



BRAZIL GIVING 2019

An overview of
charitable giving
in Brazil

#BrazilGiving
February 2019

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FOREWORD

About this report

It is with great satisfaction that we present the second edition of the Brazil Giving Report, this time covering the period from August 2017 to July 2018. It is a portrait of the behaviour and thinking of Brazilian society in relation to financial donations, volunteering and civic engagement.

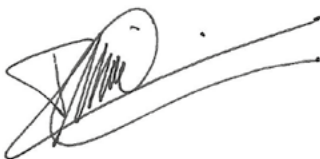
Giving has remained stable in Brazil. That is good news considering the deep political discord in the country during the last couple of years. But it is not on the upward path we should all be aiming for, and we have yet to transform the Culture of Giving in Brazil in the way we all know we can.

As a nation we continue to donate sporadically; regular, monthly charitable donations, which are so vital for the long term sustainability of civil society organisations, have yet to catch on in Brazil. And we also donated relatively little in financial terms; 0.2% of GDP (Gross Domestic Product). This trails behind countries with a more developed philanthropic tradition, such as the United Kingdom or the United States, with donations of 0.5% and 1.4% of their GDP respectively.

However, we have made important strides towards building a Culture of Giving in Brazil. On January 4th, a new bill regulating the creation of endowments funds was approved. This is a big change and an instrument for the long-term financing of civil society organisations which we at IDIS have worked hard to promote with many partners for more than six years.

In December, 2018 we launched a Campaign for a Culture of Giving in Brazil. This is based on a simple and fun quiz that identifies the causes that Brazilians care about and connects them to social organisations that work directly on these issues (www.descubrasuacausa.net.br).

This is just one way we at IDIS are working to strengthen donations and strategic philanthropy in Brazil. As this report shows, there are the signs that we can build giving and civil society to transform lives and communities for the better.



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, entitled: 'Pesquisa Doação Brasil'.

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 2019 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 and civil society. The series also includes reports covering Australia, Bulgaria, Canada, India, Russia, South Africa, the United States, and the UK.

This is the second edition of this unique collection of country reports. As the series grows we will be able to look at trends in giving for the first time: why and how people of different ages and social groups give in different countries; the way they give and who they give to, as well as gaining a better understanding of people's participation in social and civic activities beyond financial donations and volunteering.

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 (Charities Aid Foundation) is a leading international charity registered in the United Kingdom. We exist to make giving go further, so together we can transform more lives and communities around the world. We are a champion for better giving, and for over 90 years we've been helping donors, companies, charities and social organisations make a bigger impact.

We are CAF and we make giving count.

KEY FINDINGS

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

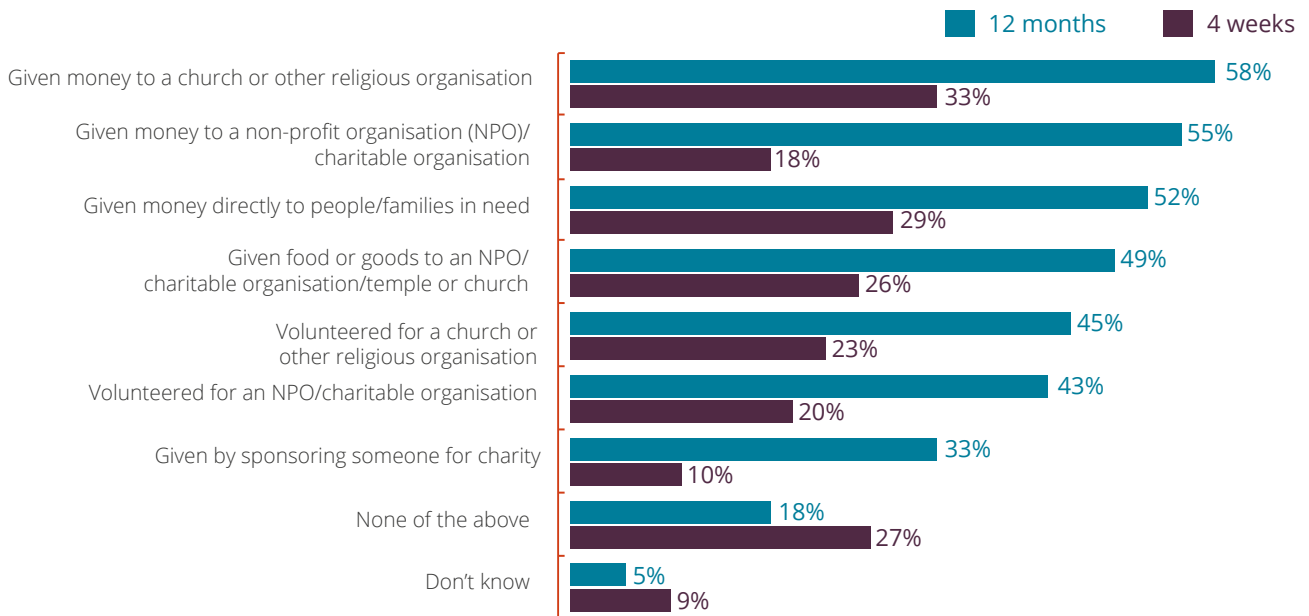
- People in Brazil continue to give money at the same rate that was seen in 2017. Seven in ten (70%) have donated money in the past 12 months, either to a charity, to a church or religious organisation, or by sponsoring someone.
- The most popular causes remain the same as 2017, with around half (52%) of donors supporting religious organisations/churches.
- The typical (median) amount donated or sponsored by those who have given in the last 12 months is 200 reais.
- Cash donations are the most common method of giving with around two-thirds (68%) of donors having given in this way.
- The top reasons for giving remain unchanged from 2017. Making themselves feel good is the most common reason for donating, with half citing that as a reason for giving.
- Consistent with 2017 findings, more than half of people (53%) have volunteered in the last 12 months.
- The majority of those surveyed perceive the impact of charities on Brazil to be positive for their local communities, Brazil as a whole, and internationally.
- Having more money themselves is the thing most likely to encourage people to donate more time, goods or money in the coming 12 months (57%).

