

Abstract:

This study focuses on the collaboration between profit and nonprofit sector in the Czech Republic. The primary objective is to find specific elements in collaboration between nonprofit organizations and profit organizations, and answer the main research questions concerning the relationship characteristics. This study consists basically of two parts. The first one is a theoretical part and focuses on corporate social responsibility, business philanthropy, social marketing, sponsoring and other business activities concerning corporate social responsibility and philanthropy. The second research part is aimed at SWOT analysis of the collaboration between profit and nonprofit sector and research of nonprofit sector designed as a questionnaire research. The research of this study is based on data retrieved from particular nonprofit organizations, which have received a donation from Ceskoslovenska obchodni banka, a. s., Komerčni banka a.s. or T-Mobile CZ a.s. While the collaboration between profit and nonprofit sector is not mapped yet in the Czech Republic, the main sources for my study were international, mainly U.S. theoretical and research studies.