



2021  
=  
2023  
report  
executive  
summary

**comuá** rede comuá  
filantropia que  
transforma

## Comuá Network consolidates itself as a political actor in the field of Brazilian and international philanthropy

**Graciela Hopstein**

The 2021-2022 period was marked by the growth and consolidation of Comuá Network as a political actor in the field of philanthropy. Its Advocacy Program, created in 2021, became the key strategy guiding its work, as its core goal was to promote the agendas of independent, community and socio-environmental justice philanthropy, in all their complexity and diversity.

The major turning point in Comuá's recent history happened in 2021, when the Network joined the Giving for Change Alliance, funded by the Dutch Cooperation, which provided it with access to significant financial resources, allowing it to gain momentum and strengthen its political engagement, both within philanthropy ecosystems and with its members, through knowledge production, capacity strengthening and communication activities. On its tenth anniversary, in 2022, the name change to **Comuá Network – Transforming Philanthropy** was crucial to consolidate its position, especially with its partners and funders.

The “**Philanthropy, Social Justice, Civil Society and Democracy Seminar**,” in turn, held in September 2022 – the field’s first major in-person meeting after the pandemic – was a milestone in terms of the Network’s positioning. It was a powerful event since we managed to create an open space for numerous debates that allowed us not only to present the work of the Network and its member organizations, but above all to show the strategic difference in their agendas, that is to say, the relevance of their work in supporting Brazilian civil society (in a broad sense, involving multiple actors) with financial (and non-financial) resources, in defense of the access to and recognition of rights, understood as a key strategy for the strengthening of democracy.

The intensity and depth of the debates held at the Seminar, which marked the Network’s tenth anniversary, culminated in the “**Transforming Philanthropy Month**” movement, the first of which happened in 2023 and was quickly included in the field’s calendar of events, as an occasion to reflect on these issues, inviting philanthropy ecosystems to debate, exchange and disseminate knowledge.

Also in 2022, the **Saberes Program** was launched, to promote the production and sharing of knowledge and contents based on the systemization of practices, experiences, reflections and the development of social technologies and studies capable of leveraging and positioning the agendas of community and socio-environmental justice philanthropies within philanthro-

py ecosystems. Conceived as a strategic component of the Advocacy Program, with the support to community leaderships and/or professionals engaging in civil society and philanthropy, the Program encourages the production of knowledge, lauding ancestral and community-based insights from people engaging with territorial networks, social movements, in coordination and/or belonging to political minorities.

The Network closed the year 2023 with its own legal and fiscal formalization process, thereby securing the autonomy of its financial and administrative management. Now it prepares to advance in the strategic planning for the period of 2025–2030, fully aware of its growth and the challenges it will have to face in a seemingly adverse scenario, in light of the tendency towards regression, both locally and globally, of the agendas in the field of rights advocacy, which could entail the retraction of the resources available to philanthropy. However, the Comuá Network is well-positioned not only to continue and strengthen its work, but also to produce appropriate responses to the Brazilian and international philanthropy ecosystems, with a focus on the Global South.

The Network's growth over the past three years is seen not only in terms of the rising number of its members, its expressive knowledge production, the resources mobilized and partnerships built, but especially in its distinguished political agenda, aligned with the #Shift-thePower movement, and the promotion of philanthropic work guided by decoloniality principles.

This report compiles material information about the Comuá Network's journey over the past three years, highlighting the impacts and progress of its work with philanthropy ecosystems. It provides a summarized history of its work, recalling the most important points of each period, as a demonstration of the path trailed up to this moment, while hinting at the future.

We take this opportunity to thank all the people, member organizations, partners and funders who have believed in the work done by Comuá and enabled us to get this far, coming with us on this journey of challenges and accomplishments.

**Enjoy!**



#ShiftThePower Global Summit 2023

# historical trajectory

2012

=

2017

Establishment, structuring, and presence in the philanthropic sector.

2018

=

2020

Consolidation, articulation with diverse field actors and institutional strengthening.

