



Электронная библиотека
Гражданское общество в России

I. V. Mersiyanova
L. I. Yakobson

Philanthropy in Russia: Public Attitudes and Participation

Электронный ресурс

URL: [http://www.civisbook.ru/files/File/Philanthropy in Russia.pdf](http://www.civisbook.ru/files/File/Philanthropy%20in%20Russia.pdf)

Перепечатка с сайта НИУ-ВШЭ
<http://www.hse.ru>

URL: <http://www.civisbook.ru>

STATE UNIVERSITY
HIGHER SCHOOL OF ECONOMICS

CIVIL SOCIETY MONITORING

I.V. Mersiyanova, L.I. Yakobson

PHILANTHROPY IN RUSSIA



PUBLIC ATTITUDES
AND PARTICIPATION

STATE UNIVERSITY
HIGHER SCHOOL OF ECONOMICS

CIVIL SOCIETY MONITORING SERIES

I.V. Mersiyanova, L.I. Yakobson

PHILANTHROPY IN RUSSIA

PUBLIC ATTITUDES
AND PARTICIPATION



Publishing House of the State University
Higher School of Economics

Moscow
2010

UDC 364.6
BBC 65.278
M52

The research underlying this publication has been implemented within the framework of the Program of Fundamental Research at the State University — Higher School of Economics, Moscow.

This publication was made possible with financial support from the Evolution and Philanthropy Company.

Mersiyanova, I. V. Philanthropy in Russia: Public Attitudes and Participation / I. V. Mersiyanova, L. I. Yakobson ; State University — Higher School of Economics. Moscow : Publishing House of the State University — Higher School of Economics, 2010. — 96 pp. (Civil Society Monitoring Series). — 500 copies — ISBN 978-5-7598-0742-1 (bound in cover).

This book presents the results of public opinion surveys on participation in charitable activity in Russia. This includes volunteerism and donations, as well as surveys on attitudes towards issues related to interaction between the State and charity providers. These surveys were conducted by the Center for Civil Society Studies and the Non-profit Sector (State University — Higher School of Economics) within the framework of monitoring the status of civil society in Russia.

The data provided characterizes the environment for the development of charitable activity in Russia, the level of the Russian people's participation in volunteer work and charitable donations, assessments of the interaction between the State and charitable organizations, and between Russian and foreign charitable organizations.

This book will be of use to social and political scientists, economists, teachers and students of the social sciences, experts, and anyone interested in the status of charitable activity and civil society development in the Russian Federation.

UDC 364.6
BBC 65.278

ISBN 978-5-7598-0742-1

© I. V. Mersiyanova,
L. I. Yakobson, 2010
© Edition Design. Publishing House
of the State University — Higher
School of Economics, 2010

CONTENTS

Foreword.....	5
<i>Chapter I.</i> The Development Environment for Charitable Activity in Russia	
§ 1. Engagement in Charitable Activity in Russia.....	7
§ 2. People in Need of Social Assistance: Who Should Help, Who Does Help	10
§ 3. Spheres in Need of Charitable Activity and Government Support	16
§ 4. Russian Charitable Organizations and the Public: Issues of Trust	22
<i>Chapter II.</i> Russians Talk about Their Charitable Activities	
§ 5. Public Participation in Charitable Activities	29
§ 6. Russians Personal Charitable Activity Priorities	31
§ 7. Community Based Charitable Activity	34
§ 8. Prospects for Individual Participation in Charitable Activities	41
<i>Chapter III.</i> Russian's Involvement in Volunteerism	
§ 9. Level of Russian's Involvement in Volunteerism.....	45
§ 10. Ways To Involve Russians In Volunteer Work	48
§ 11. Motivation and Constraints for Charitable Activities	53
<i>Chapter IV.</i> Russian Donation Practices and the Relationship between Those Giving and Receiving Aid	
§ 12. Level of Russian's Involvement in Making Donations	57
§ 13. Conditions for Increasing Private Donation Activities.....	62
§ 14. The Relationship between Those Giving and Receiving Aid	64

*Chapter V. Public Perceptions of the Interaction between the State
and Charity Providers*

§ 15. Assessment of Interactions between State and Donors	69
§ 16. Assessment of Interactions between State and Russian Charitable Organizations.....	75
§ 17. Trust in Foreign Charitable Organizations and People's Assessment of Their Interactions with State	80
Philanthropy, Civil Society, and Russia's Future (Conclusion)	84
List of Empirical Information Sources	94

FOREWORD

This book is the third volume of information gathered in the process of monitoring civil society. It outlines the participation of Russian citizens in charitable activity, and provides an assessment of relations between the State and philanthropists. The relevancy of this book has increased as a result of a conceptual study conducted by the Ministry of Economic Development of the Russian Federation. This study, to promote charitable activity and volunteer work in Russia, has led to an implementation plan for an advanced concept in 2009–2010. The Draft Concept was developed in relation to Item 18 of the 2008 Russian Federation Government Action Plan concerning fundamental provisions of the Medium-Term Program for Socio-Economic Development in the Russian Federation (2006–2008). The Concept defines targets and the primary focus for activities that will realize the potential for charities and volunteerism to serve as development resources for society. These include facilitating the promotion of innovative practices to address social problems by allowing the replacement of budgetary funding sources with non-budgetary funds and integrating the work of volunteers as additional human resources in the social sphere.

Material from the All-Russian representative public opinion survey conducted by the State University — Higher School of Economics in October 2008 forms the empirical basis for this publication. The All-Russian Public Opinion Studies Center (VTSIOM) compiled the information. The population sample included 1,600 people who were selected on the basis of a multi-stage stratified territorial random sampling. The toolkit for the survey was designed by I.V. Mersiyanova and L.I. Yakobson.

The authors would like to thank A.E. Shadrina (Ministry of Economic Development for the Russian Federation), the staff of the All-Russian Public Opinion Studies Center for the survey-toolkit design proposals, the Public Opinion Foundation for cooperation in setting up a template for output information, and personally, Tatiana Lebedeva (Public Opinion Foundation) for her participation in describing the primary survey data.

In addition to the survey data described above, this book provides the collected results of other All-Russian public opinion polls as well as expert and municipal employee opinion-poll research (see, List of Empirical Information Sources) conducted by the Center for Civil Society Studies and Non-profit Sec-

tor (State University — Higher School of Economics) in 2007–2008. These were conducted in cooperation with the Public Opinion Foundation and the All-Russian Public Opinion Studies Center.

This edition consists of five chapters and annexes that present survey responses and an analysis in reference to Russia as a whole, and individual socio-demographic indicators.

Chapter One, *The Development Environment for Charitable Activity in Russia*, describes attitudes towards those engaged in charitable activity, opinions concerning who should help people in need and those who are providing this assistance. It also presents segments of the social sphere where charitable activity and state support are most needed. The issue of how much confidence people in Russia have in charitable organizations is also covered.

Chapter Two, *Russians Talk about Their Charitable Activities*, describes the respondents' views on public participation in charitable activity. This includes opinions on community based charity, the types of activities preferred and prospects for the development of individual giving.

Chapter Three, *Russian's Involvement in Volunteerism*, defines the scope of activities taking place in Russia and describes the ways in which the Russian people are getting involved in volunteer work, their motivation and constraints to their involvement.

Chapter Four, *Russian Donation Practices and the Relationship between Those Giving and Receiving Aid* discusses issues related to donations made by the Russian people, the conditions for increasing private donations, and Russian's attitudes towards themselves as recipients of assistance.

Chapter Five, *Public Perceptions of the Interaction between the State and Charity Providers* is devoted to analyzing views on the relationship between the State and donors (both Russian and foreign charitable organizations) and the degree of trust that people have in foreign charitable organizations.

We hope this book will be interesting and useful to social and political scientists, economists, teachers and students of social sciences, as well as to experts and all who are not indifferent to the problems Russia is facing today in the development of civil society and philanthropy.

Chapter I

The Development Environment for Charitable Activity in Russia

§ 1. Engagement in Charitable Activity in Russia

The background for the concept of “charitable activity” in Russia is complex and there are competing viewpoints with regard to the concept itself. First, there is the definition approved by state statutory regulations¹. Secondly, the substance of this notion is interpreted differently in the scientific community and by experts. Thirdly, many people attribute charitable activities to institutions that are not considered associated with these activities in countries with more developed traditions for charity (Fig. I.1).

Thus, according to the survey, the number one response (every second respondent) for “Who should be engaged in philanthropy” was *the Russian State* through special government organizations. In addition, almost every fourth respondent indicated that government organizations are the most *actually engaged* in philanthropy. Foreign countries have a different understanding of charity. This vision does not include government agencies among its practitioners because these structures do not support the public good on the basis of voluntary donations but through compulsory tax payments by individuals and legal entities. For the most part Russian academics support the idea of a non-governmental nature for charity².

¹ In compliance with Federal Law No. 135 On Charitable Activities and Charity Organizations, dated August 11, 1995, charity activity is defined as voluntary work done by citizens and legal entities in relation to a disinterested transfer of property (either gratuitous or on favorable terms) to other citizens and legal entities, including transfer of funds, as well as related to disinterested execution of work, rendering of services and other support.

² For instance, in the opinion of R.G. Apresyan, Doctor of Philosophy, “*philanthropy* is an activity by means of which private resources are distributed, on a voluntary basis, by the proprietors for

Slightly less than half of the survey participants believe that the rich and Russian independent charitable organizations should be the most engaged in philanthropy (44% and 42%, respectively). One fourth (26%) assigned that role to Russian industrial corporations and other businesses. Every fifth respondent (20%) believes that individuals should support charity regardless of their own financial position. According to the survey results, charitable activities by foreign organizations are not welcomed by the Russian people. Only 6% said they should be engaged in philanthropy.

28% of the respondents gave no answer to the question *who is engaged in philanthropy?* Almost as many (27%) believe that the rich are the most engaged in philanthropy today. An almost equal number of respondents (22% and 19%, respectively) indicated that Russian state organizations and independent charitable organizations are involved in philanthropic activities. Foreign organizations received low ratings with regard to their actual support as well as a belief that they should support charitable activities in Russia.

It is clear in Fig. I.1 that expectations are higher than the current level of participation. Survey participants indicated that Russian organizations and wealthy people are not doing as much as they could and should be doing. In the poll population's opinion, only "individuals" are actually performing at a level commensurate with expectations. However, these expectations are only supported by every fifth respondent. This indicates that today it is not a characteristic demand among the Russian people that charitable activities be conducted on a massive scale with incentives provided to the general public to encourage participation.

Other data provide more optimistic estimates: almost 60% of the respondents pointed out that everyone should be involved in charity to the degree that they are able, and only 40% perceived it as primarily the responsibility of the rich. This opinion was more prevalent among those living in metropolitan areas (Moscow and St. Petersburg) and retired people.

It is clear there is a need in Russia to develop the institution of mass public participation in philanthropy, as well as institutions that will support this participation. Providing favorable conditions for promoting charitable activities on a national scale should be a priority for state authorities' in their effort to promote

the purposes of giving assistance to people living in need (in the broad sense of the word), solving social problems, as well as improving social living conditions. Financial and material resources, as well as the talents and energy of people, may constitute private resources" (*R.G. Apresyan. Philanthropy: Charity, or Social Engineering // Social Science and the Present, 1998, No. 5, p. 51*).

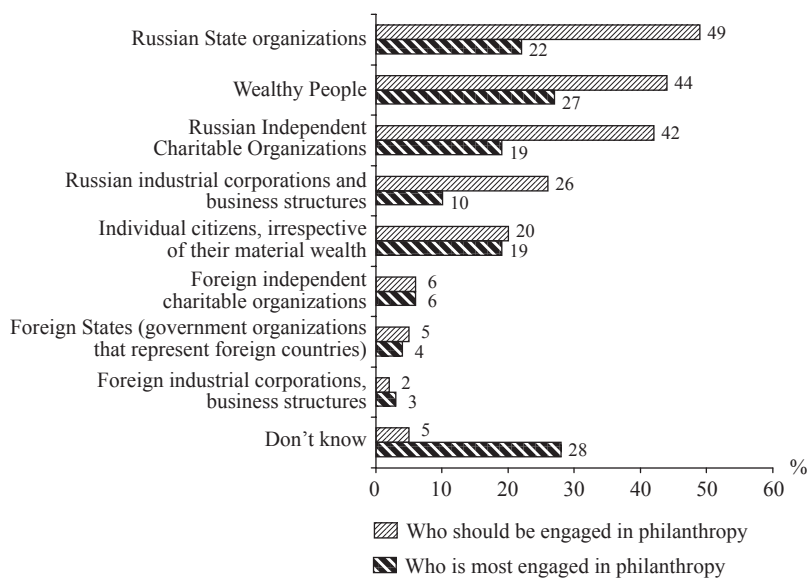


Figure 1.1: Distribution of respondents' answers to the question, "Who should be engaged in philanthropy, and who is most engaged in philanthropy?" (Per cent of respondents to a multiple choice question that allowed for no more than three response options)

the development of civil society institutions in general, and charitable activities and voluntary work in particular. Assistance is needed in the establishment of regional and municipal volunteer centers, promoting organizations that conduct large-scale collection of donations and facilitating the exchange of information and experience. In order to promote mass public participation in philanthropy, the Russian institutional infrastructure requires the establishment of such ancillary organs as specialized auditors to verify the work of charitable organizations seeking donations. It is anticipated that local community foundations will increase their involvement in this process and the instrumental role of local government administrations will be strengthened to support this objective³.

³ For more details see: Providing conditions for attracting non-governmental organizations and citizens into social sphere development and rendering of social services: Final Research Report / State

§ 2. People in Need of Social Assistance: Who Should Help, Who Does Help

There are many people in need of social assistance in Russia. Tentatively, they can be divided into three groups. The first group is the “socially vulnerable”. This group includes the elderly, older people living alone, disabled people, single mothers, orphans, people suffering from serious illnesses and families with many children. The second group consists of people who for a variety of reasons (alcohol addiction, drug abuse, served time in prison etc.) feel rejected by society. The third group is made up of gifted people, those with ideas and initiatives that are interesting and can be useful to other people and the country as a whole. Who should help the “socially weak” in their everyday life? Who should help those who feel rejected by society return to “normal life”? Is it necessary to help gifted people overcome the constraints that prevent them from realizing their potential? Who should be primarily responsible for helping all of these people? Who actually provides members of these three groups with assistance?

Analyzing the distribution of Russian answers to these questions showed a sharp discrepancy between the respondents’ expectations and the role of different charitable actors on the one hand, and their opinions on how these actors are really participating in these activities, on the other (see Figs. I.2, I.3, I.4). According to poll data, in all targeted groups of assistance, the actual involvement of governmental institutions turned out to be 2 to 3 times lower than expected or deemed appropriate. In this case, due to the current situation in our country, the actual and expected roles in philanthropy can be identified mainly in relation to the government’s role in this sphere. A similar fourfold discrepancy exists in relation to charitable organizations and foundations, and a three-to-fivefold discrepancy is shown for large corporations and businessmen. It should be noted that the respondents believe that the State is most likely (61–77%) to satisfy the expectations of these 3 groups for help, less likely are the business community (19–23%), and local charity organizations and funds (19–30%).

In fact, according to the polling data, it is mostly family who provide actual assistance to people. Citizen’s expectations and the scope of real assistance are

University — Higher School of Economics. V.B. Benevolensky, I.V. Mersyanova, B.L. Rudnik, S.P. Shishkin, L.I. Yakobson (Manager) and others. — State Registration Number 0120.0950216. State University — Higher School of Economics, Moscow, 2008. P. 81.

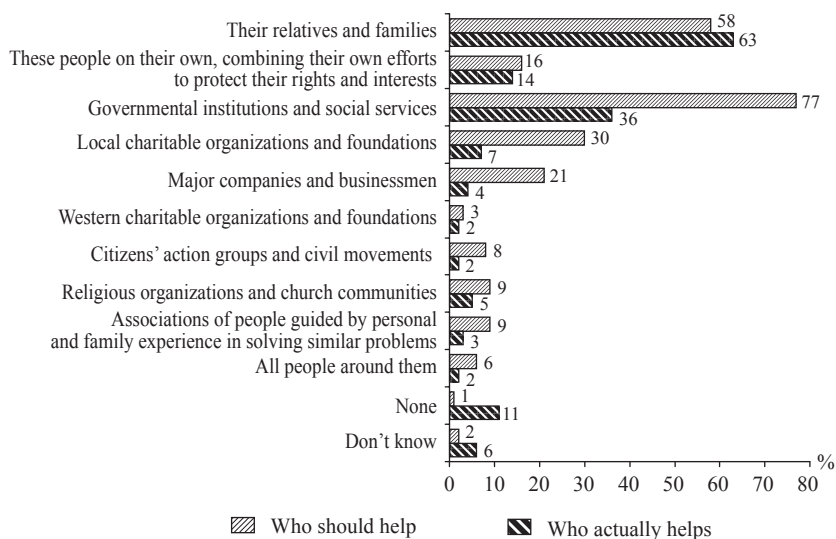


Figure I.2: Distribution of respondents' answers to the question, "Who most of all should help people who are considered "socially vulnerable" (the elderly, people living alone, disabled, single mothers, orphans, and families with many children)? In reality, who most often helps them?" (Per cent of respondents to a multiple choice question that allowed for no more than five response options)

more comparable here. In relation to two groups, actual help was rated higher than the degree of responsibility for families to provide this help.

The survey results found that the people within these groups have the abilities to organize self-help systems. Although it is not as high as family or government, there are no sharp discrepancies between the correspondence between what should be happening and what is happening.

The overwhelming majority of survey participants believe that all of these groups deserve support from society. Only 1–3% was totally against the idea of providing support to the needy. Most of the respondents expect governmental institutions and social services to help: 77% in the case of support for the socially vulnerable and 61% in relation to those who feel rejected by society and the gifted. As for expectations regarding the provision of help, relatives of those requiring help was ranked second ranked by Russians. More than half

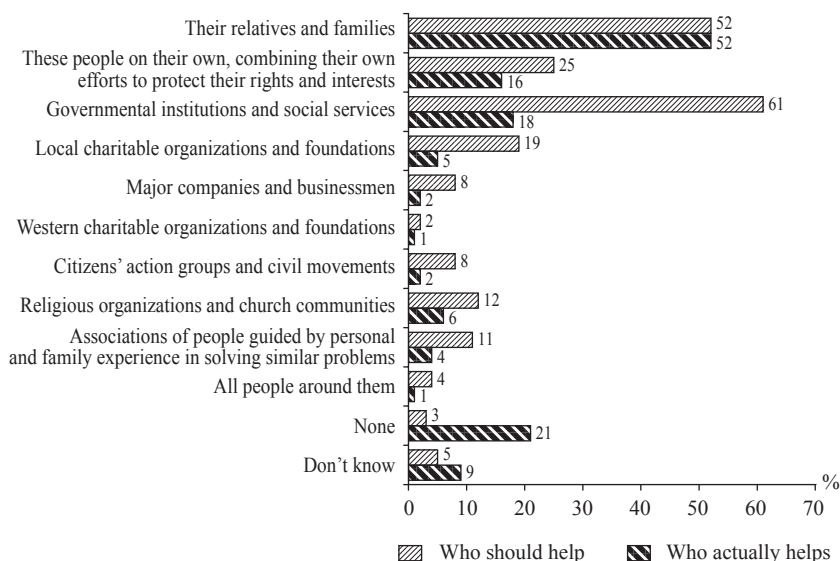


Figure I.3: Distribution of respondents' answers to the question, "Who most of all should help people return to normal life who feel, for different reasons (alcohol addiction, drug abuse, former prisoners etc.); they have been rejected by society? Who actually helps them?" (Per cent of respondents to a multiple choice question that allowed for no more than five response options)

of the respondents indicated that the nearest relatives should help socially vulnerable people and those that feel rejected by society. Less than half (37%) believe that gifted people should get support from their relatives to solve the problems that inhibit their realizing their potential.

A less significant role in rendering assistance to these three groups was assigned to such structures as local charitable organizations, foundations, major corporations, businessmen, organized groups or coalitions of the needy and people with experience addressing related concrete objectives. The survey found that local charitable organizations and foundations should provide assistance first of all to the "socially vulnerable" (an opinion supported by 30% of the respondents), second place to the gifted (23%), and last place to those rejected by society. The order was reversed for major corporations and businessmen with providing support to gifted people rated as most important (27%)

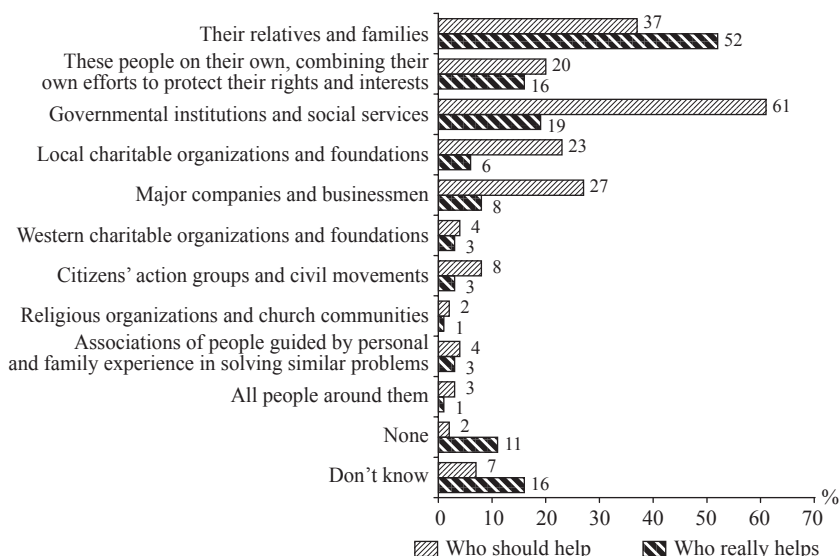


Figure 1.4: Distribution of respondents' answers to the question, "Is it necessary to help gifted people, those with ideas and initiatives that are interesting and can be useful to people and the country as a whole, overcome the constraints that prevent them from realizing their potential? If so, who most of all should help them and who actually does help them?" (Per cent of respondents to a multiple choice question that allowed for no more than five response options)

and the socially vulnerable second place (21%). As for those who expect businessmen to aid those who feel rejected by society, they amount to a mere 8% of the population. In the opinion of one fourth of the survey population, the group that feels rejected by society should count on themselves for help. Expectations for assistance from religious organizations and church communities were quite low. Similar expectations were voiced in relation to associations of people with personal or family experience coping with similar problems, groups of active citizens and citizen movements. The survey demonstrates that for the most part the Russian people do not expect foreign charitable organizations and funds to provide assistance to help any of the groups of needy people in our country.

In reality, based on the information provided, relatives and families of those in need constitute almost the only reliable source of assistance for all

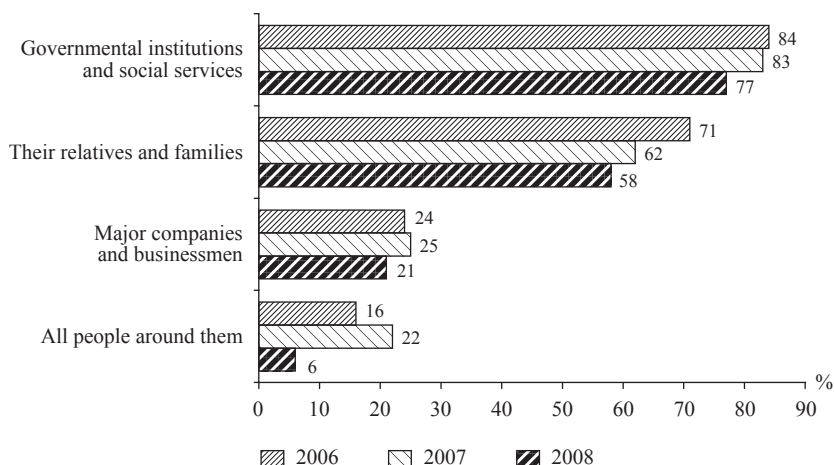


Figure I.5: Distribution of respondents' answers to the question, "Who should help people who are considered "socially vulnerable" (the elderly, people living alone, disabled, single mothers, orphans, and families with many children)?" (Per cent of respondents, sampled, by year)

three groups. In the opinion of 36% of the respondents, governmental institutions and social services are of most assistance to the "socially vulnerable". Levels of respondents who mentioned such assistance in relation to the gifted and those feeling rejected by society are 19% and 18%, respectively. More or less significant assistance may be obtained through the efforts of those suffering uniting to protect their own rights and interests. Results from survey participants found that other structures provide insignificant assistance. A substantial number (21%) believe that no one helps people who feel rejected by society and almost half as many (11%) believe that the socially vulnerable and gifted do not receive any assistance.

