

# GivingTuesday Brazil

Dia de Doar Impact Report

2021



# DIA DE DOAR

## OUR NUMBERS



**US\$ 7.3 MILLION  
IN ADVERTISING  
EQUIVALENCE VIA  
NEWS**



**23 MILLION PEOPLE  
REACHED ON  
SOCIAL MEDIA**



**30 COMMUNITY  
CAMPAIGNS  
COUNTRY-WIDE**



**US\$ 442.307  
DONATED ONLINE**

### EXECUTION



### PARTNERSHIP



### PROMOTION



### STRATEGY SUPPORT



### Dia de Doar 2021 Data Partners:

Abacashi, Altrus, Apoia.se, Arredondar, Benfeitoria, BSocial, Catarse, Doação Solutions, Doare, grifa.me, iFood, Reapp, Sharity, Stilingue, Trackmob, Kickante e Vakinha.

[www.diadedoar.org.br](http://www.diadedoar.org.br)



# INTRODUCTION

In 2021, **Dia de Doar** ("GivingTuesday Brazil") reached its ninth edition, and just like the others, 2021 was unique and special.

On November 30th, the entire country joined forces in a big movement to promote the best in people: the ability to be generous and to give.

The numbers are impressive and speak for themselves on the impact of **Dia de Doar**, as you will see below. And it is still surprising how much can be accomplished with so few resources, when you have a good idea, easily spread and easy to join.

Counting just the campaign's digital impact on social media, **Dia de Doar** reached 23 million people on November 30th, aside from all the off-line engagement which can't be measured. This number is a great example of the campaign's potential to raise awareness.

New power operates differently, like a current. It is made by many. It is open, participatory, and peer-driven. It uploads, and it distributes. Like water or electricity, it's most forceful when it surges. The goal with new power is not to hoard it but to channel it.

Jeremy Heimans e Henry Timms in "New Power"

In Brazil, **Dia de Doar** is, without a doubt, the most accessible, dynamic and efficient initiative to promote a simple idea that is easy to understand: that we must engage in the causes we believe in and give, give, give.

**Dia de Doar** is based on the **new power** concept, by Jeremy Heimans and Henry Timms, operating like a current, open and participatory, aiming to channel good deeds and fortify the culture of donating in Brazil

In this report, you will learn more about the 2021 edition of **Dia de Doar**, get to know our priorities and see inspiring examples.







# HISTORY

**Dia de Doar** was created in the U.S. in 2012, with the name **#GivingTuesday**, with the objective to counterbalance Black Friday, drawing attention to the importance of generosity right after the big North-American commercial date, now also popular in Brazil.

The Idea to launch the campaign came from the New York organization 92Y (a Jewish community center), under the leadership of Henry Timms and Asha Curran. The results were so positive that by 2013, the campaign had already reached several other countries, such as Mexico, Canada and Australia, and even Brazil - still unofficial, but already with the Portuguese name "**Dia de Doar**", through an initiative of the Doar Institute.

The following year, 2014, the **ABCR (Brazilian Fundraisers' Association)** was chosen by 92Y to represent **#GivingTuesday** in Brazil, and in the same year the first Brazilian edition was launched, joining the rest of the world.

Since then, **Dia de Doar** has been promoted as part and in the name of the "Movement for a Giving Culture" (MCD - Movimento por uma Cultura de Doação), an informal coalition of individuals and organizations engaged in spreading the habit of donating, in which the ABCR is a member.

Yearly editions have been held since 2014 and in all those years, **Dia de Doar** has also relied on partnerships with companies and institutions, such as Umbigo do Mundo, Movimento Bem Maior, Agência Benjamin, Rede Globo, among others. Besides MCD, in partnership with the ABCR, in 2021 we partnered with Instituto Mol to organize the **Dia de Doar** campaign.



# DIA DE DOAR

## IN 2021

### Main results

#### **US\$ 442.307 donated online**

In partnership with the main online donation platforms in the country, we were able to track part of what was donated on November 30th

#### **118 registered campaigns**

118 campaigns were held throughout the country, registered on the Dia de Doar website. The number may be even higher, as many registrations were not completed and other campaigns happened without registration..

#### **30 Community Campaigns**

Dia de Doar spread even more around the country with 30 active community campaigns, in neighbourhoods, cities and states.

#### **17 Community Campaigns selected for funding**

With the support of our donors we opened a call for microfunding of community campaigns in 2021. 17 out of 160 submissions, were selected, including 5 new campaigns, receiving 80 dollars for local campaigns and awareness raising.

#### **23 million people reached through social media**

We measured the number of people reached by Dia de Doar on Instagram feed, Facebook, LinkedIn and Twitter. In the morning of the 30th the hashtag #diadedoar was on Twitter's trending topics.

#### **US\$ 7.3 million of value on the media**

Dia de Doar reached \$ 7,3 million in advertising equivalence with its coverage in newspapers, radio shows, TV and Brazilian websites throughout the campaign.



# DIA DE DOAR

## 2021 SUMMIT



The Dia de Doar Summit was a virtual event, divided into 4 days, with daily 90 minute sessions.

The topics included an introduction to the movement and general information regarding Dia de Doar, such as how companies can engage and participate, what they are and how to lead community campaigns, and how to prepare organizations to boost their own donations.

On the occasion, Instituto Mol, presented the visual identity of the campaign for the year.. Also, as part of the program, special guests joined, from the following institutions: #GivingTuesday, UniãoBR, Parceiros Brilhantes, Atados, Dia de Doar Kids, #DoaSorocaba, #DoaMauá, #DoaAraçatuba, #DoaSergipe, ONG Giral e Rede Salesiana - União Pela Vida.

