



Activities report 2017

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We are aware of the challenges we have in the global context, including the United Nations 17 Sustainable Development Goals, an agenda that looks at 2030 as the time limit for the 193 signatory countries to take the necessary steps in a collaborative action, yet challenging, to pursue a sustainable path for the world.

— Dario Guarita Neto *Chairman of the Board of Trustees*

[Read the full letter](#)

We must be bold. Bring the thoughts and thinkers of the Early Childhood and other fields to the eyes and ears of the society and of the leaders in the public, private and social spheres.

— Eduardo de C. Queiroz *President-Director*

[Read the full letter](#)



Dear reader,

The Maria Cecília Souto Vidigal Foundation believes in the fundamental importance of our cause: the urgent need for a transformation in the present and future of the children of our country.

We are aware of the challenges we have in the global context, including the United Nations 17 Sustainable Development Goals, an agenda that looks at 2030 as the time limit for the 193 signatory countries to take the necessary steps in a collaborative action, yet challenging, to pursue a sustainable path for the world.

Early childhood is a transversal theme in all goals, but it is in goal 4.2 that we see our greatest action: “to ensure that all boys and girls have access to quality early childhood development and early childhood care and education so that they are ready for primary education by 2030.”

We hope to contribute to this challenge by disseminating knowledge, fostering discussion agenda, working on the validation of evaluation metrics, and research on the impact of public policies on early childhood development.

In 2017, we have started this effort by promoting the validation of MELQO (Measuring Early Learning Quality and Outcomes) in partnership with IDB, a tool that has the potential to help in measuring the indicator of result of the goal mentioned above. This instrument will give the proportion, by gender, of children under the age of 5 years who are with adequate development in health, learning and psychological well-being

In addition, in partnership with the United Nations Development Program (UNDP), Itaú Social Foundation and the Ministry of Social Development (MDS), we have supported a renowned team of Brazilian experts for the design of the methodology and execution of the baseline that will allow us

to evaluate the impact of the Happy Child Program on the development of more than four thousand children and families. An unprecedented initiative of great magnitude for the country. Support for this evaluation, coupled with our advocacy efforts among parliamentarians and other leaders of federal public management, can positively influence the sustainability of policies and programs to improve family abilities for caring for young children.

Our trajectory in 2017 continued with a diverse portfolio of 26 projects and important partnerships driving our strategy.

We invite you to take a closer look at the work we have carried out over the past year, the result of lasting partnerships, the dedication of our team, the committed work of the Board of Trustees, Board of Auditors, Investment and Communication Committees, besides the support, incentive and constant encouragement of the Souto Vidigal family.

The year 2018 brings us the opportunity to discuss what we can and should offer for the future of Brazilian children since their birth in the proposals of candidates for state and federal representatives, both executive and legislative branches, who will participate in the elections in the second half of this year.

May we all be motivated and prepared to follow this path.

DARIO GUARITA NETO
CHAIRMAN OF THE BOARD OF TRUSTEES



“Words of order have the ability to make us feel good. They are an alternative to the effort of serious reflection and, as so many people repeat them, they offer a reassuring feeling. (...) Simplistic ideas often turn into identity badges for groups of like-minded people who repeat certain phrases to one another, and over time confuse repetition with the truth. But we must go beyond words of order, however comforting they may be.”

— Paul Krugman

2017 was a tough year for the Country and all of us; however, great progress was achieved in Early Childhood (EC).

The Brazil we dream of is still far from being achieved. We are a relatively young democracy that still faces many problems as corruption and great social inequality. We cannot look for shortcuts or even fool ourselves that “left” or “right” ideas will solve with magical solutions the social debt with the majority of the Brazilian population.

As individuals and society, we must fight for greater equality through conscious voting and, if appropriate, manifesting ourselves, as we did by going to the streets in recent cases. We must vote for leaders determined to propose and articulate changes - instead of only having an eye on the “next election”.

We must discuss and make progress in cutting off privileges for minority groups that are sometimes branded as “acquired rights”. We all (literally) pay for this.

As in 2016, in 2017 we worked to have greater focus and impact in our

activities. We focus our efforts on the inner gaze. Who are we, what is the culture desired, what are the competences we look for in our employees?

We want employees who are activists and dreamers (wishing to change Brazil, and that do not take it for granted...), but that also want to see the real impact of their actions (if we can measure them, the better), changing the society.

We are a Foundation that seeks to build, in partnership, projects and programs that actually transform the reality of our children.

This continuous process has been providing the team with maturity, as well as our Councils and Committees and the family in regards to our role as Foundation and within our cause.

We must be bold. Bring the thoughts and thinkers of the Early Childhood and other fields to the eyes and ears of the society and of the leaders in the public, private and social spheres.

This is why, in partnership with the magazines *Veja* and *Exame*, we invited the 2000 Economics Nobel Prize laureate James Heckman, one of the most active advocates of policies and actions focused on children’s development to come to Brazil. Almost 200 private sector leaders heard his ideas and researches about the importance of the effective participation of companies in social transformations that we need to achieve, and which undoubtedly go through the initial years of each Brazilian’s life.

Barack Obama has also been in the country, participating in an event for corporate leaders to discuss the importance of building global citizenship. Themes taken to the former President included the early childhood, to which his answer was emphatic: “Investing in education, especially early childhood, when the child’s brain functions as a ‘sponge’ and absorbs all



types of stimulus is a determining factor for countries to succeed or not in the economy.”

Year after year, we reinforce our work and our look at Communication as a strategic area in the Foundation.

Emphasizing the work we have been making in partnership with the Brazilian press is important. In times of “fake news” or even doubts about which path the traditional press will follow, we partner with organizations such as the International Center for Journalists (ICFJ) and the Dart Center of Columbia University, both in the United States. Our purpose is to improve the training of Brazilian journalists on early childhood, in order to sensitize, empower and, if possible, mobilize important influencers in our country.

As I have already mentioned, we have a huge social debt with many Brazilian children and families. To help pay this debt, we emphasize examples of important works throughout Brazil and in many Brazilian cities and states. Criança Feliz is a national home visiting program; Mãe Coruja Pernambucana; Primeira Infância Melhor, in Rio Grande do Sul; Mais Infância Ceará; among others. To expand these good examples, in partnership with Grand Challenges Canada, we are supporting the scale implementation of the “Reach Out” home visiting model - a program already successfully tested in other countries and in a first intervention in the city of São Paulo - in Boa Vista (RR), to serve families in vulnerable situations.

In the field of early childhood, parents and guardians were heard and able to express their expectations on a priority theme: day care. The survey “Primeiríssima Infância: Creche” (Early Childhood: Day Care) was published in November in partnership with IBOPE and showed results containing data that may help guide public initiatives.

The VII International Symposium on Early Childhood Development was held in

Fortaleza (CE) for mayors, governors and secretaries of different sectors, with important questions about the urgent need to put children and their families at the center of actions - which requires a new look at management models and intersectoriality.

Lastly, we have signed the international pact “Regional Agenda for Comprehensive Early Childhood Development” with other organizations, bringing twelve Latin American countries together to promote the exchange of knowledge and experiences in order to define public policies that reduce social inequalities and promote the construction of a more productive and equitable society.

The need to look at our essence and refresh our brand, adopting a clearer and more objective language was a reflex of this entire process. You can check out the result first hand in this report.

These have been some of the steps we took to build a solid foundation in 2017, always aiming at our future and north. A rich and auspicious walk that you will be able to know in detail on the next pages.

Enjoy your reading!

EDUARDO DE C. QUEIROZ
PRESIDENT-DIRECTOR



Highlights



Caroline Cabral, ICFJ fellow, in Uganda for training.



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James Heckman at the Veja Exame Event in São Paulo.



< Highlights ... >



VII International Symposium on Early Childhood Development held in Fortaleza.



< The Foundation



For an **early childhood**
full of possibilities



< The Foundation



More than 50 years of history. Since 2007, we have chosen this great cause: to bring about **real and impacting transformations** in the lives of children from birth to six years old, especially the most vulnerable. So that they can have a future with more prospects. And for Brazil to build a **society with more equity**.



< The Foundation



In the early childhood universe,
we have chosen 4 **priorities**:



< The Foundation



PUBLIC



PRIVATE



SOCIAL

POLICIES AND PRACTICES

1. Strengthen public, social and private leaderships

Leading leaders to realize that by prioritizing policies and practices for early childhood development, we will have more prepared and more empowered citizens.



< The Foundation



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Maria Cecília
Souto Vidigal

2. Raise awareness society

Awakening each person to the importance of a child's early years. Showing that sowing full development in this phase is to reap for life.

SOCIETY



REEDITORS



< The Foundation



FUNDAÇÃO
Maria Cecília
Souto Vidigal

3. Strengthen the role of parents and adults responsible for children

Reaching homes by taking more information to parents and caregivers of children, valuing the encouragement, interaction and bond.



PARENTING



< The Foundation



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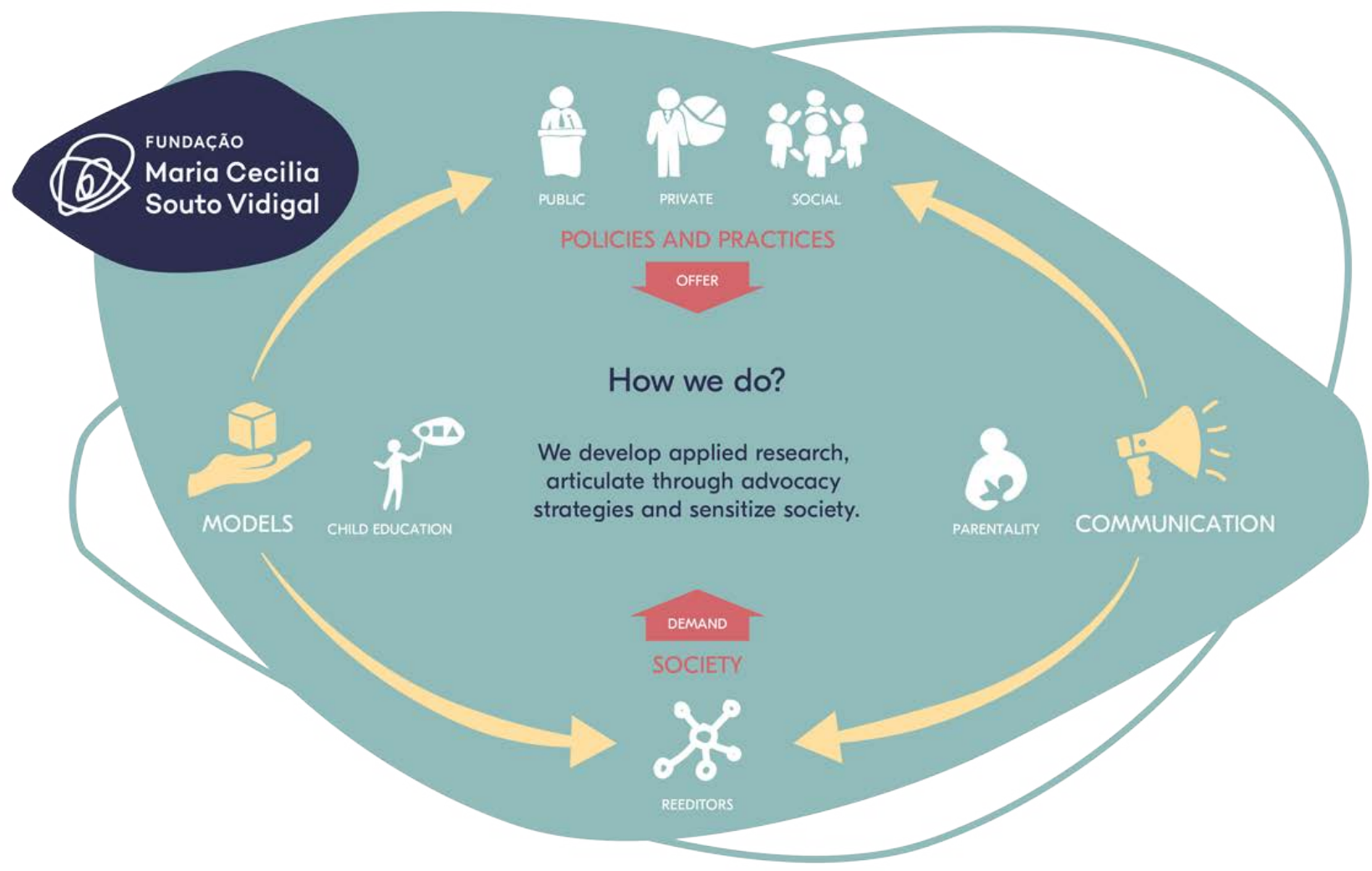
4. Improve quality of early childhood education

Improving the policy of day care centers and preschools with the implementation of good practices that favor intersectoriality.

