



FUNDAÇÃO
MARIÁ CECILIA
SOUTO VIDIGAL

ACTIVITIES
REPORT

2016

THE FOUNDATION

ABOUT 2016

PROJECTS

PARTNERS

“Our cause is taking the dimension and receiving the attention it deserves!

But the challenge presented to society and to the Foundation is huge. We have to move on, make even more in the next months and years”

DARIO GUARITA NETO

CHAIRMAN OF THE BOARD OF TRUSTEES

“2016 was also the year of reflection on our strategies and objectives. All this is done so the voice that the early childhood conquered continues being heard and received. This voice that is mirrored in the actions performed in 2016, with important and decisive partners, which we share with you in this report”

EDUARDO DE C. QUEIROZ
CEO

[READ THE FULL LETTER](#)

[READ THE FULL LETTER](#)

LETTER FROM THE BOARD

Dear readers,

In 2016, once more, Brazilians of all ages and beliefs revitalized their public spirit and their role of social agents, participating in political movements, in public life, reaffirming the unequivocal ethics and moral essence of the people of this Country.

In this context, on behalf of FAMILY Fundação Maria Cecília Souto Vidigal and, especially, the Board of Curators, which I represent with great honor, we present the 2016 activities report of the Foundation for your reading.

Our cause of early childhood had a significant progress, it gained even more voice. I hereby cite only a few of the important achievements that have been materialized in the last twelve months.

The approval of the LEGAL FRAMEWORK for the early childhood, an Act that puts children as a priority in the development of programs, in training professionals and in the formulation of public policies, brought for the first time and in a definitive manner the early childhood as a priority for the national agenda.

The documentary "THE BEGINNING OF LIFE" which, in a contemporary and emotional language, took the subject of early childhood to Brazil and to the world, touching the heart of more than 1 million people in more than 70 countries only in the first 6 months of the exhibition.

The release of program CRIANÇA FELIZ [HAPPY CHILD] by the federal government, which aims at reaching 4 million Brazilian children, from 0 to 3 years old, in a situation of vulnerability in a few years.

The attention from the PRESS to the subject through several publications in the most important national and international media outlets, in particular, the cover report of Exame magazine on the October issue.

Our cause is taking the dimension and receiving the attention it deserves!

The challenge presented to society and the Foundation is huge. We have to move on, make even more in the next months and years. There are about 250 million children* in the world with less than five years in a situation of vulnerability, at least 6.7 million** of them only in Brazil, and which need quick solutions and answers. Our cause is global, great, noble, but, mainly, urgent.

I would like to thank each member of our distinguished team, the members of the Board of Auditors and the Investment and Communications Committees and my dear board colleagues. Their dedication and commitment to the cause have stimulated the Foundation to make more in 2016. We count on the same energy to keep making progress in the following years!

Best regards and good reading!

DARIO GUARITA NETO
CHAIRMAN OF THE BOARD OF TRUSTEES

* https://www.unicef.org/timorleste/media_25804.html

** <http://www.ibge.gov.br/home/>

LETTER FROM THE CEO

"I want to recover, know, reinvent the child I was. It may seem like a bit silly thing: a man of that age thinking about the child he once was. But I think that the father of the person that I am is this child that I was."

Public, Lisbon, October 14, 1998 José Saramago nas Suas Palavras

2016 was a very emblematic year for the early childhood and for us of the Foundation. The sanction of the Legal Framework of Early Childhood, in March, "stamped" the responsibility we have for the first years of the life of every and each citizen, strengthening and qualifying the children's rights. Discussions such as the expansion of paternity leave or the pregnant woman's right.

Another highlight was the achievement of an amazing project, the documentary "The Beginning of Life", an old dream that came true in the movie. Our intention was to communicate the importance of the first years of life to society in such a way as to make an impression, "disturb", cause compassion, but, above all, bring the subject to attention and to the day-to-day and, with it, the sense of co-responsibility. We managed to make the movie with amazing partners such as Instituto Alana and Fundação Bernard Van Leer, which added great value and supported us to make the project bigger. Another partner, UNICEF, helped us to go "to the infinity and beyond*" with the exhibition of the movie in more than 70 countries only in 2016.

However, as successful as it might be, a movie alone does not ensure changes in behavior. Engaged people need to mobilize others to foment actions and investments in the cause. That is what happened when leaders, professionals, and parents became ambassadors of the movie in their networks, disseminating the importance of early childhood.

The Executive Leadership Program of Núcleo Ciência pela Infância (NCPI) [Childhood Science Center], which supports leaders, managers and opinion makers, in 2016, once more put 46 Brazilian decision makers in contact with the discoveries of science so they could guide the implementation of good practices or even, last but not least, disseminate the cause throughout the Country.

Printing the importance of the investment in early childhood on the cover of Exame magazine or, even, communicating it to millions of Brazilian households through Bem-Estar TV show, of Rede Globo, were two concrete results of this "trend" of involvement in the same cause, both produced by former students of the course.

Another important result of this advocacy before leaders was the release of federal program "Criança Feliz" ["Happy Child"], whose purpose is to support states and municipalities to improve their early childhood programs with implementation of home visits to families in vulnerability situation, which is an initiative also promoted by a former-idealizer and participant of the Executive Leadership Program, the current Minister of Social and Agrarian Development, Mr. Osmar Terra.

The accomplishment of the "VI International Symposium on Early Childhood Development", for the first time outside São Paulo, in Recife, PE, had a record attendance and participation of public leaders. We managed to extend the debate, advocating the idea of looking the early childhood as an absolute priority by governments, institutions, and society, following the worldwide trend that recognizes in children the greater potential for a better society.

The year was also of observation of our internal and external relations, strategies, and objectives.

We listened to the staff and reflected about the necessary competencies in the team for a new strategy that started to be implemented throughout the year and that translates the Foundation's view about the cause in medium and long terms.

We brought new partners and strengthened old alliances. Such matureness is endless because the Foundation needs to monitor society and its changes, responding to the new challenges in real time.

All this is done for the voice conquered by early childhood to continue being heard and accepted. This voice that is mirrored in the actions performed in 2016, with important and decisive partners, and that we share with you in this report.

The same voice that makes us rethink the child we once were and the adults we became. The citizens we became and the way we receive Brazilian childhood. That each child can say one day that "the father of the person I am is the child I was": a person that is healthy, happy and decent that may enjoy all their rights. These children will be the adults that will support Brazil to be a less unequal country, the country where all of us would be proud to live.

Good reading!

