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DEZVOLTĂM OAMENI, ORGANIZAȚII, COMUNITĂȚI!

Studiu

Ce cred moldovenii despre OSC-uri?

Acest studiu a fost realizat cu sprijinul poporului american prin intermediul Agenției Statelor Unite pentru Dezvoltare Internațională (USAID). Conținutul studiului este responsabilitatea Centrului CONTACT și Date Inteligente SRL și nu reflectă neapărat opinia USAID sau a Guvernului SUA.

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About this Study

The CSO Perception Analysis Study is a comprehensive research project involving civil society organizations (CSOs), companies, and the general population. It is part of the Moldova Civil Society Resiliency Activity (CSRA) implemented by the CONTACT Centre with financial support from USAID Moldova. The study was initiated to establish a baseline for CSRA project indicators and enhance project planning. The baseline study aims to **(a)** assess the current situation and establish a baseline for monitoring and evaluating the project's progress and **(b)** identify the needs and challenges CSOs face in engaging constituents and mobilizing diverse financial resources.

To conduct this study, CONTACT engaged a specialized research company, Intelligent Data LLC (IData), following a competitive selection process. This report presents the results of the survey conducted with IData LLC's assistance. You can find more about the company [here](#).

Background and Objectives: This report examines the differing perspectives and perceptions of civil society organizations (CSOs), companies, and the population of the Republic of Moldova regarding the activities and impact of CSOs on society and the community. The study used detailed questionnaires and thematic analyses to explore various aspects, including the organizational composition of CSOs, their fundraising capabilities and diversification, the evaluation of perceptions about CSOs, and the potential for collaboration with civil society. The study also focused on understanding how the private sector and the general population perceive, understand, and engage with civil society organizations (CSOs) and the social causes they support. This involved assessing the level of trust in CSOs' activities, interest in collaboration and financial support from companies, and the degree of the population's involvement and cooperation in these social causes.

The report will briefly present the thematic results obtained from the analyses and discussions with representatives of CSOs, companies, and the general population. This will provide a deeper understanding of perceptions and expectations from these critical actors in Moldovan society. These results can serve as benchmarks for developing and implementing informed strategies and actions to strengthen collaboration and promote CSOs' positive impact on Moldovan society and communities.

Questionnaire structure: The research consists of three separate studies and surveys aiming to diversify the topic related to CSO activities and the associative environment by exploring the perceptions and experiences of three groups: CSOs, private companies, and the general population. **CSOs:** The questionnaire comprised five sections: 1. Organizational composition and priorities, 2. Financial viability and fundraising, 3. Public perception and level of trust, 4. Organizational efficiency, and 5. Legislative aspects and suggestions for improvements. **Private companies:** The questionnaire for the private sector was divided into the following parts: 1. Knowledge and trust in CSOs, 2. Donations and social involvement, 3. Relationship between companies and CSOs, 4. Impediments and motivations for financial support, and 5. Power, interest, and satisfaction of respondents. **Population:** This questionnaire was structured in five sections: 1. Knowledge and perceptions about CSOs, 2. Civic participation and engagement, 3. Funding and donations to CSOs, 4. Perceptions of CSOs' effectiveness, and 5. Power, interest, and satisfaction.

The **sample structure** for each study was created to be representative, considering the proportions of the categories that make up the entire group of respondents. Therefore, each sample is nationally representative based on the following subpopulations:

- CSO study – by region.
- Private companies' study– by size and region.
- Population study - by gender, age, education level, occupational status, and living environment.

Study design: This study is divided into distinct sections, each focusing on a specific aspect of the research process. The methodological section first explains the approach and tools used to collect data from each target group. The findings section then presents the survey results, offering a detailed analysis of the perceptions and motivations identified. At the end of the study, the annexes contain all the responses obtained during data collection.

Relevance and Implications: Understanding stakeholder perceptions is crucial for improving the effectiveness and sustainability of CSO initiatives. This study aims to inform strategies for strengthening partnerships, increasing public engagement, and maximizing the impact of CSO activities in the Republic of Moldova by exploring the perspectives of CSOs, private companies, and the general population. Through this diversified approach, the study aims to provide valuable insights into civil society engagement and pave the way for more effective collaborations and social change initiatives in the Republic of Moldova.

About Date Inteligente LLC

The Date Inteligente LLC conducted a sociological study to identify the perception of citizens, private companies, and CSOs towards the activities of non-governmental organizations. The company has rich experience conducting surveys and research on sociopolitical and economic topics such as project evaluation, market, and brand perception analysis, identifying consumer satisfaction, public opinion analysis on government programs and projects of non-governmental organizations, and analysis of legal frameworks.

Since its opening, Date Inteligente LLC has completed over 130 projects for national and international organizations and local companies.

- Vision - We offer individualized solutions implemented promptly, ensuring effective communication and great attention to detail.
- Mission - To become a reliable, dynamically developing partner providing professional and efficient services.
- Innovation – we create value by generating and implementing new ideas and efficient solutions.
- Integrity – we are honest and responsible towards society, partners, and customers.
- Dedication – Date Intelligent SRL is not just a job for us; we live our dreams through it.
- Teamwork – we value and involve each team member to the maximum.

All data used in the work process meet quality requirements, sufficiency, variability, and veracity. The collection is carried out strictly methodologically. We provide our partners with information on how data was collected and analyzed. We assume data confidentiality.

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Methodology:

Questionnaires Structure

1. CSO questionnaire

The survey was conducted in Romanian and Russian. The structure of the questionnaire consists of 4 blocks of questions, which focus on different aspects and create a broad and representative image to understand the structure and experience of CSOs in Moldova. The questionnaire consists of the following topics:

1. General information about CSOs
2. Financial viability
3. Fundraising
4. Donation
5. Level of trust and public perception
6. Organizational efficiency
7. Legislative aspects
8. Summary of key findings and recommendations

2. Companies Questionnaire

1. Enterprise information
2. Funding and Trust in CSOs
3. Donation
4. The relationship between Companies and the Associative Environment
5. Main Impediments and Motivations
6. Power, Interest, and Level of Satisfaction

3. Population questionnaire

1. Knowledge and Perceptions About CSOs
2. Funding and donations to CSOs
3. Perceptions of the work of CSOs
4. Degree of Involvement and Recommendations
5. Demographics

Data Collection Method

The survey was conducted by telephone, using the CATI method, using a tablet-based electronic device to ensure efficient and accurate data collection by 40 iData network operators. The data was collected using specialized data collection software for mobile surveys, SurveyToGo, and the analysis was performed with SPSS statistical analysis software. A group was created on the Viber platform to monitor interview operators more effectively. This group served as a communication channel where useful information was transmitted daily. A Daily Register was created to ensure a correct and detailed activity record containing all relevant information about the study. This register has daily records of questionnaires and iData operators' lists. These tools and procedures have contributed to efficient and well-organized data collection, ensuring rigorous records and proper monitoring of data collection progress.

Training of Interview Operators

The training of interview operators took place online, on the Zoom platform, to facilitate the participation of operators from all over the territory of the Republic of Moldova. Trainings were held for each questionnaire, considering the differences and specific aspects of each study and target group. The training process focused on the following elements:

Purpose of the Study and Importance of Methodology: The purpose of the study was explained in detail, along with why it is essential to follow the established methodology. The importance of each interview and its contribution to the overall success of the study was emphasized.

Specific terminology: The specific terminology used in the study was presented and explained to ensure that all operators have a common understanding. It is crucial to avoid any ambiguity during interviews.

Questionnaire: The questionnaire's content was detailed, and the importance of each question was highlighted. Operators must deeply understand the questions to ask respondents and get accurate answers.

Software Survey Solutions: Training was provided in downloading and using Survey Solutions software. This tool is essential for efficient data collection, and operators have demonstrated using it properly.

Organization of data collection: Issues related to the organization and logistics of the data collection process were discussed. It includes establishing work programs and ensuring operators have all resources and contacts. This training

was essential to ensure that all interview operators had the knowledge and skills to conduct interviews accurately and obtain high-quality data.

Data Collection

Data collection for the **CSO study** occurred between November 23, 2023, and December 5, 2023, and was carried out by nine operators, including filling in the questionnaire online. This study's collection process was the fastest of all, mainly due to the responsiveness of organizations responding to both phone calls and online questionnaire completion. In total, 215 high-quality questionnaires were collected, with helpful information provided by CSOs.

Data collection for the **Companies study** took place between November 15, 2023, and December 13, 2023, and was carried out by 13 operators. This study and the population study took longer for various reasons. One reason is that not all respondents were familiar with the term CSOs, i.e., they could not participate in the questionnaire. Another reason is that they were not very receptive to participation.

Data collection for the **Population study** occurred between November 24, 2023, and December 16, 2023, and was carried out by ten operators. This study lasted the longest, with two main reasons: respondents were unfamiliar with the term CSOs, and the second reason was the difficulty of meeting quotas set in rural areas. The quotas for urban areas were met relatively quickly, and it was more difficult to find rural respondents who knew about CSO activities. Following the data collection, the following sample structure was obtained.

CSO Study, maximum sampling error 6,5%:

Region	Respondents	Percentage
Center	34	15.8
Chisinau	126	58.6
Gagauzia	7	3.3
North	33	15.3
South	15	7.0
Total	215	100

Disaggregated Data	Respondents	Percentage
Chisinau	126	58.6
Other regions	89	41.4
Total	215	100

Private Sector Study, maximum sampling error 6,5%:

Type/size of the enterprise	Frequency	Percentage
Large	32	14.0
Medium	53	23.1
Small	75	32.8
Micro	69	30.1
Total	229	100

Region	Frequency	Percentage
North	35	15.3
Centre	37	16.2
Chisinau	129	56.3
Gagauzia	11	4.8
South	17	7.4
Total	229	100

Population Study, maximum sampling error 5,2%:

The survey was completed by individuals who are familiar with the term "civil society organization" to some extent. Of 527 respondents, 354 indicated familiarity with the term, accounting for 67.1% of the total respondents. The remaining 32.8% did not know about this term and did not continue with the questionnaire. The sample used for the study represents individuals who understand CSOs and their activities.

Categories	Disaggregation	Frequency	Percentage
Sex	Man	146	41.2
	Woman	208	58.8
Age category	18-29 years	67	18.9
	30-44 years	113	31.9
	45-59 years	94	26.6
	60+ years	80	22.6
Education	Low	37	10.5
	Medium	133	37.9
	High	181	51.6
Occupation	Active	215	61.6

	Inactive	134	38.4
Residence environment	Urban	206	58.2
	Rural	148	41.8
Total		354	100

Summary: CSO Study

This study questioned civil society organizations on various aspects, such as organizational composition, skills, and capacities to collect and diversify funds from individuals, economic agents, and public authorities. It assessed the perception of these entities on CSOs and the perception of organizations on the impact they have on society and the community. Next, the results of the topics addressed and discussed with CSO representatives will be briefly presented.

General information about CSOs. This chapter reveals a predominant distribution of local public associations among CSOs who participated in the questionnaire, accounting for 75.8% of respondents. An analysis of membership size indicates that most CSOs have between 1 and 10 members (51.1%), and a quarter have no volunteers. Regarding priority areas, non-formal education and training occupy the first position. Regional and community development and human rights complement the first three priority areas. Analysis of activities at the national and regional levels shows that, overall, there is a significant concentration of CSOs in activities at the national level. CSOs registered in Chisinau highlight a more pronounced focus on activity at the national level, while other regions are more focused on activities at the local and regional levels.

Financial viability. The chapter on the financial viability of CSOs revealed significant trends: Most CSOs (in 2021 and 2022) had budgets between 1 - 200,000 lei, and the increase in budgets over 2,000,000 lei increased in 2022. In Chisinau, there is an increase in CSOs with budgets between 1 – 200,000 lei. External donors, the 2% mechanism, and membership fees are the most common funding sources for all CSOs. External donors are the primary source, with 67.0%, and in Chisinau it reaches 69.8%. CSOs in Chisinau depend more on donations from private companies and revenues generated by selling products and services than those in other regions. 42.8% of CSOs plan to diversify their funding sources the following year, and 28.8% plan to do so to some extent.

Fundraising. 36.7% of CSOs consider their domestic budget diversification capacities moderate, and 21.9% of CSOs are assessed as having good or excellent capabilities. Most CSOs did not organize fundraising campaigns, and 42.3% did. The organization of campaigns is more pronounced in other regions of the country (53.9%) than in Chisinau (34.1%). The most common methods include online campaigns (50.5%), charity events (49.5%), direct emails (36.3%), donation boxes in public places (36.3%), and direct visits to businesses (35.2%). 42.9% of CSOs achieved planned success, and 47.3% reported partial success. Only 8.8% of CSOs did not achieve the desired success.

Donations. Of the CSOs participating in the questionnaire, 41.4% perceive that individuals are, to a small extent, willing to donate, similar to economic agents. The main challenge in collecting donations from individuals is a lack of money, necessary information about CSOs, interest, motivation, and confidence. Among the difficulties in collecting contributions from legal entities, problems also include lack of funds, fear of taxation, and lack of necessary information about the activities of CSOs. Among the challenges in collecting donations from public authorities were bureaucratic impediments and the need for more funds for donations.

Level of trust and public perception. People generally show low levels of trust in CSOs in Chisinau and other regions; similar distributions are observed regarding the level of trust. Among the reasons why people may not trust are the need for more information about CSOs' work and the lack of transparency about how CSOs carry out their activities. According to the answers of CSO representatives, most people trust the represented organization, and in Chisinau, this trust is even higher than in other regions.

Organizational effectiveness of CSOs. CSOs generally have a positive assessment as beneficial to society and the community. Chisinau has a more favorable outlook. Regarding organizational effectiveness, most statements were rated positively, with percentages ranging from 24.7% to 66.5%. The online presence is significant (90.2% on social networks), and the financial reporting is well done (88.8% at the State Tax Authority and 84.2% at the National Bureau of Statistics). In strategic planning, 81.4% have a vision. Online communication and communication plans are solid (71.6% with a plan, 63.7% with an updated website). About 60.5% published their annual report. In fundraising, 47.0% have strategies, but only 38.6% have a responsible person. The bottom line is that there is transparency, but efficiency in fundraising and strategic planning could benefit from improvements.

Legal aspects. Most CSOs consider the legal framework moderately effective but suggest the possibility of improvement. Perceptions are similar in Chisinau and other regions. Regarding legislative impediments, there needs to be a legal framework for sponsorship, and implementing the 2% mechanism requires including economic agents.

Summary: Private Sector Study

This study explored economic agents' perceptions of trust in CSOs' activities, the degree of interest in collaboration and financial support of social causes undertaken by civil society organizations, and possible motivations to influence more intensive cooperation between companies and the associative environment. Exploring perceptions within this study has created knowledge and results that can be benchmarks for taking informed actions in a well-understood context.

Enterprise information. The first segment of questions in the study investigated different details on the survey participants, such as their main field of activity, area of activity, and organizational-legal form. Most respondents represent LLCs (85.2%), most of which deal with trade (33.6%) and operate nationally (34.9%), locally (27.1%), regionally (24.0%), internationally (13.1%), and district (11.8%).

Funding and trust in CSOs. This chapter researched the general knowledge and level of confidence that economic agents have in different institutions. This general knowledge includes knowledge of the term 'civil society organization' or opinions on the purpose of CSOs and their funding sources. Respondents are mainly aware of the term "CSOs" (54.2%), and the majority opinion is that the purpose of non-profit organizations is the joint realization by associated citizens of civil, economic, social, and cultural rights and interests (58.9%).

Donations. In the next section of the questionnaire, participants answered various questions about donations to CSOs: whether they had donated in the past, under what conditions the amount of donations made, and the preferred way to make donations. Respondents were also asked about the level of participation in a range of social activities carried out by CSOs. According to the results, around a third of companies donated through various methods, either professional expertise or money. Similarly, a maximum of 33.6% of enterprises participated in or initiated social activities and, in decreasing proportions, participated in other activities. Most of them (43.7%) make donations when individuals address specific support needs; the preferred way to make donations is money (47.6%), and the most common thing that motivated them to donate was the desire to solve a problem or a social cause (25.8%). According to the answers, the average amount of donations represents 13,583 lei.

The relationship between companies and CSOs. In this part of the study, companies described the quality of relationships developed in Moldova, if any, and expressed to what extent they consider that an enterprise could benefit from collaboration with CSOs. Half of the respondents (52.0%) said they have no relationship with the associative environment, which is a significant proportion. Still, the collaboration of economic agents with CSOs will benefit both the population and the state and contribute to the excellent image of enterprises.

The main obstacles and motivations. Here, respondents reflected on the impediments of financially supporting a civil society organization and researched possible motivations. Most companies said that the main impediment was the lack of resources to make donations (47.2%) and that CSOs did not ask for help (27.5%). Tax incentives, transparency of donations, more communication, and noble causes are the main things that motivate economic agents to donate to/support CSOs.

Power, interest, and satisfaction level. In the last part of the study, the level of influence and interest of companies concerning social causes initiated by CSOs was researched, as well as the level of satisfaction and the possibility of recommending to other enterprises their attitude and behavior towards the mentioned topic. Overall, respondents to this study were categorized as supporters of social causes, meaning they have a high interest in social causes but no influence in the process. Also, 52.0% of respondents are unsatisfied with their attitude towards the given topic and would not recommend it to other companies. For example, 19.6% are neutral, and a quarter (25.7%) of respondents are both satisfied and would recommend others to follow their example.

Summary: General Population Study

This study aimed to investigate the knowledge, perceptions, and practices of the population of the Republic of Moldova through a representative sample concerning the activities of CSOs, as well as the social causes initiated by them. Respondents answered questions reflecting different attitudes, preferences, and degrees of involvement in social causes and collaboration with CSOs to achieve common goals. The first part of the survey aimed to research the population's level of knowledge and general perceptions concerning CSOs. In the second segment, he investigated how involved respondents are in social activities and those initiated by CSOs, as well as the level of participation or addressing other institutions for civic purposes. The third part of the questionnaire addresses respondents' perceptions and financial practices regarding donations, whether to people in need or to CSO causes, and under what conditions they make these donations. The 4th section of the survey explores respondents' perception of CSOs' effectiveness in solving social problems and organizations' contribution to societal improvement. At the end of the study, respondents' degree of influence and interest in social causes initiated by CSOs was investigated, as was their level of satisfaction with their attitude.

Knowledge and Perceptions about Civil Society Organizations. The answers showed that most respondents are familiar with the term "civil society organization" and equally, but to a lesser extent, there are people to whom this term is well or to a small extent known. According to respondents, associated citizens form non-profit organizations to jointly realize rights and interests or direct income to benefit communities. The general perception of the population is that through the help and activities of CSOs, societies can be developed faster, some people's lives can be saved, and they are generally helpful to society. Still, they admitted that the population knows little about their work.

CSO Participation and Involvement in Activities. Regarding the civic involvement of respondents, most participated in elections (80.8%), but in smaller proportions, participated in events organized by the local community, in community meetings on regional issues, or meetings of political parties. Similarly, less than a third of survey participants (28.5%) requested information from public authorities, and fewer signed petitions to any organization (15.8%) or contacted media institutions (13.3%). Among people who participated in any CSO activity, with a slight difference, participated more out of interest (19.5%) or as a volunteer (15.5%) in the organization and fewer as a member (12.7%), beneficiary (7.9%) or employee of the organization (7.9%). The most frequently cited reason people did not participate in an organization's activities is that no one asked them to participate (41.2%).

Funding and Donations to CSOs. According to respondents, people in Moldova are relatively little (46.6%) or somewhat (23.4%) willing to donate. In the last 12 months, about half of respondents donated used products or objects (49.7%), money (45.2%), new products or objects (38.1%), and their time by volunteering (31.6%). The average amount of a cash donation is 1078 lei, the amount of most donations includes between 101-500 lei (37.7%), and the most frequent way to make these donations is directly to the person in need (42.1%). Most often, respondents donated to poor people (with many children and elderly) (35.3%), churches, monasteries (24.6%), people with disabilities (24%), and beggars (23.2%). Among the reasons people donate to a CSO or other type of organization is the desire to do a good thing, out of people's need, out of mercy, and for the good of society.

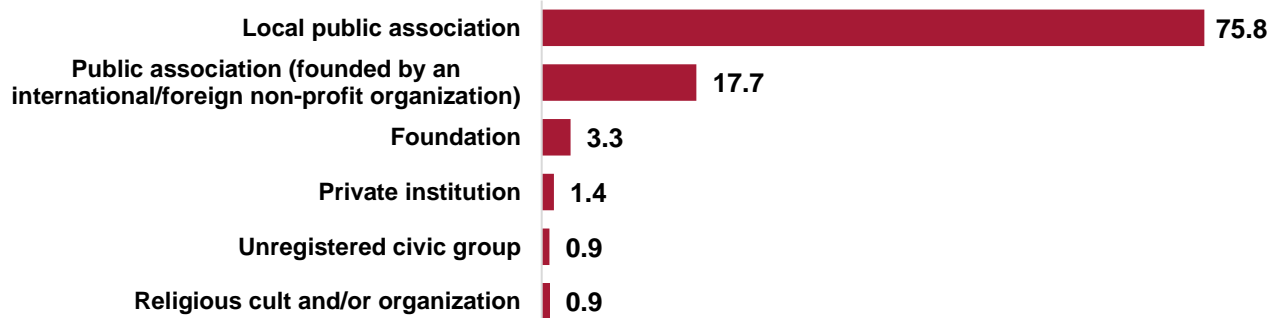
Perceptions of CSOs' effectiveness. The answers show that most respondents appreciate CSOs' contribution to protecting the rights of children, women, and other vulnerable groups (disadvantaged individuals/families). Still, a significant proportion of people believe that CSOs solve these problems only to some extent. Some respondents say that CSOs solve little or no issues related to reducing abuses of public officials and corruption. Specific categories of respondents, such as young women and young people, have certain positive perceptions of CSOs' contribution in various areas, such as protecting children's and women's rights, education, environmental protection, etc.

Power, interest, and satisfaction level. Respondents are significantly interested in social causes. However, there is an opportunity to increase financial support and active involvement. The vast majority (55.4%) of respondents are Drivers, i.e., people interested in social causes, influence, and initiative.

Presentation of CSO Study Results

I. General Information about CSOs.

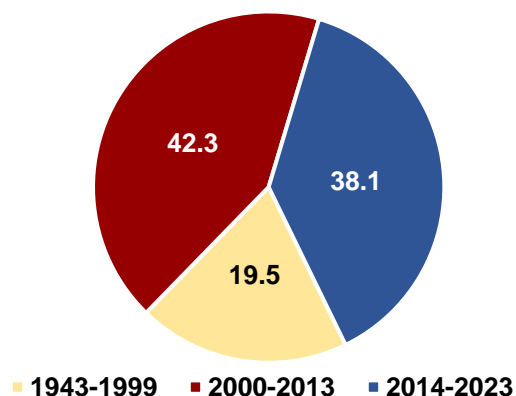
DIAGRAM 1. What is the form of the CSO you represent? %.



This diagram provides information on the distribution of civil society organizations according to their form of organizations.

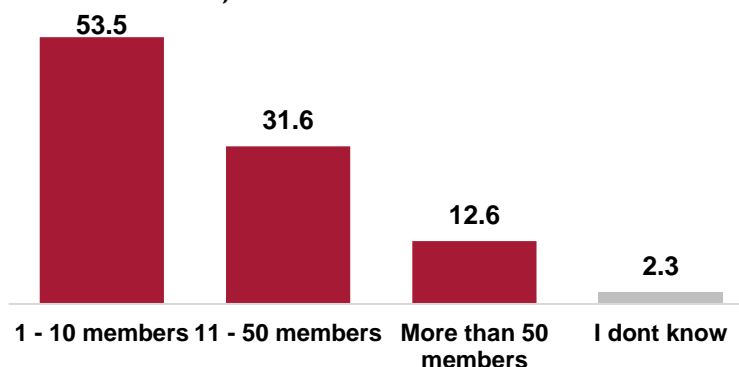
Most respondents (75.8%) represent local public associations. About 17.7% of respondents represent public associations established by international non-profit organizations or from other countries. Foundations constitute 3.3% of responses, while private institutions, unregistered civic groups, and religious/cultural organizations each account for a smaller proportion (between 0.9% and 1.4%). The following observations can be listed following the disaggregation of the distribution of forms of non-governmental organizations by region. The distribution of CSOs by organizational form varies, with a moderate difference between Chisinau and other regions. A higher percentage of local public associations are represented on the country's territory, 83.1%, compared to Chisinau (70.6%). However, in Chisinau, there is a slightly higher percentage of organizations with international affiliations (19.8%) than other regions (14.6%). The distribution of foundations is also different, with 9.5% in Chisinau and 2.2% in other regions.

DIAGRAM 2. The CSO was established in...? N = 215, %.



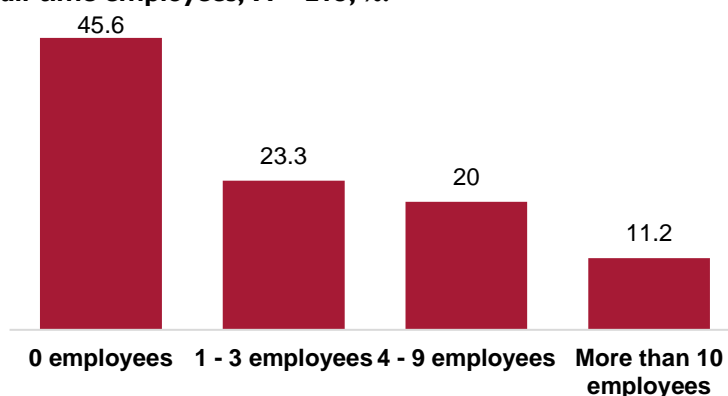
The majority (42.3%) of the CSOs in the sample were established between 2000 and 2013, constituting 42.3% of all respondents. A significant part (38.1%) was established in the more recent period, 2014-2023. The lowest proportion (19.5%) corresponds to CSOs established between 1943 and 1999.

DIAGRAM 3. Current number of members., N = 215.



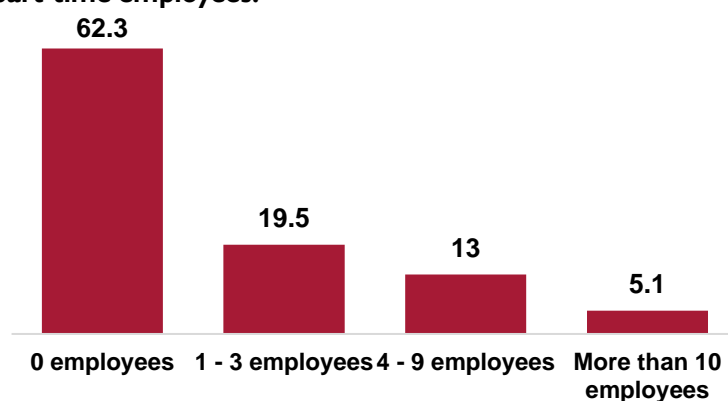
Most CSOs in the sample (51.1%) have a membership size between one and ten people. There are 29.8% CSOs with between 11 and 50 members. A smaller share (12.1%) have more than 50 members, and 6.5% of CSOs reported having no members.

DIAGRAM 4. Number of full-time employees, N = 215, %.



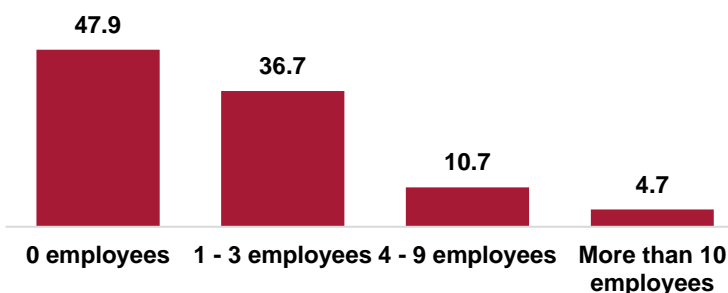
Almost half (45.6%) of CSOs in the sample do not have full-time employees. A significant portion (23.3%) of organizations have between one and three full-time employees. Twenty percent (20%) of CSOs employ between four and nine full-time employees. The smallest share of CSOs, 11.2%, has more than ten full-time employees.

DIAGRAM 5. Number of part-time employees.



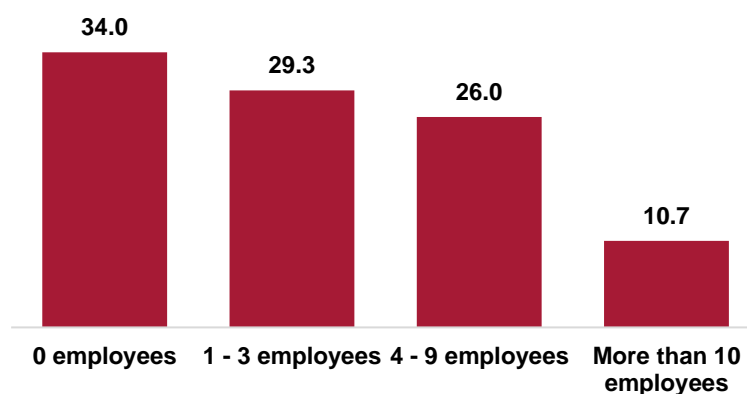
The same proportion by number of employees is also distributed among part-time employees. Most of the CSOs in the sample (62.3%) have no part-time employees. 19.5% of CSOs have between one and three part-time employees, and 13% have four to nine part-time employees. Only 5.1% of CSOs have more than ten part-time employees. According to respondents, many CSOs do not have full-time employees (45.6%), and most do not have full-time employees (62.3%). It may suggest a trend where CSOs rely primarily on volunteers or have a core of full-time staff without a significant presence of part-time staff. Further investigation could explore whether this distribution is influenced by the nature of NGOs' work or financial constraints. CSOs with more than ten employees (both full-time and part-time) form a relatively small proportion in each category. It suggests that many CSOs operate with relatively small teams, regardless of the type of hiring.

DIAGRAM 6. Number of male employees.



Almost half (47.9%) of CSOs do not employ men. According to the results, CSOs that employ between one and three men account for 36.7%. 10.7% of CSOs have a staff number of between four and nine male employees, and only 4.7% have more than ten male employees.

DIAGRAM 7. Number of female employees.



Almost a third (34%) of CSOs do not employ women. Another third (29.3%) of CSOs employ between one and three women. Another 26% of CSOs employ between four to nine female employees, and 10.7% of CSOs employ more than ten female employees. **Remarks:** Almost half of CSOs do not employ men (47.9%), and about a third do not employ women (34%).

DIAGRAM 8. The head of the organization is...?, N = 215.

According to the results, 57.2% of CSOs who participated in the research have a female leader, and 42.8% have a male leader. The disaggregation of results by region shows that in Chisinau, the head of the organization is 48.4% woman and 51.6% male, while in the other areas, the leader is 69.7% female and 30.3% male.

