Philanthropy in Kosovo
A Kosovo Wide Baseline Study of the Civic and Business Community

Forum for Civic Initiatives
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1. EXECUTIVE SUMMARY

This document presents the findings of a Kosovo-wide study on Philanthropy commissioned by the Forum for Civic Initiatives (FIQ). The study reveals insightful information on the perspective of the civic and business community about Philanthropy as it stands now.

The project sensibly analyzes the number of businesses and individuals involved in Philanthropic activities - their origin, household, and other variations – and determines their current level of understanding about philanthropy, why people are involved in such activities, what areas ought to receive more focus, which groups are in need of assistance and much more.

Throughout the report, the most current findings are categorized as follows:

I. Knowledge
II. Needs
III. Responsibilities
IV. Readiness and Initiatives

Main findings

Knowledge about Philanthropy:

- Of the civic community interviewees, 22% of them believe “Philanthropy” stands for a “strategic long-term investment that helps in sustainable development of local communities”, 34% of them believe it stands for “voluntary donation in solving social issues”, whereas 44% claim they do not know what it means.
- The business community is slightly more informed about “Philanthropy” as 24% claim it was a “strategic long-term investment that helps in sustainable development of local communities”, 36% claim it is a “voluntary donation in solving social issues”, and 40% of them do not know.
- “Supporting people in need” (58%) and “contributing in the development of solidarity and responsibility towards the community” (26%) are regarded as key reasons for conducting public welfare actions.
- Kosovo citizens do not contribute more for public welfare because of their “financial situation” (57%), “distrust that donations will be misused” (32%) and “lack of awareness/culture about care and support for the general welfare” (9%).
- Respondents from “Prishtina” and “Gjilan” are most doubtful and worry that donations will not be delivered to the proper recipients – 48% distrust in “Prishtina” and 37% in “Gjilan”
- The business community claimed that the main initiators for activities performed for public welfare are the “state institutions” (32%) and “civil society organizations” (26%).
- More than half of individuals interviewed (52%) were aware of the “Forum for Civic Initiatives”. On the other hand, the business community was slightly more informed – 66% of them had heard of the organization.
Needs:

- According to the civic community, “Humanitarian actions in assisting citizens in need” (47%), “health protection” (26%), “education” (11%) and “human rights protection” (11%) are four main areas that should receive more donations in the near future.
- The priority groups for the business community are going to be “citizens in need” (49%), followed by “talented students” (24%) and “persons with special needs” (14%).
- Respondents claimed “the poor” (46%) need the most attention, followed by “citizens with health problems” (26%) and “citizens with special needs” (17%).
- The largest donors for public welfare according to the civic community are “state institutions” (59%) and “international foundations” (18%).
- The business community claimed that it is mostly involved in “humanitarian aid” (70%) while other areas receive less focus.

Responsibilities:

- Twenty percent of the civic community respondents believe that the role of the state when performing public welfare activities should be the provision of "Funds/Assistance/Participation".
- Businesses believe that "creation of environment/conditions/support" (42%) is the main role the state should take when performing such actions.
- Thirty-six percent of civic community respondents believe that the role of citizens in such activities is to “provide assistance when possible”.
- Forty-three percent of the civic community respondents believe that the role of the business sector is to aid "employment of people in need".
- Businesses believe that "financial support" (53%) is the main role the business sector should take when performing such actions.
- Twenty-five percent of the civic community respondents believe that the role of the civil society organizations is to ensure "greater participation/support of actions".
- Businesses believe that "initiating activities" (24%) is the main role the civil community should take when performing such actions.
- Thirty-six percent of the civic community respondents believe that the role of the media has been "positive in strongly supporting such activities".
- Businesses believe that "providing high quality information" (45%) is the main role the media should take when performing such actions.

Readiness and Initiatives:

- A majority of the civic community (90%) said they are personally willing to provide donations to foundations that perform activities for public welfare. Similarly, more than 73% of interviewed business representatives claimed to be involved in such activities.