The program included Patricia Lobaccaro from Mobilize Global, Camila Costa from ID/TWA, Maria Izabel Toro from Raia/Drogasil, Beatriz Bouskela from Movimento Arredondar, Laura Motta from Mercado Pago, Fernanda Bordini from Casa Bauduco and Daniela Vasconcellos from Instituto Fazendo História.

The events were recorded and videos can be accessed by clicking the thumbnails below:



# GOOD DEEDS CALENDAR



The Good Deeds Calendar is one of the main Dia de Doar tools for the development of constant generosity and kindness.

Inspired by the GivingTuesday model, monthly calendars were released with daily actions to inspire good practice and spread the culture of donations.

Since everyday is Dia de Doar ("Day to give", in Portuguese), inspiring people daily with good deeds is one way we can remind everyone of simple and effective ways to make the world a better place.

Check below the version of the Good Deeds Calendar for December 2021:

DEZEMBRO 2021						
DOM	SEG	TER	QUA	QUI	SEX	SÁB
			1 Doe para organizações que lutam para combater a AIDS	2 Apoie artistas independentes	3 Comprometa-se com a acessibilidade + inclusão	4 Adote uma cartinha de Natal
5 Voluntarie-se virtualmente por algumas horas	6 Arrecade alimentos pela sua comunidade e doe!	7 Defenda os direitos das pessoas com deficiência #52Terças	8 Indique ONGs de adoção responsável.	9 Separe livros que já leu e distribua para novas pessoas lerem	10 Homenageie organizações que trabalham com os direitos humanos	11 Doe para uma APAE. Dia Nacional das APAEs
12 Planeje uma doação recorrente para um fundo de bolsas	13 Conscientize sobre como podemos tornar a sociedade melhor para os deficientes visuais	14 Acabar com a pobreza em todas as suas formas, em todos os lugares #52Terças	15 Divulgue em suas redes formas de praticar a economia solidária	16 Ajude a decorar alguma casa em seu bairro para o Natal. Doe enfeites!	17 Compre ingressos e assista a um espetáculo online	18 Doe para ONGs que trabalham com imigrantes + refugiados
19 Faça compras para uma pessoa idosa	20 Separe gorjetas e distribua para profissionais que encontrar hoje	21 Ajude a apolar os migrantes e refugiados #52Terças	22 Faça uma caminhada e doe por aplicativos de KM solidários	23 Arredonde o troco de todas as compras	24 Distribua presentes inesperados	25 Prepare uma ceia para pessoas que estão de plantão
26 Doe suas milhas acumuladas	27 Agradeça todas as pessoas que conviveu neste ano	28 Comprometer com a generosidade durante o ano todo (ODS 17) #52Terças	29 Inicie um círculo de doação	30 Liste todas as boas ações que fará no próximo mês	31 Faça a última doação deste ano!	

Alongside the Calendar, another tool used to promote generosity and remind people to prepare themselves the whole year for a big Dia de Doar celebration is the hashtag #52Terças (#52Tuesdays). Throughout the year, the hashtag shows the actions institutions and individuals can do to prepare the ground for the big day.





# THE COMMUNICATION CAMPAIGN



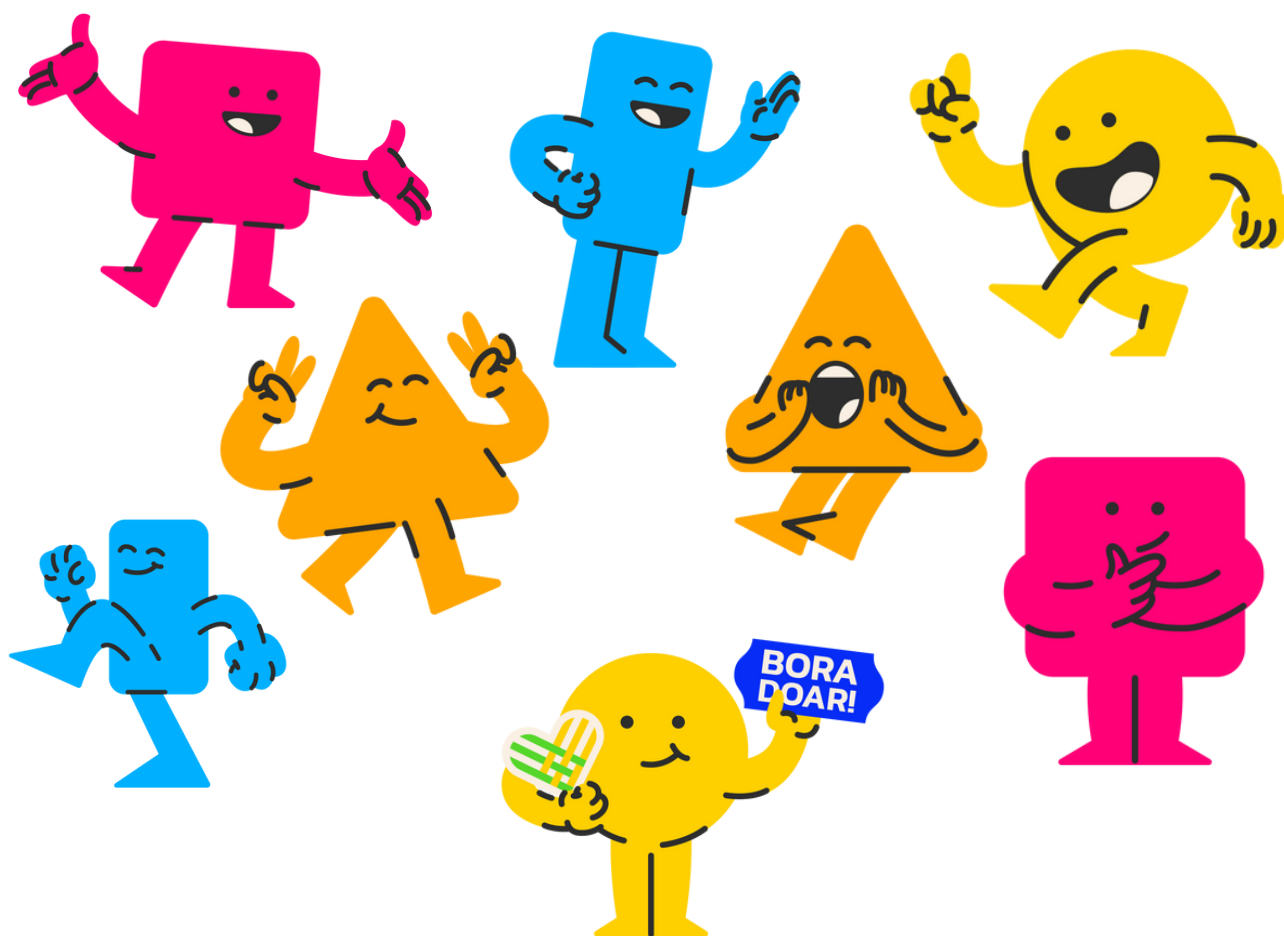
The 2021 Dia de Doar communications campaign was built in partnership with Instituto Mol. In its conception, the idea was to present something fun that didn't exclude anyone and was easy to adapt to those who are not familiar with producing this kind of advertising material.

