



# Resource Mobilization and Communication Development

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# RESEARCH OF CHARITABLE ORGANIZATIONS AND PARTICIPATION OF THE POPULATION IN CHARITABLE AND VOLUNTEER PROJECTS\*

\*Extract from the report of opinion research with the info related to URCS

**The research was conducted on request of Zagoriy family Foundation**

by Corestone Group and GfK Ukraine

February 2018





# RESEARCH OF CHARITABLE ORGANIZATIONS AND PARTICIPATION OF THE POPULATION IN CHARITABLE AND VOLUNTEER PROJECTS

## Main directions and structure of charity organizations' activities in Ukraine

### Tasks

- To determine the number of charitable organizations in Ukraine; including charitable foundations
- To find out their distribution by region, type of activities
- To study ways to mobilize resources, including raising funds; internet fundraising, other ways of financing
- To study the peculiarities of the work of foundations that practice fundraising (in particular, whether they publish reports on this)
- To study the peculiarities of the work of foundations that practice fundraising (in particular, which channels they use, what is the role of manager, of hired specialists)
- To find out the common sources of funding, their number in one charitable organization
- To determine the structure of expenditures of charitable foundations, in particular the share of administrative expenses

## Participation of the population in charity and volunteer projects

- To study the specifics of charitable behavior of Ukrainian residents
- To determine the proportion of people who make charitable donations, take part in volunteer initiatives
- To elucidate the range of social problems to be addressed when donating or consider it necessary / expedient / justified
- To explore ways to participate in charity, volunteer initiatives
- To determine the amount of charitable contributions and assistance
- To identify knowledge and level of trust in charitable organizations
- To identify the socio-demographic characteristics of the charity behaviors
- To determine what motivates to take part in charity projects
- To determine what abstains from participating in charitable projects





# RESEARCH OF CHARITABLE ORGANIZATIONS AND PARTICIPATION OF THE POPULATION IN CHARITABLE AND VOLUNTEER PROJECTS

## Main directions and structure of charity organizations' activities in Ukraine

## Participation of the population in charity and volunteer projects

### Design

#### Desk research and survey of experts

- **Collection and analysis of secondary information**
- **An expert survey** of representatives of charitable organizations and foundations:
  - representatives involved in managing the organization (heads / deputies), or other employees who are competent in evaluating the activities of a charitable organization.
- **Method:** telephone survey
- **Sampled population:** 200 organizations selected by chance from the base of the Unified State Register (school funds were not included in the base, as well as funds of hospitals or other institutions, and regional affiliates of charity organizations).
- **Geography:** all regions of Ukraine
- **Duration of the interview:** 20 min.
- The theoretical sample error does not exceed 7%.

#### Population survey

- **Quantitative survey of the population of Ukraine**
- **Method:** Face-to-face
- **Sampled population:** 1,000 males / females, age 18+ representative of the population of Ukraine by sex, age, region, type of settlement
- **Geography:** cities of 50+
- **Duration of the interview:** 20 min.

The field stage of research lasted from 17.01 till 06. 02.2018.  
Field work contractor: GfK Ukraine





## SUMMARY: POPULATION SURVEY (2)

- The most well-known organizations that collect donations are the Ukrainian Red Cross Society (46%), the “Army SOS” (21%) and «Return alive» (18%). Most of those who know these organizations trust them. Accordingly, out of all organizations, most respondents most likely donated money to Ukrainian Red Cross Society (7%), “Army SOS” and “Return alive (by 4%).
- 1% of respondents know the Zagoriy family Foundation.
- 15% of the population were engaged in volunteering, in particular, 9% - during the last 12 months. It is noteworthy that 78% of volunteers also made money or in-kind donations (apart from alms) during the last 12 months - that is, volunteers do much more donations than the general population. 43% of volunteers volunteered independently or as part of a non-permanent group that in not an organization, 29% defined an organization, 36% were not able to answer the question. Volunteer activity of the population is most often to help vulnerable groups and the army.