It is significant that several indicator dynamics in this section have been observed over the last three years (see, List of Empirical Information Sources [7, 8]). There has been a decrease in both the percentage of the Russian people who assign the role of providing assistance (to all three categories) to their relatives and the amount of help they are actually providing (see Figs. I.5, I.6, I.7). With regard to help for the socially vulnerable and those who feel rejected by

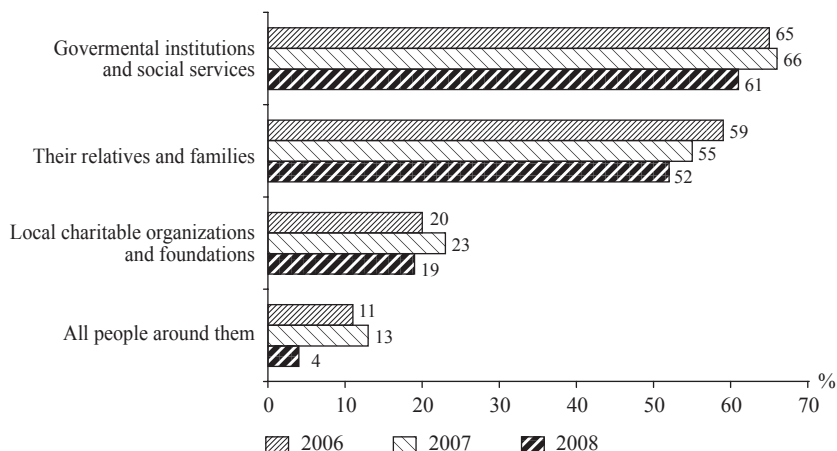


Figure I.6: Distribution of respondents' answers to the question, "Who should help people return to normal life who feel, for different reasons (alcohol addiction, drug abuse, former prisoners etc.), they have been rejected by society?" (Per cent of respondents, sampled, by year)

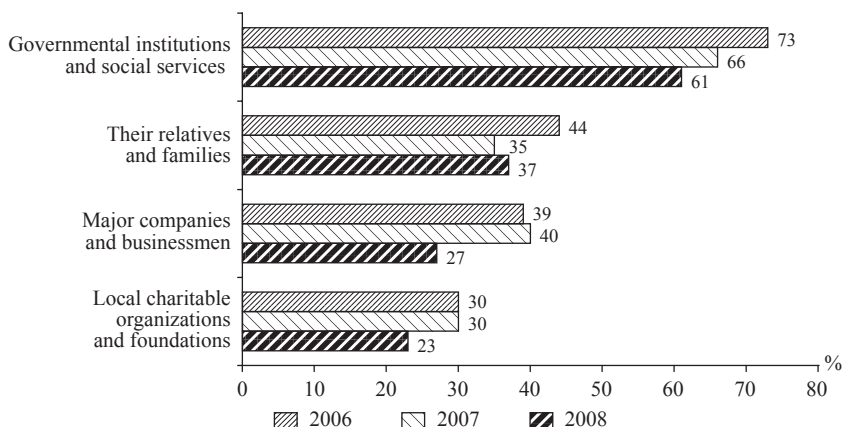


Figure I.7: Distribution of respondents' answers to the question, "Is it necessary to help gifted people, those with ideas and initiatives that are interesting and can be useful to people and the country as a whole, overcome the constraints that prevent them from realizing their potential? If so, who most of all should help them?" (Per cent of respondents, sampled, by year)

society, Russians have become less hopeful over the period that the government and the people close to the needy will be helpful. The surveys also indicate that people are less ready to believe that the State can be relied on for providing help to gifted people. Expectations for assistance by the end of 2008 also decreased in reference to business structures and charitable organizations aiding gifted people. This decrease in expectations occurred amidst the economic crisis that was already having an impact on the public when the survey was conducted. However, most of the Russian people were still unaware of its real dimensions and threats.

§ 3. Spheres in Need of Charitable Activity and Government Support

Analyzing people's opinions concerning what spheres of charitable activity are especially needed and what spheres should receive maximum government support in the next few years, you see comparable response rates (see Fig. I.8). Thus, in the opinion of most Russian people, philanthropy is most important in the sphere of "defense of the family and addressing the problem of homeless children" (supported by 67% of the respondents). This sphere was also rated number one in terms of who should receive the most government support with 62%. The needs of socially vulnerable members of population were rated second (36% of the respondents), with 39% saying they should be receiving government support. Educational and medical institutions' as targets for philanthropy were supported by 32% and comparably high percentages of those who feel they should receive government support (26% and 37%, respectively). Other social spheres were deemed less needy of support and even less worthy of receiving government aid.

What steps should the government take to promote charitable activity in the form of donations and volunteer work that is focused only on supporting the needs of other people? Respondents were asked to express their views on this matter.

Suggestions for what the government can do to promote charity in our country were provided by less than half (44%) of the respondents. However, the variety of responses allows us to single out a number of key recommendations. Thus, to promote charitable activity in the form of donations and vol-

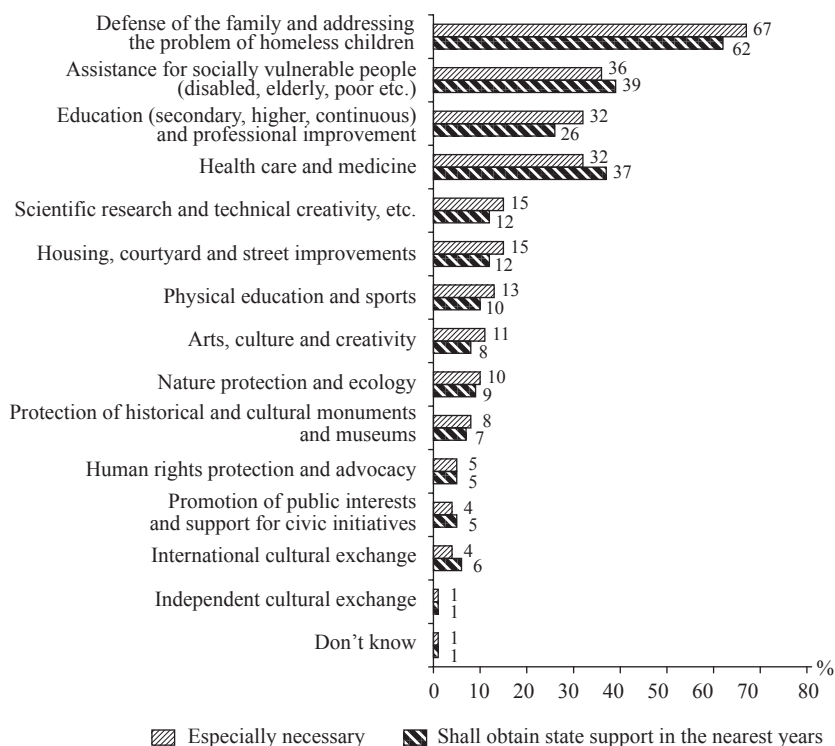


Figure 1.8: Distribution of respondents' answers to the question, "In which spheres are charitable activity especially necessary, and in which spheres should government provide maximum support in the next several years?" (Per cent of respondents to a multiple choice question that allowed for no more than three response options)

unteer work that is focused only on supporting the needs of other people. the government should take the following steps:

First, **provide moral encouragement** to, and **reward** the efforts of, both charity organization representatives and private philanthropists and donors (*Award; Get people interested in moral encouragement; State Certificate of Merit; Stimulate the donors' interest; Incentive prizes, medals, awards, and let-*

ters of appreciation; Supervise the work and reward the best; Incentives, moral support, and state awards; Give more examples and incentives to the people; Encourage private philanthropists; Promote charity activity by granting privileges; Praise and stimulate them, give them moral incentives, stimulate interest in donations, provide information about the best charity work; Design a system of moral instead of material incentives, and publicly express gratitude; Provide recognition in the mass media).

Second, **grant privileges** to donors, and **reduce** / eliminate taxes on charitable work (*Reduce taxes; Grant allowances for business; Exempt philanthropy from taxes; Promote business development; Reduce charity workers' tax payments; Exempt from paying taxes; Make changes in taxation policy for charitable donations; Charge no tax fees, so that the dues go into charitable donations; Establish privileges and benefits for donors; Deliver donors from tactics based on bureaucratic practices; Reduce taxes in part; Make donations free of tax; Exempt charity workers from all taxes altogether; Good laws; Privileges granted to donors; Cuts in taxes for persons who undertake charity work; A slight decrease in taxation rates).*

Third, **create a positive image**, draw attention to the activities being conducted by charitable organizations through information and advertising strategies, and **generate publicity** through mass media (*The concept of charitable donations is not clear enough in our society, and it should be developed so it is understandable to all; Increase people's civic activity; Cultivate people's consciousness; Corporate culture development concerning people's involvement in charity; People should be united by a common idea, and engaged in some joint pursuits; Promotion of charitable ideas in the mind of the public; Develop a charity movement; Propaganda, and bringing up young people to want to help other people; Make more publicity for charitable activity; Draw the attention of society; Do explanatory work; Make more information available on kind deeds; Popularize patronage; Make HELP NEEDED information available; Inform the public about donors' activities; Headline charity organizations' activities on TV; Hold up as an example, give newspaper reports and TV reviews of assistance and its results; Make information available to those people who would like to be involved in certain types of activity; Keep informed about donors in Russia and worldwide; More often inform the population about such organizations; Talk more about the value of charity; Make charity assistance fashionable; Arrange advertising and promotions through the mass media; Make ac-*

tive efforts to provide for charity publicity; Raise public awareness of this issue through the mass media; It should become fashionable, just like Rolex watches or Lexus cars; More often show respectable politicians, stars, and actors who make donations or give free performances; Generate less public excitement, and lead by your own example (the Mayor, for one, should set an example); Draw world attention).

Fourth, provide **favorable socio-economic conditions** in the country, raise wages and improve the people's well-being, in particular (*Provide for a real increase in people's wages; Wages and pensions should be adequate; Revive the economy, and raise workers' wages; Keep prices down; Improve the people's well-being; If you provide a high living standard for the whole population, then there will be no need for charity; Improve the well-being of people, so that one should not have to watch every penny; Stability in the country; Improve the people's well-being, so that they could afford it; Raise the level of income, so that one should have something to share*).

Fifth, **co-operate with charitable organizations**, provide favorable conditions for their development, in particular, improve third sector (non-profit organizations, NGOs) workers' professional skills, promote infrastructure development, and contribute to financial stability (*Facilitate local authorities' support for charity; Obtain support from the state authorities; Help them develop; The State should help and support such people; Efficient support; Support charity organizations; Strengthen cooperation; Mutually beneficial agreements; Work jointly; State officials and deputies should become donors themselves; Impose heavy taxes on large incomes, and, to begin with, make state officials liable to income tax; May officials, as well as deputies, adopt residents of children's homes in their families; The State should establish priorities for donors, and cooperate with them on a larger scale; Simplify the charity work process; Provide favorable conditions for charity; Sponsor charitable organizations; Allocate a certain amount of money to those in need; Contribute to improving charity professionals skills; Infrastructure development; Establish funds; Establish an Institute for Charitable Activity*).

Sixth, **strengthen control over charitable organizations** (*Make more inspections; Put them under tight control; Stop corruption in relations between the state authorities and charitable organizations; Track the ways the money is spent, so that it is really used only for its intended purposes; The State should exercise control over, and act as guide to, these organizations, and give moral*

incentives to the best, and it should be more open; Improve control over the flows of money).

Seventh, **do not interfere in the activities of charitable organizations** (*Do not hamper charity and business; Do not interfere in their activity; Put less obstacles in their way; Not interfere in the activity of charitable companies; Do not find fault with people's sources of money for charity; Do not prevent people from making donations; Do not hamper small business development; The State shall not be involved in it; Do not prevent people from doing their charity work; Do not establish tight control over identifying targets for charitable giving; Do not prevent people from doing good*).

Among the focus for state policies in support of charitable activities listed in the questionnaire (see Fig. I.9), the Russian people emphasized, first of all, the dissemination of best practices in charitable work (32% of respondents), and secondly, the development of moral incentives to attract new people to participate in charitable activities (31%).

Let us look at moral incentives in more detail (see Fig. I.10).

As a moral incentive for the encouraging charity work, 29% of the population would support granting Honorary Titles to philanthropists, such as Honored Citizen, Honored School Student, and Honored Street Resident. Almost as many respondents (28%) were in favor of awarding certificates of honor and proficiency to donors, while 24 percent supported the awarding of Commemorative Medals for Charitable Activities. Every fourth respondent found it difficult to select a moral incentive. The use of other measures, such as the following incentives, was supported by 12–15 percent of the respondents:

- Posting signs (e.g., in the front of the house), stands and expositions at birth place/residence to honor the donor, as well as in the school or higher education establishment where he/she studied
- Naming or renaming after a donor education establishments (secondary or higher) that he/she graduated from; the house and street where he/she was born; or the company where he/she works
- Giving the donor's name to the establishment (school, hospital, etc.) that he/she supported, or to the street where he/she lived
- Awarding of orders and medals
- Naming financial awards after the donors who instituted them.

Almost a quarter of the respondents pointed out the need to support the development of a culture for getting involved in charitable activities and promot-

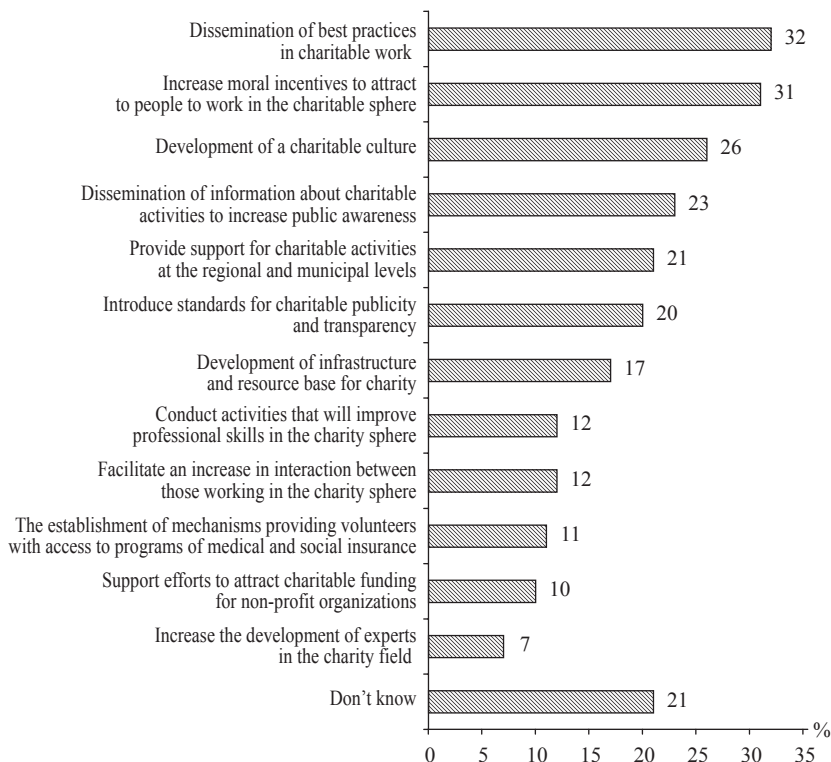


Figure I.9: Distribution of respondents' answers to the question, "What should be the primary focus of government policy to promote charitable activities in Russia?" (Per cent of respondents to a multiple choice question that allowed for no more than five response options)

ing the concept of charity so it becomes part of general public consciousness (26% and 23%, respectively). Every fifth respondent believes that the government should provide effective support for charitable activities at the regional and municipal levels, as well as promoting the establishment of standards for promotion and transparency of charitable activities in Russia. The people showed no interest in focusing state policy towards helping non-profit organi-

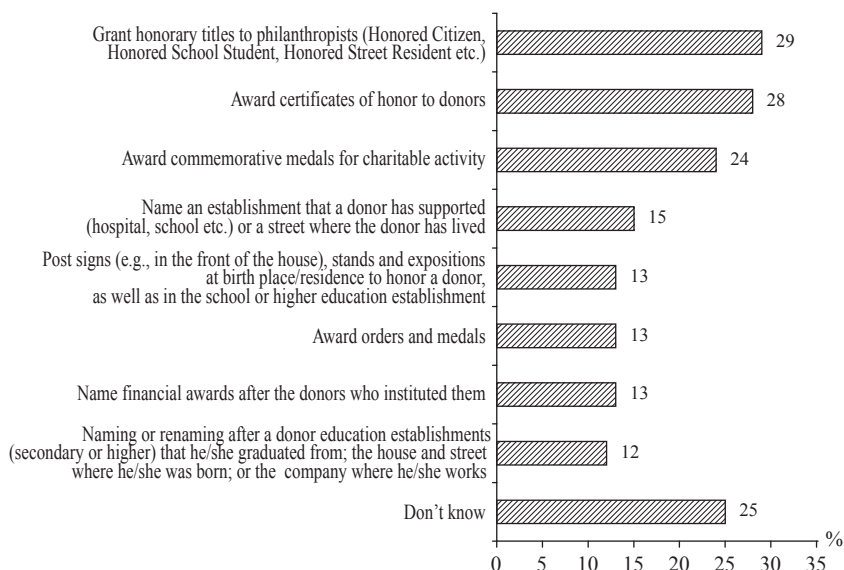


Figure I.10: Distribution of respondents' answers to the question, "Which moral incentives for those engaged in charitable activities would you support?" (Per cent of respondents to a multiple choice question that allowed for any number of response options)

zations attract charitable contributions or developing a cadre of experts in the field of charity (10% and 7%, respectively).

§ 4. Russian Charitable Organizations and the Public: Issues of Trust

On the whole, this survey has demonstrated an insufficient level of public trust in Russian charitable organizations. While half of the respondents believe that most Russian charitable institutions can be trusted, one fourth of all survey participants held the opposite opinion, and a substantial portion (23%), indicated it was difficult to answer the question (see Fig. I.11).

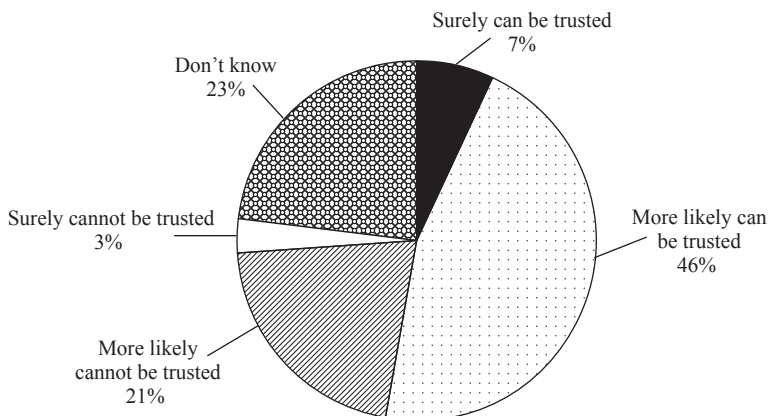


Figure 1.11: Distribution of respondents' answers to the question, "Can most Russian charitable organizations be trusted?" (Per cent of respondents)

There are several roots for the mistrust; first of all it is caused by the people's low level of awareness of activities conducted by charitable organizations. Thus, according to the data in the all-Russian survey (see: [5] in the List of Empirical Information Sources), only every third Russian (32%) is either aware of, or has at least heard of, charitable organizations (providing assistance to orphanages, victims of violence, drug addicts, refugees, homeless and other people), and every fifth respondent (19%) is informed about, or has heard about charitable foundations providing money to address different problems. In relation to these two questions, the level of awareness increases to 47% and 25%, respectively, among the better educated respondents. The credibility indicator measuring citizens' trust in charitable organizations is also dependent, to a considerable degree, on where they live. The level of awareness among Muscovites is 77%, while other mega polis and smaller city dwellers reported levels of 56% and 44%, respectively. With regard to awareness of charitable foundations in these areas, 30–34% of the people had heard of them. Table 1.1 gives detailed information on the socio-demographic characteristics of respondents who are aware of these types of non-profit organizations.

The distrust towards charitable organizations is also related to a lack of personal experience participating in their activities. Thus, in the survey, only

Table I.1

Socio-demographic characteristics of the respondents aware of charitable organizations (% of informed respondents in a respective socio-demographic group)

	Characteristics	%
Population as a whole		32
Sex	Male	31
	Female	33
Age	18 to 35 years old	33
	36 to 54 years old	33
	55 years old and over	30
Education	Incomplete secondary	17
	Complete general secondary, technical/vocational	30
	Complete special secondary	33
	Higher	47
Type of residential area	Moscow	77
	Mega polis	56
	Smaller City	44
	Town	26
	Village	8
Subjective living-standard evaluation	There isn't enough money to buy food.	18
	There isn't enough money to buy clothes/footwear.	27
	There isn't enough money to buy household appliances.	34
	There isn't enough money to buy a new car.	49
	There isn't enough money to buy a house or flat.	43

one per cent of the respondents indicated they had participated in the activities of charitable organizations and foundations. No more than 3% made donations of money or goods to help charitable organizations.

The pessimism suggested by this data is increasing due to the fact that sociological surveys of attitudes indicate limited opportunities that will guide

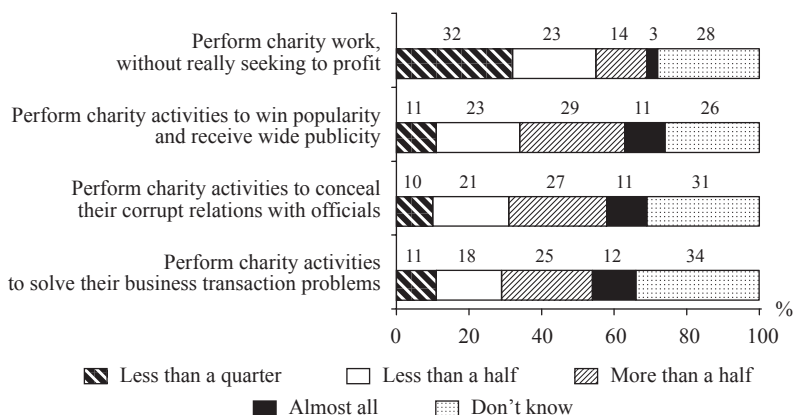


Figure I.12: Distribution of respondents' answers to the question, "What constitutes the portion of the Russian charitable organizations that...?" (Per cent of respondents)

the public towards getting involved in charities or channeling public activity through charitable organizations. Only 2–3% of the Russian people is ready to initiate the establishment of a charitable organization, or prepared to volunteer, or work for an organization for money on a non-permanent basis, or take part in their activities. However, when it is a question of helping charitable organizations with money, rather than being involved in their activities, there is an increase to 13% of the respondents who are ready to donate money to charities.

