

EXECUTIVE SUMMARY:

2024-2025 GIFE CENSUS

The CENSO GIFE logo features the word "CENSO" in a yellow, outlined, sans-serif font above the word "GIFE" in a similar yellow, outlined, sans-serif font. To the right of the text are three blue, curved lines of varying lengths, resembling a stylized graphic element.

2024 | 2025



SÃO PAULO
2025

ABOUT THE SURVEY

GIFE celebrated, in 2025, 30 years of work in the promotion and strengthening of philanthropy and private social investment (PSI) in Brazil, gathering among its members *Companies and Corporate, Family and Independent* institutes and foundations that mobilize resources to invest in public-purpose projects and initiatives nationwide. A core part of the organization's work consists of producing data that broaden understanding of the field and foster collaboration between social investors, civil society organizations (CSOs), academia, and public sector.

In its 12th edition, the GIFE Census provides an updated overview of the Brazilian Private Social Investment (PSI), offering insights into organizational structures, resources, areas of action, diversity and governance, alignment with strategic agendas, and monitoring, evaluation, and transparency practices among GIFE member organizations. It is a biennial, quantitative, self-declaratory, voluntary survey, with responses collected through an online questionnaire.

In this edition, the survey engaged 138 organizations—the largest number in the historical series — representing 84% of all GIFE member organizations in 2024. The responses collected in 2025 refer predominantly to the consolidated performance of the respondents in 2024.

This Executive Summary of the 2024–2025 GIFE Census presents the main highlights of the survey, which has become a benchmark for the analysis of Private Social Investment (PSI) and institutional philanthropy in Brazil.

PRODUCED BY



TECHNICAL COORDINATION

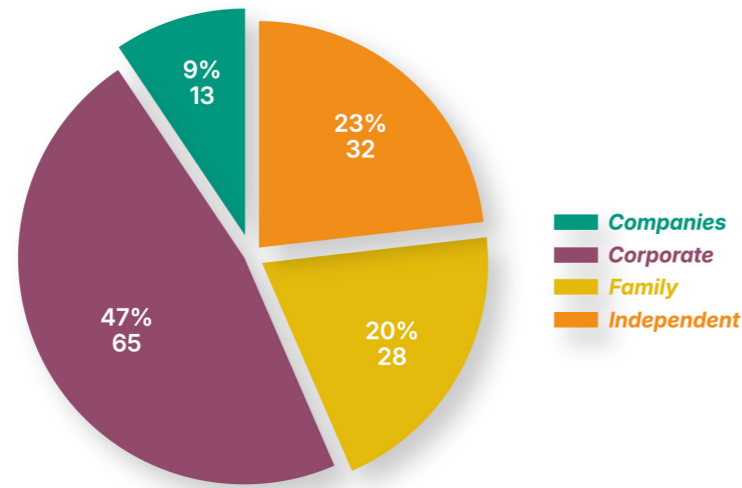


INSTITUTIONAL SUPPORTERS



RESPONDENTS' PROFILE

GRAPH 1
ORGANIZATIONS RESPONDING TO THE 2024-2025 CENSUS

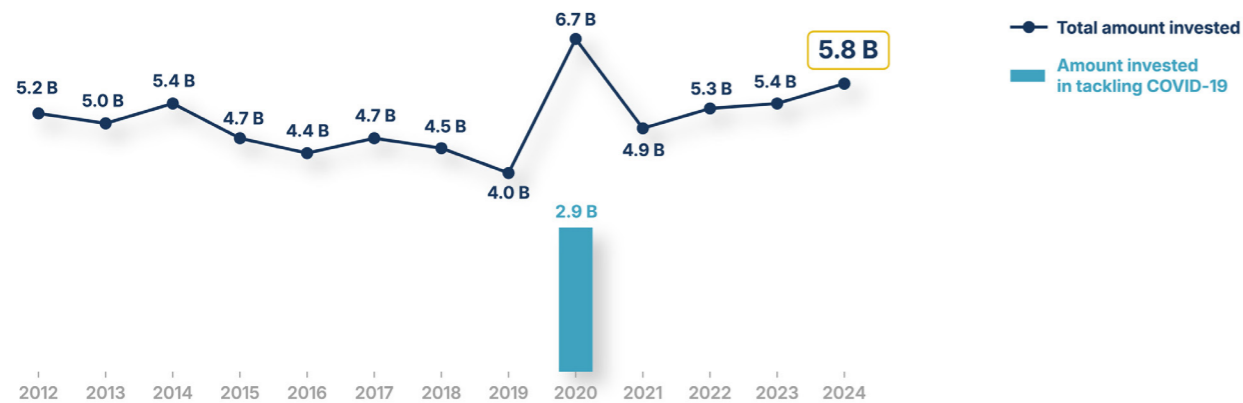


Note: 138 organizations responded to this question. Percentages were rounded up and may not total 100%.

