

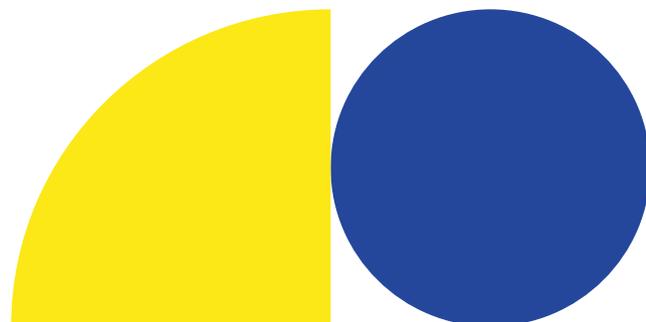
PHILANTHROPIC BEHAVIOR OF THE ROMANIAN DIASPORA

2025

REPORT BY

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The philanthropic behavior of the Romanian Diaspora.

A comparative analysis of the giving of the Romanian communities living
in the US, UK, Germany, Belgium, Italy, and Spain.

Fejes, Z.L., Radu, B.M., & Bartok, Sz.

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About the RDFN

The Romanian Diaspora Funding Network (RDFN) is a volunteer-based philanthropic network uniting seven diaspora groups and organizations from Europe and the United States, including Barcelona, Brussels, Helsinki, London Donor Circles, Civic Diaspora Berlin, GRASP Milan, and Romanian United Foundation.

RDFN empowers Romanians abroad to drive systemic change in Romania through philanthropy, providing support and resources to civil society back home. Between 2020 and 2025, RDFN members have supported over 42 organizations, mobilized 900 diaspora donors, and raised €250,000 for sustainable and democratic socio-economic development in Romania.

This report helps RDFN better understand the needs and motivations of Romanians in the six host countries for future programs, while also providing valuable insights for other NGOs, donors, and partners on how to strengthen the relationship between the diaspora and Romania.

Contact: rodiasporafunding@gmail.com

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About the Authors

Dr. Lev Fejes (Zoltán Levente Fejes)* is the director of the Research Center *for* Civil Society, housed by the Center for the Study of Democracy and affiliated with Babeş-Bolyai University. Lev has over a decade of experience in the non-profit sector, working in various capacities in the fields of corporate social responsibility, corporate social investments, and philanthropic research.

He held research management positions at the Association for Community Relations (ARC) and Impact Europe (formerly EVPA), as well as teaching positions at Michigan State University and Babeş-Bolyai University. He currently serves on the board of the European Research Network on Philanthropy (ERNOP) and the Făgăraş Research Institute (FRI).

Lev holds a Ph.D. in Criminal Justice (Michigan State University) and an MA in Non-Profit Organization Management (Babeş-Bolyai University). He uses his diverse background to develop, implement, and manage academic and applied research in the fields of civil society, philanthropy, sustainability, criminology, and urban safety.

Dr. Bogdan Mihai Radu is a lecturer in Political Sciences at the Faculty of Political, Administrative, and Communication Sciences (FSPAC), Babeş-Bolyai University (UBB), in Cluj-Napoca. He holds an MA in European politics and policy from the University of Manchester and a PhD in Political Science from the University of California, Irvine. His research interests focus on the study of political culture in recent democracies, especially from the point of view of drivers of democratic values. His publications have addressed different topics, including also various studies on the evolution of civil society in post-communist societies, or the participation of young people in religious organizations.

Bartok Szilárd is currently a junior researcher at the Research Center *for* Civil Society and an MA student in Research Design and Data Analysis in Social Sciences at the Faculty of Political, Administrative, and Communication Sciences of the Babeş-Bolyai University. He is a former recipient of the Civil Society Research Fellowship (2024).

The **Research Center *for* Civil Society** is a flagship program of the **Center for the Study of Democracy**, funded by the **Romanian American Foundation**. Developed in response to the sector's needs, the Center's mission is to empower organizations with the skills and tools to collect and use relevant, reliable data to address pressing societal issues by providing open-access research, training, resources, and specialized services (research consultancy).

*Corresponding author: lev@civicresearch.center

1. Executive Summary

Study Overview

This study examines how Romanians living in the United States, the United Kingdom, Germany, Belgium, Italy, and Spain engage in philanthropy, and compares their behavior with that of donors in Romania, wherever data availability allows. The main objectives are to identify how frequently diaspora members donate, the amounts they contribute, explore the causes they support, what factors motivate their giving, and which barriers may lead them to withdraw support.

The research design included a quantitative survey of 1,861 Romanians aged 18 to 55 who have at least secondary education and reside in one of the six focus countries, alongside qualitative interviews and focus groups with 44 participants in cities such as Chicago, London, Berlin, Brussels, Barcelona, and Milan. Additional context came from existing studies on philanthropy in Romania and global giving indices as well as other relevant studies and data on migration.

Key Findings

Overall, the data indicates a high level of philanthropic engagement among the diaspora, with 72% of respondents having donated in the past 12 months or intending to donate. Their average annual contribution of approximately 780 EUR stands in sharp contrast to the 61 EUR/year reported by donors in Romania. Donations in the United States, Belgium, and Germany often hover around 1,000 EUR/year, reflecting relatively higher income levels in these countries. Italy and Spain see more modest sums of 300–500 EUR annually, aligned with respective lower average income levels.

NGOs and foundations are the favored beneficiaries across the diaspora, with over half of respondents indicating a preference for giving to these types of organizations. Around 40% donate to families or individuals in need, a figure that climbs above 50% in the United States and the United Kingdom. Health- and charity/volunteering-related causes also attract significant support, while arts, culture, sports, and business associations draw notably smaller shares of donations overall. Most donors (79%) contribute primarily to causes in their country of residence, although 36% also send money to support various projects in Romania, reflecting long-lasting emotional and community ties to their homeland.

The findings also highlight that trust, sense of impact or efficacy, and compassion/moral duty consistently drive donation decisions. Donors often cite transparency in the organization's activities as vital, and nearly half of the respondents point to lack of transparency as a key factor that would make them stop supporting a cause. Additional reasons for withdrawal include the absence of a visible impact or potential ethical or legal issues within the beneficiary entity. Longer residence abroad correlates with a greater inclination to give locally rather than supporting causes in Romania, although many donors still maintain through philanthropic actions some connection to their country of birth.

The study also underscores country-level variations. United States donors, for instance, frequently support religious organizations, aligning with broader American philanthropic

patterns. Donors in the UK display a particularly strong concern for transparency and a preference for health-related causes. Spain and Italy feature lower average donation amounts, reflecting, among other factors, differences in disposable income. In Belgium, discussions about tax benefits and fiscal incentives influence donating behavior, whereas, in Germany, there is notable support for schools and kindergartens.

Despite these variations, diaspora donors share common themes. Middle-aged adults (35–45) are most likely to be “active” donors, making multiple contributions a year and often using structured mechanisms like online bank transfers or direct debit. Younger or “lapsed” donors show a preference for more ad-hoc approaches such as SMS donations or event-based giving and typically contribute smaller amounts. Education and income often correlate with higher donation levels, though this effect varies from country to country and is not always straightforward, due in part to differences in job opportunities and cost of living abroad.

Recommendations arising from this study center on cultivating trust, maintaining transparency, and adapting to donors’ distinct preferences for donation channels. The results suggest that appealing to donors’ moral, emotional, and trust-based motivations can improve long-term engagement. They also highlight the importance of adapting fundraising efforts to each specific country’s social, cultural, and economic environment as well as to the nuances in “local” donor behavior. Finally, this research shows that, while many diaspora members continue to support Romanian causes, the share of such donations tends to decrease the longer they reside abroad, underscoring the need to foster sustained connections with home-country initiatives.

2. Introduction

2.1 Study Purpose

The main goal of this study is to investigate the individual donation behavior of the Romanian diaspora living in the US, UK, Germany, Belgium, Italy, and Spain, and (where possible) compare it with that of Romanian donors.

The study specifically seeks to:

1. Determine to whom and how much the diaspora gives.
2. Determine how and why diaspora groups give to charities.
3. Identify the key drivers, obstacles, and strategies of diaspora philanthropy.

Understanding diaspora philanthropy is essential in the context of such a sizable population living outside the borders, especially one that maintains significant ties with the motherland. Specifically, understanding donation trends enables NGOs and community leaders to adjust fundraising and volunteering efforts to the diaspora's preferences, improving their strategies for resource mobilization and better supporting community-driven projects. By addressing the psychological, cultural, and trust-based aspects that influence diaspora members, organizations may develop stronger, more sustainable ties with donors (both in the countries of residence and in Romania). Finally, clarity on philanthropic targets, means, drivers, and obstacles facilitates partnerships between diaspora groups and local NGOs, hence increasing social impact on both sides.

2.2 Research Questions

The research questions that this study seeks to answer concern both donation patterns (who contributes, how much, and how frequently, to whom) and underlying factors (why people give, the barriers to donations, and so on) that influence the giving behavior of diaspora members, namely:

1. Donation targets: To whom do they donate, and what causes do they support?
2. Donation amounts and frequency: How frequently do they donate, and how much?
3. Donation methods: What are the most popular donation methods?
4. Motivations: What drives diaspora members to donate?
5. Barriers to giving: What would make them withdraw their support?

In addition, the study seeks to understand country-specific patterns and characteristics, variations among countries, and how the diaspora compares to Romanian donors on key aspects of philanthropic behavior.

2.3 Scope and Limitations

The study looks at the behavior of individual donors in six countries: the United States, the United Kingdom, Germany, Belgium, Italy, and Spain. In addition, for comparing donation patterns and investigating "home" vs. "host" country donation behavior, Romania was also included.

Although this study shows a remarkable set of common findings regarding Romanian donors in the diaspora – from motivations for donation to favorite receiving entities or even potential reasons for ending support for certain causes – several methodological limitations may have influenced these results.

First, the samples within the six-country diaspora were selected using a non-random sampling technique, which is further affected by the limitation to only include donors, lapsed donors, and intenders, excluding non-donors entirely. Consequently, samples are not representative of the Romanian diaspora in general, and not even for a certain segment of it (i.e. donors). Therefore, findings have limited generalizability beyond the sample population.

Moreover, the samples were also limited to include respondents between 25 and 55 years of age (of active age, but no retired or young people). In addition, educational attainment level was also limited to include respondents who have, at least, finished high school (thus, no primary/secondary school respondents). Therefore, the samples offer a glimpse into the donating behavior of the (economically) active population, with a certain level of education, and either current, past, or future donating engagement, without taking into consideration Romanian diaspora members who have low education, are younger than 25¹ or older than 55 years old, or those who never donated. Comparability across countries also is limited because of these constraints, since the socio-economic composition of the Romanian diaspora in different countries is not the same. For example, Italy and Spain have traditionally been countries of immigration for low-education/low-skill Romanian migrants, while Belgium and Germany have attracted more white-collar workers.

Due to time and budgetary constraints, the literature review focuses on studies and data that are strictly relevant to the topic at hand. However, the study could have benefited from a more extensive review of the literature on migration and integration of migrants in the adopted countries, potentially in conjunction with life-course development literature.

Another limitation refers to the degree of comparability between the Romanian dataset and the diaspora dataset. The Romanian dataset includes a wider variety of age and educational categories, as well as both donors and non-donors. Although the Romanian dataset is larger, so the sample can be split as to be comparable with the diaspora dataset, items in the questionnaire often differed (even though the diaspora study made use of the questionnaire developed by Fejes for the Romanian study), thus making comparisons difficult.

Moreover, to make data more comparable across countries, a recoding of variables was, at times, necessary. For example, new income brackets had to be created (ranging from low to high), resulting in a ranking of monthly individual incomes, based on value cutoffs, although

¹ Although this limitation is somewhat mitigated by the fact that the diaspora population is mostly between 25 and 54, with the exception of Germany, which has a diaspora population aged over 64 of over 100 thousands individuals.

those value cutoffs represent different levels of wealth since incomes differ widely across the countries included in the analysis. Consequently, for example, a respondent belonging to the low-income category in Germany, may, in fact, belong to an average-income category in Italy or Spain.

3. Literature Review

3.1 Overview of the Romanian Diaspora

To set the context for the findings discussed in this study, it is necessary to have an overview of the size and defining characteristics of the Romanian diaspora, which is one of the largest within the OECD countries. Estimates of the true population of the diaspora vary, with the 2019 OECD report citing 3.6 million Romanians residing outside of the country, while in 2021 the Romanian Foreign Affairs Ministry (2021) estimated the diaspora population to be around 5.7 million. The impact of such a sizable diaspora on the home country is significant as they do not only send back remittances but, if and when they return, they bring new skills and attitudes (Țiuț & Teacă, 2023). Emigration from Romania is highly concentrated across a small number of destination countries, with Italy, Spain, and Germany taking in a significant share of the Romanian immigrant population (OECD, 2019).

According to the findings of the OECD's (2019) Talent Abroad: A Review of Romanian Emigrants report, nearly two-thirds of respondents cited employment as a reason for emigrating. Moreover, destination countries differ, based on whether the Romanian emigrants had a job before migrating or not. Family is another commonly cited reason, while education is a smaller, but growing reason for emigration amongst Romanians.

3.1.1 Educational Levels of the Romanian Diaspora

The same study revealed that the educational level of the Romanian diaspora differs greatly amongst destination countries. In Italy and Spain, much of the diaspora has low (35% and 39%) and intermediate levels of education (58% and 44%). In Belgium and Germany, highly educated Romanians make up 23% of the diaspora, while in the UK it reaches 35%. In the United States (54%) the majority of the Romanian emigrant community consists of highly educated individuals.

The overall education level of the Romanian diaspora is somewhat equally distributed, with each level of education being represented by about 20% - 30% of the population. This share is largely stable over time. Compared to all emigrants living in OECD countries, Romanians tend to have a higher rate of intermediate education (47%) and a lower rate of high educational attainment (22%). Women and those with host country citizenship also tend to have a higher educational level among the Romanian diaspora.

3.1.2 Age Composition of the Romanian Diaspora

The age of the Romanian diaspora population also differs somewhat based on the host country. However, in general, the 25-34, 35-44- and 45-54 years old age groups tend to comprise the majority of the diaspora population. Conversely, Germany has a large (115250 according to OECD, 2019) population of Romanian diaspora over the age of 64, with around 16% of the diaspora population in the country consisting of people in this age group.

3.1.3 Employment of the Romanian Diaspora

In terms of employment, Romanian migrants are generally over-represented in low-skilled jobs compared to native-born and other foreign-born persons as well, in OECD countries. However, there are large differences across host countries, with Italy, Spain, and the UK having larger shares of Romanian-born workers performing low-skilled jobs.

Over-qualification rates tend to be also higher for Romanian migrants compared to native-born and other foreign-born residents. Many Romanian migrants tend to work in low-skilled sectors, although the high emigration rate of health professionals is a long-standing and rising phenomenon as well.

At the same time, the specific occupation of workers also varies based on destination country and gender as well. For men construction and manufacturing sectors tend to make up the largest shares of employment sectors. Conversely, for women, health services, retail trade, education, and food and beverage service activities are the largest employment sectors (OECD, 2019).

3.2 Place of Origin of the Romanian Diaspora

Another important aspect in understanding the differences in philanthropic behavior of the Romanian diaspora in the analyzed countries is constituted by the place of origin. Knowing the socio-economic background from which most of the Romanian diaspora in a particular country originates, does not only provide context but also potential explanations for certain variations across countries, although these cannot be properly tested with the available data and allow only for conjecture. Exploring the place of origin thus brings more contextual information to the analysis.

Based on data from the National Institute of Statistics (2023a; 2023b), it is possible to identify the place of origin of the Romanian diaspora. On a county level, the largest percentage of Romanians residing in a foreign country originates from the municipality of Bucharest (9.4% of the total diaspora population). That is followed by Iasi (5.2%), Prahova (3.5%), Timiș (3.5%), Bacău (3.4%), and Cluj (3.2%). On the other end of the spectrum, Covasna and Sălaj are the places of origin for the lowest percentage of the diaspora (at 1% each) closely followed by Tulcea (1.1%) and Mehedinți (1.2%). This information needs to be assessed in conjunction with the country's relative size.

At the level of developmental regions, the largest share of the diaspora population originates from the North-East (19.1%) and South-Muntenia (14.5%) regions, while the Western (9.3%) and South-West (9.5%) Oltenia regions have the lowest shares in the diaspora.

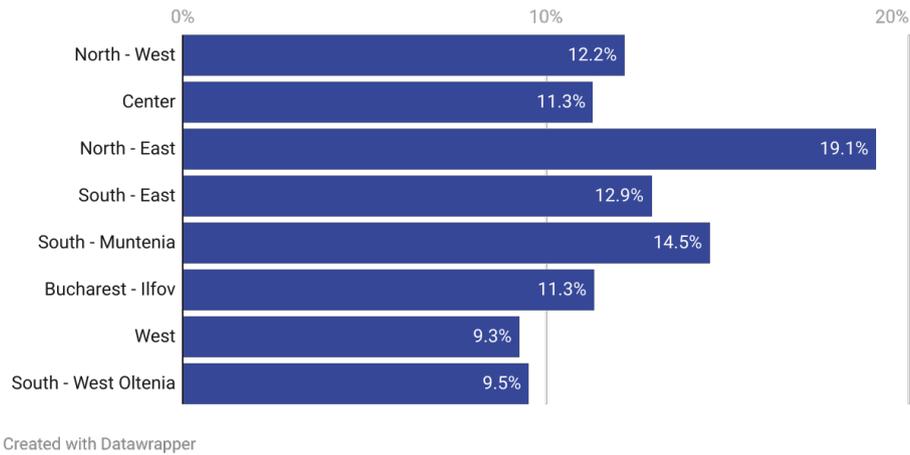


Figure 1. Place of Origin for the Romanian Diaspora by Developmental Regions

In addition, Zodieru et al. (2023) recently provided a breakdown of the Romanian diaspora population in the major destination countries by their place of origin. It reveals some interesting patterns and differences.

Bucharest is generally a major region of origin for the Romanian diaspora. At the same time, other highly populated counties are more likely to be the place of origin for a relatively higher share of the diaspora, although there are notable differences based on the destination countries.

These differences become even more pronounced at the level of developmental regions. Generally, in the examined countries, the diaspora mainly originates from one or a few regions. For example, in the case of the UK diaspora, South–Muntenia (in particular) and the southern regions (in general) are the places of origin for emigrants. Conversely, the Romanian diaspora in Spain comes from a wide range of regions. It is the only diaspora out of the 6 analyzed countries where none of the development regions accounts for at least 20% of the diaspora. This may be related to the type of jobs one may find in a particular country, the ease with which one can learn the language, as well as to a host of other factors such as individuals emigrating to places where they already know someone that they can count on. Although there is no way for us to test these hypotheses, what we can say for certain is that there are distinct patterns in emigration and that the place of origin may be an important factor in shaping the donation behavior observed in a specific country of residence.

3.2.1 United States of America

Bucharest has by far the largest share (21%), even when compared to the other countries. That is followed by Iasi (7%), Cluj (5%) and Brasov (5%) counties. Regionally the largest share of the diaspora in the United States originates from Bucharest-Ilfov (23%) and the North-East (17%), while the lowest share is from the Western development region (7%).

3.2.2 United Kingdom

Bucharest and Argeş County are roughly equally the most common places of origin for members of the Romanian diaspora in the United Kingdom (at around 9% each). Constanţa and Ilfov are the third and fourth most likely places of origin (at around 7% each), followed by Ialomiţa (6%). Similarly to Italy, the Romanian diaspora in the UK also disproportionately originates in a specific region, namely South-Muntenia (39%). Bucharest-Ilfov is the second

most common region of origin (16%), while only relatively few members of the diaspora originate from the Center (2%) and West (3%) development regions.

3.2.3 Germany

The largest share of Romanians residing in Germany originates from Sibiu County (10%), which historically had a major ethnic German population. That is followed by Bucharest (9%), Braşov (7%) and Cluj (6%). Consequently, the notably largest share of the diaspora originates from the Central region (28%). The North-West (17%) is also a major region of origin, while South-West Oltenia (7%) is the least common one.

3.2.4 Belgium

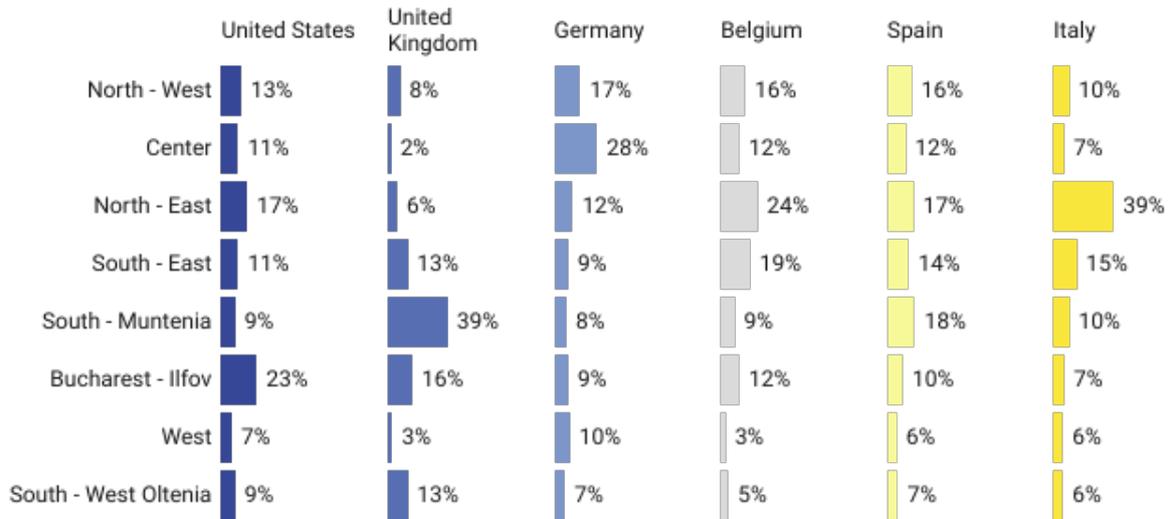
Bucharest and Suceava are roughly equally likely to be the counties of origin for the Romanian diaspora in Belgium (at 10% each). Galaţi (8%), Braşov (7%) and Bihor (6%) are also major sources. Regionally the North-East (24%) and South-East (19%) are relatively large originators of the diaspora in Belgium, while only 3% and 5% of the population comes from the West and South-West Oltenia regions, respectively.

3.2.5 Spain

The Romanian diaspora in Spain is relatively more dispersed in terms of the counties of origin. The most common counties of origin are Bucharest (9%), Sălaj (6%) Cluj (5%), and Braşov (5%). Similar patterns are observable at a regional level. The largest share of the diaspora originates from the South-Muntenia (18%), North-East (17%), and North-West (16%) development regions.

3.2.6 Italy

The North-East development region is the most common place of origin for the Romanian diaspora in Italy (at 39%). Its share is twice as large as in the case of the second most common originating region, the South-East (15%). Only 6% of the diaspora in Italy is from the Western region, while 7% is from South-West Oltenia. Accordingly, the largest share originates from Iaşi County (10%), closely followed by Bucharest (8%), Bacău (8%) and Neamţ (7%).



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Figure 2. Place of Origin for the Romanian Diaspora in the 6 Countries by Developmental Regions

3.3 Overview of Global Generosity

The latest Charities Aid Foundation (CAF) World Giving Index report indicated that despite ongoing economic and humanitarian challenges, overall generosity remains strong around the globe. The global index score (40) is at the joint-highest level since 2021, reflecting a widespread willingness to help, with 73% of adults around the world reporting that they gave time, money, or helped a stranger in the past month.

The index shows that generosity tends to be higher in regions with strong civic participation and life satisfaction. Nevertheless, despite relatively high life-satisfaction ratings, Southern and Eastern Europe are among the least generous in the world, registering lower levels of giving compared not only to Western Europe but globally.

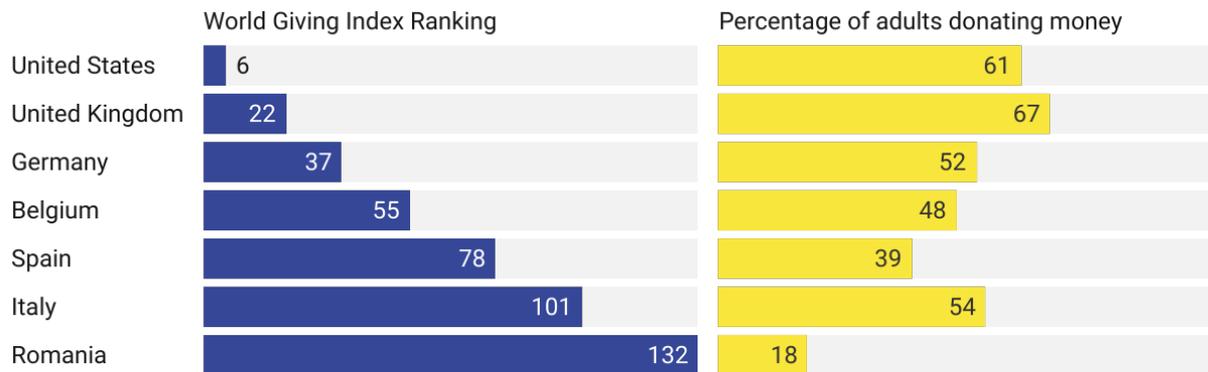
This lends further relevance to the present study aimed at uncovering the individual giving behavior of an Eastern European population with a sizeable diaspora in the countries of interest as well as underlying mechanisms and motivations.

3.4 Individual Giving and Philanthropic Culture by Country

The CAF World Giving Index scores of the 6 countries of interest vary widely, ranging from 6th (USA) to 101st (Italy). Romania ranks only in 132nd place out of 142 (See Figure 3)². Based on these rankings (and donor population percentages) we would expect a differentiated behavior of the Romanian diaspora across the different countries of residence, insofar as the culture and context of the “adoptive” country can influence the behavior of the individuals (depending on their integration in the host country, time of residence abroad among others).

² For reference, the highest percentage of adults donating money in the world is Indonesia (90%), while in Europe, Malta has the highest percentage (74%). The lowest percentage of donors in the world and Europe, can be found in Poland (15%).

In addition, philanthropic culture and history also vary across these countries. Therefore, a brief overview of the 6 countries beyond ranking and percentage of donors is required to have a better understanding of the context – and its potential influence – in which the Romanian diaspora donates.



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Figure 3. 2024 CAF World Giving Index Ranking by Country³

3.4.1 United States of America

The United States is a country with a long tradition of giving. Ever since Scottish-American industrialist, Andrew Carnegie, wrote “The Gospel of Wealth” in 1889, in which he called on the wealthy to spend their wealth for the public good, charity has become a key means to tackle social issues in impactful ways. This underlines the strong tradition of philanthropy embedded in American culture and giving has steadily increased in the US for decades.

However, despite this rich heritage, giving in the US has fallen in recent years. In fact, 2022 was only the fourth year since 1956 when donations fell in America. It also was the most significant drop recorded in 40 years! At the same time, the donor base also shrunk, research carried out by Indiana University Lilly Family School of Philanthropy and Giving USA (Lilly Family School of Philanthropy, 2023) indicated that giving is done by an increasingly smaller proportion of the population.

Recent data provides hope, as in 2023 (Giving USA, 2024), Americans increased their giving compared to the previous year despite the elevated cost of living. Accordingly, charitable giving totaled \$557.16 billion, reaching a high in current dollars. Nevertheless, giving was unable to outpace inflation, actually declining by 2.1% after adjusting for inflation. Out of the total charitable donations, a significant portion came from individual giving, contributing a whopping \$374.40 billion! Individual giving was also up by 1,6% compared to the previous year, but after adjusting for inflation it too declined by 2,4%. The top 3 supported areas by Americans are religion (\$145.81 billion), human services (\$88.84 billion), and education (\$87.69 billion) (Lilly Family School of Philanthropy, 2024), but they also support a range of other causes, including health, environment, and arts.

³ Adapted from Charities Aid Foundation. (2024)

3.4.2 United Kingdom

In the United Kingdom, around 70% of adults reported donating money (Hoolwerf et al., 2017), with an average monthly donation of £49 (2021) (National Philanthropic Trust UK, n.d.). The report indicated that UK households contribute collectively to charitable causes by approximately 11.75 billion pounds annually. The country's philanthropic culture is well-established and diverse, characterized by a predominantly older (over 65) female (93% vs 80% male) donor base that tends to come from higher socio-economic strata. Not only are people aged over 65 more likely than younger adults to give goods or money to charity, but they (and the age group between 45 and 65) are also more likely overall to engage in charitable and civic activities than the younger generation (Charities Aid Foundation, 2021).

The latest information on giving reflects a shift away from traditional cash transactions, as people increasingly turned to contact-free and digital methods to contribute. Giving patterns also evolved, with around 28% of people identified as regular givers (3% weekly and 25% monthly) while 51% donated sporadically and only 14% gave rarely in 2020, with women more likely than men to be regular donors.

While the focus and amounts may shift depending on current needs and context (e.g. health during the pandemic, refugees at the start of Russia's war on Ukraine), there is a general understanding that UK donors support a wide array of causes such as medical research (13%), support for children (12%), and healthcare (11%), with particularly high donations directed toward religious organizations (14%)⁴.

3.4.3 Germany

The latest data from the German Donation Council (Deutscher Spendenrat; Corcoran, 2024) indicated that donation revenues in Germany experienced a modest increase of 2% in 2024, with private individuals donating a total of 3.2 billion euros. The average donation in Germany is 38 euros, about 1 euro higher than in the same period in the previous year. Additionally, on average, donations are made slightly more than six times per year, marking a new record high.

