



zagoriy
foundation

Charity

in times of war

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Methodology

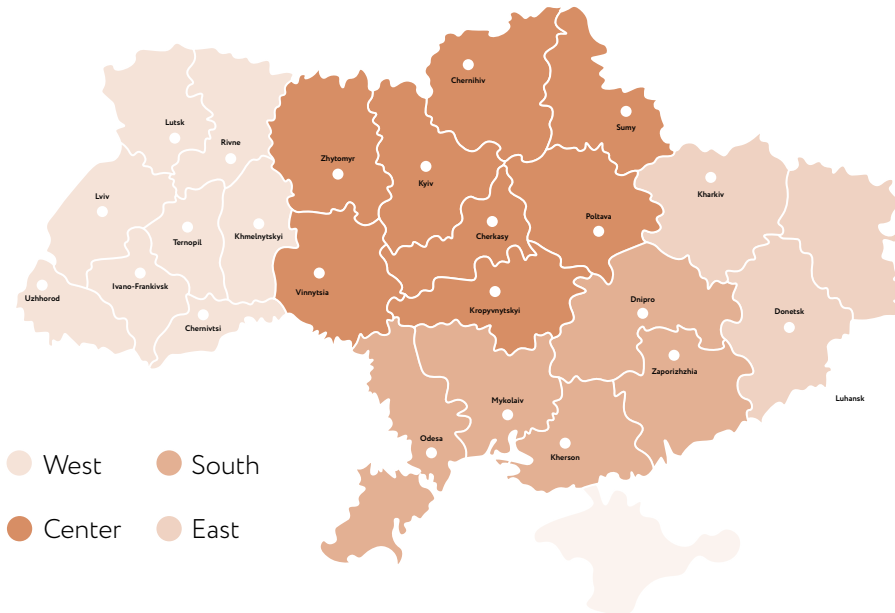
Audience: the population of Ukraine aged 18 years and older.

Method: standardized interview using CATI method.

Sample size:

- × 1,605 respondents;
- × random sample (generation of mobile phone numbers)

Duration of research:
from June 29 to July 6



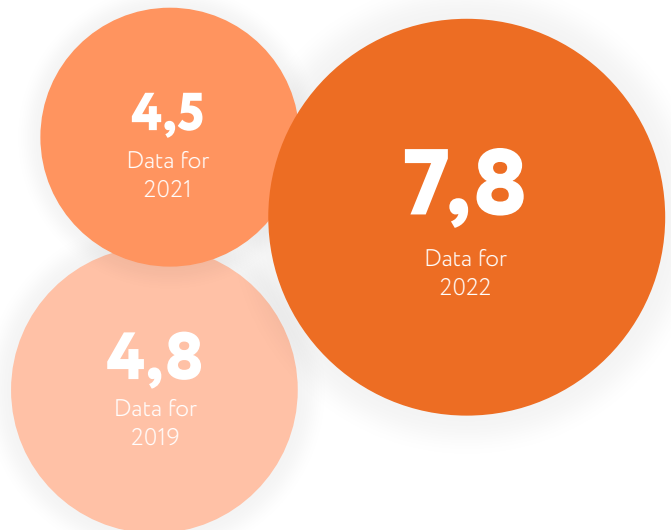
The situation with charity in Ukraine

The prevalence of charity in Ukraine has increased rapidly since the beginning of the full-scale Russian invasion of Ukraine. Today, it is estimated to be rather high, as evidenced by the Index of 7.8 out of a possible 10, while in previous years this indicator was mediocre. A year ago, 12% of Ukrainians said about the high prevalence of charity (ratings from 8 to 10), and today, this share increased to 65%.

Indices (average) of the prevalence of charity

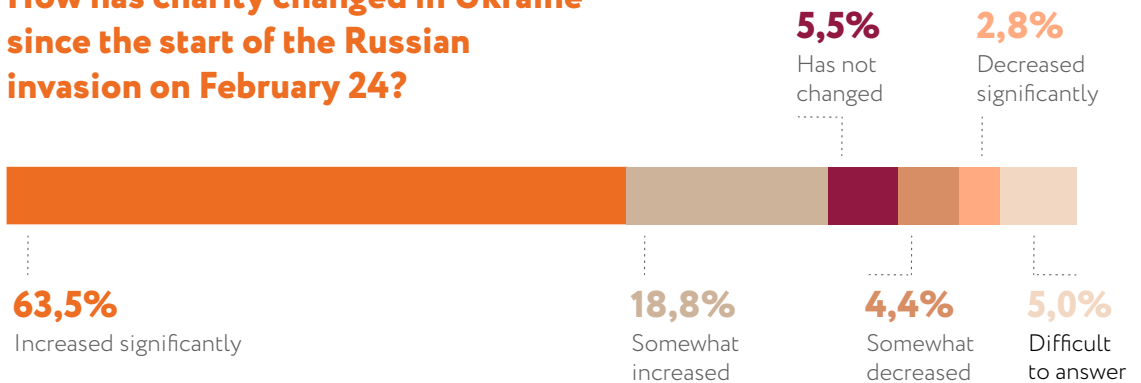
On a scale from 0 to 10, where 0 is a very low score and 10 is a very high score

