



Slovak  
**Fundraising**  
Centre

# Where To Look For Relevant Data For Fundraisers?

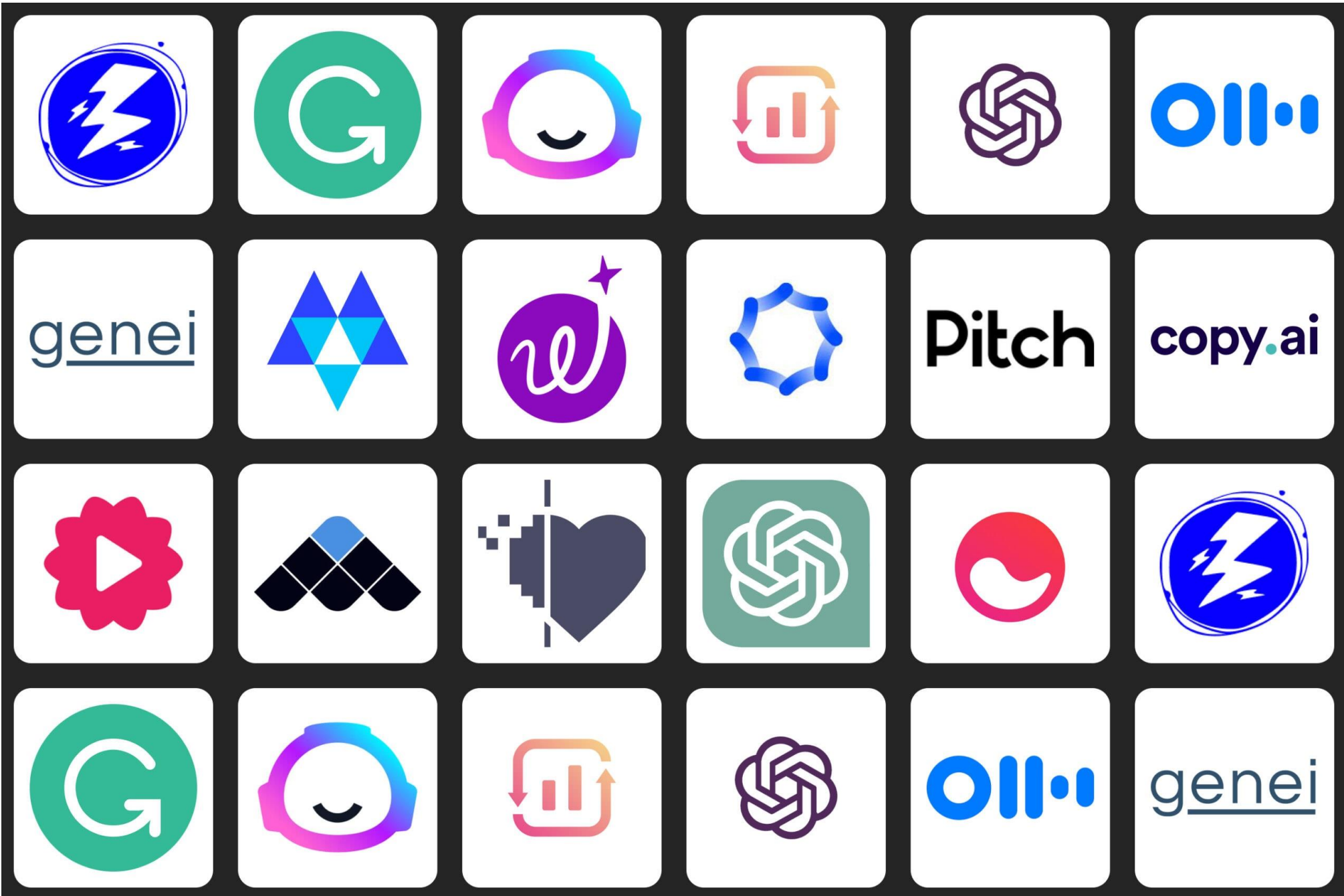
**CEE Fundraising 2023**

Warsaw

25 May 2023



# FUNDRAISING STRATEGY



**CAF**  
**WORLD GIVING INDEX**

# WORLD GIVING INDEX 2013

*A global view of giving trends*

December 2013



Registered charity number 268369

**CAF** Charities Aid Foundation

The cover features a partial view of the Earth from space on the left side. The title 'CAF WORLD GIVING INDEX 2016' is written in large, bold, orange letters. The 'O' in 'WORLD' is replaced by a small globe. Below the title is the subtitle 'The world's leading study of generosity' and the date 'October 2016'. The CAF logo is at the bottom right.

# CAF WORLD GIVING INDEX 2016

*The world's leading study of generosity*

October 2016

**CAF** Charities Aid Foundation

The cover features a full view of the Earth from space against a starry background. The title 'CAF WORLD GIVING INDEX' is in large, bold, orange letters. Below it, '10TH EDITION' is written in a grey banner. Further down, it says 'Ten years of giving trends' and 'October 2019'. The CAF logo is at the bottom right. The website 'www.cafonline.org' is printed at the bottom left.

# CAF WORLD GIVING INDEX

10TH EDITION

Ten years of giving trends

October 2019

**CAF** Charities Aid Foundation

www.cafonline.org

The cover features a full view of the Earth from space against a starry background. An orange banner across the middle contains the title 'World Giving Index 2022' and the subtitle 'A global view of giving trends'. The CAF logo is at the bottom left.

# World Giving Index 2022

*A global view of giving trends*

**CAF** Charities Aid Foundation

**CAF**  
Charities Aid Foundation

 **Slovak Fundraising Centre**

## Have you done any of the following in the past month?



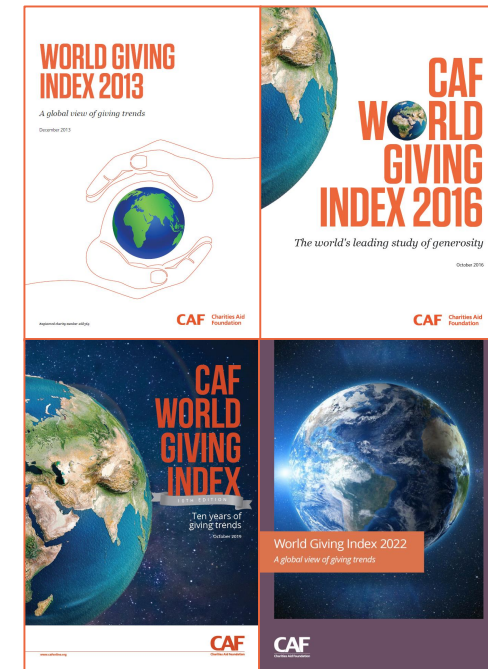
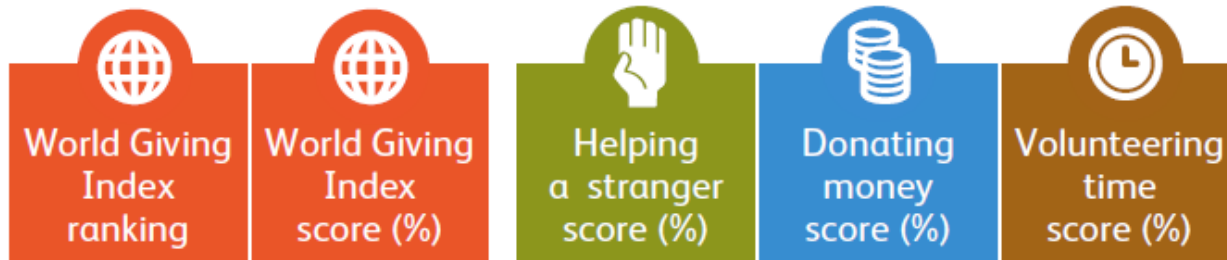
Helped a stranger, or someone you didn't know who needed help?



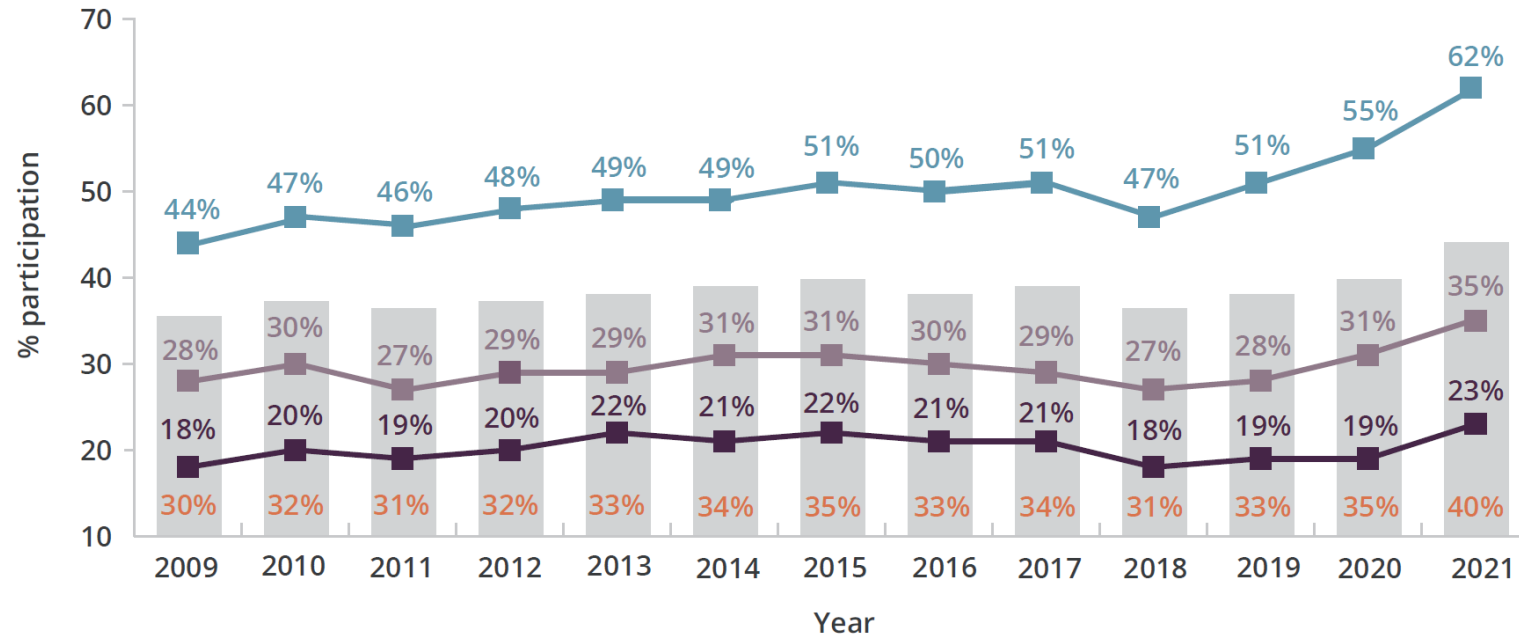
Donated money to a charity?




Volunteered your time to an organisation?



- Global WGI Score 
- Helping a stranger 
- Donating money 
- Volunteering time 



  
 World Giving Index ranking

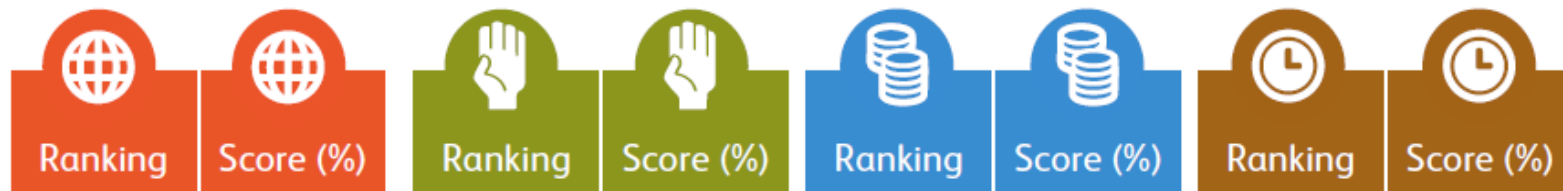
  
 World Giving Index score (%)

  
 Helping a stranger score (%)

  
 Donating money score (%)

  
 Volunteering time score (%)





<b>2022</b>	<b>53</b>	<b>41</b>
<b>2021</b>	<b>72</b>	<b>32</b>
<b>2019</b>	<b>94</b>	<b>25</b>
<b>2016</b>	<b>124</b>	<b>22</b>
<b>2013</b>	<b>101</b>	<b>25</b>

<b>36</b>	<b>42</b>
<b>56</b>	<b>29</b>
<b>51</b>	<b>28</b>
<b>81</b>	<b>23</b>
<b>46</b>	<b>33</b>



**UIPUI**  
**GLOBAL PHILANTHROPY**  
**INDICES**

# Global Philanthropy Indices

[GLOBAL PHILANTHROPY ENVIRONMENT INDEX](#)

[GLOBAL PHILANTHROPY TRACKER](#)

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**GLOBAL PHILANTHROPY ENVIRONMENT INDEX**



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[World Regions](#)

## Understanding the state of the enabling environment for philanthropy globally

# Global Philanthropy Indices

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- Trends & Themes
- World Regions
- Balkan Countries
- Canada and United States
- Caribbean
- Central Asia & South Caucasus
- Central Europe**
- Bulgaria
- Czech Republic
- Hungary
- Poland
- Romania
- Slovakia
- Ukraine

