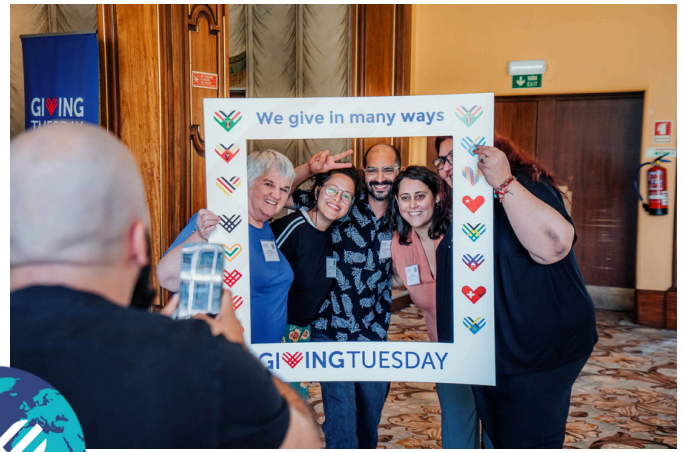




Generosity

in Latin America
and the Caribbean



This **Generosity in LAC Report** was developed by the GivingTuesday Latin American and Caribbean Hub and published in November 2024.

Authors: Anita Gallagher & João Paulo Vergueiro

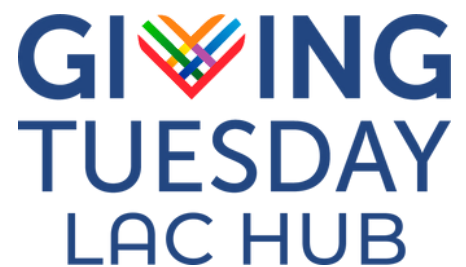
Editor: João Paulo Vergueiro

Spanish translation: Anita Gallagher & Esteban Oyarzo

Portuguese translation: Carol Farias

Design: Carol Farias & Maicon Belitato

Further information: lac@givingtuesday.org and www.givingtuesday.org



A Generosity Tradition

The *chalayplasa* is a network of barter-based food markets in South America that exists among the Quechua, an indigenous people of Peru.

Subsistence farmers bring surplus crops to the markets to trade for foods they do not grow. Participation is open to everyone, regardless of how much or little they have to trade. An alternative, non-monetary economic system run primarily by women, the *chalayplasa* reflects the Quechua values of reciprocity, solidarity, and ecological balance.

The Peruvian Andes have three distinct agroecological zones — the *yunga* (lower), the *quechua* (middle), and the *puna* (higher) — where the viability of various crops is primarily determined by altitude. *Yunga* farmers grow coffee, coca, and other fruits; Quechua farmers grow corn, vegetables, and certain legumes; and Puna farmers produce potatoes, wool, and meat. Andean barter systems have existed for centuries for people from different zones to procure foods they cannot to grow. Because chewing coca leaves is a daily practice and an expression of Quechua cultural identity, barter has also been particularly important for enabling *quechua* and *puna* communities to access this essential crop.



An Amerindian woman and child in the Sacred Valley, Andes, Peru.

Credit: quinet. Licence: cc-by-2.0, via Wikimedia Commons

1 January 2006, 10:55

Beginning in the 1970s, the existing local food system was disrupted by policy shifts that forced Quechua farmers to participate in the cash economy. First, the Peruvian government, the World Bank, and multinational agricultural corporations pushed local farmers to intensify their production by introducing genetically engineered crops, pesticides, and other industrial technologies to supply growing urban and export markets. Second, in cooperation with the U.S. War on Drugs, the Peruvian government prohibited the free trade of coca (the raw ingredient in cocaine), authorizing only the state-run National Coca Company (ENACO) to sell it legally.

The *chalayplasa* emerged in response to these pressures as a way for local producers to continue growing, trading, and consuming the foods they wanted. It also enabled them to maintain an economic system governed by mutual respect and affection principles.

The *chalayplasa* takes place in the Lares Valley in the southeastern Andes, serving over 4,000 participants from more than 30 *yunga*, *quechua*, and *puna* communities. Traders — primarily women — use agreed-upon standards of measurement; some products are exchanged one to one, others by volume. Some trades include *yapa*, an expression of generosity and solidarity, where one party offers an extra amount on top of the agreed exchange to support a person whose age or circumstances hamper their ability to produce.

Altogether, the *chalayplasa* trades more than five tonnes of food per week, supplying about one-third of the food most households consume. More broadly, the markets contribute to local food sovereignty (community control over food production, distribution, and consumption) and agricultural biodiversity (by encouraging the cultivation of a wide variety of crops). By ensuring that even the most materially insecure members of the community have access to adequate food and nutrition while safeguarding the environment where they live, the *chalayplasa* represents a vital form of collective generosity for the people of the Andes.

Giving Traditions like the *Chalayplasa*, and many more,
can be found at the **World Giving Library**

<https://www.worldgivinglibrary.org>



About GivingTuesday

GivingTuesday is a movement which unleashes the power of generosity around the world. We pursue radical generosity, defined by the transformational powers of empathy and solidarity, not a series of transactions or discrete interactions. Radical generosity is uplifting, generative, equalizing, and connecting. We believe that each act of generosity is a worthy act in and of itself.

GivingTuesday is invested in communities around the globe, with a mandate to propel generosity across every culture, continent, and context. Our global network collaborates year-round to inspire generosity worldwide, with a common mission to build a world where generosity is part of everyday life.

Follow and learn more about GivingTuesday at www.givingtuesday.org/

GivingTuesday in Latin America and the Caribbean

The GivingTuesday LAC Hub was created in 2023 to support leadership, collaboration, and innovation within the GivingTuesday movement in the region, both in the 15 countries and territories where GivingTuesday has an established presence and further afield.

The Hub also plays a crucial role in expanding GivingTuesday's collaborative data work to inform better and inspire the social sector in Latin America, the Caribbean, and worldwide.

The [GivingTuesday Data Commons](#) is a groundbreaking research collaboration between 300+ organizations and 50+ global data labs. It is focused on uncovering new trends and insights into giving and generosity. We explore giving behaviors, contexts and patterns, movement growth, and altruistic motivations to identify and share the best practices that help drive increased generosity globally.

Learn more at www.givingtuesday.org/latinamerica-caribbean/





Executive Summary

How do people give in Latin America and the Caribbean? What do they give, and why? What would motivate them to give more?

These are the essential questions at the heart of the **Generosity in Latin America and the Caribbean Report**, which uses a literature-review approach to delve into the nonprofit and philanthropic sector in the region and highlight historical and contemporary patterns of giving and civic engagement, both formal and informal.

The report examines enabling factors, cultural norms, and obstacles to generosity, stressing the region's unique and understudied nature in global philanthropy assessments. Over 140 international, regional, and national documents were reviewed in preparation for the **Generosity in Latin America and the Caribbean Report** (LAC Report).

The report begins by outlining Latin America and the Caribbean's vast geographic, cultural, and socio-economic diversity. Comprising 33 countries, 17 territories, and over 650 million people—approximately 8% of the global population—Latin America and the Caribbean are linguistically, culturally, and geographically diverse. Spanish, Portuguese, English, French, and Creole dominate, alongside numerous indigenous languages and dialects. This cultural richness is coupled with demographic shifts and a complex cultural heritage. Although most countries are classified as middle-income, persistent inequality within national populations, extreme climate vulnerabilities, and pervasive violence are key drivers in the region's development.

A country-by-country summary of the available information on generous behaviors is provided, organized into four categories: i) Philanthropic environment, ii) Giving behaviors in general (including items or in-kind donations), iii) Money (individual, corporate, philanthropic institutional giving) iv) Time (volunteering).





Key Findings

1. A Distinct Philanthropic Landscape

Latin America and the Caribbean are marked by vast geographic, linguistic, and cultural diversity and shaped by a unique combination of indigenous, colonial, and modern influences. Traditions of community philanthropy, informal giving, and collective action underscore the region’s rich heritage of generosity but are underexplored. These factors create a philanthropic landscape unlike any other and encourage us to question the extent to which research frameworks and methodologies imported from different regions are sufficient to capture the nuances of generous practices in the region.

2. The Data Deficit

Research into prosocial and generous behaviors is insufficient in availability, quality, and depth. Imbalances impede a complete understanding of the philanthropy sector and giving practices, rendering many countries and territories invisible to the global community of researchers, practitioners, and funders.



Existing data tend to focus on the size and structure of nonprofit organizations while offering little insight into givers and their motivations.



Reports that claim global coverage often exclude many Latin American and Caribbean countries and territories. Thirteen of the region’s 33 countries—two in South America, one in Central America, and ten in the Caribbean—are virtually invisible in international and regional studies.



The Caribbean is the most underrepresented subregion, while a few “star” countries, such as Argentina, Brazil, Chile, and Mexico, dominate research due to their larger nonprofit sectors.



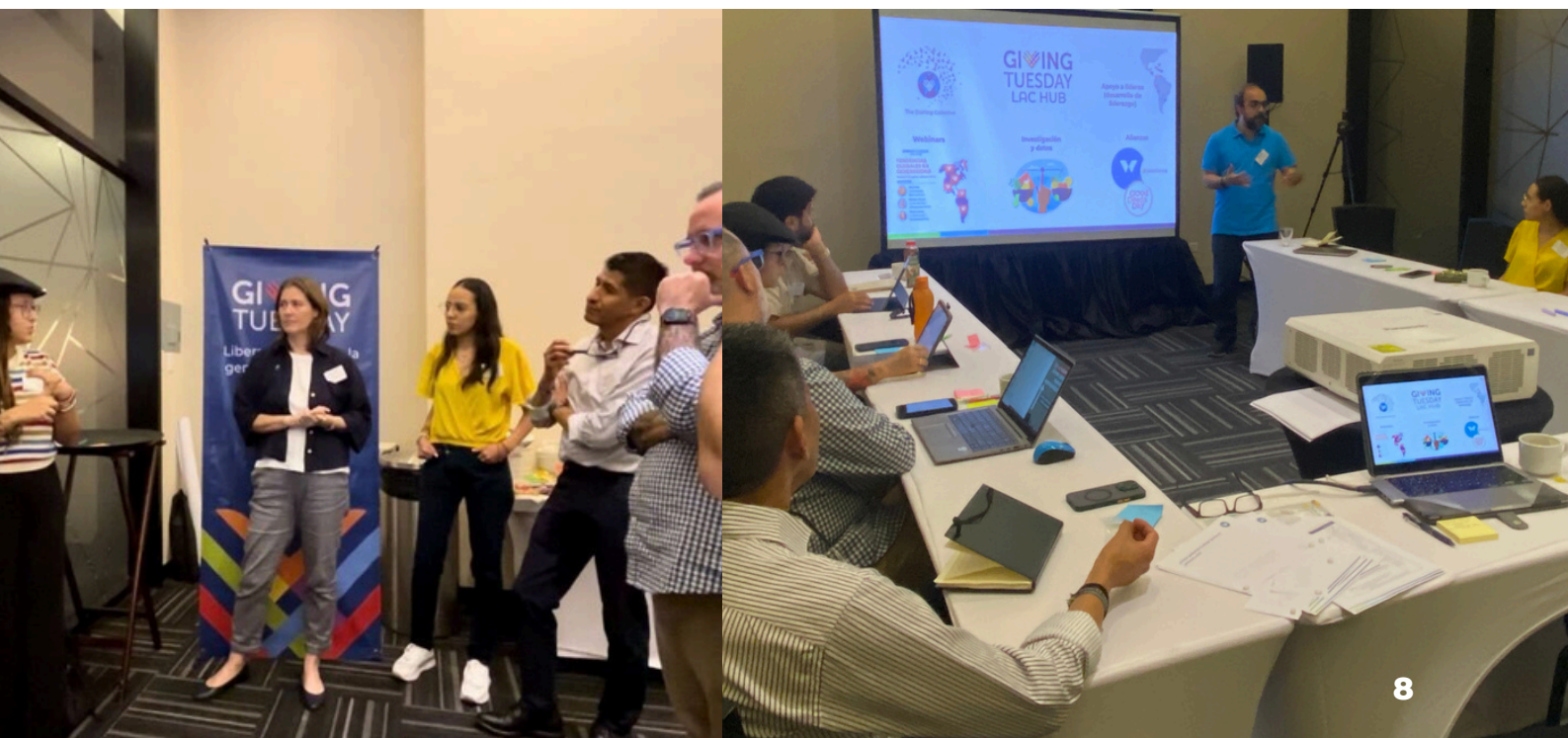
3. Emerging Insights

Identifying common trends in generosity across the region is challenging due to the reasons stated above. However, some tentative observations can be made. According to the most recent version of the World Giving Index (2023), Honduras, Guatemala, and the Dominican Republic stand out as the most generous countries in the region.

