The analysis of philanthropic giving in North Macedonia was again influenced by external factors. In 2019, a natural disaster in the neighboring country of Albania occurred. An earthquake at the end of 2019, typically the time of year when giving is at its highest point, certainly influenced the picture of this year’s philanthropy in North Macedonia. We believe that it was a triggering point for the number of donors, especially individuals, to redirect their philanthropic support “at the last minute.” However, since our goal is to follow trends over the years, the data for the earthquake giving is not taken into account in presenting a general picture of the status of philanthropy in the country. The data on earthquake relief is presented separately within this publication.

It is also very important to underline that 2019 brought some significant changes in the public sector in North Macedonia. Several policy level modifications allowed for stronger state support in the areas of healthcare and social welfare. Medical treatments abroad have now become accessible to a larger number of individuals; furthermore, social welfare amount paid to people in need is now much higher, while a large-scale reform of the institutions that provide care for children without parents has been implemented by the Ministry of Labor and Social Policy. Despite the expectations that this would have affected the philanthropy landscape and cause greater shifts in recipients’ and beneficiaries’ profiles, the reflection of the changes is still not visible in the recoded data in 2019. Donors continued to be interested in supporting areas for which the need might not be as high as in the previous years. We expect that the following period will show the realistic situation, so data for 2020 will be closely tracked for trends fluctuations.

Looking at the data for 2019, the recorded amount (without earthquake giving) is 1.2 million euro. While this seems like a significant drop in comparison with 2018 (when the recorded amount was 2 million), a closer look will show us that things are not so simple. Year 2018 was marked by one significant donation in the amount of 904 thousand euro, which basically doubled the recorded amount for that year. This means that this year’s level of giving is actually close to that in 2018, and on the level of giving in 2016 and 2017. Based on the recorded amount we estimate that total level of giving in North Macedonia was around 2.7 million Euro. In addition, individuals, the corporate sector
and citizens through mass giving action donated over 3.2 million euro for relief efforts in Albania. While these outliers (such as extremely high value donations, or unpredictable natural disasters) make it more difficult to show the ‘simple’ picture of giving, we believe that this way of showing trends, where outliers are presented separately, create a more accurate picture of real trends in philanthropic giving.

- **422** # of recorded instances
- **€2.7 million** estimated value of donations
- **€1.3** average donation per citizen

Overall, although the data shows several decreases in trends, such as the number of recorded instances and recorded estimated value, the general level of giving in North Macedonia in 2019 can be perceived rather as transferring back to the level of 2016 and 2017. Citizens were the most active donors, while the corporate sector took the biggest share in the recorded value. In terms of the donors’ orientation, the corporate sector has been focused on the institutions and individual recipients per se, while citizens prefer to support individual recipients and nonprofit organizations. Healthcare remained the top theme for giving. Individual and family recipients in general continued to receive the highest percentage of instances. An increase in support for individuals and families through poverty relief resulted in a higher percentage of assistance with short-term effects. Finally, transparency of donated values has significantly improved from last year, reaching 29.4%.
### Estimated Amounts - Trends

- **Estimated Value of Donations (€)**
- **Number of Recorded Instances**

<table>
<thead>
<tr>
<th>Year</th>
<th>Recorded Amount</th>
<th>Estimated Amount</th>
<th>Average Donation per Individual</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>350</td>
<td>3,457,305.30</td>
<td>1.70</td>
</tr>
<tr>
<td>2016</td>
<td>219</td>
<td>2,642,967.80</td>
<td>1.30</td>
</tr>
<tr>
<td>2017</td>
<td>671</td>
<td>2,020,225.70</td>
<td>N/A</td>
</tr>
<tr>
<td>2018</td>
<td>581</td>
<td>2,191,510.00</td>
<td>2.30</td>
</tr>
<tr>
<td>2019</td>
<td>422</td>
<td>2,747,705.90</td>
<td>1.30</td>
</tr>
</tbody>
</table>
Level of giving

Donors showed lower levels of activity in 2019, adding up to 422 recorded unique instances of charitable giving. The level of recorded giving has, as expected, returned closer to the level of 2017, since 2018 results were skewed due to the outstanding donations mentioned before.

