

# What can be done to help encourage, influence and motivate more Czech citizens to engage in philanthropy

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Philanthropy is the act of giving back to the community, usually in the form of financial donations or volunteer work. It is a way for individuals or organizations to use their resources to make a positive impact on society.

However, despite its benefits, philanthropy is not widespread in the Czech Republic. According to the news from 2020<sup>1</sup> only about 14% of Czech citizens donate to charity regularly. Therefore, it is very important to encourage and motivate more Czech citizens to engage in philanthropy. Personally, I think that this is a big problem and I believe that there are many movements that can be done by the government, companies, parents and overall the already-engaged citizens to help spread philanthropy.

One of the most effective ways to encourage philanthropy is to raise awareness about its benefits. The government, non-profit organizations, and philanthropists need to come together to educate the public about the importance of giving back to society. This can be done through public events, media campaigns, and educational programs. It would also be great to teach kindergarten students about the importance of philanthropy as soon as possible. For my part, I have never heard about this topic until this essay came and I began to explore more. Even though my mother donates charities I never found any interest in that and didn't really see the true benefits. This should be prevented from happening to other generations.

Another way to encourage philanthropy is to recognize and celebrate the philanthropic efforts of individuals and organizations. Philanthropy awards can inspire others to engage in charitable giving and can also create a sense of healthy competition among philanthropists. I think that the media would take a big part in this one, because it is essential to see what we can achieve by engaging in philanthropy.

As I mentioned before, my own mother supports various charities, but not all parents do that. So what can they really change? I would say that there is a minimum of adults, who would actually start donating to charities just like that, so it all depends on the next generation. Sure, some parents can educate their children and motivate them to the future, by involving them in family discussions, but how can they do that, if they aren't educated or engaged themselves? This is a huge problem, so it is necessary for schools to do most of the job by simply giving lectures or even opportunities for children to participate.

Lastly, there could be a collaboration of all of the above - the government, non-profit organizations, and businesses. The government can provide funding for non-profit organizations, and businesses can collaborate with non-profit organizations to support social causes. This can also create a sense of social responsibility among businesses and can have a positive impact on their reputation.

In conclusion, philanthropy is a crucial part of any healthy and thriving society. Encouraging more Czech citizens to engage in philanthropy can have a positive impact on society and the country as a whole. Raising awareness, offering tax incentives, recognizing philanthropic efforts, crowdfunding, and collaboration are all effective ways to encourage philanthropy. By taking these steps, we can create a more philanthropic culture in the Czech Republic.

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<sup>1</sup> source: <https://zpravy.aktualne.cz>