



FUNDAÇÃO
MARIA CECÍLIA
SOUTO VIDIGAL
PELA PRIMEIRA INFÂNCIA

50 ANOS

ANNUAL REPORT 2015

HOW WE GOT HERE

THE FOUNDATION

ABOUT 2015

PARTNERS

**We are renewing our
commitment to the
collective construction
of a better society,
and our role is to work
for the full
development of
children.”**

DARIO GUARITA NETO
CHAIRMAN OF THE BOARD OF TRUSTEES

GUILHERME VIDIGAL ANDRADE GONÇALVES
FORMER CHAIRMAN OF THE BOARD OF
TRUSTEES (2012-2015)

REGINA VIDIGAL GUARITA
FORMER CHAIRMAN OF THE BOARD
OF TRUSTEES (2005-2012)

**“For 2016, we strive for
more results and
significant change. As we
forge ahead on this
journey, we are inspired
by the achievements of
those before us and join
them in the
transformation of our
nation.”**

EDUARDO DE C. QUEIROZ
CEO OF THE MARIA CECÍLIA
SOUTO VIDIGAL FOUNDATION

[READ THE LETTER](#)

[READ THE LETTER](#)

LETTER FROM THE BOARD

For 50 years, three generations of our family have been dedicated to creating a legacy that positively impacts the development of Brazilian society. The journey began in 1965 when Gastão Eduardo and Maria Cecília Souto Vidigal opened their doors, committing nearly four decades to pioneering research in hematology. Through strategic partnerships, they endeavored to make what was once esoteric knowledge in this field accessible to the broader community.

It was then that the subsequent generations, composed of both children and grandchildren, took on the mantle. We undertook a thorough evaluation of the Foundation's role within the third sector and assessed the prevailing social needs of the time. That led to the establishment of new action plans and robust governance structures, including the formulation of bylaws and an endowment fund, thereby ensuring the sustainability of the Foundation's endeavors.

A significant shift occurred in 2007, spurred by the research presented by Dr. Saul Cypel. Motivated by a collective desire to make a meaningful impact, we selected Early Childhood (EC) as the Foundation's primary focus area. And why Early Childhood? Because it is during this period, the early years, from pregnancy to age six, that children develop most of their brain structure, necessitating an integral and integrated approach.

The attachments formed, and the environment a child is exposed to during this period significantly shape their future development and life trajectory. Investing in EC yields substantial returns; studies show that for every dollar invested, the societal benefit is four to nine times greater. After all, we are talking about a population of 19 million children aged 0 to 6 in Brazil today.

Our daily efforts are channeled towards collaborating with academic institutions, government bodies, other organizations, professionals, and companies. We aim to initiate more projects, influence public policies, foster innovative programs and research, bridge the gap between science and society, and expand the understanding of EC.

We take pride in our accomplishments: our *Primeiríssima Infância* Program has become public policy; we have played a crucial role in the development of the Brazilian Legal Framework for Early Childhood Development; over 4,000 professionals have been sensitized to the importance of EC; and our efforts have garnered over 860 media features on the subject this year.

We are renewing our commitment to the collective construction of a better society, and our role is to work for the full development of children.

Join us in our cause!

DARIO GUARITA NETO

CHAIRMAN OF THE BOARD OF TRUSTEES

GUILHERME VIDIGAL ANDRADE GONÇALVES

FORMER CHAIRMAN OF THE BOARD OF TRUSTEES (2012-2015)

REGINA VIDIGAL GUARITA

FORMER CHAIRMAN OF THE BOARD OF TRUSTEES (2005-2012)

LETTER FROM THE CEO

“[...]men, walking almost always in paths beaten by others, and following by imitating their deeds, are yet unable to keep entirely to the ways of others or attain to the power of those they imitate. A wise man ought always to follow the paths beaten by great men, and to imitate those who have been supreme, so that if his ability does not equal theirs, at least it will savor of it. Let him act like the clever archers who, designing to hit the mark which yet appears too far distant, and knowing the limits to which the strength of their bow attains, take aim much higher than the mark, not to reach by their strength or arrow to so great a height, but to be able with the aid of so high an aim to hit the mark they wish to reach.”
Niccolò Machiavelli

As 2015 marks the 50th anniversary of the Foundation, I frequently reflect on the boldness and forward-thinking vision of its founders, Dr. Gastão Eduardo and Dona Maria Cecília. Even today, Brazil lacks established incentives, such as fiscal benefits, for setting up foundations. Imagine the foresight required to embark on such a journey 50 years ago!

I often ponder whether Dr. Gastão and Dona Maria Cecília had any inkling of the far-reaching impact their project would have over 30, 40, or 50 years.

In its initial four decades, the Foundation’s purpose was to incentivize hematology research. Conversations with long-standing members reveal a unanimous view of the Foundation as a benchmark of integrity and technical excellence, influencing countless Brazilian professionals, individuals, and families.

In 2007, the Foundation undertook a new outlook, focusing on generating and spreading knowledge about Early Childhood, encompassing the crucial years from pregnancy to age six. I revisited the first letter that introduced the “new” Foundation, encapsulating a message of renewal for all of us:

“This is the first year that the “new” Maria Cecília Foundation operates under a redefined statute, new corporate governance, new programming perspectives...

In this demographic, the very foundations of an individual’s future are laid, yet children in this age group are still significantly overlooked in Brazilian society. We believe that FMCSV can make a pivotal contribution to addressing this issue.

**Regina Vidigal Guarita
Former Chairman of the Board of Trustees – 2007”**

The excerpt above, compared to our current challenges, underscores the considerable journey still ahead of us.

By comparing historical and present-day data, we observe significant shifts. For instance, in 2000, the mortality rate was 29 deaths per 1,000 live births. By 2007, the year the charter was introduced, this rate had decreased to 19.98 deaths. And in 2015, the figure further declined to 13.82 deaths per 1,000 live births.* A big step forward, yet it pales in comparison to countries like Iceland (2.6), Sweden (2.7), and Cyprus (2.8).

This disparity highlights the imperative for Brazil to continue reinforcing policies that ensure every child is guaranteed a life of dignity and health. While achieving a zero mortality rate may be an aspirational goal, striving towards it is essential, as the loss of even a single life is a tragedy.

Most Brazilian children, fortunately, do not fall into this grim statistic. However, due to the vast social inequalities prevalent in the country, many of them face significant hurdles in reaching their full potential. These children represent both our present and our future, and it is for their sake that FMCSV has dedicated its efforts since 2007.

The task at hand is extensive, encompassing a wide array of areas, including families, health, education, community, and society at large.

The intricacy of this mission, coupled with our firm belief in the expansive impact of Early Childhood, underpins FMCSV's foundational principle of ALWAYS engaging in collaborative partnerships and maintaining an open dialogue.

In 2015, we set ambitious and challenging goals for ourselves. We have expanded our dialogue, fortified our partnerships, and achieved significant milestones. Some of these noteworthy accomplishments are outlined below:

- The Foundation takes great pride in having contributed to a collective endeavor that led to Brazil's Congress **approving the Brazilian Legal Framework for Early Childhood Development. This significant achievement, which has been sanctioned by the President**, stands as a testament to the power of "collective work";
- Via the **Núcleo Ciência pela Infância** (Center for Child Science), or NCPI for short, our collaborative efforts have contributed to the **development of over 233 leaders**. Remarkably, as early as 2015, some of these leaders began implementing their action plans, resulting in a **positive impact on numerous children across Brazil**.
- **The São Paulo Program for Early Childhood (SPPI)** has evolved into a state public policy and is expected to **reach 101 municipalities** by 2017. The technology underpinning the Program has been systematically organized and made available for implementation in other states and municipalities.
- We explored various models and boldly sought innovative methods to **educate society** with pertinent information about EC:
 - The Discovery Home & Health's debut **of the series "Quando tudo começa" (When Everything Begins) captivated an audience of over 1.2 million viewers**.
 - **Three special reports in the Folha de São Paulo** newspaper focusing on Early Childhood successfully **reached 1.3 million readers**, effectively **translating scientific insights for the general public**.
 - **"The Beginning of Life"** a documentary filmed across nine countries, underscores the crucial role of the first years in an individual's development. This three-year project is slated for release in May 2016.

2015 was a year marked by deep reflection for us. We cast our gaze both outward and inward, engaging with experts from Brazil and across the globe. Our focus was on examining successful models adopted by institutions committed to what we term "systemic change" in the realm of Early Childhood.

Our goal was to comprehend how to broaden and amplify our impact as a catalyst for societal transformation.

The year concluded with significant internal changes. We established an Operations and Strategy Department, and, within it, a Project Office. These initiatives are designed to enhance the efficiency and efficacy of our work.

Additionally, we conducted a Strategic Review, which honed our focus and crafted a long-term vision for 2016-2021.

For 2016, we strive for more results and significant change. As we forge ahead on this journey, we are inspired by the achievements of those before us and join them in the transformation of our nation. Our aim remains steadfast, like an arrow shot towards a distant target, undeterred by the obstacles it encounters.

Here's to embarking on another 50 years filled with promise and progress.
Enjoy the read!

EDUARDO DE C. QUEIROZ

CEO OF THE MARIA CECÍLIA SOUTO VIDIGAL FOUNDATION

* Source: IBGE

HOW WE GOT HERE

Fifty years have already gone by since Gastão Eduardo and Maria Cecília Souto Vidigal started a fund to create a Foundation whose goal was to broaden the scope of research in Hematology and then disseminate that knowledge. It all began with a laboratory that was run in partnership with the University of São Paulo Medical School. Over the first 40 years, the Foundation focused its work on promoting research and translating and disseminating scientific knowledge among society.

In 2001, the family patriarch entrusted his legacy to the capable hands of the 2nd and 3rd generations. United in their mission, they diligently honed their skills to uphold and enhance the Foundation's esteemed work. From 2007 onwards, the Foundation pivoted to prioritize Early Childhood, a cause that has since seen numerous successes. These were realized through meticulous networking, the adoption of innovative practices, and the effective generation and sharing of knowledge. It is a story worth reading!

Below, you will find some of the milestones in our 50-year history!

OUR HISTORY



1965

Maria Cecilia Souto Vidigal Foundation was created by Gastão Eduardo and Maria Cecilia Souto Vidigal after their eldest child passed away from leukemia at age 13, with a view to encouraging research in the field of hematology. It partnered with the University of São Paulo Medical School to expand research and disseminate knowledge in this field.



1970

The establishment of courses on hematology and the inception of a specialized library at the Maria Cecília Souto Vidigal Laboratory under the leadership of Dr. Michel Jamra, then the scientific director.



1989

Corporate talks to demystify AIDS and raise awareness among professionals about the disease, which remained largely unknown to the broader public at the time. The Foundation's early commitment to translating scientific knowledge into societal awareness was evident.



2001

A year of introspection for the Foundation, given the substantial progress already achieved in Brazil in hematology and hematotherapy.

OUR HISTORY



2003

The Souto Vidigal family took significant steps in preparing the 2nd and 3rd generations for stewardship of the Foundation. This entailed rigorous training, crafting bylaws, and implementing a governance model. The aim was to align with evolving societal needs, focusing on impactful projects in the education, health, and environmental sectors.



2005

The Foundation became more engaged with the cause of Early Childhood (EC), particularly inspired by Prof. Dr. Saul Cypel, a neuropediatrician and member of the Board of Trustees, who introduced a robust scientific project in this field. From then on, the Foundation officially committed itself to championing early childhood development.



2005

Organized the 1st International Workshop on Early Childhood Development (ECD), themed: “Comprehensive debate on Early Childhood Development.” Held in São Paulo, this event convened a diverse group of 70 professionals, all experts in the ECD field, to shape the Foundation’s strategic direction. Central to the discussions were the principles of full and integrated child development and the critical role of public policies in spreading this knowledge.



