

Pode Crear Program

2022 Social Impact Report



Vilson Groh Institute
vilsongroh.org

Instituto
Pe. Vilson Groh





The Vilson Groh Network

Bridging urban exclusion through education



The Vilson Groh Institute is a Brazilian nonprofit that works jointly with and supports a network of eight schools, educational centers and social organizations - The Vilson Groh Network. The institute's focus is on social justice and uplifting marginalized communities in Brazil through education.

The organizations in this network offer basic and comprehensive education, welcoming, socialization and strengthening of bonds, technical and university training, culture, sports, free of charge to those in need in poor and marginalized communities.

We believe in education as a tool for social transformation and the main way to reduce inequity.

The purpose of the Vilson Groh network is to open up paths for marginalized youth to take the lead in their own lives and have the opportunity to access universities and the job market, to fight for their rights, to live a life with dignity and to enable youth to dream and have these dreams come to fruition.

2021 impact

20.979 people reached

5.957 students

7.955 families served

154 youth employed

From birth
youth shelters

2-6 years
children education

5-14 years
complementary education
healthy socialization services

6-18 years
full time education

17+ years
university preparation
job opportunities

11-24 years
Pode Crer



CCEA
Cultural Center &
Youth Shelter



AJPII
Elementary
School



ACAM
Children
Education



CEDEP
Popular Education
Center



AGB
Education Projects in
Guinea Bissau



MARISTA
São José
Centro Social Marista
Marist High Schools

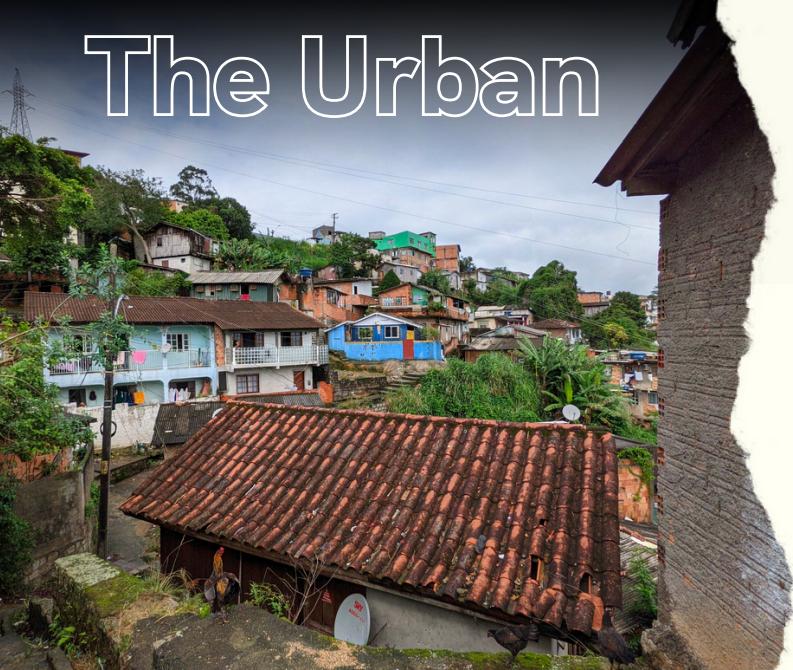


CENTRO SOCIAL
ELIZABETH SARKAMP
CSES
Community Center



IVG
Vilson Groh
Institute

The Urban



Marginalized youth in Florianópolis cannot integrate into society, break the misery cycle and become engaged citizens ... Why?

