

# RUSSIA GIVING

*Research on individual giving in Russia*

October 2014



**CAF**  
Russia

## *CAF Russia*

CAF Russia, a branch of Charities Aid Foundation based in the UK, implements a wide variety of initiatives aimed at promoting charitable giving and support to donors and NGOs, including policy, research, grant-making and advice to a variety of stakeholders engaged in philanthropy. For more information please visit [www.cafrussia.ru](http://www.cafrussia.ru)

## *About Charities Aid Foundation*

CAF is a leading international not-for-profit organisation, originating in the UK, that works to make giving more effective and charities more successful.

Spanning six continents, with services provided by local experts in nine countries, we help donors - including individuals, major donors and companies - to create the greatest impact with their giving. We do this by working globally to increase the flow of funds to the charity and non-profit sectors through the provision of philanthropy products and services, whilst providing fundraising solutions and support for charities internationally.

## *Russia Giving*

Russia Giving/Yulia Khodorova et al. – Moscow: CAF Russia, 2014.

This report presents the findings of research into individual giving in Russia and analyses the common giving patterns and habits of Russians – the frequency and size of donations to NGOs, the ways in which donations are made, the main sources of information about NGOs, and which causes attract the most support, as well as the obstacles to and drivers for individual giving. The report draws parallels with the corresponding UK data and provides conclusions and recommendations for promoting individual giving to NGOs in Russia.

The research was carried out in conjunction with the Synovate Comcon Company.

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## Introduction

The middle class of emerging economies is projected to grow by 165% by 2030, offering new opportunities for an increase in individual giving.<sup>1</sup> Were these middle classes to donate to non-government organisations (NGOs) an average of 1% of their annual spending in 2030, they would contribute an estimated US\$550 billion. Such a substantial amount of funding could help resolve social issues that might today seem insurmountable, due to their scale or the amount of spending they require. This scenario would make individual donors equal partners with governments and institutional donors – foundations and companies – in bringing about positive social change.

Charitable giving has become part of people's everyday lives, values and culture in Western countries. This good habit produces tangible financial outcomes and gives NGOs the opportunity for sustainable growth. A variety of research has shown that individual giving in countries with a developed philanthropic culture is comparable with, or even exceeds, giving by foundations and corporations – constituting 0.4-1% of GDP.<sup>2</sup> At the same time, civic engagement can only grow if people trust their state and civil society, and understand the importance of their own activity in improving the life of their district, city or country. Trust and an appreciation of your own importance are the key drivers of individual giving.

The middle class is key to the growth of individual giving and support for NGOs in Russia. According to OECD projections<sup>3</sup>, Russia could see middle class incomes soar from a reported US\$870 billion in 2009 to US\$1448 billion by 2030. Based on this, if middle class Russians were to give 1% of their income to NGOs it could raise as much as US\$14 billion per year for charitable causes within a generation. To realise its potential to the full, we need to continue to work towards creating an environment which enables the development of individual giving and public support for NGOs. This should include sustainable social and economic development, resulting in the growth of individual income and the emergence of the middle class; the development of democracy, which gives people a sense of responsibility for social development and the desire to influence the process; building people's trust in NGOs and civil society initiatives; and putting in place the right legislative and fiscal infrastructure to support NGOs' activities and stimulate potential donors.

The government can and should be responsible for many of these; however, NGOs, expert institutions, the mass media, and other civil society organisations can play an important role by providing people with up-to-date information on social issues and available solutions; motivating people to give; and promoting successful examples and role models. This research aims to support these processes and makes recommendations aimed at increasing the level of charitable giving in Russia.

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1 Future World Giving (CAF UK), <http://futureworldgiving.org/about>

2 Ibid.

3 Kharas H, Working Paper No. 285, The Emerging Middle Class in Developing Countries, OECD Development Centre, 2010

## *Executive summary*

The research found individual giving in Russia to charitable causes to be at a higher level than is generally believed. Over 40% of the population (which corresponds to the absolute number of 33 million people<sup>4</sup>) have given money to NGOs in the last 12 months, and only 20% have never been involved in any charitable activities. Although this is higher than is generally perceived, this is less than countries with a strong culture of giving such as the UK where giving is 57% in a typical month.<sup>5</sup>

The average annual amount donated by a Russian individual involved in charitable giving is quite significant – almost 5,000 RUB. The research provides evidence that the urban population of Russia alone gives about 160bn RUB annually, which is a substantial amount, comparable with contributions made by the state, corporate donors, and high-net-worth individuals.<sup>6</sup>

However, the donations made by Russians are in most cases infrequent and spontaneous. About half of the donors surveyed made their donations less often than once every six months, and for 82% of donors the decision to donate was spontaneous. In other words, a large number of people give money to NGOs, but only a small proportion integrate giving into their lifestyle, and donate as part of a thought-out process to achieve specific results.

The spontaneous nature of the majority of donations made in Russia explains why SMS and donation boxes in public places were found to be the most popular giving tools. This fact also supports the relatively small average amount for individual donations: respondents reported that they usually gave 100-150 RUB, with two-thirds (63%) having given 500 RUB or less the last time they made a donation to an NGO.<sup>7</sup>

The research revealed that there are still many barriers to individual giving, and that people have a lot of questions that need to be addressed before they make the decision to donate. The most important focus on a lack of trust in NGOs and not understanding the importance of their mission. People prefer to give directly to the beneficiary to guarantee that their donation will be used to full effect.

It should be noted that this mistrust is not caused by a lack of information. On the contrary, a lot of information about NGOs is available from a variety of sources – TV, the internet, social media, shops, family and friends, the workplace etc. Three sources – family and friends, TV and the workplace – enjoy the highest level of trust.

Another issue is a relatively low support to most of the causes. The vast majority of Russian donors focus on helping children and disaster relief, followed by assisting adults in difficult situations. There tend to be much fewer supporters for causes outside of these, whereas in the UK, for example, although some causes are markedly popular, support of the public is more evenly distributed among a dozen various causes.<sup>8</sup>

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<sup>4</sup> Based on adult population statistics of 108,137,957 people, where 73.86% live in cities (Rosstat, 2012)

<sup>5</sup> <https://www.cafonline.org/publications/2014-publications/uk-giving-2013.aspx>

<sup>6</sup> The 53 companies included in the Russian 'Corporate Philanthropy Leaders' ranking reported charitable expenses of 13.4bn RUB in 2013 (though the total amount of corporate funding for philanthropic organisations is many times higher). In 2014, 10bn RUB from the Federal budget was allocated to support socially oriented non-profit organisations (regional budget expenses also exist). The philanthropic expenses of 12 of the 25 richest Russians in 2013, as disclosed to the Bloomberg Agency, totalled \$548m (about 20m RUB).

<sup>7</sup> The average amount of an individual donation in the UK is £27; the most common amount (median) about £10 – UK Giving 2012/13

<sup>8</sup> <https://www.cafonline.org/publications/2014-publications/uk-giving-2013.aspx>

The reasons for the poor 'philanthropic imagination' that exists among Russians include a lack of information about some of the less obvious social problems; the stigma attached to certain marginalised groups (e.g. those living with HIV or addiction); and the underlying Russian belief that good health and a home are the basics of wellbeing, and the rest is unnecessary.

NGOs deal with issues that are not necessarily widespread and not always obvious, but which may have a considerable effect on people's emotional comfort; feelings of safety and self-confidence; culture and natural environment; social connections; and professional perspectives – the aspects that constitute any well-rounded definition of 'the good life'.

