

# CHARITY SURVEY

2025



# INTRODUCTION

The nationwide sociological study of charity for Zagoriy Foundation and the «Giving Tuesday» initiative is an annual tradition. In this way, we monitor changes, trends, and key indicators of the sector so that our colleagues and all those who care have a high-quality basis for making decisions and building their development strategies. In 2025, we conducted the study together with the SOCIS team.

We paid particular attention to the barriers that force people to stop helping or refuse from engaging in it at all. We chose this direction due to an important event that happened in 2025 — the curtailment of programs and projects and subsequent termination of USAID's work. This was a great challenge for civic and charitable organizations, which had to quickly find a substitute for one of the largest international donors and refocus their fundraising strategies, in particular, look for funding sources in Ukraine. We can still feel the impact of this event.

One of the important trends that has taken shape and intensified since 2024 is Ukrainians gradually making a transition from situational and emotional aid to planned and consistent assistance. Though we would like to believe that this is caused by a more conscious attitude toward charity, that is not quite true. The reasons why this trend has strengthened include depleting resources, emotional fatigue, and experience of personal losses, which, unfortunately, are part of the life norm during war. However, charity remains massive for the fourth year in a row, even despite the crisis of trust in foundations. More on this further down.

We hope this study to be useful for civic and charitable organizations, as well as businesses and state institutions, to find support in each other and in Ukrainians.

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# METHODOLOGY

The study was held in three stages:

1

## NATIONWIDE QUANTITATIVE SURVEY

Method: CATI (phone interviews)

Quota sample (N=2,400 respondents) representative of Ukraine's population by age (18+), gender, settlement type, and region of residence (except for temporarily occupied territories).

Duration: September–October 2025.

2

## QUANTITATIVE SURVEY OF BENEFICIARIES

Method: self-completing a Google form

Sample: 336 respondents who received charitable assistance over the past year, aged 18+.

Duration: October–November 2025.

3

## QUALITATIVE SURVEY ON CHARITY BARRIERS AND MOTIVES

Method: four online focus groups

Quota sample representative of Ukraine's population by age (18+), gender, settlement type, and region of residence (except for temporarily occupied territories): six people donating at least 10% of their income; six people volunteering at least 10% of their working time; six people who donated and/or volunteered but stopped doing so; and six people who do not donate or volunteer at all.

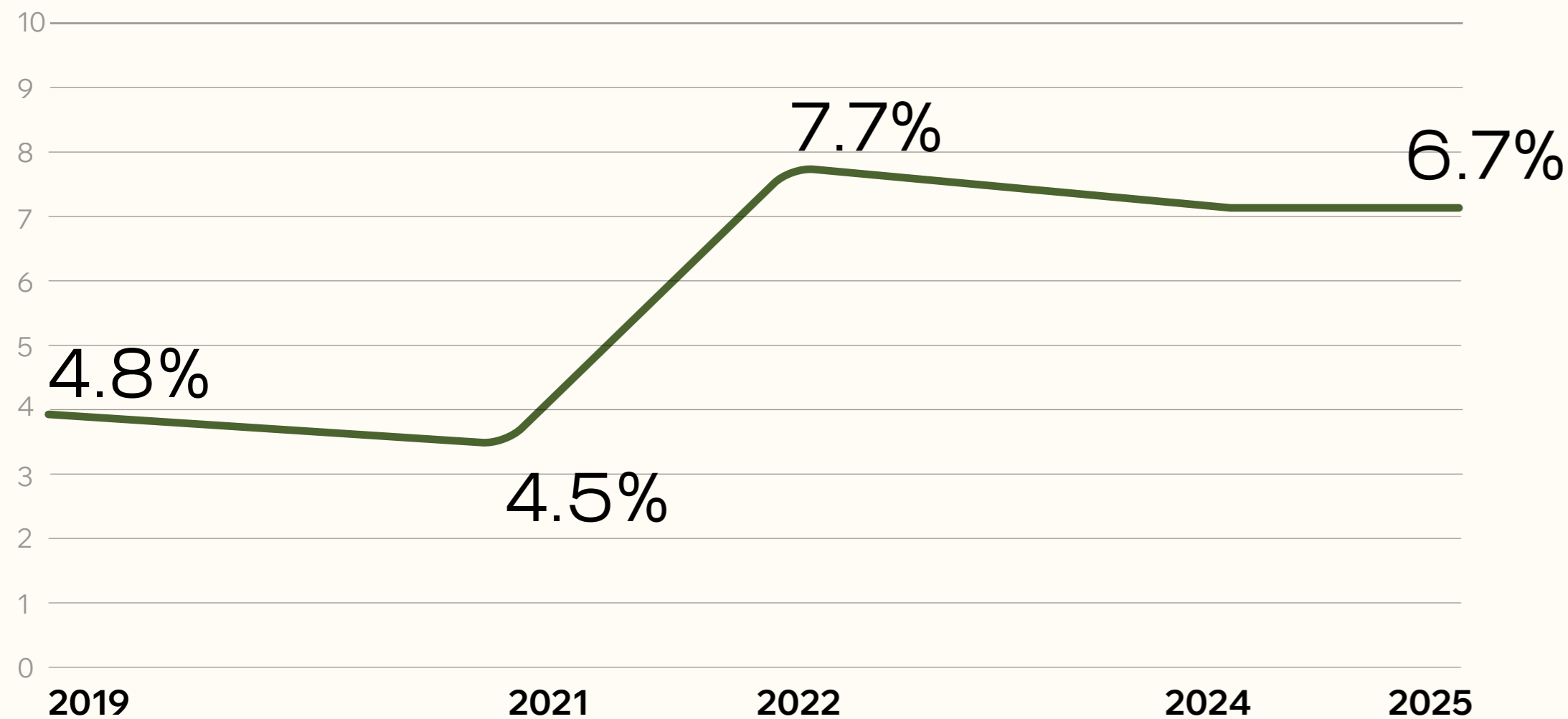
Duration: October 2025

# KEY INDICATORS

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# 6.68%

Charity Prevalence Index



N=2,400

## UKRAINIANS RATE THE PREVALENCE OF CHARITY AT 6.7 OUT OF 10.

After the peak of engagement in the first years of the full-scale invasion, the society's perception of "mass charity" has somewhat decreased.

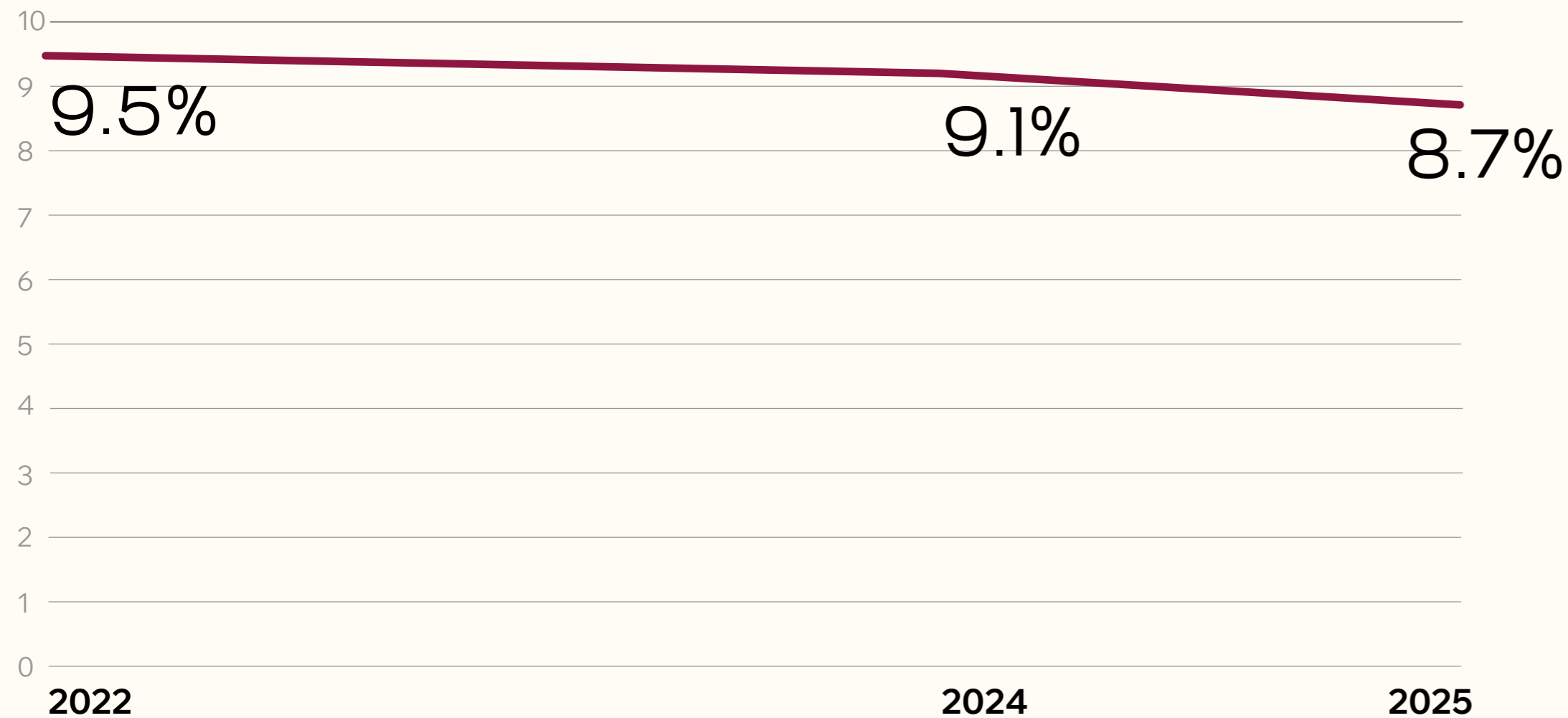
The probable reasons for that include **fatigue from fundraising campaigns with assistance shifting to a calmer, routine phase.**

However, over 2/3 of respondents perceive charity as a fairly widespread phenomenon, which indicates that for most Ukrainians, it **remains part of their daily behavior.**

# KEY INDICATORS

# 8.74%

Charity Importance Index



N=2,400

THE CHARITY IMPORTANCE SCORE OF 8.7 OUT OF 10 IS STILL RATHER HIGH, THOUGH FACING A DOWNWARD TREND COMPARED TO 2024 AND 2022.

In 2022, in the conditions of shock and general mobilization, the charity importance score approached the maximum level (≈9.5). Now, though Ukrainians still consider charity to be crucial, the **effect of the emergency situation** begins to give way to a **rational understanding of the need of systemic assistance**.

# |TRENDS

# TRENDS

## 3. In your opinion, who or what currently needs help most of all in Ukraine?

### Wounded soldiers

(prosthetics, rehabilitation, etc.)

63.0%

### Armed Forces of Ukraine

52.3%

### People with serious illnesses

(e.g., cancer patients, etc.)

44.0%

### IDPs and shelling victims

37.3%

### Families who lost their loved ones in the war

28.1%

### Stray animals

15.6%

## WHO, UKRAINIANS BELIEVE, NEEDS HELP THE MOST?

**Wounded soldiers (63%), the Armed Forces of Ukraine (52%), and people with serious illnesses (44%)** are mentioned most often. The focus on the military and medical rehabilitation has remained stable for a third year in a row.

The issue of assistance to IDPs (37% in 2025) becomes less important (~45% in 2023–2024). Social and humanitarian areas (“families of the deceased,” “homeless animals”) rank average with 15–28%. Cultural, educational, and environmental topics are of minor interest (up to 5%).

### Healthcare

11.7%

### Nature, ecology

4.7%

### Education

4.0%

### Culture

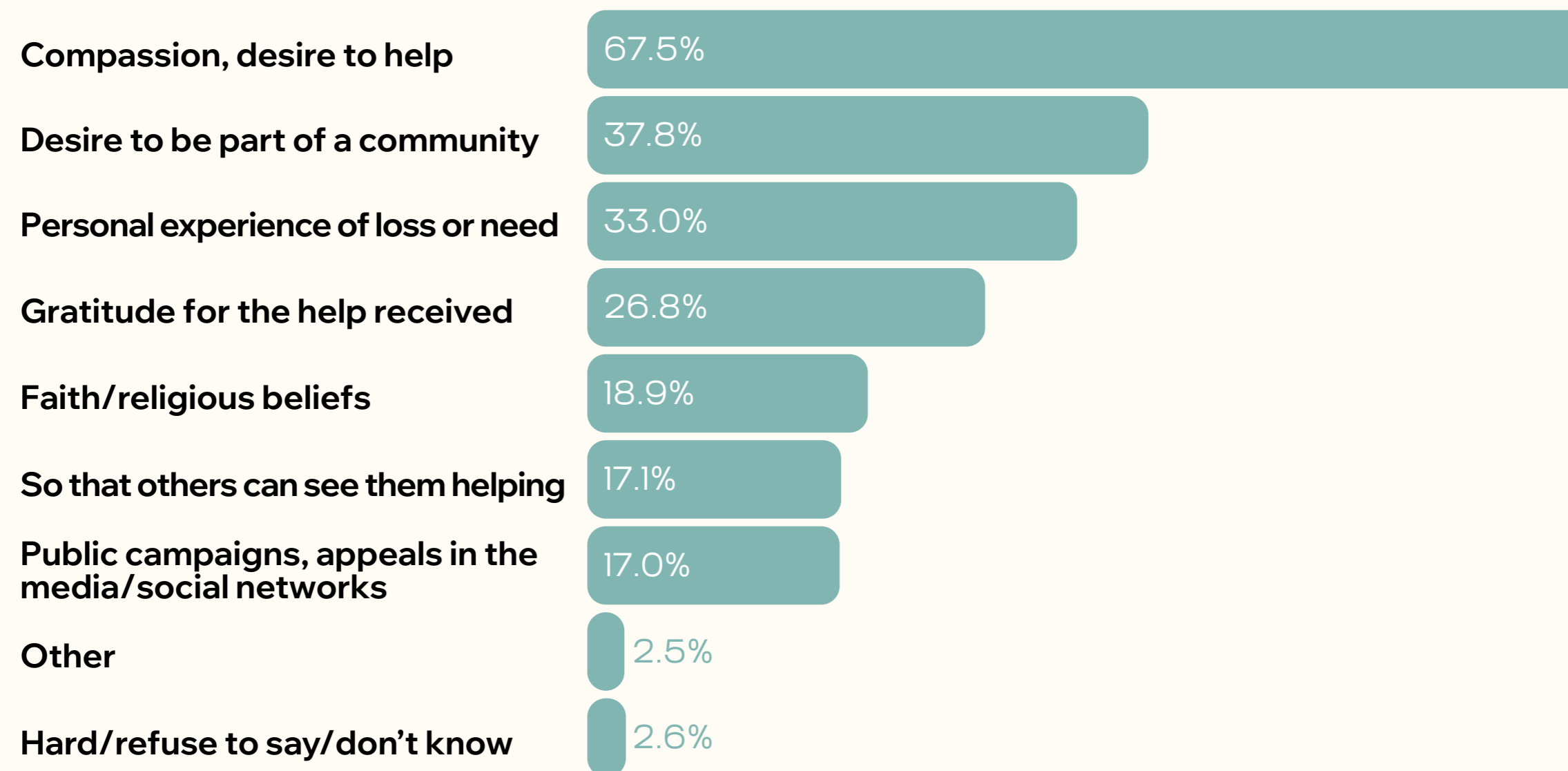
1.4%

### Other

2.3%

# MOTIVES FOR CHARITY ENGAGEMENT

## 4. In your opinion, why do people in Ukraine donate and volunteer?



N=2,400

### MOTIVES FOR CHARITY ENGAGEMENT

In 2025, Ukrainians still choose to engage in charity due to their internal beliefs rather than social pressure. **Compassion** comes first, being named by 2/3 of respondents. The **need to be part of a community** has noticeably increased compared to previous years (38%).

**Personal experience of loss or need** (33%) and **gratitude for the help received** (27%) are also important.

**Young people (aged 18–39)** are more likely to talk about the **desire to be part of a community, personal experience, and media influence**, while older respondents (60+) **focus on faith**.

Compared to males, **females** are more likely to act out of **compassion** (64% vs. 70%).

**Donors with higher education** are more likely to help **consciously** and out of solidarity (40%), loss experience (35%), and gratitude (25%) rather than due to religious motives.

**Students** more often mention **social motives** — the desire to be part of a community (41%) and to be seen by others as they help (34%).

The **least well-off** are more likely to appeal to **faith**, while the **wealthier** one are less likely to speak of compassion.

**IDPs** tend to respond to **public appeals in the media/social networks** (18% vs. 7% among permanent residents).

**Patriotic or religious motives**, characteristic of the first years of the full-scale war, gradually become secondary. Charity turns **more conscious and individual** while getting less demonstrative and involving more personal empathy and systemic approach.

# MOTIVES FOR CHARITY ENGAGEMENT

1

## PROTECTING UKRAINE AND ITS PEOPLE

**"IF SOCIETY DOES NOT UNITE A BIT MORE... WAR WILL COME TO US... AND THIS IS THE GREATEST MOTIVATION — TO SAVE UKRAINE"**  
(active volunteer)

**"VOLUNTEERS ARE ABOUT LOVE FOR HOMELAND"**  
(active donor)

2

## PERSONAL TIES WITH THE MILITARY

**"MY HUSBAND JOINED THE ARMY IN 2022 AND DIED... THEN THEY TOOK MY SON-IN-LAW, MY BROTHER-IN-LAW — AND WE STARTED VOLUNTEERING AGAIN"**  
(active volunteer)

**"MY NEPHEW JOINED THE ATO... THE WHOLE VILLAGE RAISED MONEY AND COLLECTED FOOD FOR HIM"**  
(a woman who reduced her charitable activities)

3

## GRATITUDE AND A SENSE OF DUTY

**"WHILE WE SLEEP IN WARM BEDS... OUR SOLDIERS LIVE IN AWFUL CONDITIONS"**  
(active donor)

**"WE SHOULD ALL DONATE... IT SHOULD BE LIKE BRUSHING YOUR TEETH"**  
(active donor)

4

## EMPATHY AND HUMANITY

**"I SAW ELDERLY WOMEN... THE ELEVATORS DIDN'T WORK, THEY HAD NO FOOD... I WALKED AROUND THE APARTMENTS AND DELIVERED FOOD, MADE BANDAGES"**  
(active donor)

**"ONCE A WEEK WE DISTRIBUTE FOOD TO RETIRED PEOPLE LIVING IN SALTIVKA... LOOKS LIKE I GIVE THEM GOLD — SO MUCH THEY FEEL GRATEFUL"**  
(active volunteer)

5

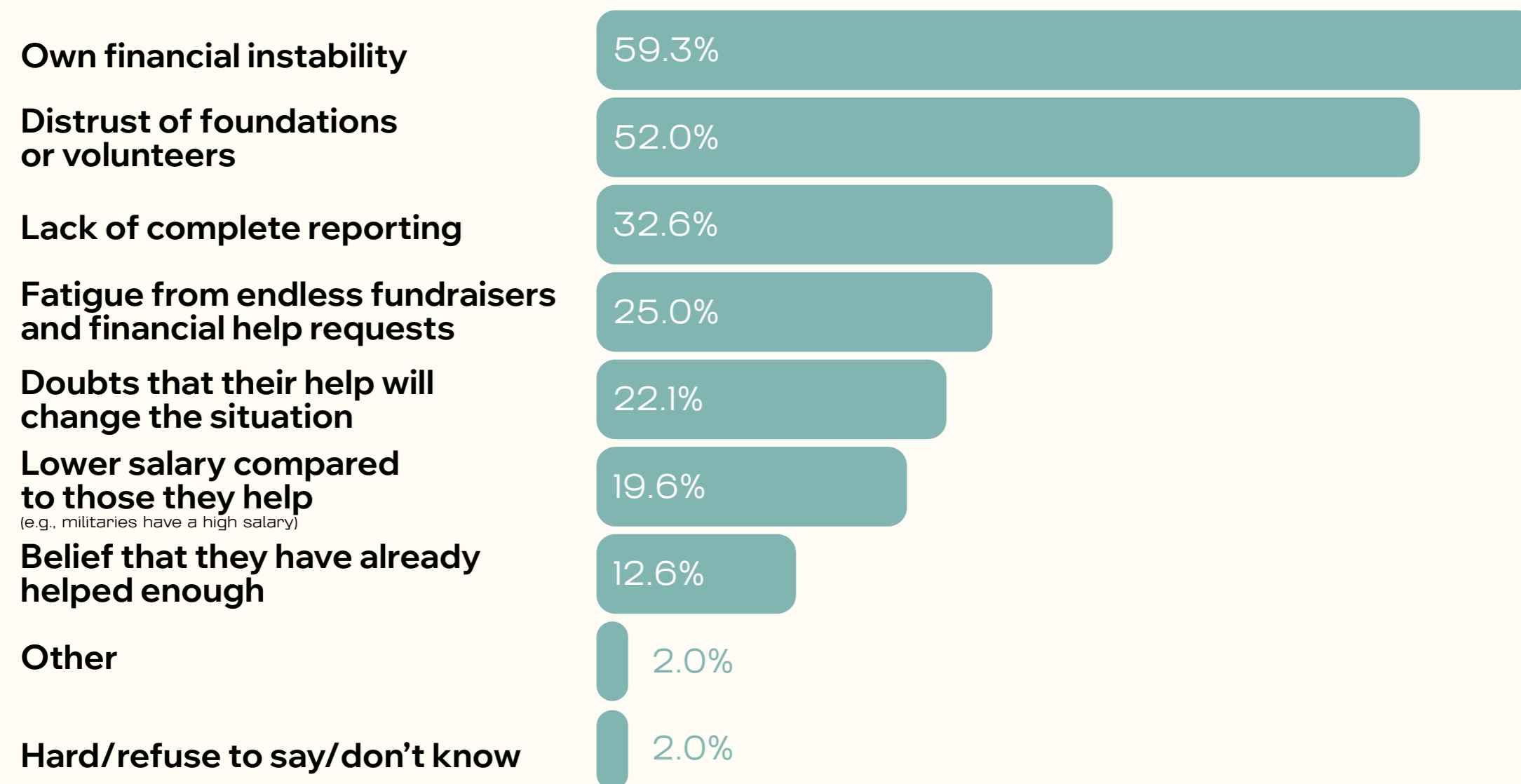
## INTERNAL REWARD: SENSE, PRIDE, AND "PEOPLE'S EYES"

**"SEEING EYES THAT GET FULL OF JOY AND HAPPINESS AFTER TEARS IS THE MOST VALUABLE THING"**  
(active volunteer)

**"I FELT PROUD OF MYSELF, OF MY FAMILY... THAT I'M A PATRIOT OF THE STATE, I SHOWED THAT TO MY DAUGHTER"**  
(a woman who stopped helping)

# BARRIERS TO CHARITY

5. In your opinion, which of these factors deter people from engaging in charity and volunteering?



N=2,400

In 2025, Ukrainians consider own **financial instability (59%)** and **distrust of foundations (52%)** to be the main obstacles. The share of barriers related to finance has increased compared to 2024 (≈50%), while the rate of distrust has almost doubled in three years (≈30% in 2022).

