



What Encourages Ukrainians to Join Charitable Practices?

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According to a nationwide survey, 60% Ukrainians have become philanthropists over the past year; and 87% have been involved in charity activities one way or another throughout their lives. These shares are quite significant, given low level of income in the country.

What drives Ukrainians when they decide to help the others? It seems that the answer is plain to see – that's about the compassion for the others. However, real motivation for charitable deeds is much more diverse and deeper, as evidenced by the findings of surveys.

The nationwide survey Charity through the Eyes of Ukrainians was conducted on 5-10 June 2019 and consisted of 10 focus groups that covered different types of settlements in the macro-regions of Ukraine – Center, South, East, West and Kyiv. A quantitative study was also conducted with a sample of 2,000 respondents in the period from July 25 to August 8, 2019. The sample is representative by sex, age, region of residence and type of settlement. The margin of error is 2.2%.

The survey Charity from within. Qualitative stage: 20 in-depth interviews with representatives of charitable foundations, business and the government, media, as well as beneficiaries in the macro-regions of Ukraine were conducted on 4-25 October 2019. Quantitative stage: expert survey of employees of charitable organizations (151 persons) was conducted from November 4 to December 22, 2019.

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Why do you / Ukrainians engage into charity?



In fact, Ukrainians' readiness to engage into charity has both an emotional and a rational basis. People are certainly driven by compassion for those who find themselves in difficult life circumstances – especially when it comes to helping children, the elderly, the seriously ill and the animals. However, the empathy is supported by the understanding that the social protection system in the country is hardly all right. Therefore, in case of an emergency such as illness, natural disaster, economic crisis, a person can only rely on him/herself, family and friends. *"We do not know what will happen to us tomorrow. Maybe, tomorrow I will be in the same situation,"* says a resident from a village in Lviv region. Given that the income of the majority of the population does not allow for saving enough money to treat a serious illness or rebuild a home after a fire, only a few can cope with a big problem on their own.

So, people imagine getting into such troubles themselves, realizing that they may need support from others. *"If something happened to me and I asked for help, I think people would also help me,"* says a resident of Kherson.

Not only negative emotions such as sorrow, anxiety and feelings of insecurity, but also quite positive ones motivate Ukrainians to charity. Every sixth respondent mentions the moral satisfaction and joy a person feels when doing a good deed. *"When someone does something good to somebody – it's nice, you feel that someone needs you. And when you can help someone, it always brings pleasure,"* explains a resident of a small town in Zhytomyr region. An important motivation for charity is the joy of feeling the gratitude of those who receive help.

At the same time, one in ten Ukrainians engage in charitable activities, as they are an integral part of their values. *"After all, charity is a manifestation of humanity,"* a Kyiv resident believes. Such people strive to join something important, to change the world for the better. *"I help environmental charities because I really don't like the environmental situation in the world, and I've been following this for a long time,"* adds a Chernihiv resident.

Such people understand that charity is something necessary not only to the beneficiaries, but also to the society as a whole. After all, it gives the opportunity to do good, reminds of the spiritual values, unites with other people. *"It's just that charity still develops such qualities as kindness, indulgence, compassion, that is, feeling for someone's pain or someone's problems... It's about being more humane. It's about that not any person is alone, but there is a community. It something that unites,"* explains a resident of a small town in Kharkiv region. *"It gives meaning to life. People all over the world are involved in charity,"* adds a Dnipro resident.

7% respondents say they join charity because of the feeling of patriotism. In this case, it is not only about helping the army or the ATO veterans, but also about a deeper feeling – the desire to help fellow citizens.

