



# BULGARIA GIVING 2019

An overview of  
charitable giving  
in Bulgaria

#BulgariaGiving  
April 2019

**b**ecause

**CAF**

Charities Aid Foundation

# CONTENTS

Foreword	3
About BCause	3
Preface	4
About CAF	4
Key Findings	5
Detailed Findings	6
1.0 Overall picture of how people get involved	6
2.0 How people get involved – detail	7
2.1 Giving money	7
2.2 Volunteering	7
3.0 Typical amount given	8
4.0 Which causes people give to	9
5.0 How people give	10
6.0 Why people give	11
7.0 Engaging in civil society	12
8.0 The impact of charities	13
9.0 Encouraging future giving	14
Method	15

# FOREWORD

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## About this report

Do Bulgarians give? At Bcause this question has been asked of us and our NGO colleagues by the media and by others in search of a simple answer. On the one hand Bulgaria's low rating in the annual CAF World Giving Index is a cause for worry while on the other hand, the generosity we see all around us – from the everyday kindness of people to the simple example of a charity day at a school – tells a far more positive story.

The Bulgaria Giving report, produced with our colleagues at Charities Aid Foundation, aims to provide new insight by answering these questions – how do we in Bulgaria give – how do we give our time, our money and our efforts to support one another.

Just over half of Bulgarians give money in one way or another throughout the year. We send money, put coins into donation boxes, text to give, run in support of causes from helping children to supporting the disabled. Half of Bulgarians have also taken part in some other sort of civic action – we have protested, signed a petition, or supported a public campaign. That is wholly positive, particularly in a country which does not score highly on international indices of press freedom.

It shows a vibrant culture of generosity, and a willingness to speak out to make our country, and our world, a better place in which to live. Giving is alive in Bulgaria – particularly with the younger generation – a positive force that can transform society through action and a desire to improve the lives of us all.

The numbers however can only tell us part of the story. I see people everywhere giving with passion and spontaneity, hoping to save lives, dreaming for the best. I see others trying to be proactive and systematic, giving regularly because they understand the power of long term support. I see people taking action, and not waiting for government to step in. I see parents teaching kids and organisations addressing those who give with openness and dignity.

We hope that everyone who reads this report reflects on their own giving and asks themselves how can I give more.

Do Bulgarians give? Most certainly we do.



Elitsa Barakova  
Executive Director  
BCause

## About BCause

BCause is a civil society organisation and CAF's Global Alliance partner organisation in Bulgaria. Operating for more than 20 years BCause works to build and support a thriving and sustainable civil society by providing strategic philanthropic solutions to individuals, companies and foundations. Always at the forefront of driving continuous development of practices in Bulgarian philanthropy; the BCause Foundation is responsible for establishing the Rinker Center for Entrepreneurship and Training; designed to promote education, lifelong learning and support for entrepreneurship and business development in Bulgaria.

For more information please visit [bcause.bg](http://bcause.bg)

# PREFACE

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This Bulgaria Giving 2019 report is one of an international series, produced across the CAF Global Alliance, a world-leading network of organisations working at the forefront of philanthropy and civil society. The series also includes reports covering Australia, Brazil, Canada, India, Russia, South Africa, the United States, and the UK.

As this unique collection of country reports grows we will be able to look at trends in giving for the first time: why and how people of different ages and social groups give in different countries; the way they give and who they give to, as well as gaining a better understanding of people's participation in social and civic activities beyond financial donations and volunteering.

We hope this suite of reports will give us a greater understanding than ever before of the different ways in which people give and the lessons we can all learn from giving in different parts of the world.



**Michael Mapstone**  
Director of International  
CAF Global Alliance

## About CAF

CAF (Charities Aid Foundation) is a leading international charity registered in the United Kingdom. We exist to make giving go further, so together we can transform more lives and communities around the world. We are a champion for better giving, and for over 90 years we've been helping donors, companies, charities and social organisations make a bigger impact.

