

# INDIVIDUAL GIVING AND PHILANTHROPY IN TURKEY 2021

**S. ERDEM AYTAÇ** KOÇ UNIVERSITY

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# ABOUT US

Third Sector Foundation of Turkey (TÜSEV) was established in 1993 with the objective of strengthening the legal, fiscal and operational infrastructure of civil society organizations. For over two decades, TÜSEV has been working to create a more enabling environment for civil society and providing solutions to common and emerging problems of CSOs with the support of its members.

With the vision of a stronger, participatory and credible civil society in Turkey, TÜSEV works under four main program areas and undertakes activities that aim to;

- Establish an enabling and supportive legal and fiscal framework for CSOs,
  - Encourage strategic and effective philanthropy and giving,
  - Facilitate dialogue and cooperation between the public sector, private sector, and civil society,
  - Encourage civil society collaborations at the international level,
  - Promote the credibility of Turkish civil society,
  - Create resources and raise awareness through research on civil society.
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# CONTENTS

ABBREVIATIONS	7
FOREWORD	8
1. INTRODUCTION AND SUMMARY OF FINDINGS	11
2. THE SAMPLE	15
3. PERCEPTIONS OF CIVIL SOCIETY	17
4. INDIVIDUAL GIVING AND GIVING MOTIVATIONS IN TURKEY	25
4.1 Direct Giving to Those in Need	25
4.2 Donations to Civil Society Organizations and Participation in Activities	37
4.3 Giving Motivations and Preferred Methods	56
5. CONCLUSION	61

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# ABBREVIATIONS

<b>ABPRS</b>	Address Based Population Registration System
<b>CAF</b>	Charities Aid Foundation
<b>CSO</b>	Civil Society Organisation
<b>ÇYDD</b>	Association for Supporting Contemporary Life
<b>GDP</b>	Gross Domestic Product
<b>LÖSEV</b>	The Foundation for Children with Leukemia
<b>İİBS-2</b>	Statistical Regional Units Classification, Level 2
<b>NI/NA</b>	No Idea / No Answer
<b>TCMB</b>	Central Bank of the Republic of Turkey
<b>TEGV</b>	Education Volunteers Foundation of Turkey
<b>TEMA</b>	The Turkish Foundation for Combating Soil Erosion, for Reforestation and the Protection of Natural Habitats
<b>TEV</b>	Turkish Educational Foundation
<b>TÜİK</b>	Turkish Statistical Institute
<b>TÜSEV</b>	Third Sector Foundation of Turkey
<b>USA</b>	United States of America

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# FOREWORD

As the Third Sector Foundation of Turkey (TÜSEV), we have been working since our establishment to generate permanent solutions to the problems faced by civil society organizations (CSOs) and to provide an enabling environment for the civil society. We care about the challenges within our field of work, both at the national and global levels, in all of the actions we carry out in this context, so that we can make assessments based on current facts and feed our work from these outputs. Furthermore, we prioritize that the current data and information we provide may be used as resources to respond to the various requirements of CSOs.

Our report, originally titled 'Philanthropy in Turkey: Citizens, Foundations, and Social Justice,' was renamed "Individual Giving and Philanthropy in Turkey" in the years that followed. This report has become a significant publication for organizations who use individual donations as one of their fundraising methods, as well as a resource for TÜSEV's initiatives aimed at increasing individual giving in Turkey. As the sole source that investigates Turkey in this area, the study, which focuses on the field

of individual giving from a holistic perspective, has also been a critical source of information for global-scale research and reports. TÜSEV's goal is to prepare this publication every three years in order to closely track the dynamics in the field in the context of Turkey and to monitor the reflections of the changes that have occurred locally and worldwide in the given time period.

We have also made certain changes in terms of the time and substance of the report in 2021, allowing us to interpret how developments in Turkey affect individuals' giving patterns, philanthropy perceptions, and, in this case, their relationships with civil society organizations. We decided to carry out the fieldwork ahead of schedule, considering the importance of observing the impact of the efforts of the individuals, civil society organizations and all relevant stakeholders to alleviate the negative effects of COVID-19, which was declared a global pandemic in March 2020; the initiatives to remedy the destruction caused by natural disasters in the same year; and the philanthropic activities of people during the forest fires that took place in the summer of

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2021, on giving practices in Turkey. We also had the opportunity to evaluate the areas that might be deepened within the scope of the report by meeting with our stakeholders in order to understand the changes in the field and to shed light on different issues that CSOs may need in their individual giving activities. In addition, we aimed to understand the participation in certain types of giving practices that gained public attention in Turkey, with new questions including how these participations took place.

“Individual Giving and Philanthropy in Turkey 2021”, which was prepared by Prof. Ali Çarkoğlu and Assoc. Prof. Selim Erdem Aytaç from Koç University Civil Society and Philanthropy Research Center, serves as a starting point for monitoring and interpreting changes in this area over a 15-year period, as well as thinking about what can be done to improve the field while presenting up-to-date data on the topic of individual giving. We believe that the data in the study will make a significant contribution to the work of all stakeholders in the sector and create a space for all relevant stakeholders to analyze issues affecting individual giving

practices in Turkey. To contribute to this, TÜSEV will continue to present the report’s data to various stakeholders, disseminate diverse perspectives in the context of the study, and assess the report data in collaboration with diverse stakeholder groups.

We would like to thank Prof. Dr. Ali Çarkoğlu and Assoc. Prof. Selim Erdem Aytaç for their meticulous work on the “Individual Giving and Philanthropy in Turkey 2021” report, our valuable stakeholders who took their time and shared their expertise with us prior to the field research, and the Charities Aid Foundation America (CAF America), the report’s financial supporter, for their support in this work aimed at strengthening civil society. We will continue to work for a stronger, more participatory and reputable civil society.

TÜSEV

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# 1. INTRODUCTION AND SUMMARY OF FINDINGS

This study is a continuation of the *Individual Giving and Philanthropy* research in Turkey conducted in 2004, 2015, and 2019 with the initiative and support of TÜSEV.<sup>1</sup> The primary goal is to capture a snapshot of the perceptions of individuals in Turkey about civil society organizations, as well as their engagement in these organizations' activities and philanthropic practices, and to track these trends through time. Since the first study carried out in 2004, we have been trying to determine the motivations and different levels of civil society engagement, as well as giving practices of individuals in Turkey.

Our main objective in this study is to update the results from the three previous studies. While doing so, it is necessary to keep in mind the important developments that occurred between 2019-2021. At the forefront of these developments, of course, is the COVID-19 pandemic, which officially emerged in March

2020. With the rapid spread of the pandemic throughout the country, lockdown measures were taken, which gradually stopped all economic and social life. Although the pandemic waves and the measures taken to prevent the spread were relatively relieved with gradual normalization in the summer of 2021, deaths due to COVID-19 continued in the first months of 2022. However, the lockdowns that stopped social and economic life largely ended as of the summer of 2021. According to the data from the Turkish Statistical Institute (TÜİK), Turkey's gross domestic product (GDP) grew by only 1.8% in 2020 due to lockdowns, and by 11.8% in 2021.<sup>2</sup> While the per capita income in US dollars was 9,150 USD in 2019 at current prices, it was 8,610 USD in 2020 and 9,410 USD in 2021.<sup>3</sup> In short, although Turkey experienced serious economic problems during the pandemic, our

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<sup>1</sup> These studies can be accessed from TÜSEV website: (<https://www.tusev.org.tr/en/research-and-publications/online-publications>).

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<sup>2</sup> See TÜİK website: <https://data.tuik.gov.tr/Bulten/Index?p=Donemsel-Gayrisafi-Yurt-Ici-Hasila-IV.-Ceyrek-Ekim-Aralik-2021-45548>.

<sup>3</sup> 2021 IMF Economic Outlook Report [https://www.imf.org/external/datamapper/NGDPDPC@WEO/OEMDC/ADVEC/WEO\\_WORLD](https://www.imf.org/external/datamapper/NGDPDPC@WEO/OEMDC/ADVEC/WEO_WORLD)).

study focuses on a period when these difficulties were relatively alleviated, since the fieldwork was conducted in October-November 2021, and the questions referred to the past one year.

Of course, the only challenge during the pandemic was not the state of the economy. During this time, we have seen lockdowns, where social contact has been restricted to a degree that many people had never experienced before. Although most of these restrictions have been lifted since the second half of 2021, it is necessary to accept the fact that a full normalization was not present as of the beginning of 2022. How have civil society and its activities been affected by such an environment? While designing our study, we also took into account the possible impact of the pandemic on social responsibility perceptions and priorities of people, despite the restrictions related to fieldwork not being conducted during the peak of the pandemic.

Another striking aspect of the period we focused on during our fieldwork (the year before October-November 2021) is that Turkey faced many natural disasters. During this time, a major earthquake occurred in İzmir that caused many casualties. Then, in July-August 2021, three major floods occurred in Rize, Van, and Kastamonu, which had a nationwide impact. Again, a total of 299 forest fires, which started in Antalya in August 2021 and spread to 49 provinces in total, caused great loss of life and an environmental disaster. The Red Crescent's Volunteer Management Directorate publishes the number of disasters every year, in which Red Crescent volunteers take part in disaster relief activities within the scope of their "Become a volunteer" initiative. According to their figures, the number of disasters was 25 in 2019 and 29 in 2020, yet volunteers took part in the relief activities for 68 disasters in 2021.<sup>4</sup> These figures point to a higher number of disasters in 2021 compared to previous years, as well as an increased mobilization of citizens.

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<sup>4</sup> <https://www.kizilay.org.tr/Upload/Dokuman/Dosya/afetlerde-gonullu-yonetimi-guncel-20-12-2021-83390425.pdf>

Considering that our fieldwork started only a few weeks after the floods and fires in 2021, we expect the close interest of the society and the spirit of cooperation during these disasters to be reflected in our results.

In this study, similar to the previous ones, we tried to understand how both the giving behavior and the attitude towards civil society and philanthropic activities in general developed and changed. We have based our evaluations on the previous three studies, keeping the questions used largely unchanged, which made it easier for us to follow the trends. Questions were changed or new questions were designed and used in some specific cases.

Another point to consider when evaluating the results is the fact that the study focuses on the period before the economic turmoil in December 2021, as the interviews were conducted between October 1st and November 22nd, 2021.

When we compare the outcomes of our research to those of our past studies, we highlight the following points:

- Individuals in Turkey continue to see helping the poor predominantly as the responsibility of the state. No significant changes have been observed in this perception since 2004.
- The vast majority of individuals prefer to make their donations directly to those in need, rather than through an organization. At the same time, a significant increase is observed in the proportion of those who prefer to make their donations through an organization in 2021 compared to previous years. While the proportion of those who preferred to make their donations through an organization was about 10-12% in our previous studies, this proportion increased to 22% in 2021. In addition, when we compare the responses given over the years, the rate of those who prefer to make their donations through a civil

society organization rather than a public institution has been increasing.

- Over the previous year, close to half of the individuals in Turkey (45%) have donated material and informal aid such as food, clothing, cash, or fuel to family, neighbors, or anyone else in need. This rate indicates an increase of 7 percentage points compared to our 2019 study. The most common type of giving was cash donations.
- When we asked the respondents why they preferred to give directly instead of through an organization, the most common response was that they made their donations irregularly and only when they encountered a person in need. Other responses that followed were the amount of donations being too small and the lack of trust in the relevant organizations.
- Giving money to beggars remains a common practice. Five out of 10 individuals stated that they give money to beggars.
- In our previous studies, we had found decreases in the prevalence of religiously motivated donations over time. This year, we observed that this decline has come to an end and there has been an increase in the prevalence of religious giving. For example, in 2019, 58% of the citizens stated that they gave sadaqa during Eid-al-Fitr, which increased to 63% in 2021. Despite this increase, the rate of those who gave sadaqa in 2021 is behind the rate of 2004 (79%) when we made the first evaluation in this regard. There has also been an increase in the prevalence of other types of religious giving (zakat and animal sacrifice).
- Over the previous year, a significant increase has been observed in donations made to CSOs other than membership fees, volunteering in CSO activities, and membership and participation in their meetings. Compared to the 2019

study, the rate of donations other than membership fees increased from 15% to 23%, the rate of those attending CSO meetings from 6% to 12%, the rate of volunteers from 7% to 13%, and the membership rate from 7% to 12%. It should be noted that this increase in membership is especially observed for political parties and the Red Crescent, and thus concentrated in certain civil society organizations. In addition, it is not clear how respondents perceive membership. It might be the case that people think they have entered into a membership relationship when they made a donation or engaged in volunteer work, despite not becoming a member formally. Especially in the case of The Red Crescent, The Turkish Foundation for Combating Soil Erosion, for Reforestation and the Protection of Natural Habitats (TEMA), Humanitarian Relief Foundation (IHH), Association for Supporting Contemporary Life (ÇYDD), and Darüşşafaka, a significant increase is observed in the total of such different activities. Among the generic organizations, there was also a similar increase in the proportion of those participating in political parties, sports clubs, rural-urban beautification and solidarity organizations, environmental-animal rights organizations, hometown associations, and human rights organizations.<sup>5</sup>

- Among the reasons for not participating in voluntary activities, not having the necessary means was the leading cause, closely followed by the lack of

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5 In some of the questions in our survey, we did not give the respondents specific names of organizations, and only reminded them the types of organizations in general (eg. Human rights organizations, sports clubs, rural-urban beautification and solidarity organization, etc.). We use the term "generic organizations" when referring to such results. Please see Section 4.2 for detailed information.

transparency and lack of trust. The proportion of those who stated that they are not interested in volunteering is decreasing. The primary reasons for volunteering are satisfaction from volunteering, contributing to our social development, and the value attributed to such activities by society.

- Individuals who stated that they donated to organizations were asked why they chose to donate to a particular organization. Trust in the organization and the transparency of the organization were the most common reasons.
- Individuals did not receive any detailed reports in return for their donations to organizations. This can be considered one of the most important indicators of the inability to establish long-term trust relationships between the donors and organizations. Half of the individuals who said that they donated to an organization donated without expressing any opinions about how their donations should be used.
- About three-quarters of the donors want the organizations to keep them in the loop. When the respondents were asked what type of communication channels they preferred, they chose ones such as SMS or phone call.
- The proportion of those who want to be informed about the activities of the organization they donate to is 71%. The proportion of those who want to be informed about the new campaigns of the said organization is 70%.
- Transparency and accountability come to the fore in donations made through civil society organizations. The most determining factor for donations is trust and the use of donations in line with the cause. It is a widely accepted requirement for organizations to provide information and feedback on the use of donations.
- The Red Crescent, LÖSEV, and TEMA are the most well-known civil society organizations. When compared to previous years, the recognition of the Turkish Aeronautical Association (THK) has decreased, while the recognition of the Green Crescent, İHH, Ahbap Association, and Darüşşafaka has increased.
- The proportion of donations made in cash has increased over time. Donations made to specific donation boxes allocated in stores, supermarkets, and similar venues came second in frequency. Donations made via text messages from mobile phones have doubled in just two years. During the pandemic, the practice of giving through charity dinners, bazaars, and so on has dropped, while donations made using smartphone apps have increased and giving through websites has decreased.
- In Turkey, the average annual donation amount per person in 2021 was approximately 983 TL. The average annual donation amount per person was estimated to be 303 TL in the 2019 survey. After adjusting for inflation, the equivalent sum for 2021 is 433 TL. In other words, even after accounting for inflation, there has been a significant increase in donation amounts. This increase is probably related to the pandemic and natural disasters, which, when combined with other findings in our study, resulted in a significant increase in giving practice.
- The total donations estimated in our study correspond to 0.95% of Turkey's GDP over the period under consideration. This rate was estimated to be 0.5% in the 2019 study and 0.8% in the 2015 study. As a result, the share of donations made in Turkey within the economy in 2021 appears to have increased in comparison to recent years.

## 2. THE SAMPLE

The findings presented in this report are based on data compiled from interviews with a representative sample of the voting-age population in Turkey. Within the scope of the field study, face-to-face interviews were conducted with 1,734 people in their homes in 143 districts of 49 cities in Turkey. Interviews were carried out by Infakto Research Group and Birim Research between October 1st and November 22nd, 2021. The cities included in the sample are presented in Figure 2.1.

The framework we used in our previous studies was applied in the selection of the sample. First, the target sample size was allocated according to the rural-urban population ratios of Turkey's 26 İİBS-2 (Statistical Regional Units Classification, Level 2) regions. With the number of target interviews obtained, we determined how many clusters should be selected to reach 20 households in each cluster. Afterward, twenty random addresses

from the clusters consisting of 400 addresses in the Address-Based Population Registration System (ABPRS) of the Turkish Statistical Institute (TÜİK) and 20 addresses in rural settlements that are not registered in ABPRS were determined with the mukhtars. When a household was reached, a list of the whole population over the age of 18 residing in the household was drawn up and attempts were made to interview a random individual according to their birth date from the list. When the selected person could not be interviewed, a maximum of three further attempts were made at the same address, and if there was still no interview at the end of these three visits, the address was excluded from the sample. Since we expected the rate of addresses to be excluded from the sample to be around 50% based on our previous experiences, the target sample size was determined to be twice the number of interviews intended.

◆ Provinces included in the sample

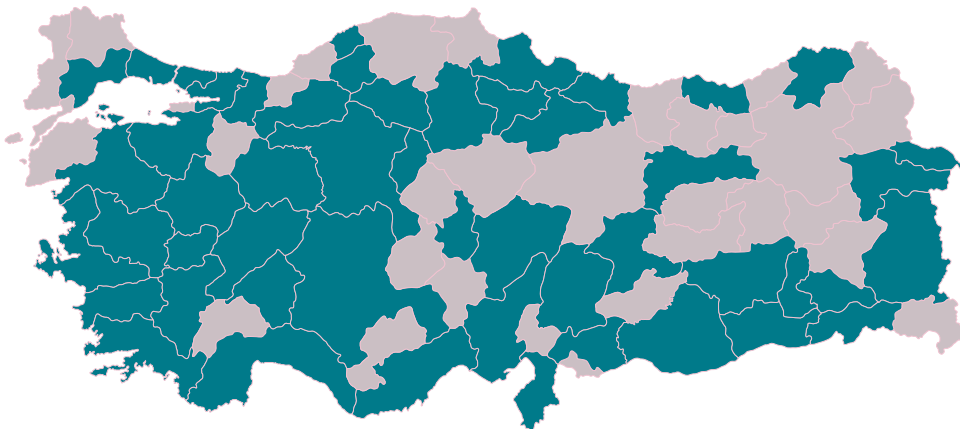


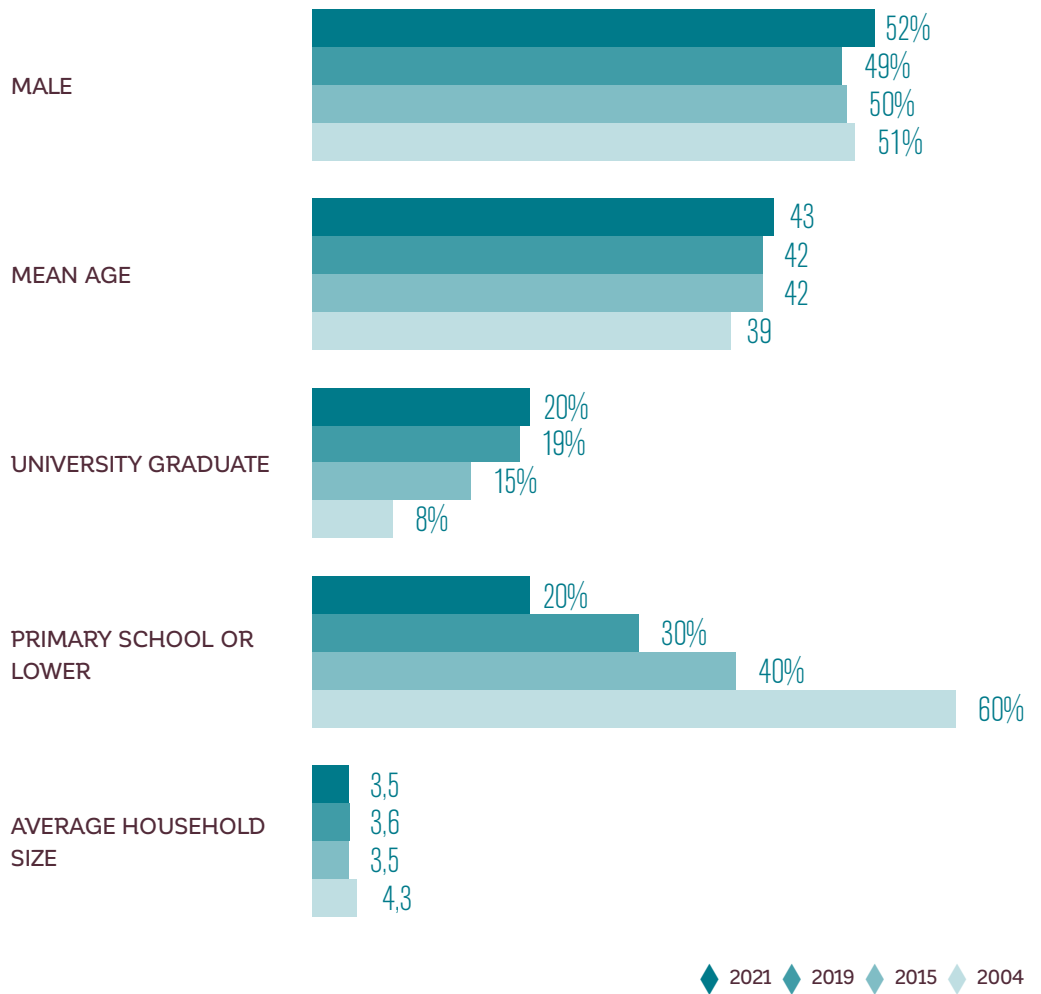
FIGURE 2.1

49 provinces in the  
26 İİBS-2 region in  
the sample where the  
research is  
conducted



FIGURE 2.2

**Main characteristics of samples, 2021, 2019, 2015 and 2004**



The sample characteristics of the study are presented in Figure 2.2 along with their comparisons with the samples that were used in the previous years. As in previous studies, approximately half of the people we interviewed in 2021 were female and half were male. In parallel with the aging population of Turkey, the mean age of our samples increased from 39 in 2004 to 43 in 2021. The mean number of people living in the households was 3.5.

The most significant shift in demographic structure over time has been noticed in the field of education, which is expected to be directly tied to civil society activities, the

primary focus of this research, and particularly to philanthropic behavior. While 20% of the interviewees are university graduates, a similar proportion has an education level of primary school or below. The rate of university graduates was only 8% in 2004. It would be useful to keep in mind when evaluating the results that those with higher education are particularly more active in all types of giving and civil society activities. The increase in the education level of individuals in Turkey is also clearly observed in the change in our samples over the years. However, this increase is a long-term trend observed since 2004.

