

Giving in Europe

The state of research on giving in 20 European countries

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Research on Giving in Lithuania

The state of research on giving by households, corporations, foundations and charity lotteries to charitable organisations in Lithuania



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Research on Giving in Lithuania

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Introduction on Giving Research in Lithuania

Philanthropy and giving research are at the margins of academic interest and statistics in Lithuania. Due to specific historical and political experience based on the non-existence of a philanthropic tradition during the communist period, an underdeveloped philanthropic culture, for many years giving was not identified as a social phenomenon or a relevant object of research. The historian Aleksandravicius (2004) argues that contrary to an old philanthropic tradition that has its origins at Middle Ages, in present day Lithuania it is still rather weak due to the civic tradition gaps that arose during the Soviet occupation period. Now there are a few researchers in Lithuania who can identify their academic focus on philanthropy studies and a few empirical systematic data on philanthropy in Lithuania.

Nevertheless, some qualitative studies and quantitative surveys have been conducted in recent decades, and are introduced below as milestones of philanthropy research in Lithuania. The qualitative research on the perception of philanthropy and philanthropic action “Philanthropy in post-communist Lithuania” was carried out in spring 2003 by Egle Vaidelyte as a part of her PhD research in sociology. For the empirical analysis Vaidelyte (2006) also employed the results of the representative quantitative survey “Philanthropy in Lithuania 2003”⁷⁶. This survey up to now is the only representative survey that reflects a holistic view of public perceptions and attitudes towards philanthropy in Lithuania.

In her PhD thesis Vaidelyte (2006) characterizes philanthropy in Lithuania by particular and sometimes contradictory features, a dichotomist perception of philanthropy, and inconsistent philanthropic action. Post-communist Lithuania society identifies philanthropy with the Christian paradigm with a strong focus on social issues, although philanthropic players often come up against traditional values from the pre-WWII (pre-communist) period, contemporary political culture, socio-economic factors and by actions provoked by the way of living in the contemporary society. The high expectations of the state to foster philanthropic initiatives are also mentioned.

The abovementioned specificity of the perception of philanthropy is also revealed in the survey that was carried out in 2004 and that focused on the 50 biggest Lithuanian private companies⁷⁷. The results indicated that the private companies of that time were donating solely to social projects (BAPP, 2005). Surprisingly or not, similar tendencies of the perception of philanthropy in society that eventually became public policy were reflected a decade later in a EUFORI study⁷⁸, which revealed that Lithuanian businesses do not really understand or are aware of the business benefits that

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⁷⁶ The survey was conducted by the public opinion research agency Baltijos tyrimai and was funded by the Lithuanian Open Society Foundation in 2003.

⁷⁷ The survey was carried out by the market research company TNS Gallup and was funded by the Baltic - American Partnership Program in Lithuania (BAPP).

⁷⁸ The EUROpean Study On Foundations (EUFORI) (2011-2014) funded by the EC Directorate General Research and Innovation, coordinated by the Center for Philanthropic Studies at VU University Amsterdam.

different philanthropic models serve, and that Lithuania lacks consistent government policy towards philanthropy issues (Jatautaite, Vaidelyte 2014). Another project on philanthropy to be mentioned is the “National Strategy for Culture Philanthropy in Lithuania”⁷⁹, which was based on qualitative research including 20 in-depth interviews on cultural philanthropy issues with philanthropy players (donors, recipients and intermediaries). The results of this research indicated that the majority of philanthropy players have high expectations in terms of government support for cultural philanthropy and public policy fostering philanthropic giving (Vaidelyte et al. 2014).

The above-presented short overview of giving research proposes that in present-day Lithuania philanthropy research has still not reached its full momentum. The following pages strive to make a portrait of philanthropy in Lithuania, although the lack of statistics and consistent empirical data limits the analysis. The accessed data are summarized and described in the chapters below.

Giving by individuals

Descriptive statistics of giving by individuals in vivo

Statistics Lithuania, a portal for official statistics in Lithuania, does not provide data on giving by individuals.

Therefore, the only sources of data on giving by individuals are public opinion surveys based on subjective identifications of charity practices/behaviour. According to data from different surveys conducted in 2012-2013, the shares of respondents who indicated they had donated to charity vary over quite a wide range:

According to the World Giving Index, 12 % of respondents reported they had given money to a charity in the past month in 2013 (CAF, 2014).