EARLY CHILDHOOD EDUCATION

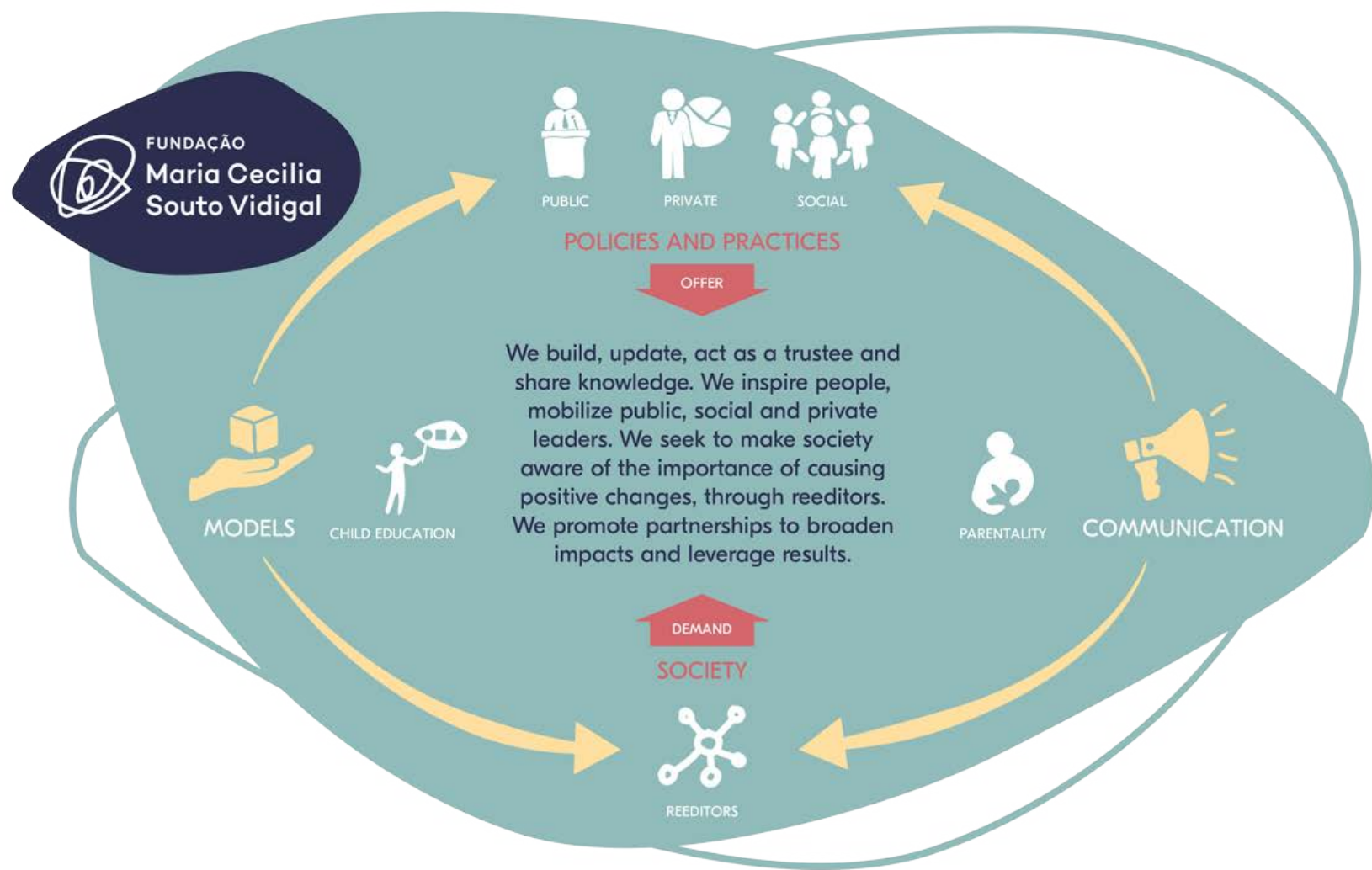


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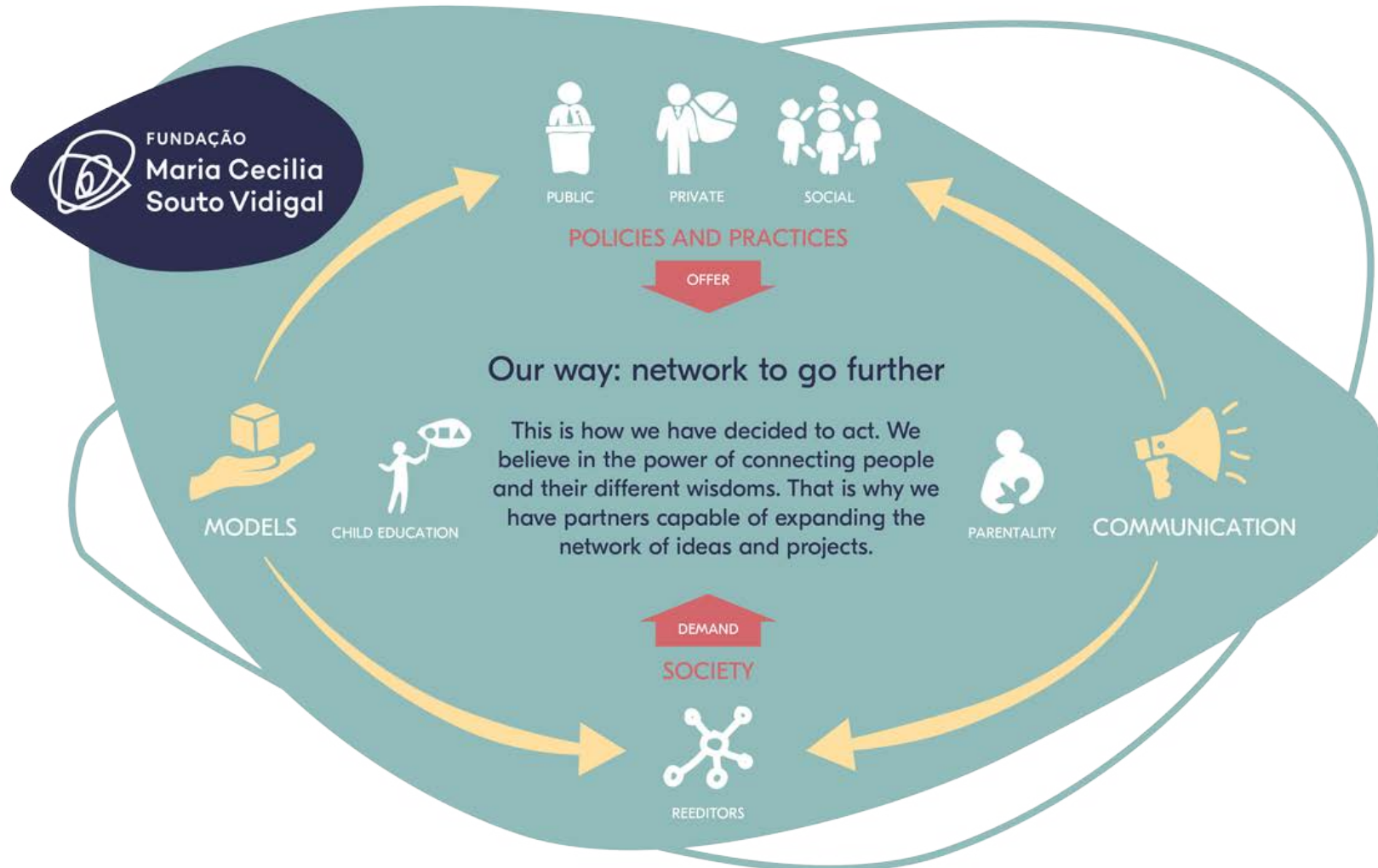


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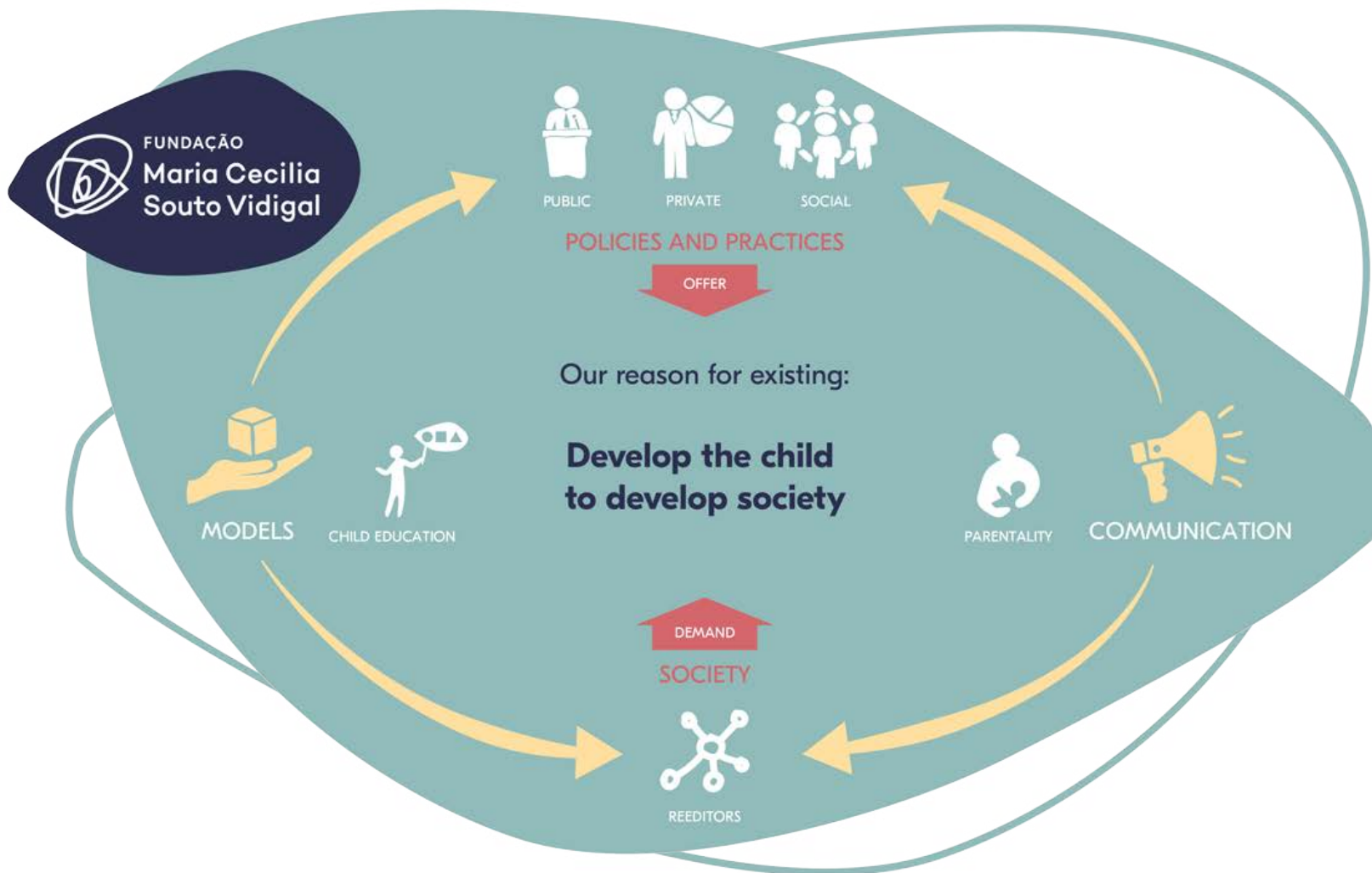


