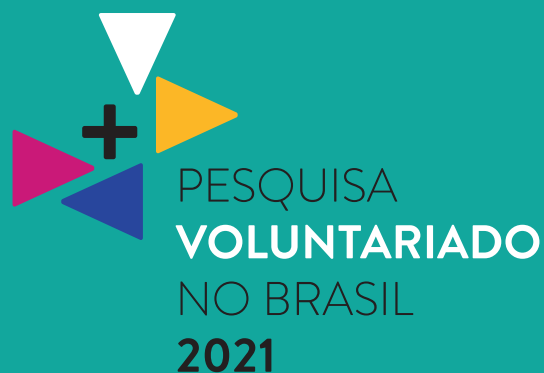




# VOLUNTEERING IN BRAZIL: TWO DECADES OF TRANSFORMATION

Papers and analyses by specialists  
based on the third edition of the Survey  
“Volunteering in Brazil”

Silvia Maria Louzã Naccache | Kelly Alves do Carmo | Felipe Pimenta de Souza



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The 2021 Survey “Volunteering in Brazil” legitimizes the work of thousands of volunteers in building a better Country, now and for future generations. In its third edition, the Survey brings a Brazilian portrait of the topic, points out to trends, and analyzes the changes in the last two decades. It was prepared and coordinated by Silvia Maria Louzã Naccache, with the support of the consultants Kelly Alves do Carmo and Felipe Pimenta de Souza. The Institute for the Development of Social Investment – IDIS and Datafolha are responsible for the implementation.

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## PREFACE

In 2001, when the United Nations – UN established the International Year of Volunteers, amid the many celebrations at the time, the first Brazilian Survey on Volunteering became a landmark to know the profile of Brazilian volunteers.

Ten years later, in 2011, on the celebration of the Decade of Volunteering, the 2011 Survey “Volunteering in Brazil” expands its scope to better understand the volunteers. Since 2011, Brazil experienced important events, such as the evolution of corporate volunteering, the holding of major events, humanitarian emergencies, and especially the impacts of the pandemic.

In a year deeply marked by the reinvention in the way voluntary work is done, the Survey “Volunteering in Brazil” becomes one of the main contributions to society.

This is a collection of papers to celebrate volunteering in Brazil, containing opinion papers whose purpose is to present the writer’s point of view. They are diverse in terms of themes, characters, and styles, written by authors who kindly accepted our invitation to tell inspiring stories and bring relevant data capable of showing us how the Brazilian citizens, with creativity and perseverance, build a better and fairer society through volunteer work.

These sensitive reports show and record the important role of volunteer work in building a nation of citizens and solidarity.

Enjoy!

Silvia, Kelly, and Felipe



## INTRODUCTION

Volunteers donate their time, energy, and talent for causes they believe in. They are essential to society, make a difference, and positively impact the lives of thousands of people.

What is the profile of volunteers in Brazil? What activities do they develop? How did the pandemic influence the actions of these people? What causes receive the most attention from volunteer work? It is these questions that the 2001, 2011, and 2021 Volunteering Surveys in Brazil seek to answer.

The 2021 Survey “Volunteering in Brazil” legitimizes the work of thousands of volunteers in building a better Country, now and for future generations.

### **About the 2021 Survey “Volunteering in Brazil”**

Volunteer work is part of Brazil’s history, and has its roots in 1543 when the Santa Casa de Santos was founded. Since then, a lot has changed! It arrives today, at the celebration of the Bicentennial of Independence, transformed. Volunteering has evolved, innovated, and occupies all spaces in our society. Organizations have multiplied, the activity has been regulated, companies have started to promote volunteer programs, and technology has allowed volunteers to work at a distance.

In 2001, in the International Year of Volunteers, the first edition of the Survey “Volunteering in Brazil” took place. Ten years later, the second survey was conducted, celebrating the Decade of Volunteering. Following the historical series, the results for 2021 appear, a year deeply marked by the COVID-19 pandemic and by the strengthening of the culture of donation, presenting a portrait of the engagement of Brazilians – who are the volunteers, where do they act, and what are their motivations.

The 2021 Survey “Volunteering in Brazil” values volunteer service in the Country. It broadens the knowledge about possible differences, both regional and in the several segments, and outlines the profile of Brazilian volunteers, comparing their transformation with surveys conducted in 2001 and 2011.

Its main goals are:

- Identify the relationship of volunteering in the last decade to corporate volunteer programs, major events held, the Sustainable Development Goals, and also to the impact of the COVID-19 pandemic;
- To reflect on the importance of volunteering for Brazil;
- Indicate trends and analyze the changes of the last two decades;
- Promote the subject and the practices of volunteering;
- To recognize and celebrate the volunteer service performed by Brazilians.

The survey was conducted by Institute Datafolha and comprised quantitative and qualitative stages as described below.

Quantitative surveys: their objective is to identify the profile of volunteers and non-volunteers in Brazil:

1. Personal, individual interviews, with people aged 16 and older who do or do not do volunteer work, are conducted at points of population flow nationwide. (2,086 people, the maximum margin of error for the total sample is plus or minus 2 percentage points, within the 95% confidence level).
2. Personal, individual, and specific interviews with volunteers – people who do or have done some volunteer work, aged 16 or older, conducted at points of population flow, distributed in eight Brazilian capital cities: Brasília, Curitiba, Fortaleza, Manaus, Porto Alegre, Rio de Janeiro, Salvador, and São Paulo. (1,556 people, the maximum margin of error for the total sample is plus or minus 3 percentage points, within the 95% confidence level).

Qualitative surveys: exploratory, with the objective of investigating in-depth behavioral aspects, and opinions, capturing information, and obtaining a deep and detailed analysis of the perceptions of volunteers, experts, and those interested in the topic:

1. Interviews and online conversations in a group – focus groups, with people who do volunteer work at least once every 15 days, since before the pandemic, from three capital cities representing different regions: Porto Alegre, Recife, and São Paulo.
2. Individual in-depth online interviews about volunteering with eight opinion leaders, diversified by type of activity and regions of Brazil.

NOTE: Although the survey planning was done throughout 2021, due to the pandemic and resulting problems, the quantitative surveys took place between late 2021 and early 2022.

Highlights of the results of the 2021 Survey “Volunteering in Brazil”:  
Volunteering in Brazil

- Brazilian who currently does or has done volunteer work  
18% in 2001, the International Year of Volunteers  
25% in 2011, the Decade of Volunteering  
56% in 2021,

Brazilian who currently do volunteer work: 34%.

Brazilian that has already done volunteer work, but do not do it now: 22%

Of these 57 million Brazilian volunteers, 12% do it with a defined frequency and dedicate an average of 18 hours to volunteering

- Public benefited from the volunteer work:

36% General Public

35% Families and Community

25% People in Street Situation

25% Child and Teenager

18% Young People

18% Adult

18% Elderly

9% Person with Disabilities

9% Animals

6% Environment

- Causes:

- Volunteer Works carried out:

41% Funding and distribution

16% Meal preparation

13% spiritual support

10% Provision of qualified services

9% Cultural Activities

8% Education, teaching

7% Events

7% Maintenance and infrastructure

6% General support in the social area

5% Administrative support

The Volunteer profile

- Gender: 48% women, 51% men, 1% not declared

- Average age of the volunteers is 43 years old

- Education: 50% of the volunteers have complete upper secondary education and incomplete higher education

- Motivation

74% Be solidary  
11% Religious motivations  
9% To make a Difference  
6% Give back something you have received  
6% citizenship practice  
4% improve self-esteem

#### Corporate Volunteering

15% of volunteers are engaged in Corporate Volunteer Programs and of these, 42% work with a defined frequency

#### Emergency and Humanitarian Situations and the Impact of Pandemic

During the pandemic there was a 47% increase in the number of people doing volunteer work, highlighting the assistance to the most vulnerable groups and the great mobilization of material resources, such as food, hygiene products, etc.

Furthermore, 21% of the volunteers have gone online.

#### Other themes explored in the research:

70% of volunteers do not know what the Sustainable Development Goals are  
49% understand that the major events held in the last decade such as the World Cup, Olympic Games, Rio+20, etc., contributed to increasing the engagement of Brazilians in volunteer work.

55% of volunteers are not aware of the Volunteer Service Law in Brazil, and only 18% sign the Volunteer Service Agreement. (Law 9,608 of 1998)

#### **Degree of Motivation Degree of Satisfaction**

The motivation for the volunteer work itself remains high, 80% with an average score of 9.3 on a scale of 0 to 10. The reason for the high motivation is to be able to help others.

For the less motivated, they feel a lack of support and resources for volunteering.

74% are completely satisfied with their volunteering with an average score of 9.1 on a scale of 0 to 10. What they are most satisfied with are: the organization of the place where they work, the support received to carry out the action, and the lectures and courses offered.

It is widely accepted that volunteering is related to knowledge of other realities, citizenship, transformation, and personal development, and there is a great willingness to donate time to these activities:



99% agree that volunteer work leads people to get to know another reality  
97% agree that volunteer work is an exercise of citizenship.  
97% agree that volunteer work is a transformative process.  
96% agree that volunteer work inspires you to be a better person.  
93% agree that if the results of volunteer work were more widely publicized, more people would volunteer.  
92% agree that they like to donate part of their time to help people in the community.

Volunteering has changed over 20 years, but what do the data collected in these three editions of the survey reveal? Numbers, without analysis, can be of little value.

Therefore, we invited experts to help us understand what has been happening in the field of volunteering and what events and social change influenced the scenario we see today.

The analyses contribute to our understanding of how we can act to expand the impact of volunteer work in Brazil and give indications of what we can do to shape the future.



## **HISTORY OF VOLUNTEERING IN BRAZIL: FROM 1543 TO THE BICENTENNIAL OF INDEPENDENCE**

### **A Brazil always dedicated to volunteering**

*By Maria de Fátima Alexandre, Master in Administration, professor of specialization courses, and researcher for Nucleus for Advanced Studies in the Third-Sector – NEATS at PUC-SP.*

Since always, in Brazil and abroad, a volunteer is a person who helps other people without requiring direct benefits of their own. What has changed, a lot is the way of doing volunteer work and the understanding of the social function of this action. In the Brazilian timeline, we identify great moments that impacted who would exercise the volunteer work and how it would take place in the context of society.

The first voluntary movement reveals actions marked by benevolence, in an extensive period that lasted throughout Colonial Brazil, the Empire, and the First Republic, until the early 20<sup>th</sup> century. A little more than four decades after the discovery of Brazil, the then colony founded its first Santa Casa, managed by the Irmandade de Misericórdia, an assistance institution created in Portugal a few years earlier according to Christian customs and teachings. The Captain-Major, Braz Cubas, created the Casa de Saúde next to the Port of Santos supported by donations for the treatment of “sea people and outsiders” who needed help.

This milestone of volunteer work in the Country, multiplied in other institutions of shelter and assistance to the needy, generally linked to the Catholic Church, represented the ideals of Christian charity, expressed as social assistance. Faced with the absence of effective public policies, the religious brotherhoods, largely maintained by the families of the elite, played an important role in assisting, especially those who were “fallen into disgrace”, “destitute”, and abandoned children. Reflecting the values and customs of the time, volunteering was predominantly performed by women, in a religious, paternalistic, and strictly moralizing tone.

The 20<sup>th</sup> century brought social, economic, and political changes that, provoking deep changes in Brazilian society, naturally caused voluntary action to evolve in line with these movements. The Red Cross and the Scouting movement, composed of

volunteers, arrived in the Country at the beginning of the 20<sup>th</sup> century, providing a new impulse to the mission of helping others. From the '30s on, the State starts to take on a more active role in meeting the population's needs, initially by protecting workers' rights and gradually generating public policies for social assistance and welfare. Voluntary actions, although still essential to meet the basic needs of a significant portion of the population, start to be seen as supplementary and no longer as a parallel system to the State's actions.

With the coup of 1964, Brazil was plunged into 21 years of military dictatorship, the leaden years being the most repressive and violent in the clash created between State versus civil society. This was the period in which we had the so-called combative volunteering, with civil rights organizations, the student movements, and the progressive wings of the Catholic Church, aligned with Liberation Theology, fighting against inequality and social injustice. They raised big questions about society's role in social causes and the guarantee of human rights, at the same time that institutional acts and other government instruments sought to repress and centralize power.

This scenario has been modified since the '80s with the expansion of Third-Sector organizations and with the 1988 Constitution, strengthening the civil society and its capacity for citizen participation. A new kind of volunteering was beginning to be built, more critical of charitable actions and more willing to align with the State in light of the complexity and size of the challenges, especially those linked to Brazil's immense social inequality. The business sector, called to mobilize by the emerging concepts of Corporate Social Responsibility, has also structured its organizational volunteering, encouraging employees to participate in social actions with the partnership of organizations of the civil society. At the end of the century, the Pastoral da Criança, with its community leaders effectively contributing to the drop in infant mortality, and the Citizenship Action Against Hunger, by sociologist Herbert de Souza, Betinho, from the Brazilian Institute of Social and Economic Analyses – IBASE, played a significant role in national mobilization: everyone could feel solidary and capable of participating in social change.

At the turn of the millennium, the culture of new volunteering was strengthened by the Volunteer Centers of the Solidary Community Council, in a national effort to show that volunteering is not triggered by feelings of guilt, but that the exercise of citizenship it provides can bring pleasure and be a qualified and efficient activity. 22 years into the 21<sup>st</sup> century, social challenges continue to grow and often take us by surprise, such as the social isolation caused by a pandemic that required volunteers to find new ways to welcome those most affected. In addition to the current challenges, we do not know the size of those that await us in the future, but we do know that volunteers will be present, donating their energy, time, and talent to build new relationships until everyone, without exception, can exercise their right to a fulfilling life.

## **Santa Casa de Santos Hospital and the Brazilian Volunteers celebrate 480 years**

*By Nanci Fernandes Loureiro, president of Association of Volunteers of the Santa Casa de Santos – AVOSC and Eliana Lopes Feliciano, director of Humanization of the Santa Casa de Santos.*

Braz Cubas, a Portuguese nobleman and leader of the settlement of the port of São Vicente, later Vila de Santos, SP, with the help of other residents, started, in 1542, the construction of Santa Casa da Misericórdia de Santos, the oldest Brazilian hospital, inaugurating it in November 1543. Braz Cubas arrived with Martim Afonso de Souza in this mission to colonize our Country; he was the grandson of Nuno Rodrigues, founder, and maintainer of the Santa Casa da Misericórdia do Porto, hence his commitment to building the hospital in the town.

