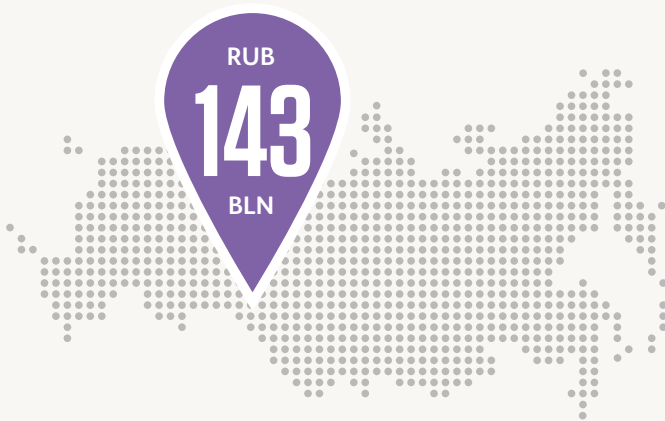


RUSSIA GIVING 2014-2016

50% of the population – 37 million people – have given money to NGOs over a 12 month period



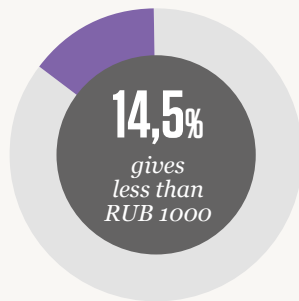
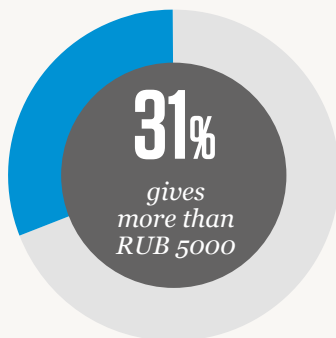
The research provides evidence that the population of Russia annually gives about **143 bln rubles** to NGOs.



The average annual amount of donations per individual increased in 2016 to **RUB 3856**



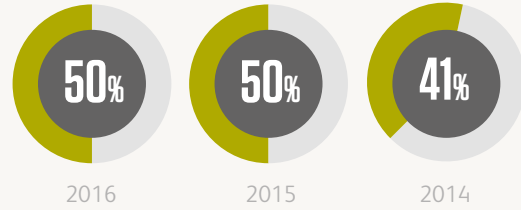
INCREASED 2 TIMES ↑
the percentage of givers who donate sums over RUB 5000 (15% in 2015)



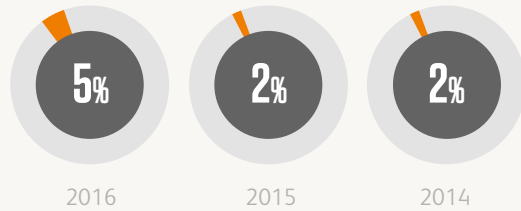
DECREASED 2 TIMES ↓
the percentage of givers who donate sums less than RUB 1000 (from 31% to 14,5%)

Charitable giving in Russia by category, %

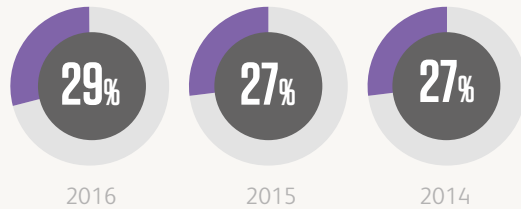
Gave money to an NGO/foundation, religious organisation