This year, it is estimated that in total more than 2.7 million euros was donated for purposes other than earthquake relief.

Geographic distribution of giving

The landscape of distribution of support to different regions looks quite similar to the previous years. Almost half of the recorded instances were directed to the Skopje region; more than in 2018. Other regions accept no more than 11% of instances each, with a maximum 5% of fluctuations in comparison with last year. In 2019, the same level of support was recorded for multiple regions throughout the country, as well as for other countries. Finally, centralized oriented giving is also reflected in the fact that the biggest percentage of donation instances was directed to the capital, city of Skopje (49.8%).

Donors

As in previous years, citizens continue to give most frequently, followed by the corporate sector. In terms of activity, individuals are far behind. A closer look at the donated values tells us that the ranking is the same as last year; the corporate sector has taken the biggest share, followed by citizens and individuals in the third place. It is important to mention that this year, some remarkable donations of significant amounts were also made by associations.

Themes

The percentage of instances directed towards healthcare was gradually rising over the past years, making this theme to continually be on the top of the list. Poverty reduction has moved up to second place, while support to marginalized groups and education follow behind.

Recipients

Trends from previous years have been carried on into the year 2019: individual/families have invited the biggest percentage of donation instances. Unlike 2018, institutions received stronger support than non-profit organizations, while local/national governments follow behind as forth ranked.

Giving to non-profit organizations

The frequency of support for non-profits decreased this year by a bit more than 5%, which moved this recipient down on the list below. Citizens continue to be the most active donors for non-profits, while this year poverty reduction was most frequently backed through the work of non-profit organizations.

Giving to the state

The state (institutions and local/national governments together) have a decreased amount of support this year, as number of instances for the local/national governments dropped. The strongest donor
for the state is the corporate sector. Out of the themes, the state received a rather balanced level of support for healthcare, marginalized groups and education.

**Effects of giving**

Strategic support has decreased this year, whereas instances that are enabling short-term effects have gone up. While one of the possible reasons for this increase is better insight in the information about the uses of donations, it is obvious that the increase in giving for poverty reduction to individual/family recipients is the main cause – this giving is mainly presented in the form of humanitarian support and individual housing. Out of the strategic support, the highest percentage of instances is by far given in the form of equipment.

**Beneficiaries**

Key beneficiary groups continue to be people in economic need, population from local communities, people with health issues and people with disabilities. There has been a significant fluctuation in the percentage of donation instances for populations in local communities, and somewhat for people in economic need. Therefore, the ranking looks different this year, with people in economic need being the most supported.

**Data transparency**

Besides better transparency of the donation effects, year 2019 was marked by a significant increase in the data transparency regarding the value of donations. After the last years drop, the percentage of donation instances for which the information about the value was available, has again went up back to the level of 2017 – 29.4%.
Donors

Who are the donors?

In 2019 the activity of donors dropped to 422 recorded donation instances, which is 37.1% less than in 2018. The total estimated donated sum also decreased to 30.5%. The possible reason for this is that donors have directed their efforts towards relief of the earthquake in Albania during November and December. Otherwise, the frequency of giving is usually high because of the holiday season.

The most active donors continue to be citizens. Although their participation has been gradually decreasing since 2015, 2019 has finally strengthened. Contrary to this, the corporate sector’s share in the percentage of donation instances dropped 6.8% in comparison with 2018. An increase of appeals/campaigns generated higher citizen participation. On the other hand, calls for applications, which are mostly organized by companies and corporate foundations, have dropped. With individual donors being third on the list of key donors, the actual ranking remains the same as in the previous year.

This also refers to the donated values – the ranking has not changed since 2018. The corporate sector is still in the lead with its share in
the total donated amount, however its share is remarkably lower now because there were no distinguished single corporate donations of high values as in 2018. The share of individuals has somewhat gone up, due to several significant diaspora individual donations.

It is noteworthy that this year’s associations have taken a fair part of share in the total record value, as two Rotary clubs stood out with high value donations.

