Introductory remarks/
General overview

The philanthropy in Bosnia and Herzegovina continued to grow this year too, representing the confirmation of the trend initiated in 2017. Overall, the data shows several positive increases in trends, such as the number of recorded instances, the recorded value of donations and the estimated value of donations. The estimation shows that (without the outlier), more than 12.4 million euro was donated in Bosnia and Herzegovina in 2019.

Citizens were the most active donors and have the highest percentage of the recorded value. The top theme for giving in 2019 was support to marginalized groups. Healthcare saw a decrease while an increased percentage of instances was recorded for Poverty relief. Individuals continue to be the most frequently supported recipient with the biggest share in both percentage of instances and donated sum.

Finally, the population from local communities has confirmed the trend of the most supported beneficiary group. The transparency of donated values is 42.7%, which represents a bit less than a 5% decrease compared to 2018.

Note

Year 2019 is marked with one factor that needed to be considered in the context of the analysis and trends—the record of a single large individual donation1 (outlier) given in the area of education. Although this investment was certainly of value for the school that received the donation, this single contribution is exceeding the cumulative giving from all other sources. Therefore, if included in the trend analysis, it would have shown a “false” increase in the trends. For the purposes of keeping the trend analysis comparative each year, we excluded this donation both from the recorded and estimated amount.

1 Rodoljub Drašković allocated over EUR 10 million for the construction of new building of Jovan Dučić high school in Trebinje.
Donated values - €

<table>
<thead>
<tr>
<th>Year</th>
<th>Recorded Amount</th>
<th>Estimated Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>7,414,848.50</td>
<td>12,426,466.10</td>
</tr>
<tr>
<td>2016</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2018</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2019</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Estimated amounts - trends

<table>
<thead>
<tr>
<th>Year</th>
<th>Estimated Value</th>
<th>Recorded Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>2,134,002.80</td>
<td>1,747,067.30</td>
</tr>
<tr>
<td>2016</td>
<td>3,443,943.80</td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>4,728,187.90</td>
<td></td>
</tr>
<tr>
<td>2018</td>
<td>5,027,499.10</td>
<td></td>
</tr>
<tr>
<td>2019</td>
<td>7,414,848.49</td>
<td></td>
</tr>
</tbody>
</table>

Average donation per individual

<table>
<thead>
<tr>
<th>Year</th>
<th>Average Donation</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>1.60</td>
</tr>
<tr>
<td>2016</td>
<td>1.70</td>
</tr>
<tr>
<td>2017</td>
<td>1.70</td>
</tr>
<tr>
<td>2018</td>
<td>2.30</td>
</tr>
<tr>
<td>2019</td>
<td>3.70</td>
</tr>
</tbody>
</table>
Key points

**Level of giving**

The donors in 2019 were more active than in the previous year; a total of 2,527 unique instances of charitable giving was recorded. The total recorded amount was more than EUR 7.4 million, while it is estimated that more than EUR 12.4 million was donated this year. This is a significant and positive change and represents an increase of 56.3%.

**Geographic distribution of giving**

More than 60% of the donation instances were directed to the Federation of Bosnia and Herzegovina. This region has been gradually increasing in support over the last several years. On the contrary, support to Republic of Srpska declined, and this year received a bit less than a quarter of donation instances. The number of instances directed to District Brčko and throughout the country had a small increase compared to last year, including the percentage of donation instances that were sent out of Bosnia and Herzegovina. Out of all recorded donation instances, Sarajevo, the capital, maintained the same level of support received at 16.8%.

**Donors**

Regarding the frequency of giving, citizens continue to be the most active donor. This is followed by the corporate sector. In third place comes individuals with the same level of participation. Mixed donors were somewhat less active in 2019. As for the value of donations, citizens continued the trend established last year, and maintained top donor with the largest share of the donated value. The corporate sector stayed in second place with a slightly decreased share of the recorded value. On the other hand, the private foundation had a significant increase in the donated value this year, which placed this donor type in third place of the donors’ ranking. This year it was the result of the higher investment in education from a private foundation. Individuals participated with the same level of share as in 2018.

**Themes**

The theme with the biggest percentage of donation instances was the support to marginalized groups with more than one quarter of donation instances directed. Healthcare had a drop, positioning it as the second most supported theme. The reason for the decrease of instances directed towards healthcare is the decrease of donations towards medical treatments for individuals. Education has stayed in third place. Although with an increase in support, poverty relief remained in fourth place.
<table>
<thead>
<tr>
<th>Recipients</th>
</tr>
</thead>
<tbody>
<tr>
<td>Compared to last year, the ranking of the top recipient entities according to the percentage of donation instances has not changed. Individuals continue to be the number one supported recipient with small scale increase since last year. Non-profit organizations come in second, followed by institutions, and finally local/national governments, which received less frequent support this year.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Giving to the non-profit organizations</th>
</tr>
</thead>
<tbody>
<tr>
<td>In 2019, non-profit organizations remain in second place as the frequency of support maintained the level from the previous year. The biggest supporter of non-profit organizations is the corporate sector, followed by citizens, both adding up to more than 87% of donation instances. Support to marginalized groups was the topic that was by far most frequently supported by non-profits in 2019. Finally, out of the beneficiary groups, the strongest support through non-profits went to population from local communities.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Giving to the state</th>
</tr>
</thead>
<tbody>
<tr>
<td>There has been a small decrease of donation instances directed to the state (institutions and local/national governments). The biggest donor to the state is the corporate sector with almost two thirds of the share in the percentage of donation instances. Citizens remained in second, followed by individuals and mixed donors who each had a small percentage of donation instances.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Effects of giving</th>
</tr>
</thead>
<tbody>
<tr>
<td>This year, one-off support prevails with more than 57% donation instances. However, the proportion has slightly changed since 2018. Donations instances given in the form that has strategic effects saw decrease, while short-term support rose. Out of all strategic support, the biggest percentage of instances was given in the form of equipment.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Beneficiaries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Although the population from local communities remained in first place in terms of the frequency of support, the ranking of other key beneficiary groups looks different. People in economic need had an increase of donation instances and were ranked second. A decrease in support for people with health issues pushed them to third place, followed by people with disabilities in fourth place.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Data transparency</th>
</tr>
</thead>
<tbody>
<tr>
<td>In 2019 the value transparency of the data for charitable giving in Bosnia and Herzegovina had a mild decrease, as 42.7% of donation instances provided information about the donated value.</td>
</tr>
</tbody>
</table>
**Donors**