**Educated and qualified Ukrainians** (higher education and qualified specialists) are more likely to complain about the lack of reporting and transparency, while **less well-off people, people with complete secondary education, and respondents aged 60+** point to their own financial challenges.

Those feeling **“fatigue from endless fundraisers”** (25%) and believing **“they have already helped enough”** (13%) demonstrate the **emotional exhaustion** of donors: They still engage but, generally, in a less regular form. Workers in the industrial and agricultural sectors are more likely than others to believe that they have already helped enough and are paid less than those they support.

Overall, the sector is facing not the lack of engagement but a **crisis of trust and resources** — people want to see the results of their contributions.

# BARRIERS TO CHARITY

1

**FINANCIAL PRESSURE AND  
THE FEELING OF “BEING  
DONORS THROUGH TAXES”**

**“MANY PEOPLE CAN’T AFFORD  
THAT...”**

(active donor)

**“WE PAY TAXES, MILITARY LEVY...  
SAY, ALL WORKING PEOPLE ARE  
DONORS”**

(a man not engaged in donating or volunteering)

2

**EMOTIONAL FATIGUE,  
WAR WITH NO HORIZON,  
TRAUMAS**

**“PEOPLE ARE TIRED OF THE WAR,  
OF FEES, OF VOLUNTEERING...  
THE CONDITION IS ONLY GETTING  
WORSE”**

(a man not engaged in donating or volunteering)

**“MY HUSBAND DIED IN  
WAR... I FEEL COMPLETELY  
DISAPPOINTED... SUCH A  
DISREGARD FOR HUMAN LIFE BY  
THE STATE”**

(a woman who stopped volunteering)

**“WE TURNED JUST EVERYWHERE...  
BUT THEY TOLD US: THERE ISN’T  
ANYONE HERE, AND THERE IS NO  
ANSWER... IT’S TOO PAINFUL”**

(about a MIA nephew)

3

**DISTRUST OF THE STATE:  
CORRUPTION, IMPUNITY,  
AND FUNDS’ MISUSE**

**“WHEN HE CAME TO POWER, HE  
PROMISED ALL [CORRUPT PEOPLE,  
ETC.] WILL BE IMPRISONED... HAS  
AT LEAST ONE PERSON BEEN  
PUNISHED?”**

(a woman not engaged in donating or volunteering)

**“WE’VE HEARD OF THOSE CASES,  
BUT WE DON’T KNOW WHAT THAT  
WILL LEAD TO... THEY’VE PUT  
THAT ASIDE AND THAT’S IT FOR  
NOW”**

(a woman who reduced her charity activities about corruption exposure and embezzlement of humanitarian aid)

4

**DISTRUST OF THE SECTOR:  
PSEUDO-VOLUNTEERS,  
“SCHEMES,” AND POOR-  
QUALITY HUMANITARIAN AID**

**“I OPENED THE CEREAL AND WAS  
SHOCKED SEEING WORMS AND  
MOTHS THERE”**

(active volunteer)

**“A PERSON WHO HAS NO INCOME  
CAN’T ENGAGE IN TOTALLY  
TRANSPARENT VOLUNTEERING...  
THEY TAKE MUCH ‘FOR SOMEONE,’  
IN FACT TAKING FOR THEMSELVES”**

(a woman who does not donate or volunteer about volunteers’ salaries from fundraising campaigns)

5

**FEELING OF SOCIAL  
INJUSTICE**

**“NEIGHBORS BUY NEW CARS, AND  
I GIVE AWAY... IT’S THEIR LIFE,  
BUT...”**

(active volunteer)

**“YOU GIVE THE LAST THING,  
WHILE SOME DON’T EVEN GIVE  
THE BASIC ONES... COMPLETE  
DISTRUST OF THE AUTHORITIES”**

(a woman who reduced her aid about authority representatives failing to donate)

# BARRIERS TO CHARITY TRUST CRITERIA

1

## LEADER'S PERSONAL REPUTATION

**("I KNEW THEM BEFORE THE WAR,"  
"I SEE HOW THEY LIVE," "THERE  
WAS NO BLACK PR")**

2

## TRANSPARENCY

(SCREENSHOTS OF DONATIONS,  
CHECKS, PHOTO REPORTS, DAILY  
UPDATES OF THE AMOUNT RAISED)

**"THEY SCREENSHOT DONATIONS  
EVERY NIGHT... YOU CAN SEE THE  
PROGRESS, AND THEY REPORT ON  
CASH DONATIONS SEPARATELY"**

(a volunteer about a local organization)

3

## CONCRETE RESULT

(VIDEO REPORT ON HOW A  
PURCHASED CAR WORKS OR  
HOW IT WAS FIRED UPON, HOW A  
HUMANITARIAN AID IS DISTRIBUTED  
TO SOLDIERS AT THE FRONTLINE, OR  
HOW A DRONE ATTACKS)

**"I DON'T LIKE TO SEE BLOOD  
AND BODIES TORN APART, BUT  
THESE VIDEOS SHOW THE ACTUAL  
OUTCOMES"**

(a woman who reduced her donations)

4

## FUNDRAISER SPECIALIZATION

FOR DRONES, REHABILITATION, OR  
FOOD AT THE FRONTLINE RATHER  
THAN JUST A CONSTANTLY OPEN  
MONOBANK "JAR."

5

## NO DEMONSTRATIVE LUXURY AMONG THOSE RAISING FUNDS

# BARRIERS TO CHARITY

## “PYRAMID OF TRUST”

1

THE MOST TRUSTED ARE SPECIFIC PEOPLE WHOM DONORS KNOW IN PERSON

“I ONLY DONATED TO MY TWO FRIENDS WHOSE HUSBANDS SERVE NOW... I TOOK THE BRIGADE’S ACCOUNT AND SENT THE MONEY THERE. DONATING SOMEWHERE ON THE STREET — I DON’T KNOW, FOR SOME REASON I DON’T TRUST THEM”

(active volunteer)

“WE HAVE A GROUP ON VIBER... THEY ALL KNOW ME, THEY TRUST ME AND KNOW I WON’T STEAL”

(active donor about fundraisers in the condominium association)

2

THE TRUST IS HIGH IN LOCAL INITIATIVES WITH A LONG TRACK RECORD AND IN THE TRANSPARENT AND EFFECTIVE USE OF FUNDS

“GIRLS SEW ADAPTIVE CLOTHES... ALL ZHYTOMYR DWELLERS KNOW THEM... WHEN A FUNDRAISER STARTS, THE AMOUNT NEEDED IS RAISED IN THREE DAYS”

(active donor)

“THOSE WORKING FOR YEARS AND GIVING PHOTO REPORTS HAVE THE TRUST... PEOPLE DON’T HAVE SUCH TRUST IN NEW ORGANIZATIONS”

3

SELECTIVE TRUST IN LARGE FOUNDATIONS AND MEDIA FIGURES DUE TO THEIR REPUTATION AND TRANSPARENCY

“PRYTULA FOUNDATION FROM THE START... WE’VE SEEN THE MILITARIES’ FEEDBACK...”  
(active volunteer about trust in 2022)

“I TRUST MADYAR. EVERY DAY HE REPORTS ON HOW MUCH MONEY HE’S RAISED, AND HOW MUCH MORE IS NEEDED... MANY PEOPLE LIKE THOSE MADYAR’S VIDEOS. THEY PROVE THE MONEY IS SPENT EFFICIENTLY. HE’S PLAIN AND STRAIGHTFORWARD”

(a man who stopped donating and volunteering)

“IF I TRUST A PERSON, I’LL GIVE THEM THE LAST THING I HAVE... THIS PERSON WILL TAKE EVERY LAST HRYVNIA TO WHERE IT IS NEEDED”

(about a local leader, a veteran)

STILL, ANY SCANDAL REDUCES TRUST AT ONCE.

4

STATE AND GOVERNMENT REPRESENTATIVES TRANSFERRING HUMANITARIAN AID HAVE THE LOWEST TRUST

“EXPIRED GOODS,” “ROTTEN MATTRESSES,” AND “ANONYMOUS WAREHOUSES”;

“TRUCKS WITH HUMANITARIAN AID THAT WERE TURNED BACK AND TAKEN TO WAREHOUSES”;

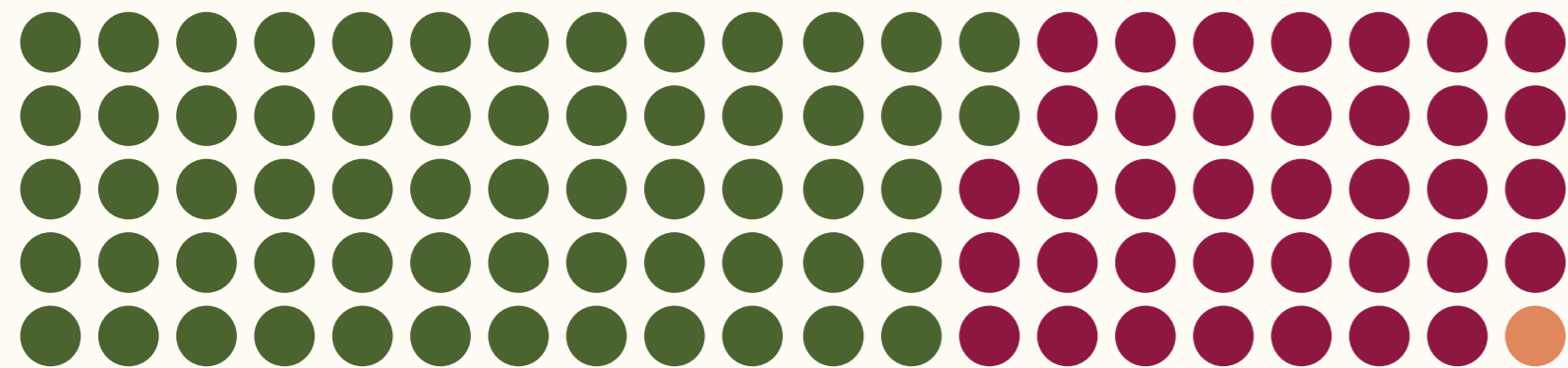
“LACK OF PUNISHMENT FOR THOSE EXPOSED FOR CORRUPTION AND CAUGHT STEALING.”

(volunteer)

# DONORS: HOW MUCH, HOW, AND WHY PEOPLE HELP IN UKRAINE

# DONORS

7. In the past 12 months, did you personally contribute to charity or volunteer?



62.0%  
**Yes**

37.2%  
**No, I'm not quite able to**

0.8%  
**Hard/refuse to say**

## ENGAGING IN CHARITY

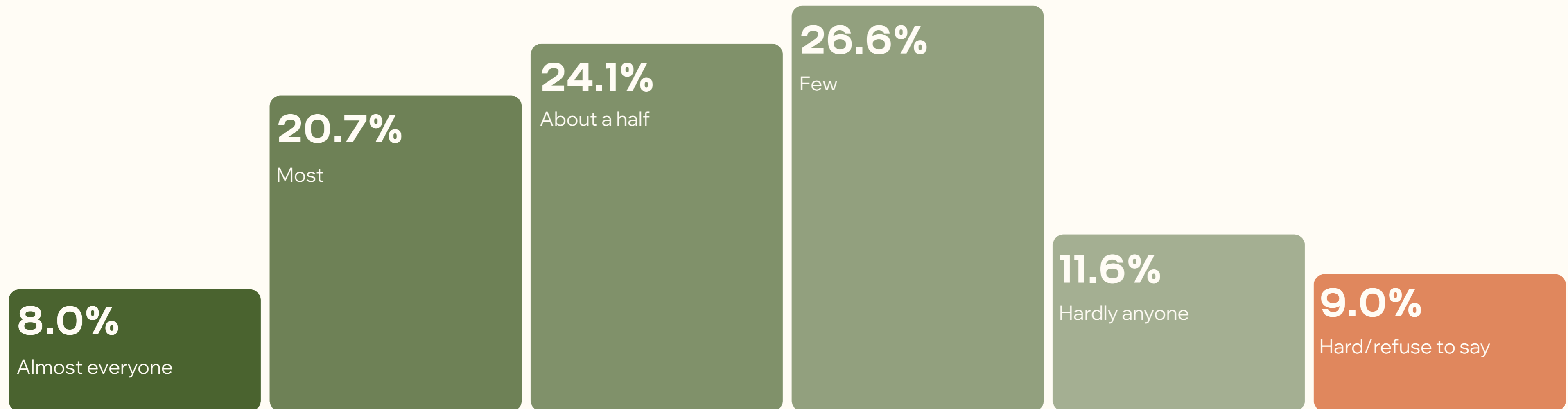
**Sixty-two percent** of respondents reported engaging in charity or volunteering, while **37%** did not engage at all. This is a significantly lower self-reported engagement level compared to 2023–2024 (~80–85%). Thus, **the rate of active engagement is decreasing**, corresponding with growing financial constraints and fatigue.

Only **8%** believe that “almost everyone” in their environment helped, while **more than half** assess engagement as moderate. Compared to 2024, when the majority believed in “massive charity,” we can now **see a perception closer to reality**.

This shows that charity **remains widespread**, though not that **prevalent anymore**.

# DONORS

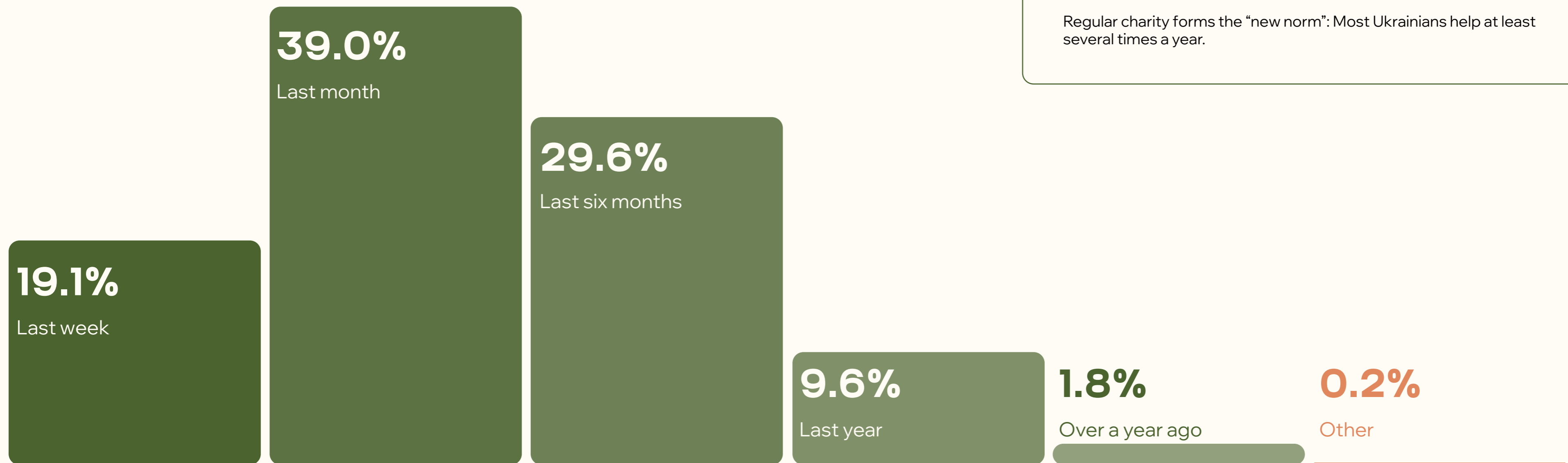
6. In your opinion, how many people in your immediate environment have provided charitable assistance or volunteered last year?



N=2,400

# DONORS

## 8. When did you contribute to charity or volunteer the last time?



### HOW OFTEN DO PEOPLE DONATE AND VOLUNTEER?

The majority continues to engage in charity once every six months and oftener, which points to a **stable element of behavior**.

Among active respondents, 19% helped last week, 39% helped last month, and 30% helped six months ago.

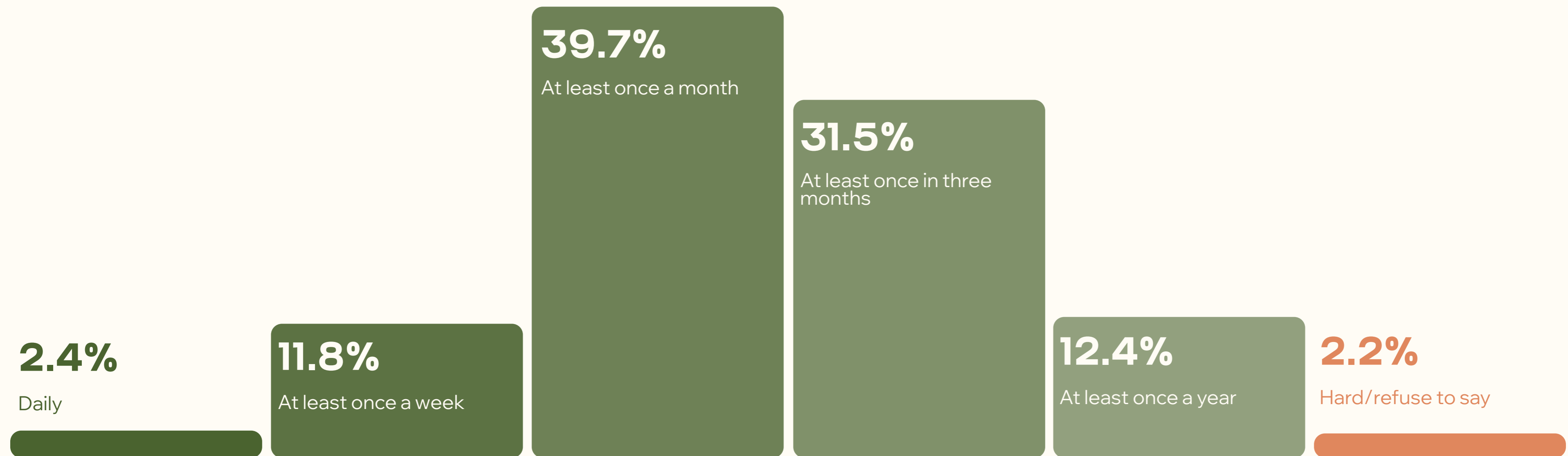
Also, we can say the habit of engaging in **charity regularly** evolves. The largest group helps **ONCE A MONTH** (40%) or **once in three months** (32%).

Regular charity forms the “new norm”: Most Ukrainians help at least several times a year.

N=1,487, 62% of all respondents

# DONORS

10. How often do you generally provide charitable assistance (donate) and/or volunteer on average?



N=1,487, 62% of all respondents

# DONORS

## 9. In which way (form) do you contribute to charity?



### ENGAGEMENT FORM

In 2025, with more than three quarters of Ukrainians donating, financial assistance has reduced, becoming lower than in 2024 (85%) and almost equaling the 2023 level (76%).

**Males** are more likely to help with money, while females tend to do that with some goods or their own labor.

**Younger Ukrainians** (aged 18–39) are the most active ones in financial assistance, middle-aged people (aged 40–59) in volunteering, and older people in material assistance.

**People with higher education** and high incomes are more likely than others to choose monetary assistance; the less well-off compensate for the lack of funds with goods or time.

**Among professional groups**, the military, entrepreneurs, and agriculture and industry workers prefer financial assistance.

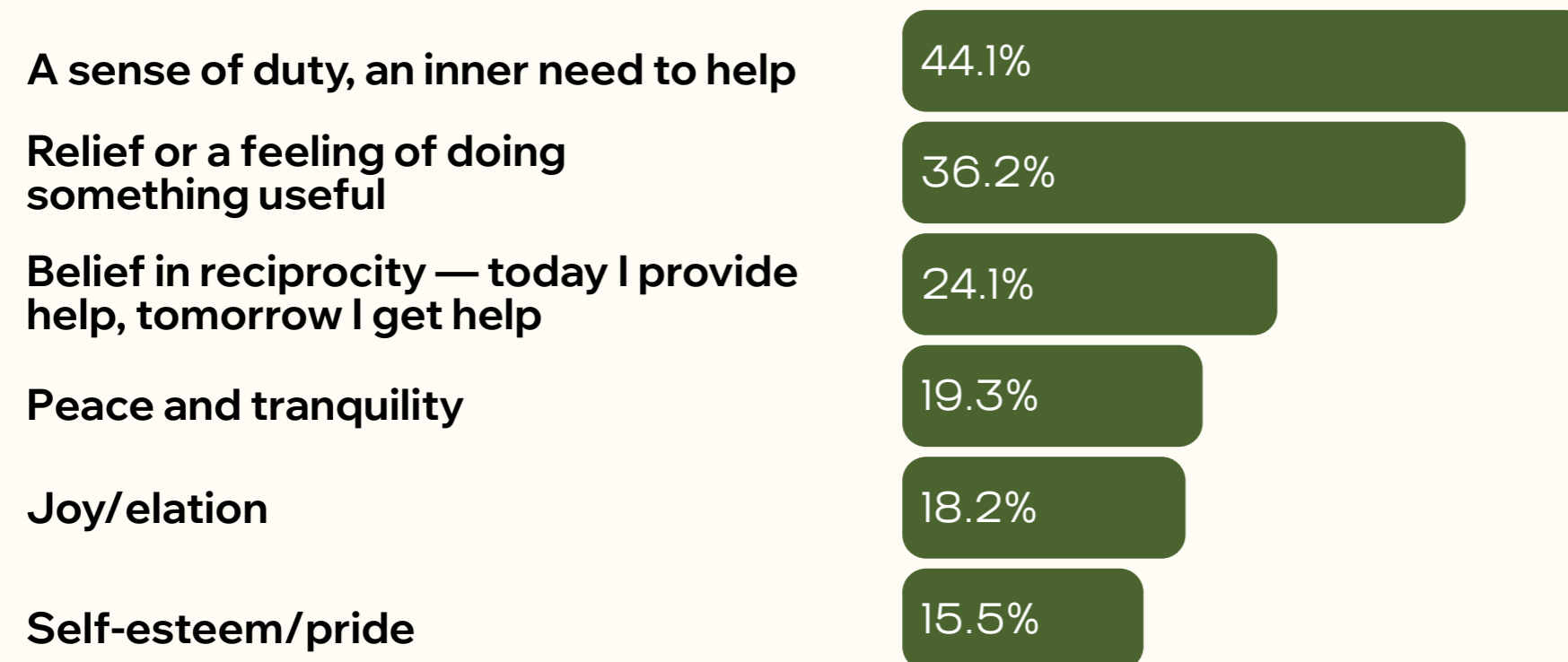
**Volunteering** is popular with qualified specialists, students, and freelancers. Material support is more often mentioned as their main charity form by retired people, housewives, and civil servants.

