

# KEY FACTS **ON** BRAZILIAN SOCIAL INVESTMENT

GIFE CENSUS 2014



FOUNDATION  
CENTER  
Knowledge to build on.



ELO IMPACTO DO INVESTIMENTO SOCIAL

# OVERVIEW OF BRAZILIAN SOCIAL INVESTORS

## PROFILE OF GIFE SURVEY RESPONDENTS

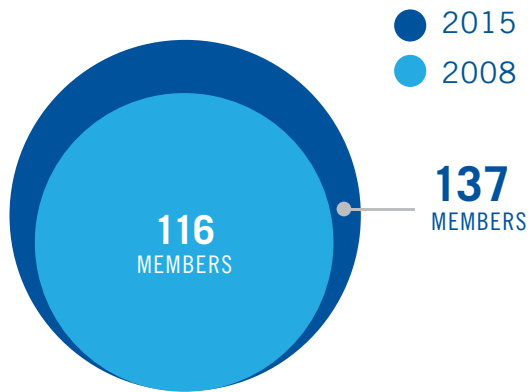
**2014**

**113**  
ORGANIZATIONS

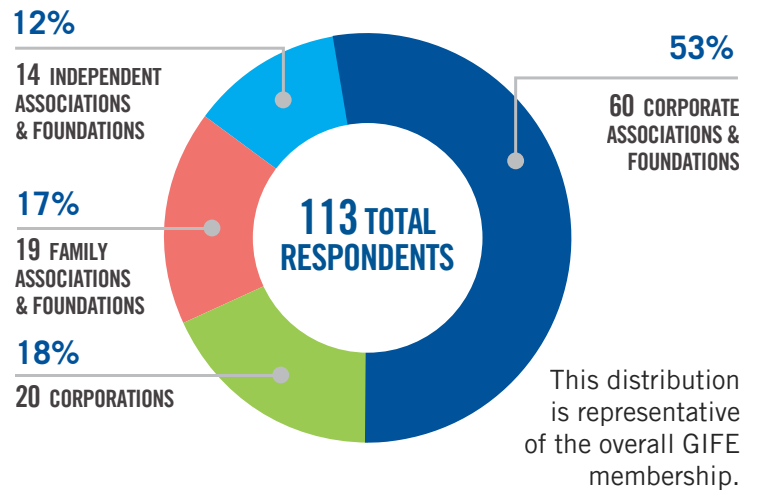
**\$1.3 BILLION**  
TOTAL INVESTMENT

**25%**  
BUDGETS OF AT LEAST \$8.5 MILLION

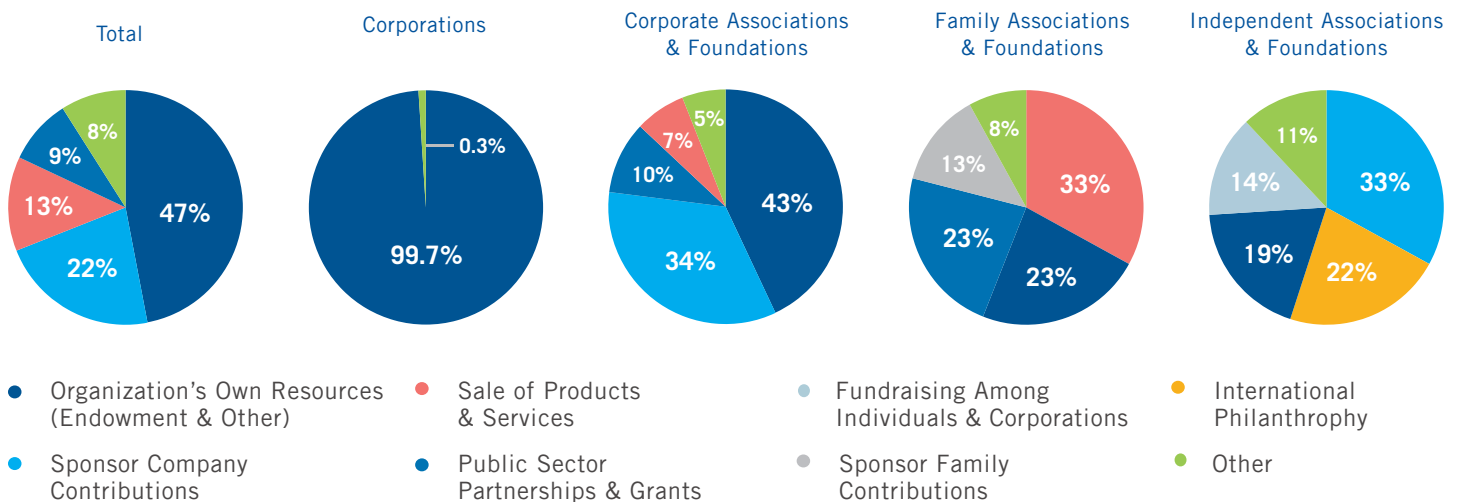
### GIFE MEMBERSHIP INCREASED 18% FROM 2008 TO 2015



