

## Dentsply Sirona Brazil Presents New Social Responsibility Campaigns

Even though we are facing difficult times during this pandemic, we must not forget we are still called on to contribute to social responsibility - individually and as a Company. Especially when many people are experiencing difficulties, the Dentsply Sirona team in Pirassununga rolled out Social Responsibility campaigns to contribute with solidarity and help minimize the impacts generated by COVID-19.

The first Social Responsibility campaign DS Brazil Colleagues rolled out was a partnership initiative with Vida Renovada Institute. The goal of the still ongoing initiative is to contribute with solidarity and social responsibility actions to help the local community in Pirassununga. Vida Renovada Institute offers reception services for children, youth, adults and the elderly who are experiencing situations of social vulnerability.

During the last six years of operation, the institute has served 520 people, including adults (men and women), children and teenagers. After a period in the reception, 60% of the assisted people successfully achieved their familial or social reestablishment. This success was achieved because DS employees actively participated in donating food, clothes and toys.

You can learn more about this initiative [here](#).

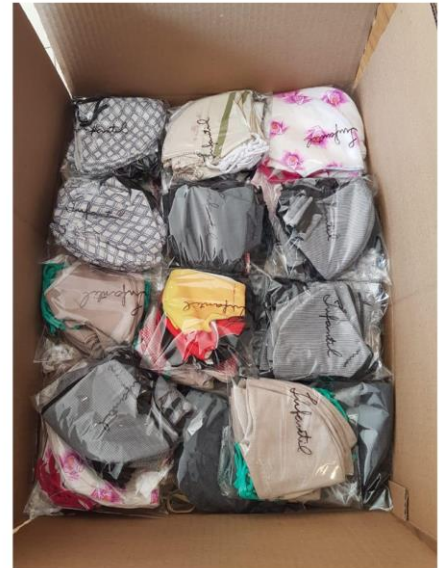


The second campaign our Brazilian colleagues initiated was a crowdfunding campaign for Nuvem de Borboletas NGO. Dentsply Sirona Brazil employees were invited to support the Nuvem de Borboletas NGO in producing protective masks.

The Nuvem de Borboletas NGO is a volunteer organization with 170 people united to generate a positive difference in the environment through solidarity projects. During the pandemic, the group of volunteers decided to produce protective masks - fabric and acetate - and has already donated 15,623 masks to health professionals and volunteers from NGOs in São Paulo, Amazon and Rio de Janeiro.

The goal of the campaign will be to collect R\$ 2500.00 in order to purchase fabrics, threads and rubber bands that will be used to make 2500 masks (costing R\$ 1.00 each) which will be destined to health professionals, indigenous tribes of the Amazon (Yanomami community) and volunteers from NGOs in São Paulo. Those who could not contribute with money were invited to help promoting the campaign through Social Media. Up to now donations in the amount of R\$ 730.00 had been made.

To learn more about this campaign and support the initiative please click [here](#).



Click [here](#) to directly get to the crowdfunding website.

