



Generosidade Global



JP Vergueiro



- Diretor para a América Latina e Caribe do GivingTuesday (Dia de Doar);
- Ex-diretor executivo da Associação Brasileira de Captadores de Recursos (ABCR);
- Doutorando em administração, estudando filantropia;
- Professor na FECAP (SP);
- Conselheiro da Fundação NHR Brasil, da Fundação Amor Horizontal, da Kibô-no-lê e da SOFII.

@vergueiro – jpverg@hotmail.com

GI  **ING**

TUESDAY

GivingTuesday

- GivingTuesday is a **Movement** that Unleashes the Power of Radical Generosity Around the World.
- GivingTuesday reimagines a world built upon shared humanity and generosity.
- Our global network collaborates year-round to inspire generosity around the world, with a common mission to build a world where generosity is part of everyday life.
- Whether it's making someone smile, helping a neighbor or stranger out, showing up for an issue or people we care about, or giving some of what we have to those who need our help, every act of generosity counts, and everyone has something to give.

<https://www.givingtuesday.org/>



Radical Generosity

\ 'ra-di-kəl \ \ dʒɛnə'ʒasəti \
noun

The concept that the suffering of others should be as intolerable to us as our own suffering.



GIVING
TUESDAY





The Giving Bridge

A Lookback at 2023 Trends in
Global Generosity

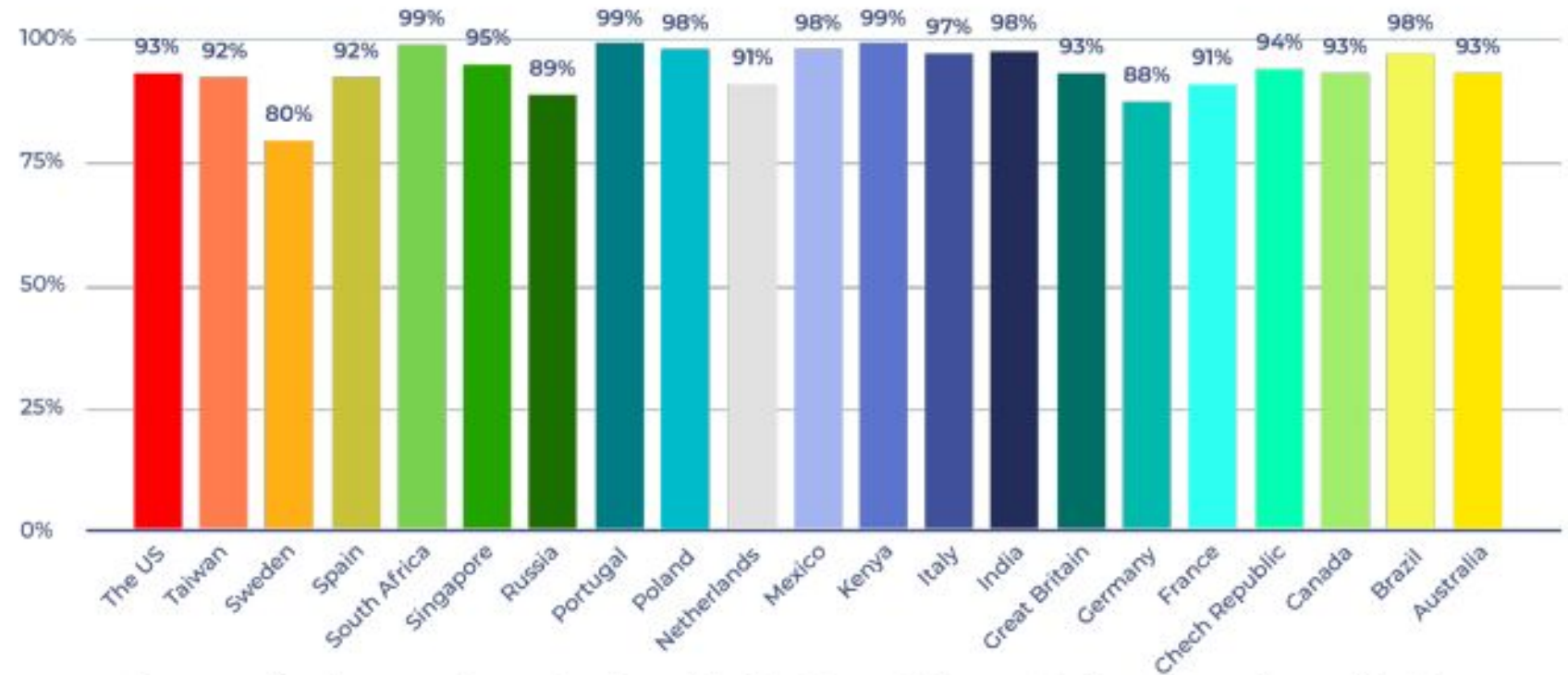


<https://www.lookback.givingtuesday.org/lookback2023>

People gave for many reasons. 3 key ones are:

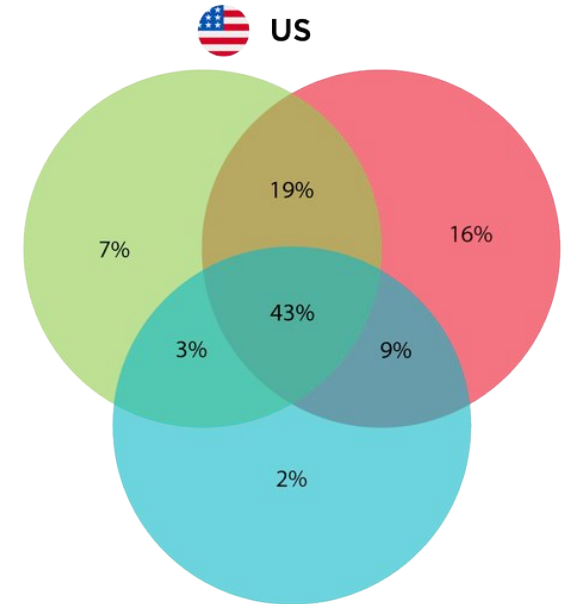
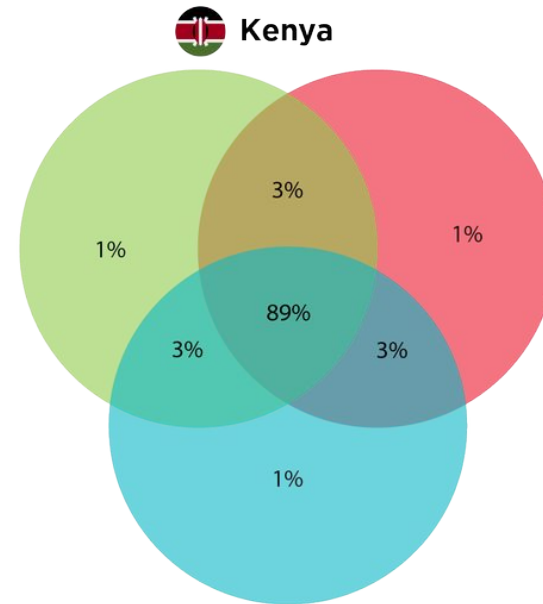
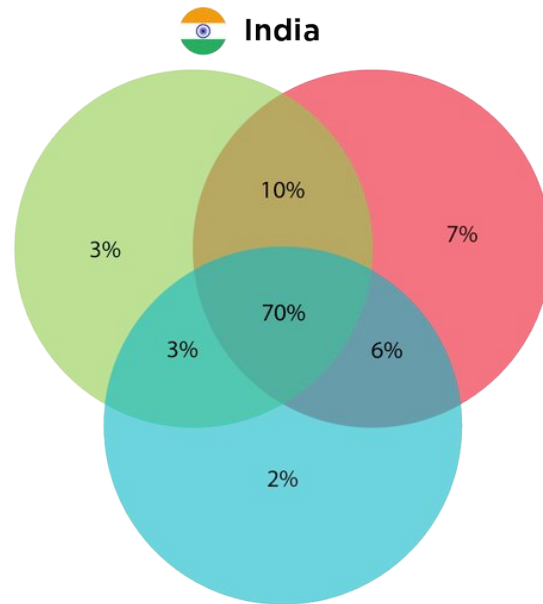
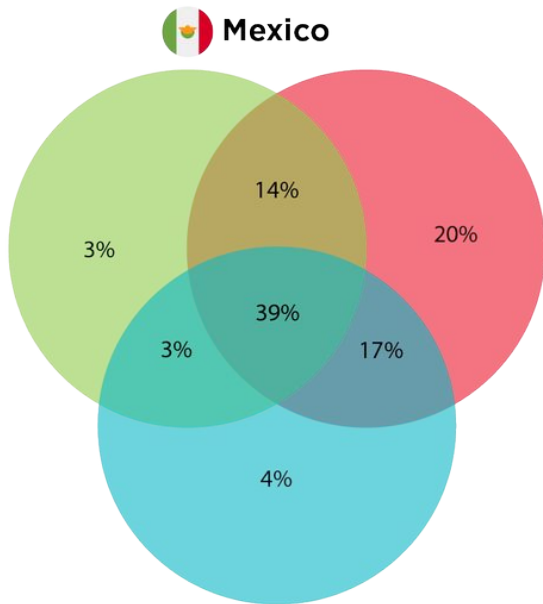
1. 85% of people said they give because they want to make a difference
2. 80% of people globally give due to a personal or emotional connection with a cause
3. 77% of people said they give "with their heart rather than their heads"

