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Philanthropy in Ukraine 2025: who, how, and why is giving

NOVEMBER 2025

ХТО ЦЕ?

Філантропка української літератури.

ЩО ЗРОБИЛА?

Видала журнал «Життя і Слово», підтримувала жінок-авторок, видалася у видання жіночого альманаху «Перший вінок».

ЯКБИ НЕ ВОНА?

Багато українських письменниць могли залишитися невідомими.

Methodology



Background and aim

Aim of research

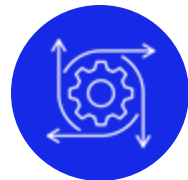
To examine Ukrainians' awareness, participation, and trust in philanthropic activities. To identify key motivations and obstacles to participation in philanthropy. In addition, to highlight opportunities in order to strengthen the culture of giving in Ukraine.

Background



Historical background

- Philanthropy has always been an important part of the public life of Ukraine from the times of Kyivan Rus to the present.
- Philanthropy served as a unifying force during periods of historical adversity.
- Many significant figures, such as Yaroslav the Wise, Khanenko, Symyrenko and others, were engaged in philanthropic activities.



Modern transformations

- Nowadays philanthropy in Ukraine has become a systemic activity with various types of manifestations.
- Russia's war against Ukraine has been a pivotal factor driving these changes.
- Charity and volunteer organisations have turned into places to pool significant human and financial resources to overcome national challenges.



Stereotype detection

- Philanthropy in Ukraine is often considered a new phenomenon imposed from outside, in particular under the influence of Western world values.
- There is a stereotype that only wealthy people can be philanthropists, although philanthropy encompasses initiatives available to everyone.
- Ukrainians face difficulties in distinguishing between the concepts of philanthropy and charity.

Main terms and definitions

Philanthropy – a systematic activity aimed at improving shared well-being and creating long-term changes by addressing the root causes of problems, usually through the contribution of personal resources (time, knowledge, material resources, money, etc.).

Philanthropist – a person who gives their time, knowledge, skills, material resources, and money to promote shared well-being and foster long-term change, regardless of the amount contributed.

The culture of giving – a culture in which giving and participating in the life of the community is a habit, a norm, and a way of life.

Additional definitions

Charity – voluntary giving of assistance to those who need it (particularly addressing immediate needs, such as food, shelter, etc.)

Donation – voluntary contribution to support someone or something, often made online.

Stakeholder – a person or party interested in the project and involved in its outcomes.

Research methodology

The study employs a mixed-methods approach, combining quantitative and qualitative analysis, to provide a comprehensive examination of philanthropy culture in Ukraine. This allowed us to consider both broad national trends and deep contextual aspects, ensuring that the results obtained are comprehensive.

Quantitative research



Data collection: a Panel survey using a questionnaire of 42 questions.

Topic: attitudes towards philanthropy, motivational factors, obstacles to participation, and the level of trust in philanthropic organisations.

Sample size*: 1303 respondents, balanced by gender, age, socio-demographic indicators, type of settlement, region (excluding territories temporarily occupied by the Russian Federation).

Data collection period: from November 8 to November 15, 2025.

Level of granularity: Reflection of nationwide trends.

Qualitative research



Data collection: semi-structured focused group interviews.

Goal: supplementing quantitative data, hypothesis testing, and a deeper understanding of the cultural, social, and personal aspects of philanthropy.

Number: 3 focus groups of 8-10 participants in each one.

Participant list: diverse in gender, age, income level, and social strata.

Result: broader insights into the culture of philanthropy in Ukraine.

Content

- 1 Key findings
- 2 Attitude to philanthropy
- 3 Behavior features
- 4 Trust and reasons for support
- 5 Philanthropy's role in social development
- 6 Recommendations

1. Key findings



Conclusions [1/2]



Awareness and differentiation of concepts

- **In 2025, the distinction between philanthropy and charity has become stronger.** The proportion of individuals who believe there is no difference between these concepts has decreased significantly, particularly among those in the 18-35 age group. Philanthropy is often described as a long-term and systematic approach, whereas charity is characterized as ad hoc support in urgent situations.
- **Identifying oneself as a philanthropist is growing** among respondents aged 26-45, and is more often perceived as the norm of civic participation among economically active groups.



Changes in financial participation and its intensity

- **In 2025, the share of people who reduced the frequency of their participation in philanthropic activities increased.** The largest reduction was recorded in the Eastern macro-region.
- **There is a change in participation activity by income level.** In groups with incomes below UAH 8,000, weekly participation in philanthropic activities increased, while among those with incomes above UAH 80,000, the regularity of participation decreased.
- **Limited personal resources and distrust of organizations remain decisive barriers.** Many lack clear, transparent mechanisms for participation.



Conclusions [2/2]



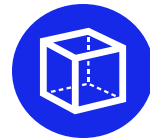
Changes in information channels for attracting customers

- **Age and media stratification have intensified in the field of communications.** Younger groups (18-35) are less likely to use TikTok and Telegram to engage in philanthropic activities, while the role of Facebook and YouTube has grown among groups aged 36-55.
- In 2025, evidence-based messages are most effective across all age groups and become more effective with age. In contrast, emotional stories and short posts are significantly more influential among young people, while they lose relevance for older individuals.



Transparency as a key factor in trust

- **Public scandals and cases of fund misuse** have become a significantly more powerful **demotivator**. The proportion of individuals who will not support an organization if they have doubts about its transparency has increased, which in turn heightens the importance of participation in high-quality reporting, open budgets, and the ability to track results.



Perceptions of the role of philanthropy in social development

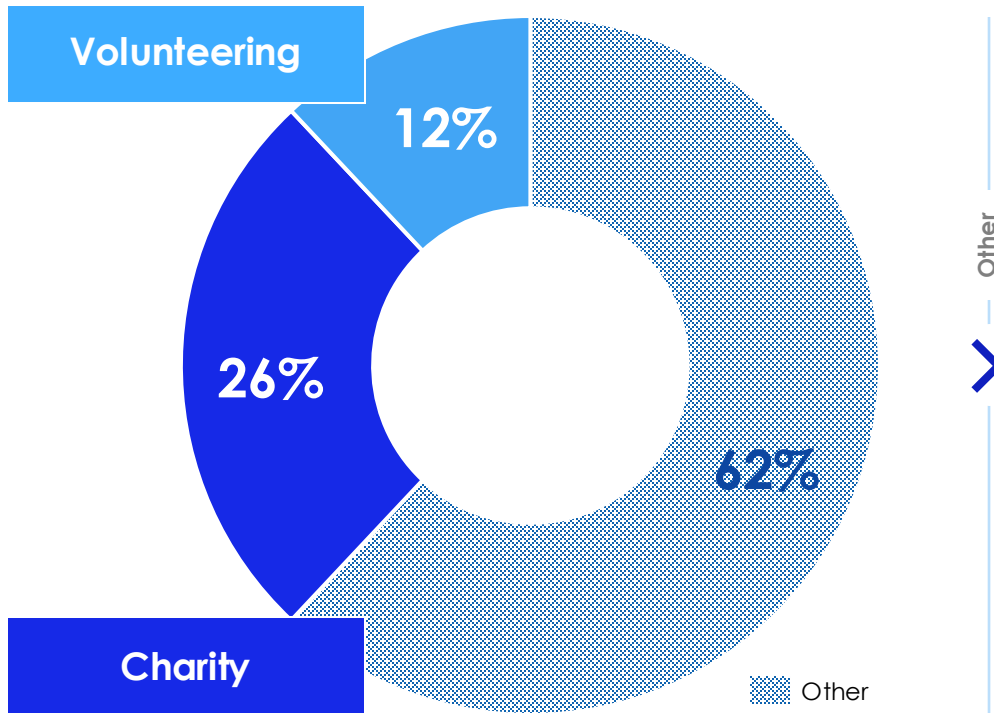
- Although **overall belief in the importance of philanthropy for the country's development remains high**, there has been an increase in the proportion of those who believe it is only effective when combined with other institutional mechanisms.

2. Attitude to philanthropy



In 2025, people are less likely to associate their participation with the formal terms “charity” or “volunteering.” Actions are more often described using the concepts of “help” or “donation”. Thus, philanthropic activity is increasingly viewed as a regular part of daily life.

What would you call the act of giving one's resources (finances, time, material things) for the public good? [Open question]



- Donation
- Donate
- Altruism
- Sacrifice
- Philanthropy **6**
- Contribution
- Benevolence
- Duty
- Act of mercy
- Help

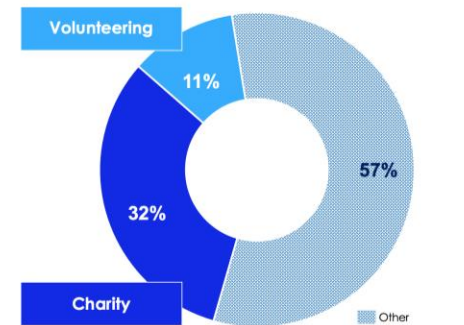
In 2025, the share of mentions of the term “charity” decreased (from 32% to 26%).

The share of responses “volunteering” increased from 11% to 12%.



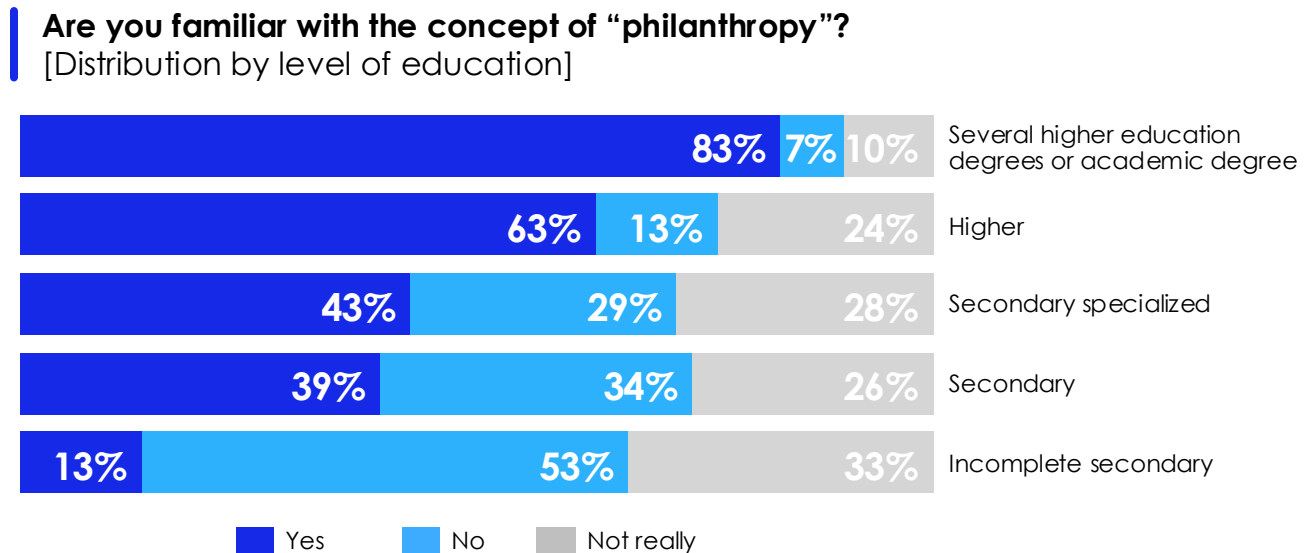
2024

What would you call the act of giving one's resources (finances, time, material things) for the public good? [Open question]



- Gift
- Donation
- Contribution
- Help
- Altruism
- Kindness
- Patronage
- Sponsorship
- Act of kindness
- Giving

Awareness of philanthropy is linked to education and overall human development. More than half of the respondents say they are familiar with the term “philanthropy”.



In general, it seems to me that in Ukraine, the term “philanthropist” is not popular or widely used...”

Marta, 19 years old, Lviv Oblast



Very often, people do not understand the meaning of a particular term. However, here again, another question arises: should we seek equivalents in the Ukrainian language, or should we leave the foreign word as it is?”

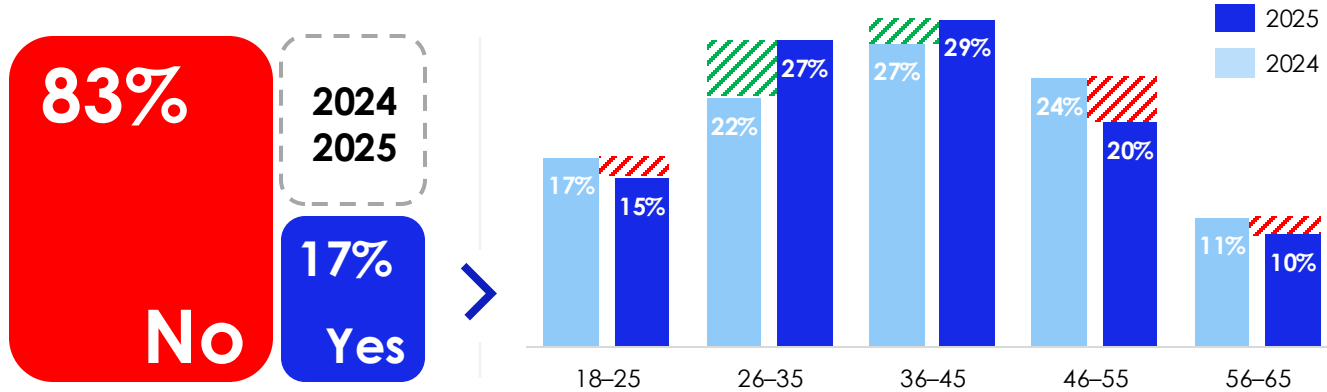
Nataliia, 51 years old, Chernihiv Oblast



The proportion of people who consider themselves philanthropists remains stable in 2025 (17%). Still, identification is growing among individuals aged 26–45, and it is more common among the self-employed than among employees and the unemployed.

Do you consider yourself a philanthropist?

[Single-answer question. Distribution by age. Comparison by positive response]



Do you consider yourself a philanthropist?

[Distribution by employment status]



The last time I participated in improving the area around the pond was so that people could use it."

Iryna, 37 years old, Mykolaiv Oblast

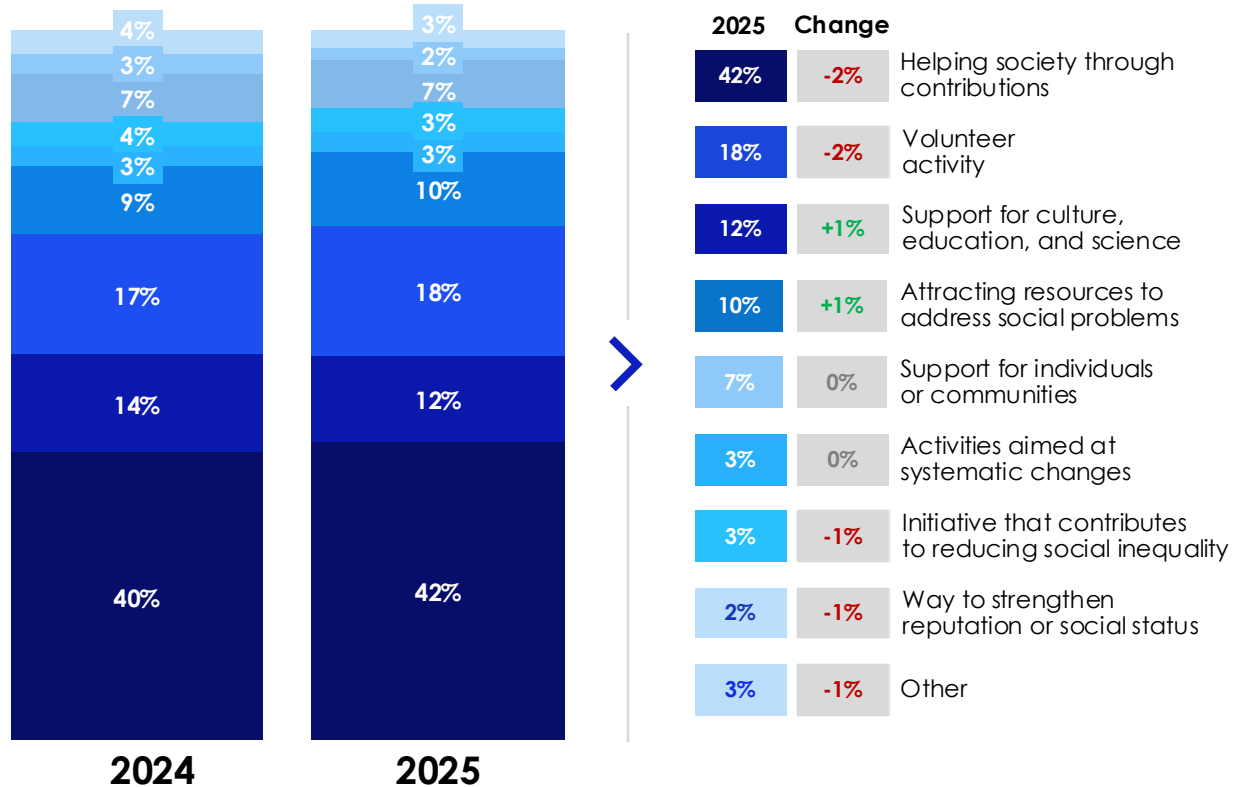


To be honest, I think the word "philanthropist" is mistakenly associated with Bruce Wayne, that philanthropist."