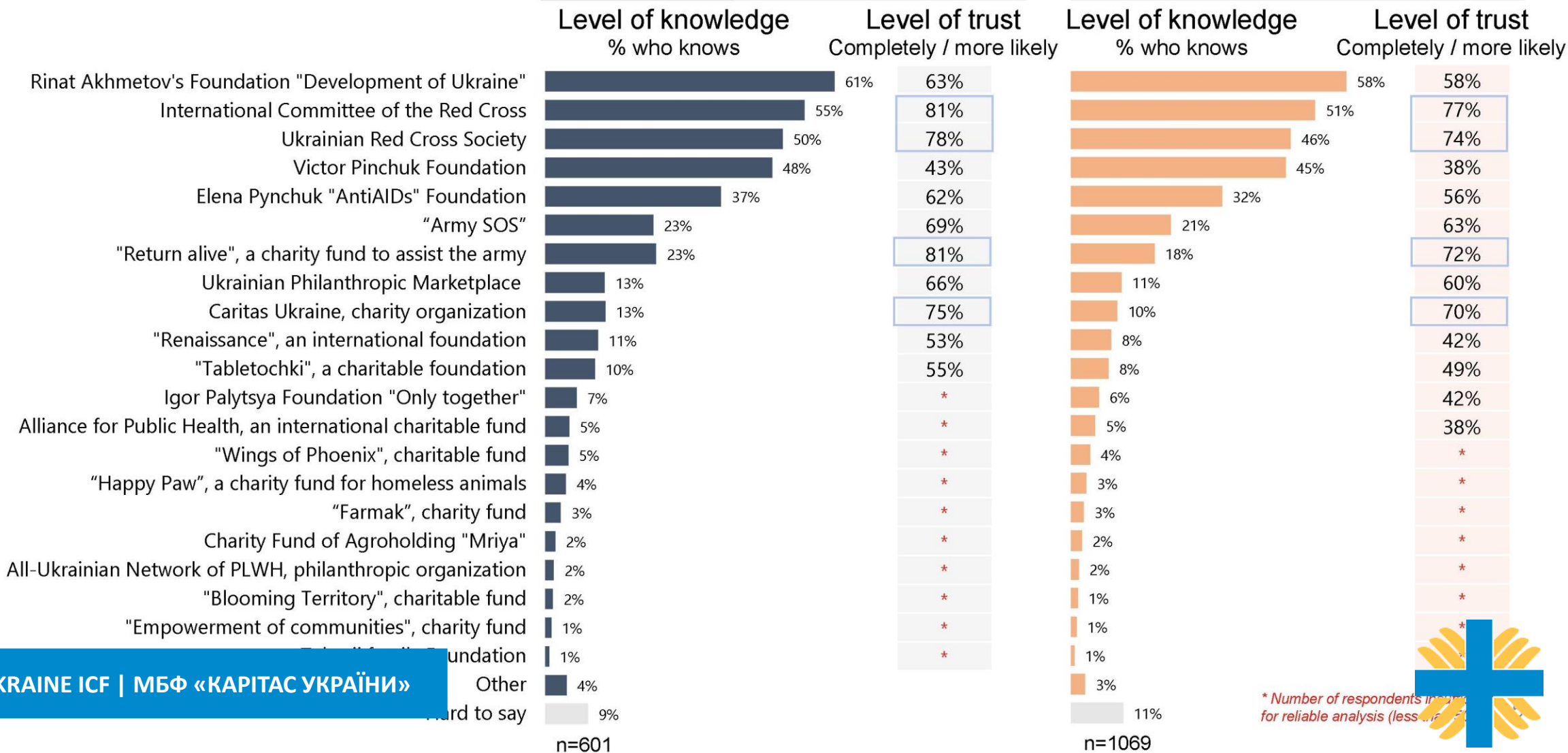




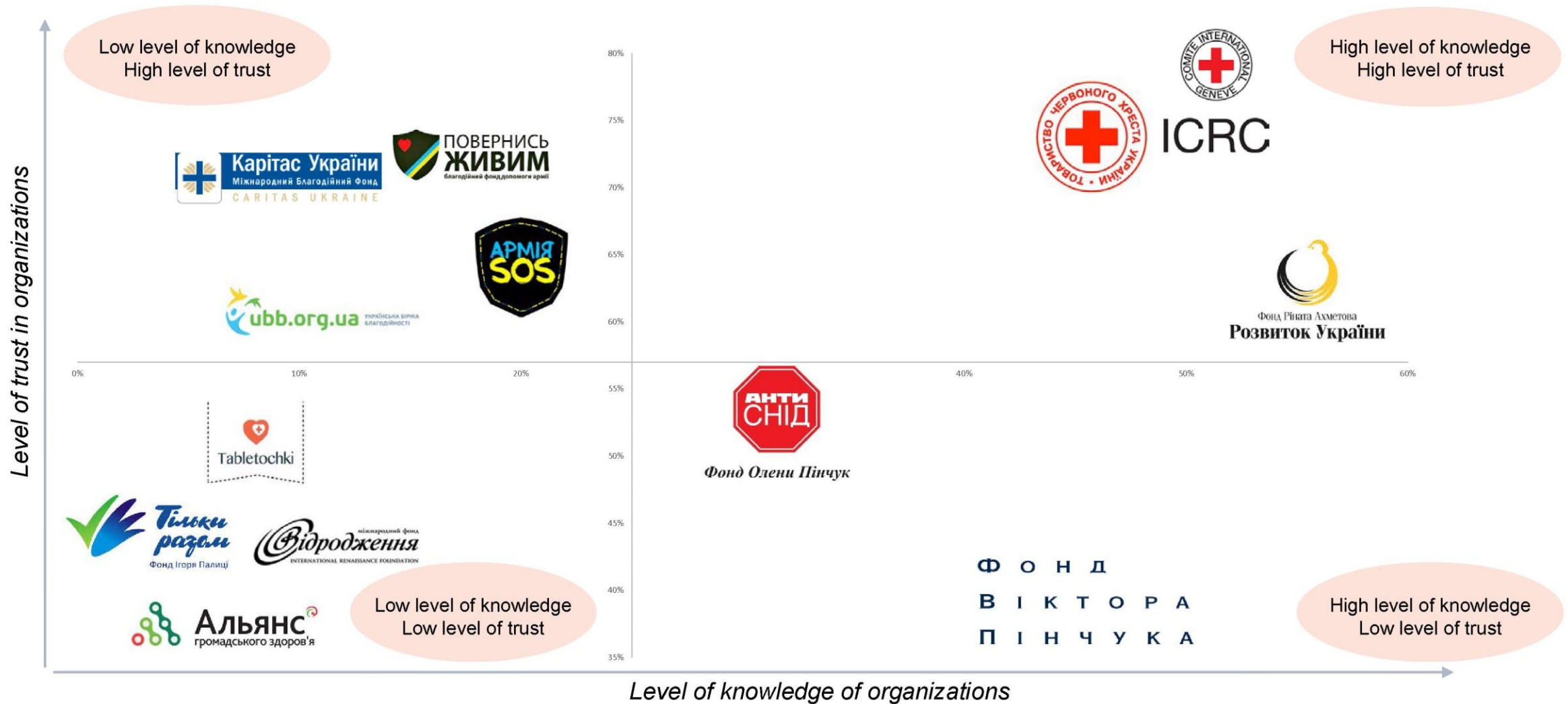
# THE MOST FAMOUS ORGANIZATION THAT COLLECTS DONATIONS IS THE UKRAINIAN RED CROSS SOCIETY - 46% KNOW IT

