**After COVID-19, CEE citizens want to help more**

**Individual donors in Central & Eastern Europe spend EUR 2 billion a year on philanthropic activities according to "Philanthropy in CEE 2020" study conducted by Kantar for Social Impact Alliance for Central & Eastern Europe. Although more than a third of donors (36%) believe that the COVID-19 pandemic changed their behavior in the area of philanthropy, and for 15% it was a break through moment that made them start helping, only Poles spend two times more money on sweet and salty snacks, and even four times more on alcohol according to Nielsen [1].**

“Philanthropy in CEE 2020” – a study conducted with previously unavailable scope and focus, estimated the philanthropic potential of the region among individual donors. It amounts to EUR 3.3 billion, with approx. EUR 2 billion already donated today. When compared to one of the most philanthropically mature markets in the world, USA, we see that CEE citizens currently give at the level of 3.7% of the amounts donated by Americans according to data published in “Giving USA 2020”.

It turns out that a similar percentage of men and women in CEE are involved in philanthropic activities, but the forms of support they choose are different. Men more frequently make regular donations and the average value of their contributions is 40% higher. Women are much more willing to choose alternative forms of support. They purchase products and services with part of the profit transferred to social purpose organizations, and their activity is affected by posts and fundraising campaigns on Facebook. As residents of CEE, we have high expectations from business. We want them to become more and more involved in socially responsible activities (66% of respondents). 44% of the region's citizens state that they are willing to pay more for products of socially responsible brands, while 36% consider CSR activities of companies as an incentive to purchase their products or services which may become an important stimulus for corporate donors. These are only selected data from the report "Philanthropy in CEE 2020".

- We decided to conduct and share the results of the first extensive research on philanthropy in CEE, free of charge, because we believe that data and recommendations included in this report will help create and implement effective and sustainable solutions to social problems in our region. - says Anna Korzeniewska, founder of Social Impact Alliance for Central & Eastern Europe, an international think-tank that commissioned and financed the research. Konrad Siwiński, responsible for research on behalf of Kantar, adds: - We hope that the knowledge contained in the report will help to develop specific solutions popularizing conscious and long-term social involvement in philanthropic and voluntary activities.

The need to collect such data is confirmed by the words of Rick Dunham of the Giving USA Foundation, which has provided sources and uses of philanthropic dollars in America for 65 years: - We have witnessed the power such knowledge brings to policy makers, fundraisers, philanthropists and charitable organizations. Such knowledge is a vital part of advancing a culture of philanthropy and more effectively serving the needs of society. – Dunham points out in the report "Philanthropy in CEE 2020".

The research report has been divided into thematic parts, incl. Philanthropy and Business, Philanthropy and Tax Incentives, Philanthropy and Social Purpose Organizations, or the Impact of COVID-19 on the Philanthropic Activity of Society. It is enriched with citations of people related to the subject of broadly understood philanthropy and business in CEE and around the world, including Donzelina A. Barroso, Director of Global Philanthropy at Rockefeller Philanthropy Advisors, Katie Hill from B Lab Europe or Phyllis Kurlander Costanza, Head of UBS in Society, CEO of the UBS Optimus Foundation.

We invest our strongest assets, including cash or technology solutions, but also the great talent of our employees, to drive greater inclusion and empowerment of people who do not have access to technology and the opportunities it offers and enables. We believe that the research data will help us to effectively implement our mission. – says Sylvie Laffarge, Philanthropies Lead for Europe at Microsoft.

The report also includes recommendations for people and organizations involved in tackling social challenges. Recommendations for public administration include: introducing volunteering, including skills-based volunteering, to the catalog of tax incentives. Businesses are recommended, among others, joining forces and creating joint ventures (the so-called co-impact) in relation to a specific social problem, e.g. a competence gap on the job market. Social organizations are advised to be transparent in reporting on their activities, both in terms of statutory and administrative costs - the "Philanthropy in CEE 2020" research shows that as many as 61% of CEE residents understand and accept that organizations must cover the costs of their activities. Finally, individual philanthropists are encouraged to take advantage of tax incentives.