- 20% of youth lives in poverty
- Low quality public education leaves youth behind
- Without job qualification, over 50k youth works in underemployment and informality
- Youth gets co-opted into drug trafficking
- Of the 111,000 people ages 15-29:
 - 44% are not studying
 - 11% neither studies or work

Source: Sinais Vitais - Icom 2017 & 2020

Chasm

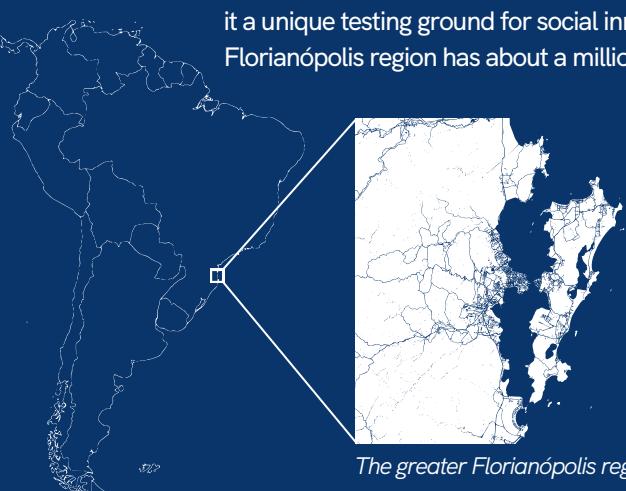


Florianópolis is a hub of technology and innovation in Brazil, with over

**6000
open jobs**
in the technology sector.

Challenges and opportunities of an unequal society

Florianópolis embodies the challenges of every city in Brazil and urban centers in the developing world. Access to social and economic opportunities is still tremendously uneven. At the same time, it presents a confluence of factors that make it a unique testing ground for social innovation. Poverty rates are lower than in other urban regions of Brazil, the greater Florianópolis region has about a million inhabitants, and much of the economy is knowledge centered.



The greater Florianópolis region

The Vilson Groh Institute builds on over 40 years of grassroots work within marginalized communities in the region, with extensive experience conceiving and operationalizing social and educational programs and deep ties across civil and public society.

As a result, the Institute is in a unique position to test, refine and iterate on new initiatives that can yield results faster and with fewer resources than in larger urban centers, and inform programs and policies that can then be scaled in a short timeframe.



— Instituto —
Pe. Vilson Groh



The Pode Crer Vision

Reinventing Brazilian education

Pode Crer is a new education program and methodology created to shape the future of Brazilian education and society. The long-term vision of Pode Crer is to provide complementary education from childhood to university age. The program was conceived to prepare students to be engaged leaders in society and active participants in the economy of the future: the knowledge economy. Pode Crer implements an educational approach that blends technology, citizenship, and communication. It is underpinned by the development of leadership, creativity, critical thinking, problem-solving, tested in the challenging social context of Brazilian marginalized communities, where the program is implemented. Pode Crer encourages self-awareness, creativity, and problem-solving skills with technology tools through dynamic cultural, human, and citizen training experiences in three learning paths for ages 11-24.