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## CENTRAL EUROPE

# Central Europe

2022 Global Philanthropy Environment Index: Central Europe

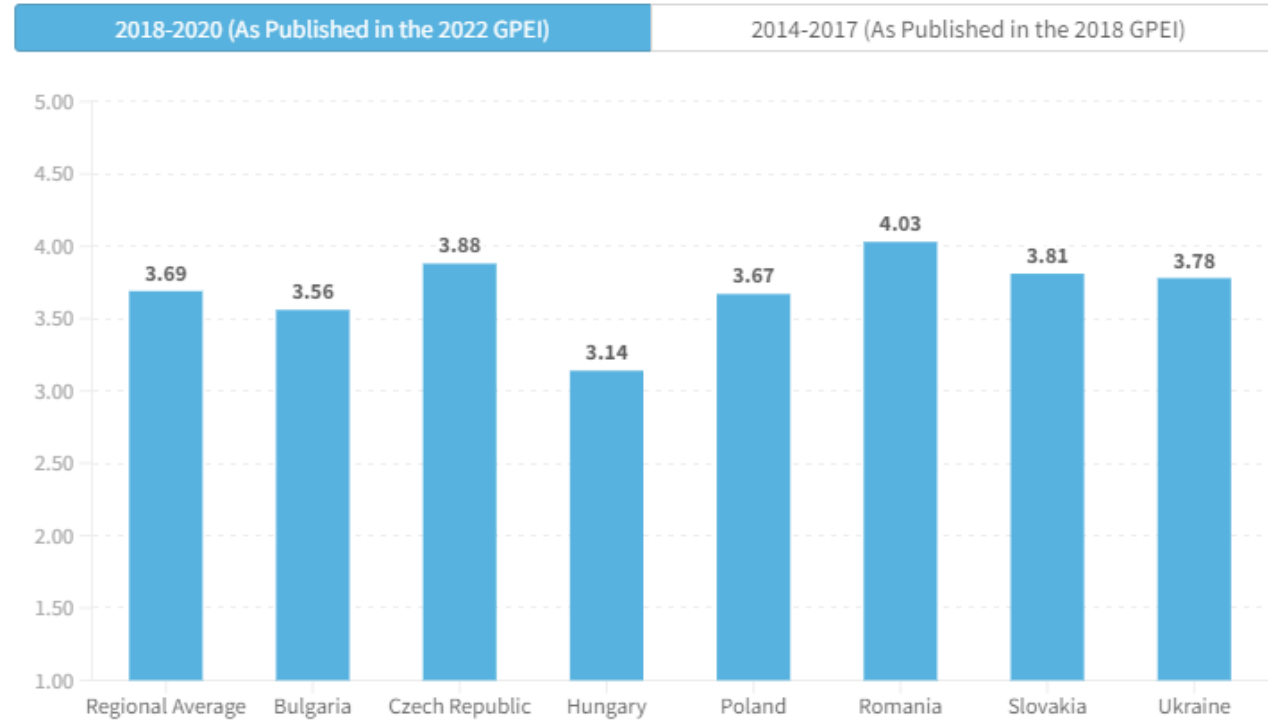


Economy	Ease of Operating a Philanthropy Organization	Tax Incentives	Cross-Border Philanthropic Flows	Political Environment	Economic Environment	Socio-Cultural Environment
Bulgaria	3.83	3.75	4.25	3.50	3.00	3.00
Czech Republic	4.50	3.85	4.10	4.00	3.00	3.00



## Region Global Philanthropy Environment Index (GPEI) Scores

### Global Philanthropy Environment Index (GPEI) Overall Score Central Europe



Source: [Indiana University Lilly Family School of Philanthropy](#)

Notes: The 2018 GPEI measured the philanthropic environment using 5 factors, including ease of operating a philanthropic organization, tax incentives, cross-border philanthropic flows, political environment, and socio-cultural environment. An additional factor--economic environment--was added to the 2022 GPEI. Romania was not included in the 2018 GPEI.

**PHILEA  
PHILANTHROPY  
ENVIRONMENT  
IN EUROPE**

## Data on the sector

It is estimated that there are 147,000 foundations in Europe. These foundations manage 511 billion euros in assets and endowments and give an estimated 60 billion euros annually (*source: DAFNE, Candid*). Check out our [Philanthropy FAQ](#) page for more about the sector.

## Knowledge products for Philea members

Philea works towards building knowledge on our diverse membership as a way to gain a better understanding of the broader European philanthropic sector in all its diversity. Below are some examples of facts and figures we have produced from our dataset on our members, and

# The Philanthropy Environment in Europe

December 2022

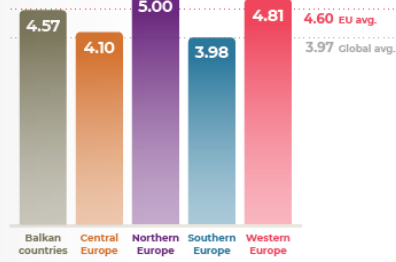


IN PARTNERSHIP WITH

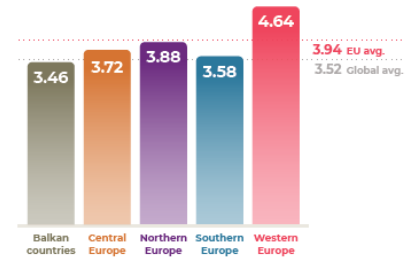


## 2022 Global Philanthropy Environment Index scores

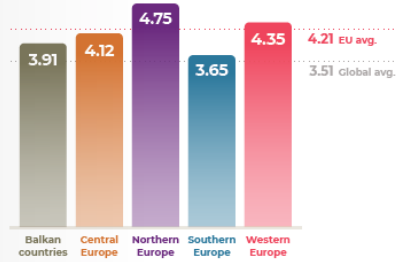
### Ease of operating



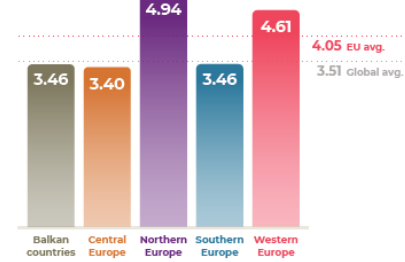
### Tax incentives



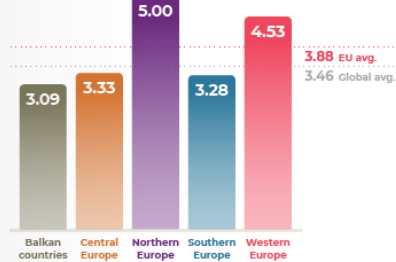
### Cross-border philanthropic flows



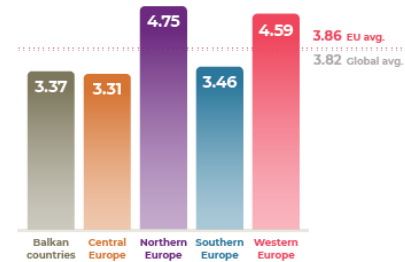
### Political environment



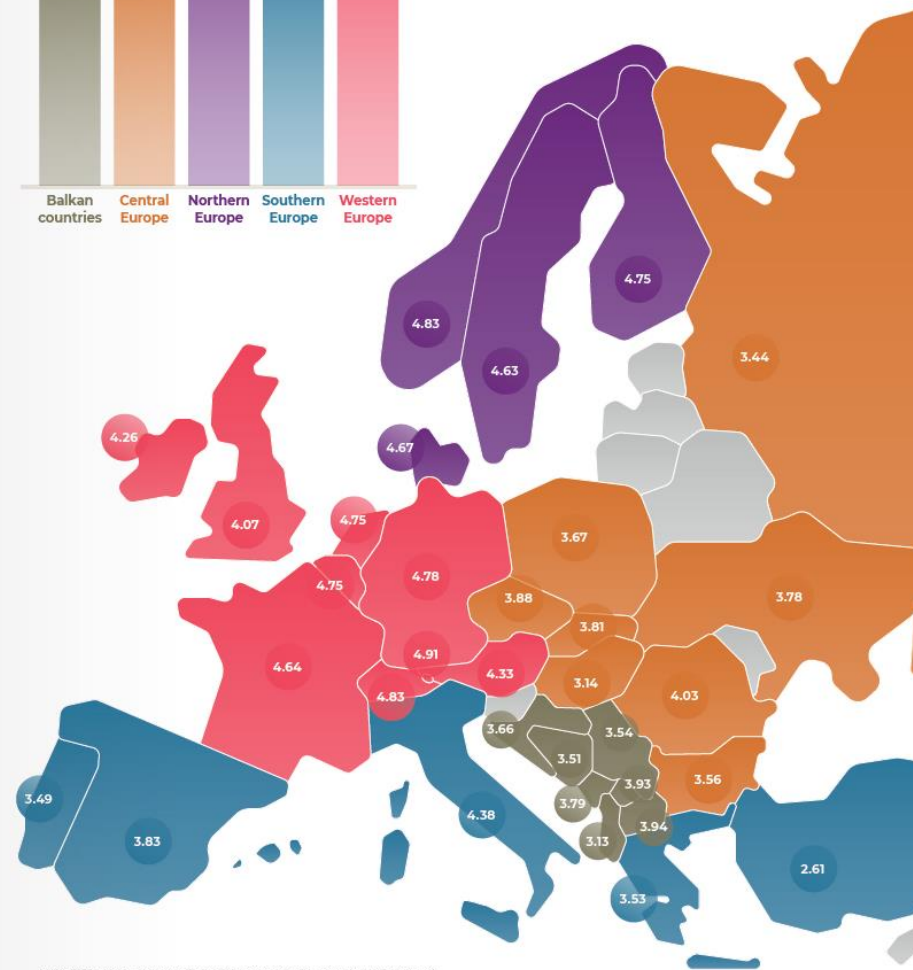
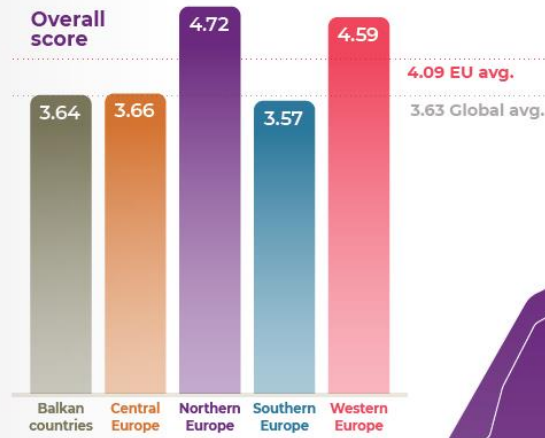
### Economic environment



### Socio-cultural environment



	EASE OF OPERATING	TAX INCENTIVES	CROSS-BORDER FLOWS	POLITICAL ENVIRONMENT	ECONOMIC ENVIRONMENT	SOCIO-CULTURAL ENVIRONMENT	OVERALL SCORE
Albania	3.60	2.40	3.00	3.25	3.00	3.50	3.13
Austria	5.00	4.50	4.00	4.50	4.00	4.00	4.33
Belgium	5.00	4.50	4.50	5.00	5.00	4.50	4.75
Bosnia & Herzegovina	5.00	3.25	3.50	3.30	5.00	5.00	3.51
Bulgaria	3.83	3.75	4.25	3.50	5.00	5.00	3.56
Croatia	4.77	3.60	3.75	3.25	2.80	3.80	3.66
Czech Republic	4.50	3.95	4.10	4.20	3.30	3.20	3.88
Denmark	5.00	4.00	4.00	5.00	5.00	5.00	4.67
Finland	5.00	3.50	5.00	5.00	5.00	5.00	4.75
France	4.33	5.00	4.00	5.00	4.50	5.00	4.64
Germany	4.67	5.00	4.00	5.00	5.00	5.00	4.78
Greece	4.63	4.00	3.75	3.30	3.10	2.40	3.53
Hungary	3.83	3.25	3.50	2.25	5.00	5.00	3.14
Ireland	4.73	4.25	4.25	4.00	3.80	4.50	4.26
Italy	4.77	4.50	4.20	4.50	3.80	4.50	4.38
Kosovo	4.60	4.25	4.10	4.15	5.00	3.50	3.93
Liechtenstein	4.93	4.90	4.90	4.90	5.00	4.80	4.91
Montenegro	4.67	3.50	4.50	3.45	2.80	3.80	3.79
Netherlands	5.00	4.75	5.00	4.75	4.50	4.50	4.75
North Macedonia	4.67	3.50	5.00	3.50	4.00	5.00	3.94
Norway	5.00	4.00	5.00	5.00	5.00	5.00	4.83
Poland	4.00	4.00	4.50	2.50	4.00	5.00	3.67
Portugal	4.00	3.65	3.30	4.00	5.00	5.00	3.49
Romania	4.13	5.00	5.00	4.35	3.90	3.80	4.03
Russia	3.33	3.65	3.50	3.15	3.50	3.50	3.44
Serbia	4.67	3.75	3.50	3.30	5.00	5.00	3.54
Slovakia	4.40	4.20	4.05	3.40	3.50	3.30	3.81
Spain	4.33	3.75	4.00	3.50	4.00	3.40	3.83
Sweden	5.00	4.00	5.00	4.75	5.00	4.00	4.63
Switzerland	5.00	4.85	4.50	4.60	5.00	5.00	4.83
Turkey	2.17	2.00	3.00	2.00	2.50	4.00	2.61
Ukraine	4.73	3.95	4.05	3.85	2.40	3.70	3.78
United Kingdom	4.67	4.00	4.00	3.75	4.00	4.00	4.07



In the 2022 Indiana University Global Philanthropy Environment Index, Turkey and Russia are respectively considered as part of the Middle East & Northern Africa and Central Asia & South Caucasus. For the purposes of this briefing, Turkey and Russia have been included respectively in Southern Europe and Central Europe.

## The Philanthropy Environment in Europe

December 2022



IN PARTNERSHIP WITH LUPUI INDIANA UNIVERSITY THE Family Council of Philanthropy



**ERNOP**

# Home

European Research Network on Philanthropy

## Welcome to the community of European philanthropy researchers

The European Research Network on Philanthropy (ERNOP) is an association that was founded in January 2008 by collaborating philanthropy researchers in Europe to advance, coordinate and promote philanthropy research in Europe. Currently, around 250 members from 25 European countries have joined ERNOP. ERNOP is also open to non-European philanthropy researchers and practitioners. ERNOP members are represented in the most important journals related to philanthropy and have good relationships with other (global) research networks such as ISTR and ARNOVA and collaborate with other global and European professional philanthropy networks.

### News

[Research notes – Issue II: March 2023](#)

[Safe Spaces for Philanthropy](#)

[ERNOP Conference Registration OPEN](#)

[Research notes – Issue I: December 2022](#)

[Call for practitioner experts!](#)



# Slovakia

European Research Network on Philanthropy

## Countries

Austria

Belgium

Croatia

Czech Republic

Denmark

Finland

France

Germany

Hungary

Ireland

Israel

### Research on giving in Slovakia

#### Introduction on Giving Research in Slovakia

*Boris Strecanský and Radana Deščíková* [\[1\]](#)

The overall situation of the research of giving in Slovakia can be characterised as less developed and not yet grown in a separate research area. There has not yet been any systematic production of research knowledge on this issue in Slovakia. Efforts by different players are scattered [\[2\]](#). This document attempts to capture the diversity of this field of research in Slovakia as of 2015 and its key players.

Academic research represented by research articles suggests that the topic of giving is not within the research focus of universities and academies of science. There is no single research article by Slovak social and economic scientists on giving. This is also reflected in surveying digital catalogues of bachelor and master theses at universities.

