



KEY FACTS ON BRAZILIAN SOCIAL INVESTMENT

GIFE CENSUS
2016



FOUNDATION
CENTER
Knowledge to build on.

OVERVIEW OF BRAZILIAN SOCIAL INVESTORS

PROFILE OF GIFE SURVEY RESPONDENTS

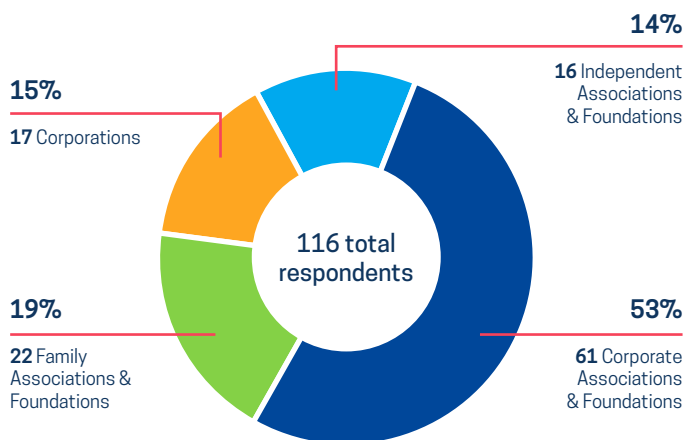
2016

116
respondents

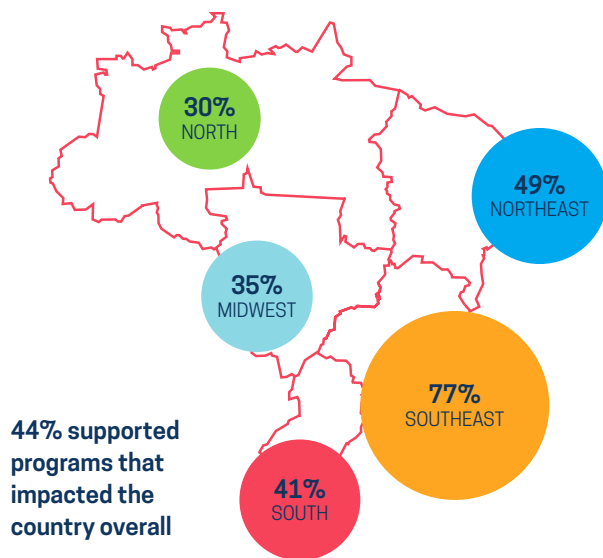
\$830 million
total investment

25%
budgets of at least \$5.7 million

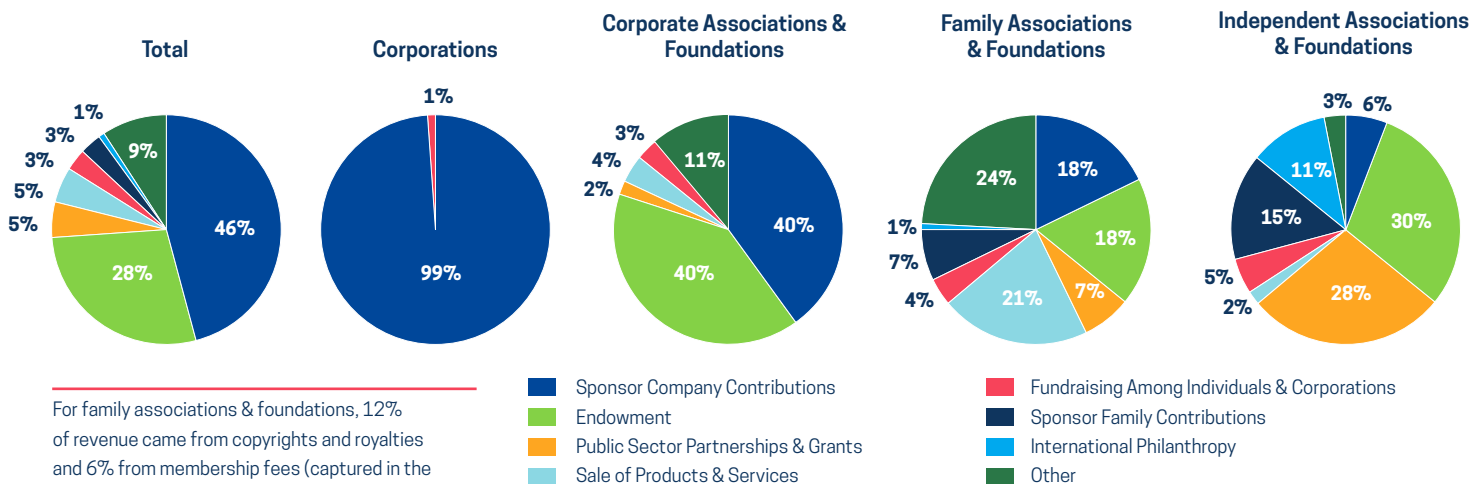
CORPORATE ASSOCIATIONS & FOUNDATIONS REPRESENTED MORE THAN HALF OF SURVEY RESPONDENTS



