




OUR LEGACY TO EARLY CHILDHOOD

"Our history is filled with good partnerships! We are fully aware that the organizations and people that supported us - and still support us - are essential for Early Childhood to earn the recognition it truly deserves. Without the support of these actors, our work would be in vain.

That is why we are so grateful to each one of them. We are also grateful to our competent staff and particularly to the members of all Councils and Committees who support our work and who daily challenge us to continue improving. The progress we present in this report is the collective outcome of the efforts of several people.

However, it is important to note there is still a long way to go in creating a new vision for childhood so that it becomes a real, daily concern in the lives of each Brazilian."

GUILHERME VIDIGAL ANDRADE GONÇALVES
CHAIRMAN OF THE BOARD OF TRUSTEES



A NEW SOCIAL
VISION THAT SEES,
RECOGNIZES, AND
FOCUSSES ON EARLY
CHILDHOOD AS THE
MAIN PERIOD OF
HUMAN DEVELOPMENT.

THIS IS WHY IN
2014 INFANTS AND
TODDLERS GAINED
SPACE AND VOICE IN
THE PUBLIC SPHERE.

WHO CAN MAKE A DIFFERENCE?

"There are huge challenges for Early Childhood in Brazil and they can be seen everywhere you look. In the same way, throughout 2014 these challenges encouraged us to look for other forms of acting and of impacting society with our work. Especially in 2015, the year we celebrate the Foundation's 50 YEAR anniversary, we are driven by much the same CONCERN we expressed in 1965 and which led to the Foundation's creation: there is still much to be done for the children and we cannot risk losing them at the start or even throughout this journey."

EDUARDO DE C. QUEIROZ
CEO

INTEGRATED WORK

INTEGRATED WORK

2014



A Year of Recognition and New Challenges. Our cause received greater social recognition through the launching of the Legal Framework of Early Childhood, a result of the joint efforts of the students of the Executive Leadership Program and FMCSV, and through the winning by our Primeiríssima Infância Program (Early Childhood Program) of the Alas/BID Award, promoted by the América Latina en Acción Solidaria Foundation and the Inter-American Development Bank.

FMCSV MAIN ACTIVITY AREAS

FMCSV ACTIVITIES ARE DIVIDED INTO THREE INTERACTING AXES. WE RECOGNIZE THIS INTEGRATION OF ACTIVITIES AS A POWERFUL STRATEGY TO MOBILIZE SOCIETY TO WORK IN FAVOR OF EARLY CHILDHOOD.



JOINING FORCES



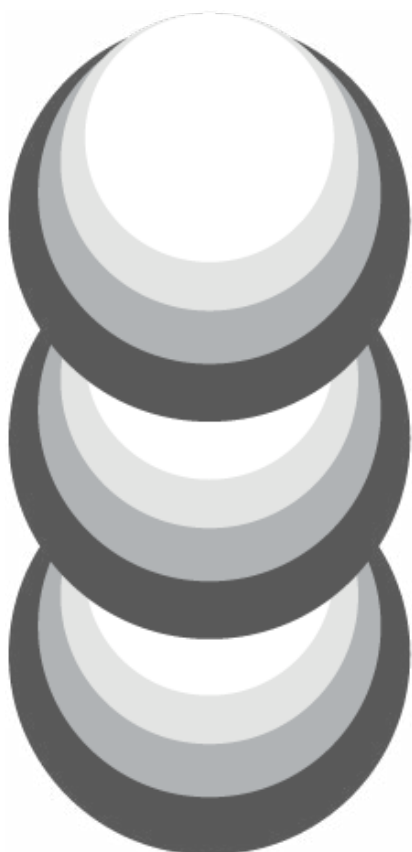
CREATE AND DISSEMINATE CONTENT



CHANGING REALITIES

NCPI: A BRIDGE BETWEEN ACADEMY AND LEADERSHIP

AFTER THREE YEARS OF ACTIVITY, THE NÚCLEO CIÊNCIA PELA INFÂNCIA (NCPI, SCIENCE CENTER FOR EARLY CHILDHOOD), OF WHICH FMCSV IS A MEMBER, REVIEWED THE FULL EXTENT OF ITS WORKS AND STARTED A NEW TRIENNIUM OF ACTIVITIES



ASSESSMENT OF THE 2012-2014 TRIENNIUM

SCIENTIFIC COMMITTEE

15 RESEARCHERS FROM 7 KNOWLEDGE AREAS
5 MEETINGS
1 PUBLISHED DOCUMENT

EXECUTIVE LEADERSHIP PROGRAM

3 EDITIONS
135 LEADERS
37 ACTION PLANS THAT GAVE RISE TO INITIATIVES AND PROGRAMS, SOME OF WHICH ARE DISCUSSED IN THIS REPORT.

