

WORLD GIVING REPORT

GIVING IN BRAZIL

2025

CONTENTS

01.	INTRODUCTION	4
	Welcome	5
	About us	6
	Our methodology	7
02.	THE GLOBAL CONTEXT	8
	How Brazil compares on key indicators of generosity	9
03.	ASPECTS OF GENEROSITY	11
	Giving money away	12
	Helping people	16
04.	PUBLIC PERCEPTIONS OF CIVIL SOCIETY	25
	On charities	26
	On the Government	29

An aerial photograph of a large crowd of people participating in a marathon or triathlon. The participants are spread across a wide asphalt road and a grassy area. Many are wearing colorful athletic gear. A red banner with white text is overlaid on the left side of the image.

01 INTRODUCTION

Welcome

Gaining insight into the culture of giving within a nation is vital for improving social investment. In societies where philanthropy is woven into the fabric of daily life, there is an increasing expectation for ultra high-net-worth individuals, families, and corporations to engage in this practice as well. At IDIS, we have devoted over a decade to investigating this topic. The [Brazil Giving Research](#), initiated in 2015, offered the first comprehensive overview of personal donations in Brazil, and we have continued to collect data and analyse trends in perceptions, attitudes, and behaviours while always taking the broader social and economic landscape into account.

The World Giving Report 2025, which includes data from 101 countries, is an exceptional effort by CAF that provides a global perspective on philanthropic activities. In our complex and interconnected world, it is essential to gain a thorough understanding and draw lessons from the experiences of other nations to enhance our insights and develop effective strategies.

The findings presented in this national report complement those from the Brazil Giving Research, which also includes data from 2024. Although the studies differ slightly in their methodologies and approaches to gathering donation data —utilising different questionnaires and techniques (one conducted via phone and the other exclusively online), each with its inherent limitations and biases — they both depict a coherent narrative: the culture of giving in Brazil is evolving, with around one in three residents contributing to charitable causes.

Historically, donors were primarily motivated by passion and values; however, there is now a growing demand for information. In a climate marked by widespread mistrust, donors are keen to understand more about NGOs, how funds are used, and the anticipated impact. To connect with this more informed giver, effective communication and transparency will be essential for charities moving forward. The following insights are our contribution to strengthen the relations between donors and charities.



Paula Jancso Fabiani
CEO, IDIS

“To connect with more informed donors, effective communication and transparency will be essential for charities moving forward.”

About us

IDIS – Institute for the Development of Social Investment

IDIS is a civil society organisation founded in 1999 and pioneer in technical support to social investors in Brazil. With the mission to inspire, support and promote strategic philanthropy and its impact, IDIS serves individuals, families, companies, corporate and family run institutes and foundations, as well as with civil society organisations, in actions that transform realities and contribute for the reduction of social inequality in the country.

Our actions are based on the tripod of generating knowledge, offering advisory and developing social impact projects that contribute to the strengthening of the ecosystem of strategic philanthropy and of giving culture. We value partnerships and co-creating, and believe in the power of connection, of joint learning, of diversity and plurality of points of view.

CAF

The Charities Aid Foundation (CAF) exists to accelerate progress in society towards a fair and sustainable future for all. Over the last 100 years, we have led the way in developing innovative approaches to giving. Annually, we distribute over £1 billion to social purpose organisations around the globe.

As a leading charity operating in the UK, US and Canada, CAF works at the centre of the giving world. We partner with corporate and individual donors to enable them to give more effectively, strategically and impactfully. This includes connecting them to charities globally and providing access to our in-depth sector knowledge, governance expertise and innovative giving solutions.

We help social purpose organisations to strengthen their resilience and do more of their life changing work, through strategic advisory services from our Impact Accelerator, tools to support charities' fundraising activities, and charity financial services from CAF Bank Limited and CAF Financial Solutions Limited. Using our research, policy and campaigns work, we understand and influence the wider environment for charities and donors.

Together, we give more.

The World Giving Report (WGR) is a survey that captures the public's attitudes and behaviours around giving in 101 countries around the world.

- Access our global insights hub at: www.worldgivingreport.org
- This report is one of over 20 country-specific giving reports that uses the WGR data and is produced by CAF in partnership with leading social purpose organisations around the world.

Later this year, we are also publishing:

- Insights on the world charity landscape from partner-led surveys of social purpose organisations in over 20 countries (September).
- Country-specific charity insights reports (winter).

Our Methodology

The results described in this report were collected as part of the World Giving Report survey in January 2025.

All fieldwork was conducted online by our partners, Focaldata. The data was weighted, post-hoc to be representative of the population. All sample sizes are specified throughout the report, where relevant.

A note on 'Charity'

Across the report, we use the words 'charity' and 'charities' to represent any organisation that works to try and improve issues that are affecting individuals, communities, animals or the natural environment, and society as a whole.

In doing so, we recognise that these terms and their definitions differ around the world, with this type of organisation also described as: non-governmental organisations (NGOs), non-profit organisations (NPOs), community organisations, social purpose organisations, associations and other names.

You can find further details about our methodology at www.worldgivingreport.org



An aerial photograph of a crowded beach. The foreground is filled with hundreds of people and their surfboards, which are scattered across the wet sand. The surfboards are in various colors, including blue, green, yellow, red, and black. The people are mostly standing or wading in the shallow water. The ocean is visible in the background, with waves breaking onto the shore. A red banner is overlaid on the left side of the image, containing the text '02 THE GLOBAL CONTEXT' in white.