Having provided almost five centuries of assistance, Santa Casa da Misericórdia de Santos has participated in all cycles of the history of our homeland. It took care of the founders of this Nation – the Portuguese sailors, colonists, natives, and slaves. It served the brave Bandeirantes and the poor convicts. It also dealt with nobles and vassals of the Portuguese Empire and Imperial Brazil. It served as a meeting place for Independence and Slavery Abolition heroes, traditional monarchists, and inflamed republicans. It takes care of bosses and workers, employees, and the unemployed. A point of unity between all segments of the society, it is a meeting place for its members when they are overcome by pain and illness.

The Santa Casa da Misericórdia de Santos was used for the practice and teaching of Medicine for almost three centuries before the first Medical School was founded in the Country. Science and much humanitarianism were practiced in its wards.

It has in its history the ground zero of volunteering in Brazil: the cradle of the first volunteer groups, operating to date, was formalized with the foundation of the Volunteers Association of Santa Casa de Santos – AVOSC. It was created amid the Asian flu epidemic in 1957, when the institution needed to recruit people to assist in tasks that did not require vocational training due to the large headcount on leave, affected by the disease. Many people of goodwill answered the appeal. Thus began the history of AVOSC, whose volunteers are known as “yellowies” because of the color of their uniforms. Nowadays, the group is composed of 92 volunteers, who welcome the patients, supplying them with trousseaus, hygiene materials, canes, and crutches, among other needs. AVOSC has been a major partner in the hospital humanization projects at Santa Casa de Santos since 2002. Volunteers and the hospital’s Quality Control Commission work in an integrated manner with the aim of ensuring satisfactory indices in the provision of hospital services.

In addition to supporting the donation of material resources, the AVOSC volunteers bring solidarity and humanism to the visits made to the inpatient units, and the target is to provide the conditions for the patient's well-being in the hospital because, in many circumstances, only a friendly word and human warmth are what matter most.

This 2022, Brazil celebrates 200 years of independence, and the Santa Casa de Santos and the Brazilian Volunteers celebrate 480 years.



## **VOLUNTEERING, PHILANTROPY AND DONATION**

### **Custody and emancipation: two paths for Volunteering**

*By Bruno Barcelos, consultant in projects in the fields of Environmental, Social, and Governance – ESG, Sustainability, Private Social Investment, and Volunteering for private and public initiatives in Brazil and Portugal.*

Volunteering intersects with several concepts, among them charity, assistance, donations, and others whose relationship I have deepened in my master's thesis. However, of the words that surrounds volunteering, only one cannot be left out: action. Thereafter, care must be taken in the relationship of volunteering for custody or emancipation of those involved, with the attention that custody may have more to do with the maintenance of structural inequalities than with their resolution.

The colonial bases influenced the conceptual and practical constitution of institutional charity in Brazil. The historiographic review allows us to identify the arrival of religious orders with a colonial purpose, carrying with them the values to be implanted, with or without the consent of the original populations, who, from being protagonists of their territory, needed to establish new social relationships with the travelers, and identified as assisted, illiterate people, requiring teaching and catechesis, and poor in morals and culture, under the discourse of those who invaded.

The civilizing agenda was such that, as it sought to establish in the new world a replica of its monarchical, ecclesiastical, and commercial management models, it was also necessary to carry with it the brotherhoods that would take care of the side effects of its action: the urban and social models they implemented in the manner of the city carried poverty, disease, the plague, and uneven systems that demanded assistance to the vulnerable and sick, executed mainly by the Santas Casas de Misericórdia.

Based on that, the model of social assistance varies according to the management patterns of the State, influenced by variations in the government's relationship with the church. Basically, it made the donor a virtuous citizen to the institutions they were a part of, and this loaded the concept of volunteering with characteristics that are still in force today. Charity is more linked to the benevolence of the church and philanthropy to civil society.

Therefore, the term charity, despite originally meaning “love”, grew up linked to the notion of “the underdog.” In other words, the acts of charity would be directed to those who are unprotected by “paternity” – or paternalism. And we can notice even today that the figure of the underprivileged is so disempowering and, at the same time, utilitarian, that, in this logic, the rich to ask for alms in their function “was” considered virtuous. That being said, the utilitarian figure of the poor for the salvation of the rich is a common equation in the concept of charity, and it is important to have this on the radar when applying this term: does the volunteering action that is practiced put donor and recipient in an equal position or is it an ennobling exercise for the donor?

Referring to Dilene Nascimento: “*philanthropy can be explained, roughly speaking, as the laicization of Christian charity, which occurred from the 18<sup>th</sup> century on, and which had in the philosophers of the Enlightenment its greatest propagandists.*” Probably one difference between these two concepts is that philanthropy can grant the donor greater protagonism of their act, in relation to the donor, conferring value to the publicity of his works, for purposes of social emphasis and exchange of ideas. Fortunately, in Brazil, Philanthropy together with Private Social Investment is evolving into structuring practices that seek emancipation and impact.

Finally, a cross-sectional word there has been donation, and more fruitful than problematizing it is to frame it as a necessary action, occasionally, as a tool of the continuity of volunteer relationships. With the donation, large numbers of engagement and benefits can be achieved, and it is often a gateway to transformative volunteering.

The consensus is that: donation, philanthropy, charity, and volunteering, are terms that coexist and will do a lot if they point to a liberating social dynamic.

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## **Volunteering: a choice that changes**

*By Carola Matarazzo, executive director of the Greater Good Movement.*

The word “voluntary” came from Latin and already had in its origin the meaning “to act of one’s own free will.” Now, I think it is only fair that we also associate this term with “choice to be in the world”, when we talk about someone who decides to dedicate, without remuneration, part of their time, knowledge, and love to simply serve an important cause.

Who makes this choice goes beyond being empathetic. After identifying with the other’s needs, they step forward and act sympathetically, with affinity and with a great willingness to provide support. I often say that a special feeling arises as a “sacred fire” in your chest that moves you to want to help more.

In addition to helping those in need, the volunteers realize that the altruistic practice is very good for themselves. There is no exaggeration in saying that gifts appear along the way. During the work, there is an enormous exchange of lessons, with each meeting bringing new experiences, provoking diverse emotions, and generating stimuli to move forward.

A donor, when contributing money (and this must become a routine!) to some cause, is helping to change the world. But, maybe, they fail to see up close the impact their contribution makes on the lives of others. By getting directly involved in the activities, you have the chance to look into the eyes of the person being helped and, for example, receive a smile as a thank you. The simple act of doing something that may be bigger than yourself and thinking about the collective is transformative.

In a country like Brazil, especially, emergency actions are extremely necessary and help a lot to minimize suffering. When there is, for example, heavy rain that causes landslides, it takes mobilization to get support to the people as quickly as possible. We were all dismayed. Now, we cannot stop there.

Without structural actions, the landslide could be repeated next summer. In addition, we must also be dismayed every day by the persistent tragedies in our society, such as social injustice. We cannot look at it as normal.

Volunteers can engage in philanthropy or charity – both are related to generosity, to the desire to do good to others, but they have different proportions and meanings, although many people confuse the concepts.

Philanthropy plays an important role in a democratic society, which is to seek to cut the roots of problems and solve more systemic issues. Charitable initiatives, on the other hand, aim to eliminate the suffering caused by these problems in a timely manner.

For almost 20 years I worked as a volunteer for the Liga Solidária, and I can clearly say that I learned much more than I served in that period. Throughout my career, I see that solidarity is very much linked to the cultural issue. I was born in a home where volunteer work was highly praised. As a child, I remember standing next to my mother selling bingo cards for the Dorina Nowill Foundation for the Blind. Initiatives like this have always been natural in my life.

This was a legacy I received and I try to pass it on. I know that volunteering is not a matter of being more or less kind or having more or less free hours (of course, everyone acts within their means). But it is, rather, a decision made by those who have



chosen to serve as a condition, as a way of life. I hope that the behavior of solidarity will be rooted in Brazilian culture so that we can build a fairer country.



## **2001: THE INTERNATIONAL YEAR OF VOLUNTEER**

## **Volunteering in Brazil: first data and research**

*By Ana Maria Warken do Vale Pereira, director and consultant for Volunteer Work and Social Responsibility programs at WVP consulting firm e Treinamento, founder of Instituto Voluntários em Ação – IVA.*

As we always say when we talk about volunteering, this practice is quite old in Brazil, changing its characteristics according to the historical moment we live in.

In a very summarized way, we can say that volunteering started as a very welfare practice, in which those who had more gave to those who had less or nothing at all. The leftovers of the wealthiest were distributed: leftover food, clothes, money, and even attention and affection. It was the leftover volunteer.

We also had an important time for volunteering in Brazil when it was concerned with creating organizations that could meet the population's needs in the health care field, with the creation of the Santas Casas de Misericórdia: the first philanthropic hospital. Also, the religious-initiated schools, which were also created as philanthropic organizations, can be mentioned as voluntary initiatives.

We also had the era of political volunteering, when the lack of opportunities for the population to participate in defining the destinies of the Country and the cities motivated voluntary engagement in the fight for freedom and for citizens' rights. In short, volunteering has always been present and with different characteristics, according to the historical moment we were living through.

Starting in the '90s, we had an important landmark of volunteering in Brazil, proceeds from the work of sociologist Herbert de Souza, who, using all his mobilization capacity, created the Citizenship Action against Hunger, Misery, and for Life, known as the "Campaign against hunger."

Betinho, as he became known, became a symbol of citizenship and, in the wake of this, volunteering took an important turn in Brazil, is considered a way to exercise citizenship.

Volunteering started to be seen as a way to be a full citizen, fulfilling our duties and receiving our rights as the citizens that we are.

As an exercise of citizenship, volunteering has ceased to be the volunteering of "leftovers" and has become an important aspect of citizens' lives.

In the late '90s, the initiative of the Solidary Community Council emerged. Created by the Country's first lady at the time, Ruth Cardoso, to support and mobilize initiatives that could count on the support of companies, individuals, and public organizations, giving visibility and strengthening to an already existing sector of society, but still little recognized and visible: the Third-Sector and its non-governmental organizations.

The Solidary Community Council initiated a process of motivation for the creation of Volunteer Centers in the Country's capital cities and these centers were important focuses of knowledge, studies, and dissemination of the practice of volunteering, as a form of exercising citizenship. The voluntary actions, which until then were carried out anonymously, have gained faces and visibility, showing what was done and what could still be done with the adhesion of more people to this practice. The work carried out by the volunteer centers undoubtedly spread this practice and multiplied the people doing it.

As the practice of volunteering was growing quickly and the idea was that this culture would be increasingly disseminated around the world, the United Nations – UN – decided that 2001 would be the International Year of Volunteers.

In Brazil, the Volunteer Centers organized an extensive program that gave a lot of visibility to the theme, and in Santa Catarina, it was no different. Led by the Instituto Voluntários em Ação, many organizations got together and mobilized their actions to show that volunteering was not only important in the area of social assistance, but also in activities in the fields of education, environment, culture and the arts, health, and many others were carried out, giving much visibility to the theme, leaving a legacy of an increasingly growing and more diversified voluntary practice.

The surveys on volunteering conducted in 2001 and 2011 showed how Brazilians are sensitive to the volunteering theme and how they have the desire to cooperate with community causes, all that is missing is for organizations to prepare themselves to receive them and take advantage of all the potential they offer. In this sense, we can say that the Volunteer Centers have played an important role, not only by training people for volunteering but mainly by training the Third-Sector organizations to receive them and take advantage of their full potential for work.

With the growth in the use of technology in all areas of the society, volunteering has also gained a strong collaboration with the practice of online volunteering, which happens quite frequently, further increasing the possibilities for the volunteer to engage and make their contribution to the improvement of the society where they live.

## **2001: the year to celebrate the Volunteer**

*By Heloisa Coelho. Founder and director of RioVoluntário, the Rio de Janeiro Volunteer Center, and coordinator of the International Year of Volunteers.*

*“There was a forest fire, and while the critters were running around terrified, a hummingbird was going from the river to the fire carrying a little drop of water in its beak. The lion asked: “Hummingbird, do you think you can put out the fire by yourself? And hummingbird said, “I don’t know if I’ll make it, but I’m doing my part.”*

This fable told by the sociologist Herbert de Souza, the unforgettable Betinho, as a metaphor for solidarity, is very inspiring and shows us that in moments of humanitarian crisis people realize the importance of contributing, and Volunteering gains more strength, value, and visibility. By getting out of your comfort zone and dealing with people who have different problems from yours, paradigms and prejudices are broken, society is oxygenated, and the real game of social win-win begins.

Volunteering is inherent in the human desire to help other people without demanding personal benefit.

The Churches, in general, have been fundamental in this process of encouraging generosity and solidarity, by creating philanthropic institutions that, for centuries, have led voluntary actions on behalf of the needy. In Brazil, the first milestone in Volunteering is the foundation of the first Santa Casa da Misericórdia, in 1543, in the Captaincy of São Vicente, in São Paulo.

In the mid-1980s, a new kind of Volunteer Work originated in Social Movements, and Non-Governmental Organizations – NGOs – arose in the national scenario, culminating with the Volunteer Work Program led by Solidarity Community, a Third-Sector organization, presided over by Ruth Cardoso, which enabled the creation of Volunteer Centers (Volunteer Center of São Paulo, Volunteer Partners, RioVoluntário, among others) seeking to improve the quality of the processes of management and promotion of volunteer work. In 1998, the Volunteer Service Law, Law 9,608, was enacted, ensuring that volunteers would not be employed by the social institutions where they worked.

In 2001, the Resolution of the General Meeting of the United Nations – UN, signed by 126 Member States, thus being declared the International Year of Volunteers, giving the definitive impulse for the Volunteering to emerge strong and organized around the world. Volunteering is and always will be unanimous in times of polarization.

With the emergence of new technologies and the Internet, new forms of citizen participation were offered to the population, causing a considerable increase of men

in voluntary actions, which in previous centuries had been performed mostly by women.

