



Charitable Giving as
Viewed by Ukrainians

The research was conducted from June to August
2019 by SociInform, a Ukrainian Centre for Public
Opinion Studies by request of Zagoriy Foundation



Charitable Giving as **Viewed by Ukrainians**

The present report gives an overall analysis of charitable giving in Ukraine explaining the key trends and revealing bottlenecks as well as opportunities for potential growth. The research findings help understand how Ukrainians feel about charitable giving in general and charitable foundations in particular, and what practices appear to be the most successful these days. The report will reveal what drives Ukrainians in supporting others, what obstacles to participation in charitable giving are there, who requires help the most and what groups of people are mostly likely to receive support and how support is provided. The present research will enable charitable organisations to improve their working practices and gain trust and support to implement quality changes in the culture of giving in Ukraine.

Charitable Giving In Ukraine. **What Do You Know?**

The culture of **mass giving in Ukraine** distinctly **developed in 2014**, which proved that people are capable of supporting and funding both **selective initiatives as well as macro projects**. At the same time the society has demonstrated the ability to rapidly expand the structural component of charitable giving through engaging volunteer network and charitable organisations as well as bringing advanced logistics of helping others and interaction between givers.

Mass giving remains popular

despite the decreased support of military and internally displaced people from Crimea and Donbas.

Within the last year, about

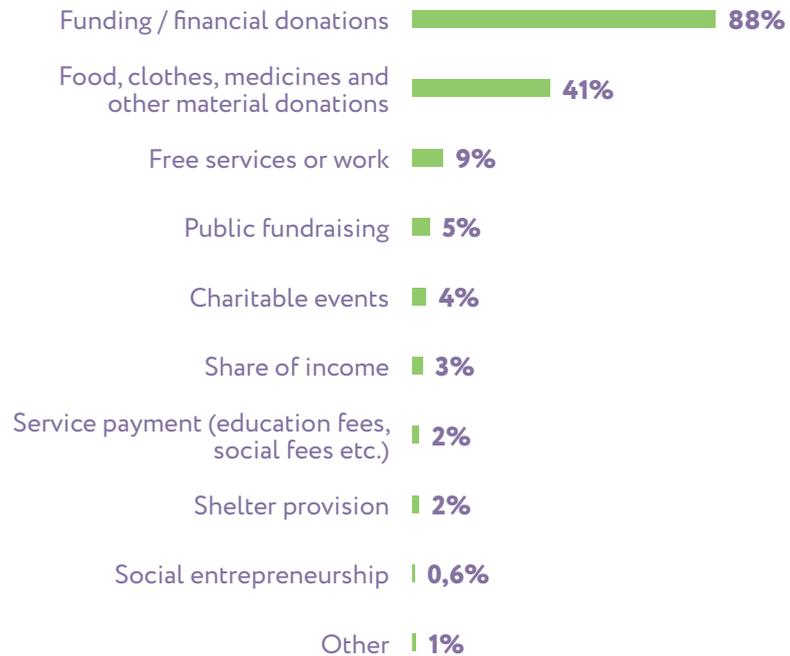
~60%

**of Ukrainian provided either material
or non-material support to others.**

Charitable giving in Ukraine is seen in simplified terms like giving funds, clothes or food. Only every tenth respondent claimed that he/she donated in the form of free services or work. This, however, is not always seen as giving for charity.

Ways of Charitable Giving

% of respondents who participated in giving (N = 1198)



61% of respondents see charitable giving in Ukraine as vital necessity,

and 90% find it important.

Yet charitable giving is not widely spread. Ukrainians are quite **sceptical about their chances** of receiving support from a charitable organisation should they have the need for it. Majority of people believe they are unlikely to receive support.

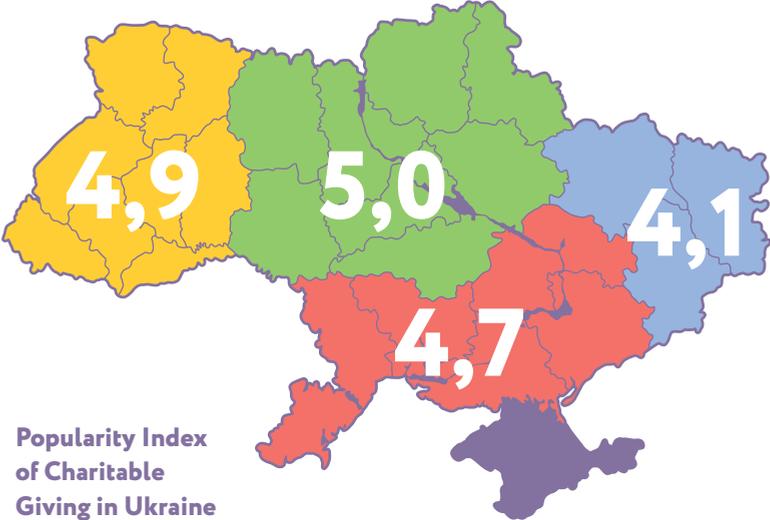
Only 15% of respondents believe they may receive support from a charitable organisation if need be (5% of those are positive about receiving support), 26% of respondents are unsure of their chances to receive support and 59% think they will not get any support in the time of need.

Charitable Giving Evaluation Index

On a scale of 1 to 10 (1 being the lowest and 10 being the highest)

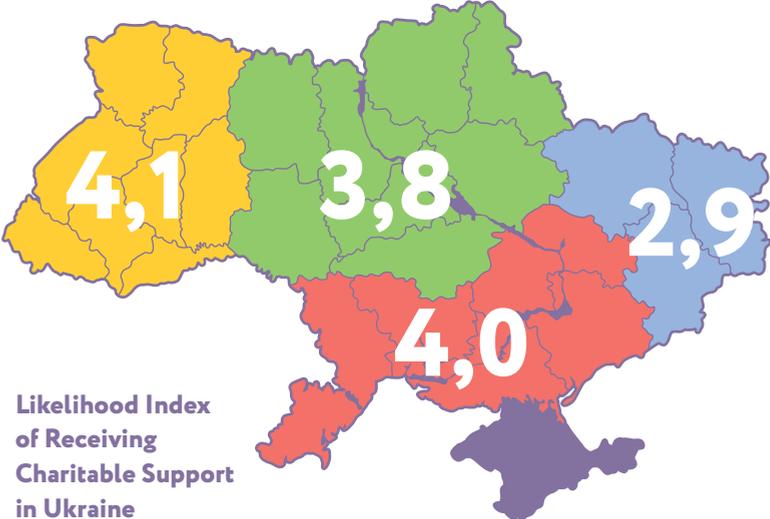


Charitable Giving as Viewed by Ukrainians



Popularity Index of Charitable Giving in Ukraine

- West
- Center
- South
- East



Likelihood Index of Receiving Charitable Support in Ukraine

Ukrainians actively demonstrate **ad hoc giving on a mundane level:** large majority of the population claim they give financial / material donations or do volunteering work on a regular basis.

At present passive forms of charitable giving dominate in Ukraine, namely material or financial donations, where the later prevail. During the past year,

every second Ukrainian provided financial support to people in need.

The average donated amount was UAH 208.00/quarter

per one adult Ukrainian or UAH 470.00/quarter per one charitable giver.