77% OF RESPONDENTS SUPPORTED PROGRAMS IN THE SOUTHEAST REGION OF BRAZIL



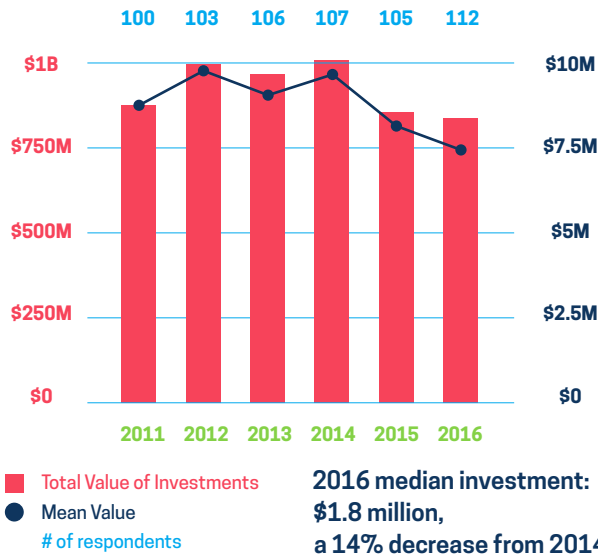
REVENUE CAME PRIMARILY FROM SPONSOR COMPANY CONTRIBUTIONS AND THE ORGANIZATION'S ENDOWMENT



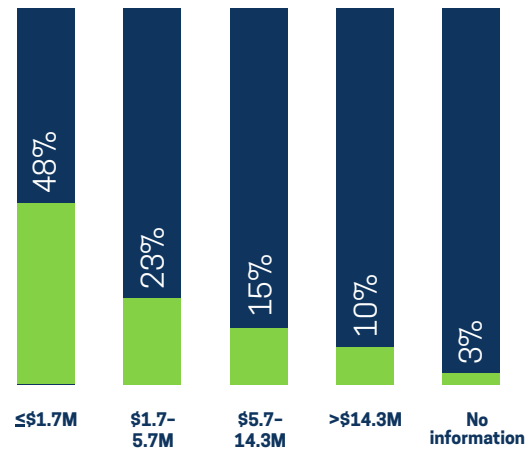
ABOUT THE SURVEY

GIFE connects Brazilian corporations and corporate, family, independent, and community associations and foundations using social investments for public benefit in Brazil. To better understand the characteristics of member organizations and their social investment priorities, GIFE conducts a biannual survey of its members. This report highlights key findings from the 2017 survey; 116 GIFE members (90% of its 129 members) responded to questions about their 2016 activities. For the purpose of this analysis, data from community foundations have been grouped with responses from independent associations and foundations. All survey data, unless otherwise noted, refer to 2016 and are based on 116 responses. Funding amounts are calculated on a constant 2016 Brazilian Real/US Dollar exchange rate.

