

# Brazil

Indiana University Lilly Family School of Philanthropy

## Country Overview

<b>Population (2018)</b>	209,469,333
<b>GNI Per Capita (2018)</b>	\$9,081
<b>Country Classification by Income Level (2018)</b>	Upper-middle income
<b>Number of Registered Philanthropic Organizations (2018)</b>	350,000
<b>Philanthropic Environment Country Overall Score (2018)</b>	3.37
<b>Philanthropic Environment Cross-Border Flows Score (2018)</b>	3.00

**Data:** Population, GNI Per Capita and Country Classification by Income Level: World Bank, [www.worldbank.org](http://www.worldbank.org)  
 Number of Registered Philanthropic Organizations: Global Philanthropy Environment Index: Latin America,  
[globalindices.iupui.edu](http://globalindices.iupui.edu)

Philanthropic Environment Country Overall Score and Cross-Border Flows Score: Indiana University Lilly Family School of Philanthropy, *2018 Global Philanthropy Environment Index*. [globalindices.iupui.edu](http://globalindices.iupui.edu)

## Cross-Border Resource Flows, 2018 (in millions of inflation-adjusted 2018 US dollars)

Total Resource Flows	Philanthropy	Official Development Assistance (ODA)	Remittances	Private Capital Investment
\$2,133.07	\$44.34	\$329.85	\$1,758.87	
<b>Quality of Data on Philanthropic Outflows</b>			++	

**Data:** Indiana University Lilly Family School of Philanthropy, *2020 Global Philanthropy Tracker*

## Summary of cross-border philanthropy

The data on cross-border donations in Brazil is mainly collected by umbrella organizations which survey their partner organizations. The Group of Institutes, Foundations, and Enterprises (GIFE) collects data on cross-border giving in Brazil, focusing primarily on giving by corporations and corporate foundations. Global research reports such as the “Global Trends in Giving Report” collects data on individual giving behaviors.

### SENDING CROSS-BORDER CHARITABLE DONATIONS

Individuals and corporations, although they are not dissuaded from donating funds abroad, receive no tax benefits for doing so. According to Brazilian Tax Code, philanthropic organizations that are tax-exempt are not permitted to send any contributions outside of the Brazilian border (Indiana University Lilly Family School of Philanthropy, 2018).

### RECEIVING CROSS-BORDER CHARITABLE DONATIONS

Although contributions can be received from other countries without the approval from a government agency, an exchange agreement must be made by both parties, and it is taxed as financial operations (Indiana University Lilly Family School of Philanthropy, 2018).

Over the past two decades, Brazil has seen a huge reduction in donations from abroad. As Brazil has become an emerging economy, the general consensus is that the third sector should become self-sustaining. Unfortunately, Brazilians often view philanthropic organizations with suspicion and prefer to give donations directly to their communities or specific disaster relief programs, so domestic organizations struggle to keep up with the lack of both international and community support. Additionally, social justice issues, whether relating to LGBTQI+ rights, women’s rights, or addressing racial inequality, are “usually avoided by domestic donors,” and the lack of international support in those realms is particularly felt (Hartnell et al., 2018, p. 22).

### ESTIMATED CROSS-BORDER GIVING

To estimate the amount of cross-border social investment, GIFE gathered data through an online survey. A total of 271 organizations responded, made up of “254 companies and 17 institutes/business foundations.” It is important to note that in Brazil the term ‘philanthropy’ is “pejorative,” and normally associated with religious organizations or “fake” charities, so GIFE began using the term ‘social investment’ instead.

According to the secretary general of GIFE, social investment implies long term and more sustainable support, but Graciela Hopstein, the executive coordinator for the Philanthropy Network for Social Justice, also believes it is connected to corporate foundations, not with regular individual donors Hartnell et al., 2018, p. 3). Therefore, today there is no widely accepted term that organizations use in place of the word philanthropy. For this reason, Hopstein hopes to reclaim the word philanthropy and give it a positive meaning, so that everyone has a clear understanding of what these organizations do and trust in their work.

Of the 723 donors in Brazil surveyed for the 2018 Global Trends in Giving Report, 16 percent donated to organizations outside of their home country (Nonprofit Tech for Good, 2018). Additionally, seven percent (7%) of donors listed international development as one of their top causes, which makes it one of the top five most supported causes among those surveyed.

#### ESTIMATED CROSS-BORDER VOLUNTEERING

N/A

#### CROSS-BORDER GIVING BY CHARITABLE CAUSES

N/A

#### KEY DEVELOPMENTS AND TRENDS IN CROSS-BORDER GIVING

As Ruy Fortini, the founder of the crowdfunding site “Doar,” explained, small NGOs are very prevalent in Brazil. Therefore, support through crowdfunding sites is vital because it provides a simple platform for fundraising (Nonprofit Tech for Good, 2018). Additionally, because donors in Brazil are wary of organizations that are not transparent about where the funds go, crowdfunding platforms such as Catarse, Doar, Kickante, and Kickstarter provide an extra layer of validity to organizations. Although many crowdfunds currently focus on causes, artists, etc. within Brazil, in the future crowdfunded campaigns will likely become an important aspect of cross-border giving.

### References

- Indiana University Lilly Family School of Philanthropy. (2018). *Global Philanthropy Environment Index: Brazil*. <https://globalindices.iupui.edu/>
- Hartnell, Caroline and Andrew Milner. (2018). “Philanthropy in Brazil: A working paper.” *Philanthropy for Social Justice and Peace*.
- Nonprofit Tech for Good. (2018). “Giving Trends in Brazil: How Crowdfunding & Social Entrepreneurs are Transforming the Nonprofit Sector.” <https://www.nptechforgood.com/2018/11/14/giving-trends-in-brazil-how-crowdfunding-social-entrepreneurs-are-transforming-the-nonprofit-sector/>

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### Do you have information to add to this profile?

We greatly appreciate the contributions of researchers, scholars, and leaders around the world to the study of cross-border philanthropy. If you know of any additional information or newly available data that could be included in future editions, please send us an update at [indices@iupui.edu](mailto:indices@iupui.edu).