## *Recommendations*

- To strengthen the philanthropy sector in Russia, we recommend that advertising and other promotional efforts focus on the benefits of giving regularly – to encourage the transition from one-off donations to regular, strategic giving. To this end, recurrent payment mechanisms should be developed to allow monthly giving from donors' bank accounts, credit cards or digital wallets, as well as payroll giving schemes allowing regular payments from employees' salaries to a specific cause.
- To overcome the barrier of mistrust, potential donors should be provided with high-quality information on NGOs from various trusted sources. This information should convey what the organisation does, and include practical details on how to help, and how easily this can be achieved. It is also important to demonstrate specific outcomes of support for particular people.
- Active promotion of an organisation's leader may have a positive effect on the donors' decisions. The perception that a donation is being made to a leader whom they trust, rather than an abstract foundation, could inspire confidence.
- Although basic information about NGOs is widely available, NGOs need to take further steps to actively engage with donors to ensure their mission is understood, increase loyalty and generate further gifts.
- We need to develop a network of charity supporters, who are willing and able to assist NGOs with money and volunteering, and to spread the word about their work among families, friends and colleagues. This person-to-person communication is much more valuable than information made available on the internet or in the mass media.
- Employers have yet to recognise the role they play in the promotion of the culture of individual giving. They are a reliable source of information about NGOs and can make their employees' first steps in the field of giving safe and comfortable, and support them by introducing payroll giving programmes.<sup>9</sup>
- The most important task for the charitable sector in Russia is to ensure better understanding of the work of NGOs and appreciation of its importance. This should be done with a view not only to increasing the inflow of private donations, but promoting its mission of making society more kind and considerate in general.

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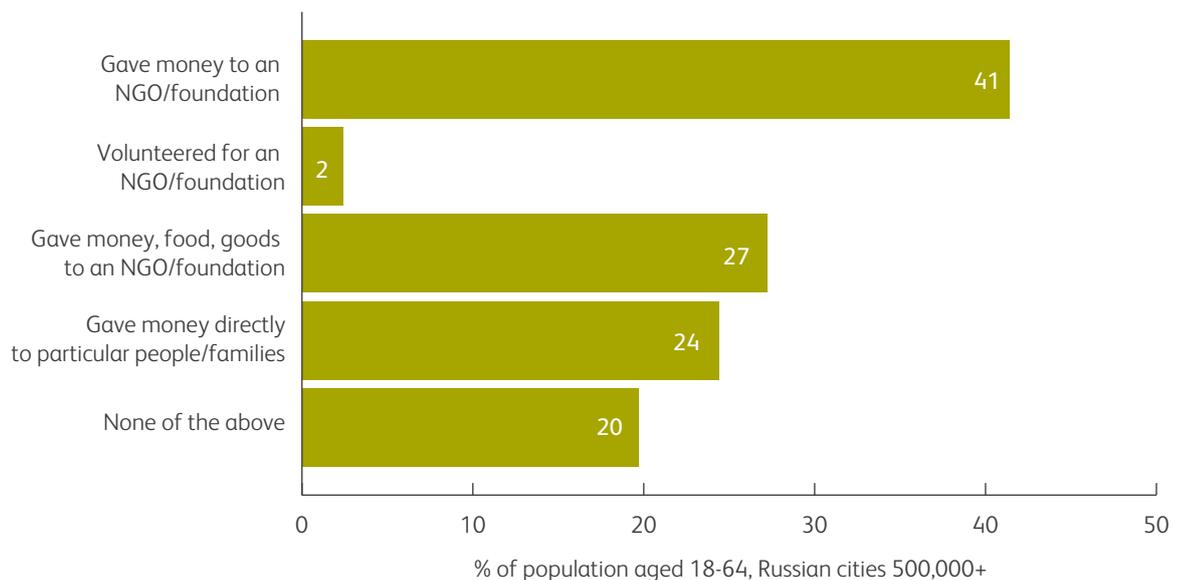
<sup>9</sup> In the UK, 8,000 companies offer their employees the opportunity to join payroll giving programmes, and as a result about a million people make regular donations on payday. In 2013 the total amount of payroll giving was £155m. <http://www.payrollgivingcentre.com/quality%20mark%20awards.htm>

## How many people give to NGOs and how often do they do it?

The traditional belief is that there are very few Russians who give money to NGOs. Charities Aid Foundation's (CAF's) World Giving Index<sup>10</sup> reports that the share of Russians who make donations to NGOs has been somewhere between 5% and 7% for the past 4 years (2009 to 2012). However, the Index only considers those donations made within the month prior to the survey, so it is more likely to capture those that are giving regularly – giving which is triggered by unexpected or disruptive events, such as natural disasters, or seasonal giving may therefore be missed.

Within the current research, the respondents had to answer two sets of questions: the first about their giving experience in general (at any point during their lives) and the second about their experience over the twelve months prior to the survey. The answers provide a picture that differs a lot from the common perception: 59% of Russians had given money to NGOs during their lifetimes, while 41% had given money to NGOs over the previous twelve months. Moreover, 50% had given clothes, food, and other goods to NGOs and foundations, and 27% had done so in the last twelve months. Only 20% of Russians had never been involved in charitable giving.

Figure 1. Which of the following have you done in the past 12 months?



10 World Giving Index 2013, CAF  
[http://www.cafussia.ru/page/mirovoi\\_reiting\\_blagotvoritelnosti\\_1](http://www.cafussia.ru/page/mirovoi_reiting_blagotvoritelnosti_1)

Thus, the majority of the population have made donations to NGOs, but, according to the research data, they do not give regularly. A significant proportion of Russians who give money to NGOs do so quarterly (28%), or monthly (13%), but only 5% give more than once a month.

The majority of donors give to NGOs less than once every six months (51%).

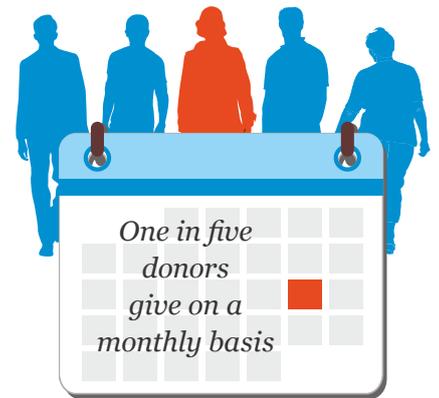
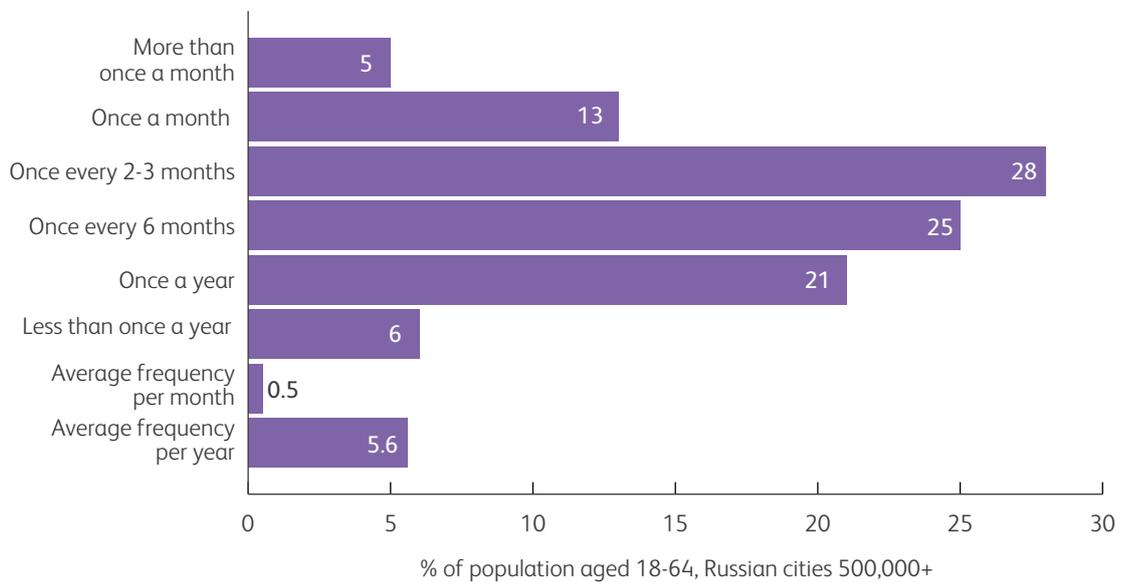


Figure 2. How often have you given money to NGOs over the past 12 months?



