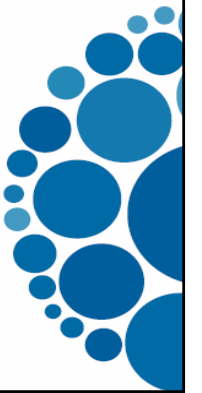


Giving in CZ – trends and players

CEE Trust meeting, Budapest



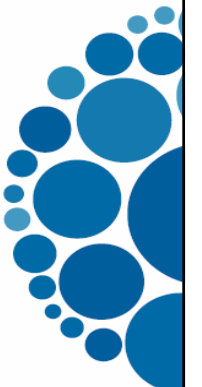
CDF Corporate Programs for donors (corporate and individual)

- Club of Corporate Donors - DONATOR
- TOP Corporate Philanthropist (giving list)
- Corporate Volunteering/strategies/indentifying partners
- Measuring – LBG (Responsible Company Standard)
- DMS – SMS giving
- Communication (Social marketing, media, PR)
- Tax/legal and expert Center (Ministry of Finance).
- CEENERGI – Central and Eastern European Network for Responsibl Giving.



Environment for giving – how to look at it

- Amounts
- Complexity of thinking
- Players
- Ways to give (financial/in-kind/time)
- Standards
- Tax benefits



Giving in numbers in CZ – Individuals

Tax effective donations:

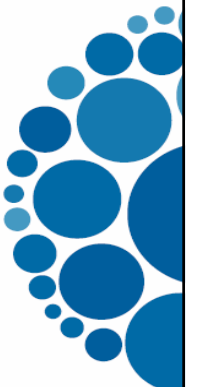
1999 - 66 843 - 21 mill. EUR (314 EUR)

2001 - 78 191 – 25,3 mill. EUR (323 EUR)

2004 - 96 006 – 33 mill. EUR (343 EUR)

Public collections (490 registered)

DMS (SMS giving) - 2,9 mill. EUR to 75
- altogether 4,6 mill. EUR since April 04



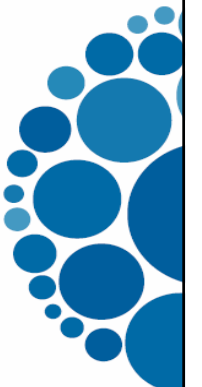
Giving in numbers in CZ – companies

Tax effective donations:

1999 - 8 463 - 21 million EUR (2 481 EUR)

2001 - 10 626 – 33 mill. EUR (3 105 EUR)

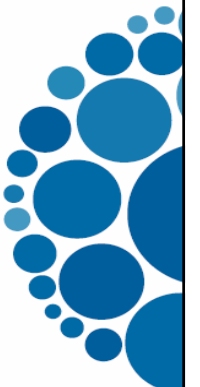
2004 - 13 756 – 67,5 mill. EUR (4 906 EUR)



TOP Corporate Philanthropist

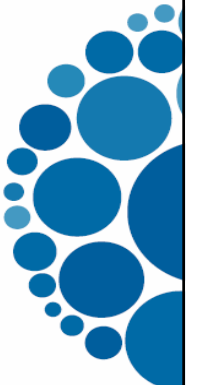
- **TOP 10 – absolute amount – 22,03 million EUR (1/3 of corporate donations – tax effective)**

1.	ČEZ	6,6 mill. EUR
2.	Česká pojišťovna	5,1 mill. EUR
3.	Mittal Steel Ostrava	2,94 mill. EUR
4.	Česká spořitelna (Erste)	1,87 mill. EUR
5.	Philip Morris ČR	1,51 mill. EUR
6.	Microsoft	1,43 mill. EUR
7.	RWE Transgas	1,00 mill. EUR
8.	Eurotel Praha (O2)	0,68 mill. EUR
9.	Plzeňský Prazdroj (SAB Miller)	0,46 mill. EUR
1.	Komerční banka (SG)	0,44 mill. EUR