AMOUNT OF RESOURCES

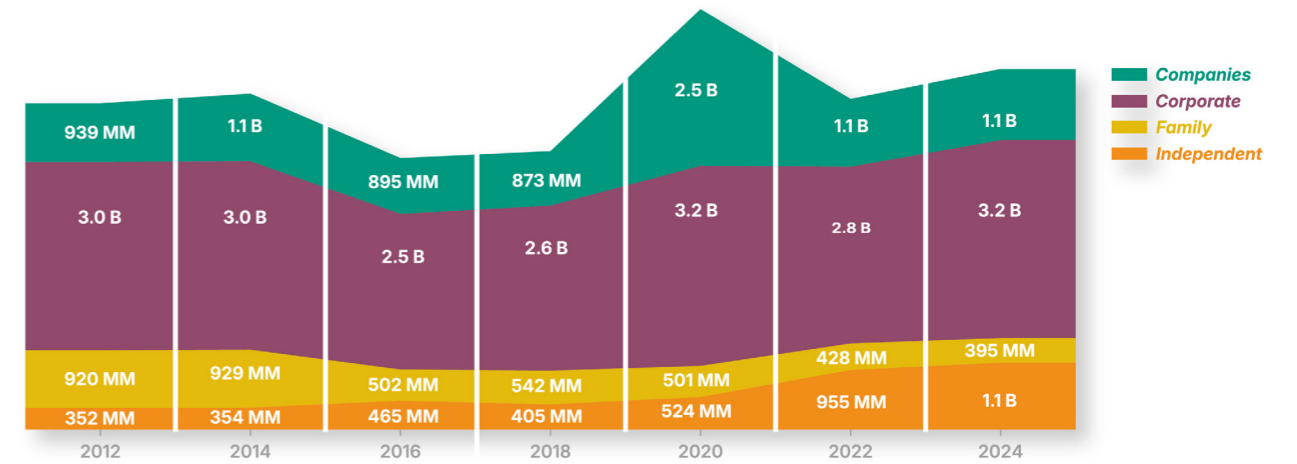
In 2024, Private Social Investment (PSI) mobilized a total of BRL 5.8 billion, the second highest amount in the historical series, surpassed only in 2020, at the onset of the COVID-19 pandemic.

GRAPH 2
SOCIAL INVESTMENT MADE (IN BRL)
2012-2025



Note: Amounts adjusted for inflation using IPCA dated Dec 2024. Number of organizations that responded to this question: 103 organizations in 2012, 105 in 2013, 107 in 2014, 105 in 2015, 112 in 2016, 125 in 2017, 128 in 2018, 120 in 2019, 126 in 2020, 129 in 2021, 134 in 2022, 129 in 2023, 130 in 2024 and 2025.

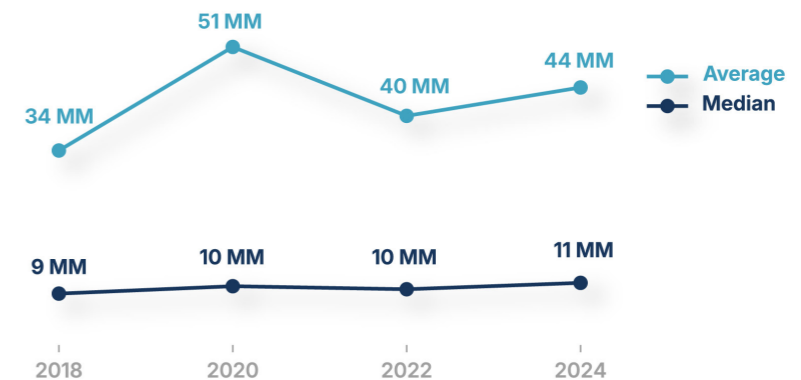
GRAPH 3
SOCIAL INVESTMENT MADE BY TYPE OF INVESTOR (IN BRL)
2012-2024



Note: Number of organizations that responded to this question: 103 organizations in 2012, 107 in 2014, 112 in 2016, 128 in 2018, 126 in 2020, 134 in 2022, and 130 in 2024.

Corporate organizations continued to account for the largest share of the total volume of resources tracked by the Census. Independent organizations have shown steady growth in investment over the years, surpassing the BRL 1 billion mark for the first time.

