



RESEARCH OF CHARITABLE ORGANIZATIONS AND PARTICIPATION OF THE POPULATION IN CHARITABLE AND VOLUNTEER PROJECTS*

*Extract from the report of opinion research with the info related to URCS

The research was conducted on request of Zagoriy family Foundation

by Corestone Group and GfK Ukraine

February 2018



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Main directions and structure of charity organizations' activities in Ukraine

Tasks

- To determine the number of charitable organizations in Ukraine; including charitable foundations
- To find out their distribution by region, type of activities
- To study ways to mobilize resources, including raising funds; internet fundraising, other ways of financing
- To study the peculiarities of the work of foundations that practice fundraising (in particular, whether they publish reports on this)
- To study the peculiarities of the work of foundations that practice fundraising (in particular, which channels they use, what is the role of manager, of hired specialists)
- To find out the common sources of funding, their number in one charitable organization
- To determine the structure of expenditures of charitable foundations, in particular the share of administrative expenses

Participation of the population in charity and volunteer projects

- To study the specifics of charitable behavior of Ukrainian residents
- To determine the proportion of people who make charitable donations, take part in volunteer initiatives
- To elucidate the range of social problems to be addressed when donating or consider it necessary / expedient / justified
- To explore ways to participate in charity, volunteer initiatives
- To determine the amount of charitable contributions and assistance
- To identify knowledge and level of trust in charitable organizations
- To identify the socio-demographic characteristics of the charity behaviors
- To determine what motivates to take part in charity projects
- To determine what abstains from participating in charitable projects



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Design

Desk research and survey of experts

- **Collection and analysis of secondary information**
- **An expert survey** of representatives of charitable organizations and foundations:
 - representatives involved in managing the organization (heads / deputies), or other employees who are competent in evaluating the activities of a charitable organization.
- **Method:** telephone survey
- **Sampled population:** 200 organizations selected by chance from the base of the Unified State Register (school funds were not included in the base, as well as funds of hospitals or other institutions, and regional affiliates of charity organizations).
- **Geography:** all regions of Ukraine
- **Duration of the interview:** 20 min.
- The theoretical sample error does not exceed 7%.

Population survey

- **Quantitative survey of the population of Ukraine**
- **Method:** Face-to-face
- **Sampled population:** 1,000 males / females, age 18+ representative of the population of Ukraine by sex, age, region, type of settlement
- **Geography:** cities of 50+
- **Duration of the interview:** 20 min.

The field stage of research lasted from 17.01 till 06. 02.2018.
Field work contractor: GfK Ukraine

