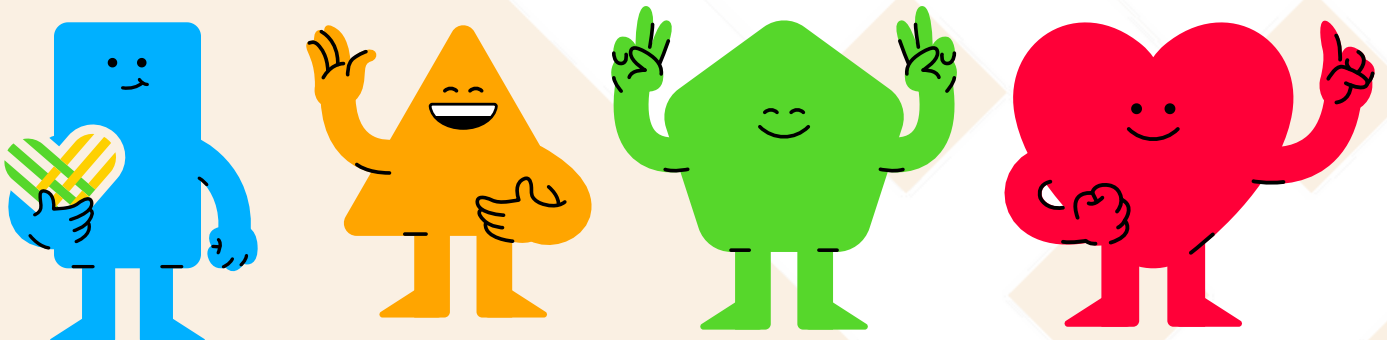


# REPORT

## DIA DE DOAR

# 2024

Campaign mobilization efforts,  
outcomes, and key learnings



# EXECUTIVE SUMMARY

The 2024 Dia de Doar was marked by the strengthening of community-led initiatives, increased corporate engagement, and enhanced training and communication strategies. Coordinated by ABCR and currently transitioning to the Movement for a Culture of Giving, the campaign promoted actions that encourage everyday giving practices across Brazil.

A total of 80 community campaigns were carried out, with 50 receiving financial support through a public call — the highest funding volume ever allocated to this front. Over 90 one-on-one mentorships were provided to strengthen local leadership in diverse regions.

Training efforts included 21 free in-person workshops with certification, 5 YouTube livestreams, 3 talks at the ABCR Festival, and a 20-hour extension course at Getulio Vargas Foundation.

Communication was expanded through 177 Instagram posts, 15 on LinkedIn, and 24 news articles on the official website. A key highlight was the launch of the “Minha História de Doação” podcast, with 20 episodes scheduled through the end of 2025. Press relations secured 895 media features throughout the year, generating an advertising value equivalent to R\$ 74 million.

In the business sector, 62 companies participated with donations, awareness campaigns, checkout round-ups, and employee engagement.

The Data Program recorded R\$ 5,035,263.79 in donations, with data provided by 16 partner platforms and in collaboration with GivingTuesday.

Strategic highlights include the launch of the official Dia de Doar online store, the podcast “Minha História de Doação,” the documentary “Doar – O Filme,” and the lighting of iconic landmarks such as Christ the Redeemer, Maracanã Stadium, the Padre Cícero statue, and buildings of Rede Salesiana Brasil.

Dia de Doar 2024 reinforces its commitment to decentralization, transparency, and collaboration, pointing to sustainable paths for continued growth of GivingTuesday Brazil.









**9M**

estimated social  
media reach

**7.300**

mentions of  
#DiaDeDoar

**62**

companies that  
promoted the  
campaign

**1.500**

downloads of  
support materials

**80**

community  
campaigns

**868**

media  
coverage

**63**

illuminated buildings  
and monuments

**42**

influencers  
involved



**LED BY**



**PROMOTED BY**



**STRATEGIC SUPPORT**



**DONORS**



Rodrigo Pipponzi



Be The Earth  
FOUNDATION



**comuá**

rede comuá  
filantropia que  
transforma







# INTRODUCTION

Dia de Doar is a campaign that mobilizes individuals, organizations, companies, and communities around the value of generosity. As part of the global GivingTuesday movement, Dia de Doar takes place annually on the first Tuesday after Black Friday. In Brazil, the campaign is coordinated by the Brazilian Fundraisers Association (ABCR) and has become a platform that brings together multiple sectors to promote giving as a collective practice.