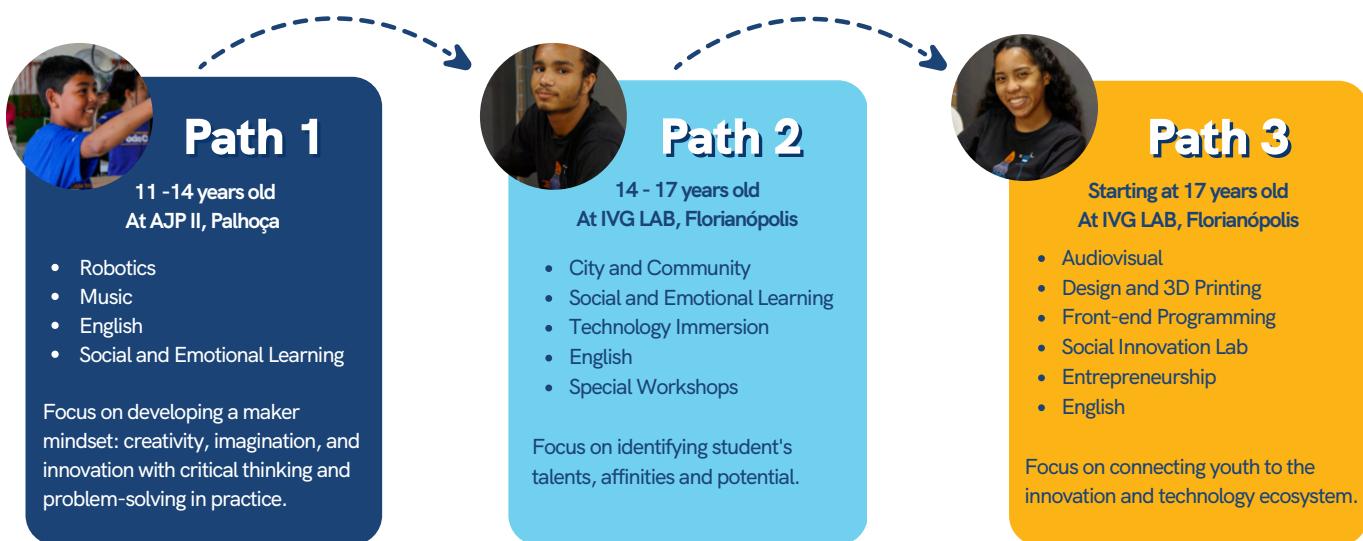
Pode Crer consolidates the 40 years of experience from the organizations in the Vilson Groh Institute's Network into a scalable methodology that prepares young people from the peripheries by identifying and shaping their talents and interests. Pode Crer emphasizes practical projects aimed at community impact and the creation of connections with technology companies in the region.

Pode Crer is free and open for all youth from low-income families, currently taking place in the greater Florianópolis region in the south of Brazil. The pilot program took place in 2021 with 320 spots and served 485 youth over the year, with 291 students completing the whole year and being certified. The second iteration had 300 spots and served 366 youth over 2022, some of whom participated in 2021, with 238 students being certified in 2022. We are looking to secure funds for the 2023 iteration of Pode Crer, which had a budget of 1.2M BRL (240k USD) in 2022.

Learning Paths

In 2022 Pode Crer offered education in technology and soft skills education to 366 students during after-school hours in two weekly meetings, mornings or afternoons. Out of 200 participants in learning paths 2 and 3, fifty students that excelled in technology topics had the opportunity to participate in advanced workshops in machine learning, with two extra meetings per week.

The learning paths are designed to address the lack of access to opportunities in technology and the knowledge economy opportunities for young people in the periphery. They provide a formative experience that enables progression and help youth develop their skills and achieve their life goals.



What makes Pode Crer different?

Face-to-face education

Focused on technology, leadership and citizenship

Non-exclusive, non-competitive

Open to all youth from families earning up to 1.5 minimum wage (USD 260 per month)

Innovative methodology

Focus on practical projects, mentorship with diverse professionals and connections to partners

Financial support

Students receive a monthly R\$200 scholarship (USD 40), subsidized transportation and food assistance



2022 by the numbers

109 students on learning path 1

75%

completion
rate

40%

girls

18

students in
robotics team

257 students on learning paths 2 and 3

65%

completion
rate

60%

girls and
women

50

students in
advanced
classes

30

participants in the
first Pode Crie Hackathon

200

scholarships
of BRL 200/mo

8

students also in university
preparation courses

25%

received job or
internship opportunities

R\$655

mean monthly
investment per student
(USD 130/mo)

Moments from 2022

Learning Path 1 at João Paulo II Association in Palhoça



Learning Paths 2 and 3 at Espaço IVG in Florianópolis



The Social Innovation Centers

Over the past two years the Pode Crer methodology has been developed and consolidated. To serve as hubs for the growth of Pode Crer, five Social Innovation Centers will be created across the greater Florianópolis region in locations close to partner organizations. These centers will have state-of-the-art infrastructure to offer all the learning paths of Pode Crer continuously.

The first center construction is planned to start in 2023 and open in 2024 in the community of Monte Serrat in Florianópolis. Over time it will reach capacity to serve over 700 Pode Crer students every year, and impact over 20 thousand people in the surrounding communities. This center will completely reinvent the community's image. It will feature a maker space, computer labs, classrooms and workshops, an auditorium, a library, co-working spaces and social spaces.