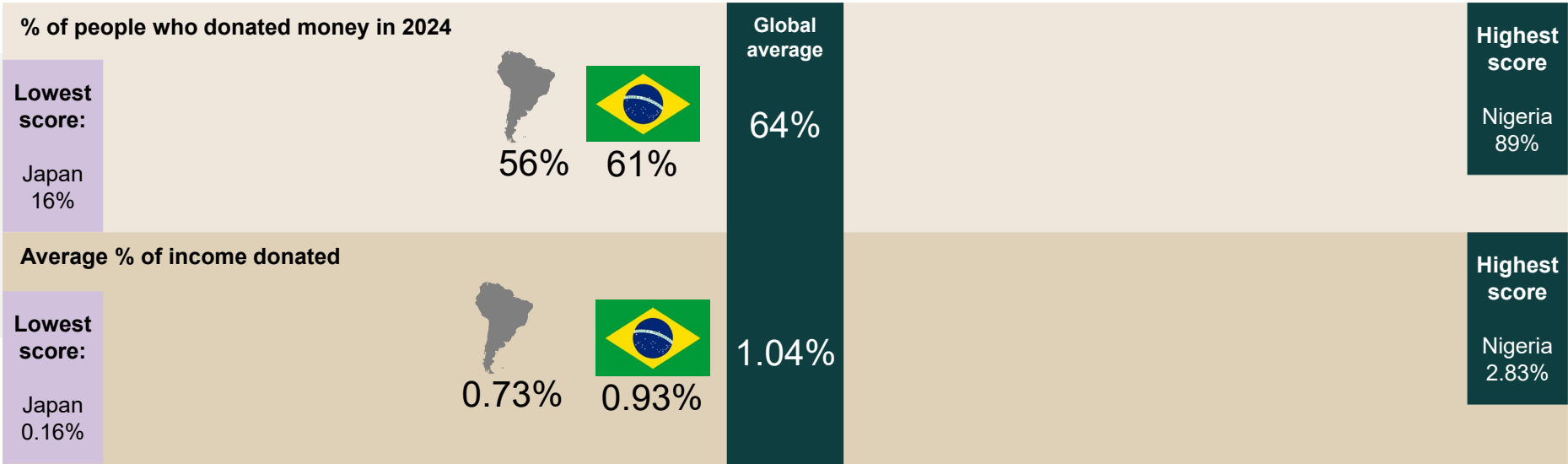
02 THE GLOBAL CONTEXT

Giving money: Worldwide and within the continent.

Brazilian Giving Culture.

The general picture shows Brazil close to global averages.

This middling position shows that the country has a developed giving infrastructure, but with room for improvement and greater engagement.

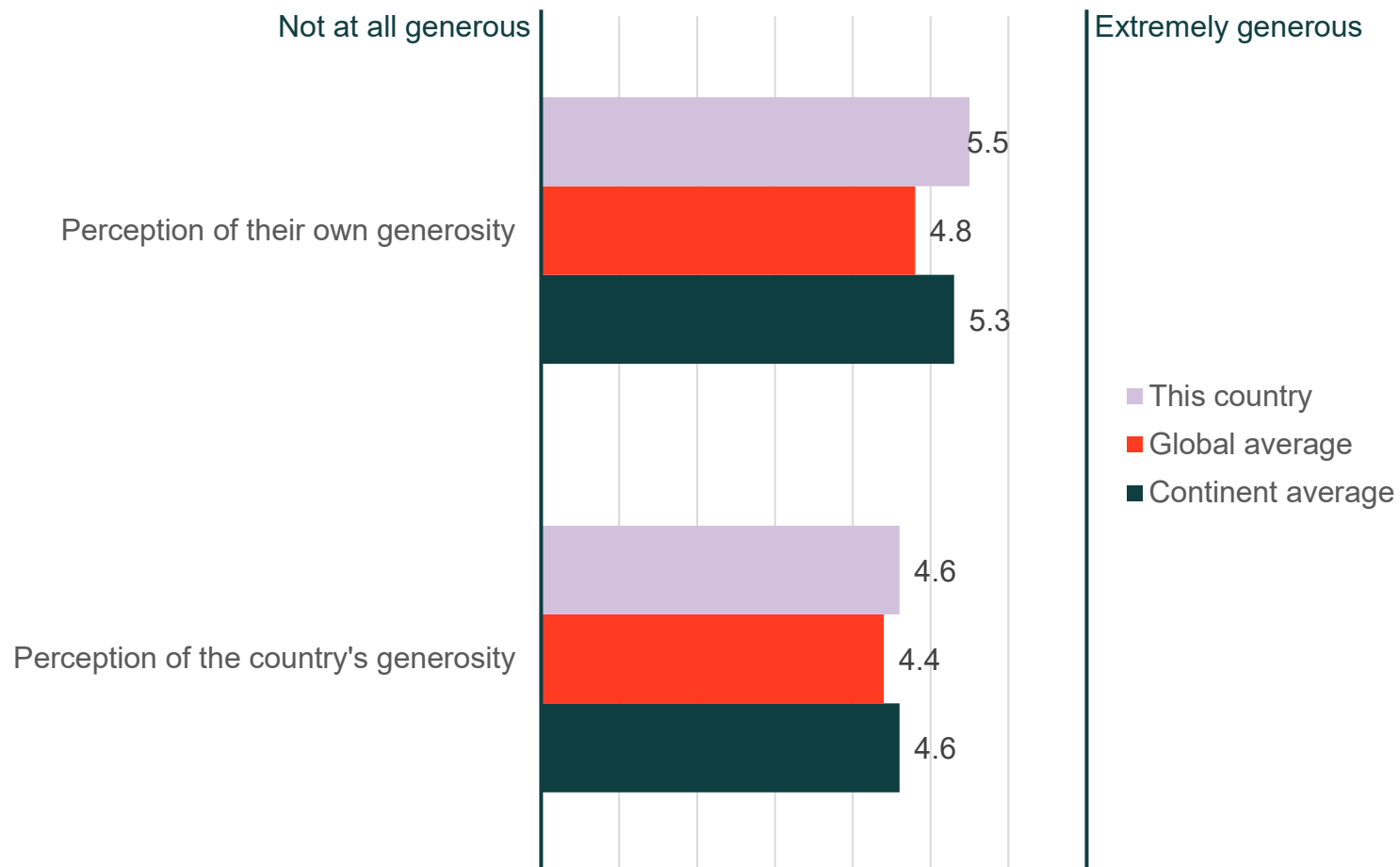


Perceptions of our own generosity.

