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RUSSIANS' PARTICIPATION IN CASH DONATIONS: FACTORS AND LEVEL OF INVOLVEMENT

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RUSSIANS' PARTICIPATION IN CASH DONATIONS: FACTORS AND LEVEL OF INVOLVEMENT⁴

As part of Russia's transformation process of the last decade, the preconditions for the emergence of philanthropic institutions were created. However, there is a limited amount of research devoted to the philanthropic activity of Russians. This deficit stems from a lack of empirical data on the subject. This article seeks to partly rectify this deficit of empirical information on the topic. We examine the level of Russian citizens' involvement in making cash donations and reveal the socio-demographic factors that influence it. Empirical data were collected within the framework of the monitoring of Russian civil society that has been conducted since 2006. We found that giving is a rather well-developed civic practice in Russia, even based on the number of Russians who make donations. To activate charity, a favorable institutional environment needs to be created in Russia.

JEL Classification: L3, L31

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Introduction

Russia's post-communist transit spurred the formation of a new nonprofit sector, which supplemented the insufficient public sector to satisfy the needs of Russian citizens. Research indicates that the development of a balanced and sustainable welfare mix in Russia is not feasible without accelerated development of the third sector (Jakobson et al., 2012). Both society and the state have realized that nonprofit organization (NPO) development and private philanthropy form an essential precondition for successfully solving current social problems.

The state remains the largest donor supporting the nonprofit sector. The government has taken steps recently to support NPOs engaging in social service provision through the competitive allocation of funding from the federal and regional budgets. However, citizen satisfaction with sectors of the social sphere is rather low (Jakobson et al., 2012, p. 5). At the same time, Russians tend to recognize the positive role NPOs play in attracting donations to the social services sphere. Some 17 to 24 per cent of adult respondents interviewed in the framework of the 2013 all-Russia representative Population Survey believe that Russian NPOs are capable of attracting charitable donations in the social sphere sectors (health care, education, culture) to improve the situation⁵.

Russia's transformation process of the last decade created preconditions for the emergence of philanthropic institutions in the country. There is plenty of evidence of this, but only a limited amount of research has been done on the philanthropic activity of Russians in the areas of volunteer work and cash donations (e.g. see, Sinetsky, 2001; Kudrinskaya, 2006; Azarova, Yanitsky, 2008; Larinova, 2009; Mersianova, Jakobson, 2009; Mersianova, Jakobson, 2010). There is a lack of empirical information on this subject – incomplete and unreliable official statistics, few opportunities to conduct sociological empirical research, and the specifics of research methods when studying civil society. Much more work has been devoted to technological issues related to the implementation of philanthropic practices (e.g. see, Daushev, 2010; Burmistrova, 2008; Weis, 2008; Yundina, Zotova, 2001; Tsurulnikov, Chaparina, 2008). These studies, however, lack references to academic research data.

Given past empirical limitations, there are different forms of giving or cash donations which would prevail in different socioeconomic contexts. However, for the purposes of this study, we use an aggregate definition of cash donations as gratuitous transfer of money for purposes unrelated to the private welfare of the donor or his/her near circle (Mersianova, Jakobson, 2010, p. 187-188). It should be noted that the forms of giving reflect various, and

⁵ The Population Survey was carried out by the Center for Studies of Civil Society and the Nonprofit Sector at the National Research University "Higher School of Economics" (NRU HSE) in 2013. The survey was based on a semi-structured interview. The sample included 2,000 respondents (18+) selected with regard to socio-demographic characteristics to represent the adult population of Russia by sex, age, type of community, education and socio-professional status. The statistical error of the data does not exceed 3.4%. The data was aggregated by the Public Opinion Foundation.

often conflicting, interpretations of drivers that impact cash donations, ranging from altruistic to selfish considerations, such as the hope to derive indirect material gains or recognition. Further empirical research is needed to conceptually disaggregate the phenomenon of giving and specify different models of giving.

Recent studies reveal a positive dynamics in the development of charitable giving in contemporary Russia (Mersianova, Jakobson, 2009; Mersianova, Jakobson, 2010; Mersianova, Korneeva, 2011). According to the latest survey data, almost half of Russians have engaged in charity in the last two to three years (Mersianova, Korneeva, 2011). In contrast, Russia scores fairly low in cross-country comparisons of charitable giving. According to the 2012 World Giving Index, Russia, with its 7 per cent money donation rate, ranks next to last among the 10 surveyed East European countries.

Data collected by Center for Studies of Civil Society and the Nonprofit Sector at the Higher School of Economics show that the total amount of money donated by individuals (private philanthropy, not large donors) was around 30 billion rubles (USD \$905 million) in 2010; 28 billion rubles (USD \$845 million) in 2009, up from 25 billion rubles (USD \$905 million) in 2008; 24 billion rubles (USD \$723 million) in 2007; and 23 billion rubles (USD \$694 million) in 2006. The amount of private donations that ordinary Russians contribute is not that high, and little of this sum goes through institutional channels of mass philanthropy – charity funds, community foundations or NPOs.

