

Generosity Manifesto

Commitments of the community of GivingTuesday country leaders in Latin America and the Caribbean

This manifesto reflects the collective voice of GivingTuesday Hub leaders in Latin America and the Caribbean in their commitment to advancing the generosity movement across the region.

It was built in community, emerging from honest conversations about the realities of our region and the shared conviction that generosity is a transformative force for creating a better society, now and for future generations.

Preamble | WHY GENEROSITY?

As GivingTuesday community leaders in Latin America and the Caribbean, we recognize that strengthening a culture of generosity in our region is both urgent and essential.

Because historically our communities have sustained one another, sometimes more effectively than institutions themselves, demonstrating that the capacity to care for each other has always existed in our region;

Because today we continue to face growing inequalities and deepening social needs, while resource mobilization challenges push organizations to keep evolving;

Because the perception of institutional crisis, political polarization, and economic, ecological, and social uncertainty, all of which weaken the social fabric and erode trust, has worsened, generating a collective sense of resignation in the face of a world that feels turbulent and uncertain;

Because in all our countries generosity exists: there are actors present, a willingness to give, and a collaborative spirit; but it remains diffuse, reactive, and without continuity. It activates in emergencies and dissipates in calmer times, and still lacks the pathways, coordination and connections needed to become a sustained practice with greater collective impact.

Clauses | OUR COMMITMENTS

As leaders within the GivingTuesday LAC region, we commit to:

Visibilizing and dignifying generosity¹ as a narrative of hope, positioning it as a collective and accessible practice with the power to transform our region toward a more just and solidary future.

Cultivating a more inclusive and participatory culture of giving, promoting the idea that everyone has something to give and that every action counts: time, care, talent, and money. Challenging the biases and misconceptions that limit generosity and distance people from their own capacity to contribute.

Building and sharing reliable data on generosity in our region, treating it as a shared resource that builds trust, makes impact visible and guides collective action.

Activating distributed leadership at all levels of the movement, inspiring new people, regardless of their background, to step into leadership roles. Providing training, accompaniment, and freedom so they can fully exercise their roles as co-leaders and co-creators in their own territories.

Prioritizing collaboration over competition, building bridges across territories, causes, and communities, and weaving alliances with actors from all sectors, civil society, the private sector, academia, and government, always creating spaces for dialogue that generate resources and joint action.

Turning a day of giving into a sustained movement, driving the annual celebration of generosity while building an articulated effort that strengthens the ecosystem, expands platforms and multiplies opportunities for every person to become the most generous version of themselves, as well as contributing collectively to building the society we want to live in.

¹ This translation is the closest possible translation of the verbs used in the original Spanish document

Community | OUR EXPERIENCE

As leaders, we commit to creating the conditions that allow the movement to grow, connect and act with greater strength in every territory.

- 1. Leadership selection and transitions** To identify and welcome leaders and manage leadership cycles with dignity, we commit to:
 - Seeking profiles with good faith and a genuine willingness to collaborate rather than to be in the spotlight
 - Welcoming each new leader with an onboarding process that combines coaching, community accompaniment, and clarity about their role
 - Managing departures with gratitude and recognition, gathering learnings and identifying gaps to ensure continuity of the movement
- 2. Roles and leaderships** The movement grows when its leaderships are diverse and well-coordinated. We therefore propose to:
 - Recognize and activate different roles, for example: national leaders, local leaders, strategic allies, outreach and/or digital allies, ambassadors, coalitions, and more
 - Cultivate the skills the movement needs: strategic vision, relationship-building, and knowledge of the philanthropic ecosystem
 - Build a bidirectional and mutually supportive relationship among leaders, the Hub, and the Global team
- 3. Rules and agreements** A strong community is sustained by clear agreements and shared values. To that end, we agree to:
 - Listen to one another genuinely, without judgment, recognizing that each perspective enriches the whole
 - Make decisions democratically and by consensus, where all voices carry weight and diversity of perspective is a strength
 - In the face of disagreement, first seek what unites us: identify the problem clearly, negotiate with generosity, and not take it personally
 - Cultivate as the foundation of everything we do: openness, solidarity, creativity, and the commitment to accompany one another
- 4. Rituals and shared experience** A community that gathers, celebrates, and learns together builds lasting identity and belonging. To achieve this, we commit to:
 - Maintaining annual in-person gatherings and regular virtual meetings that remind us we are a community, not just a network
 - Welcoming each new country, continuously celebrating individual and collective achievements — turning every advance into inspiration for the entire region — and honoring each leader at key moments by celebrating their journey, their talent, and what they have contributed to the movement
 - Creating regular shared learning spaces: webinars, thematic circles, and cause-based networks, open to leaders, organizations, and individuals
- 5. Content** The stories we tell and the knowledge we share strengthen and inspire. Therefore, we commit to:
 - Producing and sharing testimonials, videos, and stories that communicate belonging, make impact visible, and build a shared regional narrative
 - Developing practical and educational content that helps leaders, organizations, and individuals better fulfill their roles: from fundraising and new technologies to trends in the philanthropic ecosystem
 - Not waiting for the perfect moment: creating content and messages when they are needed

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By signing this manifesto, we reaffirm our commitment to generosity as a tool for transformation in our region.

Argentina 

Bolivia 

Brasil 

Chile 

Colombia 

Guatemala 

México 

Panamá 

Perú 

Puerto Rico 

República Dominicana 

Venezuela 

GivingTuesday LAC 

GivingTuesday Global 