

GIVING
TUESDAY
LAC HUB



ONLINE GIVING RADAR

What 3.5 million donations tell us about
generosity in Latin America and the Caribbean



GivingTuesday is a global generosity movement unleashing the power of radical generosity.

The GivingTuesday Latin America and Caribbean (LAC) Hub was created in 2023 to support leadership, collaboration and innovation within the GivingTuesday movement in the region, both in the 13 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 better inform and inspire the social sector.



The **Online Giving Radar** was developed by the GivingTuesday LAC Hub.

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Glossary

- **Boleto.** A payment method similar to a bank invoice, widely used for donations in Brazil.
- **Direct debit.** Donations that are debited from the donor's bank account.
- **Incoming donation.** A donation made by donors outside Latin America and the Caribbean to recipients within the region.
- **PIX.** An instant payment method common in Brazil.
- **Platform.** An organization, for-profit or not-for-profit, processing donations through its own software.
- **PSE.** An instant payment method used in Colombia.
- **Recurring donation.** A donation made on a scheduled, repeated basis (monthly, annual, etc.) as opposed to a one-time gift.
- **One-time donation.** A single, non-recurring financial contribution.
- **Online giving.** Financial contributions made through digital platforms, including one-time and recurring donations.
- **Outgoing donation.** A donation made by donors within Latin America and the Caribbean to recipients outside the region.
- **Transaction.** A single donation event processed by a participating platform.
- **Volume.** The total number of donation transactions processed within a given period or category.
- **Value.** The total monetary amount of donations processed, expressed in US dollars.



Introduction

The first two editions of GivingTuesday's report *Generosity in Latin America and the Caribbean (LAC)* shed light on defining characteristics of our region: while we are a culturally generous people, the lack of data on the subject means that most of our countries are overlooked by those who study prosocial behavior.

“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.”

Generosity in Latin America and the Caribbean, 2024

This is a structural and longstanding condition. On the one hand, there is little incentive or funding for research on generosity in Latin America. As a result, very few organizations and researchers are engaged with the topic. On the other hand, much of the region lacks a shared understanding of civil society as a distinct sector of the economy that has developed and consolidated over time, much like the public and the private sectors.

Yet this condition is not immutable.

We believe that a concerted effort, along with the sincere commitment of the many actors dedicated to generating knowledge for the common good, can change this reality. And this is precisely what we are proposing with the first edition of the Online Giving Radar (OGR).

The Online Giving Radar is a first-of-its-kind data initiative produced by the GivingTuesday LAC Hub, aligned with our [GivingTuesday Data Commons](#) team, and developed in partnership with eight donation processing platforms operating across Latin America and the Caribbean.

[Abrace uma Causa](#), [Afrus](#), [Doare](#), [GlobalGiving](#), [HIPGive](#), [Grifa](#), [Neddie](#), and [Trackmob](#) responded to our invitation and partnered with us for the first initiative to map online giving at a regional scale.





About the Online Giving Radar

The Online Giving Radar (OGR) is a collaborative initiative designed to generate strategic and practical insights on the behavior, numbers and trends of online giving across Latin America and the Caribbean.

This edition aggregates and analyzes all donations processed in 2024 by our eight partners across nearly all 33 countries and 17 territories in the region, capturing both intra-regional giving and donation flows to and from outside Latin America and the Caribbean.

Together, our key objectives were to:

- Strengthen the data ecosystem surrounding philanthropy in the region.
- Analyze the main trends in online giving and identify opportunities to better understand the market and drive innovation toward improved outcomes.
- Generate actionable insights so that platforms, foundations and nonprofits can access the knowledge and tools needed to sharpen their online fundraising strategies.

As a collaborative initiative, the OGR was built on three guiding principles that shape both how we work and what we aim to achieve:

- **Data anonymization.** All identifying data was removed by the platforms prior to submission, and the work was conducted on a secure platform that ensures privacy and confidentiality.
- **Every transaction counted.** Each contribution is included in the aggregate, providing a complete and accurate picture of giving activity.
- **No platform identified or compared.** Results are presented exclusively in aggregate form; individual platforms are neither named nor compared.

