

SUMMARY: “WE DONATE” THE REPORT ON GIVING 2021

INTRODUCTION: THE OBSERVATORY ON GIVING

The Observatory of Support to Social Non-Profit was born in order to systematize the survey and study activity carried out by the Institute since 2006 to make available to the Italian Third Sector data and information useful for the elaboration of strategies and addressing the management activities of Non-Profit Organizations.

In 2018, The observatory on Giving was born with the aim of sharing analysis and trends between media, businesses, public opinion and the third sector. The annual reports on the gift in Italy, the result of the work of the Observatory, are available on the website www.osservatoriodono.it.

The Annual Report “*Noi doniamo*” (*We Donate*) investigates the status of the three main types of donations: the donation of skills and time (voluntary work), economic donation (money) and biological donation (blood, organs, etc.). For each of these areas, the Report measures the donation practices and the propensity to donate of Italians with general data accompanied by in-depth analysis from different points of view and with the support of many partners.

The Observatory on Giving and the Report are part of the series of events organized on the occasion of the Day of Giving, scheduled by law on October 4 each year. For several years IID has worked to establish a National Day of Giving, with a special article of the law, with the aim of giving deserved visibility to the theme of giving in all its forms, and this happened in 2015 with the *Law No. 110 of July 14, 2015*.

THE REPORT ON GIVING 2021

The Report on Giving 2021, was presented on Friday October 1 in Rome as part of the events organized during the week of the Day of Giving 2021. In addition to the editors and contributors to the study, the President of the Italian Institute of Donation Stefano Tabò, the President of CSVnet Chiara Tommasini and the Director of Rai per il Sociale Giovanni Parapini participated.

The analysis focused on how the pandemic has influenced the habits of Italians related to the gift. It emerges first that the pandemic has tested Italians but has not weakened their generosity. A generosity that, however, has been concentrated on the health emergency front, leaving behind other important causes that non-profits are particularly concerned with. In addition to being on the front line to help communities cope with the situation, nonprofits have suffered a worrying drop in donations that is putting them in a difficult position in their daily actions.

Evidence of the 2021 Report

The 2020, year of the explosion of the Covid-19 pandemic, was an unprecedented test to measure the Italians' propensity to donate. The health emergency has radically changed - and in a short time - the economic and social context of our country and its communities, drawing a line of rupture that, however, is not yet defined given the slow, laborious, and still unfinished exit from the emergency itself. For this reason, the annual photograph of Italian generosity - which the Italian Institute of Donation has been tracing since 2018 and which reaches its fourth edition in 2021 - reproduces an image deeply marked by the situation in which it was taken, which therefore requires a profound contextualization and in-depth study that is provided in the chapters that make up this one.

A. Economic donations

The Report evaluates the donative behavior through the payment of money for good causes and for nonprofits, using different sources: the *"Indagine sulle Raccolte Fondi"* (Survey on Fundraising) of the Italian Institute for Donation which provides an in-depth snapshot of fundraising by nonprofits; BVA Doxa research: *"Italiani solidali"* (Italians in Solidarity) on a sample of 2000 individuals through in-depth interviews and *"Donare 3. 0"* aimed exclusively at questioning the internet population over the age of 15; the *"Survey on Families Aspects of Daily Life"* conducted by Istat on a sample of 25,000 Italians living in 800 municipalities; the *"Italy Giving Report"* by Vita Non-Profit Magazine, within which the value of total donations from private citizens in the last available fiscal year, specifically 2017, is extrapolated.

The 2021 edition of the *"We Donate"* Report also relies on an unprecedented snapshot taken from Istat's Permanent Census on nonprofits on fundraising methods related to the year 2015.

The reading of how much and for what Italians donate money is complex: the generosity of Italians in 2020 has seen an overall increase due to the health emergency and the many initiatives aimed at containing it, but the emergency itself has caused a major drain of resources from the classic causes on which Italians practice their economic solidarity and from non-profit organizations (NPOs) to other recipients (such as the Civil Protection, hospitals, etc.).

ISTAT data related to the survey *"Aspects of Daily Life"* do not record substantial changes with respect to the share of Italians who pay money to associations: they were in 2020 14.3% of Italians, a figure that coincides with that recorded in 2017 recovering that point lost in 2019 where donors amounted to 13.4%. Therefore, we can say that the number of donors from 2017 (14.5%) to 2020 remains substantially between 13.4 and 14.5, a figure that confirms a certain stagnation in the population of donors that does not seem to grow in recent years if not by a few decimals.

The survey *Italiani Solidali (Italians in Solidarity)* by BVA Doxa gives us an unprecedented insight into the so-called *informal donors*, people who made donations not passing through an association (donations to Mass, alms on the street, informal collections of a religious or non-religious nature, donations for schools, etc.) shows a significant decrease from 41% in 2019 to 33% in 2020. This is certainly due to the lower density of occasions where to exercise this form of solidarity (first of all the Mass).

