

Charitable Activity
in Ukraine:
Internal View

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



Zagoriy Foundation was founded as a charity organization by Glib, Kateryna and Volodymyr Zagoriy in 2015. The Foundation focuses on comprehensive implementation of charitable projects. Inspired by the idea of tithing, the family foundation donates a considerable part of their income to charitable activity.

Zagoriy Foundation has been supporting number of initiatives that played pivotal role in the Ukrainian society and has been participating in number of events to promote charity movement in Ukraine.

The Foundation inspires others to make great stories and acts as a role model of comprehensive top charitable organization in Ukraine.

The information below provides findings of the second phase of the charitable sector research in Ukraine. The data received was based on opinion survey conducted among employees of the charitable organizations as well as other professionals who closely cooperate with charitable sector. The research findings enable comparing opinions about charitable sector both internally and externally.

Detailed information and findings from the first phase of the Charitable Giving as Viewed by Ukrainians research can be found here:



Methodology

In-depth interviews

- × Experts from charitable and other related sectors
- × Sample: 20 people
 - Heads of charitable foundations
 - Heads of beneficiary organizations
 - Representatives of corporate sector who have relevant experience in charitable giving
 - Journalists and media editors who write about charitable activities
 - Government representatives who cooperate with charitable organizations

Structured online survey

- × Representatives of charitable organizations and foundations
- × Sample: 151 people
- × Diversified variety of organizations by different size, activities, turnover and location

Respondents Profile

* survey participants

Gender

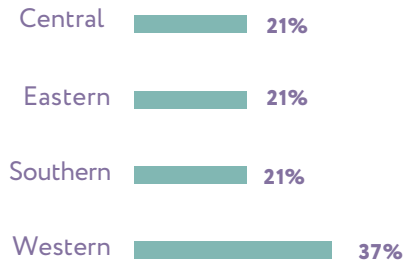


27%

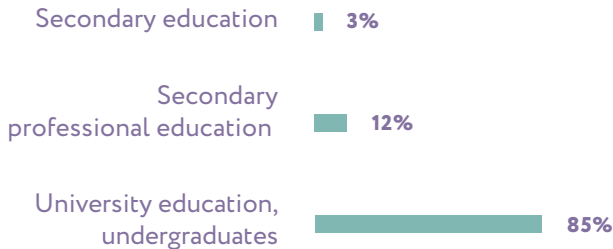


73%

Region



Education



Perception and Current State of **Charitable Giving** in Ukraine

There is a **strong positive perception** of charitable giving in Ukraine. Experts believe that **unselfish, caring and proactive support** in any shape or form is at the heart of charitable giving.

Members of charitable organizations see giving as **willingness to make sacrifice** and serve the society. Giving in Ukraine is observed as highly requested and important activity; nonetheless, its presence is evaluated as rather average.

Experts note positive changes
in the development of charitable
giving, namely:

- ✗ Raised awareness among the Ukrainians
 - Giving became trendy
 - Corporate Social Responsibility increased in businesses
- ✗ Positive development of institutionalization in charitable giving

The range of charitable giving is still quite chaotic in Ukraine; the growth rate remains moderate. **The key attributes of today's charitable giving are:**

- ✗ Lack of regulations and coordination both at the legislative level and within professional associations
- ✗ Lack of examples on how charitable organizations interact with people, beneficiaries, businesses, government and media

What Factors Hinder the Development of Charitable Giving in Ukraine?



