



Developing Fundraising In Developing Markets: Successful Cases And Inspiration

João Paulo Vergueiro
abcr@captadores.org.br

Who am I?

- CEO of the Brazilian Fundraisers Association (ABCR)
- CSR professor at a local University
- Former Programme Funding Officer for Christian Aid (UK).

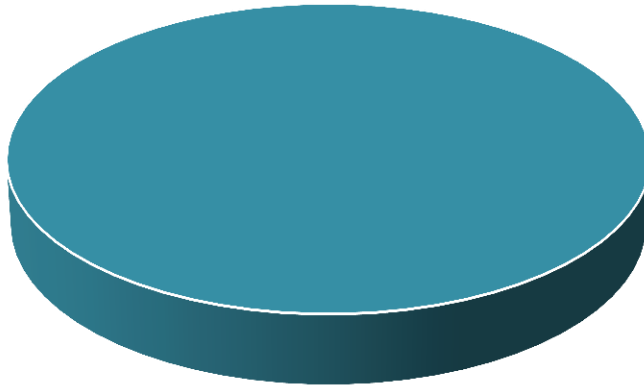


Why are we here?

- Participants will learn about the Brazilian fundraising sector and how it relates to Central and Eastern Europe in the sense that both regions have yet to consolidate the sector and promote charities' financial sustainability.
- We will also share examples and recent experience of fundraising undertaken in Brazil.
- Delegates will learn that promoting philanthropy is vital if we want to increase giving to charities.