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 in the last 12 months, and in the last four weeks.

Figure 1: Which, if any, of the following have you done in the last 12 months/four weeks?



Base: All adults aged 18+ (n=1,022)

Levels of giving have remained consistent with 2017. Nearly eight in ten report doing at least one of the charitable activities listed in the last 12 months (78% vs. 76% in 2017), most commonly by giving money to a church or other religious organisation (58%), to an NPO/charity (55%) or directly to people in need (52%). Just over six in ten did one of the activities in the last 4 weeks (63% vs. 64% in 2017).

Women are more likely than men to have taken part in any of the activities listed over the last 12 months (80% vs. 75% of men).

2.0 How people get involved – detail

2.1 Giving money

Seven in ten (70%) people report donating money in the past 12 months, in line with the levels seen in 2017 (68%). People donated through a combination of giving money to a church or religious organisation (58%), to an NPO/charity (55%), or by sponsoring someone (33%). As well as these more formal ways of donating, 52% of people also gave money more informally by giving directly to people and families in need (this rises to 60% of 25-34 year olds).

Almost half (46%) said they gave money in the last 4 weeks, unchanged since 2017.

Whilst in 2017 there was very little difference across the age groups in donating, in 2018 people aged 25-34 are significantly more likely than those aged 55 and over to have done so in the last 12 months (75% vs 64% of those aged 55+). Specifically, there has been a significant increase in the proportion of 25-34 year olds who donated money to an NPO/charity in the past 12 months (from 52% to 62%) and who sponsored someone (up from 32% to 43%).

Those with a family income of over 50,000 Brazilian reais are significantly more likely to have done any of the donation or sponsoring activities (77% vs. 68% of those with a household income of under 10,000 reais), as was the case in 2017.

2.2 Volunteering

Around half (53%) of people volunteered in the last 12 months, consistent with 2017 findings (52%). More than four in ten did so for a religious organisation (45%) and a similar proportion for an NPO/charity (43%), meaning a number of people volunteered for both.

Younger Brazilians are most likely to have volunteered for an NPO/charity in the last 12 months, with half (51%) of those aged 18-24 having done so compared to 43% on average overall.

Whereas in 2017 women and men were equally likely to have volunteered in the last 12 months (52% and 51% respectively), in 2018 women are more likely than men to say they did so (56% vs. 49%). In particular women are more likely to have volunteered for an NPO/charity, 47% having done so in the last 12 months compared to 38% of men.

The top causes for volunteering remain unchanged since last year. Volunteers are most likely to give their time to support religious organisations (42%), supporting children (29%) and helping the poor (26%). As was the case in 2017, young people aged 18-24 are significantly more likely than average to have volunteered in support of children (42% vs 29% average) and disabled people (19% vs. 12% average).