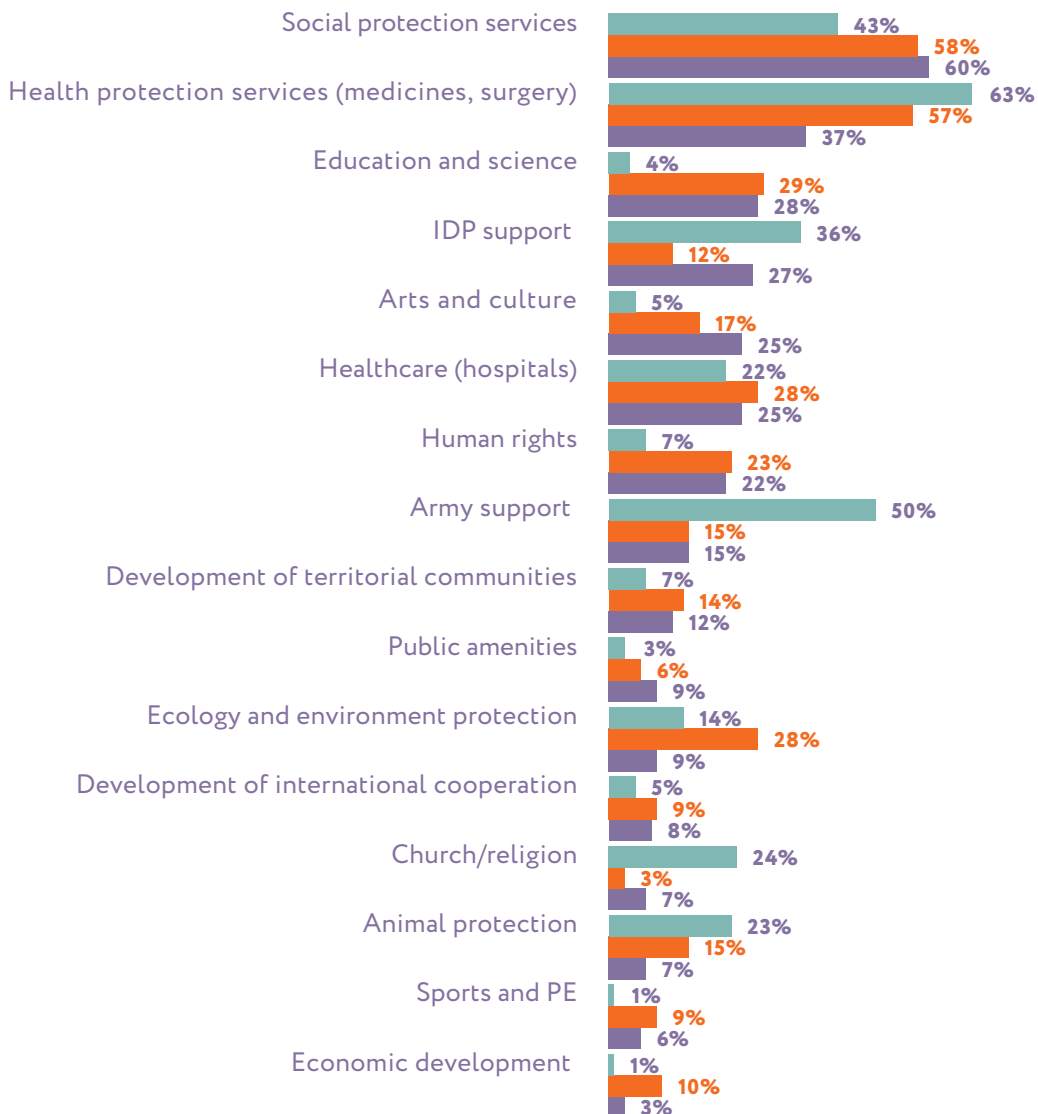
Experts and representatives of charitable organizations have a shared opinion that giving in Ukraine is mainly **focused around health protection services, namely around access to medicines and surgical services.** These are not equally granted though, major part of the support goes to children with serious illnesses, some part of it goes to retired people and what is left – goes to adult population.

The sector professionals believe that **social protection and health protection services** require major support these days.