# 3. PERCEPTIONS OF CIVIL SOCIETY

Which causes do individuals believe civil society organizations in Turkey are most involved in? To find out, we asked the interviewees which areas the CSOs in Turkey are most active in. About 15% of the participants responded with healthcare, followed by education (14%), food aid (14%), and disaster response (14%) (Figure 3.1). Employment (3%) is the least chosen area from the list we presented to our interviewees, followed by human rights (6%), and shelter/housing (7%).

When we compare these responses to the data from 2019, we see significant increases in the fields of healthcare and disaster response. The percentage of individuals who think that civil society organizations are most active in the field of healthcare in Turkey increased from 12% in 2019 to 15% in 2021, and those who believe that civil society organizations are most active in the field of disaster response increased from 5% to 14%. The COVID-19 pandemic and natural disasters in our country may have played a role in these increases. During the same period, there was a decline in the fields of education and the empowerment of disadvantaged groups. Employment is frequently regarded as the area in which civil society organizations operate the least.

In terms of the areas in which civil society organizations are most active, there are

both differences and similarities between metropolitan cities (Istanbul, Ankara, and İzmir) and the results from across Turkey. Education (18%) and empowerment of disadvantaged groups (18%) are the top two in these cities. With a rate of 13%, healthcare follows these two. Employment (2%) ranks last in metropolitan cities as well as throughout Turkey.

Which civil society organizations come first to people's minds in Turkey, regardless of their fields of activity? As in previous surveys, we asked the interviewees this question in an open-ended manner, without providing a list of organizations (Figure 3.2). In this question, where the names of the organizations are asked without any prompting and people are expected to answer by telling the names that first come to their minds, visibility in the media and long-term access within the education system are expected to shape the answers.<sup>6</sup>

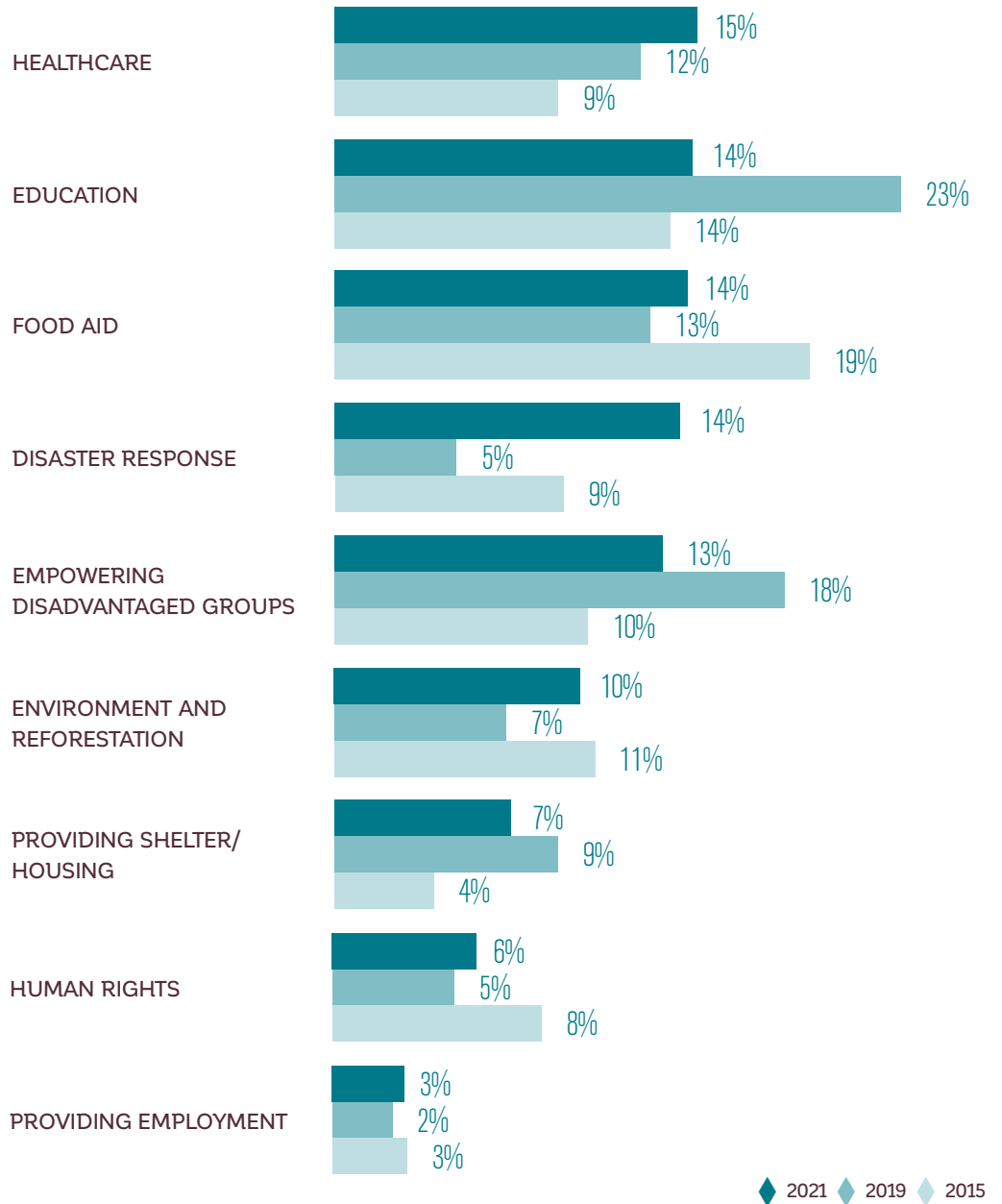
As in previous years, the Red Crescent ranks first in 2021, with a rate of 24% among the organizations that first come to people's minds. The Red Crescent is followed by LÖSEV (11%), TEMA (10%), and the Green Crescent (5%).

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**6** It should be emphasized that the Red Crescent plays an important role in shaping young people's philanthropy formation in our educational system.

FIGURE 3.1

The areas in which civil society organizations are most active in Turkey

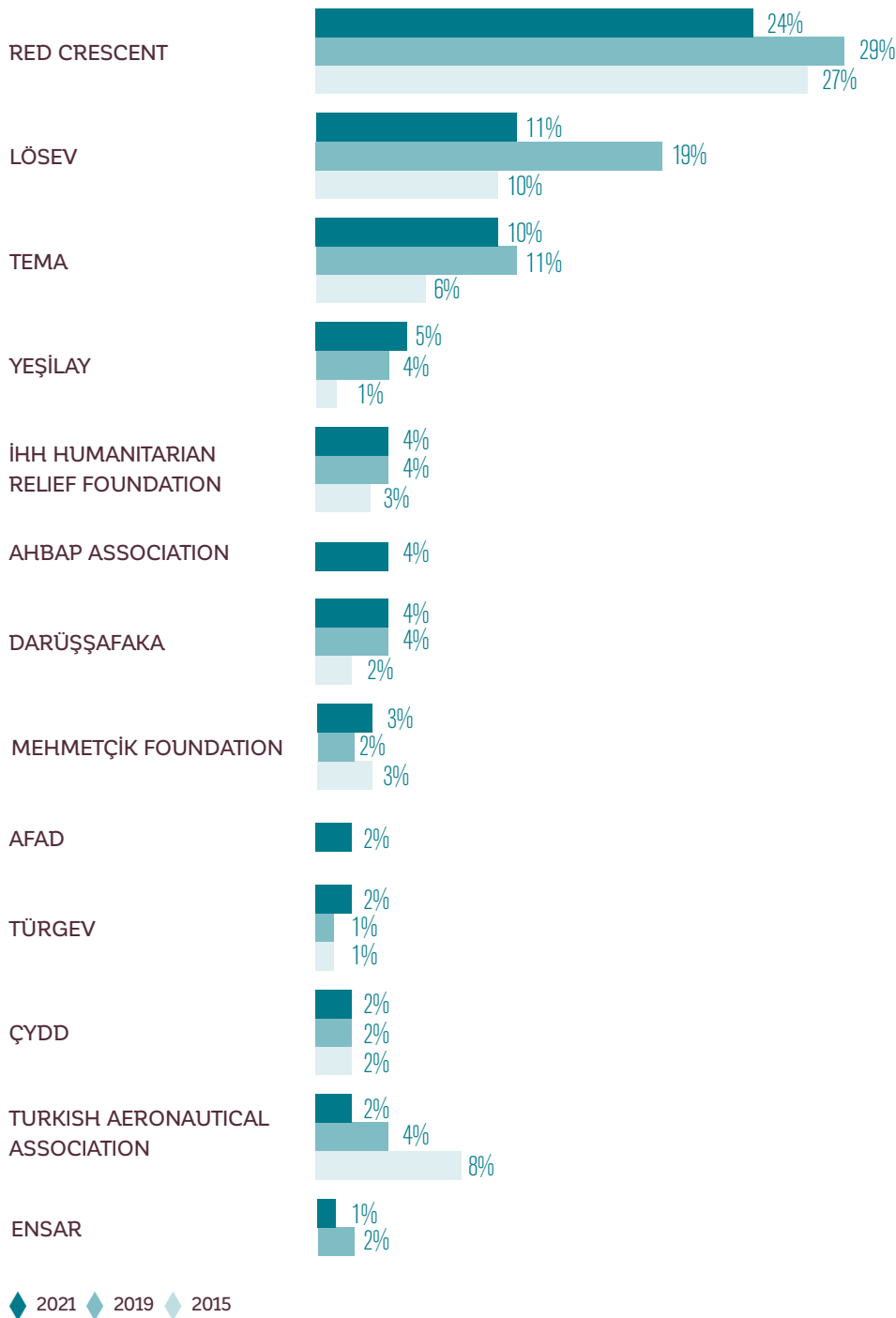


The Ahabap Association has entered this list from a relatively high level, which is a remarkable fact observed in the responses. The Ahabap Association, which came in sixth after IHH, was ahead of several well-known organizations. This

shows once again the importance of visibility for civil society recognition.

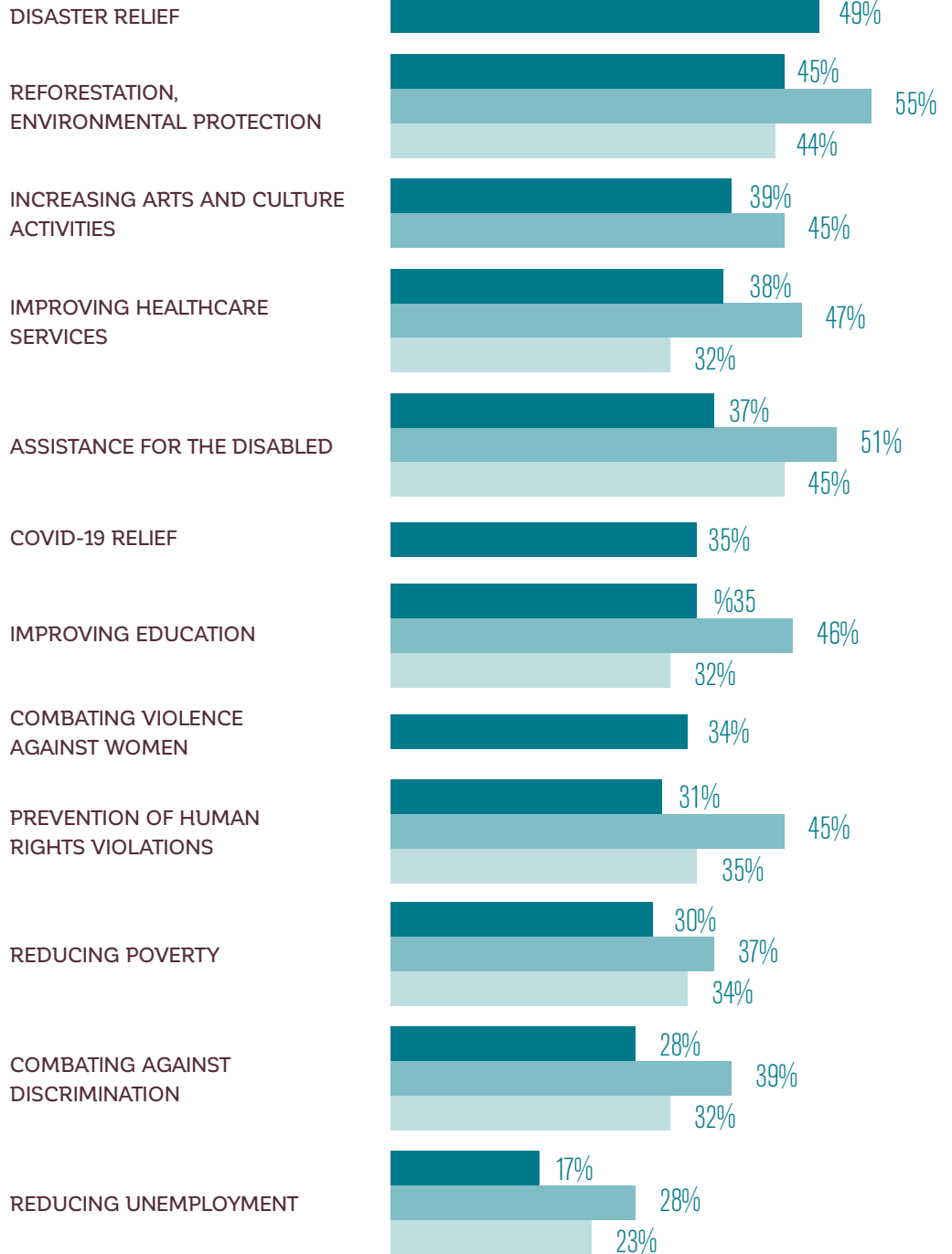
FIGURE 3.2

Which of the foundations and associations active in Turkey first comes to your mind?



**FIGURE 3.3**

**In your opinion, on which area(s) are the CSOs most influential? (Those who think CSOs are quite or very influential)**



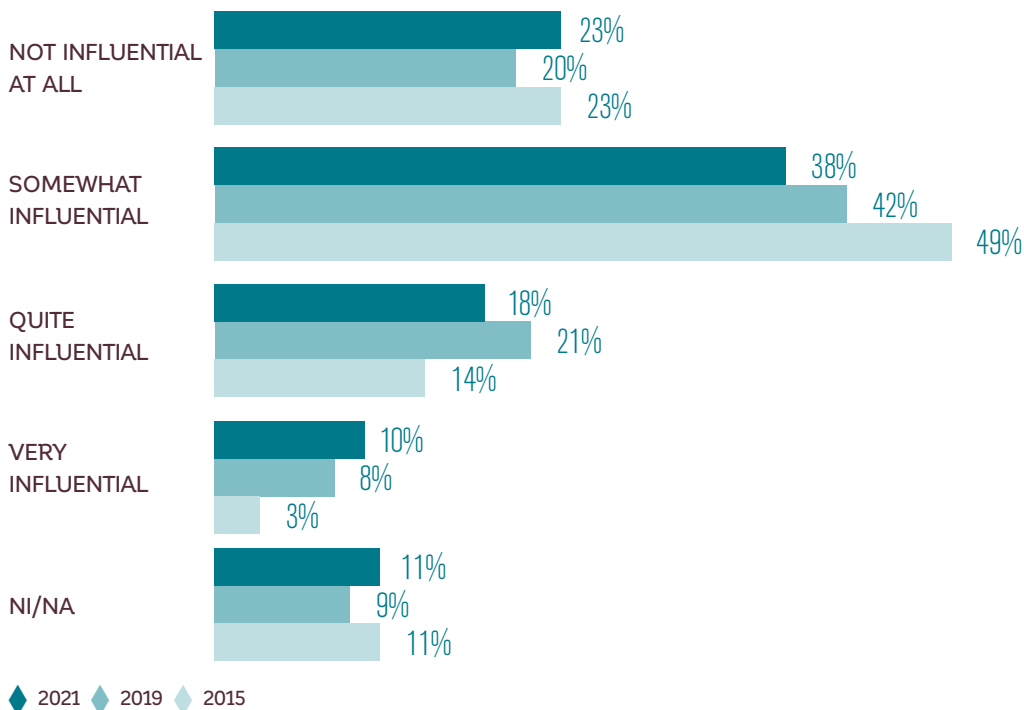
The perception of CSOs' impact is as important as the perception of the areas in which they work. To identify the areas where CSOs are considered to be most influential, we presented specific areas to our interviewees and asked them to tell us how influential they saw the CSOs in each area. Figure 3.3 shows the percentages of those who think that CSOs are quite or very influential in the given areas.

In 2021, the area where CSOs were considered the most influential was disaster recovery. Since this area was not offered to the people we interviewed in previous years, we cannot compare it with historical data. In terms of the perception of CSOs' influence, this area is followed by reforestation/environmental protection, increasing arts and culture activities, and improvement of healthcare. Therefore, it is possible to see the effects of the COVID-19 pandemic and natural disasters in the answers given to this question. Reducing unemployment, combating discrimination, and reducing poverty stand out as the areas where CSOs are

perceived to have the least influence, which is consistent with previous years' results.

Another striking finding in Figure 3.3 is that CSOs' perceived influence is lower in 2021 than it was in 2019. This is true for any area of activity. For example, while 55% of those surveyed in 2019 believed that CSOs' activities in reforestation and environmental protection in Turkey were quite or very influential, this fell to 45% in 2021. From this point of view, the rate of those who think that CSOs are quite or very influential in any given area remained below 50% in 2021.

CSOs can have an impact on local (neighborhood, district, or village) life and the international community, and on policymaking in relation to or outside of these areas of activity. We also included questions about respondents' perspectives on these issues in our survey. Figure 3.4 shows the perceptions of the people we interviewed about the influence of CSOs in policymaking in our country. About



**FIGURE 3.4**

**Generally speaking, to what extent do you think CSOs are influential in policy making in Turkey?**

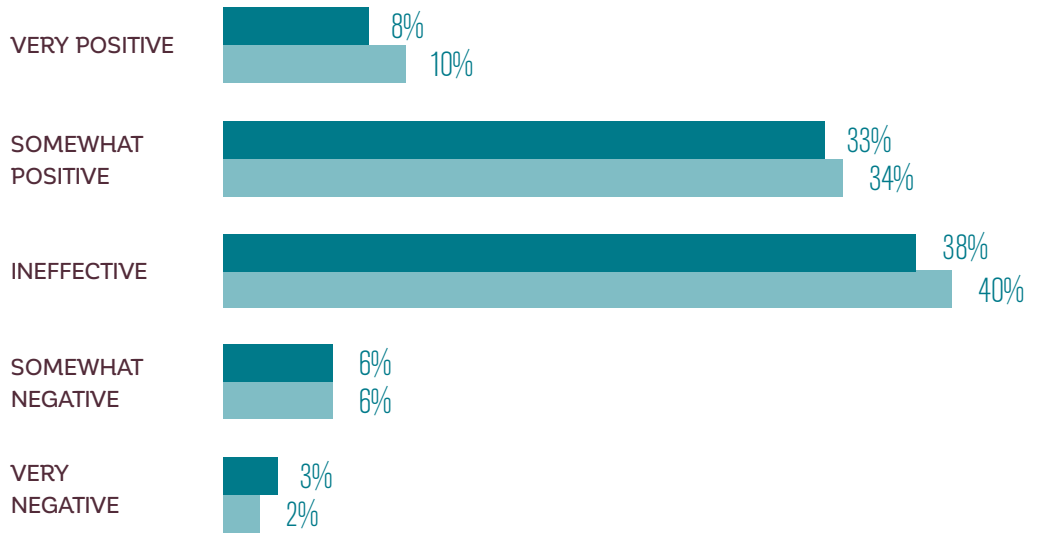
28% of respondents believe that CSOs are quite or very influential in policymaking in Turkey. The rate of those who think that CSOs are not influential or somewhat influential in this regard is 61%. These rates were 29% and 62%, respectively, in the 2019 survey, so there is no significant change in the respondents' perception of CSOs' influence in policymaking. The perceptions of those in metropolitan cities regarding the influence of CSOs on policymaking are somewhat more positive than the results in Turkey in general. About 55% of those living in metropolitan cities such as İstanbul, Ankara, and İzmir believe that CSOs are not influential or somewhat influential in policymaking in Turkey, while 34% believe that they are quite or very influential.

We asked the respondents to evaluate the impact of CSOs on the life in their

neighborhoods, districts, or villages. The responses are given in Figure 3.5. When we asked this question for the first time in our 2019 survey, 44% said the impact of CSOs on the local level was somewhat or very favorable, although this rate fell slightly to 41% in 2021. During the same period, there have been no significant changes in the proportion of those who consider the impact of CSOs on the local level to be minimal or very unfavorable. The most frequent response in both surveys (40% in 2019 and 38% in 2021) is that CSOs do not have any impact on life at the local level. Among those living in metropolitan cities, the rate of respondents who find the impact of CSOs on the local level to be somewhat or very unfavorable is slightly higher than the overall results in Turkey (13% and 9%, respectively).

FIGURE 3.5

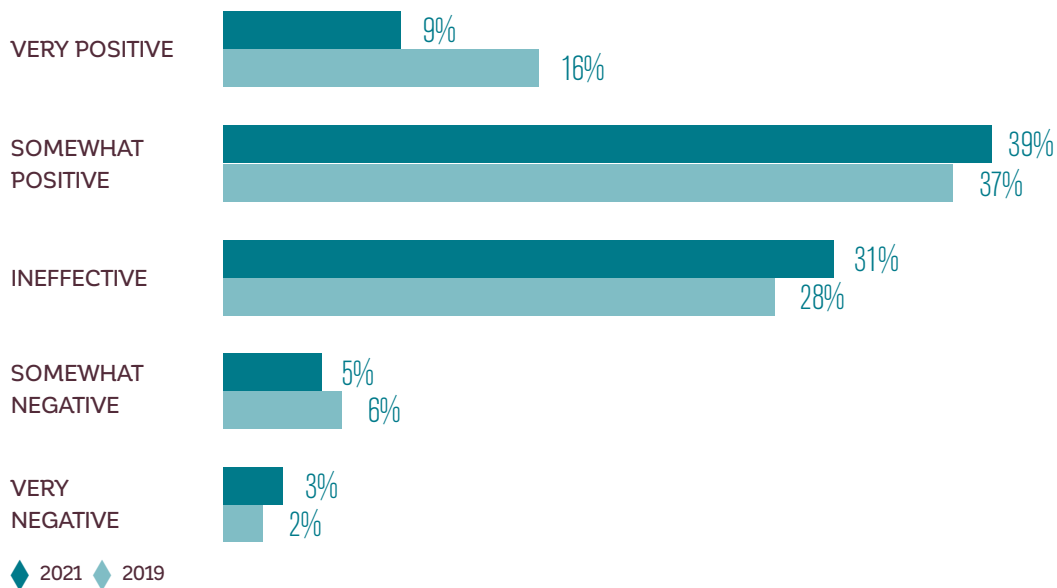
**How do you evaluate the CSOs' impact on the life in your neighborhood, district or village?**



◆ 2021 ◆ 2019

FIGURE 3.6

How do you  
evaluate the impact  
of CSOs on the  
international  
society?