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The same share of respondents say that they help because they feel their responsibility to society. *"Charity is necessary because when a person has some wealth, it is his/her duty to help another person. This is the moral dimension,"* says a Lviv resident. Social responsibility can be both targeted at society as a whole and to a small community in which the philanthropist lives. The first type of responsibility is well illustrated by the words of a Kharkiv resident: *"I am driven by responsibility, the sense of duty. I have to help someone."* The latter example was clearly expressed by a resident of a village in Kherson region: *"We all grew up together, we all know each other. We are one family."*

Only in few cases Ukrainians help for the charity is a tradition or even a habit for them; or it provides an opportunity to maintain relationships with like-minded people. And finally, some respondents say that they just feel uncomfortable to refuse when they are asked for help, or they can spare give away used and unnecessary things.

Comparison of the respondents' answers on why they engage into charity and their perspectives of why Ukrainians do so yield interesting findings. When respondents explain their own motivations, they more often refer to emotional factors (compassion, happiness of doing good, etc.). When describing the motivation of their fellow citizens, they more often refer to rational and traditional (by force of habit, because they realize that tomorrow they may find themselves in trouble) or value-related factors (because of patriotism, the desire to change the world for the better, the responsibility to society).

In the West of and Center of Ukraine, rational motives of Ukrainians' engaging into charity such as participation in the system of collective protection (when the community helps those in need) prevail, and in the South and East, emotional factors (sympathy, happiness of doing good). Also, in the West more often than in other regions, it is believed that Ukrainians help by force of habit/tradition, and in the Center, because of patriotism.

Analysis by type of settlement showcases that rational motivation is more often attributed to residents of towns and villages, and emotional and ideological drivers, to residents of larger cities.

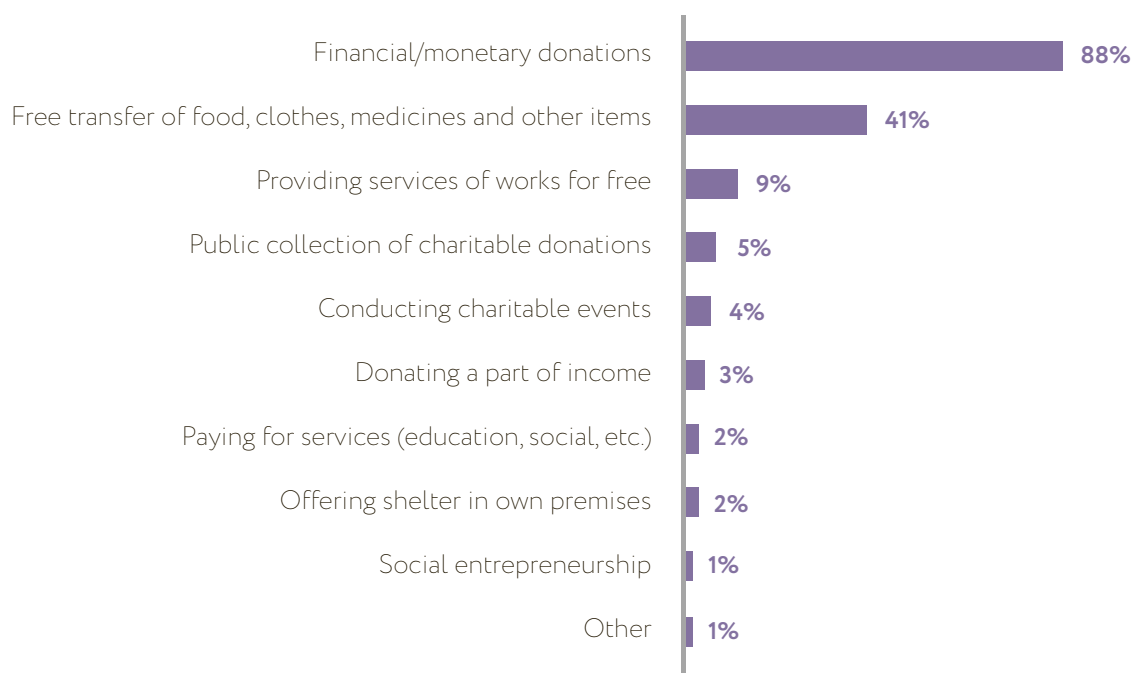
Differences are also noticed depending on the age of respondents. The younger are the respondents, the more often they believe that the charity of Ukrainians is based on values and emotions, while older groups of respondents tend to attribute rational considerations to their fellow citizens. So, we observe gradual changes in public mind that are traditionally inherent in the Western world where charity is an important part of everyone's life.