The overall activity of donors in 2019 increased since last year, as 24.4% more donation instances were recorded—2,527 in total. The recorded donated sum increased 31% compared to last year. Concerning the donors' activity, the ranking of donors has not changed compared to last year as the most active donors in 2019 were citizens. Almost half of the donation instances came from citizens which represents the same level compared to last year.

The corporate sector remained as the second most active donor type and has participated more frequently than in 2018. Individuals came in third place and took a slightly decreased percentage. The percentage of instances in which mixed donors participated also reduced, while private foundations maintained the same level from 2018.

Regarding the value of donations, citizens confirmed the leading position with the same level of giving in 2019 as well. The corporate sector is ranked second, with a slight drop in share of the recorded value. In regards to individual donors in 2019, there were no specifically high value donations recorded (with exception of the aforementioned
outlier), resulting in a decrease of more than 10% compared to 2018. However, this year, private foundations had a considerable rise in the share of the total amount. Valuable investments in scholarships for a large number of students from a private foundation significantly contributed to the donor landscape. On the other hand, mixed donors have had a significant drop in percentage of the donated amount.

In 2019, diaspora was slightly more active and was present in 8.5% of instances. When it comes to the value of recorded giving, the donors from diaspora participated with a 10.7% share in the total donated value this year, which is a 14.3% decrease of the donated value in comparison to last year. Diaspora and individual giving are closely related, as most of the high value individual contributions last year came from diaspora donors. This is not the case in 2019 as there was a decrease in the monetary share of giving from both individual donors and diaspora.

<table>
<thead>
<tr>
<th>Recorded instances (%)</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mass individual</td>
<td>52.0%</td>
<td>48.5%</td>
<td>47.7%</td>
</tr>
<tr>
<td>Corporate sector</td>
<td>34.9%</td>
<td>31.3%</td>
<td>37.9%</td>
</tr>
<tr>
<td>Individuals</td>
<td>5.5%</td>
<td>8.3%</td>
<td>7.0%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Recorded sum (%)</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mass individual</td>
<td>27.7%</td>
<td>37.7%</td>
<td>38.4%</td>
</tr>
<tr>
<td>Corporate sector</td>
<td>38.9%</td>
<td>29.0%</td>
<td>26.3%</td>
</tr>
<tr>
<td>Individuals</td>
<td>1.6%</td>
<td>14.2%</td>
<td>4.0%</td>
</tr>
</tbody>
</table>

**Diaspora support**
The 20 Kruna za čovjeka (20 Krunas For a Human), Facebook group was founded in 2015 and has over 8,000 members consisting of successful Bosnians in Sweden who are willing to donate for charity. Membership is continuously growing. They organize campaigns to support people in Bosnia and Herzegovina through the promotion of sustainable development and human rights. Support is organized a on call-for-project basis with each month being dedicated to a specific cause. In 2019, the group raised EUR 135,082 for various purposes including people in economic need, people with physical health issues, and people whose homes were destroyed due to floods. One of the projects that the group funded this year was Za
Mladost Srebrenice (For the Srebrenica Youth) through the support of a rock ‘n’ roll school project.

Individual donors from the diaspora community are often very motivated to invest in their local communities and help with the development of different areas. A great example comes from Omer Kabaretović, who lives and works in Frankfurt. Mr. Kabaretović donated a used fire truck to the Janja Fire Department, valuing of EUR 11,730. Thanks to the donation, the level of protection against fires and other disasters will be significantly improved for the inhabitants of Janja and 15 surrounding villages. Another diaspora individual donor named Sveto Marić who is also from Germany decided to support children with disabilities. He donated funds for the construction of the playground for children with intellectual disabilities for the Sunce (The Sun) Center Public Institution in Prijedor. The value of the donation is EUR 5,100.

Individual giving

This year, sportsmen were the most active individual donors, investing in several areas and supporting different beneficiary groups. Darko Savić, the coach of the Borac Women Handball Club, donated EUR 30,600 for sport supplies to 31 handball clubs throughout Bosnia and Herzegovina. The supplies included balls and jerseys. Another famous athlete, Miralem Pjanić, a national team football player, has once again shown that he is a great philanthropist. Miralem Pjanić donated EUR 10,200 for the construction of the Parents House in Tuzla for the Srce za djecu oboljelu od raka u FBiH (Heart for the Children with Cancer) Association, which serves as an accommodation facility for parents and children diagnosed with cancer while on medical treatments. Finally, the MMA fighter Ermin Junuzović donated sports gear to four sports clubs in Živinice, including the Konjuh Handball Club, the Živnice Handball Club, the Spartans Handball Club and the Dina Dance Studio. The value of the donation is EUR 5,000 and will greatly support the work of sports collectives in Živinice.

