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General Overview

In the past years, we have relied on numbers and analytics at our fingertips to help us understand and predict trends in philanthropy. During the year of the pandemic, however, much of what we knew and came to rely on turned upside-down. Due to the overpowering impact of COVID-19, we had to adjust data gathering and analyses as well as separately consider giving related and giving unrelated to COVID-19. Significant amounts of money given for COVID-19 relief made the in-depth comparisons we have usually provided in previous years unreliable for this year.¹ Instead, we focused on the specificities of 2020 and correlations between giving related and unrelated to COVID-19. With this report, we want to increase understanding of the impact of COVID-19 on philanthropy and how people’s thinking and actions in giving changed due to the pandemic. We decided to prepare the annex with comparisons between giving unrelated to COVID-19 in 2020 and giving in previous years since these data and trends might be important for some philanthropy actors.

Philanthropic giving in Bosnia and Herzegovina multiplied in 2020, boosting the recorded amount by nearly three times on a year-over-year basis. Despite 2020’s challenges, including the COVID-19 pandemic, the worst recession in 25 years, the migrant crisis, and a difficult political climate, we have recorded almost 22 million Euros (7.5 million € in 2019) and nearly 3,500 philanthropic instances. It is noteworthy that this recorded amount represents only 42% of donors, as most media reports did not specify donation values. Using other data sources and extrapolation, we estimate that almost 40 million Euros were given in 2020. We have reason to believe the actual value donated to be even higher than the reported amount.

<table>
<thead>
<tr>
<th>Recorded Amount</th>
<th>Estimated Value of Donations</th>
<th>Number of Instances</th>
<th>Donated Amount Per Capita</th>
</tr>
</thead>
<tbody>
<tr>
<td>21,820,143.0 €</td>
<td>38,588,187.2 €</td>
<td>3,489</td>
<td>11.7 €</td>
</tr>
</tbody>
</table>

¹ Nevertheless, the annex with comparisons of giving unrelated to COVID-19 in 2020 with previous years is prepared, as those data and trends might be important for some philanthropy actors.
The pandemic cultivated a specific philanthropic climate—the average amount per unique instance of giving related to COVID-19 significantly increased compared to giving unrelated to COVID-19 and averages during previous years. In 2020, the donated amount per capita increased more than three times (11.7€ vs. 3.7€ in 2019). We must emphasize that this distortion was caused by large amounts being donated to health institutions, which needed medical equipment and supplies, and humanitarian-type campaigns organized by non-profit organizations for the distribution of food, masks, and disinfectants to people in economic need.

Number of Instances

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1,161</td>
<td>2,328</td>
</tr>
</tbody>
</table>

Recorded Amounts

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>COVID-19</td>
<td>12,902,594.7 €</td>
</tr>
<tr>
<td>Giving Unrelated to COVID-19</td>
<td>8,917,548.3 €</td>
</tr>
</tbody>
</table>

The biggest changes that occurred in the philanthropic scene were institutions being the most supported, receiving 38% of the total amount of donations, and support to different levels of governments almost doubling. While institutions and governments received more support related to coping with the pandemic, individuals and families along with non-profits received more for issues unrelated to COVID-19.

The corporate sector was not only the most generous but also the most active donor concerning its number of philanthropic acts related to COVID-19. Comprising almost two-thirds of all actions and 41% of the recorded amount donated in relation to the pandemic, the corporate sector reigned supreme in providing medical equipment and supplies for the health care system.
Through mass actions, citizens gave 67.2% of their donations to individuals and families. 99% of that amount was unrelated to COVID-19. Most donations were for medical treatments and poverty relief. Although most donors maintained a significant ratio of giving unrelated to the pandemic, one of the specificities is that private foundations gave 99.7% for purposes unrelated to COVID-19. They were mostly focused on scholarships, with a smaller percentage donated to medical treatments.

Philanthropic activities supporting marginalized groups, poverty reduction, and education maintained a high level of support in terms of frequency and donation value. Although COVID-19 prevailed as the most “important” issue, receiving 33.3% of instances, donors viewed pandemic-related aid as an additional investment rather than something to prioritize to the detriment of investments in other issues. During the pandemic, the people of Bosnia and Herzegovina did not forget those in need in different countries; they maintained the same frequency of giving as in 2019 (4.6% of giving unrelated to COVID-19) and more than doubled the amount (5.3% of amount unrelated to COVID-19).

Regional diversification did not significantly change. Regarding all philanthropic instances, beneficiaries in the Federation of Bosnia and Herzegovina received more than half, and beneficiaries in the Republic of Srpska received a little bit more than one-third. Something notable about the pandemic is that unlike previous years, we have recorded giving throughout the whole country. Data are showing that local communities were the much bigger focus: 39.3% of all instances were directed to the beneficiaries of specific local communities. An interesting fact is that throughout the entire country, and especially in big local communities (Sarajevo, Banja Luka, and Mostar contributed to one-third of all philanthropic actions in the country), most donations were unrelated to COVID-19. In some communities, more than 70% of donations were unrelated to pandemic relief.

Donors in Bosnia and Herzegovina supported the state in providing COVID-19 relief while remaining highly dedicated to providing rapid support to marginalized groups during the pandemic.
Map - Instances (%)

- **57.7%** Federation of Bosnia and Herzegovina
- **35.6%** Republic of Srpska
- **1.1%** District Brčko
- **2.1%** Throughout the Country
- **3.5%** Giving Abroad

Total Giving

Federation of Bosnia and Herzegovina: 32.7% Giving, 67.3% Giving Unrelated to COVID-19
Republic of Srpska: 35.8% Giving, 64.2% Giving Unrelated to COVID-19
District Brčko: 32.4% Giving, 67.6% Giving Unrelated to COVID-19
Throughout the Country: 33.8% Giving, 66.2% Giving Unrelated to COVID-19
Giving Abroad: 17.2% Giving, 82.8% Giving Unrelated to COVID-19

COVID-19 Giving
Giving Unrelated to COVID-19
Donors

Despite the general belief that the pandemic would overshadow other causes in need, all donors in Bosnia and Herzegovina provided more support for issues unrelated to COVID-19 than those related to COVID-19. Despite exceptional circumstances and intense media focus on COVID-19, donors continued to pay attention to problems that were less visible. On the other hand, the value of philanthropic giving related to the COVID-19 pandemic was much higher, especially among mixed donors (87.7%) and corporate donors (3/4 of the total amount).