In 2024, Dia de Doar began the transition of its management from ABCR to the Movement for a Culture of Giving, aiming to further align the campaign with the national strategy to broaden social engagement around donations. This change is being carried out gradually and collaboratively, respecting the campaign's history while envisioning new paths for its continued growth.

This year's mobilization was marked by a strong emphasis on community-based action. A total of 80 community campaigns were held across the country, 50 of which were selected through a Public Call to Support Community Philanthropy. This represented the largest amount of funding ever allocated to this initiative. In addition to financial support, the movement offered numerous one-on-one mentorships to volunteer leaders, helping to strengthen local actions.

The movement also expanded its presence on social media and in the press. With an active content calendar and new formats, Dia de Doar sustained its messaging throughout the year — extending beyond the official date. This strategy reinforces the campaign's core message: that giving is possible anytime, anywhere, and for any cause.





Another highlight was the increased participation of the private sector. More than 60 actions were carried out by companies of various sizes and industries, which engaged with the campaign through donations, communication efforts, and internal mobilization. These initiatives confirm the campaign's potential to integrate social responsibility into brand strategy and corporate engagement with society.

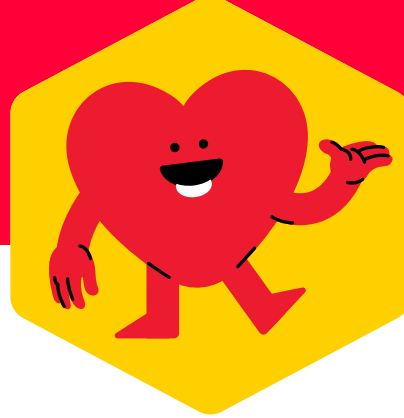
In the area of data collection and monitoring, Dia de Doar recorded a total of over R\$ 5 million in transactions. The data was gathered from donation platforms, participating organizations, and local initiatives. In 2024, GivingTuesday also contributed by sharing information about multinational companies operating in Brazil, expanding the understanding of the campaign's impact within the corporate sector.

Dia de Doar remains a grassroots movement, powered by the commitment of volunteers, activists, civil society organizations, and citizens engaged in strengthening their communities. Throughout this report, the results, stories, and lessons learned in 2024 will be presented with the aim of documenting the progress made and inspiring future actions.





# COMMUNITY CAMPAIGNS



Community campaigns remain one of the main pillars of Dia de Doar in Brazil. In 2024, the movement directly supported 50 initiatives selected through the Community Philanthropy Support Call, in addition to recognizing and giving visibility to 30 other campaigns spontaneously organized by local leaders.

In total, 80 campaigns were carried out across different regions of the country, led by individuals, collectives, civil society organizations, and even small businesses — reaffirming the decentralized and collaborative nature of the movement.

This was the largest edition of the public call ever held, both in terms of the number of supported campaigns and the amount of funding allocated. Each of the 50 selected initiatives received R\$ 1,000, which could be used for the production of graphic materials, hiring communication services, sponsoring social media posts, renting equipment, or covering other operational costs related to mobilization efforts.

**The 2024 public call was the largest in the history of the movement, selecting 50 campaigns to receive R\$1,000 each.**

The total investment amounted to R\$ 50,000, resulting from a joint effort between ABCR, the Movement for a Culture of Giving, and supporters such as Movimento Bem Maior, Doare, Be The Earth Foundation, Rodrigo Pipponzi, and the José Luiz Egydio Setubal Foundation.

The selected campaigns were chosen based on criteria such as potential for impact, creativity, regional diversity, cause plurality, and clarity in the proposed use of funds. In addition to financial support, participating leaders received individualized mentorship, technical guidance, and access to an exclusive WhatsApp group for peer exchange.

The diversity of the campaigns reflects Brazil's richness and the transformative potential of community philanthropy. Below are some examples illustrating how the resources and support provided by Dia de Doar were put into practice:





**Doa São Luís (MA)** – The capital of Maranhão organized a large-scale mobilization that included cultural performances in public squares, coverage by local media, and a strong visual campaign across the streets and social media. The initiative was coordinated by a coalition of local organizations working in partnership with schools, cultural collectives, and leaders from peripheral neighborhoods.



