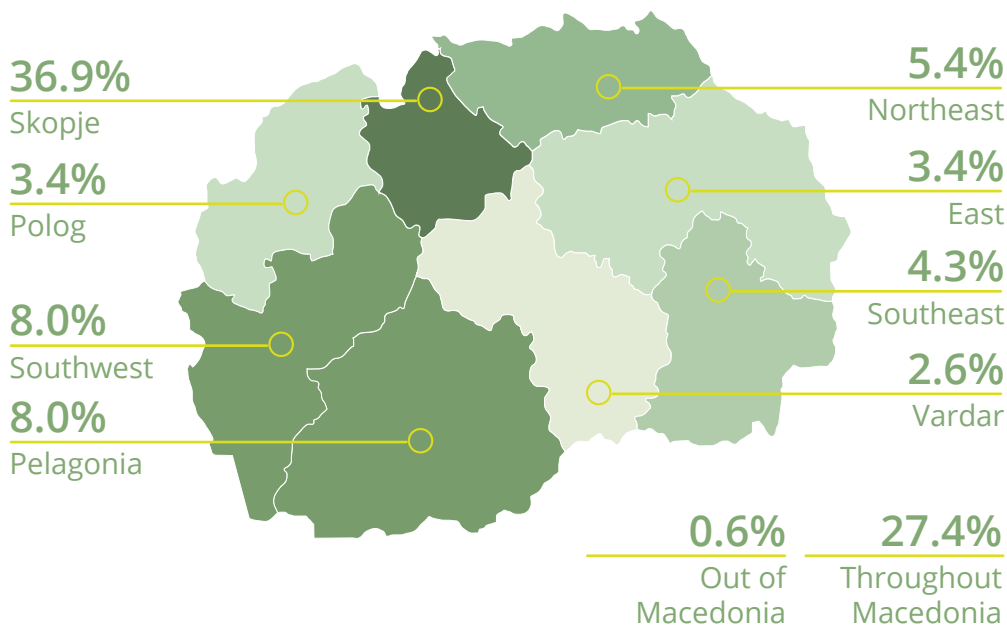


2015 Annual Report

on the State of Philanthropy

MACEDONIA

Quick Facts



350

of recorded instances



3.46
million euros

total value of donations



1.71 €

average donation per citizen



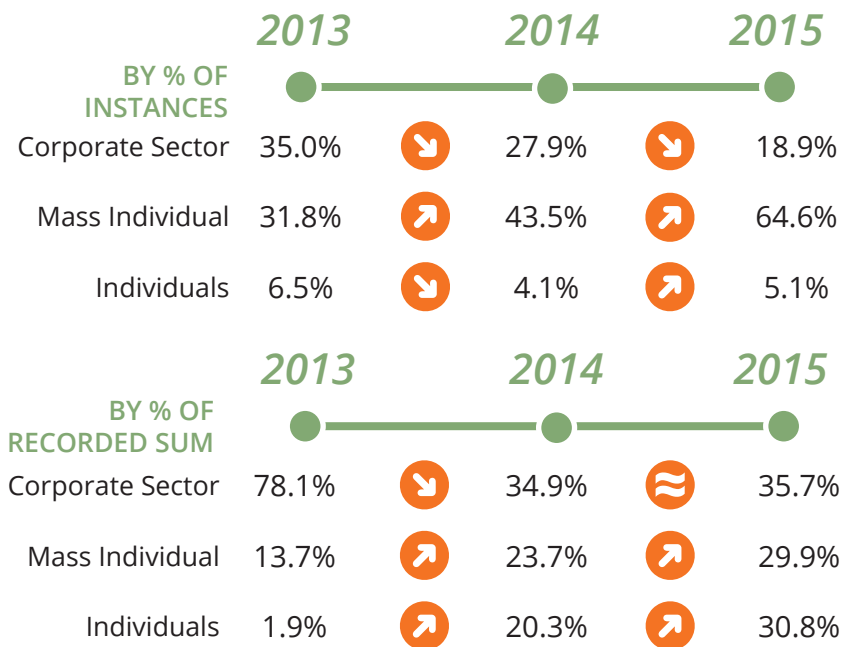
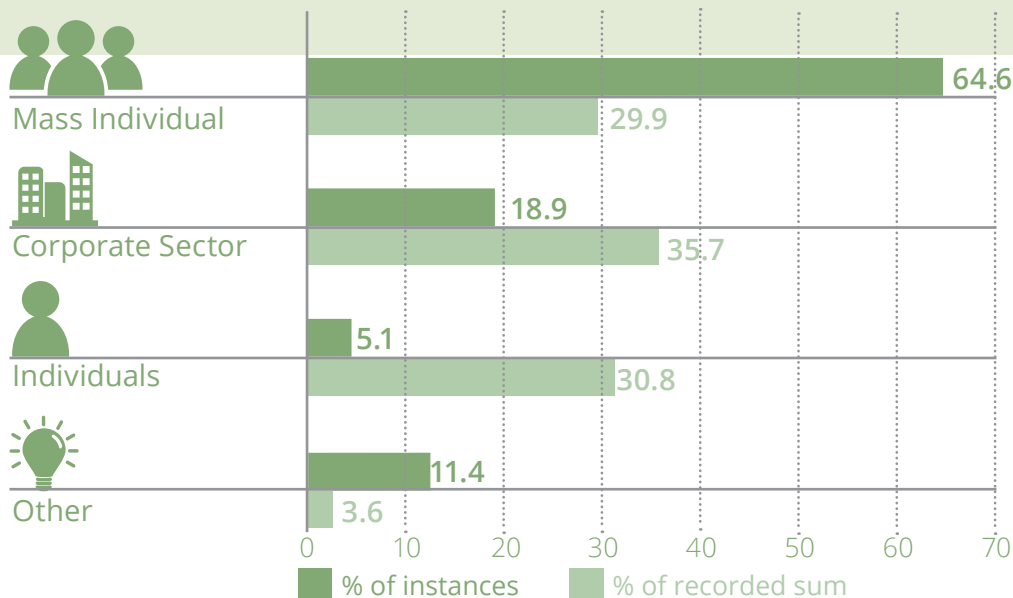
19.4%

increase from 2014

During 2015, Catalyst Balkans tracked media reports on domestic individual, corporate and diaspora philanthropy in Macedonia. This brochure provides key statistics on the findings of this research.

DONORS

DONATIONS BY TYPE OF DONORS (% of instances vs. % of recorded sum)





KEY POINTS:

- Although the number of instances decreased, the overall value of donations increased by 19.4% from 2014 to 2015.
- In 2015, the most active donor types were mass individual (64.6%), followed by the corporate sector (18.9%) and individuals (5.1%).
- By value of donation, the corporate sector led with a 35.7% share in the total recorded amount, followed by individuals with 30.8%, and individuals with the similar share of 29.9%.
- Diaspora giving stayed on a very similar level in comparison to 2014; diaspora participation in 2015 was 3.0% by number of instances, while recorded value of donation is 6.6%.
- Trends noted include: the mass individual category of donors continuously increased both level of activity and amount given; individual donors kept a similar level of activity but gave larger amounts; and, the corporate sector decreased activity, but still gave the largest amounts.



CORPORATE SECTOR

Profiles of the Most Common Types of Donors



Institutions

Individuals /
Families

TOP 3
RECIPIENT ENTITIES

42.9%

25.7%

15.7%

Nonprofit
Organizations



Support to
Marg. Groups

Poverty
Reduction

TOP 3
THEMES FOR GIVING

25.7%

22.9%

11.4%

Healthcare



People from
Specific
Communities

Economically
Vulnerable

TOP 3
FINAL BENEFICIARY GROUPS

31.4%

12.9%

12.9%

People with
Health Issues



EXAMPLES OF CORPORATE SECTOR DONATIONS

In 2015, large Macedonian companies showed a high level of commitment to help and support the marginalized communities and people in need.

