



PR2 – INTERACTIVE AND NETWORKING TOOL STATE OF THE ART & BEST PRACTICES IN GERMANY



Developed By:





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1. Introduction

A short introduction about non-profit organizations and foundations in your country, stating their importance and the impact they have.

In Germany exist about 616.000 organisations of the civil society, including associations, foundations, cooperatives, and other organisations with non-profit status under tax law like, for example, non-profit limited liability companies. About 25% of these organisations are active in the field of sports, 18% in culture and media, 14% in education, 8% in social services, 8% in free time activities, and only 3 % in environment protection, 3% in the health sector, 3 % in civil protection, 3% are related to churches and other religious groups and 2% in science and research.

About 17,5 million of German citizens are engaged on a voluntary basis, however, the third sector is not only based on volunteers but increasingly involves paid staff. Nowadays about 10% of the employees in Germany are employed by a civil society organisation, of which about 50% work in part time. This is also due to the fact, that around 70% of people working in the third sector are women. Over 40% of the employees in the field of health and social services are working for the third sector. The same applies to employees in the field of education and training. Over the last years, the number and importance of non-profit limited liability companies and other organisations working in an economic but non-profit-making manner increased from 16.000 to 25.000 registered entities between 2010 and 2019. Associations and foundations still mainly depend on volunteers and less than a third of these organisations has paid staff.

The financing of non-profit organisations is very diverse, also depending on the field of activity. In 2015, 51% of non-profit organisations had an annual budget of under 10.000€. On average, 38,6% of the annual budget is generated through membership fees, 20,1% are earned capital, 18,8% are donations, 11% come from public funds, 4,1% from sponsoring, and 3,3% are investment income. Depending on the field of activity, the mixture of financing varies: For example, membership fees represent a bigger part of the financing for small associations in the field of sports while investment income is relevant mainly for foundations. Only about a third of all associations receives public funding, which is more important for non-profit limited liability companies. The bigger an organisation is the more likely that it has access to public funding.

The projections of the annual overall donation capacity range in Germany from 3,7 billion to 8,0 billion Euro. This sum is donated by about a third of the German population. Around 5.7 billion euros were donated in 2022 as a whole, despite the difficult current situation due to high inflation and rising energy prices. At 76.4% (previous year: 75.8%), humanitarian aid once again accounted for the lion's share of total donations, although this was once again exclusively attributable to emergency and disaster aid. The development of aid for refugees is particularly noteworthy. Here, a significant increase can be seen in the area of monetary donations. The volume of donations increased by a remarkable 227% compared to the period under review

in 2021 (from 347 million euros to 1.133 billion euros). The majority of the inflow of donations took place in the months of February - April 2022 and thus at the beginning of the war in Ukraine. Around 18.7 million people donated money to charitable organizations or churches in 2022. At 43 euros, the amount of the average donation per donation act is at its highest level since the survey began in 2005. The previous high was 42 euros per donation act in the previous year. The average donation frequency per donor remained at a slightly improved level of 7.1 compared with 2021. All these factors played a key role in the renewed positive result for total donations. Outside of humanitarian aid, the only area in which Germans donated more than in the previous year was animal welfare (plus 8 million euros). Considerable losses were recorded in the area of culture/monument preservation. Its previous year's share of 2.6% of the total donation volume continues to fall to 1.8%. While 153 million euros in donations were available to this area in 2021, this year the figure was only 102 million euros.

The 70-plus generation continues to be the biggest donors. As in the previous year, their share of the total volume is again 43%. The age group of 40 to 49 is increasingly becoming the problem child of all age groups. While this age group still contributed 16% to the total volume in 2019, it was only 9% of all donations in the past year. Their total annual donation also fell from €320/person in 2019 to now only €234/person in 2022. This impression is reinforced before noting that all other age groups increased their annual donation contribution compared to 2019, in some cases significantly.

Due to recent German history, there is a significant difference between western and eastern German states when it comes to foundations: According to data from the Association of German Foundations, there were a total of 1,613 legally capable foundations under civil law at the end of 2018. This number of legally capable foundations in East Germany is far below that in the West, where there are 20,175 legally capable foundations under civil law. The association explains these still very different overall figures by saying that foundations in the GDR were undesirable as an expression of civic commitment on the part of the state and that between 1952 and 1956 around 90 percent of all secular foundations existing at that time were dissolved. The fact that fewer foundations have been set up in the east than in the west since reunification is due, among other things, to the distribution of wealth: Assets of people in the eastern countries are significantly lower than in the west, accordingly there is less money available for foundations. But the eastern and western German foundation landscape also differs in terms of culture: Well-funded individual donors play a smaller role in the east than in the west. On the other hand, community foundations, in which many people work together, are of particular importance in the east. Many foundations in the east fund their work through civic engagement and fundraising, for example through donations, rather than through income from the foundation's assets.

