

# **PRACTICES OF INDIVIDUAL GIVING IN SERBIA**

**Bojana Radovanovic**

## **Abstract**

The aim of this paper is to present the evidence on individual giving in Serbia. When a person voluntarily favours an individual other than themselves (or a public cause) at a personal cost, without requiring anything in return, I refer to this as individual giving. This paper addresses individual giving of time and money to organizations (formal and informal) and individuals (unknown and known to a donor). Understanding individual giving in the context of a country that went through the process of transition is particularly interesting and also very important for extending our knowledge on philanthropy. Based on the primary data collected on a representative sample (N=1528), this paper provides descriptive analyses of individual giving and the underlying motives for giving in Serbia. The data gathered in this research show that greater number of inhabitants of Serbia give their material and immaterial resources to individuals than to organizations. People in Serbia help each other with work at home and provide health care. They give money to their friends and relatives the most often to support them for the everyday needs. Also, they make monetary donations to the total strangers, the most often for a medical treatment. Giving money to organizations is much more common than volunteering time in Serbia. Making contribution to the community and feeling compassion towards the people in need are the two most important reasons for volunteering and donating.

**Key Words:** individual giving, volunteering, helping, donating.

## **Introduction**

This paper focuses on individual giving in Serbia. When a person voluntarily favours an individual other than themselves (or a public cause) at a personal cost, without requiring anything in return, following Kolm, I refer to this as individual giving (Kolm 2006). This paper addresses individual giving of time and money to organizations (formal and informal) and individuals (unknown and known to a donor). Formal organizations, in this research, encompass charitable organizations, but also any other organization to which an individual may voluntarily give her time and material resources, including church, school, organization of sport, state institution, tenant's assembly, etc. Informal organizations or groups encompass all ad hoc gatherings of people in order to address certain need or a problem in their community. Apart from giving to formal organizations and informal groups, my research also focuses on giving to individuals directly, both those that a donor personally knows, such as his friends, relatives, colleagues (excluding household members), and those who are unknown to a donor.

When we talk about giving time, we actually think of providing support and help, giving our emotions and strengths, applying our skills for the benefit of others or a common cause. This support can be provided through formal organizations, but it could be also done directly. In the literature, term volunteering is referred to voluntary activities beneficial for strangers, which are unpaid, formal and public (Musick and Wilson 2008). Working in a restaurant as a cook and preparing a food for homeless people in a shelter are both formal and public activities beneficial for strangers. The difference between them is that the first one is paid, while the former is unpaid, which distinguishes work from volunteering. However, when one prepares meals for a sick, elderly neighbour, this activity does not count as volunteering. Being a formalized and public act is what distinguishes volunteering from providing help to

people directly, or addressing problems in an ad hoc and informal way. Thus, although they are all practices of individual giving of time, there is a clear demarcation between volunteering to a formal organization, participating in informal groups for the benefit of the community, and care provided to particular individuals. In this paper, I will use the term volunteering for giving time to formal organizations, while the term helping and caring will be used for giving time to individuals. The practices of giving time with an informal group, such as for example when neighbours gather to clean a local river, I will call participating.

Apart from giving time, we also give our material resources - we make monetary contributions to organizations, but also directly to individuals in need. For example, in order to contribute for medical treatment of sick children, one can donate to a charity that provides financial support for them. She could also donate for the medical treatment of a particular sick child directly paying to her mother's bank account for example, the practice which exists in Serbia. Finally, one could financially support the medical treatment of a child of one's own friend. All of those activities are the practices of giving money. However, we do not refer to them the same. Practices of individual giving of money to organizations and unknown individuals I will call donating. Terms giving and supporting will be used for monetary contributions to the people one knows personally.

Individual giving				
Who gives	What is given	To whom is given		Term
Person	Money	Organisation	Formal	Donating
		Person	Known	Giving, Supporting
			Unknown	Donating
	Time	Organisation	Formal	Volunteering
			Informal	Participating
		Person	Known	Caring/ Helping
			Unknown	Caring/ Helping

Volunteering and donating to formal organizations are particularly common in countries where, due to historical, political and socio-economic factors, there is a flourishing third sector. Giving to formal organizations is particularly underdeveloped in the countries that went through the process of economic transition (CAP 2014). This does not mean that people do not engage in unpaid activities for the benefit of others or their community in the countries where the third is in its infancy. Instead of giving to charitable organizations, citizens of these countries might gather in informal groups to address issues in their communities, or they might provide help directly to the people in need. Also, they might expect that the state should provide support for the misfortunate and that it is not the responsibility of the citizens to take care of social issues. Thus, understanding individual giving of time and money in the context of a country that went through the process of transition is particularly interesting and also very important for extending our knowledge on philanthropy. However, the literature on practices of giving in countries in transition is scarce, particular when it comes to Western Balkan countries. This paper seeks to fill this gap providing the evidence of giving practices in Serbia.

In this paper I will present descriptive analysis of data collected through a survey. The surveying was carried out in the period 12<sup>th</sup> May- 30<sup>th</sup> August 2014. The target population were adults (15 years of age and older). The survey covered the whole territory of the Republic of Serbia. The sample was multi-stage stratified representative sample. A total of 1528 individuals were interviewed. Interviews were conducted by the face-to-face technique. The respondents were asked about their giving practices in the past 12 months.

During the data collection, in mid-May 2014, Serbia was hit by extensive flooding and tens of thousands of people were forced to move from their homes. This event prompted giving. The Government launched a flood relief programme asking individuals to donate money for it through a special bank account or via text messaging. Couple of charitable organizations (Red Cross, B92 Fund) invited people to donate money as well as clothes and food. Also, Red Cross organized volunteers. In addition, many individuals and groups gathered on their own in order to provide help to the victims of floods. Thus, it is plausible to conclude that giving in Serbia were higher at the time of a natural disaster than they would be if the floods did not happen. The survey had just started when the floods occurred, thus, the questionnaire did not include questions that dealt specifically with giving for flood relief programmes. In data analysis, giving for this cause was specified wherever it was possible.

