



FUNDAÇÃO
Maria Cecília
Souto Vidigal

ANNUAL REPORT 2020

ANNUAL REPORT SECTIONS



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Lalo de Almeida



Fernando Marinho

MARIANA LUZ
CEO of the Maria Cecilia
Souto Vidigal Foundation

Dear Reader,

Every one of us had to overcome countless challenges throughout our journey in 2020. On the institutional level, the scenario was no different. It was necessary to review strategies, goals, timelines, and bases for negotiation to address health, socioeconomic and organizational demands.

Our first achievement throughout that journey was keeping the focus on the Sustainable Development Goals (SDGs) for 2030 that involve early childhood. To a greater or lesser extent, our projects kept going forward – some had to be adapted – and new actions were incorporated to meet the needs arising during the COVID-19 pandemic.

In line with that context, the Maria Cecilia Souto Vidigal Foundation endeavored to assist public managers in planning to resume face-to-face activities, when and where possible, given the need to implement a health protocol. The study on the [cost of reopening public daycare centers and preschools during Covid-19 is an example of](#)



such actions. Developed in partnership with the Economic Research Institute Foundation (Fundação Instituto de Pesquisas Econômicas, FIPE), the study offers inputs so that municipalities could plan the reopening of public daycare centers and preschools in a way that it would not offer risks to teachers, children, and all other professionals involved with education.

Given that early childhood education was one of the educational levels most impacted by the closure of schools, the Foundation created the *"Early Childhood Education Award: Good Teaching Practices during the Pandemic."* The award was designed to recognize the importance of education professionals and highlight the highly creative initiatives developed with children and their families in the context of the pandemic.

Parenting projects and support for the most vulnerable families have been adapted to the remote model. The new format demanded even more commitment and creativity from home visitors, which is why we created the *"Parenting Award: Good Practices Adopted by Home Visitors in the Pandemic."* The award identified and rewarded 100 professionals who stood out in the development of innovative solutions.

In a year of municipal elections throughout Brazil, the agenda arising from the pandemic also guided actions with the candidates running for mayor in more than 5,000 municipalities across the country. It was necessary to draw the attention of possible new public managers to the importance of good planning for the gradual and controlled reopening of schools. But that was only one of the guidelines of a comprehensive project aimed at mobilizing the candidates and raising voters' awareness of the importance of the early childhood agenda in municipal elections.

The *Primeira Infância Primeiro* project, which resulted in a platform with information and tools to assist managers in prioritizing early childhood, promoted events, opened spaces for dialogue with political leaders and accounted for the inclusion of relevant proposals for early childhood in government plans for 23 mayors-elect to manage the country's capital cities for the next four years.

The year 2020 was not easy. However, here at the Foundation, alternatives were developed collectively, seeking to respect the individualities and needs of each employee, partner, individual who contributed so that our journey was not only productive but, above all, humane.

Each number and result presented in this report was only possible because a vast network of people — especially our team, governance board, and members of the Souto Vidigal family — offered their best, even in the face of such a complex situation. Perhaps because of that, or solely because of that, we have much to show today. Our utmost gratitude to each of you.

Indeed, there is still a long way to go before children's right of being an absolute priority is, in fact, achieved in Brazil. However, the Maria Cecilia Souto Vidigal Foundation remains firm in the conviction that this is the path to be followed if we want to, one day, live in a more just, egalitarian, and inclusive nation. That is the legacy that we are building for future generations and the boys and girls of the present.

Enjoy the read!

Mariana Luz

CEO of the Maria Cecilia Souto Vidigal Foundation



DARIO GUARITA NETO
– Chairman of the Board
of Trustees

Dear Reader,

Ensuring the fundamental conditions for the full development of boys and girls in early childhood in a country as unequal as Brazil is a great challenge in itself. However, 2020 brought us a scenario in which the limits of such obstacles were put to the test.

The global spread of the new coronavirus imposed a series of sanitary restrictions to reduce transmission rates. Despite not being part of the risk groups, children are among the most affected population strata, primarily due to the suspension of face-to-face classes for practically the entire academic year of 2020 in Brazil.

Research by the United Nations Children's Fund (UNICEF) showed that, after nine months of the pandemic, the vulnerability of children, especially the poorest ones, had worsened considerably due to developments such as growing food insecurity and the adoption of remote activities.

The impact on children's mental health is another consequence of the COVID-19 pandemic that cannot be ignored. A survey by the Inter-American Development Bank (IDB) with caregivers of young children in four countries in Latin America found that 61% of boys and girls had at least one symptom of mental distress.

Committed to the full development of children in early childhood since 2007, the Maria Cecilia Souto Vidigal Foundation quickly organized to contribute to the mitigation of these impacts of COVID-19 among children up to 6 years of age. Thus, projects and research were adapted, and new actions were incorporated into the institution's agenda to guarantee a strategic look at this phase of life under the context of the pandemic.

As the municipality is the domain that implements early childhood care actions, the Maria Cecilia Souto Vidigal Foundation has stood firm to bring awareness to mayoral candidates on the importance of this stage of life for the integral development of the individual and, consequently, of society.

More than ever, the team's commitment was essential to the results achieved (and presented here). The social distance was overcome by the desire to move forward and awareness of the situation's urgency.

Such behavior was motivated by the desire to reduce the impacts of the pandemic in early childhood. It was only possible through the team's engagement and all that work in governance – Board of Trustees, Fiscal Council, and Investment and Communication Committees – and due to the commitment of the partners and the trust of the Souto Vidigal family.

Let us remain united, strong, and confident.

Dario Guarita Neto
Chairman of the Board of Trustees



2020 AND ITS CHALLENGES

The past year has not been an easy one. Nor was it a peaceful one. The challenges imposed by the new coronavirus pandemic forced the world to rethink its priorities and reinvent itself in a year marked by contact through screens, on the other side of which were faces full of uncertainty, fear, and tiredness, but also courage, strength, and hope. It was no different for the Maria Cecilia Souto Vidigal Foundation! It was a year of reviewing strategies, recalculating goals, putting aside things that suddenly became secondary, and creating solutions that would make it possible to continue our activities even in times of social distancing.

Among so many changes, more than ever, it was necessary to draw society's attention to the impacts of the pandemic on children up to 6 years of age. Even being out of the risk group for COVID-19 severe complications, millions of boys and girls were suddenly removed from their usual formal education and social interaction spaces. And for these children, this happened precisely at the most important stage of human development.

With daycare centers, preschools, squares, and public parks closed, the universe for most of these children was reduced to their homes and families. In homes where social vulnerability is a reality, the consequences of the quarantine were even more severe. If, on the one hand, it was necessary to guarantee the health security of the population, on the other, the country could not neglect the fundamental rights of boys and girls during the first years of their lives.

This was the primary purpose that guided the journey of the Maria Cecilia Souto Vidigal Foundation throughout 2020. However, the year was also guided by other strategic actions, such as those related to the municipal elections and the importance of candidates including early childhood care policies in their government plans. Looking back and seeing so many obstacles overcome is both rewarding and refreshing, especially when committed efforts succeeded in acting to the benefit of and providing a more dignified life for children across the country.

Each step has made a difference during the past year, and you are invited to learn more about our journey by reading this report. Happy reading!



FUNDAÇÃO
**Maria Cecilia
Souto Vidigal**



THE FOUNDATION

With more than half a century of existence, since 2007, the Maria Cecilia Souto Vidigal Foundation has committed its efforts to promote the development of children in early childhood, that is, from birth to 6 years of age. It is in this period of life that 90% of the individual's brain connections are formed, and experiences (positive or negative) help shape the basis that will have impacts throughout an individual's life – which makes this a fundamental phase for the full development of the child and the future of the individual.

In line with the United Nations (UN) 2030 Sustainable Development Goals (SDGs), the Foundation works with public managers, social organizations, and other sectors providing technical, political, administrative, and financial advice – following the idea of **developing children to develop society**. For this purpose, the Foundation's actions (which have a national scope) are structured around four main axes: qualification of early childhood education; strengthening childcare; evaluation of public policies for early childhood; and society awareness-raising.

The Foundation's work is focused on promoting and protecting children's rights and the exercise of their citizenship, especially for those in situations of social vulnerability. Besides, as a social assistance entity, the Foundation also acts in accordance with the main laws, policies and resolutions that regulate its category – particularly worth emphasizing are the principles and guidelines of the Organic Law on Social Assistance (*Lei Orgânica da Assistência Social – LOAS*, Law # 8742/1993); the Brazilian Social Assistance Policy (*Política Na-*

cional de Assistência Social – PNAS/2004 – SUAS); and Resolutions # 16/2014 and # 27/2011 of the Brazilian Council for Social Assistance (Conselho Nacional de Assistência Social – CNAS).

To foster scientific knowledge, the Maria Cecilia Souto Vidigal Foundation supports research and models that can be scaled up, strengthening public management through tools and technical support. The Foundation always strives to translate knowledge into an accessible language, making information easy to reach for everyone, especially those who need it most.

With advocacy strategies alongside public and social leaders, the Foundation seeks to influence public policies aimed at children and their families. It also establishes partnerships with private sector institutions to demonstrate the importance of adopting corporate practices that favor families in the work environment, which benefits not only children and employees but also society as a whole – besides allowing companies to exercise their social responsibility.

Finally, to ensure that its actions effectively contribute to the protection and promotion of children's rights, the Maria Cecilia Souto Vidigal Foundation also establishes dialogues with society, especially opinion leaders. By raising awareness of the importance of early childhood for individual development and building a more just and egalitarian nation, the virtuous circle of comprehensive protection of children in their early years is completed.



OUR IMPACT GOALS

Considering the whole universe of early childhood, we have chosen four goals to guide our initiatives until 2030:



Daycare centers for those who want or need them. Preschool for all children. Always ensure quality.
Ensure quality early childhood education, meeting the demand for daycare centers and preschool for all children aged 4 to 5 years.



Strengthen those who provide care. Support for the most vulnerable families, from pregnancy to 3 years of age.
Guarantee quality parenting services to all pregnant women, children up to 3 years of age, and families enrolled in the Brazilian Unified Registry System (CADÚnico, in Portuguese)



Early childhood assessment: what cannot be measured cannot be improved.
Have systems for assessing child development and education in place.

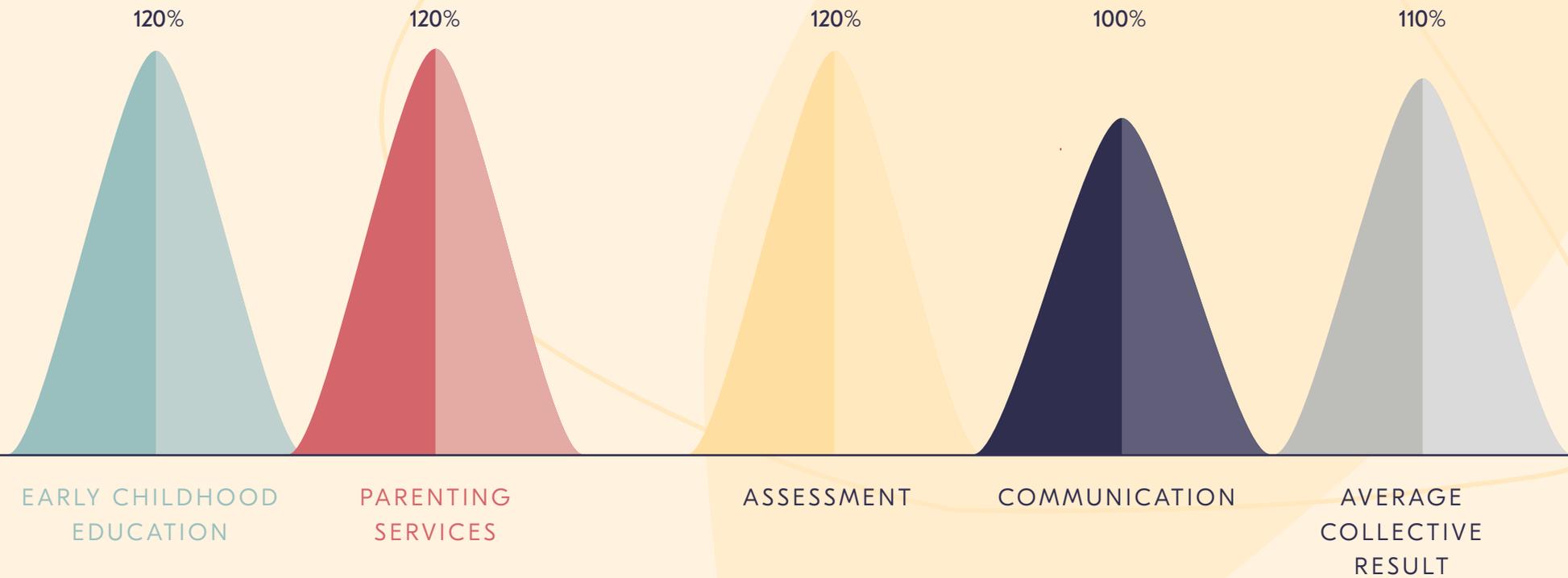


Everyone needs to know: what you experience in early childhood has an impact on your whole life.
Increase society's understanding of the lifelong impacts of early childhood experiences.



MAP OF RESULTS

Each year, our impact goals unfold into intermediate goals connected with our initiatives. This chart consolidates the results for the goals foreseen for the year, established to monitor the path that the Maria Cecilia Souto Vidigal Foundation is treading so that the four primary impact goals can be reached by 2030 (maximum value: 120%).





- + Saving Brains Call for Proposals
- + Saving Brains - Transition to Scale - Boa Vista (State of Roraima)
- + Parenting Award: Good Practices Adopted by Home Visitors in the Pandemic
- + Caderneta da Criança – Fortaleza
- + Fundo de Inovação para o Desenvolvimento da Primeira Infância (Innovation Fund for Early Childhood Development)

- + Behavior Change Survey
- + Private Sector Leaders
- + Press Training
- + Digital Communication
- + Communication Campaign – Nenê do Zap
- + First Years Series



- + Dissemination of studies on early childhood education
- + Training - BNCCEI
- + The curriculum of Early Childhood Education - Boa Vista (State of Roraima)
- + The curriculum of Early Childhood Education - Sobral (State of Ceará)
- + Early Childhood Education Award: good teaching practices during the pandemic
- + Quality Assessment of Early Childhood Education - Cities of São Paulo (State of São Paulo) and Sobral (State of Ceará)
- + National Quality Assessment of Early Childhood Education
- + Survey "Gestantes e Mães de Fortaleza" ("Pregnant Women and Mothers of Fortaleza")
- + Impact Assessment of the Criança Feliz Program
- + Impact Assessment of the Primeira Infância Melhor Program
- + Monitoring System for Early Childhood Education - Boa Vista (State of Roraima)
- + Survey on COVID-19 and the closure of schools



- + Advocacy
- + Elections | Primeira Infância Primeiro in Municipalities
- + COVID-19 Humanitarian Aid



- + Integrated Protocol for Attention to Early Childhood - São Paulo
- + Território Ceará

- + Communication
- + Scientific Committee
- + iLab Primeira Infância

TOTAL
31
initiatives

PARENTING

SAVING BRAINS CALL FOR PROPOSALS

IMPACT TARGET

Provide strength to caregivers, supporting the most vulnerable families, from pregnancy until the child reaches three years of age

TARGET AUDIENCE

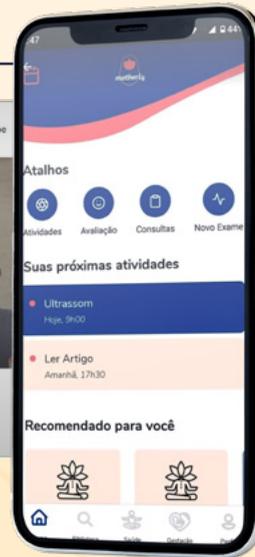
Public and social leaders

STATUS

In progress

PARTNERS

School of Medicine Foundation (Fundação Faculdade de Medicina, FFM) of the University of São Paulo (USP), Grand Challenges Canada, Psychiatry Institute of Hospital das Clínicas, Saving Brains Learning Platform, and Usina da Imaginação

**GOAL**

Support innovative initiatives that promote solutions and models that meet a child's development's main challenges in the first one thousand days of life and generate systemic and sustainable changes.

RESULTS

Three pilot projects (CanalCanoa , Brain Games, and Motherly) were tested and evaluated, with final reports (financial and progress) already written.

Regarding Motherly, an application for pregnant women aged 14 to 34 to strengthen mothers' mental health and improve parental interactions with newborns, the tool was improved in 2020 and had the participation of 71 pregnant women in the effectiveness assessment study.

The CanalCanoa project, which aimed to map and record good indigenous parenting practices for early childhood development, featured the final presentation of videos produced in communities in the region of São Gabriel da Cachoeira, in the State of Amazonas. The "Primeira Infância Indígena" ("Indigenous Early Childhood") documentary will be released In 2021.

As for Brain Games, in addition to the finalization of the report, a survey was carried out in the second half of 2020 via phone calls to check on family follow-ups amid the pandemic, considering emotional and behavioral aspects.