### CORPORATE ASSOCIATIONS & FOUNDATIONS REPRESENTED MORE THAN HALF OF SURVEY RESPONDENTS



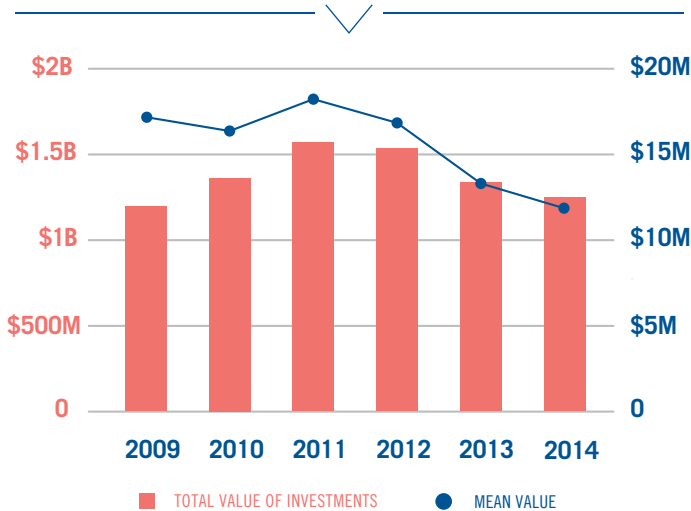
### ORGANIZATION REVENUES CAME PRIMARILY FROM THEIR OWN RESOURCES AND SPONSOR COMPANY CONTRIBUTIONS



## ABOUT THE SURVEY

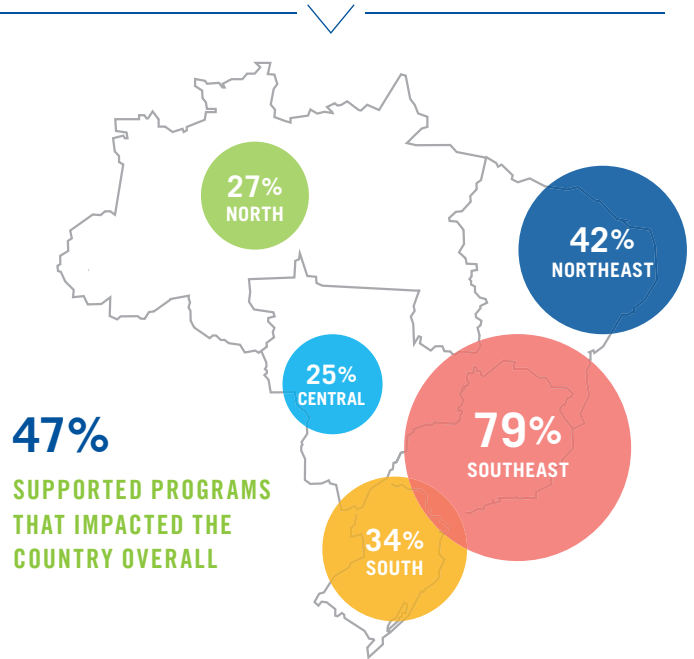
GIFE connects Brazilian corporations and corporate, independent, family, and community associations and foundations using social investments for public benefit in Brazil. To better understand the characteristics of member organizations and their social investment priorities, GIFE conducts biannual surveys of its members. In 2015, 113 GIFE members (90 percent of the total membership at the time the survey was conducted) responded. This report highlights key findings from the survey. 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 2014 and are based on 113 responses. Funding amounts are reported in U.S. dollars.