The Foundation





The Foundation





Manifesto

“Or we learn to care or we will perish. Care is the core paradigm of new values that encompass education, public security, health, communication and economics”.

— Bernardo Toro *Philosopher and educator*

Caring today of the knowledge that will transform realities tomorrow.

Caring today is to make a commitment to care now, at the right moment, when we have a greater possibility of impacting, affecting, inspiring.

Of the knowledge that is the basis of everything. It is what underpins and structures the cause. It is acting as a trustee, building and sharing the knowledge that generates value, be it scientific or practical, with responsibility, deepness and openness to the new.

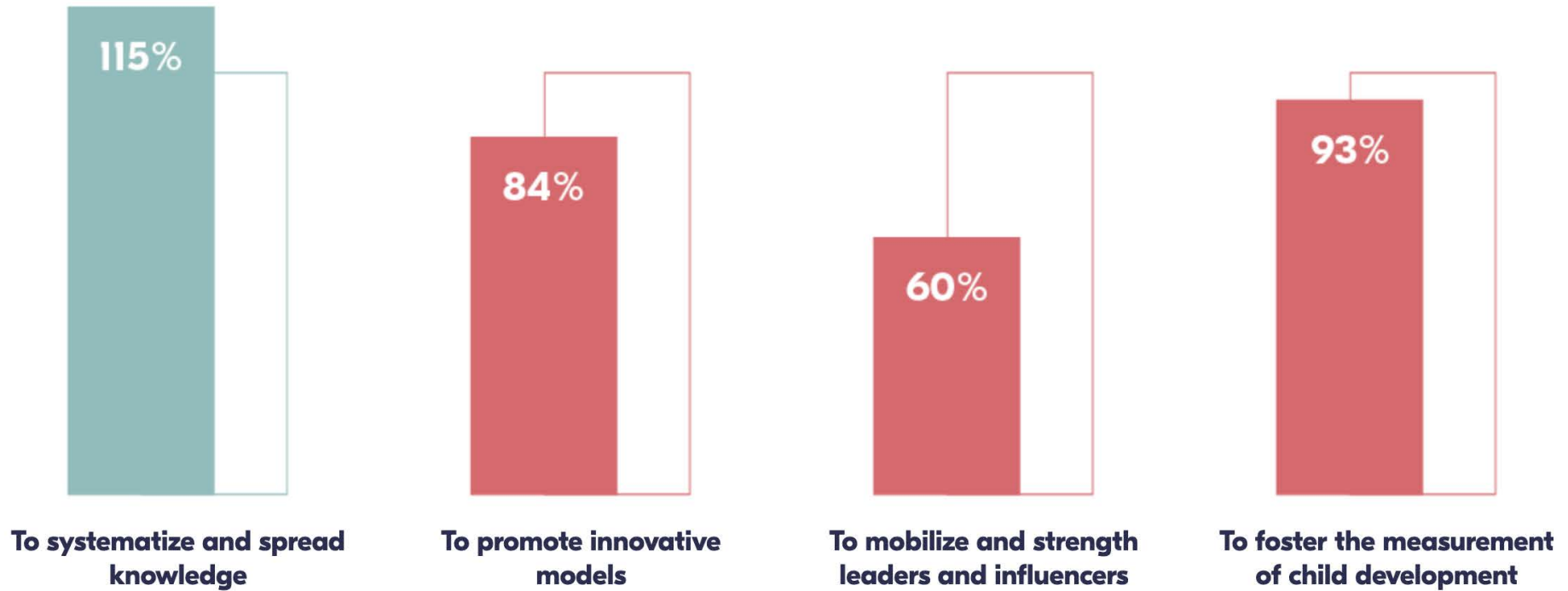
That will transform realities tomorrow is what motivates and mobilizes: take care of the knowledge that brings the greatest potential to generate great transformations. Convey information with emotion, simplicity and impact. Create partnerships to expand reach. Have goals and results achieved, measured, evaluated and renewed.

Because our purpose, our reason for existing is **To develop the child to develop society.**



Map of results

The map reflects the results of our projects grouped into 4 strategic pillars of action. In the next section the projects can be seen in detail.





Projects



Informed society

Prioritized policies and practices

Family attendance services

Child education services

Priority



Qualified early childhood education services

Change strategy



To generate and spread knowledge

Audience



Public, private, and social leaders

Child Care Quality Evaluation

Objective

To map what the academy, government, and the civil society understand as child care quality and which measurable indicators they recommend.

In its final phase, the survey has three steps: review of specialized literature; interviews with experts on the subject; compilation of results (definition of quality indicators).

Results

- The final report is ongoing, with a compilation of quality indicators for early childhood education
- Preview of meeting with the interviewed experts and key actors to spread the survey findings

Initiative





Projects



Informed society

Prioritized policies and practices

Family attendance services

Child education services

Priority



Prioritized policies and practices



Qualified family care services focused on promoting parenting

Change strategy



To foster the measurement of child development

Audience



Public, private, and social leaders

Impact Evaluation of Criança Feliz Program (Happy Child Program)

Objective

To support the team of renowned Brazilian experts in designing and performing the baseline for the Programa Criança Feliz (federal policy).

The evaluation intends to measure the program impact from a sample of more than 4,000 children distributed among the groups benefitted by the initiative and those who still have not had contact with the Programa Criança Feliz.

Results

- Conclusion of the design for the evaluation methodology
- Beginning of the preparatory steps to perform the baseline



Photo: Mauro Vieira/MDS

Initiative

MINISTÉRIO DO DESENVOLVIMENTO SOCIAL



Partners



Empoderando vidas. Fortalecendo nações.





Projects



Informed society

Prioritized policies and practices

Family attendance services

Child education services

Priority



Prioritized policies and practices

Change strategy



To generate and spread knowledge



To foster the scale of models

Audience



Public, private, and social leaders

Mãe Coruja Pernambucana Program: Evaluation and Systematization

Objective

To collaborate with the reinforcement of the quality of Mãe-Coruja Pernambucana Program by performing an impact evaluation and supporting the systematization of its methodology, in order to contribute to spreading these practices to public leaders in other states and municipalities.

Results

- Systematization of history and methodology of the Mãe-Coruja Pernambucana Program
- Evaluation of the program impact
- Release of four publications, reuniting the program step-to-step and the evaluation results

Initiative



Partners





Projects



Informed society

Prioritized policies and practices

Family attendance services

Child education services

Priority



Qualified early childhood education services

Change strategy



To generate and spread knowledge

Audience



Public, private, and social leaders



Society

International Curricular Bases for Early Childhood Education

Objective

To map and disseminate knowledge on successful curricular policies on early childhood education in Chile, Scotland, France, New Zealand, Canada (Ontario), Portugal, Sweden, and Singapore.

With the results of such study, we intend to collaborate with subsidies to discuss over the Brazilian Common Core, focused on the early childhood education.

Results

- Elaboration of an opinion on the study by Beatriz Ferraz
- Release of a digital publication, launched during the settlement of the Brazilian Common Core
- Publication of articles by specialized media

Initiative





Projects



Informed society

Prioritized policies and practices

Family attendance services

Child education services

Priority



Prioritized policies and practices

Change strategy



To generate and spread knowledge

Audience



Public, private, and social leaders

Scientific Committee

Objective

To clearly and objectively summarize and share the scientific knowledge on early childhood development to influence public policies and practices in Brazil.

Results

- The three Scientific Committee publications achieved 868 downloads and 24,897 accesses during the spreading step in 2017
- The e-learning course “Impact of the development in early childhood on learning”, held by Sabará Hospital (one of the NCPI partners), had 33,539 enrollments
- The publication “O impacto do desenvolvimento na primeira infância sobre a aprendizagem” (Impact of the development in early childhood on learning) was referenced in a national-scope survey: the National Survey by Home Sample (PNAD, 2015) of IBGE

Initiative





Projects



Informed society

Prioritized policies and practices

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Priority



Prioritized policies and practices

Change strategy



To generate and spread knowledge

Audience



Public, private, and social leaders



Reeditors

Digital Communication

Objective

To spread the cause of early childhood through digital channels in order to talk to different groups and to share projects, initiatives, and publications on the subject.

Results

- Optimization of Google Grants for Adwords, which has generated an increase in the conversion rate (downloads of articles and books, time per page) by qualified users. July was the month with the highest conversion rate, a growth of 491% in comparison to January, 2017
- 10,000 new followers on Facebook in response to the efforts to attract public, private, and social leaders to the page
- 490 publications in the Facebook page of the Foundation, which generated 8,981,755 prints, 169,721 interactions, 210,774 and an engagement average of 1.91%
- 417 new followers in the LinkedIn page
- 16 email marketing campaigns for strategic audiences
- New digital strategy focused on leaders; defined, approved, implemented, and tested institutional communication
- New institutional website, approved to be implemented in 2018

Initiative



Partners





Projects



Informed society

Prioritized policies and practices

Family attendance services

Child education services

Priority



Prioritized policies and practices

Change strategy



To mobilize and reinforce actors

Audience



Public, private, and social leaders



Reeditors

Executive Leadership Course in Early Childhood Development

Objective

To make public policy-makers, public administrators, and representatives from the Brazilian civil society aware of the importance of prioritizing policies and programs focused on the first years of life.

The program promotes a dialogue between the science findings on early childhood and the application of such findings in developing integrated and efficient public policies. This course, based on the Executive Leadership Program from NCPI, focused on federal, state, and municipal administrators involved in implementing the federal program Criança Feliz.