*In that sense, **Žito Luks ad Skopje**, a company that produces flour, bread and baked goods, initiated the campaign entitled “**Hrana podarena od srce**” (Food Gift from the Heart). This campaign is designed to help institutions that take care for children or people from socially vulnerable categories. One of the institutions that were supported within the frameworks of this campaign in 2015 was the Special Primary School for Children with Intellectual and Physical Disabilities Zlatan Sremec in Skopje.*

*Another representative example is **Stopanska Banka AD Bitola** who supported the work of the Association for Treatment of People with Autism, ADHD and Asperger Syndrome Vo Mojot Svet. This association supports the lifelong battle of the thousands of families whose children are diagnosed with autism, ADHD and Asperger's syndrome. As a sign of gratitude towards the management and employees of the bank, children and volunteers of the association donated their drawings to the Stopanska Banka AD Bitola.*

***Bučim Copper Mine** from Radoviš, supported the refurbishment of the Cultural Center Aco Karamanov in Radoviš, sponsored several cultural events and donated a film projector to this institution, thus provided valuable input in the fostering the art and culture in this municipality in Eastern Macedonia.*



MASS INDIVIDUAL

Profiles of the Most Common Types of Donors



Individuals /
Families

Institutions

TOP 3
RECIPIENT ENTITIES

49.1%

22.1%

16.8%

Nonprofit
Organizations



Healthcare

Poverty
Reduction

TOP 3
THEMES FOR GIVING

33.6%

33.6%

12.8%

Support to
Marg. Groups



People with
Health Issues

Economically
Vulnerable

TOP 3
FINAL BENEFICIARY GROUPS

28.8%

17.3%

13.3%

People with
Disabilities

LONG-TERM DEDICATION TO GIVING



*When looking at long term dedication and support, the efforts of **Dimitar Gocevski**, a student from Skopje, must be noted.*

Dimitar has been helping homeless people for more than a year. Besides many other initiatives, he started a campaign to provide one homeless person a hot meal and place to sleep for a day. His first beneficiary was Tome Maslarov, who came to Skopje from Strumica trying to find a job.

DONATIONS FROM THE DIASPORA

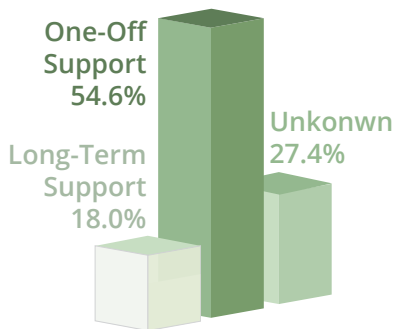


In 2015, the Macedonian diaspora from all around the world was especially active in the provision of support to the people that were victims of the flooding that happened during 2015 in Eastern Macedonia as well as in the Pelagonia and Polog regions.

*Members of the **Macedonian Club Gotse Delcev in Geteborg, Sweden**, raised around 10,000 SEK to help flood-affected people in Eastern Macedonia. The **St Naum Ohridski Macedonian Church Council from Vienna, Austria**, raised 1,000 EUR to aid floods-affected people in Pelagonia and Eastern Macedonia. In the U.S., one of the fundraising events organized by the **Macedonian diaspora in Michigan** was to raise funds for support of the flood victims in the Pelagonia Region. The **Macedonian diaspora from Mississauga, Canada** organized a fundraising action and raised 9,400 CAD for the support of flood victims in Eastern Macedonia. Also, to support minority communities in an emergency situation, a **group of Albanians from Macedonia living in Switzerland** collected 60,000 CHF for the families in the communities around Tetovo following the floods.*

USE OF DONATIONS

USE OF DONATIONS (by % of Instances)



The data on how donations have been used facilitates deeper insight into whether they are provided as one-off support (humanitarian assistance) or are intended to assist in pursuing longer-term solutions to specific problems.