## SURVEY RESPONDENTS PROVIDED \$1.3 BILLION IN 2014

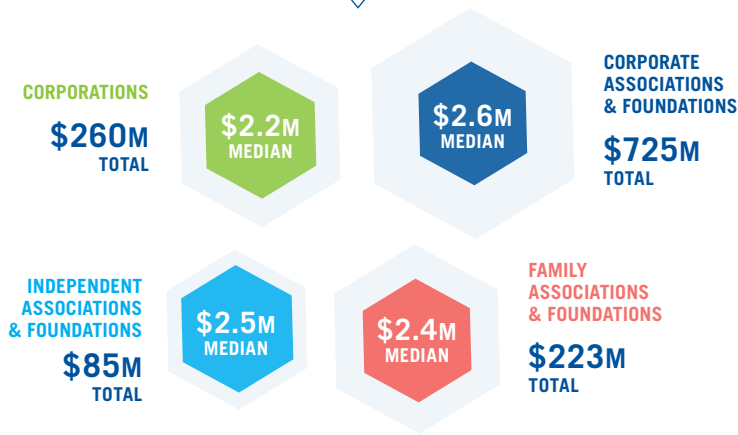


Combined with results from another important Brazilian survey focused solely on corporate social investments (BISC/Comunitas), total investment by Brazilian social investors amounted to \$1.7 billion.

## 79% OF ORGANIZATIONS SUPPORTED PROGRAMS IN THE SOUTHEAST REGION OF BRAZIL

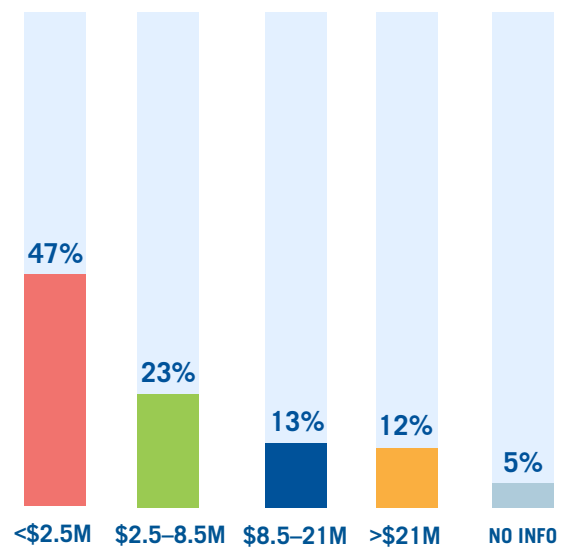


## MEDIAN INVESTMENTS WERE SIMILAR ACROSS DIFFERENT TYPES OF SOCIAL INVESTORS



**OVERALL TOTAL INVESTMENT \$1.3 BILLION**  
**MEDIAN INVESTMENT \$2.6 MILLION**

## NEARLY HALF OF SURVEY RESPONDENTS INVESTED MORE THAN \$2.5 MILLION



## DID YOU KNOW?



Family Associations & Foundations represented a larger share of survey respondents in 2015 (17 percent) than in 2008 (7 percent).