Results

- 88 participants, from 23 Brazilian states
- 81 participants from the Executive Branch, 2 from the Legislative Branch, 3 from the voluntary sector, and 2 from other sectors

Initiative



Partners





Projects



Informed society

Prioritized policies and practices

Family attendance services

Child education services

Priority



Prioritized policies and practices

Change strategy



To mobilize and reinforce actors

Audience



Public, private, and social leaders



Reeditors

International Executive Leadership Course in Early Childhood Development

Objective

To engage public policy formulators, public administrators, and representatives from the civil society into the early childhood agenda by creating a dialogue between the scientific findings on the first years of life and their correct application in policies and programs dedicated to the full child development.

Module I of the 6th edition of the International Course, held in 2017, happened in Cambridge, USA, in Harvard University. Module II happened at Insper, in São Paulo.

Results

- 64 participants (audience record)
- Different segments - 20 participants from the Executive Branch (including first ladies); 7 from the Legislative Branch; 20 from non-governmental social organizations; 6 from the private sector, 4 from academy, 5 members of Maria Cecilia Souto Vidigal Foundation, and 2 journalists
- Geographic diversity - representatives from Federal District and from 7 states (Alagoas, Acre, Ceará, Paraná, Pernambuco, Rio de Janeiro, and São Paulo)
- Unprecedented participation of representatives from Peru, Colombia, and Mexico
- 12 developed action plans

Initiative



Partners





Projects



Informed society

Prioritized policies and practices

Family attendance services

Child education services

Priority



Prioritized policies and practices

Change strategy



To foster the scale of models

Audience



Public, private, and social leaders

Customization of Primeira Infância Methodology

Objective

To reinforce the quality of health, child education, and social assistance services, supporting the scale of local public policies by using the Primeira Infância Methodology.

The methodology was built, systematized, tested, and evaluated in municipalities of São Paulo state, and was customized for the São Paulo State Government in 2012, becoming a public policy, currently known as São Paulo pela Primeiríssima Infância (São Paulo for the Early Childhood). Since then, it has been an inspiration to other cities.

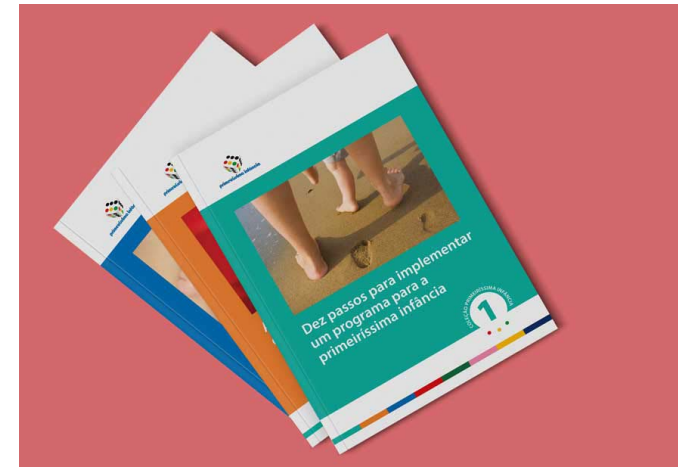
Results

- Customization of the modules in the Primeira Infância collection to be spread to the interested municipalities
- Beginning of dissemination to arrange the first class of the “Primeiríssima Infância” course in Rio Branco for professionals and managers of the Primeira Infância Acreana Program (Acre’s Early Childhood Program) (PIA-ACRE)

Initiative



Partners





Projects



Informed society

Prioritized policies and practices

Family attendance services

Child education services

Priority



Qualified early childhood education services



Qualified family care services focused on promoting parenting

Change strategy



To promote innovative models

Audience



Public, private, and social leaders

Saving Brains Call for Proposals

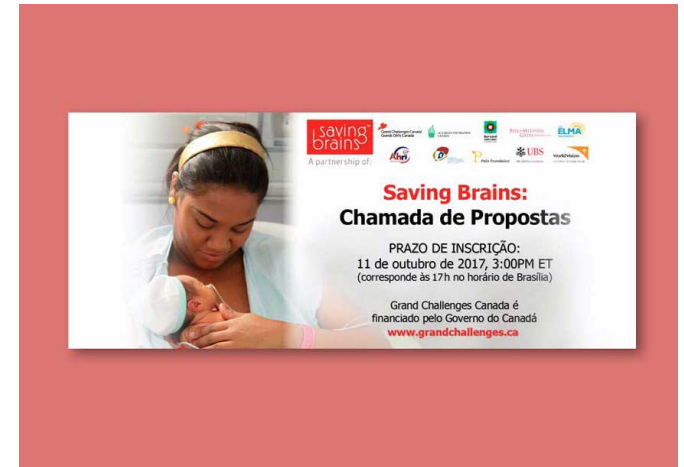
Objective

To support innovative initiatives oriented to promote solutions and models that respond to the main challenges in the child development in the first one thousand days of life, presenting potential to generate systemic and sustainable changes.

Results

- Approval and beginning of implementation of the transition to scale of the project “Visitação domiciliar: melhoria do desenvolvimento de crianças com idade entre 9 e 15 meses” (Home Visiting: improvement in the development of children aged from 9 to 15 months old) (3rd Saving Brains call for proposal) of the Medicine College of the University of São Paulo in the city of Boa Vista (RR), in partnership with the public policy Família que Acolhe (Sheltering Family) (local) and Programa Criança Feliz (Happy Child Program) (Federal)
- Selection and beginning of the testing step of 3 new projects in the scope of the 5th Saving Brains call for proposal to solve challenges in early childhood education and parenting
- Opening of the 6th Saving Brains call for proposal, which received 302 enrollments, 41 of them being Brazilian projects

Initiative





Projects



Informed society

Prioritized policies and practices

Family attendance services

Child education services

Priority



Qualified family care services focused on promoting parenting



Qualified early childhood education services

Change strategy



To promote innovative models

Audience



Public, private, and social leaders

Entrepreneurship and business with social impact on Early Childhood

Objective

To support entrepreneurs interested in developing impact business to meet the demands of the early childhood.

This publication defines what are business with social impact, the challenges of the early childhood in Brazil, the opportunities to endeavor in the area, and some references on how to evaluate the business, among others.

Results

- Publication release at the event “Business for the Early Childhood: an opportunity for impact and investment “, hosted by Aspen Network of Development Entrepreneurs (Ande), with partnership of Instituto Alana and Maria Cecilia Souto Vidigal Foundation

Initiative



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Maria Cecilia
Souto Vidigal

Partners



ARTEMISIA



DANONE
Early Life Nutrition





Projects



Informed society

Prioritized policies and practices

Family attendance services

Child education services

Priority



Prioritized policies and practices

Qualified family care services focused on promoting parenting

Change strategy



To promote innovative models

Audience



Public, private, and social leaders

Ilab Primeira Infância (Early Childhood Ilab)

Objective

To design, test, and evaluate high-impact solutions that transform the life of children and their families in vulnerable conditions.

The projects use scientific knowledge to develop strategies and solutions.

Results

- 4 projects in test and implementation phase: 2 in Ceará state and 2 in São Paulo state
- Latin America Learning Community meeting, in Monterrey, Mexico, to exchange learning between Brazilian and Mexican projects that form the Latin American groups of the Frontiers of Innovation (FOI), a research and development platform of the Center on the Developing Child (CDC), of Harvard University

Initiative



Partners





Projects



Informed society

Prioritized policies and practices

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Priority



Prioritized policies and practices

Change strategy



To foster the measurement of child development

Audience



Public, private, and social leaders

Índice Paulista da Primeira Infância (São Paulo's Index of Early Childhood)

Objective

To map the municipalities in São Paulo state for their capacity of promoting early child development by accessing health and education services focused on children up to six years old.

With such index, it is possible to identify what cities present needs in these areas and where the good results are concentrated, serving as a parameter for municipal administrators to develop new initiatives and to promote successful initiatives.

Results

- Provision of an updated index version for 645 municipalities in São Paulo state

Initiative



Partners





Projects



Informed society

Prioritized policies and practices

Family attendance services

Child education services

Priority



Prioritized policies and practices

Change strategy



To mobilize and reinforce actors

Audience



Public, private, and social leaders



Reeditors

Private Sector Leadership Mobilization

Objective

To sensitize and mobilize leaders on the importance of investing in early childhood. We took the cause to be discussed in two events held in São Paulo, with the participation of international icons. The first event had the presence of the 2000 Nobel Prize of Economy, James Heckman, who talked about the challenges in the Brazilian for early childhood and the need for investing in the early years to change the country. In the other event, we questioned the ex-president of the United States Barack Obama about the importance of investments in the first years of life.

Results

Event with James Heckman:

- More than 200 participants from the private sector
- 34.800 page views in the websites of Exame and Veja magazines
- 31,000 single visitors in the websites of Exame and Veja magazines
- 4'30" of average time of reading the stories in the websites of Exame and Veja magazines
- 66,000 reactions in the Facebook fanpages of Exame and Veja magazines (likes, approvals, comments, and shares)
- 1.8 million of reach in the Facebook fanpages of Exame and Veja magazines
- Editorial story in Veja magazine (Páginas Amarelas)
- Editorial story in Exame magazine

Event with Barack Obama:

- 1,000 participants (authorities, public celebrities, journalists, leadership in the private sector and press administrators)
- Wide repercussion, with national and international agenda
- Double page in Época Negócios magazine, with 88,000 readers
- Half page in Valor Econômico newspaper, with 339,000 readers
- Double page in Época magazine, with 5,649,000 readers

SOURCE: TGI BRASIL (AGO15-JUN16) Projeção Brasil base IVC

- Film "O Começo da Vida" broadcasted in the Facebook fanpages of Época and Época Negócios magazines and O Globo newspaper



Photo: Ricardo Cardoso/Divulgação

Initiative



Partners





Projects



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Prioritized policies and practices

Change strategy



To generate and spread knowledge



To promote innovative models



To mobilize and reinforce actors



To foster the measurement of child development

Audience



Public, private, and social leaders

Núcleo Ciência Pela Infância (NCPI)

Objective

To translate the scientific knowledge in a palatable manner to subsidize early childhood policies and practices, reinforcing strategies able to promote the full child development and, thus, the building of a better socioeconomic scenario for the country.

NCPI is a collaborative initiative of several organizations, renewed every triennium, to approximate early childhood research, practice, and public policies. Therefore, it has a scientific committee and performs different actions described in this report.

Results

NCPI finishes its second phase, corresponding to the 2015-2017 triennium and begins the third phase planning (2018-2020 triennium)

For initiative results, access these projects:

- VII International Symposium on Early Childhood Development
- Program of Executive Leadership in Early Childhood Development
- iLab Primeira Infância
- Scientific Committee

Initiative





Projects



Informed society

Prioritized policies and practices

Family attendance services

Child education services

Prioridade



Serviços de educação infantil qualificados



Serviços de atenção às famílias qualificados e focados na promoção da parentalidade

Estratégia de mudança



Promover modelos inovadores

Público



Lideranças públicas, sociais e privadas



Reeditores

Partnership with University of Nebraska-Lincoln

Objective

To offer more scientific subsidies for innovative and scalable actions related to early childhood development in the early childhood education and parenting areas.

With such initiative, we hope to help to qualify and broaden unprecedented ideas that respond to the necessities and needs the children and their families have in the first years of life.