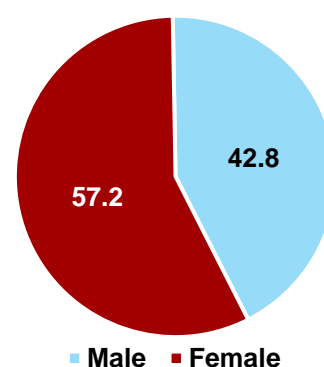
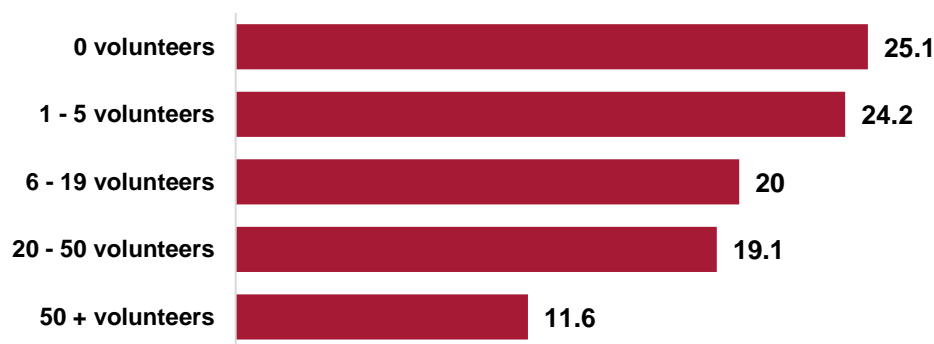


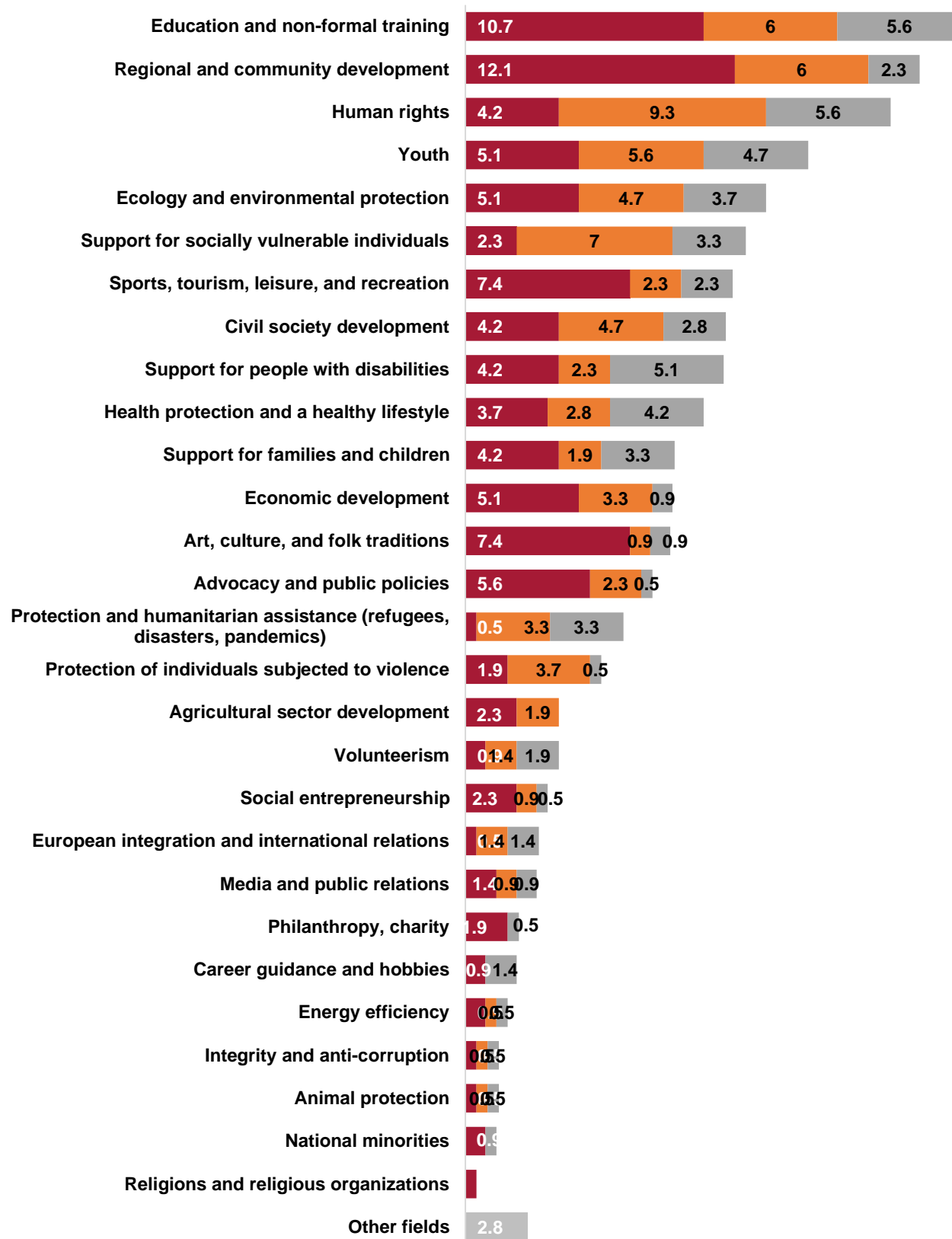
DIAGRAM 9. Number of volunteers. N = 215, %.



A quarter (25.1%) of CSOs in the sample need volunteers. Another quarter (24.2%) have between 1 and 5 volunteers. A significant proportion (19.1%) of CSOs have between 20 and 50 volunteers. 11.6% of CSOs have 50 or more volunteers. According to the disaggregated results, in Chisinau, a significant part (31.0%) of CSOs do not have volunteers compared to other regions (16.9%).

In Chisinau and other regions, the same proportion of CSOs (24.6% and 23.6%) have between 1 and 5 volunteers. Different areas have a higher percentage of CSOs with six or more volunteers, with a peak in the range of 6-19 volunteers (31.5%), suggesting a more significant volunteer presence outside the capital.

DIAGRAM 10. What is the field of your activity: first, second, and third? N = 215, %.

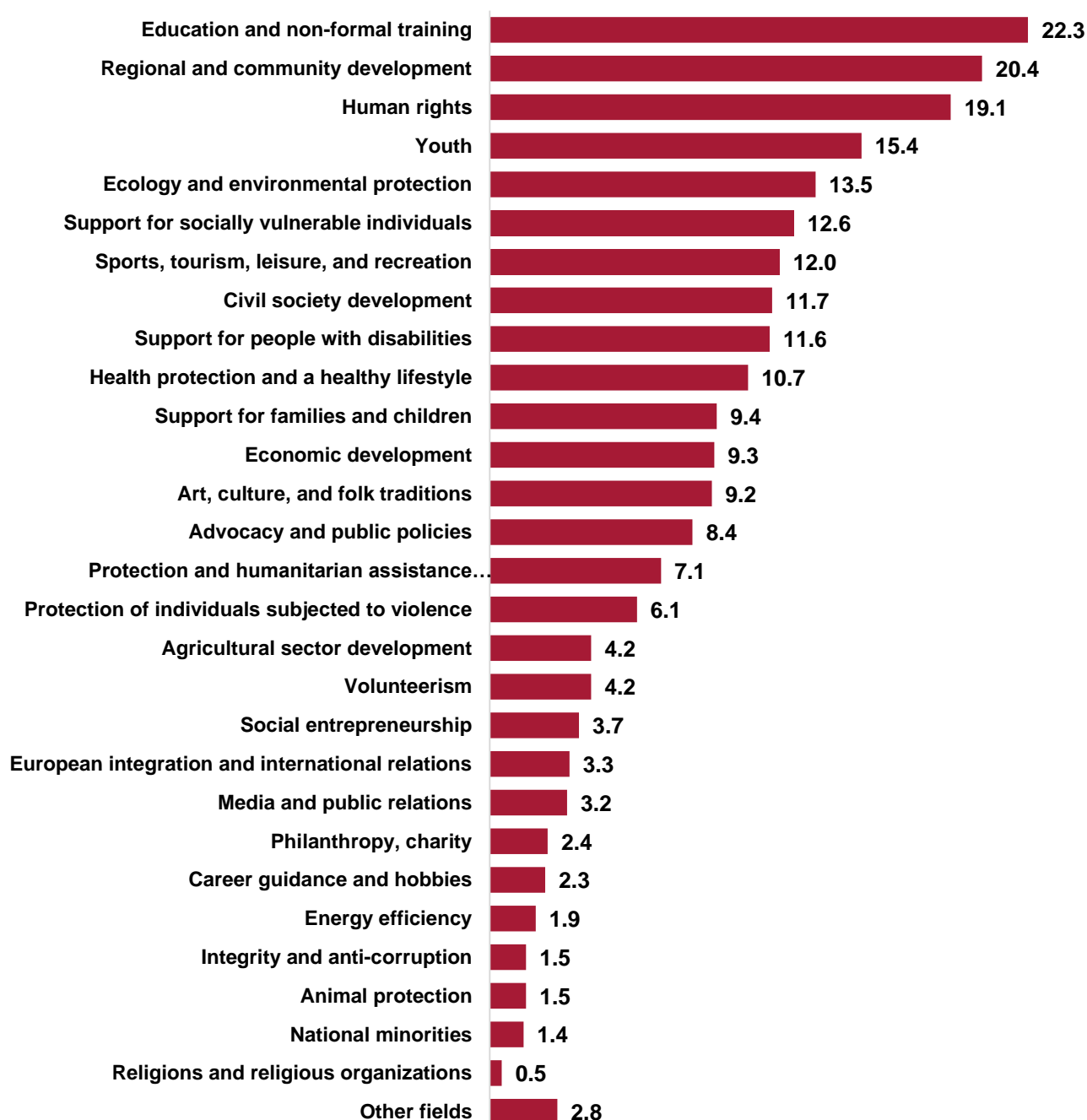


Overall, the education and non-formal training fields are the most widespread activities among CSOs that participated in the research, first, second, and third. Among the main CSO activities are education and non-formal training (10.7%), regional and community development (12.1%), sports, tourism, rest and leisure (7.4%), and equally art, culture, and folk traditions (7.4%), as well as advocacy and public policies (5.6%). The areas that occupied the second place in the list of CSO activities are human rights (9.3%), support for socially vulnerable people (7.0%), regional and community development (6.0%), and youth (5.6%). In addition to informal education and training, the third most frequently mentioned areas of activity are human rights (5.6%), support for people with disabilities (5.1%) and youth (4.7%).

General comments: The three main areas of interest for CSOs are non-formal education and training (22.3%), regional and community development (20.4%), human rights (19.1%) and youth (15.4%). Some areas, such as entrepreneurship, media relations, and energy efficiency, have lower percentages, suggesting they are less prioritized.

Other unspecified areas: Among other areas of activity not included in the list, projects for older people were mentioned twice and once for each of the following: cinema, aviation development, innovation, and security.

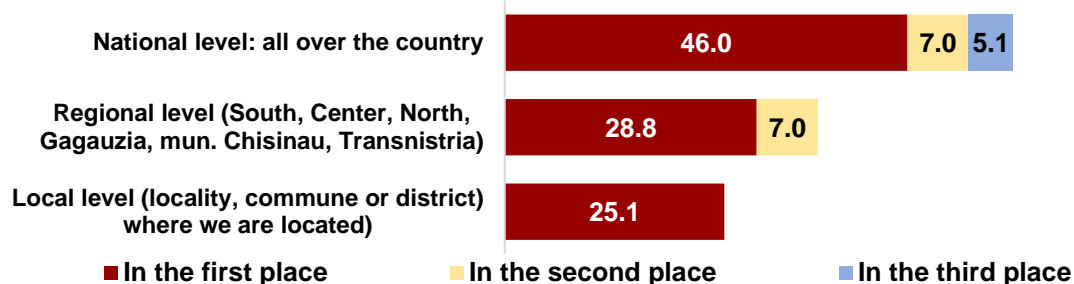
DIAGRAM 11. What is the field of your activity... Total?, N = 215, %.



Three Top Priority Areas: Non-formal education and training: With a total response of 22.3%, this area has the highest overall priority among CSOs who participated in the research. Regional and Community Development: In second place with 20.4%, this area is also a priority, suggesting a significant focus on regional and community development initiatives. Human rights: With 19.1%, defending human rights is the third priority area, showing a commitment to addressing and promoting human rights issues.

Significant focus on social issues: Areas such as support for socially vulnerable people, support for persons with disabilities, protection and humanitarian assistance, and protection of persons subjected to violence indicate a considerable focus on addressing social challenges. Lower priority specialist areas: Some areas, such as religious denominations and CSOs, national minorities, animal protection, energy efficiency and integrity, and anti-corruption, have lower percentages, suggesting they are less of a priority among CSOs.

DIAGRAM 12. Where do you operate... first, second, and third? N = 215, %.

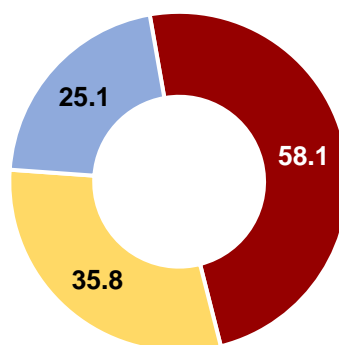


National Aspect: A significant percentage (46.0%) of CSOs operate nationwide, covering the entire country. Some CSOs have a national interest as a secondary (7.0%) or tertiary (5.1%) priority.

Regional Aspect: CSOs with a regional focus (28.8%) are the second largest category. A significant proportion (7.0%) also consider regional activities a secondary interest.

Local Aspect: A significant proportion (25.1%) of CSOs operate primarily locally, indicating considerable engagement in activities within their immediate communities.

DIAGRAM 13. Where do you operate... Total? N = 215, %.



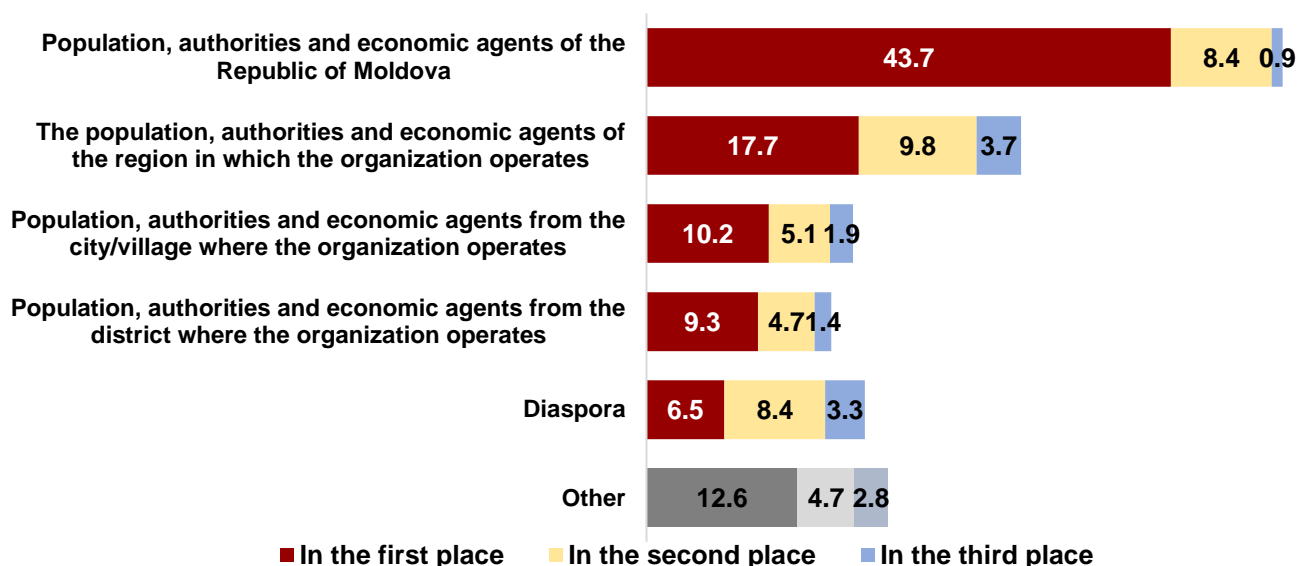
- Local level (locality, commune or district) where we are located)
- Regional level (South, Center, North, Gagauzia, mun. Chisinau, Transnistria)

Chisinau: CSOs registered in Chisinau highlight a considerable approach at the national level (69.8%), with less emphasis on regional (18.3%) and local (11.9%) activities.

Other Regions: CSOs registered in different regions have a more balanced distribution, with a significant share focused on activities at local (43.8%) and regional (43.8%) levels.

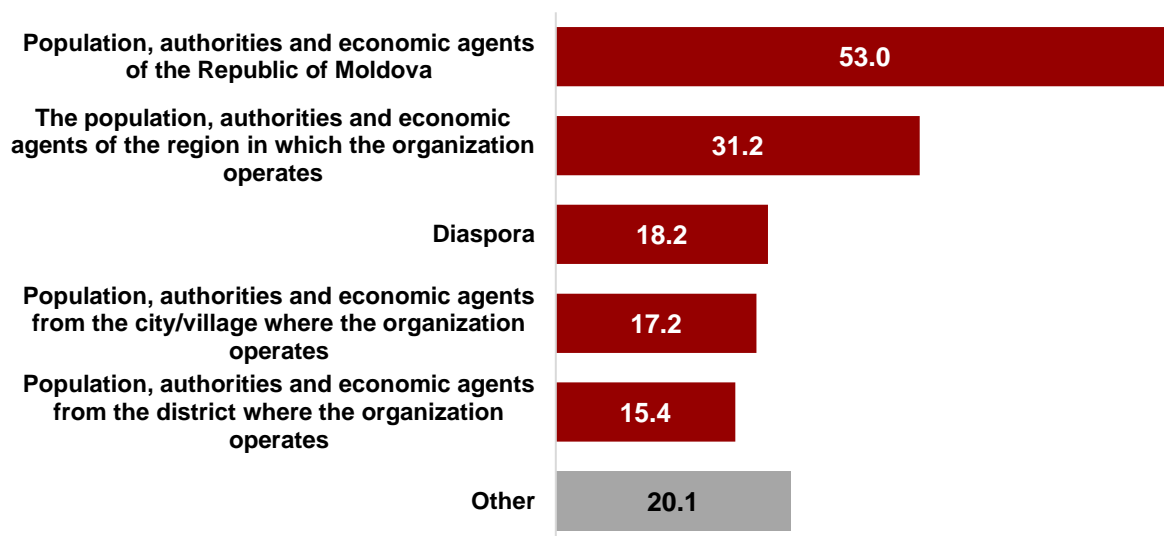
General Trends: A significant concentration of activities nationwide suggests broader impacts. CSOs in Chisinau have a more pronounced focus at the national level. CSOs registered in other regions of the country have an extension of interests and activities at the local and regional levels.

DIAGRAM 14. Who are the constituents of the organization first, second, and third? (target group you are trying to mobilize, organize, influence, or recruit), N = 215, %.



Most respondents mentioned that the Republic of Moldova's population, authorities, and businesses represent the main constituents of CSOs, with 43.7% placing them in the first place, which designates a national interest. Further, the population, authorities, and businesses in the regions where the organization operates (31.2%), positioned in the second place, signifies a regional interest from CSOs.

DIAGRAM 15. Who are the constituents of the organization... Total? (target group you are trying to mobilize, organize, influence, or recruit), N = 215, %.



Noteworthy: Strong Focus on National Involvement in Chisinau: The high percentage in Chisinau that prioritizes constituents at the national level (60.3%) suggests a concentrated effort to interact throughout the country. Most CSOs (60.3%) with national coverage are registered in Chisinau.

Miscellaneous Priorities in Other Regions: According to the answers to this question, CSOs in other regions of the country are more focused on regional, local, or community constituents where the organization is located. Other constituents mentioned by respondents include international constituents, external partners, international CSOs, and external donors. Most CSOs that mentioned external constituents are registered in Chisinau (19.0%).

II. Financial Viability

DIAGRAM 16. What was your organization's budget in 2022? N = 215, %.

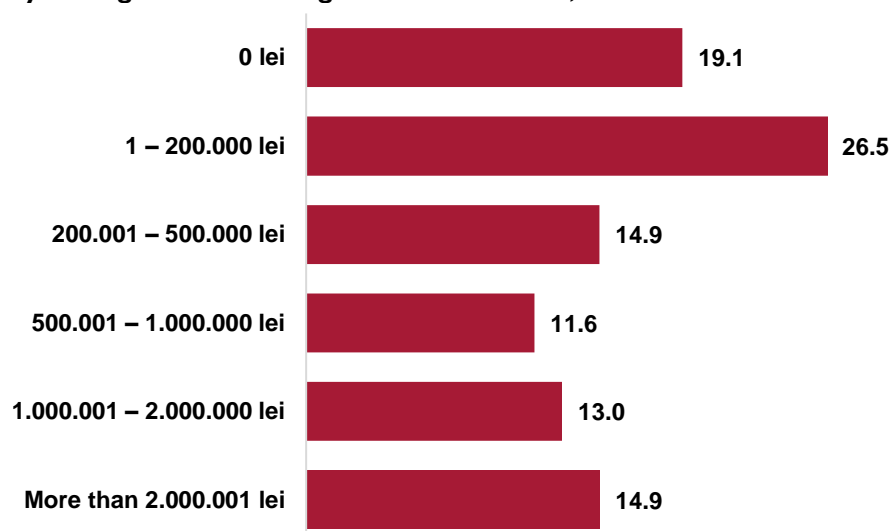
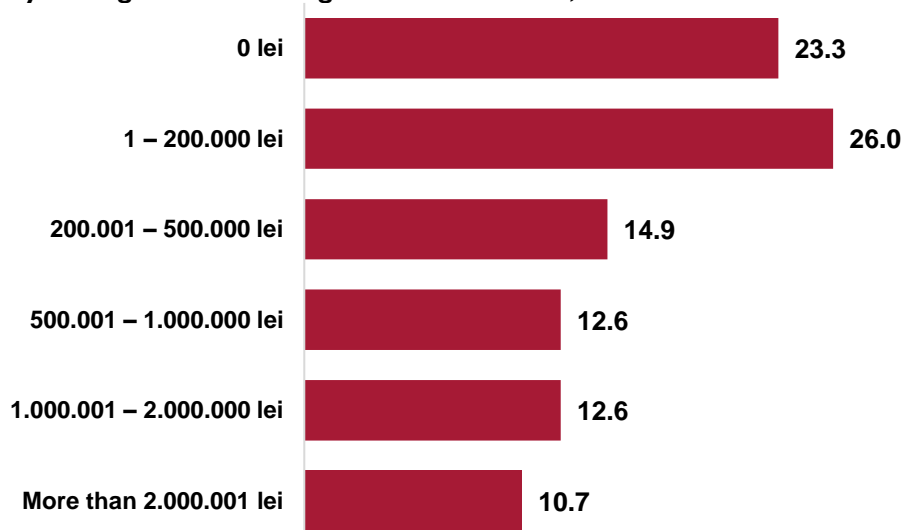


DIAGRAM 17. What was your organization's budget in 2021? N = 215, %.



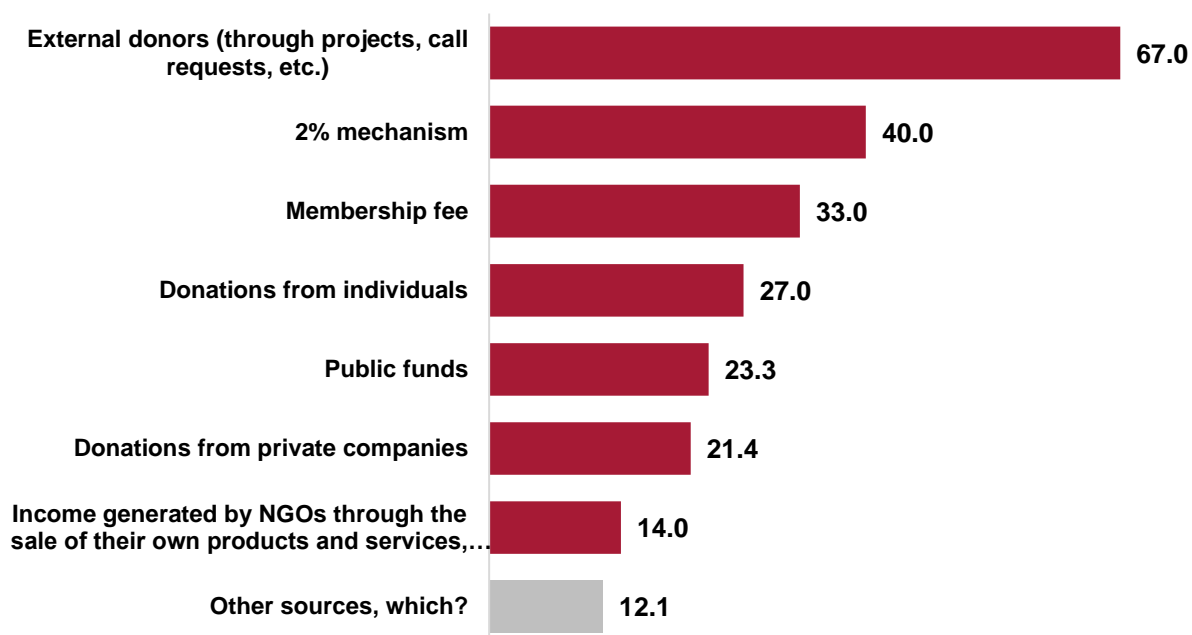
In both years, most CSOs had budgets between 1 and 200,000 lei. There was a slight decrease in CSOs with budgets of 0 lei in 2022 compared to 2021. The percentage of CSOs with budgets between 200,000 – 500,000, 500,000 – 1,000,000, and 1,000,000 – 2,000,000 remained relatively stable. In 2022, the rate of CSOs with a budget of more than 2,000,000 lei increased (14.9% compared to 10.7%). Overall, there was a slight change in the budget increase from 2021 to 2022.

Regional comparison:

From 2021 to 2022, Chisinau saw a decrease in CSOs with budgets of 0 lei and an increase in CSOs between 1 and 200,000 lei. Other regions showed a significant rise in CSOs with budgets of 1 – 200,000 lei from 2021 to 2022.

Other regions in the country generally have a higher percentage of CSOs with budgets in the lower ranges than Chisinau. CSOs with larger budgets are registered more in Chisinau, especially those with budgets of 1,000,000 – 2,000,000 (15.9% compared to 9.0%) and budgets higher than 2,000,000 (18.3% compared to 10.1%).

DIAGRAM 18. What were the CSOs' funding sources in 2022? N = 215.%.

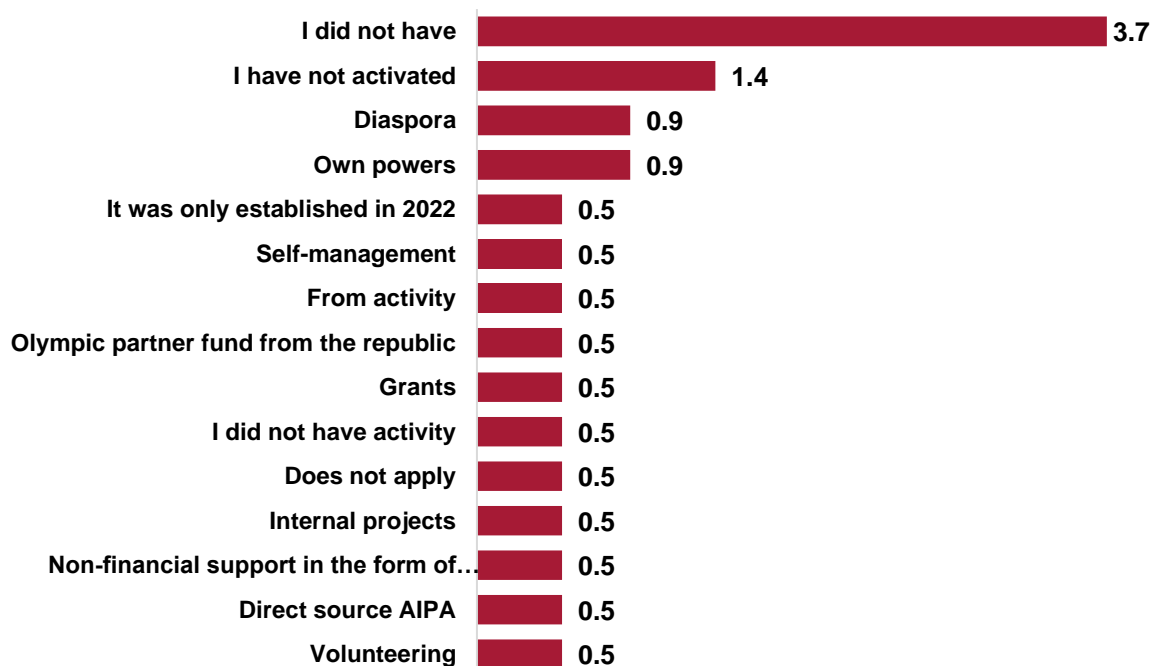


The most common sources of funding for all CSOs are external donors (67.0%), the 2% mechanism (40.0%), and membership fees (33.0%). Other funding sources, such as donations from individuals, public funds, and private companies, are also quite substantial, ranging from 21.4% to 27.0%. External donors are the primary funding source for organizations, with an overall high percentage of 67.0%, in Chisinau at 69.8%, and in other regions of Moldova at 62.9%.