EDUARDO DE C. QUEIROZ
CEO

* Buzz Lightyear – Toy Story 2012

THE FOUNDATION

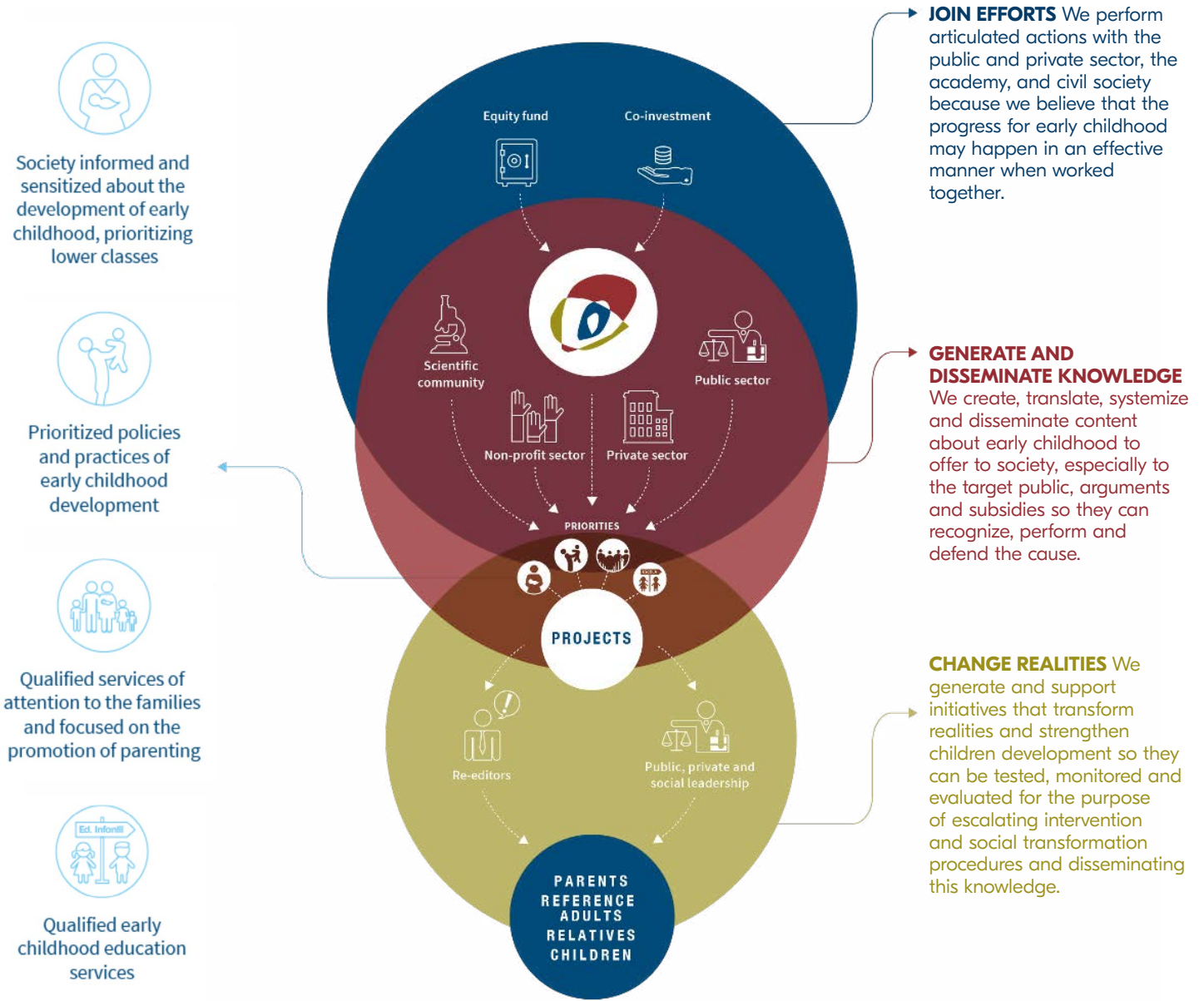
Vision

Developing children to develop society.

Mission

To generate and disseminate knowledge for the full development of children in early childhood.

OUR PERFORMANCE MODEL



OUR VALUES

COMMITMENT
Our commitment is to the cause, the institution, and the personal and professional growth.

TRANSPARENCY
We conduct our activities and relationships in a transparent manner and with integrity. We do not tolerate any noncompliance with our policies.

TEAM
We work as a team in an integrated and effective way. We hire and retain people who like to work as a team, who are prepared, efficient, with high spirits and flexible (with multi-tasking skills).

PARTNERS
We value working with our partners, building effective solutions.

RESULT-DRIVEN
We seek results from pre-established goals.

2016: THE YEAR WHEN THE EARLY CHILDHOOD GAINED VOICE!

What an inspiring year! Early childhood was the main topic of discussions, even immersed in the context of political and economic difficulties of Brazil. It “broke into” homes, organizations, squares, schools, and hearts.

The approval of the Legal Framework of Early Childhood, in March, opened doors and highlighted the importance of society in guaranteeing children’s rights. In May, the release of documentary “The Beginning of Life” touched people with a great sensitivity, reinforcing the importance of Early Childhood for the development of a better society, in Brazil and in the world.

The first years of life were the focus of the cover report of Exame magazine, captured in a full edition of Bem-Estar Tv show, of Rede Globo, and guided many other media outlets, mobilizing the Brazilian press, which approached the subject on an extensive and more qualified way.

In October, the cause was greatly reinforced with the release of Federal Program “Criança Feliz”, idealized by the Ministry of Social and Agrarian Development, Mr. Osmar Terra, one of the participants of Harvard’s Executive Leadership Course, a program of the Childhood Science Center (NCPI), an initiative in which we participate.

This progress is directly related to an ecosystem - of which the Foundation is part and acts to strengthen - formed by social organizations that work towards early childhood, such as the National Early Childhood Network (RNPI), the “Todos pela Educação” [All for Education] Movement, Inter-American Dialogue and Conviva Educação (a digital platform that supports municipal education managements).

In order to respond to these situations and the upcoming challenges, our team has reflected a lot, internally, changed procedures and re-organized strategies, reinforcing the purpose of strengthening its role as a transformation agent, contributing to changing the reality of Early Childhood and, thus, helping to build a better society in the next five years.

OUR RESULTS



75%

SYSTEMIZE AND SPREAD KNOWLEDGE



89.3%

PROMOTE AND FOMENT THE SCALE OF INNOVATIVE MODELS



75%

MOBILIZE AND STRENGTHEN LEADERS AND RE-EDITORS OF THE CAUSE



87.5%

FOMENT THE MEASUREMENT OF CHILD DEVELOPMENT



47.9%

INTERNAL AND EXTERNAL LEVERS

SYSTEMIZE AND SPREAD KNOWLEDGE



Mapping of curricular policies of early childhood Education



100%



Mapping of an educational model for early childhood



100%



Definition of early childhood Education evaluation model



25%



Preparation of "Guide for Communication on the Development of early childhood"