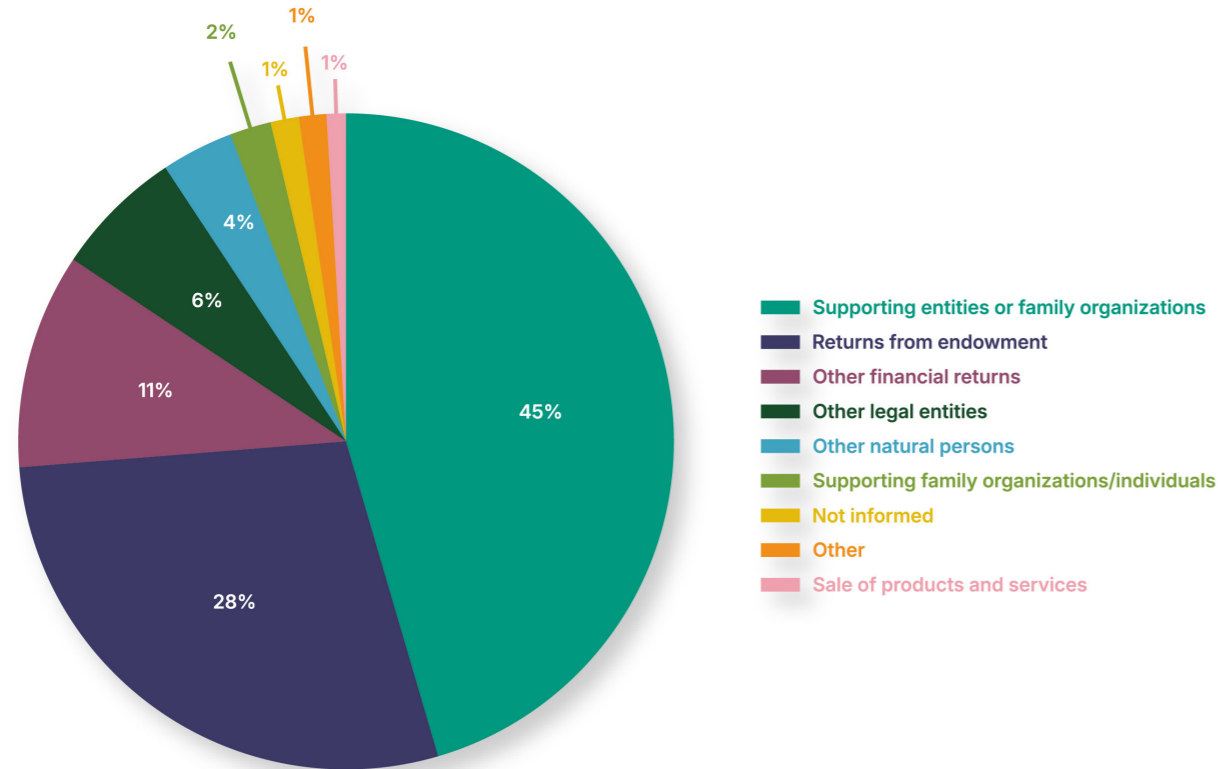
GRAPH 4
AVERAGE AND MEDIAN OF SOCIAL INVESTMENT MADE (IN BRL)
2018-2024



Total investment amount was driven by a small number of large investors; however, the increase in the median between 2022 and 2024 suggests that most organizations also expanded their level of contributions during the period.

SOURCE OF FUNDS

GRAPH 5
SOURCE OF FUNDS
2024



Supporting entities or those linked to philanthropic families continued to be PSI's main sources of funding, accounting for 45% of the total.

DID YOU KNOW?

In 2024, **15% of total investment came from tax incentives**. The amount invested through these mechanisms also increased, rising from **BRL 536 million in 2022 to BRL 877 million in 2024**.

ACTION STRATEGIES

PREDOMINANT TYPES OF ACTION OF SOCIAL INVESTORS

The Census adopts the classification of social investors' types of action as one of its parameters, categorizing them as:

PRIMARYLY EXECUTORS

who invest more than 50% of their funds in their own projects

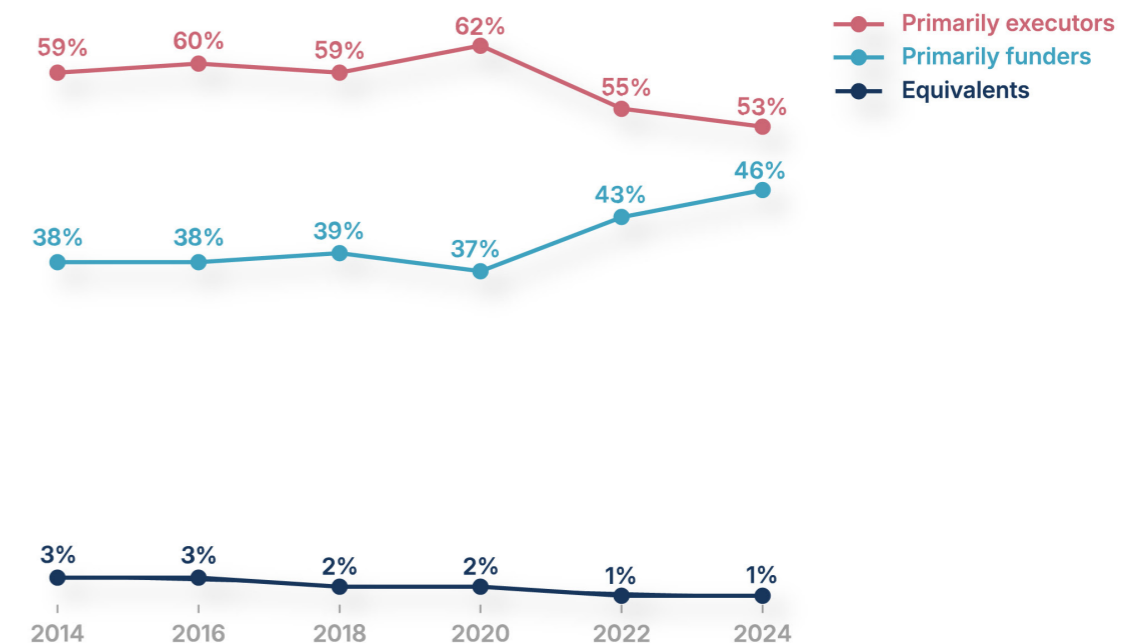
PRIMARYLY FUNDERS

who transfer more than 50% of their funds to third parties

EQUIVALENTS

who transfer/invest their funds equally (50%/50%) in both third-party and own projects

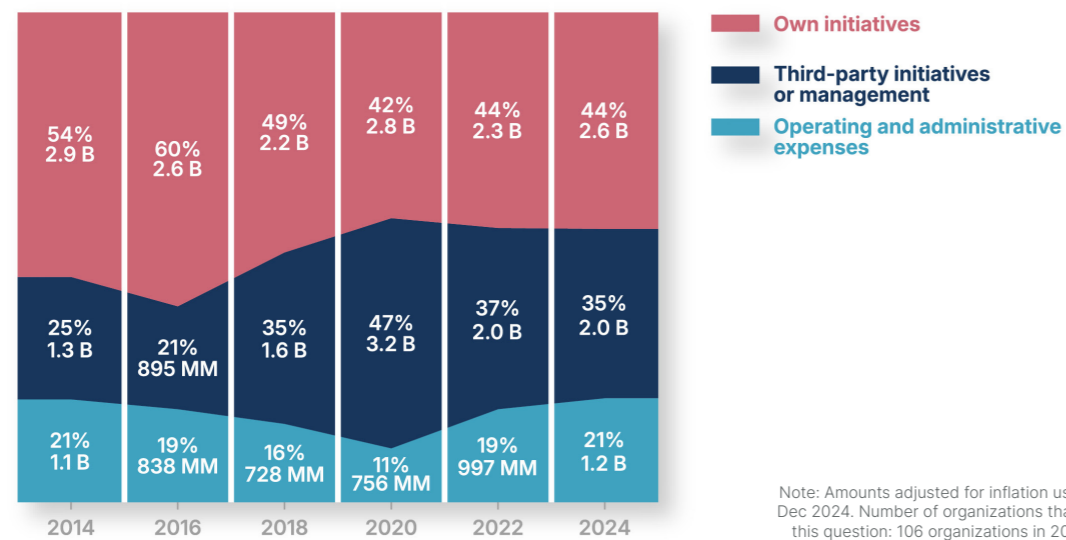
GRAPH 6
ORGANIZATIONS, BY PREDOMINANT TYPE OF ACTION, CONSIDERING MORE THAN 50% OF THEIR FUNDS INVESTED OR TRANSFERRED
2014-2024



