

# Economic inclusion and income generation of the LGBTQIA+ population in Brazil

Challenges, initiatives and financing



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# Presentation

Positivo Fund presents with great satisfaction and joy the research entitled “Economic inclusion and income generation of the LGBTQIA+ population in Brazil: Challenges, initiatives and financing”.

This research is a combined effort between Positivo Fund and Matizes Institute, with the support of Wellspring Philanthropic Fund – WPF, and it sheds light on matters of economic justice for the LGBTQIA+ population in Brazil, condensing, analyzing and reflecting on what these initiatives bring up.

Positivo Fund has worked with the LGBTQIA+ population since its inception. In the beginning, the focus was exclusively on the health sector, but years later it expanded its scope, and it started to support access to full citizenship through guaranteeing the rights of the LGBTQIA+ population in a context of greater vulnerability – among other markers of social exclusion of dissident bodies.

It is clear that the LGBTQIA+ population is significant in the country. However, they do not have full knowledge on their rights or how to access them. One of the rights denied to this population is access to economic justice, which makes it difficult for them to enter the formal or informal labor market, whether in providing services or developing products.

The LGBTQIA+ population suffers a vast range of LGBTQIA+phobic episodes of violence, starting in the social spaces of their family and transcending to formal education, prohibiting dissident bodies from having access to the full right to education and student retention policies. This represents yet another challenge to carrying out work activities.

These episodes of violence prevent the LGBTQIA+ population from exercising their right to work due to stigma, intolerance and lack of education, which leads to under-employment and unemployment. Travestis and trans people are the group within the acronym that faces the highest rates of formal unemployment, with up to 90% living off prostitution as the only source of income.

Sex work has multiple dimensions and facets, and Positivo Fund recognizes the right of each individual to have autonomy over their body in the exercise of desire and pleasure, at the same time that it understands the importance of sex work not becoming the only source of income for portions of the LGBTQIA+ population.

Furthermore, it is possible to increasingly notice the involvement of companies and organizations with the ESG agenda, which encompasses environmental policies,

social responsibility and governance. Within ESG strategies, actions and projects aimed at valuing diversity and inclusion stand out. In this context, such efforts allow us to affirm that diversity and inclusion make up essential elements of the democratic process.

As companies develop and apply the concept of ESG, aiming to ensure greater acceptance of diversity in their internal dynamics and in their staff, we wonder how such efforts are effectively considering gender and sexual orientation aspects in the corporate environment.

This research presents alternative methods of generating resources, via the development of individual and collective income-generating projects or by opening enterprises. Considering that a significant portion of these initiatives are supported by external funders, it is worth asking: How has this process been consolidated? Is there an intersection that unites them? What is similar among these different initiatives? What is the impact? Could they be improved?

Based on these inquiries, Positivo Fund strengthened ties with the Matizes Institute to create this social cartography, shedding light on how initiatives are currently being developed in the country, both by social project funders and those who develop actions in the income generation and economic justice sectors.

We wish you good reading, reflecting and changing of mindsets.

Executive Coordination of Positivo Fund

*Harley Henriques do Nascimento e Élide Miranda dos Santos*

# Introduction

Social organizations have been one of the main actors responsible for formulating projects and initiatives aimed at the economic promotion of the LGBTQIA+ population in Brazil. They are joining forces with sundry public and private actors who have come to play an important role in strengthening the conditions to economically include LGBTQIA+ people.

These initiatives and this ecosystem are generally based on the diagnosis that points out that discrimination against LGBTQIA+ people brings forth economic losses for this population, reducing the chances of one getting a job or generating income on equal terms with society as a whole.

For this reason, overcoming this scenario requires the implementation of specific actions that are capable of reducing inequalities that to this day keep portions of the LGBTQIA+ population in a state of economic precariousness due to sexual orientation, identity and gender expression, and sex characteristics.

In Brazil, LGBTQIA+ organizations and initiatives have worked to promote a wide range of activities: professional training in fashion, aesthetics, IT and cooking; training for resume creation and preparation for job interviews; courses focused on entrepreneurship basics, such as formalization and financial management, among others. Offering sundry skills and support like technical knowledge, professional training and psychosocial support is a valuable tool for improving the capabilities of LGBTQIA+ people to enter the labor market, open a business or engage in some other occupation – often in the informal sector – to generate income.

All these efforts, however, are developed in a context marked by challenges, such as the obstacles faced by social organizations and initiatives to make the actions they promote financially viable – raising funds is pointed out as the main challenge by 69.2% of them.

Even when initiatives and organizations manage to overcome these and other obstacles, being able to develop and finish projects aimed at economic promotion, there is a persistent barrier identified in this research that has been central to the maintenance of a scenario still marked by the economic exclusion of the LGBTQIA+ population nowadays: the low absorption of this trained workforce in job opportunities, as well as the hurdles encountered by LGBTQIA+ people who received training in entrepreneurship to maintain an active business capable of generating income. For organizations that track these impacts, no more than 1 in every 4 LGBTQIA+ participants in their projects and initiatives manage to be formally hired or maintain a business after 12 months.

These are some of the main findings of the research **Economic inclusion and income generation of the LGBTQIA+ population in Brazil: challenges, initiatives and financing**, developed by Positivo Fund and Instituto Matizes. Carried out between 2023 and 2024, the investigation presents an analysis of the main challenges and opportunities discovered by organizations and initiatives in regard to the economic promotion of the Brazilian LGBTQIA+ population, as well as the role of financing in carrying out these actions.

This unprecedented and pioneering study aimed to map the contexts surrounding economic promotion for LGBTQIA+ people, involving many actors and social instances at each stage of the investigation. We encourage other social organizations, public and private grant funders, initiatives that foster income generation and economic inclusion to be inspired by this first research and for others to follow suit, expanding the scope of activities and uncovering other innovations in this field.

The results are presented as follows:

**Chapter 1:** Challenges for the economic promotion of the LGBTQIA+ population

**Chapter 2:** Projects on LGBTQIA+ employability and income generation

**Chapter 3:** Project funding

The analyses presented below can provide information to organizations, grant funders and sundry public and private actors interested in valuing the economic promotion of LGBTQIA+ people, an unavoidable step towards reducing inequalities and discrepancies in opportunities in Brazilian society.

# Methodology

The research involved mixed methods with a qualitative and quantitative stage.

## Qualitative stage

### 1. Research instrument: semi-structured interview

**Target audience:** representatives of institutions such as Brazilian financing funds, civil society organizations, social initiatives, foundations, international organizations, Diversity, Equity and Inclusion (DE&I) company managers.

**Execution date:** from October 2023 to March 2024.

**Number of participants:** 12

### 2. Research instrument: focus group

**Target audience:** Representatives of civil society organizations and public authorities (management of government programs and measures to generate employment and income for LGBTQIA+ people).

**Execution date:** February 2024.

**Number of participants:** 4

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## Quantitative stage

### Research instrument: self-administered structured online questionnaire

**Data gathering:** exploratory research with respondents reached via publicity on social media and by sending emails to institutional databases.

**Target audience:** social organizations and initiatives with projects aimed at employability and/or entrepreneurship for LGBTQIA+ people.

**Execution date:** from December 8, 2023 to February 28, 2024.

**Sample:** 104 cases.

**Margin of error:** 10 pp with a 95% confidence interval.

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## Quantitative sample profile

### Year of formalization %

1989 - 2000	14,7%
2001 - 2005	20,6%
2006 - 2010	9,1%
2011 - 2015	9,0%
2016 - 2020	29,9%
2021 - 2023	16,0%

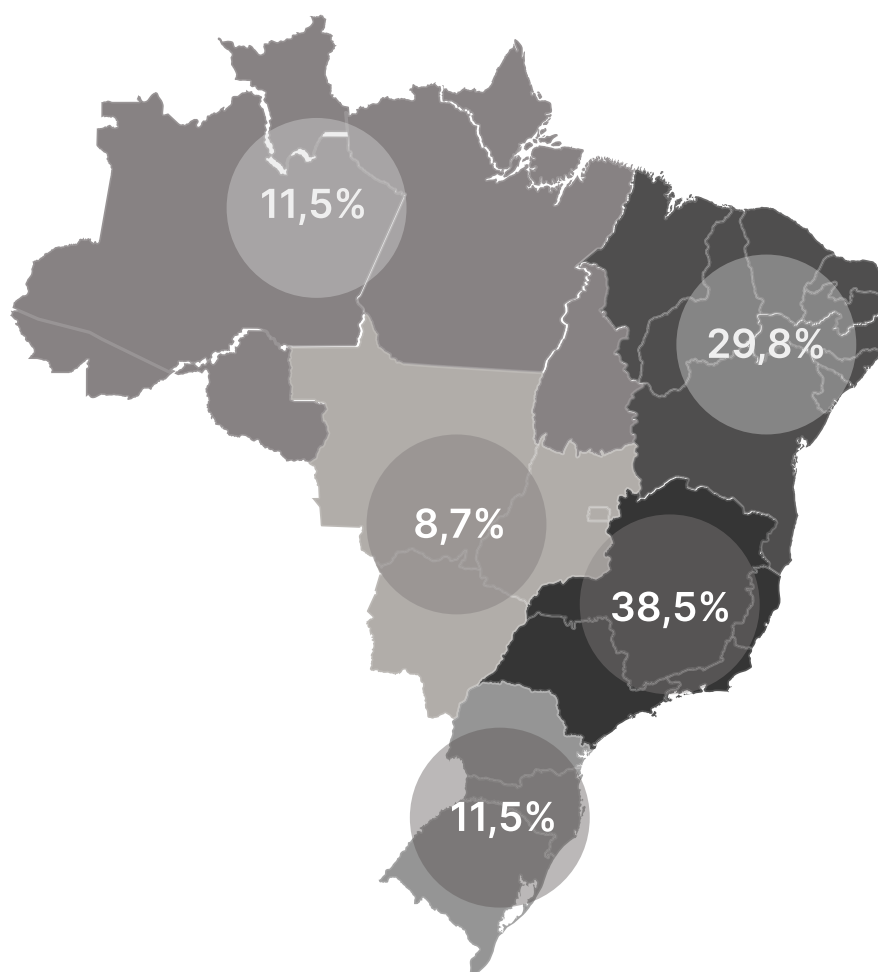
### Founded in

### Operating time

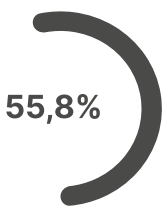
### %

1970 - 2000	30+ years	14,6%
2001 - 2005	20-29 years	16,2%
2001 - 2005	14-18 years	7,8%
2011 - 2015	9-13 years	14,5%
2016 - 2020	5-8 years	39,5%
2021 - 2023	5-8 years	7,7%

### Location of the organization's headquarters by region

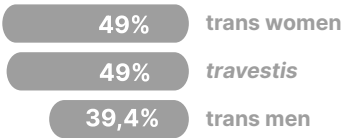


# Key findings



of LGBTQIA+ economic inclusion projects developed by Brazilian initiatives and social organizations are focused on both **employability and entrepreneurship**.

**Transgender people** are the main target audience for LGBTQIA+ economic promotion projects.



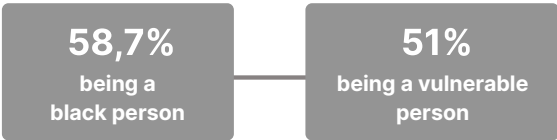
There is a predisposition to prioritize transfeminine identities (trans women and travestis<sup>1</sup>):

## Origin of external financing for LGBTQIA+ economic promotion projects

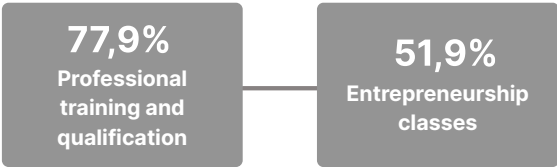


**In other words, the private sector finances more projects for LGBTQIA+ economic inclusion than the Brazilian State.**

The target audience of projects is also qualified by **intersectionality** when considering other markers, such as:



These are the key activities carried out by LGBTQIA+ income generation projects:

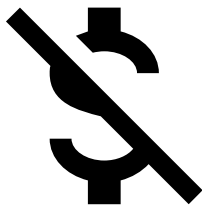


of organizations and initiatives indicate that the main challenge in carrying out projects is the difficulty in securing external financing.

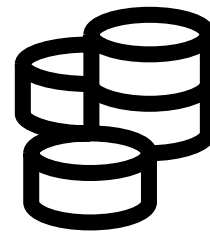
1. People who recognize their gender identity as travesti, regardless of whether or not they undergo surgical or aesthetic procedures. Travestis are part of the femininity spectrum and, therefore, must be treated as female. This gender identity stems from different Latin American cultures.

**+ R\$ 50,000.00**

This is the **amount raised by 68.1% of organizations and initiatives that managed to secure external financing** for the project focused on economic inclusion and LGBTQIA+ income generation in Brazil.



Almost half of ongoing projects, 48.3%, have never received external financing.



The increase in the income of LGBTQIA+ project participants is the most verifiable positive impact for 54.8% of organizations and initiatives.

There still is low conversion of LGBTQIA+ participation in projects:

#### IN HIRING

**At most 1 in every 4 LGBTQIA+ participants secured a formal job with a formal contract**, according to 57.5% of organizations and initiatives.

#### IN ENTREPRENEURIAL ACTIVITIES

**At most 1 in every 4 LGBTQIA+ participants opened a new business**, according to 77.4% of organizations and initiatives. **Only 1/4 of these people managed to keep the business running** for at least 12 months.

