



BRAZIL GIVING 2017

*An overview of
charitable giving
in Brazil*

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Foreword

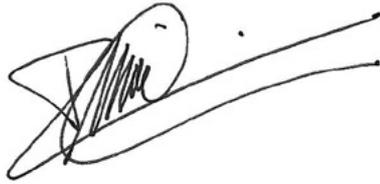
The strong growth of giving has been one of the striking developments in Brazil over the past quarter century. The thriving growing culture of giving – both time and money – by millions of people across Brazil is something in which we should all take pride.

Around two thirds of those surveyed have given money in the past 12 months – something which shows the strength of generosity in our country.

At Charities Aid Foundation (CAF) we created the CAF World Giving Index, the leading global comparative study on generosity which charts changes in giving around the world, and provides a strong focus for growth.

Today the index has a global reach and has become a central part of the conversation about giving in many parts of the world. That so many conversations in our country start by looking at our position on that table and how we can improve it is testament to its power to encourage people to aspire for more.

But we always strive for greater insight – to better understand who we give to, and how we can give more. That is why we produce the Brazil Giving report, to give a more detailed view of how people give, and why we are committed to increasing our understanding of giving both here and around the world.

A handwritten signature in black ink, appearing to read 'Paula Fabiani', with a long horizontal line extending to the right.

Paula Fabiani
CEO
IDIS (Institute for the Development of Social Investment)

About IDIS

IDIS is a civil society organisation and CAF's Global Alliance partner organisation in Brazil. Operating since 1999 IDIS works to build and support a thriving and sustainable civil society by providing strategic philanthropic solutions to individuals; family and corporate foundations. Always at the forefront of driving continuous development of practices in Brazilian philanthropy, IDIS carried out Brazil's first ever Social Return on Investment evaluation (SROI) and is responsible for creating the first robust piece of research on giving in Brazil.

Recently, IDIS has played a key role in creating a positive operating environment for civil society by building relationships with Government, successfully campaigning for legislation for the creation of philanthropic endowments and early childhood care.

Preface

This Brazil Giving 2017 report is one of an international series, produced across the CAF Global Alliance, a world leading network of organisations working at the forefront of philanthropy. The series also includes reports covering Canada, India, Russia, South Africa, the United States, and the UK.

As this unique collection of country reports grows we will be able to look at trends in giving for the first time: how people of different ages and social groups give in different countries; the way they give; the rise of online or text giving; the importance of sponsorship and the different causes people support. We hope this suite of reports will give us a greater understanding than ever before of the different ways in which people give and the lessons we can all learn from giving in different parts of the world.



Michael Mapstone
Director of International
CAF Global Alliance

About CAF

CAF is a leading international not-for-profit organisation, originating in the UK, that works to make giving more effective and charities more successful.

Spanning six continents, with services provided by local experts in nine countries, we help donors – including individuals, major donors and companies - to create the greatest impact with their giving. We do this by working globally to increase the flow of funds to the charity and non-profit sectors through the provision of philanthropy products and services, whilst providing fundraising solutions and support for charities internationally.

For more information please visit www.cafonline.org

Key findings

Our analysis provides these key findings for individual giving in Brazil:

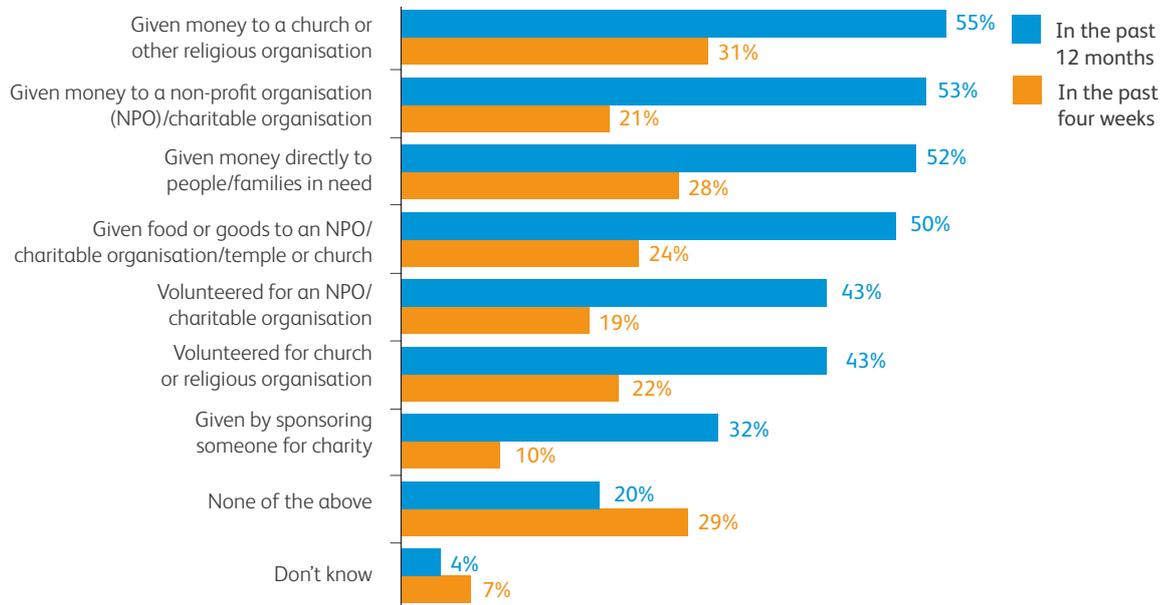
- Around two thirds of people surveyed have given money in the past 12 months (68%), either by giving money to a charity, by giving to a church/religious organisation, or by sponsoring someone.
- Supporting religious organisations is the most popular cause, with around half of people surveyed giving to this (49%).
- The typical (median) amount donated or sponsored by those who have given in the last 12 months is 250 reais.
- Donating cash directly at the office of a non-profit organisation (NPO) is the most popular method of donation (37%).
- More than half (52%) of those surveyed have volunteered in the past 12 months, with supporting religious organisations the most popular cause (40%).
- Younger Brazilians aged 18 – 24 years are more likely to have volunteered in the last four weeks than their older counterparts, 41% having done so.
- Having more money is the thing most likely to make those surveyed give more in the coming 12 months, with around six in ten (59%) saying that this would encourage them.

Detailed Findings

1.0 Overall picture of how people get involved

All those interviewed were shown a list of seven activities and asked whether they had done any of these both in the last 12 months, and in the last four weeks.

Figure 1: Which, if any, of the following have you done over the past 12 months/4 weeks?



Base: All adults aged 18+ (n=1,313)

At an overall level, three quarters (76%), report doing any of these activities in the past 12 months, with (64%) saying they have in the past four weeks.

Those with a family income of over 50,000 Brazilian reais are the most likely to have done any of the charitable activities in the last 12 months, 86% having done so compared to 71% of those whose family income is less 10,000 reais. They are also more likely than those from the lowest income groups to have done any charitable activity in the last four weeks (72% compared to 55% for those whose family income lies between 10,000 and 30,000 reais).

2.0 How people get involved – detail

2.1 Giving money

Around two thirds (68%) of those surveyed report giving money in the past 12 months, either through giving money to a church or religious organisation (55%), giving money to a non profit organisation (NPO) or similar (53%), or by sponsoring someone (32%). A little under half (46%) have given to charity in the same ways in the past four weeks.

Those aged 18-24 are the most likely to have sponsored someone in the last 12 months (39%, compared to 23% of those aged 55+), while a similar level of donating money (to an NPO or to a church/religious organisation) is seen across the age groups.

TWO THIRDS

gave money in the past 12 months



2.2 Volunteering

More than half of those surveyed (52%) have volunteered in the last 12 months, with 43% volunteering either for an NPO/charity or for a church/religious organisation. Almost a third (30%) report volunteering in the last four weeks; 19% for an NPO/charity and 22% for a church/religious organisation.

Younger Brazilians are the most likely to report having volunteered in the last four weeks, with 41% of 18-24s doing so, compared with 25% of the over 55s.

Volunteers are likely to give their time to support churches/religious organisations (40%), children (29%), and older people (25%). The causes people are least likely to volunteer for include overseas aid, medical research, physical healthcare, and preservation of cultural heritage (each at 3%).



