

A Cross-Cultural Analysis of Charity Organizations in England and the Czech Republic

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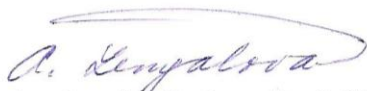
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ABSTRAKT

Tato bakalářská práce se zaměřuje na charitativní organizace v Anglii a v České republice. Zabývá se způsoby jejich financování a vztahy s veřejností, která má na jejich financování velký podíl. Cílem této práce je seznámit čtenáře s metodami získávání finančních prostředků, pro které se používá termín fundraising, a způsobů, kterými se charitativní organizace dostávají do povědomí.

Praktická část je založena na dotazníku a analyzuje, jak úspěšné tyto organizace jsou z pohledu veřejnosti. Pro tuto analýzu jsou vybráni respondenti z obou zemí a výsledky výzkumu jsou srovnány. Vyjadřují úspěšnost charitativních organizací při využívání poznatků z teoretické části v praxi. Strategie, které tyto organizace volí pro získávání podpory z řad veřejnosti, jsou zde zhodnoceny právě od obyvatel jednotlivých zemí.

Klíčová slova:

Charita, charitativní organizace, fundraising, získávání financí, public relations, Česká republika, Anglie

ABSTRACT

This bachelor thesis focuses on charity organizations in England and the Czech Republic. It deals with all kinds of funding and with public relations because the public is the important part of their financing. The aim of this thesis is to make readers familiar with ways of securing money, which is called fundraising, and with methods which helps charity organizations to be more visible.

The practical part is based on a questionnaire and analyzes success of these organizations from the perspective of the public. For this analysis the respondents are chosen from both countries and the results of this research are compared. They express success of charity organizations in usage of theoretical knowledge in practice. Strategies which these organizations choose for getting the support of members of the public are evaluated directly by inhabitants of each country.

Key words:

Charity, charity organization, fundraising, securing money, public relations, Czech Republic, England

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INTRODUCTION

Philanthropy and social feeling has always been a part of every person. People with empathy wanted to help those who needed it. One of the main organizations which were giving a helping hand was charity. It had a very important role in the society. Nowadays in current economic situation there are more and more people who get in troubles. And still, charity organizations are here to provide services which can help. The number of them continues to grow as well. We cannot forget also on animals and nature which is constantly polluted. All of these have to be protected somehow and some charities are hardly trying to reach it.

I am writing about a cross-cultural analysis of charity organizations in England and the Czech Republic because I want to specify differences between the roles of charities in today's society. I am focusing on people. I have chosen this topic because I think it is really important to help and when I visited England and saw people's attitude to charities I was amazed. They have charity items nearly everywhere and people have many opportunities to support it. So when there are so many ways why we do not help? Probably we do not have any possibility to help, maybe we do not have enough information, or we do not know where we should help, we cannot decide who deserves our help most. Maybe it is just about charities which are giving not enough information about their existence and their activities.

The first chapter of the theoretical part is dedicated to introductory of charities, their purposes and examples of different types of well known charity organizations from both countries, the Czech Republic and England. The second chapter defines the ways of financing of charity organizations. This chapter covers the topics of financial resources and volunteers. These are the same in both countries. And in both of them I will focus on individual donors as the most important part securing money. According to this, in the third part I find out what ways of public relations the charity organizations use to inform the public about their existence and to persuade them to support. This theoretical part should help readers understand the principal ways of securing money and work force, and communicating with the public in charity organizations.

The second part of this thesis is analytical part. The goal of it is to analyse similarities and differences in working of charity organizations in England and the Czech Republic. The main hypothesis is that people in the Czech Republic are not very interested in charity and helping others. And it signalises that there are some gaps in actions of the Czech charity

organizations. They should think about the way in which they are presented to the public. The purpose is to do the research via questionnaire among people in each country and compare the results. It should validate my hypothesis about supporting charity organizations by the society and about their stance towards them. In some cases I will mention possible reasons of differences in the answers and also some recommendations for charity organizations.

I. THEORY

1 CHARITY

When we say “charity”, words like Christianity, volunteering, helping poor or sick people comes to mind. Historically we can observe that charity is connected with religion. In Europe it is mostly Christianity. Charity is also mentioned in Jewish and Islamic texts. In all these religions love for your neighbour, justice and virtue are key values. In the religious texts we can also find the obligation to give and be kind to all.¹ Christianity, Judaism and Islam focus on the personal God, they are personified. Religion can be seen as a contract between people and God. And helping others is one of the duties. For their observance people are protected by God. In these three societies a social system was set up to help one’s neighbour. In this group there were poor people, beggars, disabled persons, veterans, widows and orphans, the terminally ill and partly also people with mental disorders.²

1.1 The current situation

Nowadays charity is not connected with religion so much. Its meaning is wider. According to the Charities Act 2006, which is valid for the whole of England and Wales, charity is defined as “an institution which is established for charitable purposes only, and is subject to the control of the High Court in the exercise of its jurisdiction with respect to charities.”³ Nowadays this meaning is more known when we say “charity”. Especially in England there are many charity organizations. Some of them are international but there are also small, local charities. In Czech legislation we cannot find anything like the Charity Act. The question of charities is different and rather more complicated, in the Czech Republic.

Charity organizations have their purposes and are described exactly in the Charities Act 2006. We can say that conditions are the same in both countries. To be called a charity organization, the organization has to serve the public interest and must fall within at least one of the following purposes:

- the prevention or relief of poverty;
- the advancement of education;
- the advancement of religion;
- the advancement of health or the saving of lives;

¹ Robert Hamlett Bremner, *Giving: Charity and Philanthropy in History*, 2nd ed. (London: Transaction Pub, 2000), 11-15.

² Martin Chadima, *Charitativní Péče - Dějiny a Současnost* (Hradec Králové: Gaudeamus, 2007), 12-13.

- the advancement of citizenship or community development;
- the advancement of the arts, culture, heritage or science;
- the advancement of amateur sport;
- the advancement of human rights, conflict resolution or reconciliation or the promotion of religious or racial harmony or equality and diversity;
- the advancement of environmental protection or improvement;
- the relief of those in need by reason of youth, age, ill-health, disability, financial hardship or other disadvantage;
- the advancement of animal welfare;
- the promotion of the efficiency of the armed forces of the Crown, or of the efficiency of the police, fire and rescue services or ambulance services.⁴

Mostly all of them can also be seen in the Czech Republic. However, organizations providing these services are not so clearly described.

According to the Swiss economist Pestoff, all non-profit organizations are divided into three large sectors. The first of them is the state sector with public agencies, the second one is the community sector, which is represented by households, families and others, and the last one are associations, also called non-governmental organizations. Those are voluntary non-profit organizations and most of them are comparable with the English charity organizations.⁵

The non-profit non-governmental organizations, hereafter referred to as charitable organizations, play an irreplaceable role in today's society. There are many people who are not able to pay for things or services, which they need and this is where charitable organizations come into play. Charity organizations work, where the state, the market, or even the family do not. But it is not just about wanting to be useful and wanting to help. To create a charity organization is much more complicated. It has to secure funding and make sure that it will be for a long time, not just a one-off enterprise. That would lead to the end of the charity.⁶ Thus, the essential economic areas for charitable organizations are

³ Charity Act, 2006, c. 50.

⁴ Charity Act, 2006, c. 50.

⁵ Rektořík et al. *Organizace neziskového sektoru*, 2nd ed. (Prague: EKOPRESS, 2007), 20-21.

⁶ Jiří Novotný and Martin Lukeš. *Success Factors and Volunteerism in Non-profit Organizations in the Czech Republic*. (Prague: Oeconomica, 2009), 17-18.

fundraising as a way of securing money and marketing, whose job is primarily to inform the public about the existence of charity, mainly through public relations. All these things are described in next chapters.

2 GENERATING FUNDS - FUNDRAISING

Charity organizations are generating funds because they cannot work without them and they usually do not earn money on their own. Or if they do, it is not enough to cover all costs. These processes of collecting money are called fundraising. There are many types of those processes that will be described in later subchapters. It may seem that the term charity refers only to people who are doing something voluntarily and for free, however it is not the case. Even though voluntary work and motivated people play a key role, nothing works without money.⁷

In other words, fundraising is looking for sources which can help charities secure money. There are many possibilities of securing money, but no non-profitable organization should underestimate planning. It is a long-time enterprise and at the end there should be some evaluation. On the basis of the result they can determine which way is the most advantageous. When planning, each organization should consider some points of interest.⁸

According to the Institute of Fundraising there are at least four initial questions to think about:

- How much money is needed?
- Is the purpose just to raise money or is it also to raise awareness?
- What resources are available to support the fundraising?
- What is the timescale?⁹

After that, every organization has many choices as to how to secure money. They can get it from member contributions, from the state or local government, foundations, corporations, individual donors and from its own activities. These last groups are also essential for non-profitable organizations. And charities are organizations where people are helping other people. They cannot work without individual donors. That is a reason why fundraising is the main part of this thesis.

As is mentioned above, we can say that there are seven main resources for financing. Novotný researched the structure of financial resources through administering questionnaires. It was done in Czech Republic and in his book he published a list of those

⁷ Rektořík et al. *Organizace neziskového sektoru*, 2nd ed. (Prague: EKOPRESS, 2007), 93.

⁸Ibid., 96.

⁹“Information About Fundraising,” Institute of Fundraising, <http://www.institute-of-fundraising.org.uk/guidance/about-fundraising/> (accessed December 4, 2012).

which have the highest percentage. From the table below, it is clear that government provides the most support.¹⁰ All this information may vary due to individual organizations.

Table 1. Sequence of the most frequently used financial resources

Source name	Average (% from the NGO's total resources)
Government administration and local administration	39,29
From their own activities	13,1
Businessmen and commercial companies	11,0
Members fees	10,4
From other activities	7,9
Individual donors	7,6
Foundations and foundation funds	6,2

Source: Data from Novotný, Jiří and Martin Lukeš. *Success Factors and Volunteerism in Non-profit Organizations in the Czech Republic*. (Prague: Oeconomica, 2009), 73, table 9.

In the Czech Statistic Office results are a little different. The most important source is also government, but in the second place are individual donors. Third ones are again corporations, as you can see in the table.¹¹

To persuade potential donors, the organization must look support-worthy. Reputation has a great role to play. People usually do not have the time to find all the information about the effective managing of the charity and that is why the potential contributors rely on indicators such as media coverage or publications released by the organization. People are interested in usage of funds and often it influences their decisions. As one study found, 56% of wealthy people would give more money to charity if they knew that it will really help where it is needed and that the organization uses it effectively. This is also related to good administration. Financial procedures and reporting of operations with funds can be helpful. Later some useful statistical information may be found as to where money was spent most, and which sources were the most useful in collecting money. After this, the

¹⁰ Jiří Novotný et al. *Faktory úspěchu nestátních neziskových organizací* (Prague: Oeconomica, 2008), 73-74.

¹¹ Marek Šedivý and Olga Medlíková. *Public Relations, fundraising a lobbying pro neziskové organizace* (Prague: Grada Publishing, 2012), 51.

charity organization can be sure, it has done everything to prove that it spends money responsibly and deserves the support of the public.¹²

2.1 Financial resources

According to the English Institute of Fundraising, non-profitable organizations should comply with the Code of Fundraising Practice when looking for donors. This includes four main rules.

Legal procedure is the first of them. When an organization wants to ask for money, it is necessary to do so legally. In other cases they might get into trouble with the law. Every country has its own laws and regulations. In both countries it can differ because of the different legal forms. There are also some organizations helping with laws. The largest of them in England is Bates Wells & Braithwaite. In the Czech Republic they also exist. The second rule of the Code of Fundraising Practice is to be open. When they are asking for money, it should be without any pretence or reserve. The third is honesty, meaning that they ought to tell the truth. The last rule is to be respectful. No one can ask for money and be rude. They should have good manners and show some courtesy, simply be polite.¹³

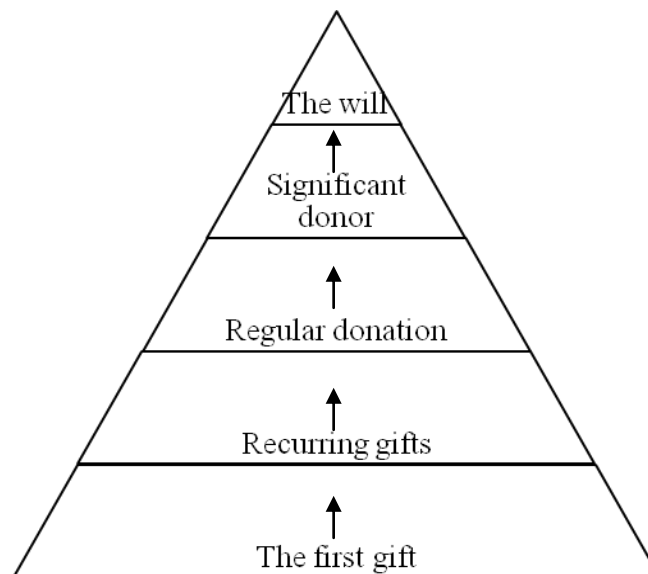
2.1.1 Individual donors

In the Czech Republic generating funds from individual donors is not as common as it is in other countries. These people usually donate just small amounts of money and the costs are relatively high. That is the reason why the strategy must persuade a large group of people. The goal of an organization is to transform a single contribution into a regular donation. There is a much bigger chance that people who are giving regularly will help their organization much more than newly addressed donors. The relationship between an organization and its donors is firmly established when they write charity into their will.¹⁴ These relationships between charity and the donor are clearly written in the pyramid of donors below.

¹² Ilona Bray, *Effective Fundraising for Nonprofits: Real-World Strategies That Work*, 2nd ed. (Berkeley: NOLO, 2008), 88-90.

¹³ "Code of Fundraising Practice," Institute of Fundraising, <http://www.institute-of-fundraising.org.uk/guidance/code-of-fundraising-practice/> (accessed December 4, 2012).

¹⁴ "Major Donor Fundraising," Institute of Fundraising, <http://www.institute-of-fundraising.org.uk/guidance/about-fundraising/major-donor-fundraising/> (accessed December 4, 2012).

Figure 1. The pyramid of donors

Source: Adapted from Šedivý, Marek and Olga Medlíková. *Public Relations, Fundraising a lobbying pro Neziskové Organizace*. (Prague: Grada Publishing, 2012), 49.

The pyramid shows individual donors. The organization has to care about them based on the position in which they are. When a charity makes people donate for the first time, it should find a way to persuade them to continue. These people need some motivation and from then on they can donate regularly. It is highly recommended to focus on the lowest line because these people are lately becoming significant donors who help regularly.¹⁵

Andreasen writes in his book that donors can be divided into three groups. The measure for this division is age. In view of the age, we can determine at what stage of life they are and what their prerequisites to help are.