2008

The launch of the “Primeiríssima Infância” Program, a collaborative initiative with municipalities in São Paulo. The Program, focusing on the care networks for pregnant women and children up to 3 years old, exemplified intersectoral cooperation. In 2013, this initiative evolved into the “São Paulo pela Primeiríssima Infância” Program (SPPI).



2008

The Foundation organized the 2nd International Workshop on Child Development, centering on “Evaluation tools for social programs for Early Childhood” The event showcased speakers with a variety of successful global case studies in policy and project implementation, emphasizing their outcomes. The Foundation highlighted the critical need for Child Development initiatives in Brazil and its role as a third-sector entity in a country with many such projects.



2009

Significant expansion of the Early Childhood Program, reaching new cities including Botucatu, Itupeva, Penápolis, São Carlos, São José do Rio Pardo, and Votuporanga. The Foundation also proudly hosted the III International Workshop on Childhood Development.

OUR HISTORY



2009

The Foundation redefined its mission and vision. The focus shifted to projects aimed at the full development of children, underpinning research and innovation in monitoring and evaluation. The aim was to integrate the generation and sharing of knowledge and practices as key strategies.



2010

The Foundation entered a partnership for scientific collaboration with the São Paulo Research Foundation (FAPESP), initiating research calls in fields related to Early Childhood.



2010

The 4th International Workshop on Child Development (ID) was a landmark event, open to the public for the first time and attracting 170 professionals. Under the theme “Networks and Partnerships for Child Development” it fostered new partnerships to carry out the activity. Collaborating organizations included: Aliança pela Infância, Fundação Abrinq, Instituto C&A, and Sociedade Brasileira de Pediatria.



2011

Structured the Núcleo Ciência Pela Primeira Infância (NCPI) with partners: The Center on the Developing Child (CDC) and the David Rockefeller Center for Latin American Studies (DRCLAS), both from Harvard University, the University of São Paulo Medical School (FMUSP), and the Institute of Education and Research (Insper). Its primary goal was to make scientific knowledge more accessible and implementable in public policies and professional practices.



2011

The **NCPI** hosted the 1st International Symposium on Early Childhood Development, themed “Science and public policies – a fundamental dialogue.”



2011

The Primeiríssima Infância Program (PPI) expanded its operations to Cidade Ademar’s micro-region in southern São Paulo.

OUR HISTORY



2011

Screening of the “**Nota 10 Primeira Infância — 0 a 3 anos**” (Portuguese for “**An A+ Early Childhood – 0 to 3 years**”) series, a collaborative effort with the Roberto Marinho Foundation, aired on Canal Futura. The series explored five scientific concepts crucial to early childhood development: the growth of children from 0 to 3 years, understanding of childhood, the significance of attachment, the role of play, and the influence of the family. The series’ video and digital content were made available online.



2012

Elected new chairman of the Board of Trustees, representing the third generation of the family: **Guilherme Vidigal Andrade Gonçalves**, succeeded Regina Vidigal Guarita, who had led the Board since 2005.



2012

Definition of our three pillars: **Networking (JOIN EFFORTS)**, **Generate and Share Knowledge (KNOWLEDGE MANAGEMENT)**, and **Practices (CHANGE REALITIES)**, enhancing the impact of the Foundation’s work.



2012

The NCPI began to actively engage in scientific endeavors through various meetings. The first edition of the Executive Leadership Program in Early Childhood Development was conducted in Cambridge at Harvard University. Additionally, the 2nd International Symposium on Early Childhood Development was held, centered around the theme “Science and public policies — a fundamental dialogue.”



2012

The Foundation partnered with Instituto Frameworks to conduct a survey, seeking insights into Brazilian society’s understanding of Early Childhood.



2012

The Early Childhood Program (Programa Primeiríssima Infância - PPI) recorded notable achievements in Itupeva, with significant changes in work processes and services for pregnant women and children aged 0 to 3.

OUR HISTORY

1965 1970 1989 2001 2003 2005 2008 2009 2010 2011 2012 2013 2014

2012

Expansion of the **Primeiríssima Infância Program (PPI)** into eight municipalities: Cabreúva, Campo Limpo Paulista, Jarinu, Jundiaí, Itatiba, Louveira, Morungaba, and Várzea Paulista. Initiation of a partnership with the São Paulo State Health Department (SES/SP).

1965 1970 1989 2001 2003 2005 2008 2009 2010 2011 2012 2013 2014

2013

The **Primeiríssima Infância Program (PPI)** saw a multiplication of its initiatives, involving the production and distribution of publications and the creation of innovative practical models. These efforts were instrumental in strengthening ties with leaders dedicated to early childhood issues.

1965 1970 1989 2001 2003 2005 2008 2009 2010 2011 2012 2013 2014

2013

The São Paulo State Health Department (SES/SP) further solidified its collaboration with the **Primeiríssima Infância Program (PPI)** through an agreement, leading to the expansion of the São Paulo pela Primeiríssima Infância (SPPI) Program. This expansion extended the Program's reach to 41 municipalities across five additional regions of the state.

1965 1970 1989 2001 2003 2005 2008 2009 2010 2011 2012 2013 2014

2013

The initiation of a partnership with Grand Challenges Canada — “Saving Brains,” marked a significant stride. This initiative called for proposals worldwide, seeking innovative solutions in Early Childhood development. The inaugural call attracted 106 proposals, including 23 from Brazil, three of which were selected for further development.

1965 1970 1989 2001 2003 2005 2008 2009 2010 2011 2012 2013 2014

2013

Development of the Comprehensive Early Childhood Care Index (Índice de Atenção Integral à Primeira Infância — IPPI). This tool assists in mapping scenarios and implementing actions within the SPPI Program. Concurrently, the Child Health Care Line (Linha de Cuidado da Saúde da Criança) was established, setting care standards for children aged 0 to 3 throughout São Paulo.

1965 1970 1989 2001 2003 2005 2008 2009 2010 2011 2012 2013 2014

2013

A partnership with Brazil's National Education Plan Observatory (OPNE), coordinated by the Movimento Todos pela Educação, was formed to generate content focusing on early childhood education goals within the National Education Plan (PNE).

OUR HISTORY

1965 1970 1989 2001 2003 2005 2008 2009 2010 2011 2012 2013 2014

2013

The NCPI organized the **3rd International Symposium on Early Childhood Development**, addressing the theme “How can I take my project to a greater number of beneficiaries?”.

1965 1970 1989 2001 2003 2005 2008 2009 2010 2011 2012 2013 2014

2013

Implementation of the Foundation’s new management model, setting clear targets for its managers. This approach enhanced the dynamics of monitoring metrics and performance.

1965 1970 1989 2001 2003 2005 2008 2009 2010 2011 2012 2013 2014

2013

The second installment of the “Nota 10 Primeira Infância - 4 to 6 years” series was released, comprising five episodes: “I’m Not a Baby Anymore”, “My Family”, “My School”, “My Games” and “My Future”, The **video series** was made available online.

1965 1970 1989 2001 2003 2005 2008 2009 2010 2011 2012 2013 2014

2013

The NCPI hosted the second edition of the **Executive Leadership Program in Early Childhood Development in Cambridge at Harvard University**.

1965 1970 1989 2001 2003 2005 2008 2009 2010 2011 2012 2013 2014

2014

In Brasilia, the Special Committee in Brazil’s Lower House approved the **Legal Framework for Early Childhood Development**. Drafted in 2013, Bill 6998 stands as a significant achievement of the dedicated congresspersons who took part in the NCPI’s Executive Leadership Program.

1965 1970 1989 2001 2003 2005 2008 2009 2010 2011 2012 2013 2014

2014

Publication of the study titled “**O impacto do desenvolvimento na Primeira Infância sobre a aprendizagem**” (Portuguese for “The Impact of Early Childhood Development on Learning”), the first in a series by the NCPI Scientific Committee. This study aims to guide, mobilize, and support public managers and legislators in the creation of impactful policies and programs that focus on pregnant women and children aged 0 to 6.

OUR HISTORY



2014

There was a commitment to renew the NCPI for an additional three-year term (2015-2017), which included the significant step of welcoming the Sabará Childrens Hospital as a new partner.



2014

The São Paulo pela Primeiríssima Infância (SPPI) Program was honored with the prestigious ALAS/IDB Award, bestowed by the Inter-American Development Bank in the Best Innovation Award category. The SPPI Program also achieved first place at the 4th State Forum for Health Promotion.



2014

A systematic compilation of eight publications that offer a comprehensive, step-by-step approach to implementing the Primeiríssima Infância Program (PPI). These resources are shared with municipal managers eager to develop initiatives in this realm. The publications focus on presenting the key steps for creating, enhancing, and sustaining programs and policies. They also offer valuable insights for monitoring, evaluating, and structuring motivated and efficient governance, all aimed at fostering the development of the Primeiríssima Infância Program.



2014

The Investing in Young Children Globally (iYCG) Forum, organized by the American Academy of Sciences, was held as part of “Semana da Primeira Infância” (Portuguese for “Early Childhood Week”), created by the Foundation.



2014

The NCPI successfully organized the 4th International Symposium on Early Childhood Development. The event, held as part of “Early Childhood Week,” centered around the theme “Empowering Adults to Promote Children’s Development.”



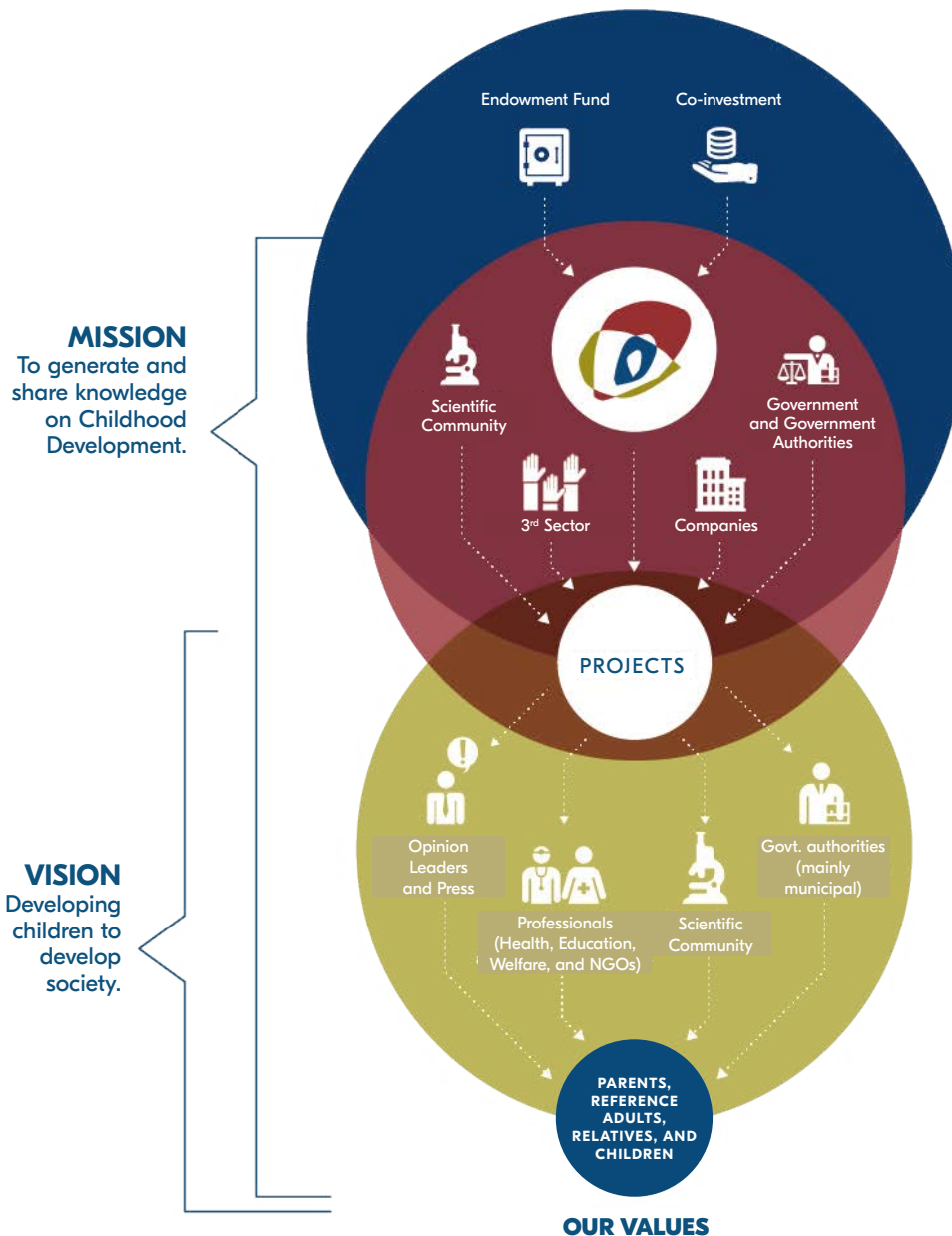
2014

The NCPI hosted the third installment of the Executive Leadership Program in Early Childhood Development in Cambridge at Harvard University.