Perceptions are aligned with attitudes.

It is noteworthy that Brazilians' perception of the country's generosity closely aligns with the global average. What's more, our perception aligns with real behaviour.

As the culture of giving matures, it signals a movement towards a more engaged and informed civil society, where generosity is both valued and strategically directed to address pressing social challenges.



Brazil ranks 49th out of 101 countries for how generous we think we are.

We are 48th in terms of the proportion of income we donate.

03 ASPECTS OF GENEROSITY



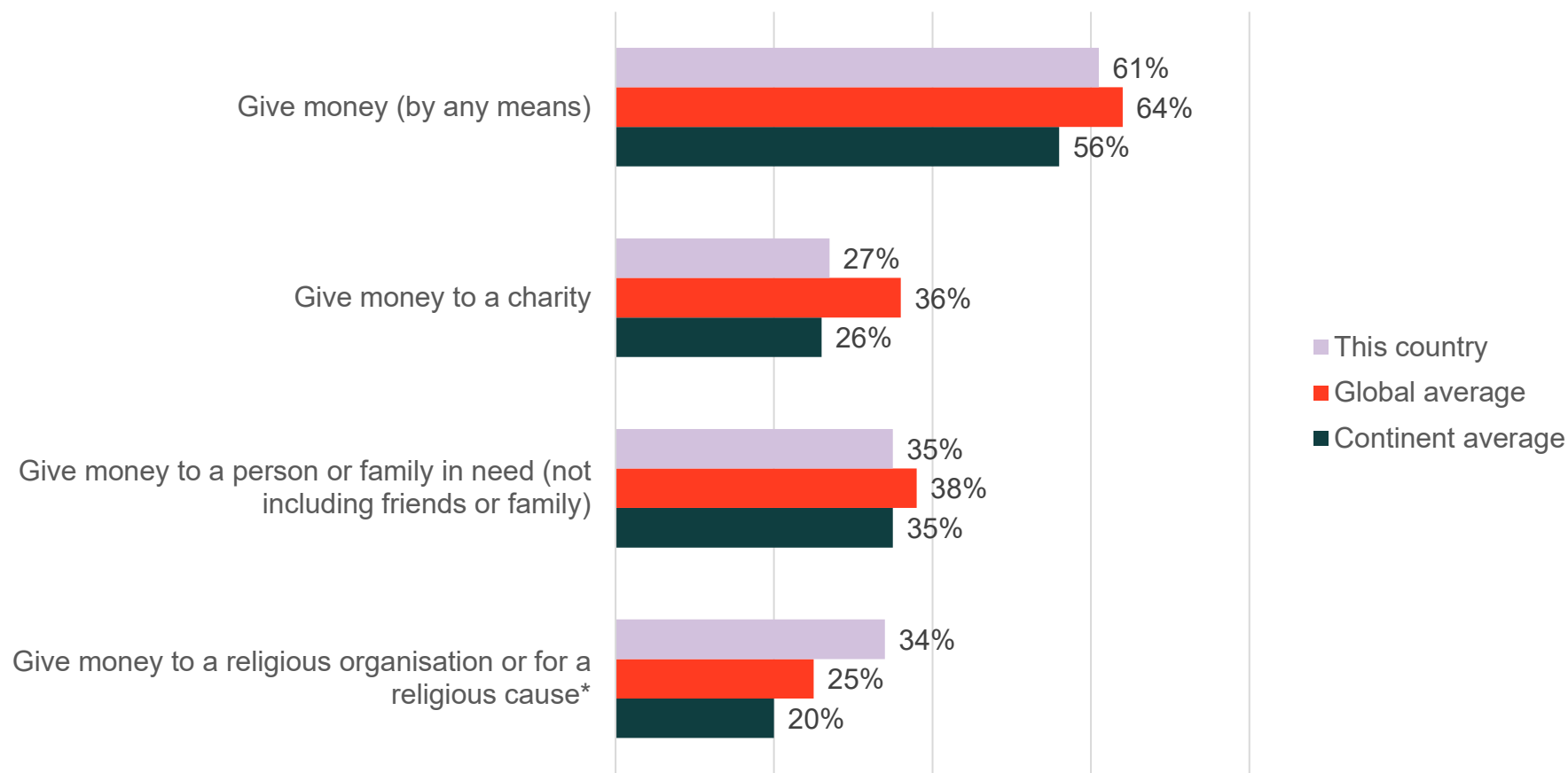
The proportion of people who give money in different ways.

Between a quarter and a third of Brazilians are donating money to charities (27%).

Among those who gave money in any form, 32% say they did it once or twice during 2024.

Overall, Brazilian's gave away 0.93% of their income — on average — which is just below the global average of 1.04%.

Q: During 2024, did you do any of the following? (All, n = 998)



*The full answer code was worded, 'Give money to a religious organisation or for a religious cause' (for example: at church, through zakat, tithing, ma'aser or daana, etc.). This includes any money you give voluntarily, even if it is collected by your government'.

How people feel about giving money.

Empowerment of the donor.