Methodology of the survey. *Nature of the data:* a public opinion survey conducted in 2013 as Gallup’s World View World Poll. *Target population:* populations of different countries (including Lithuania). *Representativeness:* representative survey of the Lithuanian population. *Sampling criteria:* the total sample included 1,000 respondents; the samples are probability-based. The survey was conducted using face-to-face or telephone interviews. *The main aim of the survey:* to rank countries in terms of the percentage of people who had donated money to charity in the last month.

The main findings of the survey. The report included three main dimensions that had been analysed: helping a stranger, donating money and volunteering time. In Lithuania 12 % of respondents reported they given money to a charity in the past month in 2013; 13 % of respondents indicated they had volunteered time in the past month. Lithuania is 119th out of 135 countries with a total ranking percentage score of 21%.

⁷⁹ Project funded by the Lithuanian Council for Culture and coordinated by the Future Society Institute.

According to the research on giving carried out by the Civic Responsibility Foundation in Lithuania “Charitable giving to Non-governmental Organizations by Lithuanian Residents”⁸⁰ in 2013, 67.4% respondents reported that over the past 12 months they had donated to charity.

Methodology of the survey. *Nature of the data:* a public opinion survey conducted 15-19 June 2013 by UAB “Rinkos tyrimų centras” (Market Research Centre, UAB). *Target population:* the Lithuanian population (over 18 years of age). *Representativeness:* a survey of the Lithuanian population; the socio-demographic characteristics of the respondents reflect the breakdown of the Lithuanian population by sex, age and place of residence. *Sampling criteria:* the total sample included 1 000 respondents. The survey was conducted online. *The main aim of the survey:* to identify patterns of charitable giving to non-governmental organisations by Lithuanian residents.

The main findings of the survey. 67.4 % of respondents reported that over the past 12 months they had donated to charity. Most of the respondents who had donated money or things to non-governmental organisations had offered a donation to the Food Bank. Also, more than one out of ten respondents had offered a donation to a church, religious community or Caritas. One fifth (20.7%) of the respondents said they had donated money during television and other charity campaigns (Civic Responsibility Foundation, 2013). According to the report of this study, “the respondents were asked, if they would do a donation, which sector they would prefer. 66.1 % of the respondents would give preference to social and health-oriented organisations, 43.9 % of the respondents would give preference to organisations working with children and young people, 25 % for organisations working in education. <...> Respondents who during the past year had donated money to charity were asked which types of organisations or institutions the money was given to. Most respondents maintained that they had given financial support to organisations working in the area of health and social care (62.7 %). A little more than a half of respondents who had donated money to charity had given money to non-governmental organisations (52.7 %). Nearly a third of the respondents had donated money to religious communities and associations (31.6 %)” (Civic Responsibility Foundation, 2013). The future tendency is related to the decline of donations as “40 % of Lithuanian residents who had donated money or things to non-governmental organisations said that they for sure (7.9 %) or likely (32.1 %) in the future would donate more money than in the previous year to NGOs”. Considering the amount of donated money, the report reveals that “two-thirds (66.4 %) of respondents who had given money to NGOs in the past 12 months, had donated up to 50 Lt (approx. € 14.48), 23.2 % said they had donated between 50 and 100 Lt, and 10.4 % more than 100 Lt. (approx. € 28.96)”.

According to the research project “International Social Survey Programme: Monitoring of Lithuanian social problems (ISSP-LT)” conducted by the Kaunas University of Technology and funded by the Research Council of Lithuania, 27.4 % of the respondents had donated money or other things, or had supported non-governmental organisations in some other way.

Methodology of the survey. *Nature of the data:* a public opinion survey conducted during the period 4th October – 14th November 2013 by UAB “Baltijos tyrimai”. *Target population:* Lithuanian population (age range 15-74 years). *Representativeness:* representative survey of the Lithuanian population. *Sampling criteria:* the total sample included 2 170 addresses with 1 194 interviewed respondents. The

⁸⁰ The survey was carried out by the Market Research Centre “Rinkos tyrimų centras” in June 2013

survey was conducted using face-to-face interviews. *The main aim of the survey:* to monitor social problems in Lithuania.