Made money or in-kind donations within 12 months

IN GENERAL



# Segmentation of charity foundations on trust and knowledge

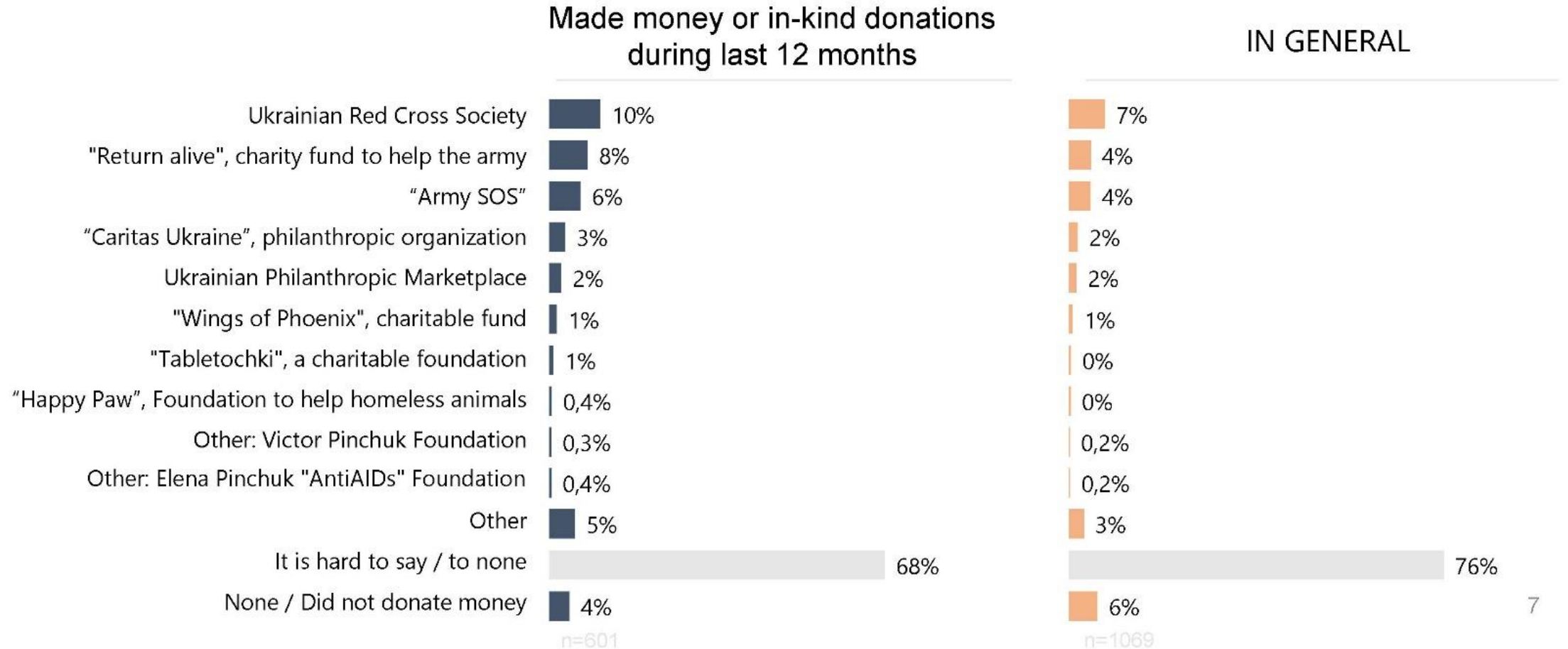


Organizations that are not shown on the matrix due to insufficient knowledge (less than 50 respondents): "The Wings of Phoenix", the charitable foundation; "Happy Paw", a charity fund for homeless animals; "Farmak", Charity Fund; Charitable Fund of Agroholding "Mriya"; All-Ukrainian Network of PLWH, philanthropic organization; "Blooming Territory" charitable foundation; "Enhancement of communities", charity fund; Zahorij family Foundation.



Most often, respondents donate funds to charity organizations with a high level of trust: the Ukrainian Red Cross Society, "Return Alive", "Army SOS", "Caritas Ukraine", Ukrainian Philanthropic Marketplace.

### A8 What organizations have you ever supported by your money donations?



# Communication Strategy is developed and adopted. By 2020 we will have:

- Level of trust 80% or more
- Level of knowledge 40% or more
- Level of individual donators 10% or more
- Level of volunteer engagement – 5% or more among people, who volunteer.