**EFA**  
**NONPROFIT PULSE**

# THE IMPACT OF COVID-19 ON NONPROFITS IN EUROPE

DECEMBER 2020



# 2021 NONPROFIT PULSE TRACKING THE IMPACT OF COVID-19 ON NONPROFITS IN EUROPE

DECEMBER 2021



European Fundraising Association

# 2022 NONPROFIT PULSE TRACKING CHANGE IN EUROPE

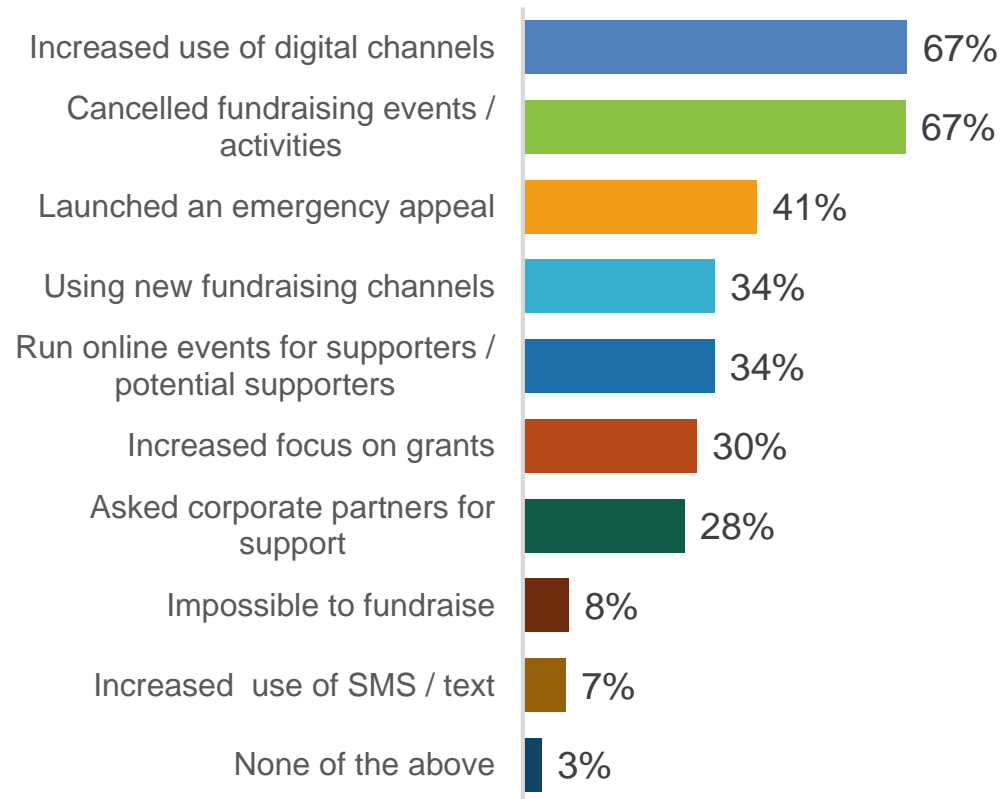
JANUARY 2023

A joint report published by:

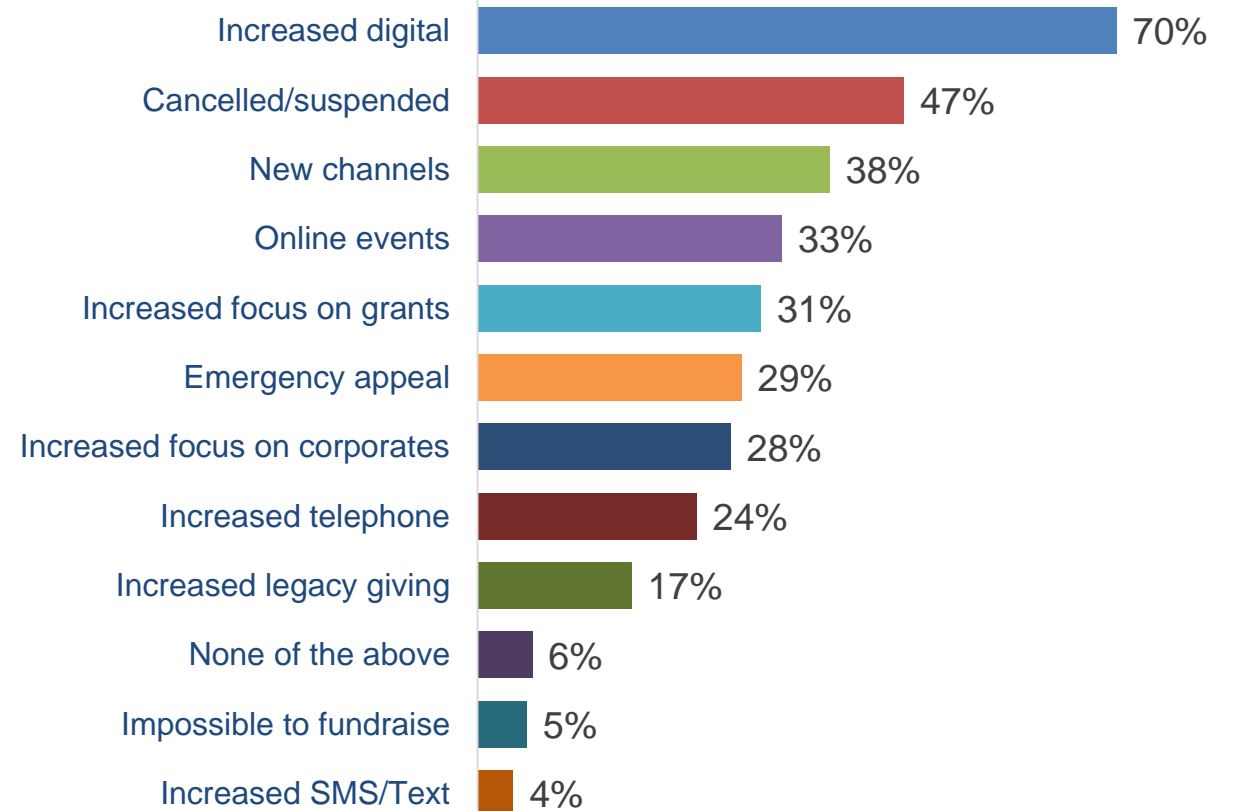


# CHANGES TO FUNDRAISING ACTIVITIES

When you think about how the COVID-19 pandemic has affected your fundraising activities this year (2021), which of the following statements apply?



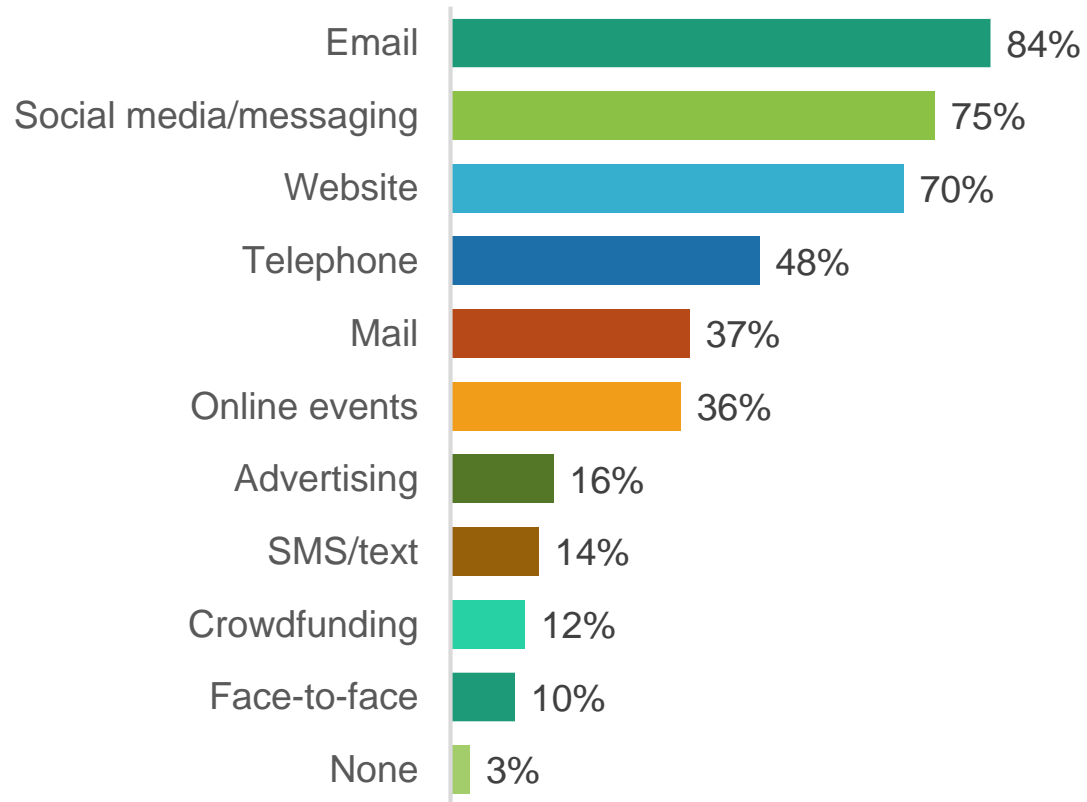
2020



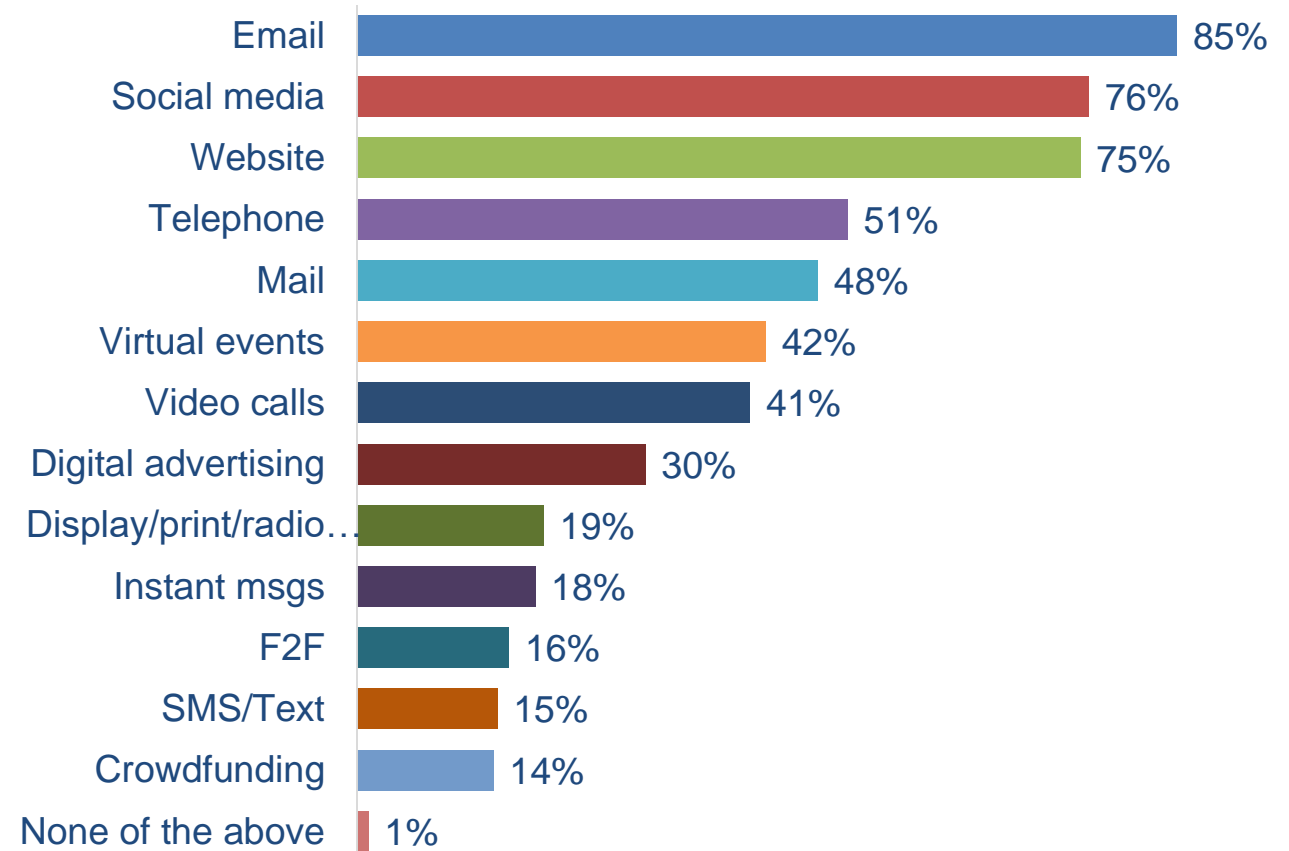
2021

# CHANNELS USED DURING LOCKDOWN / SOCIAL DISTANCING

What channels did you use for fundraising / supporter engagement during the pandemic?



