Family associations 26 respondents in 2020

In 2020, the total amount invested was BRL 3.1 billion (total amount adjusted for inflation using Brazilian index IPCA).

Corporate associations and foundations 71 respondents

Corporate social investment in Brazil. Find out more at <https://bisc.org.br/>.

São Paulo is the Brazilian state with the most initiatives and grantmaking programs, followed by the South and Northeast regions. São Paulo makes up 38% of the initiatives operating in the country, and is the state with the most initiatives out of the Southeast region. Bahia has 11% of the initiatives in the country, while Minas Gerais, Federal District, and Alagoas have 2% each.

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

The survey Benchmarking do Investimento Social Corporativo (BISC) 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.

DID YOU KNOW?

• 25% of the initiatives do not operate in a specific location
• 25% of the initiatives related to partnership
• 73% of the initiatives mentioned by the 131 respondents.

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

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).

The 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/>.

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.
ABOUT THREE QUARTERS OF THE ORGANIZATIONS’ REVENUES CAME PRIMARILY FROM THEIR SPONSOR COMPANIES OR THEIR ENDOWMENTS

FUNDING SOURCES

- Grants received from sponsor companies: 51%
- Revenues from endowment: 26%
- Grants from other organizations: 8%
- Grants and other transfers related to partnership with the government: 4%
- Other income (except revenues from endowment): 3%
- Individuals (people who are not related to the institution as sponsors): 1%
- Families and individuals sponsoring the organizations: 1%
- Sale of products and services: 1%
- Membership fees and contributions: 2%
- Assets: 1%
- International cooperation/philanthropy: 1%
- Volunteer/pro-bono work: 2%
- Other sponsoring organizations: 2%
- Others: 1%

TAX INCENTIVES

9% of total investments made used tax incentive schemes

BRL 5.3 BILLION Total investment in 2020

BRL 493 MILLION Investment using tax incentive schemes

DID YOU KNOW?

In absolute values, the amount invested in 2020 using tax incentive schemes was similar to the amount in 2018 (growth of only 0.6%). However, there was an increase in the total amount invested in 2020, and the percentage of investments using tax incentives dropped.
**THREATENIC AREAS**

**STANDARD PERFORMANCE**

Respondents that declare to support initiatives per thematic areas

- **84%** Education
- **73%** Strengthening civil society
- **65%** Health and well-being
- **57%** Economic development, labor, entrepreneurship, and income generation
- **56%** Social protection, assistance, development/fighting poverty and hunger
- **55%** Local/territorial/community/grassroots development
- **47%** Arts and culture
- **42%** Advocacy, peace, and democracy
- **38%** Sustainability and environmental protection
- **32%** Science and technology
- **32%** Sport and leisure
- **32%** Sustainability and urban environment
- **32%** Media and communications

**DIVERSITY**

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

- **40%** Race
- **55%** Women
- **38%** LGBTQIA+
- **31%** People with disabilities

Cross-cutting (the topic is not central to the initiative, but there is a commitment toward the issue in daily practices)

Direct (the initiative aims to work with the issue)

It is not a priority

**BOARD DIVERSITY**

- **8%** Board formed exclusively by men
- **80%** Board formed by women and men
- **12%** The institution does not have a formal board

**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-PARY 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

- BRL 2.3 billion
- 43% of the resources

Funds allocated to initiatives unrelated to the COVID-19 pandemic

- BRL 2 billion
- 57% of the resources

- BRL 295 million

43% of the total

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

THEMATIC FOCUS

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

<table>
<thead>
<tr>
<th>Initiative</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food security</td>
<td>31%</td>
</tr>
<tr>
<td>Hygiene and prevention</td>
<td>27%</td>
</tr>
<tr>
<td>Sustainability and strengthening CSO*, movements and or community leaders</td>
<td>22%</td>
</tr>
<tr>
<td>Medical devices to facilitate diagnosis and protective equipment</td>
<td>20%</td>
</tr>
<tr>
<td>Survival or creation of small businesses, impact businesses job creation and income generation</td>
<td>18%</td>
</tr>
<tr>
<td>Remote informal education</td>
<td>15%</td>
</tr>
</tbody>
</table>
Behavior of social investors during the COVID-19 pandemic regarding funding allocation strategies

- **Grantmaking or technical support**
  - The organization did not have this strategy before and did not adopt it in 2020: 2%
  - The organization did not have this strategy before, adopted it during the COVID-19 pandemic, and did not intend to use the strategy after the pandemic: 18%
  - The organization did not have this strategy before, adopted it during the COVID-19 pandemic, and intended to keep using the strategy after the pandemic: 2%
  - The organization used the strategy before and continued using it in 2020: 78%
  - The organization used the strategy before, interrupted during the pandemic, and was likely to stop using it permanently: 1%

- **Receiving grants from individuals or institutions and distributing these grants to other organizations**
  - The organization did not have this strategy before and did not adopt it: 2%
  - The organization did not have this strategy before, adopted it during the COVID-19 pandemic, and did not intend to use the strategy after the pandemic: 2%
  - The organization did not have this strategy before, adopted it during the COVID-19 pandemic, and intended to keep using the strategy after the pandemic: 56%
  - The organization used the strategy before and continued using it: 11%
  - The organization used the strategy before, interrupted during the pandemic, and was likely to resume using it after the pandemic: 28%