Illia, 27 years old, Poltava Oblast

The perception of philanthropy remains stable, as it continues to be primarily associated with donations and volunteering. Meanwhile, support for education and culture, as well as the allocation of resources to address social issues, has increased.

Which of the following statements best describes "philanthropy"?



For me, philanthropy is charity. However, volunteering has a slightly different meaning for me, as volunteers can work in a wide range of fields. You know, a volunteer is someone who helps others."

Iryna, 37 years old, Mykolaiv Oblast



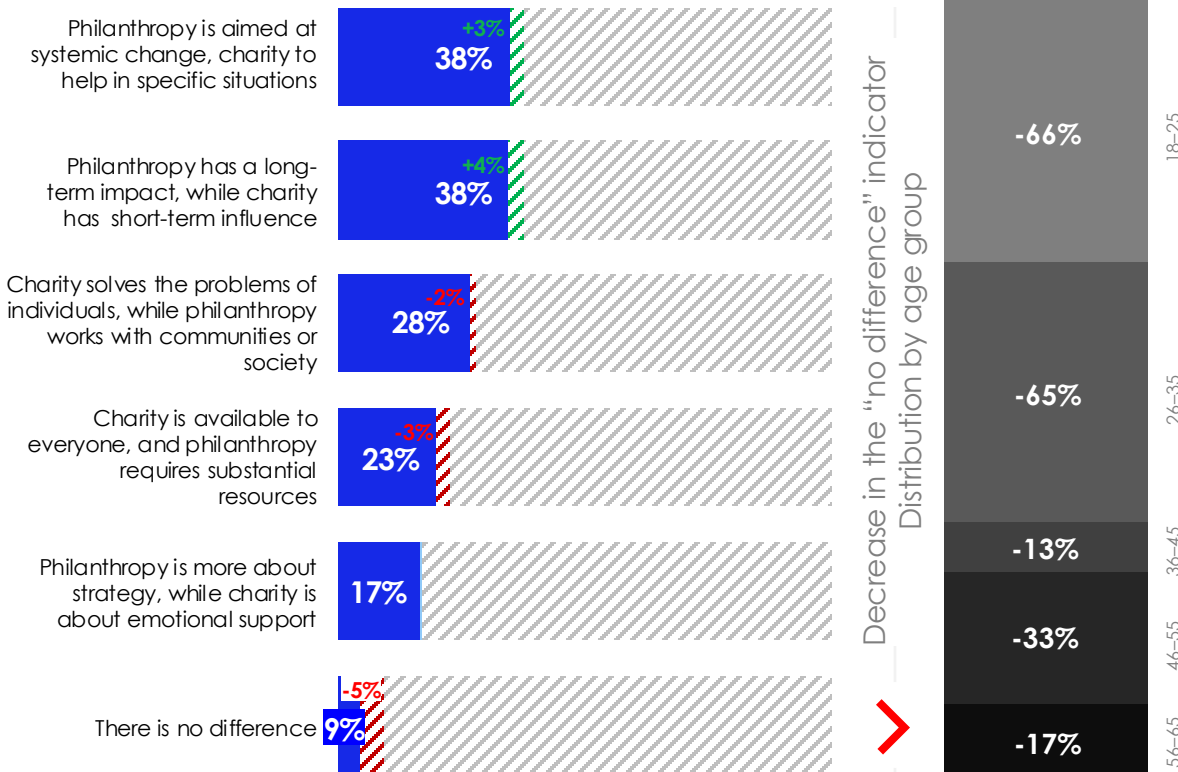
These are quite similar concepts, but charity focuses on the most vulnerable groups of the population... And students, no matter what — yes, our country is at war — but at the same time, they are far from being the most vulnerable group of the population. Therefore, it is more like philanthropy."

Andrii, 19 years old, Sumy Oblast



The ability to distinguish between philanthropy and charity has increased significantly. The proportion of those who do not see the difference has decreased substantially, especially among young respondents. Philanthropy is more often defined as an activity with a long-term and systematic impact, while charity is defined as assistance in specific situations.

What's the best way to describe the difference between "philanthropy" and "charity"? [Multiple Choice]



I believe that the difference between philanthropy and charity is that philanthropy is something more systematic... It is a long-term investment of time, money, and other resources in a specific problem or issue, while charity is more... selective."

Artem, 19 years old, Kyiv Oblast



We engage in charity when there is a need for it. This may include charitable initiatives to raise funds or nets weaving. The main thing is that there is a demand and a specific reason for it. Philanthropy is a little different; it's an inner feeling, as I said before, empathy. Here, you don't necessarily need to have a reason, and you don't necessarily have to do it for a specific result."

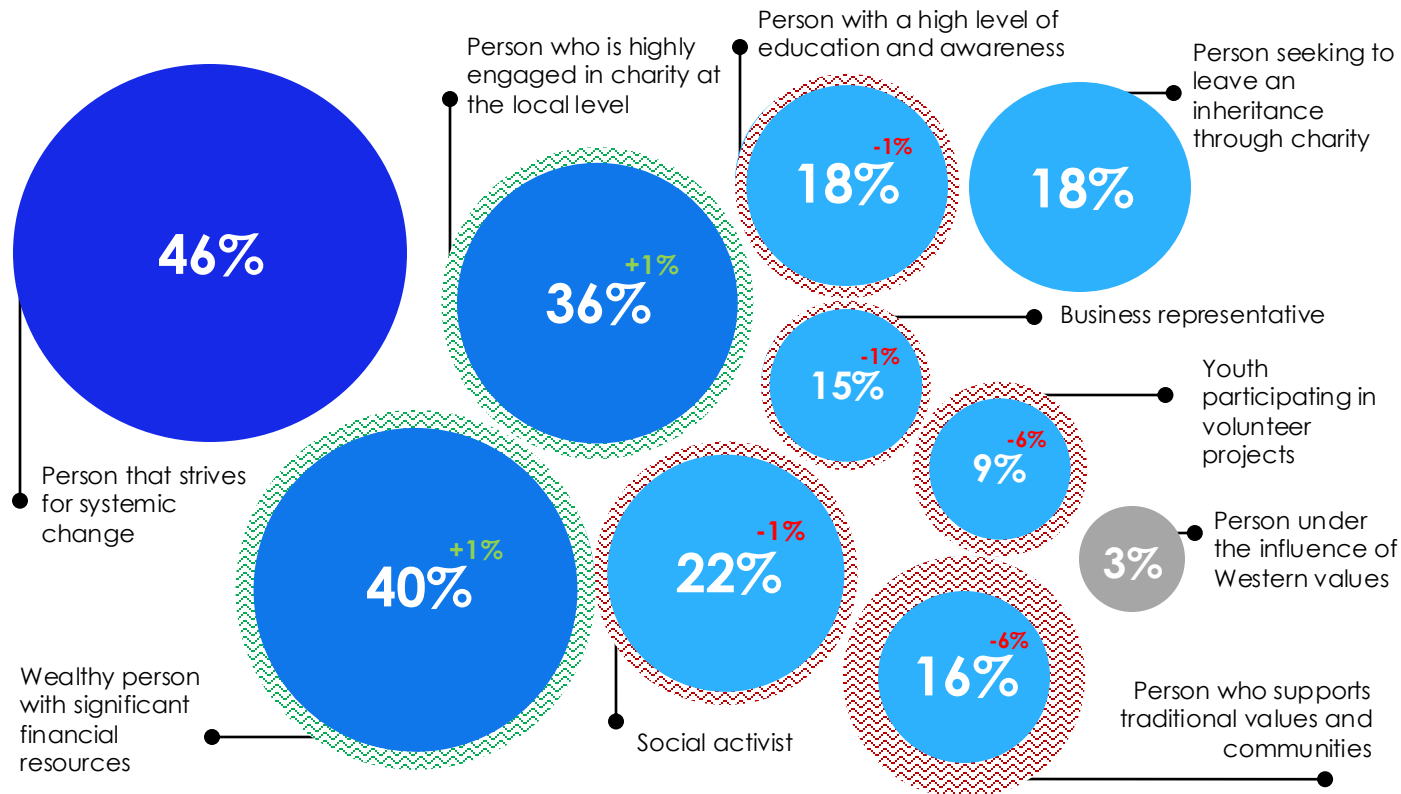
Sofia, 19 years old, Kharkiv Oblast



The portrait of a philanthropist has remained essentially unchanged. The image of a person striving for systemic change and a wealthy person remains in first place. On the other hand, the perception of a philanthropist as a person who supports traditional community values has significantly declined.

Portrait of a philanthropist in Ukraine. What do you think are the characteristics that best describe a philanthropist?

[Multiple choice, up to 3 choices Dynamics of responses compared to 2024]



For most of us, the word "philanthropist" is associated with someone wealthy, i.e., someone who has resources to share."

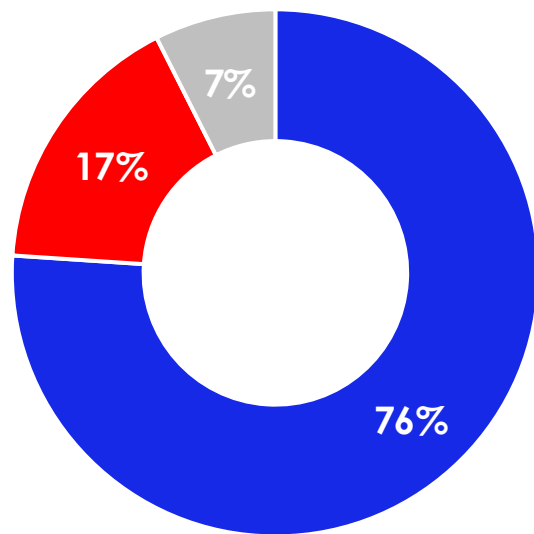
Ivan, 19 years old, Kyiv Oblast

3. Behavior features



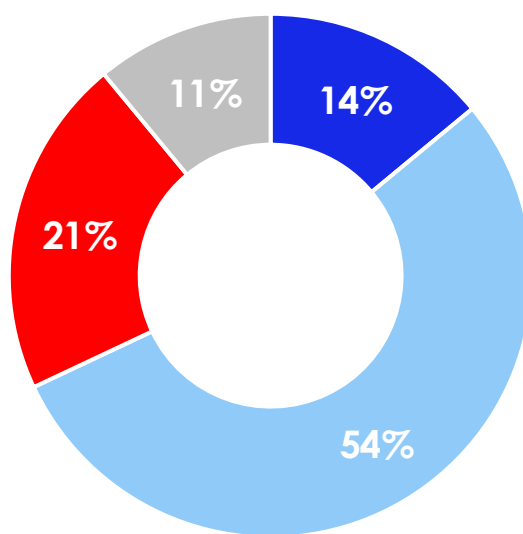
In 2025, more people report a decline in their philanthropic activity, most often caused by an inability to meet their own basic needs and burnout.

Have you contributed your personal resources (money, things, time, etc.) to the public good during 2025?



■ Yes ■ No ■ Difficult to answer

Has your involvement in philanthropic activities changed in 2025 compared to 2024?



■ Increased ■ Decreased
■ No change ■ Difficult to answer



You have to meet your basic needs. And in order to meet your basic needs today... you have to work hard. And unfortunately, you don't have enough time and resources to engage in philanthropy. Well, because you have to meet your basic needs, and no one else will do it for you, so volunteering won't help you with that."

Olena, 32 years old, Mykolaiv Oblast



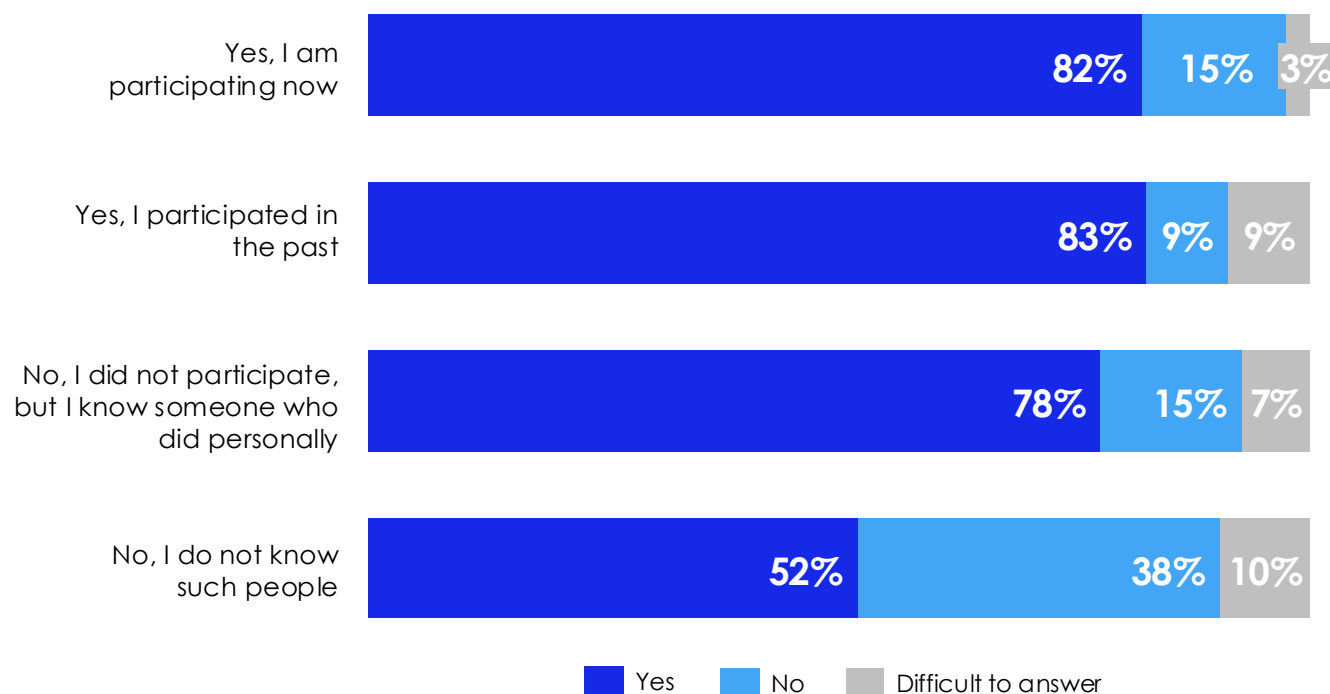
I am a social worker and started working immediately after university — I was 22. Five years later, I quit because I was completely burned out and couldn't do anything anymore."

Valeriia, 32 years old, Zaporizhzhia Oblast

The level of donations is significantly higher among individuals with direct combat experience, as their involvement is approximately 30% higher than that of those without such experience.

Have you contributed your personal resources (money, things, time, etc.) to the public good during 2025?

[Distribution by participation in hostilities and presence of people who participated in hostilities in the community]

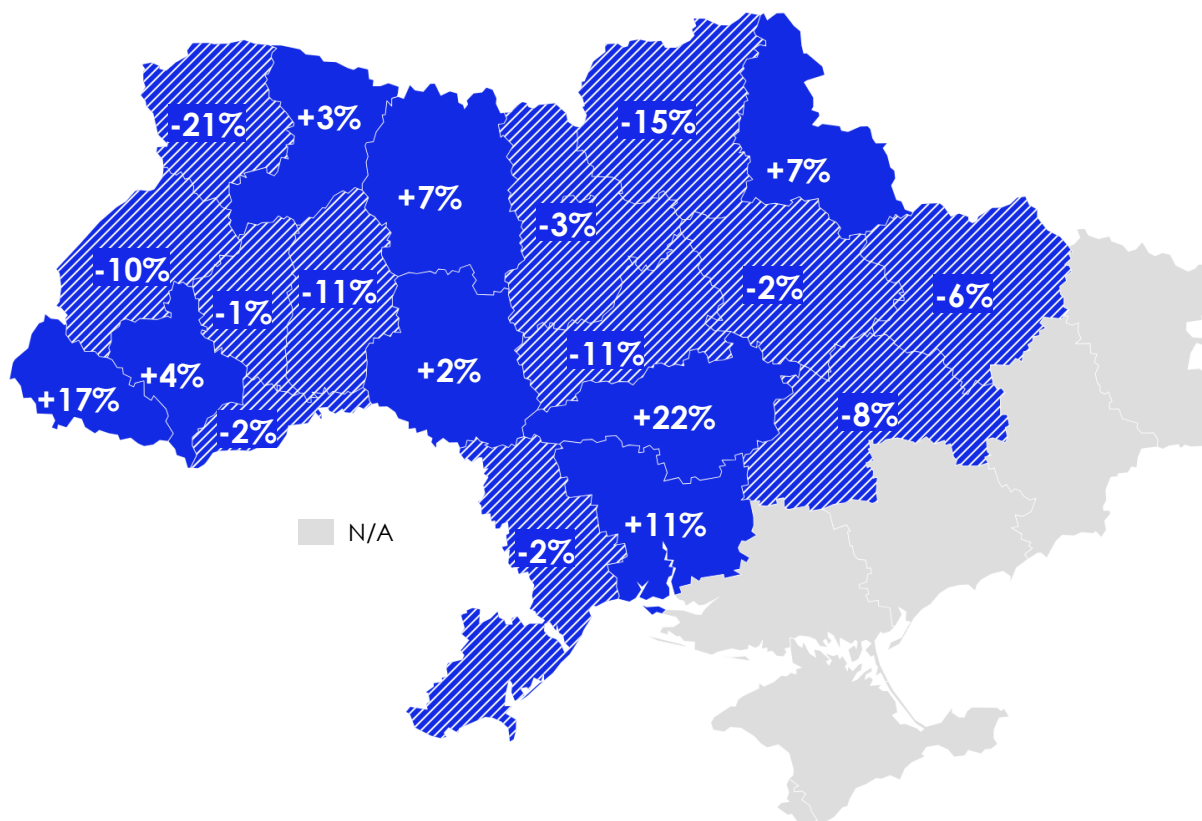


The psychological state of military personnel and civilians is interrelated."