- ✗ The lower the well-being of the respondent, the more skeptical he is about the prevalence of charity (6.9 for the poorest and 8.6 for the richest).
- ✗ The prevalence index decreases with age from 8.2 in young people to 7.3 in the elderly.



In confirmation of these trends, the overwhelming majority of the country's residents (84%) note the growth of charity in Ukraine. On the other hand, only 7% speak of a decrease in its level. Regional specificity is also noticeable in the answers to this question. Most often, the growth of charity is recorded in the Western region (86%), slightly less in the Central (84%) and Southern (81%). The least recorded increase in charity is in the Eastern region (74% of those who lived in the East until February 24 and 68% of those who remained there). Also, local residents speak a little more often about the growth of charity than IDPs (83%, against 78%). The growth in the level of charitable giving is noticeable, primarily due to the organized work of charitable organizations and volunteer foundations. At the same time, social contacts have also become actively engaged. Social networks report numerous cases of charitable assistance being provided.

How has charity changed in Ukraine since the start of the Russian invasion on February 24?



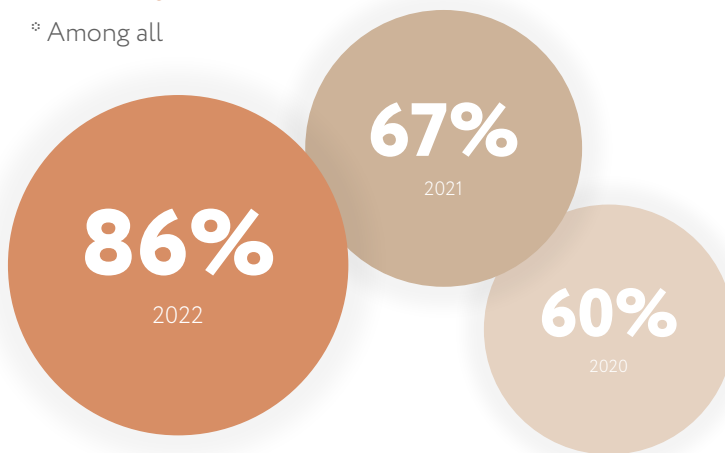
The vast majority of population (84%) note the growth of charity in Ukraine.

Practices of charity

Ukrainians massively joined charity after the start of the full-scale war. Today, a third more people are involved in charity and volunteering than a year ago (86% vs. 67%).

Joined charity after February 24

✧ Among all



Profile of a benefactor:

- ✗ Higher Education.
- ✗ Employed.
- ✗ High or average level of income.
- ✗ More likely a resident of a Western or Central region.
- ✗ Age: from 18 to 29 years old.
- ✗ Sex: any.
- ✗ City resident.
- ✗ Often helps financially.

86% benefactors and volunteers helped the army, 67% helped other beneficiaries. Extrapolated to all Ukrainians, the ratio will be 74% to 58%.