In general, the engagement structure demonstrates that **donations become a universal practice**, with material and temporal (personal work) forms keeping the role of channels for those who have fewer financial resources but no less desire to help.

N=1,487, 62% of all respondents

# WHAT RESPONDENTS FEEL WHEN ENGAGING IN CHARITY

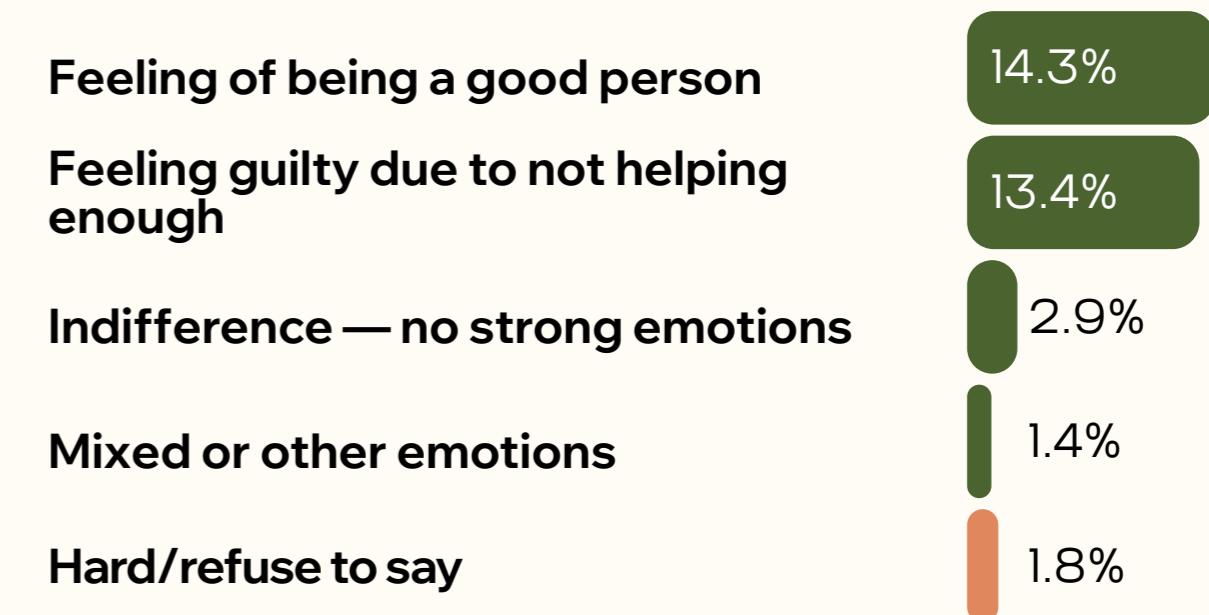
## 11. What do you feel when engaging in charity?



People in Ukraine **primarily help out of internal duty** rather than formally. They perceive aid not as a feat but as a norm: “I need to,” “I can’t help but engage in charity.” People feel their actions change something, and this reduces their tension and anxiety. Charity works as a way to cope with helplessness, thus embodying the following model: **I have to help → I help → I feel a little bit better.**

For every fourth respondent, belief in reciprocity is important, illustrating the **logic of mutual support in a society living in constant danger.**

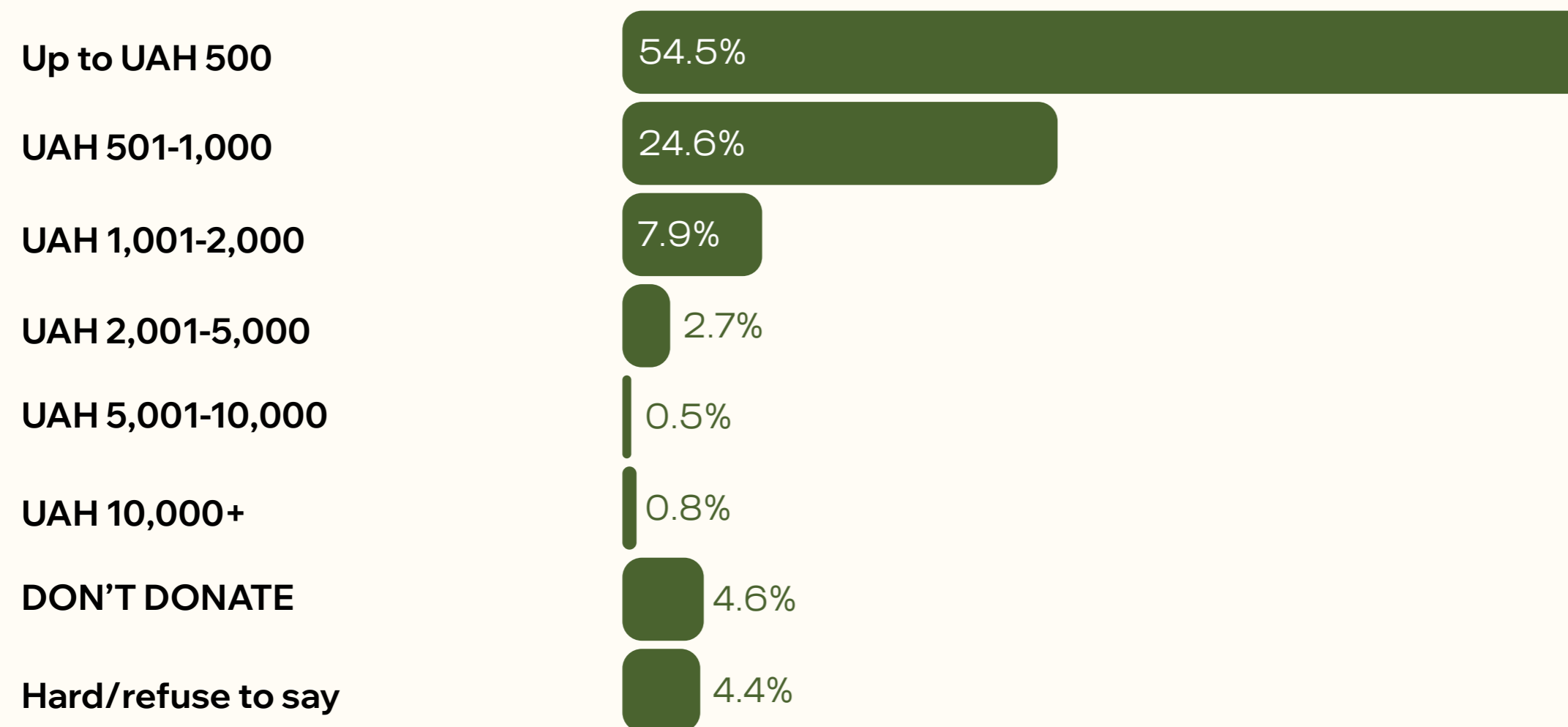
Every fifth respondent feels an internal balance and emotional uplift when engaging in charity.



N=1,487, 62% of all respondents

# DONORS

## 12. If you provide financial aid, what is the average amount of your one-time donation?



N=1,487, 62% of all respondents

### DONATION AMOUNT

Charity in Ukraine remains massive but small in terms of amounts. More than half of Ukrainians (55%) donate up to **UAH 500** at a time, another quarter — **UAH 501–1,000**. In total, this means that a typical Ukrainian donates about **UAH 480 per month (UAH 840 in 2024)**, while a **median one-time donation is ≈UAH 240**.

About **12% of the population** send the largest amounts (UAH 1,000+). The share of large donors is stable, with the donations structure being practically the same as in 2024.

#### Groups donating more include:

**Males** — make larger donations more often: fewer “up to UAH 500” answers (51% versus 58% for females) and more in all upper intervals.

**Youth** (aged 18–39) — more active than older groups: fewer small amounts (48%) and more UAH 1,000+ ones.

**Educated Ukrainians** — higher education level assumes larger donation amounts (49% of people with higher education donate “up to UAH 500” versus 65% of people with complete secondary education).

**Professional groups** — the largest one-time donations are made by **entrepreneurs, military personnel, qualified specialists, and industrial and agricultural workers**, with the share of UAH 1,000+ donations reaching 20–30% among them.

With age and decrease in incomes, typical donation amount falls, but even the oldest and least well-off groups still engage in charity.

# DONORS

13. How much, approximately, did you donate over the past three months?

Up to UAH 500



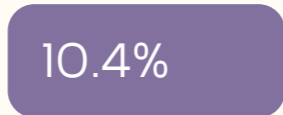
UAH 501-1,000



UAH 1,001-2,000



UAH 2,001-5,000



UAH 5,001-10,000



UAH 10,000+



Hard/refuse to say



UAH

480



per month

UAH

240

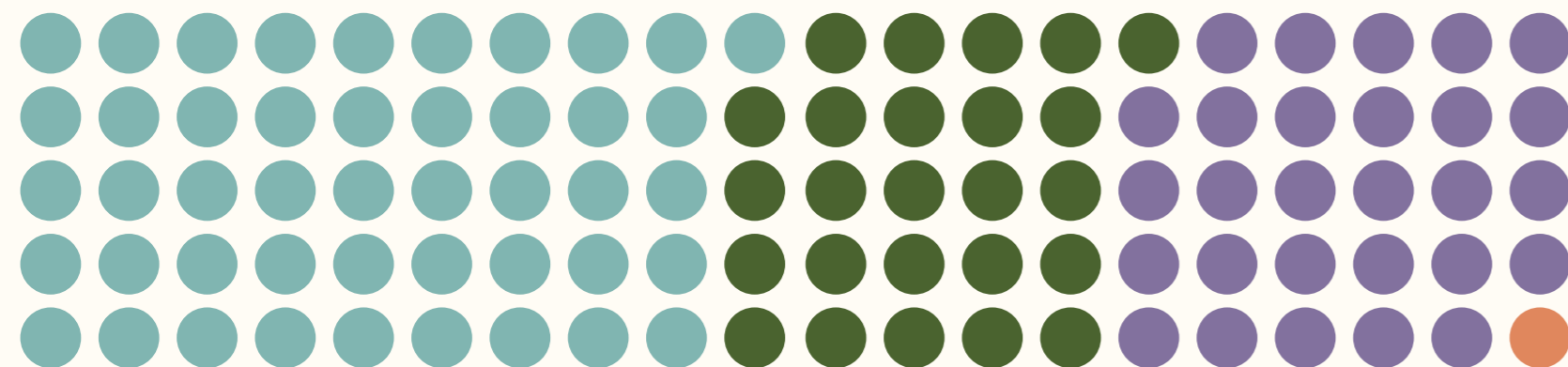


per time

N=1,353, 56,4% of all respondents

# DONORS

14. In which way did you provide assistance over the past 12 months?



46.2%  
**Transfer to bank card/account**  
(including "jars"/"envelopes")

25.0%  
**Cash**

27.6%  
**Combined both**

1.3%  
**Hard/refuse to say**

## DONATION APPROACH: CASH VS. NON-CASH TRANSFERS

Non-cash transfers have eventually become the main charity method: **46% of Ukrainians donate online** — via a card, account, or Monobank "jar." Another **25%** donate in **cash**, and **28%** combine both approaches. This points to a steady **digitalization of charity**, which has considerably intensified since 2022.

Young people (aged 18–39) are an **absolute leader in digital charity**: More than half of them use online transfers, with only 16% staying in the "cash zone." In contrast, people aged **60+** most often donate in cash (42%), which reflects the digital divide and traditional habits.

**Educational and financial levels** clearly affect the donation approach: Among people with higher education, **51% help through non-cash transfers**, while half of those forced to save even on food donate in **cash**.

**Professionally active groups** (civil servants, office workers, and qualified specialists) most often donate online, while **retired people, students, and workers** mainly do that in **cash**.

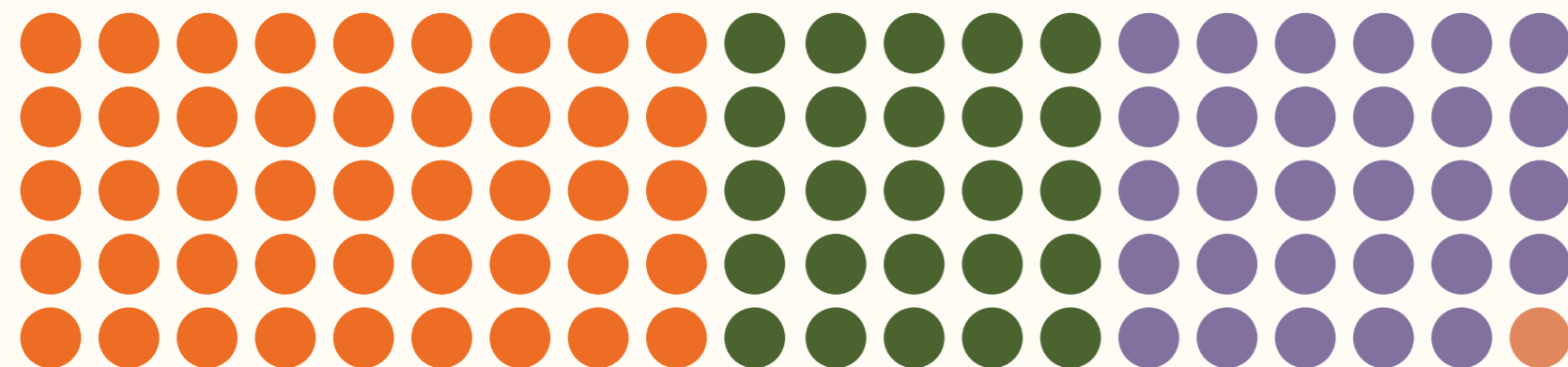
**Entrepreneurs form a separate category**, as they often combine both approaches: They donate one part via online transfers, and another part in person or through their own initiatives.

Thus, digital charity has become the norm for younger, educated, and wealthier Ukrainians, with cash contributions being still important among older and less financially involved groups.

N=1,353, 56,4% of all respondents

# DONORS

## 15. Of what nature was the aid you provided in the past 12 months?



45.2%  
**Spontaneous one-time assistance**

(following emotional events or requests)

25.0%  
**Regular payments**

(monthly or following salary payments)

28.8%  
**Combined both**

1.0%  
**Hard/refuse to say**

### NATURE OF AID

The charity of Ukrainians in 2025 retains the emotional core of motives but gradually acquires rational systematicity. Hence, regular donations are a sign of not wealth but **discipline, trust, and social maturity**. For example, over a half of donors already demonstrate a certain stability in their charity (25 and 29%), pointing to a gradual transition from impulsive to planned practices.

Females are slightly more systemic with 26.8% making regular donations (vs. **22.7%** of males). **Males** more often combine these approaches (**31.9%** vs. **26.2%** of females). That is, females help more consistently, while males do that reactively. **Young people (aged 18–39) more often combine the forms of aid (34%)**, and older people (aged 60+) act more spontaneously (**53%**).

**People with higher education** have a more rational approach: 31.5% combine forms, while among people with secondary education, about 26% do so. The level of education also correlates with choices in favor of planned decisions rather than spontaneous actions.

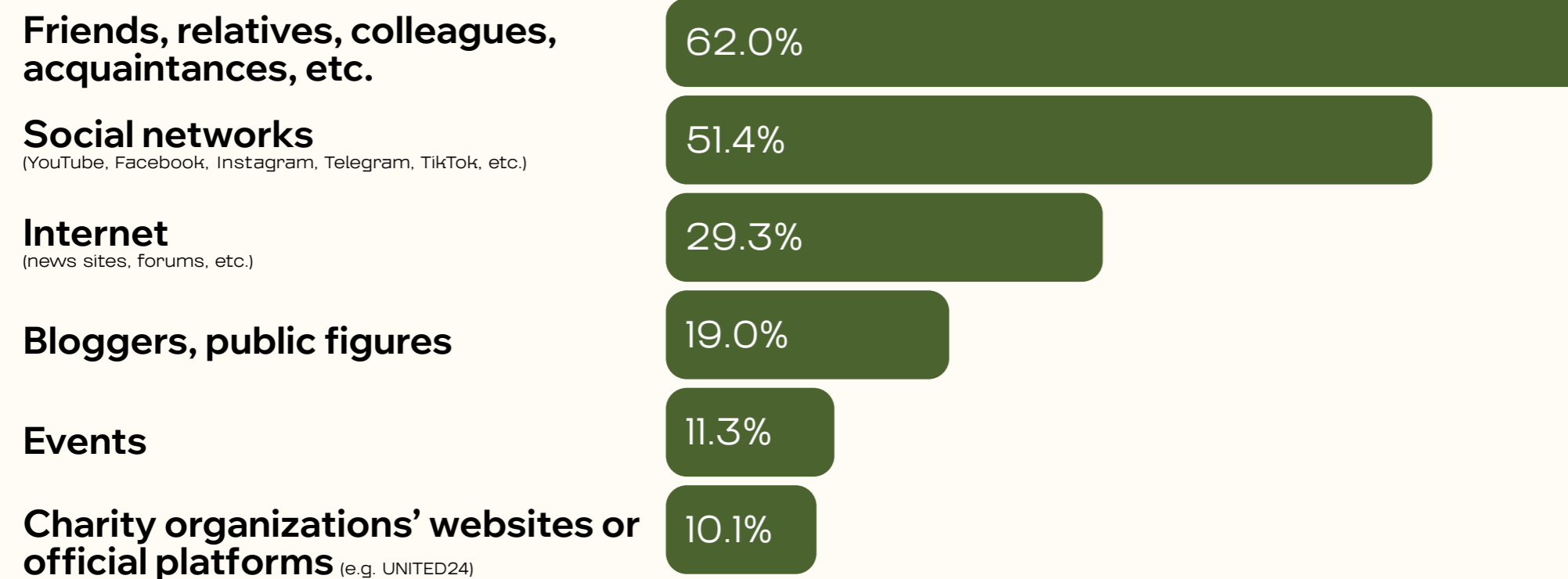
The higher education level of a person is, the more inclined they are to plan help. **Regularity leaders include qualified specialists (teachers, doctors, lawyers, accountants, etc.) (42%)**.

There are fewer systemic payments among entrepreneurs, business owners (sole proprietors), and **managers** — they tend to make large but sporadic contributions.

