Introductory remarks/
General overview

After several years of decline in recorded amounts, in 2019, the philanthropic giving in Croatia significantly increased. The overall level of giving was higher than in the previous two years, while this sudden and significant rise was the result of two outstanding instances. The first was a fundraising campaign for the medical procedure of a two-year old child through which EUR 5 million was collected. The second outstanding instance was a EUR 2 million donation of the Bunić Kaboga Foundation intended for the reconstruction of the Prince Palace on the Lopud Island, near Dubrovnik. Without these two considerable donations, the level of giving would probably be similar to that of 2017.

Overall, the data shows several positive developments in 2019. The aforementioned significant increase in the estimated amount brought the giving level to the one from 2015, before the decline period started. Furthermore, the recorded value is also higher, as well as the number of recorded instances.

Citizens were the most active donor type with the highest share of the donated amount. Support to marginalized groups remained the most frequently supported theme for giving in 2019, while people with health issues were the most supported beneficiary group. Regarding the transparency of donated values, in 2019, 49.8% of all donation instances provided information about the value of the donation, which represents a 19.6% decrease compared to the previous year.
Value of donations - €

<table>
<thead>
<tr>
<th>Estimated amount</th>
<th>Recorded amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>20,249,184.16</td>
<td>15,457,372.16</td>
</tr>
</tbody>
</table>

Estimated amount - trends

- Estimated value of donations - €
- Number of recorded instances

Average donation per individual

- Average donation per individual - €
There was a 10% increase in donor activity compared to 2019, with 2,887 recorded unique instances. An outstanding increase is also noted in the total recorded amount. Based on that, it is estimated that more than EUR 20.2 million was donated in Croatia in 2019. Compared to the previous year, this represents a huge increase of precisely 125%.

The highest percentage of donation instances was directed to Northwest Croatia – 37.3%, followed by Adriatic Croatia with 34.4%. Both regions saw a slight increase. Furthermore, 24.4% donation instances were directed to Middle and Eastern Croatia, which is 8.1% lower than in 2018. Finally, 3.7% was directed to various regions throughout Croatia, which is higher compared to 2018. The percentage of support directed outside of Croatia remained very small and maintained the level from 2018. As for the capital, Zagreb city remained at around 20% of instances received.

Regarding the frequency of support, citizens were the most active donors with a significant increase in the percentage of donation instances compared to the previous year. Both the corporate sector and individual donors had a reduced share in the overall percentage of recorded instances; all other donor types participated with no more than 2% each. As regards donated values, citizens also participated with the biggest share of amount, demonstrating a significant increase from the previous year. In contrast, the corporate sector share in the total donated amount majorly decreased, and we believe that this drop is partially the result of the higher monetary support of citizens and private foundations, as well as mixed giving. Finally, the share of individual donors also decreased by around 2% in the total recorded amount.

In 2019, the ranking of the key themes for giving remained the same. Support to marginalized groups continued to be the most supported theme. Showing increase, healthcare stayed in the second place, while support to education slightly dropped (3.7%). Poverty relief was supported in a somewhat higher percentage, reaching the same level as in 2017.

Compared to the previous year, non-profit organizations remained the most frequently supported recipient albeit with a lower number of instances. Individuals reached the second place due to a significant increase in instances directed toward them, followed by institutions who demonstrated a slight increase. Local/national governments had the same level of frequency of support as in 2018.
Even though the number of instances directed toward non-profit organizations dropped in 2019, they remained the first key recipient and they received the same level of share in the total donated amount as in 2018. The most supported theme through non-profits was support to marginalized groups, while people in economic need benefited the most, with citizens being their biggest donor.

Donors’ support toward the state was higher in 2019, primarily due to an increased support to institutions. Namely, healthcare was the most supported theme through giving to the state, while the most active donor type in giving to the state in 2019 were citizens. With regard to final beneficiaries, local communities were the most frequently supported group through state institutions.

The data shows an increase in one-off support, which is mainly the result of a higher frequency of giving for medical treatments. Consequently, the percentage of donation instances with potential strategic effects decreased and was mostly provided in the form of services and equipment.

People with health issues received the highest percentage of donation instances in 2019, marking a 6.5% increase compared to 2018. Both people in economic need and local communities were supported with a reduced number of instances. Although people with disabilities received a higher percentage of donations, they remained in the fourth place.

