

## Global Partnerships Podcast Series

Host: Ted Hart | President & CEO, CAF America

Guests: Paula Fabiani | CEO, IDIS

**Announcer:** Learn how to take your caring and giving farther with the *Caring and Funding Podcast* powered by CAF America. CAF America, America's leader in cross border philanthropy, helps corporations, foundations, wealth advisors, and individuals who wish to give internationally and within hands to due diligence in the United States.

Through its industry-leading grants management program and philanthropic advisory services, CAF America helps donors amplify their impact and ensure their gifts are made in a safe and effective manner. This *Caring and Funding Podcast* is dedicated to the donors and the charities they support. Our guests are leaders in their field who join us to share tips for success and stories that inspire.

Our host is Ted Hart, the CEO of CAF America. After the show, you can find all our podcasts at [cafamerica.org](http://cafamerica.org), on iTunes and now just say, "Alexa, play C-A-F America," on TuneIn. Now, welcome the host of CAF America's *Caring and Funding Podcast*, Ted Hart.

**Ted Hart:** Welcome to CAF America's *Caring and Funding Podcast*. CAF America's global partnerships enable carefully chosen teams around the world to bring together the very best of talents and strengths. In today's world, philanthropy often moves at the speed of the internet, even if the human condition has not yet learned to heal, or grow, or change, or rebuild, or a host of other things that philanthropy can and will address at that same lightning speed.

CAF America's global partnerships enable us to bridge those great divides by bringing to the American donor the very best of philanthropic expertise and services on the ground in countries around the world. Through this podcast series, we introduce our listeners, our donors, to partners we collaborate with and partners who collaborate with us in making it possible for that long arc of history, that long arc of philanthropic change, to bend a little faster, with much more assurance and with that full regulatory compliance, risk management, and regulatory compliance that you come to rely on from CAF America.

Today on this special edition of the *Caring and Funding Podcast*, it's my pleasure to introduce you to Paula Fabiani, Chief Executive Officer of the Institute for the Development of Social Investment, IDIS. IDIS is a member of the CAF Global Alliance and our partner in Brazil. IDIS, as they are known, was established in 1999 as a public interest non-governmental organization to provide support to social investors in Brazil and Latin America.

IDIS facilitates participation of individuals, families, companies, and communities in strategic social actions that bring social change and help reduce social inequities in the country. Committed to promote and structure private social investment as a tool for development of a more equitable and sustainable society, IDIS acts in two ways: by developing proactive initiatives and by meeting the demand for technical support of companies, foundations, institutes, families, and individuals.

Paula Fabiani has previously served as financial director for the Maria Cecilia Souto Vidigal Foundation and controller of Akatu Institute. Paula served in a private equity area of Votorantim Group and at one of the investment companies. She worked at BankBoston with Asset Management & M&A and at Lloyds Bank with trade finance. She has a Bachelor's in Economy from University of São Paulo, holds an MBA from the Stern School of Business, New York University, has executive education in Endowment Asset Management from the London Business School, Cambridge, and Yale, as well as Nonprofit Sector Management from the Getulio Vargas Foundation.

She's author of two books about endowments in Brazil, and one about early childhood development in the Amazon. She is the only Brazilian accredited in Social Return on Investment evaluation practitioner by Social Value UK. She is a member of the Network of Political Action for Sustainability, and a board member of Vladimir Herzog Institute and of WINGS.

Paula Fabiani is a CEO of IDIS and welcome here to the *Caring and Funding Podcast* and our special global partnerships series.

**Paula Fabiani :** Hello. It's a great pleasure and an honor to be here, Ted.

**Ted:** It's great to have you too.

**Paula:** It's really nice to be part of your podcast.

**Ted:** Thank you, Paula. There are only a few places around the world that there are renowned philanthropic forums. One of those is the Brazilian Philanthropy Forum, which is the Brazilian Forum for Philanthropists and Social Investors, which is a signature initiative of IDIS, but it's also a partnership with a prestigious Global Philanthropy Forum, providing an exclusive, convenient space for the philanthropic community to exchange experiences and learn with peers.