Having compared the presence and relevance of charitable giving, there are other areas that require close attention. They are **education, science, arts and culture, development of territorial communities, sports and economic development.**

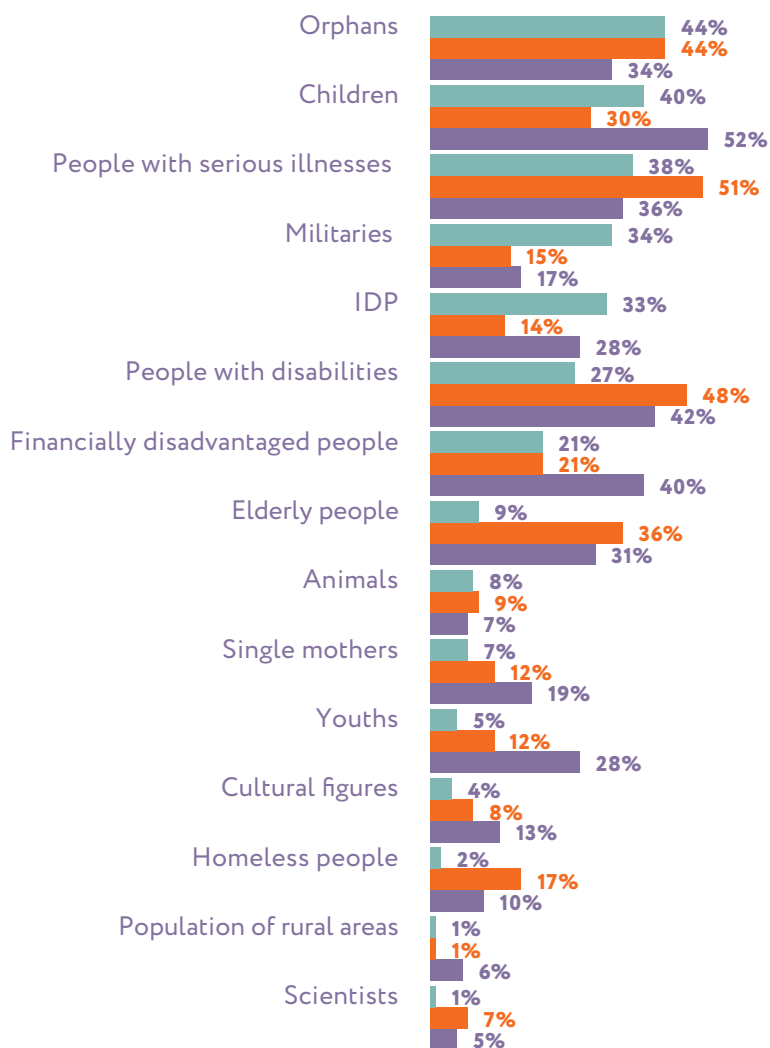
Areas of Charitable Giving in Ukraine

- Most widespread
- In need of support the most
- Represented by charitable organizations
- ⋮ * as viewed by employees of charitable organizations



Types of Beneficiaries

- Primary beneficiaries
 - Those in need of support the most
 - Those supported by charitable organizations
- ⋮ ⊗ as viewed by employees of charitable organizations



Institutionalization for Charitable Giving

There are

18519

charitable organizations and
foundations registered **in Ukraine.**

1316

of them are based in the
temporary occupied territories.

Only

3638

of all **organizations were
mentioned in the internet**
in the past year.

**The rate of active charitable
organizations** in Ukraine is

20-25%

Prevailing part of experts

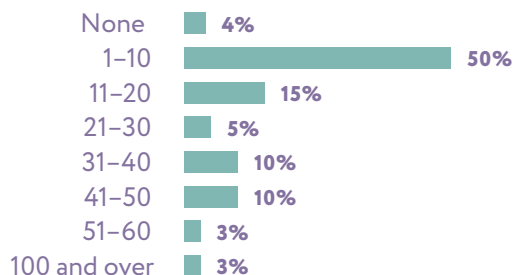
take this number with a grain
of skepticism. Beneficiaries,
business and government
representatives express their
criticism the most in this
regard: They see major part of
charitable organizations as
seekers of material benefits.

Some respondents (predominantly
representatives of charitable
foundations) believe the number
of organizations may be true to
fact due to a large number of
small-scale charitable organizations
that operate in the regions of Ukraine.