Note: Number of organizations that responded to this question: 106 organizations in 2014, 112 in 2016, 128 in 2018, 125 in 2020, 134 in 2022, and 136 in 2024. Percentages were rounded up and may not total 100%.

The predominance of the executor profile declined and moved closer to the funder profile, recording the smallest gap ever identified between the two profiles.

GRAPH 7
BUDGET ALLOCATION OF SOCIAL INVESTMENT MADE (IN BRL AND %)
 2014-2024



Note: Amounts adjusted for inflation using IPCA dated Dec 2024. Number of organizations that responded to this question: 106 organizations in 2014, 112 in 2016, 128 in 2018, 125 in 2020, 134 in 2022, and 130 in 2024. Percentages were rounded up and may not total 100%.

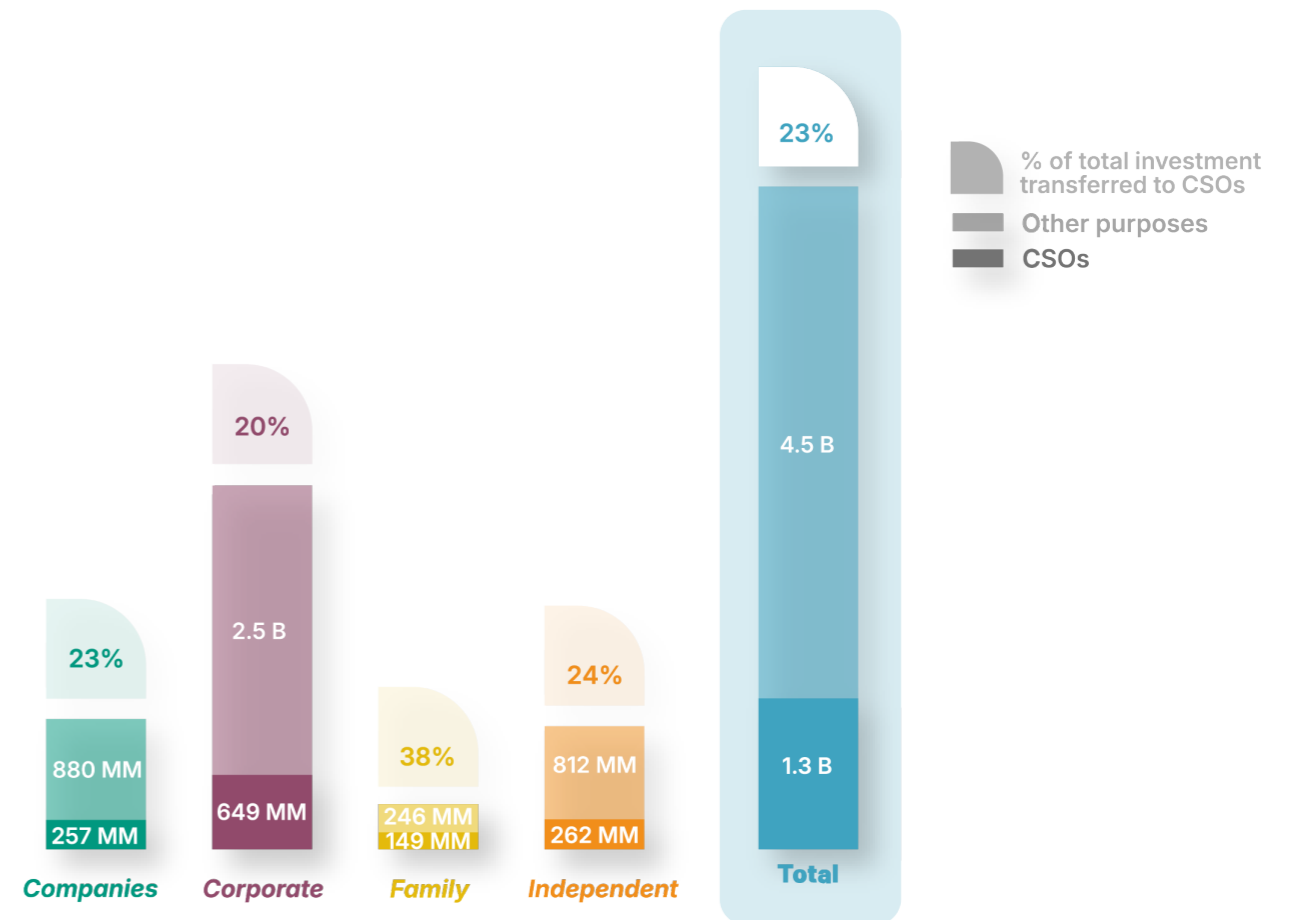
Investment in the implementation of own initiatives represents the main type of budget allocation in 2024: BRL 2.6 billion (44% of total resources).