The main findings of the survey. According to the survey results, approx. one third of the respondents (27.4 %) had donated money or other things, or supported non-governmental organisations in some other way.

According to the representative survey results conducted in 2012 by the public opinion research agency RAIT, more than half of respondents (54%) declared they had donated money during the last 12 months.

Methodology of the survey. *Nature of the data:* a public opinion survey conducted in May and June 2012. *Target population:* Lithuanian population (age range 15-74 years). *Representativeness:* representative survey of the Lithuanian population. *Sampling criteria:* the total sample included 1 012 respondents. The survey was conducted using face-to-face interviews. *The main aim of the survey:* to identify the popularity of donation portals among citizens and to reveal the donation habits in society.

The main findings of the survey. According to the survey results, the best-known donation portal in 2012 was Aukok.lt (12.8 % knew about this portal already), while each of the other donation portals was mentioned by less than 3 % of the respondents. The second best-known donation portal was “Bedu turgus” (2.9 % of the respondents knew about this portal already). Respondents with more years of education and a job, as well as schoolchildren and students, were more likely to indicate that they knew about the donation portals. The amount of donations ranged from 1 Litas (approx. € 0.29) to several thousand Litas; nonetheless the average amount of donations was 30 Litas (approx. € 8.7). The survey predicts a decline in donation practices over the next 12-month period, as the number of respondents who indicated their intention to donate during the next 12 months decreased (52 % said they would donate). The survey also revealed tendencies to make donations in clothes, food or other material things. As the survey shows, 32 % of the respondents indicated that they had donated material things. Women are more likely to donate material things than men. Married, urban residents with a higher income are also more likely to donate material things than single, rural residents with a lower income.

Nevertheless, the distribution of 2 % of personal income tax cannot fully be acknowledged as philanthropy, although these practices are important for understanding sponsorship and donation tendencies in Lithuania. As Article 34 (3) of the Law on Personal Income Tax of the Republic of Lithuania indicates, after the end of the tax period Lithuanian residents can re-distribute up to 2 % of their personal income tax for the sponsorship of Lithuanian entities that are entitled to charity and sponsorship under the Law on Charity and Sponsorship. The tax administrator transfers an amount not exceeding 2 % of the income tax payable on the basis of an annual income tax return to Lithuanian entities that are entitled to charity and sponsorship under the Law on Charity and Sponsorship. Residents do not have an obligation to do this; it is done on voluntary basis. In this way the law entitles all Lithuanian residents with a taxable income to participate in the sponsorship of non-government sector organisations.

Descriptive statistics on giving by bequest

No data on individual giving for charity by bequest are publicly available. Thus, we cannot identify the amount given by bequest, nor the number of individuals, which have given by bequest.

This practice is more common in the US, having in mind Lithuanians who live in the United States. One of the examples could be the case of Balis Gircys, a person of Lithuanian origin who lived in Chicago in the US and who donated his wealth of \$ 68,726.89 US by bequest to the General Consulate of Lithuania in Chicago (see: <http://www.delfi.lt/news/daily/lithuania/konsulatui-cikagoje-grazintas-lietuvio-palikimas.d?id=8867651>).

Giving by corporations

Descriptive statistics of giving by corporations

There is no clear information on charitable giving by corporations. The only available aspect of information is the statistics on charitable giving by legal entities in Lithuania that might include giving by corporations as well.

The general data on charitable giving by legal entities in Lithuania since 1996 are provided by Lithuania Statistics. The data since 2000 are available online. There are three types of information on charity and support by legal entities in Lithuania (see <http://www.stat.gov.lt/lt/>):

- General review of charity and support received - Charity and support received by the donor.
- Support recipients of charity and support - Charity and support received by legal persons.
- Donors of charity and support:
 - Lithuanian legal entities - donors of charity and support.
 - Average amount of support provided by a Lithuanian legal person.

According to the data of Statistics Lithuania, in 2013 Lithuanian legal persons-donors donated € 60.00 million as cash funds, € 1.6 million as services, and € 18.8 million as tangibles. Thus, in 2013 the total amount of donations by Lithuanian legal persons-donors was € 80.4 million.

