

# Increasing citizen investment in sustainable CSOs: Latvian survey results

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# Civil society in numbers

✓ **24 713 organizations**

✓ 12 189 financially active organizations

✓ **2 884 organizations with public benefit status**

✓ **31 676 employees**

✓ € 461,5 million overall income

✓ € 461,8 million overall expenditure

✓ € 62,5 thousand paid in taxes

✓ **€ 104,4 million salary fund**

\* 12.10.2020. data from State Revenue Service

# Civil participation in numbers

- ✓ Participation in CSOs – 5,1% (average in EU 15%)
- ✓ National minorities' participation in CSOs – 8,4%
- ✓ Youth participation in CSOs – 17%
- ✓ Participation in volunteering – 9%
- ✓ Participation in elections: Latvian parliament 54,56%, local government - 50,39% (Riga City Council emergency elections – 40,58%), European Parliament - 33,53%

# Fun facts about CSOs

- ✓ women
- ✓ with higher education
- ✓ 40-60 years old
- ✓ from Riga
- ✓ financially secured
- ✓ from a large family
- ✓ average earnings in bruto – € 653
- ✓ Latvian
- ✓ Jeļena, Svetlana, Tatjana, Inese, Dace \*

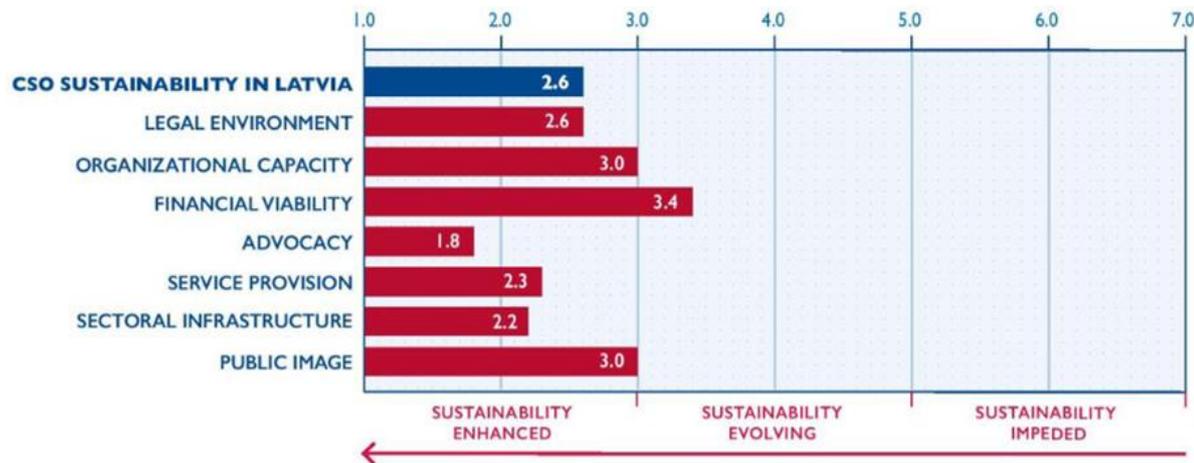


# Sustainability INDEX

## LATVIA

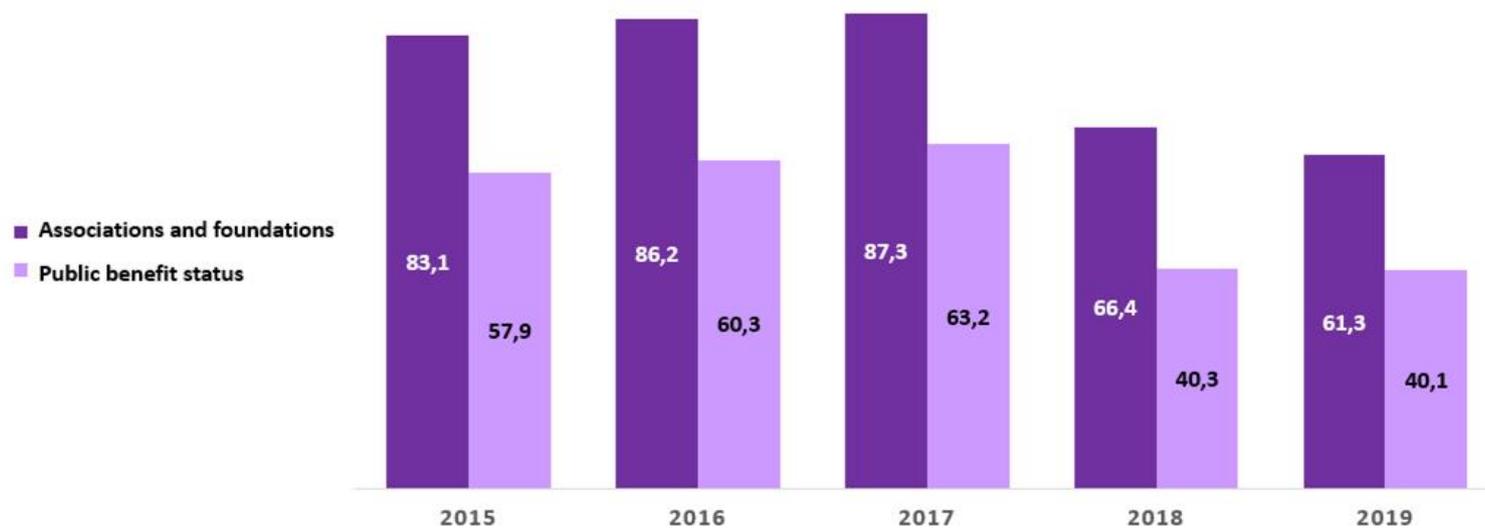
Capital: Riga  
Population: 1,881,232  
GDP per capita (PPP): \$27,700  
Human Development Index: Very High (0.854)  
Freedom in the World: Free (89/100)