Private foundations and mixed donors have not taken any larger role in the donor landscape this year. Fluctuations in percentages are minor in comparison with last year.

Comparing to the previous year, diaspora giving is slightly on the rise, both in the frequency of activity and share of donated value.
Diaspora support

A great example of diaspora assistance is Maria Rosengren from Bitola and her husband who now live in Sweden. They have recognized the importance of supporting inclusion of children with intellectual disabilities into the state education system. They donated EUR 30,000 to purchase equipment for a sensory room in the Elementary school Gjorgji Sugarev in Bitola. This represents a great advantage for the staff who work there, but mostly for the children who will have the chance to improve learning abilities.

The Macedonians living in Detroit gathered around a Macedonian Orthodox Church and decided to support music education for the children in the Tetovo region. They raised funds and donated 22 musical instruments to the Elementary school Simche Nastovski in the village of Vratnica. The total value of the equipment is EUR 10,104, and the instruments will serve many generations of pupils.

Individual contributions

Borche Stamenov represents a one of a kind example of dedication to helping the community for many years. Borche repairs computers that need some new software or a hardware replacement and donates them to people who are in economic need and cannot afford new computers. So far Borche gave away 170 repaired computers.

Private foundations giving

An example of a private foundation donation that stands out this year is the contribution of the Trajche Mukaetov Foundation, dedicated to investing in education. For the academic year 2019/2020 Trajche Mukaetov Foundation has awarded 22 scholarships for students at the Faculty of Pharmacy and 20 scholarships for students at the Medical Faculty at the University St. Cyril and Methodius Skopje. The total value of the scholarships amount to EUR 53,209.

Inovative ways of giving

The City of Skopje organizes the Skopje Run 10K. Each registered participant was able to purchase a dry fit T-shirt with the race logo, and EUR 1.62 from each sold T-shirt was donated to the humanitarian action PlantingAir. This year 1900 people participated in this race and raised around EUR 3,250. Through this action the City of Skopje and the team of Skopje Run planted seedlings at a suitable location.

Examples of volunteering

In the latest eco event carried out as part of the platform Do You Recycle?, employees from Pivara Skopje volunteered and cleaned several kilometers of the quay at the Vardar River in the Aerodrom municipality. They have collected all of the dry waste from the tracks and banks on both sides of the river and prepared it for recycling.
### Profiles of the Most Common Types of Donors

#### Corporate sector (% of instances)

<table>
<thead>
<tr>
<th>Top 3 Recipient Entities</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>37.3%</td>
<td>institutions</td>
</tr>
<tr>
<td>29.6%</td>
<td>individuals/families</td>
</tr>
<tr>
<td>15.5%</td>
<td>local/national governments</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Top 3 Themese for Giving</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>17.6%</td>
<td>healthcare</td>
</tr>
<tr>
<td>15.5%</td>
<td>support to marginalized groups</td>
</tr>
<tr>
<td>15.5%</td>
<td>education</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Top 3 Final Beneficiary Groups</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>35.9%</td>
<td>local community</td>
</tr>
<tr>
<td>12.7%</td>
<td>people in economic need</td>
</tr>
<tr>
<td>12.0%</td>
<td>people with health issues</td>
</tr>
</tbody>
</table>

The corporate sector (companies, SMEs and corporate foundations) has directed most of its support to healthcare and education institutions, mostly through the provision of equipment, which is a confirmation of the trend from the past three years. Support for healthcare increased in 2019, while support to marginalized groups and education have dropped.

This donor’s dedication to strategic giving proves the fact that more than 50% of instances directed to individual recipients are given in the form of scholarships, which is investing in human resources.
Examples of corporate sector giving

rather than pure humanitarian aid. Interest in nonprofit organizations have declined in 2018 and maintained the same level this year. With the exception of 2017, data points out that ever since 2016, the corporate sector moved its focus away from non-profit organizations; data indicates that the corporate sector seems to favour direct investments to the state, and to not take a more significant role in non-profit campaigns. We will continue to monitor this trend, but it is a point to be noted by the non-profit sector and to possibly take steps to change this course.