- <https://www.bertelsmann-stiftung.de/de/unsere-projekte/zivilgesellschaft-in-zahlen/>
- Holger Krimmer Hrsg.: Datenreport Zivilgesellschaft (2019)
- Holger Krimmer, Jana Priemer: ZiviZ-Survey 2012. Zivilgesellschaft verstehen. (2013)
- Norman Spengler, Jana Priemer: Daten zur Zivilgesellschaft, Eine Bestandsaufnahme (2011)
- <https://www.die-stiftung.de/stiftungsszene/ostdeutschland-gruendet-der-abstand-bleibt-85309/>
- <https://www.spendenrat.de/bilanz-des-helfens-2022/>

2. Barriers and Supports for Foundations

Present desk research identifying barriers and supportive mechanisms foundations face in your country e.g. (legal and tax barriers, as well as language and competences) that hinder the operation and impact of these organizations or about good practices and measures that taken to eliminate or reduce those challenges.

In the context of fundraising in the third sector, one has to keep in mind the difference between foundations (Stiftungen), non-profit limited liability companies (gemeinnützige GmbH), and associations (Vereine):

Foundations:

A key difference between the foundation and the other legal forms under consideration is the rigid definition of purpose. Usually, the purpose of a foundation is to preserve a body of assets, for example to preserve the family fortune or to prevent a division of the estate. It is regularly endowed with foundation assets. Notwithstanding this, it can also support charitable and idealistic objectives that are financed from the income of the foundation assets. Foundations must be endowed with minimum assets of 50,000 euros. A foundation has no members. It has a founder and is administered by the foundation bodies. While the association and the gGmbH, for example, can make changes through the general meeting of members or shareholders, such an adjustment is extremely complicated in the case of a foundation.

Associations:

The legal form of the association comprises a share of about 95% of the non-profit organizations in Germany. The approximately 600,000 registered associations are characterized by a very high degree of heterogeneity. There is hardly a purpose or interest that is not represented by an association. The purpose of founding an association is regularly to achieve idealistic purposes. The association consists of association members. In particular, it continues to exist regardless of a change in the membership. In principle, every citizen is entitled to be admitted to an association. Therefore, many associations rely on membership fees and donations to operate sustainably. The establishment of an association does not require capital. In the association, the board of directors can be re-elected regularly.

Non-profit limited liability companies:

In addition to foundations and associations, corporations can also claim tax benefits due to non-profit status. Corporations are in particular stock corporations, partnerships limited by shares and limited liability companies.

Organisations, who want to raise funds and be tax-exempt, need to be recognized as non-profit. They need to apply for this and the non-profit status is regularly checked by the tax offices. According to the tax law and organization is non-profit when it is dedicated to the "selfless support of the general public in material, spiritual or moral matters" and the organization has to pursue charitable, benevolent, or church-related purposes.

In case an organisation is also active in an economic sense, these activities should not outbalance the charitable/non-profit activities, or the tax office can revoke the non-profit status. Economical active non-

profit organisations have to prove that these economical activities are a special purpose enterprise and are necessary for the organization to fulfil its purpose. Economical activities are for example when a choir is organized as a non-profit association and sells tickets for its concerts. If the admission is free and the audience is only asked to donate what they want at the exit, this counts as charitable activity. Sponsoring is also considered as economic activity, since the organization offers a return service for the money they receive. All surplus funds a non-profit association is generating must be used promptly for the defined purposes.

If an organisation is recognized as non-profit, it is exempt from corporate tax and trade tax. This tax exemption applies above all to the idealistic area: no taxes are due for membership fees, donations, inheritances, grants, and the like. Also the economic activities are tax-exempt up to a limit of 35.000€ of income per year. In case the income larger than this amount, economical activities like sport or cultural events have a reduced tax rate of 7% (VAT).

For collecting donations in public (on the streets or by ringing door bells), each of the federal states in Germany used to have a so-called collection law under which it was necessary to register this with the responsible administration and ask for permission. The aim was to check the credibility of the collector and the organisation since anyone asked for a donation in a public space is usually not in the position to check this on the spot and is forced to decide immediately for or against a donation. Due to the high administrative workload, most federal states scraped this law over the last two decades. Nowadays, only in the federal states of Rhineland-Palatinate, Thuringia, and Saarland this law still applies.