- *The early years*. People under 50 years of age belong to this group. These potential donors usually give just small amounts, because they have many expenses in their own lives and limited income. They are also establishing families.
- *The middle years*. In this group there are people between 50 and 70 years of age. These people are settled already and can give more money and are able to support in some other way, like buying things which non-profit organizations need.

¹⁵ Marek Šedivý and Olga Medlíková. *Public Relations, fundraising a lobbying pro neziskové organizace* (Praha: Grada Publishing, 2012), 49-50.

- *The later years.* In this last group are people over the age 70. They do not donate so much regularly but they still make up a great part of individual givers and should not be forgotten.¹⁶

Forms

The most usual form of donating is in both countries the same, with money. A very effective of collecting money is with a fundraising event. It can be arranged via the media or the public. Organizations usually use the internet for sharing information about these events. On the other hand, collecting can be carried out by selling small items, usually symbolizing the organization. Sometimes products are manufactured by the organization. In this case they are sold for a higher price. This can be understood as a gift and people are more willing to contribute.¹⁷

A good way of collecting money from individual donors in England is through charity containers. These can be seen in department stores, shops, hotels, restaurants or even pubs. They keep these containers, also called “charity boxes” at their cash counters. This simple method raises a lot of money. People visiting a commercial establishment often only put a small amount of money into these boxes but nevertheless many people do this. The more shops are involved, the more money can be collected in this way.¹⁸

The second form of individual donations is material donation. People do not give any money to the organization but they bring stuff which they do not need any more. In the Czech Republic donations are comprised of clothes and some household articles. These things are later given to those who need them, whether in the country or abroad. Sometimes artists are also asked for their works of art. These things are then given into some charity raffles or sold in auctions or at other events.¹⁹ Collecting material gifts is more usual in England. Local charities there do the same as in the Czech Republic, but there are also organizations which collect all kinds of stuff and then sell them in charity shops which are still uncommon in the Czech Republic.

Charity shops

¹⁶ Alan R. Andreasen and Philip Kotler. *Strategic Marketing for Nonprofit Organizations*, 7th ed. (NJ: Prentice Hall, 2008), 365.

¹⁷ Radim Bačuvčík. *Marketing neziskového sektoru* (Zlín: VeRBuM, 2011), 110.

¹⁸ Aastha Dogra, “Non Profit Fundraising Ideas,” Buzzle, <http://www.buzzle.com/articles/non-profit-fundraising-ideas.html> (accessed February 5, 2013).

¹⁹ Radim Bačuvčík. *Marketing neziskového sektoru* (Zlín: VeRBuM, 2011), 110.

Charity shops are well known all over the United Kingdom. After the late 1980s these shops became widespread in towns and cities and became interesting for everyone. It started when the Salvation Army offered second-hand clothing to poor people. Firstly, it was seen by people as scruffy and “dirty” but later this opinion changed. There are many items in charity shops. Some new things can be found but it is mostly second-hand clothes, household articles or some other items like for example jewellery, books, toys and much more. Some shops also offer furniture. How many of these charity shops exist is not clear because they do not have to register.²⁰

As previously mentioned, charity shops were founded mainly for poor people, who could not afford new, expensive things. And this was the way they helped. But then another reason appeared. These shops started to recycle unwanted goods. Some of them are recycled and others are being used for manufacturing. They can be sold and used in other industries. Charity shops are also an excellent way to raise awareness of charitable causes. And lastly, fundraising cannot be forgotten. As was mentioned above, it works mainly in England. According to location, sometimes much money can be raised, sometimes less but there are many good reasons to open charity shops.

There is no paid staff in these shops. People working there are just retail volunteers. A whole chapter will later be devoted to volunteering. Workers in these shops are usually women over 55 years of age. They work for just four hours a week and get no money for it. But of course there are no limits and no obstacles for other people to work in these shops.²¹ In the Czech Republic the role of charity shops has not been researched much but charity shops give work to everyone who is willing to help. The non-profit organization Žebřík is an excellent example of the developing charity shops. According to its website, they also want handicapped people to work with them. This job helps them to gain experience in return.

2.1.2 Charitable foundations and trusts

Foundations are non-profit organizations in the same way as charities. However, these organizations often provide support for them. Foundations and trusts give money to charity

²⁰ Suzanne Horne, “Charity Shops in the Uk,” *International Journal of Retail and Distribution Management* 26, no. 4 (1998): 155-156, doi:10.1108/09590559810214921 (accessed November 10, 2012).

²¹ Ibid.

organizations which ask for them and explain what it is for and what the best ways are for obtaining grants. The aim of charity is to do a well prepared project and present it properly to the foundation or write a request.²² It is very important to know the chosen foundation well. The requested information is on their websites.

The process of selecting the best foundation is not as easy as it may seem. The first step is to find a foundation which has interests in what a non-profit organization wants to do. Preparing projects for a foundation with interests in something completely different would be just a waste of time. Foundations are usually willing to first receive a brief, straightforward letter, a call or a personal visit. Afterwards they can consider if it is interesting for them and if it meets their objectives. If it arises interest in the foundation, it is the right time for all non-profit organizations to prepare an elaborate proposal for this foundation.²³

Opportunities for finding the right foundation are grant proceedings. These are announced by themselves. It can be every three months, six months or even every few years. A topic is announced, the offered amount of money, and its minimal and maximal limits. They also specify the method of submitting an application. More information can be specified which helps to prepare the project well.²⁴

It is important to think carefully about what the non-profit organization needs money for. Most foundations do not support all types of costs. It is not effective to ask for money for new tangible and intangible assets even if it is related to innovation. Even the costs of representation are not supported. Vice versa it is with the promotion of the organization.²⁵

The writing of the grant proposal must not be underestimated. It is the only thing that can make the foundation sure that it is good idea to support the project. And as Andreasen said, each proposal should contain at least other four elements.

1. A cover letter which describes the history of the proposal, its title, a one-sentence overview, a person who has been contacted and the kinds and levels of support being sought.

²² Ilona Bray, *Effective Fundraising for Nonprofits: Real-World Strategies That Work*, 2nd ed. (Berkeley: NOLO, 2008), 336-338.

²³ Alan R. Andreasen and Philip Kotler. *Strategic Marketing for Nonprofit Organizations*, 7th ed. (NJ: Prentice Hall, 2008), 360.

²⁴ Radim Bačuvčík. *Marketing neziskového sektoru* (Zlín: VeRBuM, 2011), 121.

²⁵ Ibid., 122.

2. The proposal which describes the project, its uniqueness and its importance.
3. The budget needed for the project.
4. The personnel who are working on the project, along with their resumes.²⁶

Forms

Foundations provide several types of support for non-profit organizations. The most common is financial aid. But some of their grants are also material. It includes items which the foundation has got from a commercial company or got an opportunity to buy something at a bargain price. It must be related to their supported area. There is also the possibility that the foundation does not want to provide any money but it is buying things for which a non-profit organization asks for money. And finally, there are also foundations, which are completely different and provide some special kind of support.²⁷

As was mentioned above, what foundations are supporting are projects. They do not provide money for regular activity. These projects should show and prove that money will be used for something new, innovative. Something that will help to make provided services of non-profits better. No charity can get money just because they need it. Every organization needs money. This innovation has the key role in separating out the foundation grant from the government subsidies. Foundation grants are one-off, for a specific purpose, while government subsidies are ongoing for the duration of the activities of the organization.²⁸

2.1.3 Corporations

On their third place, corporations are important for non-profit organizations. They can be divided into two main groups. First of them are small and middle businesses, and second are large businesses and corporations. Communication with these businesses depends on this division. With the first group, charities can proceed as with individual donors. One person usually has the final word. Personal contact is essential. In large businesses and corporations it is more difficult. The charity has to prepare some material or even a project

²⁶ Alan R. Andreasen and Philip Kotler. *Strategic Marketing for Nonprofit Organizations*, 7th ed. (NJ: Prentice Hall, 2008), 360.

²⁷ Radim Bačuvčík. *Marketing neziskového sektoru* (Zlín: VeRBuM, 2011), 121.

²⁸ Ibid.

and persuade many more people who have to agree with the support. It is not possible to persuade just one person.²⁹

Forms

The main difference between individual donors and companies is that commercial businesses support more. They provide higher charitable contributions. They can make a contribution in the form of money or more likely they agree with paying the bills. In such cases it is regarded as a business plan of the particular company to make it more visible.³⁰

Material gifts are more common than money and, which are produced in the company or services which it provides. Companies can give goods which they do not need any more, which are not able to be sold because they are old-fashioned or out of date. Another way to obtain them is office equipment or some other equipment which they do not longer need. They can also provide some premises. Usually it is for beneficial events.³¹

When looking at a company, there are two ways of supporting it. There is the difference between donation and sponsorship. In the case of a donation the quid pro quo is not expected. Sponsoring means a gift with expectation of something in return. This way is better for companies that do not profit. But usually non-profit organizations provide some service in return to all corporations. For instance, they show their logo and support the promotion of the company.³²

A charity can also get some help from employees when companies motivate them. But employees are not the only people who can be motivated to support charities. When a company helps, there is a big chance that they can persuade other companies to do the same. They may also offer training courses for the staff of charities or cause-related marketing, when they mention the charity in their advertising.³³

2.1.4 Government grants and legal advice contracts

The government provides grants and subsidies for non-profit organizations. In both cases charity has to prepare a project and also write a request. Another way is a selection

²⁹ Marek Šedivý and Olga Medlíková. *Public Relations, fundraising a lobbying pro neziskové organizace* (Prague: Grada Publishing, 2012), 51-52.

³⁰ Radim Bačuvčík. *Marketing neziskového sektoru* (Zlín: VeRBuM, 2011), 114.

³¹ Iona Bray, *Effective Fundraising for Nonprofits: Real-World Strategies That Work*, 2nd ed. (Berkeley: NOLO, 2008), 339.

³² Radim Bačuvčík. *Marketing neziskového sektoru* (Zlín: VeRBuM, 2011), 115-116.

procedure. In this case no request is needed.³⁴ Government agencies require a perfectly planned project with detailed paperwork. They want it to be close to the public interest. The reputation of non-profit organization is important. But personal relations are not.³⁵ In the Czech Republic relations between the requesting organization and the official, working for the Government are not so good. State officials do not have a good reputation and are regarded as unpleasant people. But it is worth giving them a chance. In future, it can be helpful to have a good relationship with them.³⁶

2.1.5 Own business and sales activities

This method of securing money is not very frequent. The company's own activities mean revenue from sales and services. The organization can buy things at a discount and later sell them for a higher price. Some manufacturers are also making things for a lower price for charity organizations to support them. Homemade goods such as cookies, cakes, books, calendars, etc might also be sold.³⁷ Here the issues of sales, communication with the customer are addressed. And even when it is one of the fundraising methods, it belongs to the marketing department of the organization. Marketing is a part of the next chapter.

2.2 Volunteering

Volunteer labour is probably the first thing which comes to mind when mentioning charity. It is an important part of the third, non-profit sector. A dictionary definition of volunteers is that they are people who give their time, their knowledge and services free of charge. Their work is very beneficial but it is difficult to quantify and express in numbers. There are no rules regarding the value of volunteer labour or how to judge its worth or character. But mostly the hours of volunteer work are counted and then they are evaluated from many points of view. Volunteer work can be divided into three main ways of how they help. It

³³ Ilona Bray, *Effective Fundraising for Nonprofits: Real-World Strategies That Work*, 2nd ed. (Berkeley: NOLO, 2008), 339.

³⁴ Marek Šedivý and Olga Medlíková. *Public Relations, fundraising a lobbying pro neziskové organizace* (Prague: Grada Publishing, 2012), 47.

³⁵ Alan R. Andreasen and Philip Kotler. *Strategic Marketing for Nonprofit Organizations*, 7th ed. (NJ: Prentice Hall, 2008), 365.

³⁶ Marek Šedivý and Olga Medlíková. *Public Relations, fundraising a lobbying pro neziskové organizace* (Prague: Grada Publishing, 2012), 47-48.

³⁷ Aastha Dogra, "Non Profit Fundraising Ideas," Buzzle, <http://www.buzzle.com/articles/non-profit-fundraising-ideas.html> (accessed February 5, 2013).

can be direct, which means direct help to clients, indirect by doing something for larger group of people or community, and personal, to the volunteer themselves.³⁸

The ideal condition is when the number of volunteers is higher than the paid staff. They can substitute paid staff in various positions. The problem with finding volunteers who can work for a long time may occur. Motivation is very important. To keep volunteers work for a long time it is necessary to not forget to understand them and their motives for volunteering, appreciate their services often, find a way to make them feel needed and proud for what they have done. Supporting the charity organization can have various reasons. Mostly they care about the assistance, which the charity provides. But there might be other reasons as meeting new people, getting experiences and more. They should not be asked to do too many boring things to do so they would stay interested in helping.³⁹

2.2.1 Forms

The division of voluntary work can be considered according to the time which the preparation and realization take. It can be just a one-off event which means some beneficial event or campaign. Second it can be a long-term volunteer program and finally, when the volunteer works for a long time abroad, it is called the volunteer service.⁴⁰

Volunteering in a non-profit organization has several different forms. Often it is personal providing services, for example taking care of children or old people. However, volunteers are not always able to do this kind of job. In such case qualified staff is needed. Services of volunteer people are used mainly when some disaster happens, whether it is in the country or abroad. One -off events are often needed such as beneficial concerts or collections. Nowadays volunteers are used also for some administrative work when workers of the organization do not have the right qualification.⁴¹

Volunteers also work in the committees and bodies of non-profit organizations. This involves the writing of grant applications, negotiations with corporations or individual donors. They can help with promotion as well. Organizations may find it difficult to offer

³⁸ Bruce A. Seaman and Dennis R. Young. *Handbook of Research On Nonprofit Economics and Management* (Cheltenham, UK.: Edward Elgar Pub, 2010), 238-245.

³⁹ Iona Bray, *Effective Fundraising for Nonprofits: Real-World Strategies That Work*, 2nd ed. (Berkeley: NOLO, 2008), 22-24.

⁴⁰ Jiří Novotný and Martin Lukeš. *Success Factors and Volunteerism in Non-profit Organizations in the Czech Republic* (Prague: Oeconomica, 2009), 88.

⁴¹ Radim Bačuvčík. *Marketing neziskového sektoru* (Zlín: VeRBuM, 2011), 129.

an appropriate position to volunteers. They use these people mostly in services but they do not realize that there is much more work which is ideal for volunteers. These activities may be highly specialized and save a lot of money. These are mainly economic, organizational and marketing activities.⁴²

⁴² Radim Bačuvčík. *Marketing neziskového sektoru* (Zlín: VeRBuM, 2011), 129-130.