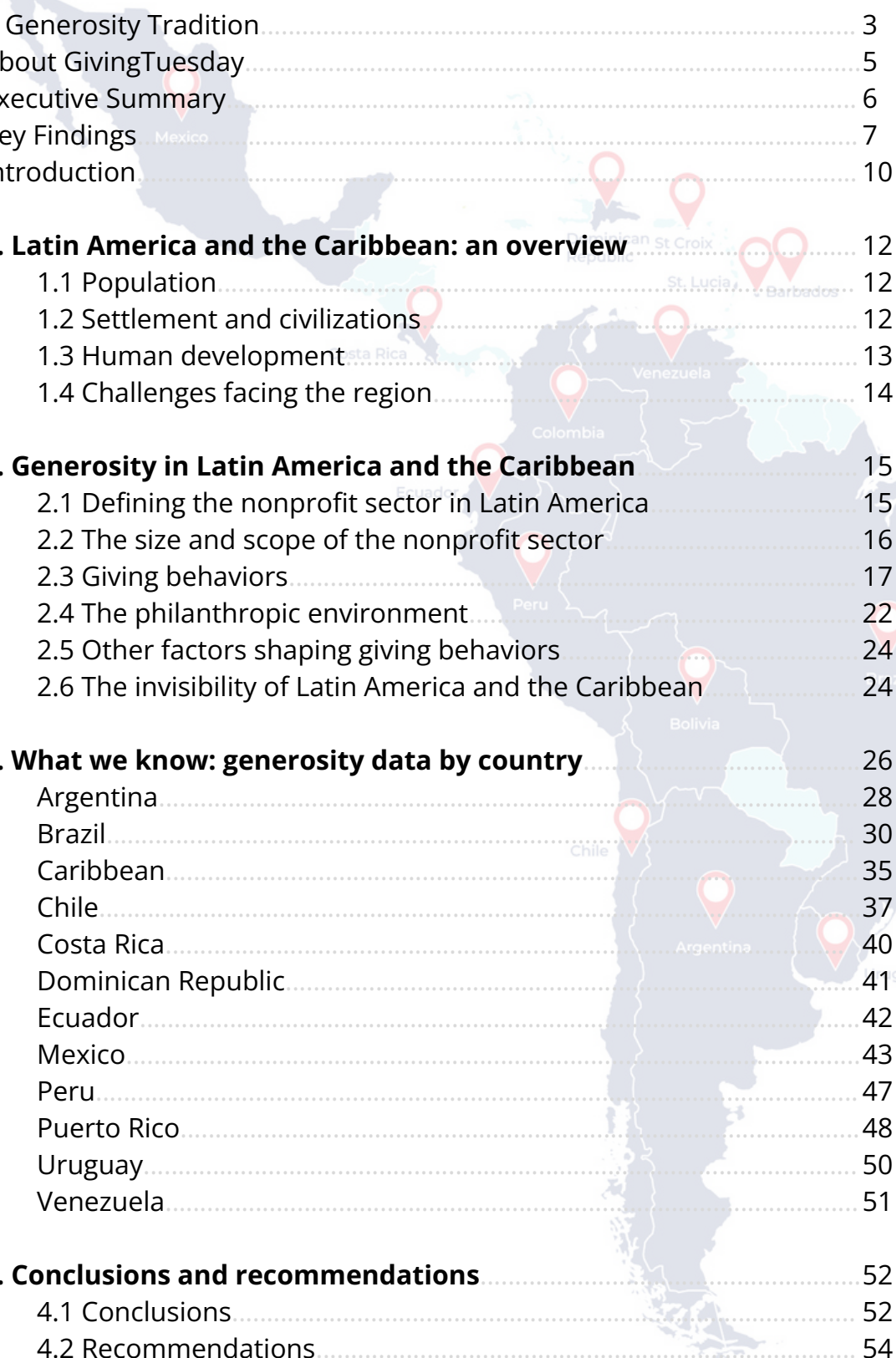
4. Growing our Data Ecosystem Together

The scarcity of robust data has profound implications. Without comprehensive information, Latin America and the Caribbean's philanthropic traditions remain undervalued and underutilized, limiting the ability of researchers, practitioners, and funders to develop strategies that reflect local realities. This gap hampers efforts to build equitable, sustainable development initiatives rooted in the region's strengths.

Collaboration is critical to bridging this data gap and fostering a deeper understanding of generosity and philanthropy. We urge researchers, funders, nonprofit organizations, and the media to come together, invest in research, and partner to share and amplify the impact of new knowledge. By working collaboratively, we can build a more comprehensive, accurate, and inclusive picture of philanthropy in the region and leverage this insight to develop more effective strategies to strengthen philanthropy and its role in fostering sustainable development.



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Introduction

Generosity is a defining feature of our communities. Giving and receiving are universal human practices with roots that go back to the dawn of our societies. Today, generosity is valued not only to address inequalities but also because giving itself cultivates a sense of connection, encourages collaboration, and increases individual and collective well-being.

Yet, for researchers and practitioners of philanthropy and civil society, the ability to determine the scope and scale of generosity and to promote evidence-led decision-making to foster generous behaviors better is directly affected by the availability of reliable research. While the scale and scope of the investigation into philanthropic practices have increased over recent years, much of this has focused on giving within the global north, meaning that scholars of giving in Latin America and the Caribbean are still relying on partial, even anecdotal, information, or struggling to extrapolate the relevance of results from one country about to the sociodemographic, cultural and/or economic context of another.

For these reasons, this report focuses squarely on generosity in Latin America and the Caribbean. By presenting an overview of what is known about giving — in all its expressions — in the countries of this large and varied region, we hope to encourage all types of actors in the philanthropy ecosystem to use the data that is already available and to identify the areas that merit further study in the future.



- The first chapter reviews the socioeconomic context in which giving takes place, while the second chapter surveys the patterns of formal philanthropy (the nonprofit sector) and other giving practices across the region. They will be particularly useful to those unfamiliar with Latin America and the Caribbean or who wish to establish comparisons with other continents or regions.
- The third chapter presents a country-by-country review of giving trends and participation, looking at the philanthropic environment, general giving behaviors, and the giving of money and time.
- In the fourth chapter, we present our conclusions, addressing not only the scale and scope of generosity in Latin America and the Caribbean but also the strengths and weaknesses of the related data landscape.
- Finally, in the final chapter, we outline our projects and present the ways that you can join the movement with us.



This report is based on literature review, organizing and sharing research highlights in the public domain. In that sense, it can neither be said to be comprehensive nor entirely representative. We have reviewed over 140 academic papers, journal articles, and sector-specific reports submitted by colleagues and peers across the region, and found inherent discrepancies in the number of sources and quality of research relating to each country.

Nevertheless, this report does represent an essential starting point. Over the last decade, the GivingTuesday Data Commons has pioneered various innovative data-driven approaches that have generated quantitative and qualitative leaps forward in understanding, measuring, and boosting giving. In other words, it has “provided to the social sector what the commercial sector has long benefitted from big data to drive better decision-making, build a more resilient social sector, and accelerate equitable social innovation”¹.

The time is right for practitioners and researchers across Latin America and the Caribbean to have access to similar tools and knowledge.





1. Latin America and the Caribbean: an overview

From the deserts of northern Mexico to the polar climes of Chile, the islands of the Caribbean to the rainforests of Brazil, the highlands of the Andean countries, and the grasslands of Argentina, Latin America, and the Caribbean are vast regions. Just as diverse as its topography are its numerous ethnicities, languages, and cultures, all of which have shaped how we live and give in modern times.

1.1 Population

For most official purposes, Latin America and the Caribbean are deemed to consist of 33 sovereign states. However, a more expansive view is often required given that the region includes numerous dependent territories, ranging from Puerto Rico, with a population of over 3 million, to islands such as Montserrat or Saint Barthélemy, with populations of less than 10,000. (World Population Review, 2024)

In terms of population, the region is home to 662 million people. This number represents 8% of the global population and is significantly more than the 378 million that live in the US and Canada, yet fewer than the 745 million in Europe. (World Population Review, 2024) Demographic changes are underway, however. Latin America is expected to reach its maximum population in 2056 and is already undergoing significant aging: in the 1950s, only 5% of the population was over 60 (similar to Africa at that time). In 2100, this figure will be approximately 38%, similar to Europe. (CEPAL, 2022)

1.2 Settlement and Civilizations

Although referred to as the “new world” by European explorers, humans arrived in the Americas in ancient times by crossing the Beringia land bridge formed between Siberia and Alaska during the last ice age. One of the oldest archaeological sites is Quebrada Jaguay on the Peruvian coast, which dates to 13,000 - 11,000 years ago. (TheScientist, 2020) It is believed that Trinidad was the first Caribbean island to have been settled as early as 8000 BCE (Boomert, 2016). More famous are the complex cultures that flourished from as early as 1500 BCE including the Mesoamerican civilizations of the Olmecs, followed by the Aztecs and the Maya, or the Andean cultures such as the Incas, Moche, Muisca and Cañaris. Quito is believed to be one of the oldest continuously inhabited cities in South America, founded in around 980.

The region's denomination as “Latin” America and the Caribbean stems from its shared experience of conquest by the Spanish and Portuguese from the 1500s onwards, who in turn brought the Latin or romance languages that now dominate



the continent. The colonial experience is also a defining feature of the history of the Caribbean islands. However, the contribution of the English, French, and Dutch empires led to a more diverse linguistic and cultural colonial heritage.

1.3 Human development

In recent decades, the region's development has been characterized by multiple transitions to democracy, rapid urbanization, and the drive to boost economic growth and reduce poverty. However, even though Latin America and the Caribbean have officially become a middle-income region, this classification masks huge disparities between income and levels of human development.

For example, according to the 2023-24 Human Development Report (UNDP, 2024):

- Argentina, Barbados, Chile, Costa Rica, Panama, Trinidad and Tobago, Uruguay, and Panama show “very high” human development.
- Many Caribbean nations, Mexico, Brazil, and Colombia, have “high” human development.
- Venezuela, the Central American countries of El Salvador, Nicaragua, Guatemala, and Honduras are considered “medium” human development nations.
- Haiti has “jumped” from the category of “low” human development to “middle” last year.

As a result, Latin America and the Caribbean rank above Sub-Saharan Africa and South Asia in terms of human development but lag behind Europe, Central Asia, East Asia, and the Pacific.

While this data compares human development across countries, in income and human development disparities are also hugely significant within countries.

Indeed, inequality is one of the key distinguishing features of the region.

Using the Gini coefficient as a measure, Latin American countries score between 38 and 58, evidencing much higher levels of wealth inequality among citizens than in Europe (26 to 40) or North America (32 to 40). Latin America may have relinquished the position of being the most unequal region in the world, but it remains a close second. (UN, 2021)



1.4 Challenges facing the region

What does the future hold for Latin America and the Caribbean and the quality of life of its inhabitants? On the one hand, the deterioration of ecosystems and decline in biodiversity, exacerbated by extractive and unsustainable economic models, have made the region more susceptible to climate change with subsequent effects on agriculture, health, and migration.

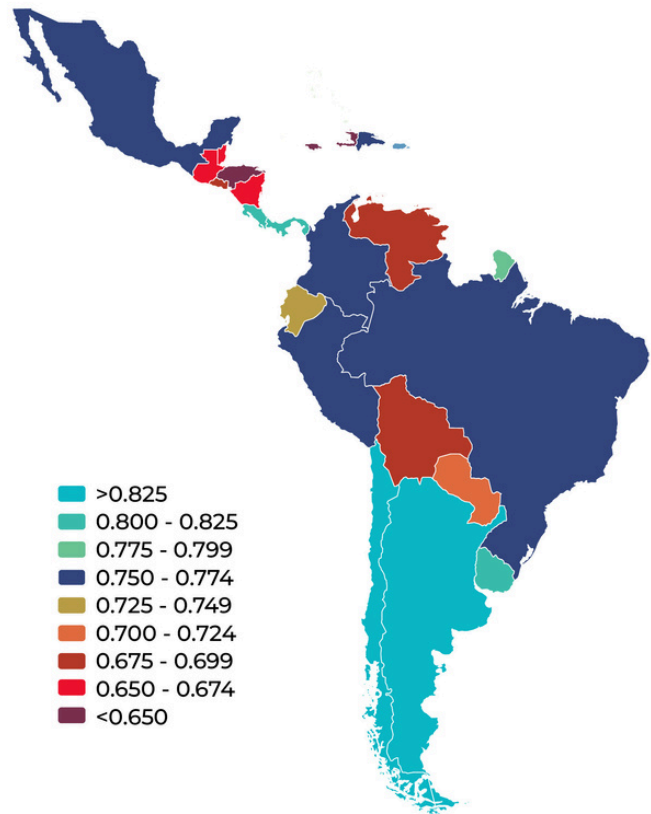
Furthermore, persistent inequality and increasing violence compel millions of individuals to endure a continual state of insecurity, with often dire consequences. In addition, inequality and discrimination remain present and of grave concern; despite legislative changes aimed at advancing gender equality, deeply ingrained social norms and behaviors in the region

expose women and girls to discrimination, while indigenous peoples also battle for the recognition of their rights, especially in states which are unwilling to recognize the ethnic diversity on which they were founded.

Finally, there is consensus across the region that development efforts should focus on effective governance. However, given that “three in four Latin Americans believe that their countries are governed in the interest of a few powerful groups and just one in four has some or much confidence in their government” (UN, 2021) this remains an uphill struggle.

While many hope to see the strengthening of legitimate institutions, the rule of law, and access to justice over time, in the meantime, most Latin Americans are pragmatic: they pride themselves on their resilience and optimism and make use of their ingenuity and connections to get around suboptimal governance and better deal with the unexpected challenges of daily life.

Map of the Latin American countries by Human Development Index in 2021



Source: Human Development Report 2023/2024

2. Generosity in Latin America and the Caribbean

Societies across Latin America and the Caribbean have rich and longstanding traditions of giving and receiving. These traditions are upheld by descendants of diverse indigenous groups and have been incorporated into contemporary society in various ways. The Catholic faith and the institutions introduced during the colonial period have also played an overwhelming role in shaping how generosity is expressed across the region.

2.1 Defining the Nonprofit Sector in Latin America

States in the region grant the right of freedom of association by creating civic, nonprofit, and nongovernmental organizations. These can be known by different names in different places:

- “Nonprofit organization” or “nonprofit association” are the most frequently used terms across the region.
- Some countries use the term “nongovernmental organization” (NGO), notably in the southern cone and Argentina.
- Since 2004, “civil society organization” (CSO) has been Mexico's catch-all term for nonprofits. In that year, an influential 2004 law recognized the role of civil society in public policy and social development.

Pablo Marsal Baraldi (2009) explains that “In this part of the world, the confusion around the concepts of ‘civil society’; ‘third sector’; non-governmental organization (NGO); civil society organization (CSO); and so on, still prevails, and practitioners and colleagues use them alternatively.”

