

Significance of Philanthropy in community social work focusing on efficiency of performance

Abstract (in English)

The aim of this diploma thesis is the presentation of the subject of philanthropy in community social work. Special attention is however paid to the concept of effectivity of performance of social work. It is also endeavoured to delineate the concepts such as community social work, philanthropy, quality of social services and measuring social impact.

The main purpose of the research part of the thesis is exploration of the question whether there is a connection between effectivity of an organization and its success. In the commercial sector, success is perceived as long-term stability of the organization and its market prosperity. The aim of the research was to find out if this relationship holds true for non-profit sector or social services as well.

The chosen strategy was qualitative research. The data collecting was conducted by means of individual semi-structured interviews. The main contribution of the thesis is the finding that the performance capacity of an organization is conditioned primarily by its staffing. More precisely, the more high-quality employees the organization has the higher performance it should achieve.