Three quarters (76%) of those who had not given money to NGOs during the twelve months prior to the survey had previously made donations to NGOs or directly to those in need. This section of the Russian population represents a vast number of potential donors for NGOs, who have yet to connect with this audience.

## Who gives the most?

People aged between 35 and 44 are the most active donors to charity. Half of people from this age group had given money to NGOs during the 12 months prior to the survey. The least active are those under 24 (32%) and over 55 (31%).

Women are more active in supporting NGOs than men, with 49% of women compared to only 34% of men having given money during the 12 months prior to the survey. Women are also more active when it comes to other forms of charitable activities (in-kind support and volunteering). 21% of the men and 15% of the women surveyed had not provided any support to NGOs in the past year.

Education also influences involvement in charitable giving. Nearly half (48%) of people with university-level education had given money to NGOs in the last 12 months, while only 31% of those with secondary-level education had done the same.

People with a higher personal income are slightly more likely to give money to charity, but the difference is not significant.



*Across all age groups women are more active than men in supporting NGOs.*



## Who are the donor archetypes?

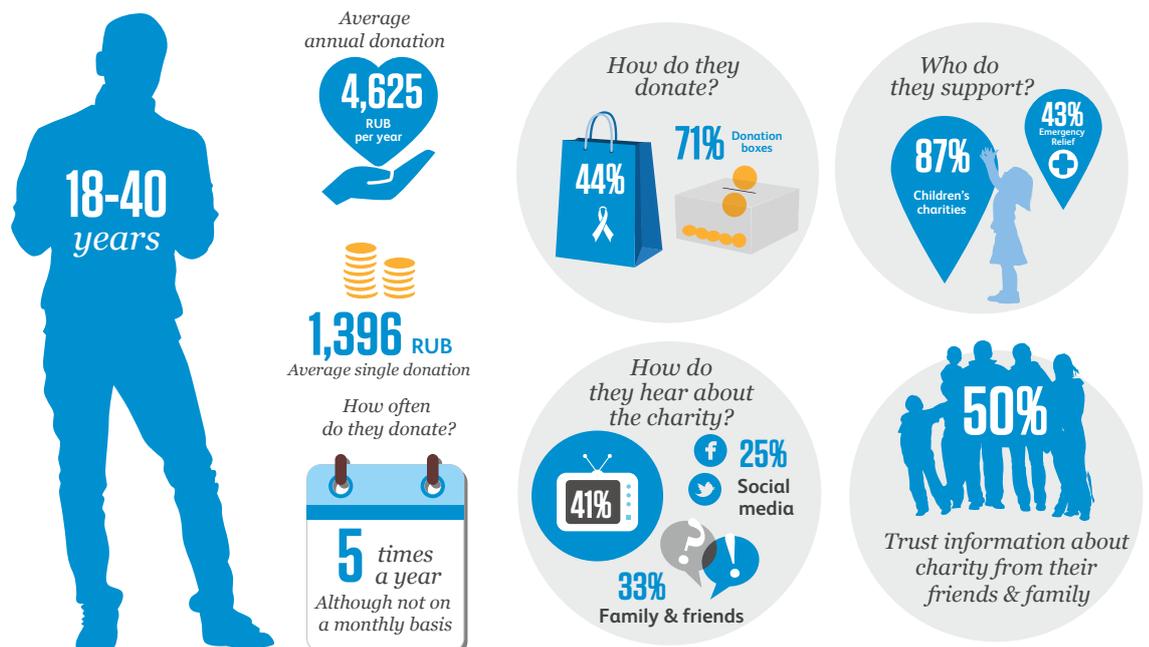
The research allowed us to single out the two most active groups amongst existing donors based on their social and demographic characteristics as well as their charity-related habits.

## Active hipsters

- Who are they?**  
 Young people (18-40 year olds), predominantly male (66%), with higher or incomplete higher education.
- How often do they give to NGOs, and how much do they give?**  
 Their average donation frequency is 5 times per year, and the average annual amount donated is 4,625 RUB. The average amount of their most recent donation was 1,396 RUB.
- How do they give?**  
 The most popular donation tool for this group is donation boxes. 71% of the young people actively involved in charitable giving put their money into donation boxes at supermarkets and other public places, and 44% purchased something from a charitable organisation<sup>11</sup>.
- Who do they support?**  
 The causes they give money to include assistance to children (87%) and emergency relief (43%).
- What are their sources of information?**  
 The active hipsters learned about the causes they support through TV (41%), from their family and friends (33%), and via social media (25%).

50% trust their friends and family, about 30% trust TV, and another 30% trust NGOs. The respondents from this group trust information on the internet the least.

These young people are usually cautious and are not likely to make spontaneous giving decisions. When speaking about their most recent donation, about 30% reported that they had not given the money at once, but had taken some time to check the facts before donating.



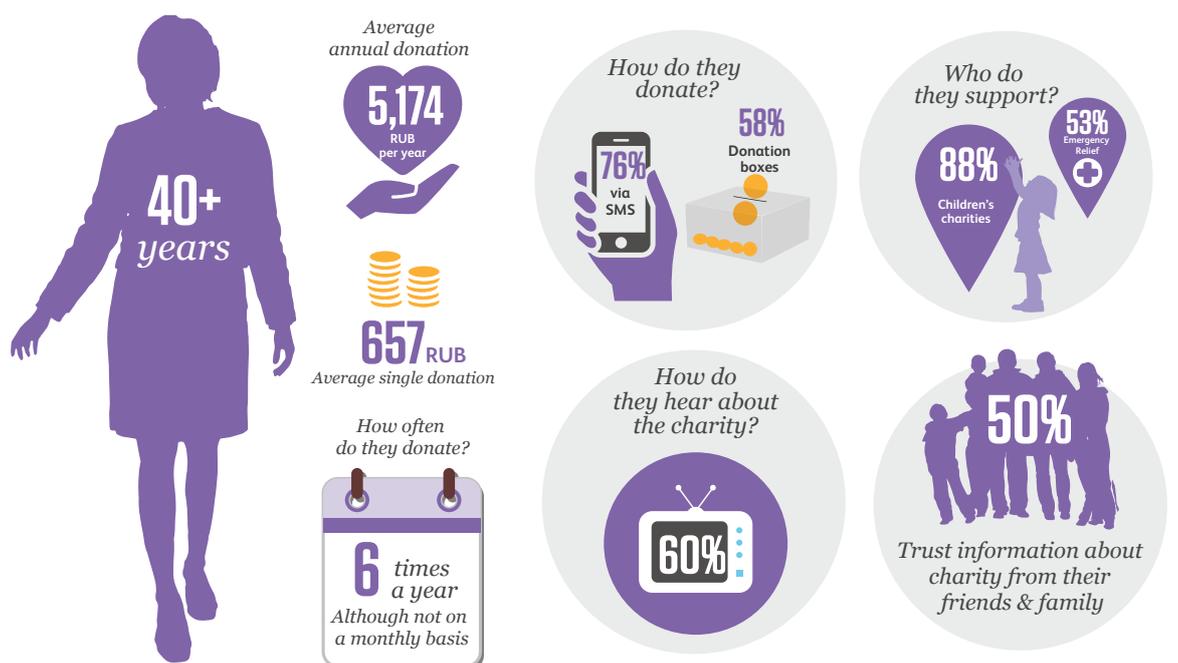
<sup>11</sup> Over the 12 months prior to the survey