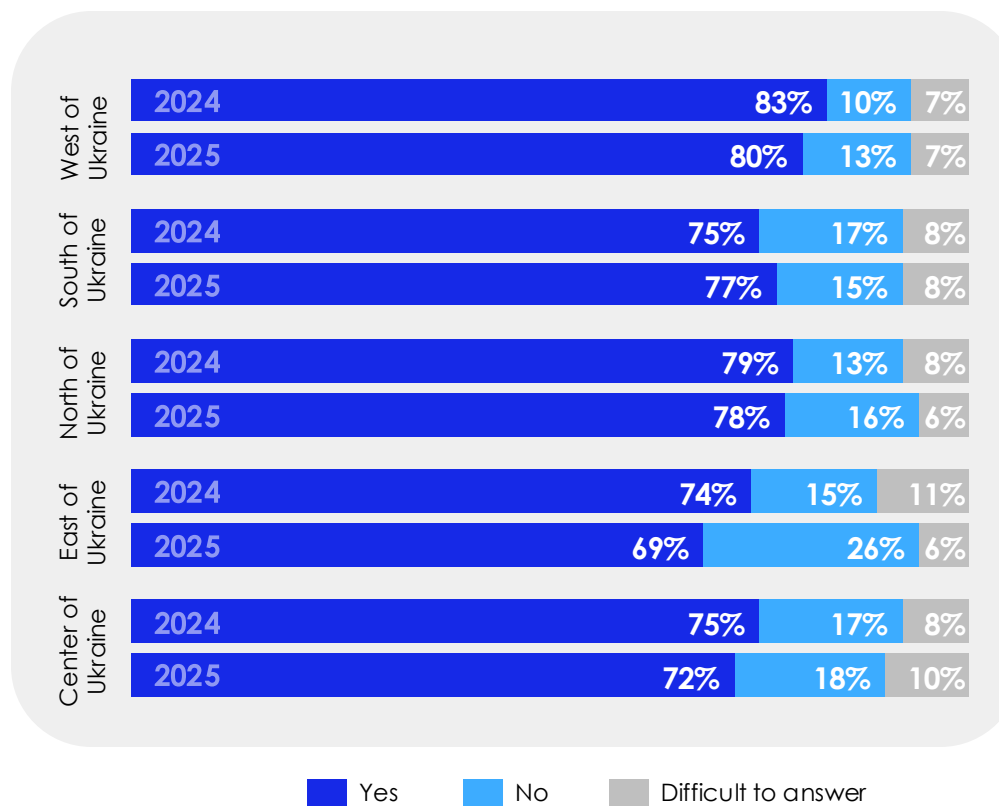
Nataliia, 51 years old, Chernihiv Oblast

In 2025, the most significant decline in participation in donations was observed in the East of Ukraine, where the share of those who did not donate increased by 11%. In other macro-regions, the level of involvement remains consistently high, with no significant changes.

Have you contributed your personal resources (money, things, time, etc.) **to the public good during 2025?** [Distribution by region. Dynamics of responses compared to 2024. Comparison by positive response]

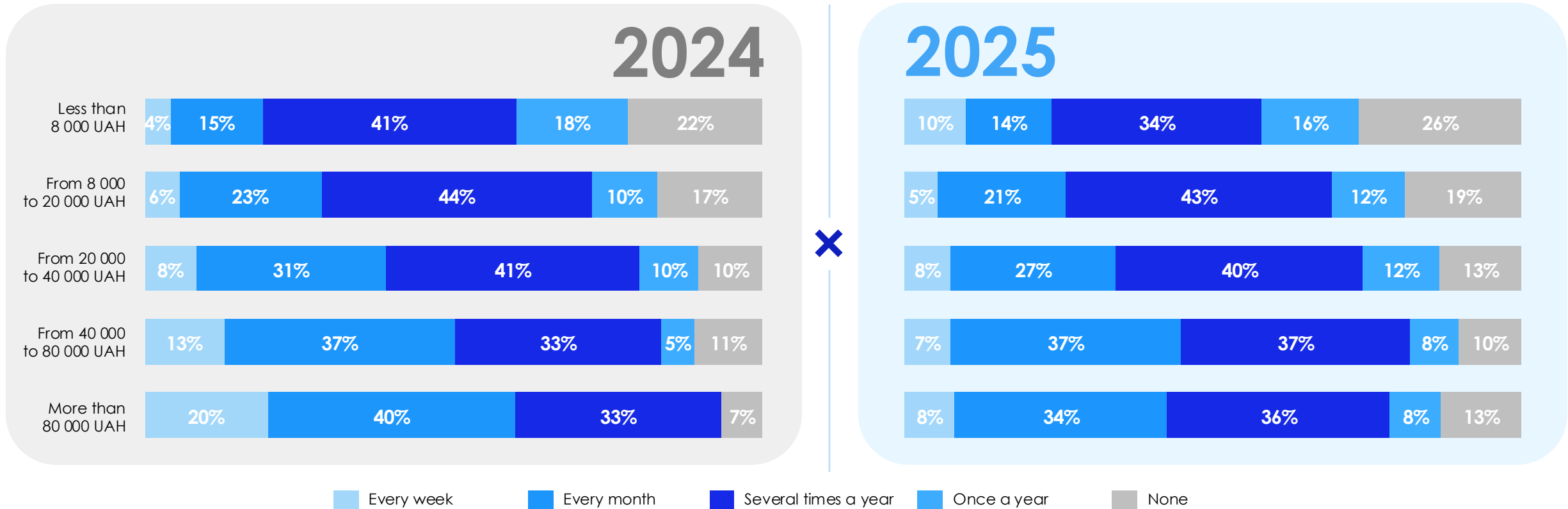


Have you contributed your personal resources (money, things, time, etc.) **to the public good during 2025?** [Distribution by region]



The group with the lowest income showed an increase in the frequency of weekly participation in philanthropy. In contrast, in the group with the highest income, the proportion of regular weekly and monthly contributions decreased (and the proportion of those who do not participate in philanthropic activities increased). Overall, the correlation between income and donations weakened.

How often were you involved in philanthropic activities (donating funds, time, knowledge) **over the past year?**
 [Distribution by income^{1,2}]

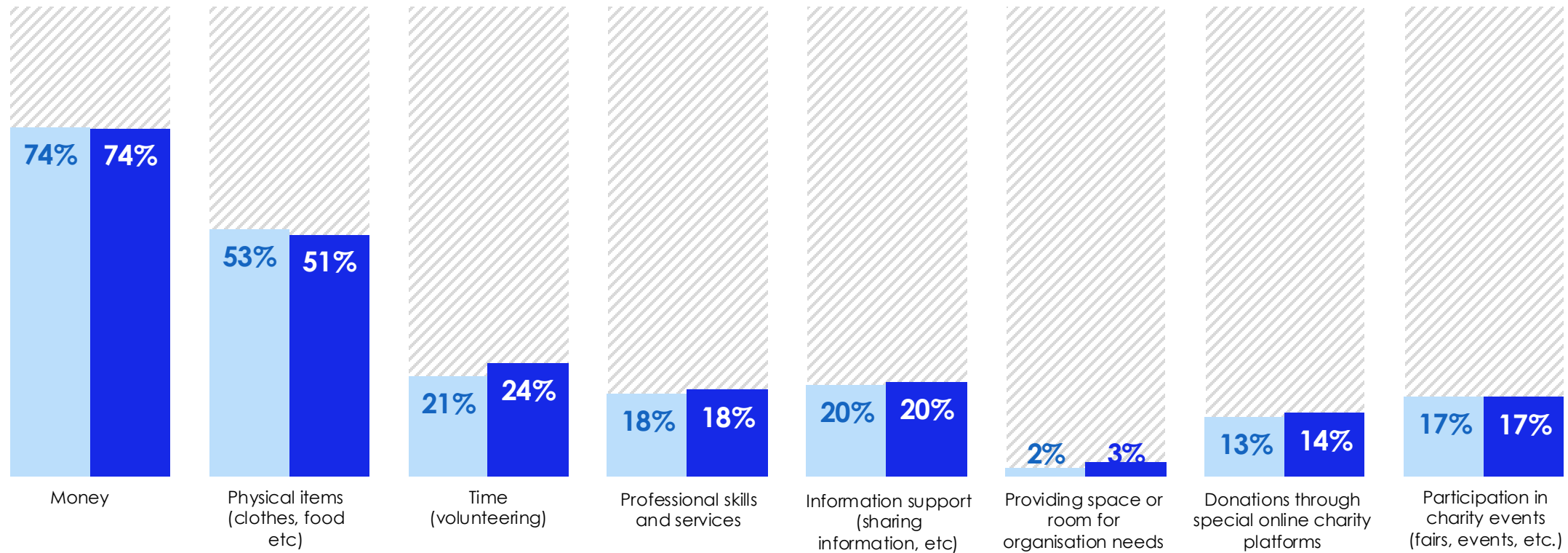


¹The correlation coefficient between income level and donation frequency in 2024 equals -0.205*, indicating a significant relationship. Based on a sample of 1,352 observations. *P-value is <.001 (two-tailed)

²The correlation coefficient between income level and donation frequency in 2025 equals -0.154*, indicating a significant relationship. Based on a sample of 1,303 observations. *P-value is <.001 (two-tailed)

The structure of donations remains stable: $\frac{3}{4}$ of respondents donate money, and $\frac{1}{2}$ donate material goods. At the same time, participation in volunteer work has increased significantly: +3% compared to the previous year.

What resources do you usually contribute? [Multiple choice]

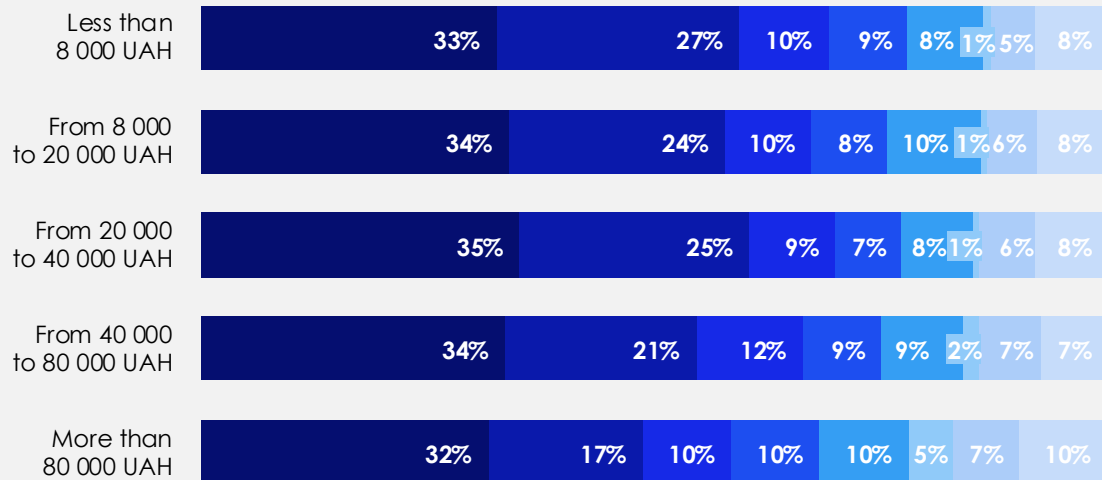


In the highest income group, the frequency of donations of material goods decreased, as did the use of less common forms of support: providing space, participating in charitable events, and making contributions through special online platforms.

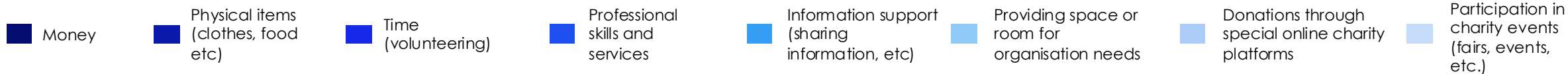
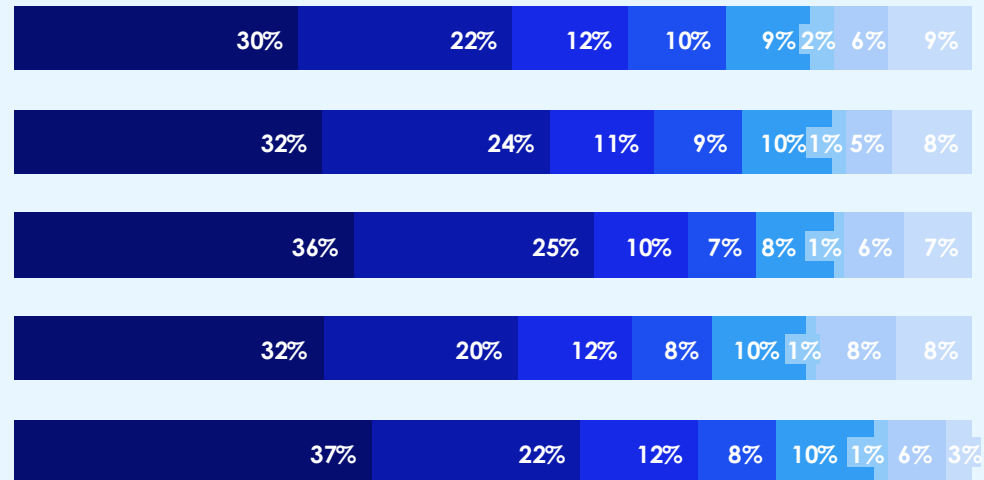
What resources do you usually contribute?

[Distribution by income]