PARENTING

SAVING BRAINS: TRANSITION TO SCALE - BOA VISTA (STATE OF RORAIMA)

IMPACT TARGET

Provide strength to caregivers, supporting the most vulnerable families, from pregnancy until the child reaches three years of age

TARGET AUDIENCE

Public and social leaders

STATUS

In progress

PARTNERS

Inter-American Development Bank (IDB), School of Medicine Foundation (FFM) of the University of São Paulo (USP), Grand Challenges Canada, Ministry of Citizenship, and Boa Vista City Administration



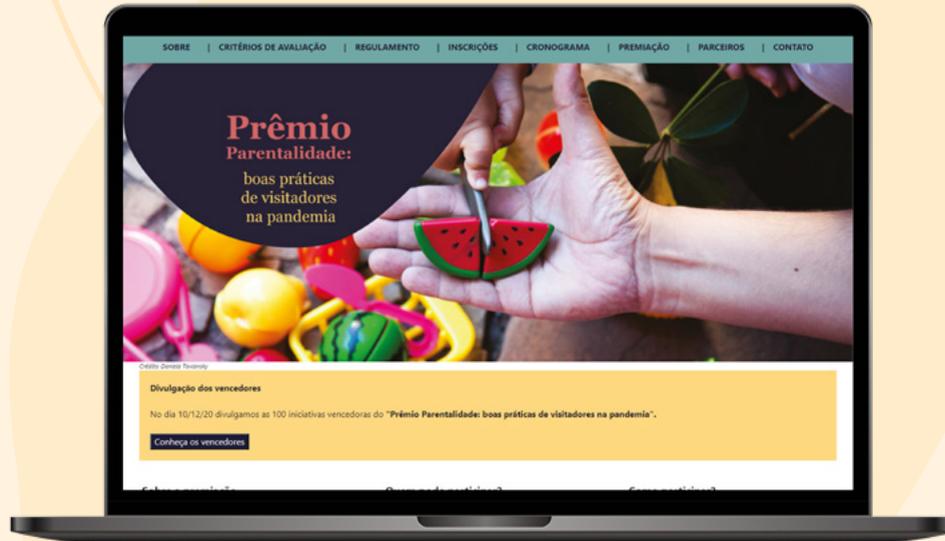
Giovani Oliveira - SEMUC/PMBV

GOAL

Support the scale implementation of innovative initiatives to promote effective solutions and models that meet the main challenges of a child's development in the first one thousand days of life and generate systemic and sustainable changes.

RESULTS

The IV Strategic Planning Monitoring Workshop was held and counted with the participation of all of the departments of the city's administration (statement of the actions carried out, challenges of the end of the administration, and impacts of the COVID-19 pandemic); reformulation of the home visitation program for remote mode (telephone and WhatsApp), allowing 2,566 families to continue to participate in the program, even in the pandemic, reaching 23,526 virtual meetings via WhatsApp. An assessment of the effectiveness of remote service is underway and will be completed in 2021.



PARENTING

PARENTING AWARD: GOOD PRACTICES ADOPTED BY HOME VISITORS IN THE PANDEMIC

IMPACT TARGET

Provide strength to caregivers, supporting the most vulnerable families, from pregnancy until the child reaches three years of age

STATUS

In progress

TARGET AUDIENCE

Public leaders and home visitors

PARTNERS

Bernard van Leer Foundation

GOAL

To identify and *value professionals from home visiting programs* who have adapted to the restrictions imposed by COVID-19 and developed good practices in child development, encouraging children and strengthening families during the pandemic.

RESULTS

Awards to 100 home visitors from 16 states in the five Brazilian regions (visitors from 18 states and the Federal District were competing), hosting two webinars (*launching the initiative and publicizing the winning practices*). In 2021, the project will continue with the systematization of the one hundred practices, which will be presented in a publication, and with the creation of three short videos with examples of practices of some of the awarded visitors who continue to be linked to the visiting programs.

The publication will include the one hundred practices, but the videos (three in total) will feature only a few visitors.

The visitors chosen will continue to be linked to visiting programs in 2021 and are from the two states with the highest number of winners, São Paulo and Ceará, and the two programs with the highest number of winners: Programa Criança Feliz and PIM.

PARENTING

CADERNETA DA CRIANÇA: FORTALEZA (STATE OF CEARÁ)

IMPACT TARGET

Provide strength to caregivers, supporting the most vulnerable families, from pregnancy until the child reaches three years of age

TARGET AUDIENCE

Public leaders and health professionals

STATUS

In progress

PARTNERS

Municipal Health Department of Fortaleza (State of CE)

GOAL

To develop strategies to foster the Child Development Monitoring Plan through the systematic use of the Child Health Handbook, and to implement tools for systematizing data related to child development of children from Fortaleza in the Child-Friendly Units (Unidades Amigas da Primeira Infância, UAPI) and the Child Development Centers (Núcleos de Desenvolvimento Infantil, NDI).

RESULTS

Online training cycles of 75 nurses and doctors, including 15 pediatricians, on using the Child Health Handbook on:

- 1 how to fill out the handbook
- 2 child development monitoring and screening, according to the guidelines in the handbook.



Daniela Toviansky

PARENTING

FUNDO DE INOVAÇÃO PARA O DESENVOLVIMENTO DA PRIMEIRA INFÂNCIA (INNOVATION FUND FOR EARLY CHILDHOOD DEVELOPMENT)

IMPACT TARGET

Provide strength to caregivers, supporting the most vulnerable families, from pregnancy until the child reaches three years of age

TARGET AUDIENCE

Social and academia leaders

STATUS

In progress

PARTNERS

Inter-American Development Bank (IDB), FEMSA Foundation, Open Society Foundations, and Porticus Latin America

GOAL

To support the design, implementation, and evaluation of innovative Brazilian initiatives regarding parenting and early childhood education, focused on development (cognitive, motor, linguistic, and socio-emotional) in the first five years of life, enabling access to new technologies adopted internationally and promoting the implementation of innovations in the country.

resources on early childhood development in the region. The Maria Cecilia Souto Vidigal Foundation supports only practices implemented in Brazil.

- Seminar "Impactos da intervenção precoce – acolhimento familiar como alternativa aos cuidados institucionais" ("Impacts of early intervention - family sheltering as an alternative to institutional care"), in partnership with the Court of Appeals of São Paulo.

RESULTS

- [Launch of the Early Childhood Development Knowledge Hub in Latin America and the Caribbean.](#) The initiative aims to promote and facilitate the exchange of knowledge and

The research to evaluate the Sheltering Family (Família Acolhedora) strategy, scheduled to be carried out in 2020, needed to be postponed due to the pandemic.



EARLY CHILDHOOD EDUCATION

DISSEMINATION OF STUDIES ON EARLY CHILDHOOD EDUCATION

IMPACT TARGET

Everyone needs to know – what a person experiences in early childhood has an impact throughout life

TARGET AUDIENCE

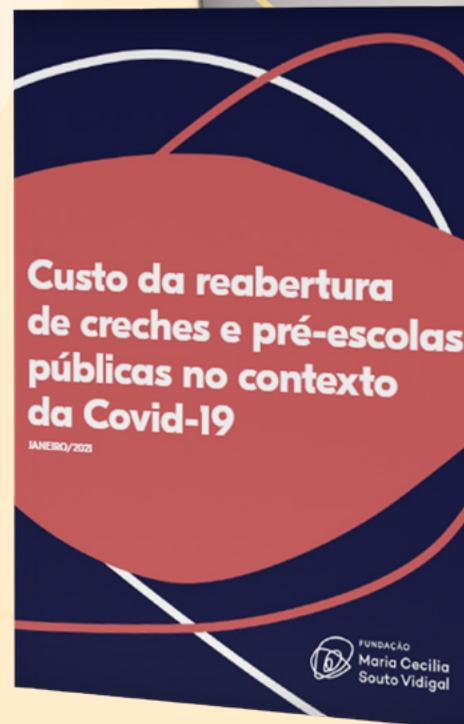
public and private sector leaders as well as social leaders, multipliers, and society as a whole

STATUS

Finished

PARTNERS

National Council of Departments of Education (CONSED), Carlos Chagas Foundation (FCC), Economic Research Institute Foundation (FIPE), Itaú Social, and National Union of Municipal Education Managers (UNDIME)



GOAL

To produce and disseminate information on the impact of experiences lived in early childhood throughout the individual's life and inform education professionals and the population about the impacts of the COVID-19 pandemic in early childhood education.

RESULTS

- Launch and dissemination of the publication *"Desafios do acesso à creche no Brasil – Subsídios para o debate"* ("Challenges of access to daycare in Brazil - Content for debate"), containing the studies "Expansão de vagas em unidades de educação infantil no Brasil" ("Increase of vacancy in early childhood education units in Brazil") and "Índice de Necessidade de Creches" ("Daycare Needs Index"). The publication was launched in August 2020 in a webinar *format*, and by the end of the year, it had 1,188 downloads.
- Development of the study *"The cost of reopening public daycares and preschools during the COVID-19 pandemic"*, published in September 2020 in the digital library of the Maria Cecília Souto Vidigal Foundation and

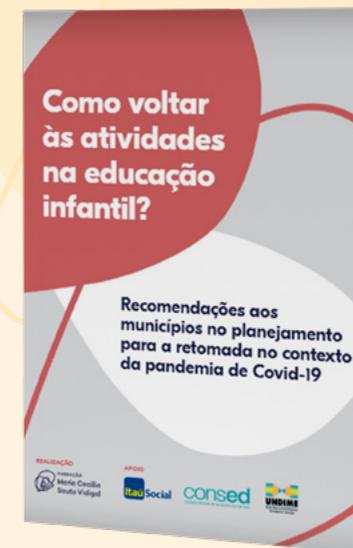
launched through a [webinar on September 24](#). At the end of 2020, the study totaled 597 downloads. The material provides an electronic spreadsheet with reliable data and estimates for planning the reopening costs of early childhood education units in the Brazilian public network. The analysis was carried out by the Institute for Economic Research Foundation (FIPE), which also developed a calculation tool that allows each network to estimate the cost of the recovery based on its data, thus obtaining information closer to the reality of one's municipality. Private schools can also benefit from the tool, calculating the costs of inputs to comply with the sanitary protocol. To base the necessary inputs for the reopening, the technical recommendations of the government of the State of São Paulo, the United Nations Children's Fund (UNICEF), and the paper ["How to return to the activities of Early Childhood](#)

[Education"](#), prepared by the Maria Cecília Souto Vidigal Foundation in partnership with UNDIME, CONSED, and Itaú Social.

- Publication of the book ["Políticas internacionais para a educação de crianças entre 0 e 3 anos no fim de 2020"](#) (["International Policies for the Education of Children between 0 and 3 years of age"](#)) at the end of 2020, by Cortez Editora, and made available for purchase. In the first half of 2021, a webinar will be held to launch the publication. In the first stage of the project, children's education policies in 12 countries were analyzed: Argentina, Peru, Colombia, Canada (province of Ontario), England, France, Spain, Denmark, Sweden, Japan, New Zealand, and Australia. In the second stage, two countries were chosen for case studies with primary data collection: Colombia, for having an integrated and intersectoral policy for early childhood, and Australia, for

having a national system for assessing the quality of early childhood education.

- Production of the publication ["How to return to activities in early childhood education?"](#) [Recommendations to municipalities for resumption of activities in the context of the COVID-19 pandemic.](#) Carried out in partnership with Itaú Social, the National Education Council (CONSED) and the National Union of Municipal Education Managers (UNDIME), and in the context of the COVID-19 pandemic, the document is a reference to support education professionals in planning the return to face-to-face activities, given the recommendations of experts in education and health and national and international bodies working on COVID-19 prevention. At the end of 2020, the publication had 8,395 downloads.
- Series of three webinars called ["Volta às Atividades na Educação Infantil: quando](#)



[e como retornar?"](#) (["Back to Activities in Early Childhood Education: when and how to return?"](#)). The webinars, lasting an hour and a half each, addressed the following topics: Regulation Issues, Health and Pedagogy, and The Portuguese Experience and the Brazilian Initiative.

EARLY CHILDHOOD EDUCATION

TRAINING: BNCC-EI

IMPACT TARGET

Daycare for those who want or need it. Preschool for all. With quality, always

TARGET AUDIENCE

Managers and professionals working in early childhood education

STATUS

In progress

PARTNERS

Instituto Reúna, Movimento Bem Maior, and National Union of Municipal Education Managers (UNDIME)



GOAL

To prepare the teams that comprise the Departments of Education of the municipalities on topics related to the Common National Curriculum for Early Childhood Education (BNCC-EI), supporting the implementation process.

RESULTS

- Creation of a set of training guidelines, through the technical partnership with the Instituto Reúna, with tools and resources to enable the training of teachers based on the assumptions of the Common National Curriculum for Early Childhood Education (BNCC-EI) and the new curricula.
- Kick-off of pilot training projects in the States of Acre, Espírito Santo, Mato Grosso, Santa Catarina, and Piauí. 849 people from 484 municipalities participated, of which approximately 680 were certified. The average of the evaluations was 4.57 on a scale of 0 to 5.

EARLY CHILDHOOD EDUCATION

THE CURRICULUM OF EARLY CHILDHOOD EDUCATION - BOA VISTA (STATE OF RORAIMA)

IMPACT TARGET

Daycare for those who want or need it. Preschool for all. With quality, always

TARGET AUDIENCE

Managers and professionals working in early childhood education

STATUS

In progress

PARTNERS

Center for Excellence and Innovation in Educational Policies (CEIPE/FGV) and Municipality of Boa Vista (State of Roraima)

**GOAL**

To provide support for developing a curriculum aligned with the Common National Curriculum of Early Childhood Education (BNCC-EI) for the municipal network of Boa Vista (State of Roraima) and to support its implementation by forming the network and monitoring the process.

RESULTS

The curriculum was developed in 2018, and the training courses were carried out throughout 2019. The project was completed in January 2020, during the pedagogical week of the Boa Vista Municipal Department of Education, with one last training session. For 2021, the plan is to publish a document with the systematization of all the experience and methodologies of curriculum development and implementation. It is hoped that the document will serve as an inspiration for other municipalities in carrying out similar processes.

EARLY CHILDHOOD EDUCATION

THE CURRICULUM OF EARLY CHILDHOOD EDUCATION: SOBRAL (STATE OF CEARÁ)

IMPACT TARGET

Daycare for those who want or need it. Preschool for all. With quality, always

TARGET AUDIENCE

Managers and professionals working in early childhood education

STATUS

In progress

PARTNERS

Teaching School "Escola de Formação Permanente do Magistério e Gestão Educacional (ESFAPEGE)", Sobral City Hall (State of Ceará), Municipal Department of Education

GOAL

Develop the curriculum for early childhood education aligned with the Common National Curriculum (BNCC) and the expectations and recent achievements of the municipal network of Sobral (State of Ceará).

RESULT:

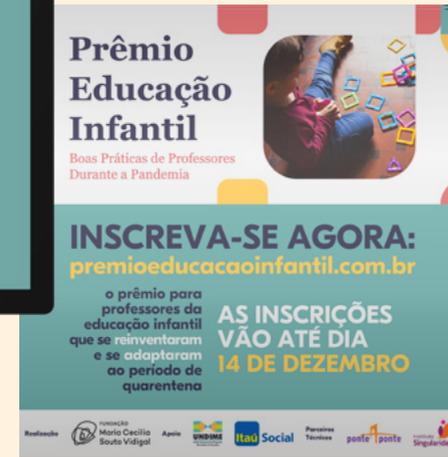
The **curriculum** was launched at the beginning of the 2020 school year, in January, after being created based on the work of a group of professionals from the Municipal Department of Education and the education network, with teachers and principals representatives, in addition to the participation of families and children themselves. In the drafting process — which was consulted by the specialist in early childhood education, Marisa

Ferreira — the document was sent for public consultation.

To support the dissemination and implementation of the document, the Maria Cecilia Souto Vidigal Foundation conducted cascading training with the main Municipal Department of Education stakeholders. Between April and July 2020, technicians, coordinators, and teachers of the network participated in virtual meetings due to the pandemic. They were prepared to disseminate the learning with the other members of the network. As a result, the Municipal Department of Education created the first training workgroup, focusing on the principals of early childhood education.

The project is in the implementation phase of teacher training.





EARLY CHILDHOOD EDUCATION

EARLY CHILDHOOD EDUCATION AWARD: GOOD TEACHING PRACTICES DURING THE PANDEMIC

IMPACT TARGET

Daycare for those who want or need it. Preschool for all. With quality, always

TARGET AUDIENCE

Early childhood public education teachers

STATUS

In progress

PARTNERS

Instituto Singularidades, Itaú Social, ponteAponte, and the National Union of Municipal Education Managers (UNDIME)

GOAL

To reward good practices of early childhood teachers in the pandemic, aiming to value early childhood education and recognize the importance of professionals in this area, strengthening their identity, in addition to highlighting the good practices that are being carried out with children and their families in the challenging context of the COVID-19 pandemic.

One hundred teachers with the best practices will be awarded a monetary prize and a course related to the implementation of BNCC-EI.

RESULT:

The call for tenders for the [Early Childhood Education Award](#) was launched through a [webinar](#) in November 2020, with three selection phases. More than 700 registrations were made in the initial phase, with professionals from all 26 States of the country.

ASSESSMENT

QUALITY ASSESSMENT OF EARLY CHILDHOOD EDUCATION: CITIES OF SÃO PAULO (STATE OF SÃO PAULO) AND SOBRAL (STATE OF CEARÁ)

IMPACT TARGET

Early childhood assessment – that which cannot be measured cannot be improved

TARGET AUDIENCE

Managers and professionals working in early childhood education

STATUS

Finished

PARTNERS

Laboratory for Studies and Research in Social Economy (LEPES), São Paulo City Administration, and Sobral City Administration

GOAL

To support public education networks with diagnoses that measure the environment's quality and the development of children's learning in early childhood education.

RESULTS

In 2020, the municipal education networks' returns of the assessments that took place in the previous year were completed. The project was carried out by applying the *Measuring Early Learning and Quality Outcomes* (MELQO) tool in Sobral. **The Assessment Scale for Environments Dedicated to Early Childhood** (Escala de Avaliação de Ambientes Dedicados à Primeira Infância, EAPI) was in São Paulo, which is one of the



Fernando Marinho

MELQO modules that provide for the analysis of the quality of early childhood education environments.

The activities carried out by LEPES in 2019 included the collection of data from 40 public and affiliated early childhood education institutions in Sobral, with the support of 669 teachers, and more than 180 institutions in São Paulo, with the participation of 228 teachers.

The survey's returns took place in person in Sobral in March 2020 and online in São Paulo in December. The interpretation of the findings will serve as a basis to subsidize policies and actions of the municipal Departments of Education and promote reflections on the improvement of the pedagogical practice in the daycare and preschool units.

