

CZECH CORPORATE GIVING 2024 – challenges and opportunities

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CZECH CORPORATE GIVING

There are a total of **496 corporate foundation entities** in the Czech Republic (465 in 2022), of which:

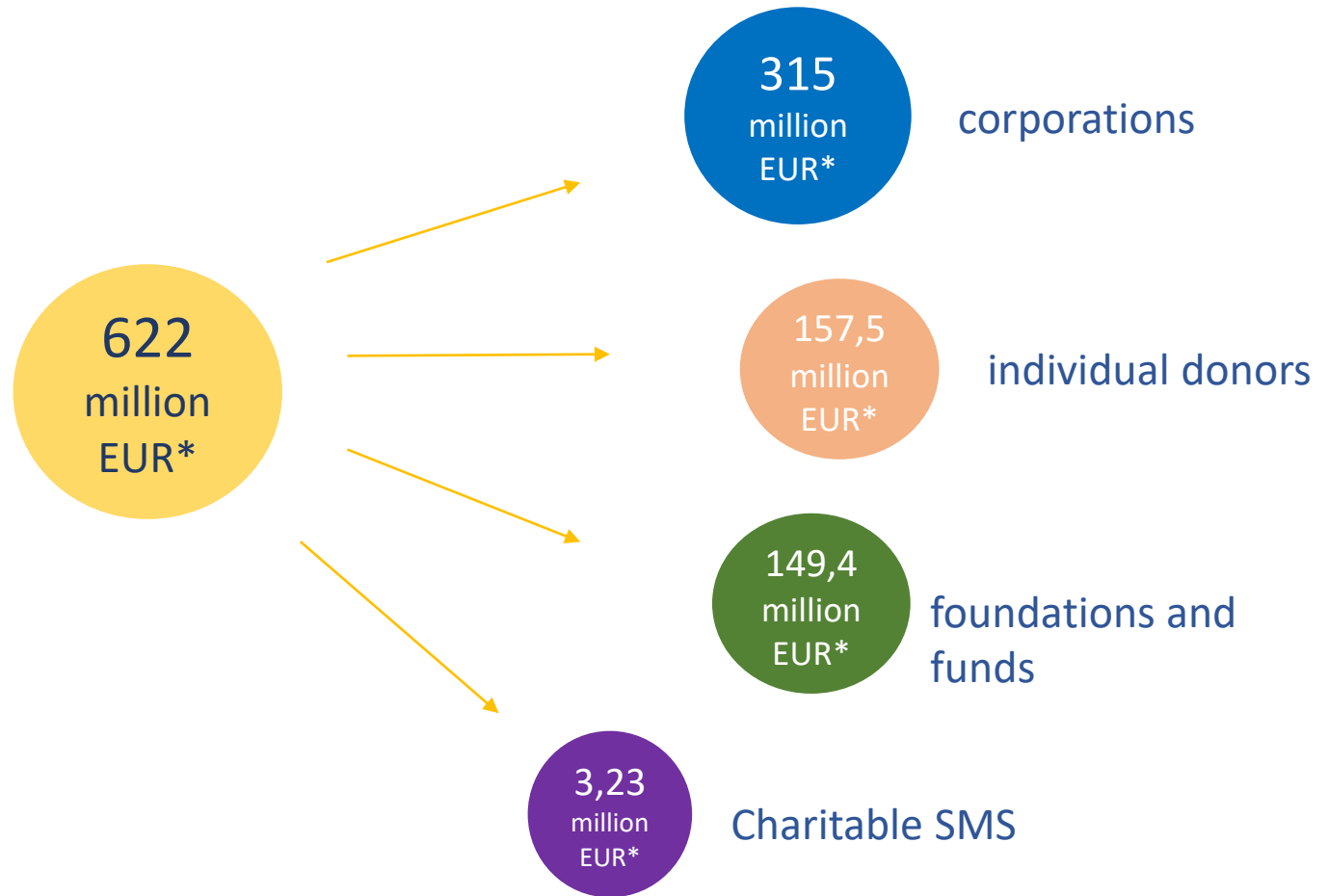
- **142 foundations**
- **354 funds without endowment**

In 2022 corporate foundations and funds distributed almost **57,4 million EUR*** (35 million EUR* in the previous year)