N=1,353, 56,4% of all respondents

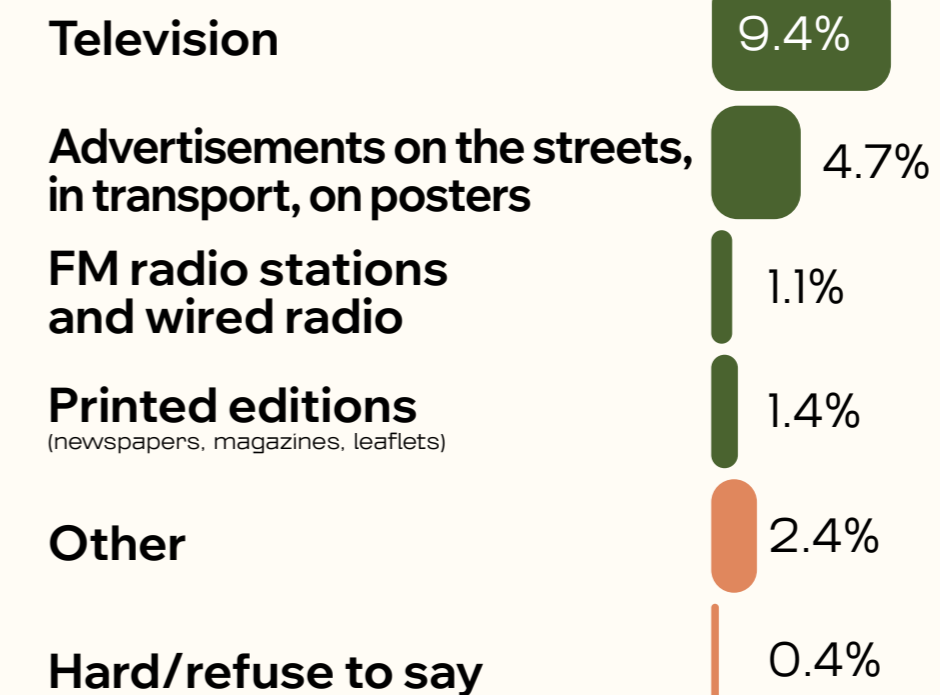
# DONORS

## 16. What sources do you generally use to get information about the fundraising campaigns you engage in?



## WHERE DO PEOPLE FIND OUT THAT AID IS NEEDED?

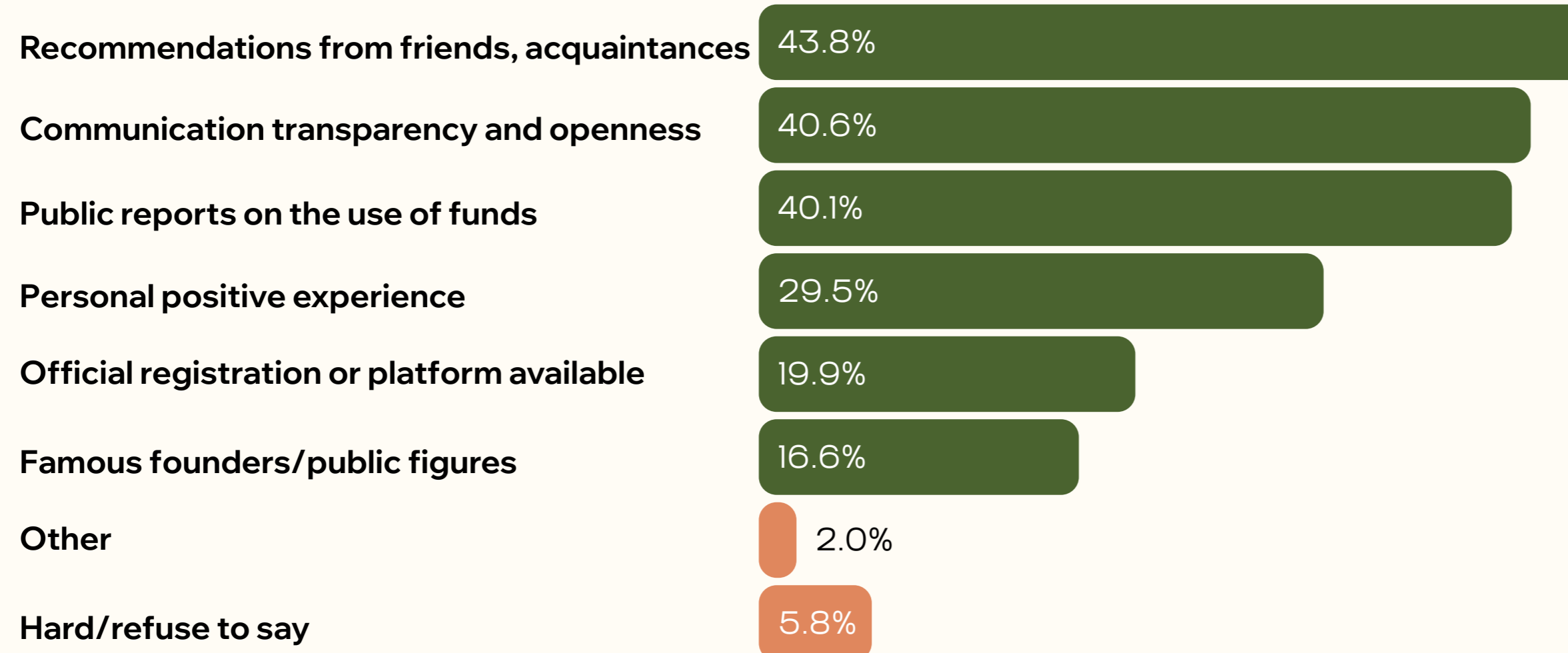
The main sources of information are **friends/acquaintances (62%)**, **social networks (51%)**, and **foundation websites (10%)**. The growing role of personal contacts and social networks means that **trust is transferred horizontally** rather than institutionally.



N=1,353, 56,4% of all respondents  
(those who donate)

# DONORS

## 17. Which factor(s) is important for you to trust a charitable foundation or initiative?



N=2,400

### TRUST FACTORS

In Ukraine, trust in charity has a dual nature: People trust both **their own networks and the transparency and accountability** of institutions. This means that it is equally important for foundations and volunteer initiatives to **work on their reputation and maintain a personal contact with donors**.

The two main logical motifs of trust — **social (through people) and institutional (through accountability and transparency)** — remain more or less equal.

Commitment to the social factors of trust (recommendations from friends and acquaintances and personal positive experience) is more characteristic of **females, older people, qualified specialists, students**, and respondents with **lower incomes**.

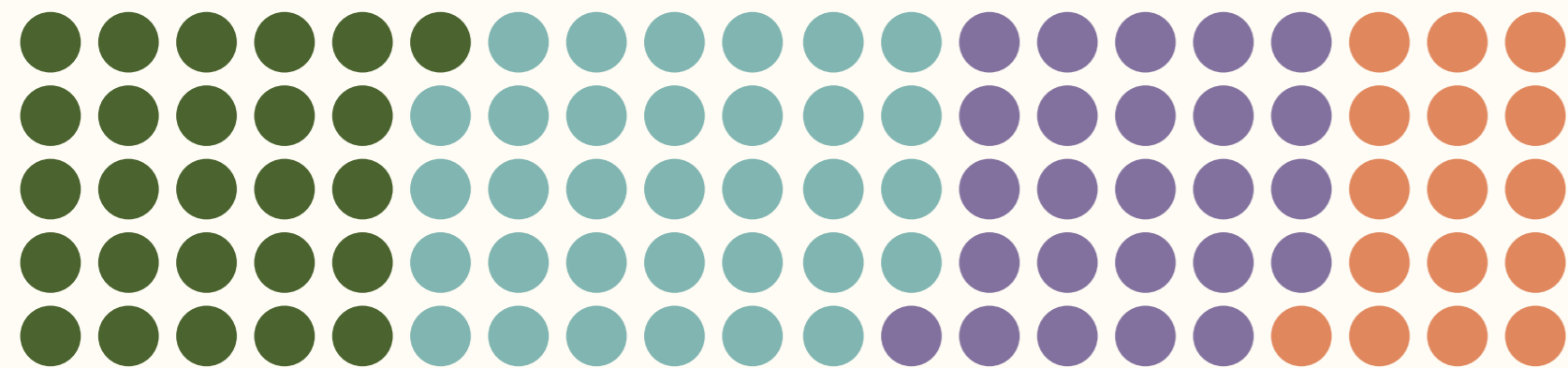
The factors of transparency and openness of communication as well as availability of public reports, official registration, or platform are stronger among **males, younger respondents (aged 18–39), civil servants, office workers, the military, and industry and agriculture workers**.

Famous founders or public figures play a **minimal role** (16.6%) — Ukrainians trust the transparency of processes more than big names.

Compared to previous years, the balance between social and institutional trust has been maintained.

# DONORS

18. Are you going to engage in charity assistance or volunteering next year?



26.1%  
**Yes,  
regularly**

32.6%  
**Yes,  
sometimes**

25.2%  
**No, won't  
be able to**

16.1%  
**Hard/refuse  
to say**

## HELPING FURTHER — WHOM EXACTLY?

Fifty-eight percent of respondents plan to continue donating (26% regularly, 33% sometimes). Though the figure is lower than in 2023–2024 (~70%), the **potential for maintaining activity is still high**.

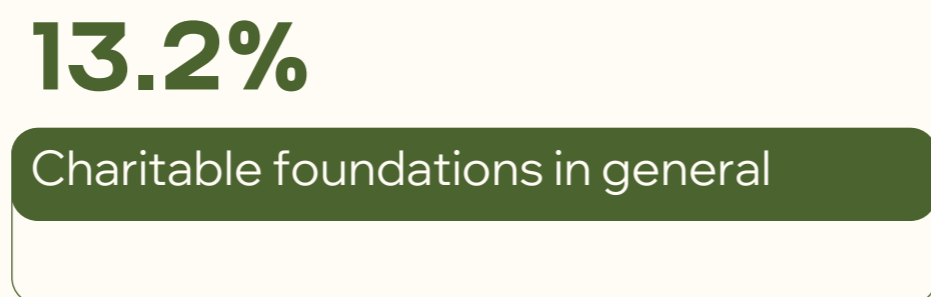
**Seventy-nine percent** prefer personal initiatives, while 13% chose foundations. People continue to be trusted more than institutions. Compared to 2024 (~75%), the trend has strengthened — **institutional charity is still perceived as less reliable**.

Among those who donate to foundations, **all-Ukrainian ones (59%)** have more supporters than **LOCAL (28%)** and **international (12%)** ones.

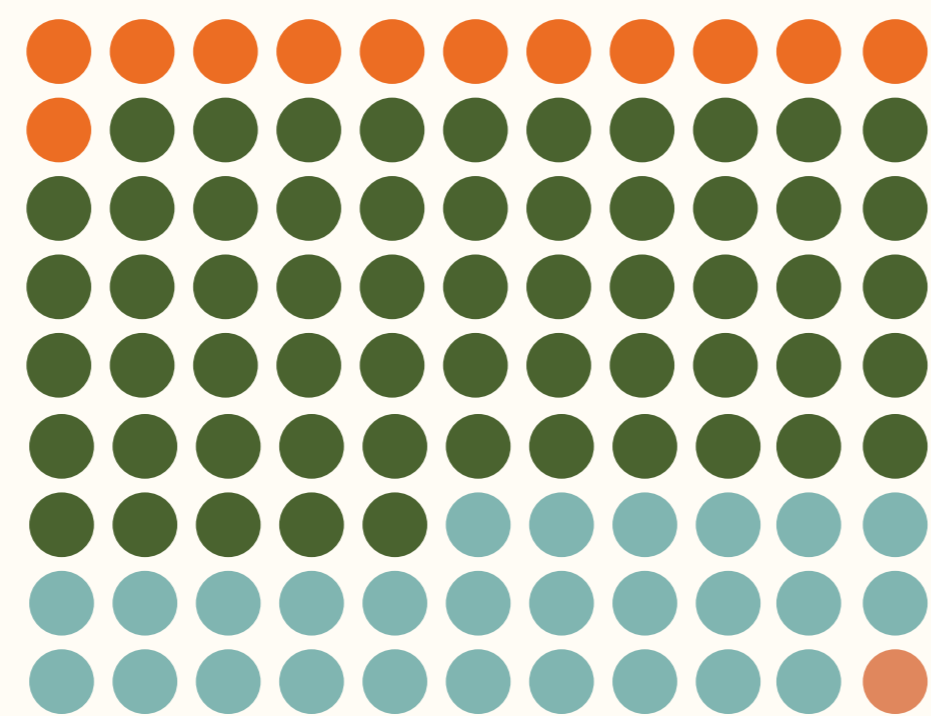
Ukrainians trust “their own people,” not necessarily local ones — scale and reputation matter.

# DONORS

19. Who would you rather help with money or volunteering: charitable foundations or personal initiatives?



20. Who would you rather help with money or volunteering: interantional, all-Ukrainian, or local foundations?

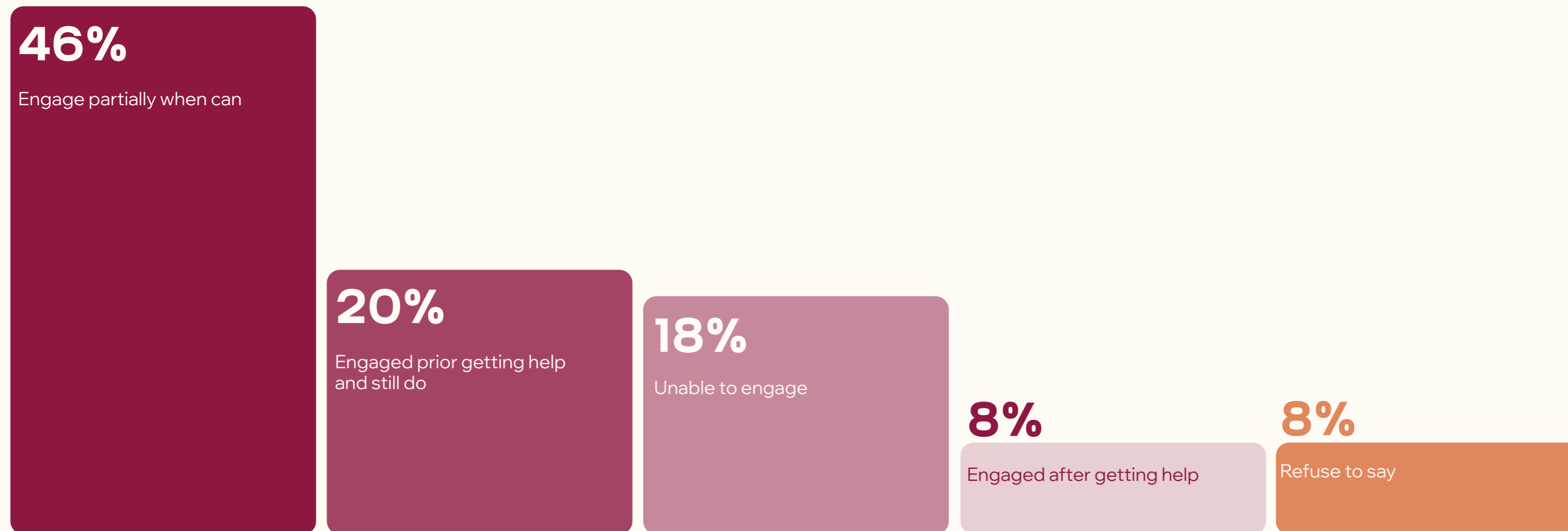


N=316, 13,2% of all respondents

# | BENEFICIARIES

# BENEFICIARIES

Has the experience received inspired you to engage in charity as a donor/volunteer?



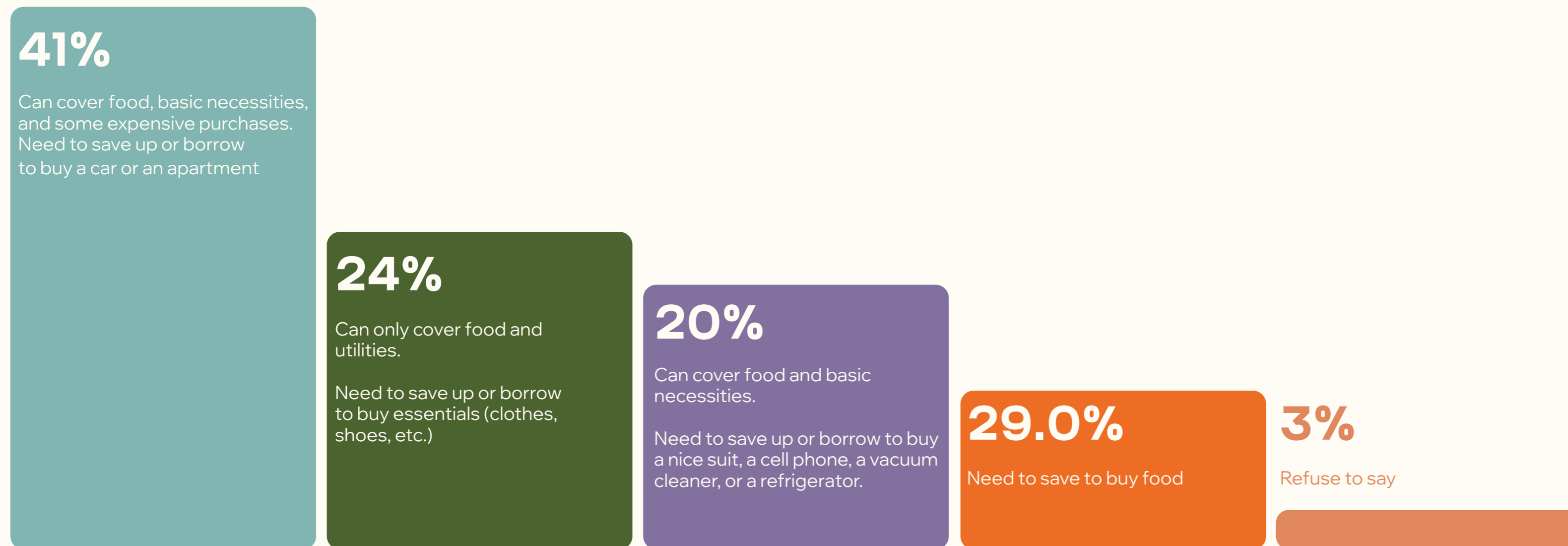
## BENEFICIARIES DO NOT JUST «TAKE» BUT ALSO HELP OTHERS

About **three out of four beneficiaries already help others themselves** — via donations, volunteering, or supporting friends.

Meanwhile, 8% say that they started engaging in charity having experienced help themselves.

# BENEFICIARIES

How would you assess your family's financial condition?



**WHILE BENEFICIARIES LIVE MODESTLY, THEY ARE NOT PASSIVE IN CHARITY**

Most respondents assess their financial condition as difficult or very difficult; still, a significant part of them continues helping others.

# BENEFICIARIES

In your opinion, do most people who receive help feel obligated to give back?

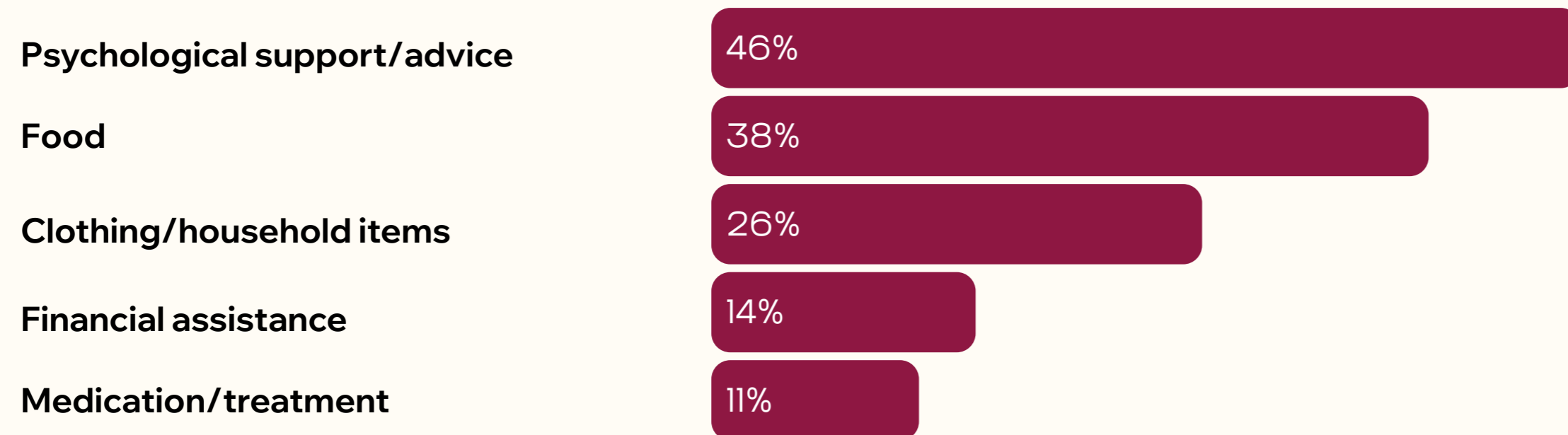


## DIFFICULT MORAL CHOICE RELATED TO THE “DEBT OF GRATITUDE”

Respondents have no radical “received-obliged” position. Those who actively help themselves tend to believe that other beneficiaries also feel the need to give back, while those unable to help tend to say they are “not obliged to.”

# BENEFICIARIES

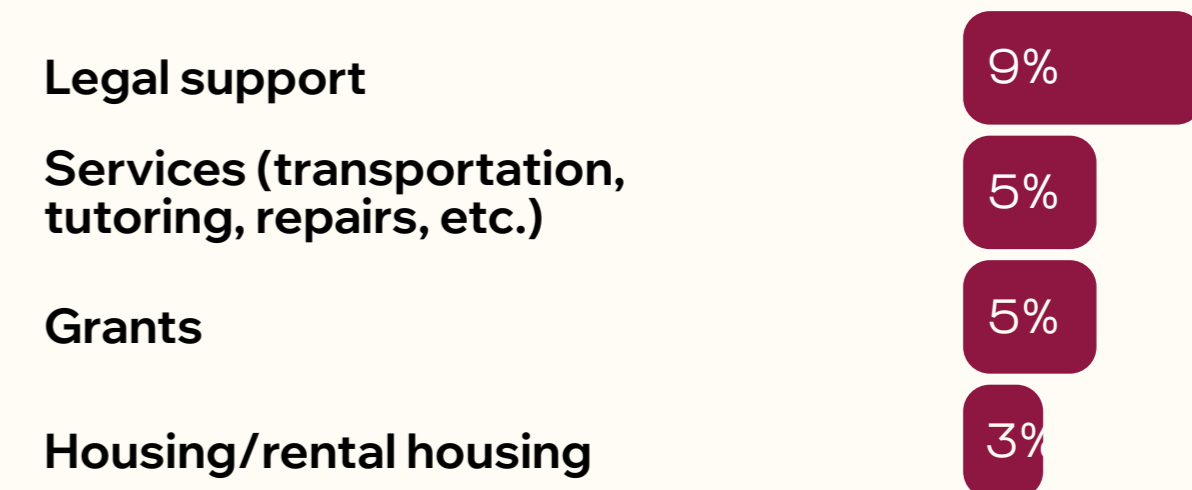
What type of help did you receive?