Regional differences:

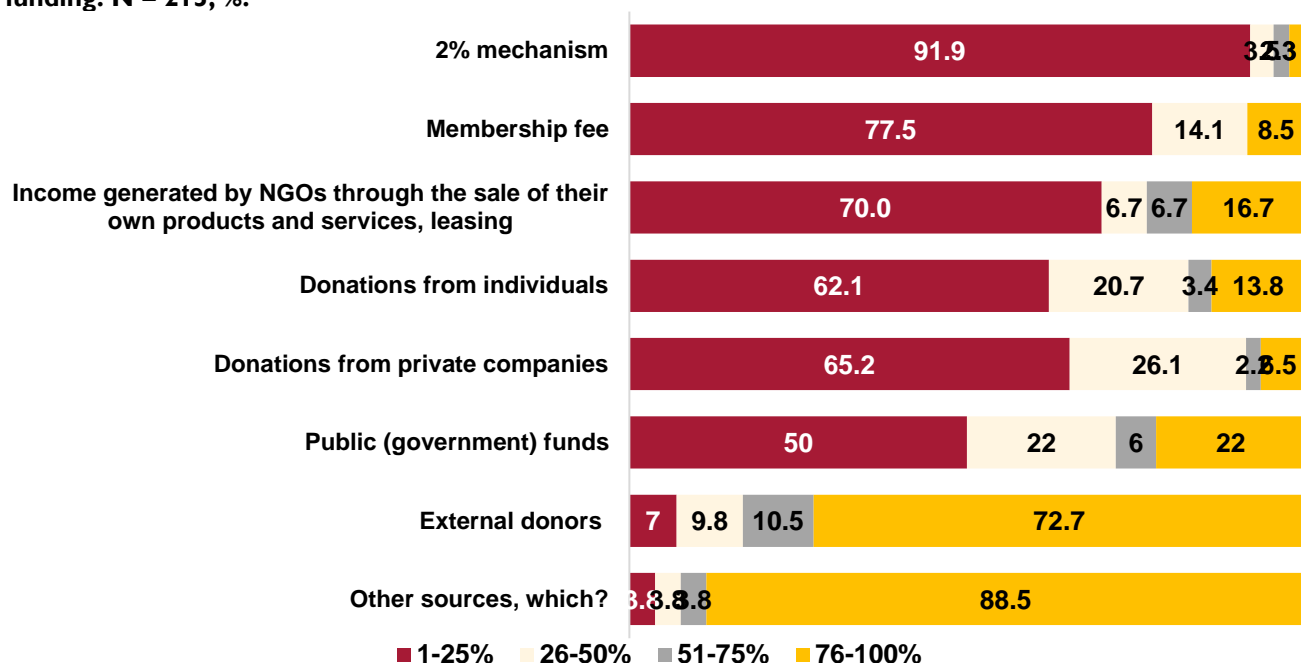
CSOs in Chisinau mentioned a considerable difference in higher donations from private companies (39.7%) and revenues generated by selling their products and services (49.2%) compared to CSOs in other regions. Other regions depend more on the 2% mechanism (27.0%) and donations from individuals (30.3%). Common Funding Trends: Membership fees and public funds are familiar funding sources both for Chisinau and the rest of the regions, even more so equally.

DIAGRAM 19. What were the CSOs' funding sources in 2022? (Other sources, which?), N = 26, %.



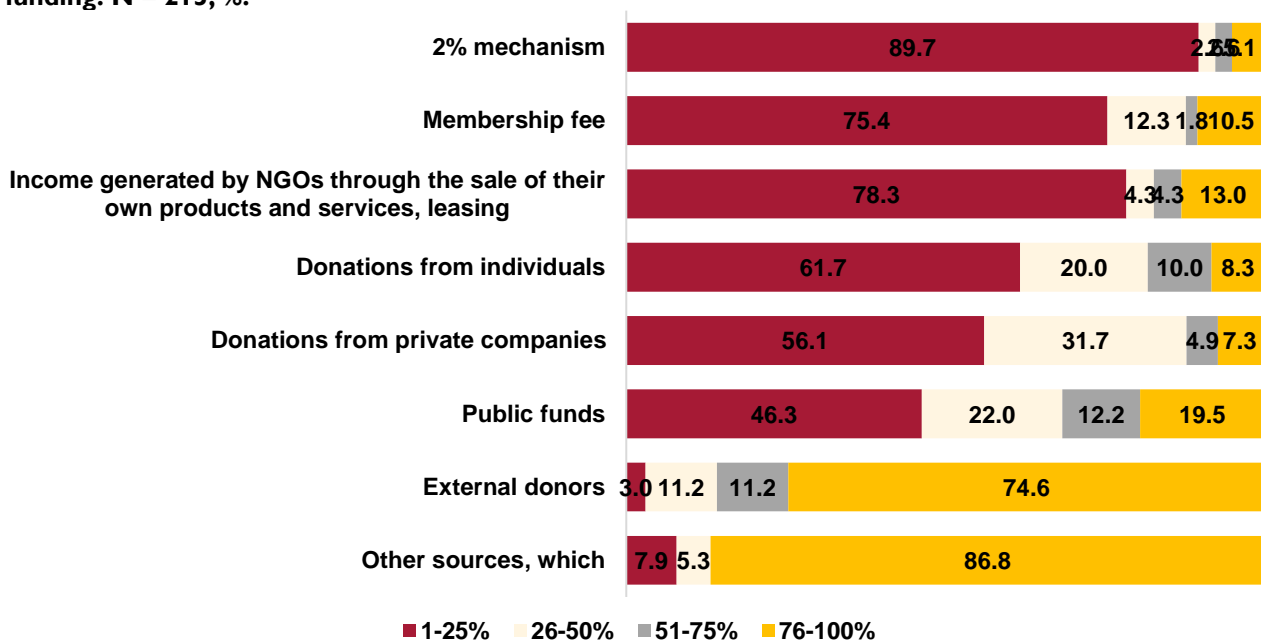
Among other mentions, some organizations (3.7%) indicated they did not have funding sources or did not activate (1.4%).

DIAGRAM 20. For each mentioned source in 2022, indicate the proportion in % of the total amount of funding. N = 215, %.



The majority of CSOs that indicated funding from external donors depend on them to the extent of 72.7%. Public funds contribute in 50% of cases between 1-25% of total financing. Donations from private companies in 65.2% of cases represent 1-25% and 26.1% of cases - 26-50% of total funding. Donations from individuals contribute to 62.1% of cases, 1-25%, as a funding source. Revenues generated by the organization through selling products and services and rental income constitute 1-25% of the funding source for 70% of CSOs who participated in the questionnaire. The membership fee represents 1-25% of the total financing for 77.5% of organizations. Contributions through the 2% mechanism represent, for most CSOs (91.9%), up to a quarter (1-25%) of total funding. Many CSOs receive 76-100% of their funding from external donors. According to the disaggregated results, funding sources such as external donors, membership fees, and the 2% mechanism are mentioned more often by CSOs registered in Chisinau than those in other regions.

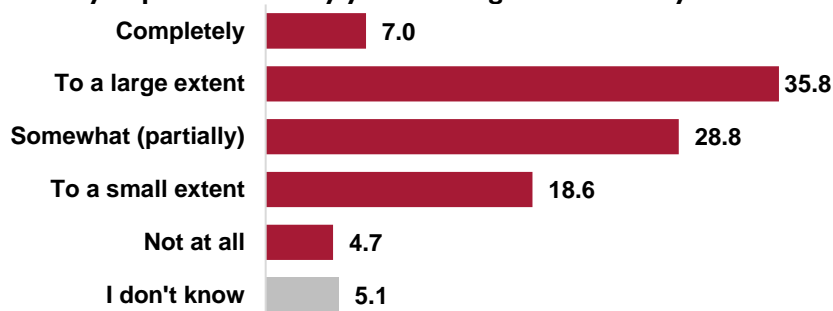
DIAGRAM 21. For each mentioned source in 2021, indicate the proportion in % of the total amount of funding. N = 215, %.



The exact distribution of the percentage of each funding source to the total budget is observed in 2021, with only some minor variations. The most considerable change that can be observed in this dynamic compared to 2021 is the increase in donations from private companies in 2022, from 56.1% to 65.2%, and the decrease in revenues generated by the organization through the sale of products and services, as well as rental income, from 78.3% to 70.0%. Among the sources of financing mentioned mainly by CSOs registered in Chisinau are donations from private companies (74.1%) and revenues

generated by CSOs by selling their products and services (75.0%). The rest of the funding sources are more often spread among CSOs in the rest of the country besides Chisinau.

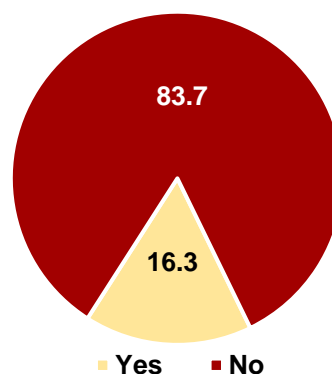
DIAGRAM 22. To what extent do you plan to diversify your funding sources next year? N = 215, %.



The responses in this chart show that 35.8% of CSOs plan to diversify their funding sources mainly over the next year, and 28.8% plan to do so to some extent. To the extent that 7.0% of CSOs intend to fully diversify their funding sources, while 4.7% have no diversification plans. About 5.1% are uncertain about their plans. Regarding disaggregated responses, CSOs in Chisinau and other regions firmly intend to diversify their funding sources with regional variations. In higher proportions, CSOs in the regions show a greater interest in diversifying funding sources than those in Chisinau, especially respondents who responded that they are ready to diversify somewhat (31.5%) and essentially (44.9%). Also, 23.0% of CSOs in Chisinau plan to diversify sources to a small extent, and in the other regions, only 12.4% intend to diversify to a small extent.

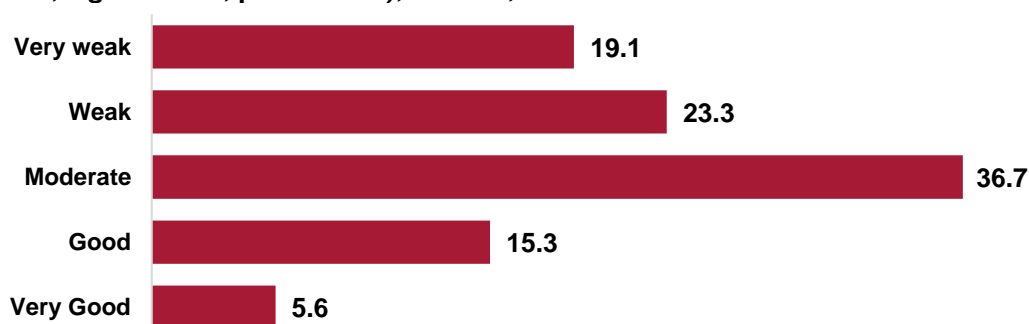
DIAGRAM 23. Does your organization practice social entrepreneurship? N = 215, %.

The results of this question show that the vast majority of CSOs do not practice social entrepreneurship (83.7%), and only 16.3% of CSOs practice it. According to disaggregation, with a slight difference, social entrepreneurship is practiced more in other regions of the country than in Chisinau (18% compared to 15.1%).



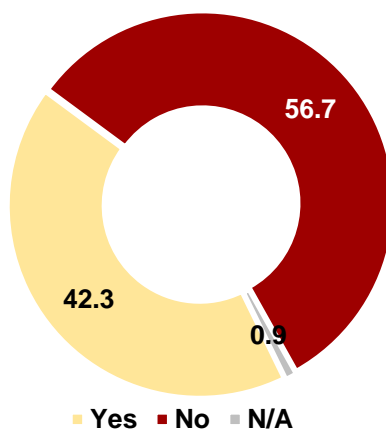
III. Fundraising

DIAGRAM 24. How do you assess your organization's abilities to diversify domestic resources? (fundraising from individuals, legal entities, public funds), N = 215, %.



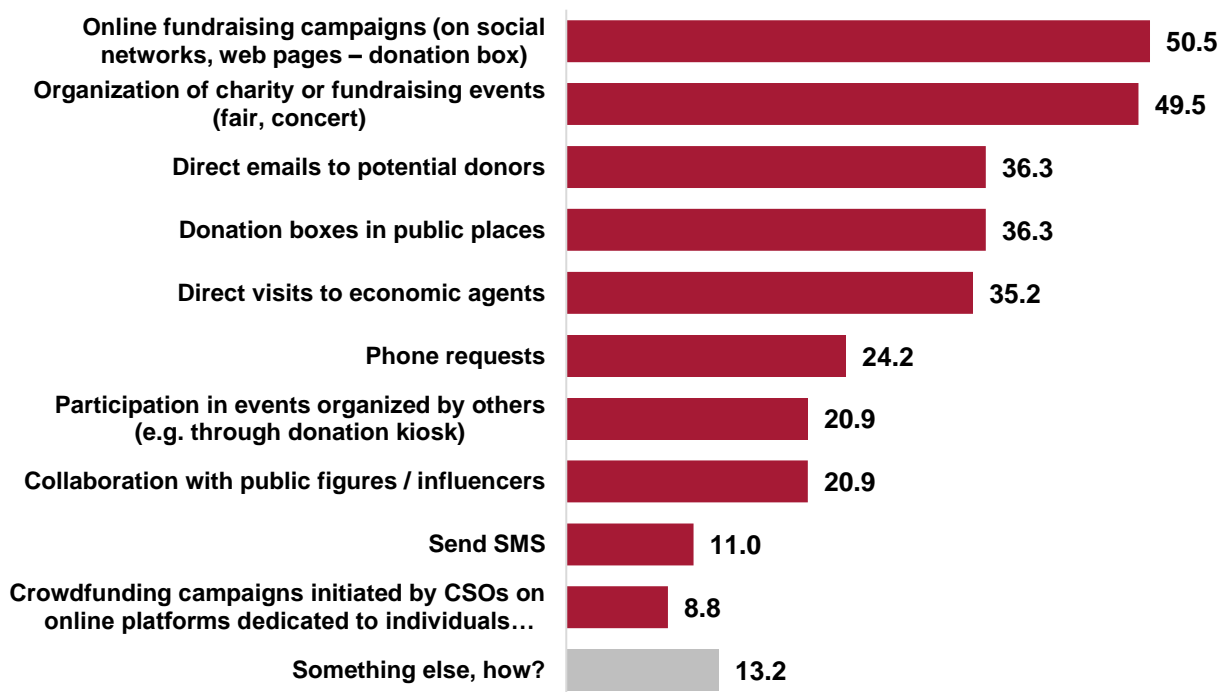
Most CSOs consider their domestic budget diversification capabilities moderate (36.7%) or weak (23.3%). 19.1% of CSOs said they poorly assess their organization's capabilities to diversify their budget from domestic sources—only 21.9% of CSOs rank in the Good or Very Good category regarding budget diversification. The rest of Moldova's regions highlight a higher proportion of CSOs with moderate and reasonable capacities, while Chisinau has a more significant share of CSOs with weak and moderate capacities.

DIAGRAM 25. Have your CSOs ever organized fundraising campaigns/activities? N = 215, %.



Most CSOs (56.7%) did not organize such campaigns, and 42.3% organized such campaigns. There is a higher percentage of fundraising campaigns in other regions of the country (53.9%) than in Chisinau (34.1%).

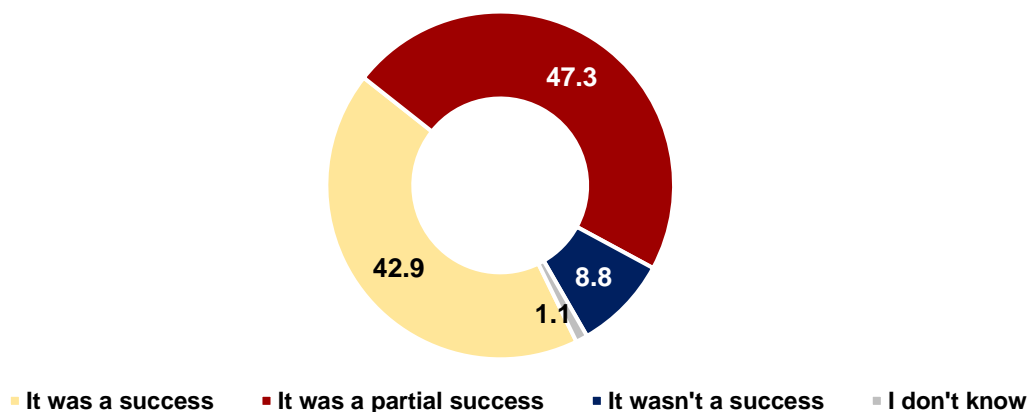
DIAGRAM 26. In what manner did you conduct the campaigns/activities? N = 91, %.



Main ways to raise funds: The most common methods include online fundraising campaigns (50.5%), charity events (49.5%), emails sent directly to potential donors (36.3%), donation boxes in public places (36.3%), and direct visits to businesses (35.2%). Notable online and offline approaches highlight a diversified fundraising strategy. CSOs in Chisinau rely more extensively on digital channels and emails. At the same time, the rest of the regions emphasize a diversified approach, with a significant emphasis on charity events and phone requests. Chisinau displays a greater dependence on online channels, with 55.8% participating in online campaigns and 46.5% using direct emails. Other regions emphasize charity events (50.0%) and phone inquiries (31.3%). In contrast to Chisinau, there is a slightly higher preference for direct business visits (37.5%).

Other vital observations: Collaboration with influencers and crowdfunding initiatives are relatively consistent in both regions, each contributing approximately 20.9% in Chisinau and 20.8% in fundraising efforts. While online platforms play a crucial role, traditional face-to-face visits and charity events remain significant for fundraising strategies. Among other answers provided by respondents, three times mentioned direct collection from companies and twice mentioned conducting information campaigns.

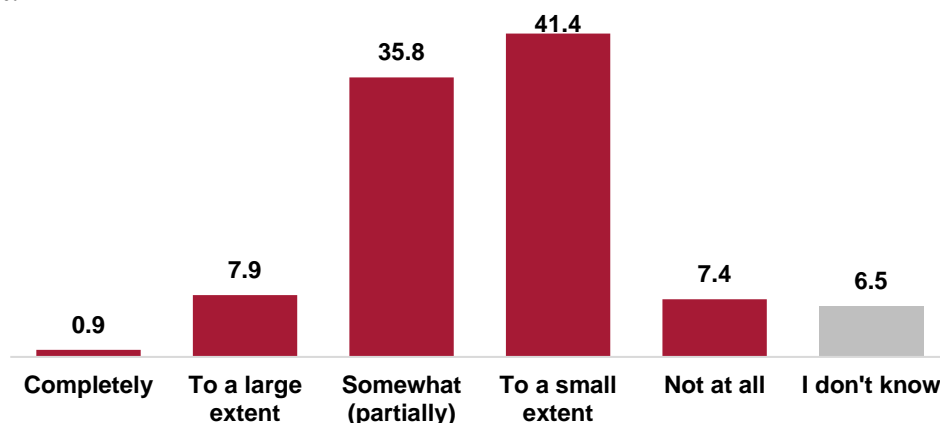
DIAGRAM 27. What were the result/results of the fundraising activities compared to the target you set? N = 91, %.



CSOs report primarily positive results from fundraising campaigns, with 42.9% achieving planned success and 47.3% reporting partial success. Only 8.8% of CSOs did not achieve the desired success. The level of certainty about the results is generally high, with only 1.1% unaware of the outcome of their campaigns. Chisinau has a higher percentage of CSOs that have achieved partial success, while other regions have a more significant share of achieving planned success.

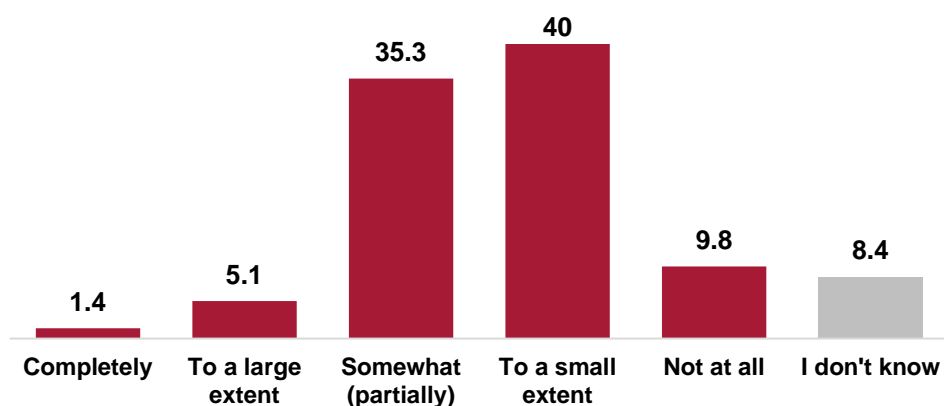
IV. Donation

DIAGRAM 28. In your experience, how generous are Moldovans, and how willing are individuals to donate? N = 215, %.



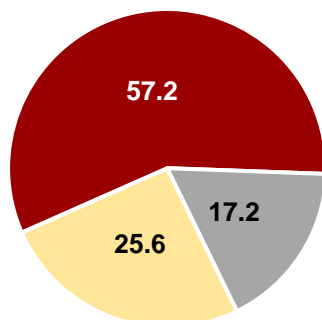
Most respondents (41.4%) perceive Moldovans as less willing to donate. Another 35.8% believe that Moldovans are generous and willing to make donations. There is some uncertainty on the part of CSOs, as 6.5% of respondents do not know how generous individuals are. 10.4% of CSOs in Chisinau consider individuals to be not generous at all, compared to 3.4% of regional CSOs.

DIAGRAM 29. In your experience, how generous and willing are Moldovan companies to donate? N = 215, %.



Most CSOs (40.0%) consider that the corporate sector in Moldova is willing to donate to a small extent. A significant proportion are somewhat willing, with 38.2%. The lowest percentage fell into the categories "Totally" (1.4%) and "To a large extent" (5.1%), indicating a weak interest from the private sector in making donations.

DIAGRAM 30. How often do you collaborate with businesses to involve them in CSO activities? N = 215, %.

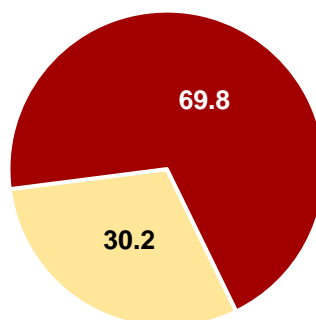


- Regularly - we inform them about the organization's activities and mutually support each other
- Occasionally - we approach them when we need funds
- We do not collaborate

Most CSOs (57.2%) collaborate occasionally with businesses, particularly when funds are needed. CSOs that regularly collaborate represent 25.6%, and 17.2% do not cooperate with economic agents. CSOs in the regions occasionally collaborate more than those in Chisinau, with a difference of 65.2% compared to 51.6%. More Chisinau-based CSOs don't collaborate with businesses - 20.6% compared to 12.4% in the regions.

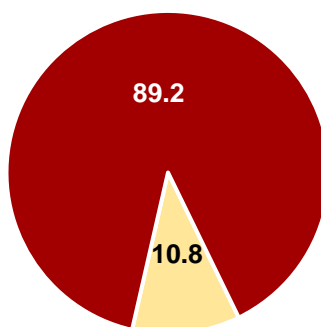
DIAGRAM 31. Which types of individual donors fund your CSO? N = 215, %.

Most funding from individuals comes from occasional donors (69.8%). Permanent donors among individuals account for 30.2%. With a minor difference, occasional donors were mentioned more in Chisinau (72.2%) and permanent ones in other regions (33.7%).



- Permanent donors
- Occasional donors

DIAGRAM 32. Recurring individual giving, N = 65, %.



- Monthly
- Annual

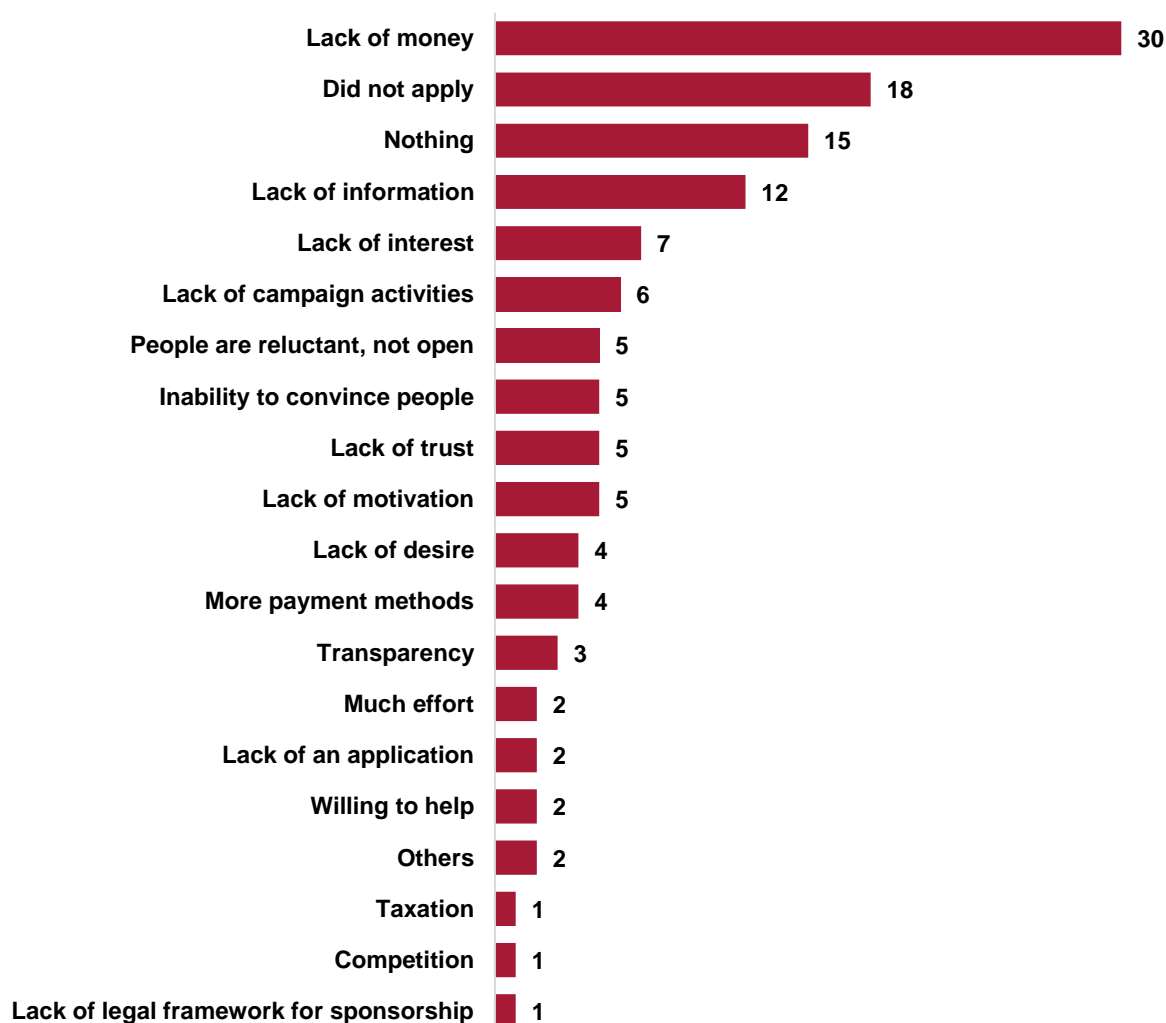
Most permanent donors support the organization by annual frequency (89.2%), with a significant difference from monthly donors (10.8%). More monthly donors were mentioned in Chisinau (14.3% compared to 6.7% in other regions).

TABLE I. What is the average amount of a donation from individuals? N = 215.

Types of donors:	Average amount	Minimum amount	Maximum amount	Number of respondents
Permanent donors	979	10	60000	65
Individuals	912	10	60000	123
Occasional donors	868	20	20000	150

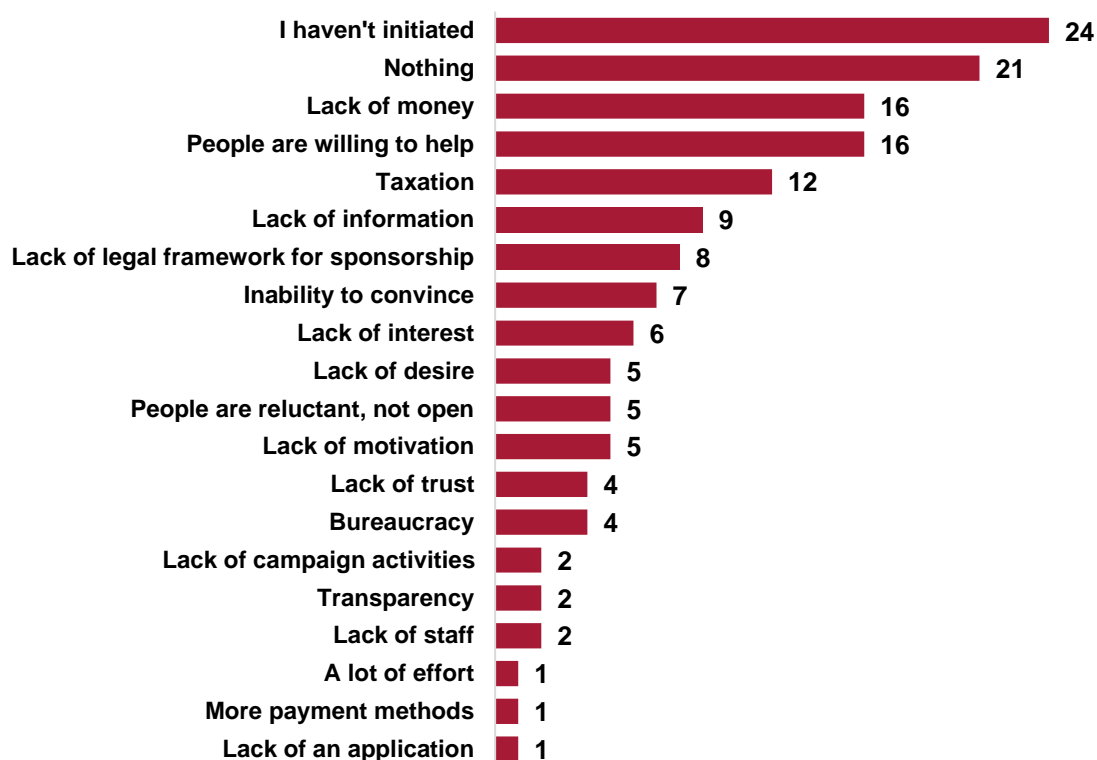
The table above details the average, minimum, and maximum donations from different types of donors. These data show that the average individual donation is 912 lei, ranging between 10 and 60,000 lei, based on 123 mentions. The average donation from permanent donors is slightly higher, reaching 979 lei, with a similar range from 10 to 60,000 lei, based on 65 mentions. Occasional donors have a lower donation average of 868 lei, ranging from 20 to 20,000 lei, based on 150 mentions.

DIAGRAM 33. What difficulties did you encounter in collecting funds from individuals? N = 130.