People regard CSOs' impact on the international community to be more favorable than their impact on local life. About half (48%) of our respondents rated the impact of CSOs on the international community as somewhat or very positive (Figure 3.6). Although this rate indicates a decrease compared to the findings in 2019, it is higher than the rate of those who regard the CSOs' impact on local life as favorable. At the same time, the proportion of individuals living in metropolitan areas who believe that CSOs have a positive impact on the international community is 7 percentage point lower than the national average (41%). From this result, we can conclude that the activities of CSOs that can influence the international community are perceived more positively by those living outside of metropolitan areas.





# 4. INDIVIDUAL GIVING AND GIVING MOTIVATIONS IN TURKEY

## 4.1. DIRECT GIVING TO THOSE IN NEED

In this section, an analysis of the direct giving made to those in need in Turkey will be presented. The first question is: Whose responsibility is it, in people's eyes, to help those in need? About 40% of the respondents consider helping the poor primarily as the duty of the state, followed by "well-endowed citizens" with 25% and "all citizens" with 21%. The rate of those who see helping the poor primarily as the duty of CSOs is 8%, while the rate of those who see it as the duty of religious citizens remains at 5%. When we look at the distribution of these ratios over the years, no significant change is observed.

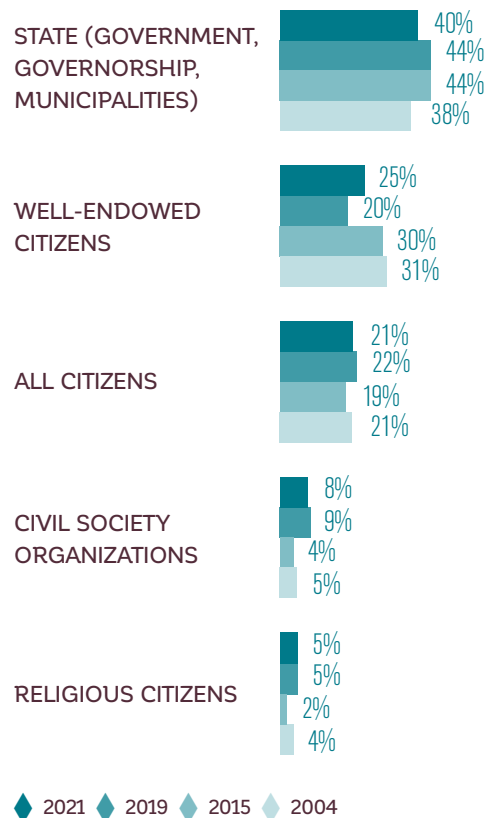
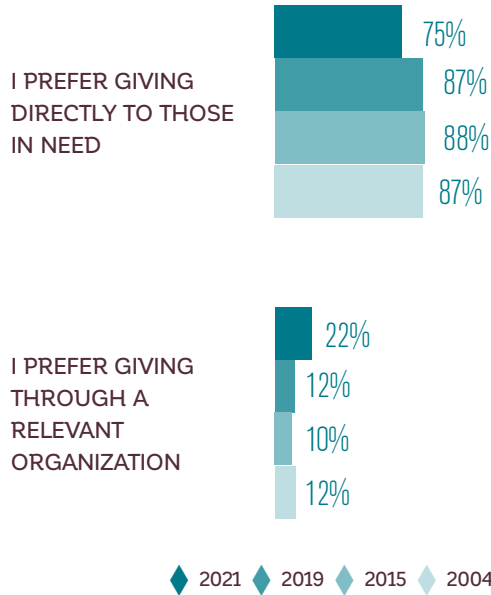


FIGURE 4.1

**In your opinion, whose duty is it to help the poor?**

FIGURE 4.2

Would you prefer giving to those in need directly or through a relevant organization?



To understand the respondents' preferences, we asked them whether they would prefer to give directly or through an organization to those in need if they had a significant amount of money to donate. Three-quarters (75%) of the respondents stated that they wanted to give directly to those in need, while 22% preferred to donate to relevant organizations. Although the majority of the respondents prefer to give directly, there is a significant increase in the rate of those who prefer donating through an organization in 2021 compared to previous years. The rate of those who prefer giving through an organization is higher in metropolitan cities than the national average. In these cities, 30% of the respondents stated that they would prefer to give through organizations, while 69% preferred to give directly.

When we asked the respondents who stated that they would give through an organization whether they would choose a public institution or a civil society organization, 21% preferred a public institution, 26% preferred a civil society organization, and 40% stated that it did not matter (Figure 4.3). When we compare the responses given over the years, we observed an increase in the rate of those who stated that they would prefer a civil society organization (from 18% in 2015 to 26% in 2021) and a decrease in the rate of those who would prefer a public institution (from 34% in 2015 to 21% in 2021). Previously, those who preferred public institutions outweighed those who preferred civil society organizations; however, for the first time, those who preferred civil society organizations exceeded those who preferred public institutions in 2021. In metropolitan areas, the rate of those who prefer civil society organizations is lower than the national average, at 18%. 31% of the respondents in these cities prefer to give through a public institution.

FIGURE 4.3

Which would you prefer to deliver your donation to those in need, a public institution or a civil society organization?

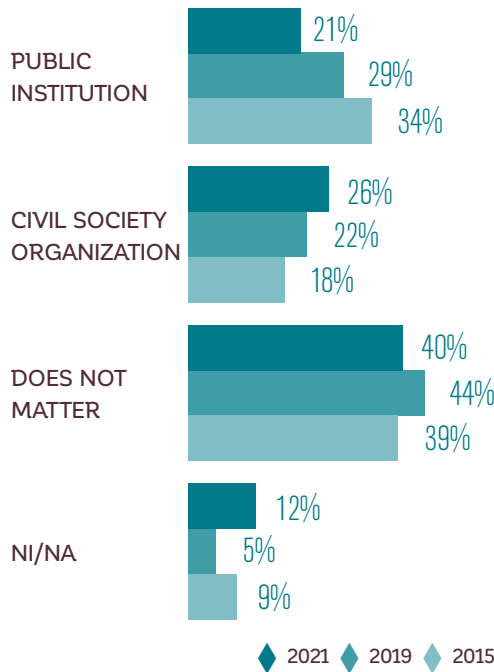
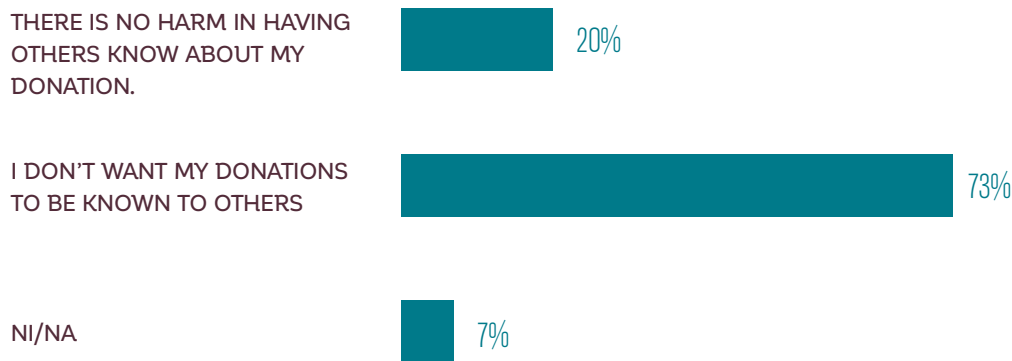


FIGURE 4.4

Would you like your donation to be known to others?



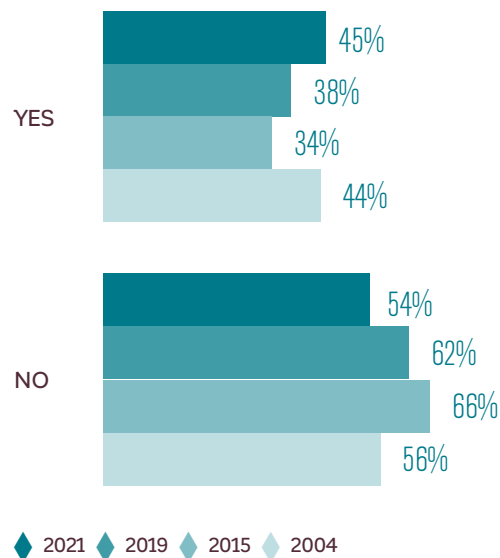
◆ 2021

For the first time this year, we asked respondents whether they would like others to know about their donations. While nearly three-quarters of the participants (73%) prefer that their donations remain unknown to others, 20% believe there is no harm in having their donations known to others (Figure 4.4).

To understand the prevalence of direct giving among individuals in Turkey to those in need, we asked participants we interviewed if they had donated to a relative, neighbor, or anyone else in need, in cash or in any other way such as food, clothing, money or fuel, etc. over the past year. This question was answered affirmatively by 45% of respondents, a 7 percentage point rise over the 2019 survey (Figure 4.5). This is the highest rate observed since 2004.

FIGURE 4.5

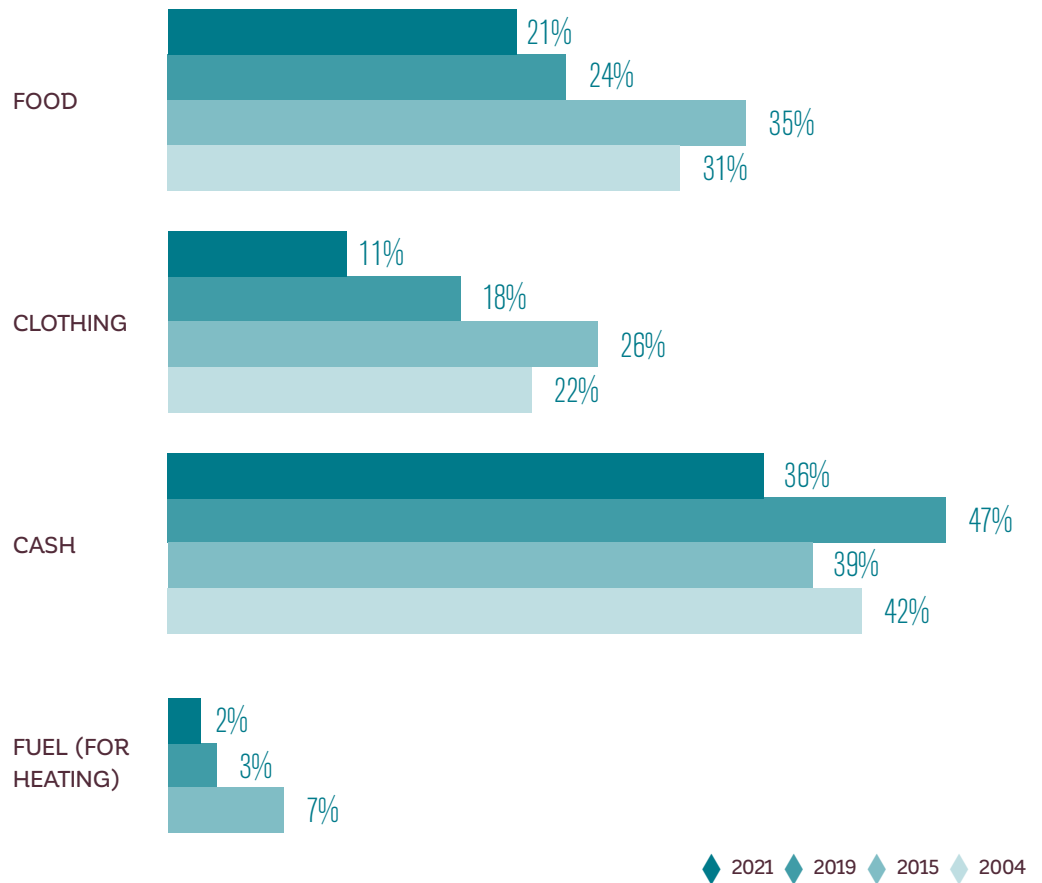
Over the past year have you directly donated to a relative, neighbor or any other person in need, in cash or in any other way such as food, clothing, fuel (for heating), etc.?



◆ 2021 ◆ 2019 ◆ 2015 ◆ 2004

FIGURE 4.6

## Nature of donations made to relatives



In terms of the nature of donations made, 21% of those who said they made direct donations over the past year donated food, 11% donated clothing, 36% cash, and 2% fuel to their relatives (Figure 4.6). The distribution of donations made to relatives by types of donations is similar to previous years and cash donations are the most common type. In general, the proportion of respondents who reported donating to relatives has decreased since 2019. For example, the proportion of those who reported making cash donations to relatives has decreased from 47% in 2019 to 36% in 2021.

Cash is the most common type of donation made to neighbors (Figure 4.7) and other people in need (Figure 4.8). While 24% of the respondents who reported direct giving over the past year said that they made cash donations to their neighbors, 60% made cash donations to other people in need. The rate of those who donated cash to other people in need outside of their relatives and neighbors has increased significantly over the years (Figure 4.8). Overall, the proportion of respondents who reported donating clothing or fuel is decreasing. In short, while in-kind donations declined overall, cash donations climbed gradually.

FIGURE 4.7

Nature of donations  
made to neighbors

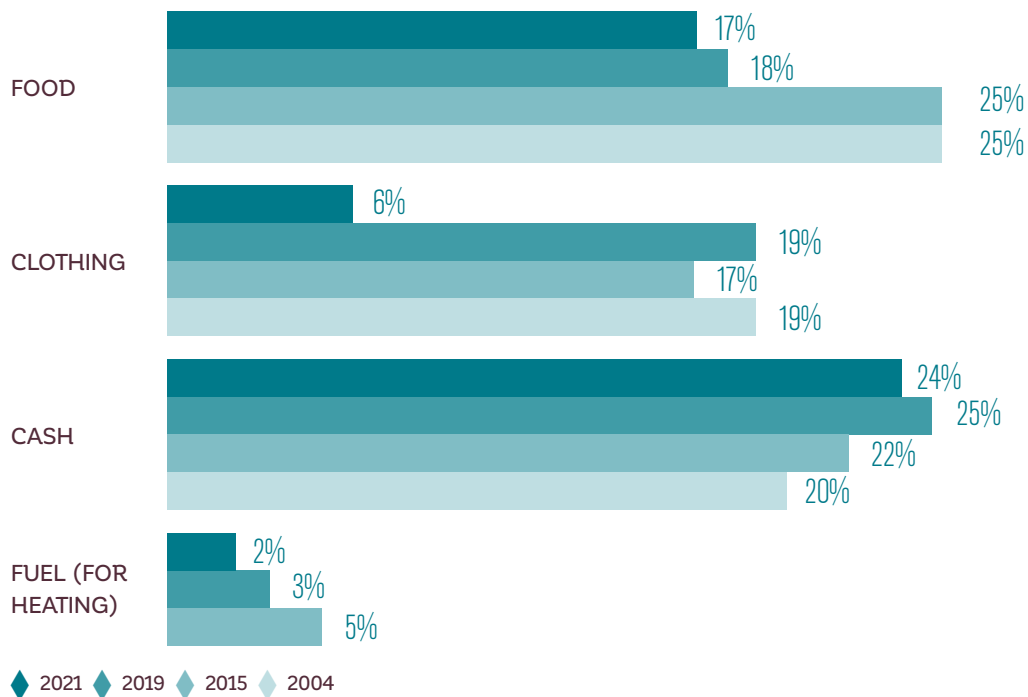


FIGURE 4.8

Nature of donations  
made to other people  
in need

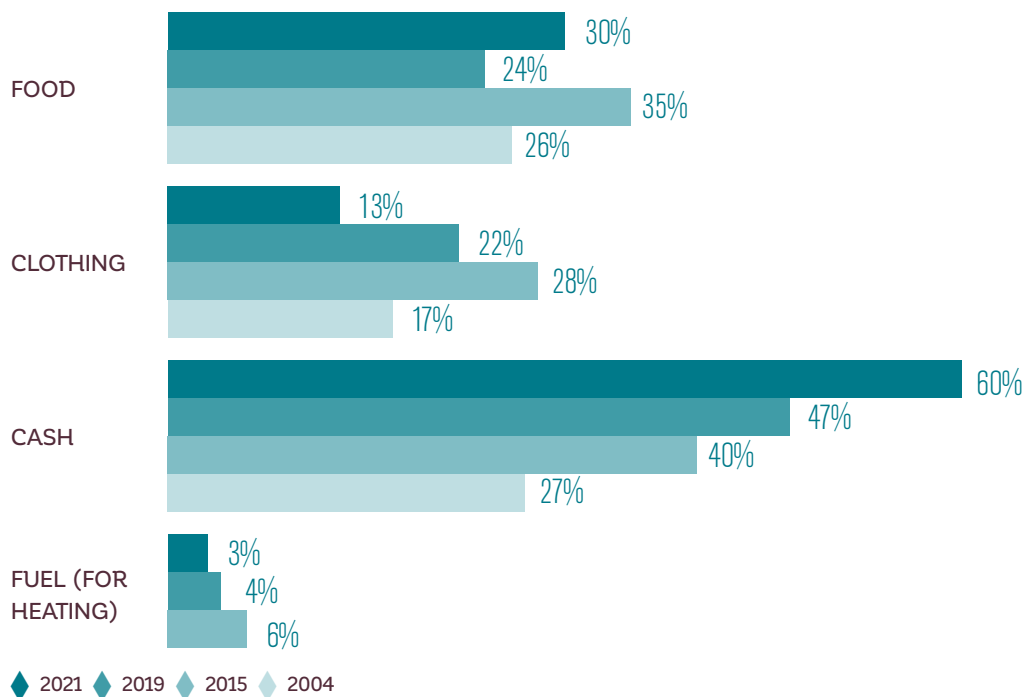
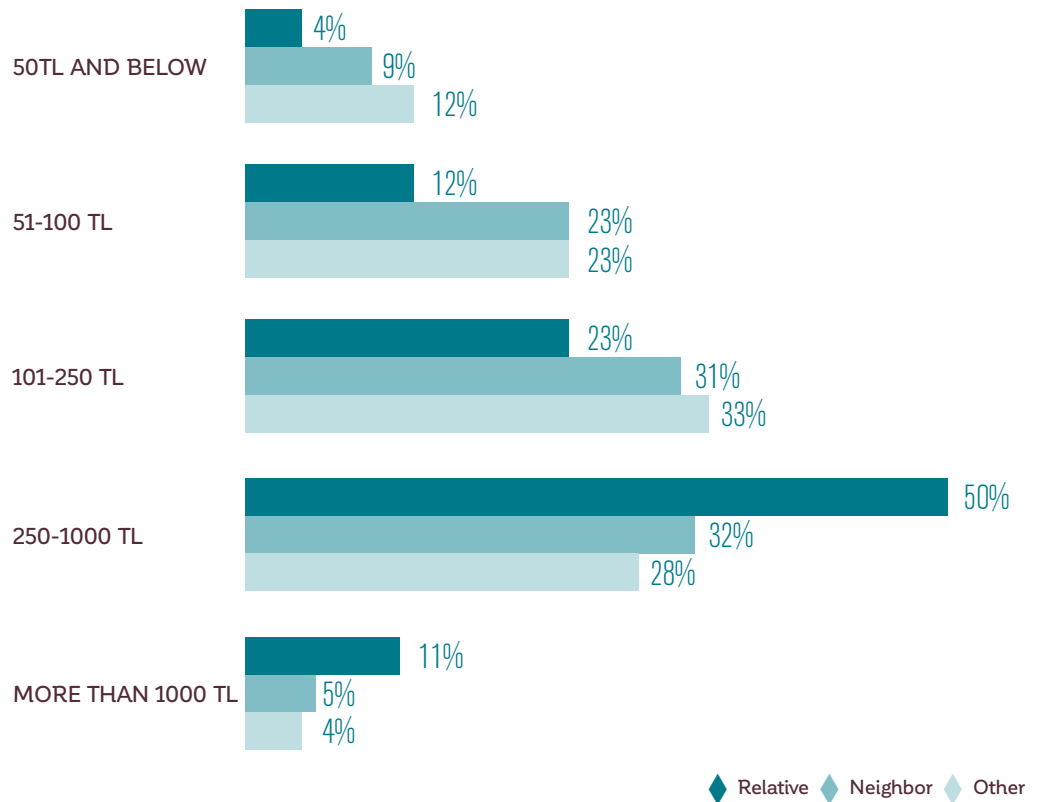


FIGURE 4.9

**Estimated value of donations (distribution within the group who said they donated)**

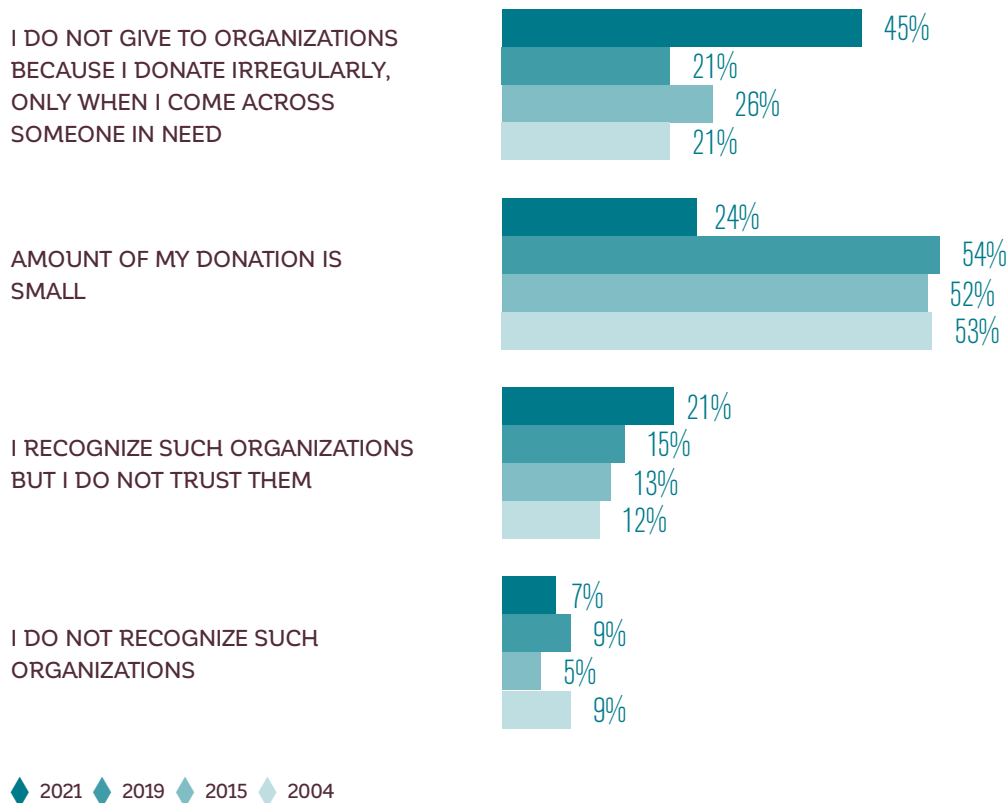


The distribution of the total estimated values of all these donations by groups (relatives, neighbors, other people in need) is presented in Figure 4.9. In general, the amount of donations made to relatives is higher than other groups: While 50% of donations to relatives are between 250 and 1000 TL, this proportion is 32% for donations to neighbors and 28% for donations to others in need. In terms of donations of 250 TL or more, relatives are favored above neighbors and other persons in need, while donations of less than this amount are more commonly given to neighbors and other people in need than to relatives.