3 MARKETING AND PUBLIC RELATIONS

Don Akchin found out in his study of attitudes toward marketing that non-profit organizations rate marketing as very important. This study was made in the United States of America but results should not differ too much. Marketing got 4.37 points from a total of five. Highly ranked were just fundraising (4.53) and public relations with 4.62 points.⁴³ Fundraising was described already and the next subchapters are dedicated to marketing and public relations.

3.1 Marketing

Marketing is connected with every organization whose goal is profit. But in non-profit organizations profit is no less important. Marketing helps to make profit and strengthen the competitiveness of the company. A charity organization does not want any profit but competitiveness is desirable and can be helpful. We can say that marketing is not needed where there are services or products for free, where there are still customers standing in a queue because they really want exactly what the charity provides or there is no competitor.⁴⁴

It is said that people who need some help will always find it. But this statement is not exactly true. A non-profit organization works with just a narrow circle of people at the beginning. Later marketing is needed to inform people about its existence and its services. Many potential clients are in a situation when they cannot find any information for various reasons. The task of marketing is to find a way of informing them. Another reason why marketing is needed is competition in financial sources. There are many organizations which need money and can ask for it at the same place. This is not just for profitable organizations. Marketing can manage long-term relations between the charity and the public.⁴⁵

Both types of organizations, profit and non-profit, have two things in common. It is the service for the customer and mutually advantageous exchange. Some services can be the

⁴³ Don Akchin, "Nonprofit Marketing: Just How Far Has It Come," *Nonprofit world* 19, no. 1 (2001): 33-35, <http://www.snpo.org/verizon/V190133.pdf> (accessed February 12, 2013).

⁴⁴ Tim J. Hannagan, *Marketing Pro Neziskový Sektor* (Praha: Management Press, 1996), 28-31.

⁴⁵ Marta Rey, "Euroview: What Does Philanthropy Need Marketing For?" *Summer 2010: Promoting Philanthropy*, 2001, 43-45, http://www.philanthropyuk.org/sites/philanthropyuk.org/files/pdf/PUK_quarterly_summer_2010.pdf (accessed February 12, 2013).

same and provided by both organizations. And as was mentioned in previous chapter, fundraising is also a part of marketing. People need information about the organization and when they are well informed, they are more active. This later helps the charity organization to evaluate its work. Performance indicators and the reaction of public are replacing profit.⁴⁶

The evaluation helps customers. And from the marketing point of view, in charity organizations it is the donors and not people in general who are using their services. As it was mentioned above, marketing has to inform them and persuade them to support the organization. The ways how to do it will be described later in the subchapter Public relations. Another important role of marketing is to inform the public and potential donors about how their money is being used, to show them that they can use it effectively. What all donors, as customers, feel is satisfaction that they could help somehow.⁴⁷

Successful marketing creates a good image of an organization. It is not just information but also the reputation of the organization which has a big influence on the customer. A good image means good impressions, positive ideas and thoughts. The organization can support it through various media, such as print, the Internet or nowadays also social networks. There are many possibilities. It is important to try to eliminate negative experiences of customers because their speed is high and people would rather remember the bad things than the good ones.⁴⁸

3.2 Public relations

Public relations are the most common form of marketing communication. Non-profit organizations are always looking for ways of communicating with users, donors and the public. Some authors agree that public relations should be before fundraising. On the other hand, some of them write that their order is not so clear. It depends on the current situation of the organization. Generating funds and building brand, image and a good reputation are long term processes. To a certain extent they should be developed every day from the

⁴⁶ Tim J. Hannagan, *Marketing Pro Neziskový Sektor* (Praha: Management Press, 1996), 28-30.

⁴⁷ *Ibid.*, 34.

⁴⁸ Roger Bennett and Adrian Sargeant, "The Nonprofit Marketing Landscape: Guest Editors' Introduction to a Special Section," *Journal of Business Research* 58, no. 6 (2005): 797-805, doi:10.1016/j.jbusres.2003.12.001 (accessed February 12, 2013).

beginning. Later when public relations are more professional and stronger, fundraising becomes easier.⁴⁹

Public relations are not just relationships with the public. It can be divided into several groups. Everything begins in the corporate culture. Here are staff, volunteers and members of the organization. They are the basis for success in communication and building relationships with the public. And the second part is the wider public. Here the organization tries to influence potential donors, donors themselves, legislators and media.⁵⁰

There are many ways of building a strong, memorable brand, a good reputation and image. Here are some of them which may have the biggest impact on people:

- corporate identity,
- personal contacts,
- personal letters,
- printed materials,
- the Internet,
- organisation of events,
- media.

3.2.1 Corporate identity

Corporate identity means corporate culture and design. It is expressed through the manners of people, working in the charity and the overall performance of the whole organization. Bad or unpleasant demeanour may deter people from possible support which they may want to offer. It can also deter a journalist who wants to write an article. It can have a bad impact on the charity and no organization needs this. On the other hand, a positive article can be very helpful and can arouse the interest of the public. Differences can be found in corporate design. Usage of logos, business cards and other design details can also help to gain confidence.⁵¹

Branding is connected with this too. A successful brand can help raise the visibility of the organization. The brand should have its own character and “unique selling proposition”. It should reflect the values of the organization. And as Andreasen says, a

⁴⁹ Marek Šedivý and Olga Medlíková. *Public Relations, fundraising a lobbying pro neziskové organizace* (Prague: Grada Publishing, 2012), 30.

⁵⁰ Radim Bačuvčík. *Marketing neziskového sektoru* (Zlín: VeRBuM, 2011), 96.

strong brand should stimulate a variety of emotions in their donors, have a distinctive media voice, offer a different type of service and evoke a sense of tradition.⁵²

3.2.2 Personal contact and personal letters

Personal contact is one of the basic features of charitable organizations. For these organizations it is more crucial than for those which make a profit. The performance of workers has a great influence on people who they are talking with. They can promote confidence and enthusiasm in them. Writing a letter is the second way to reach people on a personal level. It is on the border between individual and mass communication. It evokes a sense of importance inside the recipient. He feels that he is special and should help. It does not matter that the same letter was sent to many other people.⁵³

3.2.3 Printed material

The most widespread form of communication is printed material. It may take many forms. Printed materials can be divided into two large groups. Firstly there are internal materials, where business cards, envelopes, letterheads and other things representing the charity organization, to which administrative work belong. The second group are external materials which are intended for the general public. In this group there are, for example, posters, leaflets or magazines. These materials should be more carefully designed and promote the organization. They should be interesting and with all the needed information for the target group of people.⁵⁴

Another problem that must be solved is distribution. The placement of these materials depends on their type. Posters, for example, can be on information boards, bulletin boards, on public transport or on bus stops. Brochures or leaflets can be in the office or in waiting rooms at the doctor when they are related to health. There are many possibilities of providing distribution and a charity organization should be devoted to planning. Regarding magazines and similar materials, distribution is often more targeted. They are given to donors when they visit the organization or to people, using their services. Unlike profitable

⁵¹ Radim Bačuvčík. *Marketing neziskového sektoru* (Zlín: VeRBuM, 2011), 97.

⁵² Alan R. Andreasen and Philip Kotler. *Strategic Marketing for Nonprofit Organizations*, 7th ed. (NJ: Prentice Hall, 2008), 172-173.

⁵³ Radim Bačuvčík. *Marketing neziskového sektoru* (Zlín: VeRBuM, 2011), 97-98.

⁵⁴ Marek Šedivý and Olga Medlíková. *Public Relations, fundraising a lobbying pro neziskové organizace* (Prague: Grada Publishing, 2012), 35-36.

organizations, charities usually do not have funds for hiring a marketing agency. They have to do it on their own.⁵⁵

3.2.4 The internet

The internet is undeniably an important part of every charity organization. It is the first place, where people look for information. The internet is nowadays used for almost everything. It can be used for research, contacting others and so on. Most the organizations have their own webpage and charities should do the same. It is said that if it is not on the internet, it does not exist. And in the case of charities and all non-profit organizations it is doubly true. The website can be just simple but it should be up and running.⁵⁶ There should be at least basic contact information displayed. But the more information can be found here, the more money it helps to collect.

When creating a website, the organization should consider three essential things, exactly as is described in the book written by Šedivý. He identified these three points to think about:

- What is the most important goal of the website and what are other goals? It means who is the target reader and who else will read it.
- What will be written on the website?
- How the website will be working and how it will look like.⁵⁷

Besides the contact information, mentioned above, the website should include information about the personality of the organization, it should be fresh with up to date data and present interesting content about the causes of the organization. Donation information should not be omitted so that viewers know what they should do to support the charity. It must also include information on where the money will be spent. A decent charity organization should have on its website some space for thanks to its donors. This is all information for the public but one more thing should be on a perfect website of a charity organization. An organisation should be able to track where viewers go on a site.⁵⁸

⁵⁵ Radim Bačuvčík. *Marketing neziskového sektoru* (Zlín: VeRBuM, 2011), 98-99.

⁵⁶ Iona Bray, *Effective Fundraising for Nonprofits: Real-World Strategies That Work*, 2nd ed. (Berkeley: NOLO, 2008), 404.

⁵⁷ Marek Šedivý and Olga Medlíková. *Public Relations, fundraising a lobbying pro neziskové organizace* (Prague: Grada Publishing, 2012), 34.

⁵⁸ Iona Bray, *Effective Fundraising for Nonprofits: Real-World Strategies That Work*, 2nd ed. (Berkeley: NOLO, 2008), 405.

The appearance of the webpage may seem to be not so important but the opposite is true. In most cases we can see that there are great differences here.. A good example of this is the webpage of the Red Cross. It has an attractive appearance, the English is good and all the needed information is visible. Everything on the web is well arranged. On the other hand, the Czech version is boring. There is information which is not so important and the overall appearance has been elaborated very little. At first sight it is quite chaotic. And this can be seen in the case of large international charity organizations as well as smaller ones.

Since Facebook.com has been created and opened the possibility for organizations to register there in 2006, social networks have become a useful part of communication with the public. Facebook is the most important of them. Nearly everyone has a profile on Facebook or another social networking site and it helps to interact with users and develop a relationship with volunteers and donors. Three virtual strategies have been identified in its development. The first involves disclosure, because the public wants openness and transparency from organizations. The second strategy is about informing. The success of a social networking site depends on the amount of information which is presented. A charity organization should write about its causes, post photographs, links on articles and everything connected with their work. And lastly interactivity is essential when developing relationships with people.⁵⁹

3.2.5 Events

Each charity organization can participate in various events. Creating one's own event is also a possibility. The events can take many forms. It can be an entertainment event, a training course and many more similar events. The organization finds new donors here, but it is also an opportunity to thank those who are present and show them that they are still needed by the organization. During the event it is also possible to collect contacts for potential new supporters. It is important to state the name of the organization on every event to let people know, who they can help. And also, to say what the purpose of the collected money is. This can, again, help to raise confidence. On every event there should be the event program, where people can find, amongst other things, the basic information

⁵⁹ Richard D. Waters et al., "Engaging stakeholders through social networking: How nonprofit organizations are using Facebook," *Public Relations Review*, 2009, 102-3, doi:10.1016/j.pubrev.2009.01.006 (accessed February 8, 2013).

about charity organization, the website and contact information.⁶⁰ A different type of event is a marathon. This is a popular event where many people are invited. Here one can usually find visibly shared awareness and by keeping some minimum amount of money as a registration fee to participate money can also be raised.⁶¹

3.2.6 Media

Media can be very helpful when the name of the charity gets there. A positive article can have two types of benefit. The first one is direct, when at least some people who read it or hear about it can become interested in the charity organization. In the case that media show some interesting story, people can be moved and may be willing to help. The second type is indirect. Here it is the case, that the more they are exposed to information about the charity organization, the more they are willing to help later, when they are asked to.⁶²

⁶⁰ Ilona Bray, *Effective Fundraising for Nonprofits: Real-World Strategies That Work*, 2nd ed. (Berkeley: NOLO, 2008), 115-116.

⁶¹ Aastha Dogra, "Non Profit Fundraising Ideas," Buzzle, <http://www.buzzle.com/articles/non-profit-fundraising-ideas.html> (accessed February 5, 2013).

⁶² Ilona Bray, *Effective Fundraising for Nonprofits: Real-World Strategies That Work*, 2nd ed. (Berkeley: NOLO, 2008), 115.

II. ANALYSIS

4 RESEARCH ON CHARITY ORGANIZATIONS IN THE CZECH REPUBLIC

The analytical part of this bachelor thesis is the cross-cultural analysis based on questionnaires I have created. It is a research on the stance of the Czech society on charity organizations. Collected data are compared with the same data from England. The aim of this analysis is to show how behaviour of societies in these two countries differs and shows weaknesses of charity organizations in the country. That should prove a hypothesis that Czech people are seen as suspicious of charity organizations and show where the main differences are and why.

4.1 Cross-cultural analysis

Cross-cultural analysis is connected with studies about the nature of society or culture. The reason why cross-cultural analyses are done is comparison which is useful for discovering differences between cultures. Analysts create some hypotheses and do some kind of research to confirm it. It is not always possible and generated results can be not correlative. Findings from the cross-cultural analysis are used to improve own activities of organization.⁶³

There are many methods of cross-cultural analyses from different points of view. They are not important in this thesis. My method of analysis is comparative research, which is done via quantitative questionnaires as was mentioned above. It consists from 20 questions. Some of them are closed with one or more options and some of them are open and give respondents possibility to express themselves.

4.2 The research

The first part of the questionnaire is dealing with respondents. It divides them according to gender and asks their age. It is created for segment of people in age from 18 up to 30. It helps to find out if their attitude toward charity organizations. Then there are some basic questions about their knowledge about these organizations. The second part analyses if they support them, why and how. And the last part is about charity shops and the marketing strategy of promotion. The last question gives respondents a possibility to talk about some

⁶³ Fons J. R. van de Vijver and Karey Leung, *Methods and Data Analysis for Cross-Cultural Research / Fons van de Vijver, Kwok Leung*. (Thousand Oaks: SAGE Publications, Inc, 1997), 1.

personal experience which could help to understand their feelings about charity organizations.

5 ANALYSIS OF RESULTS

Respondents in both countries, the Czech Republic and England, were people between 18 and 30 years old. Aspects of the age and gender are in the first questions. Next questions are about personal conviction which is highly connected with activities of charity organizations. Total number of respondents is 50 in each country.