In line with the methodology and recorded data, we divide the use of donations into three categories: long-term support, one-off support and donations for unknown purposes. An overview of donation categories is presented in the graph below.



LONG-TERM SUPPORT

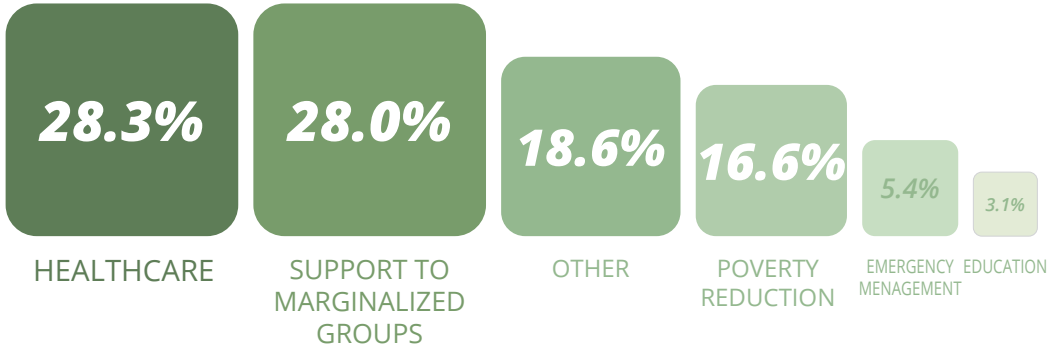
Only a few companies in Macedonia have established mechanisms within their CSR strategies/programs for long-term and strategic support of various community initiatives.

Komercijalna Banka ad Skopje is one of the leading companies in provision of such support. In 2015, for its fifth consecutive year, Komercijalna banka supported the project *Podobra socijalizacija na decata i mladite so posebni potrebi* (Better socialization of children and juveniles with special needs). The continued cooperation with the Red Cross through the bank's support to this project confirms their efforts for a long-term and systematic approach to improving the condition of vulnerable categories in the community.

TRENDS IN USE OF DONATIONS – 2013 to 2014 (by % of Instances)

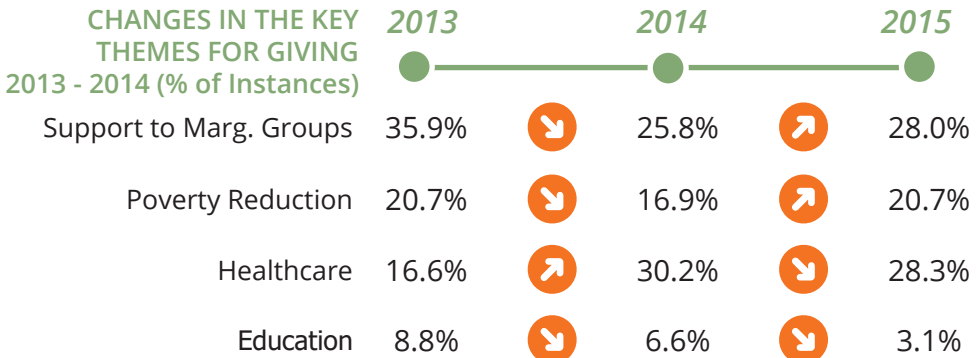
	2013		2014		2015
Long-Term Support	30.8%	↘	28.6%	↘	18.0%
One-Off Support	54.8%	↘	53.5%	↗	54.6%
Unknown	14.3%	↗	17.9%	↗	27.4%