We have also witnessed the commitment of Companies to face the challenge that the new concepts of Corporate Social Responsibility – CSR – impose and demand from them. Corporate Volunteering was born in this environment, committed to the diagnosis and solutions for serious Brazilian social problems.

Democratic regimes are premised on strengthening civil society and motivating it to participate in micro and macro decisions to be made in the Country. Gender and ethnic equality, along with respect for freedom of speech, sexual orientation, and politics, among others, can only prosper through active citizen participation based on tolerance and reciprocity.

The present moment, after the COVID-19 pandemic, is being considered favorable to the resumption of a committed and conscious Volunteer Work, based on the successful initiatives of the last decades, which will certainly allow the Brazilian population to collaborate more effectively, through volunteer actions, to the eradication of poverty and the growing inequalities in Brazil, leveraging and integrating this gigantic volunteer force in a project to build a fairer and more equal nation.



## **2011 AND THE DECADE OF VOLUNTEERING**

**The human values of the decade of volunteering**

*By Maria Elena Pereira Johannpeter, social entrepreneurial entrepreneur, innovative and recognized by several national and international awards, founder of the Parceiros Voluntários Rio Grande do Sul, and one of the coordinators of the Decade of Volunteering.*

“When we are connected with human and spiritual values, a real adventure begins: the satisfaction of being ourselves and being able to use our capabilities to help other people. These are rewarding experiences. That’s what we volunteers do: we make our energy and capabilities available as a small gift to the world, and what we receive in return goes beyond words.” Flávio Lopes Ribeiro, Brazilian, coordinator of the United Nations – UN Volunteer Project in El Salvador.

Celebrations for the tenth anniversary of the International Year of Volunteers (IYV+10) culminated, at the United Nations General Assembly, with the launch of the first copy of the World Volunteer Report.

Asha-Rose Migiro, UN deputy general secretary, on behalf of the secretary-general, Ban Ki-moon, recognized the dedication of the volunteers and their efforts to fulfill the UN goals. “As the world’s population has now exceeded seven billion”, he declared, “we need to encourage the potential of all people to collaborate on voluntary issues.”

Emphasizing the contribution of volunteering to the Millennium Development Goals and requiring people to focus on a holistic approach, in Resolution A/RES/66/67, the UN General Meeting established the path for the future of volunteering. The resolution stresses the importance of the participation of people and companies in achieving sustainable development.

The executive coordinator, Flávia Pansieri, stated that the main objective of the 2011 celebrations was to promote a change: volunteering is no longer considered a secondary factor, but is now recognized as the main path.

At the UN General Meeting, the first document on the state of global volunteering was released, the “State of the World’s Volunteering Report – Universal Values for Global Well-being.” Helen Clark, business administrator of the United Nations Development Programme – UNDP, noted that there are very strong links between volunteering, peace, and human development, which have not yet been widely recognized by governments.

In this decade, the Brazil Voluntary Network is created. The Volunteer Centers that were members of the Brazil Voluntary Network (RBV) were: Rio Grande do Sul, Paraná, Santa Catarina, Rio de Janeiro, and São Paulo. The Brazil Volunteer Network and the Paulista Network of Volunteer Centers joined together in 2011 and organized, in addition to the Research, the International Volunteer Conference, with the United Nations Development Programme – UNDP and the United Nations Volunteer Programme – UNV as partners.

The Conference took place in parallel to the NGO Brazil 2011 fair and provided an environment for dialogue and intersectoral articulation. More than 500 organizations from all Brazilian states and volunteer support networks from Argentina, Colombia, Peru, Panama, Chile, and Uruguay attended the event celebrating the Decade of Volunteering in São Paulo.

Certainly, the greatest legacy was the 2001+10 Survey “Volunteering in Brazil”, organized by Brazil Voluntary Network. Carried out by IBOPE Intelligence, the survey showed that one in four Brazilians over the age of 16 have done or do voluntary work, that is, there were about 35 million people in action.

The interviews were conducted with 1,550 volunteers in the Northeast, North/Central-West, Southeast, and South regions of the country and pointed out that:

- 25% of the population does or has done voluntary service
- The majority (67%) of those who do volunteer service work
- Dedication to volunteer service is 4.6 hours/month, on average
- 39% perform volunteer service with children and adolescents
- 62% of volunteers use the Internet and 53% participate in social networks

Today, in 2022, Volunteering is already implanted in Brazilian culture, both in behavior and laws. In addition to Law 9608/98, which recognizes Volunteer Service, in 2014, Law 13,019 created the legal instruments: the Term of Promotion, the Term of Collaboration, and the Collaboration Agreement. The Regulatory Framework for Organizations of the Civil Society (MROSC) has improved the legal and institutional environment for OCSs and their relations and partnerships with the State.



## **VOLUNTEERING IN 2021**

### **2021: Brazilians engaged in volunteering**

*By Silvia Maria Louzã Naccache, social entrepreneur, speaker, content writer, and consultant in the area of Volunteering, Social Responsibility, Sustainable Development, and the Third-Sector.*

How good it is to be a spokesperson for good news in such challenging times!

The good news is that by 2021, 34% of Brazilians over the age of 16 have done volunteer work!

In the volunteer profile, there is a gender balance: 51% women, 48% men, and another 1% brought other answers. Keep the survey text. The most prominent average age was 43.

Volunteers have the desire to do good, they like to have a positive impact on people's lives, and because of this, volunteering has been perceived and recognized as a transforming experience for those who receive and for those who do it.

It is impossible not to register the lessons learned and the effects of the pandemic on volunteering, the support to assistance programs, the participation in mobilization movements, the assistance to new population groups, the donation of resources, the adoption or expansion of distance or online volunteering. In the pandemic, 47% of the volunteers started doing more activities, participating, and contributing even more.

Solidarity drove 74% of people to volunteer actions. That was the biggest motivation: helping others. On the one hand, volunteers seek to do an activity with the purpose or the cause with which they have strong identification, the urgent, mobilized people to action: hunger, poverty, and inequalities. Assisting families, the community, and people in a street situation were highlighted among the public benefited by the actions. (36% – the general public; 35% – families and communities; 25% – people in a street situation).

Volunteers find some difficulties in their activities, such as dealing with people who are not always truly committed to doing good; dealing with powerlessness and demands that go beyond what they can accomplish; frustration with constancy, people's loyalty to the project, and even prejudice against some causes and audiences! The informality of the volunteer programs is still a reality: only 45% of the volunteers are aware of the volunteer service law in Brazil and only 18% sign the volunteer service agreement. This points out to the vast field of work for organizations that promote volunteering, including those online: 84% of volunteers are not aware of platforms and websites that promote volunteering.

Satisfaction with the volunteer work itself remains high, even with the challenges faced: in the type of activity, the feedback received, and the support to carry out the activity. The average score was 9.1, on a scale of 0 to 10.

The lowest scores were for not receiving the necessary financial support to carry out the action and also the lack of training and capacity building.

The survey pointed to knowledge about what volunteering is. According to the volunteers, donating resources is not volunteering, but donors and volunteers form a



support network, they supplement each other, where each one contributes as they can and with what they can: money, objects, or time.

Everyone can volunteer! But what are the skills required to do volunteer work? In volunteering there is the possibility to bring the skills to perform the action, but also through the practices, to develop talents. There is a consensus among volunteers: engagement, commitment, and collaboration are essential!

Corporate volunteering has also brought us the good news! The recognition of your power of engagement for voluntary practices! 15% of volunteers were mobilized by corporate volunteer programs. Volunteering appears as part of the ESG/ASG good practices and companies occupying all community spaces.

Actions and omissions shape the future of our society! Supporting a cause, and dedicating yourself to volunteering is the greatest practice of citizenship. Brazil has never been so uneven! The 2021 survey “volunteering in Brazil” shows that Brazilians have not been paralyzed. They have organized and structured themselves to keep acting! 21% started using online tools to carry out volunteer work during the pandemic, with an emphasis on psychological support, and hearing.

The volunteer is an agent of reconstruction of our Country! Works with intentionality, empathy, and resilience. They share knowledge, experiences, and expertise. 96% of volunteers agree that volunteer work inspires them to be better people, and 89% agree that volunteer activity is the best way to help society.

United and in collaboration we will build a fairer, egalitarian Country and, through solidarity and volunteering, leave a legacy for future generations.

## **Brazil, a country that is becoming more and more voluntary**

*By Luisa Gerbase de Lima, IDIS Communication Manager*

2021 Survey “Volunteering in Brazil” shows a positive scenario and points the way to evolution through the participation of companies! The Research was prepared and coordinated by Silvia Maria Louzã Naccache and the consultants Kelly Alves do Carmo and Felipe Pimenta de Souza and was carried out by Institute Datafolha and Institute for the Development of Social Investment – IDIS. In just two decades, the number of people who have done some volunteer work at any time in their life has more than tripled, from 18% to 56% of the population.

The number of active volunteers is also remarkable – more than one-third of the population (34%). In other words, there are 57 million Brazilians who donated, in 2021, their time, talent, and energy for a cause they believe in, and who made a difference in the lives of those who benefited from the action. And why do they do it? The greatest motivation was solidarity, indicated by 74% of the volunteers.

We are thrilled with the numbers, but we cannot say they are surprising – they match the findings from other surveys that show the strengthening of the Culture of Giving and volunteering. In the World Giving Index 2021, a global study by the British Charities Aid Foundation (CAF), promoted by IDIS, Brazil was ranked 54<sup>th</sup> among 114 nations. This solidarity ranking contemplates attitudes such as donating money, helping strangers and volunteering, and in absolute terms, we moved up 14 positions compared to 2018 and 20 positions compared to the average of the previous 10 years.

Another survey, the Brazil Donation Survey 2020, conducted by IDIS and with an emphasis on individual donations of money to causes, shows that despite the drop in donation rates, there is a tendency for society to mature – more than 80% of interviewees agree that the act of donating makes a difference and, among non-donors, this agreement reaches 75%. The concept that donation is good for the donor also grew significantly between 2015 and 2020, from 81% to 91% of the population, reaching an almost absolute majority. Another positive aspect is that the idea that the donor should not talk about donating is losing strength. In 2015, the statement had the agreement of 84% of the population, and in 2020, the percentage dropped to 69%. This is an especially important point because talking about donations stimulates their practice, brings inspiration, clarifies fears, and arouses interest in other people.

It is in this context that volunteering is developing in Brazil, and it can be noticed that, despite the pandemic and social isolation have shaken structures, requiring quick readjustments, we were capable of meeting these challenges – 47% of the volunteers started to be more dedicated, and 21% have started to carry out online volunteer works such as psychological support and actions linked to education.

Such advances are by no means spontaneous. They are the proceeds from the work and investment of countless organizations and individuals. Studies and research generated data and considerations; practice enabled us to learn from successful experiences and also from mistakes; the enhancement of the regulatory environment brought more solid bases and technology enabled us to exceed barriers and contributed to connecting people and knowledge.

The 2021 Survey “Volunteering in Brazil” provides a portrait of where we are, indicates points of attention, and possible paths to continue evolving. Keeping the number of volunteers growing is always desirable, but the great challenge is to turn this trend into a routine practice – we currently have 34% of Brazilian volunteers, but only about one-third of them do it on a regular basis, with a defined frequency. The answer to this transformation is in another figure – only 15% of volunteers say they participate in business programs, an indication of the huge potential that can be explored.

When we unite corporate social investment with individual desires, we find a fertile field for solidarity actions by companies with their internal stakeholders, and that is where the corporate volunteering programs come from. Possible results of this merger are many, going beyond the social impact generated and the creation of an action routine. Improvement of the organizational climate, increase of the feeling of belonging, an opportunity for the development of competencies, strengthening of ties between employees, deepening of the relationship with the company’s community, contribution to the impact strategy and private corporate social investment, attraction of talent, and contribution to the brand reputation with other stakeholders are some of the benefits of solidarity actions involving employees. Such programs are also an integral part of the ESG (Environmental, Social, and Governance) agenda, which is increasingly being considered in investor decision-making. By promoting corporate volunteer programs, everybody wins.

Generosity in the world increased, especially in economies with the most vulnerable people. This movement of caring for others and making donations, whether of time or resources, needs to continue if we are to confront the perverse effects of the pandemic and accelerate the improvement of the well-being of those who need it most. We are going in the right direction and we will move forward.



## THE FUTURE OF VOLUNTEERING IN BRAZIL

### Potentialities and complexities of Volunteering

*By José Alfredo Nahas, superintendent of the Parceiros Voluntários Non-Governmental Organization, leader of the Executive team.*

Are we looking at volunteering the right way? If you like movies, you have probably done this exercise: after watching a movie, you come home, read one or more reviews about it and, in this research, found out that the work is much deeper and more incredible than it seemed at the first time.

It is normal. The greatest value of things is not always on the visible surface. It takes time, experience, and different perspectives to see all sides of a job.

This dynamic, by the way, is not limited to art. And that is precisely why I am going to borrow the reasoning to deal with a completely different subject, but one that also needs a second look to be well understood: volunteering.

There is probably not one among the 209 million Brazilians who see volunteer work in a negative light. People recognize the value in someone making their time, knowledge, and emotion available for the good of others without asking anything in return.

In the collective imaginary, however, volunteering often arises as an occasional good action focused on tasks of low operational complexity. It is the classic case of task forces painting the walls of a school, collecting the garbage after an event, or doing technical repairs in a social organization.

There is nothing wrong with actions of this kind. The problem lies in portraying them in a caricatural, simplistic way, and then using the caricature as a universal representation of volunteer work.

It is from this path that is born the dangerous idea that volunteer work is a noble action, but of low impact and no strategic value. This vision is not only mistaken: it is unfair because it devalues the efforts of thousands of organizations and millions of people engaged in the cause.

Here, there are two fundamental differences to be made:

First, separate occasional volunteering from organized volunteering. The latter, unlike what common sense might suggest, is undertaken with a method, strategy, commitment, and a medium and long-term vision. It implies an intense dialogue with the community and careful choice of what, when, and how to do to generate high impact.

Second, identify the power of volunteer work programs not only as the main activity but as an ancillary activity. This is the part that is less obvious and requires more attention and reflection.

When a company, for example, mobilizes a group of volunteers to paint the walls of a school, it is easier to see the impact of the action as the main activity. At first glance, you can already perceive the noble attitude of the people who collaborated and the benefits of having a new, more inviting school.

