



Ogólnopolska
Federacja
Organizacji
Pozarządowych

+ Public image of NGOs in Poland – challenges and ideas for future

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NGOs

April 17, Vilnius

+ Key areas, key perspectives

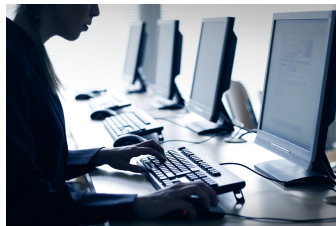
■ Individuals



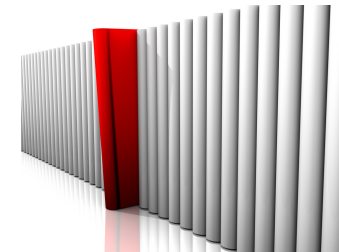
■ Business



■ Media



■ Public Administration



+ Are most people trustworthy?

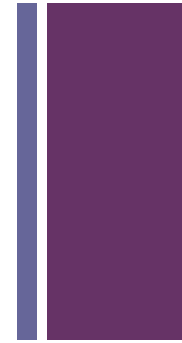
- Vast majority of Poles (72%) says that people should be very careful ...
- Who do they trust? Poles trust family, friends, colleagues and neighbors. Needless to say that they do not mention non-profit organizations
- So ...
 - There is a serious basic problem of very low social trust towards foundations and associations



+ Individuals

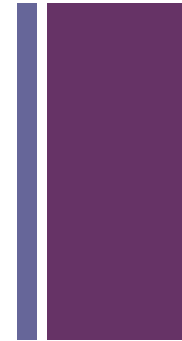


- Donors
- Taxpayers (1% campaign)
- Volunteers



- European Social Survey – the worst ranking position with regard to voluntary engagement of individuals
- 70% of Poles is not involved in voluntary work
- Signs of positive change:
 - The number of people socially involved is slowly increasing
 - The decrease of philanthropy has stopped
 - 396 mln PLN (c. 100 mln EURO) transmitted to public benefit organizations in 2009 within 1% campaign

+ Business

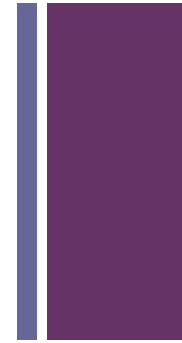
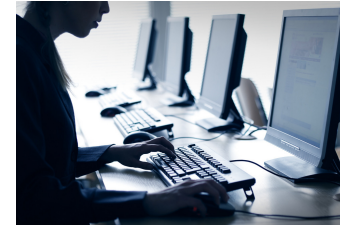


- Donations / Sponsoring
- Pro bono work
- CSR



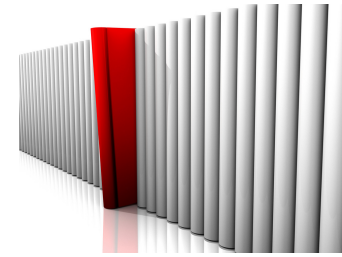
- 34,5% of NGOs received donations from business enterprises
- Growing number of law firms and consulting companies interested in pro bono work for non-profit organizations
- Corporate Social Responsibility as an important element of modern business strategy and a path towards sustainable development and social change

+ Media



- Enforcement of the current provisions and media coverage for public benefit
- Civic initiative towards the new law on public radio and television
- “Angels’ immunity”

+ Public administration



- The role of NGOs – missionaries or agents of change?
- Advocacy – examples: legislative campaigns of OFOP (National Federation of Polish NGOs)



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