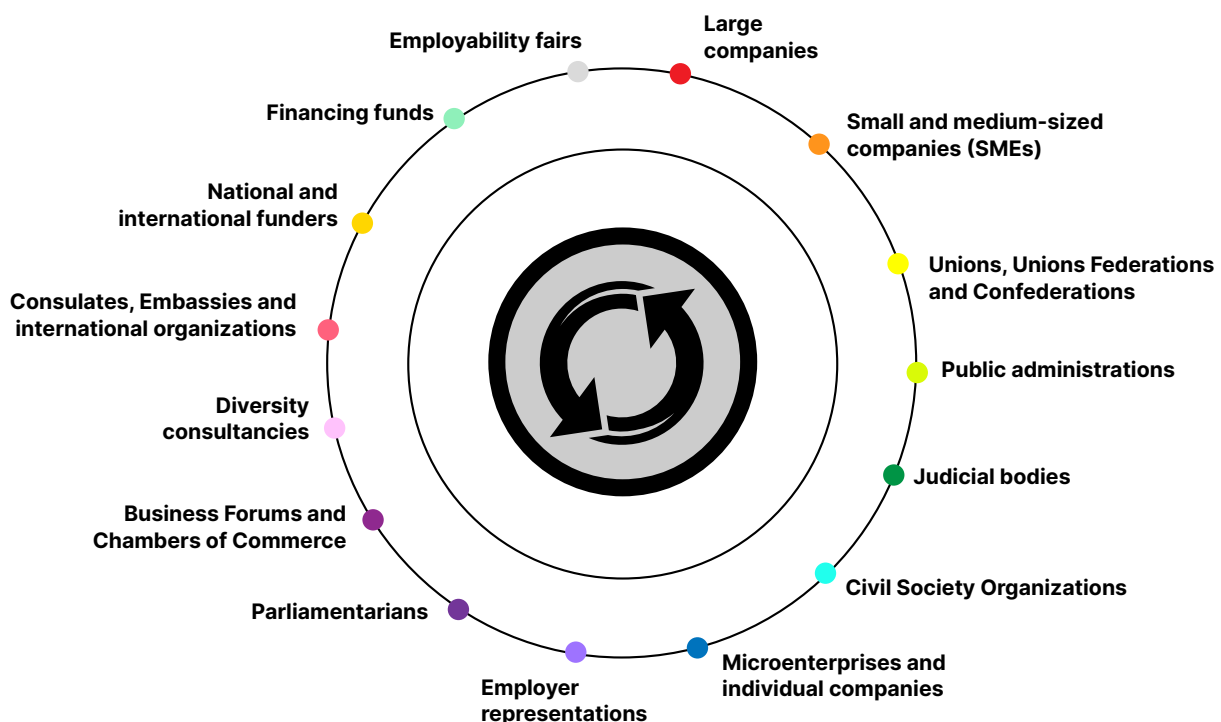
These project limitations aren't necessarily associated with the project's quality, but for LGBTQIA+ income generation actions to be effective they require greater attention from the State and companies.

# Researched ecosystem

The promotion and economic inclusion of LGBTQIA+<sup>2</sup> people consist of developing a set of efforts, strategies and dynamics to generate income. Overcoming economic exclusion based on sexual orientation, gender identity or expression depends on the functioning of an ecosystem of actors that fulfill specific and complementary functions in Brazilian society.

The interaction among these actors, with variations in each context, has been responsible for the gradual advances made in recent years towards ensuring income generation for the LGBTQIA+ population. These actors are betting on at least two paths for LGBTQIA+ economic promotion: employability, through the creation of jobs in the formal market; and entrepreneurship, supporting business generation and self-employment in the formal or informal market. The chart below presents some of the main actors that make up the ecosystem for the economic promotion of the LGBTQIA+ population in the country.

## Ecosystem of economic production of the LGBTQIA+ population in Brazil



2. The acronym used in this report to refer to all lesbian, gay, bisexual, travestis, trans women, trans men, and transmasculines people, intersex, non-binary, queer and asexual people is LGBTQIA+, according to the acronym officially adopted by the Brazilian state since 2023. All other versions of the acronym contained in this report and resulting from citations to documents, institutional nomenclatures or legislation are written in italics.

**Large companies**

Companies with greater capacity to develop diversity areas and policies, hire LGBTQIA+ people and support projects.

**Small and medium-sized companies (SMEs)**

Companies that might have diversity areas and capacity to hire LGBTQIA+ people and support projects.

**Unions, Unions Federations and Confederations**

Union representatives whose role is to improve working conditions and income.

**Public administrations**

Public entities that work in developing public policies, building bridges and promoting actions and projects.

**Judicial bodies**

Entities that work to monitor and promote policies and actions, such as the Public Labor Prosecutor's Office.

**Civil society organizations**

They work with the multiple dimensions of the economic exclusion of the LGBTQIA+ population, developing projects, creating networks and partnerships, changing laws and policies, publicizing job opportunities in companies.

**Microenterprises and individual companies**

Companies that can be led by LGBTQIA+ people or hire them.

**Employer representations**

Institutions that stand for companies and business sectors before unions and governments.

**Parliamentarians**

Elected congressmen, senators and councilors who promote debates, create legislative projects and fund projects and actions via public funding.

**Business Forums and Chambers of Commerce**

Entities that promote dialogue between companies and different actors, advancing diversity and inclusion agendas, such as the LGBTI+ Business Forum and the Brazilian LGBT Chamber of Commerce.

**Diversity consultancies**

Companies that offer services and knowledge to other companies in matters of diversity and inclusion, and may publicize job opportunities for LGBTQIA+ people.

**Consulates, Embassies and international organizations**

Entities that actively strengthen networks and promote and fund projects, such as the International Labor Organization.

**National and international funders**

Organizations that donate resources and tools to financing funds and, in some cases, to social organizations.

**Financing funds**

Organizations that act as intermediaries between funders and organizations, such as Positivo Fund and Fundo Elas.

**Employability fairs**

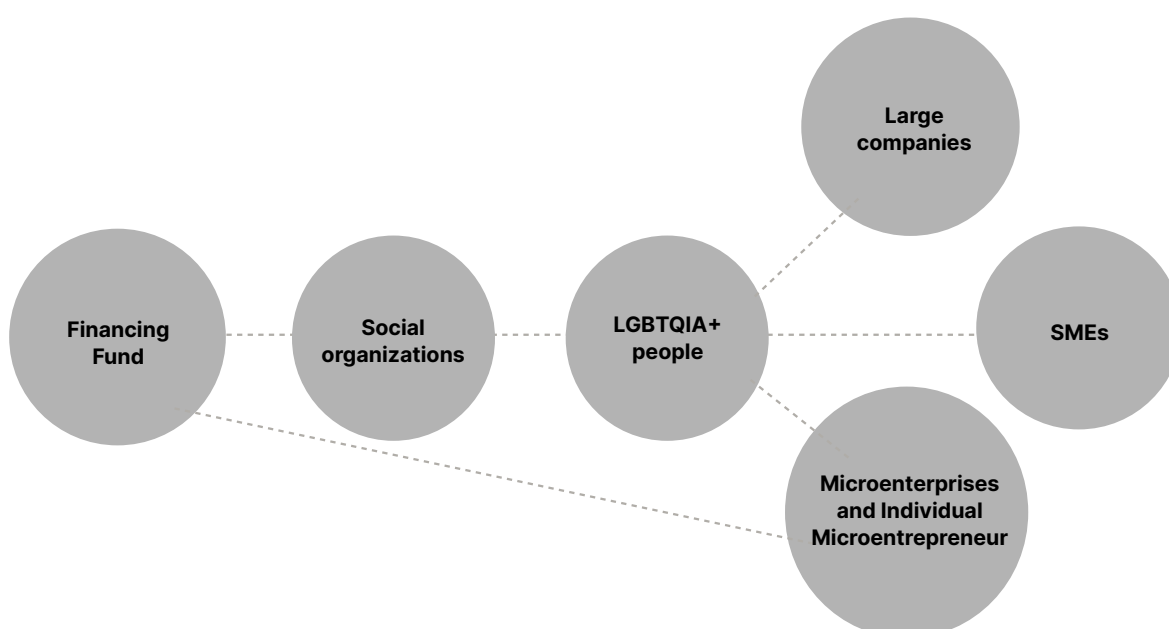
Initiatives that seek to connect different actors in order to promote income generation opportunities for the LGBTQIA+ population, such as Triboq and Feira Divers/A.

**This research selected the following actors described previously: financing funds, social organizations, microenterprises and individual microentrepreneurs (called MEI in Brazil), small and medium-sized companies (SMEs) and large companies.**

This selection aims to grasp the impact of the financing offered by financing funds for social organizations and for initiatives that develop projects that strengthen and support the economic inclusion of the LGBTQIA+ population. More specifically, the research sought to understand how such projects have contributed to the generation of income and economic inclusion of LGBTQIA+ people, whether via hiring in job opportunities or through the creation of new enterprises or formal and informal income-generating activities.

### Actors adopted in the research

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**Financing funds and company notices** are the main funders and supporters of both **social organizations and small entrepreneurs**. In this research, we found projects carried out by individual micro entrepreneurs and startups that promote income-generating activities for the LGBTQIA+ population.

Projects and initiatives developed by **social organizations and small entrepreneurs** have tried to ensure insertion in the labor market in **large, medium-sized and small companies**, as well as the development of income-generating skills, via opening a business, or even to provide services and sell products informally.

# **CHAPTER 1**

## **CHALLENGES FOR THE ECONOMIC PROMOTION OF THE LGBTQIA+ POPULATION**

**This chapter presents the  
following information:**

1. Main challenges
2. Major legal milestones

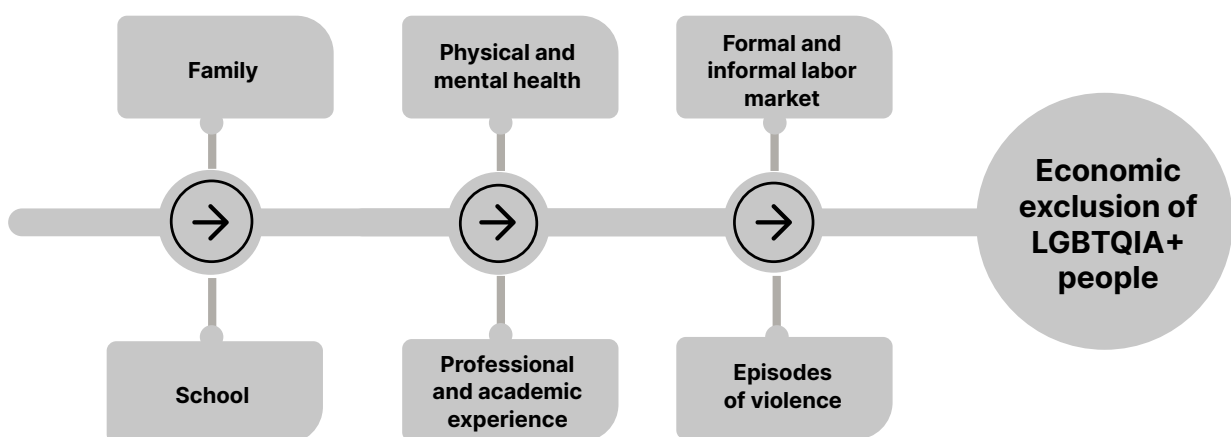
# 1. Main challenges

The economic promotion of LGBTQIA+ people involves a series of efforts and measures that precede the individuals' landing a job in today's labor market and the creation of a business or the generation of other forms of income. This is because the economic exclusion of this population also encompasses the existence of support networks, access to education, guaranteed health and self-care, the episodes of violence they have experienced, among other factors. The discrimination suffered by LGBTQIA+ people throughout their careers ends up generating a series of losses that occur cumulatively, negatively impacting their economic stability.

Inserting LGBTQIA+ people in the economy and, in particular, in the formal economy, depends on the way in which this population has been able to access their rights equally in relation to the society as a whole. The losses resulting from violations of their well-being and their physical, moral and psychological integrity, therefore, are also challenges for economic promotion and must be considered.

In the diagram below it is possible to identify a number of violations and discriminations<sup>3</sup> that make up the causes of the economic exclusion of the LGBTQIA+ population.

## Challenges that intensify the economic exclusion of the LGBTQIA+ population



3. These violations were adapted to the Brazilian context based on an analysis carried out by Badgett et al. The relationship between LGBT inclusion and economic development: Macrolevel evidence. ScienceDirect - World Development, Vol. 120, 2019. Accessed on: 24 Mar. 2024.



### **Family**

Family can be the first and one of the main spaces for creating relationships of affection and trust, but it can also function as an environment of violence and exclusion for part of the LGBTQIA+ population. Leaving or being turned out of home untimely, as well as episodes of intolerance and violence they may undergo because of it, add to the loss of family support network throughout their lives.

### **Episodes of violence**

The high rates of violence against the LGBTQIA+ population in Brazil not only reveal the existence of barriers suffered by this population, but it also harbors a prejudiced understanding of these subjects by society. Such violences, happening in different contexts, tends to cause damage to the entire professional development of an LGBTQIA+ person.

### **Professional and academic experience**

Access to technical and college classes is an important element in preparing for the labor market. The challenges faced by LGBTQIA+ people in their family and at school, however, can hinder or even prevent this access, reducing the LGBTQIA+ person's years of training, which has impacts on job opportunities and employment retention. These barriers are even harder for travestis, trans men and women, as well as black and low-income LGBTQIA+ people to overcome.

### **School**

School can work as a key space for the development of emotional and intellectual potential, but it also intensifies discrimination, violence and bullying against a portion of the LGBTQIA+ population. These experiences can affect their well-being and health, causing low learning achievement or even school dropout, making access to professional or academic training difficult.

### **Physical and mental health**

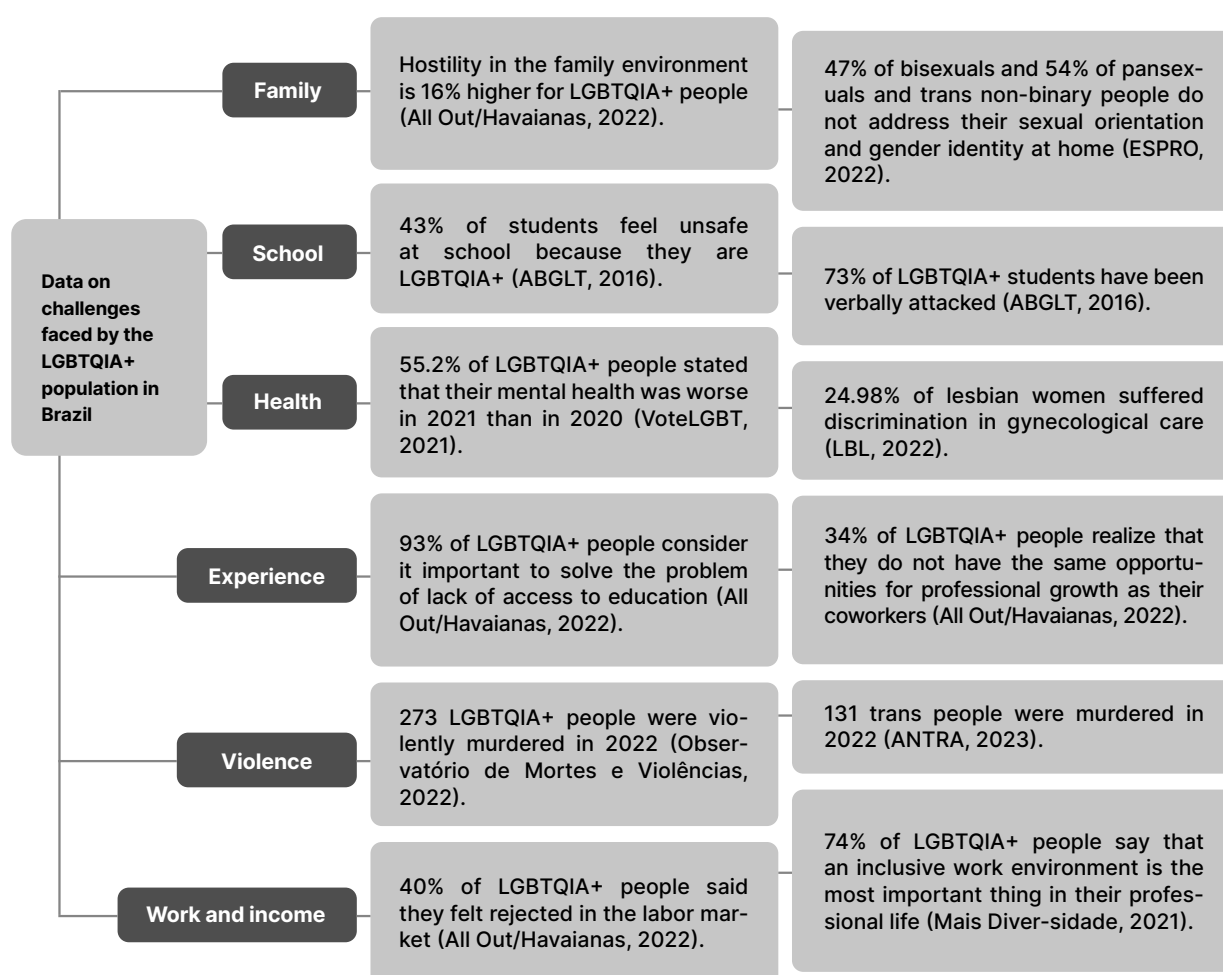
The buildup of episodes of violence experienced by LGBTQIA+ people can negatively impact their physical and mental health, making it difficult for them to access training or even keep a job or business. Challenges in accessing specific health care, services and procedures for LGBTQIA+ people and, above all, for trans people, also bring harm to their health, making it difficult to enter the labor market and develop professional activities.