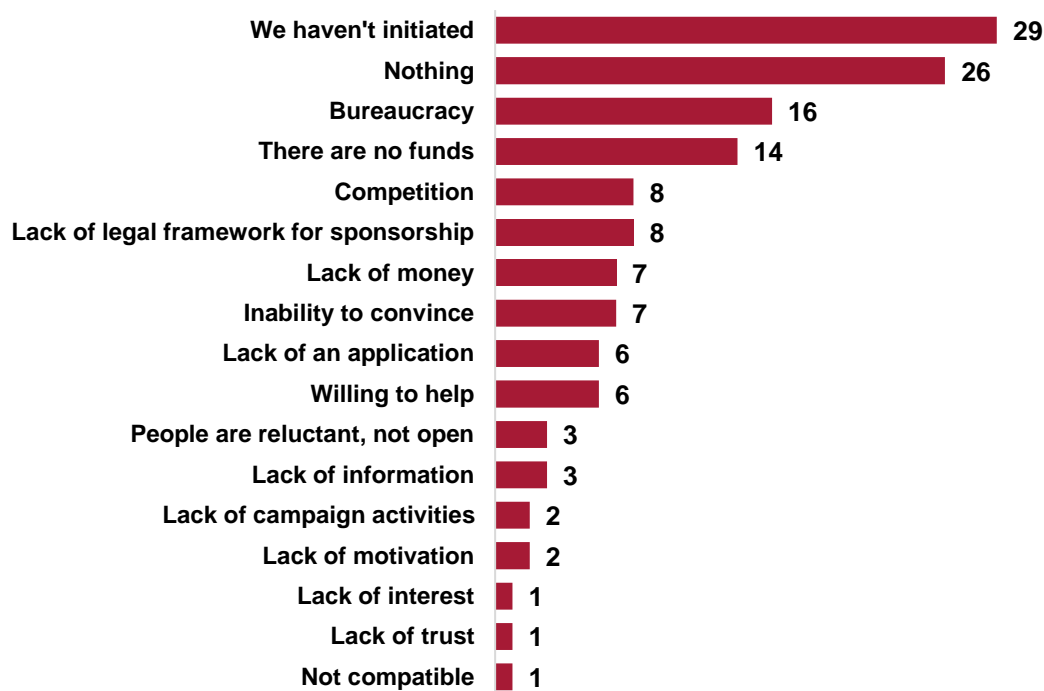
The most frequently mentioned challenge is lack of money, appearing 30 times. Eighteen times, it was noted that the CSOs did not participate in fundraising activities. 15 CSOs mentioned that they encountered no difficulties, meaning the absence of specific challenges or obstacles. Lack of information was mentioned 12: CSOs consider individuals poorly informed about CSOs' activities or fundraising opportunities. Lack of interest from people is also a problem encountered and mentioned seven times. Some CSOs lack personnel responsible for fundraising campaign activities (6 times). In other cases, people are not open to donating (5 times). Most observations about problems collecting funds from individuals are a lack of interest, poor information, little motivation, confidence, and desire.

DIAGRAM 34. What difficulties did you encounter in collecting funds from entities? N = 136.



According to the information displayed in this chart, 24 CSOs did ask for funds from the private sector or had no significant difficulties (21 mentions). Sixteen times, the lack of money is mentioned, highlighting financial obstacles for businesses. 12 times, it was noted that the private sector is afraid of taxation, which is a motivational barrier. Nine times, it was mentioned that legal entities are not informed about CSOs' fundraising activities and campaigns. Overall, the answers provided show that some problems are similar to those of individuals. Still, there are also specific ones, such as fear of tax problems, lack of financial resources, problems with the legal framework, etc.

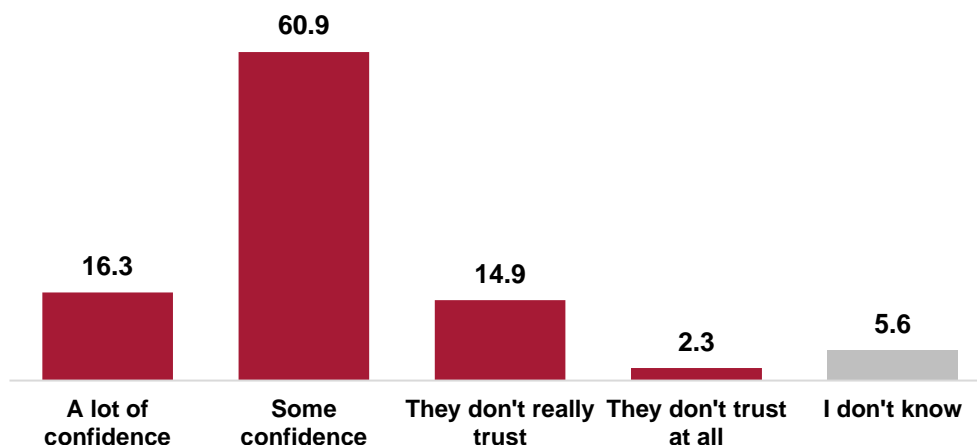
DIAGRAM 35. What difficulties did you encounter in collecting funds from public authorities? N = 140.



The diagram above explains the difficulties in raising public authorities' funds. 29 CSOs mentioned that they did not collect funds from public authorities, and the other 26 did not encounter problems in raising funds. Bureaucratic impediments were mentioned 16 times. According to other CSOs, public authorities lack funds for donations (14). Compared to the different categories of donors, some characteristic problems/difficulties have arisen in collecting funds from public donors, such as bureaucracy and lack of funds.

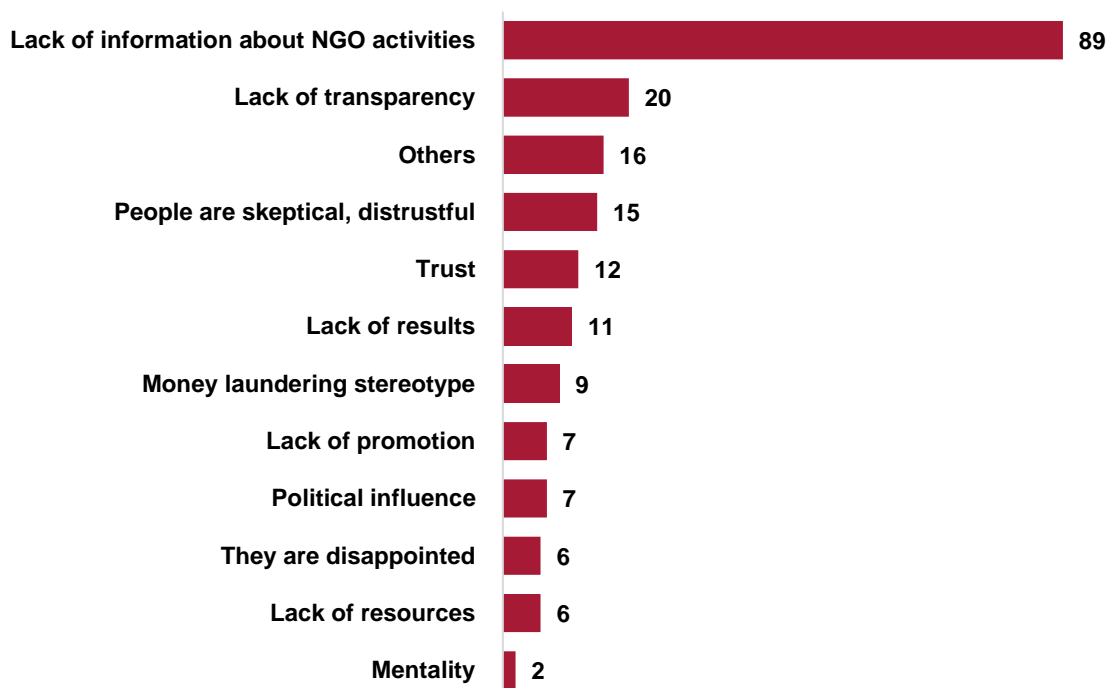
V. Level of trust and public perception

DIAGRAM 36. In your opinion, how much do people trust CSOs? N = 215, %.



In general, 60.9% of respondents believe that people generally trust CSOs somewhat, 16.3% believe that people have much confidence in CSOs, and 14.9% of CSOs believe that people don't trust CSOs. Chisinau and other regions have similar distributions in terms of trust level.

DIAGRAM 37. Why do you think people don't trust CSOs? N = 200.

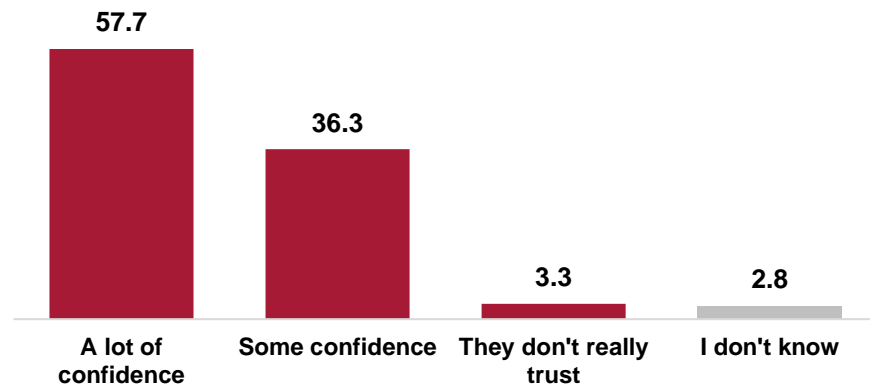


The graph above provides information on why people might not trust CSOs. The lack of information about the work of NGOs, with 89 mentions, is people's primary concern, suggesting that people may not trust CSOs because of this lack of information.

Another mention is the lack of transparency (20) about how CSOs carry out their activities. With 16 mentions, other unspecified causes provide space for various reasons that can contribute to a lack of trust. Another reason is that people are skeptical and distrustful by nature. This response was mentioned 15 times. Another opinion, which was mentioned 12 times, says that people trust, and it is not true that there is distrust from people towards CSOs.

With 11 mentions, another reason why people might not trust CSOs is the lack of results or efficiency in CSOs' activities. Another cause is the stereotype of money laundering, which has been mentioned nine times.

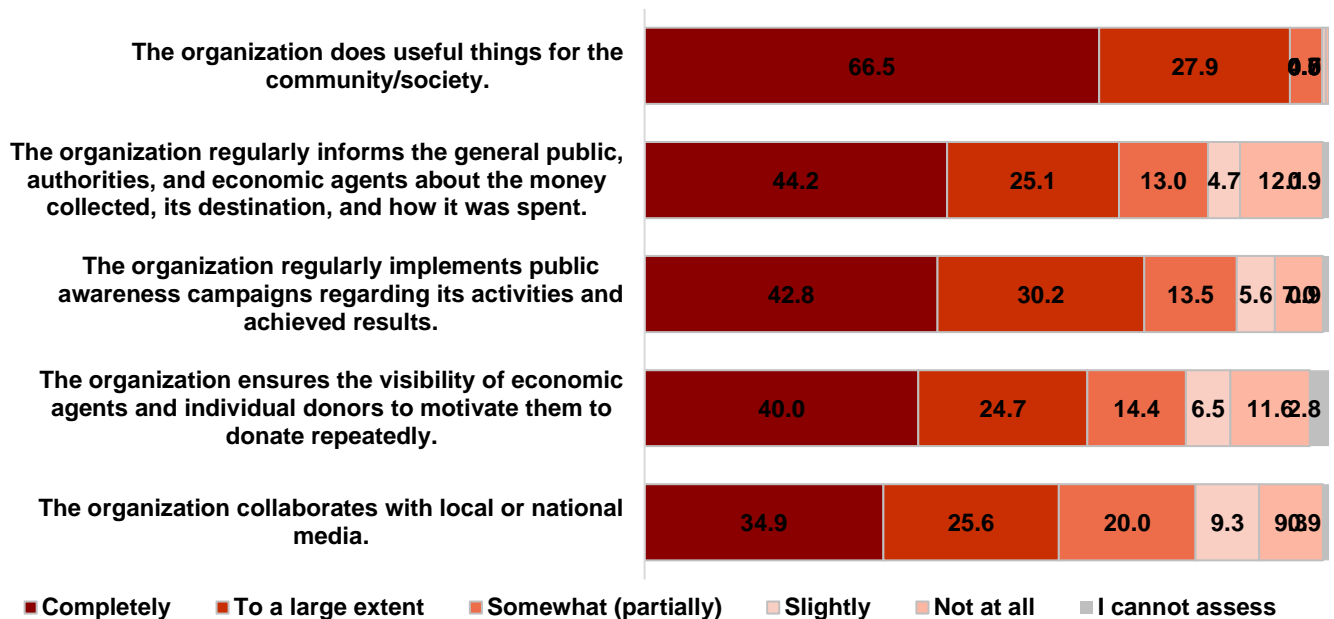
DIAGRAM 38. How much trust do people have in the CSO you represent? N = 215, %.



According to CSOs' responses, most people trust their organization specifically (57.7%), and in Chisinau, this level of trust is even higher (67.5% compared to 43.8% in other regions). CSOs from the different areas are more of the opinion that people have some confidence in the CSO represented by them (50.6% compared to 26.2% in Chisinau).

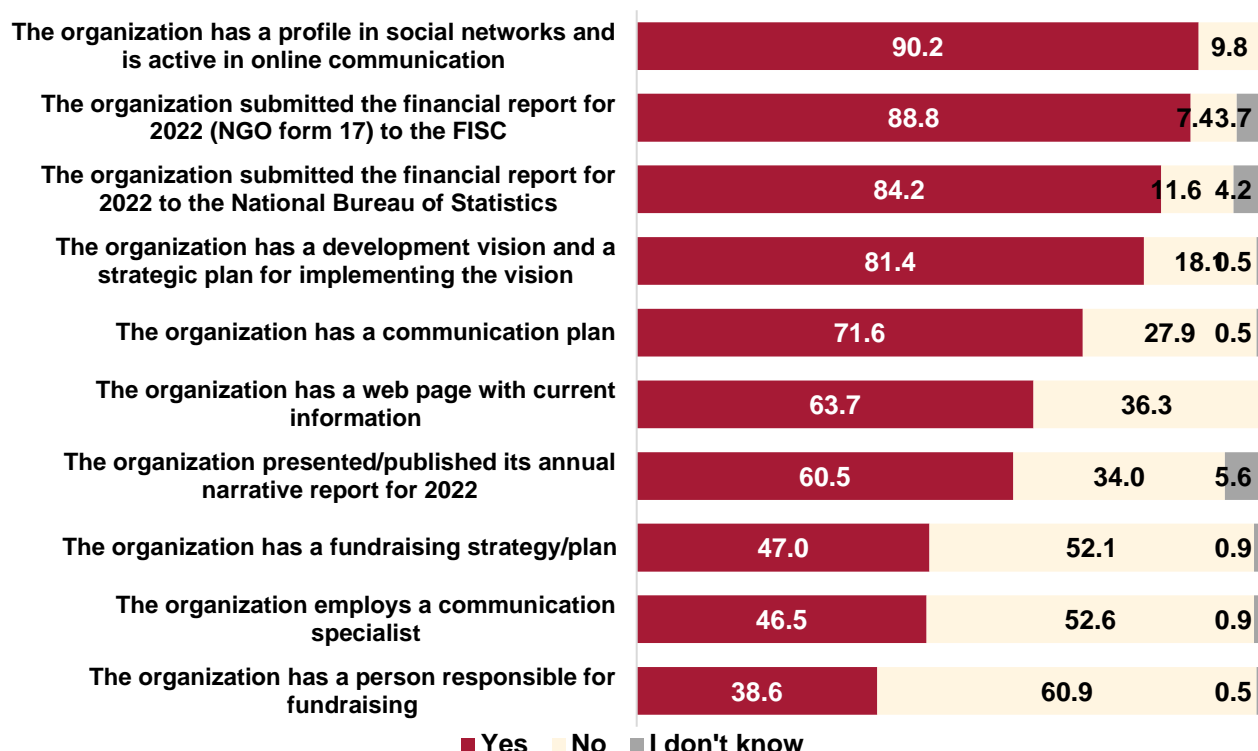
VI. Organizational effectiveness of CSOs

DIAGRAM 39. Please evaluate the following statements against your organization. On a scale of 1 to 5, where 1=Not at all and 5 = In total...? N = 215, %.



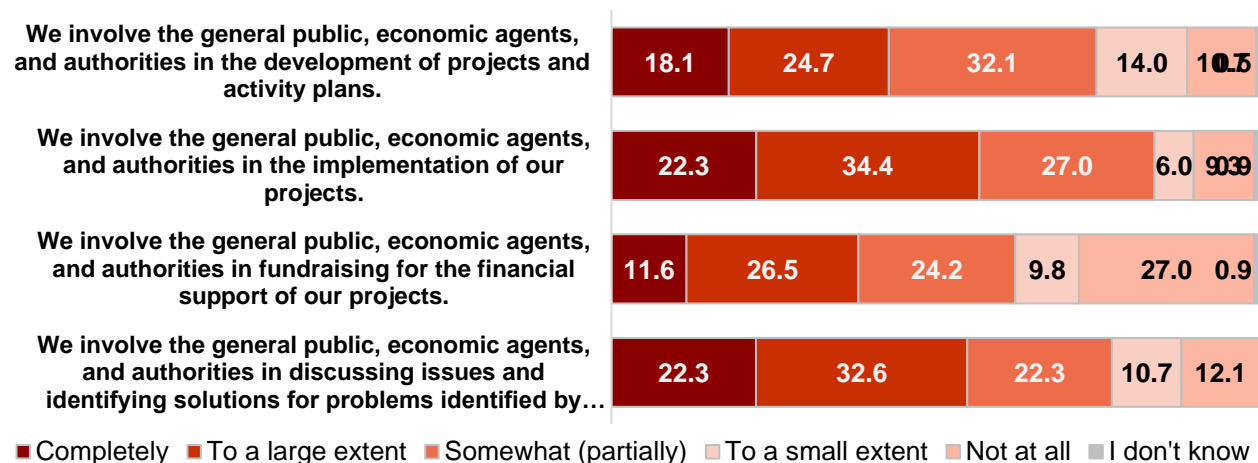
CSOs generally rate their usefulness positively to the community and society, with 66.5% believing they act usefully in full. Of these, the predominant respondents are from the Chisinau region (73.8%). Overall, respondents mentioned that the statements offered relate entirely to the organization they represent, between 34.9% and 66.5%. The most consistent responses, ranging from 24.7% to 30.2%, were in each statement's "to a large extent" category. A similar consistency was maintained in the "somewhat/partially" category.

DIAGRAM 40. To what extent is your CSO characterized by the following? N = 215, %.



Online presence: A large percentage of CSOs (90.2%) have a profile on social networks and are active in online communication. Most CSOs, 88.8%, submitted their 2022 financial report (NGO form 17) to the State Tax Service, and (84.2%) submitted their 2022 financial report to the National Bureau of Statistics. **Communication:** A significant majority (71.6%) have a communication plan, but only 46.5% have a dedicated communications specialist. The majority, or about two-thirds (63.7%) of CSOs, have a website with up-to-date information. Around 60.5% of organizations published their annual narrative report for 2022. **Strategic vision and planning:** About 81.4% of CSOs have a vision and a development strategic plan. **Fundraising:** Nearly half of CSOs (47.0%) have a fundraising strategy or plan, and only 38.6% have a person responsible for fundraising.

DIAGRAM 41. To what extent do your CSOs involve the public, businesses, and authorities in your activities...? N = 215, %.



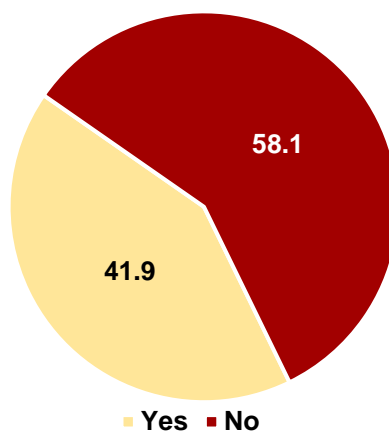
Elaboration of Projects and Activity Plans: About 56.8% of CSOs that participated in the research involve the public, private sector, and authorities in developing projects and activities to varying degrees, from partial to total. Another 32.1% of organizations somewhat involve the public, businesses, and authorities in developing projects and activity plans.

Debating Problems and Identifying Solutions: The public, businesses, and authorities are significantly involved in discussing problems and identifying solutions, with approximately 54.9% doing it to a large or total extent. Another 22.3% of CSOs involve them somewhat in their respective activities.

Project Delivery: About 42.8% of these actors are totally or, to a large extent, involved in implementing projects. Another 27.0% of CSOs somehow involve these actors with their respective goals.

Fundraising: Approximately 38.1% of CSOs rely on the involvement of the public private sector, and authorities in fundraising, and more than a quarter (27.0%) do not involve them at all.

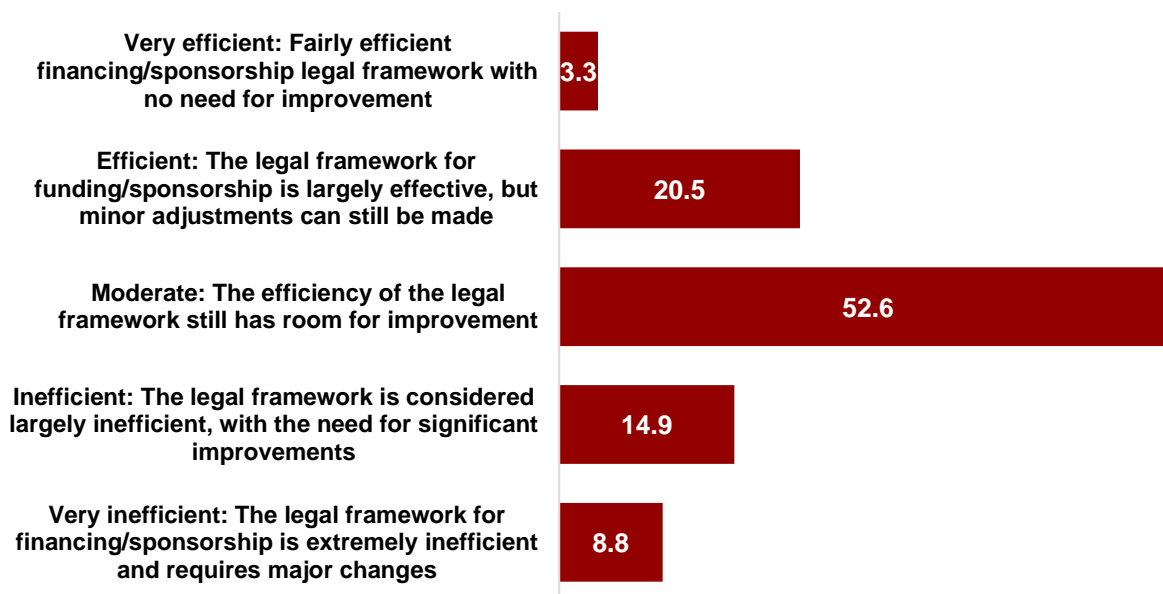
DIAGRAM 42. Does your organization have public utility status? N = 215, %.



Most CSOs (58.1%) do not have public utility status, and about 41.9% enjoy this status. In Chisinau, 46.8% of CSOs own public utility status, while in other regions, the percentage is lower (34.8%). Most CSOs in the different areas (65.2%) do not have this status.

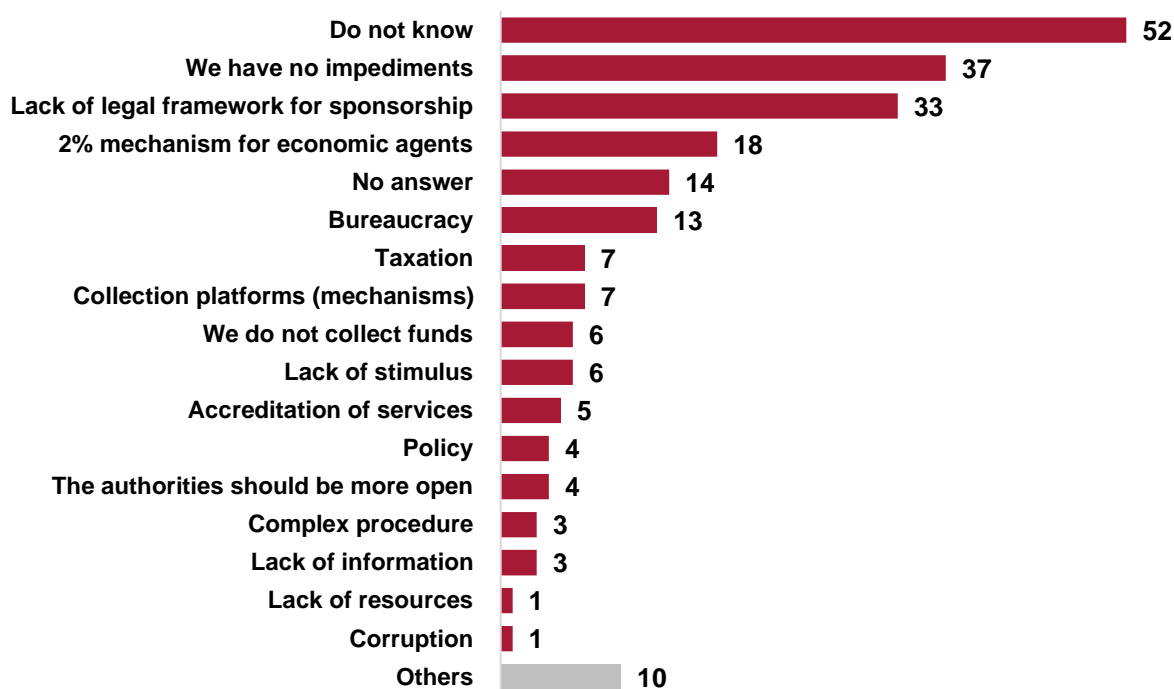
VII. Legal aspects

DIAGRAM 43. How does your CSO assess the effectiveness of the legal framework for funding/sponsoring CSOs? N = 215, %.



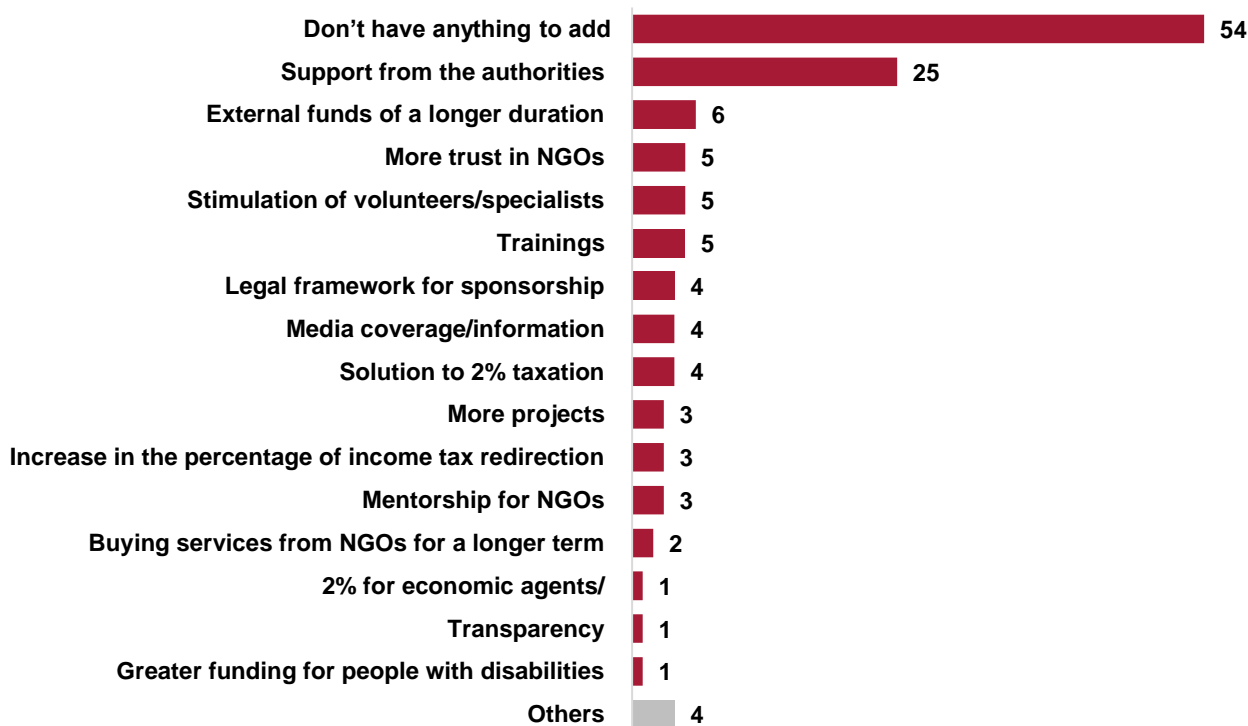
Most CSOs (52.6%) consider the legal framework's effectiveness moderate, and there is room for improvement. Another 20.5% consider the legal framework quite effective, but minor adjustments can also be made. 23.7% of organizations, about a quarter of all respondents, evaluate the legal framework's effectiveness poorly and require significant improvements and changes. These perceptions are rendered almost identically throughout Moldova.

DIAGRAM 44. What legal impediments prevent CSOs from collecting local funds (public funds, private and individual donations, and sponsorships)? N = 215.



Most replies (52) indicate that CSOs are unaware of any impediments. In another 37 mentions, CSOs did not notice any legal barriers. According to the 33 other CSOs, the lack of a legal sponsorship framework constitutes a significant obstacle. Some CSOs mentioned that the 2% mechanism is either not well implemented or should also include the private sector.

DIAGRAM 45. Please let us know if you want to add something to the study topic N = 130.

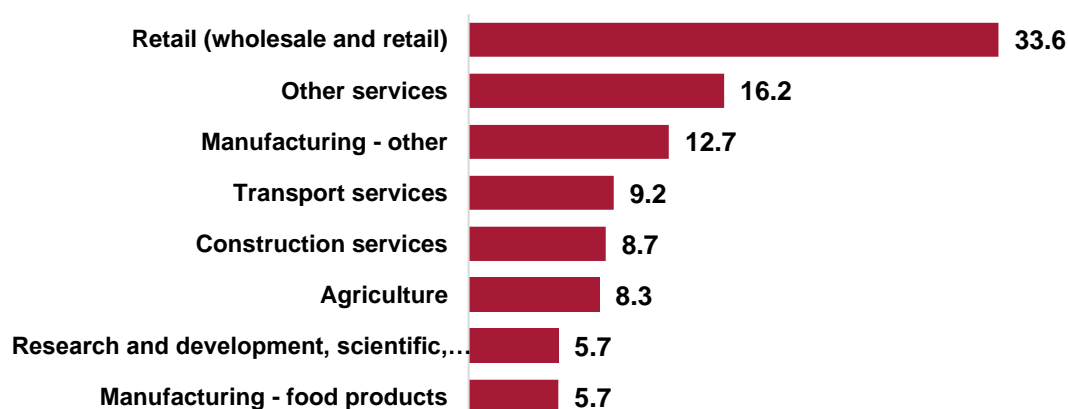


In addition to respondents who had nothing to add to the study's topic (54 mentions), 25 CSOs highlighted that more support is needed from the authorities. Other mentions include the need for longer external funds, more trust in CSOs from the population, stimulation of volunteers and specialists, more professional training, etc.