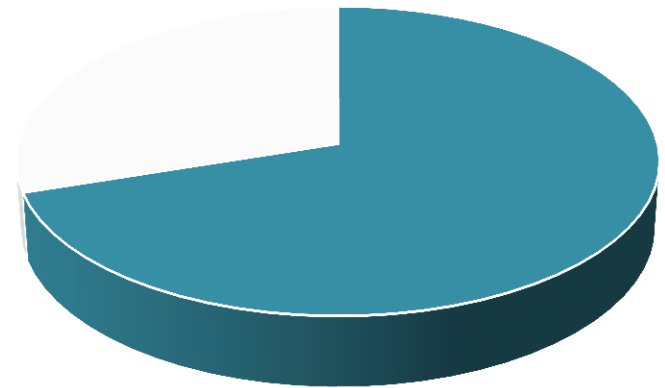
The sector in Brazil

290k non-profits



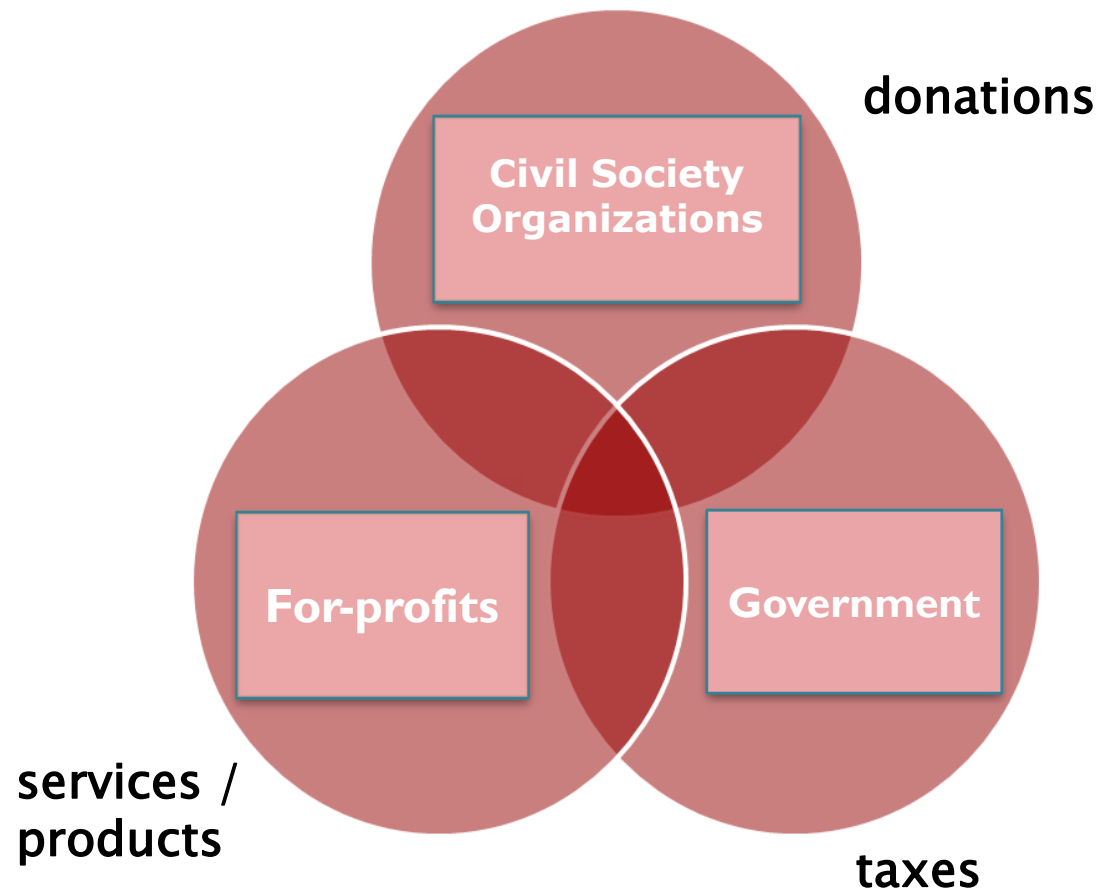
**Brazil has 205
million people**

210k founded in the last 30
years



**= 1 non-
profit/706
Brazilians**

Funding Civil Society





GIVING IN BRAZIL