Considering that generating content and good examples to encourage donating, generosity, volunteering and kindness are fundamental to serve as a guide to contemporary society, the Dia de Doar communication needs to be empathetic, simple to understand and to reproduce to reach its goals.

The creation of a color pallet and fun, colorful and friendly characters was well received. With the possibility to apply different elements in different formats, using editable Canva templates (another partnership formed this year), we discovered the most diverse adaptations of the templates available on the design platform, making the spread of personal and community campaigns more accessible.



Meet our characters, who travelled the country



Besides the assertive visual identity, which promotes both representation and adaptation accessibility, we have a video with the same language explaining Dia de Doar in easy-to follow steps.

Click below and watch!



# THE COMMUNICATION CAMPAIGN



Another way to engage was through the development of a new rhythm for the 2017 Dia de Doar jingle. The idea to adapt the official campaign song into a rap version shows care in including other cultures in the campaign language, expanding its representation.

The variations of the song generated some gifts to the Dia de Doar organizing team: videos of institutions mobilizing entire communities to dance to the jingle, sing and even party, bringing moments of happiness to the participants of the project.

As a way to bolster the Dia de Doar brand in different formats, the developed characters were also turned into WhatsApp stickers, t-shirts, Instagram and Facebook filters, GIFs and, when in in-person activities, parts of posters and buttons.

Furthermore, with the intent of supplying tools so that inexperienced institutions could develop their own Dia de Doar campaigns, we made publicly available a folder with instruction manuals to guide the engagement of companies, young people, local communities, authorities and potential partners. Among the material we also provided planning sheets, email templates, social media post templates and bill drafts to be presented at local city halls.

Check out some social media post examples:



# COMMUNITY CAMPAIGNS



Gathering the community and promoting donation actions on behalf of the community. That's how the **Dia de Doar** Community Campaigns work, with the possibility of being conducted by a state, city, neighborhood, or organized around a specific theme or cause.

In 2021, the community campaigns were a highlight of **Dia de Doar**. 30 campaigns were held, excluding **Dia de Doar Kids**, which involved cities and neighborhoods from all corners of Brazil. We can call special attention to the creation of two new Community Campaigns in Minas Gerais and Bahia.

For the first time, a call for proposals to receive a financial incentive was made available for community campaigns and coalitions, allocating \$ 76 to up to 20 organizations proposing **Dia de Doar** Community Campaigns, aiming to promote the actions of donation inside their own communities. 160 submissions were received, from institutions and people interested in the financial incentive.

Those movements promoted donation culture in a variety of activities: stations to collect food, clothes, seals, used kitchen oil, toys and books; fundraising walks and runs; seminars, cultural productions; social media advertising of **Dia de Doar**, as well as online fundraising.

## Community Campaigns in 2021

- |                             |                               |                                 |
|-----------------------------|-------------------------------|---------------------------------|
| #DiadeDoarRN (Estado)       | #Doaltamaraju (BA)            | #DoaRio (Estado)                |
| #DiadeDoarItaguaí (RJ)      | #DoaJaboticabal (SP)          | #DoaSãoJosé (SP)                |
| #DiadeDoarValinhos (SP)     | #DoaLeopoldina (Cidade de SP) | #DoaSergipe (Estado)            |
| #DiadoDoarCurraisNovos (RN) | #DoaMaringá (PR)              | #DoaSorocaba(SP)                |
| #DoaAraçatuba (SP)          | #DoaMG (Estado)               | #DoaTaboão (SP)                 |
| #DoaBahia (Estado)          | #DoaRioVerde (GO)             | #DoaVarzeaPaulista (SP)         |
| #DoaBlumenau (SC)           | #DoaPelotas (RS)              | #DoaZN (região da cidade de SP) |
| #DoaMauá (SP)               | #DoaPilarzinho (PR)           | #DoeCampinas (SP)               |
| #DoaIndaiatuba (SP)         | #DoaPirassununga (SP)         |                                 |
| #Doaltabira (MG)            | #DoaPiracaia (SP)             |                                 |
| #Doaltajaí (SC)             | #DoaPoçosdeCaldas (MG)        |                                 |



# COMMUNITY CAMPAIGNS



The newest members of the group are Doa Várzea Paulista, Doa Pelotas, Dia do Doar Currais Novos and Doa Pilarzinho, selected through the incentive call. All four produced amazing campaigns in a very short time.