2020



2021

**SOCIAL IMPACT  
ALLIANCE FOR CEE**

# Philanthropy in Central & Eastern Europe (CEE)

## 2020

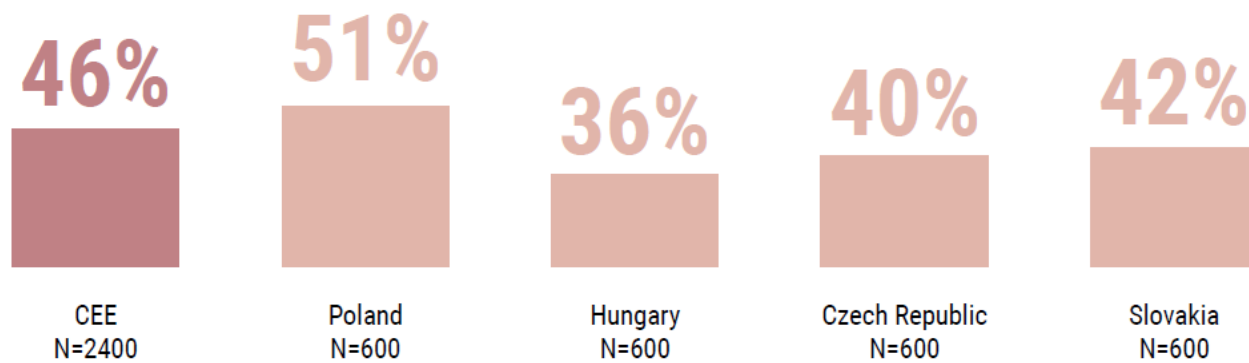
Social  
Impact  
Alliance

FOR CENTRAL  
& EASTERN EUROPE



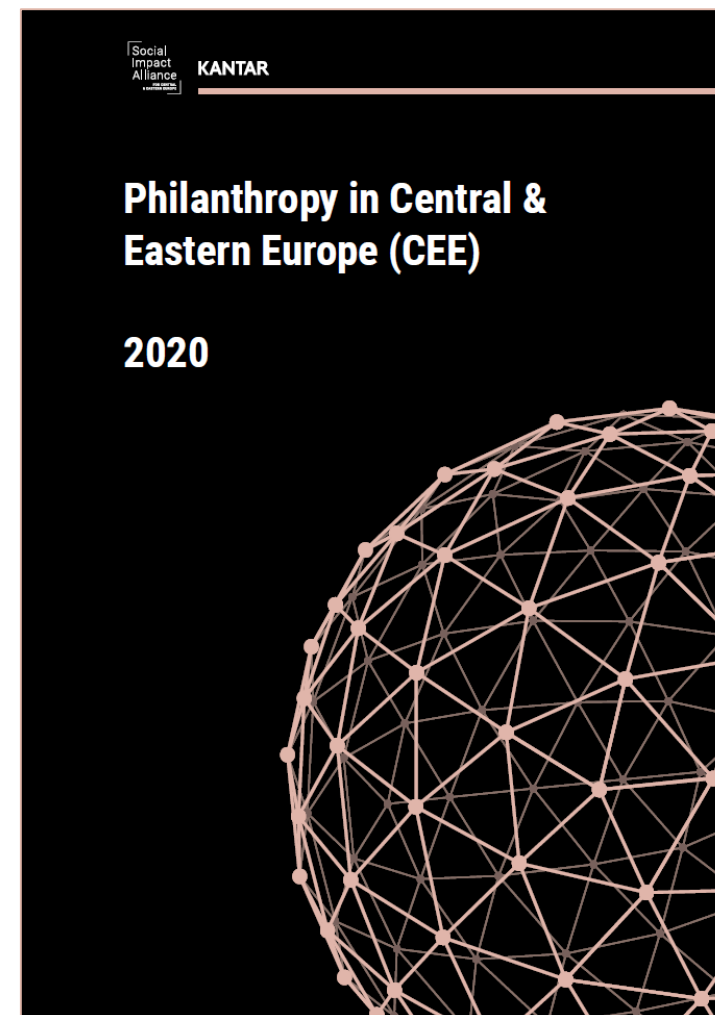
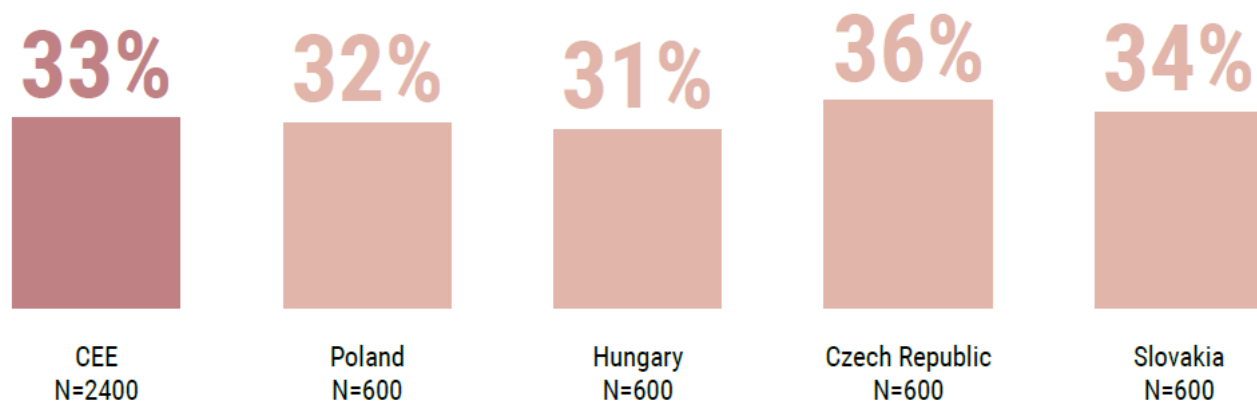
### In the last 12 month, have you donated funds to a SOCIAL PURPOSE ORGANIZATION?

YES (%)

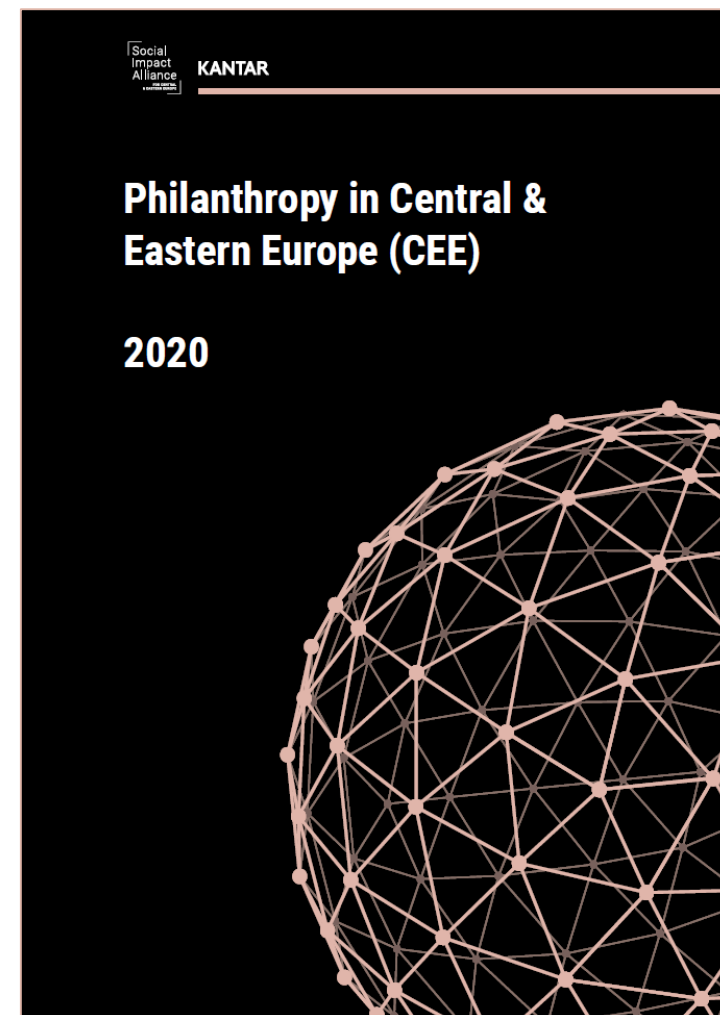


### Have you been involved in volunteering in the last 12 months?

YES (%)



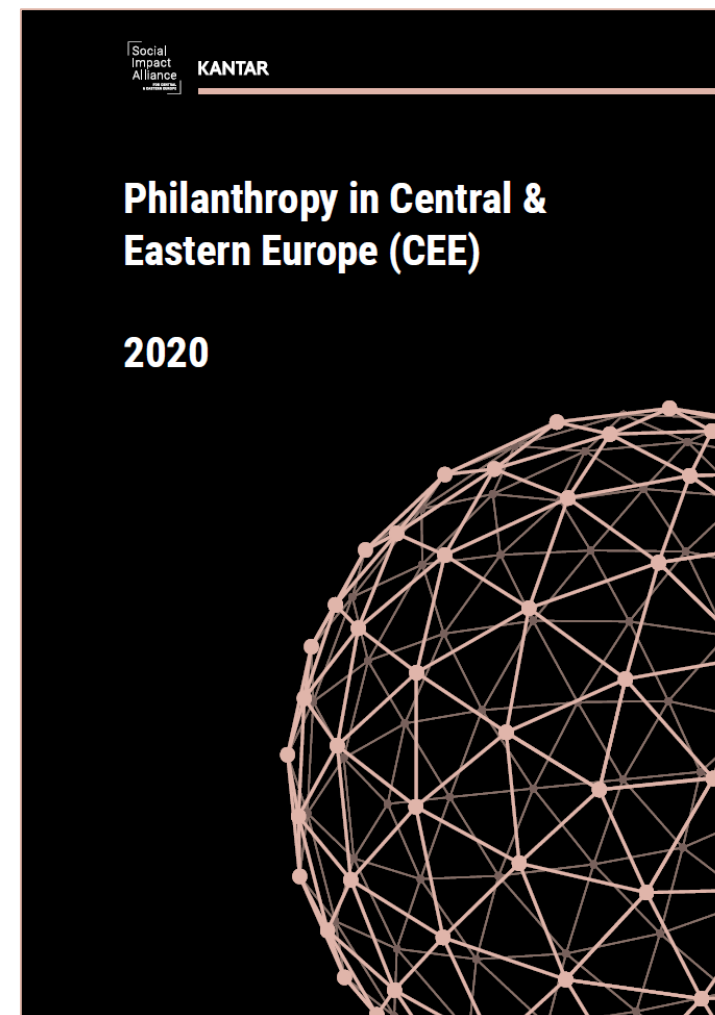
Country	current payments per donor	current payments per citizen	declared payments of donors and non-donors per citizen
<b>Czech Republic</b>	EUR 150 / CZK 3900	EUR 55 / CZK 1,500	EUR 110 / CZK 3,000
<b>Slovakia</b>	EUR 110	EUR 45	EUR 100
<b>Hungary</b>	EUR 85 / FT 30,000	EUR 30 / FT 10,500	EUR 50 / FT 17,000
<b>Poland</b>	EUR 80 / PLN 350	EUR 40 / PLN 180	EUR 75 / PLN 330



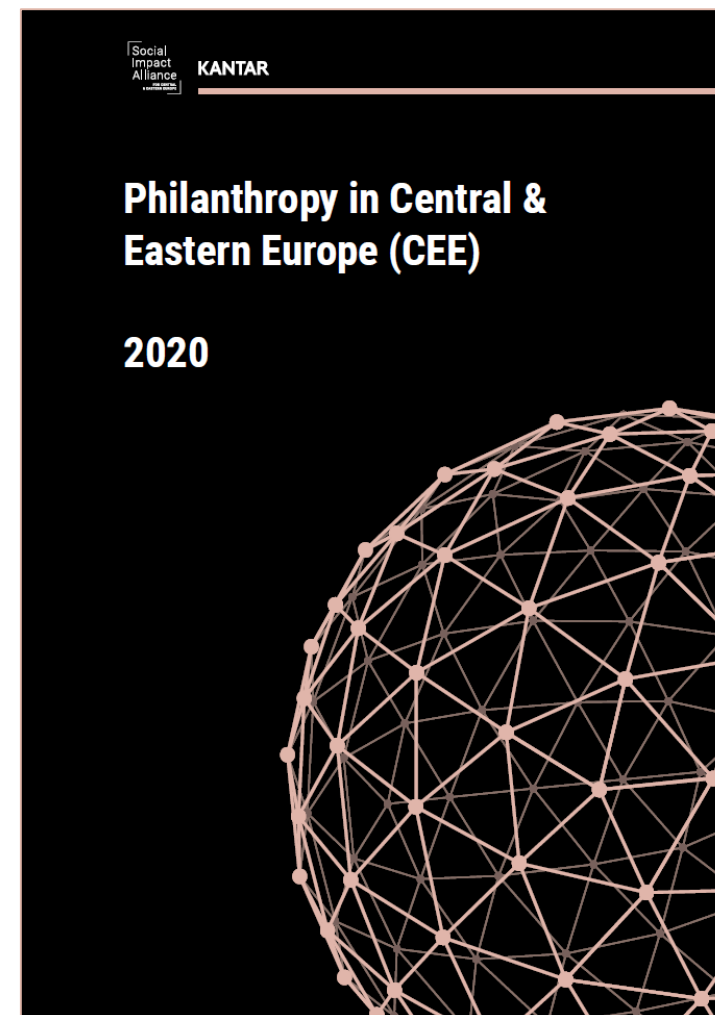
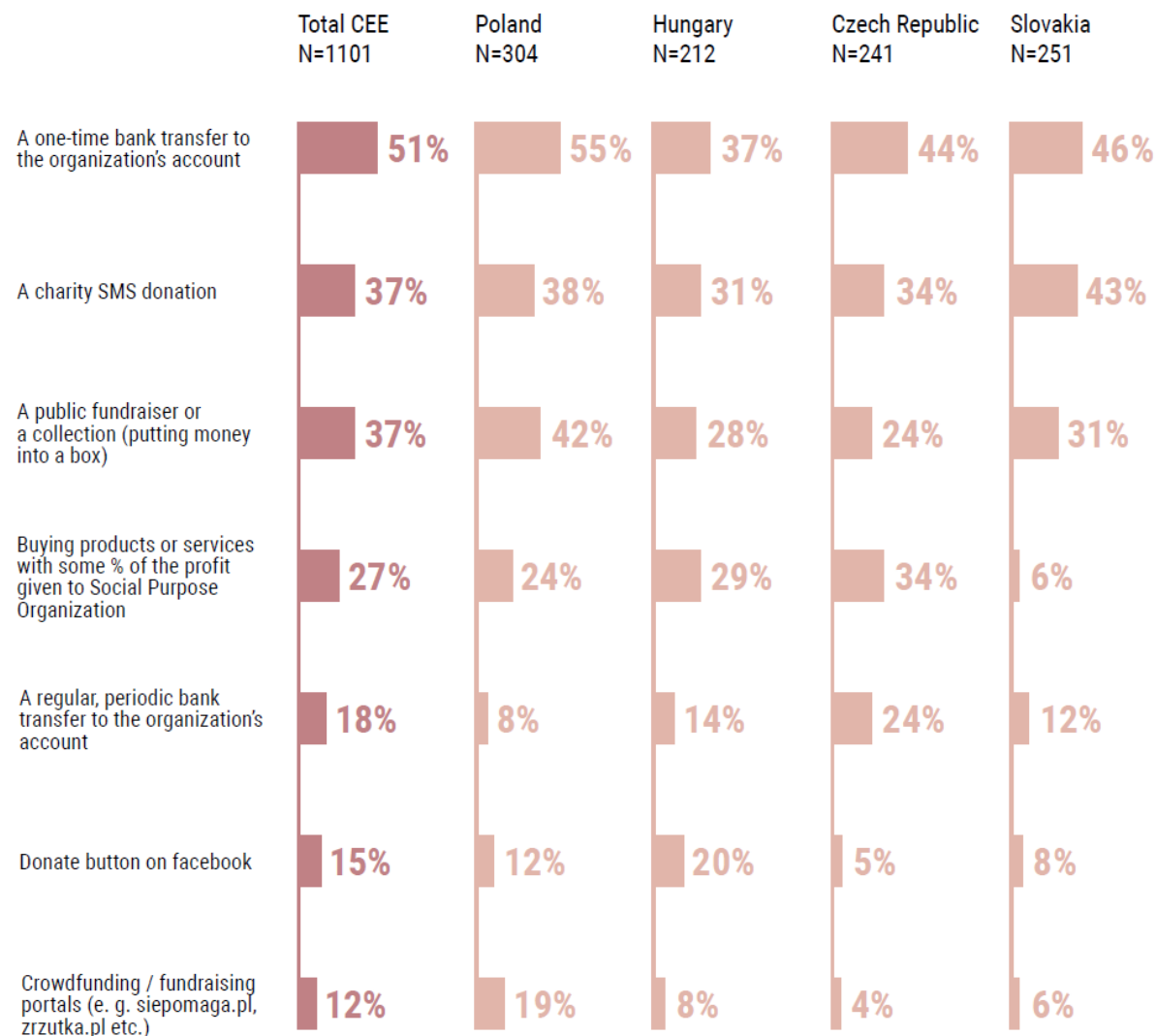
## We calculated how much money CEE citizens donate to philanthropy

age 18-65

Country	EUR
Poland	approx. EUR 1.0 billion
Hungary	approx. EUR 200 million
Slovakia	approx. EUR 170 million
Czech Republic	approx. EUR 410 million
CEE in total	approx. EUR 1.8 billion