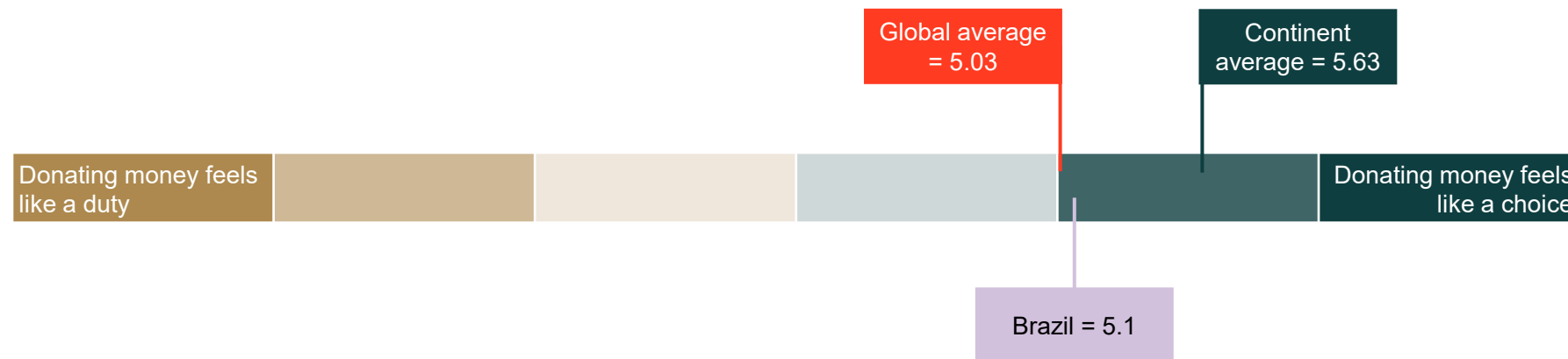
The spectrum from duty to choice reveals an important empowerment of the individual donor.

Brazilian donors, as also revealed by Brazil Giving Research 2024, are making conscious, informed decisions about when, how, and to whom they give.

They now demand more information, transparency, and evidence of impact before donating.

It is a sign that people are taking ownership of their generosity, integrating philanthropy into their lives in ways that align with their values and personal interests.

The average score when people were asked how donating money feels.
(People who had given money, $n = 607$).

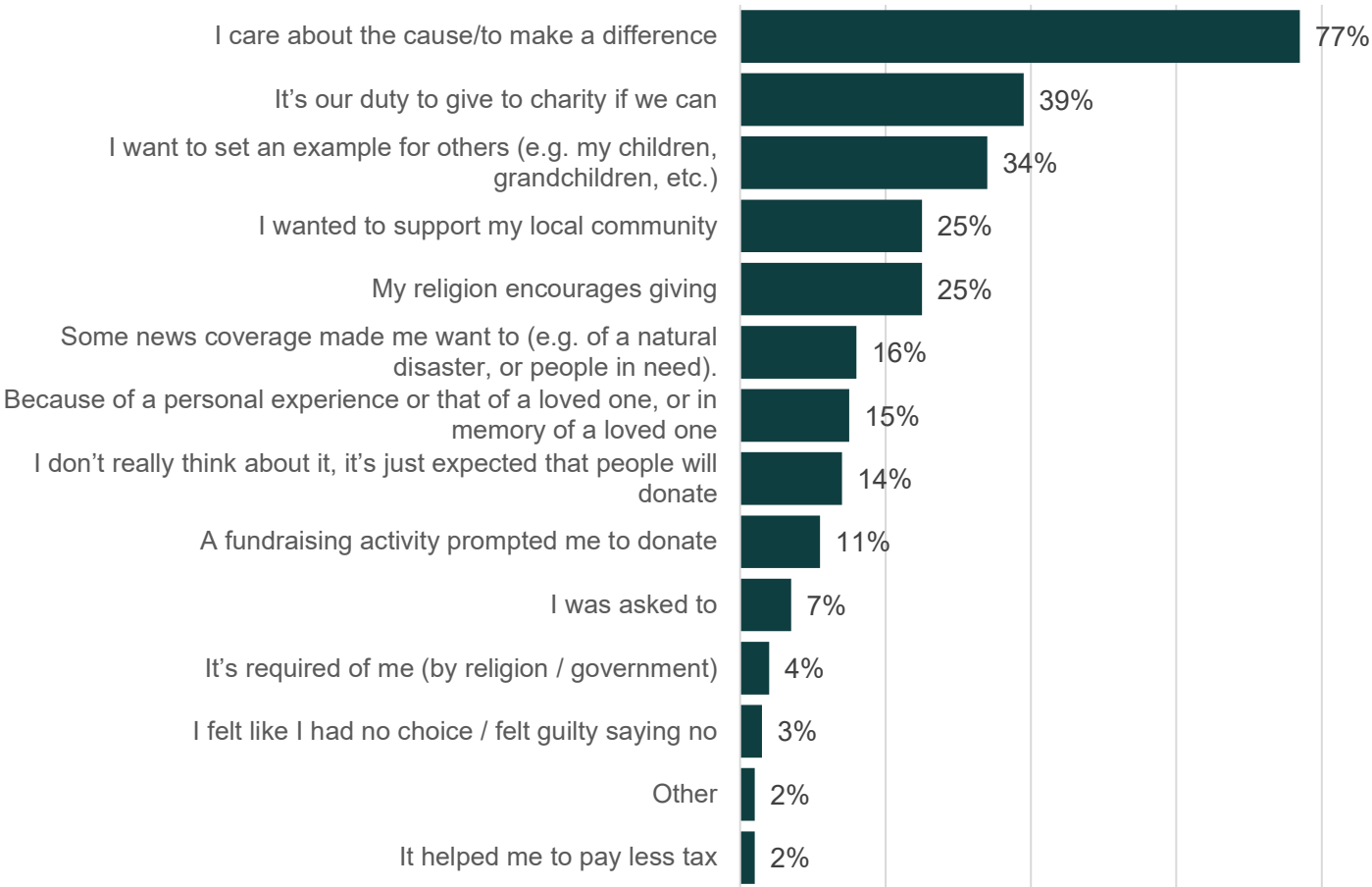


Reasons for giving money.

Caring about a cause the key reason for giving.

The top reasons for giving are broadly in line with both continental and global averages.

Which of the following, if any, are reasons that you gave away money in 2024?
(People who had given money, n = 607).



Global top 3

1. I care about the cause/to make a difference (65%)
2. It's our duty to give to charity if we can (31%)
3. My religion encourages it (29%)

Continental top 3

1. I care about the cause/to make a difference (66%)
2. I want to set an example for others (31%)
3. I wanted to support my local community (25%)

What would increase donations?