Private foundations giving

An outstanding example of the investments coming from private foundations this year is the contribution to the Hastor Foundation, which has traditionally been supporting education through students’ scholarships. For the 2019/2020 school year, the foundation provided annual scholarships for 740 primary school pupils, 909 secondary school students and 410 university students. Value of an individual scholarship ranges from KM 1,200 – 3,000 per student. Another great example of private foundation giving is the support of the Junuzović Foundation, which has the goal to help the improvement and development of healthcare, sport and culture. For the second year in a row, the foundation organized a charity evening called Za Osmijeh Dječiji (For Child’s Smile) in order to raise funds...
to purchase necessary equipment for the Pediatric Department of the Tuzla University Clinical Center. With the contributions of companies and the income from the auction of jerseys of famous sportsmen organized during the charity dinner, EUR 40,800 was raised. Thanks to the donation, the Tuzla University Clinical Center received a new electrocoagulation apparatus and a laparoscopic pole for the Pediatrics Department. Furthermore, the center renovated the Pulmonology Department, the reception, and the hallway and entrance of the clinic.

People from Bosnia and Herzegovina have always been very supportive towards causes and initiatives outside of the regions. This year is no exception.

Great initiatives to support the school children in Burkina Faso were accomplished by the International Forum of Solidarity EMMAUS Association. EMMAUS has been organizing campaigns to support the education of children in Burkina Faso for several years now. This time, the association succeeded to gather large amounts of second-hand clothes, shoes, school supplies and furniture. The donations were then shipped in a container to provide assistance to the everyday functioning of schools.

Another immense example is the The Kap ljubavi (Drop of Love) Humanitarian Association, which was focuses on supporting those in economic need from the Tomislavgrad region for twenty years. This year, on their 20th anniversary, EUR 9,500 was raised at the charity dinner event organized to raise funds for the construction of a library in the school for girls in Benin.
The corporate sector maintained interest for the same top three recipient entities as the ranking has not changed since last year. Institutions were supported at the same level as in 2018, and mostly in the form of equipment. Data shows a positive increase in the percentage of instances directed to the non-profit sector (around 5%), while individuals/families also received somewhat stronger support. The ranking of supported themes has not changed either. The most frequent donation instances were directed to support education, although the percentage is slightly lower than in 2018. Both support to marginalized groups and healthcare saw a small increase, while Poverty relief maintained the level from the previous year. Out of other
less supported themes, there were some notable fluctuations, such as an increased percentage in instances for sport, and a decreased percentage for public infrastructure.

The ranking of the final beneficiary groups stayed the same as in the past several years. There was small decrease of instances directed towards local communities, and an increase for people with disabilities. Interest from the corporate sector for people in economic need remained the same as last year. In terms of other beneficiary groups, there were no significant changes in the frequency of the received support.

The telecommunication company BH Telecom d.d. was one of the greatest contributors to communities in 2019. Through a call for proposals, BH Telekom supported 313 projects directed to schools, public institutions and associations on the territory of Bosnia and Herzegovina in the amount of EUR 500,000. Supported initiatives covered various topics and provided assistance to many beneficiary groups; among others, Zenica Athletic Club received EUR 22,950 for the reconstruction of athletic field and placing a tartan trac, while EUR 12,750 was donated to the Merhamet Muslim Humanitarian Association to support the work of the public kitchens.

Another example of corporate giving that stood out this year is the contribution of the company EFT-Rudnik i Termoelektrana Stanari d.o.o. Stanari. The company invested EUR 61,200 for the reconstruction of the school building of Desanka Maksimović Elementary School in Cvrktovci. The works included a new roof and facade, thermal insulation, new windows and bathrooms, and renovation of the school yard. In addition to this, the company also decided to support healthcare system through donating laboratory equipment to Stanari Health Center. Value of the donation is EUR 17,850.

Children were also the focus of the CSR activities for the Raiffeisen BANK d.d. Bosna i Hercegovina. The bank donated over EUR 50,000 in total to a number of institutions and non-profits dealing with various issues related to children. The company supported the reconstruction of playgrounds for children and as well as activities organized for children with special needs. Some of the recipient organizations and institutions are the Pazarić Institute for the Protection of Children and Youth with Intellectual Disabilities, the Swimming Club Spid, the Tuzla Home for Children Without Parental Care, and Sunčani most Multi-ethnic Inclusive Kindergarten Livno.

Finally, within the Sarajevo Business Forum Start-up Challenge call for proposals, the company donated EUR 5,000 to the project of a
young entrepreneur to start a company called HAS Robotics which will be engaged in the production of robotic hands for educational purposes; the first of its kind in Bosnia and Herzegovina. The goal of the Sarajevo Business Forum Start-Up Challenge is to give young people with business ideas the opportunity to start their own businesses.

The small and medium enterprise EASTCODE d.o.o. Banja Luka, IT engineering and automatics company, donated 11 computers to the public institution Radnički univerzitet (Adult Education Center) in Banja Luka. The computers will be used for courses for adults with the goal to modernize and improve the employee training programs. This donation is going to help the educational institution become a modern center for training of qualified staff, primarily in the field of information technology. The value of the donation is EUR 5,092.

