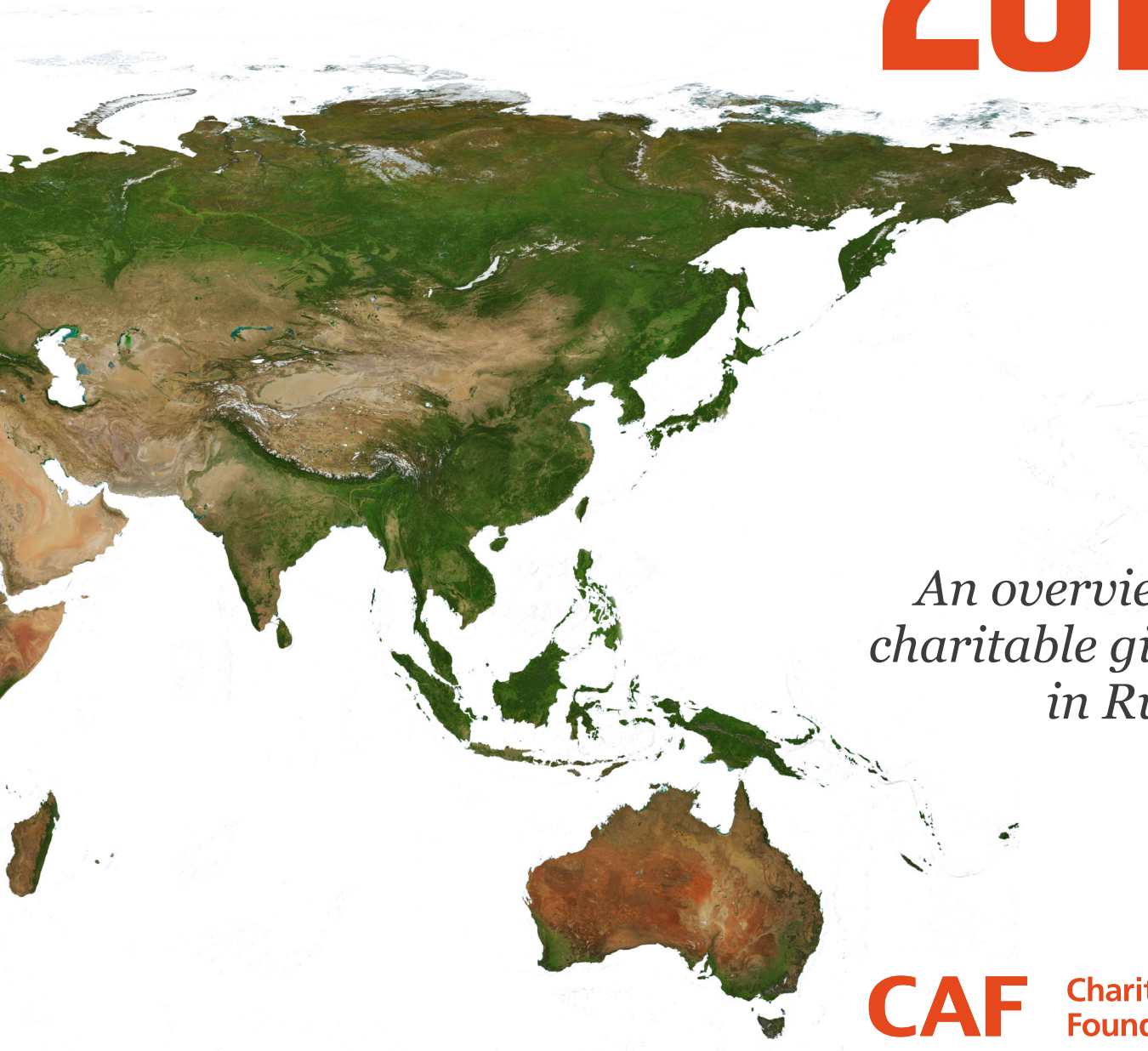


# RUSSIA GIVING 2017



*An overview of  
charitable giving  
in Russia*

**CAF**

Charities Aid  
Foundation

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## *Foreword*

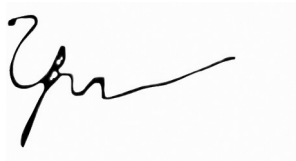
The strong growth of giving has been one of the striking developments in Russia over the past quarter century. The growing culture of giving – both time and money – by millions of people across Russia is something in which we should all take pride.

More than half of Russians have given money in the past year – something which shows the strength of generosity in our country.

