

GIFE
C E N S U S

Key Facts

20
20



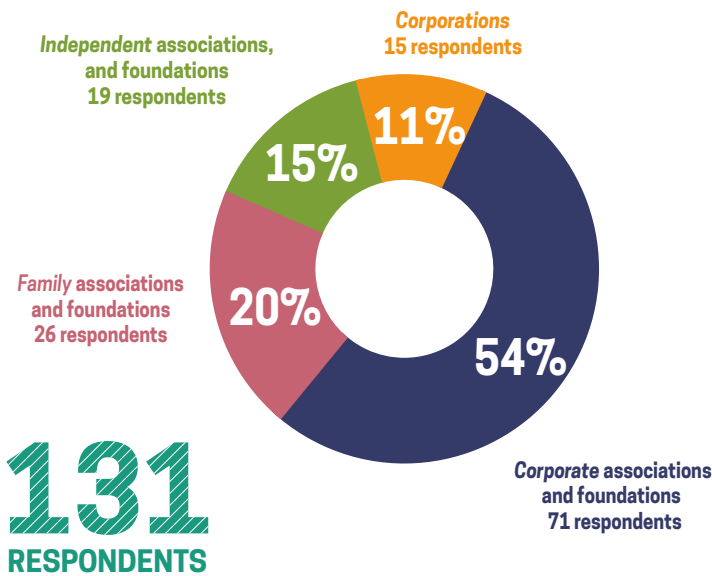
 **GIFE**

ABOUT THE CENSUS

GIFE gathers corporate, family, and independent or community associations, foundations, or philanthropic funds operating in Brazil. GIFE conducts this biannual census with its members to better understand their characteristics and social investment priorities. This overview presents the main results obtained from 131 organizations (81% of GIFE's 161 members at the time of the survey) that responded to questions regarding their activities and structure in 2020. All census data, unless explicitly stated, refer to 2020 and are based on the 131 responses. The amounts are presented in Brazilian Real (BRL) and were adjusted for inflation to December 2020 values using the Brazilian index IPCA.

