

**GIVING**  
**TUESDAY**  
LAC HUB

# **Generosity in Latin America and the Caribbean 2025**

Exploring our philanthropic identities

## About Giving Tuesday

*GivingTuesday* is a movement which unleashes the power of generosity around the world. The *GivingTuesday Latin America and Caribbean 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 further afield.



**Generosity in Latin America and the Caribbean 2025** was developed by the *GivingTuesday Latin American and Caribbean Hub* and published in November 2025.

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## A Generosity Tradition

The *minga*, or *mink'a*, in Quechua, is an ancestral tradition found across several Latin American countries. Originating in the Andes, it represents cooperation, mutual aid, and reciprocity: communities come together to carry out collective work such as building a house, harvesting crops or repairing a road. Collaboration is repaid with shared meals, music and the promise to return the favor in the future, strengthening social bonds.

In the Chiloé Archipelago, in southern Chile, this practice takes a unique form known as the *minga chilota*. Its most emblematic expression is the “house pull,” where neighbors unite to move an entire house from one place to another, sometimes even across the sea. The structure is placed on wooden beams and pulled by oxen, in an extraordinary display of teamwork and coordination. When the work is done, the family that received the help hosts a communal meal and celebration.

More than a practical task, the Chilote *minga* embodies deep values of generosity, cooperation, and belonging, preserving one of the most remarkable examples of collective spirit and cultural heritage in Latin America.

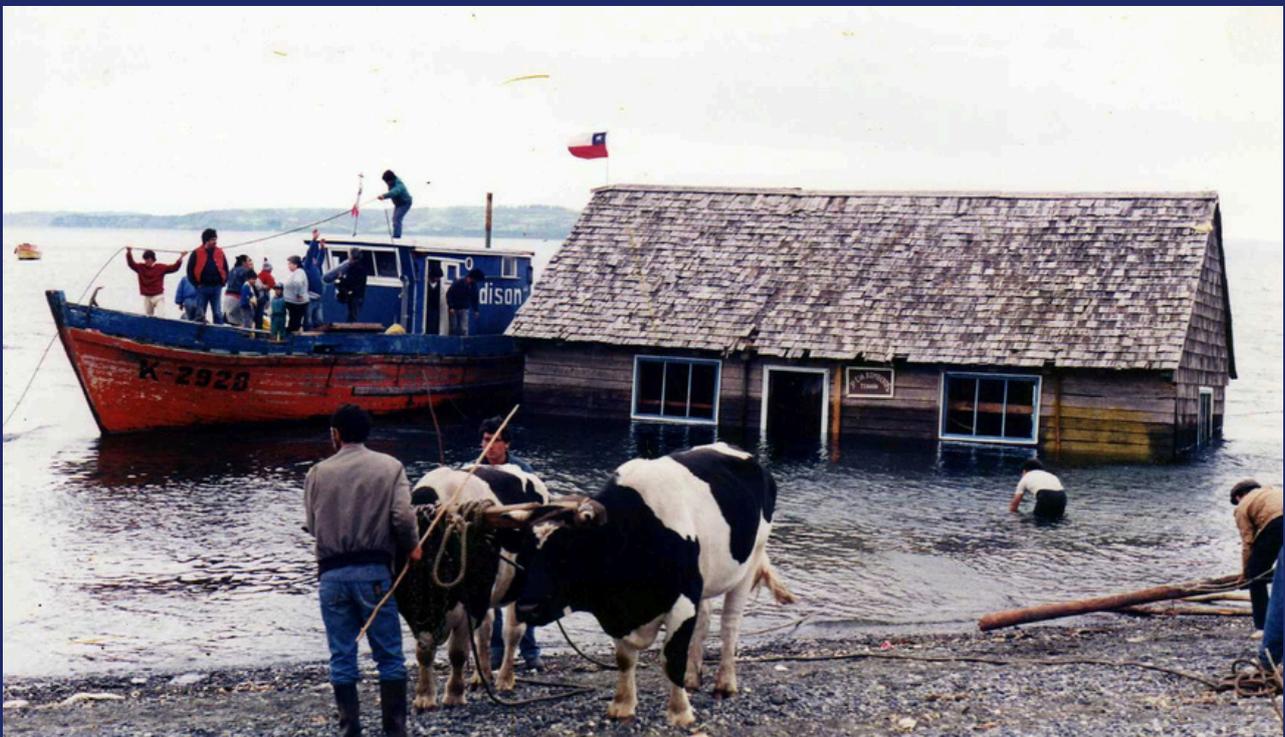


Photo by rodoluca

## Executive Summary

In 2024, we launched the inaugural *Generosity in Latin America and the Caribbean Report* to answer fundamental questions such as: How do people in our region give? What do they give, and why? It was the first of its kind, establishing generosity as a distinct field of study at the intersection of philanthropy and civil society.

This second edition takes a significant step forward: we're proposing a new framework for organizing knowledge about giving in Latin America and the Caribbean.

Chapter 2 introduces a critical question: What is our "philanthropic identity"? In partnership with CEMEFI, we explore how we could view generosity through our own lens rather than through frameworks imported from elsewhere.

Chapter 3 reviews major global publications on philanthropy and giving behaviors, revealing both encouraging progress and persistent blind spots. The data landscape is expanding, yet much of our giving remains unmeasured and unrecognized.

Chapter 4 presents country-by-country factsheets documenting available data points on generosity and philanthropy for each of the 33 countries in the region. Even where data are scarce, we acknowledge every country, exposing the true extent of the data deficit.

This systematic review leads to powerful conclusions about generosity in our region.

- Generosity in LAC flows primarily through direct, person-to-person channels rather than institutional pathways. This relational approach reflecting deep cultural traditions of community solidarity and means that traditional metrics may have obscured rather than illuminated our generosity.
- Economic prosperity doesn't predict giving: Central American countries donate higher percentages of income than their wealthier neighbors.
- Generosity doesn't merely reflect civic health, it actively builds it, strengthening democratic resilience precisely when we need it most.

In relation to the data landscape itself, significant portions of the region's philanthropic reality remain invisible: unmeasured and unrecognized. Of the 33 countries in LAC, only four appear in all five major global reports we reviewed. Ten countries, mostly Caribbean nations, appear exclusively in the CIVICUS Monitor and nowhere else.

The final recommendations outline concrete steps for funders, researchers, media, nonprofits and fundraisers: each has a role to play in closing the data gap and strengthening generosity across the region. If we invest in both better data and deeper self-knowledge, we can fundamentally shift how we understand our own philanthropic identities and build a future in which everyone can be their most generous selves.



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# 1. INTRODUCTION

In November of 2024, we published *Generosity in Latin America and the Caribbean*, a unique report that aimed to answer a simple yet powerful set of questions:

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

This inaugural report was the first of its kind in the region, compiling data specifically on generosity as a distinct focus, separate from broader studies of civil society or philanthropy. Using a literature review approach, we analyzed existing studies to answer our key questions and to establish a baseline understanding of the availability of data.

The conclusion was clear: there is a data deficit. Research on prosocial and generous behaviors in the region remains limited in availability, quality and depth. These imbalances prevent a comprehensive understanding of philanthropy and giving practices. Furthermore, many countries and territories are invisible to the global community of researchers, practitioners and funders. This opacity not only obscures local realities, it restricts our ability to design strategies that build on the region's strengths, ultimately hindering efforts to develop equitable, sustainable approaches to social change.

The report was well received, providing concrete talking points for dialogue across the region, as well as having been referenced in subsequent research publications and forums. Reflecting on its impact, we realized it could become an annual publication, serving as a focal point for all types of organisations engaging with generosity and broader philanthropic agendas in the region.

In addition, we wanted to explore a new framing: do people in Latin America and the Caribbean practice philanthropy in ways that are distinct from other regions? This question has emerged repeatedly in conversations since the publication of last year's report, reflecting a growing frustration with "imported" parameters and metrics. Are we measuring generosity in ways that truly reflect our context and practices? We believe the time has come to develop philanthropic frameworks for Latin America and the Caribbean, built by the region, for the region.

And here it is: the flagship annual report on Generosity in Latin America and the Caribbean, a trusted source for tracking key findings, country-level insights and emerging trends that shape how we understand giving in the region.

**JP Vergueiro**

Director

GivingTuesday Latin America & Caribbean Hub



## Inside the Report

This year's Generosity in Latin America and the Caribbean (LAC) report is divided into four parts. As you navigate these pages, you'll find a comprehensive view of what is currently known about philanthropy and generosity in Latin America and the Caribbean. We hope this serves as both a guide and reference as you develop strategies and projects for the region.

### UNDERSTANDING PHILANTHROPIC IDENTITY



The data deficit undermines our ability to understand the drivers of generosity in our region and to develop effective strategies for cultivating it. In partnership with CEMEFI, we examine the missing piece in understanding regional giving: philanthropic identity.

### WHAT WE KNOW: REGIONAL ROUND UP



Key publications released since last year's report bring new perspectives. We review global and regional studies to capture the current state of knowledge about giving in the region, with reports that reveal both encouraging progress and persistent blind spots in our understanding.

### WHAT WE KNOW: COUNTRY FACTSHEETS



Each country factsheet presents data extracted from publicly available information on a range of generosity metrics across giving, donating, volunteering and more. Last year's report exposed significant data gaps that remain just as evident this year. By moving from narrative to a quantitative approach this year, we've enhanced the utility of the country profiles.

### RECOMMENDATIONS



Recommendations for funders, non-profit leaders, fundraisers, academics, government representatives, the media, and GivingTuesday leaders close this year's report. Each of these actors can contribute significantly to expanding our understanding of philanthropy and generosity across the region and thus transform how the region recognizes and nurtures generosity.

# Why do we need more generosity?

The world faces complex, interconnected challenges from climate change to the increasing threat to democratic values and civic space. We can only begin to solve these systemic crises if we have a flourishing civil society (alongside effective government and responsible business). And our civil societies only thrive when fueled from the grassroots up by collective generosity. More generous societies, by their inclusion of citizens through participatory processes in the design of solutions, are better able and more likely to tackle the many crises we face.

Simultaneously, the services offered by civil society are both more needed and more under attack than ever. Restrictions on civic education, philanthropic capital, and democratic participation are threatening civic space the world over. Alongside these exogenous constraints, professionalized parts of civil society — nonprofits, philanthropic foundations, educational bodies, and cultural institutions — should be supported to be their most adept at tapping into the wellspring of generosity that everyday givers embody around the world.

At GivingTuesday, we believe in the transformative power of radical generosity and collective giving. By embracing an ethos of mutuality, humility and shared humanity, we can build a more just, compassionate, and resilient world. Generosity is not an occasional or transactional act but a fundamental force for systemic change, civic participation, and human flourishing.



For more on GivingTuesday's "generosity manifesto" see [Together We Give, Strategic Plan 2025-2027](#).