Transparency and communication.

This data underscores the critical role of transparency and effective communication in building trust with potential donors.

In a climate where trust in charities is paramount, NGOs must prioritise clear and consistent communication about their financial practices, the impact of their work, and their operational processes.

By doing so, they can address the concerns of donors who seek assurance that their contributions are being used effectively and making a tangible difference..

The top three reasons that would make the respondent likely to give more money, goods or time to charities in 2025. (All, n = 998)

43%

Knowing more about how my money would be spent

40%

Knowing more about the results and impact that a charity has

38%

Knowing more about how a charity is run

How helpful people are to others.

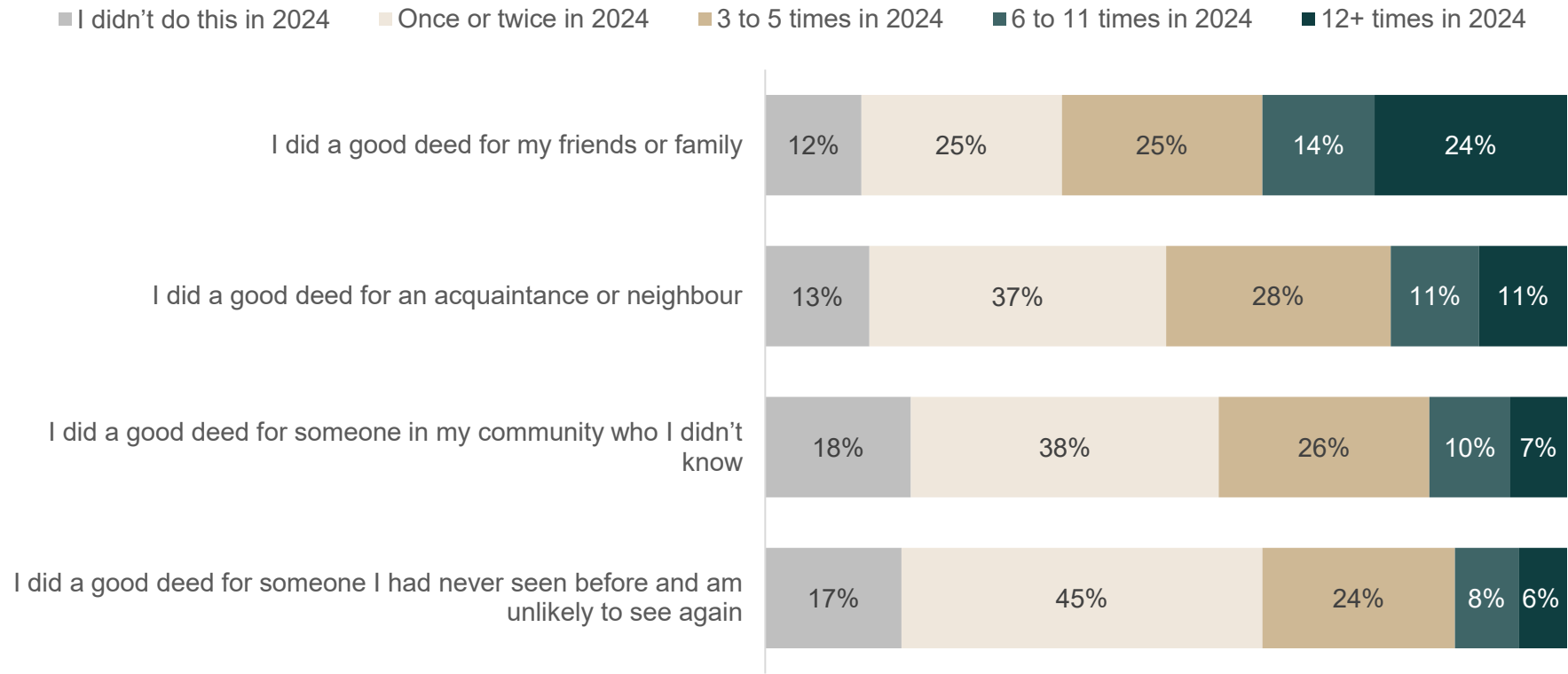
Social distance plays little role in how helpful Brazilians are.

Naturally, people are more generous with those who are close — friends and family.

However, good deeds are also commonly practiced for people outside those inner circles, providing a basis for a stronger giving culture.

Other countries show a much more marked decline in the willingness to help strangers (the bottom two bars on the graph).

Beyond easy acts of kindness or simple good manners that do not require much effort, for example, holding open a door or picking up a dropped item, did you do a good deed in 2024?
(All, n = 998)





04 PERCEPTIONS OF CIVIL SOCIETY

How much the public trusts charities.