## 1. Practices of Giving Time in Serbia

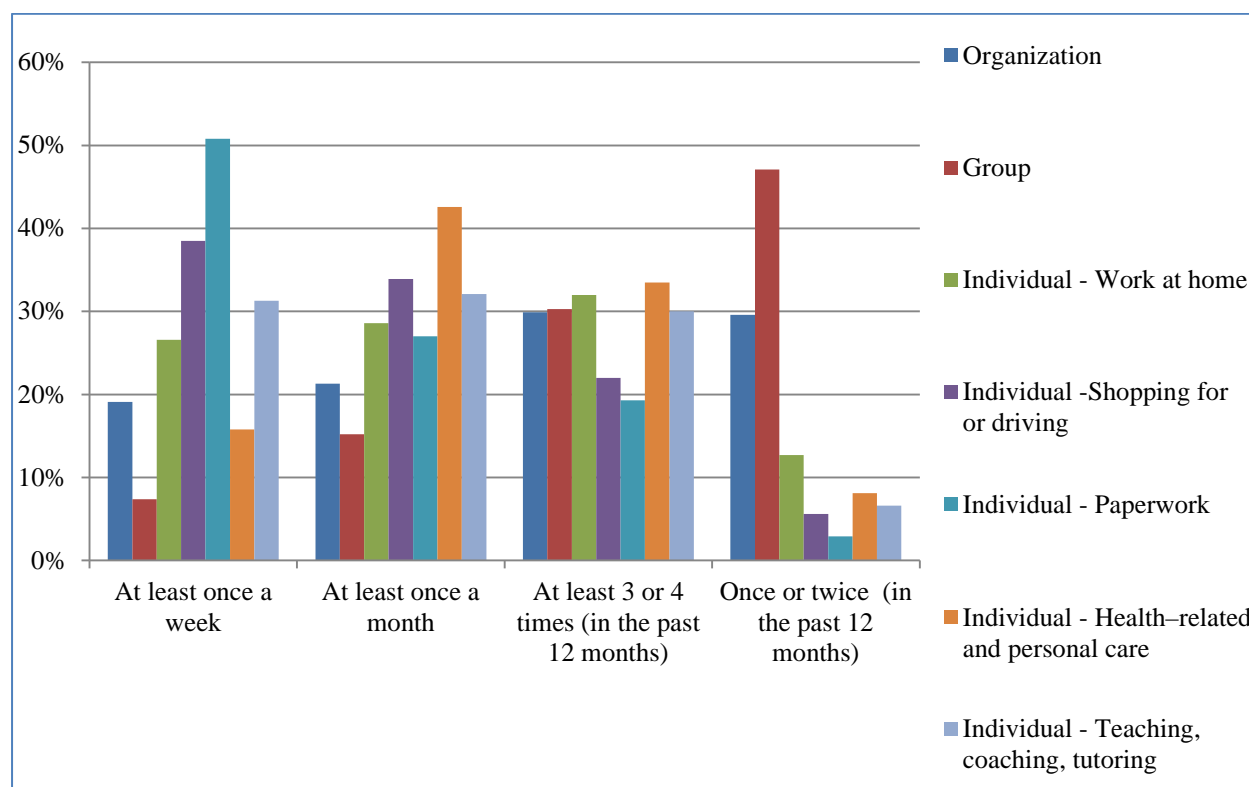
Data gathered in this research show acts of care are more common among inhabitants of Serbia, than volunteering to formal organizations and participation in informal groups. As many as 71.2% of inhabitants of Serbia reported that they helped individuals directly, while a quarter volunteered their time to a formal organization and about a fifth to an informal group. The type of organization to which the greatest number of Serbians volunteered were charitable organization, followed by church, school, state institution and organization of sport and recreation. Informal groups gathered the most often for cleaning and maintenance of communal areas. Among the most common acts of care were health-related and personal care and work at home. Approximately half of the respondents reported that they provided health-related or personal care such as emotional support, counselling, providing advice, visiting the elderly, unpaid babysitting and work at home such as cooking, cleaning, gardening, maintenance, painting, shovelling snow, or car repairs. Another common activity was shopping or driving someone to the store or to an appointment, followed by paperwork tasks such as writing letters, doing taxes, filling out forms, banking, paying bills or finding information. Unpaid teaching, coaching, tutoring, or assisting with reading were practiced the least.

Practices of Giving Time		
What?	To whom?	How many respondents?
Time	<b>Formal organizations</b>	<b>26.8%</b>
	Charitable organizations	11%
	Church	8.8%
	School	7.1%
	State institution	5.2%
	Sport&Recreation	4.6%
	<b>Informal groups</b>	<b>21.7%</b>
	Cleaning and maintenance of the communal areas	14.6%
	Flood relief	2.6%
	Help to a vulnerable family	3.1%
	<b>Individuals</b>	<b>71.2%</b>
	Health-related help and personal care	49.8%
	Work at home	49.0%
	Shopping for or driving	46.6%
	Paperwork	32.3%
	Teaching, coaching, tutoring	16.2%

Five most common activities volunteered to an organization were: to collect, serve or deliver food or other goods, followed by fundraising and organization, supervision or coordination of the activities or events, than the work associated with the maintenance, repair or building of facilities or grounds and canvassing.

Volunteering activities	
Collect, serve or deliver food or other goods	8.6%
Fundraising	7.3%
Organize, supervise or coordinate activities or events	7.3%
Work associated with the maintenance, repair or building of facilities or grounds	7.1%
Canvassing	5.4%
Provide health care or support including companionship	5.2%
Counsel or provide advice	4.6%
Sit as a member of a committee or board	4.5%
Teaching, educating or mentoring	3.8%
Engage in activities aimed at conservation or protection of the environment or wildlife	3.8%
Volunteer driving	3.4%
Office work, bookkeeping, administrative duties, or library work	3.1%
Coach, referee or officiate	1.4%
Provide help through first aid, fire-fighting, or search and rescue	1.4%

Not only is giving time to individuals more common in Serbia, but it is more often practiced than volunteering to organizations and participating in the activities of informal groups. The majority of respondents reported that they undertook acts of care for the others once a month or more often, while 40.4% volunteered for an organization and 22.6% to an informal group as often.



When it comes to gender differences in deciding to volunteer, it is noticeable that slightly more women than men volunteered to formal organizations in general. However, based on the chi square analyses, there was no statistically significant association between gender of the respondent and whether she/he would volunteer to formal organizations. The data show that relatively more women than men volunteered in all types of organizations, except for organizations of sport and recreation. According to the chi square test, there was no statistically significant association between gender of the respondent and volunteering to charity, church, school or state institution, while there was a statistically significant association between gender of the respondent and whether she/he would give time to an organization of sport and recreation. Significantly more men and significantly less women than expected volunteered to an organization of sport and recreation. The odds of volunteering to an organization of sport and recreation were 2.33 times higher if the respondent was male.

