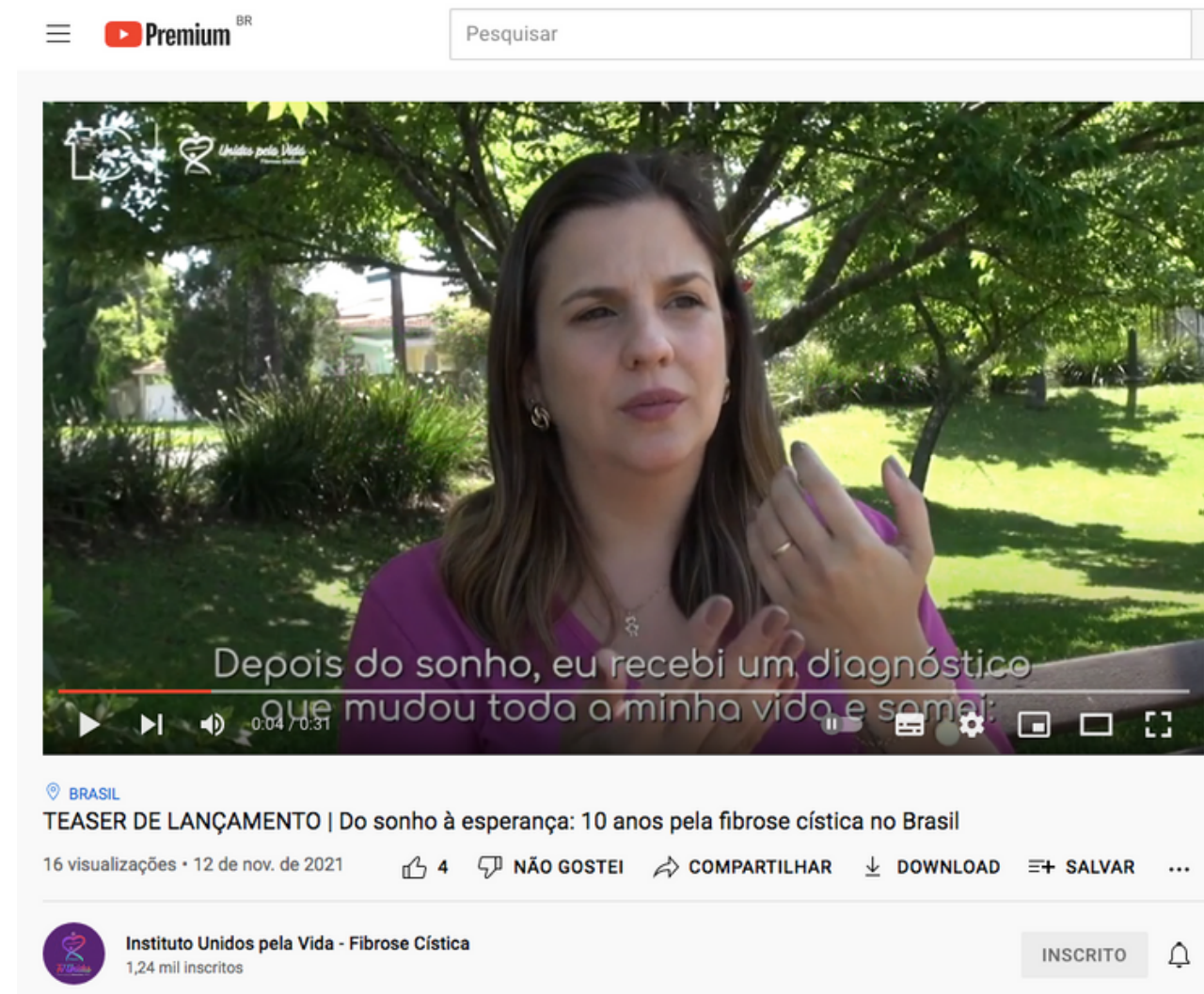


# Short documentary

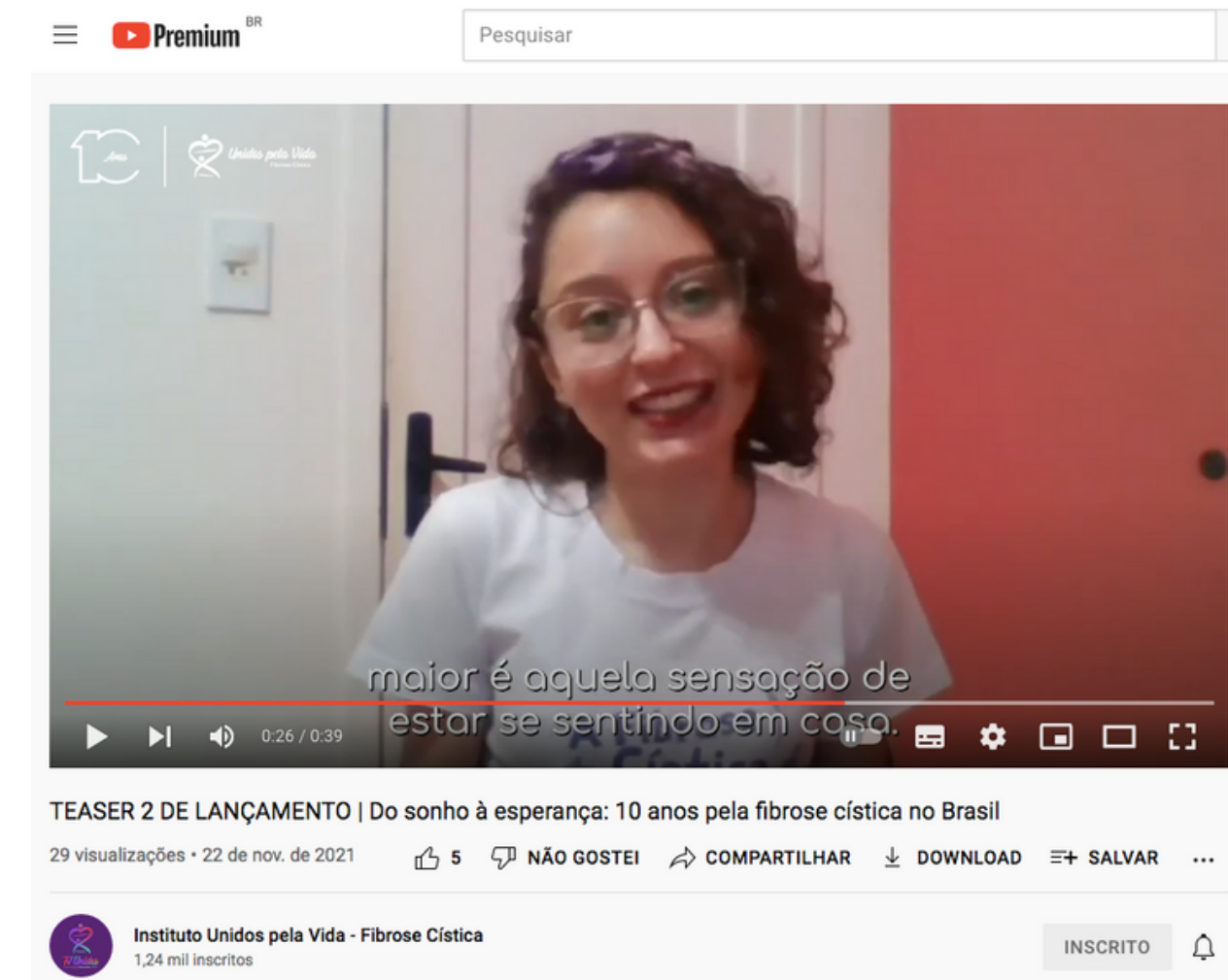
From dream to hope: 10 years for cystic fibrosis in Brazil



Two video teasers have been released to call people to participate in the short documentary live event.



[Click here to watch the 1st teaser](#)



[Click here to watch the 2nd teaser](#)

# Short documentary

## From dream to hope: 10 years for cystic fibrosis in Brazil



The launch's strategy involved publishing a call for people to send their testimonies in photo and text, as well as calls to register for the event in which the documentary was broadcast and post-event, inviting the public to access Unidos pela Vida's channel on YouTube, where the film is available.



# 10-year Report

## From dream to hope: 10 years for cystic fibrosis in Brazil



A digital report on the activities of Unidos pela Vida, gathering the main events of the decade at the Institute and its impact on cystic fibrosis' scenario in Brazil. All the research and writing have been done by the Instituto's team.

The budget has been used to hire a designer that made the report's layout, which is available on the Institute's website and also had some units printed.

The report was released on November 22nd.

[Click to read the report](#)  
[\(in Portuguese\)](#)



# United TV

The biggest channel on cystic fibrosis in Brazil



The project aimed to relaunch Unidos pela Vida's channel on YouTube as "United TV" (TV Unidos). Nowadays, the consumption of information on the internet has been migrating to audiovisual platforms. Video content is capable of giving the information dynamically and it is available to all kinds of audience, that is increasingly connected and seeking out knowledge through entertainment. With "United TV" the goal is to reinforce Unidos pela Vida's position as a reference in qualified content on cystic fibrosis.