#DoaVárzea is one of the campaigns which received the incentive to boost their local campaign. "We gave out flyers and even got support and exposure from the mayor, meaning it went above and beyond our expectations, with amazing results and partnerships. Donating is really an act of love and it changes worlds, like the campaign slogan says, and I truly believe in it", says Aparecida Magali de Almeida Sousa, head of #DoaVárzea. The operation also had the participation of five local institutions: Ajude, Cursinho para Todos, Fundo Social de Solidariedade, Sítio Agar and SOS Cristão.



Also a first time participant, #DoaPelotas, held in Rio Grande do Sul, promoted a bike tour to hand out flyers and highlight **Dia de Doar** to the population. On the 30th, the community campaign gathered 25 institutions from different segments needing donations for their operations all year round, with the intent to present those organizations to the local population.

Due to the campaign's success, Pelotas' (RS) mayor Paula Mascarenhas signed the Bill 7.008/2021, instituting **Dia de Doar** as an official date on the city calendar, as a way to mobilize the population and promote donation culture for charitable purposes. "With **Dia de Doar**, we showed unity is strength and that we need everyone's help to help other people. I believe this sense of unity was our strongest suit", says Luana Braga, head of the Pelotas Down Syndrome Parents Association (APADPEL - Associação de Pais de Down de Pelotas) and organizer of #DoaPelotas.



# COMMUNITY CAMPAIGNS



On the other hand, **#DiadoDoarCurraisNovos**, from Rio Grande do Norte, planned actions to collect adult diapers, food baskets, toys and financial resources. "It went beyond our expectations, because we hoped to meet part of our goal and ended up reaching the goal of 200 adult diaper packs for Lions, the food baskets for each family at the Negros do Riacho community and toys for Christmas", notes Adaildo Benedito dos Santos, mobilizer and treasurer of the Agentes da Paz NGO and leader of **#DiadoDoarCurraisCurraisNovos**.

In the city of Sorocaba, located in the interior of Sao Paulo State, **#DoaSorocaba** launched a guidance campaign regarding the destination of income taxes, which was also advertised in billboards spread through the city. In Campinas, **#DoeCampinas**, a partnership between the Campinas City Hall, social entities, Fundação Feac and the Paulista Association of Supermarkets (APAS - Associação Paulista de Supermercados), was part of the "Christmas Without Hunger" campaign (Natal sem Fome), an action to donate food to socially vulnerable families.

In the city of Mauá, in the metropolitan area of Sao Paulo (SP), **#DoaMauá** was celebrated with a run and solidarity walk, held on December 12th. Another highlighted **#DoaMauá** action was the Doa Mauá Kids Space, a kids store inside the Mauá Plaza Mall. The space is a collection station of youth literature books, toys and food. The organization uses the space as a way to advertise their projects and causes.

One **Dia de Doar** action is directly aimed towards the little ones. **Dia de Doar Kids** motivates children to help each other as an incentive to be more generous towards others. Schools and Education Centers working with children were encouraged to participate, including the date in their official school calendar.

Private and public schools were able to join the Education Award for Kindness and Generosity (Prêmio Educação para a Gentileza e Generosidade), creating social projects focusing on donating and mobilizing society to take action. The projects were expected to follow the values of citizenship, diversity, respect, sustainability, solidarity, kindness and generosity. There were three prizes: most creative campaign; most engaged campaign; and most transformative campaign.



# MINHA HISTÓRIA DE DOAÇÃO



"Minha História de Doação", "My Donation Story" in English, ([www.minhahistoriadedoacao.org.br](http://www.minhahistoriadedoacao.org.br)) is a Dia de Doar project with the intent of encouraging and spreading donation culture and contribute towards a more generous and supportive country. The goal is to inspire people and encourage them to donate through stories shared by others on the website.

"Minha história de doação" focuses on personal experience. The idea is for each person to tell how they started donating, what kind of actions they do, who is benefited, etc.

In 2021, there were 18 stories published, by people from Amapá, Bahia, Paraná, Pernambuco, Rio Grande do Sul, Rio de Janeiro, Santa Catarina and Sao Paulo. The stories share how lives were transformed by the act of giving, helping kids, the elderly, fighting hunger and poverty, for better education conditions and also for human rights.

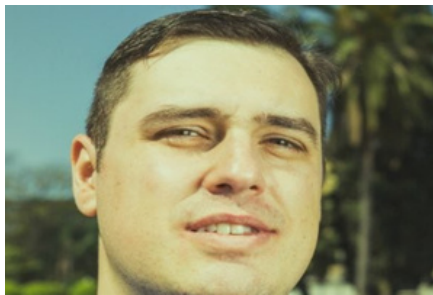
Check out a few stories!



Aline Teixeira da Silva

Don't close your eyes to the pain of someone with Epidermolysis Bullosa. Feel in your soul what they feel on their skin.

[Read](#)



Angel

From a very young age, inspired by my mom, I have always been involved with volunteering.

[Read](#)



Valdinéa do Carmo Tavares

As a token of our event, we donated turbans made by ourselves.

[Read](#)



# ACTIONS



The 2021 Dia de Doar had activities spread all over the country. NGOs, schools, people, companies, hospitals and other institutions have promoted, each in its own way, donation culture. Hereinafter, we will show in detail some of those actions.

## INDIVIDUALS

In the 2021 Dia de Doar, there were many single initiatives led by common people. There was no shortage of people to help NGOs and social projects, donating blood, hair, books, toys and food, or people who have donated their time and even image to promote generosity.