## Educated women

- Who are they?**  
 Women aged 40 and above, with a university degree or specialised secondary education.
- How often do they give to NGOs, and how much do they give?**  
 Their average donation frequency is 6 times per year, and the average annual amount donated is 5,174 RUB. The average amount of their most recent donation was 657 RUB.
- How do they give?**  
 The most common way to give in this group is via SMS. 76% made their donations using SMS and 58% made them through donation boxes in supermarkets and other public places.<sup>12</sup>
- Who do they support?**  
 The most popular causes include assistance to children (88%) and emergency relief (53%).
- What are their sources of information?**  
 Educated women learn about the causes they support mostly through watching TV (60%).

This group generally trusts the information from TV (54%). Another 50% trust the information they get from their family and friends.

This group of donors is mostly driven by emotion. When speaking about their most recent donation, 88% reported that they had given the money immediately after an appeal, which means that their giving was spontaneous. This group is responsible for a large portion of the smaller amounts donated (100 RUB or less). These donations are most easily made via SMS.



<sup>12</sup> Over the 12 months prior to the survey

### *What are the similarities and differences?*

Despite the social and demographic differences between these two donor groups, both prioritise the same causes – assistance to children.

There is, however, a significant difference in the amounts the two groups donate. An educated woman gives more per year than an active hipster, despite the fact that the average amount given by an active hipster in a single donation is almost double that given by an educated woman. Active hipsters are more likely to scrutinise appeals for help, whereas educated women tend to act spontaneously, which may explain the difference in the amounts given by each group.

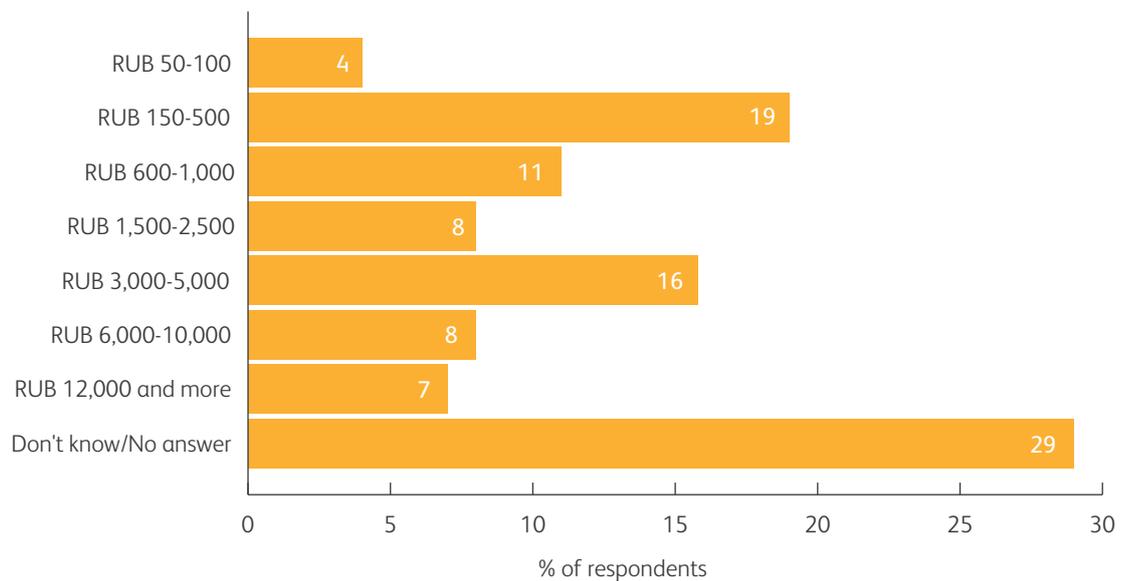
Both groups trust information from family and friends equally, but educated women put more trust in television.

## How much do Russians give?

The respondents found the question about the amount of money they had donated in the 12 months prior to the survey quite hard to answer. Almost a third of respondents had difficulty answering this question. 19% of donors reported that they had given 150-500 RUB, and 16% reported 3,000-5,000 RUB. Only 7% had given 12,000 RUB or more. The average amount of money given by individual donors to NGOs over the 12 months prior to the survey was 4,972 RUB.



Figure 3. Please indicate the total amount of money you have given to NGOs in the past 12 months.



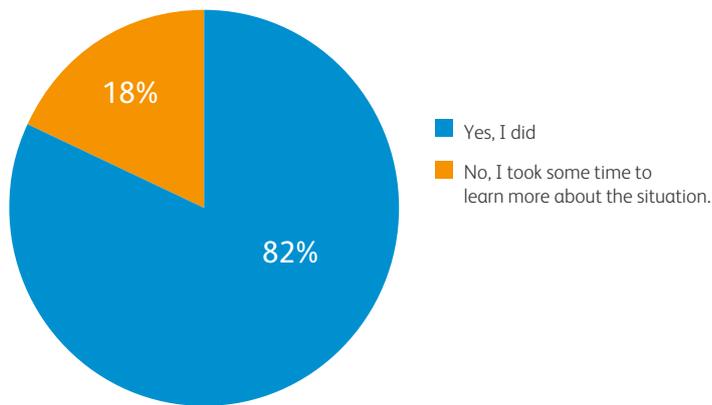
The majority of donors (63%) had given less than 500 RUB as their most recent donation, and half of them had made a donation of 100 RUB or less. The average amount of the most recent donation was 940 RUB.

University students and graduates donated twice as much per year on average as those with secondary-level education (6,117 RUB and 3,206 RUB, respectively). A similar pattern was noted for people with different levels of income. Those with an income of 15,000 RUB per family member or more donated on average almost twice as much per year as those on a lower income (6,874 RUB and 3,851 RUB, respectively).

## How do Russians give money to NGOs?

In general, Russians are very likely to make spontaneous donations. For their most recent donation, 82% of respondents gave money immediately after an appeal for support or learning about an emergency situation.

Figure 4. Did you make the donation immediately after you learned about the situation?



Women were more likely to act spontaneously than men (88% and 72%, respectively). Men were more cautious in making giving decisions, with 27% of male respondents stating that they sought more information before making their most recent donation, compared to only 12% of females.