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Most convenient ways for Ukrainians to join charity

Most often, Ukrainians join charity with their money. According to the survey, 88% respondents have experience of providing assistance in form of monetary donations. It is about transferring money to the accounts of those in needs, the accounts of foundations, and also about donations made to the boxes or money transfer personally in hands.

The method of charity, % of those who became philanthropists



Monetary donations are popular due to two reasons. First, money transfer is quite convenient, the most efficient way that does not require additional effort – neither in terms of organization nor information. A philanthropist does not need to gather information about the needs of the beneficiary, purchase necessary items or allocate his/her time on volunteering.

"The most convenient way is giving money. Because, say, a director of a boarding school knows better what to buy for it. We can come with toys – children will play them, and they will have nothing to eat," says a Kharkiv resident. Secondly, the requests for assistance also most often are requests for money. Given that Ukrainians are rarely proactive in providing assistance, financial donations are the most popular method of doing charity.

The second most popular way for Ukrainians is in-kind assistance – giving food, clothing, medicines, etc. Such assistance can be divided into two nearly equal parts – giving old unnecessary things and the purchase of new ones. In-kind assistance is popular for several reasons. Some citizens choose it in cases when they have doubts about the intended use of donated money. *"The most effective way is giving money. But you need to know how it will be spent. Money often sticks to hands,"* says a Chernihiv resident. Other Ukrainians do not have extra money and join charity when it does not cause additional costs. Some citizens are happy to donate things they don't need to charity. *"I feel sorry for people. And I don't need these things. Well, they did not ask for money,"* explains a Dnipro resident.

Financial and in-kind assistance is often provided not directly to those in need, but indirectly, through participation in **charitable events** (auctions, fairs, etc.). That is, it is a response to an external initiative.

It is emblematic that only 9% respondents say that they helped by providing services or works for free. But it should be noted that people often do not consider such assistance charitable. After all, assistance of this type is mostly unsystematic. One in four of those who help with services or works do so only once or twice a year, one in three, no more than once a month, and just over a third of respondents do so more often. It is worth noting that the respondents declare their readiness to be more actively involved in charity as volunteers, but do not know where their help is needed.

Analysis of regional differences proved that financial assistance is more often provided by residents of the West (95% vs. 89% in the Center and 81-84% in the East and South, respectively), while in the East, people are more likely to help with food, clothing, and medicines (56% vs. 45% in the Center and South, and 27% in the West).

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Gender breakdown showed that almost half of women (47%) and a third of men (33%) provided in-kind assistance, while no gender difference is observed in terms of share of respondents who provide financial assistance.

The older is a person, the more often s/he helps with food, medicines or other items (for example, 36% young people aged 18-29 and 47% people aged 60+ do so). Conversely, the younger is a person is, the more often s/he helps with money (91% young people and 82% pensioners).

The larger is the settlement, the more often its residents donate food, clothing, medicines (in large cities, 51% residents do so, in medium cities, 42%, in small towns, 37%, in rural areas, 35%).

The higher is the income of a respondent, the more often s/he provides charitable assistance in all forms (from 25% among the poorest to 60% among the richest donated money, from 19% among the poorest to 40% among the richest provided in-kind assistance, from 2% among the poorest to 10% of the richest helped by providing free services or doing works for free).

Factors constraining charity in Ukraine

According to the respondents, the main reason for Ukrainians to omit charitable deeds is the lack of time or sufficient resources. It was mentioned by a bit more than half (51%) of respondents.

