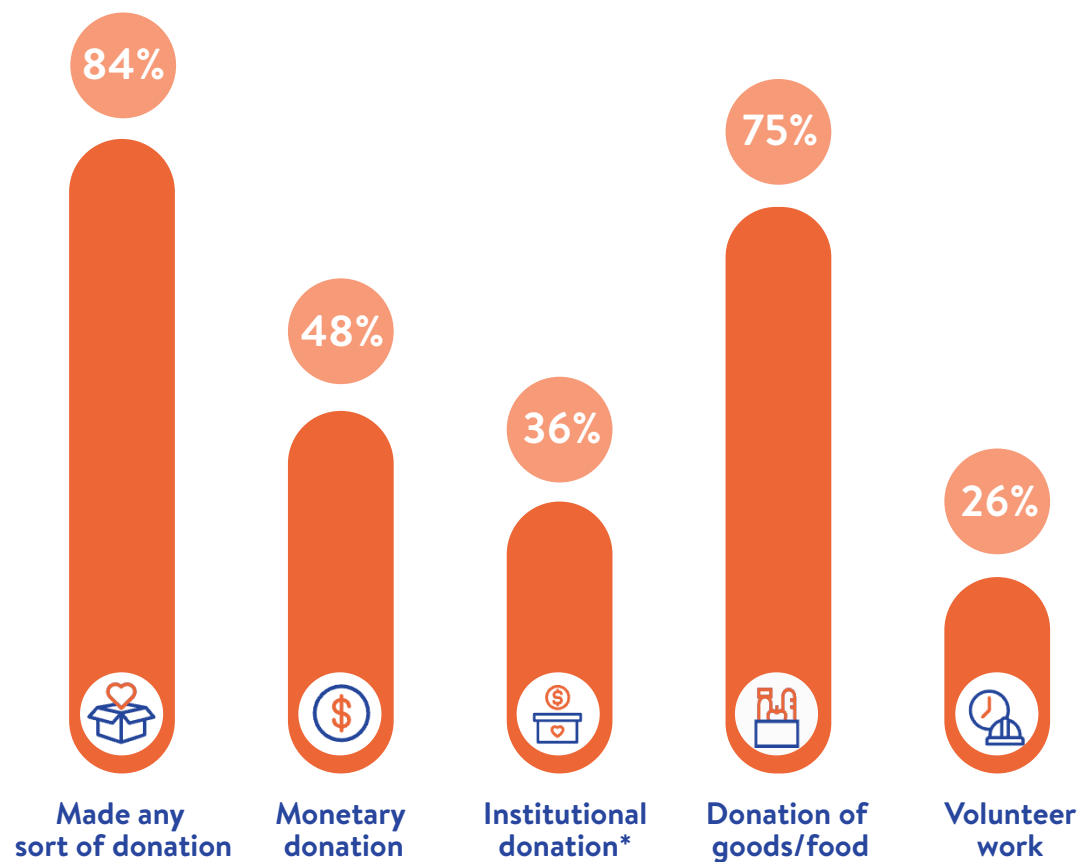


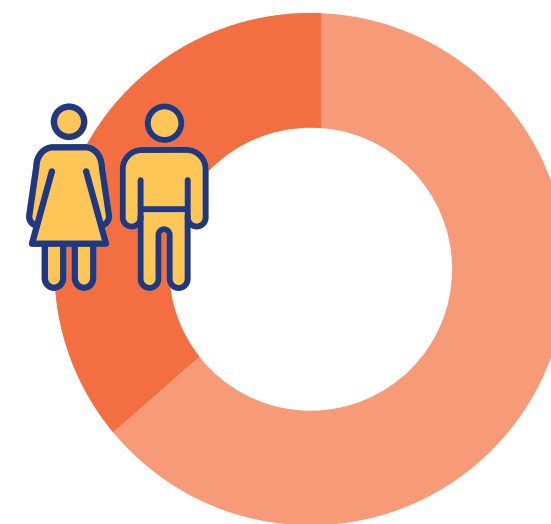
# BRASIL GIVING RESEARCH 2022

## Highlights of the main study on individual donations in Brazil

### HOW MANY BRAZILIANS DONATED IN 2022?



36% of Brazilians have donated to NGOs, and social-environmental initiatives, which corresponds to **42,5 million** institutional donors in the country



\* Institutional donations are monetary donations made to NGOs and/or socio-environmental projects. It does not include giving alms, tithes, or money to acquaintances.