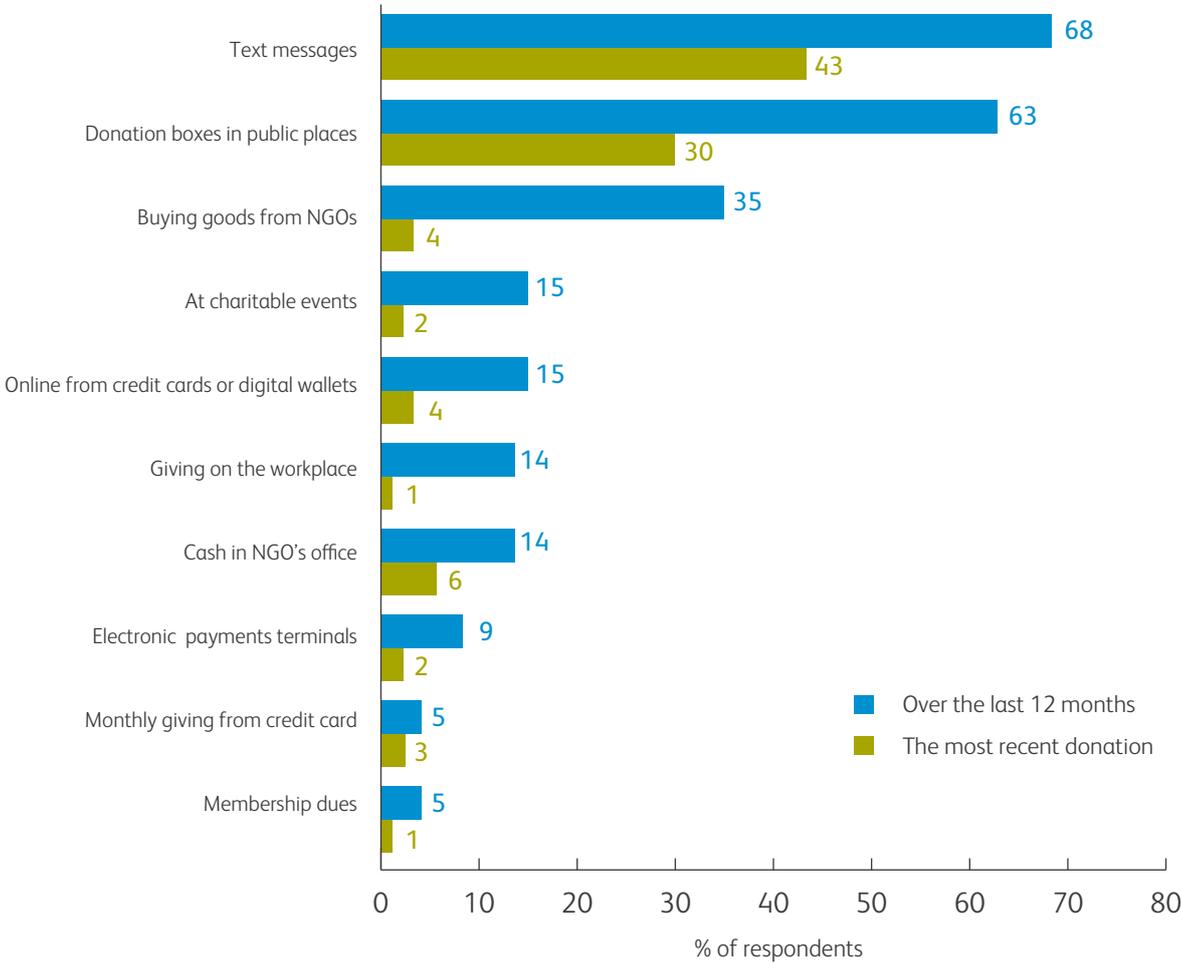
There are also age differences. Older respondents (aged 41 and above) were more likely to have made spontaneous donations (89%) than those who were younger (74%). For their most recent donation, 24% of respondents under 40 preferred to stop, think and get more facts before giving money, whereas only 11% of over-40s did the same. Of those with a secondary-level education, 91% made a spontaneous donation.

It is no surprise that immediate-giving mechanisms are the most effective for spontaneous donors. This research has shown that the most popular tools used to give money to NGOs are SMS (68%) and donation boxes in public places (63%). 78% of respondents who saw a TV appeal made the decision to give at once. The amounts donated in this situation are small – under 500 RUB, with 100 RUB being the most common amount given.

Over a third of those involved in philanthropy (35%) supported NGOs by buying goods or souvenirs from them. University students and graduates are the group most likely to provide this type of support (42%), along with the under-40s.

Though online tools for giving such as credit cards and digital wallets are developing, less than 6% donate using their internet wallets and less than 9% use online credit card payments. Moreover, the type of monthly giving via debit card normally associated with a loyal following to an NGO is not widespread in Russia.

Figure 5. How did you make donations to NGOs over the last 12 months and in case of your most recent donation?



## What are the causes that Russians support?

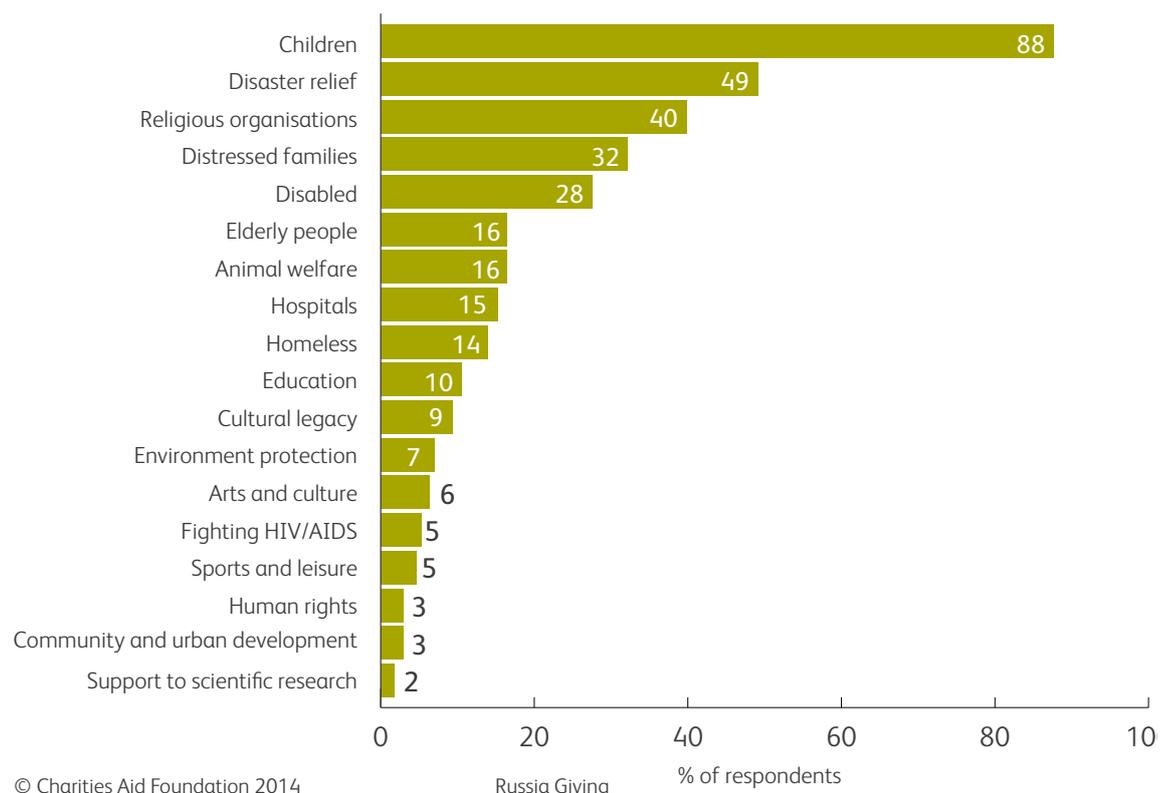
There are a broad range of causes that receive charitable support in Russia, although there is a strong preference to support children and emergency relief. Almost nine out of every ten (88%) respondents involved in philanthropy had given money to children's causes in the 12 months prior to the survey. Moreover, two-thirds (66%) of respondents' most recent donations were aimed at helping children. The proportion of Russians giving money to emergency relief was also high (49%). Other causes included religious organisations (40%), families/people in difficult circumstances (32%) and disabled adults or adults with special needs and/or in need of expensive treatment (28%).