- The activities that the civic community respondents are most likely to participate in are “charity activities” (37%).
- The civic community usually participates in philanthropic activities through “cash donation” (26%) and “providing different materials (house appliances, goods for children, etc.)”.
- A total of 87% of civic community respondents either donated “0 – 10 Eur” (46%) or “10 – 50 Eur” (41%). The preferred method for delivery was "direct" (59%) although many also preferred "the bank" (30%). According to them, the biggest obstacle in this lack of donations is "poverty" (60%).
- The business community has mostly donated financial aid in the values between “0 to 1,000 Eur” (72%). Their preferred method for delivery was "banks" (52%) although many also preferred donating "directly" (27%).
- The main motive in donation for the public welfare according to the business community is the “willingness to help those in need” (56%).
- Half of the civic community respondents claimed to remember of actions that were intended to collect funds for public welfare. Respondents were most informed of such actions in the city of “Gjilan”, where over 84% of the respondents claimed so.
- More than half of the business representatives interviewed claim that their company does not have a plan/strategy for access in activities performed for public welfare.
2. INTRODUCTION and OVERVIEW

Throughout time, important needs have been filled by volunteers – people working for the common good. These individuals, groups and organizations are essential to the wellbeing of people everywhere. It is these actions of private citizens and organizations – philanthropists - that have made and continue to make a genuine difference in the daily lives of millions throughout the world.

Every society is in need of an idea for the common good, by trying to understand and discover a truly universal term of human welfare. However, no one, especially in postwar countries, not even state officials have the same feeling and compassion for working towards implementing that idea. Worldwide examples of small and weak economies, usually with enormous negative effects from wars, brought many changes to these societies, ranging from loss of trust in state institutions to corruption, and finally to the demand of such help which we now call charity. Charity, not only as a concept studied by analysts and researchers, but as well as in practice has shown to be an important tool for solving emergencies.

Trying to draw up a strategic plan for sustainable development and not only short solutions to crisis, the Forum for Civic Initiatives (FIQ) thrives to promote philanthropy as the key tool for the common good. Philanthropy-FIQ believes is the aforementioned universal term of human welfare. In addition to solving economic and social obstacles, FIQ also believes that a strong and promising philanthropy is the one compiled and implemented by a powerful collaboration of three sectors: public, private and civil which is known as Philanthropic Partnership.

During the tough economic times over the past few years, individual and corporate giving has been on the rise. Many companies understand that not only do they have the opportunity and obligation to help those in need, but doing so impacts consumer spending on their brand in a positive way. Today, having a strategic approach to philanthropic activities has become more than fruitful for organizations, as by doing so they are often exempt of taxes, various sanctions and it has also been shown that reaching out to those in need has a positive impact on consumer spending.

In Kosovo, there is a lack of general awareness about philanthropy and civic activism. Although many organizations are already involved in philanthropic activities, the general participation of the society as a whole is negligible. As the economy slowly develops, businesses are becoming more aware of the impact they have in shaping the society. To ensure a successful and organized alignment of this influence, a large number of organizations ought to get involved.

Currently, the sole organization that promotes Philanthropy in Kosovo is FIQ (alb. “Forumi për Iniciativa Qytetare” - FIQ). It is the center of coordination and activism of Kosovar philanthropists, individuals and businesses, foreign donor organizations and any other potential philanthropists. The organization was established in year 2000 by a small group of volunteers that anticipated the need of mobilization to partake in decision-making processes in help of voicing the opinion of the average citizen. Besides activities in well-being and civic activism, FIQ has now been transformed into a national foundation in the fields that seek to enforce the role of citizens, sustainable development, grant giving and most importantly - promotion of philanthropy.
As part of its program on philanthropy promotion, FIQ operates on two parallel areas: (I) raising awareness for philanthropy and (II) involvement and encouragement of companies and individuals to steer their financial contribution from a strategic basis in order to ensure a sustainable and firm development. The focus is distributed among “Corporate philanthropy”, “Individual Philanthropy” and “Diaspora Philanthropy”.

Among continuous involvement in civic activism and volunteerism, FIQ has also established a structural mechanism for rewarding companies, individuals as well as municipalities who are active in philanthropy – the “FIDES” award. It was first introduced in year 2009, and has ever since been annually offering a public recognition award to businesses and individuals who testified to their involvement and improvement of the quality of life in Kosovo. This award has been widely successful in promoting and increasing the number of individuals and organizations who understand the topic and even participate in philanthropy themselves.

Based on good results from various philanthropic activities, initiated or supported by FIQ, to continue their work in promoting philanthropy, and expansion of philanthropic roots in Kosovo, FIQ has commissioned UBO Consulting to design and implement a research study to reveal insights on the current philanthropy situation in Kosovo. The project will carefully analyze the number of businesses and individuals involved in Philanthropic activities - their origin, households, and other variations – and determine their current level of understanding about philanthropy, why people are involved in such activities, what areas should receive more focus, which groups are in need of help and much more.

Results of this study shown below, give detailed explanations on the perception of philanthropy from the citizens and businesses; it’s importance and willingness of the citizen and businesses to work for the common good; detailed explanations on their insecurities for giving for the public good; and the public opinion on where does the greatest need for philanthropic assistance lies.