Why did the individuals choose to make these donations directly rather than through an organization? The answers to this particular question are presented in Figure 4.10. About 45% of the participants stated that they did not go through an organization because they made their donations irregularly and only when they encountered a person in need. The following responses were that the amount of the donation was too small (24%) and that they did not trust the organizations (21%).

FIGURE 4.10

What is the main reason you do not give through an organization?



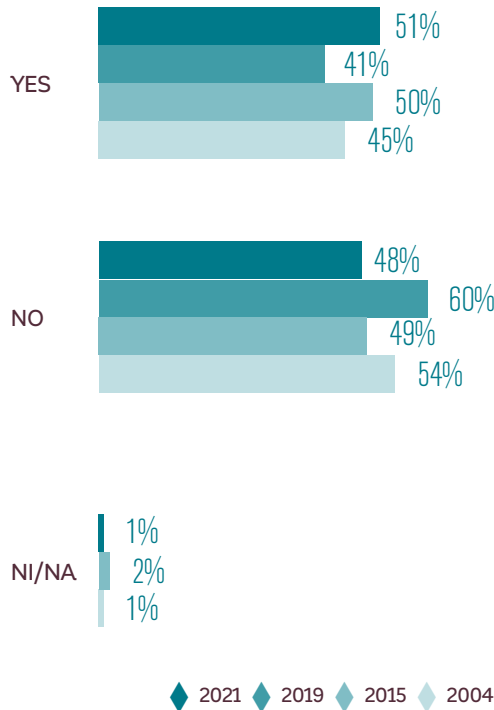
When the distribution of the responses to this question was compared with the distribution in the previous years, we observed a significant change. Over the past years, the most frequent response to this question was that the amount of donations made was very small. In 2021, the proportion of those who gave this response decreased from 54% to 24%. On the other hand, the proportion of individuals who donated infrequently and only when they came across someone in need rose to 45%, up from 21-26% in prior years. Further follow-up is required to understand whether this change is specific to 2021 or a general change in attitude. Another important finding is the continuous

increase in the proportion of those who said “I know these organizations, but I do not trust them”. While only 12% of respondents gave this answer in 2004, it has reached 21% by 2021. In other words, one out of every five respondents said that they do not trust the organizations they know as the main reason for not making donations through an organization. However, those who stated that they did not recognize the said organizations decreased from 9% to 7% in the same period. In other words, it can be said that civil society organizations have been lacking in trust rather than recognition over time.



FIGURE 4.11

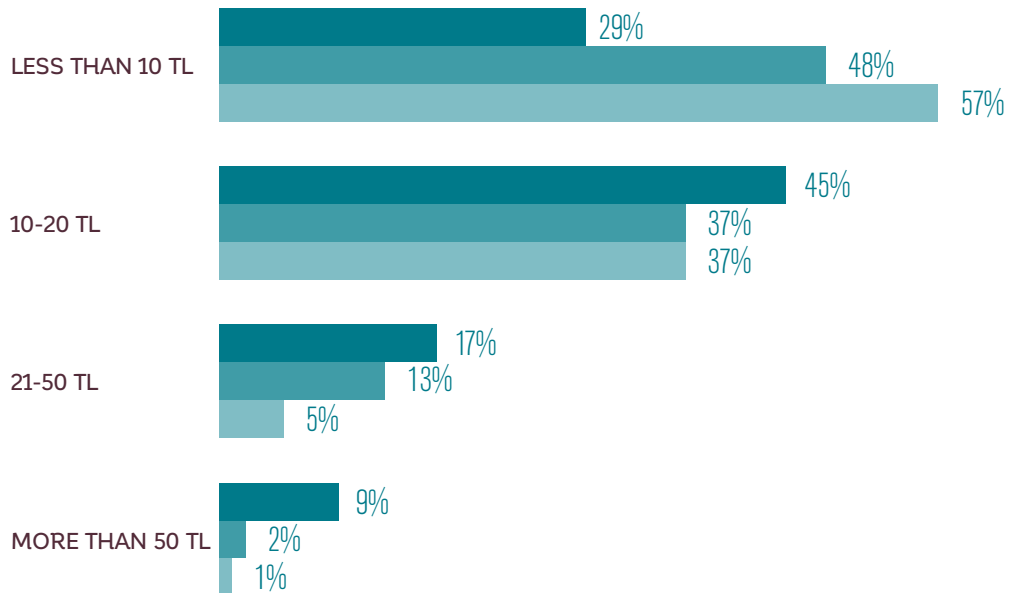
Do you give money to beggars?



In Turkey, people's donations to beggars can also be seen as direct giving and are quite common. When we asked the respondents whether they gave money to beggars, 51% gave an affirmative answer (Figure 4.11). While this rate increased significantly since 2019, it is closer to the rates observed in 2015 and 2004. We asked the respondents who said they gave money to beggars to give an estimate of how much they gave over the past month. The most frequent answer to this question was between 10-20 TL with a rate of 45%, while 29% said that they gave less than 10 TL. On the other hand, 17% stated that they gave between 21-50 TL and the remaining 9% stated that they gave more than 50 TL (Figure 4.12). Rates for both ranges at higher amounts have increased steadily over time. Although the inflationary environment is basically at the core of this development, the fact that the amounts given to beggars tend to increase in real terms is thought-provoking.

FIGURE 4.12

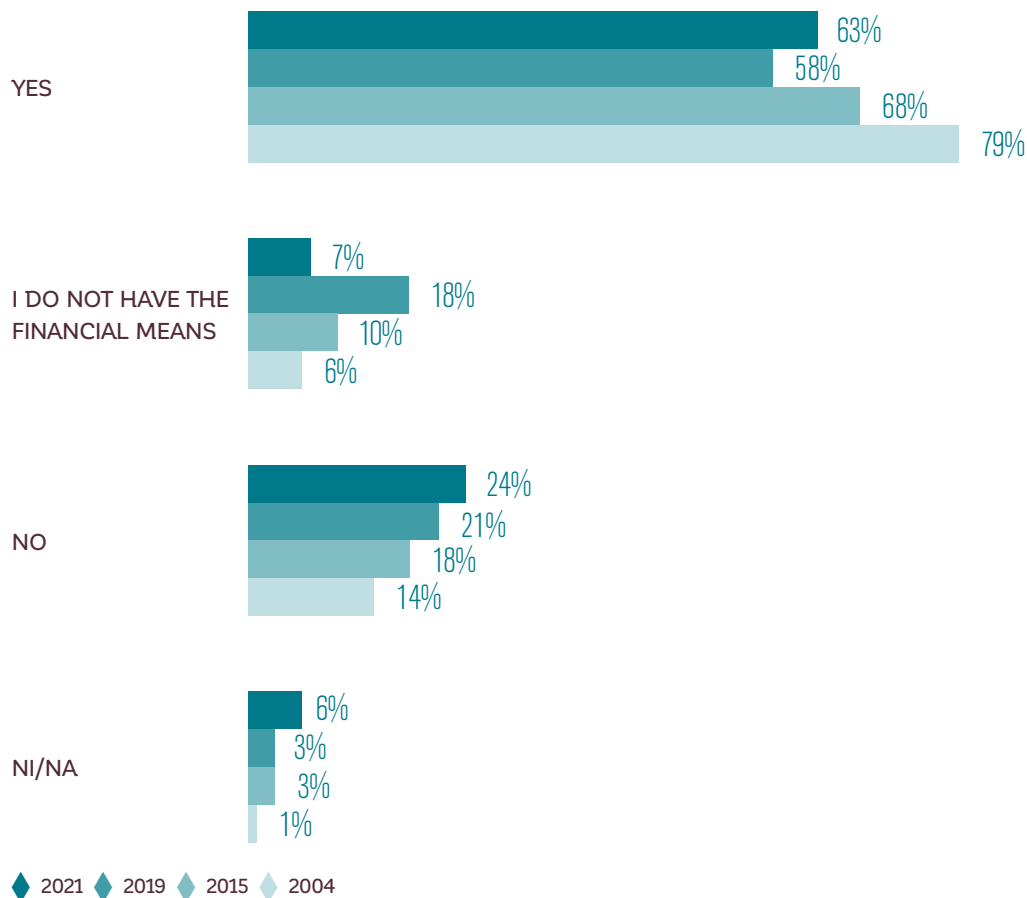
What is the total estimated amount of money you have given to beggars over the past month?



◆ 2021 ◆ 2019 ◆ 2015

FIGURE 4.13

Did you give sadaqa in the previous Eid-al-Fitr (Ramadan)?

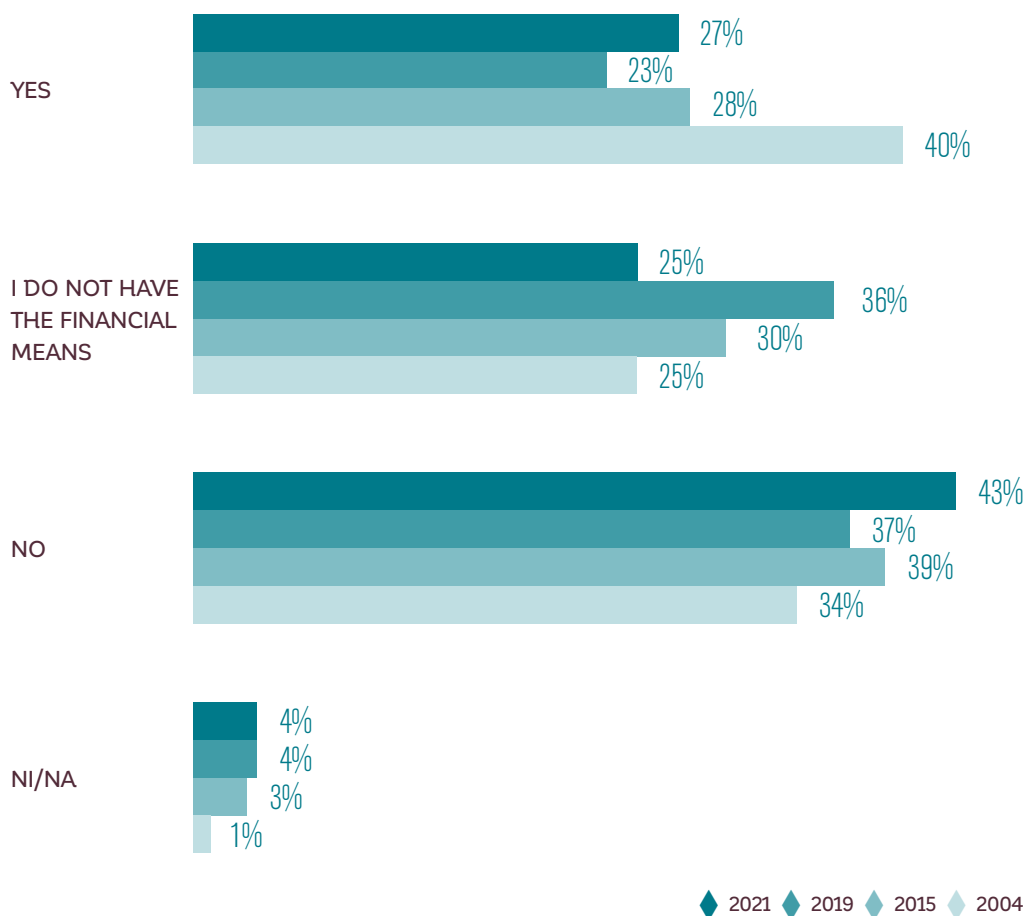


Another important type of direct giving in Turkey is religious giving. In past surveys, we highlighted a drop in the prevalence of religious giving. According to the survey conducted in 2021, this drop has come to an end. For example, as shown in Figure 4.13, the proportion of those who gave sadaqa during the previous Eid-al-Fitr increased from 58% in 2019 to 63% in 2021. In the same period, the proportion of those who did not give sadaqa (those who said

“I do not have the financial means” or “No”) decreased from 39% to 31%. However, despite this increase observed from 2019 to 2021, compared to the rate of 79% in 2004, the rate of giving sadaqa is approximately 16 percentage points lower than 17 years ago.

FIGURE 4.14

## Did you give Zakat last year?

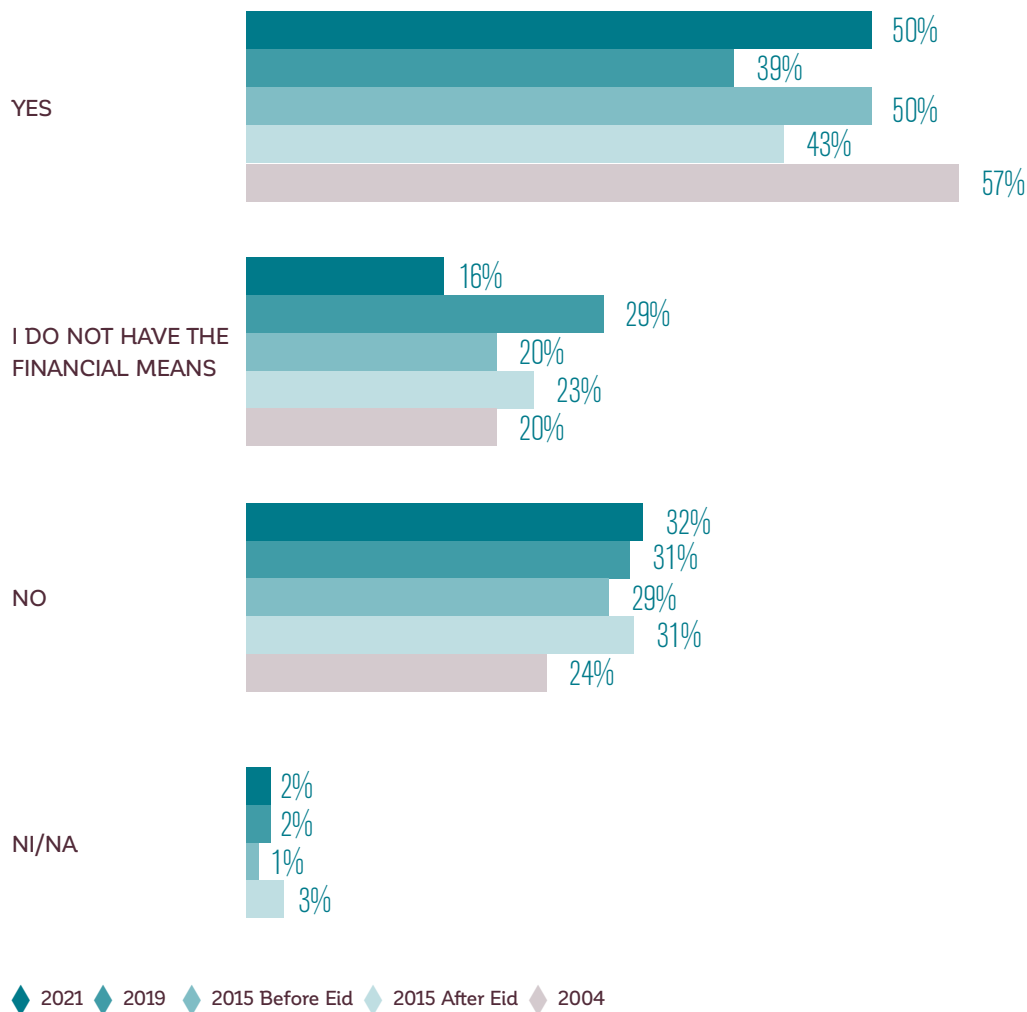


Similarly, the proportion of those who gave Zakat in 2021 increased by 4 percentage points compared to 2019 and reached 27%. Although this rate is lower than in 2004 and 2015, the downward trend in zakat giving appears to have ended. In addition, this year we asked people for the first time whether they gave

their Zakat directly or through an organization. The rate of those who gave their zakat through an organization is below 1%. In other words, Zakat donations are made almost completely informally and almost no intermediary organizations are utilized for Zakat.

FIGURE 4.15

Did you sacrifice an animal in the previous Eid-al-Adha? (Feast of Sacrifice)



Finally, half of the respondents (50%) stated that they sacrificed an animal during the previous Eid-al-Adha (Figure 4.15). This rate was 39% in 2019, showing a significant increase in the prevalence of sacrificing during Eid al-Adha. However, this proportion is still low when compared to 57% in 2004. The proportion of those who said that they did not have the financial means went down to 16%, which is the lowest level since 2004, while the proportion of those who did not sacrifice has reached the highest level observed in the same period,

32%. As with the question of giving Zakat, we asked the respondents whether they chose to sacrifice animals on their own or by donating to an organization. While 47% of the people we interviewed stated that they sacrificed animals on their own/had them sacrificed, 3% donated to an organization for sacrifice. Although using this type of institutional intermediary is more common than in the case of zakat, it is still very low in the practice of animal sacrifice.

FIGURE 4.16

Estimated per capita financial value of direct donations made over the past year (TL)

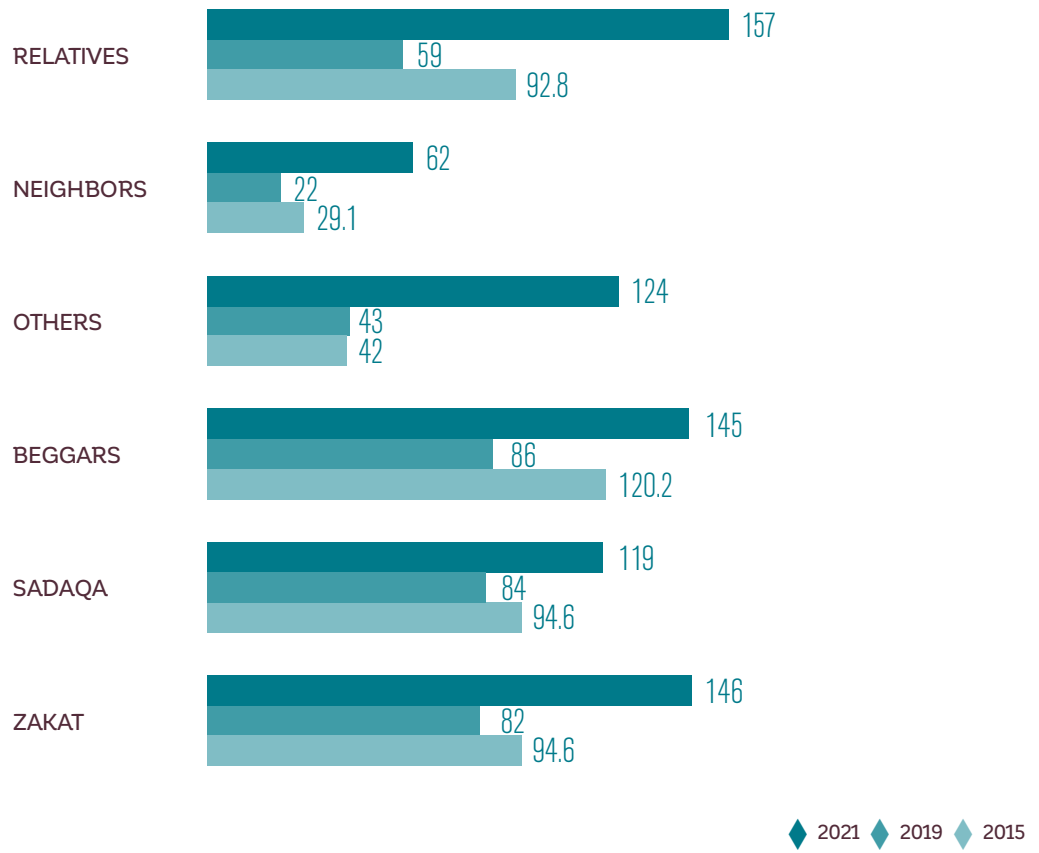


Figure 4.16 shows the estimated per capita financial value of all direct donations (to relatives, neighbors, and other people in need, the money given to beggars, sadaqa, and Zakat). The 2015 and 2019 figures are adjusted for the TL value in 2021, accounting for the inflation up to the time of the 2021 survey. As a result, as of 2021, the per capita value of donations made to relatives in the previous year was 157 TL, 62 TL to neighbors, and 124 TL to others in need. While the annual per capita value of donations made to beggars is approximately 145 TL, sadaqa donations are estimated at 119 TL and Zakat at 146 TL.

As can be seen from this distribution, the highest amount of direct giving seems to have been to relatives in 2021. These donations are followed by Zakat and donations made to beggars with very close amounts. Among the

direct donations, the least amount was given to the neighbors. Another important finding is the large increase in the amount of donations made in 2021 compared to the past. High levels of increase are observed in each category. In particular, the amount of donations made to relatives and other people has almost tripled compared to 2019. The increasing sense of solidarity due to natural disasters and the pandemic in 2021 may have an impact here. When sadaqa and Zakat are considered together, these donations made with religious motives are the largest category among informal donations.

## 4.2 DONATIONS TO CIVIL SOCIETY ORGANIZATIONS AND PARTICIPATION IN ACTIVITIES

Edward C. Banfield begins his book, which describes his work in a small village in Southern Italy in 1958, with these words: “Most of the people of the world live and die without ever achieving membership in a community larger than the family or tribe... Lack of such association is a very important limiting factor in the way of economic development in most of the world. Except as people can create and maintain corporate organization, they cannot have a modern economy. To put the matter positively: the higher the level of living to be attained, the greater the need for organization. Inability to maintain organization is also a barrier to political progress. Successful self-government depends, among other things, upon the possibility of concerting the behavior of large numbers of people in matters of public concern.”<sup>7</sup> Since Banfield, social science literature has reached many new findings on the relationship between social capital and civil society. In his work on Italy, Robert Putnam, like Banfield, discusses the development gap between the functioning of democracy and economic development in Southern and Northern Italy through social capital and civic participation mechanisms.

In our study, the activities of individuals in different civil society organizations in Turkey since 2004 have been probed in detail. Four different ways of participation (i.e. membership in different civil society organizations, participating in meetings, volunteering, and making donations other than membership fees) were examined. In our survey, probing was made based on generic civil society organizations’ fields of activity, as well as with a set of ten organizations, including the Turkish Aeronautical Association, the Red Crescent, TEMA, Ensar Foundation, İHH, ÇYDD, TÜRGEV, TEGV, LÖSEV, and Darüşşafaka. This year, Ahab Association was added to the set. In addition to 25 different types of organizations

that we probed about using generic names, we also probed whether they participated in four different activities within 11 existing organizations, such as membership, volunteering, participating in meetings, and making donations other than membership fees. The organizations we asked with generic names included 25 different types, such as sports clubs, youth, and student organizations, human rights organizations, labor unions, rural-urban beautification and solidarity organizations, arts, culture, folklore music organizations, school building associations, political parties, development cooperatives, school alumni associations, refugee aid organizations or poverty-fighting organizations.