KEY THEMES FOR GIVING



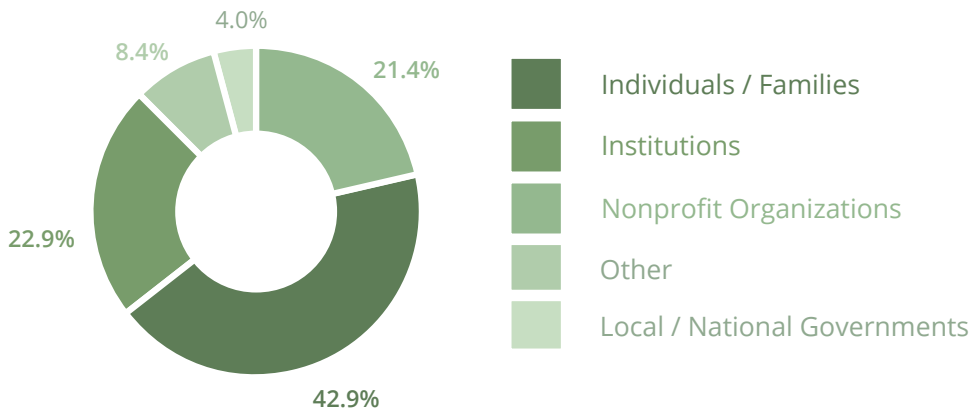
BREAKDOWN OF OTHER THEMES (% of Instances)

less than 0.5%	0.5 to 1%	1 to 3%	3 to 5%
<ul style="list-style-type: none"> Heritage Human Rights 	<ul style="list-style-type: none"> Community Development Sport 	<ul style="list-style-type: none"> Culture and Arts Environmental issues Public Infrastructure Religious Activities 	<ul style="list-style-type: none"> Seasonal Giving

 CHANGES IN THE KEY THEMES FOR GIVING
 2013 - 2014 (% of Instances)


RECIPIENT ENTITIES

TYPE OF BENEFICIARY ENTITIES
(% of Instances)



BENEFICIARY ENTITIES
(% of Instances)

2013

2014

2015

	2013		2014		2015
Institutions	32.3%	↗	34.3%	↘	22.9%
Nonprofit Organizations	27.7%	↘	14.1%	↗	21.4%
Individuals / Families	24.9%	↗	36.8%	↗	42.9%
Local / National Governments	4.6%	≈	3.8%	≈	4.0%

BENEFICIARY ENTITIES
(% of Recorded Value)

2013

2014

2015

	2013		2014		2015
Institutions	34.3%	↗	63.7%	↘	29.4%
Nonprofit Organizations	18.5%	↘	13.5%	↗	16.0%
Individuals / Families	21.8%	↘	7.8%	↘	4.1%
Local / National Governments	13.2%	≈	13.0%	↗	31.0%

State recipients included local and/or national government as well as institutions.

If we combine the data for the two categories of institutions and local / national governments, both categories who under the control of the state, we reach the conclusion that 26.9% of instances and 60.4% by value of donations were, in fact, directed to the state. While both percentages are slightly lower than in 2014, state remains the biggest recipient of philanthropic donations.

STATE AS DONATION RECIPIENT

% of Recorded Instances:
26.9%

% of Value of Donations:
60.4%



RECIPIENTS OF DONATIONS



BREAKDOWN OF OTHER FINAL BENEFICIARY GROUPS (by % of Instances)

0 - 1%	1 - 2%	2 - 5%	over 5%
<ul style="list-style-type: none"> Homeless Talented Children and Youth Women and Children with Infants 	<ul style="list-style-type: none"> Elderly Single Parents People from Religious Communities 	<ul style="list-style-type: none"> General Population At-Risk Children and Youth 	<ul style="list-style-type: none"> Children/Youth Without Parental Care People from Other Countries Unknown

Research Done By:



Program Partner:



Research Supported by:



Program Partner:



The *2015 Annual Report on the State of Philanthropy in Macedonia* is part of a broader initiative to promote and stimulate philanthropy in the region carried out by the Catalyst Foundation. The underlying research and this publication were created by Catalyst Foundation (Catalyst Balkans) and with the generous support of the C. S. Mott Foundation and Balkan Trust for Democracy (BTD).

Given that the value of the donation in Macedonia was reported in only 11.9% of the instances, estimation about the total amount donated is made by extrapolation based on the known data. For more information, please find the full report at:

www.catalystbalkans.org ili www.tragfondacija.org

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