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**CHARITABLE AND SOCIALLY USEFUL ACTIVITIES
OF THE THIRD SECTOR IN PUBLIC ASSESSMENTS**

Ph. D. (c) Olga V. Rogach

Russian State Social University, Russia
ORCID: 0000-0002-3031-4575
rogach16@mail.ru

Dr. Elena V. Frolova

Russian State Social University, Russia
ORCID: 0000-0002-8958-4561
efrolova06@mail.ru

Lic. Svetlana V. Demina

Russian State Social University, Russia
ORCID: 0000-0003-2633-3519
dematown@rambler.ru

Ph. D. (c) Tatyana M. Ryabova

Russian State Social University, Russia
ORCID: 0000-0001-8204-2412
tani-87@inbox.ru

Ph. D. (c) Natalia V. Medvedeva

Russian State Social University, Russia
ORCID: 0000-0003-4617-4703
nmedvedeva1984@mail.ru

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Abstract

The article presents the results of a study aimed at studying the attitude of Moscow residents to charitable and socially useful activities. The key research method is a telephone survey of Muscovites aged 18 to 65 years. The sample consisted of 1,006 respondents. According to the data obtained, the highest level of activity in charitable and socially useful activities was shown by women with higher education, as well as women with minor children. The most preferred forms of charitable activity are identified: collecting money, things and products, providing information support. The results of the study showed a low level of confidence of Muscovites in the activities of NGOs, which is due to the lack or insufficiency of control over the expenditure of their financial resources. The problem of information vacuum around the work of the third sector is revealed. Respondents do not have a complete understanding of the specifics of charitable activities of NGOs and are not informed about the events held and their significance.

Keywords

Charity – Social support – Socially useful activities – Social policy – Third sector – Management

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Introduction

The development of the third sector is now one of the most important areas for improving the efficiency of the state's social activities. According to the results of numerous studies, the state's attention to the development of the third sector not only contributes to the growth of the quality of social services for the population, but also reduces the financial burden for the federal budget. In particular, it was found that the financial costs of developing a network of public institutions that provide public goods are significantly higher than the costs of supporting initiatives of non-profit organizations¹. A wide range of forms of charitable and socially useful activities of NPOs allows us to consider the third sector as a key player in the social services market. The advantages of NPOs in the role of social service providers are high quality of social services for the population², targeted assistance³, and high professionalism of NPOs in the implementation of traditional state functions⁴. In addition, there are target audiences of citizens whose specific needs go beyond the scope of social services offered by the state, while the state cannot quickly and flexibly adapt to public needs⁵.

Review of the scientific literature

Modern research has convincingly proved that the growth of the number of NPOs is directly related to the development of civil society⁶. Active development of the third sector is aimed at inflaming the public need for quality social services for the population, as well as public support for socially vulnerable groups⁷. The institutionalization of non-profit organizations is the first step towards securing socially important functions for non-governmental structures and institutions⁸.

A number of studies draw attention to the slow pace of development of the third sector in developing countries⁹. This may be due to the fact that in modern conditions, the

¹ L. M. Salamon y S. Toepler, "Government–Nonprofit Cooperation: Anomaly or Necessity?", *Voluntas: International Journal of Voluntary and Nonprofit Organizations* Vol: 26 num 6 (2015): 2155–2177.

² I. V. Mersyanova y V. B. Benevolensky, "NKO kak postavshiki sotsialnykh uslug: verifikatsiya slabykh storon", *Voprosy gosugarstvennogo i munitsionalnogo upravleniya* num 2 (2017): 83-104.

³ D. R. Makeeva; E. M. Kryukova; I. G. Shadskaia; I. V. Mukhomorova y E. N. Egorova, "The Economic Aspect Of Development Of Sphere Of Services Of The Russian Federation On The Example Of Ecological Tourism", *SGEM International Multidisciplinary Scientific Conference On Social Sciences And Arts* Vol: 4 (2017): 793-800

⁴ D. V. Volkov, "Public-Private Partnerships As a Variety of Socio-Economic Adaptation", *Contemporary problems of social work* Vol: 2 num 1 (2016).

⁵ T. I. Zvorykina, "Perspektivy i problemy razvitiya sotsialno-orientirovannykh nekommercheskikh organizatsii v sfere socialnogo obsluzhivaniya", *Socialnaya politika i sotsiologiya* Vol: 16 num 5(124) (2017): 73-81.