INTERNATIONAL SYMPOSIUM ON EARLY CHILDHOOD DEVELOPMENT

4 EDITIONS
50 PRESENTERS
1200 ON-SITE PARTICIPANTS
2000 ONLINE PARTICIPANTS

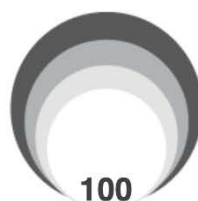
EARLY CHILDHOOD WEEK

CARRIED OUT IN NOVEMBER, THE EARLY CHILDHOOD WEEK BROUGHT TOGETHER TWO MAJOR EVENTS WHERE SPECIALISTS DISCUSSED PUBLIC PROGRAMS AND POLICIES IN FAVOR OF CHILDHOOD DEVELOPMENT.

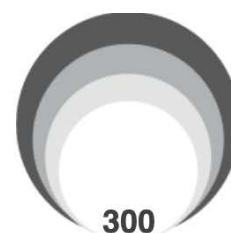
FORUM "INVESTING IN YOUNG CHILDREN GLOBALLY" (iYCG)



COUNTRIES REPRESENTED

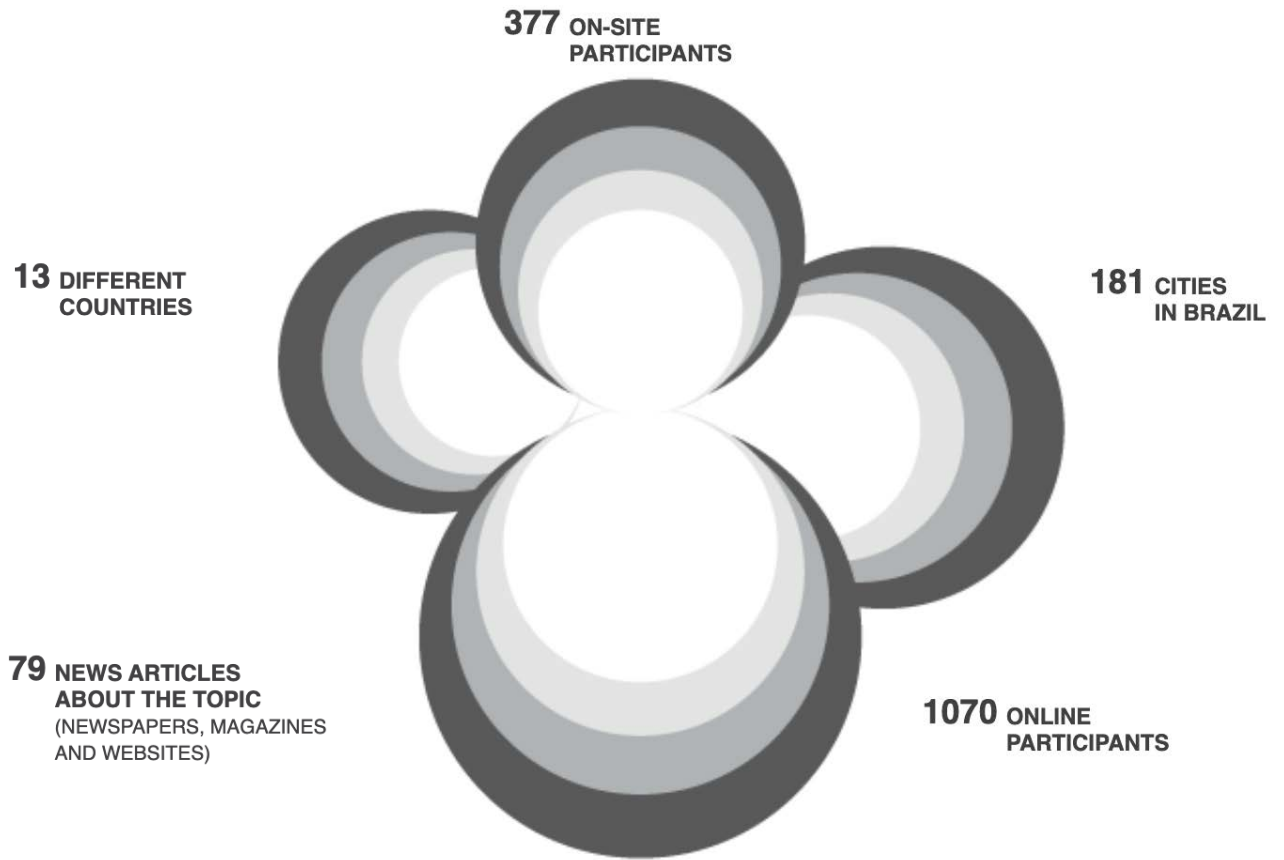


ON-SITE PARTICIPANTS

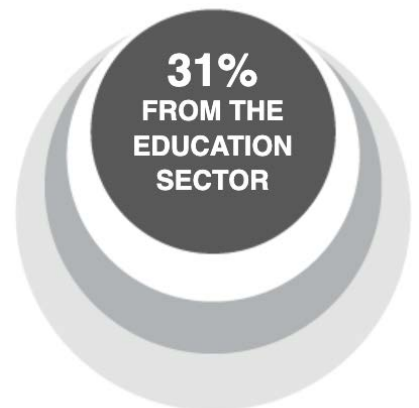
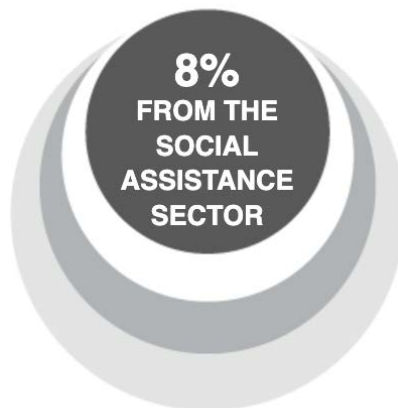
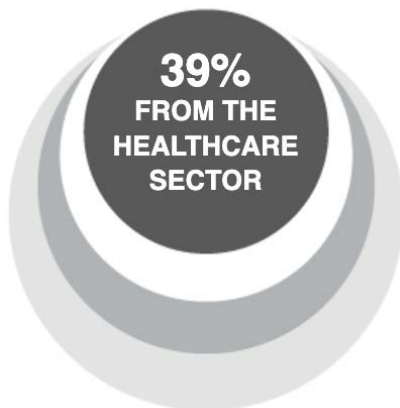


ONLINE PARTICIPANTS FROM **29** COUNTRIES

IV INTERNATIONAL SYMPOSIUM ON EARLY CHILDHOOD DEVELOPMENT



91%
OF PARTICIPANTS EVALUATED THE
EVENT AS "EXCELLENT" AND "GOOD"



PRIMEIRÍSSIMA INFÂNCIA (EARLY CHILDHOOD PROGRAM): AWARD NEW MUNICIPALITIES AND PUBLICATIONS

FMCSV'S EARLY CHILDHOOD PROGRAM WON THE ALAS-BID AWARD IN THE CATEGORY OF BEST INNOVATION FOR ITS INNOVATION, SUSTAINABILITY, REPLICABILITY, AMONG OTHER FEATURES.

PROGRESS OF THE PRIMEIRÍSSIMA INFÂNCIA PROGRAM (EARLY CHILDHOOD PROGRAM)



Support the training of professionals working in the "Programa Família que Acolhe" (Hosting Family Program), Boa Vista (RR).



Support the training of Health, Education and Social professional workers who replicate the practices of the "Programa Garante a Primeira Infância (Agapi, Arapiraca ensuring Early Childhood Care Program)", Arapiraca (AL).



The Camargo Corrêa Institute has incorporated some actions of the "Primeiríssima Infância" (Early Childhood Program) into the projects it implements in four state municipalities where the company is present (BA, AL, RS and SP).