2024

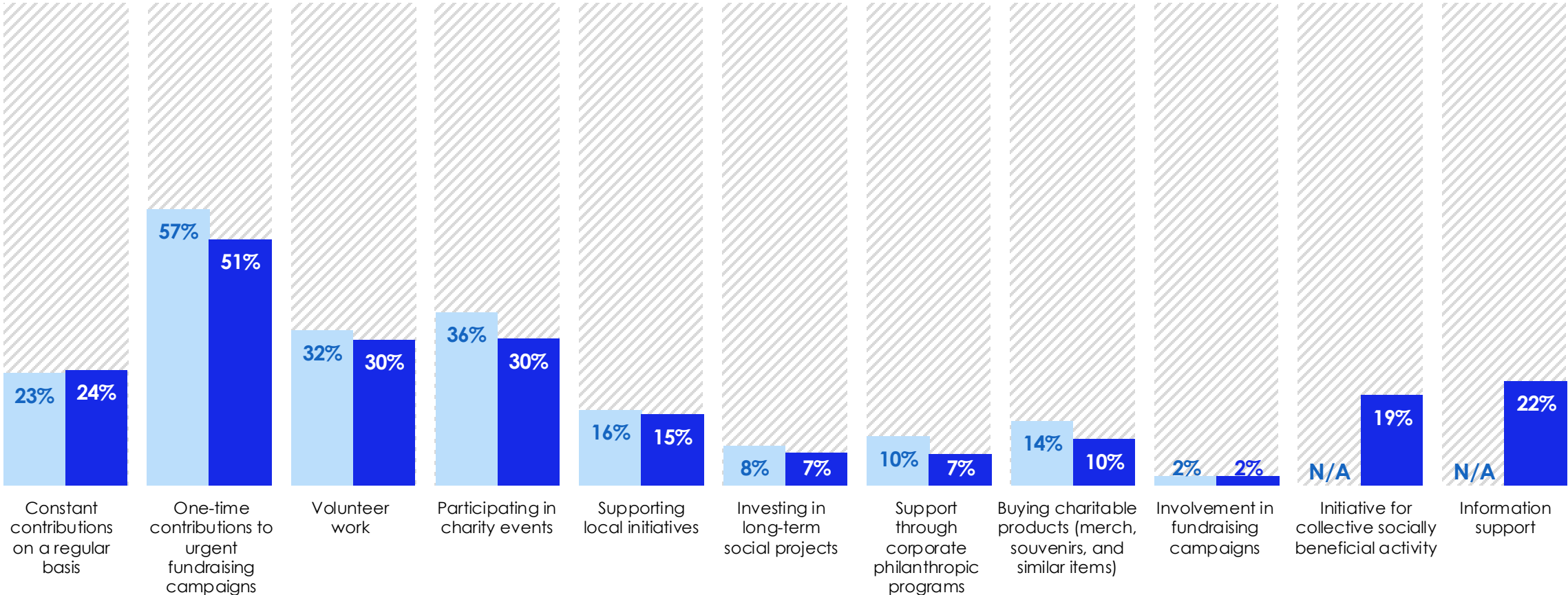


2025



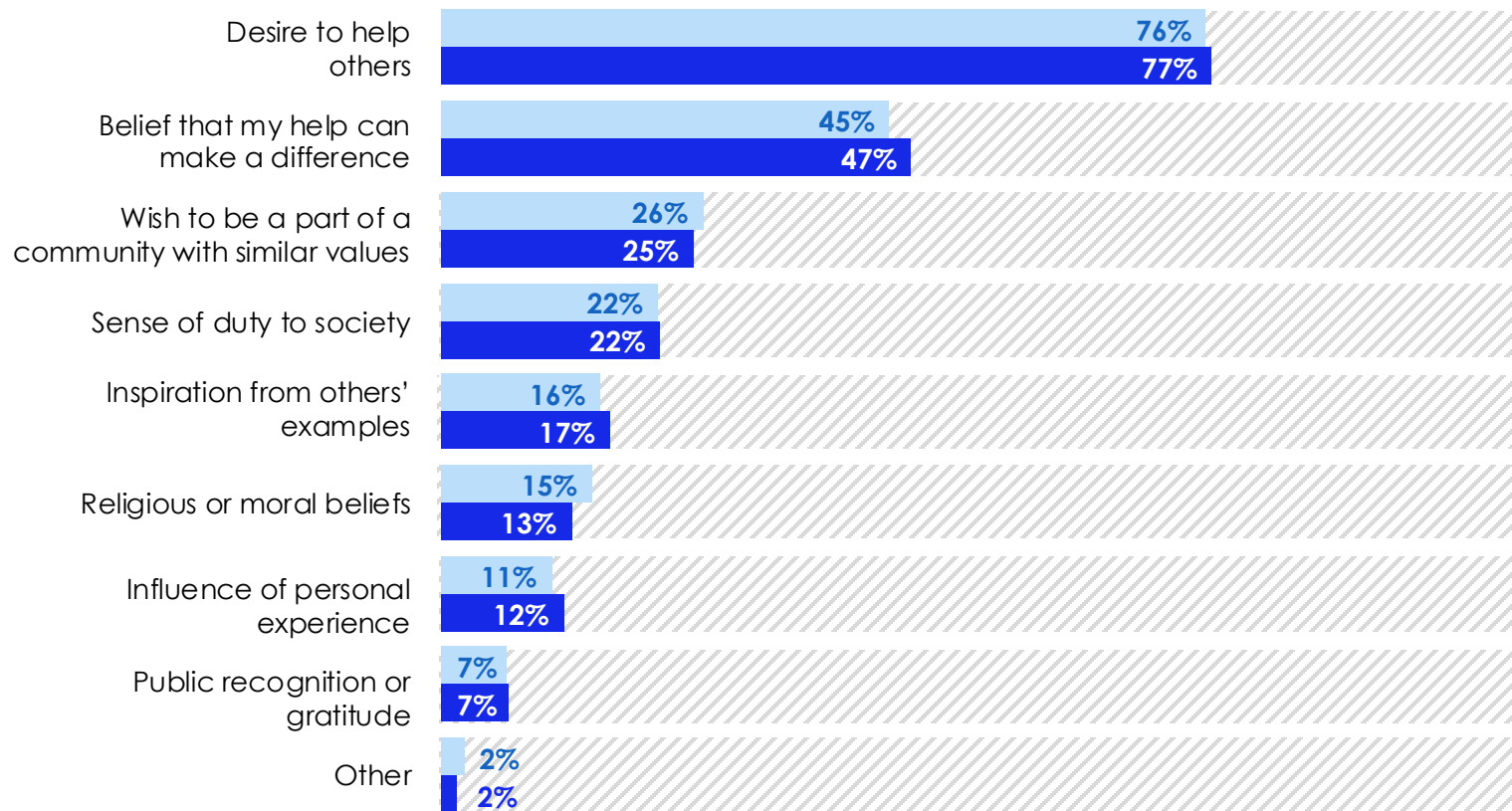
One-time donations for emergency collections remain prevalent, while participation in volunteer work and charitable events has decreased slightly. 1/5 of respondents provide informational support.

Which philanthropy activities work best for you? [Multiple choice]



The primary motivations for philanthropy remain constant. The desire to help others and the belief in the significance of one's own contribution remain at the forefront, while other motives change only slightly.

What motivates you most to get involved in philanthropy? [Multiple choice, up to 3 options]



I guess for me it's a feeling of helping another person. That is, if I see that someone needs help, and if I understand that it will benefit them, then I try to help."

Oleksandr, 18 years old, Dnipropetrovsk Oblast



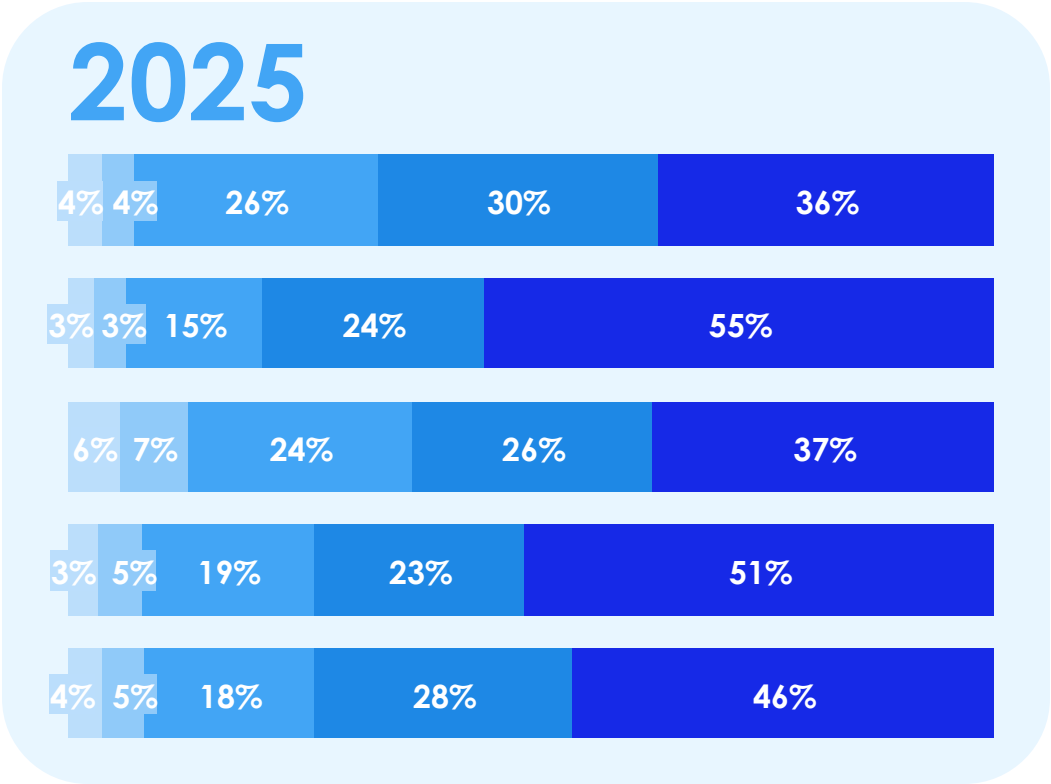
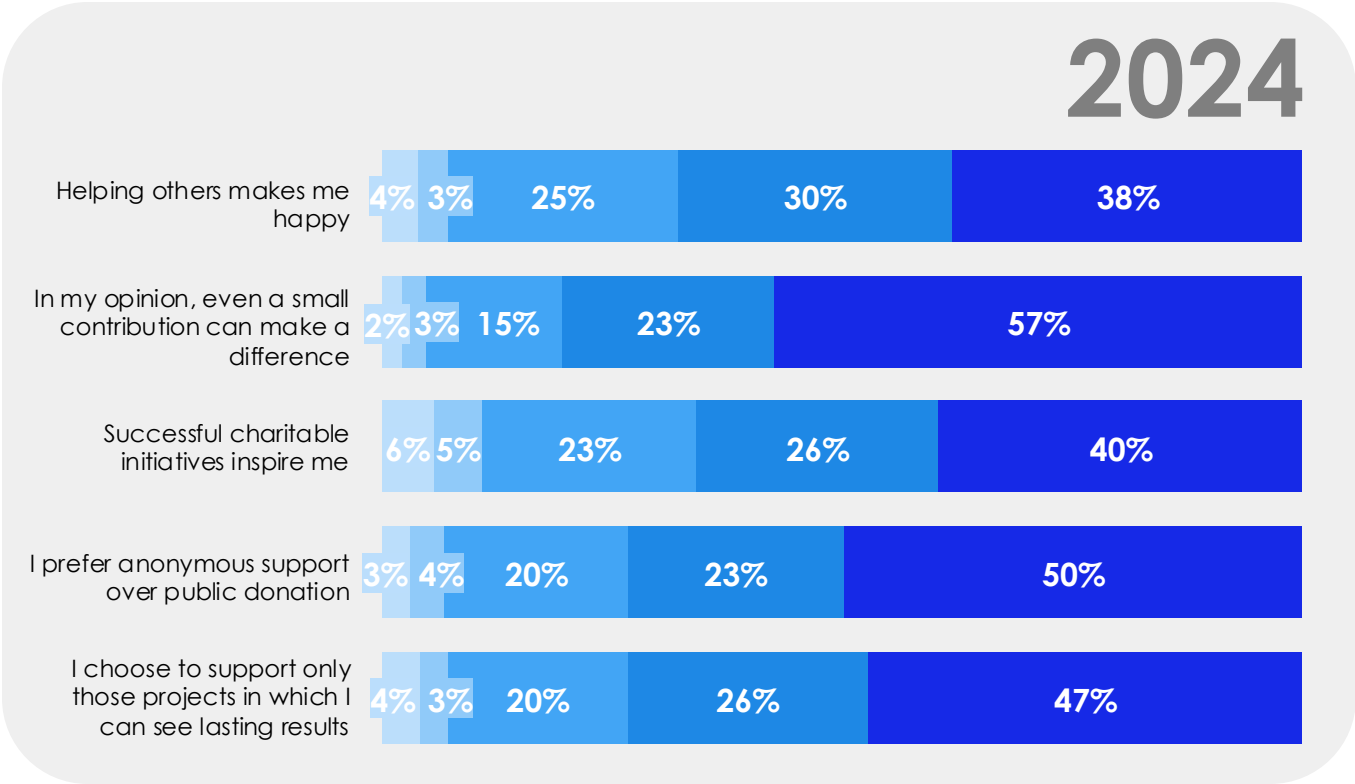
It's something internal, [it either] pushes you to help others, or it remains silent..."

Nataliia, 51 years old, Chernihiv Oblast



The internal emotional reinforcement of participation in philanthropy has intensified: people are increasingly inclined to agree that helping others brings them happiness and that even a small contribution makes a significant difference. At the same time, the focus on publicity or controlled, clearly measurable projects has decreased slightly.

Indicate the extent to which you agree or disagree with the following statements about participating in philanthropy.

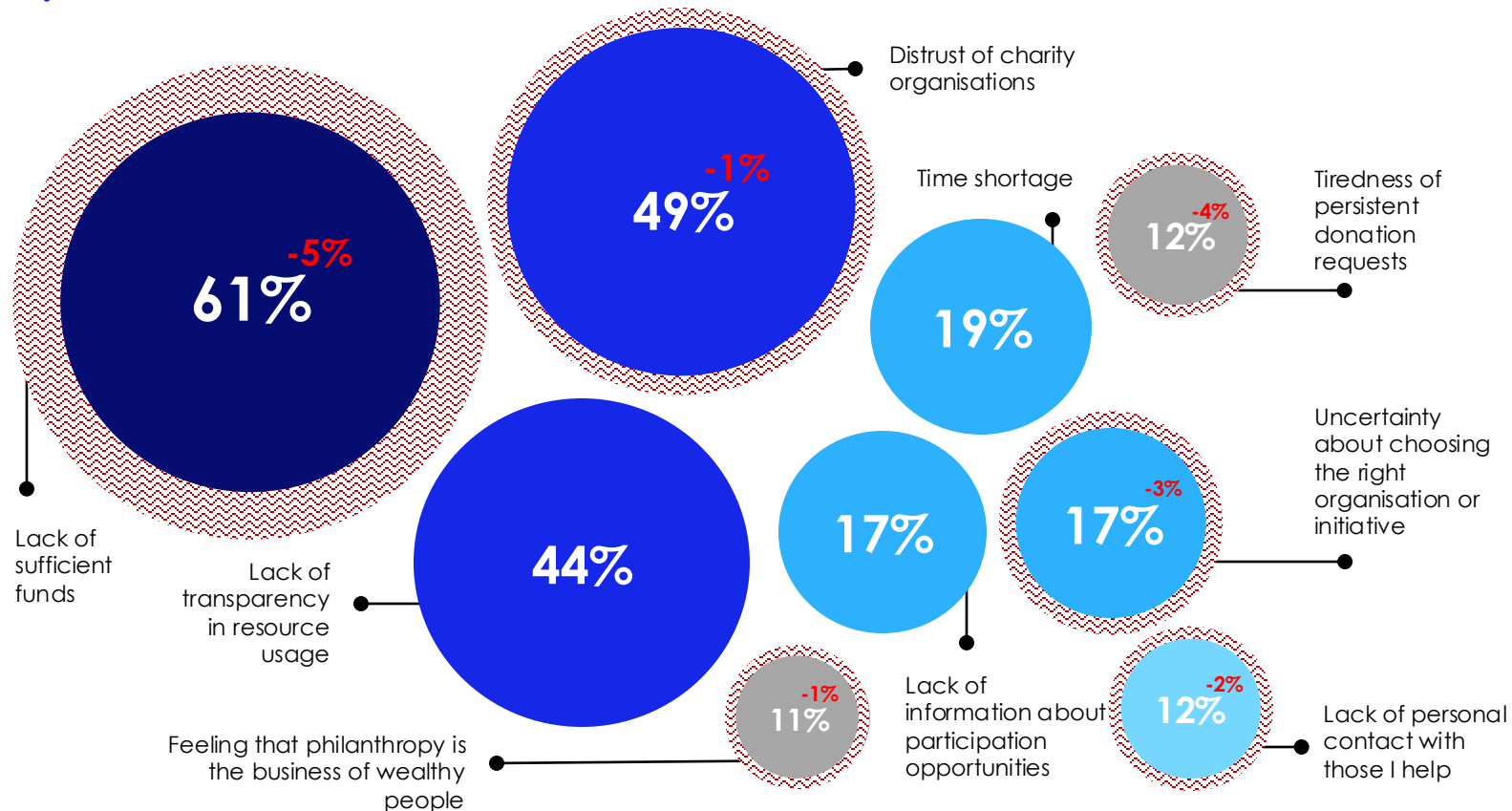


Totally disagree
 Rather disagree
 Neutral
 Rather agree
 Totally agree

Barriers to participation in philanthropy in 2025 are mainly focused on material constraints and trust concerns. Most often, respondents cite a lack of funds, distrust of charitable organizations, and a lack of transparency in the allocation of resources. Less common are a lack of time, uncertainty in choosing initiatives, and fatigue from requests.

Which obstacles prevent you from participating in philanthropy?

[Multiple choice. Dynamics of responses compared to 2024]



Most people would answer this question by saying that they already have a lot of money problems themselves and cannot invest in anyone else. They need to solve their own problems first. Obviously, this is what people of any age in Ukraine would say. Well, it depends on the situation..."