What the OGR is	What the OGR is Not
<ul style="list-style-type: none">• An analysis of anonymized, aggregated donation transaction data processed by eight platforms in 2024.• A study built on new data, designed to create intelligence about donor behavior in the region.• The first initiative in Latin America and the Caribbean, and globally, to analyze online giving data at a continental scale.	<ul style="list-style-type: none">• The state of the entire online giving market in Latin America and the Caribbean.• An attempt to extrapolate or weight data in order to estimate the total volume of giving in the region.• An initiative that allows for the identification of individual donors or the relative market share of any participating platform.

The OGR aggregates and analyzes all donations* processed by our eight partners in 2024 across nearly all 33 countries and 17 territories in the region, capturing both intra-regional giving and donation flows to and from outside LAC.



With the launch of this first edition of the Online Giving Radar, the GivingTuesday LAC Hub aims to lay the groundwork for an evidence-based understanding of giving behavior in Latin America and the Caribbean, with a particular focus on online financial contributions.

This study also enables the creation of a data intelligence layer for the online giving market in Latin America and the Caribbean, opening opportunities for OGR partner organizations and any individual or institution interested in supporting the growth of generosity and philanthropy in the region.

** While all partner platforms process donations digitally, a subset of transactions were not initiated online. This includes donations collected through utility bills (such as water and electricity bills) a common giving mechanism in Brazil. These transactions are included in the aggregate as they are processed through the same digital infrastructure as online donations.*



Methodology

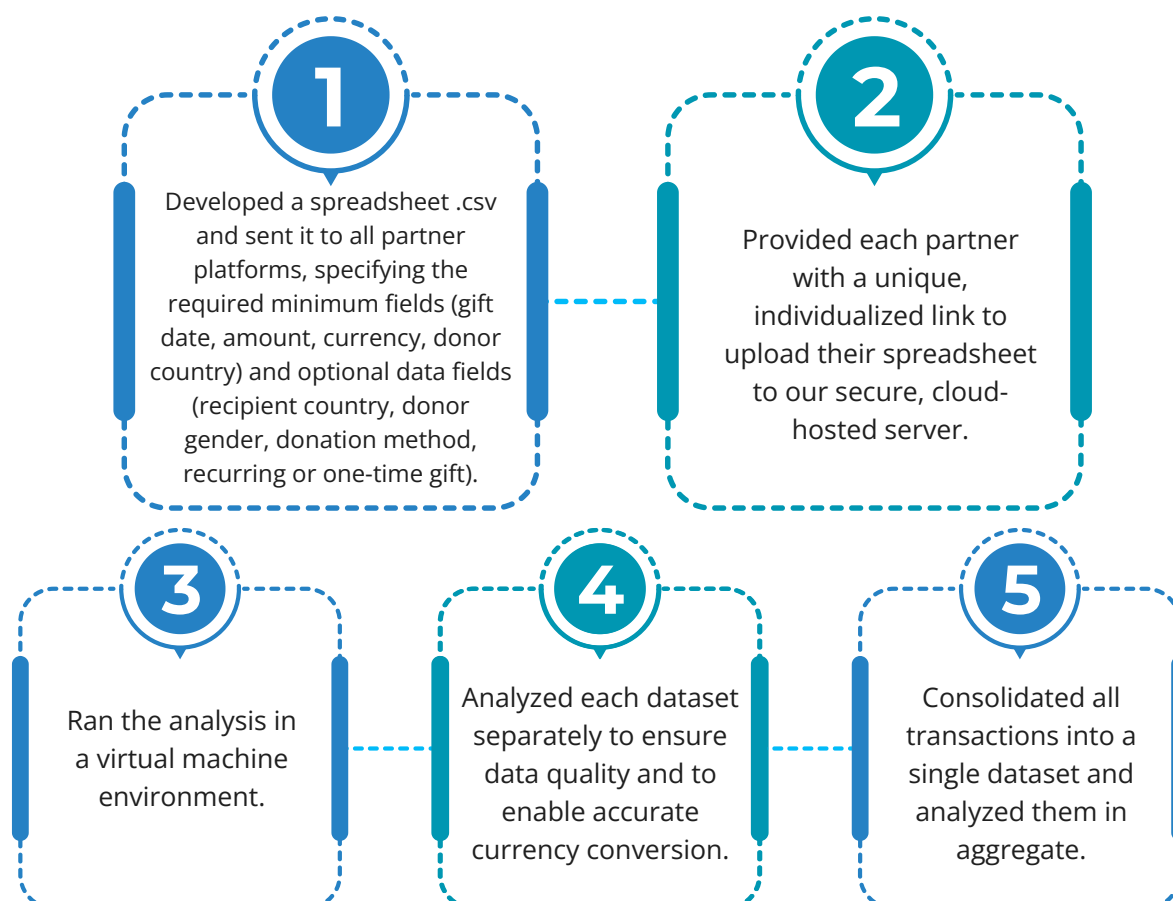
The OGR was developed in the spirit of the GivingTuesday Data Commons, bringing to the social sector what the commercial sector has long benefited from: data to empower organizations to understand giving behaviors, identify trends, and drive impactful change.

