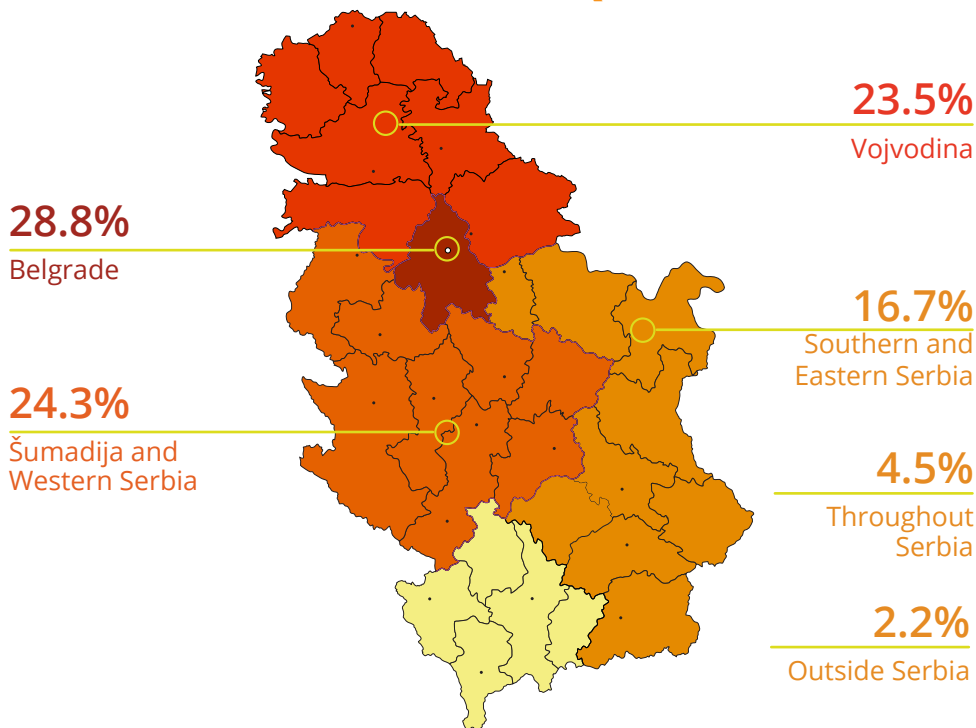


2015 Annual Report

on the State of Philanthropy

SERBIA

Quick Facts



3,218

of recorded instances



22.322
million euros

total value of donations



3.14 €

average donation per citizen



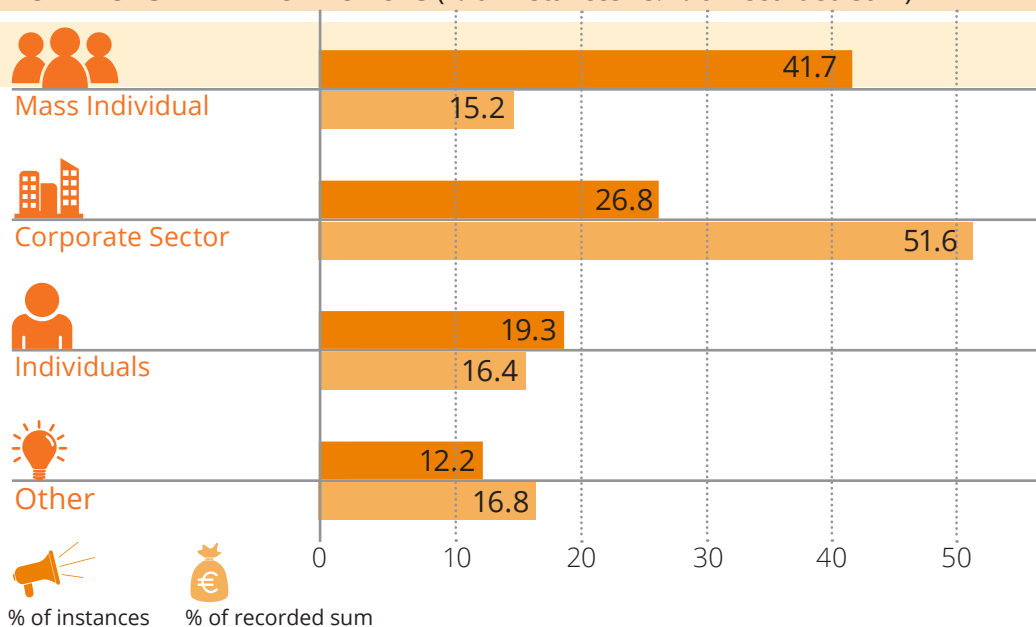
21.8%

increase from 2014

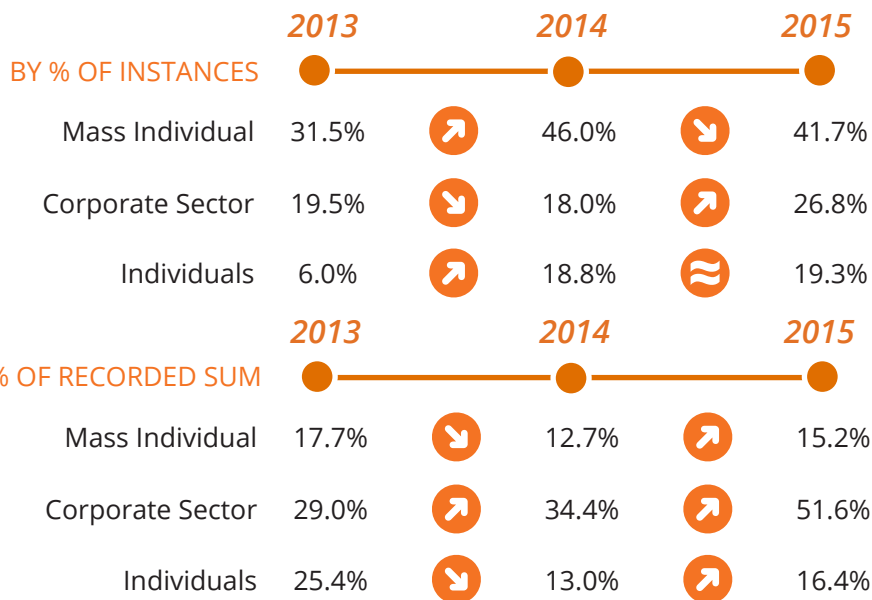
During 2015, Catalyst Balkans tracked media reports on domestic individual, corporate and diaspora philanthropy in Serbia. This brochure provides key statistics on the findings of this research.

DONORS

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



KEY TRENDS IN TYPES OF DONORS - 2013 to 2015





KEY POINTS:

- The overall value of donations increased by almost 21.8% from 2014 to 2015.
- In 2015, the most active donor types were mass individual (41.7%), followed by the corporate sector (26.8%) and individuals (19.3%). However, it is important to note that the rise in instances of giving by the corporate sector is partially the result of the greater engagement of corporate foundations.
- If we look into the value of donations, the picture changes: the corporate sector takes the lead with a 51.6% share in the total recorded amount, followed by individuals with a share of 16.4%, and citizens with the almost equal share of 15.2%. The participation of private foundations and mixed donors has decreased compared to 2014.