At CAF we created the CAF World Giving Index, the leading global comparative study on generosity which charts changes in giving around the world, and provides a strong focus for growth.

Today the index has a global reach and has become a central part of the conversation about giving in many parts of the world. That so many conversations in our country start by looking at our position on that table and how we can improve it is testament to its power to encourage people to aspire for more.

But we always strive for greater insight – to better understand who we give to, and how we can give more. That is why we produce the CAF Russia Giving report, to give a more detailed view of how people give, and why we are committed to increasing our understanding of giving both here and around the world.

A handwritten signature in black ink, appearing to read 'M. Chertok', is displayed on a light gray rectangular background.

Maria Chertok  
Director  
CAF Russia

## *Preface*

This year's Russia Giving report is the first of an international series, produced across the CAF Global Alliance, a world leading network of organisations working at the forefront of philanthropy. Over the next few weeks and months we will publish reports covering Brazil, Canada, the United States, India, South Africa 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: how people of different ages and social groups give in different countries; the way they give; the rise of online or text giving; the importance of sponsorship and the different causes people support.

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 is a leading international not-for-profit organisation, originating in the UK, that works to make giving more effective and charities more successful.

Spanning six continents, with services provided by local experts in nine countries, we help donors – including individuals, major donors and companies - to create the greatest impact with their giving. We do this by working globally to increase the flow of funds to the charity and non-profit sectors through the provision of philanthropy products and services, whilst providing fundraising solutions and support for charities internationally.

For more information please visit [www.cafrussia.ru](http://www.cafrussia.ru)

## *Key findings*

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

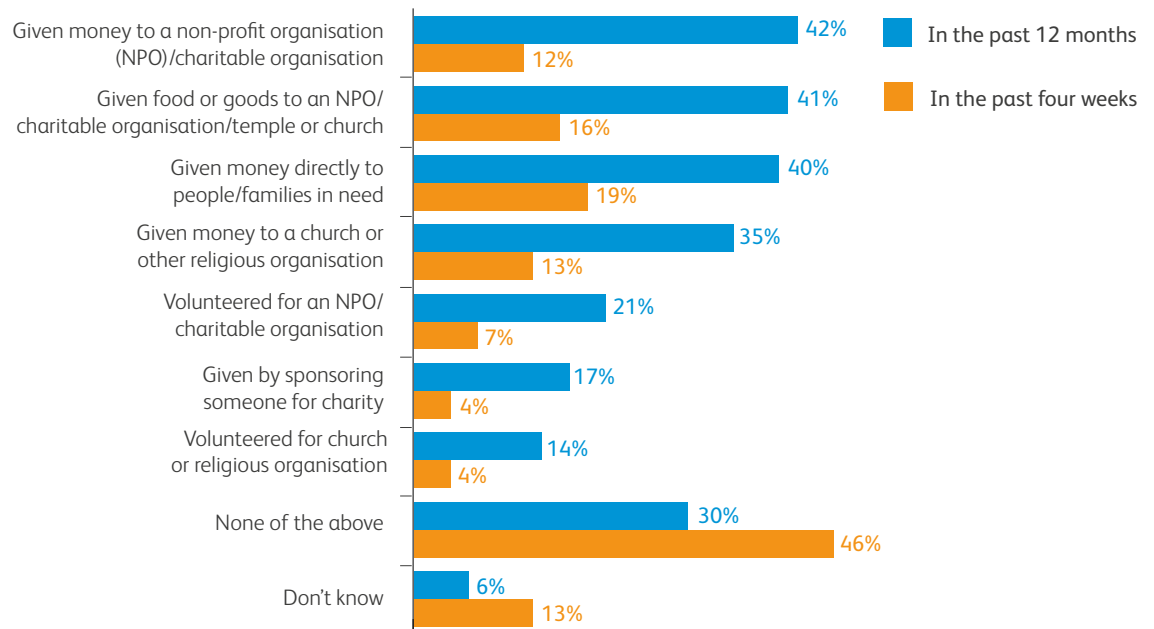
- More than half of Russians have given money in the past 12 months (53%), either by giving money to a charity, by giving to a church/religious organisation, or by sponsoring someone.
- Supporting children is the most popular cause for Russians to have donated to (58%).
- The typical (median) amount donated or sponsored in the past 12 months is 2,000 rubles.
- Women are more likely to have made a donation than men in the last year, but men report their donations to be higher on average.
- Giving via text is the most popular method of donation for Russians (40%).
- Just over one in five Russians (22%) have volunteered in the past 12 months, and, as for donating money, supporting children is the most popular cause (35%).
- Younger Russians (18 – 34 year olds) are more likely to volunteer than their older counterparts. Those from low income families (with an annual income of less than 200,000 rubles) are more likely to have volunteered than people from higher income groups.