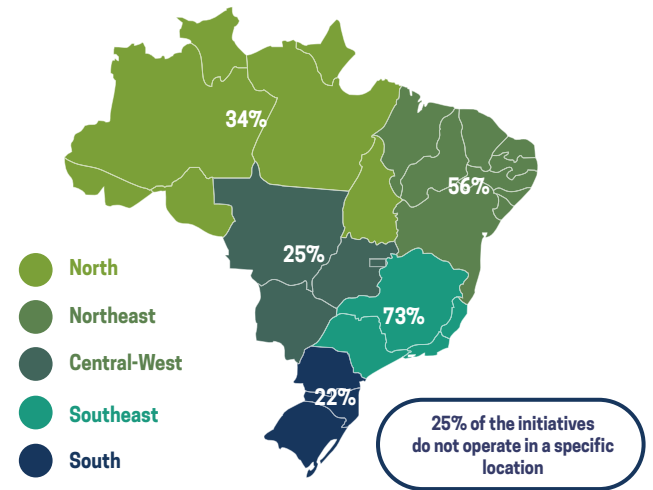
GIFE CENSUS 2020 RESPONDENTS' PROFILE

CORPORATE ASSOCIATIONS AND FOUNDATIONS FORM THE LARGEST PART OF SOCIAL INVESTORS



INITIATIVES PER REGION¹

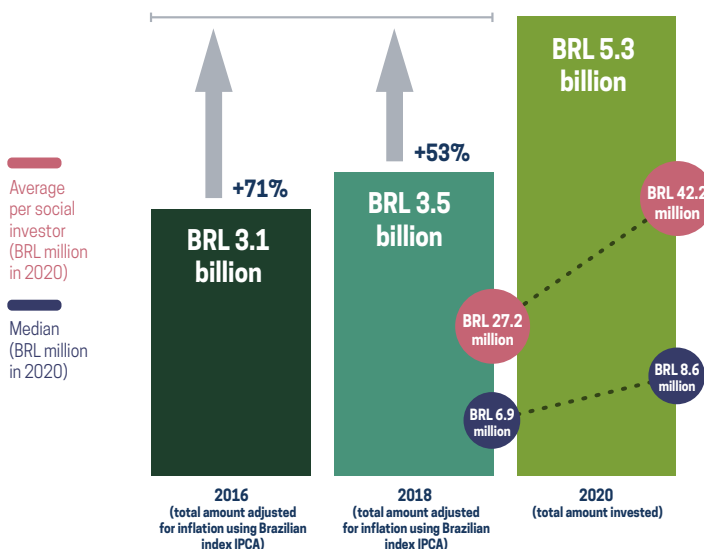
SÃO PAULO IS THE BRAZILIAN STATE WITH THE MOST INITIATIVES AND GRANTMAKING PROGRAMS, HOSTING 38% OF THE INITIATIVES OPERATING IN THE COUNTRY. BAHIA HAS 11% OF THE INITIATIVES IN THE COUNTRY AND IS THE STATE WITH THE MOST INITIATIVES OUT OF THE SOUTHEAST REGION.



The sum of percentages is higher than 100% because one initiative may operate in more than one region.

¹ This statistic refers to 1,015 initiatives and grantmaking programs mentioned by the 131 respondents.

AMOUNT INVESTED



In 2020, the total amount invested was

BRL 5.3 billion

(63% more than the budget forecast for the year)

DID YOU KNOW?

BRL 6.9 billion is the total amount invested considering the data collected by GIFE Census and the annual survey BISC² in 2020. When adding the amounts obtained in the two surveys - excluding repeated data, i.e., when social investors participated in the two surveys - BRL 3.84 billion was invested in 2018 (amount adjusted for inflation using the Brazilian index IPCA).

²The survey Benchmarking do Investimento Social Corporativo (BISC) [The Corporate Social Investment Benchmarking] is an annual research conducted by Comunitas - a civil society organization based in São Paulo - that designs standards and fosters comparative analysis about the profile of the corporate social investment in Brazil. Find out more at <<https://bisc.org.br/>>.