# Growing the generosity movement in LAC

At *GivingTuesday Latin America and Caribbean Hub*, we're committed to building a society where everyone can be their most generous self. While the concept of generosity as a field of work may be new to many, countless organizations across the region are already doing vital work to recognize, celebrate and encourage giving. Here's how we're contributing to this collective effort.

## Research

**Online Giving Radar (OGR).** We're crunching the numbers, working with national and global giving platforms to understand how people give online, creating collective intelligence at scale for the first time. Thank you to the founding platforms: *Abrace uma Causa* (Brazil), *Afrus* (Colombia), *Doare* (Brazil), *GlobalGiving* (USA), *HIPGive* (Mexico), *Neddie* (USA) and *Trackmob* (Brazil).

**Philanthropic Identity.** In partnership with *CEMEFI* (Mexico), we're creating the first map of philanthropic identities in LAC. This qualitative research will explore what drives giving and will generate insights to transform how we cultivate generosity across the region.

**Data Walks.** From Buenos Aires to Mexico City and beyond, we're engaging nonprofit practitioners and researchers with poster-sized data visualizations on generosity in LAC. These interactive sessions challenge myths, spark peer-to-peer learning, and generate fresh ideas to revitalize fundraising, volunteering and community engagement."

## Leadership and Capacity Building

**Expanding our leadership network.** We now have active leadership teams in 15 countries and territories, having welcomed Guatemala, Panama and Chile this year. We're still especially eager to connect with potential leaders in the Caribbean and Central America.

**Generosity Without Borders.** On August 26th and 27<sup>th</sup> 2025, over 1,300 participants and 49 partner organizations joined our free, online, trilingual forum on how to leverage generosity to build a better future for all. The feedback was overwhelmingly positive, so plans are already underway for *Generosity Without Borders 2026*.

**Building Generous Communities.** Recognizing the power of local place-based campaigns, and inspired by successful community-led initiatives in Brazil, Argentina and Mexico, this short course helped leaders design their own campaigns. Over 300 people participated, and select participants received a microgrant to bring their ideas to life.



WEBINAR

Martes 20 de mayo, 2025, 3:00 PM (UTC)

# FILOSOFÍA COMUNITARIA DE LA TEORÍA A LA ACCIÓN



## GENEROSIDAD SIN FRONTERAS

Conectando el Ecosistema de Impacto Social en  
América Latina y el Caribe

26 & 27 DE AGOSTO, 2025

Registro gratuito: [bit.ly/generosidadsinfronteras](https://bit.ly/generosidadsinfronteras)

WEBINAR

Martes 24 de junio, 2025, 3:00 PM (UTC)

# EL ABC DE LAS CAMPAÑAS COMUNITARIAS



Thanks to our newly formed Advisory Board: a group of generous, talented individuals who immediately said yes to our invitation and will help us think deeply and strategically about how to grow generosity across our vast and varied region.

- *Anthea McLaughlin*, Caribbean Philanthropic Alliance, Trinidad & Tobago
- *Catalina Maria Celhay Balmaceda*, CEFIS, Chile
- *Chris Worman*, GivingTuesday, Netherlands
- *Doménica Chavez*, Focus Central America, Guatemala
- *Felipe Insunza Groba*, IDIS, Brazil
- *Michael Layton*, Dorothy A. Johnson Center for Philanthropy, USA

## 2. UNDERSTANDING PHILANTHROPIC IDENTITY

It's commonly believed that Latin America and the Caribbean has "too little philanthropy" and that insufficient individual and institutional giving hinders progress in the region. However, comparing tax deductible donations, foundations' assets or the number of nonprofits is only one way to approach generosity in the region.

Across Latin America and the Caribbean, people are generous in sentiment, spirit and in action. We give to our schools and our churches and our wider neighborhoods. Remittances are a hugely significant part of GDP and natural disasters elicit swift and generous responses across the board, from individuals, nonprofits and businesses. Our nonprofit sectors and community based movements are vibrant despite - or because of - threats to civic space.

Generosity is widespread and philanthropy is maturing, yet we lack a clear understanding of what drives giving in Latin America and the Caribbean. Most research on donor motivations comes from the global north, that is from developed economies with different social structures, funding mechanisms and giving traditions. These frameworks don't translate to our contexts, leaving us with borrowed metrics that miss the mark and perpetuate invisibility: when we lack frameworks designed for LAC, generosity goes unmeasured and unrecognized.

**The result?** Local philanthropy receives less investment, while Latin American experiences are sidelined in shaping global understandings of generosity.

Without research grounded in our own realities:

- Nonprofits struggle to connect with potential donors because they don't understand the diverse identities and motivations that drive giving in their communities;
- Grantmaking organizations lack clarity about their own organizational identity, making it harder to align strategies and build effective partnerships;
- Intermediary organizations and giving platforms cannot tailor their approaches to different donor profiles, limiting their ability to mobilize generosity;
- Individual donors miss opportunities for deeper satisfaction and impact because they lack frameworks to understand their own philanthropic journey.



**It's time to change.** We're launching a project to create the first map of philanthropic identities in Latin America and the Caribbean, by the region and for the region. Through qualitative research, we'll explore what drives giving here, which causes resonate and what impedes generous behavior. These insights will become tools that transform how we cultivate and sustain giving. We've partnered with Centro Mexicano para la Filantropía (CEMEFI) to launch the project in early 2026. Here, Rodrigo Charvel-Peyret introduces the concept of philanthropic identity and why it matters.



## The Missing Piece: Philanthropic Identity in Latin American Giving

*Rodrigo Charvel-Peyret, Research Analyst Philanthropy Team, CEMEFI*

Many authors have argued that generosity and altruism are practically inherent characteristics of human beings; that is, philanthropy, in its broadest sense, appears to be universal. However, giving practices are not the same everywhere in the world, but rather are contingent on each region, country, community, locality and even each person (Chu 2023). What explains the variation in an apparently universal behavior? **In this article, we argue the divergence in motivations and mechanisms for giving, as well as causes that are supported can be explained by the combined effect that philanthropic culture and identities have on regions, organizations and people.**

By philanthropic culture, we refer to the set of shared values, historical legacies, institutional norms and meanings that give rise to how philanthropy is understood, practiced and legitimized in a society. This is a macro dimension (Barman 2017); that is, it is determined by deep and historically given social processes. Moreover, its study requires the analysis of broad social factors that do not belong exclusively to the philanthropic dimension, but also to disciplines such as political science, economics, and sociology. In various studies, such as those by Sanborn (2006), Verduzco (2001), Salamon et al. (1998), or Salamon, Sokolowski, and Haddock (2017), the authors have sought to understand the development of civil society in the region. Some explanations for Latin America's singularity include the strong influence of the Catholic Church, state development, migratory processes and political regimes.

The differences in motivations and mechanisms for giving, and the causes that are supported, are not only determined by culture and broad social processes but also by specific elements of these two actors. To begin with, we can explain individual or organizational generosity through incentives: requests from the company where a person works, requirements imposed by the government on an organization, religious beliefs, fiscal or moral benefits, etc. However, generosity is not only a response to external stimuli produced by other social actors, it is also an internal process; that is, philanthropy is also anchored in individual and organizational identity processes.

Unlike culture, the study of identities involves different analytical levels as outlined by Barman (2017). Firstly, individual identity is studied at a micro level by identifying personal dispositions that translate into philanthropic practices. Based on the definition by Stets and Serpe (2013), **we understand individual philanthropic identity as the set of meanings that individuals and organizations attribute to their philanthropic social roles, to the groups with which they identify and to the way they perceive themselves.** Moreover, it is important to recognize that a person can have more than one identity, so studying this phenomenon requires understanding how the philanthropic identity process is related to other identities, such as religious, national or community-based identities.

Following on from this, the philanthropic identity of grantmaking foundations corresponds to the meso level, relating to the way that entities position themselves and connect with other actors within an organizational field. According to Albert and Whetten (1985), an organization's identity is determined by what the central, distinctive and permanent features that characterise it. The initial definition is strongly influenced by the founder's identity, as they imprint their own principles and values on the organization. Subsequently, this initial identity is negotiated among the actors who join the organization, so that it is no longer a subjective process but one collectively agreed upon within the entity. Finally, the synthesis of these negotiations will form the objective reality of the organization, which is constantly implemented both inside and outside the organization (Ashforth 2016).

But why should we care about the philanthropic identities of foundations and individuals? For foundations, understanding their identity allows them to better identify their audiences, communicate more effectively, strengthen their alliances and their connection with other actors by prioritizing relationships with those who have greater identity affinity. Likewise, this knowledge is fundamental for self-evaluation, co-learning, and transformation; identity awareness helps foundations identify areas for improvement and best practices that are both relevant and feasible for their context. For individuals, self-awareness of their philanthropic identity clarifies their motivations, which can enable more coherent giving and lead to greater fulfillment.

**However, understanding these identity processes will not just help foundations and individual donors, it will also generate insights for the wider sector, particularly operational and capacity-building organizations.**

- Nonprofits will be better able to understand their audiences' motivations and evaluate whether their communication strategies are targeted in a way that will unlock their generosity. Likewise, they will be able to cultivate better relationships with foundations and institutional donors by identifying prospects based on alignment and values, not just thematic fit or funding capacity.
- Capacity-building organizations will be able to create alternative mappings of the sector, based not only on the thematic area that organizations, foundations, and individuals address but also on their approaches and identities. Understanding donor organizations' philanthropic identities will help capacity builders design better tools, services, and training programs, ultimately strengthening their impact on the philanthropic ecosystem."

Finally, the knowledge produced will transcend the boundaries of the sector, deepening broader societal comprehension of philanthropy as a social phenomenon that often remains poorly understood by other fields and actors.

At CEMEFI and Giving Tuesday, we are embarking on focussed research on philanthropic identities in Mexico. Through an inductive qualitative methodology, we will be able to begin documenting these identity processes and the acts of generosity with which they are linked. However, while it is research focused on the national level, the intention is to expand the study to other countries in the region, so that by identifying philanthropic identities in Latin America, we can begin to understand the elements that make up the region's philanthropic culture.

Ultimately, this effort seeks not only to describe the ways in which generosity manifests itself but also to delve deeper into the motivations, values and perceptions that sustain it. Understanding these foundations will strengthen awareness of how we practice philanthropy, foster closer dialogue between diverse sectors and actors and open new possibilities for the transformation and development of the philanthropic ecosystem as a whole.

### 3. WHAT WE KNOW: REGIONAL ROUNDUP

Our understanding of generosity in Latin America and the Caribbean has expanded significantly in the past year, with numerous reports illuminating different facets of giving across the region. In this chapter we spotlight the most significant and interesting reports published since October 2024, the cut-off date for the previous edition of the Generosity in LAC report.

Rather than providing comprehensive analysis (for which we encourage you to read the original reports!), the goal is to update readers on the evolving data landscape and help them find valuable resources. In addition, it offers a snapshot of the current state of research on philanthropy and generosity in the region.