Presentation of the Private Sector Study Results

I. General Information about Respondent Companies

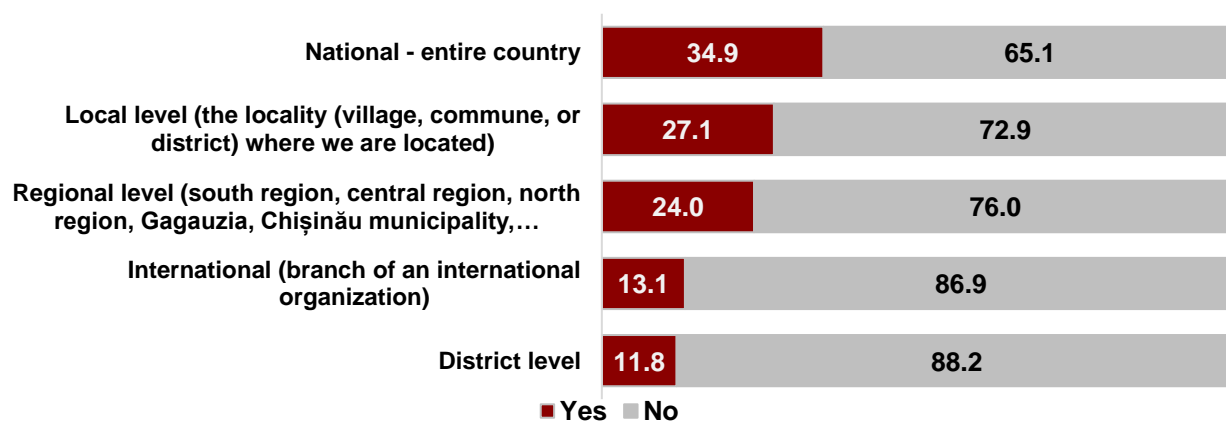
DIAGRAM 46. What is your organization's primary field of activity? N=229



Industry Distribution: Among the companies that participated in the survey, the main field of activity most frequently encountered is "Retail and Wholesale," constituting 33.6% of the total responses. Other significant industries include "Other services" (16.2%) and "Production – other" (12.7%). According to the size of enterprises, just over half of "large" enterprises are engaged in "Trade (retail and wholesale)" (53.1%). Medium and small enterprises are involved, in addition to trade, in the manufacturing industry "of others" (18.9% and 18.7%) and other services (17.3 and 15.1%). "Micro" enterprises have a predominant distribution in trade (39.1%) and other services (17.4%).

Regional Distribution: Chisinau stands out as the region with the most activity in trade (40.3%) and other services (17.8%). Gagauzia and the South Enterprises focus primarily on agriculture (27.3% and 35.3%) and trade (18.2% and 23.5%). Another 20% of enterprises in the Northern region practice agriculture. In addition to trade, another area that stands out in the Central region is "production—other" (21.6%).

DIAGRAM 47. At what level does your company operate?

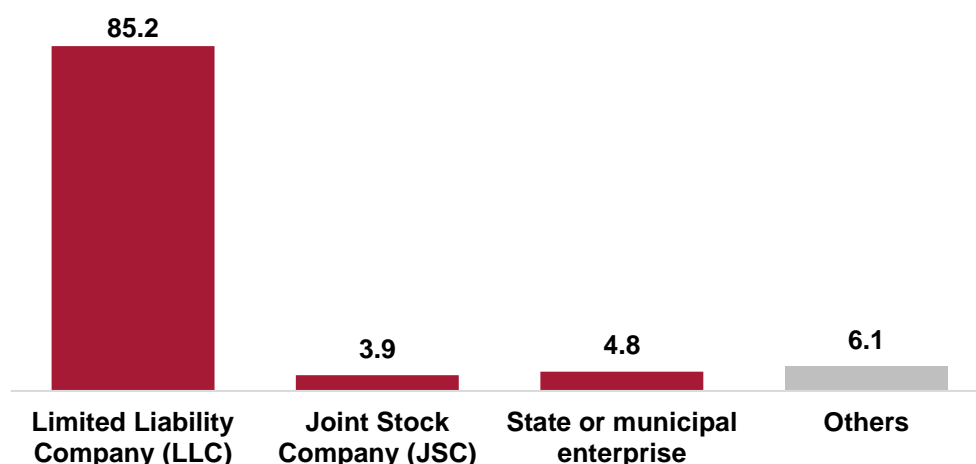


General Distribution: According to the data, 34.9% of enterprises operate nationwide. The second largest group operates locally (27.1%), followed by regionally (24.0%), internationally (13.1%), and finally, the lowest percentage at the district level (11.8%).

Type of Enterprise: Large and medium-sized enterprises operate at the national level, 46.9% and 43.4%, respectively. Small enterprises operate at the regional level at a rate of 34.7% and the national level (32.0%), and medium-sized ones, mainly at the local level (34.8%) and in equivalent proportions at the regional and national levels (26.1% in both cases).

Regional Variations: Companies in the Southern region are mostly active locally (47.1%), while those in Gagauzia are active nationally (54.5%).

DIAGRAM 48. Organizational-legal form, N = 229, %.



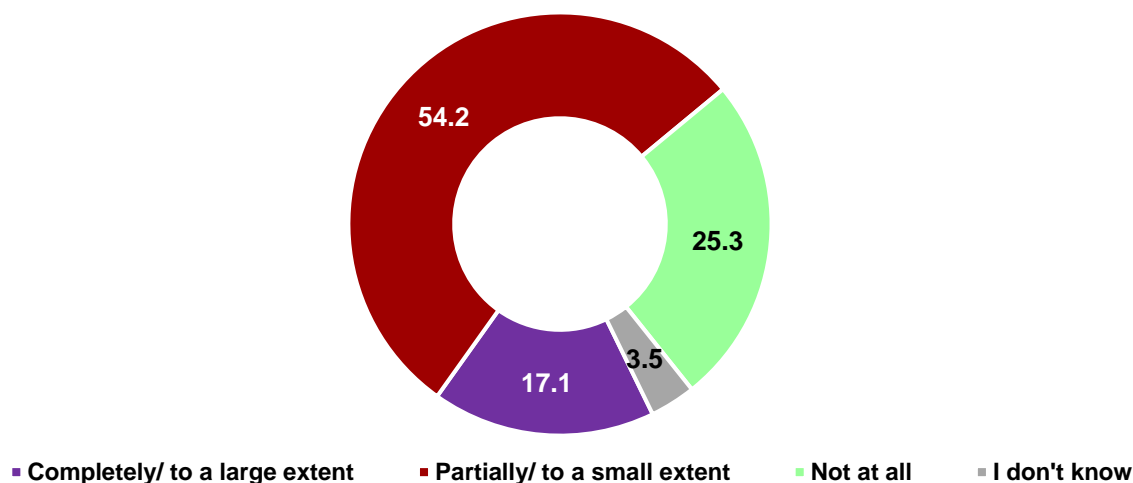
Most respondents (85.2%) indicated that their organizational-legal form is a Limited Liability Company (LLC). The second most frequent form is a Joint Stock Company (JSC), with 3.9%, followed by State or Municipal Enterprise, with 4.8%, and 6.1%, classified in the "Other" category. The total number of responses is 229.

Type of enterprise: Most large enterprises (78.1%) have the organizational-legal form of LLC, and 15.6% represent JSC. Medium-sized enterprises are also mainly LLCs (77.4%), but some of them are also state or municipal enterprises (11.3%) and JSC (5.7%).

Region: Besides LLCs, enterprises in Gagauzia had a distribution of (18.2%) of state or municipal enterprises.

II. Funding and Trust in CSOs

DIAGRAM 49. To what extent are you familiar with the term 'civil society organization' (CSO)? N = 229, %.

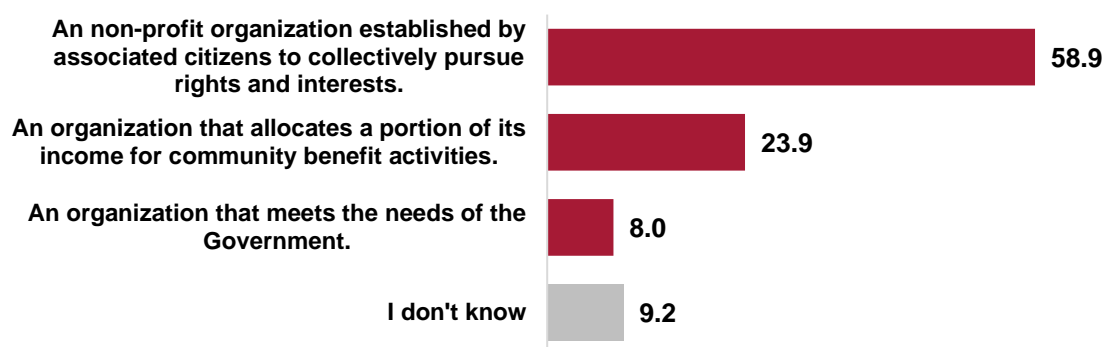


According to the results, most respondents have a partial awareness of Civil Society Organizations (54.2%), and the proportion of respondents who do not know CSOs at all (25.3%) is higher than those who know primarily about CSOs (17.1%).

Enterprise size: According to disaggregated results, larger enterprises tend to have higher levels of awareness (12.5%—15.6%) compared to smaller ones (5.3%—6.7%). Thus, smaller companies responded more significantly that they do not know or know little about the CSOs.

Regional Variations: Awareness levels vary across regions, with Gagauzia showing the highest overall awareness compared to the other areas. The enterprises from the Center region replied that they are partially aware of the given term (72.9%). Businesses in the South did not know how to answer this question (11.8%).

DIAGRAM 50. Which of these statements describes a civil society organization? N = 163, %.

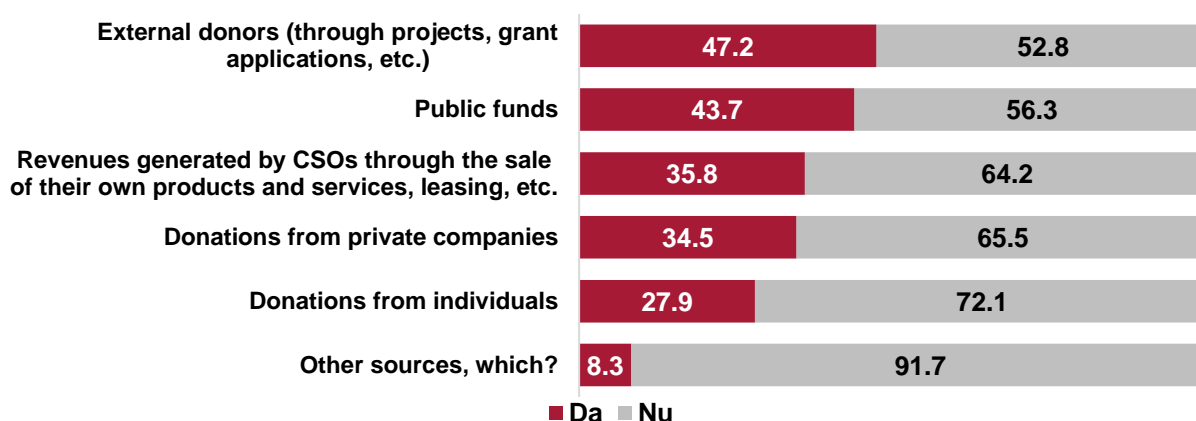


Most respondents (58.9%) consider a civil society organization a non-profit entity constituted by citizens to pursue rights and interests jointly. Almost a quarter of respondents (23.9%) associate civil society organizations with entities that allocate their income to community-oriented activities.

Type of enterprise: Small enterprises reflect a higher proportion (28.8%) of the opinion that civil society organizations direct part of their income to community service than large enterprises (20%). The opinion that civil society organizations work to meet the government's needs was expressed most by medium-sized enterprises (17.5%).

Region: Compared to enterprises in other areas, most Gagauzian companies (37.5%) believe that CSOs direct their income to community service. In the Southern region, most respondents (70.0%) consider civil society organizations representing non-profit entities established by associated citizens to defend rights and interests jointly. In the North region, a significant proportion of 25.0% did not know how to provide information about the nature of civil society organizations.

DIAGRAM 51. From what sources should CSOs be financed in Moldova?



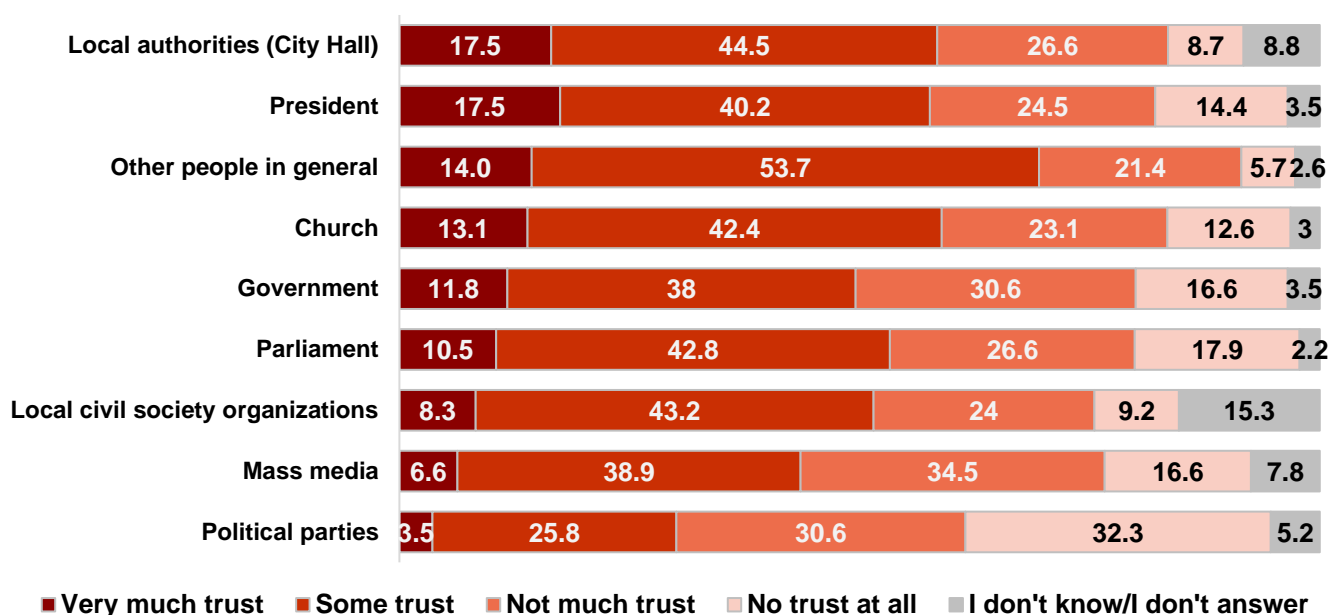
General preferences for Funding Sources: Most companies (47.2%) believe that CSOs should be financed by external donors (through projects and calls), then by public funds (43.7%), and by generating revenues from sales of own products and services, rent, etc. (35.8%). In a similar proportion, companies believe that financing should come from private companies (34.5%).

Type of Enterprise: Large and small enterprises responded more favorably to external donors. Large enterprises (53.1%), followed by medium-sized enterprises (50.9%), showed a significant preference for public funds. Large companies don't think CSOs should generate revenues from sales of their products, services, or individuals (81.3%). Medium-sized enterprises (45.3%) believe that donations from private companies are preferable, as well as revenues generated from sales of their products and services (41.5%).

Region: Private companies in the Central Region (70.3%) believe that CSOs should be financed by external donors and public funds. Gagauzia strongly prefers public funds (63.6% answered "Yes"). Chisinau enterprises reflect moderate support for each mentioned funding source, between 25.6% - 41.1%.

General Trends: There is a consistent pattern of higher support ("Yes") for each funding source in the Central region compared to the other areas.

DIAGRAM 52. How much trust does your company have in the following institutions and organizations...?



The level of trust businesses have towards the listed entities fell most into the category of relative trust (some trust) and minimal trust (not much trust). Overall, the percentage of businesses that lack confidence in all listed entities is higher than the high confidence level. Local authorities (City Hall) and the President enjoy relatively high levels of trust, with significant percentages in the categories "Very Much Trust" (17.5% for each) and "Some Trust" (44.5% and 40.2%). Companies also generally expressed considerable trust towards other people (14% - very much trust and 53.7% - some trust) and churches (13.1% - very much trust and 42.4% - some trust).

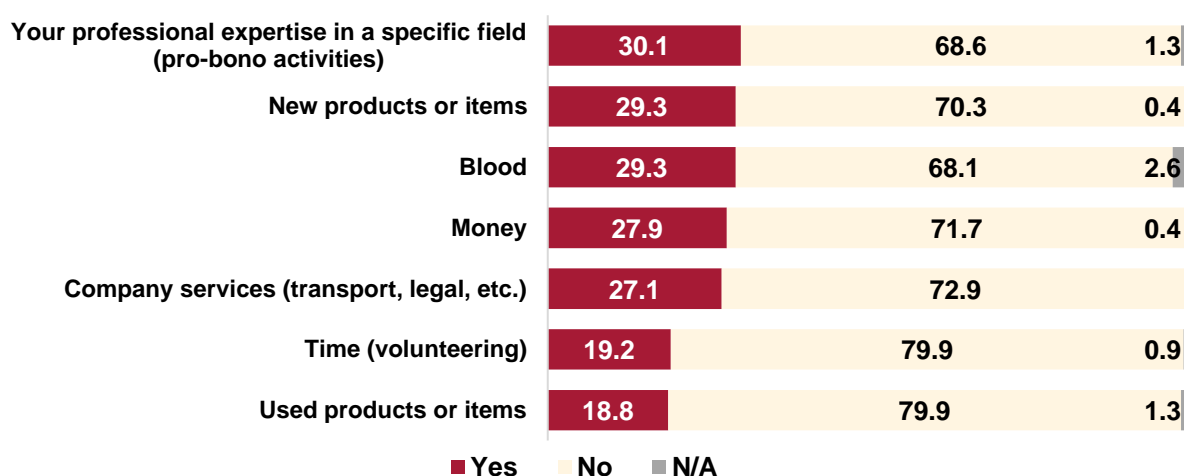
The government and parliament show lower levels of trust, with a significant number of respondents stating: "not much trust" (30.6%) or "no trust at all" (16.6%).

The media and political parties are perceived as having the lowest level of trust. For the press, "not much trust" was expressed by 34.5% of respondents and "No trust at all" by 16.6%. The "no trust at all" percentage is highest for political parties, at 32.3%.

The trust in CSOs is also at the lower limits of the trust scale, with only 8.3% of "very much trust," 43.2% of "some trust," 24% of "not much trust," and 9.2% of "no trust at all."

III. Donations

DIAGRAM 53. Has the company you represent donated in the last 12 months?

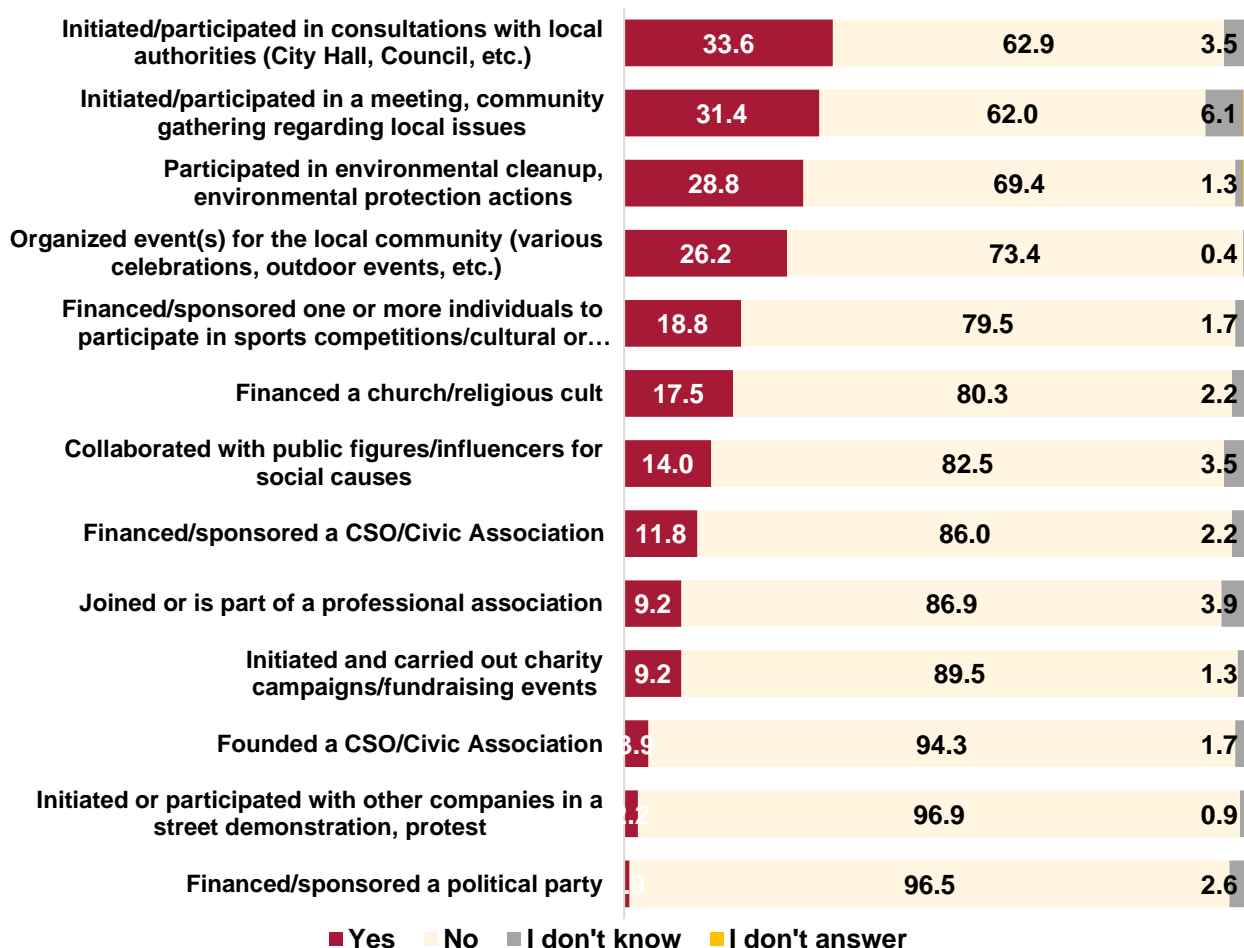


According to responses, in the last 12 months, 30.1% of the companies donated professional expertise, 29.3% donated new products or objects, 29.3% donated blood, 27.9% donated money, and 27.1% donated the company's services. Large and medium-sized companies, mainly from the Center and Gagauzia, are more active in offering professional expertise pro bono (48.6% and 45.5%, respectively). Southern businesses have the lowest percentage in this category – 5.9%. Large

companies and those in the Center are more likely to donate new products or items (37.5% and 48.6%). Micro enterprises (17.4%), Southern region companies (23.5%), and businesses from Gagauzia (18.2%) are not so active in this category. Also, large companies, such as those from Gagauzia and the Center, are more likely to donate blood, with significant percentages (53.1%, 54.5%, and 48.6%).

According to disaggregated data, almost half of the large companies donated money (46.9%). The data reveals that the smaller the company, the less likely it is to donate money: small companies with 25.3% and micro companies - 13%. At the same time, companies from Chisinau donated the least – 19.4%.

DIAGRAM 54. Has the company you represent initiated or participated in any of the following actions/activities in the last 12 months?



About a third of the companies (33.6%) initiated or consulted with local authorities, around 31.4% were involved in community meetings on regional issues, 28.8% participated in actions related to environmental protection, and 26.2% of companies organized events for the local community. According to these results, among the most frequent activities carried out by companies are consultations and organizing events in collaboration with local authorities and communities, as well as participation in tree planting and protecting the environment. On the other hand, only one percent (0.9%) of enterprises financed/sponsored political parties, and 2.2% participated in protests or demonstrations.

Organization of events for the local community: Large companies (34.4%), those from the Center region (35.1%), and those from Gagauzia (54.5%) are more active in organizing events for the local community. Micro enterprises make up 15.9% of the total, and those in Chisinau make up 19.4%, the lowest percentage in this category.

Initiated/participated in consultations with local authorities: large companies – 46.9%, medium – 45.3% and those in the South – 52.9%, North – 48.6% and Center 54.1% are more involved in consultations with local authorities. Micro enterprises – 15.9% and those in Gagauzia – 27.3% and Chisinau – 21.7% have the lowest rate in this category.

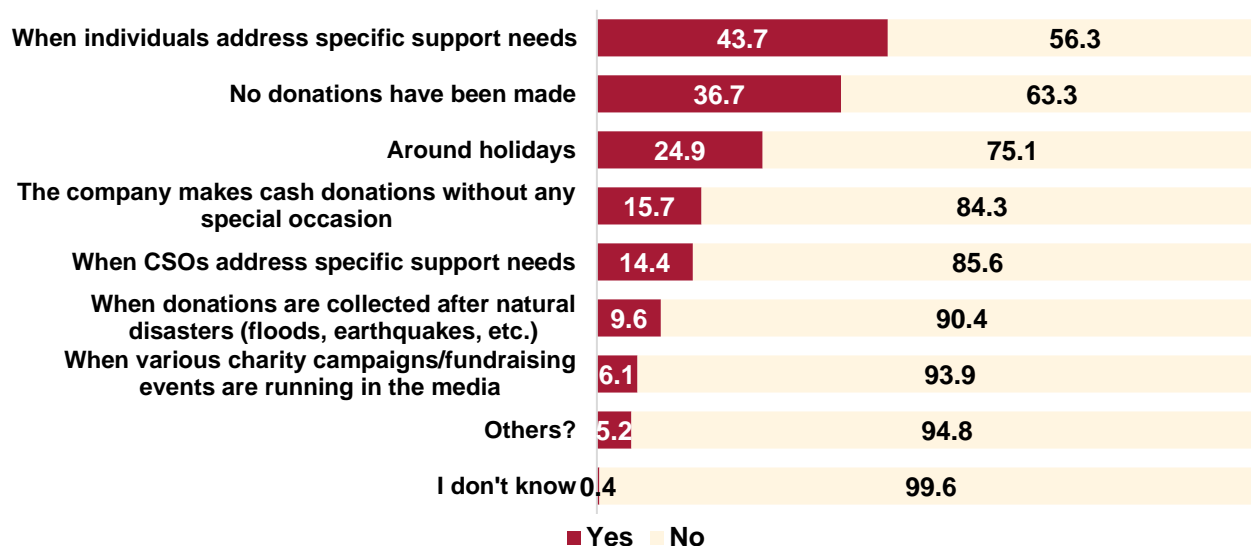
They initiated/participated in some meetings and community meetings on local issues. Approximately the same sample structure and in the same proportions was preserved here. Businesses that consult local authorities also meet with communities to solve local problems.

Organized event(s) for the local community: 39.6% of medium-sized companies and 35.1% of those from the Center are more active in organizing events for the local community, such as holidays and outdoor events.

Participated in tree planting and environmental protection actions: Large companies – 50% and those in the Center – 43.2% are more involved. Micro enterprises – 20.3% and those in Chisinau – 22.5% have lower percentages in this category.

Financed/sponsored one or more people for sports competitions/cultural or educational events: Large companies—40.6% and those in the Center—27% are more willing to donate to such causes. Micro enterprises and those in the North—5.7% and South—11.8% have lower percentages in this category.

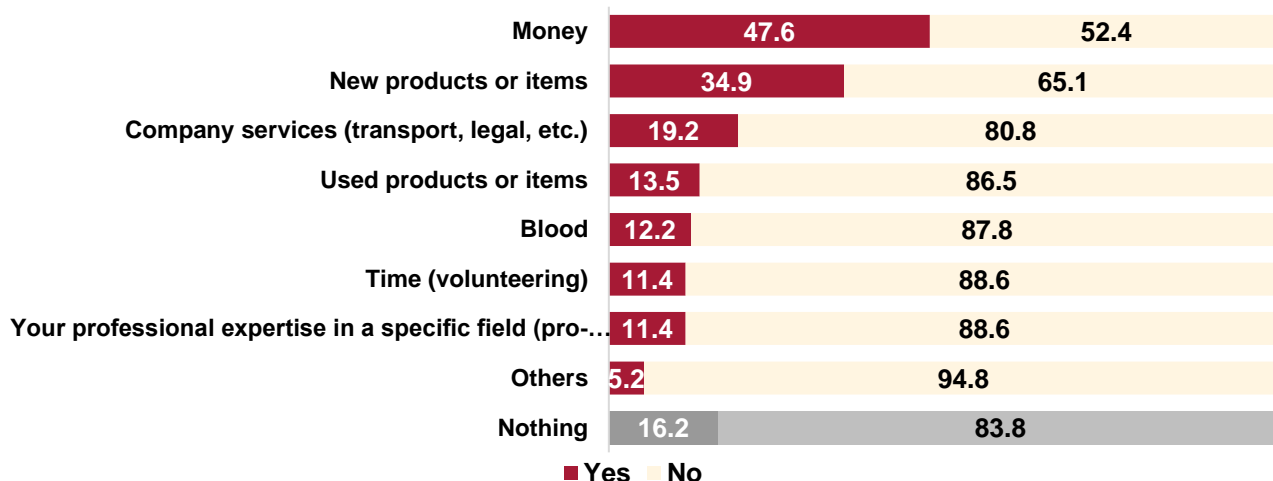
DIAGRAM 55. When the company you represent usually makes donations and sponsorships?



Circa 36.7% of the companies that participated in the survey do not make donations. In proportion to 56.5%, micro-enterprises said they do not donate, and companies from Chisinau, 43.4%. Large companies – 62.5% and from the Center – 73% make donations when individuals address particular support needs.

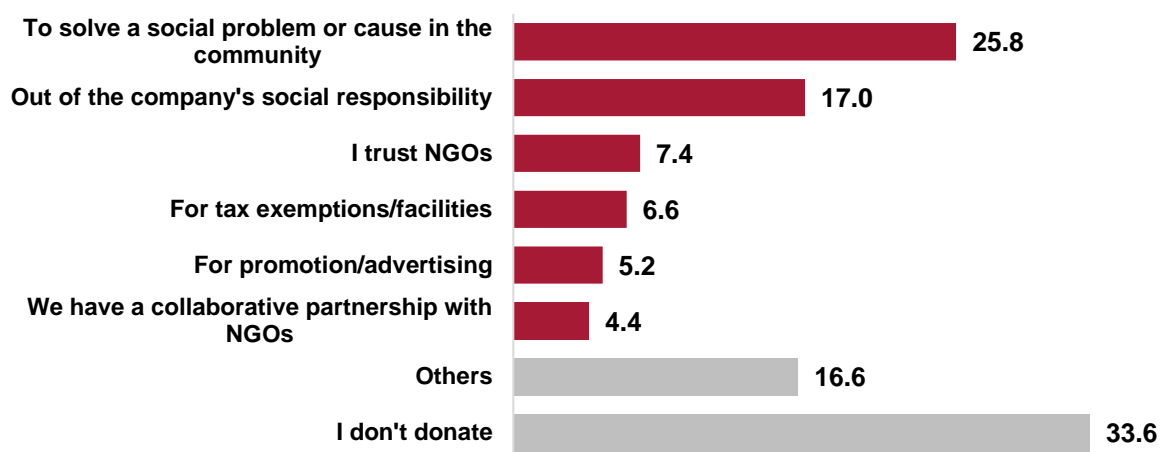
Companies that make donations support individuals who ask for help (43.7%), usually donate on the occasion of a holiday (24.9%), and are prone to donate money without it being a special occasion (other 15.7%). In 14.4% of cases, businesses make donations when CSOs ask for support.