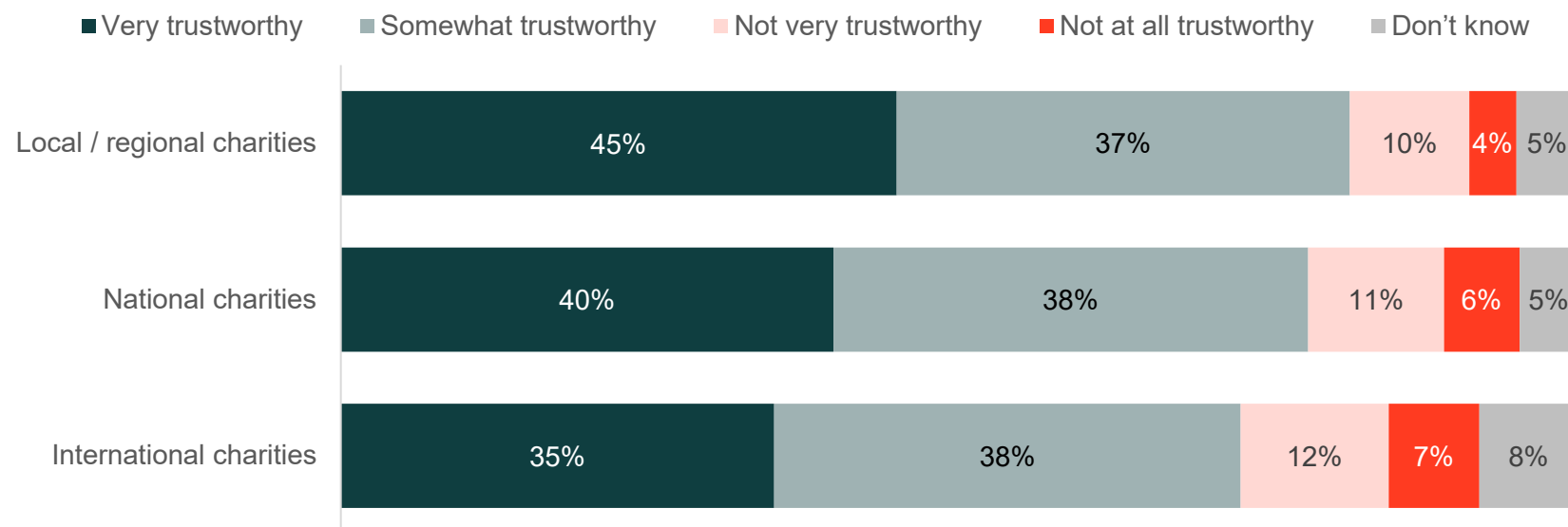
While trust levels are somewhat above the global average, they still fall short of their full potential, indicating there is significant room for enhancement.

In Brazil, this lack of trust serves as a major obstacle that hinders individuals from making donations.

When exploring the various types of charities, it is evident that people tend to prioritise local and national organisations.

It is possible to infer that this preference arises from the desire to understand the charities they support and to witness the tangible effects of their contributions, making them feel more connected to their own communities.

How trustworthy do you tend to find each of these types of charities? (All, n = 998)



Overall, the public in Brazil gave a score of 10 out of 15 for how much they trust charities. This compares to a continental average of 8.88 and a global average of 9.22.

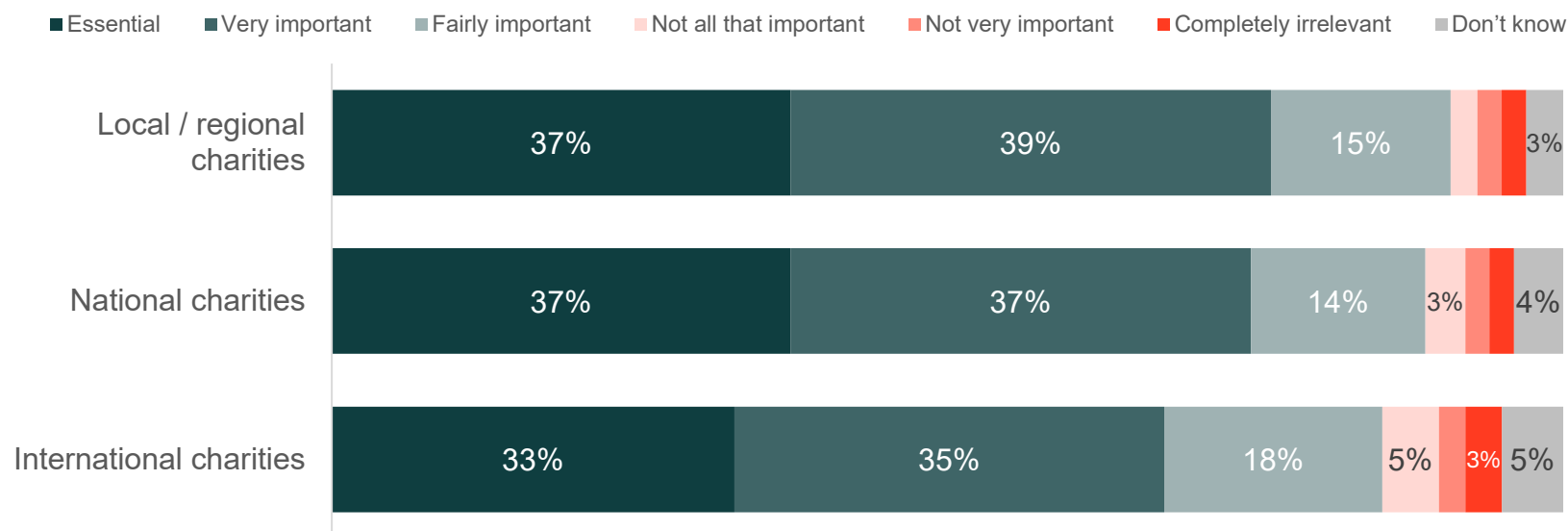
The perceived importance of charities to society.

The importance of charities is rated extremely highly.

Brazilians understand the significance and worth of charitable organisations, with levels higher than the trust they have in them.

The scenario highlights the necessity for improved communication and transparency within the sector.