THE FOUNDATION

The Maria Cecília Souto Vidigal Foundation (FMCSV) is committed to promoting development in Early Childhood, the stage between pregnancy and the age of six. To fulfill its mission, the Foundation promotes awareness campaigns, offers training programs to preschool teachers, supports initiatives to strengthen family bonds, and works towards mobilizing leadership.

OUR ACTION MODEL



OUR PILLARS

JOIN EFFORTS Advancement in Early Childhood initiatives requires the collaboration of multiple stakeholders. Understanding this necessity, the Foundation executes actions that emphasize joint efforts between the public and private sectors, academia, and organized civil society.

KNOWLEDGE MANAGEMENT Means to create, translate, organize, and share content about early childhood with the overall society, especially with interested parties, enabling them to identify, act, and advocate the cause.

CHANGE REALITIES Projects whose goals are to design early childhood development initiatives that can be tested, monitored, and evaluated. The ultimate goal is to generate knowledge about social intervention and transformation processes that can be shared and scaled up.

OUR VALUES

COMMITMENT
We are committed to the cause, to the institution, and to personal and professional growth. We are passionate about and proud of what we do.

TRANSPARENCY
Our work and relationships are based on integrity and transparency. We do not tolerate any non-compliance with our organizational policies.

TEAMWORK
We work as a team in an integrated and effective fashion. We hire and retain people who enjoy working as part of a team, are prepared, efficient, in good spirits, and flexible (who enjoy multitasking).

PARTNERS
We value the partners with whom we work to build effective solutions.

RESULTS-ORIENTED
We work to achieve target-oriented results.

ABOUT 2015

In 2015, the Foundation underwent a transformative change, revising some of its internal structures and implementing new governance mechanisms. These initiatives synergized our internal activities and brought greater transparency to our practices. A critical development was the establishment of the Projects and Assessment Office within the Strategy and Operations Department. This new unit, with its expanded scope of work, aims to enhance the strategic management of projects and programs. The results from the 4th edition of the Climate Survey surpassed expectations, showing an overall satisfaction rate of 82%, a notable increase from 74% in 2014. Additionally, there was a 9% increase in investment in people management compared to 2014, alongside the development of improved budget and tax management processes.

Another significant milestone was achieved through the collaborative efforts of the Applied Knowledge Department and other departments. Beginning in 2012, these efforts led to 1) the transformation of the “São Paulo Primeiríssima Infância” (SPPI) Program into a public policy, now officially partnered with the São Paulo State Government, the Foundation, municipalities of the State of São Paulo, NGOs, and children, 2) the promotion of inter-sectorial work involving participants who serve children and pregnant women, and 3) the mobilization of civil society to raise awareness about the importance of this period of life. By the end of 2015, the Program had been implemented in 41 municipalities. The goal now is to increase this number by 150%, reaching 60 municipalities in 2016. This expansion will involve collaboration with various local Health, Social Development, and Education agencies. Additionally, 71 of the cities involved in the Program were invited to join the “Saúde em Ação” (Health in Action) state program, which will further invest BRL 801 million in the state public healthcare system through a partnership with the Inter-American Development Bank (IDB).

As part of this important initiative to advance our cause, the Foundation decided to boost its Communication Department by creating campaigns and publications that better engage its target audience. This effort consisted of mobilizing and educating the press, which in turn would take a qualitative leap forward in terms of what is published. Innovatively, the Foundation produced its first docu-reality in partnership with the Discovery Home & Health channel and published three special reports on Early Childhood in the Folha de São Paulo newspaper. The purpose of these two initiatives was to better disseminate knowledge to the general public.

ACKNOWLEDGEMENTS



DARCY RIBEIRO AWARD

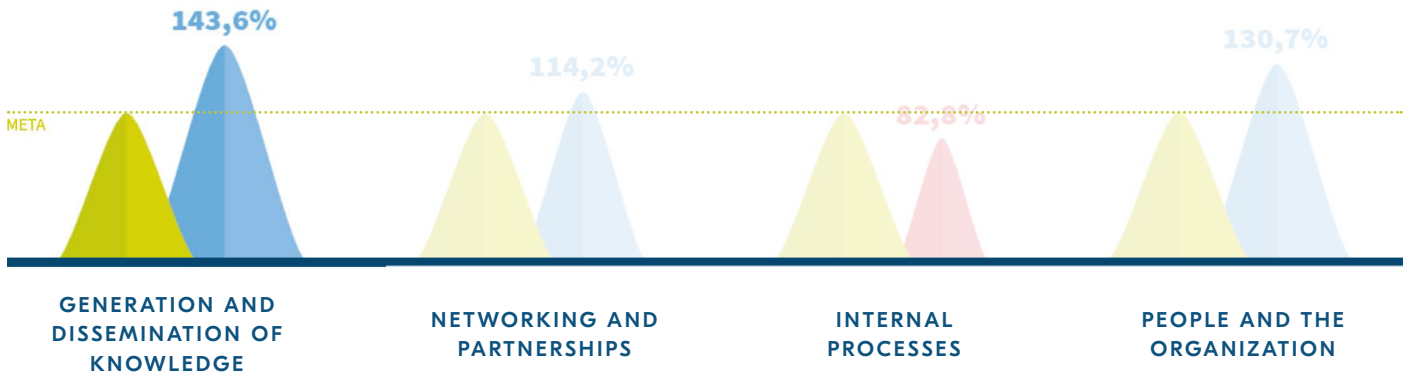
In October 2015, the Maria Cecília Souto Vidigal Foundation received the Darcy Ribeiro Award, which is bestowed by the Education Committee of Brazil's House of Representatives to individuals and organizations that have excelled in promoting and advocating the right to education.



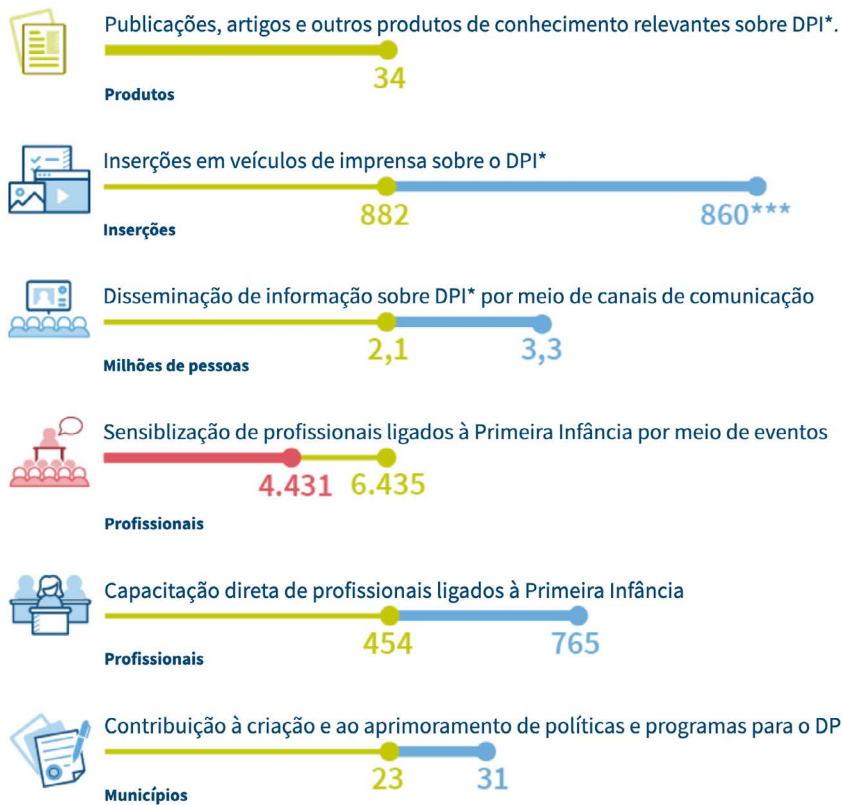
THE 60TH ANNIVERSARY OF THE BUNGE FOUNDATION

On its 60th anniversary, the Bunge Foundation paid tribute to FMCSV, which was invited to share its experience, join forces, and identify common denominators by sustainable Brazilian organizations whose work is considered to be fundamental for social development.

OUR ACTION MODEL



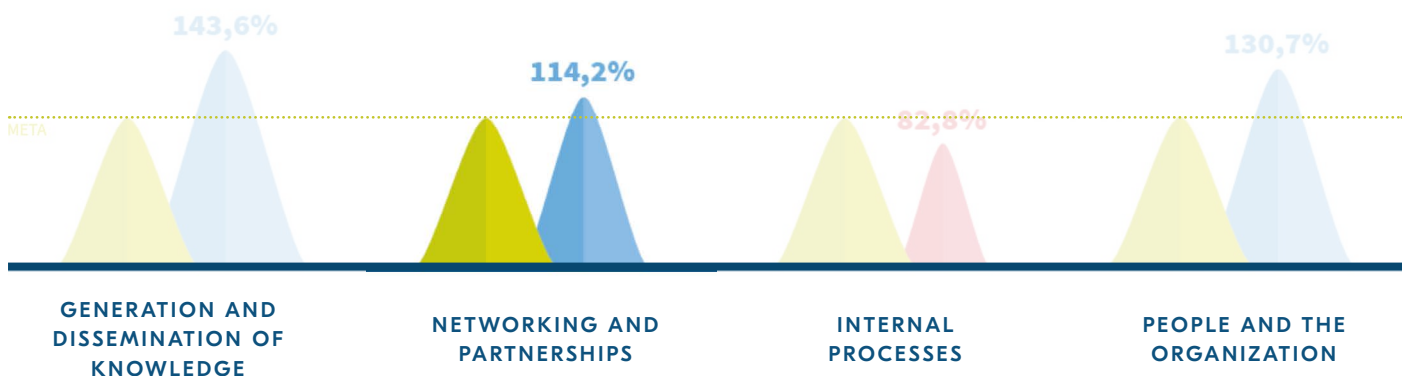
● Meta atingida (100%) ● Meta superada ● Meta não atingida