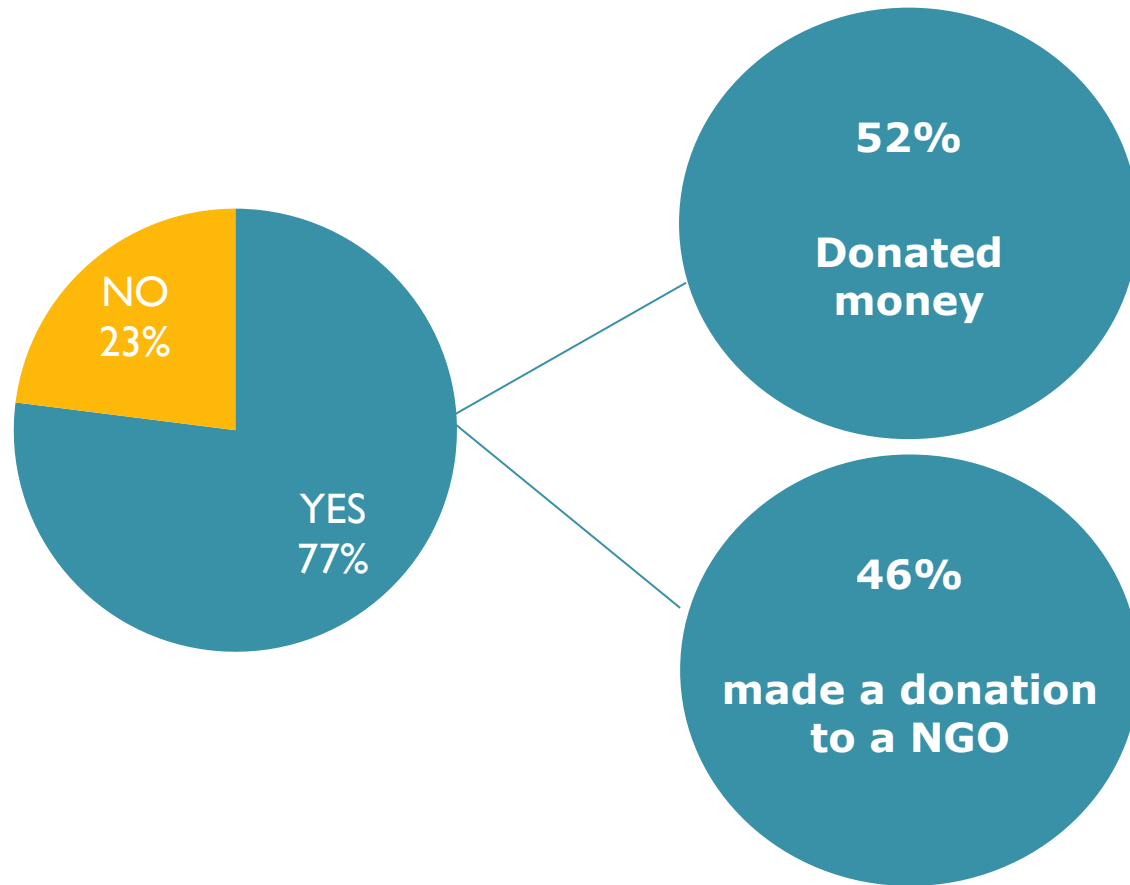
Giving Brazil Research



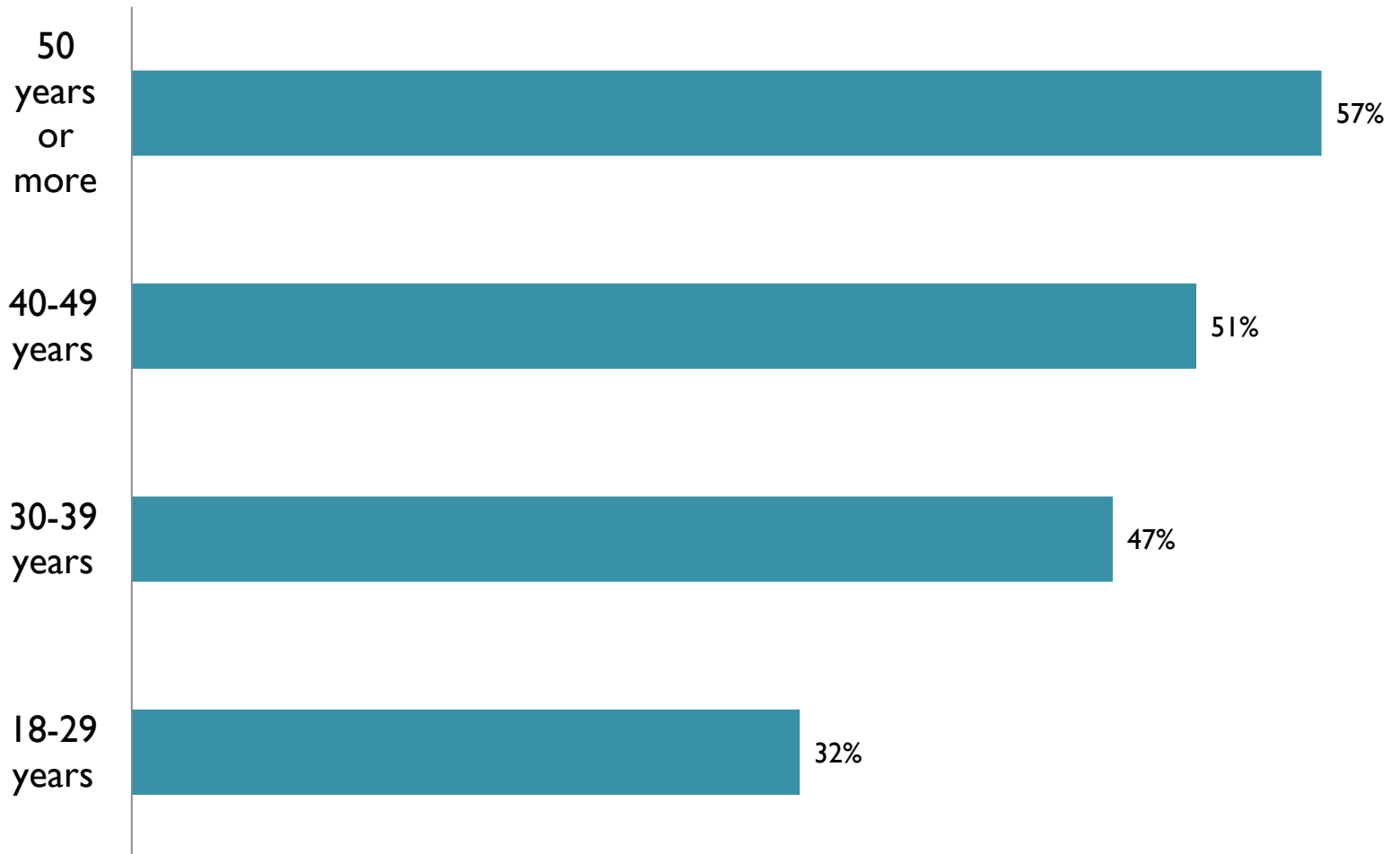
PESQUISA
DOAÇÃO
BRASIL

<http://idis.org.br/pesquisadoacaobrasil>

Did Brazilians donated last year?

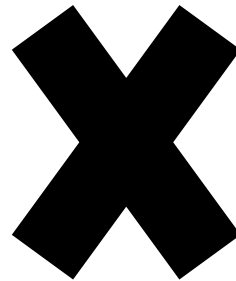


Did young or older donated more?



Women or men?