Some artists also joined the movement, recording videos asking for donations. We counted on statements from personalities such as Maurício de Sousa, who recorded a video wearing the campaign's shirt and talking about the superpower of donations.

Other known personalities also joined the campaign, wearing the Dia de Doar shirt and informing their followers about its existence and the importance of giving. In that way, we had the support of Maurício de Sousa, Flávia Alessandra, Edson Celulari, Fábio Rabin and Marcos Veras.





# ACTIONS



We also relied on publicity offered by many digital influencers, such as: Talita Coling, Natália Abreu, Lucas Lobo, Analu Lourenço, Adriana Rosa (from the Mamães Facilidades e Dicas blog), David Hertz, Insta Surreal (viral meme page on the internet), Gustavo Piaskoski, Ana Amélia and Elis, Caroline Celico, Carol Marra, Renato Breia, João Pacífico, Rodrigo & Arthur Segantini, Milton Martins Filho and Hugo Cavalari, adding over 2 million followers

Singer Lia Lima, through the "No Tom Delas" project, wrote and recorded the song "Desapego", talking about the feelings solidarity and wellness bring, in honor of Dia de Doar.



In addition to artists, many regular people were leading community campaigns, organizing actions for the greater good of their communities.

## COMPANIES

Companies are always a very important part of Dia de Doar. They have the potential to multiply the movement, since they can engage many stakeholders, like their employees, suppliers, the community in which they are based and even their own clients. And in 2021, we had special actions that benefited many entities. Some will be described on the following page:



## SMILES

In its third year as a part of **Dia de Doar**, Smiles, Gol's rewards program, didn't let down and promoted "Milhas do Bem" (Goodness Miles, in English). For each mile donated by a client, Smiles donated a money amount to support the maintenance of projects in partner institutions. At the moment, the platform works with many different projects, such as Centro Social Cardeal Dom Serafim, Rede Cruzada, Instituto Reação, Instituto Proa, Já Brasil and Parceiros Voluntários, who promote social actions mostly aimed towards children and teenagers. In 2021, the company sent custom kits to engage digital influencers and encourage generosity, reaching 303 thousand people on social media, in addition to 40 press issues.

## SKY

On **Dia de Doar**, the cable provider Sky turned 100% of its profits from pay-per-view content to Instituto Ayrton Senna, non-profit organization working for the past 25 years to increase youth opportunities for public school students, through quality education. The action counted on the support of digital influencers from the DRAGBOX youtube channel.

## IFOOD

The mobile app iFood combined Brazilian generosity with tech connection and helps organizations who need the most. Users could donate any amount, when submitting their order through the app, to the company's partner NGOs, such as Ação da Cidadania, Gastromotiva, Orgânica Solidário, Gerando Falcões, CUFA, SOS Mata Atlântica and Todos pela Educação.

## CASA BAUDUCCO

Bauducco, via Casa Bauducco, turned sales of all Panettone and Chocottone slices to the Famílias Acolhedoras program, from Instituto Fazendo História. At the occasion, Casa Bauducco and Instituto Fazendo História organized a special event at the Paulista store, located on Paulista Avenue. Named "A fatia de cada um" (Each ones' slice), the event intended to make society reflect on the welcoming of babies and children in foster families.

## ARREDONDAR

In 2021, offering rounding up for donations when finishing sales, Arredondar engaged to be a part of **Dia de Doar** companies such as: Privália, action partnered with PayPal in which, for each sale made with that payment method, R\$ 5 were donated; Burger King, rounding up change and posting on social media to encourage donations; launch of donation platforms for the animal cause such as Petz; doubling for a week donations received via rounding up at Quintanda, a store in Sao Paulo.

Local companies and NGOs also got together to promote generosity in their regions. Such was the case of Grenacc - Hospital do Câncer Infantil de Jundiaí (Jundiaí's Child Cancer Hospital), who partnered with a hot dog diner that donated part of its income on November 30th to the Hospital. In addition to that, a pharmacy chain in Paraíba donated 1 real of each sale to a local philanthropic hospital.



In the education segment, many institutions also promoted campaigns to encourage donations. Insper and FECAP - Fundação Escola de Comércio Álvares Penteado created campaigns collecting resources to support vulnerable students at the institutions. Saint Paul Escola de Negócios launched a campaign allocating 5% of all their vacancies to NGOs employees, starting from **Dia de Doar**.

# GOVERNMENT



City Councils and Legislative Assemblies have also shown support by passing bills that put **Dia de Doar** on official calendars - dozens of cities now have local legislation to promote **Dia de Doar**. Since 2019, we have made available a bill template to make it easier to present projects like this to local authorities.

In 2021, bills were passed in Pelotas (RS), Linhares (ES), Jundiaí (SP), among others. There are also bills pending to be approved in the cities of Curitiba (PR) and Várzea Paulista (SP).

**Dia de Doar** is already part of the official calendar in the following cities: Amazonas (State), Araçatuba (SP), Caicó (RN), Cajamar (SP), Espírito Santo (State), Goiânia (GO), Gramado (RS), Indaiatuba (SP), Itabira (MG), Jardim (MS), Jundiaí (SP), Mogi das Cruzes (SP), Limeira (SP), Piracicaba (SP), Pirassununga (SP), Poá (SP), Rio de Janeiro (State), São Paulo (State), São Paulo (City), Sorocaba (SP) and Valença (BA).



# NGOS



Dia de Doar is a big thing for not-for-profit organizations, giving those who directly benefit from donations to operate their projects a specific date aiming at amplifying society's support.

In light of remnants and limitations resulting from the global Covid-19 pandemic, many in-person activities had to be rethought for the 2021 Dia de Doar, and were done online like it happened in 2020.