Year after year, citizens have been the most active donors, mostly through mass giving for appeals and campaigns. However, in 2020, the corporate sector undertook 46.3% of all philanthropic actions and donated one-third of the recorded amount. Still, mass individual giving maintained a high level of activity, with 35.3% of instances and one-third of the donation value, and absolute values of the number of their philanthropic actions were still higher than previous years (1,231 philanthropic actions in 2020 versus 1,206 in 2019).

An in-depth look at corporate giving shows that the corporate sector organized more than half of its philanthropic actions (51.6%) and donated almost two-thirds (65.7%) of its amount to institutions. As expected, 83.5% of all funds for institutions were related to COVID-19. The corporate sector continued its trend concerning investing in institutions with donations unrelated to COVID-19: one-fifth went to education, and 15.6% of the donated amount went to health institutions.

Through mass actions, individual donors gave 67.2% of the total amount they donated to individuals and families. Of this amount, 99% was unrelated to COVID-19, directed mostly toward medical treatments and poverty relief. The rest was donated to non-profits. Slightly more donations were given to the state than in previous years (12.4% of instances went to institutions and 6.8% to governments).
Although most donors maintained a significant amount of giving unrelated to the pandemic, private foundations gave the most at 99.7%. That is larger than the amount donated by the corporate sector for similar purposes; out of total giving unrelated to COVID-19, private foundations gave 22.9%, while companies gave 21.2%. Private foundations mostly donated money for scholarships and medical treatments as well as to groups they already know, thus promoting the trust-based philanthropy approach.

Individuals and private foundations had a similar number of philanthropic actions compared to the previous year, with a significant drop in private foundations’ share in donated value (24.6% in 2019 to 9.1% in 2020). This is a relative change; since the overall donated amount has increased, private foundations donated a slightly higher amount in 2020 than in 2019 (roughly two million Euros).

The diaspora maintained a similar level of participation as the previous year, with an almost 10% share in total donated value, directing 65.9% of that amount to issues related to COVID-19.
**Instances (%)**

- **46.3%** Corporate Sector
- **35.3%** Mass Individual
- **7.6%** Individuals
- **4.7%** Mixed Donors
- **4.5%** CSO/Associations
- **0.6%** Private Foundations
- **1.0%** Other

**Total Giving**

- **46.1%** Corporate Sector
- **15.7%** Mass Individual
- **30.7%** Individuals
- **29.3%** Mixed Donors
- **48.7%** CSO/Associations
- **25.0%** Private Foundations
- **34.3%** Other

**COVID-19**

**Giving Unrelated to COVID-19**
### Amounts (%)

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate Sector</td>
<td>33.2%</td>
</tr>
<tr>
<td>Mixed Donors</td>
<td>31.1%</td>
</tr>
<tr>
<td>Mass Individual</td>
<td>15.1%</td>
</tr>
<tr>
<td>Private Foundations</td>
<td>9.1%</td>
</tr>
<tr>
<td>Individuals</td>
<td>6.4%</td>
</tr>
<tr>
<td>CSO/Associations</td>
<td>2.1%</td>
</tr>
<tr>
<td>Other</td>
<td>3.0%</td>
</tr>
</tbody>
</table>

**Total Giving**

- **Corporate Sector**: 74.7%
- **Mixed Donors**: 87.7%
- **Mass Individual**: 83.9%
- **Private Foundations**: 99.7%
- **Individuals**: 54.2%
- **CSO/Associations**: 65.8%
- **Other**: 68.3%

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>COVID-19</td>
<td></td>
</tr>
<tr>
<td>Giving Unrelated to COVID-19</td>
<td></td>
</tr>
</tbody>
</table>
Instances (%)

- Corporate Sector: 64.2% (COVID-19), 37.4% (Giving Unrelated to COVID-19)
- Mass Individual: 16.6% (COVID-19), 44.6% (Giving Unrelated to COVID-19)
- Individuals: 7.1% (COVID-19), 7.9% (Giving Unrelated to COVID-19)
- CSO/Associations: 6.5% (COVID-19), 3.4% (Giving Unrelated to COVID-19)
- Mixed Donors: 4.1% (COVID-19), 5.0% (Giving Unrelated to COVID-19)
- Private Foundations: 0.4% (COVID-19), 0.6% (Giving Unrelated to COVID-19)
- Other: 1.1% (COVID-19), 1.1% (Giving Unrelated to COVID-19)
Amounts (%)

- Mixed Donors: 45.2% (9.6% COVID-19, 41.1% Giving Unrelated to COVID-19)
- Corporate Sector: 41.1% (21.2% COVID-19, 21.2% Giving Unrelated to COVID-19)
- Individuals: 5.7% (7.3% COVID-19, 7.3% Giving Unrelated to COVID-19)
- Mass Individual: 4.0% (31.8% COVID-19, 31.8% Giving Unrelated to COVID-19)
- CSO/Associations: 2.3% (1.8% COVID-19, 1.8% Giving Unrelated to COVID-19)
- Private Foundations: 0.0% (22.9% COVID-19, 22.9% Giving Unrelated to COVID-19)
- Other: 1.7% (5.4% COVID-19, 5.4% Giving Unrelated to COVID-19)
**Examples of Corporate Response Regarding COVID-19**

Most visible donations consisted of purchasing medical equipment (mostly respirators) and supplies for health institutions. One of the biggest donors was BH Telecom d.d., with 513,777€ donated to cantonal and local hospitals in Konjic, Zenica, Goražde, Travnik, and Bihać for the purchase of equipment. BH Telecom d.d. received the DOBRO Philanthropy Award in the category of large companies. **The company Violeta d.o.o.** contributed 203,187€ for the purchase of respirators, surgical masks, and protective equipment. **Hemofarm d.o.o. Banja Luka** donated 30 monitors to hospitals in Bosnia and Herzegovina at a total value of 76,320€. **Novartis BA d.o.o.** donated 76,742€ to the University Clinical Centre of the Republic of Srpska and to the General Hospital in Sarajevo. This money was used for two respirators and supplies. These supplies included protective masks, COVID-19 tests, and similar medical equipment.