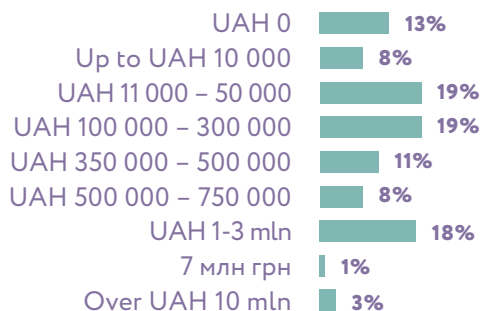
Profile of Acting Charitable Organizations

* based on survey results conducted for employees of charitable organizations

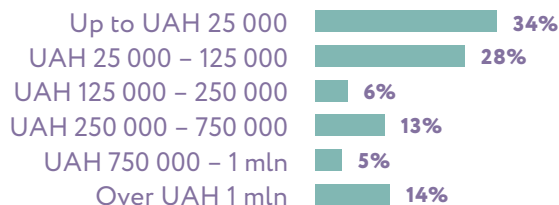
Number of Employees



Annual Turnover



Amount of Donations Received in the Past 3 Month



Experts assess **the current level of institution building for charitable giving as quite weak.**

This is due to:

- ✗ Lack of acting charitable organizations
- ✗ Short life span of most NGOs and charitable organizations
- ✗ Lack of consistent charitable practice among population and businesses
- ✗ Lack of coordination and teamwork between charitable organizations; lack of professional associations
- ✗ Poor coordination between givers and beneficiaries
- ✗ Lack of interaction strategy between charitable organizations and the State
- ✗ Large number of organizations and foundations work for profit benefitting from their status of charitable organization (this concern is often expressed by media and businesses)

Attitude Towards Charitable Foundations

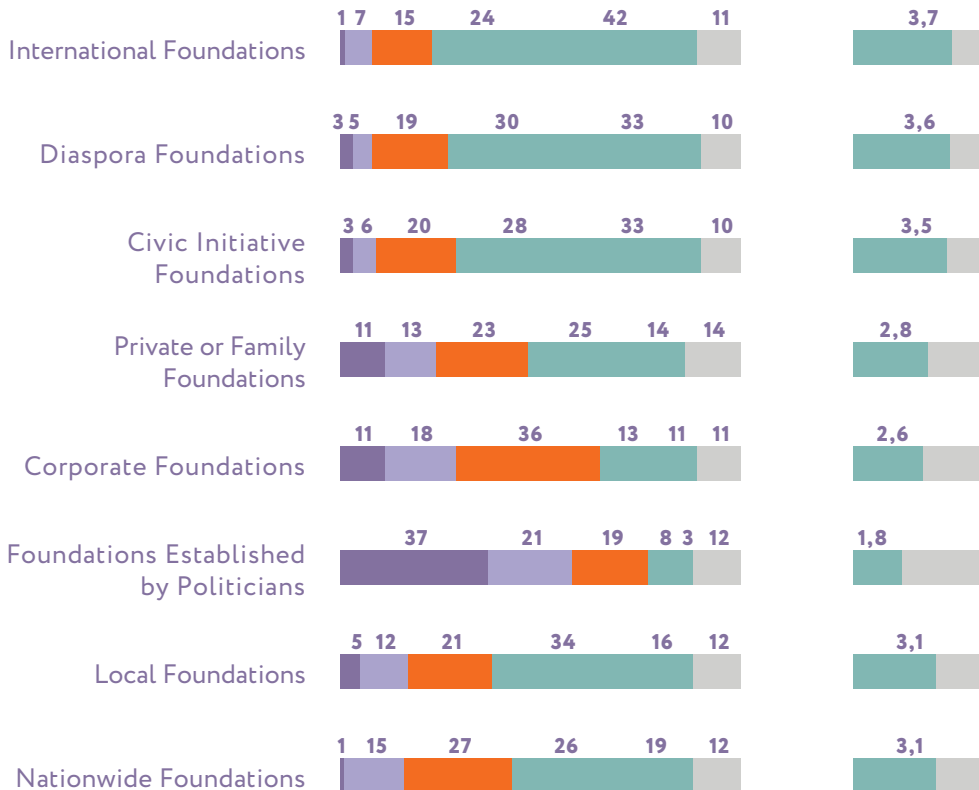
Sector experts estimate the work of charitable foundations **positively**; they find it to be important and beneficial

The level of trust towards charitable foundations is conditional: largely, it depends on who stands behind the specific foundation (founders and key donors).

