INDIVIDUAL PHILANTHROPY IN MONTENEGRO

SURVEY RESULTS
STRUCTURE

• Description of the survey
  – Objectives of the survey
  – Methodology

• RESULTS
  – Knowledge and understanding of the idea of philanthropy
  – Perception of philanthropy in Montenegro
  – Altruism as the potential for individual philanthropy
  – Philanthropy scale
  – Informing on current initiatives
  – The practice and preference of giving
  – Foundations for common good
  – World giving index
  – Two models of giving for common good

• RECOMMENDATIONS
OBJECTIVES OF THE SURVEY

- Measuring the practice of giving or doing for common good in Montenegro
- Measuring of perception of philanthropic activities in Montenegro
- Measuring the potential of doing and giving for common good
  - From what it depends?
  - What might encourage citizens to participate more or give more?
  - Who is more ready for doing / giving?
- Comparison with other countries in the region and the world
METHODOLOGY

• QUANTITATIVE PUBLIC OPINION RESEARCH
  – Face to face – 1000 respondents
  – Representative for Montenegro

• QUESTIONNAIRE
  – An instrument that combines a questionnaire used for this purpose in the region with certain internationally recognized scales to measure altruism and philanthropy:
    • Knowledge and understanding of the idea of philanthropy by the respondents,
    • Perception of philanthropy in Montenegro
    • Potential for individual philanthropy
    • The scale of value orientation in social interaction,
    • Philanthropy scale,
    • Index of giving (world giving index),
    • Motivation for philanthropy,
    • Trust in philanthropic initiatives
    • Informing on current initiatives,
    • Demographic information on respondents
SAMPLE CHARACTERISTICS (1/3)

- **Gender Distribution:**
  - Male: 49%
  - Female: 51%

- **Age Distribution:**
  - 18-28: 18.4%
  - 29-39: 23.2%
  - 40-49: 17.1%
  - 50-59: 19%
  - 60+: 22.4%

- **Ethnicity Distribution:**
  - Montenegrin: 60.7%
  - Serb: 13.7%
  - Albanian: 17.1%
  - Bosniak: 3.7%
  - Muslim: 0.3%
  - Croat: 3.5%
  - Other: 10%

- **Religion Distribution:**
  - No religion: 3.5%
  - Other: 0.9%
  - Catholic: 3.7%
  - Islam: 17.1%
  - Montenegro Orthodox: 13.7%
  - Serbian Orthodox: 60.7%
SAMPLE - Education, Occupation, Employment status, Employment type (2/3)
RESEARCH RESULTS
KNOWING AND UNDERSTANDING OF PHILANTHROPY IDEA

Which of the following terms you use refer to giving for common good?

When thinking on giving for the common good, what do you mean by that?
In your opinion, how much is developed the custom of giving for the common good?

To which extent is encouraged giving for the common good in our society?

What is the main reason for not encouraging giving for common good in our society?
PERCEPTION OF PHILANTHROPY IN MONTENEGRO

How much each of the following institutions / organizations give for common good?
PERCEPTION OF PHILANTHROPY IN MONTENEGRO

In your opinion, what is the reason why citizens do not give more for common good?

- Poor financial situation: 55.5%
- Lack of trust that donation will really go into the hands of those in need: 19.0%
- Overload with their problems: 11.5%
- The lack of culture / awareness for the common good: 9.2%
- Lack of information about the actions of giving, who needs and where: 1.9%
- Lack of affordable ways to give: 0.8%
- Something else: 0.3%
- I do not know: 1.8%

What do you think is the reason why private companies in Montenegro does not provide more for the common good?

- Lack of interest of the owner: 34.4%
- Lack of culture / awareness for the common good: 30.2%
- Poor financial situation: 15.1%
- Bad politics / Government does not encourage companies: 12.7%
- Something else: 1.0%
- I do not know: 6.8%

What do you think is the main motive of private companies in Montenegro to allocate for the common good?

- Creating a positive image for companies and consumers: 34.4%
- Tax relief: 29.5%
- Higher employee satisfaction: 6.1%
- Pressure of the local community in which they operate: 9.9%
- Desire to help and improve their business environment: 5.4%
- Something else: 1.6%
- I do not know: 13.0%
PERCEPTION OF PHILANTHROPY IN MONTENEGRO

What is the role of the media referred to providing for the common good in our country?