Negative assessments prevail in the respondents' opinions about the true objectives of Russian charitable organizations (see Fig. I.12). Only 17% indicated that most of these organizations have unselfish motives directing them to conduct these activities. Such altruistic charitable organizations comprise less than half or, generally, less than a quarter of organizations, in the opinion of 55% of the respondents. 40% of the public think that most organizations do charity work for the sake of publicity. Almost as many (38%) think that a charitable organizations' main goal is to conceal either corrupt relations with officials (38%) or unfair business practices (37%). It should be noted, however, that approximately one third of the Russian people could not answer the question about the true aims of charitable organizations at all. This, it is likely that

the negative attitudes towards these organizations is more likely evidence of the people's low awareness of them than an experienced based opinion.

This thesis is confirmed by an analysis of opinion distributions on the question of whether charitable organizations are, or are not, useful to the people. Every third respondent (32%) indicated the usefulness of these activities. 50% and 41% of the respondents among Muscovites and city dwellers expressed this opinion (and also demonstrated a higher awareness level, as described above).

This would indicate that measures aimed at raising awareness of these organizations and involving other people in their activities would contribute to increasing public appreciation for them.

The survey provided an opportunity for participants to make recommendations in response to the open question, "What should be changed in relation to activities conducted by charitable organizations and mechanisms for state control over these activities to increase public trust in the organizations?" More than half of the respondents said they "don't know", so the conclusions presented here are based on answers provided by only 44% percent of respondents who expressed opinions.

Among the suggestions that were made, recommendations for changing the activities conducted by organizations were given priority and of were more coherent than those related to mechanisms of control. Thus, in the respondents' opinions, charitable organizations should take the following steps to increase public trust in their activity:

- **Give non-profit organizations' activities more publicity** (*Give information about charities in the press and on TV, as currently the information is insufficient; The results of charitable organizations' activity should be observable; Make information available concerning the persons to whom assistance was offered and the way in which it was delivered; More publicity efforts are required; We should have more details on how they work; Provide information, and cover real-life case studies of assistance; They should be popular, so as to be known to all; They should appear more often on TV broadcasts; More information available about what they do; Involve more celebrities in charitable activity; Provide full information about people in need, by setting up a website to display information on charitable activities; Statistics of positive samples; Get more media coverage for funds' activities; Give their addresses, and information on the scope of assistance and the people getting support; Bring people to meetings to deliver the information; Their work results are known to a nar-*

row circle of people, therefore more information on charitable organizations' activities is needed in the mass media).

- **Make charitable organizations' activity more open** (*Openness and transparency of activity; Where the money comes from and where it goes; Present a full progress report on their work; Give a report on their work to people; Do public relations work in an open manner; Their activity should be accessible to the whole society; Raise public awareness; Be more open, so that people know from whom and for whom the aids come, and what kind of assistance is given; Progress reports on their work should receive wide publicity; People should be aware that philanthropy is not something to hide behind; Be open to the state authorities*).

- **Perform coordinated results oriented charitable activity that is in response to the demands of a specific community** (*Give more assistance instead of telling the world about it; Perform highly efficient work; Make good progress; Less talk, more action; Charity should be more specific and tangible; They should be more active, and get closer to those they assist; Assistance should be specific; Charity should be specific rather than indiscriminate; More real deeds and actions; Increase activities on a wider scale; Concentrate, and stick to one line of activity; Actions to be carried out on a permanent basis rather than just single actions; Close cooperation with those you aid; Performance accuracy; Get more results with their efforts; Coordinate aims and tasks*).

- **Assistance offered should be aimed at certain groups of people in society, and provided for the truly needy and socially vulnerable people** (*Provide people with real assistance; Aid should be real and focused; Provide more help for old people; More specific actions to be taken to end child homelessness, eliminate slums, and help the disabled and unemployed; Much is done now for effect in their activity, while more real deeds are needed, such as help for a person needing an operation, assistance for fire victims, etc; More good deeds for the benefit of children and orphans; Get a greater number of socially vulnerable people involved; Eliminate homeless children in Russia, and provide necessary medical assistance for all*).

- **Abide by noble, humane principles in performing charitable activity** (*More strictly conform with the ethical norms; Only honest people who are interested in positive results should be employed in such organizations; Sincerity of motives; All shall be done up to the mark, and in an ethical fashion; Selflessly perform charity work, without seeking benefit and profit; Practice*

fair and transparent activity; Honesty is necessary; Always keep your word precisely, and do business; Charitable giving should be honorable and whole-hearted; Trust in each other; Stop deceiving the people; Inspire conscientious cooperation; Be guided in their activity by kindness and honesty).

- **Provide favorable conditions for charitable organizations' activity, and, in particular, provide state support for charitable organizations** (*The State should aid them; The State should popularize their activities; State support; The State should be on the charity workers' side; The State should support any initiative from donor organizations*), **provide for financial opportunities** (*Invest more money, and monitor putting the funds to good use as intended; Donate more money; Provide finance on a regular basis rather than make one-time arrangements for financing; Appearance of sponsors*), **simplify work processes** (*Charity should be devoid of any red-tape, without giving the citizens much trouble to issue and submit all documents needed; Reduce taxes; Simplify taxation laws; Establish benefits; Make more allowances, and give incentives for initiatives*), **non-profit organizations should act strictly in conformity with the law, whereas the State and society should have control over them** (*Keep strictly within the law; Order and law, control over activity, and reporting; Identify legal mechanisms; Effect harsh laws; Exercise control over these organizations; Tighten control, and that's all; Trust them entirely, but performance control is necessary; Have more control over the flows of money; Perform inspections, to make sure it is not used to conceal shady business; Track donation activities, to make sure donors do not contribute to benefit themselves; Strengthen state control; Make overall inspections, bringing in prosecution authorities, to eliminate concealment of business; What is required is public control; Make sure any one can have control over how the money is spent).*

- **Eliminate corruption in charitable organizations** (*Make sure there is no bribing in charity activities; Less bribes to be given to officials; Put an end to corruption and bureaucracy; Do not be involved in politics; Reduce "officialdom"; Money allotted for the implementation of state programs should not be laundered through charity organizations; Make no profit out of charity work; Stop stealing by employees of charitable funds; The laws and regulations should limit opportunities for stealing; Charity money should be good rather than criminal, so that the state should not subsequently spare the bad; Do not get involved in money-laundering and corruption).*

Chapter II

Russians Talk about Their Charitable Activities

§ 5. Public Participation in Charitable Activities

Charitable activities can be performed by individuals in the form of volunteer work and voluntary donations.

More than half of the respondents (54%) stated that during the last year they had taken the initiative to perform charity work and give assistance to non-family members (see Fig. II.1). Those most often engaged (about 60% of respondents) were middle-aged and people with higher educations who felt their financial situation was acceptable. Residents of communities with a population of less than 100,000 people were also more engaged in charity than others. Engagement in charitable activities is related, to a degree, to a person's type of employment. Thus, 69% of entrepreneurs and businessmen are engaged in charitable activities, 62% of managers and 61% of those with no job at all. The number of unemployed pensioners and students who are engaged is only 45% and 39%, respectively.

41% of the respondents did not provide support to anyone in the last year. This group is comprised of persons with complete and incomplete secondary education as well as by residents of Moscow and St. Petersburg.

In 2007, affirmative and negative answers to the question about involvement in charitable activities amounted to 61% and 32%, respectively (see Fig. II.2, as well as [1] in the List of Information Sources).

In our opinion, the decrease in the indicator value for the Russian people's involvement in charitable activities does not signify a real decrease in their activity in relation to charity as part of their daily routine. This is confirmed by the data associated with individual charitable work priorities that are reviewed below in Paragraph Six. It is worth noting that the percentage of those involved in charitable activities as part of their routine social practices varies demonstrably

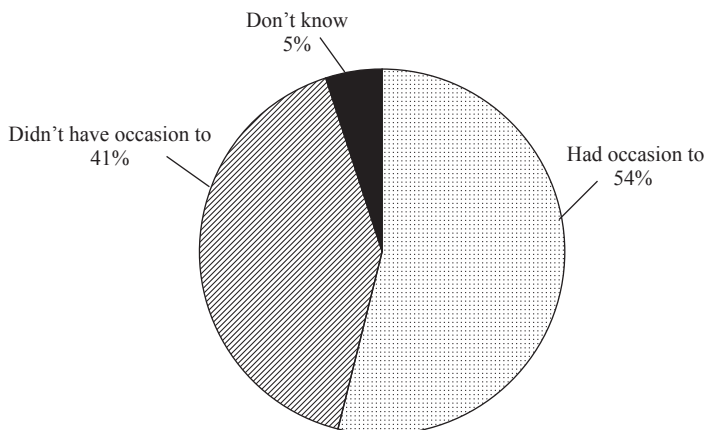


Figure II.1: Distribution of respondents' answers to the question, "During the last year have you taken the initiative to perform charity work and give assistance to non-family members?" (Per cent of respondents)

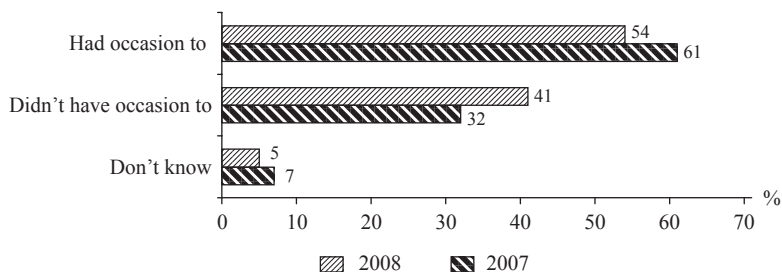


Figure II.2: Distribution of respondents' answers to the question, "During the last year have you taken the initiative to perform charity work and give assistance to non-family members?" (Per cent of persons, according to the 2007 and 2008 polling data)

from region to region in Russia with a range between 40% and 77%. The Republics of Bashkortostan and Mari El, the Kirov and Kaluga Regions, and the Jewish Autonomous Region are among the regions with the highest level of involvement. The Krasnodar Territory, and Kurgan and Chelyabinsk Regions are

among the regions with the lowest public involvement in charitable activities⁴. The level of public involvement in charitable work, when regionally cross-sectioned, is related to environmental characteristics and, most of all, is dependent upon regional economic development and human resource potential.

We believe that the background of a registered decline in Russian's charitable activity (which is here operationalized as taking the initiative for giving assistance and supporting someone, acting for the benefit of others, etc.) does not mean there is a real decrease in these activities. Data provided on individual charitable activity priorities confirms this thesis.

§ 6. Russians Personal Charitable Activity Priorities

When we analyze answers to the question, "During the last year what did you do for people (other than members of your family) without compensation", we discover the personal priorities for charitable activities (Fig. 3). Most of the respondents, 31%, indicated they had given help in the form of material goods. 24% of the respondents reported providing moral support and helpful advice and an equal number gave loans with no interest. Somewhat less, 23%, donated cash. 20% gave aid in the form of food and provided assistance in the home. 14% of the population participated in neighborhood clean-up activities and community beautification actions such as tree planting; repairing benches, creating children's playgrounds etc. Other kinds of charitable activities attracted 8% or less support from survey participants. Figure II.3 shows levels of Russian's involvement in individual charitable work according to the 2007 and 2008 polling data.

Almost one third of the respondents (29%) admitted they had not conducted any of the actions on the list during the last year. However, this number is much smaller than the number of those (41%) who said they did not perform any charitable activities as a result of their own initiative (Fig. II.1). In fact, an evaluation of the responses made by this population group demonstrates that

⁴ See: Maps of the Russian regions illustrating the indicator values for the Russian people's involvement in charity activity, in the book titled: *Civil Society in Modern Russia. Sociological Drawings from Life* / Ed. by E.S. Petrenko. Public Opinion Foundation (Government Institution), Moscow, 2008. P. 340–343.

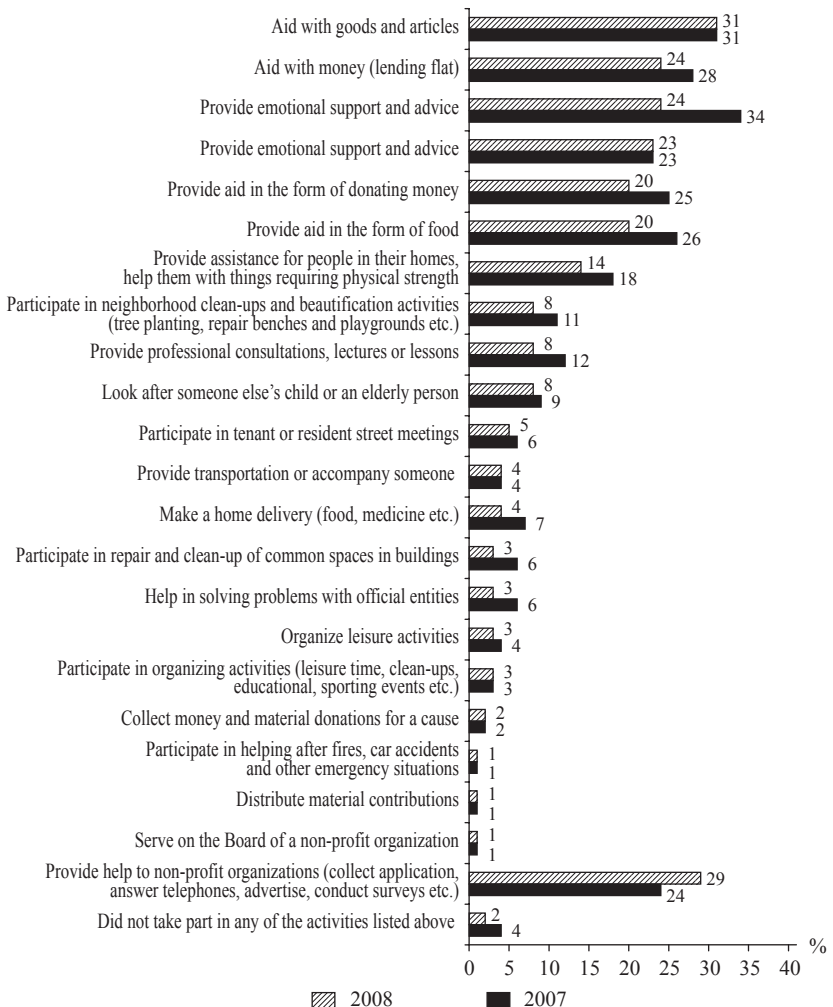


Figure II.3: Distribution of respondents' answers to the question, "During the last year, which activities from the following list did you do for people (other than members of your family) without compensation?" (Per cent of respondents to a multiple choice question allowing any number of response options, according to the 2007 and 2008 polling data)

its members did participate in such charitable activities as providing free help. Every eighth of those respondents indicated that they provided emotional support, while every ninth gave loans without interest and every tenth responded to another's needs by providing some form of material goods. Moreover, within this group there were people who took part in neighborhood clean-ups, donated money and food and helped in the home. The respondents did not consider such activities as constituting involvement in charity. There can be several explanations for this. It is possible they did not attribute these activities to charity because charitable work was something more substantial than just helping

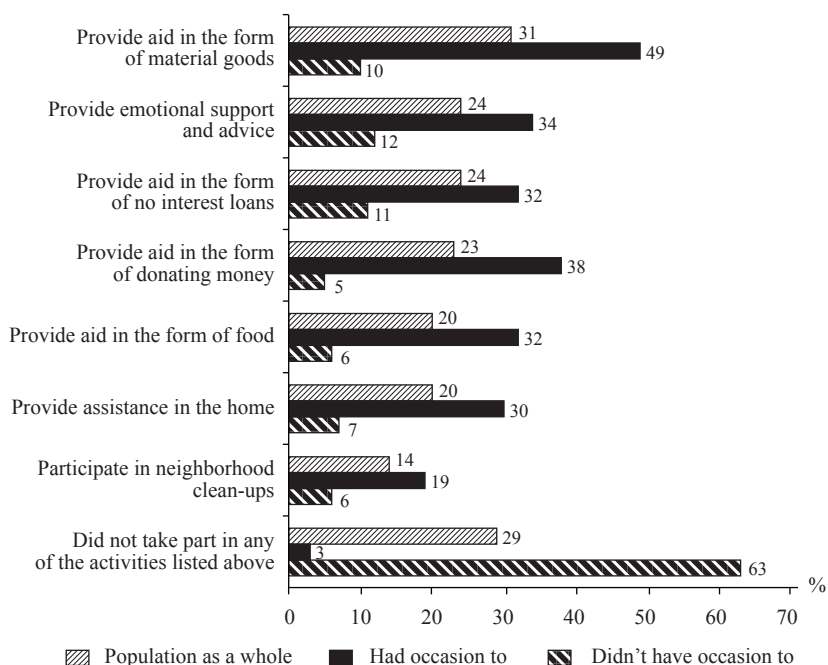


Figure II.4: Comparative analysis of charitable work done by the population as a whole and by population groups distinguished by charitable involvement versus noninvolvement (in per cent of the respondents for the population as a whole, and in per cent of those forming respective population groups for the involved ("had occasion to") and noninvolved ("did not have occasion to"))

people perform everyday tasks in their home, or participating in the cleaning of their own courtyard areas. It is also quite possible that “everyday altruism”, in their evaluation of their own work, does not fall into the category of “one’s own initiative”.

Thus, it is evident that the number of Russian people involved in everyday charitable practices is greater than the charitable involvement level declared by the people polled (with 54% engaged in any kind of charitable activities within the last year see Fig. II.2), and is probably closer to 70% of the total Russian adult population.

§ 7. Community Based Charitable Activity

It will be demonstrated in Section # 8 that community based organizations are best understood by, and have easiest access to, the population. Therefore they are the best guides to track Russian’s volunteer and donation activities. When we consider community based charity, we will be looking at neighborhood clean-up and beautification activities (such as tree planting, repairing benches, children’s playgrounds etc.), participation in tenant or neighborhood meetings as well as participation in repairs or maintenance of common spaces (such as cleaning staircases) etc. These forms of cooperation take place within the Russian municipal and district level system of local self-governance.

Territorial Local Self-Governance (TLSG) provides for community member participation in issues of “local significance”. This includes encouraging citizen initiatives to address issues of concern.

Territorial Local Self-Governance is currently being applied in one third of Russian municipalities and districts. The break-down for the distribution of where TLSG is being realized is 49% of the urban districts, 32% of towns, 29% of municipal regions and in 20% of Russian rural districts (see: [2] in the List of Empirical Information Sources).

Territorial Local Self-Governance is implemented at an institutional level (that is, stipulated by special legislative acts that include organizational forms for citizen participation such as district councils, street committees etc). Community based public activities such as neighborhood clean-up, community meetings and participation in beautification and leisure activities take place in the overwhelming majority of Russian communities.

It is significant that the Russian people referred to solving community problems together (in the courtyard, apartment buildings etc.) as one of the most useful forms of participation today (35%). This was, for the most part, an answer supported by respondents indicating the highest level of satisfaction with their living standards: 49% of those who “have enough money for anything, but not enough money to purchase either a house or a flat” and 43% of those who “do not have not enough money to purchase a new car”, as well as 45% of the respondents from metabolizes.

Other forms of involvement were mentioned considerably less often by people (see Fig. II.5). For instance, 13% of the survey respondents pointed out that it was most useful to participate in discussions of local social development issues that will result in concrete proposals and, secondly, to participate in community meetings and conferences. The latter was identified most often by respondents living in villages (22%).

Respondents provided similar frequency of support (11%) for the usefulness of citizen appeals to organs of local self-governance and participation in the work of the local deputy councils. Opinion polls were considered useful by 9% of the respondents. Most of those promoting this opinion (18%) were people who are comfortable with their financial circumstances (“has enough money for anything except for the purchase of a house or apartment”).

Almost one out of seven people did not think that any form of community member participation in charitable activity was appropriate in the context of current conditions. It should be noted that not a single municipal official shared that opinion in the 2007–2008 winter survey (see: [2]). There is a considerable gap between what are considered the most “useful” forms mentioned by representatives of the general population and those referred to as “effective” by local government officials (see Fig. II.5). This gap is especially visible in relation to such forms as participation in the work of deputy councils (54 percentage points), participation in community meetings and conferences (54 percentage points), citizen appeals to local self-government authorities (56 percentage points), public hearings (37 percentage points) and participation in discussing social development issues and making concrete proposals (31 percentage points). In this case, the forms listed above are considered useful by municipal officials much more often than by the general public. This could be a reflection of the officials’ knowledge about what is happening locally, on the one hand,

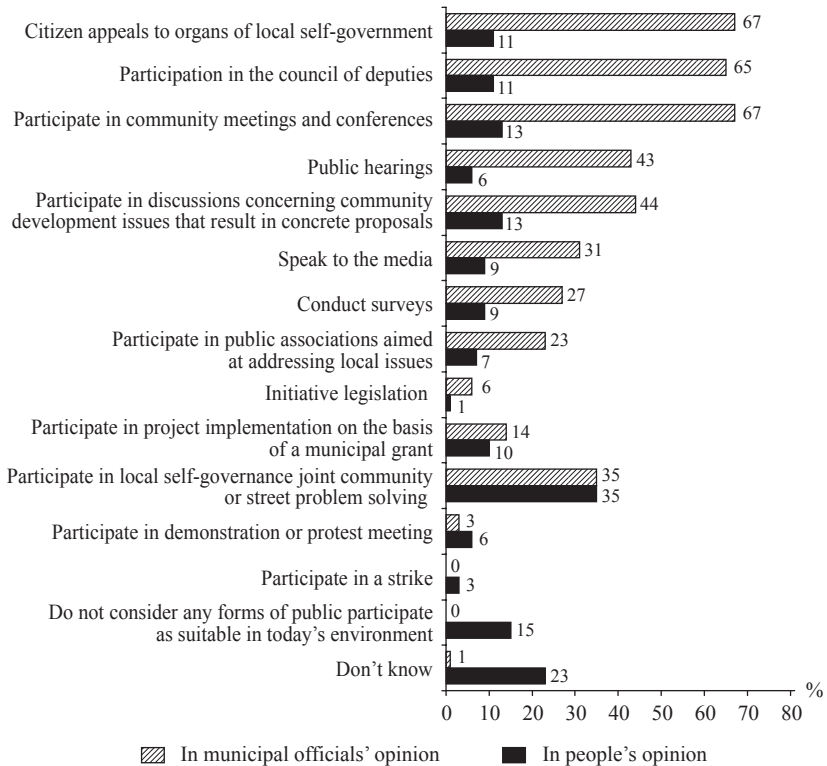


Figure II.5: Which forms of participation in addressing community issues are most useful (opinion of general population) and most efficient (opinion of local government officials) in the context of current conditions? (Per cent of respondents)

and the population's low level of awareness of what is happening in their community, on the other.

Now, we will turn our attention to the issue of participation in daily practices in relation to self-organization of community based charitable activities. It is important to note that territorial local self-governance (TLSG) received equal levels of support as the most efficient form of participation by local government officials and the most useful form for jointly dealing with community problems

by general population respondents (35% of each group). TLSG is evaluated with different frequency as the most efficient form by municipal officials from different types of communities. 50% of the representatives from urban districts supported it as did 41% of town representatives and 21% of village officials.

34% of the survey participants said they had taken part in neighborhood clean-up and community beautification activities during the last year (see Fig. II.6). Respondents from low-income groups (42%) and villages (39%) participated most frequently. Respondents who did not finish their secondary education (27%) and Muscovites (11%) were less frequently involved in this type of activity than the others.