### HOW MUCH WAS DONATED?

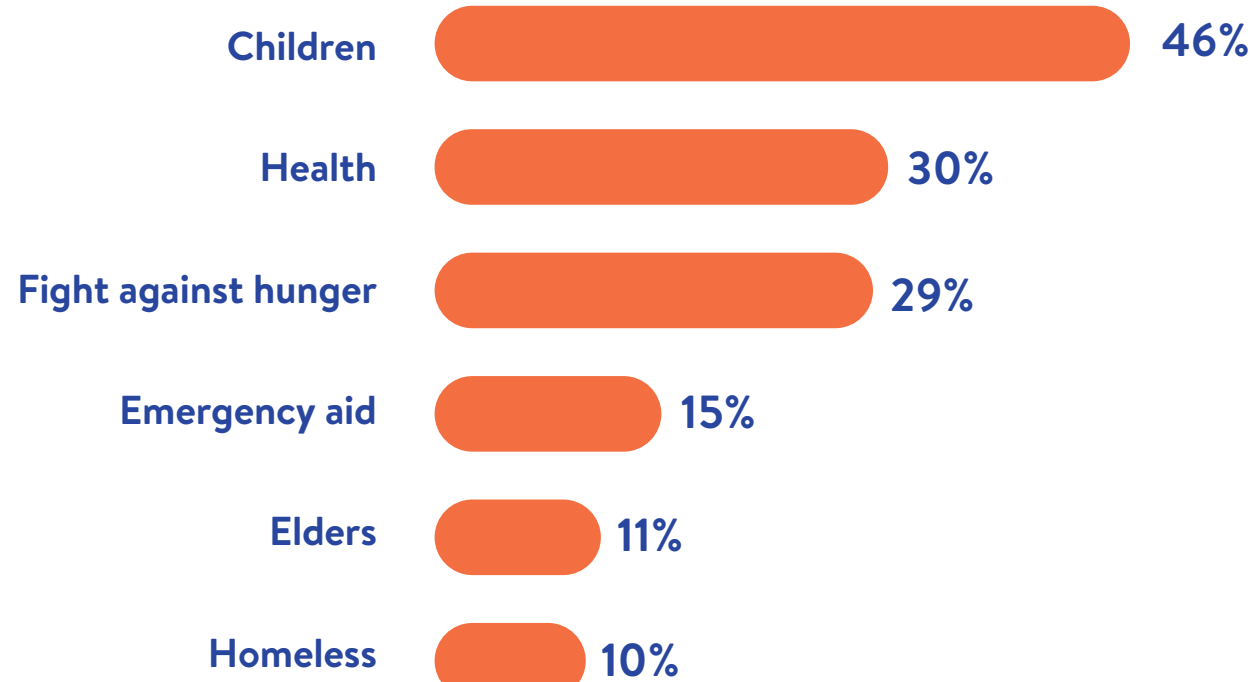
The Brazil Giving Research considers the median amount donated per person over one year\*



\* Average values based on the dollar exchange rate on August, 2023: USD 1 = BRL 4.91

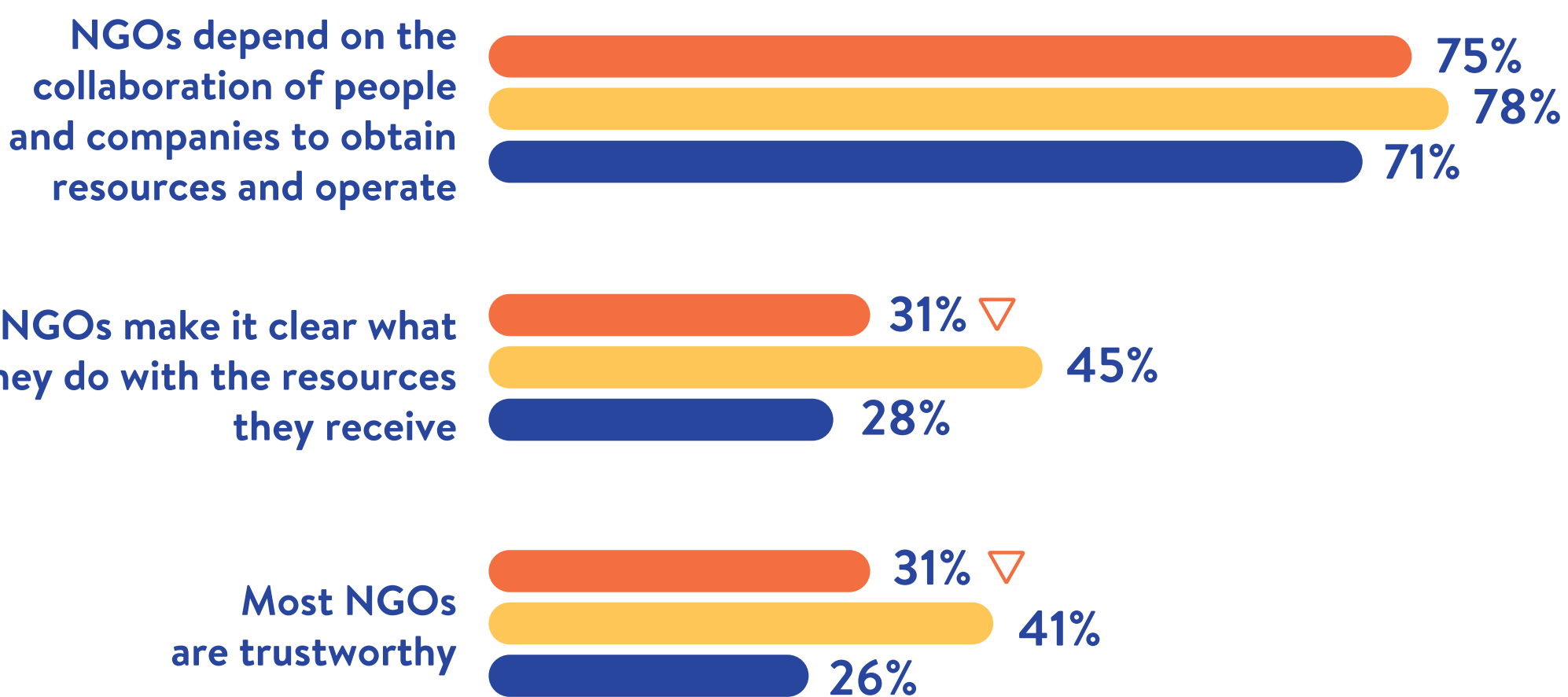
**USD 2,6 billions** is the estimated value of total donations to NGOs by individuals in 2022