BVA Doxa research Even on the front of donations to the NPOs is recorded a decline, coming to 21% of donors, compared to 26% in 2019 and 28% in 2018. If overall about 1 in 3 Italians have

donated to the emergency there is a 6% share of the population that has done so, but simultaneously has not made any donation to a nonprofit organization. This is an important figure because it represents the estimate of those who, due to the pandemic, have made lack support for the nonprofits that have suffered and are suffering the impact of the emergency in terms of resources. Therefore, putting together the various data available, there would seem to be no doubt that the generosity of Italians has been able to respond promptly to this epochal call for solidarity, but that, since the number of donors in Italy remains almost stable and they have to choose how and whom to help in the period 2020-2021, some of them have chosen to donate not through an association, not directly to the beneficiaries, but to the large national fundraisers present in the media 24 hours a day.

This has unfortunately weakened the third sector, which has been phagocytized by the big players in fundraising, first and foremost the civil protection, favoring the growth of the share of "emergency" donors.

Once the "nebula" caused by the explosion of the emergency has cleared, it will be necessary to evaluate how much the non-profit sector - which constitutes a social infrastructure capable of planning, taking root and having an impact on the community - can count on the generosity of Italians.

This reading is supported by the results of the *"Survey on No-Profit Fundraising"* carried out by the Italian Institute of Donation in collaboration with CSVnet, the network of Volunteer Service Centers, which has been enriched, since the spring of 2020, at the same time as the explosion of the pandemic, by a specific survey on the impact of the pandemic itself. There is a preponderance of no-profit organizations that stated that they had raised less funds (81.8% of the sample represented by approximately 350 no-profit organizations from all over Italy).

Only a minority share of no-profits (14.8%) have not changed since the emergency. In general, 53.2% of no-profit organizations decreased their total income (from fundraising and other sources) in 2020, 21% increased it and 25.8% kept it unchanged. The data relating only to fundraising (which does not include other sources of income such as funding from public administrations) are similar.

The survey carried out by the Italian Institute for Donation records an unprecedented drop compared to previous editions, with 54.5% of no-profits reporting a decrease, 20.5% unchanged and 25% increasing. Funding from companies (decreased for 36.4% and unchanged for 58%) and from private citizens (decreased for 45.5% and unchanged for 37.5%) also fell sharply, while donor foundations increased for 26.1% of no-profits and decreased for only 14.8%. 2021 also confirms the negative trend: 43% of organizations estimate that they will close 2021 with a moderate or substantial decrease in income. In the midst of a picture of crisis for the fundraising revenues of NPOs, some positive elements emerge: for 28.4% of them, online donations increased in 2020. The IID survey on the impact of Covid on fundraising also shows an 18.5% share of NPOs that have had to resort to staff reductions due to lack of sufficient resources.

B. Donations of time: volunteering

Even the donation of time and skills, i.e. volunteering, has been put to the test by the pandemic. The, more or less, restrictive lockdowns had a strong impact on the very possibility of volunteering

by Italians: according to the “AVQ Istat Survey”, the quota of those who carried out free activities in associations dropped from 9.8% to 9.2%. The same downward trend was recorded in other surveys: the one on the impact of covid conducted by IID had already found that 45% of the organizations surveyed had been forced to interrupt their activities with volunteers and another 23% had had to reorganize with online activities. Among the many data available in the various surveys, it is worth reporting that the share of young women who engage in volunteer activities is growing: 13.1% of females aged 14 to 24 years volunteer, compared to 8.4% of young males.

C. Organic donations

Even on the biological donation front, the impacts of the pandemic were worrying: the number of those who donated blood in 2020 dropped by 3.4% compared to 2019 according to data provided by the National Blood Center, and the share of new donors decreased by 2%. Some positive signs, on the other hand, came from the donation of plasma and platelets in apheresis whose donors were up in 2020 by 7.5%: the effect was mainly caused by campaigns to raise awareness of the donation of hyperimmune plasma for the treatment of covid 19 synthons. The impact of the pandemic on organ and marrow donation has also been complex.

On the one hand, the health emergency caused a drop in organ and tissue transplants. Slight declines also in organ donation consents on ID renewals went from 68% in 2019 to 66.4% in 2020. However, 46.7% of those renewing their ID did not express an opinion.

CONCLUSIONS

The year 2020 tested the ability of Italian society to withstand an unprecedented crisis: the health emergency absorbed the generosity of Italians, diverting some of the resources that were traditionally allocated to non-profits. The non-profit sector itself reacted and stood by its communities to support them on both the health and social fronts. An action that has cost a lot of resources and has been offset in small part by the commitment of citizens. The share of those who donate money, volunteer, or make biological donations is always a minority, does not vary significantly and has been experiencing a trend of slow decline for many years. Reversing this trend is one of the crucial challenges for nonprofits and the period we are facing will serve to test their ability to raise awareness among citizens and intercept their generosity.