This obstacle paved the way for many digital media outlets to be widely explored, not only by those promoting actual fundraising campaigns, but also for us, making available most of the campaign guides for remote activities.

Non-governmental Organizations (NGOs) are the most engaged with Dia de Doar, as they spread the movement and raise donations. On social media, they've promoted a lot of engagement and executed numerous campaign actions in which they talked about the date and asked for donations for their initiatives. Many also used platforms to collect donations and promote some in-person activities on Dia de Doar itself.

Facing this reality, it is very interesting to reach new people and potential donors through the support of famous personalities and digital influencers, both very relevant to social media.

The strategy used by most NGOs to mobilize high-subscriber profiles led to interesting results, as shown below:

Some important social support institutes advertised Dia de Doar, such as Instituto Alok, Instituto Cesar Cielo and Caçadores de Bom Exemplo, using their social media visibility to amplify the campaign and raise funds.

As a favor to the NGO Casa do Zezinho, the LGBTQIA+ advocate and digital influencer Igor Saringer invited all of his followers to donate, disclosing Dia de Doar's PIX key and website, so they could learn more about the campaign.



TV host Ana Hickman also embraced Dia de Doar and asked for donations to Fundação Oftalmológica Rubem Cunha. Helping in the fight against child hunger, comedian Fábio Porchat asked for donations to Associação Acorde, representing a campaign led by the company Bolo da Madre.

Invited by GRAAC, TV host Celso Portioli also joined the movement, posting a video to invite his followers to donate to the cause they believed in. Furthermore, wearing the campaign's shirt, soccer player Juan J4 joined the campaign posting on his social media asking for donations to Instituto Mundo Novo.



## DIGITAL JOURNALISM COALITION

Dia de Doar also strengthened Brazilian journalism with a big coalition. The Digital Journalism Association (Ajour - Associação de Jornalismo Digital) brought together 28 journalism entities to reinforce the movement of giving to organizations that produce quality content and bring daily news to the population.

## GIRAL

Giral, from Pernambuco, was one of the most engaged in promoting in-person activities in the 2021 Dia de Doar. Throughout the year, they promoted and held the community cinema, food basket and hygiene supply donations, "trilha literária" - encouraging reading habits in rural areas, "Giral na praça"- with volunteers, the health and wellness (with cycling and running), besides donating sports kits to local soccer schools.



## FUNDAÇÃO DOM CABRAL

Fundação Dom Cabral is an institution which, throughout its 45 years, relies on the power of sociability and education towards a prosperous and more inclusive future. Through Centro Social Dom Serafim, in 2021, they took a step in a new direction, aiming to amplify and accelerate efforts to transform the social pyramid base and create a better society. The funds raised at the 2021 Dia de Doar were allocated, exclusively, to the development of scholarship holders, who will be monitored through the entire period of their studies.

## SESC-RS

SESC-RS promoted an array of actions for the 2021 **Dia de Doar**, on November 30th. In Santa Maria, the blood bank donated blood, sweets and hygiene kits at Sesc (Av. Itambé) and Senac (Rua Professor Braga). Furthermore, there were donations of sneakers at the Praça Nova shopping mall - Bozzano, Eny Infante store; cell phone donations at CD Computadores; food donations at Shopping Monet/Big; and donations of uplifting messages.

In Porto Alegre, SESC donated blankets to the Louis Braille Association for the Blind (ACELB - Associação de Cegos Louis Braille); it also made blood donations to the Santa Casa Blood Bank; hygiene kit donations to ICI; and book donations at Fecomércio. In the city of Rio Grande, there were blood donations to the blood bank; food donations at the Guanabara supermarkets; sneakers and sanitary napkins donations at Sesc and Senac. In Lajeado, Ijuí, Cachoeira and Erechim, there were also blood donations to the blood bank, as well as the donation of food, cleaning supplies and sanitary napkins.

## REDE SALESIANA BRASIL DE AÇÃO SOCIAL

Bringing together multiple member units of Rede Salesiana Brasil de Ação Social, the countrywide NGO was one of the great allies when it came to sharing **Dia de Doar** where they act. Due to the large number of institutions which are a part of the project, it was possible to bring the message to many different regions.

Click the image below and check out a video made by the institution for **Dia de Doar**:



# DIA DE DOAR IN THE WORLD



GivingTuesday acts as a global generosity movement throughout the year, with a distributed network of business leaders who launched national movements in 80 countries and over 300 community campaigns in the US alone.

The GivingTuesday Data Commons estimates that 35 million adults participated in GivingTuesday 2021 in the US, an increase of 6% compared to 2020. In the United States alone, donations add up to 2.7 billion dollars, representing an increase 9% when compared to GivingTuesday 2020, and a rise of 37% since 2019. With unprecedented donation levels in 2020, these totals represent a significant tendency to the continued growth of generosity.

The Philippines GivingTuesday distributed over a million bread portions through the "Pass the Bread" campaign, which directly fought hunger and inspired Philippine people to share kindness and get involved with their communities.

Donation circles (where groups of individuals donate their own money or time to a common fund) were launched for GivingTuesday in Colombia, Mexico and Spain, with many circles being led by women, young people and marginalized communities.

National Campaigns in Finland, France, Italy, the Netherlands, Ukraine and more, helped schools and young groups to inspire more young people to give back and create their own generosity focussed projects.

The USA coalition campaigns took advantage of the GivingTuesday community spirit to promote talks regarding important issues, such as supporting domestic abuse victims, fighting loneliness in teenagers, promoting philanthropic equity, ocean and bay conservation and overcoming differences to find common ground. In Nepal, doctors and volunteers administered free hearing and sight tests in rural areas, the week leading up to GivingTuesday.