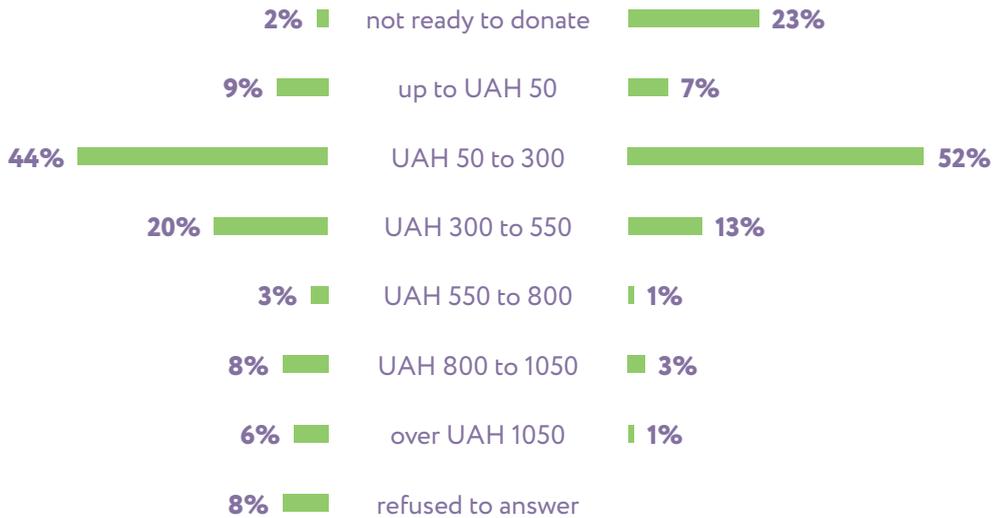
There is a potential for growth in donating by

≈30%

(UAH 313.00 as opposed to UAH 208.00 per head), which may come from people who hold back from donating due to lack of trust.

Donated Amounts in the Past Three Months

% of respondents who donated



Donating in Ukraine has a **clear social-demographic pattern**. Financial donations mainly come from the population in the Western part of Ukraine, whereas material donations come from the population in the East.

- ✗ *In the past year, financial donations came from 95% of givers from Western Ukraine, 89% of givers from Central Ukraine, 81% of givers from Eastern Ukraine and 84% of givers from Southern Ukraine.*
- ✗ *In the past year, material donations (food, clothes, medicines) came from 56% of givers from Eastern Ukraine, 45% of givers from Central and Southern Ukraine and 27% of givers from Western Ukraine.*

Female population gets involved in charitable giving more often as opposed to male population.

30% of females and 18% of males provided material support in the past year.

Representatives of both genders donated equally.

A social-demographic **profile of a charitable giver** is similar to a profile of a civic activist. They are usually young people with high level of education and income, who live in big cities. They see charitable giving as a certain type of behaviour based on their values.

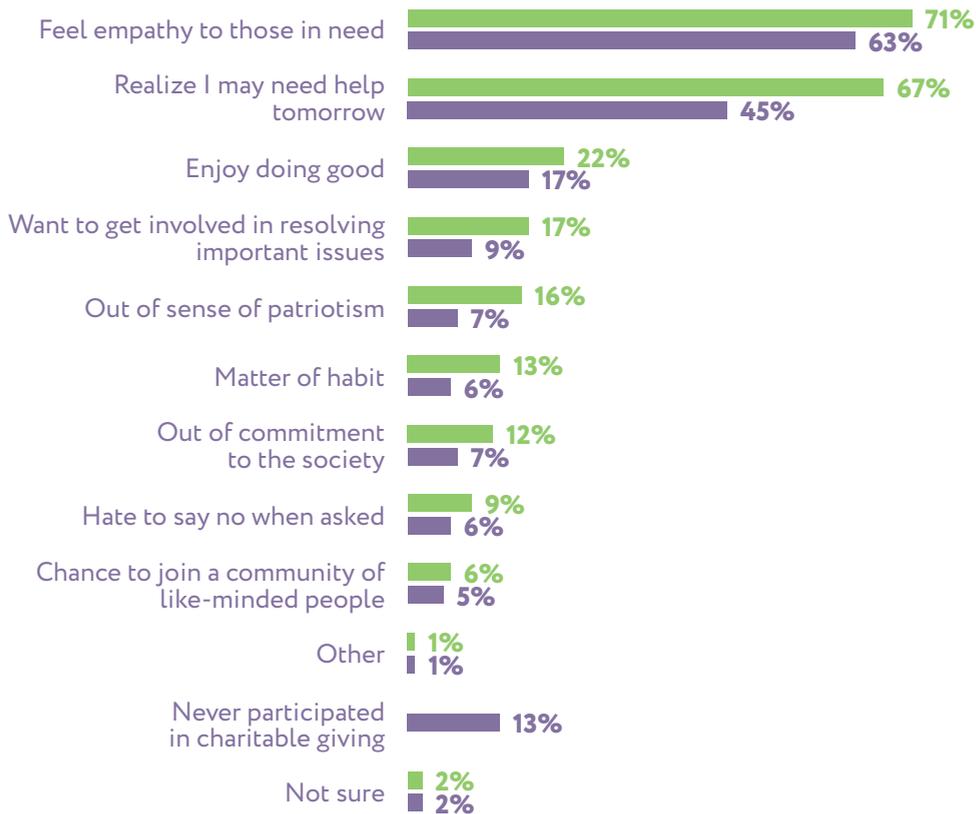
69% of charitable givers have university education, 61% have secondary professional education and 44% of givers have secondary education. The percentage of charitable givers with lowest income is 45%; the percentage of charitable givers with highest income is 78%.

When motivating to participate in charitable giving

**emotional and
rational drivers
are nearly equally efficient.**

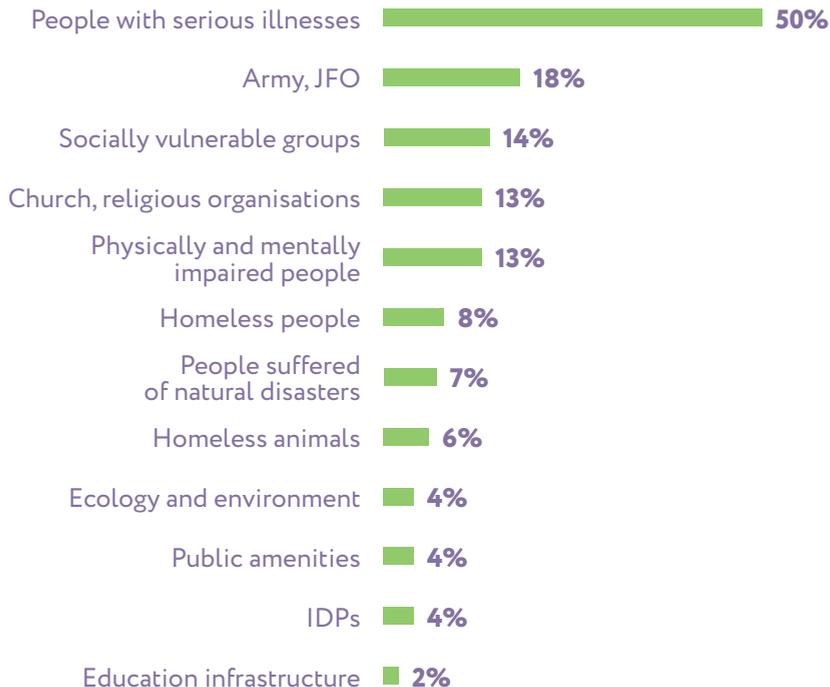
Key Drivers of Charitable Giving

- Why do you think Ukrainians work for charitable causes?
- Why do you work for charitable causes?



In smaller towns (in villages in particular) charitable giving has gained **features of collective protection system**: in the event of acute need for help, people in need gain support without requesting it.