5.1.1 Question 1

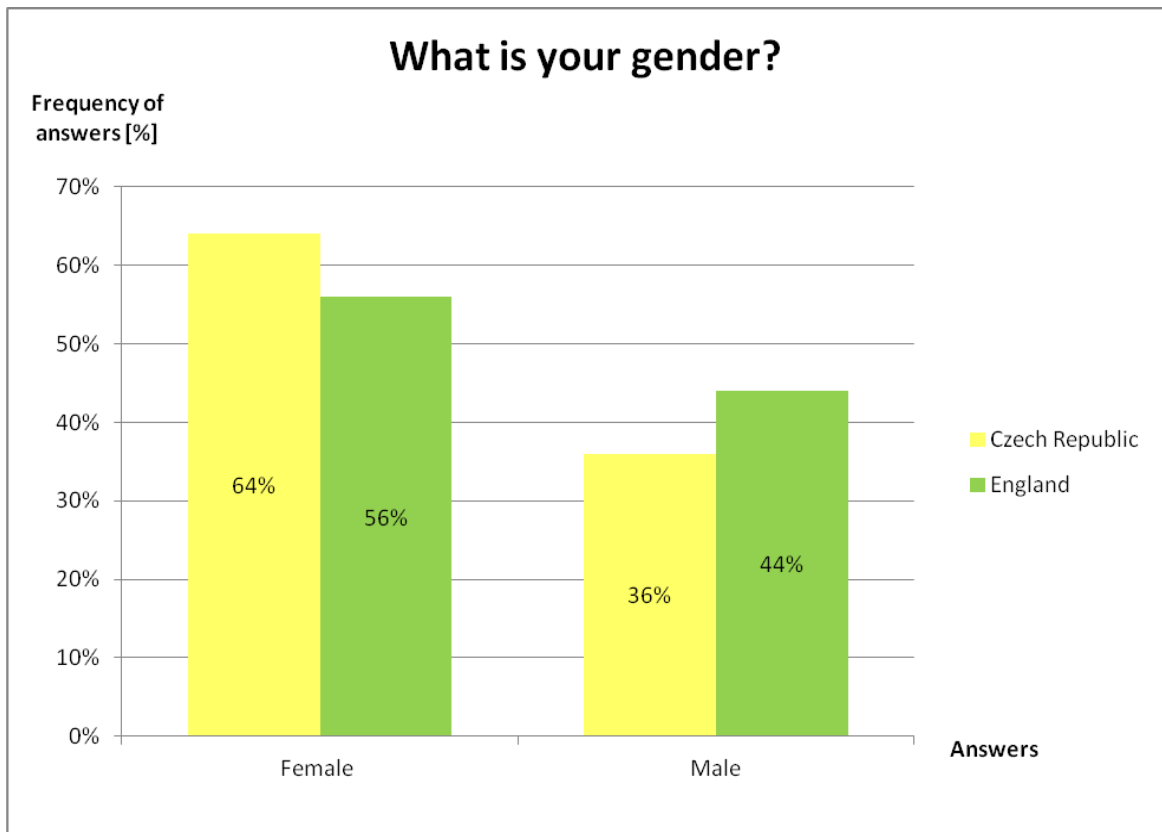


Figure 2. What is your gender?

As the figure 2 with answers to the first question, asking about gender, shows, the percentage of male and female respondents does not differ much. In the Czech Republic 64% of respondents were women (32) and 36% were men (18). In England ratio of female and male respondents is almost the same. The number of women is 28 and the number of men is 22. Taking into consideration placement of questionnaires which was sharing on social networks and many websites, we can say that the topic of questionnaire was more interesting for women.

5.1.2 Question 2

According to the answers on the question “What is your age?” we can divide results into two groups. First of them are people from 18 to 24 years old. These people are looking for a social life. On the other hand it is highly possible that they are students who are not economically active or are just partly. In the second group are people from 25 up to 30. These people usually finished their school. They are developing their professional life and looking for new interests. Supporting some charity can be the good way how to enrich their life. They have more opportunities than they had as students. The table below shows what the most frequent age of respondents was.

Table 2. Division of respondents according to their age

Age	The Czech Republic	England
18 - 24	43	38
24 – 30	7	12

5.1.3 Question 3

What do you think of when you say charity? This question was the open one and gave respondents a possibility to express themselves. There were various answers in both countries. In Czech answers appeared most often words such as money, help, organization, which helps needed people, unselfishness or collecting of money. Some of respondents still feel the connection between the charity and the church or Christianity. Many of them wrote also children as the target group of provided helpful services. This can be caused because of many beneficial events broadcasted in television. Two respondents expressed their doubts on the credibility of charity organizations and one of them called charity thieves.

Responses from England were similar and most frequent words were money, need, giving and poor people. There were some doubts as well, but no direct allegation of robbing at the expense of needed.

5.1.4 Question 4

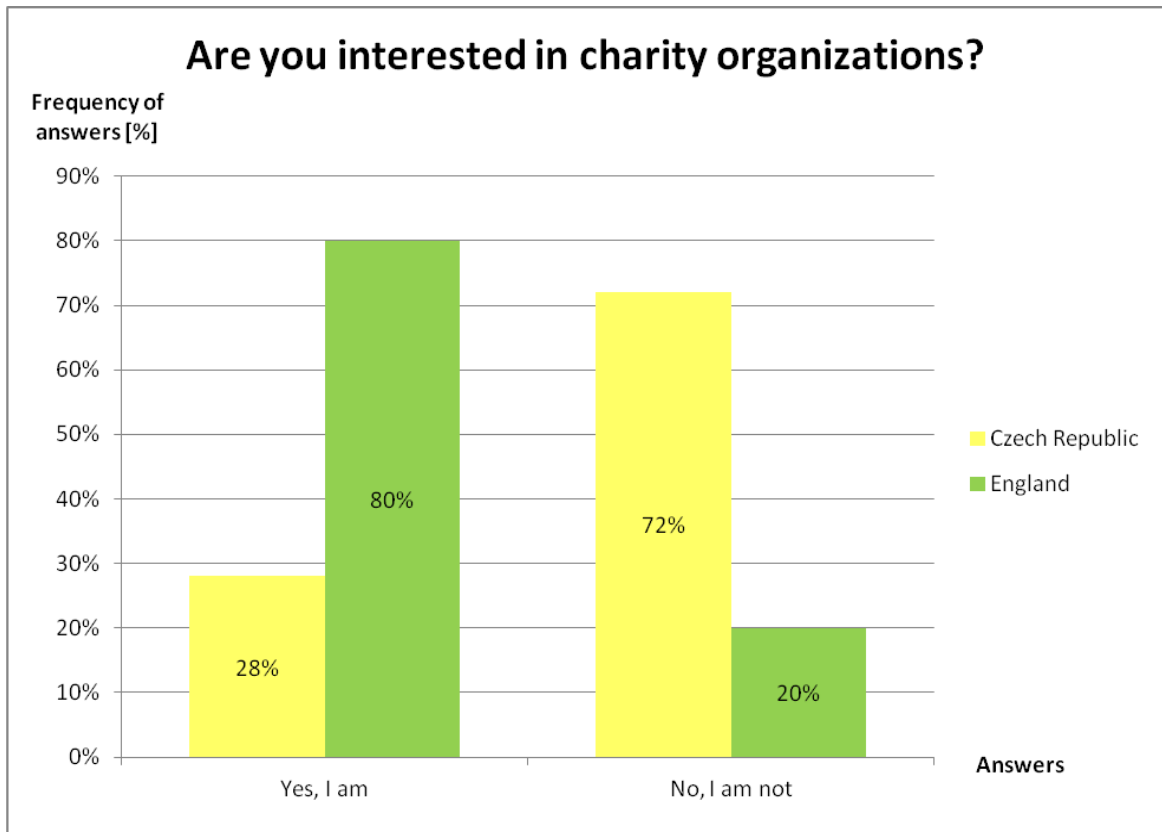


Figure 3. Are you interested in charity organizations?

In the figure 3 is evident difference in thinking of people. Social feeling of people in England is much higher than in the Czech Republic. The difference is more than 50%. In England 80% of respondents (40) said that they are interested in charity organizations. On the other hand in the Czech Republic 72% (14) told that they are not. This depends partly on the activity of charity organizations, which is in England more visible. On the other hand it is also influenced by the social background.

5.1.5 Question 5

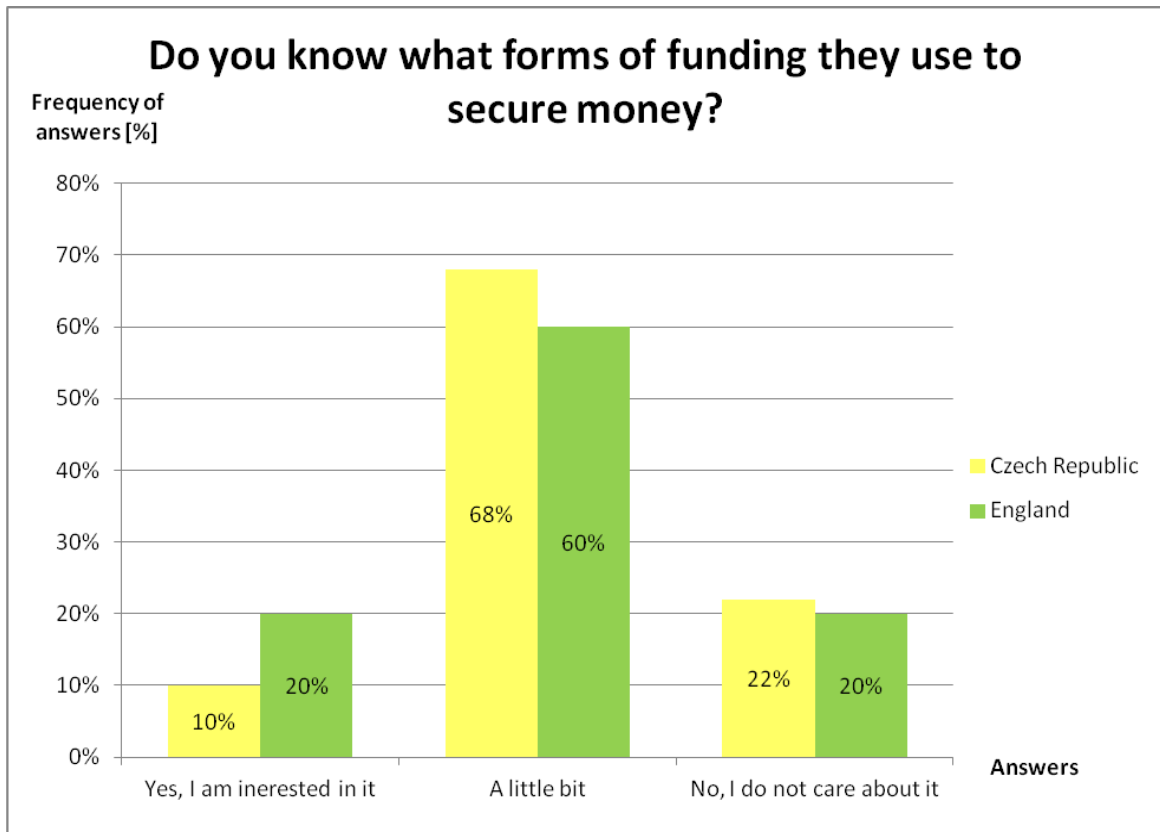


Figure 4. Do you know what forms of funding they use to secure money?

In the question about forms of funding the public is quite well informed. More than 60% of respondents said that they knew some forms but not all of them. The most usual form of securing funds is collecting money from individual donors. This is the best known method because of the direct contact with people. It was not expected that they know about all the ways of securing money. In many cases this information can be found on the webpage of each charity organization but it is not such important for the public.

Just small percentage of the respondents answered that they knew about all forms of securing money. In the Czech Republic it is 10% which is represented by 5 people and in England 20%, represented by 10 respondents. When looking at next questions it is obvious that these were people, who are supporting charity organizations, often even with voluntary work. On the other hand more than 20% of respondents wrote that they did not care about work of charities or about their financing.

5.1.6 Question 6

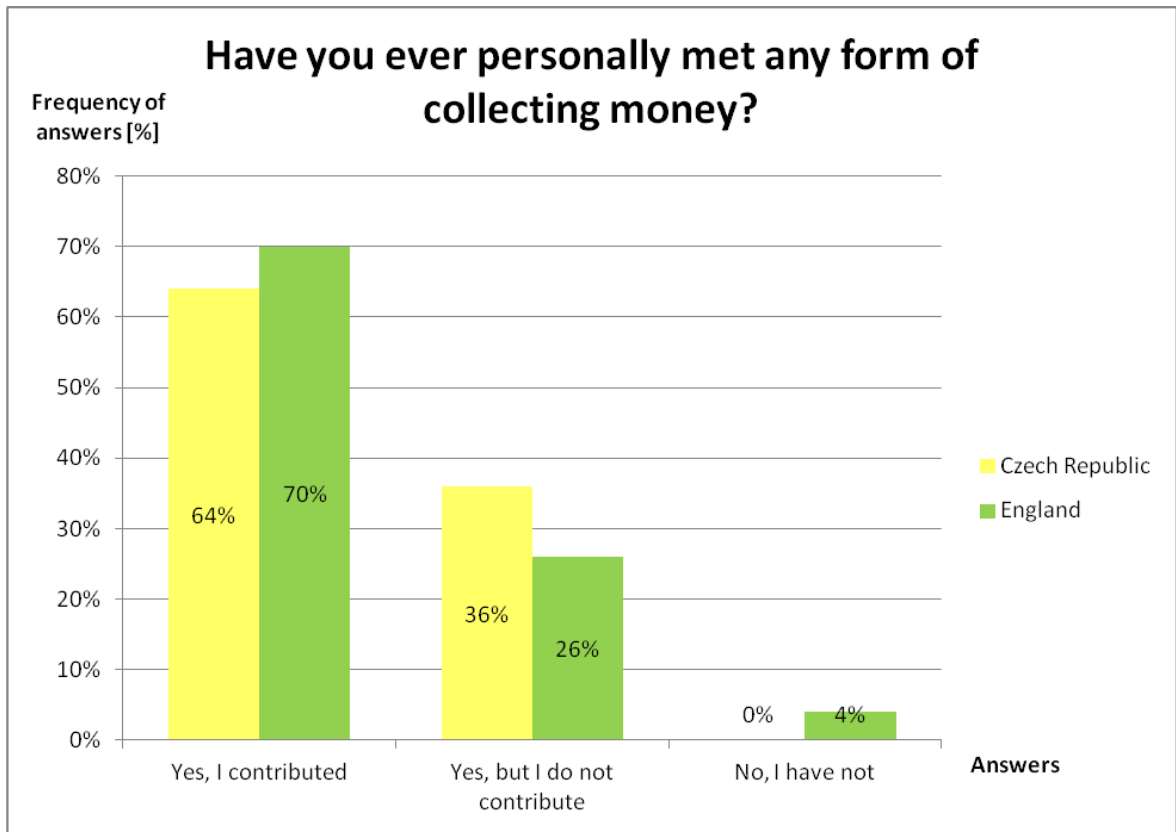


Figure 5. Have you ever personally met any form of collecting money?