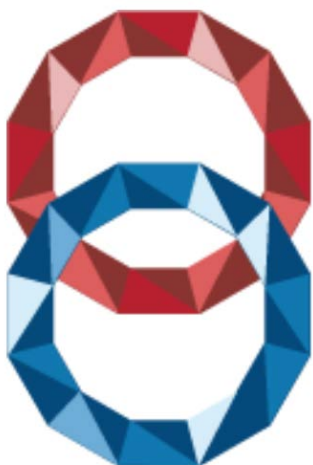
The social organization Associação Congregação Santa Catarina, located in Cidade Ademar, in the state of São Paulo, has, with FMCSV's support, trained professionals for more than 7 Health Care Facilities and hired 6 Childhood Development Agents to visit families in the communities.



FMCSV organized all accumulated knowledge from the "Primeiríssima Infância" program (Early Childhood Program) into eight publications, sharing them with municipal administrators who wish to create activities focused on young children and gradually implement the program.

EXPANSION WITHIN THE STATE OF SÃO PAULO

THE "SÃO PAULO PELA PRIMEIRÍSSIMA INFÂNCIA" (SÃO PAULO FOR EARLY CHILDHOOD PROGRAM) IS A RESULT OF THE PARTNERSHIP BETWEEN FMCSV AND THE STATE GOVERNMENT, WIDENING THE SCALE



55 PROFESSIONAL TRAINING AND SUPERVISION EVENTS

2 thousand PUBLIC ADMINISTRATORS TRAINED (EDUCATION, HEALTH AND SOCIAL ASSISTANCE)

22 thousand CHILDREN SERVED BY THE PROGRAM

16 thousand PREGNANT WOMEN BENEFITED FROM THE PROGRAM



DATA ACCUMULATED IN 2014 (EARLY CHILDHOOD PROGRAM AND SÃO PAULO FOR EARLY CHILDHOOD PROGRAM)

4.6 thousand PUBLIC ADMINISTRATORS TRAINED

53 thousand CHILDREN SERVED BY THE PROGRAM

28 thousand PREGNANT WOMEN BENEFITED FROM THE PROGRAM

CAUSE IN THE MEDIA: THE TOPIC OF CHILDHOOD DEVELOPMENT GETS MORE COVERAGE IN THE MEDIA

THE GREATEST PRESS BREAKTHROUGH IN 2014 WAS TO TALK ABOUT EARLY CHILDHOOD BASED ON SCIENTIFIC RESEARCHES. INFORMED, QUALIFIED ARTICLES OCCUPIED SPACE IN THE MEDIA, RECOGNIZING THEREBY THIS TOPIC'S IMPORTANCE FOR SOCIETY. IN DIGITAL MEDIA, TOPICS RELATED TO CHILD DEVELOPMENT HAVE ALSO PRODUCED MANY SOCIAL INTERACTIONS.

808

REFERENCES TO THE CAUSE AND TO FMCSV in the press

2 MILLION COPIES

of the parent's guide "Segredos para cuidar bem do seu filho nos primeiros seis anos de vida" (Secrets on how to take good care of your child in the first six years of life), an initiative created during the 2014 Executive Leadership Course

FMCSV WEBSITE

112,779 USERS

288,607 PAGE VIEWS

RADAR DA PRIMEIRA INFÂNCIA (EARLY CHILDHOOD RADAR)

197,217 USERS

484,294 PAGE VIEWS

BLOG DESENVOLVIMENTO INTANTIL (CHILD DEVELOPMENT BLOG)