The range of final beneficiary groups is the same as last year, although the proportion of percentages for each is more balanced, with a decrease for populations in local communities and an increase for people with health issues and in economic need.

An example of corporate donations that stand out this year is the donation of the mining company SASA Dooel based in Makedonska Kamanica—one of the largest zincs, lead and silver mines in Europe. On April 7 - World Health Day, SASA Dooel donated funds for the complete reconstruction of the heating system in the Health Center in Makedonska Kamenica. The total investment valued at EUR 50,009 included purchasing and installing completely new heating equipment.

This year, the insurance company Eurolink continued to make a positive and long-term change by investing in education. Eurolink donated EUR 14,617 for the Faculty of Law Justinian the First to refurbish and equip the faculty premises, such as the reading rooms and amphitheaters.

The small enterprise Ecotip donated 35 Blueair air purifiers for two schools in Kavadarci amounting to EUR 25,000. With this donation, the classrooms in the educational institutions in Kavadarci are fully secured with appliances that purify the polluted air. The company MSA Company DOOEL Skopje, another SME, decided to invest in the improvement of life of prisoners. The company donated and installed fitness equipment and requisites for outdoor recreation in the Skopje Prison.
Mass individual (% of instances)

Top 3 Recipient Entities

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Recipient Entity</th>
</tr>
</thead>
<tbody>
<tr>
<td>42.4%</td>
<td>individuals/families</td>
</tr>
<tr>
<td>36.2%</td>
<td>non-profit organizations</td>
</tr>
<tr>
<td>14.8%</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>34.8%</td>
<td>healthcare</td>
</tr>
<tr>
<td>24.3%</td>
<td>poverty relief</td>
</tr>
<tr>
<td>15.2%</td>
<td>support to marginalized groups</td>
</tr>
</tbody>
</table>

Top 3 Final Beneficiary Groups

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Beneficiary Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>32.9%</td>
<td>people in economic need</td>
</tr>
<tr>
<td>31.0%</td>
<td>people with health issues</td>
</tr>
<tr>
<td>12.9%</td>
<td>people with disabilities</td>
</tr>
</tbody>
</table>

An analysis of the citizen's role as a donor type once again shows that trends in 2019 actually represent the return to the levels of 2017. Individual/family recipients have always been the most supported recipient from the citizen's side, with the exception of 2018 when non-profits prevailed. This year again, the percentage of instances directed toward individual/family recipients have increased to 8.4%, placing this beneficiary group as the most supported. The actual increase of healthcare support, that is, more frequent giving for medical treatment of people with health issues, influenced this change: since not many nonprofit organizations were directly involved in activities related to providing medical treatments for individuals, a big portion of the donation instances were allocated directly to the individual recipients. People with health issues remain in second place, with a very small difference compared to people in economic need which remain in first as a beneficiary group for citizens.
Examples of mass individual giving

The humanitarian campaign Macedonia you are a sunflower organized by the Albanian foundation You are a sunflower has been successfully met the necessary conditions at the University Clinic of Pediatric Diseases. The donation was carried out simply by buying a blouse with a sunflower in the amount of 20 euros. The campaign managed to collect 62,000 EUR. With this amount, 10 infusion pumps, 6 monitors, 2 aspirators, 2 scales, an eco-scanning device and an oncology department cleaning machine were purchased. The campaign You are a sunflower was expanded, and another EUR 62,000 was fundraised for the Oncological Department at the Skopje main Hospital – EUR 124,000 in total.

Within the efforts to improve conditions for the students at the Faculty of Law Justinian the First in Skopje, the first donor party of the alumni community and the community of friends was held with the goal to raise funds for the improvement of the faculty premises such as the reading room, amphitheaters, and other facilities. Students and their friends, attorneys, notaries, executives, and successful managers in the business sector attended the party to support the activities of the faculty and raised EUR 8,300 EUR.
Key Themes for Giving

% of instances

- 26.1% healthcare
- 18.5% poverty relief
- 15.9% support to marginalized groups
- 12.3% education
- 27.2% other
- 5-10%
- 3-5% environment
- 1-3% public Infrastructure, culture and arts, animal welfare, religious activities
- 0-1% sport, heritage, science, social entrepreneurship
72.8% of all instances was directed towards four key themes: healthcare, poverty reduction, support to marginalized groups and education. Having in mind that this picture is similar to last year, it seems that donor's interest is not expanding to other less supported themes. Healthcare is still the most supported theme and has seen a modest increase in percentage of instances, slowly striving to the level from several years ago.