Results

- Release of the first call for proposal in cooperation for applied research projects
- Funding of two projects: “Needs and adaptation of caretakers of young children with zika virus congenital syndrome in Northeastern Brazil. A pilot study with mixed models” and “Science in preschool: dialogue and thinking in action”

Initiative



Partners





Projects



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Prioritized policies and practices

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Priority



Qualified early childhood education services

Change strategy



To generate and spread knowledge

Audience



Public, private, and social leaders



Reeditors



Society

International Policies for Early Childhood Education (0-3 years of age)

Objective

To analyze different structures of educational policies, highlighting the ones in countries with potential to offer a good quality in education services regarding access to it, infrastructure, and teaching processes.

From such study, we intend to publicize summarized contents for leaders, experts, and reeditors, in order to ground their opinion and inspire actions and policies related to the education of young children.

Results

- Systematization of a survey report which outlines public policies related to child education (0 to 3 years old) in the following countries: Australia, New Zealand, Canada (Ontario), Peru, Colombia, Argentina, Sweden, Denmark, France, Japan, England, Spain
- Conduction of a study of thematic cases (Colombia and Australia)

Initiative



Partners





Projects



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Prioritized policies and practices

Change strategy



To mobilize and reinforce actors

Audience



Public, private, and social leaders



Reeditors

Early Childhood in São Paulo: system's role to ensure children and teenager rights

Objective

To mobilize the Judiciary Branch professionals and other legal practitioners in São Paulo state to act in defense of the full development at the first years of life.

Results

- 10 workshops on the subject, one in each administrative region of São Paulo's Judiciary Branch, with over 3,000 participants
- Evaluation: 96% of the respondents in the evaluation classified the workshops as being great or good and reported a change in their motivation for, for example, trying to strengthen the families and communities in their work or also training the professionals of sheltering institutions to promote child development
- Ceremony to acknowledge and award the 5 best experiences developed by the system to ensure child and teenager rights in São Paulo state among other 25 which have enrolled in the Best Practices call for proposal

Initiative



Partners





Projects



Informed society

Prioritized policies and practices

Family attendance services

Child education services

Priority



Prioritized policies and practices



Qualified early childhood education services

Change strategy



To generate and spread knowledge

Audience



Public, private, and social leaders



Reeditors

Early Childhood: Child care

Objective

To generate discussions and take to the society the results of this national survey on the impressions, demand, and needs of Brazilian families related to child care for toddlers. To subsidize public administrators to elaborate more efficient early childhood education policies.

The survey interviewed 991 people responsible for children from 0 to 3 years of age.

Results

- Release of a publication with a compilation of the survey results and the analysis by experts
- The publication took the topic of early childhood education and nursery care to the press, resulting in tens articles in main communication's media
- Presentations and debates on the survey in national meetings and workshops

Initiative



Partners





Projects



Informed society

Prioritized policies and practices

Family attendance services

Child education services

Priority



Prioritized policies and practices

Change strategy



To generate and spread knowledge

Audience



Public, private, and social leaders

São Paulo Pela Primeiríssima Infância Program (São Paulo for Early Childhood)

Objective

To promote the full development of children by the qualification of care services for pregnant women, families and children from zero to three years old; by fostering intersectorial planning and articulation of the municipal and regional administrations; and by the society mobilization for the importance of the first years of life.

This public policy is currently implemented in 41 municipalities in the state.

Results

- Conclusion of the formative cycle in the municipalities in São Carlos region (Ibaté, Descalvado, Dourado, Porto Ferreira, Ribeirão Bonito) with structured intersectorial committees on early childhood; formed reeditors; instituted “Baby Weeks”; performed result evaluations; continuity of actions incorporated by the local policies and practices
- The result evaluation in the municipalities in São Carlos region has shown a mean reduction of 28% in the critical early childhood indicators, besides a mean increase of 15% in the good early childhood practices in such municipalities
- Performance of eight formative cycles, including 128 hours of regional training and 720 hours of municipal supervisions and the formation of 593 professionals as program reeditors in the municipalities in Apiaí, Litoral Norte, Votuporanga, and São Carlos regions
- Execution of the “Baby Week” in order to mobilize the society in all municipalities participating in the program
- Execution of Technical Support Workshops in São Carlos, Votuporanga, and Litoral Norte regions, with the participation of 236 representatives from the municipalities, in order to reinforce the administration in the subjects “Significance of investing and valorizing the earliest childhood” and “Connecting the local network of earliest childhood: one by one, point by point”



Initiative



Partners

City Governments of the 41 involved municipalities



Projects



Informed society

Prioritized policies and practices

Family attendance services

Child education services

Priority



Qualified family care services focused on promoting parenting

Change strategy



To promote innovative models

Audience



Public, private, and social leaders

Promotion of Child Development in the Family Coexistence and Bonding Reinforcement Service

Objective

To create the method parameters to promote early childhood development by the Coexistence and Bonding Reinforcement Service, for 0-6 year-olds.

Results

- Collaborative workshop with 75 participants from Ministries, 19 from states, and 28 from municipalities
- Guiding document containing the workshop systematization and the proposal for parameters to promote ECD by the Coexistence and Bonding Reinforcement Service

Initiative

MINISTÉRIO DO DESENVOLVIMENTO SOCIAL



Partners





Projects



Informed society

Prioritized policies and practices

Family attendance services

Child education services

Priority



Prioritized policies and practices

Informed society

Change strategy



To generate and spread knowledge

Audience



Public, private, and social leaders



Reeditors



Society

Press Qualification

Objective

To sensitize and prepare the press to increase the coverage and quality of stories on the early childhood development and priority subjects for the Foundation.

In order to qualify such approach, we held a webinar on the survey “Primeiríssima Infância - Creche” (Early Childhood: Child care) in 2017, with the attendance of five journalists from media outlets such as Época, Globo News, TV Cultura, Veja, and ex-BBC News, all of them with great representativity, besides publicizing stories on the subject.

Results

- Increase in 30% in the number of stories published on the early childhood from 2016 to 2017, with a greater volume of story publication: online, press, TV, and radio media
- Publication of an article in the Páginas Amarelas (Yellow Pages) of Veja magazine; cover story of Época magazine; publication of articles in R7 and Globo News, performed by journalists from a fellowship program of the Maria Cecilia Souto Vidigal Foundation

Partners





Projects



Informed society

Prioritized policies and practices

Family attendance services

Child education services

Priority



Prioritized policies and practices

Change strategy



To mobilize and reinforce actors

Audience



Public, private, and social leaders

VII International Symposium on Early Childhood Development

Objective

To prepare public and private leaders on the subject. To sensitize and inform the press on the importance of the early childhood.

Held in November, in the city of Fortaleza, CE, it assembled public administrators and researchers on the fields of health, education, and social development in order to think over the subject “Early Childhood: effective practices for an integrated policy”. National and international experts debated strategies that can put the early childhood in the center of the formulation and implementation of public policies, programs, and society actions.

Results

- 250 participants in attendance and 54 satellite symposia organized with more than 2,000 online participants
- 128 public leaders from the Northern and Northeastern regions reached by the event’s invitation letter
- More than 5,000 people reached by the email marketing campaign and by the publicity in the Foundation and NCPI digital channels
- Assemble of a consultant committee to define the event’s content with the local partners Government of Ceará State, City Government of Fortaleza, Federal University of Ceará (UFC), Instituto da Primeira Infância (Institute of Early Childhood) (IPREDE), Instituto da Infância (Institute of Infancy) (Ifan), Rede Primeira Infância do Estado do Ceará (Early Childhood Network of Ceará State) (REPI-CE), and Coegemas
- More than 300 stories published in the national and regional press. Agência Brasil, Diário de Pernambuco, Época, Exame, Correio Braziliense, O Povo, Globo News, and R7 were our guests to cover the event. TV Fortaleza, TV Assembleia, Diário do Nordeste, and other media also disclosed the Symposium



Partners





Projects



Informed society

Prioritized policies and practices

Family attendance services

Child education services

Priority



Prioritized policies and practices

Qualified family care services focused on promoting parenting

Change strategy



To generate and spread knowledge



To foster the scale of models

Audience



Public, private, and social leaders

Primeira Infância Melhor Program: Systematization

Objective

To collaborate to spread the practices of the Primeira Infância Melhor Program (Best Early Childhood Program) (PIM), by the systematization of its methodology.

Results

- Systematization of the program history and methodology in the publication “Primeira Infância Melhor - Transformando a atenção aos primeiros anos de vida na América Latina: desafios e conquistas de uma política pública no sul do Brasil” (Better Early Childhood - Transforming the attention towards the first years of life in Latin America: challenges and achievements of a public policy in Southern Brazil)
- Publication available at the website of the Inter-American Development Bank (IDB) in three languages (Portuguese, English, and Spanish)

Partners





Projects

Informed society

Prioritized policies and practices

Family attendance services

Child education services

Priority



Informed society

Change strategy



To mobilize and reinforce actors

Audience



Public, private, and social leaders



Society



Reeditors

Informed society

Objective

To sensitize the society on the importance of the early childhood development, prioritizing families from lower classes.

Potential reeditors (which are people and organizations that talk directly to families and that, by their own channels, can inform them on the importance of the first years of life) were defined in the project's first step. Then, after a broad research with experts and more than 200 sources, we systematized the different contents, with tips about texts, images, and links from several sources as suggestions for references to improve the communication on the subject.

Results

Guia Primeira Infância em Pauta (Early Childhood Guide for Communicators)

- Release of ["Guia Primeira Infância em Pauta"](http://www.primeirainfanciaempauta.org.br) website www.primeirainfanciaempauta.org.br in the VII International Symposium on Early Childhood Development
- More than 1,600 people reached by the newsletter to release the Guia's website
- Average audience of more than 4 minutes per user that visits the Guia's website

O Começo da Vida (The Beginning of Life)

- Broadcast of [short-cut videos of the film](#) "O Começo da Vida", which approach the importance of the first years of life

Re-editors

- Initial contact with a defined network of reeditors: press and organizations that are directly connected to lower social economic classes and professionals who operate in the early childhood



Initiative



FUNDAÇÃO
Maria Cecília
Souto Vidigal



Projects



Informed society

Prioritized policies and practices

Family attendance services

Child education services

Priority



Qualified family care services focused on promoting parenting

Qualified early childhood education services

Change strategy



To foster the scale of models

Audience



Public, private, and social leaders

Society

Boa vista Territory: Transition to Scale

Objective

To strengthen the public policy Família que Acolhe and the child education public policy to promote the early childhood development in the city of Boa Vista.

The initiative takes place in the scope of Família que Acolhe (local policy) and Criança Feliz (federal policy) programs and intends to reach 8,000 children in their homes, besides 68 pieces of equipment for early childhood education.

Results

- Transition to scale of home visiting model from Jamaica (tested and evaluated in a pilot step in São Paulo municipality) was initiated in order to promote parental reinforcement and development of children from zero to three years old and their families in Boa Vista (RR)
- Start of the baseline formulation to evaluate the effectiveness of such visitation model in scale
- Performance of the first visits to the benefitted families
- Beginning of the diagnosis phase to structure the curriculum destined to broaden the impact of early childhood education on the children's development in the municipality



Initiative



Partners





Support for the cause

Regional Agenda for Early Childhood development

Support to the Regional Agenda for Early Childhood Development, with the presence of the President of Colombia and the First Lady, Juan Manuel Santos and María Clemencia, twelve governments of the region, as well as public leaders from the social area. Establishment of an agreement to promote the full development in early childhood and the creation of a [hotsite to disseminate the contents of the Regional Agenda](#).