### **Formal and informal labor market**

LGBTQIA+ people have faced challenges when getting a job, in selection processes that sometimes fail to choose them. This recurring dynamic makes LGBTQIA+ people switch to freelance and informal work, or to situations in which they open a business not because they want to, but out of need. This also forces them, especially trans people, to take on sexual work due to the lack of opportunities for income generation. Even when they manage to enter the formal labor market, episodes of discrimination and challenges in keeping their job and progressing in their career are also obstacles that make it difficult for LGBTQIA+ people to access equal income-generating conditions.

The insufficiency of data produced by the State regarding LGBTQIA+ people in Brazil still makes it difficult to identify more accurately and comprehensively the challenges they are bound to face. The lack of information on the number of LGBTQIA+ people allocated to formal jobs, running enterprises, working informally or unemployed, for example, prevents the measurement of the impact of economic exclusion based on sexual orientation, gender identity or expression.

Despite this, social organizations have played an important role in filling the lack of data through the development of research and surveys. This information points to different challenges faced by the LGBTQIA+ population throughout their life, directly impacting their access to job opportunities and employment retention in the labor market and income generation.



*"We began to realize that we have to bring everything together in one big circle to end inequalities. We have this important decision to be fighting for better days for the LGBTQIA+ population and to this end we are working on many projects."*

**Civil Society Organization Coordinator**

*“There needs to be a service that supports the LGBTI+ population, especially in regards to LGBTphobia. When LGBTI+ persons are present in the workplace, how do they ensure their retention, progress, decent working conditions, you need to have means for that person to be able to report discrimination.”*

### **Specialist in employability**

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Although intolerance and discrimination against LGBTQIA+ people and the economic exclusion generated by these phenomena have harmful effects today, they are deep-rooted in the country's recent history.

Until the 1980s, LGBTQIA+ people were persecuted in police operations just for going to clubs or restaurants aimed at this population<sup>4</sup>. Some of them even carried their work record booklet with them when leaving home in order to prove that they had a job, seeking to avoid detention based on the then-known crime of “vagrancy”.

In the same period, the surfacing of the first homosexual political organizations, such as the Somos group, brought to light the weight of discrimination toward against LGBTQIA+ people. Street demonstrations gathered homosexual and trade union movements around flags such as the defense of the “homosexual worker”, which denoted the relevance of the issue even at that time, when the chances of an LGBTQIA+ person being able to embrace their sexual orientation, gender identity or expression in the workplace were slim, if not null.

Since then, even though the labor market is still overflowing with intolerance against LGBTQIA+ people, which hinder or even prevent economic formalization or stability, some of the solutions responsible for advances in the living conditions of LGBTQIA+ people deserve to be highlighted.

### **Inclusive hiring**

In recent years, private companies and organizations have invested in actions that seek to implement social responsibility and value diversity, equity and inclusion. One of these measures is the inclusive hiring of LGBTQIA+ people (and, more specifically, trans people), which can happen by reserving job vacancies for them and in job advertisements that encourage their application.

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4. Simões, Júlio Assis; Facchini, Regina. Na trilha do arco-íris: do movimento homossexual ao LGBT. São Paulo. Perseu Abramo. 2009.

### **Employee Resource Groups (ERC)**

Private companies and organizations have developed so-called Employees Resource Groups (ERC) which are spaces within the company or organization that bring together groups of professionals who share characteristics or social identities with each other, such as being LGBTQIA+. Employee Resource Groups can come about either off the company's own bat or on the workers' initiative, enabling the development of discussions, actions and campaigns inside and outside the work environment.

### **Business and organizational diversity policies**

Companies and organizations have sought to put in place mechanisms that bring together practices, rules and goals aimed at developing diverse and inclusive work environments in a more structured way, such as diversity policies. In addition to incorporating measures like inclusive hiring and affinity groups, such policies have made efforts to:

- a) establish internal areas specific to address diversity policies;
- b) create rules of conduct that may provide for sanctions for discriminatory acts;
- c) structure professional development programs for LGBTQIA+ people,
- d) equalize standards regarding benefits, such as health care for same-sex partners and;
- e) create specific mechanisms such as protocols for the use of chosen names and cost assistance in procedures such as hormone therapy and gender-affirming surgery, among others.

### **Diversity criteria for suppliers**

Companies and organizations have developed diversity and inclusion criteria for their suppliers, which include the establishment of rules and goals so that a company can be their supplier, such as the need to prove the existence of internal diversity and inclusion policies.

### **Supply chain**

Given that diversity, equity and inclusion actions have generally focused on the largest companies and private organizations, a more recently adopted perspective is the promotion of the supply chain. This notion allows us to consider not only the internal development of diversity actions, but how such actions also impact customers, partners and suppliers. The adoption of diversity criteria for suppliers, for example, strengthens and values the supply chain.

### **Offering training and professional skills**

Offering LGBTQIA+ people courses, workshops and projects can include: a) professional skills courses; b) support in developing skills for the labor market, such as creating résumés and conducting interviews; c) cost assistance and support in times of crisis; d) prepare LGBTQIA+ people so that they can act as trainers in LGBTQIA+ diversity, equity and inclusion, such as the training carried out by the ILO Brazil Pride project.

### **Strengthening connections with employers**

Different actors represented in the ecosystem for the economic promotion of LGBTQIA+ people have sought to strengthen connections between LGBTQIA+ people and potential employers, especially considering that the hiring and formalization of enterprises managed by LGBTQIA+ people constitutes one of the biggest challenges for economic inclusion. Such actions are being carried out via creation of networks, fairs and events, as well as initiatives aimed at developing a résumé database for LGBTQIA+ people.

### **Encouraging formalization and business skills**

Social organizations, companies and entities such as SEBRAE have been carrying out actions and measures aimed at formalizing enterprises managed by LGBTQIA+ people, via offering courses and training by different actors, for example.

### **Strengthening networks**

The establishment of business forums, chambers of commerce and initiatives led by public administrations and social organizations have fomented the strengthening of networks among actors that make up the economic inclusion ecosystem of the LGBTQIA+ population, enabling integrated action through different actors.

### **Affirmative consumption**

Growing practice in which consumers seek to choose a service or product based on different criteria, such as concerns on sustainability and diversity. One of these criteria is the recognition of enterprises led by or made up of LGBTQIA+ people or the boycott of brands accused of encouraging intolerance.

### **Research and diagnostics**

Civil society organizations also make surveys and research in order to more accurately understand the challenges LGBTQIA+ people face when looking for a job, opening

a business or generating income autonomously or informally. Faced with a scenario in which there is no official data on the economic inclusion of LGBTQIA+ people, such measures help to delve deeper into challenges and identify priorities in this agenda.

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*“The pandemic showed that the LGBTQIA+ population was unemployed or precarious; This made actions and initiatives change. The search for financial assistance increased, and then it became necessary to provide food parcels. They were aimed at entrepreneurial people, who had their enterprises closed, and also to those who had their employment contract terminated.”*

**Civil Society Organization Director**

*“Inclusion is a two-way process, it is institutional, but it involves attitudes in addition to policies.”*

**Business Forum Director**

*“Entrepreneurship is sometimes a way out. But the institutionalization of entrepreneurship deals with a very intricate bureaucracy.”*

**Civil Society Organization Director**

## Striking events for LGBTQIA+ income generation in Brazil



1964

Federal Decree No. 104. Approves ILO Convention No. 111 from the International Labor Organization (ILO), regarding discrimination in employment and work, concluded in Geneva, in 1958, at the 42nd Session of the International Labor Conference.

2006

Declaration of the Yogyakarta Principles. Application of international human rights legislation to LGBTQIA+ people. It states that all people have the right to dignified and productive work, without discrimination based on sexual orientation or gender identity.

2008

1st National Conference on LGBT Public Policies and Human Rights. There were 37 guidelines presented aimed at promoting and guaranteeing the insertion of employability actions for this population.

Creation of the Brazilian LGBT Chamber of Commerce and Tourism. It aims to promote the exchange of knowledge and commercial and business relationships between individuals, strengthening entrepreneurship and socioeconomic and cultural development of this population.

2009

National Plan for the Promotion of LGBT Citizenship and Human Rights. It presents actions by the Brazilian Labor Prosecutor's Office to include this population.

Recommendation No. 200 on HIV, AIDS and the World of Work, from the International Labor Organization (ILO). Instructs employers' and workers' organizations to promote and support national and international efforts to respond to HIV and AIDS in the world of work.

2010

2nd National Conference on LGBT Public Policies and Human Rights. Creation of guidelines aimed at implementing, in every government sphere, a system for insertion in the labor market, employment and income for the LGBT population.

2013

2011

Creation of the Business and LGBTI+ Rights Forum. Institution that brings together and mobilizes companies committed to the Universal Declaration of Human Rights, recognizing the rights of the LGBTI+ people: Diversity, Equity and Inclusion.

Creation of TransEmpregos Project. Organization aimed at the employability of trans people, with a résumé database and mediation between vacancies and job opportunities and trans people seeking to enter the formal labor market.

2015

Manual for the Promotion of Human Rights of LGBT People in the World of Work (ILO, UNAIDS and UNDP). It guides the implementation of simple procedures, which must be accompanied by committing to the issue of equal opportunities and treatment, and the right to a decent job.

Creation of Transcidadania Program, within the scope of the Secretaria Municipal de Direitos Humanos e Cidadania da Prefeitura de São Paulo (Municipal Office for Human Rights and Citizenship of the City of São Paulo). It provides for insertion in the labor market, social reintegration and promotion of citizenship for travestis, trans women and trans men. The action was later replicated in other locations across the country.

2018

2016

Unprecedented creation of reserved places for trans people and travestis when entering higher education at the Universidade Federal do Sul da Bahia.

3rd National Conference on LGBT Public Policies and Human Rights. Preparation of guidelines aimed at guaranteeing a 5% place reservation for travestis, men and trans women in universities and public competitions for positions and jobs in the public administration and the private sector.

Federal Decree No. 8727 (2016). Regulates the use of chosen name and respect for gender identity of travestis and trans people in the federal public administration.

2021

State Decree No. 56229 (2022, Rio Grande do Sul). Establishes affirmative action to reserve places for trans people, among other minority groups, in permanent and temporary positions in the public administration of the state Executive Branch.



Public Defender's Office of the State of São Paulo establishes a 2% vacancy reservation for trans people in public career entry exams.

Municipal Law 5206 (2022, Juazeiro do Norte, Ceará). Establishes quotas for the entry of trans people and travestis in the municipal public service in permanent and temporary positions.

2023

2022

Federal Bill No. 3109 (2023). Proposed by Congresswoman Erika Hilton, the project provides for a 5% place reservation for trans people and travestis in the selection processes for admission to universities and federal institutes.

Ordinance No. 209, from the Federal Public Ministry (2023). Provides for the reservation of vacancies for trans people within the 10% range intended for minority groups in public career entry competitions.

2024

State Bill No. 644 (2024, Rio de Janeiro). Presented by state representative Dani Balbi, it provides for a 3% place reservation for trans people in Rio's state universities.

Federal Law Project No. 354 (2024). Proposed by Congresswoman Erika Hilton, the project provides for a 2% place reservation in public competitions for trans women, transsexuals, travestis, non-binary people, trans men, trans-masculine and intersex people.

## 2. Main legal milestones

Despite the lack of a federal law that establishes reservation of job vacancies for LGBTQIA+ people throughout the federal public administration or in private companies, Brazilian legislation has understood the need to create inclusive and reparatory policies for other minority groups that cut across the LGBTQIA+ population via the following legislation:

Federal laws on inclusive hiring for vulnerable groups		
Law/Year	What it says	Who does it apply to
<a href="#">Law nº 8.213/1991</a>	Sets a number of positions for persons with disabilities (PwD) in companies, recognizing their capabilities and skills	Companies with a staff of more than 100 must hire at least 2% of PwD employees.
<a href="#">Law nº 10.097/2000</a>	The Young Apprentice Law regulates the work of young people aged 14 and over (as apprentices) and the provision of job vacancies up to the age of 18.	Establishments must enroll between 5% and 15% of their employees in National Learning Service classes.
<a href="#">Law nº 10.741/2003</a>	The Elderly Persons Statute institutes that age will be a tie-breaking criterion in public competitions and that the offer of vacancies should not discriminate based on age.	Companies can establish quotas for the inclusion of elderly people in their workforce.
<a href="#">Law nº 12.288/2010</a>	The Racial Equality Statute establishes the creation of affirmative actions in the educational system, in the public service and in the private sector.	Since it is applicable nationwide, the Law is aimed at all instances and systems, in the areas of education, health and employment.

More recently, the federal, state and municipal governments have focused their efforts on promoting policies and measures that seek to improve Brazilian legislation, encouraging different actors to work so as to promote employability and income generation for the LGBTQIA+ population. The chart below presents some of the most recent actions.

## Federal regulatory measures and acts aimed at LGBTQIA+ employability and income generation

Normative/Year	What it says
Ordinance No. 6/2019, Ministry of Human Rights	Creates the LGBT Employability Working Group.
<u>Law n° 14.822/2024</u>	Allots R\$ 27,223,794 for the promotion and defense of the rights of LGBTQIA+ people, to be managed by the National Office for the Rights of LGBTQIA+ People, linked to the Ministry of Human Rights. One of the goals is the promotion of employability and income generation. The legislation is linked to Law No. 14.802/2024, which establishes the Multi-Year Brazilian Economic Plan for 2024 to 2027. One of its main listed goals is to “promote employability and income generation for the LGBTQIA+ population in situations of social vulnerability.”
<u>Ordinance n° 88/2024,</u> <u>MDHC</u>	Establishes, within the scope of the Ministry of Human Rights, the National Strategy for Decent Work, Education and Income Generation, aimed at LGBTQIA+ people in contexts of social vulnerability. The following are part of the Strategy: creation of the National Decent Work Plan; creation of the National Program for Decent Work, Education and Income Generation; creation of a Committee for Monitoring Actions and an Economic Opportunities Committee for LGBTQIA+ people.

