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.

How Much Was Donated?

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

- USD 61 in 2022
- USD 41 in 2020
- USD 49 in 2015

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

US$ 2,6 billions is the estimated value of total donations to NGOs by individuals in 2022.

Main Causes Sought for Donations

- Children: 46%
- Health: 30%
- Fight against hunger: 29%
- Emergency aid: 15%
- Elders: 11%
- Homeless: 10%
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.

**PERCEPTION ABOUT NGOs**

**ACCOUNTABILITY**

- NGOs depend on the collaboration of people and companies to obtain resources and operate: 75% (2022), 78% (2020), 71% (2015)
- NGOs make it clear what they do with the resources they receive: 31% (2022), 45% (2020), 28% (2015)
- Most NGOs are trustworthy: 31% (2022), 41% (2020), 26% (2015)

**ROLE**

- NGOs are necessary to help combating social and environmental problems: 67% (2022), 74% (2020), 57% (2015)
- I understand the role of NGOs in society: 65% (2022), 70% (2020), 0% (2015)
- I realize that NGOs’ actions bring benefits to those who really need it: 58% (2022), 67% (2020), 47% (2015)
- Most NGOs do a competent job: 50% (2022), 60% (2020), 44% (2015)
- NGOs carry out their activities without being financially dependent on the government: 41% (2022), 49% (2020), 38% (2015)
GERAÇÃO Z
Find out what young people aged 18 to 27 think and how they donate

YOUNG PEOPLE ARE DONATING MORE

<table>
<thead>
<tr>
<th></th>
<th>2022</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Donors</td>
<td>84%</td>
<td>48%</td>
</tr>
<tr>
<td>Institutional Donors</td>
<td>27%</td>
<td>33%</td>
</tr>
</tbody>
</table>

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

PERCEPÇÃO SOBRE AS ONGs

- NGOs depend on the collaboration of people and companies to obtain resources and operate: 83% (Generation Z) vs 75% (General Population)
- NGOs make it clear what they do with the resources they receive: 39% (Generation Z) vs 31% (General Population)
- Most NGOs are trustworthy: 39% (Generation Z) vs 31% (General Population)
- NGOs are necessary to help combating social and environmental problems: 74% (Generation Z) vs 67% (General Population)
- I understand the role of NGOs in society: 74% (Generation Z) vs 58% (General Population)
- I realize that NGOs’ actions bring benefits to those who really need it: 73% (Generation Z) vs 65% (General Population)
- Most NGOs do a competent job: 53% (Generation Z) vs 50% (General Population)
- NGOs carry out their activities without being financially dependent on the government: 45% (Generation Z) vs 41% (General Population)

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

<table>
<thead>
<tr>
<th></th>
<th>Generation Z</th>
<th>General Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>My family, friends or neighbors</td>
<td>33%</td>
<td>31%</td>
</tr>
<tr>
<td>Church / religious service / community group</td>
<td>30%</td>
<td>33%</td>
</tr>
<tr>
<td>Direct approaches on the street, by e-mail or telephone</td>
<td>25%</td>
<td>31%</td>
</tr>
<tr>
<td>Influencers or profiles on social media</td>
<td>17%</td>
<td>25%</td>
</tr>
<tr>
<td>Campaigns at work, school or college</td>
<td>18%</td>
<td>14%</td>
</tr>
</tbody>
</table>

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

**Generation Z**
- 56% Does not take into account
- 33% Takes into account
- 13% Aware of this, but it does not affect my choices

**General Population**
- 56% Does not take into account
- 31% Takes into account
- 18% Aware of this, but it does not affect my choices

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.)?

**Generation Z**
- 17% Does not take into account
- 21% Takes into account
- 5% Aware of this, but it does not affect my choices

**General Population**
- 23% Does not take into account
- 20% Takes into account
- 8% Aware of this, but it does not affect my choices

△ Indicates a significant increase in the percentage of people taking into account the company’s involvement in inappropriate practices compared to previous data.
COORDINATION

MARKET RESEARCHER

PROMOTER

ENGAGER

MOBILIZER