3.0 Typical amount given

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

Amongst those who had not donated or sponsored in the last four weeks, but had done so in the past 12 months, the typical (median) total amount given over the period was 200 Brazilian reais. The average (mean) donation was 532 reais.

Amongst those who had made a more recent donation in the last four weeks, the typical donation was 114 reais whilst the average donation was 382 reais. Amongst this group of more recent donors, the least well off gave far more as a proportion of their income than their better off counterparts. Those with the lowest annual family incomes (less than 10,000 reais) made a typical donation of 100 reais whilst those with the highest family incomes (100,000 reais or more) typically gave 150 reais.



4.0 Which causes people give to

The top three causes donated to are the same as those reported in 2017 and at very similar rates. Supporting religious organisations/churches is the most popular cause in Brazil, with half (52%) of donors having given to this. This is followed by supporting children (38%) and helping the poor (31%). The only cause area to see a significant decline in support in 2018 is supporting medical institutions (down from 12% of donors to 8%).

Younger people aged 18-34 are significantly more likely than average to have supported the homeless (30% vs. 24% average), as are women (28% vs. 20% of men). Women are also more likely than men to support animal welfare (22% vs. 11%).

Those with a family income of over 100,000 reais are nearly twice as likely as average to give to youth causes, (13% vs. 7% on average).

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



Base: All donors (n=712)

