

Pode Crer

Innovative technology education for marginalized youth

Vilson Groh Institute - Florianópolis, Brazil

<https://vilsongroh.org>



Instituto
Pe. Vilson Groh



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The lives we are changing...

"I grew up in one of the most violent communities in the region, I lost many friends and people very close to me because of violence.

The Vilson Groh Network saved me and brought me here.
I discovered myself as an artist when I was given the opportunity to be one"

JOSÉ ELIAS, 24

Pode Crer student in 2021 and now chief video editor at the media company Floripa Mil Grau



The Urban



Marginalized youth in the "favelas" of Florianópolis...

- 20% of youth lives in poverty
- Low quality public education leaves youth behind
- Without job qualification, over 50,000 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 nor work

Chasm



...cannot access educational , cultural and job opportunities, especially in technology.

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

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

The Vilson Groh Institute Network

Bridging urban exclusion through education and access to opportunities

- The Institute is the result of **40 years** of work in marginalized communities.
- We support a **network of 8** educational organizations.
- We have longtime government, nonprofit and corporate partners
- Every year our network impacts over **6,000** students and **20,000** people.

Pode Crer

- **New flagship educational program.**
- **Education in technology, civics and leadership.**
- **Tailored to marginalized youth.**
- **3 learning paths across ages 11-24.**

Location of the Vilson Groh Network organizations

across the greater Florianópolis region

2021 & 2022 achievements

854

Pode Crer students

450 students got a monthly stipend,
impacting over 1800 people across
students' families



61%

completion rate

Out of 854 students, 529 completed
the program in 2021 and 2022.

25%

get follow up opportunities

25% of students aged 14+ that complete
the program get qualified jobs, internships
and follow-up study opportunities

\$130

monthly investment
per student

Including student transportation,
meals, and a \$40 (BRL 200)
monthly stipend for students 14+



What makes Pode Crecer different?

Non-exclusive, non-competitive

- You from families earning less than 1.5x minimum wage per capita (USD 390/month)

Face-to-face education

- Focus on practical projects
- Connections to partners, jobs and internships

Innovative methodology

- Integrated approach to technology, civics and leadership
- Develops learning autonomy

Financial support

- Students received a monthly BRL 200 stipend (USD 40)
- Free transportation and food assistance
- Ideal stipend is USD 120/month, expected to boost completion rates to > 90%



The Pode Crer learnings paths

A new approach blending technology, civics and leadership



Path 1

11 - 14 years old

- Robotics
- Music
- English
- Social and Emotional Learning



Path 2

14 - 17 years old

- City and community
- Social and Emotional Learning
- Technology immersion
- English
- Special workshops



Path 3

17+ years old

- Audiovisual
- Design and 3D Printing
- Front-end Programming
- Social Innovation Lab
- Entrepreneurship
- English

Developing learning autonomy

Connecting youth with opportunities in technology & innovation

- In 2022 Pode Crer had 366 students in two weekly meetings.
- 50 students participated in advanced workshops in one extra weekly meeting.