ASSESSMENT

NATIONAL QUALITY ASSESSMENT OF EARLY CHILDHOOD EDUCATION

IMPACT TARGET

Early childhood assessment: that which cannot be measured cannot be improved

TARGET AUDIENCE

Municipal Early Childhood Education Managers

STATUS

In progress

PARTNERS

Fundação Itaú Social, Instituto Bem Maior, Laboratory for Studies and Research in Social Economics (LEPES) at USP-Ribeirão Preto, city halls, municipal Departments of Education and universities in the following cities: Fortaleza (State of Ceará), Suzano (State of São Paulo), Goiânia (State of Goiás), Belo Horizonte (State of Minas Gerais), Manaus (state fo Manaus), Porto Alegre (State of Rio Grande do Sul) and Boa Vista (State of Roraima)

GOAL

To assess the learning environments and opportunities offered in daycare centers and preschools to provide municipal managers with a panorama of local early childhood education and inspire public policies in the segment in other regions. The ultimate goal is to transfer technology to the municipal Departments of Education to implement their systems for assessing and monitoring early childhood education.

RESULTS

Expected to be carried out in 12 municipalities, the initiative needed to be revised due to the pandemic and the consequent closure of educational units. Thus, in 2020, awareness-raising and partnering activities were carried out with seven municipalities, followed by *workshops* to present the method to



Lalo de Almeida

local technical teams and activities to improve data collection and analysis tools.

Groups of researchers were also mobilized in each location to do the assessment. The seven municipalities with which technical cooperation agreements were signed are: Fortaleza (State of Ceará), Suzano (State of São Paulo), Goiânia (State of Goiás), Belo Horizonte (State of Minas Gerais), Manaus (State of Amazonas), Porto Alegre (State

of Rio Grande do Sul) and Boa Vista (State of Roraima).

The field survey will be carried out in 12 municipalities when the academic units reopen. It is necessary to have face-to-face activities in schools for the tools to be applied. Because of the municipal management change, a renegotiation process will be carried out in 2021 with the seven municipalities involved in the project in 2020 and an agreement with five other new municipalities.

ASSESSMENT

SURVEY "GESTANTES E MÃES DE FORTALEZA" ("PREGNANT WOMEN AND MOTHERS OF FORTALEZA")

IMPACT TARGET

Early childhood assessment – that which cannot be measured cannot be improved

TARGET AUDIENCE

Pregnant women and mothers of young children

STATUS

In progress

PARTNERS

Federal University of Ceará (UFC)

GOAL

To assess maternal mental health, child development, and the impact of the COVID-19 pandemic on parenting, Fortaleza (State of Ceará).

RESULTS

During the peak of the first wave of COVID-19 in Fortaleza, the Maria Cecilia Souto Vidigal Foundation supported the Federal University of Ceará (UFC), through the Foundation for Support to Technical Services, Teaching and Research Promotion (Fundação ASTEF), in the conduct of unprecedented research, coordinated by Dr. Márcia Machado and Dr. Márcia Castro. An online assessment was carried out with pregnant



Julio Cesar de Almeida da Silva

women and mothers of young children about maternal and child mental health concerning the pandemic and social distance in Fortaleza. The study sought to understand these women's feelings and perceptions, assessing the prevalence of somatic and depressive symptoms.

In a second stage, the survey will accompany them in the post-social distance phase to identify how pregnant women practice self-care and interact with their children. For this, in the second half of 2020, an extension of the research was signed with the UFC. The university will monitor the children's first year of life with more detailed assessments at 3 months, 6 months, and 12 months.

ASSESSMENT

IMPACT ASSESSMENT OF THE CRIANÇA FELIZ PROGRAM

IMPACT TARGET

Early childhood assessment – that which cannot be measured cannot be improved

TARGET AUDIENCE

Public and social leaders

STATUS

In progress

PARTNERS

Itaú Social, Ministry of Citizenship, United Nations Development Program (UNDP), and Federal University of Pelotas (UFPel)



GOAL

To assess the impact of the federal government's Criança Feliz Program on strengthening parenthood and the development of children up to 3 years old, divided into two groups: those served by the program (treatment group) and those who have not had contact with the program (control group).

RESULTS

A booklet was published about the federal government's home visiting program, which brings together the [impact assessment's baseline results](#). The data were presented at a seminar held by the Ministry of Citizenship.

Due to the pandemic, the face-to-face data collection

activities of the study had to be canceled. The researchers carried out activities for the production and dissemination of knowledge, including the publication of scientific articles, with information from the baseline assessment on child development, epidemiology of maternal depression, and children's vaccination status.

A remote assessment was also carried out with home visitors and municipal coordinators, responsible for the program at the Social Assistance Reference Centers (Centros de Referência de Assistência Social, CRAS), and two surveys with families (via phone calls) on family routines, parenting, and aspects of the pandemic. The first survey included 2,637 families, and the second 1,701 families. Both involved 30 cities in the six states participating in the program's impact assessment survey: Bahia, Ceará, Goiás, Pará, Pernambuco, and São Paulo.

IMPACT ASSESSMENT OF THE PRIMEIRA INFÂNCIA MELHOR PROGRAM

ASSESSMENT

IMPACT TARGET

TARGET AUDIENCE

STATUS

PARTNERS

Early childhood assessment – that which cannot be measured cannot be improved

Public and social leaders

In progress

Fundação Getulio Vargas (FGV Clear - Center for Learning on Evaluation and Results for Brazil and Lusophone Africa) and the Department of Health of the State of Rio Grande do Sul

GOAL

To evaluate the Primeira Infância Melhor (PIM) Program, developed and implemented by the government of the State of Rio Grande do Sul, with indicators on child development and parenting affected (or not) by the initiative, through intervention and control groups.

RESULTS

Due to the pandemic, the program's impact study's evaluations had to be postponed, as they involved face-to-face activities. However, because of the suspension of home visits, the researchers supported PIM



Daniela Toviansky

in developing remote strategies for maintaining activities with families. Thus, the municipalities participating in the survey were monitored to map the status of the program's offer during the pandemic.

The PIM Program Theory of Change was also built, with activities carried out remotely. It will serve as an important tool for managing the program, which is re-discussing processes and will guide the review of the monitoring tools and indicators used to monitor the intervention.

Finally, planning for remote data collection was carried out, and that will take place in 2021.

MONITORING SYSTEM FOR EARLY CHILDHOOD EDUCATION: BOA VISTA (STATE OF RORAIMA)

ASSESSMENT

IMPACT TARGET

Early childhood assessment – that which cannot be measured cannot be improved

TARGET AUDIENCE

Early Childhood Education Managers

STATUS

Finished

PARTNERS

Center for Excellence and Innovation in Educational Policies (CEIPE), Laboratory for Studies and Research in Social Economics (LEPES), and Boa Vista City Administration

GOAL

To assess the quality of the environment and learning of all preschools in Boa Vista (State of Roraima).

RESULTS

Delivery of a quality monitoring system for early childhood education in the municipality developed based on data collected in 2018 in the survey carried out by the Maria Cecilia Souto Vidigal Foundation and by the municipal Department of Education with all preschools in Boa Vista.



The *Measuring Early Learning Environments and Outcomes (MELOO)* technology transfer process also continued, adapted to the local reality.

The information was organized to allow network managers to make decisions regarding their policies for early childhood education in a competent manner, such as those related to the curriculum's implementation, improvement of continuing teacher education, improvement of school equipment, and programs targeting.

ASSESSMENT	IMPACT TARGET	TARGET AUDIENCE	STATUS	PARTNERS
<h2>SURVEY ON COVID-19 AND THE CLOSURE OF SCHOOLS</h2>	<p>Early childhood assessment – that which cannot be measured cannot be improved</p>	<p>Municipal managers of early childhood education</p>	<p>In progress</p>	<p>City of Sobral (State of Ceará) and Federal University of Rio de Janeiro (UFRJ)</p>

GOAL

To analyze the impacts of the pandemic and the closure of early childhood education units on children's development and to understand the measures adopted by schools to welcome teachers, children and their families, as well as the challenges and strategies for the reopening of schools.

RESULTS

Surveyed the public network of Sobral and private schools in Rio de Janeiro (private and affiliated), in which were verified: (i) the strategies adopted by the network and schools to support children

and families during the school closures due to the COVID-19 pandemic; (ii) the network's strategies and challenges for the reopening of schools; (iii) the effects of school closures and confinement/quarantine on children's well-being (nutrition, routine, and mental health) and development.

In Rio de Janeiro, data were collected from a sample of 18 private schools through questionnaires sent to the teachers, principals, and parents/guardians of the children. The survey obtained nine responses from principals and 74 from teachers, equivalent to 50% of the expected sample. The rate of respondents in the

responsive group represents 14% of the expected, comprising 98 responses.

In Sobral, data were collected from a sample of 41 public schools, with questionnaires sent to principals, teachers, and parents/guardians. The groups' response rate included 40 responses from principals, 172 from preschool teachers, and 68 from daycare teachers, totaling 98%, 91%, and 35% of the expected response rate. Data collection with parents and guardians of the preschool reached a response rate of 531, representing 78% of the sample.

The second part of the survey consists of trying to make new



contact with those who did not answer the questionnaire in both municipalities and start collecting data in the field with the children. This action is dependent upon the return of face-to-face activities in early childhood education.



COMMUNICATION

BEHAVIOR CHANGE SURVEY

IMPACT TARGET

Everyone needs to know – what a person experiences in early childhood has an impact throughout life

TARGET AUDIENCE

Public and private sector leaders, educators, caregivers, media professionals, and childhood activists

STATUS

In progress

PARTNERS

Porticus América Latina

GOAL

To investigate what people responsible for the care of children between 0 and 3 years of age are like and act in different situations. Based on the results, write a white paper that will include experts' comments to deepen the surveyed topics.

RESULTS

Publication and dissemination of the *Primeiríssima Infância survey – interactions: Behavior of parents and caregivers of children from 0 to 3 years of age*, carried out by consultancy firm Kantar in December 2019 (before the COVID-19 pandemic), in partnership with Porticus Latin America. A thousand people from all over Brazil, between 16 and 65, participated in this survey, representing socioeconomic classes A, B, C, and D.

The results were presented in January 2020 and, subsequently, deepened by considerations from consultancy firm Conhecimento Social, which



specializes in child development, and by a team of professionals with recognized experience in the fields of interest of the survey—pediatrics, psychology, communication, and economics.

The content of the publication and related discussions cover everything from the requirements of first care to the configuration of support networks, including the myth of maternal love, the rise of the new father, and the importance of fostering training for parenting.

The expectation is that the publication will inspire the target audiences and help build bridges and paths for children's development in their early years and, consequently, throughout their lives.

In 2021, the results of the second phase of the survey regarding the behavior of parents and guardians of children from 0 to 3 years old during the first year of the pandemic will be published.



COMMUNICATION

PRIVATE SECTOR LEADERS

IMPACT TARGET

Everyone needs to know – what a person experiences in early childhood has an impact throughout life

TARGET AUDIENCE

Private sector leaders

STATUS

In progress

PARTNERS

Editora Globo, Great Place to Work (GPTW), *Marie Claire* magazine, and United Way

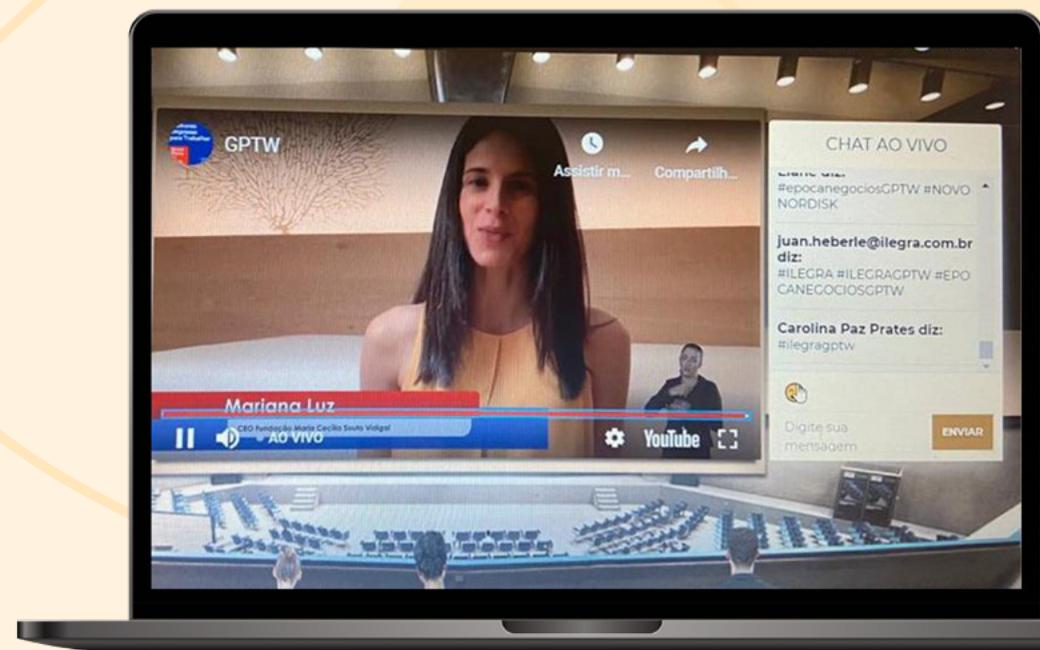
GOAL

To bring awareness to private sector leaders and mobilize them about the importance of investing in early childhood and creating policies to support families in the work environment.

RESULTS

- For the second consecutive year, the Best Companies in Early Childhood Care were presented, rewarding five companies and placing this phase of life in the private sector spotlight. The winning organizations — Cisco, Johnson &

Johnson, Vivo, Takeda, and Santander Brasil, in that order — were announced during the 24th edition of the *Melhores Empresas para Trabalhar* Award (Best Companies to Work Award), held in partnership with Editora Globo and GPTW. Publishing house Editora Globo, through its *Época Negócios* magazine, publishes the yearbook *150 Melhores Empresas para Trabalhar* (The 150 Best Companies to Work For). This second edition of the early childhood ranking had 97 companies registered. Early childhood was also highlighted in the





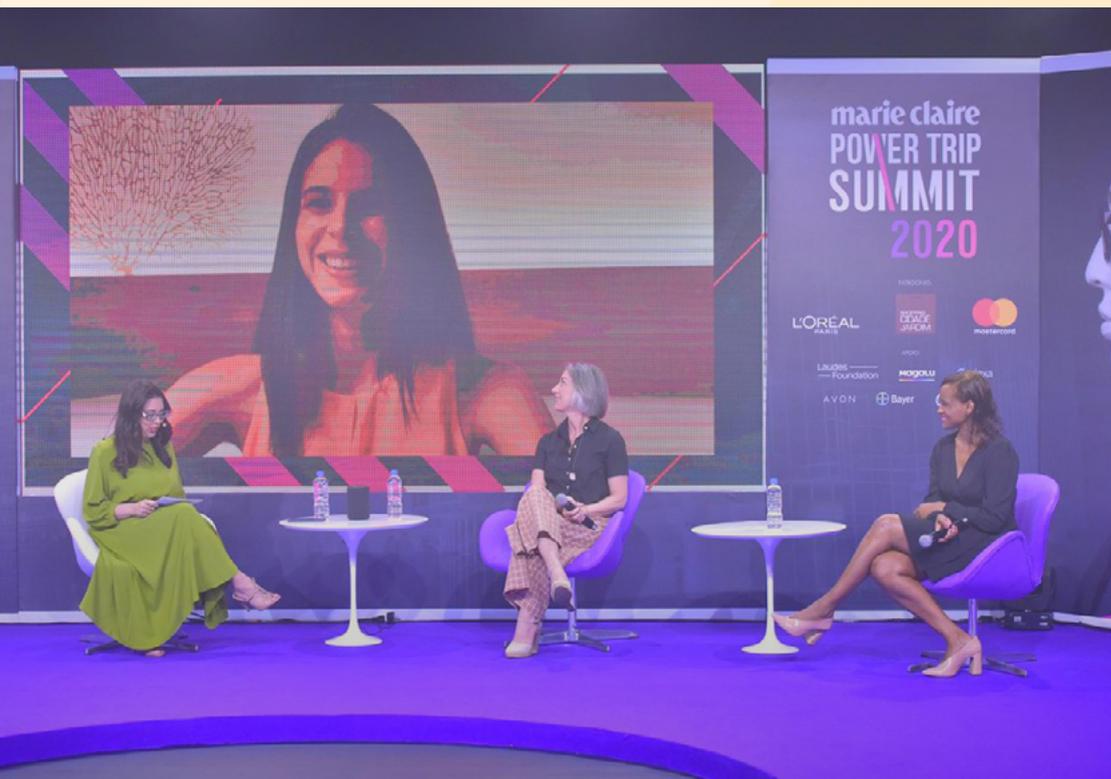
yearbook and the online award ceremony, which had more than 32 thousand hits during the broadcast. The partnership resulted in a report published on the *Época Negócios* website about how the experience of isolation intensified the need for companies to

rethink early childhood care practices, with over 57,000 views, and in a double-page article titled “Vale a pena cuidar da primeira infância” (“It is worth taking care of early childhood”), in the *As 150 Melhores Empresas para Trabalhar* yearbook, launched in November.

- Participation in the Power Trip Summit Marie Claire 2020, the most prominent female leadership event in the country, with more than 80 CEOs and 400 female leaders. Mariana Luz, CEO of the Maria Cecilia Souto Vidigal Foundation, debated the role of companies in early childhood care alongside Vera Iaconelli, a psychoanalyst with a Ph.D. in Psychology from the University of São Paulo (USP), and Paola Deodoro, *Marie Claire’s* senior beauty editor. The debate was mediated by Daniela Tófoli, editorial director of Editora Globo’s women’s brands. The Foundation sent 80 *Cadernos Globo – Primeira Infância* with a letter to CEOs and female leaders. A video about the importance of conversation and interaction

in early childhood was shown at the debate’s opening. Finally, the partnership resulted in the publication of an article on the *Marie Claire* website on early childhood as a priority for companies, as well as another article on the importance of managers and leaders in the business sector investing in early childhood, in addition to five posts on the topic in the magazine’s social networks.

- Support for the development, in partnership with United Way, of an online platform for promoting early childhood in companies. The initiative will bring together more than 600 references and good practices to be adopted by companies and be used to highlight their benefits and results. The launch is scheduled for 2021.



