From Prosperity to Purpose: Philanthropy in Latin America – Key findings

Key findings from in-depth interviews and a targeted online survey with over 150 philanthropists and experts across Argentina, Brazil, Chile, Colombia, Mexico and Peru. The study is published by UBS and authored by researchers from the Hauser Institute for Civil Society at Harvard University.

Motivations

- Philanthropic action is seen as a social and moral responsibility, linked to family values and faith
- Personal passions and experience influence philanthropic priorities
- Individuals are strongly motivated by a desire to contribute to the positive advancement of their respective countries

Context

The need for philanthropy
- Acute inequalities
- Persistent poverty
- Cutbacks in government services

Environment for philanthropy
- Recent emergence of stable democracies
- Steady economic growth
- Accumulation of personal wealth
- Regional UHNW population has increased >2.5 times faster than the global average over the last decade

Characteristics of philanthropy
- Investing more
- Investing more strategically
- Aiming for greater impact

Responsibility — I believe I have a responsibility to give back and help others
Passion — I have a strong connection to one or more causes or issues
Family — giving is a part of my family’s values and traditions
Legacy — giving is a way to create a lasting expression of my values and commitments
Faith — giving is an expression of my religious values/obligations
Inheritance — I do not want to leave too much money to my children or other individuals
Practicality — giving provides tax benefits, helps my business, and/or provides other practical value

<table>
<thead>
<tr>
<th>Motivations</th>
<th>Very important</th>
<th>Important</th>
<th>Somewhat important</th>
<th>Not important</th>
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<td>Practicality</td>
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<td>75</td>
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</tbody>
</table>

% of respondents, n varies between 44 and 72.
Top focus areas

Present

- Education
- Poverty alleviation for children and youth
- Cultural and artistic heritage
- Community development
- Health equity

Future

- Education
- International and global affairs
- Social entrepreneurship
- Community development
- Health equity

Role of corporations

- Corporations dominate institutional philanthropy and perceived as leaders in social investment
- Many believe that most philanthropic growth and leadership will continue to come from the corporate sector
- Greater public acceptance of corporate, rather than individual, social investment

Attitudes to civil society

- Lack of confidence in the nonprofit sector
- Some NGOs seen as foreign initiatives
- Perceived low trust within society
- Some highly respected NGOs

Legal and policy environment

- Less funding to NGOs
- More operating foundations
- Committed and engaged philanthropists
- Unfavorable policy and tax environment
- Can encourage outside the box thinking and innovation

Partnership and collaboration

- Recognition that addressing large-scale and complex challenges requires working with local, state and federal governments
- Realization of the importance of partnerships to scale-up
- Collaboration with government can be difficult

Impact investing

- Growing across the region with more than 50 organizations and hubs in Bogota, Mexico City and Sao Paulo

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