DIAGRAM 56. If your company hasn't donated in the last 12 months, how would you prefer to donate if available?



Most companies (47.6%) would be comfortable donating cash if available. About a third of companies (34.9%) would be comfortable donating new products or items. The rest would prefer, with a variation between 11.4% and 19.2%, to donate company services, used products or objects, blood, time (volunteering), and professional expertise. Another 16.2% of businesses would not donate anything. In terms of distribution by size and region, large companies from the Center region are more likely to make donations, either in money or in new products.

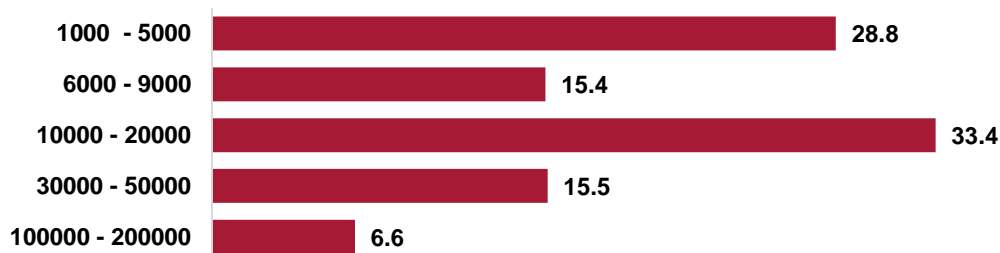
DIAGRAM 57. Why did you choose to support a CSO...? N = N=229



Most respondents supported a CSO to solve a social problem in the community, representing 25.8% of all respondents. Another frequent reason for supporting a CSO is the company's social responsibility – 17.0%. However, a significant proportion (33.6%) of respondents said they do not or have not donated to a CSO. Only 7.4% donated because they trusted CSOs, and 6.6% donated for tax benefits.

According to disaggregated data, companies that did not donate to CSOs represent variations in regional size and location, but the fewest are large companies—18.8%—and from the Center—16.2%. The same companies donated the most for social causes—40.6% and 48.6%.

DIAGRAM 58. If the company you represent donated/donates money to CSOs, what is the average amount per year? N = 45

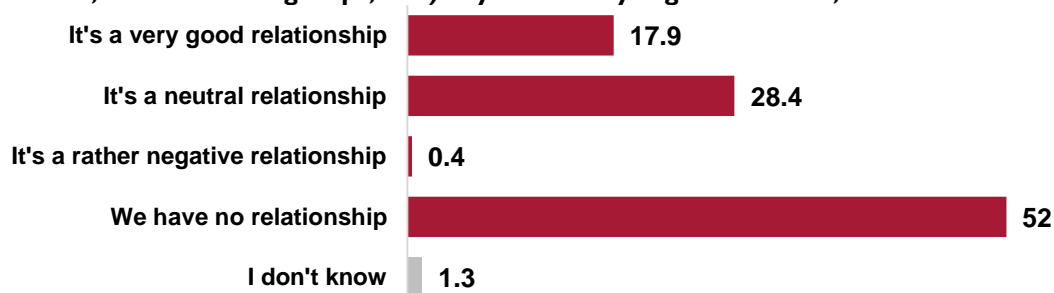


Enterprise size: 87.5% of micro-enterprises donate up to 10 thousand lei, while 12.5% donate more than 10 thousand lei. 76.9% of small businesses donate up to 10 thousand lei, and 23.1% donate more than 10 thousand lei. 66.7% of large enterprises donate up to 10 thousand lei, and 33.3% donate more than 10 thousand lei. 61.1% of medium-sized enterprises donate more than 10 thousand lei.

Region: In the North region, 87.5% of enterprises donate up to 10 thousand lei, and 12.5% donate more than 10 thousand lei. In the South region, 50.0% donate up to 10 thousand lei, and 50.0% donate more than 10 thousand lei. In the Central region and Chisinau, to the same extent (55.6%), they donate up to 10 thousand lei, while 44.4% donate more than 10 thousand lei. In Gagauzia, 75.0% donate up to 10 thousand lei, while 25.0% donate more than 10 thousand lei. 62.2% of enterprises donate up to 10 thousand lei, while 37.8% donate more than 10 thousand lei.

IV. The Relationship between Companies and the Associative Sector

DIAGRAM 59. How would you describe the relationship between your company and the associative sector (NGOs, associations, civic initiative groups, etc.) in your locality/region? N = 229, %.

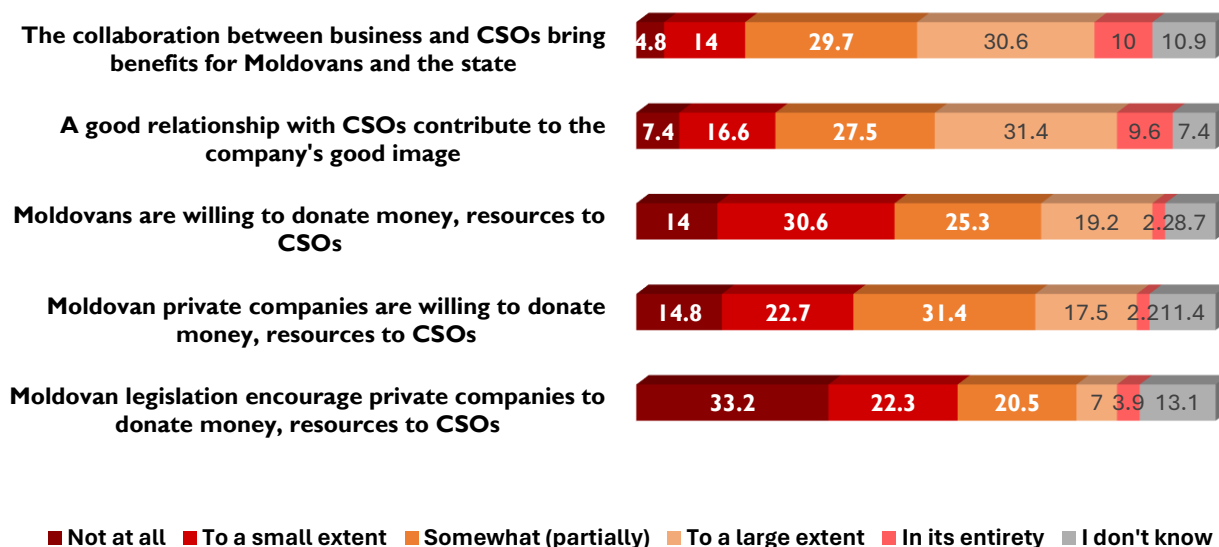


Most respondents (52%) have no relationship with the associative sector, while 28.4% label their relationship as neutral. 17.9% consider their relationship with non-profit organizations very good, and only 0.4% said it is a negative relationship.

Enterprise size: One-third of large enterprises (31.3%) have very good relationships with the associative sector, another third (34.4%) have neutral relationships, and the other third has no relationship at all (34.4%). Medium-sized enterprises (50.9%) have no relationships, 20.8% have very good relationships, and 26.4% have neutral relationships. Most small and micro enterprises have no relationship with the associative environment (50.7% and 62.3%, respectively), and small ones have either very good or neutral relationships (17.3% and 29.3%) in slightly higher proportions than micro companies (10.1% and 26.1%).

Region: The southern region stands out because most enterprises in this area label their relations with the associative sector as very good (58.8%). Otherwise, most North, Chisinau, and Gagauzia business entities have no relationship with the associative environment (51.4%, 60.5%, and 63.6%).

DIAGRAM 60. To what extent do you agree with the following statements?



Most respondents agreed to a large extent and somewhat agreed (30.6% and 29.7%) that collaborating with CSOs would bring many benefits for the country and its people and that it would contribute to the business's good image (31.4% agreed to a large extent and 27.5% somewhat agreed). Almost 10% of respondents agreed with the statements in both cases. Only 2.2% fully agreed that businesses and people in Moldova are willing to donate to CSOs.

At the same time, 17.5% agreed to a large extent, 31.4% somewhat agreed, and 37.5% disagreed that businesses in Moldova are willing to donate to CSOs. 34.6% disagreed that people in Moldova are eager to donate.

Collaboration and benefits to the population and the state: Medium-sized companies agree with this statement (37.7% - somewhat agree, 17% - totally agree) compared to large (37.5% - somewhat agree) and small (36% - somewhat agree). In the same regard, 40.5% of companies from the Center agree to a large extent, and 18.9% agree with the statement, Gagauzia (36.4% - to a large extent, 27.3% - totally agree) and businesses from the South (41.2% - to a large extent, 23.5% - agree).

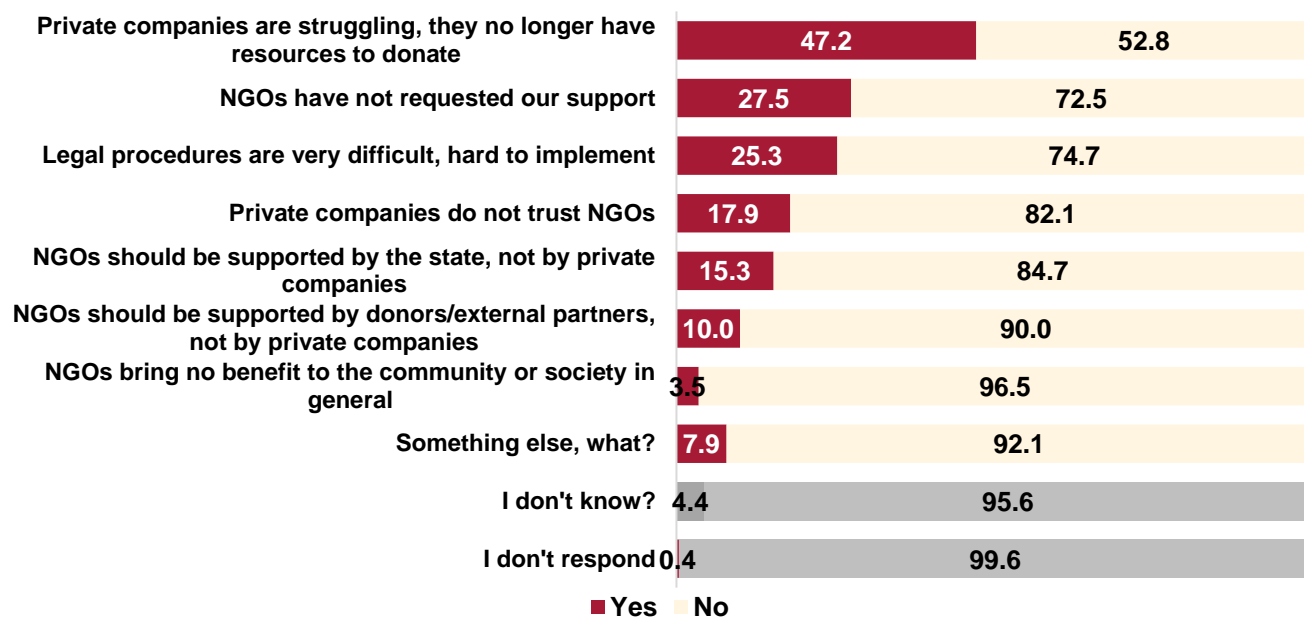
The contribution of the image of companies about CSOs: Half of the large companies somewhat agree with this statement (50%), and another 34.4% disagree. Medium, small, and micro companies have different opinions on this statement.

Moldovan legislation encourages donations to CSOs: Most responses to this statement were "not at all" or "to a small extent" of agreement. About half of businesses in the North strongly disagree with this statement (45.7%). One-third of enterprises in Gagauzia did not know how to provide an answer (36.4%).

The willingness of the private sector to donate to CSOs: Large companies agreed with this statement more than the rest of the types of companies. Similarly, enterprises from the Center agreed more (35.1%—somewhat, 29.7%—to a large extent). About a third (28.6%) of businesses in the North strongly agreed.

V. Main Obstacles and Motivations

DIAGRAM 61. What are the main obstacles preventing private companies from supporting Moldovan CSOs?

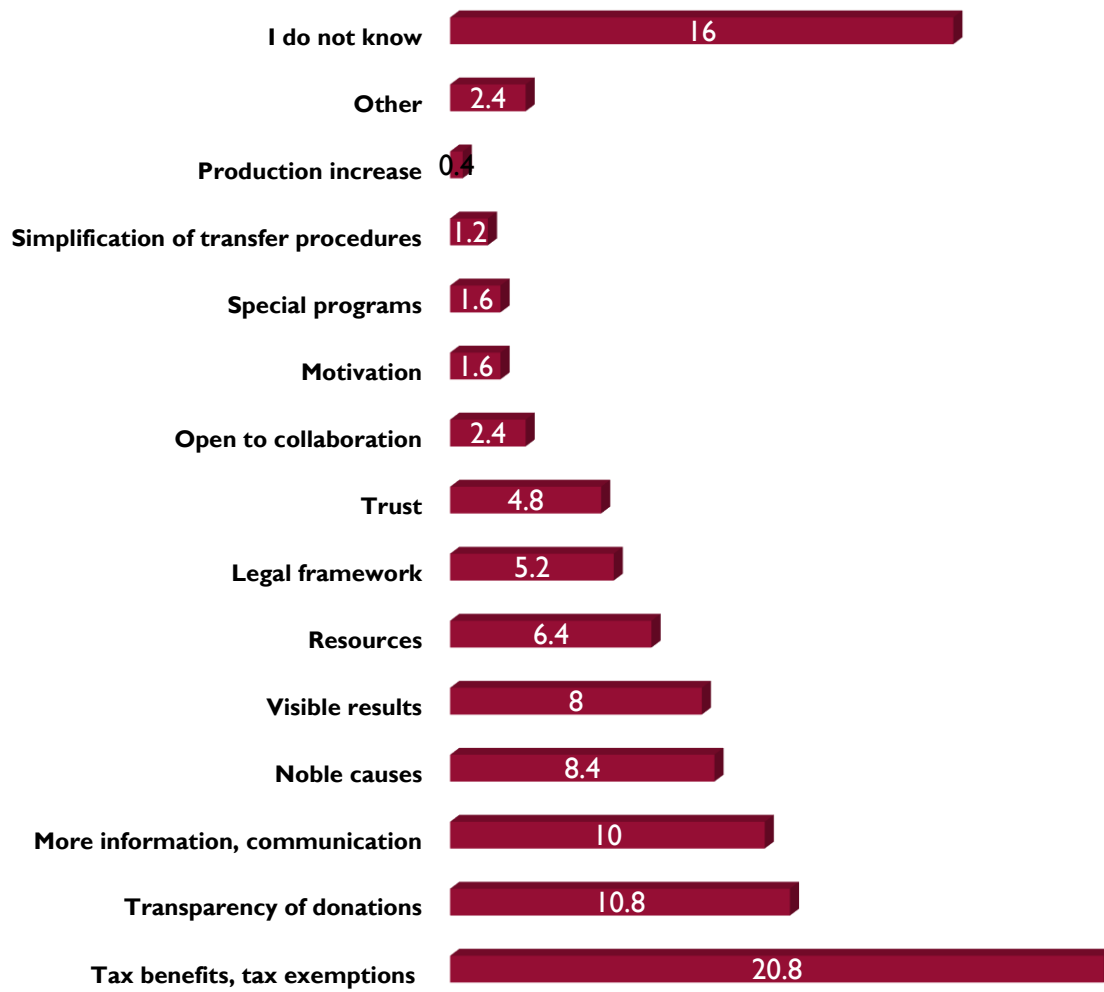


About half of the respondents say financial difficulties prevent companies from supporting Moldovan CSOs. This opinion was primarily expressed by small companies (52%), micro (53.6%), and companies from the Northern region (62.9%). Another barrier mentioned was complex legal procedures (25.3%). This opinion was supported by large companies (31.3%), medium-sized (32.1%), and Southern region companies (52.9%).

Also, 17.9% of respondents mentioned that an issue is the lack of trust towards CSOs. The distrust was predominantly expressed by large companies (31.3%) and companies from the Northern region (20%).

Another 27.5% of respondents stated that CSOs did not ask for their support, 15.3% believe CSOs should be supported by the authorities, and another 10% by external donors (10%). 3.5% stated that CSOs do not benefit the community.

DIAGRAM 62. What would motivate businesses to donate/support CSOs when they have resources? N = 221, %.



Tax incentives and exemptions are the primary motivators for donations in the private sector, with 20.8%. Other vital factors are donations transparency (10.8%) and better information/communication (10.0%). Companies consider clear and open communication from CSOs and transparency in resource management critical elements in deciding whether to support a cause.

Noble causes (protection of children, elderly, social insurance, charity, research, education) represent a significant motivation for only 8.4% of respondents. This indicates that some companies are sensitive to social impact.

DIAGRAM 63. To what extent do you think CSOs in Moldova solve the following issues?

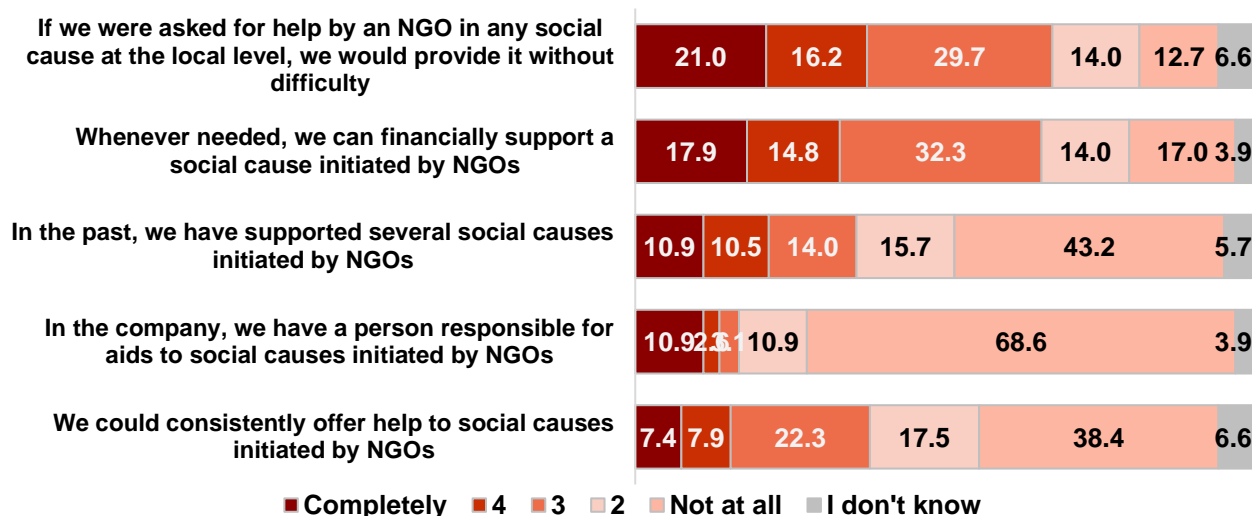


The general opinion is that CSOs are involved in solving issues or contributing somewhat to the statements mentioned above (35.1%) or to a large extent (23.5%). About a quarter of the respondents believe that these issues are solved by CSOs to a small extent and not solved at all, and another 10.7% did not know how to provide an answer.

According to the data, the issues that are somewhat solved or solved to a large extent are protecting women (38.8%), protecting the environment (38.5%), promoting human rights (36.3%), protecting ethnic minorities (32.4%), contributing to better education of children and young people (31.9%), ensuring free and fair elections (31%), protecting children's rights and the right to freedom of expression (both 30.6%), population health and improving cleanliness and infrastructure (both 30.5%), as well as providing leisure opportunities (30.1%).

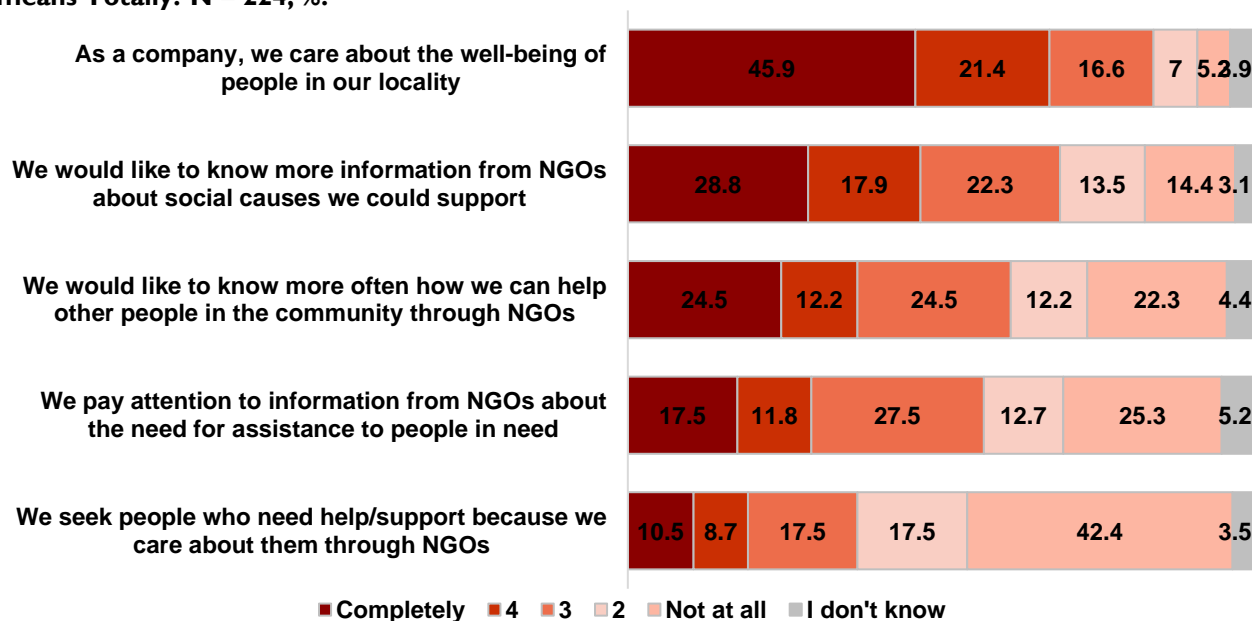
VI. Power, Interest, and Satisfaction Level

DIAGRAM 64. To what extent do you agree with the following statements regarding supporting and engaging in social causes supported by CSOs, on a scale from 1 to 5, where one means Not at all and 5 means Totally? N = 224, %.



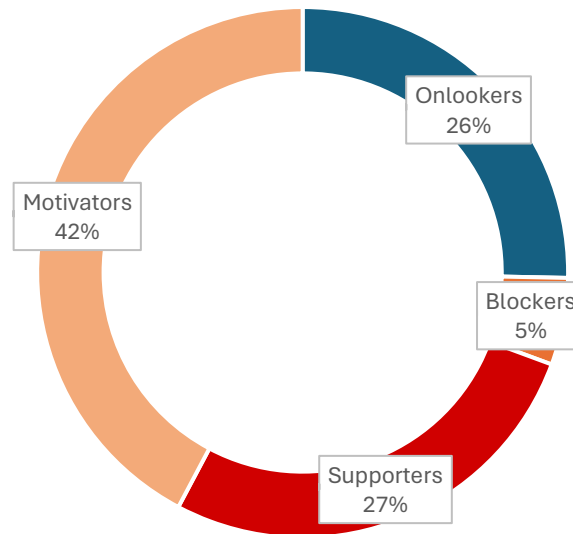
The overall picture that emerges from these results is that Moldovan companies are theoretically ready and willing to help social causes initiated by CSOs. Respondents stated that their company would provide aid to a CSO if it had received a request for help (in total and 4-37.2%) and that their companies are ready to financially help in social causes supported by CSOs when needed (in total and 4-32.7%). Still, 58.9% did not support CSOs in the past, 79.5% don't have a person in the company to take care of social causes and social responsibility, and 55.9% cannot consistently provide help in social causes.

DIAGRAM 65. To what extent do you agree with the following statements regarding supporting and engaging in social causes supported by CSOs, on a scale from 1 to 5, where one means Not at all, and five means Totally? N = 224, %.



These results show that the private sector is concerned about the well-being of local communities and would like to hear more information from CSOs about social causes and how they could help. Most interviewed companies (4-67.3%) are concerned about their community well-being and are willing to find out from CSOs about social causes they could financially support (4-46.7%). A little over a third of companies are interested in how they can help people in the community through CSOs (4-36.7%). Regarding the active search for needy people through CSOs, the vast majority of companies (59.9%) are not at all or, to a small extent, in active search, and only 19.2% are totally/primarily in search, and 17.5% are somewhat in demand.

DIAGRAM 66. The percentage of the four categories on the Power and Interest axis is N = 224%.



This chart shows the distribution of survey respondents into four categories according to their level of interest and power regarding the involvement and financial support of social causes initiated by CSOs. If a respondent scores an average of 1.5 on the power axis and 3.5 on the interest axis, he will be placed in the "supporters" quadrant.

The four categories are:

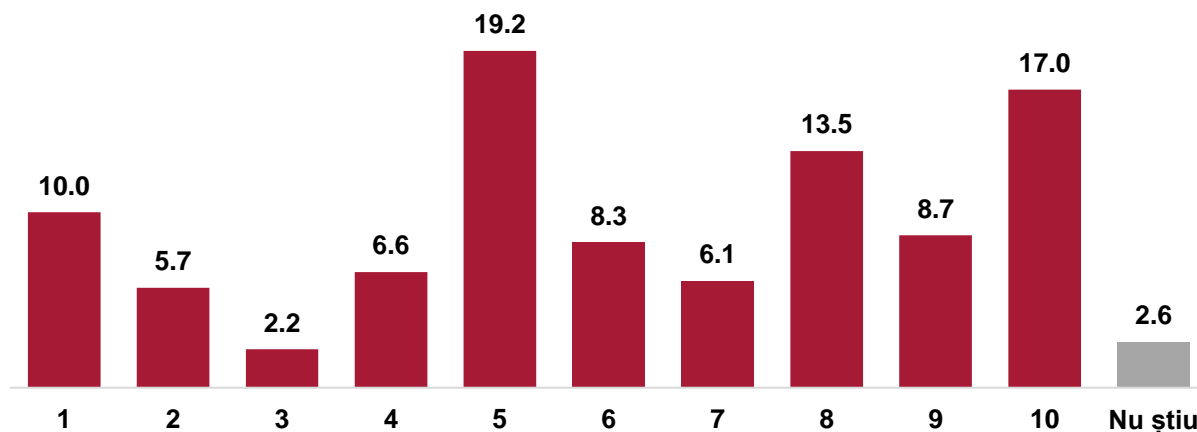
- 1) **Onlookers** have little interest and little influence on the subject. This category can be monitored to raise interest and support for the issue.
- 2) **Blockers** have little interest in the issue but significantly influence the process. They must be consulted and involved in the issues regularly.
- 3) **Supporters** are very interested in the issue and agree with the objectives of the topic under discussion but have little influence and power. The strategy for interacting with this category is to keep them informed and empowered and use their interest and willingness to participate.
- 4) **Motivators** are interested in the issue and greatly influence the process. The preferred strategy for dealing with them is encouraging, involving them, and maintaining consistent communication.

The results obtained show that most respondents are motivators, which is the highest priority category (42.2%); a quarter are viewers (25.3%), which means representatives who have neither interest nor influence on the process; another quarter are supporters (27.1%), and 5.3% are blockers.

About a quarter of supporters point out that some companies are interested in these issues but do not have the influence or initiative to act in this direction. A few blockers represent companies with influence but no interest in financially supporting CSOs for various social causes. This means there is an opportunity to work and communicate with these companies to raise interest. The last quarter of viewers refer to businesses without interest, influence, or ability to provide financial support.

According to the results, businesses in Moldova fall into the supporter's category, with a score of 2.47 on the Power axis and 3.05 on the Interest axis. With a slight increase on the Power axis, the general category of enterprises in Moldova would reach the quadrant of Motivators, which is the driving force and a priority.

DIAGRAM 67. On a scale of 0 to 10, how likely are you to recommend the behavior of supporting CSOs to others (friends/colleagues/relatives)? N = 229.



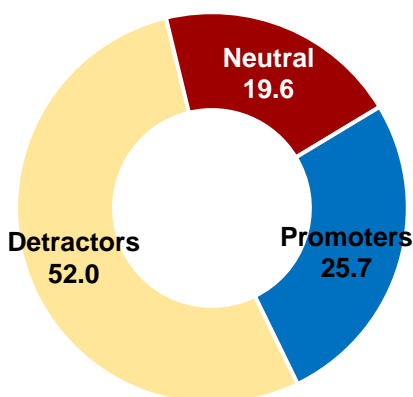
The NPS indicator (Net Promoter Score) is a metric that measures the degree of satisfaction (in this case of respondents) with a particular product or service, in this case, with the company's attitude towards supporting social causes initiated by CSOs. Depending on the answers, respondents are categorized into three groups:

- **Promoters:** People who gave a score of 9 or 10. They are considered respondents satisfied with their attitude and are willing to recommend it to others.
- **Neutral:** People who gave a score of 7 or 8. They are satisfied but not as enthusiastic as promoters and may be more prone to change.
- **Detractors:** People who scored between 0 and 6 are dissatisfied respondents who may express disappointment or dissatisfaction with their attitude/behavior.

To calculate your Promoter Net Score, your Promoter percentage is subtracted from your Detractor percentage. Using the results obtained: Promoters: 25.7% - Detractors: 52% = -26.3%. A Net Promoter Score (NPS) can range from -100 to +100; in this case, the NPS score is -26.3%, suggesting a higher percentage of detractors than promoters among survey respondents. The negative score indicates a higher level of dissatisfaction with the behavior of the represented company towards the social needs initiated by the CSOs.

By the above-described method, our respondents were categorized as follows: 52% were detractors, 19.6% were neutral, and 25.7% were promoters.

DIAGRAM 68. Percentage of respondents based on the Promoter Net Score

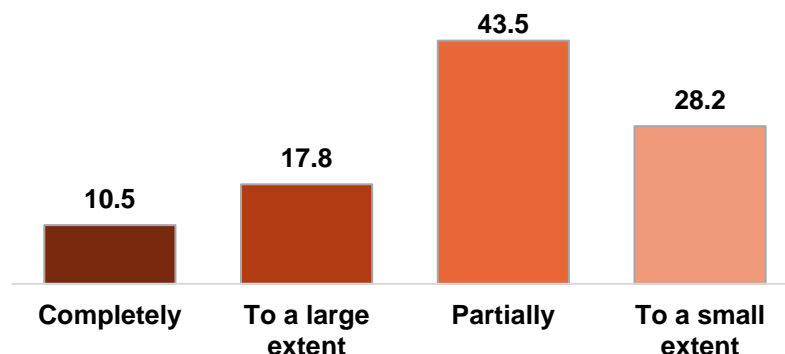


According to these responses, half of the respondents are Detractors, one-fifth are neutral towards their behavior concerning CSOs' social causes, and a quarter are promoters.