⁶ A. M. Belyakin y R. A. Baidamin, "Upravlenie regionalnoi nekommercheskoi organizatsiei: preodolenie vyzovov", *Vestnik gosugarstvennogo i munitsionalnogo upravleniya* num 3 (2015): 41-46.

⁷ K. Kirk; A. Abrahams y P. Ractham, "E-Progression of Nonprofit Organization Websites: U.S. Versus Thai Charities", *Journal of Computer Information Systems* Vol: 56 num 3 (2016): 244-252.

⁸ S. C. Mendel y J. L. Brudney, "Putting the NP in PPP", *Public Performance & Management Review* Vol: 35 num 4 (2014): 617-642.

⁹ J. R. Eschman; S. L. Schwartz y M. J. Austin, "CompassPoint Nonprofit Services: Strengthening the Capacities of Nonprofits (1971–2008)", *Journal of Evidence-Based Social Work* Vol: 8 num 1-2 (2011): 143-159.

activities of non-profit organizations are limited by a number of factors. First of all, the financial crisis has significantly exacerbated the problem of state subsidies to NPOs and reduced the share of the population as conditional donors to public organizations¹⁰. The high level of dependence of NPOs on voluntary donations and public funding initiates a decrease in their sustainability and effectiveness, especially in the conditions of socio-economic instability in most countries¹¹. The response to these trends is the formation of hybrids that combine non-commercial and non-commercial activities¹². The growing hybridization among non-profit organizations represents a restructuring of the state and an adaptive response of these organizations to an increasingly turbulent environment¹³.

One of the problems of the development of charitable and socially useful activities of NPOs is the decline in the legitimacy of the third sector noted by experts¹⁴. Replicating cases of fraudulent actions of NPOs in the mass media, incompetence of the management of individual public organizations, and lack of control over the financial statements of charitable events/actions calls into question the public's confidence in the activities of NPOs¹⁵. It is a fairly common stereotype that public organizations spend less resources than the tax benefits they receive¹⁶. In these conditions, it is quite natural that the population is not well informed about the activities of NPOs, forms of charitable and socially useful activities, as well as types of monitoring their effectiveness¹⁷. Fragmentary attempts by the state to strengthen control over the expenditure of NPO funds from the focus on the quality of services, focus on the needs of the population, while the increase in the volume of reporting creates additional organizational difficulties¹⁸. Digitalization of the social sphere and the dynamic development of information and communication technologies require additional efforts from non-profit organizations when forming applications and reporting on the results of their activities¹⁹.

¹⁰ Y. H. Kim y S. E. Kim, "What Accounts for the Variations in Nonprofit Growth? A Cross-National Panel Study", *Voluntas: International Journal of Voluntary and Nonprofit Organizations* num 29 (2016): 1–25.

¹¹ M. J. Stecker, "Revolutionizing the Nonprofit Sector Through Social Entrepreneurship", *Journal of Economic Issues* Vol: 48 num 2 (2014): 349-358.

¹² R. M. Kramer, "A third sector in the third millennium?", *Voluntas: International Journal of Voluntary and Nonprofit Organizations* num 11 (2000): 1-23.

¹³ S. R. Smith, "Hybridization and nonprofit organizations: The governance challenge", *Policy and Society* Vol: 29 num 3 (2017): 219-229.

¹⁴ M. Schlesinger; S. Mitchell y B. H. Gray, "Restoring Public Legitimacy to the Nonprofit Sector: A Survey Experiment Using Descriptions of Nonprofit Ownership", *Nonprofit and Voluntary Sector Quarterly* Vol: 33 num 4 (2004): 673-710.

¹⁵ J. Ihm, "Communicating without nonprofit organizations on nonprofits' social media: Stakeholders' autonomous networks and three types of organizational ties", *New Media & Society* Vol: 21 num 11-12 (2019): 11-12.

¹⁶ H. Lipman, "Senator seeks review to find out whether charities defraud taxpayers", *Chronicle of Philanthropy* (2001) y D. Song y D. H. Kim, "'I'll donate money today and time tomorrow': The moderating role of attitude toward nonprofit organizations on donation intention", *International Journal Of Nonprofit And Voluntary Sector Marketing* (2019).