### MAIN CAUSES SOUGHT FOR DONATIONS

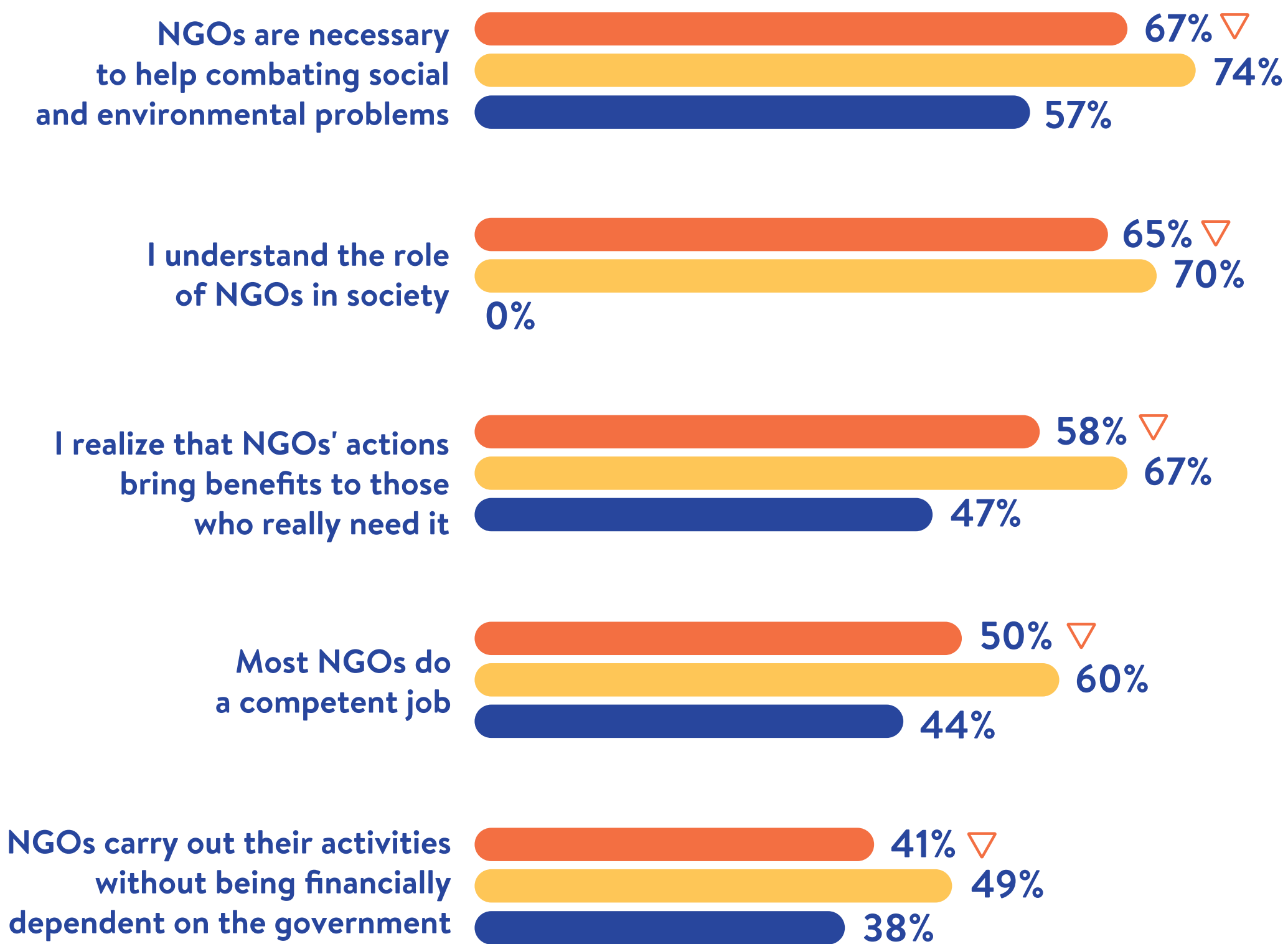


## PERCEPTION ABOUT NGOs

### ACCOUNTABILITY



### ROLE



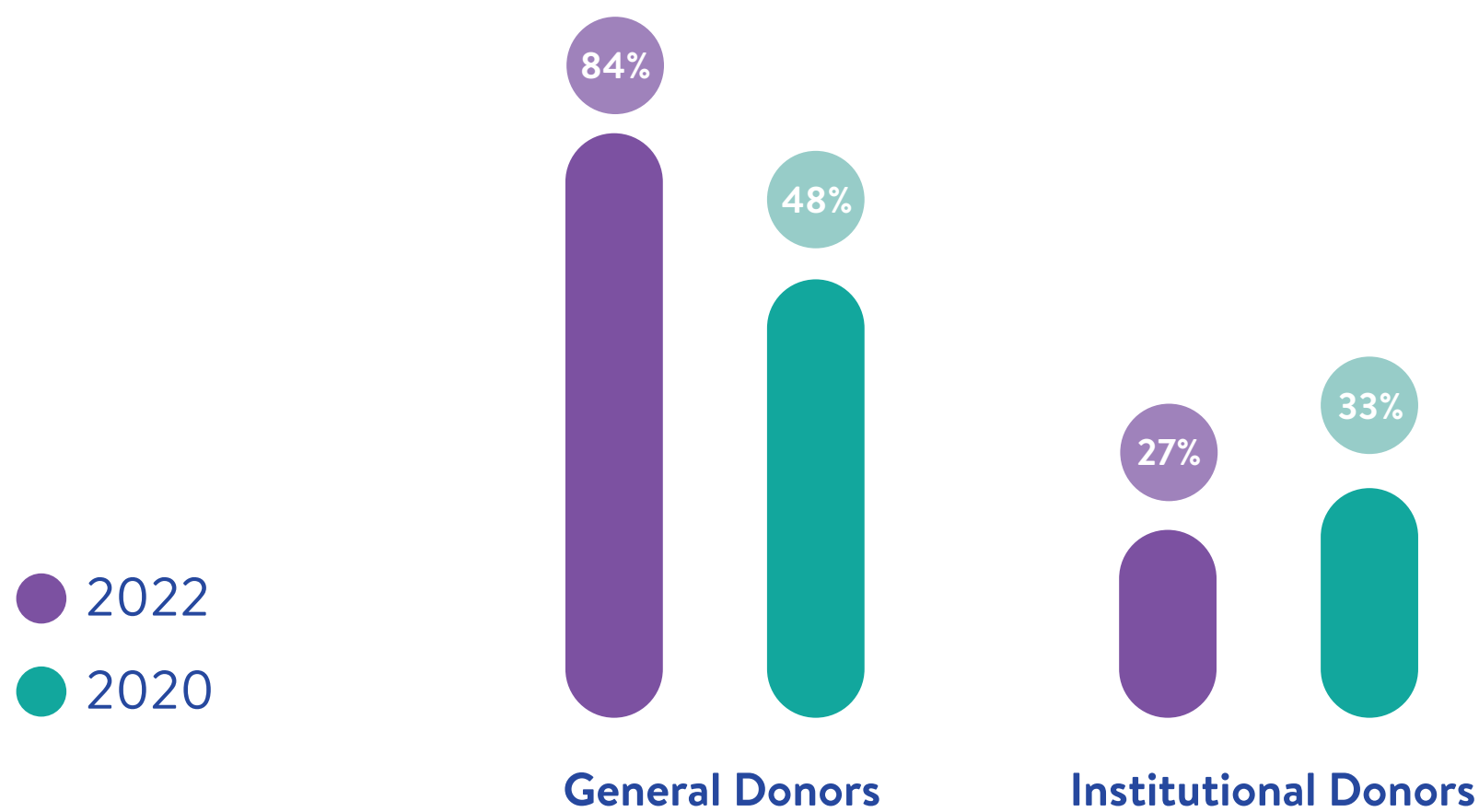
● 2022 ● 2020 ● 2015

NGOs have been unable to maintain the positive perception they gained during the pandemic, when they were the protagonists of major actions. Despite the worsening