**HALF
VOLUNTEERED**

3.0 Typical amount given

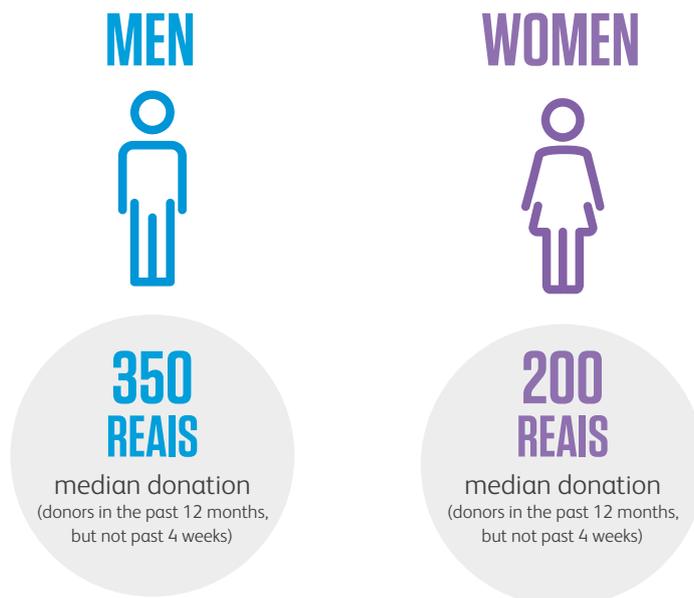
Those surveyed were asked how much they had given either in the past 12 months, or the past 4 weeks.

Amongst those who gave money in the past 12 months (but not the past 4 weeks) the typical (median) amount given was 250 Brazilian reais, whilst the average (mean) donation was 594 reais over the period. Amongst those who have made a donation or sponsored someone in the last four weeks, the typical (median) and average (mean) donations were 100 reais and 329 reais respectively.



Amongst those who had made a donation in the past 4 weeks, those with higher incomes donated more on average, though less as a proportion of their earnings. The typical (median) donation/ sponsorship amount from those in families with an income of less than 10,000 reais a year is 100 reais, and the typical (median) amount for those with 100,000 reais a year or more is 300 reais.

Amongst those who have donated in the past 12 months, but not the past 4 weeks, the typical (median) amount given for men over the 12 month period is 350 reais, compared to 200 reais for women. The mean amount donated is also higher for men (754 reais) than it is for women (473 reais) indicating that men are more likely than women to give a high value donation.



4.0 Which causes people give to

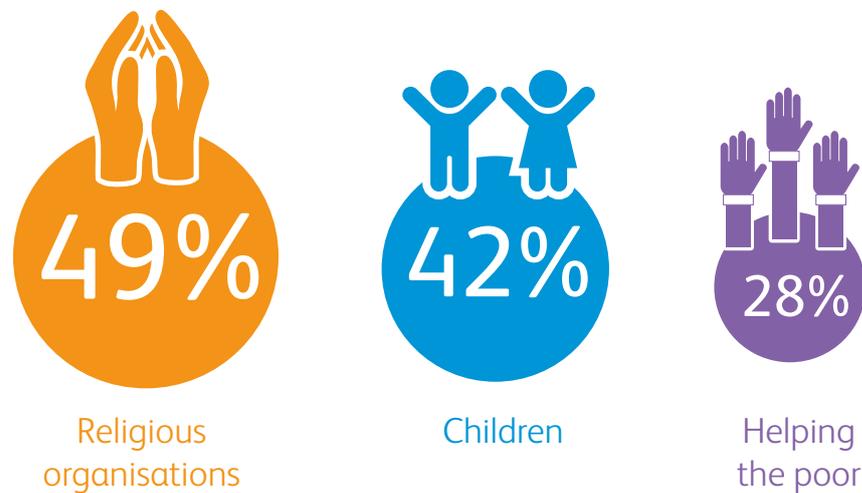
Supporting religious organisations/churches is the most popular cause in Brazil, with half of donors (49%) having given to this. Supporting children (orphans, seriously ill children, children with disabilities) is the second most common cause donated to (42%), followed by helping the poor (28%). Scientific research, medical research, and community development & urban environment are the least popular causes to give to (each 3%).

Around 1 in 20 younger people surveyed (aged 18-34 years) say that they supported human rights protection, including LGBT rights, compared to fewer than 1 in 100 of those aged 55+.

Men are more likely to have given to homeless people (28% vs. 20% of women), disabled people (19% vs. 12%), fighting drug addiction (17% vs. 11%) and sport and leisure activities (9% vs. 2%).