The second most popular reason for non-participation in charity is the suspicion that the applicants are trying to deceive them (41%).

More than a third of respondents (37%) believe that this is indifference to other people's problems among Ukrainians.

More than one in four Ukrainians (28%) believe that people are demotivated by the lack of opportunity to see the results of their assistance. Therefore, they are not sure that their help was effective and on purpose, so they do not receive positive emotions from their actions (which is an important motive for charity for many people).

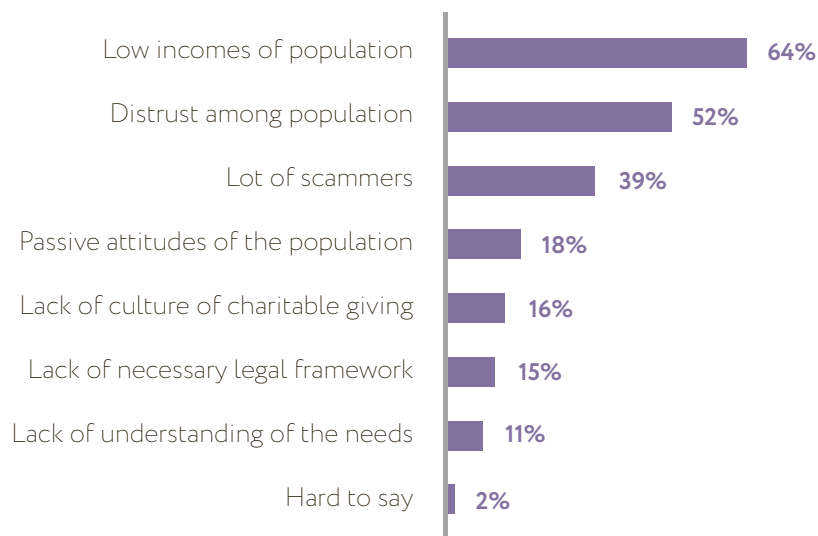
About 16% respondents believe that many people are deterred by previous negative experiences of participation in charity. The same share of respondents refers to the lack of information about who needs help. This reasoning is somewhat more relevant for residents of large cities.

The reasons that deter people from participating in volunteer assistance are somewhat different. The main barriers to such activities are the lack of time and physical capabilities of respondents (33% and 24%, respectively). At the same time, one in five (19%) of those who do not engage in charitable activities explain it by the lack of information about organizations [in their settlements] that involve residents as volunteers. It means that there is a significant hidden potential that can the charitable foundations can capitalize on. It is especially relevant in the South, where 26% respondents noted the lack of information (compared to 18-19% in the Center and in the West, and 9% in the East).

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Therefore, charitable practices in Ukraine are constrained by such systemic factors:

Factors limiting charitable practices in Ukraine



The income of population is an objective factor that in the conditions of permanent crisis (war, coronavirus pandemic) restrains charity in the country. After all, the poorer is the population and business, the less resources they can allocate to support the others.

It is also about the lack of trust (social capital) in the state. People are used to not trust the authorities, strangers, the media. Therefore, it is not surprising that people have doubts about the intentions of those who ask for help and of charitable organizations. *"I would give money to anyone who needs help on my Instagram feed if I knew they were all real people,"* says a Kharkiv resident. The reason is that in recent years, a lot of fraud was discovered in this sector. *"In our country, it is simply not controlled in any way. And I noticed many people who come up every year with different photos and ask for money,"* says a resident of Kherson. *"I repeatedly offered to buy products or even some belongings, and people flatly refused – they only wanted money, they said. That is, they are not that needy,"* adds a Chernihiv resident. In addition, large-scale charity events that ended in scandals and public disappointments have not yet faded from people's memory.

“Kateryna Yushchenko laid the corner stone of the medical center. And where is the center? They raised money, they made the groundwork. And how was this money spent? Well, that was the level of the President!”, a resident of Kherson does not hide his emotions. The fact that some charitable foundations do not disclose reports also contributes to the growing distrust. There are opinions in society that charitable organizations earn on contributions or are only set up to improve reputation of their owners.