As in the Movies, however, the value of things is not exhausted on the visible surface. Behind that afternoon of work, there is probably a company or civil society organization that has developed a much broader initiative – with the creation of a volunteer committee, interviews with employees, training, hearing processes with the community, partnership formation, and more.

Throughout this continued and organized work, but away from the spotlight, it is safe to say that the enterprise has generated huge value for society and for all those involved, although of a different nature.

Volunteering, when understood as a means, is a powerful strategy to create and disseminate knowledge, articulate cooperation networks, establish quality relationships between different actors, engage several audiences, and awaken the citizen spirit and social entrepreneurship in people.

In short, it is an efficient lever, particularly for companies that want to improve relationships with communities and their employees, as well as help develop territories. And, also, a verified way to strengthen the social web of the Country.

None of this, it must be said, is trivial. After all, a company is unable to succeed in the long term if it does not cultivate good relationships in and outside its dependencies; and to face its main challenges, a country needs a strong and cohesive social fabric, in which government, companies, OCSs, schools, and individuals join forces to alleviate the vulnerabilities of the population. Only together can we address certain achievements as a nation.

Recognizing the complexity of volunteering and investing in its potentialities, therefore, is much more than learning. It is much more than a second look to expand understanding. It is an act of citizenship, where everybody wins and anyone loses.

## **A laboratory of sustainable leaders**

*By Ricardo Voltolini, founder and president of Sustainable Idea – Strategy and Intelligence on Sustainability, operating in a consulting firm, education, and knowledge management in sustainability, ethics, diversity, corporate governance, social responsibility, and private social investment.*

In the late '90s, when the first structured corporate volunteer programs emerged in Brazil, some people thought that they would be as short-lived as the social responsibility movement in which they were sheltered. Among other criticisms, skeptics at the time thought that companies should not “appropriate” an act of their employees’ will (practiced, most of the time, during free time) to boost an image of social commitment. Time showed that they were wrong. In two decades, volunteering has never left the corporate agenda – this is because, when well conducted, it produces clear gains for companies, employees, and communities.

The benefits to communities are largely known. The time, money, and knowledge of thousands of men and women, organized or not in corporate volunteer movements, have been a driving force in improving the lives of children, people with disabilities, illiterate adults, and low-income populations without access to health, education, work, food, and sanitation. They constitute a reserve of human, intellectual, and social capital of inestimable value in a country marked by social and economic abysses. They form a support network – informal but effective – often on the margins of public policies.

Employee benefits, on the other hand, tend to be less tangible. They vary from person to person. And they obey the same subjectivity that determines their choices and motivations. Guided by religious principles, citizenship, or even self-gratification, individuals who engage in volunteer work commonly report a kind of emotional return that cannot be measured by conventional impact metrics. Helping others, in the understanding of most volunteers, is a way to give meaning to life, feed the soul, and seek a state of happiness that is only complete when you are able to reduce the pain of others or make them happy.

There is a reasonable consensus about the benefits for companies. Supported by principles of solidarity, altruism, and citizenship, voluntary action is equivalent to a desirable pulsing of mankind in organizations that, with time, have become impersonal and distant from the reality of their communities. By exercising it, companies have found themselves to be more empathetic. And they understand, by the same token, that empathy, besides being a value on the rise in the post-pandemic world, helps to build (and strengthen) the bonds of trust that are essential to attract the best talent and win the admiration of customers in times of employer branding and ESG. Companies are made of humans who prove to be happier, more integrated, and more included when they work in humanized organizations in which the legitimate interest for the well-being of others is cultivated. With the growing change in societies’

expectations of the role of business, people are more inclined to prefer to deal with corporations with integrity that think and act like decent citizens. In both cases, volunteering provides substrate.

I am convinced that in this context of the rise of ESG, corporate volunteering – careful, well-managed, and integrated into the organizational culture – can be more than companies see in it. I see it as a kind of laboratory of sustainable leadership in a time when sustainable leaders are, according to the World Economic Forum, essential for leading the transition from business as usual to a more ethical, transparent, and respectful business model in relation to people and the environment. Voluntary action represents a contemporary set for the exercise of attitudinal competencies expected in the 21<sup>st</sup> century, such as caring for people, promoting diversity and inclusion, acting ethically (doing the right thing in the right way), and thinking in a systemic and interdependent way.

As Peter Senge once wrote, the best sustainability leaders are on the “edges” and not in the center of organizations. They just need a favorable environment to flourish.



## **VOLUNTEERING IN EMERGENCY AND HUMANITARIAN SITUATIONS**

### **The role of the volunteer in emergency situations**

*By Leonard de Castro Farah, BM Captain, co-founder of HUMUS BR, specialist in Risk and Disaster Reduction by the UN and UNESCO.*

It is not about you! We are currently experiencing an intense process of disasters related to extreme natural events in Brazil. Heavy rains, large landslides, and dam bursts are often associated with small earthquakes and large forest fires. All these events are becoming more and more frequent and are of great concern to everyone in society, since they, like a virus, do not choose who they will reach.

Recently, we saw in Petrópolis an entire city being devastated by one day of heavy rain. And it was not only the residents at risk who were affected: it was a whole society.

The major problem starts after hatching. Chaos ensues! It is inherent to the human being to want to help, the will to do something, to go into action, which initially seems

to be the best thing to do, has disastrous consequences. Mr. João leaves his house in his car and, unaware of the needs, collects used clothes, a few kilos of non-perishable food, and hygiene products, and goes to the city.

Arriving in the devastated city, after traveling several kilometers, he has to refuel. He goes to a hotel and tries to find a restaurant to eat something. Almost all closed, as those not directly affected by the event did not open, as their employees died, are missing or did not go to work, as they lost relatives and friends and are trying to understand all the damage caused in the city. Hungry, he goes to the city's supermarket: few are open and he tries to buy something to eat, but the long lines of desperate people are already forming. He stands there for hours to buy a simple snack and goes around the city without knowing where to deliver the donations.

He cannot find a pickup point and ends up going to a fire station or a police station. There is virtually no one there, only one person in an attempt to guide those who arrive. Without having the structure to receive the materials, he asks that that volunteer leave the donations "*In that corner right there.*"

The cycle of chaos is formed. Just like Mr. João, there are thousands of others who do the same thing, filling up hotels, using up the city's fuel, and compromising logistics, since trucks cannot arrive as a result of the landslides. People who have lost their homes have nowhere to go, due to the hotels packed with tourists from the chaos. The city lacks a water supply, the garbage is not collected, and diseases begin to proliferate.

People need to understand that it is not about what you want to do, but what the city needs. Often, the logistics of filling a car with water and taking it to a city 500 km away are much more harmful than if you donated the fuel to an institution you trust.

Donation actions can, yes, get in the way. Imagine tons of clothes strewn about without any organization, getting dirty and lying in some corner. There is no point in collecting food in one place if you have no way to get the runoff to where you need it.

The volunteer needs to understand what his role is in the disaster cycle and where the gap is that he can fill out. The chaos is because the supply of products is less than the demand, or because the products do not arrive and the supply systems for basic inputs are interrupted, or because there is a dizzying growth of people on the site. This, for example, is the case with the refugee issue.

Therefore, helping in a disaster requires qualification, training, and above all an understanding of what must be done at all stages of response, reconstruction, preparation, and capacity building.

As much as we may be afraid of donating sums of money, we have to reflect that serious institutions will use these resources in the best way to help those in need.



Volunteering in Brazil for disaster situations is still very incipient and is limited to the donation of staple food baskets, refrigerators, stoves, and other materials. People need to understand that natural events will continue to happen and will increasingly harm vulnerable communities. Decreasing exposure and vulnerability is key.

To volunteer is to donate from the heart so that your help can make a difference in the lives of those in need. It is putting in mind that it is not about what you want, but what the other needs.

### **Volunteering in emergency crisis response**

*By Monica Exelrud Villarindo, specialist in volunteer management and disaster volunteering. She was director of the American Red Cross Volunteer Program and coordinator of the UN Volunteer Program in Brazil.*

Volunteers are individuals who wish to participate and cooperate with the well-being of their local and global communities. Nowadays, there are no borders for volunteering. Volunteers are people who have empathy and feel a duty to help those who are at risk, inequality, in an emergency, or simply wish to be useful to society. Disaster volunteers, whether responding to natural or man-made emergencies, are people who are ready, in the blink of an eye, to face risky situations and do their maximum to save or relieve the suffering of other lives. Volunteers are the backbone of emergency responses and have the ability to mobilize large numbers of people quickly.

Brazilian volunteering has been growing every year and showing its capacity to mobilize quickly in the face of the countless emergencies that have occurred over the last few years. Volunteers are key to bringing relief and comfort to victims of disasters and humanitarian emergencies. They mobilize to help rescue victims, feed the victims and the rescuers, collect and bring donations, provide medical and psychological assistance, etc. There are countless areas where volunteers collaborate, and often they even open their homes to house victims.

Volunteering has been essential in the responses to emergency crises in Brazil, but there is still a great deal of disorganization in this model of assistance. Most people feel the need to help, want to help, but do not know how and where to go to cooperate in a structured way: they simply throw themselves into doing what they think is necessary and often this brings duplication of work, turmoil, and can get in the way of the rescuers' work.

There is no structured volunteer methodology and network for responding to humanitarian emergencies and disasters, and no coordination by local governments. Emergencies and disasters, even in an organized way, are chaotic and difficult to respond to; the suffering becomes even greater when this assistance is disorganized.

In the last decade, there has been some progress in volunteering for emergency situations in Brazil, as the culture of volunteering has expanded in Brazilian society and several organizations of the civil society are more capable of acting quickly and have been essential for immediate assistance of victims. There is already a feeling that the consequences of the climate crisis and global warming are in our daily lives and people are more alert to help in emergencies, but this does not mean that they are more prepared. One can and should prepare communities to be organized to respond promptly and properly to disasters.

Donations are also essential in emergencies, and many people find in donations the best way to help, but this also requires coordination, correct storage space, screening, location and organization of the distribution, including the correct diagnosis of the demands and needs. Uncoordinated donations can also cause more chaos. This is what happened in the floods of 2022 in the city of Petrópolis, in Rio de Janeiro. Many donated clothes were left in an inappropriate place, became a public health risk, and were burned by judicial order. It ended up being a waste of logistics and volunteer work.

In emergencies, donations are extremely necessary and, just like volunteering, it is necessary to have planning for the receipt of this help, so that it is not wasted. Often the volunteers themselves can organize the financial donations; they are efficient because they help to buy what is really necessary for the victims, avoid large logistical expenses, and especially help the local economy to re-establish after the disaster.

Volunteers are vital to emergency responses of any nature. We need to be conscious of the immeasurable value of this help and prioritize organization, guidance, appreciation, and support for these fantastic employees.



## **VOLUNTEERING AND THE MAJOR EVENTS OF THE DECADE**

## **Volunteering at the 2016 Olympic and Paralympic Games**

*By Any Bittar, consultant in the area of sustainability and agroforestry systems. She was manager of volunteer partnerships for the Rio 2016 Olympic and Paralympic Games*  
Organizing Committee.

When we talk about volunteers, we always look for a definition, a way to synthesize this multifaceted activity. There is a phrase that I used countless times in presentations throughout Brazil of the Rio 2016 Volunteer Program that I believe evidences the volunteer spirit: *“Being a volunteer is to stop accompanying in order to participate, is to stop seeing in order to live, is to stop watching in order to build” – Rafael Alves de Lima (Rio 2016 volunteer)*

Considering the subject of volunteering in major events, we find some characteristics that are different from other programs, because right from the start the volunteer’s journey is presented, a series of procedures for the several steps to be taken until the event. I often draw a parallel with the hero’s journey, where the protagonist needs to leave his comfort zone and overcome several challenges until he reaches his final objective.

Given the complexity of major events, steps such as: advertising, registration, selection, engagement, and retention of volunteers become challenging activities. Therein, the interaction of the information in the database in order to improve their alignment to the profile of the volunteers and the proposed activities is hard and complex work, with the necessary technology and communication support, which, in the end, proves to be extremely rewarding.

Dealing with this experience in the dimension of the last major events that happened in the Country, such as the sporting ones: 2007 Pan, 2014 World Cup, and 2016 Olympic and Paralympic Games, left a legacy of transformation in the volunteer movement in Brazil, because with the significant number of participants, and we are dealing with thousands, they became multipliers of the concept of the volunteer journey, whether in the organization in various institutions or by individual performance.

It is very common to find people in different volunteer works with items from the major events, such as pins, caps, jackets, backpacks, etc., commenting enthusiastically and nostalgically on their experience, raising the awareness of other participants. It is a contagious situation of joy and expectation for everyone, in which not only the activity developed is described, but also the phases of engagement. I experienced this contentment countless times!

What I miss in Brazil is the institutional support for the creation of organizations that keep this virtuous circle alive. Based on the experiences and the large databases created, it would be possible to customize information and interact in the development of the volunteer journey according to the size, location, and profile of the events.

Another point I would like to stress from these major events was the participation of people with disabilities in volunteering. If at the beginning it was a challenge, both in communication and in the allocation of the activity, gradually the images of the volunteers in action were showing the success of the initiative and inspiring new participations. In the Rio 2016 Games, we had the first Volunteer Program for People with Intellectual Disabilities operating in the Olympic Park, which had an exclusive journey structured in a partnership with institutions and companies, and also a Corporate Volunteer Program, structured and very well organized, showing that it is possible, through volunteering, to promote inclusion and respect for diversity.

### **The Brazil Volunteers Program for the Confederations Cup in 2013 and the World Cup in 2014**

*By Thérèse Hofmann Gatti Rodrigues da Costa, doctor of Sustainable Development from CDS/UnB, coordinated the training stage of the Brazil Volunteer Program of the Ministry of Sports in the 2014 World Cup.*

Volunteering is a two-way street because you donate and receive at the same proportion. One donates one's time, knowledge, and experience in a certain subject. And, by volunteering, there are gains in the opportunity to interact with other people, receive other knowledge, and have a new experience in return. More than anything, by volunteering, one gets the satisfaction of simply doing good.