Relatively more male than female respondents participated in activities of informal groups. There was a significant association between gender of the respondent and whether she/he would engage with an informal group. Significantly more man and significantly less women than expected gave time to an informal group. The odds of participation in the activities of an informal group were 1.52 times higher if the respondent was male.

Gender and Giving Time			
	Female	Male	Chi Square Test
Organization	50.4%	49.6%	$\chi^2(1) = 2.593, p = 0.107$
Charity	57.7%	42.3%	$\chi^2(1) = 1.17, p = 0.280$
Church	51.5%	48.5%	$\chi^2(1) = 0.283, p = 0.595$
School	55.0%	45.0%	$\chi^2(1) = 0.075, p = 0.784$
State institution	50.0%	50.0%	$\chi^2(1) = 0.463, p = 0.496$
Sport&Recreation	34.3%	65.7%	$\chi^2(1) = 11.112, p = 0.001$
Informal group	45.9%	54.1%	$\chi^2(1) = 10.080, p = 0.001$
Individuals	52.9%	47.1%	$\chi^2(1) = 0.658, p = 0.197$
Health-related help and personal care	61.0%	39.0%	$\chi^2(1) = 32.84, p < 0.001$
Work at home	49.7%	50.3%	$\chi^2(1) = 8.692, p = 0.003$
Shopping for or driving	49.0%	51.0%	$\chi^2(1) = 3.398, p = 0.065$
Paperwork	57.7%	42.3%	$\chi^2(1) = 4.991, p = 0.025$
Teaching, coaching, tutoring	52.8%	47.2%	$\chi^2(1) = 0.085, p = 0.770$

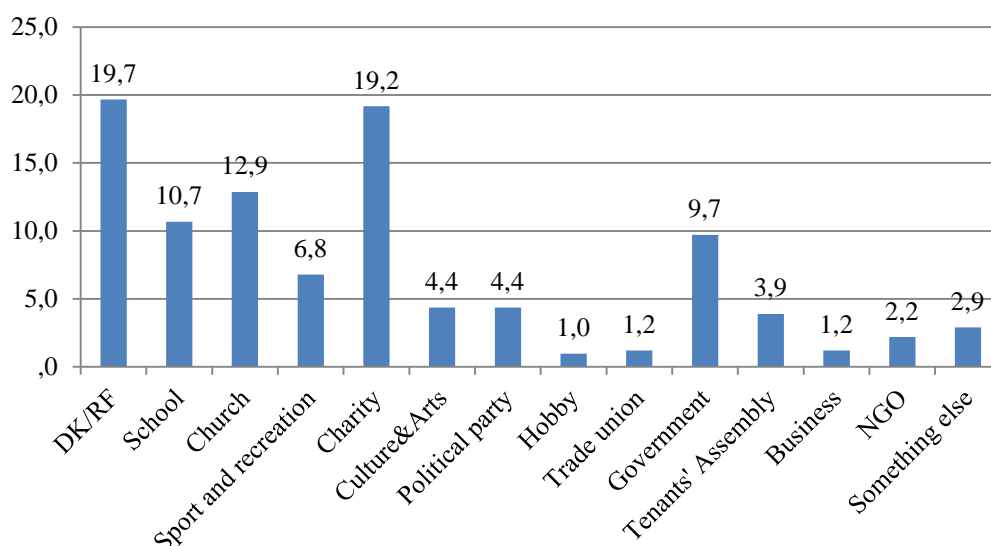
When it comes to providing help to individuals directly, relatively more women than men engaged in such activities in general. However, there is no statistically significant relationship between gender and respondent's engagement in activities of in general. Except for work at home and shopping and driving when slightly more men than women were engaged, in most of the activities relatively more female than male respondents provided direct help to individuals. There was a significant relationship between gender of the respondent and whether she/he would help someone with work at home, health-related or personal care and doing paperwork, while there was no statistically significant association between gender and whether a respondent would provide help in form of shopping or driving and teaching

someone. The odds of helping with the work at home such as cooking, cleaning, gardening, maintenance, painting, shovelling snow, or car repairs were 1.36 times higher if the respondent was male. The odds of helping with shopping or driving for someone were 1.2 times higher if the respondent was male. The odds of providing health-related help and personal care such as emotional support, counselling, providing advice, visiting the elderly, unpaid babysitting, etc. were 1.82 times higher if the respondent was female. Significantly more women and significantly less men than expected provided health-related or personal care for someone. Significantly more men said that they did not participate in such activities, and significantly less women than expected said that they did not provide the health-related or personal care for someone outside their household.

### 1.1. Volunteering Time to a Formal Organization

Here I will present the data on volunteering to organizations to which respondents volunteered the most hours in the previous year. The greatest number of volunteers gave most of their time to a charity, followed by church, school, state institution or institution of local government and organization of sport and recreation, while approximately one fifth of the volunteers did not know or refused to answer about the name or the type of the organization they volunteered to.

**The organization to which volunteered the most**

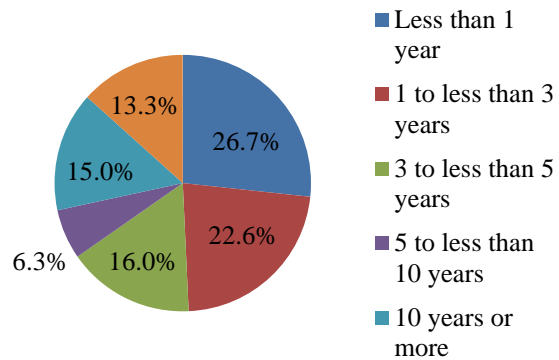


When asked about the hours spent volunteering during the year, a half of the volunteers did not know or refused to answer to this question, while more than a quarter (27%) volunteered twenty or less than twenty hours in a year. Approximately half of the respondents reported that they have been engaged with the organization to which they volunteered the most three years or less.