image among Brazilians, the level is still higher than that identified in 2015.

# GERAÇÃO Z

Find out what young people aged 18 to 27 think and how they donate

## YOUNG PEOPLE ARE DONATING MORE

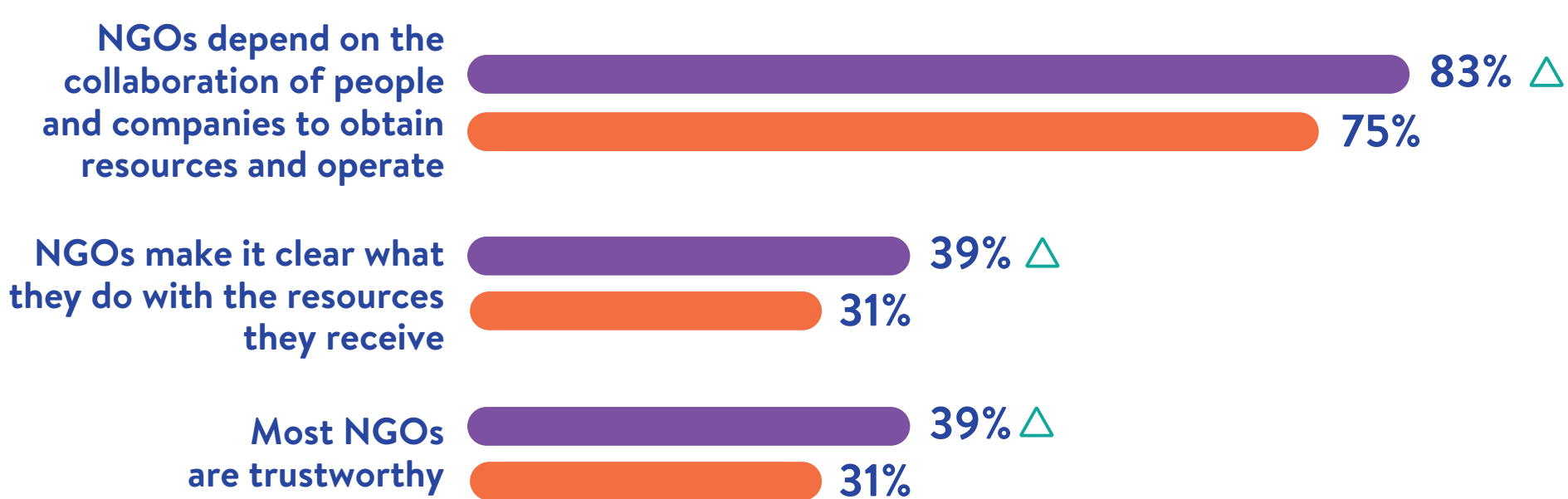


Young people donate more than before, but the increase is not reflected in the donation of money to social institutions