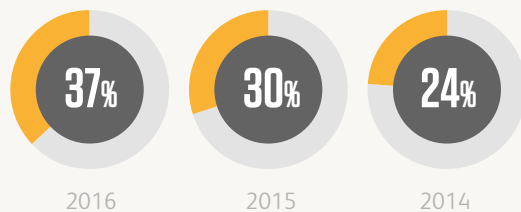
Volunteered for an NGO/foundation



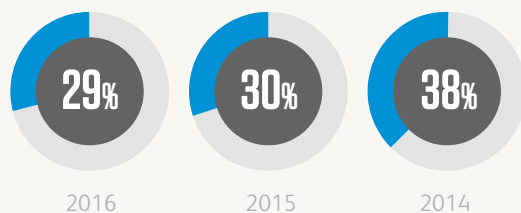
Gave food or goods to an NGO/foundation



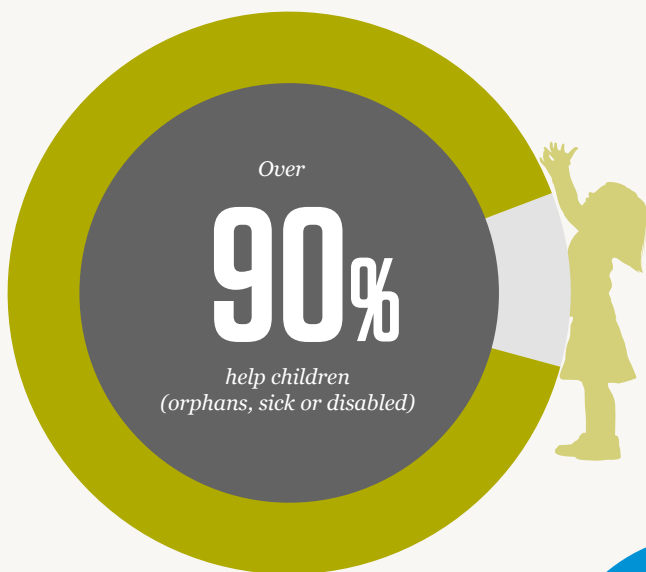
Gave money directly to people/families in need



None of the above

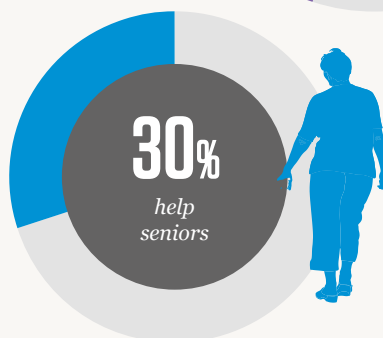
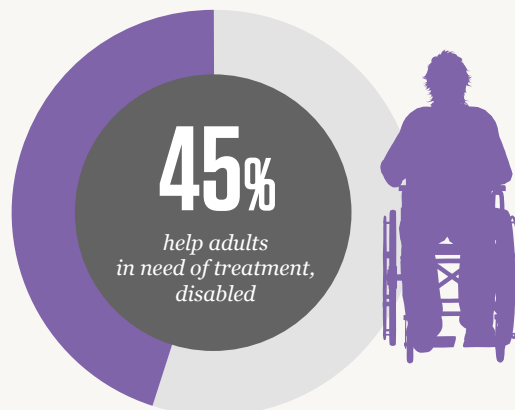


CAUSES RUSSIANS GIVE TO



Over **90%** of Russians give to charities that help children (orphans, sick or disabled)

Percentage of those who help adults in need of treatment, disabled significantly increased in the last two years – to **45%** (27,5% in 2014)



Percentage of those who help senior people significantly increased in the last two years – to **30%** (16% in 2014)

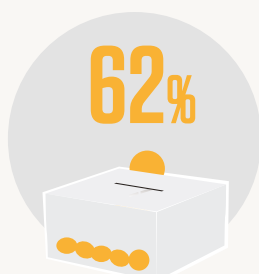
HOW RUSSIANS HELP

SMS



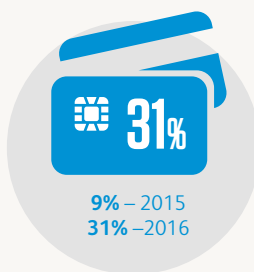
The most convenient way to make donations for Russians is text messages

Donation boxes



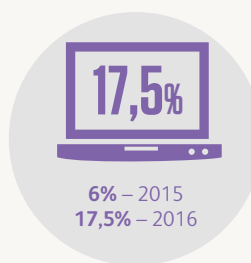
... and donation boxes in supermarkets or other public places

Credit cards



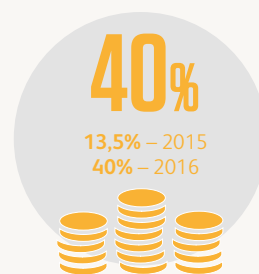
In last two years three times increased the percentage of those who make donations online using credit cards

E-wallet



Three times more respondents now make donations via e-wallets

Cash



In last two years three times increased the percentage of those who donate cash in the offices of non-profit organizations