Significant amounts of money are moved informally across Russia. It is vitally important to identify and target private donors in order to develop a consistent strategy of channeling these sums to alleviate the needs of the social sectors. This article presents an analysis of the specific factors affecting personal giving in Russia. Because no previous empirical research has been conducted on this issue, our findings contribute to the development of a strategic approach to Russian philanthropy.

Consequently, the impact of specific socio-demographic determinants on Russians' propensity to donate becomes a subject of special relevance for the nonprofit research community to investigate and for the government and NPOs to develop long-term strategic approaches to fostering charitable giving.

This article seeks to fill the deficit of empirical information on this topic and enhance the explanatory potential of the empirical data with regard to the evolving institutionalization of the philanthropic sector in Russia. It is organized as follows. The first section examines Russians' engagement in charitable giving. The second section presents an overview of academic research and explores the impact of various socioeconomic determinants on personal giving. The third section presents the research methodology used in our study. The fourth section analyzes the data

using the logistic regression. In conclusion, the article provides convincing data about the effect of socio-demographic determinants on Russians' charitable giving and identifies three levels of barriers that obstruct the development of philanthropy as a workaday civic practice in Russia. Empirical data were collected within the framework of the Monitoring of Russia's Civil Society that has been conducted since 2006.

Russians' level of involvement in donating money

More than half of Russian citizens periodically make cash donations in amounts that they can afford. According to the all-Russia Population Survey in 2011 (n = 33,200 respondents)⁶, 46% of the population donated money over the previous twelve months. However, most of those who made donations (including handouts to the poor) said that they did so "rarely, or only a few times". One third answered that "they do so often" and less than one tenth said that "they did so only once."

Those said they "donated money over the previous twelve months" (46% of the sample) were asked to estimate the total amount of their donations from the past year. About half of the group had trouble answering this question. The rest gave meaningful answers: a third donated up to 100 rubles. (about USD \$3)⁷; over half of respondents (56%) donated from 100 to 1,000 rubles (from USD \$3 to USD \$30.17); and 15 per cent gave over 1,000 rubles (USD \$30.17). The average amount of donations over the previous twelve months was around 1,700 rubles (USD \$51.28). Moscow was the leader on this indicator, with the average total amount being 6,900 rubles (USD \$208.14).

The typical donated sum naturally depends on the population group that is giving. Respondents with high and above-average incomes with university degrees were most likely to donate over 1,000 rubles. This is also true of people who use the internet every day. People who participate in the activities of NPOs were more likely to give relatively larger amounts (over 1,000 rubles. Among those who in the next two to three years would like to help by donating money to voluntary organizations, civil initiatives and NPOs, 27% donated more than 1,000 rubles as compared with an average of 8% for the entire sample. Among those who would like to volunteer at public associations, civil initiatives or NPOs in the next two to three years, 22% donated more than 1,000 rubles. Among those who said they would like to become a member of such an organization, 16% donated more than 1,000 rubles.

As noted above, there are a myriad of ways to donate money: from handouts to beggars, alms and donation boxes, to testamentary gifts (donations in the form of inheritance) and

⁶ More on the methodology of this study in the section on Methodological Approach.

⁷ This study translates ruble figures into USD amounts using the exchange rate of \$1= R33.15 (the Russian Federation Central Bank exchange rate as of December 03, 2013).

“electronic” philanthropy. The latter refers to donations made through payment terminals or the internet using bank cards or an online account, as well as donations via SMS on mobile phones (e.g. see, Daushev, 2010; Berdnikova, Vanchikova, 2006; Burmistrova, 2008; Erdelevsky, Baturina, Yundina, Zotova, Koltuntsova, 2001; Yundina, Zotova, 2008). In addition, Russians have experience participating in donation programs at their place of employment (usually combined with corporate charity programs): employees of a company inform the accounting department of the selected donation recipient and the amount, after which funds are automatically deducted from his or her paycheck.

However, such advanced forms are rare in Russia. Common practices of donating money among Russians do not typically involve so much institutionalization. Respondents’ answers to the question about how they donate money show that the population still rarely considers non-profits or government organizations as possible places to give money, or even intermediaries in this process (Mersianova, Jakobson, 2009, p. 50). Many citizens (37%) prefer to give material support to those in need on their own. Three per cent of respondents said that they provide financial support through the workplace. Very few (1%) said they use an intermediary organization for their charitable donations. This points to a glaring deficit of information about charitable organizations and a lack of trust in them. These reasons are closely related, making it difficult to establish the role that each of them plays separately. This is a special problem for further research.

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Determinants of Personal Giving

A number of empirical studies have looked into philanthropy in general, and socio-demographic determinants that affect personal giving, in particular. Bekkers and Wiepking (2011, p. 926) note, however, that most empirical studies of charitable giving were conducted in the United States, followed by the United Kingdom, the Netherlands and Canada; this may be a source of bias. Seeking to rectify this bias, this article presents the data of a nationwide survey conducted by the Center for Studies of Civil Society and the Nonprofit Sector in 2010-2011 to investigate the key factors that affect the scope and patterns of personal giving by Russian citizens. We developed list of factors (determinants of personal giving), taking into account previous international research.