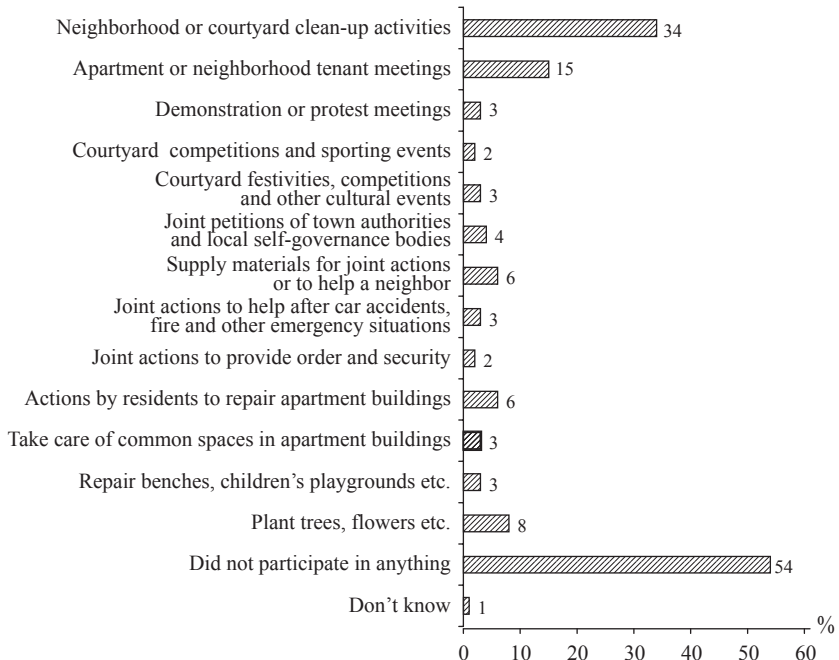


Figure II.6: Distribution of respondents' answers to the question, "During the last year have you participated in any actions organized by community residents?" (Per cent of respondents to a multiple choice question allowing any number of response options)

Twice as many people took part in community neighborhood clean-up and beautification activities (34%) then participated in community meetings (15%). Big city dwellers were most active (24%). This may be related to highly developed TLSSG practices and the appearance of homeowner associations in city apartment buildings.

Participation in planting trees and other types of greening activities came in third with 8% of the respondents involved. 6% of respondents were involved in conducting repairs in their apartment buildings, supplied materials for joint community actions and helped a neighbor.

At the same time, a significant portion of the respondents (39%) felt the activities they participated in produced results. Only 4% said they were ineffective.

Nevertheless, judging by the survey data, more than half of the Russian people (54%) did not take part in any of the activities arranged by community members. The least active groups were Muscovites (75%), those with the worst economic conditions ("do not even have enough money to buy food") (67%) and people who have not completed their secondary education (64%).

This gives rise to the question of whether participation by some community members will inspire increases in the overall level of participation. Survey results indicate that it will with 56% saying they would participate more actively in addressing community problems if more people "like them" were doing it. This is most often indicated by people who "do not have not enough money to purchase a new car" (66%). 26% of respondents indicated the opposite, that they would not be influenced by the activities of people similar to them. Certain categories of respondents were less likely to be influenced by the activities of others. The least likely (34%) were those with less education.

Levels of participation in community based activities implies that sometimes neighbors come together to solve their common problems, and work to improve their living environment. The relationship between neighbors appears to be an important factor for making progress in stimulating these activities (see Fig. II.7). Survey results indicate that more than half (58%) of the respondents are on friendly terms and maintain good-neighborly relations. Such relationships are most common for low-income respondents (69%); rural residents (67%) and people aged "55 and over" (66%). A somewhat less, but also substantial number of the respondents (36%), characterized their relationship with neighbors as "neutral", neither good nor bad. This was most prevalent

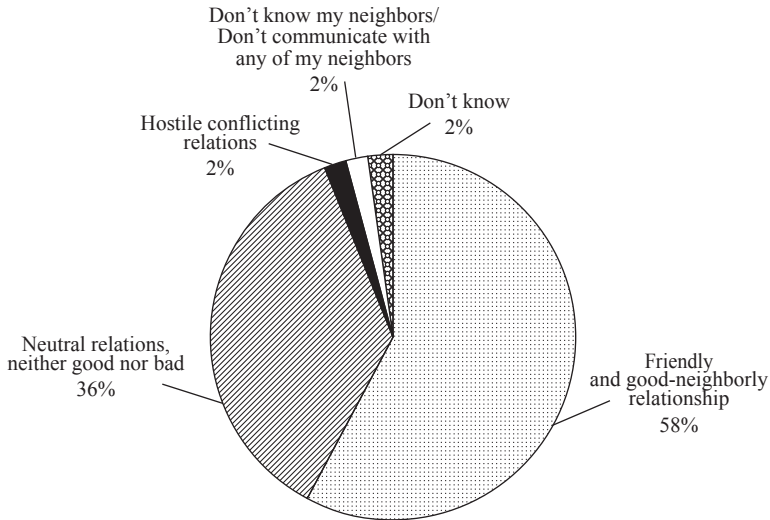


Figure II.7: Distribution of respondents' answers to the question, "How would you assess your relationship with your neighbors?" (Per cent of respondents)

among people living in large cities such as Moscow (55%) and other metropolises (46%). Highly educated people (45%) also characterize their relations with neighbors as neutral.

A considerable number (39%) of respondents are certain that their neighbors will participate in public activities and community events if they provide opportunities to improve their environment and quality of life. The second most popular motivating factor was an opportunity to earn money which was referred to by 27% percent of survey participants. Practically every fifth person indicated that their neighbors want guaranties that these efforts will produce results before they will be active. This opinion was supported primarily by those with no financial difficulties ("have enough money for almost anything, but not enough to purchase a house or apartment") (37%) and mega polis inhabitants (33%). It is noteworthy that the factors mentioned above were least often referred to by the respondents from Moscow (24% supported the first factor), only 13% of the Muscovites stated that the opportunity to earn money was

a significant motivating factor, only 8% said that guarantees that their efforts will produce results would inspire them to get active and 29% of the Moscow respondents did not know how to answer the question.

In the opinion of 21% of survey participants, another significant factor for stimulating community participation is confidence that other neighbors will be taking part.

However, a considerable portion of respondents (11%) are certain that nothing can encourage their neighbors to get involved in community activities.

Another interesting aspect to explore is what prevents people from participating in community activities (see Fig. II.8). Respondents answered most frequently that individualism (looking out for one's own self-interest...every man for himself) was the biggest constraint (35%). Lack of time ("too busy") was referred to by 32% of the respondents; however, these were mostly working

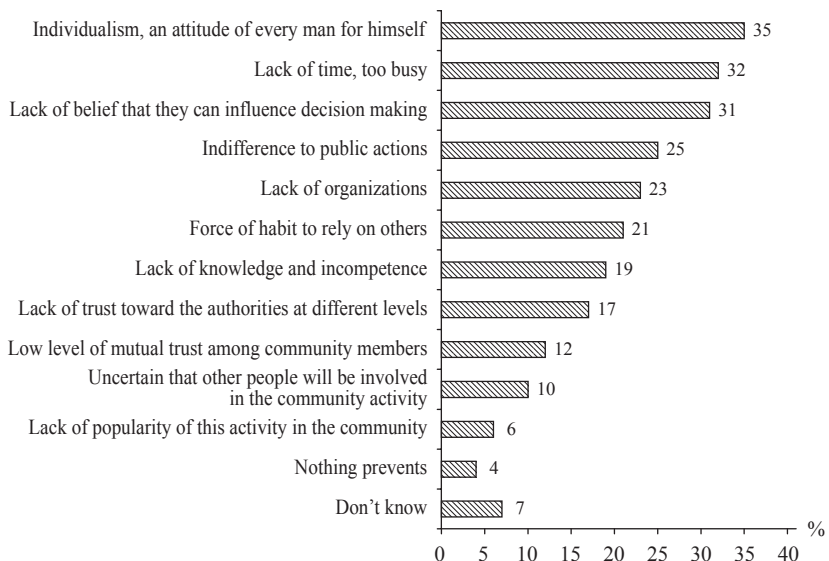


Figure II.8: Distribution of respondents' answers to the question, "What, in your opinion, prevents people from actively participating in addressing community problems?" (Per cent of respondents to a multiple choice question that allows for no more than four response options)

age people (40% of the survey participants between 36 and 54 years old). Time constraints were also named by 44% of the respondents who “have enough money for anything but to buy a house or apartment” and 41% of those who “do not have enough money to purchase a new car”. Incidentally, these groups of respondents often stated that people were prevented from being active because they did not believe they could influence the decision making process (39% and 38%, respectively). “No opportunity to influence decision making” was the third most popular constraint among the overall population with 31% of respondents expressing this opinion.

Respondents frequently said that people were indifferent to community affairs (25%), 23% said the problem was a lack of organizations and 21% indicated it was the habit of relying on others to solve problems that was a primary constraint. The latter was most often mentioned by city dwellers (29%).

Thus, territorial local self-governance as an institutional form for expanding Russian participation in volunteerism, should be strengthened and increase its authority among the people. The development of TLSG can become the center for increasing community volunteerism, an element of the infrastructure for civic education and a stimulus for community based charitable activities. The organs for local self-government play a key role in providing favorable conditions for this development to take place.

§ 8. Prospects for Individual Participation in Charitable Activities

More than half of the Russian people (53%) said they were ready to continue to help strangers in any way in the future (money, contributing clothing, food and other items or providing personal assistance) (see Fig. II.9). These are mostly higher-educated people, entrepreneurs, businessmen, managers and specialists of various kinds, as well as housewives, and those on leave without pay. Among the inhabitants of different types of communities, the people living in cities with over 500,000 people more often indicated they were ready to help. People living in rural areas and those in the largest metropolitan areas (Muscovites, and St. Petersburg), were equal in the scarcity of their willingness to help.

A quarter of the population (25%) did not have a clear attitude towards this question. Among them, 11 per cent stated that even if they were willing to help,

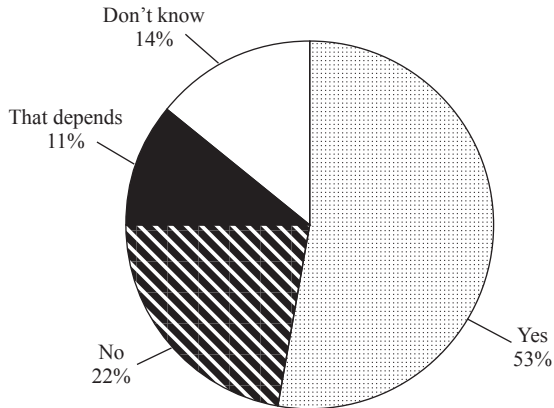


Figure II.9: Distribution of respondents' answers to the question, "Are you ready to help strangers in future by aiding them with money, contributing clothing, food and other items, or providing personal assistance?" (Per cent of respondents)

they would provide selective assistance ("that depends"). Approximately every fifth respondent (22%) was firm in their rejection of the possibility that they would help someone. This attitude was most prevalent among unemployed pensioners. Students were most often in support of being selective about the conditions under which they would help ("that depends"). There is evidence that the number of Russian people who are not ready to help strangers solve their problems has continuously decreased over the last three years (Fig. II.10).

Helping with goods (contributing clothing, food, and other items) is the most popular kind of charitable activity among the population (see Fig. II.11). Every third respondent (34%) declared himself/herself ready to help in this way. 23% of the Russian people are ready to support those in need by giving sympathy and advice. Almost as many Russians were ready to help do things requiring physical strength (22%), as to provide food aid (21%). Respondents were less often prepared to give financial support and yet, they were slightly more likely to agree to make a cash donation than to make an interest free loan (19% and 15%, respectively).

Judging by respondent's answers, the degree of charity work being conducted by individuals is not likely to change. The number of respondents ready

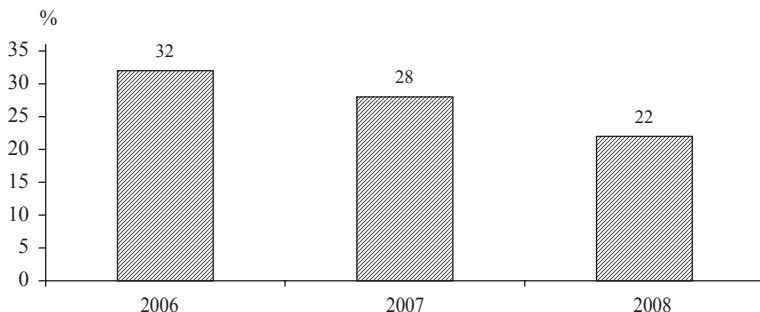


Figure II.10: Percentage of the Russian people who say they are not ready to help strangers solve their problems, by aiding them with money, by contributing clothing, food and other items, or by providing personal assistance (per cent of 2006-to-2008's survey respondents)

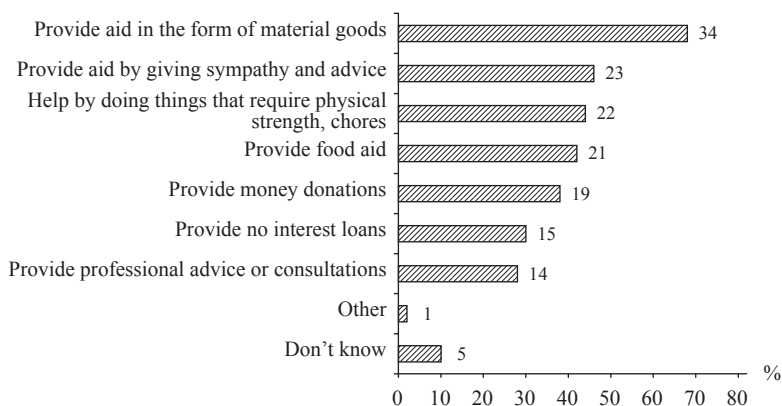


Figure II.11: Distribution of respondents' answers to the question, "In what way would you be ready to help strangers solve their problems?" (Per cent of respondents to a multiple choice question allowing any number of response options)

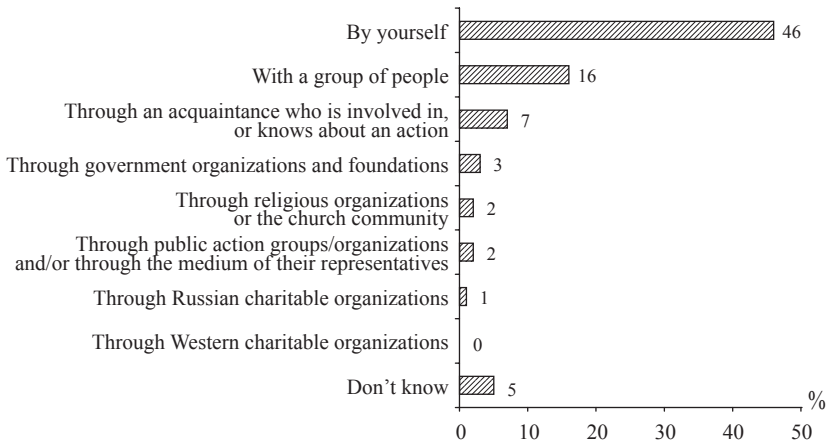


Figure II.12: Distribution of respondents' answers to the question, "In what way would you help needy strangers? Would you act in person, by yourself, together with others, or through an intermediary consisting of people or organizations?" (Per cent of respondents to a multiple choice question allowing any number of response options)

to take individual action considerably exceeds all other categories and is even greater than all other categories added together (see Fig. II.12). 46% of the population will help by themselves, only 16 per cent of the Russian people said they would prefer to do it together with other people and 7% said they would act through their acquaintances that either participate or know about such actions. No organizations, neither state nor private, Russian or foreign, received notable support as intermediaries that facilitate people providing help to the needy.

Chapter III

Russian's Involvement in Volunteerism

§ 9. Level of Russian's Involvement in Volunteerism

Volunteerism presents people with a way of self-expression and self-realization by participating individually, or in joint actions, that benefit other people or society as a whole. Volunteerism is also one of the primary practices of charitable activities. According to survey data during the last 2–3 years almost one third of the population (32% of the respondents) served as volunteers several times to benefit people other than family members. 9% of the people were doing this on a regular basis and 7% only volunteered once in the last 2–3 years.

At the same time, only every fourth respondent expressed the opinion that the amount of charitable work people do today is more than the amount done 10–15 years ago. Every fifth respondent says that the level of involvement in volunteer work today is approximately the same. One third of the respondents believe that volunteer work is less visible in 2008 than it was 10 to 15 years ago (see Fig. III.1).

Expert opinions correspond to the latter viewpoint (see: [3] in the List of Empirical Information Sources). In fact, experts are almost unanimous in their assessment that the level of volunteer work taking place today is low. (*“Volunteer work in our country is at a disastrously low level”, “... You need some sort of a scale, to evaluate the level, but I have no such instrument at the moment. However, if it were available for estimating the amount of volunteer work, we would take a very low reading”, “Volunteering is not dead. It is present... the Volunteer movement has shrunk almost to a profession”, etc.*).

What was the situation like previously? L.G. Byzov, a political scientist and the Leading Research Scientist of the Institute of Sociology of the Russian Academy of Sciences provided the following opinion, *“I am a veteran of the volunteer movement myself. We were very actively engaged in such activities in the 1980s, when we were relatively young. At the start of perestroika, for example, we blocked the construction of route passing through the Lefortovo area*

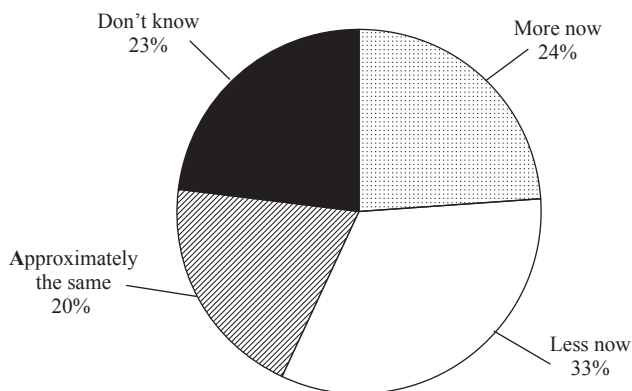


Figure III.1: Distribution of respondents' answers to the question, "Do you think the amount of charitable work people do today is more, or less, than the amount done 10–15 years ago?" (Per cent of respondents)

(a highway tunnel was created in that place, later on), and we were involved in the protection of monuments. I remember participating in ecological expeditions (by the way, Yegor Gaidar and I went on an expedition to Central Asia for Novy Mir (New World) and the Aral Sea preservation). So many protest actions were held, for instance, against diverting the natural course of rivers, which was an issue of importance during 1980s. You get the impression that the society was very much ready for that kind of volunteer activity in the 1980s. Daily, or at least on weekends, the Moscow-based daily newspaper "Moskovskii Kom-somolets" put in notices and announcements inviting people to get involved in activities here and there: a string of neighborhood clean-ups, monuments were restored, the feeding of zoo animals, etc. People came to provide help without any alternative motives. No doubt, it was a valuable form of face-to-face communication for the people, as they entered that way into informal relations in which they were lacking at their place of work, whereas there they encountered persons with similar interests, made contacts, established friendly relations, some complicated social tie structures were set up, and it all seemed to have a very promising future, offering promising development prospects."

What about now? L.G. Byzov continues, "Then people drew into their shell, and I believe that such newspaper announcements, if any, will not help

to gather many volunteers now. Every one has gotten accustomed to the fact that all decisions are made by the authorities, and absolutely nothing depends upon the people. Thus, as soon as this climate of opinion undergoes changes, and the people become aware again that something does depend upon their efforts, and there are things they can have an influence on, then prospects for the development of new volunteer initiatives and a new volunteer movement will arise.”

V.V. Petukhov, the Head of the Mass Consciousness Analysis Department of the Institute of Sociology of the Russian Academy of Sciences, characterizes the level of volunteer work in our country as “extremely low”, regarding it as a major issue that is not just a recent problem and is rooted in politization and commercialization, *“We encountered this volunteer work problem somewhere in 1990s, when the process of civil society formation went the wrong way in our country. What happened? The liberation of energy and upsurge in public initiative resulted in the appearance of tens and hundreds of community groups, popular fronts and movements. Their politization followed very soon, however. They began to be involved in politics, instead of being engaged in public activity. The active layer of people interested in public life started then to deal with politics, joined parties, and associated themselves with the government authorities. However, each of them previously started as a public man. Remember all those members of unofficial organizations of that time who meet now in sessions of the State Duma and government sessions. Why, they previously started as informal workers, as public figures! Very shortly afterwards, all of them began to deal in politics, and we faced an awful deficit which is not compensated for by those people who are temperamentally disposed to public activity. Unfortunately, it seems to me that it happened due to the over-politicized public life that was characteristic of the early 1990s. Even some philatelic society was occupied with Article 6 of the Constitution at that time, instead of attending to their stamps. Therefore, volunteer work has come upon trouble. Commercialization is, no doubt, the second problem we have encountered, which is no less considerable. As for commercialization, it is the resultant of political life, and it all began with the elections. The first elections were held on a gratuitous basis in our country, but then they figured out that the business of elections was a good thing for business. The appropriation of huge budgetary funds became a matter of fashion and prestige. So people, even those who participated in pre-election campaigns as alleged volunteers, began to receive money. They got*

into the habit of receiving money. Thus, very few people can be found today to do such work on a voluntary and selfless basis”.

Do this survey's results testifying to the involvement of almost half of the Russian people in volunteer activity (48% of the respondents have volunteered at least once for other people's benefit within the last two or three years) contradict the experts assessments of a very low level of volunteerism in our country? This is not the case as experts are inclined to evaluate the visible part of the iceberg, that is, certain results and initiatives (“Murzik”⁵ and other similar examples of self-organization). Those barely visible examples of everyday volunteer work do not escape the experts. What we mean here is, for example, different forms of community based volunteerism. This has been referred to as “the second instance of a revival of voluntary work” by V.I. Glazychev, Chairman of the Public Chamber's Commission for Regional Development, “*There is a neighborly-type relationship which seems to be extinct, but still if something really serious or something of vital concern to a person (e.g., a fire, or missing children) happens, then, in general, a victim can fortunately gain quite real sympathy.*” As for the visible part of the iceberg (that can be perceived by society), it is the result of voluntary work being guided, that is, purposefully directed through nonprofit, charitable organizations. Therefore, let us consider now the issue of the ways that are being used to involve the Russian people in volunteer activity.

§ 10. Ways to Involve Russians in Volunteer Work

The most common response to the question “Through what organizational medium do you conduct your volunteer activity?” indicated that 37% of Russians conduct their volunteer activities alone (see Fig. III.2.). 7% of respondents volunteer through their place of work, 4% through government institutions and the same response rate for community based organizations. It is significant that while only 4% of the Russian people indicated they are involved with volunteer

⁵ The matter concerns the team of Murzik that is made up of several hundred members. They are united on a voluntary basis, and connected by a common interest to help orphans. More than 5 thousand orphaned children and over 70 orphanages are currently under the Murzik's patronage. See www.murzik.ru for more detailed information.



Figure III. 2: Distribution of respondents' answers to the question, "Through what organizational medium do you perform volunteer work or do you conduct it alone?" (Per cent of respondents to a multiple choice question allowing any number of response options)

work through community based organizations, 21% reported they reported they volunteered on a monthly based in their communities. This could be interpreted as proof that volunteer work is not coordinated in our country. Regarding how many hours a month people spent volunteering, 40% indicated they spent only 1–3 hours, and 25 per cent estimated they volunteer 4–10 hours a month.