¹⁷ L. M. Benjamin, "Mediating Accountability", *Public Performance & Management Review* Vol: 33 num 4 (2014): 594-618 y C. Moxham, "Help or Hindrance?", *Public Performance & Management Review* Vol: 33 num 3 (2014): 342-354.

¹⁸ T. Brandsen, U. Pape, *Barriers and Opportunities of Third Sector Development in the Netherlands*, National Report The Netherlands. TSI Working Paper Series. 2015.

¹⁹ E. V. Frolova; T. M. Ryabova y O. V. Rogach, "Digital Technologies in Education: Problems and Prospects for "Moscow Electronic School" Project Implementation", *European Journal of Contemporary Education* Vol: 8 num (2019): 779-789.

The most difficult criteria for evaluating non-profit organizations when submitting applications for government tasks related to their representation on the Internet. The lack of financial and human resources in the third sector makes the problems of effective management in non-profit organizations, and ensuring the effectiveness of their work²⁰, and motivating employees²¹ relevant. The presence of competent, interested employees is the most significant factor in the development of non-profit organizations²². The problems of manpower, financial and infrastructural support of NPO activities leads to the decline in volunteer support from citizens, initiate a discrepancy between expectations and the actual practices of social assistance, which provide NPOs²³. Questions of inclusion of the population in the work of the non-profit sector, both as recipients of services from NPOs, and as conditional donors, shift the boundaries of research towards identifying motivational attitudes of the public to support the third sector²⁴.

Research methodology

The article presents the results of the third block of research conducted under the leadership of the Moscow house of public organizations. The authors set a goal to study the attitude of Moscow residents to charitable and socially useful activities in the context of “helping behavior”. When developing the research methodology, the authors carried out the operationalization of this concept. In particular, the term “helping behavior” is interpreted as a prosocial behavior of the subject associated with providing assistance in its various manifestations: support, care, complicity, and compassion to those who need it. It is important to keep in mind that helping behavior does not provide any external rewards for the subject. The following indicators were used to identify helping behavior in this study:

- experience of participation in charitable and socially useful activities;
- experience in participating in mass charity events of NPOs;
- evaluation of participation in charity events;
- motivation for participation/non-participation in charitable and socially useful activities;

²⁰ M. V. Vinichenko; P. Karacsony; A. V. Kirillov; A. A. Oseev; O. L. Chulanova; S. A. Makushkin y V. Ju. Shalashnikova, “Influence of time management on the state of health of students and the quality of their life”, *Modern Journal of Language Teaching Methods* Vol: 8 num 5 (2018): 166-184.

²¹ R. B. Slama y J. Choukir, “Faculty members’ productivity and research funding: Intrinsic and/or extrinsic motivations”, *Advanced and applied sciences* Vol: 6 num 4 (2019): 130-142 y T. L. Nguyen, “Enhancing students’ learning motivation for better academic performance: An empirical case in Dong Nai Province, Vietnam”, *Advanced and applied sciences* Vol: 6 num 3 (2019): 17-22.

²² O. V. Rogach; E. V. Frolova y T. M. Ryabova, “Academic competition: rating race”, *European Journal of Contemporary Education* Vol: 6 num 2 (2017): 297-307.

²³ M. Schlesinger; S. Mitchell y B. H. Gray, “Restoring Public Legitimacy...”

²⁴ S. Choi; H. Kim; M. Chung y S. Y. Lee, “Online Donation Experiences, Donation Awareness, and Intention of Future Donation Among Teenagers in South Korea”, *Journal Of Social Service Research* Vol: 45 num 5 (2019): 622-633 y T. Evstratova; V. Shalashnikova; N. Starostenkov; E. Nakhratova; A. Zotova y M. Ziroyan, “Practical aspects of volunteer movement development in Moscow”, *Research Journal of Pharmaceutical, Biological and Chemical Sciences* Vol: 7 num 3 (2016): 2073-2081.

- readiness to participate in charitable and socially useful activities in the future;
- desire to get information about mass charity events.

Empirical data were collected in November-December 2018. The sample consisted of 1006 respondents over the age of 18. Gender and age of residents of the city of Moscow became the signs of representation. The leading method of the research was a telephone survey of respondents based on random generation of phone numbers in the proportion: 70% mobile phones, 30% of landlines.