Ivan, 19 years old, Kyiv Oblast

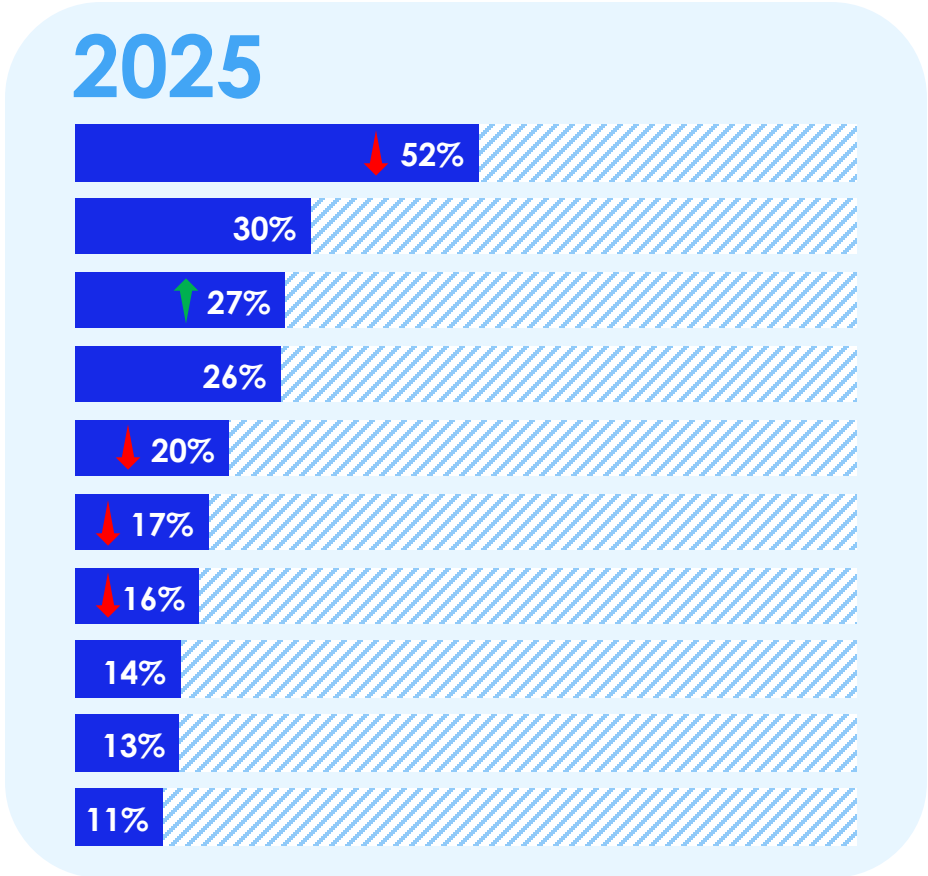
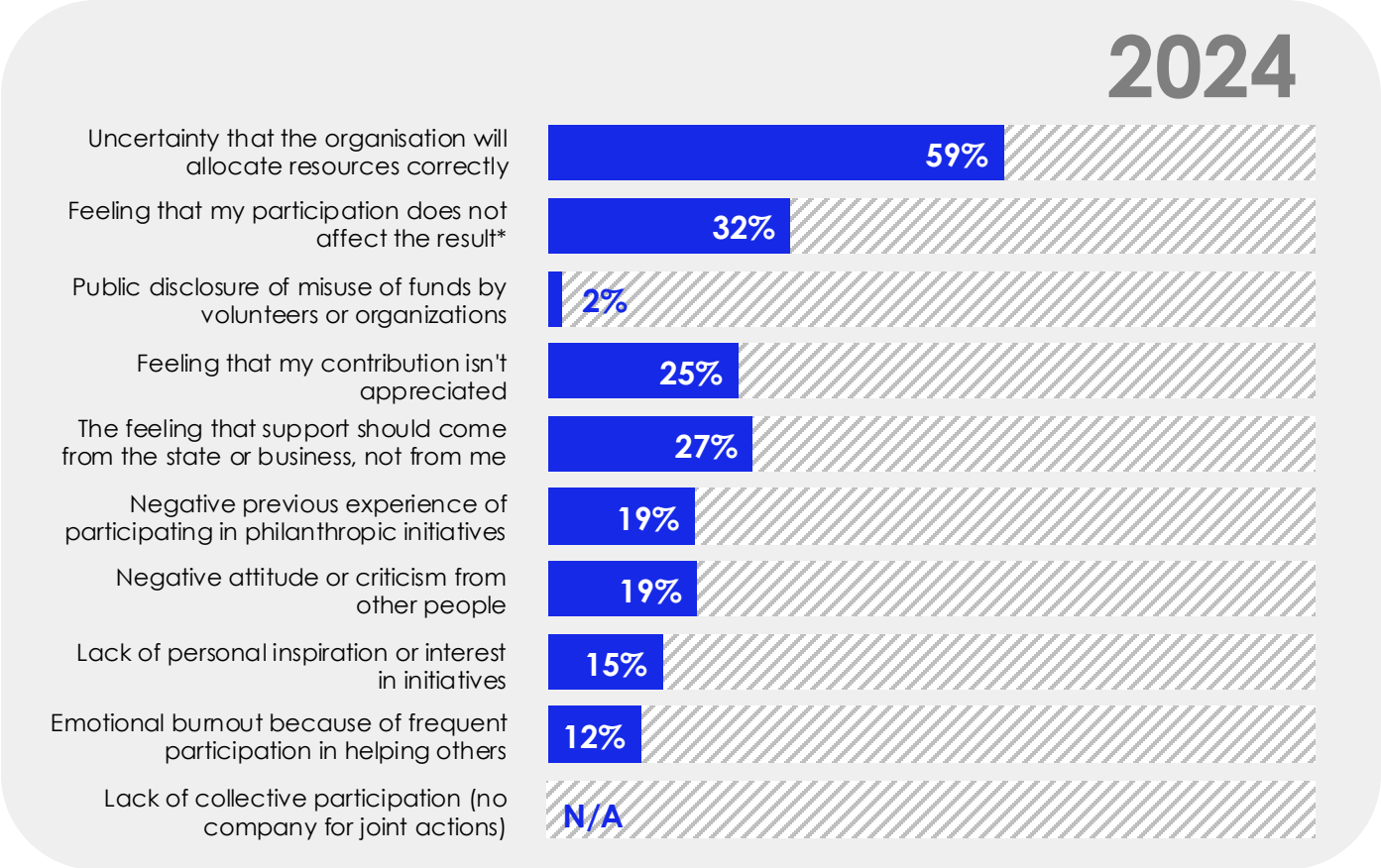


The main problem with our philanthropy is that people are not financially secure enough to share their money."

Pavlo, 20 years old, Dnipropetrovsk Oblast

Among the factors contributing to demotivation, uncertainty about the proper allocation of resources remains at the top. At the same time, the importance of public disclosure of the misuse of funds has grown significantly. The feeling that one's own contribution has insufficient impact remains widespread.

What generally discourages you from participating in philanthropic activities? [Multiple choice]



*Philanthropy is a strategic approach aimed at achieving long-term systematic changes in society. The results of such initiatives are often difficult to measure in the short term, as they are aimed at profound transformations that take time.

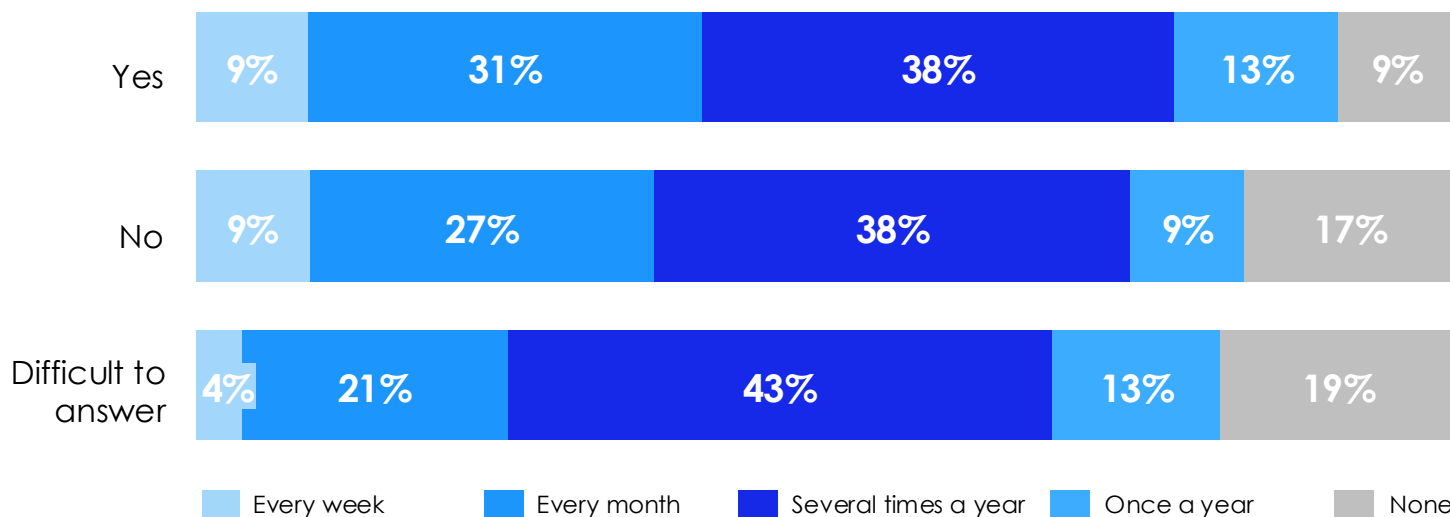
1/5 of respondents experienced emotional burnout from participating in philanthropy, while 2/5 did not. At the same time, burnout is more frequently reported by those who participate in philanthropic activities regularly, such as several times a year or on a monthly basis.

Have you ever felt an emotional burnout from regularly participating in philanthropic activities?



Have you ever felt an emotional burnout from regularly participating in philanthropic activities?

[Distribution by frequency of participation in philanthropic activities]



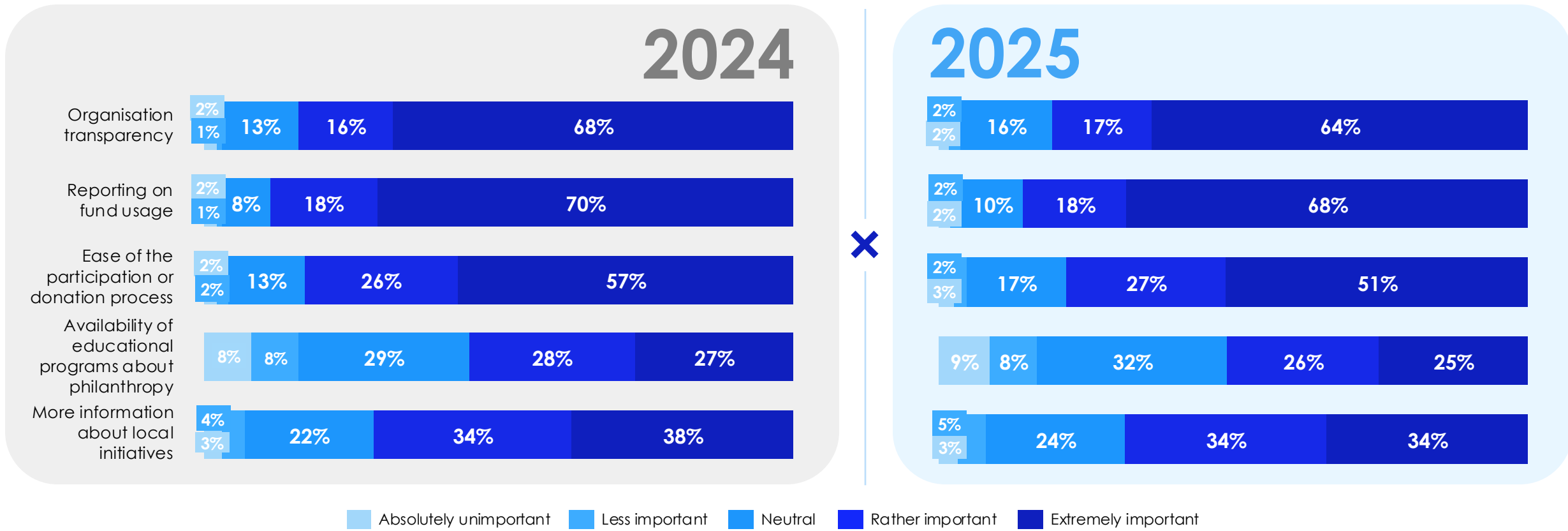
I associate a person who is passionate about something with a bonfire, for example. And if it's a bonfire, it burns very brightly, and you have a tremendous desire... to do something good. It's very scary when you become apathetic and don't want anything anymore. You can't let that happen; you have to constantly recharge yourself with something."

Viktor, 39 years old, Odesa Oblast



The proportion of individuals for whom transparency in organizations and simplicity in the participation process are crucial has decreased. At the same time, the importance of access to information about local initiatives has increased. The degree of importance of reporting on the use of funds and the availability of educational programs remained close to the 2024 level.

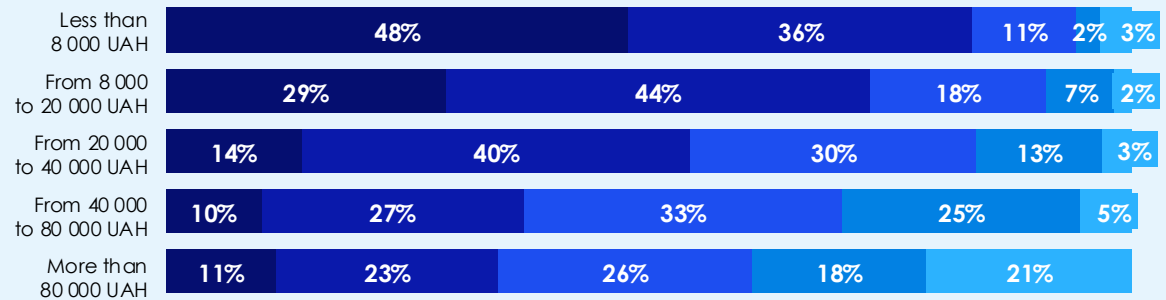
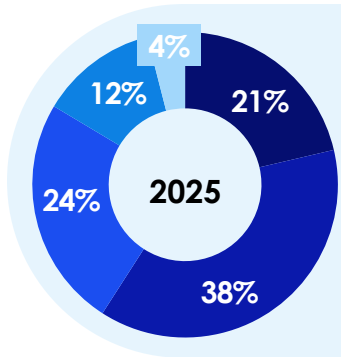
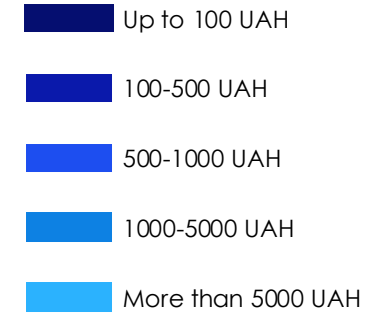
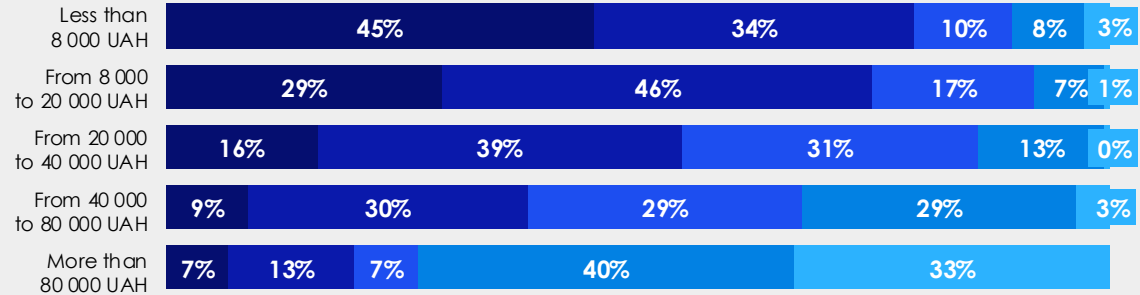
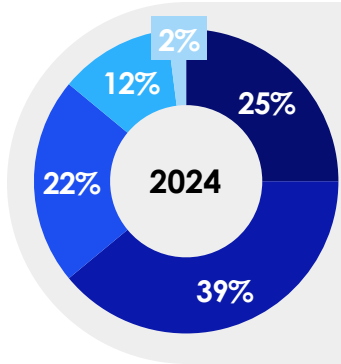
Factors that can reduce barriers to participation in philanthropy.



In 2025, the group with the highest income became more willing to make regular small contributions. At the same time, this group became more inclined to limit the amount of community support. Overall, the correlation between the maximum donation amount and income level increased.

What is the maximum amount per month you are willing to allocate to addressing community needs?

[Distribution by income ^{1,2}]



¹The correlation coefficient between income level and level of willingness to donate to the community in 2024 equals -0.205*, indicating a significant relationship. Based on a sample of 1,352 observations. *P-value is <.001 (two-tailed)

²The correlation coefficient between income level and level of willingness to donate to the community in 2025 equals -0.350*, indicating a significant relationship. Based on a sample of 1,352 observations. *P-value is <.001 (two-tailed)

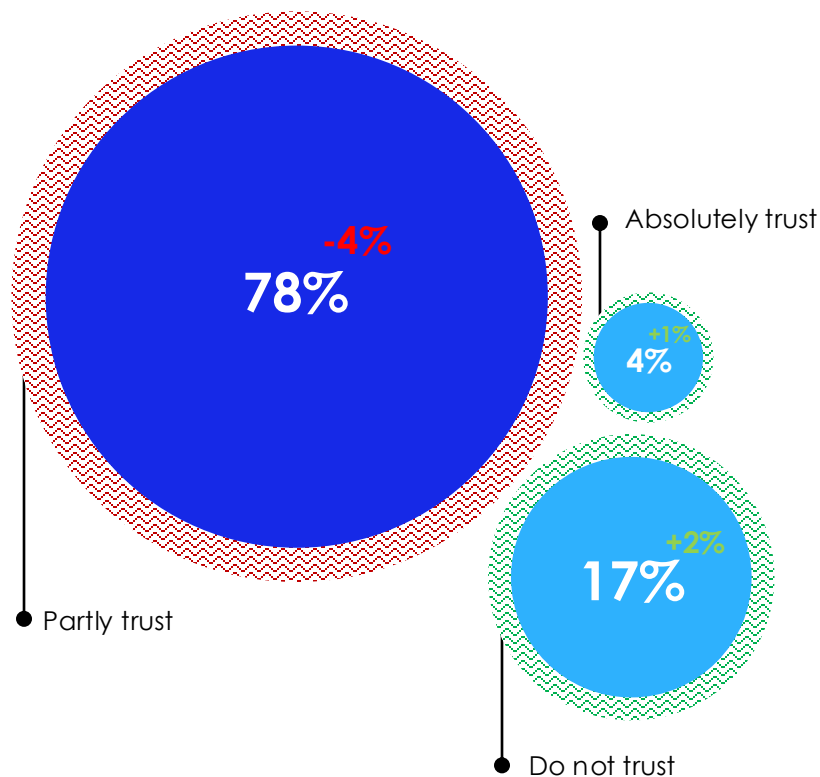
4. Trust and reasons for support



The level of trust in charitable organizations remains high overall, but distrust is growing due to the lack of transparency of these organizations. According to the results of focus group discussions, more people are demanding full accountability and maximum transparency in the circulation of funds.