The survey showed that 1% of the Russian people performed their charitable activity through religious organizations and church communities, while 9% said they went to church (cathedrals, mosques, chapels, etc), and voluntarily participated in church-related charitable activities. One expert provided the following evaluation, "*the whole country is drawn into charitable work which is carried out today by different Russian Orthodox Church organizations, starting with the Moscow Patriarchy and dioceses and finishing with parishes and different parish communities. The scopes of this activity is such that today there is no other social organization that is closely comparable to them*" (see: [3] in the List of Empirical Information Sources). During the survey, M.A. Tarusin, the Head of the Sociological Department of the Social Planning Institute, expressed

the opinion that “*the Russian people could be united by nothing but faith. The idea of a brighter future can unite them only for a very short period. The idea is false, and very short-lived within the people’s hearts. A Russian person will not budge for the sake of welfare. Well-being is no aim at all for Russians. As distinct from Europe, wealth in Russian culture is not so much an asset as a test which not everybody can stand. The Russian people have seen enough of sinful riches, and such wealth has always been a reproach in Russia. What accounts for today’s social estrangement is that it looks repulsive to a Russian when people want to openly show off their wealth and delight in all of life’s pleasures. The Russian person is disgusted at such a way of life and sinful uses of wealth, and this proves to be a sinful idea, instead of being a positive example. Faith is a really unifying idea that would work for Russia. I believe it because the Russian Orthodox Church is most important today, and it actually is able to unite the people. So anybody will be ready to contribute in charitable ways at the first request of an orthodox priest. As helping the needy, people would be directed by their conscience, which is the key tool to drive the Russian person to charity. The Law of Conscience, so to say, is the highest law, as it obeys nobody and nothing. It is the origin of all things. Therefore, I think that we should revive our traditional Russian faith, while Tatar people shall revive their faith of Islam, and so on and so forth, with each religion undergoing a revival in our country, for this is an indispensable condition.*” This viewpoint followed the example cited by the expert M.A. Tarusin, “*Not far away there was a church, and I was a parishioner there. The room of an old woman living one floor up was set on fire. The fire was quite big and the firefighters came and extinguished it. The fire had wrecked the old woman’s room, and it needed a lot of repair work. I had to go away on business then, and when I came back from my week-long business trip, I, first of all, visited the woman. I thought I needed to collect some money. When I came to her, it astounded me that it had already been all done. Why? When? The Housing Department couldn’t have done it! It turned out that all had been done by our church parish: Towards morning, after the fire, the parish gathered together, and allocated some money they put aside as a reserve. Workers were found among the people to clean up the room after the fire, and to hang wallpaper. Some of the people’s furniture items found their way to her room and it looked completely different. The room that had been burnt by fire now looked quite decent, and fit to live in. This is the proper way to do volunteer work, when it is carried out by people united by their faith.*”

Only one percent of the citizens are mobilized to volunteer through Russian non-profit organizations (NGOs). At the same time, the people's awareness of certain types of organizations and civic initiatives is sufficiently high, 52%. On the whole, 2008 brought about an improvement in the Russian people's awareness of NGOs and civic initiatives, as compared to 2007 (see Fig. III.3, as well as [4]). The number of those who are totally unaware of them has decreased by 5%. The highest level of awareness is among higher-educated respondents, mega polis (including Moscow) and other big city residents and those that have comfortable financial circumstances. Among these groups the awareness level reaches 77% in relation to some civic organizations or activities. The percent of people who are totally unaware of such organizations and activities is twice as low among higher-educated respondents in comparison to the population as a whole (7% and 15%, respectively) and twice as high among rural people (30% and 15%, respectively) (see: [1; 4] in the List of Information Sources).

In the list of non-profit organizations and initiatives that was offered to the respondents, trade unions (51%), association related to gardens and dachas (52%), veterans associations (48%), organizations for the disabled (46%) and consumer rights protection organizations (48%) have the highest level of awareness.

There is progress in raising public awareness of self-organization institutions operating in the housing sphere. These include homeowner societies, housing committees, senior tenants in apartment buildings that organize the residents and local self-governance organs. The following percentage of the Russian people are aware of homeowner societies (40%), housing committees, and senior tenants (35% that is, almost every third), sports, tourists', hunters', motorists' associations (36%), and charitable organizations were only recognized by 29%.

Almost every fourth person is aware of environmental organizations (27%), groups dedicated to a wide variety of cultural related activities were recognized by 26% and 24% of the people had heard about charitable initiatives and actions.

Every fifth respondent had heard of human rights organizations (20%). 18% of the Russian people are aware of women's organizations, charitable foundations and young people's political associations. Children's and student self-government organizations and non-political informal youth groups were recognized by 16% percent of the Russian people. 15% are familiar with profes-

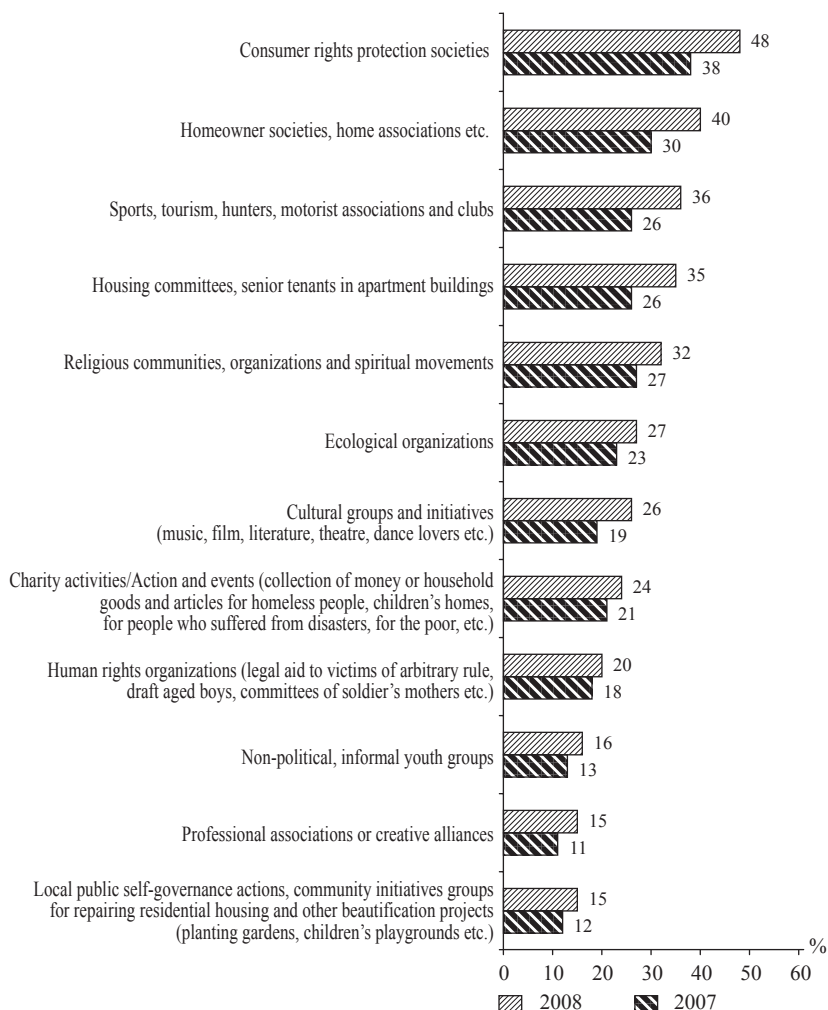


Figure III.3: Distribution of respondents' answers to the question, "What public and non-profit organizations and initiatives in your city/town or village have you heard of?" (Per cent of 2007/2008 survey respondents, sampled, to a multiple choice question allowing any number of response options)

sional associations and unions, local self-governance organs and local initiative groups for housing and home improvement. 14% of respondents have heard of initiative groups, parent associations, ethnic communities, national Diasporas and community associations.

Every tenth survey participant was aware of national patriotic movements. 9% of the respondents know about local initiatives targeted at protection of property, housing and consumer rights, zoning and other community interests.

The Russian people's involvement as members or participants in activities organized by non-profit organizations says a lot about the progress that has been made in developing volunteerism. The survey reported that 10% percent of respondents are members or have taken part in activities conducted by public associations and other types of other non-profit organizations. No more than 4% of the respondents are members of, or participants in actions, related to other types of organizations (including trade unions).

In spite of today's low level of involvement in NGO activities and initiatives, the social foundation for the Russian Third Sector is sufficiently solid. According to the 2008 survey (see: [5]), every fifth Russian is prepared to establish an NGO or start a civic initiative. Another 20% said they were ready to volunteer for these organizations or take an income producing position in them. Almost every third person indicated they had participated in NGO activities, meetings and civic initiatives. 36% of the Russian people would like to support NGOs and civic initiatives by donating money.

So far, on the whole, the efficiency of traditional channels for mobilizing volunteers in Russia is low. This requires further investigation to determine why: either these institutions are incapable, unready or reluctant to attract and retain volunteers, or, the Russian people are prone to not being active in civic life.

§ 11. Motivation and Constraints for Charitable Activities

The biggest motive for Russians to be engaged in volunteer work, according to the survey data, is a desire to help people in need (38%) (see Fig. III.4). The second most popular motive in an attempt to "return good deeds by doing good deeds" that was indicated by 14% of the respondents (mostly entrepreneurs, businessmen, and managers). Almost every tenth person volunteered to

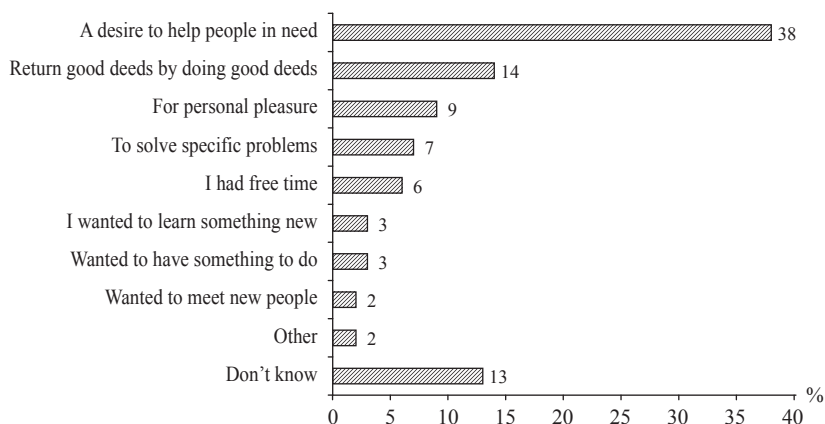


Figure III.4: Distribution of respondents' answers to the question, "Why do you do volunteer work?" (Per cent of respondents to a multiple choice question allowing any number of response options)

help others because it gave them personal pleasure while 7% percent of the people did it because they want to solve against specific problems. All the other motives scored less than 7% and 13% of the respondents did not know how to answer the question.

42% percent of respondents could not say why they have not been engaged in volunteer work over the last 2–3 years (see Fig. III.5). 20% said they had a lot of family problems. This was referred to most of all by people aged 55 and over, unemployed pensioners, Moscow and St. Petersburg residents, as well as poorly educated people. 18% of the respondents said they do not have spare time. This was the primary reason for young people and people living in capital cities. 6% said that they are not volunteers because they don't see the point in it. The other reasons that might discourage people from being active were not compelling for the majority of the population. These include lack of information available about the organizations that do this, lack of experience in this type of activity and no trust in the organizations and people involved. Finally, less than 5% of the respondents said the reason they have not been involved in volunteer work during the last 2–3 years is because they have no desire to help needy people.

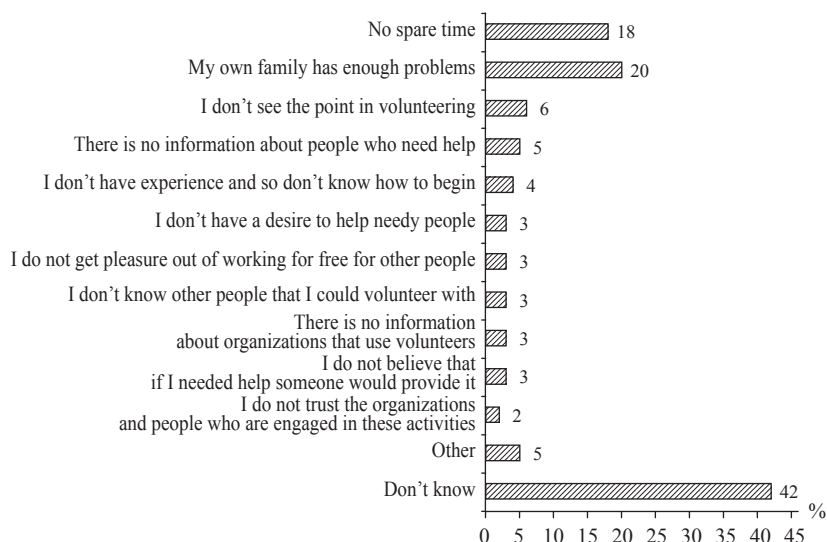


Figure III.5: Distribution of respondents' answers to the question, "If you have not been engaged in volunteer work over the last two or three years, why not?" (Per cent of respondents to a multiple choice question allowing any number of response options)

When it was a question of incentives for people to be engaged in volunteer activity, most of the Russian people pointed to reasons that had a moral-ethical character rather than material considerations (see Fig. III.6). Thus, in the opinion of almost one third of the population (30% of respondents), the people's interest in volunteer work can be stimulated by their interest in helping the needy. 26% of the survey participants stated that one could be encouraged by guarantees that this activity would yield results. 17% of the population believes that people will become active because of a desire to return good deeds by doing good deeds. An equal number of people pointed out that the opportunity to improve the quality of their own life was an incentive to do volunteer work. 16% of the respondents indicated the opportunity to improve the quality of life for other people was an incentive. Finally, the material incentive for doing volunteer work proved significant for only 14% of the survey participants. Another

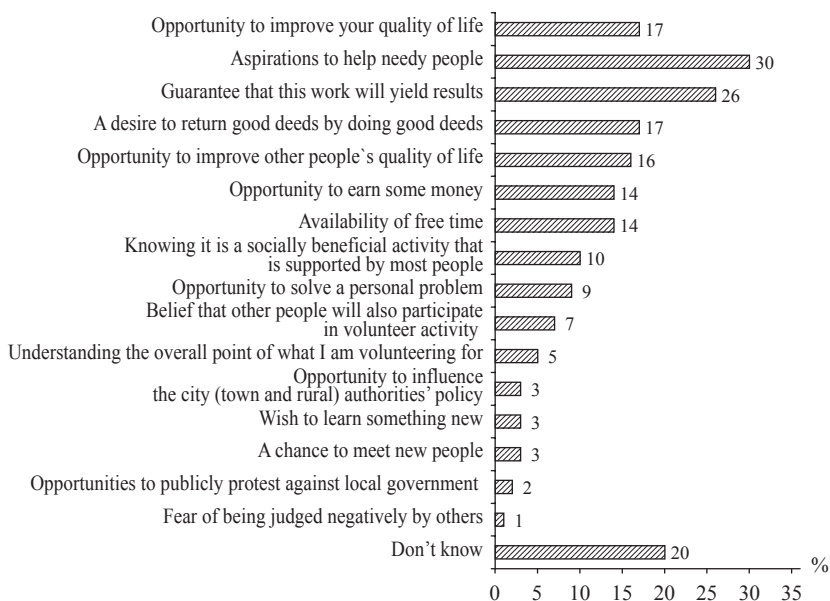


Figure III.6: Distribution of respondents' answers to the question, "Which of the items listed do you think would be an effective incentive for people like you to be engaged in volunteer work?" (Per cent of respondents to a multiple choice question that allowed for no more than five response options)

14% said that they would volunteer if they had more free time. One out of ten respondents stressed the importance of knowing that volunteerism is a socially beneficial activity and approved of by most people. The other incentives for volunteering were supported by less than 10% of the population. It should be noted that almost every fifth respondent did not know what incentives could be provided that would get people involved in these activities.

Chapter IV

Russian Donation Practices and the Relationship between Those Giving and Receiving Aid

§ 12. Level of Russian's Involvement in Making Donations

The share of the Russian population who personally provided aid in the form of money to needy strangers, including beggars, over the last two or three years was 11%. Almost every third respondent (32%) indicated they made such donations “occasionally”. Five percent of the respondents said they had only made a financial contribution to someone once. Almost half of the Russian people (49%) never gave financial aid to a needy strange during this time period (see Fig. IV.1).

International comparisons demonstrate Russia's position among other countries based on the ratio of the population involved in making charitable donations (see: [9]). Such comparisons were made with the application of methodology provided by the CIVICUS Civil Society Index Project that currently allows for obtaining comparable indices for civil society development in 39 countries. These include the Netherlands, Germany, Nepal, Mongolia, Honduras, and other countries differing both in their level of socio-economic development and in their cultural traditions. Russia was ranked 27th among these countries (see Fig. IV.2).

The distribution of answers to questions regarding donating financial aid to the needy are almost identical to the responses provided in relation to volunteer activity. The degree of involvement in volunteer work is directly proportional to the frequency of charitable donations. The data in Table 1 is testimony to this fact. As a rule, those people who are involved in volunteer work on a regular basis are also most likely to provide financial assistance. A person who occasion-

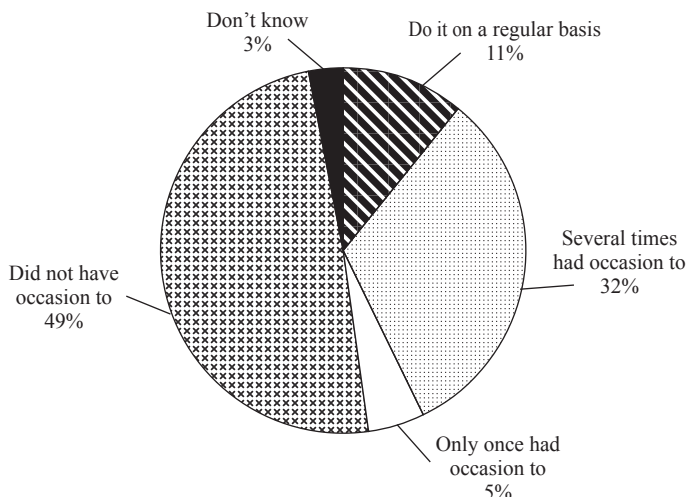


Figure IV.1: Distribution of respondents' answers to the question, "How often have you made a charitable cash donation to help a needy stranger including beggars?" (Per cent of respondents)

ally performs some kind of volunteer work demonstrates the same frequency for making financial contributions. Such a relationship is also characteristic of those who were engaged in charitable activity only once. An exception to this is respondents who never perform volunteer work. They indicated a higher level of making financial donations.

More than half (58%) of those who made charitable donations said they got "satisfaction" out of making the donation, whereas 17% expressed a degree of dissatisfaction. Providing financial aid appeared to arouse mixed feelings in every fourth respondent (25%) who could not characterize their degree of satisfaction (see Fig. IV.3).

However, the volume of private donations is still relatively small in Russia. While every second respondent in the survey indicated they had made donations, half of them could not estimate the amount of money they spent on their charitable contributions. Figure IV.4 shows the size of donations being made based on those who could estimate the amount. In most cases people indicated

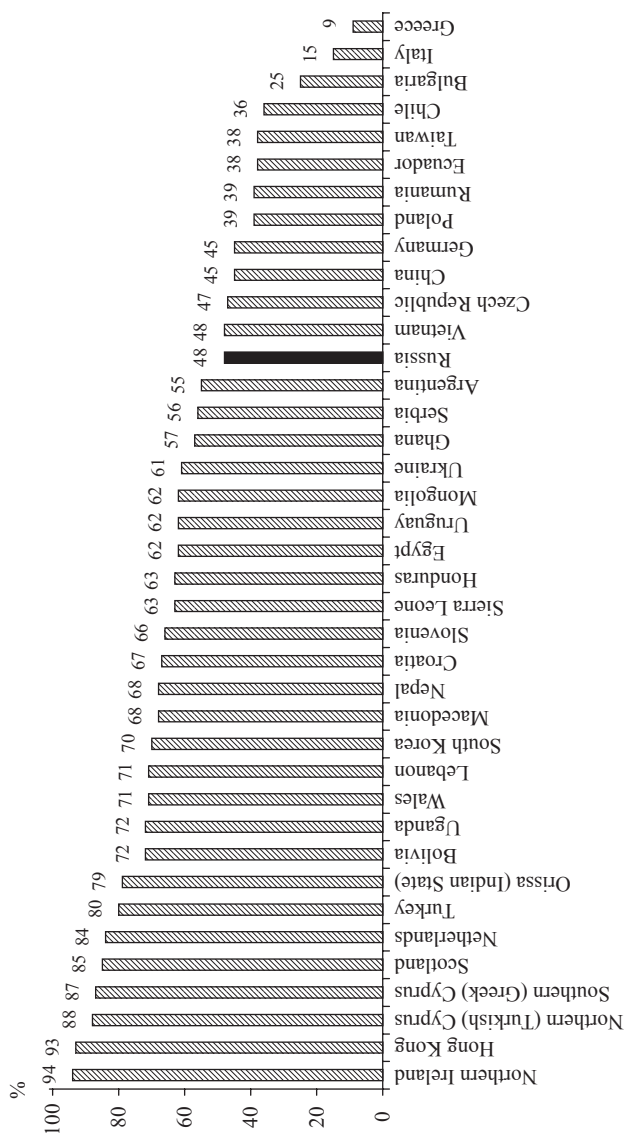


Figure IV.2: Ratio of the population involved in making donations (in per cent, according to the countries)

Table IV.1

**Relationship between Volunteer Work and Providing Financial Aid
(per cent by columns)**

Volunteer work done for the benefit of other people over the last two-three years	Charitable donations made over the last two-three years			
	Make regular donations	Donated several times	Donated only once	Never donated
Volunteered on a regular basis	37	9	4	3
Volunteered several times	29	56	34	17
Volunteered once	4	7	31	5
Never volunteered	25	19	15	17

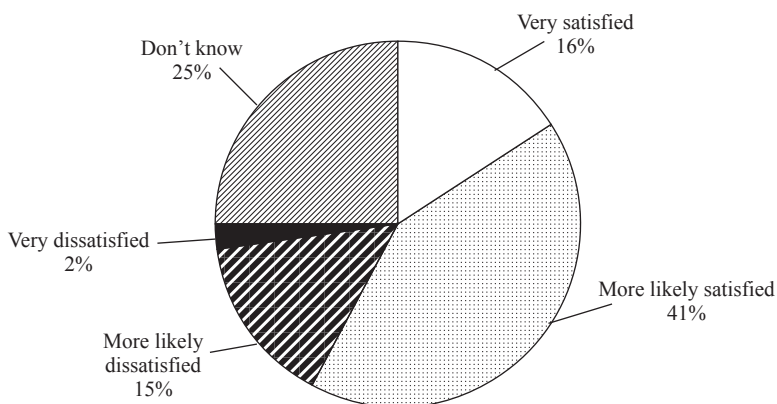


Figure IV.3: Distribution of respondents' answers to the question, "Are you satisfied, on the whole, with financial aid you provided for needy strangers?" (Per cent of respondents who made charitable donations, over the last two-three years)

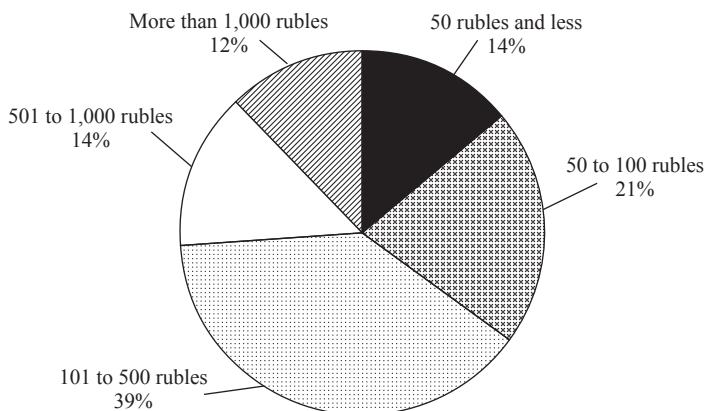


Figure IV.4: Distribution of respondents' answers to the question, "If you have made a charitable financial contribution to help a stranger during the last year, estimate the total amount of your donations." (Per cent of respondents who stated the amount of their donations)

giving a maximum of 500 rubles as a contribution. Overall, 18% of the Russian people spent no more than 500 rubles per year on donations, 6% spent more than 500 rubles, and others either contributed nothing or could not estimate the amount of their donations.