In 2019, 49.8% of donation instances had a disclosed monetary value. Compared to 2018, that represents a significant decrease in the transparency of the data on charitable giving values.
### Donors

<table>
<thead>
<tr>
<th>Category</th>
<th>% of instances</th>
<th>% of recorded sum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mass individual</td>
<td>55.1%</td>
<td>37.3%</td>
</tr>
<tr>
<td>Corporate sector</td>
<td>27.4%</td>
<td>20.5%</td>
</tr>
<tr>
<td>Individuals</td>
<td>5.3%</td>
<td>0.7%</td>
</tr>
<tr>
<td>Mixed donors</td>
<td>0.4%</td>
<td>18.9%</td>
</tr>
<tr>
<td>Private foundations</td>
<td>1.5%</td>
<td>19.8%</td>
</tr>
<tr>
<td>Other</td>
<td>10.3%</td>
<td>2.8%</td>
</tr>
</tbody>
</table>

#### Recorded instances (%)

<table>
<thead>
<tr>
<th>Category</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mass individual</td>
<td>49.3%</td>
<td>34.1%</td>
<td>55.1%</td>
</tr>
<tr>
<td>Corporate sector</td>
<td>42.0%</td>
<td>51.3%</td>
<td>27.4%</td>
</tr>
<tr>
<td>Individuals</td>
<td>2.2%</td>
<td>10.0%</td>
<td>5.3%</td>
</tr>
</tbody>
</table>

#### Recorded sum (%)

<table>
<thead>
<tr>
<th>Category</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mass individual</td>
<td>37.5%</td>
<td>20.3%</td>
<td>37.3%</td>
</tr>
<tr>
<td>Corporate sector</td>
<td>45.9%</td>
<td>64.7%</td>
<td>20.5%</td>
</tr>
<tr>
<td>Individuals</td>
<td>2.1%</td>
<td>2.7%</td>
<td>0.7%</td>
</tr>
</tbody>
</table>
Who are the donors?

With 2,887 donation instances, the level of giving frequency recorded a 10% increase compared to 2018. Citizens were the most active donors, with significant boost in their activity, which is the result of a larger number of campaigns and events that are the most common way of citizens’ participation. These factors placed corporate donors at the second place with a significant drop in percentage of instances compared to 2018, where particularly direct donations and call for applications saw a decline. Participation of individuals also decreased, while foundations and mixed donors reached a no larger than 2% share of instances each.

As regards the total recorded amount, for the first time since 2014, in 2019, citizens again took the lead with the highest percentage of the donated amount; compared to 2018, they increased their share by 17%. The corporate sector recorded a reduction in its share, the lowest ever since the tracking of philanthropy began; as in the frequency of giving, the increased citizens’ share in the total amount resulted in a lower level of giving from the corporate side. Nonetheless, other factors are present, such as increased giving from mixed donors and private foundations. A part of the corporate sector giving actually went through a significantly strengthened mixed donors’ share in the total value (campaigns and events in which particular types of donors could not have been identified); most of it included fundraising efforts for the medical treatments of persons with health issues. Moreover, the share of private foundations significantly went up as a result of the donation made by the Bunić Kaboga Foundation. As for other donors, individuals and institutional foundations each recorded a small share in the donated amount.

In 2019, the frequency of giving from the diaspora remained the same as in 2018, with a small share of all donation instances. However, the share of the donated amount from the diaspora experienced a considerable rise in 2019, due to the aforementioned donation of the Bunić Kaboga Foundation.
Individual donors from the diaspora are often very motivated to contribute to the local communities from which they or their families originated. One such donation came from Janet Majnarich, a Canadian from Delnice, who donated a new high-quality musical amplifier and a synthesizer to the members of the Delnice Pensioners’ Association. In addition, Janet Majnarich donated a part of her property to the Delnice Retirement Association for use. The value of the donation was EUR 2,098. With the new music equipment, the organization of gatherings and events will be much easier.

Over the course of 2019, the Croatian diaspora was more active in providing donations with potentially long-term effects. A group of Croatian businessmen from Germany made a contribution of around EUR 100,000 to the Tumor Research Laboratory of the Split Faculty of Medicine, which will be invested into the science program over the next three years. The donation also included several devices for the laboratory. This investment was a part of the expanded collaboration between Ivan Đikić, a Croatian scientist, and the Split Faculty of Medicine.

Duje Podrug, a criminal inspector from Zagreb, was named police officer of the year and received EUR 2,000 for his heroic action of preventing the robbery of the bank in Črnomerec. He decided that he would not keep the money, and donated it to various individuals and humanitarian associations. He distributed the funds (EUR 607 each) to Kristinka Hardi, a single mother of five from Vukovar, the Omega Zagreb Veterans Sports Recreation Association, the Autonomous Women’s House Zagreb and to the parish of St. Ante Padovanski for public kitchen services.

Mato Veić donated an EKG – Electrocardiogram device with accompanying equipment to the Čaglin Ambulance, which is part of the Požega General Hospital. This generous contribution will provide better healthcare to many. The total value of the donation was EUR 2,698. Another great example was the contribution of NBA basketball player Nikola Mirotić who donated EUR 25,000 for the purchase of a new house for the Varga family from Borovo Selo, near Vukovar in Croatia. The Varga family have been living in economic need for a long time.
Private foundations giving

One exceptional example of strategic investment from private foundations particularly influenced the level of giving in Croatia in 2019. Namely, the Bunić Kaboga Foundation based in Lichtenstein donated EUR 2,000,000 to the Society of Friends of Dubrovnik Antiques, which will be used for the reconstruction of the Prince Palace on Lopud Island near Dubrovnik.