Divulgação/Editora Globo



COMMUNICATION

PRESS TRAINING

IMPACT TARGET

Everyone needs to know: what a person experiences in early childhood has an impact throughout life

TARGET AUDIENCE

Public and private sector leaders as well as social leaders, multipliers, and society as a whole

STATUS

In progress

PARTNERS

Énois and Porticus Latin America



GOAL

- Make the press sensitive to and aware of early childhood importance through meetings with experts, online events, and training programs.
- Bring awareness to the press and train them to cover the 2020 municipal elections.
- Offer information on Brazilian children's situation and expand the debate on access and quality of services offered by municipalities for families with children in early childhood, especially the most vulnerable ones.
- Train and support community journalists.

RESULTS

- Administered the course "*Primeira Infância Primeiro – Jornalismo & Eleições,*" which aimed to raise awareness and provide tools for the press to cover municipal elections through the lens of early childhood. There were four online meetings attended by 35 journalists from the five regions of the country and the teachers and specialists who taught the course. Debates with guest journalists complemented the lectures.
- To diversify coverage and expand reach, the Maria Cecilia Souto Vidigal Foundation and Porticus Latin America supported the course "*Journalism and Territory - training on early childhood issues*

for local journalists and communicators," promoted by Énois. This laboratory works to boost diversity and representativeness in journalism. There were 30 hours of training, divided into ten meetings, with 114 mapped media outlets (from 14 states) and 80 trained community journalists (out of 340 journalists who registered). Professionals from impoverished communities from São Paulo, Rio de Janeiro, and all states in the North and Northeast regions participated in the training. It was the first journalism course for more than half of the participants. In the end, 24 articles were produced in different formats (blog posts, videos, podcasts, printed zine, and audio for WhatsApp) on topics such as lack of space for leisure and sport, education for children with disabilities during the pandemic, the mental health of mothers, immigrant children, environmental racism and the impact on early childhood, informal



employment of young people in the pandemic, and right to play. The distribution of the content was done via local outlets and local initiatives.

- Internally, the Maria Cecilia Souto Vidigal Foundation proposed a welcoming chat with journalist fellows who are mothers about the challenges of reconciling motherhood and work in times of a pandemic. Two meetings were held, one in July and the other in August 2020, with approximately ten journalists.
- Constant press coverage on the Maria Cecilia Souto Vidigal Foundation's priority topics — early childhood education and parenting. In all, the Foundation was involved in the publication of 1,226 articles and 84 interviews and in the broadcast of seven news segments in influential communication outlets in the country.

ARTICLES

["Que herança deixaremos às próximas gerações?" \("What](#)

[legacy will we leave for the next generations?"\)](#)

January 13, 2020

["Davos – a criança \(não\) estava lá" \("Davos - the child was \(not\) there"\)](#)

January 30, 2020

["É tempo de cuidar bem de todos" \("It's time to take good care of everyone"\)](#)

April 10, 2020

["Mantra de que pessoas são diferencial precisa ser provado na crise" \("Mantra that people are a differentiator needs to be proven in the crisis"\)](#)

April 19, 2020

["Eleja as crianças" \("Elect the children"\)](#)

November 9, 2020

["Diferença que faz aprender" \("A difference that makes learning possible"\)](#)

December 10, 2020

["Para reabrir as escolas em 2021 é preciso agir agora" \("To reopen schools in 2021, the time to act is now"\)](#)

December 30, 2020

NEWS SEGMENTS

Study "Impactos Estratégia Saúde Família" (Impact Strategy Health Family)

["Mortalidade infantil caiu mais rápido em municípios que implantaram a saúde da família do SUS, diz estudo" \(Child mortality fell faster in municipalities that implemented universal family healthcare, says study\)](#)

March 10, 2020

Study "Desafio do acesso às creches no Brasil" (The challenge of access to daycare centers in Brazil)

["1,3 milhão de crianças necessitam de vagas em creches no estado de São Paulo" \(1.3 million children need a spot in daycare centers in the State of São Paulo\)](#)

August 25, 2020

Study "Custos da Reabertura" (The Costs of Reopening)

["Entenda os custos da volta às aulas aos cofres públicos" \(Understand the costs to the government of going back to school"\)](#)

September 27, 2020

Plataforma Primeira Infância Primeiro (Early Childhood First Platform)

["Capitais com mais gravidez na adolescência têm menor cobertura de creche" \(Capital cities with more teenage pregnancies have less daycare coverage\)](#)

September 3, 2020

Study "Repercussões da Pandemia de COVID no Desenvolvimento Infantil" (Repercussions of the COVID Pandemic on Child Development)

["NCPI lança relatório sobre os impactos da pandemia nas crianças" \(NCPI launches report on the impacts of the pandemic on children\)](#)

June 9, 2020

Nenê do Zap

["Nenê do Zap' leva dicas que estimulam conversas e interações entre adultos e crianças na quarentena" \("Nenê do Zap' offers tips that foster conversations and interactions between adults and children in the quarantine"\)](#)

May 23, 2020

COMMUNICATION

DIGITAL COMMUNICATION

IMPACT TARGET

Everyone needs to know – what a person experiences in early childhood has an impact throughout life

TARGET AUDIENCE

Society, public and private sector leaders, social leaders, researchers, and academia

STATUS

On-going

PARTNERS

Itaú Social, Porticus Latin America, Brazilian Society of Pediatrics (SBP), and TempoJunto

GOAL

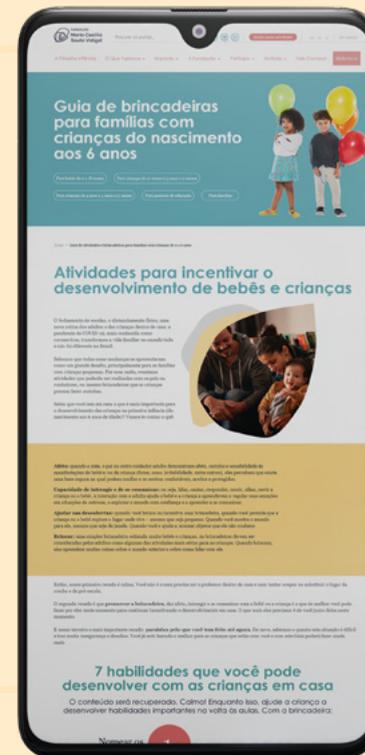
disseminate the cause of early childhood through the Foundation's digital channels to create a dialogue with different communities and share projects, initiatives, and publications of the Foundation on the topic.

RESULTS

SITE
Due to the pandemic, the world went online, and the Maria Cecilia Souto Vidigal Foundation's work in the digital environment intensified significantly throughout the year. A special page on [Coronavirus & Early Childhood](#)

was created to meet the demand for information about COVID-19 and to help families, public managers, and professionals working in early childhood health and education deal with the challenges imposed by social distancing.

A [booklet about games and activities](#) for families to do at home during the pandemic was also published in partnership with Itaú Social and the Brazilian Society of Pediatrics (SBP) and was produced by [TempoJunto](#). With suggestions divided by age group and aligned with the [fields of experience](#) proposed by the Brazilian curricular standards known as the Base Nacional



Comum Curricular (BNCC) for early childhood education, the material aimed to offer parents and caregivers tools to continue encouraging the development of their children during the closing of schools.

The Foundation's website also had two other special thematic pages: one dedicated to the [30th anniversary of Brazil's Child and Adolescent Act \(Estatuto da Criança e do Adolescente, ECA\)](#) and another on the launch of the documentary ["O Começo da Vida 2 – Lá Fora,"](#) which gathered information on the importance of a life of greater connection with nature for children and society as a whole.

These actions, plus to a greater presence of the Foundation on social media, new content published in the library, and the curatorship by Radar da Primeira Infância (*newsletter*, news, events, and information on the first six years of a child's life), resulted in a considerable audience growth: 166% on page views and 149% in the number of users, compared to 2019.

LIBRARY

In addition to offering new materials on early childhood education, parenting, neuroscience, legislation, good practices, and other topics related to early childhood, the digital library available on the Maria Cecília Souto Vidigal Foundation website was also



dedicated to gathering content in different formats, such as books, articles, and brochures on the new coronavirus and the impacts of the pandemic on children and their families. Altogether, the publications accounted for more than 110,000 *downloads*, an increase of 237% in relation to the previous year.

SOCIAL NETWORKS

On Facebook, the webinars held since the beginning of the pandemic achieved great prominence, attracting new audiences and increasing the engagement of the Maria Cecília Souto Vidigal Foundation page. In all, there were 14 virtual meetings, which together totaled more than 175,000 views.

The profile on Instagram has become an important channel for disseminating information about early childhood and interacting with different audiences and social organizations. The Foundation's greater presence on Instagram was reflected in the number of followers, closing the year with almost 20,000 followers—an increase of 270% during 2020.

On LinkedIn, the increase in the number of followers was 75%. Our YouTube channel now has 21,600 subscribers, more than 6,000 new followers throughout the year, representing a 178% growth compared to the previous year. The videos totaled more than 475,000 views—an increase of 110% in the number of impressions.

COMMUNICATION CAMPAIGN – NENÊ DO ZAP

COMMUNICATION

IMPACT TARGET

Everyone needs to know – what a person experiences in early childhood has an impact throughout life

TARGET AUDIENCE

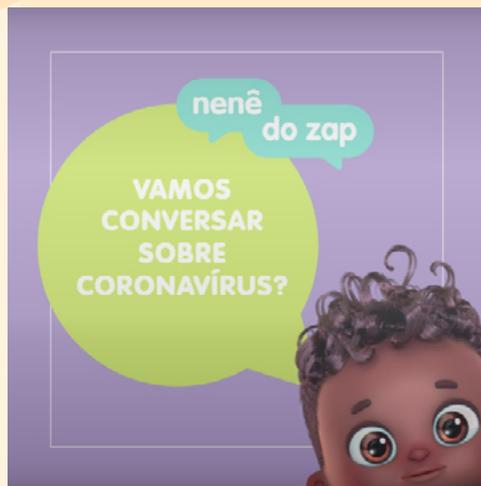
Society, and public, private, and social leaders

STATUS

In progress

PARTNERS

United Nations Educational, Scientific and Cultural Organization (UNESCO), Porticus Latin America, and Ultragaz



GOAL

Make the public sensitive to and aware of the importance of the development of children from birth to 6 years of age through a communication campaign that addresses the topic simply and lightly, in a scalable format, bringing information about the importance of interaction with the child since the first days of life, primarily through conversation.

RESULTS

- The Nenê do Zap campaign was created and developed in 2019 and launched in 2020. Nenê is a character who sends information and conversation tips in a didactic and fun way, assisting parents and caregivers in stimulating and interacting with children up to 6 years old. The information is sent weekly via bot technology (automatic interaction robot) to all people who accept to interact with Nenê do
- Zap. Throughout the year, a database was built with 23,000 registrations and 9,000 active users by December 2020.
- Provision of an aggregator site, with content shared on social media and divided into four categories accessible to the general public: health and safety, play, growing well, and Nenê do Zap books.
- Due to the pandemic, Nenê do Zap's conversation strategy with the public was

reimagined. It started to send messages about early childhood and information about the coronavirus to help parents and caregivers of young children. The books *"Vamos conversar sobre coronavírus?"* and *"E agora?" ("Shall we talk about coronavirus?" and "Now what?)"* were also launched to meet this objective. Both contained questions and answers about coronavirus, and were created in partnership with UNESCO Brazil. They also had almost one million copies distributed in nine municipalities and through partnerships with Ultragaz, United Way, and IPREDE. On social media, specialists from different areas, such as Alexandre Coimbra, Ana Escobar, Patrícia Marinho, Daniel Becker, Marcelo Otsuka, and Bianca Sollero, recorded videos to inform families about COVID-19.

- Production of a [monthly column](#) in the newspaper

Maré de Notícias, from the organization Redes da Maré, sharing tips with more than 140,000 families living in the Complexo da Maré neighborhood (a low-income informal neighborhood), in Rio de Janeiro.

- Launch of "Nenê do Rap," a series with three conscious hip hop lyrics, produced alongside MC Nego Bala and poets Luz Ribeiro and Kimani, to fight *fake coronavirus news* and foster early childhood. Also, we participated in the podcast *"Se Liga, Mãe,"* by Jovem Pan radio station, and in the quick segments of the show *"Mãe Sem Manual,"* by Rita Lisauskas, in the *Estadão* news outlet.
- Online chat about the importance of conversation and interaction in early childhood with pediatrician Ana Escobar, psychologist Fernanda Lopes, and actors Bruno Gagliasso and Dira Paes. The event also included Marlova Noleto, director of

UNESCO Brazil, and Marina Luz, CEO of the Maria Cecilia Souto Vidigal Foundation.

- In August, the [video broadcast of Nenê do Zap](#) started with Dra. Ana Escobar in the commercial breaks of TV Globo's programming. The film aims to fight the misinformation that babies do not catch COVID-19 and explain the necessary care for this portion of the population in the pandemic context.

- Broadcasting of the video *"Conversa Boa Vem de Berço"* in the commercial intervals of TV Globo. Over 30 seconds, the film invites mothers, fathers, and caregivers of children in early childhood to talk to them. Aired between March 22 and April 10, 2020, the video highlights the importance of positive interactions during early childhood for children's cognitive and socioemotional development.



COMMUNICATION

FIRST YEARS SERIES

IMPACT TARGET

Everyone needs to know – what a person experiences in early childhood has an impact throughout life

TARGET AUDIENCE

Society, and public, private, and social leaders

STATUS

In progress

PARTNERS

Roberto Marinho Foundation and Porticus Latin America



Ana Paula Paiva

GOAL

Disseminate information and produce content that expands knowledge and transforms practices in early childhood care, based on stories about child development, under the eyes of young filmmakers trained by the Roberto Marinho Foundation's Geração Futura (Future Generation) Program.

RESULTS

The call for tenders included more than 100 proposals submitted by young, independent filmmakers from all country regions, who were trained by the Roberto Marinho Foundation's Geração Futura program. Twenty scripts were selected to produce 15-minute mini-docs that will be shown on Canal Futura and used in other awareness-raising activities. Production was delayed due to the COVID-19 pandemic and is expected to resume in 2021.

INSTITUTIONAL RELATIONS

ADVOCACY

IMPACT TARGET

Everyone needs to know – what a person experiences in early childhood has an impact throughout life

TARGET AUDIENCE

Society, public and private sector leaders, social leaders, researchers, and academia

STATUS

On-going

PARTNERS

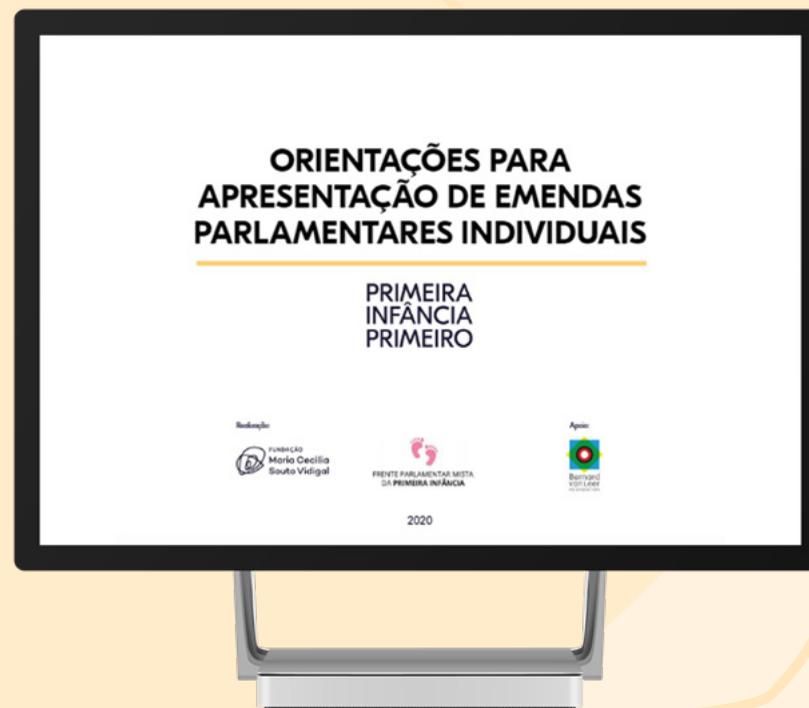
Mixed Parliamentary Front for Early Childhood and Bernard van Leer Foundation

GOAL

Coordinate with organizations engaged in childhood and engage with political actors to ensure the advancement of the early childhood agenda in Brazil.

RESULTS

- Creation of the First Childhood Coalition in the National Congress, with other organizations working for the cause.
- Technical support to parliamentarians on reorganizing the school calendar (Law 14040, enacted on 8/18/2020).
- Identification of the actual demand for daycare spots (Bill 2228/2020).
- Influence the approval of Constitutional Amendment 108,



enacted on 8/26/2020, which turned the Fund for Maintenance and Development of Basic Education and Valorization of Education Professionals (Fundo de Manutenção e Desenvolvimento da Educação Básica e de Valorização dos Profissionais da Educação, FUNDEB) into a permanent mechanism and the resulting regulation of the Fund (Law 14113, enacted on 12/25/2020).

- Creation of the *Individual Parliamentary Amendments Guide* with 18 suggestions for amendments related to early childhood. Work carried out in partnership with the Mixed Parliamentary Front for Early Childhood and the Bernard van Leer Foundation.

INSTITUTIONAL RELATIONS

ELECTIONS | PRIMEIRA INFÂNCIA PRIMEIRO IN MUNICIPALITIES

IMPACT TARGET

Everyone needs to know – what a person experiences in early childhood has an impact throughout life

TARGET AUDIENCE

Society, public and private sector leaders, social leaders, researchers, and academia

STATUS

In progress

PARTNERS

ANDI - Communication and Rights, Association of Education Journalists (Jeduca), Center for Public Leadership (CLP), National Front for Early Childhood, and National Network for Early Childhood (Rede Nacional Primeira Infância, RNPI)



GOAL:

- Bring awareness to candidates running for mayor about early childhood and insert the topic on the agenda of municipal elections and government plans.
- Educate voters about early childhood through the training of journalists, the promotion of regional debates, and communication campaigns aimed at civil society.
- Provide tools for newly elected municipal managers

to include quality early childhood proposals in their work plans and prioritize children in budgets.