PERCENTAGE OF PEOPLE WHO SAY GIVING IS IMPORTANT TO THEM



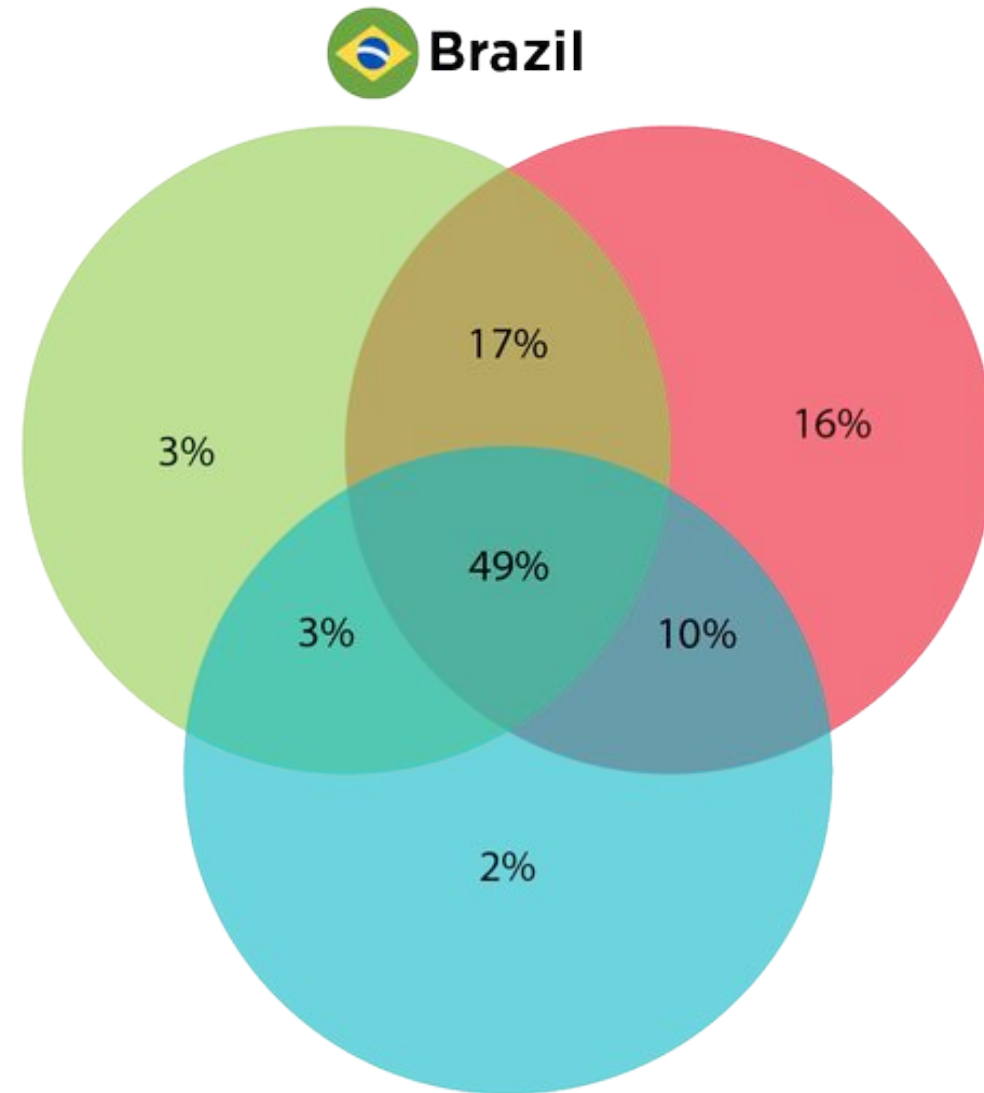
Generosity plays an important part in the lives of the majority of people worldwide