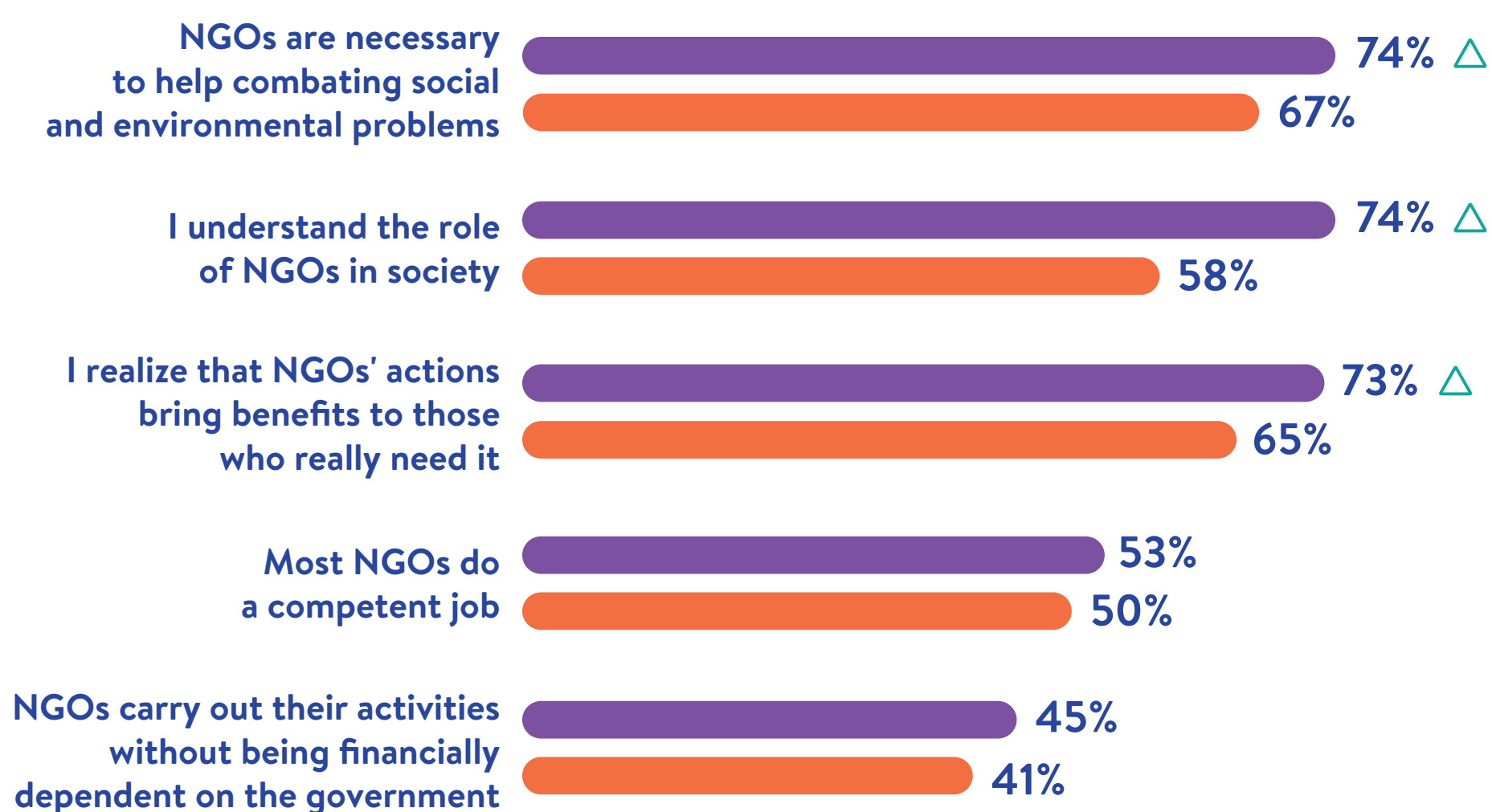
## PERCEPÇÃO SOBRE AS ONGs

● Generation Z  
● General Population

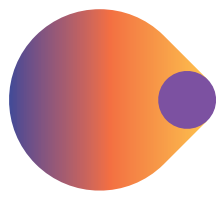
ACCOUNTABILITY



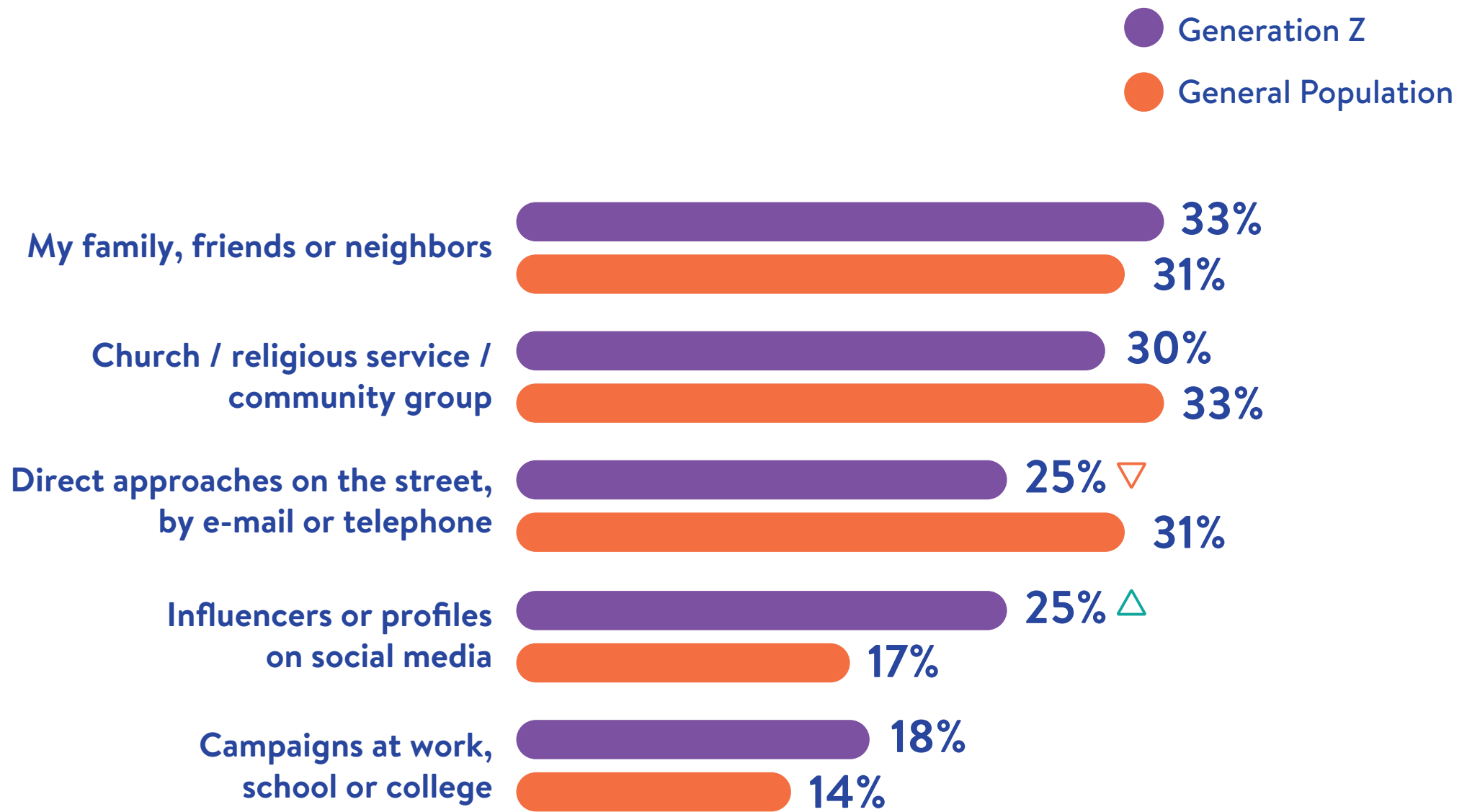
