

Pode Crer

**Innovative technology education for
marginalized youth**

Vilson Groh Institute - Florianópolis, Brazil

<https://vilsongroh.org>



Instituto
Pe. Vilson Groh

Index

The lives we are changing
The urban exclusion gap
The Vilson Groh Institute Network
What makes Pode Crer different?
Major milestones
Pode Crer learning paths & budget
2022 milestones & testimonials
The first Pode Crer Social Innovation center
Our fundraising goal
Our Partners at Pode Crer
Get in touch

Appendix

Pode Crer 2021 results
Pode Crer 2022 results
Selected moments from 2021 and 2022
Our growth vision
Pode Crer 2022 detailed budget
The Vilson Groh Institute & Network
The organizations in the Vilson Groh Network
2021 financial summary of the Vilson Groh Network
Vilson Groh Institute program and projects summary
Awards and Recognition



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

Podé 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+

2021 cohort

2022 cohort



What makes PODE Crer 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



- 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

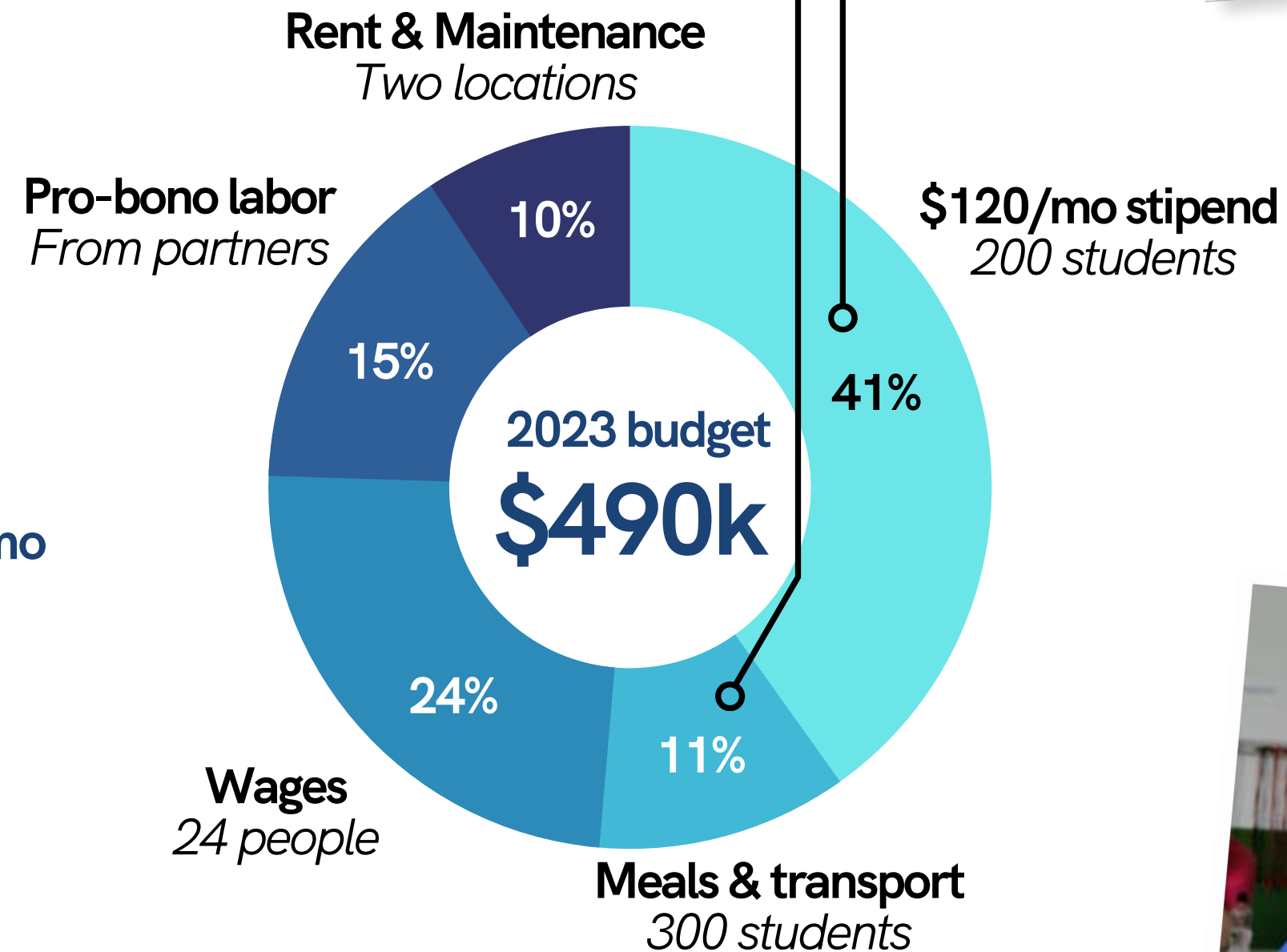
Ideal stipend

- 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



SPP participants



Tainara, Pode Crer lead & Beth Noveck, SPP coordinator

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 Burnes 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

"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."