### Hours spent volunteering in a year

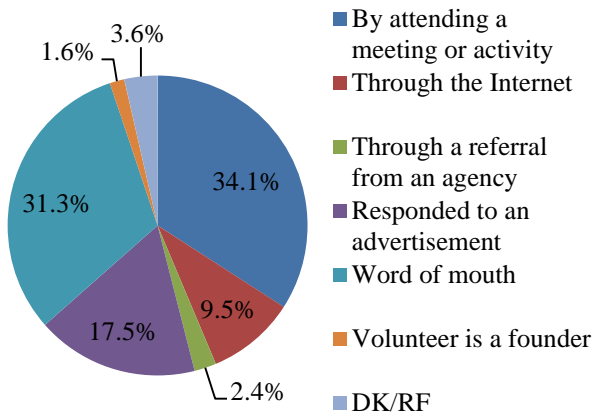
Hours	Volunteers
1-10	18.0%
11-20	9.0%
21-30	5.3%
31-40	2.2%
41-50	4.3%
51-60	1.2%
61-70	1.0%
71-80	0.8%
81-90	0.2%
91-100	3.0%
100+	5.7%
DK/RF	49.3%

### Engagement with the organization

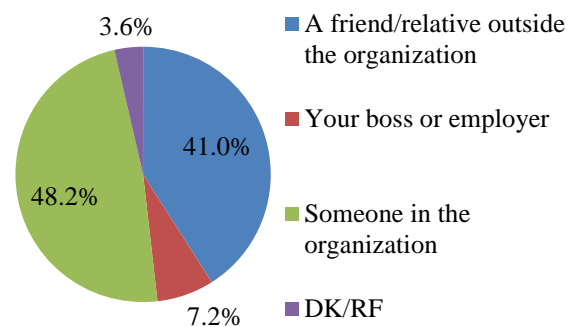


Being asked to volunteer is one of the important predictors that a person would volunteer (Musick and Wilson 2008). Majority of the respondents in this survey reported that they approached the organisation themselves (61.6%), while 40.4% said they were asked to volunteered. Most of those who approached the organization themselves found out about the opportunity to volunteer by attending a meeting or some activity and by a word of mouth. Among the volunteers who reported that they were asked to volunteer, approximately a half of them said that someone in the organisation to which they volunteered asked them, while 41.0% said that they were asked by a friend or relative outside the organisation.

### How did you find out about this opportunity?



### Who asked you to volunteer?



Volunteers were asked whether they received any payment, a direct benefit or skills from volunteering. They were also ask if the volunteering activities would help them in getting a job or improve the chances of success in a current job. A negligible number of volunteers reported that they received monetary compensation or a payment to cover out-of-pocket expenses, while 11.1% reported that they received a benefit, such as a free or discounted gym membership, event pass or a meal and 12.3% received a formal recognition from this organization, such as a letter, certificate or invitation to a volunteer appreciation event. When asked about skills gained through volunteering, the greatest number of volunteers stated that they gained interpersonal skills such as understanding people, motivating people, or handling difficult situations with confidence, compassion or patience, while approximately a quarter reported that they gained organizational or managerial skills and fundraising skills. Most of volunteers did not think that volunteer activities would help them to get a job, start a business or improve the chances of success in a current job.



<b>Payments and benefits from volunteering</b>	<b>Share of volunteers</b>
payment to cover out-of-pocket expenses	3.6%
monetary compensation for any of your volunteer time	3.1%
benefit	11.1%
formal recognition from this organization	12.3%
<b>Skills gained from volunteering</b>	
interpersonal skills such as understanding people, motivating people, or handling difficult situations with confidence, compassion or patience	45.3%
organizational or managerial skills such as how to organize people or money, to be a leader, to plan or to run an organization	25.9%
fundraising skills	24.7%
communication skills such as public speaking, writing, public relations or conducting meetings	21.8%
increased knowledge of such subjects as health, women's or political issues, criminal justice or the environment	16.7%
technical or office skills such as first aid, coaching techniques, computer or bookkeeping	13.1%
<b>Employment opportunities through volunteering</b>	
Getting a job or starting a business	12.8%
Success in paid job or business	15.7%

Volunteers were asked about their motivation to volunteer and they were given a list of reasons to assess whether they were important for their decision to volunteer. Making contribution to the community and desire to help people in need were important reasons for volunteering of the majority of respondents. For about half of the volunteers the fact that their friends volunteered was an important reason for volunteering, while the reason that a family member volunteered was important a quarter of them. More than third of respondents reported that improvement of the sense of well-being, implementation of their skills and experiences and learning something new were important reasons for them to volunteer time to an organization.

<b>Reasons for volunteering</b>	
To make a contribution to the community.	71.7%
To help people in need.	60.8%
Because your friends volunteer.	55.2%
To improve your sense of well-being or health.	39.1%
To use your skills and experiences.	34.7%
To learn something new.	34.1%
Because a family member volunteers.	32.0%
To fulfil religious obligations or moral duties.	31.8%
To network with or meet people.	30.1%
You or someone you know has been personally affected by the cause supported by this group or organization.	30.0%
To explore your own strengths.	24.4%
To support a political, environmental or social cause.	24.3%
To improve your job opportunities.	10.2%

Respondents were also asked whether any of the listed statements was a reason why they did not volunteer at all (for those who reported that they did not give any time to an organization) or volunteered more (for those who reported that they) in the past 12 months. Approximately half of the respondents stated that they did not have time to volunteer. A third of respondents



said that the fact that no one asked them and that they were unable to make a long-term commitment, while about a quarter reported that they had health problems or were physically unable.

Reasons for not volunteering (more)	
You did not have the time.	47.9%
Because no one asked you.	33.9%
You were unable to make a long-term commitment.	32.1%
You had health problems or you were physically unable.	24.9%
The financial cost of volunteering.	20.7%
You did not know how to get [more] involved.	16.2%
You had no interest.	16.2%
You gave enough time already.	12.7%
You preferred to give money instead of time.	11.5%
You were dissatisfied with a previous volunteering experience.	7.7%

## 2. Practices of Giving Money in Serbia

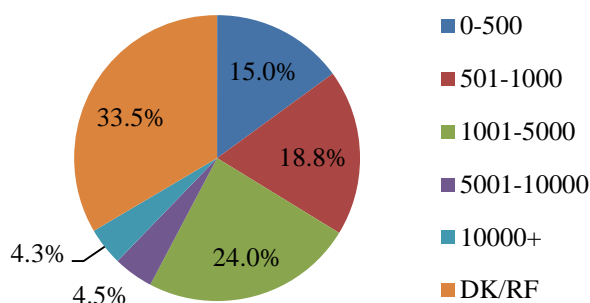
Greater number of inhabitants of Serbia gives money to people directly, than to organizations. A half of the respondents reported that they donated money to an organization, while almost eighty percent of inhabitants of Serbia gave money to an individual. More than a half of respondents gave money to someone they personally knew, while approximately one third reported that they gave money to an unknown individual. However, when directly asked whether they donated to a beggar, more than a half of respondents reported that they did. This makes it plausible to conclude that actually more than a half of respondents actually gave to a person they did not know personally.