These results analyzed by the philanthropic department at FIQ, will be used to draft a long-term strategic plan on promotion of Philanthropy and Philanthropic Partnership.
3. METHODOLOGY

The data collected for this project derives from a quantitative survey organized in Kosovo in October, 2014. Results for the survey are based on face-to-face interviews with respondents over the age of 18 in urban and rural settlements.

The sample size for the study has been 1,250 completed interviews. The survey was categorized in two groups – 250 business owners/managers and 1,000 individuals. The separation was aimed at diversifying the answers as well as understanding both groups’ attitudes separately.

Out of 250 business owners/managers, 90% were male and 10% female. Mainly, they were in positions of “owner and manager” (48%) or simply “managers” (33%). The business types were typically “individual businesses” (45%) or “limited liabilities companies (L.L.C.)” (45%). Other interviewed businesses were general and limited partnerships, and joint stock companies. Meanwhile, the main operating sectors were “trade” (36%), “services” (31%) and “manufacturing/production” (26%).

Out of 1,000 individuals interviewed, 54% were male and 46% female. Regarding ethnicity, 86% were Albanian, 10% of Serbian ethnicity and 4% from other minorities. Forty-eight percent of interviewees were located in urban areas and 52% in rural ones.

As per the research and field-work using quantitative interviewing the following phases were performed:

**Phase 1 – Preparatory phase**

**Finalization of questionnaires:** In developing both quantitative and qualitative questionnaires and then using interviewers to administer it, we paid attention to several points: using simple language that would be easily understood by the respondents, and we didn’t use leading questions that would strongly suggest a particular response. Once the survey questions were developed, a particular attention was paid to order them logically in the questionnaire.

After the questionnaires were designed, in coordination with the Forum for Civic Initiatives (after reviewing of the questionnaires), a pilot test was conducted. UBO Consulting tested the quantitative questionnaire with a sample of 16 respondents. Based on the feedback from pilot interviews, questionnaires were checked once again for errors, and were then finalized for training.

**Recruitment of survey team:** The team was carefully selected with preference given to experienced interviewers. The selected field work team comprised 25 fieldworkers, three field supervisors, two data processing and entry personnel and one coordinator. The fieldwork supervisors allowed for supervision in all the regions being surveyed. Once the sampling frame was defined, project staff delegated responsibilities to enumerator supervisors for each municipality.

**Training of survey team:** One-day training was conducted all interviewers. The purpose of this training was to ensure that: i) enumerators fully understand the survey questions, ii) enumerators are familiar with the methodology of sampling and interviewing, and iii) enumerators are effective interviewers and can administer the interviews easily, accurately, consistently, and naturally.
Phase 2 - Data Collection

Fieldwork: Field work was carried out from 9th to 22nd October 2014.

Quality Checks: This was an integral part of fieldwork.

The field supervisors were responsible for carrying out the first quality control by screening each questionnaire submitted. The control was conducted for matching the proposed sample with the one interviewed by enumerators.

The second level of quality control was carried out by data entry personnel inputting the data in the electronic database.

The field supervisors carried out the back checking procedure during the field work and after the questionnaires were delivered at the office. For this survey the authenticated data rate is nearly 30 per cent of the total number of interviews. Respondents were thanked for their cooperation and re-asked certain sections of the questionnaire for verification, and some demographic information. This back-checking procedure was done in the field (revisiting the respondents) and by contacting them through phone. During the field visits, many businesses and individuals in different settlements throughout Kosovo were visited.

Phase 3 - Data entry, tabulation, and analysis

The data entry and analysis for quantitative part of the study was realized in SPSS and tables were generated. Data was then validated (cleaned) as it is an integral process that involves large volumes of data. Our experienced data validation professionals ensured that the data did not contain any unwanted codes, errors, inconsistencies, or missing data.

Cross-tabulations were generated to reveal association between data based on a number of variables: location, gender, income, and more.
4. CIVIC COMMUNITY

4.1 Knowledge

Individuals throughout Kosovo were asked to reveal what they understood by the word “Philanthropy”. Of the collected data, it turns out that 22% of the respondents believe that Philanthropy stands for a “strategic long-term investment that helps in sustainable development of local communities”, 34% of them believe it stands for “voluntary donation in solving social issues”, whereas 44% claim they do not know what it means.

Figure 1: Could you please tell us what do you understand by Philanthropy?

The most informed age-group was that of individuals between “36-45”, where 24% claimed to be aware of the meaning of Philanthropy. The ‘older’ age-groups were less informed about the aforementioned topic.