Services and classes offered to children, adolescents, and young people in the communities will be completely free. In addition to educational spaces for young people, these centers will have co-working and event spaces, to foster genuine cooperation between the innovation ecosystem and the communities and the resolution of social problems. We already have identified suitable locations within each community for the next four centers, next to partner organizations. These centers are expected to cost about 1M USD (5M BRL) to build and operate for the first year.



Support the Pode Crer social innovation centers!

Reach out via Whatsapp or email

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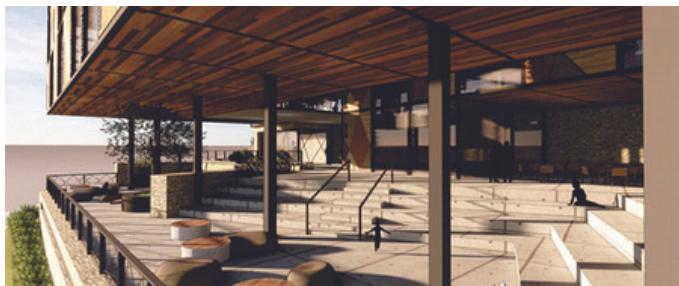
ivg@redeivg.org.br

\$800k

Funding needs to open the Monte Serrat social innovation center by 2024

\$1M

Cost of each additional social innovation center and Pode Crer operations for first year



Proposed design of the first Pode Crer social innovation center, to be constructed in Monte Serrat, Florianópolis

Funding needs

\$400k \$800k \$600k \$1M

Ideal budget for Pode Crer 2023 with a student stipend of BRL 600 (\$120)

Funding needs to open the first social innovation center by 2024

Yearly cost of running Pode Crer at the first social innovation center and João Paulo II association, aiming to reach 600 students

Cost of each additional social innovation center and Pode Crer operations for first year

Pode Crer 2022 budget

In 2022 Pode Crer ran on a budget of 1.38M BRL (about 280k USD), of which 1M BRL was granted by the bank CAIXA and the rest by individual donations. The ideal operational budget for Pode Crer is about 2M BRL (400k USD). Under the ideal budget almost half (44%) is devoted to enabling students to fully focus on classing by supporting them transportation, meals, and a stipend of BRL 600 that is very significant in supporting student program completion and helps them support their families. Even the current stipend of 200 BRL/mo, (40USD/mo) was already extremely impactful stipend for students aged 14+ actively attending the program. Over 2021 it was observed that this stipend was very important for keeping students in until the end of the program. In 2022 the stipend became tied to attendance and significantly boosted attendance rates to 98%. The primary bottleneck for immediately scaling Pode Crer is securing funding. Because we are only able to hire the educators as part-time staff, we could readily double the capacity of the program to reach 600 students total with a full time team of educators

Item	Total	Notes
Espaço IVG rent and 4 support staff	R\$ 180,000	The lump sum of R\$ 20,000 per month covered rent and the salaries of 4 staff supporting paths 2 and 3.
Associação João Paulo II and 8 staff	R\$ 225,000	The lump sum of R\$25,000 per month covered rent and the salaries of 8 staff and teachers supporting path 1.
Support staff salaries	R\$ 105,559	Salaries for pedagogy coordinator, social assistant, administrative assistant and two communication interns
Teachers salary for paths 2 and 3	R\$ 115,200	Teachers were paid at R\$ 30 per hour. Total of 3840 hours over 9 months
Uniform shirts	R\$ 12,000	500 shirts were purchased at R\$ 24 per shirt
Communication expenses	R\$ 59,330	Print materials, website and media expenses.
Bus fare - paths 2 and 3	R\$ 221,616	R\$ 7.29 per fare, about 30400 bus fares
Student meals - paths 2 and 3	R\$ 81,168	R\$ 5.34 per meal, budgeted 15200 meals
Student stipends - paths 2 and 3	R\$ 360,000	200 students on paths 2 and 3 received a stipend of R\$ 200
IVG lab of social innovation - 4 months	R\$ 22,240	50 students met an additional two days a week over 4 months at a cost of R\$ 5560 per month to cover transport, meals and support staff.
Total	R\$ 1,382,113	