The largest corporate foundation is the NADACE ČEZ (distributed almost 8,89 million EUR*)

* Exchange rate: 1 EUR = 24,760 CZK

Investment for public benefit



* Exchange rate: 1 EUR = 24,760 CZK

THE IMPACT OF THE CURRENT SITUATION ON THE FUNDING OF NON-PROFIT ORGANISATIONS – CDF analysis

A total of **41.6%** of organisations currently experience a **decline in donations from corporations or individuals**

The donations from corporations or individuals are **the main source of funding** for 8 out of 10 organisations

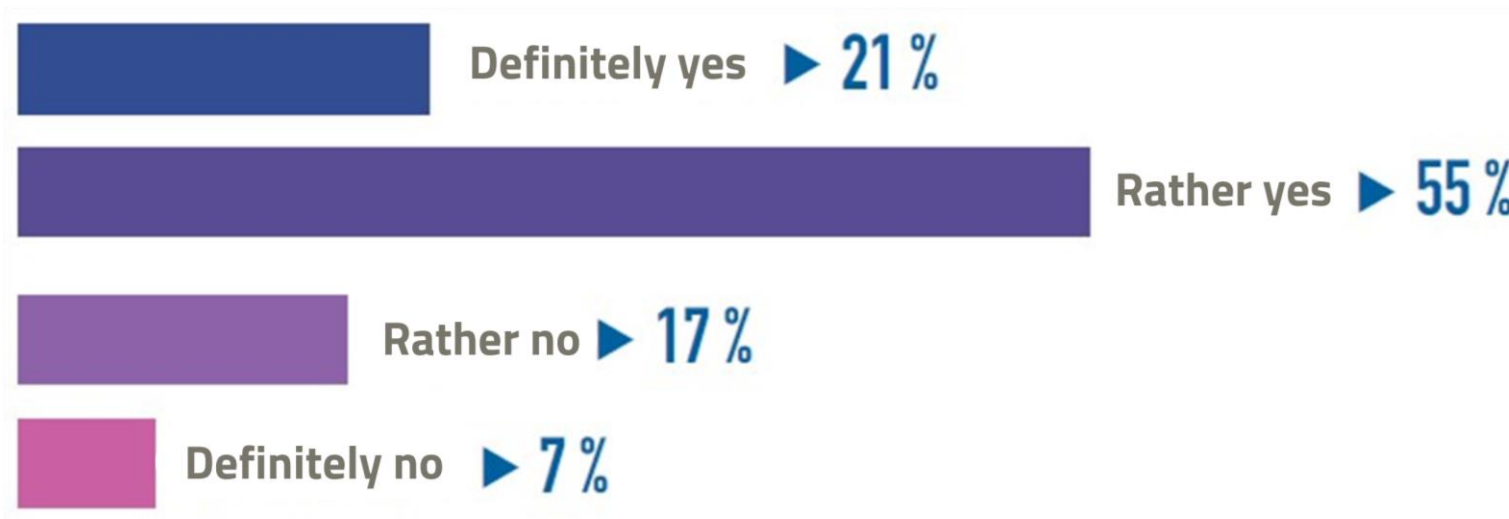
A total of **19.1%** of organisations were affected by a **simultaneous decline in individual and corporate donations**

Almost **¾ of organisations** (73%) are currently taking action to counteract the decline in income by:

- looking for new sources of income and opportunities
- changing marketing communication
- focusing on their own additional gainful activities

CORPORATE SOCIAL RESPONSIBILITY public poll

Should the support of the public benefit sector be a part of corporate activities?



A total of **50%** of employees report that their corporate does public benefit activities

A total of **33%** of employees participate in activities organised by their employer



CORPORATE SOCIAL RESPONSIBILITY

public poll

For **53% of people** (63% in 2022) is important, whether a corporate behaves in a socially responsible way when making purchasing decisions, for women, it is often more important

For **48% of people** (the same as in 2022), a corporate socially responsible activity is a reason to recommend a brand

The importance of corporate social responsibility decreases with increasing age and is most important for younger people (18-29 years old)

People's sympathy for corporate is mostly increased by the corporate's support of **healthcare** (60%), while almost half of the people (49%) are also positively influenced by **the support of children and youth, the environment** or support in the **social and humanitarian** field



MAP of Giving 2023



CHALLENGES FOR 2024