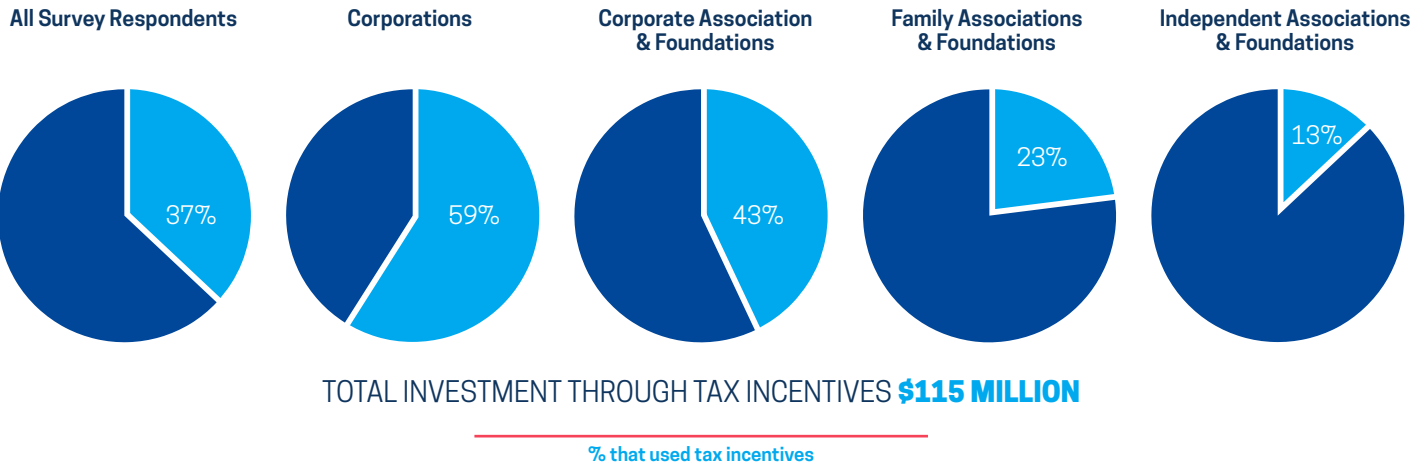
SURVEY RESPONDENTS INVESTED \$830 MILLION IN 2016



NEARLY HALF OF SURVEY RESPONDENTS INVESTED MORE THAN \$1.7 MILLION



DO SOCIAL INVESTORS USE TAX INCENTIVES FOR THEIR INVESTMENTS?




DID YOU KNOW?

↘ 33%

Investments through tax incentives decreased 33%, from \$171 million in 2014 to \$115 million in 2016.

24%



24% of board members are women. Among U.S. foundations, 41% of board members are women¹.