The section unfolds in three parts: we begin with a closer look at three high-profile global research initiatives, then summarize other relevant data sources, and conclude with highlights from high-quality national reports, including reports in Spanish or Portuguese that might otherwise go under the radar of international researchers and practitioners.

#### Major global studies on generosity published this year

[World Giving Report 2025](#)

[State of Generosity 2024-25](#)

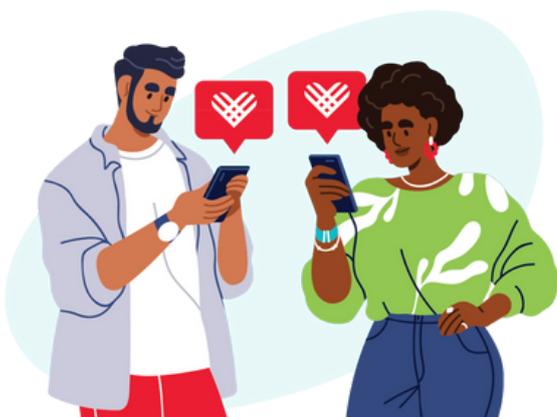
[Global Philanthropy Environment Index 2025](#)

#### Additional international studies

- Global Flourishing Study
- World Happiness Report 2025
- EU System for an Enabling Environment for Civil Society
- Edelman Trust Barometer 2025
- Five Agendas to Transform Philanthropy in Latin America and the Caribbean

#### Notable national reports

- *Pesquisa Doação Brasil 2024* (Brazil Donation Survey 2024)
- *Segundo Barómetro de la Filantropía en Chile: Tendencias e Índice de Desarrollo 2018-23* (Second Philanthropy Barometer in Chile: Trends and Development Index 2018-23)
- *Fundaciones donantes en México: funciones, mecanismos de inversión y aportes a la sociedad* (Donor Foundations in Mexico: Functions, Investment Mechanisms and Contributions to Society)



## World Giving Report

Charities Aid Foundation (CAF)

→ [Read the full report](#)

The World Giving Report 2025 is an evolution of the previous World Giving Index. While "Charity Insights" examines the charitable organizations themselves, we focus on the "Donor Insights" report which analyzes giving behaviors and attitudes.

### Methodology

The public survey used representative sampling across 101 countries and territories, collecting data on monetary donations (to charities, religious organizations and directly to people in need), volunteering and helping strangers from over 50,000+ respondents in January 2025. Respondents reported both participation rates and amounts given. Regional partners (Alianza ONG, CEMEFI, Donar Online, IDIS, RACI) added value by providing local expertise and context to both survey and interpretation and reports.

### World Giving Report 2025: Latin America and the Caribbean rankings



Source: World Giving Report 2025

Of a total of 101 countries surveyed, the World Giving Report 2025 includes 16 of LAC's 33 countries: 15 from Latin America and 1 from the Caribbean. For regional comparisons, Mexico and Caribbean countries appear to be included as North America, while the remaining Latin American countries are grouped as South America. Seven [country specific reports](#) are available for Argentina, Brazil, Chile, Colombia, Dominican Republic, Mexico and Peru.

## Key Findings

Across the 16 Latin American and Caribbean countries included in the report:

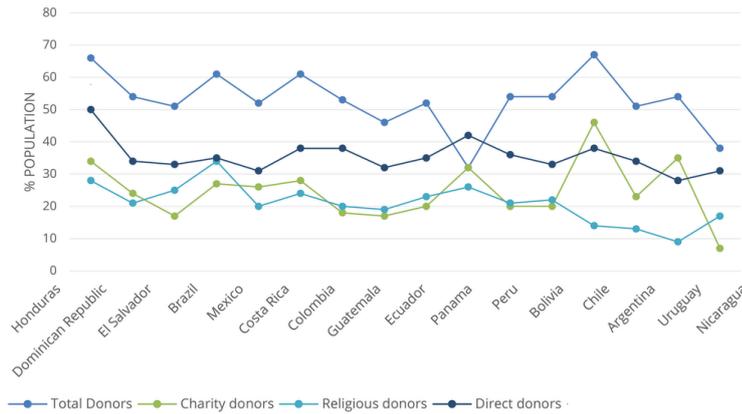
**1. Direct giving dominates.** The most common form of giving in Latin America is direct support to individuals. 35% of people report giving directly to people or families in need, significantly more than those who donate to charitable organizations (26%) or religious organizations (20%). This pattern reveals that generosity in the region is fundamentally relational, not institutional, as more people give to people rather than formal organizations.

**2. Lower giving compared to global benchmarks.** On average, Latin Americans donate 0.81% of their income, which is well below Africa's 1.54% but significantly above Europe's 0.64%. However, 56% of Latin Americans gave money in 2024, only slightly below the global participation rate of 64%. This pattern indicates reasonably broad engagement with giving across the region, but unknown factors limiting the amounts donated relative to income.

**3. Wealth-generosity paradox.** The region reflects a pattern seen globally: economic prosperity doesn't translate into higher generosity. In the three most prosperous nations - Chile, Argentina and Uruguay - individuals donate only 0.6% or less of income, ranking at the bottom regionally, while people in three countries in Central America and the Caribbean - Honduras, Dominican Republic and El Salvador - donate between 1.17%-1.38% of their income.

**4. Perceptions predict practice.** The survey measured trust in nonprofits, perceived importance of nonprofits, and self-rated generosity. The evidence shows that positive perceptions translate into tangible giving. Honduras and Dominican Republic demonstrate this clearly: they show the highest trust in nonprofits (10.3 and 10.2 out of 15), award the highest importance scores (12 and 11.4 out of 15), have the highest self-ratings of generosity (5.7 and 5.6 out of 7), and donate the highest proportion of income (1.38% and 1.17% respectively). Bolivia and Peru display the opposite pattern: lower trust (7.9 and 8.3), lower self-ratings (5.1 and 5.2), and lower donations as a percentage of income (0.72% and 0.78%).

## Total Donors by Country



Author's own analysis, based on World Giving Report 2025

## The State of Generosity 2024-25

### GivingTuesday Data Commons

→ [Read the full report](#)

The State of Generosity 2024-25 examines global giving patterns with a particular focus on the role and behaviors of individual donors. The 2025 publication explores two main themes: individuals and giving around the world, and how generosity connects us to community.

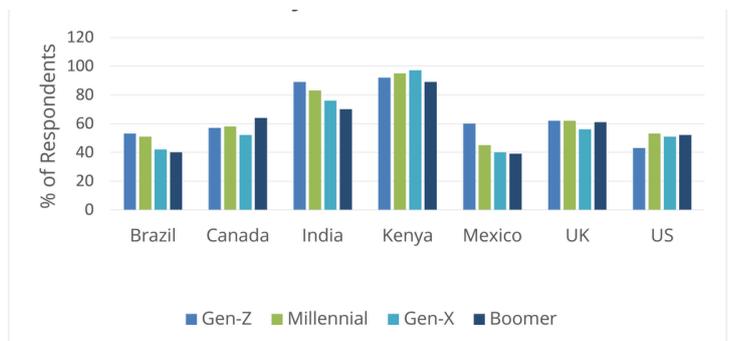
### Methodology

The GivingTuesday Data Commons team aggregates data from World Bank, IMF, OECD and other sources to estimate global financial flows. They also conduct the Global Omnibus Survey in seven countries (Brazil, Canada, India, Kenya, Mexico, UK, US) tracking monetary giving, volunteering, in-kind giving, advocacy and trust in nonprofits. This year introduced a civic intent metric measuring commitment to common good through generosity.

### Spotlight on giving behaviors

Having now gathered data from four iterations of the survey, this year's report shows the percentage of people who behave generously fluctuates in any given year. In the two LAC countries surveyed Brazil shows a downward trend from 88% (2021) to 80% (2024), making it the only country in the sample with sustained decline. Mexico maintains relatively stable participation around 78-80% across all years, though slightly below its 2021 peak.

### Giving Money to Any Recipient Type, by Generation



Source: The State of Generosity 2024-25

When looking at generational patterns in monetary giving, both Brazil and Mexico show Gen-Z giving at the highest rates (53% and 60% respectively), declining through Millennials and Gen-X to the lowest rates among Boomers (around 40%). This contrasts sharply with Anglo countries, especially the US, where older generations give at higher rates than younger ones.

Finally, the surveys reveal that generosity is a holistic concept in people’s minds, rather than an “either/or” proposition where people are only willing to participate in one type of activity. Most people give in multiple ways simultaneously: in Brazil, 39% of givers contributed money, items, and time (similar to 39% in the US). Across all countries, fewer than 10% gave money exclusively. This suggests any form of generous participation, be it volunteering, donating items, or giving money, can serve as a gateway to deeper engagement.

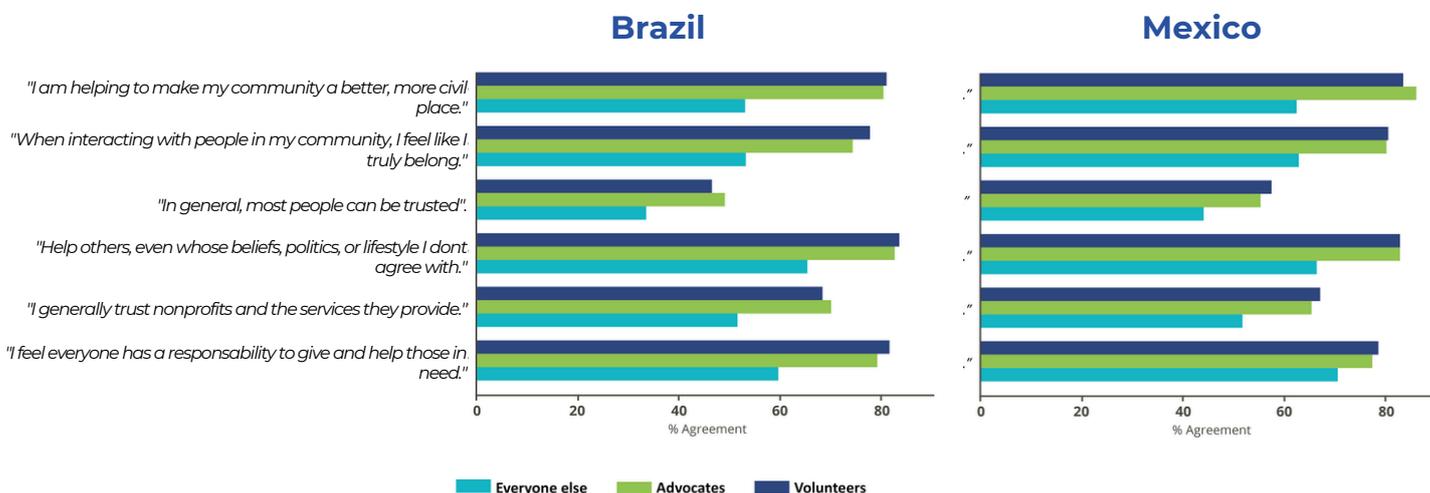
### Spotlight on Civic Intent

While generosity is often measured in dollars and volunteer hours, its deeper value lies in how it connects people to one another and in so doing strengthens the civic fabric of society.