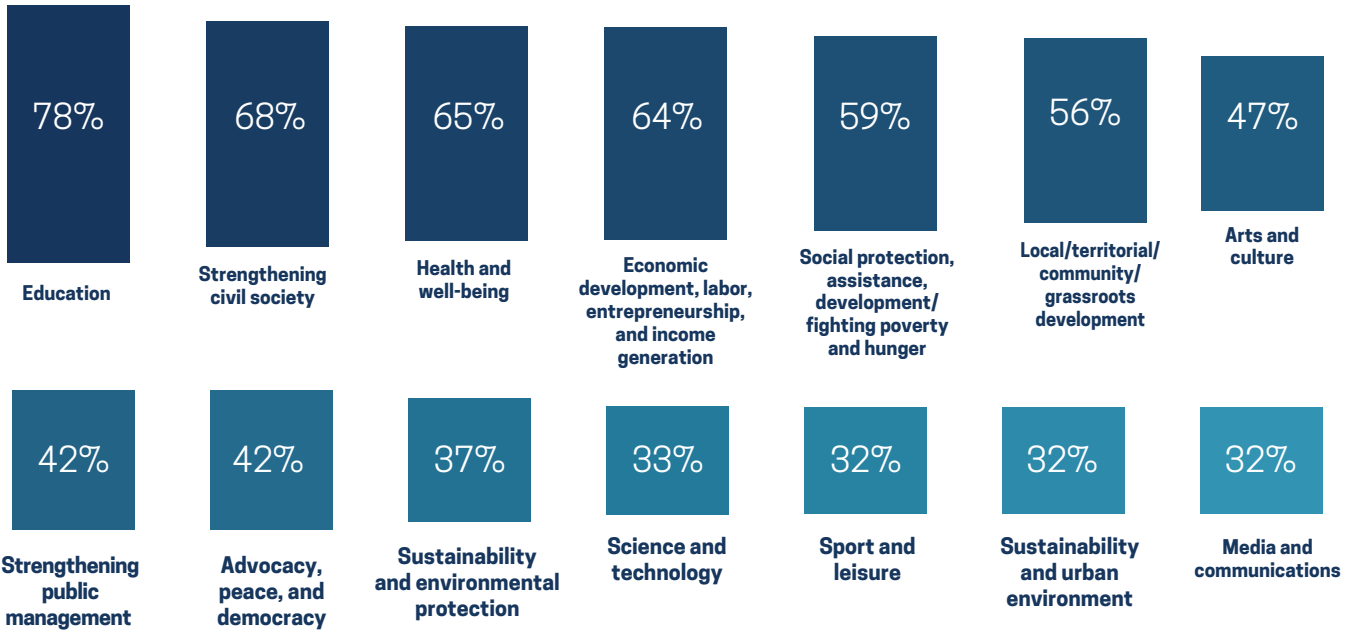
THEMATIC AREAS

STANDARD PERFORMANCE

Education is still the dominant area of social investment, confirming a historical trend. In addition, social investors have increased funding to health, social protection, and strengthening of civil society.

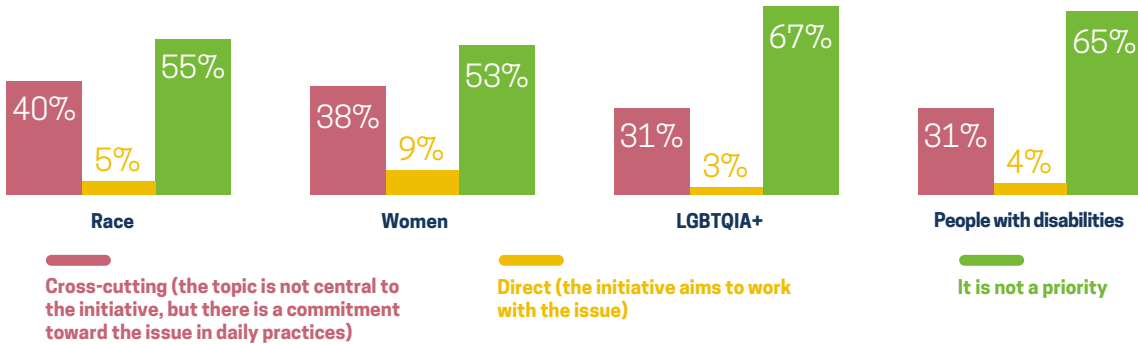
STANDARD PERFORMANCE

Respondents that declare to support initiatives per thematic areas

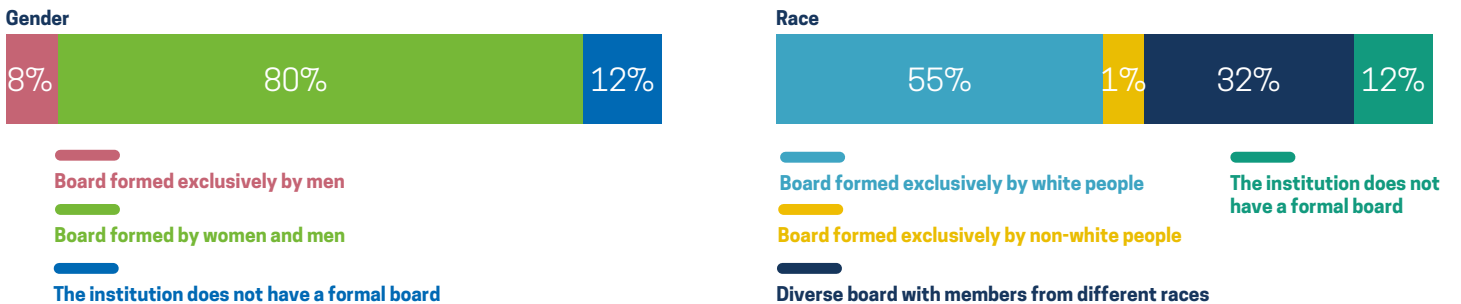


DIVERSITY

Initiatives supported by social investors addressed issues related to diversity more often in a cross-cutting way than directly.



