



Investigating the Relationship Between the World Giving Index and the Donations in Lions Clubs International Foundation

Mária Murray Svidronova*^{ID}, Alena Kaščáková**^{ID}, Bohumír Krátky***^{ID}

* Associate Professor, Matej Bel University in Banská Bystrica, Faculty of Economics, Banská Bystrica, Slovakia.

E-mail: maria.murraysvidronova@umb.sk

** Associate Professor, Matej Bel University in Banská Bystrica, Faculty of Economics, Banská Bystrica, Slovakia.

E-mail: alena.kascakova@umb.sk

*** PhD Candidate, Matej Bel University in Banská Bystrica, Faculty of Economics, Banská Bystrica, Slovakia.

E-mail: bohumir.kratky@studenti.umb.sk

Abstract

There is much research on how to improve the provision of local public services without having to increase municipal public spending. Latest trends stress out the role of citizens and non-governmental organizations (NGOs) that can provide various public services using private funding (donations) and volunteers. This paper analyses the relationship between the World Giving Index and donation in a selected NGO, the Lions Clubs International Foundation (LCIF). We investigate whether financial donations made to international humanitarian LCIF in different countries around the world influence the World Giving Index. Main methods used are panel regression and correlation analysis on the sample of 97 countries and 116,033 donors. The results suggest that donations made to LCIF have a positive impact on the World Giving Index. We support our findings with extended theory of planned behaviour model for Slovakia based on a questionnaire with 150 respondents.

Keywords

public services; money donation; lions clubs; world giving index; theory of planned behaviour

1 Introduction

The concept of public services developed at the beginning of the 20th century was wrapped around the significant transformation of the role of the state and public administration along with a fundamental change in structure and content. The basic goals of public services at that time were to eliminate and correct the failures and negative effects of market competition and to preserve and strengthen the equilibrium of the market (Lapsánszky, 2021). More recent public administration reforms like New Public Management, good governance, etc. have focused on public service innovation which relates to several practical problems due to the specificities of the public service market as a collective good. From the point of view of innovation as an economic problem, approaches to public service provision that directly engage the citizen as a consumer

to increase the scope of the public service and the quality of the public service as perceived through consumer satisfaction are interesting. Moreover, the literature suggests that government instruments, rooted in the traditional modernist representative democracy, do not effectively protect the common good due to the moral hazard problem, and as a solution, it proposes citizen participation (Zawadzka-Pak, 2021). In the context of this paper, the role of citizens is twofold: 1) citizens connect and create initiatives and non-governmental organizations to better satisfy their needs for public services like healthcare, welfare, education, environment protection, etc. and 2) citizens as donors who support such NGOs providing public services. Private donations have indeed been an important source of NGOs (Tkachuk et al., 2020; Aldashev & Navarra, 2018), and in combination with voluntary work it leads to an increase in quality and efficiency in the provision of public services (Lapuente & Van de Walle, 2020; Usmani et al., 2022).

Given the importance of private donations, we therefore focus our attention on the giving experience of one of the international non-governmental organizations – Lions Clubs International Foundation (LCIF), which is the charitable arm of Lions Clubs International (LCI), the world's largest club organization with more than 1.35 million members in 210 countries and geographic areas around the world.

The purpose of this paper is to evaluate the relationship between the amount of funding received by the Lions Clubs International Foundation and the World Giving Index (WGI) and to test the assumption that there is a correlation between these indicators. In this paper we will examine two indicators of giving. The first indicator, allowing a combined view of the scale and nature of giving around the world, is compiled by the Charities Aid Foundation (CAF). The second indicator captures the amount of funding received by the Lions Clubs International Foundation.

2 Theoretical framework

No matter how selfish you think man is, it is obvious that there are some principles in his nature that give him an interest in the welfare of others, and make their happiness necessary to him, even if he gets nothing from it but the pleasure of seeing it (Smith, 1759, Part 1, Section 1, Chapter 1). Charity and giving are undoubtedly based on such principles. According to the Charities Aid Foundation, more than three in ten adults worldwide will donate money to charity in 2020. Indonesia occupies the world's number 1 spot for donating money, likely driven by religious giving (Charities Aid Foundation, 2021). The Annual Report on Philanthropy for the Year 2020, reports that charitable giving grew from three of the four sources of giving and to seven of the nine major types of recipient charitable organizations in 2020, but the experiences of individual charities may vary (Giving USA Foundation, 2021).

2.1 Charities and charitable organizations

Charity has been attributed to giving that includes not only blood donations but a wide range of products to help the underprivileged. Charity is comprised of four major activities; the development of welfare trust to reduce poverty, increasing and promoting education, promotion of religion, and promotion of such initiatives that are beneficial to society (Shaikh & McLarney, 2005). Charity organisations are struggling hard to raise funds to help the underprivileged. Over the years, the public donations are inconsistent with an overall declining trend towards charity donations (Ling, 2012). On the other hand, the need for raised funds is rising rapidly and if this problem is not tackled, it can cause trouble for the poor and needy (Sargeant et al.,

2002). Charitable organisations have some distinctive characteristics which pose challenges to the survival and growth of these organisations. Charitable organisations have an internal focus and are “organisation-centred” instead of being “customer driven” which hinders the growth of these organisations (Andreasen & Kotler, 2008). However, this has been classified as a traditional view because the realities of modern era such as tough competition, demanding customers, and lack of public trust that pose real threats to the survival and growth of charitable organisations (Padanyi & Gainer, 2004). Given the challenges faced by these organisations, an understanding of reasons to donate money is pertinent to develop a highly successful marketing strategy which can trigger charitable giving (Piferi et al., 2006).