#CryptoGivingTuesday reported a 5x increase of cryptocurrency donations in the 2021 GivingTuesday, when compared to the previous year.





# DATA PROGRAM



Dia de Doar does not raise, or distribute donations to any particular institution. The philosophy is vital so we can equally promote campaigns in varying fields. Besides, this offers less structured institutions an opportunity to better understand the means and formats to explore a more robust internal fundraising process.

Knowing that, it is important to note the funds raised in Dia de Doar campaigns are not of donations received or allocated by the campaign. Instead, they represent the sum of funds processed by specialized companies in the field, used by the institutions that directly promoted their own fundraising campaigns.

In order to reach a final estimate, the Data Program seeks partnerships with all donation processing institutions that operate nationwide, obtaining a commitment from each one to submit the value of donations processed in connection with Dia de Doar each year.

It is important to remember that the Data Program can't keep track of donations made directly to institutions raising funds. Since we can only access data of funds donated via platforms, we understand that the final sum of funds raised is larger than the total we can record.

Data collected by the Data Program was shared with the researchers Marcos Paulo Lucca Silveira, Marketa Maria Jerabek e Pietro Carlos de Souza Rodrigues, from Fundação José Luiz Egydio Setúbal, to map the Brazilian donor profile.

In 2021, from the data collected from companies who agreed to partner with Dia de Doar, the total adds up to US\$ 442.307,00 dollars. The companies which agreed to provide information were: Abacashi, Altrus, Apoia.se, Arredondar, Benfeitoria, BSocial, Catarse, Doação Solutions, Doare, grifa.me, iFood, Kickante, Reapp, Sharity, Stilingue, Trackmob and Vakinha.

We wish to always express our gratitude to our data partners for the solidarity in being given access, with the exclusive return of brand position and visibility, to such sensitive information. This act of charity allows us to annually show the importance of our efforts.



# PRESS AND SOCIAL MEDIA




In 2021, Dia de Doar partnered with DePropósito Comunicação de Causas as their press office, who worked for over a month to promote and share the movement in the main media outlets.

As a result, many radio and tv shows, news outlets, podcasts and printed newspapers slotted space to present Dia de Doar. In total, there were 605 articles published. The main media which publicized, as suggested, and deserve some recognition are RICTV, TV Band, SPTV - Rede Globo, Estadão - Neo Mondo, Observatório do Terceiro Setor, Jornal Empresas e Negócios, Estado de Minas, Canal Futura, among others.

The mobilization of hundreds of online communication vehicles in Dia de Doar is a victory not only for the team, but also for the institutions which mobilized local media to expand the engagement of local actors in the movement.

According to the method developed by TopClip, a hired agency which specializes in equivalent advertising valuation, if all spontaneous media generated by the movement had actually been paid, the investment would have been 7 million dollars. This shows how big a repercussion Dia de Doar had on the media, multiplying its reach far beyond its investment capacity.



**OBSERVATÓRIO DO TERCEIRO SETOR**

### Dia de Doar arrecada mais de R\$ 2 milhões em doações online

*O Dia de Doar promoveu um total de 30 campanhas comunitárias e contou com a participação de ONGs, pessoas físicas, órgãos públicos e empresas*

No dia 30 de novembro, aproximadamente **23 milhões de brasileiros** participaram do Dia de Doar. O evento arrecadou **R\$ 2,3 milhões** em doações online, de acordo com os dados iniciais levantados pela iniciativa.

O evento contou com a participação de organizações sem fins lucrativos, pessoas físicas, órgãos públicos e empresas, que realizaram diversos tipos de campanhas, como arrecadação de dinheiro e cestas básicas.

A Jaboticabal, no interior de São Paulo, por exemplo, realizou o 'Pedal Solidário', que arrecadou cerca de 300 litros de leite para instituições participantes do Dia de Doar.

As campanhas comunitárias também tiveram um papel importante este ano. O evento lançou um edital com um incentivo de R\$ 400 para a criação de 20 campanhas comunitárias, o que provocou um aumento de 160% no número de campanhas comunitárias.

Uma das campanhas que receberam o incentivo foi a #DoaPelotas, em Pelotas, no Rio Grande do Sul. A campanha promoveu um passeio ciclístico para distribuir panfletos e divulgar o Dia de Doar para a população. No dia 30, a campanha apresentou à população da cidade 25 instituições que precisavam de doações.

Com o sucesso da campanha, a prefeita de Pelotas (RS), Paula Mascarenhas, assinou uma lei para instituir o Dia de Doar no calendário oficial da cidade, com o objetivo de incentivar uma cultura da filantropia.

O Dia de Doar também contou com a participação da iniciativa privada. Entre outros exemplos, houve o projeto do aplicativo iFood, que permitiu que usuários doassem qualquer quantia para ONGs no momento de finalizar o pedido. Dentre as organizações que participaram estavam a **Ação da Cidadania, Orgânico Solidário, Gerando Falcões, SOS Mata Atlântica e Todos pela Educação**.

A iniciativa do Dia de Doar nasceu nos Estados Unidos, como uma resposta solidária à Black Friday e à Cyber Monday, que promovem o consumismo.



# PRESS AND SOCIAL MEDIA



Dia de Doar is huge on social media. Since 2016, we've used a tool called Stilingue to measure our online reach, allowing us to follow the number of people impacted by the internet campaign.

In 2021, 22 million people were impacted by social media on Dia de Doar. This number encompasses all social media, including Facebook, Instagram, LinkedIn, Twitter and Youtube, with Instagram being the main media for the year.

Unfortunately, this number does not account for the reach impact of posts made via Instagram Stories, a culturally relevant medium at the moment, so we estimate that the number of impacted people is far greater than we can count.