GRANTMAKING AND SUPPORT TO CIVIL SOCIETY ORGANIZATIONS (CSOS)

DID YOU KNOW?

Among third parties that receive funding from social investors, CSOs stand out as the primary recipients: 72% of respondents reported allocating financial resources to this type of organization.

GRAPH 8
SOCIAL INVESTMENT TRANSFERRED TO CSOS, 2024 (IN BRL)
 2024



Note: 131 organizations responded to this question. Amounts were taken directly from the database and, therefore, sums may differ slightly from the total shown in the graph, which was rounded up.

Considering only non-pandemic-related resources in 2020, 2024 set a record for transfers to CSOs, surpassing BRL 1.3 billion.

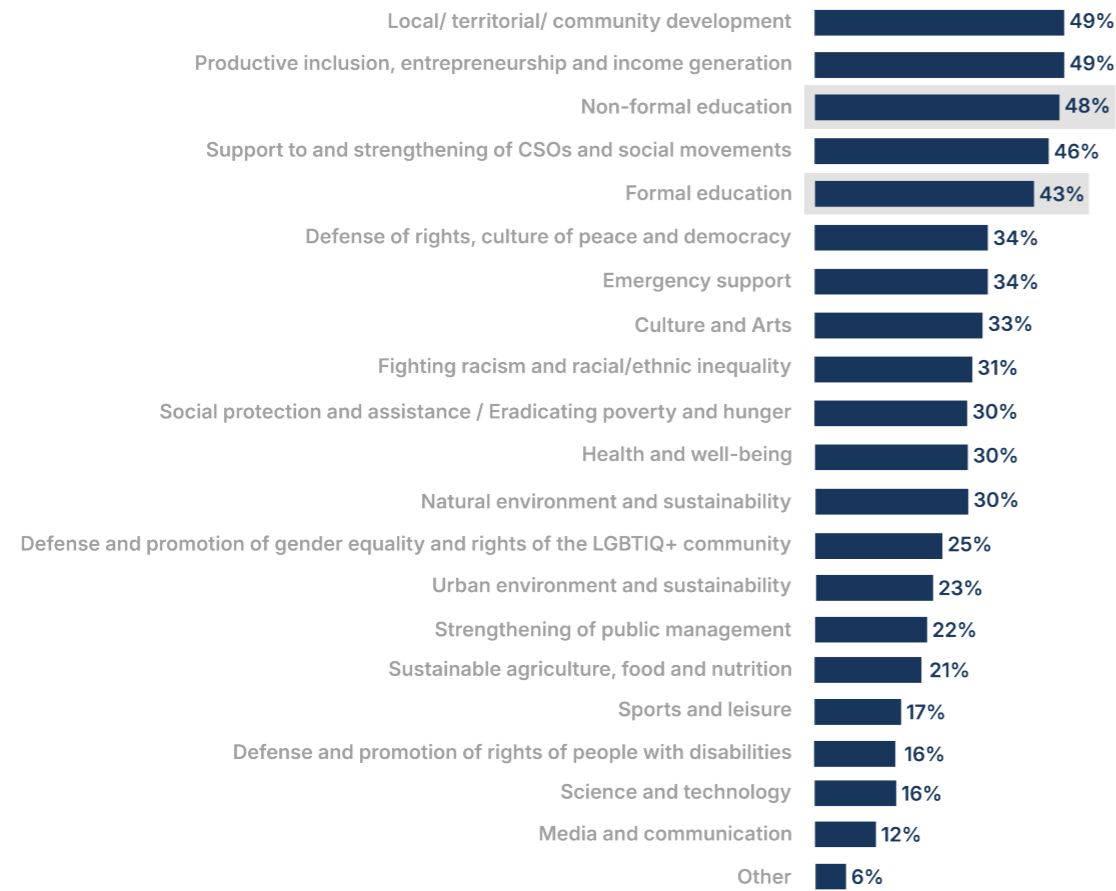
DID YOU KNOW?

In 2024, transfers to civil society organizations totaled BRL 1.3 billion, equivalent to 23% of the total amount invested. 17% of these transfers (BRL 223 million, reported by 57 organizations) were allocated to institutional support, which consists of unrestricted funding, not necessarily tied to the execution of specific projects by the CSO.

FOCUS AREAS

Education once again stood out as the main focus area for organizations. In total, combining those working in formal education with those engaged in non-formal education, 67% of respondents implemented or supported initiatives in this area. In addition to education, the main thematic areas of action identified were local/territorial/community development and productive inclusion, entrepreneurship, and income generation, both cited by 49% of organizations, maintaining the prevalence already observed in 2022.