Analyzing the respondents' answers to the question concerning the mechanisms for making a contribution to charity, either through an organization or through a personal transaction, one can conclude that the population is less dependent on using public or government organizations as compared their volunteer activities. Most of the Russian people (37%) preferred to provide money to the needy directly, without using an intermediary organization. 3% of the respondents make contributions at work and only one percent of the population said that they used an organization as an intermediary to make their charitable donations.

§ 13. Conditions for Increasing Private Donation Activities

According to the survey data, the following are the basic conditions that are required to make people more willing to donate money to charity. More than a quarter of the respondents (27%) are prepared to give more money if they had a higher income than it is now. Every fifth (20%) would increase the amount of their donations if they were sure the money was being spent as intended. Other conditions suggested for increasing charitable cash donations did not prove to be of much interest to the majority of respondents (see Fig. IV.5).

It is interesting to note that only 1% of respondents indicated that income tax exemptions would be a useful condition for increasing the amount of per-

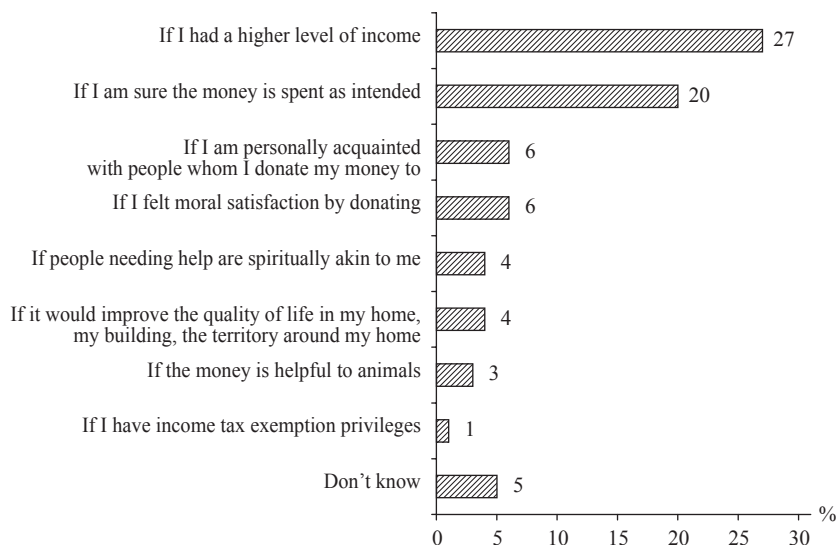


Figure IV.5: Distribution of respondents' answers to the question, "Under what conditions would you be ready to give more money to charity?" (Per cent of respondents to a multiple choice question allowing any number of response options)

sonal donations. Only one fourth of the people were aware of the practice to grant tax exemptions for charitable donations.

Only one percent of the survey participants reported that they made use of the income tax deduction benefit when making their charitable donations. 14% indicated they provided the needy with financial assistance without making use of this privilege.

At the same time, only 5% of those who made use of the privilege said they would make larger donations in the future if this income tax allowance remains in effect. As for those who donated without making use of the privilege, they were even less concerned with this stimulus for increasing donation amounts in the future (3%).

Therefore, this privilege does not have a significant influence on increasing charitable donations. 11% said it wasn't important because they donate a very small amount of money. 1–2% of respondents gave other reasons. Analyzing the opinions of people who gave financial assistance without taking a tax deduction presents a more vivid picture (see Fig. IV.6). These respondents (88%) pointed out they had either no desire for going through the bureaucratic hoops

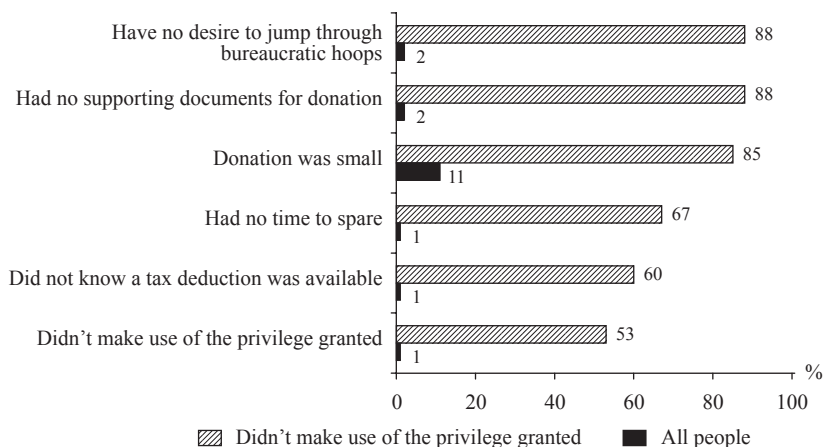


Figure IV.6: Comparative analysis of reasons why tax deductions are not popular with people as a whole, and with donors who did not make use of the deduction privilege (percent of the respondents, and percent in the group who did not take advantage of the deduction)

necessary to get the deduction, or did not have the necessary supporting documents. The majority (85%) of these respondents said the amount of their donations were small. 67% of this group indicated they did not have time to spend on the documentation.

§ 14. The Relationship between Those Giving and Receiving Aid

More than half of the survey participants (59%) indicated that they, or members of their family, had received help from their relatives, friends, neighbors and acquaintances over the last two-three years (see Fig. IV.7). 28% of

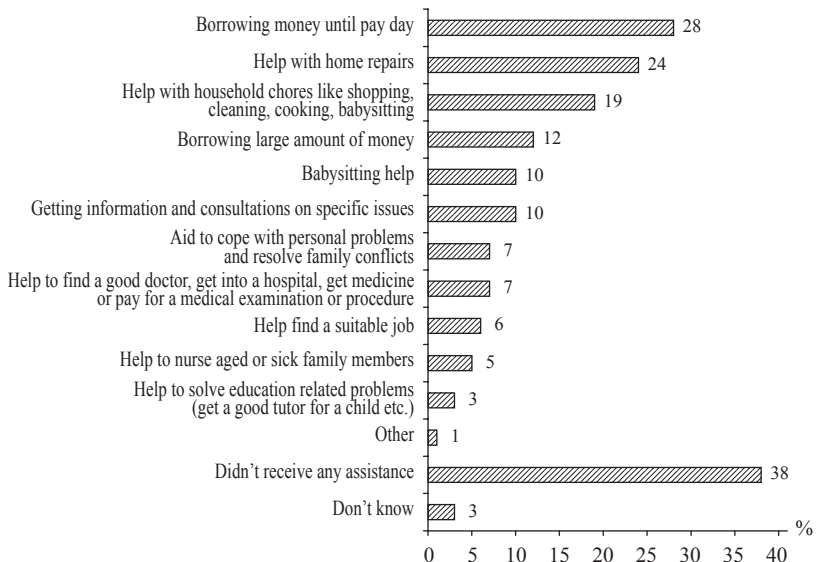


Figure IV.7: Distribution of respondents' answers to the question, "Have you personally or members of your family received help and support from your relatives, friends, neighbors and acquaintances over the last two-three years? If so, in what way have you been supported?" (Per cent of respondents to a multiple choice question allowing any number of response options)

the respondents borrowed money until payday. Help with household chores (mending, carrying things, doing repairs, etc.) was provided to 24% of the survey participants or their family. Help with such household chores as shopping, house cleaning, or cooking dinner, was provided to 19%. 12% reported borrowing a large sum of money. 10% received information, and consultations on important issues and a similar number received help with babysitting. Other kinds of assistance were only noted by a small number of respondents. According to the answers 38% of the population got no support from their relatives, friends or acquaintances. Lack of assistance was mostly indicated by respondents in the senior age group (55 years and over) and residents of capital cities.

As regards the percentage of Russian people who received aid (either financial or in the form of consultations) from organizations or other sources, it is a very high 77% (see Fig. IV.8). 10% of respondents reported they received

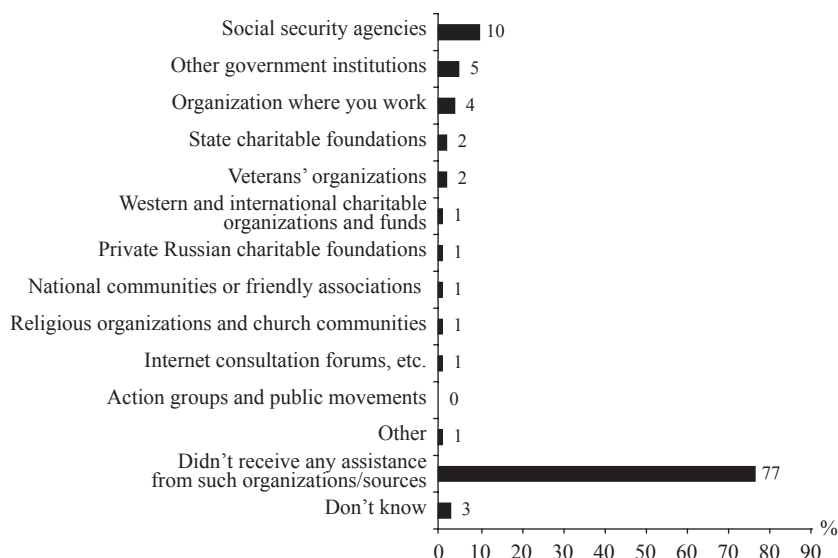


Figure IV.8: Distribution of respondents' answers to the question, "Have you and your family members received financial assistance or consultations from the following institutions or sources over the last two-three years?" (Per cent of respondents to a multiple choice question allowing any number of response options)

aid from social welfare authorities and 5% mentioned other government institutions. 4% received assistance at their place of work. Such organizations, as state and private Russian charitable funds, initiative groups, public movements, religious communities, church organizations, national communities or friendship associations, foreign and international charity organizations, veterans' organizations and Internet consultation forums, provided assistance to only 1–2% of the population.

Still less significant is the work of non-profit organizations in providing financial assistance and free consultations to the Russian people. 77% of survey participants said they had not received any aid from such organizations over the last two — three years. Only 10% gave a positive answer to that question. 3% of the respondents used consulting services related to medical problems. Other forms of aid, such as legal consultations, social and psychological assistance, aid in making organizational arrangements for cultural and religious events, were provided to only 1–2% of the population.

Such an inconsequential percentage of people receiving aid demands further examination to determine whether it means that the population has no problems that can be solved by this assistance or, if there is some other reason. People do need help as demonstrated by an analysis of the population's responses to the question, "Over the last 2–3 years have you ever asked anyone for moral support or sympathy because a situation was too difficult to deal with on your own?" (See Fig. IV.9). Only 19% of respondents said they had not encountered this situation. Half of the Russian people did not ask anybody for help in these circumstances. Just 30% of the respondents looked for sympathy and support.

With regard to possible support groups that can be relied on in cases of need, the survey data showed the following results (see Fig. IV.10). There were only two groups that were actually able to help the respondents who asked for it. Every fourth (25%) obtained moral support from their family members and relatives. Every fifth (20%) enjoyed the support of their close friends. The assistance provided by the other groups, including people from public organizations, professional psychologists, etc, is extremely small, not greater than 1%.

Analyzing the distribution of the respondents' answers to the questions regarding to what extent the population could rely in difficult situations on the support of different groups of people and organizations demonstrates that the people focus all their hopes on their relatives and close friends (see Fig. IV.11). Based on the survey data, 85% of the Russian people think they can, to a great

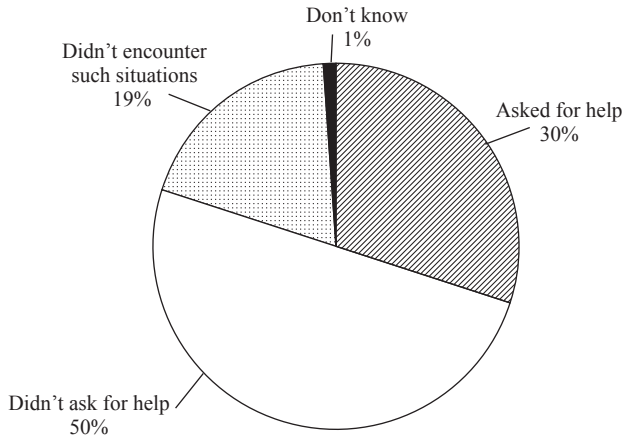


Figure IV.9: Distribution of respondents' answers to the question, "Sometimes people encounter difficult situations in their personal life and moral problems that are difficult to solve on their own. Have you ever asked anyone for moral support and sympathy over the last two-three years?" (Per cent of respondents)

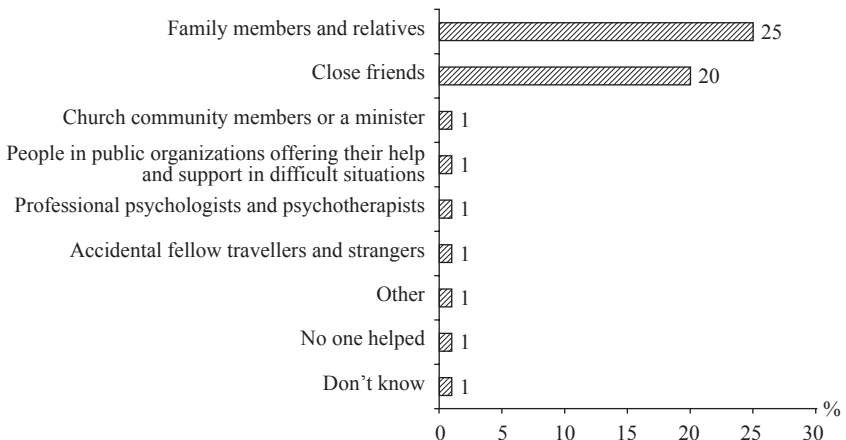


Figure IV.10: Distribution of respondents' answers to the question, "Who helped you solve these problems, or lent moral support to you, and showed sympathy?" (Per cent of respondents to a multiple choice question allowing any number of response options)

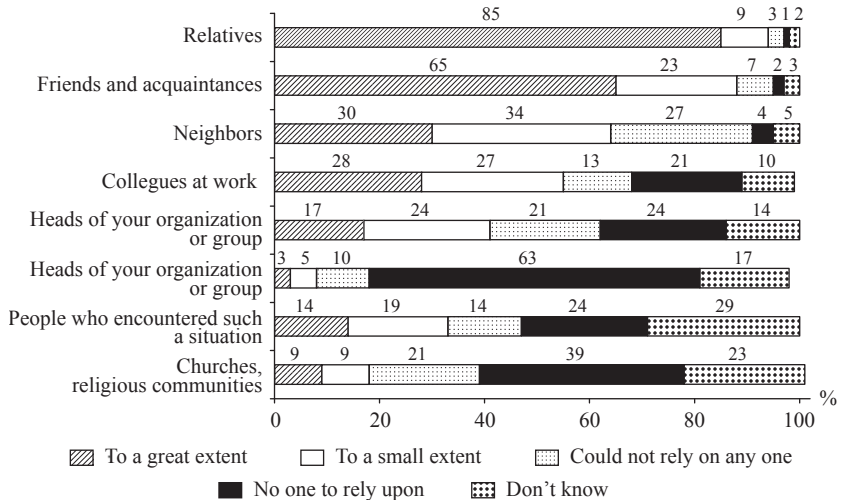


Figure IV.11: Distribution of respondents' answers to the question, "Sometimes people encounter difficult situations in their life that are hard to solve on their own. To what extent could you rely in such situations on the support of...?" (Per cent of respondents)

extent, count on their relatives. Only 1% of the respondents said they had no relatives to rely on for help. The percentage of those who will seek support from their friends in difficult situations is also substantial, 65% said they count primarily on their help. Approximately the same number of people relies on the support of their neighbors and colleagues at work, about 30%. Church, as a public institution, is of little importance helping Russians deal with difficult situations. 39% of the respondents did not think there were church communities that could provide them with assistance. Members of your national "community" received the lowest ratings with 63% of Russians saying there were not any members among their national "community" who they can count on for help solving life's problems.

Chapter V

Public Perceptions of the Interaction between the State and Charity Providers

§ 15. Assessment of Interactions between State and Donors

Within the framework of this survey well-to-do people that make large charitable donations are included in the category of donors. In general, the Russian people support the practice of charitable donations: 93% percent of the respondents approve of it, only 3% do not and 4% said it was difficult to answer the question. How do people perceive the attitude of the State towards donors today? (See Fig. V.1)

The survey participants were somewhat at a loss to answer that question: 40% of them did not know how to evaluate the State's attitude toward donors today (see Fig. V.1). 42% of the Russian population that were able to give an opinion, gave a positive assessment and said that the State's attitude was correct and only 17% believe it is wrong.

Opinions are distributed in the same way when the state authorities' activities are assessed with respect to donors. A considerable number of the Russian people (32%) were at a loss to identify donation-related actions made by the State, and 10% expressed the opinion that there was no consistent policy adopted by the State toward donors. Overall, the majority of respondent answers indicated a positive evaluation of the State's attitude toward donors (more positive than negative assessments). Almost one fourth of the respondents mentioned State authorized tax privileges. Slightly fewer people (22%) indicated that the State provided favorable conditions for charitable activities. 13% did not know how the State should act toward donors. Other people's responses quite clearly indicate that the population expects the State

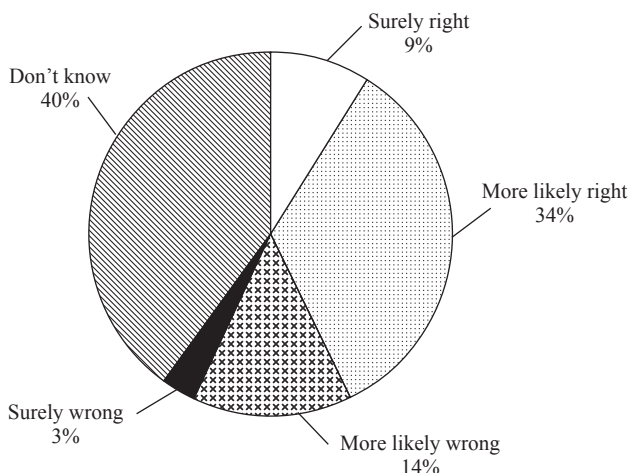


Figure V.1: Distribution of respondents' answers to the question, "Do you think that state authorities attitude toward donors today is right or wrong?" (Per cent of respondents)

to adopt a respectful attitude towards donors, that is, to provide favorable conditions for their charitable and business activities (53%), to make tax exemption allowances (36%), to give moral incentives (31%), etc. These statistics are shown in Fig. V.2.

Two thirds of the population believes that the State has a right to establish requirements for donors (see Fig. V.3). Most people demand transparency and openness for charitable donations (41%), and the requirement that charitable business should be conducted in good conscience (40%). Less popular were guarantees for on-going charitable activities during a specified period of time (26%), the goal of an organization's charitable activities should be agreed upon with State authorities (16%), and that large sums of money should be donated (13%). Other requirements on the list that were only supported by 7–10% of the survey participants include: charitable institutions should adhere strictly to ethical norms (even more strictly than is customary for the commercial sector); the goal of their business should be agreed upon with State authorities; they should be loyal to the authorities and support their initiatives; they should not take part in political activities.

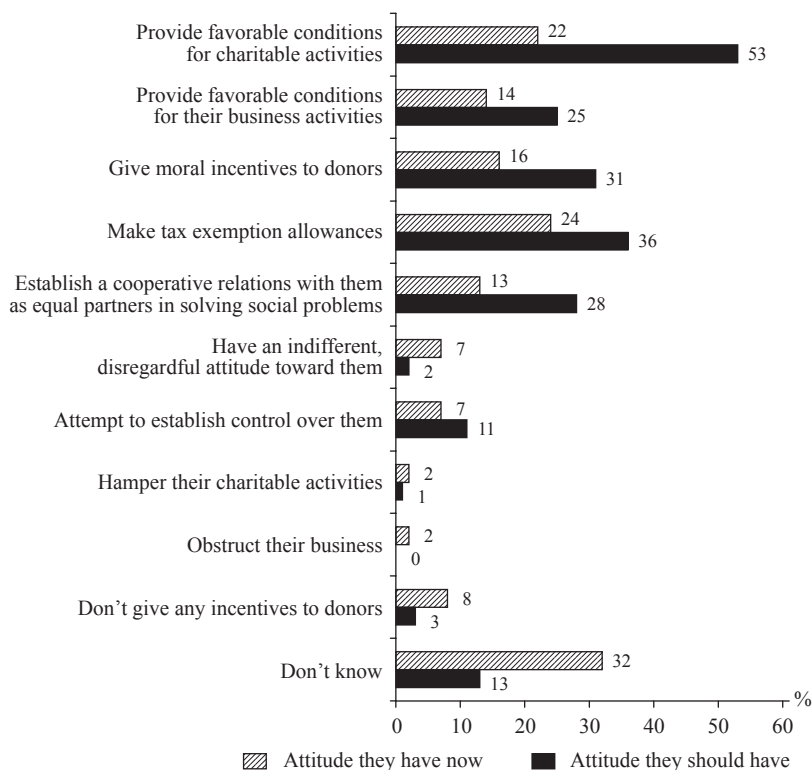


Figure V.2: Distribution of respondents' answers to the questions about the way state agents behave toward donors now, and what attitude they should have (Per cent of respondents to a multiple choice question that allowed for no more than five response options)

The survey results show that people do not feel that donors always act from disinterested motives. One fourth of the respondents did not know why people perform charitable activities (see Fig. V.4). Most of the answers indicate that people do not have much faith in the purity of donors' motives. A significant portion of the population (41%) expressed the view that people conduct charitable activities without any desire for personal benefits out of it. Every third

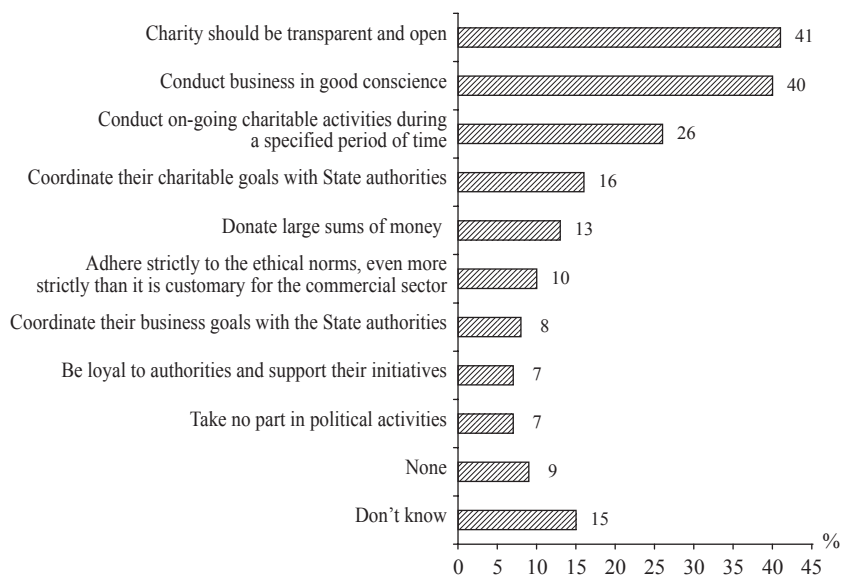


Figure V.3: Distribution of respondents' answers to the question, "What requirements do the state authorities have a right to make of donors in exchange for their support?" (Per cent of respondents to a multiple choice question allowing any number of response options)

respondent (34%) believes that more than half of the people engaged in making donations are doing it to become more popular or to get publicity. 13% think that almost all donors have this goal in mind. According to 31% of the population, more than half of the donors use charity as a way to improve their relations with State officials and 16% placed all donors in this category. More than half of the donors, in the opinion of 28% of the respondents, and almost all donors, in the opinion of 19%, engage in charity to solve their business problems.