In Croatia, private foundations are very active in helping communities, students, supporting young talents, etc. Foundation ‘Miroslav Bulešić’ awarded scholarships to 228 talented students on the occasion of a charity concert organized in the sports hall of Pazin College on November 30th. The total value of the awarded scholarships was EUR 90,099. The Foundation was established in 2014 by Bishop Dražen Kutleša. It is managed by the diocesan institution Caritas and is assisted by donors. Over the course of six years, Foundation ‘Miroslav Bulešić’ has provided scholarships to 1,768 students. Scholarships are awarded mainly according to social criteria.

For many years, the Ana Rukavina Foundation has been active in providing support to the Croatian healthcare system. In 2019, the Foundation donated scholarships for the professional development of young doctors in the United States in the field of hematology. So far, seven young doctors from the Republic of Croatia have been offered the opportunity to study at the hematology and pediatrics clinics in the United States. The funds for the scholarships were raised through a traditional Christmas concert called Želim Život (I Want Life). Owing to the help of citizens, the concert raised EUR 175,343 for the support of the Foundation’s work.
Trends in the corporate sector (companies, SMEs and corporate foundations) giving did not significantly change compared to 2018. Thus, the overall ranking of the top three recipient entities remained the same. Minor fluctuations included a somewhat smaller percentage of instances directed to non-profits and individuals, and a mildly increased percentage of instances directed to institutions. Nevertheless, non-profits reaffirmed as the most supported recipients.

With regard to the themes, the ranking also did not change: support to marginalized groups continued to be the most supported theme, with a higher number of instances. On the other hand, support to
Examples of corporate sector giving

education dropped, while the percentage of instances for healthcare increased. Nevertheless, these fluctuations are not significant enough to indicate any major trend changes.

The only change in the 2019 trends was noted in the ranking of beneficiary groups: local communities remained at the top, while people with disabilities received more frequent support and took the second place. Support to people in economic need slightly decreased, while support to people with health issues stayed on the same level. As for other beneficiary groups, the corporate sector most frequently supported children without parental care and animals, while other groups achieved no more than a 2% share of instances.

One of the examples of corporate giving that stood out in 2019 was the contribution of the Avon Cosmetics Croatia. The company donated EUR 10,827 to the ‘Sve Za Nju’ Association (All For Her Association), which helps women that are fighting cancer. The donation will support the work of the Association and the Center for Psychological Assistance to women with cancer. In addition, Avon also provided accommodation within the Center for women who come from remote places to receive their treatment in Zagreb. Avon has been supporting the fight against breast cancer in Croatia for more than 15 years and has so far collected and donated more than EUR 395,360.

Furthermore, as part of its project called Činim Dobro Svaki Dan (I Do Good Every Day), the PBZ Group representatives made a contribution of EUR 47,275 to the Foster Home Ivanec. The funds were used to purchase equipment for the sensory and information rooms and to build a gym and a soccer field. This contribution was immensely significant for the forty children who are the beneficiaries of this foster home.
Trends in mass individual giving followed the pattern established over the previous years – rankings of the top three recipients, themes and beneficiary groups remained unchanged.

As regards percentage fluctuations compared to the previous year, in 2019, citizens continued to support non-profits the most, albeit somewhat less frequently. Individuals/families and institutions received a higher percentage of instances, while local/national governments maintained the same level of support.

As for the themes for giving, the picture looks similar to 2017. Despite recording a decrease in the percentage of donation instances, healthcare remained in the first place. Support to marginalized groups and poverty relief recorded a slight increase in the frequency of citizens’ support, while education saw a mild drop.
Compared to the previous year, citizens somewhat less frequently directed their support toward people with health issues and local communities, while people with disabilities and people in economic need received a higher percentage of donation instances.

**Examples of mass individual giving**

Citizens from Croatia have always been supportive, and 2019 was no exception. The International Association of Gradišćan Croats - Gradišćan Society of Croatian S.A.M. from Zagreb, in cooperation with the Association of the same name from Eisenstadt and the Diocese of Eisenstadt, organized a charity concert at the Vatroslav Lisinski Concert Hall for the renovation of the Vukovar I Kindergarten. During the concert, a humanitarian telephone line was open for citizens to place donations. The total amount raised was over EUR 26,000.

Point Shopping Center from Zagreb, in cooperation with Association ‘Mali Zmaj’, organized a charity event in order to help many children and their parents by providing them with school supplies, such as school bags, backpacks and accessories. Owing to many citizens who supported the action, over 250 children were equipped with school accessories for the upcoming school year. The value of the donated school items was EUR 16,500.