More than a quarter of respondents reported that they gave money to a charity, followed by a church, than a state institution or institution of local self-government, a school and organization of sport and recreation. However, when respondents were asked to report the name of charitable organization to which they donated, only a half of those who reported giving to a charity gave a name of a charitable organization (which is 9.3% of a sample), while others actually mentioned Government, church, organization of sport, school, etc. This makes it plausible to conclude that fewer respondents than reported donated to a charity, while others who reported giving to a charitable organization actually donated to other types of organization, probably in support of charitable, humanitarian cause. This is in more detail explained in the next section.

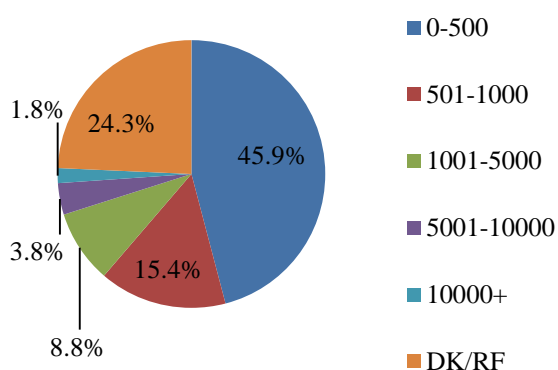
Practices of Giving Money		
What?	To whom?	How many respondents?
Money	<b>Formal organizations</b>	<b>49.7%</b>
	Charitable organizations	26.7% (9.3%)
	Church	22.4% (24.4%)
	State institution	9.5% (14.1)
	School	7.4% (7.9)
	Sport&Recreation	4.8% (5.8)
	<b>Individuals</b>	<b>79.2%</b>
	Unknown individuals	32.4% (56.3%)
	Known individuals	54.5% (31.3%)

Higher amounts were given to people personally known to a donor, while then to unknown individuals and organizations. Individual donations to charitable organizations were higher than donations to unknown individuals. About one third of donors to charitable organizations gave 1000 RSD<sup>1</sup> or less, while the same amount was given to unknown individuals by two thirds of respondents. Contributions to known individuals were much higher. More than a half of donations were up to 50000 RSD. However, in case of donations to organizations and known individuals, about a third and in case of giving to unknown individuals one fourth of respondents did not know or refused the answer about the amount of money given during the past twelve months.

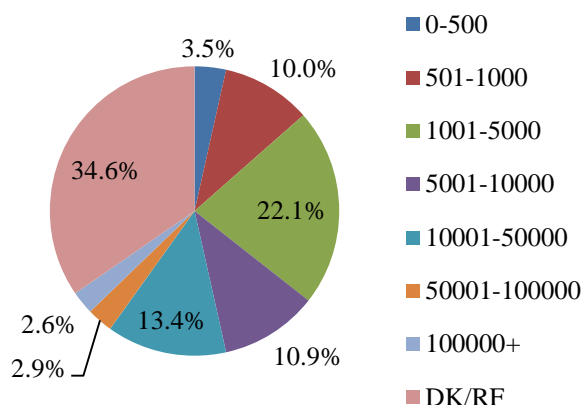
**Amount donated to a charity in RSD**



**Amount donated to an unknown individual in RSD**



**Amount donated to a known individual in RSD**



When it comes to gender differences in deciding to give money, relatively more women than men donated money to formal organizations in general, but there was no statistically significant relationship between giving money to formal organizations and gender of the respondents. Relatively more female respondents donated money to charities, churches and

<sup>1</sup> As a reference, one euro is approximately 120 Serbian dinars; average salary for 2014 was approximately 45000RSD.

schools, while relatively more male respondents donated money to organizations of sport and recreation and state institutions.

The only statistically significant relationship between gender and giving money was in the case of giving to organizations of sport and recreation, where significantly more men and significantly fewer women than expected donated money. The odds of giving money to an organization of sport and recreation were 2.5 times higher if the respondent was male. Female respondents were more often donors to individuals in general, but chi square analysis does not show a statistically significant relationship between gender and giving to individual. Relatively more female respondents than male donated money to unknown individuals, beggars and someone they personally knew, but once again there were no statistically significant relationships between gender and whether they would give money to someone they personally knew, to a beggar or to an unknown individual.

Gender and Giving Money			
	Female	Male	Chi Square Test
Organization	53.2%	46.8%	$\chi^2(1) = 0.019, p = 0.889$
Charitable organizations	55.2%	44.8%	$\chi^2(1) = 0.547, p = 0.459$
Church	57.2%	42.8%	$\chi^2(1) = 2.371, p = 0.124$
State institution	47.9%	52.1%	$\chi^2(1) = 2.106, p = 0.147$
School	61.1%	38.9%	$\chi^2(1) = 2.661, p = 0.102$
Sport&Recreation	32.9%	67.1%	$\chi^2(1) = 13.294, p < 0.001$
Individuals	53.6%	46.4%	$\chi^2(1) = 0.005, p = 0.994$
Unknown individuals	54.0%	46.0%	$\chi^2(1) = 0.024, p = 0.876$
Beggars	55.7%	44.3%	$\chi^2(1) = 3.441, p = 0.064$
Known individuals	54.2%	45.8%	$\chi^2(1) = 0.064, p = 0.800$

## 2.1. Giving money to charitable organizations

In this section, I will present the data on monetary contributions to charitable organizations. Among those who reported that they made financial contributions to a charitable organization (26.7%), the vast majority reported that they donated by responding to a television or radio request, between quarter and a third of respondents said that they donated to a charity as a response on door-to-door canvassing, on line request or canvassing for a charitable organization at a shopping centre or on the street, while only 13.6% approached the organization themselves. Approximately a quarter made took participation in a charitable event.