\$62.8B

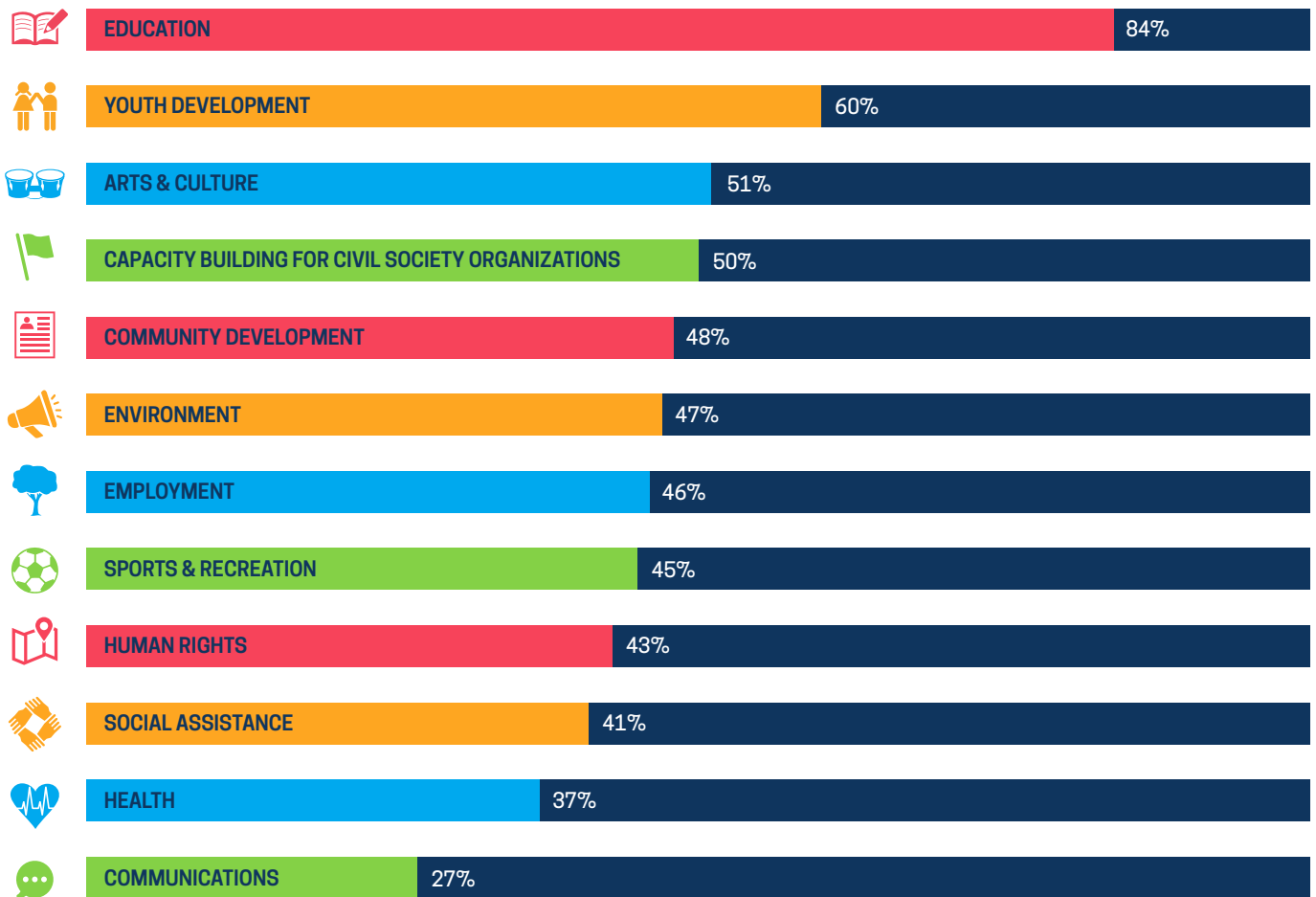


U.S. foundations awarded \$62.8 billion in grants in 2015. 92% of U.S. foundations are independent and family foundations; 3% are corporate foundations².

1. Council on Foundations, data from 2016 *Grantmakers Salary and Benefits Survey*. 2. Based on Foundation Center's circa 2015 set of all independent and family, corporate, community, and operating U.S. foundations that reported giving.

PRIORITIES & STRATEGIES

EDUCATION WAS THE PRIMARY ISSUE AREA ADDRESSED BY GIFE SURVEY RESPONDENTS



BY COMPARISON,
AMONG U.S. FOUNDATIONS...