The State of Generosity report explores “civic intent”, a composite metric that captures how individuals express their commitment to the common good through generosity and how generosity relates to broader patterns of civic engagement, trust and social cohesion.

Looking at Mexico and Brazil's Civic Intent data, a striking pattern emerges: volunteers and advocates consistently score 15-30 percentage points higher than the general population across nearly all civic attitudes in both countries. The most dramatic difference appears in depolarization: both volunteers and advocates show significantly greater willingness to help people whose beliefs, politics, or lifestyle they don't agree with, alongside elevated feelings of community belonging and trust.

### Differences in Attitudes Among Volunteers and Advocates



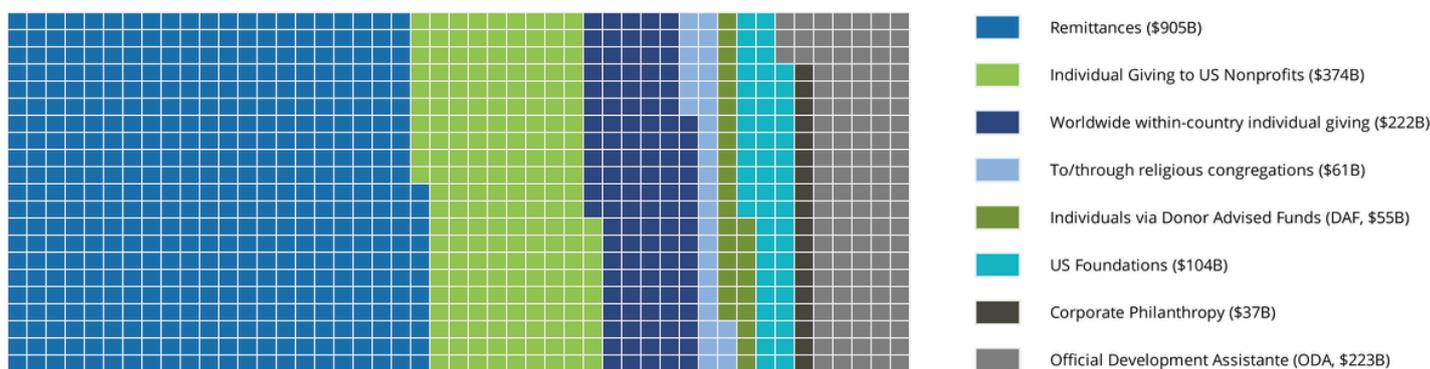
Source: The State of Generosity 2024-25

This research comes at a critical moment: as civic space contracts and democratic institutions face pressure across the region, understanding how generosity connects to civic health becomes essential. This universal pattern, that engagement in generosity through volunteering and advocacy correlates strongly with civic-minded attitudes, trust, belonging, and willingness to bridge divides, reinforces the central finding that generosity doesn't just reflect civic health, it actively builds it.

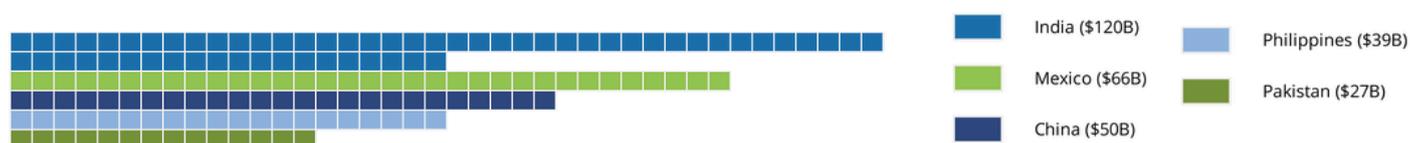
### Spotlight on remittances

*With additional help from: Marc Maxmeister, Señor Data Scientist, GivingTuesday Data Commons*

#### Total Worldwide Aid Flows (1 box = \$2B)



#### Top five recipient countries for remittances (1 box = \$2B)



By tracking, extrapolating and aggregating reliable data in key areas of global financial giving, the GivingTuesday Data Commons team estimates that total annual financial gifts amounted to \$2.3 trillion in 2024, with individual givers accounting for \$1.5 trillion of that total.

In a year dominated by cuts to overseas development assistance, analysis of total worldwide aid flows reveals striking data about the global giving ecosystem:

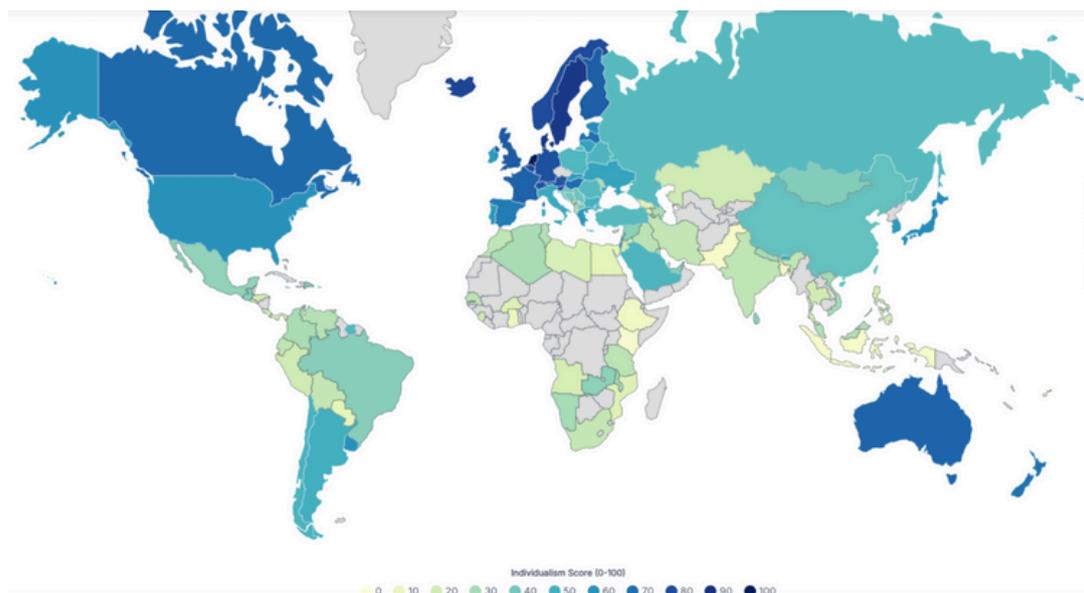
- Remittances account for \$905 billion. (World Bank)
- Individual donations directly to organizations account for nearly \$600 billion worldwide. (GivingTuesday, GivingUSA, CAF World Giving Index)
- Official Development Assistance totals only \$223 billion. (OECD)

There's an ongoing debate about whether remittances count as philanthropy or fit a broader definition of generosity. If philanthropy is defined as "private action for the public good," and remittances are sent to and used by immediate family members,

then perhaps not. However, the reality is, we don't fully know how much goes to immediate nuclear family versus extended family or wider community networks.

To get a sense of how remittances might impact communities, the degree to which a country is individualistic or collectivist is a useful lens. According to the World Population Review which scores countries from 0-100, LAC countries fall into four broad groups.

### Individualism Score by Country



Source: World Population Review

Most collectivist (15-20)	Strongly collectivist (20-30)	Moderate (30-40)	More individualistic (47-60)
Costa Rica Panama El Salvador Honduras Paraguay	Venezuela Colombia Ecuador Peru Bolivia	Mexico Brazil Guatemala Dominican Republic	Uruguay Argentina Chile Suriname

In more collectivist countries, remittances could be expected to spread more widely through communities, benefiting people well beyond the immediate recipient's household. The evidence appears to back this up. A 2007 World Bank study found the tend to increase inequality, in Latin America they do the opposite, suggesting resources are being shared more broadly across communities. More recently, Susan Appe and Satenik Papayan's work (Appe, S., & Papyan, S. 2025) has resulted in the development of a conceptual model of diaspora philanthropy, exploring how diaspora communities transfer resources such as money, time, labour and knowledge to their countries of origin for the public good.

In conclusion, remittances are massive and growing, representing 20%+ of GDP in parts of Central America (Caruso et al., 2021). Yet despite their economic importance and potential to spread benefits through community networks, they remain understudied in generosity research, a gap that urgently needs addressing.

## Global Philanthropy Environment Index (GPEI)

Lilly Family School of Philanthropy, Indiana University

→ [Read the full report](#)

Published every few years since 2013, the Global Philanthropy Environment Index (GPEI) details the factors that influence the environment in which philanthropic (not-for-profit, non-state organizations) organizations operate.

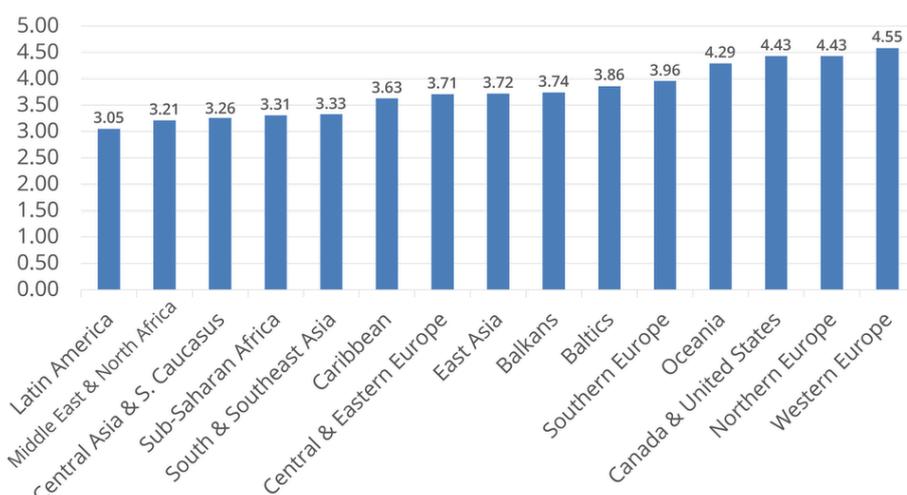
A favorable philanthropic environment, “provides adequate incentives and necessary limits to positively influence the propensity of individuals and organizations to engage productively in philanthropic activities.” This environment emerges from government policy decisions combined with a country's historical, cultural and socio-political traditions.

### Methodology

The 2025 edition covers 2021-23 and was developed in partnership with 173 experts. Of a total of 95 countries, the GPEI includes 13 from LAC: 10 from Latin America and 3 from the Caribbean. Detailed findings appear in the [Latin America](#) and [Caribbean](#) regional reports.

Six factors pertaining to the philanthropic environment are scored between 1 and 5, with 1 being the most restrictive and 5 being the most favorable. A country is considered to enjoy a favorable philanthropic environment if the average score on all six factors is 3.5 or higher.