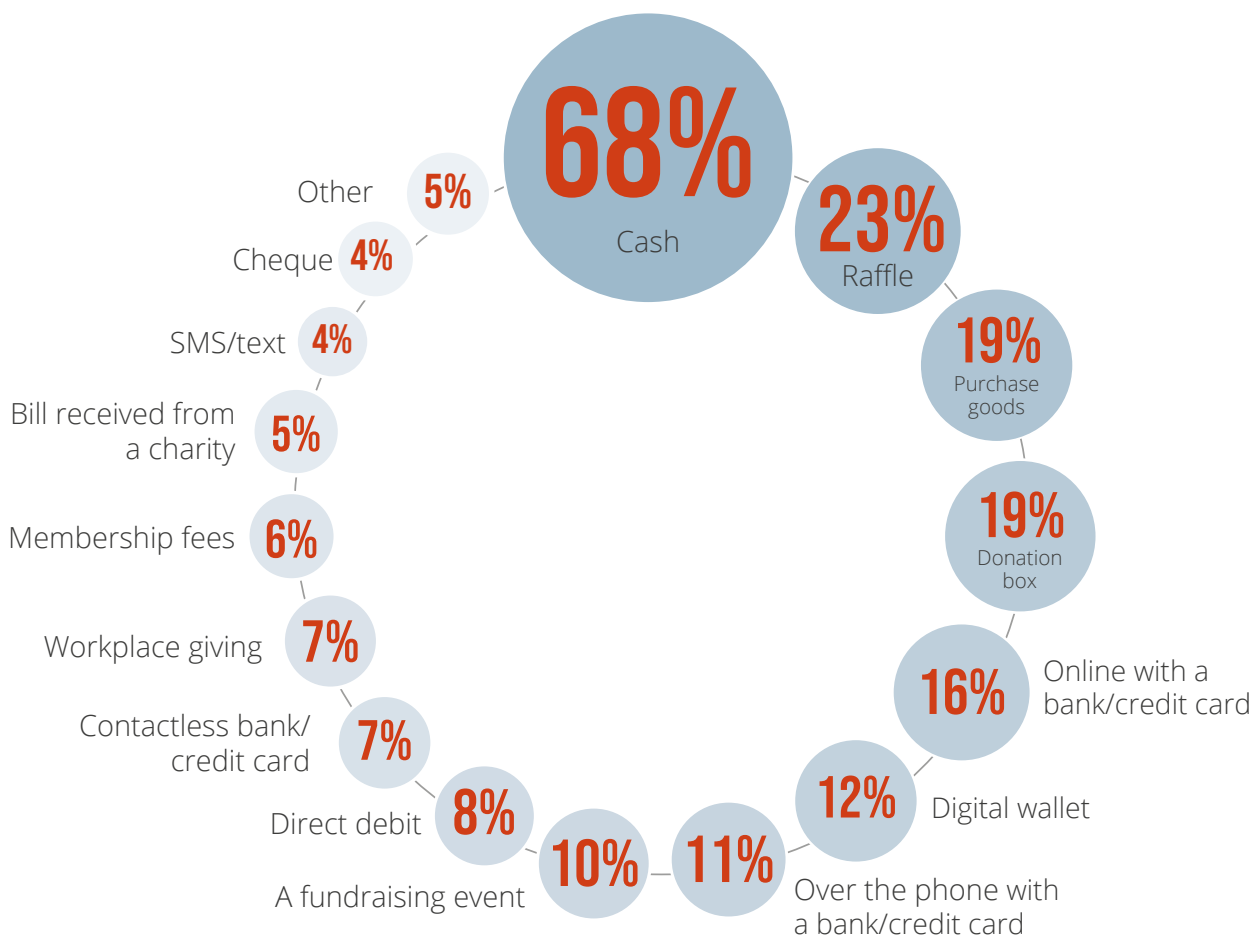
5.0 How people give

The most common method of giving is by donating cash (68%), followed by buying a raffle ticket (23%) and purchasing goods from a charity (19%). Text (4%) and cheque (4%) are the least common ways to give. In 2018, improvements were made to the way this question was asked which means that it is not possible to directly compare these results to those of 2017.

Women who donate are more likely than men to give via a donation box in shops/supermarkets (22% vs. 15%).

Donors aged 25-34 are more likely to be donating with a digital wallet, with one in five (19%) having done so in the last 12 months, compared to a low of 3% of those aged 55 and over. The youngest donors, aged 18-24, are more likely to donate via SMS/text (7%) than those aged 55 and over, of whom no one surveyed donated in this way. Older people are most likely to donate via a request for payment, or 'bill', sent by the charity (10%). The donation can then be made online or at a bank.

Figure 3: In the last 12 months/four weeks have you given to a cause by any of these methods?



Base: All donors (n=712)

6.0 Why people give

The top three reasons for giving are unchanged from 2017. Making themselves feel good is the most common reason for donating, with half of donors citing that as a reason. Caring about the cause (42%) and wanting to help people less fortunate (40%) are the next most common reasons.

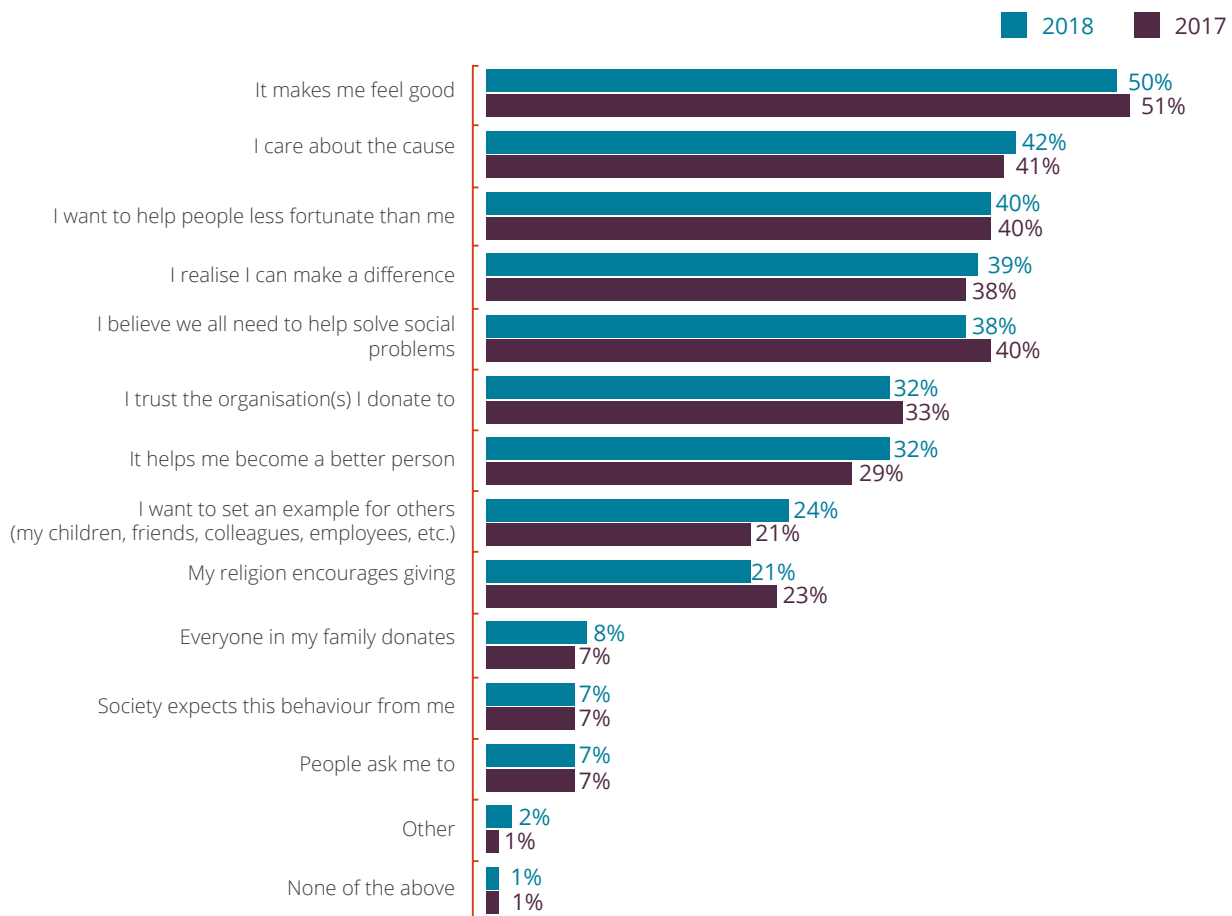
Women are more likely than men to say that they donate because they realise they can make a difference (44% vs. 35%) and because it helps them become a better person (36% vs. 28% of men). The latter is a significant increase from last year when 28% of women gave this as a reason.