75%



Definition of the list of key messages on early childhood



50%



Creation of a thematic notebook on parenting



75%



Preparation of working papers about parenting and executive functions

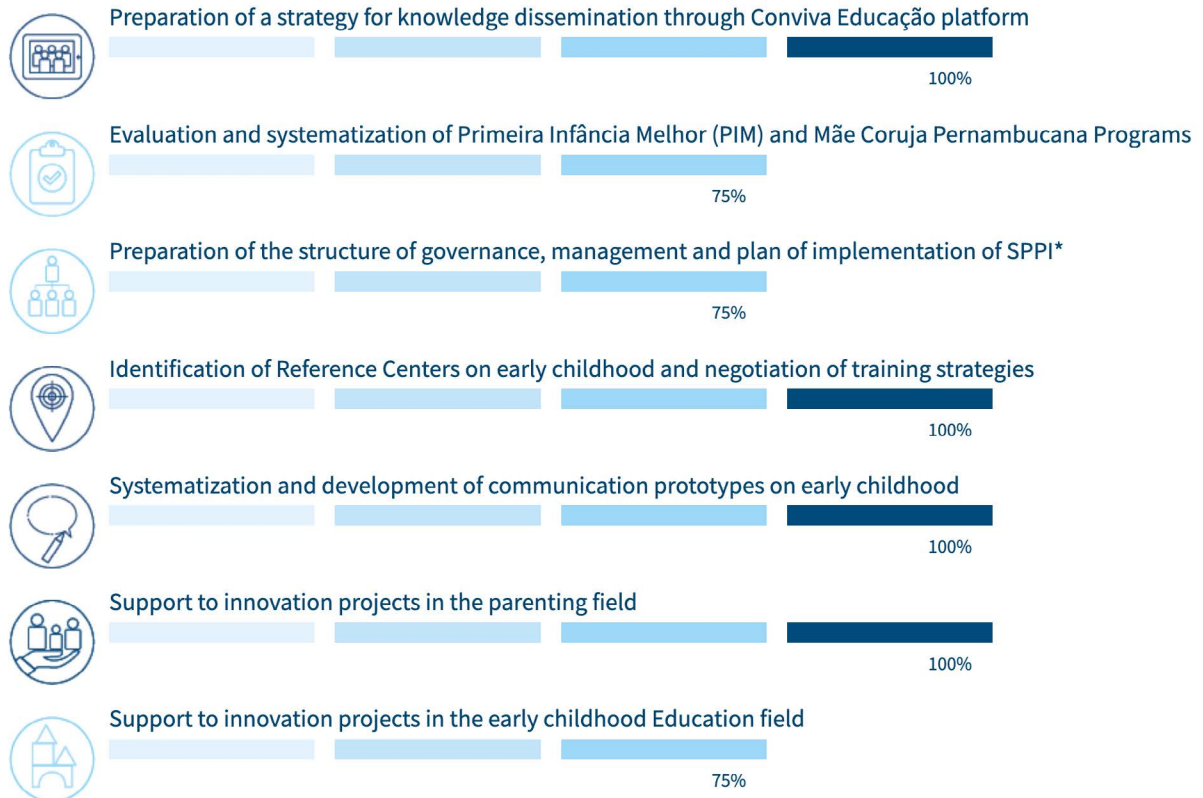


100%

OUR RESULTS



PROMOTE AND FOMENT THE SCALE OF INNOVATIVE MODELS

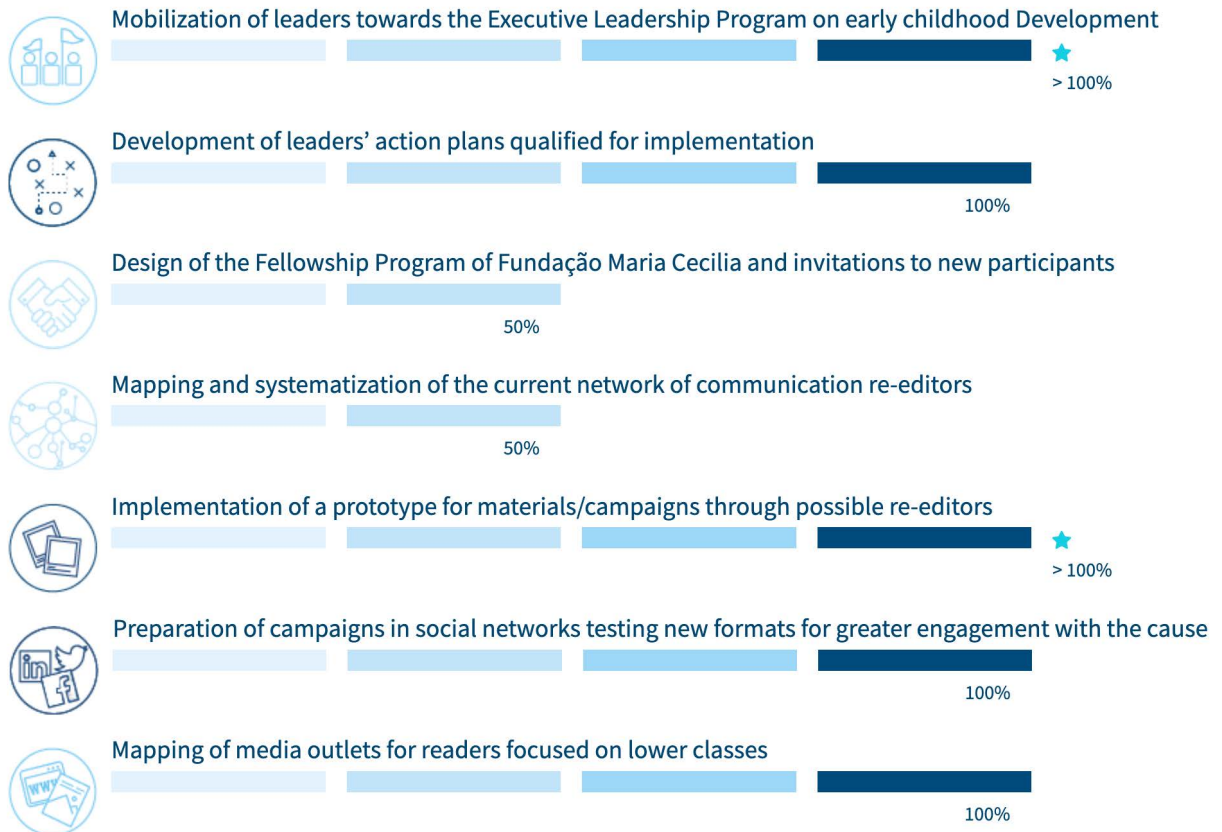


* São Paulo for early childhood Program

OUR RESULTS



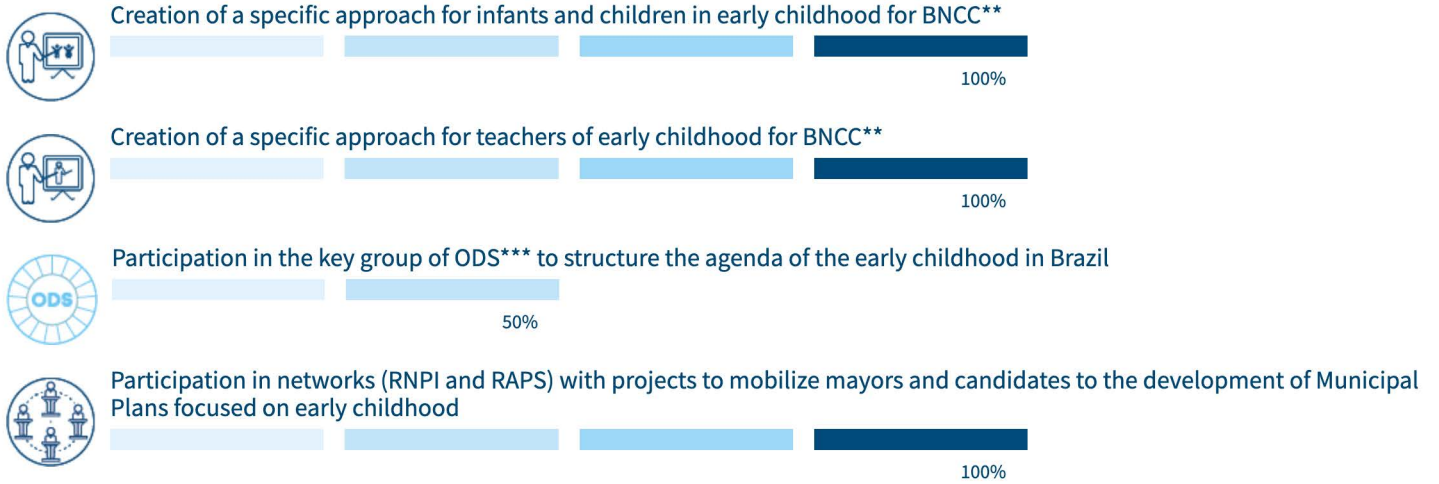
MOBILIZE AND STRENGTHEN LEADERS AND RE-EDITORS OF THE CAUSE



OUR RESULTS



FOMENT THE MEASUREMENT OF CHILD DEVELOPMENT



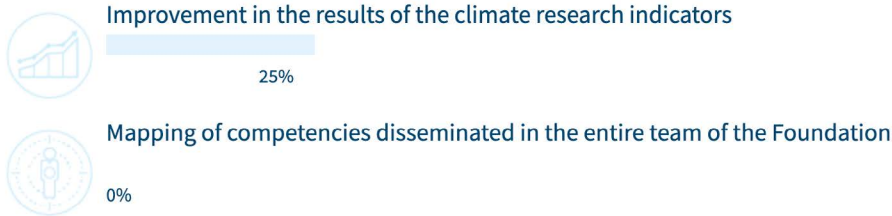
**National Common Curricular Base

***Objectives of the Sustainable Development - Objective 4: To ensure the inclusive and equitable quality education and promote learning opportunities throughout the life for everybody.