2021

=

2023

Growing and empowering Comuá Network as a political actor in philanthropy by solidifying our advocacy strategy within the ecosystem and forging strategic partnerships locally and in the Global South.



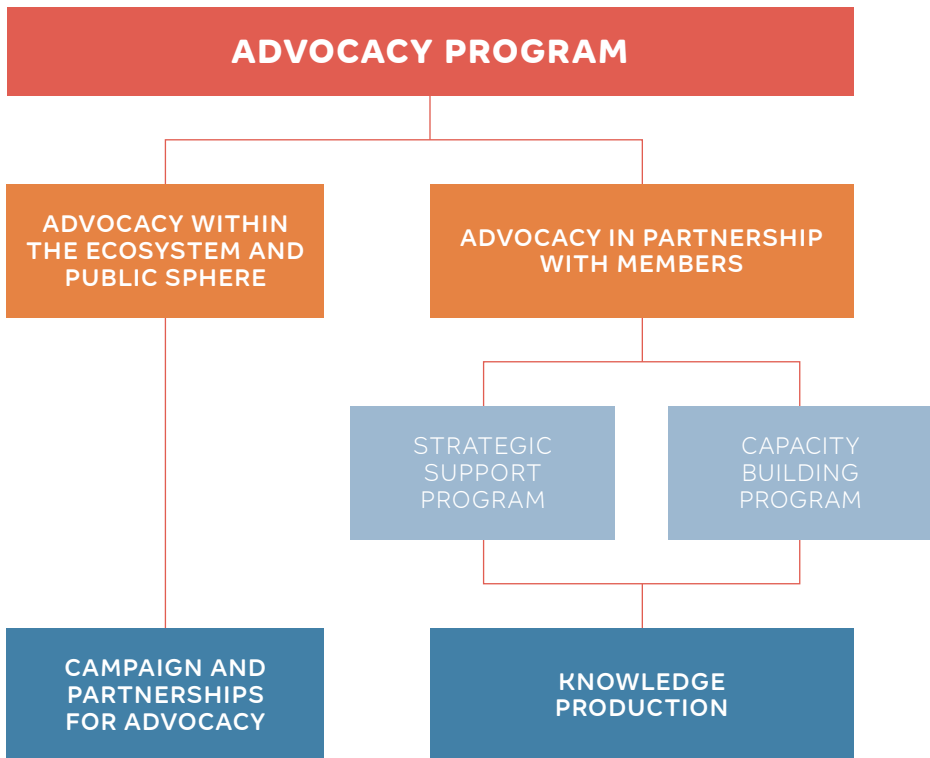
Executive Team of the Comuá Network



Comuá Network members and partners at the #ShiftThePower Global Summit 2023

## THE ADVOCACY PROGRAM

The Network's Advocacy Program is structured around two key strategies: Advocacy in partnership with members and Advocacy within the ecosystem and the non-state public sphere.



### *Advocacy in partnership with members*

Advocacy initiatives with members are structured around two strategic lines of action: the **Capacity Building Program** and the **Strategic Support Program**.

## Capacity Building Program

Its goal is to **build and/or strengthen relevant capacities** for member organizations and their teams and partners. It is currently structured as four CoPs (Communities of Practice):

### COMMUNICATION AND NARRATIVE PRODUCTIONS COP:

It proposes periodic exchanges between communicators from various organizations, in collaboration with our "Coffee with Communicators" initiative.



### INSTITUTIONAL DEVELOPMENT COP:

It addresses topics such as monitoring and assessment, protection and security, self-care, resource management and mobilization.



### PHILANTHROPY AND DEMOCRACY COP:

It addresses the topics of grantmaking, examination of the advocacy, climate justice and democracy scenario.



### KNOWLEDGE PRODUCTION COP:

It proposes periodic exchanges in view of the production of knowledge about philanthropy, in collaboration with the "Saberes" Program.



Between 2021 and 2023, **53 Communities of Practice** meetings were held, involving **940 participations**.

