



Charitable giving
as viewed by Ukrainians in 2021

Conclusions

How Ukrainians perceive charity

charity
=
good

Charitable giving today has a very positive perception among the people of Ukraine. They perceive it as a good deed/assistance to those who find themselves in a difficult life situation.

It is important to note that such actions as giving for notoriety and publicity are perceived ambiguously. On the one hand, they do not meet the criterion of selflessness; on the other hand, they promote public awareness of the charity and promote this phenomenon. Anonymity is more crucial in micro-level interactions, as publicity can put the beneficiary in an awkward position.

The culture of giving

Lack of knowledge is one of the main reasons for the lack of trust and cooperation between society and the charity sector. The term "the culture of giving" has three following components:

Etiquette of
charity – rules
of giving

The status of charity
in society, its popularity,
inclusion in the outlook,
education, traditions

Principles of charity
functioning
(transparency,
honesty,
accountability,
control, informing)

Attitude to charity

Charity in Ukraine is in high demand. Arguments confirming its necessity remain relevant since 2019.



The Covid-19 pandemic was an important trigger that intensified involvement in charity.



Instead, the notion that charitable giving is most lacking in healthcare and social welfare, the demand for support for the seriously ill, the elderly, and orphans (i.e. people in need) remains stable. Such areas as the development of local communities, culture, art, religion, sports, and such groups as a youth, scientists, artists do not receive the necessary support. Thus, we can conclude that Ukrainian society still believes that charity should be aimed primarily at "fighting fires" rather than laying the foundation for future development. Although some changes in this direction still take place.

Despite the Covid-19 pandemic, perceptions of the importance and necessity of charity have not changed. This may be so due to the fact that in previous years Ukrainian society faced active challenges related to the war and the need to integrate a large number of internally displaced persons.



Consider that the charity is vital
(8,5 out of 10)

Society's pessimism about the spread of charity in Ukraine (up to 4.5 out of 10) and the chances of receiving assistance (3.7 out of 10) remained unchanged.



What has changed in the assessment of the spread of charitable giving and the demand for it?

Ukrainians are less likely to notice the spread of charitable giving in all areas except healthcare. This can be explained by the focus of the information environment on Covid-19 disease and the concentration of givers on assistance to medical facilities/patients. The experience of fighting the pandemic has led to a growing awareness of the importance of directing aid to the functioning of the healthcare system (which will later help many), as opposed to direct assistance to some particular individual.



Thus, helping a medical facility is more important than helping a patient.



«Support and demand for help to the army and internally displaced persons from the Crimea and Donbas region have fallen sharply. Society believes that the army should be maintained by the state, and IDPs have adapted to new life circumstances during the 7 years of the war. Such a position may be the result of a change in the discourse of the ruling elites. If the previous president actively emphasized the state of war, the new one emphasized the importance of peace, which shifts the emphasis on these two groups.

Demand for support for education and science has increased (probably due to the sharp deterioration in education, in the circumstances of transition to online learning).

Perception of givers



An average person remains the major giver in Ukraine.

Charitable foundations occupy second place in this ranking. The main changes that have taken place in the minds of the population are that, if necessary, citizens are more likely to turn to charitable foundations than to fellow citizens, and this is the first step to realizing their value and importance.

At the same time, the results of focus groups analysis show that the first point of appeal is still the immediate social environment (family, friends, and acquaintances). People perceive charitable foundations rather as a "last resort" that can quickly accumulate a significant amount. They are mostly mentioned by those who have previously received assistance from such a structure or have acquaintances who are involved in the work of some charitable foundation/ organization/ volunteer initiative. The bureaucratic procedures for registration of assistance, as well as the lack of information about charitable foundations, the format, and principles of their work (it could be unclear where and how to get assistance), are restraining factors.



Lack of interest
in the functioning
of charitable
foundations



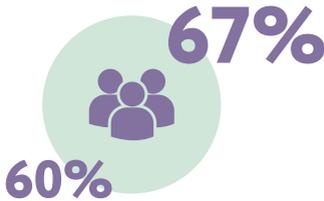
Distrust of
charitable
foundations

Lack of information regarding
charitable foundations and

One may notice some vicious circle.

Growing awareness of charitable foundations and the principles of their work will help increase the willingness of Ukrainians to join their funding and volunteer support. Currently, the participants of these studies show a mostly low level of trust in charitable foundations.

Reasons and barriers for charitable giving



67% Ukrainians gave over the past year (which is 7% higher than in 2019). Traditionally, the highest activity is in the western regions, the lowest – in the eastern regions. Women, youth, and employed people are a little more often involved in charitable giving. Also, the higher the level of education and income of the respondent, the more actively he/she participates in giving. Previous experience of giving is also an important factor. About a third of respondents practice giving at least once a month, another quarter – at least once in three months.