Through the PODE CRER program at Instituto Pe. Vilson Groh, over 175 low-income Brazilian youth learned about the world of AI and developed intelligent mobile apps using MIT App Inventor. The course was offered by the Iniciativa Computação na Escola initiative at UFSC.

Read Christiane Gresse von Wangenheim and Jean Hauck's blog post about the experience below.



APPINVENTORFOUNDATION.ORG

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 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 Póde Crer

\$290k outstanding for operational costs



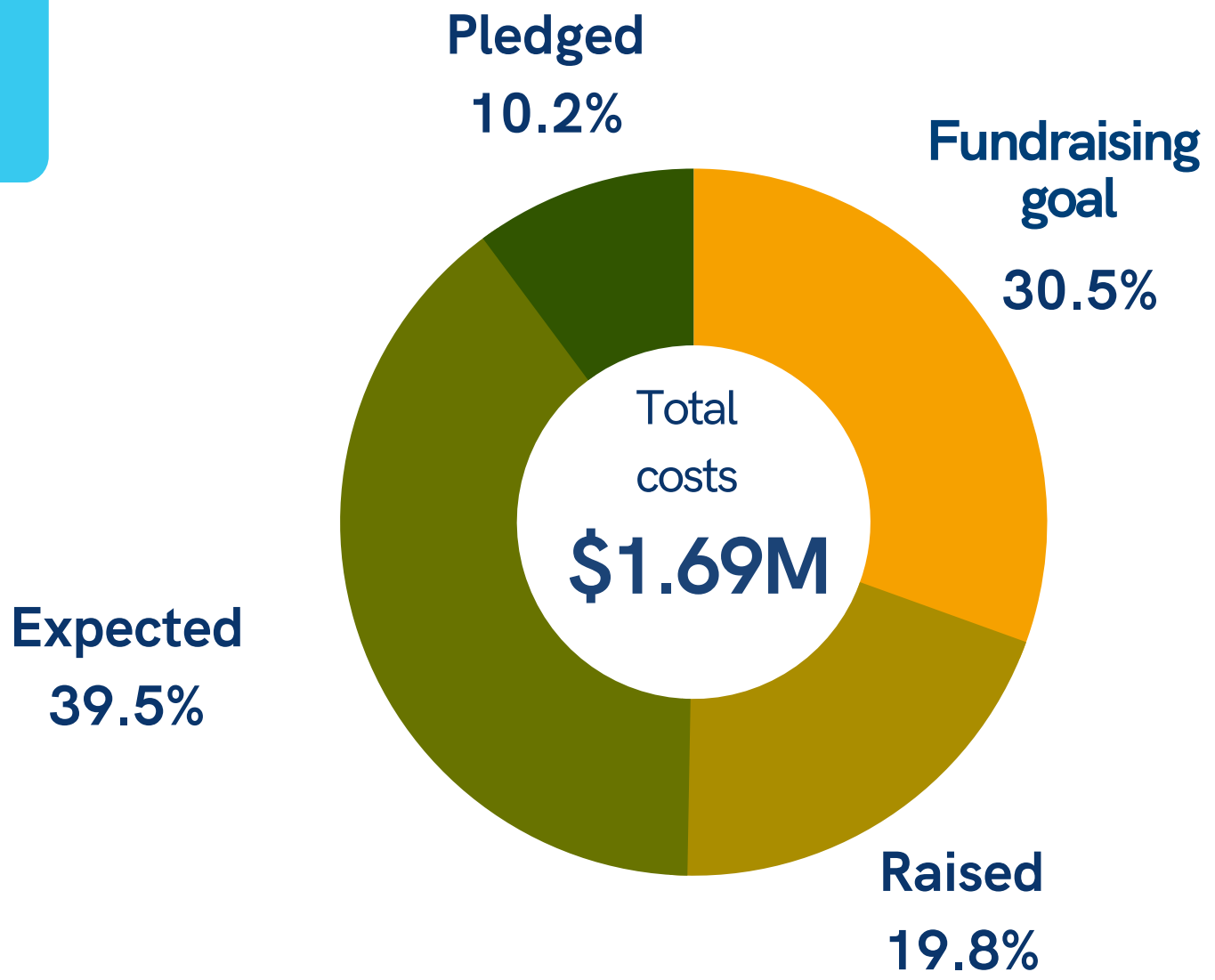
- Total cost: 490k USD (\$200k guaranteed)**
- \$80k from in-kind pledges from partners
 - Guaranteed \$120k from local government for BRL 200 stipends and fixed costs