BOARD DIVERSITY



Note: The questions on diversity did not apply to Corporations, and percentages were calculated considering 116 respondents. Percentages may not total 100 due to rounding.

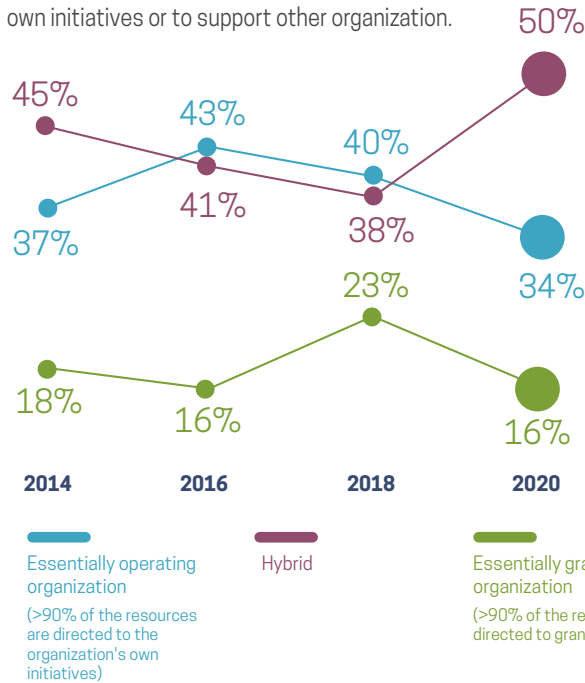
DID YOU KNOW?

Most of the 1,015 initiatives collected from the respondents – between 55% and 65% – were not related directly or in a cross-cutting way to the four issues of diversity and equity mapped in the GIFE Census (race, women, LGBTQIA+, and people with disabilities). Depending on the issue, between 31% and 40% of the initiatives addressed the theme only in a cross-cutting way (in this case, race was the most prominent topic). The percentage of initiatives that directly tackled diversity and equity were even lower (the issue related to women was the one that was most targeted and was addressed by only 9% of the initiatives).

ALLOCATION OF PHILANTHROPIC FUNDS

PROFILE OF SOCIAL INVESTORS

There was a growth of investors with a hybrid profile - Between 10% and 90% of resources allocated to own initiatives or to support other organization.



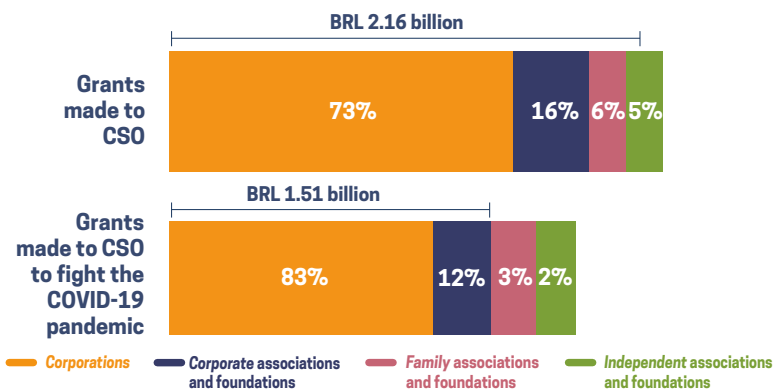
64%

OF SOCIAL INVESTORS MADE GRANTS TO CIVIL SOCIETY ORGANIZATIONS, SUMMING BRL 2.16 BILLION

DID YOU KNOW?