A charitable organization or charity is an organization whose primary objectives are philanthropy and social well-being e.g., educational, religious or other activities serving the public interest or common good (Reiling, 1958; Tortia et al., 2020). For example, in the USA (as a country where LCI originated), tax-exempt organizations described in Section 501(c)(3) of the Internal Revenue Code are commonly referred to as charitable organizations. These organizations must not be organized or operated for the benefit of private interests, and no part of organization’s net earnings may inure to the benefit of any private shareholder or individual, so-called non-distribution constraint (Weisbrod, 2004; Valentinov, 2008; Trasciani et al., 2023). These organizations are restricted in how much political and legislative (lobbying) activities they may conduct. Section 501(c)(3) is the portion of the US Internal Revenue Code that allows for federal tax exemption of nonprofit organizations, specifically those that are considered public charities, private foundations or private operating foundations. It is regulated and administered by the US Department of Treasury through the Internal Revenue Service (Internal Revenue Service, 2022). The legal definition of a charitable organization (and of charity) varies between countries and in some instances regions of the country. The regulation, the tax treatment, and the way in which charity law affects charitable organizations also vary.

Development aid should be provided with the main goal to improve conditions in the developing countries, decrease poverty or increase human development. But the willingness of donor countries to provide aid strongly depends on their inner political-economic circumstances, namely *per capita* income and the general satisfaction with the government (Dufková & Šálek, 2022). Therefore, various charitable organizations step in (like analysed LCI) and fund various charitable projects around the world, mostly in the developing countries, counting on private giving.

Encouraging giving, both of time and money, is the single most important challenge of most charities and causes (West, 2004). Private donations, i.e., charity giving from private individuals increases on its importance worldwide (Vaceková & Svidroňová, 2016; Shaikh & Ismail, 2019). It is also documented by the World Giving Index where we can see the increasing number of individual donors. However, comparing the year 2020, the first year to be drastically impacted by the global COVID-19 pandemic, to previous years, noticeable changes in personal giving behaviours were evident in many countries. The most noticeable change was arguably the United States, which ranked first in the world in giving for the years 2009–2018 but fell to 19th in the world in 2020 (Charities Aid Foundation, 2021).

In order to generate private funding, organisations need to understand the intentions and behaviour of donors (Ling, 2012). By understanding donor behaviour, charitable organizations can earn certain marketing advantages such as service innovation and design, reputation equity, and an increased level of donor satisfaction (Modi, 2012).

When making their decisions on donating, every individual is influenced by a given complicated structure of motivation dispositions, which are partly inborn and partly acquired. (Hladká

& Hyánek, 2015). One of the explanatory theories is, for example extended theory of planned behaviour model. The ‘Theory of Planned Behaviour’ (TPB) (Ajzen, 1991) has been used extensively across academic disciplines over the last 25 years as an important tool for understanding and predicting human behaviour (Armitage & Conner, 2001).

The TPB model firstly presented by Ajzen (1985) who advocated the idea that attitude (target behaviour and its evaluation), norms (perceived social pressures to perform with a certain behaviour), and perceived behavioural control (PBC) influence behavioural intentions, which in turn leads to a particular behaviour. At a later stage, to enhance the predictive power of TPB, Ajzen (1991) proposed an extended model by incorporating the effect of moral norms, descriptive norms, and past behaviour to predict behavioural intentions, which ultimately leads to actual behaviour. In other words, based on the Theory of Planned Behaviour, knowledge must be transformed to perception, the perception to the attitude, and the attitude to the behaviour (Toleikienė et al., 2020). This clearly indicates that behaviour and intentions are a function of a combination of factors: personal, social, and psychological. The marketers of philanthropic services have employed the TPB model extensively; however, the investigation based on the extended model is scarce (Knowles et al., 2012; Smith & McSweeney, 2007).

Depending on the individual and the situation; ‘Attitude’, ‘Subjective Norm’ and ‘Perceived Control’ might have different effects on behavioural intention (Miller, 2017). A meta-review has identified that empirically, the Theory of Planned Behaviour generally explains about 40% to 60% of the variance in intention (Sutton 1998; Fishbein & Ajzen 2010), but the percentage of variance in actual behaviour that appears to be predicted by intention is generally lower, varying between 30% and 40% (Fishbein & Ajzen, 2010). This is also commonly referred to as the ‘behaviour-intention gap’ (Sheeran, 2002).

The role of past behaviour in the TPB has attracted considerable attention. It has been argued that, with repeated performance, many behaviours are determined by one’s past behaviour rather than by cognitions such as those described in the TPB model (Sutton, 1998). Several studies have supported the argument that past behaviour is a predictor of unique variance in intentions and behaviour (e.g., Conner & Armitage, 1998; Conner et al., 1999; Norman & Smith, 1995). Numerous researchers have found that past behaviour is the best predictor of future behaviour (Conner et al., 2002), and some researchers have argued that past behaviour is a stronger predictor of behaviour than attitudes or perceived behavioural control (Bozionelos & Bennett, 1999). In relation to pro-social behaviours such as donating blood, time or money, research has found that past behaviour is one of the most important predictors (Lee et al., 1999).

Our research focuses on a selected foundation established by the LCI organisation with a large membership base. Donations are thus largely influenced by the strategies given by the LCI. In this paper we also monitor whether LCI members donate in order to demonstrate their attitudes, moral and descriptive norms by donating to LCIF as anticipated in the extended model of the Theory of Planned Behaviour.

2.2 Charity organisation Lions Clubs International Foundation

Our study focuses specifically on financial donations made to Lions Clubs International Foundation. LCIF is a 501(c)(3) tax-exempt public charitable organization based in Oak Brook, Illinois state, USA. LCIF has been the official charitable organization of Lions Clubs International since its inception in 1968. It supports various projects in four focus areas – restoring sight, providing disaster relief, serving youth, and addressing other humanitarian needs. LCIF receives donations from Lions Clubs’ members around the world (worldwide

1,345,425 members as of 6/31/2020), totalling approximately US\$47 million in the fiscal year 2019–2020. Contributions made to LCIF are used for charitable projects around the world, so in this sense, these donations are made for the global common good, rather than for local benefit. By studying giving to LCIF, a specific well-defined purpose that is consistent for all Lions Clubs members across countries, the institutional context is the same for all members.