## In what form do you donate funds to SOCIAL PURPOSE ORGANIZATIONS?

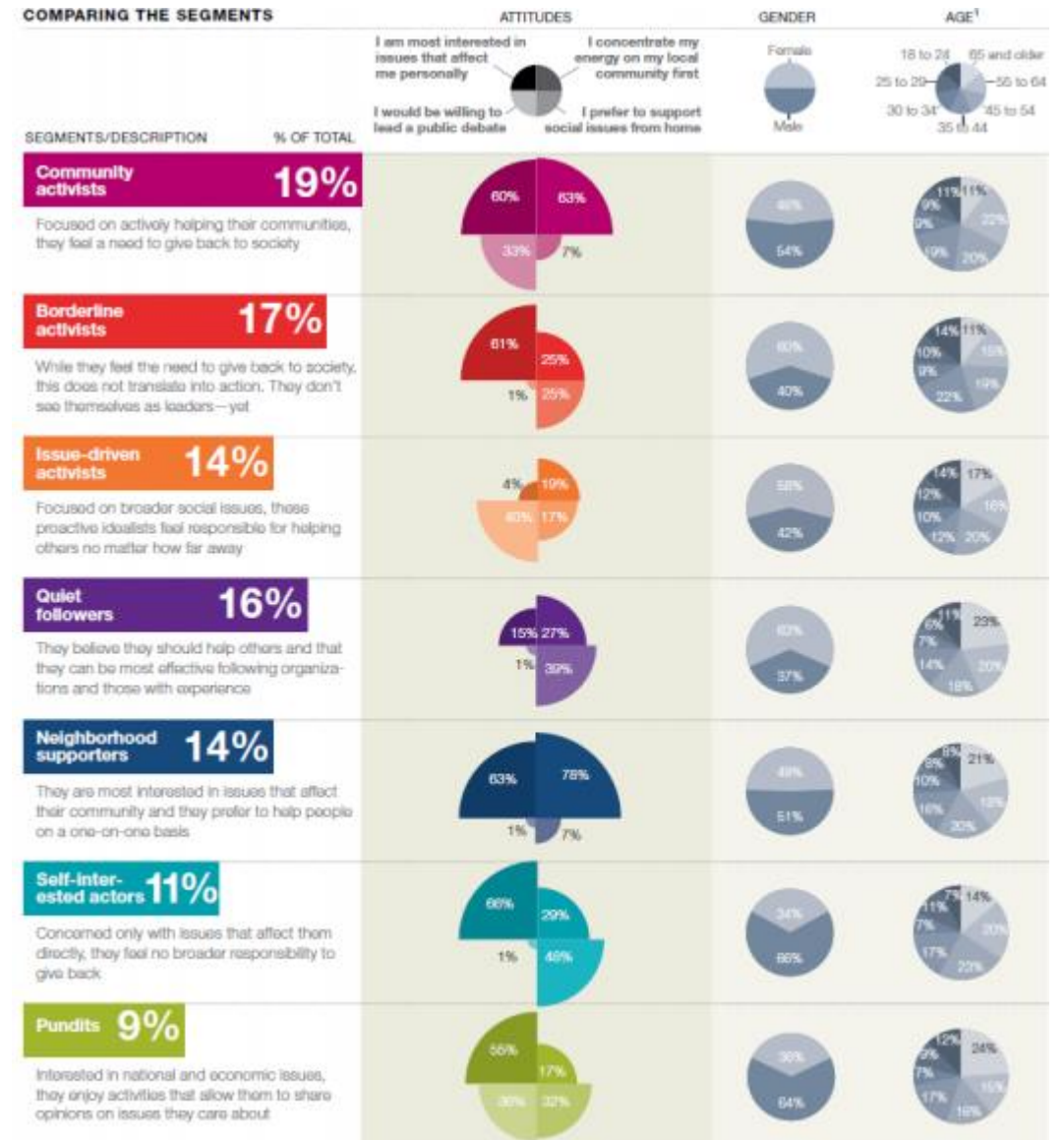


# **DONOR SEGMENTATION**





## COMPARING THE SEGMENTS



<sup>1</sup>Numbers may not add to 100 due to rounding. Source: 2009 McKinsey Public Engagement Survey (n=1,540 US adults)



# Data For Fundraisers In Slovakia

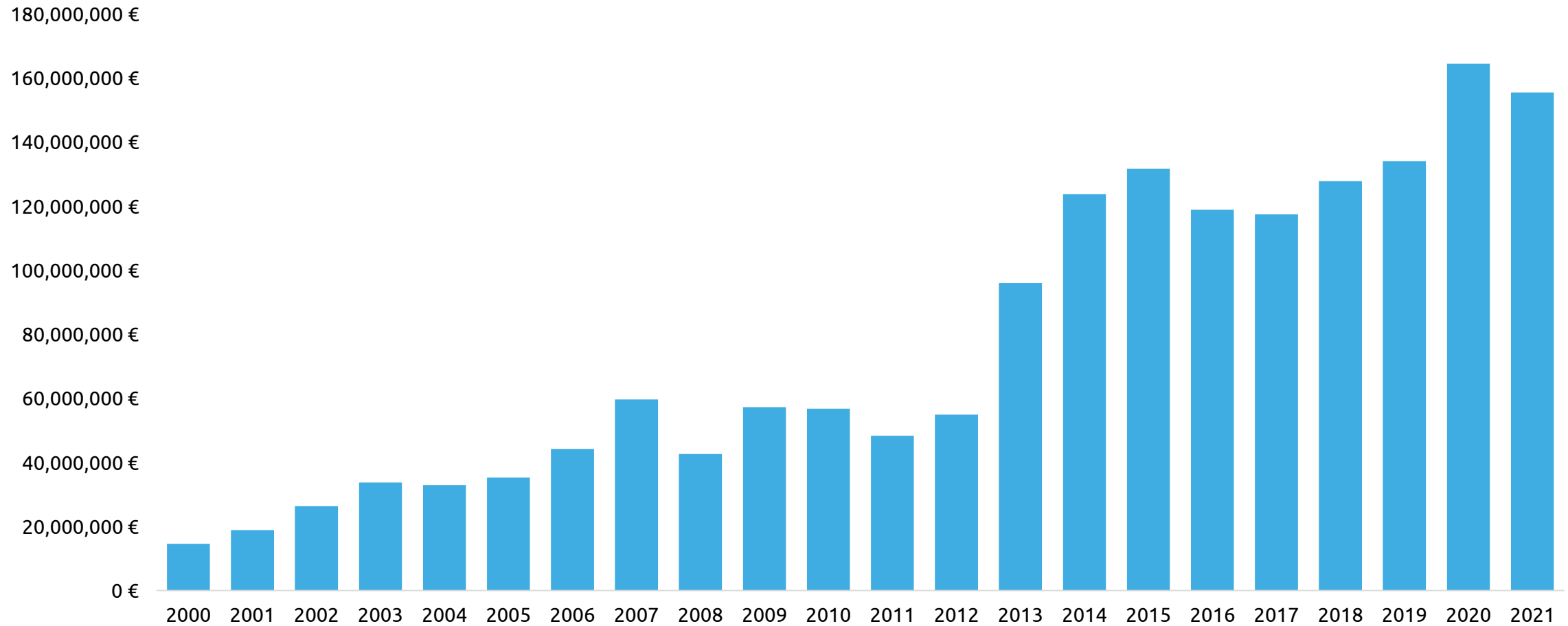
**CEE Fundraising 2023**

Warsaw

27 May 2023

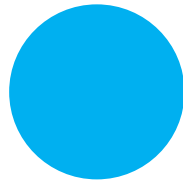
**TOTAL INCOME  
OF NON-EARNING  
ORGANIZATIONS**

# TOTAL DONATIONS & SUPPORT FROM INDIVIDUALS (DOMESTIC)



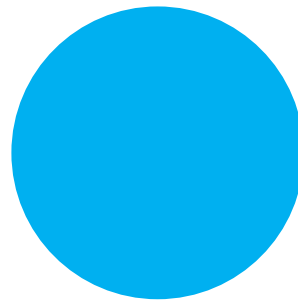
# TOTAL DONATIONS & SUPPORT FROM INDIVIDUALS (DOMESTIC) – 2001, 2011, 2021

18 914 658 €



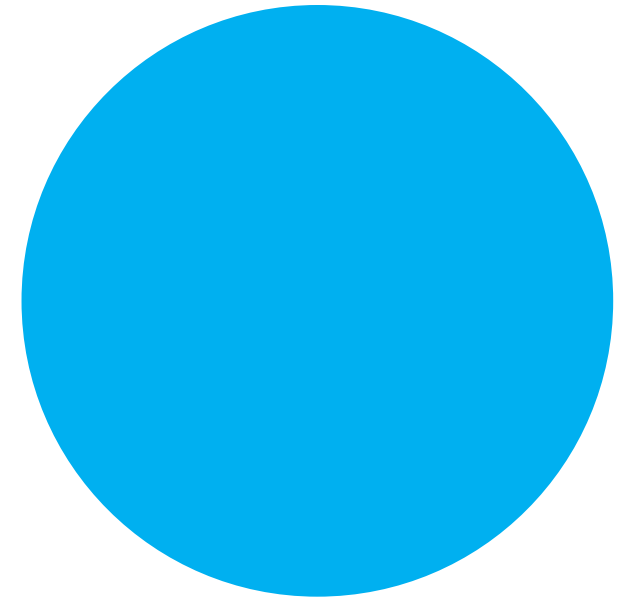
2001

48 306 875 €



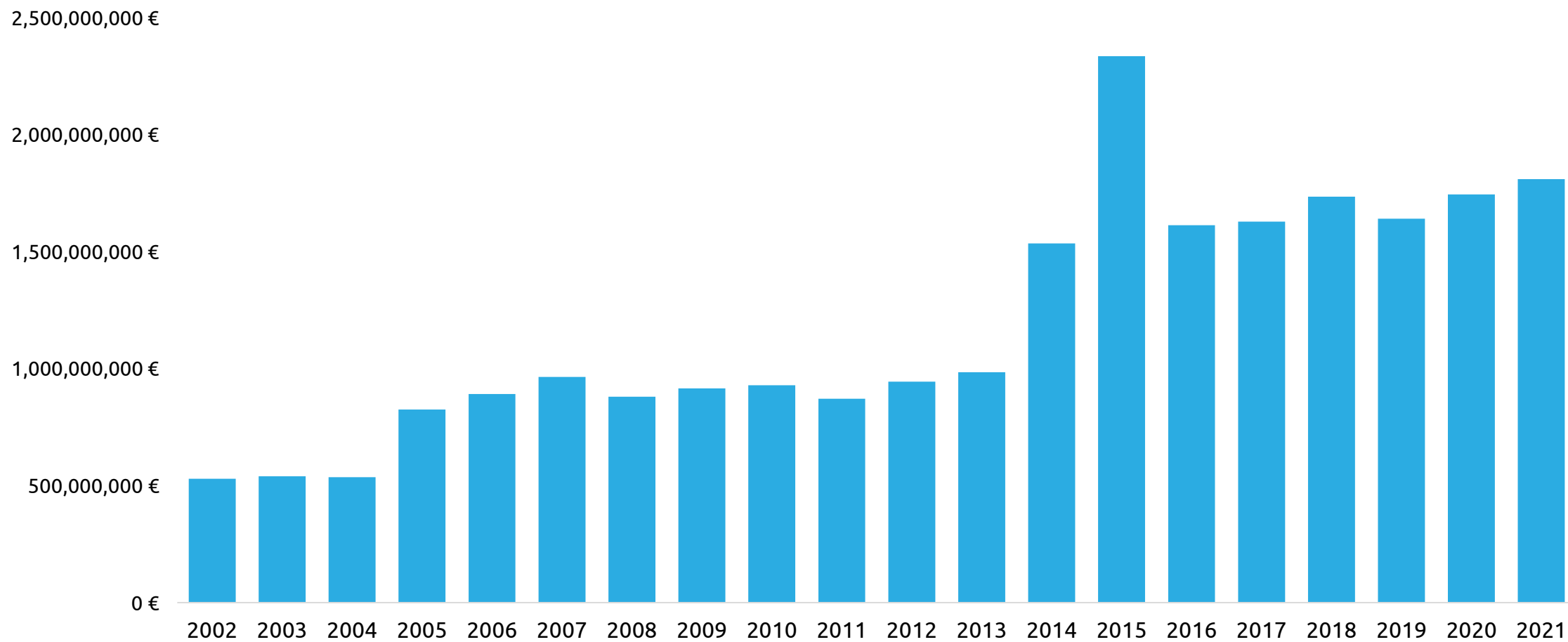
2011

155 479 867 €



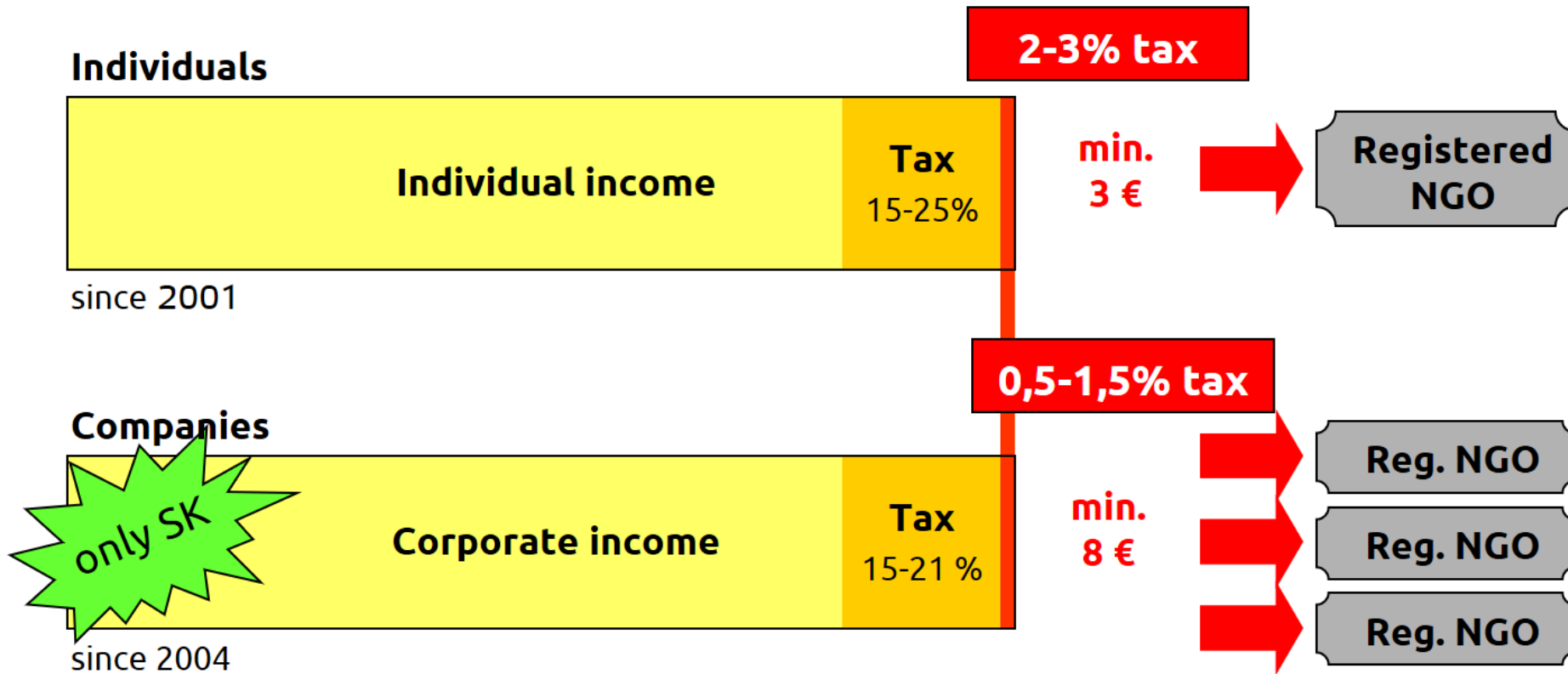
2021

# TOTAL INCOME



# **TAX MECHANISM FOR NGOs**

# INCOME TAX MECHANISM IN SLOVAKIA



- Public benefit purposes
- Through tax returns
- Anonymous

## Podiel dane poukázaný na osobitné účely



Podiel dane poukázaný na osobitné účely

Category	fyzické osoby (v tis. Eur)	právnické osoby (v tis. Eur)
2015	24231	32719
2016	27175	34456
2017	30173	33255
2018	32250	36093
2019	36902	36170
2020	22544	30847
2021	49850	37341