- If we analyze giving by the diaspora, the percentage of instances was similar to last year's percentage, almost 18%, while the recorded value of donations increased significantly, from approximately 5.3% to slightly over 17%. It remains to be seen whether this is a trend or merely a one-year fluctuation.
- On the whole, mass individual donors continued to have the strongest presence, while the engagement of the corporate sector (companies, corporate foundations and small and medium enterprises) increased.



CORPORATE SECTOR

Profiles of the Most Common Types of Donors



Institutions

Individuals /
Families

TOP 3
RECIPIENT ENTITIES

51.0%

22.3%

14.9%

Nonprofit
Organizations



Support to
Marginalized
Groups

Education

TOP 3
THEMES FOR GIVING

25.9%

23.8%

14.8%

Healthcare



People from
Specific
Communities

People
with
Health Issues

TOP 3
FINAL BENEFICIARY GROUPS

33.0%

12.9%

8.2%

People with
Disabilities



EXAMPLES OF CORPORATE SECTOR DONATIONS

Zdravlje Actavis, Leskovac is an example of how companies invest in the community in which they work. Over the course of 2015, the company provided two vehicles to the Leskovac General Hospital, donated a mammogram to the Health Center and invested over 20,000 Euros in the construction of a skate-park in Leskovac's Dubočica settlement. The Actavis company additionally supported a series of smaller scale activities, such as a carnival and the Life Festival.