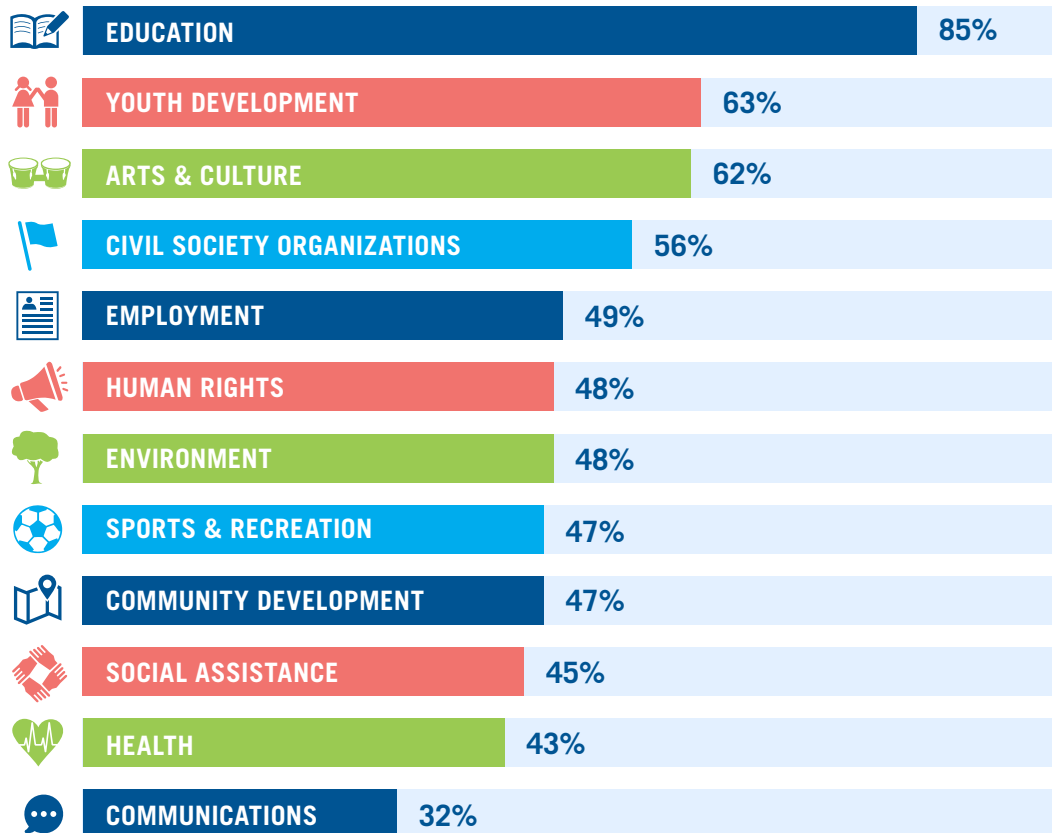
U.S. foundations awarded \$60.1 billion in 2014. 92 percent of U.S. foundations are Independent & Family Foundations; 3 percent are Corporate Foundations.



Brazilian organizations investing more than \$21 million (12 percent of survey respondents) accounted for about 2/3 of total investments.