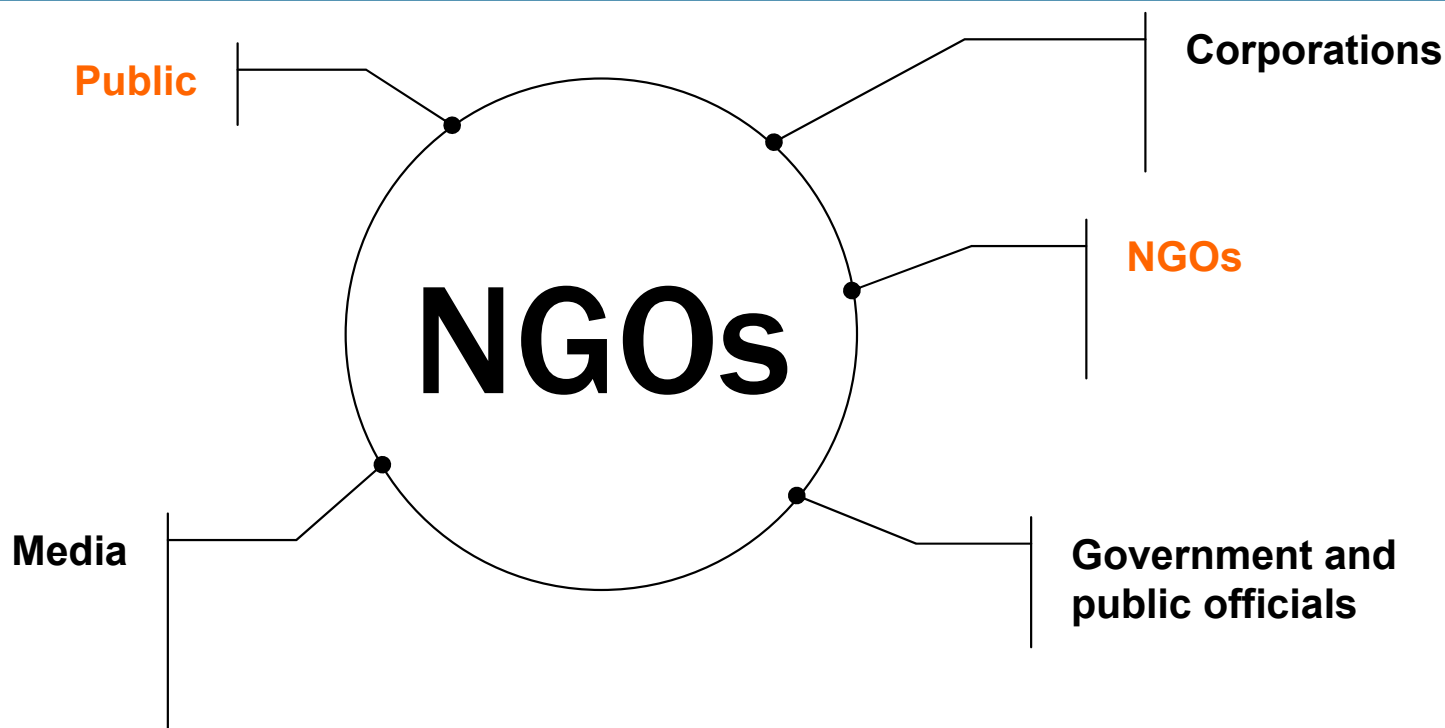


What to do – where is the potential

- Working with big companies to give more (other involvement)
- Working with SMEs
- Attracting individual donors
- Promote good ones x punish bad ones
- Higher tax incentives will help...