- Very positive: 8.6%
- Moderately positive: 39.8%
- Neither positive or negative: 41.1%
- Moderately negative: 5.4%
- Very negative: 5.1%

How much you trust media information you receive when it comes to allocation for the common good?

- I do not believe: 8.3%
- Basically I do not believe: 15.0%
- Nor do I believe or do not believe: 36.0%
- Basically I believe: 33.8%
- I fully believe: 2.6%

How important is to you personally to be informed about the actions for the common good?

- It does not matter to me: 7.5%
- Basically I do not care: 15.6%
- Yes and no: 35.6%
- Basically it is important to me: 28.3%
- It's very important: 7.5%
Index values are consistent when it comes to age groups, or slightly higher at the oldest age group. Index rises in relation to income and have a higher value in the central part of the state in relation to the north and south.
Willingness for giving remains roughly the same at all ages, but grows with increasing of income amount in household. Also, it is higher in the central parts of the state with respect to the north and south.
Can you think of any actions in our country aimed at collecting money for the general welfare?

- Flood relief: 40.5%
- Help to victims of the train accident in Bioče: 16.1%
- Assistance to refugees and displaced person: 5.4%
- Help for children without parental care: 6.4%
- Help to sick people, treatment, surgery: 4.1%
- Help to sick children: 3.8%
- Help to poor people: 3.3%
- Equipping health facilities: 1.0%
- Building, restoration of churches: 2.2%
- Blood donation: 4.6%
- Infrastructure: 0.2%
- Soup Kitchen: 1.4%
- I do not know: 10.2%
- Something else: 0.9%
INFORMING ON CURRENT INITIATIVES

According to your opinion, what should be the areas that need the most giving in Montenegro?

To which of the following groups-institution is currently provided the most in Montenegro?
INFORMING ON CURRENT INITIATIVES

To which groups - institutions should be provided the most?

- Children and youth without parental care: 53.6%
- The poor, socially disadvantaged: 29.8%
- People with Disabilities: 20.9%
- Sick people: 13.9%
- Disadvantaged individuals or families: 12.7%
- Talented athletes: 8.9%
- Children with special needs and disabilities: 8.9%
- Older people: 8.9%
- Refugees: 6.9%
- Talented Students: 6.9%
- NGOs: 6.9%
- Health care facilities: 6.9%
- Educational institutions: 6.9%
- Cultural institutions: 6.9%
- Youth: 6.9%
- National minorities: 6.9%
- Something else: 0.8%
- I do not know: 0.8%
PRACTICE AND PREFERENCE OF GIVING

Have you ever participated in a philanthropic action (action for the common good)?

How often do you participate in actions for the common good?
PRACTICE AND PREFERENCE OF GIVING

IN WHAT WAY YOU HAVE PARTICIPATED IN THESE ACTIONS?

By giving money:

- **Personal engagement-volunteering:**
  - Yes: 75.5%
  - No: 24.5%

Material goods:

- **Free of charge services from own profession:**
  - Yes: 67.5%
  - No: 32.5%
PRACTICE AND PREFERENCE OF GIVING

What amount of money you have allocated for help to these actions?

<table>
<thead>
<tr>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 5 EUR</td>
<td>31.23</td>
</tr>
<tr>
<td>5 - 10 EUR</td>
<td>31.99</td>
</tr>
<tr>
<td>10 - 50 EUR</td>
<td>23.58</td>
</tr>
<tr>
<td>50 - 100 EUR</td>
<td>6.87</td>
</tr>
<tr>
<td>100- 200 EUR</td>
<td>3.21</td>
</tr>
<tr>
<td>Over 500 EUR</td>
<td>3.12</td>
</tr>
</tbody>
</table>

Will you participate in giving actions for common good in the future?

<table>
<thead>
<tr>
<th>Response</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>47.54</td>
</tr>
<tr>
<td>No</td>
<td>13.25</td>
</tr>
<tr>
<td>I do not know</td>
<td>39.21</td>
</tr>
</tbody>
</table>
PRACTICE AND PREFERENCE OF GIVING

In actions, for what purposes would you most willingly participate?