Gender. The body of research on the relationship between gender and charitable giving is diverse and growing, but thus far, it does not present a coherent picture. Psychological studies

indicate that owing to social norms that encourage women to take on helping roles in the family, females score higher on traits that predict helping behavior (Daniels, 1989; Kaminer, 1984; Spain, 2005; Eckel, Grossman, 2008). Surveys conducted in the United States find that women are slightly more likely than men to report making a donation to charity (Kirsch, Hume, Jalnadoni, 1999). The 1994 American Association of Fund-Raising Counsel demographic data indicated that women are more likely to donate, but donated smaller amounts than did men (Braus, 1994). Andreoni, Brown, Rischall (2003), Brown (2005), Piper, Schneff (2008) found that women tend to give smaller amounts to a larger number of organizations. Mesch et al. (2006) concluded that females are more likely to give than males, regardless of their socioeconomic status. In contrast to the above, Einolf (2011) argues that sex differences in overall charitable giving and volunteerism seem to be small, and much of the variation can be attributed to survey methodology. Longer surveys with more questions about volunteering and charitable giving tend to find a smaller gap between male and female participation (Rooney et al., 2005). Einolf (2011, p. 1093) articulates this challenge as follows: “Women’s greater motivation to help does not, however, seem to translate into much more participation in volunteering and charitable giving.” Gittell and Tebaldi do not mention gender in their comprehensive analysis of key determinants that affect household giving in 50 U.S. states (2006).

Hence, our first hypothesis focuses on the impact of gender on personal giving of Russians.

Hypothesis 1: Donating is more likely for Russian women than it is for men.

Age. The general view holds that age has a positive effect on giving (Randolph, 1995, p. 728). The likelihood of giving and the amount donated seem to increase with age (Hodgkinson, Weitzman, 1996). Research has identified age, and particularly the age of the household head (or primary income earner), as a determinant of charitable giving (Kitchen, 1992). Rajan, Pink and Dow (2009, p. 416) suggest that because income and wealth increase with age, and because income and wealth are positively correlated, age and charity will also be positively correlated. . Research based on a social exchange theory explains older-age group charitable activity as a substitute for an age-related reduction in social life (Graney, Graney, 1974; Mathur, 1996; Rajan, Pink and Dow, 2009). U.S. research into a combined effect of age and gender on giving patterns reveals that the ‘baby boomer’ generation (born between 1946 and 1964) and older women are more likely to give to charity than their male counterparts (Women Give, 2012). Distinct age groups within the study included single males and females age between 50 and 54, 55 and 64, and 65 and older. The same pattern emerged for each age group that was analyzed. Despite factors such as women’s greater life expectancy, lower incomes, and shorter time in the labor force, women remained as likely or more likely to give than their male counterparts. Further

analysis revealed that there were no statistically significant differences in charitable giving between the baby boomer and older generations. A UK Giving survey (2011) looking at both gender and age supports these findings and concludes that women aged 45-64 are the group most likely to give (67%). National Russian data do not provide conclusive evidence about a significant likelihood to give in older groups. This stems from Russia's socioeconomic context. Further empirical work is needed to fully understand these differences.

Hypothesis 2: Donating is more likely for middle-aged Russians than it is for younger people (18 to 30 years) and the older population (60 years and more).

Education. Overall, higher education increases the likelihood and the amount of giving (Yen, 2002; Bekkers, Wiepking, 2011a) by increasing the awareness of social needs and raising the perceived self-efficacy of an individual (Cheung, Chan, 2000; Sargeant, 1999). Gittfell and Tebaldi (2006) report a more specific relationship. They did not find evidence that a higher proportion of a population with a high school degree affected giving levels. However, adults with a masters or doctorate tended to have higher giving levels. A 1% increase in the adult population with a graduate degree increased personal giving by about \$30 (Gittfell, Tebaldi, 2006, p. 731). This corroborated previous research findings that adults who completed postgraduate work have a significantly higher average giving level than those with a high school diploma (White, 1989, p. 66).

Hypothesis 3: Donating is more likely for Russians with higher levels of educational attainment.

Occupational group. Previous research has shown that by giving, people signal to others that they are concerned about others and/or that they have wealth (Frank, Gilovich, Reagan, 1996).

Although there is not much research explaining the impact of occupation on giving, it might be expected that people in professional groups associated with high salary/income level are more likely to give than those with lower income. Bekkers and Wiepking (2011a) noted a positive effect of social standing and higher social status on giving. UK Giving survey (2011) confirmed this finding: respondents with higher income and social status (for example, in managerial positions) were found to be the most likely to give (70%) and gave the largest median amount (\$20). People in routine and manual occupation groups were less likely to give and gave smaller amounts. Moreover, people in managerial and professional positions have a higher level of education, which positively correlates with giving and supports the conclusion that "philanthropic acts are commonly the result of multiple mechanisms working at once" (Bekkers, Wiepking, 2011). More empirical research is needed to support the correlation between giving and occupation/professional status. However, we can hypothesize that people in

managerial and other professional groups associated with high salary/income level are more likely to give.

Hypothesis 4: Donating is more likely for Russians in managerial and professional occupations.