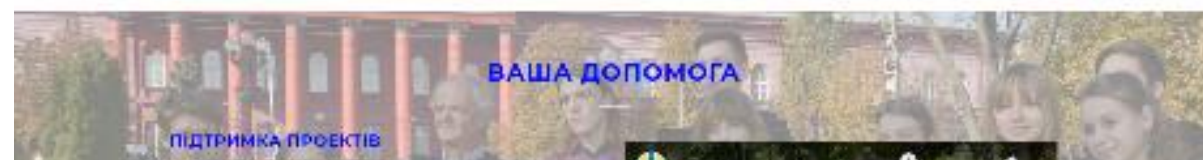
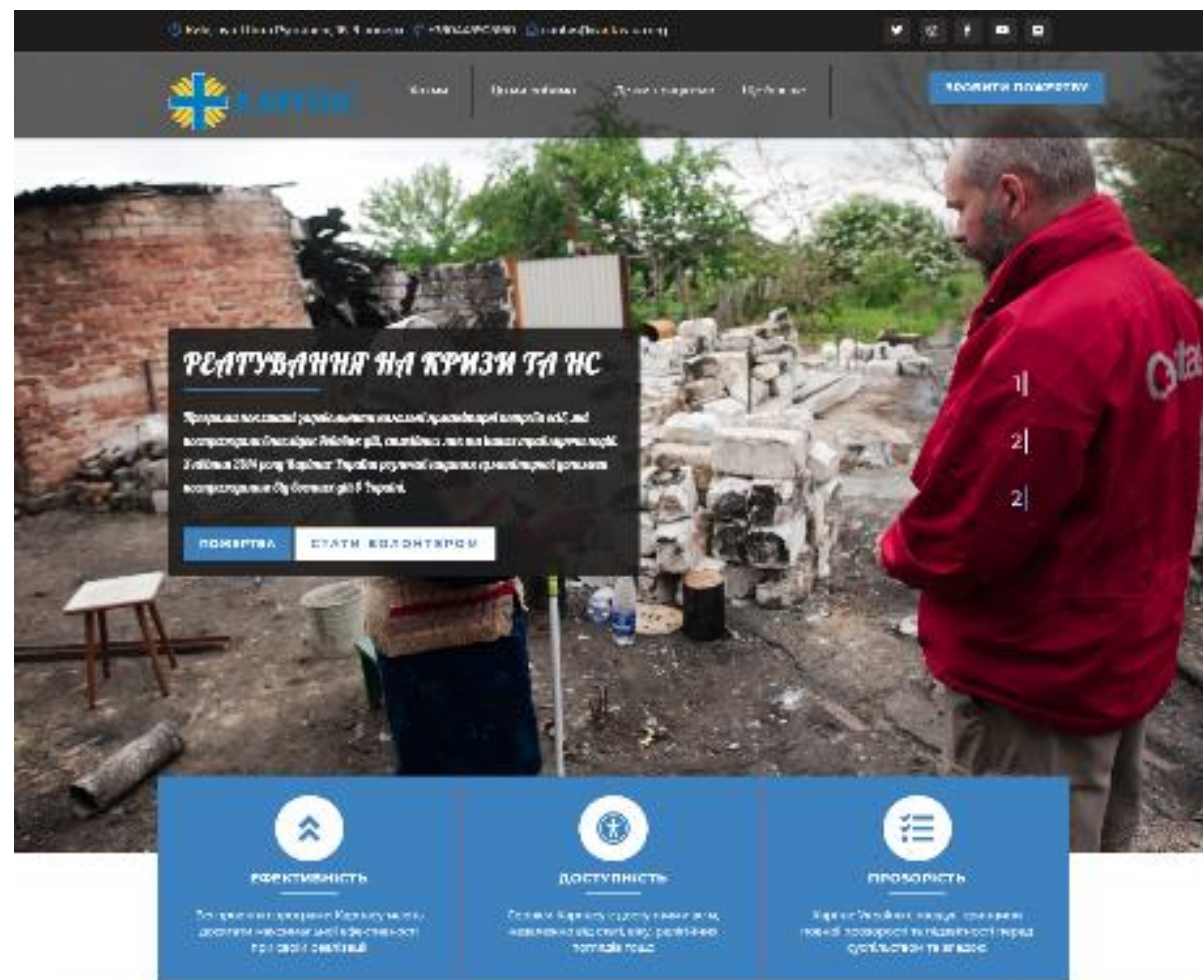
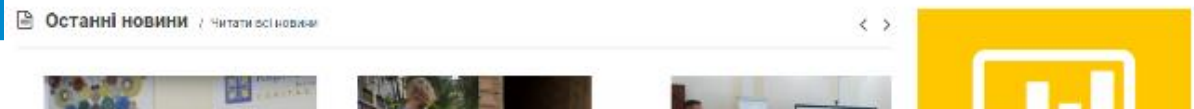
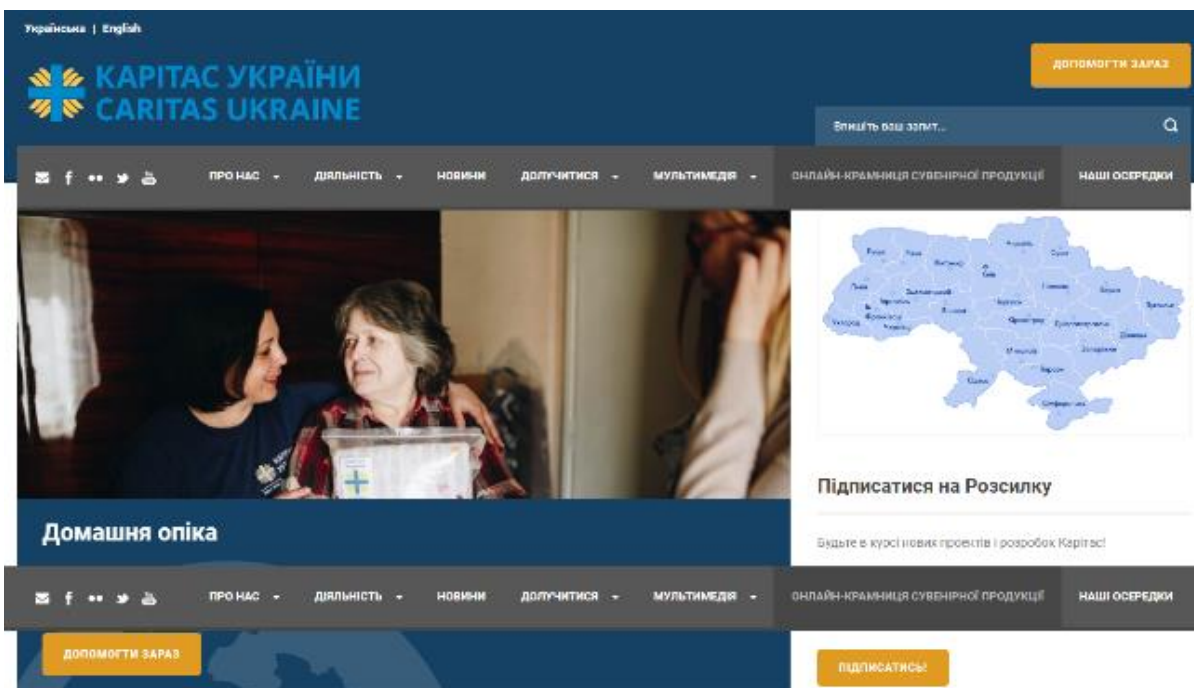