### 2025 GPEI Score by Region



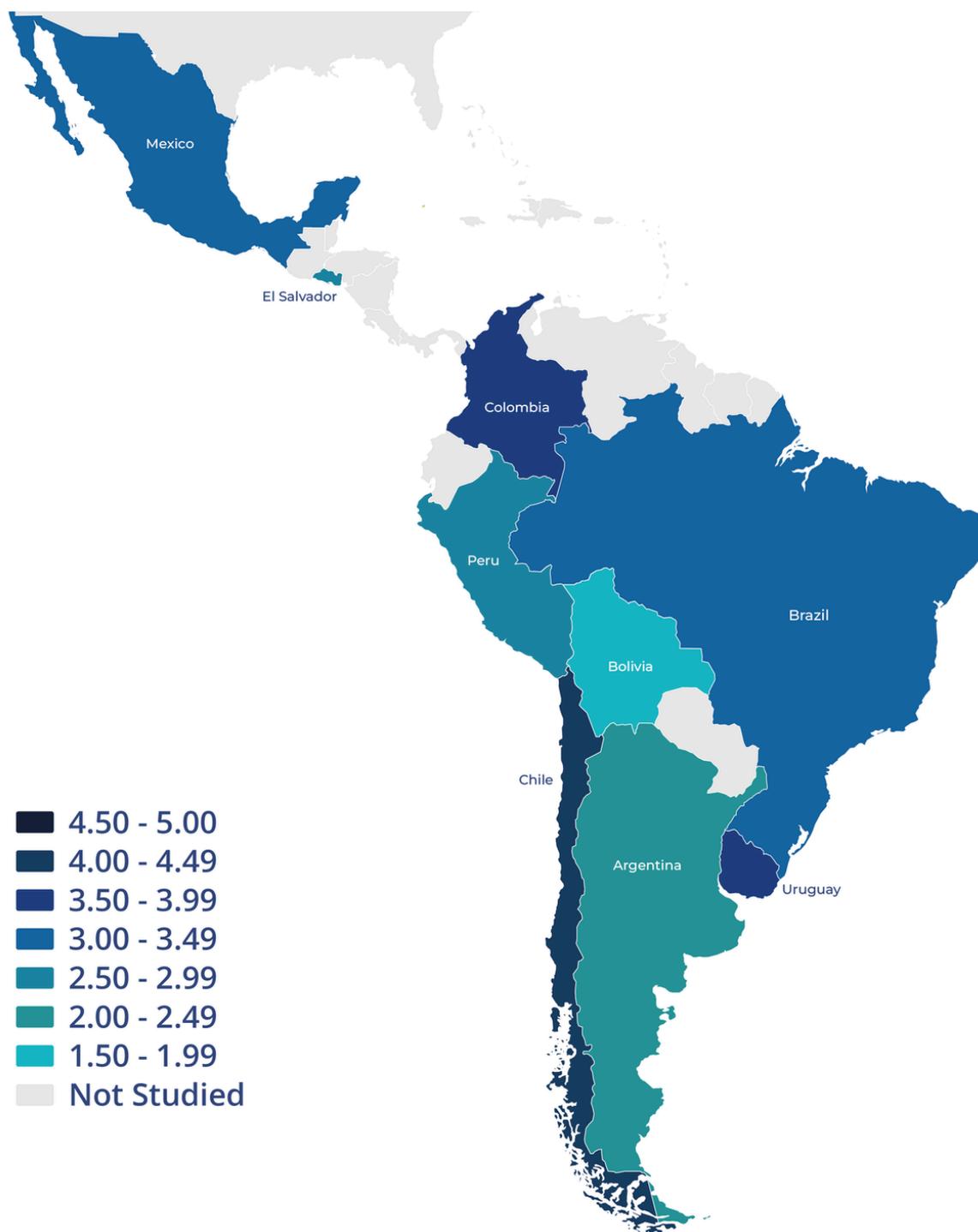
Source: 2025 GPEI

## Key Findings

For **Latin America**, the results are not good: the region remains the most challenging philanthropic environment, with average scores below 3.5 on five of the six factors. Latin America faces particularly acute challenges in areas shaped by culture and context, scoring lowest globally for political environment (2.84), economic environment (2.60), and socio-cultural environment (3.38).

### Global Philanthropic Environment Index 2025

Results for Latin America and the Caribbean



While the institutional and legal frameworks for philanthropy perform somewhat better, they still fall well below global averages. Ease of operating a philanthropic organization (3.66), tax incentives (3.00), and cross-border philanthropic flows (2.83) all trail behind other regions. On cross-border flows, Latin America now joins the Middle East and North Africa and Southern/Southeast Asia as one of the three most challenging regions globally.

Colombia, Chile, and Uruguay represent the region's strongest environments for philanthropy. These countries have built on past successes by reducing regulatory barriers and expanding organizational freedoms across sectors. On the other end of the scale, Argentina, Bolivia, and Venezuela have experienced notable deterioration since 2018, with Venezuela now holding the most restrictive environment globally (1.83).

On the other hand, **the Caribbean** scores slightly above the global average (3.63), but this masks significant variation. While the region scores well on ease of operating a philanthropic organization (3.80) and on political, economic, and socio-cultural factors, it performs poorly on tax incentives (2.92, second-lowest globally) and cross-border flows (2.83, ahead only of the Middle East and North Africa).

Among Caribbean countries, Jamaica leads, followed by The Bahamas, with Barbados trailing. Despite relatively favorable conditions overall, organizations face complex government procedures, limited sector understanding, and substantial data gaps.

## Global Philanthropic Environment Index 2025

### *Individual country scores*

Country	Ease of operating a philanthropic organization	Tax incentives	Cross-border philanthropic flows	Political environment	Economic environment	Socio-cultural environment	Overall score
<b>Latin America</b>							
Argentina	3.83	3.25	1.5	2	1.5	3.5	<b>2.6</b>
Bolivia	2.33	1.5	2.5	2	2	1	<b>1.89</b>
Brazil	4	3	3.75	3.5	3	3	<b>3.38</b>
Chile	4.63	3.75	4	3.65	4	4.3	<b>4.06</b>
Colombia	4.17	3.5	4	4	3.5	4.5	<b>3.94</b>
El Salvador	4	3	3	3	1	3	<b>2.83</b>
Mexico	4.17	3.75	2	2.5	3.5	3.5	<b>3.24</b>
Peru	3.83	2.25	3	2.75	2.5	3	<b>2.89</b>
Uruguay	4.67	3	3.5	4	4	4	<b>3.86</b>
Venezuela	1	3	1	1	1	4	<b>1.83</b>
<b>Caribbean</b>							
Barbados	4.67	3	2	3	4	3	<b>3.28</b>
Jamaica	4.67	4	3.75	4	3.5	3.5	<b>3.9</b>
The Bahamas	5	1.75	2.75	4.25	4	4.5	<b>3.71</b>

## Additional International Studies

Beyond the core reports on LAC philanthropy, several global studies provide valuable data and analysis that include Latin American countries or shed light on the regional context for generosity. The following summaries highlight the most relevant findings from each report; again, we encourage those seeking deeper understanding to read the original reports in full.

### Global Flourishing Study

Baylor University, Harvard University, Gallup, Center for Open Science (COS),  
<https://www.cos.io/gfs>

### Demographic variation in charitable giving and helping across 22 countries in the Global Flourishing Study

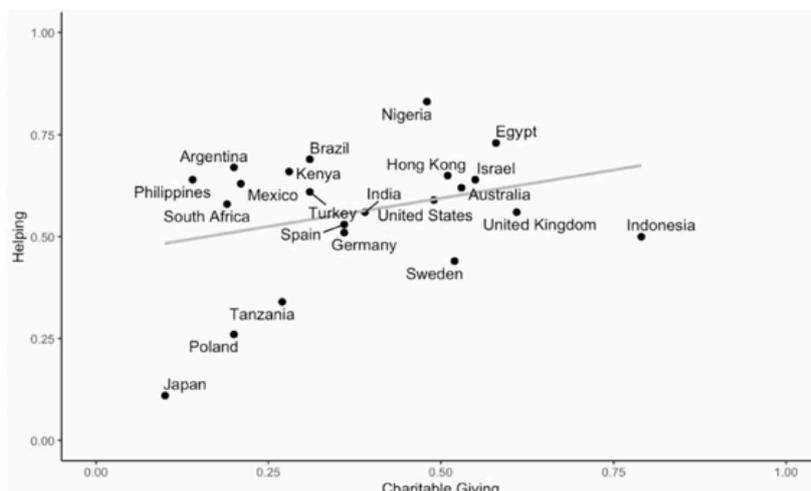
Julia S. Nakamura, Dorota Węziak-Białowska, Robert D. Woodberry, Laura D. Kubzansky, Koichiro Shiba, R. Noah Padgett, Byron R. Johnson, Tyler J. VanderWeele  
→ [Read the full report](#)



The Global Flourishing Study (GFS) is a multi-year longitudinal data collection and research collaboration about what makes for a flourishing life. The initiative includes data collection for 200,000 participants from 20+ geographically and culturally diverse countries and territories, including Argentina, Brazil and Mexico. In the specific article, authors examine distributions of charitable giving and helping across nine demographic factors (age, gender, marital status, employment status, religious service attendance, education, immigration status, race and ethnicity and religious affiliation).

The study finds that Argentina, Brazil, and Mexico rank among the world's top seven for helping strangers (67%, 69%, and 63% respectively) but near the bottom for

### Correlations for charitable giving and helping at the country level



Source: Global Flourishing Study

charitable giving (20%, 31%, and 21%), pointing to a distinctive pattern in which people's generosity flows primarily through informal, direct assistance rather than institutional philanthropy.

Across all countries surveyed, education and religious service attendance emerge as the strongest predictors of both giving and helping, while charitable giving increases with age but helping decreases. Notably, GDP per capita shows virtually no correlation with charitable giving rates, challenging assumptions that wealth drives generosity and suggesting that cultural values, religious traditions, and institutional contexts matter far more than national income in shaping prosocial behavior.

## World Happiness Report 2025

John F. Helliwell, Richard Layard, Jeffrey D. Sachs, Jan-Emmanuel De Neve, Lara B. Aknin, Shun Wang

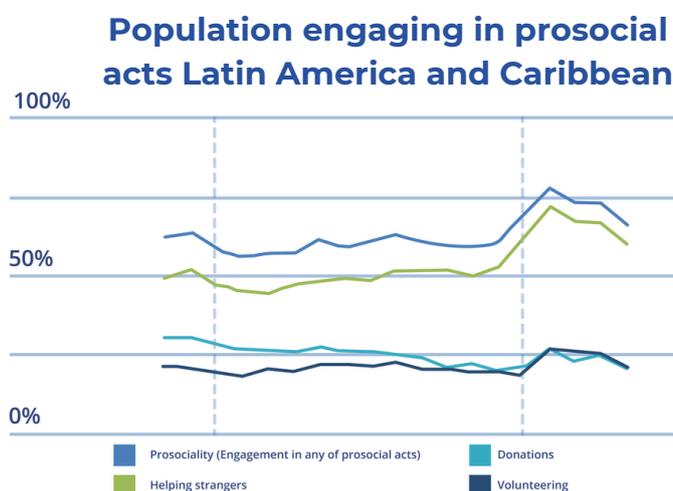
[→ Read the full report](#)

The World Happiness Report is an annual publication examining global wellbeing patterns, with this year's edition focusing on the impact of caring and sharing on people's happiness. The report compiles data from 147 countries, including 21 from Latin America and the Caribbean. Chapter two specifically focuses on "measures of benevolence": national average frequencies of people who engaged in donating, volunteering, or helping a stranger during the past month (from the Gallup World Poll<sup>1</sup>), and national perceptions of whether others would return a lost wallet if found by a neighbor, stranger, or police officer (from the 2019 Lloyd's Register Foundation World Risk Poll).