The budget has been used to hiring of a designer to create a new visual identity and an audiovisual editor to create a video to present the channel.



[Click here to access](#)

# Transparency



10-YEAR PROJECT	ACTIVITY	SUPPLIER	ACTIVITY COST	FINAL COST	SPONSOR
AROUND THE WORLD CF	logo + ID Equipe de Fibra	Studio Jobs	R\$ 2.000,00	R\$ 15.465,00	Danone
	communication arts	Studio Jobs	R\$ 3.000,00		
	press office	PGI	R\$ 6.500,00		
	trophies production	Requinte	R\$ 1.165,00		
	official videos (EF and Volta)	Studio Jobs	R\$ 2.800,00	R\$ 15.000,00	Abbott
	platform (app + website)	Studio Jobs	R\$ 15.000,00		
	platform (app + website)	Studio Jobs	R\$ 15.000,00		
	ID Around the World	Studio Jobs	R\$ 2.000,00	R\$ 17.000,00	Vertex
UNITED TV	United TV launch	StudioJobs	R\$ 4.000,00	R\$ 3.500,00	
	Short documentary "10 years of CF in Brazil"	Nuclear Hub	R\$ 7.400,00	R\$ 8.000,00	
10-YEAR REPORT	Unidos pela Vida Institute 10-year Report	StudioJobs	R\$ 5.000,00	R\$ 5.000,00	
	Management	M H Conteúdo	R\$ 6.600,00	R\$ 6.500,00	
<b>SPONSORED BY DANONE</b>				R\$ 15.000,00	
<b>SPONSORED BY ABBOTT</b>				R\$ 15.000,00	
<b>SPONSORED BY VERTEX</b>				R\$ 40.000,00	
<b>TOTAL SPONSORED</b>				<b>R\$ 70.000,00</b>	
<b>TOTAL COST</b>				<b>R\$ 70.465,00</b>	
<b>PAID BY UNIDOS PELA VIDA</b>				<b>R\$ 465,00</b>	

All sponsorship contracts, project details, contracts and other documents proving the relationship with suppliers can be requested by contacting [contato@unidospelavida.org.br](mailto:contato@unidospelavida.org.br)

FOR FURTHER INFORMATION,  
PLEASE CONTACT:

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