- Rhineland-Palatinate:
<http://landesrecht.rlp.de/jportal/?quelle=jlink&query=SammlG+RP&psml=bsrlpprod.psm1>
- Thuringia:
<http://landesrecht.thueringen.de/jportal/?quelle=jlink&query=SammlG+TH&psml=bsthueprod.psm1&max=true&aiz=true>
- Saarland:
http://sl.juris.de/cgi-bin/landesrecht.py?d=http://sl.juris.de/sl/SammlG_SL_rahmen.htm

Laws related to non-profit status:

It is necessary to register an association at the appropriate district court in order to become a registered association. In Germany, the abbreviation is “e.V.”, which is part of the official name of an organisation. In this way, it is possible to identify an association as non-profit on first sight. The district courts are in the responsibility of the federal state and also have many other functions and tasks.

- Gesetz zur Regelung des öffentlichen Vereinsrechts (Vereinsgesetz)
<http://www.gesetze-im-internet.de/vereinsg/index.html>
- Bürgerliches Gesetzbuch (BGB) §21 - 79
https://www.gesetze-im-internet.de/bgb/_21.html
Abgabenordnung §51-68 (General Fiscal Law)
<https://dejure.org/gesetze/AO/52.html>

Individuals, companies and also associations need to indicate donations in their tax declaration and document them according to the law.

- Individuals can claim donations up to 20% of their annual total amount of income as tax-exempt (income tax). In case the donations are over 20%, they can be carried into the next fiscal year.
- For donations up to 200€ the proof for donations can be a bank statement, transfer voucher, or a pay-in slip. In case of donations over 200€, an officially recognized donation receipt according to the regulations is necessary.
- Corporations can also claim donations up to 20% of their annual income before the deduction of donations as tax-exempt (corporate tax).
- Additionally, companies are able to claim donations up to 20% of the annual profit from business operation as tax-exempt (trade tax).
- Another limit for companies refers to the sum of total turnover and wages and salaries spent within a year. Up to 4% of this sum can be claimed as a donation to reduce profits.
- In case of higher donations, the difference can be carried into the next fiscal year.
- For donations up to 200€, the proof for donations can be a bank statement, transfer voucher, or a pay-in slip. In case of donations over 200€, an officially recognized donation receipt according to the regulations is necessary.
- Donations in kind from companies can also be claimed, but for donations in kind from the business assets (e.g. old computer), the company needs to pay VAT on the replacement value.

https://www.gesetze-im-internet.de/estg/_10b.html

<https://www.buergergesellschaft.de/praxishilfen/arbeit-im-verein/rechtsgrundlagen/gemeinnuetzigkeitsrecht-gemeinnuetziges-steuerrecht/>

<https://www.impulse.de/finanzen-vorsorge/geld/spenden-absetzen/2150948.html>

3. Good Practices

Each partner should select at least 5 best practices from their own country in relation to fundraising activities and/or storytelling and fill the table below. The foundation delivering the good practice can be included into the interactive mapping tool when developed.

The following criteria should be taken into consideration when selecting a good practice:

STORYTELLING

- Clarity of the contents – clear message and ability to reach the recipients
- Ability to involve emotionally or to motivate to take action
- To innovate with new technologies and technological tools/ channels

FUNDRAISING

- N° of events organized and participate
- Reached targets (quantitatively and qualitatively).
- Creation of a network of collaborators
- Innovative ways to raise funds

GOOD PRACTICE 1	
Name of the Good Practice	Podcast „Ausgeflogen“
Name of the Provider	Landesbund für Vogelschutz in Bayern e.V.
Short Description (50-70 words)	The LBV podcast "Ausgeflogen" gives a voice to active nature conservationists in Bavaria who are otherwise more active behind the scenes. The intended audience are people interested in biodiversity, conservation issues and volunteerism. Listeners get a personal insight into the work of Bavarian species conservationists and their commitment and fascination for nature.
Level (Regional, Local, National)	Regional
Tools/Resources/ Services	Podcast
Link/ Website	https://www.lbv.de/ueber-uns/podcast/ https://www.facebook.com/LBVBayern/ https://www.instagram.com/lbv_bayern/ https://www.youtube.com/user/LBVBayern