Association ‘MoSt’ organized their traditional action A Di Si Ti (Where are you) on December 14th. The action was organized for the nineteenth year in a row, with a goal to raise awareness of the issues of homeless people and promote solidarity and volunteerism. The action implies putting new or used items up for sale: CDs, DVDs, books, souvenirs, jewelry etc. As in the previous years, all funds raised from the sale of items were intended for the decoration and refurbishment of the premises of the Homeless Center and for its beneficiaries. On the occasion, EUR 14,031 was raised.
Key Themes for Giving

Key themes - % of instances

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>36.7%</td>
<td>support to marginalized groups</td>
</tr>
<tr>
<td>23.9%</td>
<td>healthcare</td>
</tr>
<tr>
<td>13.8%</td>
<td>education</td>
</tr>
<tr>
<td>8.5%</td>
<td>poverty relief</td>
</tr>
<tr>
<td>17.1%</td>
<td>other</td>
</tr>
<tr>
<td>5-10%</td>
<td>sport</td>
</tr>
<tr>
<td>3-5%</td>
<td>seasonal giving</td>
</tr>
<tr>
<td>1-3%</td>
<td>animal welfare, culture and arts, environment</td>
</tr>
<tr>
<td>0-1%</td>
<td>economic development, public infrastructure, religious activities, science, natural disasters, heritage</td>
</tr>
</tbody>
</table>
Out of all donation instances, 82.9% were directed toward four key themes (healthcare, poverty relief, support to marginalized groups and education). This percentage is even larger than in the past several years, which indicates the need to enhance the promotion of other less supported themes in order to attract donors’ interest.

However, there were no significant fluctuations in the level of support, and the top four themes maintained the same ranking. The first-ranked support to marginalized groups received the same level of support as in 2018. Healthcare recorded a 6.3% rise in donation instances, as a result of the increased level of giving for healthcare and medical treatments for children with health issues. Education, on the other hand, saw a drop. The donors’ support toward education was mostly directed to local communities. Finally, 2019 brought a slight increase of donors’ interest in poverty relief, where the support was aimed at people in economic need and people living in other countries.

Among other less supported themes, the largest percentage was recorded for sport and seasonal giving, while others received less than 3% of donation instances each.
Recipients

Type of recipient entities - % of instances

- **53.8%** non-profit organizations
- **23.6%** individuals/families
- **21.1%** institutions
- **0.8%** local/national government
- **0.7%** other
### Trends - % of instances

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-profit organizations</td>
<td>62.4%</td>
<td>66.0%</td>
<td>53.8%</td>
</tr>
<tr>
<td>Individuals/families</td>
<td>15.2%</td>
<td>12.5%</td>
<td>23.6%</td>
</tr>
<tr>
<td>Institutions</td>
<td>20.0%</td>
<td>19.3%</td>
<td>21.1%</td>
</tr>
<tr>
<td>Local/national government</td>
<td>1.3%</td>
<td>0.9%</td>
<td>0.8%</td>
</tr>
</tbody>
</table>

### Who are the recipients?

In 2019, the ranking of the top recipients changed. Nonetheless, non-profit organizations remained the most frequently supported recipients despite a significant reduction in the percentage of instances. Larger direct support for healthcare and medical treatments for people with health issues raised the percentage of instances directed toward individuals, which put this recipient type at the second place. Although institutions received a somewhat stronger support compared to 2018, they dropped to the third place on the list. Local/national governments maintained the same level of support as in the previous two years.

In terms of donated values, despite a reduced number of donation instances directed toward them, non-profit organizations achieved the same level of share in the total donated value as in 2018. After the 2018 drop in the percentage of the donated amount, donors strengthened their support toward individuals/families who took the second place in 2019.

Institutions recorded a significant decrease, while local/national governments received only a small share of the total donated amount.
Non-profit Organizations as Recipients

Themes supported by non-profits - % of instances

- support to marginalized groups: 47.4%
- healthcare: 17.3%
- poverty relief: 7.5%
- education: 5.3%
- other: 22.5%

The term non-profit organizations encompasses: civil society organizations, private foundations and foreign associations.

In 2019, the percentage of donation instances directed toward non-profit organizations saw a staggering 12.2% decrease. As data indicates, the greater need for providing medical treatment to children with health issues encouraged donors to directly address individual recipients more frequently, which particularly affected giving to non-profits. Nevertheless, non-profit organizations remained by far the most supported recipient type.

On the other hand, the ranking of the top themes supported by non-profit organizations looks slightly different. Support to marginalized groups and healthcare received a somewhat higher percentage of donation instances, while education recorded a small decrease. This decrease placed education a rank below on the list. Other themes that were present include sport, animal welfare, seasonal...
giving, and culture and arts. As regards the final beneficiary groups, people in economic need kept the first place. Local communities recorded a drop in the percentage of donation instances, while a higher frequency of giving was noted for people with disabilities and people with health issues.

Compared to 2018, the ranking of the top donors that supported non-profit organizations changed as citizens prevailed. The corporate sector and individuals demonstrated a decrease in the frequency of support toward non-profit organizations.