RESULTS

- Event "*Primeira Infância na Agenda Eleitoral: desafios e perspectivas de soluções*" ("Early Childhood on the Electoral Agenda: challenges and prospects for solutions"), in partnership with the Center for Public Leadership (CLP) and support from the Mixed Parliamentary Front for Early Childhood and the National Early Childhood

Network (RNPI), with the participation of several party political foundations. The material "*Primeira Infância Primeiro: por que as crianças de até six anos devem ser prioridade nos planos de governo*" ("*Early Childhood First: why children up to 6 years old should be a priority in government plans*") was

launched at the event to inform party leaders about the cause of early childhood and, consequently, educate pre-candidates. To help party political foundations inform their pre-candidates, a letter was drawn up with nine recommendations regarding the main municipal policies aligned with early childhood. This letter was distributed to party political foundations to be sent to candidates as a suggestion to be included in their government plans.

- Launch of the *Primeira Infância Primeiro* platform during a webinar with Marcos Silveira, executive director of Datapedia; Humberto Dantas, head



of education at CLP; Heloisa Oliveira, director of Institutional Relations at the Maria Cecilia Souto Vidigal Foundation; and Mariana Luz, CEO of the Foundation. The objective of the platform in the electoral cycle was to provide information about all municipalities to the candidates so that early childhood was a topic in the 2020 elections, in addition to raising awareness and mobilizing society through a set of indicators that give an overview of early childhood care in 5,570 Brazilian cities.

- During the pre-campaign, the Foundation was invited to participate in live sessions promoted by various political parties to inform pre-candidates of the need to prioritize

policies aimed at early childhood.

- Monitoring voting intentions and meetings with candidates running for mayors of Brazilian capital cities to raise awareness and mobilize them to prioritize policies for early childhood if elected.
- Analysis of the government plans of the candidates elected in the Brazilian capital cities to measure how often early childhood was mentioned. The way candidates presented actions related to children and their families and the nine recommendations suggested by the Foundation since the pre-campaign were analyzed. Of the 26 capital cities, 23 mayors included policy proposals relevant to early childhood in their government plans.

INSTITUTIONAL RELATIONS

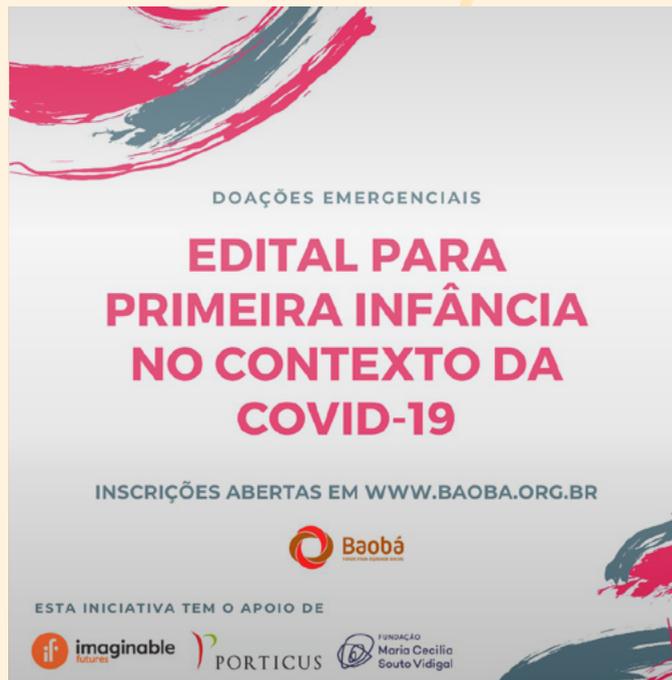
STATUS

PARTNERS

COVID-19 HUMANITARIAN AID

Finished

Nutritional Education and Recovery Center (Centro de Recuperação e Educação Nutricional, CREN), Baobá Fund, Early Childhood Institute (IPREDE) and United Way Brazil



GOAL

To meet the basic needs of the population, especially families with children in early childhood, who had their situation of social vulnerability aggravated due to the impacts of the COVID-19 pandemic.

RESULTS

- CREN donation: due to the pandemic, the Nutritional Education and Recovery Center (CREN) changed its action protocol to reduce the food insecurity of children in greater vulnerability and started to work on three fronts: virtual care of patients who were already under

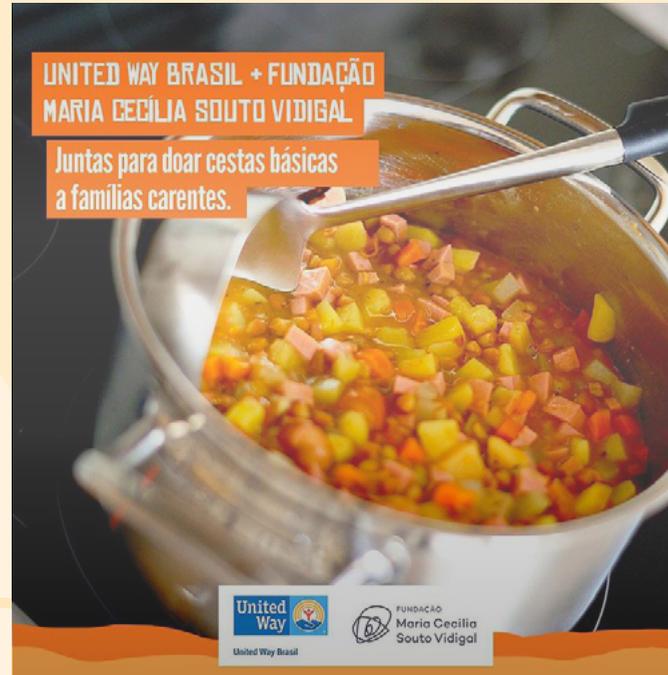
treatment; production of content for information to families, generated from the demands observed in the call center; and visits to families with children who are malnourished or have been identified as being in a situation of food insecurity, with the distribution of food and personal hygiene and cleaning products, adequately proportioned to the number of family members.

- Baobá Fund for COVID-19 Emergency Actions Focused on Early Childhood: in partnership with the Maria Cecilia Souto Vidigal Foundation, Porticus Latin America, and Imaginable

Futures, the Baobá Fund launched a call focusing on early childhood in the context of the COVID-19 pandemic. Initiatives to support families with pregnant women and adolescents, women who gave birth, and men responsible and co-responsible for the care of children aged 0 to 6 years were selected. The call had more than 200 responses from all regions of the country. Proposals for support in the fields of health, education, and social assistance were prioritized.

- **United Way Brazil:** the closure of daycare centers due to the COVID-19 pandemic put the food security of the most vulnerable families, especially children in early

childhood, at risk. With the support of the Maria Cecilia Souto Vidigal Foundation, United Way Brazil distributed more than 200 essential foods and other products baskets (cesta básica) to families participating in the Crescer



Apriando Program developed by the institution to support integral development in early childhood. Along with the baskets, Nenê do Zap books were also delivered ("*Shall we talk about coronavirus?*" and "*Now what? Questions*

and answers about the coronavirus"), written in partnership with UNESCO Brazil.

- **IPREDE:** with the support of the Maria Cecilia Souto Vidigal Foundation and Porticus Latin America, hygiene kits were distributed to more than 3,000 families from 22 entities in the Ceará municipalities of Fortaleza, Caucaia, and Maracanaú, which were part of the Mais Nutrição Program of the Mais Infância Ceará Program. The Nenê do Zap books were also distributed in the action of the Instituto da Primeira Infância (IPREDE). The objective was to inform families about caring for children in early childhood during the COVID-19 pandemic.

INTEGRATED INITIATIVES

IMPACT TARGET

TARGET AUDIENCE

STATUS

PARTNERS

INTEGRATED PROTOCOL FOR ATTENTION TO EARLY CHILDHOOD - SÃO PAULO

Transversal to the work of the Maria Cecilia Souto Vidigal Foundation

Public managers

In progress

São Paulo City Hall (SP), Talking City and Futurar

GOAL

- Develop a protocol capable of guaranteeing the intersectoral coordination of the programs, projects, and actions of the Municipal Plan for Early Childhood in São Paulo.
- Strengthen the Comprehensive Early Childhood Protection Network at all levels of management and ensure, regardless of the gateway, that pregnant women, children aged 0 to 3 years, and caregivers in situations of vulnerability are fully taken care of through the integrated action.

RESULT:

In 2020, the Integrated Protocol for Attention to Early Childhood, created by Resolution 02,

enacted on December 29, 2020, in the municipality of São Paulo, was developed in a participatory manner. The protocol development is one of the strategies provided in the Municipal Plan for Early Childhood (Plano Municipal pela Primeira Infância, PMPI) 2018-2030 of São Paulo, instituted by Decree 58514, enacted on November 14, 2018.

For the development of the protocol, different intersectoral collaborative actions were carried out involving key management actors, technical areas, and regional committees representing the main early childhood services. During the development phase, the following activities were carried out: interviews with managers; field research in the Jardim Ângela and Brasilândia

districts; and workshops with management committees and Departments.

The main actors were the Technical Commission for Early Childhood, with representatives from the municipal government Departments of Education, Health, Assistance and Social Development, Human Rights and Citizenship, Innovation and Technology, and the Maria Cecilia Souto Vidigal Foundation.

The protocol has three elements: 1) Offers - Presentation of services, programs, benefits, and essential and universal initiatives offered to the public, per lived moments. 2) Integration for access - Methodology to identify the shortage per pregnant women, children from 0 to 3 years old, and caregivers of some of the

services of the Offers and to point out the right to access. 3) Flow of Alerts - Methodology that promotes access to specific offers based on the reference for service between areas and sectorial action. It mobilizes the rights guarantee network to address violations and social vulnerabilities of users.



INTEGRATED INITIATIVES

TERRITÓRIO
CEARÁ

IMPACT TARGET

Early childhood assessment – that which cannot be measured cannot be improved

TARGET AUDIENCE

Public managers and society

STATUS

In progress

PARTNERS

Bernard van Leer Foundation, Ceará State Government, Porticus Latin America, Fortaleza City Hall (State of Ceará) and Federal University of Ceará (UFC)

GOAL

To have a state/municipal collaboration strategy for early childhood policies being implemented in Território Ceará.

RESULTS

- Implementation of the Ceará Coalition for Early Childhood, composed of the Maria Cecilia Souto Vidigal

Foundation, the Bernard van Leer Foundation, and Porticus Latin America, which materializes the joint efforts and resources of these three institutions to promote the development of families and children from Ceará, especially those vulnerable (48,000 families are benefiting from the Mais Infância Ceará Card), in partnership with

the government of the State of Ceará and via this collaboration regime with the municipalities.

- Second strategic planning workshop, focused on refinement and detailing of the set of actions for early childhood to be implemented, as well as on the agreement of the monitoring and management system of the Strategic Plan, by the State, within the scope of the Mais Infância Program (focusing on children up to 6 years old from the 48,000 families in extreme vulnerability). The process involved the lieutenant-governor, the State's first lady, the heads and technicians of 12 key Departments, the teams of the Maria Cecilia Souto Vidigal Foundation, Porticus Latin America, Bernard van Leer Foundation, and invited experts.
- Agreement on the prioritization of four strategic objectives:



Fernando Marinho

- Increase the percentage of children in the 48,000 most vulnerable families in activities of integral stimulation.
 - Reduce domestic violence against children.
 - Promote the improvement of the quality of early childhood education.
 - Develop an integrated management model for early childhood policies for the most vulnerable families.
- Design of interventions for systemic change, prioritizing the four objectives and developing an integrated management model to assist families in situations of high vulnerability from 24 demonstrative municipalities. The objective is to structure technologies that are scalable to all municipalities. Four lines of action were defined: early childhood education, parenting, management, and cities. For each one, the following interventions were agreed upon:

- Early childhood education:
 - 1) Preparation of a document with quality parameters for early childhood education in Ceará; 2) Evaluation of the quality of early childhood education; 3) Support for continuing education for the implementation of Ceará's Reference Curricular Document.
- Parenting: 1) Technical cooperation agreement to educate children in safe environments (program to strengthen positive parenting, focused on combating violence); 2) Growing up learning (program to strengthen positive parenting, which works on different topics).
- Management: 1) Assessment of parenting and family profile
 - Mais Infância Ceará Card; 2) Monitoring the Strategic Plan.
- Cities: 1) Urban 95 (a program that aims to train managers in planning cities that promote child development).
- Selection of demonstrative municipalities with the technical teams of the Department of Social Protection and the Department of Education. The choice was made according to key criteria, such as families in situations of social vulnerability and representativeness. Of the 184 municipalities in Ceará, 24 were selected, ten urban and 14 adjacent rural towns.
- In 2021, an agreement will be made with the municipalities for the kick-off of the interventions, which is expected to occur by 2022.



Divulgação/Governo do Estado do Ceará

NCPI

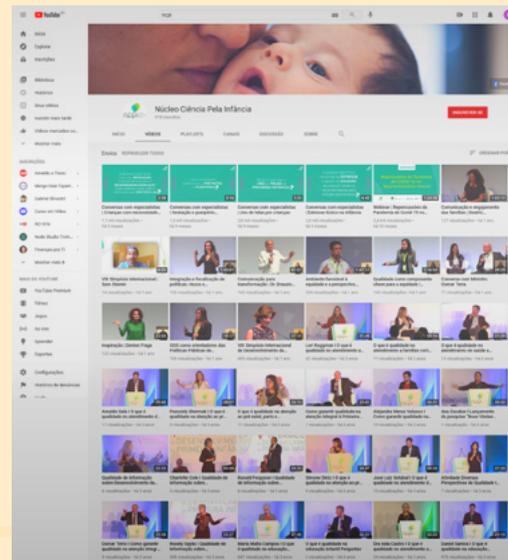
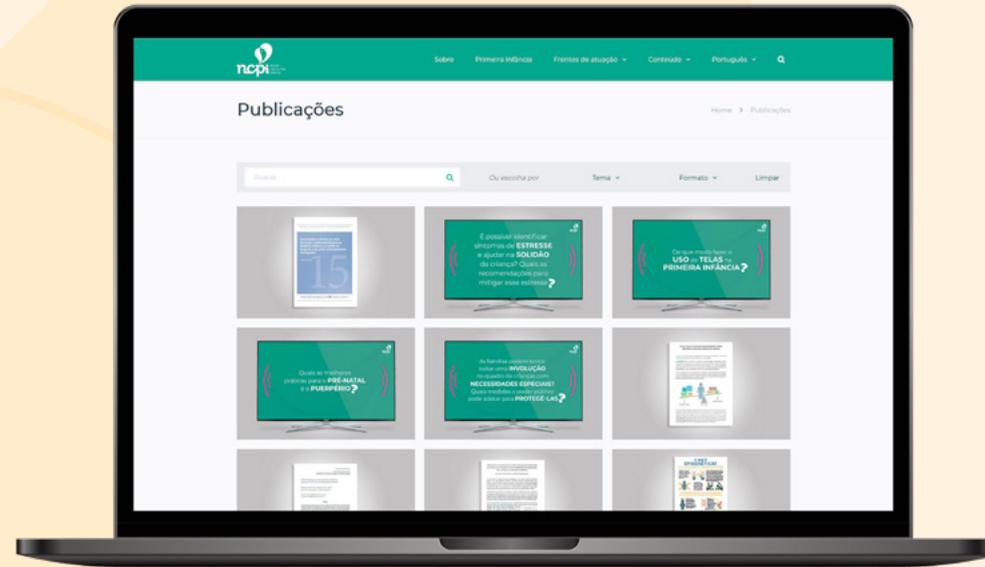
COMMUNICATION

STATUS

On-going

PARTNERS

Center on the Developing Child and David Rockefeller Center for Latin American Studies (both from Harvard University), School of Medicine of the University of São Paulo, Bernard van Leer Foundation, and Institute for Teaching and Research (Insper)



GOAL

To disseminate relevant technical and scientific information about the importance of early childhood care to guarantee the individual's full development.

RESULTS

Inclusion of more than 20 publications to [the Núcleo Ciência Pela Infância \(NCPI\) website](#), making it the most visited section after its main landing page (home). The number of followers on the NCPI YouTube channel has tripled, and on Facebook, there has been an 18% increase in the number of followers.

NCPI

SCIENTIFIC
COMMITTEE

TARGET AUDIENCE

Public, social and private leaders

STATUS

In progress

PARTNERS

Center on the Developing Child and David Rockefeller Center for Latin American Studies (both from Harvard University), School of Medicine of the University of São Paulo, Bernard van Leer Foundation, and Institute for Teaching and Research (Insper)

GOAL

Composed of researchers from different areas, the committee summarizes and translates scientific knowledge about early childhood development to be shared with decision-makers. Committed to an evidence-based approach, the committee aims to build a knowledge base for society that transcends party divisions and recognizes the shared responsibility of family, community, private initiative, civil society, and government in promoting children's well-being from birth to 6 years of age.

RESULTS

- Published working paper #5, *"Impactos da Estratégia Saúde da Família e Desafios para o Desenvolvimento Infantil"* (*"Impacts of the Family Health*

Strategy and Challenges for Child Development"), which was widely covered in the media, with more than 60 reports on the study.

- Publishing of a special edition of the working paper *"Repercussões da Pandemia de COVID-19 no Desenvolvimento Infantil"* (*"Repercussions of the Covid-19 Pandemic on Child Development"*) concerning the impacts of the coronavirus pandemic on children and families and containing recommendations for dealing with the pandemic. To mark the release of the publication, a **webinar was held with members of the Scientific Committee**. Almost 1,000 people attended the event, and the recording of the

meeting had more than 12,000 views. Additionally, the document was downloaded more than 2,500 times.

- Production of the video series *"Conversas com especialistas: como lidar com as consequências da pandemia na primeira infância"* (*"Conversations with experts: how to deal with the consequences of the pandemic in early childhood"*), based on the special edition of the working paper. The videos covered four subjects: toxic stress in childhood, children's use of screens, children with special needs, and pregnancy and puerperium during the pandemic. Together, the videos had nearly 7,000 views in 2020.