I've had the privilege of being invited to present at the Brazilian Philanthropy Forum, and I'm aware of just how important this event is and the strategic initiatives that are discussed at this important philanthropy forum. My question to you is, to help our American donors understand the importance of the Brazilian Philanthropy Forum and the work that IDIS does to pull this together each year.

**Paula:** Thank you, Ted. We are very proud of this partnership with the Global Philanthropy Forum. We have been running the Brazilian Philanthropy Forum for nine years. This year, we are going online as everybody else but it's really the most important event for the philanthropic community in Brazil. It's a place where people meet and build partnerships, and also discuss the most relevant issues of the philanthropic sector globally and also in Brazil.

As you mentioned, IDIS has been helping donors for over 20 years in Brazil to have more impact and be more effective. We're always trying to help and reach the most vulnerable. We also help establish funds and philanthropic structures in the sector. We have been working with many

international donors. I have to mention, for example, that the first grant to make the Brazilian Philanthropy Forum viable was made by Rockefeller Foundation. They funded us for the first three years of the forum.

Since then, we have gathered almost 2,000 participants. It's an exclusive event only for people who are invited. We try to really reach the most important philanthropists in the country, and we always have international and national speakers. Certainly, this has become the most important event and a reference for our sector in Brazil.

**Ted:** For an American donors obviously, knowing that IDIS is the host of such an important philanthropy forum is impressive. Help us understand the significance of your connection to the Global Philanthropy Forum.

**Paula:** We actually went to the Global Philanthropy Forum, because we had heard and got knowledge that this is an important space for global philanthropists, and that's when we met Jane Wales, who was running the Global Philanthropy Forum at that time and the whole team. From that point, we started this partnership. We have been together in this entrepreneurship for over nine years.

It was incredible how we had similar objectives in putting together such an event to try to really make our philanthropy more strategic, more impactful, and discuss the relevant issues that are happening in our country, but always bringing the perspective of other countries, which means a global perspective because the world has become a smaller place and our problems are very interconnected.

**Ted:** One of the things that's always very much impressed me about your work, Paula, but certainly, the work of IDIS is that you put strategies in place and you work for the long term and you stay with it until you see the success of the program. One such piece of work started all the way back in 2011. Seeing a piece of legislation passed in Brazil that has taken such a long and arduous process. You were very much involved with the endowment law. You advocated for its benefits and built the relationships with government and nonprofit organizations until it was finally signed by President Bolsonaro officially approved it, I think it was recently. The endowment's law really transforms the ability for donors and in particular, for Americans, around the concept of trust, being established. Help us understand why this is important and why this is really transformational for philanthropy in Brazil.

**Paula:** Thank you, Ted. It's been a long journey, but a very fruitful one. We're very proud of this legislation that was approved in 2019, last year. It was actually the first legislation approved by our current president. The idea is to create a legal structure that protects the funds on the long term. We didn't have a legal framework that could really protect funds on the long term, and we felt that this was really important for the development of philanthropy in the country, and also attracting international resources for the causes and the problems we have here in Brazil.

I do believe that Brazil has moved to improve its culture of giving that's something we have been working on as well. We really needed a legislation that could protect such funds and also created a that could bring governance, managerial processes, and also selection processes that can guarantee to the donor that this money is going to be well used.

At that point, we had some very, very small grant from Ford Foundation that helped us start this process. Since 2019, we could fundraise significant funds and create a coalition of endowments. We gather over 70 organizations that signed a pledge to the government to create an endowment legislation. Then after that, we have the fire of our National Museum that really sensitized our governmental authorities, that this was something important, because such a museum didn't have an endowment as many others in Brazil because of the lack of a proper legal framework.

Since the legislation was approved, we have been seeing an increasing interest in granting endowments in the country. We have two structures already in place, and we have over 10 that are being created. IDIS has been supporting, has been doing consulting work and technical support, to restructure many of such funds, especially to museums and universities in the country.

**Ted:** Paula, we've had an opportunity so far to talk about IDIS and its ability to be connected on the global stage and also its ability to work on legislation even when it takes many years to make legislation possible to change the philanthropic landscape in Brazil. We're going to take a very quick break.