**Diaspora-Supported Health System**

The diaspora also helped procure necessary medical equipment. **Fuad Purač** from Gračanica, who lives and works in Australia, contributed to the Dialysis Center of the Dr. Mustafa Beganović General Hospital with a donation of 61,388€ for five haemodialysis machines. Six months later, he donated an additional 30,674€ for a hearing screening device along with a transportable incubator for newborn babies. Purač’s cousin, Elvedina Omerović, delivered these funds on behalf of him. **Nevenka Hadžibašoglu** from Sarajevo, who currently lives in Turkey, donated a hyperbaric chamber worth 50,000€ to the Cabinet for Hyperbaric Medicine and Oxygen Therapy in the Serbia Hospital in East Sarajevo. This apparatus is enabling new services in the hospital. The **Lukić family**, originally from Ugljevička Obrijež, donated a harmonic scalpel worth 35,791€ to the Sveti Vračevi General Hospital in Bijeljina. This state-of-the-art device will shorten surgery times and reduce the number of post-operative complications.

**People of Bosnia and Herzegovina Helping Other Countries**

Although the people of Bosnia and Herzegovina directed the majority of their help/medical treatments to their own communities, it is important to emphasize that donors extended empathy toward people in other countries. The **Pomozi.ba Association** organized a fundraising campaign for the support of children and families facing hunger in Yemen. Using a humanitarian phone number along with online and direct donations, donors managed to collect and send 115 tons of food valued at 11,760€. The **humanitarian association Kap Ljubavi** managed to continue their project Help For Africa during the pandemic. Since 2011, they have been collecting allowances for children (460€ per child), which has helped fund scholarships, health care, wardrobe, and other necessities. In 2020, they collected 16,560€ for girls in Benin.
As expected, COVID-19 was the most important topic for donors, consisting of 1/3 of all donated instances and 60.3% of the total donated amount. The distribution of the remaining topics concerning the number of philanthropic acts is the same as in previous years. The most important support went to marginalized groups, health care, education, and poverty reduction, in that order.

Although we, as noted, want to avoid direct comparisons, it is important to underline that the absolute figures show almost the same number of philanthropic actions regarding support to marginalized groups (685 versus 649 in 2019) as poverty reduction-related causes (248 versus 289 in 2019). Even the donated amounts for these issues are higher in 2020. We can say that although COVID-19 had a significant impact, it was not to the detriment of these two causes.

It is also important to stress again the admirable and strategic support for education through scholarships, especially considering the pressure donors faced to put all their efforts toward solving the prompt problems of the pandemic. Even though education is in fourth place regarding the number of instances, it is right behind donations related to COVID-19 in terms of value. Receiving 14.2% of the total donated amount, education represents more than one-third of the total amount donated unrelated to COVID-19.

Donations for other themes were mostly for the usual seasonal giving (almost constantly around 5%), while other themes, for the most part, remained on similar levels as in past years.
Key Themes—Instances (%)

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Theme</th>
</tr>
</thead>
<tbody>
<tr>
<td>33.3%</td>
<td>COVID-19</td>
</tr>
<tr>
<td>19.6%</td>
<td>Support to Marginalized Groups</td>
</tr>
<tr>
<td>11.9%</td>
<td>Health Care</td>
</tr>
<tr>
<td>9.7%</td>
<td>Education</td>
</tr>
<tr>
<td>7.1%</td>
<td>Poverty Reduction</td>
</tr>
<tr>
<td>18.4%</td>
<td>Other</td>
</tr>
</tbody>
</table>

Other Themes—Instances (%)

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Theme</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.1%</td>
<td>Seasonal giving</td>
</tr>
<tr>
<td>4.5%</td>
<td>Sports</td>
</tr>
<tr>
<td>1%-3%</td>
<td>Culture and arts, environment, religious activities</td>
</tr>
<tr>
<td>0%-1%</td>
<td>Public infrastructure, emergency management, economic development, heritage, human rights, animal welfare, science, independent media</td>
</tr>
</tbody>
</table>
Scholarships: A Strategic Investment in Youth

Besides donations related to COVID-19, some of the largest and highest strategic investments were for scholarships. The Hastor Foundation has been supporting and empowering children and young people for the last 15 years in an effort to become a leader in their communities. The foundation continued to invest in education in 2020 by providing annual scholarships for 1,649 primary and secondary school students and 410 college students. The value of an individual scholarship ranged from 613€ to 1,532€ per student. Bosna Bank International d.d. Sarajevo donated 79,582€ for scholarships throughout 2020. R&S d.o.o. Sarajevo donated 13 scholarships to children in economic need for a total value of 7,809€. This company also supported the projects of non-profit organizations and sports clubs focused on personal development and individual growth. They received the DOBRO Philanthropy Award in the category of corporate philanthropy regarding medium-sized companies.