Charity methods

*Among those who participated in charity, n=1374



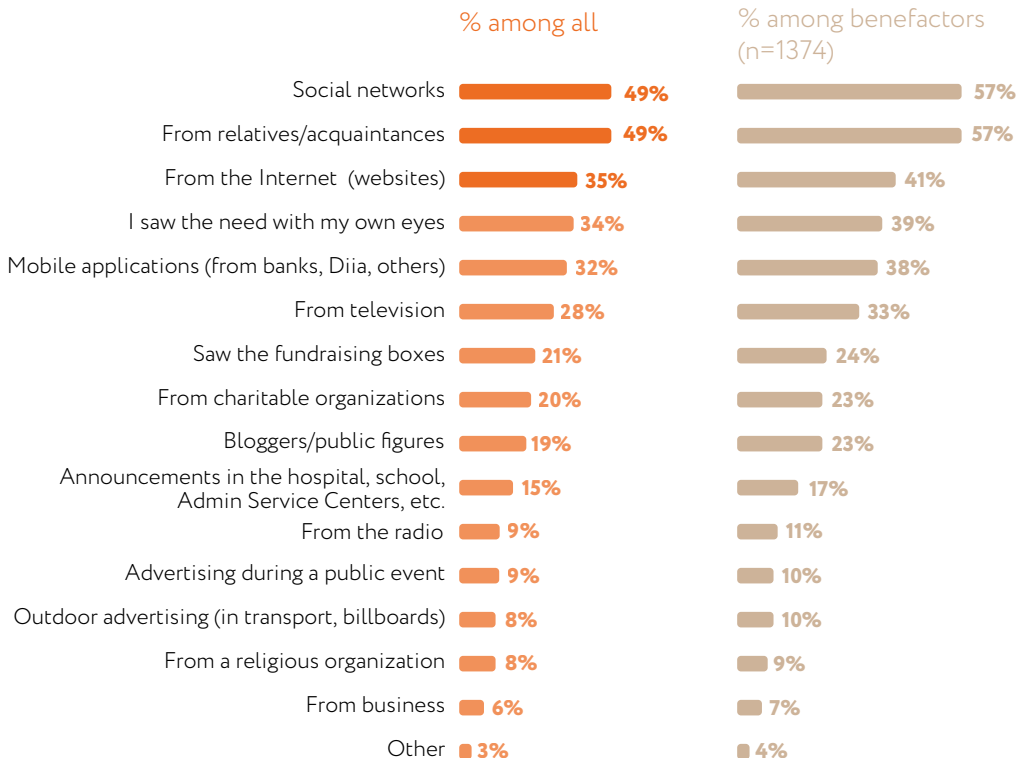
Since the full-scale invasion, Ukrainian people have most often joined charity by donating money and helping with clothes, food, medicine and other items.

The younger the person, the more often they help financially: (84% among 18-29-year-olds, and 63% among the elderly 60 years+), and they are also more likely to pay for humanitarian needs (33% vs. 23% among people aged 60+) and volunteering (54% vs. 33% among people aged 60+).

In most cases, the research participants learned about the problem that required intervention and charitable support from social networks and in communication with relatives and friends. A little less often, from the Internet and mobile applications, or they saw the need with their own eyes.

Younger respondents more often learn information from social networks, from bloggers, Internet and from mobile applications. Older respondents more often get information from traditional mass media (television and radio).

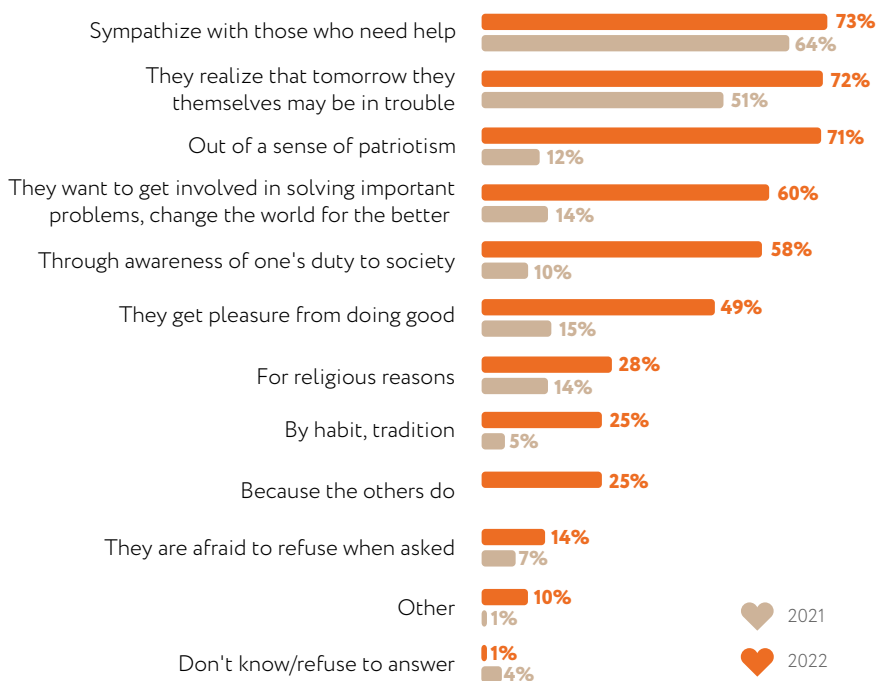
How did you find out about the problem?