## PUSHED CAMPAIGNS

In 2022, we had a specific budget to push posts and expand the Dia de Doar campaign to new audiences. Below are the numbers reached by the sponsored posts:

- 27 ads (sponsored and dark posts)
- 1.188.082 people reached
- 1.853.335 impressions
- 709 clicks on the "learn more" link
- 89.388 ThruPlays (number of times a video was watched until the end)
- 450.077 ad engagement (Post engagement is the total number of actions taken by people in response to your Facebook ads.)

This was reached through the following investment:

Facebook and Instagram - R\$ 5.925,61

Google Ads - US\$ 3.980,14 (Google Grants Credit)

Google Ads - R\$ 4.971,00



# PRESS AND SOCIAL MEDIA



## AUGMENTED REALITY FILTERS

With the support of Instituto Mol, the 2021 Dia de Doar was provided the production and release of 4 Instagram filters, which allowed followers and supporters to use and share campaign catchphrases within their communities.

The action was successful: counting all 4 filters, we had 14,928 impressions, 3442 people opened the filter to test it, 767 people took photos amongst the campaign icons and 218 people posted stories using the effect.

Check each one of them below:



## COMMUNICATION PARTNERS



# WHAT'S TO COME IN 2022



In 2022, **Dia de Doar** will take place on **November 29th**. As in previous years, it will happen on a Tuesday and Brazil will be able to participate alongside the rest of the world. There are over 85 participating countries at the moment. We will continue to strategize a big movement one day of the year, while also shedding light to the importance of being generous all year round.

**Dia de Doar** will be active all year round, presenting itself and expanding the campaign brand so it can be strong and reach even more people this year during the more active campaign period. In order to do that, social media will be widely used, focusing on Instagram, Youtube and Twitter, bringing out content that reinforces the changing power of giving and generosity to our followers, while always focusing on increasing the profile engagement.

In order to reach our goals, we will continue the #52Terças campaign, proposing donation initiatives for each Tuesday of the year until the big day on November 29th. Furthermore, on the first day of each month, we will publish the Calendário de Boas Ações (Good Deeds Calendar), with suggestions of generosity initiatives that can be done daily.

One of the big themes this year will be the encouragement of community campaigns. We understand that generosity culture begins in our communities, neighborhoods and surroundings, and therefore will continue to encourage campaigns as a bigger strategy to spread even further the movement. Another resource we believe to be of good use to increase the audience identification with our content is bringing more videos to our profiles, with scripts that help fundraisers and social volunteers to increase their campaign awareness potential throughout the year.

Another big theme is data. We are looking to consolidate a support group that will allow us to monitor, consolidate, understand and produce an analysis which, from the donation data in Brazil, can help us offer even more resources to promote generosity in the country. To help with this mission, another project from ABCR, which will monitor monthly donation data, will act as a bridge to bring us even closer to our partners and get closer to a more accurate donation number on the big day.

Finally, we will also prioritize corporate engagement on **Dia de Doar**. Since the date is always celebrated on a Tuesday and is a call to action, we believe that mobilizing companies to encourage donating on this day is key to take **Dia de Doar** even further. Companies can engage their employees, suppliers, clients, the press, etc. And there is great potential to multiply the importance of giving.



# People making Dia de Doar happen:

## ABCR Board:

Andrea Peçanha Travassos  
Ana Carolina Barros Pinheiro Carrenho  
Camila Cheibub Figueiredo  
Márcia Woods (Presidente)  
Michel Freller (Vice-Presidente)  
Nailton Cazumbá  
Rafael Vargas  
Victor Graça

## ABCR Team:

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Gabriela Cassoli  
Gabriela Gama  
Janiele Silva  
João Paulo Vergueiro

## Instituto Mol Team:

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Maria Eduarda Schneider  
Patricia Lobaccaro  
Rê Iorio  
Roberta Faria  
Robson Villsac  
Vanessa Henriques

## Fundação José Luiz Egydio Setúbal:

Marcos Paulo Lucca Silveira  
Marketa Maria Jerabek  
Pietro Carlos de Souza Rodrigues

## Movimento por uma Cultura de Doação:

Andrea Wolffenbuttel  
Erika Saez  
Joana Mortari Ribeiro  
Márcia Woods (Coordenadora)  
Mariana Brunini (Coordenação Executiva)  
Pamela Ribeiro



# People making Dia de Doar happen:

This report was developed by

Text and Layout: Carolina Farias  
Translation: Valentina Nunes  
Review: Barbara Schmidt Rahmer  
and Gabriela Gama  
Photos: Dia de Doar archives



# ORGANIZATIONS THAT MADE IT POSSIBLE



ABCR – Associação Brasileira de Captadores de Recursos (Brazilian Association of Resource Gatherers) is a non-profit organization composed of professionals and organizations all over the country, acting for the strengthening of the philanthropic ecosystem, including the promotion of giving, knowledge generation and the development of resource mobilization by civil society.



Founded in 2020, Instituto Mol is a branch of Editora Mol, created so that companies and citizens could give more, better and with a purpose. We want to inspire donors everywhere and from all causes.



Movimento por uma Cultura de Doação was founded in 2021 as a broad network, bringing together individuals and legal entities organizing themselves voluntarily, in an informal and organic way, to seed and flourish ideas to promote giving in Brazil. We are an open, horizontal and democratic network, composed of institutions and citizens interested in the cause.





## **Want to be part of DIA DE DOAR?**

Become a campaign enabler and help us multiply the spirit of generosity throughout the country.

[contato@diadedoar.org.br](mailto:contato@diadedoar.org.br)

[\*\*www.diadedoar.org.br\*\*](http://www.diadedoar.org.br)