How the OGR is built is just as important as what it measures:

- **Collaboration.** Participating platforms contributed their data to the OGR's aggregate dataset and helped shape the research direction, which, in turn, served as the foundation for this report.
- **Evolution.** OGR partnerships are conceived to grow and evolve over time. We welcome new platforms that wish to join our efforts, expand our data coverage and strengthen the accuracy and accessibility of our analyses for the social sector.
- **Impact.** The OGR has an immediate impact by enabling participating platforms to make data-driven decisions and equipping nonprofits with practical insights to strengthen their fundraising strategies.

THE DATA ANALYSIS PROCESS

To analyze the data, the GivingTuesday LAC Hub team, with support from GivingTuesday Data Commons:





DATA CLEANING PROCEDURES

To ensure that the datasets could be analyzed as one aggregate dataset, the following data cleaning procedures were undertaken:

- **Data formats.** Dates and currency values were structured differently across platforms, requiring harmonization before analysis could begin. Examples: MM/DD/YYYY and DD/MM/YYYY as two different date formats.
- **Thousands and decimal separators.** Some platforms use commas, others use periods (e.g., 1,000.50 vs. 1.000,50), depending on the platform's country of origin. This required careful standardization.
- **Field limitations.** All platforms collected the minimum set of fields, but not all collect the optional ones. In some cases, variables were absent or structured differently, limiting the depth and comparability of the analysis.

THE CURRENCY CHALLENGE

Donations across the eight providers were processed in 15 different currencies.

To convert all the amounts to dollars, the OGR team consulted each country's official agency responsible for exchange rates; in most cases, the Central Bank. Where this information as not available, financial platforms were used as sources.

The amounts were converted using the average exchange rate for 2024 for each currency.

AUD
Australian Dollar



ARS
Argentine Peso



BOB
Bolivian Boliviano



BRL
Brazilian Real



CAD
Canadian Dollar



CLP
Chilean Peso



COP
Colombian Peso



CRC
Costa Rican Colón



DOP
Dominican Peso



EUR
Euro



GBP
British Pound Sterling



GTQ
Guatemalan Quetzal



MXN
Mexican Peso



PEN
Peruvian Sol



USD
US Dollar





Online Giving in 2024: The Big Picture

3,543,154
donations processed

US \$46.3M
donated

US \$13.07
average donation

US \$6.48
median donation

40%
more donations were
processed on
GivingTuesday 2024
than on an average day
in 2024

5x
more money was
donated on
GivingTuesday than on
a typical day in 2024

US \$635,618
were donated on
GivingTuesday, the most
generous day of 2024



R\$ 10
brazilian reais was the
most common donation
amount
(US \$1.85 equivalent)