Those with a family income of over 100,000 reais are the most likely to give to environment protection, 22% having done so compared to 6% of those with the lowest family incomes (under 10,000 reais). Those with the highest incomes are also more likely to give to medical institutions (18% compared to 7% with the lowest income), while those on the lowest incomes are more likely to give to affordable housing (12% vs. 4% of those on the highest income).

Figure 2: Which of the following causes have you donated to/sponsored in the last 12 months/4 weeks?



Base: All donors (n=878)

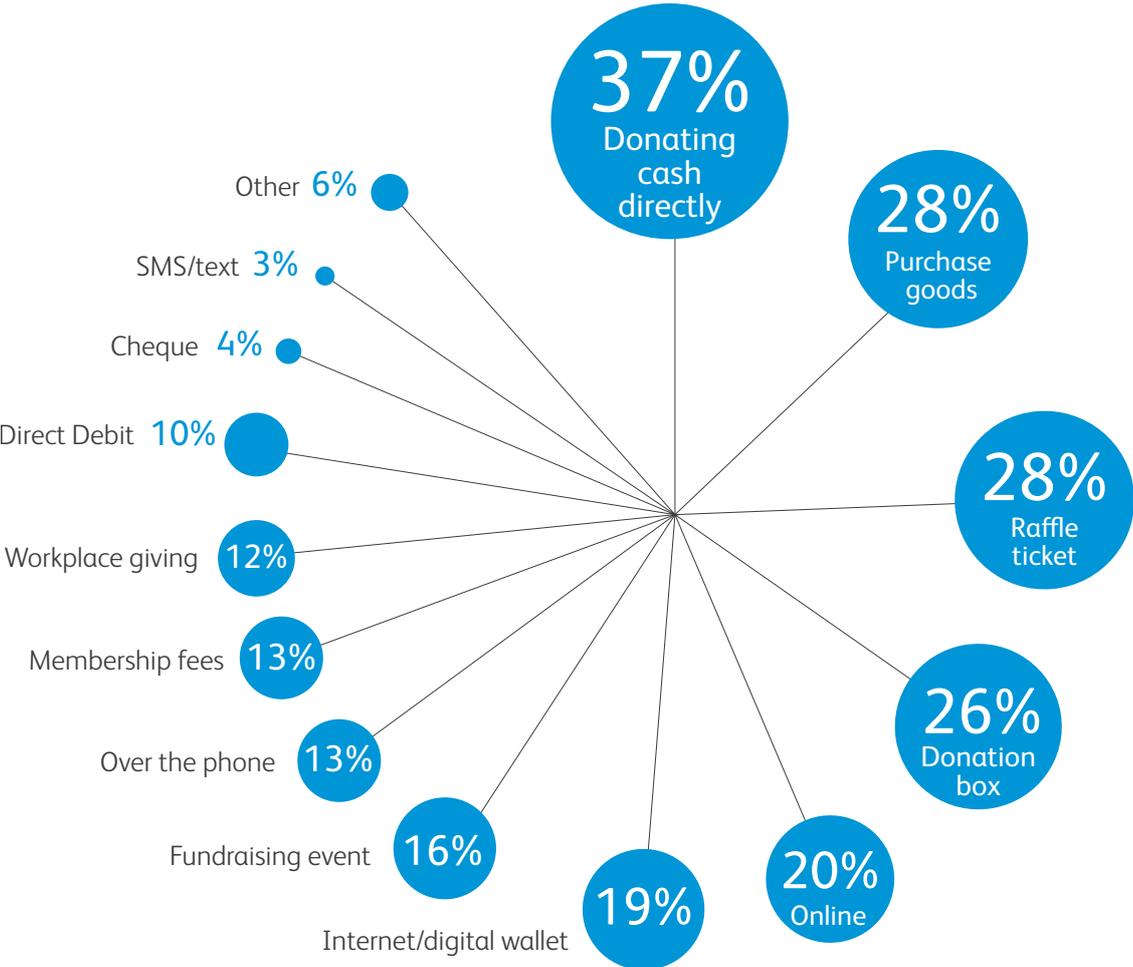


5.0 How people give

The most common method of giving is by donating cash directly at the NPO's office (37%), followed by purchasing goods from a charity and buying a raffle ticket (both 28%) and using a donation box in a shop / supermarket or other public place (26%). Giving via text (3%) and cheque (4%) are the least common ways to give.