Results of the question about personal experiences with collecting money are not surprising. In the Czech Republic all respondents answered that they had met it. In England just two people answered that they had not. It is good to see that in both cases the percentage of contributing people is higher than 60%. From the Czech Republic 38 people contributed at least once for some charity purpose. In England there were 3 more contributing people.

5.1.7 Question 7

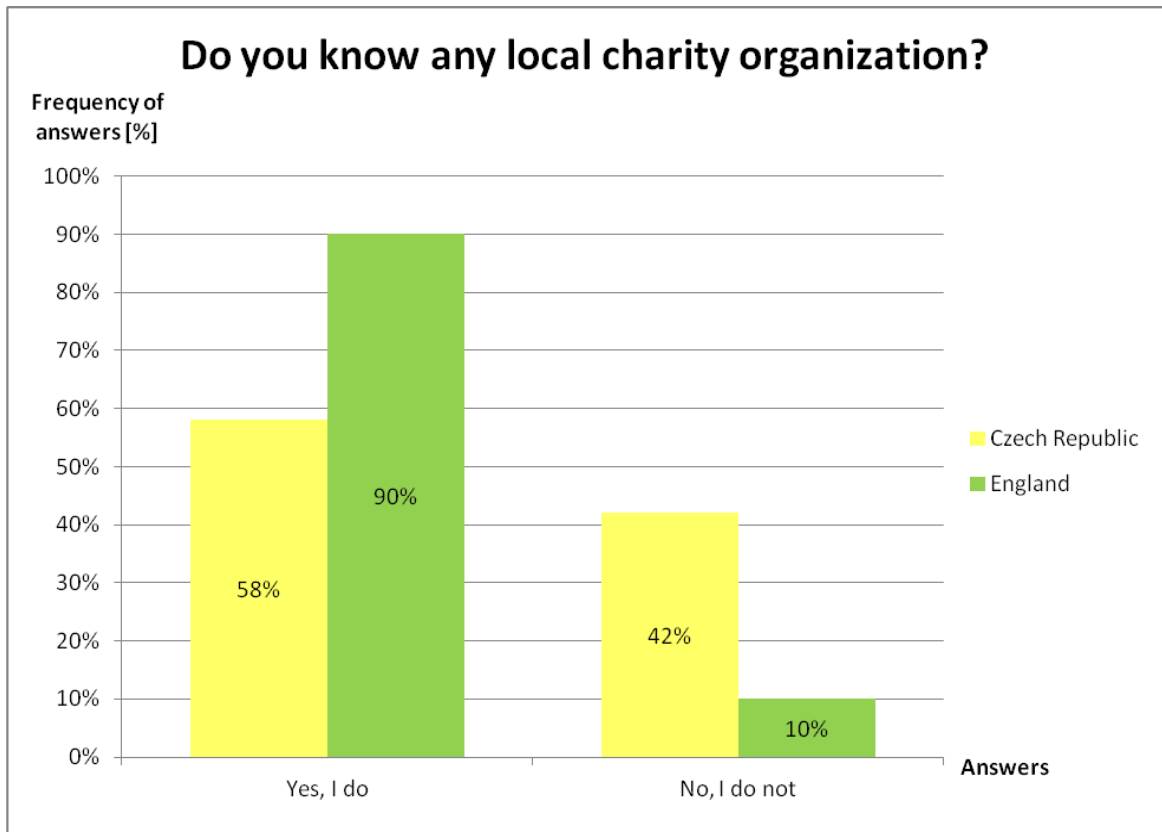


Figure 6. Do you know any local charity organization?

The question about local charity organizations was supposed to show not just how many people know that there are some charities in their location, but to show how visible these charities are. It is known that in the Czech Republic there are not so many charities or their name is not clearly informing about their purposes but in every region is at least one charity organization which is helping in several ways. It is Charita ČR which is described in the theoretical part of this thesis. The situation in the Czech Republic is rather equal with 29 respondents who know some organization and 21 people who do not. In England the situation is different. Just 5 respondents wrote that they did not know their nearest charity organization. 90% of them know about local charities. All the data are depicted in the figure 6.

5.1.8 Question 8

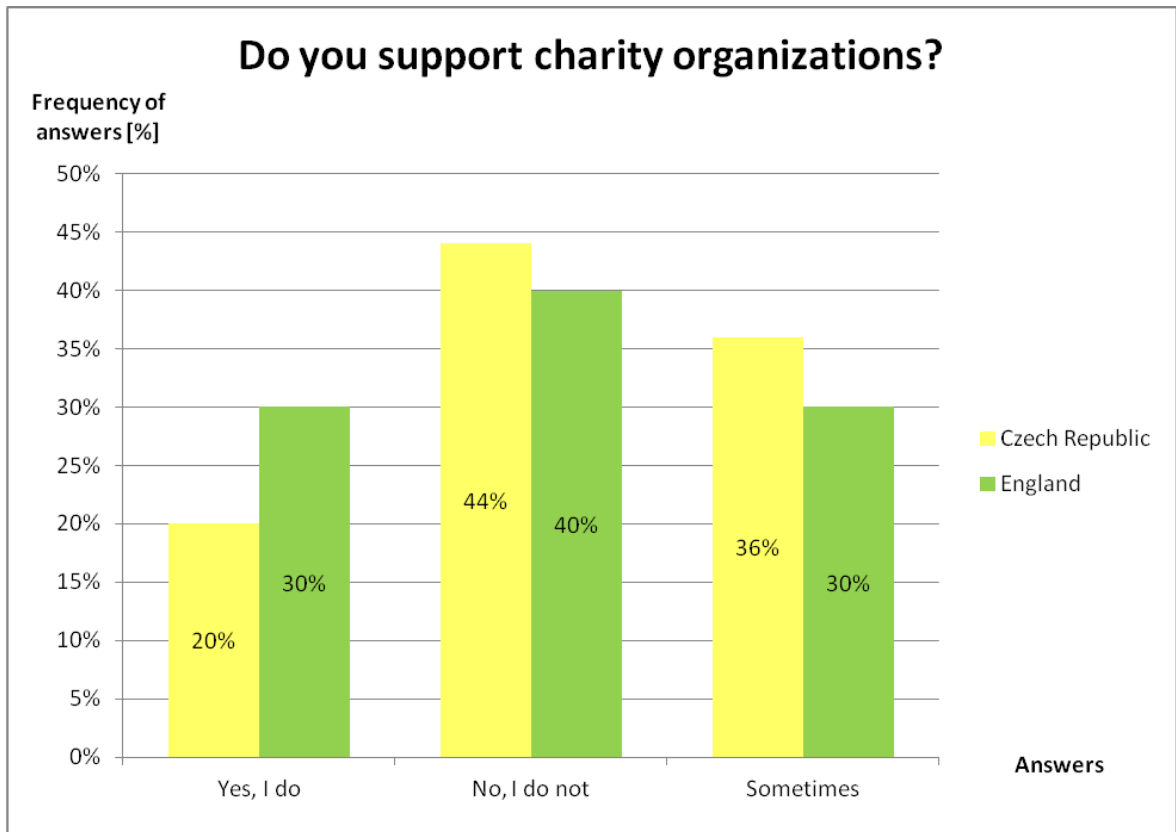


Figure 7. Do you support charity organizations?

Question about supporting of charity organizations divides respondents into three groups. First of them are people supporting charities, second group are those who are not supporting them and the last group are those who support them just sometimes. It can be in situations such as meeting a fundraiser on the street or on a beneficial event. The percentage of results in the figure 7 shows that in both countries more than half of the respondents are supporting charity organizations.

In the Czech Republic the number of not contributing people is 22, in England it is 20. The percentage of people supporting charities in the long term and regularly in the Czech Republic is 20% and in England 30%. This indicates that there are different opinions in different countries. In numbers of this questionnaire it seems to be not much because in numbers the difference is just 5 people. On the scale of the whole country it is much bigger.

5.1.9 Question 9

In the question asking for the reason of not contributing were respondents answering on the basis of the answer to the previous question. The goal of this question was to find out about the reason why people do not contribute. Respondents had more than one option.

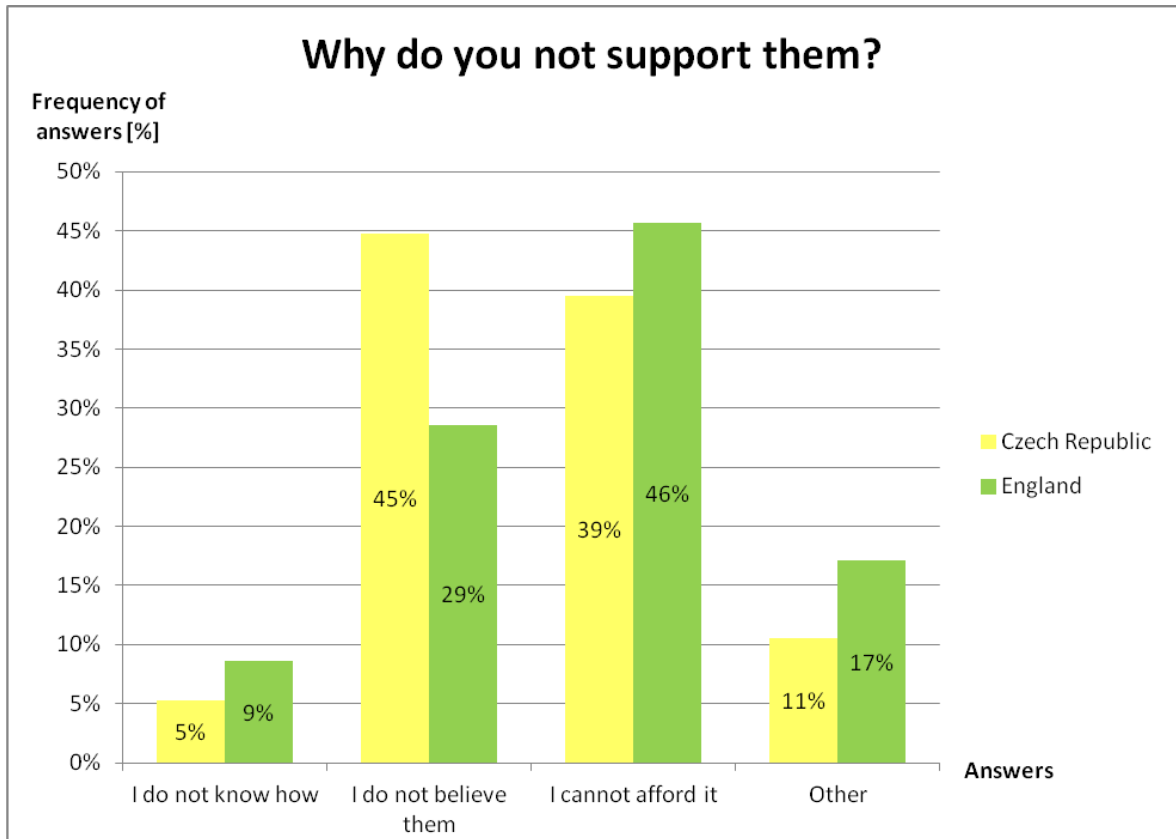


Figure 8. Why do you not support them?

According to the age of respondents is one of the most frequent answers that they cannot afford it. Nevertheless in the Czech Republic it is not the most frequent reason. Figure 8 shows that 45% of answers of Czech respondents wrote that they did not believe charity organizations. They are very skeptical. In England this percentage is not so high (29%). A small percentage of respondents answered that they did not know how to support a charity organization and some of them also checked the option with another reason. They had a possibility to tell what they mean but no one did it.

5.1.10 Question 10

This and next four questions were answered just by respondents who are supporting charity organizations. There were just 27 people from the Czech Republic and 30 people from England answering these five questions. The results are shown in the figure 9.

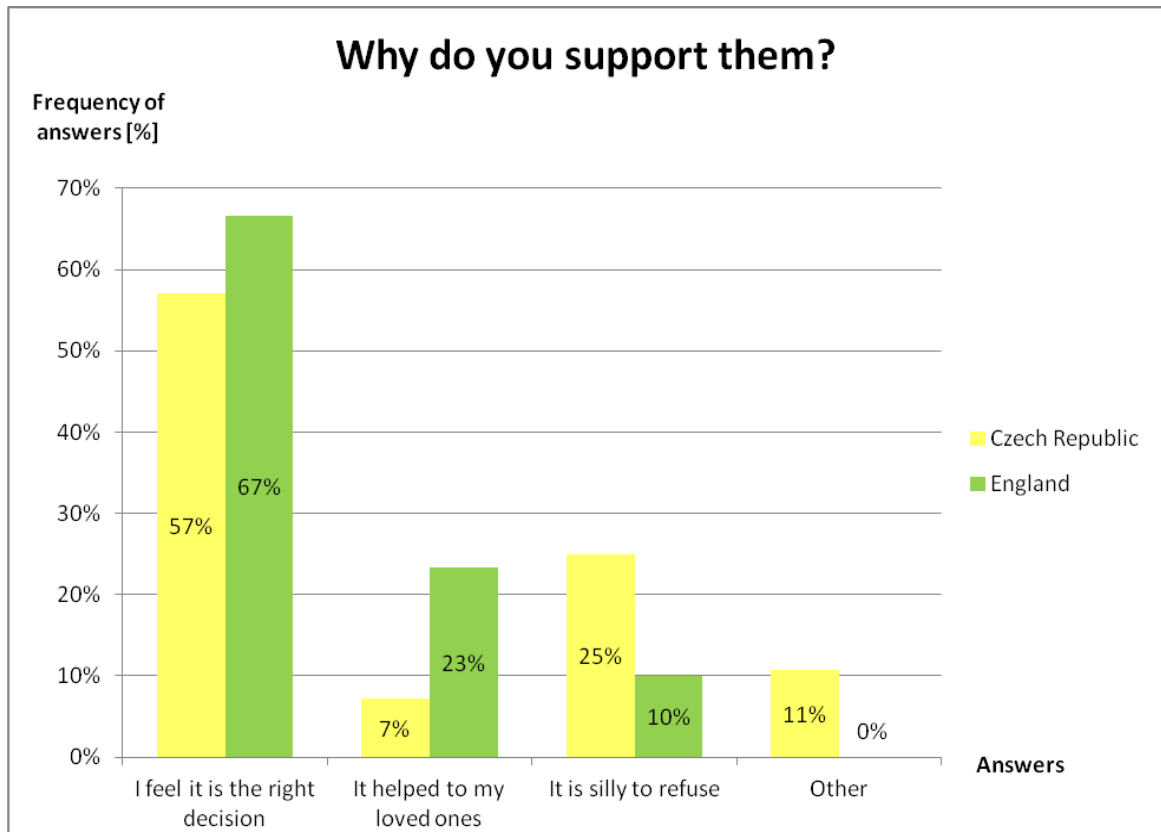


Figure 9. Why do you support them?