Tools for Learning: Educational Technology

Hasan Smajić, a professor in Cologne, donated valuable equipment worth 140,000€ to the combined high school in Tešanj. Thanks to this donation, ten specific working units for mechatronics and electronics were equipped with hardware and software. A few months later, Smajić donated five more working units worth 60,000€ to the combined high school Stjepan Radić in Usor. Telemach d.o.o. donated an entire technological laboratory to the Faculty of Electrical Engineering in Sarajevo for a total value of 20,463€, enabling students at the Department of Communication to learn more about communication technology. BH Telecom d.d. donated 225,268€ to elementary and high schools and 52,600€ to universities in Sarajevo, Tuzla, and Bihać. Part of that donation consisted of 320 tablets and 20 laptops with free internet connection for pupils in economic need. These donations were made in accordance with the campaign Stay Connected (Ostanimo Povezani), whose mission is to provide access to online education. BH Telecom d.d. also received the DOBRO Philanthropy Award.

Individuals for Marginalized Groups

Citizens donated a lot to health care for individuals and families. They also provided plenty of support to marginalized groups. Inspired by similar examples in nearby countries, Jelena Malinović launched the Facebook group Budi Human—Humanitarne Licitacije BiH as a platform for charity auctions. The income generated from these auctions is donated to children in need. Members of the group raise up to 1,022€ every day. The Facebook group 20 Kruna za Čovjeka has been helping socially endangered families. Founded in 2015 by Emira Hadžiavdić Cof, the group was nominated for the DOBRO Philanthropy Award in 2020. Following the success of this Facebook group, members founded the humanitarian association 20 Kruna za Čovjeka in Sweden.
One of the biggest changes brought on by COVID-19 was that support to the state significantly increased; institutions were the most supported (34.6% of instances and 38.1% of the total amount), and support to different levels of governments almost doubled (5.4% versus 2.9% of instances in 2019). At the same time, the frequency of donations for individuals and families decreased (30.7% of instances in 2020 versus 40% in 2019). However, these percentages do not give us a complete picture. Absolute figures show that almost the same number of instances occurred for individuals and families in 2019 and 2020. Moreover, we have recorded an increase in one million Euros donated to individuals and families in 2020 than in 2019. This can be attributed to the general increase in philanthropy, specifically a higher value of donations to numerous campaigns for health treatments and people in economic need.

With 40% of all instances, state representatives received almost two-thirds of the whole donated amount in 2020 (62.7%). Institutions received 38.1%, and different government levels received 24.6%. Out of total giving to institutions, 61.1% of instances and 83.1% of values were related to COVID-19.

While institutions and governments were more supported concerning the pandemic, individuals and families along with non-profits were more often supported for issues unrelated to COVID-19. Of 37.3% of all donor actions, individuals and families received 57.3% of the total donated value unrelated to the pandemic.

Non-profit organizations remained a highly supported recipient regarding causes unrelated to COVID-19, receiving more than one-third of instances (36.1%) and 19.8% of the value of giving. Almost 50% of these donations were for individuals and families through campaigns organized by the Pomozi.ba Association. To a smaller degree, SOS Children's Villages BiH and various children and parents' associations organized campaigns that generated donations.
Instances (%)

- **34.6%** Institutions
- **30.7%** Individual/Families
- **27.1%** Non-Profit Organizations
- **5.4%** Local/National Governments
- **2.2%** Other

Total Giving

- **61.1%** COVID-19
- **81.2%** Giving Unrelated to COVID-19
Instances (%)

- Institutions: 63.5% (20.1% COVID-19, 43.4% Giving Unrelated to COVID-19)
- Individual/Families: 37.3% (17.3% COVID-19, 20.0% Giving Unrelated to COVID-19)
- Local/National Governments: 3.4% (9.5% COVID-19, 6.1% Giving Unrelated to COVID-19)
- Non-Profit Organizations: 36.1% (9.0% COVID-19, 27.1% Giving Unrelated to COVID-19)
- Other: 3.1% (0.7% COVID-19, 2.4% Giving Unrelated to COVID-19)
Under the term non-profit organizations, we are including domestic associations, foreign associations, and private foundations. It is important to note that non-profits in Bosnia and Herzegovina in 2020 were mostly supported in their efforts unrelated to COVID-19 (89% of the instances and 84.8% of the donation value). This speaks to the fact that the state was perceived as the main channel for COVID-19 relief while non-profits remained an intermediary for other needs. It is significant to point out that support to non-profits was not evenly distributed: almost 50% of the amount donated to non-profit organizations was donated to the Pomozi.ba Association.

The corporate sector proved to be the biggest supporter, donating a bigger share in 2020 than in 2019 (55% versus 47% of donation instances). Citizens were also supportive (31.7%), perceiving non-profits, particularly the Pomozi.ba Association, as trustworthy intermediaries for medical treatments and humanitarian support to individuals and families.

Most support was for programs and actions focused on marginalized groups (44.3% of instances), sport programs (14.7%), health care (6.5%), and poverty reduction programs (4.7%). This is the ranking list without the 11% of instances focused on the pandemic. Support to marginalized groups was done through humanitarian-type campaigns organized by non-profit organizations for the purchase of supplies like masks, disinfectants, and food. The relatively big percentage of support for sport programs during the pandemic is the result of the traditional grant-giving program facilitated by JP BH POŠTA d.o.o. Sarajevo. They have increased their donated amount in 2020 and supported 199 sports, culture, and art community projects with 256,577€. Most of these donations were small grants (≈1,500€) for organizations and institutions throughout the Federation of Bosnia and Herzegovina.

Out of the previously mentioned support to marginalized groups in giving unrelated to COVID-19, specific beneficiaries that donors targeted through non-profits were people in economic need (32% of instances), their own population or a specifically targeted local community (29.7%), and people with disabilities (16.2%).