Innovation Fund for Early Childhood Development

Creation of the Fund to allocate investments focused on the development of small children in Latin America and the Caribbean for a period of three years, with an expectation of directing 10 million dollars to the region. The goal is to support child development by helping children overcome the disadvantages they face in the conditions they live in, strengthening families, communities, economies and societies in general.

United Way Survey

Sponsorship of a survey conducted with eight private companies in Brazil to find out how social responsibility of corporations is related to investment in early childhood. The study was conducted by United Way in Latin America, and it has mapped the position adopted by companies in the continent, and will be released in Brazil in 2018.

Center for Excellence and Innovation in Educational Policies (CEIPE)

Support for the implementation of CEIPE, an initiative of the Brazilian School of Public and Business Administration of the Getúlio Vargas Foundation (FGV/EBAPE), in partnership with Harvard University, in order to qualify early childhood, equity and the personalization of the learning processes.



Support for the cause

X Early Childhood Appreciation Week and Culture of Peace

Participation and support for the [“X Early Childhood Appreciation Week of and Culture of Peace”](#), promoted by the Commission for Early Childhood Appreciation at the Brazilian Federal Senate, in October. Our CEO has moderated the panel “Construction of a Municipal Law on Public Policies and Plan for Early Childhood and Municipal Management in the Attention to the Rights of the Child”, and a video-invitation to the 7th International Symposium on Early Childhood Development was broadcasted.

II International Meeting: early childhood and public policies

Support for the “II International Meeting: Early Childhood and Public Policies”, which debated over the topic “Building and strengthening family ties”. The initiative was led by IPA Brasil and Paula Souza Center.

Conviva Educação

Support for the platform [Conviva Educação](#), a virtual environment focused on the municipal education secretariats management, providing tools, content and practices to improve the quality of education. The Maria Cecilia Souto Vidigal Foundation is dedicated to content focused on early childhood education. It is an initiative from Undime, in partnership with II organizations.

Undime National Forum

Support of the 16th National Forum of Municipal Education Leaders, promoted by the Union of Municipal Education Leaders (Undime) in August, in the city of Fortaleza (CE). The event brought together leaders and technical teams of municipal education secretariats from all over the country to discuss the theme “Challenges to the fulfillment of the National Education Plan (PNE) in ensuring the right to education for everyone and each one.”



Support for the cause

JEDUCA - 1st Congress of Education Journalism

Support for the 1st Congress of Education Journalism promoted by the Association of Education Journalists (Jeduca). Journalists, educators, representatives of the government and organizations that oversee the public sector have attended. The panel on early childhood education contributed to the improvement of news coverage on this topic, counting on the contributions of Sharon Lynn Kagan, professor at Columbia and Yale universities, who came to Brazil at the invitation of the Maria Cecilia Souto Vidigal Foundation.

Child is Priority Campaign

Initiative of the National Early Childhood Network (RNPI), with support from the Alana Institute and the Maria Cecilia Souto Vidigal Foundation, the campaign called the candidates for 2016 municipal elections to sign a commitment to early childhood. Of the 405 who joined the term, 104 were elected. In 2017, as part of the campaign, and with the contribution of different institutions, the updated edition of the Guide for Elaboration of the Municipal Plan for Early Childhood was sent to the more than 5,000 mayors and their teams. The content of the Guide was discussed in person in different states, in meetings and lectures held by partner organizations of RNPI.



Transparency

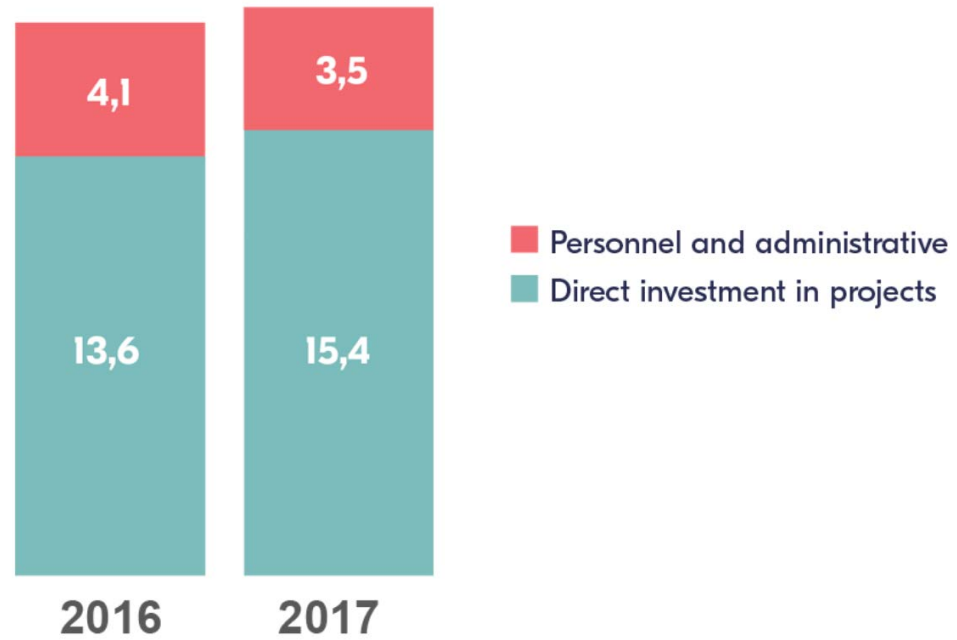
Since the beginning of the activities, the Maria Cecilia Souto Vidigal Foundation is audited by an external and independent company. Throughout this period, the annual reports were approved by auditors with no provisos. Financial statements, reports and related explanatory notes can be found at the [following link](#).

Governance excellence of the Maria Cecilia Souto Vidigal Foundation provides internal clearness and aims at a constant and progressive improvement of operational management, which is translated into tangible results. In 2017, we negotiated R\$ 10.4 million of co-investment in our projects, an increase of 14% compared to the previous year. We also have entered into 21 new partnerships.



Financial Management

**Use of the Foundation
annual budget**
(in millions of reais)

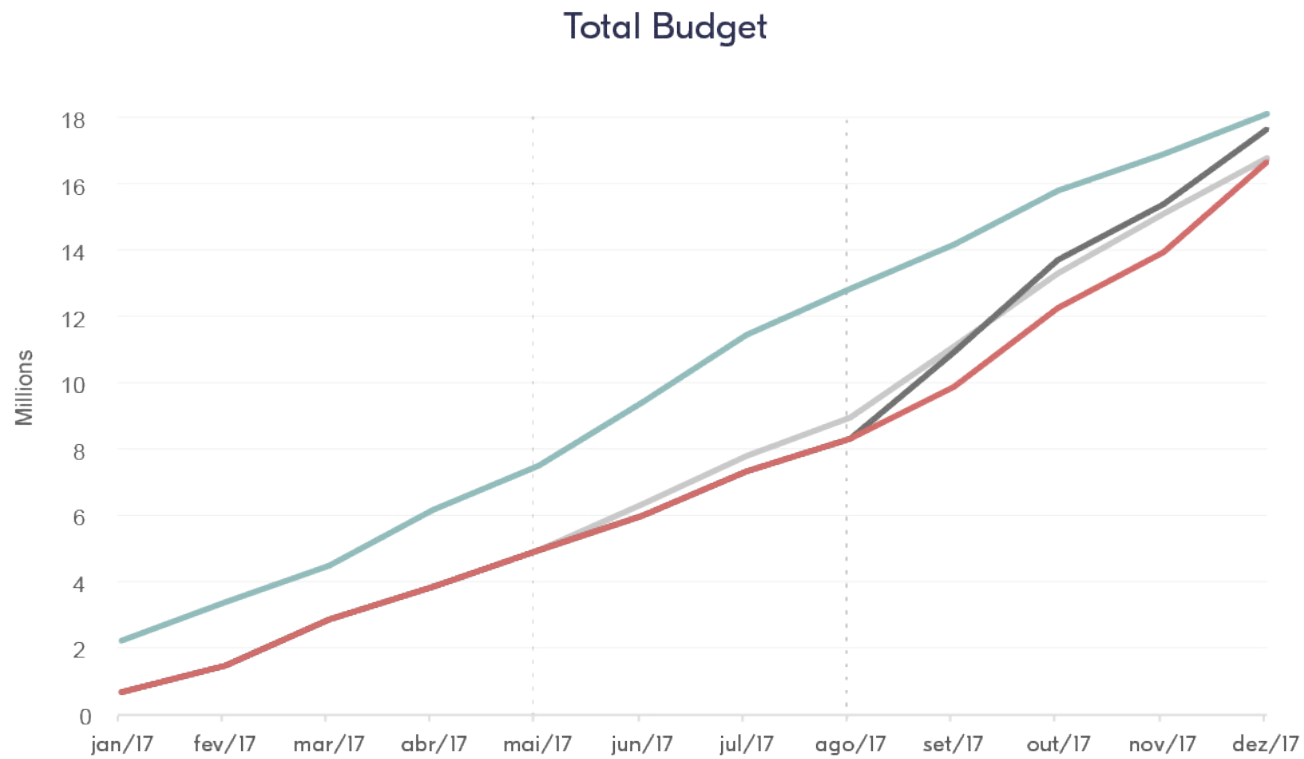




Financial Management

Budget Monitoring (2017)

Initial Budget Revised in May/17 Revised in August/17 Realized



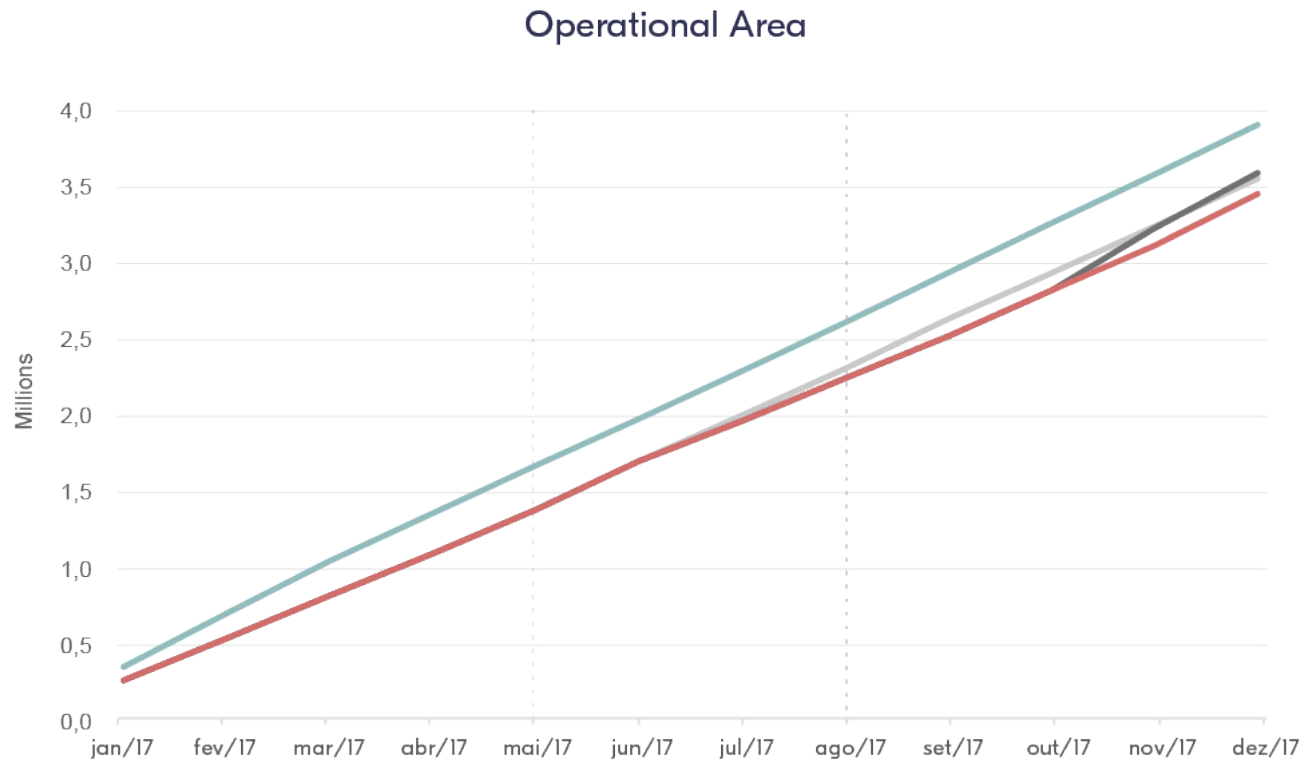


Financial Management



Budget Monitoring (2017)