As for terms for referring to the sector as a whole:

- “The philanthropic sector” traditionally referred to charitable activities carried out by the church and economic elites but has now evolved to refer to all institutions and voluntary groups leveraging private resources for the public good.
- The term “third sector” is widely used to refer to all associative actors outside the public or private sectors.
- The term “social and solidarity economy” is gaining traction for the growing number of organizations working at the intersection of social impact and enterprise.

The sector's heterogeneity is further reflected in the diverse legal and fiscal structures that governments provide to create social good organizations.

Most countries have provisions for associations and foundations, while others recognize cooperatives, non-profit corporations, trusts, and more.



Countries	Association	Foundation	Cooperative	Non-profit Corporation	Trust	Endowment	Charitable Corporation	Society
Argentina	✓	✓		✓				
Barbados	✓	✓		✓	✓			✓
Bolivia	✓	✓	✓	✓			✓	
Brazil	✓	✓						
Chile	✓	✓						
Colombia	✓	✓	✓	✓	✓			
Costa Rica	✓	✓	✓	✓				
Ecuador	✓	✓						
Jamaica	✓	✓			✓	✓	✓	✓
Mexico	✓	✓	✓		✓	✓		
Peru	✓	✓	✓					
Uruguay	✓	✓	✓			✓		
Venezuela	✓	✓	✓					

Legal forms of Nonprofits in Latin American and Caribbean Countries.

Source: Rules and Incentives: Mapping the Legal Framework for Non-profit Organisations and Philanthropy in Latin America and the Caribbean

Nevertheless, while incentives such as tax exemptions and access to public funding often motivate individuals to organize as legally established organizations, these can be difficult to set up as they require significant investment in time and funds, not to mention the bureaucratic processes involved.

Therefore, as with many aspects of life in Latin America, the informal coexists alongside the formal, and a wide variety of other organizational structures exist to enable generosity, such as landless and homeless movements, giving circles, generosity community campaigns, etc.

2.2 The size and scope of the nonprofit sector

Between 1990 and 2010, the Johns Hopkins Comparative Nonprofit Sector Project carried out systematic surveys in Latin American countries, enabling comparisons between the region’s size, structure, and development of civil society.



At that time, Latin American countries were deemed to have “middle-sized” nonprofit sectors, with Argentina being shown to have a nonprofit sector only slightly smaller than Western European countries. In comparison, Mexico’s sector was smaller than those of Eastern European countries. (Salamon, Sokolowski and Anheier, 2000)

Since its closure, it has been challenging to understand the sector's size clearly, given the increasing variety of nonprofit taxonomies and the blurring of the boundaries between nonprofit and social economy organizations.

The American nonprofit GlobalGiving, a platform connecting donors to organizations worldwide, launched in 2024 the GlobalGiving Atlas, comprising a database of nonprofit organizations in 75 countries, 10 of them in Latin America and the Caribbean. GlobalGiving says that these are the existing numbers of nonprofits in the following countries:

Country	Argentina	Barbados	Brazil	Chile	Costa Rica	Dominican Republic	Ecuador	Mexico	Panama	Venezuela
GlobalGiving Atlas	164.225	2.313	1.949.526	356.797	3.170	8.051	68.037	45.433	1.518	336

Number of nonprofit organizations in selected LAC countries.

Source: GlobalGiving Atlas

2.3 Giving behaviors

The size and scope of philanthropic organizations represent how people self-organize to mobilize money, time, and talent to intervene in issues of social interest. However, this means only one side of the coin. To fully understand generosity in the region, it is vital to study the flow of resources to those organizations and other social good initiatives, as well as the motivations that boost or inhibit people’s willingness to give to and through them.

As within other regions, the most common modes of giving are:



Any gift of money to an individual or organization outside the family. This includes monetary donations given by individuals directly, by individuals through the companies they work for, or by businesses or public sector organizations in the form of grants. Legacy giving and investment



giving (such as donor-advised funds) are much less developed than in Europe and North America. Remittances, the money migrants send back to their countries of origin, are of much greater significance but may not count as philanthropic giving if the primary recipients are immediate family members.



Refers to any gift of a material object, such as food, clothing, personal products, or furniture, to an individual or organization outside the family. Examples include companies donating products or items no longer in use or individuals giving new or secondhand items.



All forms and contexts of voluntary giving of time (and talent) to an individual or organization outside of family. This can be organized as individual one-off activities, regularly as committed volunteering or pro bono work, or on a sporadic basis organized for groups by companies or educational institutions.



Any proactive advocacy, public endorsement, or promotion of a cause.

The World Giving Index recognizes that “what constitutes charity and generosity differ across cultures” when measuring giving behaviors. Therefore, the index focuses on three cross-cultural human behaviors: helping a stranger, volunteering time, and giving money.



Highlights from the 2024 edition regarding Latin America include:

- Seventeen out of thirty-three countries in Latin America and the Caribbean are included in the research.
- Honduras is the highest-ranked country in the region, 40th position.
- None of the ten most generous countries are in Latin America and the Caribbean.
- None of the Latin America and Caribbean countries rank in the top or bottom ten in measured behaviors.
- Central America and South America rank in the middle of the seventeen regions measured by the World Giving Index; the Caribbean is not presented as a stand-alone region.



Country	Rank	World Giving Index	Helped a Stranger	Donated Money	Volunteered
Bolivia	73	40	68%	22%	30%
Brazil	86	38	65%	29%	21%
Chile	83	39	66%	33%	17%
Colombia	102	36	67%	18%	21%
Costa Rica	69	40	71%	28%	22%
Dominican Republic	50	43	71%	23%	25%
Ecuador	109	33	61%	19%	19%
El Salvador	97	37	64%	18%	28%
Guatemala	42	44	69%	24%	39%
Honduras	40	45	69%	33%	33%
Mexico	104	35	64%	22%	20%
Nicaragua	76	40	66%	25%	28%
Panama	82	39	65%	23%	28%
Paraguay	54	43	66%	31%	32%
Peru	79	39	68%	39%	19%
Uruguay	77	39	69%	31%	19%
Venezuela	68	41	73%	19%	31%

Generosity rankings and percentage of Latin America and Caribbeans countries.

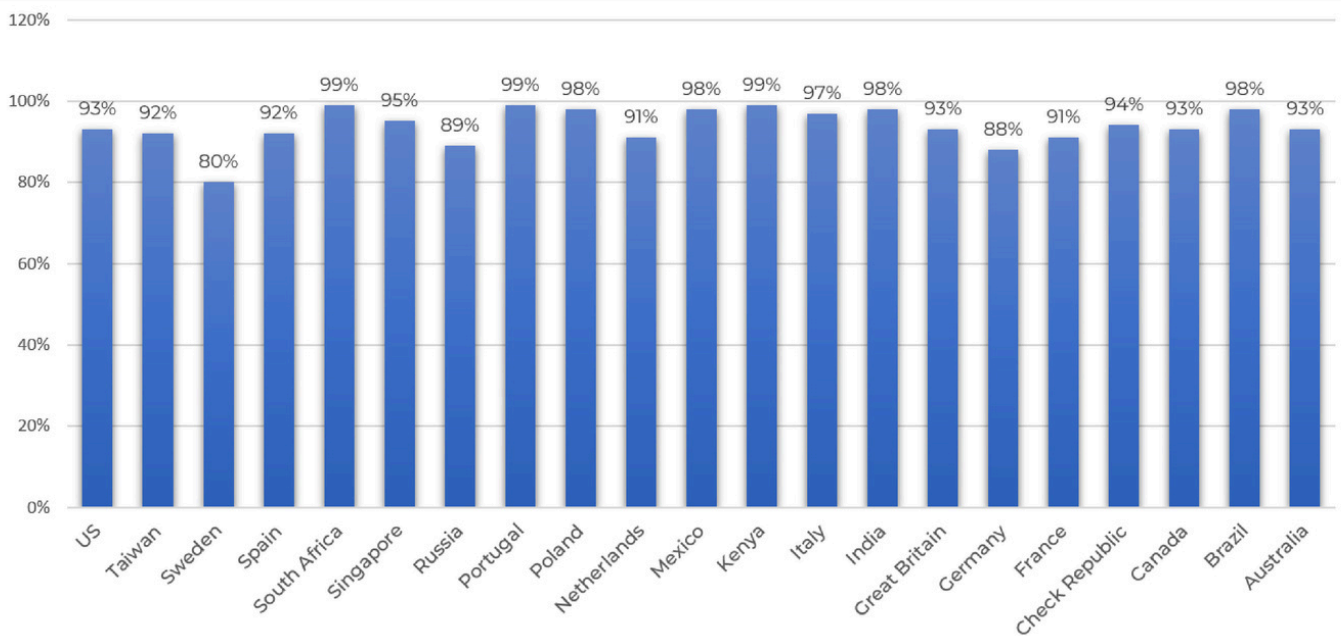
Source: World Giving Index (2023)



Similarly, GivingTuesday's Data Commons' work shows that generosity in Latin America and the Caribbean is expressed in many ways, not just through monetary donations. When multiple modes of giving are surveyed, "we consistently find the most generosity in less wealthy countries - those with lower Gross National Income per capita." (GivingTuesday, 2023)

GivingTuesday's country-specific research has focused on Brazil and Mexico to date. However, the results are enlightening:

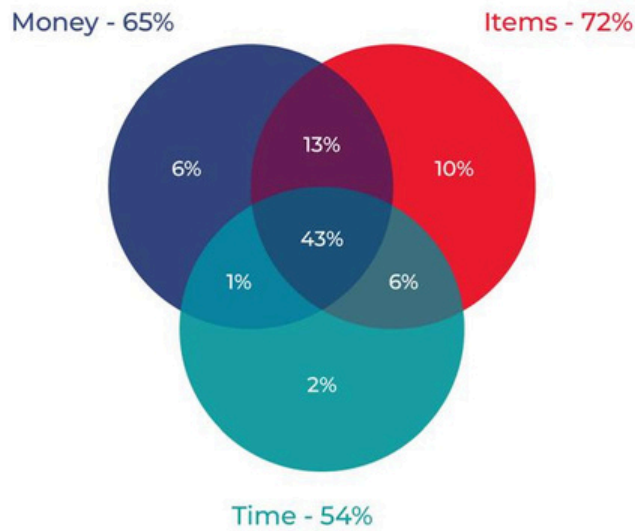
- 98% of those surveyed in Mexico and Brazil state that giving is essential to them, a higher percentage than all other countries surveyed, except for South Africa, Kenya, and Portugal.
- In Mexico and Brazil, people give most often to individuals, and they do so much more than they give to established nonprofits or community groups. This "informal" giving is the opposite of the trend in the US, Canada, and the UK, where significantly larger numbers of people give only "formally" to established charitable organizations.



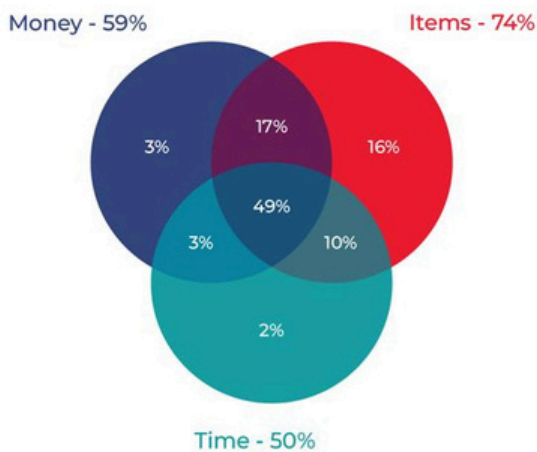
Percentage of people who say giving is important to them.
Source: From Scarcity to Abundance: Mapping the Giving Ecosystem



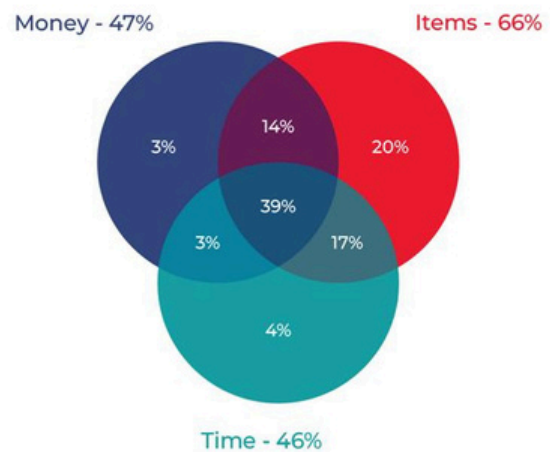
ALL COUNTRIES



BRAZIL



MEXICO



Global Giving by Gift Type

Source: GivingTuesday Lookback Reports 2022 and 2023

Regarding volunteering specifically, the UN has calculated that if the work of volunteers in Latin America and the Caribbean were combined, they would represent an estimated 13.3 million full-time volunteers in the region. (UN, 2018)

Young people are often explicitly encouraged to volunteering. 90% of the universities surveyed in 2019 promoted or coordinated volunteering activities. 7 in 10 aligned their volunteer programs to the SDGs, while 5 in 10 linked volunteering to social entrepreneurship. However, the gap between practice and research is evident in that more than 8 in 10 do not conduct investigations or research on volunteering. (CELAV, 2019)



2.4 The Philanthropic Environment

Personal considerations, capacity, and external factors can motivate an individual to give. These factors create a multifaceted environment in which giving is encouraged or inhibited.