Respondents could choose from more options in this question. The most people agreed that it is the right decision to help someone via a charity organization. From the Czech Republic 57% of respondents agree with that and in England it is even 67%. Another option was that the reason of supporting charities is that they helped their family or close friends. In this case people feel some kind of need to re-pay them. In this case the percentage was significantly higher in England. It indicates that more people use services of charities, so more people have some relationship with them. On the other hand the answer with the bad feeling from refusing fundraisers was more frequent in the Czech Republic (25%) than in England (10%). 3 respondents from the Czech Republic checked also another reason but did not write what they meant.

5.1.11 Question 11

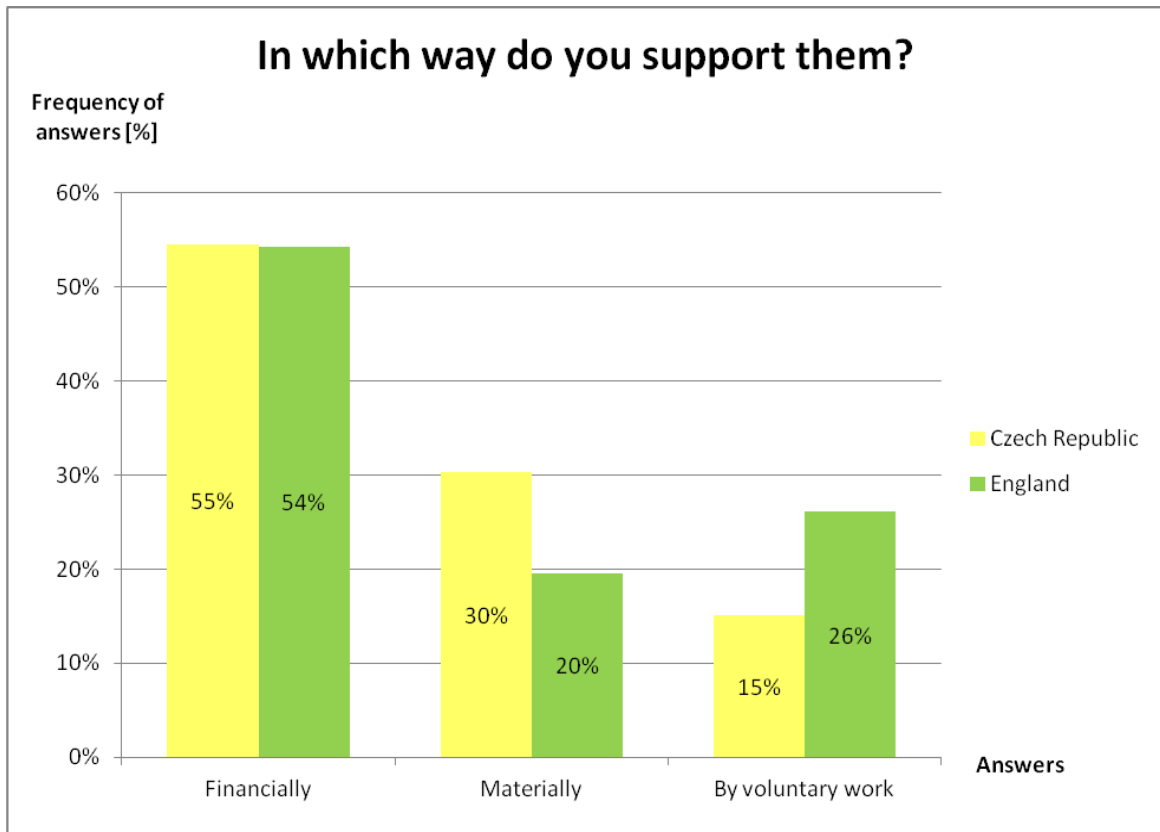


Figure 10. In which way do you support them?

The question of supporting charity organizations, depicted in the figure 10, shows what ways the society uses to support them. In this question it was possible to check more options. 55% of all answers of respondents from the Czech Republic and 54% from answers of English respondents show that they give money to charities. Giving money is the fastest and easiest way of supporting. It can be done via Internet banking, mobile phone, in cash and it takes no more than a few minutes.

In the Czech Republic on the second place there was a material support which is still needed because of some tragedies such as burning of a building with many families living in it. In the Czech Republic there are also frequent floods which destroy many houses. In all these cases people help mostly with clothing or household articles.

In England on the second place there was voluntary work. Voluntary work got 26% of all responses while in the Czech Republic it has just 15%. People and especially university students do not have time for people they even do not know. Or they have other activities more interesting for them.

5.1.12 Question 12

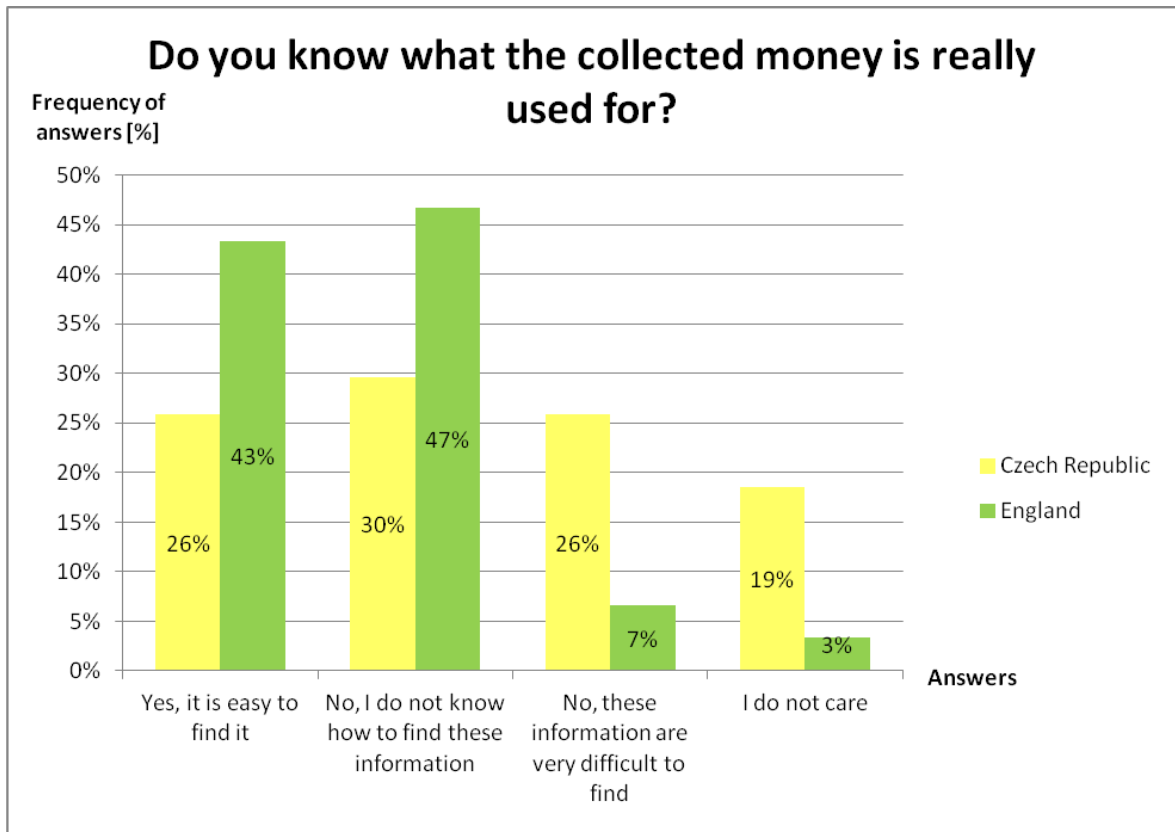


Figure 11. Do you know what the collected money is really used for?

Figure 11 shows that in the Czech Republic answers to the question about the real usage of collected money are quite balanced. The option that respondents do not know how to find information about it was chosen by 8 respondents. The first and the third option were selected by 7 people each, so it has the same percentage 26%. 19% of the Czech respondents do not care.

Results from England are more positive. 43% of respondents agree that it is not difficult to find information about usage of money and 47% said that they do not know how to find this information. Just 7% said that it is very difficult to find it and 3% do not care.

5.1.13 Question 13

In each country there are more types of charity organizations. There are large international organizations such as the Red Cross or UNICEF. Also there are some large charity organizations which work just inside each country. These organizations are not able to help everywhere where it is needed so in both counties there are also small local charities. Caritas Internationalis could be something between large and small charity organizations. It has small local charities in regions of each country. For this reason it is classified as a local

charity. Large charities seem to be trustworthy when they are so large but do people see it the same way? In the figure 12 there are some answers of respondents shown.

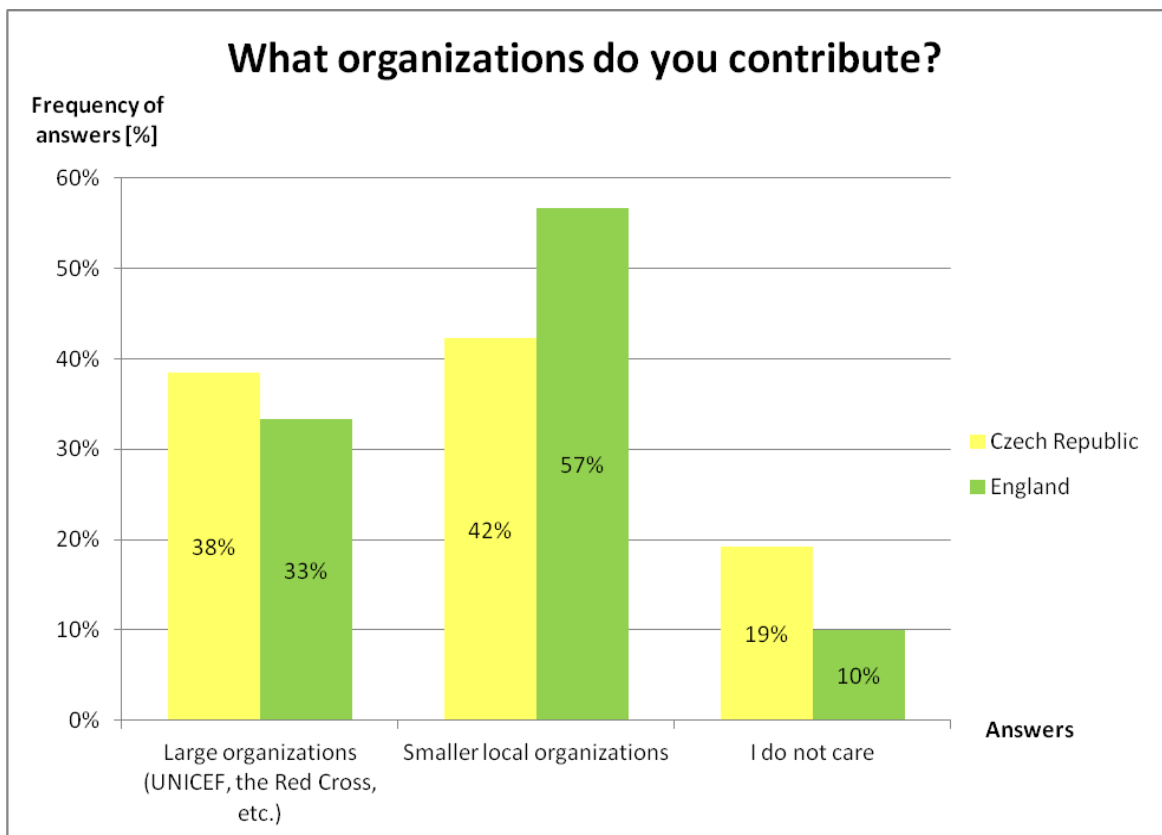


Figure 12. What organizations do you contribute?

In the Czech Republic the difference between large and small organizations was just 4%. Nevertheless local organizations got more percentage (42%). In these watching of their activity and financing is easier and as a donor it is possible to have a closer relationship. You are not just one in a million. The situation in England is the same. However, the difference between contributing to large and small organizations is bigger. 57% of respondents from England said that they contributed to smaller local charities. Just 19% of the respondents from the Czech Republic and 10% from England stated that they did not care which organization gets their help.

5.1.14 Question 14

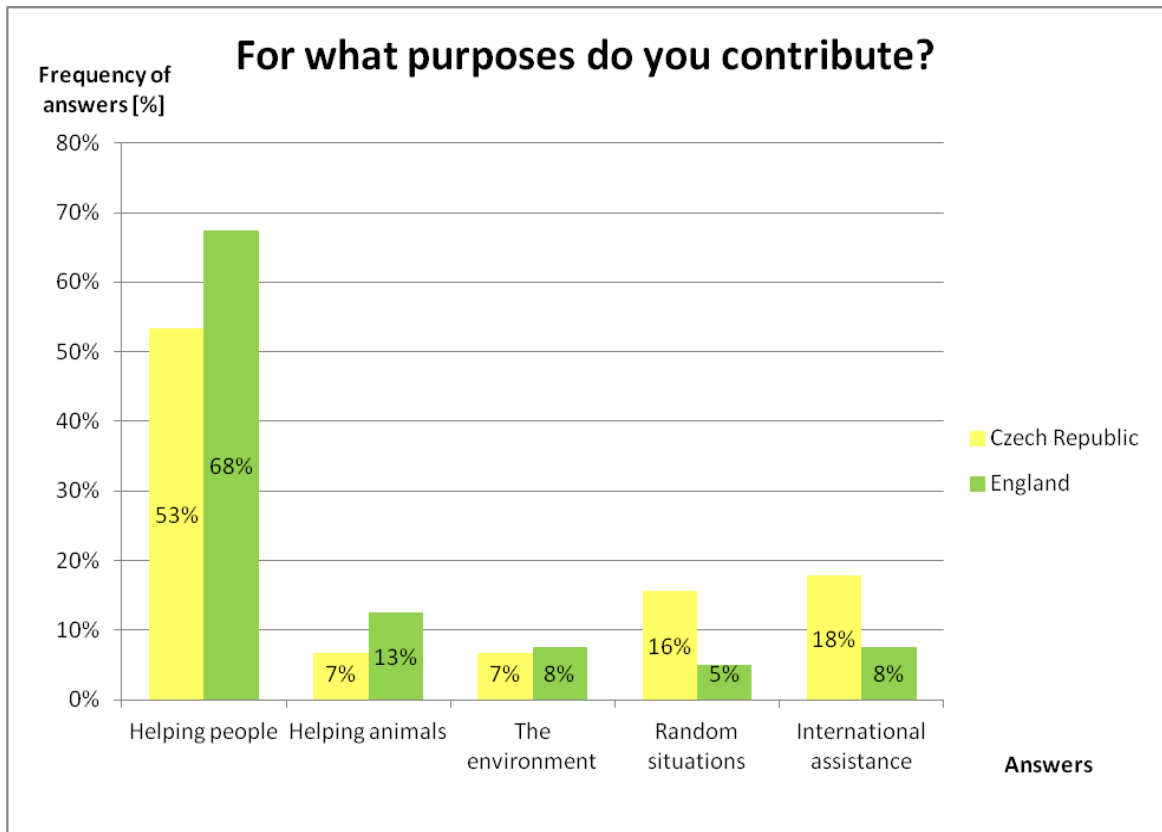


Figure 13. For what purposes do you contribute?