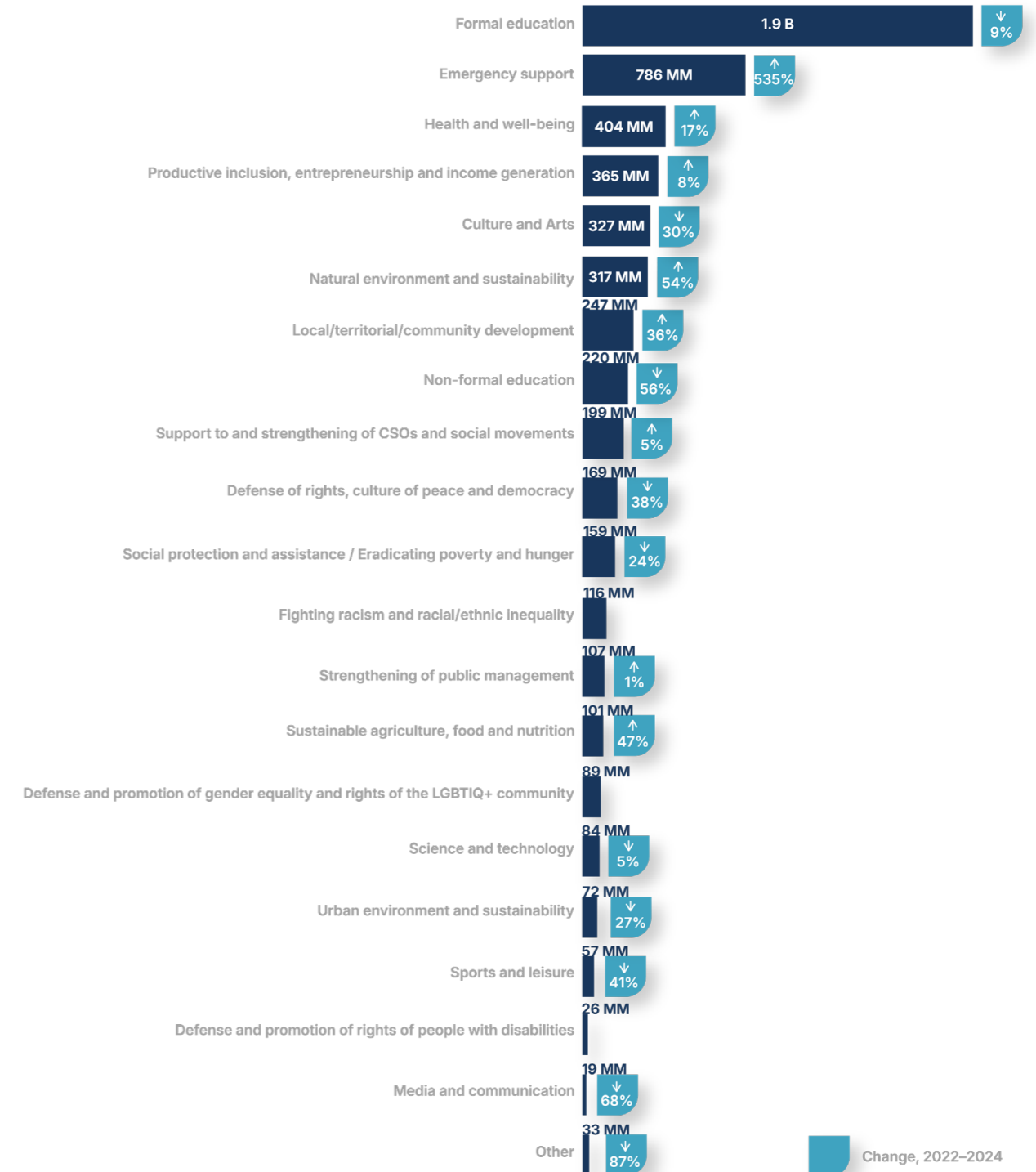
GRAPH 9
ORGANIZATIONS' THEMATIC AREAS OF ACTION
2024



Notes: 137 organizations responded to this question in 2022, and 138 in 2024. Some categories are not present in 2022 because they were not yet included in that year's Census questionnaire. Multiple responses.

Education remained the main focus area for social investors, while the field shows a growing diversification of thematic areas of action.

GRAPH 10
SOCIAL INVESTMENT MADE,
BY THEMATIC AREAS OF ACTION (IN BRL)
2024



Note: Amounts adjusted for inflation using IPCA dated Dec 2024. 132 organizations responded to this question in 2022, and 130 in 2024.

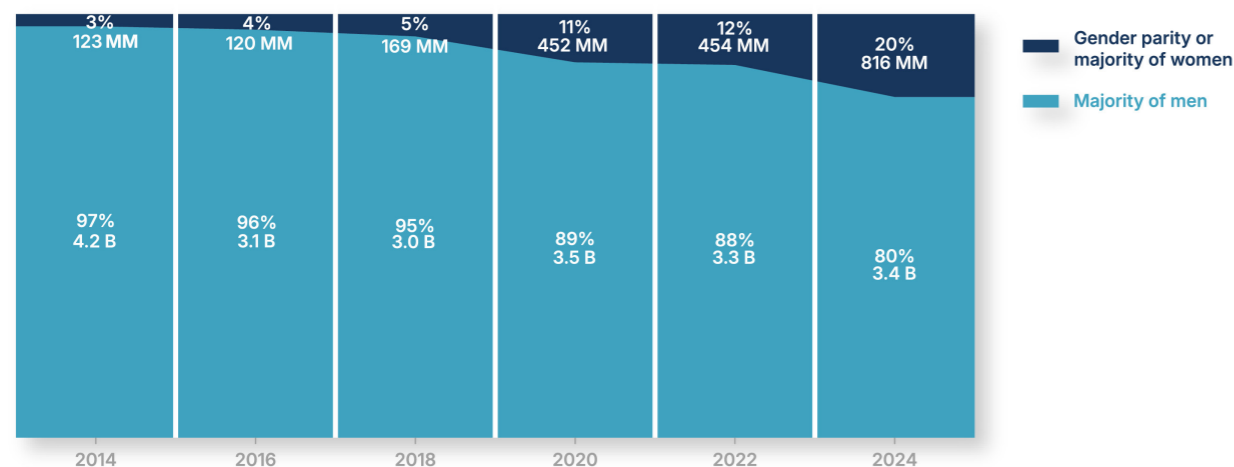
Education received the highest share of investment in 2024, accounting for more than BRL 2.1 billion in social investment.

DID YOU KNOW?

The 2024-2025 Census innovated by **expanding the theme of climate / climate change**, showing that 46% of respondents implement or fund initiatives in this area. In terms of investment, 6% of the total amount invested by private social investment (PSI) was directed to climate / climate change, reaching R\$ 368 million in 2024.