Thus, it makes sense that 65% of the population think that the authorities should be aware of the real motives for rich people making large charitable contribution. 21% do not think they should be and 14% do not know (see Fig. V.5).

Should the State play a fundamental role in establishing the objects of donor attention and the priorities for their charitable activities? According to the

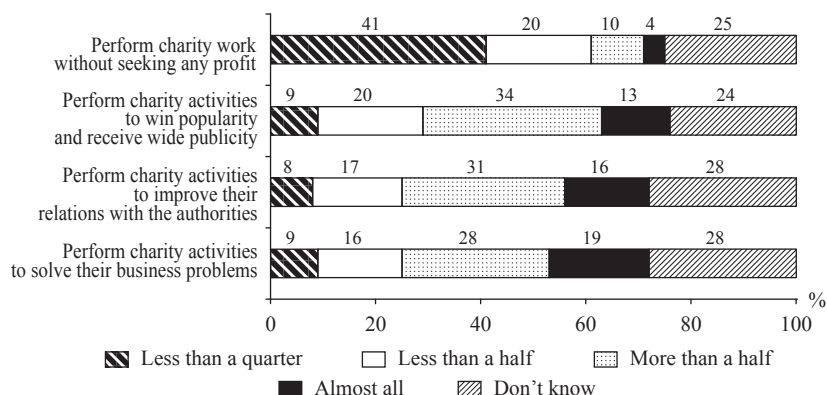


Figure V.4: Distribution of respondents' answers to the question, "What is the percentage of donors who..." (Per cent of respondents)

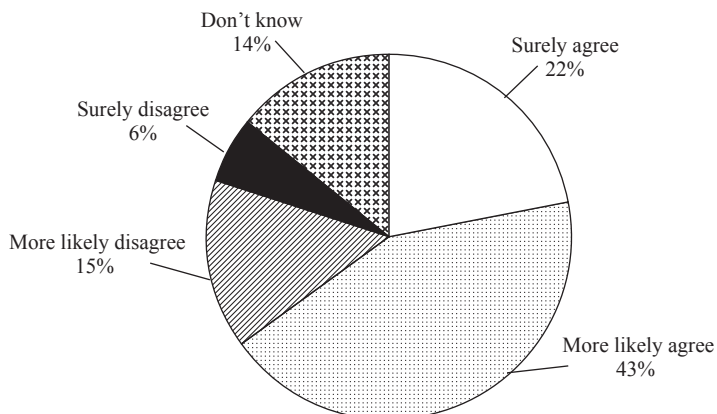


Figure V.5: Distribution of respondents' answers to the question, "The authorities should be aware of the real motives for rich people making large charitable donations. Do you agree or disagree with this opinion?" (Per cent of respondents)

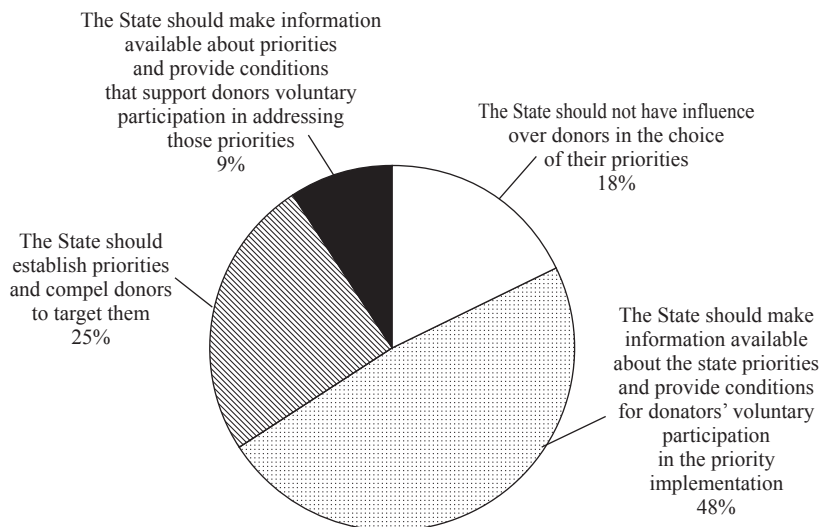


Figure V.6: Distribution of respondents' answers to the question, "What part should state authorities play in establishing the objects of donor attention and priorities for their charitable activities?" (Per cent of respondents)

survey, almost half of the population (48%) believes that the State should make information available about State priorities and provide conditions that would facilitate donors' voluntary participation in addressing these priority issues. Every fourth respondent indicated that the State should not have influence over donor priorities. Only 18% of respondents expressed the opinion that the State should establish priorities, and compel donors to target them (see Fig. V.6).

Thus, in the Russian people's opinion there are contradictory attitudes towards rich people making large donations. On the one hand, people approve of their charitable activity. On the other hand, most of the respondents demonstrated the firm belief that donors were acting out of primarily selfish motives. Russians think that the State should provide favorable conditions for both business donations and charitable activity. In exchange for this support from the State donors should conduct their charitable efforts in an open and transparent manner and conduct their business activities in good conscience.

§ 16. Assessment of Interactions between State and Russian Charitable Organizations

Almost one third of the population (31%) did not know what attitude the State adopted toward Russian charitable organizations (see Fig. V.7). The other respondents positively evaluated the State's attitude toward the organizations, that is, 26% of respondents were inclined to believe that the State promoted their development, with 17% believing that the State established cooperation with them as equal partners. Almost every sixth (18%) person agrees that the State attempts, though inefficiently, to support Russian charitable organizations and to cooperate with them. In the opinion of 10% of respondents, the State is indifferent and ignores them and 9% of survey participants believe the State attempts to establish control over these organizations. A mere 2% of the population holds the extreme view that the State is trying to do away with Russian charitable organizations. 9% of the respondents pointed out that there was no consistent State policy in this sphere, whereas 6% said there was a big

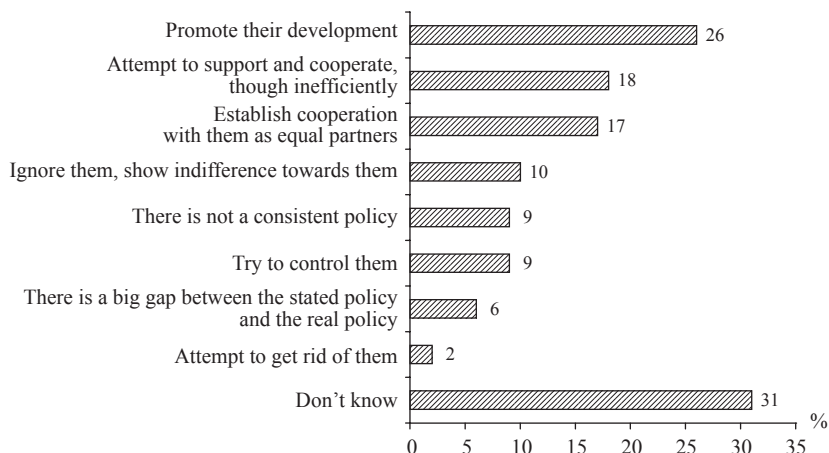


Figure V.7: Distribution of respondents' answers to the question, "What is the state authorities' attitude towards Russian charitable organizations today?" (Per cent of respondents to a multiple choice question that allowed for no more than three response options)

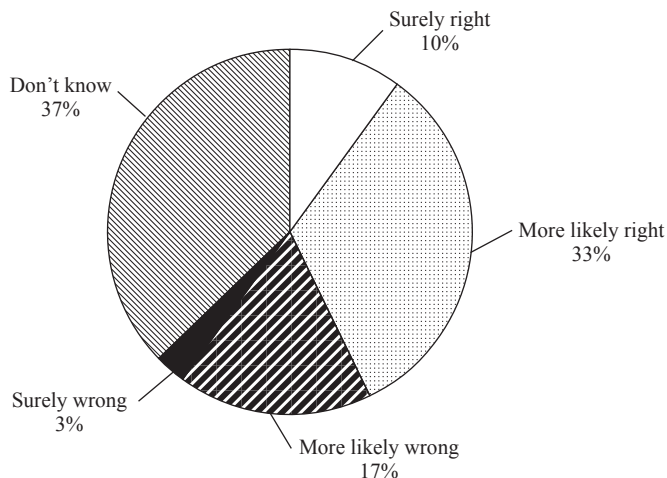


Figure V.8: Distribution of respondents' answers to the question, "Do you think that the state authorities have a correct or incorrect attitude towards Russian charitable organizations today?" (Per cent of respondents)

gap between the State's declared and actual policy towards Russian charitable organizations.

The veracity of this opinion distribution is confirmed by the respondents' estimates of the attitude (right/wrong) that the State has toward Russian charitable organizations. 43% of the population thought the attitude was appropriate, whereas 20% think it is wrong and 37% did not express an opinion (see Fig. V.8).

In the opinion of 44% of the population, the State should provide favorable conditions for all charity organizations, no exceptions (see Fig. V.9). There are just as many respondents who think that these conditions should be provided only to organizations that give real aid to people and are useful to society. 18% indicated that the State should help organizations that do not harm the country. Helping organizations that address local issues in their city, town or village was supported by 16% of survey participants. 11% of the people pointed out that favorable conditions should be provided to those organizations that either participate in activities assigned by the State or, make large donations.

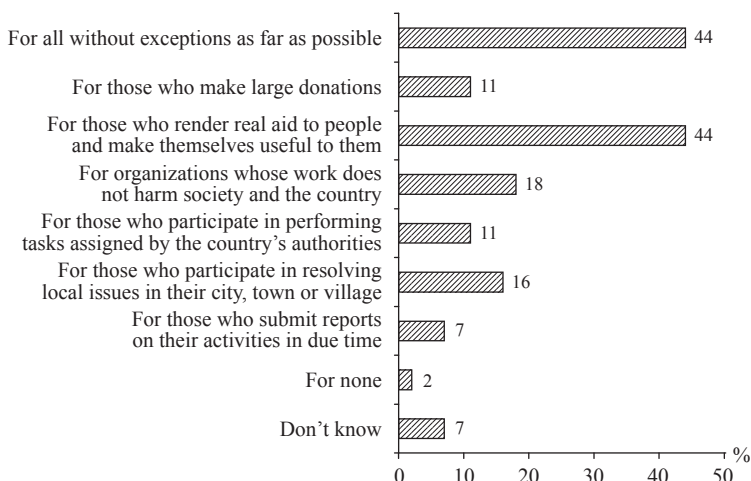


Figure V.9: Distribution of respondents' answers to the question, "Which Russian charitable organizations should be granted favorable conditions by the authorities?" (Per cent of respondents to a multiple choice question allowing any number of response options)

Survey participants were also asked to express their views on the subject of whether the State had a right to require certain things from Russian charitable organizations, in exchange for its support and providing favorable conditions for their development (see Fig. V.10). An overwhelming number of the respondents agreed with this approach. Only 5% of the population was against the idea and think that nothing should be required. 9% did not name any requirements they felt were legitimate. Every second respondent drew attention to the necessity of strictly observing the laws. 42% believe that organizations should be required to not engage in corruption, tax evasion or fraudulent concealment of unfair business practices. Less popular was the opinion that presentation of detailed reports should be required with 34% supporting, activities that are very effective should be required (20%), coordination of the organization's goals and activities with the State authorities (18%) and 12% felt that showing initiative and being actively engaged in activities should be required. Less than 10% of the respondents pointed to the other requirements listed in the questionnaire including: Adhere to the ethical norms more strictly than commercial organiza-

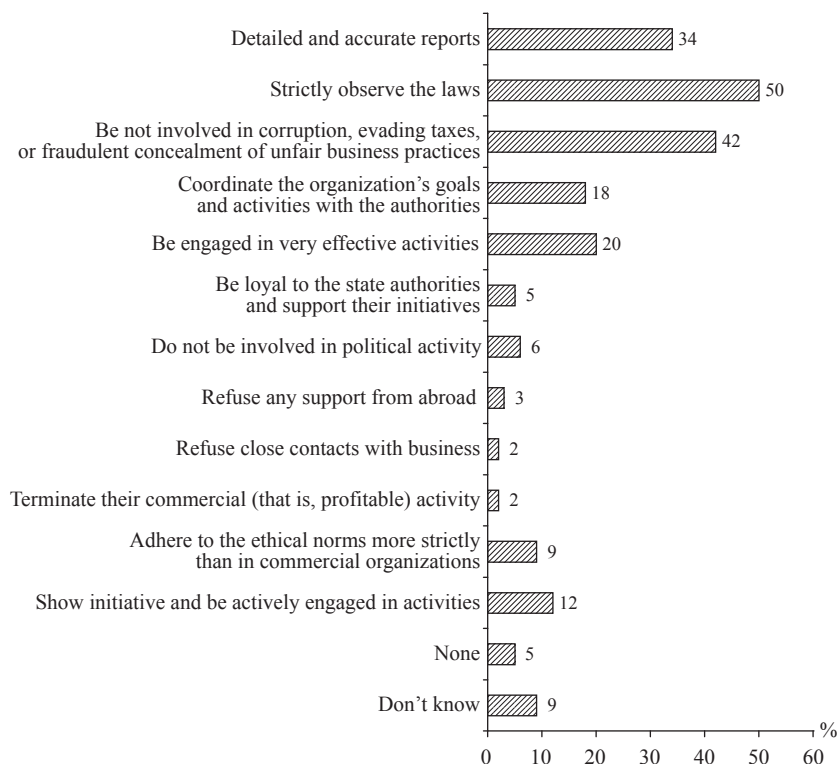


Figure V.10: Distribution of respondents' answers to the question, "What requirements does the State have a right to make of Russian charitable organizations in exchange for its support?" (Per cent of respondents to a multiple choice question allowing any number of response options)

tions; Not be involved in political activity; Be loyal to the State authorities and support their initiatives; Refuse any support from abroad; Refuse close contacts with business; Terminate their commercial (that is, profit making) activity.

It is significant that, according to the survey data, 72% of the Russian people agree that the authorities should keep track of the real motives behind organizations engaged in charitable activity (see Fig. V.11). Only 16% feel the opposite and even fewer people did not have an answer to the question.

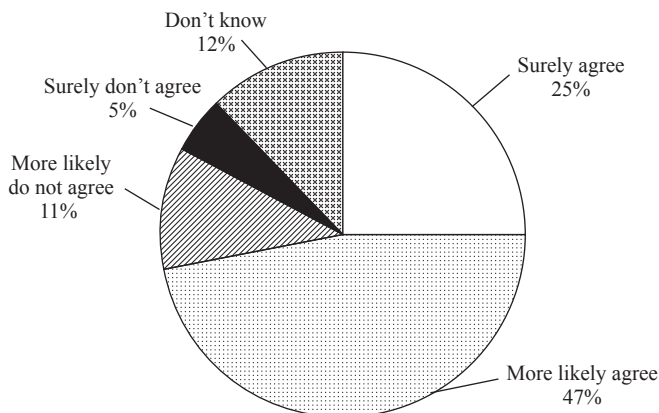


Figure V.11: Distribution of respondents' answers to the question, "Authorities should keep track of the real motives behind organizations engaged in charitable activities. Do you agree or disagree with this opinion?" (Per cent of respondents)

Therefore, most Russian people agree that the State should not supervise Russian charitable organizations in any way.

In relation to the role the State should play in establishing the object and priorities of Russian charitable organizations, people are inclined to decide in favor of these organizations making their own decisions (see Fig. V.12). Most of the respondents (43%) supported the idea that the State should make information available about State priorities and provide conditions that facilitate the voluntary participation of charitable organizations in addressing these issues. 28% of the respondents think the State should not have any influence over the choice of priorities for charitable organizations. Almost every fifth (19%) survey participant would prefer that the State established priorities and compelled charitable organizations to implement them. Every tenth respondent could not answer the question.

A systematic approach to the interactions between the State and Russian charitable organizations can be implemented through a special program and the conceptual study conducted by the Ministry of Economic Development of the Russian Federation, to promote charitable activity and volunteer work, can play a key role in these efforts.

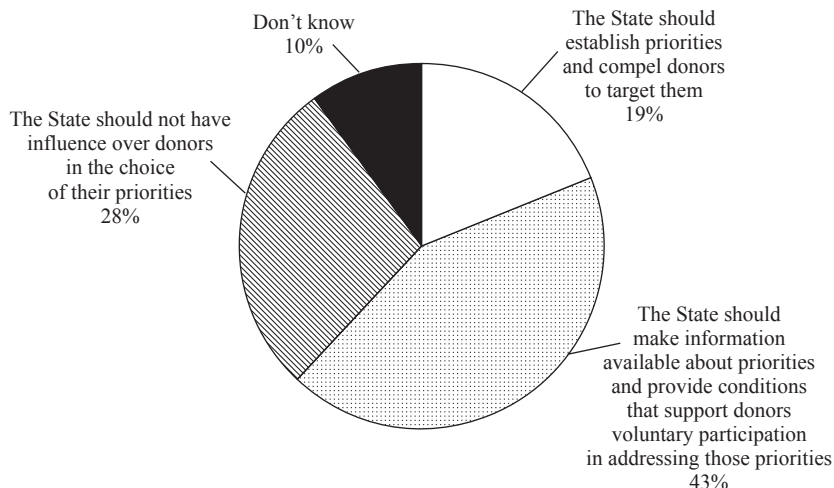


Figure V.12: Distribution of respondents' answers to the question, "What part should the state authorities play in establishing the objects and priorities of charitable organizations?" (Per cent of respondents)

§ 17. Trust in Foreign Charitable Organizations and People's Assessment of Their Interactions with State

Most respondents have no clear-cut position on the issue of the State's attitude towards foreign charitable organizations and their own level of trust in such structures. That is the conclusion from an analysis of the distribution of people's opinions related to foreign charitable organizations' activity in Russia (see Fig. V.13). 41% of the people believe that the State should support foreign charitable organizations and provide favorable conditions for their activity in Russia because it is in the best interest of the society. However, at the same time, almost as many respondents (37%) indicated the opposite opinion, they thought the State should not support such organizations as in most cases it resulted in different types of abuse. Almost every fifth survey participant could not answer the question. The Russian people's opinion with regard to trusting

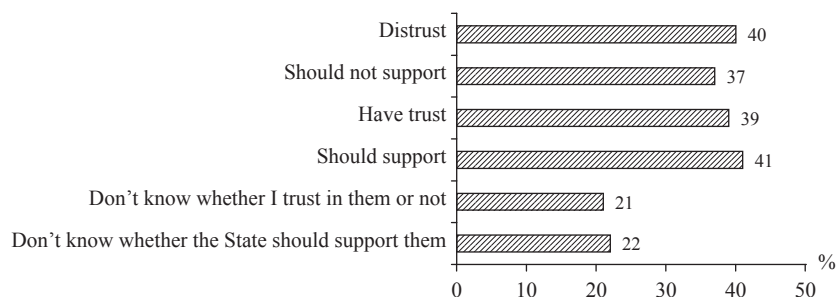


Figure V.13: Comparative analysis of responses to the question about the State's support for foreign charitable organizations and about personal trust in them (per cent of respondents)

foreign charitable organizations was also distributed in close to equal parts. 39% of the population stated that they personally trusted them, and 40% said they distrust foreign charitable organizations. Every fifth respondent did not give an opinion.

A direct relationship is observed between the opinions on personal trust and the opinions on the State's support for foreign charitable organizations (see Fig. V.14). Among those who expressed trust in such organizations, 71% believed that the State should provide them with support, and grant special terms and conditions for their operations. Among those who do not trust in these organizations, a similar number of the respondents said that the authorities should not provide any special privileges for them. Those who were uncertain about whether they trusted the foreign organizations were also unable to express their opinion on the issue of State support for them (58%).

Thus far, as shown by the survey data, the people are more inclined to pass negative judgments on the role of foreign charitable organizations in Russia that provide financial and other support for organizations, associations and common citizens. Thus, 44% of the respondents do not think that such activity promotes democratic and civil society development in Russia. Those who think that these activities do promote democracy and civil society are much fewer in number (25%). 30% of survey participants supported the popular opinion that foreign charitable organizations were established to hide espionage activities, whereas a few more (35%) disagree with this idea. Agreement and disagreement were

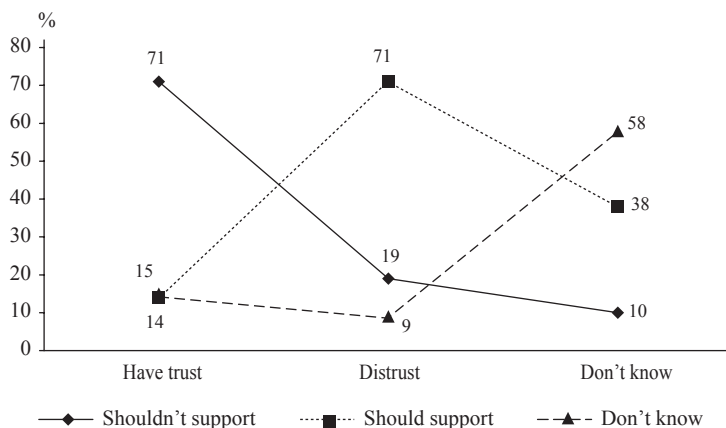


Figure V.14: Comparative analysis of people's opinion distributions on personal trust and the State's support for foreign charitable organizations (per cent of respondents)

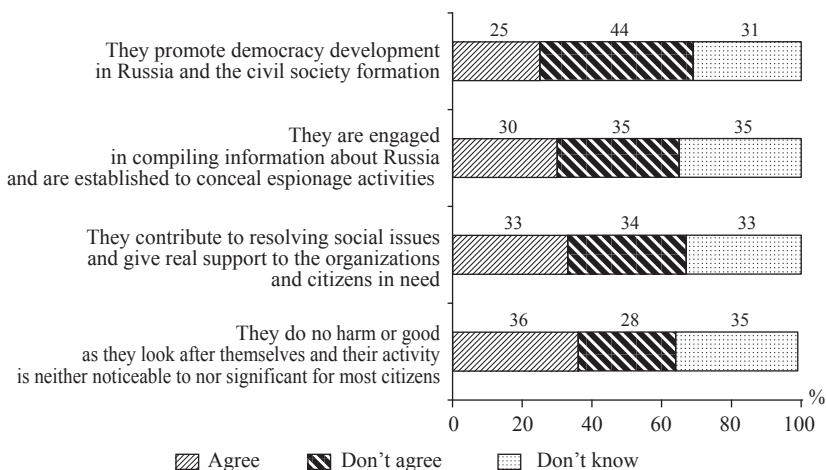


Figure V.15: Distribution of respondents' answers to the question, "Which opinions about the role and activities of foreign charitable organizations (giving financial support to institutions and citizens, including grants and scholarships) do you agree with?" (Per cent of respondents)

divided almost equally (33% and 34%, respectively) with the statement that such organizations actually contribute to solving social issues and give real support to organizations and citizens in need. According to the poll results, most of the respondents were adherents to the viewpoint that the activities of foreign charitable organizations did no harm or good as, for the most part, their activities were neither noticeable nor significant for most citizens. 28% of the respondents disagreed with this thesis. The percentage of those who were not able to evaluate the role of these organizations was relatively high (35%).

Philanthropy, Civil Society, and Russia's Future (Conclusion)

The habit of discussing the state of society and its prospects, in economic and political terms, often hampers our ability to recognize the importance of philanthropy. Such subjects as popular solidarity, sympathy and doing what one can do to affirm equality and fairness through one's own "small deeds" (as distinct from the establishment of a fair world order by design) are almost totally marginalized topics among experts and virtually non-existent as topics for State authorities. The contribution of philanthropy to GDP (gross domestic product) is relatively small, and its political significance is not recognized by either supporters of the established form of government or their opponents.