The most well-researched of these factors is the “enabling environment,” the combination of legal or fiscal incentives and/or restrictions that “influence the capacity and propensity of individuals and organizations to freely engage in philanthropic activities in a sustained and effective manner.” (IU, 2022)

Of the factors in the enabling environment, the most well-known one is the ability for donors to deduct their donation from their annual income tax liability. While this is standard practice in countries across the region, Cemefi’s 2020 comparison of 16 national legal frameworks revealed that the percentage that the total donors can deduct from their income tax ranges from 1% in Panama to 5% in Guatemala, 10% in Costa Rica and Peru, and up to 75% in Uruguay. (CEMEFI, 2021)

WINGS provides an excellent summary of the broader enabling environment in their report *Rules and Incentives: Mapping the Legal Framework for Non-profit Organizations and Philanthropy in Latin America and the Caribbean* (Aninat, Vallespin and Villar, 2022). Some of the findings are:

- All Latin American and Caribbean countries have tax incentives for donations except Ecuador. Uruguay does not offer tax incentives for individual donations, though it does offer them for companies.
- In a small group of countries (Bolivia, Brazil, Chile, Colombia, and Mexico), there is a general donation tax and an exemption for specific purposes defined in the legislation.
- Only one-third of the countries analyzed allow inheritance to be donated with tax incentives.
- Tax deductions are the dominant type of incentive for both individuals and companies. Only Colombia, Chile, and Uruguay have tax credits.
- Nonprofits are income tax exempt except in Chile. Over half of the countries analyzed also exempt non-profits from property taxes.
- There is legislation on endowments only for the following countries: Barbados, Brazil, Colombia, Jamaica, Mexico, El Salvador, and the Dominican Republic.



Indiana University's Global Philanthropy Environment Index 2022 studied the environment for philanthropy in 91 countries of the world, considering six factors:

1. Ease of operating
2. Tax incentives
3. Cross-border philanthropic flows
4. Political environment
5. Economic environment
6. Socio-cultural environment

Thirteen Latin America and the Caribbean countries were evaluated, receiving scores ranging between 1.50 and 5.00. The main conclusions were:

- Barbados and Chile are the only countries in Latin America and the Caribbean with scores over 4;
- Most countries in the region range between 3 and 4;
- Venezuela has one of the lowest scores in the world, below 2.





2.5 Other Factors Shaping Giving Behaviors

Equally important as factors in the giving environment, but less rigorously researched, are the cultural norms and social narratives, that is, the “rules governing accepted or valued charitable and philanthropic behavior and the replicable, archetypal stories that have developed to make sense of that behavior.” (Soskis, 2021) For example, among nonprofit leaders, there is a commonly held belief that individuals in Latin America and the Caribbean are very generous in response to the humanitarian needs sparked by natural disasters. However, this does not translate into sustained interest in giving when the emergency has passed. Further research is required into this assertion and the broader attitudes and belief systems that shape people’s decisions to give, what to give, and to whom.

Many aspects of the giving environment are likely of great significance but have been overlooked by mainstream studies in philanthropy. For example, it is difficult to find studies of traditional giving practices practiced by indigenous peoples, which have permeated wider society. Another example that has recently come to the forefront is how patriarchal attitudes and gender discrimination have affected philanthropy and the study of philanthropy. Preliminary conclusions from an investigation carried out by Ellas (Uruguay) and Comunalía (Mexico) in 2023 reveal how giving to grassroots women’s activists and collectives is “off the radar” in terms of mainstream philanthropy and research. (Roitstein and Thompson, 2022)

Finally, advances in digital technology have significantly shaped the giving environment, but they have yet to be the subject of research in the region.

2.6 The Invisibility of Latin America and the Caribbean

There are a number of high profile reports on philanthropy at a global level, the most recent and widely cited of which are:

- World Giving Index (2023)
- Global Philanthropy Environment Index (2022)
- Rules and Incentives: Mapping the Legal Framework for Non-profit Organisations and Philanthropy in Latin America and the Caribbean (2022)
- CIVICUS Civil Society Index (2024)

Of these reports, three are global and one is regional, presenting a perspective from Latin America and the Caribbean (Norms and Narratives). Three provide data about philanthropy and generosity, while one (the CIVICUS Civil Society Index) is broader and studies the political context in which civil society operates worldwide.

Upon further examination, we found that:

- The reports have not covered 13 of the 33 countries—one in Central America, two in South America, and ten in the Caribbean.



- The Caribbean region receives less attention than countries in Latin America. Jamaica and Barbados receive more coverage other Caribbean countries.
- Eight countries in Latin America and the Caribbean are represented in all the studies: Argentina, Bolivia, Brazil, Chile, Ecuador, Mexico, Uruguay, and Venezuela. Except for Mexico, they are all in South America.
- The Norms and Narratives report, which focuses only on Latin America and the Caribbean region, studies the most countries in the region.

Upon reflection, it is clear that most Latin American and Caribbean countries are consistently not considered in global studies focusing on philanthropy and generosity.

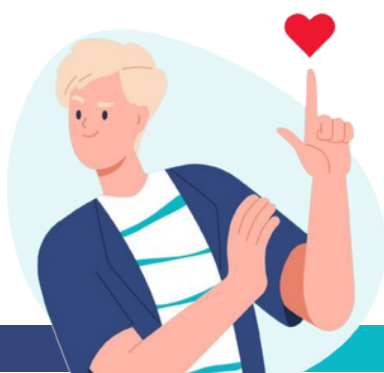
Contry	World Giving Index	Global Philanthropy Index	Norms and Narratives	Civicus
Antigua & Barbuda				
Argentina	✓	✓	✓	✓
Bahamas				
Barbados		✓	✓	
Belize				
Bolivia	✓	✓	✓	✓
Brazil	✓	✓	✓	✓
Chile	✓	✓	✓	✓
Colombia	✓	✓	✓	
Costa Rica	✓	✓	✓	
Cuba				
Dominica				
Dominican Republic	✓		✓	
Ecuador	✓	✓	✓	✓
El Salvador	✓		✓	
Grenada				
Guatemala	✓			✓
Guyana				
Haiti				
Honduras	✓		✓	✓
Jamaica		✓	✓	✓
Mexico	✓	✓	✓	✓
Nicaragua	✓		✓	✓
Panama	✓		✓	
Paraguay	✓		✓	
Peru	✓	✓	✓	
St. Kitts Nevis				
St. Lucia				
St. Vincent and the Grenadines				
Suriname				
Trinidad & Tobago				
Uruguay	✓	✓	✓	✓
Venezuela	✓	✓	✓	✓

Total countries	18	13	19	12
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Comparing Global Reports covering LAC countries

Source: multiple reports

A few can be considered “data stars” and included in all relevant reports. However, Latin America and the Caribbean as a region is generally understudied, and most countries are invisible to international studies covering most of the world.





3. What we know: generosity data by country

How do people give? Why do they give? What motivates them to give more? These are essential questions that we need to make to understand generosity better and be better equipped to inspire more people to give.

The data presented in this chapter represents a review of existing research on the philanthropic environment and generous behaviors in each country in Latin America and the Caribbean. Sources include official government statistics, academic papers, stakeholder reports, and original research by GivingTuesday teams.

In the following section, we present information on ten of the 33 countries in Latin America, Puerto Rico (officially a US territory but part of GivingTuesday's LAC Hub), and the Caribbean. The GivingTuesday movement is formally active in 16 of the 33 countries and in one territory.

Given that the quantity and quality of available data varies enormously from country to country, we have opted to present each country's profile using the following categories:

- Philanthropic environment
- Giving behaviors in general
- Money (individual, corporate, philanthropic institutional giving)
- Time (volunteering)







Argentina

www.undiaparadar.org.ar/

1. Philanthropic environment

Unlike in other countries in the southern cone, Argentina has no formal body linking the government to the nonprofit sector, and state funding policies can sway according to the ideology of the party in power.

Despite the absence of a specific legal framework that indicates the role of grant-making organizations in Argentina, “second-level” organizations play an important role in granting funds to operational or “first-level” nonprofits. In 2018, Berger & Roitter calculated that companies led 61% of foundations, 28% were independent, and 11% were family foundations. They posit that the fact that wealthy Argentines have traditionally held a significant proportion of their inheritance abroad removes the “material bases for broader individual or institutional philanthropic behavior.”

2. Giving behaviors in general

The Universidad Argentina de la Empresa (2020) conducted an online solidarity questionnaire during the pandemic. The 1080 respondents were residents of the greater Buenos Aires region, and the report revealed that:

- 66% of respondents had provided some kind of help to others during the pandemic.
- 49% of respondents believe supporting vulnerable people is the exclusive responsibility of the government.

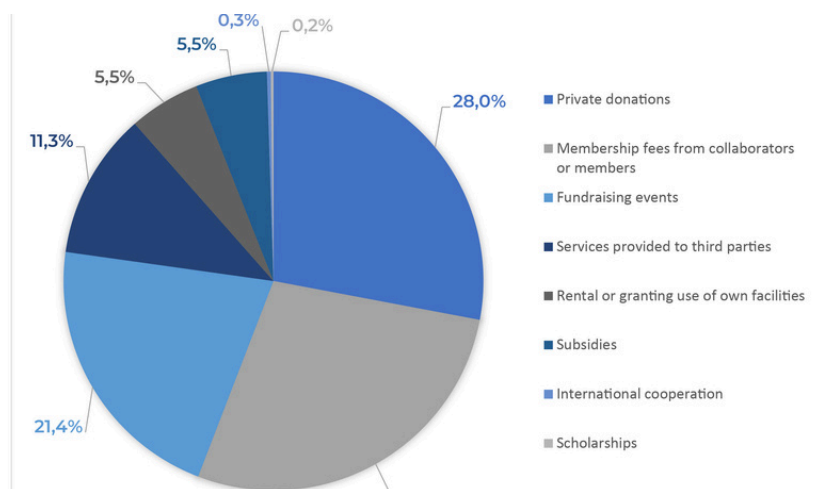
Of those individuals that hadn't helped others, 41% affirmed it was because they did not know who or how to help, and only 16% because they were simply not interested.

3. Giving money

The 2021 report “La Realidad Social de las OSC de Argentina” by the Universidad Nacional de San Martín y Fundación SES para Sociedad Civil en Red found that individual private donations and quotas paid by associates, collaborators, or members are the most common source of nonprofit income in the country (55.9%). In their words, “civil society organizations are mostly supported by people who are committed to their causes and their members and associates.”



The study also revealed that while 52% of nonprofits have participated in calls for funding by third-party actors (“convocatorias”), 43.5% of nonprofits had not, for unknown reasons.



Main source of income for Argentinian nonprofits

Source: La Realidad Social de las OSC de Argentina

In a different approach, a 2022 report, “Argentines and Donations,” coordinated by Qendar, Voices!, and CIS-UdeSA, collected 1229 online responses and conducted six focus groups. The study found that 74% of Argentinians believed that donating is good, which rose to 86% among current donors. However, a minority of individuals believed that “donating money is an activity only for the rich,” and the belief that the government and companies should fund nonprofits was still significant.

Participants reported receiving relatively few requests for monetary donations, with only 2 in 10 Argentinians receiving an invitation in the previous 12 months. On the other hand, 6 out of 10 participants declared themselves willing to donate money in the next year; those who would not donate stated that the main reason would be financial, but also because of their distrust in nonprofits and/or the lack of transparency regarding the use of the funds.

4. Giving time

According to the 2022 study, “Los Argentinos y el Voluntariado” by Voices!, volunteering thrives in Argentina, occurring across demographic groups and growing among young people. Volunteers indicated they were motivated by volunteering, which improved their mood and gave them a greater sense of connection with the country.





Brazil

www.diadoar.org.br

1. Philanthropic environment

According to the federal statistics agency Instituto de Pesquisa Econômica Aplicada - IPEA (2024), Brazil has 879,326 nonprofits.

The 2020 Census by Grupo de Institutos, Fundações e Empresas (GIFE) identified that, amongst its members, 54% are corporate foundations, 20% are family foundations, 15% are independent, and 11% operate as businesses. The majority of them (84%) have been created since 2000 and 46% since 2010, showing the rapid growth of this type of organization in Brazil in recent decades.

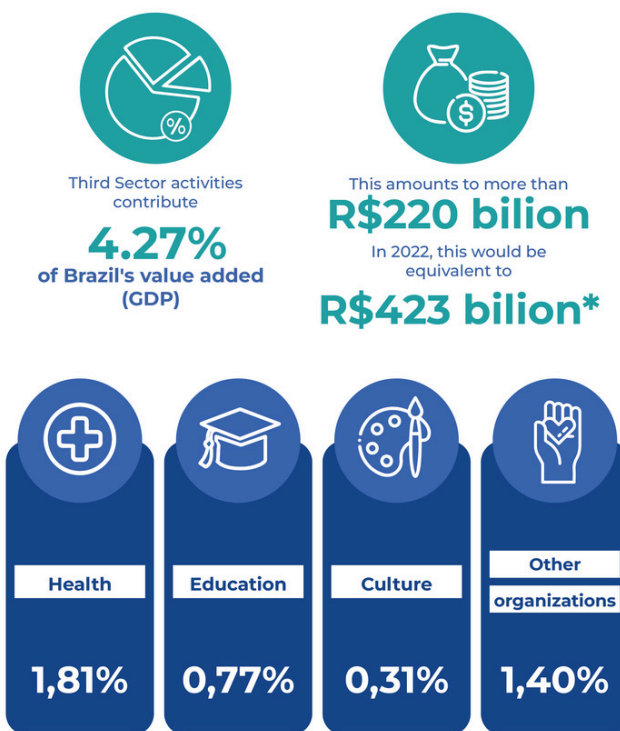
In terms of overall contribution to the economy, the Brazilian third sector added 220 billion reais in 2022, the equivalent of 4.27% of the country's gross domestic product. (Sitawi, 2023)

This contribution is bigger than the auto manufacturing (1.73%) and almost as large as the contribution of agriculture (4.57%) to the economy.

Health (1.81%), education (0.77%) and culture (0.31%) are the sectors that add the most to the country's economy.

The Brazilian third sector generates 6 million jobs positions.

Considering the analysis based on these four economic activities and the Third Sector as a whole (direct and indirect effects), it is possible to conclude that:



*Estimation by Sitawi based on Brazil's 2022 GDP at current prices.