Income. Estimates suggest that income is profoundly related to giving in the United States. The higher income groups are more likely to donate and donate larger amounts as well (Glazer, Conrad, 1996; Sargeant, 1999; Gitell, Tebaldi, 2006). According to Andreoni and Scholtz (1998), an increase of 10% in average personal income increased average giving in a state by approximately 8%. Hughes and Luksetich (2008) introduce the variability of income as a factor affecting charitable donations. Greater variability in the flow of annual income has a negative effect on giving. Daneshvary and Luksetich (1997) consider the impact of the source of income on giving. Wages and dividends have a greater impact on donations than interest, capital gains or pensions.

Hypothesis 5: Donating is more likely for Russians with higher income.

Religion. Religious affiliation is an important predictor of personal giving (Jackson et al., 1995; Hodgkinson, Weitzman, 1996; Bekkers, Wiepking, 2011a; Wu, 2004; Yen, 2002). Gittel and Tebaldi (2006) show that overall, U.S. states with large proportion of the population identifying with a religious affiliation display higher levels of charitable giving. Bekkers and Wiepking (2011a) note the effect of specific characteristics of the “religion” determinant on the likelihood to donate, such as religious attendance, religious denomination, and others. They point out that more frequent church attendance is associated with higher levels of engagement in charitable giving and higher amounts donated, which is strongly supported by previous research (see, Bekkers, 2003; Bekkers, Schuyt, 2008; Brown, Ferris, 2007). However, not all religious affiliations have a positive impact on giving. Gittel and Tebaldi (2006, p. 731) reveal “a positive and significant association between charitable contribution levels and the proportion of Protestant and all other religious group membership (e.g. Jewish, Muslim). A 1% increase in the proportion of adults with Protestant church affiliation increases average giving by \$6. In contrast, an increase of 1% in the proportion of Catholic church membership decreases average giving by \$5 in a state”.

One can argue that non-religious people simply do not have an opportunity to donate to their respective religious organizations. Still, it should be noted that religious organizations have widespread infrastructure to facilitate charitable giving. Believers are involved in this infrastructure and it has a positive impact on giving.

Hypothesis 6: Donating is more likely for Russians with religious affiliation than it is for those who consider themselves non-believers.

Type of community. Although a considerable number of studies have investigated socio-demographic and economic determinants of giving, the research looking into the association between giving and type of community is fairly scarce. U.S. findings show a significant variation in giving across states, which is rooted in various demographic and cultural patterns (Gittel, Tebaldi, 2006). A study of giving by U.S. rural households (those living in small towns with a population of less than 20,000) found that rural donors are more likely to support religious causes than secular causes. While religious attendance is statistically significant for estimating the probability of being a charitable donor for both rural and urban residents, the type of religious affiliation is only important for urban residents (Charitable Giving, 2010). A recent study found that the most generous Americans are not generally those in high-income, urban, liberal states like California or Massachusetts. People living in areas that are more rural, conservative, religious, and moderate in income, such as Tennessee, Alabama, Mississippi, Kentucky, Kansas, Minnesota, Missouri, Nebraska Texas, or Oklahoma, turn out to be most generous givers (Zinsmeister, 2013). However, Schevish, O’Helihy and Havens (2002, p. 22) conclude that it is difficult to say whether one area of the country is more or less generous than the other, since due to differences in survey design and methodology, comparisons between regions are almost impossible.

Hypothesis 7: Donating is more likely for Russians living in cities with a population of one million people or more than it is for those living in cities with a population of less than one million people.

Methodological approach

Sample

To investigate the effect of various socio-demographic and economic factors on charitable giving, we used the data of the 2011 population survey conducted by the Center for Studies of Civil Society and the Nonprofit Sector. The survey used the Geo Rating technology and the data was collected by the Public Opinion Foundation. Mersianova and Jakobson developed the survey program and interview schedule. The survey covered 83 Russian constituent entities among people aged 18 and above. The sample size in each constituent entity was 400 respondents, totaling 33,200 respondents across Russia. In all constituent entities the general principles of sample design were applied. A three-stage stratified sample of households was used: first administrative districts were selected, then communities, then households. The margin of error in each constituent entity does not exceed 5.5%. For the overall results, the statistical error does not exceed 1%.

Variables

The analysis had one dependent variable – participation in personal giving – which was examined based on the following question: “Did you make charitable donations over the past twelve months or give money to strangers in need (including almsgiving)? If yes, how often?” Responses included four options: “Very often, many times”, “Rarely, a few times”, “Only once”, “No, actually never”. Only respondents that selected from among the first three options were considered to be engaged in charitable giving.

Independent variables included socio-demographic and economic characteristics of Russian citizens such as gender, age, education, occupation, individual income, household income, religious affiliation and community type.

Method of analysis

Since the dependent variables are binary, we use logistic regressions to calculate model estimates. In order to estimate the influence of different socio-demographic and economic factors on monetary donations by Russians, we use the binary logistic regression model (BLR) This provides probability estimates for dichotomic outcomes (whether the event happens or not) by calculating an odds ratio, which is a ratio between probabilities of a positive and a negative outcome. In our case, if the respondent was involved in social and political practices, the dependent variable takes the value of 1, and 0 if not. Outcomes depend on predictors.