## ***Strategic Support Program***

It proposes to strengthen the priority agendas of the Network's Advocacy Program with **financial support for member organizations and leaders**, in view of strengthening partnerships and alliances, the production of knowledge, narratives and coordination initiatives with the Brazilian and international philanthropic ecosystem.

It is structured on two fronts: **the support of member organizations** and the **"Saberes" Program** – created in 2022, which delivers financial support to researchers, students, community leaders and civil society engaging in the production of current, innovative knowledge associated with these agendas.

During this period, the following strategic support initiatives were developed: Support to member organizations: Coordination for advocacy actions; Support for Protection and security; Support to Strengthen professional capabilities; Support for the Transforming Philanthropy Month, and occasional strategic support, amounting to a total donation amount of **R\$1.723.900,00**.

In 2022, the first edition of the "Saberes" Program was launched, entailing a donation of **R\$364.000,00** to seven scholarship recipients.

### ***>>> Alliances within the Network***

Within the context of the Comuá Network, two alliances

have emerged between member organizations, created around common visions, practices and themes.

- **Alliance among funds**, created in 2021 within the context of the Covid-19 pandemic, comprising the Baobá Fund for Racial Equity, the Brazil Fund and the Casa Socio-Environmental Fund. The initial contribution was **R\$2.5 million**, distributed in different bid notices, by each of the organizations making up the Alliance.



- **Territorial alliance**, created in April 2023, among Casa Fluminense, the Fundo Brasileiro de Educação Ambiental (FunBEA), the Institute Baixada, ICOM - Instituto Comunitário Grande Florianópolis, the Instituto Procomum, Redes da Maré, and Tabôa Fortalecimento Comunitário. Between 2022 and the first half of 2023, the Alliance contributed **R\$2.5 million** in direct donations and nearly **R\$4 million** in indirect donations.



## ***Advocacy in philanthropic ecosystems and the non-state public sphere***

This strategic line of action, within the context of the Advocacy Program, encompasses the production of knowledge, communication actions, networking, partnerships, organization of events and campaigns, and participation in forums and debates in the sector.

## Knowledge Production

Between 2021 and 2023, the Comuá Network's executive team produced several **studies and systematizations**, which resulted in 10 publications – most of which are also available in English – a podcast season with six episodes about the “Saberes” Program, and three videos showing how the Network operates.

### Publications:

#### Giving for change Seal:

- “Conceptual and Strategic Map”;
- “The challenges in communicating community and social justice philanthropy” (also available in English);
- “Expanding and strengthening community philanthropy in Brazil” (also available in English);
- “Assessment of the legal environment for civil society actors, including philanthropic organizations in Brazil” (also available in English).



#### Other publications:

- “The role and protagonism of civil society in the fight against the Covid-19 pandemic in Brazil” (also available in English);
- “Impact of COVID-19 on Brazilian CSOs: from the immediate response to resilience”;
- “Mapping of independent organizations that donate to civil society in the fields of socio-environmental justice and community development in Brazil” (also

available in English and in the form of a Portuguese/English bilingual summary);

- “Philanthropy, Social Justice, Civil Society and Democracy: ten years of the Comuá Network” (also available in English).

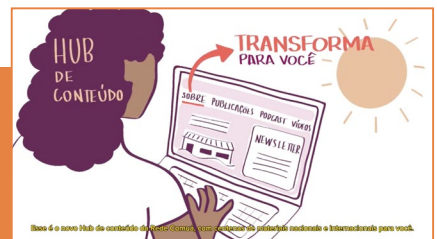
### **Comuá Podcast:**

- “Saberes” Season.

### **Videos:**

- Comuá Network Animation: Philanthropy that Transforms;
- The Comuá Network according to its members;
- Case study on the “Philanthropy, Social Justice, Civil Society and Democracy Seminar”.

## **Transforma: the hub for community philanthropy and socio-environmental justice**



To gather and disseminate knowledge about community philanthropy and socio-environmental justice, in 2023, the Network launched the **Transforma hub**. An innovative virtual platform that, through careful content curation, provides access to reference materials on community philanthropy and socio-environmental justice.