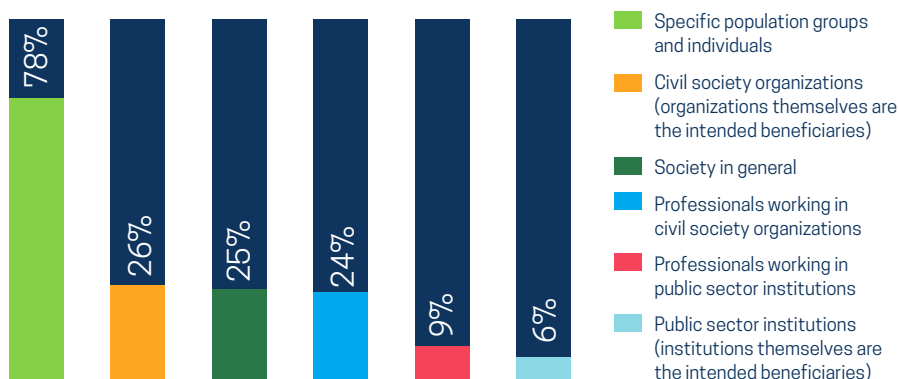
80%
Education

65%
Social Assistance

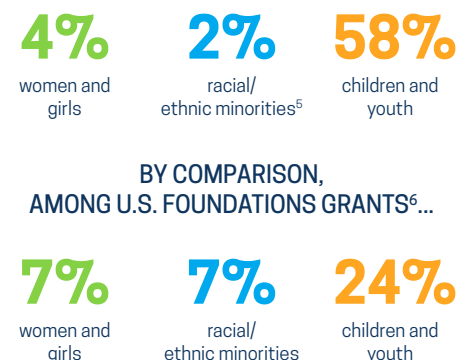
61%
Health

51%
Arts & Culture

RESPONDENTS LARGELY TARGETED SPECIFIC POPULATION GROUPS AND INDIVIDUALS³



FEW RESPONDENTS FOCUSED ON WOMEN AND GIRLS AND RACIAL/ETHNIC MINORITIES⁴

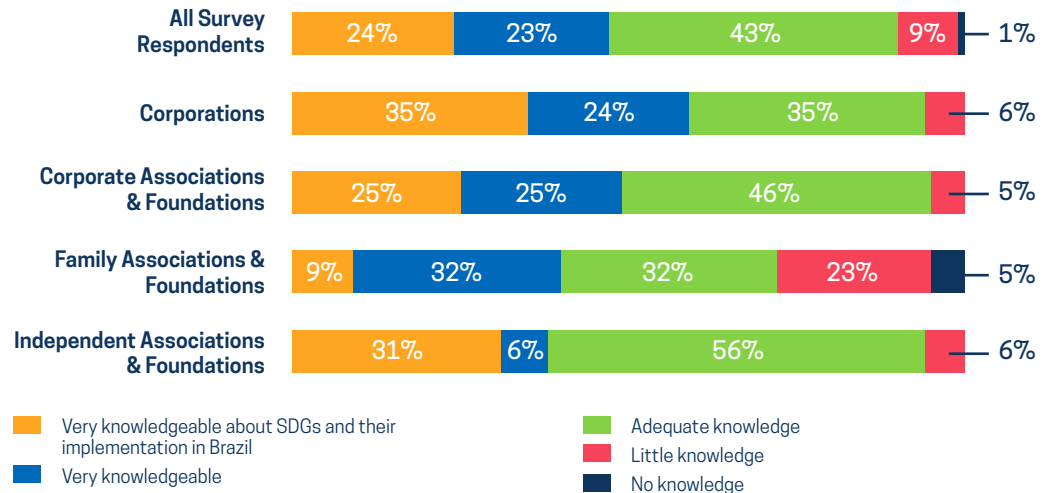


3. Based on survey responses describing the three most representative projects of the social investor. 4. Based on survey responses describing the three most representative projects of the social investor. 5. Includes black and indigenous peoples. 6. Based on Foundation Center's 2014 research set, which includes all grants of \$10,000 or more reported by 1,000 of the largest U.S. foundations. This is the most recent year for which comprehensive data are available. Beneficiary population figures represent only grants where specific populations were specified or could be identified.