In 2013 and 2014, Brazil hosted two major global soccer events, which were the Confederations Cup and the World Cup. To deal with the large number of visitors that the Country was expected to receive, the federal government of the time organized public volunteer actions to work in outdoor areas of the soccer stadiums and with more diversified actions, of what was settled to be the FIFA volunteer program in Brazil. As the head of the Department of Extension of the University of Brasília, at that moment we received the proposal to be partners of the Ministry of Sports in the challenge of organizing the training of the Brazil Voluntary program.

We presented to the Ministry of Sports, together with the Brazilian Institute for Information in Science and Technology, an integrated education, research, and extension project to train the volunteers. The methods developed, both for distance learning (EaD) and in-person training, were innovative and unprecedented at the time. The projects provided several innovations in terms of large-scale training: distance learning, simultaneous in-person training, logistics for organizing the activities, development of teaching material on the theme, innovative method, and the

unprecedented digital certification, in line with the standards set by the National Information Technology Institute (ITI), which were provided by the University of Brasília.

The challenge we had when coordinating the training, first in the six host cities (Salvador, Brasília, Rio de Janeiro, Belo Horizonte, Recife, and Fortaleza) of the Confederations Cup and later in the 12 host cities (Belo Horizonte, Brasília, Cuiabá, Curitiba, Fortaleza, Manaus, Natal, Porto Alegre, Recife, Rio de Janeiro, Salvador, and São Paulo) of the World Cup, was of a unique complexity. The experience acquired from these two events has enabled us to face later challenges in a much more serene way.

We have learned a lot and counted on valuable partnerships with public, state, and federal universities in each of the host cities. There were seven partner universities in the Confederations Cup and 17 in the World Cup. Groups of volunteers linked to religious movements have joined us, and are also essential partners for the success of the events.

The partnership we had with the Fire Department in each host city was valuable, and also the right thing to do. Led by officers from the Brasília Fire Department, the training in first aid and safety carried out in person in each city – and with the direct participation of officers from the local corporations – was a total success. The Distance Learning trainings carried out on the Brazil Voluntary portal on a moodle platform specially customized for the events and then the in-person trainings, enabled the citizens to be trained not only to act in the Cups but for life. In the words of several volunteers, recorded in videos throughout the training sessions, all the experience acquired at that moment already envisioned could be used for other moments in their lives.

The minimum age to participate in the Cup events was 18. We had citizens of all different ages engaged in the events. Entire families making themselves available to perform, parents and children doing the training together, were really indescribable moments.

I believe that as one of the legacies we have the feeling of a moment of full citizenship. Those who were capable of being volunteers and worked in the Cups experienced the great satisfaction of being able to do good, help tourists, and meet different people in the events, to show the world that Brazilians are welcoming, friendly, honest, professional, and that they love their Country.

I realize that there has been a lot of positive exposure of the Volunteer Service Law. I cite law 9,608 of 1998, in effect at the time and unknown to many until that moment, which paved the way for other subsequent actions and for the enhancement of the laws and regulations on the subject.

Despite several attempts to stigmatize the volunteer at the time, due to political issues at the time, trying to associate the volunteer with a “sucker”, what we saw were

thousands of citizens conscious of their role and with very high self-esteem, rejecting any accusation that could belittle the importance of the role they were playing.

### **Volunteering and the major events of the decade**

*By Felipe Pimenta de Souza, public relations, graduate in international trade, master's degree in Sustainable Territorial Development, specialist in corporate social responsibility, volunteering, and international mega-events.*

During the evolution of mankind, events were characterized as a tool for social integration and leisure, communication, religious and military purposes, etc. The origin of the events dates back to the Paleolithic period, but it is the Olympic Games of antiquity that hold an important role in mobilizing, for the time, a large number of participants and spectators, being held for 293 editions, until they were banned in 393 A.D. by the Roman Emperor Theodosius.

Nowadays, the major events gain strength from the Universal Expositions, which began in 1851, in London (England), and from the resumption of the Olympic Games, in 1896, in Athens (Greece). Unlike in the past, major events have one characteristic: professional qualification, in addition to the possibility of volunteer work.

At the beginning of the 20<sup>th</sup> century, the ancillary services of some major events were assumed by the military and partner institutions, such as the boy scouts. At this stage, institutional support stood out compared to “individual voluntary participation” (Pena, et al., 2014). In this context, the first major sporting event in Brazil takes place: the 1922 Latin-American Olympic Games, involving eight countries, and six sports, and was attended by 186,000 spectators. As part of the International Fair that celebrated the centenary of the Independence of Brazil, the event had volunteers from the Young Men's Christian Association (YMCA). In 1950, the Soccer World Cup is held in Brazil, and in 1963, the IV Pan American Games are held in São Paulo – both without official reports of volunteers.

In the '70s and '80s, sports events, especially the Olympic Games, change their status, becoming “mega-events” for a series of reasons: progress in the telecommunications industry allows the reach to a global audience and the sponsorship of large companies boosts the professional qualification of many competitions, in addition to the insertion of new sports. As events become larger, more complex, and more expensive to be held, volunteer work proves to be a promising possibility for organizers and host cities, mainly because of the economic aspect (Chappelet, 2016).

In Brazil, between 2011 and 2021, the so-called “golden decade” of mega-events happened, in which the country received events that are unlikely to be repeated, synthesized in the phrase “once-in-a-lifetime experience.” The visibility generated by the XV Pan and Parapan American Games, in 2007, organized in Rio de Janeiro, is

a key factor in the decision to choose the mega-events. By international standards, the city – and to some extent, the country – matched the main criteria imposed by the international entities responsible for the choice.

From a conceptual point of view, for the Organization for Economic Co-operation and Development (OECD), mega-events have “limited duration, have a global reach in terms of public, audience, and media coverage, require significant public investment, and have an impact on the population of the host cities.” The events of the “golden decade” that fit this definition of the OECD are primarily the Rio+20, the 2014 FIFA World Cup, and the Rio 2016 Olympic and Paralympic Games. However, other major events also stand out, such as the 2011 Military World Games, the 2013 Confederations Cup, the World Youth Day 2013, and the 2019 American Cup.

In 2012, the Rio+20 of the United Nations – UN, held in commemoration of the 20<sup>th</sup> anniversary of the Rio 92, placed the city of Rio de Janeiro in a type of mega-event test, as it entered the international media spotlight. For the Volunteer Program, 1,191 people were selected, mainly young people from public schools in the state of Rio de Janeiro and high schools, technical education students, university students from all over the country, and people with disabilities (only 4% of the total).

The World Youth Day (WYD) 2013, a triennial event of the Catholic Church gathering young people with the pontiff, caused a frenzy for organization, engagement, and mobilization never before seen in Brazil, during Pope Francis’ first international travel. To participate in the event, 80 thousand diocesans, as the volunteers working for the Day, have registered. Of these, 60,000 were selected, of which 7,500 were foreigners.

Due to the 2007 Pan and the Military Games, which mobilized about 20,000 and 2,267 volunteers, respectively, studies on the profile and analysis of volunteers’ performance in major events have emerged, such as the work of Nolasco (2008) and Nakane (2011). At the time, such studies would serve to contribute to improvements for future events, since operational and management issues were unsatisfactory, not to mention the importance of preserving the memory of the volunteer work in these editions.

With the purpose of understanding the major changes in volunteer programs during the past decade, the 2021 Brazilian Survey on Volunteering, conducted with 1,546 volunteers by Institute Datafolha in eight Brazilian capital cities, supports data on the perception of volunteers’ engagement in major events held in the country.

When questioned if the major events contributed to increasing the engagement of Brazilians in volunteer work, 48% of the interviewees indicated that the events did not contribute, and 36% contributed a little. Only 13% of the interviewees indicated that the events contributed a lot to engagement. 3% could not give an opinion.

The same question was used to ask how emergency humanitarian situations – such as the disasters caused in the cities of Mariana (2015) and Brumadinho (2019) in the

state of Minas Gerais – influenced the increase in engagement. For 49% of the interviewees, emergency situations had a great influence on increasing engagement in volunteer work. For 34% they had some influence, while 15% believe they did not, and 2% could not answer.

If on the one hand, 99% of the volunteers agree that “volunteer work leads people to get to know another reality”, contradictorily, the case of mega-events is not shown as an engagement factor for volunteer work, even though several public investments have been made, including in volunteer training, in addition to the mobilization of thousands of people: 6,156 volunteers at the World Cup and 50 thousand at the Rio 2016 Games, according to official data.

In 2022, after 100 years of the first major sporting event held in the Country, in a positive perspective, new data on volunteering and mega-events arise. New studies focused on the theme of the major events of the “golden decade” deserve to emerge, thus seeking to understand their legacies.

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## **STRUCTURED VOLUNTEER PROGRAMS: FROM INFORMALITY TO PROFESSIONAL QUALIFICATION OF MANAGEMENT**

### **The challenge of organizing Volunteer Programs**



*By Clarissa Martins, Corporate Programs and Organizational Health manager at Phomenta, responsible for developing and implementing corporate skills volunteering (pro bono) programs.*

Volunteering is an important tool for the Third-Sector. According to Abong's data disclosed in 2021, 70% of Brazilian Non-Governmental Organizations (NGOs) work almost completely with volunteer work. Regardless of the role that volunteering plays within the organization, whether it is carried out for punctual and specific tasks or whether it is the main bond people have with the NGO, one thing is certain: the professional qualification of the management of volunteering programs is a trend and has already proven to be essential for organizations.

The fact is that structuring a volunteer program is not easy. It requires time and dedication from the NGO team. I see this as the main challenge for organizations. The professional qualification of the volunteer ends up being another task, among many others, that the NGO needs to take care of. And if Third-Sector organizations already operate in a context of limited resources, the scenario becomes even more challenging due to the consequences of COVID-19. According to Mobiliza's study, *COVID's Impact on Brazilian Organizations of the Civil Society (OCSs)*, 65% of the NGOs point to a significant decrease in access to financial resources and 40% of them mention stress and overload among staff.

Despite the challenge, investing in structuring a volunteer program is still worthwhile and I highlight three advantages here:

1. Volunteer programs attract and retain more people: structuring a program requires thinking about the entire volunteer journey at the NGO, from how people will find out about positions to how volunteers will be followed up and recognized. With that, the organization will take an active stance in advertising positions and may reach more and more people. Furthermore, with volunteers knowing what is expected of them, who to report to, receiving feedback, and being involved in integration and recognition actions, there is a greater chance that they will remain within the organization for longer.

2. It enables volunteering to be more strategic for the NGO: we usually relate volunteer work to the more operational actions of an organization, such as gardening, painting walls, and playing with the beneficiaries. However, volunteering can go further and also be a source of expertise in areas that the organization has no fixed internal team, such as human resources, marketing, and data management. Reflecting on what support the organization needs is an excellent exercise to expand the field of vision on how much volunteering can add to NGOs.

3. Greater protection for the organization: volunteer work is regulated by Law No. 9,608/1998, which defines, among other aspects, that it is unpaid work and does not create an employment bond. For the organization to be legally protected, it is

necessary for the volunteer and the NGO to sign a term that clarifies this relation bond. The professional qualification of volunteering presupposes that there are one or more people responsible for this management and its processes. Thus, there is a greater guarantee that the legal requirements are being met within the NGO. Although the professional qualification of volunteering demands time and dedication from the NGO, it is important to remember that volunteer work is a way to have more people working in the organizations.

Structuring a program requires a lot at the beginning, but can bring excellent results in the medium and long term. In addition, it is important to note that the structuring can be done little by little, pursuant to the organization's timing and availability.

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### **Volunteers: lights in dark times!**

*By Ricardo Martins, founder and president of the NGO Olhar de Bia and founder of the Third-Sector Connected Network, volunteer by mission and vocation.*

Mission or vocation? To be a volunteer is to answer the highest call that puts us to donate what we have most precious: our time! Our expertise, knowledge, and history! To donate what we have best to other people or causes. In times of pandemic, we put ourselves in the front line without fear, or rather, if fear existed, we went with it. And in such a particular way we have formed and given muscle to a network of actors, the Third-Sector Connected.

In a very simple way and with informality individuals and organizations, Non-Governmental Individuals (NGIs) and Non-Governmental Organizations (NGOs) came together to help! Some organizations are well structured, including under the administration of their volunteers, but others are just working groups, with a great desire to be together, to support, and donate their work, time, and resources in these challenging times of pandemic and social distancing. Desire to be the difference in such an indifferent world. The network has formed, we are not alone, we have gathered empathetic people, who have uncrossed their arms to do good!

There was no need to formalize, sign commitments, and measure results: it was time to perform, meet the demands, provide and restrain the needs, and the results were smiles and acknowledgments. The group was called the *crazy people of good!* But then they were recognized as *lights in dark times!* With Connected, we were able to see in practice that in order to really do good, it is not necessary to have so many rules, laws, and education that, unfortunately, keep away those who want to support and knock on the door to help in times of emergency.

Now, a new moment! We build a network of trust, people with the same purpose, who, despite doing good through different paths, whether in education, assistance, environment, sustainability, etc., have common values, and also the desire to reduce inequalities, bring quality of life and justice for all. It is the moment to give conditions to the projects and to the movement, which was in informality for decades, the professional qualification. The strength of volunteering will build that! They are managers, attorneys, accountants, social workers, advertisers, administrators, and mentors who, in this new time, will bring conditions to structure, through laws and regulations and training, the continuous improvement of the network to continue presenting and bringing the best to those who need, urgently need, to be assisted and sheltered.

May the Brazilian Survey on Volunteering realize that those who come to volunteer, in an organized way or informally, have the purpose of taking care of people, of building a better world! It is to listen to your Vocation, to realize your Mission, always starting from the NOW.



## THE PANDEMIC AND ITS IMPACT ON VOLUNTEERING

### **What does data tell us about the impact of the pandemic on volunteering?**

*By Pamela Ribeiro, special project coordinator at GIFE and member of the Coordinating Committee of the Movement for a Culture of Donation.*

During the COVID-19 pandemic, we saw several research and studies appear in the social sector, all looking at the impacts of COVID-19, on the civic engagement of companies and people in response to the emergency. And what does this dataset tell us about the effects of the COVID-19 pandemic on civic engagement in Brazil? That is what this article aims, at least in parts, to answer.