85%
of the money donated
was processed in Brazil



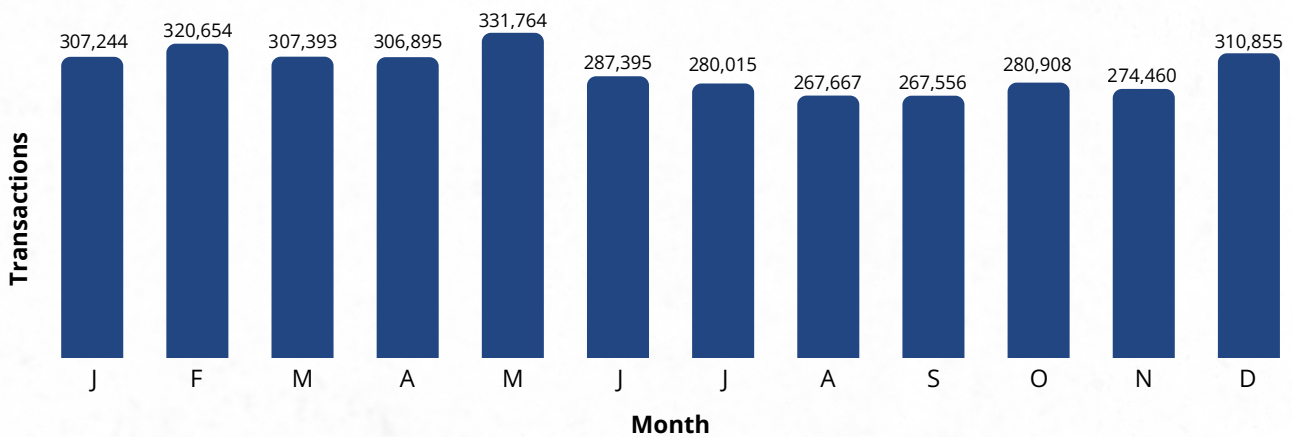
What the Data Says

Participating platforms processed a total of 3,543,154 donation transactions in 2024, amounting to approximately US \$46.3 million. The average donation was \$13.07, and the median was \$6.48. The most common donation amount was 10 Brazilian Reais.

GIVING THROUGHOUT THE YEAR

Donation transactions were fairly evenly distributed throughout 2024, with May, February and December recording the highest number of donations, with a maximum of 331,000 transactions in May. The months with the fewest donations were August and September, each with approximately 267,000 donations.

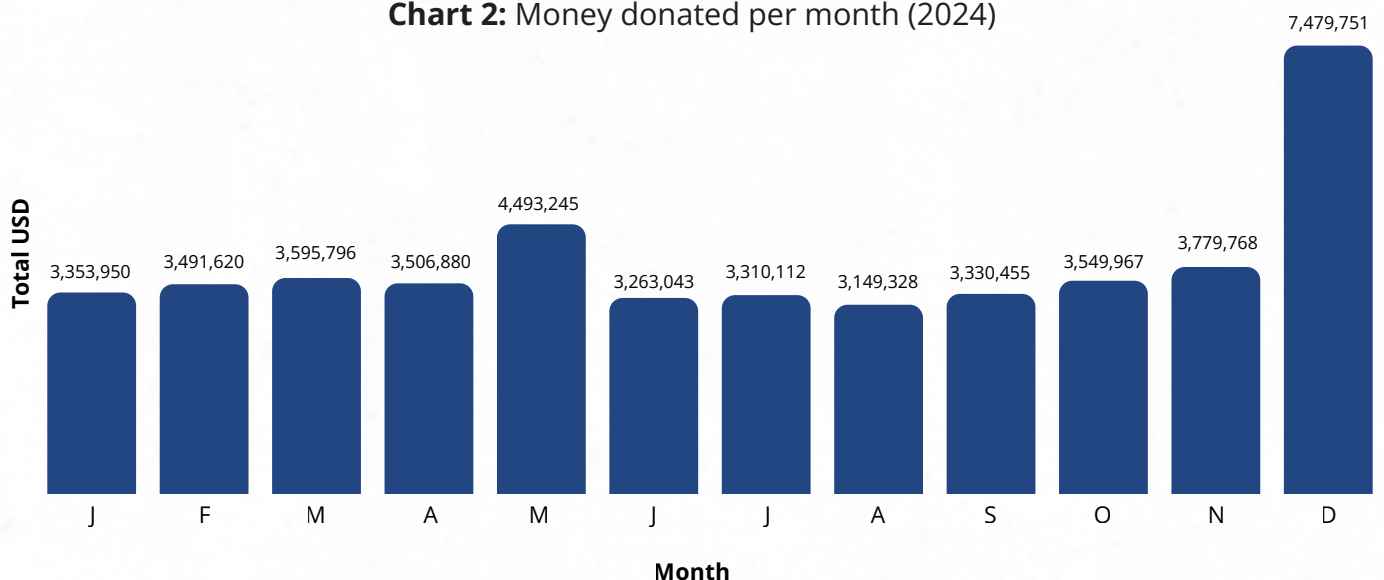
Chart 1: Number of donations per month (2024)



When analyzing total dollars processed, December stands out considerably at \$7.49 million donated. That figure is 70% more than May, the second-highest month at \$4.49 million.