NCPI

ILAB PRIMEIRA INFÂNCIA

TARGET AUDIENCE

Researchers, technicians, public managers, and professionals from the second and third sectors

STATUS

In progress

PARTNERS

Center on the Developing Child and David Rockefeller Center for Latin American Studies (both from Harvard University), School of Medicine of the University of São Paulo, Bernard van Leer Foundation, and Institute for Teaching and Research (Insper)

GOAL

iLab is an innovation laboratory that brings together researchers, technicians, public managers, and professionals of the private sector and civil society to encourage and accelerate the co-creation, improvement, and implementation of innovative projects – based on scientific knowledge and with potential for scale impact – to serve vulnerable families.

ILab integrates the Research & Development platform of the Center on the Developing Child (HCDC) at Harvard University, called Frontiers of Innovation (FOI), whose methodological proposal is to lead participants on a journey of testing and improving solutions that meet the real challenges of the Brazilian context.

To achieve the results it proposes, iLab uses its own methodology, called IDEAS Impact Framework™, developed by the Frontiers of Innovation Research & Development

platform of the Center on the Developing Child at Harvard University.

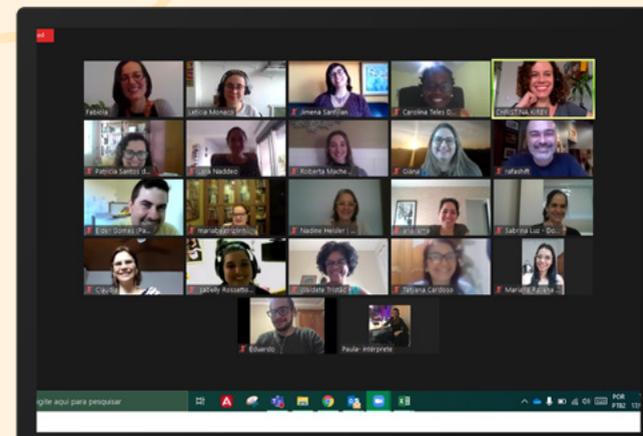
The IDEAS Impact Framework™ is based on three main components: structured materials, a clear theory of change, and an accurate assessment plan. The interrelationship between all three components allows us to identify what works for whom and why. When designing solutions for audiences in specific conditions and environments, it is possible to increase the proposed intervention's impact - and this is what sets the methodology apart.

The word IDEAS is an acronym of five verbs in English: innovate, develop, evaluate, adapt, and

scale. This structured yet flexible approach guides teams through the stages of development, implementation, evaluation, and rapid cycle iteration of a project.

ADVANCED STAGE RESULTS

- Due to the pandemic, the deadline for submitting studies for the Brincar Ensina a Mudar (BEM) and Fortalecendo Laços projects was extended to the beginning of 2021. Thus, 2020 was a year used to adapt projects to the remote context and maintain families' engagement.
- Developed in partnership with TempoJunto, BEM aims to support responsive





relationships. Carried out through WhatsApp, the project consists of video classes and text messages focused on teaching games that contribute to child development. The adult receives suggestions for activities to do with the child while performing routine household activities. The suggested activities help the child develop physical and reasoning skills while strengthening their bond with the caregiver. The project was tested

in daycare centers in São Paulo, with children between 12 and 23 months of age. Out of 129 families who started the study, 89 completed it.

- Also focusing on parenting, Fortalecendo Laços is the result of a partnership with the Research Laboratory for the Prevention of Child Development and Behavior Problems (LAPREDES), of the Ribeirão Preto Medical School of the University of São Paulo (FMRP-USP). It is an intervention initiative through video coaching to promote positive interactions between mothers and children. A facilitator records the interaction between the child and their mother, who then receives a personalized video with informative content and commented excerpts from the interaction. Mothers still participate in face-to-face group meetings, in which they

receive complementary information and participate in group dynamics to raise awareness about the importance of these interactions. The project was implemented in daycare centers and Family Health Centers (NSF) in Ribeirão Preto (SP). Out of the 119 families who started the study, 92 completed it.

- The teams participated remotely, but immersively, in the data analysis workshop organized by the global Saving Brains team. During the activity, they had access to content on data collection and analysis and a mentor's support to work on their projects' results.
- The teams had three exclusive sessions with Harvard University's Center on the Developing Child (HCDC) Transition to Scale team to design a business model and pitch (short presentation to sell an idea) for future stakeholders that are being tested.

NEW RESULTS FROM PILOT TESTS:

On-line workshop with the four teams in the initial phase (Programa Passarinho, from Acre; BOT.DOM, from Santa Catarina; Equidade na Infância [Equity in Childhood], from São Paulo; and Adoção – início dos novos vínculos [Adoption – the beginning of new bonds], from Rio Grande do Sul and São Paulo) of a pilot test to deepen some of the concepts of the IDEAS Impact Framework™ methodology and share lessons learned from the projects.

The four teams carried out their first feasibility tests and are redesigning the interventions for the remote model. They also participated in four calls with the international community of Frontiers of Innovations, organized by Harvard University's Center on the Developing Child (HCDC). Monthly follow-ups were held with the GO TEAM (team of experts from USP Ribeirão Preto).





WEBINARS

In a year in which interactions were predominantly online, the Foundation expanded its reach. It used the digital environment to debate essential topics on the agenda in 2020, from the return to face-to-face activities to city elections and the importance of early childhood being prioritized by mayoral candidates. Check out some highlights of the online events held during the year:

14 virtual meetings, including the launch of the [Primeira Infância Primeiro](#) platform; the [Early Childhood Education Award: good teaching practices during the pandemic](#) and the [Parenting Award: good practices adopted by home visitors in the pandemic](#); in addition to the series on ["Early childhood education quality assessment,"](#) ["Assessment of programs and policies for families and children in early childhood,"](#) and ["Return to activities in early childhood education: when and how to return?"](#)

The broadcast of the webinar **"The Portuguese experience and the Brazilian perspective"** from the series **"Return of face-to-face activities in early childhood: when and how to return?"** was the one with a record number of people reached: **174.8k**. Mediated by **Beatriz Abuchaim**, manager of Applied Knowledge at the Maria Cecilia Souto Vidigal Foundation, the event was attended by **Sara Araújo**, professor and researcher at the Higher School of Education of the Polytechnic Institute of Porto (ESE-P.Porto), where she coordinates the master's degree in Pre-School Education; **Paulo Fochi**, pedagogue, Ph.D. in Education from the University of São Paulo (USP), professor at Unisinos and coordinator of the Observatório da Cultura Infantil (OBECI); and **Anna Chiesa**, professor in the Department of Nursing in Collective Health at the University of São Paulo (USP) and member of Comitê Científico do Núcleo Ciência Pela Infância (NCPI).

Together, online events totaled **178,298 views**, with an average of **42.7k people** reached via broadcast





WORKING IN TERRITORIES

Strengthening parenting and ensuring quality early childhood education are missions that require a wide range of people, resources, knowledge, and projects. In a continental country, such as Brazil, large-scale actions with such complexity are more likely to be successful when previously tested and evaluated in smaller territories.

That is why the Maria Cecília Souto Vidigal Foundation invests in partnerships in all levels of government – from the municipal to the federal level –, through which methodologies and tools are implemented and tested. In 2020, projects were developed in the municipalities of Boa Vista (State of Roraima) and São Paulo (State of São Paulo), and in the State of Ceará. Learn more about our work in each of these locations:



Fernando Marinho



BOA VISTA (RR)

Since 2018, the Maria Cecilia Souto Vidigal Foundation has supported the Família Que Acolhe (FQA) program, developed by the municipality of Boa Vista (RR). The initiative consists of a comprehensive public policy for early childhood, which takes care of children from the mother's pregnancy to the child's six years of age, ensuring access to health, education, and social development in an integrated manner.

Based on the partnership with the Foundation, the program started to include home visiting actions, aiming to strengthen the bond between parents and caregivers and stimulating child development.

In 2020, home visiting needed to be reformulated due to the COVID-19 pandemic and the social distancing measures

needed to contain the virus. The adoption of the remote mode was the solution to ensure that 2,566 families continued to participate in the program.

Using resources such as telephones and WhatsApp, visitors began to send activities appropriate to the child's age to the family and, subsequently, contacted the person in charge to advise on how to proceed, answer questions, and encourage interaction between the adult and the child. The person taking care of the child was also encouraged to send a video of the activity with the child. Thus, by the end of the year, 23,526 virtual meetings had been held.

On another line of action, the Maria Cecilia Souto Vidigal Foundation offered support to the Municipality of Boa Vista (RR) to develop a school



curriculum aligned with the Common National Curricular for Early Childhood Education (BNCC-EI). The Foundation supported the project's implementation by creating the municipal education network and monitoring the process.

To strengthen early childhood education in the municipality, in 2020, the Foundation delivered a quality monitoring system to the Municipal Department of Education, developed from data collected in all preschools in Boa Vista.

CEARÁ

The collaboration strategy with the state and municipalities of Ceará includes actions coordinated with government bodies and partnerships with institutions such as the Bernard van Leer Foundation and Porticus Latin America, which resulted, for example, in establishing the Ceará Coalition for Early Childhood. The initiative aims to promote the development of families and children from Ceará, especially those in vulnerable situations (48,000 families benefiting from the Mais Infância Ceará Card).

The actions will be established based on four strategic objectives: to increase the percentage of children in activities of integral stimulation; reduce domestic violence against children; promote the improvement of early childhood education; and develop an integrated management model for early childhood policies. Of the 184 municipalities in Ceará,

24 will participate in the project, ten urban and 14 adjacent rural towns.

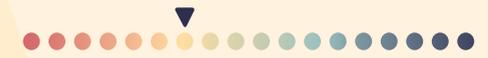
On yet another line of action, in partnership with the Municipal Department of Health of Fortaleza, the Foundation contributes to developing strategies to foster the Child Development Monitoring Plan through the systematic use of the Child Health Handbook (Caderneta de Saúde da Criança).

In the field of education, partnerships established with the municipality of Sobral resulted in developing an early childhood education curriculum in line with the Common National Curricular (BNCC) and with the expectations and recent achievements of the municipal education network. There is also a joint effort to diagnose the quality of the environment and the development of children's learning in early childhood education.



With the Fortaleza City Hall, the Maria Cecília Souto Vidigal Foundation develops initiatives to assess the quality of early childhood education. Also in Fortaleza, in partnership with the Federal University of

Ceará (UFC), in 2020, a survey was carried out with pregnant women and mothers to assess maternal mental health, child development, and the impact of the COVID-19 pandemic on parenting.



SÃO PAULO (SP)

In the largest city in the country, the Maria Cecília Souto Vidigal Foundation works to support initiatives aimed at measuring the quality of environments and children's learning in early childhood education. In 2019, a set of tools was adapted to the context of the city, which collect information on daycare and preschool infrastructure, human resources, learning opportunities for children, and interactions between teachers and children, among other aspects. The results were worked out in 2020 with the Department of Education and with teams from the city's educational units to subsidize actions to improve the quality of early childhood education.

Aiming at an intersectoral and integrated action, a protocol was also created to secure the coordination of the actions of the Municipal Plan for Early Childhood (Plano Municipal

pela Primeira Infância, PMPI), called "*Protocolo Integrado de Atenção à Primeiríssima Infância*". The adoption of such a protocol aims to strengthen the Early Childhood Protection Network at all levels of management and ensure, regardless of the gateway, that pregnant women, children aged 0 to 3 years, and caregivers, in situations of vulnerability, are fully taken care of through integrated actions.

With the structuring of the intersectoral flows of health, assistance, and education services existing in the city, it is possible to promote comprehensive and welcoming assistance to the target audience. It is an action that meets the replicability requirements foreseen in the Foundation's territories and can be implemented at all levels (municipal, state, and federal).



FOSTERING OTHER EARLY CHILDHOOD CARE INITIATIVES

III International Seminar “A Qualificação das Ações do Programa Criança Feliz e o impacto nas políticas de atendimento à primeira infância: desafios e oportunidades” (‘The Qualification of the Actions of the Criança Feliz (Happy Child) Program and their impact on early childhood care policies: challenges and opportunities’)

Participation in the round table *Investindo na Primeira Infância: os parceiros do Criança Feliz* (‘Investing in Early Childhood – the partners of the Criança Feliz (Happy Child) program’) alongside representatives from the World Bank, the Inter-American Development Bank (IDB), the Bernard van Leer Foundation, the Lego Foundation and the UN. Held in December 2020, the seminar had the goal of proposing structural strategies to promote child development and strengthen bonds by qualifying the actions of the Criança Feliz (Happy Child) program, taking into account the different socioeconomic, geographic, and cultural contexts where it is being developed.

Aprendendo Sempre (‘Always Learning’)

Participation in the *Aprendendo Sempre* (‘Always Learning’) coalition, an initiative created due to the COVID-19 pandemic and led by the Lemann Foundation to support educational managers, teachers, and families in promoting learning during the pandemic by curating free and helpful content and solutions.

Rooni Maddalena





Daniela Tovlansky

Centro de Excelência e Inovação em Políticas Educacionais (CEIPE – ‘Center for Excellence and Innovation in Educational Policies’)

Support for [CEIPE](#), an initiative of the Brazilian School of Public and Business Administration of the Getúlio Vargas Foundation (FGV/ EBAPE) in partnership with Harvard University which supports public education networks through the production of applied knowledge and the training of leaders to qualify early childhood, equity and the personalization of teaching-learning processes.

Centro de Liderança Pública (CLP – ‘Public Leadership Center’)

Institutional support for the [CLP](#), a cross-party organization that seeks to engage with society and train public leaders to tackle Brazil's most pressing problems. Through this partnership, it was possible to offer a scholarship for the Master's in Public Leadership (MLG), a graduate degree offered by CLP, and create the [Rede MLG de Apoio à Primeira Infância](#) ('MLG Early Childhood Support Network'). This initiative aims to be a space for the exchange of experiences and lessons learned about early childhood among students and alumni of the MLG program – most of whom are public managers and people engaged in social causes. The network was created in October 2020 and had 30 members by the end of the year. Ten meetings and a workshop on 'The importance of investing in early childhood,' with Maria Beatriz Linhares, associate professor at the Ribeirão Preto School of Medicine at the University of São Paulo (USP), were held during this period.



Early Childhood Coalition in the Brazilian Congress

The Foundation is part of the network of organizations and social movements that join their efforts to enhance advocacy efforts for discussions and initiatives in favor of early childhood in the Brazilian Congress. The Alana Institute, Avante Institute, Bernard van Leer Foundation, CEIPE, Childhood Brasil, Criança Segura ('Safe Child'), Desiderata Institute, ABRINQ Foundation, *Movimento pela Base Nacional Comum* ('Movement for the Brazilian Curricular Standards'), Plan International, *Rede Nacional Primeira Infância* (RNPI – 'Brazilian Network for Early Childhood Development'), the Brazilian Society of Pediatrics (SBP, in Portuguese), *Todos pela Educação* ('Everyone for Education' Movement), *Usina da Imaginação* ('Imagination Power Plant') and United Way are also part of the coalition.

Conviva Educação ('Living Together Education')

Institutional support for the *Conviva Educação* platform, a virtual environment that provides tools, content, and practices to improve municipal education departments' management and the quality of teaching. Throughout 2020, the Maria Cecília Souto Vidigal Foundation participated in Conviva's live streams and launched and disseminated materials on its platform. Conviva Educação is an initiative of the Brazilian Municipal Education Directors Union (UNDIME, in Portuguese) in partnership with ten other institutes and foundations. It has the support of the Brazilian Council of Secretaries of Education (CONSED, in Portuguese) and the Brazilian Union of Municipal Education Councils (UNCME, in Portuguese).

Dia Viva Unido ('Live Together Day')

Participation of the Maria Cecília Souto Vidigal Foundation team in the virtual volunteer action promoted by United Way Brasil (UWB), an initiative of the *Crescer Aprendendo* ('Born Learning') Program, which aims to mobilize and engage companies and their employees for social action in favor of early childhood development. Due to the COVID-19 pandemic, the initiative's actions in 2020 took place digitally, aiming to benefit children up to 6 years old badly affected by the lack of daycare centers, school activities, and resources during the pandemic by offering playful and educational activities that can be performed inside the home and favor the bonds between children and families. Each participating employee attended a virtual storytelling workshop and recorded a story on video for a child designated by UWB. Additionally, the character *Nenê do Zap* ('Baby Zap') participated in a live stream broadcast to families and children on November 6, 2020.

DRCLAS

Institutional support to Harvard University's *DRCLAS Brazil* (David Rockefeller Center for Latin American Studies). This partnership has been in place since 2011 to foster and promote studies, scientific research, projects, and other actions aimed at promoting science and child development in Brazil. In May 2020, the Foundation participated in the event called '*Harvard-Brazil Dialogues: Language Development and Parent-Child Interactions (DRCLAS)*,' mediating a debate between Meredith Rowe (professor at the Harvard Graduate School of Education - HGSE) and Flavio Cunha (professor of economics at Rice University).

World Economic Forum

The Maria Cecilia Souto Vidigal Foundation was present at the 50th edition of the World Economic Forum in Davos, Switzerland, taking early childhood to the event. The Foundation was invited by the Organization for Economic Cooperation and Development (OECD) to present data and also participated in a conversation with elementary school students about the work it does and the importance of child development. During the event, the Foundation received the award *Goodwill Champions: The Wave Makers* from the global technology company HCL Technologies. This initiative takes place annually and rewards philanthropic actions around the world.

GIFE

The Maria Cecilia Souto Vidigal Foundation is associated with the Group of Institutes, Foundations and Companies (GIFE, in Portuguese) and, in 2020, supported the 15th International Evaluation Seminar – *Transformações sociais com equidade: O papel da avaliação* ('Social transformations with equity: The role of evaluation'), held by Itaú Social in September 2020. The meetings were held online and brought together Brazilian and international experts such as Jara Dean-Coffey, founder and director of the Equitable Evaluation Initiative (EEI). This entity seeks to change the paradigm for evaluations so that they become a tool for promoting equity. The event aimed to discuss the role of evaluation in reducing inequalities, especially concerning social, economic, educational, health, gender, and race issues. Other supporters of the initiative were the Roberto Marinho Foundation and the Laudes Foundation.