Key Donation Areas in the Past Year in Ukraine

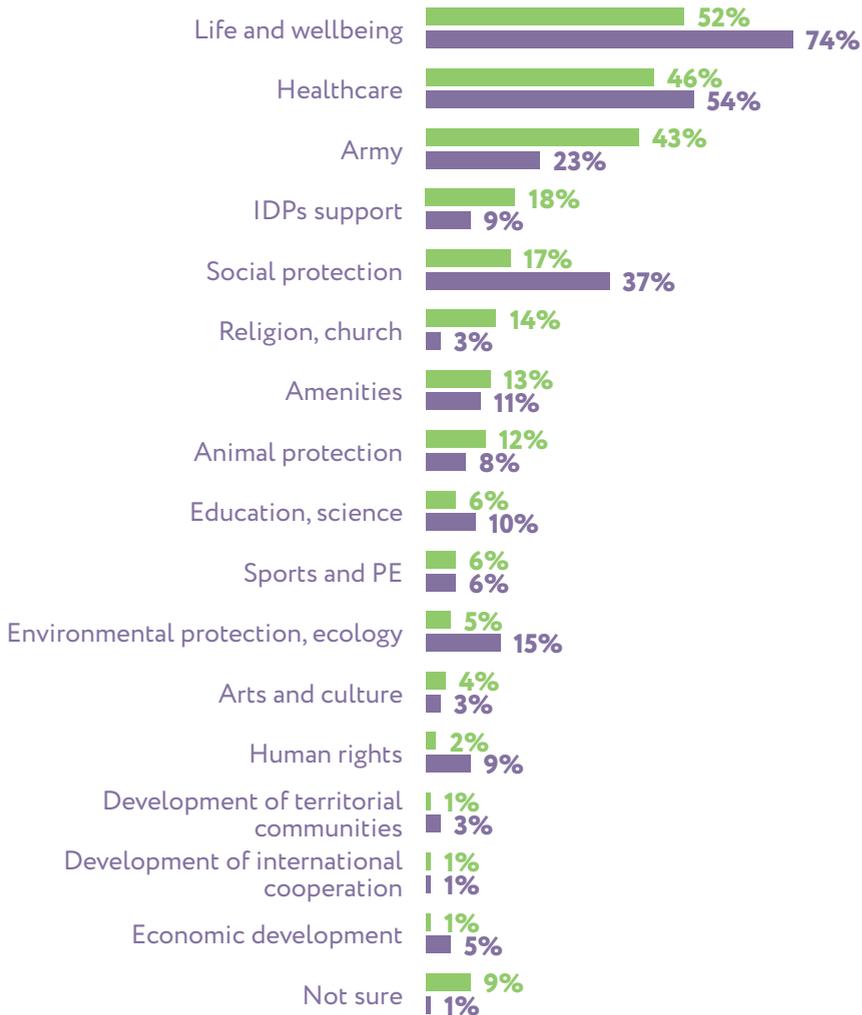


In addition, among donation areas respondents mentioned patients with HIV/AIDS, people with alcohol, drugs and other addictions, former prisoners, sports.

Ukrainians believe that these days charitable giving is mainly focused around health protection services and support of the army. The key priority in developing charitable giving is seen in social protection, **giving back seat to development of territorial communities, culture, arts, religion, sports and science.**

Key Areas of Charitable Giving Key Areas that should be supported by Charity

Respondents could choose up to 3 areas

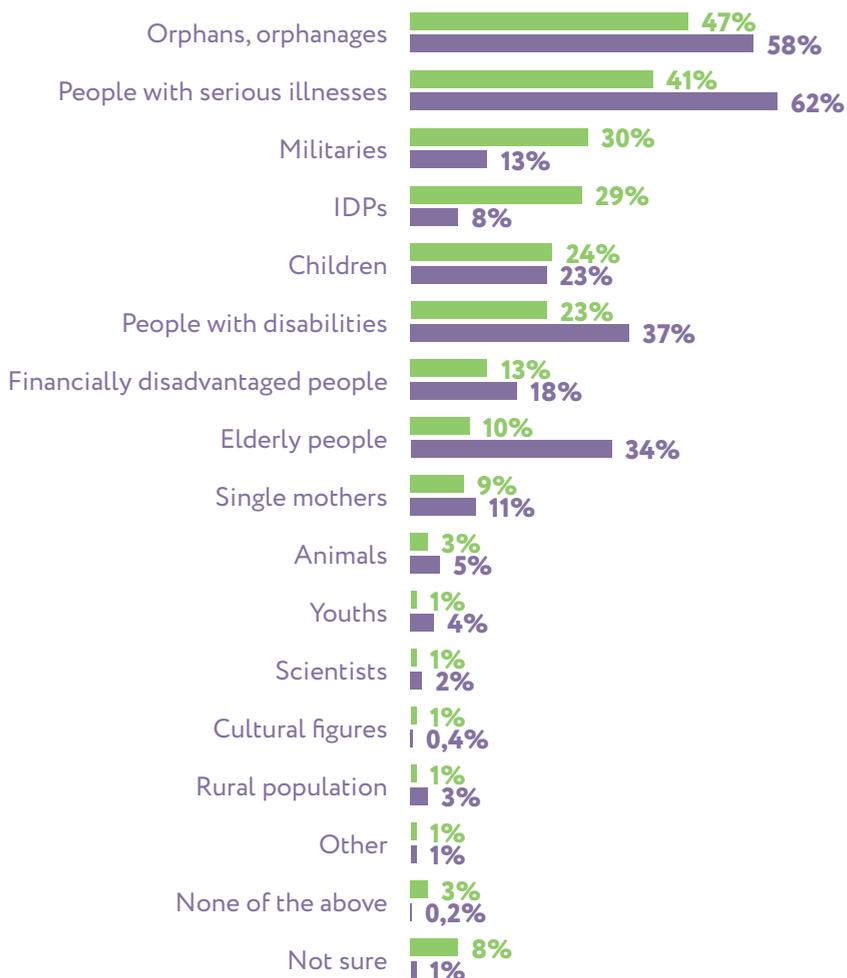


Hierarchy of Social Groups, which According to Respondents' Opinion...

...are likely to receive charitable support more often than others

...need charitable support the most

Respondents could choose up to 3 areas



The respondents qualify those who need support the most as **patients with serious illnesses, people with disabilities, elderly people and children.**

The respondents see no use in providing support to people with addictions and those who are able to support themselves financially. At the same time, Ukrainians partially believe that there should be no stigmatized groups of population and every person should have the right to receive at least non-material support if needed.

The respondents appeared to have a **rather vague definition of charitable giving** and most often, it is associated with support. At the same time, the perception of charitable giving is majorly seen as the state's inability to provide support in health service and social protection.

The respondents distinguish between charitable giving, sponsorship, volunteering and philanthropy and believe them to be important and necessary. They see