At its launch in September 2023, the hub made available **50 publications, 73 videos and 12 podcasts**, adding up to **more than 130 pieces of content**.

## ***Strategic communication***

The Comuá Network's communication aims to leverage the collective advocacy capacity of the Network and its members, in view of **coordinating and disseminating agendas and building narratives** to give more visibility, reach and impact to the promotion of the agendas of community philanthropy and socio-environmental justice through diversified channels with interest groups.

### ***>>> Communication campaigns***

#### **Transforming Philanthropy Month**

In September 2023, the Comuá Network's first collective campaign was developed, **directly involving all its member organizations in the construction and dissemination** of content and key messages, on their social networks and by engaging the media.

The communication campaign reached, through traditional media platforms/channels, at least **8.4 million people** in different regions of the country – a number estimated based on the reported audiences. Through its own platforms and channels, the campaign executed by Comuá and its members reached **175,000 accounts on Instagram, 1,900 on Facebook, 1,000 subscribers on LinkedIn, plus 386 views on YouTube.**

## **COP 28**

In November and December 2023, a second networked, collaborative campaign was developed on the **cross-sectioning nature of the climate agenda to the agendas of Comuá and its member organizations**, climate financing, and the participation of member organizations in COP 28. The campaign can be seen as the **first steps towards a public stand**, as a Network, on the relationship between socio-environmental justice philanthropy and climate change.

## **#ShiftThePower**

When the Network participated in the #ShiftThePower Global Summit 2023, held in Bogotá, Colombia, in December 2023, a third collective campaign was mobilized by Comuá, involving its member organizations that participated in the event in social media collaborations, coverage, and other constructions. It was an opportunity to **reinforce narratives and positions established by the Network** within its Advocacy Program and to strengthen its ties with partners in the Global South philanthropic ecosystem.

### **>>> *The Network's channels***

The Comuá Network expanded its digital presence, mobilizing profiles on new social networks, such as Instagram and LinkedIn.

The blog consolidated itself as a strategic space to broadcast content collaboratively, earning recognition and being accessed by partners in the field.

YEAR	2021	2022	2023	TOTAL
Number of blog posts published	66	61	68	195

Between 2021 and 2023, 195 articles were published and 62 newsletters were distributed (featuring content from the blog) to a base of more than 4,000 leads, with an average open rate of 32%, which disseminates the content produced, broadening the reach of the narratives and agendas.

### Regarding social media



**228.897** accounts reached  
organic reach of **15.383** accounts



**72.335** accounts reached  
**1.166** new followers



**3.967** accounts reached

Our Instagram and Facebook accounts now have more than 2,000 followers each, while our account on LinkedIn, which has become an increasingly strategic network for Comuá's operations, has 3,700 followers and 1,564 subscribers.

## ***Events, meetings and debates organized by the Network***

The Network held **eight events, both online and in person**, in association with other organizations of the sector, as well as its 10th Anniversary Seminar in 2022 and the Transforming Philanthropy Month in 2023.

### ***Philanthropy, Social Justice, Civil Society and Democracy Seminar***

Held on September 20 and 21, 2022, in the city of São Paulo. Over two days, a 21-hour program of activities was developed, during which more than 50 speakers shared their reflections with the audience. The event was attended by 220 people in person and 360 remotely, and more than 110 organizations were represented.

### ***Transforming Philanthropy Month***

Organized and held by the Comuá Network, the initiative, in September 2023, featured a program with 33 activities, adding up to 168 hours distributed across 16 online meetings, 2 international meetings and 11 in-person activities. 114 organizations were involved as activity proposers or partners.

