

ABSTRACT

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Determinants and Barriers of Philanthropy Development in Present-Day Russia

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Abstract:

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Recent studies reveal a positive dynamics in charitable giving in contemporary Russia. According to the all-Russia Population Survey (2015), more than half of Russian citizens make cash donations. However, the amount of individual donations remains modest, and little of them go through institutional channels. Population still rarely considers charities and NPOs as potential recipients of money, or even intermediaries.

The paper examines the key factors that affect the scope and patterns of personal giving by Russian citizens and provides guidance about the factors that can help develop long-term strategic approaches to fostering charitable giving.

Gender was found to be an important factor in determining the frequency of cash donations. Some 52% of women and 42% of men made charity donations and gave money to people in need over the past year. Age was a significant determinant as well: respondents of 31-45 and 46-60 were most actively involved in charitable giving. A higher level of education was affiliated with more active participation in charity. The level of giving varied across occupations: people of managerial occupations and professionals made cash donations most often. Religion affects the frequency of cash donations. Russian Muslims are 3.6 times more likely to make cash donations, and Orthodox Russians are 1.9 times more likely to make cash donations than those who do not

consider themselves to be believers. The type of community had a statistically significant effect: residents of cities with a population of one million and more are more likely to donate. The study found three levels of barriers to charitable giving. Micro level barriers facing individuals include lack of trust in charities, doubts about their true goals and lack of information about them. Meso-level barriers arise at the level of corporate philanthropy and NPOs and include a weak informational environment for non-profit organizations, a lack of qualified specialists and financial/ management skills at NPOs. Macro-level barriers have roots in the shortcomings of current social policy and underdeveloped charity infrastructure in Russia. The findings led us to expect that the barriers can be overcome through a combination of consistent government policy with regard to charities, on one hand, and the adoption of strategic charity approach by NPOs and charitable funds, on the other.

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