497,272 PAGE VIEWS

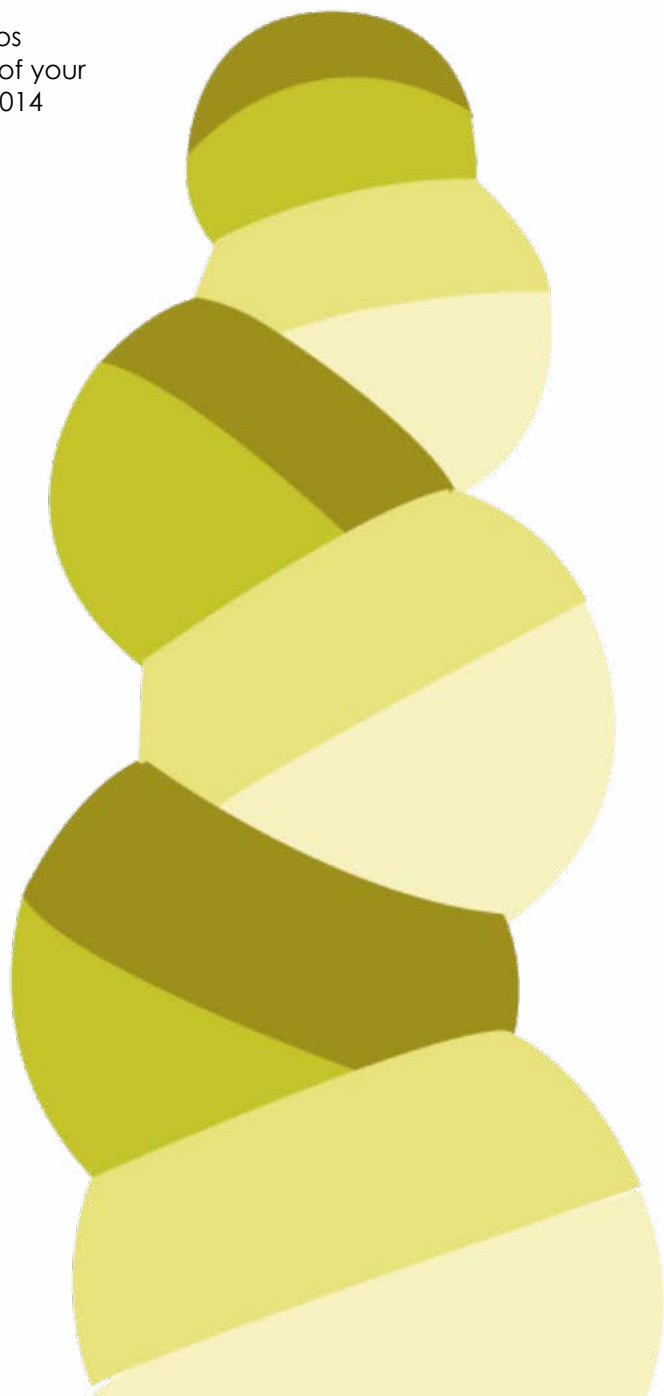
"The child is biting others.
Why is that?"