### Key Findings

In overall happiness rankings, Costa Rica placed 6th and Mexico 10th, while Venezuela ranked lowest in the region at 82nd. More linked to generosity itself, in Latin America and the Caribbean, informal benevolent acts such as helping strangers appear more common than formal acts like donating and volunteering. For helping

strangers, Brazil ranked 36th globally at 69%, Argentina 42nd at 67%, and Mexico 10th at 63%, but all ranked near the bottom of the list of 147 countries for charitable giving (Brazil 78th at 31%, Mexico 102nd at 21%, Argentina 105th at 20%). Additionally, Latin America and the Caribbean showed an immediate surge in benevolence after COVID-19, though this increase declined soon after.



Source: World Happiness Report

<sup>1</sup> The Gallup World Poll was also the source of data for the World Giving Index by CAF in editions 2024 and prior.

## Country rankings for six measures of benevolence

Country	Cantril Ladder	Donated	Volunteered	Helped a stranger	Wallet returned by		
					Neighbour	Stranger	Police
Argentina	42	105	94	52	88	72	128
Belize	25	100	37	23			
Bolivia	74	117	66	72	137	126	133
Brazil	36	78	85	58	113	129	117
Chile	45	68	105	40	85	99	118
Colombia	61	130	100	80	119	113	121
Costa Rica	6	92	84	36	98	128	104
Dominican Republic	76	96	21	25	108	127	134
Ecuador	62	118	90	92	133	134	122
El Salvador	37	128	70	85	113	129	117
Guatemala	44	98	20	71	118	119	127
Honduras	63	70	31	43	107	116	125
Jamaica	73	108	9	1	77	81	103
Mexico	10	102	89	61	126	120	136
Nicaragua	47	89	50	69	136	136	130
Panama	41	104	62	75	125	115	106
Paraguay	54	76	30	48	120	106	131
Peru	65	124	88	79	132	121	124
Trinidad and Tobago	70	50	40	3			
Uruguay	28	75	95	34	60	74	91
Venezuela	82	111	23	8	111	131	137

Source. World Happiness Report 2025 (Gallup World Poll (2022–2024), World Risk Poll (2019))

## EU System for an Enabling Environment for Civil Society (EU SEE)

European Union

→ [Visit the website](#)

The EU SEE initiative is a consortium of international civil society organisations and network members that implements an early warning and monitoring mechanism to document changes and shed light on critical trends in the enabling environment for civil society. While the system monitors fundamental freedoms of association, assembly, and expression, it also covers operational factors such as access to funding, tax frameworks, and government-CSO relations that directly impact the context for generosity and social investment. Of the 86 countries participating globally, 15 are in LAC and 11 have published specific country reports.

### Key Findings

The landscape for civil society is challenging. Countries experiencing deterioration alerts include Mexico, El Salvador, Honduras, Ecuador, Bolivia, Paraguay, Argentina and Trinidad and Tobago. Several countries display early warning alerts (Costa Rica, Peru,



Source: EU System for an Enabling Environment for Civil Society

and Brazil), and only Colombia and Chile show signs of improvement. The predominance of deterioration alerts across the region reflects broader trends of democratic backsliding and shrinking space, creating significant operational challenges for both local and international donors and constraining access to the funding resources.

## **Edelman Trust Barometer 2025**

*Edelman Trust Institute*

→ [Read the full report](#)

The 2025 Edelman Trust Barometer is a high-profile report examining different facets of trust between groups in society. This annual online survey, now in its 25th year, is based on surveys of over 33,000 respondents across 28 countries, including Argentina, Brazil, Colombia, and Mexico from the Latin America and Caribbean region.

### **Key findings**

Overall trust scores represent levels of trust across business, government, NGOs, and media. The LAC countries surveyed show trust levels at or below the global average of 56 points: Mexico at 57, Brazil at 51, Colombia at 49, and Argentina at 48, which is also the country where trust has grown the most since 2024, going up 9 points.

The percentage of respondents who express trust in NGOs specifically is highest in Mexico at 61%, followed by Brazil at 56% (both down 3 points from 2024), Argentina at 54% (up 3 points), and Colombia at 52%.

While these figures could readily support an interpretation of institutional trust crisis in LAC, a more nuanced analysis reveals an important context: although the narrative of distrust is particularly prominent within the region, many well-established developed economies register lower trust scores, not least the UK, Japan and Germany for example.

## **Five Agendas to Transform Philanthropy in Latin America and the Caribbean**

*The Resource Foundation, Dalberg, The Rockefeller Foundation*

→ [Read the full report](#)

This report presents five interconnected agendas that represent the sector's most critical leverage points for transforming LAC philanthropy. The priorities emerged from consultations with over 70 leaders across the region (including philanthropic organizations, businesses, civil society groups, and local actors) through interviews and focus groups. Added to this, the team reviewed more than 40 reports and studies on regional philanthropy, impact investing and financing, complemented by case studies from several countries.

## Key Findings

The report identifies five priority agendas that philanthropic leaders across LAC view as essential for sector transformation, drawing on practical experience and field-tested insights. While each agenda can catalyze change independently, the authors argue their true power emerges when pursued in tandem. The five agendas are:

- I. Collaborate for Real — From coordination to collective action
- II. Mobilize More Capital — From latent potential to active commitment
- III. Finance Better — From charity to social investment
- IV. Localize Philanthropy — From beneficiaries to protagonists of change
- V. Raise the Standard — From goodwill to a professional and connected ecosystem

## Notable National Reports

### ***Pesquisa Doação Brasil 2024*** (Brazil Donation Survey 2024)

*Luisa Gerbase de Lima, Marina Zanin Negrão, Paula Jancso Fabiani; technical consultation Andréa Wolffenbüttel, Paula Guimarães*

*IDIS – Instituto para o Desenvolvimento do Investimento Social*

[→ Read the full report](#)

This study examines individual donation practices in Brazil during 2024, analyzing behaviors, motivations and trends in the country's giving culture. The fourth edition includes a special focus on donations for emergency situations.

## Key Findings

- 78% of Brazilians made some type of donation in 2024, with 43% making institutional donations (the highest level since 2015), reaching a record R\$24.3 billion (0.21% of GDP).
- While the overall donor base contracted, institutional donors are becoming more selective, with median annual donations increasing from R\$300 (2022) to R\$480 (2024).
- 50% of Brazilians donated in response to emergency situations, with 55% donating to states outside their own, demonstrating strong national solidarity.

Trust remains the critical barrier: only 30% believe most NGOs are trustworthy, and 49% have stopped donating after negative media coverage.

### ***Segundo Barómetro de la Filantropía en Chile: Tendencias e Índice de Desarrollo 2018-23*** (Second Philanthropy Barometer in Chile: Trends and Development Index 2018-2023)<sup>2</sup>

*Emilia González Carmona, Diego Olivares Moya*

*Centro de Filantropía e Inversiones Sociales (CEFIS), Universidad Adolfo Ibáñez*

[→ Read the full report](#)

<sup>2</sup>This report was published in November 2024, subsequent to the deadline for inclusion in Generosity in LAC 2024.

This comprehensive longitudinal study examines Chile's philanthropic ecosystem analyzing donations, donor behavior and the conditions that enable or limit philanthropic development. It combines administrative data analysis with surveys of businesses, philanthropic foundations, recipient organizations and citizens to measure both donation trends and an index of philanthropic development.

## Key Findings

- Annual donations grew 57.7% cumulatively (9.5% annually) between applications, reaching record levels in 2023 and far exceeding GDP growth.
- Donations surged in 2020 despite economic contraction, with 79% coming through the simple “disaster donations law”.
- The number of corporate donors, the largest institutional donor group, has stagnated despite rising total donations.

## ***Fundaciones donantes en México: funciones, mecanismos de inversión y aportes a la sociedad*** (Donor Foundations in Mexico: Functions, Investment Mechanisms and Contributions to Society)

*Rodrigo Villar and Gemma Puig*

*Centro de Investigación y Estudios sobre Sociedad Civil (CIESC)*

[→ Read the full report](#)

Drawing on tax authority data from 2020-2023, this study provides the first systematic analysis of 351 donor foundations, revealing their characteristics, investment mechanisms and contributions to society. The research explores how these foundations operate, what they fund, and their strategic role within Mexico's philanthropic ecosystem.

## Key findings

- The 351 donor foundations represent only 3% of all authorized donee organizations yet account for 69% of all donations between authorized organizations, with average annual giving of 7,991 million pesos.
- Extreme concentration characterizes the sector: the top quartile controls 92% of total income and 77% of donations, with two foundations alone accounting for nearly half of all resources.
- More than half (54%) of donor foundations are concentrated in Mexico City, while six states have no identified donor foundations whatsoever.
- Independent foundations are most common (46%), followed by corporate (35%), family (15%), and community foundations (4%); 40% are predominantly operative, 38% are mixed, and 22% are predominantly donors.
- Philanthropy constitutes the primary income source (61%), with investment returns representing 36%; for 88% of foundations, philanthropy represents their principal income source.

## 4. WHAT WE KNOW: COUNTRY FACTSHEETS

Building on last year's inaugural "Generosity in LAC" report, this year we present a factsheet on each of the 33 countries in Latin America and the Caribbean<sup>3</sup>, offering a first glance at what we know about generosity in each place.

### Making the invisible visible

As the previous section revealed, we don't know nearly enough. The "invisibility" of most LAC countries remains striking, especially in relation to the Caribbean islands, which appear in only a fraction of the major global studies.

Nonetheless, by bringing to light what we know - and what we don't - funders, researchers, nonprofit leaders and policy makers will be better equipped to understand and support the development of the philanthropic sector in the region.

### Our approach

This section is divided into two parts: Latin American and the Caribbean. The country factsheets are not intended to provide exhaustive coverage; they do not include every detail from every available dataset on generosity and philanthropy for each of the 33 countries. Instead, they reflect data compiled from most major global reports and, where available, a few national high quality reports. The result is to create a baseline: an honest snapshot of what's currently measured and/or measurable about generosity in each country.

### Sources

The sources used to identify data for each of the 33 LAC countries are listed in acronyms immediately after their labels. The complete list of references can be found in the end of this document.

