

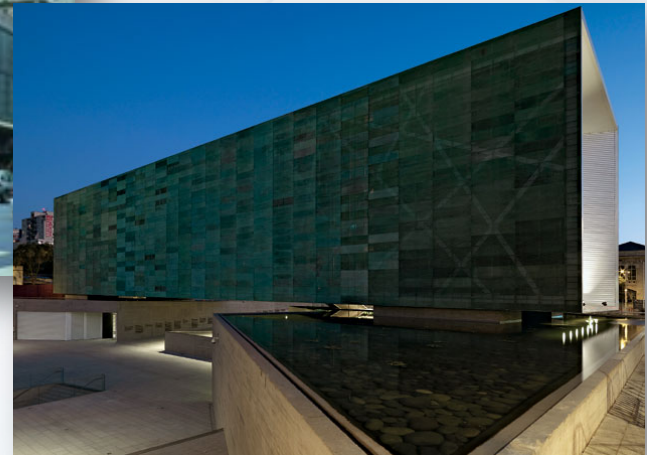


FEDERAÇÃO DE AMIGOS
DE MUSEUS DO BRASIL

**BRAZILIAN FEDERATION OF
FRIENDS OF MUSEUMS**

VOLUNTEERISM AND MUSEUMS

AN OVERVIEW OF BRAZIL AND SOUTH AMERICA



HISTORY OF VOLUNTEERISM

- The charitable actions coincide with the growth of religious organizations (Hudson, 1999);
- The first institutions for the care of children were established in South America by Catholic congregations (Pilotti and Rizzini, 1995).



- Social security had an interventionist State, with the collaboration of Catholic religious institutions – Social Welfare Institutions (Kisnerman, 1983);
- One of the first charity hospitals in South America was opened in 1565 in Quito, Ecuador.

- Volunteer work took place through initiatives of religious nature, legitimized by the State;
- In the early twentieth century, the institutions had different origins and purposes:
 - Religious;
 - Healthcare;
 - Educational;
 - Assistance to immigrants;
 - Professional or labor-class institutions.

- 1980s → The State adjusted their budget and slowly decreased social welfare funding, transferring them to private ventures;

Co-responsibility → NGOs, foundation, private companies and the State

SECTOR STATISTICS

- In South America, voluntary work is still largely associated with welfare, healthcare and education;
- Women account for the vast majority of the volunteer workforce;
- Major age groups → from 25 to 34, followed by the younger group of 18 to 24 year-olds.

VOLUNTEERISM IN BRAZIL

- 1935 → Law on Declaration of Public Utility;
- 1942 → Brazilian Legion of Assistance, headed by the country's first lady;
- 1970s → First NGOs emerged in Brazil fostered by European organizations;
- 1979 → National Volunteer Program;
- 1998 → Law No. 9608, regulates voluntary work.

PREFERRED SECTORS FOR VOLUNTEERING IN BRAZIL	
Sectors in order of preference	Percentage
Child care	24.65%
Education	12.10%
Assistance and social services	7.85%
Hospital	5.36%
Elderly and adult care	4.97%
Day care centers	4.78%
Environmentalism	4.76%
Youth care	4.33%
Healthcare	4.15%
Culture	3.44%
Human rights and citizenship	2.46%
Care for people with disabilities	2.10%
Conservation of natural resources	1.37%
Sports	1.01%
Women's rights	0.55%
First aid	0.23%
Museums	0.20%
Pollution control	0.15%
Medical services for rehabilitation	0.11%
Others	15.43%
Total	100.00%

Source: www.voluntarios.com.br (08/31/2007)

**According to a survey by the UN,
the number of volunteers in Brazil
grew from 22 million to 42 million after
the International Year of Volunteers in 2001.**



MUSEUM AND VOLUNTEERISM IN BRAZIL

Identified needs:

- Clear volunteering policy;
- Structured volunteer program;
- Defined scope of activities for volunteers;
- Offer of volunteer jobs;
- Welcoming and appreciative approach toward the volunteer;
- Relationship building;
- Volunteers → gateway to the job market.



- In 2008, The Brazilian Ministry of Culture, through the Department of Museums (DEMU), implemented a volunteer program for the retiree;
- The Volunteer Center of São Paulo created a workshop for the Management of Volunteer Programs in Museums.

MUSEUM OF MODERN ART (MAM) - São Paulo

Social inclusion is also part of the museum's volunteer program.



TREND: CORPORATE VOLUNTEERISM

**A growing trend is towards a greater
involvement of the private sector in social
and community actions.**

Corporate Volunteering → “...the formal organized support
of a company to employees or retirees who wish to serve,
voluntarily, a community with their time and skills”

(source: Points of Light Foundation).

Research in Brazil:

- Brazilian Association of Sales and Marketing Managers - 2005
Target: 2819 small, medium and large companies.
 - 62% encourage their employees to voluntarily participate in social activities.

- NGO RioVoluntário - 2007
Target: Nearly 100 companies nationwide.
 - 96%: Replied that the main benefit of maintaining a volunteer program is improving the organizational morale.

Most of the investment made by private sector companies is concentrated on welfare, health and education.

Only 0.02% of the overall investment is allocated to museums.

DISTRIBUTION OF ENTITIES BY SECTOR

Sectors	Percentage
Child care	17.45%
Assistance and social services	13.74%
Care for people with disabilities	8.95%
Education	8.30%
Day care centers	5.66%
Elderly and adult care	4.20%
Youth care	3.82%
Human rights and citizenship	3.37%
Healthcare	3.26%
Community associations	3.06%
Medical services for rehabilitation	2.82%
Promotion of citizenship	2.26%
Hospital	2.02%
Culture	1.82%
Environmentalism	1.58%
Sports	0.75%
Conservation of natural resources	0.53%
Protection of animals	0.51%
Professionalization	0.40%
Women's rights	0.38%
First Aid	0.24%
MUSEUMS	0.02%
Others	14.86%
Total	100.00%

Source: www.voluntarios.com.br (08/31/2007)

FINAL THOUGHTS

- The increasing awareness of volunteer work as a way of civic action through the activities of NGOs, foundations and private companies in a type of co-responsibility with the State;
- It is important to attract investments and voluntary actions focused on museums;
- In a scenario where countries are still in the process of social and cultural development, volunteer work greatly benefits not only the museums, but also society at large.



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