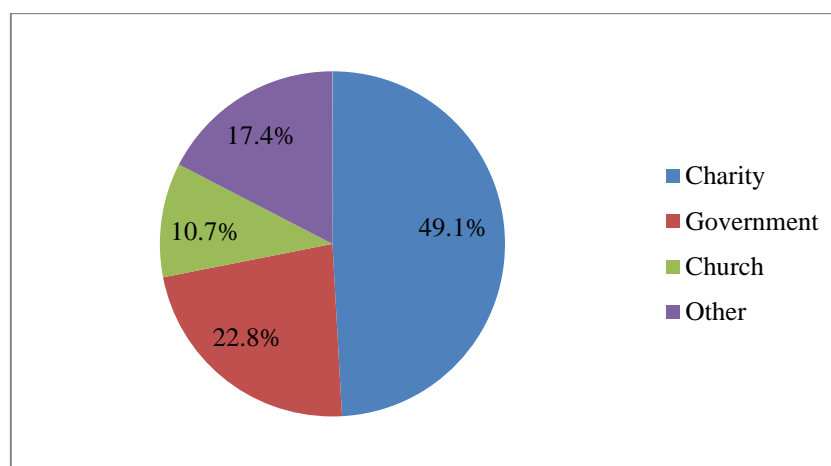
Giving money to charitable organizations	
Method	
by responding to a television or radio request	70.9%
when asked by someone doing door-to-door canvassing	30.4%
online	30.0%
through a collection at a church, synagogue, mosque or other place of worship	26.9%
when asked by someone canvassing for a charitable organization at a shopping centre or on the street	24.2%
by paying to attend a charity event	23.0%
when asked by someone at work	18.9%
by approaching an organization on your own	13.6%

by responding to a telephone request	9.0%
by responding to a request through the mail	7.2%
other	4.8%

These data indicate that Serbian donors much more often give in response to solicitation than do they actively seek the opportunity to give. That individuals much more often give as a response to a solicitation than do they actively seek the opportunity to donate is very well documented in the literature (Bekkers and Wiepking 2011). Making monetary contributions to charitable organizations in Serbia is an activity which is rather reactive than well planned in advance. This confirms the fact that as many as 90% of respondents did not decide in advance about the total amount of money to be donated annually. Even for larger donations, more than a half of donors (54.2%) made decisions to donate money in response to a request for donations.

What is particularly interesting is that Serbian donors are often unaware of the type of organization to which they donate. Fewer respondents than reported actually donated money to a charity. When asked about the name of the organization to which they donated the most, only half of donors (49.1%) reported a name of a charitable organization. Others named flood relief programme, church, Government, school, etc. This makes it plausible to conclude that only those respondents who provided a name of charitable organizations actually donated to charities, which is 9.3% of the total sample (not 26.7% as reported). Among those respondents who said that they donated for a flood relief programme, the great majority recalled a telephone number to which they sent a text message. This telephone number was launched by the Government as a means for collection of the donations for the flood relief. Thus, 20.8% of those who reported that they donated to a charity actually gave to Government and 10.7% to a church. It seems that donors are rather aware of cause in which support they give, than of the type of organization. If they perceive the cause as charitable, humanitarian, then they report giving to charitable organizations.

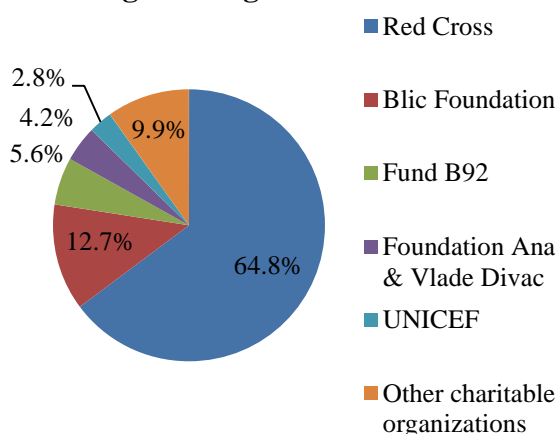
#### **A “Charitable” Organization to which donors gave the greatest amount**



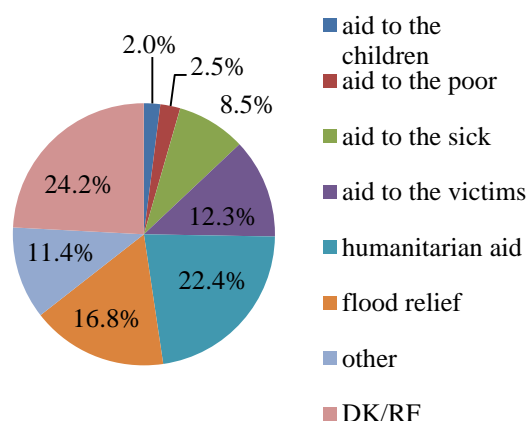
Donors who were able to name a charitable organization to which they donated the greatest amount of money named seventeen different organizations. The greatest number of donors to charities (64.8%) reported that they gave to the Red Cross (the biggest programme of Red Cross at the time was related to flood relief), 12.7% to Blic Foundation (provides aid for sick and poor children, financially supports hospitals for children), 5.6% to Fund B92 (financially supports maternity hospitals, supports victims of violence), 4.2% to the Foundation Ana & Vlade Divac (financially supports schools, builds homes for refugees and displaced

persons), 2.8% to the UNICEF (social inclusion of children, health for children) and 9.9% named other organizations. When asked about the activities of the organization to which they gave the most, approximately a quarter of donors did not know or refused to answer to this question, while approximately half reported that the organization provided some kind of aid.

**Charitable organizations to which donors gave the greatest amount**



**What does this organization do?**



It is interesting noticing that only 8.9% of respondents reported that they always donated to the same organization. When considering donating to a charity to which they did not donate in the past, less than a third (31.5%) searched for the information on that charity before donating. For more than a half of donors the dominant method of payment to an organization was cash (53.4%) and more than a third pay by mobile device after text messaging (37.1%). These might be also indicators that people in Serbia react on requests for donation by sending text messages and giving coins without searching the information on charities.

When asked about the reasons for giving money to the charities, the majority of respondents reported that they felt compassion towards people in need, wanted to make a contribution to the community and thought it was their moral duty to help. About a half of respondents gave in order to help a cause in which they personally believed, while more than a quarter in order to fulfil religious obligations or other beliefs or because she/he or someone she/he knew was personally affected by the cause the organization support.