Both supported themes and targeted beneficiaries showed high social awareness by focusing on those with health issues and the economically disadvantaged.
Donor Profile for Non-Profit Organizations as Recipients

Instances (%)

- **55.0%** Corporate Sector
- **31.7%** Mass Individual
- **5.0%** Mixed Donors
- **4.6%** Individuals
- **2.2%** CSO/Association
- **0.2%** Private Foundation
- **1.3%** Other

Total Giving

<table>
<thead>
<tr>
<th>Category</th>
<th>Instances (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate Sector</td>
<td>10.4%</td>
</tr>
<tr>
<td>Mass Individual</td>
<td>8.7%</td>
</tr>
<tr>
<td>Mixed Donors</td>
<td>23.4%</td>
</tr>
<tr>
<td>Individuals</td>
<td>11.6%</td>
</tr>
<tr>
<td>CSO/Association</td>
<td>28.6%</td>
</tr>
<tr>
<td>Private Foundation</td>
<td>50.0%</td>
</tr>
<tr>
<td>Other</td>
<td>8.3%</td>
</tr>
</tbody>
</table>

COVID-19

Giving Unrelated to COVID-19
Donor Profile for Non-Profit Organizations as Recipients
Instances (%)

Corporate Sector: 51.9% (COVID-19), 55.4% (Giving Unrelated to COVID-19)
Mass Individual: 25.0% (COVID-19), 32.6% (Giving Unrelated to COVID-19)
Mixed Donors: 10.6% (COVID-19), 4.3% (Giving Unrelated to COVID-19)
Individuals: 4.8% (COVID-19), 4.5% (Giving Unrelated to COVID-19)
CSO/Association: 5.8% (COVID-19), 1.8% (Giving Unrelated to COVID-19)
Private Foundation: 1.0% (COVID-19), 0.1% (Giving Unrelated to COVID-19)
Other: 0.9% (COVID-19), 1.3% (Giving Unrelated to COVID-19)
Emergency Response: Meals for Those in Need

The first response during the pandemic year was to provide food for those in need. The **Pomozi.ba Association** launched a crowdfunding campaign on their platform to raise funds supporting people using the public kitchen during the epidemic. They managed to raise 21,659€ for meals. The company **Mozzart** donated more than one ton of food to the public kitchen Mozaik Prijateljstva in Banja Luka. **PODRAVKA d.o.o. Sarajevo** donated food supplies for 25 public kitchens and several medical institutions for a total value of 33,220€.

Children and Youth Without Parental Care Were Not Forgotten

Some donors supported the non-profit sector to focus on children without parental care, which is a particularly vulnerable group. **Bingo Export-Import Tuzla d.o.o.** supported numerous projects facilitated by non-profit organizations during 2020, their donations totaling 111,725€. The company donated 20,424€ to SOS Children’s Villages, which covered the costs of one SOS family for one year and provided psychological support for 28 SOS families. **The Johnson & Johnson Representative Office in Sarajevo** donated 58,921€ to the activities of SOS Children's Villages. This donation provided training and support for professionals working with children without parental care.

Support to Marginalized Groups in Local Communities

The company **INT BH d.o.o.** was awarded the DOBRO Philanthropy Award in the category of corporate philanthropy regarding small companies. They received this award for having established the Muharem Berbić Foundation, which provides financial support to community associations; scholarships to students; and direct assistance to children and youth without parental care, children and youth with disabilities, and socially disadvantaged families. **Raiffeisen BANK d.d. Bosna i Hercegovina** continued to invest in the local community and granted funds to humanitarian associations for every transaction made via MasterCard Shopping Card with an MC World mark. Whenever a customer makes a transaction using the card, the bank allocates 0.05€ to three associations that support children and people with special needs: Srce za Djecu Oboljelu od Raka, the Association of Organizations for Support to Persons with Intellectual Disabilities of FBiH SUMERO, and SOS Children's Village Sarajevo.
As mentioned earlier, the public sector, institutions, and governments were one of the biggest recipients: 40% of all instances was directed toward them. Out of that percentage, 60.8% of instances and 88.5% of donations were related to COVID-19. The support was predominantly in the form of supplies, such as protective gear for medical workers as well as respirators and other equipment that hospitals needed. The biggest donor for these purposes was the corporate sector, contributing to 72.6% of all pandemic-related philanthropic actions.

Health institutions received 87% of support related to COVID-19, which was expected. The rest of pandemic-related support (including food and hygienic material like masks and disinfectants) went to social institutions, followed by educational institutions. A small amount of donations went to cultural institutions.

Unrelated to COVID-19, education-related recipients were the most frequently supported. One-fifth of all donations to the state was given to educational institutions, with more than half of that money going toward equipment (computers, tablets, etc.) and the rest toward protective and hygienic material.

The most active donor to the state was the corporate sector. In second place came individuals through mass giving actions. Citizens have had a higher percentage of donation instances unrelated than related to COVID-19, mostly for equipment with a smaller percentage for food along with protective and hygienic material. A notable aspect of giving during 2020 is that most of the donations were given through campaigns, combining the corporate sector, citizens of Bosnia and Herzegovina, and the diaspora. The largest percentage of donation instances (45.7%) was directed to one’s own community or specific local communities in need.
Donor Profile for State as Recipients
Instances (%)

- **66.6%** Corporate Sector
- **16.5%** Mass Individual
- **7.1%** Individuals
- **4.5%** CSO/Association
- **4.0%** Mixed Donors
- **0.3%** Private Foundation
- **1.0%** Other

Corporate Sector: 66.3%
Mass Individual: 33.7%
Individuals: 63.9%
CSO/Association: 59.6%
Mixed Donors: 40.4%
Private Foundation: 79.4%
Other: 71.4%

COVID-19 Giving Unrelated to COVID-19
Donor Profile for State as Recipients
Instances (%)