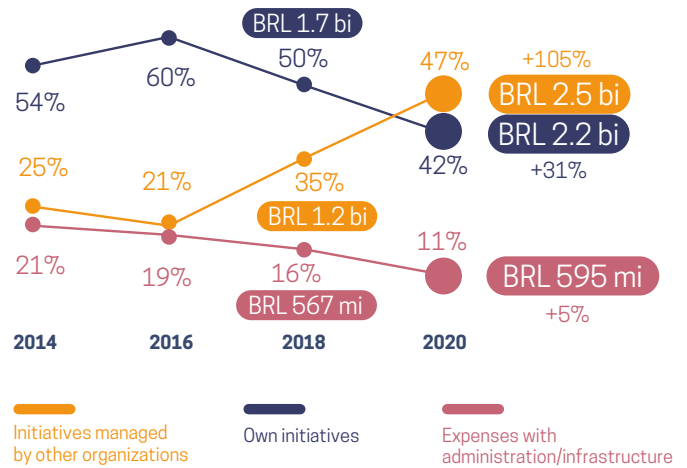
For the first time in its history, GIFE Census registered that respondents made more grants to support other organizations' initiatives than they invested to run their own. However, this phenomenon does not mean a change in GIFE's members' profile from operating to grantmaking organizations.

Altogether the respondents made 5.512 grants to CSO (it is possible that the same grantee received grants from different investors). The main grantmakers are corporate associations, foundations, and philanthropic funds, responsible for 42% of the grants.



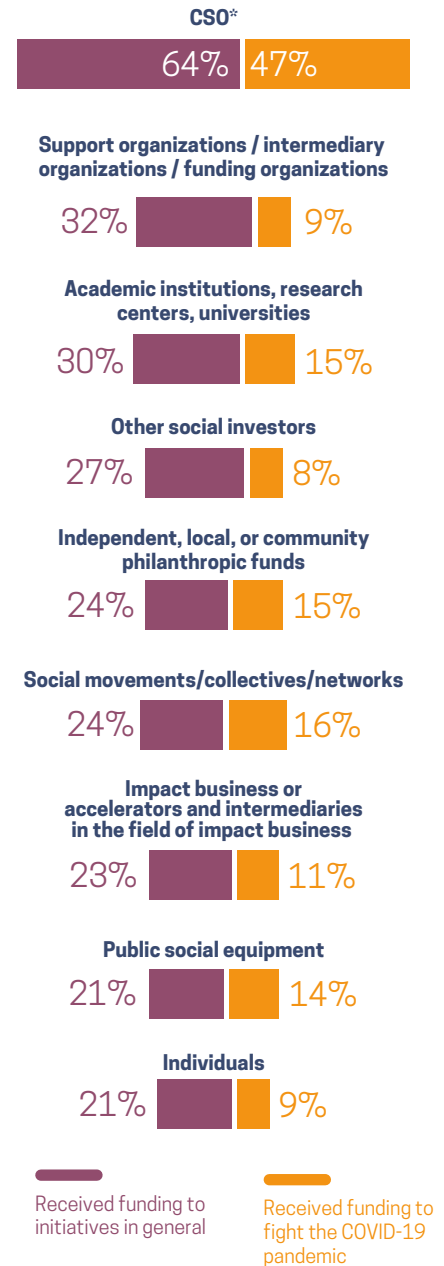
AMOUNT OF RESOURCES INVESTED

The amount invested in supporting other organizations summed BRL 2.5 billion.



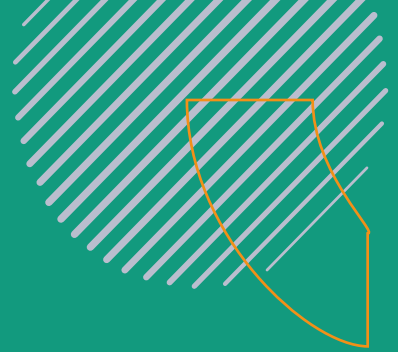
THIRD-PARTY INITIATIVES SUPPORTED

Percentage of respondents per type of grantee.