Do you trust charity organisations?

[Dynamics of responses compared to 2024]



"That's why there is mistrust towards all charities, and most of them may be genuine, but ordinary people simply cannot verify this."

Iryna, 46 years old, Kyiv Oblast



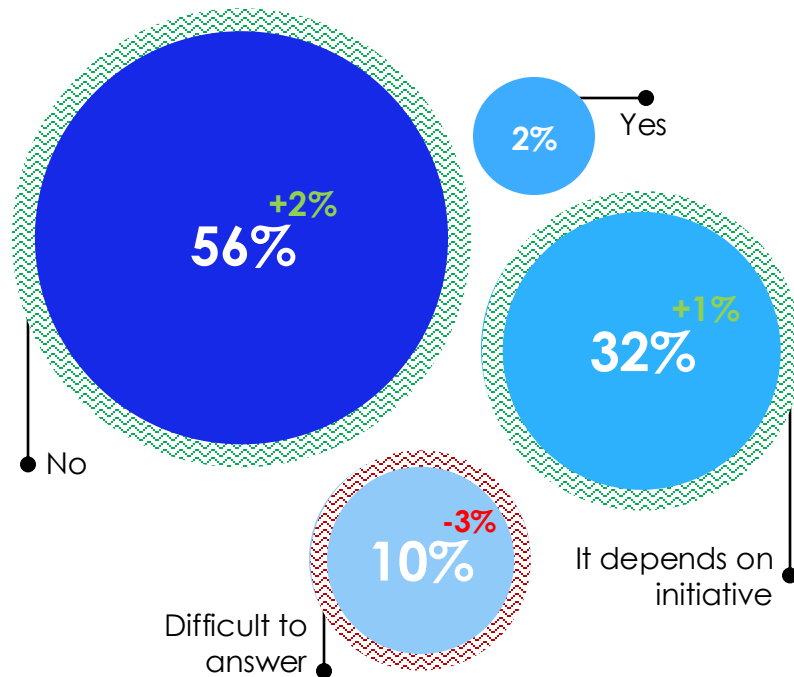
"Now I check very carefully, [...] I only donate to [fundraising] that I have verified myself."

Valeriia, 32 years old, Zaporizhzhia Oblast

The share of those who are not ready to support the organization if they have doubts about its transparency increased by +2% in 2025. The share of responses “depends on the initiative” also increased by +1%.

Are you ready to support an organisation even if you have doubts about its transparency?

[Dynamics of responses compared to 2024]

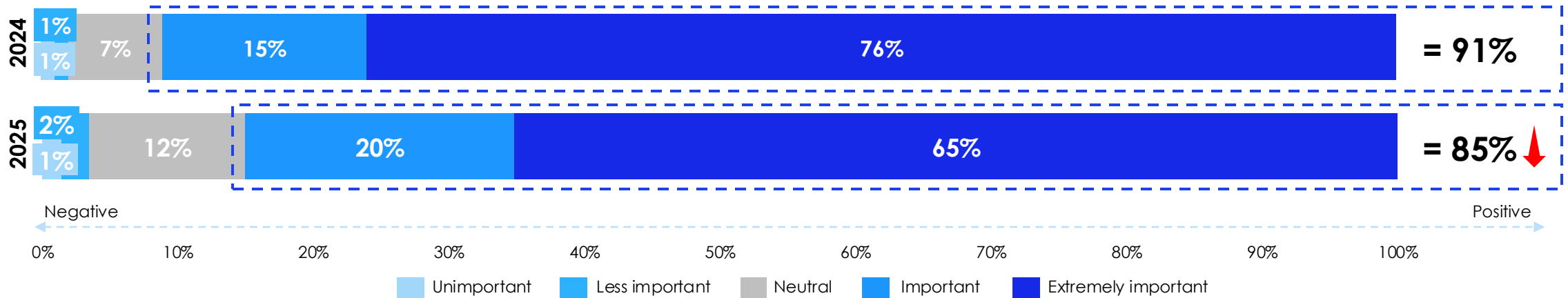


But there are small [fundraisers], such as collecting money for size 48 combat boots for soldiers. It might seem like a trifle to some. But for others, it's the only footwear they have. And if they can't collect enough money for these boots, I have to get involved. So for me, the indicator is: if it's a big campaign, I don't participate, but if it's a small fundraiser, I do participate. Because I understand that this is both a hope for help and, as I would say in Russian, 'not disappointment in other people'."

Nataliia, 51 years old, Chernihiv Oblast

The demand for transparency remains very high, but is becoming less categorical. In 2025, fewer people refer to it as a “decisive” condition. However, the majority still expect transparent reporting and explanations of the use of funds as a basic standard for the activities of organizations.

How important is transparency of the organisation's activities (in particular, reporting on the use of funds and the availability of information about activities) to you?



I believe that this lack of transparency should be eliminated, if possible. That is, when you don't understand what happens to these contributions, where the funds go."

Olena, 42 years old, Kharkiv region



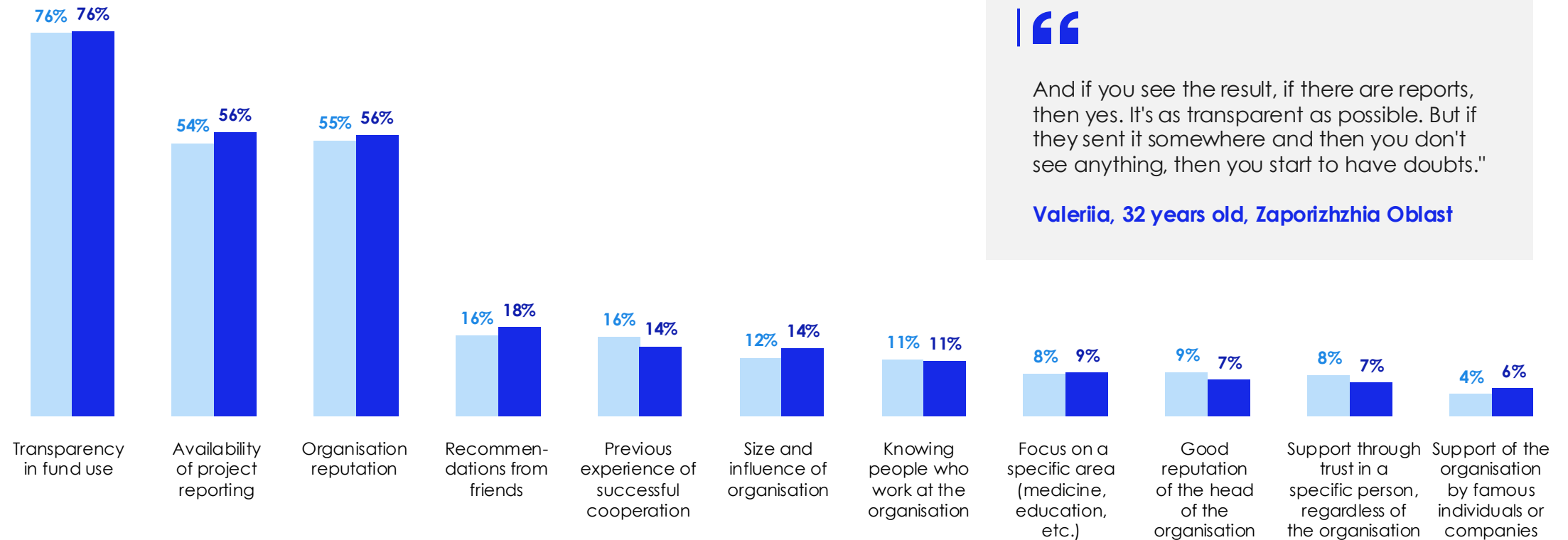
I personally heard these stories there, I don't know how true they are, but they spread very quickly. About how money is not being used for its intended purpose in large funds, how some accounts are being exposed, and other things."

Marta, 19 years old, Lviv region



The key criteria for choosing an organization to support have remained essentially unchanged: transparency in the use of funds, accountability, and the organization's reputation continue to be the most critical factors. At the same time, the role of recommendations from acquaintances and the scale/influence of the organization has increased by +2%.

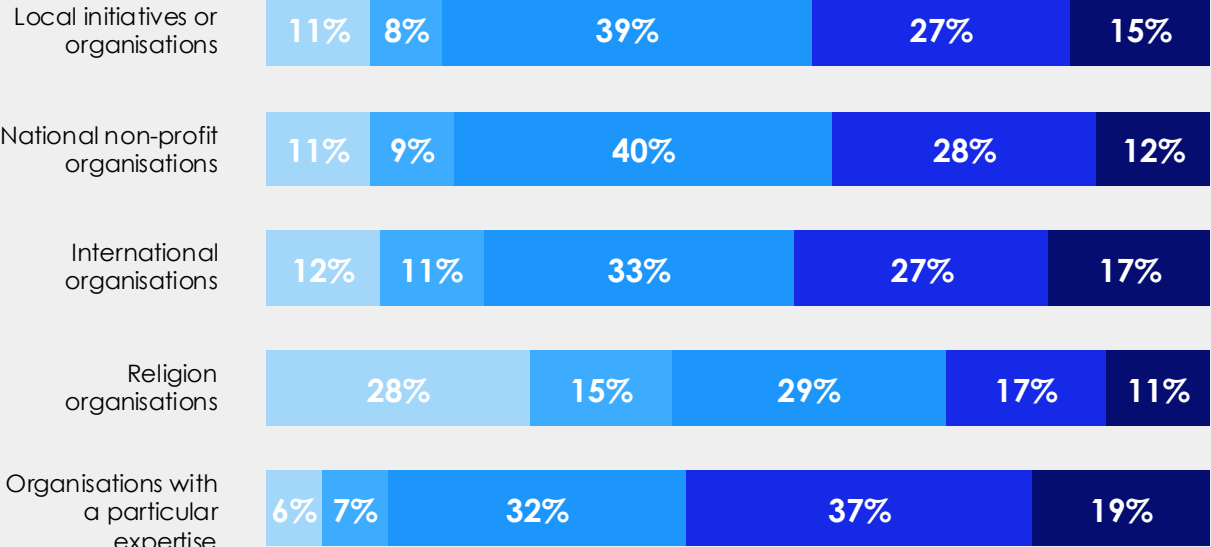
The key criteria when choosing a philanthropic organisation to support it.
 [Multiple choice, up to 3 options]



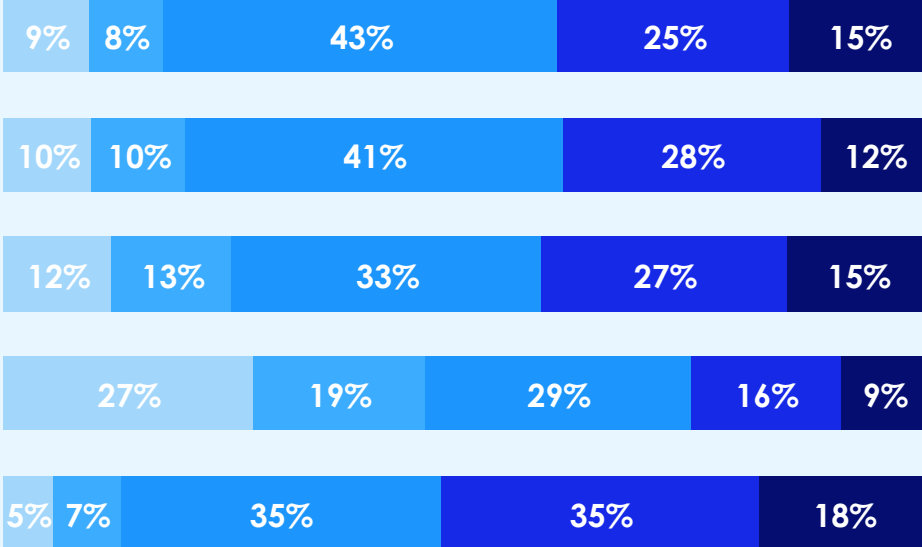
In 2025, the focus remains on organizations working in specific areas and on international organizations as the primary recipients of support.

If you decide to help charities, who will you go to first?

2024



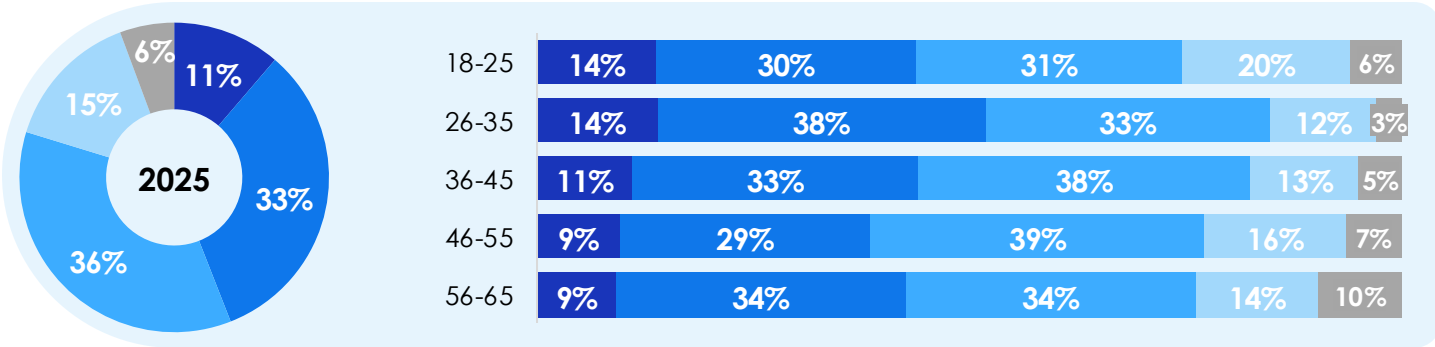
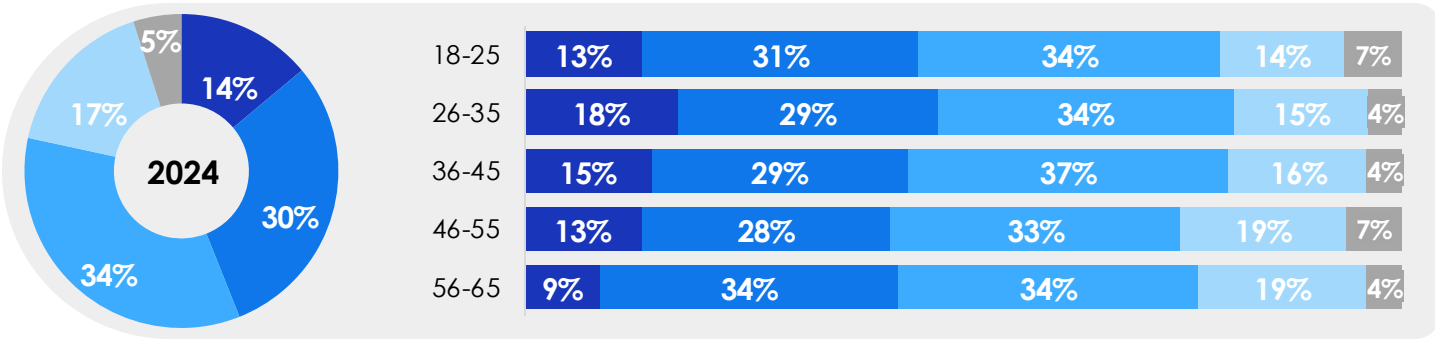
2025



I will not contact | Low priority | Perhaps I will contact | High-priority organisation | Top priority

Younger age groups report more regular contact with philanthropic initiatives on social media, while older respondents report occasional or no exposure to such content more often. This indicates a persistent age gap in communication and engagement channels.

How frequently do you learn about philanthropic initiatives through social media?
[Age distribution]



Always Often Sometimes Rarely Never



Telegram is the most trustworthy in this regard for me. But, of course, that's because I follow these people, I know them... more or less their media activities, and I can trust them, as far as I can tell..."