We evaluate the impact of socio-demographic characteristics of respondents on their level of involvement in the donations using the index Odds ratio. We consider the significance level of coefficient B to indicate the impact that predictors produce on the dependent variable using the significance level of $p < 0,05$. We use the Wald Chi-Square statistics calculated as a square of the ratio of any particular coefficient to its standard error to see whether the researched coefficients are significantly different from zero. To estimate the magnitude of impact produced by each predictor, we use the B-coefficient exponent $B e B_i$ ($\text{Exp}(B)$). $\text{Exp}(B)$ is a multiplier which describes a change in chance produced when i -predictor's value changes by 1, all other variables being constant. If the B_i value is positive, the multiplier is greater than 1, which means an increase in chance; if it is negative, the multiplier is less than one, which means a decrease in chance. If B_i equals 0, the multiplier is 1 and has no impact on the chance.

All statistical analyses were performed using SPSS 17.0 and ANSWER TREE statistical software.

Results

Descriptive statistical analysis

According to the survey, nearly half of Russian respondents over 18 made charity donations, or gave money to strangers in need (including almsgiving) over the past year. Participation in charitable giving was not equal across different socio-demographic groups. Using the text χ^2 , we found statistically significant associations between Russians' participation in cash donations and all of the socio-demographic and economic characteristics examined in this paper.

Gender was found to be an important factor in determining the frequency of cash donations ($\chi^2 = 365.750$, $p = 0.000$). Some 52% of women and 42% of men made charity donations and gave money to people in need (including almsgiving) over the past year. Age proved to be a significant determinant as well ($\chi^2 = 249.385$, $p = 0.000$). Respondents aged 31-45 and 46-60 turned out to be the most actively involved in charitable giving. In these two groups, 53% and 49% of respondents, respectively, made cash donations "fairly often." In the cohort of respondents aged 18-30, 47% reported charitable giving. Only 40% engaged in giving in the cohort over 60.

Statistically significant differences in giving were identified in accordance with respondents' education attainment level ($\chi^2 = 477.996$, $p = 0.000$): a higher level of education was affiliated with a greater percentage of participation in charitable giving. Citizens with secondary education or incomplete secondary school gave money to people in need (including almsgiving), 45% and 33%, respectively; this percentage was 57% and 51% for those with higher education and incomplete higher education, respectively.

The level of Russians' giving varied across occupations ($\chi^2 = 615.091$, $p = 0.000$). It turned out that people of managerial occupations – businessmen, entrepreneurs, farmers (66%), senior managers (72%) and heads of units (60%) – made cash donations most often. Professionals (56%) and employees (54%) were also quite active. Retired pensioners were less involved in giving (40%).

The level of participation in cash donations varied across personal income groups ($\chi^2 = 254.903$, $p = 0.000$) and based on respondents' self-estimate of the household financial circumstances ($\chi^2 = 460.183$, $p = 0.000$). It was found that respondents with higher income – over 20,000 rubles (USD \$603.32) – helped people in need with money more often (59%), whereas respondents in the income groups of 7,000 rubles and lower (USD \$211.16) and 7,001 - 10,000 rubles (from USD \$211.19 to USD \$301.66) helped less than others (45%).

Religion was found to be an important factor effecting the frequency of cash donations ($\chi^2 = 777.354$, $p = 0.000$). The level of involvement in donations is high among Russian

Muslims (63%) as compared with the overall average for Russia (46%). Russians who do not consider themselves to be religious were much less engaged in donations.

The type of community had a statistically significant effect on responses to the question: “Have you made charity donations or given money to people in need (including almsgiving) over the past year? If yes, how often?” ($\chi^2 = 67.188, p = 0.000$). Our data indicated that residents of cities with a population between 100,000–250,000 people donated money most often (50%). Rural residents donated less often (44%).

Table 1 shows the descriptive statistics of the independent variables included in the regression model describing Russians’ participation in cash donations.

Table 1. Frequency table of participation in cash donations depending on socio-demographic and economic characteristics of the respondents

Independent variable	Participation in cash donations			
	Participate		Not Participate	
	Count	%	Count	%
Gender				
Male	6044	42	8454	58
Female	9255	52	8410	48
Age				
18-30	4217	47	4778	53
31-45	4194	53	3788	47
46-60	4364	49	4468	51
Over 60	2525	40	3830	60
Education level				
Some secondary school, but no degree	851	33	1726	67
Completed secondary school	3700	45	4544	55
Secondary vocational technical school	900	44	1153	56
Specialized vocational technical college	5859	48	6339	52
Some higher education but no university degree	465	51	447	49
Higher education, university degree	3512	57	2652	43
Occupation				
Businessman, entrepreneur, farmer	476	66	247	34
Top manager, director, head of a firm	160	72	62	28
Department head	576	60	387	40
Professional occupation	2790	56	2225	44
Employee, administrative staff	1951	54	1668	46
Worker	3365	45	4185	55
Pensioner, not working	3367	40	4984	60
Unemployed, not planning to seek employment	714	48	780	52
Unemployed, seeking employment	1000	44	1270	56
Student, cadet, etc.	627	45	763	55
Income				
R7,000 and less (USD \$ 211.00 and less)	2958	45	3560	55
R7,001 - R10,000 (USD \$212.00 – \$301.00)	3087	45	3821	55
R10,001 - R15,000 (USD \$302.00 – \$452.00)	2665	48	2835	52
R15,001 - R20,000 (USD \$453.00 – \$ 603.00)	1344	47	1490	53
Over R20,000 (USD \$604.00 and more)	2322	59	1588	41
Refuse to answer	1451	47	1668	53
Faith or denomination				
Russian Orthodox	11143	50	11290	50
Muslim	1706	63	1015	37
Other confession	386	52	359	48