# PRIORITIES

## EDUCATION WAS THE PRIMARY ISSUE AREA ADDRESSED BY GIFE SURVEY RESPONDENTS



**78% OF U.S. FOUNDATIONS\* ARE ACTIVE IN EDUCATION AND...**

**70% IN YOUTH DEVELOPMENT**

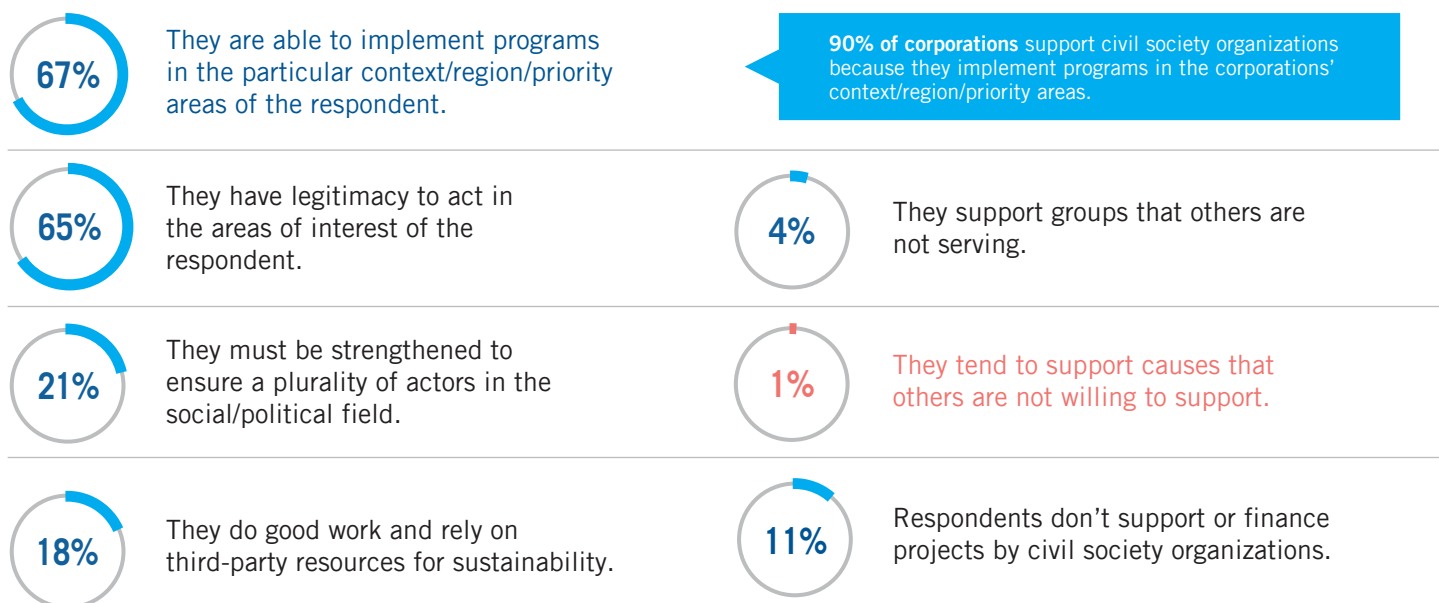
**69% IN HEALTH**

**65% IN SOCIAL ASSISTANCE**

**56% IN ARTS & CULTURE**

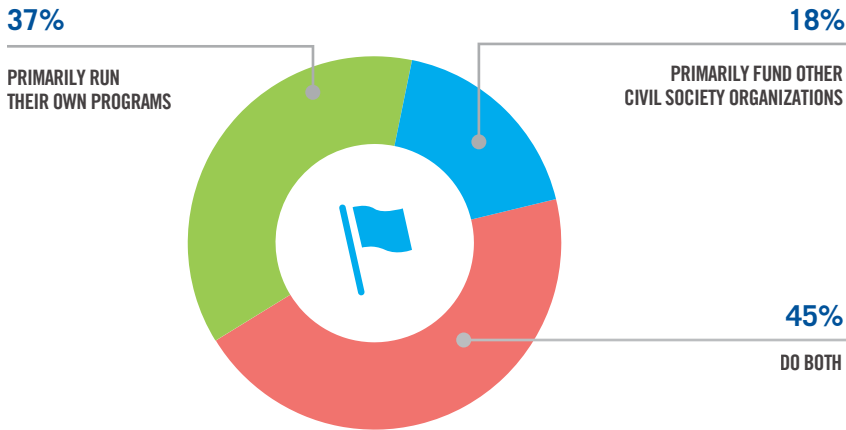
U.S. and Brazilian philanthropy **share similar perspectives** in how they view their role in addressing social issues.

## WHY DO SOCIAL INVESTORS SUPPORT CIVIL SOCIETY ORGANIZATIONS?



\* Data on U.S. foundation are based on Foundation Center's research set, which includes all grants of \$10,000 or more reported by 1,000 of the largest U.S. foundations. The set represents approximately half of the total grant dollars awarded by the universe of independent, corporate, community, and grantmaking operating foundations in the U.S.

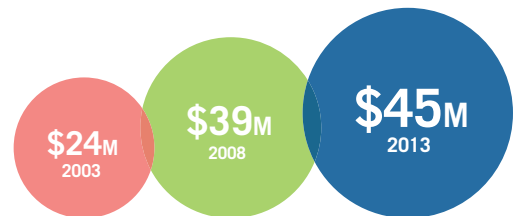
## ONLY 18% OF SURVEY RESPONDENTS PRIMARILY FUND OTHER CIVIL SOCIETY ORGANIZATIONS



In the U.S., 96 percent of foundations primarily fund the projects of civil society organizations.

U.S. foundation funding to Brazilian civil society organizations increased 88 percent from 2003 to 2013.\*

Still, this is a small amount relative to direct funding by Brazilian social investors (\$323 million in 2014, or 25% of total investment).



88% increase over 10 Years

## SURVEY RESPONDENTS WHO...

### PRIMARILY FUND OTHER CIVIL SOCIETY ORGANIZATIONS



36 percent of independent associations & foundations primarily fund other civil society organizations

### PRIMARILY RUN THEIR OWN PROGRAMS



45 percent of corporate associations & foundations primarily run their own programs

### RUN THEIR OWN PROGRAMS AND FUND OTHER CIVIL SOCIETY ORGANIZATIONS



60 percent of corporations run their own programs AND fund other civil society organizations

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

## DID YOU KNOW?



Survey respondents are more likely to support the projects of other civil society organizations in the areas of Health, Sports & Recreation, and Arts & Culture.