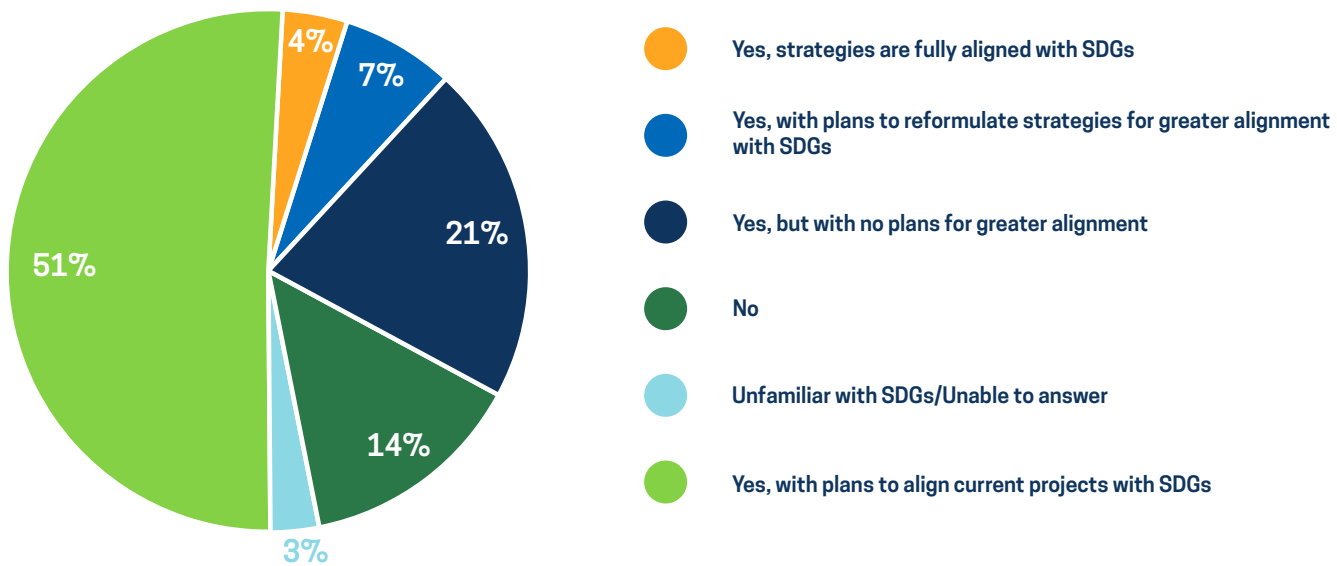
SUSTAINABLE DEVELOPMENT GOALS (SDGS)

For the first time, GIFE asked survey respondents about their engagement with the Sustainable Development Goals (SDGs). The SDGs are a universal call to action to end poverty, protect the planet, and ensure that all people enjoy peace and prosperity⁷. The United Nations Development Programme (UNDP) will release a report on Brazilian social investments related to the SDGs in November 2017 with GIFE Census data.

CORPORATIONS ARE MOST FAMILIAR WITH THE SDGS AND THEIR IMPLEMENTATION IN BRAZIL



DO SOCIAL INVESTORS USE THE SDGS AS A FRAME OF REFERENCE?



DID YOU KNOW?

The most common strategies were:

- 69%** Strengthening organizations/communities
- 67%** Mobilizing and awareness building
- 66%** Network building

U.S. foundation grants to/for Brazil largely supported⁸:

- Environment & Animals
- Community & Economic Development
- International Relations (including international peace and security and international development)

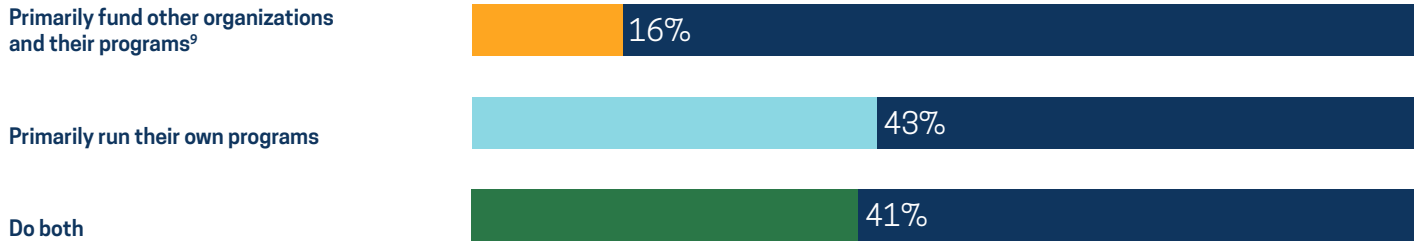


SDGfunders.org makes data on philanthropic investments related to the SDGs accessible in order to track progress, find partners, and tell stories about effective collaboration.

