

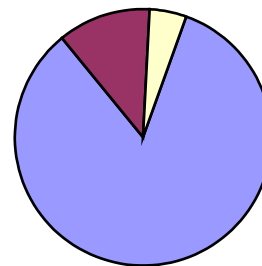
# Individual donors

Jitka Nesrstová  
VIA Foundation

# Giving USA 2006

**2006 Contributions: 295,02 Billion USD**

Foundations 12%  
Corporations 4%



Individuals  
84%

65% households give to charity



# UK

In 2006 individuals donated  
£ 8.9 billion

58% of adult population (28 million  
people) give at least once per month



# Europe

## **Germany**

in 2006 individuals donated 2 billions €

## **France**

Individuals gave 2,1 billion € in 2006

23% of donors use auto-payment mechanisms (standing order, direct debit)



# Czech Republic

47% of adults donated in 2004 (according to STEM research made for NROS)

Ministry of Finance statistics on tax-deductible giving (individuals):

Year	Nr. of donors	Total amount deducted (in millions CZK)
<b>2000</b>	<b>71 496</b>	<b>670</b>
<b>2001</b>	<b>78 191</b>	<b>760</b>
<b>2002</b>	<b>102 811</b>	<b>995</b>
<b>2003</b>	<b>89 274</b>	<b>911</b>
<b>2004</b>	<b>92 885</b>	<b>981</b>
<b>2005</b>	<b>121 469</b>	<b>1 190</b>
<b>2006</b>	<b>128 430</b>	<b>1 250</b>



# Civil society 2004

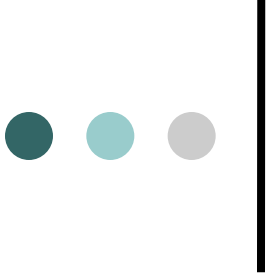
(STEM research for NROS)

- 43% of respondents signed petition
- 65% think that NGOs defend public interests
- 60% think that NGOs help citizens to fight against state bureaucracy
- 50% think that democracy can't function properly without NGOs



# Individuals give you:

- Independence
- Resources for development of the organization
- Volunteers and contacts
- Credibility
- Strong tool for campaign work



# Individual fundraising requires:

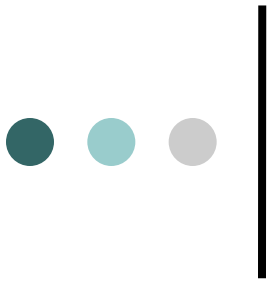
- Patience
- Hard work
- Good communication skills
- Lot of learning
- Proper use of fundraising techniques
- Effective and well-managed administration





# How to communicate with donors:

- Donors are friend who share our values
- Explain them the need (problem you solve) clearly and simply in human words
- Show how your organization can make a difference
- Don't exaggerate what you are able to achieve
- Never forget that by accepting donation you also accept the responsibility to spend it effectively



Thank you and good luck!

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