**We are CAF and we make giving count.**

# KEY FINDINGS

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Our analysis provides these key findings for individual giving in Bulgaria:

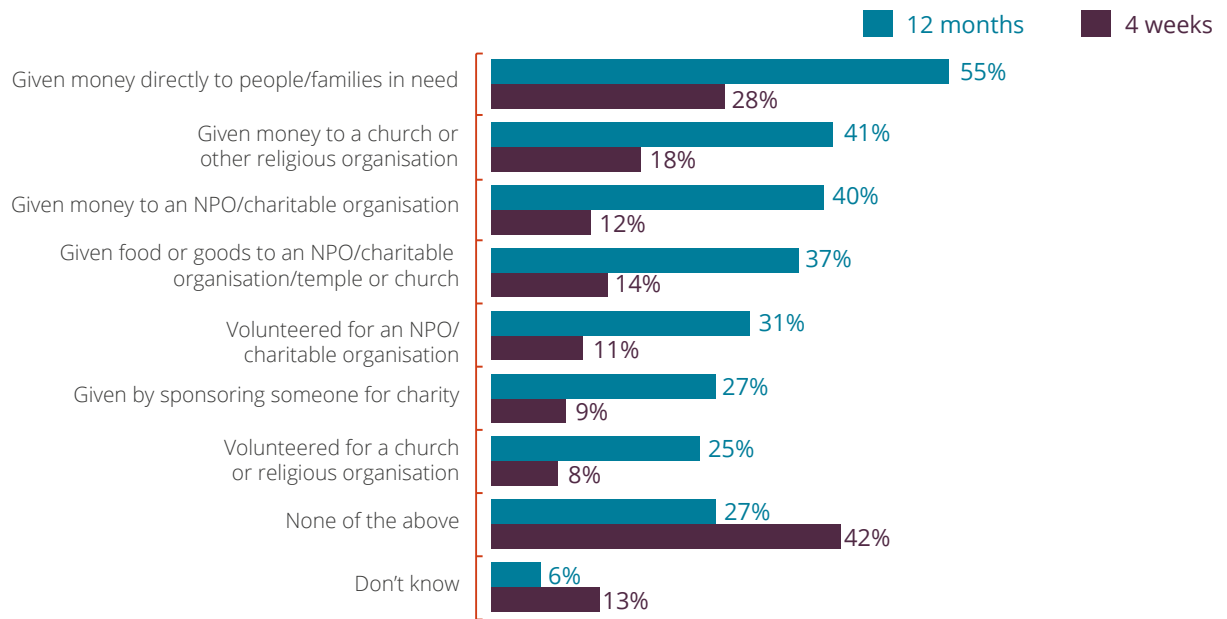
- Half (51%) have given money in the past 12 months, either by giving money to a charity, by giving to a church/religious organisation, or by sponsoring someone.
- Supporting children is the most popular cause for Bulgarians to have given to, with over half (53%) of donors having given to this cause.
- The typical amount donated or sponsored in the past 12 months is 100 lev.
- Giving using cash is the most popular method of donation for Bulgarians (57%), followed by donation boxes in shops/supermarkets and paying by SMS/text (52% and 46% respectively).
- The most common reason given by donors as to why they gave money is believing that we all need to help solve social problems, with over two in five (45%) saying this.
- A third (34%) report having volunteered in the last 12 months, with supporting children being the top cause (46%) in which to volunteer.
- A third (34%) have signed a petition in the past 12 months.
- The majority of Bulgarians feel that charities have had a positive impact on the country as a whole, internationally, and on their local community.

# DETAILED FINDINGS

## 1.0 Overall picture of how people get involved

All those interviewed were shown a list of seven activities and asked whether they had done any of these in the last 12 months, and in the last four weeks.

Figure 1: Which, if any, of the following have you done in the last 12 months/four weeks?



Base: All adults aged 18+ (n=1,000)

Two-thirds (67%) of people report doing at least one of the charitable activities listed in the past 12 months; over two-fifths (45%) say they have done so in the last four weeks. Those aged 18-24 are more likely than all other ages to have taken part in any activity within the past 12 months (82%).

## 2.0 How people get involved – detail

### 2.1 Giving money

Around half (51%) report giving money in the last 12 months, through a combination of giving to religious organisations (41%), donating to a charity/NPO (40%), or by sponsoring someone for a charity (27%). In the last 4 weeks, a quarter (26%) have given money in any of these ways.

The youngest age group (18-24 years) are more likely than average to have donated or sponsored in the last 12 months (72% vs. 51% on average) and in the last four weeks (40% vs. 26% on average).

