



ESCOLA JOHNSON: THE FIRST PUBLIC ELEMENTARY SCHOOL IN FORTALEZA, BRAZIL

Reinforcing SC Johnson's longstanding commitment to education and more than 80-year legacy in Brazil

EVOLUTION OF ESCOLA JOHNSON

1935: THE JOURNEY BEGINS

The journey began in 1935 when third-generation leader H.F. Johnson, Jr. pioneered a 15,000-mile roundtrip expedition to South America to study the Carnaúba palm – the source of Carnaúba wax, which was a key ingredient in SC Johnson products at the time. The expedition brought H.F. to Fortaleza, and marked the beginning of the family's and the company's relationship with Brazil – a strong bond that continues to this day.

1962-1963: PLANNING & INAUGURATION

In August of 1961, Dr. J. Galba Araujo, a Fortaleza physician, visited the Johnson Foundation with a proposal to convert Villa Johnson, H.F.'s home in Brazil, into a school for the impoverished children of Fortaleza. Dr. Araujo had known H.F. from his many visits to Brazil to oversee the company's wax processing operation. They had even worked together to establish a maternity clinic in Fortaleza. After looking at the plan, H.F. did not feel that the villa was a good fit to use for this purpose but was sympathetic to the idea of providing basic education.

Curtis Pringle, Managing Director of Companhia Ceras Johnson in Fortaleza, suggested that a portion of the company's building could be converted and used as a school. By 1962, the company committed a portion of its building and a grant of \$8,000 to convert the warehouse space into a proper school complete with classrooms, kitchen, dining area and even a clinic to provide much-needed care to the children.

By the time of the school's official dedication ceremony in February 1963, 300 children who previously had no access to education were enrolled at Escola Johnson. The students were provided with a versatile curriculum, nutritional meals, and access to the school health clinic where they received periodic examinations and inoculations.



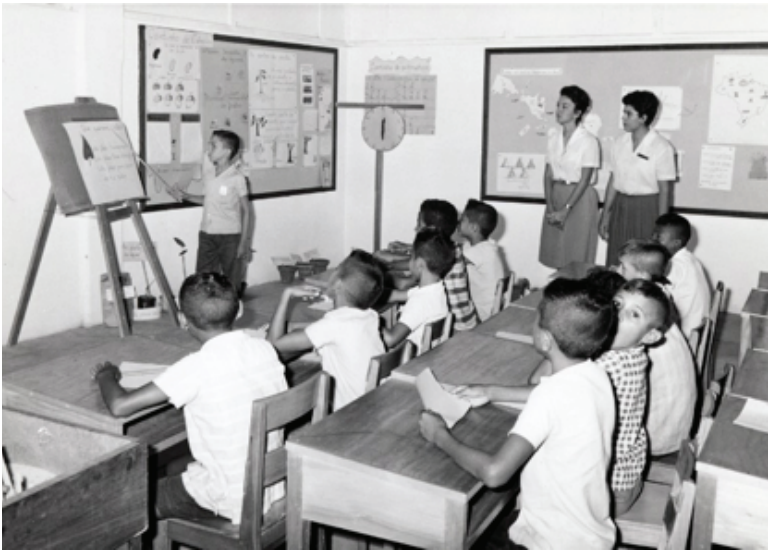
H.F. Johnson, Jr. 1935



Escola Johnson dedication 1963

1963-1971: SC JOHNSON SUPPORT

Escola Johnson was the first public elementary school in Fortaleza. It was estimated that Fortaleza, a city with high poverty and illiteracy, was home to about 10,000 children who had no access to education or health services. It moved the local community that a company would step up to support such an initiative for the city and, over the years, Escola Johnson would become a model to which other Brazilian schools aspired.



Escola Johnson classroom 1963

Initially, SC Johnson pledged to support Escola Johnson by paying its operating expenses and pledging extra program funds for the school's first four years. That support was later extended through 1971. In 1966, the school added additional capacity to accommodate fifth and sixth graders. The company provided grants for an adult education program where parents and community members were invited to take classes to improve basic literacy as well as hygiene training. Teachers were encouraged to attend educational conferences and receive special training. Older students were also provided with vocational training to make it easier for them to find jobs.

1973-1978: NEW MANAGEMENT & PARTING GIFT

During the mid 1970s, there was massive inflation in Brazil, and the company knew it could not maintain the same level of support for the school as it had in the past. The Department of Education for the State of Ceará had taken interest in the school's unique programs. Escola Johnson was held in high standing and became something of a teacher training center for educators all over Brazil. The Department took responsibility for the school and Escola Johnson moved into a new building.

In 1978, fourth-generation leader Sam Johnson visited the school and saw that the facility needed some upgrades. As a "final" gift, the company donated \$35,000 (\$130,000 by today's standards) toward the construction of an illuminated sports playground as well as the remodeling of the library, cafeteria and bathrooms. This helped the growing school, which was now up to over 1,000 children and nearly 40 teachers and staff including a physician, psychologist, social worker, and speech and occupational therapists for handicapped children.



Escola Johnson cafeteria 1963



Sam Johnson at Escola Johnson 1998

1998: THE CARNAÚBA EXPEDITION

In 1998, Sam and his family returned to Escola Johnson as part of the Carnaúba Expedition recreating H.F.'s 1935 trip to Brazil. This time SC Johnson people banded together, raising \$23,500 through the sale of expedition merchandise. This money provided the school with a roof for the sports court so children could play out of the sun. SC Johnson also donated funds to fully stock the school's three new science laboratories. Winnie Johnson Marquart, one of Sam's daughters, was on hand to present these gifts to the school. Her parting words were, "We care about the children of Escola Johnson. We care about their education, and we care about their future."



Curt, Fisk and Sam 1998

Sam returned in 2000 for a dedication ceremony of new laboratories for the school, stressing that he hoped, "other companies here in Ceará and throughout Brazil, might be stimulated to partner with government and communities in similar way." In a separate ceremony attended by some of the students, Sam also accepted the honorary title of Citizen of Ceará in recognition for the family and SC Johnson's continued support of social and environmental programs in and around Fortaleza.



The Johnson Family 1998

2002-PRESENT: A RENEWED PARTNERSHIP

In 2002, Escola Johnson celebrated its 40th anniversary. Ceras Johnson in Brazil sponsored a celebratory event attended by teachers, students and guests. Students used this event to showcase art they had made as well as perform dances for attendees. In 2004, fifth-generation leader Fisk Johnson made a visit to the school and was warmly received by students and faculty.

SC Johnson's subsidiary in Brazil continues to be a great support to Escola Johnson, sponsoring a mobile dental office that provides students and the Fortaleza community with much-needed care. Ceras Johnson's commitment to health costs over R\$100,000 annually. The company is also working with the United Way to potentially provide future grants to the school for renovation projects.

SC Johnson Impact on Escola Johnson