Global Giving by Gift Type (Global Omnibus Survey, 2023)



Gave Money | Gave Items | Volunteered

Generosidad e no Brasil



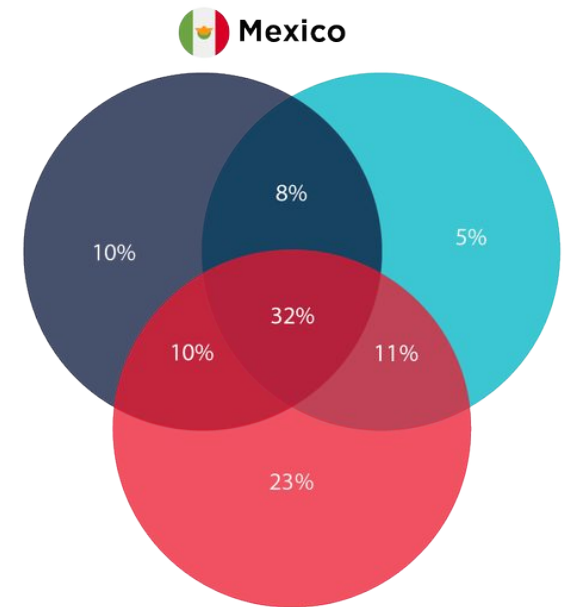
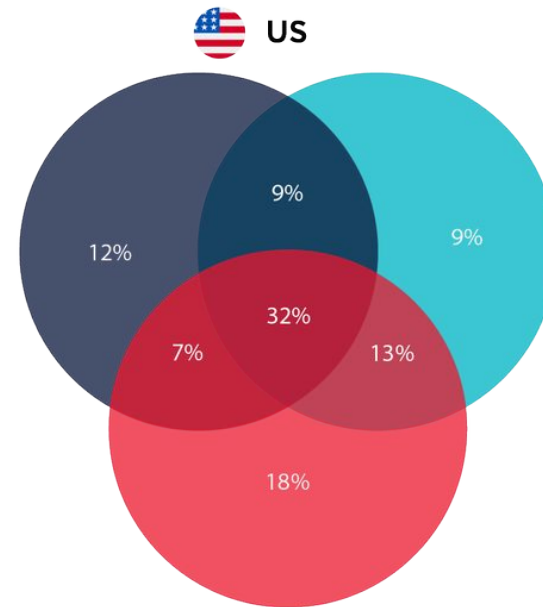
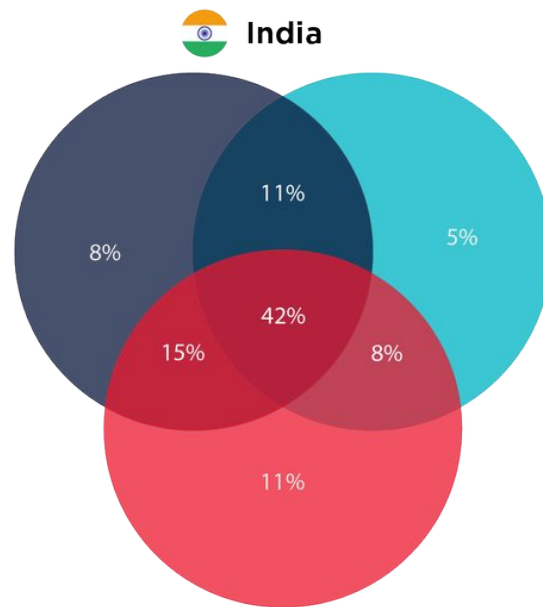
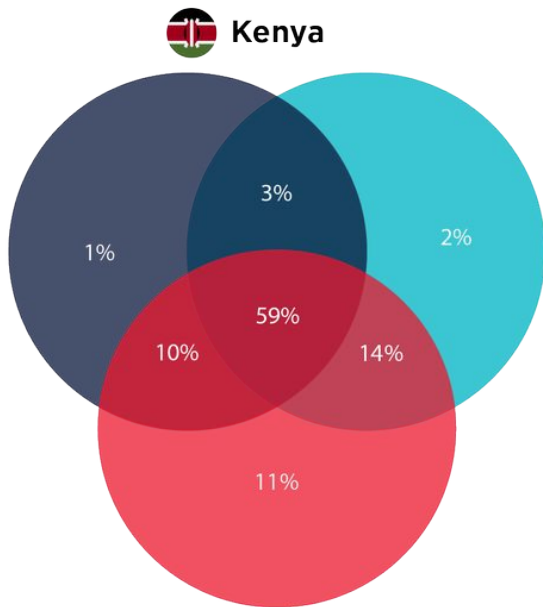