The average amount of support provided by a Lithuanian legal person is € 9 900 (Source: Statistics Lithuania, 2013).

Giving by foundations

Descriptive statistics of giving by foundations

In Lithuania there are hardly any truly confidential statistics as regards the total number of NGO (including) foundations and their classification against legal status.

Overall, there were 1 213 charity and support foundations (with 233 full-time employees) and 5 211 public establishments (with 2 510 employees) in Lithuania in 2009⁸¹. In fact, the number of foundations has remained fairly stable to date, while the number of public establishments has slightly increased. About half of the charity organisations are foundations. About a quarter of the latter (about 500) are private and/or family foundations. The majority of other foundations were established either by groups of individuals or NGOs. The activities of foundations vary a lot depending on their founders' goals, target groups, funding sources etc. For example, there are foundations that were established to support schools, libraries, kindergartens, museums etc. There are over 20 corporate foundations. Also, many popular politicians (including the former president and his wife – the Alma Adamkiene Charity and Support Fund) have separate foundations. There is an increasing tendency among wealthy Lithuanians - both living in Lithuania and expatriates - to set up legal funding entities or to provide funding otherwise.

In 2013 charity and support funds received donations amounting to € 4.0 million from legal entities based in Lithuania and € 116 300 000 from foreign legal entities (Statistics Lithuania, 2014).

There are no data on the support provided by charity and support funds for individuals. Considering the support provided by charity and support funds for Lithuanian legal persons in 2013, the total amount of donations was € 72 404 000. According to Statistics Lithuania, Lithuanian legal entities received € 22 916 000 in cash from charities and/or foundations, € 510 000 in the form of services and € 48 978 000 in the form of in kind donations. In 2013 the support used by charity and support funds was € 140 544 000.

All Lithuanian legal entities that are entitled to charity and sponsorship under the Law on Charity and Sponsorship include charity and support funds. According to the data of Statistics Lithuania, in 2013 Lithuanian legal persons received support amounting to € 109 607 800.

Giving by charity lotteries

Descriptive statistics of giving by charity lotteries

Charity lotteries are not a popular benevolent activity in Lithuania. Unfortunately there are no systemized data available on charity lotteries in Lithuania. Charity lotteries are rather a rare event in Lithuania and are mostly organized at single benevolence events during the Christmas holiday period etc. The best-known charity lottery in Lithuania up to now is the one that takes place every year at the Vienna Ball. The funds raised by the charity lottery at the Vienna Ball are dedicated to health issues.

Another popular charity event is an International Charity Fair that has taken place every year for the last 13 years during the Christmas period, as well as other activities including a charity lottery. Other charity lotteries in Lithuania happen occasionally and are focused on social care issues, for example

81 Department of Statistics of Lithuania, 2009.

the charity lottery for Save the Children, charity lotteries in local communities during the Christmas or Easter holidays etc.

There are no statistics on charity lotteries in Lithuania, nor has a survey been conducted on charity lotteries in Lithuania yet. What was possible to find out from a content analysis of Lithuanian Internet portals was that there were four charity lotteries in 2013: the charity lottery that took place at the Vienna Ball, an international charity fair and two charity lotteries organized by higher education institutions. All the above mentioned charity lotteries focused on health or social support issues. The funds raised at the Vienna Ball charity lottery in 2013 came to € 2 000. These funds were dedicated to hospital renovation. The figures from the other charity lotteries are not available.

Conclusion

There are few representative surveys revealing giving tendencies in Lithuania, so the philanthropy landscape in Lithuania has a limited view. The majority of the conducted research is focused on specific fields of philanthropy; the available data are rather fragmented and difficult to compare. Table 16.1 below shows the total giving for legal entities in 2013.