# **CHAPTER 2**

## **PROJECTS ON LGBTQIA+ EMPLOYABILITY AND INCOME GENERATION**

**This chapter presents the following information:**

1. Characteristics of the projects
2. Impact and results of the projects
  - 2.1 Job creation as a result
  - 2.2 Business generation as a result
3. Monitoring
4. Self-assessment of organizations and initiatives on the projects

# 1. Characteristics of the projects

The 104 social organizations and initiatives interviewed in this research were asked to select a main project, which was already finished or still in the development phase, that aimed to promote the economic promotion of LGBTQIA+ people in the country.

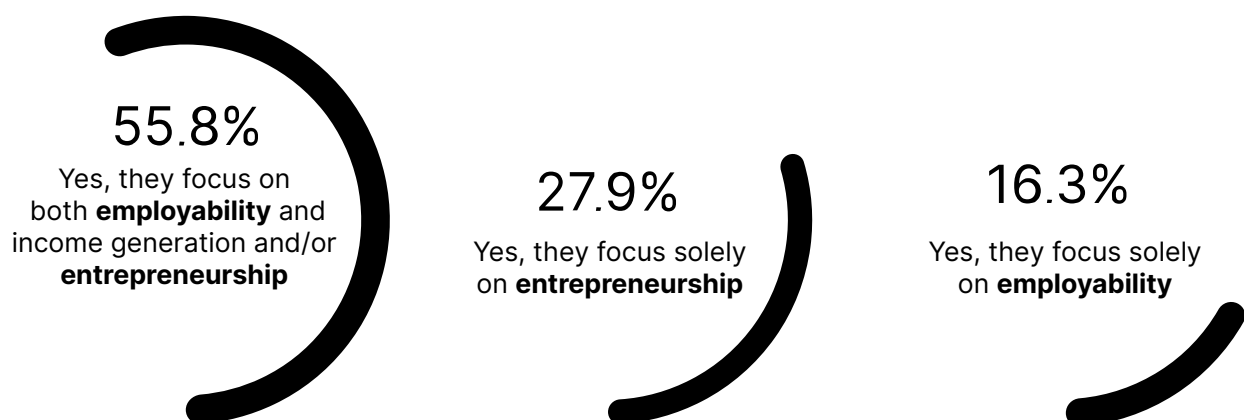
Most of the projects selected by them, 92%, have in common the fact that they are led by LGBTQIA+ people, due to the greater degree of proximity to this population and ability to dialogue with them.

Brazilian social organizations, historically, have developed multiple solutions to overcome the challenges of generating income for the LGBTQIA+ population. A series of initiatives have also been implemented in this direction by startups, microentrepreneurs and other actors. Among the interviewed organizations and initiatives, the majority of projects developed with an eye on LGBTQIA+ economic promotion, 55.8%, focus on both employability (activities and skills to generate employment) and entrepreneurship (activities and skills to generate business).

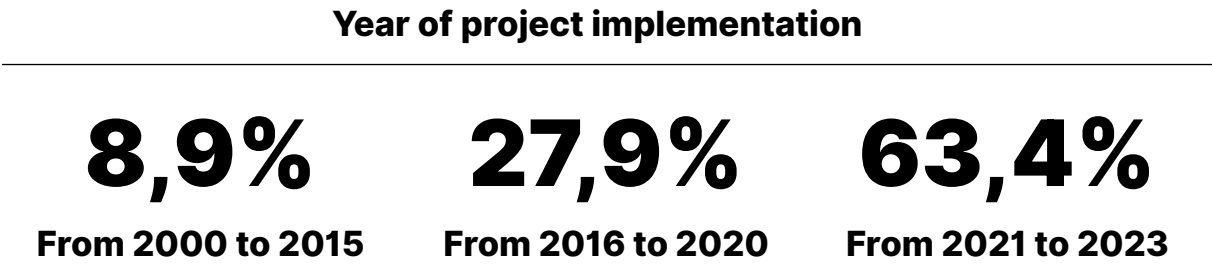
There are more LGBTQIA+ entrepreneurship projects, 27.9%, than those aimed exclusively at employability, 16.3%.

## Do the projects focus on generating LGBTQIA+ income?

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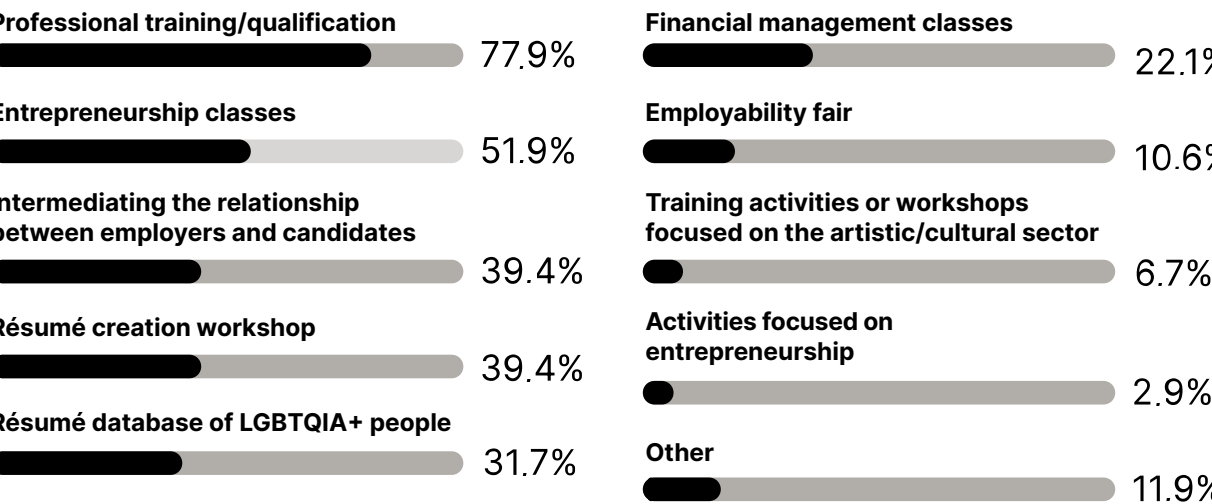


Over the past few years, there has been a substantial increase in the number of projects undertaken by social organizations and initiatives focused on generating income for LGBTQIA+ people. Among the interviewed institutions, we observed that the majority of projects, 63.4%, started their activities between 2021 and 2023, as shown in the following chart. This growing percentage tends to indicate that the organizations and initiatives accessed, many of them opened since 2016, have been increasingly directing their efforts towards activities aimed at LGBTQIA+ economic promotion.



Projects aimed at economic inclusion and income generation for LGBTQIA+ people developed by organizations and initiatives are also qualified by a significant variety of activities that seek, in turn, to offer different skills to the participating public. Professional training and qualification is the main activity carried out in 77.9% of projects. Entrepreneurship training courses are also activities carried out by more than half of the projects, that is, 51.9%.

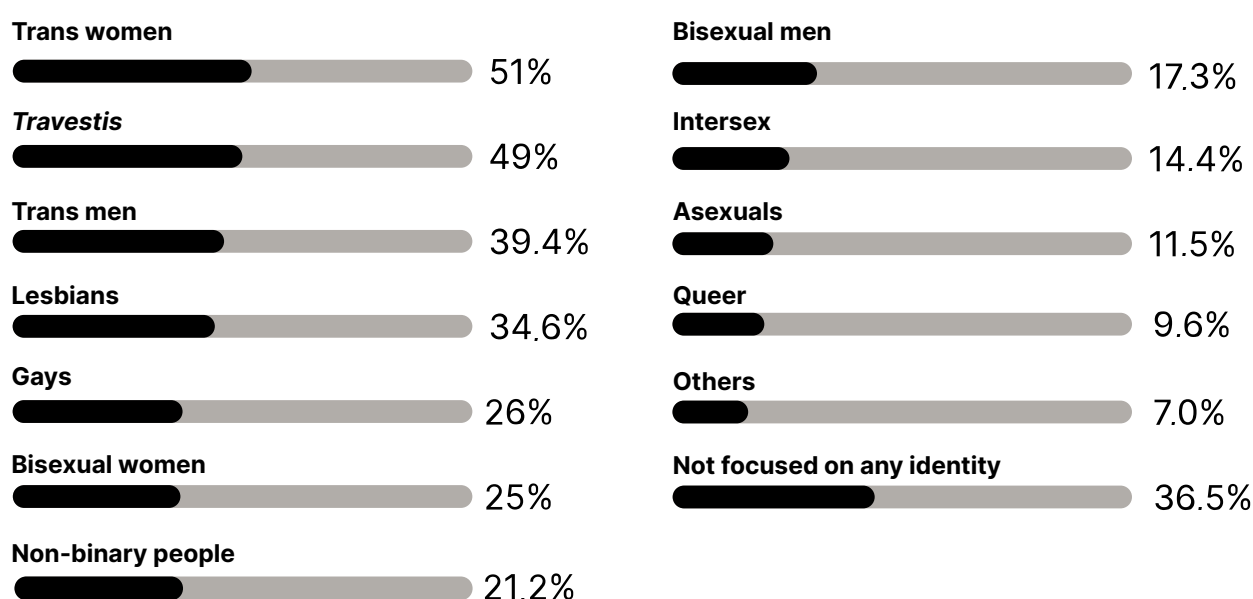
**Activities carried out by income generation projects**



The priority target audience of the main project of organizations and initiatives for LGBTQIA+ economic promotion is the trans population: 51% are focused on trans women, 49% on travestis and 39.4% on trans men. There is a tendency to prioritize trans feminine identities. The greater focus given to transidentities shows that organizations, via their projects, have sought to respond to economic disparities among LGBTQIA+ people, prioritizing the most historically vulnerable groups within the acronym.

Emerging identities, from the point of view of political organization, such as non-binary, intesexual and asexual people, do not yet appear as the most common target audiences for projects. However, there is a significant percentage of projects that do not focus on any specific identity, but that understand LGBTQIA+ identities more broadly, corresponding to 36.5% of projects.

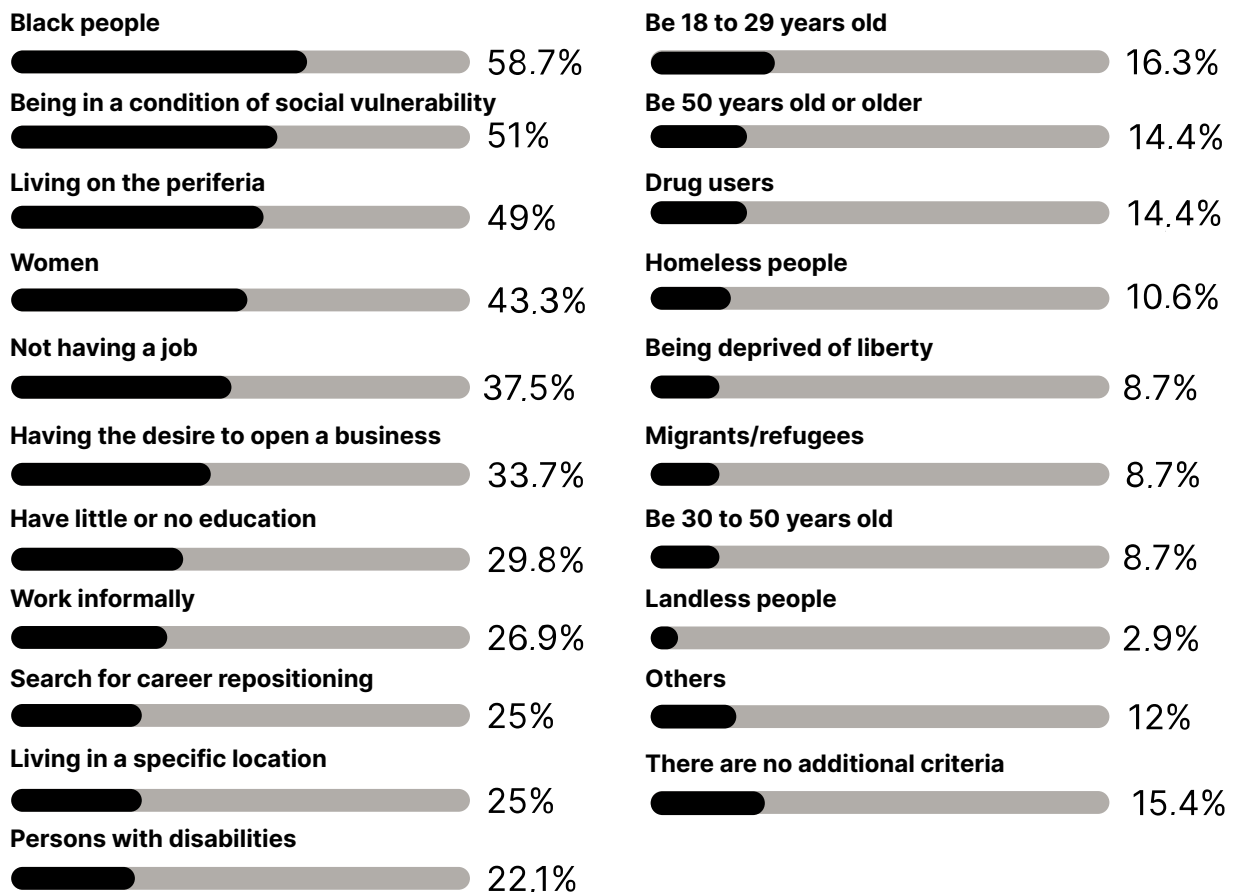
## Target audience for projects



Intersectionality also tends to qualify the choices of organizations and initiatives by the projects' target audiences. In addition to being LGBTQIA+, more than half of the projects consider being a black person and being in a situation of social vulnerability to be additional criteria for choosing the target audience, in 58.7% and 51% of cases, respectively. Living on the periferia<sup>5</sup> is also a significant criterion for 49% of projects.

5. Region furthest from the urban center, generally lacking in infrastructure and urban services, and home to the low-income sectors of the population.

## Additional criteria for choosing a target audience



\*Organizations and initiatives registered more than one option.

Considering intersections in the criteria for choosing the projects' target audiences assumes that projects created for the LGBTQIA+ community are not just a matter of sexual orientation and gender identity. More than that, they present other social markers that distinguish them and that tend to contribute to the deepening of the inequalities and economic exclusion they face.