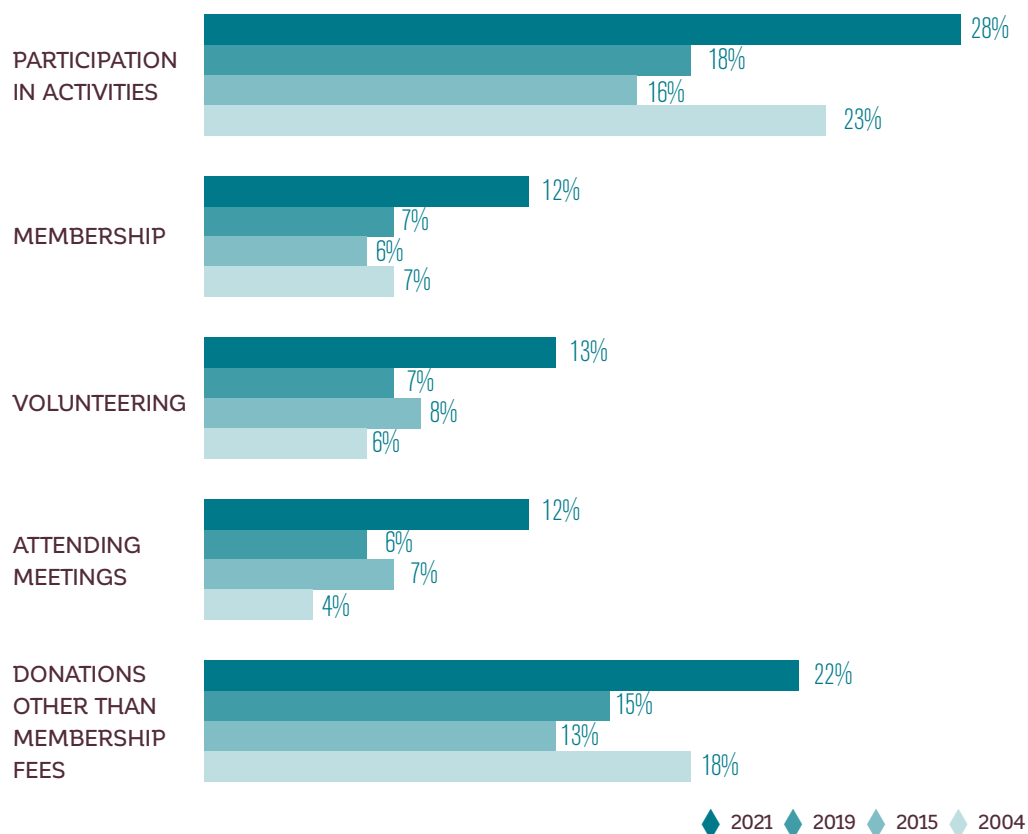
As can be seen in the figures below, in addition to the generic categories used in all four studies conducted so far, several generic and actual organizations have just entered this list or have been removed over time. For example, relief organizations for those affected by natural disasters had not been included in our list before but were added to the latest study. In this way, we tried to capture the activity trends caused by natural disasters such as floods, fires, and earthquakes in 2021. On the other hand, the Child Protection Agency, and AKUT, which were included in the first study, were not used in later studies. The main reason for this is that there were almost no activities observed in four different types of participation in these organizations, and we tried to expand our list by adding organizations that are likely to have different levels of participation instead.

Figure 4.17a shows the frequency of participation observed in different activities since 2004. The most striking pattern here is that the participation rates in activities, which had a steady decline after 2004, increased significantly in our 2021 study. So much so that while only 18% of the respondents in 2004 said that they had made donations other than membership fees in the past year, this rate was 13% and 15% in 2015 and 2019, respectively, and increased to 22% in the 2021 study. The giving rate corresponding to the extended list of several new generic and actual organizations is slightly higher as expected, although we only report retrospectively comparable figures here. Those who make donations to civil society organizations other than membership fees are higher than the rate

7 Banfield, Edward C. 1958. *The Moral Basis of a Backward Society*. New York: The Free Press

FIGURE 4.17a

### Participation in CSO activities in the last year



of people who volunteer, become members, or attend meetings, as in previous years. In 2021, there are significant increases in all kinds of activities compared to previous years.<sup>8</sup>

When we separate the interviews held in İstanbul, Ankara, and İzmir, we see that participation in civil society activities is considerably higher in these metropolitan cities. When we look at the results in Figure 4.17a, which are weighted according to the demographics of Turkey and the population of the regions, by separating the interviews in three metropolitan cities and

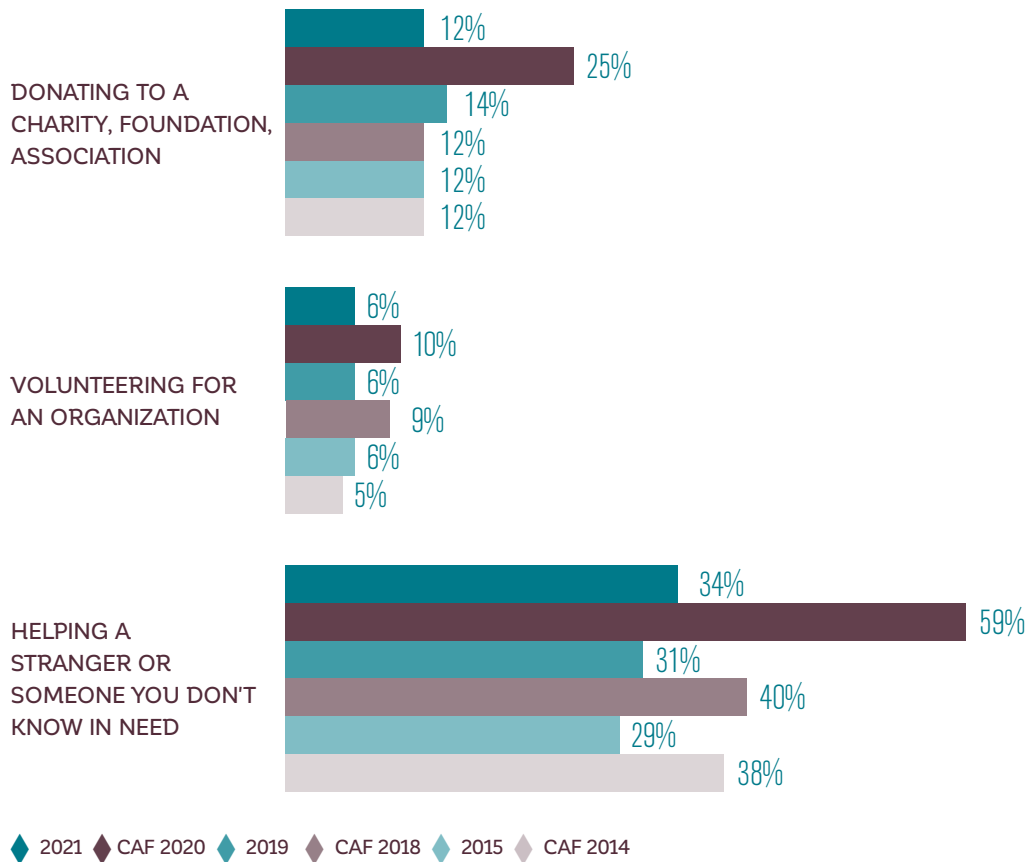
other cities, the rate of those who participated in at least one of the activities in their cities is 40%. In contrast, the rate in other cities is only 22%. Similarly, the membership rate is 14% in metropolitan cities, 10% in other cities, volunteering is 17% in metropolitan cities, 9% in other cities, and participation in meetings is 19% in metropolitan cities and 6% in other cities. The proportion of those who donate is 35% in metropolitan cities and 18% in other cities.

Although its findings are not directly comparable to our study, we also see similar results in donation, volunteering, and giving trends in research conducted annually by the Charities Aids Foundation (CAF). Figure 4.17b highlights the findings of three CAF studies conducted between 2014 and 2021 and the outcomes of our studies conducted with the same questions during the same time frame in 2015, 2019, and

<sup>8</sup> When it comes to such increases, it is necessary to keep in mind the discussion in the following sections and to note, for example, the position of political parties, the Red Crescent and rural-urban beautification and solidarity organizations in terms of membership.

FIGURE 4.17b

The proportion of those who carried out the specified activities over the past month



2021. Unlike the prior year reference we use for activity measurement, the CAF question uses the past month reference. According to the CAF findings, there is a significant increase in giving, volunteering, and helping behavior during the 2020 pandemic compared to previous years. Since our study was conducted in October-November 2021, our prior year reference measures correspond to the period following the social and economic standstill caused by the first major lockdown due to the COVID-19 pandemic, which began in February-March 2020. Therefore, giving, volunteering, and helping behaviors during the pandemic have increased significantly in both our study and the CAF study.

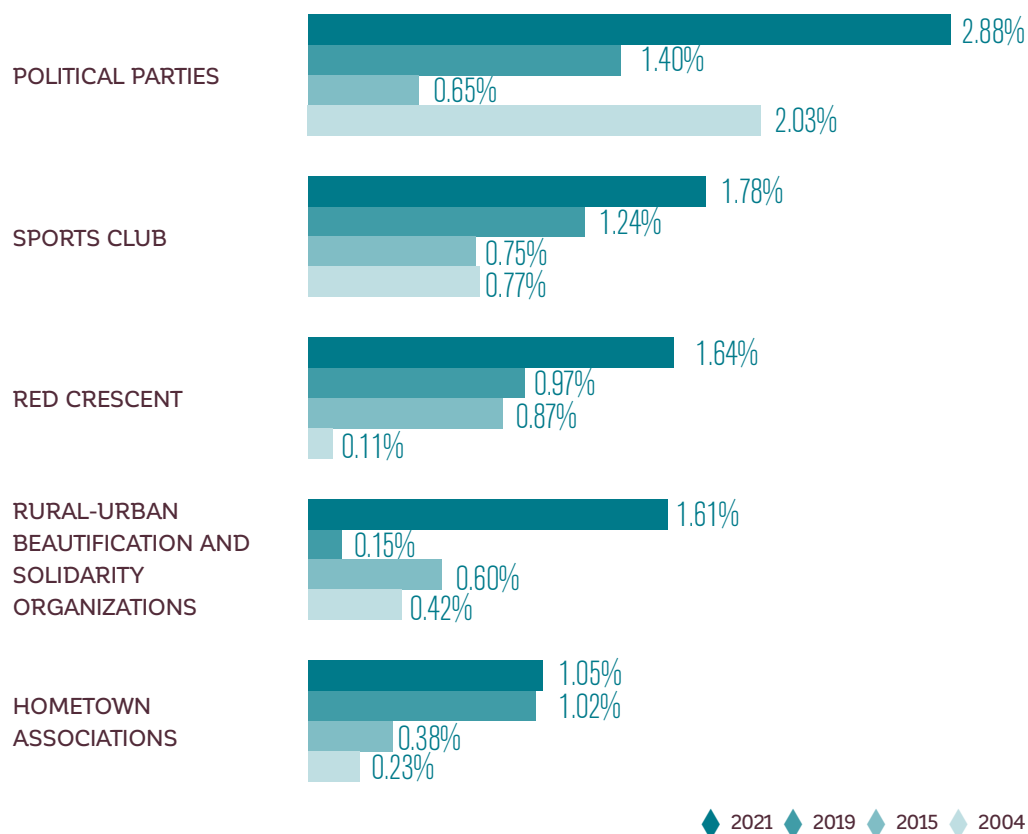
Figure 4.18 depicts generic and actual organizations that at least 1% of the respondents were members of in 2021 and their membership

rates in prior years. Among those with a membership rate of 1% or higher, the only organization that entered the list with its actual name was the Red Crescent. While nearly no one reported membership in this organization in 2004, by 2021, it had reached a membership rate of more than 1.5%. Although membership in Darüşşafaka, İHH, and TÜRGEV has increased over time, their share of the total is relatively minimal. For TEMA and LÖSEV, a decrease was observed in the membership rate. Political parties, sports clubs, rural-urban beautification and solidarity associations, and hometown associations all experienced significant increases in membership. Although political party membership is institutionally possible, it is not clear what membership corresponds to in organizations such as TEMA, İHH, and



FIGURE 4.18

### Membership rates of civil society organizations



the Red Crescent. For this reason, although we asked our questions in the same way for all kinds of actual and generic institutions, the question remains as to what the respondents' perceptions were regarding their membership in such organizations when they responded. People may believe that donating to an organization or signing up for voluntary work and receiving a response corresponds to membership. It will be appropriate to raise this question more directly in the future.

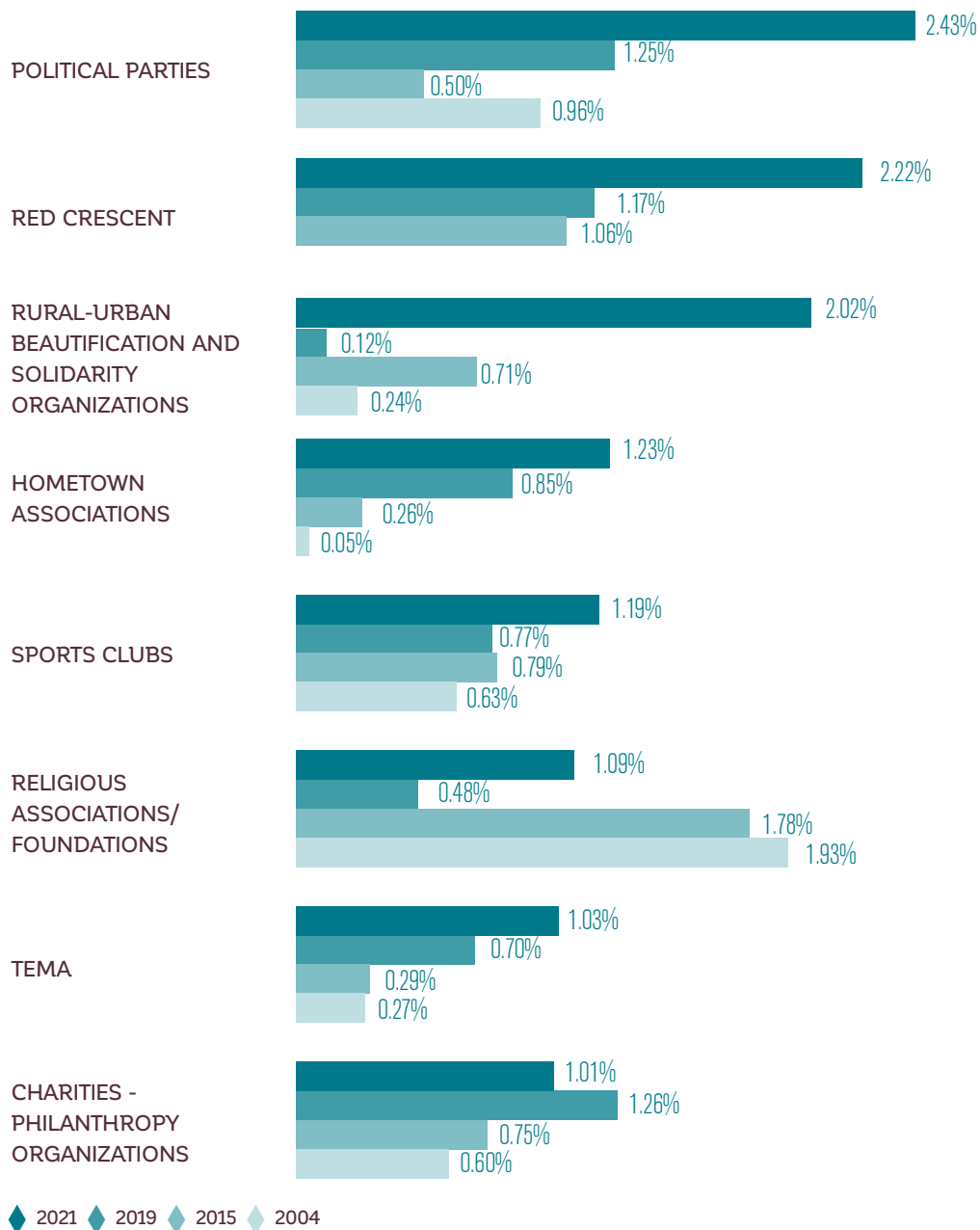
Despite this growth in participation, several different types of organizations had lower membership rates than in previous studies. For example, membership rates for environmental-animal rights organizations, religious associations, arts, and cultural organizations have decreased. Given that all of the rates

here are close to or lower than the error rates in similar research, it is essential to emphasize that the inferences here are not statistically significant.

Figure 4.19 depicts various activities of various with a volunteering rate of 1% or above in 2021. Similar to membership, significant increases are observed in the same organizations when we look at volunteering. In 2021, 12 of 35 generic and actual organizations had the most remarkable volunteering rate compared to 2004 and after. In other words, almost one-third of all organizations reached a record level of participation in 2021. Volunteering rates for political parties, rural-urban beautification and solidarity organizations, sports clubs, hometown associations, and human rights organizations climbed significantly in 2021.

FIGURE 4.19

Volunteering rates  
of civil society  
organizations



Given that just eight of the 36 organizations have a volunteering rate of 1% or higher, the changes here are only significant in terms of development and contribution to the total activity rate compared to 2004.

FIGURE 4.20

## Rates of participation in CSO meetings

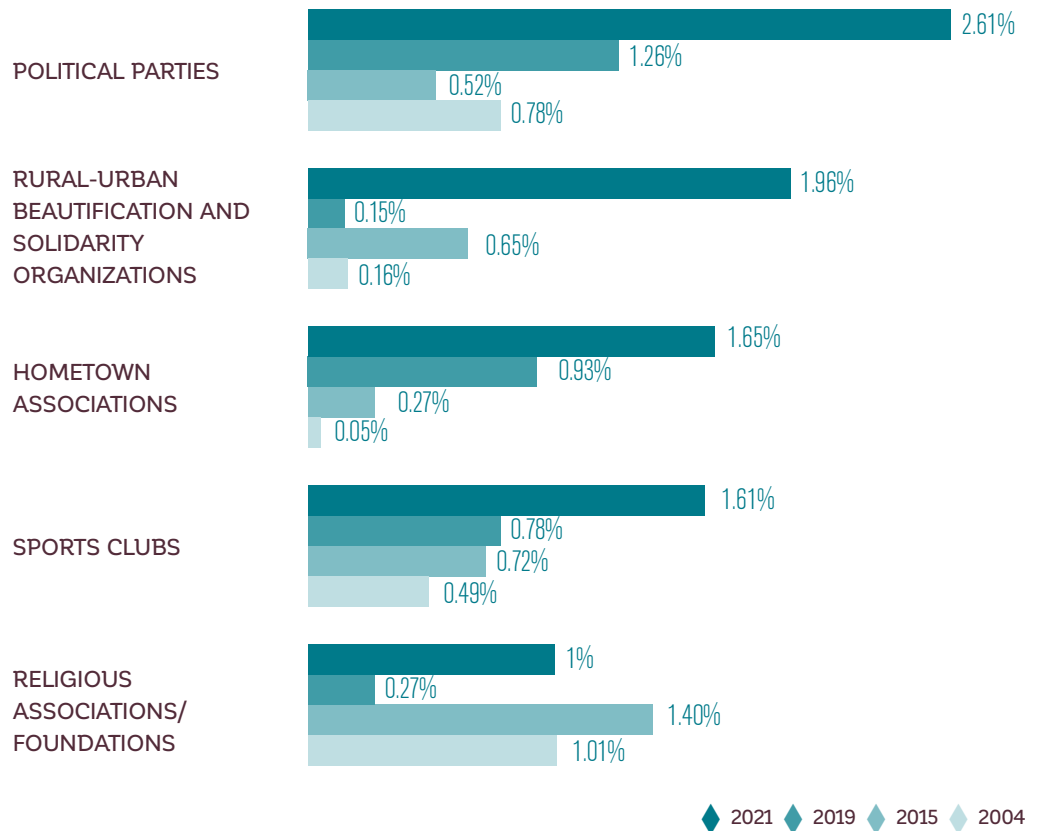


Figure 4.20 shows generic and actual organizations in 2021 that received at least 1% of respondents' participation in meetings, out of 35. Political parties, rural-urban beautification and solidarity organizations, hometown associations, and sports clubs both had a rate of 1-2.5% and gained significant increases in 2021 compared to previous years. While very low rates are observed for other organizations, significant rises still support the increase in total activities for 2021. The fact that political parties are at the forefront here could be attributed to the impact of party congress meetings held despite the pandemic.

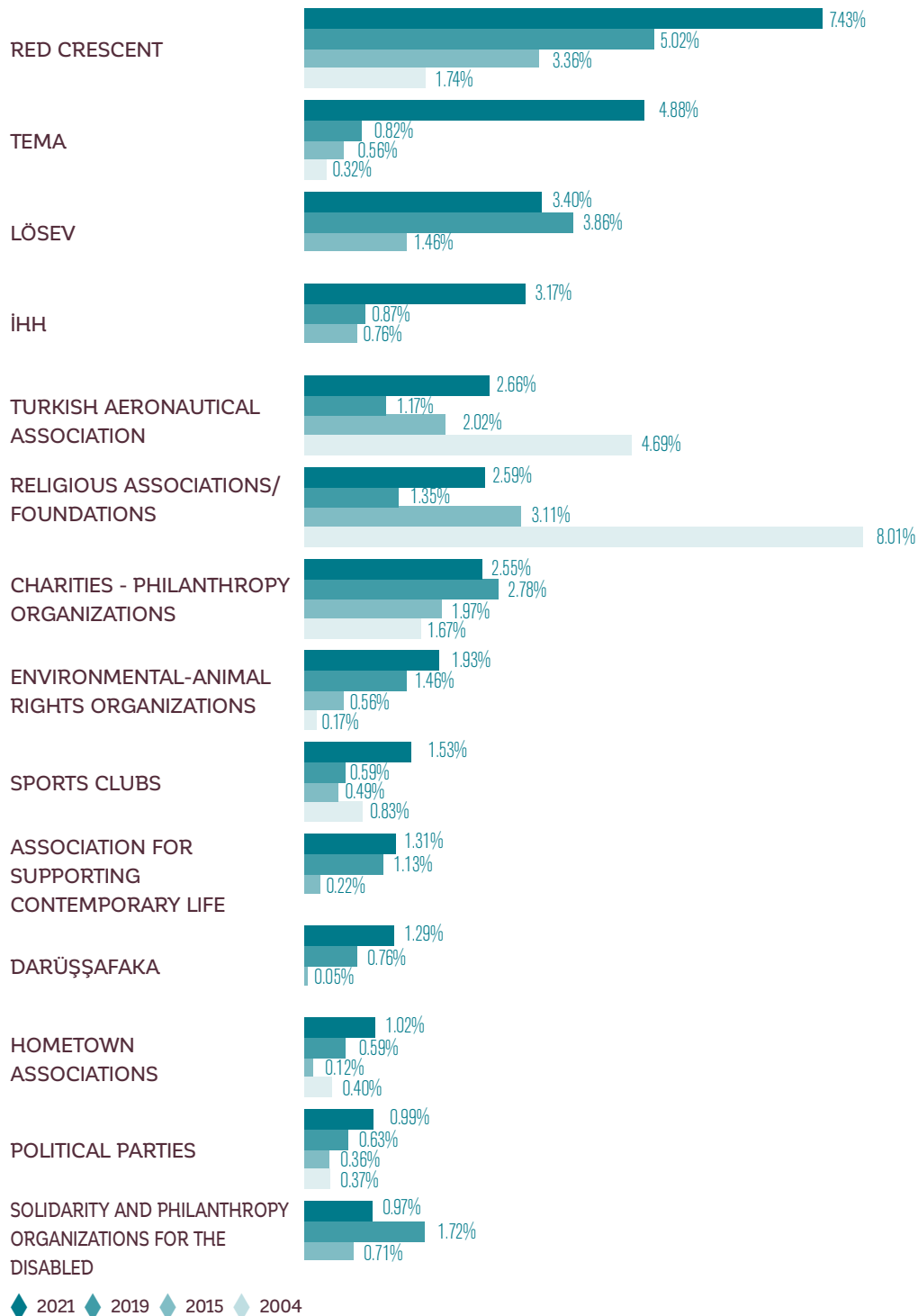
The generic and actual organizations that received donations other than membership fees at a rate of 1% or more between 2004-2021 are shown in Figure 4.21. Again, the Red

Crescent stands out, as it did in volunteering and membership. The Red Crescent, which received donations other than membership fees at a rate of 2% in 2004, exceeded 3% in 2015 and 5% in 2019, while this rate seems to have reached around 7.5% in 2021. TEMA, which is a close second, received approximately 5%. TEMA's rate was less than 1% in 2019, representing a fivefold increase.