Non-profits remained very active and present, with a wide variety of initiatives and activities, covering numerous themes and providing assistance to a broad range of beneficiary groups. Association ‘Rijeka Ljubavi’ (River of Love), which is committed to providing assistance to people in economic need, received multiple donations throughout the year, 180 in total. A total of 94 donation instances were recorded for the Ana Rukavina Foundation. Other non-profit organizations that received more frequent support from donors in 2019 are: the ‘Solidarna’ Foundation for Human Rights and Solidarity, Association Down Syndrome 21 Split, Association for Persons with Intellectual Disabilities ‘Latice’ from Koprivnica, Mary’s Meals Croatia, and Association ‘MoSt’.

Lidl Hrvatska doo and Caritas of the Archdiocese of Zagreb marked 10 years of cooperation in 2019. On this occasion, Lidl Hrvatska doo donated EUR 20,230 intended for the purchase of a delivery vehicle for the Caritas Social Supermarket in Zagreb. Furthermore, to celebrate the opening of the 100th store, Lidl Hrvatska made a contribution to Association ‘Mali Zmaj’, which supports children and families in economic need across Croatia, donating food supplies worth EUR 13,534.

In addition, dm-drogerie markt Croatia doo and the lifestyle magazine Story announced the PINK RIBBON project. The aim of the project is to raise funds for the P.I.N.K Life Association that supports women battling breast cancer. During the month of October - the Fight Against Breast Cancer Month, citizens were able to support the project by purchasing marked products in all dm-drogerie markt Croatia doo shops in Croatia. For every sold product, the company donated 1 HRK (EUR 0.13) to the P.I.N.K. Life Association. A total of EUR 9,205 was raised during the action, and the Association will invest the money in equipping the Dubrovnik General Hospital with infusion machines and surgical room equipment for oncology patients, and in organizing workshops for empowering patients with malignancies.
The Lenuci Lions Club from Zagreb, in cooperation with Essilor Optika doo, launched a campaign in order to provide glasses for people in economic need. During the campaign, over 500 pairs of glasses were repaired and over 256 provided. The value of the donated goods from the campaign was EUR 52,783.

The foundation that stood out with many great examples of successful campaigns throughout the year is the ‘Solidarna’ Foundation for Human Rights and Solidarity. On April 1st, the Foundation organized a fundraising stand-up comedy night at the Kino Europa Hall in Zagreb and the entire income was used for providing scholarships for students in economic need.

On June 14th, a fundraising dinner was organized at the Esplanada Hotel in Zagreb. The entire amount raised at the event (EUR 53,595) was directed toward the newly established #SAVEME Fund for direct help to victims of domestic violence for covering costs of lawyers, rent, education, health care and other for victims of domestic and sexual violence and their children.

On Saturday, October 12th, the ‘Solidarna’ Foundation for Human Rights and Solidarity and Association ‘Ludruga’ organized a charity theater evening called From the Other Side of the Mirror: From Patient to Programmer, at the Ribnjak Youth Center in Zagreb. The purpose of the event was to help Hrvoje, a 38-year-old unemployed man who has been living with a chronic psychiatric illness, finish his studies. In November, citizens supported a graffiti exhibition called Punk’s Not Dead Breakdown Party and a charity auction of paintings at The Garden Brewery in Zagreb, raising funds for scholarships for children and young adults supported by the Foundation.

A charity dinner titled Black and white party was organized at the Hotel Royal in Opatija with the goal to raise funds for the program Moje Mjesto Pod Suncem (My Place Under The Sun) of Association ‘Centar Za Kulturu Dijalog’. The dinner was organized by the Rijeka branch of the Croatian Business Women’s Association ‘Krug’ and the Rotary Club Rijeka. The project is designed to provide a stimulating environment for children living in less favorable financial conditions, giving them the opportunity to participate in activities their parents are unable to afford, and helping them to acquire knowledge and develop skills in areas of their special interest. A total of EUR 10,152 was raised during the event.
State as a Recipient

Top 3 vrste donatora - % donacij

- mass individual: 50.0%
- corporate sector: 37.6%
- individuals: 0.5%
- ostali: 11.9%

Giving to the state (institutions and local/national governments) experienced a 1.9% rise in the percentage of donation instances compared to 2018, where institutions saw a particular increase.

In 2019, the donor landscape changed along with the ranking. Citizens were the most active donors, with a significant increase in the percentage of donation instances. A large decrease in the frequency of support from the corporate sector placed this donor second, while other donor types recorded small fluctuations in their share of donation instances compared to the previous year.

The ranking of the top themes for giving to the state changed compared to 2018, with an increase in the number of donation instances toward healthcare and support to marginalized groups, while education recorded a decline. Although local communities experienced a significant decrease in the percentage of donation instances, they remained the most supported beneficiary through giving to the state. People with health issues received a higher percentage of donation instances, which placed them second on the list.
Institutions that were recipients of multiple donation instances included the Kantrida Children's Hospital, Rijeka Clinical Center, Children's Home ‘Ivana Brlić Mažuranić’, Zadar General Hospital, Split Clinical Center, and the Zagreb Clinic for Children's Diseases – Klaićeva.