Independent variable	Participation in cash donations			
	Participate		Not Participate	
	Count	%	Count	%
Do not consider myself to be a believer	1644	32	3465	68
Type of community				
City with a population of 1 million and more people	2916	49	2990	51
City with a population of 500,000 to 1 million people	1657	49	1726	51
City with a population of 250,000 to 500,000 people	1386	49	1449	51
City with a population of 100,000 to 250,000 people	1609	50	1605	50
Town with a population of 50,000 to 100,000 people	1053	46	1226	54
Town with a population of less than 50,000	1846	49	1916	51
Urban settlement	1052	48	1158	52
Rural settlement, village	3780	44	4794	56

Logistic regression

Table 2 summarizes the results of our logistic regression analyses. The set of independent variables allows for a correct prediction (60.2%) of the probability of an “event” such as Russians’ participation in cash donation. A relatively low value in this index is due to the fact that not all the variables with a significant impact on respondents’ participation in cash donations were included in the model.

The results of the regression analysis support *Hypothesis 1*. The participation in cash donations varies among men and women. It turns out that gender is a significant factor affecting participation in cash donations. Women are 1.6 times more likely to participate in monetary donations than men, provided that all the other socio-demographic characteristics are controlled³.

Statistical analysis of the Odds ratio revealed that cohorts aged 31-45 and 46-60 are likely to donate, respectively, 1.2 more likely to donate than Russians aged 18-30. Those over 60 years of age are 1.1 times more likely to donate. These findings support *Hypothesis 2* that participation in cash donations differs among respondents of different age.

It was found that educational attainment has a positive impact on participation in cash donations as stated by *Hypothesis 3*. Compared with highly-educated respondents, other education groups are less likely to engage in giving. People with secondary education, basic vocational education, specialized vocational education and incomplete higher education are 20-23% less likely to donate; people with incomplete secondary education are 47% less likely to donate.

Our findings confirm *Hypothesis 4* that the level of donations varies depending on occupation. In opposition to businessmen, entrepreneurs, and farmers, representatives of other occupational groups are much less likely to make charitable donations and give money to people in need (including almsgiving).

We found that the level of participation in cash donations is affected by income and household financial circumstances status as suggested by *Hypothesis 5*. It turns out that

respondents with income over 20,000 rubles (USD \$603.32) are 1.8 times more likely to make cash donations than the lowest-income group, 7,000 rubles and less (USD \$211.16).

Regression analysis showed that, as suggested by *Hypothesis 6*, participation in cash donations depends on the respondent's religion. It turned out that 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.

For *Hypothesis 7* – participation in cash donations depends on the type of community – we found that residents of cities with a population of one million and more are more likely to donate than those who live in cities with a population of less than one million. This is particularly true of urban settlements and towns with a population of less than 50,000, as well as urban settlements (1.3 times more likely accordingly)

Table 2. Binary logistic regression model measuring the impact of socio-demographic and economic determinants on participation in cash donations in Russia in 2011

	B	S.E.	Wald	Sig.	Exp(B)
Gender					
<i>Male</i>					
Female	0.452**	0.027	270.541	0.000	1.571
Age					
<i>18-30 years</i>			28.388	0.000	
31-45 years	0.156**	0.037	17.772	0.000	1.169
46-60 years	0.174**	0.038	20.787	0.000	1.190
60 years and older	0.075	0.055	1.877	0.171	1.078
Education level					
<i>Higher education</i>			118.254	0.000	
Some secondary school but no degree	-0.629**	0.059	113.793	0.000	0.533
Completed secondary school	-0.256**	0.043	36.273	0.000	0.774
Secondary vocational technical school	-0.230**	0.060	14.497	0.000	0.795
Specialized vocational technical college	-0.254**	0.037	46.953	0.000	0.776
Some higher education but no university degree	-0.218*	0.084	6.648	0.010	0.804
Occupation					
<i>Businessman, entrepreneur, farmer</i>			156.163	0.000	
Top manager	-0.019	0.179	0.011	0.916	0.981
Department head	-0.467**	0.112	17.251	0.000	0.627
Professional occupation	-0.602**	0.093	41.806	0.000	0.548
Employee, administrative staff	-0.598**	0.095	39.458	0.000	0.550
Worker	-0.765**	0.092	69.190	0.000	0.465
Pensioner, not working	-0.973**	0.099	96.869	0.000	0.378
Unemployed, not planning to seek employment	-0.861**	0.120	51.613	0.000	0.423
Unemployed, seeking employment	-0.561**	0.111	25.323	0.000	0.571
Student, cadet, etc.	-0.501**	0.119	17.636	0.000	0.606
Income					
<i>R7,000 and less (USD \$211.00 and less)</i>			173.916	0.000	
R7,001 - R10,000 (USD \$212.00 – \$301.00)	0.093*	0.039	5.726	0.017	1.097
R10,001 - R15,000 (USD \$302.00 – \$452.00)	0.209**	0.043	24.122	0.000	1.232
R15,001 - R20,000 (USD \$453.00 – \$603.00)	0.098	0.053	3.390	0.066	1.103
Over R20,000 (USD \$604.00 and more)	0.585**	0.052	127.091	0.000	1.795
Refused to answer	-0.006	0.051	0.013	0.910	0.994
Faith or denomination					
<i>Do not consider myself to be a believer</i>			565.124	0.000	
Russian Orthodox	0.662**	0.036	331.886	0.000	1.939

