



Seminário Internacional MROSC:

PARCERIAS TRANSFORMADORAS PARA
UM MUNDO JUSTO E SUSTENTÁVEL

 **CONFOCO**
CONSELHO NACIONAL DE FOMENTO E COLABORAÇÃO



MINISTÉRIO DA
GESTÃO E DA INOVAÇÃO
EM SERVIÇOS PÚBLICOS

ADVOCACIA-GERAL
DA UNIÃO

SECRETARIA-GERAL

GOVERNO FEDERAL
BRASIL
UNIÃO E RECONSTRUÇÃO

31 DE JULHO A
01 E 02 AGOSTO

Eszter Hartay

European Center for Not-for-Profit Law



European Center for
Not-for-Profit Law





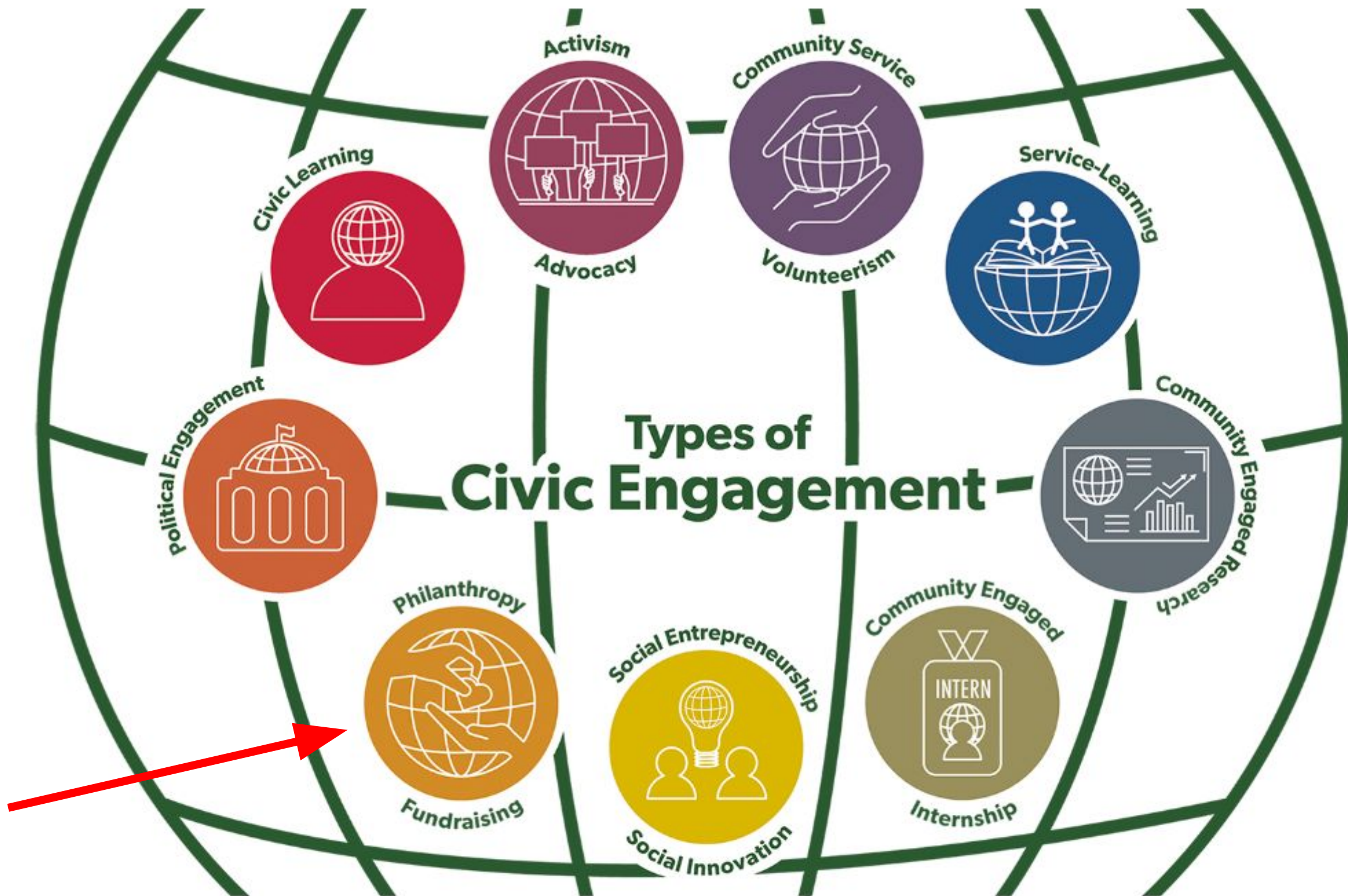
Promoção da cultura de doação e
destinação de recursos

**Preconditions of
philanthropy and ways to
promote it**

ABOUT ECNL

- NGO based in the Netherlands with over 20 years of experience in civil society law and policy
- We empower partners and build networks to co-develop locally-led responses with the goal to protect civic freedoms in Europe and beyond
- Through research and monitoring of emerging trends, we create knowledge and strengthen legal protections





Source: <https://civicengagement.illinoisstate.edu/faculty-staff/engagement-types/>

PRECONDITIONS OF PHILANTHROPY

Culture of giving

- One out of three people donated to a CSO worldwide (2023 World Giving Index)
- Sensitisation of society
- Build and nurture trust



Source:

<https://www.cafonline.org/insights/research/world-giving-index>

PRECONDITIONS OF PHILANTHROPY

Enabling environment

- Freedom of association, including access to resources is safeguarded by many international and regional documents and standards
- States send the message: they value and encourage the generosity of people
- Financial institutions also



FUNDING AND PHILANTHROPY



Introduction: fundraising methods and regulations



Monitoring the environment for fundraising

PRECONDITIONS OF PHILANTHROPY

Innovation

- Fundraising moved to the digital space
- The future of philanthropy will be characterised by new technologies and the digitalisation of giving (2022 Global Philanthropy Environment Index)
- Important that CSOs can benefit from these technologies



GOOD PRACTICES IN DIGITAL FUNDRAISING



PROMOTING PHILANTHROPY

What can international community and governments do?

- Strengthen safeguards to protect access to resources, including philanthropy
 - consider the recommendations of C20
- Make a clear political commitment to develop philanthropy
- Provide direct and indirect state financial support (tax incentives, matching funds etc.)

PROMOTING PHILANTHROPY

What can civil society organizations do?

- Build constituencies and enhance their visibility by strengthening communication
- Increase capacity and exchange experiences
- Invest in building trust through demonstrating good governance and fundraising practices

PROMOTING PHILANTHROPY

What can institutional donors and philanthropic foundations do?

- Prioritise fundraising and CSO financial sustainability
- Provide matching funds for funds raised
- Support the development and implementation of financial sustainability strategies of their grantees

PROMOTING PHILANTHROPY

What can financial institutions do?

- Review their policies to avoid restrictions on charitable activities and CSOs' access to financial services
- Engage in multistakeholder dialogue
- Simplify their payment systems and provide preferential conditions for CSOs



Obrigada!