When we come back, I want to start talking specifically about some of the services that are available in Brazil, through IDIS for donors who would like to make a difference with their philanthropy in Brazil. Specifically, when we come back, I want to talk about IDIS's extensive experience in advising corporations on their strategic social actions. We'll be right back.

**Announcer:** Remember our podcasts and archives are always available 24 hours a day at [kappaamerica.org](http://kappaamerica.org), on iTunes, or just say, "Alexa, play C-A-F America," on TuneIn. Now, back to the *Caring and Funding Podcast* and our host, Ted Hart.

**Ted:** There are a number of different services that IDIS is known for and has expertise in. I have the privilege today of speaking with Paula Fabiani, who is the CEO of IDIS in Brazil, our partner on the ground in Brazil. IDIS has extensive experience advertising corporations on their strategic social actions by developing purposeful initiatives that bring about social change and help reduce social inequities in the country. For donors who want to make a difference, can you share with us an example of what you mean about this kind of advisory capacity?

**Paula:** IDIS has really the capacity to design and implement impactful programs here in Brazil. One example that I like to mention is our experience in the Amazon region. There, we can identify one of the most vulnerable group of children in the world, the Riverine children from the communities that live along the river. We had funds from a foundation that wanted to really improve the lives of such children. We designed a program focusing on early childhood

development to train health community workers that perform visiting programs to families with pregnant women and also children from zero to five.

It was such a successful program that it became a public policy. We did an evaluation process and that brought evidence to the government that having a public policy in place was very important for the children, especially in the Riverine regions of the Amazonas state. One thing that was a further development of such programs was that from the evaluation process, we identified that most of the children have recurrent diarrhea, and that is really something that impacts negatively child development. They don't grow up to become full adults that can perform as many things that we can do.

So then we developed a further intervention to identify and reduce anemia, which is one of the impacts of diarrhea, and also to treat water and create better sanitation conditions by implementing elevated bathrooms, because that's a region that has lots of floods that are impacting the water, that's why they don't have drinkable water. And also, the consequence is that most children, we had one of the schools that we tested for anemia and more than 50% of the children at school had anemia. It's just terrible what happens there. With the intervention, this percentage of children dropped to 5%, 4.5% to be exact. It's something simple solutions that can easily be implemented on the ground and create an incredible impact.

We also collaborated with the Mott Foundation to design and develop a community philanthropy program to leverage local assets and also bring strategies to have continuity of the programs in place even when the foundation stops funding it. This is one thing that we focus on, always creating solutions that can have continuity, and that can be scaled up.

You also mentioned some work that we do to help organizations enter Brazil. We perform at the service for freedom fund, for example, where we develop a feasibility study so that they could identify the best spots where they could implement their strategy and be more successful.

These are the kinds of activities that we do and talking about corporations, one program that we are very proud of is a program that we developed with Anglo American, a mining company. It was all based in asset-based community development strategy, where we worked with over 100 social actors in the mining region, where the company operates in a capacity program to design projects and also, fundraise via other means so that these organizations can have the capacity to continue the work they're doing, even when the mining company left this region. These are the kinds of programs and projects that we do to help companies, to help foundations, and to help donors have more impact on the ground in specific regions of the country.

**Ted:** Terrific. Paula, sometimes American donors have the funds, they know that they want to make a difference, but they may not know which charities they want to support. Does IDIS have the capacity to be able to do evaluation, and selection of charities, and projects to make sure that there is a good return on investment or a good use of the funds that are available from say a corporation that wants to make a difference?

**Paula:** Certainly, Ted. This is something that we do a lot, especially for international donors. Selection of the best projects in a certain cause. We have been working for example with Avon Foundation for the last 15 years. We run their selection and monitoring of programs in Brazil. They work in Brazil with two causes: in cancer focusing on women, and also a program to combat violence against women and girls.

We have also worked with Mosaic, a fertilizer company and the focus they have is on selecting the best projects in water because they design for them with water. You also mentioned the evaluation. As you mentioned in the beginning of this podcast, I am a certified evaluator in social return on investment. We have done lots of evaluations on the ground in many different causes. Health, education, social impact business, culture, community development.