## Detailed Findings

### 1.0 Overall picture of how people get involved

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

Figure 1: Which, if any, of the following have you done over the past 12 months/4 weeks?



Base: All adults aged 18+ (n=1,002)

At an overall level, we see that around two thirds (67%) report doing any of these activities in the past 12 months, and 41% saying they have in the last four weeks.

Women are significantly more likely than men to have done any of the activities listed, both in the last 12 months (72% of women vs. 61% of men) and in the last four weeks (47% vs. 34%).

## 2.0 How people get involved – detail

### 2.1 Giving money

More than half (53%) of Russians report giving money in the past 12 months, either through donating money to an NPO or similar (42%), by giving money to a religious organisation (35%), or by sponsoring someone for charity (17%). A quarter (24%) have given to charity in the same ways in the past four weeks.

Those aged 25-34 are the most likely to have donated or sponsored in the last 12 months (64% compared to 49% of people aged 45+). Those with a family income of 1 million rubles or more are the most likely group to have donated or sponsored in the last 12 months, 67% having done so, compared to 50% of the lowest income group.



### 2.2 Volunteering

Just over one in five (22%) have volunteered in the last 12 months, with 21% volunteering for an NPO/charity, and 14% for a religious organisation. Almost one in ten (8%) report volunteering in the last four weeks; 7% for an NPO/charity and 4% for a religious organisation.

Younger Russians are more likely to have volunteered in the past 12 months, with 39% of 18-24s and 31% of 25-34s doing so, compared with just 14% of the over 55s. Volunteering is most common amongst those in families with the lowest incomes (below 200,000 rubles) and the highest incomes (1 million rubles or more), just over a quarter (27%) of each having done so in the past 12 months.

Volunteers are most likely to give their time to support children (35%), animal welfare (22%) and older people (19%).



### 3.0 Typical amount given

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

Amongst those who gave money in the past 12 months (but not the past 4 weeks) the typical (median) amount given was 2,000 rubles, whilst the average (mean) donation was 7,940 rubles over the period. Amongst those who have made a donation or sponsored someone in the last four weeks, the typical (median) and average (mean) amounts were at 1,500 rubles, and 6,958 rubles respectively.

**2,000**  
rubles was the  
typical donation



Whilst the typical (median) amount given is similar for men and women, the average (mean) donation for men over the 12 month period (9,857 rubles) is significantly higher than for women (6,298 rubles), indicating that men are more likely to give a high value donation.

**MEN**



**9,857**  
**RUBLES**

mean donation  
(donors in the past 12 months,  
but not past 4 weeks)

**WOMEN**



**6,298**  
**RUBLES**

mean donation  
(donors in the past 12 months,  
but not past 4 weeks)



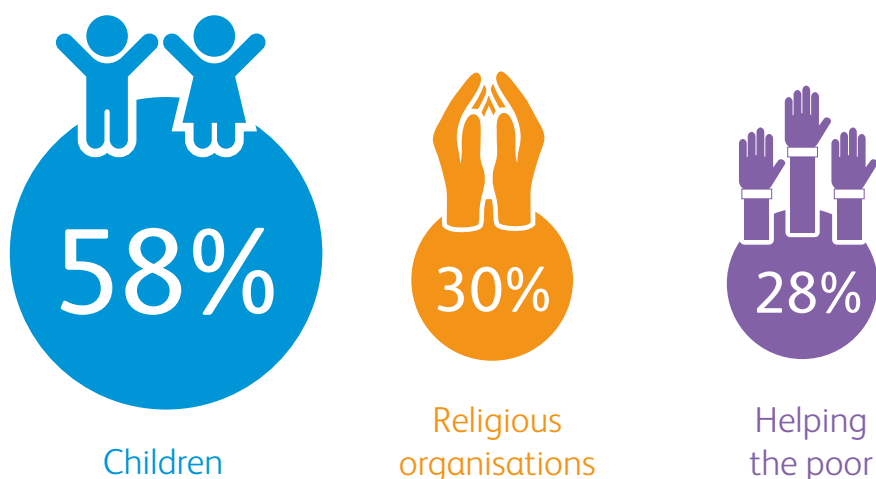
## 4.0 Which causes people give to

Supporting children (orphans, seriously ill children, children with disabilities) is the most popular cause given to in Russia, with over half (58%) of those who donated having given to this. Supporting religious organisations/churches (30%) and helping the poor (28%) come in second and third, followed by animal welfare (20%).