GOVERNANCE AND DIVERSITY

GRAPH 11
SOCIAL INVESTMENT BY GENDER EQUALITY
IN THE BOARD OF DIRECTORS
2014-2024



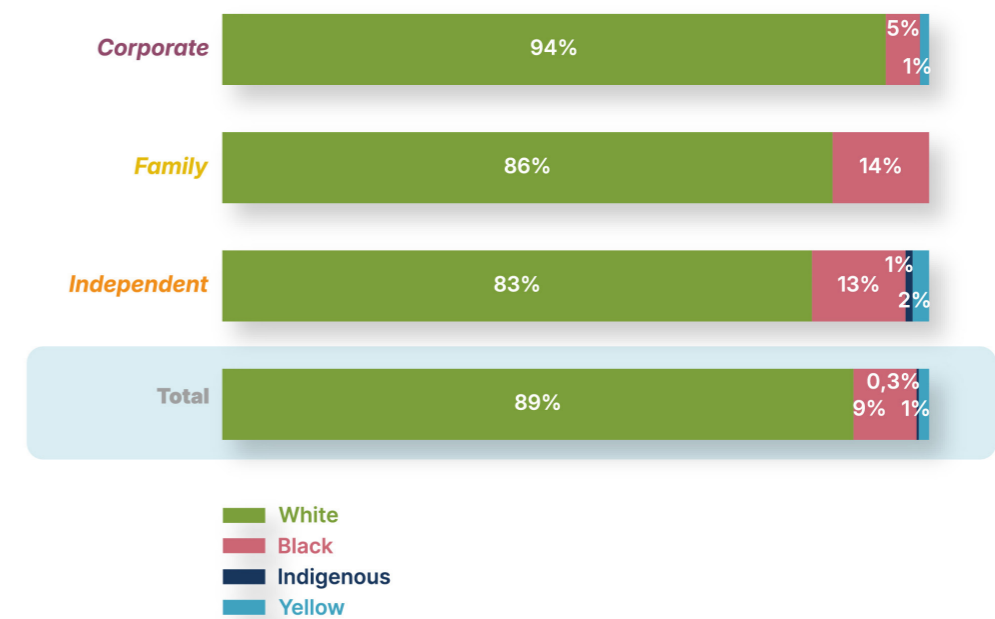
Note: Amounts adjusted for inflation using IPCA dated Dec 2024. Number of organizations that responded to this question: 87 organizations in 2014, 88 in 2016, 97 in 2018, 100 in 2020, 104 in 2022, and 106 in 2024. Percentages were rounded up and may not total 100%.

Boards with gender parity or a higher participation of women increased among small and medium-sized investors (up to BRL 50 million), but 71% of boards of large investors (above BRL 50 million) continued to have a male majority.

DID YOU KNOW?

The share of seats held by women in boards of directors increased by only seven percentage points over 11 years, rising from 27% in 2014 to 34% in 2024. However, when compared to the 2022 Census, the data indicate stability: although there was a slight increase in the absolute number of women due to the growth in the total number of board members among respondents, this progress did not translate into a significant proportional increase in their share.

GRAPH 12
RACE OF BOARD MEMBERS
2024



Note: 108 organizations responded to this question. Percentages were rounded up and may not total 100%.

Expanding racial diversity in the boards remained a challenge for SPI in 2024.

DID YOU KNOW?

In 2024, 27% of organizations reported having black (black or brown) individuals in their boards; 3% reported indigenous members, and 7% reported yellow members. Of the total resources invested in 2024, only BRL 1.0 billion, equivalent to 18%, was managed by organizations that reported the presence of black, yellow, and/or indigenous individuals in their boards.

AGENDAS AND STRATEGIC MODELS

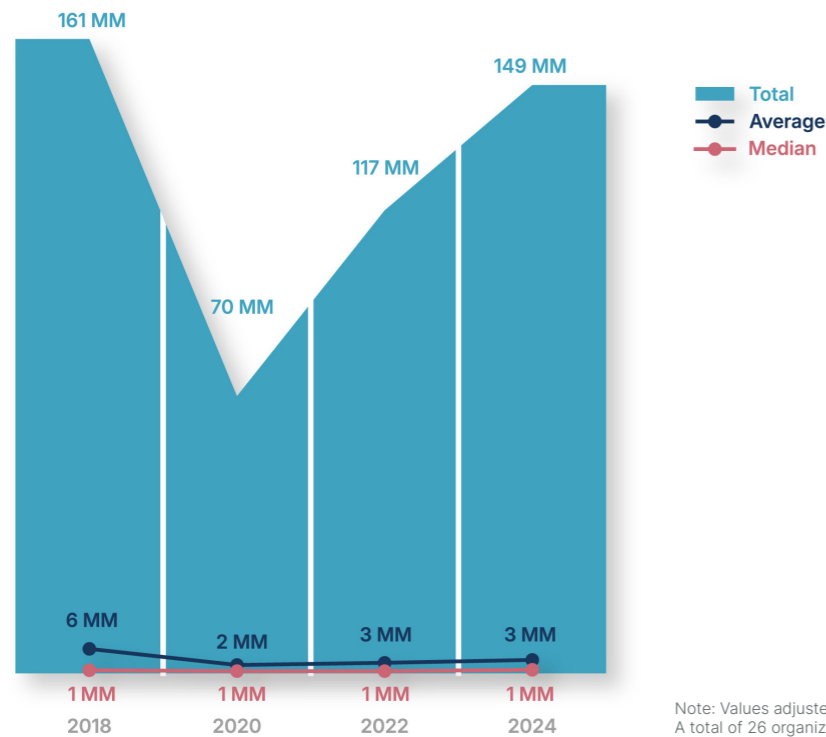
78% OF ORGANIZATIONS HAD SOME TYPE OF STRATEGY ALIGNED WITH PUBLIC POLICIES. THIS REPRESENTS A SLIGHT DECREASE COMPARED TO 2022, WHEN THE RATE WAS 81%.