Reasons for giving monetary contributions to charities	
You felt compassion towards people in need.	89.7%
You wanted to make a contribution to the community.	78.0%
You thought it was your moral duty to help.	69.0%
To help a cause in which you personally believed.	45.8%
To fulfil religious obligations or other beliefs.	27.1%
You or someone you know has been personally affected by the cause the organization supports.	26.1%
A family member, friend, neighbour or colleague requested that you make a donation.	15.1%

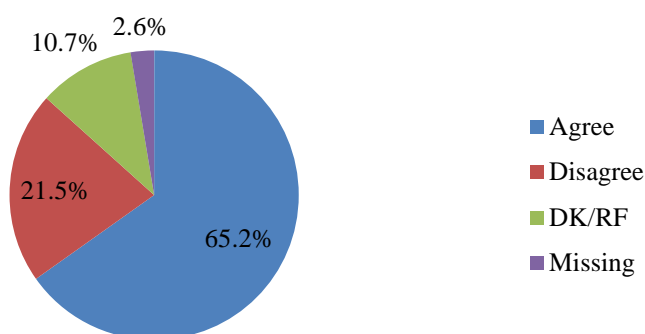
When asked about the reasons why they did not give at all (for those who reported that they did not donate to a charity) or did not give larger amounts (for those who donated to a charitable organization), the majority of respondents reported that they could not afford to give (a larger) donation, while approximately 40% thought that in addressing social issues big companies, the state and wealthy individuals should be engaged the most. More than a

quarter of respondents thought that the money would not be used efficiently or effectively, and therefore they did not donate. The fact that no one asked them to contribute was important for more than a quarter of respondents.

Reasons for not giving (larger) monetary contributions to charities	
You could not afford to give (a larger) donation.	72.1%
You thought that in addressing the social issues big companies should be engaged the most	40.4%
You thought that the state should take care about the social problems	40.1%
You thought that in addressing the social issues wealthy individuals should be engaged the most	38.9%
You did not think the money would be used efficiently or effectively.	27.3%
Because no one asked you.	26.9%
You did not like the way in which requests were made for donations.	19.9%
You were happy with what you already gave.	19.0%
It was hard to find a cause worth supporting.	15.4%
You felt that you have already given enough money directly to people on your own, instead of through an organization.	15.1%
You gave time instead of money.	14.9%
You did not know where to make a contribution.	14.0%

Although 27.3% of respondents thought that the money would not be used efficiently or effectively and this was a reason for them to refrain from donation to a charity, as many as 65.2% of respondents is concerned about charity's fraud or scams. The lack of trust in charitable organizations and belief that social issues should be addressed by the state, big companies and wealthy individuals might be a clue in explaining why more Serbians were not engaged in giving to charities.

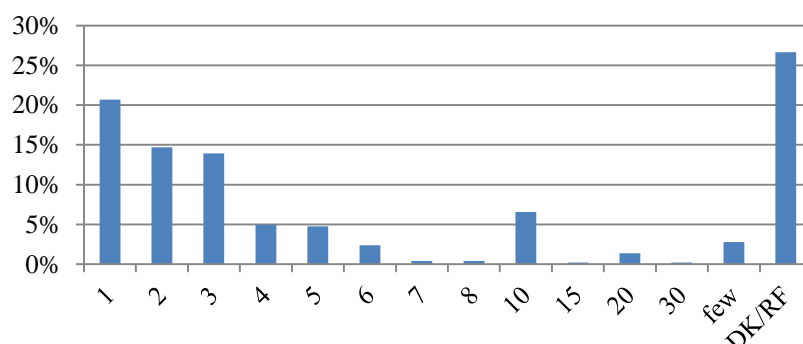
#### You are concerned about charity's fraud or scams



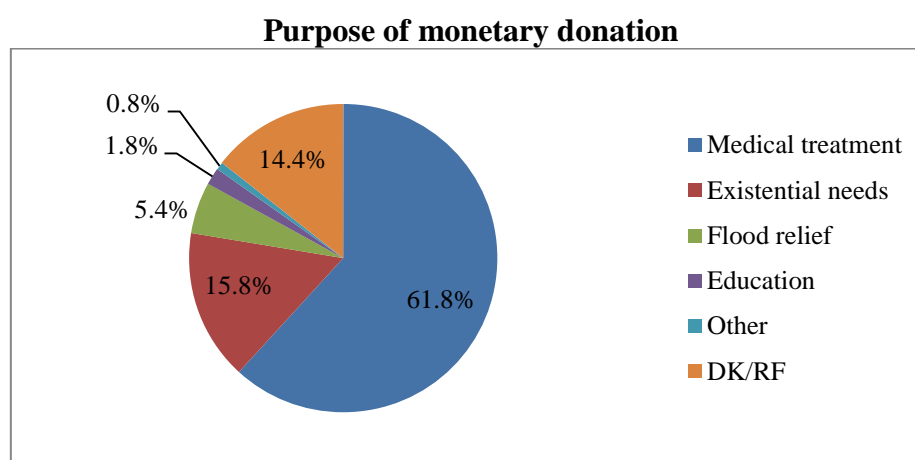
## 2.2 Giving money to unknown individuals

When asked whether they made financial donations to people in need whom they did not know personally, 32.4% of the respondents said that they did. There is a spread practice in Serbia that for example parents of sick children whose medical treatment is too expensive and it cannot be undertaken in Serbia seek for financial support from a general public. They set a

bank account and ask for financial donations, or they use a telephone number where the donations can be made through text messaging. Also, there is a considerable number of baggers on the streets. When asked about giving to baggers, 56.3% of respondents reported that they donated to a bagger. While a quarter did not know or refused to answer about the number of individuals to whom she donated money, approximately a third of donors reported that they gave to two or less unknown individual.



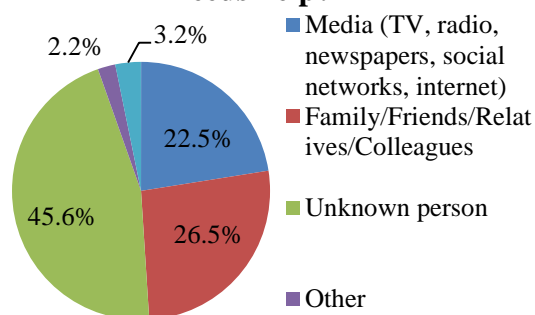
The greatest majority of donors (80.5%) paid in cash, 10.9% donated through text messaging and 5.6% paid to a bank account. When asked about the age of the person given to almost a half of respondents donated in support of a young person (30 years or less). The main purpose of monetary contributions for unknown individuals was a medical treatment, followed by everyday needs and flood relief.