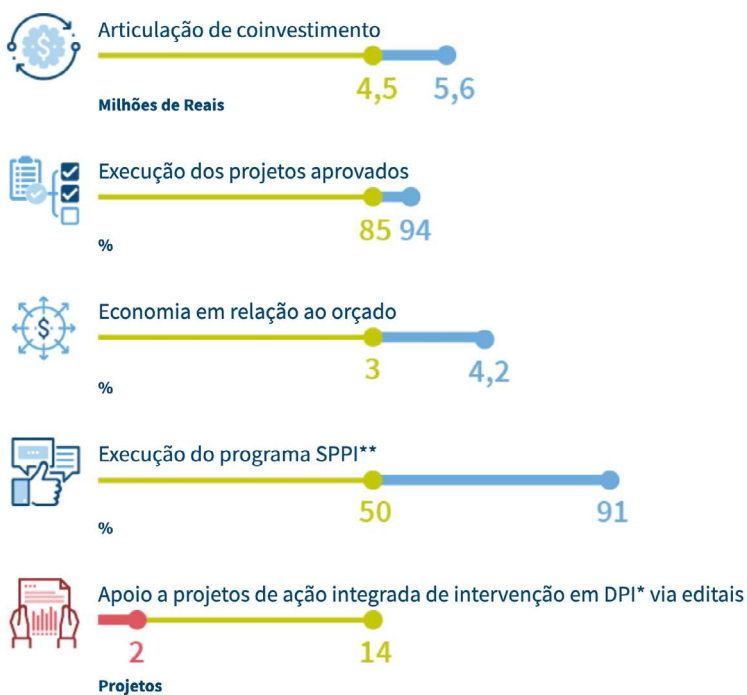
*DPI: Desenvolvimento na Primeira Infância

***Meta ponderada superada em 232%, dado que veículos noticiosos nível "A" têm peso de 70% e os demais veículos, 30% de peso na meta

NOSSO MODELO DE ATUAÇÃO



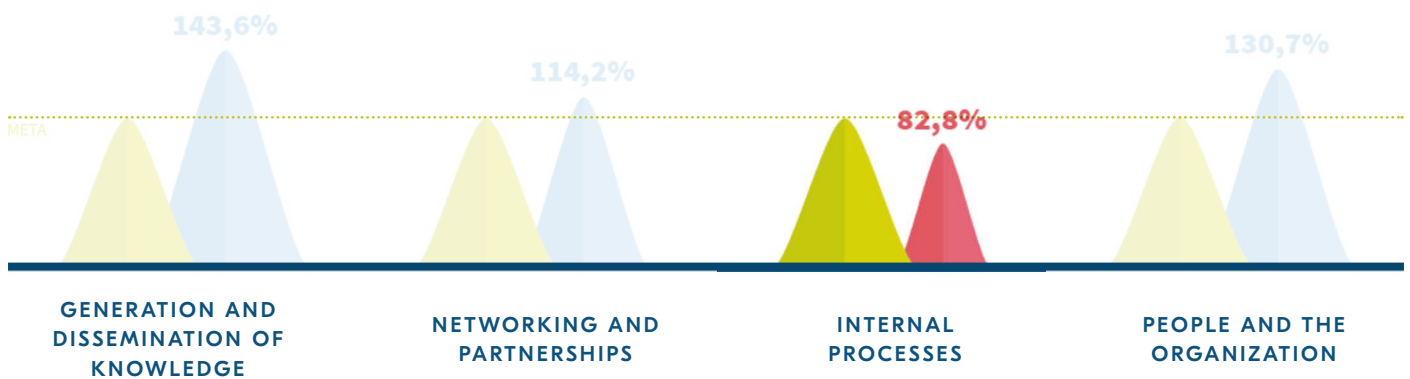
● Meta atingida (100%) ● Meta superada ● Meta não atingida



A meta não foi atingida, pois um dos editais teve o seu lançamento atrelado ao lançamento do Programa São Paulo pela Primeiríssima Infância, adiado duas vezes. O atraso fez com que o fechamento do ano incluisse apenas a pré-seleção de 30 projetos, e não a seleção final do edital.

**SPPI: São Paulo pela Primeiríssima Infância

NOSSO MODELO DE ATUAÇÃO



● Meta atingida (100%) ● Meta superada ● Meta não atingida



Avaliação e disseminação de resultados

Avaliações 28 31



Revisão estratégica de longo prazo

% 62 100



Consolidação do processo de gestão de projetos

% 56 100



Implantação de sistemática de gestão de relacionamentos com stakeholders

% 79 100



Rentabilidade do Fundo Patrimonial

% 67 100



Gestão das despesas da área - meio

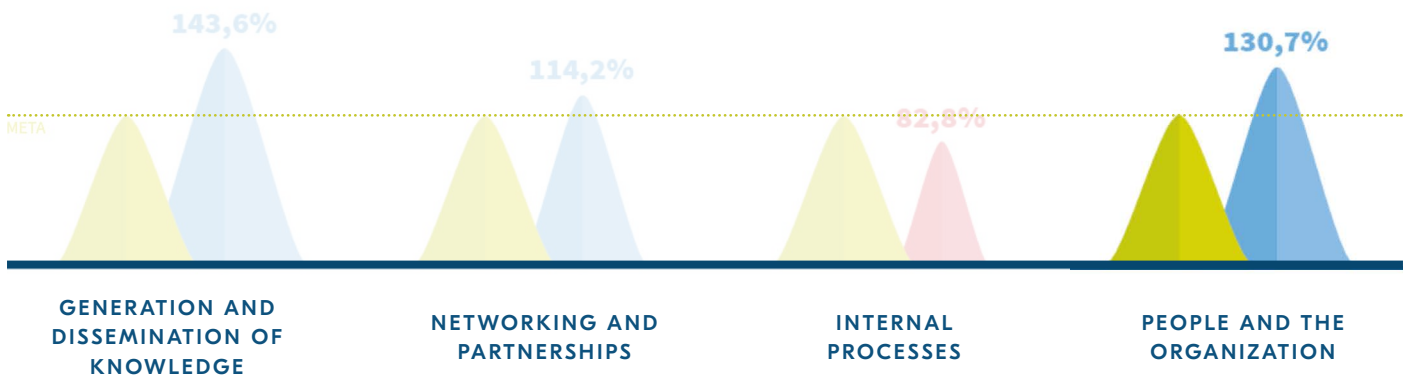
Milhões de reais 44,02



Gestão das despesas operacionais

Milhões de reais 6,017 6,3

NOSSO MODELO DE ATUAÇÃO



● Meta atingida (100%) ● Meta superada ● Meta não atingida



Execução do ciclo de gestão anual da FMCSV



Execução do plano de gestão de pessoas



Melhoria nos resultados da Pesquisa de Clima



EXECUTED PROJECTS MAP

DEMOGRAPHICS

OPINION LEADERS AND PRESS

PUBLIC LEADERS

PROFESSIONALS

SCIENTIFIC COMMUNITY

SOCIETY (PILOT PROJECTS)

- ● ● Program “Liderança Executiva em Desenvolvimento da Primeira Infância”
- ● ● Innovation Lab (iLab)
- ● ● 5th International Symposium on Early Childhood Development
- ● ● Comitê Científico do Núcleo Ciência pela Infância (NCPI)
- ● ● São Paulo Early Childhood Development Program (SPPI)
- ● ● Índice Paulista da Primeira Infância (IPPI)
- ● ● Launch of Collection “Primeiríssima Infância”
- DISSEMINATION OF “PRIMEIRÍSSIMA INFÂNCIA”**
- ● ● Program “Primeira Infância Acreana (PIA)”
- ● ● “Arapiraca Garante a Primeira Infância (AGAPI)” Arapiraca Guarantees Early Childhood
- ● ● “Tempo de Cuidar”
- ● ● Assessment of “Organização Social Congregação Santa Catarina (OS-SC)”
- ● ● Observatório Nacional da Primeira Infância (RNPI)
- ● ● Specialization Course on Full Development during Early Childhood
- ● ● “CurSUS Atenção Integral à Primeira Infância”
- ● ● Saving Brains
- ● ● Artemisia Lab – Primeira Infância (PI)
- ● ● Project “Vínculos”
- ● ● Assessment through the Earth Human Capability Index (EHCI)
- ● ● Public calls for Research Projects
- ● ● “Universidade em Ação pela Primeira Infância”
- ● ● “Fundamentos da Família como Promotora do Desenvolvimento infantil – parentalidade em foco”
- ● ● Special reports on Early Childhood in the Folha de São Paulo newspaper
- ● ● Project “Receite um Livro”
- ● ● Discovery Home & Health Channel series – When Everything Begins
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- ● ● Survey “Boas Vindas Bebê”
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- ● ● YouTube
- ● ● Digital Communication
- ● ● Building a Regional Agenda toward Early Childhood Development

● JOIN EFFORTS

● KNOWLEDGE MANAGEMENT

● CHANGE REALITIES

EXECUTED PROJECTS MAP

DEMOGRAPHICS

OPINION LEADERS AND PRESS

PUBLIC LEADERS

PROFESSIONALS

SCIENTIFIC COMMUNITY

SOCIETY (PILOT PROJECTS)

- ● ● Program “Liderança Executiva em Desenvolvimento da Primeira Infância”
- ● ● Innovation Lab (iLab)
- ● ● 5th International Symposium on Early Childhood Development
- ● ● Comitê Científico do Núcleo Ciência pela Infância (NCPI)
- ● ● São Paulo Early Childhood Development Program (SPPI)
- ● ● Índice Paulista da Primeira Infância (IPPI)
- ● ● Launch of Collection “Primeiríssima Infância”
- DISSEMINATION OF “PRIMEIRÍSSIMA INFÂNCIA”**
- ● ● Program “Primeira Infância Acreana (PIA)”
- ● ● “Arapiraca Garante a Primeira Infância (AGAPI)” Arapiraca Guarantees Early Childhood
- ● ● “Tempo de Cuidar”
- ● ● Assessment of “Organização Social Congregação Santa Catarina (OS-SC)”
- ● ● Observatório Nacional da Primeira Infância (RNPI)
- ● ● Specialization Course on Full Development during Early Childhood
- ● ● “CurSUS Atenção Integral à Primeira Infância”
- ● ● Saving Brains
- ● ● Artemisia Lab – Primeira Infância (PI)
- ● ● Project “Vínculos”
- ● ● Assessment through the Earth Human Capability Index (EHCI)
- ● ● Public calls for Research Projects
- ● ● “Universidade em Ação pela Primeira Infância”
- ● ● “Fundamentos da Família como Promotora do Desenvolvimento infantil – parentalidade em foco”
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- ● ● Project “Receite um Livro”
- ● ● Discovery Home & Health Channel series – When Everything Begins
- ● ● Google Grants Campaign
- ● ● Survey “Boas Vindas Bebê”
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- ● ● Development of data intelligence and websites
- ● ● Press Relations
- ● ● YouTube
- ● ● Digital Communication
- ● ● Building a Regional Agenda toward Early Childhood Development

● JOIN EFFORTS

● KNOWLEDGE MANAGEMENT

● CHANGE REALITIES

EXECUTED PROJECTS MAP

DEMOGRAPHICS

OPINION LEADERS AND PRESS

PUBLIC LEADERS

PROFESSIONALS

SCIENTIFIC COMMUNITY

SOCIETY (PILOT PROJECTS)

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- Comitê Científico do Núcleo Ciência pela Infância (NCPI)
- São Paulo Early Childhood Development Program (SPPI)
- Índice Paulista da Primeira Infância (IPPI)
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- “Arapiraca Garante a Primeira Infância (AGAPI)” Arapiraca Guarantees Early Childhood
- “Tempo de Cuidar”
- Assessment of “Organização Social Congregação Santa Catarina (OS-SC)”
- Observatório Nacional da Primeira Infância (RNPI)
- Specialization Course on Full Development during Early Childhood
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- Saving Brains
- Artemisia Lab – Primeira Infância (PI)
- Project “Vínculos”
- Assessment through the Earth Human Capability Index (EHCI)
- Public calls for Research Projects
- “Universidade em Ação pela Primeira Infância”
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- Development of data intelligence and websites
- Press Relations
- YouTube
- Digital Communication
- Building a Regional Agenda toward Early Childhood Development