**Doa Tubarão (SC)** – One of the highlights of the 2024 edition was the solidarity run “12K Missão Doação,” which collected over 3,000 kilograms of food and brought together people of all ages in an event that combined sports, culture, and solidarity. The action was covered by local media, produced communication materials, and was coordinated by volunteers, businesses, and social organizations in the region.



**Doa Jaboticabal (SP)** – For the third year in a row, the campaign was carried out by a coalition of 25 local organizations that shared the donated resources and worked collectively. In 2024, they exceeded their fundraising goal, collecting around 1.5 tons of food. In addition to the activities on Dia de Doar, the group organizes joint initiatives throughout the year, taking advantage of other commemorative dates to maintain community engagement.



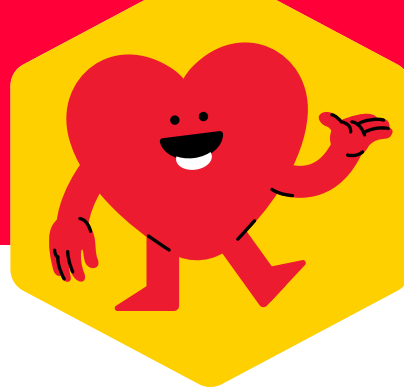
**Doa Cordeiro (RJ)** – The campaign was characterized by strong collaboration with the city’s education network. Through school competitions, food and hygiene items were collected while engaging students, teachers, and families. The campaign leadership also produced personalized certificates for local supporters as a form of recognition and symbolic appreciation.



**Doa Piracicaba (SP)** – The campaign focused on building partnerships with the local business sector, with strategic support from the Piracicaba Commercial Association. A key differentiator was the creation of a transparency committee composed of members from Rotary and ACIP, which helped build trust among donors. The campaign featured a printed portfolio, in-person meetings, a benefit plan, and follow-up reports sent to supporters after the campaign concluded.







**Doa Itajaí (SC)** – The mobilization in Itajaí was led by three local leaders, each responsible for a specific area of work. The main activity was a training session for civil society organizations focused on fundraising and management. In addition, a campaign was held with high school students, who wrote essays on the theme of solidarity. The top three students were awarded, including a bicycle donated by local partners.



**DiaDeDoarÓvulos / Bora Congelar** – This campaign raises awareness about egg donation and freezing, with actions taking place throughout the year. In 2024, it held its first in-person event in Natal (RN) and maintained an active communication network with healthcare professionals, clinics, and companies. The campaign gained national visibility, with features in Folha de S.Paulo, TV Record Americas, and specialized health media outlets.

These experiences demonstrate that financial support — even when symbolic — can help unlock ideas, encourage partnerships, and give visibility to local causes. The call for proposals has proven to be an important tool for decentralizing investment in the culture of giving in Brazil, allowing voices from different regions to be heard and supported.

In addition to in-person and online activities, the exchange of experiences among local leaders was also a key component of the process. The WhatsApp group created for the supported campaigns remained active throughout the campaign cycle, fostering the sharing of lessons learned, challenges, and solutions found in different contexts.

Strengthening community campaigns is one of the core strategies of Dia de Doar to consolidate a culture of giving as a collective commitment — one that is rooted in local territories and nurtured by the everyday engagement of those who believe that giving can help transform realities.



# EVENTS



In 2024, Dia de Doar strengthened its territorial presence through a series of free training events focused on fundraising and cause communication. The itinerant in-person workshops were a highlight of the year, reaching diverse audiences across all regions of Brazil. A total of 21 editions of the Fundraising Mobilization Workshop were held, each with a 7-hour duration, certified participation, and a methodology designed for practical use and local applicability.

These events were organized in partnership with host organizations in each city, with the primary goal of expanding the mobilization capacity of community leaders, local collectives, small civil society organizations, and others interested in participating in Dia de Doar. Participation was free, subject to prior registration. In Fortaleza and Maceió, a symbolic participation fee was charged, which helped increase participant engagement.

The cities that hosted the workshops included locations from every region of the country, such as Palmas (TO), Barbalha (CE), Belém (PA), Salvador (BA), Goiânia (GO), Itajaí (SC), Pelotas (RS), São Luís (MA), and Piracicaba (SP), among others — expanding the campaign's geographic reach and providing access to training opportunities beyond major urban centers.