LCIF declares: Our mission is to empower Lions Clubs, volunteers, and partners to improve health and well-being, strengthen communities, and support those in need through humanitarian services and grants that impact lives globally, and encourage peace and international understanding (LCIF, 2022a). Donations given to the LCIF go to the Disaster Relief Fund or to a fund to enhance services in the form of grants and programs conducted by Lions Clubs to those in need of their assistance.

LCIF offers wide variety of grants (Childhood Cancer Grants, Diabetes Grants, Disaster Relief: Emergency Grants, Disaster Relief: Preparedness Grants, Disaster Relief: Community Recovery Grants, Disaster Relief: Major Catastrophe Grants, District and Club Community Impact Grants, Hunger Grants, Leo Service Grants, Lions Quest: Program Grants, Lions Quest: Promotional Grants, Lions Quest: Community Partnership Grants, Matching Grants addressing critical human and social needs and Sight First Grants) and resources for Lions Clubs, districts or multiple districts to help Lions serve their local communities and the world (LCIF, 2022b).

To secure funding for its activities, LCI invites its members and supporters to become donors. The largest capital fundraising campaign in Foundation history launched in July 2017 with a goal to raise US\$300 million by June 2022 known as *Campaign 100's*. Between July 2017 launch and June 30, 2019, fundraising had reached nearly \$111 million. Fiscal year 2019–2020 added \$47,004,138, taking fundraising to a total of \$157,907,876 as of June 30, 2020. The goal was achieved with \$193 million. As of 1 April 2022, lions achieved \$275,885,459 which is 92% of the \$300 million goal (LCIF, 2022c).

The Lions Clubs International Foundation is an ideal case for examining the purpose of our study because of its international presence as a fundraising organization. This allows us to examine the relationship between the amount of funding received by the LCIF and the CAF World Giving Index.

3 Research methodology

This paper aims to analyse the relationship between the amount of funding received by LCIF and the internationally recognized World Giving Index.

This study uses multiple data sources. The methodological basis consisted of an analysis of the literature and documents on the WGI index, as well as data from the LCI database. Correlation and regression analysis were used to process the quantitative data of the surveyed organization as well as the World Giving Index. Panel regression analysis was performed to find the relationship between the amount of funding received by LCIF and the internationally recognized giving index.

In this study, we hypothesize that there is a relationship between the amount of funding received by LCIF and an internationally recognized giving index. This methodology was chosen based on several studies that examined the relationships between different indicators and indices. For example, Meričková et al (2017) analysed the relationship between the size and structure of public expenditure and socio-economic development, Stryzhak (2020) assessed the relationship between the quality of the institutional environment and the level of human

development index by correlation analysis, Beslerová and Dzuričková (2014) examined the relationship between the Human Development Index, the Legatum Prosperity Index, the level of economic development and unemployment. Nurjanah et al. (2021) also use a quantitative approach in their study to test the correlation between the World Giving Index and GDP using Spearman’s rank correlation test.

As part of the study, we work with the World Giving Index. The CAF World Giving Index is based on data from Gallup’s World View World Poll, an ongoing research project that was carried out in 114 countries in 2020. Together those countries represent more than 90% of the world’s population. In all, more than 121,000 people were interviewed by Gallup in 2020. Samples are probability-based and were carried out entirely by telephone due to the coronavirus pandemic.

Charities Aid Foundation (CAF) is a UK-registered international charity that published the first CAF World Giving Index was published in the wake of the global financial crisis in 2010. This report provides insight into the scope and nature of giving around the world and looks at three aspects of giving behaviour. The questions that lie at the heart of the report are: Have you done any of the following in the past month? (a) Helped a stranger, or someone you didn’t know who needed help? (b) Donated money to a charity? (c) Volunteered your time to an organization?

To establish a rounded measure of giving behaviour across the world, the CAF World Giving Index relies on a simple averaging of the responses from the three key questions asked in each country. Each country is given a percentage score, and countries are ranked based on these scores. In most countries surveyed, 1,000 questionnaires are completed by a representative sample of individuals living across the country (Charities Aid Foundation, 2021).

We used the World Giving Index as a measure of willingness to help by donating funds. Compared to the WGI (global), the WGI (donating money) considers not only the willingness to give donations but also the willingness to help others (helping a stranger) and spend time (volunteering time).

To examine the interdependence, we chose the LCIF indicator of the surveyed organization, which reflects the amount of funding received by LCIF, and the World Giving Index (WGI) indicator. *Table 1* lists the variables used.

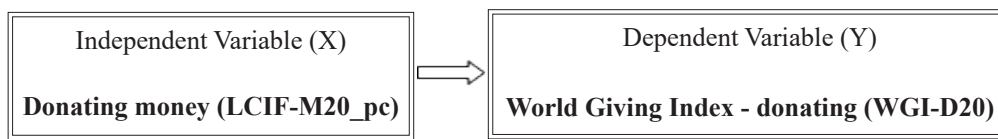
Table 1. Variables used in descriptive, correlation and regression analysis

Variable	Description
WGI-D20	World Giving Index (donating money) for 2020
LCIF-M20_pc	The volume of funding received by LCIF / for 2020 / <i>per capita</i>

Source: WGI (2020), LCIF (2020)

In this study, we examine whether the variables are dependent and, if so, the strength of this dependence. For this investigation, the pairwise correlation coefficient is the most appropriate.

Presented model includes and tests the variable LCIF-M20_pc, which we hypothesize to influence WGI-D20. Causal models typically use correlation analysis to determine the strength of the correlation between variables. The data analysis uses a linear regression equation, and we estimated its parameters using the Statistical Program for Social Science (SPSS, version 28.0) program. The causal model analysis in this study uses a simple paradigm in which there are only two variables, as shown in *Figure 1*.