Similarly to trends observed in other countries, higher frequency and donation amounts lead to growth in overall donation amounts, but at the same time, the donor base is shrinking. The number of donors is down by 6% compared to the previous year and continuing the sharp downward trend seen in the past 3 years.

Older donors (the 60+ generation) continue to contribute the most to total donations with almost two-thirds (59%) of the total donations coming from this age group, but there has been a sharp increase in the donations compared to 2023 among 30 to 39-year-olds.

Donors in Germany support varied causes, with a slightly higher focus on local/national projects (31%, 22% vs. 47% international). At the same time, there is a significant shift in donation recipients, as – after years of decline – donations for church/religion recorded an increase of 152 million euros, and this in the context of Germany being a secular state. At the same time, while the support of culture increased by 10.1 %, causes related to nature/environment/climate protection recorded a decrease of 1.2 percentage points, while donations for refugees recorded a sharp decline (compared to 2022).

⁴ Data from Hoolwerf et al. (2017). An updated release of the Giving in Europe Study is scheduled for mid-2025.

3.4.4 Belgium

According to the King Baudouin Foundation's (KBF) Philanthropy Barometer, a little over half (56%) of Belgians donated to charity in 2022⁵, making at least one donation to a good cause. In contrast, the latest CAF World Giving Index indicated that 48% of the Belgians are donors. While the difference between the two reports might come from a difference in methodologies, other sources also indicate a dip in the percentage of individuals donating.

Accordingly, the latest figures released by FPS Finance indicated that slightly fewer individuals (1.036 million in 2023) reported donations on their income taxes compared to the previous year (1.039 million in 2022). Despite the slight decrease in the number of donors, the total donated amount increased, with Belgians donating a record-high 362.3 million euros to charities in the 2023 tax year (Belga News Agency, 2025). At the same time, the average contribution per person also increased, up to 350 euros, from 337 euros the year before.

The 7th KBF Philanthropy Barometer data indicated that the majority of donors give relatively small amounts, with nearly 6 in 10 donors giving a total of €250 or less in 2022. However, as the latest figures from the FPS confirm, more donors are giving larger sums now than a few years ago. Overall (and in line with what we observe globally) total giving by individuals has increased due to higher donations per person, even as the donor participation rate saw a slight drop.

In terms of the causes supported, Belgians favor health, humanitarian aid, and poverty/social/justice-related causes. In 2022, approximately 61% of Belgian donors gave to charities in the health and medical research sector, international humanitarian aid, and development (supported by about 51% of donors), while half of the donors (~50%) supported programs for poverty alleviation and social justice (Fondation Roi Baudouin, 2023). According to the report released by the King Baudouin Foundation (2023), these three domains consistently rank highest among the options of Belgian donors, while other cause areas receive lower support. For example, roughly one-fifth of donors (around 20%) contribute to environmental and wildlife or sustainable development causes, and about 10–15% donate to cultural or heritage preservation causes.

It is worth noting that religious organizations and educational causes are not among the top charitable targets, donations to churches/religious groups or to education-focused charities make up a relatively smaller share of the individual giving in Belgium.

3.4.5 Spain

Nonprofits are mainly funded by the government through tax money, with individual donations constituting a smaller portion of their funding base. However, public funding has decreased significantly over the past ten years, accounting for 47% of the third sector's total income in 2021 (down from 60% in 2010). Conversely, the share of individual donations in their funding

⁵ It is worth noting that participation dipped slightly compared to pre-pandemic levels, falling 10 percentage points compared to 2019 (63%).

mix increased from 18% to 22% in the same period (Transnational Giving Europe, 2023). 2022 saw more donors – with 39% of the Spaniards reporting having donated during 2022 –, but fewer regular donations in Spain (European Fundraising Association, 2023).

The latest data from the 2024 report of the Asociación Española de Fundraising (2024) indicated that 60% of the population over the age of 18 donated to an NGO during their lifetime, while 38% have done so for the last 12 months. The average age of Spanish donors is 49.

Donors support various causes from healthcare (81,9%), support of the elderly without a family (81,6%), medical research, children, and people with disabilities (80,1%) just to name the most supported ones.

Their motives to support NGOs vary from ‘changing my own situation’ (19,9%), or due to ‘the trustworthy nature of the NGO’ (11,5%) to ‘feeling like a better person’ (10,7%), just to name the top 3.⁶

3.4.6 Italy

The latest Noi Doniamo (We Donate) report indicated that the Italian National Institute of Statistics (Istat) recorded a decrease in 2023 in the number of citizens who say they have donated money at least once to an association (Istituto Italiano della Donazione, 2024a). Referred to as formal donations, individual gifts to nonprofits are down to 11% from 12.8% in the previous year. At the same time, informal donations (donations that do not pass through non-profit organizations) have seen a 5% increase.

Total donations decreased by 3% compared to 2020. However, the amounts from donations registered a slight growth of 0.04% in 2021 (~6.79 billion euros), but a significant (19%) increase compared to 2020 (1.1 billion euros more), the data showing a constant increase from 2019 onward (Istituto Italiano della Donazione, 2024b).

The profile and geographic location of the “typical” donors are female, 60-64 years old, resident in the north, university graduate, and employed in a leading position. Volunteers share the same characteristics but tend to be male rather than female. The geographical gap in terms of the share of the population making donations and volunteering is significant, with individuals in the North donating (13.9%) and volunteering significantly more than those in the poorer Southern (6.6%) regions.

Conversely, NGO donors tend to be people between 45-74 years of age (13% to about 15% of the population), with less than 5% of those between 14 and 24 years of age supporting NGOs.

Italians support various causes, with medical/scientific research (38%), humanitarian/emergency aid (35%), and poverty in Italy (19%) being the top three areas for which they donate.

⁶ For a full list of the causes, motivations, donation mechanism, but also other useful information, consult the report brief referenced above.

3.4.7 Romania

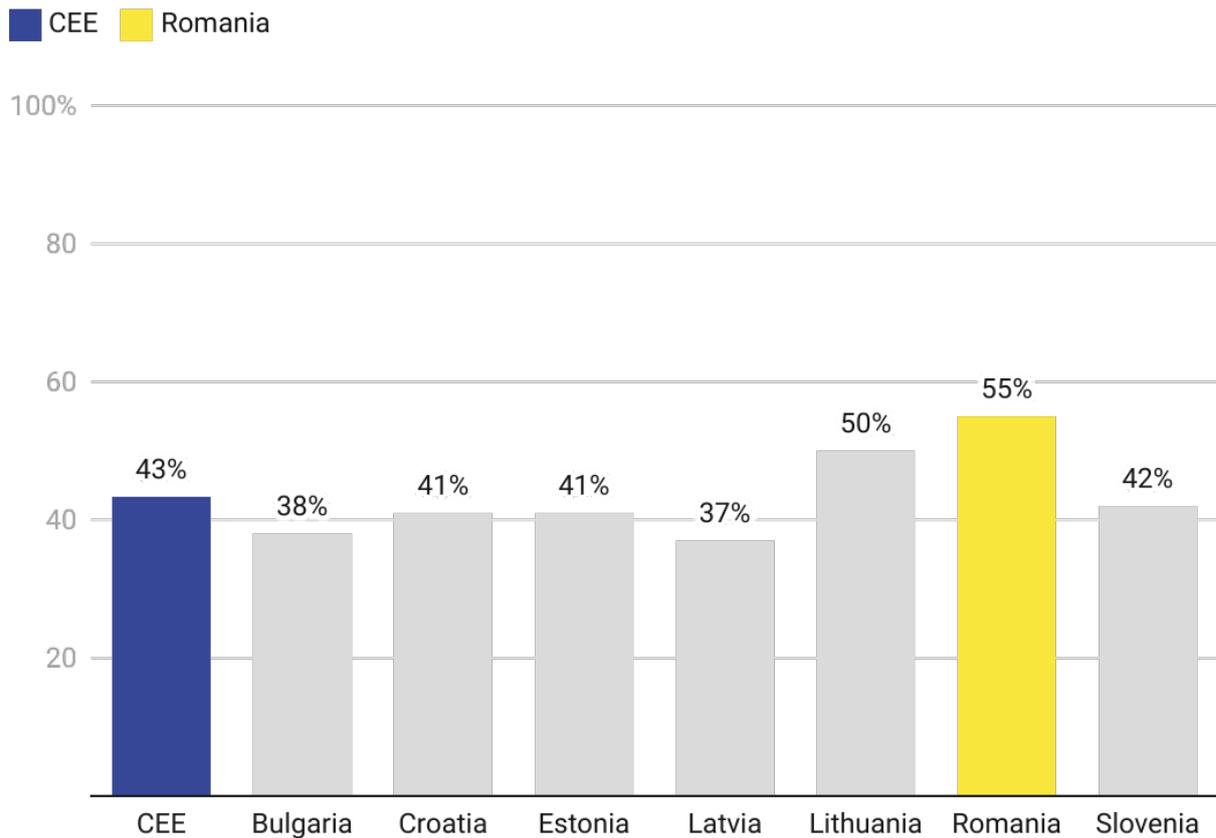
Reviewing data on philanthropy and individual donor behavior in Romania is essential to ‘calibrate’ the cross-country comparison of the behavior, motivation, and characteristics of the donors.

Recently the study by Fejes (2023) commissioned by ARC, provided an overview of the donation behavior of individuals, although the sample was restricted to urban dwellers aged 18 to 65. Using a nationally representative sample (N=2,179; 1,114 Donors & 1,065 Non-Donors), distributed by gender, area of residence, age group, and development region the study found that 52% of Romanian adults living in urban areas donated money to a charitable cause in the last 12 months, indicating a decline in giving among the urban adult population compared to 2015 (63%).

Conversely, the study by the Civil Society Development Foundation (Fejes et al., 2024), using data collected 9 months after the study by Fejes (2023), and a sample of 1200 respondents (both urban and rural) indicated that 24% of the population interacted with an NGO by donating (although it does not specify whether monetary or in-kind).

While this may seem like a big gap, the differences in the methodologies, focus (all donations vs. donations to NGOs) and the nature of the samples may account for most of it. Findings of the research on philanthropy in Central and Eastern Europe conducted in 2022 lend support to this supposition. This showed that in the 12 months prior to⁷ our research, 48% of Central and Eastern Europeans had donated to charities (Social Impact Alliance for Central & Eastern Europe, 2022). Romania reported above-average figures, with 55% of respondents saying they had donated in the last 12 months. Thus, we can see not only that Romania’s incidence rate was similar to that of other Central and Eastern European countries (see Figure 4) but also that donations were already declining – in line with the general trend.

⁷ The data were collected in March-April 2022.



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Figure 4. Donations to charitable causes in the CEE, 2022

The Romanian donors are mostly Millennials and Gen Xers, (35 to 49 years old), tend to be in a relationship or are married, with a higher education degree, and living in Bucharest-Ilfov (70%) or in the North-East Region (62%). Also, they are more likely to donate blood or to volunteer. It is important to mention that as absolute income levels increase, so does the likelihood of donating, which highlights the close link between discretionary income and donor behavior.

The areas that individual donors support the most are children (58%), health (53%), social services (29%), education and research (23%) and religion (22%). Besides these top five areas, donors supported causes in 11 other areas.

3.5 Previous Studies on Philanthropy in the Diaspora

There are relatively few studies on the philanthropic activities of the Romanian diaspora population. One such study is a report on the prospects of diaspora engagement in local communities in Țara Făgărașului (Cibian et al., 2019), which details the philanthropic tendencies of the diaspora originating from that specific region of Transylvania. Italy, Spain, Germany, the UK, and the USA are major destinations for migrants from this region. Employment, general economic conditions, and education are the main reasons for leaving the

country. The report found that most of those in the diaspora would be willing to contribute to the development of the region more than they do now. Of those who already engaged in such activities, financial donations and volunteering were the most common form of contribution. A majority of these contributions were directed to national and regional associations and NGOs, while community projects and the church were also large recipients of contributions. The report indicated lack of available information, low trust, and lack of time as important barriers limiting the engagement of the diaspora population (Cibian et al., 2019).

Another report by the Romanian United Fund details the opportunities and barriers to the community engagement of the Romanian diaspora in the United States (Scarlat, 2022). The most common methods of participation are events with other Romanians and donations to Romanians, though volunteering with other Romanians in the US and common activities with religious communities are more frequently engaged in. Furthermore, a large majority of participants and non-participants expressed a willingness to attend events organized for Romanians in the US. In terms of donations, 95% of donors and 46% of non-donors want to donate in the future. Donors cite wanting to *make a change, feeling a sense of need, giving to those less fortunate, moral principles*, and enough information as their most common general reasons for donating. While lack of information and low wages are the most common barriers named by non-donors. Amongst the intended beneficiaries for future donations, children are the most cited group, while education, preservation of Romanian values, and healthcare are the most common causes that people intend to donate to in the future. In terms of volunteering, lack of time and insufficient information are major barriers preventing people from engaging (Scarlat, 2022). Similarly, to the study on Țara Făgărașului, the diaspora population expressed a willingness to engage in various cultural and philanthropic activities, though a major barrier faced by both groups is the lack of information.

4. Methodology

4.1 Data Collection

4.1.1 Quantitative Data Collection

The quantitative component of the study was conducted as part of a large-scale market research initiative exclusively for RDFN. Data was collected on Romanians between the ages of 18 and 55 with at least secondary education (high school) living abroad in the countries of interest (USA, UK, Germany, Belgium, Italy, and Spain). A total of 1,861 online questionnaires were completed, split approximately equally across the countries of interest (307 in Belgium, 312 in Germany, 317 in Italy, 300 in the UK, 307 in Spain, and 318 in the US). The questionnaire was distributed online and took approximately 10 minutes to complete. Data was collected through a collaborative effort between Wave and Romanian Diaspora Funding Network recruiting participants using multiple channels, including operators, panels, social media, groups, and snowball sampling.

Country	Sample size
USA	318
UK	300
Germany	312
Belgium	307
Spain	307
Italy	317

Table 1. Sample size by country

The Survey Instrument

The survey⁸ employed a mix of closed-ended questions with randomized options and open-ended responses designed to capture a broad range of insights regarding donation behaviors, motivations, expectations, and future intentions for donating. It also collected socio-demographic information that was used to generate the donor profiles (Age⁹, Gender, Geographic Location¹⁰, and Education). The survey was inspired by the survey used for the development of the individual giving study published by ARC (Fejes, 2023). Additional questions were added based on the findings of the qualitative component of the present study.

Questions regarding past donation activities focused on the donations in the past 12 months, the frequency of donations, the type of donations¹¹, as well as amounts donated. Beyond these descriptives, the survey addressed the motivations behind the donation behavior of

⁸ See Annex.

⁹ Using a question with a screening filter, accepting only respondents between 25 and 55 years old.

¹⁰ Questions on the country and local city of residence, including how long they had lived there.

¹¹ The survey distinguished between financial donations, in-kind contributions, donations of time (volunteering), and services, with follow-up screening to ensure only respondents making financial donations were included in subsequent analyses.

respondents, exploring why and how participants donate (motivating factors, preferred methods, and means of donating) as well as what factors might influence their future donation behavior (barriers to donation).

Additional questions examined aspects crucial for donor care, such as the post-donation experience, perceptions of donation impact, and reasons that might cause them to withdraw their support from a cause or organization.

4.1.2 Qualitative Data Collection

Data for the qualitative portion of the study were collected online via focus groups and individual interviews conducted through Zoom from May 28, 2024, to July 3, 2024. A total of 44 supporters and donors participated in this phase. Specifically, the study included:

City	No. of Focus Group Participants	No. of Individual Interviews
Chicago	6	2
London	3	3
Berlin	4	2
Bruxelles	5	4
Barcelona	6	2
Milano	5	2

Table 2. Qualitative Data Collection

The Interview and Focus Group Guides

The focus group guide and interview guide were designed to capture more detail on key aspects pertaining to the individual giving behavior of the diaspora. They also provided an opportunity to refine some of the questions in the survey used for the quantitative research.

These instruments followed the same rationale present in the survey. As such, respondents were asked to talk about their involvement in donations, since they left Romania, and also refer to the organization that brought them together in this activity (RUF in the US, etc.). They were also asked to detail their motivations and the impact that they want to see vis-a-vis organizations or causes in Romania. Focus group participants and interview respondents were also asked about their view of the community they belong to (the donors' community), the values and beliefs they hold, how they communicate with each other, and whether they aim to mobilize other people to join the donors' network.

4.2 Additional Data Used

For the comparative analysis, the data collected for the Individual Giving in Romania study (Fejes, 2023) was used. In addition, the data on individual giving of the Romanian diaspora required contextualization. Some of the respondents/donors have lived in their respective 'adoptive' countries for several years, while others have been there for a few months. Living in a country for a prolonged period requires a certain degree of adaptation to local culture and customs, although degrees of integration will vary among individuals. Furthermore, this

cultural and societal context will inadvertently exert an influence on the behavior and even the views and attitudes of the immigrants. Accordingly, differences in individual giving behavior of the diaspora in different countries may be explained partially by the philanthropic culture of the ‘home and the ‘adoptive’ nation as well as by the level of fundraising activity (being solicited to donate) of the NGOs in their physical proximity as well as in the ‘proximity’ of their interests.

Therefore, desktop research was conducted to identify relevant recent studies looking at individual giving in the countries of interest. These were reviewed and analyzed to identify key characteristics of the donation behavior in that particular geographic area.

4.3 Data Analysis

For the quantitative data, preliminary analyses were carried out by Wave. The approach involved statistical methods to identify significant differences across various target segments, designed to minimize error by focusing on segments with sample sizes of $n \geq 100$, ensuring that the findings are both reliable and generalizable.

For the qualitative data, a thematic coding process was employed. Researchers systematically analyzed the focus group discussions and interview transcripts to extract descriptive insights and recurring themes. These insights were then integrated with the quantitative findings to provide a more comprehensive understanding of the market and stakeholder perspectives.

Subsequent analyses were carried out by the Research Center *for* Civil Society. These included descriptives, frequencies, and crosstabs for many of the variables in the questionnaire, in order to create precise landscapes of donation behavior among the Romanian diaspora (and also, where data permitted, among Romanians living in Romania). Research output includes profiles of donors - based on their education, gender, income, favorite type of receiving entity, reasons for donating, or potential barriers against donation.

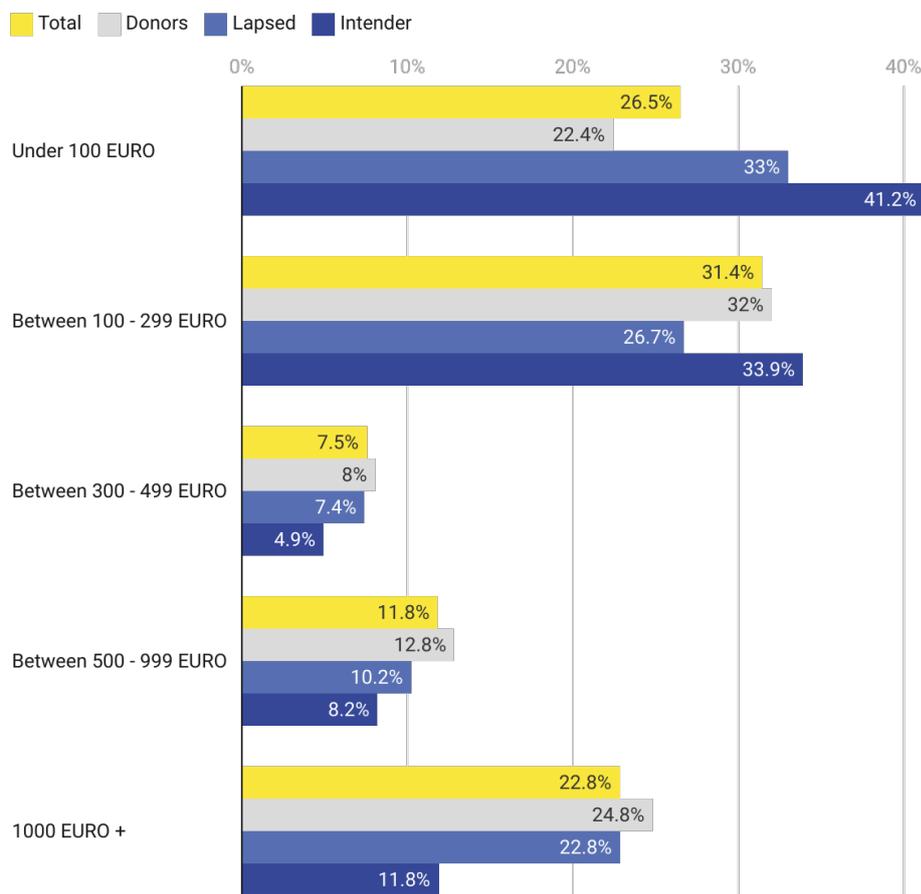
5. Findings

5.1 Philanthropic Engagement Levels

The overall philanthropic engagement of the diaspora is high, with 72% of participants either having donated in the past 12 months or planning to donate in the future. The average amount donated by the diaspora is 780 EUR/year. The donation figures in Romania fall significantly short to those indicated by donors in the diaspora, with the average donation to NGOs being ~61 euros per year being almost 13 times lower than the amount donated by the diaspora.

Almost half of the respondents (45%) donate or plan to donate two to four times per year and give/aim to give no more than 299 euros annually, although the average donation amounts declared are much higher than that.

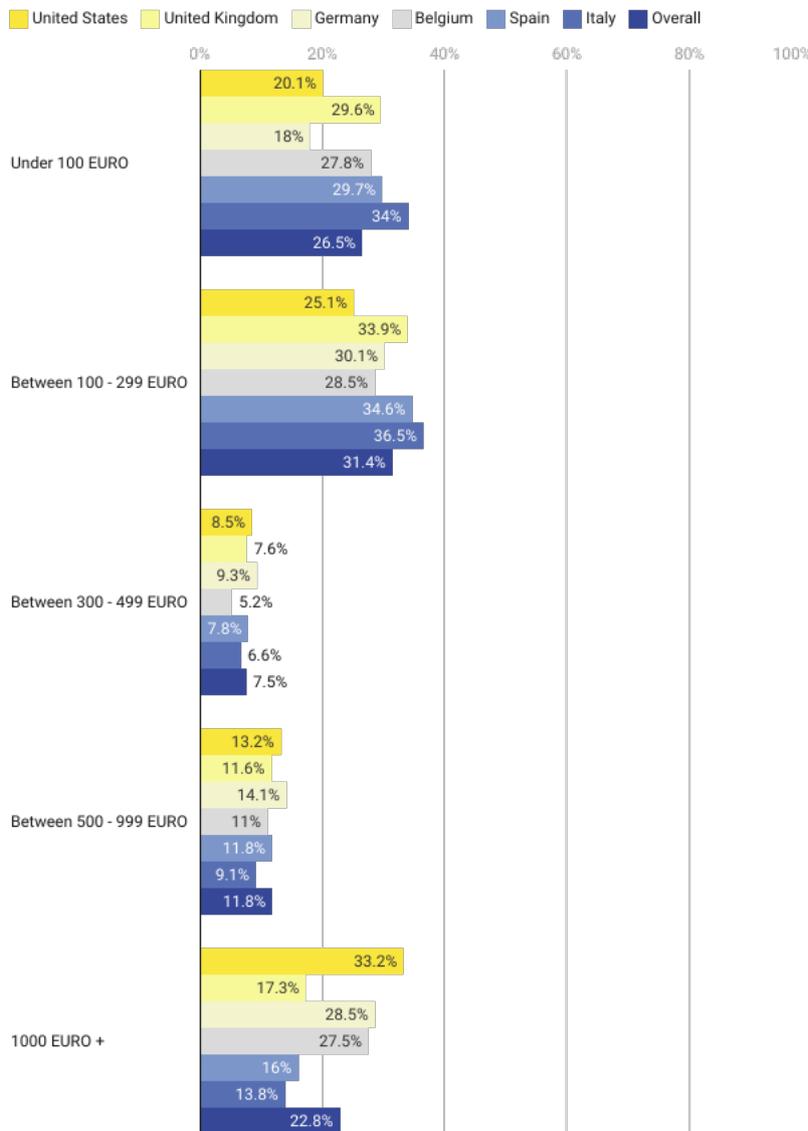
There are significant differences between the 3 types of donors examined in this study when it comes to donated/intended amounts with donors tending to invest larger amounts (868 EUR/year) compared to lapsed donors (686 EUR/year) and intenders (410 EUR/year).



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Figure 5. Donated/Intended Donation Amounts

There are also significant differences between countries, donors in Italy giving or intending to give the smallest amounts (under 100 EUR – 34%; between 100 and 299 EUR – 36%), while diaspora donors residing in the USA (33%), Belgium (28%), and Germany (29%) give or intend to give the largest amounts (over 1000 EUR).



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Figure 6. Donation Amounts by Country of Residence

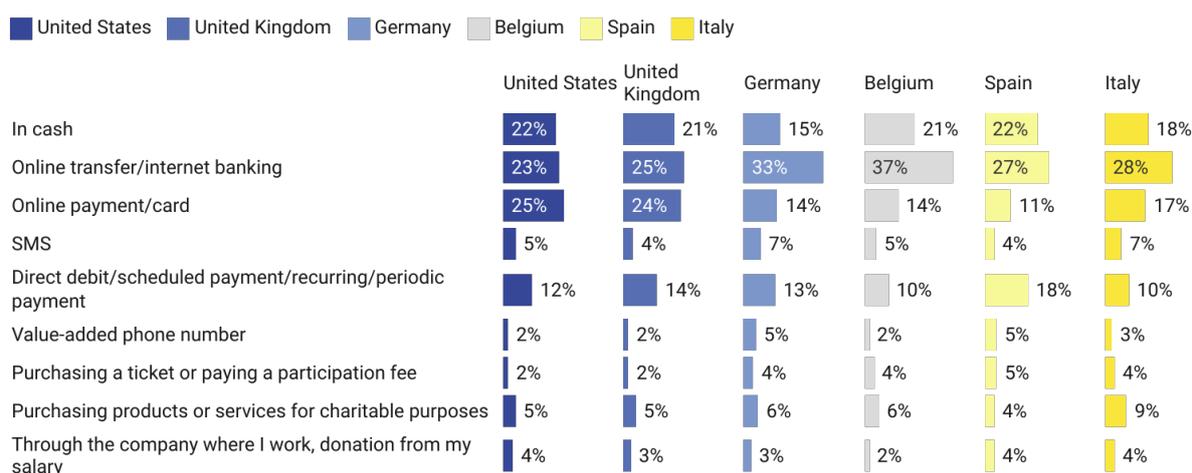
Incidentally, these are the European Union countries with the highest average full-time adjusted salary per employee for 2023, with Belgium having the 4th highest (57,989 EUR) and Germany the 6th highest (50,998 EUR), significantly over the EU average of 37,873 EUR. Conversely, Italy (11th with 32,749 EUR), Spain (12th with 32,749 EUR), and Romania in 23rd with 17,739 EUR) (Yanatma, 2024).

5.1.1 Preferred Ways of Engagement

Direct payments - whether made online or in cash - are the most popular and convenient donation methods. One noticeable difference is between the different types of donors (donors, lapsed, and intenders), with active donors preferring digitized and active/direct forms of giving (online transfer, cash, card payment and direct debit), while lapsed donors tend to engage and to prefer less active, more ad-hoc, and context-driven donations such as by SMS, purchasing tickets or participation fees, donations from their salary (potentially driven by a company CSR scheme), or calling a value-added phone number. These donation mechanisms also tend to be associated with smaller amounts and fit well with the findings regarding the donated or intended sum, which show that donors tend to invest larger amounts compared to lapsed donors and intenders.

The preferred method for donation is critical when thinking about creating new strategies for attracting donors, and this information is summarized in Figure 7. Technology made donating much easier than ever before, so it is no surprise that in every country some of the most popular ways of donating include online bank transfers, online card payments, or direct debit/recurring payments.

While there are some between-country variations, in general, these three methods of donation are used intensively. Online bank transfers are preferred in Belgium (37%) and in Germany (33% of respondents), but less than a quarter (23%) of the US-based respondents (presumably due to high costs associated with overseas transfers) use this means. The use of online card payments is also high, with about a quarter of respondents mentioning this form of payment in the US and the UK, which leads by some margin compared to the other countries examined here. Finally, direct debit/recurring payments are also mentioned by between 10 and 20% of respondents, the highest occurrence being in Spain (18%) and the lowest in Italy and Belgium (10%).