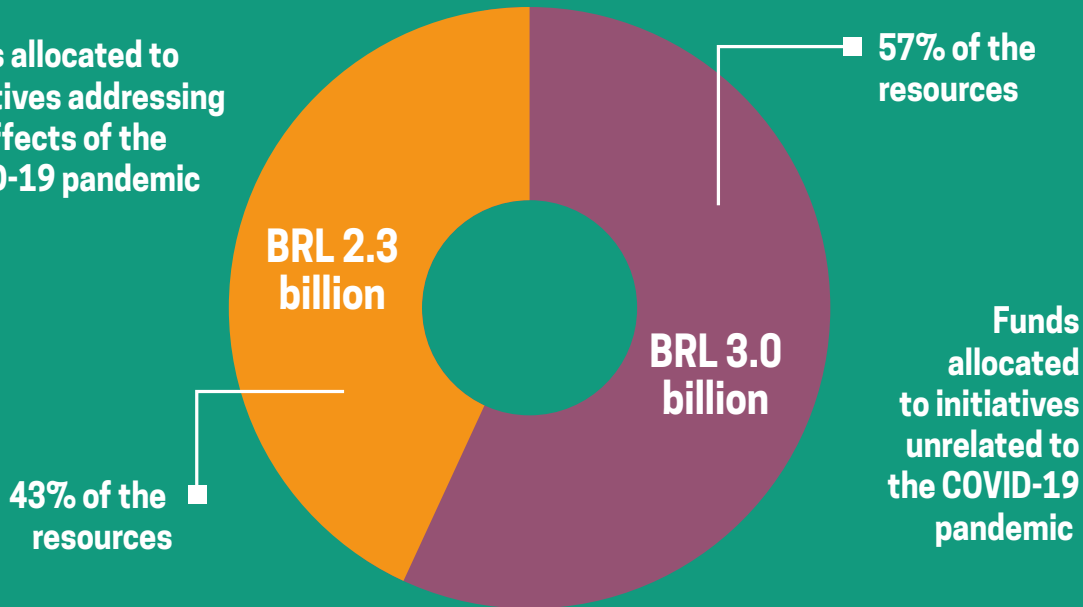


Note: *CSO - Civil Society Organizations.

PRIVATE SOCIAL INVESTMENT (PHILANTHROPY) TO FIGHT THE COVID-19 PANDEMIC



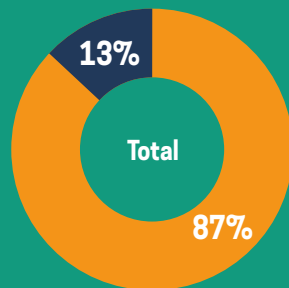
Funds allocated to initiatives addressing the effects of the COVID-19 pandemic



43%
of the total

amount social investors made available in 2020 were allocated in initiatives related to fighting the COVID-19 pandemic

BRL 295 million



BRL 2 billion



THEMATIC FOCUS

Percentage of organizations working in initiatives to address the effects of the COVID-19 pandemic, per sub-areas



Behavior of social investors during the COVID-19 pandemic regarding funding allocation strategies



DID YOU KNOW?

Social investors changed their processes and practices because of the COVID-19 pandemic

76%

incorporated or expanded remote work and use of technology to operate and manage initiatives and relationships with partners. They intend to maintain these changes after the pandemic.

63%

of the social investors declared to have acknowledged and valued the importance of local initiatives and of building positive strategies with locally-based partners. Among these respondents, 53% intend to maintain this approach after the pandemic.

INSTITUTIONAL SUPPORT:



FORDFOUNDATION



fundação **bradesco**

FUNDAÇÃO

Lemann



**INSTITUTO
UNIBANCO**

Fundação
**Tide
Setubal**



Laudes ———
— Foundation

IN PARTNERSHIP WITH:



**CONHECIMENTO
SOCIAL**

TECHNICAL COORDINATION:

ponte **A** ponte

BY:

OGIFE

CREDITS

Supervision: Cassio França
e Gustavo Bernardino

Coordination: Patricia Kunrath

Technical partners: ponteA ponte
(coordenadoras Graziela Santiago
e Mariana Pereira)

Design: Clarissa Sitó (Ara comunicação)

ISBN: 978-65-86701-23-4

DOI: 10.33816/978-65-86701-23-4