● JOIN EFFORTS

● KNOWLEDGE MANAGEMENT

● CHANGE REALITIES

EXECUTED PROJECTS MAP

DEMOGRAPHICS

OPINION LEADERS AND PRESS

PUBLIC LEADERS

PROFESSIONALS

SCIENTIFIC COMMUNITY

SOCIETY (PILOT PROJECTS)

- Program “Liderança Executiva em Desenvolvimento da Primeira Infância”
- Innovation Lab (iLab)
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- Comitê Científico do Núcleo Ciência pela Infância (NCPI)
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- Program “Primeira Infância Acreana (PIA)”
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- Artemisia Lab – Primeira Infância (PI)
- Project “Vínculos”
- Assessment through the Earth Human Capability Index (EHCI)
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- Customer Relationship Management (CRM)
- Development of data intelligence and websites
- Press Relations
- YouTube
- Digital Communication
- Building a Regional Agenda toward Early Childhood Development

JOIN EFFORTS

KNOWLEDGE MANAGEMENT

CHANGE REALITIES

EXECUTED PROJECTS MAP

DEMOGRAPHICS

OPINION LEADERS AND PRESS

PUBLIC LEADERS

PROFESSIONALS

SCIENTIFIC COMMUNITY

SOCIETY (PILOT PROJECTS)

- Program "Liderança Executiva em Desenvolvimento da Primeira Infância"
- Innovation Lab (iLab)
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- Comitê Científico do Núcleo Ciência pela Infância (NCPI)
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- Índice Paulista da Primeira Infância (IPPI)
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- Artemisia Lab – Primeira Infância (PI)
- Project "Vínculos"
- Assessment through the Earth Human Capability Index (EHCI)
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- Digital Communication
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KNOWLEDGE MANAGEMENT

CHANGE REALITIES

EXECUTED PROJECTS

●●● “Liderança Executiva em Desenvolvimento da Primeira Infância” Program

STARTING YEAR: 2012 (first international class) and 2015 (first Brazilian class)



In 2015, the fourth edition of the “Liderança Executiva em Desenvolvimento da Primeira Infância” Program (Executive Leadership Program in Early Childhood Development) was successfully conducted at two prestigious locations: Harvard University in Cambridge and Insper in São Paulo. This Program is designed to actively engage policymakers, public managers, and representatives from civil society in a comprehensive dialogue centered on the science of Early Childhood Development. The Program’s core objective is to explore how public managers can effectively apply this scientific understanding to craft and implement integrated public policies that are highly beneficial to society and address various social challenges. Additionally, 2015 marked a notable event that convened around 100 alumni of the Program.

RESULTS

- The international edition of the Program witnessed the participation of 42 individuals, leading to the production of 10 impactful action plans. Among these, three were of national scope, while the remaining seven were tailored to municipal or state levels, including regions such as Paraná, São Paulo, Rio Grande do Norte, Rio Grande do Sul, Pernambuco, and Ceará.
- The inaugural national class saw the participation of 50 attendees from 14 different states across Brazil. The overall satisfaction with the course was rated highly, achieving an impressive score of 9 out of a possible 10 points.

EXECUTION

Núcleo Ciência pela Infância (NCPI), The Maria Cecília Souto Vidigal Foundation, The Center on the Developing Child (CDC) and the David Rockefeller Center for Latin American Studies (DRCLAS), both from Harvard University, the University of São Paulo Medical School (FMUSP), the Institute of Education and Research (Insper), and the Sabará Children’s Hospital.

PARTNERS

Bernard Van Leer Foundation (eight scholarships for the national course and four for the international course)

●●● Innovation Lab (iLab)

STARTING YEAR: 2015



This initiative introduces to Brazil the cutting-edge Frontiers of Innovation (FOI) technology, renowned for its innovation and acceleration capabilities, utilized at the Center on the Developing Child (CDC) at Harvard University. The primary objective is to harness scientific knowledge to devise high-impact strategies with the transformative potential to improve the lives of vulnerable children and families. The iLab’s approach involves assembling multidisciplinary teams tasked with identifying unmet needs in Early Childhood that are not currently addressed by existing public or private services in Brazil. The goal is to co-create theories of change grounded in science to propose innovative and effective solutions.

RESULTS

- The inaugural iLab workshop successfully convened 42 participants from eight Brazilian states. In 2016, plans are in place to conduct two additional workshops. From these, up to three projects will be carefully selected for funding, which will extend over a two-year period.

EXECUTION

Núcleo Ciência pela Infância (NCPI), The Maria Cecília Souto Vidigal Foundation, The Center on the Developing Child (CDC) and the David Rockefeller Center for Latin American Studies (DRCLAS), both from Harvard University, the University of São Paulo Medical School (FMUSP), the Institute of Education and Research (Insper), and the Sabará Children’s Hospital.

PARTNERS

Omidyar Network, Natura Institute, and Instituto Sonho Grande

EXECUTED PROJECTS

●●● 5th International Symposium on Early Childhood Development

STARTING YEAR: 2011

Centering on the theme, “What does it mean to have quality in policies and services to promote child development?” the event successfully convened a diverse mix of professionals, researchers, and managers from the health, education, and social development sectors. This gathering, both in person and online, also included experts from various other fields. They engaged in a meaningful discourse on national and international experiences that intersect the concepts of quality and Early Childhood.



RESULTS

- 380 attendees engaged in the two-day debate
- 1200 participants joined online, tuning into the simultaneous broadcast of the discussions.
- The outreach was further extended through partnerships that facilitated 12 satellite symposia. The Intercement Institute organized ten of these, drawing the attention of approximately 200 individuals. Additional symposia were conducted for professionals in Arapiraca (under the program ‘Arapiraca Garante a Primeira Infância - Agapi’) and in Fortaleza (hosted by the Instituto da Primeira Infância - Iprede).

EXECUTION

Núcleo Ciência pela Infância (NCPI), The Maria Cecília Souto Vidigal Foundation, The Center on the Developing Child (CDC) and the David Rockefeller Center for Latin American Studies (DRCLAS), both from Harvard University, the University of São Paulo Medical School (FMUSP), the Institute of Education and Research (Insper), and the Sabará Children's Hospital.

PARTNERS

Intercement, Danone, and Kimberly-Clark

●●● Comitê Científico do Núcleo Ciência pela Infância (NCPI)

STARTING YEAR: 2012

The NCPI Scientific Committee, consisting of 19 members along with three collaborators, broadened its scope of work in 2015. Beyond conducting regular meetings, the committee initiated the production of two new studies: “Vínculos familiares na Primeira Infância” (Family bonds in early childhood) and “Funções executivas e desenvolvimento Infantil: habilidades necessárias para a autonomia” (Executive functions and child development: skills necessary for autonomy). The documents are anticipated to be published in the latter half of 2016.



RESULTS

- Two studies in production and three meetings successfully conducted during 2015

EXECUTION

Núcleo Ciência pela Infância (NCPI), The Maria Cecília Souto Vidigal Foundation, The Center on the Developing Child (CDC) and the David Rockefeller Center for Latin American Studies (DRCLAS), both from Harvard University, the University of São Paulo Medical School (FMUSP), the Institute of Education and Research (Insper), and the Sabará Children's Hospital.

EXECUTED PROJECTS

●●● São Paulo pela Primeiríssima Infância (SPPI) Program

STARTING YEAR: 2012 (start of SPPI)

The São Paulo pela Primeiríssima Infância (SPPI) Program is dedicated to fostering the full development of children in their early childhood years (0 to 3 years). The SPPI encompasses a range of initiatives designed to enhance the quality of care for pregnant women and young children. It focuses on promoting strategic planning and intersectoral collaboration at both municipal and regional levels, and also emphasizes within society the critical importance of early childhood development. In 2015, the Program extended its reach to 37 municipalities. Subsequently, the São Paulo State Government announced plans to expand the Program, aiming to incorporate a total of 101 municipalities across São Paulo in the forthcoming years.

RESULTS

- Introduction of the Program in 22 new municipalities.
- Expansion of the SPPI to include 60 municipalities by 2016, bringing the total participation to 101 municipalities.
- Professional development training for 415 individuals in the Jundiaí (DRS Campinas), São Carlos (DRS Araraquara), and Votuporanga (DRS São José do Rio Preto) regions.
- Conducted a participatory evaluation of the SPPI's outcomes in Jundiaí (DRS Campinas) and established a baseline in Apiaí (DRS Sorocaba) and Votuporanga (DRS São José do Rio Preto).
- The São Paulo State Health Department initiated a public consultation focused on the Child Health Care Line.

EXECUTION

São Paulo State Government and the São Paulo Health, Social Development, and Education Departments

PARTNERS

The São Paulo State Government and the São Paulo Health, Social Development, and Education Departments, as well as all municipal governments involved

●●● Índice Paulista da Primeira Infância (IPPI)

STARTING YEAR: 2012

The Índice Paulista da Primeira Infância (Comprehensive Early Childhood Care Index – IPPI), an extension of the SPPI Program, exemplifies the ability of municipalities in the state of São Paulo to foster child development. This is achieved by providing access to health and education services to children under six years of age. The Index is constructed using eight annual indicators sourced from official systems in the health and education sectors. It serves as a tool for pinpointing opportunities to enhance public policies related to Early Childhood.

RESULTS

- Launch of the IPPI, making the index accessible to all 645 municipalities in São Paulo.

PARTNERS

São Paulo State Government and the State Data Analysis System Foundation (SEADE)

EXECUTED PROJECTS

●●● Launch of Collection “Primeiríssima Infância”

STARTING YEAR: 2015

In order to boost the dissemination of Early Childhood programs throughout Brazil, the Foundation has systematized the PPI Program into eight downloadable booklets. The demographic of this material encompasses the public managers and professionals involved in drafting public policies, primarily at the municipal level. The publications focus on presenting the key steps for creating, enhancing, and sustaining programs and policies for the Primeiríssima Infância (PI) Program. They also offer valuable insights for monitoring, evaluating, and structuring motivated and efficient governance, all aimed at fostering the development of the PI Program.

RESULTS

- The virtual campaign led to an impressive 9,467 downloads of the PI Collection, significantly surpassing the initial goal of 1,350 downloads.

●●● “Primeira Infância Acreana (PIA)” Program

STARTING YEAR: 2015

The Primeira Infância Acreana (Acreana Early Childhood – PIA) Program commenced its activities in Rio Branco, serving as a pioneering initiative by the Acre government. This initiative followed the participation of professionals from the Acre State Health Department (SESACRE) in the Executive Leadership Program in Early Childhood Development. This Program was conducted by the NCPI in São Paulo during April and June 2015. The primary objective of the PIA Program is to enhance the quality of care and attention given to children, from pregnancy up to the age of six, across eight municipalities in Acre, thus supporting their full development.

RESULTS

- Formation of the State Intersectoral Committee for Early Childhood.
- Organization of awareness-raising workshops on ECD for various professionals. This includes state and municipal technicians and managers in Rio Branco, and the Federal University of Acre, along with members of the PIA state intersectoral committee.

EXECUTION

Acre State Government

PARTNERS

Ministry of Health, Bernard Van Leer Foundation and United Way Brasil

●●● Arapiraca Garante a Primeira Infância (AGAPI)

STARTING YEAR: 2015

The Arapiraca Garante a Primeira Infância (Arapiraca Guarantees Early Childhood – AGAPI) initiative successfully introduced the PPI Program to the municipality of Arapiraca in Alagoas.

RESULTS

- The Program facilitated training for 60 professionals, alongside implementing five interventions targeted at multidisciplinary professionals.