The Foundation also participated in podcasts promoted by GIFE: one in September for the Evaluation series, in the episode *Contribuições da educação em projetos educativos* ('Contributions of evaluation in educational projects'); and another in December for the *Fronteras Coletivas* ('Collective Borders') series of the 11th GIFE Congress, in an episode that dealt with the topic of early childhood.

Raquel Espírito Santo





Global Teacher Prize 2020

The Foundation was a member of the judging committee of the [*Global Teacher Prize*](#), an initiative of the Varkey Foundation that annually recognizes teachers who have made exceptional contributions to the field. The teacher judged to have made the greatest contribution is awarded a sum of USD 1 million. The Judging Academy, as the judging committee is known, is responsible for awarding grades to the finalists of the award and is composed of teachers, representatives of social organizations, education specialists, scientists, technicians from public institutions, entrepreneurs, and journalists. The announcement of the winner took place on December 3, 2020. The winner of the 2020 edition was Ranjitsinh Disale, a teacher who transformed girls' chances in life from his village in India.

Jeduca

Institutional sponsorship of the Brazilian Association of Education Journalists (Jeduca, in Portuguese), whose mission is to assist in the press coverage of education issues. Among the activities developed within this partnership in 2020 was the 4^o Congresso Internacional de Jornalismo de Educação ('4th International Congress on Education Journalism'), which had round tables dedicated to early childhood education. The organization also promoted a series of webinars, among which we emphasize the edition dealing with "What happens to child education during the pandemic?", which had 32,500 viewers, and launched the publication [*Educação Infantil e os Primeiros Anos do Ensino Fundamental – guia de cobertura*](#) ('Child Education and the First Years of Elementary Education – coverage guide'). Jeduca also offered an online education journalism course, with support from the Brazilian Association of Investigative Journalism (Abraji, in Portuguese), including a module dedicated to early childhood education.

Movimento Pela Base Nacional Comum ('Movement for the Brazilian Curricular Standards')

Institutional support to 'Movimento pela Base Nacional Comum,' a group of non-governmental organizations and education professionals working since 2013 to facilitate the construction and implementation of a quality set of Brazilian Curricular Standards (known in Portuguese as *Base Nacional Comum Curricular* – BNCC). In 2020, the Foundation also collaborated with the *Movimento pela Base Nacional Comum* through joint political articulation, discussions on evaluation and early childhood education, and by disseminating content on social networks.

Narrativas ('Narratives')

Support to the network of cause advocacy communication professionals known as *Narrativas*, which aims to strengthen communication in civil society organizations by disseminating knowledge and promoting spaces for debates on social transformation. Networking is done through different media, such as an e-mail group, a website, an electronic newsletter, and webinars. This initiative was launched in 2018 and has seen considerable growth during its third year of activities. From an original group of 16 communication professionals, it has now reached 716 subscribers willing to interact with the group, distributed through 22 states and the Federal District and including participants from Spain and the United States.



Raquel Espírito Santo

Observatório do Plano Nacional de Educação (OPNE – ‘Observatory of the Brazilian Education Plan’)

Along with 28 other institutions, the Maria Cecília Souto Vidigal Foundation supports this initiative coordinated by *Todos pela Educação* ('Everyone for Education' movement). The initiative's goal is to monitor the implementation of the Brazilian Education Plan (PNE, in Portuguese), providing transparency to Brazilian education data and contributing so that the PNE may keep its place as a guiding agenda for educational policies. The Foundation participates in the general assemblies and the Thematic Advocacy (*Incidência Temática*) working group, responsible for advocacy efforts for educational inequalities and the Fund for Maintenance and Development of Basic Education and Valorization of Education Professionals (FUNDEB, in Portuguese).

Papo de Mãe ('Mother's Talk')

Support to the multi-platform communication network *Papo de Mãe*, which brings to Brazilian families quality and credible information, mainly on how to raise children. In 2020, the network's actions consisted of a program named TV Cultura (reruns only), a website hosted by UOL, a podcast on the OLA platform, a YouTube channel, social media presence, and some special projects. The Maria Cecília Souto Vidigal Foundation invested in creating the [*Primeira Infância*](#) ('Early Childhood') section on the network's portal, which is shown in a prominent position on the website menu. The partnership includes a video and a report per week, two monthly articles on topics defined by the Foundation, in addition to specific content produced by the *Papo de Mãe* network. The partnership started on December 15. By the end of 2020, at least ten articles had been made available in that section, including two articles signed by the Foundation's team and a [*report on the São Paulo State Framework for Early Childhood \(Marco Estadual da Primeira Infância\)*](#).



Nexo Public Policies Platform

Institutional support for Nexo's Public Policies platform, which presents information in innovative, accessible formats to different audiences, such as decision-makers, researchers, and society in general. It is an academic-journalistic production platform that presents and disseminates the findings of academic research on structural issues for the country that have an interface with public policies. The Maria Cecilia Souto Vidigal Foundation contributed to the creation of a section on early childhood, which was launched in July 2020 and, by the end of the year, had 16 articles published, the most accessed being: [*A mãe de todas as políticas públicas*](#) ('The mother of all public policies' – 2,400 page views); [*Os direitos da criança e sua história*](#) ('Children's rights and their history' – 2,200 views); and [*5 pontos que a ciência explicou sobre os impactos do castigo corporal em crianças*](#) ('Five things science has explained about the impacts of corporal punishment on children' – 1000 views). The contents published on the platform are disclosed in a weekly newsletter to more than 24 thousand people.

The Foundation also provided institutional support to the event *Festival Nexo e Nexo Políticas Públicas: o Brasil em debate* ('Nexo Festival and Nexo Public Policies: Brazil under debate'). This event addressed the most important topics on the country's public agenda. It featured a round table on the topic of [*'Early childhood in municipal public policies.'*](#) which had the participation of the Foundation's CEO, Mariana Luz; pediatrician Daniel Becker; the pedagogue Fabiana Silva; the executive director of *Primeira Infância*, Plantar Amor (Pipa - 'Early Childhood, Sow Love'), Rogério Morais; and was mediated by journalist Mariana Kotscho. The event took place in a remote format in October 2020. It included a total of 19 round tables, four interviews, and eight workshops. At the end of December, the festival's videos had received 200 thousand views.

Rede Nacional pela Primeira Infância (RNPI – 'Brazilian Network for Early Childhood Development')

National articulation involving civil society organizations, the government, the private sector, and other networks that work together to promote and guarantee early childhood rights. In 2020, the Maria Cecilia Souto Vidigal Foundation and the Network worked together within the municipal election scope as part of the 'Elections Project' (led by the Foundation) and in the *Criança é Prioridade* ('Children are Priority') campaign, led by RNPI. The organizations worked together at events and in mobilizing candidates to include the early childhood agenda among their priorities, conducting coordinated and collaborative advocacy efforts.

International Seminar on Assessing the Impacts of the *Criança Feliz* ('Happy Child') Program – Launch of the Baseline study

The Maria Cecilia Souto Vidigal Foundation participated at the opening table of this event, held in February 2020. The results of the data collected during the [*Baseline Study for the Impact Assessment Survey for the Happy Child Program*](#) were presented on that occasion. The survey was conducted before the onset of the COVID-19 pandemic. It monitored more than three thousand children in six states and 30 municipalities, distributed in treatment and control groups.

The survey was the result of a partnership between the Secretariat for Evaluation and Information Management (*Secretaria de Avaliação e Gestão da Informação*) of the Brazilian Ministry of Citizenship, the Maria Cecilia Souto Vidigal Foundation, Itaú Social, the United Nations Development Program (UNDP) and the World Bank. It used a methodology developed by Cesar Victora, from the Epidemiology Center of the Federal University of Pelotas (RS), and operationalization protocols developed by the Federal Universities of ABC (in the State of São Paulo), Bahia, Ceará, Goiás, Western Pará, and Pernambuco and the University of São Paulo (USP).

Todos pela Educação ('Everyone for Education' movement)

The Foundation provided institutional support to *Todos pela Educação* and is a member of the *Educação Já* ('Education Now') coalition, an initiative led by *Todos pela Educação* that aims to provide to the government detailed diagnoses and concrete solutions on seven structuring topics, including early childhood – which is one of the priorities of the *Educação Já* coalition. The Maria Cecilia Souto Vidigal Foundation also collaborated with *Todos pela Educação* in political advocacy efforts for regulating the FUNDEB and strengthening early childhood education.

Brazilian Municipal Education Directors Union (UNDIME, in Portuguese)

Participation in the *8º Fórum Nacional Extraordinário da UNDIME* ('8th Extraordinary National Forum of the UNDIME'), whose topic was "Challenges to guarantee the right to education in pandemic and post-pandemic times." The Maria Cecilia Souto Vidigal Foundation had a virtual stand at the Forum where materials were made available to education managers, and participated in two round tables: *A pandemia e as interações familiares: oportunidades, desafios e aprendizagens na educação infantil* ('The pandemic and family interactions: opportunities, challenges and learning in early childhood education') and *A primeira infância em 2021: desafios e oportunidades para os novos gestores* ('Early childhood in 2021: challenges and opportunities for the new public managers'). The Foundation also participated in *live streams* and webinars held by UNDIME.



Daniela Toviansky

Virtual Solve at MIT 2020 - Early Childhood Development Panel

Participation in the *Virtual Solve at MIT 2020 Annual Meeting*, held in May 2020. The Maria Cecilia Souto Vidigal Foundation participated in the Early Childhood Development session with experts from different countries to exchange knowledge and brainstorm on opportunities for advances, partnerships, and investments. '*Solve*' is a marketplace for social impact innovation created by the Massachusetts Institute of Technology (MIT) with the mission of solving global challenges. Through innovation challenges, 'Solve' identifies social entrepreneurs from around the world who work with technology and brings them together with the MIT innovation ecosystem and a community of members that help them raise funds and achieve impact.



TRANSPARENCY

Based on the principles of transparency and accountability to partners and society, the Maria Cecilia Souto Vidigal Foundation is audited annually by an independent external company. The accounting reports, which show our operations' performance over each fiscal year, have been systematically approved by the audits — without any caveats. The financial statements, the reports, and their respective explanatory notes are available here.

ACCESS

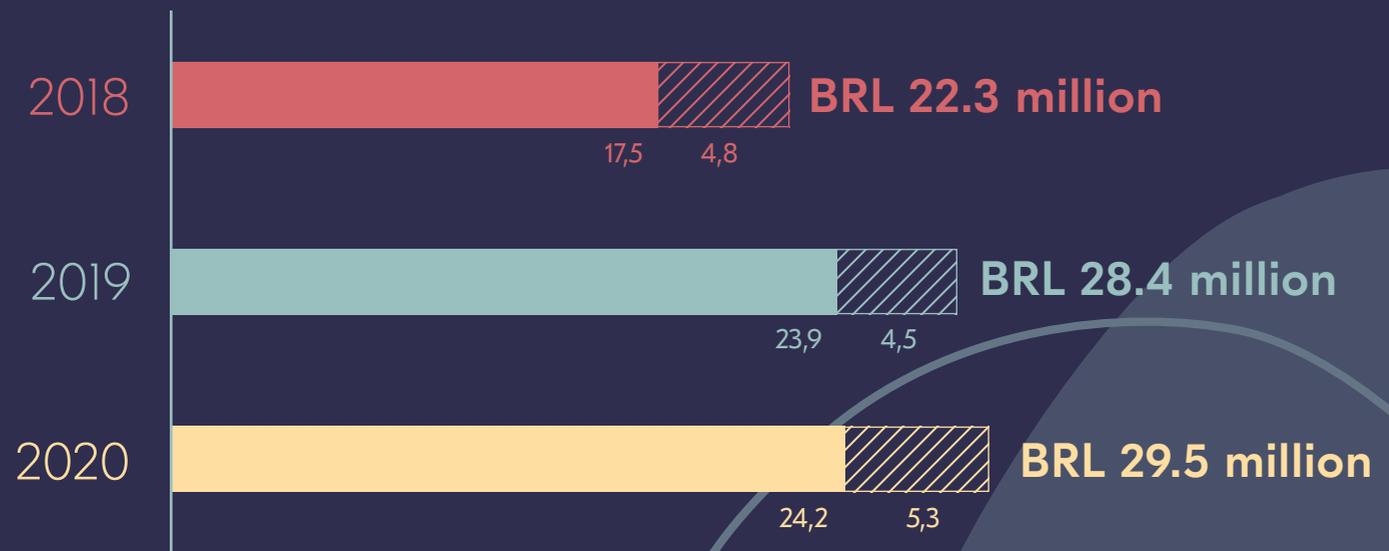


FINANCIAL MANAGEMENT

Total resources operated by the Foundation, considering its own (BRL 23 million) and partners' resources (BRL 6.4 million).

HOW THE RESOURCES WERE INVESTED

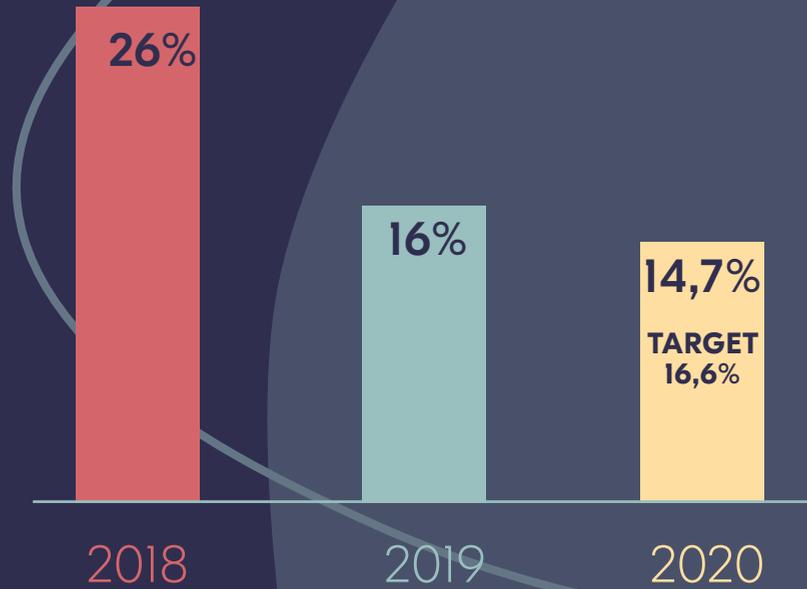
- Investment in projects
- Administrative expenses





EFFICIENCY INDEX

This index is used to measure the Maria Cecilia Souto Vidigal Foundation's effectiveness in applying its resources. It expresses the relationship between administrative expenses and the total amounts operated by the Foundation. **The lower the index, the greater the efficiency** in allocating resources to the Foundation's cause.



In 2020, the efficiency index exceeded the target and our expectations due to the savings in administrative expenses caused by the adoption of remote work and social distancing measures during the pandemic. These resources were reverted to initiatives in favor of the Foundation's cause.

For each

BRL 100

invested by the Foundation,

BRL 77.40

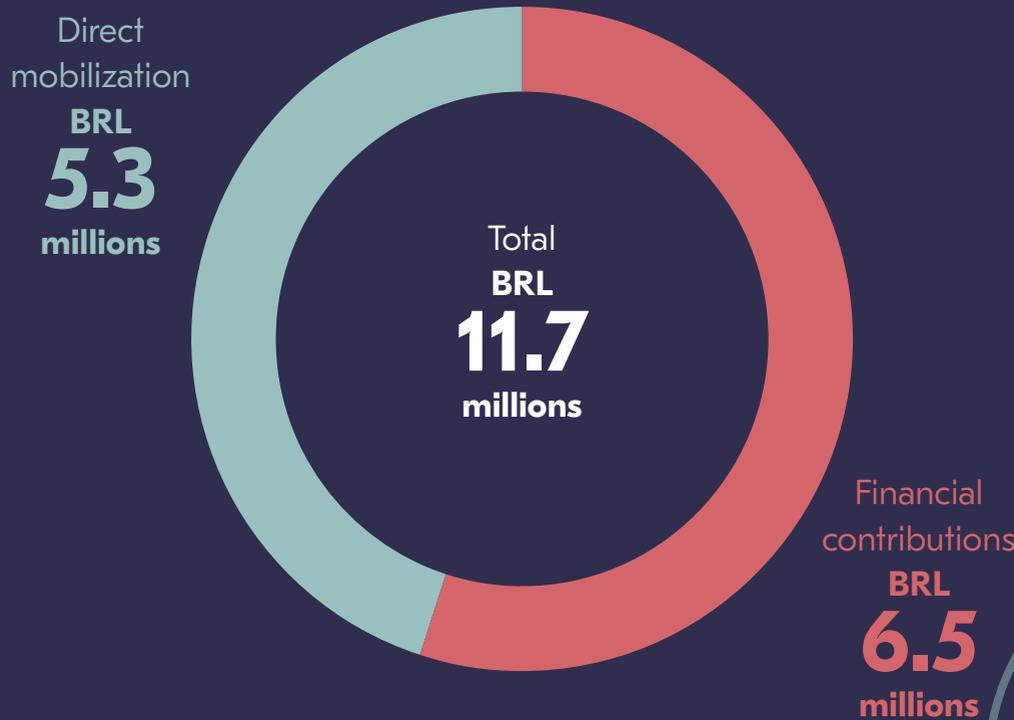
were allocated to initiatives in favor of its cause





CO-INVESTMENT

With the support of partners who also believe that changing a child's life transforms the world, we leveraged initiatives in favor of early childhood.



Increase in co-investment: 44.7%

Financial contributions: partner resources operated by the Foundation which are part of the total annual budget

Direct mobilization: resources mobilized within the network so that partners can invest directly in the projects articulated by the Foundation

Our partners invested

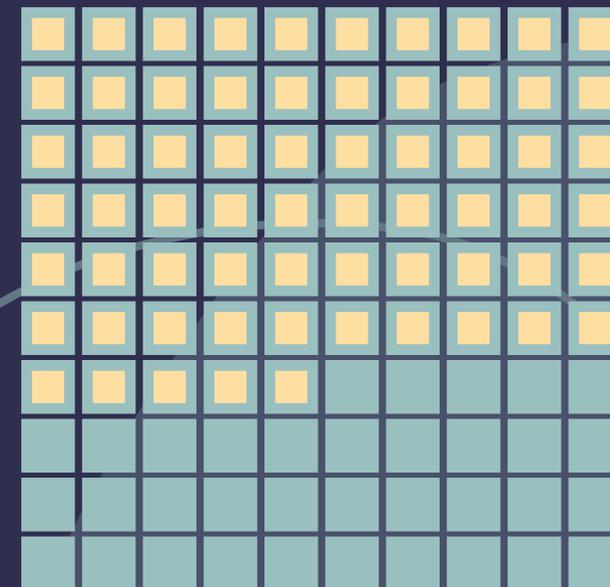
BRL 65.65

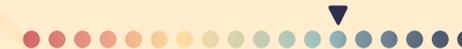
for each

BRL 100

the Foundation

itself invested in projects.