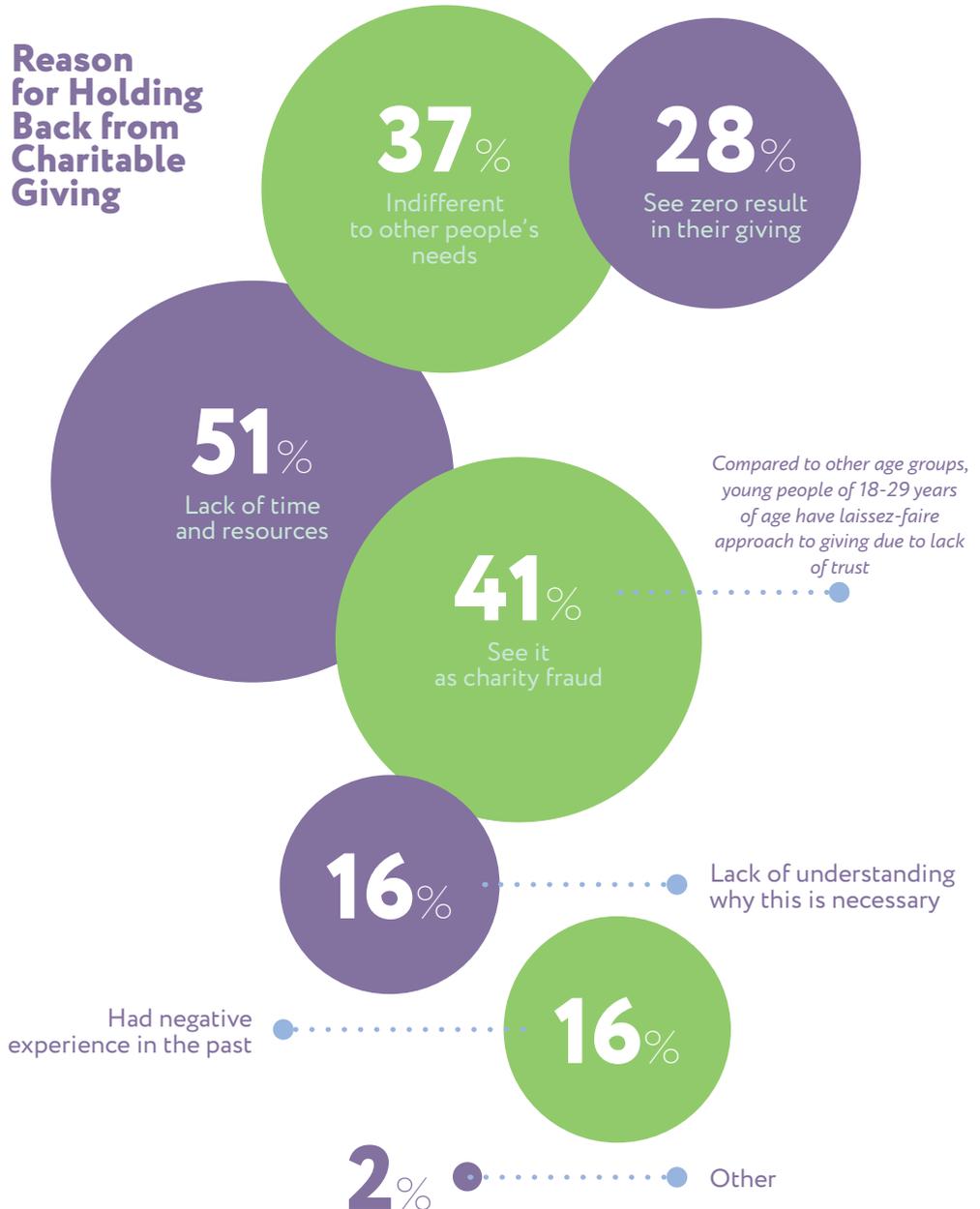
unselfishness, anonymity and free will

as essential attributes of charitable giving.

The main holding back factors of charitable giving are:

- × Lack of time and resources
- × Lack of trust
- × Indifference

Reason for Holding Back from Charitable Giving



At this stage, Ukraine **lacks institution building** in charitable giving: donations and charitable projects are mainly context based and are a response to actual requests from either individuals or community in general.

Group discussions helped to reveal grassroots collective charitable giving practices self-organised support groups (via social networking), schools (actively participating in local support giving), and rural support – as a form of neighbourhood mutual help programme. In smaller towns and villages this type of support may become the platform for building new culture of giving.

Although the respondents see the importance of institution building in charitable giving, there is a certain **lack of trust and criticism towards charitable foundations and initiatives**.

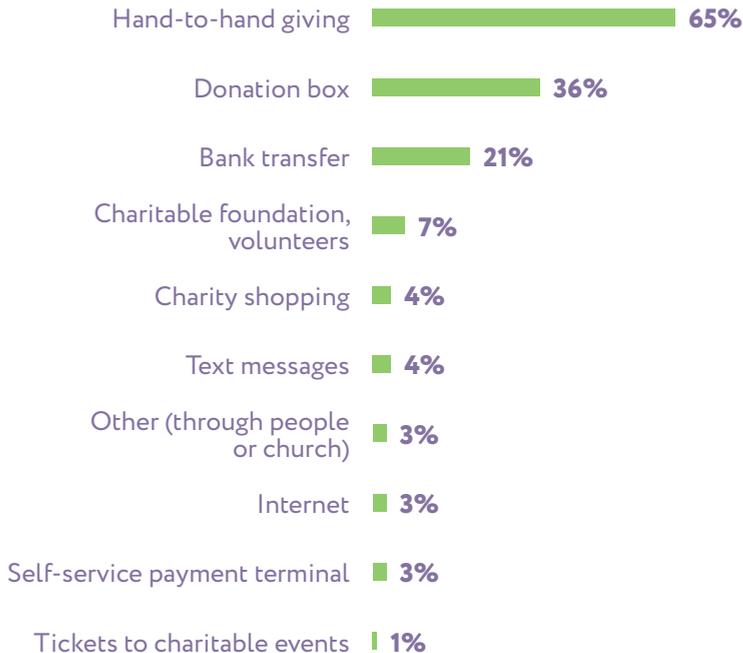
Partially the lack of trust comes from major perception of charitable giving as a non-systemic material support on a mundane level:

charitable foundations are commonly seen as fish providers rather than those who teach how to fish.

Charitable giving is predominantly manifested in **grassroots human-to-human practices**, without spreading onto civic activism or institutionalised networks. The **most common ways to provide financial support** are either hand-to-hand giving, bank transfer or donation box. **Only 7% of support givers** (i.e. 3% of Ukrainians) **donated through charitable foundations**. This is due to a lack of public trust and lack of knowledge about what charitable organisations do.

Ways to Provide Financial Support

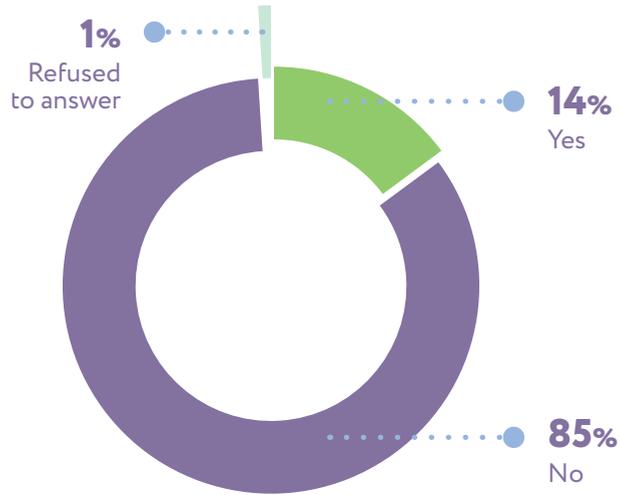
% of respondents who donated (N = 1059)



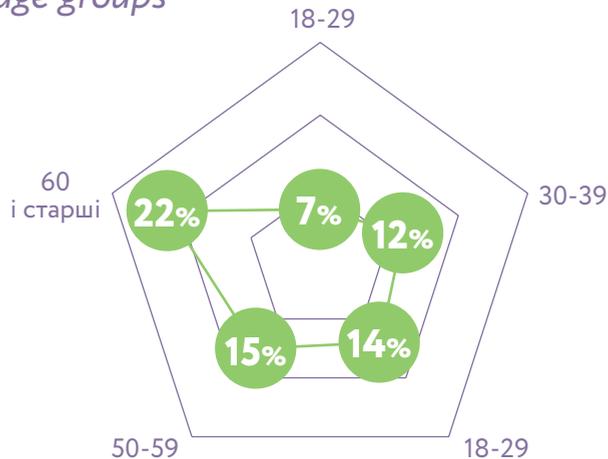
14% of respondents said they have experienced the need to receive support

in the past, 8.9% have actually requested support. The gap in numbers is explained by the population's lack of belief that they can receive the support, lack of knowledge who to contact if need be and their reluctance to ask for support.

Did You Experience the Need for Charitable Support in the Past Three Years?