⁷ <http://www.undp.org/content/undp/en/home/sustainable-development-goals.html> ⁸ Based on Foundation Center's 2014 research set, which includes all grants of \$10,000 or more reported by 1,000 of the largest U.S. foundations. This is the most recent year for which comprehensive data are available. Beneficiary population figures represent only grants where specific populations were specified or could be identified.

CAPACITY BUILDING FOR CIVIL SOCIETY ORGANIZATIONS (CSO)

ONLY 16% OF SURVEY RESPONDENTS PRIMARILY FUNCTION AS DONORS



SURVEY RESPONDENTS WHO...

PRIMARILY FUND OTHER ORGANIZATIONS

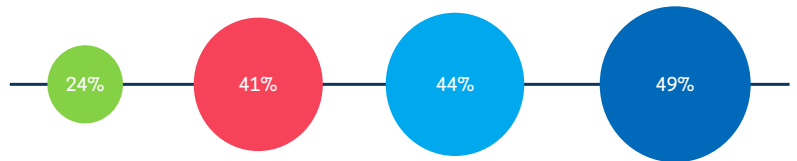
- Corporate Associations & Foundations
- Independent Associations & Foundations
- Family Associations & Foundations
- Corporations

29% of corporations primarily fund other organizations



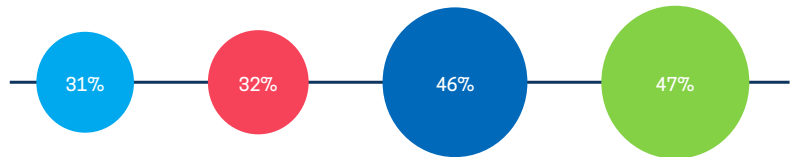
PRIMARILY RUN THEIR OWN PROGRAMS

49% of corporate associations & foundations primarily run their own programs

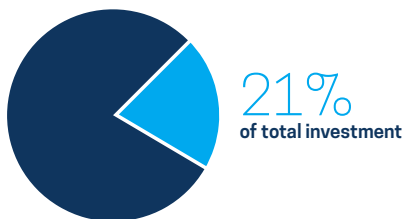


RUN THEIR OWN PROGRAMS AND FUND OTHER ORGANIZATIONS

47% of corporations run their own programs & fund other organizations



\$170 MILLION WAS DIRECTED TO OTHER ORGANIZATIONS AND THEIR PROGRAMS IN 2016

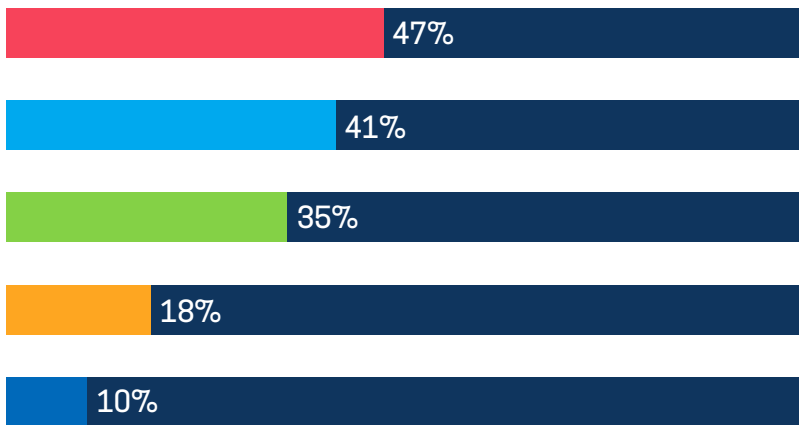


U.S. foundations awarded \$43.3 million to Brazilian civil society in 2014¹⁰

9. It refers mostly to funding to civil society organizations, but also includes funding to other types of organizations such as public sector institutions, social enterprise, etc..