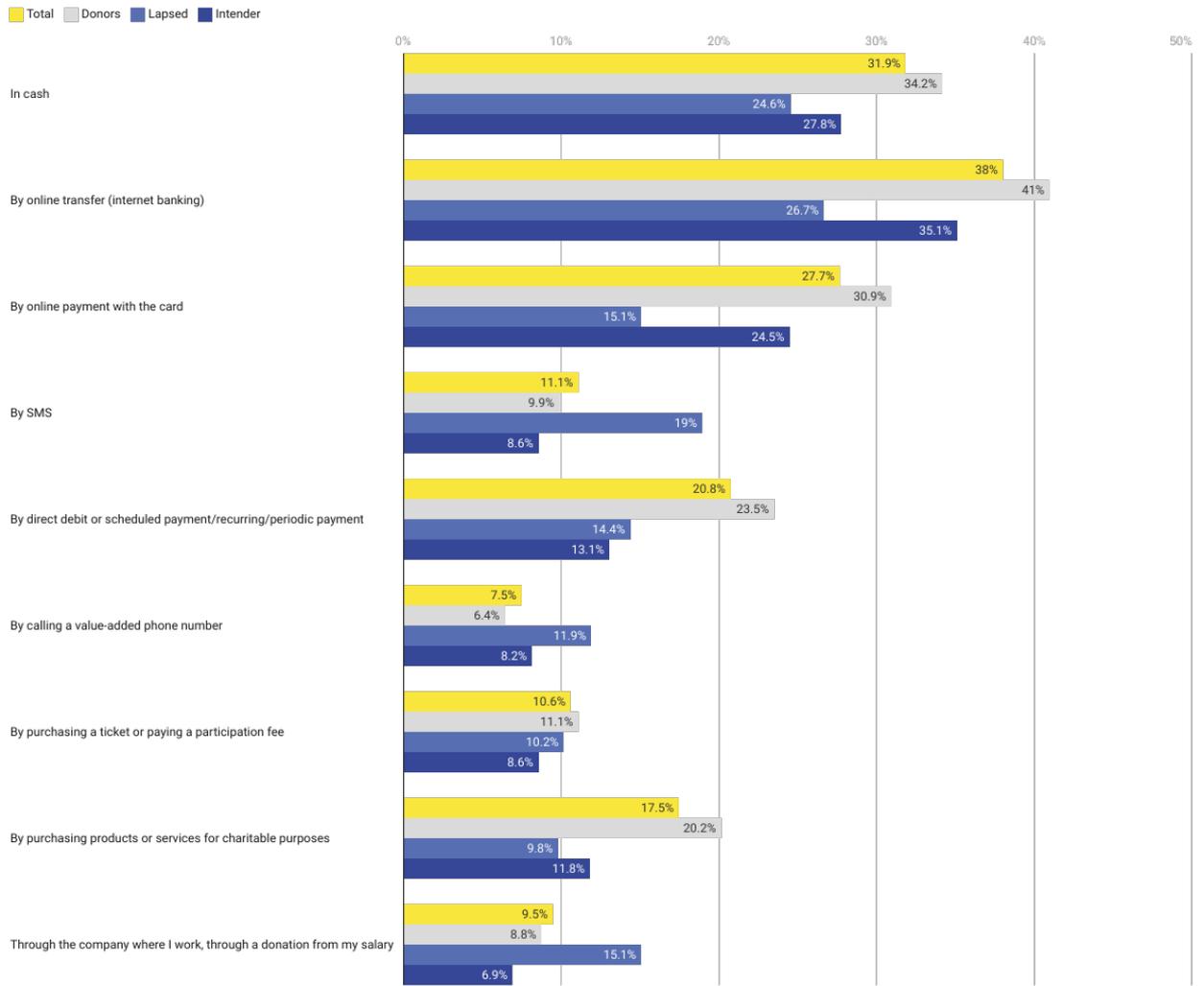


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Figure 7. Preferred Mechanisms to Donate by Country of Residence

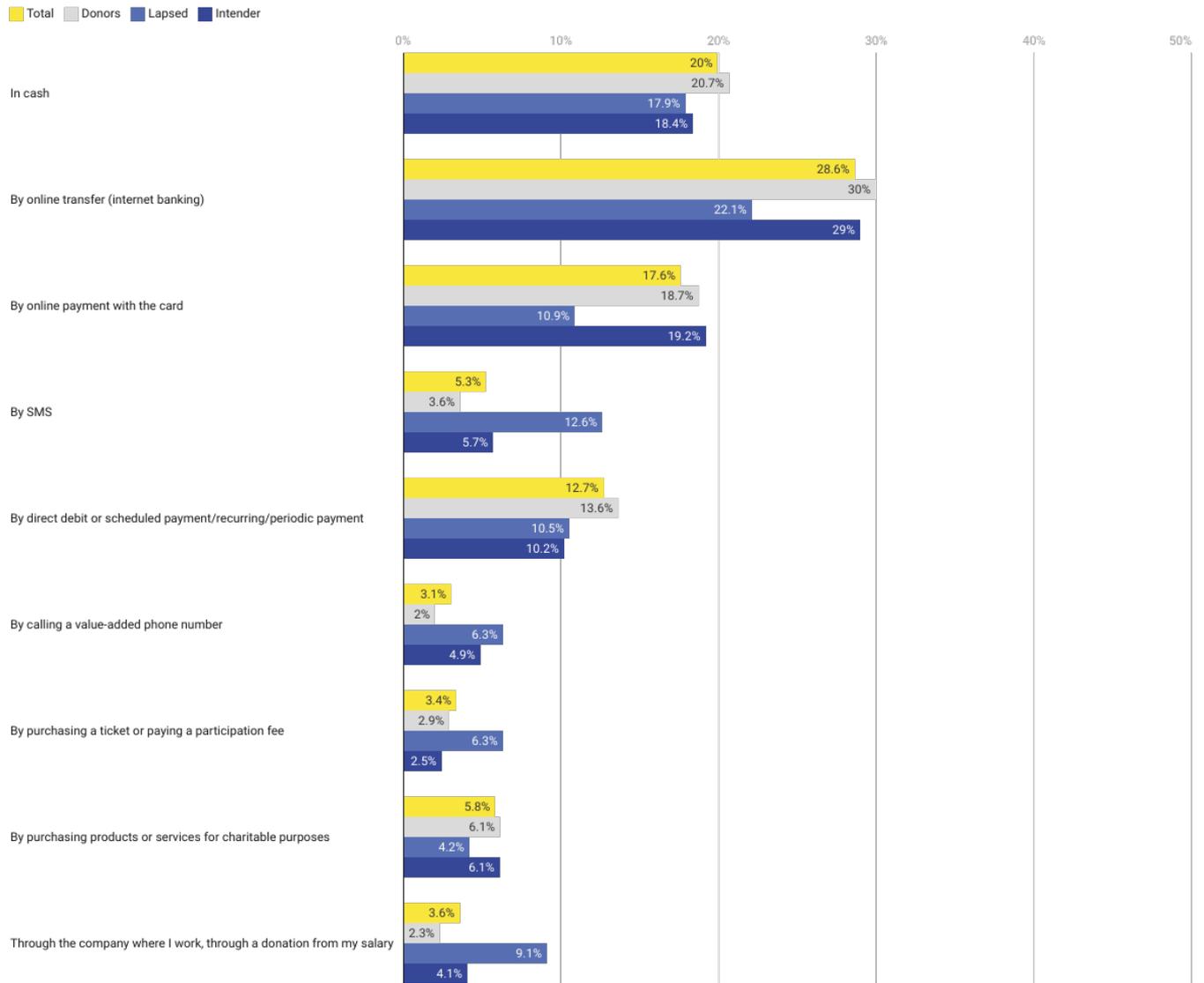
Interestingly, very high up in the popularity ranking of different modes of payment are donations in cash, with slightly over 20% of respondents mentioning them in the United States, Spain, Belgium, and the United Kingdom. Every single other type of payment for donation is approximately 5%, with some exceptions (such as SMS in Italy and Germany, 7%; or purchasing products or services for charitable purposes in Italy, 9%). These preferences are not so different from those of Romanian donors. While the three most frequently used donation methods are online bank card payments (35%), SMS (30%), and 3.5% (24%), the preferred methods are cash (22%), online bank card payments (20%) and SMS (16%).

However, an interesting pattern emerges when looking at the use and preferences of donors, lapsed donors, and intenders. Donors are more likely to use Internet banking (41%), cash (24%), online bank card payments (31%), and direct debit (24%) compared to lapsed donors or intenders. Conversely, lapsed donors are more likely to use donation mechanisms that are typically associated with lower amounts and donations that can be associated with aspects such as ‘spur of the moment’, ‘emotional response’, or even be the result of ‘peer pressure/social desirability’, such as SMS donations (19%), calling a value-added phone number (12%), and donations from the salary at the company where they work (15%), compared to donors and intenders. This pattern is also visible in their preferences for certain mechanisms with lapsed donors showing more preference towards SMS donations (13%), donations from the salary at the company where they work (9%), and calling a value-added phone number 96%), compared to donors and intenders.



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Figure 8. Used Donation Mechanisms by Donor Type

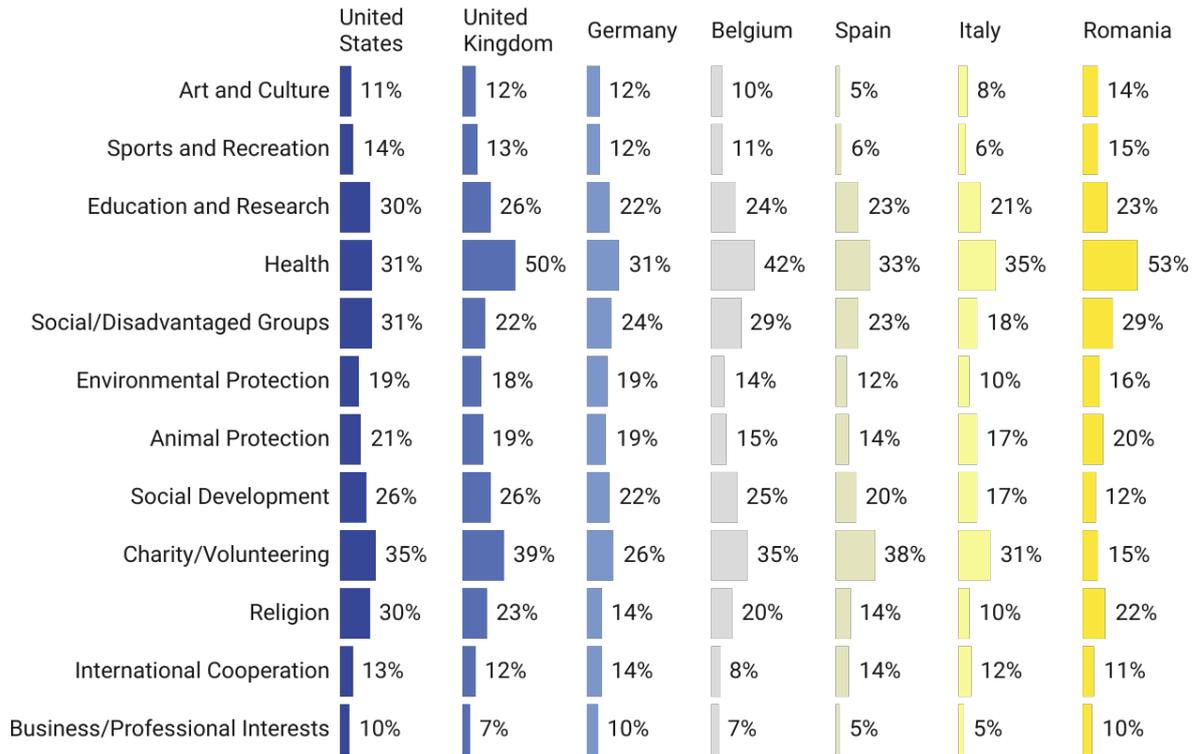


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Figure 9. Preferred Donation Methods by Donor Type

5.1.2 Key Areas of Support

The vast majority of donors give in their current residence country (79%) with limited variation among the 6 countries analyzed. Little over a third of donors (36%) donate to causes in Romania rather than other countries, with US diaspora donors as the outliers in the group, with little less than half (46%) of the donors indicating that they prefer to donate to Romanian causes over others.

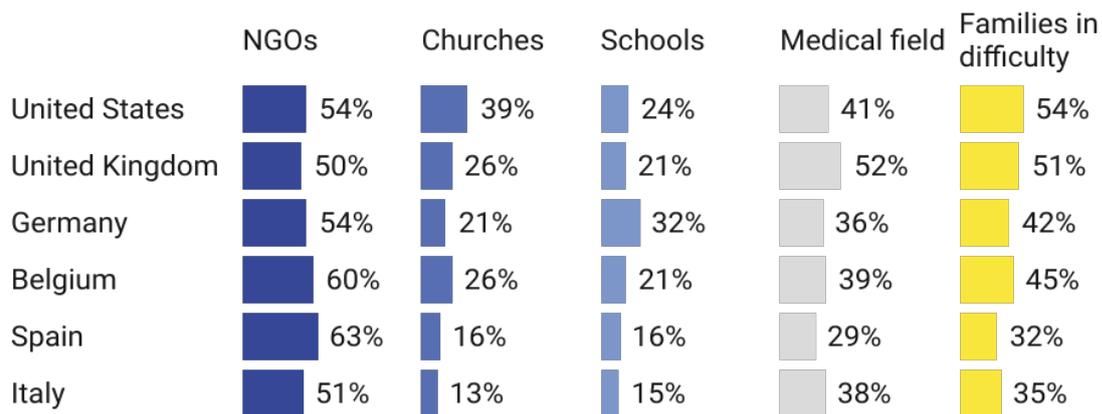


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Figure 10. Causes Supported by Country of Residence

Donors give to a range of causes, but health (37%), charity/volunteering (34%), education and research (25%), social services (24%), and social development/living conditions (23%) are the top 5 areas of support.

There is quite a bit of variation among the countries examined, albeit by relatively small (statistically significant) margins. Accordingly, the domains of more interest to US diaspora donors are education and research (30%), social services (31%), and religion (29%), while health is more important than most other domains for UK donors (50%), except for charity (39%, and religion (23%). It is noteworthy that NGOs received the most donations in all countries, more than half of respondents mentioned donating/having donated to NGOs. The difference between donating to an NGO and any other beneficiary is particularly striking in Spain, where more than 60% of respondents donated to an NGO, while the second most popular category is “families in difficulty”, but their support is only slightly past the 30% mark.



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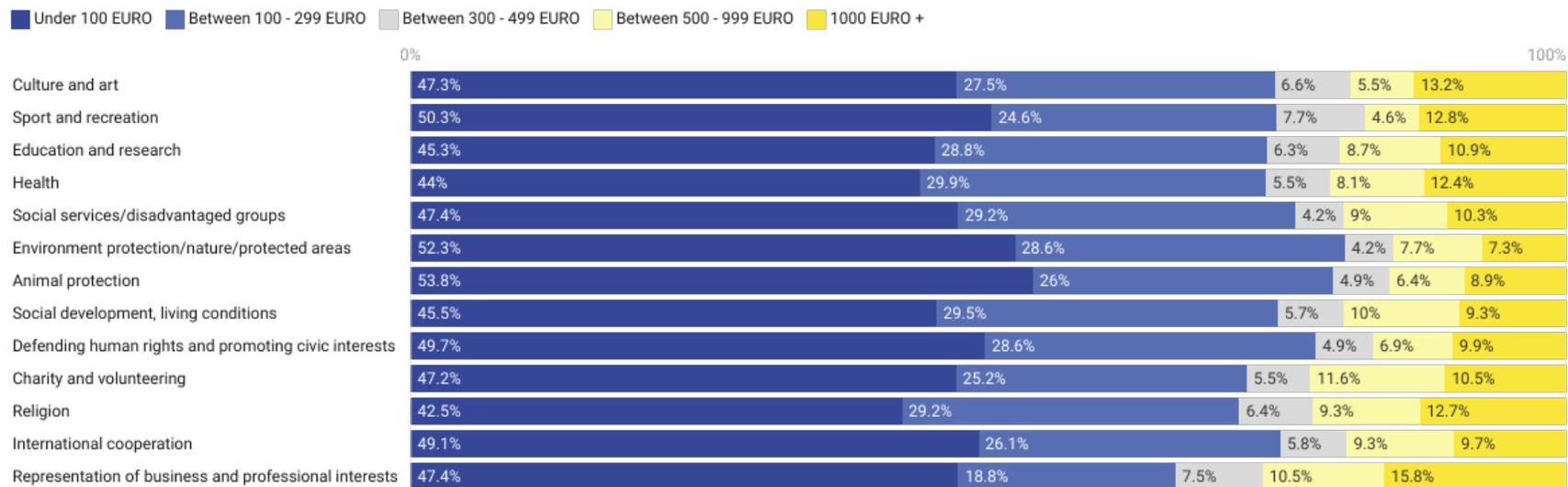
Figure 11. Entities Supported by Country of Residence

The UK is the only case where donations to NGOs are slightly less popular than donations to families in difficulty (49.8% vs 50.8%). In many countries (US, Belgium, the UK, and Romania) the lowest support is for schools, while in Italy and Spain, churches are the least supported.

When looking into the amount of average donations, this picture is even more pronounced. In the US, Belgium, Germany, and the UK one can see donations sometimes going above 700 euros, while in Italy and Spain, the highest numbers are still less than 500 euros. Of course, the amount of donation depends on many factors, but, probably, the most crucial factor is the overall level of income and the availability of disposable income. At any rate, the types of beneficiaries supported by respondents and the amounts of average donations suggest that diverse results are a function of particular national/cultural contexts¹². For example, the relatively higher support for churches in the US (39%) and Romania (55%) is an indicator of overall higher religiosity within the population, while in Spain (16%) and Italy (13%), lower support for churches may be related to more secularization, less religious pluralism, and the perception of the church by many as being a social actor.

Figure 12 shows the distribution of the amounts of donations according to the field of activity that each social actor represents. Again, some general patterns seem to exist. For example, health, charity/volunteering, and education and research seem to be the most popular fields in all the countries in the analysis. At the same time, arts and culture, sports and recreation, international cooperation, and, especially, business/professional interests benefit from the lowest support among donors. All other categories are somewhere in the middle. Although the largest sums go to the representation of business and professional interest (16% give over 1000 EUR to this cause), the amounts are relatively evenly spread among the different causes.

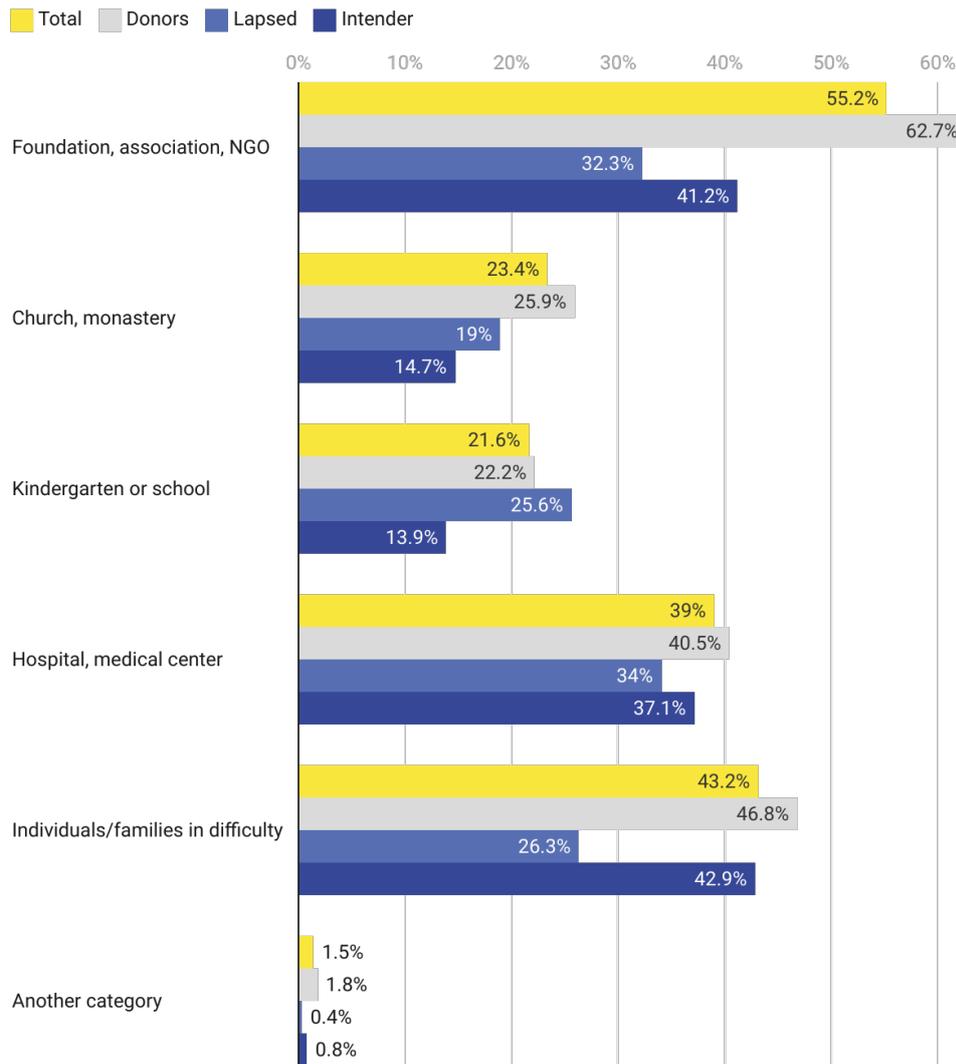
¹² It is important to note that samples were not constructed in the same way and that, while the ARC sample is nationally representative of the adult urban population (including donors and non-donors), the Diaspora sample is non-representative and includes only donors.



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Figure 12. The share of donations by supported causes

Donors also give to a range of entities but tend to prefer foundations or NGOs with over half of the diaspora donors giving to these types of beneficiaries. The top 3 are rounded out by individuals/families in need (43%) and hospitals/medical centers (39%). Perhaps surprisingly (given the declared religious character of Romanians), religion comes in at 4th with ‘only’ 23%. Unsurprisingly, donors tend to favor NGOs significantly more (63%) than lapsed donors (32%) and intenders (41%). But this is not an ‘exclusivist relationship’, donors being keener on all entities (compared to the other 2 categories of donors) except kindergartens/schools which are favored by lapsed donors.

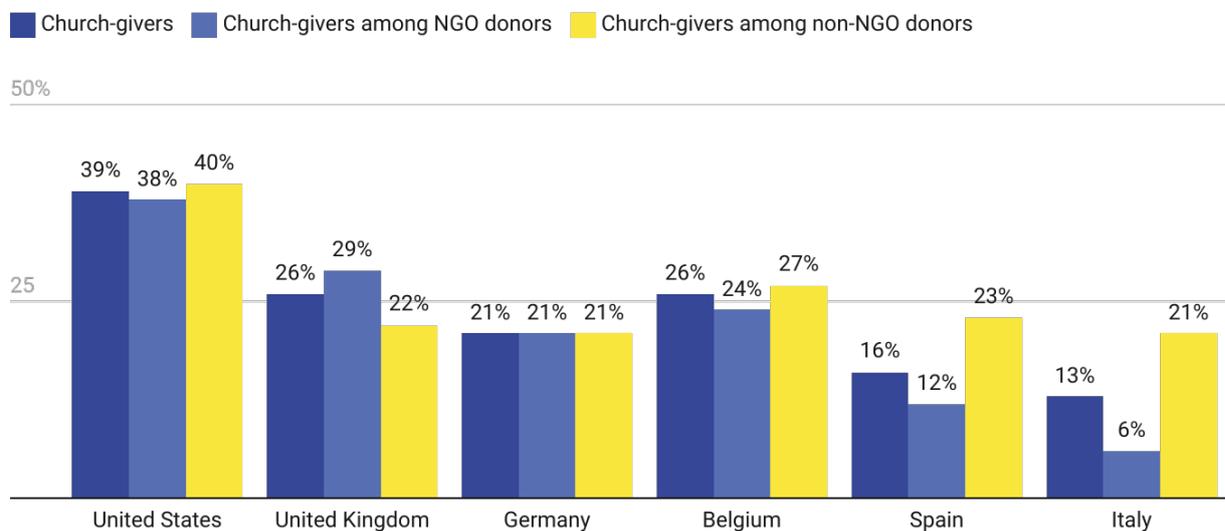


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Figure 13. Supported Entity by Donor Type

At the country level, foundations and nonprofits are preferred by donors in Belgium (63%), and Spain (60%) - although they are the preferred recipient in all countries (over 50%). Individuals and families in need receive the most support from donors in the US (54%) and the UK (51%), while hospitals are supported chiefly in the UK (52%), churches in the US (39%), and kindergartens and schools are the preferred targets for donors in Germany (32%). Comparing these with the contextual data, there seems to be a relationship between the locale and the preference for a domain or entity. If we look at the CAF data on areas that Americans support we see religion as the top recipient (\$145.81 billion), while diaspora donors in the US support churches significantly more than in other countries of residence. However, this may also well be due to the nature of community organizing around churches in the US. Therefore, a more comprehensive exploration of the effect of the locale should be pursued in future studies.

5.1.3 NGO vs. Church Donations:



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Figure 14. Church and NGO Donations Comparison by Country

Given the fact Romanians are in general fairly religious, or, at least, (declaratively) more religious than many other European nations, it is interesting to see how donations to churches/monasteries fare in comparison to donations to NGOs/foundations, which, in general, are some of the most popular receiving entities across the countries in the study. Figure 14 shows the percentage of people who donate to churches, followed by the percentage of people who donate to churches among those who donate to NGOs, and those who do not donate to NGOs, respectively.

In several countries (the US, Belgium, Germany, and the United Kingdom) there is no significant difference between church and NGO donors: the proportion of people who give to churches among the country samples is similar to the proportion of people who give to churches among the group of NGO givers within the samples.

However, in Italy and Spain, the situation is different. Among NGO donors, the proportion of those who also give to churches is smaller than the overall proportion of church givers (6% vs

13% in Italy, and 12% vs 16% in Spain), while the proportion of those giving to churches among non-NGO givers is higher than the overall proportion of church givers (21% vs 13% in Italy, 23% vs 16% in Spain).

In other words, in Spain and Italy, donors who already give to NGOs are less likely to also donate to churches, and vice versa. Therefore, in these 2 countries, donating to NGOs and donating to churches tends to be more of an “either-or” choice, with individuals preferring one primary beneficiary (either NGOs or the church) rather than supporting both. Conversely, in some of the other examined countries (USA, Belgium, Germany, UK), people who donate to NGOs are about as likely to donate to churches as the general population, implying a “both/and” approach rather than choosing one or the other.

5.2 Motivations to Donate

There are eight (8) key mechanisms that drive individuals’ charitable giving according to the scientific literature (see comprehensive review by Bekkers and Wiepking for a detailed overview (Bekkers & Wiepking, 2010; Wiepking & Bekkers, 2011; 2012):

1. Awareness of need;
2. Solicitation of donation;
3. Costs and benefits associated with the act of giving¹³;
4. Altruism;
5. Reputation (social consequences of giving for the donor);
6. Psychological benefits for the donor¹⁴;
7. Values (moral values);
8. Donation efficacy (donors’ perception that their contributions make a difference to the cause they are supporting).

The order in which these mechanisms are presented does not reflect their importance or causal strength, but rather the order in which they influence a typical act of giving. While a donation may be made in response to one of the eight mechanisms, it may be based on multiple concurrent motivations, depending on time, location, organization, and donor.

To analyze the motivation of individual donors in the diaspora, and to be able to compare their underlying motivations to the motivation of donors in Romania (where possible), answers were coded into these 8 categories. Analysis of the ‘raw’ motivations was also performed to improve granularity and understanding of key drivers.

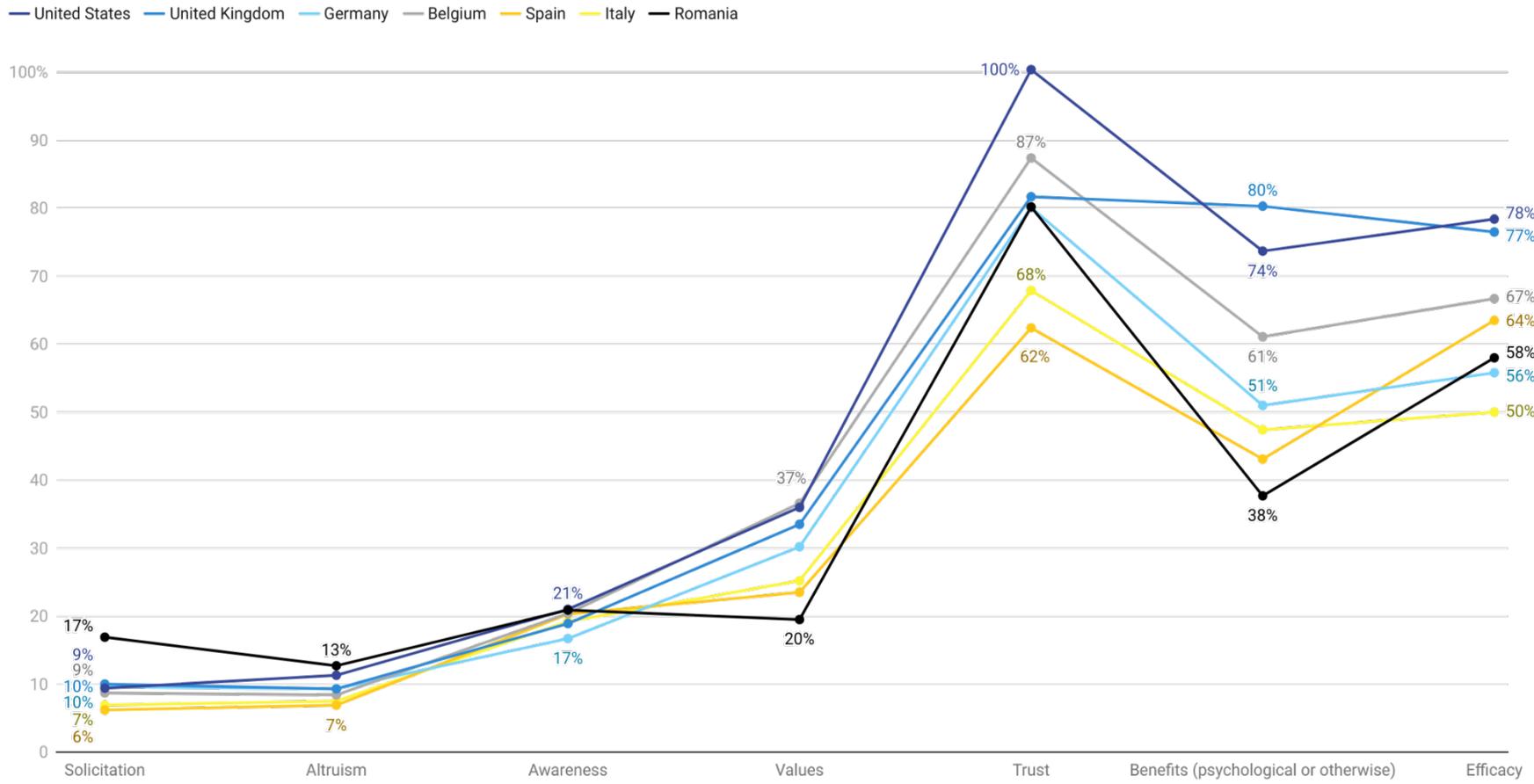
5.2.1 Key Drivers of Donations

When looking into the reasons for which donors decided to get involved (Figure 15), it is interesting to note that, once again, some cross-country patterns seem to take shape. Trust, efficacy, and benefits (feeling good about oneself or making life better for someone close to oneself) are cited by most donors as motivations to donate. The only country to ‘break the

¹³ A donation costs money. *When the costs of a donation are lowered, donations increase.* This is true not only in terms of how much it actually costs to donate, but also in terms of the way in which a donor perceives the costs of a donation (how much effort is needed to make the donation).