Table 16.1 Support received by all Lithuanian legal entities in 2013 [all types of donors]

| | million EUR | percentage |
|---|-----------------|--------------|
| Religion | 7.5525 | 6.9 % |
| Health | 9.8186 | 8.9 % |
| International aid | N/A | - |
| Public/social benefits (national) | 14.9878 | 13.7 % |
| Culture | 10.7785 | 9.8 % |
| Environment/nature/ animals (inter)nat. | 0.4413 | 0.4 % |
| Education | 9.4217 | 8.6 % |
| Other (not specified) | 56.6074 | 51.7 % |
| Total | 109.6078 | 100 % |

Source: Statistics Lithuania, 2013

The challenge in evaluating philanthropy in Lithuania is that different national and international representative surveys use different methodologies, and the share of respondents who declare that they had donated to charity varies over rather a wide range. According to the World Giving Index, in 2013 Lithuania ranked 112 out of 135 (CAF, 2014). However, contrary to the results of international surveys, national research indicates that the majority of Lithuanians donate to charity. Research on giving carried out by the Civic Responsibility Foundation in Lithuania “Charitable giving to Non-governmental Organizations by Lithuanian Residents” declared that in 2013 more than half of Lithuanian habitants said that over the past 12 months they had donated to charity. The growing popularity of crowd funding is revealed in another national representative survey that was conducted

in Lithuania in 2012. According to the survey results the majority of respondents declared they had donated money or goods during the last 12 months. On the other hand, the data from the European Social Survey (ESS6, 2012) indicate that the majority of Lithuanians (76.4 %) declared that in the last 12 months they had never been involved in the work of voluntary or charitable organisations.

Qualitative surveys in 2004 and 2014 indicated that the perception of philanthropy peculiar to Lithuania and based on a traditional understanding of giving has not changed much over the last decade. The respondents indicated that the main problems in philanthropy are related to the role of the State and public policy towards philanthropy issues in Lithuania. On the other hand, philanthropy in Lithuania also lacks private initiatives and civic engagement. Lithuania still lacks forms of philanthropy such as charity lotteries or giving by bequest. The qualitative and quantitative data indicate that the main field of giving in Lithuania is focused on traditional philanthropy values related to social issues. According to national and international surveys, the main recipients of donations, especially individual ones, appear to be health, social support, and the church or religious communities.

As discussed above, there are several initiatives fostering a philanthropic culture and practice in Lithuania related to the media, or virtual space, private charitable giving. At present the best-developed continuous statistical data on charity and philanthropy are provided by Lithuania Statistics. However, the scope of the data provided by Lithuania Statistics is rather limited; it is just focused on the giving and receiving of legal bodies, and it is not possible to acquire data on specific aspects such as charity lotteries, individual donations etc. Thus, the question of institutionalized initiatives on longitudinal giving research is still rather open.

Links to other data sets

It is almost impossible to compare the Lithuanian data on philanthropy and giving, or to link them to other data sets. However, as it was mentioned above Statistics of Lithuania proposes some limited possibilities to compare statistics on charity and support, i.e., certain amounts given over the years. The International Social Survey Programme (ISSP) includes a general question on charitable giving and the European Social Survey Round 6 (2012) includes a question on involvement in work for voluntary and charitable organisations that are also linked to philanthropy initiatives.

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A stylized map of Europe is shown in the background, with landmasses in white and surrounding waters in blue. The map is centered on the Atlantic Ocean, showing the British Isles, Scandinavia, and the Mediterranean region.

About Giving in Europe

Philanthropy is not an American, but a European invention. 'Giving in Europe' shows: European philanthropy takes itself seriously.

This study is an initial attempt by members of the European Research Network On Philanthropy (ERNOP) to map philanthropy in Europe and presents a first overall estimation of the European philanthropic sector. Containing an overview of what we know about research on the philanthropy sector, it provides data and an assessment of the data on giving by households, bequests, foundations, corporations and charity lotteries in 20 European countries.

Despite the promising signs of an emerging philanthropy sector in Europe, it is still a phenomenon and a sector that is not very well understood. As a matter of fact, besides the anecdotal glimpses from national researchers and the great work that has been carried out on the subdomains of philanthropy, we know little about its actual scope, size and forms in Europe. For a better discussion and assessment of the (potential) role that philanthropy can play in solving societal problems, we need a clear picture of the size and scope of philanthropy. What amounts are donated by households, through bequests, corporations, foundations and charity lotteries, and to what goals? To what extent can we draw a picture of the philanthropy sector in Europe, what is the quality of the data involved?

In answering these questions, this publication aims to stimulate researchers, policy makers and philanthropy professionals in fostering research on philanthropy and to inspire to exchange knowledge and information. For more information visit www.ernop.eu.