International charitable foundations as well as **institutions created by diaspora or public initiatives** are **the most trusted** by sector employees.

How Trusted Are Charitable Foundations? (as %)

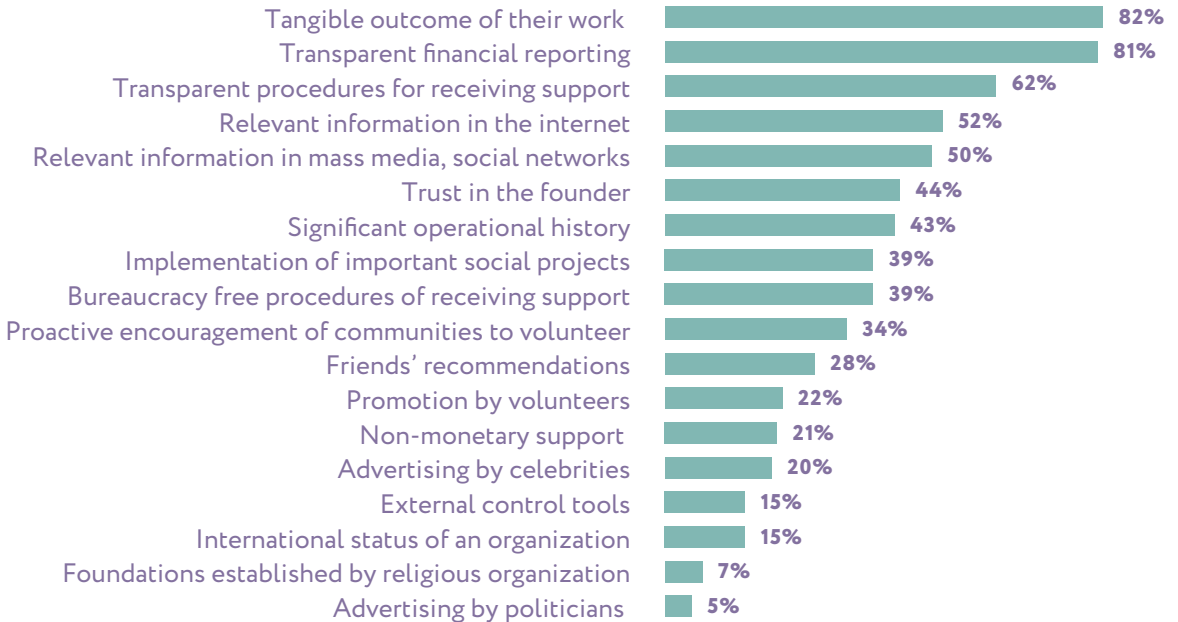
❖ as viewed by employees of charitable organizations



Average Trust Level

❖ On a scale of 1 to 5 (1 being Zero trust, 5 being Highly trusted)

What Could Help Building Trust in Charitable Foundations?



Experts' View

on What Charitable Foundations Do

External experts have surface understanding of what charitable foundations do.

There is a vague and rather **generalized knowledge about objectives and goals of charitable foundations**. It is often thought that charitable foundations focus on helping those in need.

Experts see the following as the key problems for charitable foundations:

- × Lack of finance resources
- × Lack of field professionals
- × Psychological burnout of volunteers and their rehabilitation
- × Lack of consulting/associated agencies
- × Lack of funding from local and national budgets
- × Lack of support from local authorities
- × Lack of organizational support from the State
- × Bureaucracy
- × Lack of expertise
- × Lack of marketing/promotion support

12% of charitable foundations **failed to implement** their projects in the past year.