Whilst the youngest donors aged 18-24 are more likely than their older counterparts to report being influenced by the giving behaviours in their family, only just over one in ten (12%) 18-24 year olds gave this as a reason for donating. They are more likely than average to have given because they realise they can make a difference (49% vs. 39% overall). Counter-intuitively, they are more likely than the oldest age group to say that they donate in order to set an example for others – around a third (30%) saying so in comparison to one fifth (19%) of those aged 55 and over.

Few donors cite wider culture as a reason for giving, with just one in fourteen (7%) donating because society expects them to.



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

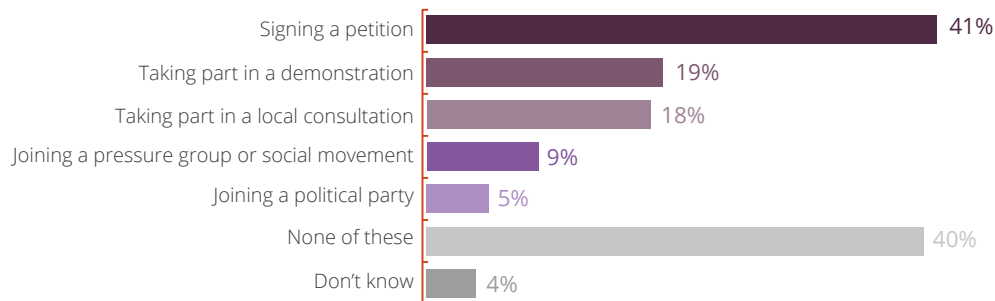


Base: All donors 2018 (n=712); 2017 (n=878)

7.0 Engaging in civil society

In 2018 we also asked about people's participation in other social and civic activities besides the giving already described earlier in the report. All those interviewed were shown a list of five activities and asked whether they had done any of these in the last 12 months.

Figure 5: In the last 12 months, have you been active in a political or social cause in any of the following ways?



Base: All adults aged 18+ (n=1,022)

Well over half (56%) of people surveyed have taken part in at least one of the civic activities listed. Younger people aged 18-34 are the age group most likely to say they have taken part in a demonstration in the last 12 months, with a quarter (24%) having participated in one. This is significantly higher than for those aged 55 and over, of whom 13% say they have taken part in one. 18-24 year olds are also likely to have joined a pressure group or social movement (13% vs. 7% aged 45 or over).