ENDOWMENT FUND

The financing of activities and the sustainability of the Maria Cecilia Souto Vidigal Foundation are guaranteed through the Endowment Fund, which was initiated with a donation from the Foundation's founders. Over the decades, the initial value has been managed to accumulate income, enabling initiatives focused on early childhood care and a structure for selecting, monitoring, and improving these initiatives.

With a representative governance structure and transparent processes, the Endowment Fund has two strategic inspection and control bodies: the Investment Committee and the Board of Trustees. The Endowment Fund is operated and managed by specialized companies selected and contracted by the Maria Cecilia Souto Vidigal Foundation with the support and monitoring of independent specialists.

Decisions regarding the use of the Endowment Fund are based on the Foundation's investment policy, which, among other issues, establishes the limits allowed to be used by project managers and resource allocators. Therefore, it is up to them to seek the best long-term returns within the risk limits decided. Additionally, the Board of Trustees annually approves a ceiling for the use of resources. This value is established based on the budget prepared by the executive management, and its execution is monitored by the Investment Committee and the São Paulo State Prosecution Service.

In 2020, the Endowment Fund accumulated a nominal return of 7.84%, ending the year 1.67% below its return target of the accumulated IPCA ('Extended National Consumer Price Index') + 5% per year. In the same period, the IPCA accumulated an increase of 4.52%, exceeding the inflation target established by the Brazilian Central Bank. Considering 24 months, the Endowment Fund accumulated a nominal return of 26.35%, exceeding the return target by 5.27%. Despite the tremendous volatility in markets caused by the COVID-19 pandemic, the year 2020 ended with gains in almost all asset classes, contributing to the Endowment Fund's accumulated result in the period.

Considering the 'purchasing power' of the Endowment Fund, after funding the activities of the Maria Cecilia Souto Vidigal Foundation, the fund had an increase of its equity value adjusted for inflation from BRL 530.9 million at the end of 2018 to BRL 599.2 million at the end of 2019, and subsequently to BRL 621.6 million at the end of 2020. These numbers indicate that the management, generation, and use of resources are aligned and compatible with the objective of maintaining the social activities and the continuity of the Maria Cecilia Souto Vidigal Foundation.



BALANCE SHEET

December 31, 2020, and December 31, 2019
(Values expressed in thousands of BRL)

	2020	2019
ASSETS CURRENT		
Cash and cash equivalents	1,609	848
Related resources	4,756	2,062
Miscellaneous credits	107	575
Securities (endowment fund)	621,570	599,242
Total current assets	628,042	602,727
NON-CURRENT		
Deposits in court	3,456	2,554
Net fixed assets	2,434	517
Net intangible assets	15	21
Total non-current assets	5,905	3,092
TOTAL ASSETS	633,947	605,819

	2020	2019
LIABILITIES AND NET EQUITY CURRENT		
Accounts payable	28	637
Labor liabilities	546	507
Taxes payable	-	292
Resources to invest	4,756	2,062
Lease liability	225	-
Total current liabilities	5,555	3,498
NON-CURRENT		
Allowance for contingencies	3,456	2,554
Lease liability	900	-
Total non-current liabilities	4,356	2,554
NET EQUITY		
Equity	599,767	532,372
Accumulated surplus	24,269	67,395
Total net equity	624,036	599,767
TOTAL LIABILITIES AND NET EQUITY	633,947	605,819

The explanatory notes are an integral part of the financial statements.



INCOME STATEMENT

Years ended December 31, 2020, and December 31, 2019 (Values expressed in thousands of BRL)

	2020	2019		2020	2019
OPERATING REVENUES:			ADMINISTRATIVE EXPENSES		
Donations	5,795	4,951	Staff	(2,160)	(2,490)
Other income from activities	314	213	General and administrative expenses	(627)	(702)
Volunteering	979	1,315	Third-party services	(838)	(1,431)
Total	7,088	6,479	Travel costs	(17)	(192)
			Taxes	(4)	(6)
COSTS OF SOCIAL ACTIVITIES ADVICE, ADVOCACY, AND GUARANTEE OF RIGHTS PROGRAM AND PROJECT COSTS			Depreciation and amortization	(484)	(191)
Staff	(5,230)	(4,619)	Volunteering	(376)	(335)
Third-party services	(10,835)	(9,300)	Total	(4,506)	(5,347)
Travel costs	(231)	(773)			
Sponsorships and donations	(7,421)	(7,334)	FINANCIAL INCOME AND EXPENSES		
Taxes	292	(256)	Financial expenses	(69,416)	(3,688)
Volunteering	(603)	(980)	Financial income	115,131	93,213
Total	(24,028)	(23,262)	Total	45,715	89,525
			SURPLUS FOR THE YEAR	24,269	67,395

The explanatory notes are an integral part of the financial statements.

EARLY CHILDHOOD IN THE MEDIA

The coverage by the Brazilian press of the priority topics of the Maria Cecilia Souto Vidigal Foundation – early childhood education and parenting – in which the organization was mentioned has seen a 287% increase in 2020 in comparison to 2019. Media coverage of early childhood topics remained stable between these years, despite the intense coverage of the impacts of the COVID-19 pandemic



Folha de S.Paulo

January 13

Que herança deixaremos às próximas gerações?

('What legacy will we leave for the next generations?')

Revista CBN

January 18

Investimento adequado na primeira infância é o mais eficiente
(*'Adequate investments in early childhood are the most efficient ones'*)



on children aged 0 to 6 years. All in all, the Foundation was involved in the publication of 1,226 reports, granted 84 interviews, and published five opinion articles in relevant communication vehicles in the country.

The training programs offered to journalists and the strategy of getting closer to the country's leading communication vehicles help explain the relevance and quality of the reports published on early childhood throughout the year. Some highlights are shown below:



O Estado de S.Paulo

January 30

Davos – a criança (não) estava lá
(*'Davos – Children were (not) there'*)

O Estado de S.Paulo

April 10

É tempo de cuidar de todos
(*'It is time to take good care of everyone'*)





Folha de S.Paulo

April 19

Mantra de que pessoas são diferencial precisa ser provado na crise
(*'The mantra that people are a differentiator needs to be proven in the crisis'*)

Correio Braziliense

June 21

Empresas que acolhem e apoiam os colaboradores ganham em produtividade
(*'Companies that welcome and support their employees have productivity gains'*)



Como dar continuidade à Educação Infantil na pandemia?



Isolamento social pode agravar castigos e palmadas, diz pesquisa
Estudo mostra que 73% dos pais acham que castigos são necessários

Agência Brasil

July 2

Isolamento social pode agravar castigos e palmadas, diz pesquisa
(*'Social isolation can aggravate punishment and spanking, according to research'*)

Nexo

July 13

Aos 30 anos, o ECA nunca foi tão indispensável quanto é agora
(*'At 30, the Brazilian Child and Adolescent Statute (ECA) was never as indispensable as it is now'*)



Aos 30 anos, o ECA nunca foi tão indispensável quanto é agora



UOL

August 3

SP: com escolas fechadas pela covid-19, cresce a oferta de creches irregulares
(*'With schools closed due to the COVID-19 pandemic, illegal daycare centers are on the rise'*)

Nexo

August 3

A mãe de todas as políticas pública
(*'The mother of all public policies'*)



Não há melhor investimento para a sociedade do que cuidar da primeira infância. Crise da covid-19 reforça necessidade de ações com foco nessa área

No Brasil, é comum a gente ouvir que as leis são divididas entre as "qu" e as que "não pegam". É um pouco mais complicado do que isso. Em um extenso, diverso e desigual, as leis às vezes "pegam" em alguns lugares e não em outros. Pegam para alguns tipos de pessoas, não para outros. E, quando pegam, às vezes têm grande efeito médio, outras vezes - tantas vezes - nenhum. Em um linguajar n

Mais de 5 milhões de crianças de 0 a 3 anos precisam de creche no Brasil, aponta levantamento

Índice de Necessidade de Creche (INC) leva em conta crianças de famílias pobres, que 'faltam' ou em que os pais podem trabalhar e faltar no trabalho



GI

August 25

Mais de 5 milhões de crianças de 0 a 3 anos precisam de creche no Brasil
(*'More than 5 million children aged 0 to 3 years need a daycare center in Brazil'*)



Rede Globo – Jornal do Amazonas

September 10

Voto consciente: educação é um dos grandes desafios para próximos governantes
(*'Conscientious voting: education is one of the big challenges for the next governments'*)



Rede Globo – É De Casa September 12

De Volta Para Escola
(‘Back to School’)



Rede Globo – Jornal Hoje September 21

Alfabetização durante a pandemia: desafio diário para famílias e escolas
(‘Literacy during the pandemic: a daily challenge for families and schools’)

CBN – Revista Responde: como criar seus filhos October 31

Cidadão precisa votar em candidatas que tenham a primeira infância entre suas bandeiras
(‘How to raise your children - Citizens need to vote for candidates who include early childhood as one of their focuses’)



Folha Vitória October 8

Gestão municipal: qual é o papel das prefeituras para garantir uma educação de qualidade?
(‘Municipal management: what is the role of city governments in guaranteeing quality education?’)



Nexo Políticas Públicas September 22

Qual a situação da primeira infância nas cidades brasileiras
(‘What is the situation of early childhood in Brazilian cities’)

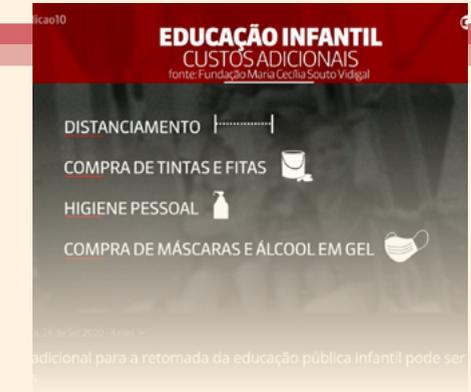


Agência Brasil November 6

Volta às aulas será o primeiro desafio dos novos gestores municipais
(‘Taking students back to schools will be the first challenge for new municipal governments’)

Folha Vitória October 8

Gestão municipal: qual é o papel das prefeituras para garantir uma educação de qualidade?
(‘Municipal management: what is the role of city governments in guaranteeing quality education?’)



Correio Braziliense November 9

Eleja as crianças
(‘Elect the children’)





Band – Bora SP

November 11

Desafios do futuro
prefeito na educação
(‘Education challenges
for the future mayor’)



Veja
December 5

Pesquisa investiga como brasileiros
cuidam dos seus filhos pequenos
(‘Study investigates how Brazilians
care for their young children’)



O Globo
December 10

Diferença que faz aprender
(‘A difference that makes
learning possible’)

O Estado de S.Paulo

December 30

Para reabrir as escolas em
2021 é preciso agir agora
(‘To reopen schools in 2021,
the time to act is now’)



1,226
articles



84
interviews



OUR HISTORY

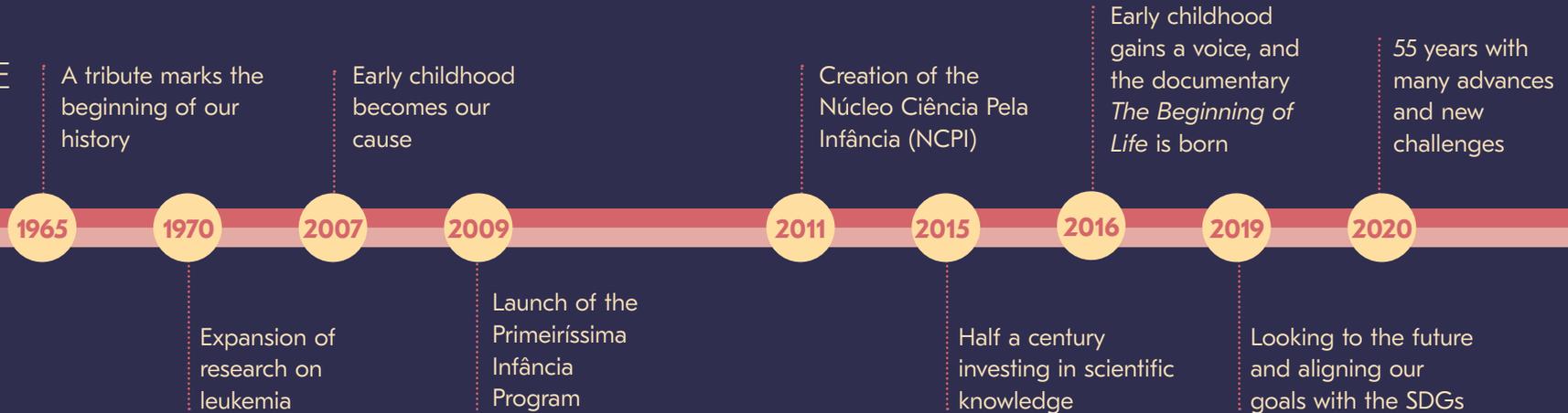
Founded in 1965 as a tribute to little Maria Cecilia, who died at the age of 13 as a result of leukemia, the Maria Cecilia Souto Vidigal Foundation was the way that the girl's parents, banker Gastão Eduardo de Bueno Vidigal and Maria Cecilia Souto Vidigal, found to foster the research for more effective treatments for the disease. Through partnerships, such as the one established with the School of Medicine of the University of São Paulo (FMUSP), the Foundation worked for 42 years to promote research, translate, and disseminate knowledge in the area of hematology.

Over time, society has changed, and so have its demands. In 2007, children's first six years of life become the focus of the Foundation's activities, given the evolution of research on the importance of early childhood for the full development of the individual and establishing more just and egalitarian societies.

Since then, based on scientific evidence, the Maria Cecilia Souto Vidigal Foundation develops and supports initiatives that can generate real and lasting impacts on the lives of children in early childhood. Aware of social changes, the Foundation is constantly reinventing itself to continue to dialogue with society and, in particular, with policy managers for early childhood.

Despite the change in the focus of activity 13 years ago, the Foundation maintained specific contributions to the field of hematology. Among the initiatives that have been carried out are the renovation of the Clinical Immunohematology Department of Hospital das Clínicas, in São Paulo, and the card game *P-TET - Pediatric Educational Tool for Thrombosis*, which informs family members and children about the disease in a playful way. In 2020, the Foundation supported the School of Medicine of the University of São in purchasing a new model of nitrogen tank for the storage of hematopoietic stem cells (HSCs). It is an innovative technology that reduces the cost of maintenance and facilitates the operation of the procedure.

TIMELINE





GOVERNANCE AND TEAM

Nothing that has been presented so far would have been possible without an engaged and committed team and the dedication of the members of the boards and committees. They volunteer their talents and knowledge to assist us. We continue our journey together, seeking to achieve integral protection and full development of each child during early childhood.

GOVERNANCE

Board of trustees

Dario Guarita Neto (President), Eduardo Vidigal Andrade Gonçalves, Fabio Barbosa (until August), Luis Vidigal Andrade Gonçalves (until October), Maria Luiza Pacheco Fernandes de Bueno Vidigal Cepera, Ricardo Henriques, Sandra Grisi

Audit board

Adriana Katalan (President), Paulo Sergio Miron, Roberto Munhoz Miranda

Investment committee

André Reginato (President),

Guilherme Vidigal Andrade Gonçalves, Helio Nogueira da Cruz, Luis Vidigal Andrade Gonçalves, Maria Luiza Pacheco Fernandes de Bueno Vidigal Cepera

Communication committee

Alexandre Grynberg, Clarissa Orberg, Tania Savaget, Teresa Guarita Grynberg

TEAM

Board of directors

Mariana Luz (CEO), Verônica Teixeira Glória (executive assistant)

Communication

Ana Carolina Vidal Guedes (manager), Marcelo Rodrigues de Oliveira (analyst), Natalia Dalle Cort Leite (assistant), Nathália Florencio (analyst), Paula Perim (director), Sarah Maluf (analyst)

Applied knowledge

Bárbara Tiemi Aga Lima (intern), Beatriz Abuchaim (manager), Eduardo Marino (director), Fabíola Galli (manager), Karina Fasson (analyst), Leila de Oliveira Sousa (analyst), Letícia Monaco (assistant), Maíra Souza (analyst), Marina Fragata Chicaro (manager)

Projects and evaluation office

Bethânia Alves (specialist), Maria Julia Fodra (analyst)

Operations

Carine Moreira de Jesus (controllership manager), Claudia Bernardes (financial

analyst), Leonardo Eidi Hoçoya (director), Maria do Socorro Barbosa (well-being advocate), Raquel Hellen do Nascimento (analyst), Wesley Dias (financial analyst)

Human resources

Luciano Mussolin (specialist in people management and corporate governance)

Science for Childhood Center (Núcleo Ciência Pela Infância – NCPI)

Ana Leme (analyst), Isabela Cordeiro (analyst), Fabíola Galli (manager)

Endowment fund

Carolina Barrios (investment control manager)

Information technology

Juan Miguel Quirino (intern)

Institutional relations

Heloisa Oliveira (director), Larissa Araujo (analyst), Maria Carolina de Barros (intern)



PARTNERS

In a challenging year like 2020, the existence of a valuable network of partners proved even more essential. The sum of our efforts alongside other institutions, civil society organizations, public and private managers, academia, media, and other professionals has allowed us to collectively come up with solutions and strategies to mitigate the impacts of the COVID-19 pandemic on children and also press on with our agenda for early childhood care.





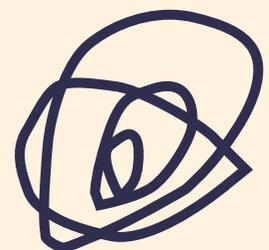


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