Similarly, those with an annual family income of over 36,000 lev are more likely to have given in the last 12 months (73% vs. 44% of those with an income under 12,000 lev) and in the last four weeks (40% vs. 23%).



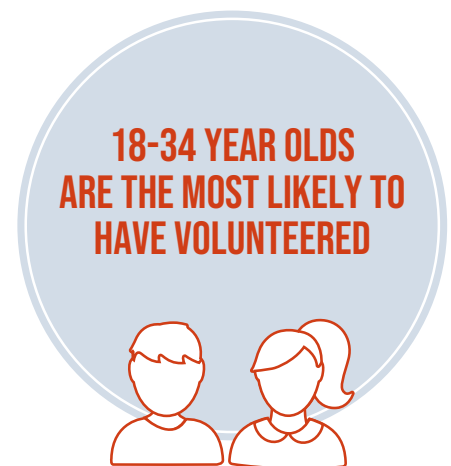
### 2.2 Volunteering

A third (34%) have volunteered in the last 12 months, with 31% volunteering for an NPO/charity and 25% for a religious organisation. One in seven (14%) report volunteering in the last four weeks; 11% for an NPO/charity and 8% for a religious organisation.

Younger people aged 18-34 are more likely than average to have volunteered in the last 12 months (45% vs. 34% on average) and in the last four weeks (22% vs. 14% on average).

Volunteers are most likely to give their time to support children (46%), older people (34%), the poor (33%) and disabled people (26%). They are least likely to have volunteered for overseas aid, supporting scientific research and human rights protection, including LGBTQ+ rights (all 2%).

Men who volunteer are more likely to support homeless people (22% vs. 14% of women), fighting drug addiction (7% vs. 1%), medical institutions (6% vs. 1%), and scientific research (4% vs. 0%).



### 3.0 Typical amount given

Those surveyed were asked how much money they had given either in the past 12 months, or in the past 4 weeks.

Amongst those who had not donated or sponsored in the last four weeks, but had done so in the past 12 months, the typical (median) total amount given over the period was 100 lev. The average (mean) donation was 319 lev over the same period. Amongst those who had made a more recent donation in the last four weeks, the typical (median) and average (mean) donation amounts were 50 lev and 198 lev respectively.



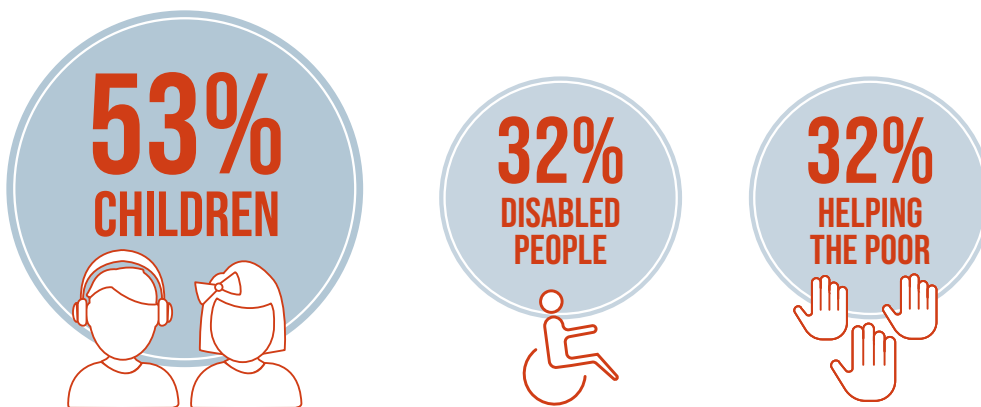


## 4.0 Which causes people give to

Supporting children (orphans, seriously ill children, children with disabilities) is the most popular cause to donate to in Bulgaria, with over half (53%) having given to this cause. The next most popular causes are helping the poor and supporting disabled people, with a third (32%) saying they have given to each.

Men are more likely than women to say they have given to physical healthcare (19% vs. 11%), sports and leisure activities (15% vs. 9%), supporting schools, colleges, universities (11% vs. 6%), mental healthcare (6% vs. 1%), fighting drug addiction (6% vs. 2%), anti-corruption initiatives (5% vs. 1%) and human rights protection (3% vs. 1%). Meanwhile, women are more likely to support improving access to education for vulnerable children and young people (5% vs. 2%).