The workshop content covered topics such as campaign planning, narrative development, partner engagement, strategic use of social media, setting realistic goals, and applying low-cost tools. The training sessions also introduced the core principles of Dia de Doar and offered practical guidance on how to organize community campaigns.

Each workshop created a space for participants to exchange experiences and ideas, discussing how locally available resources could be used collaboratively by social organizations within their territories.







In addition to the itinerant workshops, Dia de Doar offered other training opportunities throughout the year as part of its strategy to strengthen the institutional capacity of involved leaders:

- ✱ 5 thematic YouTube livestreams featuring guest experts on topics such as fundraising, volunteer engagement, strategic communication, and corporate partnerships;
- ✱ 3 presentations about Dia de Doar at the ABCR Festival 2024.

Participation figures reflect a growing interest in capacity building:

- ✱ Approximately 750 participants in the in-person workshops;
- ✱ An average of 120 participants per YouTube live session;
- ✱ An average of 50 attendees per presentation at the ABCR Festival;
- ✱ An average of 30 participants in online classes;
- ✱ A group of 20 students enrolled in the university extension course at FGV.

The course was held at Fundação Getulio Vargas, with a total duration of 20 hours. Attended by Business Administration and Public Management students, it was part of the subject titled "Dia de Doar 2024 Challenge: Spreading Radical Generosity Across Brazil." The course introduced concepts related to the culture of giving and resource mobilization, with a practical and critical approach to the challenges faced by social organizations, community leaders, and solidarity movements.

During the immersion, students participated in workshops, debates, field visits, and heard from guest speakers from the social sector. Many began the course with limited knowledge of the topic but concluded the experience with increased engagement.

As a final activity, they developed a collective plan to support FGV's own community prep course, applying the lessons learned throughout the program.



These training efforts were essential to preserving the accessible and decentralized nature of the campaign, strengthening local capacities and expanding the culture of giving in Brazil.

# COMMUNICATION



The communication strategy for Dia de Doar was continuous and strategic, aiming to expand the campaign's reach and encourage participation from diverse audiences throughout the year. With an active presence on social media, updates on the official website, production of support materials, and the launch of a new podcast, the movement invested in a variety of formats to engage with the public, strengthen impact narratives, and highlight local actions.

**73,2k**

accounts  
reached

**18k**

Instagram  
followers

**895**

press  
coverage

**643**

in the  
WhatsApp  
community

On Instagram, the campaign's main channel, 177 feed posts were published — an average of 17 per month — in addition to daily stories. The profile reached a total of 73,200 users during the campaign period and gained 2,500 new followers, reaching a total of 18,054 by December. In the stories, 60 posts from partners and community campaigns were reshared, reinforcing the participation of different territories.

LinkedIn served as an institutional channel for engagement with companies, organizations, and professionals in the social sector, with a total of 15 posts and 1,752 followers by the end of the year. Facebook remained active, reaching 6,700 people, gaining 65 new followers, and closing the year with a total of 20,596 followers.

The official Dia de Doar website featured 24 news articles and a dedicated area for sharing materials with organizations and campaign leaders.

To support communications for community campaigns and partner organizations, the Dia de Doar team expanded the availability of editable materials, such as Canva templates, email invitation models, institutional presentation decks, and ready-to-use social media captions. These resources were widely used by local initiatives and made it easier to replicate the campaign's visual identity and messaging in a decentralized way.







In addition, communication was also carried out through monthly email newsletters, sent to a mailing list of approximately 20,000 contacts, and through WhatsApp groups dedicated to the movement's community. Three open groups were maintained, totaling 643 participants, along with one exclusive group for 161 community leaders, which served as a space for guidance, exchange, and mobilization.

The tone used on social media followed the light and accessible language that characterizes Dia de Doar, while also addressing sensitive topics such as trust, impact, and best practices in fundraising. The variety of formats and communication channels allowed for broader engagement with different audiences — from organizational leaders and grassroots collectives to companies and new donors — reinforcing the idea that everyone can take part in the culture of giving, regardless of cause, location, or financial means.