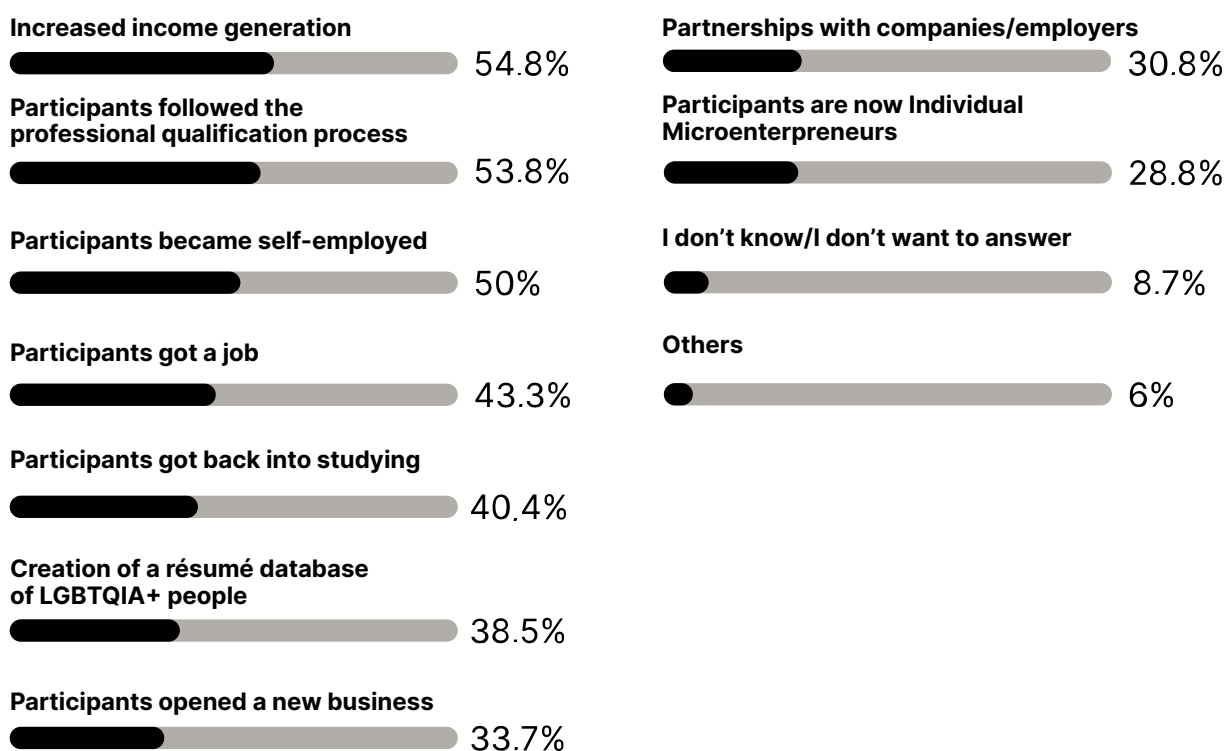


## 2. Impact and results of the projects

All organizations and initiatives were encouraged to respond to the positive impacts of projects on generating income for the LGBTQIA+ population. The increase in income is the most reported positive impact, corresponding to 54.8% of the responses.

Half of the organizations and initiatives also stated that the people participating in the projects became self-employed and 43.3% that they managed to get a job.

### Key positive impacts of the project on LGBTQIA+ income generation



\*Organizations and initiatives registered more than one option.

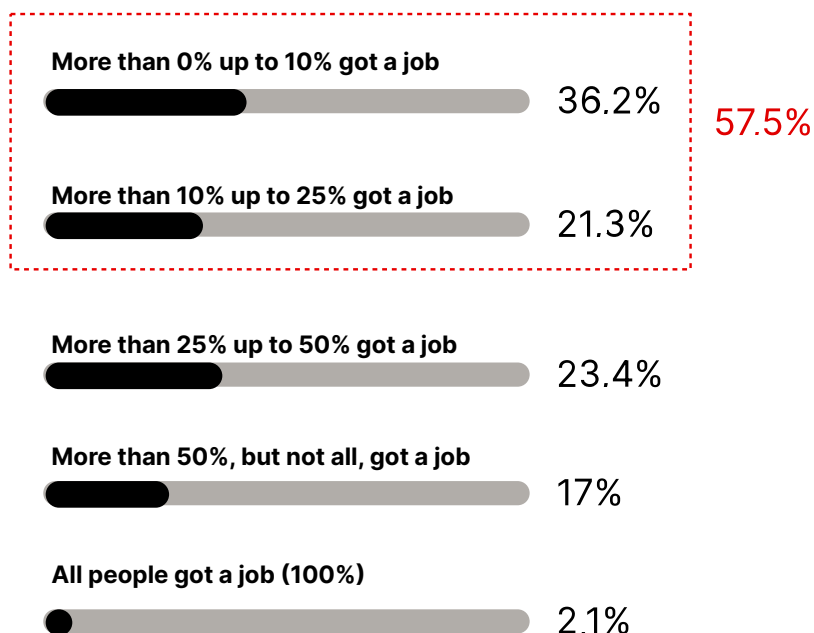
However, when they were asked to respond specifically about converting participation in projects into employment (employability) and/or business (entrepreneurship), the limitations of the results achieved by the projects became more evident. This information is presented in the following two subsections.

## 2.1. Job creation as a result

Among the 47 organizations and initiatives surveyed that said they were able to report whether there were formal hirings, 57.5% stated that at most ¼ of the participants managed to get hired for a formal job after participating in the projects. This percentage indicates a low transition rate of participation in projects into job creation.

### Percentage of project participants formally hired

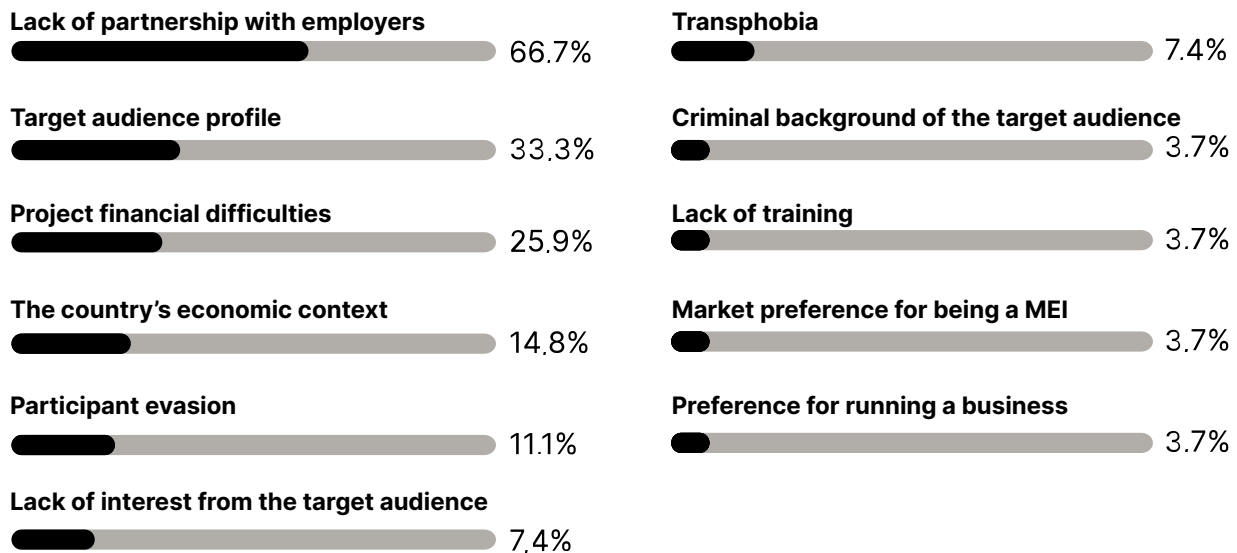
Data referring to the 47 organizations and initiatives researched that can identify whether there was a conversion of participation in projects into job opportunities rendered concrete.



Among the organizations and initiatives that reported a low transition rate of participation into hiring (from 0% to 25%), the main cause identified is the lack of partnership with employers, in 66.7% of responses.

## Reasons for the low transition rate from project participation to generation of formal job opportunities

Only organizations and initiatives that reported low hiring conversion (from 0% to 25% participants).



\*Organizations and initiatives registered more than one option.

The data shows that for the effective achievement of project results, the fundamental efforts of social organizations and initiatives to implement actions to generate income for LGBTQIA+ people via activities that prepare them for the formal labor market are not enough.

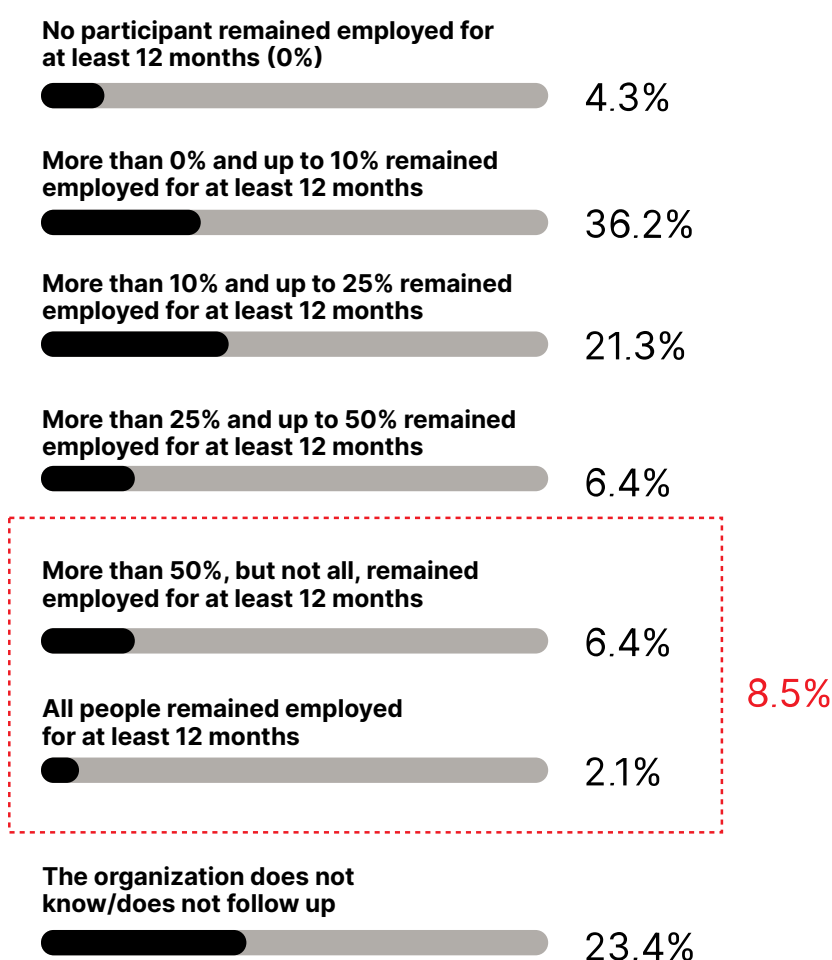
In addition, employers need to be more interested in hiring LGBTQIA+ people. Regarding large companies, improving internal policies and actions in Diversity, Equity and Inclusion programmes, based on building more inclusive hiring processes and trainee programs, as well as supporting the development of LGBTQIA+ leaders within the companies, for example, have been increasingly recurrent alternatives, but still far from having wide traction in the business world. As for the reality of small and medium-sized companies, with fewer resources and employees, articulation with local social organizations that have projects aimed at LGBTQIA+ employability may be a possible strategy for them to be inserted in the labor market.

The retention of LGBTQIA+ people in employment is another result of employability projects that shows to be limited: only 8.5% of the surveyed organizations and initiatives, which know how to report whether project participants were formally hired, stated that more than half of them kept their jobs for at least 12 months.

The lack of knowledge or lack of monitoring of participants after entering the market, mentioned by 23.4% of organizations, also makes it difficult for them to precisely measure these results.

### Retention in formal employment after participating in the project

This data refers to the 47 organizations that can identify whether hiring took place, considering job retention for at least 12 months.

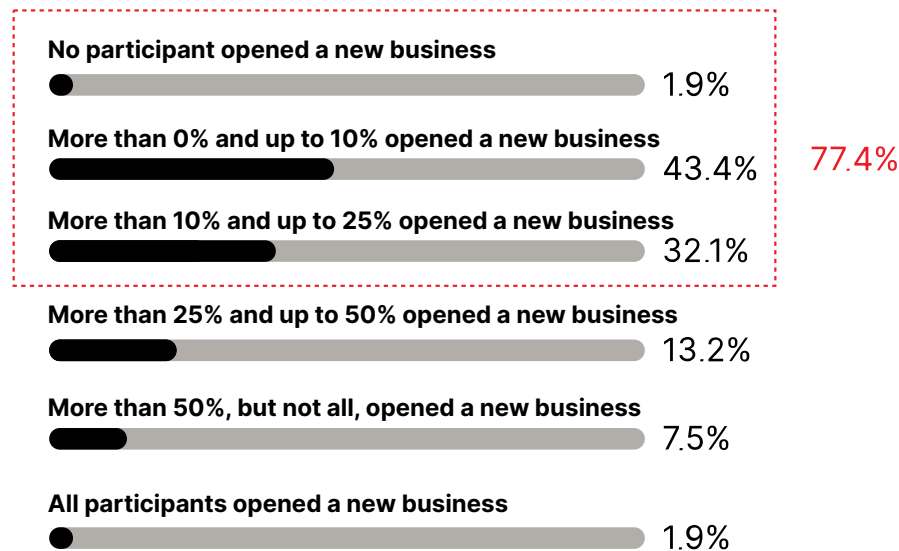


## 2.2 Business generation as a result

The transition of participation in projects into business opening is also low. Among the 53 organizations and initiatives surveyed, which were able to identify whether a new business was opened after the participation of LGBTQIA+ people in their project, 77.4% stated that only ¼ or less of the participants opened a new business.

## Percentage of project participants who opened a new business

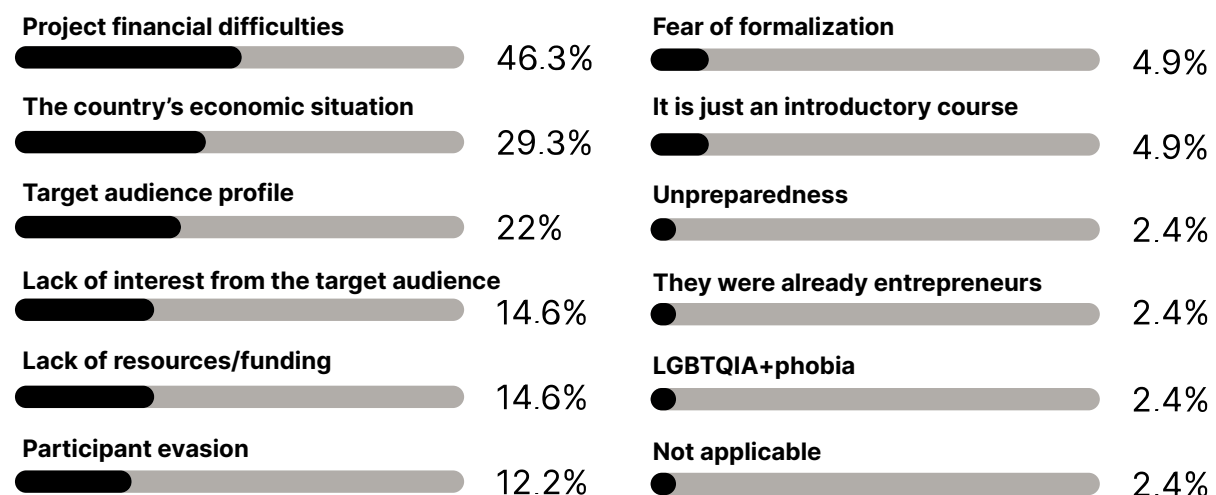
This data refers only to the 53 organizations and initiatives researched that can identify whether there was a transition of participation in projects into the opening of a new business.