Notes

- Pode Crer ran for 9 months, rent and salaries are accounted for this period.
- Learning Paths 2 and 3 met regularly on Mondays and Wednesdays with 200 expected students over a total of 76 class days.
- Associação João Paulo II, where learning path 1 happens, received a monthly lump sum for rent and salaries and managed path 1 operations.
- A bulk sum for the rent for IVG LAB and 4 staff was paid to another organization in the Vilson Groh Network, Centro Cultural Escrava Anastácia
- Operations for learning paths 2 and 3 were directly managed by the Vilson Groh Institute.
- The IVG innovation lab machine learning classes were provided for free by the INE/UFSC/Computação na Escola partnership
- The Pode Crer Hackathon was entirely sponsored by Neoway and does not figure in the Institute Expenses
- The table presents costs in BRL (R\$), brazilian reais, which have an approximate exchange rate of about 5 BRL to 1 USD.



2022 highlights

Pode Crer joins 15 global innovation initiatives in education

This year Pode Crer forged important international partnerships. In November, the Institute was one of 15 organizations selected worldwide to participate in the Solving Public Problems Accelerator (SPP) - Solutions Accelerator to public problems, in Italy.

Tainara Lemos, the Institute's Programs Coordinator went to Bellagio, Italy, and presented the results and innovative results based on our experience with the Pode Crer Program.

The SPP accelerator is coordinated by Beth Noveck. It is an initiative of The GovLab, the Burns Center for Social Change at Northeastern University and the Rockefeller Foundation. The aim of this initiative is to increase the impact on education and learning by supporting organizations and young leaders to articulate solutions to public problems, from idea to implementation, through a rigorous approach focused on data and impact assessment.





The IVG LAB, in partnership with UFSC and FIESC/Senai

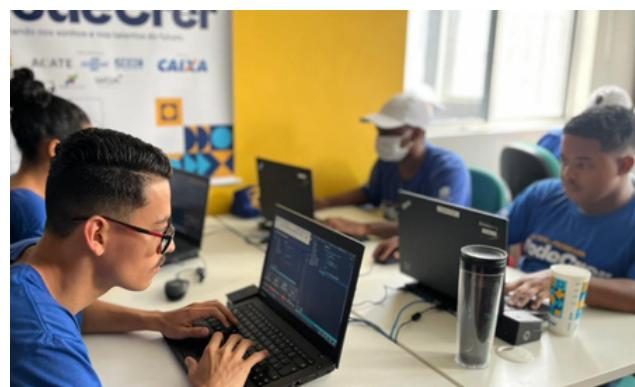
To further develop the potential of about 50 young people interested in pursuing a career in technology, this year we launched the IVG LAB of social innovation. The lab offers advanced workshops in partnerships with UFSC (the Federal University of Santa Catarina) and the FIESC/Senai industry association.

In the Machine Learning (ML) workshop, done in partnership with the Computation in School initiative at INE/UFSC, students were introduced to the world of Artificial Intelligence, learning basic ML concepts in a practical way. In addition to creating their own ML models, they were able to develop intelligent applications to solve problems creatively and critically discuss ethical issues and their impacts, strengthening their active participation in a world increasingly influenced by Artificial Intelligence.

In the FrontEnd Programming workshop, done in partnership with FIESC, and with mentorship from SENAI professionals, students earned basic front-end programming, including introduction to CSS3 and HTML.

Students also visited the INE (the Department of Computer Science and Statistics at UFSC) and learned about undergraduate courses in computer science and the Ampera Racing/UFSC project, which uses machine learning to detect objects.