¹⁴ Giving can contribute to one’s self-image as an altruistic, empathetic, socially responsible, agreeable or influential person. Moreover, giving creates a positive mood, alleviates the feelings of guilt and satisfies the desire to show gratitude or to be a righteous person. Economic theories also refer to these motivations as empathic joy, warm glow or the joy of giving (Bekkers & Wiepking, 2010).

pattern' is Spain, where efficacy (63.5%) is cited by most donors, followed by trust (62%) and benefits (43%), but the differences are marginal. Nevertheless, the sizeable difference exhibited by Spain and Italy (62% and 68%, respectively) compared to the other countries (highest in the US with 100% and lowest in Germany with 80%), suggests that there is something specific about the donors in these countries that makes them more trusting when it comes to donations.



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Figure 15. Categories of Motivations to Donate by Country

Trust is paramount in the act of donation, being cited by the largest percentage of donors (See Figure 15). This is underlined by the findings in both the study on Romanian donors (trust being the top reason, cited by 22% of the donors) and the data collected for the present study on the diaspora.

Taking a closer look at trust reveals that trust in the beneficiary organizations is paramount in all but one country, Spain, where knowing the organization (17%) is almost equal to trusting the organization (18.6%). Interpersonal trust (knowing or trusting a member of the organization, being recommended by someone trusted) is most important in the US (52.1%) Belgium (47.6%), and Germany (42.6%), these values being very close to the ones reported by Romanians in Romania (43.9%), while institutional trust is more important to donors in the UK (43.2%), Spain (35.6%) and Italy (34.9%). It is worth noting that, except for Spain (8.8 percentage points) and Belgium (7.8 percentage points), all countries examined exhibit a marginal (less than 5 percentage points) difference. In this respect, donors in Belgium, the US, and Germany are more similar to Romanian donors – favoring interpersonal trust – while diaspora donors in Italy, Spain, and the UK need to have institutional trust in order to donate.

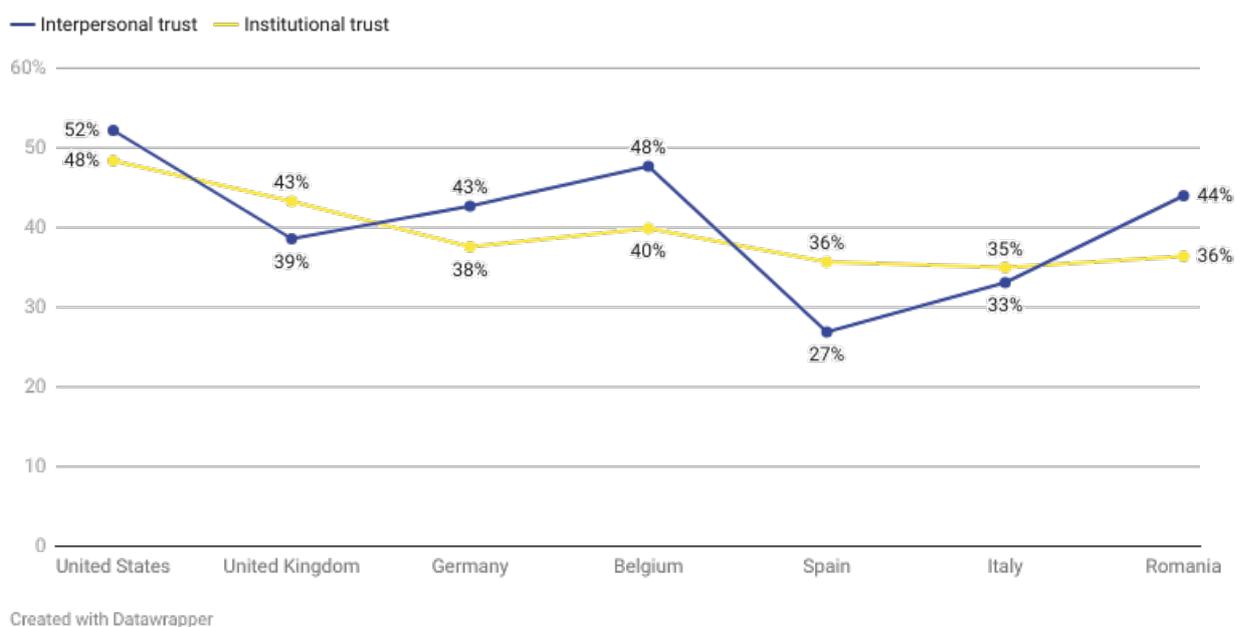
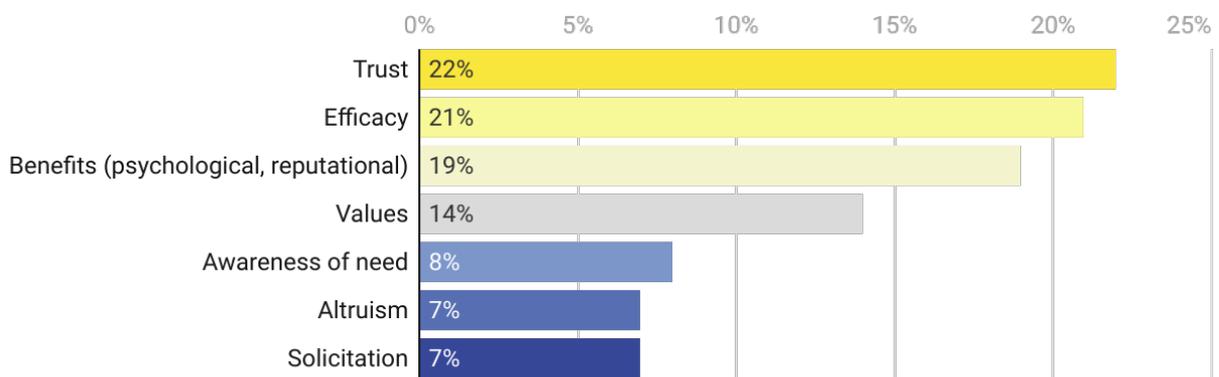


Figure 16. Interpersonal vs. Institutional Trust as Motivation for Giving by Country of Residence

The centrality of trust is underscored by the findings from the qualitative data collection and analysis, with all focus groups reporting in some form or fashion the need for trust in the process (see section on Donor Profiles by Country).

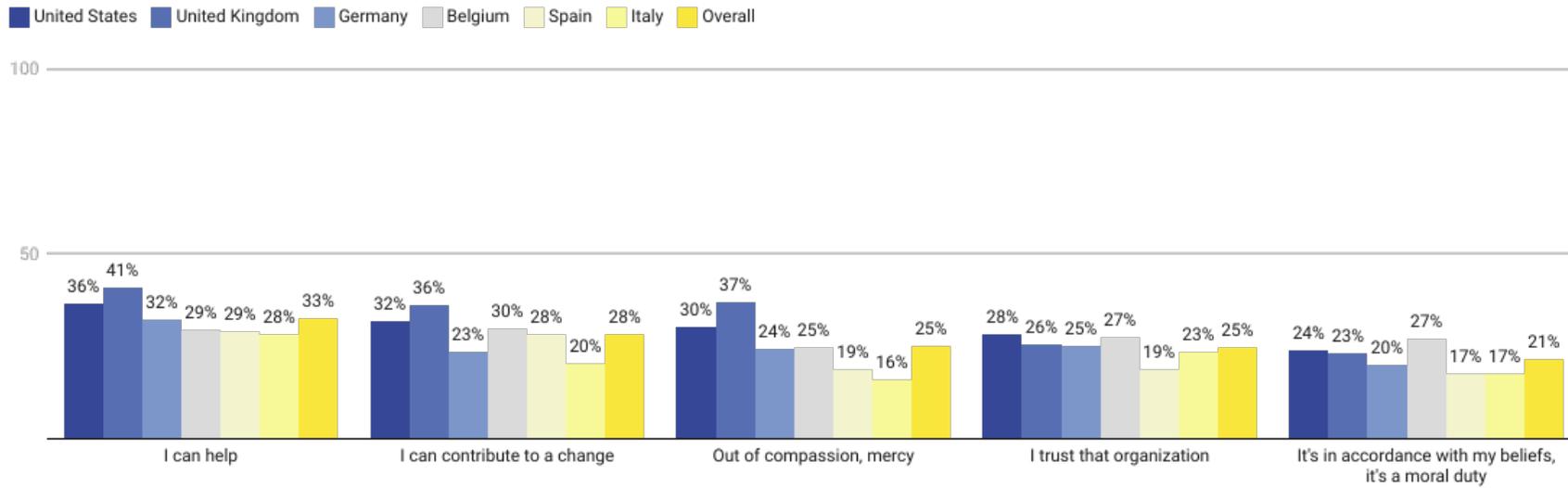
Looking at the most important triggers for making donations, motivations linked to efficacy (‘I can help’ – 33%, ‘I can contribute to a change’ – 28%), are the most important motives, but psychological benefits (compassion/mercy – 25%), trust (25%) and moral duty (33%) also emerge as the top drivers for the diaspora’s donation behavior. Therefore, most people, in all countries, mentioned that they donated because they (believe that they) can help, out of compassion/mercy, because they (consider that they) can contribute to change because they trust certain beneficiaries, or out of a self-perceived moral duty (See Figure 38).

These results suggest that the decision to donate seems to stem from personal/individual reasons, all of them having to do with a certain outlook on life emphasizing responsibility towards society, or a desire to contribute to a certain cause. Reasons related to potential efforts by social actors to gather support are, by far, not as popular as individual/personal reasons; there is significantly lower support for reasons such as “because I was asked to”, and “because someone told me to”. It is only in Romania that these reasons seem to be more important in the decision to donate. Nevertheless, while solicitation (17%) and recommendations (18%) play a more important role compared to the diaspora, for Romanian donors, trust and considerations of potential for effectuating change (efficacy), alongside psychological (e.g. “warm glow”) and other personal benefits and personal values (including moral duty) have the most significant impact in motivating them to donate. This indicates that these motivations are generally the most important across the donor groups, irrespective of the country in which they reside.



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Figure 17. Key Mechanisms that Drive Donations of the Romanian Diaspora



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Figure 18. Top Motivations to Donate of the Romanian Diaspora

Accordingly, while trust is mentioned by most donors (as seen in Figure 17) – making it an important reason why diasporans donate, when it comes to the most important reasons why people engage in donating behavior things are a bit more nuanced. The top reasons are primarily related to efficacy, the belief in their ability to make a difference by donating (See Figure 18). In addition, the relative importance of the top 5 motivations indicates there is an important component of empathy (most likely mixed with ‘warm glow’, judging by the top 2 reasons focusing on the self rather than the beneficiaries and their needs) as well as a moral component of duty. Therefore, overall, emotional triggers seem to be the most important for the diaspora when it comes to donating money, but they alone may not be enough, as, without the lack of trust, they may seek other avenues to contribute.

Digging deeper into the nature of trust, we grouped the motivations relating to trust into interpersonal and institutional trust. As visible from the figures below (Figure 19 and Figure 20), the various aspects of interpersonal trust tend to follow the same patterns within a country, with only slight variations.

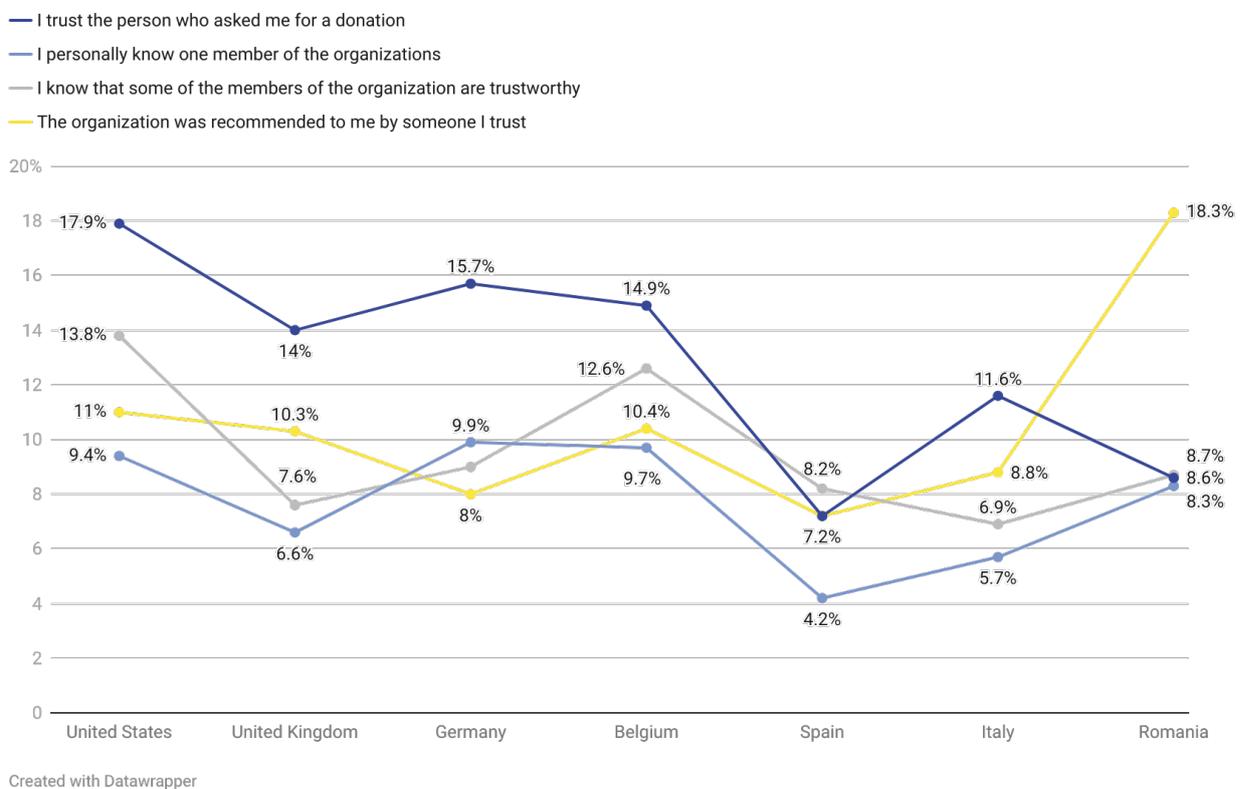
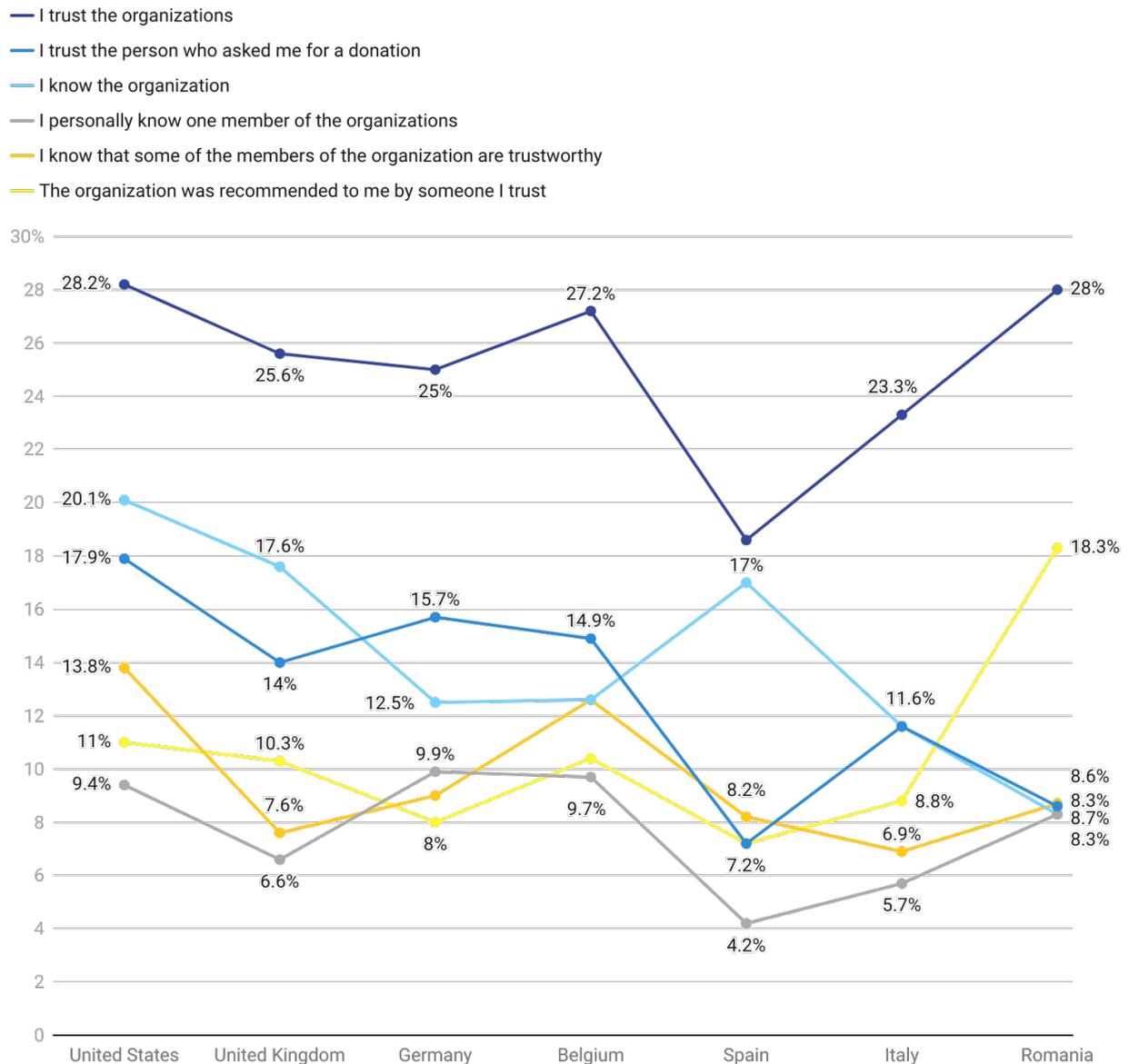


Figure 19. Institutional Trust as Motivation for Giving by Country of Residence

Conversely, institutional trust shows a more diverse picture with a significant degree of variation, among and within countries. Generally, trust in the organization is important, but while in some countries (Spain) knowing the organization is almost the same as trusting it, in other countries (Germany and the UK) the trust in the individual making the ask for the donation is also a significant trigger. Romanian donors exhibit the lowest level of trust in this respect, needing a recommendation from a close person whom they trust in order to donate.



Created with Datawrapper

Figure 20. Interpersonal Trust as Motivation for Giving by Country of Residence

Interestingly, having a connection with the country and wanting to contribute there is not an important aspect overall for diaspora donors (12% - with low variation between countries¹⁵). However, the qualitative data revealed that the US-based donors typically have a stronger emotional, sometimes nostalgic, connection to Romania compared to European donors and that their longer stay in the diaspora (10–30 years)¹⁶ influences their deeper emotional involvement, when it comes to motivations to donate it is not a particularly strong driver. However, it may well be that it is entangled in the psychological benefits that these donors derive from making a gift to the ‘home country’, the act of donation enabling them to keep this connection alive

¹⁵ Lowest in Italy (9%) and highest in Belgium (16%) and the US (15%).

¹⁶ Also maybe combined with their limited availability to visit due to high costs, large distances, and the increased time (let’s not forget the limited vacation time Americans generally tend to have) and effort required to make such visits on a relatively regular basis, especially compared to the European diaspora.

and contributing to the sense of being able to help or contribute to a change, rather than acting as a distinct motivation.

This is supported by the difference in the focus of giving. US donors focus more on global Romanian diaspora connections (are concerned with extending networks of Romanians to different parts of the world - see section on key areas of support), while European donors are more concerned with local diaspora communities in the specific countries where they reside. In other words, Romanian respondents in the US are concerned with extending networks of Romanians to different parts of the world, while respondents in Europe are more interested in working in their local or country-level communities.

5.2.2 Socio-economic characteristics of donors and the decision to donate

In this section, we explore potential correlations between four socio-economic/demographic indicators (education, income, age, and sex) and past donations, irrespective of the type of donation or beneficiary cause/organization.

Given the need to harmonize data from the diaspora and data collected in Romania, three categories of educational attainment have been included in the analysis:

- high school (or some type of post-high school education which is not a university degree),
- university (BA/BSc), and
- postgraduate education (MA/MSc or PhD).

The data clearly shows that the highest proportion of those who donated in all 6 analyzed diaspora countries (plus Romania) is within the category of respondents having completed postgraduate education. In fact, these proportions are above the 80% mark in every country except for Spain (where the proportion is above 75%).

Education and Donations

In general, the probability of having donated in the last 12 months increases with education, although in Italy, Spain, and the United Kingdom, those respondents having a university degree have donated less than those at a lower level of education. Nevertheless, one needs to take into consideration the fact that a higher level of education is often associated with higher income, and, as such, the effect of education may in fact be mediated by income.

This is a distinctly interesting case, especially in the case of the diaspora, where some respondents may have completed higher levels of education at home, but may have not found a job within their field of expertise/at their level of education in the country of destination. In other words, some respondents may have completed a university degree, but this does not guarantee that their income level is at par with their qualifications. A cursory exploratory analysis into the correlations between education and income for the respondents in the diaspora reveals that there is no significant correlation in any of the countries included in the analysis.

Age and donations

In terms of age, data shows a more diverse situation. If in the US, Belgium, and Italy the younger group of respondents (25-35) is characterized by the lowest incidence of past donations, in Spain and Germany they have donated more than the category 46-55, which, overall, is the category with the highest incidence of past donations. In Romania, the youngest and middle age groups have the highest incidence of past donation (82% and 85% respectively), while the older group shows the lowest incidence (almost 72%).

Gender and donations

Having donated in the last twelve months does not seem to be related to sex, since in almost all countries the differences between men and women are less than 1%, except for Romania and the US where these differences are 2% and 5% respectively, favoring the men.

Income and donations

Finally, the effect of income on having donated is potentially the most interesting, as expected. Again, due to the need to harmonize data, income 5 brackets¹⁷ have been created. The expectation was for donations and income to be directly related: the higher the income, the higher the probability of having donated. However, this relationship is not expected to be linear, since different income brackets allow for different amounts of disposable income. In fact, Romania is the only country where each superior income bracket increases the probability of having donated, from 71.4% of those in the lowest income bracket having donated in the last twelve months, to 86% from the highest income bracket having done so.

Correlating income with frequency of donation in the countries in the diaspora shows a weak positive result (i.e. having a higher income tends to be associated with giving more frequently), This correlation is statistically significant only in Spain, where we see a small but real link between income and donation frequency, while in Belgium there's no meaningful evidence of such a relationship (the correlation is negative and nonsignificant, indicating that higher income could be linked to donating less often, but any definitive conclusions about a potential relationship cannot be drawn).

The United Kingdom and Germany are interesting cases because the highest incidence of past donation is in the highest income bracket, but the second such incidence is found in the lowest income bracket. Spain is the one country where the highest income bracket groups together significantly more donors (82.9%), almost 15% more than in any other category. Belgium and Italy, on the other hand, show results according to which the highest income bracket includes fewer donors than the bracket below.

While these findings are interesting, it is important to note that data has limitations in terms of how comparable the results are. First, it is important to note that in the diaspora study, the samples have been rather small, and, as such, it is possible that the representativity of different income categories is not the best. Second, for the sake of comparison, the same income brackets have been applied for all countries, although they may, in reality, be quite different. Correlating income with the frequency of donations in the diaspora indicates that people with higher incomes tend to donate slightly more frequently, but this pattern isn't strong or consistent across the countries studied.

Specifically, in Spain, the data clearly shows that people with higher incomes tend to donate more frequently. This relationship is statistically significant, meaning it's likely to be reliable and not just due to chance. Conversely, in Belgium, the relationship runs in the opposite direction: higher income doesn't lead to more frequent donations and might even correlate with less frequent donations. However, this finding isn't statistically significant, meaning it could easily be due to random variation or chance rather than a real trend.

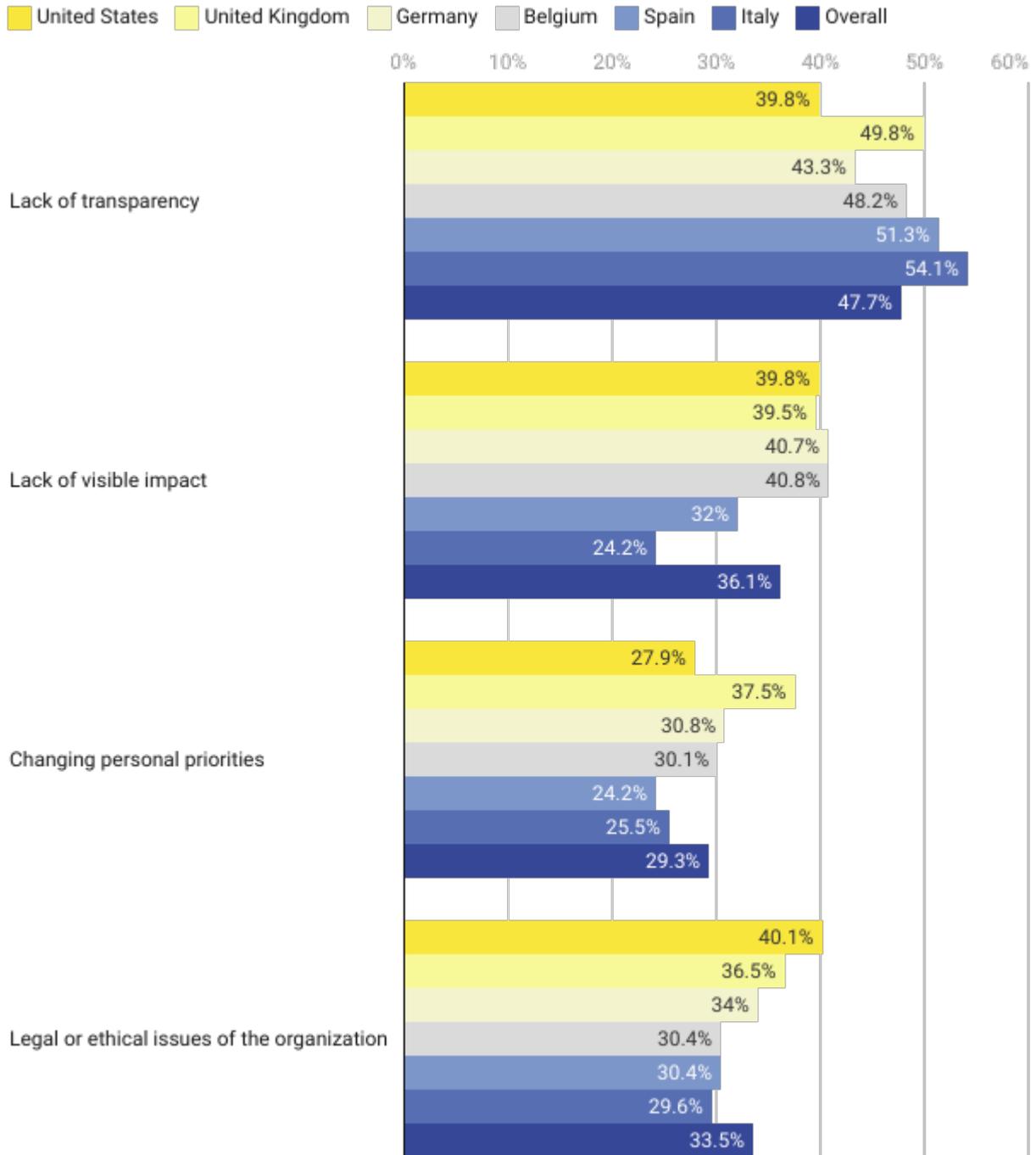
¹⁷ Categories: low income, low average, average, average high, and high. For the countries in the diaspora low income = less than 1000 euro/month, low average = 1001-2000, average 2001-3000, average high = 3001-4000, high = above 4000. For the Romanian respondents, based on available data, low income was considered under 300 euro/month, low average = 300-600, average = 600-900, average high = 900-1200, high = above 1200.

When focusing on non-donors (those who have not donated in the last twelve months), a general pattern seems to emerge: non-donors are generally young, with a university education and low income. One striking finding is that the non-donor profile in Romania is different; non-donors in Romania are mostly older, and have low education, while also having low income. Another striking difference is among Romanian non-donors in the US, where non-donors are either low-income or high-income (split equally).