Respondents' age groups

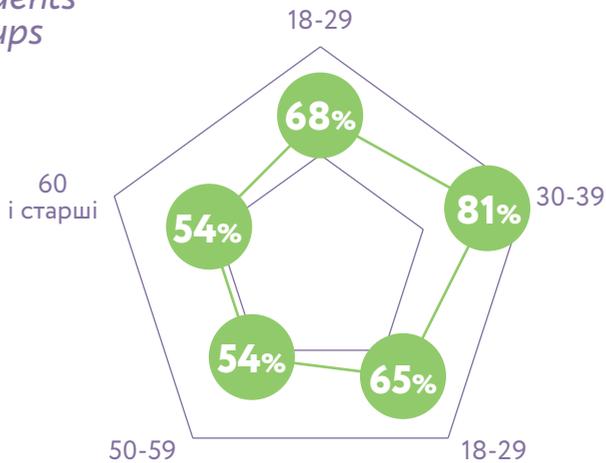


Did You Request Charitable Support in the Past Three Years?

% of respondents who needed support N = 289



Respondents' age groups



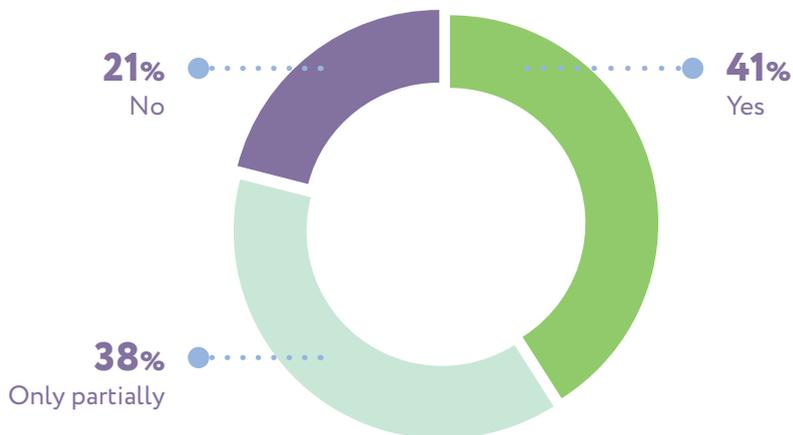
People who had to seek support most often were the elderly, undereducated and financially disadvantaged people from Eastern and Southern Ukraine. Those who have requested support though were people of different social-demographic groups – they were predominantly young people and females from Central and Southern Ukraine.

Among those who requested support:

- ✗ 68% – came from Central Ukraine, 67% – from Southern Ukraine, 55% – from Western Ukraine and 49% – from Eastern Ukraine
- ✗ 68% of them were people of 18-29 years of age, 81% – people of 30-39 years of age, 65% – people of 40-49 years of age, 54% – people of 50-59 years of age and 54% – people of 60+ years old

Did You Receive the Support You Needed?

% of respondents who asked for support N = 177

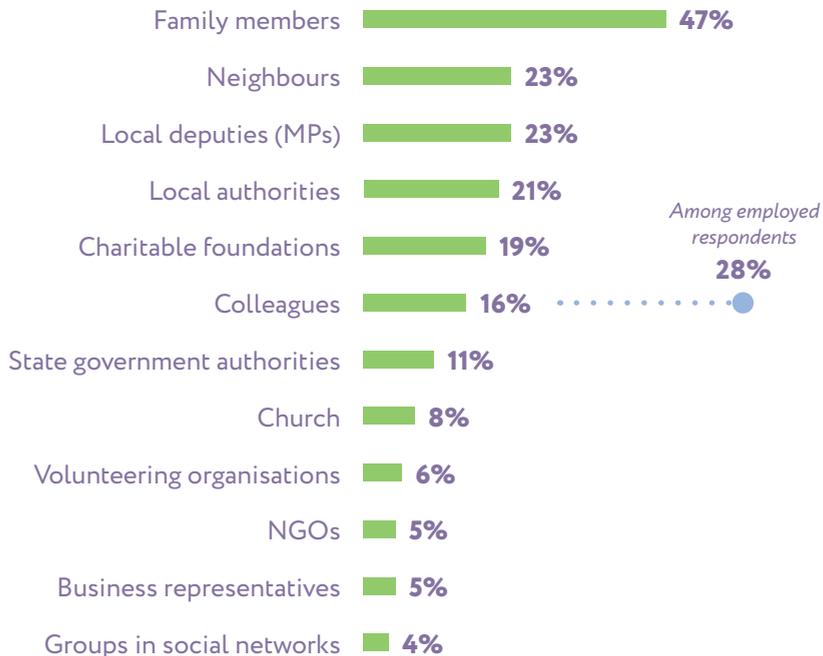


As a rule people in need seek support from their close setting: family members, neighbours or colleagues. This explains the fact why **the biggest support giver in Ukraine is the population.**

Only every fifth person who was in need sought support from charitable foundations: 82% were people who requested funds for medical treatment, 9% – were people who requested funds for starting up or supporting social projects, 6% – were people who requested food, clothes or material items and 3% – were people who requested funds for education purposes.

Who Did You Contact To Get Support?

% of respondents who asked for support N = 177



The respondents, nevertheless, indicated that they might potentially seek support from charitable foundations as their second choice after requesting from ordinary people. Apparently, **with improved availability, transparency and openness charitable foundations could become the most comfortable source of receiving support for those in need.**

Depending on the type of issue, Ukrainians are likely to seek support from different sources:

- ✘ They seek support from social networks, local businesses and local politicians dealing with public issues;
- ✘ They seek support from family and close setting dealing with personal issues;
- ✘ They seek support from the church dealing with deeper personal issues.

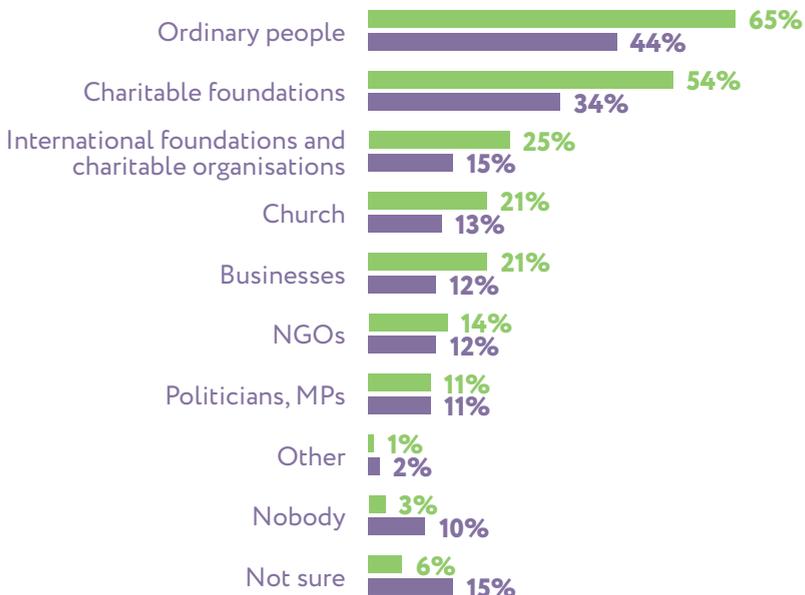
The last on the list, when seeking support, the respondents give to large businesses, non-profit organisations and politicians (MPs).

- ✘ Large businesses and politicians have negative perception among public as their charitable projects are strongly associated with either personal gain, money laundering or PR.
- ✘ Non-profit organisations are associated with providers of consulting support rather than charitable givers, and are often seen as grant-eaters.

People from Western Ukraine are more inclined to seek support from other people or church, whereas people from Eastern Ukraine mainly seek support from charitable foundations rather than ordinary people.

- ✗ Seeking support from ordinary people: 49% – people from Western Ukraine, 49% – people from Central Ukraine, 44% – people from Southern Ukraine, 23% – people from Eastern Ukraine.
- ✗ Seeking support from the church: 22% – people from Western Ukraine, 12% – people from Central Ukraine, 9% – people from Southern Ukraine, 7% – people from Eastern Ukraine.
- ✗ Seeking support from charitable foundations: 25% – people from Western Ukraine, 38% – people from Central Ukraine, 41% – people from Southern Ukraine, 30% – people from Eastern Ukraine.