	B	S.E.	Wald	Sig.	Exp(B)
Muslim	1.286**	0.057	505.315	0.000	3.618
Other confession	0.773**	0.088	77.928	0.000	2.165
Type of Community					
<i>City with a population of 1 million and more people</i>			43.957	0.000	
City with a population of 500,000 to 1 million people	0.217**	0.049	20.023	0.000	1.243
City with a population of 250,000 to 500,000 people	0.148**	0.052	8.154	0.004	1.159
City with a population of 100,000 to 250,000 people	0.191**	0.050	14.644	0.000	1.210
Town with a population of 50,000 to 100,000 people	0.136*	0.056	5.921	0.015	1.146
Town with a population of less than 50,000	0.255**	0.048	28.113	0.000	1.291
Urban settlement	0.227**	0.057	15.729	0.000	1.255
Rural settlement, village	0.093*	0.042	4.962	0.026	1.097
Nagelkerke R Square	0.087				
%	60.2				
Number of cases	27231				

** - coefficients significant at the level of 0.01; * - at the level of 0.05

Discussion and conclusion

We have established that socio-demographic determinants influence Russians' participation in charitable donations. However, to advance our knowledge on the patterns of this influence, we need to consider a variety of other, empirically established, factors. For example, we found out that the respondents' household income level affects giving. To what extent do people's perceptions of their ability to donate relate to objective characteristics of their financial situation? Of the respondents whose income per family member is over 7,000 rubles monthly (USD \$211.16), only 26% said this was enough to enable them to donate money. Almost all of those who make less than 4,000 rubles monthly (USD \$120.66) per capita said they could not afford charity (92%), although many gave alms to the poor from time to time.

There is also a visible relationship between respondents' self-evaluation of whether their income allows them to donate and such variables as material well-being (self-evaluated), satisfaction with income, and consumption index. The higher these indicators, the more frequently people believe they can afford to give money to charity (see Figure 1).