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GOOD PRACTICE 2	
Name of the Good Practice	“Haste mal ne Mark?!“ Fundraising campaign
Name of the Provider	Franziskustreff-Stiftung
Short Description (50-70 words)	“Haste mal ne Mark?!“ is a multimedia campaign for online and offline fundraising. It runs from 17 March to 21 April 2023 and calls for people to do some spring cleaning and to donate any DM (old German currency before the Euro) they might find in the process. The campaign uses online methods such as social media, but also billboards with catchy slogans. There is also a cooperation with a major Frankfurt bank where people can donate and an offer for a online workshop with an organizing professional known from TV.
Level (Regional, Local, National)	local
Tools/Resources/ Services	Social media, ad campaign, online workshop
Link/ Website	https://www.franziskustreff.de/spenden/dm-spende/ https://www.facebook.com/franziskustreff/ https://www.youtube.com/@franziskustreff995/videos https://www.instagram.com/franziskustreff/?hl=de

GOOD PRACTICE 3	
Name of the Good Practice	Mitleid- dabei
Name of the Provider	Diakonie Stetten
Short Description (50-70 words)	Diakonie Stetten has been running the “Mitleid- dabei“ campaign for several years. The title is a word play on the German word “Mitleid“ (pity) and “mit dabei“ (included), calling for the active inclusion of people with special needs instead of pitying them. Part of the campaign is a video called “Selbst ist die Jule“ about the (self-)perception of disabled people. Furthermore, the website features several personalized stories of how donations help people.



Level (Regional, Local, National)	regional
Tools/Resources / Services	
Link/ Website	https://www.diakonie-stetten.de https://selbstistdiejule.de https://www.facebook.com/diakonie.stetten/?locale=de_DE https://www.instagram.com/explore/locations/599744306719998/diakonie-stetten-ev/?hl=de https://vimeo.com/642726466

GOOD PRACTICE 4

Name of the Good Practice	"Gib mir die Kugel"
Name of the Provider	Bürger für Leipzig foundation
Short Description (50-70 words)	Under the motto "Gib uns die Kugel" ("Give us the bauble"), the Stiftung Bürger für Leipzig (Citizens for Leipzig Foundation) called on people to donate baubles and other Christmas decorations to give to other interested parties in exchange for a monetary donation. This was advertised exclusively via the digital channels of the Citizens for Leipzig Foundation. Donations amounting to 900 euros were collected, and further income came from the sale of items donated by the donors. In addition, the campaign was a contribution to the City of Leipzig's zero-waste campaign "Mein Leipzig schon ich mir" and to resource conservation.
Level (Regional, Local, National)	local
Tools/Resources/ Services	Co-campaigning
Link/ Website	https://www.facebook.com/buergerfuerleipzig/ https://www.instagram.com/buergerfuerleipzig/ https://www.buergerfuerleipzig.de/

GOOD PRACTICE 5

Name of the Good Practice	"Fair teilen!" campaign
Name of the Provider	Bürgerstiftung Göttingen
Short Description (50-70 words)	With its "Fair teilen!" (share fairly) campaign, the Bürgerstiftung Göttingen turned to people who do not need to rely on government

	financial support in the face of high inflation. They were asked to donate assistance such as the energy price flat rate and December deduction to the Bürgerstiftung so that it could redistribute the funds to support those for whom government assistance was not enough. The civic foundation found many ways to promote its campaign, such as interviews and reports on the radio, via social media channels, at New Year's receptions, via flyers, the homepage and home games of the BG Göttingen basketball team. The result of the campaign is around 17,000 euros.
Level (Regional, Local, National)	local
Tools/Resources/Services	
Link/ Website	https://www.buergerstiftung-goettingen.de/ https://www.facebook.com/buergerstiftunggoettingen/?locale=de_DE

4. Conclusion

A brief summary of the report and closing remarks.

5. Reference List

Provide a list of the references used in an APA format.

Use **Harvard APA Style** for references

https://www.city.ac.uk/_data/assets/pdf_file/0017/77030/portsmouth_harvard_guide.pdf

e.g.

Masouras, P., & Konis, D., (n.d). *e-Skills: Status and Prospects in Cyprus*. Retrieved from

[http://www.mcw.gov.cy/mcw/dec/dec.nsf/all/6135AFD476EAE1D14325795600352366/\\$file/e-Skills%20-%20Going%20Local%20II%20V1.1.pdf?openelement](http://www.mcw.gov.cy/mcw/dec/dec.nsf/all/6135AFD476EAE1D14325795600352366/$file/e-Skills%20-%20Going%20Local%20II%20V1.1.pdf?openelement)