Pode Crer 2023 budget

Mean monthly investment of \$184 per student

300 students

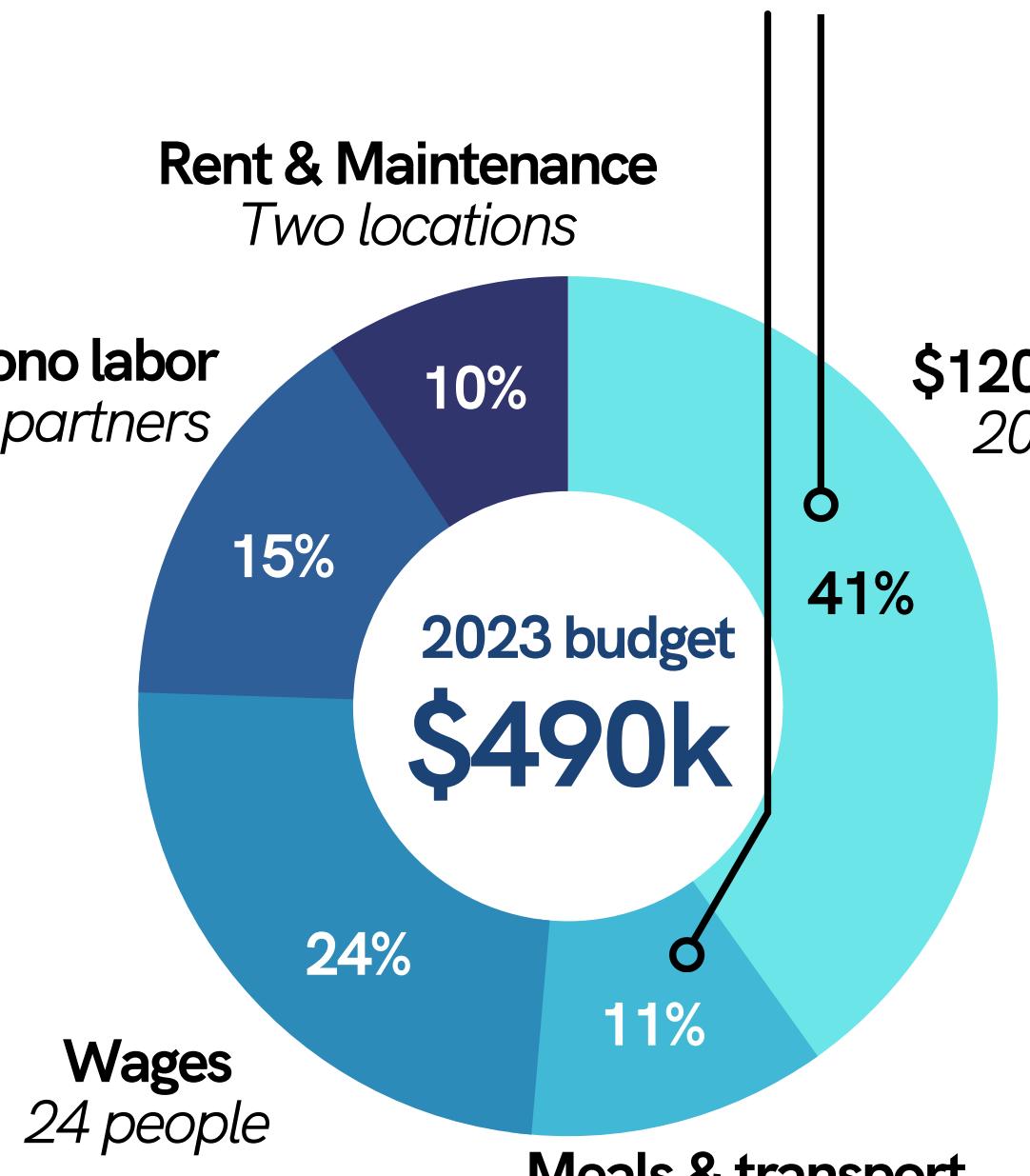
- Classes twice a week
- Ages 11-24

Ideal stipend

- Tied to attendance
- Ensures students stay in program
- Increased from \$40/mo to \$120/mo

Advanced classes

- Twice a week
- 50 students
- Machine learning & programming



Over half (52%) of the ideal budget is devoted to direct student support



2022 milestones

Pode Crer together with 15 global innovative education initiatives



Tainara, Pode Crer lead &
Beth Noveck, SPP coordinator



SPP participants

In 2022 Pode Crer was selected as part of 15 global innovative education initiatives to participate in the Solving Public Problems Accelerator (SPP) in Italy, coordinated by Beck Noveck, professor at Northeastern University, director of the Burns Center and the Govlab.



2022 milestones

Pode Crer students awarded at the SESI Robotics Championship



In just their second year of Pode Crer, 18 students from track 1, participated in the SESI Robotics Tournament, in Itajaí, where they demonstrated their innovation and sustainability projects to an evaluation board and were awarded the Star Starter of the SESI Catarinense Tournament for the teams' first participation in the tournament.

2022 milestones

Advanced machine learning classes at IVG Lab



Students spotlighted by MIT app inventor

To further develop the potential of around 50 young people interested in pursuing a career in technology, we created the IVG Lab - an innovation laboratory with advanced workshops in machine learning in partnership with UFSC and FIESC/Senai.