**Figure 2:** Which of the following causes have you donated to/sponsored in the last 12 months/four weeks?



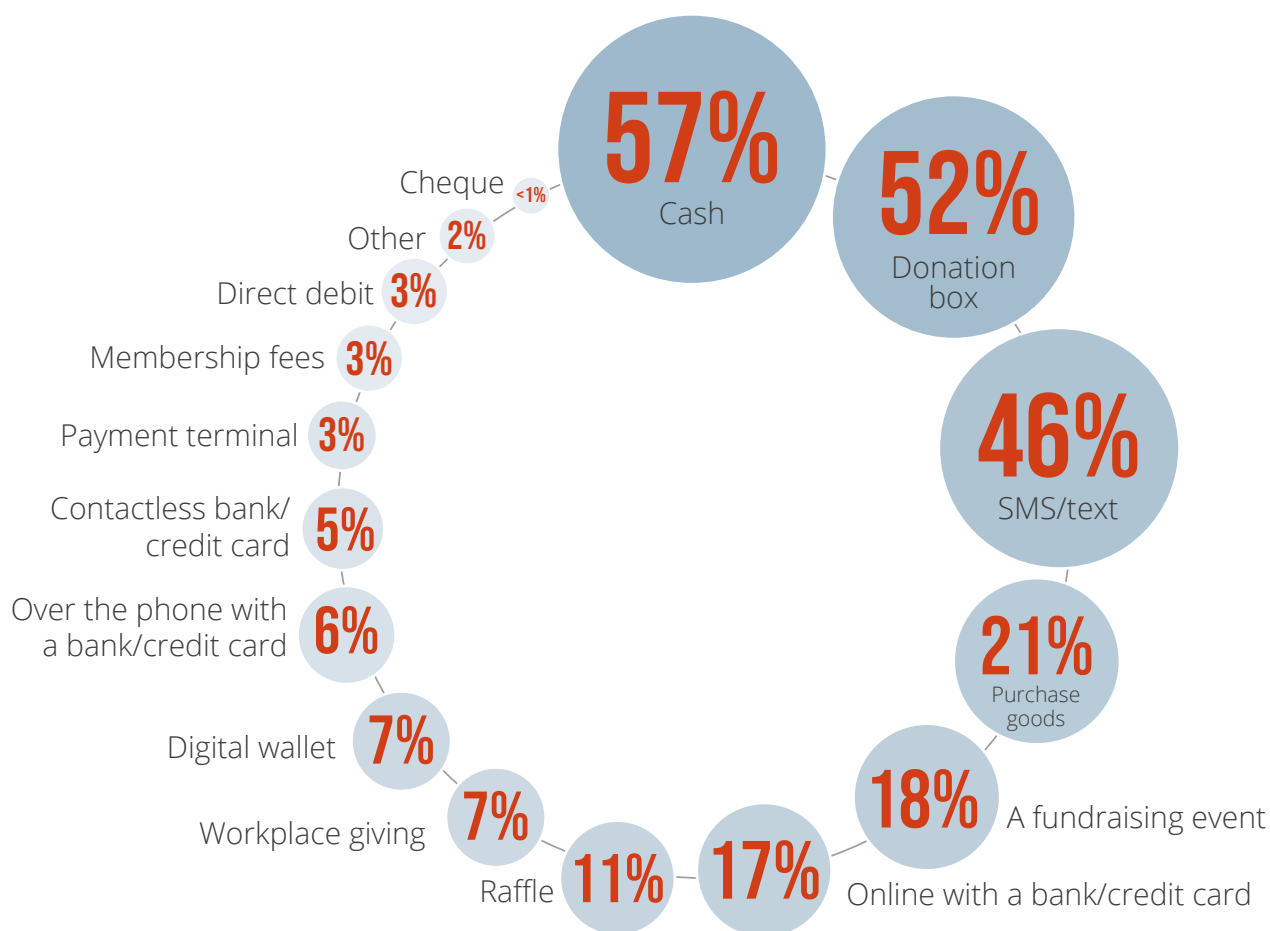
Base: All donors (n=523)

## 5.0 How people give

Giving using cash is the most common method of donation, with well over half (57%) of those that made a charitable donation having done so in this way. Donation boxes in shops/supermarkets and paying by SMS/text are the next most popular ways of giving (52% and 46% respectively). Around one fifth of donors gave through the purchase of goods (21%) and slightly fewer did so at a fundraising event (18%) or online with their bank or credit card (17%). Bulgarian donors are least likely to donate via cheque, with less than 1% of those surveyed saying they have donated in this way.