## Press Relations

The press office played a strategic role in increasing the visibility of Dia de Doar in traditional media outlets. Over the course of the year, 895 media mentions were recorded across various regions and platforms, with significant peaks in September, November, and December. The media outreach was continuous, with a progressive rise in coverage as the campaign date approached.

This effort resulted in the movement being featured in opinion columns, local and national news stories, articles on high-traffic news portals, and segments on radio and television. Highlights include publications in Folha de S.Paulo, such as the op-ed “Brazil needs to strengthen its culture of giving beyond moments of crisis” and the article “Campaign encourages the solidarity act of donating eggs and sperm”, both of which received prominent editorial placement.

Other relevant mentions include:

### Monumentos brasileiros serão iluminados nesta terça-feira para incentivar a filantropia

Cristo Redentor e o Maracanã estão entre os monumentos iluminados

Opinião

**Dia de Doar: um convite para a generosidade coletiva**



Beatriz Bouskela e Roberta Faria\* • Colaboração para Ecoa, de São Paulo



Dia de Doar convida todos a refletirem sobre o que realmente importa





The campaign also received audiovisual coverage on [BandNews FM](#) and in [YouTube videos produced by regional initiatives](#).

This media presence resulted in an estimated advertising value equivalent to R\$ 74 million, based on the editorial space earned through spontaneous media coverage. The estimate includes stories published by high-reach and highly credible outlets, featuring Dia de Doar either as the main topic or within broader reports on philanthropy, social responsibility, and solidarity campaigns.

In many cases, local media covered actions led by community campaigns and helped spark discussions around solidarity, volunteerism, and social engagement. This broad media exposure was essential in establishing Dia de Doar as a nationally recognized day of mobilization — viewed both as a civic action agenda and as an opportunity to highlight social good practices across different territories.

The diversity of media outlets and the growing number of mentions show that the topic of a culture of giving is gaining space in public discourse, and that Dia de Doar is solidifying its role as a reference initiative for both the social sector and the wider public.

## **Podcast Minha História de Doação**

One of the main highlights of 2024 was the launch of the podcast “Minha História de Doação” (“My Giving Story”), an itinerant initiative that aims to uplift community leaders directly involved in promoting a culture of giving within their territories. Narrated in the first person, each episode shares stories of generosity, social engagement, and transformation based on real experiences of people who mobilize resources, donations, and partnerships in their communities.

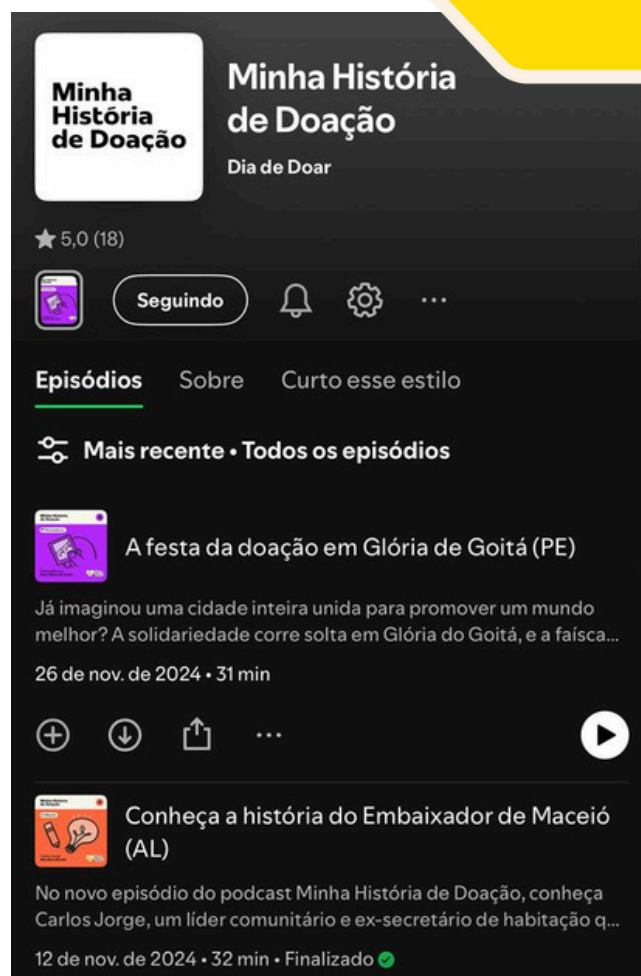
The project was created to show that anyone can be a donor — regardless of the type of donation or their background. By highlighting real stories, the podcast brings the public closer to the work of civil society organizations and strengthens the connection between communities and local causes. As stated by Carol Farias, leader of Dia de Doar and creator of the initiative: “We want to use our support networks to encourage people’s participation in the daily work of nonprofit organizations.”