Field trip to the UFSC computer science department



2022 milestones

The first Pode Crer Hackathon



35 students from the advanced classes of Pode Crer participated in the First Pode Crer Hackathon, promoted in partnership with the Neoway technology company. It was a marathon of designing and prototyping solutions for specific problems on the outskirts of Greater Florianópolis.

2022 Testimonials



Beth Simone Noveck

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

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.

I fell in love with Pode Crer because I saw an educational methodology similar to what I found in the United States, focused on 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 at Pode Crer was a success! Students developed intelligent applications and critically discussed the impacts of Artificial Intelligence within their reality. The interest and dedication of the participants and 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 with so many opportunities.

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



The first Pode Crer social innovation center

- To be located **inside the favela of Monte Serrat**, where the Vilson Groh Institute was born.
- The Monte Serrat center will **grow Pode Crer capacity to 600 students every year**, increasing over time.
- A new organization in the Vilson Groh network, the center will be **managed with and by the youth and community**.
- **Over 20,000 people impacted** in the surrounding communities, together with 7 public schools.
- Demonstrate that Pode Crer works and can be **implemented as public policy**.
- Share methodology through teaching practice, **influencing practices across educational institutions**.



Planned location of the first Pode Crer Social innovation Center inside the Monte Serrat favela

Our goal is to fundraise

\$540k

To match expected outstanding funding for 2023

2023 Pode Crer

\$290k outstanding for operational costs



Pode Crer Social Innovation Center

\$250k outstanding for construction



Total cost: 490k USD (\$200k guaranteed)

- \$80k from in-kind pledges from partners
- Guaranteed \$120k from local government for BRL 200 stipends and fixed costs

Expected
39.5%



Total costs
\$1.69M

Total cost: 1.2M USD

- \$350k already raised
- \$100k pledged with in-kind donations
- Expected \$500k in-kind construction materials

Our partners at Pode Crer

Over 40 years Vilson Groh Institute amassed partners across government, civic and private organizations

\$150k

individual donors

\$450k

institutional donors

26

staff

18

volunteers

12

institutional partners

Over 2021 and 2022 Pode Crer raised over \$150k in individual donations which were primarily used to provide the student stipends of \$40/mo.



- Pode Crer 2022 was supported by 12 institutional partners.
- In 2021 and 2022 Pode Crer was supported with a grant of BRL 1M (\$200k) from the federal bank Caixa.



Institutional Support

ACATE

SEBRAE

WOA



Equipment donations



IVG Lab advanced workshops



Pode Crer hackathon execution

Participants and mentors of the first Pode Crer social innovation Hackathon, executed with Neoway



Website



English website

<https://vilsongroh.org>

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Portuguese website
<https://redeivg.org>

Get in touch

Tainara Lemos
Program coordinator
tainara@redeivg.org.br

Reach out via Whatsapp
 [+55 48 99133-5314](tel:+5548991335314)

Donations

Tax deductible donations in USD via designated fund with the BrazilFoundation, a 501(c)3:
brazilfoundation.org/podecrerfund/

To make a direct donation in Brazilian reais visit our donation page:
redeivg.org.br/doe-agora/

Appendix



2021

by the numbers

77

students in path 1

78%

completion rate

46%

girls

90%

of 2021 students continued in 2022

411

students in paths 2 and 3 along 2021

60%

completion rate

40%

girls and women

60

students in advanced classes (path 3)

250

scholarships of BRL 200/mo (USD 40/mo)

30%

received job or internship opportunities

24

youth admitted to University and professional courses

2022

by the numbers

109

students in
path 1

75%

completion
rate

40%

girls

18

students in
robotics team

257

students in paths 2 and 3

65%

completion
rate

60%

girls and
women

50

students in
advanced
classes

200

scholarships of
BRL 200/mo
(USD 40/mo)

35

participants in
the first Pode
Crer Hackathon

25%

received job or
internship
opportunities



2021 Moments

Educational path 2 & 3 , ages 15-24



2022 Moments

Educational path 2 & 3 , ages 15-24



2022 Moments

Educational path 1, ages 11-14



Our growth vision

Galvanize by example

The Monte Serrat social innovation center will demonstrate to policy makers through example and ongoing practice that the vision of Pode Crer works and can be implemented as public policy.