Passive attitudes of the population and the lack of a culture of charitable are also factors that constrain the development of charity. Cultural patterns are certainly gradually changing, and young people are already more actively involved in charity. At the same time, these changes are too slow. And the government in no way contributes to their speed up.

There is neither noticeable support from the government in terms of tax incentives for business that engages into charity, no adequate legal regulation of this sector.

Finally, communities do not have a clear understanding of where and what charitable support is needed in the first place.

The respondents also shared an opinion that the barrier to participation in charity may be the fact that it is not constructive. Active charitable assistance does not stimulate change in those in need or in government agencies that are supposed to address social problems. *“By and large, the charity corrupts. The charity that I came across was not useful. It was doing what the government should do,”* says a Dnipro resident.

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What can stimulate charity in Ukraine?

Considering the factors that determine the development of charity in Ukraine, the respondents identified a number of conditions for its acceleration:

- Improved living standards will shift the focus from their own problems to the people around them. *"If people will earn more, they will not need help themselves, there will be growth, then it will be possible to think about charity,"* says a resident of Kharkiv.
- Shaping a conscious personality – implementation of educational programs, cooperation with schools, promotion of charity, social advertising. *"Society must be treated first. Treated from the being so mean. And this should probably be [started] from school,"* says a resident of Kherson. *"Children should be educated in way that an iPhone worth of UAH 18,000 is not their first priority. The phone can be cheaper, and a person should know that s/he has to give a part of his/her money to charity,"* a Lviv resident agrees.
- Openness of charitable foundations (including reporting), integrity and transparency in their work. Demonstration of achievements and results of charitable foundations. Ensuring contact between the philanthropist and the beneficiary.
- Raising awareness of cooperation with foundations, their proactivity – clear messages about existing needs and ways to meet them. *"Working with people. Conduct such trainings. Maybe people want to help, but do not know how. Action should be taken to raise awareness of how to properly donate money,"* says a resident of a town in Zhytomyr region.

While most respondents believe that one of the conditions for the development of charity in Ukraine is to improve living standards of the population, the survey showed that the willingness to help depends on the level of social capital in the society/community (in fact, unwealthy rural residents happily help their neighbors), the level of social responsibility and the requests/initiatives of charitable foundations to mobilize the public rather than on the well-being of an individual citizen.

Therefore, **according to the population**, the main factor in stimulating the charity is availability of a 'charity agent' who is trusted – that is, the one who would take the initiative, launch charitable projects and actively communicate about them, report on the progress, offer the opportunity to see the results and be focused on addressing the problems relevant to people. *"This is the transparency of the system itself. That is what I give part of my time, part of my money for,"* explains a Kyiv resident. *"I am confused by the opacity of this movement ... In order to participate regularly in charity, a person chooses a foundation and wants to see how his/her money is spent, wants to see the ultimate result. I don't see it so far,"* adds a Dnipro resident.