- Corporate Sector: 72.6% (57.2% COVID-19, 9.8% Giving Unrelated to COVID-19)
- Mass Individual: 9.8% (26.9% COVID-19, 7.0% Giving Unrelated to COVID-19)
- Individuals: 7.0% (7.3% COVID-19, 2.4% Giving Unrelated to COVID-19)
- CSO/Association: 5.9% (2.4% COVID-19, 3.1% Giving Unrelated to COVID-19)
- Mixed Donors: 3.1% (5.5% COVID-19, 0.5% Giving Unrelated to COVID-19)
- Private Foundation: 0.5% (0.0% COVID-19, 0.0% Giving Unrelated to COVID-19)
- Other: 1.1% (0.7% COVID-19, 0.4% Giving Unrelated to COVID-19)
Supporting State in Ongoing Fight with Coronavirus

One of the biggest donors of equipment for purposes related to COVID-19 was EFT - Rudnik i Termoelektrana Stanari d.o.o. This company donated more than 596,000€ for the purchase of ambulance vehicles, which were given to six health institutions. This money also purchased equipment for the PCR laboratory at the Sveti Apostol Luka Hospital, a public health institution in Doboj. Slaven Ristić, owner of Tehnički remont a.d. Bratunac, started a campaign through which 1,249,883€ were collected for the purchase of 20 respirators to be given to health institutions. His company also donated 100,000€ for vehicles and volunteers that helped citizens in need during the epidemic. Novartis BA d.o.o. donated 76,742€ to the Government of Bosnia and Herzegovina for equipment and supplies to be given to health institutions. This donation included respirators and supplies like protective masks and COVID-19 tests.

The Junuzović Foundation donated equipment, including aspirators, inhalers, digital pressure gauges, and pulse oximeters, to be used in the COVID-19 Department at the Tuzla University Clinical Center. The diaspora from Germany raised 57,875€ through the Facebook group Help for Livno Hospital (Pomoć Bolnici Livno). This money purchased supplies for the Dr. Fra Mihovil Sučić County Hospital in Livno. The diaspora from Austria raised 52,654€ through the Facebook Group Heart for Krajina (Srce za Krajinu) for health institutions and associations in Bosnia and Herzegovina.
The most frequently supported beneficiaries in 2020 were citizens in local communities, both specific communities in need and one’s own communities, followed by people in economic need. Compared to previous years, the two most visible changes have been more support to the elderly and less support to people with disabilities. Support to the elderly has been mainly related to COVID-19, which is a result of many campaigns organized by informal groups and non-profits. On the other hand, donations to people with disabilities were mostly unrelated to the pandemic and decreased more than one-third in frequency and almost half in value ratio.

Regarding pandemic-related donations, local communities were the most frequently supported, mainly through direct donations from companies. People in need of health treatments received a higher percentage of donation instances, as they are the final beneficiaries of all previously presented donations to health institutions.

As for donations unrelated to COVID-19, poverty relief through the distribution of food and hygiene supplies was the most frequent type of support, consisting of 25.6% of instances for people in economic need.

Finally, it is important to note that support to migrants was not as strong in 2020. Although the refugee and migrant crisis persisted throughout the pandemic (9,000-10,000 migrants were in the country in 2020 according to IOM), the frequency of donations for migrants reduced almost three times in size (consisting of 0.5% of all instances), and the value of donations they received was halved (0.08%). At the same time, citizens of Bosnia and Herzegovina supported people in need in other countries, including Yemen and Benin, with 3.7% of all instances and 2.5% of total donation value.
Instances (%)

- **33.0%** Local Communities
- **22.2%** People in Economic Need
- **20.3%** People with Health Issues
- **7.8%** People with Disabilities
- **2.1%** Elderly
- **14.6%** Other

Total Giving

- Local Communities: 39.6% (60.4%)
- People in Economic Need: 23.0% (77.0%)
- People with Health Issues: 55.3% (44.7%)
- People with Disabilities: 7.4% (92.6%)
- Elderly: 25.0% (75.0%)
- Other: 11.9% (88.1%)

COVID-19 Giving Unrelated to COVID-19
### Instances (%)

<table>
<thead>
<tr>
<th>Category</th>
<th>COVID-19</th>
<th>Giving Unrelated to COVID-19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local Communities</td>
<td>39.3%</td>
<td>29.9%</td>
</tr>
<tr>
<td>People with Health Issues</td>
<td>33.8%</td>
<td>13.6%</td>
</tr>
<tr>
<td>People in Economic Need</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Elderly</td>
<td>4.7%</td>
<td>0.8%</td>
</tr>
<tr>
<td>People with Disabilities</td>
<td>1.7%</td>
<td>10.8%</td>
</tr>
<tr>
<td>Other</td>
<td>5.2%</td>
<td>19.3%</td>
</tr>
</tbody>
</table>

COVID-19

Giving Unrelated to COVID-19
Public Infrastructure in Local Communities

With the help of two families from the diaspora, citizens of the Mala Peć village in the Bihać municipality raised 51,185€ for asphalting the village road. **Kopruner Snježana, director of the company GS-TMT d.o.o. Travnik**, supported the last phase of the reconstruction of the Memorial Museum Birth House of Ivo Andrić, which is part of the Travnik Homeland Museum. The donation included funds for the ground floor and courtyard. Citizens of the Brusnica village raised 12,782€ for asphalting 600 meters of road. **The municipality of Prijedor** provided the other half of the funds needed for this construction work. Owners of weekend houses in Kukotnica on the Vlašić mountain raised funds for asphalting roads in the village as well as setting up infrastructure for internet. The total value of funds raised was 51,221€.
Effects of Giving

One-off donations are still the most common type of philanthropic activities in Bosnia and Herzegovina. This is a direct consequence of many humanitarian-type campaigns focused on distributing food and hygienic material, such as masks and disinfectants, related to COVID-19. It is important to stress that, in terms of instances, the ratio of strategic and one-off support remained the same as in previous years despite emergency circumstances. Looking at the number of philanthropic acts, it is important to point out that 70% of all donations with potential long-term effects was unrelated to COVID-19. Nevertheless, strategic donations still make up less than 40% in all categories, including the total number of donations, both related and unrelated to COVID-19 instances.