Figure 1. Research Model

Source: Authors' own compilation

This study analyses a selected year of 2020 on WGI-D20 a LCIF-M20_pc data objects, respectively, for all available countries in the world (N=97) with 116,033 donors in total. Secondary data comes from a report by the Charity Aid Foundation and the international organisation LCI monitored. We used the published World Giving Index data published in the CAF World Giving Index 2021, A global pandemic special report (CAF, 2021). Variable LCIF-M20_pc, which represents the amount of funding received by LCIF *per capita* in a given country is the “Total Donations” figure from the LCIF Donations Drilldown Report tracked by LCI for the year 2020. We used the significance level of 0.05 to test the significance of the regression coefficient.

Our research is specific in that it focuses on a selected LCI organization with a large membership base. Thus, member's giving has an impact on giving as measured by WGI. Donor giving is largely influenced by the strategies given by LCI, e.g., *Campaign 100*, which motivates LCI members to donate. *Campaign 100* might point out to the effects of the extended model of the Theory of Planned Behaviour. We tested the assumption whether the Slovak members demonstrate their attitudes, moral and descriptive norms by donating to LCIF using an on-line questionnaire. When data (especially any data concerning human behaviour) are collected indirectly, it is of the utmost importance to operationalize the examined phenomena in a suitable manner. In interpreting the outcomes generated from the research, the way how questions were worded and understood (validity of a question) was important. Several differently worded questions could refer to one motive. The outcomes document that findings related to one motive could be different (sometimes even opposite), depending on the wording of a question (Hladká & Hyánek, 2015). Therefore, we tested a pilot questionnaire on 50 respondents to precise the wording of the questions.

The questionnaire was anonymous and the request for completion was sent to a total of 781 e-mail addresses, which were exported from the secure web portal *mylci.lionsclubs.org* from May 2022. The SMTP Klerk server for sending bulk mail was used to distribute the questionnaire, the deliverability was 99.21%. The survey was conducted in the period August–October 2023. Response rate was 20.6% (150 respondents). The sample set is representative in terms of gender (p-value = 0.653) and age category (p-value = 1). We evaluated the correlations between the collected data using the Spearman correlation coefficient.

4 Results

Through its global structure, LCI's international service organization members provide alternative access to services in a variety of areas (Vision, Childhood cancer, Diabetes), provide disaster relief, address humanitarian needs, and assist youth. Financial resources are needed to implement services. For this reason, LCIF provides fundraising to enable Lions to strengthen the ministry around the world. LCI is increasing the impact of service in the areas of vision, youth development, disaster relief and humanitarian efforts, supporting the fight against the

global diabetes epidemic, and creating greater progress in the areas of childhood cancer, hunger and the environment. By providing services, they help address the needs of communities thereby contributing to an improved quality of life. In this context, the results of an empirical investigation of the interdependencies between the amount of financial contributions received by the Lions Clubs International Foundation and the CAF World Giving Index for 2020, we observe a linear relationship between them. *Table 2* shows the means and standard deviations of the WGI-D20 and LCIF-M20_{pc} variables for all countries under study.

Table 2. Descriptive statistics for WGI-D20 and LCIF-M20_{pc} values

		WGI-D20	LCIF-M20 _{pc}
<i>N</i>	<i>Valid</i>	97	124
	<i>Missing</i>	27	0
<i>Mean</i>		30.25	13.55
<i>S.E. Mean</i>		1.43	4.77
<i>Mode</i>		25.00	.00
<i>Std. Dev</i>		14.08	53.08
<i>Variance</i>		198.38	2817.09
<i>Kurtosis</i>		.99	82.83
<i>S.E. Kurt</i>		.49	.43
<i>Skewness</i>		.79	8.51
<i>S.E. Skew</i>		.24	.22
<i>Range</i>		80.00	544.39
<i>Minimum</i>		3.00	.00
<i>Maximum</i>		83.00	544.39
<i>Sum</i>		2934.00	1680.76
<i>Percentiles</i>	50 (Median)	28	1.125880172469

Source: IBM SPSS output 2023, Charities Aid Foundation (2021), LCIF (2020)

The results of using correlation and regression analysis are shown in *Tables 3* and *4* for the dependent variable World Giving Index – donating (Y). Correlation is a measure of the relationship between the variables under study. Based on Pearson’s correlation coefficient, which we can conclude that there is a linear direct relationship between the variables of the study.

Table 3. Pearson’s Correlations between WGI-D20 and LCIF-M20_{pc}

		WGI-D20	LCIF-M20 _{pc}
<i>WGI-D20</i>	<i>Pearson Correlation</i>	1.00	.21
	<i>Sig. (2-tailed)</i>		.038
	<i>N</i>	97	97
<i>LCIF-M20_{pc}</i>	<i>Pearson Correlation</i>	.21	1.00
	<i>Sig. (2-tailed)</i>	.038	
	<i>N</i>	97	124

Source: IBM SPSS output 2023, Charities Aid Foundation (2021), LCIF (2020)

Table 4. Result of the regression analysis for the dependent variable WGI-D20

	<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>t</i>	<i>Sig.</i>
	<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
<i>(Constant)</i>	29.57	1.44	.00	20.50	.000
LCIF-M20_pc	.05	.02	.21	2.11	.038

Source: IBM SPSS output 2023, Charities Aid Foundation (2021), LCIF (2020)

From the results of using the regression model, it is evident that the value of the World Giving Index in 2020 was positively correlated with the amount of *per capita* financial contributions received by the Lions Clubs International Foundation. If the *per capita* volume of financial donations increased by one dollar, then the WGI-D20 value increased by 0.05, with the WGI being a value that ranges from 3 to 83. The value of the correlation coefficient (0.21) indicates that whenever the *per capita* volume of financial flows (LCIF-M20_pc) increases, then the value of the World Giving Index (WGI) also increases.