To mark the 50th anniversary of the Diners Club in Croatia, the Erste Card Club organized an exclusive event called Dine for Change at the Esplanade Hotel for the clients of the Diners Club. The celebration of the 50th birthday of the first card in Croatia had a humanitarian purpose, with the intent to raise funds for the renovation of two new apartments of the Children’s Hospital in Klaićeva. Specifically, the Erste Card Club launched a fundraising initiative to furnish the apartments to accommodate young patients and their parents, knowing the importance of parental presence for faster and less stressful recovery of children and young people during treatment. The amount raised on that occasion was EUR 20,232. This will further improve the standard of care at the Clinic, in line with the latest trends in modern medicine.

The banking sector provided another great example. Namely, Jadranska Banka dd from Šibenik donated EUR 101,159 to the Care and Educational Center Šubićevac. The donation will be used to build and equip a playground for children with intellectual disabilities. In cooperation with the city of Šibenik, the children's playground will be built in the area of the Šubićevac Forest Park, and it will be the first such playground in Šibenik adapted for children with disabilities. The bank also donated EUR 67,670 to the Šibenik–Knin County General Hospital for the purchase of two ultrasonic diagnostic devices.

In 2019, the ‘Vukovarsko Novo Sutra’ Foundation, founded in 2016 by the Prvo Plinarsko Društvo LLC (PPD – Gas Distribution (PPD-DP) and Energia Naturalis LLC, donated a total of EUR 150,431 to various socially responsible causes. The Foundation contributed to the Treći Dan manifestation by donating EUR 20,571 for the project Senzorna Integracija (Sensory Integration) of ‘Ljudevit Gaj’ Elementary School in Osijek. The donated funds were used for setting up a sensory room in the school with the aim of improving the learning conditions for children with developmental difficulties. In addition, the ‘Vukovarsko Novo Sutra’ Foundation donated 13 scholarships to college students from five Slavonia counties. The total value of the scholarships was EUR 40,602. Finally, the Foundation donated EUR 35,189 to the Vukovar-Srijem County Multiple Sclerosis Association for the purchase of a specially designed van.
Who is benefiting from donations?

Key final beneficiaries - % of instances

- **22.7%** people with health issues
- **20.2%** people in economic need
- **18.3%** local communities
- **17.6%** people with disabilities
- **21.2%** other
- **5-10%** talented children and youth
- **3-5%** children without parental care
- **1-3%** animals, people living in other countries, homeless
- **0-1%** single parents, elderly, children and youth at risk, minority population, general population, religious communities, migrants, people in need of palliative care, women and children survivors of violence, mothers and babies
The cumulative level of support directed toward the key four beneficiary groups is 78.8% of donation instances, which is a 3.4% decrease compared to 2018. However, this level is still high and indicates the need to promote other less supported groups in order to achieve higher transparency and encourage donors to be more proactive in support.

In 2019, the ranking changed compared to the previous year. One of the most significant changes was the increase of the frequency of support toward people with health issues, which placed them first. This increase is a result of the higher frequency of giving for medical procedures for children with health issues. People in economic need remained second with a decrease slightly over 1%, which can be considered statistically insignificant. Another noteworthy change was the drop in the frequency of giving for local communities, which was mostly reflected in a reduced percentage for education.

As regards other less supported beneficiary groups, the highest percentage of support was directed toward talented children and youth, followed by children without parental care. All groups from the previous year's list were still present, with no newly supported categories.
Effects of giving

% of instances

<table>
<thead>
<tr>
<th>%</th>
<th>Type</th>
</tr>
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<tbody>
<tr>
<td>57.4%</td>
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</tr>
<tr>
<td>36.8%</td>
<td>long-term effects</td>
</tr>
<tr>
<td>5.8%</td>
<td>unknown</td>
</tr>
</tbody>
</table>

The ratio between support that provides long-term effects and one-off support has not changed. Short-term assistance has been predominant, and the data shows that it increased in 2019. This increase was mostly reflected in larger support directed toward medical treatments for children with health issues. On the other hand, there was a drop in the frequency of strategic giving instances, which was reflected in reduced giving of equipment in particular. It is noteworthy that both strategic support and short-term assistance were mostly provided by citizens (47.3% of all strategic instances and 60% of all short-term instances). The percentage of instances whose use was impossible to identify remained at the same level as in 2018.

Services were the most used form of strategic giving in 2019, taking up 41% of all strategic instances, with equipment following closely behind. The most used types of one-off support were supplies and consumables (75.1%).

