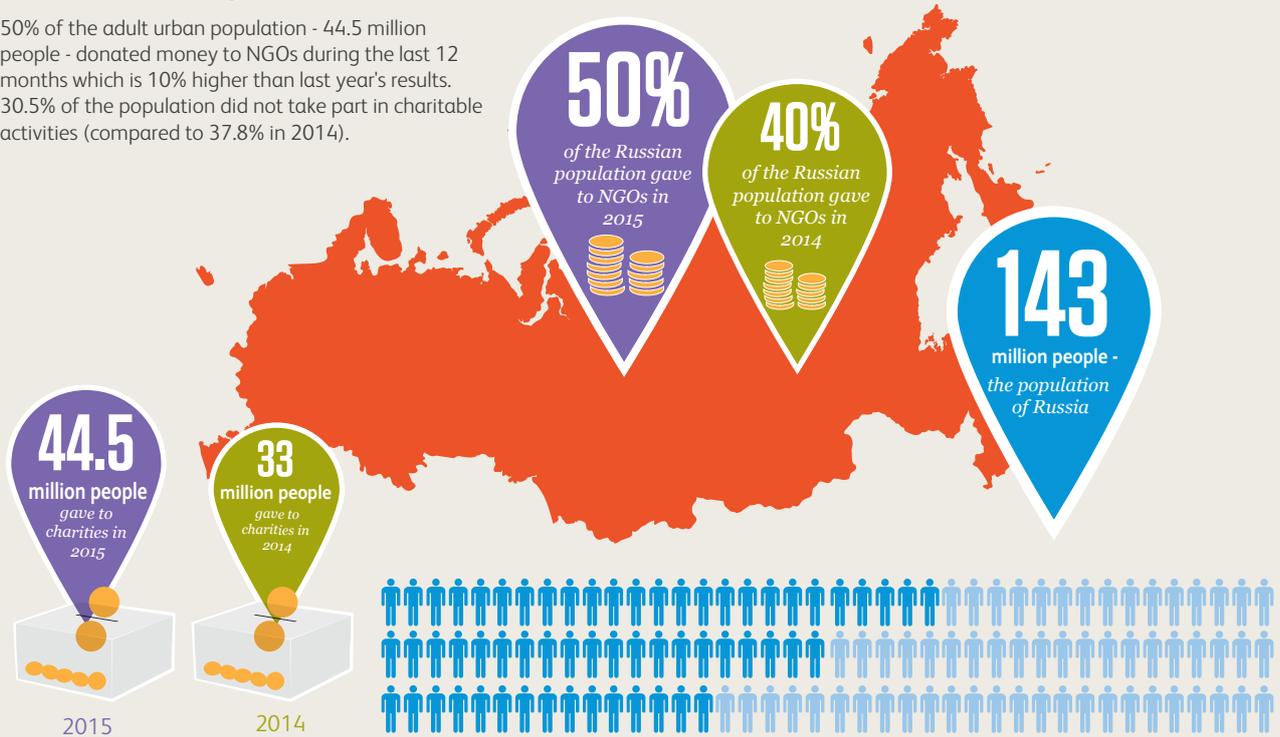


Individual Giving

50% of the adult urban population - 44.5 million people - donated money to NGOs during the last 12 months which is 10% higher than last year's results. 30.5% of the population did not take part in charitable activities (compared to 37.8% in 2014).



The research suggests that the urban population of Russia donated no less than RUB146bn to NGOs annually (last year - RUB160bn).

Most respondents (58%) donated less than 2500 roubles; 27% donated 1000-2500 roubles, 15% - 500-1000 roubles, 13% - 150-500 roubles.

The average donation in 2015 was 3300 roubles which was considerably lower than last year (5000 roubles).

The amount of donations



The average amount donated



Giving behaviours

	2015	2014	
Gave money to NGOs or to church	50.0%	41.4%	+8.6% ▲
Volunteered	2.4%	2.4%	0%
Gave in-kind to an NGO	27.2%	27.2%	0%
Gave directly to individuals	30.1%	24.4%	+5.7% ▲
None of the above	30.5%	37.8%	-7.3% ▼

Compared to last year the number of people volunteering or donating clothes and food to charities has not changed. The number of people giving directly to individuals rose by 5.7%. At the same time the percentage of people not involved in any charitable activity has decreased by 7.3% in 2015.