How important, in general, do you believe these different types of charities are to your country's society? (All, n = 998)



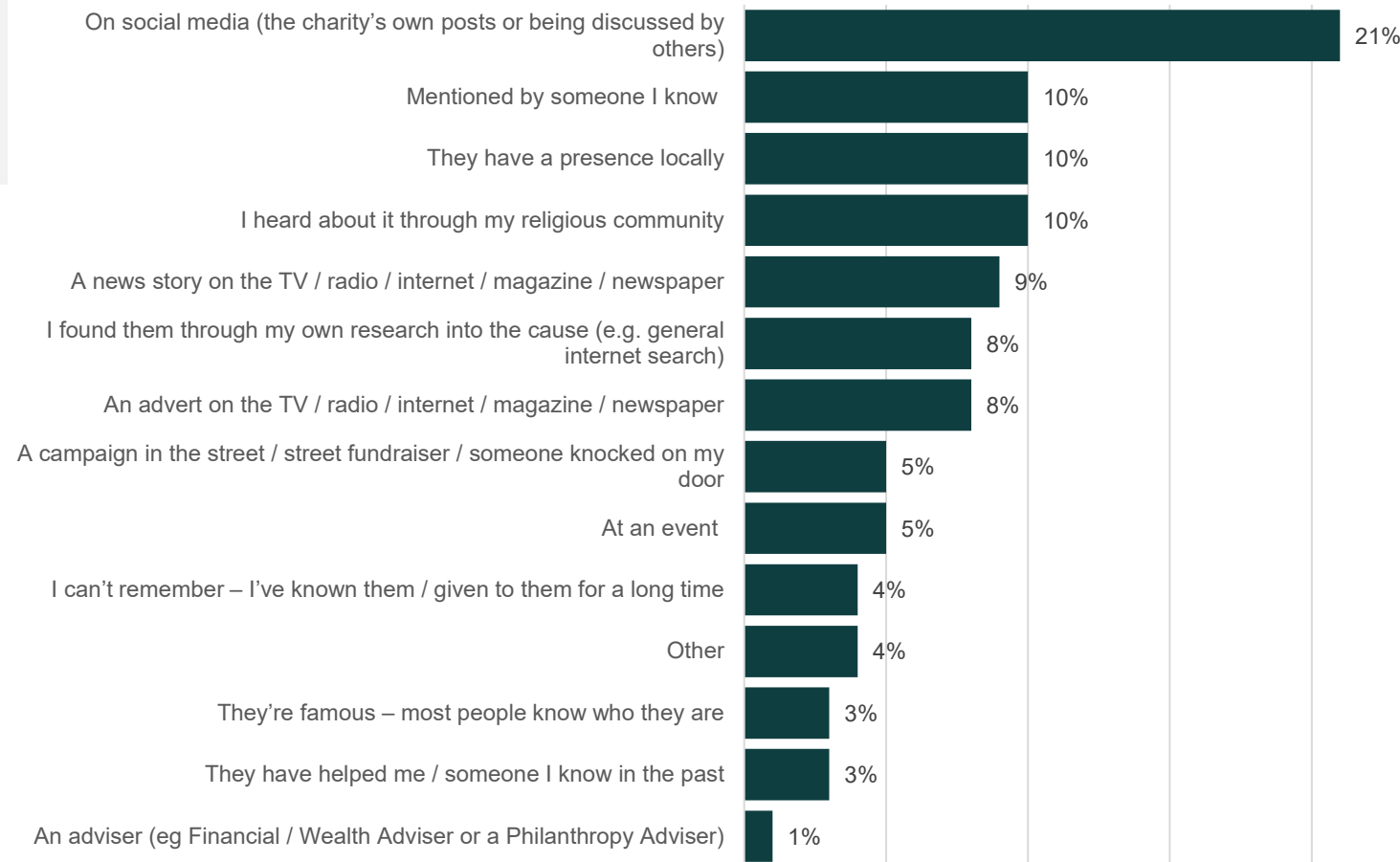
Overall, the public in Brazil gave a score of 11.8 out of 15 for how much they value charities. This compares to a continental average of 10.61 and a global average of 10.98.

How people discover charities.

Social media by far the biggest source of donation inspiration.

Beyond digital connection, the next most popular reasons speak to a personal or local link that donors have with the charities they support.

For the last charity that you gave money to, how did you first find out about them?
(People who had given money to charities, n = 273)



Global top 3

1. On social media (14%)
2. They have a presence locally (11%)
3. They were mentioned by someone I know (10%)

Continental top 3

1. On social media (16%)
2. Mentioned by someone I know (13%)
3. They have a presence locally (11%) and A campaign in the street / street fundraiser / someone knocked on my door (11%)

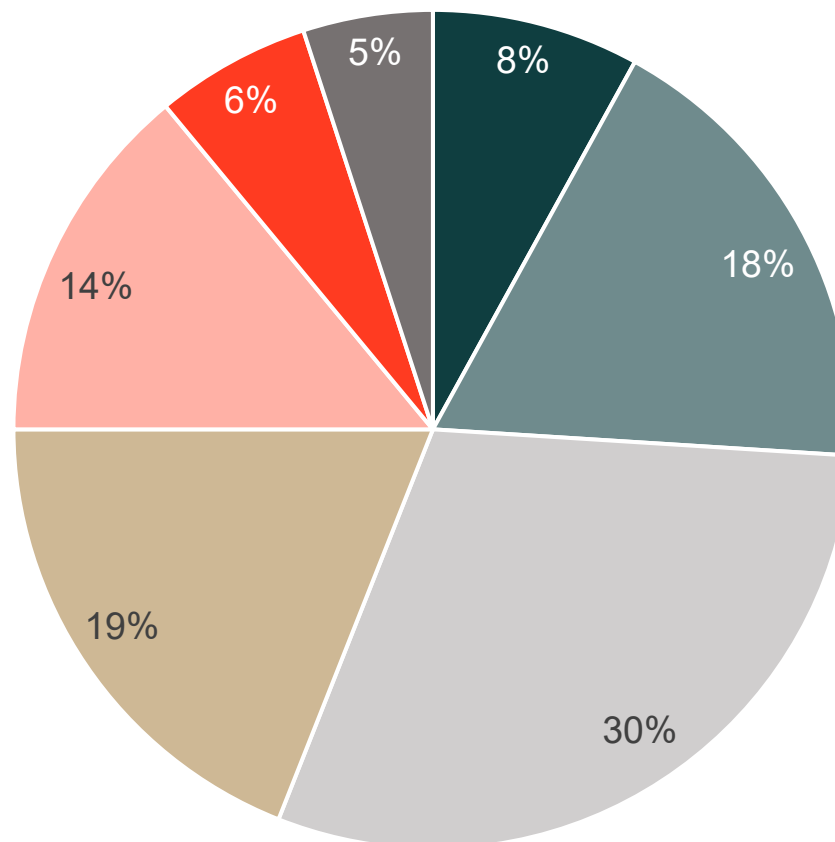
Overall influence of government on charities.