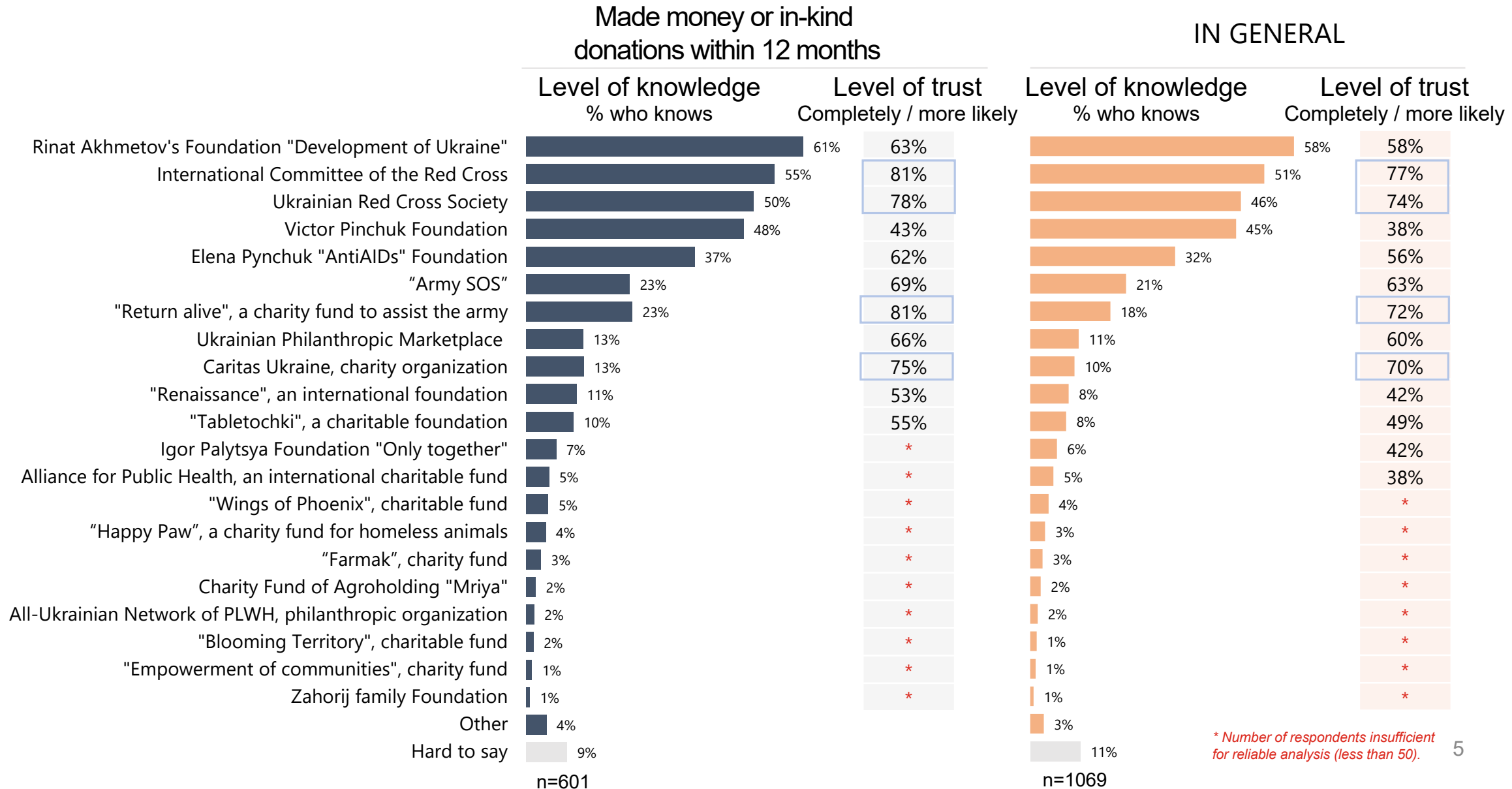


SUMMARY: POPULATION SURVEY (2)

- The most well-known organizations that collect donations are the Ukrainian Red Cross Society (46%), the “Army SOS” (21%) and «Return alive» (18%). Most of those who know these organizations trust them. Accordingly, out of all organizations, most respondents most likely donated money to Ukrainian Red Cross Society (7%), “Army SOS” and “Return alive (by 4%).
- 1% of respondents know the Zagoriy family Foundation.
- 15% of the population were engaged in volunteering, in particular, 9% - during the last 12 months. It is noteworthy that 78% of volunteers also made money or in-kind donations (apart from alms) during the last 12 months - that is, volunteers do much more donations than the general population. 43% of volunteers volunteered independently or as part of a non-permanent group that in not an organization, 29% defined an organization, 36% were not able to answer the question. Volunteer activity of the population is most often to help vulnerable groups and the army.