The ratio of the donated amount is more advantageous for strategic giving. Keeping in mind that 57.3% of the total donated value unrelated to COVID-19 in 2020 was directed to individuals and families, one might conclude that most support had humanitarian, instant-relief tendencies. In comparison, the majority of donated values unrelated to COVID-19 (56.67%) had strategic character. Regarding support for individuals and families, the biggest amount (28.6%) was donated for scholarships. Regarding giving related to COVID-19, almost half of the amount (49.2%) was donated for urgently necessary equipment that will continuously improve the quality of health care in Bosnia and Herzegovina.
Use of Donations Instances (%)

One-Off Support
- COVID-19: 61.6%
- Giving Unrelated to COVID-19: 54.7%

Long-Term Support
- COVID-19: 32.8%
- Giving Unrelated to COVID-19: 38.3%

Unknown
- COVID-19: 5.6%
- Giving Unrelated to COVID-19: 7.0%
Community-Based Inclusive Development
While philanthropic actors and communities have been investing in inclusive growth efforts for more than a decade, these strategies and partnerships are increasingly coming into focus. One of the leaders is Mozaik Foundation, which supported 559 projects in 82 municipalities within Lonac (Pot), a ten-year-long strategic program supporting local activism and entrepreneurship. This program enables companies to give their time and knowledge through mentoring. One of the members in the program, Youth Bank from Bosanska Krupa, raised more than 25,400€ for 34 projects in 2020. Projects were based on local assessments and focused on sustainable solutions, including the reconstruction of the playground and bus stop in front of Baštra, which is part of the village's elementary school, Otoka.

Benefits of Crowdfunding for Non-Profits
For over a decade, start-ups have used crowdfunding for early-stage financing. It is also used in the civic sector as a promising alternative to traditional ways of fundraising. Civil society associations and foundations in Bosnia and Herzegovina are more often using this type of giving. In the last 17 years, the Tuzla Community Foundation has been promoting a culture of giving and investing in sustainable local community development. In 2020, they organized ten campaigns for various purposes through the Doniraj.ba platform. One of these campaigns was Ventilation and Air Conditioning of the Youth Center Tinja Gornja. This campaign resulted in raising 3,742€ for the Youth Center. The Pomozi.ba Association launched over 30 fundraising campaigns for medical treatments and poverty relief actions. During 2020, Pomozi.ba raised 1,026,990€ through crowdfunding campaigns. Bh.povorka Ponosa launched a crowdfunding campaign on fundrazr.com to organize the second pride parade in Sarajevo. They have collected 4,190€.

Professional Services
An interesting example is the individual donation provided by architect Mirsad Izić. He donated toward the reconstruction of the church Crkva Prečistoga Srca Marijina in Bijeljina. Tomo Kovačević, a taxi driver from Nevesinje, delivered supplies free of charge to citizens who were unable to leave their homes during the pandemic. Dragiša Bjelaković, a welder from Rogatica, fixed the heating installation in Rogatica’s high school for free. Express Courier d.o.o. Sarajevo delivered 150,000 coronavirus tests from South Korea.
Media coverage of humanitarian crises like the COVID–19 pandemic has had substantial influence on philanthropic giving. This is important to keep in mind, as we have witnessed enormous media coverage of the pandemic during 2020.

Philanthropic actions in Bosnia and Herzegovina in 2020 were covered in 6,405 media reports. To emphasize this boost in media coverage: there were 8 media reports in November of 2019 and 16 media reports in December of 2019, while March of 2020 saw 651 reports and April of 2020 saw 899.

Notably, 21.6% of electronic media reports on philanthropy occurred during prime time. Online media provided the biggest coverage, especially srpskainfo.com, glassrpske.com, and klix.ba. Printed media disseminated a little more than 1/5 of reports, the most active newspapers being Nezavisne Novine, Dnevni Avaz, and Glas Srpske. Electronic media outlets that were the most active in reporting on philanthropy were Radio Televizija Republike Srpske, b1info.ba, and NOVA BH TV Sarajevo.

Finally, 99.2% of all media reports on philanthropic actions were positive, thus motivating stakeholders to build a stronger philanthropic community.
Media Reports

Total: 6,405

COVID-19: 1,947
Giving Unrelated to COVID-19: 4,458

Media Coverage
Reports (%)

- 74.8% National Media
- 11.8% Sub-Regional Media (Entities/Cantons/District)
- 9.4% Local
- 4.0% Regional (Western Balkans)

- 77.4% Online Media
- 21.9% Print Media
- 0.7% Electronic Media (Radio and TV)
Overview of the Methodology

This report was prepared using the Giving Balkans database, which remains the most reliable database on philanthropic giving in the region. Due to the absence of official data from institutions like the Ministries of Finance and the Tax Administration, Catalyst Balkans uses alternative ways to collect data, primarily media reports and other available resources (donors and recipients reports). From January 1st to December 31st, 2020, media reports were collected by monitoring printed, electronic, and online media at the local, regional, and national level in Bosnia and Herzegovina. In this period, a total of 11,750 records related to philanthropic giving by all types of donors were processed in the Giving Balkans database, of which 3,498 were unique instances.

This methodology has limitations, the most hindering being that the media does not record all philanthropic giving. Nonetheless, we believe that our research provides sufficiently reliable insight into the most important aspects of philanthropic giving. Figures, although not comprehensive, provide a minimum value for relevant indicators of trends. If, for example, we discuss the number of philanthropic instances, we can state with certainty that the number that we show is the minimum number of instances that have taken place. The same is true for the amounts, actors, and other figures. Subsequently, this data may be used as indicators of the minimum degree of philanthropy development in Bosnia and Herzegovina.