Over the course of IVG LAB the idea of a marathon to develop technological solutions for social problems was conceived, as students had exchanges with volunteer professionals from Neoway, who conducted multiple workshops, including : Introduction to Data Analysis; BackEnd Development; Programming Language "Learning Golang" and Service Design "Understanding and sympathizing with the customer".





CAIXA TEM - PROGRAMA
PodeCrer

CAIXA
BANCOS



The first Pode Crer social innovation hackathon, a partnership with Neoway

About 30 students people from advanced classes of Pode Crer and technology and innovation professionals participated in the first Pode Crer social innovation hackathon under the theme "Technology is ours!", conceived and executed in a partnership with Neoway, a technology company based in Florianópolis. It was a marathon of conceiving and prototyping solutions for specific problems in the peripheries of Greater Florianópolis.

Unlike most hackathons, the Pode Crer social innovation hackathon focused on the city of Florianópolis as a whole, with its numerous social challenges: gender and social inequality, poverty, hunger, unemployment and environmental issues.

Students formed 5 teams and received individualized mentoring and workshops over three intense weeks of project development. The goal of the Pode Crer Hackathon was to encourage young people to leverage technology to think about solutions to the city's social challenges in an innovative way, aligned with the UN Sustainable Development Goals.





Strengthening communication, sustainability and participation in the regional robotics tournament

Students in the learning path 1 worked under the sustainability theme this year. Classes leveraged robotics, English, communication, and music to work on problem solving, so that children and adolescents could learn in a playful way. This strengthened STEAM education, integrating knowledge of Arts, Sciences, Technology, Engineering, and Mathematics. Activities were aimed at developing creativity, imagination, and innovation, with critical thinking and problem solving in practice.

Some of the most memorable moments of the year included the beach and mangrove clean-up event, in partnership with the "Palhoça Menos Lixo" organization, and the visit to the Trash Museum in Florianópolis, with the aim of contributing to the development of a critical and reflective look at the production of garbage and the use of non-organic and recyclable waste.

Within the theme of sustainability, path 1 students advanced in the robotics workshop, through practical activities, programming of awareness animations in Scratch, and the creation of programmed and sensor-equipped robotic turtles and crabs capable of distinguishing garbage from food on the seabed. The experience culminated in the formation of two robotics teams for the FIRST LEGO League Challenge (FLL) Robotics Tournament. In 2023, the TurtleTECH and CrabTECH teams, each with nine members, will compete in the regional competition, traveling, many for the first time, to another city and taking with them all the knowledge and experiences gained over another year of Pode Crer.





Jornada X - The answer is in our community!

Created under the motto "Free, Fast, Fun, Fantastic", Jornada X, a partnership between IVG and LiveLab, arrived at Pode Crer as a proposal for a cooperative scavenger hunt, developed by the Livelab Institute, in which 200 young people from the project organized leagues and actions with the aim of solving social problems identified in their territories at no cost and using digital resources.

Students from paths 2 and 3 totaled 24 teams driven by different causes, such as: revitalization of public spaces, beach cleaning, emergencies in urban mobility and food collection.

Among the challenges chosen by the leagues throughout the two stages of the Jornada X are the collection of donations (personal hygiene kits, clothes) and dog food for abandoned dogs, the production of documentaries and reports, the creation of platforms to identify local talent, actions of lectures in schools on pet care and citizenship, mobilization to revitalize public spaces and beach cleaning, among others.

At the end of Jornada X, students were able to share experiences and the results of the actions of their leagues!





Connections with the innovation ecosystem

In addition to the workshops and special programming for the children and young people served at Pode Crer, the project team has expanded its participation in events and connections with the technology and innovation sector both nationally and internationally, as well as its presence in the media.



Cities Summit 2022

The Institute's Program Coordinator, Tainara Lemos, attended the 2022 Cities Summit, discussing accessibility and inclusion in cities, along with Márcia Caspary, from the Santa Catarina Municipal Federation (FECAM).