The main reason why only ¼ of project participants or less open their own business is the project's financial obstacles, according to organizations and initiatives that reported low conversion of participation into business (from 0% to 25%).

## Reasons for the low transition rate from project participation to opening a business

This data refers only to organizations and initiatives that reported low transition of participation into opening a new business (from 0% to 25% of participants).



\*Organizations and initiatives registered more than one option.

Although organizations and initiatives mainly relate the low transition rate of project participation to opening a business to the financial obstacles of the project, factors external to the organizations and initiatives must also be considered. There are many challenges in opening a formal business in Brazil, such as overcoming bureaucracy, the few special lines of credit for opening a new business and the impact on company revenue due to tax obligations<sup>6</sup>.

Furthermore, vulnerable groups that seek to open a business do so out of necessity, generally with the aim of creating immediate conditions for subsistence, and not out of a vision of the labor market and investment opportunities. The entrepreneurship generated due to the lack of options that brands informality and self-employment in the country, in which the LGBTQIA+ population also participates, is an alternate route found by the subjects to overcome the inefficiency of the State and private sector in generating decent work for all people.

New enterprises opened by participants in projects aimed at the economic promotion of LGBTQIA+ people through entrepreneurship are haunted by instability and low lifespan: 48.1% of organizations and initiatives that know whether a new business has been opened by participants stated that at most ¼ keep their enterprises open for at least 12 months.

### Percentage of participants who kept their business open for at least 12 months

This data refers only to the 53 organizations and initiatives that can identify whether the participants opened a new business



6. Sebrae. [Quais os problemas mais comuns ao iniciar um negócio?](#). Sebrae Portal, Jul. 2022. Accessed on: 12 Feb. 2024.

If there are challenges when opening a business, the same goes for keeping it open. Among formal enterprises, for example, the Brazilian death rate for small ones is high<sup>7</sup>. Individual microenterprises (MEIs) are the most affected in the country. Again, conditions external to the projects, such as low financial return, challenges in counting on family collaboration, lack of conditions to invest in the business, little support from the State for access to credit and investment, among others, also help to explain the instability of maintenance of entrepreneurial activities.

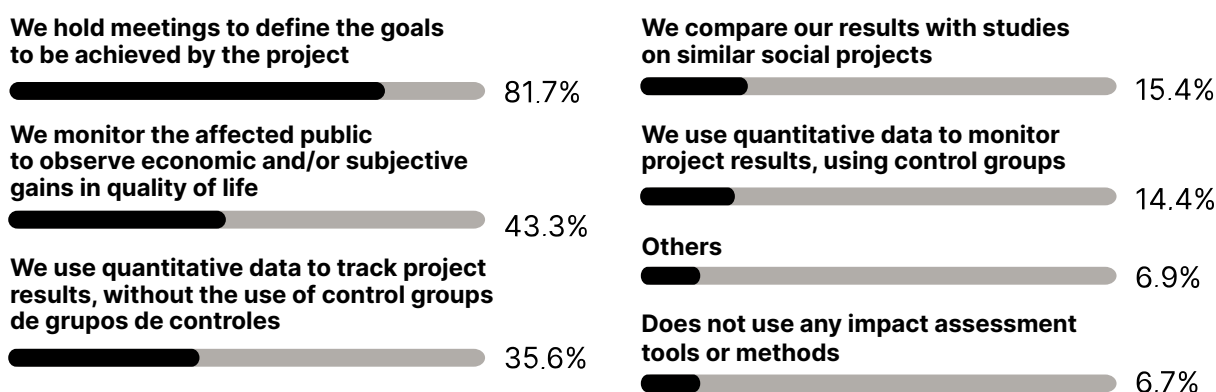
The high incidence of organizations and initiatives that do not have information on the percentage of participants who kept their business open or do not monitor the target audience after leaving the project, 30.8%, may suggest that there are obstacles that are preventing them from being monitored. We discuss some findings regarding project monitoring in the following sections.

### 3. Monitoring

Only 6.7% of organizations and initiatives do not adopt any tool for monitoring and evaluating the impact of their projects. This number points to the existence of efforts by most respondents to apply tools or methods for monitoring and evaluating implemented projects.

However, the most common main tool or method used in 81.7% of projects is holding meetings to define goals to be achieved, which tends to denote a concentration on less rigid tools and methods to monitor and track the projects.

#### Use of a tool or method for monitoring and evaluating impact



\*Organizations and initiatives registered more than one option.

7. Sebrae. [A taxa de sobrevivência das empresas no Brasil](#). Sebrae Portal, Mar. 2023. Accessed on: 12 Feb. 2024.

Project monitoring and evaluation strategies can take many forms, and vary according to the complexity of the project and organizational structure. They can be applied at different stages, from project ideation, during fundraising, if applicable, and, more commonly, while activities are being carried out or already concluded. The disparity in responses to this question suggests that there may eventually be some confusion in understanding what monitoring and evaluation tools are and what planning procedures are for defining goals.

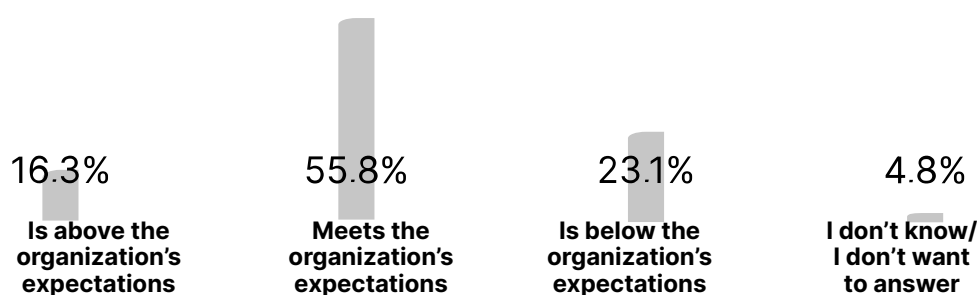
Less than half of the organizations, 43.3%, monitor the audience assisted by the project in order to identify the economic and subjective gains in people's quality of life. The low use of this type of monitoring also helps to explain the challenges presented by organizations and initiatives in evaluating the transition rate of participation in projects into hiring and opening enterprises.

## 4. Self-assessment of organizations and initiatives on the projects

For most organizations, their main project created for generating income for LGBTQIA+ people, whether focused on employability, entrepreneurship or both, meets or exceeds expectations. More than half of the interviewed organizations and initiatives, 55.8%, state that the project met the organization's expectations, while for 23.1%, project execution was below expectations.

### Expectations for the project

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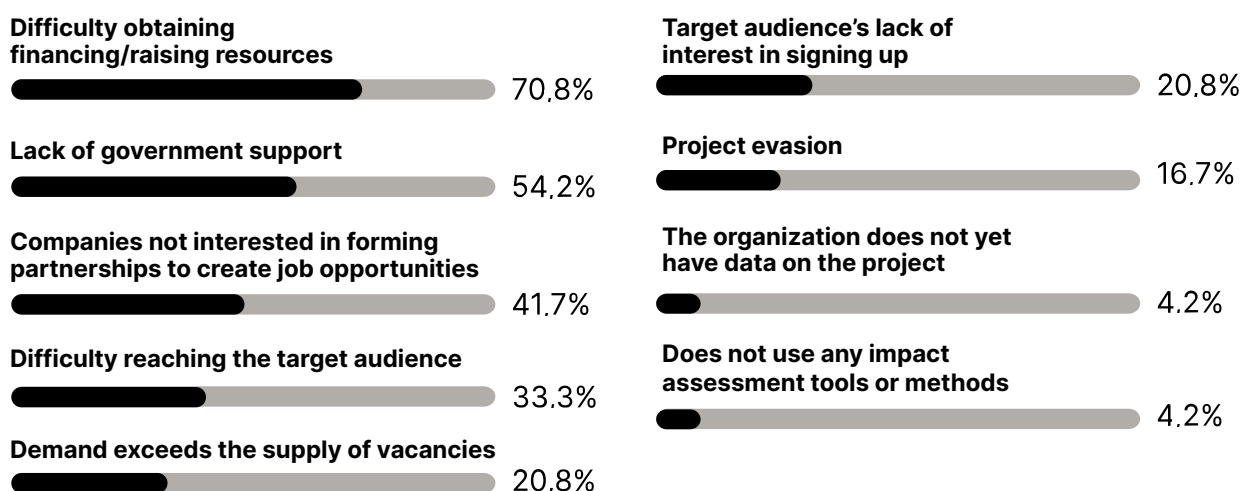


Organizations and initiatives that consider that the project aimed at generating income for LGBTQIA+ people did not meet expectations were asked about the reasons identified for this evaluation.

70.8% of these organizations and initiatives point out that the challenges in obtaining funding and raising resources is the main reason why the project did not meet institutional expectations. The second most mentioned reason was the lack of government support, with 54.2% of responses.

## Reasons for the project not meeting expectations

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# CHAPTER 3

## PROJECT FINANCING

**This chapter presents the following information:**

1. Project financing as a challenge
2. Project financing status
3. Financing sources and models
4. Impacts of financing on the projects
5. The role of funding intermediaries
  - 5.1 Precautionary measures adopted by grant funders and funding intermediaries of LGBTQIA+ organizations and initiatives
  - 5.2. Criteria used to finance income generation projects

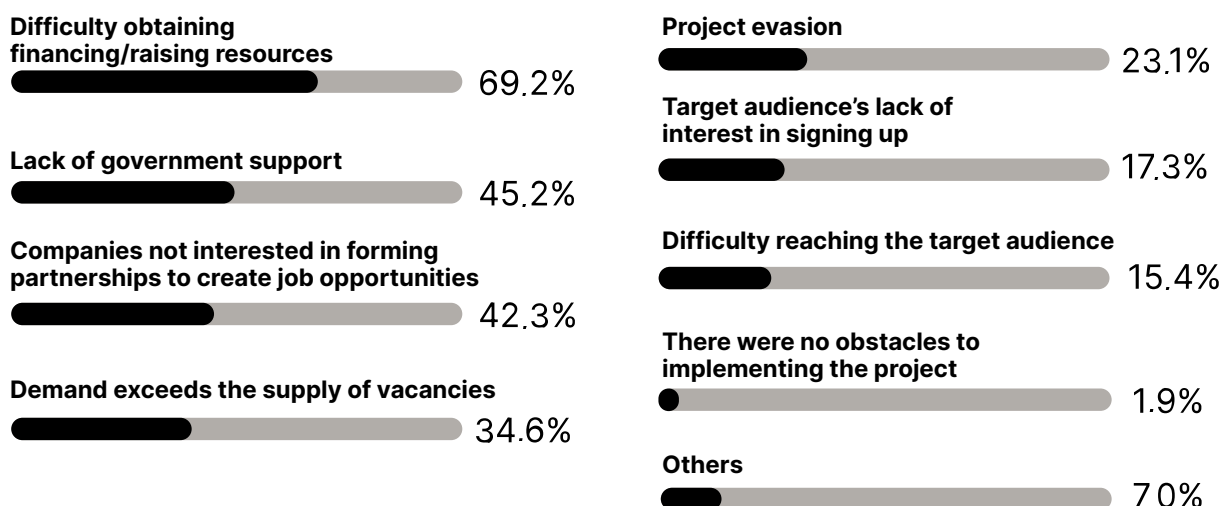
# 1. Project financing as a challenge

The challenges in obtaining funding and raising resources is one of the biggest obstacles in implementing the project, according to the majority of interviewed organizations and initiatives, 69.2%. The absence or scarcity of financial resources, when it does not completely render carrying out projects unfeasible, reduces the potential impact of actions to generate income and even weakens the institutional performance of organizations and entities.

The lack of government support is also a relevant hindrance for 45.2% of organizations, as well as the support from private companies to create job opportunities, according to 42.3% of respondents. These challenges show that the insufficient support from the State and business sectors negatively impacts the ability to carry out and meet project goals.

It is unlikely that the success of economic promotion actions for LGBTQIA+ people will be achieved only with the recognized efforts of social organizations and initiatives, without the active participation of state bodies, with greater technical, financial and regulatory conditions, and without the attention of companies, which are potential employers.

## Main challenges for project execution



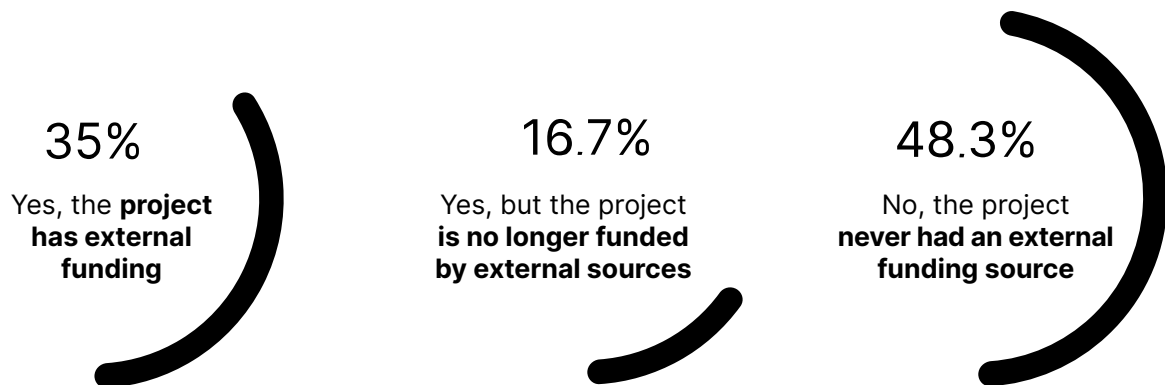
\*Organizations and initiatives registered more than one option.

## 2. Project financing status

Among the interviewed organizations and initiatives, there were 60 projects aimed at the economic promotion of the LGBTQIA+ population in progress at the time of the survey. Almost half of them, 48.3%, never had an external source of funding at any stage of their activities.