Research result

According to the data obtained, the frequency of participation of Muscovites in charitable and socially useful activities varies significantly depending on the selected forms and methods of participation (table 1).

Statement	yes	no	I find it difficult to answer
helping strangers	77	21	2
donating money or things to charity (not counting alms)	69	30	1
participate in volunteer work	10	90	0

Table 1

Distribution of answers to the question “Have you had any experience in the last two or three years...” (in % of the total sample)

Using the term “helping behavior” as widely as possible (providing assistance to those in need in various manifestations), we can state the orientation of Muscovites to provide free assistance to those in need. The results of the survey illustrate that 77% of Muscovites have repeatedly provided assistance to strangers over the past few years. 69% of the respondents donated money or things to charity. If we take the possibility of overstating the responses of respondents as a limitation of this study, we should take into account that such a result still indicates the perception of “helping behavior” as socially approved.

Let's note that much less often Muscovites of retirement age, as well as representatives of low-income segments of the population, claimed that they had experience in helping strangers. This pattern is quite logical. These social groups, as a rule, themselves belong to the category of those in need of additional material and other assistance and can not act as a benefactor. Working Muscovites aged 25-34, with higher education, whose material well-being is estimated by the respondents themselves in the range of “average” and “high-income categories of citizens” are more active in providing assistance.

It is noteworthy that 87% of the respondents provided assistance to strangers as a personal initiative, and only 9% of the respondents – in the framework of some action or event organized on the initiative of an NPO (table 2).

Forms of participation in charitable and socially useful activities	On their own initiative, independently	Within the framework of an action or event organized by an NPO
helping strangers	87%	9%
donating money or things to charity (not counting alms)	77%	18%
participate in volunteer work	54%	43%

Table 2

Did you provide assistance to strangers on your own initiative or as part of an event organized by an NPO? (% of those who have experience of participating in charitable and socially useful activities).

According to the survey of Muscovites, women with higher education and women with minor children are relatively more likely to act as donors. It is expected that young people under 25 are less active in this role.

The research materials illustrate the low participation of Muscovites in volunteer activities. Only 10% of the respondents have experience of such work, and only half of them participate in volunteer work on their own initiative. At the same time, among students, the share of applicants for participation in volunteer activities is 2-3 times higher than in the whole sample.

The data obtained in the course of the study correlate in some way with studies conducted at the national level (by the All-Russian center for public opinion research in 2017 and the Levada center in 2016). According to all-Russian surveys, no more than 7% of Russians participate in volunteer work, which is lower than the data provided for Moscow. Thus, we can conclude that the volunteer activity of Muscovites is higher than in Russia as a whole, including due to a greater concentration of young people and students under the age of 25, who are the key subjects of volunteer work.

The key focus of this study was to study the attitude of the Moscow population to the third sector. One of the indicators of this attitude is participation in mass charity events organized by non-profit and public organizations. It was found that most of the residents of the capital have experience of participating in charitable and socially useful activities, while the share of those who cooperate in this activity with NPOs is significantly lower. To a direct question: "Have You participated in mass charity events organized by non-profit and public organizations over the past few years?" only 17% of the respondents gave a positive response. However, in view of the low awareness of Muscovites about the activities of NPOs, the actual figures may fluctuate significantly. In particular, Muscovites in most cases do not have an accurate idea of the status of the organizer of the action/event. This was stated by $\frac{3}{4}$ of the respondents, from among those who took part in charity events. In addition, 87% of the respondents could not remember the name of the event and their answers were given in general form: a charity concert, collecting money or things, just "help" (without specifying its form).

The socio-demographic cross-section in the group of the respondents who participated in mass charity events of NPOs showed that in the whole sample, the share of Muscovites aged 18 to 34 years is higher, the dominant share of them are citizens with higher education. Significantly lower in the sample are respondents who have the status of "a pensioner", as well as those citizens who can be classified as disadvantaged, low-income, underprivileged social groups.

In addition to the current experience of participating in charitable and socially useful activities, the study also examined the readiness of Moscow residents to participate in this way in the future (the potential for participation). For this purpose, the questionnaire of the mass survey of Muscovites included a question that allowed dividing respondents into groups according to their willingness/unwillingness to join with other people to participate in charitable and socially useful activities. According to the data obtained, two-thirds of Muscovites (65%) expressed a propensity to cooperate, while about a third expressed a negative opinion or found it difficult to determine their position.