Share through practice

The center will be a radiator and replicator of the Pode Crer living knowledge and methodology by training educators through teaching practice, influencing practices across educational institutions



Expand sustainably

As the first social innovation center becomes consolidated and attains ongoing financial support for operations, we have the wish to create four others centers to be hubs of Pode Crer. Each additional center costs about 1M USD to build and fully operate for one year.

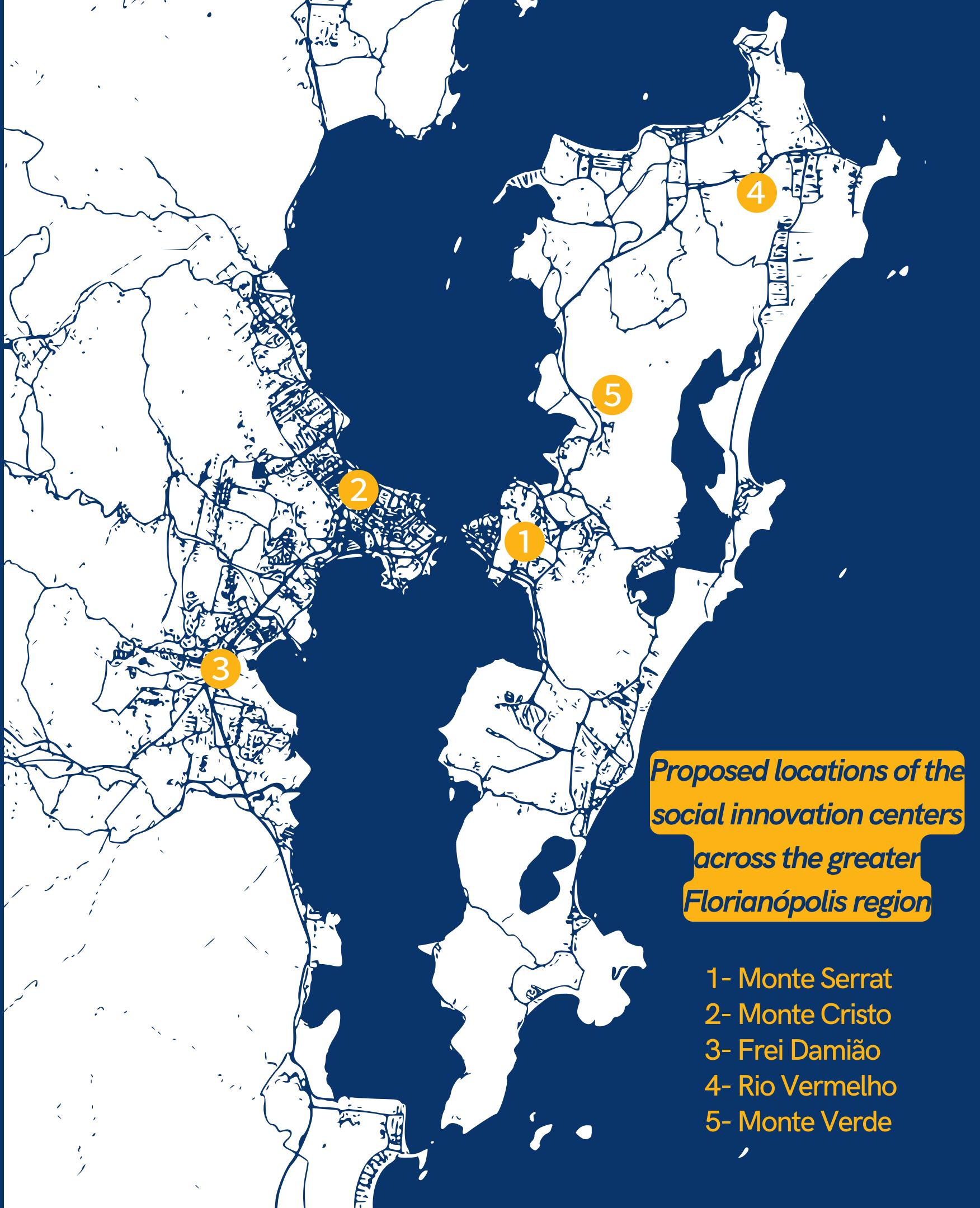


The planned social innovation centers

- After the Monte Serrat center, we have selected five other locations to create centers with partner organizations.
- They will serve as hubs for sustainable Pode Crer expansion inside communities where we already work.
- These centers will have state-of-the-art infrastructure to offer all Pode Crer learning paths simultaneously.
- Each center is planned to grow over time to reach capacity to serve over 600 Pode Crer students every year.