### Ongoing projects

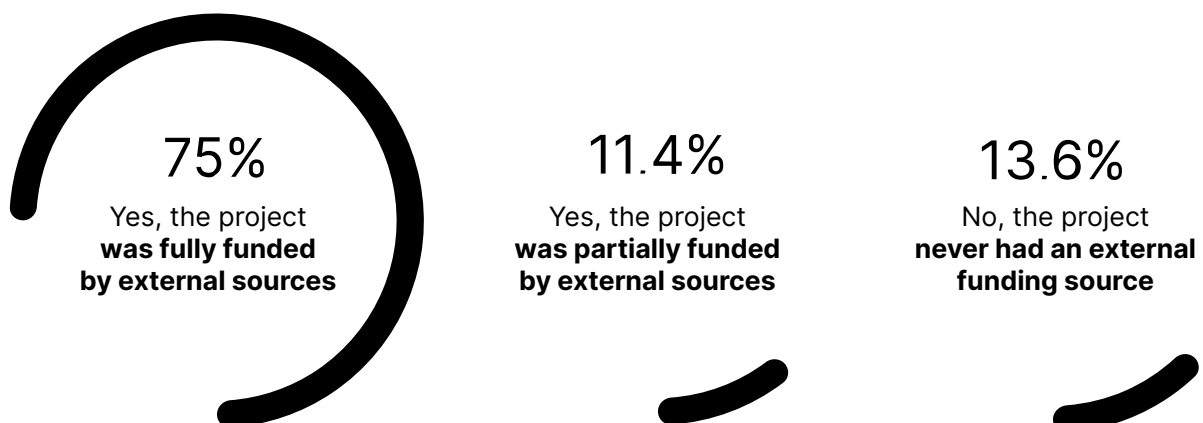
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Among the finished projects, 44 in total, the majority, 75%, had access to external funding. The lack of external financial support falls mainly on projects that are in progress rather than those that have been finished.

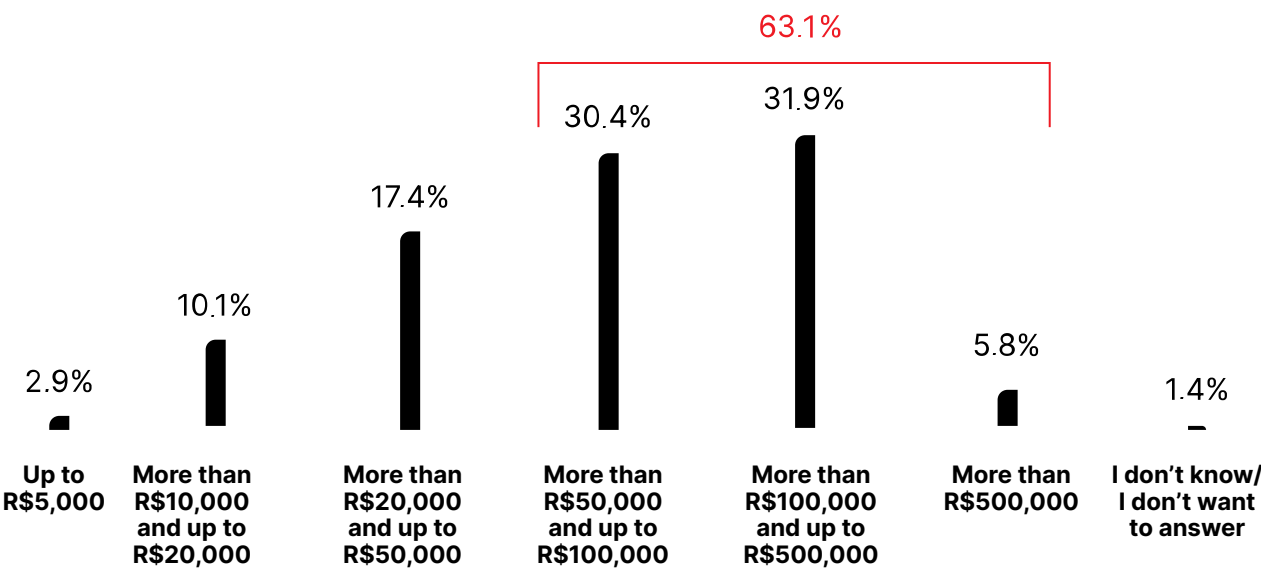
### Finished Projects

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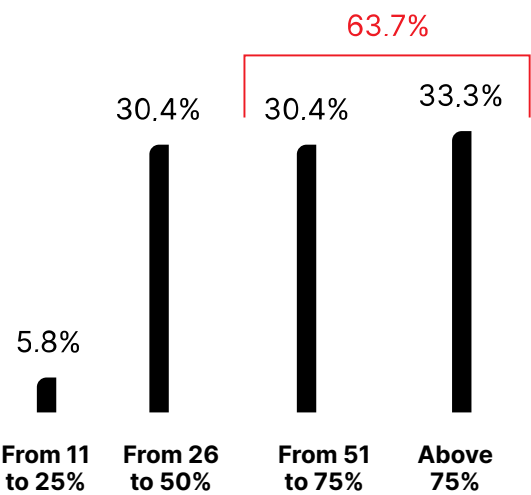
Among the organizations and initiatives whose main project is or was funded by external sources, 68.1% of them raised more than R\$50,000.00 to carry out their projects.

**Total value raised by the project**



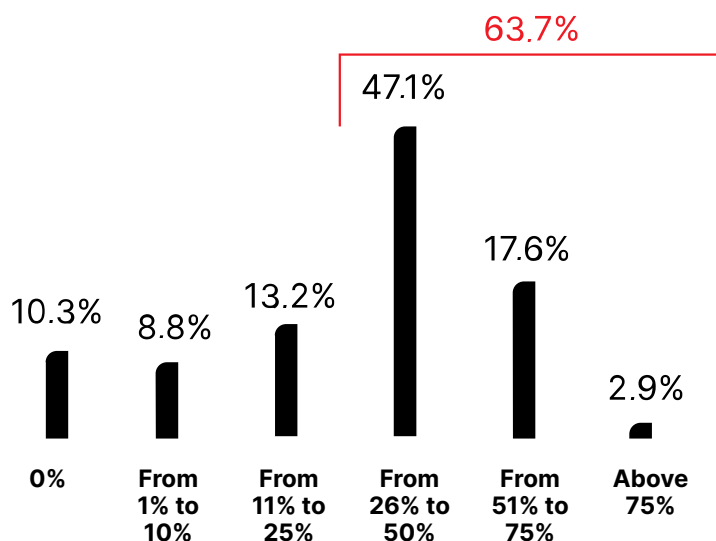
The majority of resources that organizations and initiatives receive or have received from external sources to fund the project was used to make it viable: 63.7% said they allocated more than half of the money to the project itself. Around 63.7% use more than ¼ of this amount to cover the organization’s fixed costs, such as rent and wages.

**Percentage of the funding allocated to the project**



## Percentage of the funding allocated to the organization

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Receiving and spending external funding resources is key for the interviewed organizations and initiatives, most of which are small non-profit organizations that are rarely able to generate their own revenue. External financing, in this context, fulfills a double role that reinforces its importance: it is intended to promote the feasibility of projects and can also mean guaranteeing the sustainability of the organizations and initiatives that develop them.

### 3. Financing sources and models

It is possible to identify sources from different origins that have funded projects aimed at LGBTQIA+ people, particularly at generating income and fighting the economic exclusion of the LGBTQIA+ population. Among the sources mentioned by the interviewed organizations and initiatives are:

- Financing funds;
- Private foundations;
- Foundations linked to national and international companies;
- Companies that carry out DE&I programs;
- Legislative and Executive powers;
- International bodies, such as United Nations agencies;
- International organizations, such as institutes and private funds;
- Foreign embassies and consulates in Brazil;
- Civil Society Organizations, such as large associations.

Each of the actors who provide funding can establish priorities to allocate resources to organizations and initiatives to strengthen LGBTQIA+ policies and rights, including the generation of income for LGBTQIA+ people. When they do provide funding, they tend to be linked to the formalized partnerships, to different levels of requirements for organizations and initiatives, to eligibility criteria for assessment and approval of projects, as well as to the establishment of relationships with these institutions.

**Some of the financing formats for income generation projects accessed by the interviewed organizations and initiatives are:**

**Invitation letter**

These are occasional letters sent out by financing funds, specifically aimed at organizations and initiatives that meet certain criteria such as expertise; structural capacity; operating time; social recognition; political relevance; previous experience with funding and carrying out projects. These are resources generally intended for the sustainability of organizations and social movements.

**Government funding through tax benefits**

State or federal laws that provide for tax benefits in Culture, Education, Labor, etc. can be used by public authorities and the private sector. In the first case, these laws allow support for projects in areas where there is no public budget forecast, or where it is insufficient. In the second case, they generate visibility for those who are supported and for those who support, as in LGBTQIA+ Parades.

**General notices**

Generally organized by funds or large companies, they are aimed at financing projects that have broad objectives such as “guaranteeing human rights”, “preventing violence”, “access to healthcare”, “employment and income”, “culture”, without limiting themes and target audience.

**Specific notices**

They are public and geared towards funding projects with a specific and exclusive objective, with criteria for selection and approval in priority areas such as educational skills, fighting violence, employment and income, among others. They establish priority audiences in some cases. These notices are generally issued by funds, foundations and large companies.

**Parliamentary funding**

Designated by the Federal, State and Municipal Legislature, they can be geared towards organizations and initiatives when the parliamentarian articulates networks and informs of the possibility of transferring financial resources; through selection notices created by the cabinet; or via requests from organizations, initiatives and social movements directly to parliamentarians, with prior presentation of a project or proposal.

## Donations

They can happen directly, when an individual benefactor transfers a certain amount to an organization or initiative or through donations from philanthropists and regular international funders to generate funds that have a certain autonomy over how the resources will reach civil society. They are less common to be directly accessed by organizations and initiatives, and more recurrent in the activities of intermediary funders and corporate foundations.

## International contracts and partnerships

Notices issued by international Institutes, foundations and funds that provide resources in developing countries for priority areas (health, LGBTQIA+ rights, fighting racism, gender equality, environment, work, income etc.). These contracts and partnerships can also be obtained via Embassies and Consulates based in Brazil that provide scholarships and short and medium-term funding for specific intervention projects, aligned with the interests of the countries they represent.

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**Notices and calls organized by funds, companies or the third sector are the main format for accessing external resources for projects developed by almost half of the interviewed organizations and initiatives, that is, 49.3%.**

The private sector has a greater participation in funding projects to generate LGBTQIA+ income than the State. Approximately one organization and initiative in every three received funding via State notices, that is, 30.4%. Another source of raising public funds is through parliamentary funding, representing 14.5%.

## Origin of project financing

This data refers only to organizations and initiatives that are or were funded by external sources.

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**Via notices from private companies, social organizations or funds**

 49.3%

**Via State notices**

 30.4%

**Direct fundraising or donations from private companies/social organizations**

 29%

**Via parliamentary funding**

 14.5%

**Via invitation letters from social organizations or funds**

 10.1%

**Via crowdfunding**

 8.7%

**Via notices from international organizations**

 5.8%

**Government funding through tax benefits**

 2.9%

**Others**

 4.3%

\*Organizations and initiatives registered more than one option.



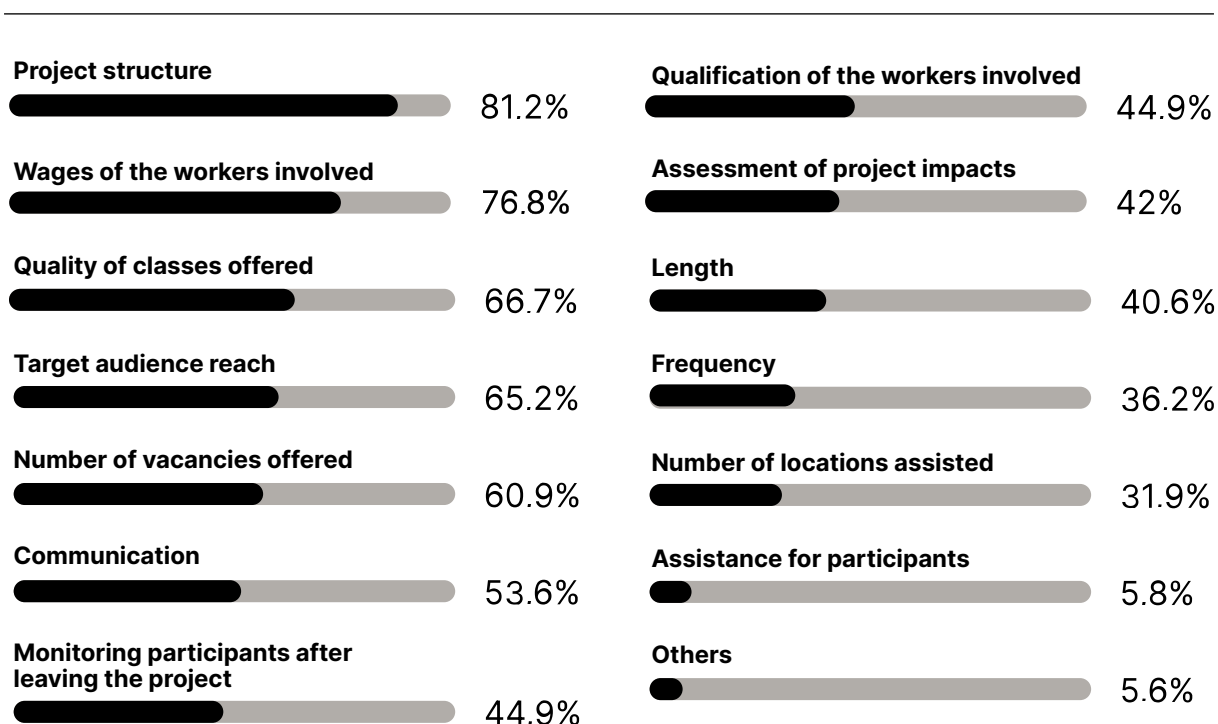
## 4. Impacts of financing on the projects

The impact that financing has on the reality of organizations, initiatives and their income-generating projects was held as positive, when it is properly spent, and negative, when it was limited or was not obtained for specific projects.

Having access to external funding has a positive impact on the structure of projects according to 81.2% of organizations and initiatives that have or have had this type of resource. 76.8% also state that there is an impact on the wages of the workers involved in executing the projects.

### Positive impacts of external funding

This data refers only to organizations and initiatives that are or were funded by external sources.



\*Organizations and initiatives registered more than one option.