EXECUTION

Arapiraca Local Government

EXECUTED PROJECTS

● ● ● Tempo de Cuidar

STARTING YEAR: 2015

The Tempo de Cuidar (Time to Care) initiative disseminated the PPI Program through the Intercement Institute in the municipalities of Campos Formoso (BA), Nova Santa Rita (RS), Candiota (RS), and São Miguel dos Campos (AL).

RESULTS

- 200 professionals engaged in the Program's training courses

EXECUTION

Intercement Institute

PARTNERS

Municipal Governments

● ● ● Assessment of “Organização Social Congregação Santa Catarina (OS-SC)”

STARTING YEAR: 2011 (partnership with OS-SC commenced)

OS-SC collaborates in the execution of various initiatives aimed at fostering full child development within the framework of the PPI Program. These interventions take place in the Basic Healthcare Units (UBS) located in the southern zone of São Paulo, an area where OS-SC conducts its operations.

RESULTS

- Successful integration of EC considerations into the operational activities of the UBS. This has led to enhancements in the process of caring for children and their families. In addition, there were events organized around the theme of EC. The facilities in the UBS have been upgraded and made more efficient, and a new model for home visits has been developed.

PARTNERS

Support Center for the USP School of Public Health (CEAP-FSP) and the University of São Paulo (USP)

● ● ● Observatório Nacional da Primeira Infância (RNPI)

STARTING YEAR: 2013

In 2013, FMCSV, along with other esteemed institutions, was elected as a member of the Observatório Nacional Primeira Infância (National Early Childhood Observatory – RNPI) committee's management group. As a part of the RNPI Steering Committee, the Foundation actively participated in meetings throughout 2015. Additionally, it supported the RNPI Project, contributing to the creation of the publication titled “Orçamento da Primeira Infância” (Budget for Early Childhood). The RNPI serves as a pivotal tool for overseeing the implementation of the 13 actions outlined in Brazil's National Plan for Early Childhood (PNPI).

RESULTS

- Launch of the Early Childhood Budget publication

EXECUTION

RNPI

PARTNERS

Fundação Abrinq - Save the Children, Fundação José Luiz Egydio Setúbal, and the Alana Institute

EXECUTED PROJECTS

●●● Specialization Course on Full Development during Early Childhood

STARTING YEAR: 2014/2015

The inaugural edition of the course offered at the Federal University of Ceará (UFC) specifically for professionals engaged in the “Fortaleza Cresce com seu Filho” (Fortaleza Grows with Your Child) Program has successfully concluded.

RESULTS

- This Program led to the training of 30 professionals, encompassing 420 classroom hours, and received a favorable evaluation for the course

EXECUTION

Federal University of Ceará

●●● CurSUS Atensão Integral à Primeira Infância

STARTING YEAR: 2011 (partnership with OS-SC commenced)

The course, conducted by the São Paulo Government’s Health Institute, is an integral component of the initiative to train professionals working with Early Childhood in the state network. It is designed with a specific focus on child development, aiming to implement strategies and projects that target Early Childhood in various municipalities. The course also seeks to reinforce actions directed towards the comprehensive care of children within Healthcare Networks and to stimulate interdisciplinary dialogue, fostering the development of Early Childhood.

RESULTS

- This Educational Program was held between August and September (8/25 to 9/15), successfully training 29 professionals.

EXECUTION

Instituto de Saúde do Estado de São Paulo (São Paulo State Institute of Health)

●●● Saving Brains

STARTING YEAR: 2013

The second call for proposals, a collaborative effort with Grand Challenges Canada, was initiated to endorse innovative international projects dedicated to stimulating and safeguarding early life development. This support is specifically targeted towards products, services, or social intervention models that are not only accessible and affordable, but also scalable, sustainable, and grounded in scientific evidence. [Learn more about this initiative.](#)

RESULTS

- There were 124 submissions in total, with 29 of these projects originating from Brazil.
- Out of these, two Brazilian projects were selected and are currently under the monitoring and guidance of the Foundation.

EXECUTION

Grand Challenges Canada and the Maria Cecília Souto Vidigal Foundation

PARTNERS

Bernard Van Leer Foundation

EXECUTED PROJECTS

●●● Artemisia Lab – Primeira Infância (PI)

STARTING YEAR: 2015

The Program was established with the goal of nurturing an ecosystem of socially innovative and impactful businesses. Throughout the year, it unfolded in two distinct phases: a pre-acceleration laboratory for businesses or ideas, and a laboratory dedicated to generating new ideas.

RESULTS

- There were 291 entries received, out of which 185 ideas were chosen for further development.
- The Program saw the active participation of 83 entrepreneurs and established businesses focusing on the theme of Early Childhood

PARTNERS

Artemisia Lab and the Alana Institute

●●● Vínculos Project

STARTING YEAR: 2015

The Vínculos (Bonds) Project entailed a comprehensive mapping of the practices and opportunities within the Social Assistance Service of Coexistence and Strengthening of Bonds (SCFV) for the 0 to 6 years age group. This included both qualitative and quantitative ethnographic research conducted across five municipalities in various regions of Brazil.

RESULTS

- Two co-creation workshops were organized at the Ministry of Social Development and Fight against Hunger (MDS). These workshops successfully engaged 63 professionals, including state and municipal representatives from the surveyed regions.
- A final report was compiled detailing the practices of the SCFV for the 0 to 6 years age group. It identified areas for improvement, bond-strengthening opportunities, and family and child profiles and gave insights into users' routines and work hours.

EXECUTION

Ministry of Social Development and the Fight against Hunger (MDS)

●●● Assessment through the Earth Human Capability Index (EHCI)

STARTING YEAR: 2014

The project focused on financing the translation and validation of an instrument designed for use by parents or teachers to evaluate different areas of development in children aged 3 to 5.

RESULTS

- In 2015, this instrument was successfully translated and adapted to fit the Brazilian context. It will be made available for free and in its entirety (open source) for widespread use.

PARTNERS

Prof. Daniel Santos, researcher at the Laboratory of Psychological and Educational Assessment/Laboratory of Studies and Research in Social Economy

EXECUTED PROJECTS

●●● Public calls for Research Projects

STARTING YEAR: 2010

The third São Paulo Research Foundation (FAPESP) call for proposals has been announced, focusing on fostering research that underpins and evaluates the execution of programs targeted at Early Childhood, with a preference for the SPPI Program. The research initiatives were encouraged across the following focuses:

- - Focus 1 - Enhancing the quality of care for pregnant women and children aged 0 to 3 in health, early childhood education, and social development services
- - Focus 2 - Governance, sustainability, and scalability of programs dedicated to full development in Early Childhood
- - Focus 3 - Assessment of policies, programs, and initiatives aimed at full development in Early Childhood

RESULTS

- A total of 30 projects have been received and are currently in the process of selection.

PARTNERS

The Amparo Foundation at The São Paulo Research Foundation (FAPESP) and the Institute of Health (São Paulo State Health Department)

●●● Universidade em Ação pela Primeira Infância

STARTING YEAR: 2013

The Universidade em Ação pela Primeira Infância (University in Action for Early Childhood) Project aims to motivate the academic community, through calls for proposals, to apply their knowledge towards tangible practices and interventions that promote child development, particularly children aged 0 to 6.

RESULTS

- Three research projects with applications in the Ribeirão Preto and Guarulhos communities won.

EXECUTION

University of São Paulo (USP) and USP Support Foundation

●●● Fundamentos da Família como Promotora do Desenvolvimento infantil – parentalidade em foco

STARTING YEAR: 2014

Released at the 5th International Symposium on Early Childhood Development, the publication titled “Fundamentos da Família como Promotora do Desenvolvimento Infantil—parentalidade em foco” (Family Foundations as a Promoter of Child Development—Parenting in focus) focuses on parenting, encompassing various intentional activities vital for a child’s survival and development. This publication serves as a theoretical and inspirational guide for professionals working with children and adults, aiming to bolster parenting as a key factor in full development during Early Childhood. It is accessible for download on the institutional website.

RESULTS

- Within the first three months post-launch, the publication garnered 5,000 unique hits, achieved 7,000 views of the materials, and was downloaded 1,206 times.

EXECUTED PROJECTS

●●● Special reports on Early Childhood in the *Folha de São Paulo* newspaper

STARTING YEAR: 2015

This project involved a special three-report series on EC, a joint effort between the Communication and Applied Knowledge Departments and the *Folha de São Paulo* editorial team. The aim was to translate scientific information into society-friendly language. The Foundation contributed in a consultative capacity, ensuring editorial independence.

RESULTS

- Three themed issues were published in August: *É o pai quem cria* (It's the Father Who Raises), *Tela proibida* (Forbidden Screen), and *A hora da escola* (School Time)
- These issues reached 1.3 million readers

PARTNERS

The Alana Institute, Van Leer Foundation, and *Folha de São Paulo* newspaper

●●● Receita um Livro Project

STARTING YEAR: 2015

The *Receite um Livro* (Recite a Book) Project is a campaign aimed at disseminating knowledge through content creation, events, and bi-monthly newsletters. Its objective is to educate and influence over 17,000 pediatricians across Brazil on the significance of parental reading to young children and its beneficial impact on child development.

RESULTS

- The project gained notable attention in spontaneous media outlets, including *Jornal Nacional*, *TV Cultura*, and *SBT*. The campaign is set to continue on the Brazilian Society of Pediatrics' digital platforms throughout 2016, with the results being assessed at year's end. The target is to engage at least 20% of pediatricians associated with the Brazilian Society of Pediatrics in the campaign.

PARTNERS

Brazilian Society of Pediatrics (SBP) and Itaú Social Foundation (FIS)

●●● Discovery Home & Health Channel series – *When Everything Begins*

STARTING YEAR: 2015

This television series, produced by and broadcasted on the Discovery Home & Health Channel, consists of six half-hour episodes aired in September and October, telling the story of two families with children in Early Childhood. Throughout the series, experts provide guidance to parents, helping them navigate the challenges of this life stage with practical tips and solutions to foster stronger relationships and child development. The Foundation played a significant advisory role in shaping the content. This was our first communication initiative in collaboration with the private sector.

RESULTS

- The series impacted 1.2 million pay-TV viewers, with a 53% increase in audience during its broadcast. It ranked among the Top 15 in audience for pay-TV programs in the same period.
- In September, the debut month of the Program, it became the most-viewed Program in the Family category on the Discovery Mulher website, attracting over 19,000 pageviews and 15,800 unique visitors.

PARTNERS

Discovery Home & Health, Nestle, and Kimberly-Clark

EXECUTED PROJECTS

●●● Google Grants Campaign

STARTING YEAR: 2015

The Foundation was granted entry into Google's incentive program for non-profits, receiving a grant to invest in advertising aimed at promoting its institutional website. This tool also helps ramp up campaigns to publicize new publications and programs, thereby expanding its online readership.

RESULTS

- As a part of its new strategic communication efforts, combined with upgrades to the Foundation's website and natural audience growth, there was a 96% increase in visits to the institutional website over the year.
- There was a 224% rise over 2014 in the number of downloads of publications from the Foundation's collection.

PARTNERS

Google

●●● Boas Vindas Bebê Survey

STARTING YEAR: 2015

- Central research question: Can digital social media be utilized for research and health promotion? Ans.: Yes, social media can be effectively used for health promotion. The health indices showing notable differences between the BVB group and control groups include:

RESULTS

- Pergunta principal da pesquisa: É possível usar redes sociais digitais para pesquisa e promoção de saúde? R: Sim, é possível promover saúde através de uma rede social Os índices de saúde em ordem de diferencial do grupo do BVB com os demais grupos de controle são:
 - Adherence to prenatal examinations.
 - Reduction or cessation of smoking during pregnancy.
 - Decrease in low birth weight instances.
 - Discontinuation of alcohol consumption during pregnancy.
 - Notably, the BVB group had a higher cesarean rate compared to the control group in the cohort, but aligned with external sources. This is attributed to the cohort's exclusive reliance on the Brazilian Unified Health System (SUS).
- The project maintained a strong retention rate, with only 6.47% in dropouts (from 649 to 607 women).