Similarly, while donations other than membership fees made to İHH were below 1% in 2019, this rate exceeded 3% in 2021. On the other hand, such donations made to THK, religious associations, school building associations, and professional chambers have decreased significantly since 2004. Despite this, donations other than membership fees to environmental-animal rights organizations,

FIGURE 4.21

Donations to CSOs



sports clubs, hometown associations, and political parties have been steadily increasing since 2004, although remaining below 2%. Similarly, a steady increase has been observed for Darüşşafaka and ÇYDD. Another interesting finding is that donations to actual organizations are more prominent than generic ones when it comes to donations. This finding could be attributed to the fact that the organizations having their real names in the survey are more active in collecting donations or that the respondents can recall these organizations more easily.

When participation in various civil society activities is assessed based on specific organizations and trends through time, it becomes clearer what is driving the overall increase depicted in Figure 4.17a. To begin with, the increase does not apply to all generic and actual organizations, and it does not occur at the same rate. While the Red Crescent stands out among the actual organizations, political parties, rural-urban beautification and solidarity organizations, sports clubs, and hometown associations come to the fore among the generic organizations.

The rates of increase observed in different forms of participation are also quite different. Actual organizations such as the Red Crescent, TEMA, LÖSEV, İHH, and the Turkish Aeronautical Association stand out in donations other than membership fees, with most of these organizations having improved their fundraising performance in 2021. What could be driving the rise in overall donations and activities such as meeting participation, volunteering, and membership? According to the extensive analysis indicated above, certain organizations have demonstrated long-term performance improvement. In addition, the fieldwork conducted in October and November 2021 questions the developments in the previous year. It addresses the period following the social and economic recession that came with the first major lockdown of the COVID-19 pandemic, which started in February-March 2020. The available data suggest that civil society has been in a mobilization after the

first shock that complemented public policies and perhaps closed the gap in this area. It would not have been possible to witness such a civil initiative if public policies had been able to match expectations in the face of the pandemic. This hypothetical opinion, however, cannot be supported by evidence.

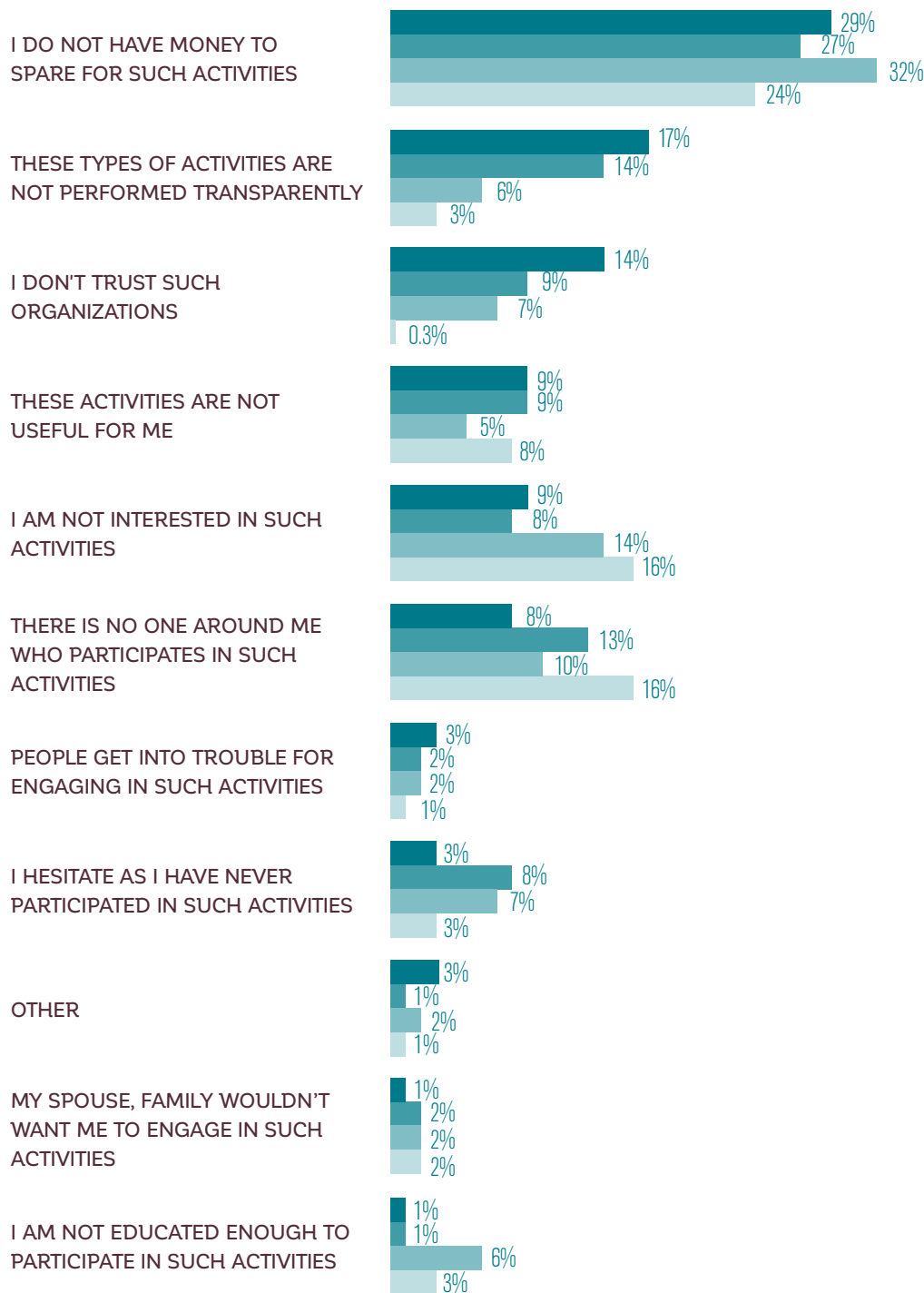
Natural disasters may have also contributed to an increase in civil initiative, participation, and cooperation. For example, in 2020 and 2021, Turkey faced two significant earthquakes (in Elazığ and İzmir), large-scale floods (Giresun, Rize, Van, Kastamonu), and forest fires spreading 49 cities. After these natural disasters, both civil society organizations and individuals showed intense mobilization in terms of cooperation and volunteering. For example, according to the disaster relief volunteer reports of the Red Crescent, 372 volunteers took part in 25 natural disaster relief initiatives in 2019, 17,762 in 29 initiatives in 2020, and 13,731 in 68 initiatives in 2021. Therefore, the observed increase in the number of volunteers in 2020 and 2021 compared to 2019 is quite remarkable.<sup>9</sup>

Those who stated that they did not volunteer in civil society activities in any way were asked why, using a question with ten options. As shown in Figure 4.22a, the dominant option, whose priority level has not changed much over time, is “I do not have the financial means for such activities”. 24-32% of the sample chose this option. Although the relative ranks of the options below have not changed significantly, there have been some shifts in the rates from year to year. For example, the option “activities are not conducted transparently” rose from 3% in 2004 to the second rank with 17% in 2021. Those who stated the option “I am not interested in such activities” ranked second with 16% in 2004, while in 2021, it ranked fifth with 9%. A similar decrease was observed for the

<sup>9</sup> <https://www.kizilay.org.tr/Upload/Dokuman/Dosya/afetlerde-gonullu-yonetimi-guncel-20-12-2021-83390425.pdf>

FIGURE 4.22a

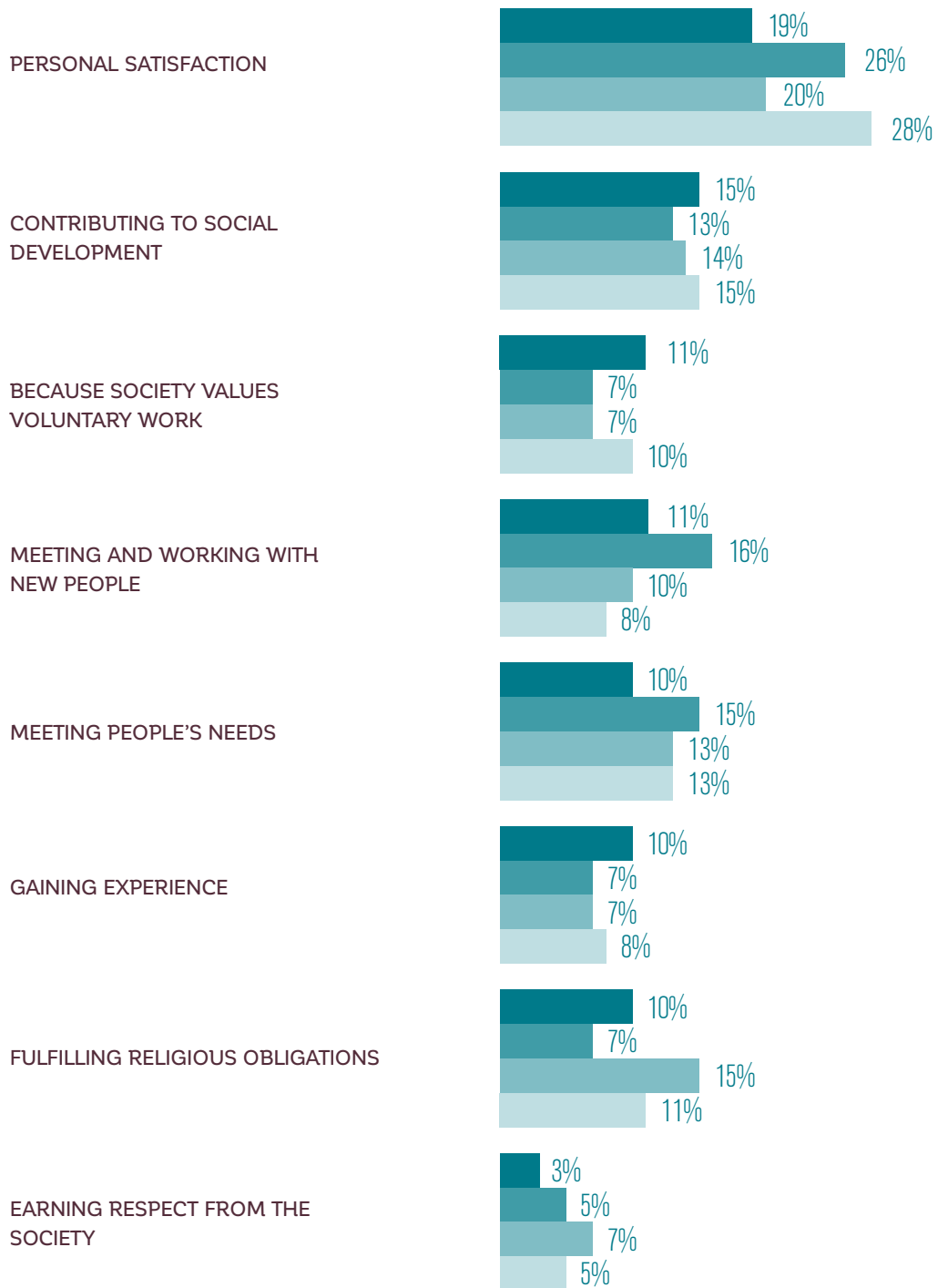
Reasons for not participating in the activities of voluntary organizations



◆ 2021 ◆ 2019 ◆ 2015 ◆ 2004

FIGURE 4.22b

Reasons behind voluntary works in organizations



◆ 2021 ◆ 2019 ◆ 2015 ◆ 2004

\*In this chart, we maintain the phrase “voluntary work,” which we refer to as “volunteering” in the remainder of the report, because it was used in the questionnaire in that manner.

option “I do not know anybody who participates in such activities”. On the other hand, those who say that they do not trust such organizations have increased continuously, making it the third option.

A question with eight options was posed to 13% of the population who had participated in voluntary work in the previous year about their participation. The relative importance of the options for this question has not changed significantly (Figure 4.22b). The two most important options reported are personal satisfaction from volunteering and contributing to social development. Although the proportion of those who chose the personal satisfaction option decreased from 28% in 2004 to 19% in 2021, it remained the most popular. Furthermore, the proportion of those who responded with “the society values such voluntary work” increased from 7% in 2019 to 11% in 2021. The possibility that the social value of volunteering is increasing as a result of the pandemic is thought-provoking.

On the other hand, the proportion of those who chose “earning respect from society” for their voluntary efforts decreased from 7% in 2015 to 3% in 2021. Likewise, the proportion of those who chose “fulfilling their religious obligations” as the reason for their voluntary efforts decreased from 15% in 2015 to 10% in 2021. In short, the primary reasons for volunteering are personal satisfaction, contributing to social development, and the fact that the society values such voluntary work.

The group of 23% who stated that they donated other than membership fees were asked the following question: “When you think about the last time you donated above 50 TL, to which organization did you make this donation?” This question was asked in the form of donations of 25 TL or more in 2015 and 40 TL or more in 2019, to collect answers with similar references. The responses received are summarized in Figure 4.23 comparatively by years. The Red Crescent ranks first in this list with 19%. However, when compared to 2019, this percentage appears to have fallen from around 24%. In non-metropolitan cities, the Red Crescent response was given by 24% of those surveyed. On the other hand, those who said they made this donation to İHH increased from about 3% in 2019 to 11% in 2021. In non-metropolitan provinces, 5% responded with İHH to this question. TEMA followed İHH with 9% and LÖSEV with 8%. However, LÖSEV had been in second place with 22% in 2019. Besides LÖSEV, donations to mosques, Qur’an courses, and religious associations have seen a severe decline since 2015, while the Ahbap Association, TÜRGEV, ÇYDD, and Diyanet Foundation, together with Darüşşafaka received a share of 2-3% from these donations. In addition to these new trends, significant decreases have been observed in the share of organizations focusing on disabled individuals and environment-animal welfare associations.



FIGURE 4.23

The organization to which individuals most recently made donations amounting to 50TL and above

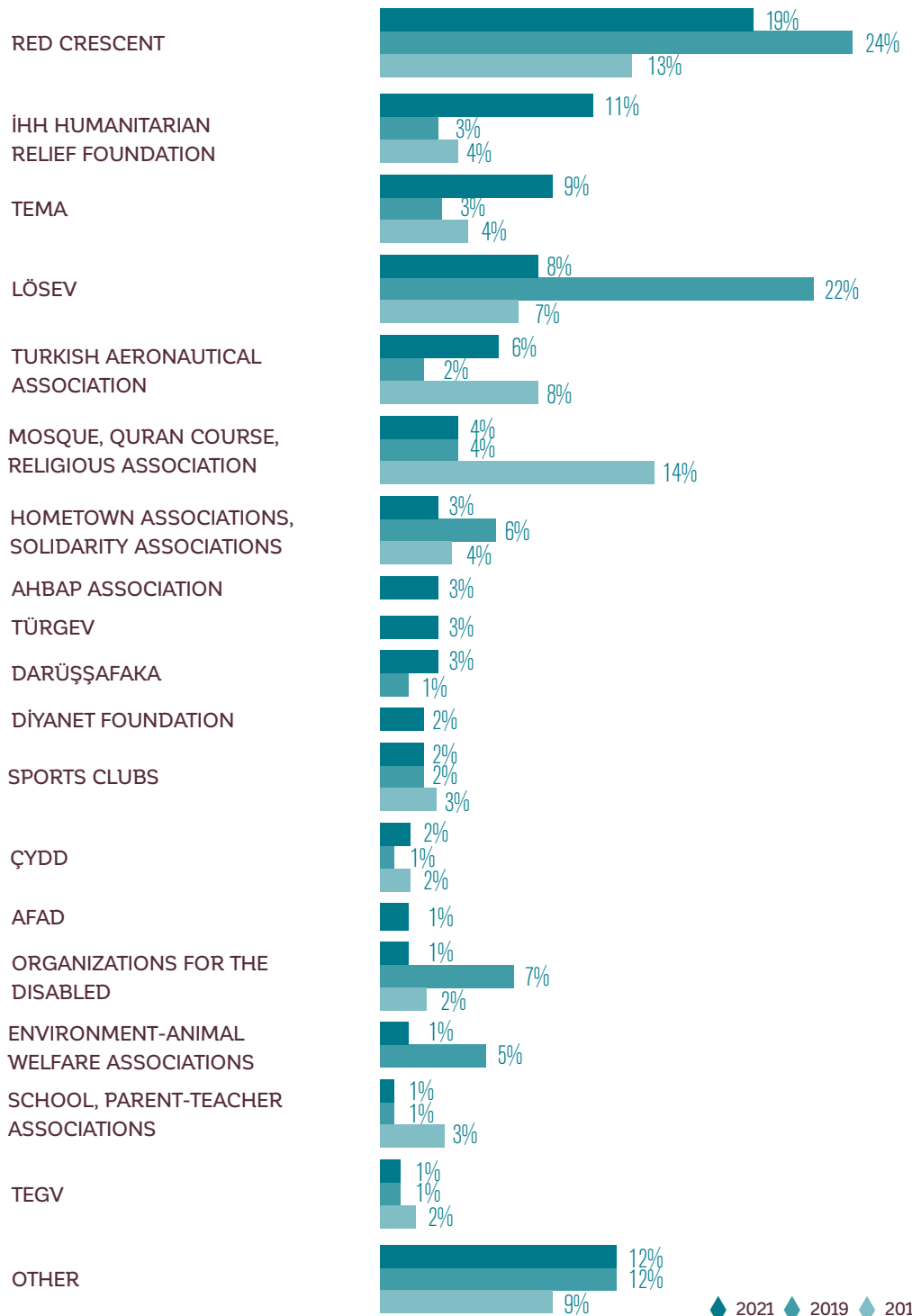


FIGURE 4.24

Estimated value of  
the most recent  
donation

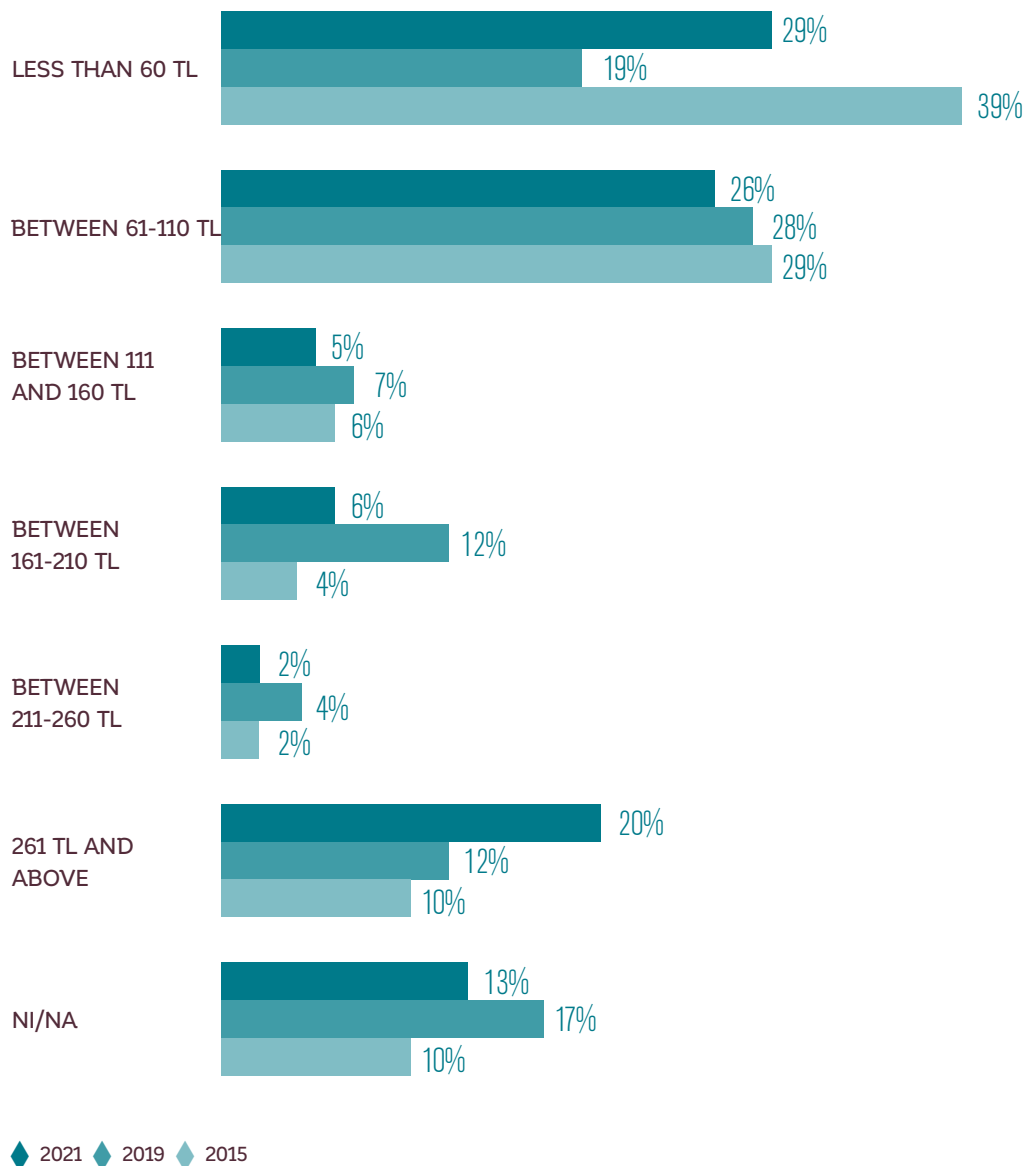


Figure 4.24 depicts the approximate value of the most recent donation of 50 TL or more, with ranges from 2021. The most noticeable pattern here is that the rate of donations of less than 60 TL has increased compared to 2019 but has declined by roughly 10% since 2015. Similar reductions continue until 261TL and above, which is the maximum level. However,

the proportion of individuals who donated at the highest rate has doubled from 10% in 2015 to 20% by 2021. This finding suggests that, although donations expressing more modest financial circumstances are decreasing, relatively higher donations are increasing.