Women are more likely to have given to animal welfare (24% vs. 15% of men), while men are more likely to have given to disaster relief (13% vs. 8%), fighting drug addiction (10% vs. 5%), anti-corruption initiatives (6% vs. 2%), and sports and leisure activities (6% vs. 2%).

Those on under 200,000 rubles are the most likely to have given to supporting older people (26% vs. 16% average), while those on over a million are significantly more likely to have given to anti-corruption initiatives (12% vs. 4% average).

Figure 2: Which of the following causes have you donated to/sponsored in the last 12 months/4 weeks?



Base: All donors (n=523)

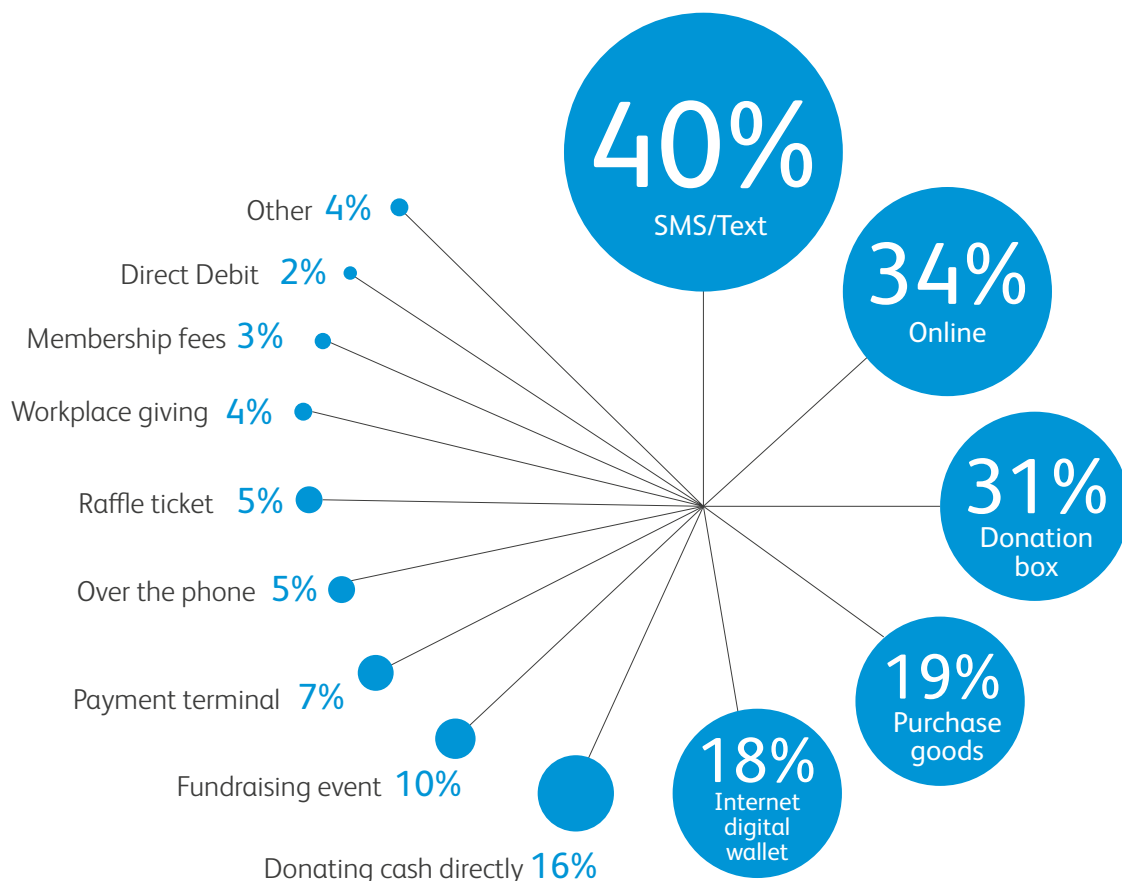


## 5.0 How people give

Giving via text is the most common method of donation (40%), followed by giving online with a bank/credit card (34%), and putting money into a donation box in a public place (31%). Direct debit is the least common way to give, being used by only 2% of donors, followed by membership fees (3%) and workplace giving programmes (4%).

