During 2014, Catalyst Balkans tracked media reports on domestic individual, corporate and diaspora philanthropy in Croatia. This brochure provides key statistics on the findings of this research.
### DONORS

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

<table>
<thead>
<tr>
<th>Type of Donors</th>
<th>2013 % Instances</th>
<th>2014 % Instances</th>
<th>2013 % Recorded</th>
<th>2014 % Recorded</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mass Individual</td>
<td>50.9%</td>
<td>72.1%</td>
<td>29.0%</td>
<td>30.7%</td>
</tr>
<tr>
<td>Corporate Sector</td>
<td>14.3%</td>
<td>10.6%</td>
<td>45.8%</td>
<td>27.4%</td>
</tr>
<tr>
<td>Individuals</td>
<td>4.7%</td>
<td>2.5%</td>
<td>10.6%</td>
<td>5.7%</td>
</tr>
<tr>
<td>Private Foundations</td>
<td>0.6%</td>
<td>9.7%</td>
<td>9.7%</td>
<td>10.2%</td>
</tr>
<tr>
<td>Mixed Donors</td>
<td>10.2%</td>
<td>23.7%</td>
<td>27.4%</td>
<td>23.7%</td>
</tr>
<tr>
<td>Other</td>
<td>4.0%</td>
<td>2.8%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>

#### KEY TRENDS IN TYPES OF DONORS

<table>
<thead>
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In 2014 there were 1,822 recorded unique instances of charitable giving, which is a significant increase in comparison with 2013. On the other hand, overall amount donated in 2014 has decreased for 20.1% since 2013.

Year 2014 is marked by a drop in number of donations for Mid and East Croatia, while interest for both Adriatic and Northwest Croatia was higher than in 2013.

In terms of main donor type participation, in 2014 citizens continued to be the most active donor type with 72.1% of recorded instances. The corporate sector remained at the second place with 10.6%, while individual donors are still third ranked with 2.5% participation in recorded instances. Comparison with 2013 shows that except for mass individual giving, which had an increased percentage of instances, all other donor types have seen a drop in activity.

If we look into value of donations, the picture is different this year: with mass individual donor type this year on the lead with 30.7% share, the corporate sector has dropped on the second place with 27.4% share, while individual donors remained third with 5.7% of the total recorded donated value. Similar to the number of instances, in 2014 only mass individual donor type experienced an increased share of total donated value.

Giving by diaspora remained almost the same as last year – 1%.

Overall, 2014 was marked by significant increase in number instances and decrease in total recorded amount of donations. As several other countries of the region, Croatia was hit by major floods, which eventually resulted in higher participation and support of individual and corporate donors for this specific purpose. Flood data is excluded from this report in order to be separated from other giving purpose, however it is important to mention here that giving for flood relief in Croatia in 2014 exceeded 70.8 million euros.
2014 Annual Report on the State of Philanthropy

CORPORATE SECTOR
Profiles of the Most Common Types of Donors

**TOP 3 RECIPIENT ENTITIES**
- Institutions: 40.7%
- Nonprofit Organizations: 34.0%
- Individuals / Families: 10.8%

**TOP 3 FINAL BENEFICIARY GROUPS**
- Local Communities: 27.3%
- People with Health Issues: 17.0%
- People with Disabilities: 11.9%

**TOP 3 THEMES FOR GIVING**
- Support to Marginalized Groups: 35.6%
- Education: 17.0%
- Healthcare: 16.0%
A good example of strategic support comes from Siemens Croatia company. This company decided to support children and families facing malignant diseases and donated 3,930 EUR to Association of parents and children with malignant disease Krijesnica. This money was used to pay the expenses of psychological assistance, as this type of support is extremely important for patients and their families.

Small and medium enterprise Olympus based in Zagreb with its donation of over 900 EUR contributed to the reconstruction of the accommodation center for homeless in Šibenik.

Thanks to the Zagreb SME Kardin doo, Petrijanec Elementary School is now equipped with automatic outdoor defibrillator which serves for the first aid in cases of emergency. Value of the equipment is 2,620 EUR.

Business sector recognized the importance in investing in other areas, like culture and education. Valpovo had a local cinema which was out of the function for quite some time. NPBZ (Zagreb Commercial Bank) donated 6,550 EUR to the city of Valpovo for the purpose of covering the costs of putting to work city cinema.
## Profiles of the Most Common Types of Donors

### TOP 3 RECIPIENT ENTITIES
- Nonprofit Organizations: 38.5%
- Institutions: 34.0%
- Individuals / Families: 18.2%

### TOP 3 THEMES FOR GIVING
- Healthcare: 33.5%
- Poverty Relief / Mitigation: 33.1%
- Support to Marginalized Groups: 18.3%

### TOP 3 FINAL BENEFICIARY GROUPS
- People with Health Issues: 29.6%
- People with Disabilities: 21.6%
- People in Economic Need: 19.6%
Traditional Christmas concert “Želim život” (I want life) in the organization of Ana Rukavina Foundation was held in Zagreb on December 29th. At the concert through tickets purchased and by calling a special number 151,960 EUR was raised for the support of the work of this foundation, by which efforts first bone marrow and stem cells donor register was established.

Dinamo Futsal club organized humanitarian tournament with Nordic stars club on 29th December in Dražen’s Home basketball hall. Through the proceeds from the event, 15,720 EUR was raised and donated to association Sveti Vinko Paulski in Vukovar which provides services for the economically disadvantaged people.