This distribution of the responses illustrates the majority of Muscovites' attitude to cooperation and interaction. Among them, the proportion of Muscovites aged 25 to 34, non-working citizens (with the exception of pensioners and students), as well as social optimists (those who expect their family's life to improve in the coming years) is significantly higher. Muscovites of retirement age, on the other hand, are less likely to express their willingness to join together for joint actions with other people, which can be caused by a number of reasons: low health, poor financial situation, high level of distrust and alienation from social initiatives, low awareness of the activities of NPOs, etc.

Please note that the respondents who expressed their willingness to join and cooperate to participate in socially useful activities, in addition to the socio-demographic profile, have other differences. In particular, they are more informed about the activities of NPOs, appreciate their role and importance for the socio-economic development of the country, have experience in volunteering, and also express interest in getting more information about mass charity events and events organized by NPOs, and the opportunity to participate in socially useful activities in the future.

The share of the respondents who noted their unavailability/unwillingness to participate in charitable and socially useful activities of NPOs was 25% of the total sample. Among them the representation of preferential categories of persons, citizens with low purchasing power, and social pessimists is relatively higher. Among the responses in this group of the respondents, the choice of such statements as: "no one needs this", "there is no real benefit anyway", "it is so difficult for me to help someone else."

An important aspect of the study was the question of the preferred forms of participation of Muscovites in charitable and socially useful activities. Taking these preferences into account can help NPOs establish a constructive dialogue with the public and involve them more effectively in their activities. However, the survey did not reveal a significant differentiation in the responses of the respondents, which may indicate the demand for different options for public participation in charity: blood donation, free legal advice, trips to orphanages, assistance to the elderly, etc.

A little more often than others, the preferences of Muscovites (potential participants) were given to such forms of participation of Muscovites in charitable and socially useful activities as:

- collection and transfer of items and products to those in need (78%);
- providing information support, including informing friends and a wide range of people about charity events and activities of public organizations in various conversations, social networks, the Internet, etc. (62%);

- raising funds for those in need (58%).

Of interest is the fact that for each form of charitable and socially useful activity, it is possible to identify the features of the socio-demographic profile of Muscovites – respondents who chose these forms statistically more often than in the whole sample (table 3).

№	Preferred forms of participation in charitable or socially useful activities of NGOs	Socio-demographic profile of respondents who prefer this form of participation more often than in the whole sample
1	Participation in mass charity events	- young people (18-34 years old) - students - unemployed (except pensioners)
2	Participation in trips to hospitals, orphanages, homes for the disabled, the elderly, etc.	- young people (18-34 years old) - having minor children
3	Help at home for disabled people, elderly people, large families (buy food, take it to the clinic, go to social protection agencies, etc.)	- age 35-44 years - not working (except pensioners)
4	Collection and transfer of things and products to those in need	- young people (18-24 years old) - housewives
5	Raising funds for those in need	- young people (18-34 years old) - with a high level of purchasing power
6	Professional assistance, work as a specialist or consultant (for example, a medical professional, teacher, designer, lawyer)	- young people (18-24 years old) - working Muscovites
7	Participation in the improvement of social institutions (repair of orphanages, etc.)	- men - youth (18-34 years old) - working Muscovites - having minor children
8	Blood donation	- men - age 18-44 years - having minor children
9	Providing information support (informing friends and a wide range of people about charity events and activities of public organizations in personal conversations, social networks, the Internet, etc.)	- young people (18-24 years old) - age 45-59 - housewives

Table 3

Socio-demographic profile of respondents depending on the preferred forms of participation in charitable or socially useful activities of NPOs

As part of the survey, an attempt was made to identify the motivation for the participation or non-participation of Moscow residents in charitable and socially useful activities. To do this, the respondents were divided into 2 groups based on “participated/ would like to participate” and “did not participate/ would not like to participate”. Each group of the respondents was asked to express their agreement or disagreement with a number of statements related to the formation of “helping behavior” (table 4 and table 5).