- **Developing initiatives in partnership with other organizations, sharing authorship, governance, and decision-making process**
  - The organization did not have this strategy before and did not adopt it: 2%
  - The organization did not have this strategy before, adopted it during the COVID-19 pandemic, and did not intend to use the strategy after the pandemic: 24%
  - The organization did not have this strategy before, adopted it during the COVID-19 pandemic, and intended to keep using the strategy after the pandemic: 6%
  - The organization used the strategy before and continued using it: 63%

- **Put together the conditions to implement initiatives elaborated by the organization but conducted by a third party, including hiring civil society organizations.**
  - The organization did not have this strategy before and did not adopt it: 2%
  - The organization did not have this strategy before, adopted it during the COVID-19 pandemic, and did not intend to use the strategy after the pandemic: 31%
  - The organization did not have this strategy before, adopted it during the COVID-19 pandemic, and intended to keep using the strategy after the pandemic: 4%
  - The organization used the strategy before and continued using it: 63%

- **Direct implementation (with their own personnel) of initiatives developed by the respondent**
  - The organization did not have this strategy before and did not adopt it: 2%
  - The organization did not have this strategy before, adopted it during the COVID-19 pandemic, and did not intend to use the strategy after the pandemic: 19%
  - The organization did not have this strategy before, adopted it during the COVID-19 pandemic, and intended to keep using the strategy after the pandemic: 1%
  - The organization used the strategy before and continued using it: 78%

**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.
RESPONDENTS

Family associations and foundations

26 respondents in 2020)

(BRL million in 2020)

Investor per social associations, Independent

AMOUNT INVESTED

In 2020, the total amount invested was...

FOUNDATIONS FORM THE LARGEST BRAZILIAN INDEX IPCA.

FUNDING RESPONSES. THE AMOUNTS ARE PRESENTED IN BRAZILIAN REAL (BRL) AND WERE ADJUSTED FOR INFLATION TO DECEMBER 2020 VALUES USING THE BRAZILIAN INDEX IPCA.

ABOUT THE CENSUS

GIFE GATHERS CORPORATE, FAMILY, AND INDEPENDENT OR COMMUNITY ASSOCIATIONS, FOUNDATIONS, OR PHILOSOPHIC FUNDS OPERATING IN BRAZIL. GIFE CONDUCTS THIS BIENNIAL CENSUS WITH ITS MEMBERS TO BETTER UNDERSTAND THEIR CHARACTERISTICS AND SOCIAL INVESTMENT PRIORITIES. THIS OVERVIEW DESIGNS STANDARDS AND FOSTERS COMPARATIVE ANALYSIS ABOUT THE PROFILE OF THE SOCIAL INVESTORS.

ASSOCIATIONS AND CORPORATE

PART OF SOCIAL INVESTORS

FOR INFLATION USING BRAZILIAN INDEX IPCA.

2016

+71%

2018

+53%

2020

BRL 3.1 billion

BRL 3.5 billion

BRL 5.3 billion

BRL 6.9 billion

BRL 27.2 billion

BRL 42.2 billion

BRL 8.6 billion

DID YOU KNOW?

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

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

GOVERNMENTAL INSTITUTIONS, CORPORATIONS OR THEIR ENDOWMENTS

REVENUES CAME PRIMARILY FROM THEIR SPONSORS.

ABOUT THREE QUARTERS OF THE ORGANIZATIONS’ PHYSICAL AND INCOME

DOE \( \text{CORPORATE SOCIAL INVESTMENT BENCHMARKING} \) IS AN ANNUAL RESEARCH CONDUCTED BY COMMUNITAS – A CIVIL SOCIETY ORGANIZATION BASED IN SÃO PAULO – THAT DESIGNS STANDARDS AND FOSTERS COMPARATIVE ANALYSIS ABOUT THE PROFILE OF THE SOCIAL INVESTORS.

SOURCES

COMPANIES OR THEIR ENDOWMENTS

REVENUES CAME PRIMARILY FROM THEIR SPONSORS.

OTHER INCOME (EXCEPT REVENUES RELATED TO PARTNERSHIP WITH THE GOVERNMENT)

GRANTS AND OTHER TRANSFERS

GRANTS FROM OTHER ORGANIZATIONS

GRANTS RECEIVED FROM SPONSOR COMPANIES

INVESTMENT USING TAX INCENTIVE SCHEMES

MUTUAL BUDDY PROGRAMS AND COMPANIES

ASSET MANAGEMENT

MEMBERSHIP FEES AND CONTRIBUTIONS

SALE OF PRODUCTS AND SERVICES

FAMILIES AND INDIVIDUALS SPONSORING OR ENDOWING

OTHER SPONSORING ORGANIZATIONS

VOLUNTEER/PRO-BONO WORK

INTERNATIONAL COOPERATION/PHILOSOPHY

OTHERS

SHARES OF TOTAL INVESTMENTS

TAX INCENTIVES

9%

51%

4%

8%

34%

22%

73%

25%

38%

11%

15%

20%

15%

56%

34%

73%

25%

38%

11%

15%

20%

15%

56%

34%

73%

25%

38%

11%

15%

20%