The reasons behind this are:



Experts from related sectors have a **vague understanding** of the criteria used when selecting **support receivers**. Most experts believe this is done in random manner.

What Sources Do Charitable Organizations Use to Get Information About Issues That Need To Be Addressed?



Experts have clear understanding of where **the sources of funding come from for charitable organizations:** public and corporate donations, international donors, state programmes and social entrepreneurship.

Nevertheless, they lack knowledge of how different sources get combined, which of them predominate and what methods are used to raise donations.

The survey results conducted among charitable sector professionals revealed that:

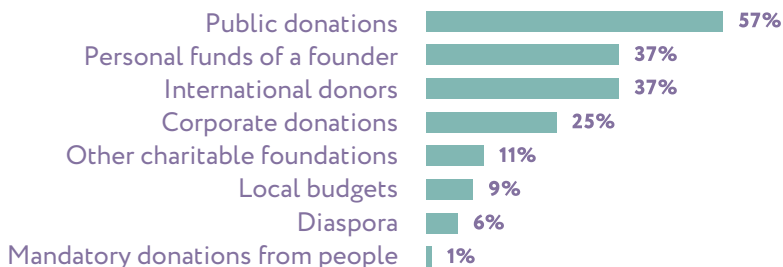
42%

of organizations submitted their project proposals to receive funding from donors