Póde Crer Social Innovation Center

\$250k outstanding for construction



- 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

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



26

staff

18

volunteers

Pode Crer 2022 had 26 staff directly involved with daily activities, including dedicated educators and active participation of 18 volunteers.



12

institutional partners

- 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.

Execution



Sponsorship



Institutional Support



Equipment donations



Statkraft

Support at Jornada X

live:lab

INOVAÇÃO SOCIAL

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>

Portuguese website

<https://redeivg.org>

— Instituto —
Pe. Vilson Groh

Get in touch

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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/

An aerial photograph of a densely populated hillside town. The houses are packed closely together and feature a variety of colors, including shades of blue, green, yellow, and orange. A prominent power line tower stands on a small hill in the middle ground. The sky is overcast with grey and blue clouds. The word "Appendix" is overlaid in large, white, bold, sans-serif font across the center of the image.

Appendix



2021

by the numbers

77

students in path 1

78%

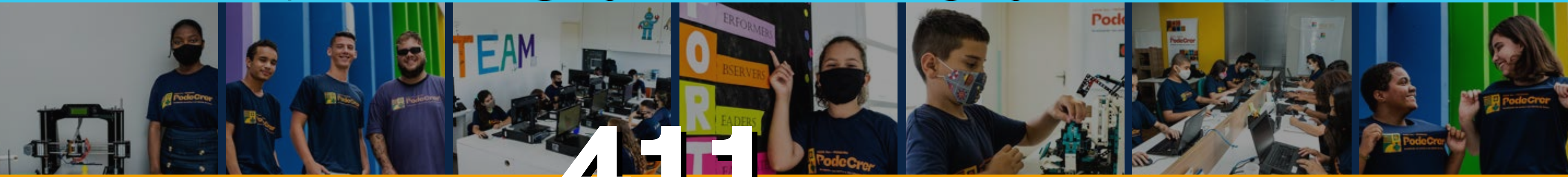
completion rate

46%

girls

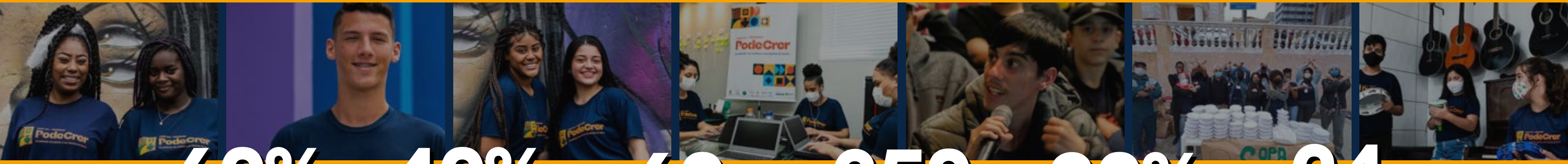
90%

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

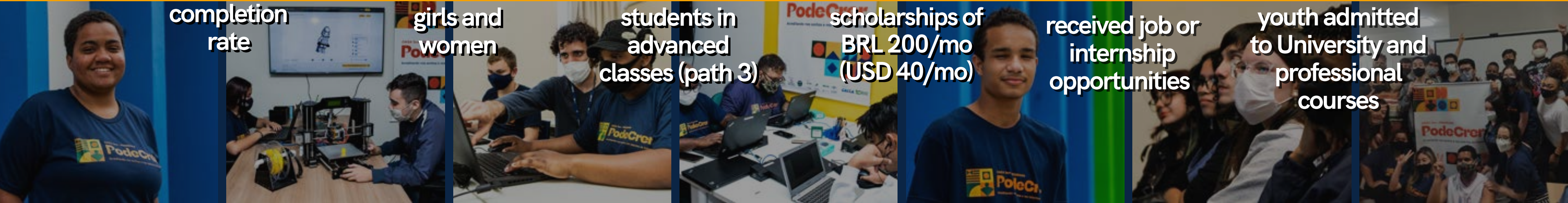
scholarships of BRL 200/mo (USD 40/mo)

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 PodeCrer Hackathon

25%

received job or internship opportunities





2021 Moments

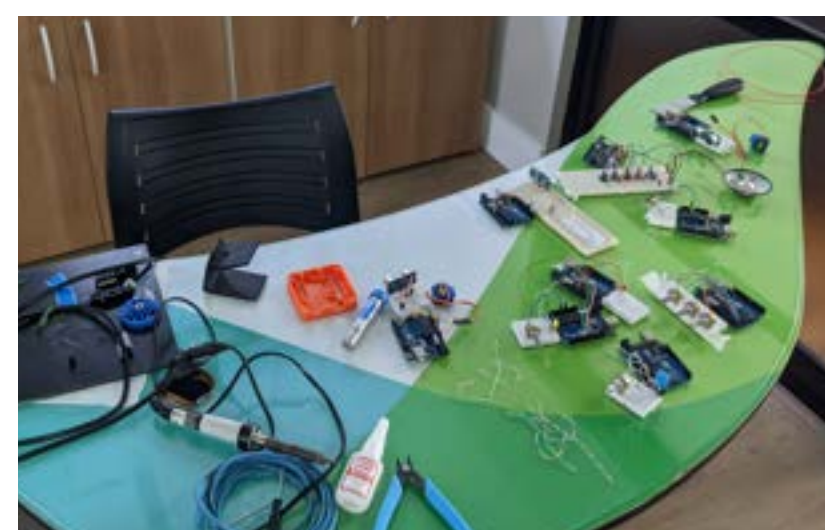
Educational path 2 & 3 , ages 15-24





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.