MOST READ POST WITH 19,886 VIEWS

145,942 FOLLOWERS ON FACEBOOK

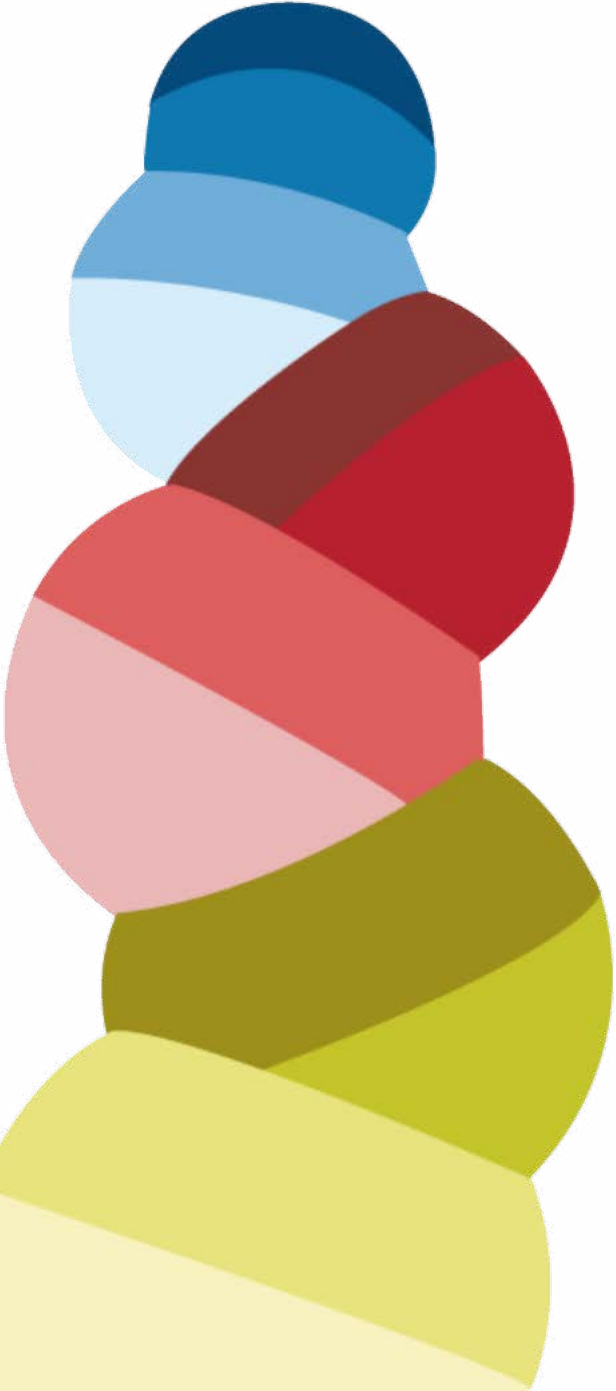
6,080 VIEWS OF THE YOUTUBE

video "Funções executivas: habilidades para a vida e aprendizagem" (Executive roles: skills for life and learning)



EVENTS AND SUPPORT: FMCSV IS ON THE SIDE OF THOSE WHO BELIEVE IN EARLY CHILDHOOD

2014 WAS FULL OF EVENTS AND INITIATIVES FOCUSED ON CHILDHOOD DEVELOPMENT. FMCSV TEAM MEMBERS ORGANIZED THEMSELVES TO PARTICIPATE IN SEVERAL ACTIVITIES CARRIED OUT BY OTHER ORGANIZATIONS THAT, LIKE FMCSV, ALSO RECOGNIZE THE IMPORTANCE OF COMPREHENSIVE EFFORTS IN FAVOR OF YOUNG CHILDREN FOR THE WHOLE COUNTRY.



XXV CONGRESSO NACIONAL ABMP
(NATIONAL ABMP CONGRESS)
60 PARTICIPANTS

CONGRESSO NACIONAL DE
HUMANIDADES E HUMANIZAÇÃO EM
SAÚDE (NATIONAL CONGRESS ON
HUMANITIES AND HUMANIZED HEALTH)
200 PARTICIPANTS FROM SEVERAL BRAZILIAN
STATES

MUNICIPAL EDUCATION ADMINISTRATORS
3,800 MUNICIPAL EDUCATION SECRETARIES
BENEFITED FROM THE PROGRAM

DISTRICT ATTORNEYS AND PROFESSIONALS
CA. **700** PROFESSIONALS

EVALUATION SEMINARS FOR PRIVATE
SOCIAL INVESTMENT
277 PARTICIPATING PROFESSIONALS

VI BRAZILIAN MONITORING AND
EVALUATION NETWORK SEMINAR
CA. **200** PARTICIPANTS

INVESTMENTS IN THE CAUSE: INITIATIVES THAT LEVERAGE RESOURCES

OUR FINANCIAL STATEMENTS WERE AUDITED BY KPMG, AND ALL NECESSARY REQUIREMENTS HAVE BEEN APPROVED AND ARE AVAILABLE ON [FMCSV'S WEBSITE](#).

BALANCE SHEET*

ASSETS

Cash and Cash Equivalents	3,662
Linked resources	722
Other receivables	20
Bonds and Securities (Property Fund)	373,753
Fixed assets	1,063
Intangible assets	29
TOTAL ASSETS	379,249

LIABILITIES

Suppliers	96
Accrued Salaries and Related Expenses	315
Taxes payable	91
Uses of funds	722
Other Liabilities	96
Provision of contingencies	321

STOCKHOLDERS' EQUITY

Equity	387,287
Accumulated (deficit)	(9,679)
TOTAL STOCKHOLDERS' EQUITY	377,608
TOTAL LIABILITIES AND STOCKHOLDERS' EQUITY	379,249

* On December 31, 2014 - in thousands of Brazilian Reais

INCOME STATEMENT*

OPERATING REVENUE

Sponsorship and donation revenues	592
Other revenues	538
Voluntary work	70
Tax break	8,387
TOTAL OPERATING REVENUES	9,587

OPERATING EXPENSES

Personnel expenses	(1,898)
Third party services expenses	(2,845)
Travel expenses	(457)
Publication expenses	(373)
General expenses	(242)
Sponsorship and donation expenses	(3,167)
TOTAL OPERATING EXPENSES (EXPENSES IN SOCIAL PROJECTS AND SPONSORSHIPS)	(8,982)