In understanding why actions for public welfare are important, respondents generally agree that “supporting people in need” (58%) and “contribution in the development of solidarity and responsibility towards the community” (26%) are of utmost significance. A smaller number of respondents – 11% - claimed that “incentives/subventions for larger companies so they can develop socially responsible businesses” is an additional reason for conducting actions for public welfare.

Figure 2: In your opinion, what is the main importance of conducting actions for public welfare?
The respondents from the city of “Ferizaj” and “Peja” widely vowed that “supporting people in need” is most important when conducting actions for public welfare - more than 80% of each group said so. On the other hand, respondents from “Mitrovica” and “Gjakova” believe that “contribution in the development of solidarity and responsibly towards the community” is also important – more than 30% of each group said so.

**Figure 3: In your opinion, what is the main importance of conducting actions for public welfare? - Classified by region**

![Bar chart showing importance of conducting actions for public welfare by region.]

According to the survey data, Kosovo citizens do not contribute more for public welfare because of their “financial situation” (57%), “distrust that donations will be misused” (32%) and “lack of awareness/culture about care and support for the general welfare” (9%).

**Figure 4: What is the main reason why Kosovo citizens do not contribute more for public welfare?**

- **Financial situation**: 57%
- **Distrust that donations will be delivered to the proper recipients**: 32%
- **Lack of awareness/culture about care and support for the general welfare**: 9%
- **Lack of tax relief for donations**: 2%
Age-groups between “36-45” (38%) and “46-55” (37%) do not contribute as they are most pessimistic whether donations will actually be delivered to the proper recipients. Also, respondents from “Prishtina” and “Gjilan” are most doubtful and worry that donations will not be delivered to the proper recipients – 48% distrust in “Prishtina” and 37% in “Gjilan”.

Individuals were also asked if they had heard of the Forum for Civic Initiatives. More than half of them (52%) were aware of the “Forum for Civic Initiatives”.

**Figure 5: Have you ever heard of the Forum for Civic Initiatives?**

![Pie chart showing 52% Yes, 48% No](image)

Most of the individuals who have heard about the Forum for Civic Initiatives belong to the ‘younger’ age groups. The highest level of awareness – 61% percent – was found among age-group “26-35”. Individuals with more education to their name and individuals working in the public sector were more likely to have heard of the organization. At the same time, more male respondents had heard of the organization compared to women – 58% of males had heard in contrast to 43% of females.

**Figure 6: Have you ever heard of the Forum for Civic Initiatives? – Classified by Age-Groups (% of “Yes”)**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-25</td>
<td>50%</td>
</tr>
<tr>
<td>26-35</td>
<td>61%</td>
</tr>
<tr>
<td>36-45</td>
<td>52%</td>
</tr>
<tr>
<td>46-55</td>
<td>53%</td>
</tr>
<tr>
<td>56-65</td>
<td>37%</td>
</tr>
<tr>
<td>66+</td>
<td>34%</td>
</tr>
</tbody>
</table>
4.2 Needs

Respondents were asked what areas needed more help, specifically donations. “Humanitarian actions in assisting citizens in need” (47%), “health protection” (26%), “education” (11%) and “human rights protection” (11%) came out as the four main areas that should receive more donations.

Figure 7: Which of the following areas do you think should receive more donations?

- Humanitarian actions in assisting citizens in need: 47%
- Health Protection: 26%
- Education: 11%
- Human Rights Protection: 11%
- Infrastructure: 3%
- Culture and Art: 1%
- Sports: 1%

Regarding the groups that should receive more donations, respondents mostly claimed that “the poor” (46%) need the most attention, followed by “citizens with health problems” (26%) and “citizens with special needs” (17%).

Figure 8: Which of the following groups do you think should receive more donations?

- The poor: 46%
- Citizens with health problems: 26%
- Citizens with special needs: 17%
- Students: 3%
- Youth: 2%
- NGOs with environment purposes in focus: 2%
- Cultural Institutions: 1%
- Women: 1%
- Elderly: 1%
- Refugees: 1%
When asked who the largest donor for public welfare should be, a majority of respondents pointed towards “state institutions” (59%) and “international foundations” (18%). “Remarkable individuals” (8%) and “local foundations” (7%) were also among the more frequent choices.

*Figure 9: In your opinion, who should be the largest donator for public welfare?*
4.3 Responsibilities

The perception of individuals on what the role of various groups in activities performed for public welfare was thoroughly measured in this study. Firstly, respondents were asked about what the main role of the state in these activities should be.