Figure 13 shows answers to the question about what purposes people contribute for. The most answers from both countries show that respondents contribute mostly to helping people. They could choose from more options in this question. On the second place in the Czech Republic there is an international assistance with 18%. In the Czech Republic there are lots of projects of helping countries in the third world. Many of them are carried out at high schools and it leads young people to the ability to emphasize with other people and to the willingness to help. On the third place with 16% there are random situations such as floods. Animals and environment are the least supported with just 7% each.

Situation in the England is a bit different. The percentage of helping people is 68% which is higher than in the Czech Republic. On the second place there are animals with 13%. The third place is divided between the environment and the international assistance. Random situations and disasters are not so frequently supported by the public. The reason of this might be that such disasters are not so common in England.

5.1.15 Question 15

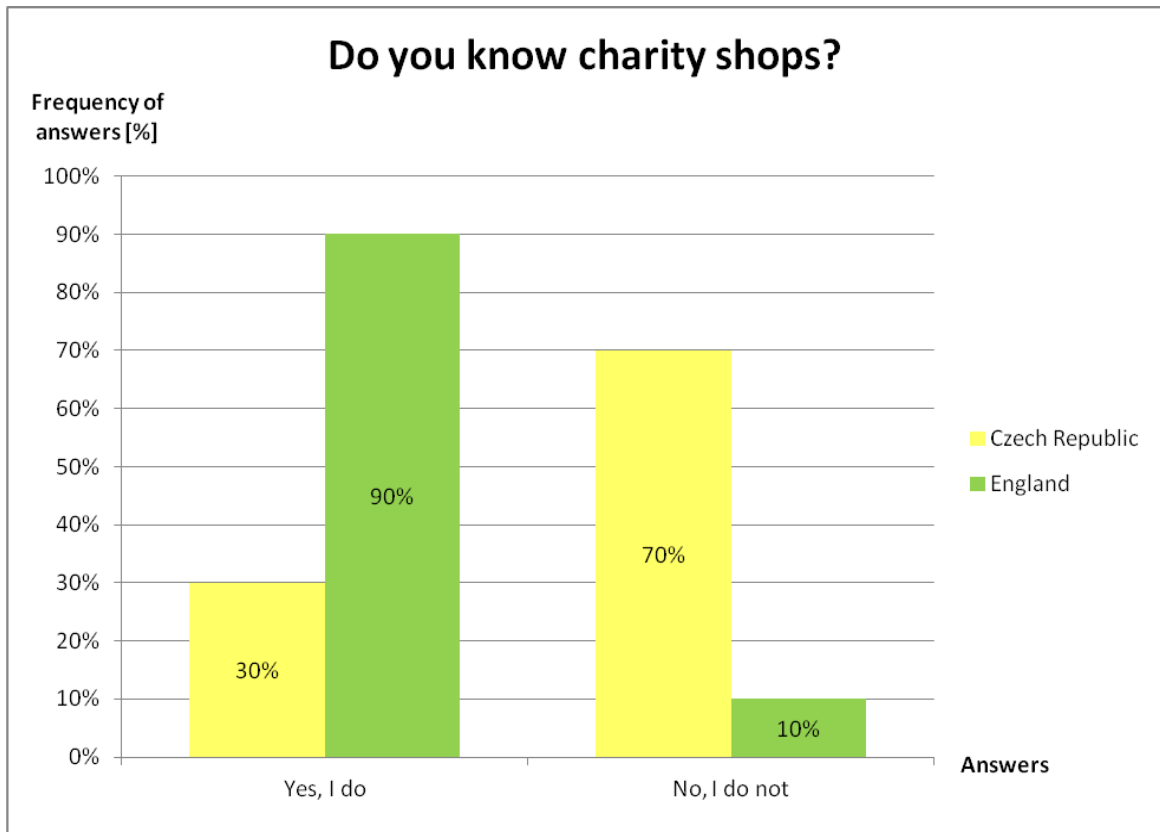


Figure 14. Do you know charity shops?

Question 15 asks respondents whether they know about the existence of charity shops. In England 90% of respondents said that they knew what charity shops are whereas in the Czech Republic results are completely different. Just 30% of all respondents said that they knew charity shops. 70% of them do not know about their existence. The respondents who selected the first option were either from England or somewhere abroad, where charity shops are common or just know some of those few in the Czech Republic.

5.1.16 Question 16

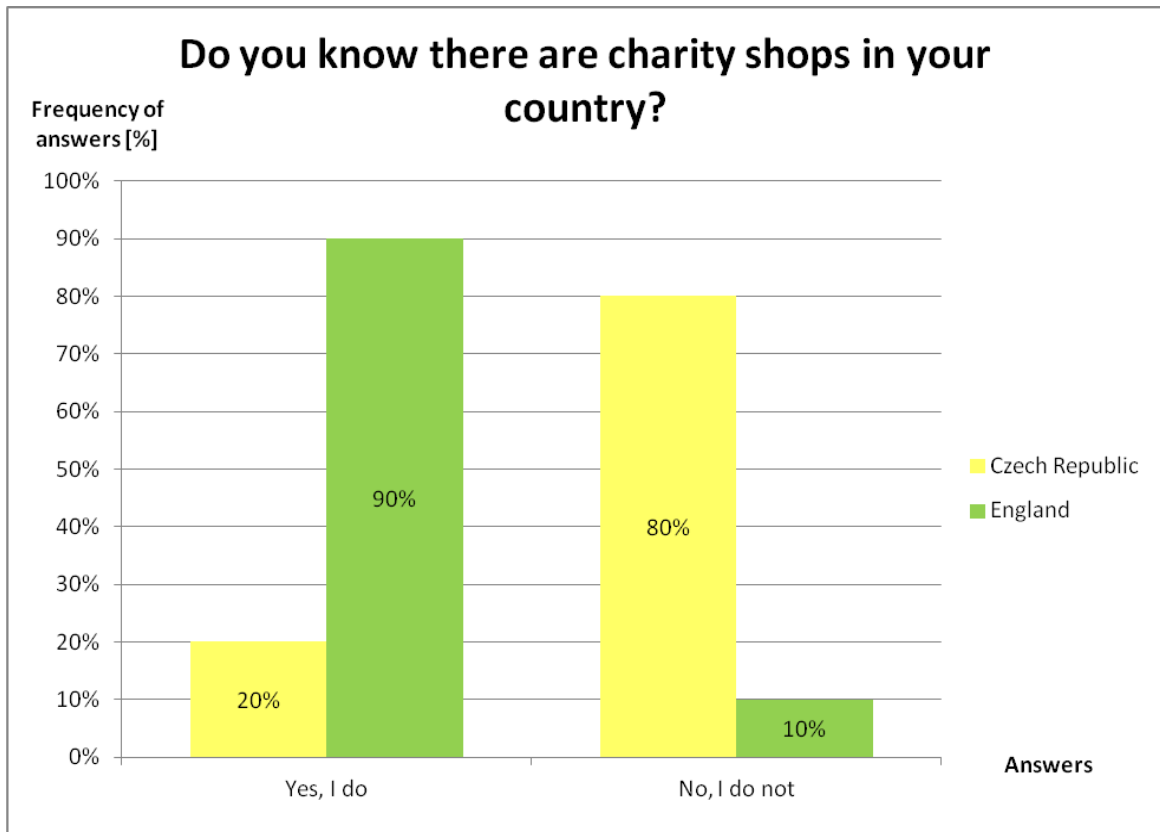


Figure 15. Do you know there are charity shops in your country?

In England charity shops are very popular and the results of this question prove that in the figure 15. Only 10% of respondents (5) from England said that they did not know about charity shops in their country. On the other hand in the Czech Republic the situation is completely different. 20% of the Czech respondents (10) said that they knew about local charity shops. A staggering number of Czech respondents stated that they did not know about any charity shops in the Czech Republic. This indicates a large gap in the field of promotion of the existing charity shops. It also gives the opportunity to many charitable organizations to consider the idea of their own charity shops.

5.1.17 Question 17

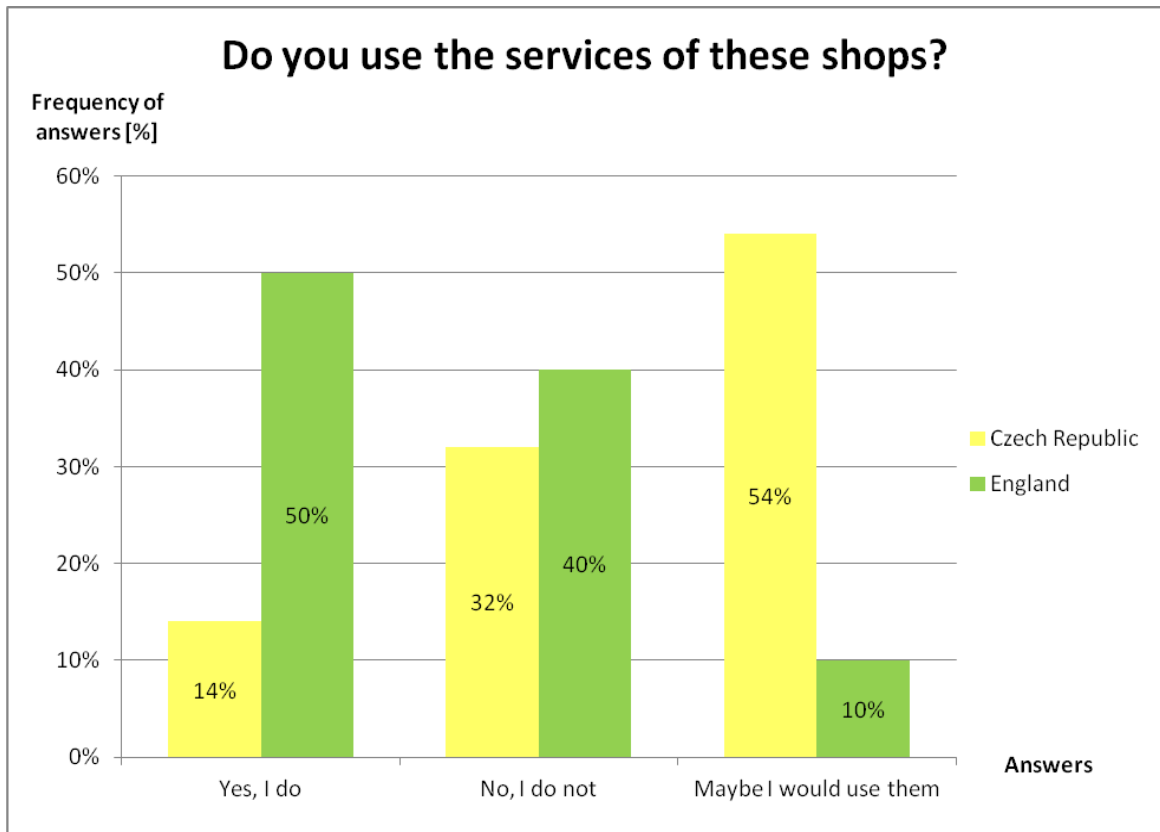


Figure 16. Do you use the services of these shops?

Responses shown in the figure 16 bear out the statement from the previous question. 14% of Czech respondents said that they used services of charity shops. Those are nearly all the people who know about charity shops in the Czech Republic. The percentage of respondents who chose the third option, that they might use them, is 54%. More than half of the Czech respondent would probably use services of charity shops in some way.

In England the situation is different again. 50% of respondents said that they used services of these shops, 40% of them said that they did not and the same percentage as in the previous question (10%) said that they would probably visit these shops. This area of working of charity organizations and opportunity how to make the public part of it is well used.

5.1.18 Question 18

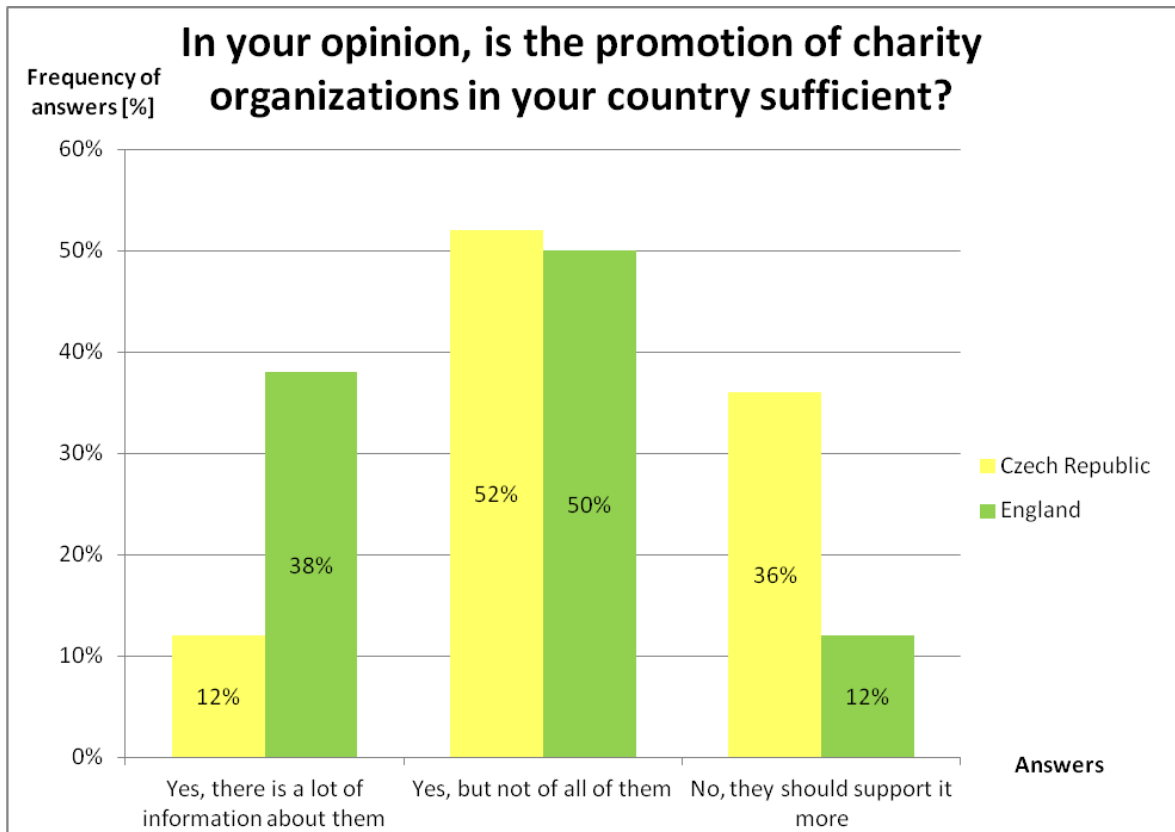


Figure 17. In your opinion, is the promotion of charity organizations in your country sufficient?