For comparison, the Spearman rank correlation results show that there is no relationship or correlation between the WGI and GDP of a country. The two variables are separated or do not significantly correlate. This fact shows that the level of national income of a country does not correlate with the level of donations of the population in that country.

To follow up, we analysed the effects of the extended model of the Theory of Planned Behaviour in the condition of the Slovak Republic. Using the Spearman correlation, we tested the assumption of whether the Slovak members of LCI demonstrate their attitudes, moral and descriptive norms by donating to LCIF. The results are presented in *Table 5*.

Table 5. The influence of the self-evaluation of the activity of the member of the organization in selected areas

Monitored area	p-value	R	Dependence	N
Donation of funds	< 0.000	0.497	weak correlation	120
Area of club activity				
vision, preventing preventable blindness, improving the quality of life of the blind and visually impaired	0.013	-0.208	weak negative correlation	142
the opportunity to meet friends and participate in events	0.005	0.232	weak correlation	142

Source: Authors’ own research

It is clear from the table that the degree of self-evaluation of the organization member’s own activity has an impact on the donation of funds. It means that the higher the perception of the organization member’s activity in self-evaluation, the more regular the donation of funds other than membership fees. Thus, the attitudes towards donations are influenced by the level of a member’s activity. In the questionnaire, more than half of the respondents (52.4%) indicated that their donations were influenced by *Campaign 100*.

The results of the analysis further demonstrated that the degree of self-evaluation of the organization member's own activity has the opposite effect on the club's field of activity, which is vision, prevention of blindness, improvement of the quality of life of the blind and visually impaired. This means that the more active a member of the club considers himself to be, the more important he perceives the field of vision, the prevention of preventable blindness, and the improvement of the quality of life of the blind and visually impaired. Here again, the internal attitudes of individuals are demonstrated, as they choose which area within the organization, they want to be active in, and which of the services provided they consider to be the most important.

Furthermore, the degree of self-evaluation of the organization member's own activity has an impact on the support or facilitation of club activities with the possibility of meeting friends and participating in events. Moral and social norms are manifested in this area: the collective influences the individual to behave in a certain desired way. Social norms refer to an individual's beliefs about the common or accepted behaviours within a group (Everett et al., 2015). The individual wants to belong to the group and fulfils the expected moral norms. An example of a moral norm is the statement, "9 out of 10 people already pay their taxes on time". (Muthová et al., 2022). In our case, 48% of respondents stated that they decided to donate in *Campaign 100* because their peers and friends in the organization had done so.

The age factor indicates findings that the regularity of donating funds, apart from membership fees, increases with increasing age, while one in five respondents chose the option "I don't want to comment". 40.8% of respondents contribute regularly or occasionally, while 59.2% of respondents said that they do not contribute financially, apart from membership fees.

5 Discussion

Since the analysis regarding the influence of club organization on the level of donation has not been processed according to our knowledge, it is not possible to discuss the findings with the conclusions of other research studies. We can cite the authors' brief results that inspired us to take such an approach to analysis.

Beslerová and Dzuríčková (2014) focused on investigating the relationship between the Human Development Index (HDI) and the Legatum Prosperity Index (LPI). They conducted the research on a sample of EU countries, of which they mainly focused on the V4 countries. The main goal was to compare the differences of the selected indices and point out the most significant indicators that influence the results. The main conclusion of their research was the finding that we can observe differences between the indices. This is mainly due to differences in the indicators used, as the LPI contains more indicators and thus reflects a wider spectrum of information and aspects.

The shortcoming of the HDI index lies in the fact that it does not sufficiently cover several dimensions of human development – e.g., poverty and equity of income distribution, gender equality, housing, access to public services or markets, human and political rights, personal security, etc.

Meríčková et al. (2017) analysed the relationship between the amount and structure of public expenditures and the Human Development Index (HDI) and found that the total amount of public expenditures does not have a significant impact on socio-economic development. However, public spending in the "productive" sectors of public services (especially education, health and social services) has the potential to have a positive impact on socio-economic

development. They were based on the methodology of the study “Public sector efficiency: evidence for new EU member states and emerging markets” (Afonso et al., 2006), but they modified their approach by changing the gross domestic product (GDP) indicator to the human development index (HDI).

Stryzhak (2020) used a correlation analysis to assess the relationship between the quality of the institutional environment and the level of the human development index. The results of the correlation analysis show that there is a strong direct link between the quality of the institutional environment and the HDI. The correlation ranges from significant to very strong. This gives the basis for the conclusion that the quality of the institutional environment has an impact on the level of human development.

Nurjanah et al. (2021) used a quantitative correlation approach to know the relationship between the World Giving Index (WGI) and a country’s Gross Domestic Product (GDP). The results of the Spearman rank correlation test show no correlation between WGI and GDP. This research is still minimal, and according to the authors, further and comprehensive research is needed with the relationship and impact of Indonesia’s national income on the level of donation. Based on this research, we see that Indonesian people have a great potential to give gifts, even though Indonesia is a lower middle-income country.

Jones and Posnett (1991) revealed that an increase in donation behaviour (in the sense of giving funds) is not consistent with an increase in household income. On the other hand, there is a significant positive relationship between a person’s income and donation level (Mohd Arshad, 2016). Both mentioned types of research were conducted by testing at the micro level.

Pharoah and Tanner (1997) explain that people who consider religion in their lives tend to give more. This study uses a quantitative approach to test the correlation between the World Generosity-Giving Index (WGI) and Gross Domestic Product (GDP) using Spearman’s rank correlation test. The authors found that there is no correlation between high income and the desire to give.