Their responses point out that “Funds/Assistance/Participation” (20%), “Education/Increase awareness/Motivation” (19%) and “Analysis of citizens needs/Strategy and organizing of relief fund” (18%) are the top-three roles that the state should be most active in. Areas such as “encouraging companies and businesses” (3%) and “exemptions from taxes/Adoption of laws” (7%) were thought of as less competent areas for the state to be involved in.

Figure 10: What should be the main role of the state in activities performed for public welfare?

Respondents were then asked what they believed the role of citizens in activities performed for the public welfare should be. Thirty-six percent of respondents believe that their role is to “provide assistance when possible”, 24% say it is “solidarity/understanding/goodwill” and 14% say it is “voluntary work”.

Figure 11: What should be the role of citizens in activities performed for the public welfare?
When asked what the main role of the business sector in conducting activities for the public welfare should be, respondents were of the agreement that “employment of people in need” (43%) and “Funding/larger donations” (24%) are the key roles the business sector should focus on. On the other hand “organizing activities” (3%), “fundraising” (4%) and “sustainable business policies” (5%) were not among the defining roles of the business sector.

**Figure 12: What should be the main role of the business sector in conducting activities for the public welfare?**

- Employment of people in need: 43%
- Funding/Larger donations: 24%
- Support of activities/Larger participation: 16%
- Creation of special funds: 5%
- Sustainable business policies: 5%
- Fundraising: 4%
- Organizing activities: 3%

According to the data, the main role of the civil society organizations in activities performed for public welfare is “greater participation/support of actions” (25%). “Financial support” (21%) and “organizing activities” (15%) were also amongst the most common answers, whereas “impact on State institutions and community” (6%) and “analysis of citizens needs/strategy/better performance” (8%) were among the least frequent ones.

**Figure 13: What should be the main role of civil society organizations in activities performed for public welfare?**

- Greater participation/Support of actions: 25%
- Financial Support: 21%
- Organizing activities: 15%
- Better control of resources: 13%
- Motivation and Promotion: 12%
- Analysis of citizens needs/Strategy/ Better performance: 8%
- Impact on State institutions and community: 6%
Lastly, the role of the media in activities performed for the public welfare is seen as positive. A total of 36% believe that the “media has always had positive role in strongly supporting such activities”. However, 27% believe that the “media supports these activities but not enough” and another 18% believe that “only some media present such activities and have taken part in these activities for public welfare”. A smaller number of respondents (14%) claim that the “media do not present all the activities, usually only a brief summary but not results”.

*Figure 14: What is the main role of the media in activities performed for public welfare?*
4.4 Readiness and Initiatives

The general attitude towards helping those in need can be described as positive, although the supporting conditions are not there yet. When respondents were asked if they are personally willing to provide donations to foundations that perform activities for public welfare, a majority of them said “yes” (90%).

To better understand why this desire is not easily applicable in practice, respondents were asked what they thought was the main obstacle in raising donations. According to them, “poverty” (60%) was the biggest reason that halts the raising of donations at current. Additionally, the “inability to control donations” (18%) and “lack of personal emancipation towards donating for public welfare” (13%) are amongst some of the more frequented answers as to what is the main obstacle in raising donations.

Figure 15: What do you think is the main obstacle in raising donations for public welfare?

Respondents were then personally asked how they usually participate in philanthropic activities. The most common answers were split amongst “cash donation” (26%) and “providing different materials (house appliances, goods for children, etc.)” (25%). The least preferred methods of participation were “free services” (7%) and “moral support” (7%). It is important to note that close to 18% of respondents do not participate in philanthropic activities at all.

Figure 16: How do you usually participate in philanthropic activities?
The most active group in participation for philanthropic activities was that of ages between “26-35”, where about 32% claimed they donate cash and another 22% “provide different materials”. The least participatory groups were the age-group of “66+” where almost 30% claimed they do not participate in philanthropic activities.

Concrete activities and donations during 2014 were generally not higher in value than 50 Eur. A total of 87% of respondents either donated “0 – 10 Eur” (46%) or “10 – 50 Eur” (41%). Only a few respondents declared to have donated between “50 – 200 Eur” (9%) and even fewer declared to have donated “more than 200 Eur” (4%).

As far as giving money for charity goes, respondents were of the agreement that “direct” (59%) and “through the bank” (30%) donations were most suitable. Less preferable methods were those “through electronic messages (SMS)” (4%) and “tickets for Humanitarian events” (3%). Payments through the internet are not supported by the civic community at all.

Figure 17: How much did you donate on average for public welfare during 2014?