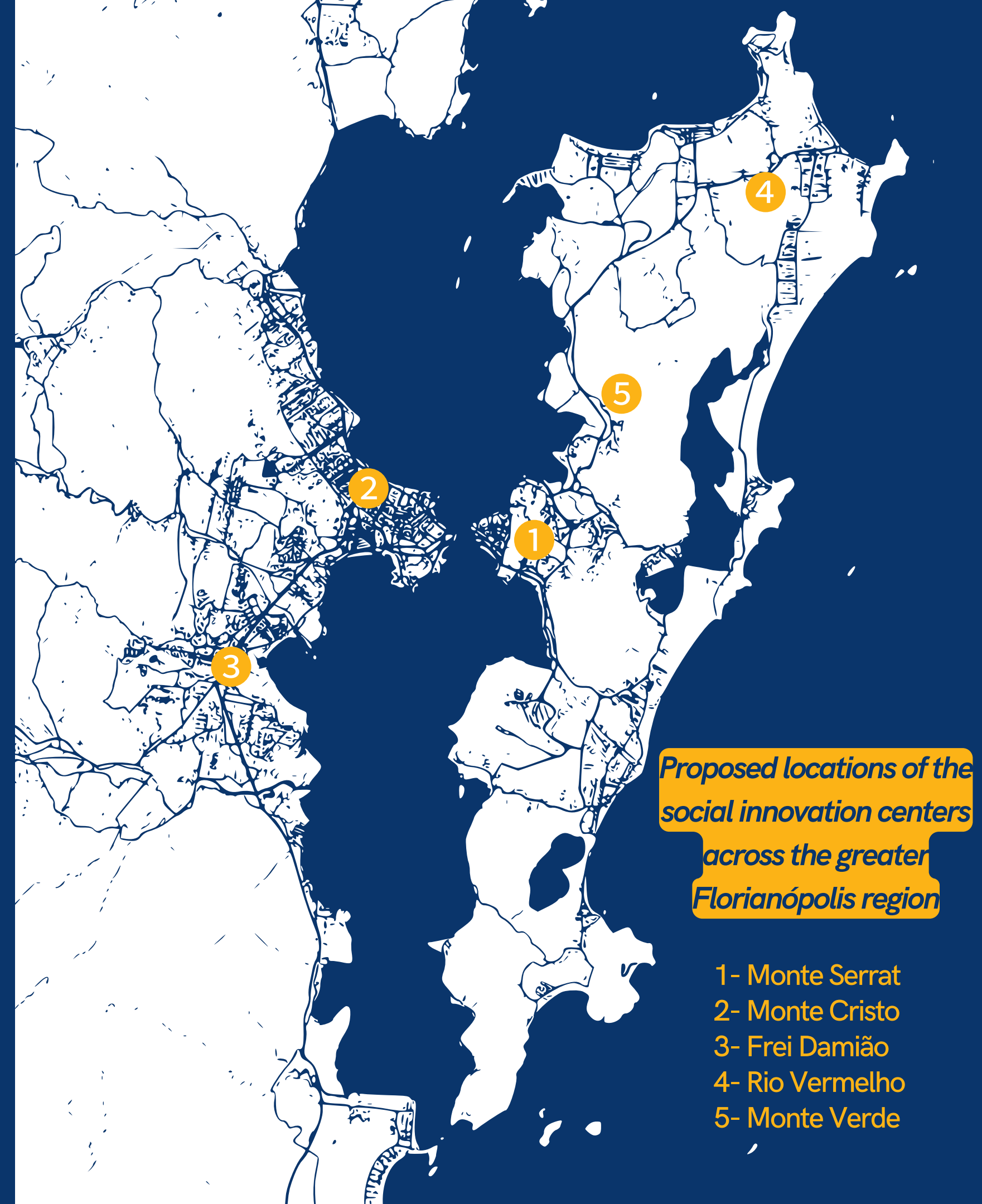


The planned social innovation centers

- 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



Proposed locations of the social innovation centers across the greater Florianópolis region

- 1- Monte Serrat
- 2- Monte Cristo
- 3- Frei Damião
- 4- Rio Vermelho
- 5- Monte Verde