PARTNERS

Danone Early Life Nutrition

EXECUTED PROJECTS

●●● Film “O Começo da Vida”

STARTING YEAR: 2012

Initiated in 2012, the project is a collaborative effort with the Alana Institute and the Bernard Van Leer Foundation, focusing on producing a film about Early Childhood. Maria Farinha Filmes, along with its partner-director Estela Renner, was chosen to helm the project, which spanned three years, involved filming in eight countries, and included interviews with 54 global experts. The objective is to enlighten and engage parents, families, professionals, leaders, organizations, and governments on the significance of the early years and their lasting impact on society's future. The global release is scheduled for May 2016, featuring screenings in cinemas, distribution via VideoCamp (which supports free screenings and discussion resources), as well as availability on iTunes and Netflix.

RESULTS

- Launch of three trailers, amassing over 1.9 million views on Facebook and YouTube.
- Formation of national and international partnerships to promote the film and foster engagement for Early Childhood causes, partnering with organizations like UNICEF, IDB and World Bank, UBS Optimus Foundation, Ready Nation, United Way, RNPI, Ceará State Government, Instituto da Infância (Ifan), Ministry of Social Development and Fight against Hunger, São Paulo State Health Department, Ashoka, Johnson's, Kimberly-Clark, Natura, Amil, Hipermarcas, TAM, Sesc, Senac, Espaço Filmes, Crescer magazine, Catraquinha, Ótima, and more.

PARTNERS

Bernard Van Leer Foundation, Alana Institute, Maria Farinha, and UNICEF

●●● Customer Relationship Management (CRM)

STARTING YEAR: 2015

The Foundation is integrating a new tool to bolster its relationship project, aligning with the corporate strategy to enhance management and engagement with stakeholders. This initiative goes beyond mere tool implementation; it's about fostering a cultural shift towards leveraging data for better interactions with various audiences. The system is designed for efficiency and automation, enabling personalized contact through precisely identified and described information. In 2015, efforts were focused on cleaning up the existing database and importing records into this new system, setting the stage for organized and intelligent use of key information that aligns with the Foundation's goals.

RESULTS

- Cleaned up and updated 20% of the entire database and imported those records into the new system. Final adjustments to this tool are underway, with its operational deployment anticipated in 2016.

EXECUTED PROJECTS

●●● Development of data intelligence and websites

STARTING YEAR: 2015

In 2015, the Foundation significantly advanced in developing and implementing information technology-driven projects to achieve better results. Notably, project sites were developed and piloted for the 2016 launch, aimed at establishing workspaces for organized information sharing, thereby decentralizing information from individual users and making it institutionally accessible. Key advancements include enhanced organization through an in-website scheduling system, centralized information storage in the cloud, improved data security, and the creation of notices and discussion forums to streamline work processes.

- **On the SPPI website, an application was introduced for professionals to record their attendance at various training events.**
Results: A total of 108 training events (training, supervisions, and re-editions), resulting in 1,702 participation records and 1,113 registered professionals.
- **Institutional website:** updates were made to the user authentication process for usage tracking and material downloads, including those from the Executive Leadership website.
- **Índice Paulista da Primeira Infância / Fundação Sistema Estadual de Análise de Dados (Seade) website:** a focus on monitoring the development and implementation.

RESULTS

- The website's user base expanded from 112 to 257 thousand users in 2015, including 58 registrations from Executive Leadership. Pageviews on the institutional website surged to 588,000, a 96% increase from 2014. Downloads of materials reached 24,000, quadrupling the previous year's figures. Out of these, 2,715 documents were downloaded from the Executive Leadership section.

●●● Press relations

STARTING YEAR: 2015

New communication strategies have effectively enhanced engagement with the national press, ensuring high-quality media coverage. The Foundation is now recognized as a reliable source for information on ECD topics, such as education, health, familial bonds, family relationships, and ECD's economic impact.

RESULTS

- The Foundation surpassed its goal of securing publications in top-tier media outlets (Valor, Folha de São Paulo, O Globo, Veja, Exame, Estadão, and others), set at ten and with 81 achieved. For general media insertions, the target was 850, and the Foundation successfully reached 768 publications nationwide.
- Conducted 15 relations meetings with major media outlets in the country, aiming to raise awareness and educate the press on the significance of EC.
- Two journalists participated in the Executive Leadership course.
- Early Childhood featured prominently in high-impact media platforms, such as Veja, Exame, and Crescer magazines, Folha de São Paulo newspaper, O Estado de São Paulo newspaper, Valor Econômico, G1, UOL, Jornal Nacional, and Jornal da Cultura.

●●● YouTube

STARTING YEAR: 2015

In 2015, two engaging video series were launched, each delving into vital aspects of ECD. The first series, titled "O Que Fazer" ("What to do") comprises ten videos covering topics like the significance of attachment, prenatal care, fatherhood's role, and breastfeeding. The second series, named "5 Dicas" ("5 Tips"), includes six concise videos offering practical advice on activities such as reading, pregnancy care, and play.

RESULTS

- There was an increase of 3,201 subscribers to the channel. At the end of 2014, there were 437. The Foundation's channel amassed 729,412 views and 1,279,859 minutes watched.

EXECUTED PROJECTS

●●● Digital Communication

STARTING YEAR: 2015

In 2015, the Foundation's digital presence encompassed a range of channels: a blog, newsletter, the Foundation's website, Early Childhood Radar, YouTube channel, and the NCPI website. We focused on optimizing processes, solidifying relationships with specialist digital partners, and revamping network management dynamics. Each channel was strategically tailored with unique approaches and goals to engage the diverse demographics aligned with the Foundation's content. A key initiative was the Radar da Primeira Infância (Early Childhood Radar), developed for the second consecutive year in partnership with the IAB. In 2015, it expanded to include two new sections: "Suggested Books," showcasing a curated collection of ECD-related books, and "Where to Start," which distills and compiles exemplary content on specific topics. Additionally, a bi-weekly newsletter was introduced to share updates from the Radar.

RESULTS

- 194,497 thousand likes on Facebook.
- 24,390 downloads of publications from the digital collection.
- Videos on the YouTube channel amassed 729,011 views.
- 999,499 visits to the Early Childhood Radar site.

●●● Building a Regional Agenda toward Early Childhood Development

STARTING YEAR: 2015

From September 14-16, 2015, a debate was convened, gathering national and international experts to formulate a regional agenda that supports ECD in Latin America. More than 30 experts from the following countries took part in the workshop: Argentina, Brazil, Bolivia, Chile, Colombia, Ecuador, Guatemala, Mexico, Peru, Uruguay, the Netherlands, and the United States.

RESULTS

- Document construction: Integral Development in Early Childhood - Action Agenda for the Latin American Region and Public Policies for Child Development in Latin America

EXECUTION

Todos pela Educação, Diálogo Interamericano.

PARTNERS

Bernard van Leer Foundation, Latin American Network for Education – REDUCA

SUPPORTING THE CAUSE

- Sponsorship of the 7th **Seminar on Private Social Investment Assessment**, held in São Paulo in partnership with GIFE, the Roberto Marinho Foundation, and Itaú Social Foundation.
- Sponsorship of the 7th **Brazilian Monitoring Network Seminar**, held in Belo Horizonte.
- Supported the 10th **National Meeting on Babies**, organized by the Brazilian Association of Baby Studies (Abebê) in Rio de Janeiro.
- **Building a Regional Agenda for the Development of Early Childhood in Latin America** Workshop, which gathered 25 experts from ten countries and was organized by "Todos pela Educação" and the Inter-American Dialogue.
- 7th **edition of the Valuing Early Childhood and the Culture of Peace Week**, organized by the Federal Senate in partnership with the University of Paris Descartes and the French Embassy, held in Brasília.
- **The Pikler Lóczy Approach Seminar**, which had 523 attendees and was organized by the São Paulo chapter of the Pikler Lóczy Brazilian Network in partnership with the Avisa Lá Institute.
- Sponsor of the 2nd **edition of the Film Festival**, in partnership with the Peninsula, Alana, and Natura Institutes, the Office of the Mayor of São Paulo, Oscar Niemeyer Ibirapuera Auditorium, and Itaú Cultural; it was the first film festival in Brazil that focused on childhood and education. Fifty-one national and international movies were screened in São Paulo from May 21–24.

ORGANIZATIONAL STRUCTURE

Innovation and institutional sustainability make for good governance. The longevity of the Foundation is owed in part to the sound governance of its Board of Trustees – which has decision-making power – and its Audit Committee, which has supervising power. It is also owed to four advisory committees, namely, the Investment Committee, the Communications Committee, the Organizational Climate Committee, and the Ethics Committee. All Board and Committee members voluntarily contribute to the Foundation's governance through their different professional backgrounds and expertise. You can visit our institutional website to learn more about the Foundation's bodies and their members, as well as other board members who have helped us become who we are.

In 2015, in an attempt to drive efficiency, the responsibilities of the Assessment and Research Department were shared among Strategy and Operations, which set up the Projects and Assessments Office, and the Department of Programs, whose name was then changed to Applied Knowledge after incorporating all research-related activities.

In addition to reorganizing departments to ensure greater synergy and better results, the Ethics Committee was established in 2015 in alignment with our Best Practices. It is in charge of studying circumstances that may eventually breach the Code of Conduct and Ethics, suggesting necessary changes to the Code as needed, clarifying doubts, and identifying omissions for appropriate usage of the Code. The initiative is part of an ongoing effort to enhance governance and must be duly followed by all board members, administrative staff members, directors, committee members, employees, interns, volunteers, consultants, service providers, and associates of the Foundation.

ORGANOGRAM

TEAM

BOARDS & COMMITTEES

FINANCIAL MANAGEMENT

The Foundation's financial management policy was created to protect its equity, making it sustainable to ensure that the Foundation will meet its long-term commitment to fulfill its mission and maximize results.

In 2015, the Foundation received a total of BRL 1,332,045.67 from donors to finance specific projects.¹

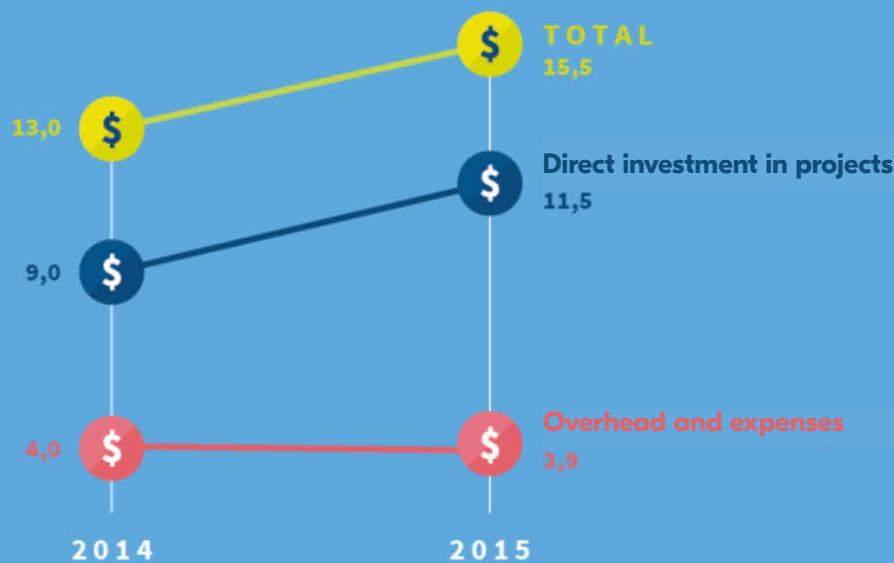
The donations and sponsorships received (mentioned above) and the funds our partners invested directly in our projects as compensation or co-investment totaled BRL 6,003,124.36.