## ***Participation in events and forums within the philanthropic ecosystem***

Participation in events within the Brazilian and in-

ternational philanthropic ecosystems is also part of the Network's advocacy strategy. During this period, the Network participated in **17 events, including two GIFE Conferences, three ABCR Festivals, the WINGS Forum, and the #ShiftThePower Global Summit.**

## ***Coordination and partnerships***

The Comuá Network is currently part of the following networks and work groups:

- [Red Colaborar](#)
- [LAC Working Group](#)
- [Aliança GfC](#)
- [GIFE](#) [Knowledge Group and Grantmaking Thematic Network]

## **BRAZILIAN PARTNERS**



## INTERNATIONAL PARTNERS



Africa Philanthropy Network  
THE VOICE AND ACTION FOR AFRICAN PHILANTHROPY



ALIANZA  
SOCIOAMBIENTAL  
FONDOS DEL SUR

**Alliance**  
For philanthropy and social investment worldwide




## INSTITUTIONAL SUPPORT



INTER-AMERICAN  
FOUNDATION  
EMPOWERED COMMUNITIES  
SUSTAINABLE RESULTS



# governance

 On June 1<sup>st</sup>, 2023, Comuá was formalized, and started developing a financial management system, protocols, procedures and policies concerning administrative management.

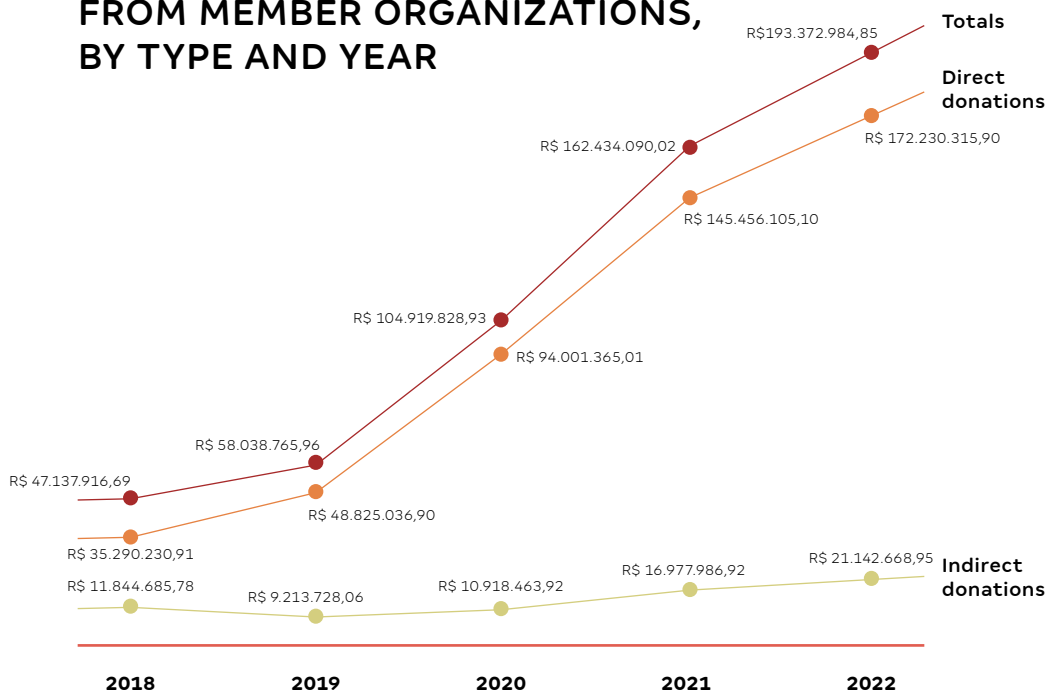
From 2017 through 2023, the Network's governance was based on an internal regulation and relied on the Executive Secretariat, the Members' Assembly and a Management Committee for decision-making purposes. For the management of resources prior to its formalization, it relied on the support of the Casa Socio-Environmental Fund, the Institute for Climate and Society, and Casa Fluminense, members of the Network, as its fiscal sponsors.

After the formalization process, it relies on the following governance structures: a General Assembly, made up of all member organizations; a Governance Board, made up of four representatives, and an Audit Committee, made up of two members.

# the network in numbers: COLLECTIVE IMPACT

The 16<sup>1</sup> member organizations of the Comuá Network, by the end of 2022, had donated together, since the start of the Network, **more than R\$760 million** (through direct and indirect donations) to **almost 17,000 civil society initiatives** to assist their advocacy for social rights efforts.