Who Gives to Charity the Most? Who Would You Contact to Request Support?



According to the public opinion, the key advantage of charitable foundation is the ability to fund large-scale high cost projects.

Charitable foundations have rather negative than positive public image. The respondents are doubtful of whether charitable foundations provide support on regular basis, if they are open to cooperate with public and if they understand the needs of the society. Charitable foundations are commonly thought of as organisations that make groups of people or individuals dependent on them, failing to resolve the root cause of the social problems.

Charitable foundations face certain negative perceptions about their activity:

- × Criticism of spending funds on operational expenses (running an office and personnel costs)
- × Making mention of past scandals on donations/funds misuse
- × Accusations of creating charitable foundations for tax avoidance
- × Suspicions of self-serving, working for the sake of image and gaining votes.

Ukrainians lack information about research, structure building and financial activities that charitable foundations run.

The most important factors that help building trust in the perception of charitable foundations are:

- × Public esteem (weight and reputation)
- × Operational history
- × Proactivity
- × Respondents' knowledge of performance outcomes
- × Transparency and accountability

International charitable foundations appear to be the most trusted in Ukraine.

The level of trust is quite moderate though: They are equally trusted and untrusted. Same perception exists about other types of foundations: diaspora foundations, civic initiatives, as well as national, local and named after people foundations. The respondents expressed lack of trust towards foundations established by large businesses and political figures.

Average Trust Score

*On a scale of 1 to 5
(1 being Zero trust, 5 being Trust entirely)*

3,33	International charitable foundations	2,92	Charitable foundations named after people
3,18	Diaspora charitable foundations	2,90	Local charitable foundations
3,17	Charitable foundations based on civic initiatives	2,52	Corporate foundations
2,94	Nationwide charitable foundations	2,19	Charitable foundations established by politicians

The population's interest in charitable foundations is below average in Ukraine.

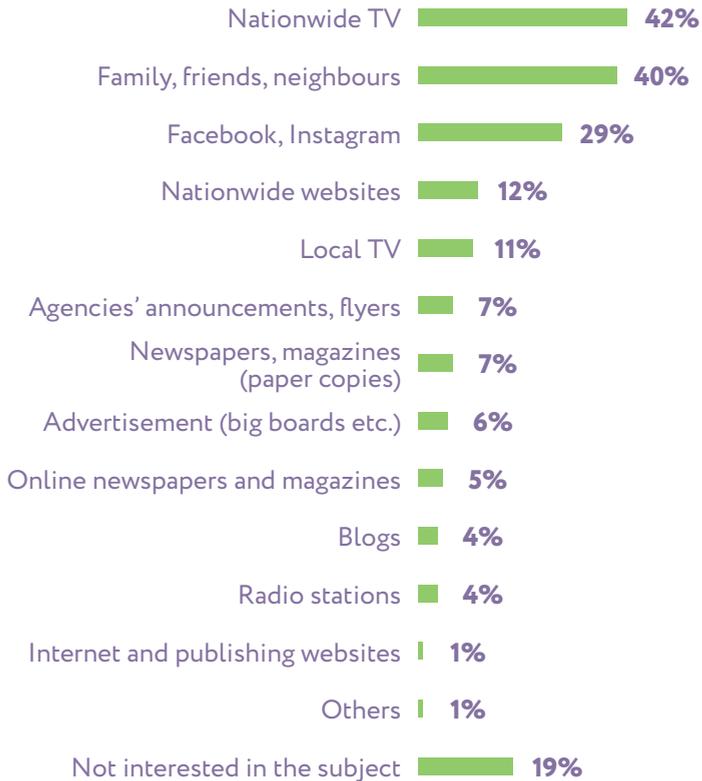
2,31 Charitable Foundations Interest Index in Ukraine

- Interest in the city of respondent's residence
- Overall interest in Ukraine

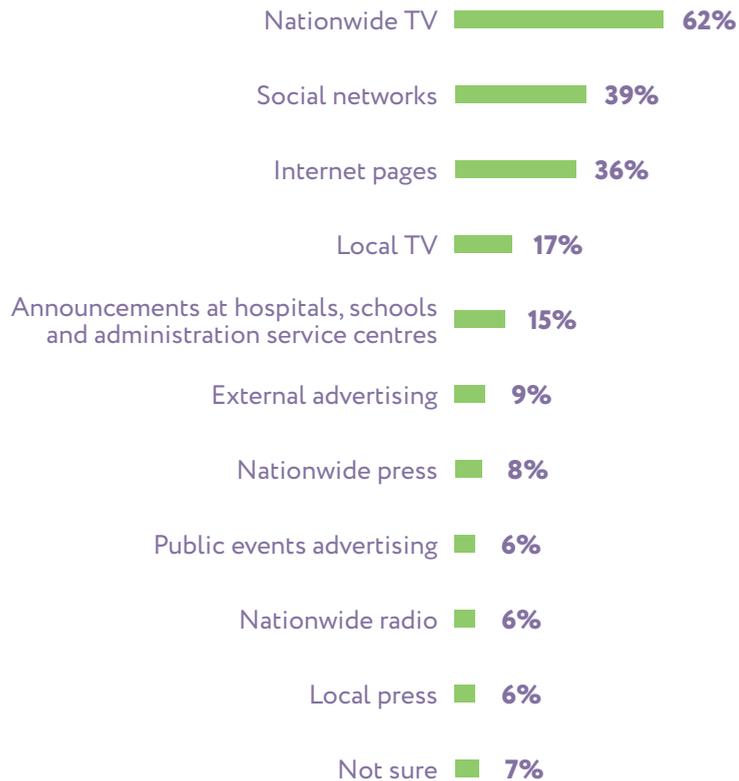


Most Ukrainians get to know about the work of charitable foundations through nationwide television (33% of population in big cities, 40-47% – in other settlements). Partially this is due to the fact that foundations receive funds from large businesses that own national TV channels: the later give publicity to charitable foundations named after representatives of large businesses to build positive image of their founders.

What Sources Do You Use to Get Information About Charitable Foundations?



What Sources You Would Like to Hear About Charitable Foundations From?

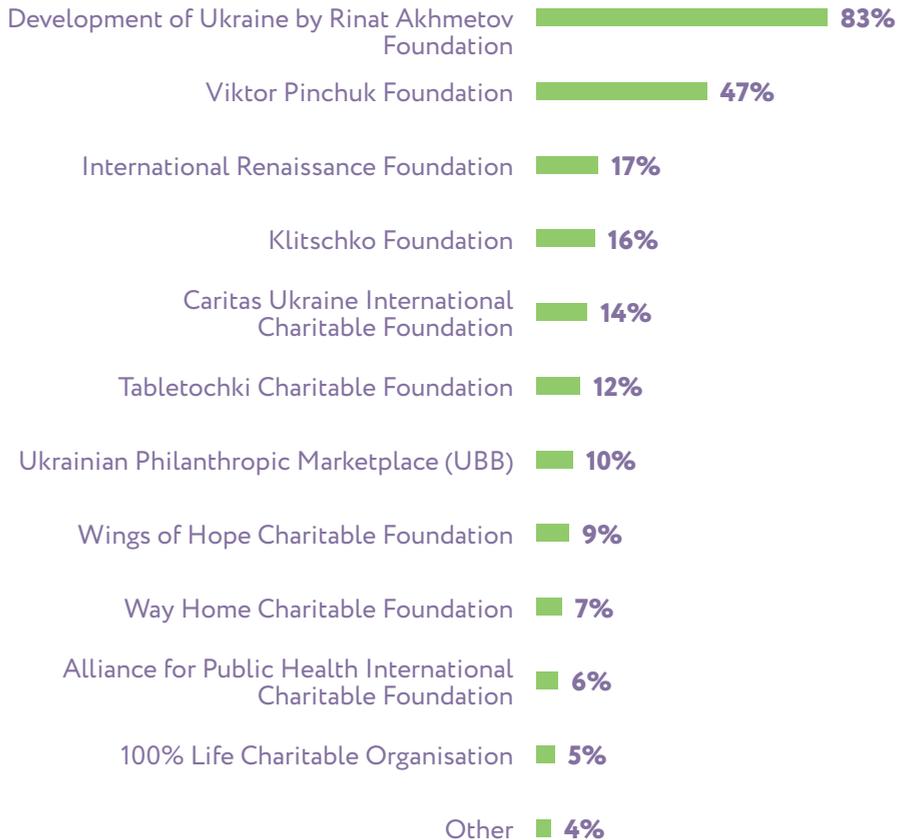


**The respondents are familiar
with the following initiatives:**

Development of Ukraine by
Rinat Akhmetov Foundation,
Viktor Pinchuk Foundation,
Caritas Ukraine International
Charitable Foundation,
Tabletochki Charitable
Foundation, and International
Renaissance Foundation.