## TYPES OF AID: MATERIAL VS. NON-MATERIAL

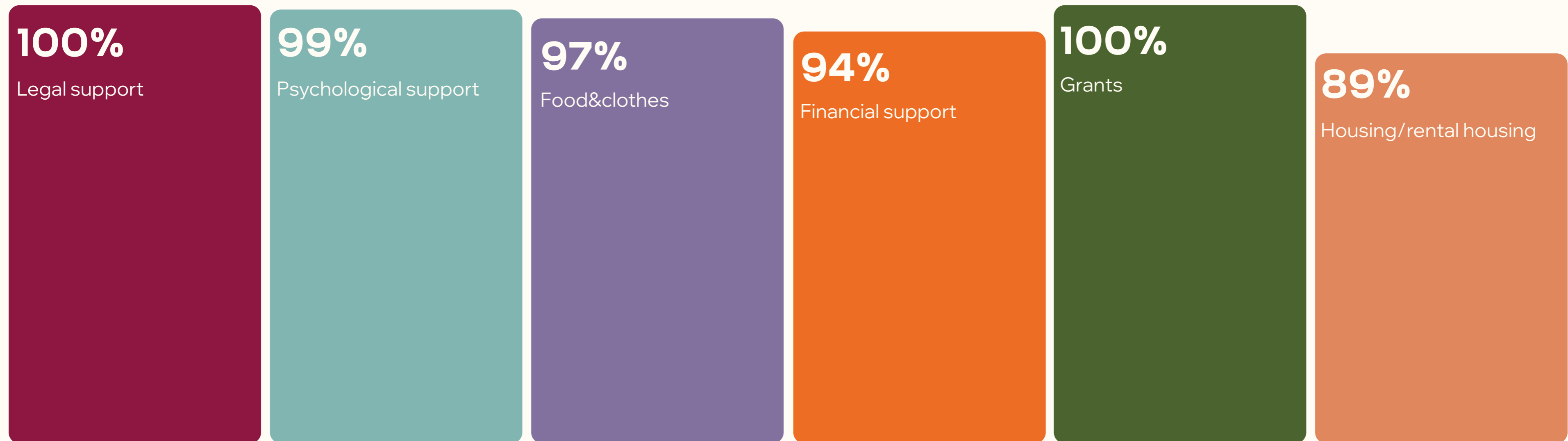
Many charity beneficiaries have **experienced psychological, advisory, and educational assistance**, often together with humanitarian one. These types of support ensure a **very high level of satisfaction**, with people appreciating them even when they are **unable to evaluate them in monetary terms**.

Most respondents have received two to three types of support.



# BENEFICIARIES

## Satisfaction with assistance, by type



### SATISFACTION WITH ASSISTANCE. “SENSITIVE ISSUES”

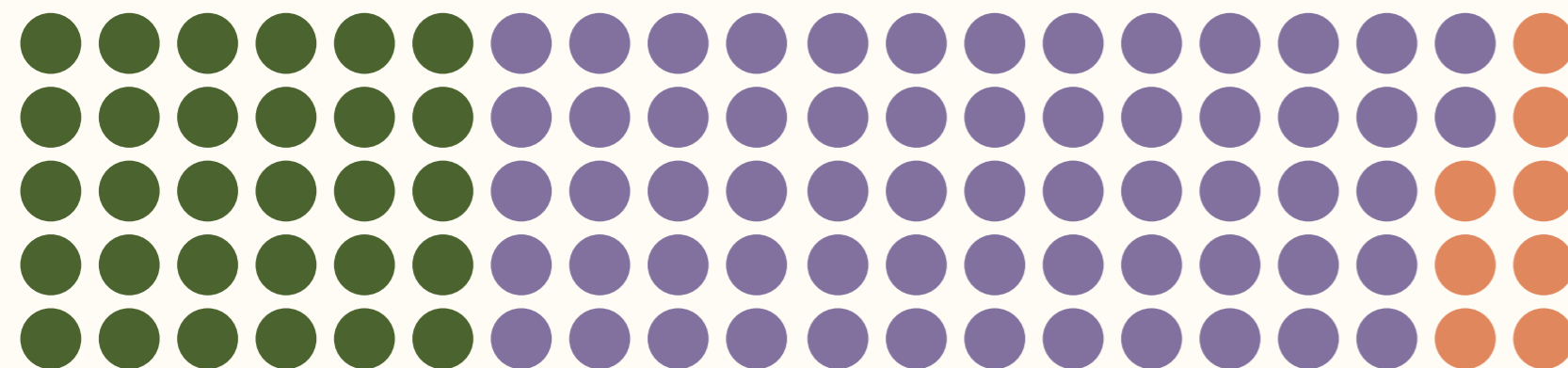
The vast majority of the beneficiaries surveyed are **generally satisfied** with the assistance received (96.5%). **Criticism and disappointment** appear where **housing, repairs, and major financial needs** are concerned — there, expectations are much higher, while program capabilities are limited (3.5%).

# BENEFICIARIES

## WHAT BENEFICIARIES DID NOT LIKE WHEN RECEIVING SUPPORT

One third of respondents experienced no difficulties. Others most often complain about the large number of **documents and bureaucracy**. IDPs tend to talk about **queues and process complexity**, and a bit more often about the unsatisfactory quality of the items and goods received, as well as unfair distribution.

Have you faced any difficulties when receiving help?

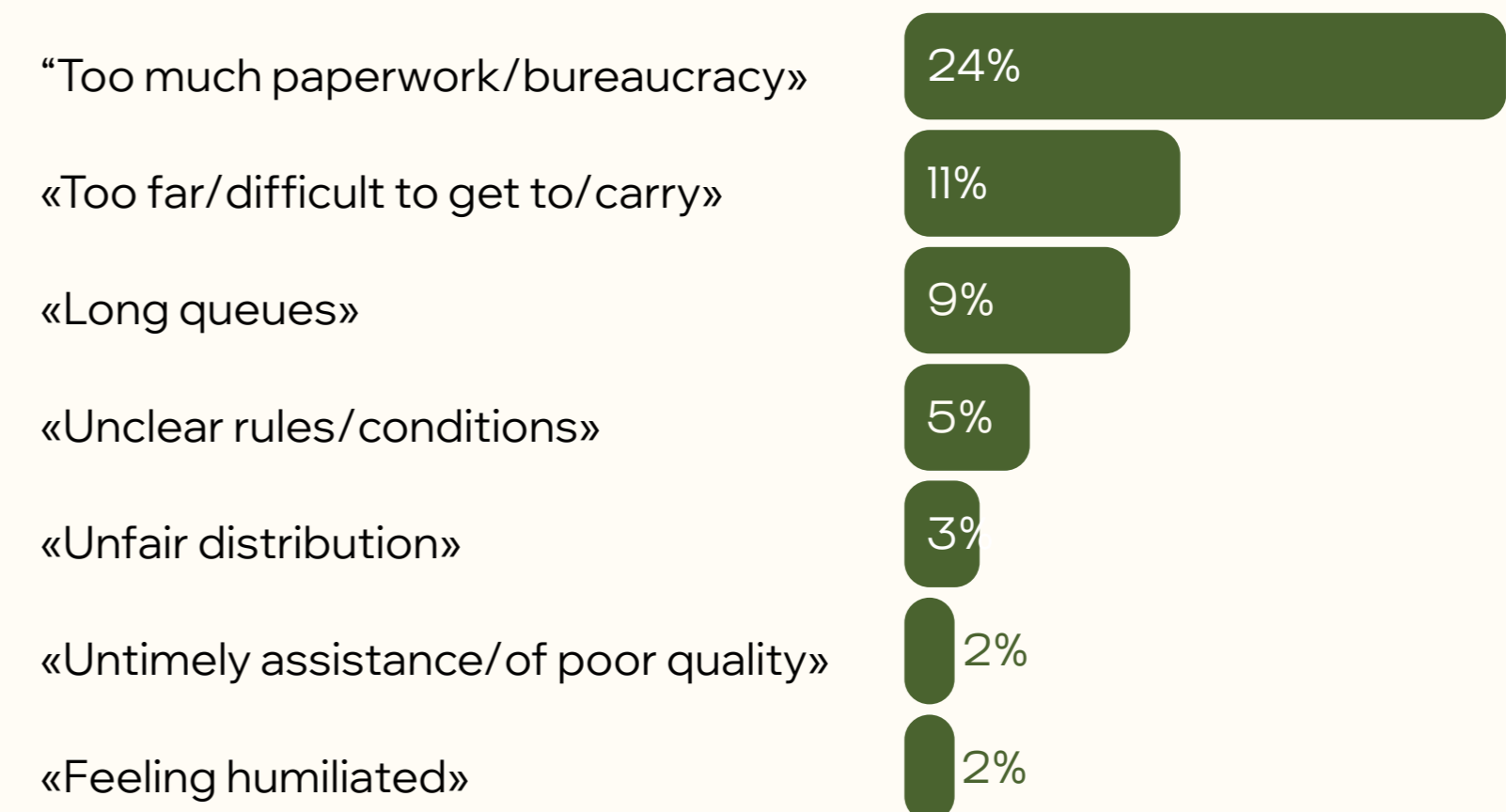


30%  
**No difficulties**

61%  
**Some difficulties**

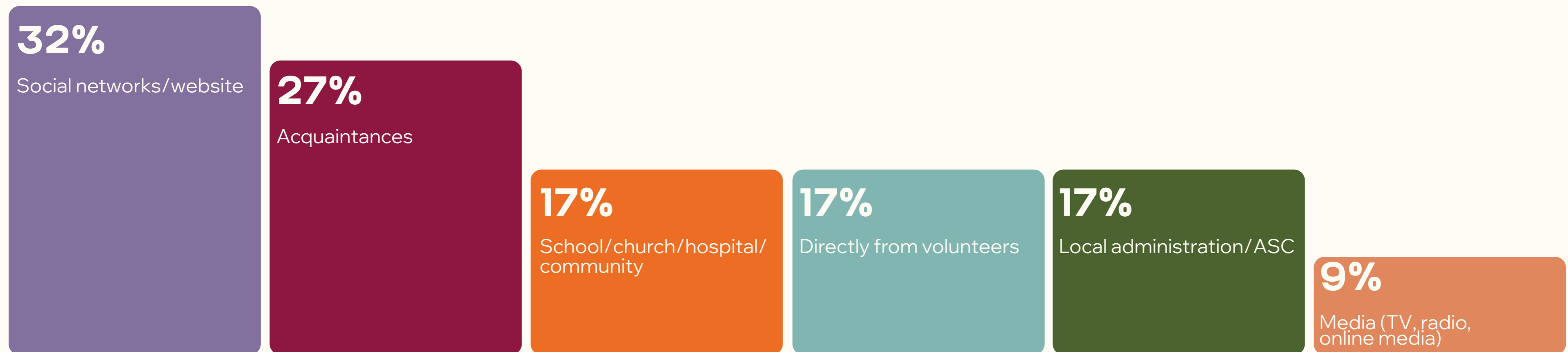
8%  
**No answer**

What did you not like or find difficult while receiving help?



# BENEFICIARIES

How did you find out about the possibility to receive assistance?



## COMMUNICATION CHANNELS: WHICH ONES ARE ACTUALLY EFFECTIVE

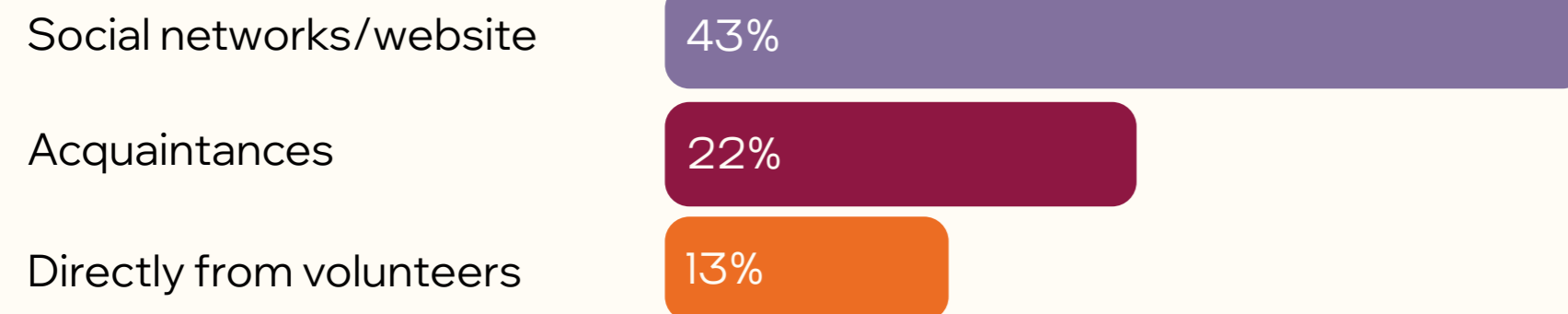
**Social media/websites** are the most common channels for **younger people, IDPs, and residents of large cities**. **Acquaintances, community, and a school/church/hospital** are key for **villages, older people, and towns**.

**An administration/ASC** is one more important channel for some groups. Hence, when informing about assistance, one should not rely solely on digital channels or physical announcements since different groups prefer different ways of communication.

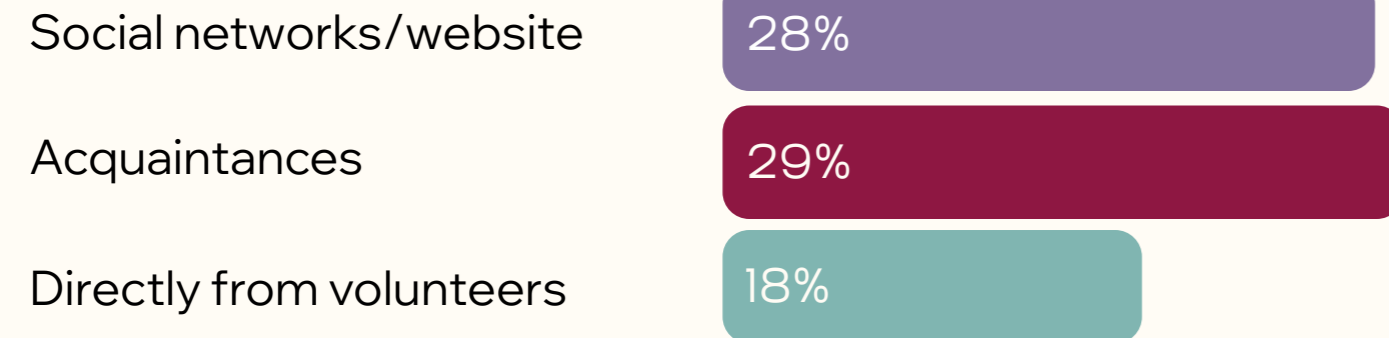
# BENEFICIARIES

## By residence status:

### IDPs



### Permanent residents

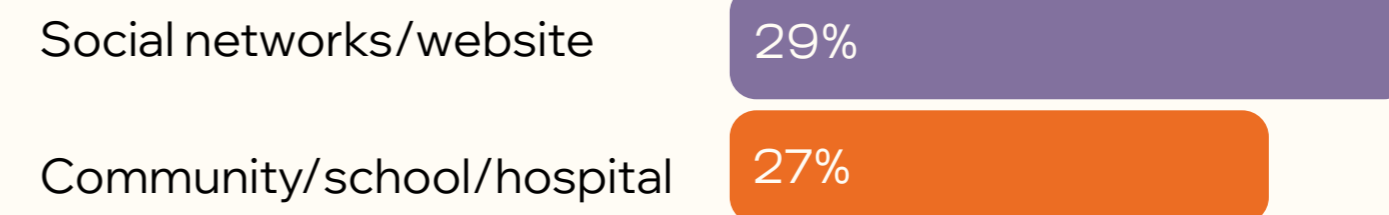


## By settlement type:

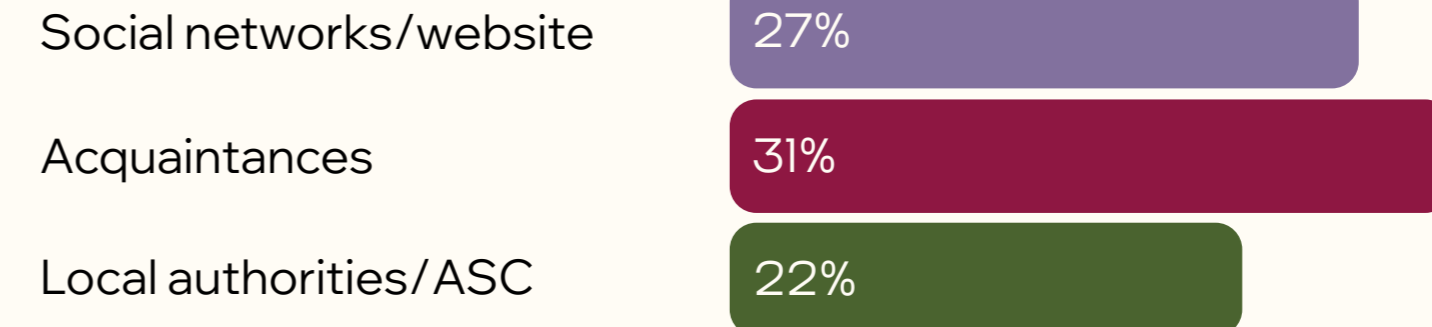
### Big city (population of 200,000+)



### City (population of up to 200,000)



### Village



# BENEFICIARIES

If you had a need and did not ask for help — why?



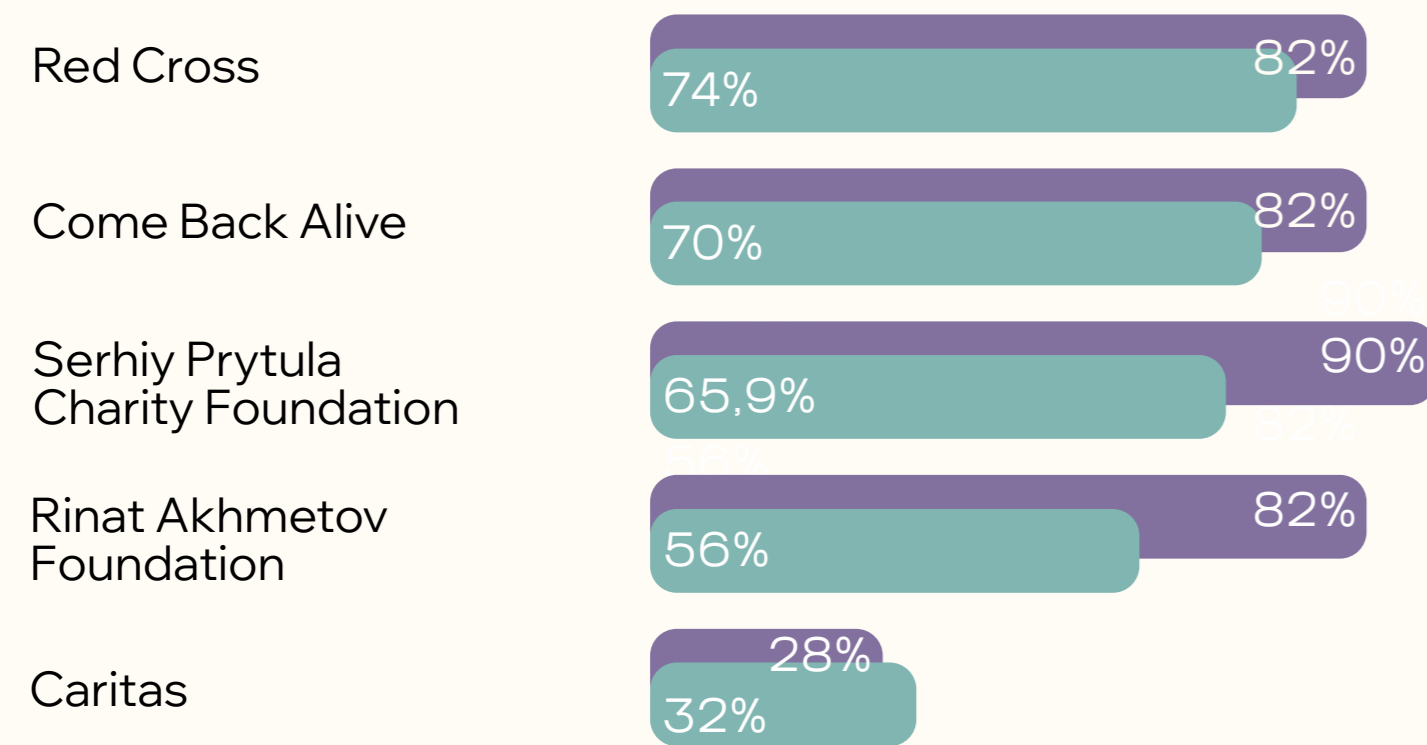
## BARRIERS TO SEEKING HELP

Even people already engaged in the assistance system often **resort to self-censorship**: They are ashamed to seek help, do not know where to ask for it, and put other people's needs above their own ones.

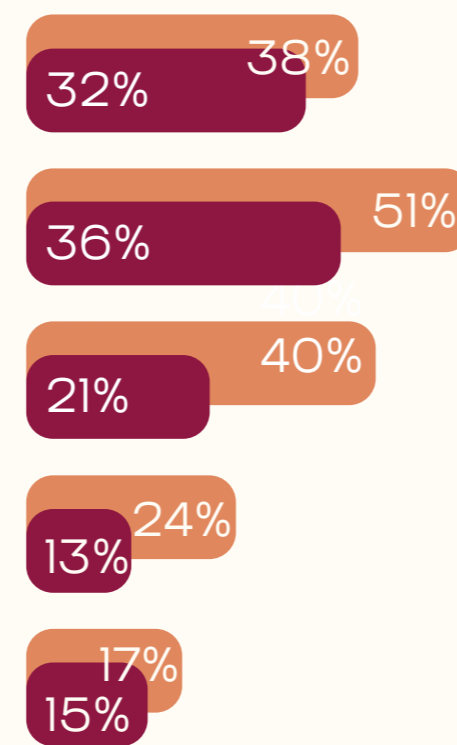
# DOES TRUST IN CHARITABLE ORGANIZATIONS FACE A CRISIS?

# CHARITABLE FOUNDATIONS

Which of the charitable foundations listed do you know — 2025 vs. 2024



Which of the charitable foundations listed do you trust — 2025 vs. 2024



N=2,400

● 2024

● 2025

● 2024

● 2025

In 2025, the rate of recognizability remains high for the largest foundations, though trust in them has been noticeably reassessed: Ukrainians demand more transparency and efficiency.

Ukrainians have refocused their trust from large-scale and media initiatives to more local volunteer (individual) ones. The drop in trust has primarily affected large and corporate foundations, with Ukrainians increasingly appreciating publicity and transparency.