### OVERALL CSO SUSTAINABILITY: 2.6



# Donations

Total donations, miln. EUR \*  
(SRS; annual reports of associations)



Data source: State Revenue Service. \* Source of information: annual reports of associations and foundations for 2014-2019 (Cabinet Regulation No. 808 of 3 October 2006 "Regulations on the Annual Report of Associations, Foundations and Trade Unions accounts").

# Donations

€ 61,3 million of the total revenue of € 461,5 million

According to the data provided by CSOs in annual reports, most popular areas supported with donations are:

- ✓ **sports,**
- ✓ **charity,**
- ✓ **culture,**
- ✓ **education,**
- ✓ **improvement of social welfare.**

Data show that in 2018 the following areas have experienced the biggest drop in donations: **charity (- 31%), culture (- 30%)** and **sports (- 29%).**

# Donation forms

Type of donation	Conditions	Covid-19
Money	Companies and individuals can receive tax credits if they donate to public benefit organizations	Increased threshold of donation to mitigate the negative effects of the crisis
Goods	Value added tax (VAT) must be paid from the cost of the goods donated  Food donation is allowed	An exception of VAT made during state of emergency  In future it will be possible to donate food directly to end consumers
Services	Companies must pay VAT from the cost of pro-bono services donated	-
Voluntary work	Volunteers can be employed by CSOs, state and local government institutions, political parties	-

# Donation initiatives in Covid-19



# Survey data summary



Motivation for investments: **determination that CSOs do valuable work**

Most effective communication tool to attract support: **social media**

Most favorite form of supporting CSOs / Most popular received support forms: **donating time and money**

# CSO perspective in Latvia

- **40% think improvements in regulation are needed to increase support to CSOs**
- 47% CSOs receive donations irregularly, 22% never
- Most CSOs receive donation of services (83%)
- Most donations received in dedicated campaigns or seasonal campaigns (e.g. Christmas)



Most CSOs have irregular  
1-3 volunteers, with  
volunteering time <25 hours



55% CSOs think more  
information is needed for  
CSOs to receive material  
donations.

# Individuals' perspective

**60% make financial donations to CSOs irregularly.** Up to €25 (32% respondents)

**43% need easy-to-understand information from CSOs about how to donate,** 21% need easier ways to make donations



Most preferred means of donating: dedicated campaigns (24%), donation boxes (23%)

Most make material donations irregularly (37%), **50% of material donations are services**

Most volunteer irregularly (38%), volunteering up to 25 hours per year.

**45% need easy-to-understand information from CSOs about how to volunteer,** 28% need easier ways to volunteer (e.g. centralized platform for volunteering).

# Business perspective

36% say no changes are needed for them to donate to CSOs

36% need easier-to-understand information on making donations (e.g. tax breaks)



**64% donate money irregularly**

**71% lack information on how to make material donations to CSOs**

Company employees volunteer irregularly (43%)

**50% lack information on how to engage in volunteering in CSOs**

**50% need easy-to-understand information and easier access** (e.g. centralised platform for volunteering in CSOs)

64% did not know whether volunteering of company employees will be affected by Covid-19

# Covid-19 impact: CSO perspective



Majority of CSOs (47%) think that due to Covid-19 impact on economies, **donations will decrease** or the **situation is still unclear** (36%),



Covid-19 likely to impact volunteering and donation of materials less than financial donations: **30% CSOs think there will be no difference in volunteering, 25% - on material donations.**

# Covid-19 impact: individuals' perspective

- ➔ Uncertainty about Covid-19 impact on their donations: **46% say they do not know whether they will donate more or less, or the same amounts.**
- ➔ Smaller Covid-19 impact on volunteering than for financial donations: **43% say their volunteering will not change**, but 33% are unsure.
- ➔ Material donations less affected by Covid-19: **51% respondents said their material donations to CSOs will not change.**

# Covid-19 impact: Business perspective

- ➔ **64% did not know whether volunteering of company employees** will be affected by Covid-19.
- ➔ **71% say they do not know how their material donations** to CSOs will be affected.
- ➔ Stronger potential Covid-19 impact on donations: **57% say they do not know** due to uncertainty about company's finances.

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