Figure 18: As far as giving money for charity goes, which way do you support more?
The activities that respondents are most likely to participate in are “charity activities” (37%), followed by activities to “support citizens in need” (22%), and “health protection” (11%). Activities such as “culture and arts” (1%), “infrastructure” (2%) and “sports” (2%) were not seen as likely choices for participation.

**Figure 19: In which of the following activity will you be most willing to take part?**

- Charity activities: 37%
- Support for citizens in need: 22%
- Health Protection: 11%
- Education: 10%
- Support for greater integration in the community: 8%
- Human Rights Protection: 6%
- Sports: 2%
- Environment Protection: 2%
- Culture and Arts: 1%
- Infrastructure: 1%

Respondents were then asked if they specifically remembered any actions that took place – that were intended to collect funds for public welfare. Half of the respondents claimed to have heard of such actions, whilst the other half had not.

Based on region demographics, respondents had mostly heard about such actions in the city of “Gjilan”, where over 84% of the respondents claimed so. The least informed were respondents from the cities of “Ferizaj” and “Gjakova”, where only 19% of respondents claimed to remember funds collection activities for public welfare.

**Figure 20: Do you remember any actions that took place at our country, that were intended to collect funds for public welfare? – Classified by Region**

- Prishtina: 59%
- Mitrovica: 55%
- Prizreni: 53%
- Peja: 40%
- Ferizaj: 19%
- Gjakova: 19%
- Gjilan: 84%
From those who had heard of such activities, they believe that “civil society organizations” (40%) and “state/government/ministries” (30%) are the key initiators of those actions. “Companies/enterprises” (25%) and “media” are also among the more frequented initiators according to them. “Artists” (11%) are not thought of as initiators in such activities.

*Figure 21: Who has initiated the aforementioned actions?*
5. BUSINESS COMMUNITY

5.1 Knowledge

The business community was asked to offer their perspective on what “Philanthropy” meant for them. Of the aggregated data from businesses in Kosovo, 24% of the representatives interviewed believe that “strategic long-term investment that helps in sustainable development of local communities” is the answer, 36% claimed it is a “voluntary donation in solving social issues” whereas 40% of them did not know.

According to the business community, the main initiators for activities performed for public welfare are the “state institutions” (32%) and “civil society organizations” (26%). “Companies/businesses” (9%) and “media” (5%) are not seen as main initiators of such activities.
Representatives were then asked how they usually communicated with the community. A convincing majority of 86% declared that they usually communicate with the community “directly”. Communication through the “media” (10%) and “civil society organizations” (3%) was less favorable amongst the business community.

Figure 24: How do you usually communicate with the community?

The business community was asked what they thought the sector of non-governmental organizations should change in order to become more acceptable and raise cooperation with the business sector.

The general agreement was that there should be more “transparency of funding and work” (42%) and “better developed projects in order to attract businesses” (35%). “Showing more interest for cooperation” (14%) and “strengthening professionalism of staff at work” (9%) were also mentioned by representatives as means to becoming more acceptable to raise cooperation between non-governmental organizations and the business sector.

Figure 25: What do you think the sector of non-governmental organizations should change to become more acceptable and to raise cooperation with the business sector?
Business representatives were asked if they had heard of the “Forum for Civic Initiatives. A total of 66% of them had heard of the organization whereas 34% had not.

Representatives from the cities of “Gjilan”, “Prishtina” and “Peja” had heard most of the organization, where over 70% of respondents claimed so. On the other hand, respondents from “Ferizaj” (24%) and “Gjakova” (20%) had heard the least of the organization.

*Figure 26: Have you ever heard of the Forum for Civic Initiatives? – Classified by Region*
5.2 Needs

The business community was mostly involved in “humanitarian aid” (70%) when it came to providing support for others. Otherwise, their involvement in specific areas was limited if not inexistent - only 4% in “development of local community”, 3% in “sports” and 3% in “health protection”. It is noteworthy to mention that 13% of representatives claimed they did not provide any sort of support.

Figure 27: In which of the following areas has your company provided support?

According to the data, the priority groups for the business community are going to be “citizens in need” (49%), followed by “talented students” (24%) and “persons with special needs” (14%). Additionally, “people with health problems” (7%) receive a portion of this priority, whereas “women” (2%), “educational institutions” (1%), and “local governments” (1%) will not be of particular focus.

Figure 28: Which of the following groups will be a priority for your company?
5.3 Responsibilities

The business community was asked what they thought the leading role of the state in performing activities for public welfare should be. Most of the respondents believed that “creation of environment/conditions/support” (42%) should be the leading role, whereas others mentioned “tax incentives/laws” (22%) and “financial support” (22%) as leading roles.