Traditionally, the strongest motives of charity in Ukraine are compassion and the awareness that no one is immune from trouble in the country today. However, in 2022, ideological motives become more important. It is about the patriotic sentiment, a desire to contribute to the solution of important problems, awareness of the duty to society. In general, since the beginning of the full-scale invasion, we can observe an increase in motivation to participate in charity and volunteering.

Motives of Ukrainians to do charitable deeds

* Among all



Interaction with charitable foundations and volunteer organizations

56%

Among all

66%

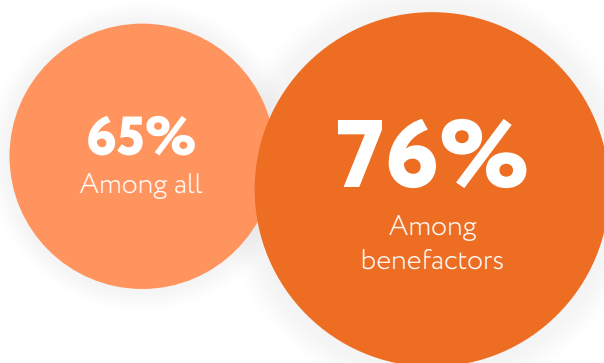
Among
benefactors

**Helped the charitable
foundations after
February 24, 2022.**

Almost two in three of benefactors (or 56% of the country's residents) helped the charitable foundations with money, goods or volunteering after February 24, 2022.

- ✘ In the conditions of war, only 30% of them checked them for integrity. Monitoring the integrity of foundations and organizations is more common for young people. Namely, 46% respondents aged 18-29 checked the integrity of charitable foundations and charitable organizations, compared to 41% respondents aged 30-39, 26% respondents aged 40-49, 18% respondents aged 50-59, and 14% elderly (60+).
- ✘ The most common forms of verification of the trustworthiness/integrity of charitable foundations are: confirmation of the fact of the existence of the organization in social networks (21%), questioning the beneficiaries (18%), review of financial reports (only reported by 15% benefactors).
- ✘ Other methods of verification included: reviews of acquaintances, own participation or work of friends/acquaintances in organizations they helped, long history of cooperation with the organization, trust to the head of the organization.

Financial charity



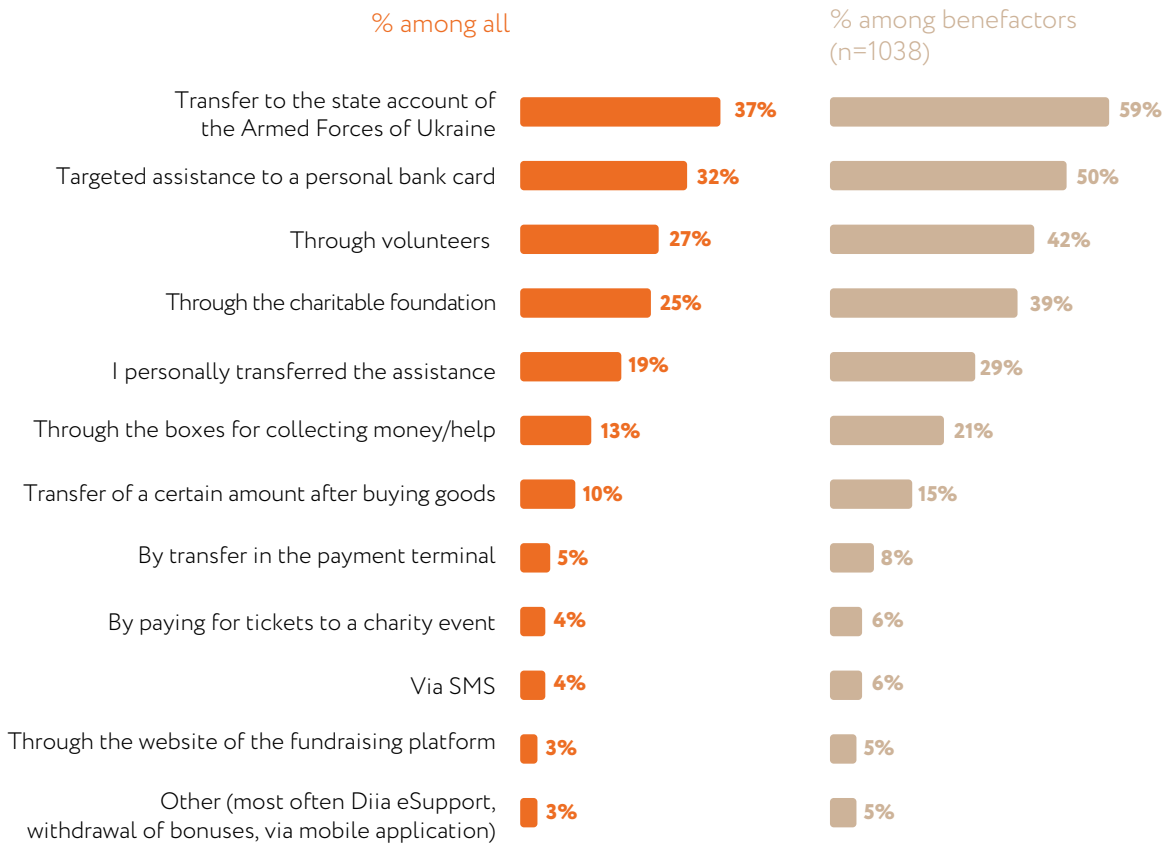
Provided financial assistance from the beginning of the war on February 24