Women are more likely to have donated using donation boxes in shops/supermarkets or other public places (59% vs. 45% of men), and are also more likely to have purchased goods from a charity shop (25% vs. 17%). Bulgarian men are more likely than women to report giving over the phone with a bank/credit card (8% vs. 4%).

**Figure 3:** In the last four weeks/twelve months have you given to a cause by any of these methods?



Base: All donors (n=523)

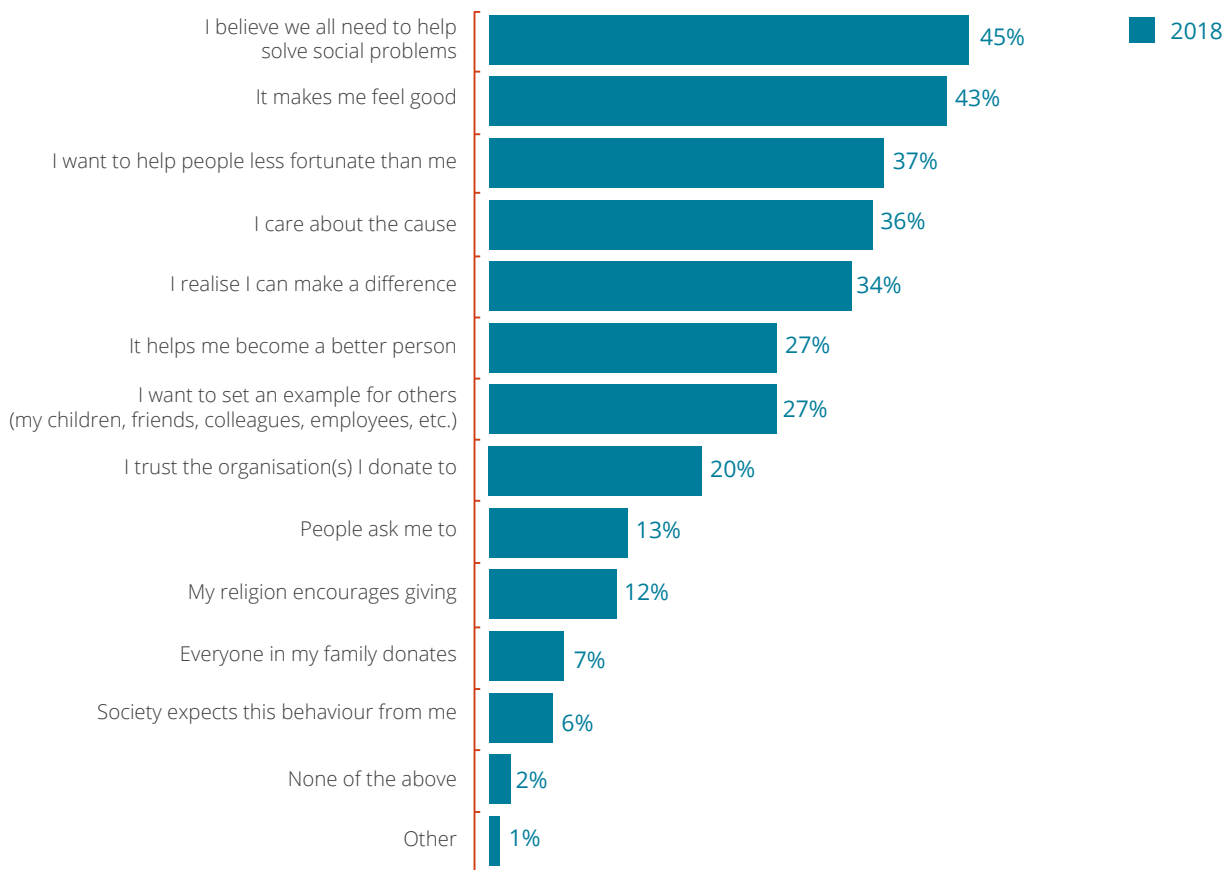
## 6.0 Why people give

Believing that we all need to help solve social problems is the most common reason given by donors as to why they gave money, with over two in five (45%) saying this. This is especially important for women, of whom over half (51%) say this underpins their giving, compared to 39% of men. Because it makes donors feel good (43%) and wanting to help people less fortunate than them (37%) are the next most cited reasons.