Hemofarm Foundation stands out as an example of corporate sector giving through corporate foundations. Through the "Svim srcem" (With the Whole Heart) campaign, the Hemofarm Foundation donated numerous valuable diagnostic and patient care devices and equipments to several health institutes in Serbia including the Clinical Center Serbia, the Clinical Centers in Kragujevac and Niš, the Institute for Cardio-Vascular Diseases in Belgrade, the Institute for Pulmonary Diseases of Vojvodina, the Clinical Center Dr. Dragiša Mišović, and the University Children's Clinic Dr. Vukan Čupić.

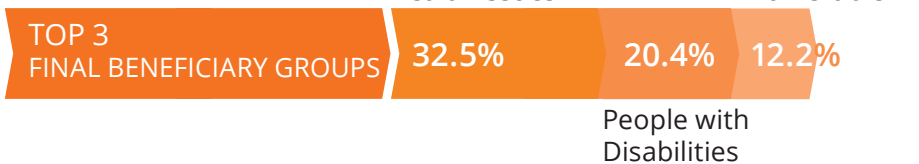
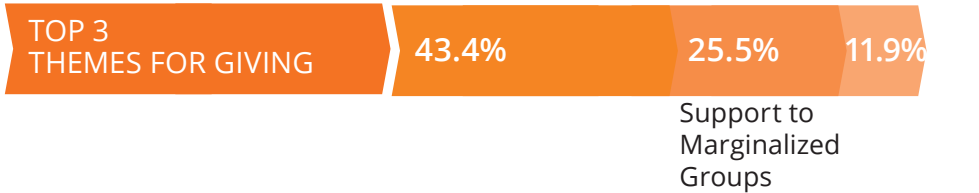
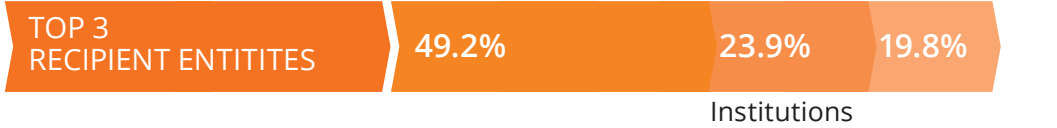
Nordeus d.o.o. stood out among small and medium size enterprises in 2015. In addition to other donations, through the Fund B92 campaign entitled "Bitka za porodilišta" (Battle for Maternity Wards), Nordeus donated equipment worth over 270,000 Euros to the Clinical Centers in Niš and Vranje. Nordeus d.o.o. received the 2015 special VIRTUS award for small and medium size enterprises.

A nice example of giving to fellow-residents comes from the Grujić Bakery in Ub whose owners decided to donate their products to Ub residents older than 70, pregnant women, Roma living in Ub and to the members of Ub's Cultural Association and Football Club.



MASS INDIVIDUAL

Profiles of the Most Common Types of Donors



LONG-TERM DEDICATION TO GIVING



When considering long-term dedication to giving in 2015, we must by all means mention the ongoing efforts of Mr. Hido Muratović of Novi Pazar. Mr. Muratović has supported Sandžak families both with cash and in-kind donations over years. Besides investing his own funds, Mr. Muratović actively encourages other donors to give.

Another example that must be highlighted is the Ljilja and Mika Mijatov Humanitarian Fund. The Fund was established in 2006, on Mr Mijatov's initiative and with his funds, to honor the memory of his late wife and daughter. The Fund awards scholarships each year to the six most successful students in Zrenjanin. Radio Zrenjanin and the Žarko Zrenjanin Town Library later also joined the Fund.