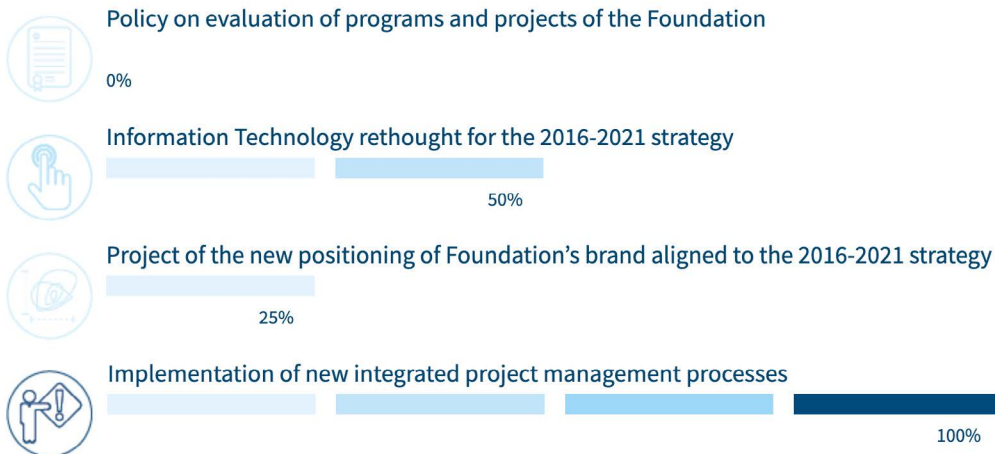
OUR RESULTS



To have a team engaged with strategic competencies



Implement efficient and inclusive systems and procedures



OUR RESULTS



75%

SYSTEMIZE AND SPREAD KNOWLEDGE



89.3%

PROMOTE AND FOMENT THE SCALE OF INNOVATIVE MODELS



75%

MOBILIZE AND STRENGTHEN LEADERS AND RE-EDITORS OF THE CAUSE



87.5%

FOMENT THE MEASUREMENT OF CHILD DEVELOPMENT



47.9%

INTERNAL AND EXTERNAL LEVERS



New organizational structure, roles, and responsibilities

0%



Evaluation, adjustments, and migration of the websites of projects

100%



Implementation of the CRM system

75%

Seek to ensure the profitability and perpetuity of the Endowment



Maintenance of the power of investment and perpetuity of the Foundation

100%

Strengthen and develop strategic partnerships



Partners and Foundation participating and co-investing in projects

100%



Long-term plans agreed with partners

0%

OUR PROJETSCS

WELL-INFORMED SOCIETY

PRIORITIZED POLICIES AND PRACTICES

FAMILY CARE SERVICE

EARLY CHILDHOOD EDUCATION SERVICES

TARGET AUDIENCE

● SOCIETY ● LEADERS (PUBLIC, PRIVATE OR SOCIAL) ● RE-EDITORS

● ● ●	Executive Leadership Program on Early Childhood Development	● ● ●	Saving Brains
● ● ●	iLab Early Childhood	● ● ●	Education 360° - Early Childhood Education
● ● ●	VI International Symposium on Early Childhood Development	● ● ●	Developing a regional agenda for early childhood development
● ● ●	Scientific Committee of the Childhood Science Center (NCPI)	● ● ●	Research on Early Childhood Education
● ● ●	São Paulo for Early Childhood (SPPI) Program	● ● ●	Work Group - National Common Curricular Base
● ● ●	São Paulo Index of Early Childhood (IPPI)	● ● ●	Early childhood in the State of São Paulo: the role of the system of guarantee of children's and adolescents' rights
● ● ●	Artemisia Early Childhood Lab	● ● ●	The Beginning of Life
● ● ●	Research support notices	● ● ●	Relationship with the press
● ● ●	Strengthening of local capacities	● ● ●	Project "Receite um Livro"
● ● ●	Systematization of practices	● ● ●	Digital communication
		● ● ●	Communication to society

OUR PROJETSCS

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PRIORITIZED POLICIES AND PRACTICES

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PRIORITIZED POLICIES AND PRACTICES

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OUR PROJETSCS

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PRIORITIZED POLICIES AND PRACTICES

FAMILY CARE SERVICE

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		● ● ●	Communication to society

OUR PROJETSCS

●●● Executive Leadership Program on Early Childhood Development

YEAR OF START: 2012 (first international class) and 2015 (first national class)

PURPOSE

To engage formulators of public policies, public managers and representatives of the civil society.

The program promotes a dialogue regarding the science on Early Childhood development and its application in the development and implementation of integrated and effective policies and programs.

In 2016, the 5th edition was held in Cambridge, at Harvard University.

RESULTS

- 46 participants, from 12 Brazilian states, produced 11 action plans, and 5 of them have already been started or implemented.
- 19 participants from the Executive Branch, 6 from the Legislative Branch, 15 of the Non-Profit Sector, 1 journalist and 6 from other sectors.
- Patricia Carvalho, the head editor of Bem-Estar TV show (Rede Globo), was the journalist invited to participate in the course in 2016. When she returned, she produced an entire edition focused on early childhood, with specialists and debates on essential subjects
- Eduardo Salgado, who has already participated in the course, prepared a report on families benefited from a visitation program for early childhood, which became a cover story, with 14 pages, of Exame magazine.
- Dr. Daniel Issler, the advisor of the Vice-Presidency of the São Paulo Court of Justice, member of the Coordination of Childhood and Youth of the Court of Justice of the State of São Paulo and judge of the Court of Childhood and Youth of Guarulhos, generated the Early Childhood project in the State of São Paulo: the role of the system in the guarantee of children's and adolescent's rights, in the Court of Justice of São Paulo.
- The seed of the Legal Framework of Early Childhood, an Act that congregates the rights and duties related to the first years of life, was released in the first editions of the course. Right after it, members of the Parliamentary Coalition of Early Childhood promoted debates in several parts of the Country, favoring the approval and sanction of the Framework in March 2016.

INITIATIVE

Childhood Science Center (NCPI), Center on the Developing Child (CDC) and David Rockefeller Center for Latin American Studies (DRCLAS) - both of Harvard University -, Medical School of the University of São Paulo (FMUSP), Fundação Maria Cecília Souto Vidigal, Sabará Children's Hospital and Learning and Research Institute (Insper).

●●● iLab Early Childhood

YEAR OF START: 2015

PURPOSE

To detect and test high-impact solutions by using the scientific knowledge that has the potential to transform the life of children and their families in situation of vulnerability.

By identifying the not-yet-fulfilled challenges and necessities of this public, multi-disciplinary teams co-create solutions subject to implementation in short-duration cycles in order to evaluate its effectiveness. iLab integrates the Frontiers of Innovation (FOI), a research and development platform of the Center on the Developing Child (CDC), of Harvard University.

RESULTS

- Selection of 4 proposals, among the 13 received, which will be supported until 2018 (two in Ceará and two in São Paulo).
- The first one with 13 teams to create innovative solutions; and the second one with the 4 projects selected by iLab and 3 selected by a similar initiative in Mexico, formalizing the cluster of Latin America of FOI.

INITIATIVE

Childhood Science Center (NCPI), Center on the Developing Child (CDC) and David Rockefeller Center for Latin American Studies (DRCLAS) - both of Harvard University -, Medical School of the University of São Paulo (FMUSP), Fundação Maria Cecília Souto Vidigal, Sabará Child Hospital and Learning and Research Institute (Insper).

PARTNERS

Instituto Natura, Instituto Sonho Grande and Omidyar Network

[RETURN TO THE MAP](#)

OUR PROJETSCS

●●● VI International Symposium on Early Childhood Development

YEAR OF START: 2011

PURPOSE

To enable professionals and leaders, sensitize and inform the press about the importance of early childhood.

The topic of the sixth edition was “Early Childhood: absolute priority”. Held in November, the event occurred outside São Paulo for the first time, in Recife, PE, congregating public managers, researchers and professionals of health, education and social development areas, on a face-to-face and online basis. The discussions with national and international specialists comprised strategies to place early childhood in the center of formulation and implementation of public policies, programs, and actions of society.