We usually present trends in the development of giving without outliers (i.e., disasters or one-off donations, which surpass a significant part of the total recorded amount and are not renewable). This is because these data points are not representative of giving that is renewed annually by local actors, therefore needing to be presented separately. This year, due to the impact the COVID-19 pandemic had on giving, we have observed all dimensions relevant to philanthropy by separately considering giving related to COVID-19 and giving related to all other purposes. In the appendix of the main report findings, we kept tracking and analyzing the total yearly giving timelines unrelated to COVID-19 to maintain general comparability of 2020 data with records obtained in previous years.
### Total Giving

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amounts (€)</td>
<td>1,747,067.3</td>
<td>4,728,187.9</td>
<td>5,027,499.1</td>
<td>7,414,848.5</td>
<td>8,917,548.3</td>
</tr>
<tr>
<td>Number of Instances</td>
<td>1,075</td>
<td>1,577</td>
<td>2,032</td>
<td>2,527</td>
<td>2,328</td>
</tr>
</tbody>
</table>

The recorded amount continued to increase in 2020. Companies continued to invest in the local community through calls for applications despite large donations related to the pandemic. The number of recorded instances in 2020 experienced a slight drop compared to the previous year.

### Donors

**Instances (%)**

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mass Individual</td>
<td>48.5%</td>
<td>47.7%</td>
<td>44.6%</td>
</tr>
<tr>
<td>Corporate Sector</td>
<td>31.3%</td>
<td>37.9%</td>
<td>37.4%</td>
</tr>
<tr>
<td>Individuals</td>
<td>8.3%</td>
<td>7.0%</td>
<td>7.9%</td>
</tr>
</tbody>
</table>

**Amount (%)**

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mass Individual</td>
<td>37.7%</td>
<td>38.4%</td>
<td>31.8%</td>
</tr>
<tr>
<td>Corporate Sector</td>
<td>29.0%</td>
<td>26.3%</td>
<td>21.2%</td>
</tr>
<tr>
<td>Individuals</td>
<td>14.2%</td>
<td>4.0%</td>
<td>7.3%</td>
</tr>
</tbody>
</table>

Compared to last year, there has been a decrease in the percentage of instances and donated amounts from citizens due to a drop in the percentage of events unrelated to COVID-19, in which citizens are the most active donors.
### Themes

<table>
<thead>
<tr>
<th>Instances (%)</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health Care</td>
<td>26.3%</td>
<td>21.6%</td>
<td>17.8%</td>
</tr>
<tr>
<td>Support to Marginalized Groups</td>
<td>23.4%</td>
<td>25.7%</td>
<td>29.4%</td>
</tr>
<tr>
<td>Education</td>
<td>17.8%</td>
<td>17.6%</td>
<td>14.5%</td>
</tr>
<tr>
<td>Poverty Relief</td>
<td>8.7%</td>
<td>11.4%</td>
<td>10.7%</td>
</tr>
</tbody>
</table>

Regarding themes for giving, the order has stayed the same compared to last year. The rise in the percentage of instances for the support of marginalized groups continued in 2020. This is because of the increase of giving in the form of social services to people in economic need. Health care and education received less support.

### Recipients

<table>
<thead>
<tr>
<th>Instances (%)</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual/Families</td>
<td>37.0%</td>
<td>40.0%</td>
<td>37.3%</td>
</tr>
<tr>
<td>Non-Profit Organizations</td>
<td>32.4%</td>
<td>31.4%</td>
<td>36.1%</td>
</tr>
<tr>
<td>Institutions</td>
<td>23.5%</td>
<td>24.2%</td>
<td>20.1%</td>
</tr>
<tr>
<td>Local/National Governments</td>
<td>5.6%</td>
<td>2.9%</td>
<td>3.4%</td>
</tr>
</tbody>
</table>

When compared to 2019, a higher percentage of instances toward non-profit organizations was recorded. Institutions received less of a percentage as they received a majority of their support related to COVID-19.
Final Beneficiaries

<table>
<thead>
<tr>
<th>Instances (%)</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local Communities</td>
<td>29.3%</td>
<td>28.8%</td>
<td>29.9%</td>
</tr>
<tr>
<td>People in Economic Need</td>
<td>16.9%</td>
<td>20.2%</td>
<td>25.6%</td>
</tr>
<tr>
<td>People with Health Issues</td>
<td>22.6%</td>
<td>17.1%</td>
<td>13.6%</td>
</tr>
<tr>
<td>People with Disabilities</td>
<td>13.3%</td>
<td>16.1%</td>
<td>10.8%</td>
</tr>
</tbody>
</table>

The position of key beneficiary groups remained the same compared to last year. The largest difference is the rise in percentage of instances for people in economic need.

Effects of Giving

<table>
<thead>
<tr>
<th>Use of Donations (%)</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>One-Off Support</td>
<td>52.5%</td>
<td>57.9%</td>
<td>54.8%</td>
</tr>
<tr>
<td>Long-Term Support</td>
<td>38.0%</td>
<td>34.1%</td>
<td>38.3%</td>
</tr>
<tr>
<td>Unknown</td>
<td>9.5%</td>
<td>8.0%</td>
<td>7.0%</td>
</tr>
</tbody>
</table>

The percentage of instances with long-term effects increased in 2020 due to the rise of support in the form of social services, mainly support for public kitchens.
Research Giving Bosnia and Herzegovina 2020: Report on the State of Philanthropy is part of a broader initiative carried out by the Catalyst Foundation to promote and stimulate philanthropy in the region. The underlying research and this publication were created by Catalyst Foundation (Catalyst Balkans) with the generous support of the C. S. Mott Foundation and the Rockefeller Brothers Fund.

Opinions expressed in this publication do not necessarily reflect those of the C. S. Mott Foundation, the Rockefeller Brothers Fund, or their partners.
In 2020, this association raised more than 84,500€ through various campaigns. Out of this amount, 15,668€ was used to purchase 50 computers at 10 different schools to help children from families in economic need.