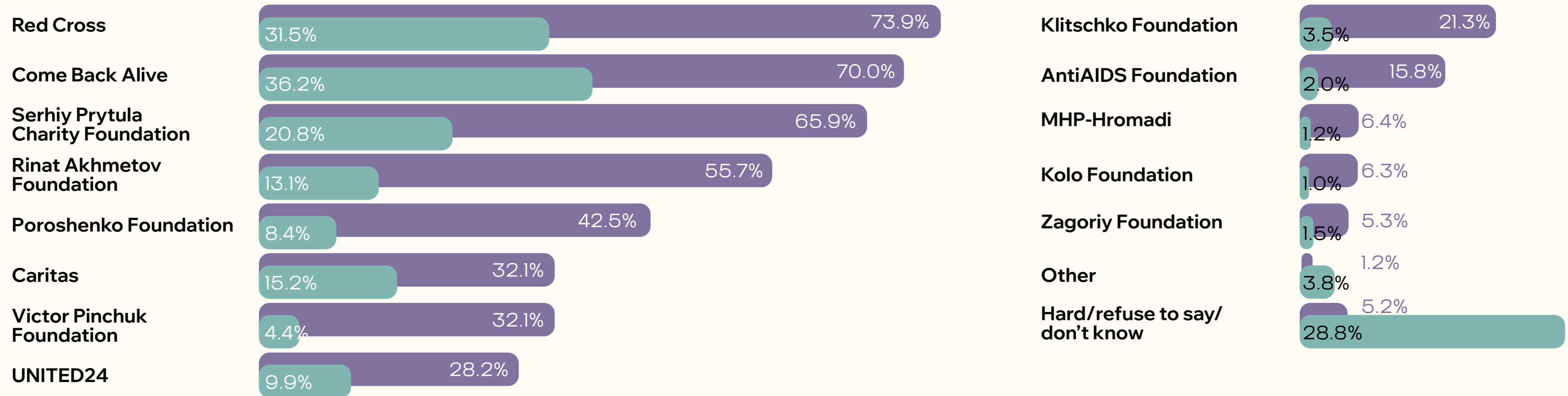
Foundations with a strong founder brand (e.g., Serhiy Prytula Charity Foundation or Come Back Alive) maintain trust thanks to coherent reports and specific results. However, they lose trust as well, in particular due to the lack of emotional connection and limited communication of results.

Though corporate initiatives remain recognizable, trust in them has almost halved: Society expects transparency rather than scale.

In 2025, Ukrainians trust not the biggest but the most comprehensible ones.

# CHARITABLE FOUNDATIONS

## 22. Which of the charitable foundations listed do you know and trust?

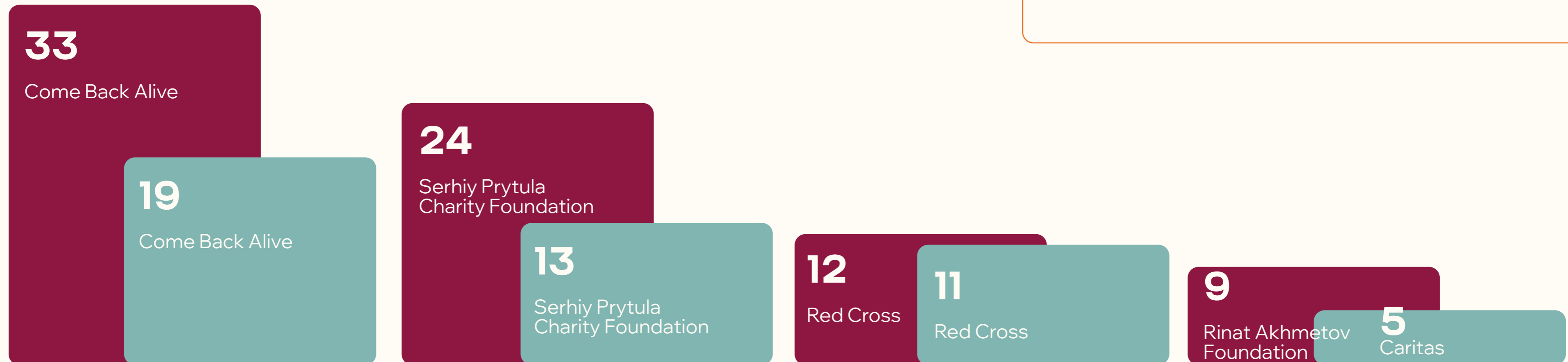


### KNOWLEDGE OF AND TRUST IN FOUNDATIONS

Compared to 2024, the top three organizations remained the same, but their recognition and trust in them decreased. Respondents feel more comfortable saying they do not know a certain foundation than deciding whether they trust it or not. That is, some of those who trusted foundations in 2024 moved into the “don’t know” group. Herewith, the number of those who do not trust foundations at all increased.

# ENGAGING WITH FOUNDATIONS

## Donations 2025 vs. 2024



N=2,400

● 2024

● 2025

Ukrainians clearly distinguish between the **foundations to which they donate (volunteer and defense ones)** and the **foundations to which they turn for help (humanitarian and social ones)**.

**Come Back Alive and the Serhiy Prytula Charity Foundation** remain the flagships of financial trust, though their emotional peak is far behind, in 2022–2023. However, assistance to the army is still a priority for most respondents. The Red Cross and Caritas have low but stable indicators — their role is to “help in need” rather than “collect donations.”

**The Red Cross and Caritas humanitarian foundations** consistently hold the position of the main “appeal foundations” for civilian population. They are associated with a network of branches, real resources, and support. **Come Back Alive and the Serhiy Prytula Foundation** also lead but primarily relate to the military.

# CHARITABLE FOUNDATIONS

23. Which of the charitable foundations listed did you donate your own funds to or plan to do so, and which ones would you turn to for help if needed?



N=2,400

● Would turn for help if needed  
 ● Donated funds or plan to do so

# IS TRUST IN SOCIALLY RESPONSIBLE BUSINESSES GROWING?

# CORPORATE SOCIAL RESPONSIBILITY

Since 2022, we have seen the unprecedented engagement of Ukrainian businesses in military aid, recovery support, and social impact investing.

**Will Ukrainians “vote with their wallets” for the companies that behave like responsible citizens?**

# CORPORATE SOCIAL RESPONSIBILITY

25. When choosing between similar products or services, how important are the following characteristics to you? Rate the importance of each one on a scale from 0 to 5, where “0” means the product characteristic is not important at all and “5” means that it is extremely important.

## THE ROLE OF BUSINESSES’ CSR IN CONSUMER CHOICE

A company’s corporate social responsibility (CSR) is one of the important **choice criteria** itself. While its importance is currently incomparable to the price/quality criterion, it is comparable to product appearance and brand loyalty.

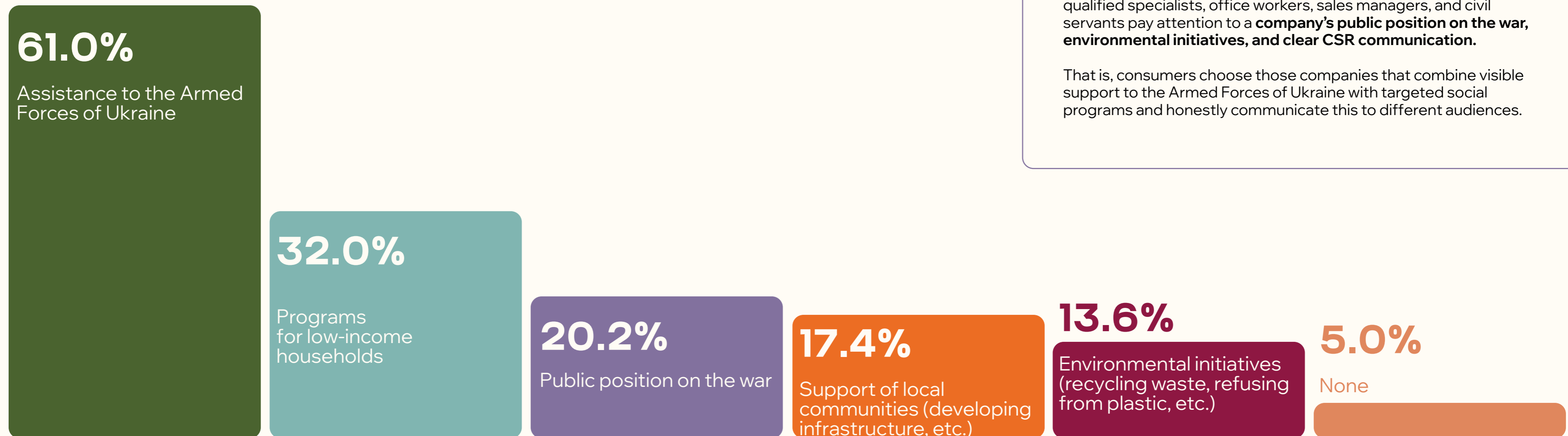
The strongest ethical trigger is **behavior during the war** (withdrawal from the Russian Federation, assistance to the Armed Forces of Ukraine): This is the **third basic criterion** following quality and price.

A clear position on the Russian invasion and transparent CSR practices tend to be **converted into the choice of goods and services by females, young people (aged 18–39), people with higher education, civil servants and state sector workers, office workers, qualified specialists, and people with average incomes.**



# CORPORATE SOCIAL RESPONSIBILITY

26. Which of the initiatives below would make you more willing to purchase goods/services from a business?



## WHAT MAKES PEOPLE BUY?

**Assistance to the Armed Forces of Ukraine** is the leading incentive. In modern Ukraine, the fact of assistance to the military affects consumers' intention to buy. Business charity is primarily associated with assistance to defenders.

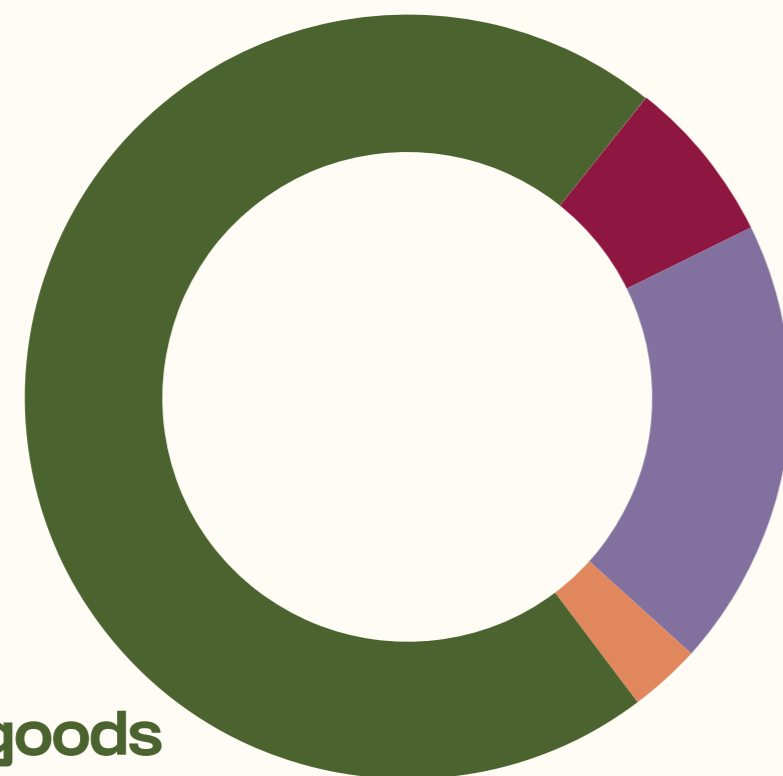
**Social programs for low-income households rank second.** They mostly affect the consumer choice of the elderly (aged 60+), the less well-off, students and retired people, and people with complete secondary education.

Ukrainians with higher education, young people (aged 18–39), qualified specialists, office workers, sales managers, and civil servants pay attention to a **company's public position on the war, environmental initiatives, and clear CSR communication.**

That is, consumers choose those companies that combine visible support to the Armed Forces of Ukraine with targeted social programs and honestly communicate this to different audiences.

# CORPORATE SOCIAL RESPONSIBILITY

27. Imagine two companies selling quite the same product. One of them still operates in Russia, while the other has exited the Russian market when the full-scale war broke out. Which one would you be more likely to buy from if the price differs?



7.0%  
**Will buy goods from a company with the lower price even if it has not left the Russian market**

18.8%  
**Depends on situation**

2.8%  
**Hard/refuse to say**

70.9%  
**Will buy goods from a company that has completely withdrawn from the Russian market even if I have to pay more**

## CONSUMER BEHAVIOR REGARDING COMPANIES STILL OPERATING IN THE RUSSIAN FEDERATION

Seventy-one percent of Ukrainians said that they would choose the products of a company that has completely withdrawn from the Russian Federation even if they are more expensive, with only 7% being guided by the price alone. That is, Ukrainians vote with money not only for the product, but also for values. This is not an emotional reaction but a culture of choice.

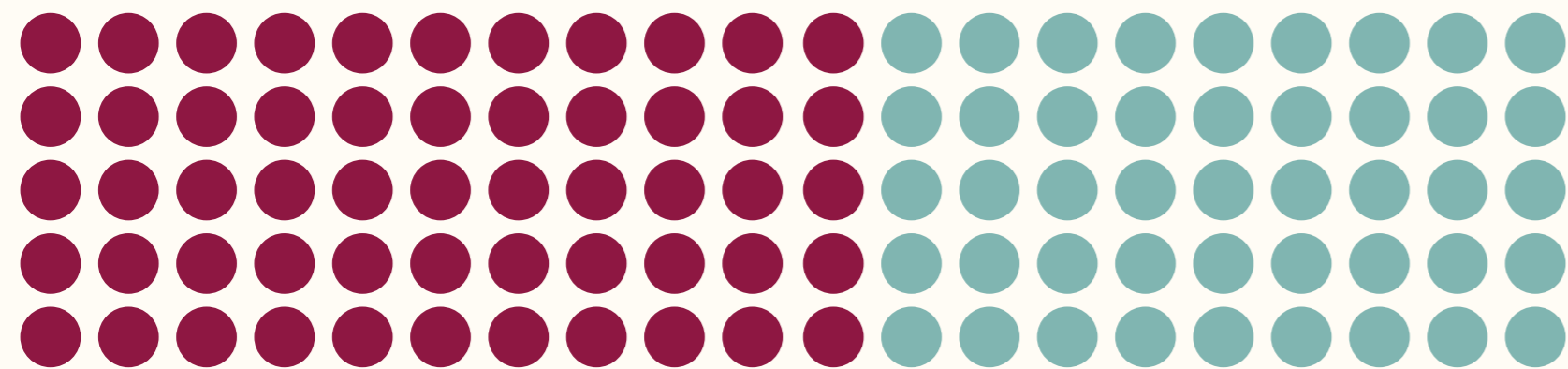
Exiting the Russian market is particularly important for groups with stable incomes and a social mission: military personnel (82%), industrial and agricultural sector workers (82%), qualified specialists (doctors, teachers, accountants, etc.) (74%), and civil servants (73%). With an increase in education level and a decrease in respondent age, the importance of ethical requirements for a business to consolidate its position on the war in Ukraine by exiting the Russian market increases.

It is possible to say that in 2025, a company's ethical behavior during the war becomes a basic trust criterion that is converted into a purchase. The Ukrainian market is no longer neutral —reputation may be of greater importance than price.

# RESPONDENT PROFILE

# RESPONDENT PROFILE

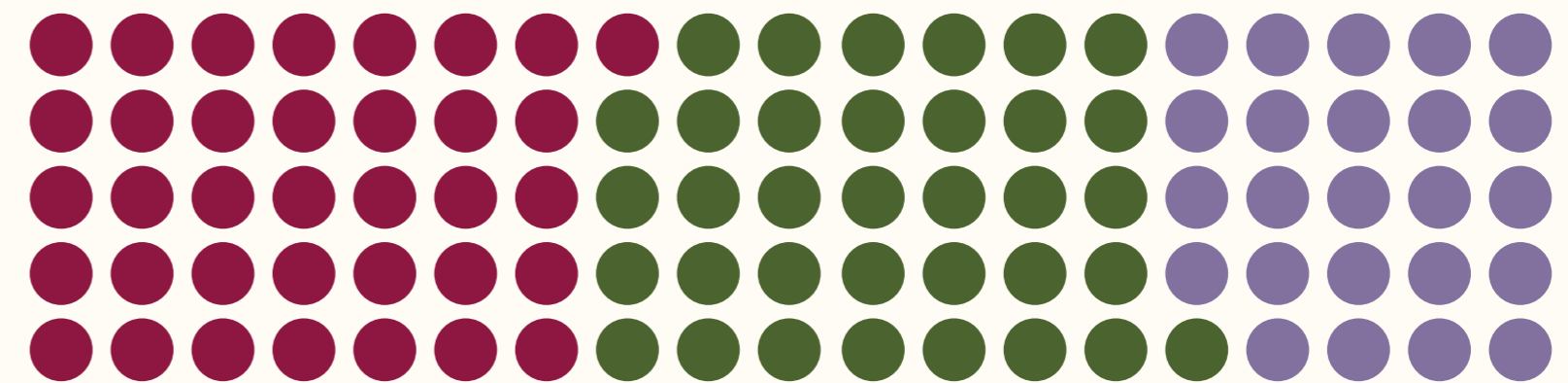
D1. Respondent gender



54.7%  
**Female**

45.3%  
**Male**

D2. Respondent age



36.3%  
**18-39**

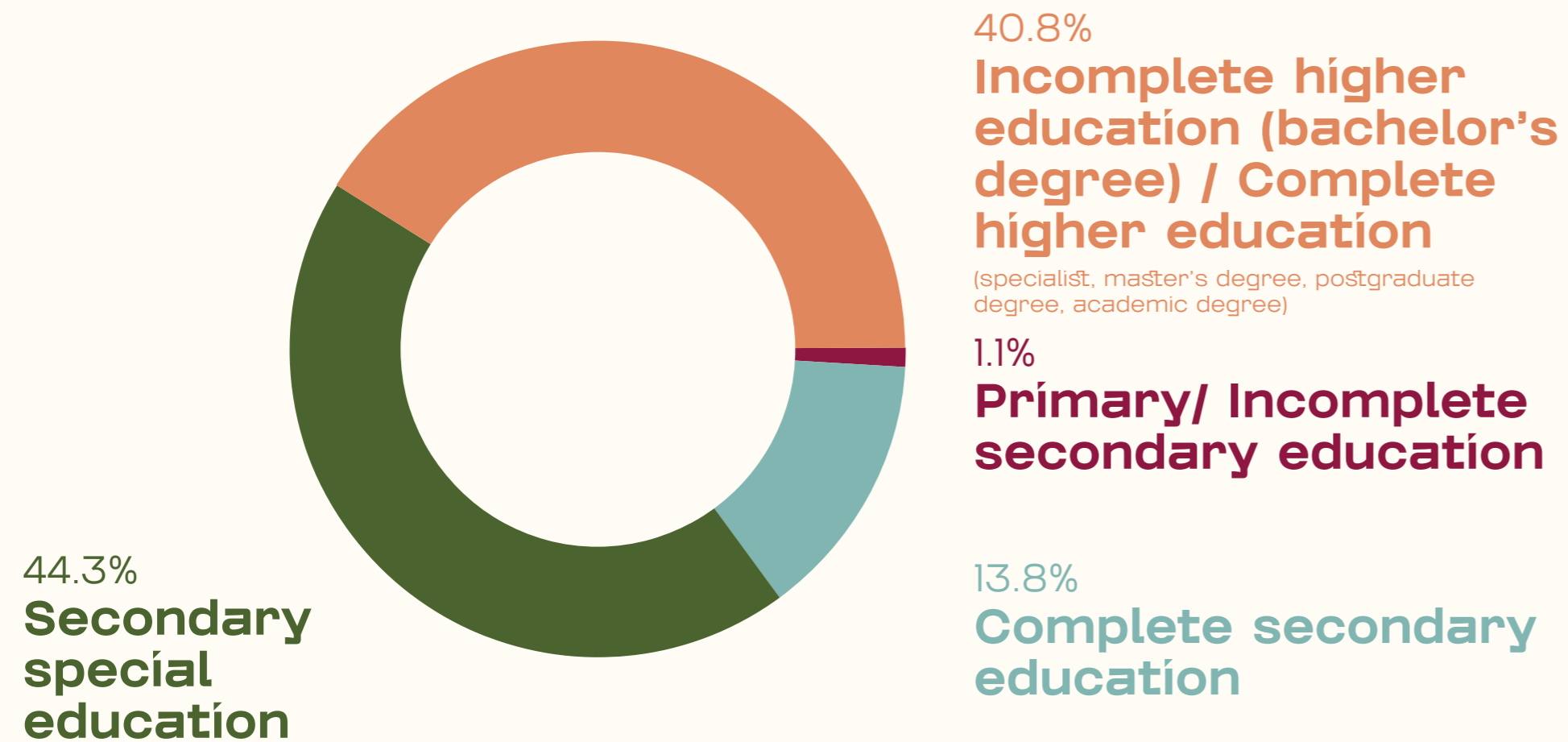
34.8%  
**40-59**

28.9%  
**60+**

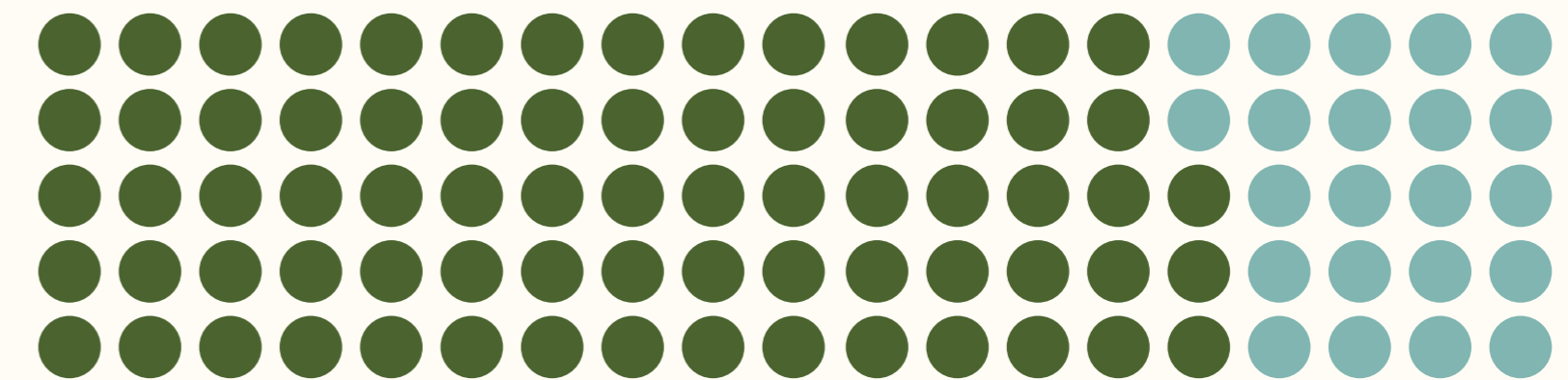
N=2,400

# RESPONDENT PROFILE

D3. What education do you have?