\$1M

Estimated cost of each additional social innovation center + Pode Crer operations for first year



Pode Crer 2022 detailed 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 (52%) 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 BRL 200/mo, (USD 40/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 helped boost 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. |
| Student 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/mo |
| 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.

The Vilson Groh Institute Network

The Institute is the result of
**40 years of work in
marginalized communities.**

We support a network of
8 educational organizations.

Every year our network impacts over
**6,000 students and
20,000 people.**



*Location of the Vilson Groh Network organizations
across the greater Florianópolis region*

The Vilson Groh Network

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.

These organizations offer comprehensive educational programs spanning all ages, welcoming, healthy socialization and strengthening of bonds, technical and university training, culture, sports. All programs are 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.

From birth

youth shelters



CCEA
Cultural Center &
Youth Shelter

2-6 years

children education



AJPII
Elementary
School

5-14 years

complementary education
healthy socialization services



ACAM
Children
Education



CEDEP
Popular Education
Center

6-18 years

full time education



AGB
Education Projects in
Guinea Bissau

17+ years

university preparation
job opportunities



MESLM and MESSJ
Marist Social Schools
K-12 education

11-24 years

Pode Crer



CSES
Community Center

IVG
Vilson Groh
Institute

2021 Vilson Groh network reach

20.979 people reached

5.957 students

7.955 families served

154 youth employed



The organizations in the Vilson Groh Network

Over the last 40 years these organizations were created or supported through the efforts of

Fr. Vilson Groh and the Vilson Groh Institute.



ACAM - Educational center, support for vulnerable youth

Reaches: 215 families, 217 youth ages 6-15, total of 1097 people.

Team: 20 staff + 7 volunteers



AGB - Promotes humanitarian education in Guinea-Bissau

Reaches: 1255 youth ages 2-25.

Team: 27 volunteers



AJPII - Early Childhood Education and youth education, where Pode Crer track 1 happens

Reaches: 139 families, 186 youth ages 6-15, total of 320 people.

Team: 24 staff + 17 volunteers



CCEA - cultural activities, support for children and youth, where Pode Crer tracks 2 and 3 happens. Also runs a youth shelter.

Reaches: 717 families, 1008 youth ages 0-22

Team: 48 staff + 26 volunteers



Vilson Groh Institute - a space for articulating ideas and building bridges that unite people and organizations.

Reaches: 6033 people, 617 between ages 11-29 in our programs.

Team: 12 staff executive team + 86 volunteers



CEDEP - Popular Education Center, a quality, safe and welcoming educational space for youth in social vulnerability

Reaches: 474 families, 651 youth ages 6-18, total of 8359 people.

Team: 36 staff + 37 volunteers



CSES - community center maintained by volunteers

Reaches: 1361 people total

Team: 10 volunteers



MESLM - Marist school providing K-12 education

Reaches: 378 families, 423 elementary students, 108 high school students.

Team: 94 staff



MESSJ Marist school providing K-12 education

Reaches: 793 families, 1020 students

Team: 110 staff + 1 volunteer

2021 Financial summary of the Vilson Groh network

For detailed numbers see the official 2021 impact report (in Portuguese) at
<https://www.redeivg.org.br/relatorios-sociais/>

| Organization | Number of students | Total number of supported people | Budget in USD (1 USD = 5 BRL) | Estimated monthly investment per impacted person |
|----------------------------|--------------------|----------------------------------|----------------------------------|--|
| ACAM | 217 | 1097 | \$248,097 | \$90 |
| AGB | 1255 | 1255 | \$31,763 | - |
| AJPII | 186 | 300 | \$190,779 | \$65 |
| CCEA | 1008 | 1008 | \$551,349 | \$55 |
| CEDEP | 651 | 8359 | \$517,418 | \$110 |
| CSES | 476 | 1361 | - | - |
| IVG (the institute itself) | 617 | 6038 | \$664,990 | \$110 |
| MESLM | 527 | 527 | \$1,205,996 | \$950 |
| MESSJ | 1020 | 1034 | \$1,224,808 | \$100 |
| TOTAL | 5957 | 20979 | \$4,635,200 | |