More than one in two Ukrainian citizens, or three in four benefactors, donated money after February 24, 2022.

- ✗ Most often, residents of Ukraine transferred money to the state account of the Armed Forces of Ukraine and to the individual bank accounts of those who needed financial support. A little less often, money was transferred to volunteers through charitable foundations.
- ✗ In cities, residents prefer bank transfers (55% vs. 37% in villages), and transfers to the state account of the Armed Forces (63% vs. 47%), support of the charitable foundations (42% vs. 38% in smaller towns and 34% in villages) and volunteers (43% vs. 39%). On the other hand, in villages and smaller towns, benefactors more often use boxes for collecting money (2526% vs. 14% in cities).

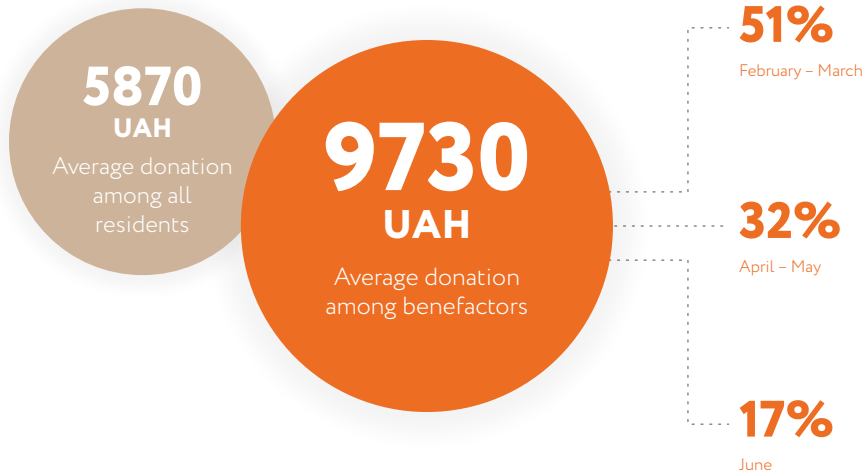
- × Young people (18-30-year-old) most actively use a variety of cutting-edge technologies for transferring money: transfers to a card, transfer to the account of the Armed Forces of Ukraine, through charitable foundations and volunteers, etc.

Ways of providing financial assistance, in %



Average amount of donation among benefactors

* Without 5 smallest and 5 largest amounts



The average amount of financial donation reported by respondents since February 24, 2022 is UAH 9,730, which is nine times more than a year ago, UAH 1,046 (per a benefactor); and UAH 5,870 compared to UAH 531 in 2021 (per capita, or per a resident of Ukraine).

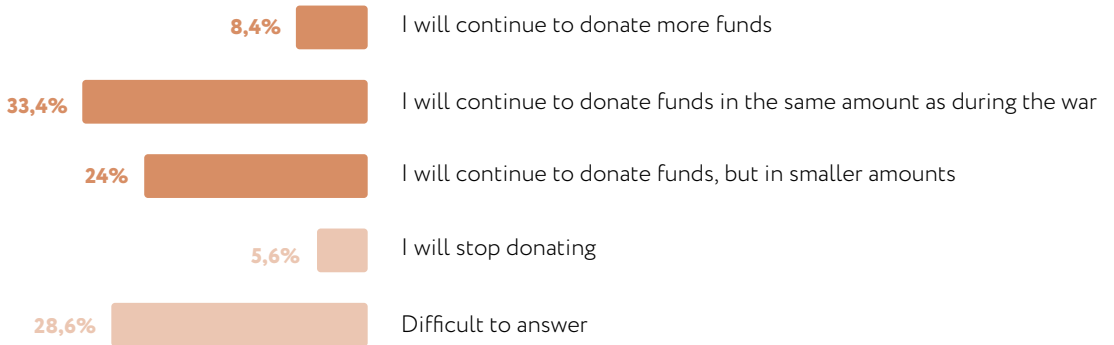
Most of the reported donations are within the limits of UAH 1,000-3,000. At the same time, the intensity of donations decreases over time. Half of the donations were made in February-March (essentially the first 40 days of the war), the other half - during the next three months (90 days).