# Tools and priorities:

- New website.
- Better cooperation with media representatives
- New approach in social media
- Social adds and public image of the expertise in spheres of core activities.
- Mercy Ambassadors: engagement of public and well-known personalities.
- Unified visual standards and communication manuals for local Caritas organizations.
- One online platform for sharing the information and data collection.



# New website



# Better cooperation with media representatives

- Participation in TV/radio shows
- Provide comments on topics related to core activities
- Availability 24/7 for updates and information requests
- Press events on quarterly basis
- Better cooperation with medias of UGCC



# New approach in social media

- We publish 2-3 posts in FB/Twitter every day
- More photos and videos
- Engagement with audience by queries and contests
- More stories from beneficiaries. Charity is about supporting individuals.



# Social advertisement will help to:

- Raise awareness on social important topics
- Raise the knowledge about Caritas Ukraine and its core activities



# Mercy Ambassadors

Engagement of public and well-known personalities will help to:

1. Deliver our values to the wider audience.
2. Attract journalists to highlight the activities of Caritas Ukraine.
3. Launch successful fundraising campaigns.



# Visual Standards and Office 365 platform

- The draft of Visual Standards has been developed. Now it's under consideration of local organizations and national staff.
- Office 365 platform (Enterprise 1) is now available for Caritas Ukraine for free and for unlimited number of users.
- Caritas Ukraine also received an unlimited hosting for its websites storage.



# Priorities in Resource Mobilization

1. Development of RM Strategy 2020 is on the finish line.
2. Corporate Fundraising will be a priority for 2019.
3. Caritas long-term projects will have a financial sustainability component.
4. Caritas continue to study the possibility to provide paid services for people, who are not beneficiaries and can/want to pay for good services.
5. Public campaign to promote charity SMS.



# Development of Caritas RM standards

Positive practices in RM and Fundraising will be applied on the level of local organizations.

Caritas Ukraine will develop policies and manuals for local staff for successful local RM efforts.

Local staff will be supervised and supported in their initiatives.





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