The Vilson Groh Institute

Vilson Groh Institute dedicates its work to the development of **seven programs** and **four areas of action**:



SDG we are meeting:



Vilson Groh Institute Programs

For details see the official website (in Portuguese) at <https://redeivg.org.br>

EDUCATION

Pode Crer Program

- Innovative technology education for the knowledge economy for marginalized youth ages 11-24



Vilson Groh Scholarships Program

University preparation

Preparation for the Brazilian university admittance exam (vestibular)

- More than 200 students attended in 2022
- At least 44 university admissions

Study scholarships

Financial and pedagogical support for 58 students to their permanence in universities and technical education institutions.



REDEscoberta Project

- Special literacy project executed in partnership with other organizations in our network in vulnerable communities across the greater Florianópolis region.
- Serves over 280 youth lagging behind on learning to read, write, and mathematics.



Vilson Groh Institute Programs

For details see the official website (in Portuguese) at <https://redeivg.org.br>

COMMUNITY
DEVELOPMENT

Community development program



Job search center

Located in Monte Serrat favela, the center provides services to the local community and the surroundings, assisting in the generation of opportunities, through training and insertion in the job market.



Monte Serrat Friends Community Fair

The purpose is to value culture and history, and to encourage entrepreneurial community, by making room for that small traders and artisans can expose your products to a diverse audience.

Entrepreneurship Courses

We promote and articulate several courses, all offered free of charge to people who live in the favelas where the Network operates.



Community based tourism

The purpose is to encourage the generation of employment and income, as well as the appreciation of the culture and history of the community through tourism.



Vilson Groh Institute Programs

For details see the official website (in Portuguese) at <https://redeivg.org.br>

HUNGER
ERADICATION

Hunger eradication fund

2021 data

- BRL 962k (USD 200k) invested in hunger eradication initiatives
- 6722 families reached
- 288 tons of food distributed



Community Bank: Social Coin

2021 data

- BRL 600k (USD 120k) disbursed in social coins - monthly income for supported families to be spent on enrolled local markets
- 1.062 families supported
- 53 enrolled local markets

2022 data

- In October 2022 we resumed our social coin program directly supported by MPT/SC (state department of labor of Santa Catarina)
- BRL 164k (about USD 35k) disbursed in social coins in 4 months
- 205 families supported and 11 enrolled local markets



Community Bank: Microcredit

- Started in 2022 for entrepreneurs starting small businesses in the communities where we act.
- Our goal is to strengthen small local businesses, through training and granting of microcredit to entrepreneurs who already have a small business.



Vilson Groh Institute Programs

For details see the official website (in Portuguese) at <https://redeivg.org.br>



Network advancement & trainings

We support the organizations in our network through cross-organizations working groups and trainings, fostering discussion and a culture of working together as a network.



Political protagonism - Incidência Política

- Acting in local councils, state and city forums in education and social assistance
- Vilson Groh Network participates in 12 forums of political representation.
- Created the course "Forming community leadership" together with the UNISUL university.



Health and Life Quality Program

- Executed with partner companies and volunteer professionals providing medical services and career orientation.



Awards and Recognition



Award

Melhores ONGs 2022 (Best Nonprofits 2022)

The Vilson Groh institute was recognized as one of the 100 best non profit organizations in Brazil in 2022



Part of the national movement for the UN sustainable development goals

Our work and reach grew in 2021 and impacted the SDGs 1, 2, 3, 4, 8, 10, 16 e 17.



Transparency award

Award for the Institute's transparency through social reports, annual balances, statutes and team makeup



Social responsibility award from Santa Catarina State Assembly ALESC 2020

Participants and mentors of the first Pode Crer social innovation Hackathon, executed with Neoway



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Program coordinator
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