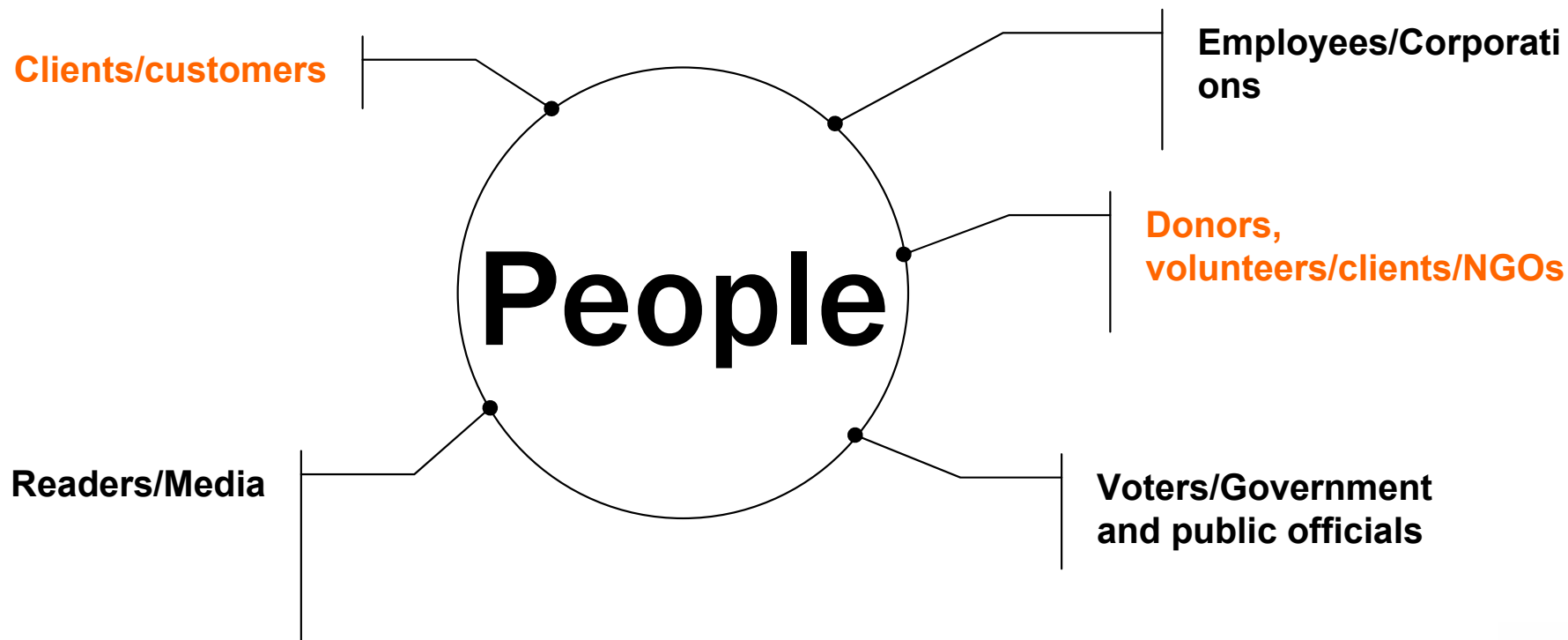


Environment – complexity of thinking – Do „Categories“ make any sense?



Environment – complexity of thinking

Do „Categories“ make any sense?



Influences and drivers for CSR

What influences the motivation...

- Employees
- Customers
- NGO's/Pressure groups
- Investors
- Governments and legislation
- Media and the information revolution

Influences and drivers

- **Employees**

- o More aware

- o Have growing expectations of employer

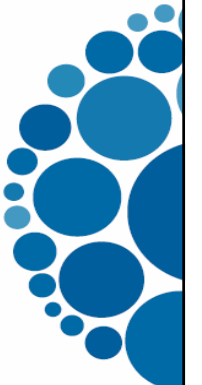
- o Want engagement/participation

- o CZ – almost **40%** of employees want the company they work for to be philanthropic and want to be involved. X **14%** companies use it.

Employees

Employee volunteering and engagement

- Service for companies
- Partnership with volunteer organizations
- Time reporting and measuring



Employee engagement programs

Corporate volunteering

T-Mobile (One day for a good cause +
benefits + auctions),

GlaxoSmithKline (Orange Day)

Matching fund – Citibank

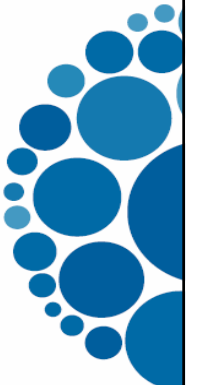
Employee collection

Influences and drivers

- **Customers – in the CZ**
 - **65%** of customers would prefer to buy a product connected with a good cause.
 - **24%** of them would buy even if the price would be higher.
 - **35%** of customers would have positive attitude towards the advertising promoting a good cause.

Customers

- Social marketing program
 - Communication of the partnership
 - Win-win-win
 - Companies and NGOs training
 - Standards



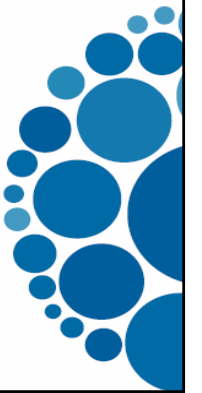
Influences and drivers

- Cause-related marketing and cause branding (Opavia – LU)



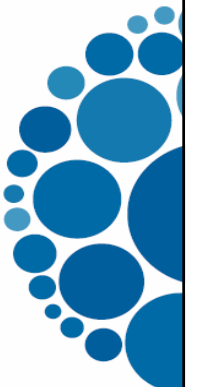
Financial donations

- Corporate foundations (ČEZ, Erste, O2, Vodafone)
- Charity funds – Siemens, T-Mobile, SAB Miller



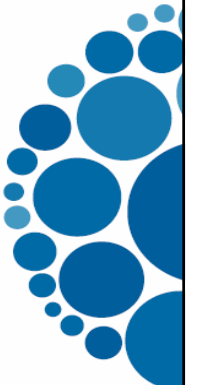
Standards

- Measuring and benchmarking corporate giving
- LBG International (CDF also Slovakia)
- Comparable amounts, motivations, strategic development..