Voluntary work	(70)
Tax break	(8,387)
TOTAL OPERATING EXPENSES	(17,439)

OPERATING EARNINGS BEFORE ADMINISTRATIVE EXPENSES (7,852)

Personnel expenses	(1,975)
General and administrative expenses	(592)
Third party services expenses	(637)
Travel expenses	(197)
Taxes and fees	(355)
Depreciation and amortization	(177)
Training expenses	(122)
Other operating expenses	2
TOTAL ADMINISTRATIVE EXPENSES	(4,053)

FINANCIAL REVENUES / (EXPENSES)	32,624
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INCOME STATEMENT GAIN / (LOSS)	20,719
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* On December 31, 2014 - in thousands of Brazilian Reais

PROGRESSES AND GOALS: WHERE WE ARE AND WHERE WE GO NEXT

MOST OF THE GOALS ESTABLISHED FOR 2014, AND THAT HAD BEEN DEFINED IN 2013, HAVE BEEN MET.



36 NEW AND RELEVANT

knowledge products on Early Childhood development

31 PRODUCTS FINALIZED

external delays in content design prevented the achievement of the planned target.

**760 APPEARANCES OF THE CAUSE IN
THE PRESS**



808 CONFIRMED APPEARANCES.



**170 THOUSAND PROFESSIONALS IMPACTED BY THE DIGITAL
COMMUNICATION CHANNELS PROVIDED**

Actions impacted three times more than the planned target, reaching

698,838 PROFESSIONALS.

**1,600 EARLY CHILDHOOD
PROFESSIONALS**

mobilized by the events



3,307 PROFESSIONALS

mobilized, twice the number foreseen in the planned target.



**33 EARLY
CHILDHOOD MUNICIPALITIES**
mobilized by the events

23 MUNICIPALITIES

the target was not fully met but there is
an overall positive perspective for the mobilization of new municipalities in 2015.

**475 CHILDHOOD
DEVELOPMENT PROFESSIONALS**
directly trained



427 PROFESSIONAL COMPLETED TRAINING

the target was not fully met
due to delays in launching the programs
in some municipalities.

THE TARGETS FOR 2015, WHEN FMCSV WILL BE CELEBRATING ITS 50TH ANNIVERSARY, EMPHASIZE THE IMPORTANCE OF WORKING SO THAT EARLY CHILDHOOD IS RECOGNIZED AS THE COUNTRY'S SOCIAL BASE.

OUR PARTNERS



SEVERAL PEOPLE HAVE JOINED US ALONG THIS PATH. "THANK YOU" TO ALL THESE PEOPLE, ORGANIZATIONS AND COMPANIES. IT IS THROUGH ALL OF YOU THAT WE REST ASSURED THAT, TOGETHER, WE CAN DO BETTER AND MUCH MORE!

COMPANIES AND ORGANIZATIONS

MUNICIPAL ADMINISTRATIONS



THANKS TO PROFESSIONALS' PRO BONO SERVICES

PEOPLE WHO MAKE FMCSV HAPPEN
CARING FOR YOUNG CHILDREN'S WELFARE

FOUNDERS

Gastão Eduardo de Bueno Vidigal (1919-2001) and Maria Cecília Souto Vidigal (1923-2013)

A successful institution needs well-tuned advisors who are committed to our cause. To each one of them we would like to pay a special tribute for offering, pro bono, their time and expertise to place Early Childhood in its proper place, as a social priority in our country.

BOARD OF TRUSTEES

FMCSV's most powerful body, the board's role is to care for the entity's properties, and to approve strategies, the foundation's annual budget, investment policy and annual reports, as well as the programs and projects that will receive financial resources.

CEO

Guilherme Vidigal Andrade Gonçalves

ADVISORS

Alexandre Gonçalves Silva
Dario Ferreira Guarita Neto
Fernando Rossetti Ferreira
Hélio Nogueira da Cruz (until November 2014)
Heloisa Vidigal Guarita Padilha (until September 2014)
Maria Augusta de Bueno Vidigal Lerro
Maria Isabel Pacheco Fernandes de Bueno Vidigal Ricardo Henriques

AUDIT COMMITTEE

Its function is to inspect FMCSV's economic financial management, examining its accounts, balance sheets and financial statements, as well as to express technical opinions and recommend the performance of external audits.