Our analysis identified certain relationships regarding the level of donations to the international organization LCIF and the WGI index. It points to the deeper mission of the organization, the clubs and their activities, although the clubs operate locally, but thanks to a wide membership base around the world, they also have global influence.

Regarding the TPB application in the Slovak condition, we can conclude that members’ activity and their age influence the level of money donation (other funding than membership fees). Members’ own activity has an impact on the support or facilitation of club activities with the possibility of meeting friends and participating in events, i.e. moral and social norms are manifested as defined by Ajzen (1991) or Everett et al. (2015). Hladká and Hyánek (2015) who analysed motives that can influence decisions to donate to a non-profit organisation in the Czech Republic, also showed that on average, a donation was made most often by the respondents who identified with among others the motive of social rules. And the respondents who did not identify with the motive of moral duty showed the lowest frequency of donating.

The analysis of TPB in Slovakia showed that gender has no effect on donating financial contributions. In contrast, Kou et al. (2014) investigated how women influence charitable giving in the international organization we monitored. Data were collected from a survey of Lions Club members in 14 countries to assess the impact of micro- and macro-level factors on charitable giving. The results suggest that belonging to a club where at least half of the members are women and where there is an increase in the percentage of female membership in the respondent’s country is associated with a higher likelihood of donating, as well as more donating to the LCI organization.

6 Conclusion

The purpose of this paper was to analyse the correlations between the amount of *per capita* donations received by the Lions Clubs International Foundation and the internationally recognized World Giving Index. Mathematical-statistical methods were mainly used, especially correlation and regression analysis. The study provided information that the internationally recognized WGI ‘Giving’ sub-index is influenced by the amount of *per capita* financial contributions received by the Lions Clubs International Foundation. Regression analysis of the data reveals that the surveyed organization’s fundraising activities received by LCIF are positively associated with the ‘Giving’ sub-index of the WGI. This might imply that there are more private donations in the funding of public services which eventually turns out decrease of public spending. Moreover, non-governmental organizations improve the provision of local public services by bringing in various innovations.

Non-governmental organizations that have a character of a club organization like LCI are usually founded exclusively for the implementation of their own activities and the achievement of mutually beneficial goals. On the other hand, one must be aware of the “fragility” of this definition, because if the mentioned organization organizes an activity for the benefit of the public, then it certainly also performs a public benefit activity. If an organization has 10,000 members to whom it provides a certain service, it is questionable whether it is still a matter of mutual benefit with such a large membership base. As for the LCI organization, we have demonstrated that club members not only serve local communities but are also united by a higher mission. And if we look at the issue from a global point of view, we are talking about hundreds of thousands of members, i.e., even if they only provided services within their communities, with such a number we can already say that it is a public or generally beneficial interest. Correlation analysis showed that members’ activities really have a global impact on the development of the world index in the field of giving.

Testing the Theory of Planned Behaviour in Slovak LCI pointed out several findings which can be of use to practitioners. First, the higher the perception of the organization member’s activity in self-evaluation, the more regular the donation of funds other than membership fees, i.e., the attitudes towards donations are influenced by the level of a member’s activity. This implies that NGOs (not only Lions Clubs) should try to keep the members as active as possible. Moreover, the moral and social norms of the TPB are manifested in members’ activity: the collective influences the individual to behave in a certain desired way, e.g. donating funds. Secondly, the regularity of donating funds increases with increasing age, so the NGOs should strive to retain the members within the organization for long periods of time. The analysis showed that gender has no effect on donating money.

The study focused on examining the interdependencies of indicators for a single year only (2020), which can be seen as a limitation of this study. Further research can be carried out on a larger scale (data for at least 5 years) to obtain more general conclusions. Another area of research is tracking LCI members’ motives for donating with respect to the extended theory of planned behaviour model internationally, not only for Slovakia.

Acknowledgments

This work was supported by the Slovak Research and Development Agency under the Contract no. APVV-22-0090.

References

- Afonso, A., Schuknecht, L., & Tanzi, V. (2010). Public sector efficiency: evidence for new EU member states and emerging markets. *Applied Economics*, 42(17), 2147–2164. <https://doi.org/10.1080/00036840701765460>
- Ajzen, I. (1985). From intention to actions: A theory of planned behavior. In J. Kuhl, & J. Beckmann (Eds.), *Action control: From cognition to behavior* (pp. 11–39). Springer. https://doi.org/10.1007/978-3-642-69746-3_2
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Aldashev, G., & Navarra, C. (2018). Development NGOs: basic facts. *Annals of Public and Cooperative Economics*, 89(1), 125–155. <https://doi.org/10.1111/apce.12188>
- Andreasen, A. R., Kotler, P., & Parker, D. (2008). *Strategic Marketing for Nonprofit Organizations*. Pearson/Prentice Hall.
- Armitage, C. J., & Conner, M. (2001). Efficacy of the theory of planned behaviour: A meta-analytic review. *British Journal of Social Psychology*, 40(4), 471–499. <https://doi.org/10.1348/014466601164939>
- Beslerová, S., & Dzuríčková, J. (2014). Quality of life measurements in EU countries. *Procedia Economics and Finance*, 12, 37–47. [https://doi.org/10.1016/S2212-5671\(14\)00318-9](https://doi.org/10.1016/S2212-5671(14)00318-9)
- Bozionelos, G., & Bennett, P. (1999). The theory of planned behaviour as predictor of exercise: The moderating influence of beliefs and personality variables. *Journal of Health Psychology*, 4(4), 517–529. <https://doi.org/10.1177/135910539900400406>
- Charities Aid Foundation. (2021). *CAF World Giving Index 2021, A global pandemic special report*. Charities Aid Foundation. Online: <https://tinyurl.com/59em2r3w>
- Conner, M., & Armitage, C. J. (1998). Extending the theory of planned behavior: A review and avenues for further research. *Journal of Applied Social Psychology*, 28(15), 1429–1464. <https://doi.org/10.1111/j.1559-1816.1998.tb01685.x>
- Conner, M., Norman, P., & Bell, R. (2002). The theory of planned behavior and healthy eating. *Health Psychology*, 21(2), 194–201. <https://doi.org/10.1037/0278-6133.21.2.194>
- Conner, M., Warren, R., Close, S., & Sparks, P. (1999). Alcohol consumption and the theory of planned behavior: An examination of the cognitive mediation of past behavior. *Journal of Applied Social Psychology*, 29(8), 1676–1704. <https://doi.org/10.1111/j.1559-1816.1999.tb02046.x>
- Dufková, G. & Šálek, P. (2022). Effects of Development Aid on Donor's Exports: A Case of the Czech Republic. *Review of Economic Perspectives*, 22(3), 171–191. <https://doi.org/10.2478/revecp-2022-0008>
- Everett, J. A. C., Caviola, L., Kahane, G., Savulescu, J., & Faber, N. S. (2015). Doing good by doing nothing? The role of social norms in explaining default effects in altruistic contexts. *European Journal of Social Psychology*, 45(2), 230–241. <https://doi.org/10.1002/ejsp.2080>
- Fishbein, M., & Ajzen, I. (2010). *Predicting and changing behavior: The reasoned action approach*. Psychology Press.
- Giving USA Foundation. (2021). *The Annual Report on Philanthropy for the Year 2020*. Giving USA Foundation. <https://doi.org/10.57912/23887701.v1>
- Hladká, M. & Hyánek, V. (2015). Motives for donating: what inspires our decisions to make a donation to non-profit organisations? *Review of Economic Perspectives*, 15(4), 357–382. <https://doi.org/10.1515/revecp-2015-0026>