D10. Are you a permanent resident of this settlement with appropriate residence registration or an internally displaced person (IDP)?



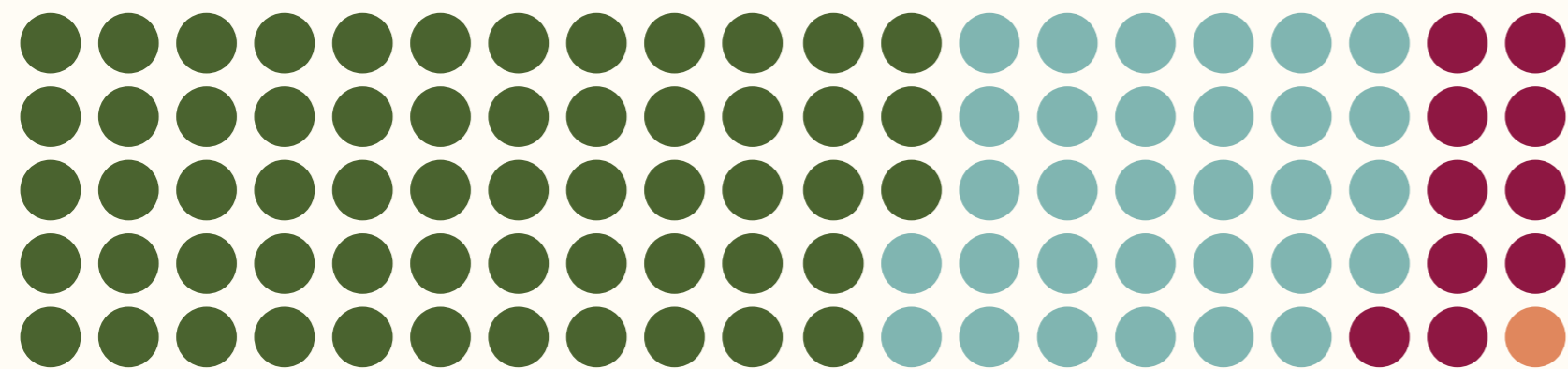
88.7%  
Permanent resident

11.1%  
IDP

N=2,400

# RESPONDENT PROFILE

D5. Which language do you speak at home?



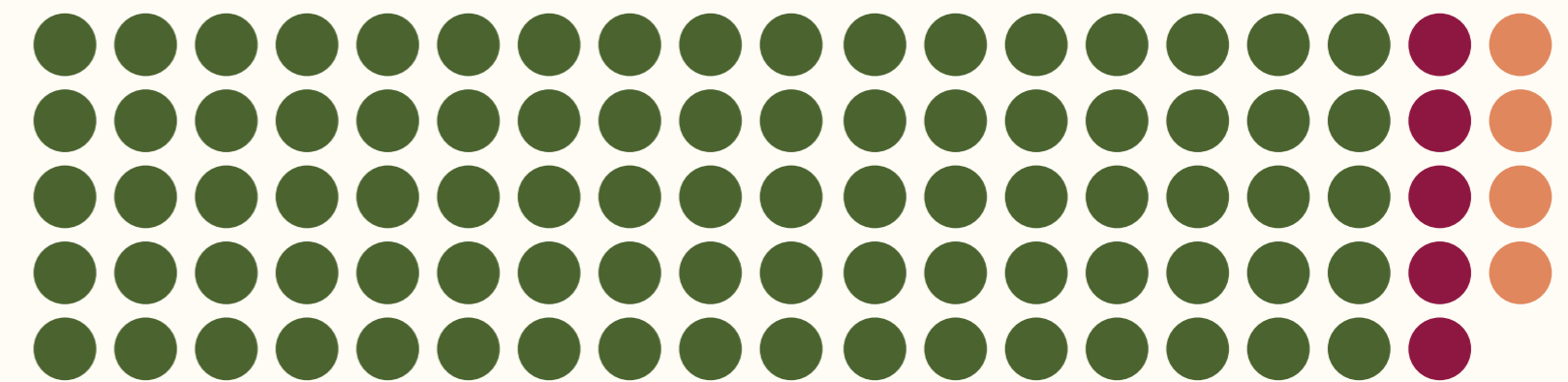
58.6%  
**Only Ukrainian**

30.6%  
**Both Ukrainian and Russian**

10.3%  
**Only Russian**

0.3%  
**Other**

D4. What nationality do you consider yourself to be?



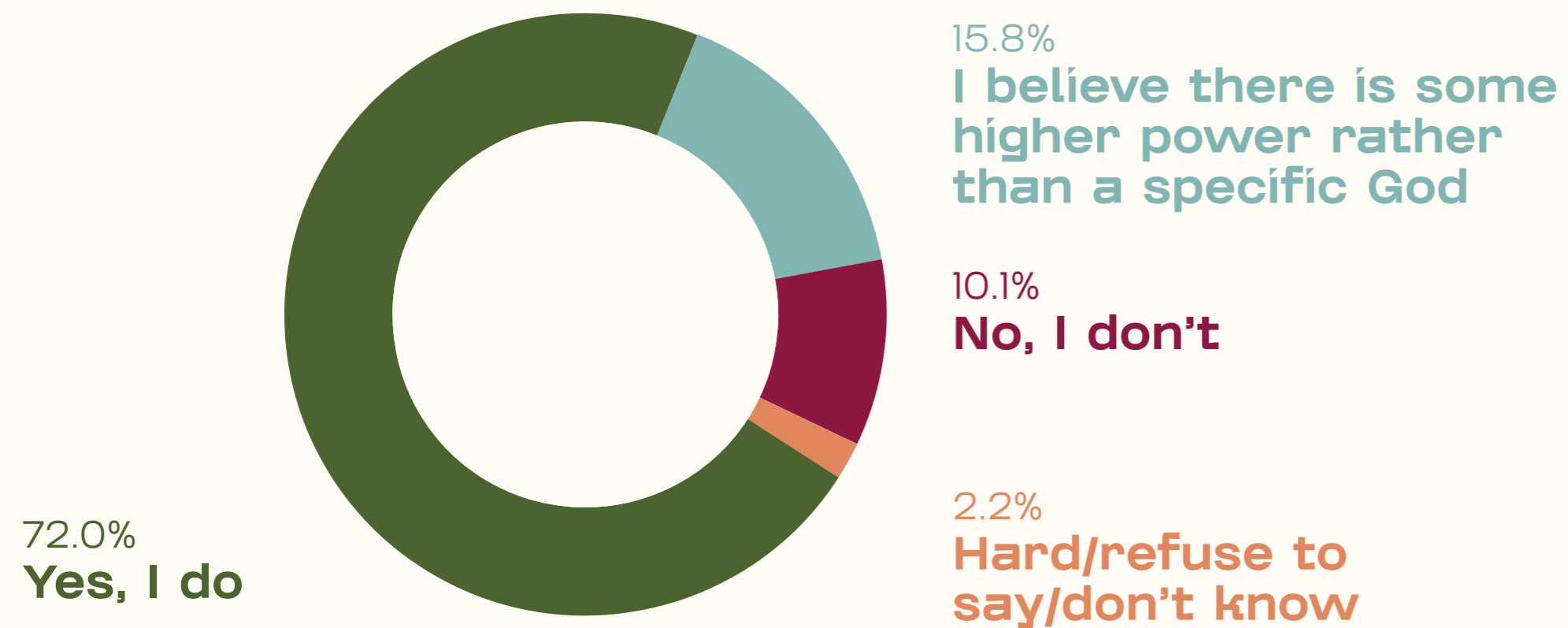
95.0%  
**Ukrainian**

2.6%  
**Russian**

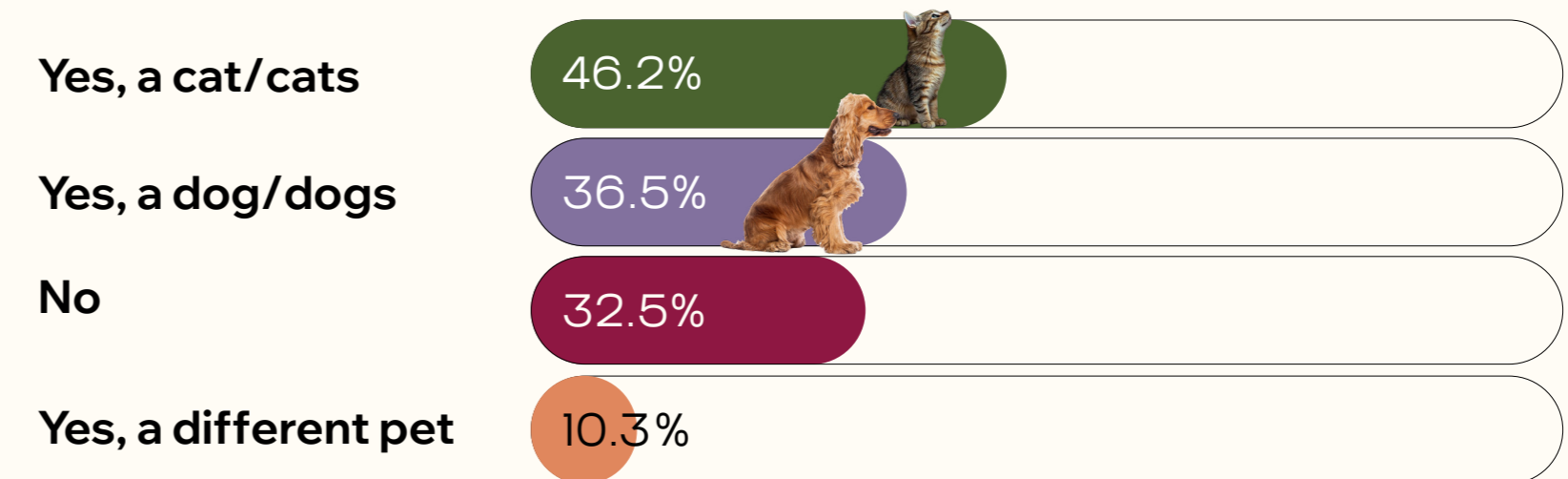
2.2%  
**Other**

# RESPONDENT PROFILE

D6. Do you believe in God?

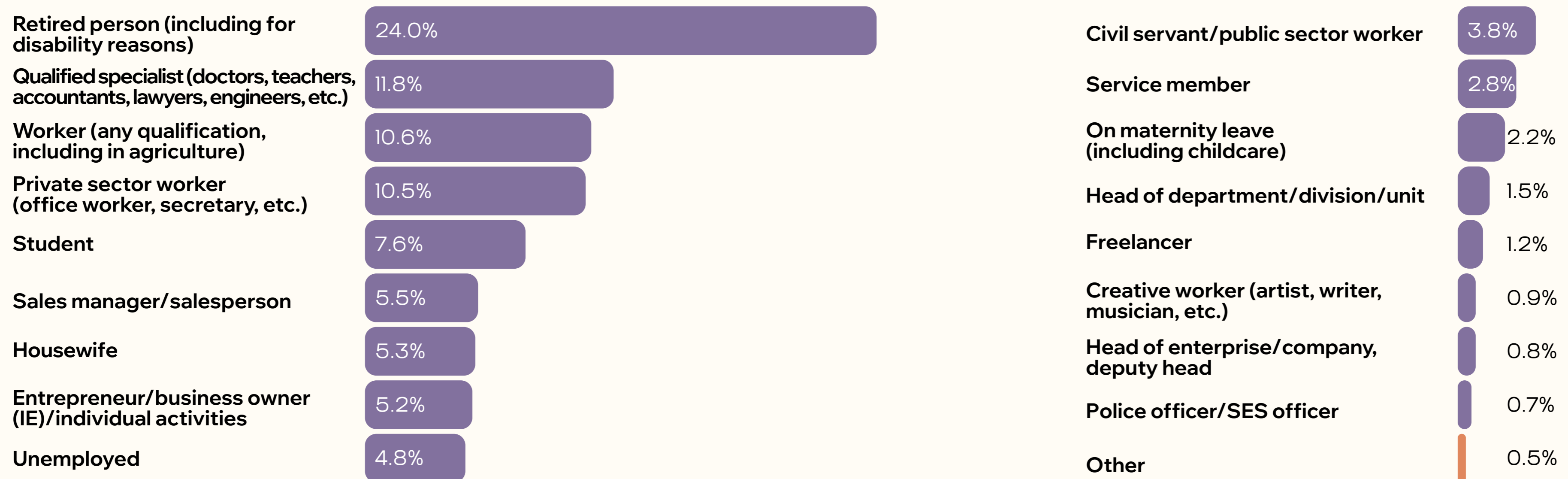


D7. Do you have a pet?



# RESPONDENT PROFILE

## D8. What is your main occupation?



N=2,400

# RESPONDENT PROFILE

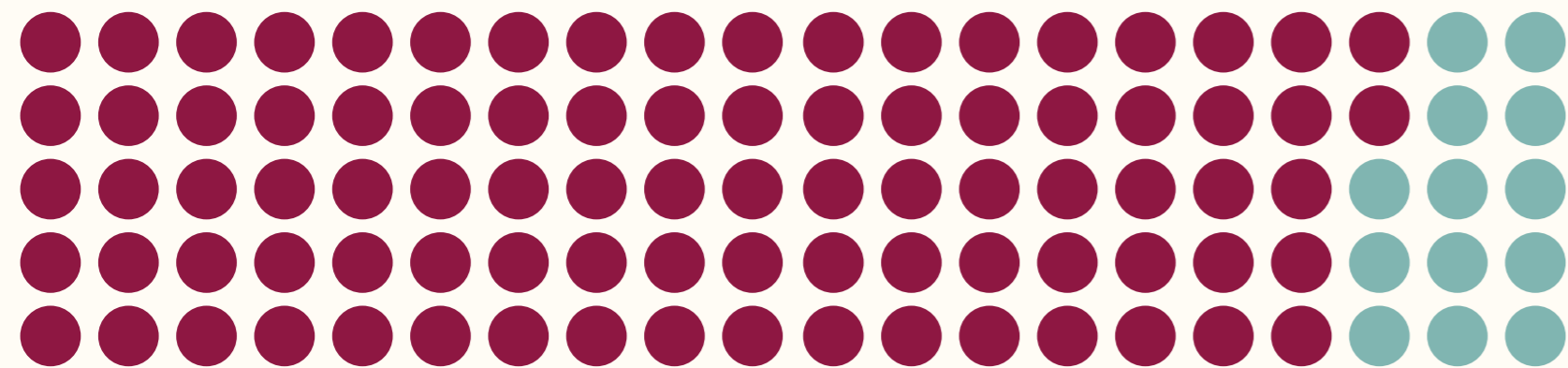
D9. How would you assess your family's financial condition?