Reasons for participation	I Agree	I Do not agree	I find it Difficult to answer
Anyone can be in trouble	88 %	10 %	2%
I may need help some day	88 %	8 %	4%
I feel a spiritual need, I want to show love and compassion for people	87 %	11 %	2 %
Participating in charity becomes fashionable	36 %	56 %	8 %
Participation in charity helps to achieve respect from others	36 %	58 %	7 %
Many of my friends do charity work	29 %	62 %	9 %

Table 4

Distribution of the responses of respondents who are ready to participate in charitable and socially useful activities, %

The responses presented in table 4 show different reasons for creating motivation to participate in charity: altruistic or egoistic motivation to help. According to the response, altruistic motivation is based on understanding the social vulnerability of any person, the possibility of being in a similar difficult life situation. It should be noted that altruistic motivation dominates among Muscovites (“it can happen to anyone” - 88%; “I feel a spiritual need to help” - 87%). However, almost a third of respondents also show a selfish motivation, which consists in helping others to gain some benefit and recognition (“achieve respect from others” - 6%; “fashionable” - 36%).

Special attention should be paid to the “helping behavior” of Muscovites, based on the hope that they will also be helped if a disaster occurs – 88%. This motive can be interpreted through the prism of social exchange relations or “social credit” (exchange for potential support in the future).

Reasons for refusing to participate	I Agree	I Do not agree	I find it Difficult to answer
I have no available funds for financial assistance to those in need	74 %	22 %	4 %
I don't have free time for charity and social activities	66 %	29 %	5 %
Other people's pain and misfortunes affect me depressingly	55 %	41 %	4 %
I do not trust non-profit organizations, they exist for themselves and it is not clear how they spend money	48 %	33 %	19 %
Helping those in need is a matter for the state, not for citizens	48 %	45 %	7 %
Everyone should help themselves	43 %	52 %	6 %
I do not like to engage in socially useful activities	37 %	55 %	8 %
Charity is only for the rich	30 %	66 %	4 %
Charity only corrupts, does not solve any problems	24 %	67 %	9 %

Table 5

Distribution of responses of respondents who are not ready to participate in charitable and socially useful activities, %

Among the motivators of non-participation in charitable and socially useful activities, there are two “basic” ones that sounded more often than others during the survey. These are “no free money” (74%) and “no time” (66%).

Assessing the objectivity of these responses is complicated by the lack of accurate data on the respondents, but it can be noted that the lack of money was relatively more often referred to by pensioners and non-working citizens, as well as the respondents with low self-assessments of their family's purchasing power. The lack of time was more often pointed out by working citizens and young people (students).

Another group of motives is set to shift social responsibility ("let others help"), namely the state (48%), everyone for himself (43%), the rich (3%). It is noteworthy that the agreement with each of these three judgments was relatively more often chosen by Muscovites of retirement age and financially unsecured citizens, who, having very limited resources, consider charity/assistance to socially vulnerable categories of the population – the lot of the state and rich citizens.

For some Muscovites, the motive for not participating is a rather negative attitude to charity in general and to charitable organizations (NPOs) in particular. This group of the respondents believes that non-profit organizations are not trustworthy, since their spending is not fully monitored (48%). There was also an opinion about the negative consequences of charity – "corrupts and does not solve any problems" (24%). At the same time, almost more than a third of the respondents who do not plan to participate in charitable and socially useful activities, admitted their dislike for "helping behavior" (37%), psychological discomfort ("someone else's pain and misfortunes affect me depressingly" - 55%). A certain paradox is that the respondents who make up the group of disabled pensioners are relatively more likely to talk about psychological discomfort.

An indicator of the interest of Muscovites in the charitable activities of NPOs can be a desire or unwillingness to receive information about mass charity events and events organized by non-profit organizations in Moscow. However, it should be taken into account that in conditions of information overload, additional information about NPOs can be considered as unwanted spam that causes irritation regardless of the content and source of information. Taking this factor into account, the result of the survey - 43% of Muscovites who expressed a desire to know more about mass charity events and events organized by NPOs - can be considered positive. This circumstance dictates the need to expand information coverage of the activities of NPOs (increasing information channels and expanding information content). However, the share of respondents (56%) who do not want to receive additional information on the public-useful activities of NPOs remains very high.