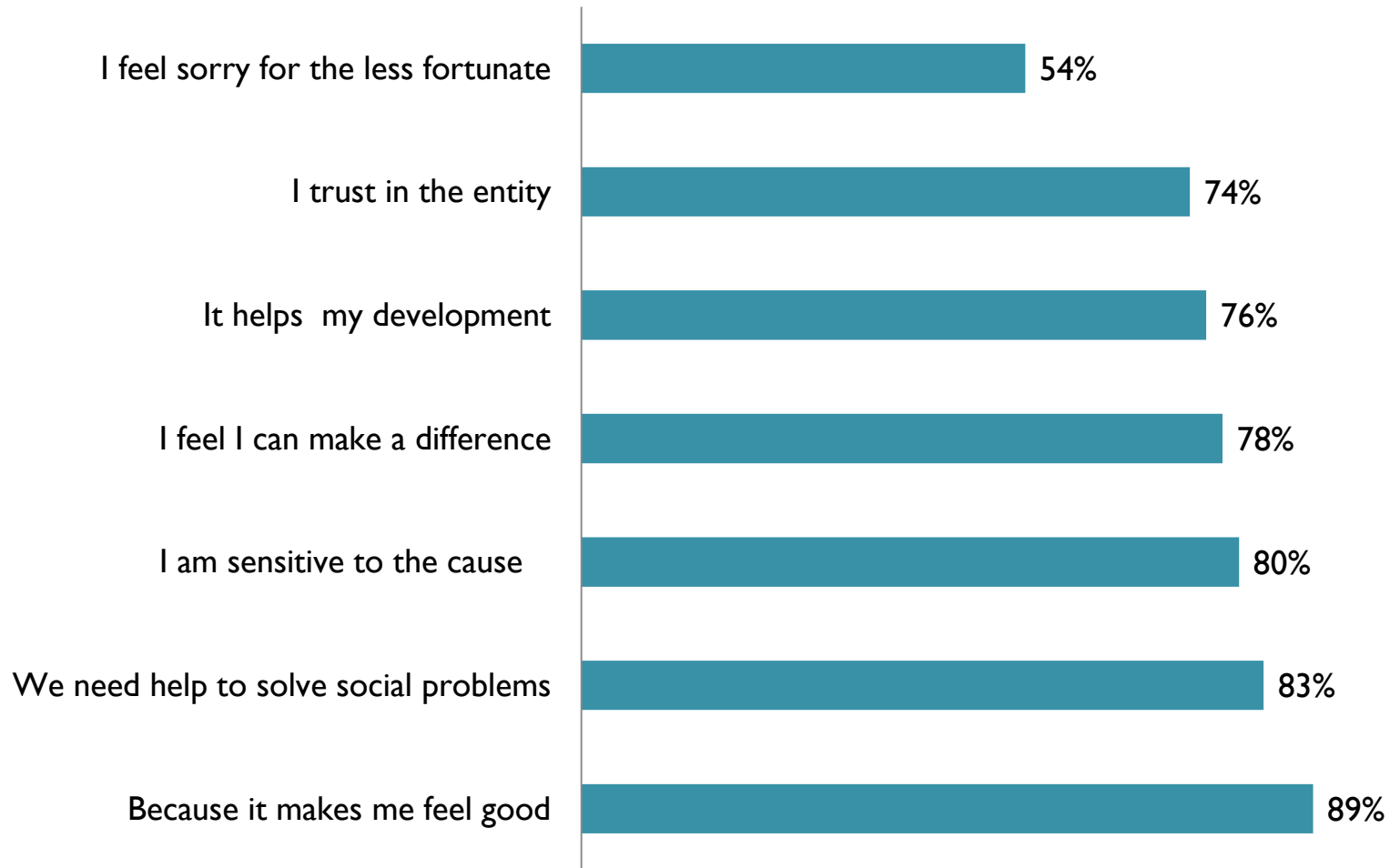
49%



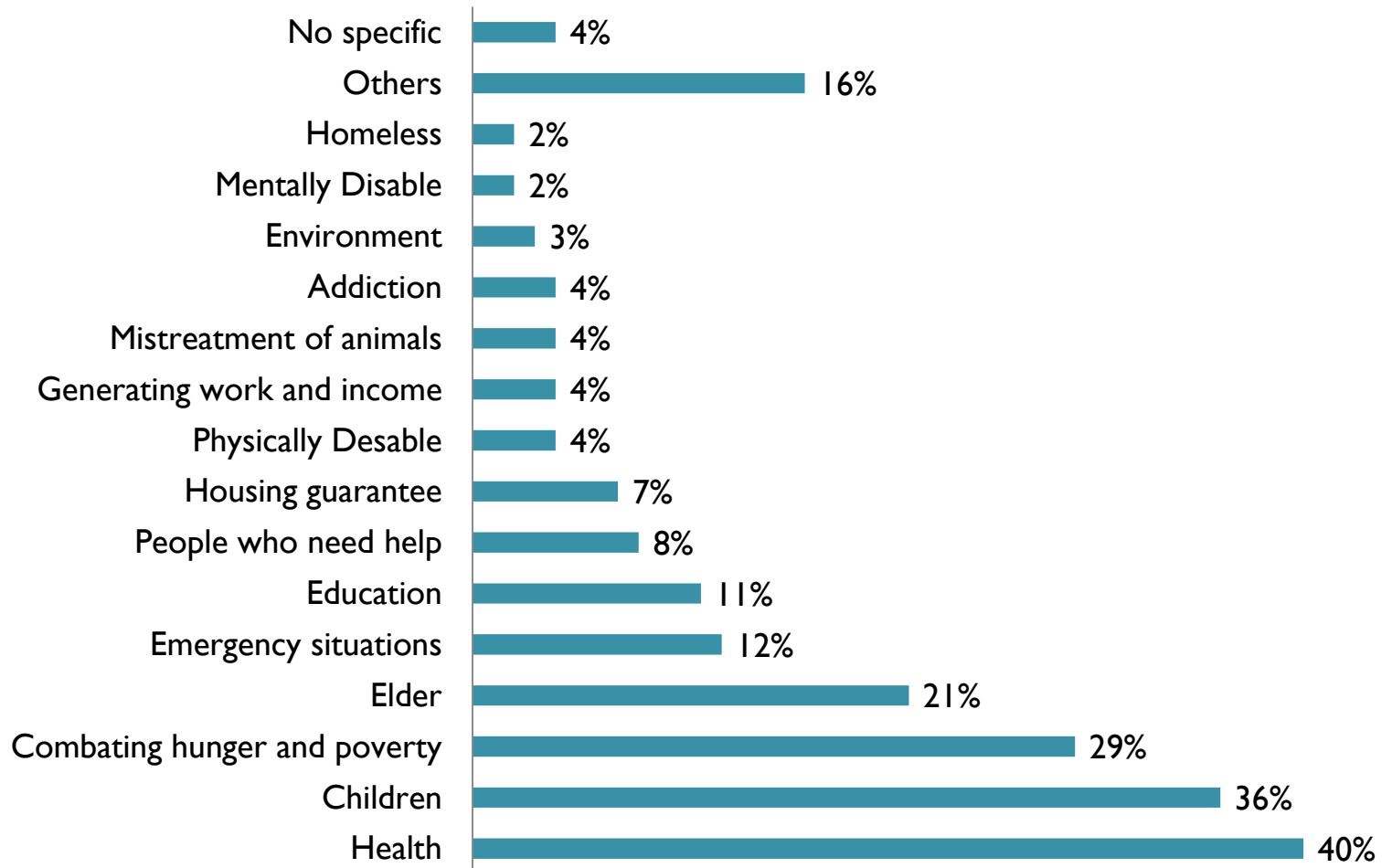