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

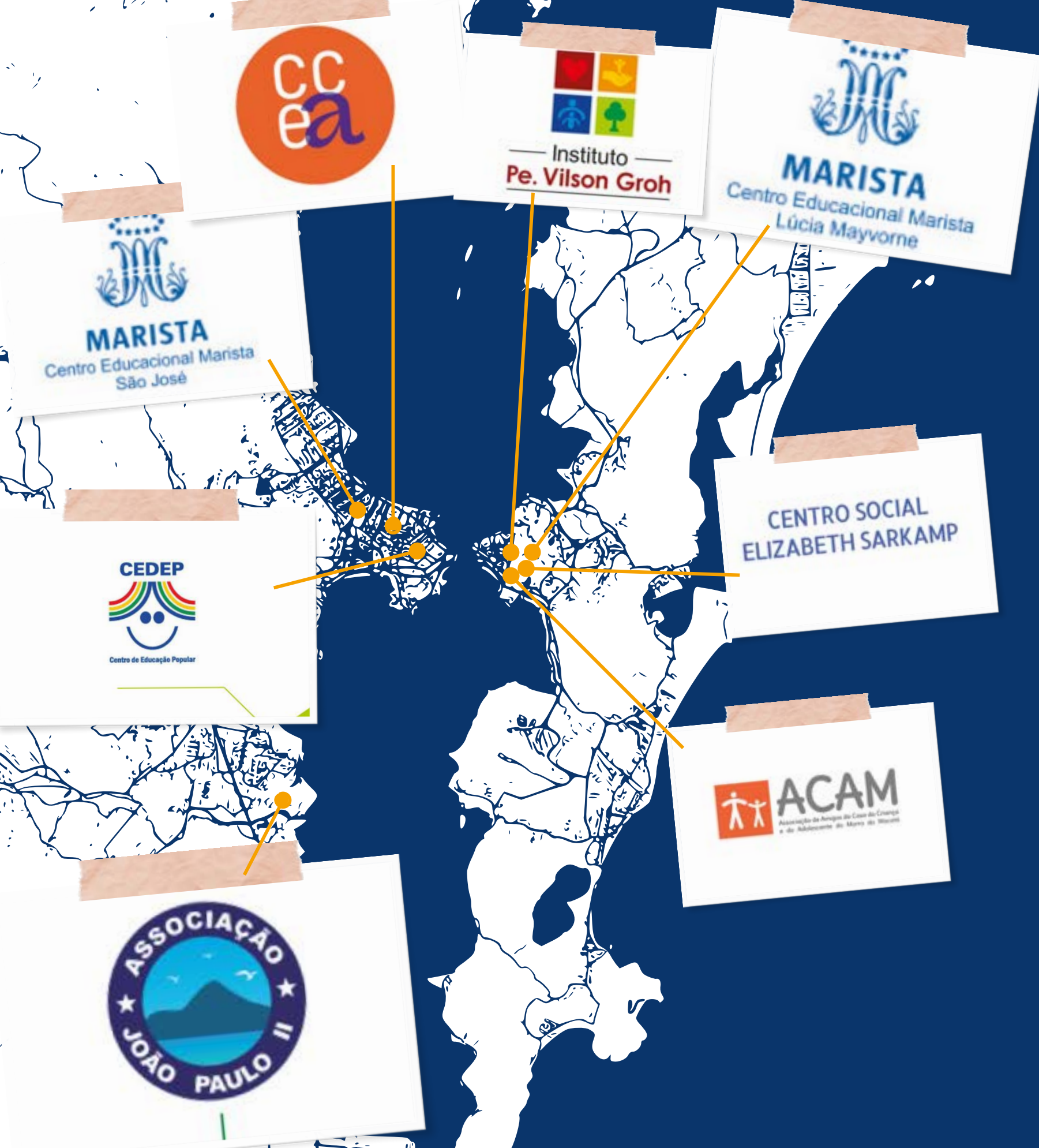
- Pode Crer ran for 9 months, rent and salaries are accounted for this period.
- Learning Paths 2 and 3 met regularly on Mondays and Wednesdays with 200 expected students over a total of 76 class days.
- Associação João Paulo II, where learning path 1 happens, received a monthly lump sum for rent and 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.



2021 Vilson Groh network reach

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

MESLM and MESSJ
Marist Social Schools
K-12 education

CSES
Community Center

IVG
Vilson Groh
Institute

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.

Entrepreneurship

Courses

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



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.

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

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, statues 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



Website



English website

<https://vilsongroh.org>

Portuguese website

<https://redeivg.org>

— Instituto —
Pe. Vilson Groh

Get in touch

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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/