A total of 20 episodes are planned, with the launch beginning in October 2024 and a release schedule running through the end of 2025. Recordings took place between July and September in 17 Brazilian cities, in coordination with local Dia de Doar campaigns. The episodes are distributed free of charge on major audio platforms such as Spotify, Deezer, Apple Podcasts, and other streaming services.

The aim is to amplify the voices of individuals who are often not heard in traditional media but who play a key role in building a culture of giving within their communities. The episodes are being released gradually, supported by dissemination strategies across the movement's social media channels and those of its partners.



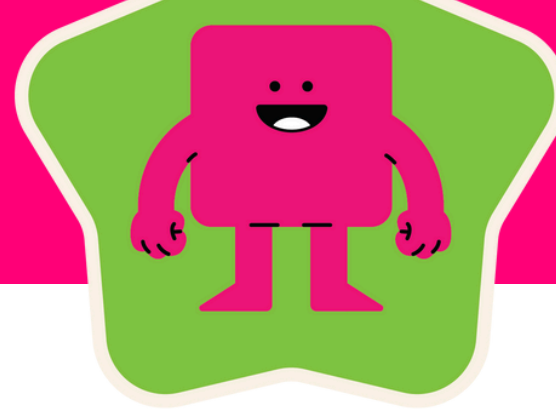
In addition to the audio content, the project included training workshops for social organizations in the cities visited, fostering the exchange of experiences and the creation of a support network among local leaders. The podcast's proposal goes beyond storytelling — it also serves as a tool for mobilization and for strengthening the ecosystem of the culture of giving in Brazil.

“Minha História de Doação” is a project by the Brazilian Fundraisers Association (ABCR), conceived by Dia de Doar and promoted by the Movement for a Culture of Giving. It is supported by Rede Comuá through the Programa Saberes, sponsored by Doare, and carried out in partnership with the Observatório do Terceiro Setor.





# COMPANIES



Corporate participation in Dia de Doar 2024 reinforces the campaign's potential as a platform for engaging the private sector in social responsibility initiatives, volunteerism, and the strengthening of a culture of giving in Brazil. Throughout the year, 62 corporate initiatives directly linked to the movement were identified.

These actions included direct donations, communication campaigns, checkout round-up initiatives, donation matching, employee engagement, and the co-creation of content with social organizations. This significant number reflects the growing mobilization within the private sector and its willingness to incorporate the date into institutional calendars — not only for visibility, but also as a meaningful contribution to social causes.

Highlights from 2024 include:



Uber shared the campaign “Join this journey” with its users, encouraging customers to make donations on Dia de Doar.



C6 Bank carried out a social media communication campaign focused on donations and follower engagement, associating the brand with the cause of philanthropy and with Dia de Doar.



BTG Pactual organized a blood donation drive among its employees and shared the initiative through its LinkedIn and Instagram channels.

Small businesses also took part in Dia de Doar 2024 with a variety of initiatives: Bhaklisoul donated 1% of its Black Week sales to a social cause; Casa de Bolos Floripa incorporated the campaign into its daily operations with in-store posters and interactive content on social media; Transform Tech ran an institutional campaign highlighting the role of technology in social transformation; and Social Docs donated the production of an institutional video to a nonprofit organization.

The diversity of participating companies — in both size and sector — reinforces the idea that all businesses can contribute in some way, whether through financial resources, employee engagement, or by amplifying messages that promote giving as an everyday social practice.





The monitoring of donations made in the context of Dia de Doar is a strategic component of the global campaign. Through the Data Program, information is systematized to help measure the campaign's financial impact, inform decision-making, and promote transparency in the sector.

In 2024, the total recorded amount transacted was R\$ 5,035,263.79, based on data from multiple sources. This figure includes monetary donations made directly by social organizations, participating companies, community campaigns, and partner platforms. The data collection structure followed the same categories used in previous years, with the following breakdowns:

**R\$ 301.668,41**

donations reported by social organizations that took part in the campaign and publicly shared their results.