Initial Budget Revised in May/17 Revised in August/17 Realized



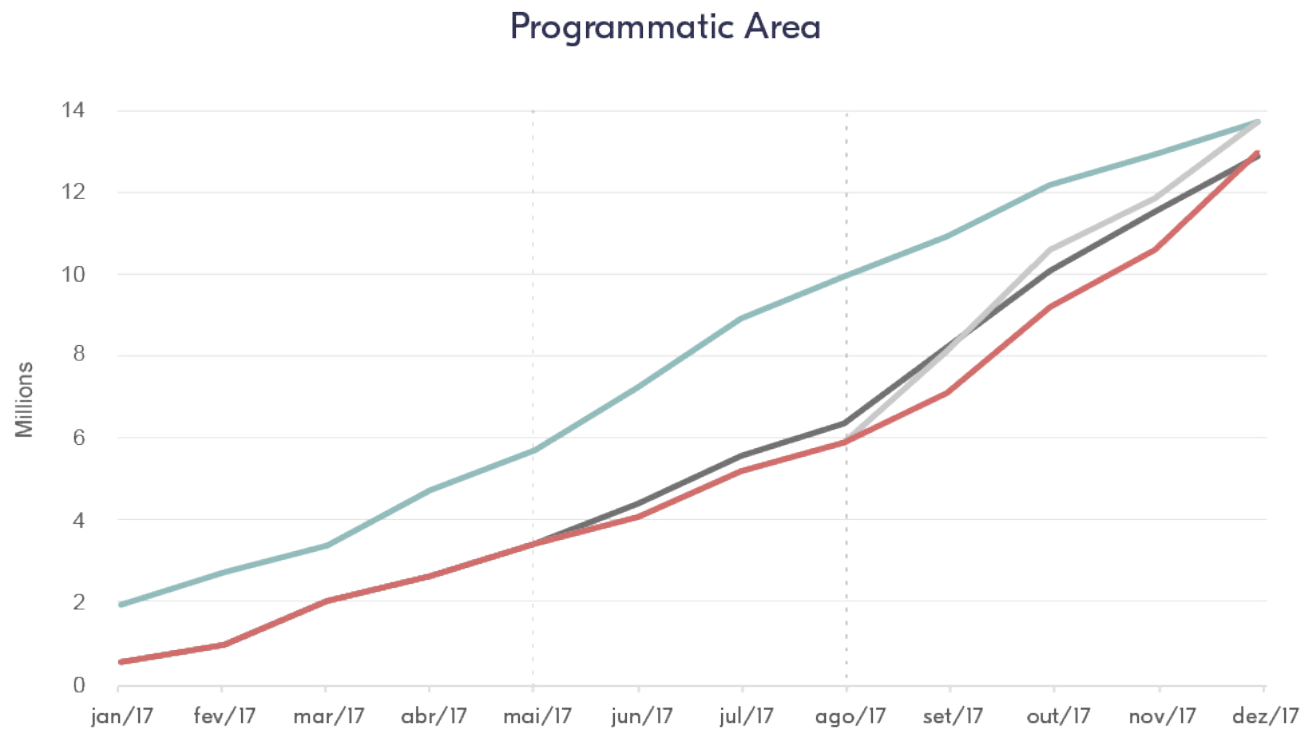


Financial Management



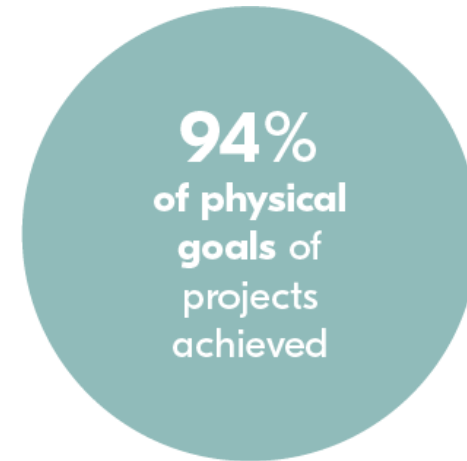
Budget Monitoring (2017)

Initial Budget Revised in May/17 Revised in August/17 Realized

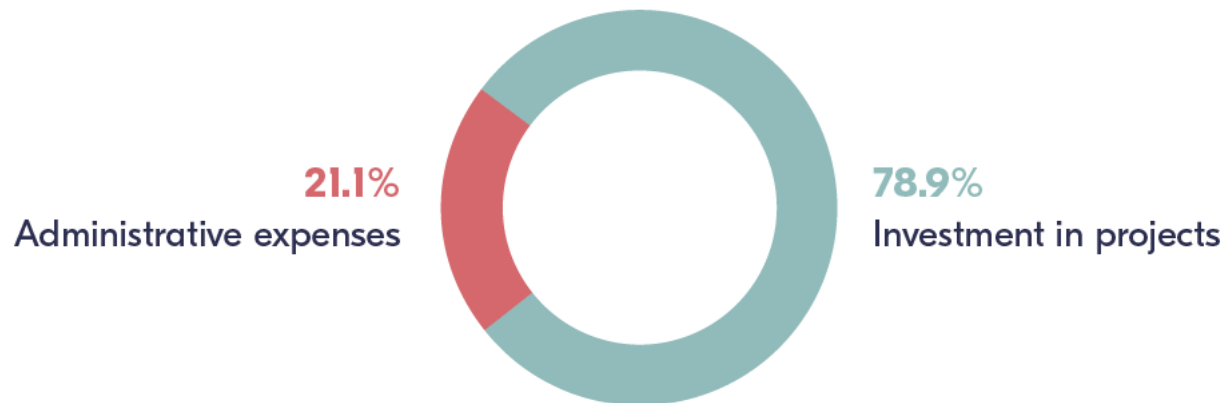




Financial Management



Investment made in projects and administrative expenses (2017)