Less than 10% of respondents had given money to preserve cultural legacy, protect the environment, support arts and culture, or fight HIV/AIDS in the 12 months prior to the survey.

Donations to support children, families, and adults in need; as well as the elderly and the homeless; animal welfare; and environmental protection are given more frequently than donations to other causes (more than twice a year). Donations to other causes are usually made once a year or less.

Age and income level do not influence Russian people's choice of cause or the purpose of their donations. It should be noted, however, that people with a higher level of income are more likely to support the homeless. 25% of those with an income of 15,000 RUB or more per family member had donated to help the homeless over the previous year, in contrast with only 6% of those with an income of less than 15,000 RUB per family member. There are similar trends for animal protection and assistance to families in difficult circumstances: people with university-level education give to these causes twice as often as those with secondary-level education.

Figure 6. Which causes have you donated to in the past 12 months?



## What are the sources of information about NGOs?

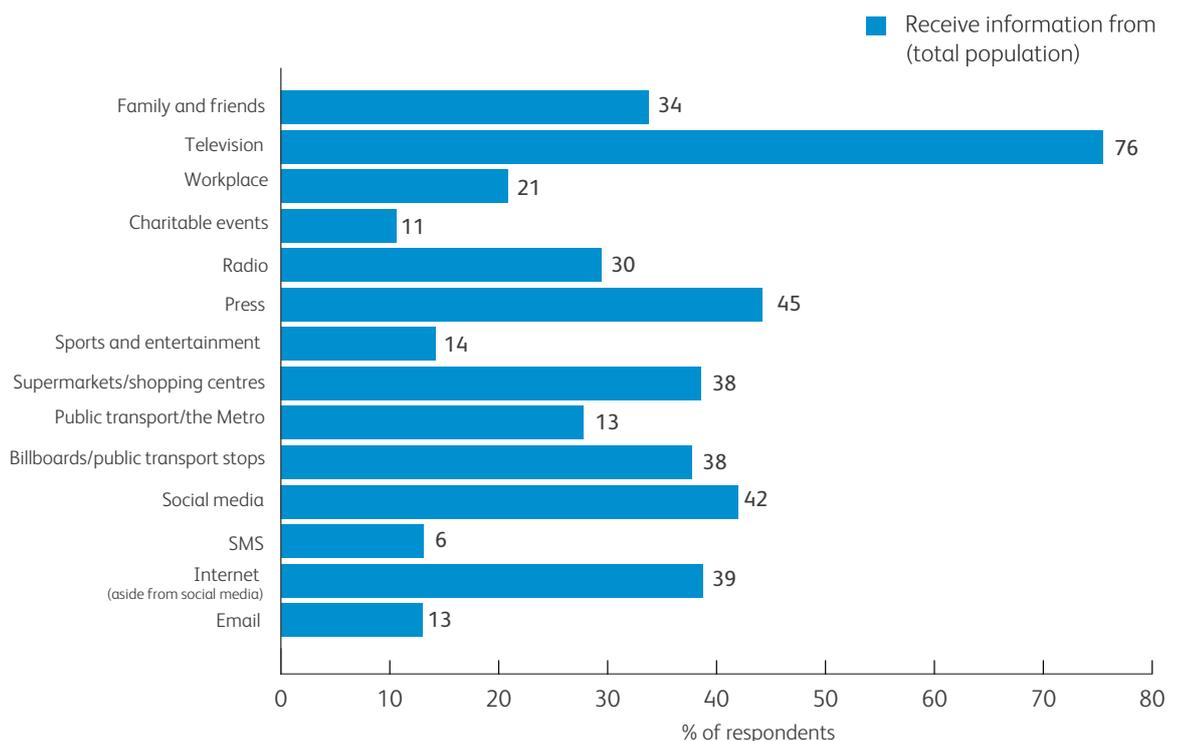
According to the research findings, Russians generally know about NGOs' existence. This is true both of those who give money to NGOs and those who do not. According to the research findings, Russians are aware of NGOs, with 94% having seen some information about them in the last 12 months.

### Outreach

TV is the principal medium for information outreach, with 76% of Russians receiving information about NGOs and charitable appeals via television. The press is the second most common source of information (44%), followed by social media (42%), the Internet (39%) and in supermarkets/shopping centres (39%). There are no significant social and demographic differences to distinguish those who get their information on NGOs through television from other groups. The Internet and social media are good ways to reach out to those aged 34 and under who have at least started university-level education.

Overall, younger people appear to be more open and receptive to information on NGOs. The youngest age group (under 24) pay attention to information displayed on billboards; bus stops; and public transport; and at sports, entertainment, and charitable events unlike their older counterparts (aged 45 and over). Therefore, the most effective way to reach out to a younger audience may be to use a combination of communication channels, including outdoor advertising.

Figure 7. The percentage of people that received information about NGOs from the following sources.



## Trust

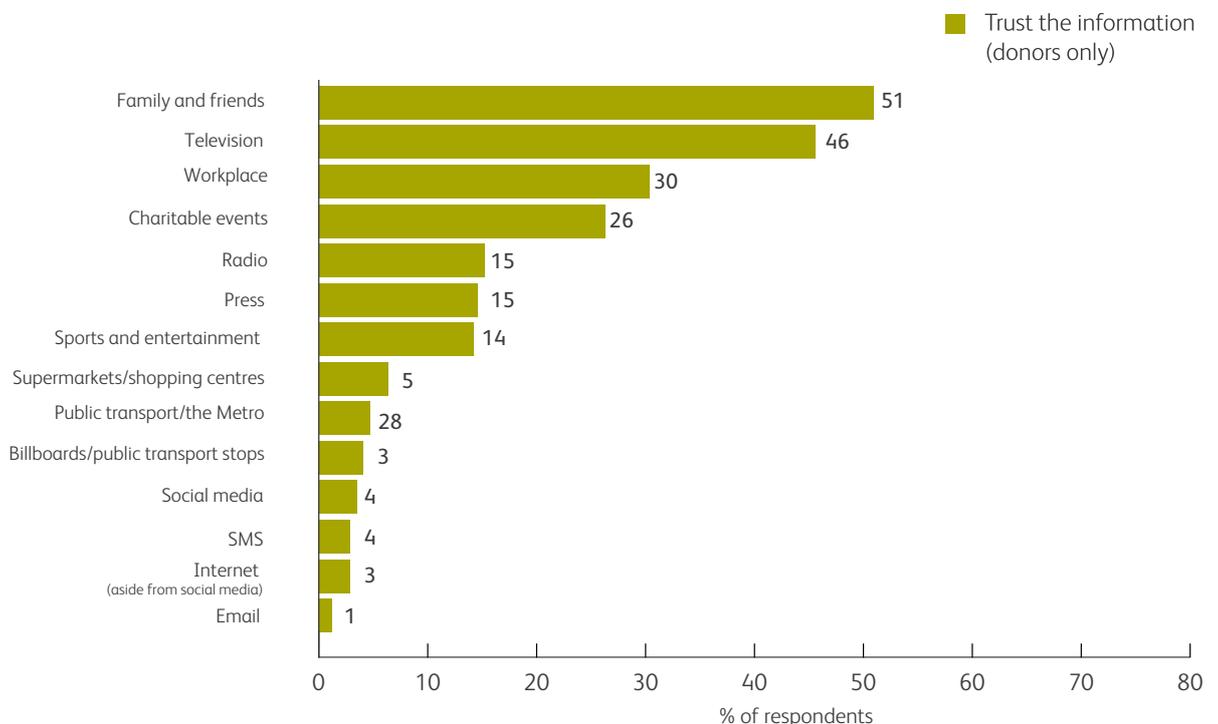
The majority of donors tend to trust the information they receive from family and friends (51%). TV is an information source also trusted by many. 46% of donors noted that they fully trust the appeals and information about NGOs they see on TV, with the percentage being even higher for older age groups (55% amongst those aged 41 and over).