The survey “Brasil Giving Report 2021”, conducted by Charities Aid Foundation – CAF and Institute for the Development of Social Investment – IDIS, showed a small

reduction in the overall civic engagement of Brazilians during the first year of the pandemic: donation and volunteering activities dropped from 78% in 2019 to 72% in 2020. Engagement with volunteering in Organizations of the Civil Society – OCSs, which had been stable at the 43% level since 2017, dropped to 41% in 2020. Volunteering for churches or other religious organizations, on the other hand, recorded an even higher oscillation, from 44% in 2019 to 40% in 2020.

When we looked at corporate volunteering, the scenario was not much different. Data from the survey “Benchmarking of Corporate Social Investment – BISC 2020”, by Comunitas, show that there was a 35% drop in the number of volunteer employees in 2020 compared to 2019. The growth in companies’ engagement, observed in both the GIFE 2020 Census and the BISC 2020, through a significant increase in the volume of social investments, was not observed in volunteering.

Therefore, the first year of the pandemic seems to have been marked by a reduction in the engagement of Brazilians in volunteer work, which can be explained, according to BISC 2020, by the natural impact that social isolation had on in-person activities.

However, data also point to a re-signification of the civic engagement of Brazilians during the pandemic. BISC 2020 data shows growth in collaborative networking among volunteers (from 65% in 2019 to 82% in 2020), encouragement of digital volunteering (from 55% in 2019 to 82% in 2020), and married employee-company donation (from 18% in 2019 to 36% in 2020). The survey “Volunteering in Education”, conducted by Itaú Social in a partnership with the Institute Datafolha and published in December 2021, points to a similar trend when it shows that 47% of the interviewees said there was an increase in food donations during this period. Those who were prevented from engaging in in-person volunteer work have joined digital volunteering or other forms of donation, such as donating money and goods, the research shows.

The most recent study on the subject – 2011 Survey “Volunteering in Brazil” – conducted by the Institute Datafolha and IDIS portrays a scenario a little different from the one observed in the first year of the pandemic. According to the survey, the percentage of people who declared to have increased their voluntary work (47%) during the pandemic was higher than the percentage of those who declared a reduction (34%). Of these, the majority (61%) engaged in the distribution of food, clothes, medicines, staple food baskets, books, and toys.

So what data tell us is that, despite an initial downturn, the numbers of volunteers seem to have started growing again, showing a trend of re-accommodation of the practice, which focused on virtual environments and on dealing with the more immediate effects of the pandemic. In this sense, the pandemic seems to have

promoted new forms of civic engagement and new donation experiences, expanding the possibilities and potential of volunteering in Brazil.

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## **CORPORATE VOLUNTEERING IN BRAZIL IN THE LAST DECADE**

### **The decade of corporate volunteering through the lens of the CBVE Census**

*By Carolina Muller, Manager of the Executive Office of the Brazilian Corporate Volunteer Council – CBVE and Project Manager at the Integrated Center for Studies and Sustainable Development Programs – CIEDS.*

The last 10 years have been marked by an unparalleled speed in the way we act, think, feel, consume, and move around this planet. It is in this scenario of volatility, transformation, and unpredictability that we will talk here about corporate business volunteering and its evolution, considering in this analysis the series of Censuses conducted by the Brazilian Council of Corporate Volunteering – CBVE, and which has,

since 2015, evidenced an asserted and qualified growth of corporate volunteering as a strategic tool for the development of people, communities, and institutions.

Programs that are increasingly more strategic, institutionalized, managed by their own indicators, and aligned with the Sustainable Development Goals (SDGs) have been giving the keynote of a network that grew in mobilization capacity and in response to the demands of society, especially given emergency scenarios, such as the one experienced from COVID-19. At a time when the network grew, increasing by 185% the number of people reached by its actions.

Considering a comprehensive reading of the scenario, the first Census, in 2015, evidenced the need to identify and disseminate good practices, translated as demand for building knowledge about corporate volunteering, focused preliminary and especially on the multiple dimensions and possibilities of its doing. Already in 2016, it was possible to notice movements in a search for greater organicity, strategic alignment, and application of management tools, starting the search for the definition of processes and instruments for monitoring and evaluation. A trajectory still in progress, which has taken shape as areas dedicated to the management of volunteer programs have been created.

At the same time, two major trends have emerged: the alignment of corporate volunteering actions with the strategic objectives of companies, and the growth in the development of volunteer actions after business hours. The need to continue seeking for indicators of the impact resulting from volunteer action became evident, triggering CBVE itself to start its own journey towards the development of undamaged indicators to qualify the management and better assess the results of volunteer programs.

In these two periods – 2015 and 2016 – the areas of Education and Income Generation concentrated the largest number of #network volunteer works. The global pact around the Sustainable Development Goals and the strengthening of the interdependence perspective on which they are based have continued to align the efforts for the fulfillment of the 2030 Agenda and have been consolidated as a starting and ending point for voluntary actions.

As of 2018, when the Census became biannual, the alignment of Volunteer programs and their actions to the companies' strategic plan has strengthened. Almost 95% of the associates declared that they carry out this alignment, making it fundamental that the actions and programs of corporate volunteering are connected to the objectives and strategic plans of the institutions, as a way of strengthening and perpetuating the actions, a precursor of the ESG movement that has been incorporated into organizations.

And in this aspect, the 2021 Survey “Volunteering in Brazil” and its study on corporate volunteering in the last decade, prepared, organized, and coordinated by Silvia Naccache, reflects that companies, by fulfilling their social responsibility and ESG goals, also take these qualities to the volunteer programs with their employees, highlighting the volunteer movement as a trigger of soft skills, with an emphasis on the flexibility to deal with adversities. Also noteworthy is the number of volunteers engaged by and in corporate volunteer programs, 15%, and of these, 42% work with a defined frequency.

At the same time, the emergence of the coronavirus has at once dragged corporations into social isolation and the need for digital transformation. Volunteering, so dependent on and fed by touch, hugs, and eye-to-eye, needed to reinvent itself and rediscover new ways to reach out to those most in need.

Being in action while maintaining health protocols was challenging, and migrating from the in-person to the virtual was and is a calibration of prerogatives and possibilities of being and acting in a “new normal”, even more claimant of resources and interventions of social protection and promotion.

Now, with the possibility of in-person return, interspersing presence and technology in hybrid operation models, we remain certain that we will never go back to what was before, and that is not possible nor desirable to ignore the much we have learned about connection and gain in agility. Not only because of the expanded presence of technology in our lives but also because of the humanitarian emergencies to which we are connected.

Aligning the now with a better future, guaranteeing what is essential to preserve life and dignity today, ensuring humanitarian assistance to those who need it most, has become the priority demand of corporate volunteer programs, renewing the challenge of thinking about assistance, here understood as guaranteeing access to the social minimums.

In this journey, as a #network, we position ourselves as a space of sharing, that works to #inspire you, our reader, to also accept the challenge of making our world a better place! In this sense, we move even closer together, accelerating innovations and learning in the fulfillment of the global call to leave no one behind.

## **Corporate Volunteering and private social investment**

*By Patrícia Loyola, director of Management and Communication at Comunitas, responsible for the BISC corporate social investment project.*

I learned the value of volunteering in the companies I went through. I confess that until I entered my first job, I was not in the habit of donating my time, work, and talent for the benefit of third parties. In my professional career, I have had countless experiences as a corporate volunteer, from specific activities such as renovating spaces and cleaning computers that have been revitalized for donation, to teaching classes and mentoring young people from vulnerable communities on a regular basis. The benefits for me as a volunteer were many and varied, with countless lessons and achievements.

Beyond the positive impact on the volunteer, data show that corporate volunteering represents an important collaboration in building the profile of volunteering in our Country, and has been gaining wide space in the last decade. The research “Benchmarking of Corporate Social Investment – BISC”, led by Comunitas, has been following this agenda with several companies since 2008. In its last edition, there were 324 companies and 17 business institutes/foundations.

Over the past decade, corporate volunteering in the BISC Network went through significant changes. In 2010, the programs’ monitoring processes lacked crucial information for planning and management: 20% of the companies did not report the amount invested in these programs; 30% did not state the number of volunteers, and 94% did not even estimate the number of hours worked by those involved.

Over the years, both the programs and their management indicators have been intensified. In the last decade, BISC Network’s investments in volunteer programs have ranged from BRL11.6 million to BRL16.6 million. Still in this period, the percentage of employees involved each year ranged from 8% to 15% (median), below the international parameter of 22% in the average of 18 countries, according to the report “Global Impact at Scale – 2020.” ([https://cecp.co/thought\\_leadership/global-impact-at-scale/](https://cecp.co/thought_leadership/global-impact-at-scale/)).

In 2017, there was a significant clearance in corporate volunteering, which was considered by the BISC Network as a consequence of the impact of the economic crisis and, consequently, the mass termination of employees and, therefore, the accumulation of work and functions. This reality, although momentary, has to some extent reduced the “climate” for voluntary action.

The following year, the indicators went up again, and in 2019, the survey highlighted the importance of leadership involvement in volunteer actions. At the same time that there was significant growth in employee involvement, the intense participation of the leadership in volunteer work almost tripled in three years. Reaching 2020, we experienced countless challenges generated by COVID-19, and therefore volunteering with its strong in-person content was impaired. In that year, the number of BISC Network volunteer employees fell by 35% in relation to the previous year. On



the other hand, the health crisis strengthened strategies such as collaborative networking among volunteers, digital volunteering, and matched donation, although it has caused the release of working hours to decrease. *Pro bono* has also gained strength in the pandemic. This type is reported as the contribution of the companies in the form of goods and services in the BISC survey.

Aiming at supporting the companies in their self-evaluations of the programs and reflecting on the possibilities of future improvements, BISC built with the network five dimensions related to the quality indicators listed below in descending order of the scores attributed in BISC 2020 to the corporate volunteer programs: Design and management (8.7), Institutional involvement (8.6), Strategic alliances (8.0), Communication and mobilization (7.0), and Monitoring, control, and evaluation (6.6).

Certainly, there is room for improvement in all these dimensions, however, it is in the field of monitoring and evaluation that companies have the greatest difficulties. Maybe this is a point of attention for volunteer programs to be increasingly thought out and structured as a strategic instrument for companies and their social contributions at the local, regional, and national levels, and in global agendas such as the Sustainable Development Goals (SDGs) and the Environmental, Social, and Governance – ESG agenda.

Corporate volunteering is characterized by a win-win relationship, in which the company increases the engagement of its employees and opens up practical training fronts for them; the professional experiences greater fulfillment and a sense of purpose, and at the same time has the chance to develop new skills. The beneficiaries are strengthened in capacities as diverse as the range of actions implemented. Reasons why it is worthwhile to keep investing in this practice so that the next ten years will be of even more advances and achievements.



## **VOLUNTEERING AND THE SUSTAINABLE DEVELOPMENT GOALS**

### **Volunteer Movements for the SDGs**

*By Camile Rebeca Bruns, Volunteer Mobilization coordinator of the National SDG Movement Santa Catarina, master's student in Administration, specialist in Corporate Social Responsibility, and graduate degree in Social Work.*

I begin this text by reflecting on “*What does it mean to be a volunteer?*” If we Google it, we will find the following definition: “*that is not forced, that depends only on the will; spontaneous; that one can choose to do or not to do.*” For me, a National Sustainable Development Goals (SDGs) Movement Santa Catarina volunteer for 13 years, being a volunteer is more than this basic definition. It is a choice, it is commitment, a way to give my best time for a common good, ability to deliver my free work in a cause I believe in. A way to inspire people and organizations toward a cause that changes lives and the planet. Volunteering is donating and receiving.

In this Movement, we are more than 1,000 volunteers, who are together contributing to the achievement of the Sustainable Development Goals (SDGs), defined at the United Nations – UN in 2015, to be met by 2030 in order to contribute to a better planet to live on. In this agenda, volunteer work is paramount, because it is through people that we are able to inspire other people who are at the head of organizations and companies to act towards these goals.

However, it is not easy to engage volunteering in such a complex agenda. One of the great challenges is for people to understand that not only companies and organizations have goals for action, but also we, as individuals and within a community, can impact the goals from our simplest actions, such as maintaining a more conscious consumption in our daily lives or acting ethically in any daily situation. To positively influence the people who live, work, or live with us on a daily basis to learn about the SDGs and act in a way that contributes more and more to the goals of this Agenda.

Maintaining the engagement of volunteers is also challenging. Given the reality of the Movement in which I participate, there are also difficulties in training and developing volunteer leaders who want to inspire people and organizations to work towards a more sustainable world.

But we can see that the events of recent times have impacted the 2030 Agenda positively and also negatively. From a negative point of view, we are experiencing situations that have affected the health of the population, climate events that have increased even more the situation of vulnerability of people, impacting on disasters and food and water insecurity, among many other issues that get worse every day. Positively, from the point of view of the mobilization of society in favor of social and environmental issues, participating more actively in spaces of social control, being a more active voice for the issues.

If we analyze the pandemic situation experienced from the beginning of 2020, volunteer work was essential for many people in guaranteeing food through donations

mobilized by volunteers, displacement, and psychological support among other relevant issues. We had several examples of companies mobilizing volunteers and having a positive impact on the communities where they were inserted, making partnerships with local organizations and identifying the urgencies of that population in which proposed solutions the company and its employees could engage.

Society has been demanding a more socially responsible performance from companies, and the SDGs are a powerful tool to mobilize resources in order to maximize positive and mitigate negative impacts. To consider acting in favor of the SDGs is to not disregard the fact that it is walked by people and for people, and, as such, it is a path for all.

## **The Sustainable Development Goals and Corporate Volunteering**

*By Rafael Medeiros. Undergraduate degree in International Relations and master's degree in Philosophy. Worked with volunteering and activism from 2013 to 2021. He is currently Head of People & Culture at the Global Compact Network Brazil.*

How to implement the 2030 agenda through corporate volunteering

Becoming a volunteer is an important personal decision. It is driven by the desire to support causes and care for other people in a variety of situations. This desire arises when a person feels closely linked to the cause of someone or an institution. And so he makes himself available to contribute his time and talent. Historically, it was through philanthropy that volunteering emerged. In Brazil, it would be impossible to tell the story of the Santas Casas without talking about the role of volunteering in supporting the care of vulnerable people.