RESULTS

- 492 attendees and more than one thousand online participants.
- More than 380,000 public managers in the Northeast Region impacted by the promotion campaign through the digital channels of the Foundation and NCPI.
- Formation of an advisory committee, with specialists from the Northeast Region, in order to define the content of the event: Ceará (Ifan, Iprede, and UFC), Bahia (AVANTE and UFBA), Pernambuco (Mãe Coruja Pernambucana) and Unicef.
- Broad adhesion of the press (more than 200 reports published about the event), covered by national and regional media outlets. The following participated upon our invitation: Correio Braziliense, O Povo, blogs Maternar/Folha de São Paulo and Mães de Peito, Editora Caras and O Globo. In addition to them, TV Tribuna, Diário de Pernambuco, SBT, Bandeirantes and other media outlets broadcasted the event.
- A new partnership with CBN radio for a total broadcast of the Symposium.

INITIATIVE

Childhood Science Center (NCPI), Center on the Developing Child (CDC) and David Rockefeller Center for Latin American Studies (DRCLAS) - both of Harvard University -, Medical School of the University of São Paulo (FMUSP), Fundação Maria Cecília Souto Vidigal, Sabará Child Hospital and Learning and Research Institute (Insper).

PARTNERS

Government of the State of Pernambuco, Mãe Coruja Pernambucana Program and Danone Early Life Nutrition

●●● Scientific Committee of the Childhood Science Center (NCPI)

YEAR OF START: 2012

PURPOSE

To systemize and spread scientific findings, in accessible language, to support the creation of public policies on early childhood.

RESULTS

- Two new studies: “The importance of the family bonds in early childhood” and “Executive functions and development in early childhood: necessary skills for autonomy”, both released in th VI International Symposium on Early Childhood Development.
- 2,242 downloads of the two documents*.
- Publication of a report on IstoÉ online on the work of the Committee replicated in more than 30 media outlets.
- Promotion of study “The importance of family bonds in early childhood” in the IX Week of Valuation of Early Childhood and Peace Culture, in November, in the Federal Senate.

* data until 12/31/2016

INITIATIVE

Childhood Science Center (NCPI), Center on the Developing Child (CDC) and David Rockefeller Center for Latin American Studies (DRCLAS) - both of Harvard University -, Medical School of the University of São Paulo (FMUSP), Fundação Maria Cecília Souto Vidigal, Sabará Child Hospital and Learning and Research Institute (Insper).

[RETURN TO THE MAP](#)

OUR PROJETSCS

● ● ● São Paulo for Early Childhood (SPPI) Program

YEAR OF START: 2012

PURPOSE

o promote the full development of children, from birth to 3 years of age, through the qualification of services and care provided to families, pregnant women and children in this age range; to foment the inter-sectorial planning and articulation of municipal and regional managements; and to mobilize society towards the importance of the first years of life. Currently, the initiative is implemented in 41 cities.

RESULTS

- Expansion of the program in the North Coast of São Paulo, starting the intervention in four more cities: Caraguatatuba, Ilhabela, São Sebastião, and Ubatuba.
- Completion of 9 training cycles (2 in Apiaí, 1 in the North Coast, 2 in Votuporanga and 4 in São Carlos), including 144 hours of regional training sessions and 864 hours of municipal supervisions, in subjects related to early childhood, with the attendance of 497 professionals of the cities.
- Implementation of the Baby Week for mobilization of society towards the importance of early childhood in the 41 cities.
- Training of 44 professionals of the State Departments of Health and Social Development in refresher course "Early Childhood in focus: inter-sectorial formation and monitoring of actions, with 7 modules to strengthen the state and regional managements of the program, preparing the full implementation of actions and the scale of public policy in new cities.

INITIATIVE

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

PARTNERS

City Councils of the involved cities

● ● ● São Paulo Index of Early Childhood (IPPI)

YEAR OF START: 2012

PURPOSE

To identify and improve public policies related to Early Childhood, map the capacity of the cities in promoting the childhood development of children up to 6 years old through the access to health and education services, from annual indicators of these two areas. IPPI is one of the strategies of São Paulo for Early Childhood (SPPI) program

RESULTS

- Update of the cities' data, available on the platform in 2017 for the 645 cities of the State.

INITIATIVE

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

PARTNERS

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

OUR PROJETSCS

●●● Artemisia Early Childhood Lab

YEAR OF START: 2015

PURPOSE

To strengthen entrepreneurship, support the development of businesses in the initial stage and foment businesses with a social impact on the early childhood theme.

RESULTS

- Two programs:

Artemisia Early Childhood Lab (pre-acceleration)

- 166 people enrolled, 47 entrepreneurs from 28 selected businesses
- 2 pre-acceleration workshops, 4 hangout sections with specialists, 30 hours of training sessions and 11 mentors triggered
- The release of study 'Entrepreneurship and businesses with a social impact on early childhood', delivered to participants.

Accelerator Artemia (acceleration)

- 3 projects selected for financial support and mentoring (Descobrir Brincando, Bloomcoach and Adoleta)
- 3 finalist projects contemplated with enrollments for the VI International Symposium (PapaBaba, Creche Segura and Céos)
- 1 business selected (Erê Lab) to participate in the acceleration program.

INITIATIVE

Artemisia Lab

PARTNERS

Artemisia Lab, Danone Early Life Nutrition and Instituto Alana

●●● Research support notices

YEAR OF START: 2010

PURPOSE

To foment the development of research that supports and evaluate the implementation of programs for early childhood. The resources of the notices finance scientific and technologic works of researchers of public and private institutions of Higher Education in the State of São Paulo that result in innovative projects potentially applicable in any city or region of the State.

RESULTS

- Disclosure of the results of 13 surveys of the second notice, in November 2016, in the II Seminar on Childhood Development Research, to 131 professionals.
- Support to the implementation of five projects selected in the third notice of 2015, directed to the research in the childhood development area.

PARTNERS

Research Support Foundation of the State of São Paulo (FAPESP) and Institute of Health (State Department of Health of São Paulo)

OUR PROJETSCS

●●● Strengthening of local capacities

YEAR OF START: 2016

PURPOSE

To strengthen interventions, in scale procedures, by training early childhood professionals of the education, health and social assistance areas.

RESULTS

- Customization of the Early Childhood Course.
 - Support to the baseline evaluation of Acre State Early Childhood.
 - The first class, composed by professionals of Acre State Early Childhood Program, will participate in the course in 2017.
-

PARTNERS

SENAC and United Way Brasil

●●● Systematization of practices

YEAR OF START: 2016

PURPOSE

To strengthen the quality of early childhood programs focused on the promotion of parenting and Early Childhood Education. We seek partners to invest in the systematization and evaluation of such initiatives. Posteriorly, we offer subsidies to improve the actions and strategies and, at the same time, monitor new practices and methodologies that may become references to other states and cities.

RESULTS

- Preparation of four publications with the history, the methodology and the results of impact evaluations (quantitative and qualitative) of Mãe Coruja Pernambucana Program which will be released in 2017.

PARTNERS

Government of the State of Pernambuco

OUR PROJETSCS

●●● Saving Brains

YEAR OF START: 2013

PURPOSE

To support innovative initiatives, both Brazilian and international, that stimulate and protect brain development in the first years of life so children can reach their full potential.

Researchers, academicians and social entrepreneurs, who idealize social intervention products, services or models based on scientific evidence may enroll in the program. They must be economically accessible, sustainable and capable of being implemented in large scale, impacting, in particular, children in a situation of social vulnerability.

RESULTS

- 2nd NOTICE 2015

Five Brazilian projects have been completed and evaluated. One of them, conducted in partnership with the Medical School of the University of São Paulo, is focused on home visits and aims to stimulate positive parenting in the promotion of childhood development, with potential for large scale.

- 3rd NOTICE 2016

302 enrollments, and 41 of them are Brazilian projects. The results of the selected projects will be disclosed in 2017.