Nobel Ilac BIH, a distributor of Alora supplements, donated part of the income from every sold pack of supplements for free mammography for women from all over Bosnia and Herzegovina. Through this, the company supports activities of Think Pink Zajedno Smo Jedno (The Pink We are Together) Association Sarajevo in raising awareness about breast cancer. This association cooperates with health institutions in providing screening for women.
### Mass Individual (% of instances)

#### Top 3 Recipient Entities

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Entity</th>
</tr>
</thead>
<tbody>
<tr>
<td>58.5%</td>
<td>individuals/families</td>
</tr>
<tr>
<td>26.6%</td>
<td>non-profit organizations</td>
</tr>
<tr>
<td>10.4%</td>
<td>institutions</td>
</tr>
</tbody>
</table>

#### Top 3 Themes for Giving

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Theme</th>
</tr>
</thead>
<tbody>
<tr>
<td>33.3%</td>
<td>healthcare</td>
</tr>
<tr>
<td>23.3%</td>
<td>support to marginalized groups</td>
</tr>
<tr>
<td>16.1%</td>
<td>poverty relief</td>
</tr>
</tbody>
</table>

#### Top 3 Final Beneficiary Groups

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>27.0%</td>
<td>people in economic need</td>
</tr>
<tr>
<td>24.5%</td>
<td>people with health issues</td>
</tr>
<tr>
<td>18.0%</td>
<td>people with disabilities</td>
</tr>
</tbody>
</table>

In this year as well, citizens directed their support to mostly individuals with a modest increase in donation instances when compared to 2018. On the other hand, the support of citizens to non-profit organizations slightly dropped, while the support to institutions has maintained the level from the previous year. The ranking is the same as in the previous years.

The ranking of the top three supported themes has not changed either since 2018. Although there was a decrease in the donation instances to healthcare this year, this theme remains the most supported. Support to marginalized groups and poverty increased up to 4% each. If we talk about beneficiary groups, two changes stood out: an increase of frequency of support for the people in economic need and a significant (11.7%) decrease for people with health issues. It is obvious that this year, citizens pivoted their efforts to the people
in economic need. Furthermore, stronger support to people with disabilities and to populations from local communities led to the decrease of support to people with health issues. Less supported beneficiary groups maintained more or less the same level as in the previous year.

At the Diplomatic Winter Bazaar 2019, a traditional winter charity event organized by the members of the diplomatic community in Sarajevo, had a great number of participants and visitors in the Mirza Delibašić Hall in Skenderija, Sarajevo. EUR 127,312 was raised by selling various products and handicrafts. The funds raised were donated to 23 domestic associations that work with children and young people with different needs in Bihać, Stolac, Srebrenica, Grahovo, Doboj, Mostar, Zenica, Tuzla, Foča, Bosanski Šamac, Gacko, Banja Luka and Sarajevo.

For the 10th time in a row, the traditional humanitarian charity dinner S ljubavlju Hrabrim Srcima (With Love to the Brave Hearts) was organized by the President of the Republic of Srpska, Željka Cvijanović. The goal of this event was to raise funds for the construction of daycare centers for children with intellectual disabilities in Banja Luka and Trebinje. Citizens were invited to place donations by calling charity numbers that was active throughout December, but also through bank account specifically created for this purpose. Thanks to these charity calls, almost EUR 20,000 was raised.
Key Themes for Giving

Key themes - % of instances

- **25.7%** support to marginalized groups
- **21.6%** healthcare
- **17.6%** education
- **11.4%** poverty relief
- **23.7%** other
- **5-10%** seasonal giving, sport
- **3-5%** -
- **1-3%** natural disaster, culture and arts, environment, public infrastructure
- **0-1%** religious activities, animal welfare, economic development, social entrepreneurship, heritage, human rights
The top four themes for giving in 2019 were support to marginalized groups, healthcare, education and Poverty relief. In regards to ranking, the percentage of instances for Poverty relief and support to marginalized groups saw an increase which eventually resulted in the decrease of donors’ activity toward healthcare. Support to healthcare has been dropping for the last two years since 2017. Within healthcare in particular, a decrease of donation instances given in the form of medical treatments for individuals with health issues is recorded. A boost of support to Poverty relief, which almost achieved the level of percentage from two years ago is also noted in some other countries of the region. The reasons for this are still unknown, as the official data regarding the poverty are not available yet. However, we believe that the continuous tracking of data in the next period will point out to the stable trends.

Out of the other less supported themes, seasonal giving and sport attracted more than 5%, while other topics recorded around 2% or less. The range of the other themes remained wide. This year, social entrepreneurship has again attracted support, while independent media disappeared from the list of supported themes.

<table>
<thead>
<tr>
<th>Themes</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthcare</td>
<td>30.9%</td>
<td>26.3%</td>
<td>21.6%</td>
</tr>
<tr>
<td>Support to marginalized groups</td>
<td>28.9%</td>
<td>23.4%</td>
<td>25.7%</td>
</tr>
<tr>
<td>Education</td>
<td>10.1%</td>
<td>17.8%</td>
<td>17.6%</td>
</tr>
<tr>
<td>Poverty relief</td>
<td>11.9%</td>
<td>8.7%</td>
<td>11.4%</td>
</tr>
</tbody>
</table>
Recipients

Type of recipient entities - % of instances

- **40.0%** individuals/families
- **31.4%** non-profit organizations
- **24.2%** institutions
- **2.9%** local/national government
- **1.5%** other
Trends - % of instances

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individuals/families</td>
<td>35.3%</td>
<td>37.0%</td>
<td>40.0%</td>
</tr>
<tr>
<td>Non-profit organizations</td>
<td>34.1%</td>
<td>32.4%</td>
<td>31.4%</td>
</tr>
<tr>
<td>Institutions</td>
<td>24.5%</td>
<td>23.5%</td>
<td>24.2%</td>
</tr>
<tr>
<td>Local/national government</td>
<td>2.5%</td>
<td>5.6%</td>
<td>2.9%</td>
</tr>
</tbody>
</table>

Compared with 2018, the key types of recipient entities according to the frequency of donors’ support has not changed. The ranking remained the same while fluctuation of percentages in comparison with the last year for each group stayed within 3%. Individuals/families are still the most actively supported recipient, for which the percentage of donation instances has increased in 2019. The highest percentage of support for individual recipients was provided in the form of cash for health/medical treatments, although to a smaller extent compared with last year, which echoes the decrease support to healthcare. Support to non-profit organizations and institutions stayed at the level from 2018, while local/national governments experienced a slight decrease in frequency of donation instances. This ranking of recipients was actually maintained throughout several years in the past with small fluctuations in percentages.

