

The Stock of Philanthropy

Novelty of the Solution:

The Stock of Philanthropy project is an innovative platform for financing community projects of NGOs. Various donors (private sector and public administrative representatives) participate in the financing of these projects. They thus become partners of a project and are drawn into the problem-solving process of societal challenges to which the NGOs react with their projects. All signed projects are proposed to the assessment of the donors who become familiar with the themes of the NGOs actions. The donors, at their sole discretion and upon their social responsibility preferences, will support projects of their choice. NGOs thus learn to formulate their own needs clearly and comprehensively in order to communicate with private sector representatives.

New Approach towards the Target Group and its Inclusion:

Target groups of the project are NGOs, entrepreneurs, companies, public administration representatives and the public itself. The key benefit for the first four mentioned is the establishment of closer ties with new partners, self-presentation and an exchange of goods, services and know-how. The public has therefore a chance to learn about the NGOs' activities since it is directly included into the votes on the projects that shall be presented in the Philanthropy Stock. The public thus knows more about the NGOs' activities which is consistent with the fact that the public benefits from the projects' realization.

NGOs are signed in the Philanthropy Stock via projects registration and their presentation. Entrepreneurs, companies and public administration representatives' role is that of donors supporting the realization of the projects of their choice by financial, material or other donations.

The target groups mentioned were even involved in the concept forming of the Philanthropy Stock itself. Their demand was actively monitored and the feasibility of the solution as well as the course of the Philanthropy Stock was tested simultaneously. All the three target groups were satisfied with the concept and provided a regular feedback on the functioning of the project over the years.

The Novelty in the Way of Implementing – effectivity:

Since 2012 18 Stocks of Philanthropy were held. 145 projects with the total donations of 4 827 500 CZK were supported. The effect of the Philanthropy Stock is further an establishment of new ties between specific players from the non-profit, private and public sector. The core of the Philanthropy Stock which lies in a presentation of NGOs' projects is based on an identification of current local issues. NGOs respond to the issues with their projects. Public administration representatives, entrepreneurs and companies actually react to the local problems as well and together with the NGOs wish to contribute in addressing them.

External Action - Innovation as an Example or a Model:

The growth point of the Philanthropy Stock lies in regions. Due to the regional principle the tie and partnership between all the players is strengthened. The donors (entrepreneurs, companies and public administration representatives) can thus support such projects which take place in the area of their own business activities and can therefore become involved in current problem-solving processes which directly affect their own life too. Consequently, they are more engaged in the life of the region and its problems the solutions of which are submitted by the NGOs through their projects. Owing to the interactive characteristics of the Philanthropy Stock the donors may also enrich the project with their own observations or know-how and once again to make the project more effective. In these cases the partnership between the players of the Philanthropy stock is again potentiated.

Articles about the Philanthropy Stock are issued regularly in regional newspapers. Also, reports are shot for regional TV channels and radio.

[\(http://www.burzafilantropie.cz/pardubickykraj/media/medializace-burzy/tv-reportaze/\)](http://www.burzafilantropie.cz/pardubickykraj/media/medializace-burzy/tv-reportaze/).

The Philanthropy Stock is in a long-term partnership with the radio station Český rozhlas or with the largest network of regional newspapers. Several organizations expressed an interest in the Philanthropy Stock and are considering its launch or are willing to help with the marketing. Politicians (town and regional officials appearing as donors and distributing finance from public sources between the registered projects) participate in the Philanthropy stock by means of public administration as well.

The hold of the Philanthropy Stock itself is based on a partnership. Therefore, a cooperation with the public administration (towns, regions) as well as with the private sector (Regional Economic Chambers, etc.) is established.