42%



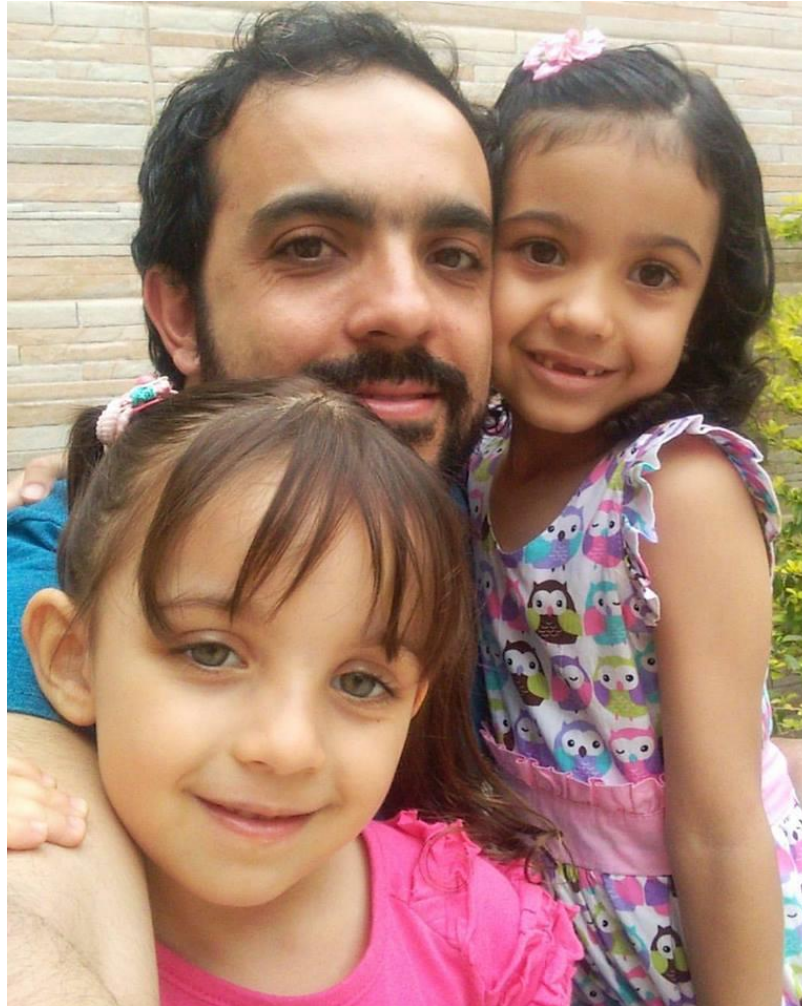
Why Brazilians give?