Presentation of the General Population Study Results

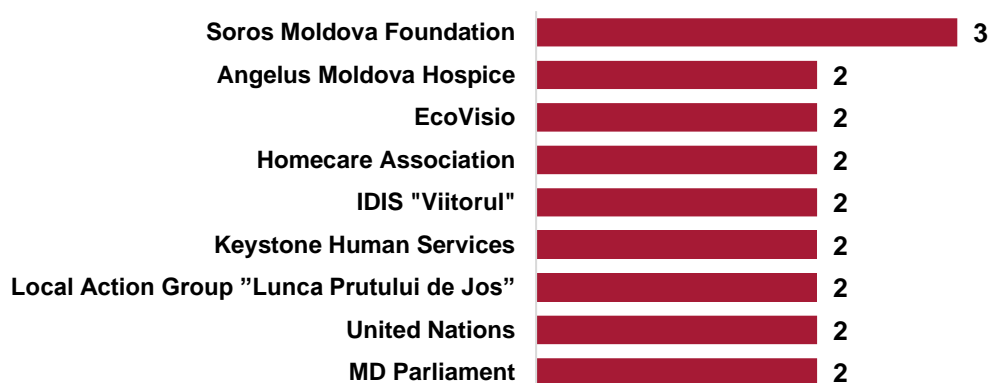
I. Knowledge and Perceptions of Civil Society Organizations (CSOs)

DIAGRAM 69. To what extent are you familiar with the term 'civil society organization? N = 354, %.



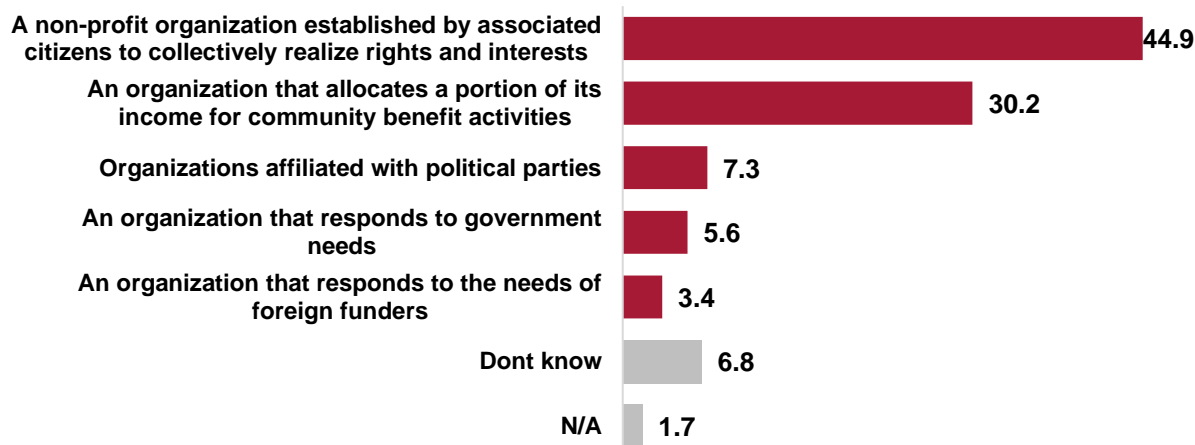
Most respondents (43.5%) are partially aware of the term "civil society organization," 17.8% are to a large extent familiar with the concept, and another 28.3% know it to a small extent. Some subpopulations whose answers stand out are women, with 31.1% complete and, to a large extent, knowledge of the concept compared to male respondents, with 23.9% familiarity. The term is also most familiar to young respondents of 18-29 years old with 34.4% and to respondents of 45-59 years old with 38.3%. Significant differences between the type of activity or residence environment were not observed.

DIAGRAM 70. Name a civil society organization you know, N = 221.



The above diagram shows some organizations and institutions mentioned more than once. The complete list of the responses provided is displayed at the end of the study in the [Annex: Population chapter](#).

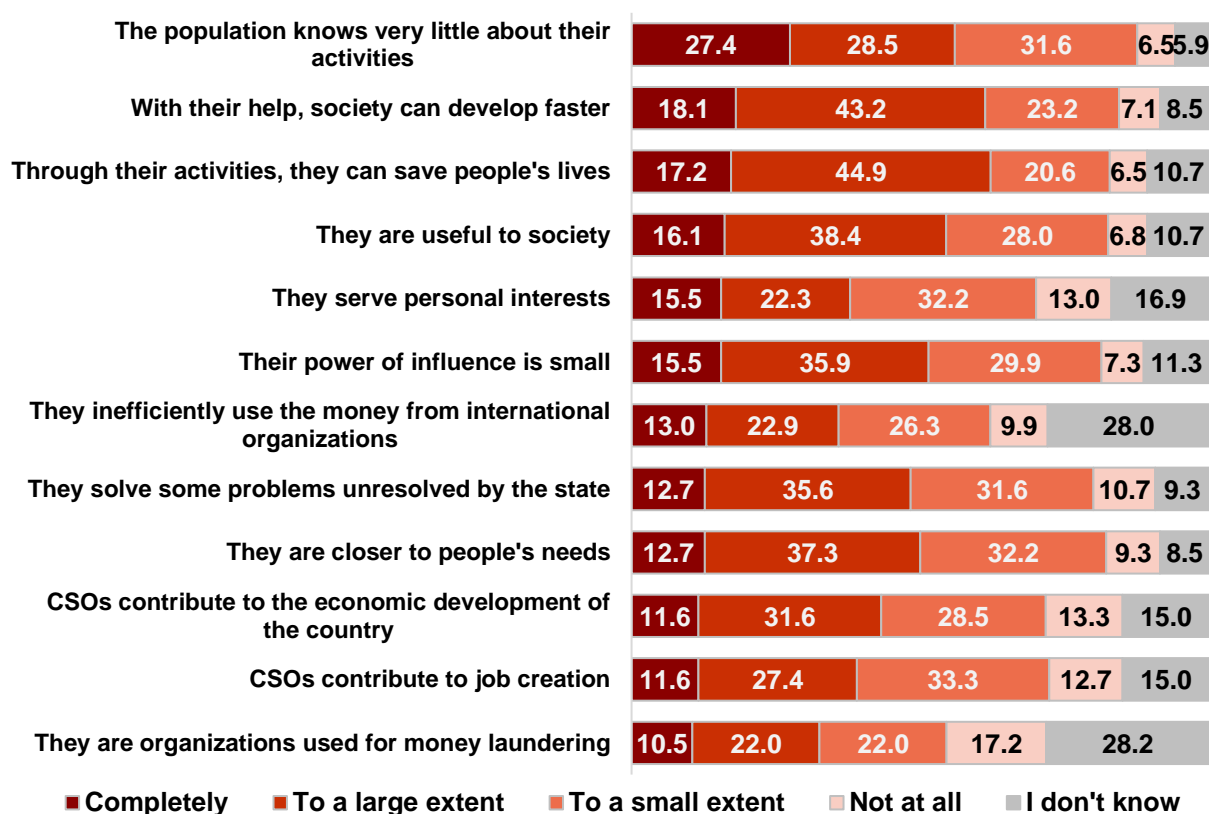
DIAGRAM 71. Which of these statements do you think describes a civil society organization? N = 354%.



The most frequently selected description for a civil society organization is "a non-profit organization formed by associated citizens to jointly promote/defend rights and interests," with 44.9% of respondents selecting this option. The same description also trended among the private companies with 58.9%. In the general population group, this opinion was supported by a little over half of respondents (55.2%) of 18 to 29 years old with a high level of education (55.2%), professionally active (50.7%), and from the urban areas (49%). Both men and women show similar preferences, with a slight variation in percentage between categories. 18.9% of respondents with a low level of education believe that CSOs are affiliated with political parties, and 10.8% needed to learn how to answer the question. Demographic variables show slight variation in preferences.

The second most popular opinion is "an organization directing part of its revenue to community service," 30.2% of respondents chose it.

DIAGRAM 72. To what extent do you agree with these statements about CSO activity? %.



Respondents agreed most with the statements that CSOs' work and help can save people's lives (62.1%) and accelerate society's development (61.3%). The following two statements with which respondents agreed are that the population knows little about CSOs' activities (55.9%) but considers them beneficial to society (54.5%). Similarly, a popular opinion among half of respondents is that CSOs' power of influence is small (51.4%).

Regarding negative statements about CSOs, more than a third of respondents agreed entirely or to a large extent that CSOs serve personal interests (37.8%), inefficiently use money from international organizations (35.9%), and are used for money laundering (32.5%). Interestingly, 55.9% of respondents believe that people know little about CSO activities, and 46% don't think CSOs contribute to job creation.

The population knows very little about their activity: young people agreed most with this statement (68.6%), and older respondents (45-59 and 60+) with low levels of education and predominantly from rural areas.

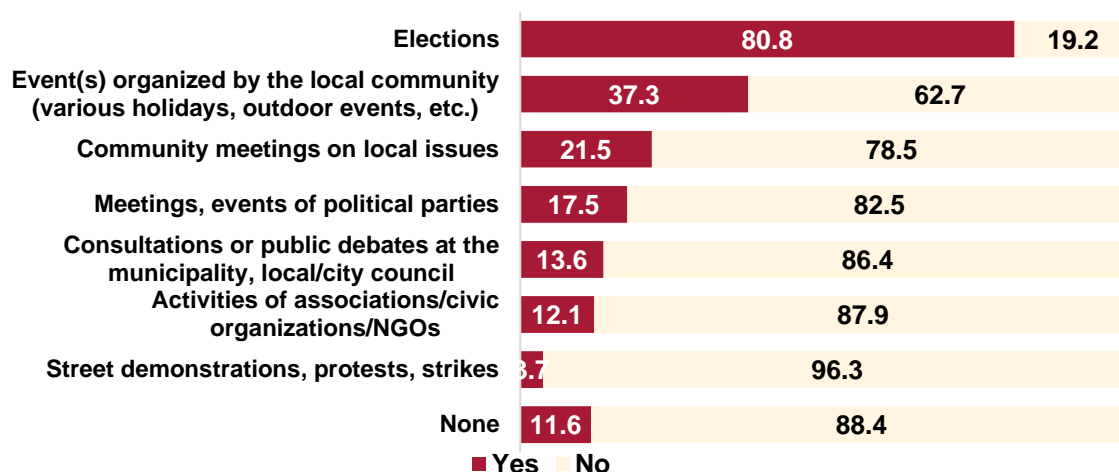
They serve personal interests: 27% of respondents with low levels of education, 27.1% with medium levels of education, and 29.9% of young people (18-29 years), as well as those in rural areas (27%), fully agreed with this statement.

Some organizations are used to laundering money: 37.5% of elderly respondents do not know how to provide a definitive answer. Young respondents agreed to a small extent (26.9%) or not with this statement (23.9%).

Their power of influence is small: Among respondents who largely agree, the majority are men (39%), middle-aged (39.8%), and occupationally active (39.1%).

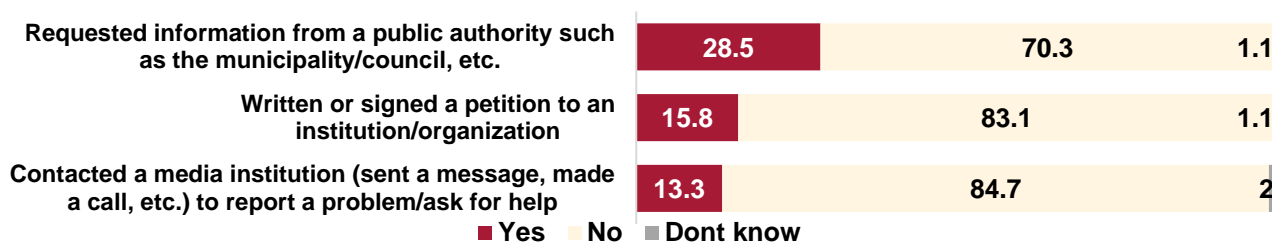
II. Participation and Involvement in CSO Activities

DIAGRAM 73. In the last 12 months, did you participate in...?



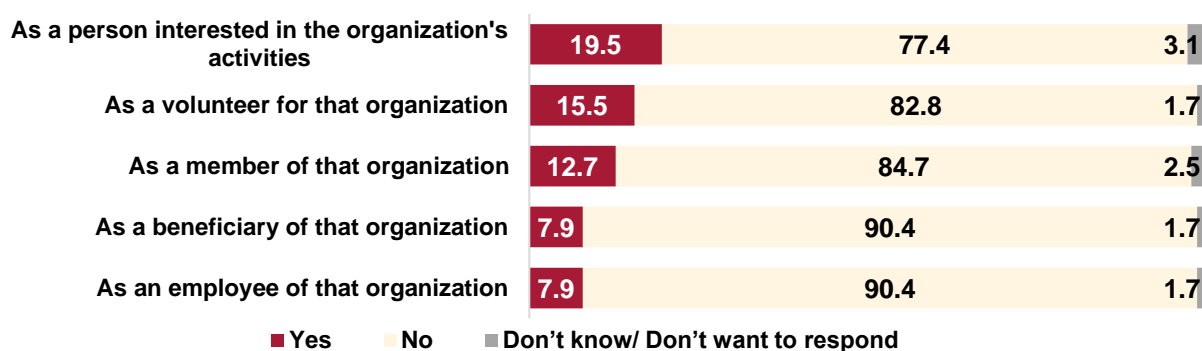
Most respondents participated in the elections (80.8%), out of which only 58.2% were 18-29 years old. Respondents with higher levels of education (87.3%) participated more in elections than those with low (70.3%) or medium (74.4%) levels of education. Participation in events organized by the local community is higher in rural areas (40.5%) than in urban areas, as well as among young people (41.8%) or elderly (45%) and with higher education levels (46.4%). Young people (22.4%) and people with higher education (18.2%) are more involved in the activities of public associations or organizations.

DIAGRAM 74. In the last 12 months, did you do the following...?



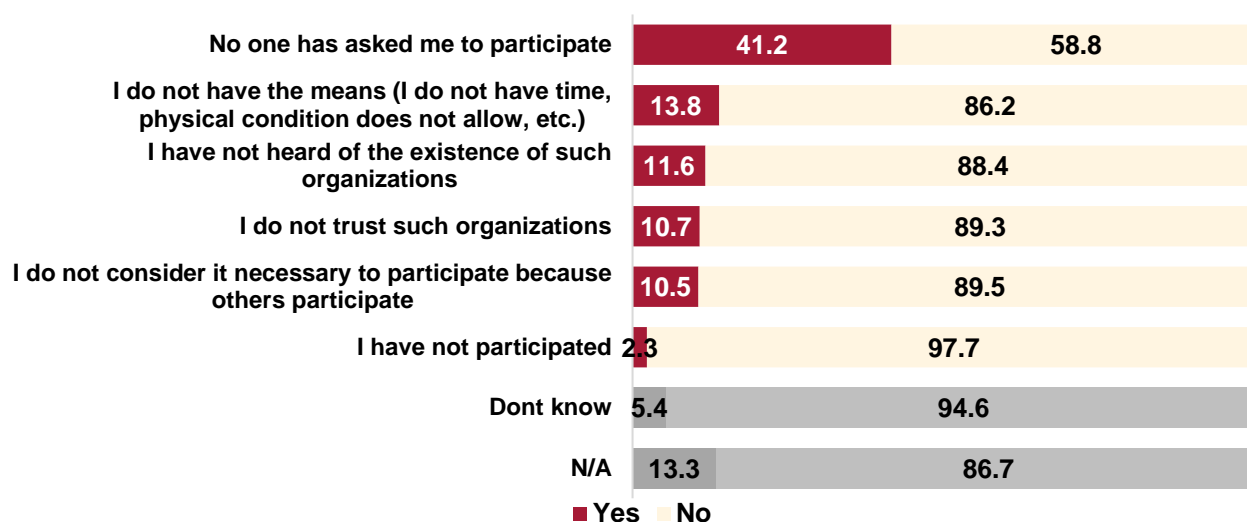
About 28.5% of respondents requested information from public authorities (city hall, local council, etc.), 15.8% wrote or signed petitions to institutions or organizations, and 13.3% contacted media institutions to report a problem or ask for help. The profile of respondents who requested information from a public authority are women (34.6%) with a high level of education (34.3%) from rural areas (34.5%) and inactive occupationally (32.1%). Among the respondents who primarily wrote or signed petitions to any organization or institution are mainly young people (23.9%) with a low level of education (21.6%) from urban areas (19.4%). People 45-59 years old (20.2%) and with a low level of education (18.9%) contacted media institutions the most.

DIAGRAM 75. Have you participated in the activities of a civil society organization in the last 12 months?



Most respondents did not participate in any of the CSOs' activities. Still, those who did were invested in the organization's activity (19.5%), acting as volunteers (15.5%), as members of that organization (12.7%), or as beneficiaries and employees in an equivalent proportion (7.9%). Among respondents who participated in the activities of a CSO, the majority are young people (between 14.9% and 31.3%) and those with a low or high level of education (between 8.8% and 24.9%).

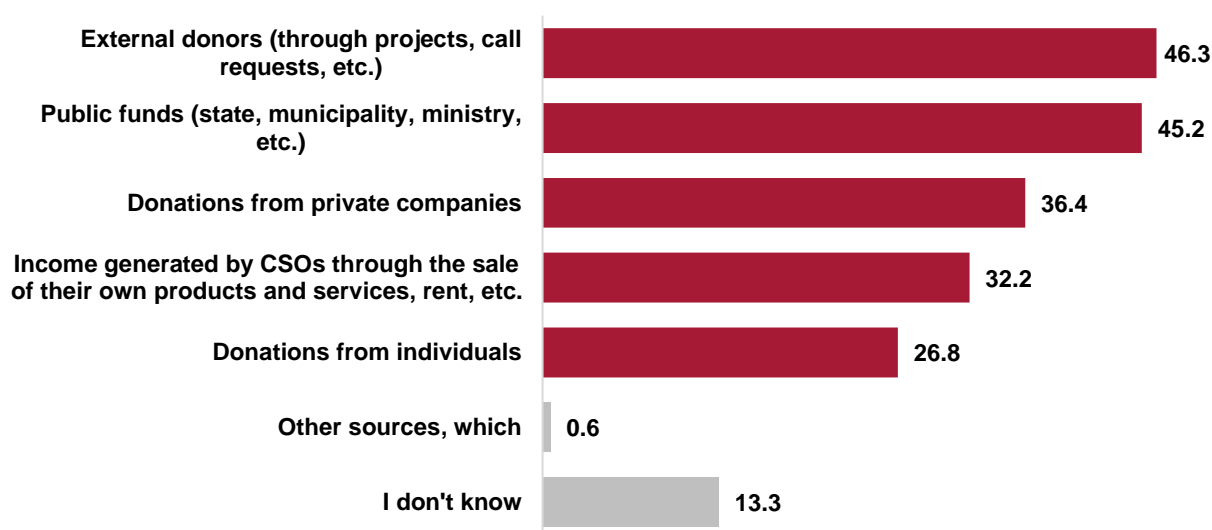
DIAGRAM 76. If you have not participated in the activities of an organization, why?



The most common reason respondents did not participate in the activities of a CSO is that no one asked them to participate (41.2%). Thus, people of middle age (46%) or old age (48.8%) and rural (46.6%) responded more. Among those who do not have physical possibility (13.8%) are older people (18.8%). Most respondents who have not heard about such organizations or do not trust them have a low level of education (18.9% and 27%). Another 20.9% of young respondents (18-29 years old) did not provide an answer.

III. Funding and Donations to CSOs

DIAGRAM 77. From what sources do you think Moldovan CSOs should be financed?

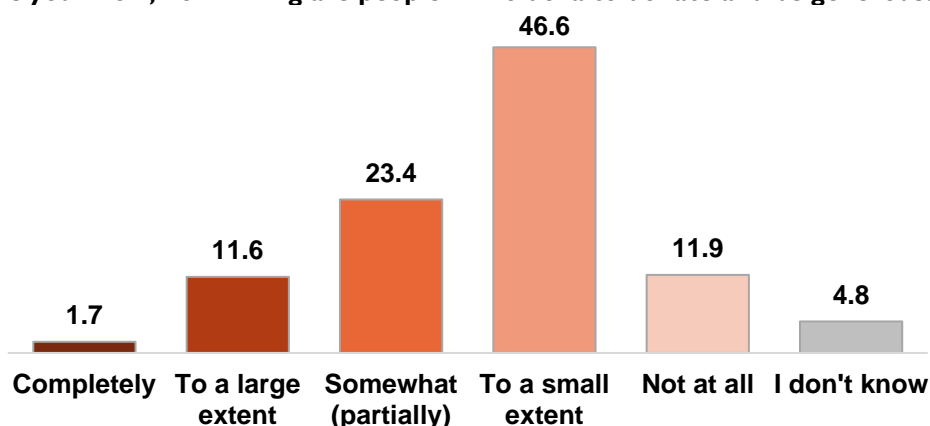


Almost half of respondents (46.3%) believe CSOs should be funded by external donors. Young people (58.2%) with higher education (56.9%), those who are professionally active (53.5%), and those from rural areas (52%) are more likely to support this source of funding. About half (45.2%) of respondents support funding CSOs from public funds. Young people (53.7%) with higher education (50.8%) and those from urban areas (49%) seem to have greater confidence in this source of funding.

36.4% of respondents believe CSOs should receive donations from private companies. People with higher education (45.9%) and those in urban areas are more inclined to support this option. About a third (32.2%) argue that CSOs should generate income through various activities, such as selling products and services. Young people (38.8%) and people with higher education (39.8%) in urban areas (36.9%) seem to be more open to this idea.

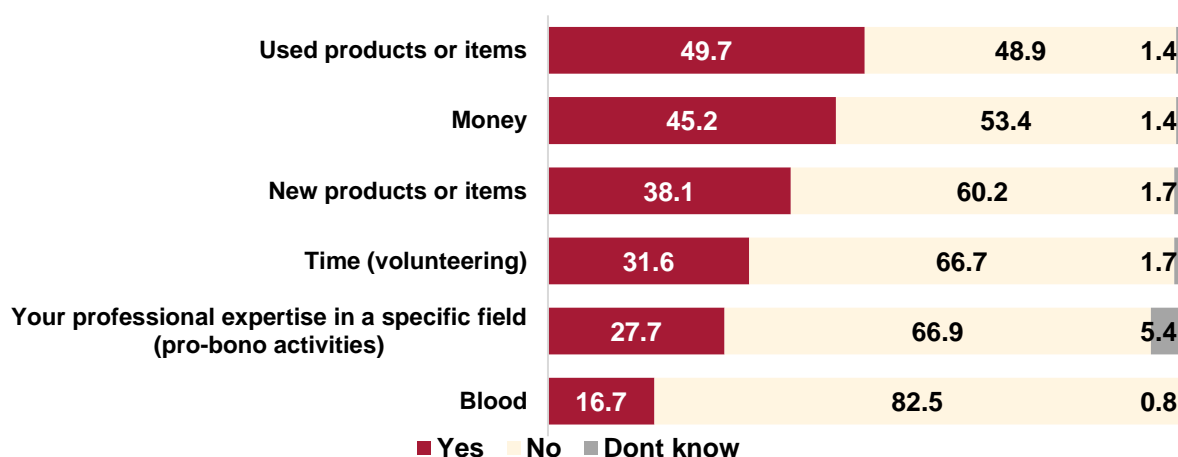
26.8% of respondents believe individual donations should be an essential funding source. Young people (34.3%), those with higher education (37.6%), and those in urban areas (31.6%) are more willing to support this option.

DIAGRAM 78As you know, how willing are people in Moldova to donate and be generous? N = 354%.



About half of respondents (46.6%) believe Moldovans are willing to donate to CSOs to a small extent. Respondents aged 60+ (18.8%) and from rural areas (14.2%) believe people are generous to donate to a large extent. Another 8.1% of respondents with low levels of education fully believe that people are willing to donate. The most reluctant to believe in other people's generosity are men (16.4%) and people from urban areas (15%).

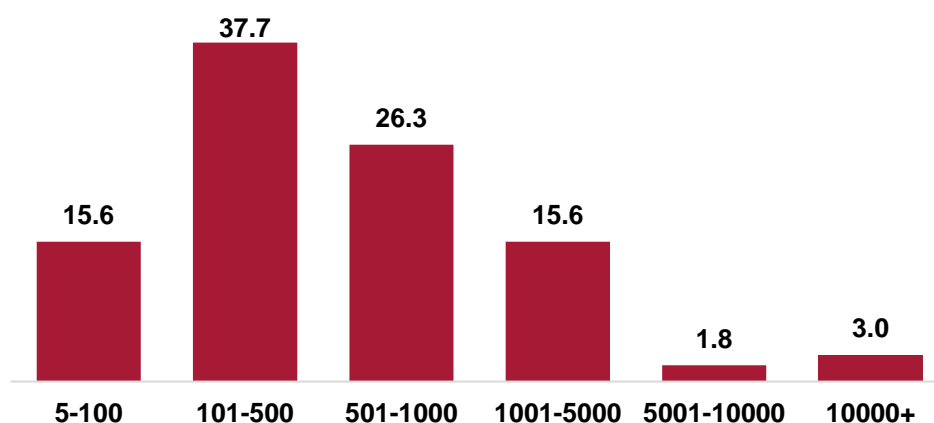
DIAGRAM 79. Have you personally donated in the last 12 months? %.



About half of respondents donated used products or objects (49.7%) and money (45.2%) in the last 12 months. Another 38.1% donated new products or objects, a third volunteered (31.6%), 27.7% donated professional expertise in a particular field, and 16.7% donated blood. Women are much more likely to donate than men in all categories except for blood, where more men (21.2%) of young age (22.4%) and low education (21.6%) responded that they donated more than women (13.5%). Women (57.2%) aged 45-59 years (57.4%) and rural (54.7%) are more active in donating used products/objects than men (39.0%).

Women are more likely to donate money compared to men, with 51.0% compared to 37.0%, as well as people with higher education (53%) compared to medium-level education (33.8%) and rural (52%). Women donated new products or objects, volunteering, and professional expertise to a greater extent. Still, young respondents mostly offered volunteering (40.3%), and respondents aged 45-59 years (33%) donated professional knowledge. However, in all three cases, people with higher education accounted for more donors than those with medium or low educational levels.

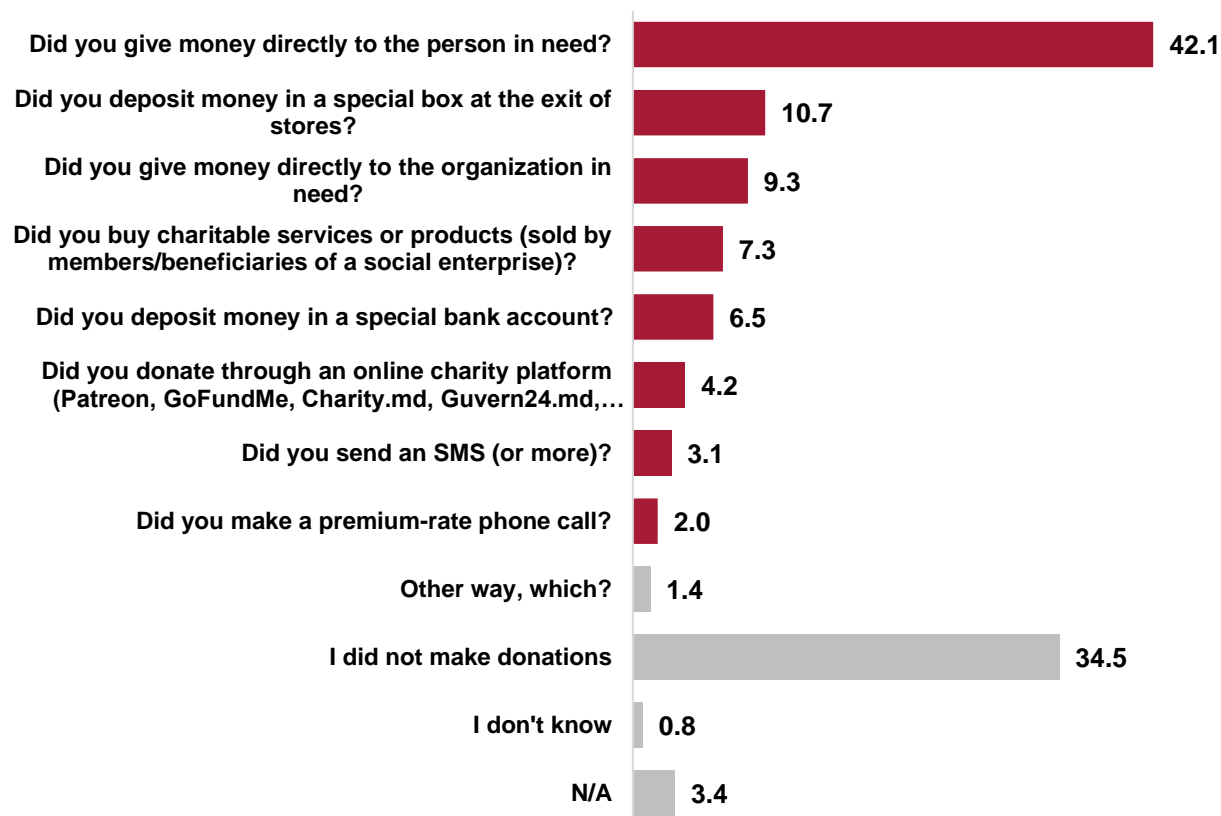
DIAGRAM 80. If you donated money, what was the average amount (in lei)? N = 167, %.



In total, 167 respondents declared the amount of donations previously made, representing 47.2% of respondents. The other 187 respondents did not donate in the last 12 months. Most respondents donated between 101 and 500 lei (37.7%) and between 501 and 1000 lei (26.3%). The same proportion of respondents who donated between 5 and 100 lei made donations between 1001 and 5000 lei (15.6%), and about 4.8% made donations over 5001 lei.