- Internal Revenue Service. (2022). Tax-Exempt Status for Your Organization, Department of the Treasury, Publication 557 (Rev. January 2022), Cat. No. 46573C. Online: <https://www.irs.gov/publications/p557>
- Jones, A., & Posnett, J. (1991). Charitable donations by UK households: evidence from the Family Expenditure Survey. *Applied Economics*, 23(2), 343–351. <https://doi.org/10.1080/00036849100000143>
- Knowles, S. R., Hyde, M. K., & White, K. M. (2012). Predictors of young people's charitable intentions to donate money: An extended theory of planned behavior perspective. *Journal of Applied Social Psychology*, 42(9), 2096–2110. <https://doi.org/10.1111/j.1559-1816.2012.00932.x>
- Kou, X., Hayat, A. D., Mesch, D. J., & Osili, U. O. (2014). The global dynamics of gender and philanthropy in membership associations: A study of charitable giving by Lions Clubs International members. *Nonprofit and Voluntary Sector Quarterly*, 43(2_suppl), 18S–38S. <https://doi.org/10.1177/0899764013502583>
- Lapsánszky, A. (2021). Communications as a networked public service – What is left of public service in a liberalised competitive market? *Institutiones Administrationis – Journal of Administrative Sciences*, 1(1), 40–58. <https://doi.org/10.54201/iajas.v1i1.7>
- Lapuente, V., & Van de Walle, S. (2020). The effects of new public management on the quality of public services. *Governance*, 33(3), 461–475. <https://doi.org/10.1111/gove.12502>
- LCIF (2020). LCIF Donations Drilldown Report tracked by LCI for the year 2020. Available only to members of LCI.
- LCIF. (2022a). *LCIF Mission*. Lions Clubs International Foundation. Online: <https://www.lionsclubs.org/en/discover-our-foundation/mission>
- LCIF. (2022b). *Guide to LCIF Grant Opportunities*. Lions Clubs International Foundation, LCIF646_EN 20/20. Online: <https://www.lionsclubs.org/en/lcif-grants-toolkit>
- LCIF. (2022c). *Campaign 100*. Lions Clubs International Foundation. Online: <https://www.lionsclubs.org/en/search-results?keys=Campaign+100>
- Lee, L., Piliavin, J. A., & Call, V. R. A. (1999). Giving time, money, and blood: Similarities and differences. *Social Psychology Quarterly*, 62(3), 276–290. <https://doi.org/10.2307/2695864>
- Ling, H. E. (2012). *A study of the relationship between indicators and public donation intention in Penang: A perspective of planned behavior theory with inclusion of some cognitive factors*. [Doctoral dissertation.] Universiti Sains Malaysia. Online: <https://tinyurl.com/ypfezc6x>
- Meričková, B. M., Nemeč, J., Svidroňová, M. M., & Pischko, V. (2017). Analysis of the relationship between the size and structure of public expenditure and socio-economic development. *Ekonomický časopis*, 65(4), 320–333.
- Miller, Z. D. (2017). The enduring use of the theory of planned behavior. *Human Dimensions of Wildlife*, 22(6), 583–590. <https://doi.org/10.1080/10871209.2017.1347967>
- Modi, P. (2012). Measuring market orientation in nonprofit organizations. *Journal of Strategic Marketing*, 20(5), 447–460. <https://doi.org/10.1080/0965254X.2012.689991>
- Mohd Arshad, M. N. (2016). Determinants of charitable giving in Malaysia. *Humanomics*, 32(4), 459–473. <https://doi.org/10.1108/H-01-2016-0007>
- Muthová, N. J., Svidroňová, M. -M, & Vitálišová, K. (2022). Smart Interventions for Smart Cities: Using Behavioral Economy in Increasing Revenue from Local Fees and Why It Might Sometimes Fail. In O. Gervasi, B. Murgante, S. Misra, A. M. A. C. Rocha, & C. Garau (Eds), *Computational Science and Its Applications – ICCSA 2022 Workshops*. Lecture Notes in Computer Science, vol 13382. (pp. 141–156). Springer, Cham. https://doi.org/10.1007/978-3-031-10592-0_12