Finančná správa

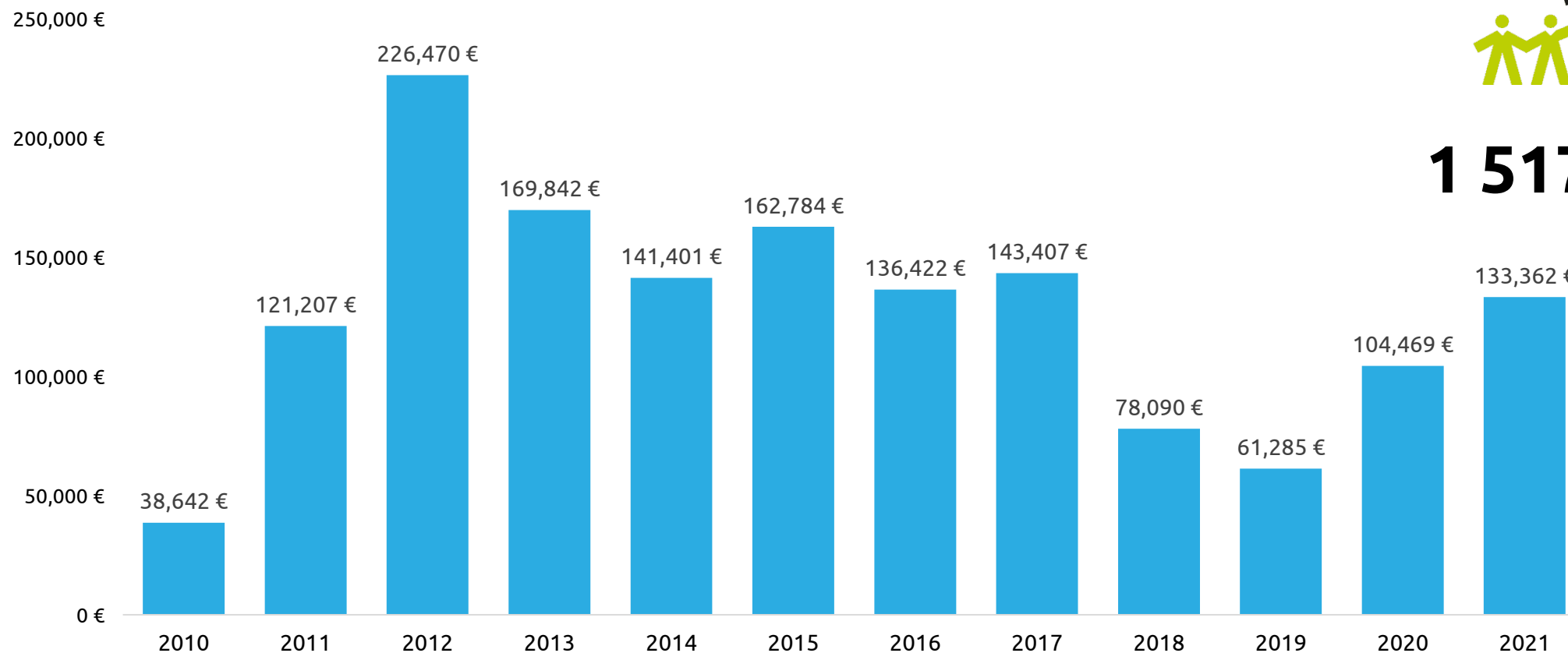
Podiel dane z príjmov fyzických a právnických osôb, ktorý bol v zmysle § 50 zákona o dani z príjmov poukázaný prijímateľovi uvedenému vo vyhlásení o poukázaní podielu zaplatenej dane. Prevedená suma podielu zaplatenej dane k 31.12. kalendárneho roka. Aktualizácia: ročne

# ONLINE PORTALS

LUDIA  
LUDOM  
SK



# LUDIALUDOM.SK – TOTAL GIVING INCLUDING TAX MECHANISM



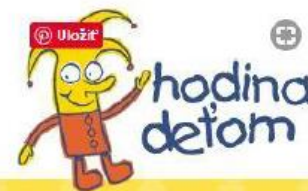
**1 517 381 €**



**Získavajte darcov aj vy!**



# DÔVERUJE NÁM UŽ VIAC AKO 790 ORGANIZÁCIÍ a ich počet stále stúpa...



...a viac ako 700 ďalších organizácií.

# Benefits of DARUJME.sk

in comparison with other forms of individual fundraising

Means of giving	Contact on donor	Possibility of regular gift	Donor can choose size	Average one-off gift	Average regular gift	Automized communication
<b>Darujme.sk</b>	✓	✓	✓	44 €	16 €	✓
Postal order	✓	✗	✓	25 €	✗	✗
SMS/DMS	✗	✓	✗	3,50 €	3,50 €	?
Bank account on the web	✗	✓	✓	?	?	✗
Tin boxes Street collections	✗	✗	✗	?	✗	✗