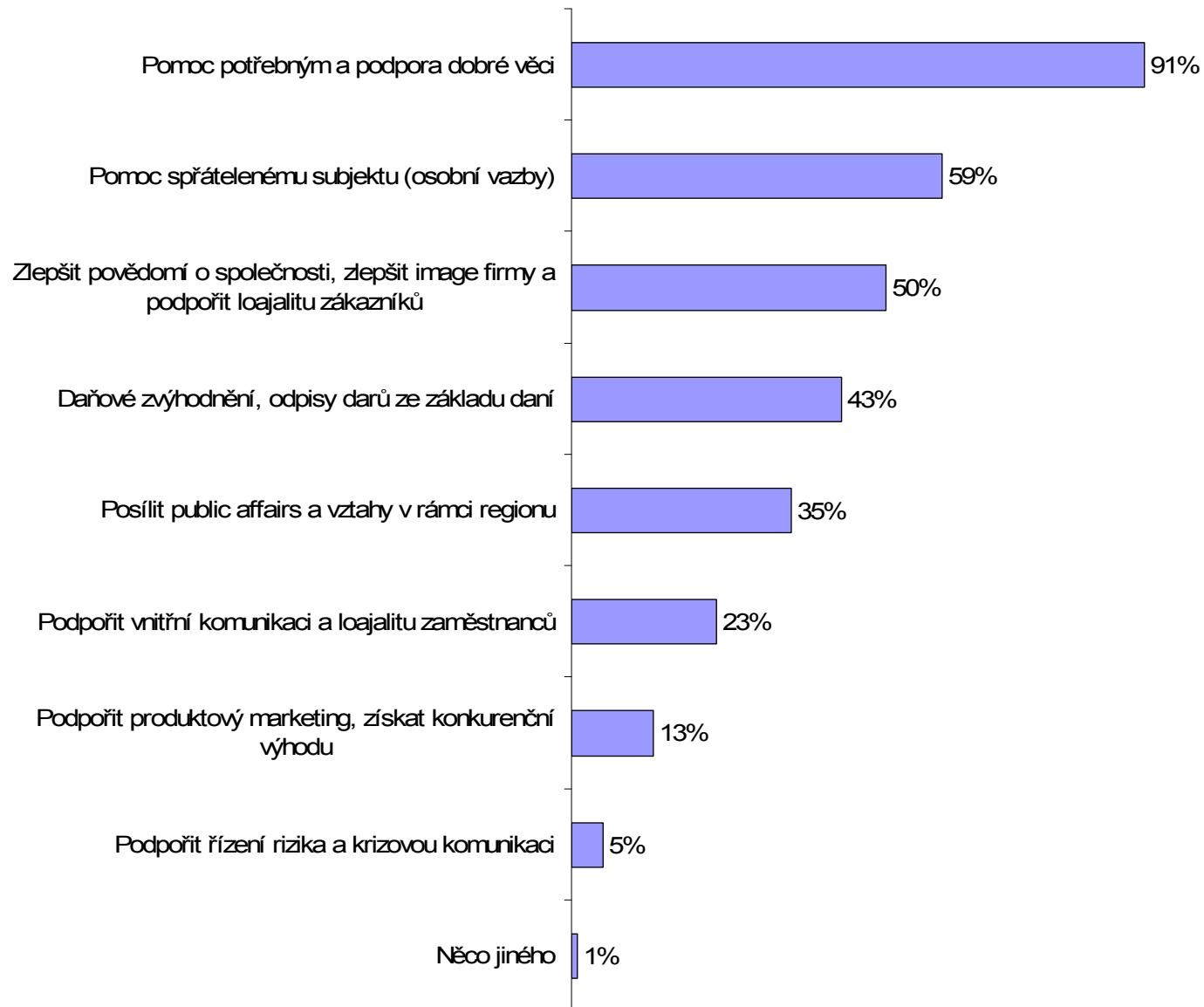
Tax breaks

- To which extend they matter?
- 5% for companies (10% for education and resears).
- 10% for individuals.



Motivations and tax benefits

Co především motivuje Vaší firmu k poskytování podpory - daru? N=384



Ceenergi – Central and Eastern European Network for Responsible Giving

- CEENERGI network in the Czech Republic, Bulgaria, Romania, Slovakia, Ukraine, Poland, Hungary, and Russia.
- Network to promote responsible corporate giving and partnerships in CEE countries.
- Membership of responsible companies, Top giving lists, events and materials.