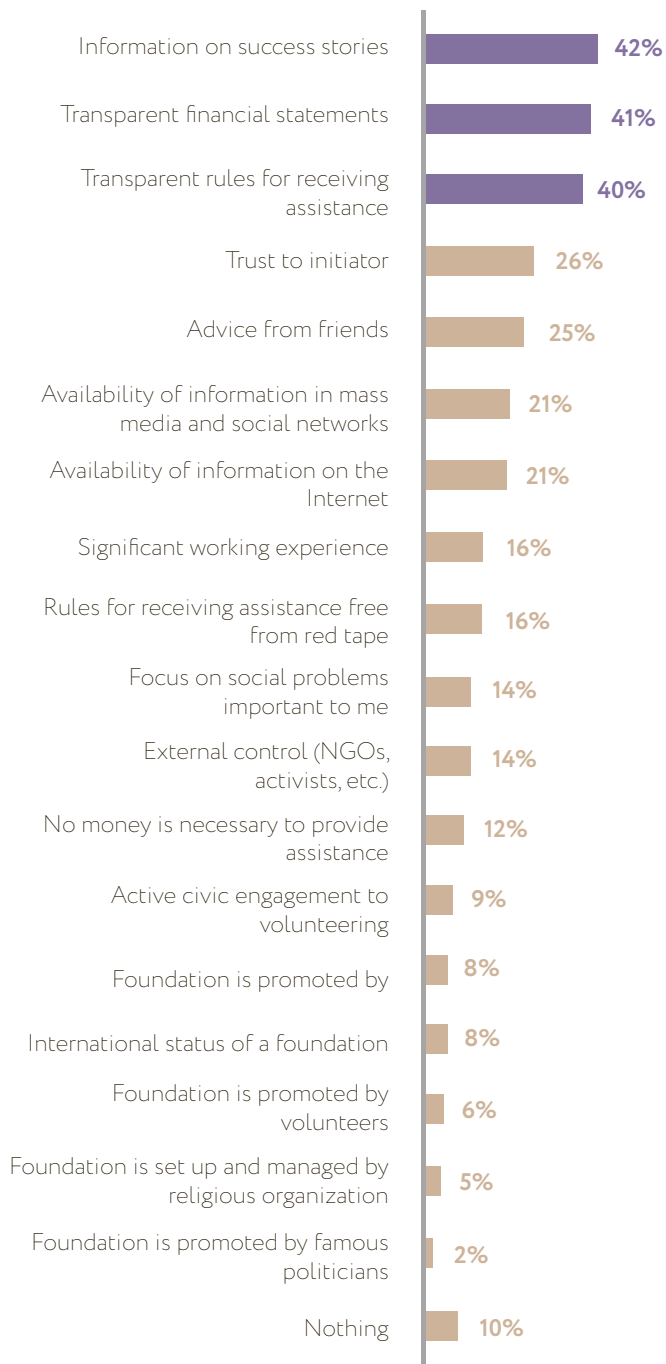
Such an agent/initiator of charity are charitable foundations and organizations. Therefore, increasing trust in them will help increase trust in the charity as a whole.

In turn, increasing trust in charitable foundations is possible through a number of measures.