Promotion is an important aspect of working of charity organization. No-one can contribute or support charity when it is almost invisible. The situation in the Czech Republic is nearly similar. It is shown in the figure 17. Just 12% of respondents from the Czech Republic said that there was a lot of information about charity organizations. More than 50% of respondent said that not all of them were well-known for their promotion and 36% think that charities should try to promote themselves.

Results in England are the same with the opinion that not all of charity organizations have sufficient promotion. This was said by 50% of respondents from England. The promotion of English charity organizations is better than in the Czech Republic, which confirms 36% of respondents. Unlike in the Czech Republic, only 12% think that the promotion of charity organizations should be better.

5.1.19 Question 19

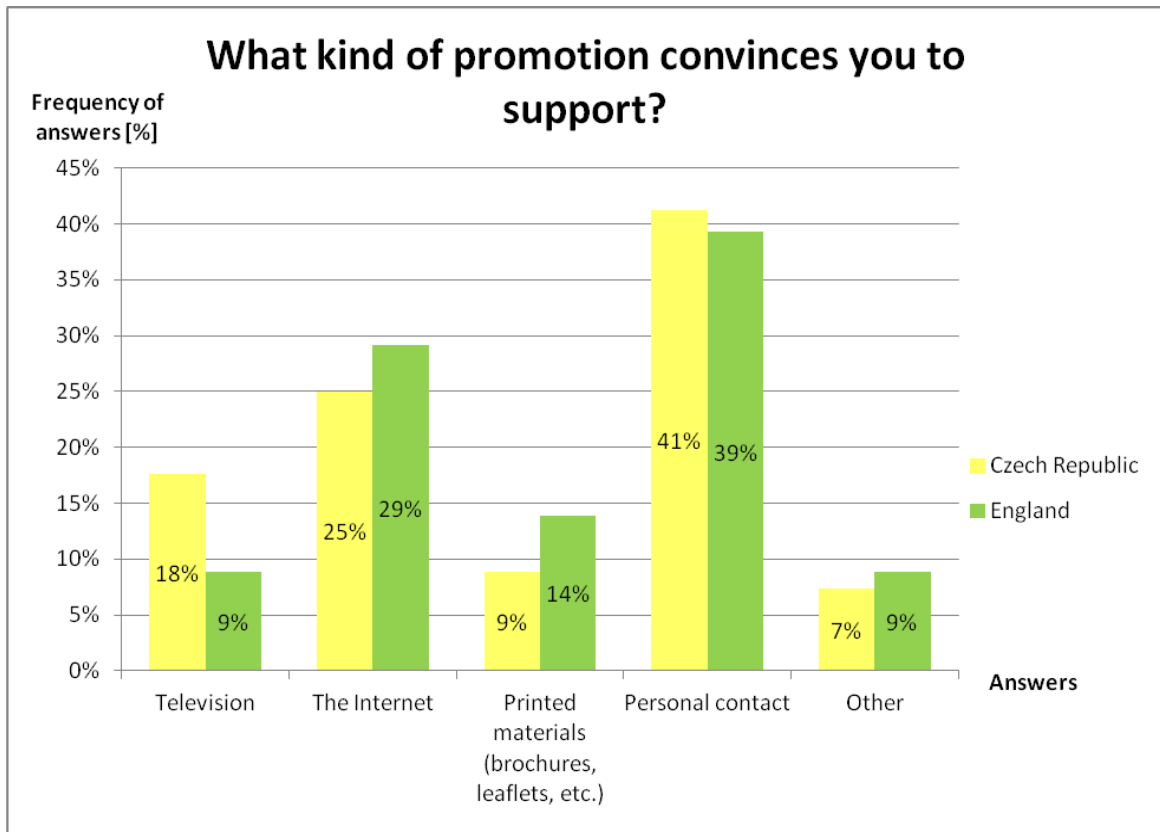


Figure 18. What kind of promotion convinces you to support?

The penultimate question, shown in the figure 18, was “What kind of promotion convinces you to support?” the aim of which was to find the best way how to connect to the public. The results of this question are quite similar. The option of personal contact got the highest percentage. The possibility to ask and get some explanation is highly-valued and also powerful. On the second place in both countries there is the Internet. The Internet and social networks are powerful tools to keep in touch with current supporters and with potential ones, as well.

Television was on the third place in the Czech Republic because there are many beneficial events where you can usually see exactly those people who receive collected money. You can see what happens to them and it brings out empathy. In England on the third place there were printed materials which can be seen on many places. Other kinds of promotion are almost balanced.

5.1.20 Question 20

The last question “Do you have any personal experience with any charity organization? What is it?” was not obligatory and just few respondents answered it. In most cases from

the Czech questionnaires the respondents wrote that they did not have any. Some of them wrote that during their studies they joined some collections, mostly for blind people, for instance with the project of Bílá Pastelka. Two respondents also mentioned sending money for international causes. The assistance to victims of Dioxin in Vietnam was also mentioned. Another person wrote about material gifts in the form of clothing. The last experience from the Czech respondents was shopping in charity shops in England as a favourite activity when visiting this country.

The respondents from England mentioned face to face fundraising and collection boxes, which are in many places. They also mentioned some TV appeals. One of the respondents wrote about helping with packing canned goods for homeless people. No-one from English respondents wrote about sending money, most of these mentioned things are more active than it was in the Czech Republic.

CONCLUSION

This bachelor thesis deals with charity organizations in England and the Czech Republic. Its aim was to prove the hypothesis that people in the Czech Republic do not support charities as much as people in England do. It should define where exactly these differences are and show the reasons.

The objective of the theoretical part was to make readers familiar with the term charity, types of charity organizations which we can find in both countries and information about funding of these organizations. The first chapter tells about the origins of the word charity and then it familiarizes readers with its meaning nowadays. In the second chapter I described ways of securing finances for work of these organizations, such as getting money from the government, companies, foundations, individual donors and some more. There is also a subchapter about charity shops which are not so spread in the Czech Republic and I found it as a gap in the market and great opportunity for Czech charities how to improve their services and attract more people who could be potential donors. The last chapter deals with marketing in charity organizations. I found public relations as the most important part of it. Charity organizations are non-profitable organizations and it means that marketing is not so important for them as it is for profitable companies where it plays the key role.

The practical part of this thesis is based on quantitative study among the English and Czech society. The respondents were between 18 and 30 years old because this is the age when they have enough time and search for new social activities. The data were collected via my own questionnaires prepared in Google docs and shared on the Internet in both countries. The respondents were asked about their knowledge and opinions of charity organizations.

This analysis had two main goals. The first of them was to point out the differences in the stance of the society on charity organizations. The results of this proved my hypothesis that the Czech people are not interested in charity organizations and helping others so much as the English people. From the answers I found out that the first of main reasons was that people do not believe these organizations and the second one was that they cannot afford it. Nevertheless, the financial support can be replaced by voluntary work which was also not frequent. The second goal of the research was to find where the biggest differences are. I was surprised by the results of these questions. They were mostly completely different. Marketing of the Czech charities is poorer than the English one and that is the main problem when looking for new donors. On the other hand, it is also influenced by the

social environment and the social feeling of the people in both countries. Anyway, this study shows that the Czech charity organizations have many more possibilities than they use and they have a chance to strengthen their position in the perspective of the public. Drawing an inspiration from English charities may be very helpful. Here I can say that my goals were fulfilled and my hypothesis was confirmed as well.

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APPENDICES

P I English questionnaire

P II Czech questionnaire

APPENDIX P I: ENGLISH QUESTIONNAIRE

Hello,

my name is Eva Crlíková and I am a student of the Tomas Bata University in the Czech Republic. I would like to ask you to fill in a questionnaire on the subject The stance of the English society for charity organizations (not foundations). All of these organizations provide any kind of charitable assistance.

The questionnaire is intended for people aged 18-30 years and it is a part of my Bachelor thesis. It contains 20 simple questions and should not take more than 3 minutes. The questionnaire is anonymous.

Thank you for your time.

1. What is your gender?
 - Female
 - Male
2. How old are you?
3. What do you think of when you say “Charity”?
4. Are you interested in charity organizations?
 - Yes, I am
 - No, I am not
5. Do you know what forms of funding they use to secure money?
 - Yes, I am interested in it
 - A little bit
 - No, I do not care about it
6. Have you ever personally met any form of collecting money?
 - Yes, I contributed
 - Yes, but I do not contribute
 - No, I have not.
7. Do you know any local charity organization?
 - Yes, I do
 - No, I do not.
8. Do you support charity organizations?
 - Yes, I do
 - No, I do not

- Sometimes
(If you said yes, skip to question 10)

9. Why do you not support them?

- I do not know how
- I do not believe them
- I cannot afford it
- Other____

(Skip to question 15)

10. Why do you support them?

- I feel it is the right decision
- It helped to my loved ones
- It is silly to refuse
- Other____

11. In which way do you support them?

- Financially
- Materially (clothes, toys)
- By voluntary work

12. Do you know what the collected money is really used for?

- Yes, it is easy to find
- No, I do not know how to find this information
- No, this information is very difficult to find
- I do not care

13. What organizations do you contribute?

- Large organizations (UNICEF, the Red Cross,...)
- Small local organizations
- I do not care

14. For what purposes do you contribute?

- Helping people
- Helping the animals
- The environment
- Random situations (natural disasters, etc.)
- International assistance

15. Do you know charity shops?

- Yes, I do
 - No, I do not
16. Do you know there are charity shops in your country?
- Yes, I do
 - No, I do not
17. Do you use the services of these shops?
- Yes, I do
 - No, I do not
 - Maybe I would use them
18. In your opinion, is the promotion of charity organizations in your country sufficient?
- Yes, there is a lot of information about them
 - Yes, but not of all of them
 - No, they should support it more
19. What kind of promotion convinces you to support?
- Television
 - The Internet
 - Printed material (information boards, leaflets, etc.)
 - Personal contact
 - Other ____
20. Do you have any personal experience with any charity organization? What is it?

APPENDIX PII: CZECH QUESTIONNAIRE

Dobrý den,

jmenuji se Eva Crlíková a jsem studentkou Univerzity Tomáše Bati ve Zlíně. Chci Vás požádat o vyplnění dotazníku na téma Postoj české společnosti k charitativním organizacím (ne nadacím). Těmito organizacemi jsou myšlena různá hnutí, občanská sdružení a obecně prospěšné společnosti, poskytující jakýkoliv druh charitativní pomoci. Samozřejmě sem patří také církevní charity, jako je Charita ČR.

Dotazník je určen pro respondenty ve věku 18-30 let a je součástí mé bakalářské práce. Obsahuje 20 jednoduchých otázek a neměl by zabrat více než 3 minuty. Dotazník je anonymní.

Děkuji za Váš čas.

1. Jaké je Vaše pohlaví?
 - Žena
 - Muž
2. Jaký je Váš věk?
3. Co se Vám vybaví pod pojmem „Charita“?
4. Zajímáte se o charitativní organizace?
 - Ano
 - Ne
5. Znáte formy jejich financování? (způsoby, jakým i získávají peníze)
 - Ano, zajímá mě to
 - Trochu
 - Ne, nezajímám se o ně
6. Setkali jste se osobně s nějakou formou vybírání peněz?
 - Ano, přispěl(a) jsem
 - Ano, ale nepřispívám
 - Ne, nesetkal(a) jsem se s tím
7. Znáte nějakou Vám nejbližší charitativní organizaci?
 - Ano
 - Ne
8. Podporujete organizace tohoto typu?
 - Ano
 - Ne
 - Občas

(Pokud ano, přeskočte na otázku číslo 10)

9. Nepodporuji je protože:

- Nevím jak
 - Nevěřím jim
 - Nemohu si to dovolit
 - Jiný důvod ____
- (Přeskočte na otázku číslo 15)

10. Podporuji je protože:

- Je to správné
- Pomohla svým známým nebo mé rodině
- Je mi hloupé odmítnout
- Jiný důvod ____

11. Jakým způsobem je podporujete?

- Finančně
- Materiálně (oblečení, hračky,...)
- Dobrovolnickou prací

12. Víte, kam peníze z Vaší pomoci skutečně jdou?

- Ano, není těžké to zjistit
- Ne, nevím, jak tyto informace zjistit
- Ne, většinou se tyto informace najít vůbec nedají.
- Neřeším to

13. Jakým organizacím přispíváte?

- Velkým organizacím typu UNICEF, Červený Kříž,...
- Menším lokálním organizacím
- Je mi to jedno

14. Na jaké účely přispíváte?

- Pomoc lidem
- Pomoc zvířatům
- Životní prostředí
- Nahodilé situace (živelné pohromy,...)
- Mezinárodní pomoc

15. Znáte charitativní obchody?

- Ano
- Ne

16. Víte, že ve Vaší zemi tyto obchody jsou?

- Ano
- Ne

17. Využíváte tyto obchody, příp. podporovali byste je, kdyby byly v blízkosti vašeho bydliště?

- Ano, využívám je
- Ne
- Možná bych je využíval(a)

18. Je podle Vás propagace charitativních organizací ve Vaší zemi dostatečná?

- Ano, informací o jejich existenci je spousta
- Ano, ale jen některých
- Ne, měly by ji podpořit

19. Jaký druh propagace Vás přesvědčí nejlépe k pomoci?

- Televize
- Internet
- Tištěné materiály (informační tabule, letáky,...)
- Osobní kontakt
- Jiný

20. Máte nějakou osobní zkušenost s charitativní organizací? Jakou?