The respondents were asked why they chose a given organization to donate to (Figure 4.25). Trust in the organization and the organization's transparency were the most popular responses. The importance given to trust in the organization was much higher in metropolitan cities. After that, the motivation to help people in general, nature, reforestation, fire relief, and the organization's familiarity in question followed. The proportion of those who responded with "to help people" was almost double in non-metropolitan cities compared to metropolitan cities. The response to forest fires is also about five times higher

in metropolitan cities than in other cities. The top two motivations, "trust in the organization" and "familiarity with the organization" can be considered as basically the same factor. We can consider the following jointly, as a relief mobilization in the face of disasters: "helping people, nature, reforestation, and fire relief." In other words, within the framework of this question the trust in the organization, the motivation to provide relief in the face of disasters has emerged as a new reason that impacts donations.

## FIGURE 4.25

**Why did you choose this organization to donate?**

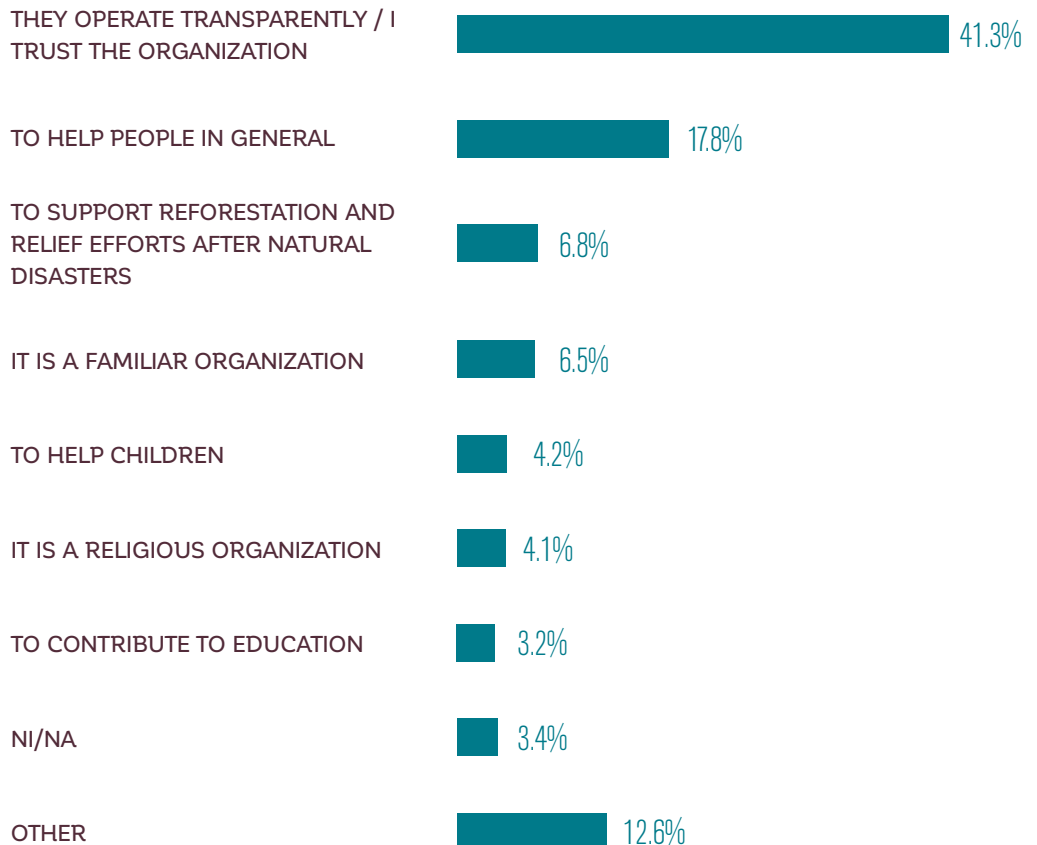
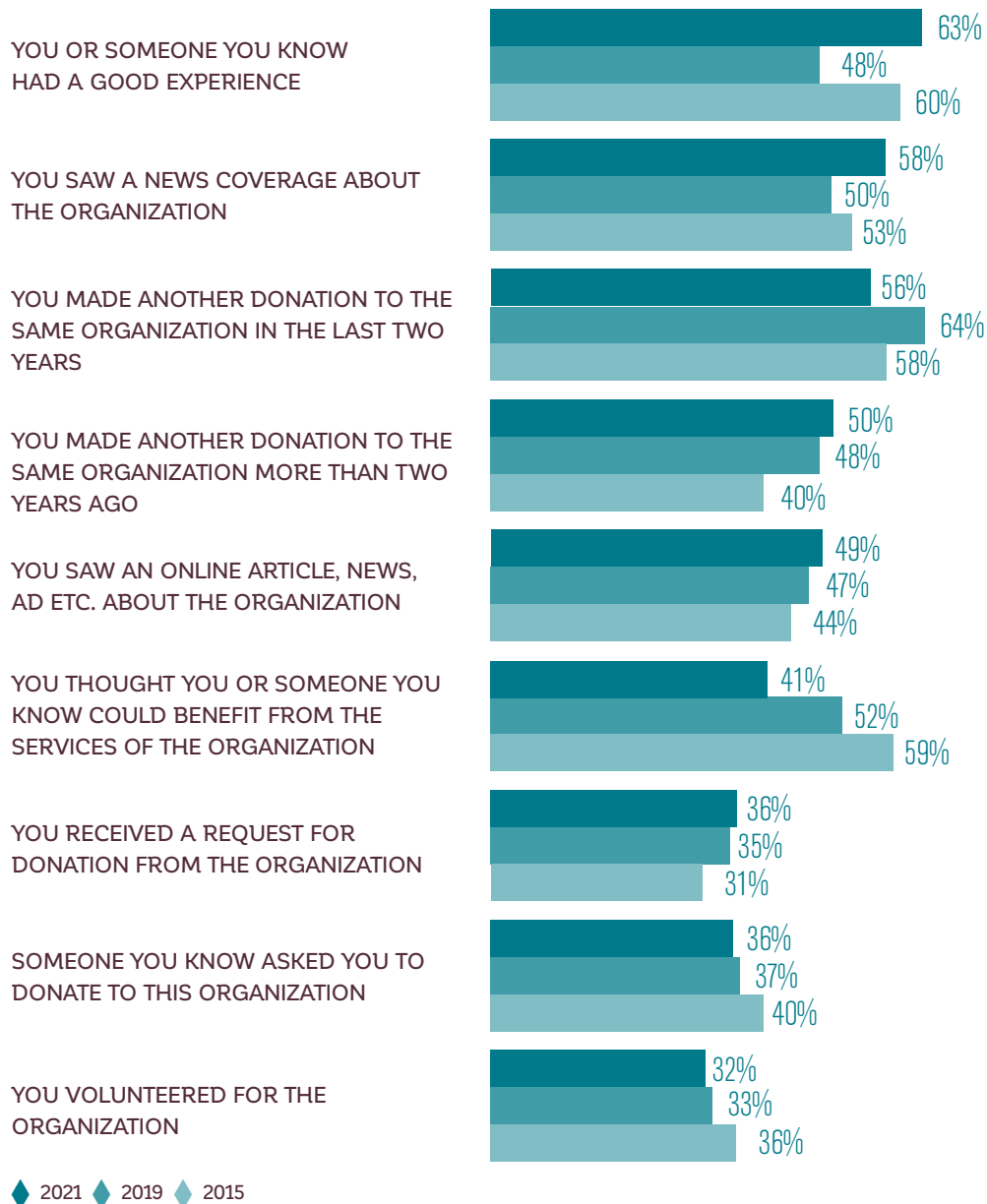


FIGURE 4.26

Relationship with  
the organization  
before the most  
recent donation



\*In this chart, we maintain the phrase “voluntary work,” which we refer to as “volunteering” in the remainder of the report, because it was used in the questionnaire in that manner.

After this open-ended question, the respondents were asked: “Which of the following applies to your relationship with the organization you have most recently donated to?” The responses given in Figure 4.26 are summarized comparatively for the three studies between 2015-2021. The options “you

made another donation in the last two years” and “you thought that you or someone you know could benefit from the services of the organization”, which ranked highest in the previous studies, regressed to second place in 2021. While having donated before, which can be seen as a habitual criterion, decreased

from 64% to 56% (66% in metropolitan cities), the probability of directly benefiting or having someone close benefit decreased from 52% to 41%. Significant increases in two secondary options from 2021 to 2019 have been observed following two regressing options. While the proportion of those who chose “You have seen the news about the organization” increased from 50% to 58% (65% in non-metropolitan cities), the proportion of those who reported that they or someone close to them had a good experience increased from 48% to 63% (52% in metropolitan provinces). While the importance of volunteering or recommendations did not increase, the impact of a donation request, an article or advertisement seen on the Internet, or a donation made long ago seems to have increased.

In the later stages of the interview, we asked all of the respondents, this time as a closed-

ended question, about the features of the organization chosen to give, which had previously only been asked of the 23% who stated they donated, as shown in Figure 4.25. The participants were asked to identify the most important and second most important reasons for donating to any organization out of five different options. The total share of options in the responses is comparatively shown in Figure 4.27 for 2019 and 2021. “A larger group chose the use of donations for the intended cause” compared to 2019. This is followed by the familiarity with the organization’s area of work and its transparent functioning, with very close ratios of 22-24%. Sharing the same political and world view with the organization was considered important by only 3% of the donors, as a distant contender to the other four reasons.

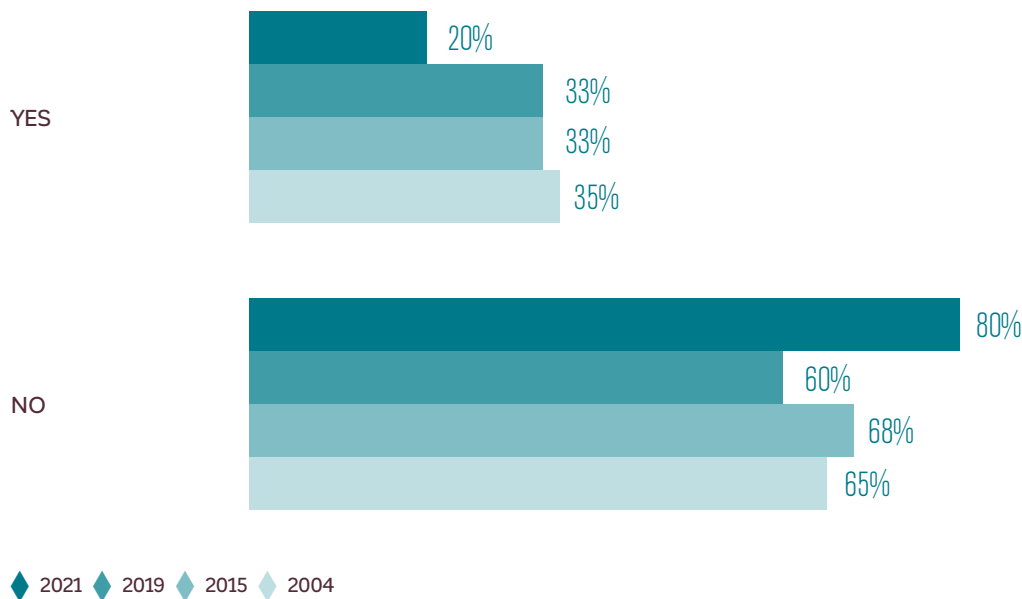
FIGURE 4.27

**Factors considered important in selecting the organization or institution to which donations will be made**



FIGURE 4.28

Do you receive reports from the organization you give regarding their activities?

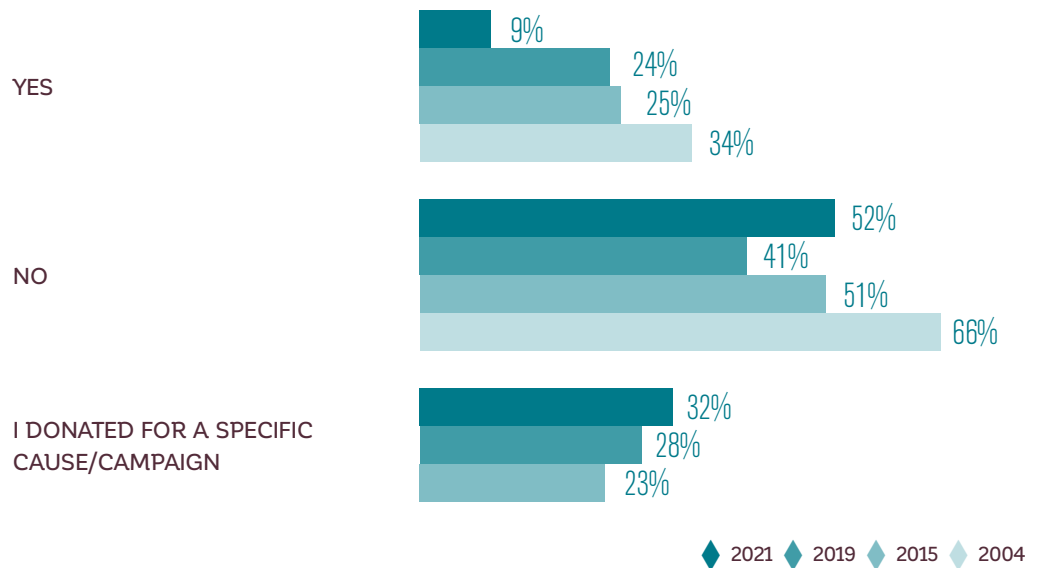


A follow-up question that was posed to those who reported donating to any organization was whether they had received a report on the activities of these organizations. Looking at the responses from 2004 to 2021, it is clear that the proportion of people who indicated not having received a report has risen from 65% to 80% (70% in non-metropolitan areas) (Figure 4.28). The 20% who stated they received a report were also asked what type of report they received, which was a new question in the 2021 study. SMS messages and donation receipts were frequent responses from those who were asked this question (only 5% of the total sample). In short, we can say that no detailed reports were received in return for donations. This can be considered one of the most important indicators of the inability to establish long-term trust relationships between the donors and organizations.

This was also explored because if donors do not receive reports, they may express their opinions on how the donations should be used. While two out of three people said that they did not express an opinion in 2004, this rate decreased to 52% in 2021 (64% in metropolitan cities) (Figure 4.29). However, in 2015, the option “I already donated for a specific cause/campaign” was added. Therefore, the post-2015 trends are more comparable. These trends increase from 23% to 32% in donations made for a specific cause. The addition of the aforementioned option and the decrease in the proportion of those expressing an opinion are consistent with one another. What remains decisive in this case is that a sizable proportion of donors, such as 52%, give without expressing an opinion on how their donations should be used.

FIGURE 4.29

Do you express an opinion on how your donation should be used?



73% of donors want the receiving organization to stay in contact with them (92% in metropolitan cities) (Figure 4.30). This rate may seem high, yet one out of four people does not seem to favor ongoing communication. It would be appropriate to obtain consent to continue communication in this case.

When asked what their preferred means of communication was, the respondents favored fairly remote forms of communication (Figure 4.31). Those who prefer ongoing contact via

SMS make up almost half of the respondents (37% in non-metropolitan cities). 8% prefer e-mail communication (15% in non-metropolitan cities), and 35% prefer phone contact (48% in metropolitan cities). Only one of three people appear to prefer direct human contact. It is critical to investigate the causes behind such a distant attitude through qualitative studies.

FIGURE 4.30

Would you like the organization you donate to keep in touch with you?

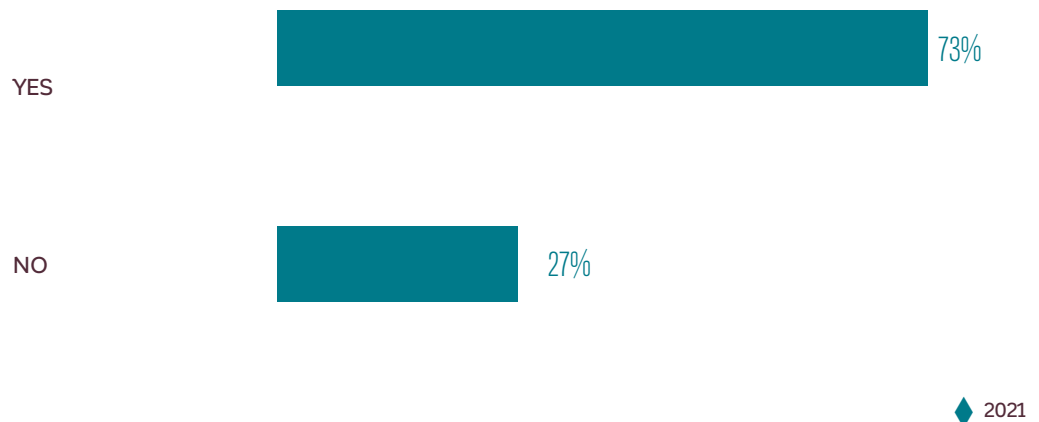
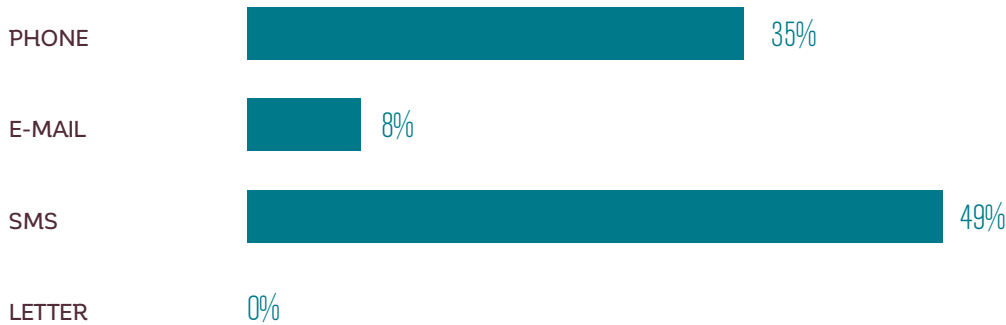


FIGURE 4.31

Preferred channels  
for communication



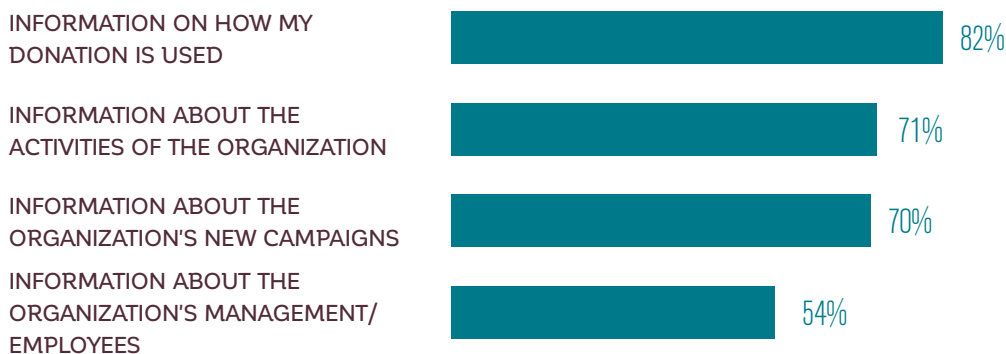
◆ 2021

Among the donors, those who wanted to be kept in the loop were also asked what kind of information they wanted. The most common response (82%) was information on how the donations were used (Figure 4.32). 71% of the respondents wanted to be informed about the organization's activities, regardless of their donation. Likewise, 70% wanted to be informed about the new campaigns of the organization (67% in non-metropolitan cities). 54% wanted to be informed about the management or employees of the organization in question (30% in non-metropolitan cities). In short, the majority of the respondents welcomed the most standard information. However, it would be appropriate to obtain consent before communication.

The demand for transparency and accountability is gradually emerging in the context of giving activities of civil society organizations in Turkey. Individual giving is primarily influenced by trust and in this context, an expectation of transparency that demonstrates that donations are used for their intended cause. Individuals do not shape their donations in a planned and research-based manner, do not express their opinions on how these donations should be used, nor do they receive a report on these donations while giving through formal organizations. On the other hand, donors are increasingly demanding information and feedback on the use of their donations.

FIGURE 4.32

Information  
preferences



◆ 2021



### 4.3 GIVING MOTIVATIONS AND PREFERRED METHODS

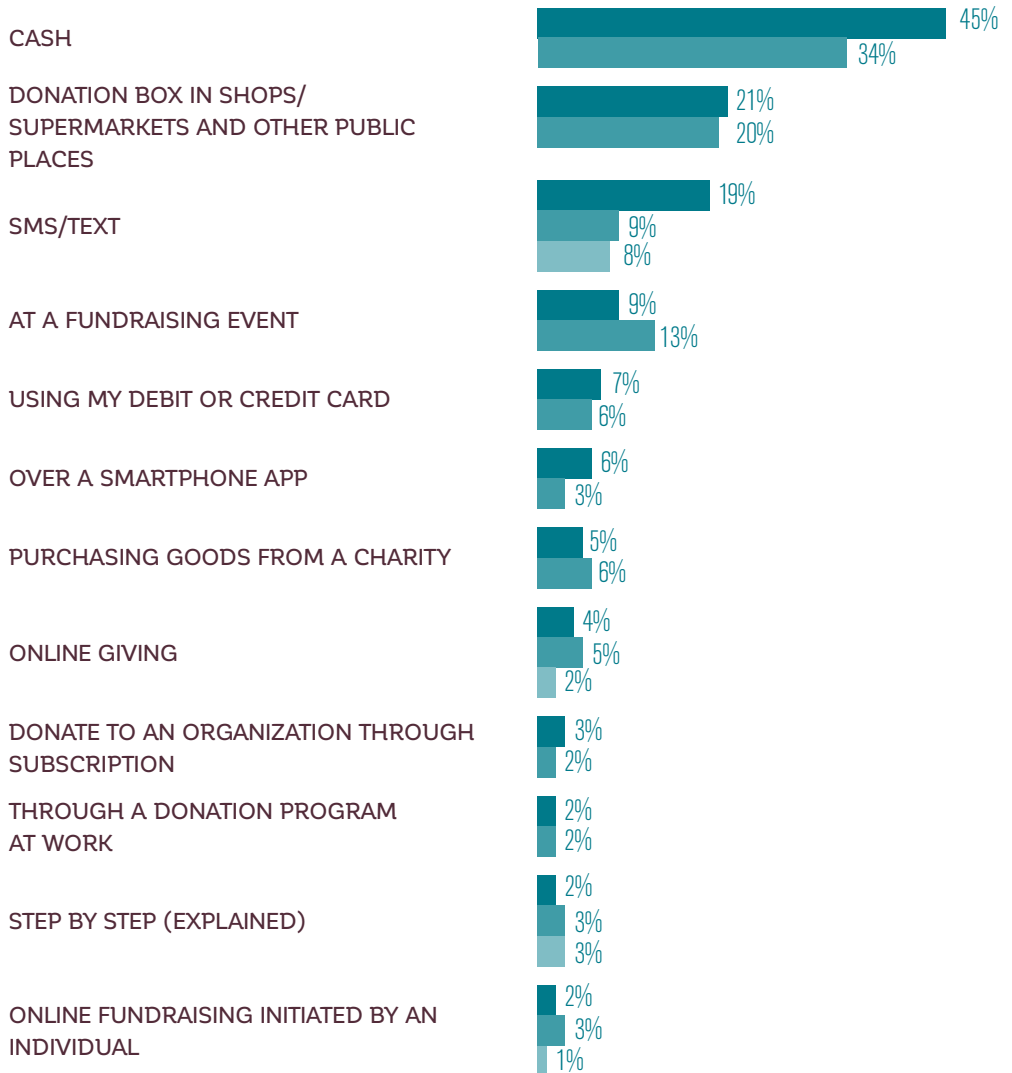
It is important to monitor general trends for new ways to donate through time. In today's quickly changing philanthropic environment, both the donation targets and the strategies utilized to achieve these targets are changing globally and locally. To monitor this change, we presented

various donation methods to our respondents and asked them if they had done any of them in the past 12 months.