Social investors support civil society organizations in various ways, including funding to implement investors' projects, technical aid, and financially supporting civil society organizations' own programs/operations.

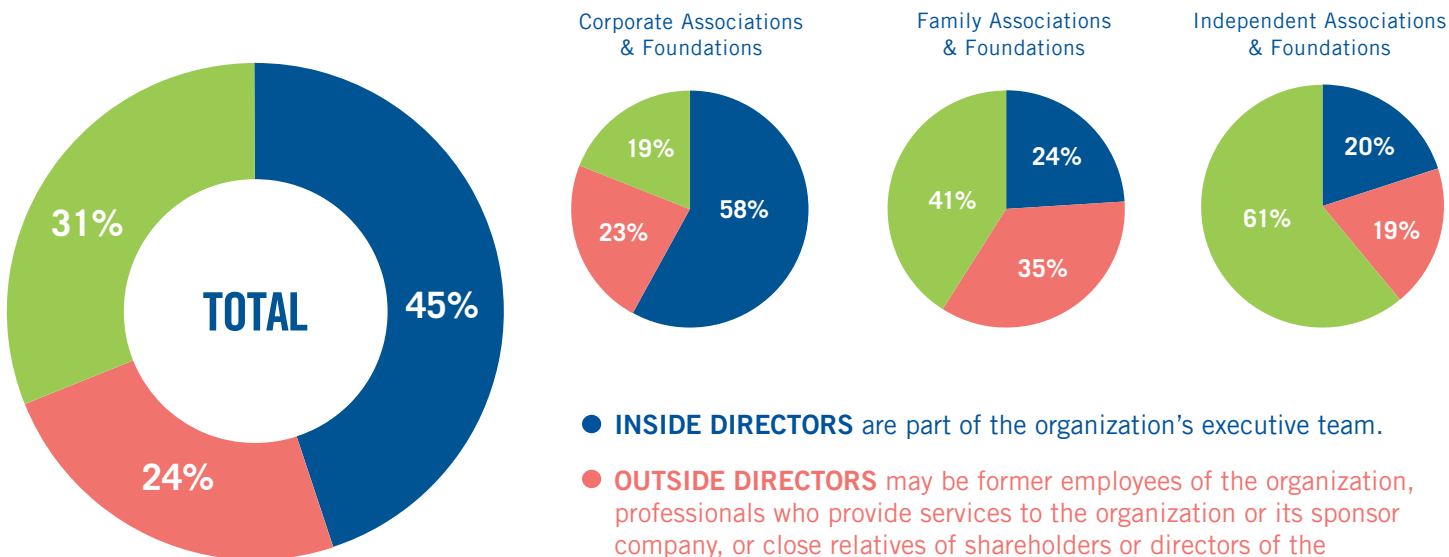


The primary issue areas among U.S. foundation grants\* to/for Brazil were:

- Environment & Animals
- Agriculture, Fishing, & Forestry
- Human Rights

# GOVERNANCE & TRANSPARENCY

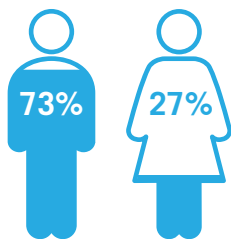
## INSIDE DIRECTORS ACCOUNT FOR 45 PERCENT OF BOARD MEMBERSHIP



- **INSIDE DIRECTORS** are part of the organization's executive team.
- **OUTSIDE DIRECTORS** may be former employees of the organization, professionals who provide services to the organization or its sponsor company, or close relatives of shareholders or directors of the organization or its sponsor company.
- **INDEPENDENT DIRECTORS** have had no affiliation with the organization or its sponsor company for at least three years.