5.2 Barriers to Donations

Lack of transparency on behalf of the NGO is the most often cited reason to disengage from donations (47.72%) by both male (50.76%) and female donors (44.46%), and across all age groups¹⁸. While there is relatively little variation across the countries of interest, some aspects are slightly more important than others depending on context. Accordingly, lack of transparency is a ‘dealbreaker’ especially for donors in Italy (54%) but it is also considered important by donors in Spain (51%), the UK (50%), and Belgium (48%). Diaspora donors from the US and Germany are more ‘relaxed’ when it comes to reporting requirements on behalf of the beneficiaries. Interestingly, these are the countries (Spain, Italy, and the UK) where institutional trust is more important than interpersonal trust when it comes to motivation to donate.

¹⁸ Coded by Wave in 3 categories: 25-35 years old; 36-45 years old; 46-55 years old.



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Figure 21. Barriers to Donations by Country of Residence

Conversely, legal issues of the beneficiary organization are more important for donors in the US, while the changing of personal priorities is more important for donors in the UK. Another important aspect is the relatively low emphasis placed by donors in Italy on the visible impact of the project/NGO. Less than a quarter (24%) see this as an important barrier from engaging in donation behavior, compared to around a third of donors in Spain (32%) and ~40% in other countries analyzed.

5.2.1 Blue- vs. White-Collar Workers

To analyze whether there are significant differences in the giving behavior based on whether one performs manual labor or has a managerial position, the database was split into two categories: blue-collar workers (including respondents with high school and low and average low income) and white-collar workers (including respondents with university and postgraduate education and average high and high personal income).

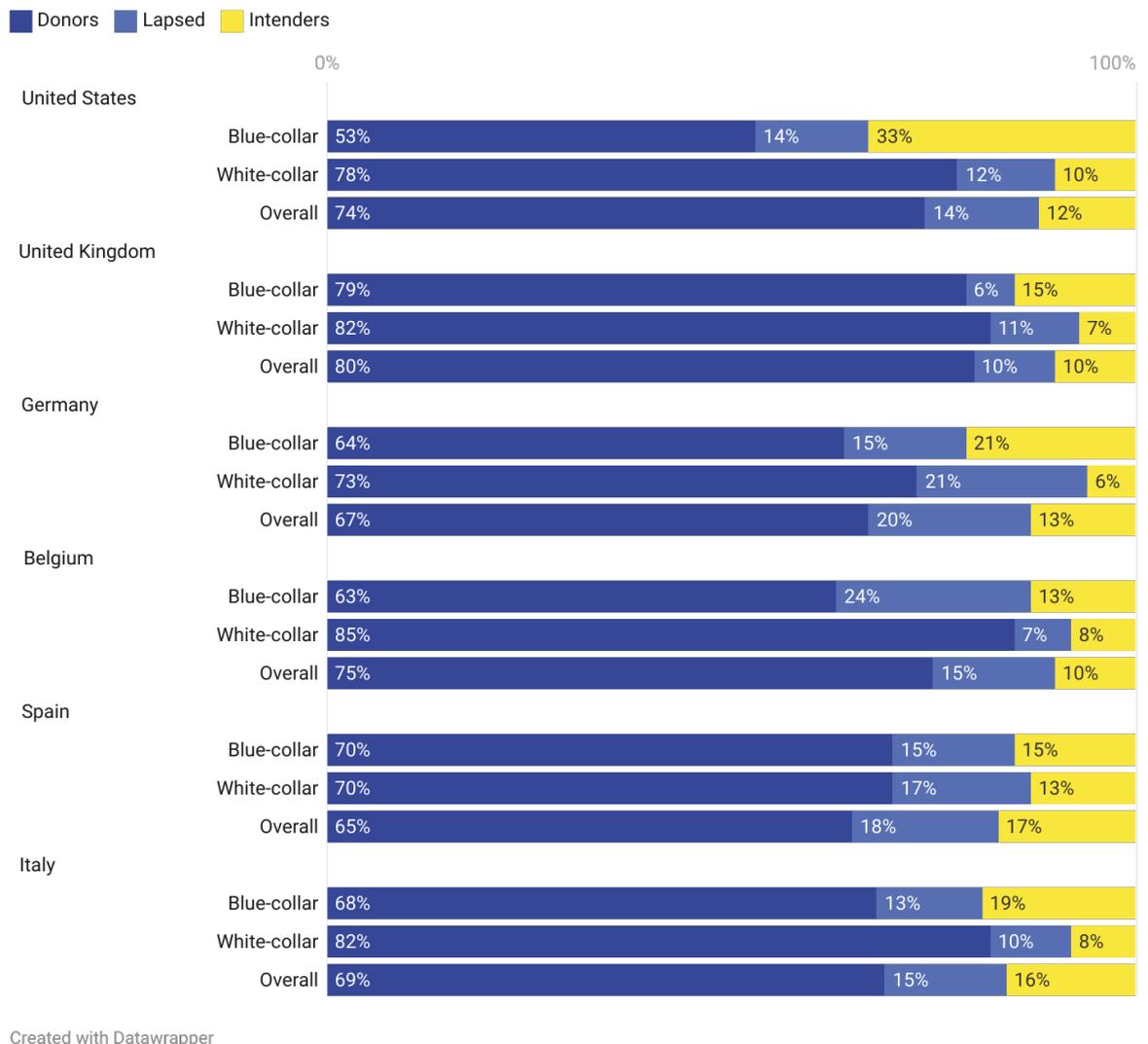


Figure 22. Blue-Collar vs. White-Collar Donors by Country

Figure 22 shows that there is a clear distinction between blue-collar and white-collar workers in almost every country (except for Spain, and, less so, the UK) from the perspective of donor type. In almost every country included in the analysis, the proportion of donors from the whole study population is higher among white-collar workers than within the category of blue-collar workers.

The largest increase in the proportion of donors concerning the distinction between blue-collar and white-collar workers is in the US (25% difference) and in Belgium (23% difference). Conversely, there is no difference in Spain and almost none in the UK (3%).

As a result of this distribution, there are more intenders in the blue-collar worker category in every country, and the difference between them and white-collar workers is quite marked in

the US (33% vs 10%) or Germany (21% vs 6%). Moreover, the proportion of donors among white-collar workers is higher than the same proportion¹⁹ from the whole sample in every country, except for Spain.

¹⁹ It is worth noting that it is mathematically/statistically possible that the proportion of donors within white-collar workers is higher than the corresponding proportion in the whole sample because (for this analysis) white-collar workers were defined as those with high education and high income, while blue-collar workers were those with low education and low income. As such, the difference may be due to leaving out categories of respondents with high income and low education or low income and high education.

6. Donor Profiles by Country

6.1 The General Demographic Profile of Diaspora Donors

Using the descriptive statistics for each country, we constructed the profiles for the three types of donors (donors, lapsed, and intenders) across the Romanian diaspora in the 6 countries analyzed. Accordingly, Donors are people who have donated in the past 12 months and intend to do so in the future. Intenders are people who have not donated in the last 12 months but intend to do so in the future, while Lapsed donors are those who have donated in the past but do not consider doing so in the future.

The data for Romania was slightly differently structured. Accordingly, the samples could be split into:

- Donors - meaning that they have donated in the past 12 months,
- Lapsed donors - donated ever, but did not donate in the past 12 months, and
- Non-Donors - never donated (although a portion of these did declare their intention to donate).

This meant that the like-for-like comparison was not possible across the three types of donors.

Overall, for the diaspora communities examined, we can say that donors tend to be males in their mid-thirties to mid-forties (36-45-year-olds), generally well-educated (University degree), with the notable exceptions of female dominance in Spain, lower incomes in Italy and Spain, and slightly lower education in Italy. These may be due to the nature of the emigration trends in these countries as highlighted by the OECD (2019) report, rather than any specific characteristic linked to the donation behavior in these countries

Country/SES	Age	Gender	Income	Education
United States	36-45	Male (58%)	High	University
United Kingdom	36-45	Male (53%)	High	University
Germany	25-35 & 36-45	Male (55%)	High	University
Belgium	36-45	Male (52%)	High	University
Spain	36-45	Female (51%)	Low	University
Italy	36-45	Male (51%)	Low	University & High school

Table 3. Donors - Donated in the last 12 months and will donate in the future

Lapsed donors, on the other hand, tend to be younger males in their mid-20s to mid-30s (25-35-year-olds), often with lower or variable income levels, except for the US and UK where they maintain higher incomes. Their educational background typically includes university education, except in Belgium, where high-school education is more common.

Country/SES	Age	Gender	Income	Education
United States	25-35 & 36-45	Male (61%)	High	University
United Kingdom	25-35	Male (57%)	High	University
Germany	36-45	Male (64%)	Average Low	University
Belgium	25-35	Male (54%)	Average low	High school
Spain	25-35	Male (53%)	Low & Average Low	University
Italy	25-35	Male (56%)	Low	University

Table 4. Lapsed Donors - Donated in the Last 12 Months, But Will NOT Donate in the Future

Conversely, intenders tend to be predominantly female, mostly aged between mid-30s to mid-40s (36-45 year-olds), usually with lower income levels (except for the US, where income seems to be high across all three subgroups of donors), and typically educated to university level (with the notable exception of Italy, where high school education is more common).

Country/SES	Age	Gender	Income	Education
United States	25-35	Female (58%)	High	University
United Kingdom	36-45	Female (55%)	Average Low	University
Germany	36-45	Female (54%)	Average Low	University
Belgium	25-35 & 36-45	Equal	Low	University
Spain	36-45	Female (55%)	Low	University
Italy	46-55 & 36-45	Female (52%)	Low	High school

Table 5. Intenders - Did NOT Donate in the Last 12 Months, but Will Donate in the Future

6.2 Donor profiles by Country - United States of America

The US, a country built on immigrants with a longstanding tradition of charity/donating behavior (differently rooted than Europe, with its more generous welfare states) presents a rather optimistic landscape. The Romanian diaspora in the US has more than 420 thousand members (U.S. Census Bureau & U.S. Department of Commerce., 2023). Making the country one of the top recipients of Romanians in the world. It has the largest share of donors from the 6 examined countries, with almost three-quarters of respondents in the US (74%) being donors. Conversely, 12% of respondents can be classified as intenders, while 14% of respondents mentioned having donated in the past, but not considering doing so in the future. Hence, 86% of respondents are actual or potential donors, which is a high number, although, it is important to remind the readers that in all countries, *samples included only donors* (either actual, potential, or lapsed).

The typical diaspora donors in this country are predominantly males (58%) aged between 36 and 45 years old. They usually have a high income and hold a university degree. Most donors in the US tend to have lived in the US for more than ten years, and most of them are married. More importantly, 91% of donors declare having more than 6000 EUR net monthly income, a result which suggests that a large proportion of those who are engaged in donating behavior are positioned very high from the point of view of financial well-being. Most donors give money to NGOs/foundations, churches/monasteries, and kindergartens/schools. In comparison, lapsed donors tend to be predominantly male (61%), younger (aged 25-45), with a high income, and university educated, while intenders are predominantly female (58%), younger (25-35), with a high income, and university degree.

Beneficiaries

More than 80% of respondents in the US have directed their support to causes in the US, although almost half of respondents (46%) also mentioned Romania as the country of donation destination. Less than 10% mentioned another country. While it is true that out of those who donated in the US most have been living there for many years – with the correlative consequence of weakening ties to the country of origin – the fact that a significant proportion of them also connect with their country of origin through donations is relevant. Perhaps, it is an effect of Romanian migration to the US and the peculiarities of sample formation, since most respondents migrated from Romania several decades ago, in comparison to respondents in European countries.

Areas Supported

Interestingly, the domain that attracts the highest amounts is art and culture (22% more than 1000 EUR donation), followed by international cooperation, religion, civic issues, health, and professional associations. However, given that the art and culture field in the US is predominantly financed privately (as opposed to European countries where there is significant public financing of this domain), it is unsurprising that donors direct many resources to arts and culture.

Donation Amounts and Frequency

About three-quarters of respondents in the US donate several times a year (more than once and less than 10 times), and a significant proportion of donations are more than 1000 EUR. In fact, the average donation in the US is about 1120 EUR, the highest of the six countries observed. Most of these donations go especially to nongovernmental organizations/foundations and families/individuals in difficulty, with hospitals and religious actors coming in second.

Cash payments are the most used form of payment in the USA (40%), closely followed by online payments with bank cards (39%) and internet banking (36%), though most respondents prefer online payments with bank cards (25%) compared to the other two methods (23% prefer online transfers and 22% prefer cash). Direct debit or scheduled payments and product purchases are also often used (24% and 22%), but few prefer it (at 12% and 5%). Calling a value-added phone number and ticket purchases/participation fees are people's least preferred method of donation. Despite both having been used by more than 10% of respondents, each method is only preferred by around 2%.

Donor Motivations

The most often mentioned reasons for donating are “the ability to help”, “compassion”, and the “ability to change something”. The least often mentioned reasons for donating include the “proximity of the organization” or “having some type of personal connection to, or information about the receiving organization”. When exploring the reasons for which intenders and lapsed donors would consider getting involved, there are two types of arguments. First, there is a certain need for mobilization, such as being asked to donate or being contacted by an organization. Second, there is the issue of sufficient financial stability (of the donor).

Donor Expectations

Many donors did not expect anything in return for their donation, or just a symbolic gesture, such as a thank you letter, but most of the time their expectations were exceeded. However, respondents expect to be updated regarding the activity of their organization of choice, almost a third prefer annual updates, and 40% prefer more frequent communications.

The US sample includes 80% of respondents who believe it is important to support a certain/same cause in the long run (thus addressing the issue raised by many civil society organizations regarding the difficulties of implementing projects when long-term funding is absent) and 6 in 10 respondents believe that, through their donation, they are making a difference. When asked what would make a donor withdraw support, lack of transparency, visible impact, or legal/ethical issues of the organization were often mentioned as important, somewhat closely followed by changing of personal priorities.

Insights From Qualitative Data

Qualitative research conducted in the US – a focus group in Chicago with members/supporters of the Romanian United Foundation (RUF) – confirms the results of the survey. Focus group

participants were all from the Chicago area, where a large community of Romanians is concentrated. Many of these participants have been living in the US for a long time, and, through RUF, they address issues of identity loss and manage a sort of reconnection with Romania. In opposition to Romanians living in European countries, participants in Chicago have a very vivid notion of Romania as “home”, but a type of “conceptual, remote home”, rather than an actual home to which one will eventually return. RUF has been very active in attracting donors to its projects, especially the Via Transilvanica project and other projects focusing on education and health; in this way, Romanians from the US feel that they give back to their country of origin, an act which is perceived as natural, or moral: most respondents are well-off, and they feel it is their duty to return something to their country of origin. A fair amount of motivation for engaging with donations in Romania is thus constructed along emotional triggers, blending a sense of their success in their new lives in the US with nostalgia about a remote home, which is still struggling with various social and economic issues. RUF has also been successful in creating a sense of community among its donors, which is appreciated by both Romanians living in the US, and their children who often have been born in the US, and thus, RUF becomes a vehicle for preserving and transmitting identity throughout time. When donating, focus group participants are concerned with an organization’s transparency but also like to support new and smaller causes as well.

6.3 Donor Profiles by Country - United Kingdom

With around 538 thousand members, the UK has a relatively large Romanian diaspora (Office for National Statistics, 2022). While it does not have as many members as in the case of Italy or Spain, impressively the number of Romanians in the UK exceeds those in the US. The UK boasts the highest percentage of donors (80%), with 10% of intenders and lapsed donors respectively.

Beneficiaries

The destination of the donation is tripartite in the United Kingdom with hospitals, families/individuals in difficulty, and foundations/NGOs being almost equally popular among donors. Churches/monasteries and kindergarten/schools are slightly less popular with 26% and 21% respectively. NGOs/foundations and hospitals are the two types of receiving entities where there is the highest incidence of donations of more than 1000 EUR (11% and 10% respectively), while international development (9%), charity, and volunteering (8%), and health (7%) are the domains where more high donations can be found.

Areas Supported

In the United Kingdom health and charities are donated to by the largest share of respondents (50% and 39%), while business and professional interests only receive donations from 7% of the population. Most of the donations in all domains are largely done so in the form of donations under 100 Euros and between 100 and 299 Euros. At its most extreme, the domain of

international cooperation receives 74% of its donations in the form of sums in the lowest category.

Donation Amounts and Frequency

In the United Kingdom, the donation amount varies extensively, with almost 65% of respondents donating less than 300 EUR (30% under 100 EUR, 34% between 100 and 299 EUR). Conversely, 31% of respondents declared donating more than 500 EUR, and 17% more than 1000 EUR. In terms of frequency, around 75% of respondents declared that they donated less than 10 times, with the largest category in this range being those who donated 2-4 times (45%). 16% donated more than 10 times, while only 8% donated monthly. The United Kingdom has a fairly low average yearly donation at 581 EUR, compared to the US, Germany, and the UK.

At the same time, donors in the United Kingdom, just like in other European countries, understand the need to support a particular cause or organization in the long run: 77% of respondents consider that it is important to support the same cause in the long run, while 54% consider that their donations make a difference.

Online payments by card, cash payments, and online transfers are the United Kingdom's most used method of donation (used by 39%, 38%, and 37% of respondents respectively). Similarly, these three are the most preferred method of donations as well. Although, online transfers are preferred by a slightly larger share of respondents (25%), compared to online card payments (24%) and cash transfers (22%). Despite direct debit/scheduled payments and charitable product/service purchases having been used by similar amounts of respondents (24% and 23%), the former is preferred by a larger share (14%), than the latter (5%). Value-added phone calls and ticket purchases/participation fees are the least preferred methods of donation (2% each).

Donor Motivations

Just like in all the other countries in the dataset, the most important reasons for donating relate to the ability to help or bring about change, or out of compassion, while the least popular include different types of personal connections or knowledge of a particular cause or organization.

When it comes to the possibility of making a future donation, intenders, or lapsed donors, 33% of respondents mentioned the need for an increase in their income as the most important change necessary. However, around 30% also mentioned that they would make a donation if they were asked to do so (30%) if the cause was something they truly believed in (30%), or if they were contacted by a trusted organization (28%). Also, slightly more than 15% consider that tax benefits may make them donate, while 8% said they would do so if they received a symbolic reward.

Donor Expectations

Many donors in the United Kingdom do not expect anything in return for their donation (36%), but for those who prefer to receive a thank you letter or an activity report, their expectations are always exceeded.

Almost 30% of respondents prefer to read an activity report related to the cause/organization they supported at the end of the project, but some would prefer to see such materials monthly, quarterly, or annually (approximately 20% for each category).

When it comes to the possibility of withdrawing support for various reasons, half of the respondents mentioned a lack of transparency associated with the cause/organization they support, while 40% mentioned a lack of visible impact. Some respondents also considered changes in personal priorities (38%), or ethical issues (37%) related to the organization.

Insights from Qualitative Data

The London focus group gathered people who have been living and working in the UK for quite some time, most of them being professionals originally having come to the country for education degrees. The most recent meeting of the London Donor Circle was in 2019.

While many members have extensive charity experience, especially within the UK, they feel that they want to give back to their country of origin, sometimes out of guilt. Especially because most members came to the UK for educational reasons, the circle favors causes and organizations that are active in the education field; they also support causes reflecting cultural or social values–derived causes.

There is a preference for supporting new and small causes, and one reason for doing so is the ability to see an impact. Some focus group participants observed that as their financial situation became more comfortable, they started to get involved primarily through donations, to the detriment of volunteering which was more common before they reached higher levels of financial stability.

Donations are made when they are asked by people they know and trust, thus mobilization also plays an important part. At the same time, respondents are also willing to donate when the people behind some initiatives are inspirational. Respondents perceive themselves as belonging to a community, but that community is something they created, rather than feeling that they joined a pre-constituted community. Focus group participants do not like charity events – very costly – but prefer the format of the donor circles.

6.4 Donor Profiles by Country - Germany

After Spain and Italy, Germany has the third-largest Romanian diaspora, numbering around 909 thousand (Statistisches Bundesamt, 2024). In Germany, 67% of respondents are donors, 13% are intenders and 20% are lapsed donors. As such, it has the highest share of lapsed donors

of all examined diaspora communities. Donors tend to be mostly younger to middle-aged (25-45) males (55%), with a high income and a university degree. Conversely, lapsed donors are mostly older (36-45) males (64%) with an average-low income, despite being university-educated, while intenders are the (mostly) female (54%) versions of lapsed donors in terms of age, education, and income.

Beneficiaries

Slightly more than three-quarters of respondents prefer to make donations in the country of residency (75%), while almost 4 out of 10 respondents (39%) also mentioned making donations to causes of organizations in Romania. Finally, 11% prefer making donations to support causes in other countries.

More than half of respondents (54%) mentioned NGOs/foundations as the main receivers of their donations, while 4 out of 10 support individuals/families in difficulty, and slightly more than 3 out of 10 support hospitals or schools, respectively. One-fifth of respondents also declared donating to churches/monasteries. Kindergartens, schools, and hospitals are the types of entities where there is the highest incidence of donations of 1000+ EUR, and about a quarter of them are of this value. When looking at the incidence of high donations per domain of activity, the top fields are culture and art, religion, and sports, followed by social services/disadvantaged groups, defending human rights, and promoting civic interests.

Areas Supported

Just like in Spain, health and charities/volunteering are the causes that receive the highest number of donations in Germany (31% and 26%), while business and professional interest groups are only donated to by 10% of the population. Those donations are largely made in the form of donations under 100 Euros (58% of all donations). Cultural and artistic organizations and religious groups receive a relatively high share of donations containing 1000 Euros or more (24% and 23% of each category's donations).

Donation Amounts and Frequency

More than half (53%) make 2-4 donations a year – the most popular category in terms of frequency of donations – while only 5% make monthly donations. The amount of donations shows a rather polarized landscape, with the most populous categories being located at the extreme of the amount continuum. Thus, almost half of respondents (48%) make donations of up to 299 EUR, while 29% mentioned making donations of 1000 EUR or more. In yearly donations, Germany is up there with the second highest value of average yearly donations at 1083 EUR.

Similar to other countries included in the analysis, 78% of respondents support long-run support for particular causes or organizations, while almost half of respondents (46%) consider that their contribution makes a difference.

Online transfers are by far the most widely used method of donation (41%), followed by cash payments (25%), online card payments (23%) and scheduled payments (19%). Similarly, online transfer is the most preferred method of donation (33%), which is preferred by twice the share of respondents than the second most preferred method, cash payments (15%). Donations deducted from one's salary by their company are the least preferred method (3%) of donation for Germans.

Donor Motivations

Just like in every other European country examined here, the top reasons for donating are related to the ability to help or contribute to change and compassion, while personal connections with or knowledge of a specific cause or organization are the lowest in the list of preferred reasons.

Intenders and lapsed donors could decide to donate should they be approached by an organization or asked to make a donation. Similarly to other European countries, tax benefits and changes in personal income are also important. One specificity of the German case is the fact that almost a quarter of intenders and lapsed donors (24%) mentioned that they would be willing to donate if they were asked to get involved in a cause they truly believe in.

Donor Expectations

In situations in which donors expected thank you letters, activity reports or other tokens of appreciation from the receiving organization, those expectations were generally exceeded. Since communication between donors and receivers is important, it is noteworthy that one-fifth of respondents in Germany expect some type of update at the end of the project, while 37% prefer annual information. Almost a quarter (24%) would like to receive quarterly updates.

Lack of transparency and lack of visible impact are mentioned by slightly more than 40% of respondents (for each category) when asked about potential reasons for withdrawing support. Legal and ethical issues with the organization and changes in personal priorities are offered as reasons for ending support by about 3 out of 10 respondents.

Insights from Qualitative Data

The Civic Diaspora in Berlin (DCB) brings together people who want to support various causes in Romania, and who identified a difference in the philanthropic culture between Germany and Romania.

In Germany, participants are used to supporting various organizations and even have recurring donations, while in supporting causes in Romania, their involvement is more punctual. Donations are driven by emotions, although some participants also mentioned a more pragmatic approach, grounded in concerns for feasibility and effectiveness. Small organizations are also favored sometimes. Several participants mentioned that bringing in new members or new potential donors is very difficult.

6.5 Donor Profiles by Country - Belgium

Relative to the other countries in the study, Belgium has the smallest diaspora population. However, with more than 100 thousand it is part of the largest recipients of Romanian immigrants within OECD countries (Statbel, 2020).

Similar to other countries, the sample in Belgium includes 75% donors, 10% intenders, and about 15% lapsed donors. However, the data shows significant differences between the different types of donors. Accordingly, donors are mostly middle-aged (36-45), married, with a university degree, and declaring a net monthly income ranging from between 4000 and 5000 EUR (high-income). Conversely, lapsed donors are high school educated, younger, and with a monthly net income ranging from 2000 to 3000 EUR, while intenders are equally likely to be young to middle-aged males and females, with low income, and university degrees.

Beneficiaries

Respondents residing in Belgium direct their support to causes in their country of residence (77%) and in Romania (34%), while almost 15% support causes in other countries. Almost 65% of respondents donate more than once and less than 10 times a year, with about 10% making monthly donations. Donation amounts are equally split between three categories: under 100 EUR, between 100 and 300 EUR, and more than 1000 EUR. Interestingly, donations between 300 and 1000 EUR are significantly less frequent. About 60% of donations go towards NGOs/foundations, individuals/families in difficulty and hospitals range around the 40% mark (45% for the former, and 39% for the latter), while churches and schools are in the region of 20-25%.

Areas Supported

When exploring domains according to the amount of donation, religion, health, charity, and volunteering and professional associations have the highest proportion of high donations (more than 1000 EUR). On the other hand, health, charity/volunteering, and social/disadvantaged groups, alongside education are more likely to be supported by respondents.

Donation Amounts and Frequency

However, in terms of the donation amount, the highest donations of more than 1000 EUR are more frequent in the case of hospitals and churches. Nonetheless, the average yearly donation is 1016 EUR, which is fairly high, in comparison to some of the other countries. In Belgium, 80% of respondents consider that it is important to support a certain cause in the long run, and about 6 in 10 respondents appreciate that their support makes a difference. Nevertheless, support could be withdrawn, should the receiving entity have issues of transparency (highest proportion of answers, 48%), or not have a visible impact (41%). About a third of respondents also mentioned potentially stopping support of the organization has legal or ethical issues, or if their priorities change.

Online transfers are the most often used (48% of respondents) and form of payment followed by cash (32%) and online card payments (24%). Most respondents in Belgium also prefer online payments (37%) and cash transfers (20%). Donations through the company for which they work and calling a value-added phone number are the least preferred methods of donation, with around 2% of respondents preferring each.

Donor Motivations

Most donors decide to support a cause because they can help, they can make a difference, and out of compassion. Conversely, personal relations/knowledge of the cause or organization is the least motivating. The decision to donate, in cases when that decision has not been made, just like in the US case, is motivated by both financial constraints and a recruitment effort by the organization. Moreover, almost a quarter of respondents mentioned that the decision to donate is influenced by the perspective of receiving fiscal benefits as well.

Donor Expectations

Most donors expected a token of appreciation for their engagement, such as letters/calls, reports, or invitations to events, and, in all cases, their expectations have been exceeded. However, in terms of preference for frequency of updates/communication, 34% of respondents prefer to receive updates only at the end of the project, a quarter prefer annual reports, and about 40% expect more frequent information.

Insights from Qualitative Data

Qualitative research reveals that in Brussels, the circle of donors is one of the most active initiatives that brings young Romanian professionals working and living there together. The circle of donors represents both a valuable initiative in terms of mobilizing support for various causes in Romania (especially those that aim to solve issues that are pressing and need urgent attention – “the cracks in the system”) and as a socialization arena for its members. Young successful Romanian professionals in Brussels value the activity of the circle and actively discuss improving donation effectiveness, while also understanding that organizing the circle’s activities is a time-consuming effort, relying on the voluntary involvement of some members.

One of the most important drivers of engagement is “civicness”. Some focus group participants had previous experience with volunteering and donation and had a rather complex understanding of what it means to support a particular cause. For example, they prefer supporting smaller organizations and understand that these entities also have costs regarding their functioning. Consequently, respondents understand that transparency and impact are important in an organization, although one also has to accept that organizations rely on some employees, and those employees also need to make a living, in order to be able to engage fully with the organization.

Discussing some projects to be funded in various meetings is important in deciding whether a particular cause or entity is trustworthy; focus group respondents prefer to support ideas whose originators they trust, although some of these ideas may not have been yet properly tested.

There is a certain sense of the need for innovation and taking some risks in supporting new and interesting initiatives.

6.6 Donor Profiles by Country - Spain

Alongside Italy, Spain has one of the two largest Romanian diaspora populations. The country has over 1.1 million Romanians residing in it (Ministerio de Inclusión, Seguridad Social y Migraciones, 2024). Spain has the lowest share of donors (65%), but the largest share of intenders (17%), being second in terms of lapsed donors (behind Germany). Donors tend to be slightly more likely to be female (51%), aged 36-45, with low income, but with a university degree. Conversely, lapsed donors are mostly younger (25-35) males (53%), with low to average-low income, although university educated. Intenders are, just like donors, mostly older (aged 36-45) females (55%), with low income, despite their university degree. This profile makes Spain the only outlier in the otherwise quite unitary and distinct profile that emerged across the 6 countries analyzed. However, this “disjunction” may be due to the distinctive patterns of migration and the types of jobs (e.g. caregivers to the elderly) rather than features of the diaspora donors in Spain.