- Charity event for disadvantaged: 62.7%
- Health: 49.5%
- Education: 20.9%
- Human rights: 20.9%
- Youth programs: 8.0%
- Environmental protection: 17.3%
- Sport: 7.4%
- Reconstruction of public space: 7.8%
- Culture: 4.2%
- Infrastructure: 5.3%
- Science: 2.5%
- Something else: 1.4%

In what ways would you be willing to help the campaign for the general welfare?

- Money: 85.3%
- Material goods: 59.7%
- Personal involvement / volunteering: 65.1%
- Free services from their own profession: 59.5%
PRACTICE AND PREFERENCE OF GIVING

And how much money you can and are willing to allocate for an action in which you are ready to participate?

When deciding whether to participate in an action aimed at the common good, do you prefer:

- Actions related to the community from which will benefit people close to you
- Actions of a more general nature of which will benefit a wider range of people
- I do not know

Da li biste radije dali novac za

- Action which helps disadvantaged individuals or groups
- Action which helps successful and talented individuals or groups
- Action which will provide benefit to everyone, not just certain individuals or groups of people
- I do not know
PRACTICE AND PREFERENCE OF GIVING

How much each of the following reasons influence on your decision to support any action directed to the common good:

What could likely prevent you the most to participate in any action, even though you actually would like?
How much would you be willing to support fundraising initiatives undertaken by following organizations-institutions:

When you participate in a donation campaign for the common good, how important is it for you to get information about how much money is collected, how it was used, and thus the aim of the action achieved?
PRACTICE AND PREFERENCE OF GIVING

How often, in your opinion, occurs misuse of funds collected for the common good?

- Never: 3.3%
- Rarely: 6.2%
- Periodically: 28.3%
- Often: 34.7%
- Always: 11.3%
- I do not know: 16.2%

To what extent, in your opinion, giving of individuals, ordinary people, can influence the wellbeing of the society?

- Too little: 7.2%
- Some: 17.5%
- Yes and no: 21.9%
- Pretty: 32.7%
- Many: 10.4%
- I do not know: 10.2%
THE PRACTICE AND PREFERENCES OF GIVING

Which of the following statements best expresses your attitude about individual giving for the common good?

- Only wealthy individuals donate enough large sums: 21.8%
- Ordinary people may partially help: 27.4%
- If everyone would give as much as he can, it would be enough: 40.4%
- I do not know: 10.4%

In your opinion, what are the main obstacles in giving for the common good?

- Poor financial situation: 61.9%
- Inability to control: 5.9%
- There is no culture of giving for the public good: 18.9%
- Actions are often poorly organized and do not give good results: 7.6%
- There are no measures to encourage giving: 3.5%
- Media do not report sufficiently on these actions: 1.7%
- Procedures are complicated and require a lot of time and effort: 0.3%
- Something else: 0.3%
What could be done to encourage people to give more for the common good?

- More information in the media: 25.9%
- Better control actions (by the state, organization): 15.2%
- Reporting on the results of the action: 9.5%
- To stimulate giving by introducing various incentives for those who provide for the common good: 22.5%
- Education about the importance of giving and concern for the common good: 10.0%
- Simpler procedures for giving: .8%
- Something else: 2.6%
- I do not know: 13.4%
FOUNDATIONS FOR THE COMMON GOOD

Have you heard about certain foundations that initiate actions for the common good, founded by individuals, organizations, institutions, or companies?

Do you think that organizations and foundations that help actions for the common good should be supported by donations from citizens?

- Yes, I think people should finance these types of funds and that their donations could fully finance these funds: 17.4%
- Yes, but I think the citizens with their donations could contribute only a partial financing of such funds: 33.4%
- No, citizens should not, given to their material capabilities, finance these funds - primarily wealthy individuals or companies should finance them: 20.7%
- Do not know: 28.5%
Have you in the past month:

- donated money to an organization (political party, charity organization, religious organization, church, or similar)?
- volunteered for an organization (political party, charity organization, religious organization, church, or similar)?
- helped a stranger or unknown person that needed help?
# Socio-Demographic Model of Giving