Few donors cite their family or wider culture as reasons for giving. One in 14 (7%) say that they donated because everyone in their family donates, and a similar proportion (6%) say they did because society expects it from them.



**Figure 4:** Which of the following, if any, are reasons that you have given money in the last 12 months/4 weeks?

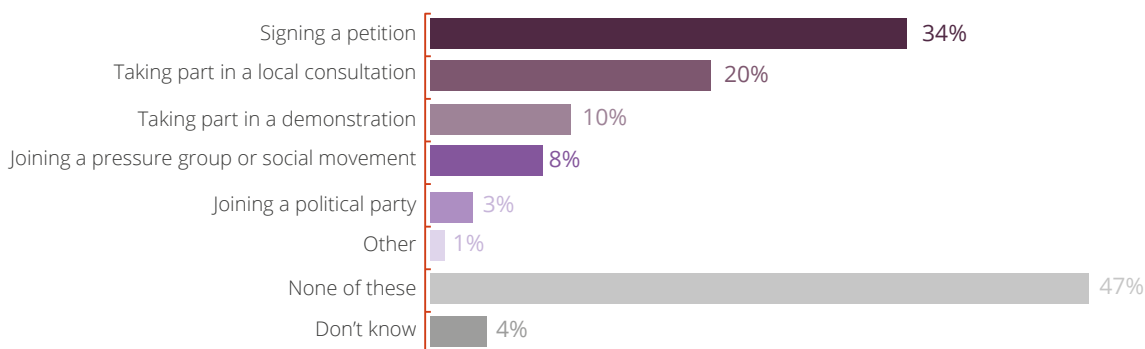


Base: All donors (n=523)

## 7.0 Engaging in civil society

We also asked about people's participation in other social and civic activities besides the giving already described earlier in the report. All those interviewed were shown a list of five activities and asked whether they had done any of these in the last 12 months.

**Figure 5:** In the last 12 months, have you been active in a political or social cause in any of the following ways?



Base: All adults aged 18+ (n=1,000)

About half (49%) of people surveyed have taken part in at least one of the civic activities listed. Signing a petition is the most commonly taken action, with a third (34%) reporting having done so in the past 12 months. A fifth (20%) have taken part in a local consultation and one in ten (10%) have taken part in a demonstration.

Younger Bulgarians are more likely to have joined a political party, with 5% of 18-34 year olds having done so in the past 12 months compared to just 1% of those aged 55 and over. Men are also more likely to have joined a political party (4% vs. 1% of women).

Those with an annual family income of less than 12,000 lev are less likely than those earning between 12,000 – 36,000 lev to have not participated in any of the activities (50% vs. 42%).