The hierarchy of reasons and barriers for charitable giving has not changed since 2019.

- × Main motives: compassion, understanding of giving as an effective support mechanism.
- × Creation of new forms and formats of giving and the formation of a fashion for it, promotion of giving in the media and social networks enhances its development.
- × The main barriers are the lack of social capital (trust), indifference to the problems of others, lack of time and money.
- × Research shows that when a social phenomenon begins to be institutionalized (becomes a legal structure), a distrust grows.
- × A part of the information activities should aim to explain that institutions (charitable foundations) can be an important source of social development and anti-corruption.

54% Ukrainians

provided financial assistance.

Provide financial assistance more frequently:



The main methods of providing financial assistance are personal money handover, transfer to a bank card and donating boxes.



In most cases, when people participated in giving, they learned about the issue from relatives and friends.



more often women than men



people of working age than retirees



the higher the level of education and well-being of the respondent, the more often he/she provides financial assistance



8% of givers (or 4% of the country's population) transferred funds through charitable foundations. At the same time, there is a change in the popularity of money transfer tools: more often the funds were transferred to bank cards, less often – to donation boxes. The changing popularity of fundraising formats was more likely affected by a pandemic. As before, giving remains too spontaneous, and givers do not trust charitable institutions, preferring to help those in need "directly".



In the context of the Covid-19 pandemic and quarantine, the role of social networks (+ 7%) and Internet pages (+ 5%) as a source of information about the need for assistance has increased compared to 2019. Instead, the role of personal contact (-8%), donation boxes (-7%) and television (-5%) decreased.

Thus, giving activity is closely correlated with three factors:



trust in the source
(as in the case of relatives/acquaintances, their posts on social networks)



emotional engagement
(when you see the problem with your own eyes)



information frequency



- Most often, respondents participated in giving financially or donating food, clothing, and money. Only 8% of givers stated that they helped with services or work. This figure indicates a low level of public involvement in organized volunteer work.

Compared to 2019, the amount of an average Ukrainian's donation has doubled. It is worth noting that the probable causes of this phenomenon are dominated not only by objective circumstances (such as increasing demand for giving due to the pandemic, improving the welfare of the population, or nominal increase in donations due to inflation) but also informational (wide publicity about giving, promotion of giving) and reputational (increasing trust in charitable foundations, increasing the transparency of their functioning).

The average donation per one adult within 3 months was UAH 398 or UAH 758 per one giver





«The main condition for giving intensification of the population is the formation of an atmosphere of trust between givers, charitable foundations, and beneficiaries. Therefore, it is important to inform as much as possible about the results of charitable foundations, the ability to control the effectiveness of donation costs. The third sector could receive more money if citizens were confident that their money would go to a good cause.



The number of donations from one Ukrainian could double if there is higher trust in charitable foundations. Those who have donated before are willing to donate more.



There is also some potential for other forms of giving. If today 5% talk about volunteering (assistance with services, works), 9% want to assist; 4% are involved in fundraising, 6% are ready to participate; 2% take part in the organization of charitable events, 5% are ready to participate. Therefore, charitable foundations should more actively involve/invite the public.

Online giving

Respondents who prefer to give through the Internet mostly do so through:



19%

donated directly through the organization's website

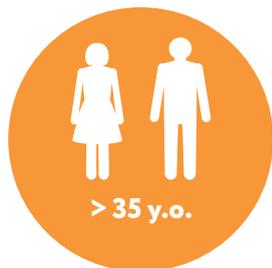


8%
fundraising
platforms



70%

online banking



Young people are more likely to participate in giving, and also have a broader understanding of charitable giving, and are involved in a wider range of practices. In particular, new forms of online giving are becoming important.

Young people under the age of 35, who have mastered the latest technologies and perceive the digital environment as a natural space for communication and life, are most actively involved in online giving.

In addition, young people are impressed by the latest online giving formats: such as the opportunity to direct bonuses, cashback, or the rest in the terminal to charity. Online donations allow them to help others in a convenient form (both in terms of format and amount), and to receive moral satisfaction from this.

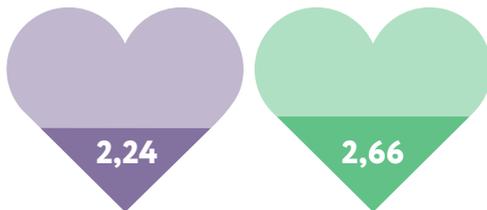
The elder people still feel a certain psychological barrier to online giving. It is based on a lack of trust, exacerbated by a kind of abstraction of the beneficiary. The point is that a significant part of the respondents are ready to give only those whom they know personally or see with their own eyes (and therefore are confident in the expediency and

Most agree that online giving is more effective when it comes to attracting a large number of givers and accumulating large amounts of money. For many, it is technically more convenient and efficient.