Beneficiaries

In Spain, 80% of respondents mentioned that they support causes/entities in their country of residence, and 29% mentioned also supporting causes and organizations in Romania. Only 9% of respondents declared donating to causes or organizations in other countries (than these two). More than 60% of respondents mentioned they support NGOs/foundations, although more than 30% also mentioned individuals/families in difficulties and hospitals, respectively. Churches and schools have only been mentioned by 16% of respondents respectively. The incidence of large donations (1000 EUR or more) is highest in the case of hospitals (13%), schools (12%), and individuals or families in difficulty (11%).

Areas Supported

Charity/volunteering and health are the most often donated to domains (38% and 33%), followed by education and research and social/disadvantaged groups (23% each). However, when looking at the sum of each donation, business and professional interest representation receives an overwhelming share of donations, which are 1000 Euros and more (29%). For comparison, culture and arts receive the second largest share of high-amount donations, with 14% of donations to that domain being 1000 Euros or more.

Donation Amounts and Frequency

A little more than half of respondents mentioned donating once or up to four times a year, while 10% donate monthly. In comparison to other European countries in this dataset, most donations are rather small: 30% of respondents mentioned donating less than 100 EUR, while 35% are in the interval 101-300 EUR. However, 16% of respondents mentioned donating more than 1000 EUR. Just above Italy, Spain has the second lowest average of yearly donations at 472 EUR.

Donors in Spain understand the importance of supporting a cause or an organization in the long run: 90% of respondents mentioned that this is very important for them (long-term support). Conversely, 5 out of 10 respondents believe they are making a real difference through their donations.

Online transfers and cash payments are the most commonly used method of donation by the respondents (33% and 31%). Interestingly direct debit or scheduled payments are the third most commonly used (23%), ahead of online payments by card (18%). This tendency is similarly reflected in respondents' preferred methods of donation, where online transfer (27%) and cash payments (22%) are the most often preferred, followed by direct debit/scheduled payments (18%) and online payments via bank cards (11%). Other payment methods are preferred by less than 5% of the respondents.

Donor Motivations

Just like in the other European countries examined as well as the US, the top three reasons for donating include the ability to help and make a difference and compassion, while the least mentioned reasons reflect personal connections, knowledge, or information about a particular cause of organization. Similar to other European countries, the decision to donate eventually among intenders or lapsed donors centers upon being asked to/mobilized in the first place, and also on increasing income and receiving fiscal benefits for donating.

Donor Expectations

Many donors in Spain do not expect anything back for their donation (28%), but those who prefer receiving a thank you letter, or report mentioned that they did receive them – the organization exceeded their expectations. In terms of preferred frequency of communication, 50% of respondents would like to receive either annual updates or a report at the end of the project, while 40% prefer more frequent updates.

Support for a cause or a receiving entity can be withdrawn for various causes. Consequently, 51% of respondents declared that they would end support in situations connected to the receiving entity's lack of transparency. In comparison, 32% mentioned a lack of visible results, and 30% legal or ethical issues related to the organization. Moreover, 24% mentioned the possibility of withdrawing support if/when personal priorities change.

Insights from Qualitative Data

The focus group in Spain was organized in Catalunya, and, from the get-go, participants mentioned that they are more privileged than many Romanians living and working in Spain, and, consequently, they feel that it is their responsibility to donate to causes in Romania. Many supported causes focus, especially on situations of people or families in difficulties, and the most important drive behind the decision to donate is rather emotional.

The giving circle members are diverse, some of them having had significant experience with volunteering and civil society, while others have not. Some focus group participants mentioned that, in the past, they had bad experiences with engagement with the donating field, and, as

such have a certain level of mistrust, although they feel that projects discussed through the circle alleviate this suspicion.

There is a preference for supporting new causes or smaller organizations, also because larger organizations are associated with high overhead costs. Participants consider that there is not one community of Romanians in Spain, but rather coalesced smaller groups, and, while they do not consider themselves as a circle of donors per se, they perceive themselves as a group of people that want to do something for Romania, in different ways, because different members can do different things: from donating money or time, to, for example, running for a cause.

Some focus group participants had extensive experience with volunteering in Romania, so the giving circle is important for them as a community that is both an arena for networking and socialization, and an opportunity to connect with causes that need support – especially since they had lost some of that experience in the context of migration.

6.7 Donor Profiles by Country - Italy

Italy has one of the largest Romanian diaspora in the world, with more than a million members (IStat, 2025). Alongside Spain, it is part of the top two states, with the highest Romanian population outside of the country. In Italy, the sample included 70% donors, and almost equal shares of intenders and lapsed donors, with the last category concentrating more respondents with lower net monthly income, ranging from 1000 to 2000 EUR. Donors tend to be mostly male (51%), aged 36-45, with low income, and equally likely to have university and high school education. Lapsed donors also tend to be mostly male (56%), younger (25-35), low income, and university educated, while Intenders are predominantly older (36-55) females (52%), with low income and lower education (high school).

Beneficiaries

In Italy, just like in other European countries, more than three-quarters of respondents (77%) donated to causes/organizations in Italy, while a third mentioned Romania as the country of residence of the receiving organizations. In addition, 13% of respondents mentioned supporting causes in other countries. More than half of respondents donated to NGOs/foundations (51%), with hospitals ranging second (38%), families and individuals in difficulty scoring (35%), while churches and schools were mentioned by about 10-15% each, respectively. Nevertheless, the highest proportion of high donations (more than 1000 EUR) is found in the case of kindergartens or schools (16%), followed by hospitals and churches with 10% each.

Areas Supported

Similarly to Belgium, in Italy, health-related fields and charities are the most often donated to domains (35% and 31%). In terms of amounts, most domains receive the majority of their donations in the form of donations that are under 100 Euros, except for the domain of business and professional interest representation. Donations between 100 and 299 Euros make up the second most significant funding for all domains. The only domains of activity that had more

than a 10% share of donations at the highest end were education and research, and sports and recreation. While culture and arts were the only fields where there was no donation of more than 1000 EUR.

Donation Amounts and Frequency

More than a third of donors only gave less than 100 EUR (34%) and 36% gave in between 100 and 300 EUR. A third gave anything more than 300 EUR and 14% of the sample mentioned giving more than 1000 EUR. Italy has the lowest average yearly donation of the six countries at 399 EUR.

Almost a fifth of respondents (19%) mentioned making a donation only once, while almost half of them (48%) mentioned making 2-4 donations. Less than 30% of respondents made more than 5 donations, and those who make monthly donations represent only about 5% of the sample. Just like in other countries, about 80% of respondents residing in Italy mentioned that it is important to support the same cause over longer periods of time, while 5 out of 10 consider that their donation makes a difference.

Online transfers are the most used (33%) and most preferred (28%) method by the respondents. Cash payments and online card payments are used (25% and 22%). and preferred (18% and 17%) by a similar share of the respondents. Calling value-added phone numbers is the least preferred method (3%), but it is also only used by 6% of respondents.

Donor Motivations

Most often quoted reasons for donating include the possibility of making a change, of helping, but also compassion. The least quoted reasons revolve around personal knowledge or information about a certain cause or organization. Among intenders and lapsed donors, the decision to donate could be influenced by organizations making an effort to mobilize these respondents, and also by their financial situation becoming more stable or by receiving some type of fiscal benefit for donating.

Donor Expectations

About 25% of respondents did not expect anything back for their pledge, and roughly a quarter expected a thank you letter or a report, and, in some cases, their expectations were met or exceeded. Since communication is an important component in the relationship between donor and receiver, 40% of respondents mentioned preferring an annual update from the organization they donated to, while 36% would prefer more frequent such information. Finally, 20% of respondents would only like to receive information at the end of the project.

Support can be withdrawn, and more than half of the respondents (54%) mentioned such a potential course of action in the case of lack of transparency of the chosen organization, with 30% mentioning legal or ethical issues. Lack of visible impact and changing of personal priorities were offered as reasons for terminating support by about one-quarter of respondents in each case.

Insights from Qualitative Data

The focus group (FG) in Italy was organized in Milan, and it included members of GRASP (Global Romanian Society of Young Professionals), which included people with higher socio-economic status than the average Romanian migrant in Italy. GRASP members prefer to donate to projects focusing on the youth and children and also initiatives targeting so-called niche subjects, such as access to therapy or helping women in difficulty. The primary function of the organization was to create a community of professionals – higher income – Romanians living in Italy, although most FG participants mentioned that they may not have donated to these causes they currently do, had they not been to GRASP and its activities. Participants trust the organization and prefer to make smaller donations to different organizations, recognizing that a certain amount is critical for a smaller organization, allowing it to implement interesting and useful projects. Although the group only met a few times, participants believe that meeting regularly and discussing projects is important, especially since they tend to donate to projects that they have some information about. Moreover, participants would prefer to receive updates regarding both the progress of the funded projects and the needs of a particular organization that is being supported.

Country/Type	Donors (%)	Lapsed Donors (%)	Intenders (%)
United States	74%	14%	12%
United Kingdom	80%	10%	10%
Germany	67%	20%	13%
Belgium	75%	15%	10%
Spain	65%	18%	17%
Italy	70%	15%	15%

Table 6. Diaspora Donor Type Overview

6.8 Donor Profiles by Country - Romania

Many donors in Romania choose NGOs/foundations, families in difficulty (slightly more than 30% each), and churches (28%) as their favorite receiving entity. When separating results by field, it is striking that more than half of Romanian respondents (53.1%) mentioned giving to hospitals, while the second most popular field is social issues/disadvantaged groups (28.5%).

To facilitate the comparison with the diaspora community analyzed, we converted and truncated the dataset to fit the age brackets that can be found in the diaspora dataset. Romanian donors in general, tend to be 25-35 and 36-45 years old (but with Millennials and Gen X-ers

having an edge²⁰), with higher education, but not necessarily more disposable income (average-low/average). On the other hand, lapsed donors tend to be young (25-35 years old) university-educated individuals with average and average-low incomes, while non-donors (some of which declared the intention to donate in the future) tend to be older women (46-55 years old) with lower education and low, average-low and even average incomes.

When exploring the reasons for which respondents donate, Romania once again seems to have a unique blend of such motivations. The most popular reason for donating in Romania is the fact that the respondents have seen the results of the particular organization (33.1%), while the second most popular focused on trusting the organization (28%), and the third is the ability to help (24%). The least popular reasons are the urgency of a particular cause and the fact that a particular cause has very few supporters.

It is worth noting that the results presented here regarding Romanian donors are slightly different from those presented in the ARC report (Fejes, 2023) and that the differences arise from the efforts to make the comparisons possible by recoding, and in some cases, truncating the data. This does not change or update the results published by ARC and serves exclusively the purposes of comparison and framing. For a comprehensive review of individual donor behavior in Romania, see Fejes (2023).

Type / SES	Age	Gender	Income	Education
Donors	25-35 36-45	& Equal	Average low/Average	University
Lapsed donors	25-35	Equal	Average/Average low	University
Non-donors	46-55	Female (53%)	Average /Average/Low	low High school

Table 7. Romanian Sample Overview by Donor Type

²⁰ See Fejes (2023) for a more robust overview of the Romanian donor profile.

7. Comparative Analysis

Living abroad and the entire migration experience aims, eventually to lead to some type of integration. Therefore, it is natural that the vast majority of donations Romanians in the diaspora make are towards their country of residence. The percentage of those who donated to causes in their country of residence ranges from 76% in Germany to 82% in the United States. It is fair to assume that this preference for donating to causes in their country of residence is, to a certain extent, a consequence of being mobilized/recruited by various entities competing for donations in that particular country. However, a significant proportion of respondents also support causes and organizations in Romania, ranging from 29% in Spain to 46% in the United States. Although to a lesser extent, Romanians abroad choose to also support causes in other countries than their country of residence or birth, ranging from 7% in the United States to 13% in Italy or 14% in Belgium.

The standard of living and social structure of migrant groups is clearly visible when calculating average yearly donations. The United States, where the average yearly donation is about 1120 EUR followed by Germany with 1083 EUR, and Belgium with 1016 EUR. At a much lower level, there is the United Kingdom with 581 EUR. At the bottom of the ranking, there is Spain with 472 EUR and Italy with 399 EUR. Although the data suggests that donation amount is correlated with income level – northern European countries and the United States topping the less wealthy Southern European countries – it is also possible that many Romanian migrants in Spain and Italy have lower socio-economic status than their counterparts in Belgium or Germany, for example.

Romanian donors in the diaspora favor diverse types of entities according to their country of residence. Overall, NGOs and foundations are the favorite receiving entity in every single country, with more than half of respondents choosing them (55% average value in all countries taken together), but numbers vary from 50% in the United Kingdom to 63% in Spain. The second favorite receiving entities are individuals or families in difficulty with an average cross-country value of 43%. However, numbers can be as high as 54% in the United States and as low as 32% in Spain. Hospitals and medical centers rank third in the preference of receiving entities (39% across all countries), but the highest value is in the United Kingdom (52%), while the lowest is in Spain (29%). Almost a quarter of respondents throughout the countries included in the analysis (23%) also give money to churches or monasteries. In this case, the United States leads with 39%, and Italy (13%) and Spain (16%) rank the lowest. Finally, donors also like to support kindergartens and schools, with a plurality of them (32%) veering towards this type of receiving entity in Germany, and only about 15-16% in Italy or Spain.

The donation domain is another variable that shows marked diversity across countries. For example, in the United States, the favorite domains are charity and volunteering, social services and disadvantaged groups, health, education and research, and religion, all with values close to 30% (charity and volunteering is 35%). In Belgium, the two domains at the top of respondents' preferences are health (42%) and charity and volunteering (35%). In Italy, one can find the same two leading domains as in Belgium, but support is somewhat lower (health 35%, charity

and volunteering 31%). The same goes for Germany but with corresponding values of 31% for health and 26% for charity and volunteering. The United Kingdom shows similar top 2 choices (health 50%, charity and volunteering 39%). Spain displays the same top 2 hierarchy, but with reverse priorities; here, the top option is charity and volunteering (38%) followed by health (33%).

Receiving entities communicate with donors, both as an exercise in transparency and a way of showing impact, thus potentially securing future donations. Although most respondents in all countries prefer annual reports (31%) or end-of-project reports (23%), there is significant variance across countries. For example, in the United Kingdom, 22% of respondents expect monthly reports, while in Belgium only 10% do so. 40% of respondents in Italy expect annual reports, while the corresponding number in the United Kingdom is only 20%. A plurality of residents of Belgium expect end-of-project reports (34%) – the highest number in any country in this category. Finally, quarterly reports are expected by more or less a fifth to a quarter of respondents in every country.

In certain situations, donors may decide to withdraw support from a cause or an organization. In every country in the analysis, these reasons are somewhat similar, and the top such justification would be an organization's lack of transparency (48% on average per all countries). Data ranges from 40% in the United States to 54% in Italy. The second most important reason for potentially withdrawing support is a lack of visible impact, with an all-country average of 36%, spread out between Italy with 24% and Belgium or Germany with 41%. Ethical issues with the cause of the organization take third place in this ranking (34% on average when all countries are included in the analysis). Finally, changing personal priorities also plays a part in the decision to end support for a cause or an organization (29% in the whole data set), with the United Kingdom (38%) and Germany (31%) leading the way.

7.1. Donor Types and Demographics

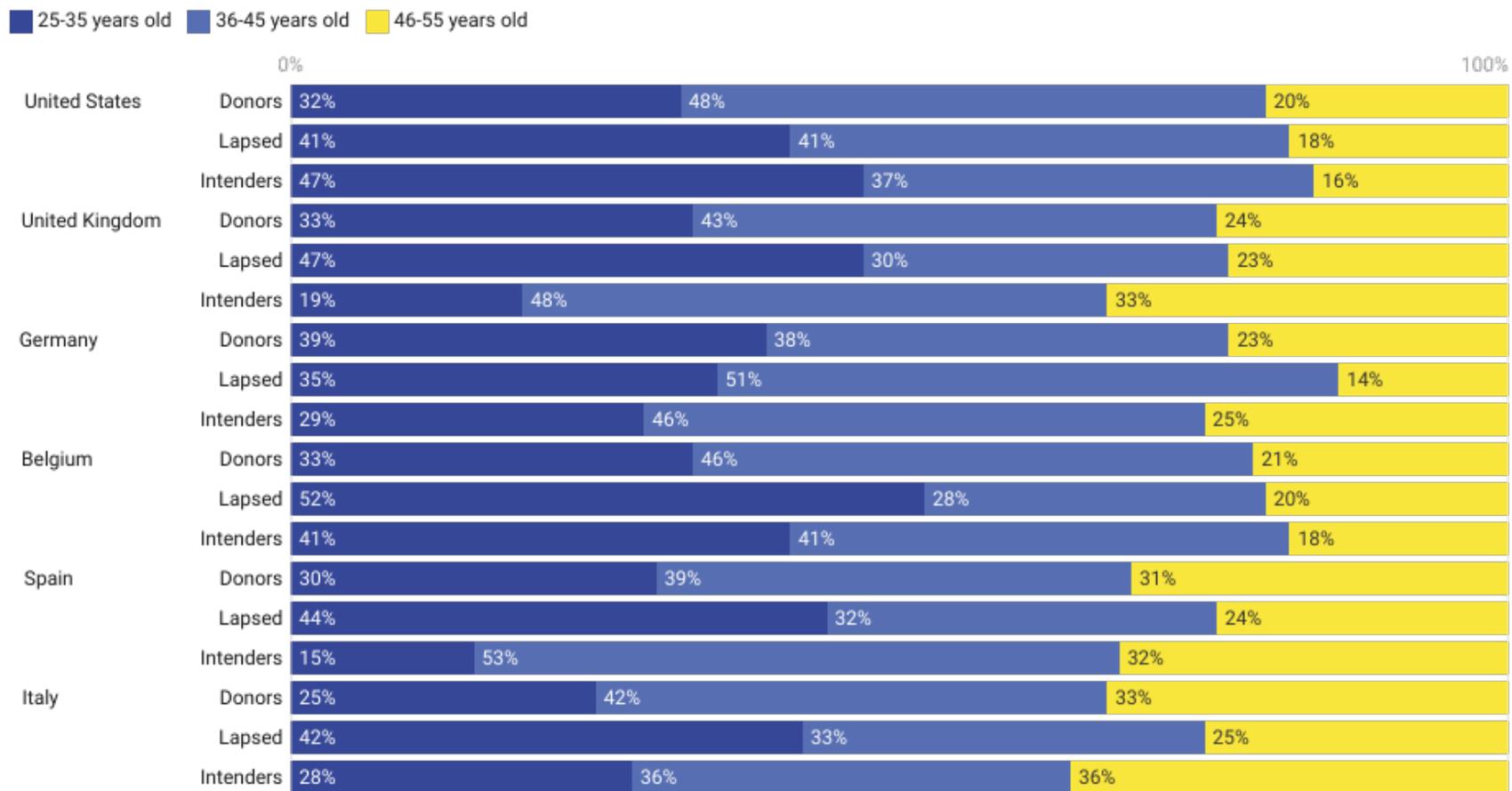
This section explores how socioeconomic indicators influence the decision to donate, based on the multi-country dataset which makes a distinction between donors, lapsed donors, and intenders.

Figure 23 shows the age composition of each category of donors in the six countries. As one can see, in many countries, the age category 25-35 is characterized by more intenders and lapsed donors than actual donors. This is especially true in the case of the United States, Belgium, and Italy. In Germany, donors are the largest category, in comparison to lapsed donors and intenders. However, within this young age group, the largest category is that of donors (39%).

In general, donors tend to come from the 36-45-year-olds, except for Germany. Interestingly, in many countries, among lapsed donors, the majority of respondents belong to the 25-35 age interval, potentially suggesting that the younger generation had unsatisfying experiences with donations, and decided not to continue with this behavior, or that they are at the stage of their life where other aspects are more important to them. However, it is also possible that the expectations of the younger generations regarding donations are substantively different than those of the older generations. The oldest cohort in the analysis (46-55) represents around one-fifth of donors in almost every country, except for Spain and Italy, where they are close to a third. This finding begs the question regarding the availability of disposable income in these countries, especially considering the unemployment issues among the youth, especially in Spain²¹.

Young people also represent a significant portion of intenders in some countries – the US, and Belgium – while these numbers decrease dramatically in the UK, where only 19% of intenders are young, or 15% in Spain. The results in Figure 23 are somewhat surprising, since the expectation was for the majority of donors to be older, since older age is also commonly associated with increased income.

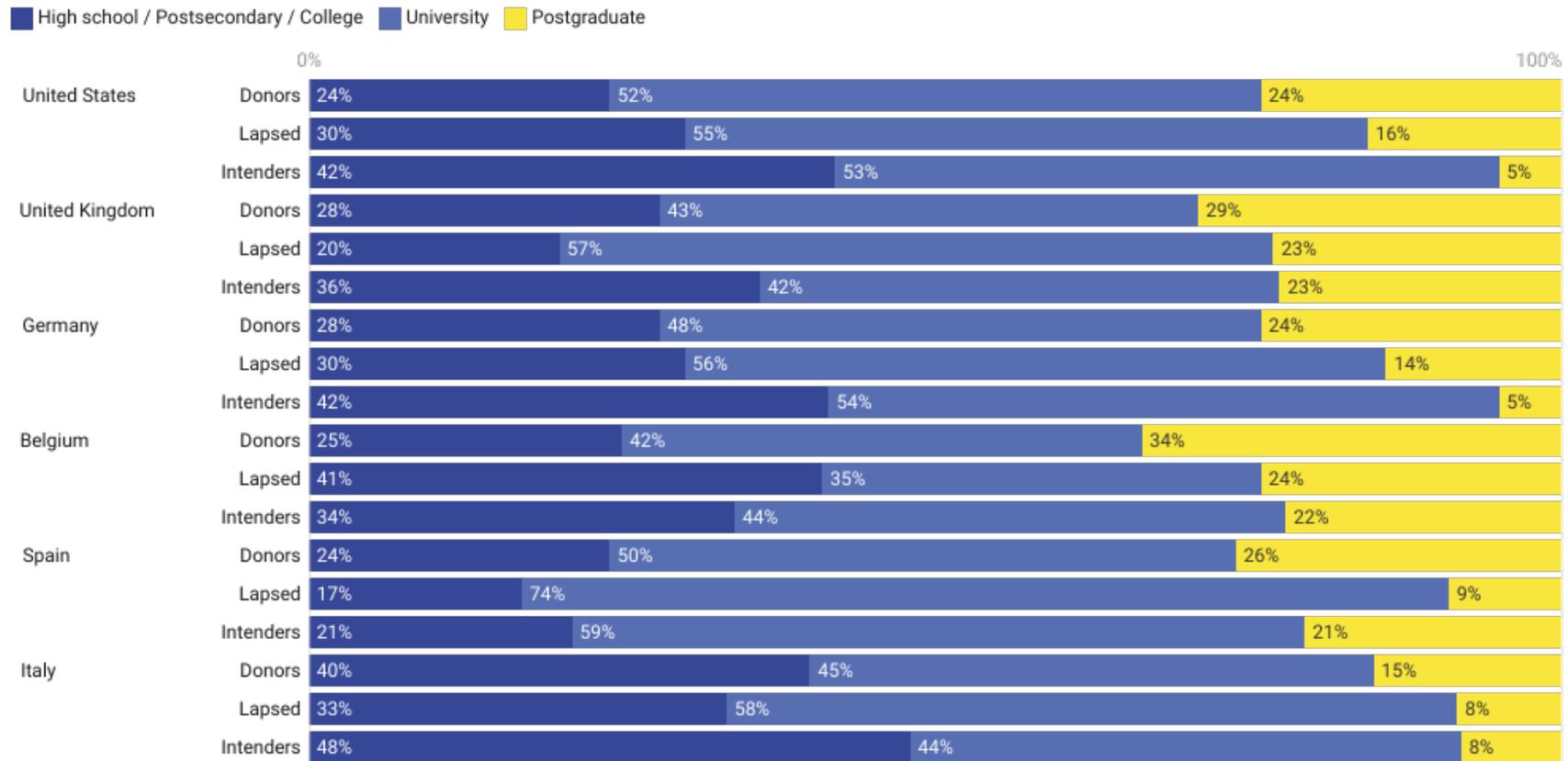
²¹ In February 2025, the seasonally adjusted unemployment rate in the European Union was 5.7%. Spain had the highest percentage out of the member states overall with 10.4%, as well as for the under-25 age category (25.5%) (Eurostat, 2025)



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Figure 23. Donor Types by Age and Country of Residence

The effect of education on donor typology can be seen in Figure 24.

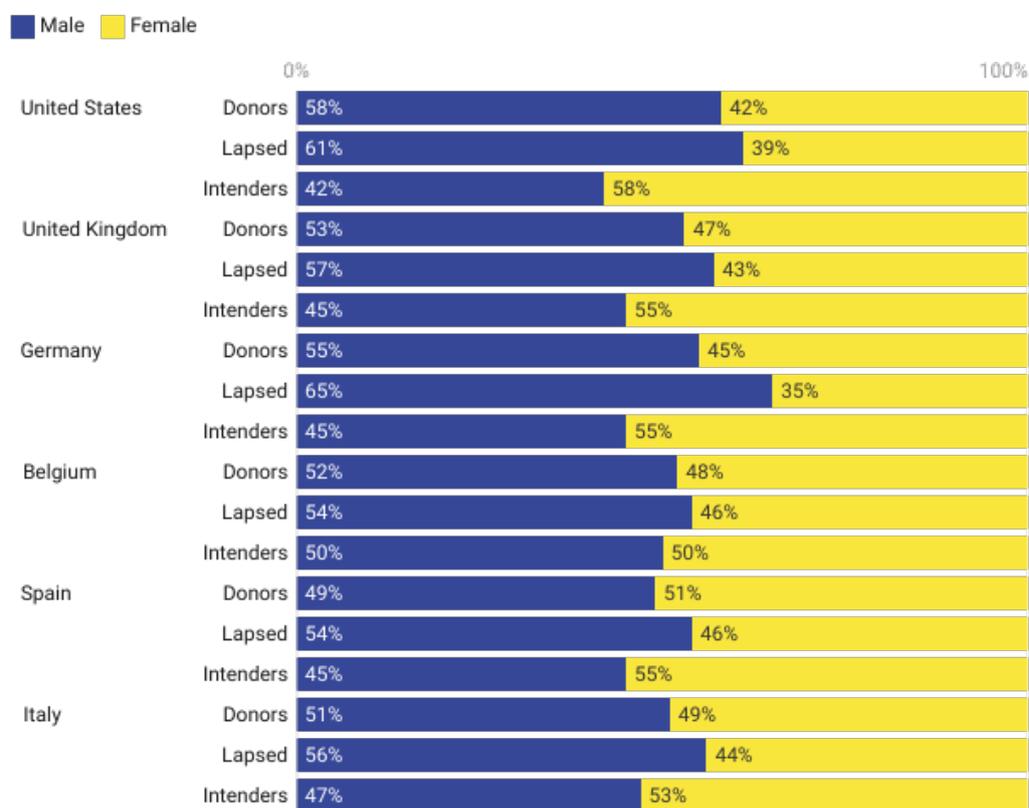


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Figure 24. Donor Types by Education and Country of Residence

The country sampled did not include people with less than a high school education, so the three available categories are: high school/postsecondary/college, university degree, and postgraduate education. The expectation in this case is for more educated respondents to be more active donors. However, if such a relationship were found, one needs to also take into account that education is commonly associated with income, although a separate argument can be made as to why education and donating are related as well. As expected, the percentage of those donating and having less than a university education is rather small, around one quarter in almost every country, except for Italy where it is 40%. The vast majority of donors have at least a university education, in every single country. The percentage of lapsed donors is around 30% in almost every country, except for the UK (20%), Spain (17%) or Belgium (41%). In several countries, close to 40% of intenders have a low education level (less than a university).

The relationship between gender and donor type can be seen in Figure 25.



Created with Datawrapper

Figure 25. Gender Differences within Types of Donors by Country

There are very few differences between men and women in terms of donating behavior, although a few interesting observations are in order. The US is by far the only country where there are significant differences between men and women in the categories of both donors and lapsed donors (around 60% male, and 40% female), as Figure 25 shows. Interestingly, in the US, women are the majority of intenders (close to 60%). This may be an effect of more traditional gender roles existing in the US in comparison to Western Europe, which also affects gender-influenced wage differences.

Among donors, lapsed donors, and intenders there are almost no gender differences, although there is a small majority of men almost everywhere. Women are more numerous donors in Spain (51% vs. 49%), and there are more women intenders than men in almost all countries (except for Belgium, where the percentages are equal).

Conversely, among the group of lapsed donors, men are always more numerous than women, and the differences can be significant²². Finally, Figure 26 shows income differences among donors, lapsed donors, and intenders.