52% of respondents engage in advocacy to influence public policy. Family and Independent organizations are the most active in using this strategy, at 71% and 69%, respectively.

DID YOU KNOW?

Engagement in impact business was reported by 51 organizations (37%), a percentage significantly lower than that observed in 2022, when 49% stated they engaged in this field. Despite the reduction in the number of engaged organizations, the amount invested in impact business was substantially higher in 2024.

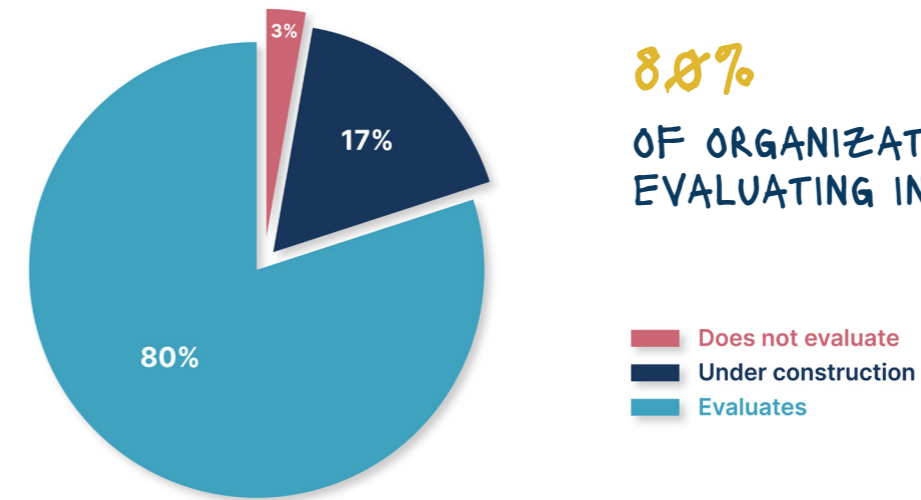
GRAPH 13
IMPACT BUSINESS (IN BRL)
2018-2024



Note: Values adjusted for inflation using the IPCA (Dec. 2024). A total of 26 organizations responded to this question in 2018, 33 in 2020, 44 in 2022, and 44 in 2024.

MONITORING AND EVALUATION

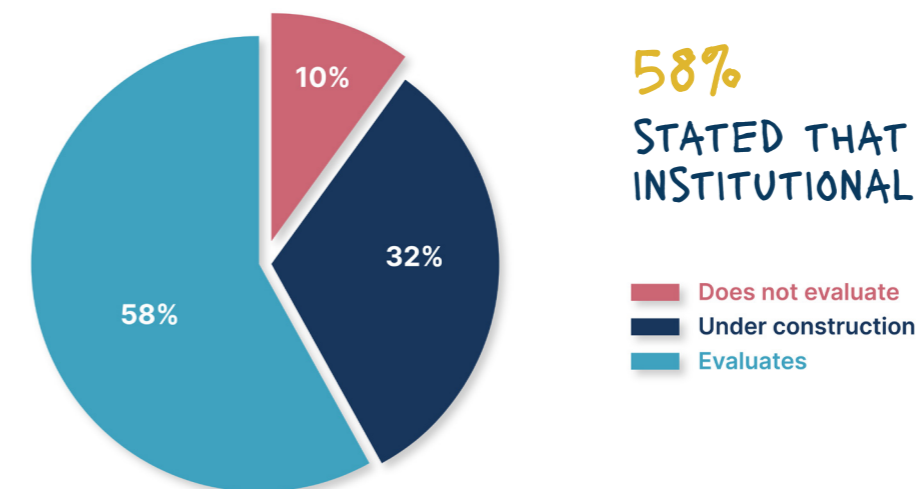
GRAPH 14
EVALUATION OF INITIATIVES BY ORGANIZATIONS
2024



80% OF ORGANIZATIONS REPORTED EVALUATING INITIATIVES

Note: 138 organizations responded to this question. Percentages were rounded up and may not total 100%.

GRAPH 15
INSTITUTIONAL EVALUATION BY ORGANIZATIONS
2024



58% STATED THAT THEY CONDUCT INSTITUTIONAL EVALUATION

Note: 138 organizations responded to this question. Percentages were rounded up and may not total 100%.

CREDITS

GENERAL COORDINATION

Patrícia Kunrath Silva

SUPERVISION

Cassio França and Gustavo Bernardino

TECHNICAL COORDINATION

Instituto Cíclica: Ivone dos Passos Maio

TECHNICAL SUPPORT

Ingrid Novais and Sarah Costa Pedreira

REPORT ANALYSIS AND WRITING

Instituto Cíclica: Cristiano Nicola Ferreira, Ivone dos Passos Maio and Lidia Bueno Pereira

DATA PROCESSING, TABULATION, AND ANALYSIS

Instituto Cíclica: Bárbara Donida de Bona

QUESTIONNAIRE UPDATE

Instituto Cíclica: Cristiano Nicola Ferreira, Fellipe Madeira and Ivone dos Passos Maio

ONLINE QUESTIONNAIRE

Wiidoo Tecnologia

GRAPHIC DESIGN AND LAYOUT

Manu Raupp

PROOFREADING

Gleice Regina Guerra and Thaís Spiezzi Rinaldi

PRINTING

Max Editora

TRANSLATION

Harvest Tradução e Interpretação