# Donation platform DARUJME.SK enables payments through

## Cards



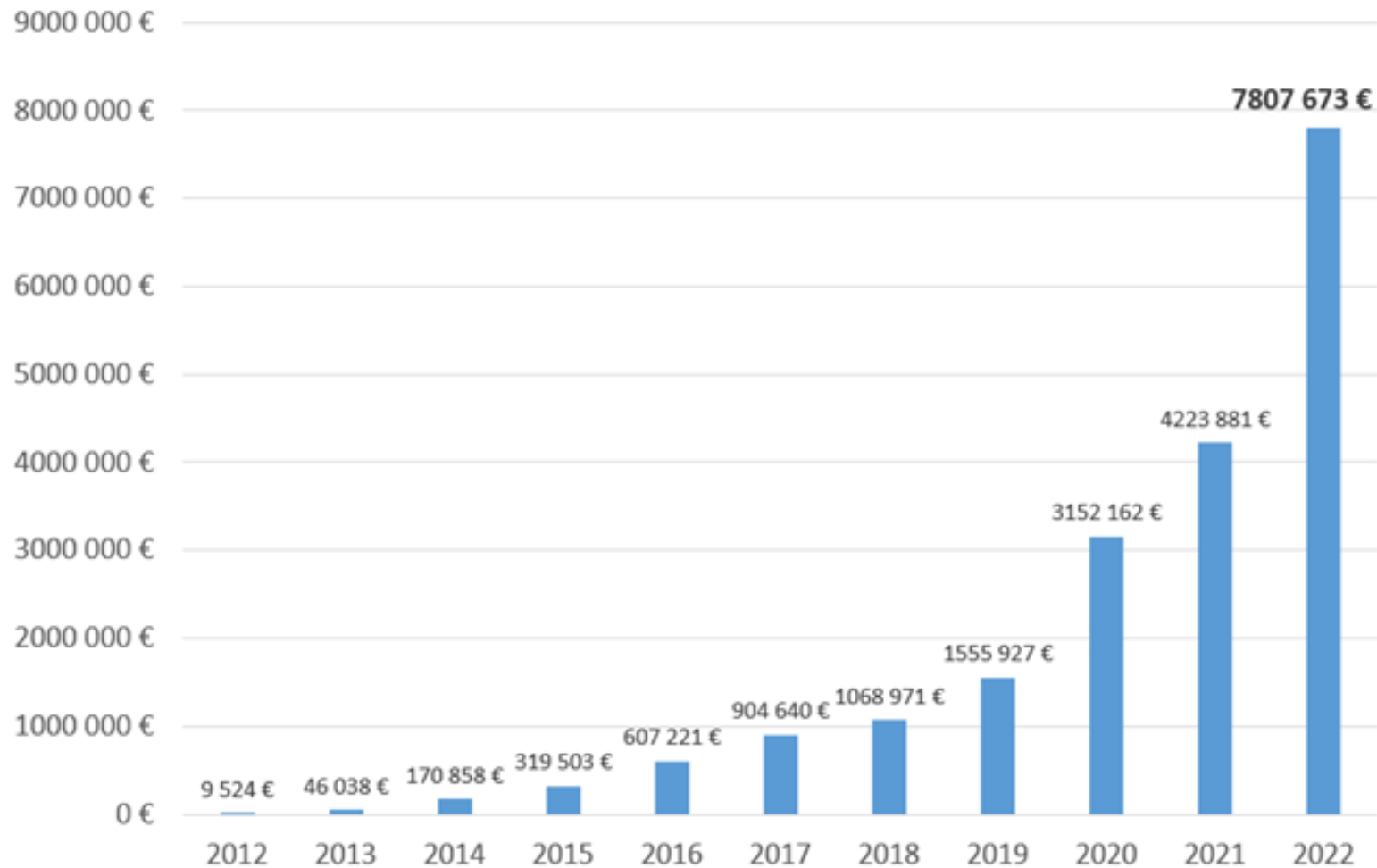
## Donations widgets



## Bank transfers



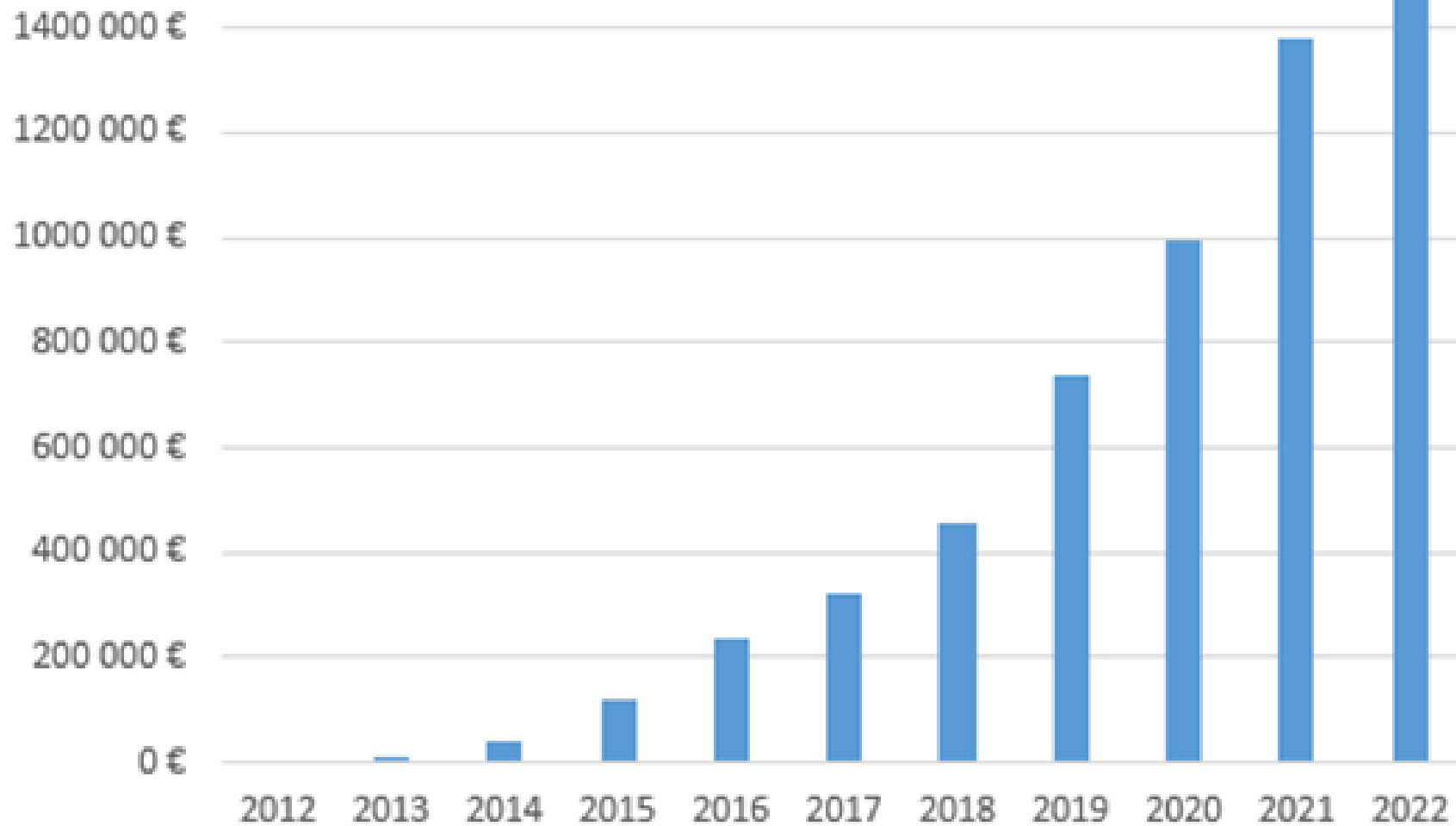
# DARUJME.SK – TOTAL GIVING



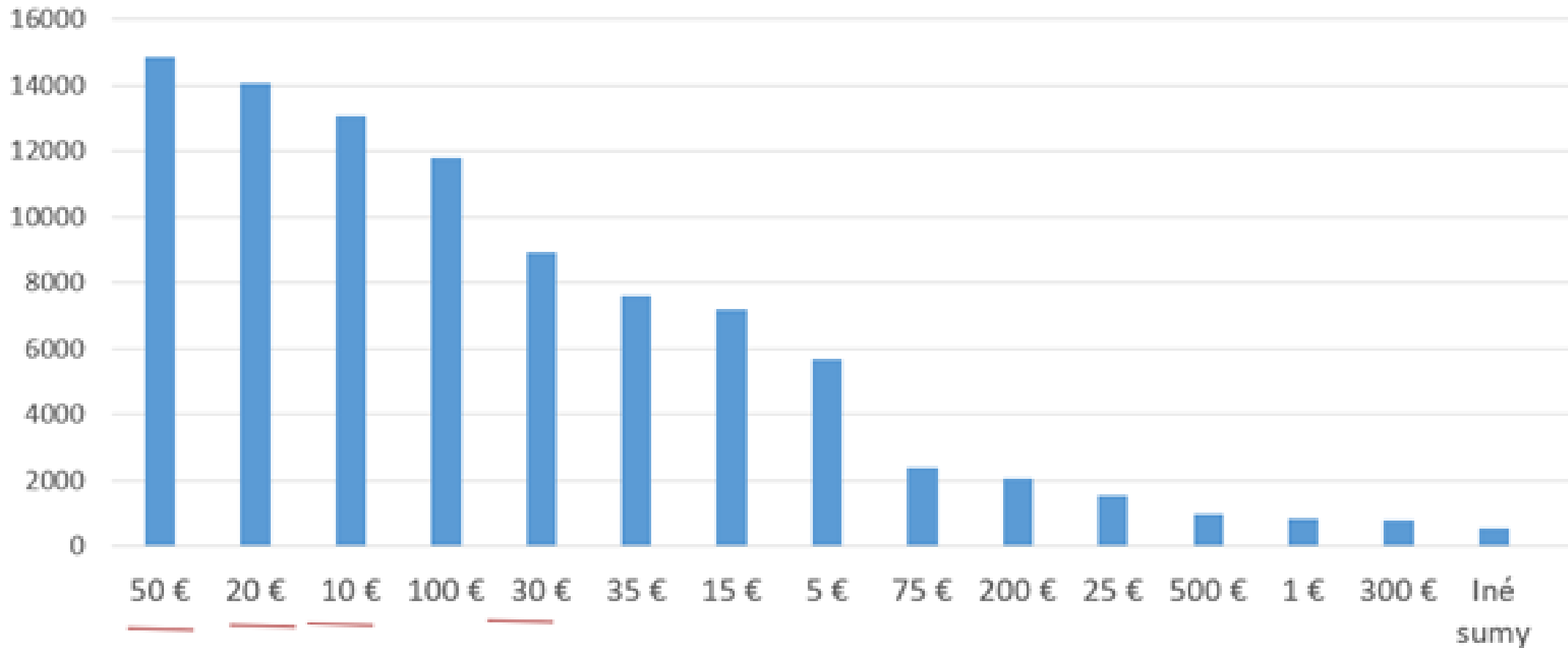
**19 866 096€**

Until 21 October 2022

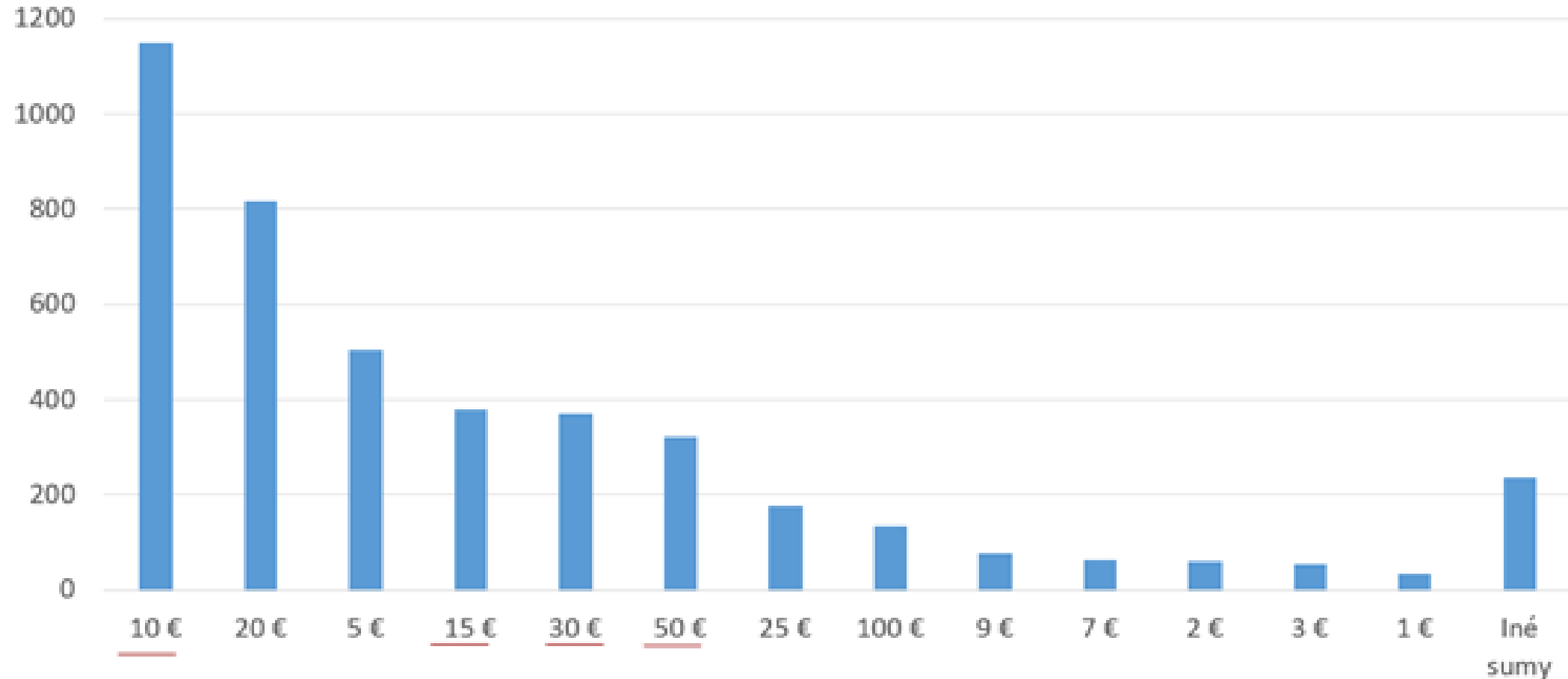
# DARUJME.SK – REGULAR GIVING



# DARUJME.SK – MOST ONE-OFF GIFTS



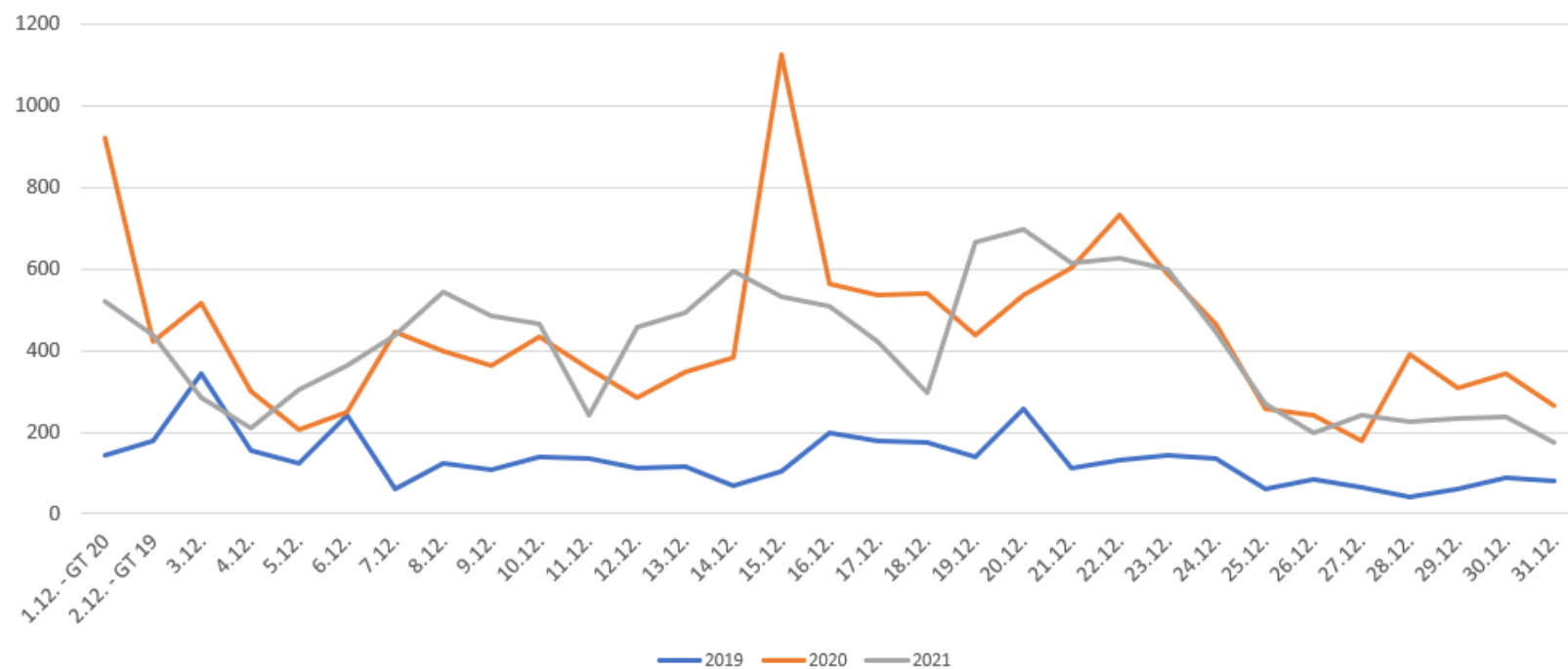
# DARUJME.SK – MOST REGULAR GIFTS



# # OF ONE-OFF DONATIONS IN DECEMBER



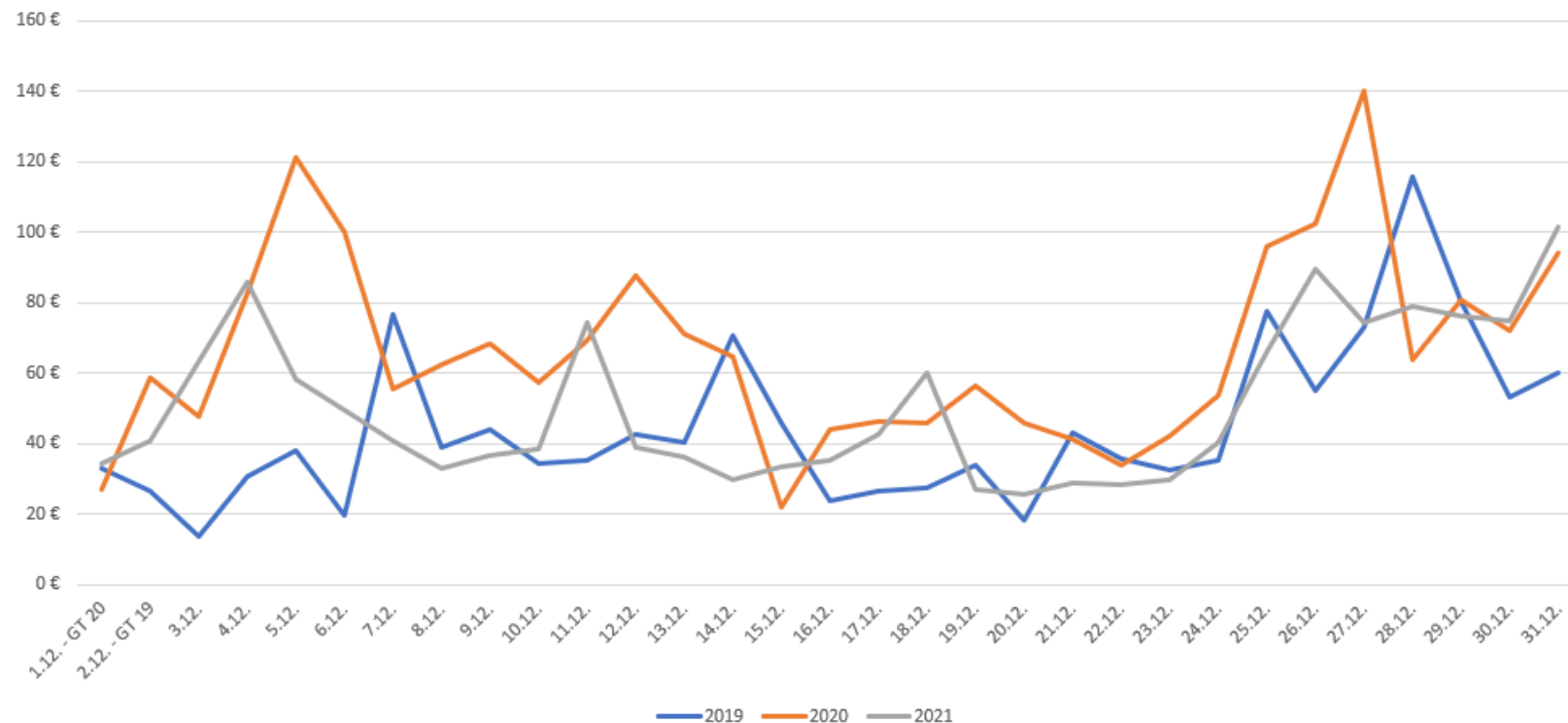
## Počet jednorazových darov v decembri



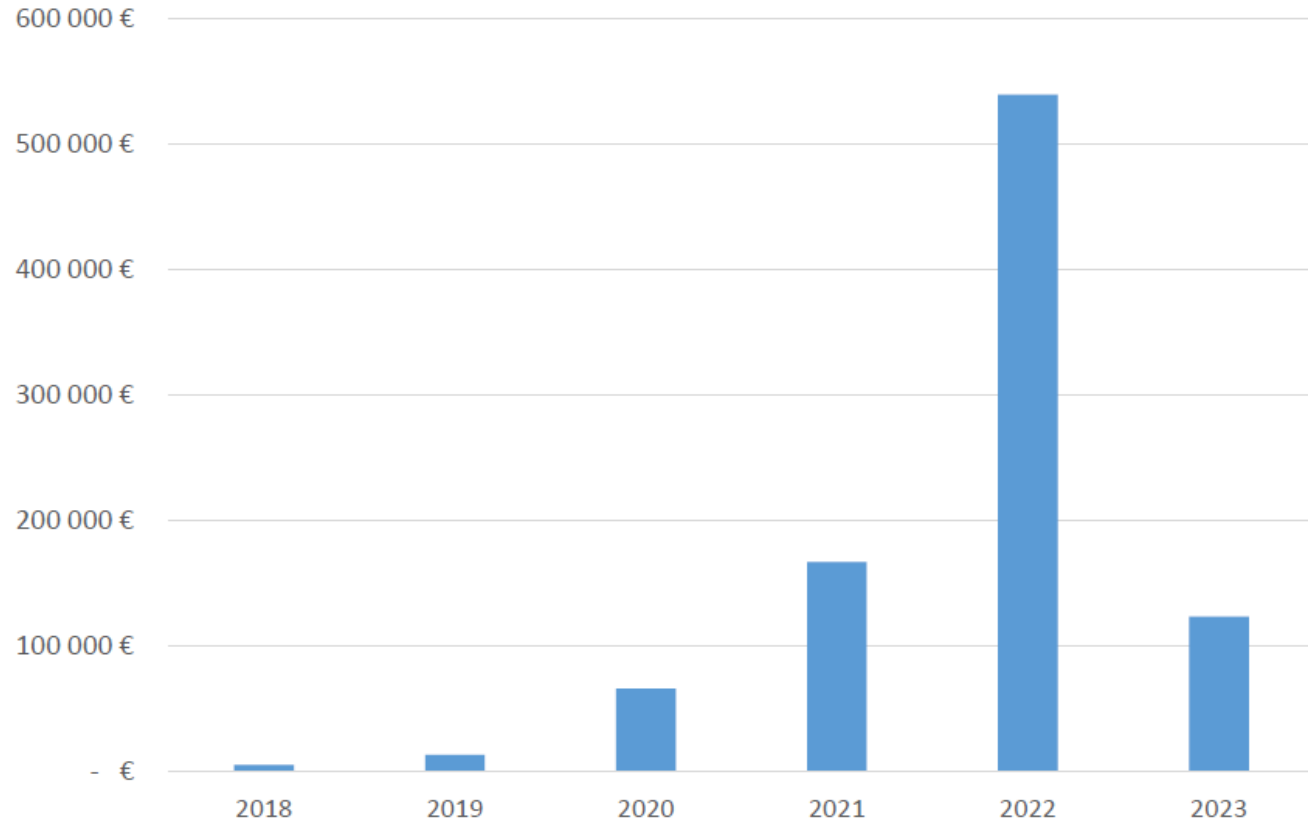
# AVERAGE DONATED SUM IN DECEMBER



## Priemerná darovaná suma v decembri



# DONATIONS THROUGH APPEALS



**912 827 €**

**548 appeals**

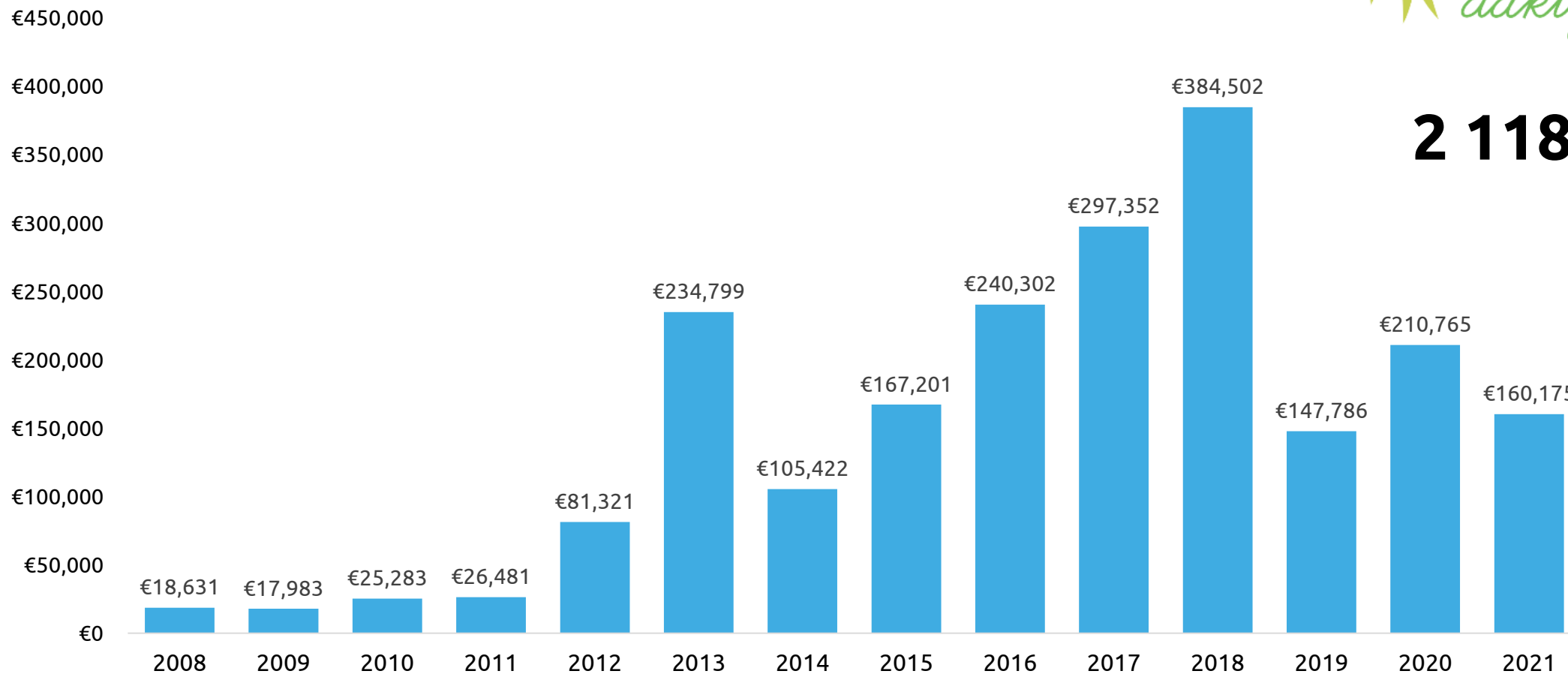
**91 organizations**

**19 832 donors**

The logo consists of two stylized human figures in a light green color. Each figure has a rounded body and a small circular head. They are positioned side-by-side, with their bodies slightly overlapping.

*děkujeme.sk*

# DAKUJEME.SK – TOTAL GIVING



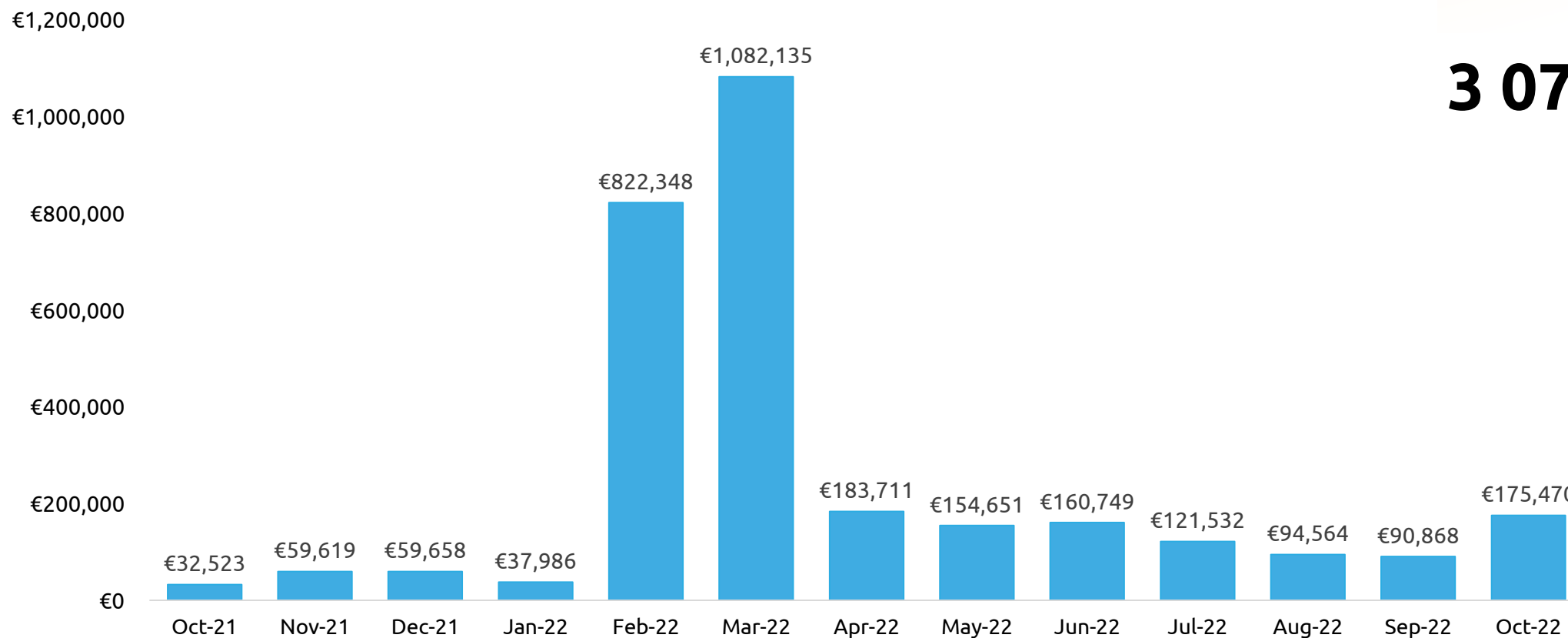
**Donio**



# DONIO.SK – TOTAL GIVING

**Donio**

**3 075 814 €**



# **GIVING TUESDAY DATA**

Zapojte sa ▾

Zoznam organizácií

Na stiahnutie

#Giving  
Tuesday

O #GivingTuesday

