

The On-line Fundraising Universe in the Czech Republic

Jan Kroupa, Czech Fundraising Center, June 2018, www.fundraising.cz

Estimated Spending of Czech E-commerce in 2018

EUR 5.6 Billion

Annual Increase:

+18,5 %

Source: <https://www.ceska-ecommerce.cz/> (quoted June 4, 2018)

Number of e-shops

42 700

Estimated number at the end of 2018, in June 2018: 41426

Annual increase:

+5,4 %

Share of E-commerce in the Total Volume of Retail Commerce in the Czech Republic

9,1 %

Annual increase:

+1,0 %

Types of E-shop Solution:

Open source

34 %

Commercial Solutions

62 %

Other Solutions

4 %

Types of Payments

On-line Card Payment

+9 %

Bank Transfer

+34 %

Personal Pick-up and Payment

-23 %

Pay Upon Delivery (Postal Service)

-34 %

The Universe of On-line Philanthropy in the Czech Republic

General summary and overview

On-line tools and on-line environment has been probably the fastest growing segment of philanthropic giving in the Czech Republic, at least in terms of attention, investments, new ideas developed and offered, though it still represents

less than 10 % of all individual giving in the Czech Republic.

Annual on-line philanthropy is estimated at **EUR 9-10 mio**

(2017), representing up to **10 %** of the volume of individual giving in the

Czech Republic (EUR 100 mio). The total estimated volume of on-line philanthropic giving amounts for less than 0,2 % of all e-commerce in the country.

The universe of on-line giving comprises all basic tools and reflects all major trends currently present on markets with uninterrupted tradition of philanthropic giving and support, i.e.

CROWDFUNDING (reward-based, or e-shop based crowdfunding solutions)
- EUR 4 mio

ON-LINE GIVING (donation-based crowdfunding, on-line giving buttons, widgets and solutions, P2P on-line fundraising)
- EUR 2,5 mio

MOBILE GIVING (sms and texting giving schemes)
- EUR 2 mio

OTHERS (other payment types, e-wallets, e-shops and white-label solutions)
- EUR 0,5-1 mio

SHOP AND GIVE (giving as an addition to regular e-commerce)
- EUR 20,000

SOCIAL NETWORKS (facebook and other donation buttons - still at the start of development and in testing phases in the Czech Republic, though the first test on Facebook look rather promising...)
- EUR - number not available - rough estimate up to EUR 20,000 in 2017

What we do not have in the Czech Republic a can be found in some other places:
- On-line charity shops (second hand e-shops serving charitable purposes)
- BitCoin and/or other cyper-currency giving
- gamification mobile apps to serve charities (there are few attempts and tests, but no breakthroughs)
- widely available social media donation buttons (FCB is being tested)

Specific On-line Philanthropy Outcomes in Czech Republic in 2017

CROWDFUNDING (including Crowdinvesting)

Provider	web	amount in thousands EUR
HitHit	www.hithit.com	1,900
Startovac	www.startovac.cz	??
Nfpomoci	www.nfpomoci.cz	160
Nakopni	www.nakopni.me	20
Penezdroj	www.penezdroj.cz	5
Katalyzator	www.katalyzator.cz	??

Musiccluster	http://www.musiccluster.cz	??
Sportstarter	http://www.sportstarter.cz/cs/	??
Visionpartners	https://www.visionpartners.cz/	??

ON-LINE GIVING

Provider	web	amount in thousands EUR
Darujme	www.darujme.cz	2,080
Daruj správně	https://www.darujspravne.cz/	??

MOBILE GIVING

Provider	web	amount in thousands EUR
Donors Forum	https://www.darcovskasms.cz/	1,800

SHOP AND GIVE

Provider	web	amount in thousands EUR
Givt	https://givt.cz/	20

Summary: On-line Giving Tax Deductions in the Czech Republic

Country	Czech Republic
Summary description of tax deduction / incentive scheme for charitable donations	The Czech tax system enables the public to donate to all registered charities and exempt these donations from their taxable income up to a total value of 10 % of the taxable income.
Tax incentive on individual giving (✓ or X)	✓
Type of tax incentive	Tax exemption

Tax incentive on corporate donations	Corporation can also exempt donations to registered charities from their income tax up to the total value of 5% of their taxable income.
Limitations on charities benefiting from tax-effective giving schemes	All registered charities can benefit as long as the donation is allocated to a publicly beneficial purpose as defined by legislation.
Minimum donation (individual gifts)	Minimum annual cumulative donation eligible for tax exemption is € 40 for individuals and € 80 for corporations
Capped tax relief	Income tax exemption up to 10% of taxable income for individual and 5 % of taxable income for corporations
Execution	Charities provide donors with a gift confirmation. Donors must attach this confirmation to their tax report in order to benefit from the tax exemption.

% of taxpayers giving tax-effectively	Little over 3 % of all tax payers and up to 8 % of tax payers who file their own tax report.
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