In the 2000s, volunteering gained new modalities. It became part of the strategy of global institutions, governments, and private companies. The need for a sustainable planet has produced a new cultural, economic, and political context. Volunteering has taken a step forward: beyond philanthropy, it started to be considered a means of implementing sustainability in the world.

In 2015, countries and companies undertook to the Sustainable Development Goals (SDGs). They form the 2030 Agenda, a global policy based on the voluntarism of heads of State and government, together with companies and NGOs, to achieve measurable social impact in several areas: from poverty reduction to gender equity, to climate and anti-corruption. In the people component of this global policy, volunteering is highly strategic.

The challenge of being a means of implementing the 2030 Agenda is great. It brings to volunteer programs the need to be aligned with the highest possible social value, contributing to the SDGs in a tactical way. In other words: it means directing volunteering to impact the right, higher-impact goals.

Companies play an essential role in this challenge. The COVID-19 pandemic has put pressure on the numbers of poverty, inequality, and injustice in the world. And it also showed the fragility of political systems to deal at the same time with the vulnerability of life and the maintenance of democratic rights. In Brazil, companies regained the strength of philanthropy at the height of the pandemic, making large-scale donations and collaborating with NGOs locally. Many corporate volunteer programs have adapted by continuing their activities in various communities.

This episode demonstrated that companies have a high capacity to accelerate social impacts in times of crisis. This acceleration capability must be at the service of the 2030 Agenda, even after the pandemic. Corporate volunteering is a means available for this acceleration, an implementer of the social component of business.

By 2022, the best of worlds, literally speaking, will be with organizations publicly compromising to more ambitious SDG targets, as the pandemic has worsened the social and environmental context in Brazil and abroad.

The choice for an SDG is based on the ability to measure the result that matters, i.e., to choose the right SDG, and to know how to make an impact from the core business. As organizations increasingly invest in more and more robust corporate volunteer programs, with people capable of mobilizing others, as well as permanent strategies and goals, through these fully aligned programs, we will have companies and people who can speed up and positively impact the 2030 Agenda.



## THE GLOBAL AND BRASILIAN VOLUNTEER`S NETWORKS AND MOVEMENTS

### Networks promoting volunteering

*By Andréa Martini Pineda, researcher at the Center for Studies in Public Administration and Government – CEAPG at EAESP-FGV and doctoral candidate in Public Administration and Government at Fundação Getúlio Vargas.*

Volunteering: from individual good to collective good! *The phrase with which Che Guevara defined volunteer work is immortalized on a monument in Havana, Cuba, and is a reminder to the population: “el trabajo voluntario es una escuela creadora de conciencia, es el esfuerzo realizado por la sociedad y para la sociedad como un aporte*

*individual y colectivo.*” Whether for religious or cultural motivations – as in Anglo-Saxon countries, where the philanthropic tradition is quite rooted – around the world, one in five adults has volunteered over the past decade (Charities Aid Foundation, 2011).

In Brazil, philanthropy has existed since Portuguese colonization, with voluntary action always linked to charity and assistance. Only since the ‘80s have social organizations expanded their actions as a product of the social movements that arose during and after the military dictatorship (1964-1985).

Therefore, looking at the history of the last 30 years of volunteering in Brazil, I identify four “cycles of solidarity”: a first one started in the ‘90s after the drafting of the Brazilian Federal Constitution; a second well-demarcated in 2001, with the International Year of Volunteers; a third in the past decade, considered “the Decade of Volunteering”; and, finally, the one we have been living since the beginning of the COVID-19 Pandemic, with mobilization and volunteer actions in the field of health and financial donations.

The elaboration of the “Citizen Constitution” of 1988 acknowledged the role of the civil society and the private sector in the Country’s development, considered a milestone in the Third-Sector. In this period, the idea of more active citizens committed to the collective public space, and less of an assistentialist vision, is disseminated. Not by chance, according to Institute of Applied Economic Research – IPEA and Brazilian Institute of Geography and Statistics – IBGE (2004), 62% of the entities in the sector emerge in the ‘90s, as did some structuring institutions for the field: Brazilian Association of Non-Governmental Organizations – Abong, in 1991, Group of Institutes, Foundations and Enterprises – GIFE, in 1995, and Brazilian Association of Fundraisers – ABCR, in 1999.

In this fertile context of the ‘90s, with charisma and wisdom, the then first lady Ruth Cardoso imprints a more professional vision to the social area (very far from the idea of “first ladies”). In 1997, the Community Solidarity Volunteers Program, presided by her, supported the creation of 20 Volunteer Centers throughout the Country, the first of which was in the city of São Paulo.

Presided by Milú Villela and where I had the happiness to be a volunteer for almost 10 years, the Volunteer Center of São Paulo – CVSP was the bridge between those who wanted to be volunteers and the social organizations in the city of São Paulo. In 20 years, more than 211,000 people have been guided by speakers-volunteers like me, and more than 1,200 social organizations have registered on the CVSP website seeking volunteers.

Between 2000 and 2006, a partnership between CVSP and Social Service of the Industry – SESI held trainings on Corporate Social Responsibility for 2,868 participants from all over the state of São Paulo. Coincidentally, representing SESI in these actions

was my mother! Volunteering has always been a value in our family: back in the '60s, my grandmother, mother, and aunts were volunteers at the Kindness Fair, held every year by APAE São Paulo –, and I continue to pass on this value to my children. Although I started volunteering at CVSP at a very young age, this experience had an impact on my professional choices and was transformative in the way I see (and be) the world.

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*Translation by the author: “Volunteer work is a school that creates consciousness. It is an effort of the society and to the society as an individual and collective contribution.”*



## **VOLUNTEERING: MOTIVATION, CAUSES AND PURPOSE**

### **The great challenges of the 21<sup>st</sup> century for volunteering**

*By Kelly Alves do Carmo, Social scientist, master's degree in Management for Sustainability, MBA in Human Resources, and specialist in social responsibility, social projects, and Third-Sector.*

The concept we use to define volunteer work in the Survey “Volunteering in Brazil” is of a more humanistic and current influence: “*Voluntary service or work is to donate time and work spontaneously and without remuneration for the community, for social*

*projects, for assistance programs, for causes, for events, and emergency situations.* It can be individual, organized by groups, or by companies.” However, in Brazil volunteering was born as a way to deal with the first social challenges, which emerged with the coexistence between the native inhabitants, the Europeans, and later the enslaved black people.

Indeed, Brazilian volunteering expresses the impact of the Catholic Church in the colonization process, in Christian benevolence, in the imposition of religious dogmas on the native peoples, and also in the first health services in this territory. It was an action to deal with the immediate pain of the first social conflicts and inequalities in this relationship. And, as Brazil has developed, social inequalities have expanded, as well as voluntary actions, and, thus, it has maintained throughout its history the traces of the Christian influence, with strong Catholic content.

After five centuries, the Survey “Volunteering in Brazil” brings a surprising number: 54 million Brazilians are volunteers, 20 million of them on a regular basis. Those “works” that emerged as the action of someone who was in a situation of Christian magnanimity or free generosity, aiming to alleviate hunger, reduce inequalities of access to health or education, evolved into the organization of groups, social movements, strengthening and building volunteer programs full of motivations, causes, and purposes. The survey indicates that more than 97% of people believe that volunteer work is an exercise of citizenship and a transformative process of reality.

The survey elucidates that 74% of Brazilians who practice volunteering point out that the main motivation for their actions is Solidarity, and 88% affirm that voluntary work contributes to the culture of peace and collaboration for the common good; 35% say that the feeling of helping others and 25% the perception of doing something relevant are the main reasons for volunteer satisfaction.

To volunteer is to recognize that there is a problem, a challenge, and with your time, your work, and your knowledge, to be part of that solution. It believes that your performance makes a difference and that this generates and feeds back motivation, passion for causes and purpose. Engagement is the recognition that you are connected to something or some other thing. This connection can be rational or emotional, it can be individual or collective, it can be between people, a common cause, or institutional, but most importantly, it must create shared value and positive results. Sometimes the volunteer is not even that aware of this value in their work, sometimes it is a banner of struggle, activism, or militancy that really motivates their life.

The great challenge of the 21<sup>st</sup> century, with so many agendas, so many problems and inequalities, is to generate engagement in volunteer programs, as well as the permanence of volunteers. One of the specialists’ main tips is to encourage activism, to demonstrate how your action and your volunteer work impact that reality and, consequently, other people’s lives. A point of attention pointed out by the survey is the

need to motivate people, demonstrate that they make a difference, and support the continuity of actions.

In 2021, in its third edition, the survey marks that the main causes of Brazilian volunteers are: general public (36%), families and community (35%), children, teenagers, and people in street situation (25%), a significant increase for the causes of people with disabilities (9%), animal causes (9%), and environment (6%).

Many programs romanticize the volunteer action and the impacts of volunteering, but there is a call from society to promote hearing dynamics, to analyze the reality in which the person and/or the institution is inserted, to listen to the expectations of the community, and to collectively build these programs and projects. To have a positive impact on the place it is inserted, but making correlations with the macro, which can be the city, the state, the country, or the world. One of the examples of this is the 17 Sustainable Development Goals, showing clearly and objectively which are the biggest problems on the planet and that we are all responsible and should contribute to the solution.

### **The ethical dimension of citizenship and volunteering**

*By Reinaldo Bulgarelli, educator, consultant, volunteer, professor, speaker, author or co-author of books in his areas of expertise: human rights, sustainability, social responsibility, volunteering, social investment, diversity, equity, and inclusion.*

Knowing the motivations and causes pointed out by the volunteer people themselves is an encounter with the diversity that defines us as people and the diversity of motivations and causes that we embrace. But what about the purpose? Is it also as plural as motivations and causes? At this point, we need to reflect on what volunteering is.

I use the following idea of volunteering as a concept: “The volunteer person transcends his citizenship. In a gesture of complete freedom, by their own will, because they understand that it is fundamental for themselves and for the community, they get involved in a solidary and transforming action. To achieve the objectives they set themselves, the volunteer person provides their time, their knowledge, their values, their skills, their energy, their financial resources, to people, situations, or causes that are totally in tune with the project of humanity expressed in the Declaration of Human Rights and its updates.”

I wrote this in the early 2000s, when we were making a huge effort to expand the volunteering culture in the Country. I believe we achieved that, despite the long way we have to go to become more volunteers, to have more practical volunteering actions,



more organizations that welcome volunteers, and more quality in the intervention in reality. That's another subject to which a lot of people commit.

A game changer in the world between the old and current volunteering practices, as I understand it, was the planetary combination we made, as the humankind, at the late 1990s. The United Nations – UN gathered us, people, organizations, and states, to create and put into practice the Millennium Goals. Today, we have the Sustainable Development Goals (SDGs) to build a more decent reality for everyone, without leaving anyone behind, by 2030. Our personal motivations for volunteering, which include religious, political matters, the most varied worldviews, on the left or on the right, find something in common to share in the SDGs.

To volunteer, therefore, is to act beyond what is expected of our citizenship, beyond the obligation we have in our daily routine, in everything we are and do, so that this world project, which is based on human rights, materializes in the current SDGs. There is only one direction and it aims at ensuring that life can be expressed with dignity in a sustainable world. That is the ethical dimension of citizenship and of volunteering.

Citizenship is the obligation of perceiving oneself as a part of a network of interdependent relationships, enjoying, benefiting from, and expanding rights that improve the society. Volunteering should also be a practice of citizenship, despite going beyond what is expected, by considering the bigger picture, by doing one's part, but aiming at the better world that is being created by each gesture. If we are in a network of interdependent relationships, volunteering is not there to "fill a hole", to be done because other people will not do it, to be done so that other people do not have to, all while the better world does not arise from some miracle. Volunteering, when practiced toward sustainable development, is already the better world happening!

When people manage to work together for a common agenda, something different is already happening. Even before they transform reality, people transform themselves by uniting around the common good and collaboration, aware that their actions are interconnected and form part of a shared purpose of positively impacting on the world. To transform by transforming oneself is what happens since the first step one takes toward the world, one's first look beyond the end of one's nose, beyond one's individual life project, the mandatory exercise of citizenship throughout the relationships and dimensions of life.

Volunteers are, above all, people who want to solve things, take problems out of the way to let life flow. And life is plural and shared. We rarely find a lonely, silent volunteer work. Even when done individually, it is not isolated, dismantled, and communication, rather than silence, is what creates the sense of belonging to something bigger. If poverty and inequality attract more attention from several volunteers, there are enough reasons for that, but the ethical dimension in this perspective of working for sustainable development creates the understanding that everything makes sense. Working for the environment, education, science, health, arts, and culture, with poor people or rich

people, is all part of the same effort to make the world a more sustainable place for everyone.

When a personal value does not communicate with the idea of a better world for everyone, going against article one of the Universal Declaration of Human Rights – All human beings are born free and equal in dignity and rights – there is something wrong for this person who wants to volunteer. There is no such thing as a volunteer work that does not commit to this basic, structuring combination we created in 1948. It does not matter what kind of action it is, but it is not considered volunteer work if it does not respect life and, therefore, all human beings with their diversity that is so rich and enriching.

If the initial motivation did not take into account a purpose so much bigger than the simple gesture of taking the first step toward the world, that is certainly what will make them stay, do, and, more than that, call themselves a volunteer. Note that people call themselves volunteers, rather than saying they practice volunteering. It is the plurality of motivations and causes around the bigger purpose of promoting sustainable development that characterize volunteer work as such a beautiful practice, essential to the world.



## CONCLUSION

### A testimony from a volunteer

Nothing better to conclude these reflections on Volunteering in Brazil and the portrait of the last two decades of action than the testimony from a volunteer!

Someone who, inspired by the repercussion of the survey and the celebration of the international year of volunteers, engages in volunteering actions at school and, over time, dedicates himself, with commitment and enthusiasm, building a beautiful story of self-transformation!

“I am Lorenzo Vieira, Volunteer! The practice of volunteering strengthened me, transformed me, brought me into other realities, gave me the opportunity to practice my citizenship and to be solidary and fraternal. In 2001, the International Year of Volunteers was celebrated, established by the United Nations – UN as a form of advertising and promoting volunteering around the world, while showing that volunteering is a social transformation tool. It was in that year, at 16 years of age, that I realized that I could participate and act as a volunteer in projects with the

school I went to or in my community. I have always been communicative and liked to be around people. My volunteer work inspired me to, a few years later, choose the career of communicologist and to work in the field of radio, television and film. Ten years later, we celebrated the Decade of Volunteering and, once again, a network of organizations and projects of the entire world gathered to disclose their volunteer actions and practices. On that occasion, I worked as a volunteer-speaker at a Volunteer Center, promoting and providing guidance about the first steps to choose a volunteer work.