International Connections

In addition to participating in the SPP Accelerator in Italy, Pode Crer has also extended its connections with the Google Academy, and has been introduced to researchers from Stanford, Harvard, Brandeis, Oxford, Caltech, and Berkeley universities, and is in dialogue with J-PAL, a global research center working to reduce poverty and conducting impact evaluation studies.



Our youth in the media

Pode Crer students have also participated in local media coverage, such as on the Conexão ND program about youth participation in elections, and in interviews about the Pode Crer Hackathon, conceived and executed in a partnership with Neoway.



Technical visits and field trips

Both the young people and children in the project have had opportunities to visit companies, universities, and technical schools, expanding their view of society and possibilities. Among the main visits are the trip to KAD - Koerich innovation lab, Neoway, IFSC (technical school), the Department of Computer Science and Statistics at UFSC, the Integrated Culture Center (CIC) and the trash museum (Museu do Lixo).

2022 Student statements



Pode Crer has opened up opportunities that I never thought I would experience. I am grateful to be learning more and more about technology. I want to continue in this area.

Maria Eduarda Coutinho



I became really interested in Pode Crer. I thought it wouldn't give me so many results, but it ended up helping me even in school in various subjects.

Aisha Santos



Before Pode Crer, I saw technology as something just for fun, but after starting the course, I realized that it could be my professional career, my future.

Jackson Ribeiro



Pode Crer was very decisive when I saw that there I could show who I am and all my potential.

Guilherme Loch



By learning technology and the knowledge that Pode Crer offers, we, as young people, can develop projects, go abroad... because we can think big.

Jéssica Gomes



I feel challenged at Pode Crer and that's what I like and what motivates me to continue. I was able to realize my talents, creativity and my potential for technology. I want to follow a career in aerospace technology.

Ana Clara Lisboa



At Pode Crer, I recovered an old dream of mine to study technology. The project stimulated my creativity.

Ágata Cavalheiro

Pode Crer was very good for my children. Maria communicates better and Bruno is very interested in technology.

Paloma, Maria and Bruno's mother



I fell in love with Pode Crer because I saw an educational methodology similar to what I found in the United States, in the line of solving real problems, working on technical and socioemotional skills - and above all, focused on those who need it the most. That's why it's important to create bridges, bringing together everything that is happening in technology, innovation, knowledge, inside and outside of Brazil, to the peripheries, which are unaware of all this growth.

Lucas de Paula
Neoway CTO

Teaching Machine Learning to young people in Pode Crer as part of the Computation in School initiative from our group at the Federal University of Santa Catarina was a success! Students learned how to develop their own intelligent applications and critically discuss the impacts of Artificial Intelligence within their reality. Observing the interest and dedication of the participants and seeing the results achieved in such a short time was impressive, and demonstrates the importance of Pode Crer, preparing them to actively participate in a world increasingly influenced by Artificial Intelligence, and inspiring them to pursue a career in this field with so many opportunities.

Christiane Gresse von Wangenheim
Professor at the Federal University of Santa Catarina



It was wonderful to learn about the highly impactful work that the Vilson Groh Institute is doing with Pode Crer. I was impressed by the fact that you have created, and this is very uncommon for the organizations I come into contact with, a program that serves everyone and that especially brings to those people who most need the services you provide. I see countless programs for young people who want to choose the top 10 children and even those children may come from disadvantaged backgrounds, but because of any good luck they had, they are now among the top 1%. I think what is much more exciting and inspiring is that you have managed to create a scalable and successful program, focused on really helping young people go from A to Z, where they are successful and get a job at the end of the project, live a safe and healthy life, stay off the streets, avoid violence, illness, and addictions. It is very exciting and inspiring what you do.

Beth Simone Noveck
Coordinator of the Solving Public Problems Education Accelerator, professor at Northeastern University, director of the Burnes Center and the Govlab, and the first director of social innovation for the state of New Jersey.