Moreover, one of the managers of our Endowment Fund donated BRL 1,000.00 to the Foundation as an individual (as opposed to a corporation). The market value of all the Microsoft licenses that we use is also considered a donation from Microsoft.

All the items in our financial statements - audited by KPMG - were approved and are available at FMCSV's website for consultation.

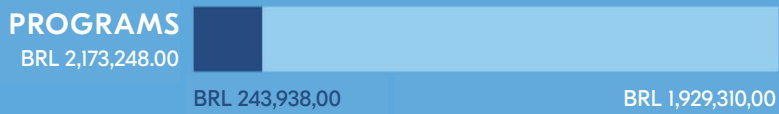
¹ This amount refers to the funds that were effectively received by the Foundation (cash basis) in the 2015 fiscal year and were not, therefore, reported in the books as revenue from sponsorships and donations due to differences in the way these amounts are reported in the accounting statements.

USE OF THE FOUNDATION'S ANNUAL BUDGET (millions of reais)



THIRD-PARTY RESOURCES INVESTED IN PROJECTS

● Partner's financial contributions (received donations or sponsorships) ● Counterpart (partner's financial contribution invested directly in projects)



DONATIONS RECEIVED

Bernard Van Leer Foundation	BRL 262,688.00
Google Grant	BRL 272,855.66
Instituto Alfa e Beto	BRL 190,000.00
Instituto C&A	BRL 21,250.00
Instituto Camargo Corrêa	BRL 100,000.00
Instituto Insper	BRL 51,769.51
Natura Institute	BRL 236,487.50
Itaú Social	BRL 196,995.00
SUB-TOTAL OF DONATIONS AND SPONSORSHIPS INTENDED FOR PROJECTS	BRL 1,332,045.67
Luís Guerra	BRL 1,000.00
Microsoft	BRL 21,149.11
SUB-TOTAL OF OTHER DONATIONS	BRL 22,149.11
TOTAL AMOUNT RECEIVED	BRL 1,354,194.78

EXECUTED PROJECTS* Between December 31st, 2014 and December 31st, 2015 in millions of reais

ASSETS	2014	2015
Cash and cash equivalents	3,662	2,633
Earmarked funds	722	555
Other credits	20	16
Marketable securities (Endowment Fund)	373,753	398,671
Fixed Assets	1,063	925
Intangible assets	29	18
TOTAL ASSETS	379,249	402,818
 LIABILITIES		
Payments to suppliers	96	505
Payroll charges	315	324
Tax liabilities	91	86
Investable funds	722	555
Other liabilities	96	97
Provision for contingencies	321	-
 NET CAPITAL		
Net Assets	387,287	377,608
Accumulated surplus (deficit)	(9,679)	23,643
TOTAL NET CAPITAL	377,608	401,251
TOTAL LIABILITIES AND NET CAPITAL	379,249	402,818

INCOME STATEMENT (SURPLUS)

* On December 31st, 2014 – in millions of reais

OPERATIONAL REVENUE	2014	2015
From our initiatives		
Sponsorship and donation revenue	592	972
Other revenue from initiatives	538	43
Volunteer work	70	339
Tax Break	8,387	(²)
TOTAL OPERATIONAL REVENUE	9,587	1,354
OPERATIONAL EXPENSES		
Personnel expenses	1,898	2,047
Contractors	2,845	4,145
Travel Expenses	457	522
Printing and Publishing	373	609
General expenses	242	175
Sponsorship and donation expenses	3,167	3,998
TOTAL EXPENSES (Social projects and sponsorships)	8,982	11,496
Volunteer work	70	339
Tax Break	8,387	(2)
TOTAL EXPENSES	17,439	11,835
OPERATING INCOME BEFORE ADMINISTRATIVE EXPENSES	7,852	10,481
Personnel expenses	1,975	2,415
General and administrative expenses	592	635
Expenses with contractors	637	712
Travel expenses	197	172
Taxes and fees	355	12
Depreciation and amortization	177	184
Training expenses	122	126
Other operational revenue	2	320
TOTAL ADMINISTRATIVE EXPENSES	4,053	3,936
FINANCIAL REVENUE/EXPENSES	32,624	38,060
FISCAL YEAR SURPLUS / DEFICIT	20,719	23,643

2. Pursuant to letter “c” of Item 27 of ITG 2002 (RI) – as a non-profit organization, the Foundation provides information about the nature of the taxes that we are exempt from just as an explanatory note since it is not required to include the total amount waived in its income statement.

ENDOWMENT FUND

To protect its 50-year legacy and continue its operations, the Maria Cecília Souto Vidigal Foundation established a structure to manage and govern its Endowment Fund, for which the Board of Trustees is responsible. The Board manages the Fund by following the recommendations made by the Investment Committee. The use of resources from the Endowment Fund must be approved annually by the Board of Curators in the form of a budget drawn up by one of our teams and be approved by the Foundations Committee of the São Paulo District Attorney's Office.

The responsible use of these resources ensures that the worth of the Foundation's equity will remain unchanged, allowing it to fulfill its mission to the best of its abilities. The work of both the Investment Committee and our team members is based on investment strategies aimed

at minimizing losses and exceeding our return rates, currently set at 4.5%, plus inflation (IPCA/IBGE price adjustment indexes).

Although long-term investors had to deal with a particularly challenging economic scenario in 2015, we decided to stay the course. Annual returns of 10.2% a year remained below the expected rate of 15.2% because of the economic drawbacks Brazil faced in 2015. Despite the lower returns, the Endowment Fund's total revenue in 2015 reached BRL 38 million. Furthermore, our commitment to the longevity and mission of our foundation grew even stronger as we adopted strategies aimed at making our investment portfolio more solid by choosing assets that are better protected against both inflation and the economic instabilities that we may encounter in the future.

STRATEGY REVIEW: 2016-2021

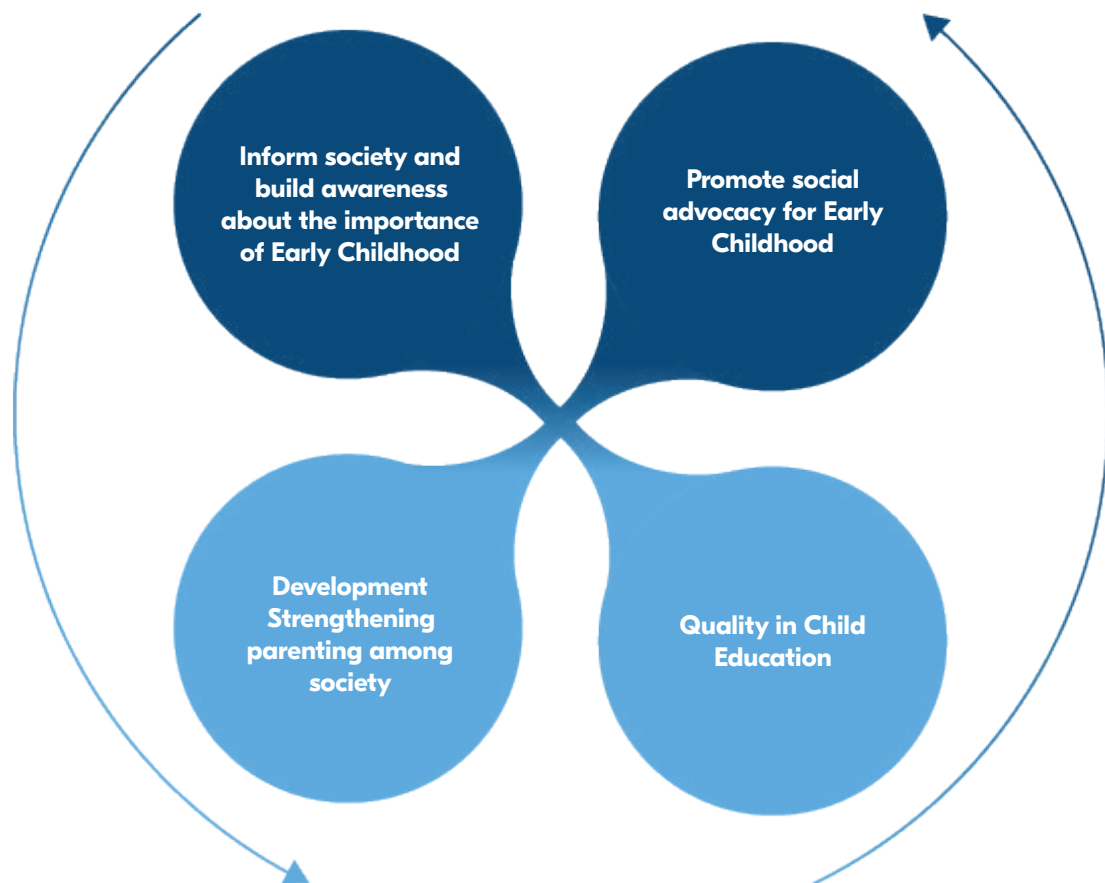
Throughout its fifty years of continuous improvement, the Foundation has been constantly reviewing its institutional alignment in an attempt to better understand the scope of its activities and projects. After so many years in action, the ultimate question turned out to be the following: how can we make Early Childhood Development become a top priority for the Brazilian society? Relying on our Map of Annual Results, the leadership decided that, to answer this question, the Foundation needed to perform a strategy review to redefine its focus, priorities, and objectives. This review relied on the experience of an expert consultant and used an important tool called "The Theory of Change." This process, designed to identify

which should be the focus of our actions over the next five years, included a workshop with experts to reassess the role of the Foundation and to review the following: 1) benchmarks from the best philanthropic institutions, 2) Early Childhood Policies and current research in this field, and 3) the experience that the Foundation had accumulated over the last decade. Considering that our focus and priorities for the period between 2016 and 2021 have changed, so will our metrics and indicators, which will be presented soon. Just like in any other mature management process, our figures will be reviewed regularly and adjusted by our internal monitoring system and project follow-up tools.

RESULTS



4 PRIORITIES OF 2016-2021



The Foundation's proposal for the next five years is to gradually switch from implementation-related activities to playing the role of an intermediary whose mission is to establish partnerships and look for co-funding and funding to promote the Foundation's programs and cutting-edge research required to change the current reality of Brazil's young children.

PARTNERS



Ministério da Saúde



Ministério do Desenvolvimento Social e Combate a Fome



MUNICIPAL GOVERNMENTS

Arapiraca, Álvares Florence, Américo de Campos, Apiaí, Araraquara, Barra do Chapéu, Cabreúva, Campinas, Campo Limpo Paulista, Cardoso, Campos Formosos, Nova Santa Rita, Candiota, São Miguel dos Campos, Cosmorama, Descalvado, Dourado, Floreal, Gastão Vidigal, General Salgado, Ibaté, Itaoca, Itapirapuã Paulista, Itatiba, Itapeva, Jarina, Jundiá, Louveira, Macaíubal, Magda, Monções, Morungaba, Nhandiaia, Parisi, Pontes Gestal, Porto Ferreira, Ribeira, Ribeirão Bonito, Rolândia, São Carlos, São José do Rio Preto, Sebastianópolis do Sul, Sorocaba, Valentim Gentil, Várzea Paulista, and Votuporanga.

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GRAPHIC DESIGN, LAYOUT, AND DIGITAL DEVELOPMENT

The Infographic Company

LINKS

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➤ [EC RADAR](#)

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FMCSV ON THE WEB