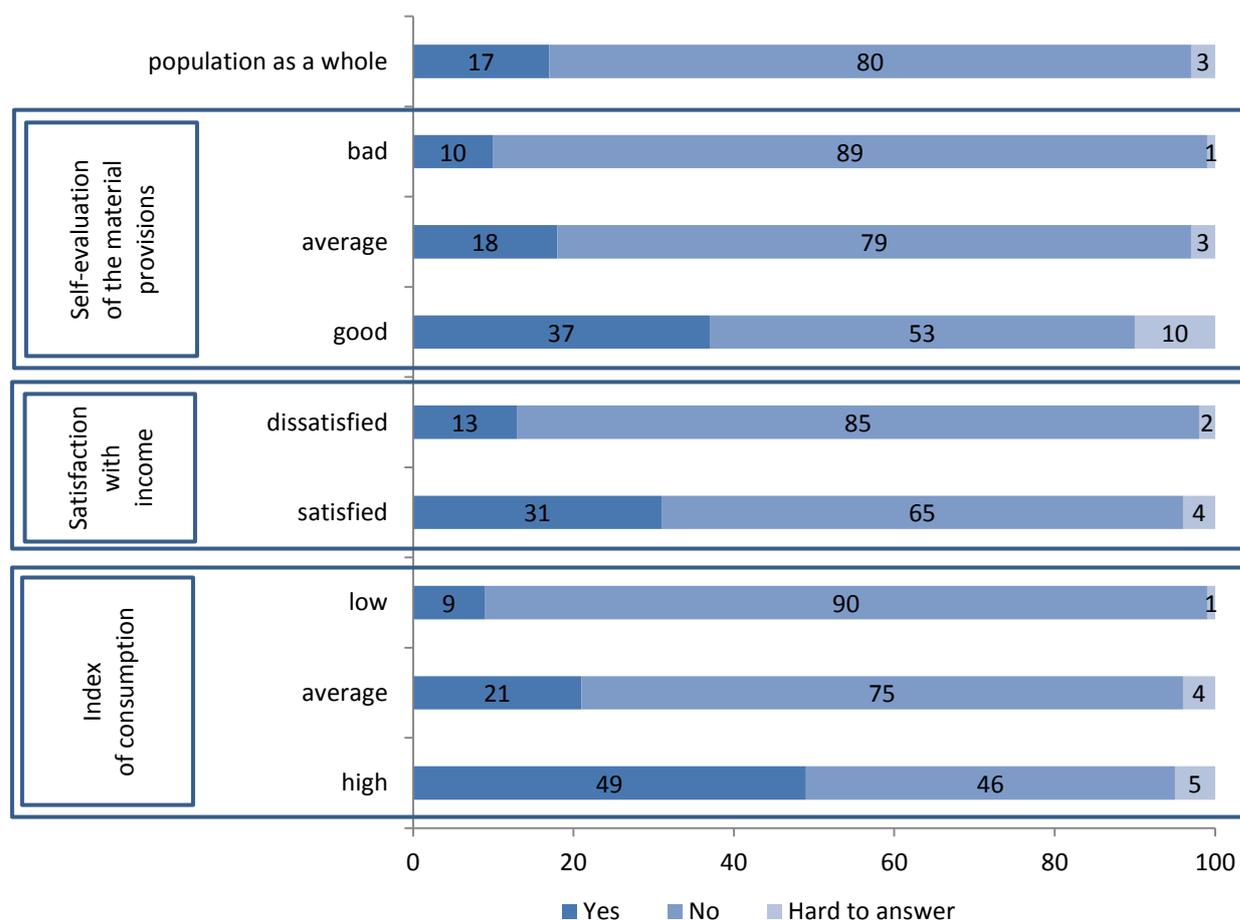


Figure 1. Distribution of answers to the question “Does your income allow you to make cash donations to people who are not in your immediate or extended family?” (% of respondents by typological group)

An analysis of the distribution of answers to this question by age group reveals no specific deviations from the average for Russia as a whole. The only exception is for the over-60 age group – 85% do not think they have enough money to donate (only 12% said they are able to make cash donations). Obviously, age in this case is mainly a proxy for income, as most people in this group are pensioners. Among respondents with university-level education, 23% gave a positive answer to this question, versus an average of 17% for the sample.

Thus, people who believe they make enough money to donate belong mostly to the high-resource category of the population (higher education and income levels, employable, a high subjective self-assessment of financial wellbeing).

A number of institutional factors that influence the development of philanthropy relate the quality and efficiency of organizations that accept donations. In fact, it is not just the population’s altruistic motivations discussed above that are important, it is also how they correspond to the “charity industry”. In countries with well-established and developed philanthropic institutions, this “industry” is a significant sector of the economy. In Russia, it is still in its infancy, which means citizens are less involved in the practice of charity and donations.

The population's dissatisfaction with the quality of the "charity industry" is captured in the polls using the indicator of trust in those who collect donations.

The respondents themselves most often answered the question about the conditions under which they would make donations by saying that they would do so if they were certain the money would reach its intended target (81%). The problem of low trust in charity intermediaries must be solved for Russians to become more philanthropic.

Some 14% said that moral satisfaction is important in such transactions. Other proposed conditions received fewer than 10 points among the population, and the same was true (with rare exceptions) among socio-demographic and typological groups. Positions such as the closeness of the person in need, improving the quality of daily life, tax deductions and helping animals were indicated by 3-7% of respondents.

Certainty that donations will reach the intended target is most important for Muscovites (90%) and respondents with a relatively high income (90%). This is less of a concern for the unemployed (74%), Muslims (75%) and people older than 60 (73%), while people with lower than secondary education showed the lowest result on this indicator (63%). Unlike Russians, Tatars (24%) and other ethnicities (29%) think personal acquaintance with the recipient of financial aid is most important. This trend is likely determined by religious affiliation. Muslims and people from other religious groups (both 25%) noted this factor more frequently than the Orthodox population.

Thus, cash donations as an everyday social practice of Russian civil society is rather well developed, even based on the number of Russians who participate in it. Nonetheless, there are several barriers hindering further development that require the concerted effort of citizens of Russian society (NPOs), the authorities, and interested business structures to overcome them.

Previous research showed that the existing barriers have to be broken down into three levels. First, barriers at the micro level are accompanied by problems of separate individuals. These include a lack of trust among citizens in the institutional intermediaries in charity, doubts about the true goals of charity organizations, a lack of personal experience working with NPOs, a lack of information about charitable NPOs, and communication barriers. The latter issue is due to the fact (and there is considerable evidence of this) that NPOs and charity organizations do not "speak the same language" as the public at large and their actual or potential donors.

The second, meso-level of barriers relate to problems with corporate philanthropy and NPOs. These include an insufficient informational environment for non-profit organizations, a lack of qualified specialists at NPOs, a lack of financial and management skills at NPOs, and mistakes in implementing corporate welfare programs. These manifest themselves as a

predominance of traditional instead of strategic logic and a groundless choice of form, area and object of charity.

Finally, macro-level barriers have roots in the shortcomings of current social policy and infrastructure underdevelopment, which appear as problems in cooperation between the authorities and participant in charity activities (Mersianova, 2010).

To activate charity in Russia, a favorable environment needs to be created. Institutions of mass charity need to be nurtured to support the sustainability of the entire system.

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