The economic impact of Brazilian nonprofits
Source: *Contribuição Econômica das OSCs*

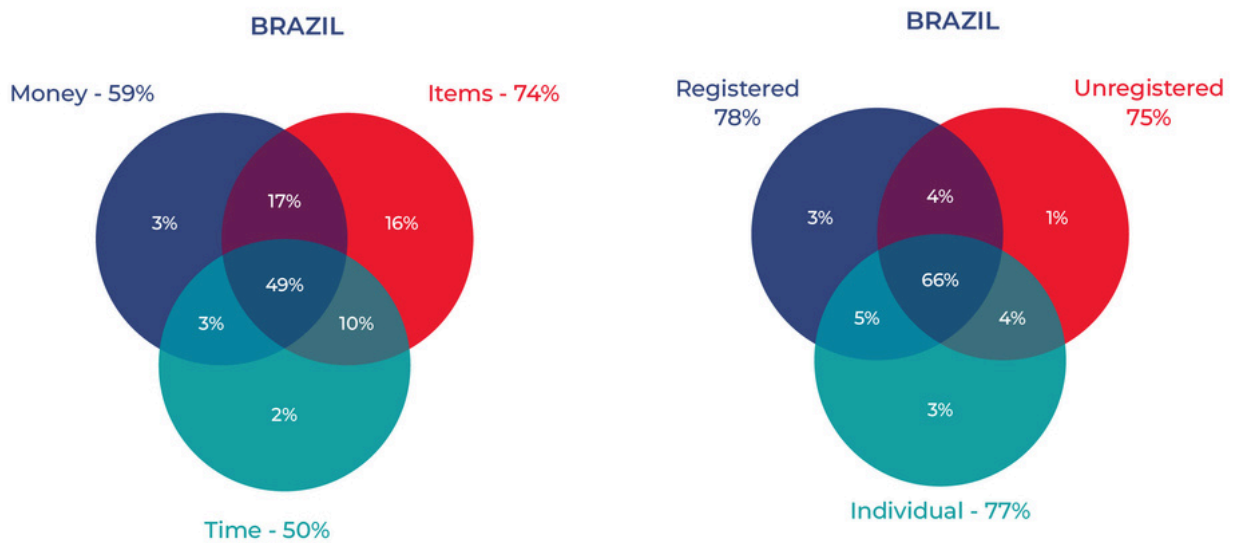
Despite the sector's undoubtedly large and significant role, the outlook could be more optimistic. In GIFE's census, which compared 2019 and 2020, most grantmaking organizations (63%) indicated that the operating environment is worsening.



2. Giving behaviors in general

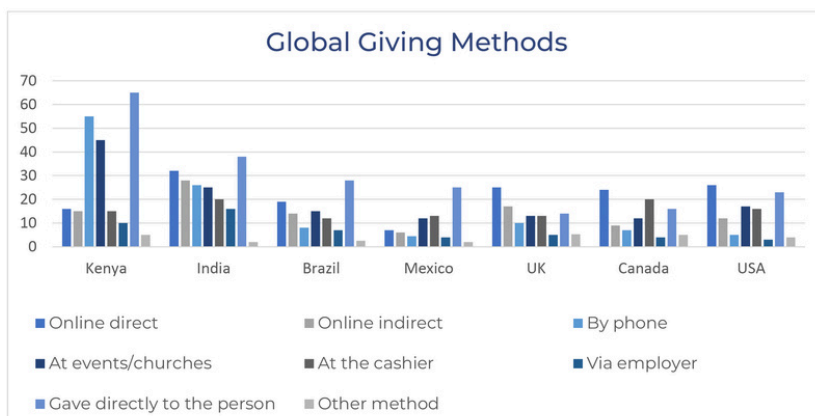
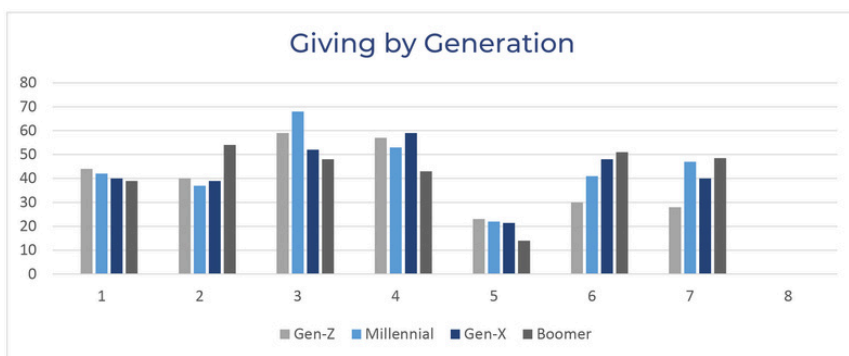
Brazil's nonprofits have access to a broader range of data on giving and volunteering than other countries in the region.

GivingTuesday's Data Commons research shows that in 2023, 59% of Brazilians gave money, 74% gave items, and 50% donated their time. In 2022 (GivingTuesday), the most common behavior was giving in all three ways. 78% of individuals chose to give to registered organizations, 75% to unregistered groups in the community, and 77% to individuals, with 66% giving to all three recipients.



Brazil Giving by Gift Type

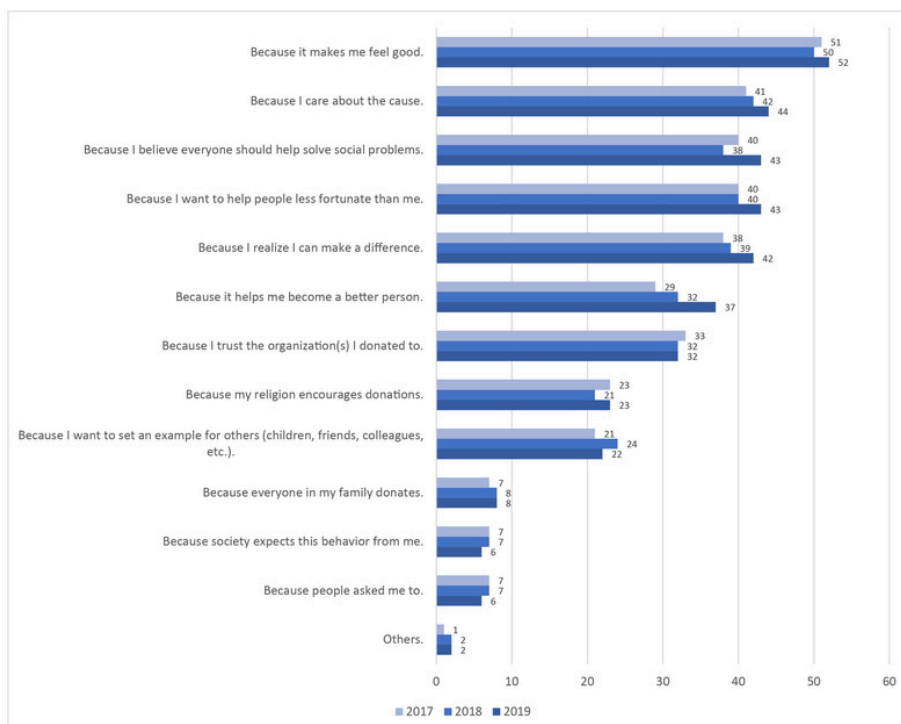
Source: GivingTuesday Lookback Reports 2022 and 2023



The Brazil Giving 2021 report by Charities Aid Foundation (CAF) was based on online interviews and found that eight in ten Brazilians believe that social organizations positively impact society, up from 73% in 2018. The survey included questions on trust for the first time, showing that the confidence level in international nonprofits is 53%, ten points greater than the level of confidence in national-level organizations (43%). Despite this, more than half of the respondents indicated they prefer to give to local causes. Across the board, women displayed slightly more positive perceptions and trust in nonprofits than men. For example, more men than women (24% to 18%) believed that international nonprofits often do more harm than good.

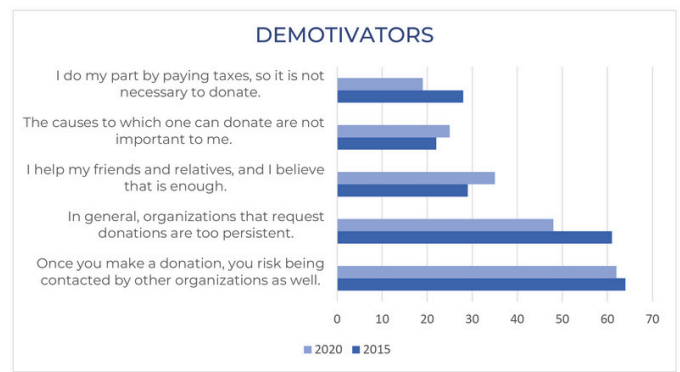
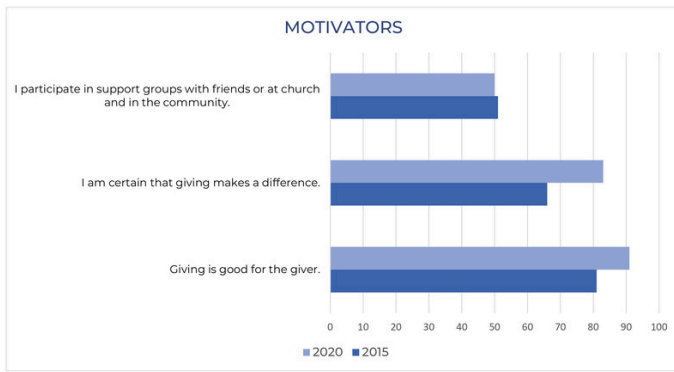
Brazilians also think that companies have an essential role in communities: 86% agree that Brazilian companies should support local communities, and 83% think that international companies should support the communities in which they operate. The Doação Brasil 2022, published by IDIS, adds to this picture, stating that institutional donors strongly believe in co-responsibility (governments, companies, civil society organizations, and individuals) rather than non-donors and/or non-institutional donors. This suggests a shift towards a worldview of engagement and participative collaboration as a route to changing our society.

The Doação Brasil report also includes information on the factors that motivate people to give. As in previous years, “it makes me feel good” is the most common reason expressed by 52% of respondents. However, “concern about the cause,” “the belief that we all need to contribute to solving social problems,” and “the desire to help less fortunate people” are also common motivations.



Which of the following factors are reasons, or not, for you to have donated money in the last 12 months/4 weeks?

Source: Doação Brasil 2022



People who say giving is important to them
 Source: Doação Brasil 2022

3. Giving money

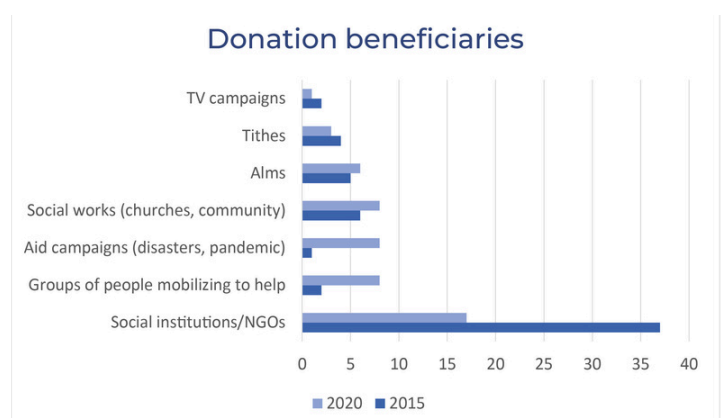
“Social investment” and “private social investment” are often synonyms for institutional philanthropy in Brazil. According to the 2022 Census by GIFE, 4.8 billion Brazilian Reais were invested by foundations and philanthropic organizations, a 10% decrease compared to the 2020 edition, but a 20% increase compared with 2018. Most of the investment was spent internally by the organizations (either on staff or their own projects) and 37% of it was donated to other nonprofits. (GIFE, 2022)

This upward trend is reflected in the figures reported by Benchmarking do Investimento Social Corporativo (BISC), which show a dramatic increase in funds invested in 2020. However, this falls back in 2021, indicating a likely correlation with activities to support communities in the COVID-19 pandemic.

Regarding individual giving, according to the CAF Brazil Giving, four-fifths (78%) of people had carried out at least one charitable activity in the 12 months before the survey, with 67% having donated money. The most prevalent causes that received donations (and volunteering actions) remained the same as in previous years:

- supporting religious organizations (49%)
- support for children or young people (39%)
- combating poverty (30%).

However, the subsequent Pesquisa Doacao Brasil showed that the pandemic had generated changes in donor preferences, with support for “combating hunger and poverty” taking over from “health, children, the elderly” as the most supported. (IDIS, 2022)



Source: Pesquisa Doação Brasil

The same report shows how people vary in their recipients and forms of giving: In 2015, 37% of donations were given to nonprofits, but by 2020, this figure was 17%, with more funds being given to mutual aid and direct support initiatives. The authors question whether this increased support for initiatives led by groups of people is a temporary effect of the pandemic or will continue.

Datafolha's "Percepção e Prática de Doação no Brasil" (2022) report states that 31% of Brazilians gave money to a nonprofit, church, or other social impact initiative in 2022. This figure rises to 49% of Brazilians with higher education and 46% of Brazilians in socioeconomic classes A and B.

The Doação Brasil 2022 Report provides detailed information on individual giving. Key findings include:

- The average donation was R\$617, which is above the average in 2018 (R\$532) and 2017 (R\$594)
- People aged 25 - 34 years were more likely to give money when compared to the population as a whole (77% compared to 67%).
- Two-thirds (65%) of donors give in cash, but online and contactless donations are increasing.

4. Giving time

Volunteering is widely accepted in Brazil as an edifying activity that provides opportunities to help others, strengthens a sense of citizenship, and contributes to personal development. According to the Doação Brasil 2020 Report, 53% of Brazilians volunteered in the previous 12 months, which remained stable between 2017-20.