Foundation Krugovi organized action “Kuna by Kuna” and collected 795,630 EUR for the support to their work with children undergoing treatment for malignant diseases.

10th Golden Apple - traditional cooking competition was held in Vinkovici, organized by Association of chefs of the kitchen and sweets makers from Slavonija. Humanitarian part of the event was organized as auction of main meal for 12 persons, where funds were collected to support the work of the Association of children with Down syndrome in Vinkovci.

In the organization of the Association of Tourist Guides from Pula and Istra County Association of blind and visually impaired persons, interactive Istra map was launched, which was part of the project “Colors of the inclusive tourism”. Moreover, to walk around Istra through the application people only need to call a certain phone number and since project is humanitarian part of the proceeds was donated to Istra County Association of blind and visually impaired persons.
In 2014 over 41% of instances was directed to one-off support (humanitarian support, supplies, individual housing and medical treatments of individuals). While this is lower than in 2013, at the same time very positive change in 2014 is reflected in the increased interest of donors to invest in support that may produce long-term effects (equipment, capital investments, research, raising awareness and services). Corporate sector usually give more strategically, and during this year more than half of the donations (52.6%) from the corporate sector were directed to long-term investments. This represents significant raise from 28.1% which was percentage of corporate donors activity in strategic giving in 2013.

Through 65,500 EUR worth donation to Children’s home in Nazorova street in Zagreb, Zagrebačka Bank wanted to provide long-term support to a specific vulnerable group. This amount was used for the reconstruction and refurbishing of the accommodation for pregnant women and women with infants who were left with no support from their families.

Globalna hrana doo (Global Food doo) representative of McDonald's in Croatia recognized importance of supporting the community, so they invested funds for the refurbishment of the children’s playground in Trakonšćanska street in the city of Varaždin.

Retired lady Đurđica Seits wanted to provide support to single parents in Virovitica. She donated her house to the local council Virovitica, so that it can be used for accommodation of young single mothers with children who do not have home.

<table>
<thead>
<tr>
<th>TRENDS IN USE OF DONATIONS – 2013 to 2014 (by % of Instances)</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Long-Term Support</td>
<td>46.9%</td>
<td>41.8%</td>
</tr>
<tr>
<td>One-Off Support</td>
<td>30.1%</td>
<td>32.9%</td>
</tr>
<tr>
<td>Unknown</td>
<td>23.0%</td>
<td>25.2%</td>
</tr>
</tbody>
</table>
KEY THEMES FOR GIVING

- 33.4% Support to Marginalized Groups
- 31.1% Healthcare
- 16.7% Poverty Relief / Mitigation

BREAKDOWN OF OTHER THEMES (by % of Instances)

<table>
<thead>
<tr>
<th>Below 0.5%</th>
<th>From 0.5 – 1%</th>
<th>From 1 – 3%</th>
<th>Over 5%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Community development</td>
<td>- Culture and arts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Economic development</td>
<td>- Environment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Heritage</td>
<td>- Emergency management</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Human rights</td>
<td>- Seasonal giving</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Public infrastructure</td>
<td>- Animal welfare</td>
<td></td>
<td></td>
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<tr>
<td>- Religious activities</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>- Science</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Sport</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>- Social entrepreneurship</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

CHANGES IN THE KEY THEMES FOR GIVING

2013 - 2014 (% of Instances)

- Support to Marginalized Groups
  - 2013: 38.8%  
  - 2014: 33.4%
- Healthcare
  - 2013: 27.6%  
  - 2014: 31.1%
- Poverty Relief / Mitigation
  - 2013: 16.9%  
  - 2014: 16.7%
- Education
  - 2013: 5.7%  
  - 2014: 4.6%
In the 2014 the ranking of the types of recipient entities by percentage of recorded instances, as well as level of support stayed at the same level as in 2013. The most supported recipients are nonprofit organizations with 37.4% of recorded instances, followed by Individuals / families with 29.5% and institution to which 22.8% of recorded instances were directed.
RECIPIENTS OF DONATIONS

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

- from 0 – 1%:
  - women and children survivors of violence
  - people with terminal illness
  - religious/faith communities
  - ethnic minority population
  - talented youth
  - children and youth at risk
  - single parents
  - elderly

- from 1 – 2%:
  - homeless
  - general population
  - women with infants
  - animals

- from 2 – 5%:
  - people living in other countries

- over 5%:
  - children without parental care

TRENDS IN KEY FINAL BENEFICIARY GROUPS (% of Instances)

- People with Health Issues: 19.3% ↑ 2013 → 26.7% ↑ 2014
- People in Economic Need: 18.3% ↑ 2013 → 19.9% ↑ 2014
- People with Disabilities: 22.4% ↓ 2013 → 18.7% ↓ 2014
- Local Communities: 8.5% ↑ 2013 → 9.8% ↑ 2014
The 2014 Annual Report on the State of Philanthropy in Croatia – Quick facts is part of a broader initiative to promote and stimulate philanthropy in the region carried out by the Catalyst Foundation. The underlying research and this publication were created by Catalyst Foundation (Catalyst Balkans) and with the generous support of the C. S. Mott Foundation and Balkan Trust for Democracy (BTD).

Opinions expressed in this publication do not necessarily those of the Balkan Trust for Democracy, the German Marshall Fund of the United States, or its partners.