Nearly a third (30%) trust the information they get from their employer or colleagues at work, although only 28% of those donating in the last 12 months have actually sourced information via this channel.

Though its reach is great, information from the internet, social media, emails, and text messages is the least trusted (only up to 3% of donors trust these sources).

Over half of the respondents who had donated during the 12 months prior to the survey had made their most recent donation on the basis of information they had gained from watching TV. About a quarter had learned about the cause they decided to support at a supermarket or a shopping centre.

*Figure 8. Please indicate how much you trust each of the following sources of information about NGOs. Use a scale from 1 to 5, where 5 means you fully trust the source, and 1 means you don't trust it at all.*



Television encourages spontaneous and immediate giving. 78% of those who learned about the most recent cause they donated to through the TV made their donations straight away, most often using SMS. As for the internet, perhaps due to a lower level of trust of the information published there, 50% of respondents who learned about an appeal through the internet did not make their donation at once, but took some time to find further information.

## *What are the obstacles to giving?*

Lack of trust is a key barrier to giving. In general, Russians tend to have little faith in institutions, preferring instead to put their trust in particular individuals. 79% of those respondents who had given money to NGOs but not in the last 12 months believed it better to give money directly to those in need instead of giving to an NGO. Even amongst those that have donated to NGOs in the last 12 months, a third (36%) have (also) donated to an individual.

*“It is better to help the ones in need directly, without any intermediaries; a lot of money is lost in charitable organisations”.*<sup>13</sup>

The main obstacle to charitable giving in Russia is the lack of trust in NGOs:

*“Charitable organisations in this country do not have a long history or good reputation. I don’t trust them!”*

### **What are the reasons behind this mistrust?**

- “NGOs’ activities are not transparent.” Russians suspect NGOs of not using funds for their stated purpose as well as a lack of transparency and accountability. 65% of Russians are sure that once their money enters a charitable organisation it will never reach the end beneficiary.
- Lack of understanding of what NGOs are and what they are for. Low levels of trust in NGOs can be explained by a lack of understanding of the importance of their activities and the value they create (35%).

*“Charitable NGOs? And where can I find one? Do they even exist? This is something I can’t imagine and don’t understand.”*

- People do not trust or sympathise with the causes NGOs support, nor do they believe that NGOs have the power to bring about positive change (31%). Moreover, the widely held belief persists that charitable activities aid tax evasion.

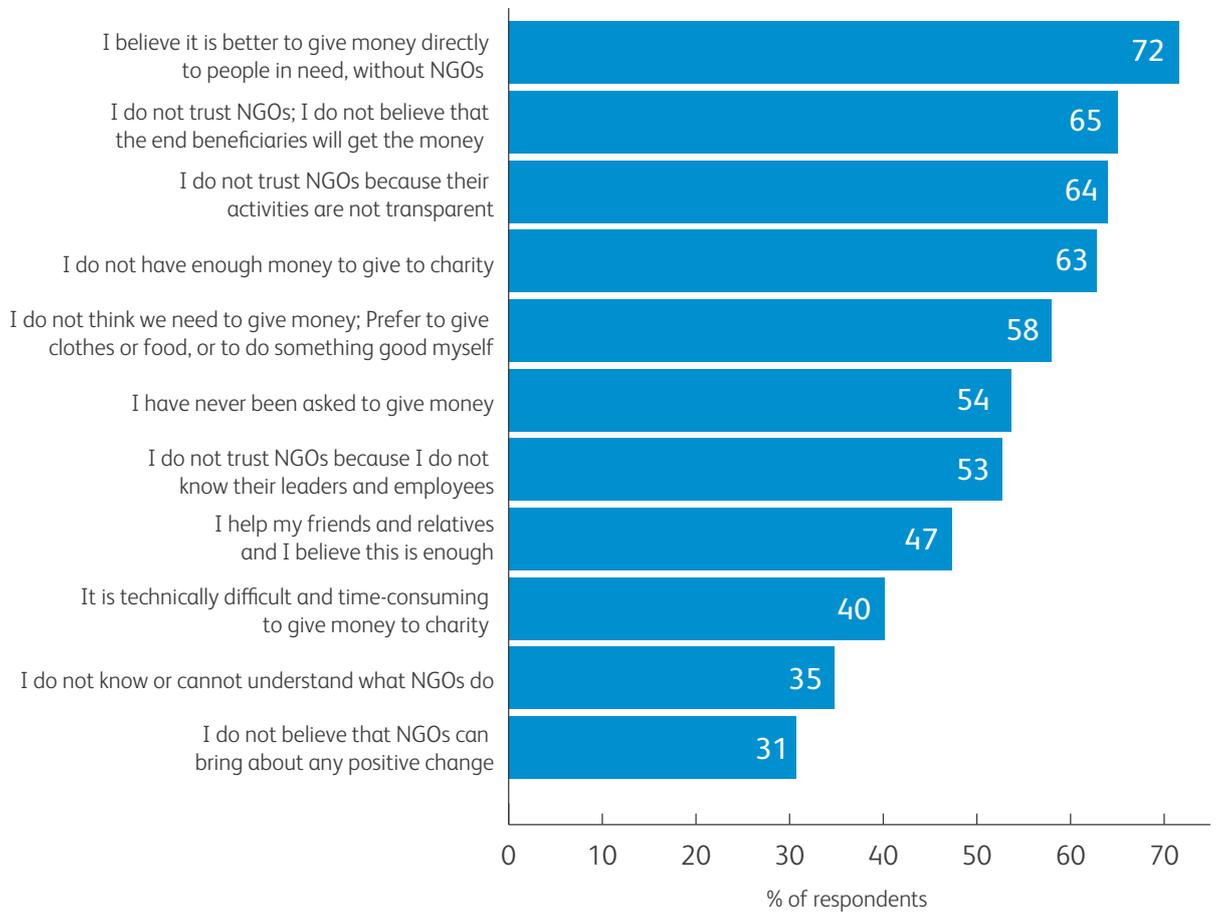
*“Companies give money to NGOs to pay lower taxes.”*

Over half of Russians (54%) surveyed stated that they did not get involved in giving as they had not received any direct requests for support. 40% of Russians prefer not to give to charity due to the belief that it is technically difficult and time-consuming.

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<sup>13</sup> In this instance and below we quote the participants of a focus group held as part of the research.