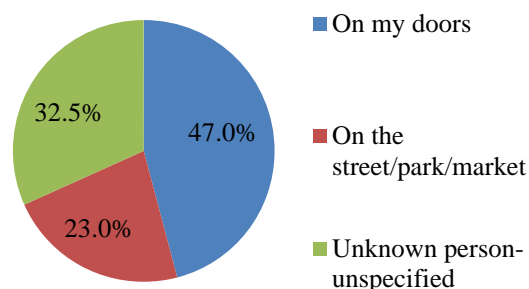
When asked how they found out about this person, almost a half found out from an unknown person, a quarter found out from their family, friends, relatives or colleagues and almost a quarter reported that they found out through media. Almost half of those who got to know about the person in need from an unknown person found out when this person came to their doors and asked for donation, and about a quarter found out in public places such as streets, markets, parks.



### How did you find out that this person needs help?



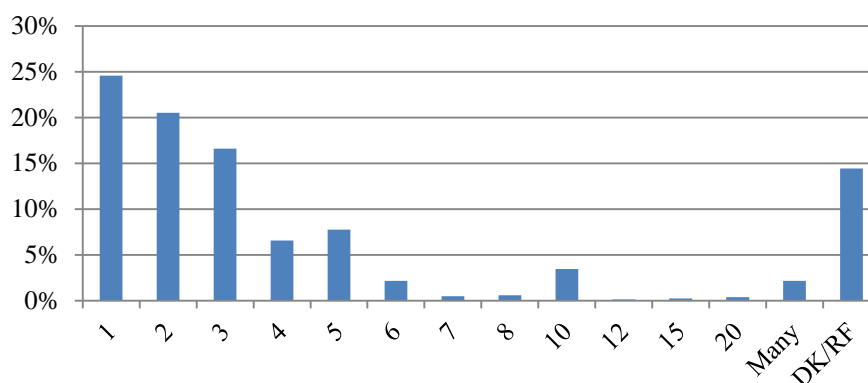
### How did you find out from an unknown person?



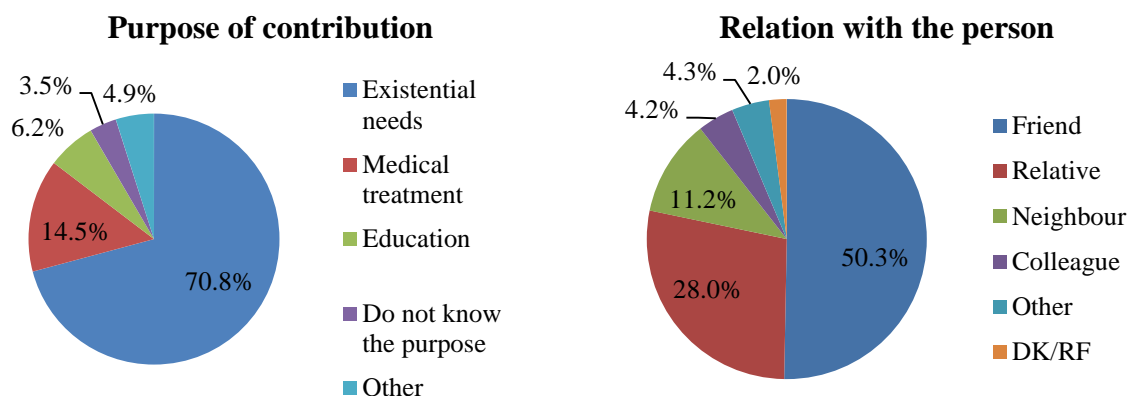
## 2.3 Giving money to known individuals

The next set of questions addressed practices of giving money to people known to a donor. When asked whether they made financial contributions to people they knew (excluding the household members), 54.5% of respondents reported that they gave money to known individuals in the past year. However, when asked whether the contribution they gave to a known person was in fact a loan, 40.1% reported that it was not. When looked in the sample as a whole, 31.3% of the respondents reported that they gave not lent the money. Thus we can conclude that 31.3% of respondents engage in a practice of individual giving of money to a person they knew. Among those who gave money to the people whom they personally knew, about a quarter gave to one person and a fifth to two people.

### The number of the unknown individuals given to



In the majority of cases, the purpose of giving were the everyday needs of the people they knew, followed by the medical treatment and education. When asked about the relationship with the person they gave the greatest amount, a half of the respondents reported that they gave to a friend and more than a quarter to a relative.



## Conclusion

The data gathered in this research show that greater number of inhabitants of Serbia give their material and immaterial resources to individuals than to organizations. Making monetary donations to organizations is much more common than volunteering time. When it comes to giving to people directly, only slightly more respondents reported that they gave money than time. Little bit more female respondents than male were engaged in giving. However, the statistical relationship between gender and giving was insignificant in the most of the giving practices.

Making contribution to the community and feeling compassion towards the people in need were listed as the two most important reasons for giving, both in case of immaterial and material giving. Not having enough or more resources in terms of time or money were the most commonly reported reasons why people did not give at all or did not give greater amounts. The lack of trust in charitable organizations and belief that social issues should be addressed by the state, big companies and wealthy individuals might be a clue in explaining why more Serbians were not engaged in giving to charities. Decisions to engage in volunteering and donating are rather impulsive than well planned in advance.

This research shows that respondents in Serbia are less aware of the type of organization to which they give, and much more of the causes supported. When they interpret cause as charitable, humanitarian they report giving to a charity. The monetary contributions for charitable causes were the most often directed towards the programmes of aid to the sick, to the poor, to the flood victims, etc. Medical treatment was the purpose of the majority of donations to unknown individuals. People personally known to a donor were the most often supported for their everyday needs.

## References

- Bekkers R. and Pamala Wiepking, 2011, A Literature Review of Empirical Studies of Philanthropy: Eight Mechanisms That Drive Charitable Giving, *Nonprofit and Voluntary Sector Quarterly* 40(5) 924– 973
- Charity Aid Foundation, 2014, World Giving Index
- Kolm S.C, 2006, Introduction to the economics of giving, altruism and reciprocity in S.C. Kolm and J.M. Ythier (eds) *Handbook of the Economics of Giving, Altruism and Reciprocity*, Amsterdam: North-Holland, 4-114.
- Musick Marc A. and John Wilson, 2008, *Volunteers: A Social Profile*, Bloomington: Indiana University Press.