A regulatory framework that encourages and incentivises philanthropy has demonstrated a significant impact on giving cultures.

Nonetheless, data indicates that many individuals perceive little connection between the Government and charitable organisations.

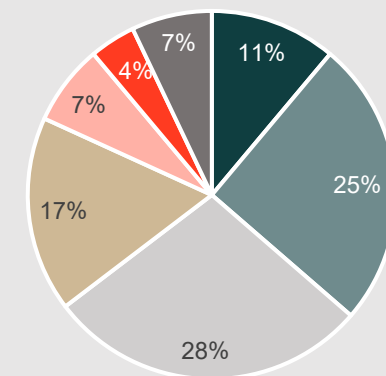
In Brazil, much like the averages observed in South America and globally, one in three citizens holds no opinion regarding the topic.

Overall, do you think the Government is a positive or negative influence on the charity sector? (All, n = 998)

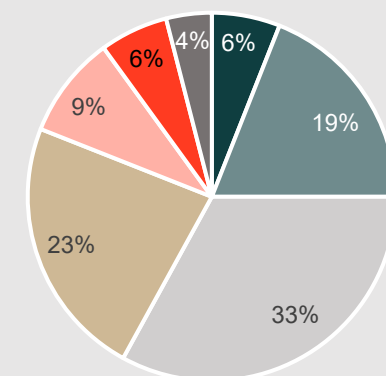


- Very positive
- Positive
- Neutral – they do some good things and some bad things
- Neutral – they don't do anything either way
- Negative
- Very negative
- Don't know

Global average



Continent average

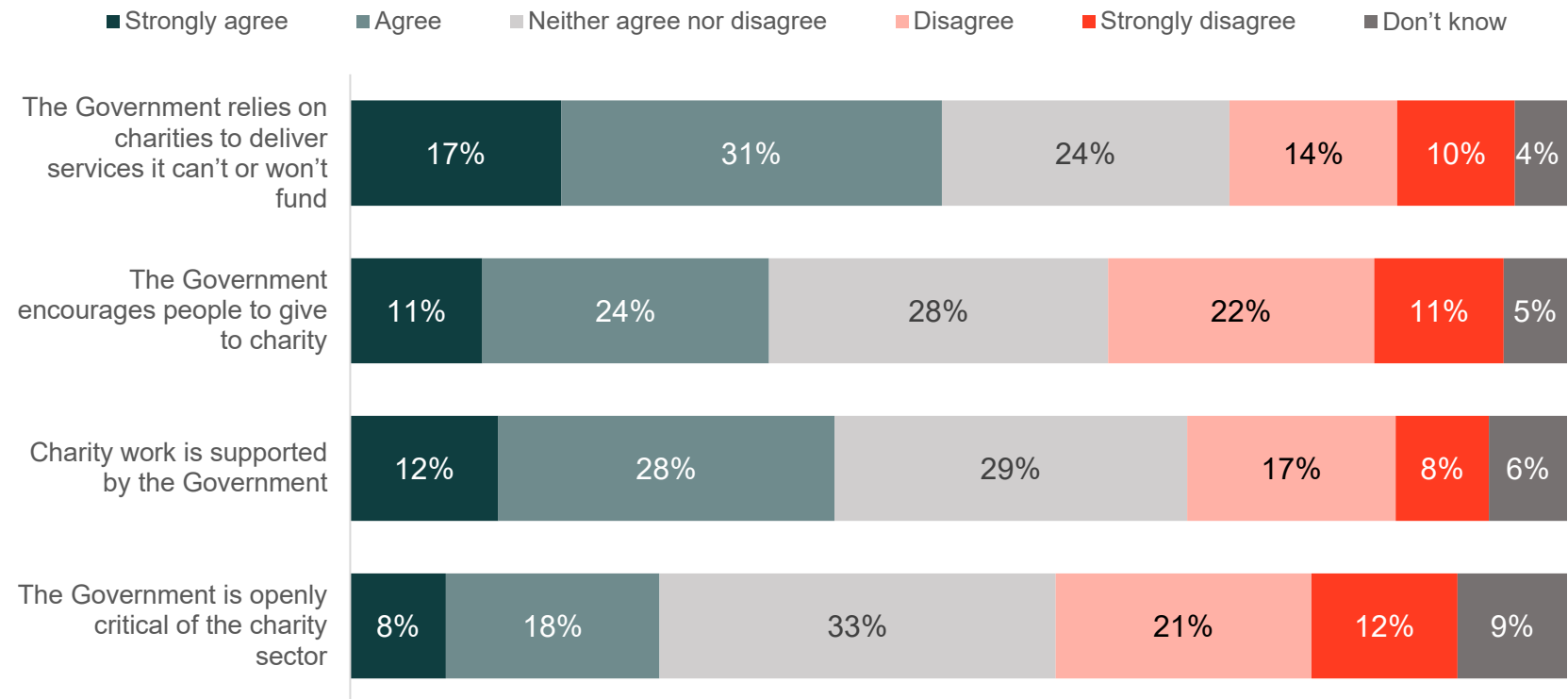


Specific opinions on the role of government.

The statement that struck a chord with Brazilians was that the Government depends on charities to provide services it cannot or chooses not to finance.

This highlights a belief that charities play a crucial role in supplementing basic services, more than voicing the needs of civil society.

Do you agree or disagree with the following statements about the Government's involvement in the charity sector? (All, n = 998)



THANK YOU

www.worldgivingreport.org

Charities Aid Foundation registered charity number 268369

To learn more about the giving culture in Brazil, access:

pesquisadoacaobrasil.org.br