What we do is we monetize the social impact to compare with the money that was invested, that was dedicated to what project so that we can calculate the return on such investment or the return on such funds. IDIS is the only certified organization in this practice and we have run over 20 projects with this focus.

Just to mention one example, we have this project in early education. The return was four times the investment of the foundation. They decided to expand their program based on this evaluation. Another example that makes me really proud is a program focusing on culture. Their return with six times the invested funds. A part of this program was funded by the local governments, and they decided to maintain the funding based on this evaluation results.

This is an important way of proving the effectiveness of an initiative, or a program, or an organization. We believe that by measuring the impact we can really invest in better programs on the ground. As you mentioned, selection and validation of organization is something that we do a lot to help donors increase their impact and find the best projects in place.

**Ted:** Paula, from time to time, of course, there are emergencies that arise whether it's a fire at the National Museum or coronavirus in Brazil, and having trusted partners on the ground that can make a difference, and can ensure that funds are spent for the purpose in which they are intended is of course very important. Talk to us a bit about IDIS's role in ensuring that emergency funds can and will be spent for the purpose in which they're intended in Brazil.

**Paula:** Oh, Ted, this is an emergency moment that we're living. This experience of starting an emergency fund in one week was really incredible. The most important lesson that I thought is you need agility, you need compliance procedures, and you need partnerships. We started this fund with two other organizations. We have already assembled \$7 million dollars in this emergency fund for coronavirus relief.

It's a wonderful story of how to develop and distribute emergency funds in the country. We have really put a lot of attention on the selection -- we focused on nonprofit hospitals, and also research, and test producers on the ground because we thought this was the most important, and

the most urgent need that we would face in the short-term. We have granted to over 23 nonprofit hospitals and health organizations. We want to reach 50.

One thing that was really important was how we could attract corporations. We have one branch that was \$5 million from a company that works in the pharmacy sector, and also, how we could have a strategy that could address the emergency, but also leave a legacy. We always fund equipment and equipment that could be used by such hospitals or such health organizations on the long-term. It was a wonderful experience. We also fundraise with individuals.

We have over 10,000 donors in this emergency fund and it has been kind of one of the largest funds in Brazil at the moment. It was also an incredible experience not only because we are helping the people that are in most need because we work only with nonprofit hospitals that provides services for free to the population, but also when we listen to the stories of the doctors and the people that work in such structures, it's really something that made us very emotional and very proud to be part of such an initiative.

It was really an incredible experience. I believe this is something that we're going to carry over our lives. It is the story of putting together this emergency fund in Brazil.

**Ted:** Well, I want to share something that I certainly will remember as well is that we only have a few moments left here Paula, but the cross-sector collaboration that we were able to put together with IDIS and the US consulate in Brasilia where we were able to put together a two-year project focused on the development of civil society sector in Brazil.

I had my colleague Jessie Krafft and I had the pleasure of joining you in São Paulo and to provide some training. Please, wrap up the last few moments that we have in sharing with us the incredible service that was provided by IDIS, and just the kind of opportunity that this provides donors to support the education and training. I think it's the epitome of what IDIS does in bringing together multiple sectors in support of philanthropy.

**Paula:** Yes. Well pointed. This was an incredible experience. We could reach organizations that work with the most vulnerable and in several different causes. The training was really important for them to increase their capability to fundraise locally and internationally. The evaluation of the participants was really impressive. I think we did a wonderful job in partnering and providing training to such organizations.

I think this is a kind of example where we can design and implement something that adds strategic value to our partners and our clients. In this case, it was the US consulates that decided to perform such an initiative. It was really an interesting project, and we were very proud to have you and Jessie here in Brazil. I think it was very well mentioned this partnership that we had with CAF America.

**Ted:** Well, thank you, Paula. We're very proud to have IDIS as our partner in Brazil, and the incredible opportunities that you provide all Americans as they look to provide support and philanthropy in Brazil. Thank you.

**Paula:** Thank you very much, Ted.

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