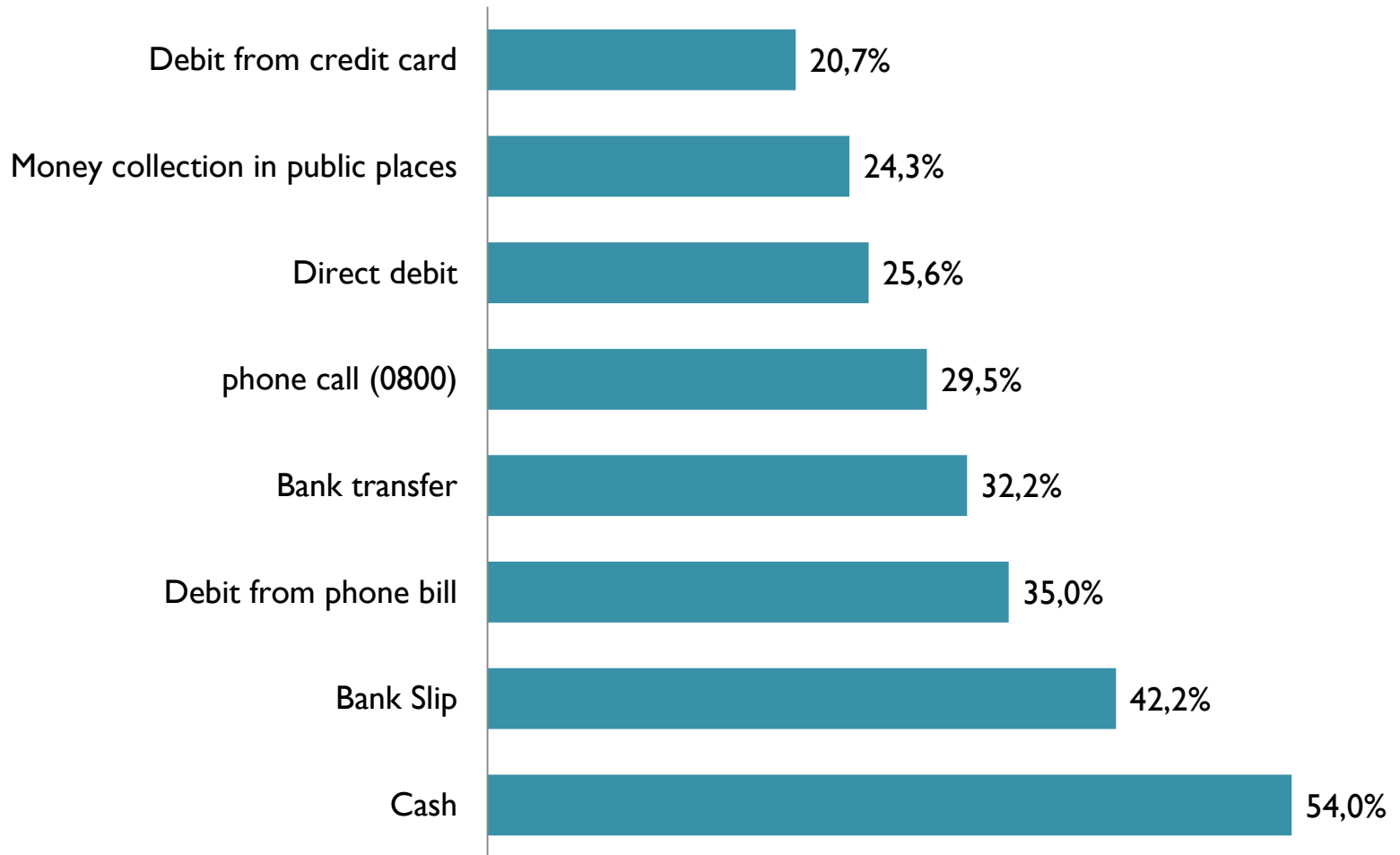
And to which causes?