INITIATIVE

Grand Challenges Canada

PARTNERS

Aga Khan Foundation Canada, Bernard van Leer Foundation, Bill & Melinda Gates Foundation, ELMA Foundation, Grand Challenges Etiópia, Palix Foundation, UBS Optimus Foundation and World Vision Canada

●●● Education 360° - Early Childhood Education

YEAR OF START: 2016

PURPOSE

To foment discussions and spread the importance of quality in Early Childhood Education.

A one-day event at Museu do Amanhã, in Rio de Janeiro, gathering specialists from Brazil and the world to discuss the challenges and progress of the area. In this edition, the Foundation acted as the curator of content, along with the organizers, in addition to participating in the debate.

RESULTS

- 340 attendees and 600 online participants.

- 2 special primers on the development of early childhood and the importance of quality in Early Childhood Education published in O Globo and Extra newspapers.

- 674,000 people impacted by the special section of O Globo newspaper.

- 582,000 impacted by the special section of Extra newspaper.

INITIATIVE

O Globo and Extra

PARTNERS

Banco Interamericano de Desenvolvimento (BID), Banco Mundial, Lemann Foundation and Unicef. Disclosure: Canal Futura, Revista Crescer, TV Globo

OUR PROJETSCS

● ● ● Developing a regional agenda for early childhood development

YEAR OF START: 2015

PURPOSE

To develop and spread an agenda that favors the debate among leaders of Latin America on the importance of early childhood development.

RESULTS

- Continuity and strengthening of the partnership already established with Inter-American Dialogue and Movimento Todos pela Educação, participation in events and dissemination of content on the subject.
- Creation of a hot site for the dissemination of the content of the Regional Agenda.

INITIATIVE

Inter-American Dialogue and Movimento Todos pela Educação

PARTNERS

Bernard van Leer Foundation and Reduca – Latin-American Network for Education

● ● ● Research on Early Childhood Education

YEAR OF START: 2016

PURPOSE

To learn about service models, curricular bases and evaluation procedures in Brazil and abroad to contribute to the debate about the Brazilian Early Childhood Education.

RESULTS

- Contribution to critical reading of the second version of the text of the Early Childhood Education of the National Common Curricular Base from data of research and mapping performed, using a specific approach to early childhood teachers.

PARTNERS

Centro de Implementación de Políticas Públicas para la Equidad y el Crecimiento (CIPPE), Fundação Carlos Chagas, Ibope and Instituto Paulo Montenegro

OUR PROJETSCS

●●● Work Group - National Common Curricular Base

YEAR OF START: 2016

PURPOSE

To influence the debate on the quality of Early Childhood Education through the involvement with the critical reading of the National Common Curricular Base (BNCC).

RESULTS

- Five surveys:

1. Survey of successful curricular policies of Early Childhood Education in seven countries of the world, in partnership with Centro de Implementación de Políticas Públicas para la Equidad y el Crecimiento (CIPPEC).
2. Mapping of needs and interests of families regarding the access to and quality of service in day-care centers, in different Brazilian contexts, in partnership with Ibope.
3. Identification of how different countries structure their educational policies to serve children from 0 to 3 years of age. The first stage of the survey mapped, among other topics, the service models, the existence of curricular bases and the evaluation procedures in each of the countries in partnership with Fundação Carlos Chagas.
4. Two surveys to identify contexts, insights, and challenges of the service in day-care centers from the point of view of municipal directors and technicians, managers, specialists and opinion makers.

- The results of all initiatives will be disclosed in 2017 and 2018.

INITIATIVE

Movement for the National Common Base

PARTNERS

Partners of the Movement for the National Common Base

●●● Early childhood in the State of São Paulo: the role of the system of guarantee of children's and adolescents' rights

YEAR OF START: 2016

PURPOSE

Implementation of joint actions that help to promote the children's rights to raise awareness and mobilize the professionals of the Judiciary and the entire network of guarantee of rights of the State of São Paulo in defense of the development in the first years of life. An initiative of the former pupil of the Executive Leadership Course, Dr. Daniel Issler.

RESULTS

- Ten seminars were planned, one in each administrative region of the Judiciary, in 2016 and 2017.
- 4 events held in Campinas, São Paulo, Araçatuba and Presidente Prudente, totaling 982 participants.

INITIATIVE

Court of Justice of São Paulo

PARTNERS

Instituto Alana

OUR PROJETSCS

●●● The Beginning of Life

YEAR OF START: 2016

PURPOSE

To raise awareness and mobilize society towards the importance of Early Childhood; to demonstrate the impact of the link and interaction in child development; to emphasize the relevance of the investment in this period; to foment the use of the documentary and its products as tools for training and mobilization of leaders and professionals towards the subject; and to generate a greater level of exposure and debate in the press about the importance of the first years of life.

Directed by Estela Renner and produced by Maria Farinha Filmes, the documentary was dubbed in 7 languages and subtitled in 23, and it was broadcasted by VIDEOCAMP (free-of-charge platform of transforming movies and documentaries), in movie theaters, by open TV (GNT) and cable TV (Netflix), in addition to digital platforms such as iTunes and Google Play, reaching a greater-than-expected figure.

RESULTS*

- More than 1 million spectators impacted in movie theaters and television.
- More than 6,000 broadcasts organized in 74 countries through VIDEOCAMP to more than 179,900 spectators.
- The first Brazilian movie and series (with 6 episodes) released globally on Netflix.
- 7,000 DVDs distributed by the Government of Ceará to all public schools of the State.
- More than 2,500 citations in regional, national and international media outlets.
- Creation of website O Começo da Vida [The Beginning of Life] with content from the movie: short movies for the Internet, spots for radio, infographics and bibliography, all available for download.
- Creation of UNICEF kit "The Beginning of Life" and promotion in 191 countries, in addition to the adoption of the movie as one of the tools of the global Early Childhood campaign of the organization in partnership with Banco Mundial, released in 2017.

*Data compiled until February 2017

INITIATIVE

Bernard van Leer Foundation, Instituto Alana and UNICEF

PARTNERS

Ashoka, World Bank, UBS Optimus Foundation, Banco InterAmericano de Desenvolvimento, Johnson's, Kimberly-Clark (Huggies), Natura, Amil, Hypermarcas (Pompom), Latam, Sesc, Espaço Filmes, Videocamp, Crescer, Catraquinha, Otima, ReadyNation, United Way, Government of São Paulo, Government of Bahia, Government of Ceará, Ifan, Rede Nacional Primeira Infância, Centre for Early Childhood Development, City Council of Sobral, Instituto Anísio Teixeira, Way, Governo de São Paulo, Governo da Bahia, Governo do Ceará, Ifan, Rede Nacional Primeira Infância, Centre for Early Childhood Development, Prefeitura de Sobral, Instituto Anísio Teixeira.

●●● Relationship with the press

YEAR OF START: 2016

PURPOSE

Sensibilizar, capacitar e mobilizar a imprensa brasileira para ampliar e qualificar a cobertura do tema primeira infância.

To raise awareness, train and mobilize the Brazilian press to extend and qualify the coverage of the early childhood subject.

In 2016, we performed a research that evaluated the reach and quality of this coverage. We also defined as a challenge discovering which is the best way to relate to each other, through media outlets, with lower classes to talk about the importance of the first years of life.

RESULTS

- Growth of 45% of reports about early childhood from 2015 to 2016.
- In the research performed in 2010, only 2.3% of the reports discussed solutions for early childhood issues. In 2015, this figure increased to 17%.
- More than 15% of insertions in the media, with a focus on Early Childhood Education, they mentioned Fundação Maria Cecília, helping to reinforce one of our priorities defined for 2016.
- Cover story on Exame magazine and an entire issue about Early Childhood on Bem-Estar TV show, of TV Globo, performed by journalists that participated in the Executive Leadership Program on Early Childhood Development.

