



GIVINGTUESDAY
LAC HUB

Latin America and the Caribbean

- 33 countries and 15 territories
- + 650 million inhabitants
- Over 10 languages and dozens of dialects spoken
- No regional philanthropic structure / organization



GivingTuesday in LAC

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- Presence in 14 countries of region with national movements;
- Community campaigns in Argentina, Brazil and Mexico;
- Youth leaders and social leaders in many countries of the region.









Learnings from LAC

- **People are naturally generous;**
- **Community engagement is a powerful tool for mobilization;**
- **Non-profits have been using GivingTuesday for fundraising as well as for raising their profile;**
- **Technology is not an issue;**
- **We lack data on giving and generosity in the Region;**



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