Regarding donor preferences, citizens and the corporate sector were primarily interested in one-off support, while individuals were more oriented toward strategic giving.
### Trends - % of instances

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Short-term support</td>
<td>48.9%</td>
<td>51.8%</td>
<td>57.4%</td>
</tr>
<tr>
<td>Long-term effects</td>
<td>36.1%</td>
<td>41.7%</td>
<td>36.8%</td>
</tr>
<tr>
<td>Unknown</td>
<td>15.0%</td>
<td>6.5%</td>
<td>5.8%</td>
</tr>
</tbody>
</table>

### Strategic giving - % of instances

- **41.0%** services
- **39.4%** equipment
- **16.4%** scholarships
- **1.8%** raising social awareness/advocacy
- **0.9%** capital investments
- **0.5%** research and development

### Examples of strategic support

Association ‘Riječko srce’ and Regional Television Channel RI – Kanal RI organized a fundraising concert in Rijeka in order to provide necessary equipment for the Rijeka 21 Down Syndrome Association. The total amount of the funds raised was EUR 15,584. Owing to the contribution, a sensory room of the Association was equipped.

The Kozlović Winery from Buje organized a fundraising dinner and concert called Glazba Za Dječiji Osmijeh (Music for The Children’s Smile). The aim of the event was to raise funds for the purchase of Diagnostic ECG devices and a special children’s hospital bed for enhanced care for the Pediatric Department of the Pula General Hospital. A total of EUR 10,421 was raised from the ticket sales. The portion of the funds that remained after the purchase of the equipment was redirected toward getting an automatic external defibrillator for the Buje Sports Hall.
Support to the local community

The Doctors Tennis Players, Members of the Croatian Medical Association – Split Branch organized a tennis tournament where they raised EUR 2,694. They contributed to their local community by donating these funds to the Center for Social Welfare Split for the support of the Svi Zajedno (All Together) project. The Svi Zajedno project aims to involve children and young people who are at risk of social exclusion in the local community and in various activities such as sport activities, language schools, music schools etc.

For the third year in a row, in December 2019, the members of the Youth Association of Kaptol Municipality organized a four-day humanitarian event in the form of a Christmas fair called Kaptolski Zvonci (Kaptol Bells). From December 20th to 23rd, interested citizens were able to enjoy Christmas songs and various products of local family farms on the Vilim Korajac Square in Kaptol. The funds raised during the Christmas fair were donated to the parents of babies born in the Municipality of Kaptol during 2019. A total of EUR 934 was raised and the parents of 23 newborn babies received EUR 40 gift vouchers.

Other ways of giving

Association ‘Nismo Same’, in cooperation with interior designer Mirjana Mikulec, organized the Humanitarian Flea Market with Celebrities with the goal to raise additional funds for the taxi transportation project for women battling cancer and chemotherapy Nisi sama – Ideš sa nama (You are not alone – You are coming with us). The aim of the project is to help women who are going through chemotherapy by providing transportation for them so as to reduce the risk of various infections and diseases. So far, they have helped 211 women and provided more than 6,000 taxi rides. The Humanitarian Flea Market with Celebrities was part of the 4th interior design fair called InDizajn which took place from September 26th to 29th at the Arena Zagreb Sports Hall. Many Croatian celebrities contributed to the Humanitarian Flea Market by bringing some of their personal items for sale, such as designer dresses, handbags, books etc. Citizens supported the event and a total of EUR 4,831 was raised.

Donations through calls for applications

As part of the 2019 grant application contest, the Adris Foundation awarded funds to the best students, as well as to various projects of social importance in the area of environment, heritage, discovery and creativity. The total amount of the contribution from the Foundation was EUR 419,743.

Another foundation supported education through scholarships. The Marin Čilić Foundation provided scholarships in the amount of EUR 1,350 to 22 talented young musicians and athletes, through a call for applications. The total value of the donation was EUR 29,700. The Marin Čilić Foundation also donated EUR 6,767 to ‘Isidora Kršnjavoga’

Knowledge giving

The Institute of Youth Development and Innovativeness IRIM made a contribution to a competition called Generation Now in the form of STEM trainings for mentors and constant expert support. As part of the competition, the training center of the Croatian Telecom started training more than 20 mentors from educational institutions in Zagreb and surrounding cities. The Croatian Telecom donated the equipment needed for the IoT projects.

Another outstanding example of knowledge giving was provided by Association ‘Smiješak za Sve’ (A Smile for All) through its work with volunteers. One hundred new volunteers were trained in reading stories to children at the wards of three hospitals in Zagreb: University Clinic ‘Sestre Milosrdnice’, Zagreb Clinical Hospital Center and ‘Srebrnjak’ Children’s Hospital. The new volunteers underwent training where they attended professional lectures and participated in workshops in order to join the project Laku Noć, Pričoljupci (Good Night, Story lovers). The aim of the story-telling project is to empower hospitalized children, while helping their parents rest for a while. The new volunteers of the Association are of different ages and professions but they are all bound by the same wish – to give a part of their time to others in need. At the training seminar, the best volunteers were announced and they were given letters of appreciation for their efforts.

Professional services

On December 3rd, the Day of Persons with Disabilities, Polyclinic Glavić from Zagreb and Dubrovnik announced a humanitarian manifestation called Darujmo Nadu u Novi Korak (Give Hope to the New Step). Through a call for applications, the clinic provided free robotic neuro-rehabilitation to eight socially vulnerable people that could greatly benefit from the treatment.