My Cause



How did they transfer the money?





But how much???

13,7 billion Reais (0,23% GDP)

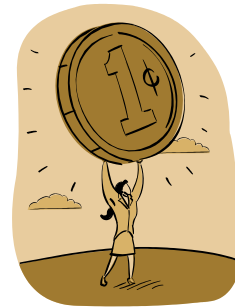
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4,2 billion dollars

Why most people don't give?

- Don't have money
- Don't trust the entity
- By choice
- No one asked them
- It is the government's responsibility to solve social problems

FUNDRAISING IN BRAZIL



The Profession

- No legal recognition;
- No understanding by media, academy, etc.
- Even non-profits don't recognize the need for fundraisers: they want to outsource and pay commission!

Only 24% of non-profits in Brazil have fundraising departments

Problems with banks

- *Donations are not payments!*
- Banks see everyone as *clients* and not as *donors*.
- Insted of becoming *easier*, giving is becoming *harder* in Brazil



WHAT DOES NOT WORK?

Fundraising Plan



Door-to-door



Mobile Fundraising



Payroll Giving





WHAT WORKS WELL?

Capital Campaigns

An advertisement for the GRAACC campaign. It features a young child in a pink shirt, holding a paintbrush and pointing towards the camera. The background is a blurred indoor setting. The text is in Portuguese, inviting people to have their names painted on the walls of a new building. The GRAACC logo is at the bottom left, and a green button with the word 'PARTICIPE!' is at the bottom right.

**GRAVE SEU NOME
PRA SEMPRE NA
HISTÓRIA DO
GRAACC.**

Nossas crianças querem seu
nome gravado nas dependências
do novo prédio.
Para participar dessa iniciativa basta
doar R\$150 pra escrever seu nome
no nosso Hospital.

GRAACC
CONSTRUINDO FUTURO PARA
A CRIANÇA BRASILEIRA

PARTICIPE!

Annual Campaigns



Telemarketing



Direct Mail



Events



II BRAZILFOUNDATION GALA
MIAMI

Tuesday, March 26, 2013

Vizcaya Museum & Gardens
3251 South Miami Avenue, Miami, FL

Honorary Chair:
Amb. Hélio Vitor Ramos Filho

Co-chairs:
Daniela Fonseca and Maria Carolina Tavares de Melo

For tables and individual online ticket purchases, [please click here](#).

For tables, reservations and information, please contact the BrazilFoundation directly at (212) 244-3663, events@brazilfoundation.org



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The amount of your payment that is deductible for federal income tax purposes is limited to the excess of that payment over the value of goods or services provided.

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Benefactors:
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Johnson & Johnson
Itaú Private Bank International
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Safra National Bank
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Patrons:
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Sponsors:

G R A F F  CRÉDIT AGRICOLE
PRIVATE BANKING CARLA AMORIM

In-Kind Partner:



THE BILTMORE
EST. 1895

Sponsoring



ChildFund.
Brasil
Fundo para Crianças

home

espalhe
essa ideia

contato

apadrinhe

o fundo

Apadrinhar!

VOCÊ PODE TRANSFORMAR
A VIDA DE UMA CRIANÇA
COM 57 REAIS POR MÊS.

**APADRINHE
AGORA!**

**DOE
AGORA!**

ChildFund Brasil



O ChildFund Brasil - Fundo para Crianças - é uma organização de desenvolvimento social que apoia crianças em situação de risco social.

VEJA MAIS →

Seja um padrinho!



Com 57 reais por mês, você ajuda milhares de crianças a terem acesso à saúde, educação, alimentação e cultura.

VEJA MAIS →

Espalhe essa ideia!



Ajude a espalhar o apadrinhamento pela web, veja vídeos e depoimentos de quem já participa.