Who made Pode Crer 2022

The Pode Crer 2022 was conceived by the Vilson Groh Institute, and co-executed with the João Paulo II Association, which managed the execution of educational le1. In total there were 26 staff directly involved with day to day activities, including a team of 8 dedicated educators. Pode Crer classes also benefited immensely from the active participation of 18 volunteers.

There were 76 days of regular classes twice a week from April through December on Mondays and Wednesdays for all students. Beyond regular classes, from September through December twice a week on Tuesdays and Thursdays 50 students met for the "IVG Social Innovation Lab" with advanced machine learning and web development workshops. During the final month 30 students participated in the first the Pode Crer Hackathon, which conceived and executed in a partnership with Neoway, over several meetings and individualized mentorship from Neoway volunteers with 5 student teams.

Pode Crer 2022 also benefited from engagement with about 20 local partners through its execution, including: FIESC, ACATE and SEBRAE (industry associations), WOA (real estate developer), Floripa Sustainable Movement, Statkraft (energy company), LiveLab (social innovation nonprofit). The IVG lab workshops were designed and executed by FIESC and the INE/UFSC Computing in School project (Computação na escola).

Pode Crer 2022 primarily financed with a 1M BRL (200k USD) grant from the CAIXA Federal bank and the Brazilian Government, and received significant donations and support from many individual donors and volunteers who believe in our shared vision and the society we are creating.

Execution



Equipment donations

Institutional Support

ACATE

SEBRAE

FIESC
PELO FUTURO DA INDÚSTRIA

WOA

FloripaSustentável

CAIXA
O BANCO DE TODOS OS BRASILEIROS

**PÁTRIA AMADA
BRASIL**
GOVERNO FEDERAL

Sponsorship

Pode Crer hackathon execution



livelab
INovação SOCIAL

FIESC
PELO FUTURO DA INDÚSTRIA

**COMPUTAÇÃO
NA ESCOLA**
GDS INCA UFSC

Neoway
Uma Empresa B3

Support at Jornada X

IVG Lab workshops



Thank you for joining us

As we witness Pode Crer educational processes unfolding at the closing of our second year, the path we envisioned when first dreaming of the program takes clear shape: it is a path of opportunity for all youth in the urban peripheries. This is a path that welcomes them, recognizes their potential and enables youth to become active and engaged citizens while having agency and ownership over their own lives.

Beyond the youth that directly participated in Pode Crer this year, we impacted the social ecosystem throughout the greater Florianópolis region and fostered new ways of thinking about the periphery.

We shattered expectations and constantly surprised people with the talents we are nurturing and their tremendous creative potential of our youth. A vibrant and eager youth that takes responsibility for their own lives and those around them, tackling the thorniest problems in their communities with creativity and compassion.

Watching the transformation and flourishing of each youth that goes to Pode Crer, frequently happening within a matter of months, fills us with joy and fulfillment, and drives us to unleash ever more human flourishing processes across this city. This was only possible thanks everyone that joined us in this ambitious journey, a journey that we embarked on pushed by the demands of a harsh social reality, and which we can only together.

Thank you to every single one of you that made 2022 an incredible year ripe with human flourishing. We hope that these results will make you join us again in 2023, and help us make the Social Innovation Centers come true.



Fr. Vilson Groh
President of the
Vilson Groh Institute

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Donate

To make a tax deductible donation in USD to our designated fund the BrazilFoundation, a 501(c)3 organization:

<https://www.brazilfoundation.org/podecrerfund/>

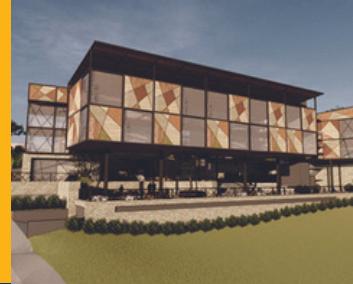
To make a donation in Brazilian reais visit our donation page:

<https://www.redeivg.org.br/doe-agora/>

Support the Pode Crer social innovation centers!

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