Today, it is difficult for the residents of Ukraine to predict how their donations will change after the war.

However, 8% plan to increase their amount, 24% are going to decrease, and 6%, to stop donations. One in three benefactors plan to donate the same amount as they did during the war.

What do you think your donations will be after the war is over?

⚠ Among those who provided financial assistance, n=1038



Volunteer practices

33%

Among all

39%

Among the
benefactors

**Volunteered since
the beginning of the
war on February 24**

One in three Ukrainians volunteered since the beginning of the war.

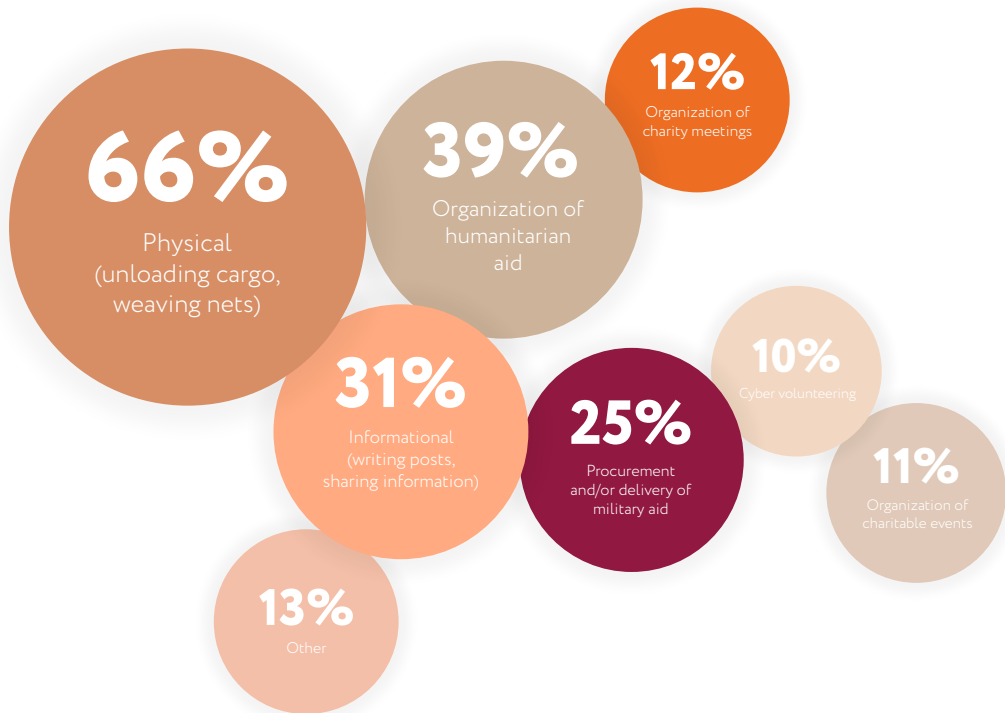
Profile of a volunteer:

- × More often, it is a man.
- × Age: from 18 to 60 years.
- × Resident of the West or Center.
- × Higher education.
- × City resident.

Most often, volunteering entailed performing physical work (unloading, weaving nets, transporting people and goods, cooking food). One in three (a third of) volunteers were involved in the management of humanitarian aid, and another third provided informational support. One in four purchased or delivered aid to the military. One in ten organized fundraising, charity events, or engaged in cyber volunteering.

What was volunteering like?

* Among the volunteers, n=5333



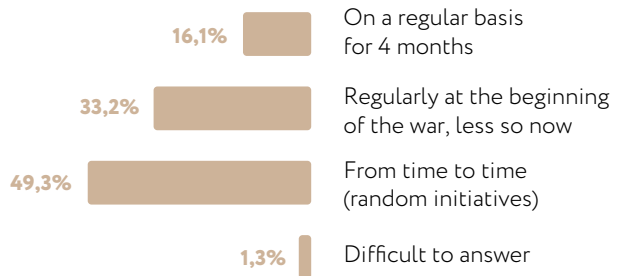
Men are more likely to engage in physical volunteering (70% vs. 63% among women), procurement and delivery of military aid (30% vs. 21%), and cyber volunteering (12% vs. 8%). Women more often join informational volunteering (38% vs. 23%) and organization of charity meetings (15% vs. 10%).