ROLE



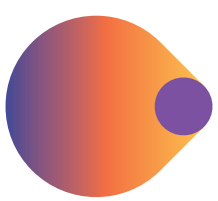
Generation Z tends to have a more positive perception of NGOs.



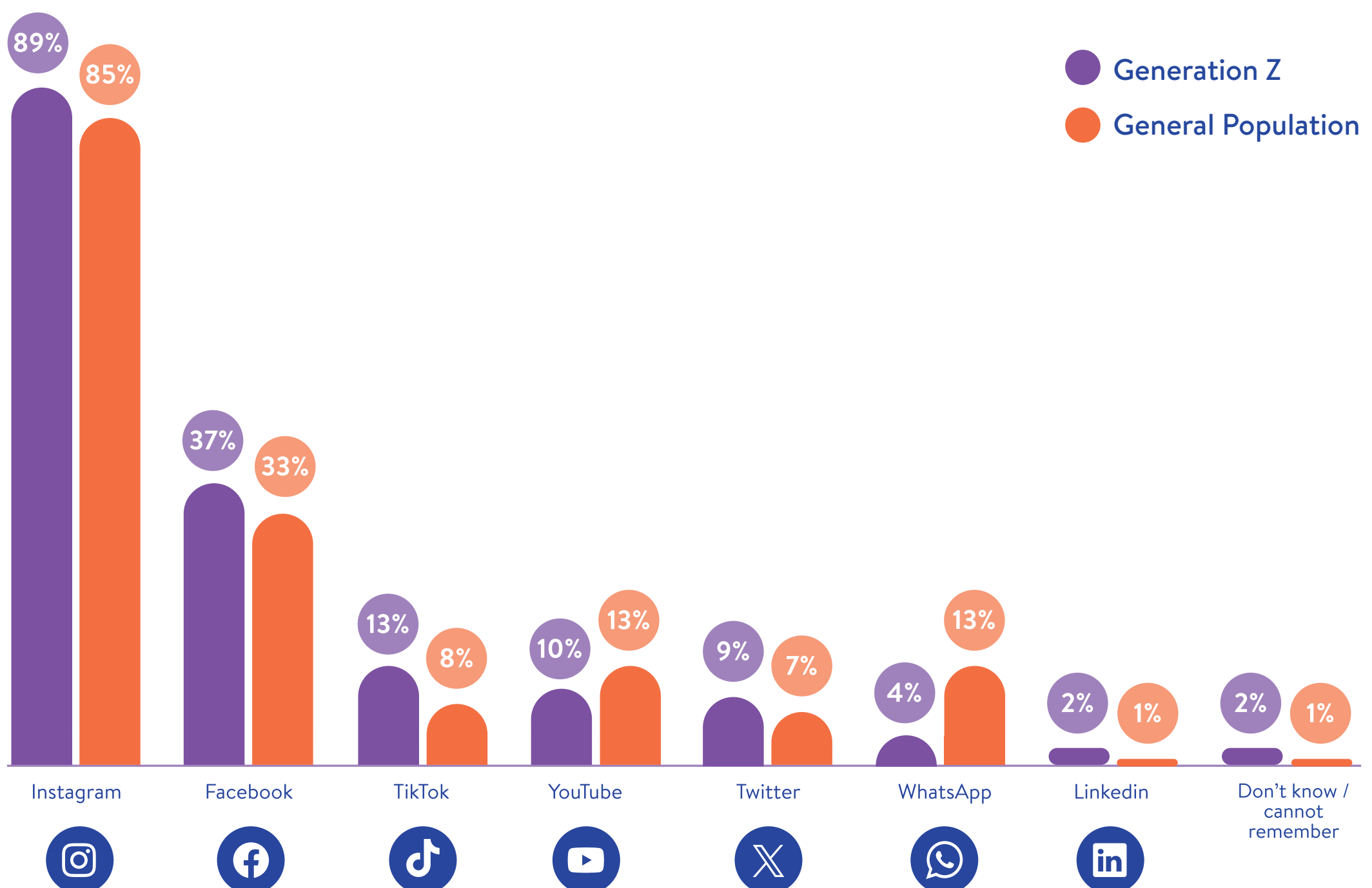
## WHAT FACTORS MOST INFLUENCE THE DECISION TO DONATE?