Business owners' charity work is for the most part an exception. It is respected for its large scale and is appreciated as a source of funds that can be added to supplement public social expenditures. This is sometimes exploited by making it voluntary in theory but compulsory in practice. Sometimes people are on guard against its intrusion into politics and, at other times, political hopes are placed on it. At the current time, the State's preferential treatment (primarily as expressed in granting tax benefits) of philanthropic projects undertaken by business owners is limited in character and hardly noticeable in practice.

Even Russian research workers and activists whose interests include civil society development tend to look down on philanthropy. The assistance given to people is at best perceived of as a "little sister" in the large genre of civic actions. Meanwhile, it is our view that civil society can only develop on the basis of actions conducted by people in solidarity and massive acts of philanthropy that are not motivated by a desire for publicity. This viewpoint is based on an assumption that the development of a civic consciousness starts from below and is not something that can be introduced into society by leaders, ideologists and missionaries. It is based on practical social activities that are gradually expanding and increasing their complexity.

Russian civil society is now in the process of being established and making progress will not be an easy task, but there are good prospects for success⁶.

⁶ For more details see: *Civil Society Development Factors and Mechanisms of Its Interaction with State* / Ed. by L.I. Yakobson. Vershina, Moscow, 2008; *I.V. Mersiyanova, L.I. Yakobson. Popula-*

Now, we think of it as natural to build a bridge between the subject of philanthropy and the issue of the future prospects for civil society development as perceived by Russian citizens. The All-Russian representative survey for the adult population provided empirical material for doing this (see: [10] in the List of Empirical Information Sources).

The immediate subject of the study was citizen attitudes towards ideas for the future that were reflected in the Concept of Russia's Long-Term Socio-Economic Development until 2020 (CLTD, or Dvlp. Plan 2020). The Concept does not ignore the subject of civil society and NGOs but they are located at the periphery. We believe this subject is of fundamental importance in relation to the country's historical potential and development. Therefore, respondents were asked to evaluate how much the CLTD is dependent on citizens' trust, solidarity and self-organization, and how much they think they will feel the influence of socio-economic changes. We did not expect the respondents to be familiar with the Concept's content, and formulated our questions so that we might project this content on the respondents' perception of the future.

First, we will cite responses to several questions related to the survey's overall context. These primarily refer to attitudes towards long-term planning in general (see Fig. 1), and to the role it can play in the present conditions in Russia (see Fig. 2).

The main strategic purpose of the Concept of Long-Term Development is to attain the status of a leading world power for Russia. The way respondents interpreted this purpose helps us to understand what, in their opinion, the country should work towards. Naturally, these varied interpretations do not need to coincide with the ideas of those who created the document. Distribution of the respondents' answers is shown in Fig. 3.

Level of production was found to be the most important feature of a leading world power. In other words, priority is given to economic achievements rather than, for example, to military power. However, the achievement itself is most often interpreted in terms of quantity than quality and efficiency. The following

tion's Public Activity and Civil Society Development Conditions as Perceived by Citizens. State University — Higher School of Economics, Moscow, 2007; *I.V. Mersiyanova, L.I. Yakobson*. Non-Governmental Non-Profit Organizations: Institutional Environment and Activity Efficiency. State University — Higher School of Economics, Moscow, 2007; *Civil Society in Modern Russia. Sociological Drawings from Life* / Ed. by E.S. Petrenko. Public Opinion Foundation (Government Institution), Moscow, 2008.

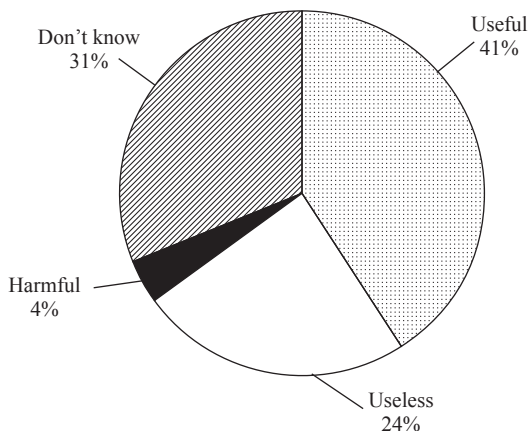


Figure 1: Distribution of respondents' answers to the question, "Is the country's long-term development planning useful, useless or harmful?" (Per cent of respondents)

three items rank second as most frequently referred to: "Provide world market with advanced high-quality products rather than natural resources"; "Military power"; and "Level of scientific, educational, cultural and public health-service development". At the same time, each of the aforementioned items had its circle of supporters. In particular, the ability to produce advanced high-quality products is especially attractive to higher-educated and/or high-income people, specialists, residents of the capital and the other largest cities. Businessmen mentioned this most often (71%). This response was much less common among the unemployed, retired non-workers and the elderly, people who are less educated, low-income persons, and residents of cities in the range of 500,000 to 1 million people as well as residents of towns with less than 50,000 people.

The country's scientific and cultural achievements proved more important (by 7–14%) to higher-educated and high-income people, specialists and officials, state workers and residents of the largest cities and towns. This was pointed to 6–17% less often by people with poor educations as well as by small towns and village residents. Characteristics of respondents interested in military power are much more consistent. The deviations from the mean (46%) are not significant.

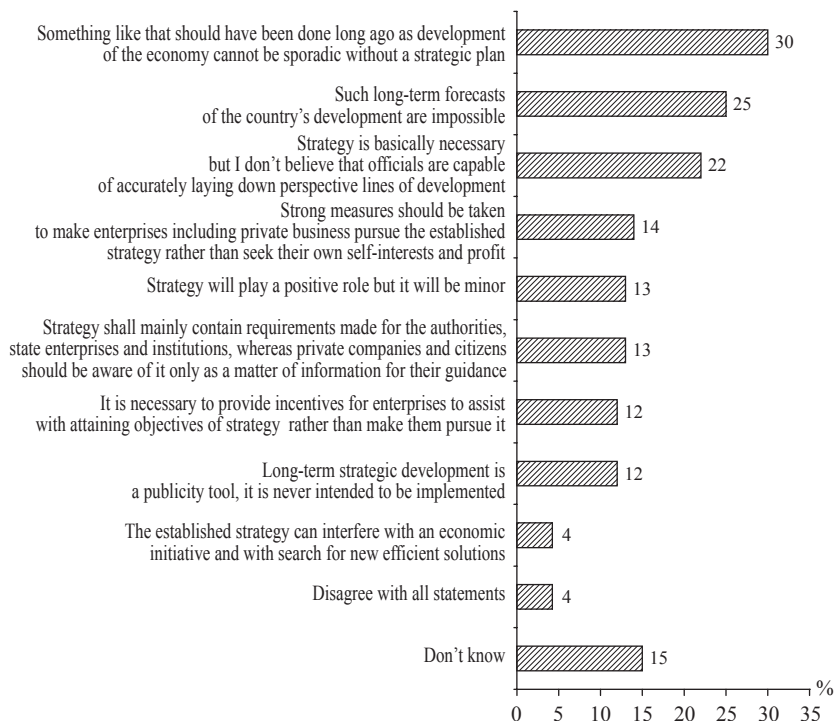


Figure 2: Distribution of respondents' answers to the question, "The Russian Federation Government has determined the country's development strategy until 2020. What statements listed in the card do you agree with?" (Per cent of respondents)

The response options that are related to the indicators that are mostly (though sometimes indirectly) characteristic of civil society and the development of philanthropy are either in the middle or at the very bottom of the list of respondents' priorities regarding the features of a world power. Centrally positioned on the list are concern for children, the elderly and the disabled; overcoming officials' arbitrary rule and corruption; respect for citizens' rights and freedoms. At the bottom of the list are such items as independent and equitable legal system and democratic development.

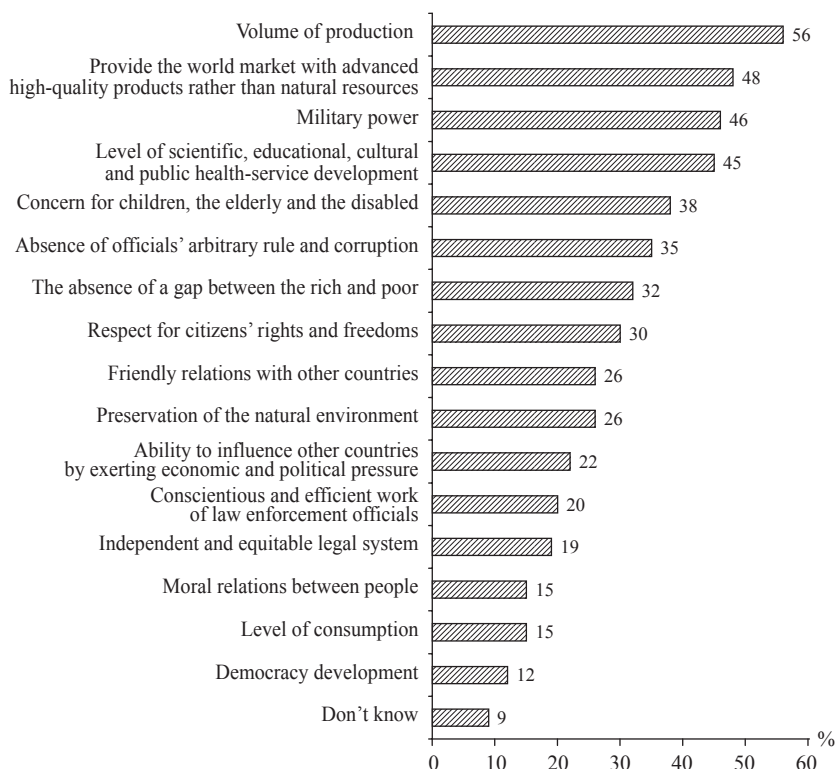


Figure 3: Distribution of respondents' answers to the question, "Russia's 2020 strategic goal is to become one of the world's leading powers. Please specify the items especially essential for Russia to achieve its goal of being in the top ten leading countries." (Per cent of respondents to a multiple choice question allowing any number of response options)

Approximately half of the respondents believe that Russia will rank among the leading world powers but only 30% think that it will take place by or before 2020. At the same time, 2% of the respondents are certain that this objective has already been achieved and 11% percent think the goal is unattainable (see Fig. 4).

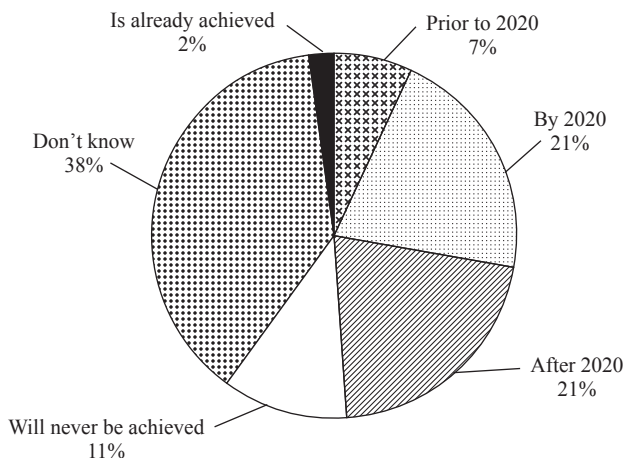


Figure 4: Distribution of respondents' answers to the question, "Do you think of the goal to become one of the world's leading powers is achievable or unachievable? If achievable, within what time frame will the goal be achieved?" (Per cent of respondents)

The above background information is useful for understanding how Russia's future is connected in mass consciousness with civil society development, on the whole, and with the development of charitable activities, more specifically. The first question refers directly to Russian's view of the future and the influence of civil society actors, State and public institutions and various professional groups on the attainment of the primary CLTD goal (see Fig. 5).

The Russian people's preferences are graphically shown in Fig. 5. Citizens' trust in the influence of the President, Government and other state representatives is high and much less importance is assigned to civil society structures. These results are not unexpected. However, by summing up the percentage of the respondents who indicated "It depends to the greatest extent" and "It depends to a great extent", one can see that more than half of the respondents assign substantial importance to human rights organizations, more than 40% named charitable organizations and trade unions, and almost 40% named other non-profit organizations.

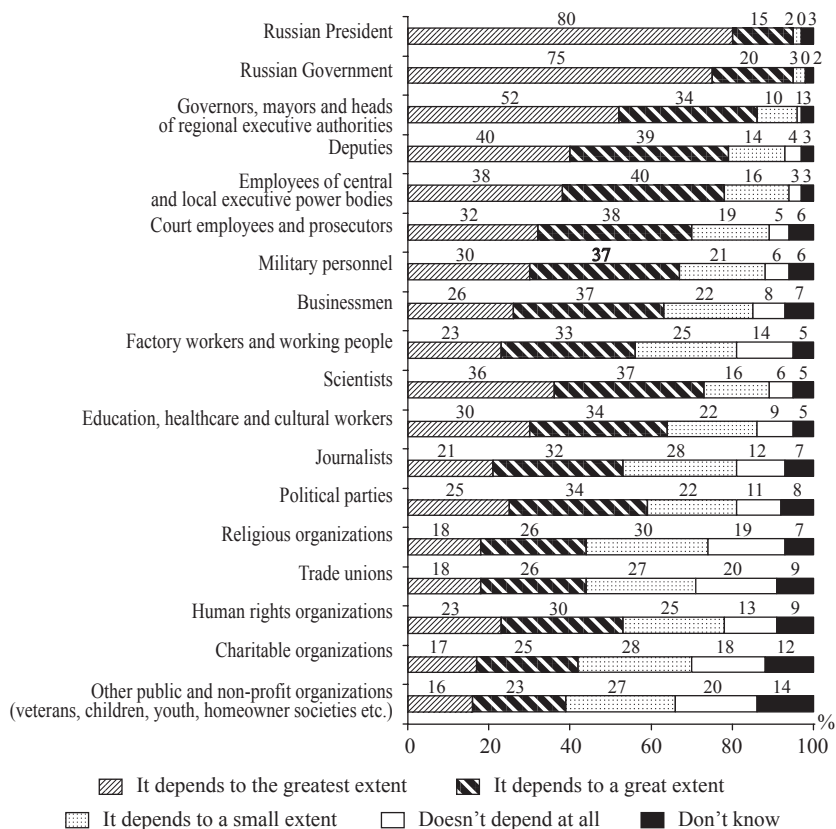


Figure 5: Distribution of respondents' answers to the question, "To what extent does the achievement of the strategic goal to make Russia one of the world's leading powers depend on the activity of...?" (Per cent of respondents)

However, when respondents were asked to answer the question that specified the level of priority that should be put on civic activity, almost two thirds of the respondents said it was necessary (see Fig. 6). At the same time, people are not certain that noticeable changes will take place in the sphere of civil society (see Fig. 7).

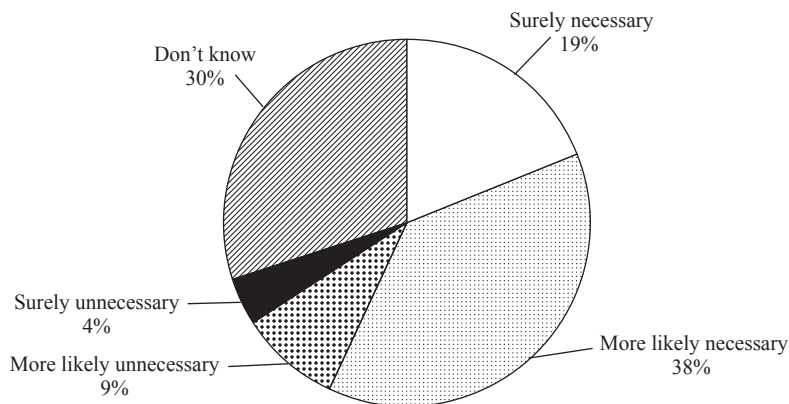


Figure 6: Distribution of respondents' answers to the question, "Most citizens in some developed countries are involved in the activity of public, religious, charitable and other non-governmental non-profit organizations to jointly solve their problems and help other people, as well as to control the authorities' actions. Is it necessary or unnecessary, in your opinion, that our country should in this respect become similar to these developed countries by 2020?" (Per cent of respondents)

The Concept of Russia's Socio-Economic Development is long-term, but external circumstances arising from the world economic crisis and with its deep social impact, intervened in the implementation process almost immediately upon the adoption of this Concept. In what way will the crisis affect the development of civil society? Will it contribute towards increasing or decreasing charitable donations and how will the nature of self and mutual assistance relations change? Time will tell. Meanwhile, our surveys provide testimony that the Russian people expect there will be a decrease in the people's trust in each other, assistance to each other and philanthropy. In the opinion of only 9% of the Russian people these qualities will be heightened during the financial crisis. Every fifth Russian (20%) was unable to predict whether people would have more trust in each other and help each other more by 2020. The other opinions were distributed in almost equal parts, that is, 41% of the respondents were certain that people would be more trusting, and 39% indicated that trust would not develop in the country.

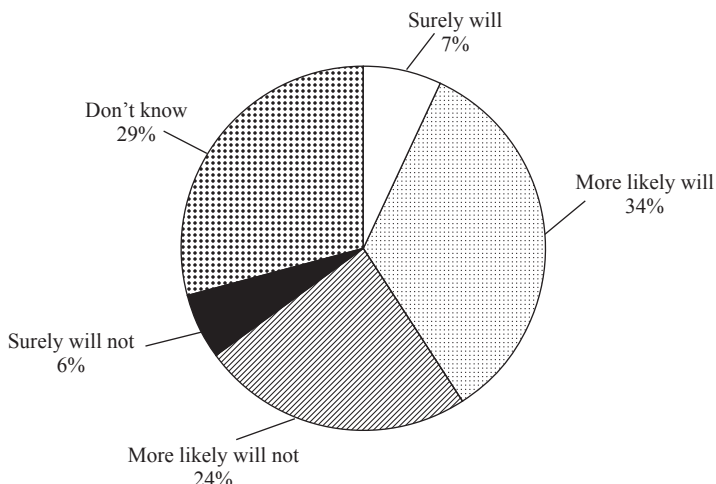


Figure 7: Distribution of respondents' answers to the question, "Will most of the Russian people be involved, in your opinion, by 2020 in the activity of public, religious, charitable and other non-governmental nonprofit organizations to jointly solve their problems and help other people, as well as to control the authorities' actions or not?" (Per cent of respondents)

The dimensions and nature of people's philanthropic activity in a country are conditioned, first of all, by the public environment and not the actions of the authorities. However, the authorities at all levels can (consciously or unconsciously) either put up substantial obstacles to achieving the citizens' philanthropic aspirations or, contribute to a great degree to their successful implementation. The studies made by the State University — Higher School of Economics, including the studies based on the survey results published providing civil society monitoring information, should convince the reader that the current State policy in Russia is indifferent to the process of supporting the development of charity rather than actively supporting or obstructing the process. There is no reason to doubt the readiness to support charity that is declared in political statements, but the potential for cooperation with private philanthropists and charitable organizations is underestimated by the State authorities.

Moreover, the State's attitude towards the charitable work being conducted by Russians and the philanthropic activity of organizations has been lacking a systematic approach to promote the conditions that would help to realize Russia's philanthropic potential. Consideration of possible measures to help overcome the lack of trust in charitable organizations and their donors on the part of the population has been particularly ignored. Among these measures, we would like to draw attention to assistance in spreading reliable multi-dimensional information that is needed by philanthropists as well as beneficiaries and, the establishment of new legal niches for organizations ready to assume further responsibility in relation to transparency, corporate management etc. in exchange for tax privileges and other benefits⁷.

⁷ For more details see: Providing conditions for attracting non-governmental organizations and citizens into social sphere development and rendering of social services: Final Research Report / State University — Higher School of Economics. V.B. Benevolensky, I.V. Mersiyanova, B.L. Rudnik, S.P. Shishkin, L.I. Yakobson (Manager) and others. — State Registration Number 0120.0950216. State University — Higher School of Economics, Moscow, 2008.

LIST OF EMPIRICAL INFORMATION SOURCES

1. Results of the mass public opinion surveys made by the Public Opinion Foundation in 2007, using the GeoRating technique. Polls were held in 68 subjects of the Russian Federation (RF), with a population sample from age eighteen and over. Sampling in each RF subject included 500 respondents, with 34 thousand respondents overall in Russia. General sampling rules were applied in all 68 subjects of the Russian Federation. Three-stage stratified territorial sampling of households was used. The households were selected in three stages. Administrative regions were selected in the first stage, with steps to select residential areas and households taken as the second and third stages, respectively. Statistical uncertainty for each subject of the Russian Federation does not exceed 5.5 per cent. Statistical accuracy of the overall results for all 68 RF subjects does not go beyond 1%.

2. Results of the opinion poll held among local self-governance and municipal officials in 2008 by the State University — Higher School of Economics. 1003 poll respondents were from 1003 municipal formations of all types, that is, from urban districts, municipal regions, towns and rural settlements. The respondents were sampled according to specific principles, to give a representative character to the survey. The empirical information was compiled by the Association of Siberian and Far-Eastern Cities, in cooperation with the Congress of Municipal Formations of the Russian Federation.

3. Results of the expert opinion poll held in November 2008. 11 experts were polled. The experts were famous public figures, scientists, political scientists, and NGO managers. The survey program was developed by the Laboratory for the Study of Civil Society at the State University — Higher School of Economics. The information was compiled by the All-Russian Public Opinion Research Center (VTsIOM).

4. Results of the mass public opinion surveys made by the State University — Higher School of Economics and the Public Opinion Foundation in 2008, using the GeoRating technique. Polls were held in 61 subjects of the Russian Federation. The sample included a total of 30,500 respondents.

5. Results of the representative All-Russia opinion poll conducted by the State University — Higher School of Economics in October 2008. The sample

size was comprised of 1,500 respondents selected from the multistage stratified territorial sampling frame. The empirical information was compiled by the Public Opinion Foundation.

6. Results of the representative All-Russia opinion poll conducted by the All-Russian Public Opinion Research Center (VTsIOM) in 2006. The sample size was comprised of 1,600 respondents selected from the multistage stratified territorial sampling frame.

7. Results of the representative All-Russia opinion poll conducted by the State University — Higher School of Economics in October 2006. The sample size was comprised of 3,000 respondents selected from the multistage stratified territorial sampling frame. The empirical information was compiled by the Levada-Centre.

8. Results of the representative All-Russia opinion poll conducted by the State University — Higher School of Economics in October 2007. The sample size was comprised of 3,000 respondents selected from the multistage stratified territorial sampling frame. The empirical information was compiled by the Public Opinion Foundation.

9. Results of the survey made by the Laboratory for the Study of Civil Society at the State University — Higher School of Economics (in 2008), using the secondary data review method for analyzing the data provided by 39 countries in the reports prepared by national research teams in association with CIVICUS: World Alliance for Citizen Participation.

10. Results of the representative All-Russia opinion poll conducted by the State University — Higher School of Economics in December 2008. The sample size was comprised of 1,600 respondents selected from the multistage stratified territorial sampling frame. The information was compiled by the All-Russian Public Opinion Research Center (VTsIOM).

Научное издание

I.V. Mersyanova, L.I. Yakobson

**Philanthropy Practices in Russia:
Public Attitudes and Participation**

На английском языке

Зав. редакцией *Е.А. Бережнова*

Редактор перевода *С.К. Линдемманн-Комарова*

Художественный редактор *А.М. Павлов*

Компьютерная верстка и графика: *О.А. Быстрова*

Подписано в печать 21.12.2009 г. Формат 60×88¹/₁₆

Усл. печ. л. 5,82. Уч.-изд. л. 4,50. Изд. № 1095

Государственный университет — Высшая школа экономики

125319, Москва, Кочновский проезд, 3

Тел./факс: (495) 772-95-71

ISBN 978-5-7598-0742-1



9 785759 807421