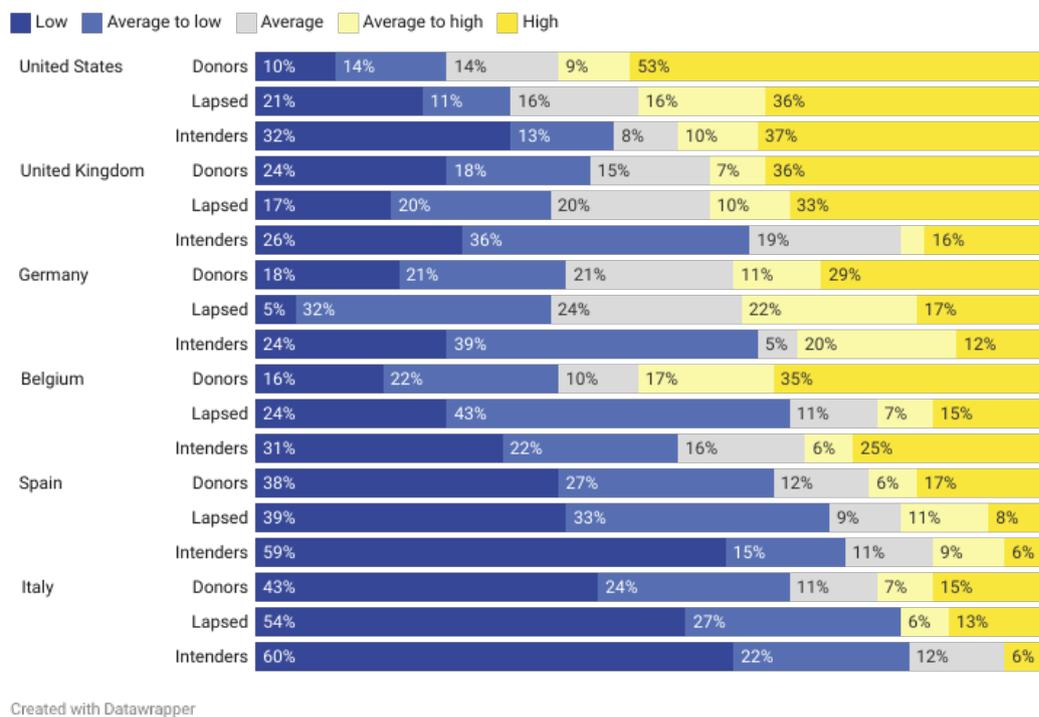


Figure 26. Income Differences by Types of Donors by Country

²² For example, in Germany, where there is a 65% to 35% ratio of men intenders to women intenders.

Although there are broad differences in terms of income in the six countries included in the analysis, several categories of income were constructed in order to allow for comparisons to be made; these categories are low, average low, average, average high, and high. Given the existing diversity between incomes in different countries, it is possible that what is considered high income in Italy falls into the average or average high category in the US.

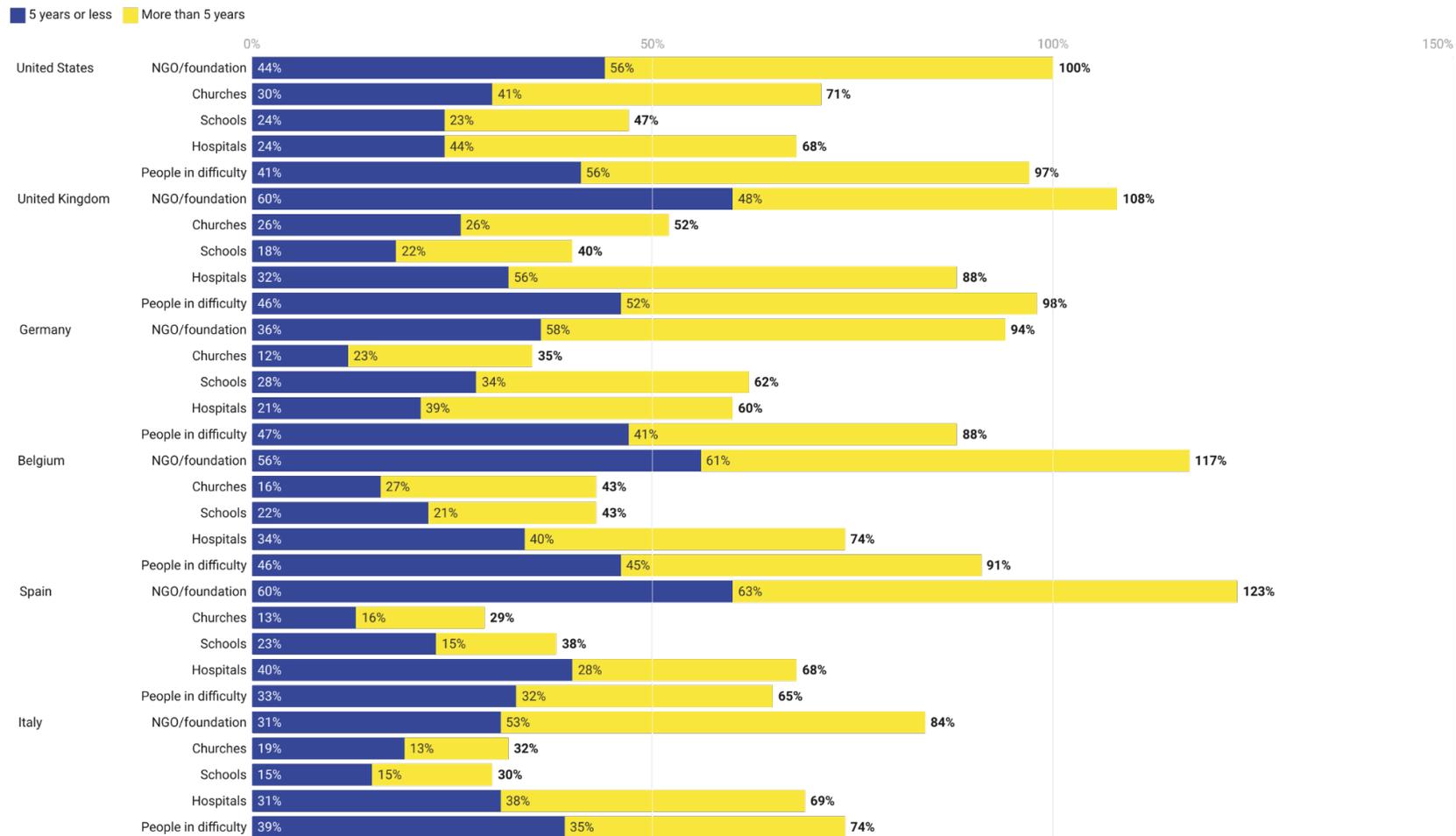
The expectation in this case was that higher income correlates positively with donating behavior, but analysis results only partially confirm this hypothesis. The US seems to be the one case study that fully meets this expectation, with more than half of donors (53%) belonging to the highest income bracket. At the other end of this dimension, there is Spain and Italy where around 15% of donors belong to the highest income bracket.

7.2. The Influence of the Length of Stay on Donating Behavior

As a process, migration implies a variety of changes to everyday life that may, in the end, affect the relationship one has with the country of destination (where they need to build a new life) and the country of origin (with which migrants usually maintain some ties). In this section, we explore differences in various aspects of donating behavior between people who have spent five years or less in their country of destination and respondents who have been living abroad for more than five years.

Figure 27 compares preferences for various receiving entities among respondents living abroad for less or more than five years, in every country included in the analysis.

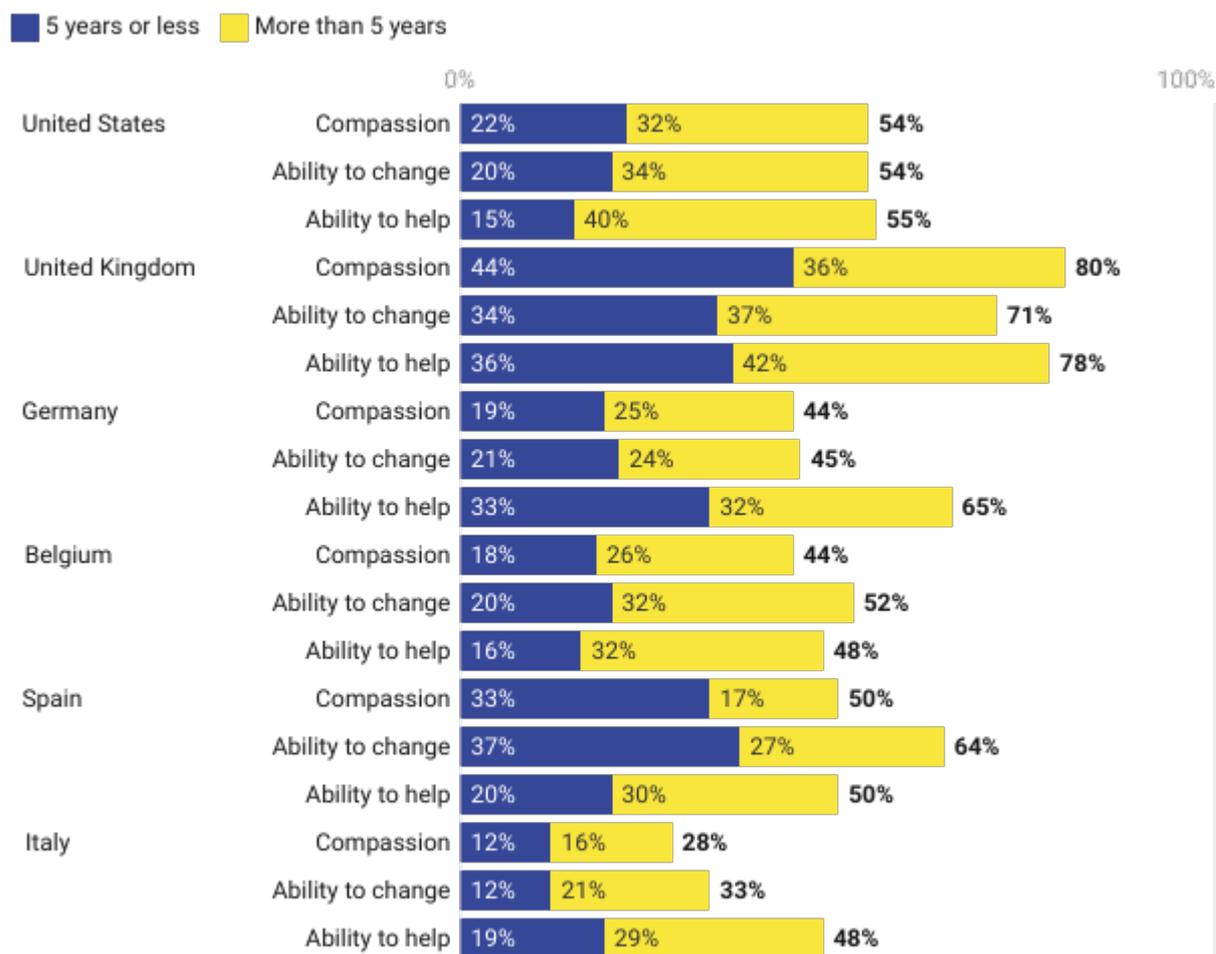
In every country, except for the UK, the percentage of those who support NGOs/foundations increases with the duration of stay abroad, and, in some cases, the difference can be sizable (like in Italy where the percentage increases from 31% to 53%). In the UK, however, there is a drastic decrease in support of NGOs from 60% to 48%, as the duration of stay increases. Church popularity also increases with time in all countries except for the UK where it is constant and Italy where there is a slight decrease. Although we do not have data to confirm this, we believe that increases in support for churches are related to identity, since many Romanians living abroad go to Romanian churches, which are arenas for socialization and communities for those living abroad. Support for schools remains fairly constant throughout time, although in Spain there is a slight decrease and in the UK a slight increase. Hospitals as receiving entities are one category that benefits from increased support as time abroad increases. Helping families or individuals in difficulties paints a mixed picture: respondents living in the US or the UK support this category more as time goes by, while in every other country, support is rather constant or slightly decreasing.



Created with Datawrapper

Figure 27. Areas of Support by Country of Residence and by Length of Stay

Compassion, the ability to change something, and the ability to help were the main reasons for donating in every country. Figure 28 shows how these reasons change when taking into consideration how long respondents have lived in the country.



Created with Datawrapper

Figure 28. Motivations for Donating by Country

The US, Belgium, and Italy are three of the countries where support for these three reasons has increased with the increase in the length of time spent in the country. In some cases, these increases were significant, like it is the case in the US where the ability to help jumps from 15% among those living there for less than five years, to 40% among those who live there for longer. In fact, this reason – the ability to help – increases with the increase of time spent in almost every country, except for Germany where there seems to be a constant/slight decline.

The ability to help is directly related to financial wellbeing, so these results are intuitive, if migration experiences are taken into consideration: living abroad for longer times is, at least, theoretically, correlated with an increasing standard of living. Spain and Germany are two

countries where compassion²³ decreases with the increase of time spent in the country, while the ability to change something increases with time in Italy and the US, with about 9% in the former and 14% in the latter.

In order to create a more precise image of the main reasons that make people donate, Table 8 shows the most important reason for donating, according to the duration of stay in the country of destination.

	Duration of stay	The most important reason for donating
United States	5 years or less	The beneficiary's needs were clear
	more than 5 years	I can help
United Kingdom	5 years or less	Compassion
	more than 5 years	I can help
Germany	5 years or less	I can help
	more than 5 years	Compassion
Belgium	5 years or less	Moral duty
	more than 5 years	Moral duty
Spain	5 years or less	Compassion / I can make a change
	more than 5 years	I can help
Italy	5 years or less	Beneficiary's needs were clear / I trust the organization / I can help
	more than 5 years	I can help

Table 8. Reasons for Donating by Duration of Stay

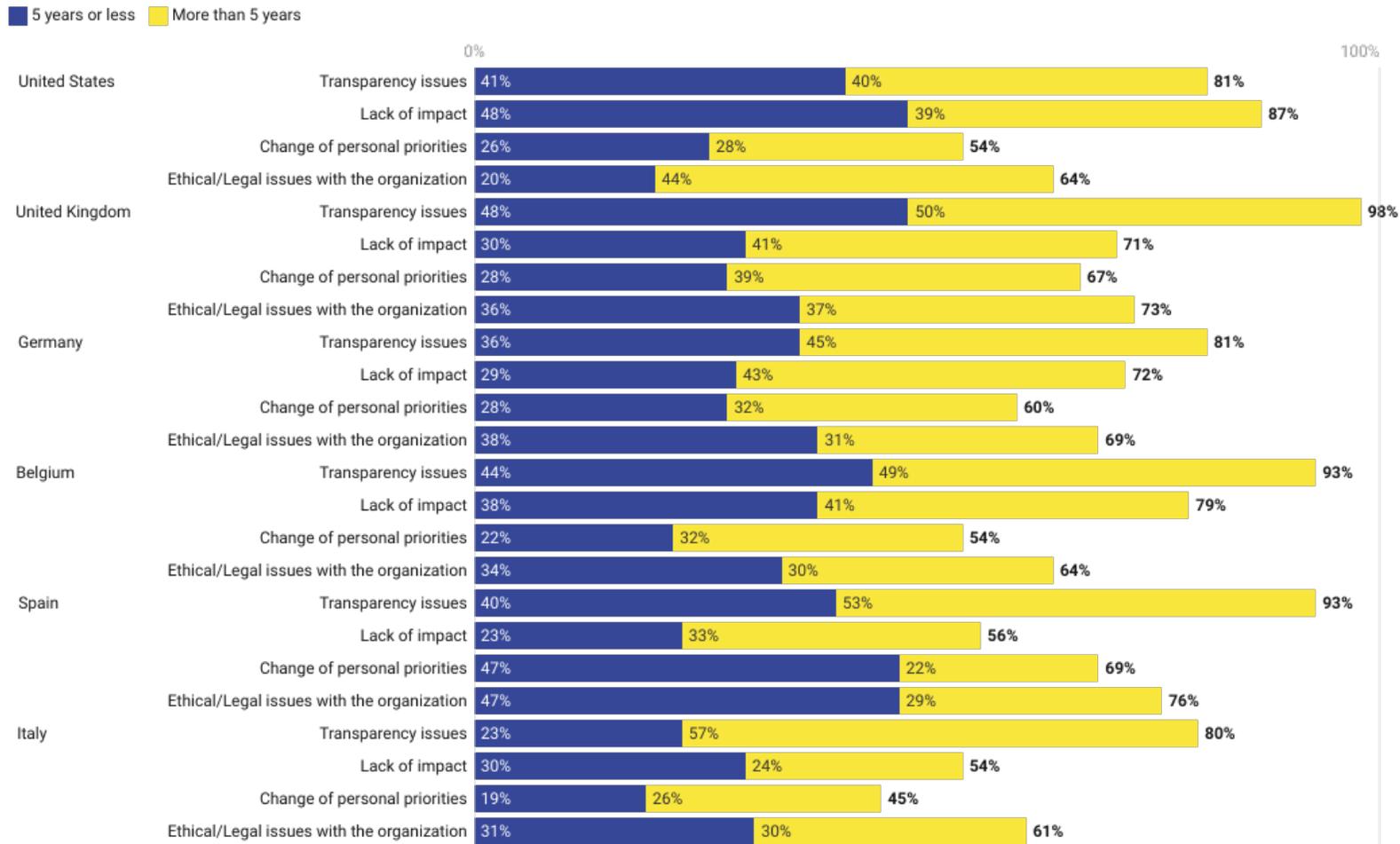
The patterns seem to be correlated with each country's context. For example, in the US, respondents who have been there for a shorter time list as most important reasons for the clarity of the receiving organization's needs, while those who have lived there for longer offer support because they can help. Probably, as a more recent migrant, understanding of realities in the receiving country is truncated by the short time spent there, so charities are chosen more carefully, based on results, not necessarily on emotion. A similar pattern can be seen in Italy, while in Spain and the UK, the transition is from compassion to the ability to help (less

²³ As a chief reason to donate, not as a social feeling in the sense of becoming less sympathetic to the misfortunes/sufferings of others.

emotional giving). In Germany, the opposite pattern can be seen, while in Belgium moral duty dominates the ranking of reasons in both cases (short and long duration of stay).

Sometimes, support for a cause or an organization is withdrawn. It is assumed that potential bad experiences in the past may inform decisions in the future, especially in terms of issues that some receiving organizations may have, and that the length of stay in a country with a strong philanthropic culture and that has a stronger democratic history may influence how important issues related to transparency and ethics become for donors. Figure 29 summarizes the situation across the 6 countries²⁴.

²⁴ There was no such component for the Romanian survey.



Created with Datawrapper

Figure 29. Length of Stay in the Country of Residence and the Barriers to Donations

In the US, transparency issues of the receiving entity are important reasons for ending support, and duration of stay does not influence its mentioning, but lack of impact decreases with the passing of time from 48% to 39%. Interestingly, while changes in personal priorities do not change with time and are mentioned by slightly more than a quarter of respondents, ethical issues with the organization see a big jump from 20% to 44%. Belgium sees rather uniform patterns of reasons according to duration, with some small changes, except for a 10% jump in the category of changing personal priorities. Transparency is a big issue in Italy, with 23% of respondents living there for less than five years mentioning it as a potential reason for withdrawing support, while 57% of those living there for more than five years consider transparency important. In Spain, transparency and lack of impact increase in importance with the passing of time, but changes in personal priorities and ethical issues see significant decreases of 20-25% each. In Germany, there are increases in all categories except for ethical issues which see a 7% decrease. Finally, in the UK, the largest changes are increases in the lack of impact category and the change of personal priorities categories, both of about 10%.

Figure 30 shows to what extent respondents believe that their donation makes/would make a difference in the supported communities. The data displays surprisingly similar patterns in all six countries. The majority of respondents placed themselves in the middle categories – “much” and “moderate” differences in communities – with numbers ranging from about 60% to 80% of respondents in these middle categories. The United States and Belgium have the highest numbers of people considering that their donation makes a difference to a great extent (around 25%) while the lowest number is in Italy (12%).

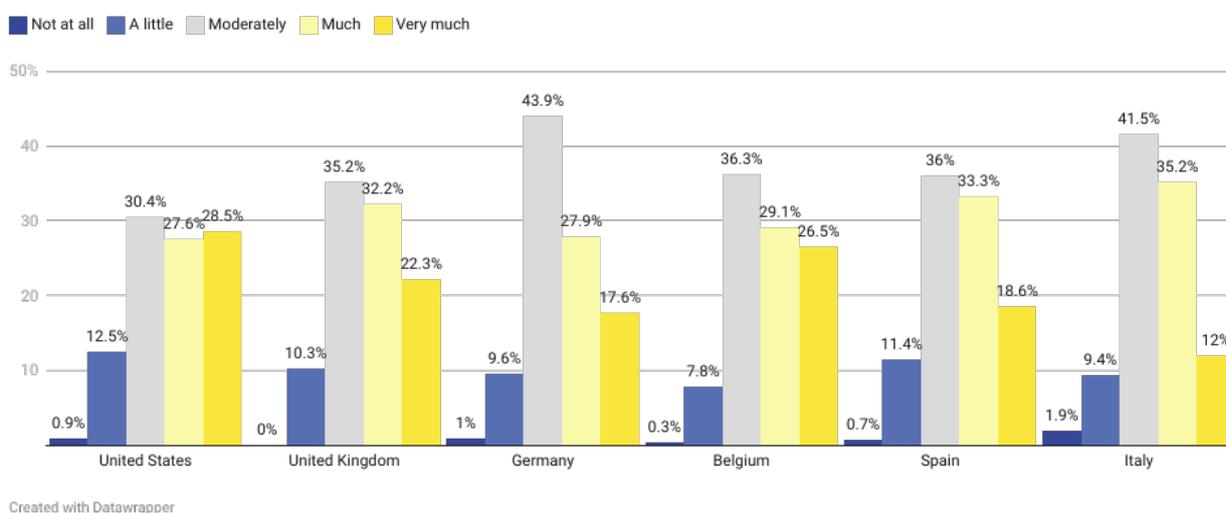
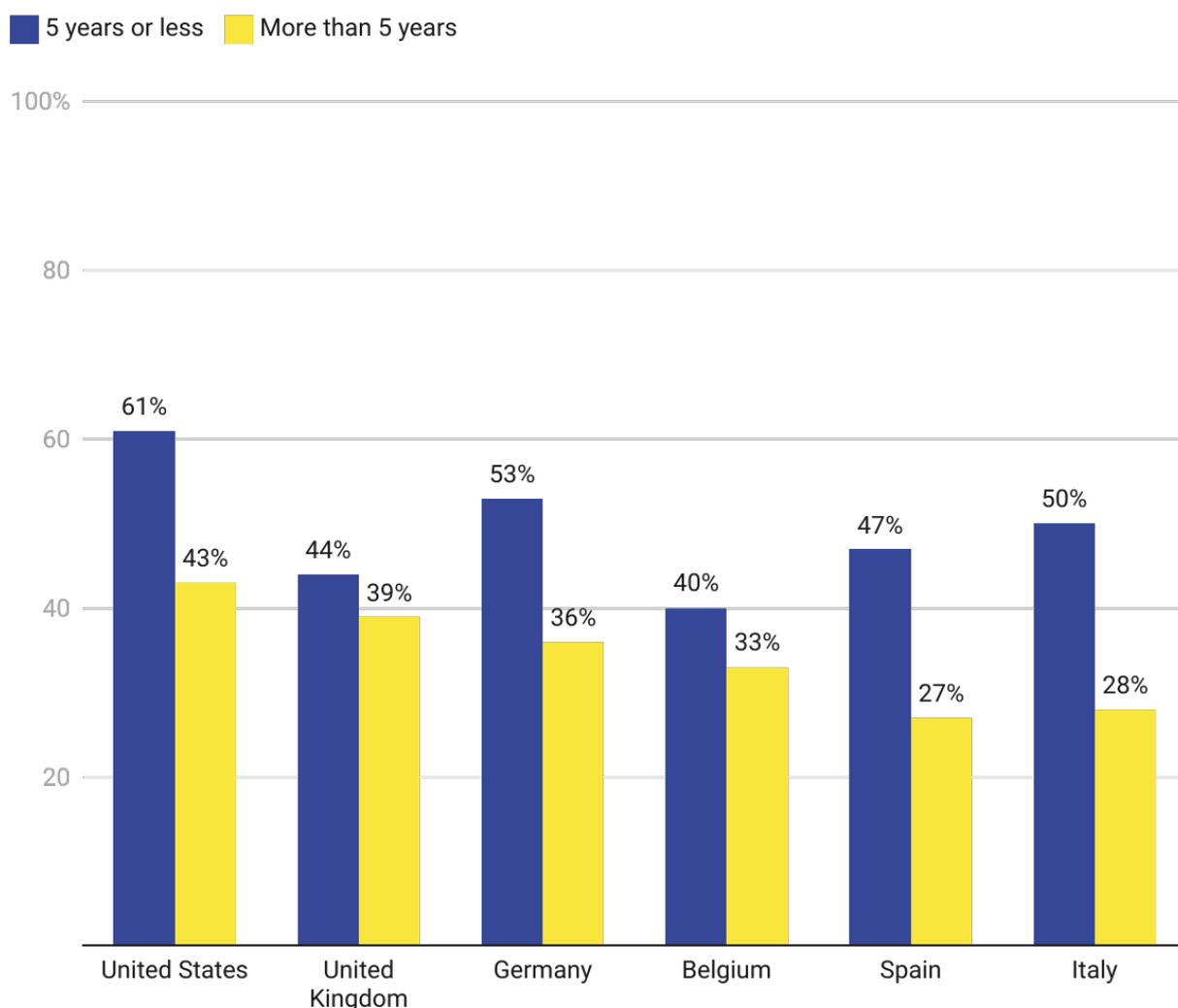


Figure 30. Belief in Their Donation Making a Difference by Country of Residence

Figure 31 shows how donations to Romania evolve according to time spent in another country. It is obvious that donations to the country of origin are more frequent for those respondents who spent less than five years in their new country of residence, in every country included in the analysis. As more time is being spent in the new country, respondents are less inclined to donate to causes or entities in Romania, but the difference between the two categories varies significantly from a drop of more than 20% in Italy, 20% in Spain, and almost 20% in the United States, to slightly only 5% in the UK.



Created with Datawrapper

Figure 31. Length of Stay by Country of Residence

8. Discussions, Conclusions, and Recommendations

Key Takeaways:

1. **NGOs as Key Beneficiaries:** Across all regions, NGOs/foundations are consistently the top recipients, followed by families in need, hospitals, and, in some contexts, religious organizations.
2. **Efficacy & Trust:** Belief in the power of contributions, coupled with transparent, accountable operations, underpins donation decisions. Trust is an underlying driver that transcends types of donors, with intenders and lapsed donors seeing it as central as donors. Indeed, trust seems to be more important than disposable income, when deciding to support a certain cause. The centrality of trust can also be seen in the importance of transparency, in the absence of which donors withdraw.
3. **Generational Differences:** Middle-aged donors lead in sustained giving. Given the decline in giving towards Romania correlated with the increase in time spent in the adopted country, NGOs need to adjust fundraising efforts to include younger generations of potential donors – who may be born and/or raised abroad – and who respond to different mobilization strategies than their parents. Not focusing on the younger generations carries significant risks both for NGOs and their beneficiaries.
4. **Country-Specific Context:** While broad patterns hold, each diaspora community exhibits nuances shaped by the diasporan’s own socio-economic “baggage”, local social norms, economic conditions, and the strength of the Romanian community networks.

The key findings from the study on the philanthropic behavior of the Romanian diaspora in the United States, United Kingdom, Germany, Belgium, Italy, and Spain suggest more commonalities than differences across the six countries (plus Romania). However, a few of these variations deserve special attention and can be particularly useful to practitioners aiming to mobilize funds from individuals living in diaspora countries. We discuss these aspects by linking them to the key research questions, as well as to comparisons between diaspora countries, and between the diaspora and the motherland.

8.1 How significant is the philanthropic engagement of the Romanian diaspora and who are the donors?

The Romanian diaspora exhibits a high philanthropic engagement. Across the 6 diaspora countries included in the analysis, there is a consistent pattern of almost three-quarters (72%) of active donors (who donated in the last 12 months) while lapsed donors and intenders have around 15% share of the sample (with slight variations between countries). In addition, 25% of donors donate more than 4 times a year, suggesting that living in countries with more established philanthropic norms (and higher incomes) supports higher giving levels.

Donors are often highly educated and have higher incomes in many of the countries included in the analysis. The age range from mid-30s to mid-40s is where most donors are, while younger respondents are often in the intenders category. Lapsed donors and intenders

subgroups are mostly made up of lower-educated, lower-income (blue-collar) respondents. Donors tend to invest larger amounts (868 EUR/year) compared to lapsed donors (686 EUR/year) and intenders (410 EUR/year).

Donation amounts are the highest (around 1000 EUR/year) in the United States, Belgium, and Germany. Although in Italy and Spain, donation amounts are significantly lower (300-500 EUR), income levels (as discussed earlier in more detail) are also significantly smaller. It is worth noting that a higher level of education is often associated with higher income, and, as such, the effect of education may in fact be mediated by income. In more simple terms, since a higher education level often leads to higher-paying jobs (but we know that immigrants are more likely to be overqualified for their current job), education's impact on donation behavior is likely tied to these differences in income, rather than being a stand-alone factor. As such, while education influences whether or not people donate, whom they donate to, or which areas they support, income (itself influenced by education) is the main driver of how large the average donations are.

A cursory analysis of the information on the counties of origin of the diaspora in the 6 countries, alongside educational attainment levels (See Figure 34 and Figure 35 in the Appendices) and economic realities (see Figure 37 in Appendices) suggests that the socioeconomic realities of the place of origin may shape (alongside other forces that influence migration) the choice of the adopted country, which may in turn influence the course of the development of migrants' philanthropic behavior. For example, in line with the most often cited reason for emigration (better economic perspectives), the diaspora predominantly originates from low-income regions (North-East, South-Muntenia, and South-East regions), which are also the regions with significant incidence of low educational attainment and with the lowest levels of tertiary education. This is especially the case for Italy and Spain. Accordingly, while the philanthropic culture of the adopted country may stamp its influence on the diaspora's giving behavior (especially with the passing of time), at least for first-generation immigrants, the "baggage" remains relevant and practitioners should consider this when developing fundraising strategies and when looking to mobilize donors.