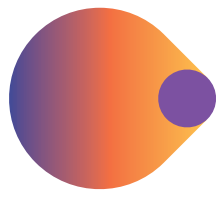


One in four youngster consider digital influencers and social networks when deciding whether to donate, well above the general population average.



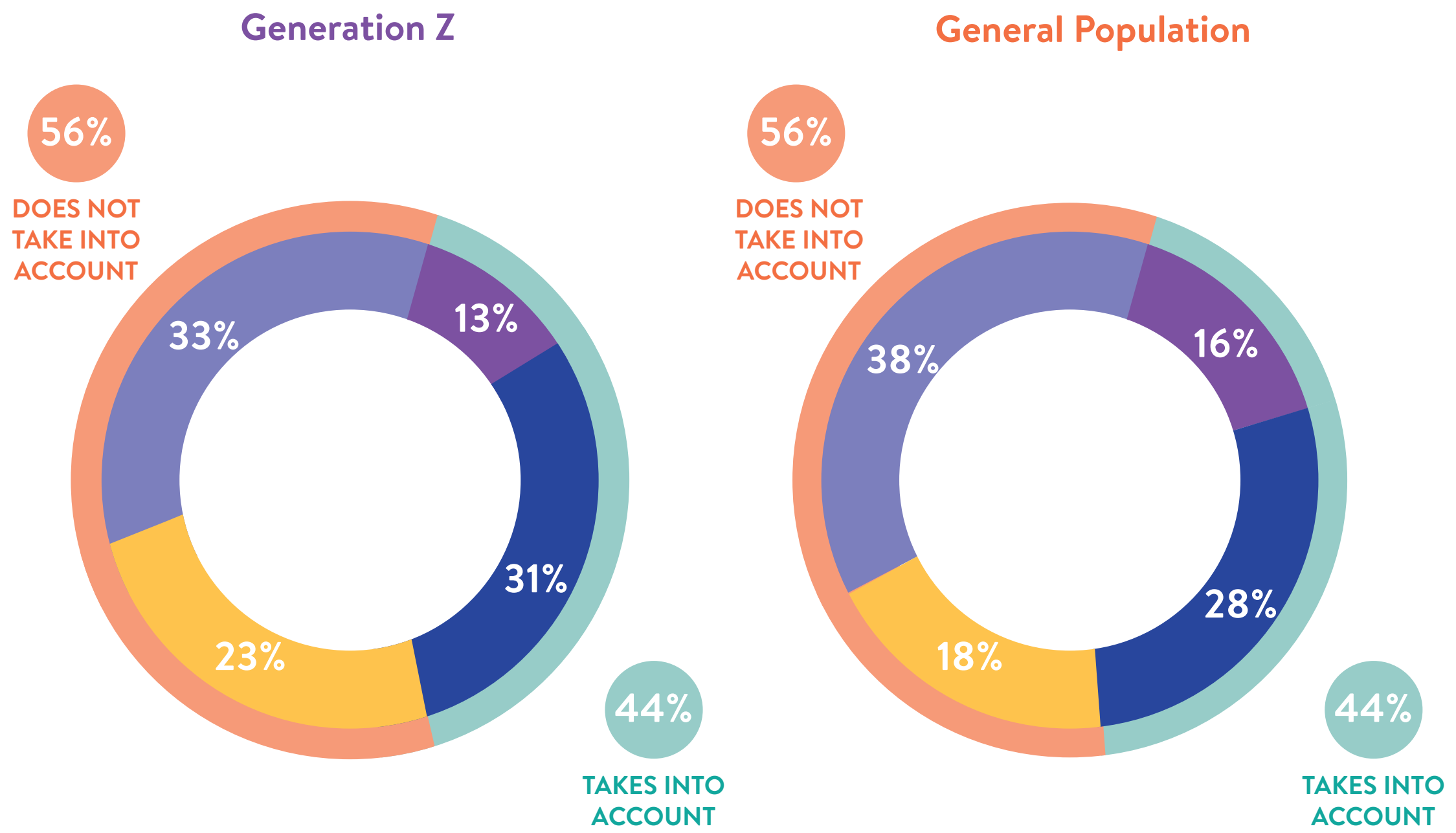
## INFLUENCE OF SOCIAL MEDIA




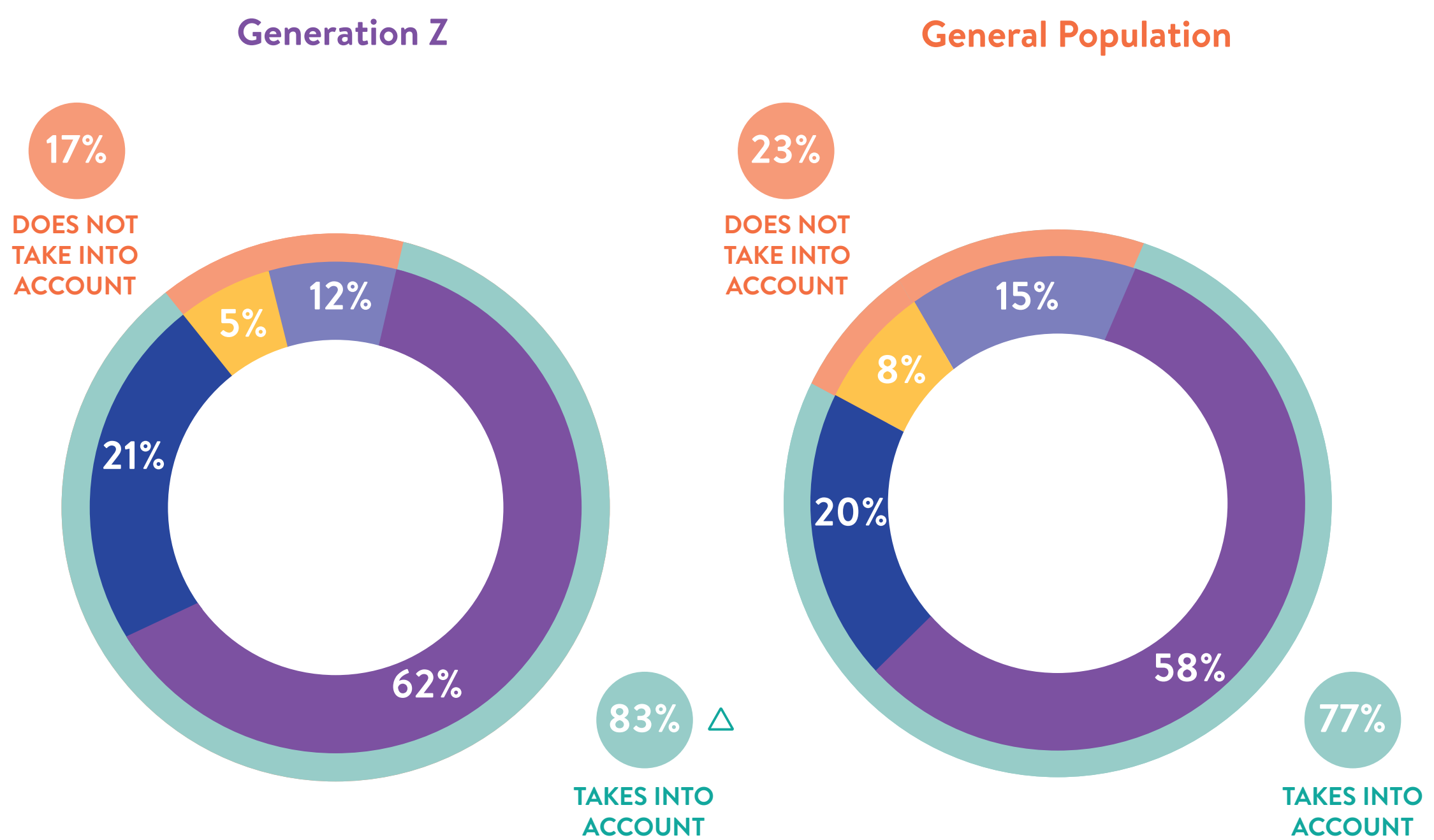


## REPUTATION OF BRANDS AND COMPANIES

When you decide to buy a product or hire a service, do you take into account whether this brand or company makes social investments and/or supports causes? 



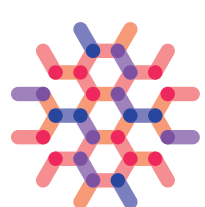
When deciding to buy a product or hire a service, do you take into account whether this **brand or company has been involved in inappropriate practices** (e.g. child labor, prejudiced attitude, corruption, etc.)? 



- Yes, I do, and that always influences my choices
- Yes, I do, and sometimes that influences my choices
- Yes, I'm aware of this, but it does not affect my choices
- I do not take any of this into consideration when making my choices

# BRASIL GIVING RESEARCH 2022

## COORDINATION



**IDIS**  
DEVELOPING STRATEGIC  
PHILANTHROPY

**CAF**  
Charities Aid Foundation

## MARKET RESEARCHER



## PROMOTER

**BEJA**  
INSTITUTO

**MOVIMENTO  
BEMMAIOR**

**raízen**

## ENGAGER

  
**GALO DA MANHÃ**

  
**instituto ACP**

**MOL**  
INSTITUTO

## MOBILIZER

  
**doare**

**phi** Philantropia  
Inteligente