Yevhenii, 25 years old, Odesa Oblast

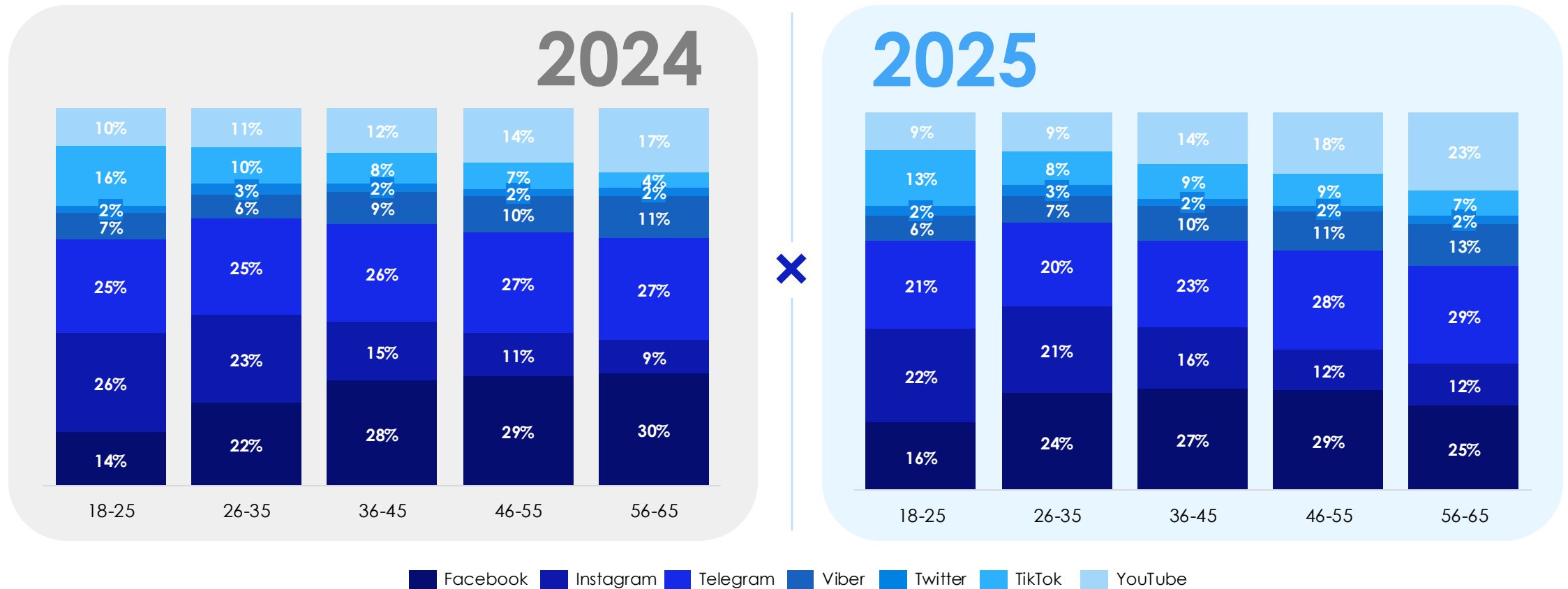


Well, on Telegram... Exactly, except for resources, I'm from Mykolaiv, there is an online publication and a Telegram channel called "No Crime." For example, I know the owners of this publication, they are also in the defense forces. One of them is an officer who was captured at Azovstal, so I trust these people."

Olena, 32 years old, Mykolaiv Oblast

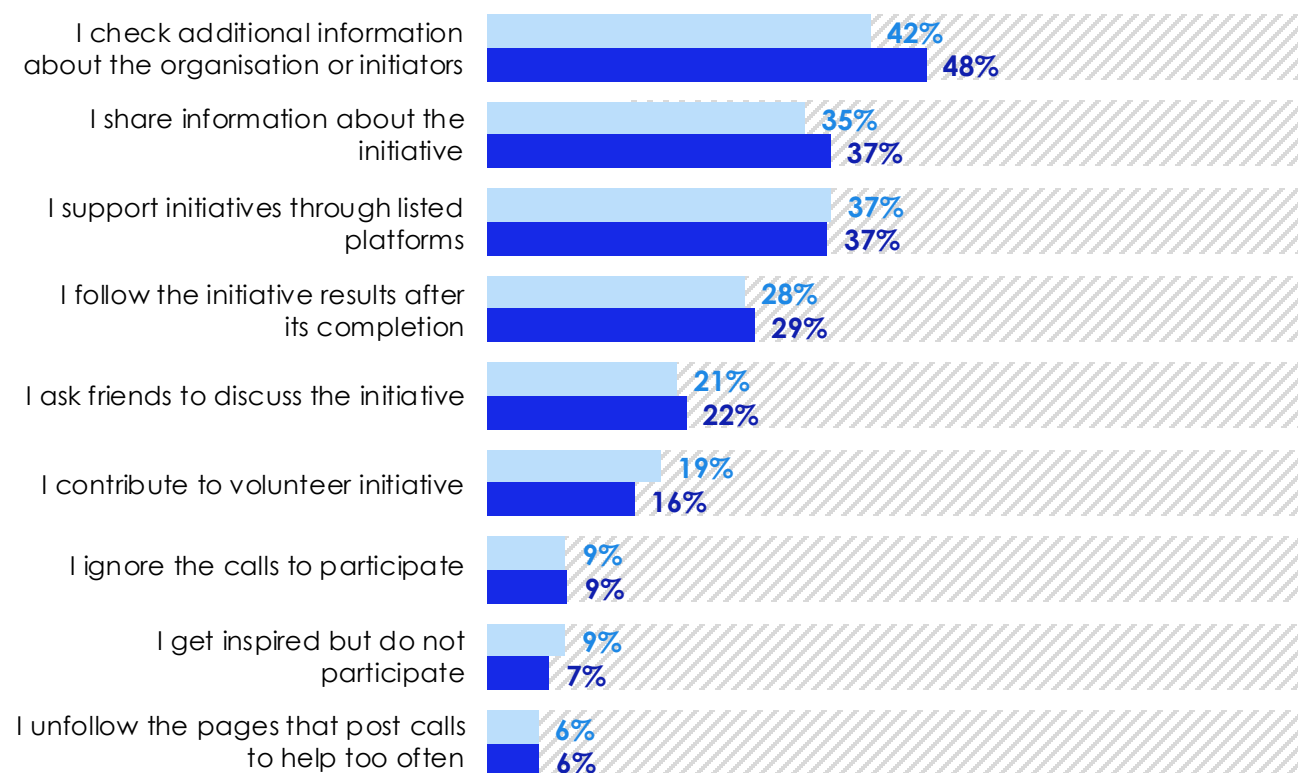
Significant changes are observed mainly among younger age groups: in 2025, respondents aged 18–35 declare a decrease in the frequency of using TikTok and Telegram, while the role of Facebook is growing. At the same time, YouTube's role is growing among the 36–55 age group. It is noteworthy that the share of Facebook is decreasing in the 56–65 age group.

Through which social networks do you most often discover the initiatives you choose to support? [Multiple choice. Age distribution]



The most common response to calls for participation is to verify additional information about the organization or its initiators, as well as to disseminate or support the initiatives.

How do you respond to calls to join philanthropic initiatives on social media? [Multiple choice, up to 3 options]



At the moment, I am only focusing on whether I know these people and whether I am sure that the funds will actually be used for their intended purpose."

Olena, 32 years old, Mykolaiv Oblast



It's also a kind of acquaintance. That is, if it's a fund that I've seen before, for example, reposted by my friends, acquaintances, people I know who are actively involved in volunteer work among my... Followers, even if they are not people I know personally, then obviously I want to get involved."

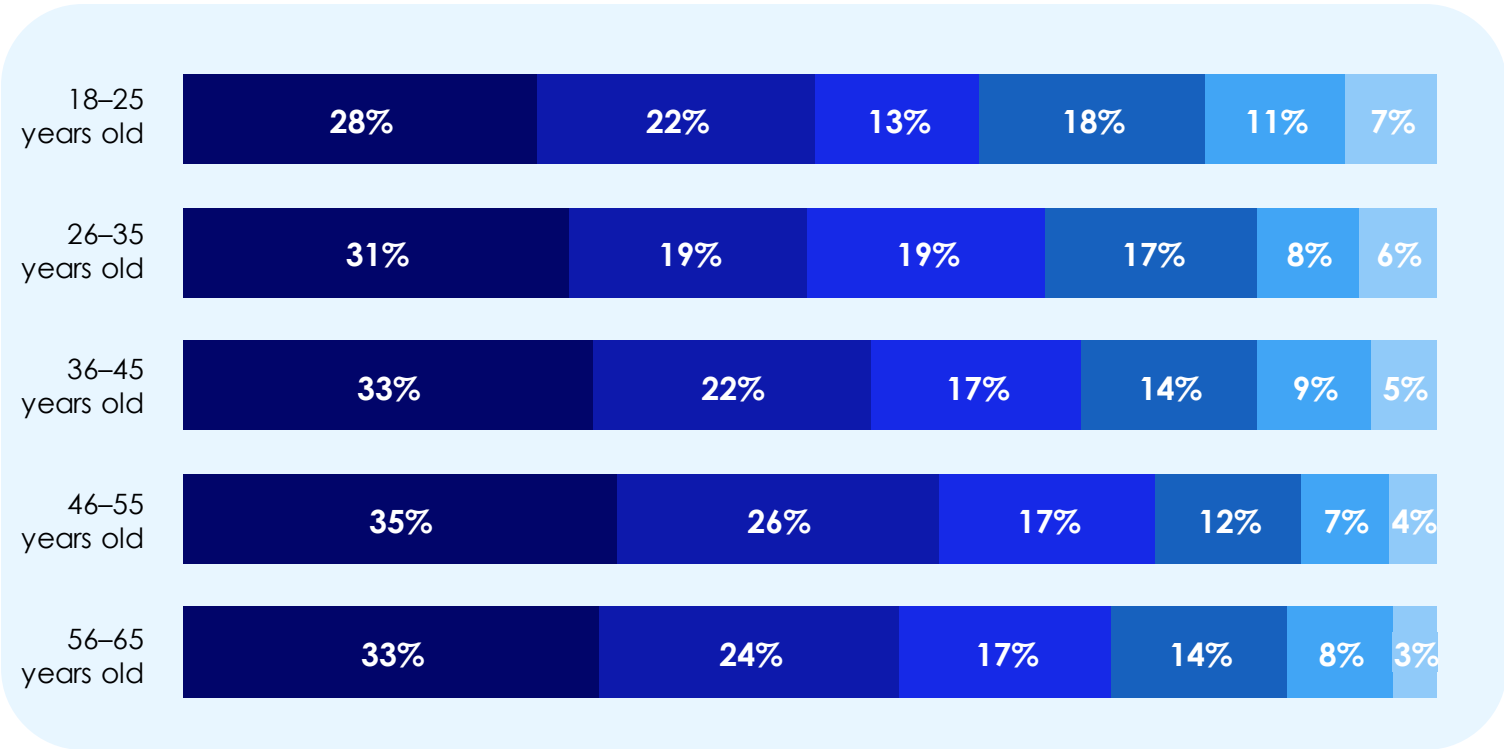
Marta, 19 years old, Lviv Oblast

Appeals containing specific facts and statistics remain the most persuasive, while stories with personal appeals and emotional elements tend to work as additional triggers for engagement rather than primary ones.

Which calls for participation in philanthropy attract your attention the most? [Multiple choice]



Which calls for participation in philanthropy attract your attention the most? [Multiple choice. Distribution by age group]

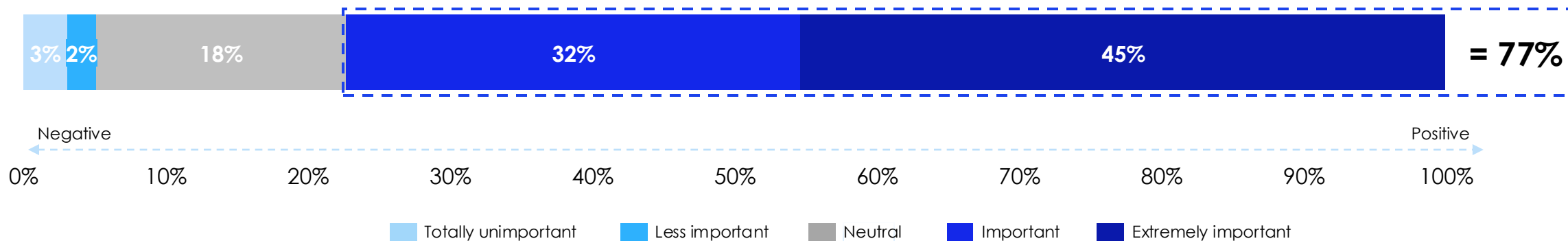


5. Philanthropy's role in social development



Most respondents consider philanthropy important for Ukraine's development. According to the results of focus group discussions, most respondents view it as a massive contribution to the future.

To what extent is the role of philanthropy important for Ukraine's development?



Philanthropy [...] is a direct investment in the future, in my future, in the future of my community, and in the future of my children, respectively."

Marta, 19 years old, Lviv Oblast



My desire is for my children to live in a better world, and I am doing everything I can to make that happen."

Olena, 32 years old, Mykolaiv Oblast



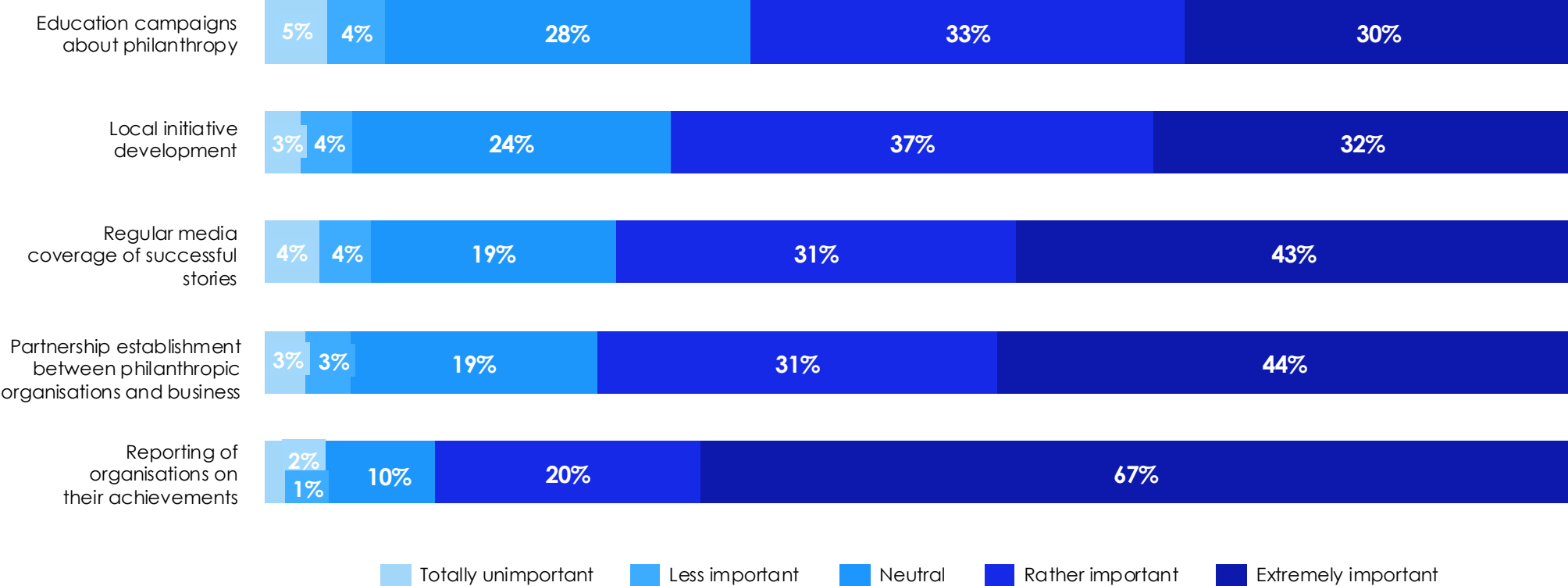
Philanthropy... It's not a cure-all, but it significantly enhances what we can achieve..."

Andrii, 19 years old, Sumy Oblast



Respondents consider transparency and accountability of organizations, establishing partnerships between charitable initiatives and businesses, and systematic coverage of success stories in the media to be the most important areas for developing a culture of philanthropy.