The volunteer initiative in Ukraine was extremely widespread at the beginning of the war, but it is gradually fading away.

Almost half of those who were engaged in volunteering joined it in an irregular manner. A third regularly volunteered at the beginning of the war, and now fewer respondents are engaged in regular volunteering. And only 16% volunteers (or 5.4% of the country's residents) continue to volunteer with the same intensity as at the beginning of the war.

How regularly did you volunteer?

* Among the volunteers, n=533

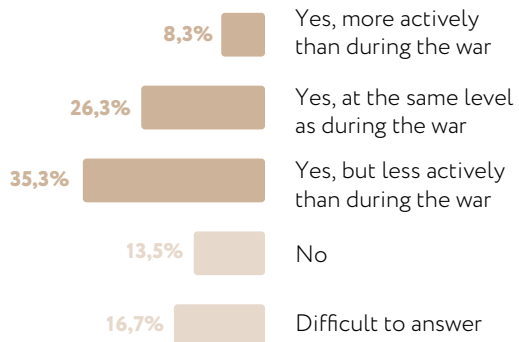


About one in three (a third of) volunteers plan to continue volunteering after the war with the same or greater activity.

Another third plan to volunteer less actively. Thus, after the war, at least 23% Ukrainian residents will continue to volunteer (of which 11.5% plan to do it actively), which significantly exceeds the pre-war level (5%).

Do you plan to volunteer after the war?

* Among the volunteers, n=533



Trust in charitable foundations

- × The level of trust in charitable foundations is quite high. Compared to last year, trust in charitable foundations has increased significantly since the beginning of the war and has moved from the category of “both trust and do not trust” to the category of “rather trust.”
- × International charitable foundations traditionally enjoy the highest level of trust in Ukraine. To a lesser extent, Ukrainian charitable foundations are trusted both nationally and locally. In the same way, Ukrainians “rather trust” volunteer initiatives.

Average confidence value

on a scale from 1 to 5, where 1 is for “I do not trust at all,” and 5 is for “I completely trust”



2022



2021

Charitable foundations

3,77

2,66

Local charitable foundations

3,73

2,60

International charitable foundations

4,15

3,11

Volunteer initiatives

4,02

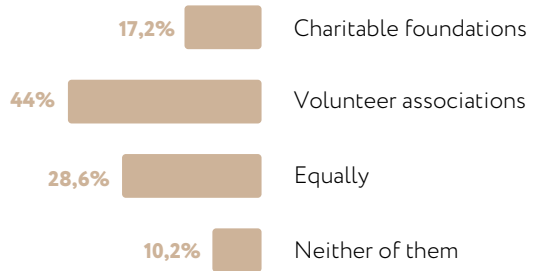
Ukrainian national-level charitable foundations

3,98

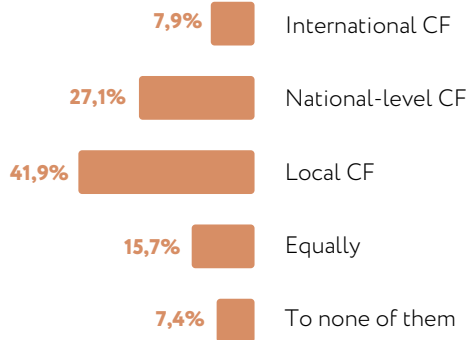
2,63

Notwithstanding the slight difference in the level of trust in charitable foundations and volunteer initiatives (3.77 and 4.02, respectively), in practice, residents of Ukraine are more ready to support a volunteer organization/initiative compared to a charitable foundation (73% vs. 46%).

Who would you rather help with money or volunteering?



Who would you rather help with money or volunteering?