Lapsed donors are an untapped source for funding charitable causes. When looking to increase the donor base, reactivating lapsed donors might not only be easier, having already donated in the past, but may also have a better ROI given the higher amount that they are willing to donate, compared to intenders. When asked about future donation intentions, intenders tend to be in the under 100, and between 100 and 299 EUR range, while lapsed donors are significantly more numerous in the 1000+ EUR range. Accordingly, the donor profiles developed here can serve organizations looking to upgrade existing donors or expand their donor base.

8.2 Who are the beneficiaries of donations and what mechanisms do donors use?

Donors give to a range of entities but tend to prefer foundations or NGOs in all six countries included in the analysis (as well as in Romania), with more than half of the respondents preferring them over other beneficiaries. Spain and Italy exhibit the biggest margins by which NGOs surpass other entities in donor preferences. However, there is a large segment of donors throughout the multi-country sample who also help families or individuals in need (slightly more than 40%), increasing to over half of the respondents in the US and the UK.

Churches benefit from donations from almost one-quarter of donors across the six-country dataset, but they are in third place, ranking behind hospitals/health-related institutions in the preference of diaspora donors. The highest proportion of donors that support churches can be found in the US, where close to 40% donate to religious organizations. This finding is in line with the overall higher religiosity specific to the US, where, also, Romanian churches function as important community hubs and compensate for the lack of cultural centers. Conversely, in Spain and Italy, the church ranks last in donors' preferences, which is somewhat counterintuitive since many migrants in these two countries originate in the North-East region of Romania, which is highly religious.

It is worth noting that for a significant segment of the donors, the choice between beneficiaries (namely NGO v. Church) is not an "either-or" decision, with diaspora donors (similarly to donors in Romania) supporting various entities at the same time. To further explore this relationship and to "disentangle" the potential overlap between NGO/foundation donations and church/religious organization donations, detailed batteries of questions regarding religious participation and religiosity and mechanisms for engaging with the church are also necessary. Data from the ARC study allows for such analyses, but for the diaspora, a new data collection effort is necessary²⁵.

The most-supported causes seem to be relatively consistent across all examined countries (including Romania) with health, charity/volunteering, and education and research outranking religion, often by a significant margin. The vast majority of donors engage with causes in their country of residence (79%), but (to a lesser extent) they also contribute to various projects in Romania (36%). This begs the question of whether there are other (more structural) barriers to giving that need to be addressed²⁶.

Donors prefer digital means for making donations, including online bank transfers, and credit card payments, with around 10-20% choosing direct debit as well. Lapsed donors lean toward ad-hoc channels such as SMS, purchasing tickets, company-salary donations, and value-added phone calls, typically linked to smaller amounts or impulsive giving. Preferred methods vary by country, and although they lean towards digital means, cash donations are still common across all examined countries (including Romania), albeit less so in Italy and Germany. A more detailed look into how these preferences for the ways in which donations are actually made relate to socio-demographic variables (age, education, etc.) may further enable practitioners to hone in on the most suitable mechanisms to offer to donors, in order to minimize (technical) barriers to giving.

8.3 What motivates donors to engage and why do they stop engaging?

The top reasons for donating are linked to trust, efficacy, and empowerment (can make a difference by donating) and emotions (warm glow, compassion) indicating the need for NGOs to create a trust-based relationship grounded in transparency and ethical behavior. Furthermore, 83% of respondents believe it is important to stick with the same cause over time, reinforcing the role of ongoing trust.

²⁵ This data collection effort should also aim to gather a more representative sample of both donors and non-donors. After all, the total size of the diaspora is similar to that of the Romanian (adult, urban) donor population.

²⁶ I.e. difficulties related to cross-border giving, especially in the light of qualitative findings that tax incentives are important to donors in some countries (e.g. Belgium).

Middle-aged donors (36–45), which are the largest portion of active donors that typically have moderate-to-high incomes, place a strong emphasis on trust, and tangible results, and align donations with personal values.

In addition, nearly half of the respondents (48%) mention lack of transparency as one potential issue for ending support for a cause. Lack of visible impact is also associated with potential stopping of support, and so are potential ethical or legal issues that an organization may face. This, combined with the increased focus of donors on visible impact indicates a need for professionalization among NGOs aiming to mobilize funds from diaspora donors.

In order to better understand the psychological/motivational aspects, future studies on philanthropic behavior should include more detailed information about the donors' values and belief systems (including social values, postmaterialism, ideology, etc.). While the study on Romanian donors did include questions pertaining to values and trust in various institutions, a deeper analysis of how these affect giving should be performed as it has the potential to offer actionable insights to practitioners.

8.4 How do donors relate to the motherland?

Even those living abroad for over a decade may still view Romania as “home,” likely creating a sense of moral obligation or emotional pull to support Romanian causes. This is especially true for those living in the US, and comparatively less so for those living in European countries.

Data shows that staying longer in the adoptive country increases the likelihood of donating to local causes and organizations with donors overwhelmingly (79%) preferring to donate in their current residency country rather than Romania (36%). Furthermore, donations directed to Romania tend to decrease the more time a person has lived abroad.

Thus, the integration of the diaspora in the adopted country seems relatively rapid when it comes to choosing causes to support. However, this is more connected to the choice of entity in terms of its geographical positioning than in terms of areas of support. A comparison of the causes supported by diaspora donors and Romanian donors does not reveal significant differences, the main areas of support being almost the same.

However, diaspora donors (in some countries) do support some progressive causes more than donors in the motherland, but only marginally so. The level of support for areas such as arts, environmental protection, animal welfare, or international cooperation exhibit marginal differences (less than 5% difference, and not always in favor of diaspora donors!). One notable difference is social development/life conditions, which has a lot more support in the diaspora (more than twice the size in some countries, compared to 12% in Romania). This might be surprising, but may well be linked to the aforementioned socio-economic “baggage” that migrants take with them. Due to limitations of the data, it is unclear whether second-generation or even younger migrants have a different connection with their country of origin and how this may affect their current or future donation behavior. What we know is that younger donors (25–35) are more often intenders or lapsed donors, who cite financial constraints as the main reasons for not donating. Accordingly, this finding may be a point of concern and reflection for diaspora organizations.

8.5 How do diaspora donors compare to donors living in Romania?

While the comparison is not straightforward (see methodological notes about recoding and other necessary data adjustments), based on these results we can conclude that there are some commonalities between diaspora and home-country donors across different types.

Accordingly, those considered active donors are similarly in the prime of their career (36-46) with a university degree. However, there is a more nuanced picture when it comes to income, which can be seen as more context-dependent, as donors from wealthier countries of the analyzed group tend to come from high-income categories, while in lower-income countries, the reverse is often true. At the same time, intenders (or non-donors in the case of Romania) tend to come from the lower income brackets. Lapsed donors have a wider variety of income levels ranging from low and average-low in Spain to high in the UK and the US. Also, income differences are less pronounced in Romania, with the income categories bridging a much 'shorter' span than in Western countries.

With few exceptions (e.g. lapsed donors in Germany are 64% males) we can see only fine margins in terms of gender, although it is generally younger males who are lapsed donors and middle-aged or older women who tend to be intenders (or non-donors in the case of Romania).

8.6 Country Variations

The observed socio-economic variations - patterns such as having a larger proportion of older donors in Italy, or extremely high-income donors in the US - highlight how migration flows, and job markets shape the philanthropic capacity of donors. In addition, donor behavior in a specific country may be linked to the socio-economic, cultural, and religious 'baggage' that the immigrants bring with them to the 'new' country, their behavior bearing many similarities to that of Romanian donors both in terms of areas of support and entities supported.

Nevertheless, regional variations observed in the study of individual giving in Romania have relevance for fundraising practices abroad, meaning that while NGOs can rely on general patterns and characteristics when crafting their fundraising strategies, they should also be aware of their donors' backgrounds and aspirations. In addition, given the observed effect of time spent in the adopted country, NGOs should also pay attention to the country-specific philanthropic culture and economic realities when planning fundraising strategies.

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10. Appendices

10.1 Additional figures and tables

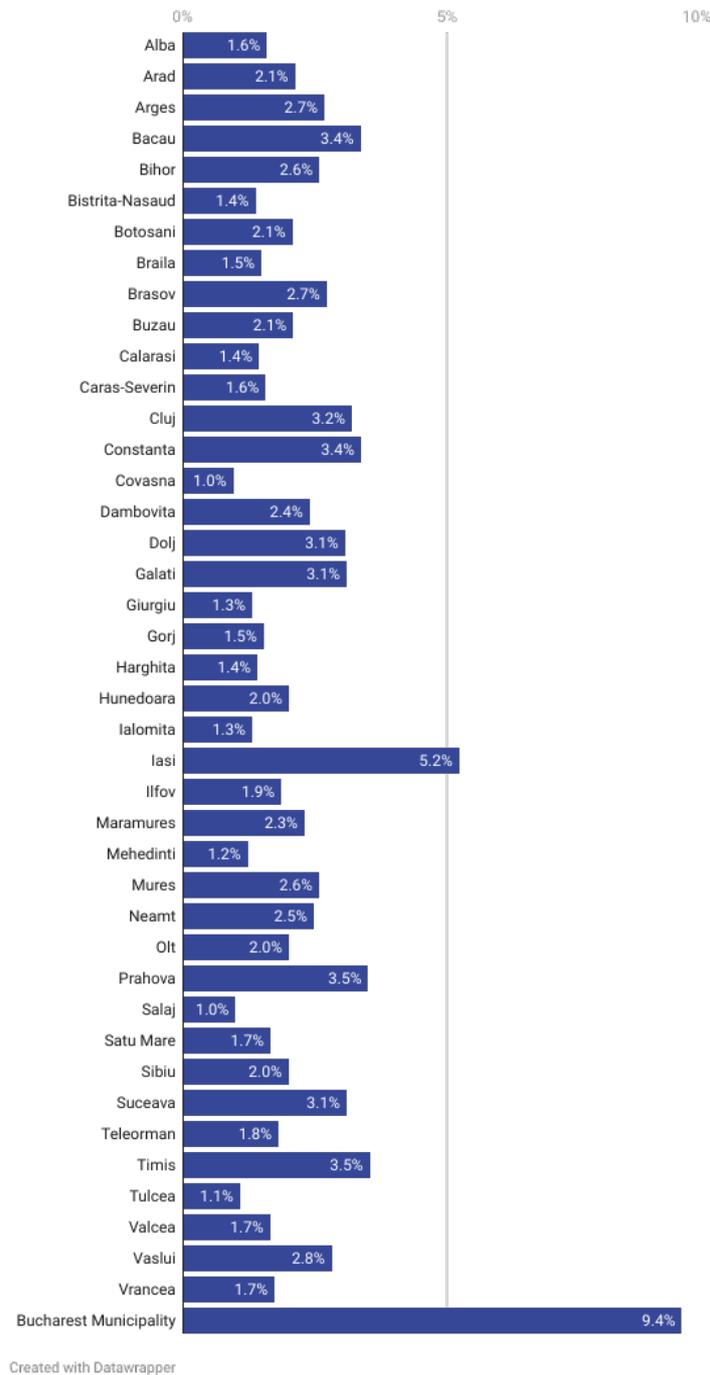
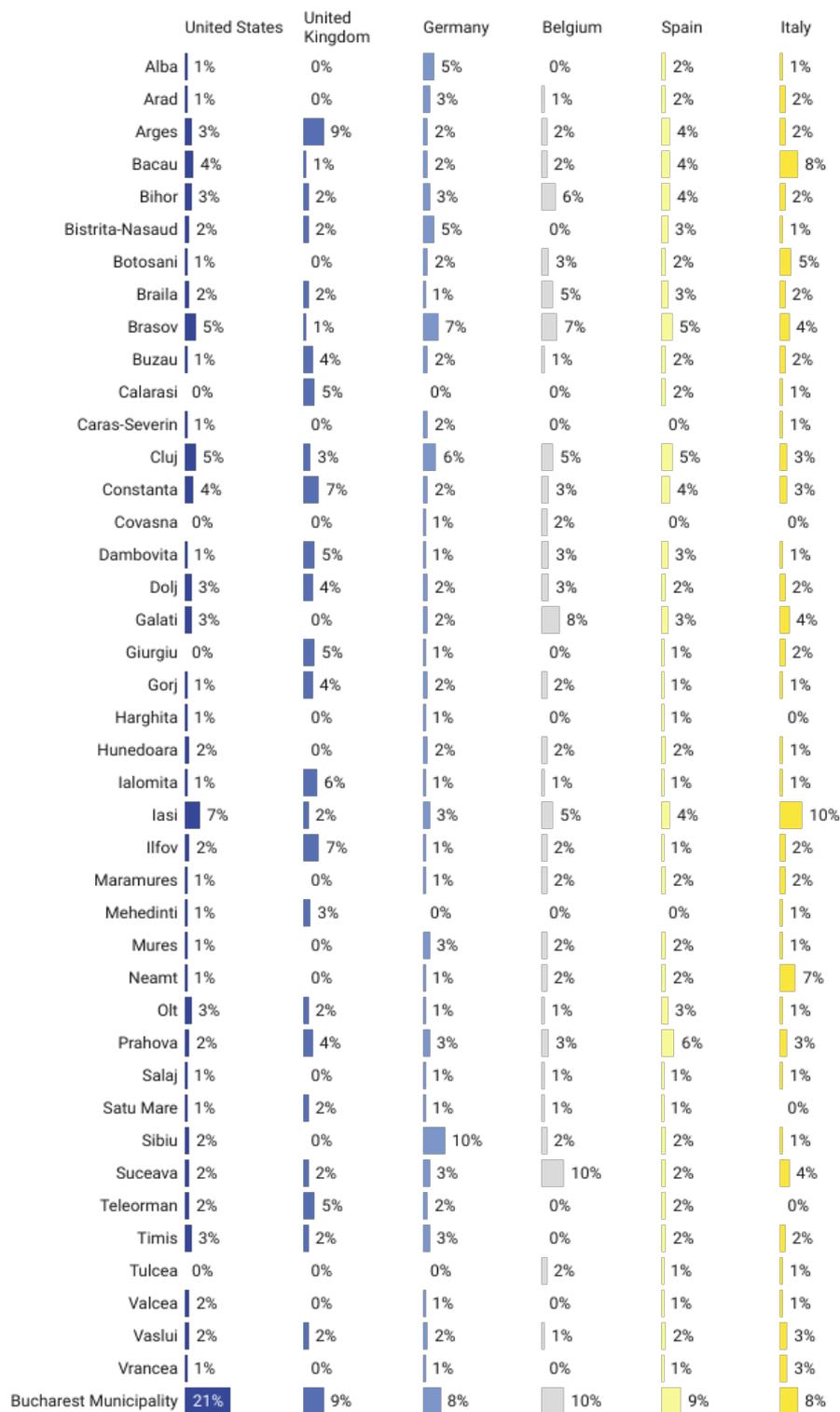
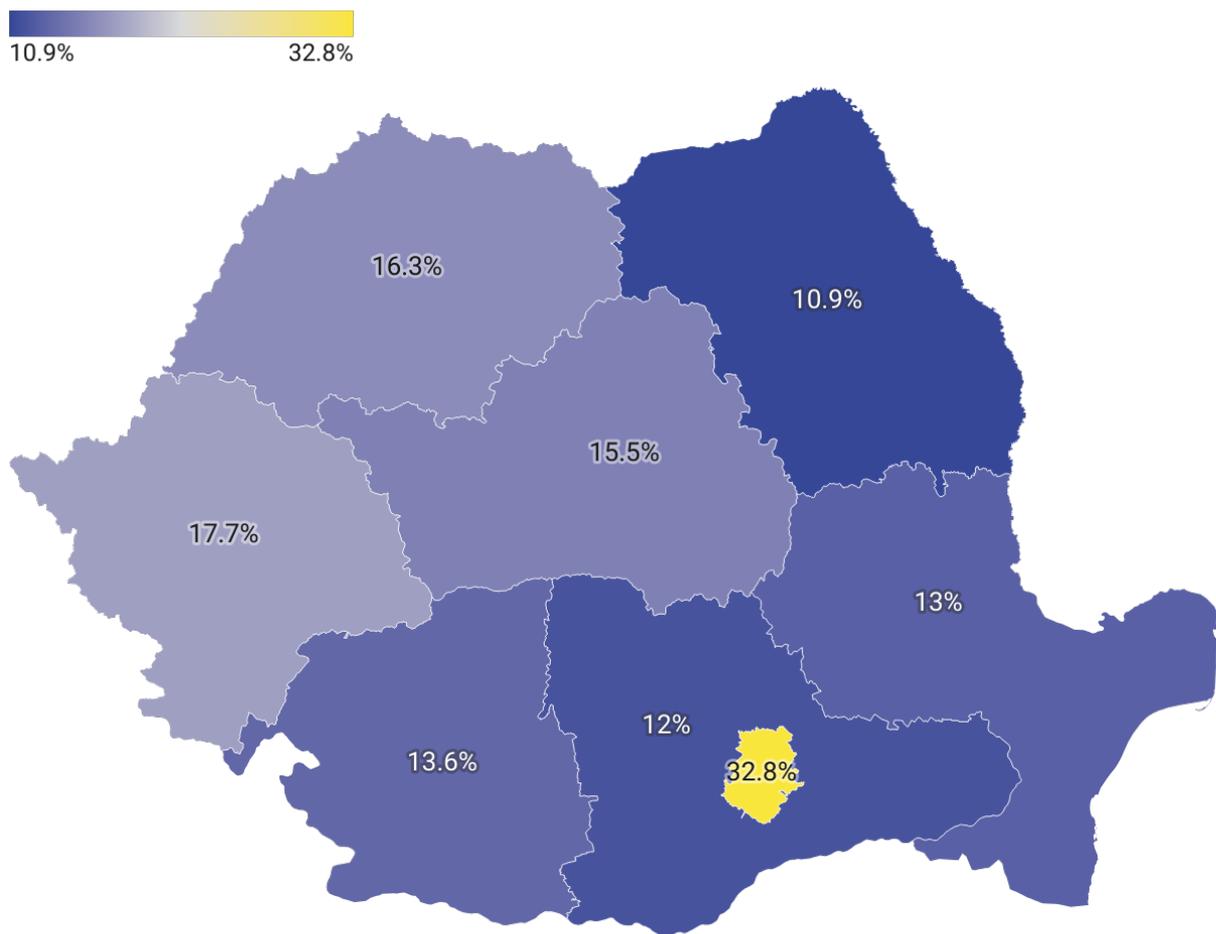


Figure 32. County of Origin of the Romanian Diaspora



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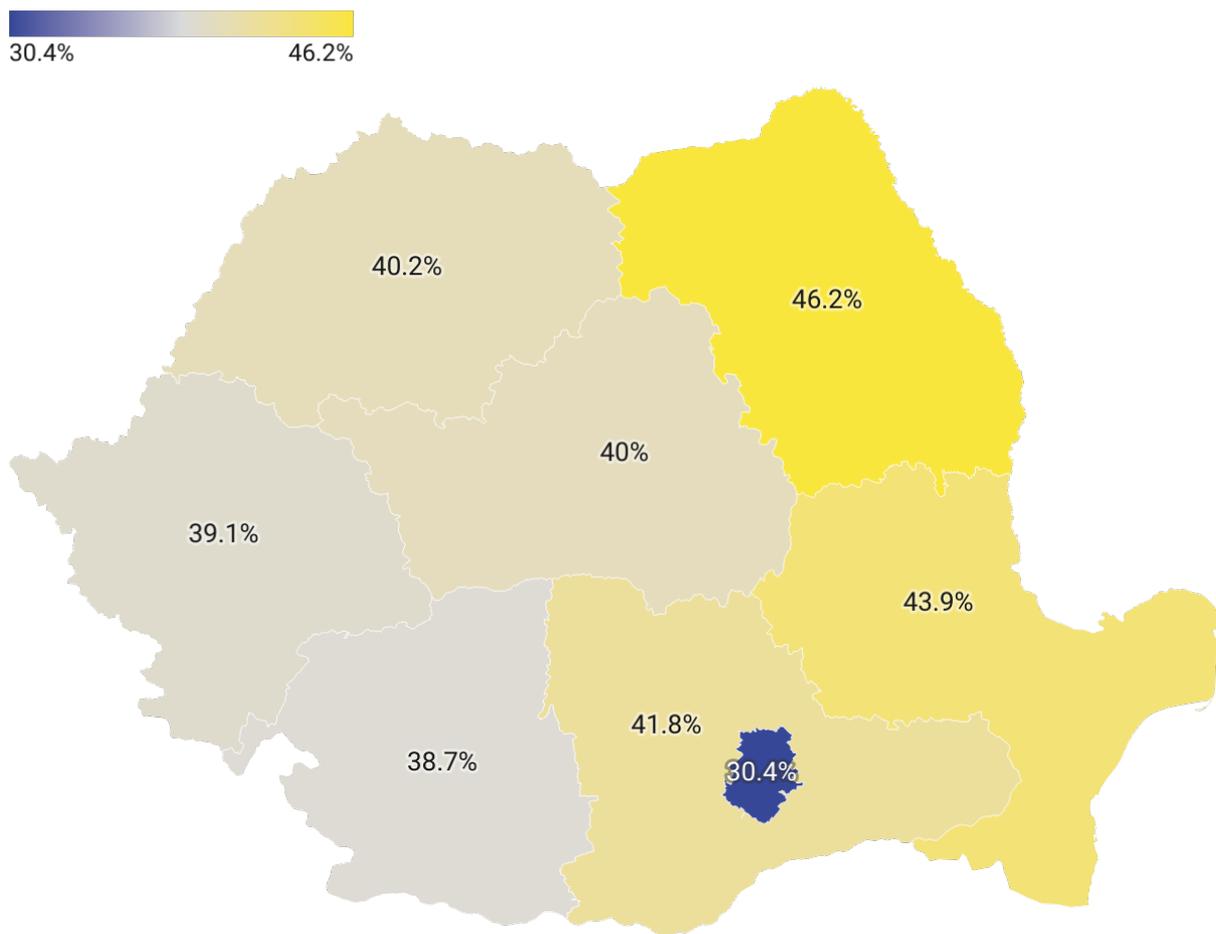
Figure 33. Place of Origin of the Diaspora by Country of Residence



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Figure 34. Share of population with high (tertiary education) educational attainment in the resident population by economic development regions at the census on December 1, 2021²⁷

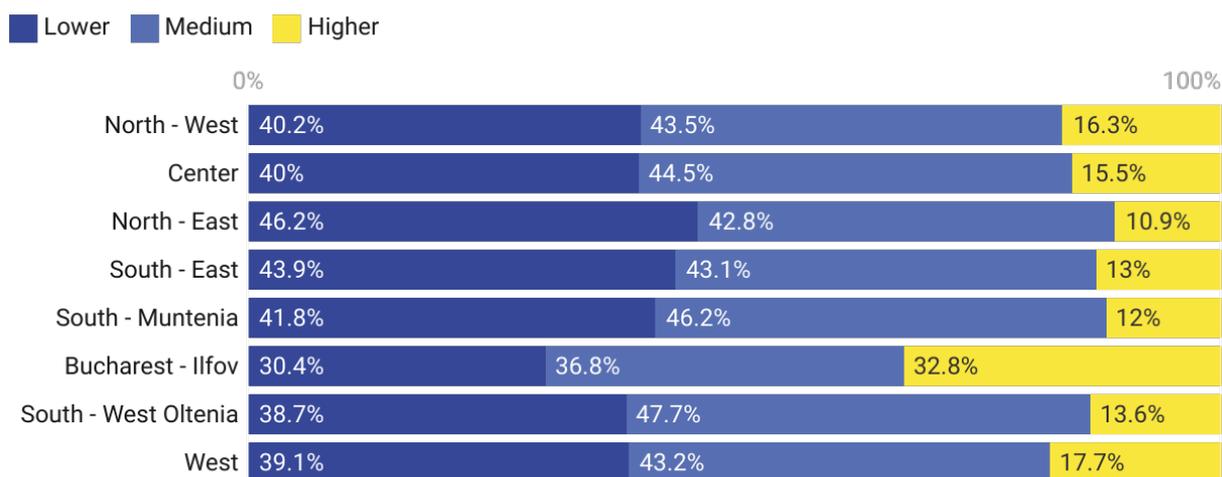
²⁷ Adapted from Ghețău (2023), National Institute of Statistics (2021).



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Figure 35. Share of population with low (middle, primary, and pre-schools) educational attainment in the resident population by economic development regions at the census on December 1, 2021²⁸

²⁸ Adapted from Ghețău (2023), National Institute of Statistics (2021)



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Figure 36. Breakdown of the shares of the population having lower, medium, and high educational attainment in the resident population by economic development regions at the census on December 1, 2021²⁹

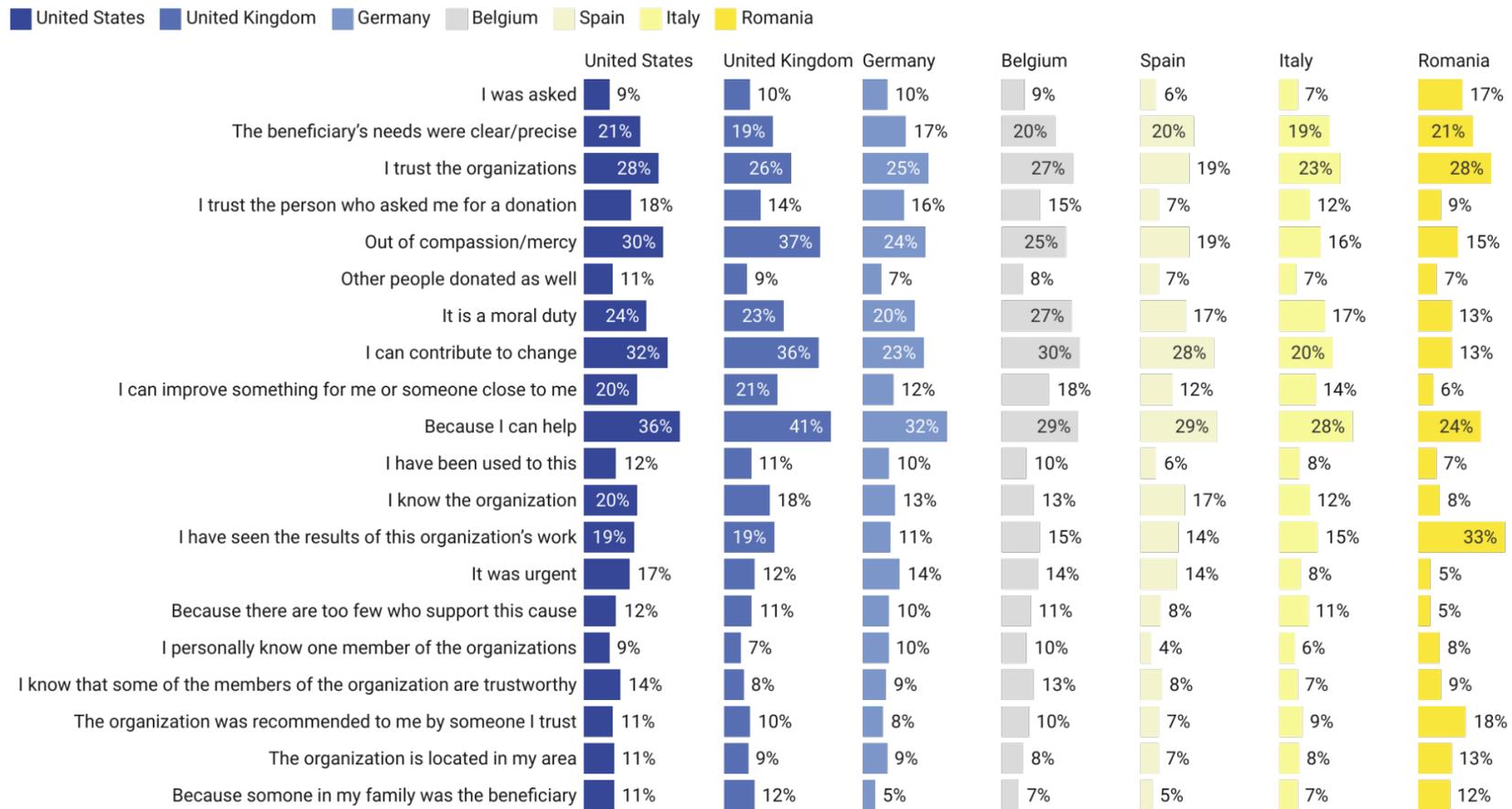
Region	CSOS, % of all	Regional GDP (NIS, 2021)	No of active enterprises (NIS, 2022)	Average gross salary (NIS, 2023)	Average monthly nominal net earnings (NIS, 2023)	Employment rate of population 15-64, (Eurostat, 2023)	Civil economically active population (Thousands persons) NIS, 2024
North - East	11%	125,415	75,496	6,195	3,914	62%	1,037
South - East	9%	118,756	70,983	5,922	3,733	57%	893
South - Muntenia	9%	134,843	75,248	6,190	3,897	62%	1,010
South - West Oltenia	7%	89,043	47,645	6,077	3,813	59%	715
West	9%	107,738	60,466	6,797	4,250	61%	780
North - West	18%	146,200	100,928	6,648	4,191	66%	1,117
Bucharest - Ilfov	19%	332,241	162,030	9,406	5,842	75%	1,473
Center	18%	134,158	79,104	6,524	4,089	61%	1,026

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Figure 37. Relevant Economic and Social Indicators by Developmental Regions³⁰

²⁹ Adapted from National Institute of Statistics (2021)

³⁰ Adapted from Fejes et al. (2024).



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Figure 38. Motivations to donate of the Romanian diaspora vs. Romania



Figure 39. Blue-Collar vs. White-Collar Donor Sample Composition by Country of Residence

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