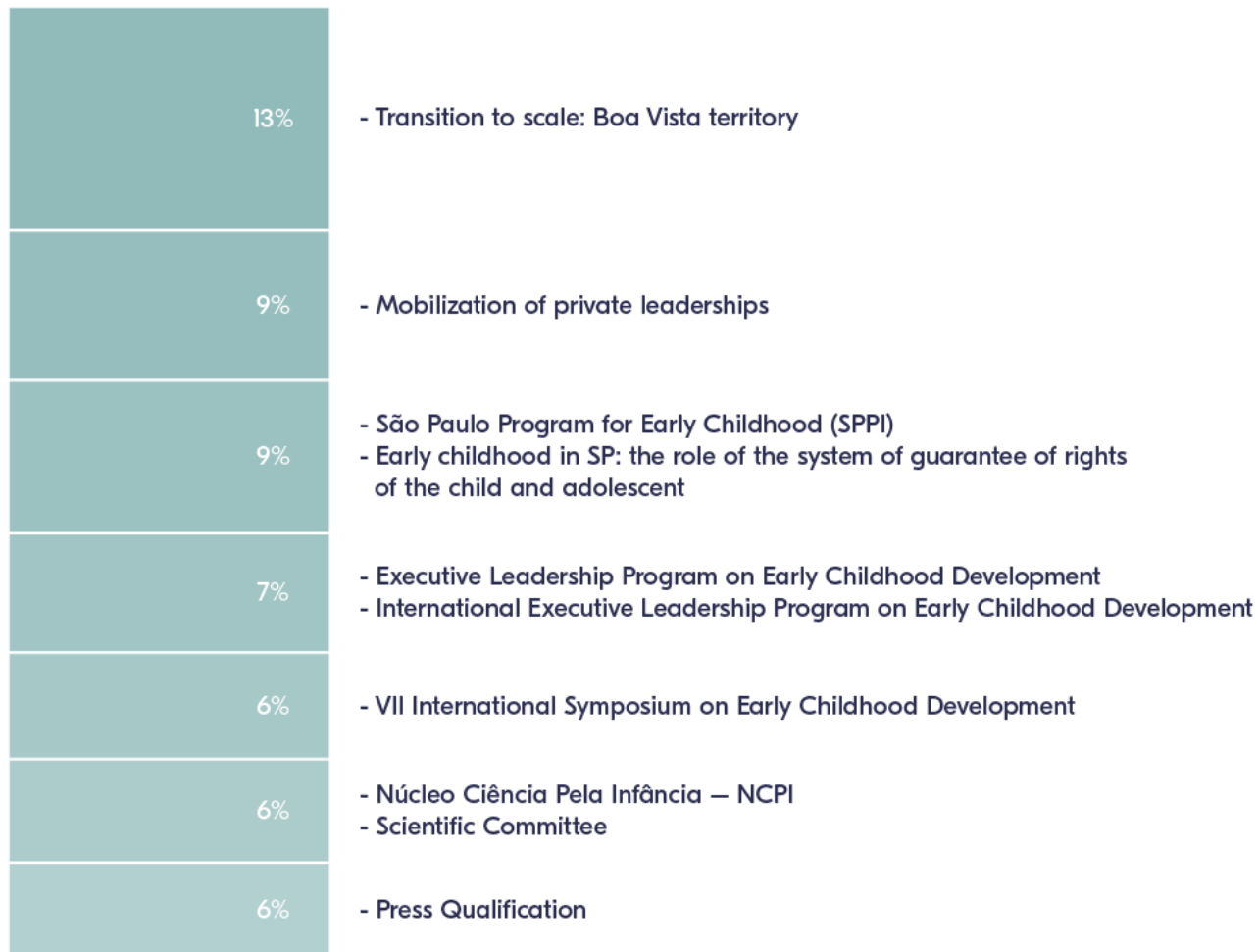




Financial Management



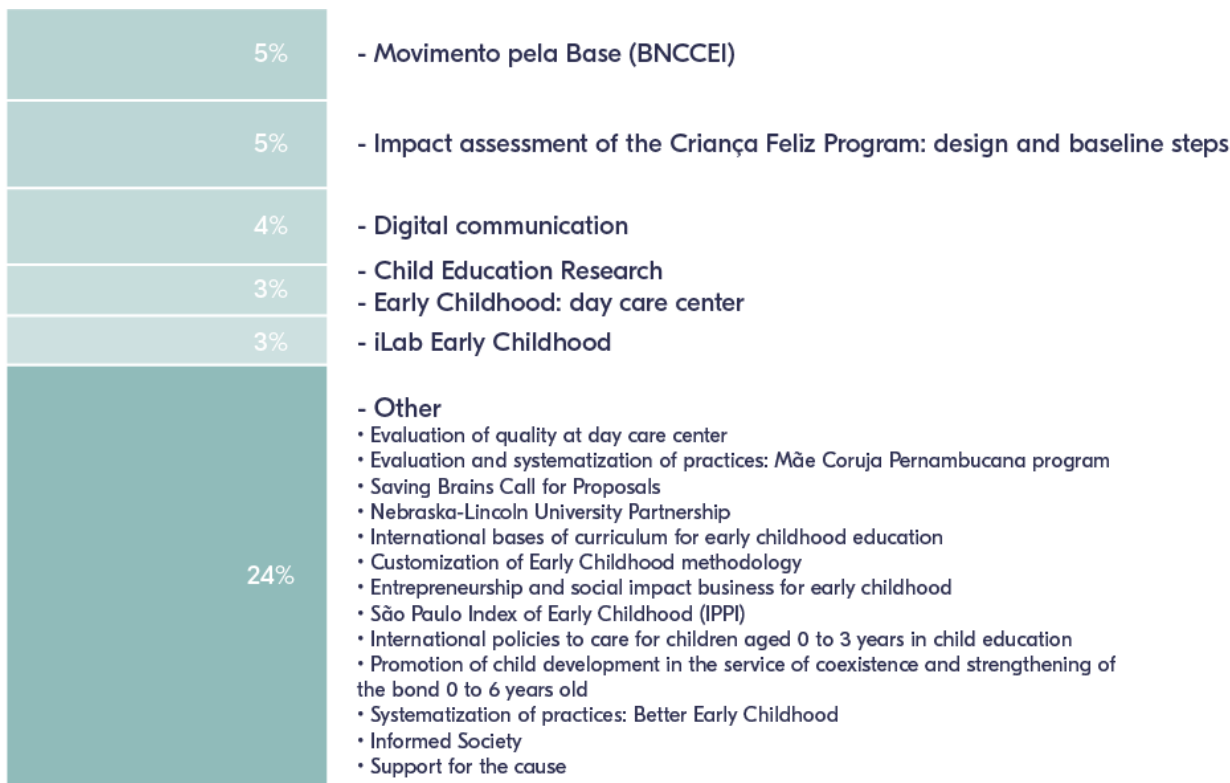
Composição de projetos (2017)





< Financial Management ●●●●●●●●

Composição de projetos (2017)

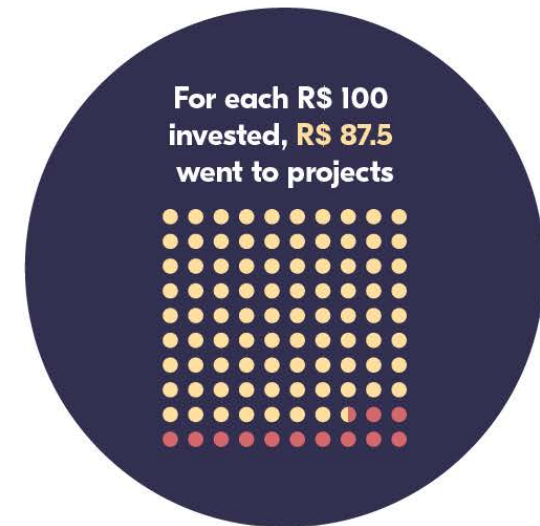
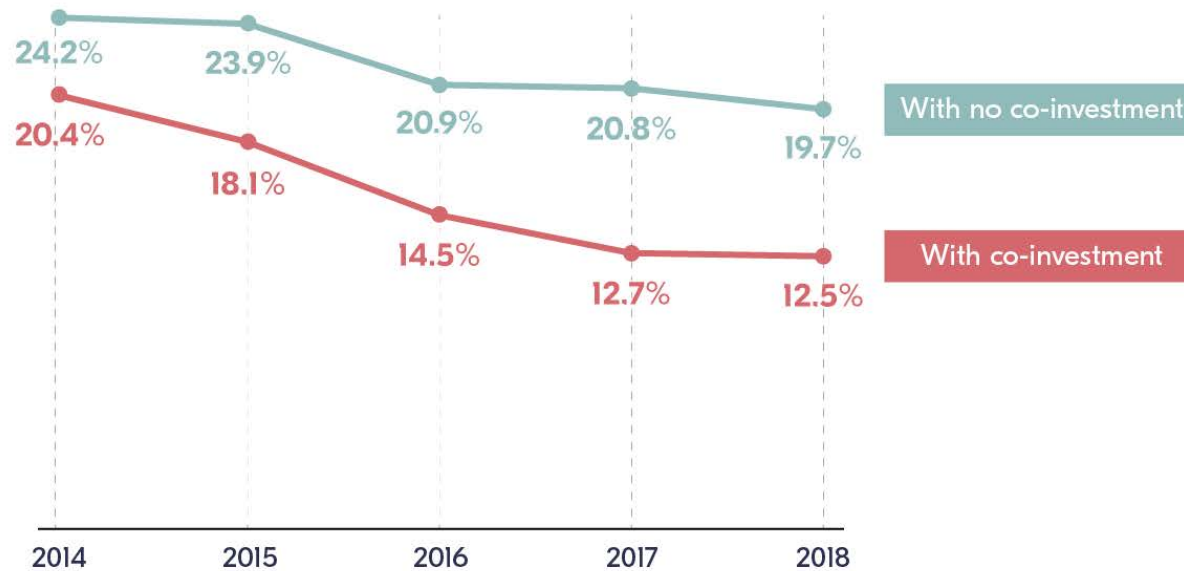




Efficiency

The efficiency ratio is used as a measure of the effectiveness of investment of resources of the Foundation.

It expresses the relationship between the investment of resources in projects and the operational investment for its respective support. It can be accounted for including or not the contribution of partners (co-investment).





Co-investment 2017

The support of our partners allows us to go further. Partners can contribute with donations or sponsorship (contribution) as well as resources or actions directly performed (consideration/return).

Em milhões de reais



1: donations or sponsorships received.

2: resources or actions of partners directly to the projects.

10.4
million reais in
coinvestment. For each
R\$100 in projects, our
partners invested R\$65



Endowment Fund

The Endowment fund is managed by outsourced companies selected and hired by the Maria Cecilia Souto Vidigal Foundation, among those with recognized competence, credibility and financial soundness. These companies are responsible for implementing its tenures (according to the investment policy).

In 2017, the strategy was adjusted to manage resources and minimize losses, resulting in a 5.74% revenue higher than forecast (IPCA + 4.5%), despite the complex economic scenario in the Country.

The use of resources from the Endowment Fund is approved annually by the Board of Trustees, based on a budget prepared by the team, with the support of trustee from foundations of the Public Prosecutor's Office of São Paulo.



Balance Sheet

*As of December 31, 2016 and December 31, 2017 – in millions of reais

Asset	2016	2017
Cash and cash equivalents	2.806	2.788
Restricted funds	858	1.275
Other credits	258	88
Securities (Equity fund)	455.509	500.877
Other credits	-	678
Property, plant and equipment	767	611
Intangible	7	1
Total assets	460.205	506.318



Balance Sheet



Liabilities	2016	2017
Accounts payable	575	506
Labor obligations	535	585
Law obligations	89	117
Funds to invest	858	1.275
Provisions for contingencies	-	737
Total liabilities	2.057	3.219
Shareholder's equity	2016	2017
Investment capital	401.251	458.148
Accumulated surplus	56.897	44.951
Total shareholder's equity	458.148	503.099
Total liabilities and shareholder's equity	460.205	506.318



Balance Sheet



Profit-and-loss statement

*As of December 31, 2016 and December 31, 2017 – in millions of reais

Operating income	2016	2017
Activities		
Revenues from sponsorships and donations	2.442	2.116
Other revenues from activities	38	5
	2.480	2.120
Volunteer work	313	326
Total – operating income from activities	2.793	2.446



Balance Sheet



Operating expenses	2016	2017
Expenses from activities		
Personnel expenses	(2.943)	(4.258)
Expenses with services provided by third parties	(5.870)	(5.047)
Travel expenses	(715)	(904)
Expenses with publications	(612)	(747)
General expenses	(135)	(112)
Expenses with sponsorships and donations	(3.335)	(4.373)
Total – expenses from activities (social projects and sponsorships)	(13.610)	(15.441)
Volunteer work	(313)	(326)
Total – operating expenses from activities	(13.923)	(15.767)



Balance Sheet



Operating income before administrative expenses	(11.130)	(13.321)
Personnel expenses	(2.576)	(2.157)
General and administrative expenses	(595)	(626)
Expenses with services provided by third parties	(542)	(513)
Travel expenses	(175)	(23)
Taxes and fees	(45)	(42)
Depreciation and amortization	(186)	(176)
Training expenses	(81)	-
Other revenues	94	2
Total – administrative expenses	(4.106)	(3.536)



Balance Sheet



Financial income/expenses	2016	2017
Financial Income	76.632	67.524
Financial expenses	(4.499)	(5.716)
Net financial result	72.133	61.808
Surplus/déficit for the fiscal year	56.897	44.951



People

Team integration, motivation and qualification

We support the full development of our employees so they can contribute to our cause: early childhood.

We believe this is only possible when each employee also strives to seek new knowledge, develop skills and overcome challenges. That is why we have developed actions to integrate, motivate and empower our team.

One of these actions is the Individual Development Plan (IDP), a set of activities to converge personal development with the Foundation strategy. Another action is the annual planning of goals and performance indicators, both individual and collective. These goals are developed together with managers, and in addition to guiding the annual work they also serve to define the Annual Bonus for employees.

“Ser quem Somos” Project

In 2017, we continued the “Ser quem somos” project, with the goal of designing the organizational culture most appropriate to the Foundation challenges in the coming years. The project was built based on strategic planning to positively impact the results of 2018.

Governance

Governance of the Foundation is made up of volunteer professionals. With the support of the Board of Trustees (decision-making), Board of Auditors (supervisory), Investment Committee and Communication Committee as well (both advisory), we strengthen our financial management, ensure perpetualness of the Endowment Fund, and fulfill our mission.



Governance



Our Team



Organogram



Partners





< Partners ●●●





Partners

Federal Government



State Governments



Municipalities

Álvares Florence, Américo de Campos, Apiaí, Barra do Chapéu, Boa Vista, Caragatatuba, Cardos, Cosmorama, Descalvado, Dourado, Floreal, Fortaleza, Gastão Vidigal, General Salgado, Ibaté, Ilhabela, Itaoca, Itapirapuã Paulista, Jundiá, Macaubal, Magda, Monções, Nhamdeara, Parisi, Pontes Gestal, Porto Ferreira, Ribeira, Ribeirão Bonito, Riolândia, São Carlos, São Sebastião, São Paulo, Sebastianópolis do Sul, Ubatuba, Valentim Gentil, Votuporanga.



Credits

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Mariângela de Almeida

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The Infographic Company