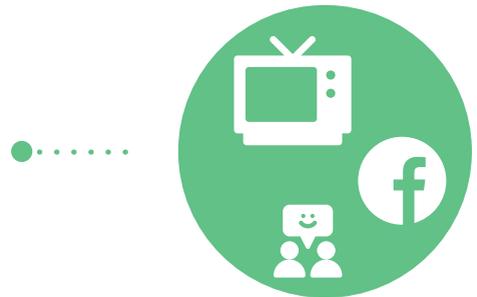
Youth also emphasizes that online giving can be trusted if it is initiated by well-known personalities and reputable charitable foundations.

Image of charitable foundations



Currently, the interest of the population in the activities of charitable foundations is below average (index 2.24 out of 5). The level of trust in charitable foundations is also mediocre (Score 2.66 out of a possible 5 points).

Most often, the population learns about the activities of charitable foundations from social media, TV, acquaintances/relatives/friends. Ukrainian society ambiguously assesses the effectiveness of charitable foundations in Ukraine.



One in tenth

Ukrainian adults says he/she knows nothing about assistance provided by charitable foundations.

One in four

considers their work insignificant.

Around 50%

do not consider charitable foundations active in solving problems.

One in six

gives a radically opposite assessment of charitable foundations' activities.

One-third of respondents

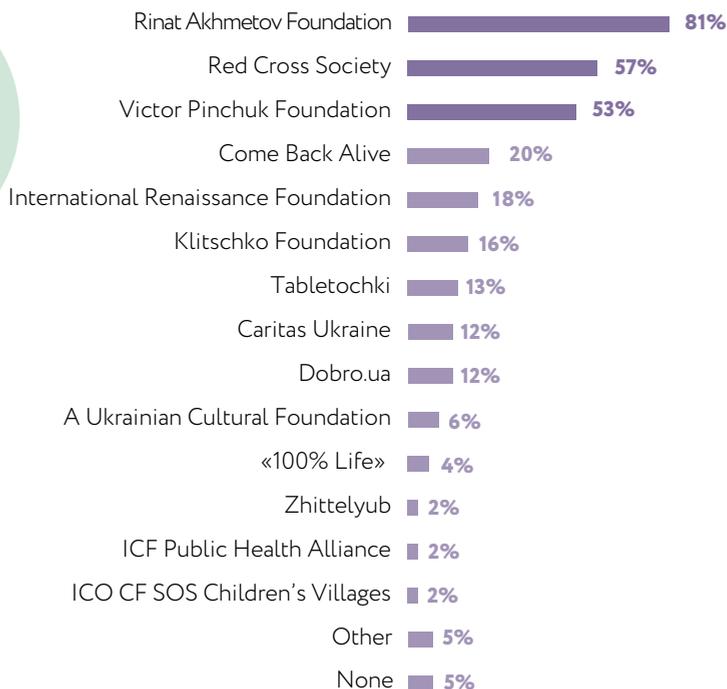
considers charitable foundations' effectiveness mediocre

In the context of the initiative, charitable foundations created by the association of citizens came to the fore in terms of the trust. Charitable foundations created by the diaspora are almost at the same level, the third place is taken by private family foundations. Trust in them is mediocre – they "are trusted and distrusted at the same time." Foundations created by businesses or politicians are more likely to be distrusted.

The image of charitable foundations in Ukraine is

ambiguous and the situation has not changed for the better in the last two years. Respondents do not believe in their transparency, impartiality, efficiency, and ability to systematically solve problems, and accuse them of being bureaucratic. They are not sure whether charitable foundations support large projects, provide assistance on an ongoing basis, are open to cooperation with the public, and understand the needs of society. All this requires systematic work on the image of charitable foundations and organizations, active cooperation with the public and the media.

