

## CROWDFUNDING

### ASSOCIATION OF INDIGENOUS PEOPLES OF BRAZIL / ARTICULAÇÃO DOS POVOS INDÍGENAS DO BRASIL - APIB

Link: <https://www.vakinha.com.br/vaquinha/apoie-os-povos-indigenas>



The Association of Indigenous Peoples of Brazil (*Articulação dos Povos Indígenas do Brasil: APIB*) is a coalition group of national relevance for the indigenous movement in Brazil, whose mission is the “Promotion and defence of indigenous rights based on coordination and union between indigenous peoples and organizations from the country’s various regions”.

With the advance of the coronavirus in Brazil, social isolation is one of the main recommendations made by health bodies. This guidance is even more important for populations with lower immunity and who live kilometres from hospitals, such as indigenous peoples.

To help indigenous peoples to confront the disease, the APIB has launched a virtual campaign for the purchase of food, medicine and hygiene materials for the villages:

*“The situation is grave.*

*Humanity will face its worst moments since the 2<sup>nd</sup> World War. Epidemics are terrible for society, but we know that the impact is even greater for indigenous people. Flu, smallpox and measles were some of the diseases introduced into our territories by non-indigenous people, which exterminated many of our ancestors.*

*The coronavirus is another such threat. With the increase in the global pandemic, we need to pay attention to indigenous peoples. The effects could be devastating for us! Should one of us become contaminated, our communal way of life could facilitate the rapid propagation of the virus across our territories.*

*Donate now to the Association of Indigenous Peoples of Brazil (Articulação dos Povos Indígenas do Brasil: APIB), with the money we raise, we will buy food, medicine and hygiene materials for our villages”.*

**Target:** BRL 200,000.00

**Amount raised by 20 April 2020:** BRL 150,958.98

**Number of donors:** 971 people

### Factors important for the campaign's success

**Sense of urgency:** Emergency health protection action for people historically wiped out by viral diseases brought by white people. In other words, a clear, urgent demand recognized around the world.

**Social networks:** All the efforts and energies for dissemination have been channelled through social networks. The main content linked to the campaign involves constant updates, with data about COVID 19 among the indigenous, videos of indigenous leaders from various regions around the country, live streaming with guidance and news about the vulnerability of the peoples, given the political context. Its organic reach (shares, likes and visualizations) is efficient.

**Personality:** Strong presence of Sônia Guajajara, APIB's Executive Coordinator, on the campaign's front line. Sônia is one of the greatest indigenous and environmental leaders in Brazil. She is the first indigenous woman in the country's history to run for President of the Republic.



The APIB's organizational credibility and legitimacy, strengthening indigenous peoples' struggle for the right to demarcation, health, education and others, provides further backing to the campaign, which has consequently managed to raise a considerable amount of funds.

Information about the APIB's activities are available in three languages (Portuguese, English and Spanish) enabling people from other countries to find out more about the campaign and the work of the organization.

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*Donations can be made via the internet at the above link.*