**R\$ 4.632.630,48**

from donation platforms and partner monitoring initiatives, including direct transfers or matching contributions.

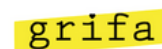
These figures are further complemented by a contribution reported by the global GivingTuesday team. Through independent sources, additional donations totaling USD 75,366 from 1,434 donors were identified. These were linked to initiatives by multinational companies operating in Brazil and were not directly tracked by the national monitoring process. This data sharing effort expands the understanding of the campaign's impact in the country and strengthens the connection between Brazil and the global movement.

The total valuation, including external contributions, highlights not only the financial volume mobilized but also the growing interest of organizations in sharing their data in a structured way to help generate insights into the culture of giving in Brazil.





## List of Data Partners



The following organizations shared their data with the 2024 campaign: Abacashi, Abraça uma Causa, Arredondar, Benfeitoria, Captador, Catarse, Doare, Doe Bem, grifa.me, Fundraise Up, iFood, Procausa, Reapp – Transforme o Mundo, Bliiv, Transforme Tech, and the GivingTuesday data team, which contributed information on multinational companies operating in Brazil. This group of partners played a key role in consolidating the total amount transacted and advancing transparency within the culture of giving.

The Data Program remains in a phase of development and consolidation, with opportunities to incorporate new partnerships and implement tools that facilitate accessible data collection and visualization. The ongoing improvement of this area is part of Dia de Doar's commitment to a culture of transparency and trust.





# ACTIONS



In addition to community mobilization, training efforts, and corporate engagement, Dia de Doar 2024 featured a set of special initiatives aimed at strengthening the campaign's institutional visibility, reinforcing the symbolic value of the culture of giving, and expanding dialogue with diverse audiences.

## Dia de Doar Store

One of the main new features was the launch of the Official Dia de Doar Store ([loja.diadedoar.org.br](http://loja.diadedoar.org.br)), offering personalized campaign merchandise. The initiative aimed to provide items that symbolize engagement with the cause, such as t-shirts, buttons, banners, decorative signs, etc.



The store serves as both a symbolic and financial support platform for the campaign, allowing anyone to contribute to its sustainability and growth.

The store's launch campaign included sending kits with sample items to engaged community leaders. Over 30 kits were distributed to volunteers. In addition, the store was featured at a booth during the ABCR Festival.

## DOAR Documentary

Another highlight was Dia de Doar's participation in the launch of the documentary "Doar – O Filme" ([doarofilme.com.br](http://doarofilme.com.br)), an audiovisual production that explores generosity as a tool for collective transformation.



The documentary script featured the story of journalist and Giving Tuesday Leader Carol Farias, highlighting how her personal journey connects to the promotion of a culture of giving through Dia de Doar. The film premiered on December 3, 2024 — the official Dia de Doar date — on Globoplay's free platform, aiming to raise public awareness generosity.

The documentary was screened in advance in São Paulo, Rio de Janeiro, Belo Horizonte, and Maceió, and is also being used as educational material in training sessions, schools, and events within the social sector.





## Monument Lighting

As part of symbolic mobilization efforts, several cities participated in the initiative to light up monuments and public buildings in the campaign's colors, visually reinforcing the message of Dia de Doar. Among the landmarks illuminated were:



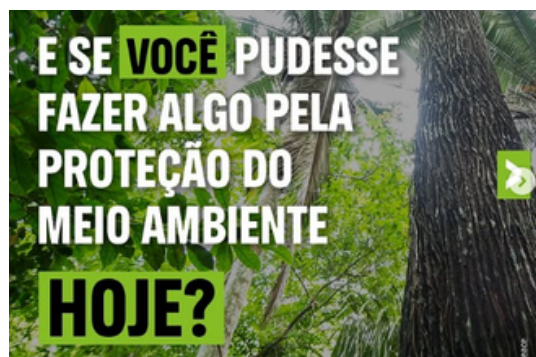
- \* Cristo Redentor (RJ)
- \* Estátua do Padre Cícero (CE)
- \* Maracanã (RJ)
- \* Estátua do Grande Buda de Ibiraçu (ES)
- \* Arena do Grêmio (RS)
- \* Museu Casa de Portinari (SP)
- \* Museu das Culturas Indígenas (SP)
- \* Museu Felícia Leirner e Auditório Claudio Santoro (SP)
- \* Museu Índia Vanuïre (SP)
- \* Fundação Energia e Saneamento (SP)
- \* Cristo Redentor de Poços de Caldas (MG)

Over 52 buildings of the Rede Salesiana Brasil, located in various regions across the country.