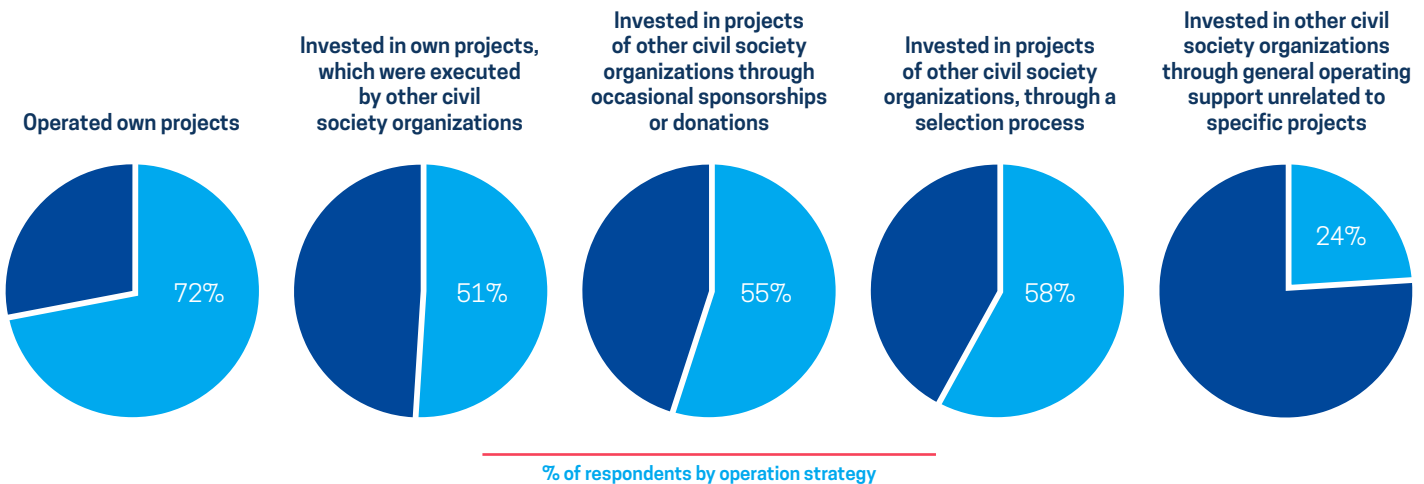
10. Based on Foundation Center's 2014 research set, which includes all grants of \$10,000 or more reported by 1,000 of the largest U.S. foundations. This is the most recent year for which comprehensive data are available. Beneficiary population figures represent only grants where specific populations were specified or could be identified.

WHY SUPPORT CIVIL SOCIETY ORGANIZATIONS?



- They have legitimacy to act in the areas of interest of the social investor
 - They are able to implement programs in the particular context, region, or priorities of the social investor
 - The social investor aims to strengthen civil society organizations and increase their sustainability
 - They influence public policy or serve a government watchdog role
 - They support causes that others are not willing to support
- In the 2014 Census, only 1% identified this as a reason to support civil society organizations.

ONLY 24% PROVIDED GENERAL OPERATING SUPPORT FOR CIVIL SOCIETY ORGANIZATIONS



DID YOU KNOW?



Social investors support civil society organizations in various ways, including funding to implement investors' projects, technical assistance, and financial support for other civil society organizations' own programs/operations.

↘ 21%

As a proportion of total investment, funding for other organizations decreased from 29% in 2011 to 21% in 2016. Conversely, funding for respondents' own projects increased from 55% to 60%.



39% of survey respondents plan to increase their level of support to civil society organizations over the next five years; 7% plan to decrease funding.

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