30%

applied to businesses to raise funding

Common Sources of Funding of Charitable Organizations/Foundation

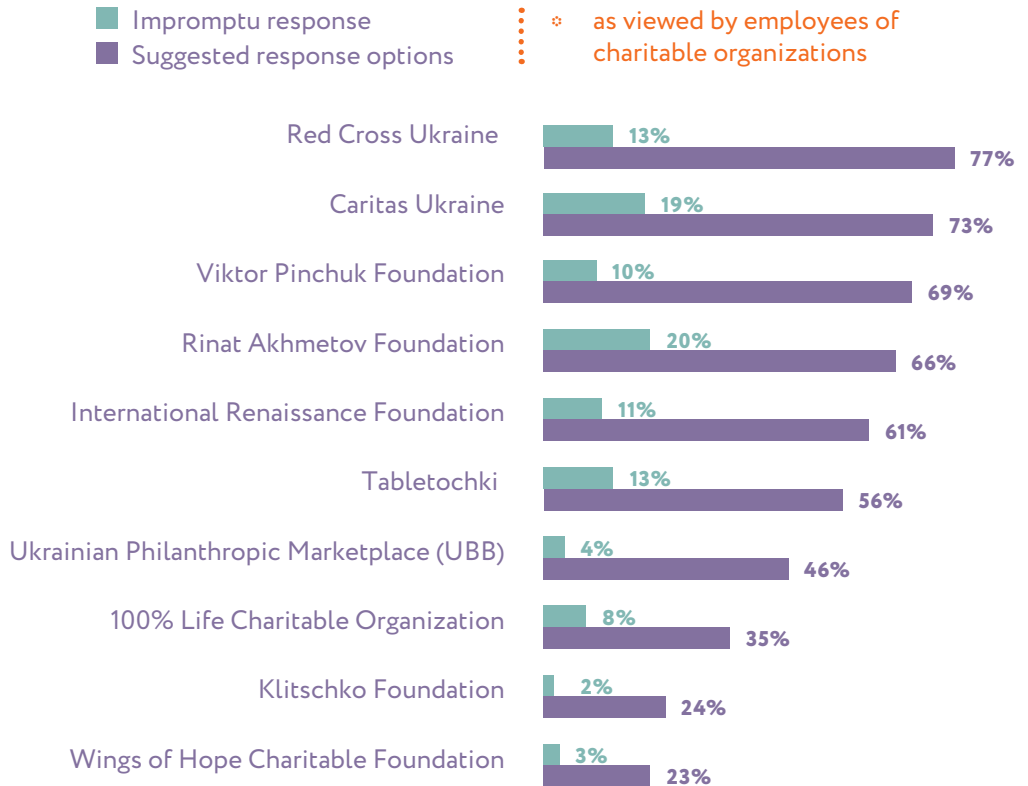


Recognised Brands of Charitable Foundations in Ukraine

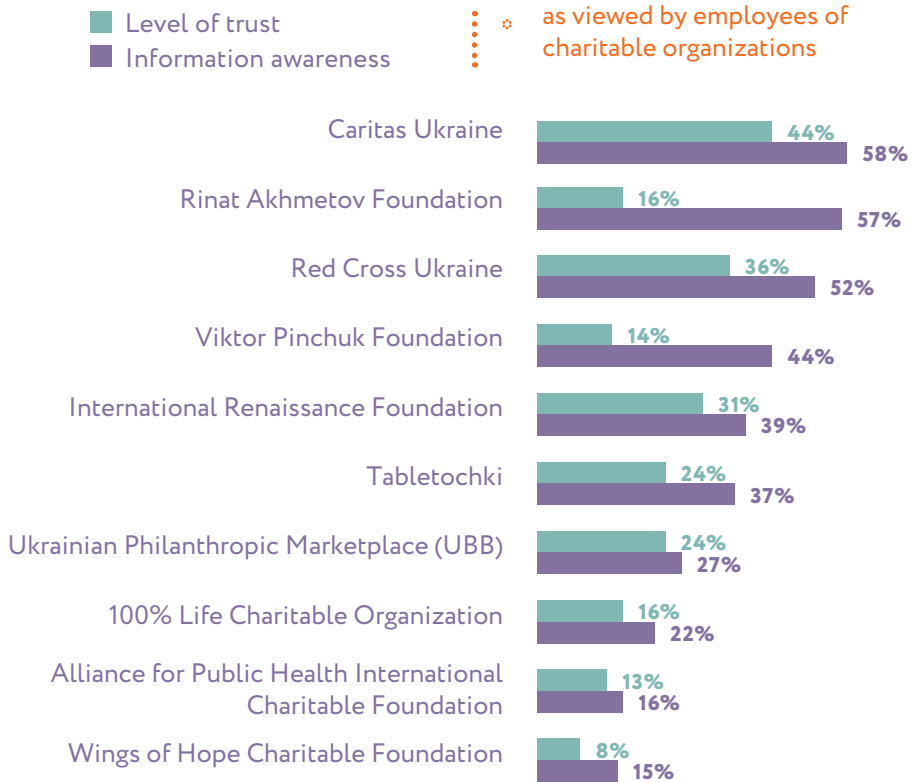
Sector experts named the most well-known charitable organizations in their opinion: Tabletochki, Ukrainian Philanthropic Marketplace (UBB), Rinat Akhmetov Foundation, Come Back Alive Fund, Olena Pinchuk Foundation, 100% Life Charitable Organization, Caritas Ukraine International Charitable Foundation and Viktor Pinchuk Foundation.

In the past years, charitable initiatives have seen **significant professional growth**. They **attract experts' attention** as well as **stay noticed and remembered** by the public.

Top 10 Well-Known Charitable Foundations in Ukraine



Top 10 Trusted and Well-Known Charitable Foundations



Charitable Giving and Mass Media

52% of charitable organizations
cooperate with mass media.

Most Common Reason for Cooperation:



The key objective working with media
is **to enhance cooperation.**

Mass media shows great interest towards coverage of **meaningful projects**, hence when preparing materials, apart from needs and achievements of a charitable foundation, it is worth focusing on what **social issue was raised and how it was handled.**

Charitable Giving and Corporate World

There is certain **prejudice around charitable giving and the corporate world** in the Ukrainian society. Businesses are often accused of gaining material benefits through charitable giving.