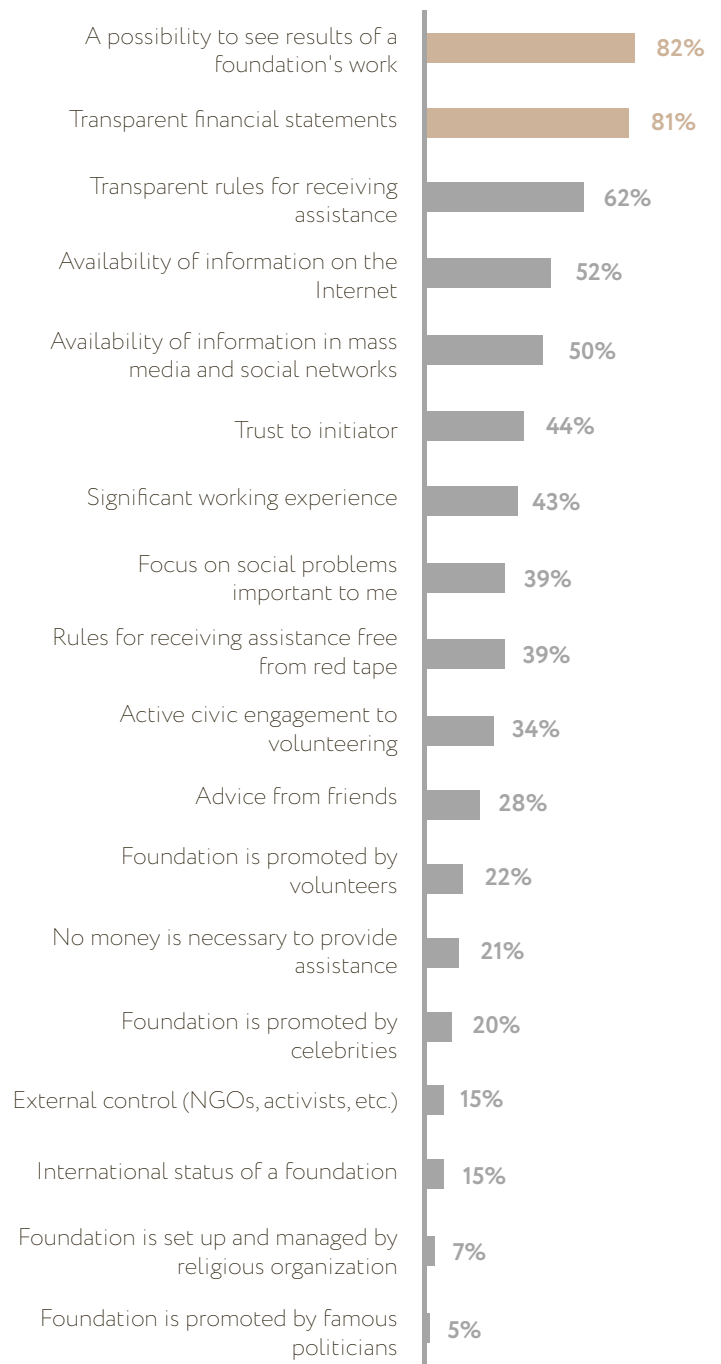
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What can improve trust in charitable foundations?

Population



Representatives of charitable foundations



It is emblematic that both the population and **staff of charitable foundations** agree on the hierarchy of factors for strengthening trust in the activities of charitable foundations. Based on their responses, three priorities are identified: (1) visible benefits of the assistance, (2) transparent financial reporting, and (3) transparent rules for receiving assistance.

From the point of view of the population, disseminating information about the goals of their activities, specific requests/needs of the project, as well as the ability of citizens to influence the policy of the foundation or control its activities could increase the involvement of citizens in the work of charitable foundations. Citizens will be more involved in charity if they have more information about such agents and their initiatives. The representatives of charitable foundations are well aware of it – dissemination of information about the foundation on the Internet and social networks is among top five factors that – in their opinion – will promote civic engagement to charity.

The least effective measures to strengthen trust in foundations are: promotion by politicians, affiliation with religious organizations or government control.

To stimulate the development of charity in Ukraine, charitable organizations and foundations are already working in two key directions. First, their activities are aimed at forming a culture of charitable giving in Ukrainian society through the promotion of good deeds, promoting charity as something trendy. Secondly, charitable foundations try to adhere to a number of principles in their work:

- Clean reputation (achievements, no scandals, good reviews).
- Transparency in reporting revenues and expenditures.
- Proactivity in communication with the public (professional marketing and advertising, mandatory website).
- Responsibility, optimal use of resources to pursue the goal.

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- Active work with donors (including after the projects' end).
- Search for creative forms of public involvement in charity (through the consumption of cultural products, participation in fairs/mass events, diversification of possible forms of assistance).
- In the context of coronavirus pandemic, charitable organizations have to transfer their activities online (it is primarily about fundraising tools and charity shops).

In conclusion, it should be noted that it is only possible to intensify charitable activity of the population when the efforts of various actors are combined. The government has to support the development of the culture of charitable giving in the country, launch tax incentives for charitable activities of private sector, and promote the development of institutionalized charitable organizations. Charitable foundations are expected to be transparent, proactive in involving citizens in charity, communicating the results and opportunities for assistance, and promoting charity. In this context, support from media is critical, as it could help the government and charitable foundations to disseminate relevant information. The community should not remain indifferent to the problems of the others, as well as to the efforts of those who take the initiative.