The 2021 "Pesquisa Voluntariado no Brasil" based on interviews with over 2,000 individuals, revealed that 56% of respondents had participated in voluntary work at some point in their lives. However, only 34% were active volunteers, and only 12% claimed to participate in volunteer activities regularly. In addition:

- 51% of volunteers are women
- 40% of volunteers are aged 30 - 49, the largest age cohort
- 50% of volunteers have completed their secondary education, and 27% have completed higher (tertiary) education

The average length of participation in voluntary activity is 10 years, although younger people typically volunteer for between 1 and 3 years.

When asked to comment on their motivations, "solidarity" was the most popular reason for volunteering. "Religious motivations" have decreased in importance as a motivation (from 22% in 2011 to 11% in 2021), as has "making a difference" (down from 32% to 9%). In line with the GivingTuesday findings, many volunteers are open to giving time: 95% also give items (food, clothes, and toys, for example), and 50% also give money. (Naccache, 2022)



Caribbean

<https://givingtuesdaybarbados.org/>

<https://www.instagram.com/givingtuesdayec/>

1. Philanthropic environment

Given the Caribbean islands' and states' different levels of development and governance, it is challenging to conclude the philanthropic context. Sharilyn Hale (2015) suggests that nations' relatively recent transition to independence has focused on nation-building, simultaneously affecting the capacity to build the nonprofit sector.

Capacity in the sector continues to grow thanks to initiatives to improve leadership, increase levels of skills, and boost collaboration within the sector. However, Hale concludes, "In the absence of large-scale government funding, the sector is under-financed and under-resourced, which impacts their effectiveness and ability to scale solutions to regional social and economic issues. Furthermore, nonprofits' lack of capacity and ability to deliver quantifiable impact has been documented as a barrier to philanthropic giving and donor confidence."

2. Giving behaviors in general

There has been more work on mutual aid among Caribbean immigrants in the US than in the Caribbean.

With reference to traditional giving practices, Hale references 'jollification' in Anguilla, 'adjupa' in Grenada and 'coup de maine' (helping hand) in Dominica and St. Lucia, recognising that the practice of mutual support was evident in people's daily activities, from helping one another with agricultural tasks and home building.

3. Giving money

Though little information is available about how or why people give money across the Caribbean, Watermark researches the region's most affluent donors. Led also by Hale, the 2022 report highlights that people rarely give because of tax incentives but instead because of family influences, social connections, and a sense of religious and moral duty. However, the lack of formal giving structures and the value placed on privacy mean there is uncertainty regarding donation trends in the region.



Hale also points out that the wealthy elite of the Caribbean are global citizens. So, “they may not restrict their giving to the Caribbean, especially when they are identified and courted by organizations in the US, Canada, and Europe with well-established and sophisticated fundraising programs.”

The report reveals two similarities with givers across the Latin American region: people’s generosity is often displayed in response to emergencies, and givers give in more than one way; “volunteerism and donations go hand in hand,” states Hale.



1. Philanthropic environment

As far back as 2006, the Chilean nonprofit sector represented 1.5% of GDP and employed 2.6% of the economically active population. This was double the size of its counterparts in Brazil or Colombia in terms of total employment and only second to Argentina in size in terms of paid employment. (Salamon, 2006)

In 2020, after introducing a new taxonomy to classify nonprofits, the "Mapa de Las Organizaciones de la Sociedad Civil" identified 319,819 active organizations, 80% of which were community organizations and 10% of which were foundations and associations. Of the total, approximately 85,000 were created in the previous 5 years, indicating that nonprofits were growing in number faster than businesses in the same period.

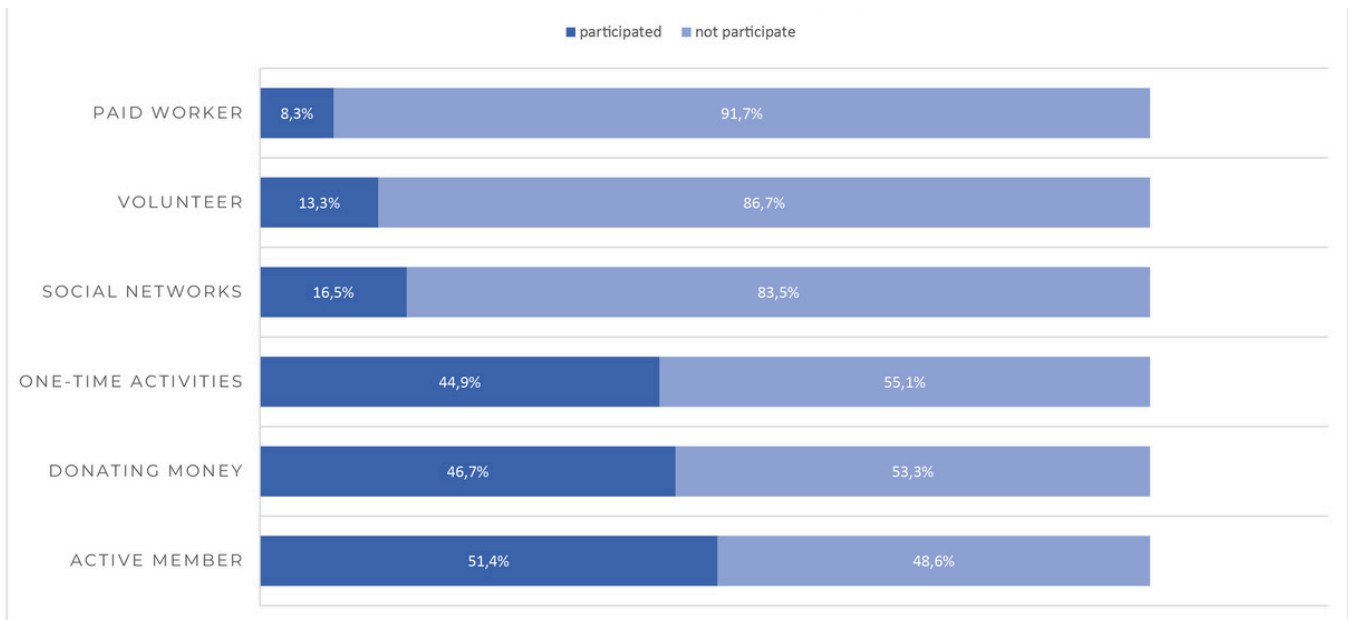
This quantitative work is complemented by the qualitative insights presented in the 2019 Barometro de la Filantropía published by the Centro de Filantropía e Inversiones Sociales (CEFIS) at Adolfo Ibáñez University. Among other key findings, the authors assert that the legal framework in Chile is complex and unattractive and that the lack of transparency, impact evaluation, and accountability does reduce trust. Overall, however, they believe Chileans have a moderately high level of trust in the donation system and that there is a positive perception of the operational capacity of nonprofits.

2. Giving behaviors in general

In 2011, the Chilean government passed a law (number 20.500) that assigned permanent funds from the national budget to non-profit organizations. In subsequent data, "Forty-one percent of the income received by non-profits in 2017 came from different state-funded programs and subsidies (Irrazaval, Streeter, 2020). The same authors found out that income for civil society organizations during 2015 was the equivalent of USD 3.581 million, of which governmental sources provided 49 percent, that is USD 1.754 million." (Irrazaval, Streeter, 2020)

Another CEFIS report, "Filantropía Local, Desafíos y Buenas Prácticas en Chile", published in 2019, studies monetary and non-monetary contributions. It reveals that despite the enormous growth in the number of nonprofits, the sector has yet to see a corresponding increase in philanthropic donations. Amongst nonprofits that engage in fundraising, businesses are their principal source of financial support, and individuals provide in-kind donations. (CEFIS, 2022)

A 2016 study by the Centro de Políticas Públicas at the Universidad Católica found that 70% of Chileans value nonprofits highly, and 29% of respondents had participated with a nonprofit in the past year either as a volunteer, an active member, a paid member of staff, a volunteer, a donor, through social media activism or in specific activities, such as taking part in events or campaigns. It states that this level of participation is higher than in Brazil or Argentina, like European countries such as Portugal and Italy, but lower than in the US and Canada.



People who have participated in a civil society organization in the last 12 months

Source: Mapa de las Organizaciones de la Sociedad Civil

3. Giving money

According to the "Barometro de Filantropía en Chile", donations fell from 154 billion pesos in 2014 to 150 billion in 2017. However, donations via electronic platforms doubled from 42 billion in 2014 to 82 billion pesos in 2018, averaging 23% yearly growth. (Vallespin e Aninat, 2019).

Large businesses and family foundations are among the most active donors. However, when individuals do give money:

- 44% of people give up to 3,000 pesos monthly
- 37% of people donate up to 10,000 monthly
- 19% give more than 10,000 pesos each month

The causes most supported are education, social development (including community development and efforts to overcome poverty), early childhood, and the elderly.

4. Giving time

In 2022, 80% of Chileans had volunteered in the last 12 months, according to the "Encuesta Nacional de Voluntariado y Solidariedad" led by Fundación Trascender in 2023. This represented an increase from 64% in 2018.

The survey also showed that 54% of Chileans volunteer once a month or more and that volunteers are spread out relatively equally among age groups. The most significant proportion of volunteers - 40% - do so to help neighbors, family, or friends, while 36% do so in support of community organizations, foundations, and nonprofits, and 25% volunteer to support the church. (Trascender, 2023)

The reasons expressed for volunteering range from "it makes me feel good" and "I contribute to a more supportive country" to "it lets me share my knowledge and experience with others" and "it is my civic duty." On the other hand, the principal motivations for not taking part in volunteering were, "I do not have time," "I do not know where or how," "economic concerns," and finally, "I prefer to spend my free time with those close to me."



Costa Rica

www.instagram.com/givingtuesdaycostarica

1. Philanthropic environment

The 2022 Global Philanthropy Environment Index Costa Rica (IU) states that solidarity is a substantial cultural value in Costa Rica and that the philanthropic sector continues to develop. However, despite the public sector's interest in growing philanthropy, this “has not resulted in concrete efforts on behalf of the government,” and “legislation is outdated, vague, and inconsistent.” As a result, there is a high level of informal and non-institutionalized philanthropy. The fiscal crisis and the COVID-19 pandemic have tightened nonprofit tax benefits.

On the other hand, Costa Rica has seen heightened interest in developing the “Social and Solidarity Economy,” arising partly due to the 2015 executive decree declaring that this was of public interest.

3. Giving time

Information published by UN Volunteers in 2019 shows that 68% of Costa Ricans volunteer. However, participation among young and older people is between 10% and 20%. Women are slightly more active than men, making up 58.4% of volunteers.





1. Philanthropic environment

According to the Centro Nacional de Fomento y Promoción de las Asociaciones Sin Fines de Fucro (2022), there are 8,614 registered nonprofits in the Dominican Republic, although in reality there may be more than 20,000.

Year	Public Benefit	Mutual Benefit	Mixed	Inter-Associative	Foreign	Total
2003	5	2	0	0	0	12
2004	12	0	0	0	0	12
2005	118	17	12	0	0	147
2006	271	149	40	34	1	495
2007	255	197	51	2	2	507
2008	320	254	60	5	0	639
2009	408	196	75	4	1	684
2010	501	351	65	12	1	930
2011	637	316	100	12	1	1066
2012	550	252	61	14	6	883
2013	768	426	78	14	14	1300
2014	751	406	52	9	2	1220
TOTAL	4596	2566	594	106	28	7890

SECTOR	Total by Sector	Percentage
Not Classified	11	0.17%
Presidency	2406	36.75%
Education	1681	25.68%
Health	716	10.94%
Sports	389	5.94%
Agriculture	291	4.44%
Women	215	3.28%
Environment	219	3.35%
Culture	198	3.02%
CONANI	96	1.47%
Youth	119	1.82%
Science and Technology	43	0.66%
Industry and Commerce	70	1.07%
Attorney General's Office	28	0.43%
Labor	37	0.57%
Tourism	28	0.43%
TOTAL BY REGION	6547	100%

New organizations / number of existing nonprofits in the Dominican Republic

Source: Informe Anual de Rendición de Cuentas de las Asociaciones Sin Fines de Lucros

In 2016, Alianza ONG reported that Dominican Republic nonprofits had seen a decline in international funding since the country was categorized as “middle income” but that alliances with companies were growing due to increasing interest in corporate social responsibility.





Ecuador

1. Philanthropic environment

The 2022 Global Philanthropy Environment Index for Ecuador (IUPUI) states that while public policy does not restrict philanthropic giving, it does not actively promote it through incentives or tax exemptions. Ecuador lacks a law regulating the functions of nonprofits since the Organic Law on Civil Society Organizations has been on standby in the National Assembly since 2020.

Corporate social responsibility is growing as a mechanism that encourages investment in philanthropy, but in 2011, “less than 10 percent of companies invest in the community through philanthropic actions” (Barragán, 2011).

2. Giving behaviors in general

Ayni and Minka are traditional expressions of communal solidarity and reciprocity present in Andean civilizations, often describing the collective effort of individuals to help one another during times of need or crisis. According to Murillo (2009) “Nowadays, it could be a minga to build a new school, to complete the harvest, or even to find a lost child.” A minga can only be carried out after deliberation and consultation with the people.

Other collective giving activities have been practiced in the Andean Region since Inca Times, but references are hard to find and likely require further investigation in anthropological papers.





Mexico

www.undiaparadar.mx

1. Philanthropic environment

Cemefi's Compendio Estadístico del Setor no Lucrativo (2021) thoroughly reviews the philanthropic ecosystem, beginning with a census of nonprofits. In 2021, it found 64,272 civil society organizations in Mexico, of which 46,403 (72%) were registered nonprofits.

In economic terms, civil society represented 1.3% of GDP in 2020: 160 million pesos generated in goods and services plus 119,099 million pesos in volunteer work. However, goods and services fell by 7% in 2019, and the value of volunteer work fell by 15%, a decrease attributed to the COVID-19 pandemic (USAID, 2021). In 2021, nonprofits employed 664,399 individuals, and 1,674,230 contributed to a volunteer capacity.