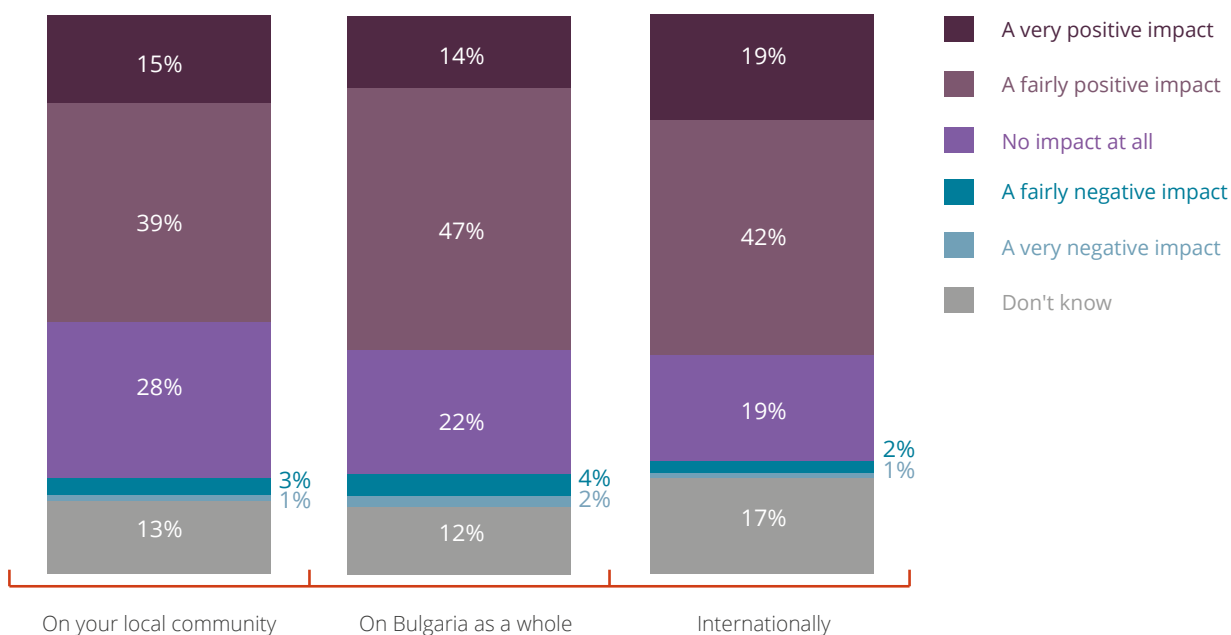


## 8.0 The impact of charities

Around three fifths of people (61%) say that charities have had a positive impact both on Bulgaria as a whole and internationally, while slightly fewer (55%) say they have had a positive impact on their local communities. Very few people overall say that charities have a negative impact on any of these areas.

Those with an annual family income of 36,000 lev or more are more likely than those with an annual family income of less than 12,000 lev to believe charities have had a positive impact on their local communities (67% vs. 51%), on Bulgaria as a whole (69% vs. 54%) and internationally (70% vs. 57%).

**Figure 6:** What impact, if any, do you think charities have had?



Base: All adults aged 18+ (n=1,000)

## 9.0 Encouraging future giving

Knowing for sure how their money would be spent is the main thing that would encourage Bulgarians to donate more money, with three fifths (61%) reporting this, followed by having more money themselves which over half (54%) say would encourage future giving. More transparency in the sector is also of importance, with a third (33%) citing this reason. Only 3% say that nothing would encourage them to give more in the future.

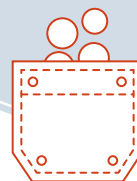
One in seven (14%) 18-24 year olds would donate more in the future if they were simply asked to do so - twice as many as those aged 55 and over (7%). Knowing the sector is well regulated is also of particular importance to younger generations, encouraging a third (33%) of 18-24 year olds to donate as opposed to 16% of those aged 55 and over.

Those with an annual family income of 36,000 lev or above are more likely than those with a family income of less than 12,000 lev to say that knowing the sector is well regulated would encourage future giving (31% vs. 18%), as would more tax incentives (30% vs. 13%).

**61% WOULD DONATE MORE IF THEY KNEW HOW THEIR MONEY WOULD BE SPENT**



**54% WOULD DONATE MORE IF THEY HAD MORE MONEY THEMSELVES**



# METHOD

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This report is based on data collected by YouGov on behalf of CAF.

In Bulgaria, 1,000 interviews were completed online between 2 and 31 August 2018. The survey was conducted using YouGov's panel partner, Research Now, an international online panel provider.

The sample is weighted to known population data on demographics including age, gender and region.

Differences are reported at the 95% confidence level (the level of confidence that the results are a true reflection of the whole population). The maximum margin of error (the amount of random sampling error) is calculated as  $\pm 3\%$ .

Percentages shown in the charts are rounded to the nearest whole number. This means that in some places a netted percentage can appear to be more or less than the sum of its parts.


# CAF Global Alliance


The CAF Global Alliance is a leading international network of independent, locally led organisations working at the forefront of philanthropy and civil society. It is a champion for better giving and civil society and harnesses local knowledge and expertise to help donors, companies and civil society make a bigger impact. Last year more than 70,000 charities received over £500m in donations in more than 100 countries.


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