Which of These Charitable Foundations Have You Heard Of?

(Options were suggested from a list of foundations)



Building Trust Towards Charitable Foundations and the Culture of Charitable Giving in Ukraine: **How to Breakthrough?**

The respondents suggested:

Start implementing educational programmes and cooperate with schools:

Make various forms of charitable giving popular, raise awareness on potential charitable practices and cooperation with field-oriented foundations.

Work on resolving trust issues:

Provide more information and transparency in accountability, make information user-friendly, keep finance system and donating procedures transparent and up-to-date.

Build proactive communications:

- ✗ Use various communication techniques depending on the targeted audience;
- ✗ Inform about important social issues and ways to resolve them;
- ✗ Demonstrate accomplishments and performance outcomes;
- ✗ Get feedback from support receivers.

Search for local leaders,

who enjoy public confidence and are capable of increasing public participation as well as creating social networks of support.

Talk about the benefits of institution building in charitable giving because it:

- ✗ Ensures transparency
- ✗ Helps setting the order of priority for beneficiaries and identify their needs
- ✗ Contributes the implementation of large-scale projects
- ✗ Ensures the most efficient use of funds.

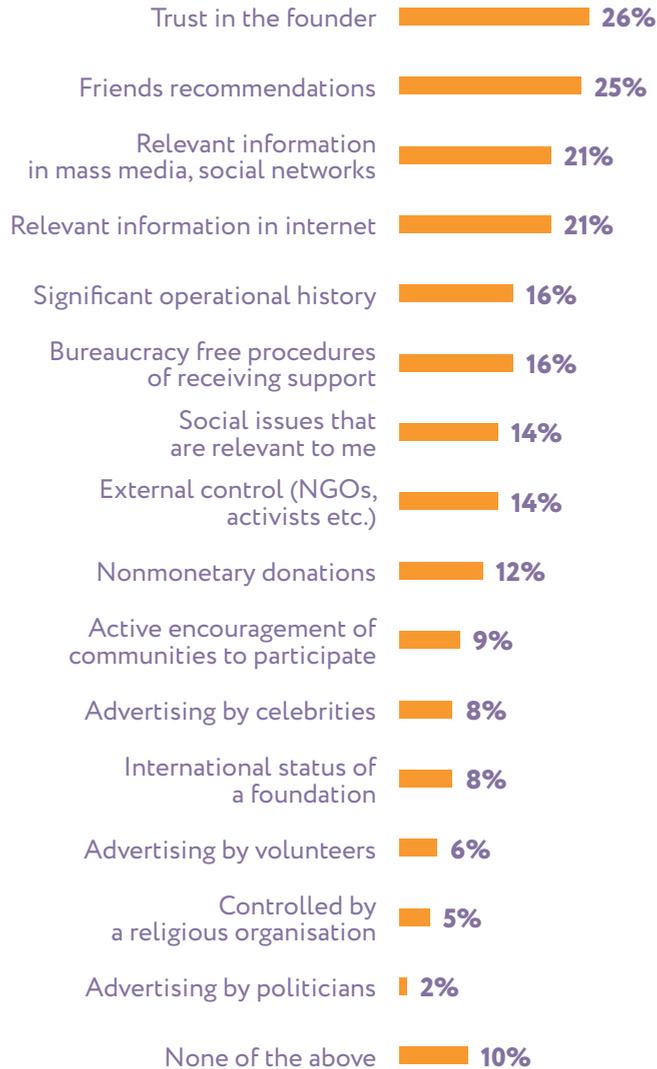
What Could Help Building Trust in Charitable Foundations?

beginning



Charitable Giving as Viewed by Ukrainians

continuation



How to Enhance Charitable Giving and **Promote Charitable Foundations?**

Actively use volunteering potential

apart from requests for material /
financial support.

Try out engaging and emotionally appealing forms of raising donations:

auctions, charity balls,
marathons, flashmobs.

Initiate creative and simple ways of providing support

that are not only practical,
but also help building the
culture of charitable giving
and demonstrate that
qualitative changes of the
society come from simple
things and small steps.

Implement programmes on promoting charitable giving in schools and mass media:

- ✗ *Focus on benefits received from charitable initiatives (increased level of social responsibility, sense of protection for every individual, rise of social cohesion);*
- ✗ *Spread the word about success stories in charitable sector.*

Get human and finance resources involved through existing activists associations:

They have the experience in resolving community issues, their representatives have the capacity to marshal the resources and have public esteem that can benefit the reputation of a foundation..

Provide expert support of proactive groups

willing to work in charitable sector.

Improving Performance of Charitable Foundations: **Things to Focus On:**

Create awareness about the mechanisms and implementation stages in the work of a foundation:

- × *Cover all types of activities implemented for effective provision of targeted support;*
- × *Provide clear information on grounds and ways to request support;*
- × *Provide time frames for considering submitted requests;*
- × *Prepare reports to inform about implemented initiatives allowing the support givers share the success;*
- × *Have transparent financial reporting;*
- × *Be open to civic control.*

Talk openly about the **benefits of working with charitable foundations and their role as facilitators** in providing support.

Be on everyone's lips —

when talking about the issue, people should think about the charitable foundation. This means you should:

- ✗ *Stay proactive in the media scene (social networks, traditional mass media, local events);*
- ✗ *Provide updates about the current initiatives, needs, issues and success stories;*
- ✗ *Get closer and popular to public – foundation's successes and failures should bring on the empathy.*

Clearly define the needs and objectives for each initiative.

This means you should:

- ✗ Communicate and interact with the government bodies, expert community and public to identify top priority issues and ways to resolve them;
- ✗ Get involved in discussing local or wider social issues to expand your audience, get new ideas and work opportunities.

Encourage to participate additional resources:

For instance, ask volunteers to help you with organizing a performance, a fair, site improvements and ask community to thank volunteers in return.

Research Methodology: How This Was Done

We used a combination of two research methods to study charitable sector in Ukraine:

Qualitative method

- × Focus groups discussions
- × Sample: 10 focus groups, 8 people each
- × Quotas: Region, type of settlement, gender
- × Duration: 2 hours

Duration of Research:
05/06/2019 – 10/06/2019

Quantitative method

- × Nationwide questionnaire survey
- × Sample: 2 000 people
- × Sample type: Representative, quota, proportional
- × Quotas: Region, type of settlement, gender, age
- × Method: Personal interview
- × Technique: Offline questionnaire with open and closed questions

Duration of Research:
25/07/2019 – 08/08/2019

The research study was carried out in the following order:

Stage 1 included conducting focus groups, which allowed:

- × Identifying what Ukrainians see as charitable giving;
- × Defining perception towards charitable giving in general and charitable foundations in particular;
- × Studying the incentives and bottlenecks in charitable giving;
- × Analysing drivers that encourage Ukrainians to take active part in charitable practices.