In the remaining months, the total money donated is fairly uniform, ranging from \$3.15 million to \$3.78 million.

Chart 2: Money donated per month (2024)

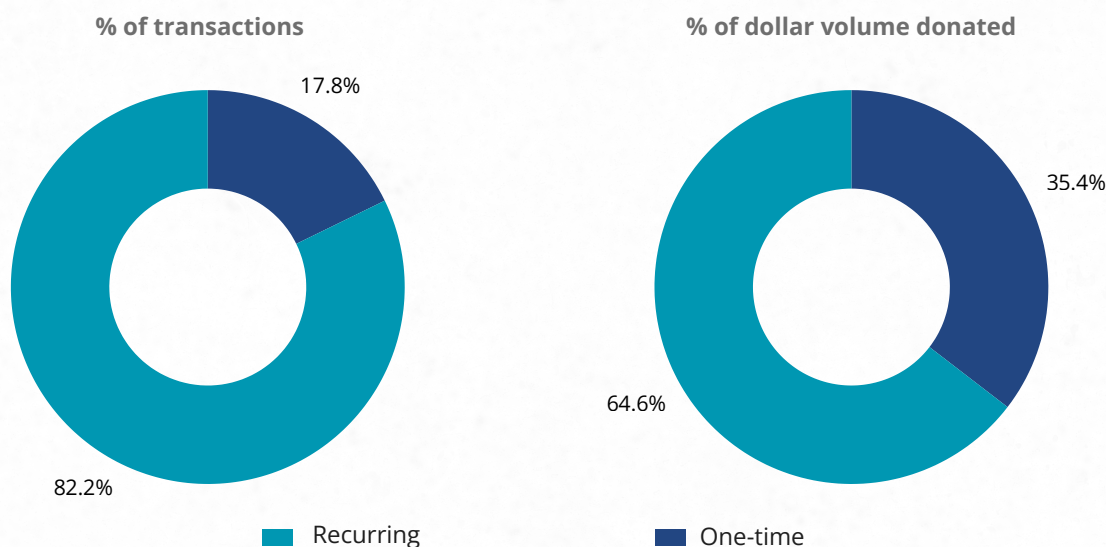




RECURRING GIVING VS ONE-TIME DONATIONS

Four in five donation transactions were recurring (82.2%), while the remainder were one-time donations (17.8%). When measured by total dollars donated, the balance shifts slightly: recurring donations accounted for 64.6% of all money donated, while one-time donations accounted for 35.4%, roughly double their share of transactions.

Chart 3: One-time donations vs Recurring donations (2024)

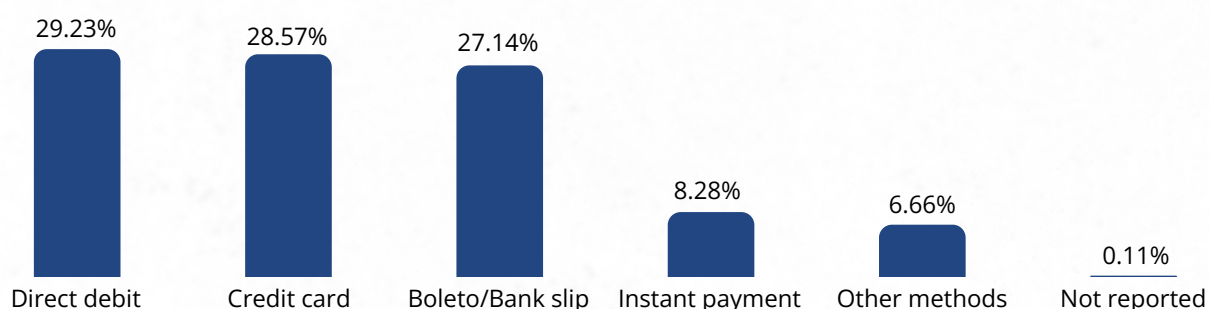


December 2024 had the highest percentage of one-time donation transactions (13.5%), totaling \$4.91 million. This amount accounted for 30% of the total value of one-time donations throughout the year.

PAYMENT METHODS

Three payment methods were used for nearly 90% of all donation transactions in LAC: direct debit, credit cards, and boleto (a Brazilian payment method similar to a bank invoice). Instant payment methods rank fourth, including PIX in Brazil and PSE in Colombia. Other methods are also used, like bank transfers, PayPal and e-wallets, but in much smaller numbers.