Blog



# SVIATOK ŠTEDROSTI A DOBRÝCH SKUTKOV

DARUJTE SVOJ ČAS, PENIAZE ALEBO VECI TÝM, KTORÍ TO POTREBUJÚ

Chcem podporiť



# SOURCES OF DATA

- Statistical offices, Government data
- Reports of national FR associations
- Academic institutions/research centres
- NGOs developing philanthropy/fundraising

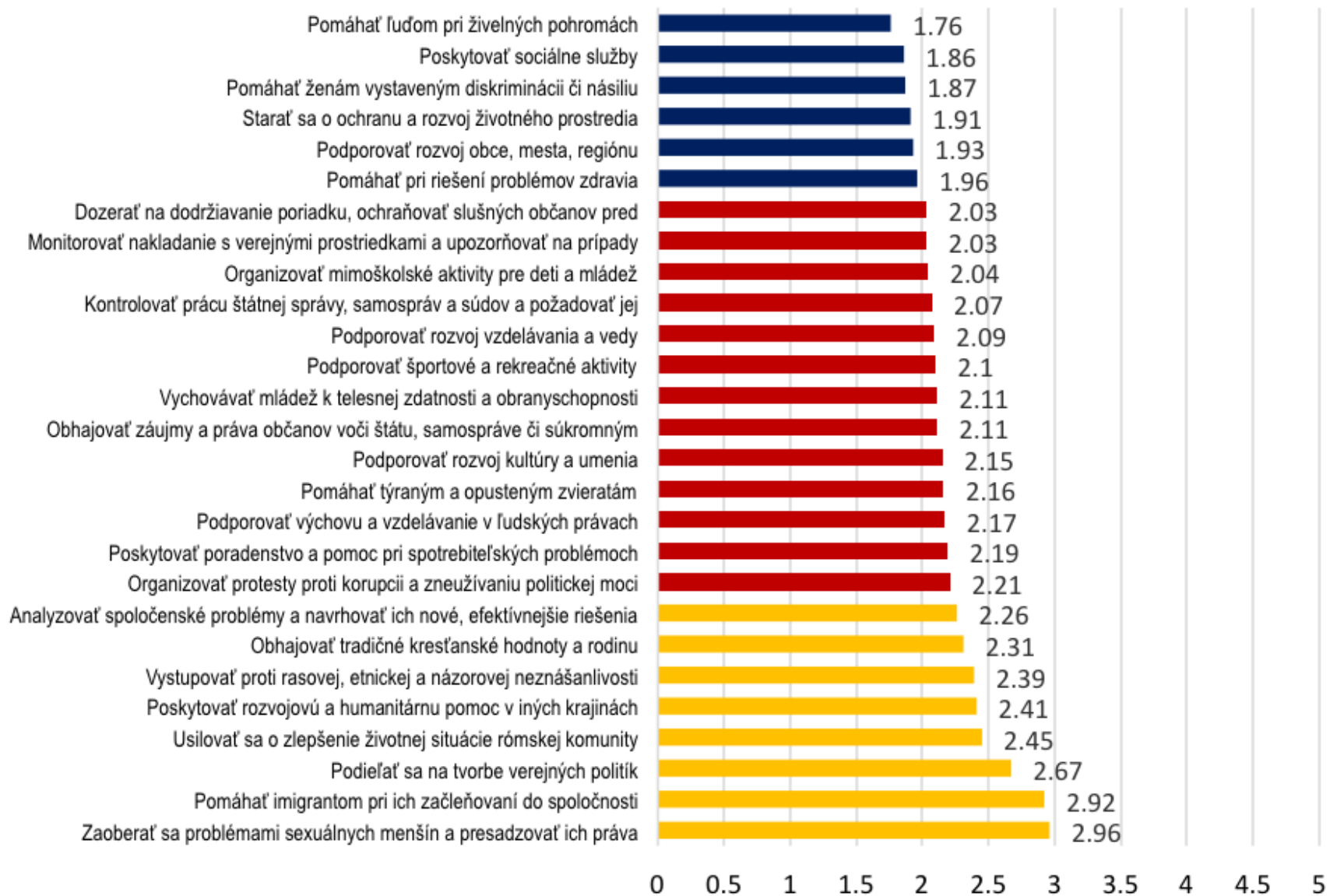


# SOURCES OF DATA

- Consumer profiles by commercial agencies
- Public polls & surveys
- Annual reports of competing organizations
- Media, press, DTBs, rankings, etc.

**NGOs**  
**USEFULLNESS**

## Mimovládne organizácie podľa priemernej miery užitočnosti (1=užitočné, 5=neužitočné)





# CHANGES IN THE ENVIRONMENT

- Pandemics and its impacts
- War in Ukraine and funds for
- Cost of living/giving crisis
- Growth of individual (online) giving
- Changes in the public funds
- „Philanthrocapitalists“ and major donors emerging
- CSR/ESG and corporate support



# FUNDRAISING TRENDS IN 2023

- Digital fundraising becoming a norm
- E-mail marketing maintains strong position
- Social media remain key to reach increase
- Future of events in post-Covid19 is hybrid
- Recurring giving more important than ever
- Non-Profit & For-Profit connections strenghten



Slovak  
Fundraising  
Centre

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- [skczfundraising.org](http://skczfundraising.org)