“Coordination of activities” (2%) and “leader of activities/initiator” (5%) were not amongst the roles that the state should be taking when performing activities for public welfare.

*Figure 29: What should be the leading role of state in performing activities for public welfare?*

- Creation of environment/Conditions/Support: 42%
- Financial Support: 22%
- Tax incentives/Laws: 22%
- Creation of strategies/Defining of priorities: 7%
- Leader of activities/Initiator: 5%
- Coordination of activities: 2%

When asked about what the business sector’s leading role should be in activities performed for public welfare, the respondents claimed that “financial support” (53%) and “active participation” (17%) are the two most important ones. Acting the role of “promoting” (4%), “initiating” (4%) or “coordination” (3%) of activities is not something the business sector should be focused – claim the respondents.

*Figure 30: What should be the leading role of the business sector in activities performed for public welfare?*

- Financial Support: 52%
- Active participation: 17%
- Partnership with the community: 10%
- Identifying problems/Proposing solutions: 9%
- Promotion: 5%
- Initiating activities: 4%
- Coordination of activities: 3%
The community was then asked what the role of the civil society in activities performed for public welfare should be. Most of the respondents claimed that “initiating activities” (24%) and “identifying problems and proposing solutions” (22%) are the two leading roles that the civil society should focus on. “Creation of projects” (16%), “promotion and raising” (13%), and “organizing” (12%) were also areas that the community believes to be important for civil society organizations.

**Figure 31: What should be the leading role of the business sector in activities performed for public welfare?**

- Initiating activities: 24%
- Identifying problems and proposing solutions: 22%
- Creation of projects: 16%
- Promotion and raising awareness: 13%
- Organizing: 12%
- Transparency and quality control: 9%
- Coordination of activities: 4%
- Defining priorities: 1%

The main role of media activities performed for public welfare should be to “provide high quality information” (45%), “support and participate in philanthropic activities” (31%) and “promote and increase awareness” (21%). Acting as a “project coordinator” (3%) is not thought of as a suitable media role when it comes to public welfare activities.

**Figure 32: The main role of media activities performed for public welfare should be?**

- Provide high quality information: 45%
- Support and participate in philanthropic activities: 31%
- Promote and increase awareness: 21%
- Project Coordinator: 3%
5.4 Readiness and Initiatives

The study reveals that the business sector is more involved into helping the civic community. Companies who claim they are involved in activities performed for public welfare are numerous. More than 73% of the interviewed representatives claimed to be involved in such activities, whilst only 27% claimed they are not.

*Figure 33: Is your company involved in activities performed for public welfare?*

At the same time, representatives of “Manufacturing/Production” (80%) and “Services” (74%) companies claim to have been more involved than those from the “Trade” (66%) industry.

The most developed philanthropic activities in this sector are “cash donations” (61%). Donating “products” (25%) and “volunteer work” (12%) are less developed.

*Figure 34: Which philanthropic activity is more developed in your company?*
During 2014, the business sector has mostly donated financial aid in the values between “0 to 1,000 Eur” (72%), followed by donations from “1,000 to 5,000 Eur” (19%), and “5,000 to 20,000 Eur” (7%). The number of businesses who have made donations from “20,000 to 50,000 Eur” and “50,000 or more” is less than 2%.

The slightly bigger donors were companies from the “manufacturing/production” industry, where values between “5,000 to 20,000 Eur” (8%), and “20,000 to 50,000 Eur” (3%) were more common.

The business sector was then asked what methods of donating money they mostly preferred. More than 52% of them claimed “banks” are the preferred method, followed by donating “directly” (27%), “participating in fundraising” (9%), and “charity boxes” (7%).

Figure 35: How much has your company approximately donated for public welfare during 2014?

Figure 36: Which of the following methods of donating money do you mostly prefer?
In most businesses, the person responsible for planning and implementation of activities for the public welfare was either the “owner” (60%) or “director/manager” (35%).

Figure 37: Who is responsible for the planning and implementation of activities for the public welfare at your company?

According to the business community, only half of them fully disclose information about public donations, whereas the other half prefers confidentiality for such activities.

The main motive in donation for the public welfare according to them is the “willingness to help those in need” (56%), followed by the “willingness to develop the community where businesses operate” (32%) and “satisfaction and loyalty to employees” (11%).

Figure 38: What is the main motive in donation for the public welfare?
More than half of the business representatives interviewed, claim that their company does not have a plan/strategy for access in activities performed for public welfare. Of the three main industries classified, “manufacturing/production” (53%) and “services” (53%) companies claimed to have the plan/strategy more frequently than those in the “trade” (38%) industry.