#### **Global:**

- (CIVICUS) CIVICUS Monitor
- (GPEI) Global Philanthropy Environment Index
- (GTDC) The State of Generosity 2024-25
- (UNPD) United Nations Population Division
- (WF) The World Factbook
- (TB) Trust Barometer
- (WGR) World Giving Report

<sup>3</sup> In addition to the 33 countries, the GivingTuesday LAC Hub includes Puerto Rico in its scope. Although a U.S. territory, Puerto Rico's cultural ties to Latin America and active participation in the regional GivingTuesday movement make it a valued part of the generosity movement in LAC.

**Brazil:**

(IPEA) Mapa das OSCs  
(IDIS) Pesquisa Doação Brasil  
(FIPE) Contribuição Econômica das Organizações da Sociedade Civil

**Colombia:**

(APC) Análisis de la filantropía estadounidense en Colombia (2015-2025)

**Dominican Republic:**

(CAFSL) Centro Nacional de Fomento y Promoción de las Asociaciones Sin Fines de Lucro

**Mexico:**

(CEMEFI), Compendio Estadístico del Sector no Lucrativo  
(USAID), Civil Society Organisations Sustainability Index for Mexico  
(CIESC) Generosidad en México, 2022

**Peru:**

(UP) Universidad del Pacifico

**Looking ahead**

In every future edition, we'll expand this knowledge base, adding new data sources and insights. Our ultimate goal is to create a comprehensive, publicly available dataset that researchers, practitioners and anyone invested in generosity in LAC can use to inform their work.

# Latin America

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# Argentina



Despite a rich and diverse non-profit sector, Argentina lacks consistent reporting on philanthropic activity and data on generosity. For example, the number of civil society organizations in the country is unknown.

Nonetheless, Argentina is the home to several high profile organizations working to advance the internal philanthropic environment, such as [AEDROS](#), [GDFE](#), [RACI](#) and [CIS](#), at Universidad de San Andrés. The country also has an active GivingTuesday local movement, called [Un Día para Dar Argentina](#), led by [Pura Vida](#).

<b>Country profile</b>	Population (UNPD)	45,851,378
	Main language (WF)	Spanish
<b>Philanthropic environment</b>	Philanthropic development score (GPEI)	2.6
	Civic space (CIVICUS)	Narrowed
	Trust in NGOs (TB)	Neutral
<b>Giving behavior</b>	Total donors - % of population (WGR)	51%
	Total donations - % of income (WGR)	0.60%
<b>Money</b>	% population who donate to charity (WGR)	23%
<b>Time</b>	% population who volunteer (WGR)	18%
	Average hours volunteered per person (WGR)	6.2

## Belize



<b>Country profile</b>	Population (UNPD)	422,924
	Main language (WF)	English
<b>Philanthropic environment</b>	Civic space (CIVICUS)	Narrowed

## Bolivia



<b>Country profile</b>	Population (UNPD)	12,581,843
	Main language (WF)	Spanish
<b>Philanthropic environment</b>	Philanthropic development score (GPEI)	1.89
	Civic space (CIVICUS)	Obstructed

## Brazil



Brazil is one of the few countries in the region with official data on the nonprofit sector. A federal government agency is specifically tasked with studying and publishing information about nonprofit organizations.

Most local actors recognize the *Mapa das OSCs* as the go-to source for understanding these organizations. Published by the “*Instituto de Pesquisa Econômica Aplicada*” (IPEA), it's updated nearly every year.

Private organizations also contribute significantly to mapping Brazil's local philanthropic landscape.

- *Instituto para o Desenvolvimento do Investimento Social* (IDIS) publishes the Pesquisa Doação Brasil study, offering a comprehensive understanding of how Brazilians give.
- *GIFE*, a local membership association of grantmakers, foundations and other organizations, publishes *Censo GIFE* every two years. The report presents a picture of how major institutions invest in social activities in the country.

Brazil is also home to a vibrant GivingTuesday movement known as *Dia de Doar*. Originally led by *ABCR*, the Brazilian fundraisers' association, leadership shifted in 2025 to the *Movimento por uma Cultura de Doação*, a coalition working to build a stronger culture of giving.

# Brazil



<b>Country profile</b>	Population (UNPD)	212.812.405
	Main language (WF)	Portuguese
<b>Philanthropic environment</b>	NGO # (IPEA)	917,727
	Philanthropic development score (GPEI)	3,38
	Civic space (CIVICUS)	Obstructed
	Trust in NGOs (TB)	Neutral
	Civil Society GDP percentage (FIPE)	4,37%
	Employed workers in nonprofits (IPEA)	2,690,837
<b>Giving behavior</b>	Total donors - % of population (WGR)	61%
	Total donations - % of income (WGR)	0,93%
	Percentage of population giving money, itens and volunteering (GTDC)	39%
<b>Money</b>	% population who donate to charity (WGR)	27%
	% population who donate to charity (IDIS)	43%
	Donations to nonprofits (in reais)	24,300,000,000
<b>Time</b>	% population who volunteer (WGR)	22%
	Average hours volunteered per person (WGR)	8

# Chile



Chile is home to one of Latin America and the Caribbean's few dedicated philanthropy research centers: *Centro de Filantropía e Inversiones Sociales* (CEFIS).

Based at Universidad Adolfo Ibáñez in Santiago, CEFIS published the second edition of the *Barómetro de Filantropía en Chile* (Chile's Philanthropy Barometer) in 2025, shedding light on trends and developments in the country's philanthropic sector.

<b>Country profile</b>	Population (UNPD)	19,859,921
	Main language (WF)	Spanish
<b>Philanthropic environment</b>	Philanthropic development score (GPEI)	4.06
	Civic space (CIVICUS)	Narrowed
<b>Giving behavior</b>	Total donors - % of population (WGR)	67%
	Total donations - % of income (WGR)	0.60%
<b>Money</b>	% population who donate to charity (WGR)	46%
<b>Time</b>	% population who volunteer (WGR)	20%
	Average hours volunteered per person (WGR)	4.5

# Colombia



The Colombian cooperation agency, *Agencia Presidencial de Cooperación Internacional de Colombia* or APC, published a report analysing the donations made from American donors to local organizations. This is one of the few resources available to researchers studying the Colombian philanthropic landscape.

The country is also home to an active GivingTuesday movement, called Un Día para Dar Colombia.

<b>Country profile</b>	Population (UNPD)	53,425,635
	Main language (WF)	Spanish
<b>Philanthropic environment</b>	Philanthropic development score (GPEI)	3.94
	Civic space (CIVICUS)	Repressed
	Trust in NGOs (TB)	Neutral
	Donations received from the USA 2015-25 (APC)	\$ 362,618,372
<b>Giving behavior</b>	Total donors - % of population (WGR)	53%
	Total donations - % of income (WGR)	0.84%
<b>Money</b>	% population who donate to charity (WGR)	18%
<b>Time</b>	% population who volunteer (WGR)	28%
	Average hours volunteered per person (WGR)	6.3

# Costa Rica



<b>Country profile</b>	Population (UNPD)	5,152,950
	Main language (WF)	Spanish
<b>Philanthropic environment</b>	Civic space (CIVICUS)	Narrowed
<b>Giving behavior</b>	Total donors - % of population (WGR)	61%
	Total donations - % of income (WGR)	0.84%
<b>Money</b>	% population who donate to charity (WGR)	28%
<b>Time</b>	% population who volunteer (WGR)	28%
	Average hours volunteered per person (WGR)	6.3

# Ecuador



<b>Country profile</b>	Population	18,289,896
	Main language (WF)	Spanish
<b>Philanthropic environment</b>	Civic space	Obstructed
<b>Giving behavior</b>	Donors within population	52%
	Total donations as a % of income	0.81%
	Companies with philanthropic actions	less than 10%
<b>Money</b>	Population who donated to charity	20%
<b>Time</b>	Volunteers within population	30%
	Average hours volunteered per person	9.1

# El Salvador



<b>Country profile</b>	Population (UNPD)	6,365,503
	Main language (WF)	Spanish
<b>Philanthropic environment</b>	Philanthropic development score (GPEI)	2.83
	Civic space (CIVICUS)	Obstructed
<b>Giving behavior</b>	Total donors - % of population (WGR)	51%
	Total donations - % of income (WGR)	1.17%
<b>Money</b>	% population who donate to charity (WGR)	17%
<b>Time</b>	% population who volunteer (WGR)	30%
	Average hours volunteered per person (WGR)	5.8

## Guatemala



<b>Country profile</b>	Population (UNPD)	18,687,881
	Main language (WF)	Spanish
<b>Philanthropic environment</b>	Civic space (CIVICUS)	Repressed
<b>Giving behavior</b>	Total donors - % of population (WGR)	46%
	Total donations - % of income (WGR)	0.84%
<b>Money</b>	% population who donate to charity (WGR)	17%
<b>Time</b>	% population who volunteer (WGR)	25%
	Average hours volunteered per person (WGR)	10.1

## Guyana



<b>Country profile</b>	Population (UNPD)	835,986
	Main language (WF)	English
<b>Philanthropic environment</b>	Civic space (CIVICUS)	Narrowed

# Honduras



<b>Country profile</b>	Population (UNPD)	11,005,850
	Main language (WF)	Spanish
<b>Philanthropic environment</b>	Civic space (CIVICUS)	Repressed
<b>Giving behavior</b>	Total donors - % of population (WGR)	66%
	Total donations - % of income (WGR)	1.38%
<b>Money</b>	% population who donate to charity (WGR)	34%
<b>Time</b>	% population who volunteer (WGR)	27%
	Average hours volunteered per person (WGR)	9.8

## Mexico



Like Brazil, Mexico has established a strong tradition of studying local philanthropy and making data accessible to researchers and regional actors.

One of the leading institutions is the Centro Mexicano para la Filantropía (CEMEFI), whose 1,600-strong membership includes nonprofits, grant-making foundations, companies, and individuals.

CEMEFI publishes the *Compendio Estadístico del Sector no Lucrativo* (Statistical Compendium of the Nonprofit Sector) every two years. The Compendio offers a comprehensive overview of the country's philanthropic sector and serves as a benchmark for all of Latin America and the Caribbean.

Tecnológico de Monterrey, one of the country's leading universities, hosts the Centro de Investigación y Estudios Sobre Sociedad Civil (CIESC) (Center for Research and Studies on Civil Society). This research center has published three editions of *Generosidad en México* (Generosity in Mexico), one of the most comprehensive works on giving behaviors ever published in the region.

Another membership organization, Redecim, leads the Mexican version of GivingTuesday, Un Día para Dar Mexico, one of the first GivingTuesday national movements established in Latin America and the Caribbean.