## DIRECT AND INDIRECT DONATIONS FROM MEMBER ORGANIZATIONS, BY TYPE AND YEAR



**Direct donations:** Transfer of financial resources. **Indirect donations:** Resources allocated for capacity building, training, events, dialogues, etc., as well as diverse goods and services provided at no cost to organizations and priority audiences of the support.

<sup>1</sup> Until 2022, the Comuá Network consisted of 16 member organizations. In 2024, Associação Nossa Cidade and CESE joined the Network.

## ASSOCIATED MEMBER ORGANIZATIONS, BY YEAR

Year	Number and names of member organizations
2017	<b>9 organizations:</b> Instituto Baixada Maranhense, ICOM (Instituto Comunitário Grande Florianópolis), Fundo Casa Socioambiental, ELAS+ Doar para Transformar, Fundo Baobá para Equidade Racial, Fundo Brasil, Fundo Positivo, CESE and Instituto Rio <sup>2</sup>
2018	<b>9 organizations.</b> Inclusion of iCS (Instituto Clima e Sociedade) and Tabôa - Fortalecimento comunitário
2019	<b>11 organizations.</b> Inclusion of ISPN (Instituto Sociedade, População e Natureza) and Casa Fluminense
2020	<b>13 organizations.</b> Inclusion of FunBEA (Fundo Brasileiro de Educação Ambiental) and Redes da Maré
2021	<b>14 organizations.</b> Inclusion of Instituto Procomum
2022	<b>16 organizations.</b> Inclusion of BrazilFoundation and Fundo Agbara

<sup>2</sup> Instituto Rio terminated its activities in 2017 and, therefore, left the Network that year. CESE left the Network in 2017 and rejoined in 2024

Painel de Abertura

10 anos da RFJS: trajetória e o papel da Rede no ecossistema filantrópico nacional e internacional

10 anos Rede de Filantropia para a Justiça Social



Ana Valéria  
(Fundo Brasil)



Giovanni Harvey  
(Fundo Baoba)



Graciela Hopstein  
(RFJS)



Harley Nascimento  
(Fundo Positivo)



Roberto Vilela  
(Tabôa)

Mediação  
Cristiane Azevedo  
(ISFN)


#ShiftThePower #PoderParaAsComunidades  
#DoarParaTransformar #SomarParaEnvolver



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# transparency

 In 2023, the resources mobilized by the Network grew by 76% as compared to 2021. The operating budget grew with the expansion of Comuá's activities over the three-year period

## RESOURCES MOBILIZED

Year	Resources mobilized	Number of active donors	Annuities
<b>2021</b>	USD102,375.00 + EUR254,927.43 Approx. R\$1,862,788.36	<b>4</b>	<b>BRL 45,000.00</b>
<b>2022</b>	USD184,243.00 + EUR309,860.00 + BRL60,000.00 Approx. R\$2,593,323.50	<b>4</b>	<b>BRL 57,550.00</b>
<b>2023</b>	USD132,894.00 + EUR464,622.00 + BRL100,00.00 + GBP5,000.00 Approx. R\$3,280,944.00	<b>7</b>	<b>BRL 68,750.00</b>

## ANNUAL BUDGETS 2021-2023

Year	Operating budget
<b>2021</b>	<b>R\$632,445.47</b>
<b>2022</b>	<b>R\$1,094,970.52</b>
<b>2023</b>	<b>R\$1,780,099.28</b>

# prospects

for the 2024-2029 cycle



In 2023, the Network started reviewing its 2020-2024 Theory of Change, in terms of the main projected results.

In the short term, it has promoted institutional strengthening and coordination with philanthropic ecosystems. In the medium and long terms, it has driven the joint actions of organizations engaged in socio-environmental justice philanthropy, growing with the inclusion of new members, and being recognized as a relevant political actor in the field.

The strategic planning for the next five years should culminate in the review of the Theory of Change and construction of a plan of action for the next five-year cycle.

Comuá Network members gathered at the #ShiftThePower Global Summit



# credits

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# supporters



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transforma