DONATIONS FROM THE DIASPORA



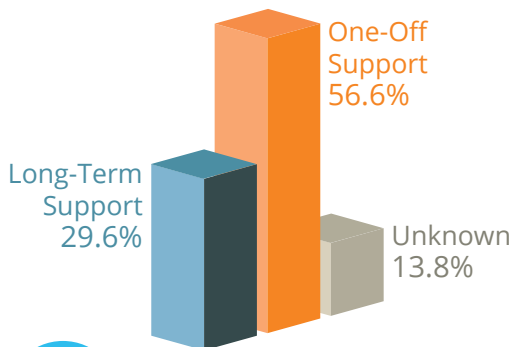
In 2015, giving from the diaspora increased. Some of the more active diaspora organizations include Srbi za Srbe (Serbs for Serbs), Udruženje srpskih penzionera iz Ciriha (Association of Serbian Pensioners from Zurich), Kolo srpskih sestara (Circle of Serbian Sisters) and several organizations in Canada. These organizations mainly collected aid for individuals and families.

However, this year was marked by significant donations from individuals from the diaspora, significant both in amount and in their strategic orientation. One of the biggest donors was Mr. Milomir Glavčić, who received a VIRTUS award for his contribution. Among his many donations, we can certainly highlight the donation of a half- million Euros which facilitated the purchase of an MRI machine in Kraljevo. Marija and Milos Trojančević, a married couple, likewise donated equipment worth over 100,000 Swiss Francs to the Gornji Milanovac Hospital.

Bearing in mind that donations for culture and art are scarce, we would also like to highlight the example of Mr. Dragan Dugalić, an artist living between New York and Belgrade, who donated 10,000 USD to five independent cultural associations/institutions (Seccult, Remont, Led Art, Matrijaršija Kolektiv, and Internet Society Serbia).

USE OF DONATIONS

USE OF DONATIONS (by % of Instances)



Although the highest percentage of instances in Serbia is directed to one-off support (humanitarian aid, assistance for the medical treatment of individuals, most frequently children, and material and consumables), a positive change in comparison with 2014 is a slight increase in support that may produce long-term effects (equipment, capital investments, research, raising awareness and the like).



LONG-TERM SUPPORT

When we examine strategic investments in Serbia, the most frequent continue to be investments in equipment and/or the reconstruction of buildings.

However, in 2015, the Delta Foundation stood out as an example of another way to make strategic investments with long-term results.

Delta Foundation, in cooperation with Trag Foundation, created the program Zasad za budućnost (Seedlings For the Future) that awarded grants to six organizations in total value of 60,000 Euros.

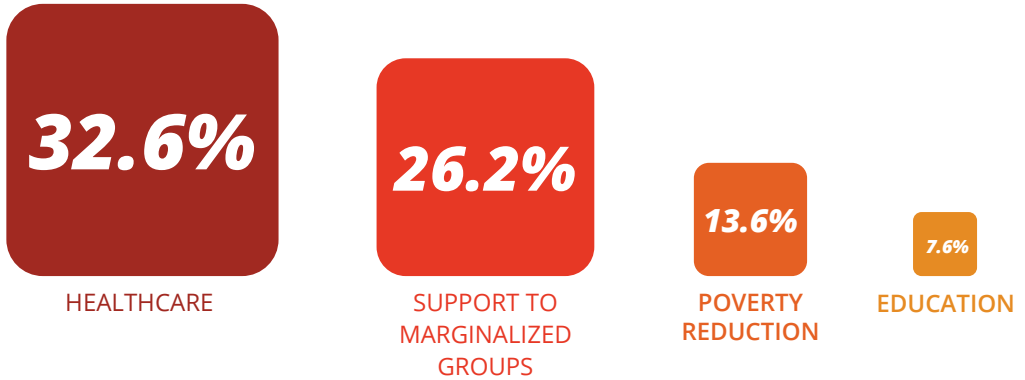
The program is strategic in many ways: it stimulates agricultural production, offers the possibility to assist marginalized groups in trading in these products, and facilitates the generation of stable and sustainable income for organizations working with these groups.

Lastly, the Zasad za budućnost is a long-term program which will continue in 2016. Delta Foundation received a VIRTUS award for 2015.