Chart 4: Donation payment methods (2024)





GIVING BY GENDER

75% of the donation transactions processed by the platforms had a gender tag.

Of those transactions, 67% of donations were made by women and 33% by men.

Chart 5: Donations by gender



GIVING BEYOND BORDERS

The vast majority of donations are national: 95% were directed to causes in the donor's own country. Yet the data also reveals a significant flow of international giving in both directions.

Incoming donations. The eight participating platforms processed donations originating in 102 countries across five continents, suggesting an active diaspora giving back to the region from places as far as Japan, Singapore and French Polynesia.

Outgoing donations. Donations processed through the platforms reached 122 countries worldwide, including Afghanistan, Bangladesh, Cameroon, Ghana, Kenya, India, Nigeria, Palestine, Rwanda, Syria, Tanzania, Uganda, Ukraine and more. This indicates that the generosity of people in Latin America and the Caribbean knows no borders.

In all of Latin America and the Caribbean, only two of 33 countries registered no outgoing donations: Cuba and Dominica. Only five countries received no incoming donations: Antigua and Barbuda, Dominica, Guyana, Saint Kitts and Nevis, and Trinidad and Tobago.





GivingTuesday 2024



Known as *Un Día para Dar*, in Spanish, and *Dia de Doar*, in Portuguese, GivingTuesday 2024 took place on December 3rd. We analyzed the donations processed on that date to explore whether GivingTuesday is gaining ground as a day of giving in Latin America and the Caribbean.

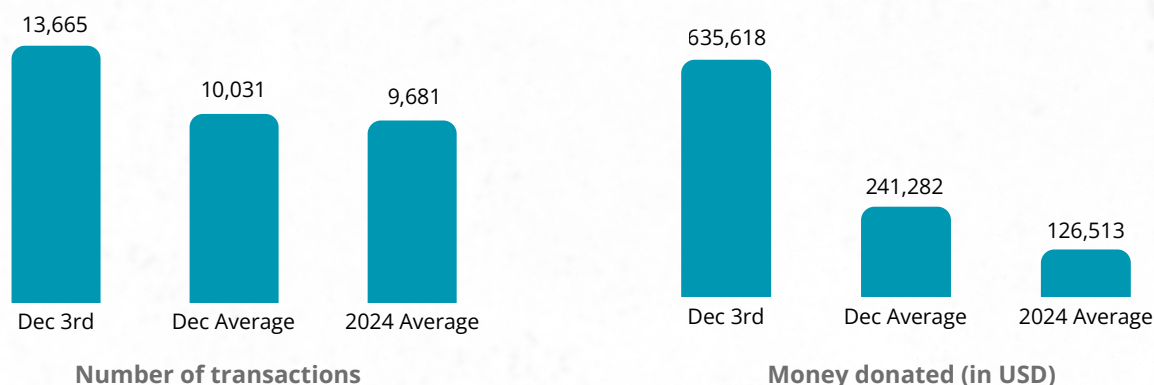
December is generally expected to be “a more generous month”: most people celebrate Christmas and in several countries, tax incentives encourage donations before year-end. This pattern aligns with what is seen in developed countries with a longstanding tradition of giving money to charities, and is amplified in the region by the presence of the GivingTuesday movement in many countries.

On December 3rd, 2024, 13,665 donations were recorded: approximately 35% above the daily average for December (10,031) and 40% above the daily average throughout the year (9,681).

\$635,618 was donated on GivingTuesday 2024, 2.6 times the December daily average and 5 times the year-to-date daily average. December 3rd was the most generous day of 2024, with the highest single-day donation amount.

The average donation amount on that day was \$46.54, and the median was \$9.26.

Chart 6: Donations on GivingTuesday 2024





A Closer Look at Brazil

Six of the eight partner platforms in the first edition of the Online Giving Radar operate in Brazil. As a result, the country has considerable influence on this study's findings.

At the platforms' request, a dedicated data cut was conducted to isolate Brazil and present the country's key figures.