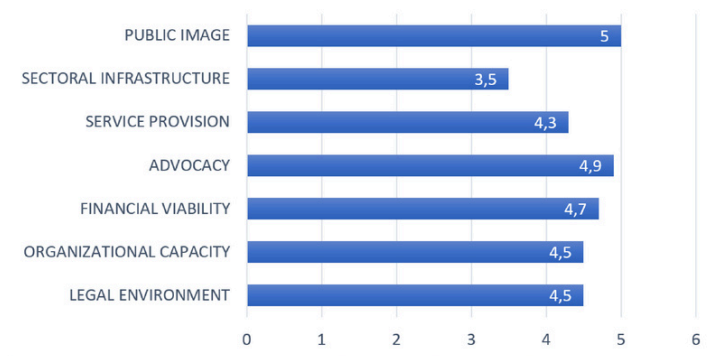
The growth in the number of registered nonprofits has slowed down significantly in recent years after more than a decade of constant development. For example, the number of organizations included in the Federal Registry of Nonprofits grew by only 31 organizations in 2021, compared to 185 in 2020 and 531 in 2019. Similarly, the number of nonprofits authorized to receive tax-deductible donations grew by less than one percent in 2021, at 9,673. Of these, the vast majority (6,133) provide social care for vulnerable groups, while the remaining nonprofits work across education, culture, social development, or funding other nonprofits. (CEMEFI, 2021)

Moving beyond the numbers, the Civil Society Organisations Sustainability Index for Mexico (USAID, 2022) is an annual publication that monitors the sustainability of civil society sectors regarding the legal environment, organizational capacity, financial viability, advocacy, service provision, sectoral infrastructure, and public image. The document covering 2021 reports a sustainability score of 4.5, a decrease of 0.3 points since the initial study in 2018. This decline was driven by deterioration in the legal environment and advocacy dimensions. However, the infrastructure supporting the sector improved slightly with increased access to training.

The same report highlights that, at 46 organizations per 100,000 citizens, Mexico's nonprofit "density" is lower than that of other Latin American countries, such as Brazil (170 organizations per 100,000 citizens), Argentina (270), and Chile (650). (USAID, 2022)



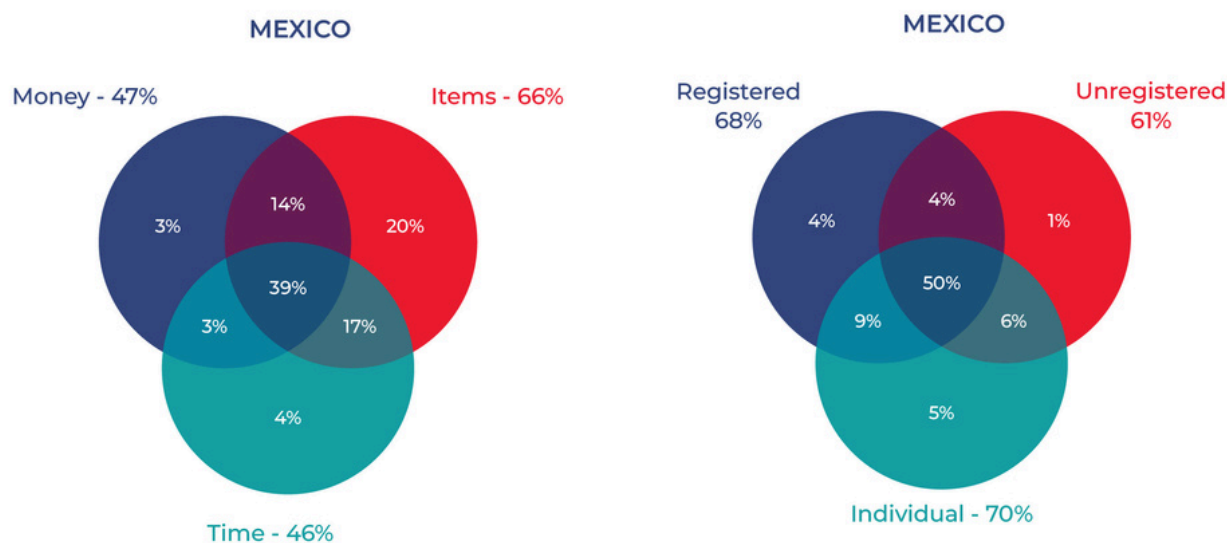
OVERALL CSO SUSTAINABILITY: 4.5



2. Giving behaviors in general

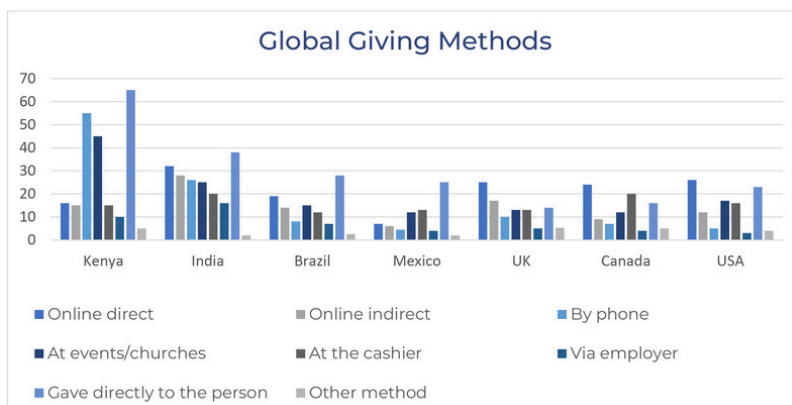
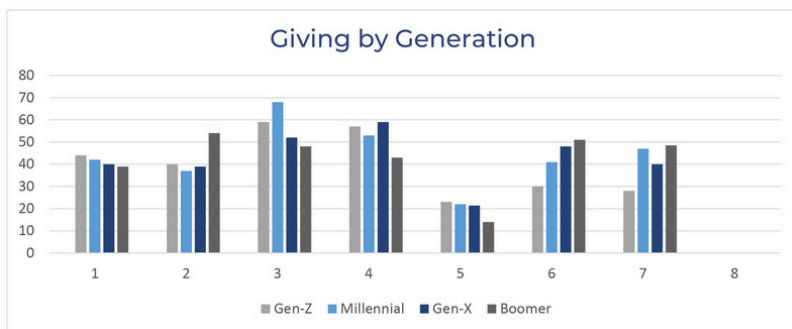
Large numbers of Mexicans give to others, but the type of gift and recipient vary significantly, and generosity may increase or decrease depending on the source of information. For example, according to the World Giving Index 2023 (CAF), 64% of Mexicans helped a stranger, and 22% gave money, decreasing from the previous year. However, the Encuesta Nacional de Solidaridad y Acción Voluntaria (ENSAV) revealed that 23% gave money in 2021, a decrease of 11% in 5 years (2016 - 2021) and a similar percentage as the WGI. Other types of donations - clothes, food, medicines - also decreased during this period.

The GivingTuesday Data Collective’s research showed that giving in Mexico varies. In 2023, 47% of individuals gave money, 66% donated items, and 46% volunteered, with 39% giving in all three ways. Similarly, one year before (GivingTuesday, 2022), 68% gave to registered organizations, 61% to unregistered community groups, and 70% gave to individuals, with half of individuals giving to all three types of recipients.



Mexico Giving by Gift Type

Source: GivingTuesday Lookback Reports 2022 and 2023



As for what motivates people to give, little research has been carried out. The #YoDonoPorqueMx Initiative by #UnDíaParaDar in 2020 allowed the team to analyze just over 200 self-submitted donor stories. Text-based analysis revealed that the most frequently expressed motivation was “the desire to contribute to positive change,” followed by “satisfaction and personal growth” and “trust.” Only 14% of donors expressed empathy as their main reason for giving, and only 3% cited personal experience as a reason for giving. (UnDíaParaDar Mexico, 2021)

Other studies focus on the level of trust in nonprofits: a 2019 government survey revealed that 58% of Mexicans had “a lot” or “some” trust in nonprofit organizations; this is more than those who trusted the government (51%), but fewer than those who trusted religious organizations (59%), and public universities (75%) for example. (ENCIG, 2019)

3. Giving money

In 2021, donations of 46,571,366,304 pesos were made to legally registered tax-exempt nonprofits in Mexico. Of this, 71% was donated by businesses, foundations, and/or other nonprofits, while individual citizens donated 23%, and 6% came from the public sector. However, the benefits are spread unevenly: the most significant 20 nonprofits (measured in income) received 3,253,950,336 pesos, more than 38% of the total value of donations. (CEMEFI, 2021)

These figures contrast with the volume and sources of income for nonprofits in the USA. In 2020, US nonprofits received 471,440 million dollars, equivalent to 2.25% of GDP. Of this, 78% was given by individuals (69% directly and 9% in legacy gifts), 19% by foundations and 4% by businesses. Mexican nonprofits received 2,669 million dollars the same year, equivalent to 0.25% of GDP. (CEMEFI, 2021)



Regarding individual giving, the number of individuals making monetary donations fell from 57% in 2016 to 23% in 2021. However, the average amount rose from 544 pesos to 1,341 pesos. The vast majority of monetary donations - 71% - are given to other individuals, as in "those who ask," 23% are given as alms or tithes, and less than 1% are donations to registered nonprofits. (Butcher, 2023)

The minimal level of giving to nonprofits should not be seen as a lack of generosity among Mexicans, according to Jacqueline Butcher, author of Generosity III, but rather indicates their preference to give to other people, churches, and community groups, not nonprofits.



Giving in Mexico

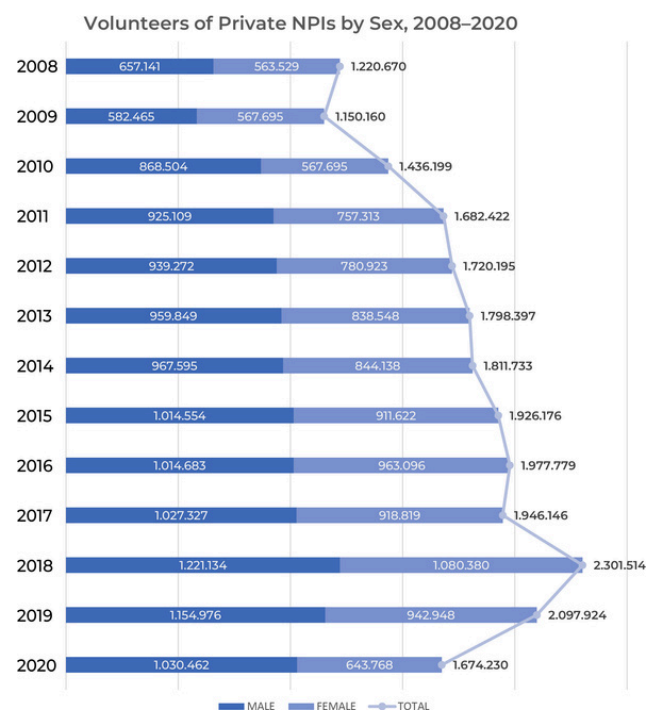
Source: Generosity in Mexico III

4. Giving time

Volunteering is a respected activity in Mexico, but the data offers conflicting information, likely due to different methodologies. On one hand, according to the World Giving Index, the percentage of Mexicans who have given their time has risen from 13% in 2016 and 2017 to 20% in 2023. On the other hand, the National Survey of Solidarity and Volunteer Action reported that 74% of Mexicans had carried out some volunteer action in 2021, down 9% from 2016. (Butcher, 2023)

However, the Instituto Nacional de Estadística y Geografía (INEGI), which counts the number of "volunteer workers," states that participation has been falling since 2018, with the most severe drop of 20% occurring between 2019 and 2020.

This fall is likely related to the "stay-at-home" phase of the COVID-19 pandemic. According to government figures, 1,674,230 were volunteers in 2020, equivalent to 1.3% of the population.



Source: Instituto Nacional de Estadística y Geografía



Perú

www.instagram.com/undiaparadarpe

1. Philanthropic environment

In 2017, the Universidad del Pacifico research estimated 30,000 nonprofit associations and 323 foundations in Peru. In general, nonprofits are small and young: 42% have an annual income under US\$100,000, and 55% were founded after 2000.

According to the Agencia Peruana de Cooperación Internacional (APCI) electronic newsletter from November 2021, there were 2,579 organizations registered with the organization.

The 2022 Global Philanthropy Environment Index (IU) states that, for Peru, "There is not a favorable general policy of incentives, such as benefits or tax exemptions, in favor of the philanthropic sector."

2. Giving behaviors in general

Peruvians have a general knowledge of the existence of the philanthropic sector and participate in philanthropic activities. The results of the Imasen national survey about NGOs in Peru revealed that 52.8% of Peruvians know or have heard about NGOs. Likewise, 51.8% would be interested in volunteering at an NGO.

The Imasen survey revealed that 45.9% of the population have an excellent/reasonable opinion of NGOs, and 33.8% of respondents have a fair opinion (79.7%). Similarly, 57.9% consider that NGOs contribute to the development of low-income populations. The survey also reveals that 28.8% of respondents think providing aid to those in need is the central positive aspect of NGOs; however, 47.9 percent believe corruption is the central negative aspect.





2. Giving behaviors in general

The Giving in Puerto Rico study (2018), led by Flamboyan, the Lilly Family School of Philanthropy, and the Kinesis Foundation, conducted an extensive survey in 2014 to learn how and why people give.

The highest priority areas were social issues, education, health care, economy, and community development. However, “while some social issue priorities are also top causes for receiving charitable gifts (e.g., health care is both a top priority and a top cause for charitable giving by Puerto Ricans), other leading social issue priorities are not preferred charitable giving recipients (e.g., education).” Over 50% of households stated they give to organizations that focus on issues within Puerto Rico as opposed to those that do not take geography into account.

The report highlighted a high level of participation in “informal giving,” that is helping a neighbor or giving directly to a stranger: over 70% of households reported this type of action. Cash, food, and clothing were the most common informal donations.