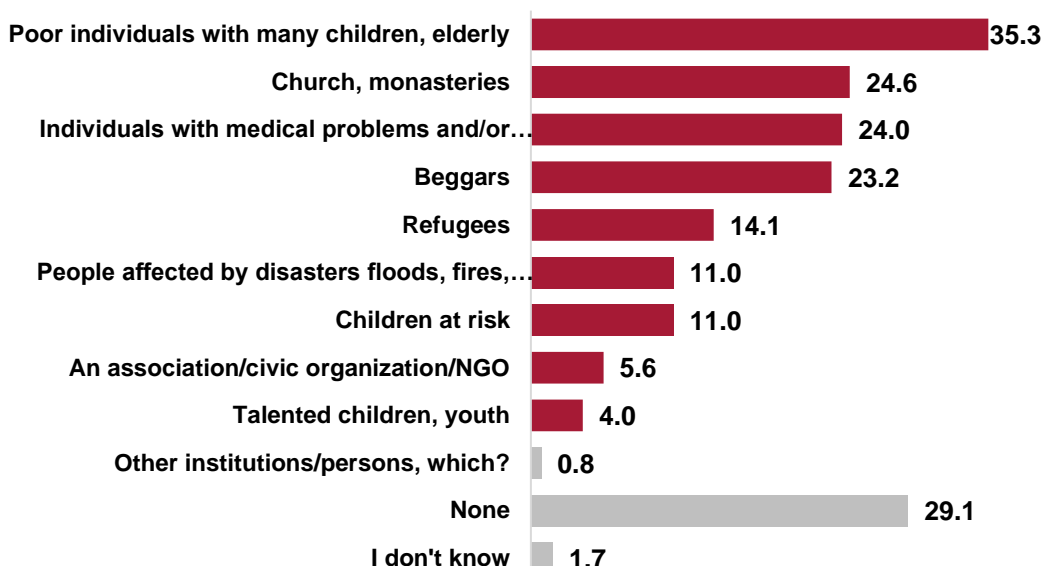
According to all answers, the average donation amount is 1078 lei.

DIAGRAM 81. In what ways have you made these monetary donations in the last 12 months...?



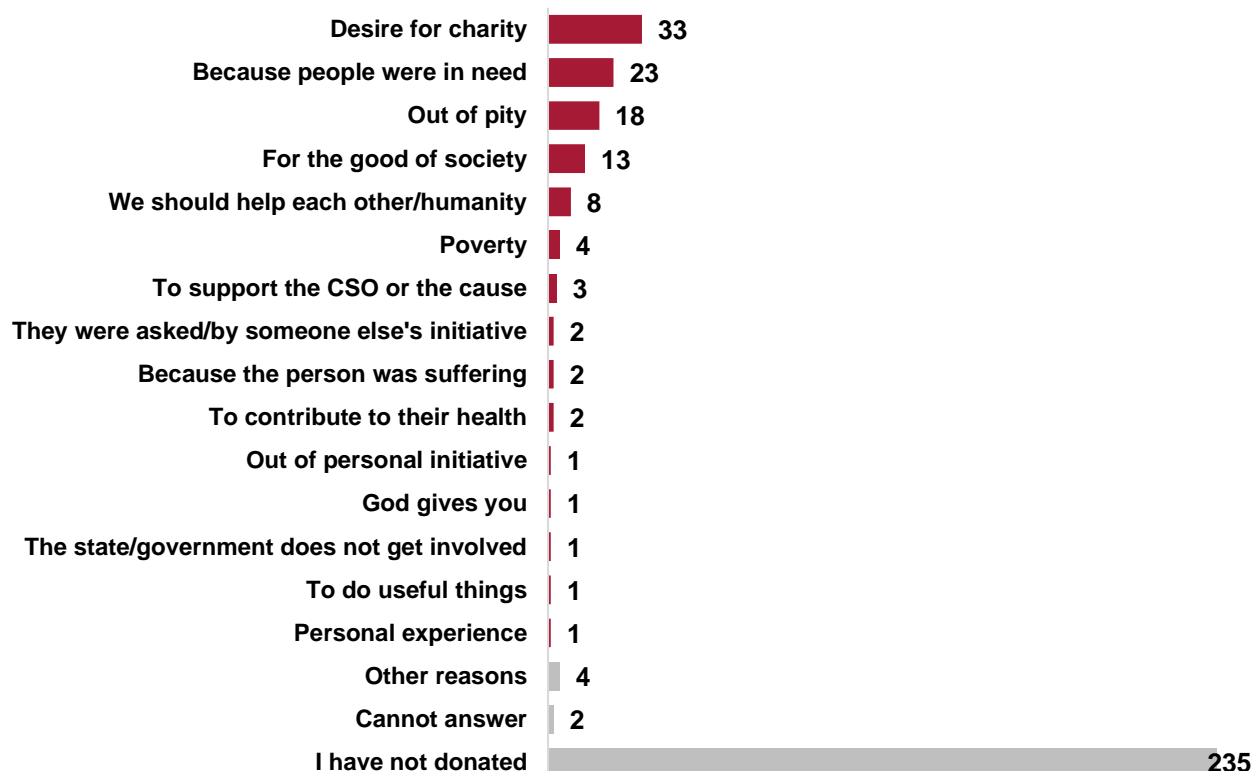
The most common way is to give the money directly to the needy (42.1%). Direct donations to organizations stand at 9.3%, and most donors who use this method are young people between 18 and 29 years old. Most respondents who donated through digital or technological means, such as texting, depositing money in a bank account, or through an online charity platform, are young and highly educated. Collecting money in a charity box is efficient, primarily for women over 45.

DIAGRAM 82. Which institutions or individuals have you donated money to in the last 12 months?



The highest percentage of donations goes to "poor people with many children, to elderly people" (35.3%), followed by "church, monasteries" (24.6%) and "people with medical problems and disabilities" (24.0%). Other categories of beneficiaries include "beggars" (23.2%), "refugees" (14.1%), and "people affected by disasters (floods, fires, explosions)" (11.0%). Women (28.4%) aged 60+ (30.0%), with lower education (32.4%) and inactive occupations (31.3%), donated the most to churches or monasteries. Young people (26.9%) with lower education (32.4%) donated the most to beggars. About 41.3% of respondents aged 60+ with higher education (40.9%) donated to poor people (with many children and poor elderly). About one-third of people with lower education donated mostly to beggars (32.4%) and people with medical problems/disabilities (29.7%).

DIAGRAM 83. Why did you choose to donate to a CSO/other type of organization? What motivated you?



When donating, respondents mainly refer to altruistic predispositions (33 mentions) as a reaction to the needs of individuals or institutions (23 mentions) or out of mercy (18 mentions). People donate for the community's well-being (13 mentions), which involves repairing roads, building and repairing churches, or just charity acts for ethical reasons and human values (8 mentions).

DIAGRAM 84. Did you personally direct 2% of your income tax to a Civil Society Organization (CSO)?

Only 16.9% of respondents directed 2% of their income tax to a CSO. Their profile is people aged 30-44 (23%) with higher education (23.8%) from urban areas (20.9%).

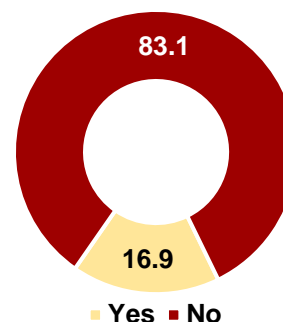
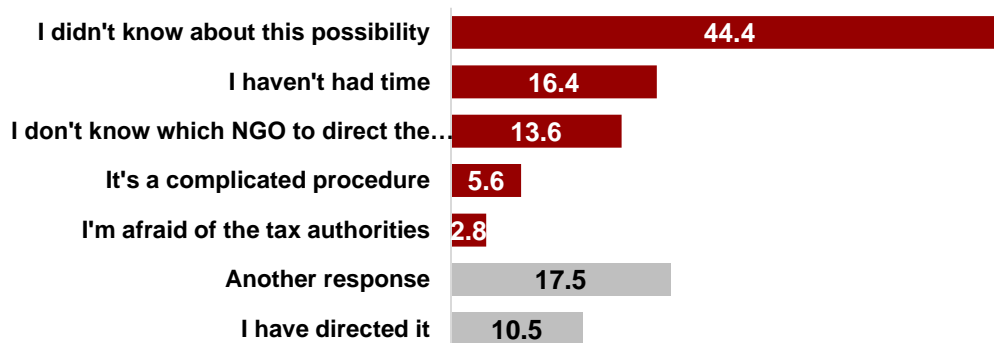


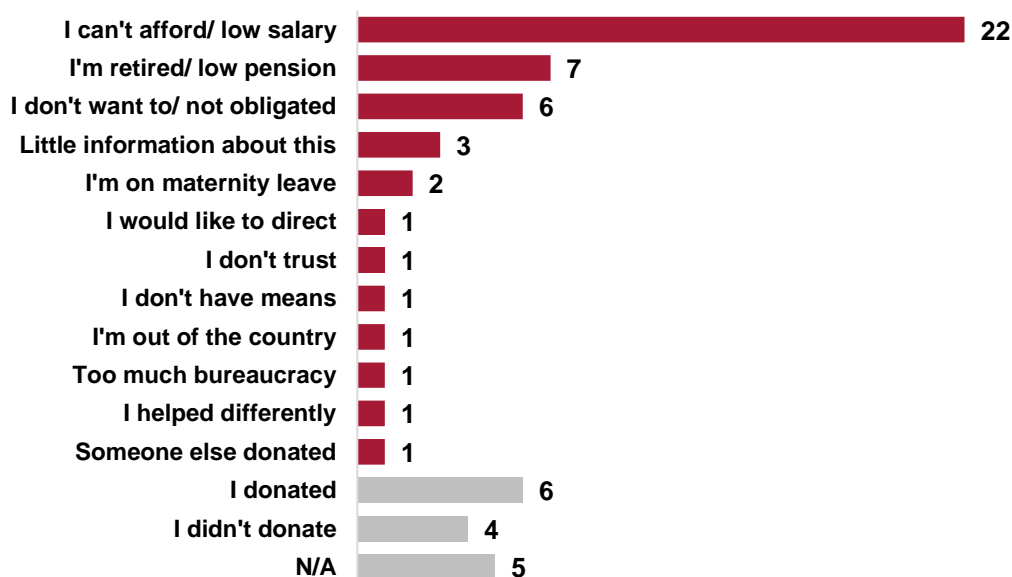
DIAGRAM 85. Why didn't you direct 2% of your income? (for those who answered No in Diagram 84)



Respondents did not allocate 2% of their income because they were unaware of this option (44.4%). Other reasons include "I didn't have time" (16.4%), "I don't know which NGO to allocate this money to" (13.6%), and "It's a complicated procedure" (5.6%). Other cited reasons include fear of tax authorities (2.8%) and alternative responses (17.5%).

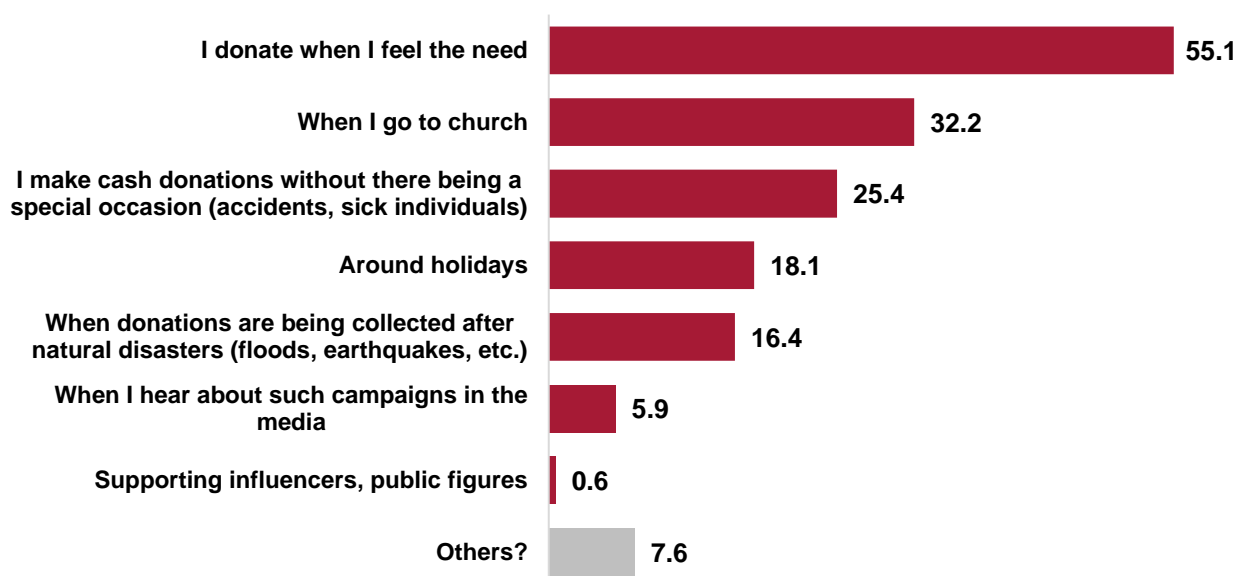
Among those unaware of this option, the majority had a low level of education (51.4%), resided in rural areas (48%), were occupationally inactive (47%), and were either 18-29 years old (47.8%) or 45-59 years old (48.9%). 23.9% of young people, particularly men (21.2% rather than 13% of women), indicated a lack of time as the reason. Another group, aged 30-44 (15.9%), highly educated (16%), and employed (16.3%), expressed the need to determine how to allocate this income to CSOs. Additionally, 36.3% of older individuals responded differently than those in the question.

DIAGRAM 86. Why didn't you direct 2% of your income? Another response (Diagram 85), N = 62.



Respondents cite a lack of financial resources (22 mentions) due to low income or unemployment. Seven individuals mentioned that they were pensioners with a small pension. Other reasons include a lack of interest in donating part of their income to CSOs (6 mentions) or the need to learn more about this mechanism (3 mentions).

DIAGRAM 87. When do you usually donate money?



The most common donation habit is when respondents feel the need, cited by 55.1% of respondents. Additionally, people also make donations when they go to church (32.2%) or make donations without it being a special occasion, such as accidents or for sick people (25.4%). Less common circumstances include around holidays (18.1%) when donations are collected after natural disasters (16.4%), when they hear about such campaigns in the media (5.9%), or rarely in supporting influencers, public figures (0.6%), as well as other reasons (7.6%).

I donate when I feel the need: Most respondents who responded this way are young people (62.7%) and people with a high level of education (58%) and occupational activity (58.6%). This may mean that young people feel more accessible in making decisions about donations, and they do so when they think they need to. At the same time, older respondents responded that 46.3% donate more when they go to church (35%) than young people (20.9%).

When they go to church: Half of the respondents with low education (51.4%), occupational inactive (43.3%), and rural (39.2) make donations when they go to church. Also, women donate much more often (38.9%) than men (22.6%).

They make donations in money without it being about a special occasion (accidents, sick people): This is how women (30.8%) aged 30-44 (31.9%) and rural (31.1%) responded in the most significant proportion.

DIAGRAM 88. When do you usually donate money? (Other answers from Diagram 87), N = 23, %.

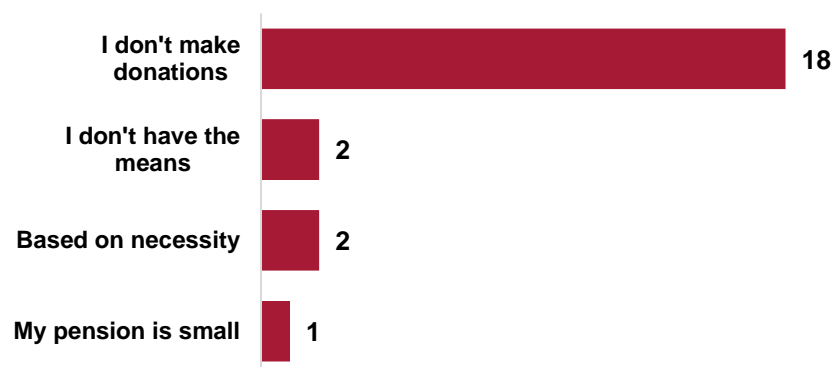
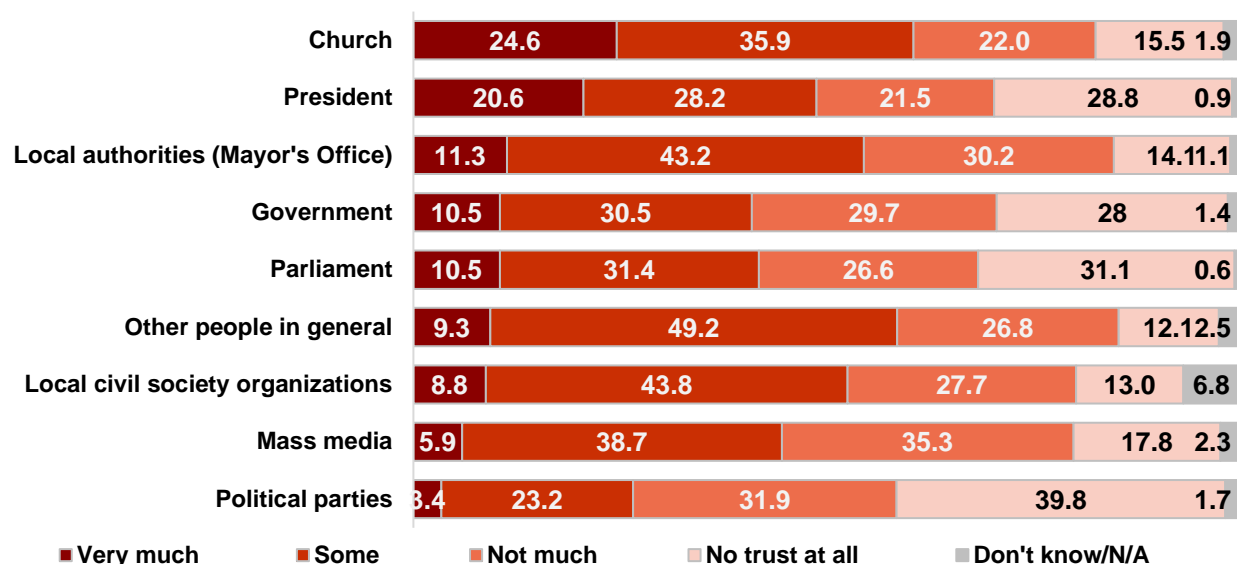


DIAGRAM 89. How much trust do you have in the following institutions and organizations...?



Respondents generally show moderate trust (averaging 36%) in various institutions. The most trusted institutions are churches (60.5%), followed by other people in general (58.5%), local authorities (54.5%), and local organizations (52.6%). On the other hand, political parties are the least trusted, with 71.7% expressing little or no trust, followed by parliament and government (57.7%) and the media (53.1%). Half of the respondents have a lot or some trust in the President (48.8%), while the other half have little or no trust (50.3%).

The survey shows that churches are most trusted by women (27.4%), individuals aged 30-44 (27.4%) and 60+ (28.8%), those with lower levels of education (35.1%), and people living in rural areas (33.1%). In comparison to the general population, about half of the respondents (49.2%) have some level of confidence in churches. However, young people (29.9%) and those aged 30-44 (30.1%) have lower levels of trust.

Local authorities (City Hall): 43.2% of respondents have some trust in local authorities, while 25% of older people have much faith. President: Among the respondents, 38.8% of those aged 60+ trust the President the most, and 61.3% have some confidence in the President.

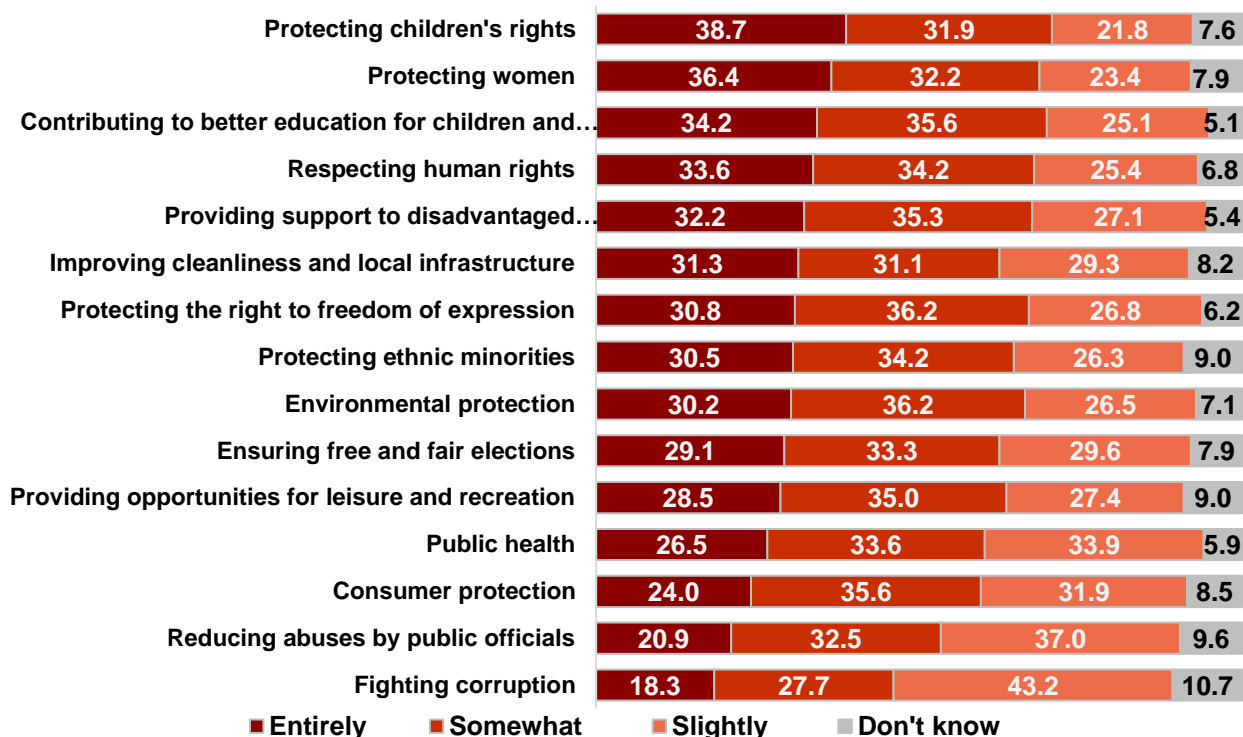
The survey showed that young respondents (47.8%) trust the media more than respondents in other age groups. However, there were no clear patterns in the responses of the rest of the participants. Older respondents were found to have more trust in official and government institutions than other groups based on age, gender, education, or background. Young respondents' trust levels varied widely, with many expressing moderate or little to no confidence.

IV. Perceptions of the work of CSOs

DIAGRAM 90. To what extent do you believe associations, public organizations, and NGOs in the Republic of Moldova address the following issues?

Most respondents believe that civil society organizations contribute significantly or entirely to protecting the rights of children and women (38.7% and 36.4%, respectively). Another third of the respondents think that CSOs address these issues to some extent (31.9% and 32.2%). Additionally, respondents believe that CSOs also address other important topics, such as the education of children and young people (34.2%), protecting human rights (33.6%), and supporting disadvantaged people/families (3.2%). A further third of the respondents believe that CSOs address these causes.

The community's opinion on improving cleanliness and infrastructure is divided, with respondents expressing varying degrees of agreement. A significant number of respondents believe that CSOs partially address the following issues: protecting freedom of expression (36.2%), safeguarding the rights of ethnic minorities (34.2%), preserving the environment (36.2%), ensuring free and fair elections (33.3%), providing leisure opportunities (35%), promoting public health (33.6%), and advocating for consumer protection (35.6%). On the other hand, when it comes to reducing abuses by public servants and combating corruption, many feel that CSOs have minimal impact, with 37% and 43.2%, respectively, expressing this view.

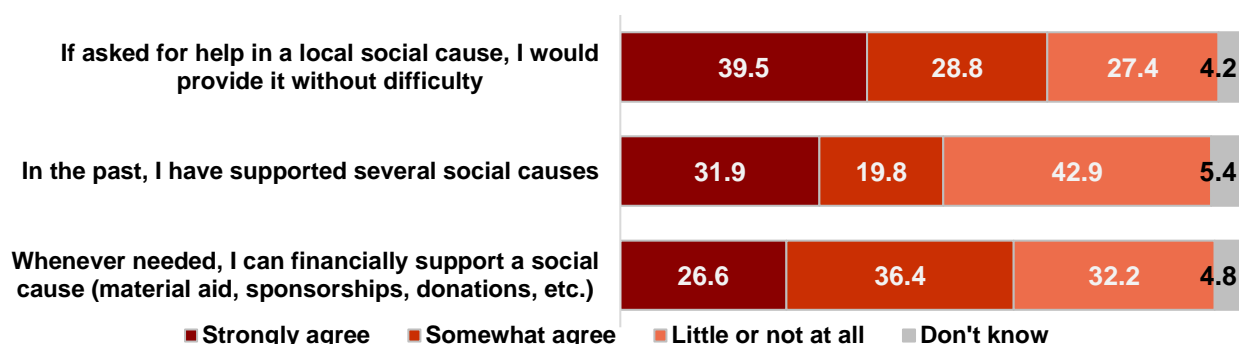


Young women are more likely to believe that CSOs play a significant role in addressing various issues, such as protecting children's rights, improving children's education, supporting disadvantaged individuals and families (such as older people, children, people experiencing poverty, and people with disabilities), advocating for women's rights, promoting human rights, and enhancing public health. Young women often hold this belief with higher levels of education and those actively employed. Additionally, younger respondents believe that CSOs contribute to providing recreational opportunities, safeguarding the environment, protecting ethnic minorities, advocating for consumer rights, and enhancing the cleanliness and infrastructure of local communities.

A group of respondents who stood out were those with lower levels of education. They believe that civil society organizations solve some specific issues to a small extent or not at all. These problems include contributing to better education for children and young people, providing leisure opportunities, protecting women (especially in terms of environmental protection), protecting ethnic minorities, and reducing abuses by public officials. Additionally, this group often does not know how to respond to the statements provided. This group sometimes correlates with older people (aged 60+).

V. Power. Interest and NPS

DIAGRAM 91. To what extent do you agree with the following statements in supporting and engaging in social causes of CSOs, on a scale from 1 to 5, where 1 – means "I strongly disagree" and 5 – means "I fully support"?

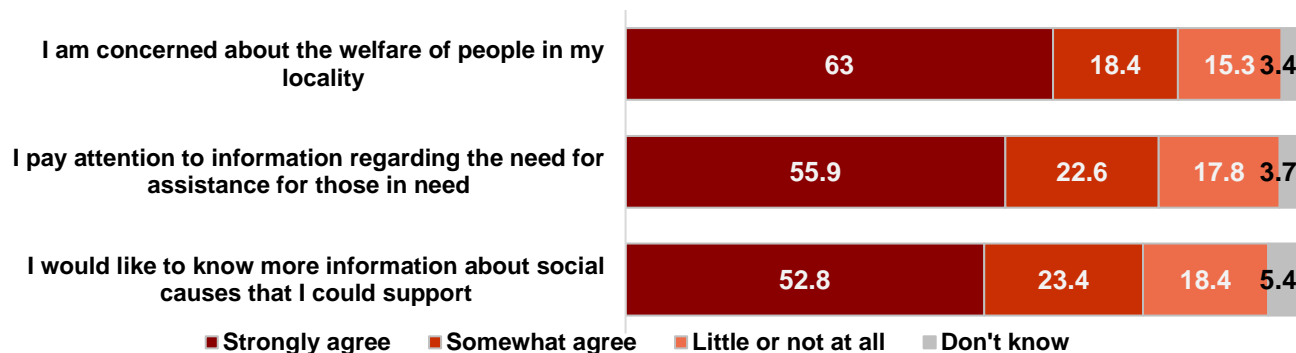


Willingness to help local social causes: According to the responses, 39.5% of respondents would provide full or much support if asked. Another 28.8% would grant support to some extent, and 27.4% would grant little support.

Previous experience in supporting social causes: 42.2% of respondents indicated that they had not supported social causes in the past, while about 31.9% indicated that they had supported social causes thoroughly or to a large extent.

Willingness to provide financial support: Regarding financial support for social causes, 36.4% of respondents are somewhat likely to provide support, while 32.2% are minor or not likely to do so.

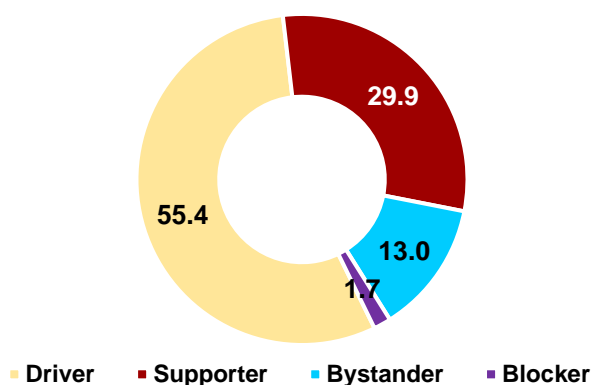
DIAGRAM 92. To what extent do you agree with the following statements regarding supporting and engaging in social causes of CSOs, on a scale from 1 to 5, where 1 – means "I strongly disagree" and 5 – means "I fully support"?



The survey results indicate that 63% of respondents strongly or fully agree with the statement expressing concern for the well-being of people in their community, showing an interest in learning more about social causes they could support. Additionally, 18.4% somewhat agree, while 15.3% agree little or not at all, suggesting a lower level of interest.

Regarding attention to supporting people in need, 55.9% of respondents largely or wholly agree with this statement, showing a high level of attention paid to information about the need for help. Furthermore, 22.6% somewhat agree, and 17.8% agree little or not, indicating a lower level of attention paid to this need. Moreover, 52.8% of respondents largely or wholly agree with the statement, expressing interest in more information about social causes, indicating a significant concern for the well-being of people in their locality. Additionally, 23.4% somewhat agree, while only 18.4% have little or no agreement, expressing little or no concern.

The following diagram displays the frequency and percentage distribution of 4 categories based on their level of interest and power regarding the involvement and financial support of social causes initiated by CSOs.



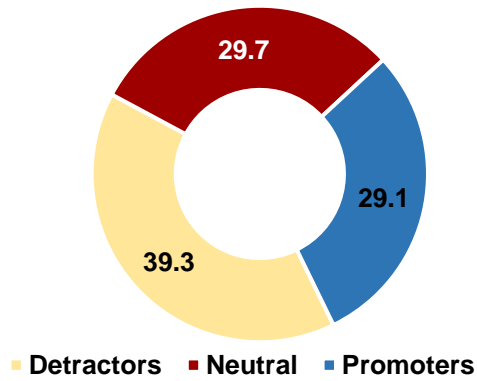
Drivers represent the most common behavior among respondents, accounting for 55.4%. This indicates that most people are motivated and proactive, significantly impacting progress and achieving goals.

Supporters account for 29.9% of the total.

At 13.0%, bystanders (witnesses) are more passive or uninvolved in ongoing processes or projects. More active involvement may be necessary to encourage their participation.

At only 1.7%, blockers represent a minority within the context analyzed, indicating that few people create obstacles or hinder progress.

DIAGRAM 93. On a scale of 0 to 10, how likely will you recommend others (relatives/friends/colleagues) adopt your behavior and support social causes?



Based on the results, 39.3% of respondents are classified as **Detractors**, 29.7% as **Neutrals**, and 29.1% as **Promoters**. Promoters are individuals who are satisfied with their experience and are likely to recommend it to others. Neutrals are also happy but less enthusiastic and may be more open to change. Detractors are dissatisfied individuals who may express disappointment or dissatisfaction.

This distribution shows that while one-third of respondents (promoters) are satisfied, a significant portion of respondents (detractors) are dissatisfied with their experience.