*Figure 39: Does your company have a plan/strategy for access in activities performed for public welfare?*

![Pie chart showing 49% Yes and 51% No]

Of those who have not been involved, the main reasons were: “lack of finances” (56%), “lack of guarantee that the donations will be invested properly” (19%) and “unfavorable legal regulations (taxes)” (10%).

*Figure 40: If NO: Why haven’t you been involved in donating practices for public welfare?*

- **Lack of finances**: 56%
- **Lack of guarantee that the donations will be invested properly**: 19%
- **Unfavourable legal regulations (taxes)**: 10%
- **Lack of projects that meet the most priority needs of citizens**: 6%
- **The practice of donating for the public welfare is not taking place at your community**: 5%
- **Lack of human resources**: 4%
6. THE CIVIC AND BUSINESS COMMUNITY SIDE BY SIDE

The business community was slightly more informed about Philanthropy in comparison to the civic community. Thirty-six percent of business representatives claimed the meaning of “Philanthropy” was a “Strategic long-term investment that helps in sustainable development of local communities” while at the same time, a fewer number of them said they “did not know” (38%).

*Figure 41: Could you tell us what do you understand by Philanthropy? – Individual & Business answers*

Businesses were able to provide more financial donations for public welfare in comparison to individuals. Comparatively, most businesses are involved in donating values from “0 to 1,000 Eur” (72% of them) whereas most individuals are involved in donating from “0 to 50 Eur” (86%).

As far as the methods for donating money, businesses generally prefer using “banks” (52%) and “direct” deposits (26%). Individuals on the other hand, prefer the “direct” (59%) method although they also support donating “through the bank” (30%).

*Figure 42: Which of the following methods of donating money do you mostly prefer?*
The participation methods vary between business and individual donors. Businesses are widely concentrated in “cash donations” (61%) and “product donations” (25%) whereas individuals besides “cash donations” (26%) and “providing different materials (house appliances, goods for children, etc.)” (25%) are also active in “volunteer work” (17%) and “moral support” (7%).

*Figure 43: How do you usually participate in philanthropic activities?*

Awareness is higher amongst businesses when it comes to the Forum for Civic Initiatives. Sixty-four percent of interviewed businesses representatives were aware of the organization whereas only 54% of individuals were aware of the organization.

*Figure 44: Have you ever heard of the Forum for Civic Initiatives?*
6 CONCLUSIONS

The study successfully reveals key information on the status of Philanthropy in Kosovo. It surfaces insightful information on the perspective of the civic and business communities on Philanthropy as it stands now and plentiful information on where it could potentially grow into the future.

By achieving its objectives, it vividly displays the percentage of businesses and individuals involved in Philanthropic activities - their origin, household, and other variations – and determines their current level of understanding about philanthropy, why people are involved in such activities, what areas ought to receive more focus, which groups are in need of assistance and much more.

Concretely, results show that there are generic misconceptions about what “Philanthropy” means; as 44% of the civic community and 40% of the business community declared they did not know what it means. The study showed that many businesses provide support for the society, and around 2/3 of them have a tangible plan or strategy to address philanthropic activities and help in the development of the community.

Both the civic and business community show interest in philanthropic activities albeit their actual involvement leaves a lot to desire. Of the interviewed respondents from the civic community, donations were mostly financial and comprised of values from 0 to 50 Eur (87% of respondents). On the other hand, the business community was focused in financial support from 0 to 1,000 Eur (72% of respondents). The current unfitting “financial situation” was the key reason as to why the communities do not participate more for public welfare.

Results show that more than half of respondents from the civic community are aware of the “Forum for Civic Initiatives”, and the same goes for almost 70% of respondents from the business community.

The biggest needs of the civic community turned out to be “Humanitarian actions in assisting citizens in need” and “health protection”. The business community positively declared that they will address the “citizens in need” as their top priority when it comes to support for the community.

Regarding the roles that each participant in the society ought to uphold, the most common ones were to ensure “greater participation of philanthropic activities”, to “initiate philanthropic activities” and to “strongly support such activities”. The civic community declared that it will most likely participate in activities that are “charity” related, while the biggest motive in performing such actions is the “willingness to help those in need”.

The results show that there is a positive attitude towards helping those in need in Kosovo. The overall financial status of many households as well as businesses makes philanthropy a difficult area to fully apply in practice. Current support initiatives were regarded as widely positive by the respondents from the civic and business community, although there is an evident agreement that the need for philanthropic activities is crucial to the successful development of the society as a whole.