Men are more likely to have made their donations online with a bank/credit card (23% vs. 16% of women), whilst people living in the southern region of Brazil are the most likely to have given through buying a raffle ticket (43% vs. 28% on average).

Figure 3. In the [12 months/4 weeks] have you given to a cause by any of these methods?



Base: All donors (n=878)

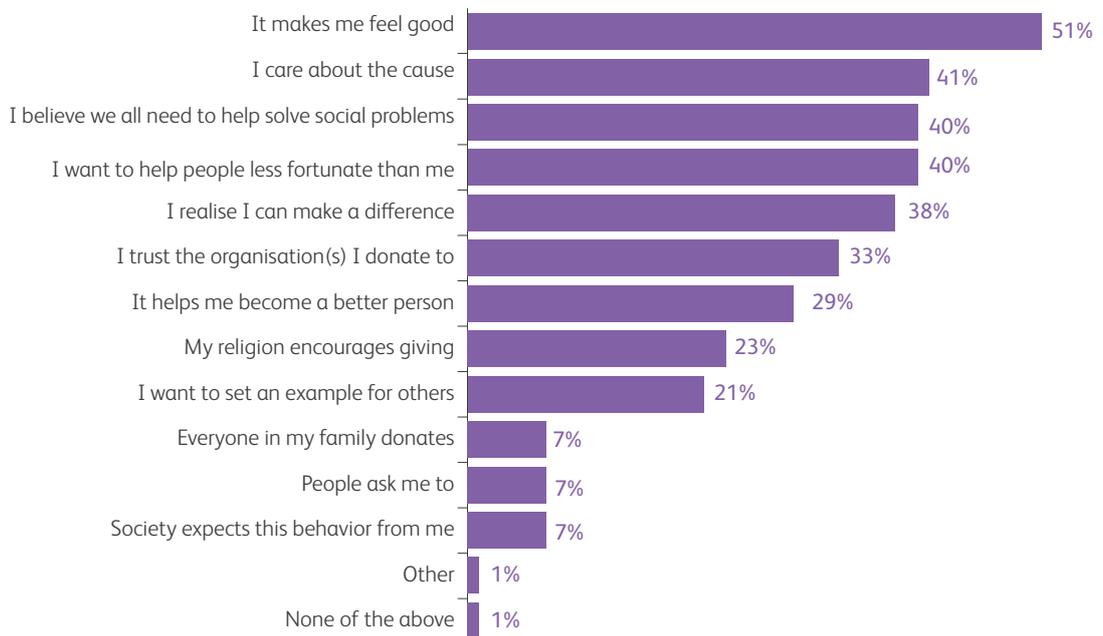
6.0 Why people give

Making themselves feel good is the most common reason given by donors as to why they gave money (51%), followed by caring about the cause (41%). Believing everyone needs to help solve social problems and wanting to help people less fortunate are the next most common reasons why people gave money (both 40%).



Caring about the cause is of particular importance to young Brazilians, aged 18 – 24 years, with more than half (54%) citing this as a reason they gave money, compared to a third (33%) of those aged 55+. Wanting to help those less fortunate than themselves is a significantly higher motivation for those with a family income of 30,000 reais to 50,000 reais (57%, compared to 40% overall).

Figure 4. Which of the following, if any, are reasons that you have given money in the last 12 months/4 weeks?



Base: All donors (n=878)

7.0 Encouraging future giving

Having more money themselves is the main thing that would encourage those surveyed to donate more money, time or goods over the next 12 months (59%), followed by knowing for sure how their money is spent (51%) and more transparency in the NPO/charitable organisation sector (36%).

Tax incentives would help encourage those with a higher family income of more than 100,000 reais to donate more in the next 12 months (23% compared to 10% of those whose income is less than 10,000 reais).



Method

This report is based on data collected by YouGov on behalf of CAF.

In Brazil, 1,313 interviews were completed online between 6th July and 1st August 2017. The survey was conducted using YouGov's panel partner, Toluna, an international online panel provider. Panellists are managed according to strict quality standards.

Due to the level of internet penetration in Brazil (45%), the sample is representative of the urban population and is weighted to known population data on demographics including age and gender. At the time of fieldwork, 1 Brazilian real was worth £0.24

Differences are reported at the 95% confidence level (the level of confidence that the results are a true reflection of the whole population). The maximum margin of error (the amount of random sampling error) is calculated as $\pm 3\%$.

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