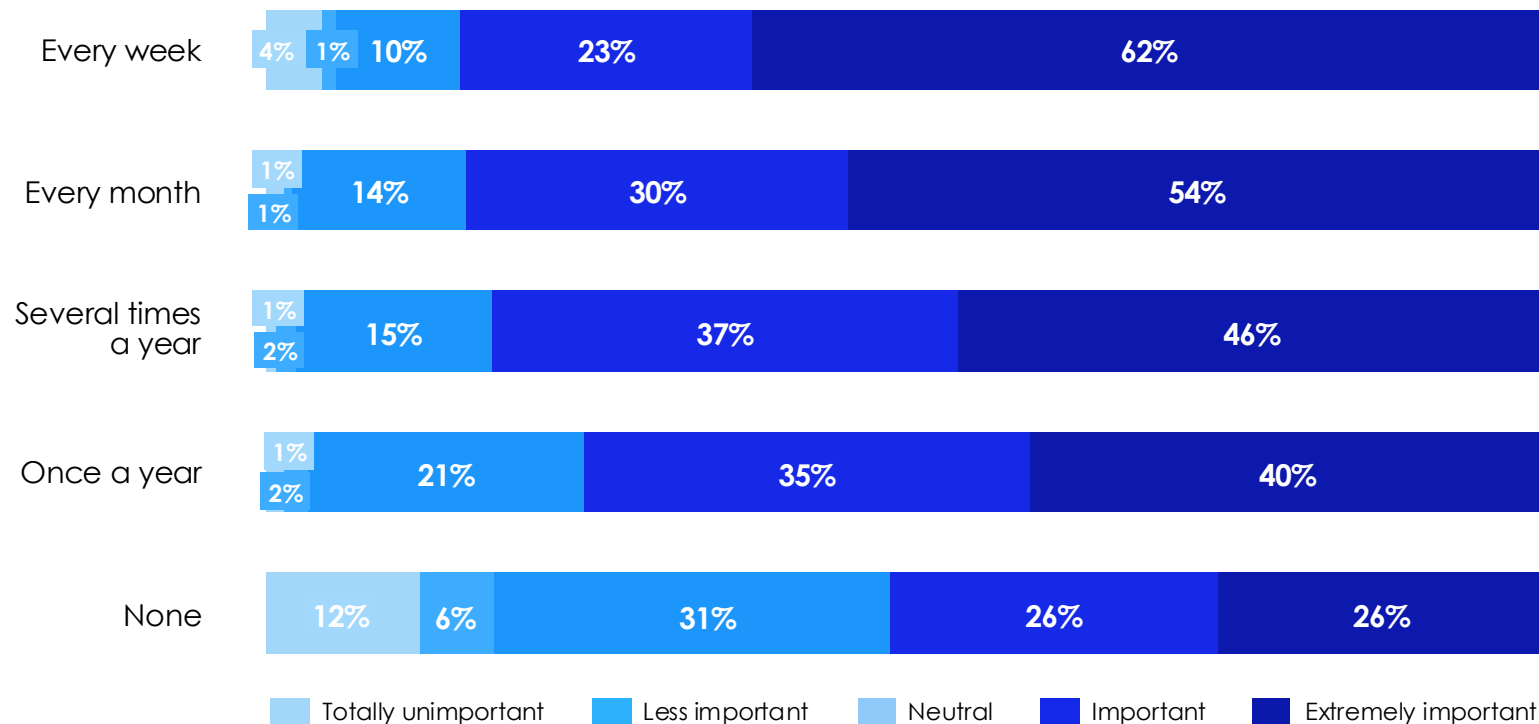
The importance of events for the development of the culture of philanthropy in Ukraine.



Awareness of the importance of philanthropy for Ukraine's development correlates directly with the frequency of personal involvement: those who regularly engage in philanthropic practices are much more likely to consider its role critically important, while among those who do not participate, the proportion of neutral and skeptical assessments is increasing.

To what extent is the role of philanthropy important for Ukraine's development?

[Distribution by frequency of participation in philanthropic activities]



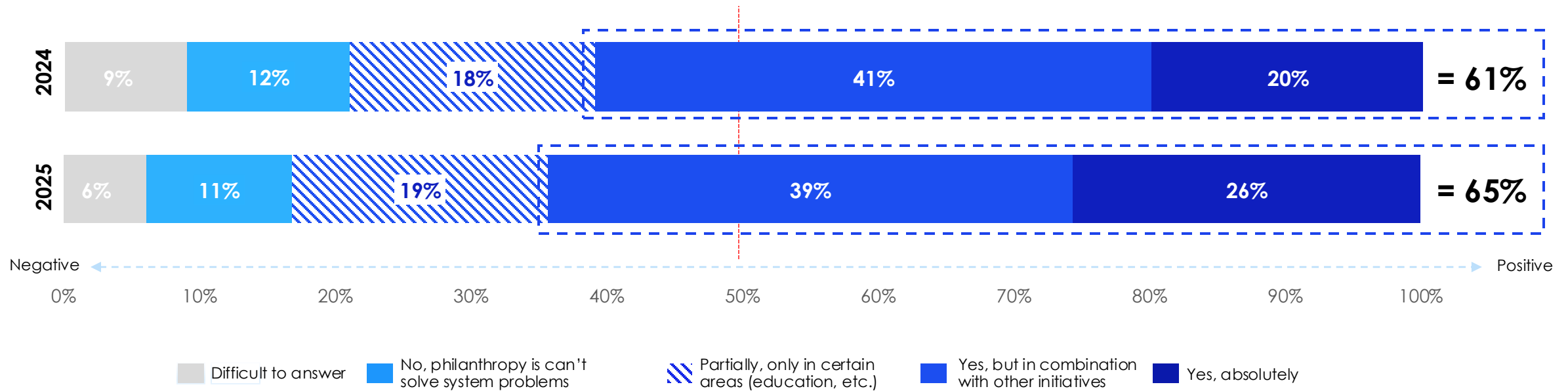
We need to involve as many people as possible, and then the world around us will change, because people themselves will gradually change due to the fact that they... will not only focus on themselves, but also on the need to help others. And then your soul develops, and the world becomes better, and the people around you become better. So, I think this is a very powerful direction that we really need to work on."

Viktor, 39 years old, Odesa Oblast



In 2025, the share of respondents who believe that philanthropy can significantly influence the resolution of social problems increased by 4%, with the majority continuing to perceive its effectiveness primarily in combination with other initiatives rather than as a self-sufficient tool.

Can philanthropy have a significant impact on solving social problems in Ukraine?



6. Recommendations

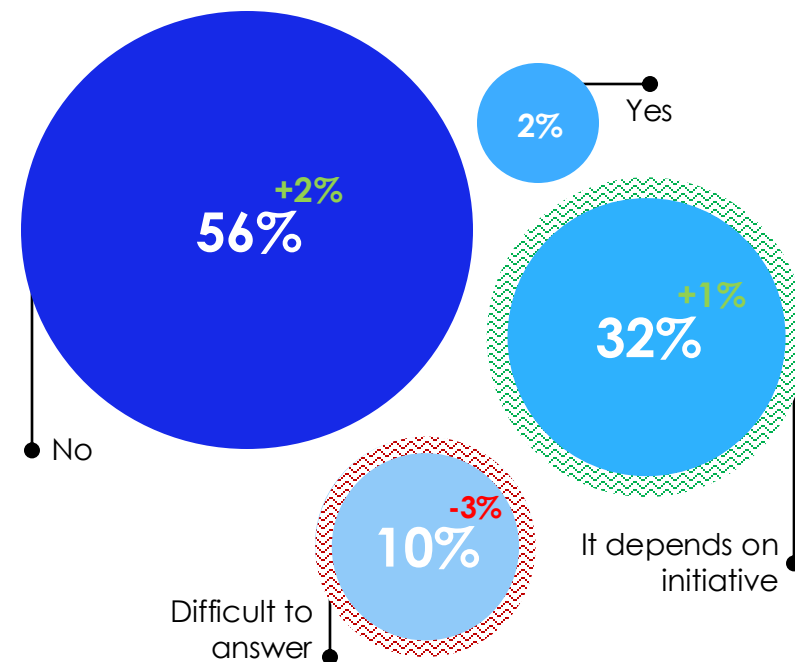


Enhancing transparency and accountability as a condition for engagement

Participation is becoming more cautious, and decisions to support are made based on trust. Organizations should implement concise, regular, and visually clear reports on resource utilization and the results achieved. This lowers the barrier to entry and restores confidence in the appropriateness of contributions.

Are you ready to support an organisation even if you have doubts about its transparency?

[Dynamics of responses compared to 2024]



+25%

Respondents declare **demotivation** to participate due to publicity about the **misuse of funds**.

76%

Respondents consider **transparency in the use of funds** to be **key** when choosing a philanthropic organization to support.

Variable models of participation with low resource load

Given the decrease in the regularity of financial support and the growth of resource fatigue, “small steps” participation formats are becoming increasingly effective, including small regular contributions, one-time participation in charitable activities, and short volunteer tasks. It is essential to show that even small participation matters.

Have you ever felt an emotional burnout from regularly participating in philanthropic activities?

21% Yes

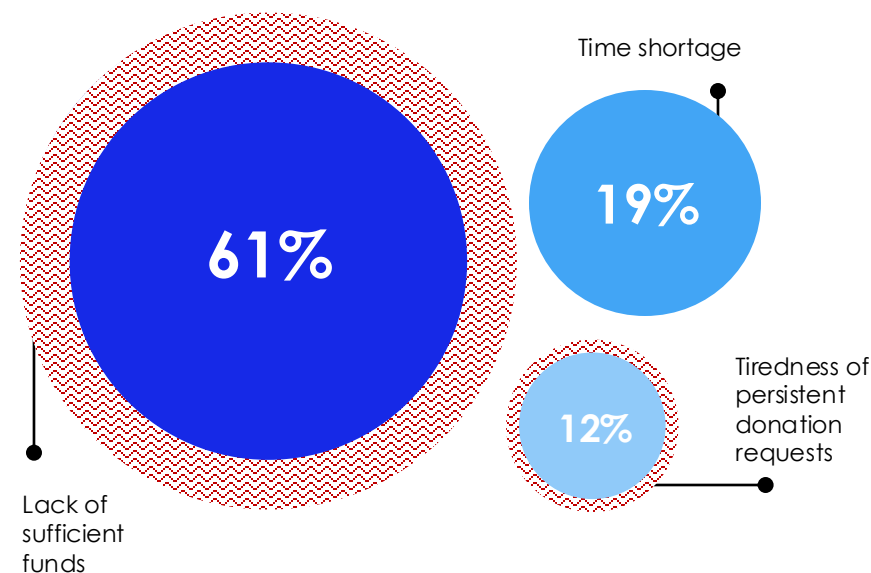
43%

No

36% Difficult to answer

Which obstacles prevent you from participating in philanthropy?

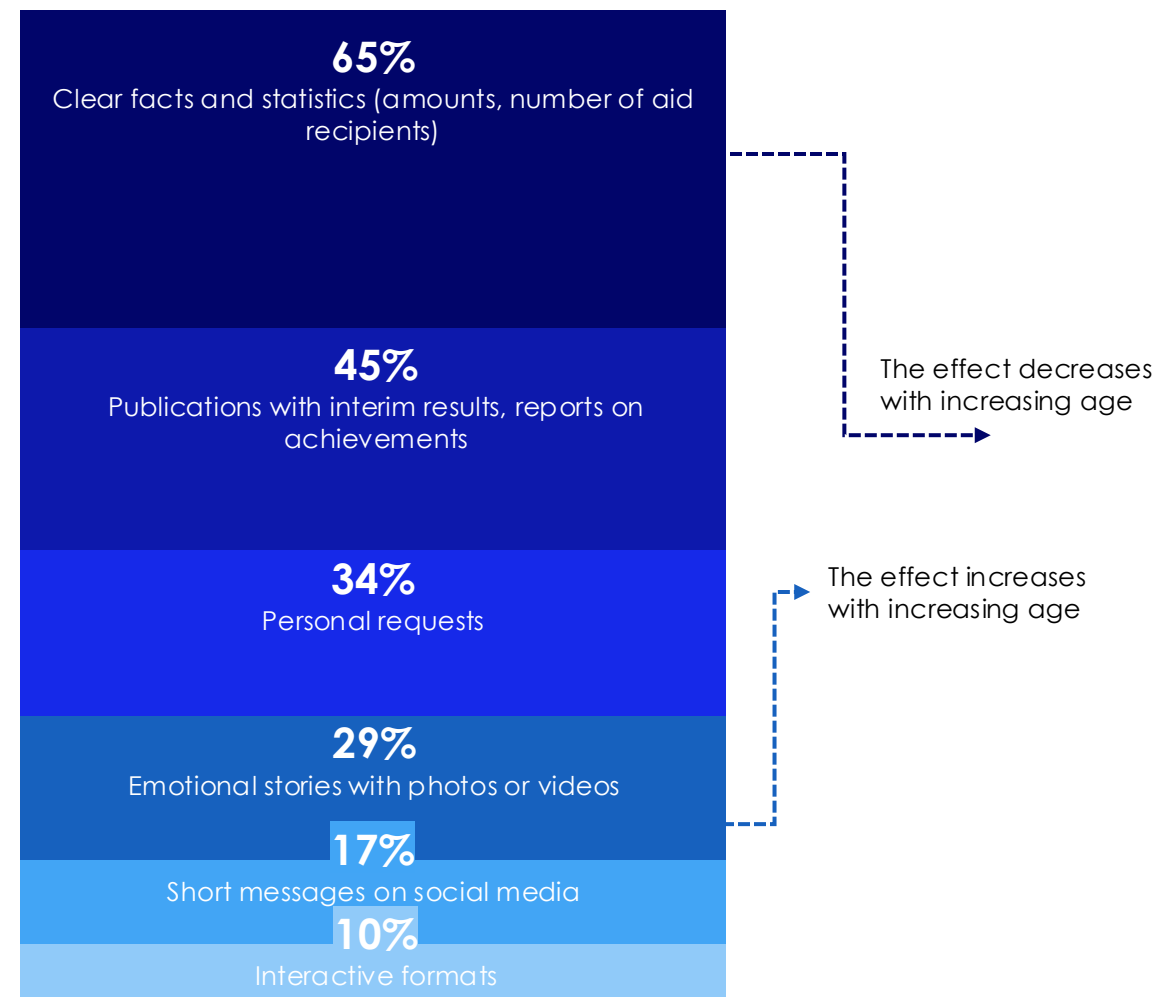
[Multiple choice. Dynamics of responses compared to 2024]



Adapting communication to age groups and channels of influence

Younger groups respond more effectively to short emotional messages on social media, while older groups respond better to reasoned messages with results and explanations. Using a single universal channel reduces reach. Separate targeting by age is necessary.

Which calls for participation in philanthropy attract your attention the most? [Multiple choice]

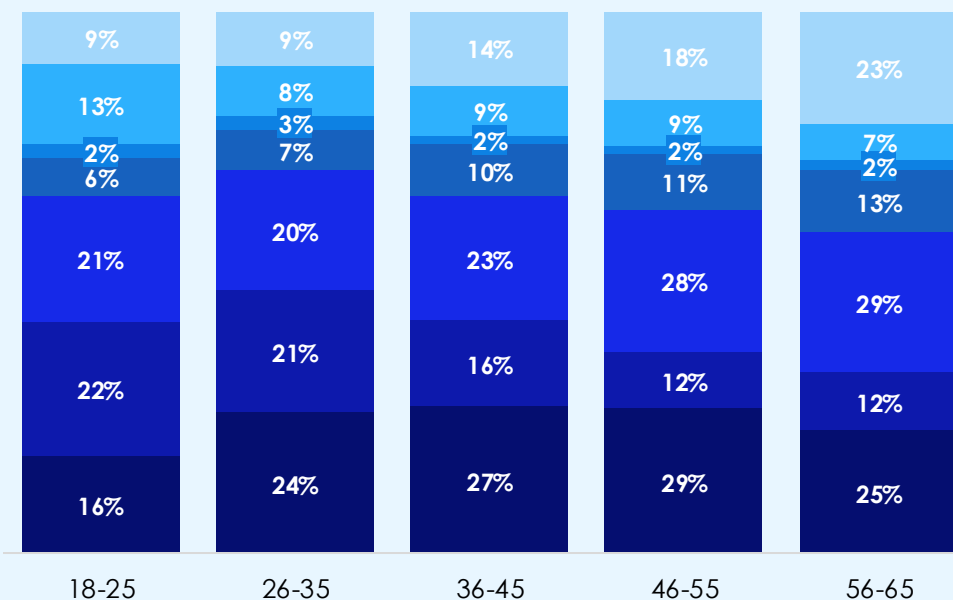


Adjusting communication channels for different age groups

Younger respondents (18–35) are more likely to learn about philanthropic initiatives through TikTok and Telegram and respond to short, dynamic messages. Among the 36–65 age group, YouTube is playing an increasingly important role, with explanations, arguments, and demonstrations of results expected. Using a single universal channel reduces reach and effectiveness, so it is necessary to differentiate communication formats by age.

Through which social networks do you most often discover the initiatives you choose to support? [Multiple choice. Age distribution]

2025



Facebook Instagram Telegram Viber Twitter TikTok YouTube

About us



National Network of Local Philanthropy Development



**NATIONAL NETWORK
OF LOCAL PHILANTHROPY
DEVELOPMENT**

**National network of local
philanthropy development
(Philanthropists)** – a network

organisation uniting local organisations across Ukraine working under the community fund model. Our mission: developing social capital and a culture of philanthropy to ensure the sustainable development of communities in Ukraine.



We support network members through:

- **Capacity building & support** – developing the capacities of network members through training programs, exchanges, grant programs, etc.
- **Communications** – coverage of network members' work at the national and international levels.
- **Financing** – regranting to local programs and direct assistance with finding funding for network members.
- **Advocacy** – development and implementation of a national advocacy strategy to protect the interests of community foundations.
- **Building a favourable environment for philanthropy development** – conducting research and promoting philanthropy culture in Ukraine.



DataDriven provides research and consulting service that help work much more effectively



DataDriven – a generalist consulting agency...

Research

Based on our many years' experience in collecting, analyzing and interpreting data, as well as in creating recommendations for public and private stakeholders.

Consulting

Apply in-depth knowledge of Ukrainian civil society, politics and business for the benefit of our clients. To pave the way for the world to Ukraine, and for Ukrainian enterprises to the world.



...with a particular expertise in private and public sectors...

Our research involves:

- **Overview of international development projects in Ukraine** (February, 2025)



- **Ukrainian cybersecurity market** (January, 2025)



- **Ukrainian defence tech market** (September, 2024)



...advising a wide range of clients:



International donor organisations

(Assessment, monitoring and analysis to gain market insights, social changes and the effectiveness of strategies)



Associations & Unions

(Economic and market research, market assessment)



Non-profit organisations

(Comprehensive social and research, communication support, hypothesis validation, access to funding)