# Mexico



<b>Country profile</b>	Population (UNPD)	131,946,900
	Main language (WF)	Spanish
<b>Philanthropic environment</b>	# NGOs (CEMEFI)	66,205
	# NGOs per 100k population (USAID)	46
	Philanthropic development score (GPEI)	3.24
	Civic space (CIVICUS)	Repressed
	Trust in NGOs (TB)	Trust
	Civil Society as % of GDP (CEMEFI)	1.48%
	Nonprofit employees (CEMEFI)	801,821
	Nonprofit volunteers (CEMEFI)	2,338,336
	<b>Giving behavior</b>	Total donors - % of population (WGR)
Total donations - % of income (WGR)		0.89%
% population who give money, items or time/volunteering (GTDC)		39%
<b>Money</b>	% population who make monetary donations (CIESC)	23%
	% population who donate to charity (WGR)	26%
	Total donations to nonprofits (CEMEFI)	\$56,172,497,756 mxn
	Average amount donated (CIESC)	\$1,341 mxn
<b>Time</b>	% population who volunteer (WGR)	24%
	% population who volunteer (CIESC)	20%
	Average hours volunteered per person (WGR)	4.4

# Nicaragua



<b>Country profile</b>	Population (UNPD)	7,007,502
	Main language (WF)	Spanish
<b>Philanthropic environment</b>	Civic space (CIVICUS)	Closed
<b>Giving behavior</b>	Donors within population (WGR)	38%
	Total donations - % of income (WGR)	0.52%
<b>Money</b>	% population who donate to charity (WGR)	7%
<b>Time</b>	% population who volunteer (WGR)	28%
	Average hours volunteered per person (WGR)	5.5

# Panama



<b>Country profile</b>	Population (UNPD)	4,571,189
	Main language (WF)	Spanish
<b>Philanthropic environment</b>	Civic space (CIVICUS)	Narrowed
<b>Giving behavior</b>	Total donors - % of population (WGR)	64%
	Total donations - % of income (WGR)	0.81%
<b>Money</b>	% population who donate to charity (WGR)	32%
<b>Time</b>	% population who volunteer (WGR)	38%
	Average hours volunteered per person (WGR)	9.4

## Paraguay



<b>Country profile</b>	Population (UNPD)	7,013,078
	Main language (WF)	Spanish
<b>Philanthropic environment</b>	Civic space (CIVICUS)	Obstructed

## Peru



<b>Country profile</b>	Population (UNPD)	34,576,665
	Main language (WF)	Spanish
<b>Philanthropic environment</b>	NGO #	30,000
	Philanthropic development score (GPEI)	2.89
	Civic space (CIVICUS)	Repressed
<b>Giving behavior</b>	Total donors - % of population (WGR)	54%
	Total donations - % of income (WGR)	0.78%
<b>Money</b>	% population who donate to charity (WGR)	20%
<b>Time</b>	% population who volunteer (WGR)	27%
	Average hours volunteered per person (WGR)	6.3

## Suriname



<b>Country profile</b>	Population (UNPD)	639,850
	Main language (WF)	Dutch
<b>Philanthropic environment</b>	Civic space (CIVICUS)	Narrowed

## Uruguay



<b>Country profile</b>	Population (UNPD)	3,384,688
	Main language (WF)	Spanish
<b>Philanthropic environment</b>	Philanthropic development score (GPEI)	3.86
	Civic space (CIVICUS)	Open
<b>Giving behavior</b>	Total donors - % of population (WGR)	54%
	Total donations - % of income (WGR)	0.59%
<b>Money</b>	% population who donate to charity (WGR)	35%
<b>Time</b>	% population who volunteer (WGR)	17%
	Average hours volunteered per person (WGR)	6.2

# Venezuela



<b>Country profile</b>	Population (UNPD)	28,516,896
	Main language (WF)	Spanish
<b>Philanthropic environment</b>	Civic space (CIVICUS)	Closed

## Caribbean Countries

Countries	Country Profile		Philanthropic Environment	
	Population (UNDP)	Main language (WF)	Philanthropic development (GPEI)	Civic Space (CIVICUS)
Antigua and Barbuda	94,209	English	-	Narrowed
Bahamas	403,033	English	3.71	Open
Barbados	282,623	English	3.28	Open
Cuba	10,937,203	Spanish	-	Closed
Dominica	65,871	English	-	Narrowed
Grenada	117,303	English	-	Open
Haiti	11,906,095	Creole	-	Repressed
Jamaica	2,837,077	English	3.9	Open
Saint Kitts and Nevis	46,922	English	-	Open
Saint Lucia	180,149	English	-	Open
Saint Vincent	99,924	English	-	Open
Trinidad and Tobago	1,511,155	English	-	Open



## Dominican Republic



The Dominican Republic's philanthropic infrastructure includes Alianza ONG, a network of nonprofit organizations, and the government body *Centro Nacional de Fomento y Promoción de las Asociaciones Sin Fines de Lucro*.

The local GivingTuesday movement, Un Día Para Dar RD, led by AFS, has taken a proactive approach to building a stronger ecosystem, recently completing a comprehensive mapping of philanthropic actors with support from WINGS' Philanthropy Transformation Initiative.

<b>Country profile</b>	Population (UNPD)	11,520,487
	Main language (WF)	Spanish
<b>Philanthropic environment</b>	NGO # (CASFL)	8,825
	Civic space (CIVICUS)	Narrowed
<b>Giving behavior</b>	Total donors - % of population (WGR)	54%
	Total donations - % of income (WGR)	1.17%
<b>Money</b>	% population who donate to charity (WGR)	54%
<b>Time</b>	% population who volunteer (WGR)	30%
	Average hours volunteered per person (WGR)	11.6

## 5. CONCLUSIONS AND RECOMMENDATIONS

In 2024, with the launch of the first edition of the *Generosity in LAC Report*, we presented a general overview of data on generosity and philanthropy in the Latin America and the Caribbean region.

With the report, we were able to identify what seems shocking, but not entirely unexpected for those from the region: we know very little about how generous we are in our countries, and for most of them, we know almost nothing at all.

Consequently, we concluded in last year's report that *data on generosity and philanthropy in Latin America and the Caribbean are profoundly scarce, rendering most countries in the region effectively invisible to researchers, practitioners, and funders interested in developing a more robust, sustainable civil society.* (GivingTuesday, 2024)

Now, with the new edition of *Generosity in LAC Report*, and drawing on the reports reviewed, we can update our understanding of generosity in Latin America and the Caribbean on multiple fronts: what the data points to about generosity in the region, and the state of the data landscape and research ecosystem that supports this work.

### Key findings on generosity

**Direct giving dominates.** Generosity in LAC flows primarily through direct, person-to-person channels rather than institutional pathways. This relational approach reflects deep cultural traditions of community solidarity and reciprocity, but it means traditional measures of "charitable giving" to registered nonprofits have likely undercounted actual generosity in the region for years.

**The wealth-generosity paradox.** People in developed economies are not necessarily more generous, at least when the percentage of income donated is measured. Central American countries consistently show higher giving rates than their more prosperous southern neighbors. Deeper research into giving cultures in Honduras, El Salvador and Guatemala could unlock insights for strengthening giving cultures across the entire region.



**From generosity to civic engagement.** Beyond its immediate material impact, generosity serves as a foundation for broader participation in society. In other words, generosity doesn't just reflect civic health, it actively builds it. As democratic institutions face pressure across the region, understanding how generosity connects to these broader civic outcomes would be a promising avenue for deeper study.

**No single LAC story.** Despite many countries outwardly sharing language, culture and history, trust levels, institutional frameworks and giving patterns differ markedly. Overgeneralization is a risk: understanding generosity in LAC requires recognizing both the patterns that unite us and the distinct realities that shape unique philanthropic culture in each country.

## The invisibility of LAC countries

**Comparing Global Reports covering LAC countries Source: multiple reports**

Country	Civicus Monitor (2025)	World Happiness Report (2025)	Edelman Trust Barometer (2025)	World Giving Report (2025)	Global Philanthropy Environment Index (2025)
Antigua and Barbuda	x				
Argentina	x	x	x	x	x
Bahamas	x				
Barbados	x				x
Belize	x	x			
Bolivia	x	x		x	x
Brazil	x	x	x	x	x
Chile	x	x		x	x
Colombia	x	x	x	x	x
Costa Rica	x	x		x	
Cuba	x				
Dominica	x				
Dominican Republic	x	x		x	
Ecuador	x	x		x	
El Salvador	x	x		x	x
Grenada	x				
Guatemala	x	x		x	
Guyana	x				
Haiti	x				
Honduras	x	x		x	
Jamaica	x	x			x
Mexico	x	x	x	x	x
Nicaragua	x	x		x	
Panama	x	x		x	
Paraguay	x	x			
Peru	x	x		x	x
St Kitts and Nevis	x				
St Lucia	x				
St Vincent and the Grenadine	x				
Suriname	x				x
Trinidad and Tobago	x	x			
Uruguay	x	x		x	x
Venezuela	x	x			x
	33	21	4	16	13

**Most countries are forgotten by the world.** This becomes clear when examining which countries appear across the five major global reports used in this study:

- Only four countries appear in all five reports: Argentina, Brazil, Colombia and Mexico.
- Out of the 33 countries in Latin America and the Caribbean, ten — mostly Caribbean nations — appear only in the CIVICUS monitor and are completely absent from the other four reports.

Until research systematically includes more countries and territories, significant portions of the region's philanthropic reality remain unmeasured and unrecognized, limiting our collective understanding and hampering efforts to build systems in which everyone can be their most generous self.

## The data landscape in general

**Lost in translation.** Regional categorizations vary frustratingly across reports, making meaningful comparisons difficult. It's straightforward to count the number of countries in Europe and Africa, but LAC resists classifications:

- some reports divide the region into only North v South America
- some reports group Caribbean nations as a whole, while others include Spanish speaking Caribbean countries as part of Latin America.

These inconsistencies force researchers to spend valuable time reconciling definitions rather than analyzing trends, and they make it harder for practitioners to draw clear insights from comparative data.

**Whose voices shape our understanding?** The large variety in research methodologies is welcome. Yet many global studies rely on small samples of the online population or on one or two "country experts" per nation. Even more worryingly, some continue to equate the history of philanthropy with colonial history, invisibilizing Indigenous peoples' traditions of giving and collective support; practices that were well established long before colonization and continue today. The challenge in LAC, as across the global south, is to grow research in a way that is inclusive and representative of the many lived experiences within our diverse cultures.

**Significant knowledge gaps remain.** Despite progress, major dimensions of generosity remain understudied. Indigenous philanthropy and traditions of reciprocity that predate and exist alongside western models of charitable giving deserve far more research attention. The huge volume of remittances raises important questions about how resources flow through extended family and community networks. Understanding the full landscape of generosity in LAC requires filling these gaps.

## Recommendations

Last year's report offered recommendations to funders, researchers, media, civil society organizations, fundraisers and all of those working towards a more generous world.

In 2025, we've brought back the same recommendations: they remain essential if we are serious about guiding efforts to close the data gap and grow generosity in Latin America and the Caribbean. Only by doing both can we fully articulate our region's distinct philanthropic identity and build a future in which everyone is able to be their most generous self.



### 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.



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