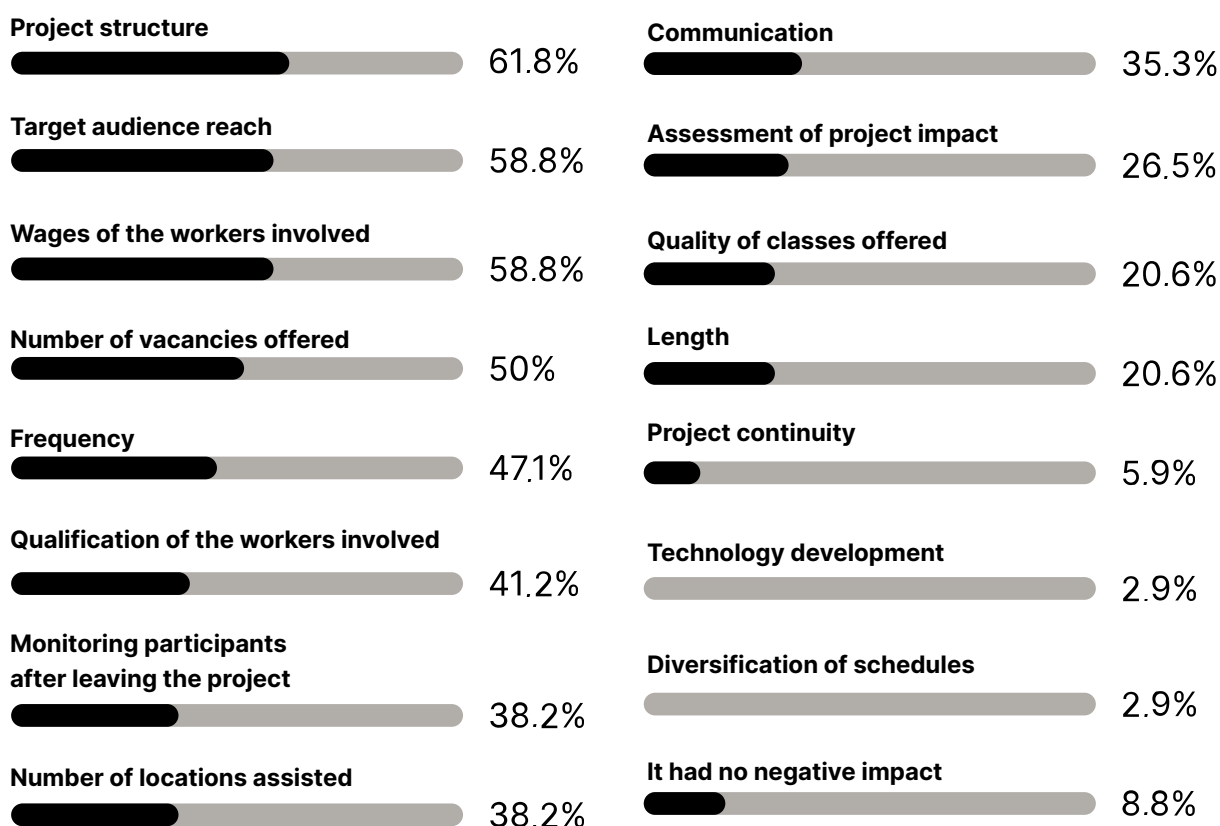
The lack of financing mainly impacts the project structure, according to 61.8% of organizations and initiatives that do not have or did not have external funding for the development of the project.

For 58.8% of organizations and initiatives, the wages of employees working on the project also appears as one of the main negative impacts resulting from the lack of funding.

The areas focused on project development and relationships with the target audience are particularly negatively impacted by the lack of financing. This makes it difficult to reach the target audience, for 58.8% of organizations and initiatives, and affects the number of job opportunities created, according to 50% of them.

### Impact and challenges of lack of funding for projects

This data refers only to organizations and initiatives that are not or have not been funded by external sources



\*Organizations and initiatives registered more than one option.

## 5. The role of funding intermediaries

Funding intermediaries are institutions that receive resources from one or more national and international funders, such as government and multilateral agencies, private foundations, public funds, companies and “individuals”, and are accountable for using these resources to make smaller donations to social organizations. Public foundations and organizations that act as financing funds can be considered funding intermediaries<sup>8</sup>.

In the financing ecosystem, funding intermediaries play an important role as they are better positioned to pass on grants to smaller organizations due to their local experience and knowledge of local problems, asymmetries and dynamics. They can also ensure that information on local contexts reaches major funders, often generating additional funding for LGBTQIA+ organizations.

Currently in Brazil there are at least three periodic calls with an exclusive focus on funding activities of LGBTQIA+ social organizations<sup>9</sup>. The institutions accountable for these recurrent and targeted financing formats, held as funding intermediaries, play a relevant role in allocating resources to LGBTQIA+ income generation projects developed by the interviewed organizations and initiatives.

Two of these calls are issued by Brazilian financing funds that pass on resources from international and national benefactors to projects that meet different demands of the LGBTQIA+ population, including income generation. The third is issued by a national company in partnership with a social organization to fund specific LGBTQIA+ economic promotion projects.

### 5.1. Precautionary measures adopted by grant funders and funding intermediaries of LGBTQIA+ organizations and initiatives

These are measures that have been adopted by funders and intermediary funders in order to adapt to the needs and challenges faced by LGBTQIA+ organizations and initiatives:

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8. Global Philanthropy Project. Diving Deeper: Under the surface of LGBTQTI intermediary funding data. Global Resources Report Brief, Serie 2. Accessed on: 12 Apr. 2021.

9. They are: the “LGBTQIA+: (re)existing” notice, from Positivo Fund, the “LGBTQIA+ Defending Rights” notice, from the Brazilian Human Rights Fund and the “LGBT+Orgulho” notice from Itaú and Instituto +Diversidade.

- Reducing bureaucratic obstacles in relationships with funded organizations and initiatives;
- Issuing public notices;
- Fostering dialogues with different sectors of the LGBTQIA+ movement;
- Valuing projects with an intersectional perspective;
- Investing in meetings and follow-ups with funded organizations and initiatives.

In addition to financial support, funders and funding intermediaries have sought to offer additional resources to funded organizations and initiatives, such as:

- Workshops and training on project development;
- Meetings between organizations and funded initiatives to exchange experiences;
- Partnerships with other institutions to carry out training focused on the development of soft skills (emotional skills, interpersonal relationships, work ethics) and hard skills (professional development for the job, language classes, mastery of IT tools, career management and projection);
- Training aimed at LGBTQIA+ entrepreneurs;
- Technical visits to monitor and evaluate funded projects;
- Strengthening networks in order to enhance fundraising from other sources;
- Support to the organization or initiative throughout processes such as formalization, opening a bank account, among others.

## **5.2. Criteria used to finance income generation projects**

Some measures have been adopted by funders and funding intermediaries in order to adapt to the needs and challenges faced by LGBTQIA+ organizations and initiatives.

### **Criteria focused on the proposing initiative or organization:**

- Showing institutional capability to develop the proposed project, within the defined schedule and budget;
- Substantiating administrative and organizational structure to achieve the project objectives;
- Substantiating experience in the field of LGBTQIA+ rights;
- Hiring LGBTQIA+ people or specific identities for management positions;
- Proving integration into the territory in which the operation is being carried out or into LGBTQIA+ communities in these locations.

**Criteria for the proposed project:**

- Proving that the project objectives are aligned with the mission of the proposing organization;
- Proving the project's intended impact with tangible goals;
- Considering an intersectional approach to the problems to be faced and the composition of project management positions;
- Showing the project's potential for sustainability and scalability;
- Presenting a flexible execution plan, which allows the expansion and review of goals;
- Demonstrating innovation and creativity in the approaches presented;
- Ensuring regional representation when possible.

# To advance this agenda

The points listed below summarize results and possibilities for advances in the field of economic promotion of LGBTQIA+ people, based on listening to Brazilian organizations and initiatives. According to their perception, the current fundamental challenges are linked to the obstacles in entering the formal labor market and keeping a job, even for qualified people. The main ways to overcome these challenges are summarized below.

## 1. ORGANIZATIONS AND INITIATIVES

Civil society organizations and initiatives aimed at the economic promotion of LGBTQIA+ people have played a central role by investing in projects that include the development of skills, knowledge and training for LGBTQIA+ people. Despite this, these efforts and actions still face a persistent and challenging obstacle: the barriers existent in the formal labor market to absorb this qualified workforce coming from these projects, and the difficulty of creating and maintaining formal and informal enterprises. Employers and product and service contractors, in this sense, have the important responsibility of establishing criteria and definitions that enable the economic inclusion of LGBTQIA+ people, whether as employees or suppliers.

## 2. INSTITUTIONAL STRENGTHENING OF ECONOMIC PROMOTION PROJECTS AND INITIATIVES

The lack of external funding for projects for the economic promotion and generation of income for LGBTQIA+ people has a direct impact on the quality of the development of these projects, especially in reaching the target audience, the scope of planned activities and the continuity of activities. Furthermore, in some situations challenges in raising resources also hinder the ability of project and initiative organizers to put time into projects, which can contribute to a reduction in the impact of the actions carried out.

It is increasingly important to provide wages for both LGBTQIA+ leaders who coordinate income-generating projects, as well as instructors, assistants, monitors and other members of the executive chain of social projects. Funds, as well as large companies and public authorities, for example, must take on the role of guaranteeing greater and lasting resources to carry out projects and initiatives. These funds must cover the wages of those who organize and execute projects and initiatives, ensuring that the project has the necessary human resources to be carried out satisfactorily in relation to the proposed activities.

### **3. ROLE OF PUBLIC AUTHORITIES AND THE IMPORTANCE OF GATHERING DATA**

The absence of formal, regular and continuous strategies for data gathering by different instances of the State directly impacts the definition of public policies for LGBTQIA+ people. Knowing the size of this population and how it is spread out, providing information on education, age, race/skin color, income and insertion into the labor market, are key to improving the chain of economic promotion and income generation policies for them.

Greater integration of efforts between public authorities accountable for promoting public policies, initiatives, actions and programs aimed at generating income, employability, training and entrepreneurship is necessary. These efforts must also be coordinated with other social bodies and actors, such as companies, universities and social organizations. Overcoming the barrier of lack of consolidated data guiding evidence-based employment and income policies is still a persistent challenge in the country.

### **4. COMPANIES AND SUPPLY CHAIN**

Although in the last decade several companies have joined diversity, equity and inclusion actions and projects, this phenomenon is still limited, in general, to large companies and multinationals, mainly those located in state capitals from the South and Southeast regions in Brazil. These efforts must be multiplied and directed across the entire production chain, involving and considering regional production differences and the specificities of small and medium-sized companies. Large companies and multinationals play an important role in their supply chain, creating policies and programs that value LGBTQIA+ entrepreneurs and also non-LGBTQIA+ entrepreneurs who adopt diversity, equity and inclusion policies for hiring LGBTQIA+ people.

### **5. MONITORING AND EVALUATION**

Most organizations and initiatives still maintain incipient structures to carry out continuous monitoring and evaluations, both regarding goals to be achieved by the projects, and the enjoyment of the project by its participants. Failure to gauge results may result in a hard time understanding the impact of projects and initiatives, for example.

Effective practices of verification of results tend to pose an incentive to improve the allocation of resources and efforts. Funds and fundings intermediaries, for example, can support and also benefit from actions that subsidize organizations and initiatives with monitoring and evaluation skills and tools, encouraging projects and initiatives to gauge achieved results, positive and negative impacts, as well as problems found and challenges to overcome.

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## Survey's questions and responses

Página 09 Q. In what year was the organization founded? (NR)<sup>10</sup>. **Total: 104 responses.**

Página 09 Q. Is the organization formalized, that is, does it have a Company Registration Number (CNPJ)? **Total: 104 responses.**

Página 09 Q. In which Brazilian region the organization's headquarters are located? (SR)<sup>11</sup>. **Total: 104 responses.**

Página 29 Q. Was/is the organization's main project aimed at employability or income generation and/or entrepreneurship for LGBTQIA+ people focused on any specific identity of the LGBTQIA+ community? If yes, which ones? (MR)<sup>12</sup>. **Total: 104 responses.**

Página 30 Q. In which year was the organization's main project implemented? (NR). **Total: 104 responses.**

Página 30 Q. What are the main activities carried out by the project? (MR). **Total: 104 responses.**

Página 31 Q. Is the organization's work focused on any specific identity of the LGBTQIA+ community? If yes, which one? (MR). **Total: 104 responses.**

Página 32 Q. In addition to being members of the LGBTQIA+ community, does the organization use or have used other criteria to select participants for the project? If so, which ones? (MR). **Total: 104 responses.**

Página 33 Q. What were the impacts achieved by the social project? (MR). **Total: 104 responses.**

Página 34 Q. After participating in the project, what was the percentage of participants who obtained formal employment (via Consolidated Labor Laws)? (SR). **Total: 47 responses.**

Página 35 Q. In the organization's assessment, what are the reasons for the low conversion of participation in hiring into formal jobs? (MR). **Total: 27 responses.**

Página 36 Q. Among the people who obtained formal employment, what was the percentage of participants who kept their job for at least 12 months? (SR). **Total: 47 responses.**

Página 37 Q. After participating in the project, what percentage of participants opened new enterprises? (SR). **Total: 53 responses.**

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10. NR: Numerical Response.

11. SR: Single Response.

12. MR: Multiple Response.

Página 37 Q. In the organization's assessment, what are the reasons for the low conversion of participation into business opening? (MR). **Total: 41 responses.**

Página 38 Q. Among the people who opened a business, what was the percentage of participants who kept their business open for at least 12 months? (SR). **Total: 52 responses.**

Página 39 Q. Does the organization use any impact assessment tools or methods for its social projects? If so, which ones? (MR). **Total: 104 responses.**

Página 40 Q. Considering the organization's expectations regarding the impact of its main project aimed at employability and/or entrepreneurship for LGBTQIA+ people, its impact is: (MR). **Total: 104 responses.**

Página 41 Q. In the organization's assessment, why is the project's impact below expectations? (MR). **Total: 28 responses.**

Página 43 Q. Considering the organization's main project aimed at employability or income generation and/or entrepreneurship for LGBTQIA+ people, what were the biggest challenges for its implementation? (MR). **Total: 104 responses.**

Página 44 Q. At some point during its implementation, did the organization's main project receive external funding?. **Total: 60 responses.**

Página 45 Q. How much did the organization raise from external sources to carry out the main project aimed at employability or income generation and/or entrepreneurship for LGBTQIA+ people? Consider the total amount raised. (SR). **Total: 69 responses.**

Página 45 Q. What percentage of this amount is or was allocated to the project? (NR). **Total: 69 responses.**

Página 46 Q. What percentage of this amount is or was allocated to the organization? (NR). **Total: 68 responses.**

Página 48 Q. How did the organization obtain external funding for its main project? (MR). **Total: 69 responses.**

Página 49 Q. From the organization's perspective, access to external sources of funding positively impacted its main project in (MR). **Total: 69 responses.**

Página 50 Q. From the organization's perspective, the lack of access to external sources of financing negatively impacted its main project in (MR). **Total: 34 responses.**

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This study included the participation of social organizations, initiatives, funds, funding intermediaries, foundations, activists and government representatives, listed below. We thank you for your time and knowledge shared with the research team.

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