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OUR PROJETSCS

●●● Project “Receite um Livro”

YEAR OF START: 2016

PURPOSE

To make pediatricians aware of the importance of reading, so they can “prescribe” books to families of children as a way of promoting the bond and interaction, favoring childhood development.

RESULTS*

- Doctors that used the books as a working instrument introduced the subject of reading in consultations with a greater frequency.
- Pediatricians of male gender attributed a greater grade to the campaign and affirm that, due to it, they started to indicate more books to patients.

PARTNERS

Fundação Itaú Social and Sociedade Brasileira de Pediatria

*“Economic Evaluation of Social Projects Research: results”, January 2017

●●● Digital communication

YEAR OF START: 2014

PURPOSE

To disseminate the cause of early childhood, by using several channels (website of the Foundation, blog, Facebook, LinkedIn, YouTube e Early Childhood Radar,), in order to dialogue with different communities and share the knowledge we generate about the subject, whether projects or publications.

RESULTS

- Research to know who accesses our digital channels and how they use the content we disseminate:
 - 95% have a professional and personal interest in early childhood. Predominantly women, with a high degree of education and a broad age range (82% are between 26 and 55 years of age); 56% are from the education area, 25% are from the health area.
 - The Foundation is taken as a reference with a high degree of credibility, indicating that the strategy followed with professionals until 2016 reached its purpose.
 - 87% of the public intends to see content related to early childhood in text format and 74% in video format. 39% have difficulty to find good information about Early Childhood on the Internet. 76% of the public searches content with practical applications for families or professionals that work with early childhood.
- The promotion of the Symposium managed to engage 68% of the male public, more than 380,000 public managers of the Northeast Region of the Country and more than 10,000 hits on the event’s hot site in two months.
- #comoeufaçoadiferença campaign intended to map possible digital re-editors. The engagement was lower than expected, receiving only 16 stories during the two months of duration.
- Increase of more than 20% in the number of followers of our page in Facebook; Radar da Primeira Infância [Radar of Early Childhood] was redesigned and gained a mobile version with better browsability; the Blog also gained a new editorial and layout, and it is our most successful channel with the average reading time of 10m16s.

PARTNERS

Instituto Alfa e Beto for Radar of Early Childhood

OUR PROJETSCS

● ● ● Communication to society

YEAR OF START: 2016

PURPOSE

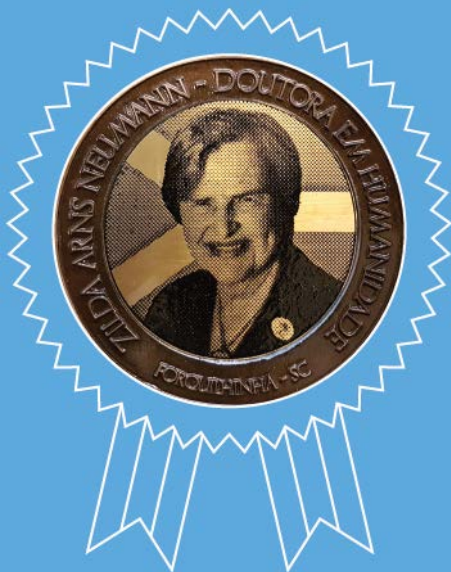
To make society aware of the importance of the development of early childhood, prioritizing lower classes. To that end, we focused on two performance fronts: training activities to the internal team for the profile of this social class and beginning of the mapping of a network of re-editors to potentiate the messages related to the development of early childhood, along with tests of new forms of communicating the subject to this public.

RESULTS*

- Three meetings held with specialists in research for lower classes, among them, Casa Dharma Centro de Inovação Popular (RJ) and Instituto Sonho Grande.
- Initial mapping of a network of re-editors: press and organizations that operate with lower classes and early childhood professionals.
- Preparation of publication 'Guide for Communication on the Early Childhood Development' with guidance and tips about the subject, to be published in 2017.
- Dissemination of the movie 'The Beginning of Life', a tool of social awareness that combines the scientific content with emotional messages to address the importance of early years of life.

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ACKNOWLEDGMENTS



Medalha Zilda Arns

In March, we were one of the organizations contemplated with the National Award Zilda Arns Medal of Good Practices for Early Childhood, which identifies and recognizes successful actions to favor the full development of children.

SPONSORING THE CAUSE

- **“Criança é Prioridade” [Children are Priority] Campaign**, performed by the National Early Childhood Network (RNPI), requested the candidates to municipal election to sign a commitment to contemplating early childhood in the implementation of specific municipal plans.
- **RAPS - Sustainability Political Action Network** organized a set of actions to raise awareness of future municipal managers of the full development in early childhood as an essential part of their political action and social entrepreneurship.
- **“Priority Agenda for early childhood”**, promoted by the National Union of Municipal Education Directors (Undime), with actions to be assumed by candidates to city councils for the formulation of public policies for early childhood.
- **“9th GIFE Congress”**, performed in March, in São Paulo, with the presentation of the movie “The Beginning of Life”.
- **Symposium “The Role of Family Health Strategy in the Stimulation to the Development of early childhood**, held by the Ministry of Health in partnership with United Way, in March, in Brasília.
- **“Improving the Lives of Children: A UNL-Brazil Collaborative on Early Childhood Research and Practice”**, in partnership with the University of Nebraska, in May, when the opening of the notice was announced for the financing of Brazilian projects.
- **“XXVI Congress of ABMP”**, held in May, in Curitiba, with the attendance of professionals of the activities related to early childhood, which could also watch the movie “The Beginning of Life”.
- **“III Mostra Internacional das Semanas do Bebê”**, a UNICEF initiative in partnership with the Government of Pernambuco and the City Council of Recife, in May. We promoted: an exhibition of “The Beginning of Life”, Discussion Table of Integral Policies of Early Childhood, a lecture with Ricardo Nuno, University of Trás-os-Montes and Alto Douro, Portugal.
- **“IV International Seminar of the Legal Framework of early childhood”**, an initiative of the Parliamentary Front of Early Childhood, in July, with an exhibition of the movie “The Beginning of Life”, public hearings about subjects of the Legal Framework and presentation of early childhood programs (Brazil and Latin America).
- **“Construindo uma Educação Infantil de Qualidade”**, implemented by Instituto Ayrton Senna, in November.
- **Release of series The Lancet** in Brazil, in November, in Brasília. Partnership with UNICEF, World Bank, World Health Organization and United Way, the series, promoted worldwide, reinforces the importance of investment in early childhood and the cost and social impact of the inaction of governments.
- **“Week for Valuation of Early Childhood and Peace Culture”**, organized by Commission for Valuation of Early Childhood and Peace Culture, of the Federal Senate, in November, in Brasília, with presentation of document “Importance of Family Bonds in early childhood”, of NCPI

ORGANIZATIONAL STRUCTURE

2016 was a year marked by an intense reflection on the paths to follow. We deepened the strategic planning for the 2016-2021 cycle, whose conception started in 2015, to break it down into actions and projects based on research, studies and internal discussions with external factors. Internally, it was perceived the importance of articulating the areas better, reflecting on the team the same logic of the work with early childhood, i.e. a more integrated performance. Thus, we started “Ser quem somos” [Be who we are] project to deepen the organizational culture, unifying past and future in a form of work that fully integrates the area so the mission of the Foundation keeps being fulfilled. We believe that the investment in the development and well-being of people is essential. Our purpose is to ensure that the Foundation values are clearly identified in strategies and in those that form the team.

To that end, the Office of Projects and Evaluation assumed the task of fomenting initiatives that strengthen the group for the challenges brought by the new strategy. In this context, it followed up closely the evolution of projects with the teams, developed, in partnership with the Technology area, a tool to improve the management of these projects, giving more and more support and transparency to this procedure. The Early Childhood Education was incorporated into our structure, and its priority is the strategic planning.

The decisions taken received the endorsement from our governance, i.e. from the Boards - of Trustees (decision-making) and Auditors (inspection) - and the Investment and Communications Committees (both advisory), formed by voluntary professionals, dedicated to strengthening a management that ensures the perpetuity of the Foundation. To that end, we rely on the Climate and Ethics Committees.