Men are more likely to have made their donations via an internet/digital wallet, such as Apple Pay or PayPal (23% vs. 14% of women) and over the phone with a bank/credit card (10% vs. 2%). Women are more likely to have donated by purchasing goods from a charity (23% vs. 13%).

Figure 3. In the [last 12 months/4 weeks] have you given to a cause by any of these methods?



Base: All donors (n=523)

## 6.0 Why people give

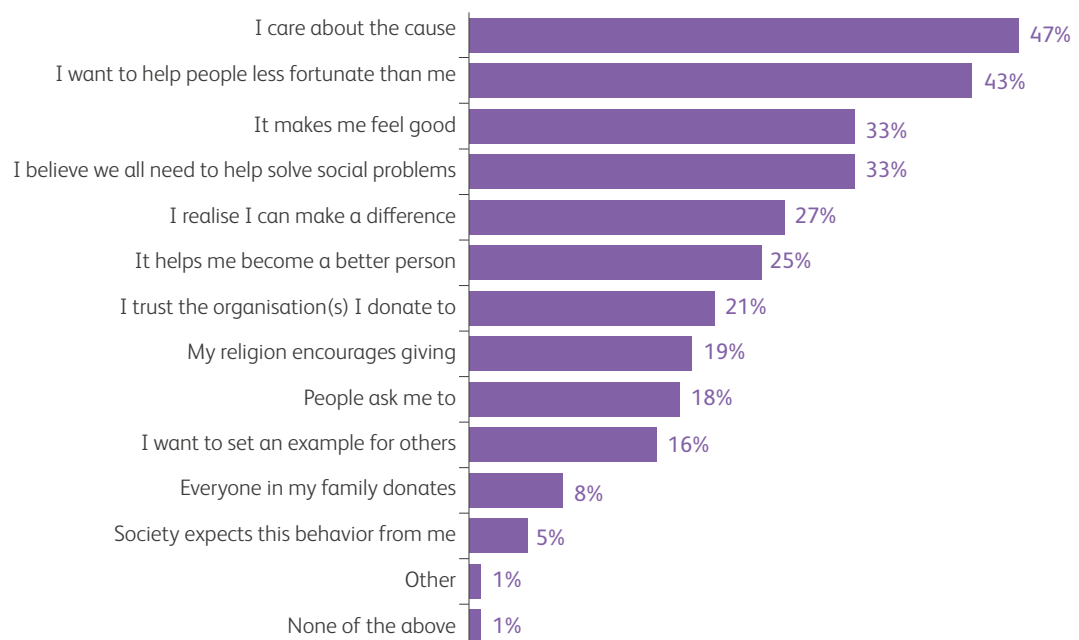
Caring about the cause is the most common reason given by Russian donors as to why they gave money, with nearly half (47%) saying this. Helping people less fortunate than them (43%) is the second most cited reason. In joint third place, people say that they donate because it makes them feel good and because they believe everyone needs to help solve social problems (both 33%).



Making them feel good (46%) and setting an example for others (37%) are more popular reasons cited for giving money by young people aged 18-24 than their older counterparts, while those aged over 55 are more likely to say they give because people ask them to (25% vs. 18% on average).

Few people cite their family or wider culture as reasons for giving. One in 20 (5%) say that they donated because society expects this behaviour, and around one in 12 (8%) say they did so because everyone in their family donates.

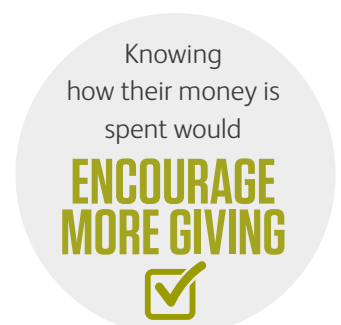
Figure 4. Which of the following, if any, are reasons that you have given money in the last 12 months/4 weeks?



Base: All donors (n=523)

## 7.0 Encouraging future giving

Knowing for sure how their money would be spent is the main thing that would encourage Russians to donate more money, time or goods over the next 12 months (59%), followed by having more money themselves (57%). 5% say that nothing would make them increase their donating in the next 12 months.



## *Method*

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

In Russia, 1,002 interviews were completed online between 6th and 17th July 2017. The survey was conducted using YouGov's panel partner, Toluna, an international online panel provider.

The sample is nationally representative and is weighted to known population data on demographics including age, gender, and region. At the time of fieldwork, 1 Russian ruble was worth £0.013.

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  $\pm 3\%$ .

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