Discussion

The declared level of participation of Muscovites in mass charitable actions of NPOs shows very low indicators (20%). The respondents do not remember the specific names of NPOs and events in which they participated. At the same time, it can be assumed that in reality the share of non-profit holders and participants of mass actions organized by them is higher. Residents of the capital are not always aware of the services of which structure (non-commercial, commercial or state) they used, and who exactly is the organizer of the events in which they participated.

The presence of personal experience of interaction with NPOs or awareness of the work of the sector affects, rather, the general attitude to the activities of NPOs (often more positive), but weakly determines the other parameters of the public's attitude to NPOs. Ideas about the purpose, functions, and understanding of the public role of NPOs remain

very vague in the mass consciousness. The consequence of this situation is that the population does not understand the advantages of “third sector” organizations in comparison with other players in the social services market.

The formation of such values as cooperation, solidarity, and mutual assistance can be considered as the basic prerequisites for the development of non-profit organizations. The condition for expanding the borders and influence of the “third sector” is the formation of trust, positive motivation, interest of citizens in volunteer activities, their confidence in the effectiveness of joint efforts²⁵.

The potential for increasing the positive perception of the work of NPOs in public opinion can be revealed rather than by increasing the volume of activities of NPOs, but by expanding social advertising and connecting more broad layers to the activities of NPOs. Almost half of Muscovites responded positively to the question about whether they would like to know more about mass charity events and events organized by non-profit organizations, which indicates that there is interest in both charitable activities and NPOs in general. The study showed that non-profit organizations have a real chance to attract Muscovites to their activities both on a regular basis and within the framework of individual actions and events.

Conclusions

Thus, the results of the study showed that “helping behavior” is now inherent in a very large part of the capital’s residents: over the past few years, 77% of Muscovites have helped strangers (in any form), 69% have donated things and money to charity, and 10% have participated in volunteer activities. The result shows that providing assistance and support to strangers is at least socially acceptable today. At the same time, for the most part, the respondents provided assistance on their own, much less often – in the framework of events and actions of NPOs. Muscovites with higher education and representatives of financially secure groups of citizens are relatively more active in terms of providing assistance and participating in charity. Women and citizens aged 45-59, as well as Muscovites who have minor children, most often act as donors, and student youth – as volunteers in the framework of actions and events of NPOs. Less often, pensioners and representatives of low-income groups, i.e. those who themselves often need support and assistance, claimed that they had experience of participating in charity and volunteering.

We can conclude that the potential for attracting Muscovites to participate in charitable and socially useful activities is quite high. According to the data received, almost 2/3 of Muscovites do not exclude the possibility of participating in such forms of charity as collecting money, things and products for those in need, and providing information support. At the same time, in general, young people are more focused on participating in charity, while Muscovites of retirement age, on the contrary, are less likely to express their readiness for socially useful activities.

However, the results of the survey showed that only a small percentage of residents of the capital cooperate with non-profit organizations in the implementation of

²⁵ O. V. Rogach; E. V. Frolova y T. M. Ryabova, “Theory of “trust” in the focus of expectation study concerning educational space key actors”, *Journal of Contemporary Education* Vol: 7 num 2 (2018): 392-399.

charitable and socially useful activities. But even when interacting with an NPO, the respondents found it difficult to remember its name, form, and/or the name of the campaign. For those respondents who expressed their unwillingness to participate in socially useful activities, a high percentage of Muscovites express distrust of the activities of NPOs due to weak control over the spending of charitable funds.

At the same time, there is an altruistic motivation for Muscovites to participate in charitable and socially useful activities, expressed in the desire to help those in need, and an egoistic motivation – the expectation of reward in the form of a social vocation, respect, or the opportunity to receive help and support in the future. Only a small part of respondents follows someone else's example or fashion, which can not be considered as a channel for attracting the social masses to the socially useful activities of NPOs.

Most often, the unwillingness of Muscovites to participate in charitable activities of NPOs is associated with a lack of money and time. Other reasons for non-participation include the belief that charity is the task of the state or the lot of the rich; in addition, some citizens admit to dislike socially useful activities or experience psychological discomfort at the sight of someone else's suffering and pain.

The results of the survey showed that 43% of Muscovites expressed a desire to know more about mass charity events and events organized by NPOs. This circumstance dictates the need to expand information coverage of the activities of NPOs (increasing information channels and expanding information content).

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