For the third year in a row, ‘Voštarnica’ Elementary School in Zadar hosted one of the most famous hairdressing salons in the city – Mr. Razor. The school is the only special education institution in Zadar County where students with disabilities are able to get a quality education. The owner of the salon, Ivan Mišković, offered free haircut services at the school. The children were given haircuts in a familiar and stress-free environment.
The members of the 5th Eastern Croatia Branch of the Veterans Croatia Moto Club organized an initiative that included decorating and painting the walls of the Surgery Clinic of the Clinical Hospital Center Osijek. The walls of the Clinical Hospital Center Osijek had not been repainted for more than 20 years. High school students and employees of the Faculty of Civil Engineering and Geodesy in Osijek also contributed to the project. Owing to the initiative, over 1,000 square meters of hallways and rooms were decorated and painted. The citizens’ initiative Zasadi Drvo, Ne Budi Panj (Plant a tree, don’t be a stump) was launched with the idea that everyone can contribute to the improvement of their own environment and to the fight against climate change. The goal of the initiative was to encourage citizens, associations and institutions to plant trees in order to contribute to greening the environment and thus emphasize the importance of greenery, especially in urban areas. Within the initiative, children, with the help of their parents and teachers, planted a fig, jujube and a chestnut tree in the backyard of Kindergarten ‘Radost’ in Zadar.

Another great initiative was organized by the employees of company Tokić doo. They volunteered on a project organized by Association ‘Mali Zmaj’ called 72 Sata Bez Kompromisa (72 Hours Without Compromising), which promotes solidarity, creativity and cooperation. The employees contributed to the Association’s project by carrying boxes, arranging shelves and painting rooms in order to improve the quality of life for children without parental care.

The Economic Clinic, a non-profit association of students of the Faculty of Economics in Zagreb, started a humanitarian action called Srcem za Djecu Brezovice with the aim of collecting necessary supplies such as hygiene products, cleaning supplies, clothing and toys for the Brezovica orphanage. Students contributed by bringing gifts for the children in the Brezovica Orphanage. Within the action, a crowdfunding campaign was launched with the goal to raise money for a swing for children in wheelchairs that would be installed at the Caritas Shelter for Children with Disabilities – Zagreb. The crowdfunding campaign was launched on the gogetfunding.com website in order to raise funds for this particular purpose. Owing to the people of good will, a total of EUR 2,800 was raised for the swing that will be delivered and installed at the Caritas Shelter for Children with Disabilities – Zagreb.

On October 1st, the World Coffee Day, Julius Meinl organized a campaign called Meet with A Poem, with the goal to bring people together and to support those in need. Citizens could pay for two cups of coffee or tea by writing a poem with their friend. The poems were presented on the Cvjetni Trg in Zagreb. For every written rhyme,
Julius Meinl donated EUR 0.53 to Association ‘Veliko Srce Malom Srcu’. A total of EUR 1,500 was raised for the refurbishment of the apartment for children going through treatment.

Association for Persons with Intellectual Disabilities ‘Latice’ from Koprivnica launched a fundraising campaign titled Milijun koraka (Million steps), with the goal to raise funds for the support of children with intellectual disabilities and to raise awareness of the problems of people with intellectual disabilities. Mountaineer and alpinist Mario Carek started his 40 days and 1,100 kilometers long journey on foot from Pula to Dubrovnik on June 26th. The total amount of funds raised during this adventurous endeavor was EUR 11,504, which will be used for the construction of the Association's new premises.
Methodology

This report was prepared using the Giving Balkans database which remains the most reliable source of data on charitable giving in the region. Due to the absence of official data, Catalyst Balkans uses alternative ways to collect data, primarily media reports and other available resources. During 2019, Catalyst Balkans tracked media reports on domestic individual, corporate and diaspora philanthropy in Croatia. Media reports were collected by following electronic, printed and online media at the local, regional and national level, in Croatia, in the period from January 1st to December 31st 2019. In this period, a total of 10,213 database entries related to charitable giving by all types of donors were processed in the Giving Balkans database, of which 2,887 were unique instances.

This methodology has certain limitations, including the most important fact that the media does not record all charitable giving. Nonetheless, we believe that our research provides a sufficiently reliable insight into the most important aspects of charitable giving, because figures, although not comprehensive, provide the minimum values for relevant indicators. If, for example, we discuss the number of charitable instances, we can state with certainty that the number that we show is the minimal number of instances that have taken place. The same is true for cash amounts, actors and the like. Trends in the development of giving are presented without outliers (i.e. disasters or one-off donations which surpass a significant portion of the total recorded amount and are not renewable) because these data points are not representative of the giving which is renewed by local actors each year, and therefore need to be presented separately. Hence, these data may be used as indicators of the minimal degree of philanthropy development in Croatia.

Research Giving Croatia 2019 - Report on the State of Philanthropy is part of a broader initiative to promote and stimulate philanthropy in the region carried out by Catalyst Balkans. The underlying research and this publication were created by 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 its partners.