Business representatives claim that above all, **they give to help others and it comes from the heart.**

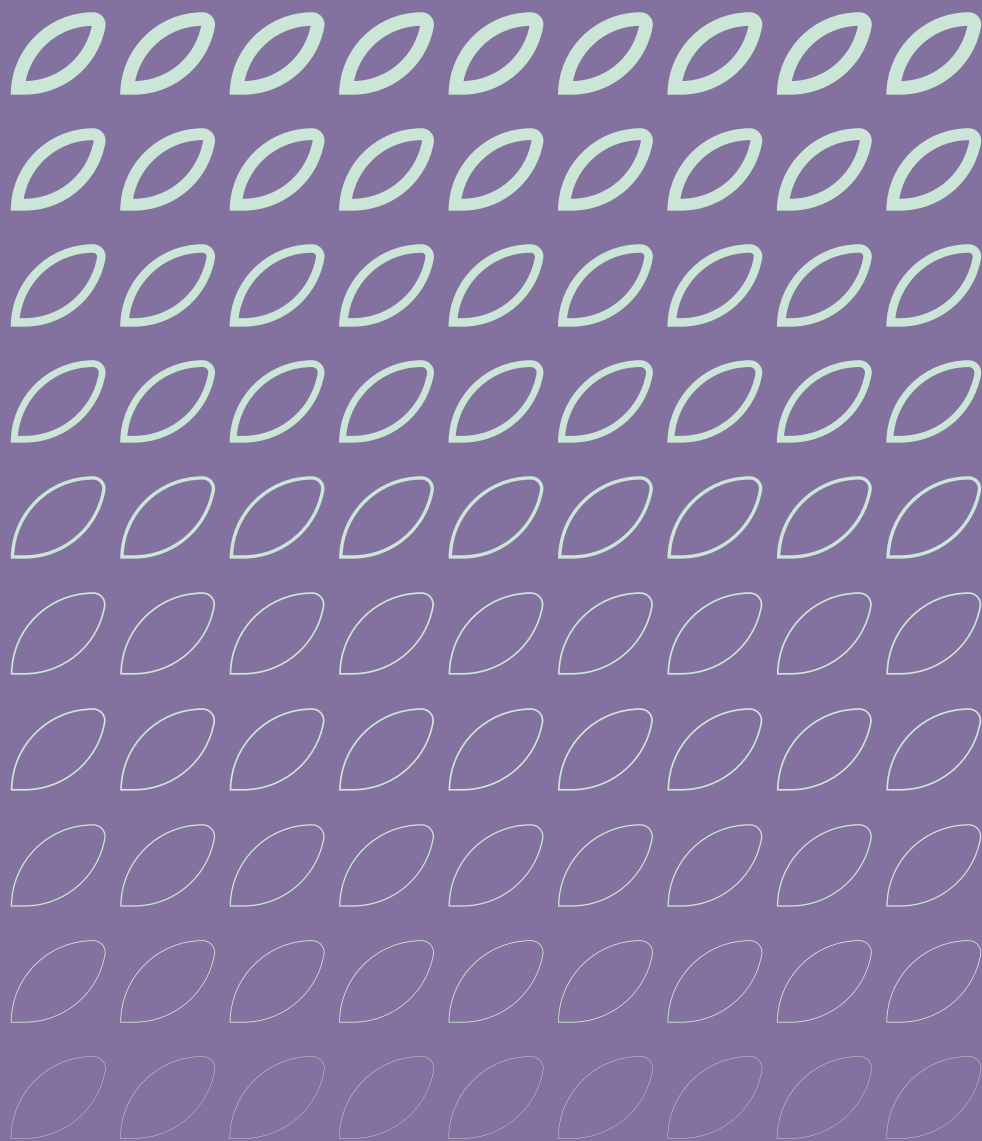
Business Representatives Donate Because They...

✦ as viewed by employees of charitable organizations



7 Steps to Enhance Work of Charitable Organizations

- ✗ Define clear mission and objectives and focus your efforts on those
- ✗ Provide clear direction of your work: defined objectives should develop into strategy planning and project drafting at a later stage
- ✗ Think ahead: Transform material/financial support into educational programmes; suggest strategies for resolving social issues
- ✗ Train your staff, prevent professional burnout, build resilience in your workplace
- ✗ Engage field experts to promote your organization
- ✗ Diversify funding sources
- ✗ Stay transparent and open to the public



zagoriy
foundation