In higher income countries, people are more likely to give money than to volunteer. In lower income countries, rates of giving and volunteering are roughly similar.

Voluntariado ao Redor do Mundo

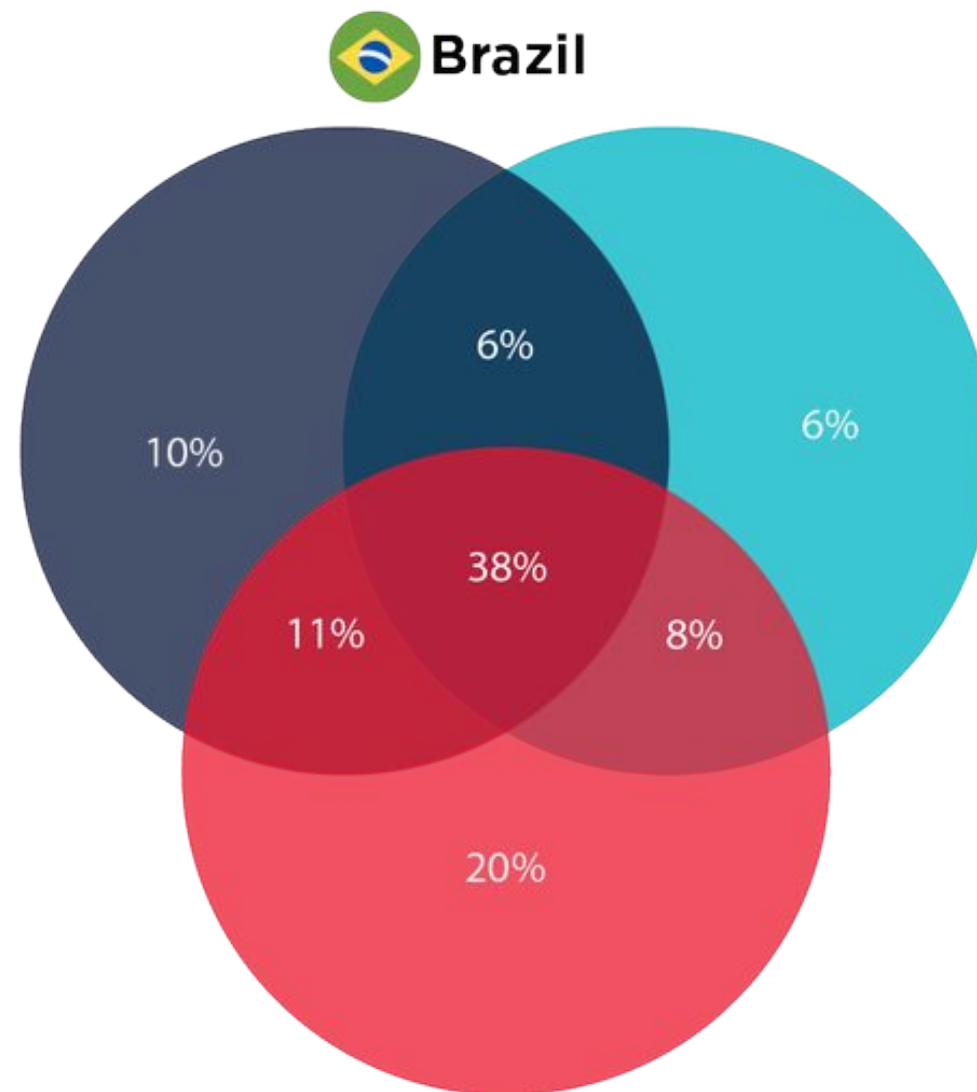
- Across nearly all countries we surveyed, we saw increasing rates of overall volunteerism: Canada (+5%), Kenya (+5%), Mexico (+7%), U.S. (+7%), and U.K. (+7%), and stability or very slight declines in Brazil and India.
- Overall in 2023, volunteering for individuals was the most commonly reported type of volunteering amongst volunteers (59%). 50% of people reported volunteering for registered nonprofits, and 48% reported volunteering for informal groups.
- Volunteers support different types of recipients (formal, organizations, informal organizations, or individuals) in different countries. In most countries, large numbers of people volunteer across all recipient types. However, in some countries (namely Kenya and Mexico) we saw large shifts towards volunteering with formal organizations.

