



DORAPULSE



“SOCIAL SOLIDARITY RESEARCH”

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With the fifth issue of DoraPulse “Social Solidarity Research”, Dora Research tries to understand the opinion and point of view of Turkish people about Social Solidarity and Aid Foundations.

Which of the social solidarity foundations are regarded highly by the Turkish people? How well are these foundations known? Do people voluntarily work for these foundations? How often do these foundations get donations? What are the factors that affect voluntary participation and donation to these foundations?

The fieldwork of this research was conducted through online surveys with 124 respondents who work in different sectors. All of them were greater than 19 years old. The study was conducted between 26th of July and 5th of August 2010.

The average age of the respondents who participated in this research was 29,3. The top three age groups that helped in this research were 35-39 (24%), 30-34 (23%), 45 years old and older (22%). The majority of the participation to this research came from Management and Marketing sectors/industries. 20% of respondents work

in Management, 18% in Strategic Planning/Marketing, 17% in Market Research.

Social Solidarity Foundations Awareness

The awareness and recognition of foundations by people are an extremely important asset for social solidarity foundations as they are one of the main determinants of donations to these charities. Cagdas Yasami Destekleme Dernegi (CYDD) came first in foundation awareness (41%). Turkiye Kizilay Dernegi followed it closely and came second with 40%. Egitim Gonulluleri Dernegi (TEGV) was the third most known and recognized foundation with 28%. Other noteworthy social solidarity foundations include TSK Mehmetcik Vakfi (21%), Turkiye Erozyonla Mucadele Vakfi (TEMA) (19%), UNICEF (18%), Deniz Feneri Yardimlasma ve Dayanisma Dernegi (18%) and AKUT (Arama Kurtarma Dernegi) with 16%.



Most appreciated Social Solidarity Foundations

When asked about the appreciation of the works of the social solidarity foundations, just like the awareness, Cagdas Yasami Destekleme Dernegi (CYDD) comes in first place (17%). Egitim Gonulluleri Dernegi (TEGV)

follows it closely (15%) and Akut takes the third place (14%). Other appreciated social solidarity foundations include UNICEF (10%), Turkiye Erozyonla Mucadele Vakfi (TEMA) (9%), Dogal Hayati Koruma Vakfi (WWF) (8%), TSK Mehmetcik Vakfi (7%) and Turkiye Kizilay Dernegi (6%).

Social Solidarity – Participation

40% of the participants stated that they voluntarily took part in at least one social solidarity event and foundation, while the remaining 60% didn't voluntarily work with any of the foundations before. 38% of the respondents are involved with the decision making process of which charity/foundation to donate to in the company they are working for. 21% of them only give opinions about which foundation/charity to donate or aid to and 41% of them are not involved in the decision making process at all (about the donation process).



66% of the companies in which the participants are working for are making donations to social solidarity foundations. The remaining 34% is distributed between no donation & aid to any charity by the company (16%) and don't know responses (18%) from the respondents.

Certain foundations are preferred by the companies to make donations. AKUT (Arama Kurtarma Dernegi) comes first (16%). It's being followed closely by Make-a-Wish Turkiye and CYDD (Cagdas Yasami Destekleme Dernegi) (15% each). Deniz Feneri Yardimlasma ve Dayanisma Dernegi (13%), Dogal Hayati Koruma Vakfi (WWF) (9%) and Egitim

Gonulluleri Dernegi (6%) are other major charity organizations that are preferred by the companies for making donations.



Donation Frequency by Companies/Firms

When the donation frequency of companies/firms to the foundations is investigated their average can be found as making 3 donations each year. 15% of the companies are making two donations per year; another 15% donates once a year. 10% of the firms are making donations to social solidarity foundations once a month and 8% of them are making donations within every two to three months. Unfortunately 37% of the respondents didn't know how frequently their companies were making donations to charities.

Factors that affect voluntary support to Social Solidarity Foundations

The trustworthiness of the foundation and its aim/goal/mission/purpose were the most important criteria's that affected the voluntary support to them. (82% each) Whether the foundation is supporting education is the second criteria the participants were looking for. (77%) Four other criteria's were very close to each other in terms of determining support to the foundations. Being an acknowledged foundation (66%), being in line with the firms/company's brand perception (65%), frequent promotion of their achievements and

events (65%) and being a leading foundation in terms of humanitarian aid (63%).



Conclusion

When it comes to social solidarity foundations, this research has shown that there are 3 main areas that the respondents really care about in their decision making process about whether to voluntarily aid and donate to foundations. These are; Nature, Health and Education. Foundations which look after and deal with these 3 values gain a significant advantage in having a better perception and image in the minds of people. Unicef comes ahead of other foundations because its global and its dealing with health related issues. TEMA is well known and respected by the respondents of this research because its aim is to protect the nature and look after it. TEGV and CYDD are extremely appreciated by the people because they support education and work for improving education conditions and increasing the reach of education to the people/masses that wouldn't otherwise have access to any educational institution.

ABOUT DORAPULSE AND DORA RESEARCH

Starting from June 2009, Dora Research publishes syndicated reports quarterly on different topics. Please visit www.doraresearch.com or contact info@doraresearch.com to have the full and detailed report of this research. Being a full service research agency, Dora Research renders value added research services to many clients with its experienced and dedicated team.

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