In regards to giving to the state, (institutions and local/national governments together) the frequency of donors’ support dropped 2%; returning to the level of 2017. This is mainly because of the drop in percentage for local/national governments.
The term non-profit organization applies to civil society organizations, foreign associations such as UNICEF, and private foundations. Compared with 2018, data shows that in 2019, non-profit organizations remained at the same level of frequency of donation instances directed to them. After last year’s small decrease of 1.7% for non-profits, it is a positive fact that donors continued to provide support without reducing the percentage of donation instances.

The ranking of the top donors that support non-profit organizations changed. The corporate sector took first place this year with 47% of donation instances. In comparison with last year, this is significant increase of almost 15%. One of the reasons for the rise is better data transparency regarding different donor types that participated in numerous events and campaigns. It is obvious that on the other hand, the percentage of donation instances for mixed donors is 10% lower this year; it was possible to determine particular donor types in more cases than in previous years. Citizens supported non-profits
to a smaller extent this year (40.5%), which is a continuation of the decreasing trend of this donor’s support to non-profits that started in 2017.

The most supported theme though the work of non-profit organizations this year is marginalized groups, which is a confirmation of the trend which started several years ago. Compared to 2018, there is a slight decrease of support to this theme, although not of great significance. Poverty relief, healthcare and education follow, and it is important to note that healthcare saw a drop of 6.2%. Some changes regarding the other themes were recorded as well; social entrepreneurship and public infrastructure are again supported this year, while economic development and heritage did not receive any support. Regarding the beneficiary groups, people in economic need benefited the most, followed by people with disabilities, populations from local communities and people with health issues. As for other groups, mothers and babies, and religious communities have appeared on the list again. However, children at risk, the general population and women and children survivors of violence did not attract donors’ attention in 2019.

Domestic CSOs have continued with putting strong efforts in organizing various campaigns and initiatives. The domestic associations that were supported more frequently were The Iskra Association of Parents of Children with Malignant Diseases, the Zajedno Za Naš Grad (Together for our City) Association Mostar, the Srce za djecu oboljelu od raka u FBiH (Heart for the Children with Cancer) Association, the SOS Children’s Villages BiH, Pomozi.ba Association, the Mozaik Prijateljstva (Mosaic of Friendship) Association of Citizens and the International Forum of Solidarity EMMAUS Association.

Out of the private foundations, the Centar Duga Art Foundation and the IN Foundation—a foundation for social inclusion of children and youth, have been noted as more frequent recipients than others.

The Srce za djecu oboljelu od raka u FBiH (Heart for the Children with Cancer) Association has had an outstanding number of activities and partnerships this year. The association supports children diagnosed with cancer, and one of the core activities is providing accommodation services for the families in the Parents’ House, close to the Sarajevo University Clinical Center. The Parents’ House consists of 10 apartments. Some of the apartments are supported thanks to the companies through the coverage of one year of costs of an apartment. Corporate donors in 2019 were Raiffeisen BANK d.d. Bosna i Hercegovina, BH Telecom d.d and Telemach d.o.o.
As a part of the World Autism Awareness Day within the campaign Trčim za Nekog s Autizmom (Running for Someone with Autism), The Marathon Association organized the Heineken 0.0 5K Spring Run, a 5km long spring race in Sarajevo. The goal of this sport event was to raise funds for educational activities for the beneficiaries of the EDUS - Education for all Association and children with autism attending their program. The entry fees of the first 100 runners to sign up were donated to the EDUS-Education For All Association. The Heineken 0.0 5K Spring Run has attracted many runners who, through their engagement, helped this vulnerable population. EUR 16,244 was raised, and it provided education for over 100 children with autism.

The informal group of citizens Superbrke from Banja Luka organized the campaign Movember. The campaign aims to draw attention to the fight against testicular cancer and prostate diseases that threaten the health of men. Thanks to events, individual donations and contributions of the companies, EUR 4,260 was raised for the medical treatment of two beneficiaries.

The World Cleanup Day, an annual global social action program aimed at combating the global solid waste problem was organized in Bosnia and Herzegovina within the project Let's Do It along with a great number of volunteers. This action was conducted by the Ruke Association and the Mozaik Prijateljstva Association from Sarajevo along with the participation of companies. The Let's Do It project in Bosnia and Herzegovina is part of the worldwide Let's Do It World movement, which has attracted over 35,000,000 volunteers in 168 countries.
Giving to the state includes the support provided to local/national governments and institutions together.

This year, the state was a recipient in 27.1% of all recorded instances. This is small decrease of 2% compared to last year, but equals the 2017 level. The decrease is caused by a drop in support to local/national governments in particular. The majority of support to the state came from the corporate sector at 68.4% of donation instances, which is almost 10% more than in 2018. Citizens are ranked second a donor, with 22.9% of instances. The support towards institutions amounts to 89.2% of the donation instances directed to the state, while the donations to local/national governments have 10.8% of donation instances to the state.

The corporate sector remains the strongest donor with 68.4% of the total amount of donation instances to the state, which represents a higher percentage of investment compared to last year. Citizens
remained in second place with 22.9%, which is a confirmation of the trend for citizens’ support to the state since 2017. As last year’s third biggest donor to the state, mixed donors saw a decrease in percentage of instances and was replaced in ranking by individual donors. Regarding the themes for giving to the state, the data shows that institutions received the highest percentage of instances of support to marginalized groups, education and healthcare. On the other hand, local/national governments mostly supported the environment, public infrastructure, and emergency management. The percentage of instances varies. The institutions received a higher percentage of instances for support to marginalized groups and education while healthcare decreased. On the other hand, local/national governments saw an increase for the environment and emergency management. This year, heritage disappeared from the list of the supported themes within giving to the state, while sport has again received a small amount of support.