Volunteering by Recipient Type (Global Omnibus Survey, 2023)

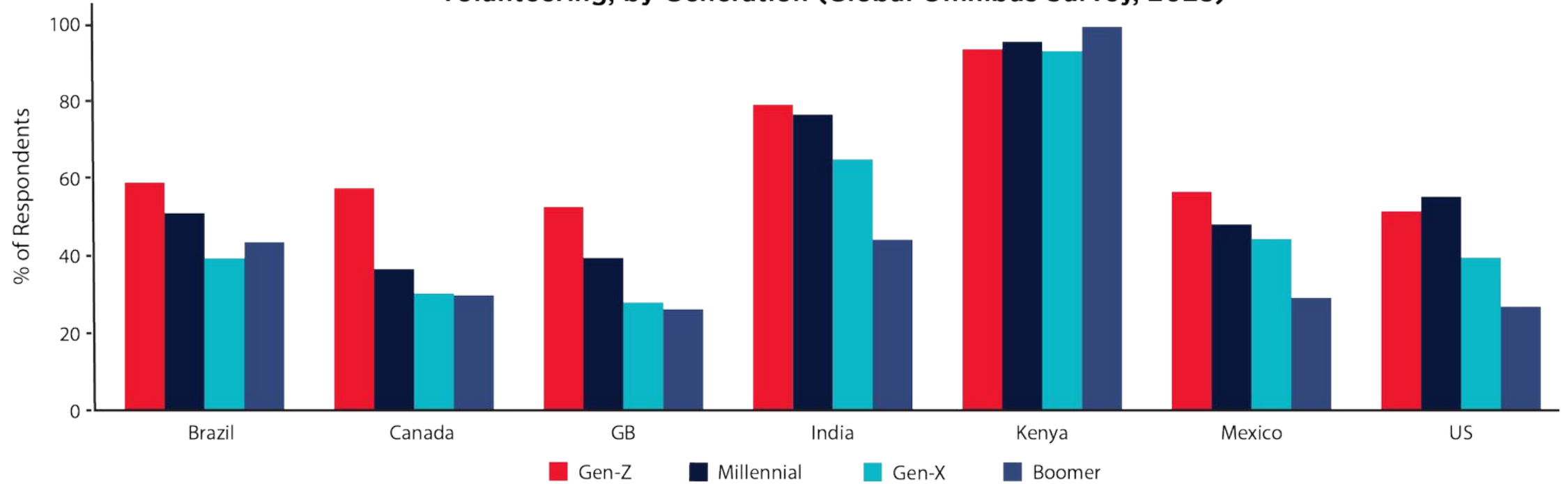


Registered Organizations | Unregistered Groups | Individuals

Voluntaria do no Brasil



Volunteering, by Generation (Global Omnibus Survey, 2023)





Generosity in Latin America and the Caribbean

<https://www.givingtuesday.org/latinamerica-caribbean/>