[ORGANOGRAM](#)[COMMITTEE MEMBERS](#)

ENDOWMENT FUND

The follow-up of the Endowment and the guidance on its operation are responsibilities of the Board of Trustees that manages it according to the investment policy recommended by the Committee of Investments. As well as in all years, in 2016, the management of these resources was optimized by the Committee of Investments and by the Endowment team, which adjusted their strategies to minimize losses and overcome the profitability goal of 4.5% above inflation (IPCA/IBGE).

The profitability of the Endowment was 18.2% in the year, 7.5% above the established goal, and suffered influence of the complex economic scenario of Brazil. In 2016, the Endowment obtained an income of BRL 71.6 million, a result of the strategies adopted that favor the solidity of the Fund's portfolio, with assets of greater protection against inflation and future economic instabilities. Everything to guarantee the preservation and perpetuity of the Foundation's equity and, consequently, its mission, even in hard times.

The use of resources from the Endowment is annually approved by the Board of Trustees from a budget prepared by our team, followed up by the curator of foundations of the Public Prosecution Office of São Paulo.

FINANCIAL MANAGEMENT

From the profitability of the Endowment and the annual budget approved by the Board of Trustees, the Foundation implements or supports the initiatives that contribute to reaching the objectives established in the strategic planning.

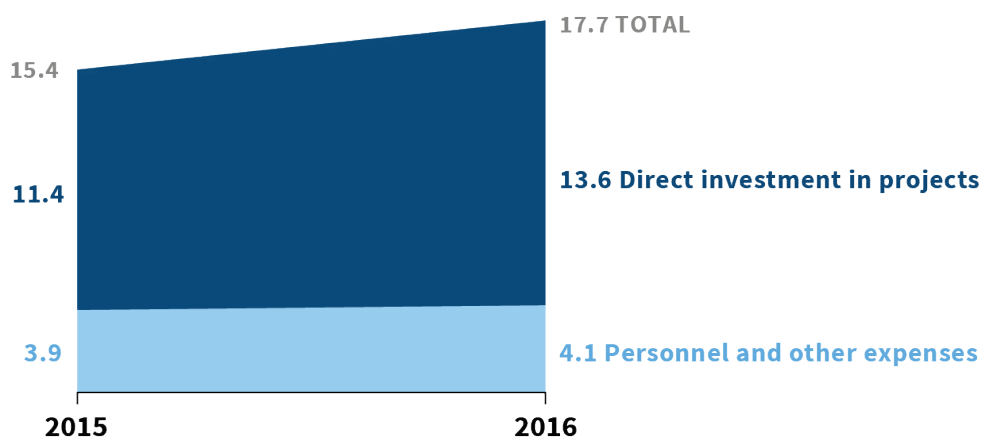
Thus, the financial management of resources available annually is based on the long-term view, to fulfill the Foundation's mission, in the enhancement of results.

In 2016, the values invested directly in projects totaled BRL 9.4 million. We obtained income from sponsorships and donations for investment in projects where we allocated BRL 2.4 million.

We also estimate that our partners allocated funds or performed actions, in the breakdown of the projects where we allocated funds, in the additional amount of BRL 6.7 million, which we refer to as co-investment.

Our statements, audited by Grant Thornton and approved in all matters, may be accessed on [our website](#).

USE OF THE FOUNDATION'S ANNUAL BUDGET (in millions of Brazilian Reais)



BALANCE SHEET

* As of December 31, 2015 and December 31, 2016 - in thousands of Brazilian reais

	2015	2016
ASSETS		
Cash and cash equivalents	2,633	2,806
Restricted funds	555	858
Other credits	16	258
Securities (Equity Fund)	398,671	455,509
Property, plant and equipment	925	767
Intangible	18	7
TOTAL ASSETS	402,818	460,205
LIABILITIES		
Accounts payable	505	575
Labor obligations	324	535
Tax obligations	86	89
Funds to invest	555	858
Other obligations	97	-
TOTAL LIABILITIES	1,567	2,057
LIABILITIES		
Accounts payable	505	575
Labor obligations	324	535
Tax obligations	86	89
Funds to invest	555	858
Other obligations	97	-
TOTAL LIABILITIES	1,567	2,057
SHAREHOLDER'S EQUITY		
Investment capital	377,608	401,251
Accumulated surplus	23,643	56,897
TOTAL SHAREHOLDER'S EQUITY	401,251	458,148
TOTAL LIABILITIES AND SHAREHOLDER'S EQUITY	402,818	460,205

BALANCE SHEET

* As of December 31, 2015 and December 31, 2016 - in thousands of Brazilian reais

OPERATING INCOME	2015	2016
ACTIVITIES		
Revenues from sponsorships and donations	972	2,442
Other revenues from activities	43	38
Volunteer work	339	313
TOTAL – OPERATING INCOME FROM ACTIVITIES	1,354	2,793
OPERATING EXPENSES		
Personnel expenses	2,047	2,943
Expenses with services provided by third parties	4,145	5,870
Travel expenses	522	715
Expenses with publications	609	612
General expenses	175	135
Expenses with sponsorships and donations	3,998	3,335
TOTAL – ACTIVITY EXPENSES (Social projects and Sponsorships)	11,496	13,610
Volunteer work	339	313
TOTAL – OPERATING EXPENSES FROM ACTIVITIES	11,835	13,923
Volunteer work	339	313
OPERATING INCOME BEFORE ADMINISTRATIVE EXPENSES	10,481	11,130
Personnel expenses	2,415	2,576
Despesas gerais e administrativas	635	595
Expenses with services provided by third parties	712	546
Travel expenses	172	175
Taxes and fees	12	45
Depreciation and amortization	184	186
Training expenses	126	81
Other revenues	-320	-94
TOTAL – ADMINISTRATIVE EXPENSES	3,936	4,106
FINANCIAL INCOME/EXPENSES	38,060	72,133
SURPLUS/DEFICIT FOR THE FISCAL YEAR	23,643	56,897

(*) In compliance with item 27, paragraph “c” of ITG (General Technical Interpretation) 2002 (R1) – non-profit entity -, the Foundation presents the list of taxes subject to tax exemption only in an explanatory note. The mensuration of such exemption in the statement of income is no longer necessary.

CO-INVESTMENT

With the allocation and support from our partners, we could advance in the actions in favor of early childhood, reinforcing the certainty that, together, we can do much more.

- Funds provided by partners
(donations or sponsorships received)
- Contributions*
(funds or actions carried out by partners directly to the projects)

(in millions of Brazilian Reais)



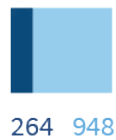
APPLIED KNOWLEDGE



COMMUNICATION



EARLY CHILDHOOD EDUCATION



STRATEGY AND OPERATIONS



PARTNERS OF THE CAUSE



CITY HALLS

Arapiraca, Álvares Florence, Américo de Campos, Apiaí, Araraquara, Barra do Chapéu, Campinas, Caraguatatuba, Cardoso, Cosmorama, Descalvado, Dourado, Floreal, Gastão Vidigal, General Salgado, Ibaté, Ilhabela, Itaoca, Itapirapuã Paulista, Itapeva, Jundiá, Macaubal, Magda, Monções, Nhandeara, Parisi, Pontes Gestal, Porto Ferreira, Ribeira, Ribeirão Bonito, Riolândia, São Carlos, São Sebastião, Sebastianópolis do Sul, Sorocaba, Ubatuba, Valentim Gentil, Votuporanga.

CREDITS

WRITING, EDITION and REVISION
Mariângela de Almeida

GRAPHICAL PROJECT, LAYOUT AND DIGITAL DEVELOPMENT
The Infographic Company

OUR CHANNELS



FUNDAÇÃO
MARIÁ CECÍLIA
SOUTO VIDIGAL