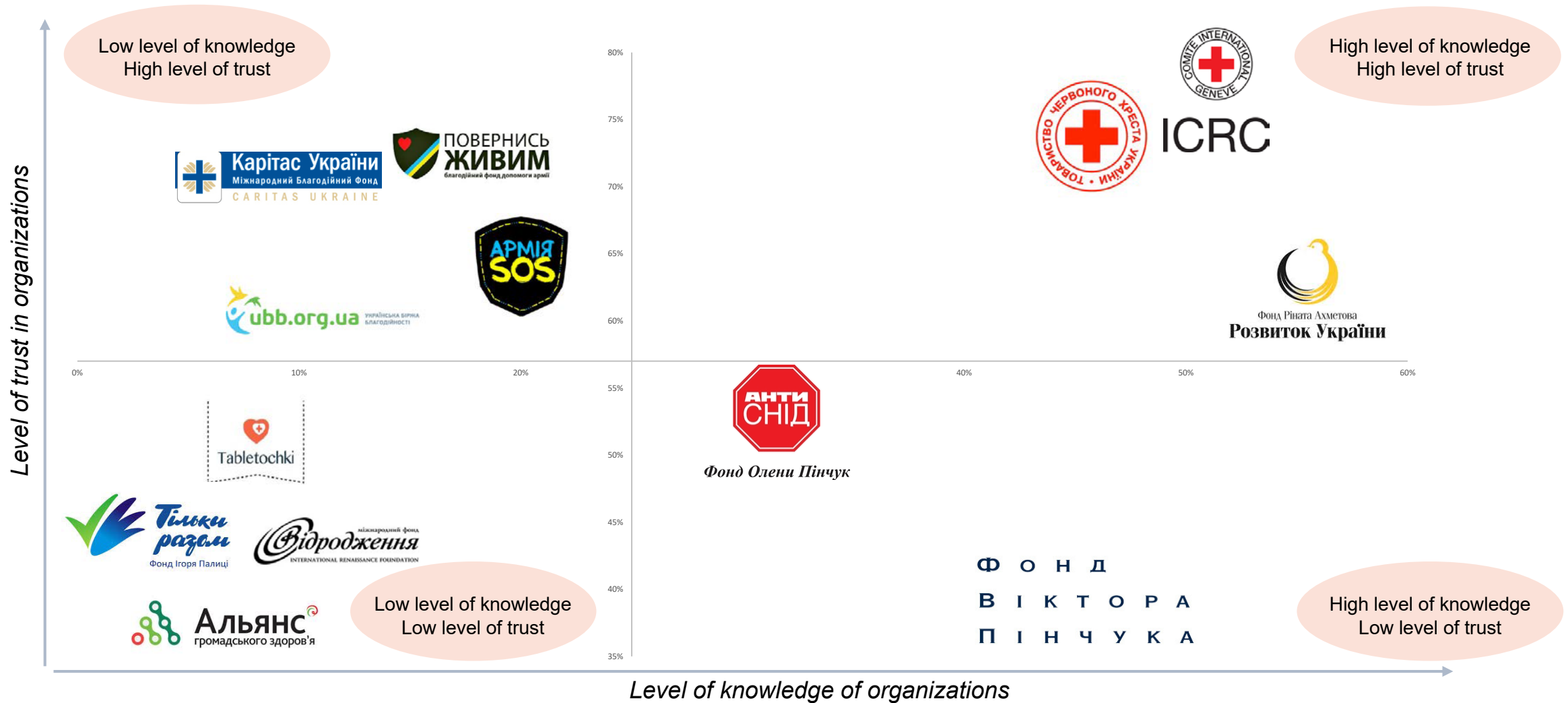


THE MOST FAMOUS ORGANIZATION THAT COLLECTS DONATIONS IS THE UKRAINIAN RED CROSS SOCIETY - 46% KNOW IT



* Number of respondents insufficient for reliable analysis (less than 50).

Segmentation of charity foundations on trust and knowledge



Organizations that are not shown on the matrix due to insufficient knowledge (less than 50 respondents): "The Wings of Phoenix", the charitable foundation; "Happy Paw", a charity fund for homeless animals; "Farmak", Charity Fund; Charitable Fund of Agroholding "Mriya"; All-Ukrainian Network of PLWH, philanthropic organization; "Blooming Territory" charitable foundation; "Enhancement of communities", charity fund; Zahorij family Foundation.



Most often, respondents donate funds to charity organizations with a high level of trust: the Ukrainian Red Cross Society, "Return Alive", "Army SOS", "Caritas Ukraine", Ukrainian Philanthropic Marketplace.

A8 What organizations have you ever supported by your money donations?