Out of the beneficiary groups, the highest support through both institutions and local/national governments was directed towards populations from local communities in a higher percentage this year. People with disabilities and children without parents are also supported to a great extent through institutions, while local/national governments received some support for migrants and people living in other countries. Mothers and babies were not supported this year at all. However, for some beneficiary groups, the donors are again showing interest in the general population, religious communities and animals (feeders for animals were installed in public places).

Within the institutions, the highest percentage of instances was received by educational institutions, followed by social and medical institutions. Multiple donation instances were recorded with the Pasci Elementary School, the University of Banja Luka, the Rada Vranješević Home for Children Without Parental Care, the Los Rosales Center for Children with Special Needs Public Institution, the Tuzla University Clinical Center, the University Clinical Center of Republika Srpska and the Prim. dr Abdulah Nakaš General Hospital. As for the local/national governments, the City of Sarajevo, the City of Banja Luka and the Ušivak Refugee Center recorded multiple donation instances.

Lukavac Cement Factory is a very positive example of how to contribute to the development and improvement of the local community. The factory donated EUR 61,200 for the reconstruction of the plateau in front of the Lukavac Cultural Center. The project to reconstruct the plateau is of great value for the city of Lukavac and its inhabitants. Another company also contributed in the same way; Širbegović Inženjering d.o.o. Gračanica invested EUR 17,850 for the construction
of the bridge in the Stojkovići local community, Novi Travnik. The bridge was destroyed in a recent flood. The donation was intended for the concrete support of the bridge.

Another example of contributing to the state with the aim of improving the quality of the healthcare system is the donation of the business entities, members of the Tešanj Association of businessmen Biznis Centar Jelah; the donation is used for the purchase of an ambulance for the Izudin Mulabečirović-Izo Health Center in Tešanj. The value of the donation is EUR 35,700.

**Support to local communities**

The Lonac Project, developed and implemented by the Mozaik Foundation represents a ten-year long strategy of support to local activism and entrepreneurship. In 2019, 364 projects in 63 municipalities were supported in many areas. The funds for the projects were raised thanks to companies, citizens and in-kind contributions. The projects usually gather three to seven young people who are willing to mobilize local communities (individuals, companies and government institutions) who support the local project by cash or in-kind donations, with the Mozaik Foundation providing the rest of the needed funds. This year, around EUR 115,000 was raised by local initiatives from citizens and companies that supported various projects in a wide range of issues. As an example, in Bosanska Krupa, eight projects and two micro businesses were supported, and EUR 2,746 was raised in the community. Among awarded projects were three that enabled improvements in the Safet Krupić Combined High School, including a street workout project that provided open air exercise equipment and the reconstruction of stairs and a classroom in the school. Other projects included support to mountaineering activities, organizing youth a summer camp and a fashion show for pupils who take tailoring classes.
Who is benefiting from donations?

Final beneficiaries - % of instances

- **28.8%** local communities
- **20.2%** people in economic need
- **17.1%** people with health issues
- **16.1%** people with disabilities
- **17.8%** other
- **5-10%** people living in other countries, children without parental care
- **3-5%** single parents, religious communities, migrants, talented children and youth
- **0-1%** elderly, women survivors of violence, women with infants, animals, general population, unemployed, children and youth at risk, refugees, ethnic minority population
The highest percentage of instances of giving was directed towards the population from local communities and in the greatest extent for the education and sport causes. In comparison to last year, this beneficiary group received same level of support. Further, trends show that after last year’s decrease, people in economic need saw an increase in the frequency of support which moved back this beneficiary group to the level of 2017. An increase was also recorded for people with disabilities, and in particular, for children with intellectual disabilities, while people with health issues experienced a drop in the percentage of instances. All the changes are not of high significance and are around 5% or less.

The range of other beneficiary groups has remained wide, and fluctuations in percentages are at minimum. There are two additions to the list this year, as minority communities and homeless people again received support.

The data shows which ways of giving are most common for specific beneficiary groups. The funds intended for the support of people in economic need and people with health issues are most frequently collected through campaigns and appeals, while the population from local communities and people with disabilities benefit most out of direct donations.

The cumulative level of support for four key beneficiary groups remained at the level from 2018 at 82.2%. Such a high level indicates that it is needed to further promote other groups in order to attract donors’ interest and to achieve better transparency.

<table>
<thead>
<tr>
<th>Trends - % of instances</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local communities</td>
<td>16.5%</td>
<td>29.3%</td>
<td>28.8%</td>
</tr>
<tr>
<td>People in economic need</td>
<td>22.8%</td>
<td>16.9%</td>
<td>20.2%</td>
</tr>
<tr>
<td>People with health issues</td>
<td>22.6%</td>
<td>22.6%</td>
<td>17.1%</td>
</tr>
<tr>
<td>People with disabilities</td>
<td>18.6%</td>
<td>13.3%</td>
<td>16.1%</td>
</tr>
</tbody>
</table>

The data shows which ways of giving are most common for specific beneficiary groups. The funds intended for the support of people in economic need and people with health issues are most frequently collected through campaigns and appeals, while the population from local communities and people with disabilities benefit most out of direct donations.