## 1 IN 4 BOARD MEMBERS IS FEMALE

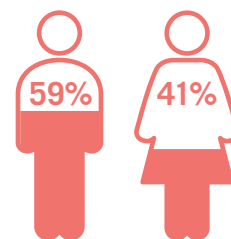
### SURVEY RESPONDENT BOARDS



### BRAZILIAN CORPORATE BOARDS<sup>1</sup>



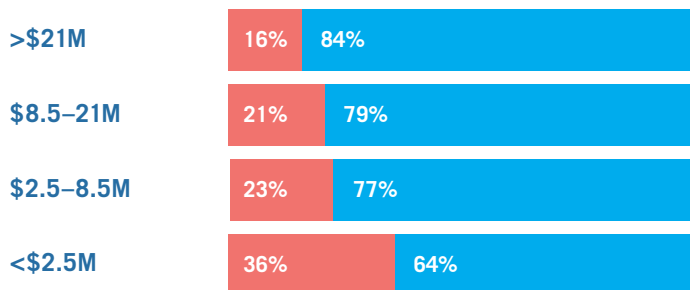
### U.S. FOUNDATION BOARDS<sup>2</sup>



## FEMALE PARTICIPATION ON BOARDS DECREASES AS ORGANIZATIONAL INVESTMENT INCREASES

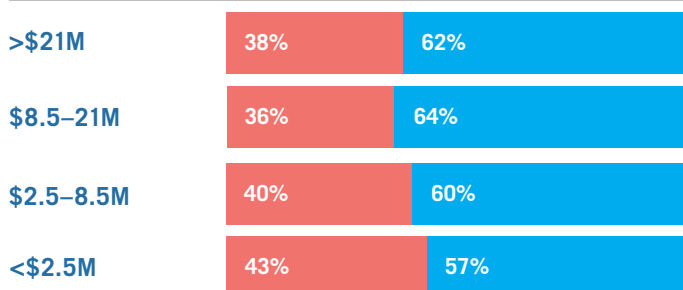
### SURVEY RESPONDENTS INVESTMENT RANGE

WOMEN MEN



### U.S. FOUNDATIONS INVESTMENT RANGE<sup>2</sup>

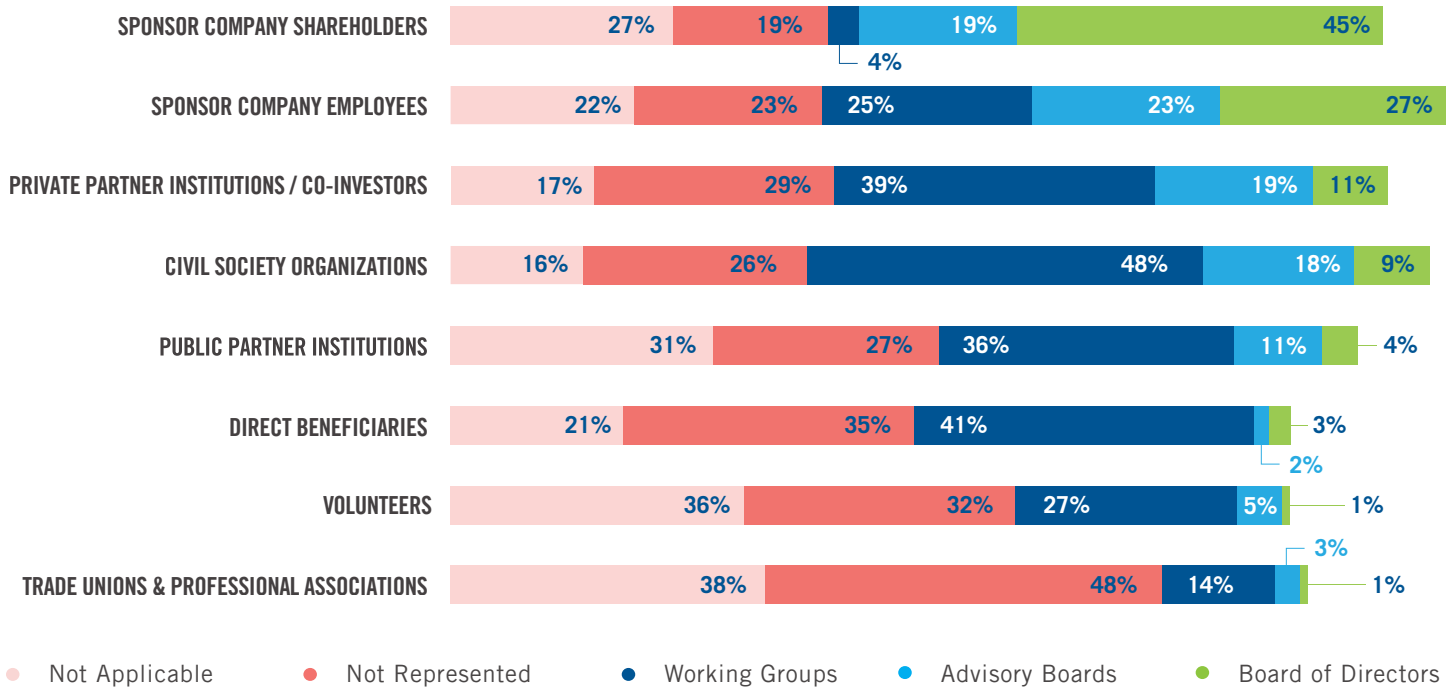
WOMEN MEN



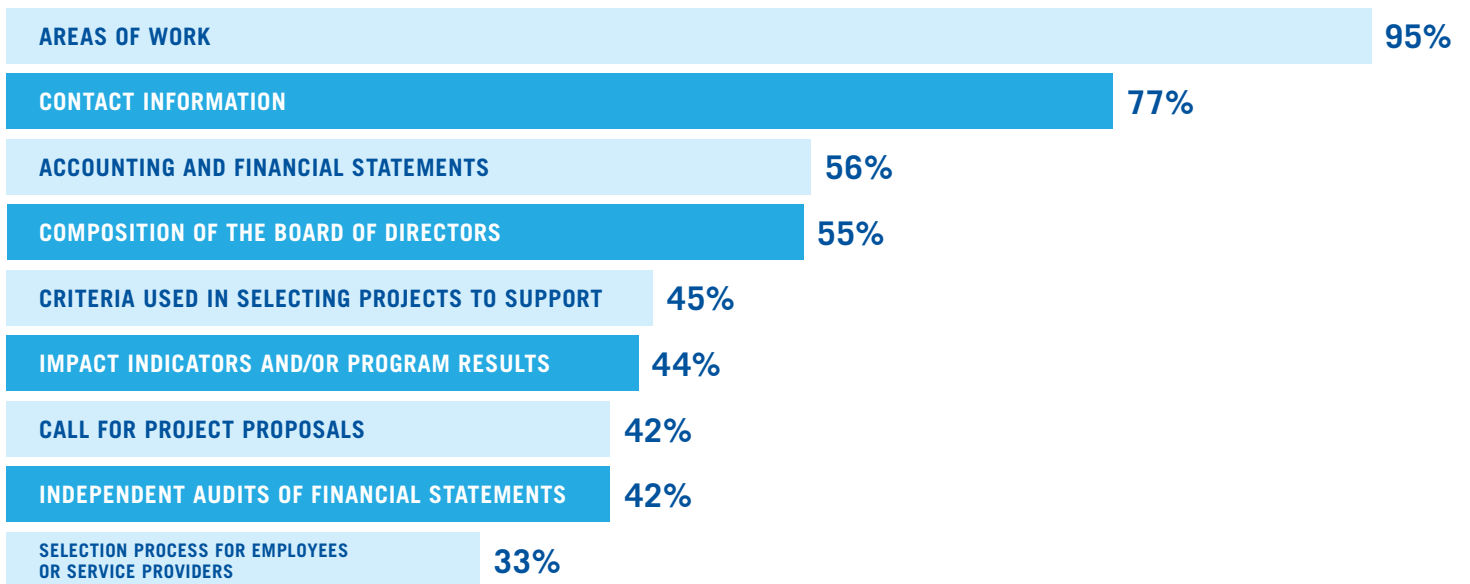
<sup>1</sup> Brazilian Institute of Corporate Governance (IBGC), *Report on Women in Management in Brazilian Companies—2010 and 2011*.

<sup>2</sup> Council on Foundations, data from *2015 Grantmakers Salary and Benefits Survey*.

## EXTERNAL STAKEHOLDERS ARE LESS REPRESENTED ON DECISION-MAKING BODIES



## SURVEY RESPONDENTS ARE MOST LIKELY TO PUBLICLY DISCLOSE INFORMATION ON GENERAL ACTIVITIES



## DID YOU KNOW?



The median size of boards is 12.7. GIFE recommends that boards have between 5 and 11 directors.



Half of the survey respondents have an internal team dedicated exclusively to communications; 45 percent use the communications team of its sponsor company.



GIFE created a Transparency Panel, profiling the online transparency and accountability practices of Brazilian social investors.



## CONTRIBUTORS

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