N=2,400

# RESPONDENT PROFILE

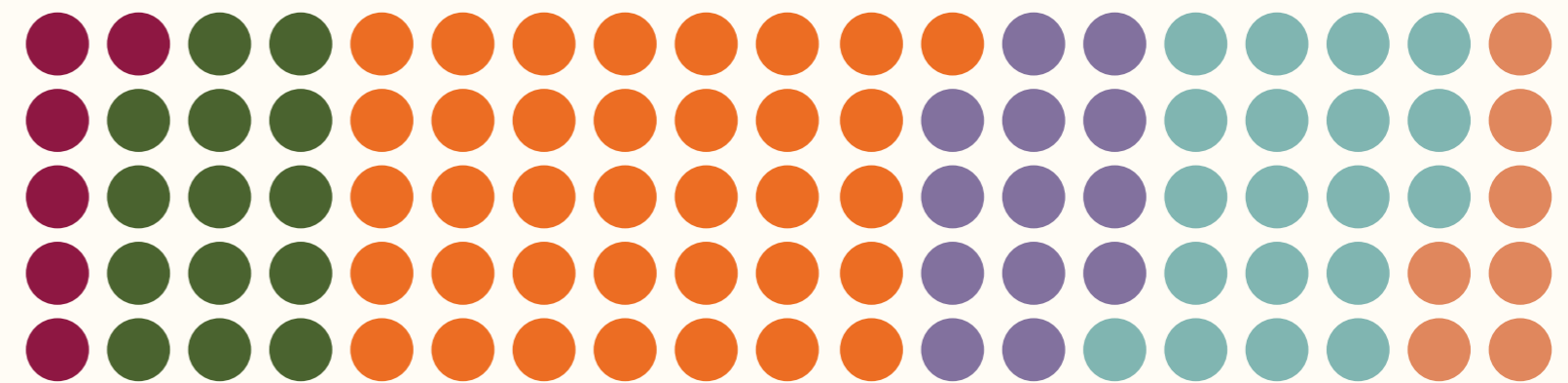
## Gender



87%  
**Female**

13%  
**Male**

## Age



6%  
**18-24**

14%  
**25-34**

41%  
**35-44**

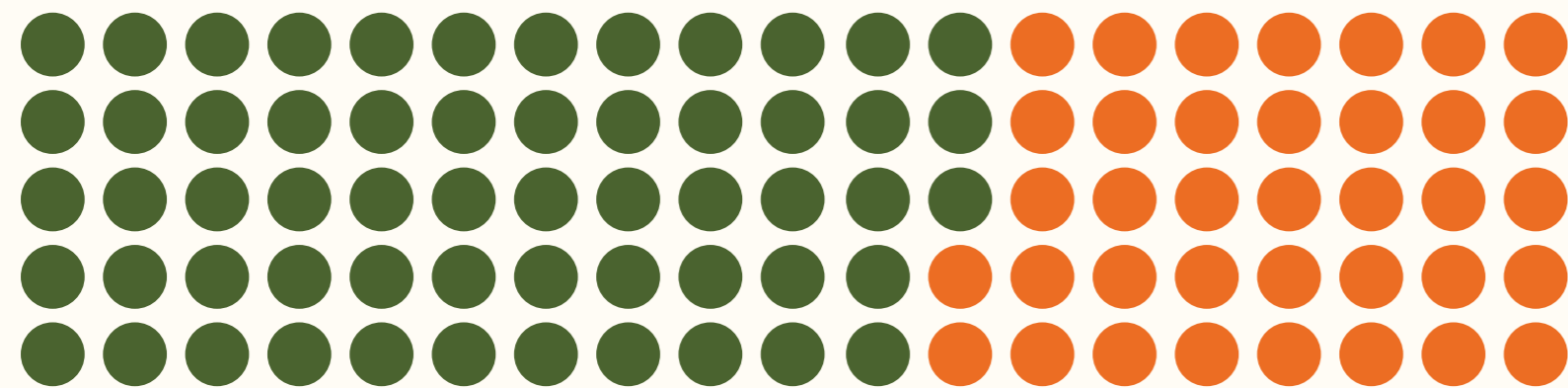
13%  
**45-54**

19%  
**55-64**

7%  
**65+**

# RESPONDENT PROFILE

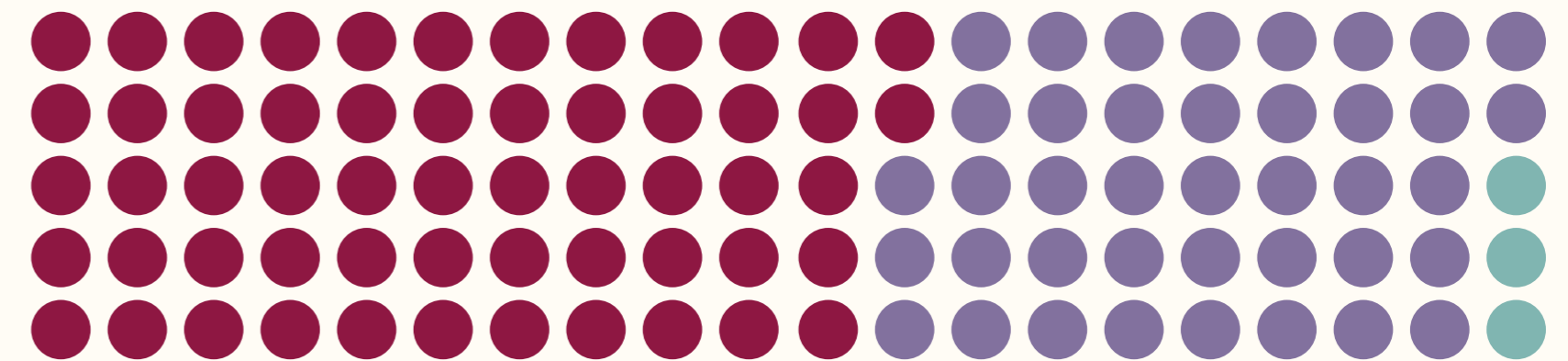
## Residence status



68%  
**Permanent  
residents**

32%  
**IDPs**

## Education



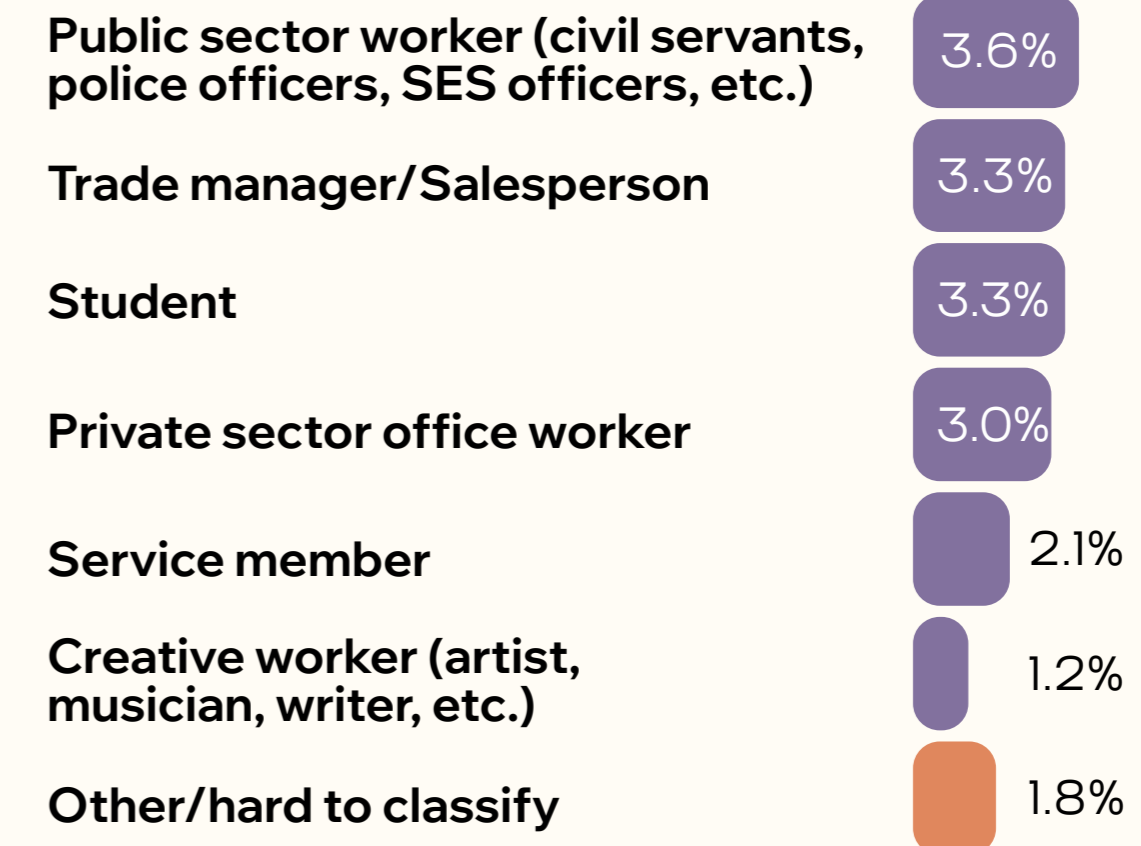
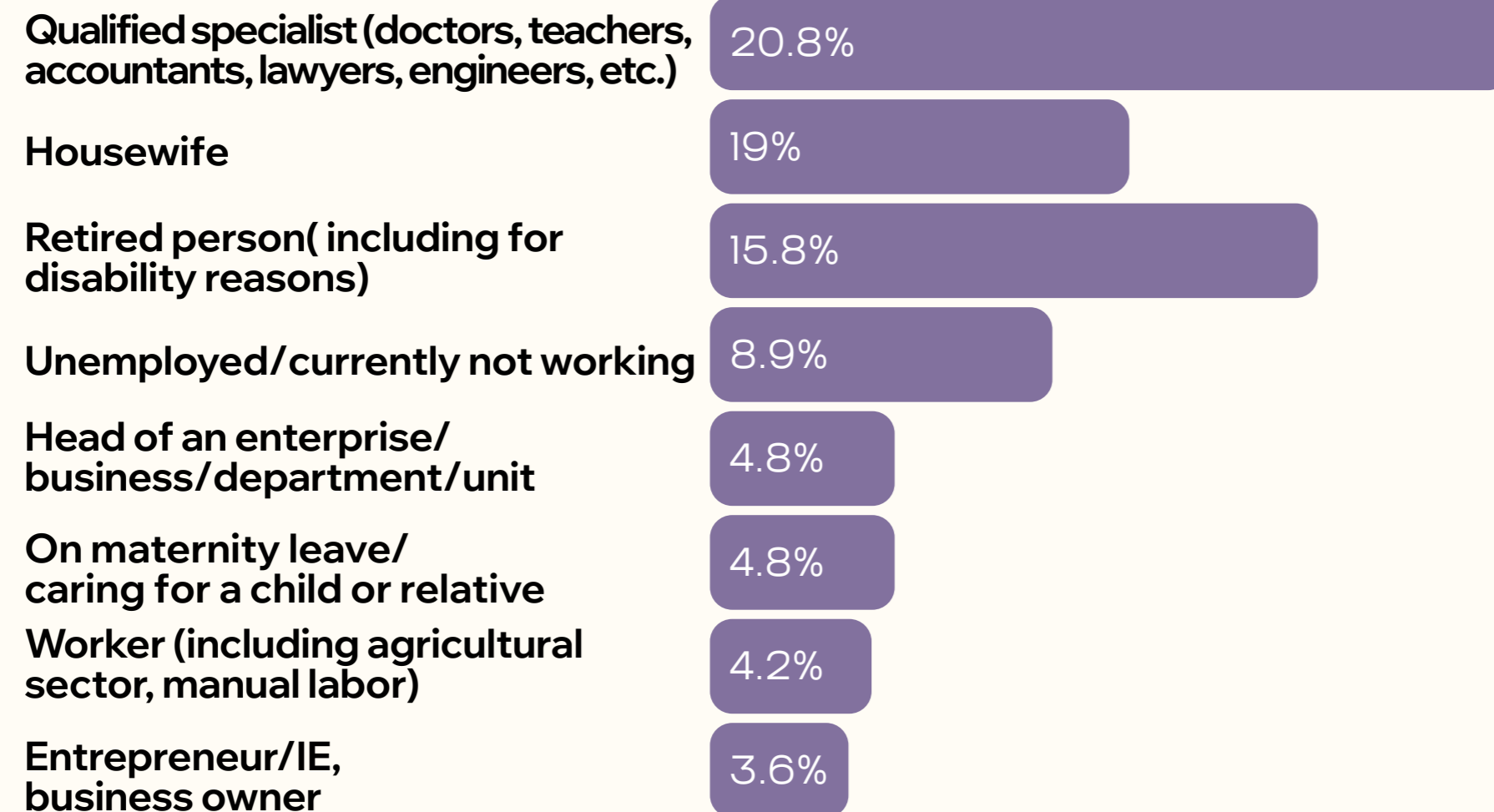
57%  
**Higher**

40%  
**Secondary /  
secondary special**

3%  
**Primary**

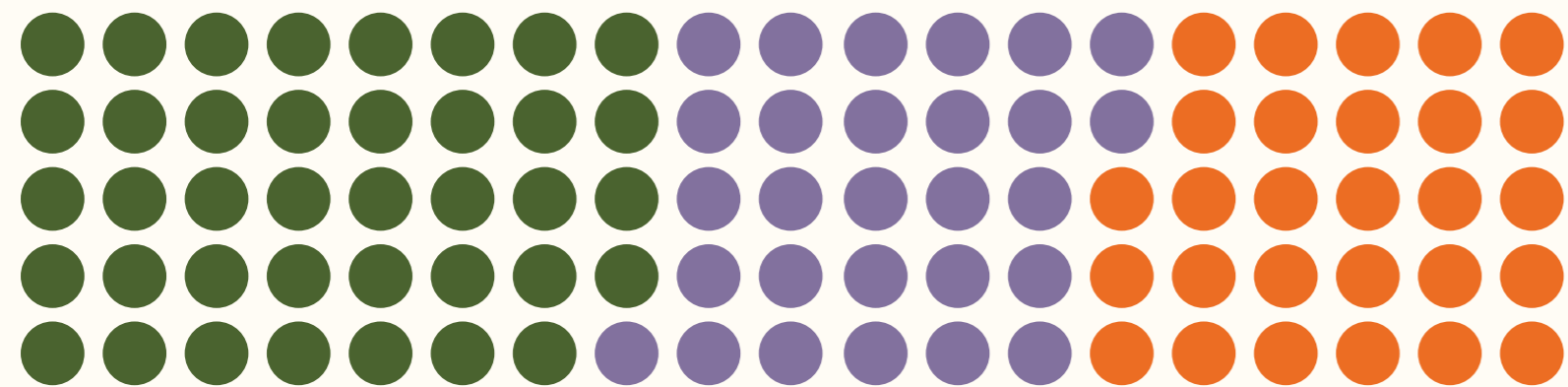
# RESPONDENT PROFILE

## Зайнятість



# RESPONDENT PROFILE

## Settlement type



39%  
**Village**

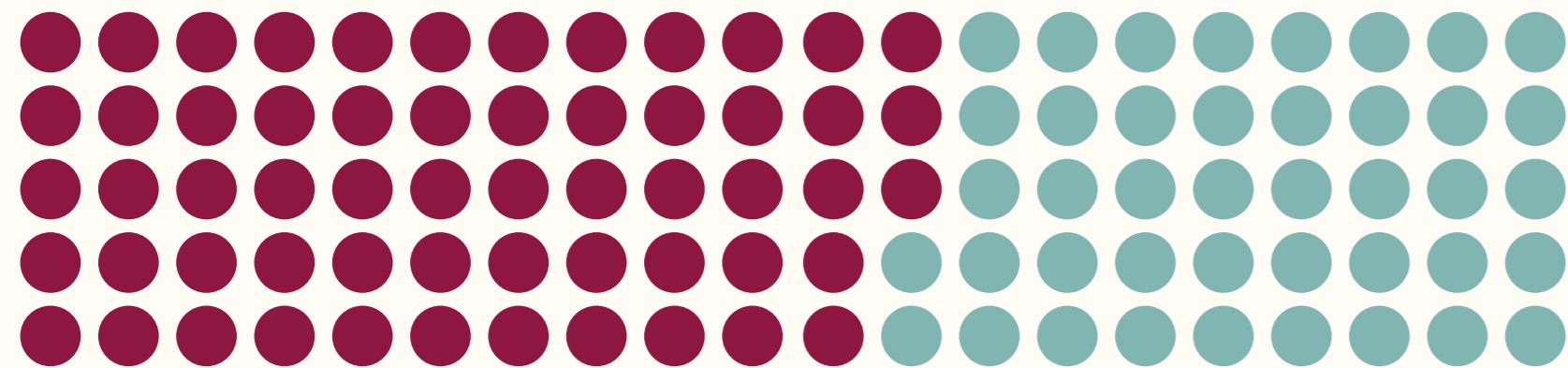
33%  
**City**  
(population of  
up to 200,000)

28%  
**Big city**  
(population  
of 200,000+)

# RESPONDENT PROFILE.

## QUALITATIVE SURVEY

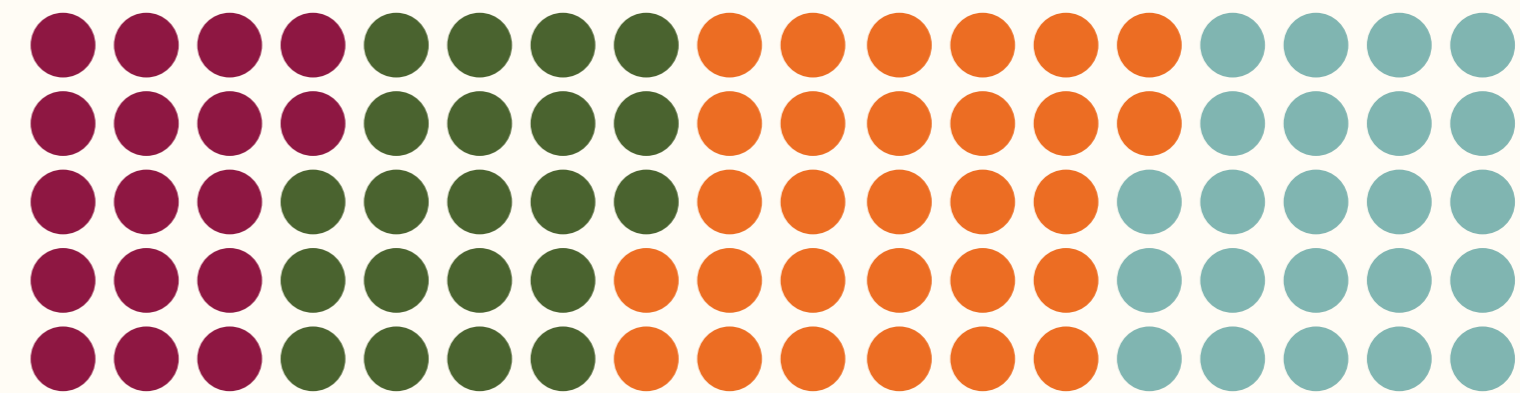
### Gender



58%  
**Female**

42%  
**Male**

### Age



16.7%  
**18-25**

20.8%  
**26-35**

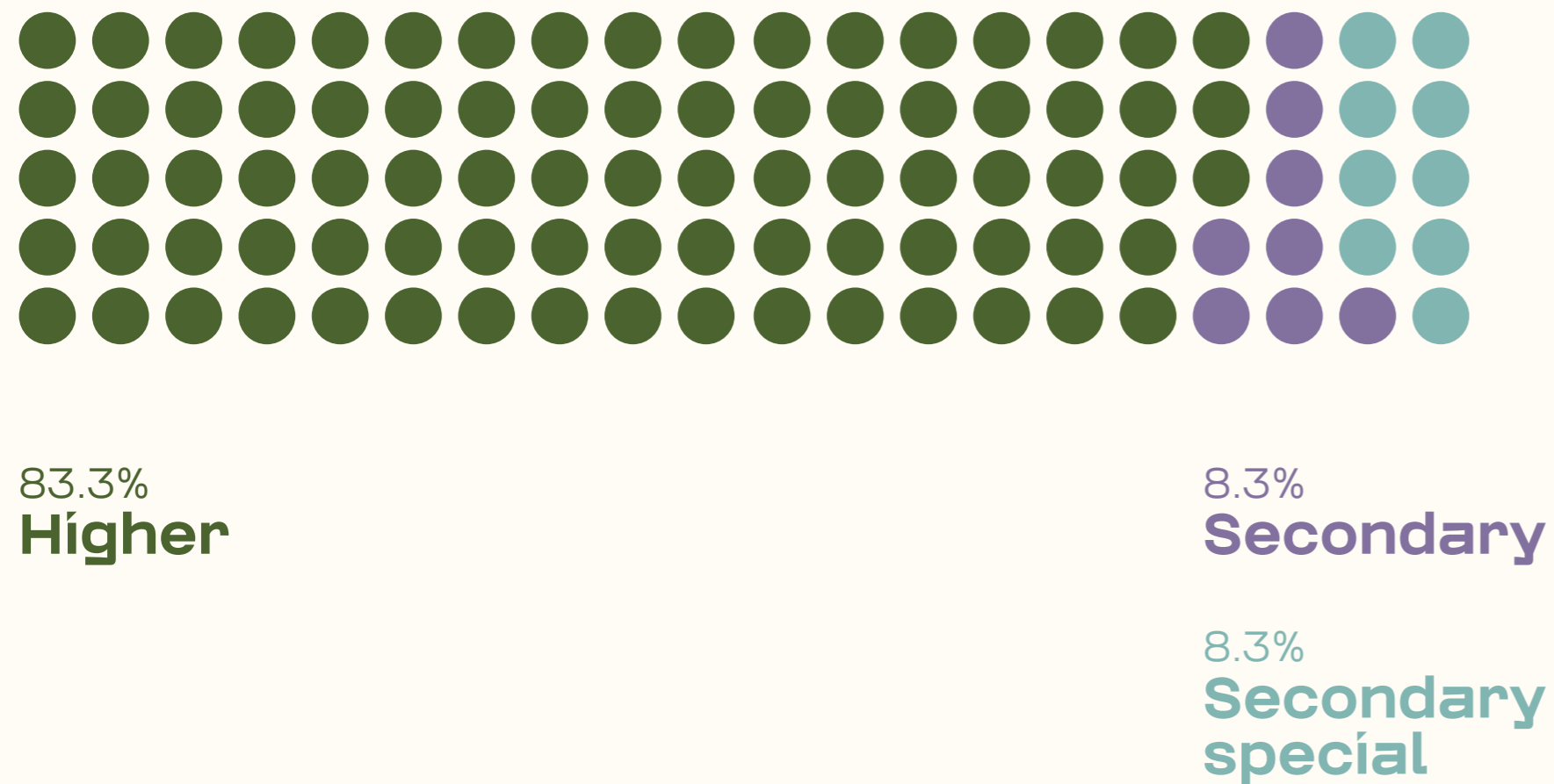
29.2%  
**36-45**

33.3%  
**46-59**

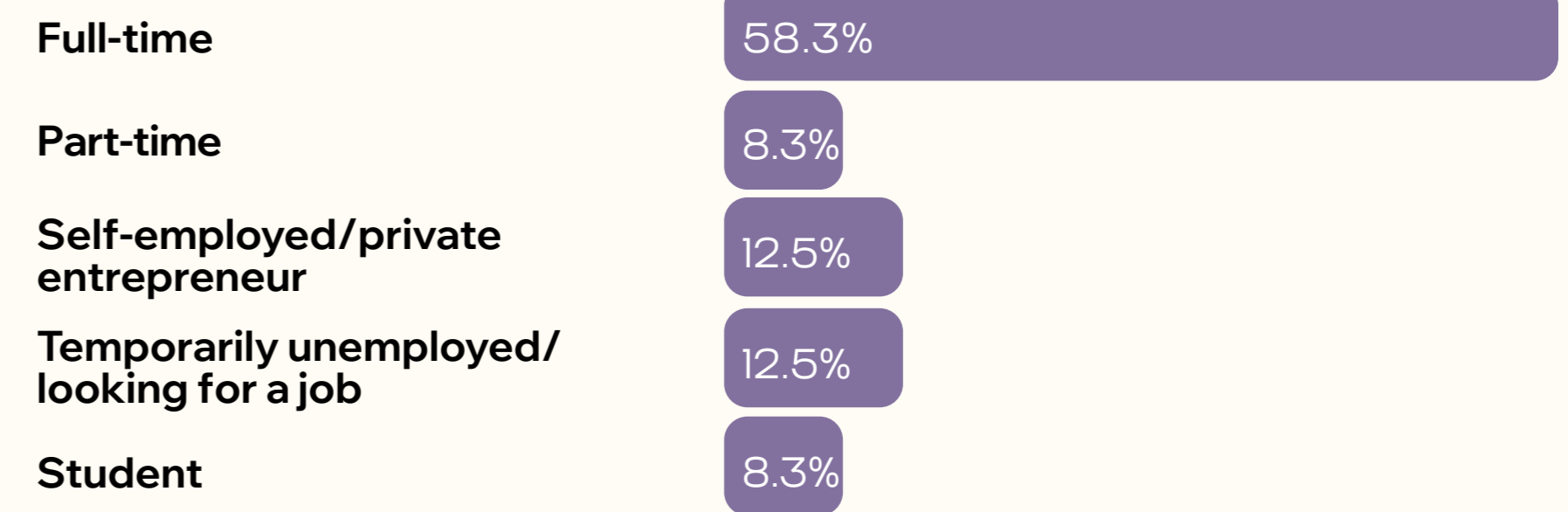
# RESPONDENT PROFILE.

## QUALITATIVE SURVEY

### Education



### Employment



# RESPONDENT PROFILE. QUALITATIVE SURVEY

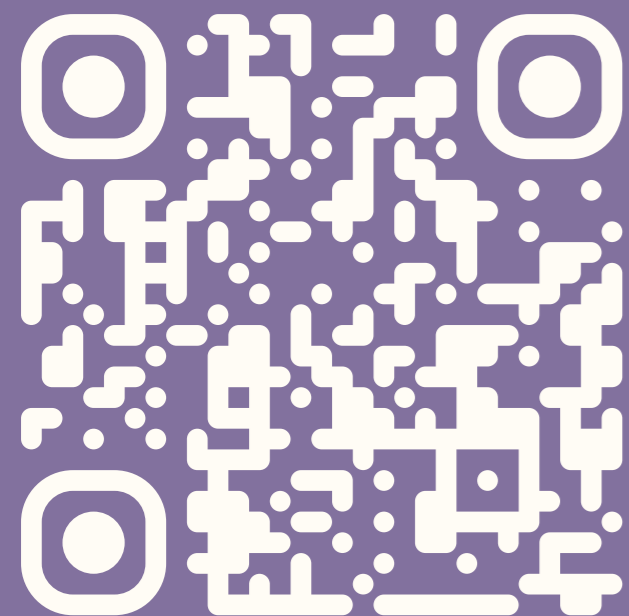
In which part of Ukraine do you live?



qualitative survey:  
four focus groups, N=24

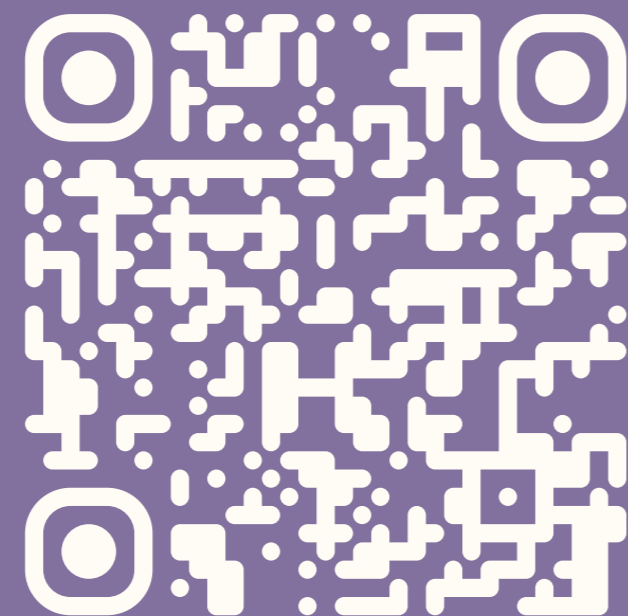


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The study downloaded  
from the website



[zagoriy.foundation](https://zagoriy.foundation)