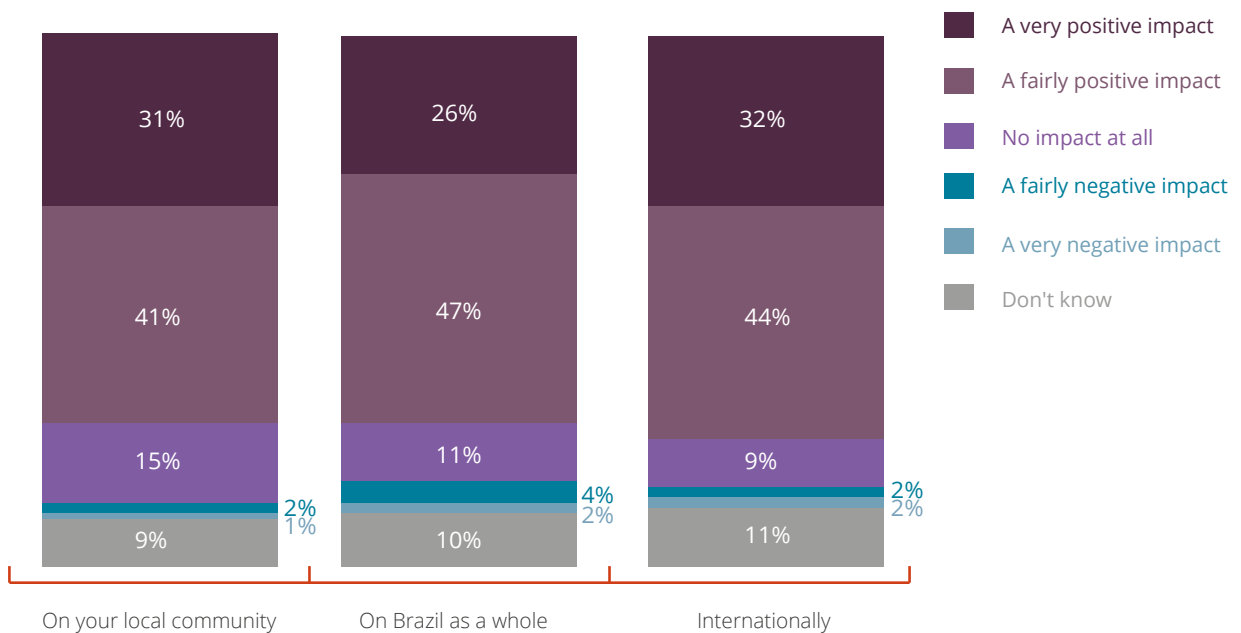
8.0 The impact of charities

Three quarters of those surveyed (76%) say that charities have had a positive impact internationally, with around a third (32%) saying they have had a very positive impact. A similar proportion report that charities have had a positive impact on their local community and Brazil as a whole (both 73%). Very few people say that charities have had a negative impact on these areas (6% or less for each).

Those aged 18-24 are significantly more likely than average to perceive a positive impact from charities on Brazil as a whole (85% vs. 73% on average). They are also more likely than the oldest group to say they have had a positive impact internationally (82% vs. 70%) and on their local community (75% vs. 64%).

Those with a family income of over 50,000 reais are more likely than those with a household income of under 10,000 reais to say that charities have had a positive impact on their local community (79% vs. 70%).

Figure 6: What impact, if any, do you think charities have had?



Base: All adults aged 18+ (n=1,022)

9.0 Encouraging future giving

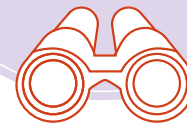
Having more money themselves is the biggest driver that would encourage future giving, with over half citing this (57%). This figure remains broadly unchanged since 2017 (59%). Knowing for sure how their money would be spent (46%) and more transparency in the NPO/charitable organisation sector (33%) are the next most cited forms of encouragement for giving.

The youngest respondents, aged 18-24, report that if they knew more about NPOs/charitable organisations (35% vs. 25% average), had better access to ways of making payments (23% vs. 13%), had access to a workplace giving programme (20% vs. 11%), and were asked to donate (18% vs. 9%), then they would be likely to give more money, time or goods in the next 12 months.

57% WOULD DONATE MORE IF THEY HAD MORE MONEY



46% WOULD DONATE MORE IF THEY KNEW HOW THEIR MONEY WOULD BE SPENT



METHOD

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

In Brazil, 1,022 interviews were completed online between 2 August and 31 August 2018. The survey was conducted using YouGov's online panel.

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.

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 $\pm 3\%$.

CAF Global Alliance


The CAF Global Alliance is a leading international network of independent, locally led organisations working at the forefront of philanthropy and civil society. It is a champion for better giving and civil society and harnesses local knowledge and expertise to help donors, companies and civil society make a bigger impact. Last year more than 70,000 charities received over £500m in donations in more than 100 countries.

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