40% of the population have given money to NGOs.

Over 40% of the population (which corresponds to the absolute number of 33 million people) have given money to NGOs over a 12 month period and only about 20% have never been involved in any charitable activity.

The research shows that the urban population of Russia alone annually gives about RUB 160 billion to NGOs.

63% most recently donated less than RUB 500.

88% give to children’s charities.

95% understand what will be done with their money.

85% feel good about their donation.

90% of donors give on a monthly basis.

If you give money to NGOs, 46% believe it is better to give directly to people in need.

76% say they would work for free in order to give more.

82% of Russians involved in giving would recommend giving to others.

MOTIVATIONS TO GIVING TO NGOs

88% give to children’s charities.

90% have someone close to them who has been involved in charitable giving.

95% understand what will be done with their money.

81% believe it is important to support local causes.

85% feel good about their donation.

One in five donors give on a monthly basis.

82% of the donors decided to make a donation spontaneously.

88% of all Russians involved in philanthropy gave money to support children.

WHAT ARE THE SOURCES OF INFORMATION ABOUT NGOs?

51% Trust information about NGOs from their friends & family.

30% Trust information about NGOs they hear from their work colleagues or employer.

63% believe it is better to give directly to people in need.

Most recently, 63% donated less than RUB 500.

88% give to children’s charities.

Motivations to giving

95% understand what will be done with their money.

81% believe it is important to support local causes.

85% feel good about their donation.

One in five donors give on a monthly basis.

82% of the donors decided to make a donation spontaneously.

88% of all Russians involved in philanthropy gave money to support children.

WHAT ARE THE SOURCES OF INFORMATION ABOUT NGOs?

51% Trust information about NGOs from their friends & family.

30% Trust information about NGOs they hear from their work colleagues or employer.

63% believe it is better to give directly to people in need.

Most recently, 63% donated less than RUB 500.

88% give to children’s charities.

Motivations to giving

95% understand what will be done with their money.

81% believe it is important to support local causes.

85% feel good about their donation.

One in five donors give on a monthly basis.

82% of the donors decided to make a donation spontaneously.

88% of all Russians involved in philanthropy gave money to support children.

WHAT ARE THE SOURCES OF INFORMATION ABOUT NGOs?

51% Trust information about NGOs from their friends & family.

30% Trust information about NGOs they hear from their work colleagues or employer.

63% believe it is better to give directly to people in need.

Most recently, 63% donated less than RUB 500.

88% give to children’s charities.

Motivations to giving

95% understand what will be done with their money.

81% believe it is important to support local causes.

85% feel good about their donation.

One in five donors give on a monthly basis.

82% of the donors decided to make a donation spontaneously.

88% of all Russians involved in philanthropy gave money to support children.

WHAT ARE THE SOURCES OF INFORMATION ABOUT NGOs?

51% Trust information about NGOs from their friends & family.

30% Trust information about NGOs they hear from their work colleagues or employer.

63% believe it is better to give directly to people in need.

Most recently, 63% donated less than RUB 500.

88% give to children’s charities.

Motivations to giving

95% understand what will be done with their money.

81% believe it is important to support local causes.

85% feel good about their donation.

One in five donors give on a monthly basis.

82% of the donors decided to make a donation spontaneously.

88% of all Russians involved in philanthropy gave money to support children.

WHAT ARE THE SOURCES OF INFORMATION ABOUT NGOs?

51% Trust information about NGOs from their friends & family.

30% Trust information about NGOs they hear from their work colleagues or employer.

63% believe it is better to give directly to people in need.

Most recently, 63% donated less than RUB 500.

88% give to children’s charities.

Motivations to giving

95% understand what will be done with their money.

81% believe it is important to support local causes.

85% feel good about their donation.

One in five donors give on a monthly basis.

82% of the donors decided to make a donation spontaneously.

88% of all Russians involved in philanthropy gave money to support children.

WHAT ARE THE SOURCES OF INFORMATION ABOUT NGOs?

51% Trust information about NGOs from their friends & family.

30% Trust information about NGOs they hear from their work colleagues or employer.

63% believe it is better to give directly to people in need.

Most recently, 63% donated less than RUB 500.

88% give to children’s charities.

Motivations to giving

95% understand what will be done with their money.

81% believe it is important to support local causes.

85% feel good about their donation.

One in five donors give on a monthly basis.

82% of the donors decided to make a donation spontaneously.

88% of all Russians involved in philanthropy gave money to support children.

WHAT ARE THE SOURCES OF INFORMATION ABOUT NGOs?

51% Trust information about NGOs from their friends & family.

30% Trust information about NGOs they hear from their work colleagues or employer.

63% believe it is better to give directly to people in need.

Most recently, 63% donated less than RUB 500.

88% give to children’s charities.

Motivations to giving

95% understand what will be done with their money.

81% believe it is important to support local causes.

85% feel good about their donation.

One in five donors give on a monthly basis.

82% of the donors decided to make a donation spontaneously.

88% of all Russians involved in philanthropy gave money to support children.