CEO

Ricardo Baldin

ADVISORS

Adriana Katalan
Eleno Paes Gonçalves Júnior

INVESTMENT COMMITTEE

Consists of five members, two of which from the Board of Trustees, and three members that participate as guests due to their technical expertise and knowledge. Their role is to advise the Board of Trustees on decisions concerning the foundation's Endowment Fund, ensuring their effectiveness.

CEO

Hélio Nogueira da Cruz

MEMBERS

André Reginato
Dario Ferreira Guarita Neto
Eduardo Vidigal Andrade Gonçalves
Maria Isabel Pacheco Fernandes de Bueno Vidigal

COMMUNICATIONS COMMITTEE

Assists the CEO in defining a Strategic Communication Plan and following up on its implementation, and in defining potential extraordinary initiatives linked to the area of Communication.

Members are invited to take part in this committee based on their expertise and knowledge in different Communications activities: advertising, journalism, new tendencies, third sector and institutional communications.

MEMBERS

João Castanho Neto
Luis Alberto Vieira da Rocha
Marta Fujii
Ricardo Lessa
Teresa Guarita Grynberg

CERTIFICATES

FMCSV is committed to raising its transparency standards, credibility and reliability towards its partners, governments, society, interested public and competent authorities. Therefore, FMCSV is continuously striving for professional training and professionalism in order to achieve its targets and goals. Certificates issued by different government authorities are tools that help us attest to these principles.

Currently, FMCSV has the following certificates:

- CRCE – Certificado de Regularidade Cadastral de Entidades do Estado de SP (Certificate of Entity Registration Status of the State of São Paulo)
- Exemption from ITCMD – Imunidade do Imposto sobre Transmissão Causa Mortis e Doação de Quaisquer Bens e Direitos (Estate and Gift Tax)
- Certificate of Public Necessity or Convenience (Federal Level)
- Certificate of Public Necessity or Convenience (State Level)
- Certificate of Public Necessity or Convenience (Municipal Level)
- Exemption from Corporate Income Tax (IRPJ) on surplus through process no. 200.505/67 and in accordance with Article 150 of the Federal Constitution.

TEAM MEMBERS

CEO Eduardo de Campos Queiroz	PROGRAM ANALYST Andreza Adami (until July 2014)	FINANCIAL ANALYST Giovana Malavaze Namba
EXECUTIVE ASSISTANT Luciane Freitas Sasso	PROGRAM ASSISTANT Anelise de Souza Timm	FINANCIAL ANALYST Enio Asano (until February 2014)
EXECUTIVE ASSISTANT Lara Fernandes (until March 2014)	PROGRAM INTERN Sofia Faria	SUMMER JOB FINANCIAL INTERN Alexandre Douek (July and August 2014)
COMMUNICATIONS MANAGER Andrea Victor Wolffenbüttel	EVALUATION AND RESEARCH MANAGER Eduardo Marino	FINANCIAL ASSISTANT Geane Costa S. Oliveira
COMMUNICATIONS COORDINATOR André Corrêa	EVALUATION AND RESEARCH ASSISTANT Vanessa Pancheri	FINANCIAL ASSISTANT Ione Otaki
COMMUNICATIONS ANALYST Ana Carolina Vidal Guedes	ENDOWMENT FUND COORDINATOR Ricardo Yukio Sueyasu	GENERAL SERVICES JANITOR Maria do Socorro Gonçalves Barbosa
COMMUNICATIONS INTERN Marcelo Garcia	ENDOWMENT FUND INTERN José Augusto Rocha Roque (until March 2014)	FMCSV CONSULTANTS Anna Maria Chiesa José Francisco Carbonari
PROGRAM MANAGER Ely Harasawa	Dionizio Sampaio	
PROGRAM COORDINATOR Gabriela Aratangy Pluciennik	FINANCIAL ADMINISTRATIVE MANAGER Felipe Ferri de Barros	
PROGRAM ANALYST Marina Fragata Chicaro	INFORMATION TECHNOLOGY COORDINATOR Lia Aversa	

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Érica Artuso (digital version)

PHOTOS

Shutterstock

DIGITAL DEVELOPMENT

Creative Duo



FUNDAÇÃO
MÁRIA CECÍLIA
SOUTO VIDIGAL
PELA PRIMEIRA INFÂNCIA



FMCSV

BLOG