**The full report on the study "Philanthropy in CEE 2020" and Executive Summaries in local languages can be downloaded for free here: https://ceeimpact.org/our-initiatives/research2020/**

**Quotes from Partners who expressed their opinion can be downloaded here:** [**https://ceeimpact.org/for-media/**](https://ceeimpact.org/for-media/)

**\*\*\***

**RESEARCH „PHILANTHROPY IN CEE 2020” – selected data:**

Nearly half of CEE citizens (46%) donated to philanthropy last year, in most cases via bank transfer (51%). Currently the largest average payments are made by donors from the Czech Republic (approx. EUR 150 EUR / CZK 3,900) and Slovakia (EUR 110). Smaller amounts are donated annually by Hungarians (approx. EUR 85 / FT 30,000) and Poles (approx. EUR 80 / PLN 350). When comparing these amounts to the average monthly salaries of CEE citizens, we can see that they donate less than 1% of their annual earnings each year. Despite the small contributions, impact is very important for almost 70% of donors – being aware of the changes brought about by their actions.

**Philanthropy and Tax Incentives**

Even though tax benefits on financial donations constitute a significant value and create an attractive incentive for donors, they are not very popular among CEE citizens. Less than half of the citizens in the region have even heard about it. What is more, being aware of tax incentives is not reflected in their actual use. Society currently believes that the level at which the existing tax incentive system actively encourages giving is low.

**Time Volunteering and Skills-Based Volunteering**

Volunteering is still a less popular form of support compared to financial donations, but it is already noticeable – with approx. one third of CEE citizens currently involved. Volunteering is most popular among young people, up to the age of 30 (38%), which suggests that in the future this form of support may further gain in importance. 14% of CEE citizens indicated that their employer allows them to volunteer during working hours. Among those who do not have this option, nearly 4 out of 10 employees are expecting it and would like to devote 2-3 hours a month to this purpose. Society also has high expectations regarding tax incentives for volunteering – two out of three respondents (62%) expect them.

**Sustainable Development Goals (SDGs)**

According to CEE citizens, achieving the Sustainable Development Goals (SDGs) should be supported primarily by the public administration. However, when asked about who is actually supporting them, the respondents significantly less frequently pointed to governments, at the same time appreciating the role of social organizations, business, and individual donors. They consider the goals related to social well-being to be the most important and more frequently support tchem (both financially and by volunteering). Furthermore, the region overall considers the areas related to inequalities and development of societies to be of secondary importance.

[1] *Philanthropy in CEE 2020* report (str. 20)

**\*\*\***

***Philanthropy in CEE 2020***

The study was conducted in May 2020 by Kantar among the citizens of four countries: the Czech Republic, Hungary, Poland and Slovakia. In each market 600 interviews were performed with people aged 18-65, reflecting the demographic structure of each society in terms of age, gender, and population of the town/city of residence. Data collection method: CAWI (online). The report presents results for each of the markets as well as combined results for Central and Eastern Europe (CEE). The total results are weighted averages taking into account the population of individual countries. The study was commissioned and financed by Social Impact Alliance for Central & Eastern Europe® – an independent, apolitical think tank – and funded with its own resources.

**\*\*\***

**Social Impact Alliance for Central & Eastern Europe**

Social Impact Alliance for Central & Eastern Europe is an international think tank whose mission is to create a philanthropy-friendly ecosystem in CEE. We want philanthropy to become more strategic and, most importantly, lead to real, lasting and systemic changes. We operate in Central and Eastern Europe (CEE), with particular emphasis on the Visegrad Group: the Czech Republic, Poland, Slovakia, and Hungary. We support those who want to make a positive social impact on our region – businesses, individuals, social purpose organizations, governments, and others by providing research, education, tools and promotion. We also partner with corporate and individual philanthropists in creating and implementing strategic, systemic solutions.

**\*\*\***

**Kantar**

Kantar is the world’s leading evidence-based insights and consulting company. We have a complete, unique and rounded understanding of how people think, feel and act; globally and locally in over 90 markets. By combining the deep expertise of our people, our data resources and benchmarks, our innovative analytics and technology, we help our clients understand people and inspire growth.