These lighting initiatives were supported by cultural institutions, as well as religious and educational organizations, and were shared on social media and in local press coverage, helping to raise awareness of the campaign across different territories.

## Greenpeace and Influencers

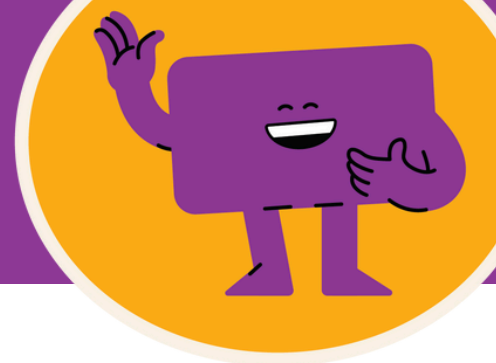
In the area of digital engagement, a partnership between Greenpeace Brazil and the agency Creators LLC resulted in the participation of 29 influencers in a campaign focused on giving and environmental causes.



The content creators published 60 pieces on social media — including stories, videos, and feed posts — between November 30 and December 4. The action was carried out entirely on a voluntary basis, with support from kits sent by the organization.



# CONCLUSIONS



The 2024 edition of Dia de Doar reaffirmed the movement's relevance as a connector of people, organizations, companies, and communities around the culture of giving. The results presented throughout this report demonstrate that the campaign continues to grow while preserving its collective and decentralized nature.

The support for 80 community campaigns, the implementation of both in-person and online training sessions, the expansion of the Data Program, and the strengthening of institutional presence through visibility efforts, strategic partnerships, and media engagement all reflect the campaign's growing maturity in Brazil. The diversity of causes and territories involved, along with the multiple ways people choose to give, show that Brazil's culture of donation is plural and constantly evolving.

The launch of new initiatives — such as the official store, the “Minha História de Doação” podcast, and the documentary “Doar – O Filme” — also points to a continuous effort toward innovation, active listening, and the deepening of narratives that sustain the movement. These projects contribute to building symbolic repertoire and references that help broaden public understanding of the value of giving.

The transition of the campaign's management from ABCR to the Movement for a Culture of Giving marks a new chapter, where the campaign will become even more aligned with a national agenda aimed at strengthening the generosity ecosystem. This transition will be carried out with care, dialogue, and recognition of the journey built thus far.

The lessons learned in 2024 highlight the importance of sustainable actions, structured support for local leadership, and active listening as core principles of the movement. The culture of giving is built through everyday actions — and Dia de Doar continues to serve as an annual opportunity to spotlight, connect, and amplify the efforts already taking place across the country with commitment and consistency.

May the stories, data, and experiences shared in this report inspire new practices and partnerships in the years to come. And may Dia de Doar remain an open, accessible, and committed movement working toward a more just, united, and generous Brazil.





# CREDITS

## Dia de Doar Team:

Bruna Kanesiro  
Carolina Farias  
Fernando Nogueira

## ABCR Team:

Fernando Nogueira  
Gabrielle Almeida  
Giovanna Fiori  
Tatiane Brito

## ABCR Board:

Flavia Lang  
Danilo Jungers  
Ana Flavia Godoi  
Nailton Cazumbá  
Néviton Alves  
Ricardo Falcão  
Suellen Moreira  
Thalita Salgado

## Movimento por uma Cultura de Doação:

Douglas Gonzalez  
Gelson Henrique  
Joana Ribeiro Mortari  
Mariana Campanatti  
Pamela Ribeiro  
Patricia Kunrath Silva



ABCR – Brazilian Fundraisers Association is a nonprofit organization composed of professionals and organizations from across the country. It works to strengthen the philanthropy ecosystem by promoting giving, generating knowledge, and supporting the development of fundraising efforts led by civil society.



The Movement for a Culture of Giving was created in 2012 as a broad, collective initiative formed by individuals and organizations that came together voluntarily, in an informal and organic way, to plant and nurture ideas for promoting giving in Brazil.