Among the households that did not give to charity in 2014, the reasons cited were:

- lack of income
- limited information about nonprofits
- lack of trust in nonprofit
- preference for informal giving.

3. Giving money

The same study found that in 2014, 75% of Puerto Rican households gave to charity, which rose to 88% for high-net-worth households. Compared to the mainland U.S., Puerto Rican general population households give at a higher rate, but high-net-worth households give at a lower rate. High-net-worth households were also less likely to use giving vehicles that are popular in the mainland U.S.

When people were asked what motivated them to give, the most common answers were:

- giving back to the community
- giving spontaneously in response to a need
- the belief that their gift can make a difference



4. Giving time

The 2014 study revealed that 39% of general households and 42% of high-net-worth households engaged in volunteering, but most did so less than once a month and typically for youth or church organizations.



1. Philanthropic environment

Uruguay is known for its solid democratic institutions and the stable relationship between the state and civil society organizations. Perhaps as a result, private and international philanthropy is very scarce, and almost all available funds are from state-funded social service delivery programs. (Baraldi, 2022)

3. Giving time

According to a 2019 survey by the government body Ministerio de Desarrollo Social one in four people participated in volunteering activities in the previous year, and 47% have taken part at some time in their lives.



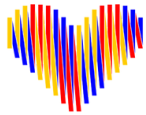
While there is no specific correlation between volunteering and gender (men and women take part in equal proportions), the report points to a link between education levels and volunteering. Among those with primary-level education, only 33% volunteer, but this rises to 62% participation among those with higher education.

The report also points to the importance of family and friends or organization membership as motivations for volunteering.

Most individuals volunteer to support nonprofits, with education and social development nonprofits being the most popular. While most people equate volunteering with ethical beliefs, some identify it with religious practice. Overall, opinions about the value of volunteering are positive, and most respondents do not share the idea that volunteering is a way to obtain “cheap labor.”

Finally, the report concludes with an optimistic picture of volunteering and signals the potential for growth in volunteering among younger and older demographics. The latter is of considerable relevance given Uruguay's aging population.





Venezuela

www.instagram.com/undiaparadarvzla/

1. Philanthropic environment

The 2022 Global Philanthropy Environment Index Venezuela (IU) paints a bleak picture of the philanthropic environment, given how the political and economic situation has restricted philanthropy activities. The government is hostile, viewing philanthropic organizations as adversaries. “Donors may be threatened or coerced by the government through various means,” foreign investors cannot donate unless they procure a permit from the Foreign Investment Agency.

2. Giving behaviors in general

The Global Philanthropy Environment Index Venezuela highlights that other forms of giving, including in-kind donations and volunteering, have been growing due to the restrictive environment.

In addition, the Venezuelan diaspora is active in supporting philanthropy, “developing into a more systematic and organized activity.”





4. Conclusions and recommendations

4.1 Conclusions

The **Generosity in Latin America and the Caribbean Report** provides an overview of what is known about giving - in all its expressions - in each of the countries of this large and varied region. By taking a literature review approach, two types of conclusions can be drawn:

- What can be learned about generosity itself, that is the giving behaviors of people in the region.
- What can be learned about the state of data and research on generosity, that is what we know, and what we do not know.

Regarding the former, it is clear that identifying common trends in generosity across the region is challenging due to the scarcity of available data.

Regarding the latter, there is a significant deficit in the availability, quality, and depth of research into pro-social generous behavior, particularly in the broader philanthropic ecosystem. The data that does exist often focuses on the size and structure of nonprofit organizations (the “demand”) but offers little insight into givers and their motivations (the “supply” in this scenario). Key areas remain underexplored, including the region’s rich traditions of generosity, community philanthropy, and informal giving practices.

While multiple reports and analyses are available for some of the region’s larger countries, the absence of research on its dynamic and fast-growing middle-income nations is startling. Even more striking is that many reports that claim to have a global reach fail to include numerous countries and territories in Latin America and the Caribbean. This reductionist approach overlooks the region’s diversity and complexity and marginalizes many countries, distorting our understanding of philanthropy and the broader landscape of generosity.

In summary, data on generosity and philanthropy in Latin America and the Caribbean is profoundly scarce, rendering most countries in the region effectively invisible to researchers, practitioners, and funders interested in developing a more robust, sustainable civil society.

It is easy to believe this data deficit stems from a lack of resources. Most social sectors in the LAC region lack the infrastructure and resources to conduct comprehensive research on philanthropy and generosity.



However, there are likely other factors at play. Latin America and the Caribbean are not alone in facing underinvestment in social sector research and investigation. This is also the case in Europe: “This data deficit can be explained by the fact that the civil society sector is still not seen as a genuine social area by politics, science, and the general public, and hence is not systematically taken into account, which often prevents its place in the official statistical survey system in many countries. While some components and aspects of civil society are monitored – such as volunteering rates or numbers of sports associations – a holistic approach is still missing” (Strachwitz et al., 2020).

The deficit is likely further compounded in Latin America and the Caribbean by linguistic and cultural barriers. The *Voluntas* 2023 special edition on Latin America and the Caribbean states, “Language can be a barrier in particular. Like other scholars from countries where English is not an official language, our Latin American and Caribbean colleagues feel pressured to publish in English. Meanwhile, vast literature in Spanish, Portuguese, and other languages in the region goes unseen and unrecognized, given the very dominance of English in the so-called global academy.” Finally, Mendonça and Muñoz Grandé (2023), in the same edition of *Voluntas*, highlight the challenges of applying foreign models to the region’s unique contexts, noting that such models often fail to capture local nuances. (A matter GivingTuesday will seek partners to address, in part, through the regional expansion of the *World Giving Index*).

Why does this matter?

The lack of robust data on generosity and philanthropy in Latin America and the Caribbean has significant consequences. Without accurate and comprehensive information, the region’s philanthropic practices remain under-recognized regionally and globally. This invisibility limits the ability of researchers, practitioners, and funders to develop informed strategies and policies. It hampers the growth of effective, equitable, philanthropic ecosystems, as initiatives that foster generosity lack crucial insights into givers and their motivations.

From experience, we know that philanthropy is integral to daily life across the region. People give in many forms, from formal donations to informal acts of support within communities. By better understanding the region's generosity scope, we can develop more inclusive and effective strategies to strengthen philanthropy and its role in fostering sustainable development.



4.2 Recommendations

Accurate data is essential to fostering the growth of generosity in Latin America and the Caribbean. It tells us where to focus our attention while providing a valuable baseline for measuring progress and can help track the impact of initiatives over time. Moreover, reliable data can promote positive narratives, encouraging further investment in capacity building within the philanthropic sector. It can also support advocacy efforts for policy changes, such as improving tax incentives or refining the legal definition of public good, which are crucial to enhancing the sector's effectiveness.

To close the data gap and build a more robust understanding of generosity and philanthropy in the region, our principal recommendations are:

FOR FUNDERS

- Invest in research on philanthropic structures and generosity in the region; partner with research centers to amplify impact.
- Support intermediary organizations working to strengthen the philanthropic ecosystem and grow giving.
- Research is expensive—leverage your funding by joining forces with other funders to attract more support.
- Be inclusive: remember that a few large countries do not define Latin America and the Caribbean; every small territory counts.
- Be generous with administrative costs for research —these are essential for long-term success.



FOR RESEARCHERS:

- Develop qualitative and quantitative research exploring generosity and philanthropy in the region.
- Submit proposals to leading journals to showcase your findings.
- Partner with local nonprofits to conduct joint research, bridging the gap between theory and practice.
- Submit session proposals to non-academic conferences, particularly those focused on fundraising and philanthropy.





FOR THE MEDIA:



- Highlight research findings on philanthropy and generosity in your country.
- Give a platform to nonprofits discussing the importance of giving in building a better world.
- Regularly showcase inspiring stories of individual and corporate generosity.

FOR NONPROFITS:

- Study the data that cover your country and the existing gaps.
- Engage in partnership with local organizations working to strengthen the local philanthropic structure. If they do not exist in your country, work in alliance with other nonprofits to promote their development.
- Run GivingTuesday campaigns to encourage generosity in your community.



FOR FUNDRAISERS:



- Collaborate with scholars on research, using your access to donors and nonprofits to gather valuable insights.
- Submit proposals to academic conferences to share your discoveries and reflections on generosity and giving.
- Engage donors in funding research to understand better and promote philanthropy.

FOR GIVINGTUESDAY LEADERS AND ALL THOSE WORKING FOR A MORE GENEROUS WORLD:

- Share data on giving and generosity to raise awareness.
- Promote campaigns that encourage acts of giving.
- Most importantly, keep doing good—your work creates lasting change!





5. Next steps: get involved

Data gaps, underrecognition of giving practices, and the need for a more robust ecosystem to support philanthropy in Latin America and the Caribbean highlight the importance of a coordinated effort to drive progress.

At the GivingTuesday LAC Hub, we work year-round to celebrate and strengthen the culture of giving so that generosity is central to our cultural landscape. Together with our network of leaders and partners, we work towards a future where generosity, collective action, and co-creation help drive the future of philanthropy in our region. We also expand GivingTuesday's collaborative data work to better inform and inspire the social impact sector in the region.

We encourage stakeholders across all sectors—funders, nonprofits, researchers, and advocates—to participate in these efforts. Through collective work, we can generate the knowledge and data needed to inform strategies, increase engagement, and strengthen the spectrum of philanthropy across the region.

5.1. Join the LAC Data Commons

Contribute to the growing body of knowledge on generosity and philanthropy in the region by participating in or supporting collaborative research projects. By doing so, you can help close critical data gaps and ensure more informed decision-making. Here are just some of the projects we have in the pipeline.



GIVING PULSE

With weekly surveys, it provides the social sector with an updated view of people's generous behavior.



ONLINE FUNDRAISING RADAR

A collaboration between donation platforms, analysts, and associations to monitor and evaluate trends in monetary donations.



LAC GENEROSITY REPORT

It explores the landscape of available data on philanthropy and solidarity in the region, identifying baselines and areas of opportunity.



GENEROSITY, SOLIDARITY AND VOLUNTEERING

In collaboration with CIESC, it will be the first comparative study based on direct surveys of individuals in 10 LAC countries.



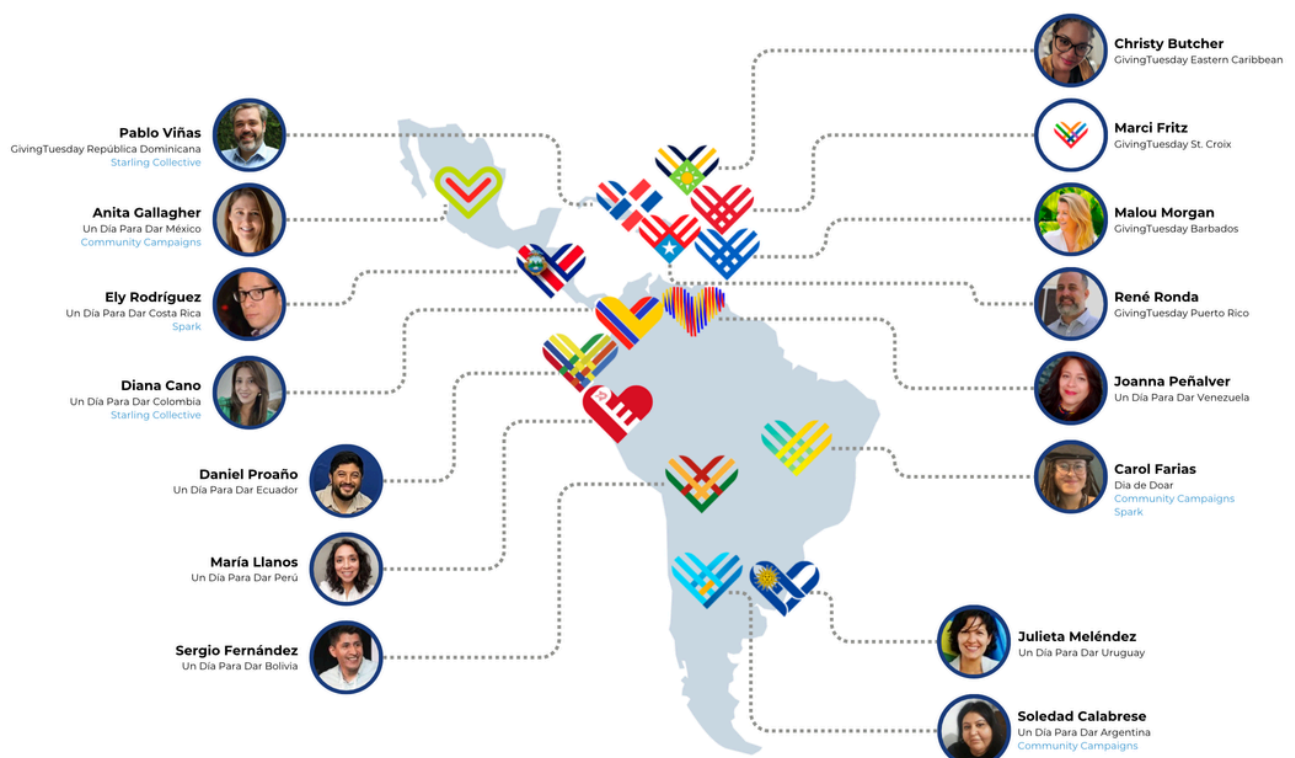
5.2. Find a Program That Aligns with Your Mission

Whether championing youth engagement, participating in community-led giving campaigns, exploring the World Giving Library, or starting a giving circle, there's a project to match your organization's goals. Aligning with these initiatives can amplify your impact while advancing the culture of giving across the region.



5.3. Connect with a GivingTuesday leader close to you

Discover opportunities to collaborate with local GivingTuesday leaders in your area. These leaders drive generosity in their communities and are invaluable partners in building stronger, more connected philanthropic ecosystems.





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lac@givingtuesday.org