<table>
<thead>
<tr>
<th>The socio-demographic aspects as predictors of giving</th>
<th>Probability of donating money (logit)</th>
<th>Probability of volunteering (logit)</th>
<th>Probability of helping another person (logit)</th>
<th>World Giving Index (linear)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>1.330</td>
<td>(*** 1.978)</td>
<td>.958</td>
<td>(*) .0322</td>
</tr>
<tr>
<td>Age(years)</td>
<td>1.006</td>
<td>.996</td>
<td>(*** .983)</td>
<td>-.0010</td>
</tr>
<tr>
<td>Education (primary school in comparison with the secondary school third degree)</td>
<td>(**) 1.743</td>
<td>(**) 2.362</td>
<td>.945</td>
<td>.0368</td>
</tr>
<tr>
<td>Secondary school 4th degree</td>
<td>(*) 1.920</td>
<td>2.136</td>
<td>1.125</td>
<td>.0520</td>
</tr>
<tr>
<td>High education</td>
<td>(**) 2.164</td>
<td>(**) 2.530</td>
<td>1.495</td>
<td>(*** .0912)</td>
</tr>
<tr>
<td>Higher education+</td>
<td>1.333</td>
<td>1.451</td>
<td>(**) 1.395</td>
<td>(**) .0528</td>
</tr>
<tr>
<td>Employee (occupation)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Employment sector (compared to the unemployed)</td>
<td>(*** 7.236)</td>
<td>1.462</td>
<td>1.547</td>
<td>(**) .1661</td>
</tr>
<tr>
<td>The private sector</td>
<td>(*** 4.344)</td>
<td>.510</td>
<td>1.294</td>
<td>.0912</td>
</tr>
<tr>
<td>Revenue (in hundreds of Euros)</td>
<td>1.034</td>
<td>1.016</td>
<td>(**) 1.068</td>
<td>(**) .0074</td>
</tr>
<tr>
<td>Constancy</td>
<td>.057</td>
<td>.045</td>
<td>.470</td>
<td>.1228</td>
</tr>
<tr>
<td>Pseudo R²/Adjusted R²</td>
<td>5.16%</td>
<td>5.47%</td>
<td>5.99%</td>
<td>7.45%</td>
</tr>
</tbody>
</table>
## GIVING MODEL RATE

Opinions about giving for the common good as predictors of giving

<table>
<thead>
<tr>
<th></th>
<th>(***)</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Undeveloped tradition of giving</td>
<td>.477</td>
<td>.879</td>
<td>.955</td>
<td>(***)</td>
<td>-.0440</td>
</tr>
<tr>
<td>The state gives for the common good</td>
<td>.575</td>
<td>(***).573</td>
<td>1.084</td>
<td>(**)</td>
<td>-.0340</td>
</tr>
<tr>
<td>Well-known individuals give for the common good</td>
<td>(**) 1.362</td>
<td>(**) 1.365</td>
<td>1.020</td>
<td>(**)</td>
<td>.0246</td>
</tr>
<tr>
<td>An important problem in trust compared with a lack of money</td>
<td>1.146</td>
<td>.956</td>
<td>.923</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Frequency of manipulation</td>
<td>.822</td>
<td>1.059</td>
<td>1.133</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Level of information they want</td>
<td>(**) 1.432</td>
<td>1.147</td>
<td>(*) 1.277</td>
<td>(**)</td>
<td>.0391</td>
</tr>
<tr>
<td>Constancy</td>
<td>3.923</td>
<td>.168</td>
<td>.198</td>
<td></td>
<td>.3051</td>
</tr>
<tr>
<td>Pseudo R²/Adjusted R²</td>
<td>11,14%</td>
<td>3,29%</td>
<td>0,95%</td>
<td></td>
<td>3,54%</td>
</tr>
</tbody>
</table>
CONCLUSION

- People are generally very poorly informed about philanthropy as a phenomenon, the benefits from the philanthropic activities for the society, and about concrete actions. For this reason, lack of trust becomes one of the biggest problems.
- Lack of trust with the poor financial situation and lack of awareness of the need for such activity occurs as the main reason for not giving, and not participating in actions for the common good.
- Actions for the common good people usually link with fundraising events and prefer giving to people in endangered life situations.
- However, the percentage of people involved in any of such actions more than once a year is below one third of population.
- On the other hand, research has identified relatively high percentage of people who are willing to participate in actions for the common good under certain conditions (47%), what indicates that they should be encouraged, especially working on the issues that can be influenced - awareness of importance of such actions and strengthening the trust.
- Measured Montenegro giving index for 2012, based on the same methodology, showed score of 20 points, which is +4 points compared to the 2011, indicating growth trend despite the economic crisis.