*Figure 9. You have stated that you have not made any donations to NGOs over the past 12 months. In your opinion, what is the obstacle that has stopped you from giving?<sup>14</sup>*



These obstacles also affect those Russians who are actively involved in charitable giving. For Russians who give money to NGOs less often (once every six months or less), the main obstacles to giving more often are:

- Lack of personal finance (46%)
- Lack of information (15%)
- Mistrust (11%)

<sup>14</sup> This question was addressed to those who had not donated during the 12 months prior to the survey, but had previously been involved in a charitable activity of some kind (giving money, providing in-kind support, or volunteering).

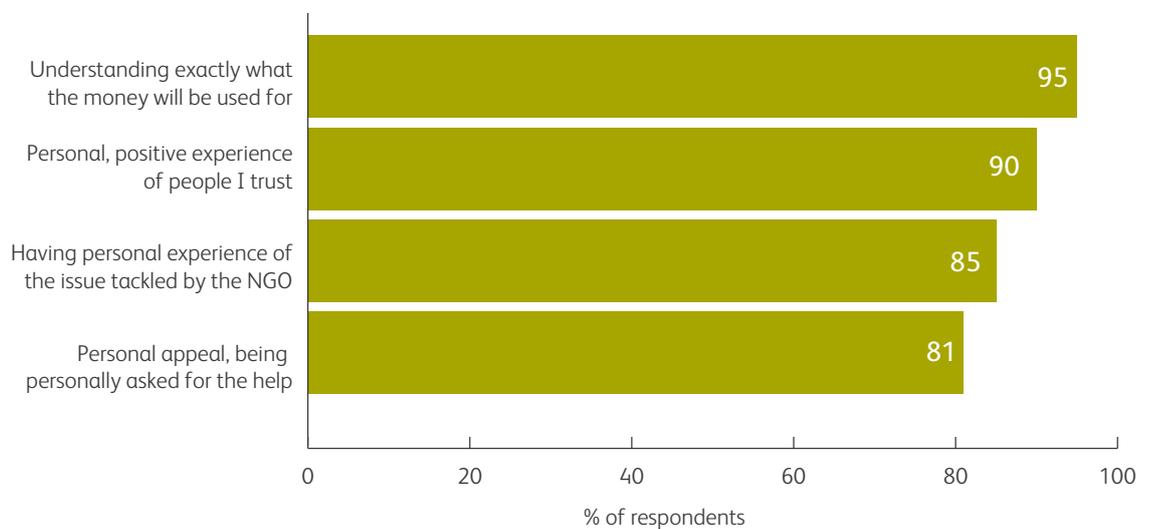
## Drivers of charitable giving: what motivates people to give money to NGOs?

The main motivating factor that drives Russians to give money to NGOs is understanding the importance of the cause, the impact of the NGO's activities, and the purpose of the donation. For almost all respondents (95%), it is important to understand exactly what will be done with their money. The vast majority also stated the following as motivators:

- Positive personal experience of the NGO (90%)
- Personal experience of the problem supported (85%)
- Having received an individual request for support (81%)

Over 50% of respondents also noted that they are motivated to give when they can do it as part of a group – together with their friends, colleagues, or relatives – or when the opportunity arises during a holiday season.

Figure 10. What factors can influence your decision and your willingness to make a donation to an NGO?

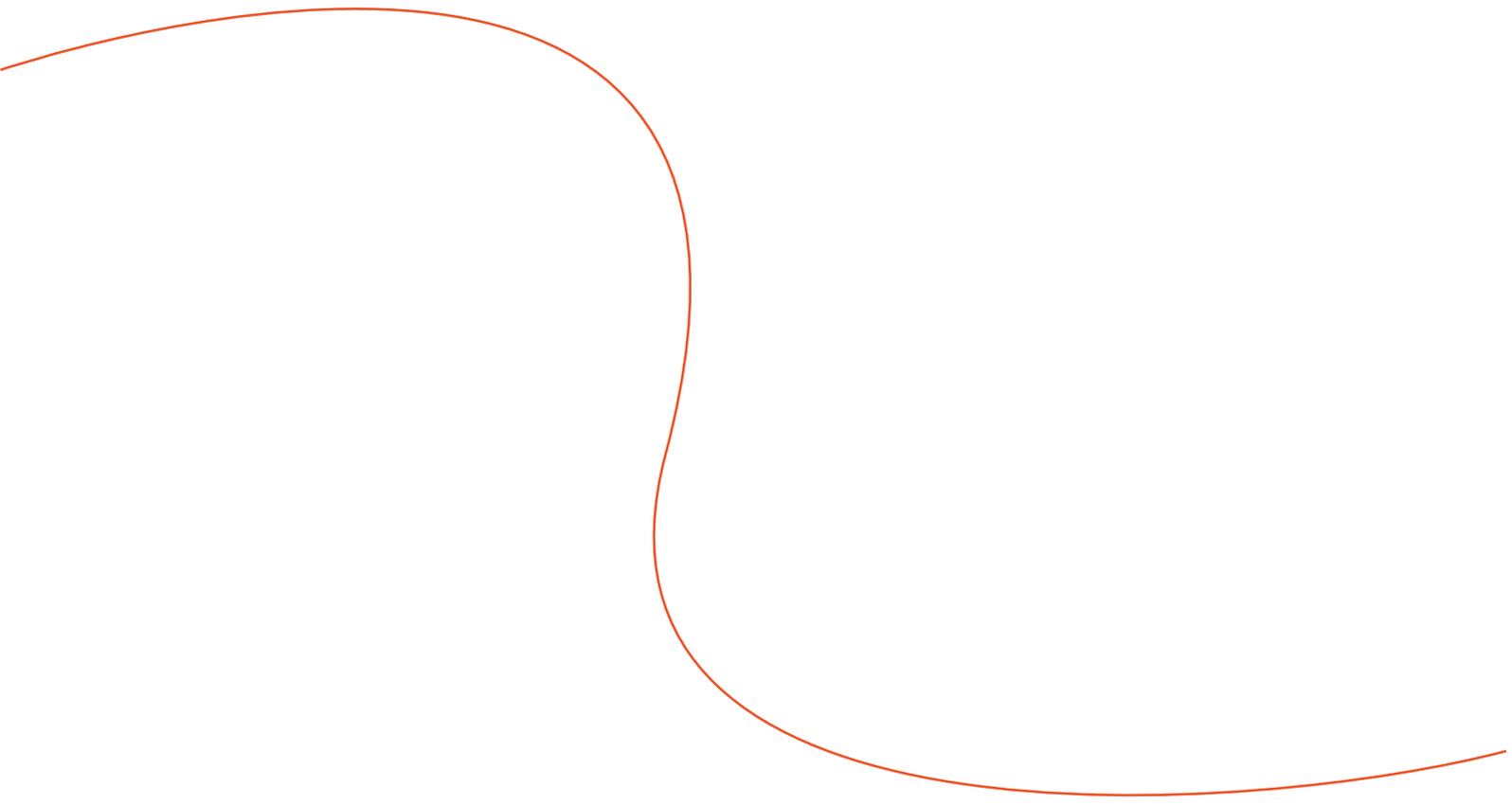


## *Methodology*

This research is based on a comprehensive methodology, combining qualitative and quantitative methods. During the first stage, a focus group was held in Moscow, made up of potential donors who were not yet involved in charitable giving, but thought they might be one day. The objective of the second stage was to identify the main obstacles to giving money to NGOs, and this stage included a survey of a representative sample of Russian citizens (1,200 respondents). In the third stage, a survey was held among those who had given money to NGOs, in order to identify their giving habits and patterns (171 respondents).

The surveys were carried out among the adult population of 15 Russian cities (population 500,000+), excluding the far east of the country.

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