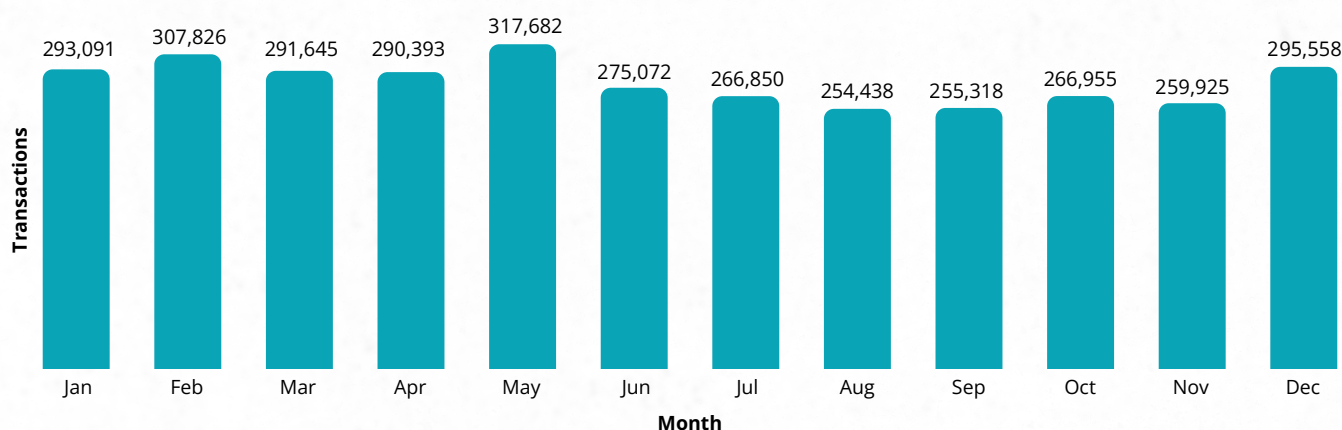
In 2024, 95% of all transactions in Latin America and the Caribbean in our sample originated in Brazil, accounting for approximately 85.6% of total value donated. May stands out as the month with the highest number of donations, while December has the highest total, exceeding USD 6 million.

In Brazil, the primary donation method is direct debit (30.7% of the transactions), followed by boleto (28.5%) and credit cards (26.9%). PIX, a local instant payment format, was used for 8.2% of the transactions.

Recurring donations accounted for 81.7% of all donations, and one-time donations 18.2%, very similar to the overall LAC percentages.



Chart 7: Number of donations in Brazil, per month



From insights to action

Data is most powerful when shared, debated, and acted upon. We invite you to apply the findings from this report in whatever way best serves your project, organization or social impact endeavor. Here are some suggestions as a starting point.

FOR CONTENT CREATORS & MEDIA



- **Share the Insights.** Use our key findings to create infographics, social media carousels, or LinkedIn articles. Don't forget to tag us and use the hashtag #OnlineGivingRadar.
- **Pitch a Story.** Are you a journalist or storyteller? Use these insights as a hook for stories about tech, philanthropy and social impact in Latin America and the Caribbean.

FOR NONPROFITS & FUNDRAISERS

- **Regional Benchmarking.** Compare your organization's digital fundraising metrics against the regional averages to review and adapt your strategies and goals.
- **Internal Training.** Bring this report to your next team meeting. Use it to align your communication and fundraising teams on current market trends.



FOR RESEARCHERS & ACADEMICS



- **Cite this Work.** If you are writing a thesis, paper or article on Latin American and Caribbean philanthropy or digital behavior, cite this report as a primary source.
- **Deepen the Research.** Use these findings as an inspiration for local case studies or deeper country-specific research.

FOR TECH COMPANIES & SOCIAL INVESTORS

- **Build Better Solutions.** Use these insights to initiate discussions on developing more user-friendly payment methods and donation tools tailored to the Latin American context.
- **Strategic Giving.** Align your corporate social responsibility budgets with the actual gaps and opportunities highlighted in this report.





Thank you

The Online Giving Radar would not exist without the support of the partner platforms. You are the infrastructure that makes online giving accessible across the region and your collaboration is helping build the collective intelligence that the social sector needs to grow and thrive.




Help Build the Next OGR

If your organization processes online donations in Latin America and the Caribbean, join us for the next edition of the Online Giving Radar. All platforms are welcome.

To participate or explore other ways to take part in the global generosity movement, write to lac@givingtuesday.org.

And if you would like to contribute in another way, such as helping to fund and strengthen this research work, please reach out. We are actively seeking new allies!



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