In 2021, marked by the pandemic, a potent and dedicated assistance and support network was a landmark in my 20 years of volunteer work! Today, in addition to personal and individual initiatives, I work with the Corporate Volunteering Program organized in the telecommunications company that I work for! The practice of volunteering strengthened me, transformed me, brought me into other realities, gave me the opportunity to practice my citizenship and to be solidary.

If on the one hand in 2021 we were isolated, we continued to be solidary and to do volunteer work: sewing and handing out masks, recording videos with children's tales or music for young people, mobilizing resources for vulnerable people, supporting and mentoring students for them not to quit school, organizing campaigns to help the most vulnerable, making visits online to shelters and refuges. These and many other actions happened all around the world, reinforcing the fact that there are no geographical or cultural barriers to doing good. Volunteers used social media and communication apps as a tool for mobilization, engagement, and advertisement of their actions.

In the last two decades, the movements and networks that promote volunteering helped volunteers meet with causes and projects, promoting lessons and exchanges of experiences all over the world.

Volunteers played a very important role in 2021 by showing that, despite all challenges, they can find a way and the energy to make it happen! The organizations and the movements to promote volunteering have and will have an increasingly relevant role of educating and strengthening society so that the actions are continuous, relevant, and taken with quality and commitment.

To promote volunteering is like throwing a stone in the middle of a lake; the wave starts off small, almost imperceptible, but as it spreads, it soon occupies the entire surface of the lake!

We will inevitably face new crises and need to be increasingly perseverant and creative and carry out more and more volunteer works!"



## VOLUNTEERING AND PARTNERSHIP

We have gathered here the record about the Corporate Volunteering Programs of companies that have taken the opportunity to participate with us in the project “2021 Survey ‘Volunteering in Brazil’” as sponsors.

A survey such as this, in addition to identifying, valuing, and acknowledging the volunteer work in our Country, expands the knowledge about possible differences, both regional and in the various segments, with an emphasis on corporate volunteering. Volunteering is strategic for companies, whether to potentiate their social investment, to promote a good relationship with the community, or to develop their internal stakeholders. Whether it is used to carry out and engage or simply as a way to mobilize and motivate actions, it will always bring benefits and changes for the company promoting the activities, and also for whoever receives and takes the action!

Volunteer work is part of Brazilian history. It has evolved, innovated, and occupies all spaces of our society. We live in a doubly historical moment: despite the fact that the planet is still suffering from the challenges caused by the COVID-19 pandemic, it is currently restructuring itself. In Brazil, in addition to this document that records two decades of the people’s engagement in volunteering, the celebration, in 2022, of the bicentennial of its Independence.

The trust and support received for this project to be carried out certainly endorse and legitimate volunteer work as strategic and essential so that today, here and now, as well as for future generations, we can have a fairer, more sustainable, egalitarian, and solidary country.

### ❖ Ambev

“We dream big for a future with more reasons to cheer.” This is Ambev’s purpose. More than a Brazilian company, with its principal place of business in São Paulo, present in 18 countries, and holder of iconic brands such as Brahma, Skol and Guaraná Antarctica, the company is a platform with several businesses, which makes the connection between people easier and generates growth for the entire ecosystem, such as BEES, directed to the retail partners, and Zé Delivery, a beverages app present in more than 300 cities. In Brazil, there are more than 30 thousand employees who share the same passion for producing beverages using state-of-the-art technology to ensure moments of celebration and fun. Since 2018, Ambev has the

VOA – a program operating with NGOs to improve matters related to management, people development, and financial organization. The proposal was developed in line with UN’s Sustainable Development Goals 1, 4, 8, and 17, aiming at making the world a more inclusive and sustainable place. The company’s employees donate their time and knowledge to boost the social impact of organizations operating in all fields, particularly development, education, and generation of opportunities for children and young adults. The tools available in the program help the NGOs to expand the scope of its positive impact on the society.

#### ❖ **Bradesco**

Bradesco is one of the biggest Brazilian private financial institutions and it strongly acts according to the interests of its clients since 1943. The bank is present in all cities of the Country, with a wide variety of banking products and services and insurance policies. In addition to the excellence in services, it stands out for being one of the best asset managers in the market, with results built on sustainable bases. Sustainability is the journey Bradesco chose to follow: promoting sustainable development is part of the Bank’s purpose and is translated into its practices, relationships, and in the results of its businesses. The Organization aims at improving more and more its management of environmental, social, and governance factors. Its objective is to ensure that Bradesco is prepared for the challenges of the future and becomes an agent of positive transformation, creating shared value with the society, clients, employees, investors, and partners. The Bradesco Volunteers Program, created in 2007, promotes the exercise of citizenship, developing its own actions and supporting actions organized by the employees and trainees across Brazil. Using guidance manuals and in-person and online training workshops, the Program encourages its employees’ volunteer work. The activities are organized and developed in the most various ways and fronts, and are aligned with the purpose of the Bradesco Organization and with the Sustainable Development Goals established by the UN. Practices to measure results and acknowledgment practices are adopted to value and engage volunteers.

#### ❖ **Fundação Telefônica Vivo**

For 23 years in Brazil, the Telefônica Vivo Foundation is one of the entities responsible for the social scope of Vivo’s ESG (Environmental, Social, and Governance), aligned with the Company’s purpose and confident that the digitalization of Brazil is an important facilitator for a fairer, more humane, and inclusive society. In this regard, the focus of the Foundation’s social operation is to support the “digitalization of public education”, directed to the development of the digital competences of educators and students of Primary and Secondary Education. The Volunteer Program is a global initiative of the Telefônica group, operating for 23 years in Brazil, and it aims at encouraging the employees to engage, more and more, in actions to create a social impact for a fairer and more egalitarian world. The possibility to participate in in-person

or online volunteer works is offered to Vivo's employees throughout the year. The technology is used in favor of volunteer work to mobilize and impact on more and more people in the actions of the program. In 2021, 216 thousand people were benefited in the country, with the participation of 19,275 unique volunteers who dedicated 88 thousand hours to volunteering. Participating in the program is a transforming experience in the life of all people involved.

#### ❖ **Fundação Itaú Social**

Itaú Social develops, implements, and shares social technologies to contribute to the improvement of the Brazilian public education. Its operation is based on the training of education professionals, promotion of organizations of the civil society, and carrying out of researches and appraisals. The Volunteer Program aims at creating conditions that favor the social actions of the employees of the Itaú Unibanco conglomerate and of the society, offering social participation opportunities and encouraging volunteer work. The 42 Mobiliza Itaú Committees are the main strategy to disseminate the importance of volunteering among the employees. Organized by administrative hubs, branch networks, or cities, these groups operate with their teams to disseminate the available actions and encourage the volunteer work across the Country, always institutionally aligned with Itaú Social's causes.

#### ❖ **Raízen**

We are Raízen – global benchmark of bioenergy with an integrated business ecosystem: from cultivation and processing of sugar cane in our bioenergy parks, to the commercialization, logistics, and distribution of fuel, we continuously invest in innovation to redefine the future of energy. Using advanced technologies, we seek prominence in energy transition, expanding our portfolio of renewable sources, such as second-generation ethanol (E2G), biogas, bioelectricity, and solar power generation. We have a team of 40 thousand employees in Brazil and Argentina and we are one of the biggest companies in sales in Brazil, creating jobs and income, dynamizing the economy, and investing in social responsibility through the Raízen Foundation. The Volunteers in Action Raízen (VOAR) program is an initiative that aims at strengthening the volunteering culture within the company, as a means to achieve the individual purpose in the experience of the employees. Initiated as a way to be even more engaged and go beyond internal campaigns, the VOAR is part of Raízen's social performance strategy and reinforces the commitment to being prominent in positive social impacts. The program is available for all territories in which Raízen operates, and has four fronts: Hands-On, Interaction, Fundraising Campaigns, and Social Mentoring.

#### ❖ **Sicoob**

Imagine more than six million people building together a world with more cooperation, belonging, social responsibility, and financial justice: this is Sicoob – System of Brazilian Financial Cooperatives. Those associated with Sicoob count on more than 3 thousand service locations, thousands of ATMs, and the most various digital channels that allow access to a complete portfolio of financial products and services – such as checking account, investments, credit, cards, social security, pre-purchase financing pool (*consórcio*), insurance, collection, and many others. Sicoob promotes the Transforming Volunteer program. There are currently more than 4,000 employees engaged in the program managed by the Sicoob Institute for Sustainable Development, Sicoob's strategic social investment organization. Encouraged by the purpose of cooperativism and of the Sicoob System and by the perception of their role as citizens and transforming agents, the engaged employees take part in initiatives that aim at benefiting institutions and communities. The Institute operates on three axes: 1. Cooperativism and Entrepreneurship; 2. Financial Citizenship; and 3. Sustainable Development. The Transforming Volunteers contribute to each of the programs developed on these axes, such as those related to Financial Education, Cooperativism Education, the Financial Clinic program, with free services related to improvements of financial habits, the Sicoob Institute Express program, which offers professional training, the Child Cooperative program at schools, among others.

#### ❖ **Suzano**

Suzano is a global benchmark of the development of sustainable and innovative solutions, with renewable sources, and its purpose is to renew life from the tree. The biggest producer of eucalyptus pulp in the world and one of the biggest manufacturers of paper in Latin America, it serves more than 2 billion people with 11 factories operating in Brazil, in addition to the joint operation Veracel. With a 98-year-old history and an installed capacity of 10.9 million metric tons of market pulp and 1.4 million metric tons of paper per year, it exports to more than 100 countries. Its operations are based on Innovability – Innovation at the service of Sustainability – and on the highest levels of social, environmental, and Corporate Governance practices, with shares traded in the Brazilian and US stock exchanges. More than 20 years ago, Suzano created the Volunteering program, which aims at deepening the relationship with the communities near its operations, encouraging employees, service providers, family members, and partners to participate in volunteering initiatives supported by the company. The goal is to strengthen its social prominence and reinforce the purpose to plant the future by promoting a positive change in the society, working collaboratively for education, sustainability, diversity and inclusion. In 2021, there were more than 1,700 volunteers. Between 2019 and 2020, there have already been 76,553 direct and indirect beneficiaries. In a partnership with social institutions, they developed several initiatives such as Formare, a professional training course for young adults in socially vulnerable situations; JA Startup, a practical apprenticeship where

young adults turn ideas into startups; and the Contributing to the Future project, which encourages the knowledge exchange of the Suzano Trainees, who act as mentors of college students.



## ORGANIZERS

**Silvia Maria Louzã Naccache** Is a social entrepreneur, speaker, project evaluator, content writer, and consultant in the area of Volunteerism, Social Responsibility, Sustainable Development, and the Third-Sector. She articulates partnerships with organizations of the civil society, governments, schools, universities, and companies. She organizes, runs, and facilitates courses, lectures, workshops, and events. She assesses projects for public notices and awards. Volunteer director of the Brazilian Association of Professionals for Sustainable Development – ABRAPS, of the Vaga Lume Association, and of Minas Voluntário. Volunteer of the Movement Everyone Together Against Cancer, of the Remo Meu Rumo Institute, of the Brazilian Association of Lymphoma and Leukemia – ABRALÉ, of the National SDGs Movement – São Paulo and of Impact2030. Founder and volunteer of the Corporate Volunteering Study Group since 2009. Co-author of the book *Voluntariado Empresarial – Estratégias para Implantação de Programas Eficientes* (Corporate Volunteering – Strategies to Implement Efficient Programs). Content writer and scriptwriter of courses, lectures, and texts, with more than 100 articles published in magazines and platforms: Rede Filantropia, Observatório do Terceiro Setor, Captamos/Brazilian Capital Raising Association – ABCR, Escola Aberta do Terceiro Setor, LinkedIn, among others. She participates in networks and movements for the promotion of Volunteer Work and Corporate Volunteering in Brazil and around the world. She coordinated the Volunteer Center of São Paulo for 14 years. She has graduate degree in Biomedical Sciences by the Federal University of São Paulo – UNIFESP.

**Kelly Alves do Carmo** is a social scientist, has a master's degree in management for sustainability, an MBA in human resources and is a specialist in social responsibility, social projects, and third-sector. A professional with over 20 years in the social field. Namely: 14 years' experience in social and educational projects in the third-sector; and 6 years in social responsibility and corporate sustainability. She has been a volunteer for over twenty years in several movements and social entities. She has experience dialoguing and working with different stakeholders and vast knowledge of



implementation, development, and monitoring of social projects with various partners, with communities, entities, companies, and governmental bodies. She has experience providing training and consulting services for companies and organizations of the civil society to promote actions related to people development, social responsibility, sustainability, sustainable development, volunteering, professional learning, popular education, diversity, urban mobility, public policies, and good practices.

**Felipe Pimenta de Souza** *is an international consultant specialized in corporate social responsibility, volunteering, and international mega-events.* He has participated in the youth programs of International Rotary for 20 years: Interact Club, Rotaract Club, and Rotex, occupying several leadership positions. He was a scholarship student of the International Rotary exchange program in Belgium (2006-2007) and in Ecuador (2013). He holds a degree in public relations by the Cásper Líbero School, a graduate degree in International Trade by the Administration Institute Foundation - FIA. In 2018, he was selected as a Brazilian representative of the Erasmus Mundus master's degree in Territorial Development in three European universities: Università di Padova (Italy), KU Leuven (Belgium), and University of Paris-1 – Panthéon-Sorbonne (France). He has worked in companies such as the Air-France-KLM Group, the French Chamber of Commerce in Brazil (ICC France-Brazil), Burson-Marsteller, and u.ma Agency. During the last 5 years in which he was in Brazil, he worked in the Social Responsibility department of telecommunications companies, such as Nextel and Claro. He currently contributes to the Observatory of Research on Mega-Events of the Université Gustave Eiffel (Paris, France) and is a consultant of Rumos Sustentabilidade.