The cumulative level of support for four key beneficiary groups remained at the level from 2018 at 82.2%. Such a high level indicates that it is needed to further promote other groups in order to attract donors’ interest and to achieve better transparency.
Effects of giving - Use of donations

% of instances

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>57.9%</td>
<td>one-off support</td>
</tr>
<tr>
<td>34.1%</td>
<td>long-term support</td>
</tr>
<tr>
<td>8.0%</td>
<td>unknown</td>
</tr>
</tbody>
</table>

Trends - % of instances

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>One-off</td>
<td>54.8%</td>
<td>52.5%</td>
<td>57.9%</td>
</tr>
<tr>
<td>Long-term</td>
<td>27.8%</td>
<td>38.0%</td>
<td>34.1%</td>
</tr>
<tr>
<td>Unknown</td>
<td>17.4%</td>
<td>9.5%</td>
<td>8.0%</td>
</tr>
</tbody>
</table>

Strategic support

In terms of the specific use of donations, it is important to track support that produces strategic effects to a wider group of beneficiaries. This kind of support is always recorded to an extent that is smaller than one-off support.

In 2019, one-off support continues to have the largest share of donation instances with an increase of 5.4% since 2018. To be more precise, short-term support increased in the giving of supplies and individual housing to people in economic need. A decrease is seen with medical treatments for people with health issues. This affected the reduction in percentage of donation instances intended for long-term support. Among all strategic giving, equipment was donated in the highest percentage. This slightly increased in comparison with last year while the percentage of instances for services also slightly jumped. The frequency of instances for capital investment saw a small decrease.

Although Hastor Foundation made very significant monetary investment in scholarships, the number of individual instances for this particular case is not presented, as it would be difficult to make trend analysis for this type of strategic support this year.
Strategic giving

- **64.0%** equipment
- **24.0%** services
- **5.8%** scholarships
- **3.3%** capital investments
- **1.5%** start-up support
- **0.8%** raising social awareness
- **0.7%** research and development

Other strategic support remained at the level of 2018. A decrease of strategic giving in 2019 is recorded in other countries in the region and therefore will be monitored closely in the future for the identification of potential reasons and trends.

Data shows that one-off giving was mostly coming from citizens at 59.6%, while the corporate sector led in providing strategic giving (60.7% of all strategic instances).

Examples of strategic support

A significant amount of support that has strategic effects include donations of valuable medical equipment from various corporate donors.

TAHO-SAAM d.o.o. Gradačac from Mionica, donated a surgery endoscopy column to the Pediatric Department of Tuzla University Clinical Center. The device, which is valued at EUR 7,650 will significantly contribute to minimizing the invasiveness of surgeries and endoscopies in most modern surgery procedures. Another medical device was donated by UNIQA osiguranje d.d. Sarajevo (UNIQA insurance) which allocated EUR 3,825. for LIBRE sensors, which are sophisticated equipment to measure blood sugar levels. The donation went to the Novi Horizonti Association Tuzla, which supports children with diabetes. Similarly, the petrol distribution company Hifa Oil d.o.o. Tešanj donated an ambulance to the Tešanj General Hospital. The value of the donation was EUR 61,200. iR-S Silicon d.o.o. BiH, a leader in silicon metal production, donated an ultrasound machine to the Dr Jovan Rašković Health Center Mrkonjić Grad worth EUR 25,500. Finally,
Other ways of giving

The Prevodilačko Srce (Heart of a Translator) Association, which was originally established in Serbia but has 10 active members in Bosnia and Herzegovina, has a long practice of providing free translation services. They provide translations for medical documents for people with health issues who need medical treatment abroad. This activity is ongoing on a regular basis through email requests.

Bunjo d.o.o. Sarajevo, an automobile dealer, offered the usage of a car to the Dajte nam šansu (Give Us a Chance) Association of parents who have children with disabilities in Sarajevo. The car will be used for the transport of children living outside of Sarajevo to daycare centers. Furthermore, a great example is Hasan Osmančević, an entrepreneur from Sanski Most who offered his apartments in Vodice, Croatia for free to 30 children in economic need from his hometown. Mas Promet d.o.o. Sanski Most provided free transportation for the children to the apartments in Vodice, where they spent the holiday.

Giving through calls for applications

Bosna Bank International launched the Sarajevo Business Forum Start-up Challenge call for proposals with the goal to support innovative ideas of young people and projects that would generate further development. The winner Haris Salkić was awarded EUR 5,100 for further development of the robotics project. TV Hayat provided in-kind services (advertising space) of the same value.

On the occasion of International Women’s Day, Vakufska banka d.d. Sarajevo and OREA, an online platform, called for proposals for women start-ups. The proposals were voted on social media platforms. Two young entrepreneurs, Sanja Bošnjak, the owner of SJewelry, and Amra Efendić, the owner of the brand Šušur, were awarded EUR 500 each.
The m:tel Playground Start-up Challenge call for proposals was organized by Mtel a.d. Banja Luka with the goal to support innovative ideas of young people and projects that would generate further development. The total amount for the awards was around EUR 5,000. The first prize was awarded to the team F.E.S.T. from the Faculty of Electrical Engineering in Banja Luka, for the smart lock project that can improve business for landlords or real estate agencies. The team Farmica (Little Farm) took second place for the project that can improve business for local farmers. The third prize went to the Dental4U team for the informative dental portal.

Volunteering

Like in the last three years, Coca-Cola HBC B-H d.o.o. Sarajevo organized the project Coke Summership 2019. Twenty selected students were awarded internships and training in the company and had the opportunity to work on projects with assigned mentors. The goal of this unique internship program is to give undergraduate and graduate students the opportunity to gain practical experience and business skills in a highly professional environment.

One of the examples that stood out this year was the campaign Zdravlje je Najveće Bogatstvo (Health is the Biggest Fortune), organized by the print and internet media Dnevni Avaz. Within this initiative, Moja Klinika (My Clinic) Polyclinic Sarajevo provided free heart ultrasound examinations for 50 people. The goal of the campaign was to raise awareness about health issues and provide free examinations in cities all over Bosnia and Herzegovina. Another medical institution, the Dr Stajčić Dental Clinic, decided to support beneficiaries of the Rada Vranješević Home For Children without parental care in Banja Luka by providing free dental services for children.