TRENDS IN USE OF DONATIONS – 2013 to 2015 (by % of Instances)

	2013		2014		2015
Long-Term Support	29.1%	↘	23.3%	↗	29.6%
One-Off Support	59.2%	≈	59.7%	↘	56.6%
Unknown	11.7%	↗	17.0%	↘	13.8%

KEY THEMES FOR GIVING



BREAKDOWN OF OTHER THEMES (by % of Instances)

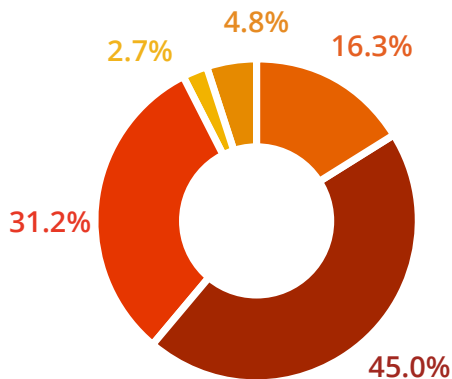
less than 0.5%	0.5 - 1%	1 - 3%	more than 5%
<ul style="list-style-type: none"> Economic Development Religious Activities Science Social Entrepreneurship 	<ul style="list-style-type: none"> Animal Welfare Community Development Environment Public Infrastructure Heritage 	<ul style="list-style-type: none"> Culture and Art Sport 	<ul style="list-style-type: none"> Emergency Management Seasonal Giving

TRENDS IN KEY THEMES FOR GIVING - 2013 to 2015 (by % of Instances)

	2013		2014		2015
Healthcare	39.5%	↓	34.8%	↓	32.6%
Support to Marginalized Groups	24.3%	=	24.3%	↑	26.2%
Poverty Reduction	22.4%	↓	20.1%	↓	13.6%
Education	5.0%	↑	6.3%	↑	7.6%

RECIPIENT ENTITIES

TYPE OF RECIPIENT ENTITIES
(% of Instances)



- Individuals / Families
- Institutions
- Nonprofit Organizations
- Other
- Local/ National Governments

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

After last year's drop both in the percentage of instances and in the percentage of donated cash per recorded sum of donations, the data for 2015 shows that both indicators are on the increase: there was a slight increase of 3.5% in the number of instances and an increase of 12% in the value of donations.

STATE AS DONATION RECIPIENT

% of Recorded Instances: 33.9%

% of Value of Donations: 62.6%

TRENDS IN TYPE OF RECIPIENT ENTITIES - 2013 to 2015 (by % of Instances)

	2013		2014		2015
Individuals / Families	43.5%	↗	49.3%	↘	45.0%
Institutions	32.7%	↘	27.9%	↗	31.2%
Nonprofit Organizations	17.0%	↘	15.4%	≈	16.3%
Local / National Governments	3.6%	↘	2.5%	≈	2.7%

RECIPIENTS OF DONATIONS



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

0 - 1%	1 - 2%	2 - 4%	4 - 5%
<ul style="list-style-type: none"> Refugees and Displaced Persons Homeless Unemployed People from Minority Communities 	<ul style="list-style-type: none"> Elderly Children and Youth At Risk Women and Children Victims of Violence 	<ul style="list-style-type: none"> General Population Talented Children and Youth Mothers and Newborns 	<ul style="list-style-type: none"> Refugees from Other Countries Single Parents Children Without Parental Care

TRENDS IN KEY FINAL BENEFICIARY GROUPS – 2013 to 2015 (by % of Instances)

	2013		2014		2015
People with Health Issues	30.7%	≈	29.1%	↓	21.5%
Economically Vulnerable	20.4%	↓	17.4%	↓	13.7%
People with Disabilities	9.8%	↑	12.9%	↑	15.1%
People from Specific Communities	5.0%	↑	11.4%	↓	17.0%

Research Conducted By:

catalyst

Program Partner:



Research Supported by:



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

The views expressed here are those of the authors and do not necessarily represent or reflect the views of USAID or the Government of the United States of America.

Given that the value of the donation in Serbia was reported in only 35.8% 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

Kosovo's designation in this document is without prejudice to position on status, and is in line with UNSCR 1244 and the ICJ Opinion on the Kosovo Declaration of Independence.

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