

Philanthropy in CEE 2020 citations

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Money, time and knowledge are limited resources. If we learn to use them wisely, together we will change the world.

Anna Korzeniewska

Founder of Social Impact Alliance for Central & Eastern Europe

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Strategic Philanthropy is about driving towards large scale change. It is trying to drive impact – from inputs to outcomes to – finally – impact [large-scale and lasting change]. Whereas philanthropy stops at the point of output or, for more sophisticated philanthropists, outcomes, strategic philanthropy strives to achieve large scale and lasting change through three levers: progress on the policy front, funding, and practice change to drive more systemic change.

Phyllis Kurlander Costanza

Head UBS in society, CEO UBS Optimus Foundation

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All societies have charitable traditions and expressions of community solidarity. As they develop more wealth, individuals are often moved to engage in larger-scale philanthropy, motivated by personal or family experiences. Regardless of its scale, giving is driven by an understanding that society as a whole is stronger when we help those in need. The SDGs can provide a framework for donors who wish to align their own giving with national or regional goals, in order to leverage their impact.

Donzelina A. Barroso

Director of Global Philanthropy, Rockefeller Philanthropy Advisors

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Giving USA is the longest running report on the sources and uses of philanthropic dollars in America, and has become a vital part of understanding and empowering philanthropy for the past 65 years in the U.S. Through its publication each year, we have witnessed the power such knowledge brings to policy makers, fundraisers, philanthropists and charitable organizations. We applaud the work of the Social Impact Alliance for Central & Eastern Europe to bring greater knowledge to bear in CEE as such knowledge is a vital part of advancing a culture of philanthropy and more effectively serving the needs of society.

Rick Dunham

Immediate Past Chair, Giving USA Foundation

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According to the research of Klon/Jawor Association, the average number of volunteers involved in Social Purpose Organizations is decreasing. Especially now, in times of crisis, the need for volunteer work

is greater than ever. In the first weeks of the pandemic, organizations struggled with insufficient access to volunteer work. At the same time, many people became involved outside the sector in self-organized, informal initiatives. The upcoming months will show whether this social mobilization related to the pandemic will turn out to be a crash course of civic engagement, and whether the organizations will develop this movement into a long-term activity.

Beata Charycka

Klon-Jawor Association, ngo.pl

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Modern philanthropy has long gone beyond charitable donations. Currently, the United Nations is co-creating such advanced concepts as sustainable financing, SDG implementation through trust funds, or working side by side with global initiatives, such as the Bill & Melinda Gates Foundation's malaria program. CEE as a Region is still learning modern philanthropy. Learning it on the go. A new generation of business is emerging – one that wants to co-create green change, develop zero and low-carbon technologies, or counteract the water crisis. It gives us hope that business, with the support of an increasingly conscious society as well as local and national governments, will change the world for the better – for future generations.

Łukasz Kolano

Co-Chair - UNGC Regional Network Council | Eastern Europe and Middle East

Kamil Wyszowski

President of the Board, Global Compact Network Poland

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Philanthropy and impact investment potentially bridge the gap between the need for capital to support social and environmental outcomes, with the drive for businesses to be ever more accountable for their legacy. Post-COVID world provides an opportunity that should not be wasted, for businesses to show their stakeholders the true nature of their purpose, values and culture. If companies operate with good governance as well as social and environmental responsibility, all stakeholders, including shareholders, benefit simultaneously. Non-financial indicators can separate good marketing from good practice.

Katie Hill and Pawel Nizinski

B Lab Europe and Poland

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Supporting Europe's skills agenda with a renewed focus on the adult upskilling challenge is one of the most important priorities in Europe for us. 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 bridge the gaps within communities, engage in digital inclusion programs and collaborative partnerships. As Satya Nadella often underscores, we want to empower every person and every organization on the planet to achieve more.

Sylvie Laffarge

Philanthropies Lead for Europe at Microsoft

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Corporate philanthropy in Central and Eastern Europe has a dynamic but relatively short history of only 30 years. There are already over 200 corporate foundations in Poland, which is the highest number in the region. However, the dynamics of establishing foundations by companies will decrease over time. The most determined companies have already established foundations, while the remaining ones need more encouragement. In order for the number of corporate foundations to approach the levels of Germany or France, i.e. double the current number, we need greater tax incentives.

Magdalena Pekacka

Director of the Donors Forum

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I believe that the mechanism of tax incentives on donations should be developed with precisely defined social goals, set in accordance with the country's social development strategy, which the government should favor in this way. Its preparation must be very careful from the legislative side and it must be strongly monitored.

prof. dr hab. Jerzy Hausner

Economist, Politician, Member of the Monetary Policy Council in Poland

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Tax incentives have played a hugely important role in encouraging investment in early-stage, high-growth businesses. Similar tax schemes, designed to support social-oriented enterprises, could have a significant impact on increasing the pool of capital available. To catalyze the take-up – and impact – of such tax schemes, governments can attach time boundaries.

Dr Robyn Klingler-Vidra

Senior Lecturer at King's College London

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It is clear that tax incentives for individual and corporate donors in the Visegrad Group countries are implemented in such a way that it is quite difficult for taxpayers to determine, without a thorough analysis of the subject, which donations are subject to the incentives, what amounts can be deducted, and how this should be documented. It is important to think about a way of amending the regulations to make them more taxpayer-friendly.

Magdalena Sławińska-Rzemek

Tax Advisor, Lawyer at V4 Group

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In order to provide the greatest positive impact, business leaders can collaborate with partners from both government and non-profit sectors, as well as “partner” with their employees. We use the skills of our staff to professionalize nonprofits. We offer this support to purpose-driven organizations pro-bono (no costs involved) and low-bono (direct costs coverage). We believe that businesses are part of the society and need to act responsibly. Just as we expect responsibility from people, we should also be expecting it from businesses, especially since larger entities can have a larger impact.

Wiktor Schmidt

Executive Chairman & Co-founder of Netguru

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The COVID-19 pandemic made us aware of how strong the links between business and society are. The need to meet often divergent expectations of stakeholders has become an everyday reality. Reflecting on the overarching purpose of company operations, which is to unite stakeholders with a common value system and form the basis for all business decisions, can significantly increase company resilience. Some companies support their immediate environment through philanthropic actions, others choose the strategy of socially responsible investing. Undertaking strategic actions that respond to significant socio-economic challenges should constitute an integral part of responsible business management.

Rafał Rudzki

Partner Associate at Sustainability Consulting Central Europe, Deloitte

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The financial sector is the bloodstream of the economic system. Our role is to shape positive changes and create financial solutions conducive to sustainable development. The COVID-19 pandemic has shown the fragility of many existing systems and confirmed that economic growth must go hand in hand with social development – improvement the quality of life and ecological progress. The role of the financial sector is to promote the economy of values, create conditions for clients to banking responsibly and respond to economic, social and environmental changes. Our role is also to promote and strengthen long-term and systematic philanthropy as integrated element of the company strategy.

Maria Krawczyńska

CSR Bureau Director at BNP Paribas Poland, Board Member at BNP Paribas Foundation

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A strategic approach and measuring social impact is extremely important for business as well as for the entire social environment. Studying social behavior in terms of philanthropy allows to estimate the scale of the impact, but also to study and forecast the degree of development of social involvement. Moreover, it is unique knowledge for professional non-governmental organizations, which allows to create assumptions for future projects.

Przemysław Oczyp

President of Go Responsible/Tailors Group