VEJA MAIS →

 Curtir



Crowdfunding



Stores





WHAT IS GROWING?

Face-to-face



Cause Marketing



Direct Response TV



Donate Button



DONATE NOW

Social Media



/vergueiro



WhatsApp



/vergueiro



Instagram

/vergueirao




/vergueiro




/vergueirao




Rouding-up / microdonations





[O ARREDONDAR](#)

[ARREDONDE-SE](#)



[QUEM SOMOS](#)

O Instituto Arredondar, por meio da cultura da microdoação, democratiza a possibilidade de transformar a sociedade. Todos podem doar.

[PROCESSO DE SELEÇÃO](#)

Queremos conectar quem quer doar com quem precisa de recursos para continuar fazendo um trabalho social impactante.

[ARREDONDE-SE](#)

Muitas pessoas arredondando, muitos canais de arrecadação, muitas organizações apoiadas e mais gente beneficiada.

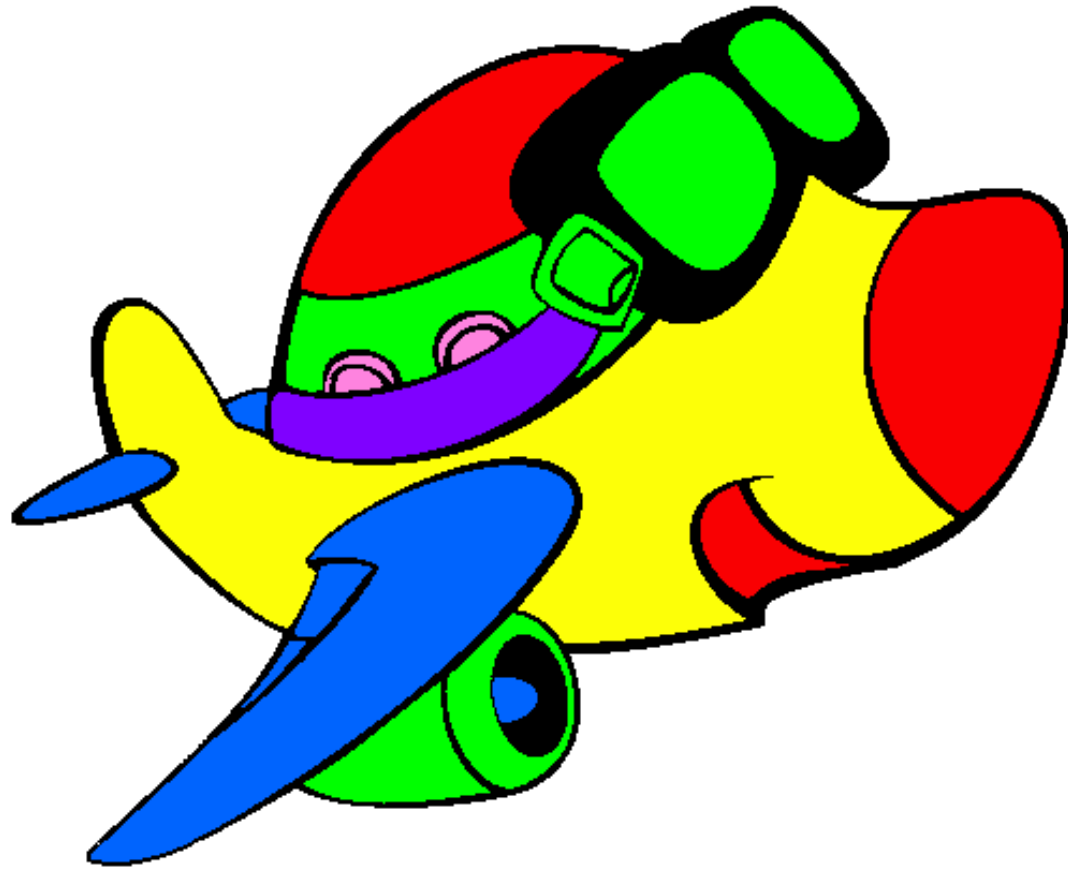
Volunteers





INTERESTING CASES

Giving in the air



Checkin-out (or in) and giving



Tipping to do good



Raffles



Celebrities





WHAT IS YET TO COME?

Virtual Reality



Giving Alarm Clock





PROMOTING GIVING



#GI♥INGTUESDAY™

11.29.2016



2015

- 700.000 people
- 116 million dollars
- 70 countries



DIADEDUAR
29 NOVEMBRO



www.givingtuesday.org

www.diadedoar.org.br



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