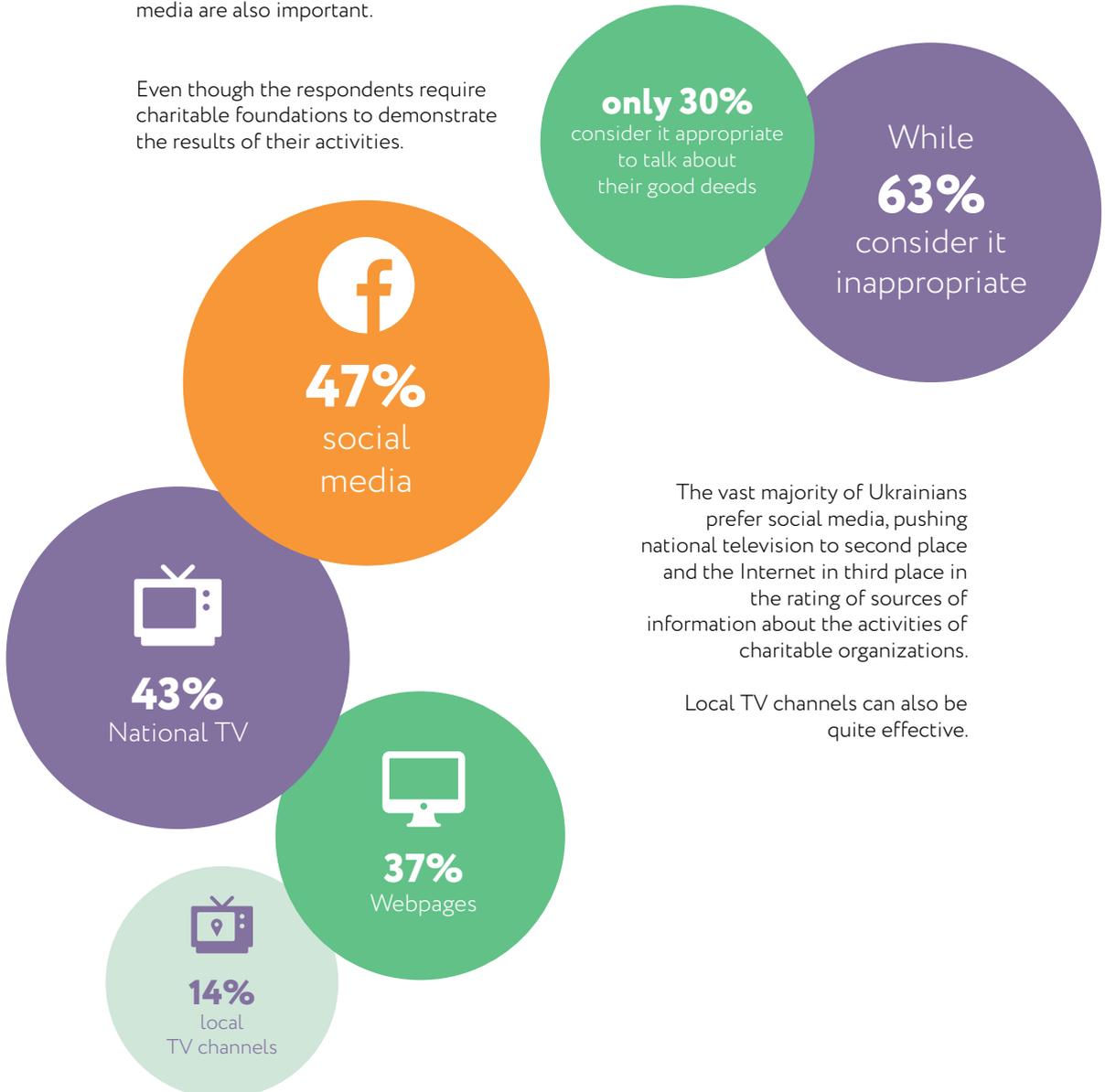
Respondents most often knew about the initiatives of the following foundations:



It is expected that the foundations whose activities are known to respondents would have a higher degree of trust among them. However, this ratio is not directly proportional. **In particular, the best-known Rinat Akhmetov and Viktor Pinchuk Foundations transformed only 60% and 44% of their recognisability into trust respectively. At the same time, the Red Cross Society, Come Back Alive, Caritas Ukraine, and Tabletochki transformed from 80 to 90%.**

First of all, trust in the activities of charitable foundations can be increased by **visible benefits from assistance, transparent financial reporting, and rules for receiving assistance**. Because of this, the reputation of the foundation (trust in the initiator, advice of acquaintances, and duration of work in the market) and the presence of information about the work of the foundation in the media are also important.

Even though the respondents require charitable foundations to demonstrate the results of their activities.



The vast majority of Ukrainians prefer social media, pushing national television to second place and the Internet in third place in the rating of sources of information about the activities of charitable organizations.

Local TV channels can also be quite effective.

Characteristics of a giver



-● Most probably lives in western or central regions of Ukraine
-● City resident
-● Slightly more often a woman than a man
-● A person of any age
-● Has a university degree
-● Working. Most likely as a worker or an employee
-● The level of wealth is from medium to high
-● Married
-● One of five givers has an elderly or a person with a disability as a dependent, one of three has a child as a dependent
-● Most probably religious, but attends church on major holidays.
-● Interested in politics to some extent, mostly participates in elections.
-● About half of givers participated in some forms of public activities: they signed a petition, appealed to a local politician or manager, collected signatures, and so on.
-● Receives information mainly from social media, webpages, national TV



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