As in other countries in the region, taxi drivers often provide free taxi rides to people who are in need. This year in Bosnia and Herzegovina, Haris Polić, taxi driver from Zavidovići was offering free transportation to all families that have children with disabilities.

A great example of volunteer contribution in the local community is the good will and dedication of the Osmijeh je iz Srebrenika (Smile is from Srebrenik) Association which gathered volunteers who reconstructed the volleyball playground in the center of Srebrenik. With many months of volunteer work and ideas, they have managed to completely rebuild an old abandoned playground.

Within the project U Kamenu Uklesano (Engraved in Stone) launched by the Mak Dizdar Foundation, volunteers from Trebinje put up signs at ancient tombs from 13th, 14th and 15th century. The goal of the project U Kamenu Uklesano was to study and promote the historic
Crowdfunding

Activities of the Tuzla Community Foundation are focused on the development and promotion of philanthropy in Bosnia and Herzegovina, especially in Tuzla Canton. The community foundation organizes regular fundraising campaigns in the region of Tuzla. In 2019, they raised total of EUR 74,628 from local companies, individuals, local circle of donors, donation boxes and partnership projects with public and private sector. In 2019, the community foundation also established the Doniraj.ba crowdfunding platform where four campaigns were launched and a total of EUR 4,465 was raised. The initiatives included fundraising for the project of planting Friendship trees in Tuzla city, reconstruction of the sports playground in Kiseljak near Tuzla, support of activities of the Centre for children with autism Mali Svijet (The Small World) Lukavac. The travel costs for Faruk Sijerčić, who represented Bosnia and Herzegovina at World Karate Championship in Chile, were also funded.

Inovative ways of giving

An interesting example comes from the wedding couple Rijad and Tatjana Merdžanić from Sarajevo. They decided to make the wedding reception at the premises of Red Cross Novo Sarajevo. Instead of spending money on an expensive party, together with their guests, they donated 60 packages of food supplies to families in economic need.

Pomozi.ba together with the Lampica.ba loyalty program created a special package that included donations for humanitarian actions. By using the card from Pomozi.ba-Lampica, the Lampica loyalty program earns points. 50% is donated to the most vulnerable categories of society in Bosnia and Herzegovina. Thanks to the Lampica kartica loyalty card program, citizens donated EUR 6,621 to projects of Pomozi.ba Association.

The Association of High School Students of Bosnia and Herzegovina (ASuBIH) organized an event called Socijalni dan (Social Day). In this event, young people worked in a local business for a day and donated the earned funds to youth projects. For many participants, this was their first working experience. The funds raised were allocated to the Fond Socijalnog Dana (Social Day Fund) and were used for the selected youth projects in local communities. This year, 2,094 high school students worked in 892 companies in 52 local communities. An interesting event was organized by the BL TATTOO STUDIO and the Rock Symphony Café, both based in Banja Luka. The charity event was called Tetoviraj i Doniraj (Tattoo and Donate). Instead of charging for tattoos, they collected donations for several beneficiaries. In four
days, they raised EUR 11,665. Part of the income, a total value of EUR 2,040, was donated to the Rada Vranješević Home for Children Without Parental Care. The remaining EUR 9,625 was donated to families in economic need.

The migrant crisis was one of the largest issues in 2019 in Bosnia and Herzegovina. The number of migrants increased in comparison to the previous year. According to some estimates, about 30,000 migrants crossed the Bosnia and Herzegovina border on their way to the EU this year. Companies, non-profits and individuals reacted to the crisis and supported this cause.

Non-profit organizations were active in providing meals for migrants throughout the year. In Tuzla, the International Forum of Solidarity EMMAUS provided 1,000 meals per week and medical assistance for migrants from the Middle East. Thanks to donations of citizens and companies, the Pomozi.ba Association supported migrants at the Ušivak Refugee and Blažuj Centers by preparing 4,500 meals every day. BONTEX d.o.o. Maglaj, a textile company, donated 308 shirts for migrants at the Vučjak migrant camp in Bihać amounting to EUR 1,500. Safet Alić, the owner of Motel Alić in Srebrenica, provided free accommodation for migrants passing through Bosnia and Herzegovina. Mevludin Šehić Medeni, the owner of a butcher shop from Brčko came to Tuzla and held a barbecue for migrants who stop in Tuzla for a short break. He shared the video on his FB profile and people from Bosnia, including diaspora, quickly contacted him and provided supplies to organize another event. Another example is Mirsad Busuladžić, the owner of the Revolution DC Hair Studio from Brčko. After he heard the story that hair dressing studios refuse to provide haircut to migrants, he decided to help by gathering several colleagues to offer pro bono haircut services to migrants.

Continually, those who volunteered were the most active and persistent in offering help. They were especially active in Tuzla and Sarajevo, as these were the points where the majority of migrants passed through. The volunteers were offered food, blankets, clothes, phone chargers and information to people sleeping at the bus stations during windy and rainy days.
The 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 individuals and corporate and diaspora philanthropy in Bosnia and Herzegovina. Media reports have been collected by following electronic, printed and online media at the local, regional and national level in Bosnia and Herzegovina from 1 January to 31 December 2019. Throughout this period, a total of 6,738 records related to charitable giving by all types of donors were processed in the Giving Balkans database, of which 2,527 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 a minimum value 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 part 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, this data may be used as indicators of the minimal degree of philanthropy development in Bosnia and Herzegovina.
Research Giving Bosnia and Herzegovina 2019 - Report on the State of Philanthropy 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) 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.