Figure 4.33 depicts the responses to this question from the three surveys we conducted between 2015 and 2021. The weight of cash donations seems to have increased over time (53% in metropolitan cities, 39% in non-

**FIGURE 4.33**

**Donation methods preferred in the last 12 months**



metropolitan cities). This is not an unexpected development when we consider informal and direct giving. It is also worth noting that the donations with the second-highest frequency are made to “donation boxes in a store, supermarket, and other public areas” (23% in metropolitan cities, 18% in non-metropolitan cities). In this case, the simplicity of donation and the fact that it is made due to an opportunity that has presented itself to the individual is a striking pattern in terms of donation mobilization. Donations made via text messages from mobile phones seem to have doubled in just two years (26% in metropolitan cities and 16% in non-metropolitan cities). About 19% of the respondents reported using this method. As with donation boxes, convenience is at the forefront with this giving method. However, it should be noted that there is a crucial distinction - donations made by SMS are registered, whilst donations made to donation boxes are anonymous. It’s worth noting that these two methods are of somewhat comparable proportions.

Giving practices such as charity dinners/ bazaars have declined during the pandemic. While donations via smartphone apps have surged, the drop in online giving needs careful consideration. We should also note that there were no significant changes in other new methods.

When we asked which different donation practices respondents had participated in the previous 12 months, namely between October 2020 and November 2021, we found that informal donation (“I met the needs of a family I didn’t know” (14% in metropolitan cities, 23% in non-metropolitan cities) and “I donated for urgent natural disaster relief” (22% in metropolitan cities, 12% in non-metropolitan cities) were prominent. In addition, helping individuals suffering from SMA, which comes into focus on the public agenda from time to time, or natural disaster relief behavior were also significant (Figure 4.34). However, 63% of respondents said they did not engage in any donation practices on this list.

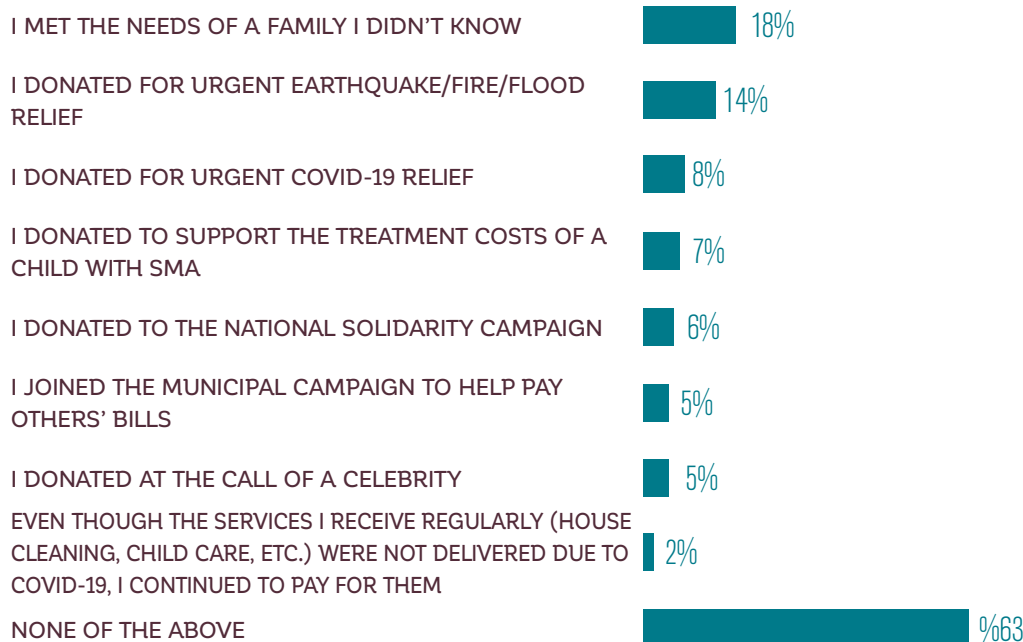
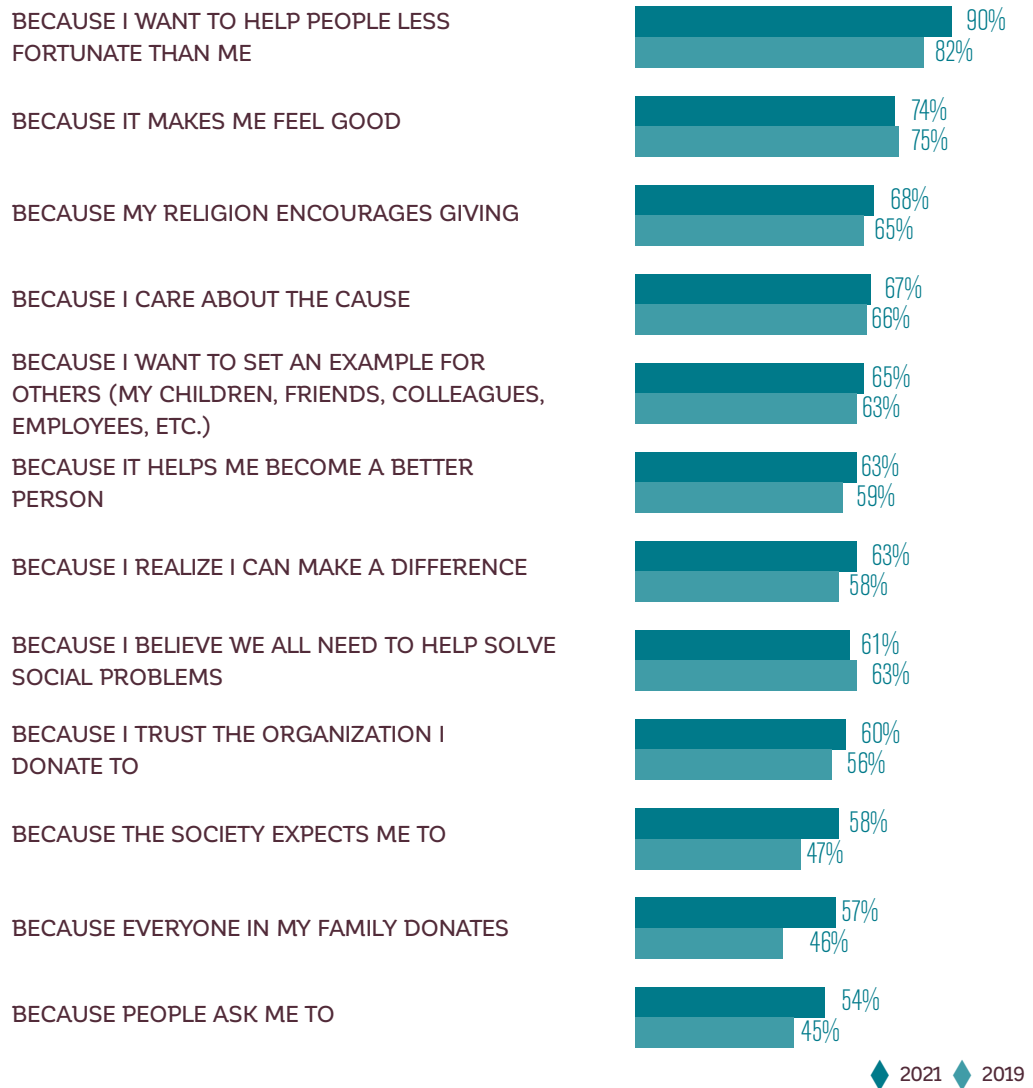


FIGURE 4.34

Participation in  
different donation  
practices over the  
last 12 months

FIGURE 4.35

Which of the following are among the reasons that encouraged you to donate in the last 12 months?



The most straightforward solution to understanding donation reasons is to list the various motivations and their engagement percentages. Of course, patterns that support any particular motivation may be observed using this method. The motivation to help those in a more difficult position than the interviewee increased from 2019 to 2021 and reached 90%. Aside from one motivation, engagement in all others is slightly higher than in 2019. There is a decrease, albeit not significant, in the rate of those who agreed with

the option “Because I believe we all need to help solve social problems” (67% in metropolitan cities, 59% in non-metropolitan cities) compared to 2019. As a critical difference in the 2019 study, the agreement rate for all factors given is higher for each option than for those who disagree. When compared to all other factors, the giving behavior of family and close circles appears to have the least influence (Figure 4.35). The biggest difference between metropolitan cities and non-metropolitan cities is seen with the option “because people ask

me to” (66% in metropolitan cities, 38% in non-metropolitan cities).

In a similar question, individuals were asked what would encourage them to donate more in the next 12 months by providing different options, as summarized in Figure 4.36. Here, the highest increase is observed in the statement “Having more money myself” (79% in metropolitan cities, 67% in non-metropolitan cities). Another notable increase is observed in the statement “Having easier ways for me to donate” (41% in metropolitan cities,

57% in non-metropolitan cities). Significant declines are observed in agreement with “more tax incentives” (27% in metropolitan cities, 33% in non-metropolitan cities) and “having access to a workplace giving program” (24% in metropolitan cities, 29% in non-metropolitan cities). Perhaps the most significant regression is seen in “nothing can motivate me to donate more”. While approximately 20% agreed with this proposition in 2015, only 2% agreed with this proposition in 2021. In other words, the respondents indicate that they can be persuaded to donate more in some way.

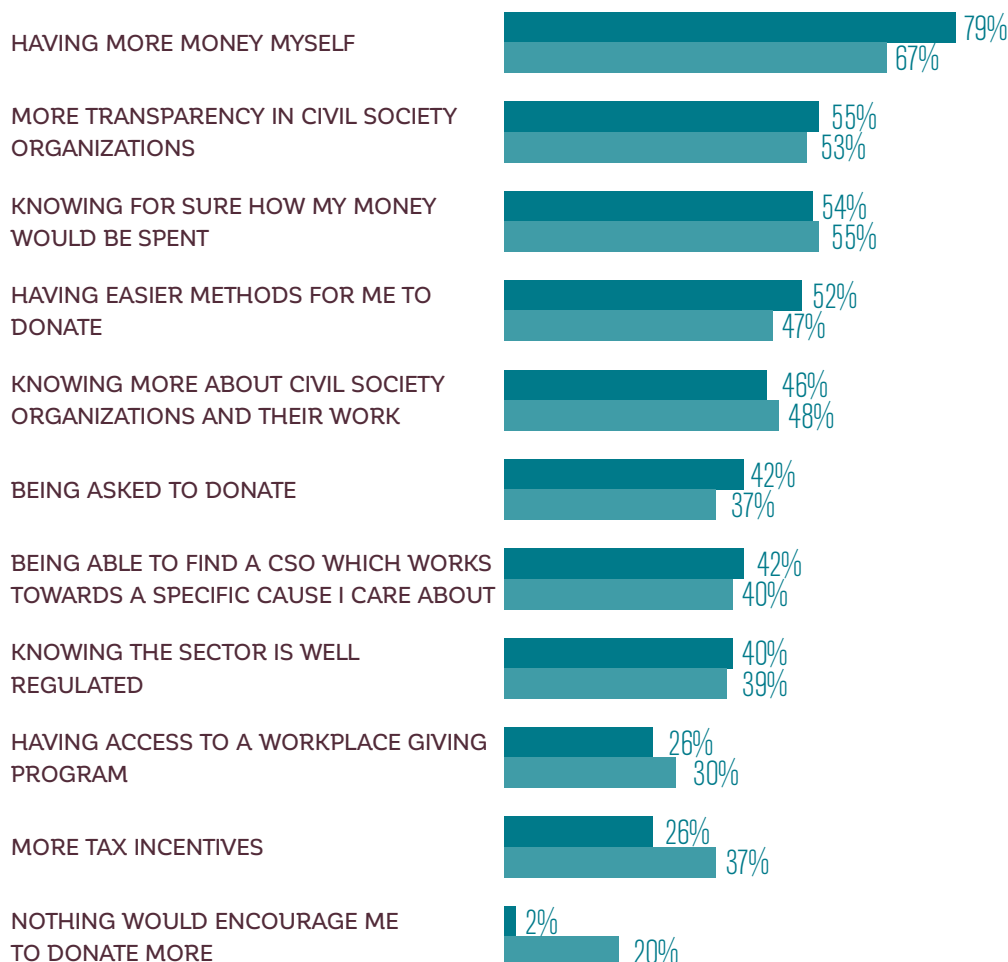


FIGURE 4.36

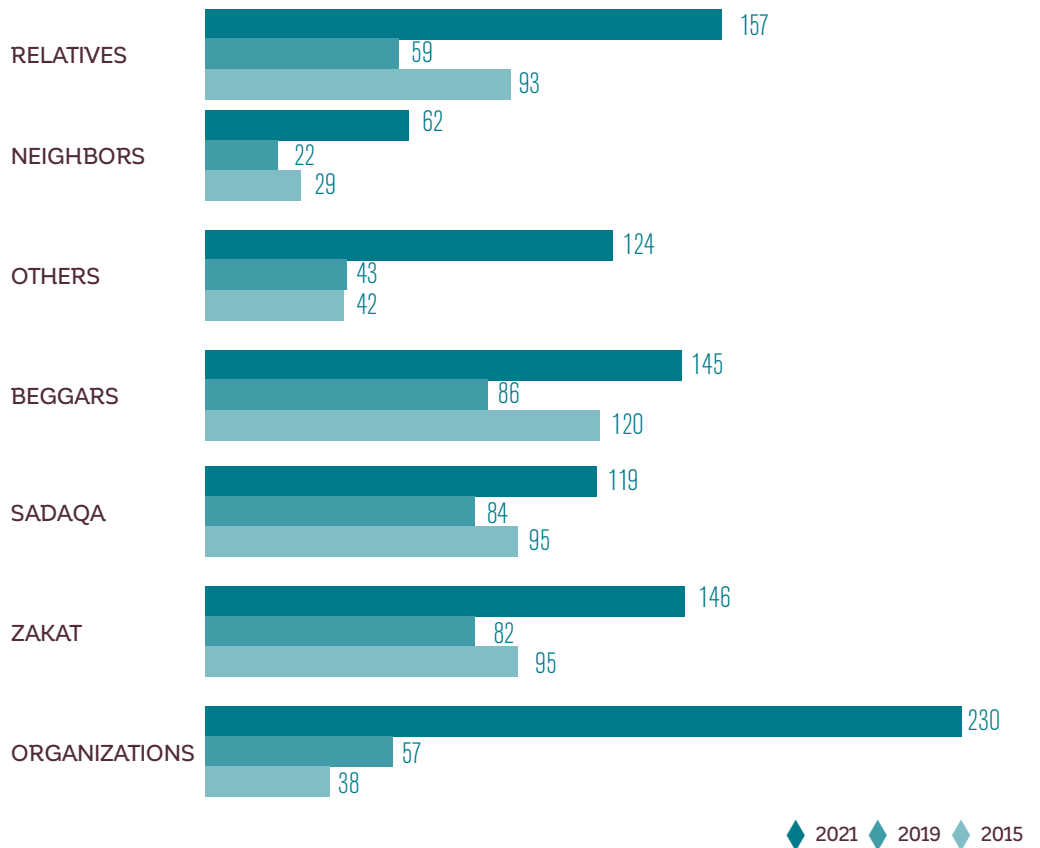
Which of the following are among the reasons that would motivate you to donate in the next 12 months?

In the third part, we have presented the total estimated value of the direct donations made by individuals in Turkey. Figure 4.37 depicts the results when individual donations to organizations are added to this amount. Individual donations made through organizations in Turkey in the last year are estimated to have totaled approximately 230 TL per person. This figure is far higher than what we discovered in our surveys in both 2019 and 2015. When we compared the amounts of donations made in different categories in 2021 with the data from 2019, the highest proportional increase was seen in donations made to organizations.

The total value of all donations given directly or through organizations in Turkey was estimated to be 983 TL per person in the previous year. In the 2019 study, we calculated this amount as 303 TL; as of the end of 2021, it becomes approximately 433 TL when adjusted for inflation. Therefore, there has been a significant increase in real terms in the sum of all donations made in Turkey during these two years.

## FIGURE 4.37

**The estimated financial values per person of the direct donations made in the past year (TL)**



## 5. CONCLUSION

The individual giving and philanthropy survey has been repeated four times since 2004. The primary aim of these studies is to follow the change in preferences and attitudes over time. How do we analyze the change in the perception and practice of individual giving and philanthropy that has occurred in society for various reasons during the previous 17 years? Studies focus on this fundamental question. However, it is essential to note that we did not follow the same individuals throughout time in these studies. We would have been able to better capture societal change based on individuals if we had met the same Ms. Ayşe and Mr. Ahmet from our 2004 sample four times since 2004. But it would also be difficult to identify how the preferences of the young people, who were not 18 in 2004 but reached

the age of inclusion in our sample in 2015 and beyond, have taken shape and evolved.

Meanwhile, we would wonder how the preferences of a group included in our sample in 2004 but could no longer participate changed. In short, it is difficult to follow the change over time using empirical methods. With these issues in mind, we must evaluate the data acquired while considering the limitations of the methodologies we are employing.

What kind of change do we notice in individual giving and philanthropic behavior, attitudes, and preferences since 2004? What are the significant patterns that stand out among all the details?

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To begin with, people's tendency to help others is closely tied to the state of the economy, or more precisely, to their perceptions of their own financial situation and the state of the country's economy. As these perceptions improve, donation rates increase.

Individual giving is also directly related to the perception of urgent needs. For example, during the pandemic, approximately one-fifth of the individuals stated that they met the needs of a family they did not know. For this period, when we look at the responses "I met the needs of a family I do not know" (18%), "I joined the campaign to help pay others' bills" (5%), "I donated to the National Solidarity Campaign" (6%), "I donated for urgent COVID-19 relief" (8%), "I donated for urgent earthquake/fire/flood relief" (14%), we can see the pandemic and natural disasters had an important place in donation mobilization.

Natural disasters and the pandemic have increased philanthropic mobilization in Turkey, according to our 2021 survey. However, according to Turkish cultural tradition, the task of helping those in need is primarily considered a state responsibility rather than a civil initiative. Despite this, we notice that the civil initiative responds to emergencies such as the Covid-19 pandemic, earthquakes, floods, and major fires. At this moment, we can state that, while the central government has limited certain local initiatives, the obligation of responding to the urgent needs of the people, in general, has been addressed.

Reliability appears to be an essential factor in giving behavior. People do not want their donations to be "squandered." According to this viewpoint, the most significant limitation for donations made through organizations is the ability of organizations to create a trusting relationship with their potential donors. As far as we can see, while making donations through organizations, individuals do not do any research, do not express an opinion about how their donations should be used, do not have high expectations after donating, and do not receive any feedback. However,

it is acknowledged that individuals expect organizations to form long-term relationships with them. Therefore, creating and sustaining a governance capacity that can support long-term relationships with individuals is critical for organizations to receive donations through fundraising.

When we look at giving via institutions, we observe a significant increase in 2021 compared to previous years. This increase, which is also observed in volunteering, membership, and participation in meetings, does not have a uniform pattern in terms of generic and actual organizations. Fundraising performances of organizations such as the Red Crescent, TEMA, İHH, and Darüştifakı have improved significantly over the years. It has been found that the Red Crescent also performs well in terms of membership and voluntary work. Political parties, sports clubs, rural-urban beautification and solidarity associations, environmental-animal rights organizations, and hometown associations are among the generic organizations that stand out in terms of total activities. What is noticeable here is that the performance of generic and actual organizations differs, with some showing declining performance while others showing improving performance.

Compared to donations made through organizations, the significance of informal donations given directly by people appears to be growing, relatives account for the largest share of those who receive such donations, which progressively convert to cash rather than in-kind. We note that the long-term decrease in religiously motivated sadaqa and zakat donations has come to an end. However, the rise seen in 2021 compared to 2019 has not been enough to bring these donations up to the level seen in 2004. One of the most critical informal donations is the ones made to beggars, which seem to have increased compared to 2019.

Significant variation in preferences and priorities has been observed between Turkey's metropolitan (Istanbul, Ankara, and Izmir)

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and non-metropolitan cities. It is clear from the results obtained that civil society activities mainly take place in metropolitan cities.

Individuals in Turkey continue to see helping the poor predominantly as the state's responsibility. Participation, support, and volunteering in civil society activities are directly dependent on the presence and guidance of the government through different policies. Creating a synergy here also relies heavily on civil society organizations cultivating a transparent and trustworthy environment in society and establishing and developing long-term relationships with their target audiences. The significance of these trust relationships is evident in many areas of our study. Fundraising through donations will be possible primarily by shifting informal donations to the formal civil society sector through different programs. Ensuring the engagement of young generations in civil society activities through volunteer programs, not only for giving but possibly as a precursor to giving, will be essential for both human and financial resources in the long term. According to our findings, informal donations' most important characteristic is that they are irregular and occur in response to a request. As important as the civil society's development of a regular giving system, even if it is small, is to develop functioning methods of fund raising. Philanthropy is not mobilized without requesting voluntary work and donations.

Informal donations can be in kind or cash, and the weight of cash donations has increased over time. Donations made to specific donation boxes allocated in stores, supermarkets, and similar venues - another form of informal donations - come second in frequency. Transforming this informal trend into a more formal, regular, and continuous one will strengthen civil society both financially and in terms of human resources. Cash donations prevent donors from being a part of a philanthropic community, hindering the development of a long-term relationship of trust. On the other hand, we see encouraging signs of progress that might be interpreted as a step toward formalization. For example,

donations made via text messages from mobile phones have doubled in just two years. However, the practices of engaging in civil society, such as charity dinners, bazaars, etc., decreased during the pandemic. Online giving has decreased, while donations made on smartphones have increased. We see untapped potential in the thoughtful and innovative application of these new technologies for fundraising.

Religiously motivated donations are largely informal. According to this survey, the prolonged decline in such donations appears to have stopped and even reversed. We need to keep an eye on advances in this field and understand more about how the motivations of religiously conservative people differ. Again, in this research, the capacity of natural disasters (such as pandemics, floods, fires, and earthquakes) to mobilize voluntary participation and giving is seen very clearly. Civil society needs to be prepared to use this mobilization capacity effectively and adequately. In such times of natural disaster crises, both voluntary participation and financial mechanisms need to be made quickly and widely available.



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