- Norman, P., & Smith, L. (1995). The theory of planned behaviour and exercise: An investigation into the role of prior behaviour, behavioural intentions and attitude variability. *European Journal of Social Psychology*, 25(4), 403–415. <https://doi.org/10.1002/ejsp.2420250405>
- Nurjanah, F., Sakinah, M., & Muhammad, A. (2021). Chicken-and-egg dilemma between income and alms: review of Islamic perspectives. *Airlangga International Journal of Islamic Economics and Finance*, 4(1), 1–17. <https://doi.org/10.20473/aijief.v4i1.23173>
- Padanyi, P., & Gainer, B. (2004). Market orientation in the nonprofit sector: Taking multiple constituencies into consideration. *Journal of Marketing Theory and Practice*, 12(2), 43–58. <https://doi.org/10.1080/10696679.2004.11658518>
- Pharoah, C., & Tanner, S. (1997). Trends in charitable giving. *Fiscal Studies*, 18(4), 427–443. <https://doi.org/10.1111/j.1475-5890.1997.tb00272.x>
- Piferi, R. L., Jobe, R. L., & Jones, W. H. (2006). Giving to others during national tragedy: The effects of altruistic and egoistic motivations on long-term giving. *Journal of Social and Personal Relationships*, 23(1), 171–184. <https://doi.org/10.1177/0265407506060185>
- Reiling, H. T. (1958). Federal Taxation: What Is a Charitable Organization? *American Bar Association Journal*, 44(6), 525–598.
- Sargeant, A., Foreman, S., & Liao, M. N. (2002). Operationalizing the marketing concept in the nonprofit sector. *Journal of Nonprofit & Public Sector Marketing*, 10(2), 41–65. https://doi.org/10.1300/J054v10n02_03
- Shaikh, S. A., & Ismail, M. A. (2019). Exploring Dynamics of Private Giving as Income Support Institution for Endowment Deficient Consumers. In K. M. Ali, M. K. Hassan, & A. E. S. Ali (Eds.), *Revitalization of Waqf for Socio-Economic Development, Volume II*. (pp. 91–114). Springer. https://doi.org/10.1007/978-3-030-18449-0_5
- Shaikh, S., & McLarney, C. (2005). Where does all the money go? An investigation of donation filtration. *International Journal of Sociology and Social Policy*, 25(12), 81–91. <https://doi.org/10.1108/01443330510791243>
- Sheeran, P. (2002). Intention–behavior relations: a conceptual and empirical review. *European Review of Social Psychology*, 12(1), 1–36. <https://doi.org/10.1080/14792772143000003>
- Smith, A. (1759). *The Theory of Moral Sentiments*. Millar, Kincaid & Bell.
- Smith, J. R., & McSweeney, A. (2007). Charitable giving: The effectiveness of a revised theory of planned behaviour model in predicting donating intentions and behaviour. *Journal of Community & Applied Social Psychology*, 17(5), 363–386. <https://doi.org/10.1002/casp.906>
- Stryzhak, O. O. (2020). The relationship between education, income, economic freedom and happiness. *The International Conference on History, Theory and Methodology of Learning (ICHTML 2020)*, 75, 03004. <https://doi.org/10.1051/shsconf/20207503004>
- Sutton, S. (1998). Predicting and explaining intentions and behavior: How well are we doing? *Journal of Applied Social Psychology*, 28(15), 1317–1338. <https://doi.org/10.1111/j.1559-1816.1998.tb01679.x>
- Tkachuk, I., Sandal, J. U., & Vinnychuk, O. (2020). Impact of specific macroeconomic indicators on the formation of revenues of non-governmental organizations from personal contributions of the Ukrainian population. *Administratie si Management Public*, 34, 64–77. Online: <https://tinyurl.com/ym94xs6e>
- Toleikienė, R., Balčiūnas, S., & Juknevičienė, V. (2020). Youth Attitudes Towards Intolerance to Corruption in Lithuania. *Scientific Papers of the University of Pardubice. Series D, Faculty of Economics & Administration*, 28(2), 1–13. <http://dx.doi.org/10.46585/sp28020109>

- Tortia, E. C., Degavre, F., & Poledrini, S. (2020). Why are social enterprises good candidates for social innovation? Looking for personal and institutional drivers of innovation. *Annals of Public and Cooperative Economics*, 91(3), 459–477. <https://doi.org/10.1111/apce.12265>
- Trasciani, G., Esposito, G., Petrella, F., Alfano, V., & Gaeta, G. L. (2023). The institutional shaping of third sector organizations: Empirical evidence from Italian provinces, *Annals of Public and Cooperative Economics*, 95(1), 153–176. <https://doi.org/10.1111/apce.12425>
- Usmani, F., Jeuland, M., & Pattanayak, S. K. (2022). NGOs and the effectiveness of interventions. *Review of Economics and Statistics*, 1–45. https://doi.org/10.1162/rest_a_01217
- Vaceková, G., & Svidroňová, M. (2016). *Nonprofit organizations in selected CEE countries: A journey to sustainability*. Masaryk University.
- Valentinov, V. (2008). The economics of the non-distribution constraint: a critical reappraisal. *Annals of Public and Cooperative Economics*, 79(1), 35–52. <https://doi.org/10.1111/j.1467-8292.2007.00351.x>
- Weisbrod, B.A. (2004). The pitfalls of profits. *Stanford Social Innovation Review*, 2(3), 40–47. <https://doi.org/10.48558/82vx-ym41>
- West, L. A. (2004). Non-profits face funding pressures. *Journal of Accountancy*, 198(3), 16.
- Zawadzka-Pak, U. K. (2021). Values of Good, Truth, and Love in Participatory Budgeting in Poland. *Institutiones Administrationis - Journal of Administrative Sciences*, 1(1), 140–153. <https://doi.org/10.54201/iajas.v1i1.16>