Based on responses received from focus groups, research experts put together a quantitative survey questionnaire. Running focus group discussions allowed gaining a deeper understanding of charitable sector in Ukraine and identifying cases that Ukrainians face more often in their everyday life, helping them develop their habits and behaviour patterns.

Stage 2 included running a nationwide questionnaire survey, which allowed studying regional and social-demographic specifics of charitable giving in Ukraine.

Social-Demographic Profile of Respondents

*participants of quantitative survey

Gender

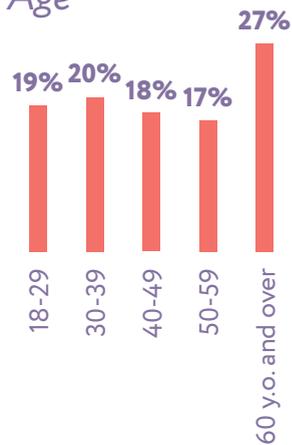


46%

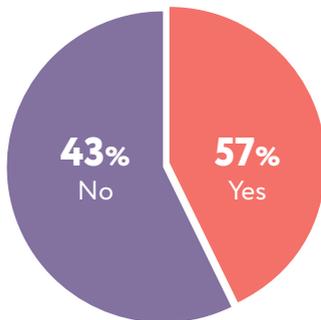


54%

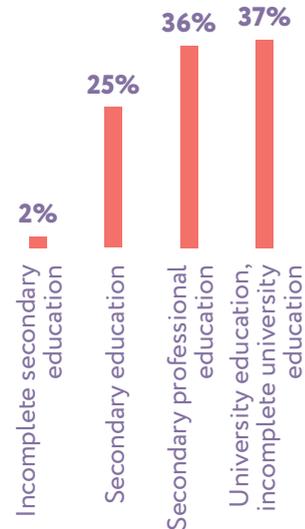
Age



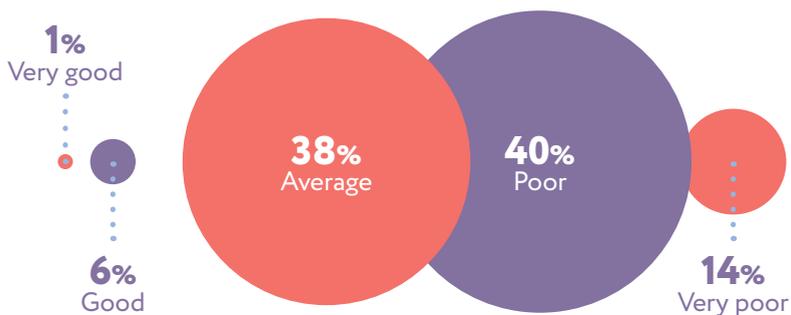
Employment Status



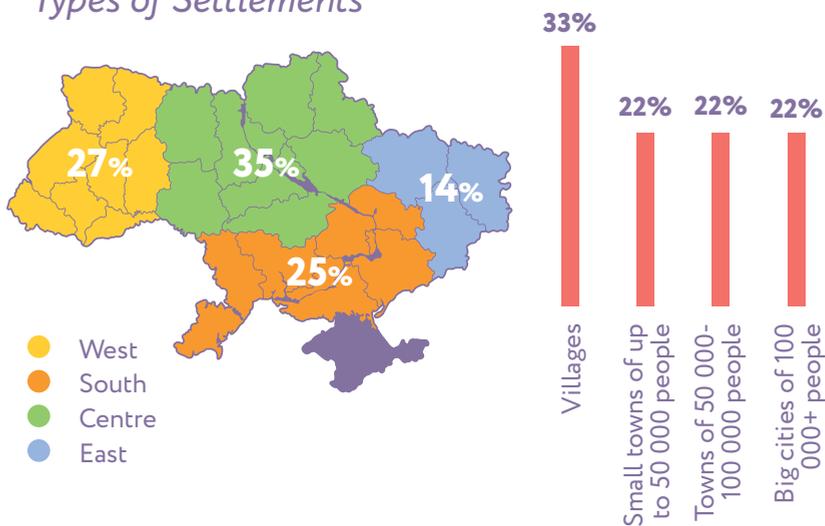
Level of Education



Material Status Analysis



Types of Settlements



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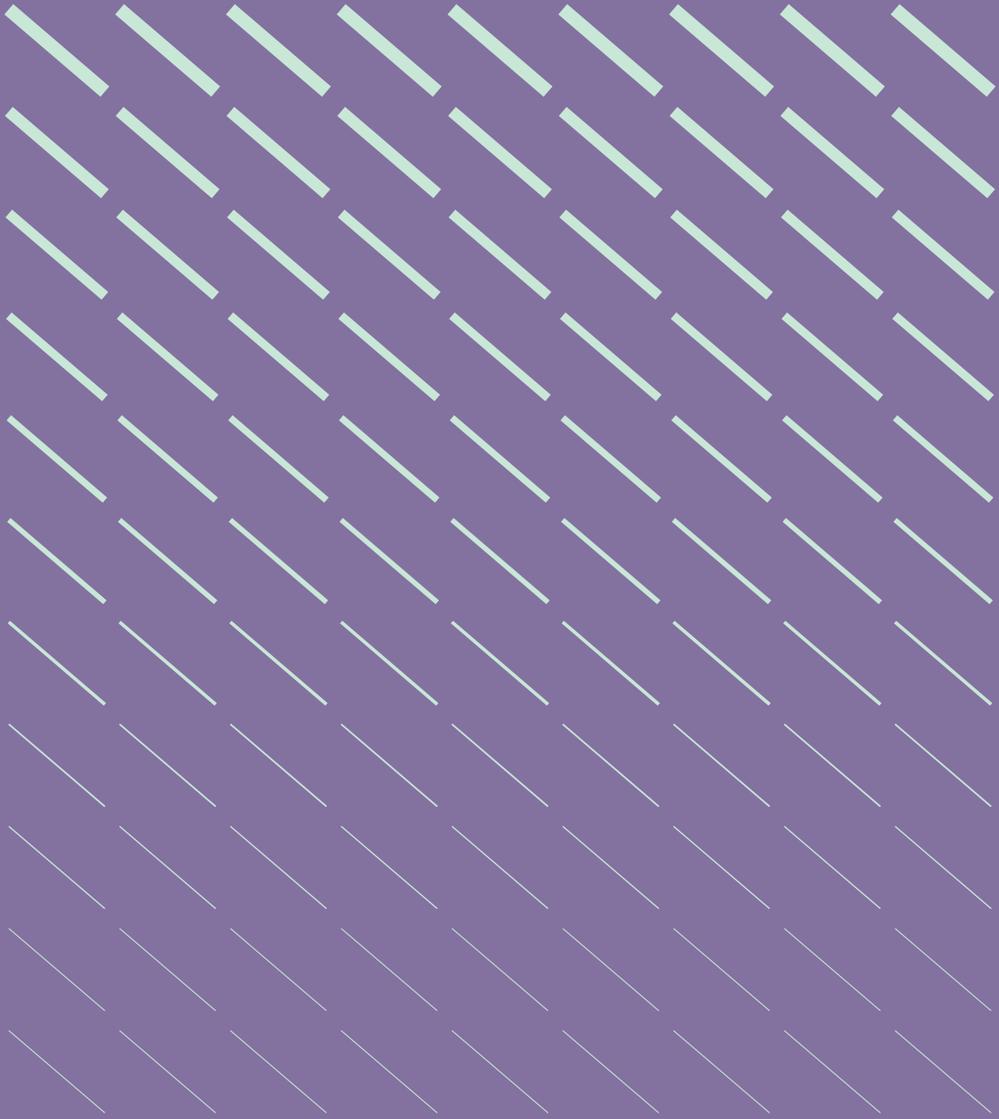
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