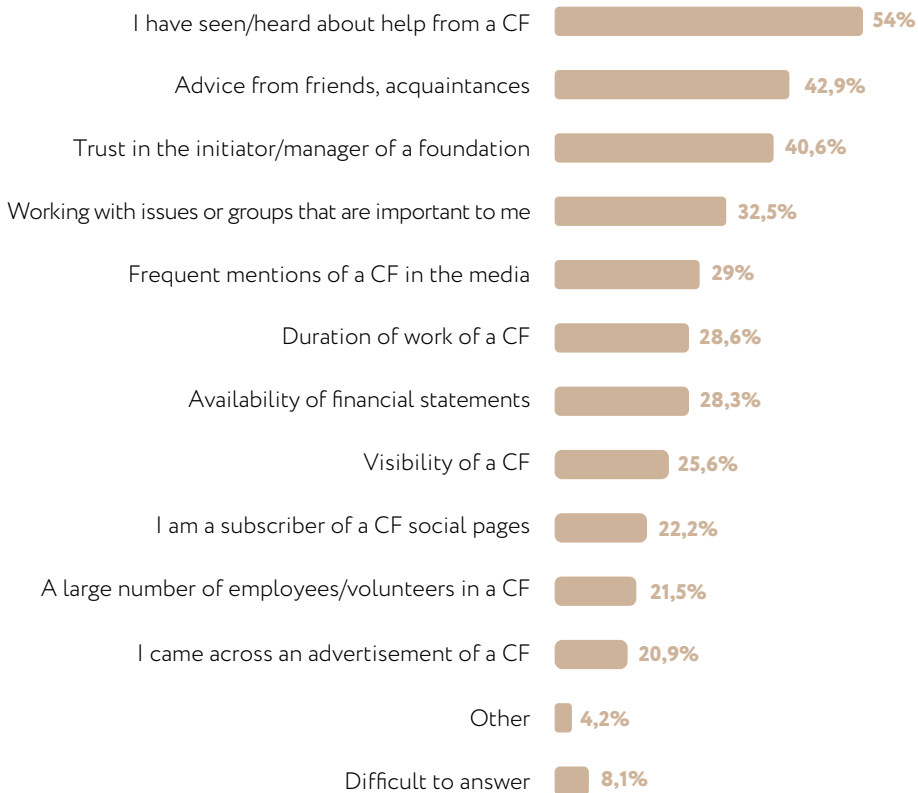


Although Ukrainians trust international foundations the most, they would rather give their money and effort to local foundations.

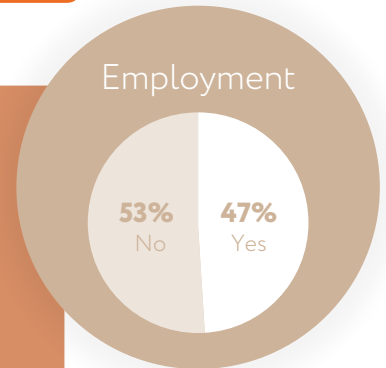
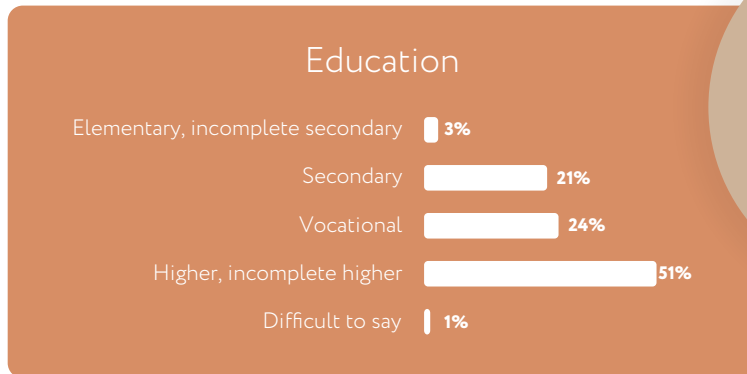
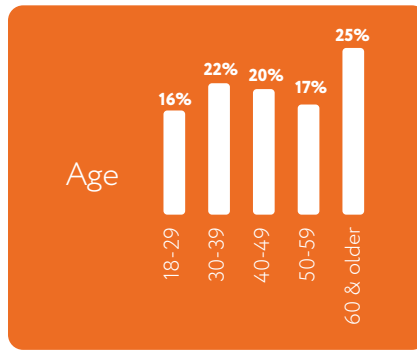
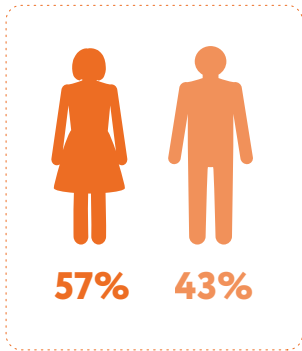
Most often, trust in charitable foundations is developed by:

- ✗ The opportunity to see/hear about your help with your own eyes.
- ✗ Advice from friends and relatives.
- ✗ Confidence in the initiator of the foundation.

What exactly motivates you to trust the charitable foundation?



Socio-demographic profile





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foundation

Charity

in times of war