However, a few changes and shifts happened in 2019; although poverty reduction went up to be the second supported topic, the increase in percentage from last year is not significant – only 1.3%. This change was mostly caused by the fact that donors' interest in support to marginalized groups dropped to 3.9%, consequently pushing this topic down to third place. Data shows that some portion of instances directed to marginalized groups, especially children and adults with disabilities came through seasonal giving, which is the main reason why the support to marginalized groups dropped (seasonal giving increased to 7.1% of donation instances since last year). Finally, education received same level of support as in 2018. Regarding the increase of poverty reduction, we saw a similar situation happening in a few other countries, so closer tracking of philanthropy in the region in the next period will point out to potential longer-term growth of this theme.

Out of other less supported themes, the biggest presence includes seasonal giving, the environment, and public infrastructure, while other themes take less than 2% of donation instances each. After several years of absence, science has again been supported to a small extent, while emergency management (apart from assistance to the Albanian earthquake relief) did not record any support this year.
Recipients

Who are the recipients?

- **39.6%** individuals/families
- **25.8%** institutions
- **23.5%** non-profit organizations
- **8.5%** local/national governments
- **2.6%** other
Confirming the trend from all previous years, Macedonian donors continue to provide support most frequently to individuals/families. After last year’s drop in percentage of instances directed toward this recipient type, the level of support in 2019 has again increased to the level of 2017. Increased giving for medical treatments for people with health issues, together with humanitarian support and individual housing in particular, has influenced this growth.

This year, non-profit organizations received 5.8% less instances than in 2018. This reduction is not significant however it affected the switch in ranking. The data shows that this drop is in close relation to the decrease of support to marginalized groups, which has been the primary topic for non-profits until this year. Support for institutions has maintained the level of last year, while the percentage of instances for the local/national governments saw a mild decrease. Therefore, the frequency of giving to the state (institutions and local/national governments together) consequently dropped down to 3.6% in comparison with 2018, mostly in the area of the environment.

A closer look at the donated amounts indicates that the biggest share was allocated to institutions, more than 65% of the total recorded amount. This is the opposite situation of 2018 when local/national governments received the biggest share. Monetary share allocated to individual/family recipients also increased to more than 20% in comparison to 2018. Non-profits however did not receive a significant share of the total recorded amount, less than 5% this year.
The term non-profit organizations encompasses civil society organizations, foreign associations and organizations such as UNICEF, and finally, private foundations. As indicated in the previous sections of this report, the percentage of instances that non-profit organizations received in 2019 has fallen by 5.8% in comparison to 2018. This drop represents a continuation of the decrease trend which started the year before. Data shows that the similar scenario from 2018 is also seen this year: decreased interest in the support of marginalized groups, around which the activities of many of the non-profits used to be centered, led to the reduced percentage of instances.

In a continuous trend for more than six years now, the biggest donor to non-profit organizations have been citizens through mass actions. This year, this trend continued with 76.8% of cases. Companies’ interest for this type of recipient is much lower at 18.2% of recorded donation instances, which is slightly less than in 2018. Finally, individual donors kept the level from last year.
The strengthening of the frequency of giving for poverty reduction is reflected in the work of the non-profits too, as this theme received the highest percentage of instances for the first time. At the same time, support to marginalized groups saw a decrease to almost 7%. Although healthcare received a slightly higher percentage of instances this year, it remains under-supported, as well as education. Out of other themes, seasonal giving recorded a significant percentage of instances (24.2%), while other themes have invited 2% of instances or less. A variety of other supported themes is not as broad as some of the topics that are not part of the non-profit's portfolios (culture and arts, heritage and sport). However, this year once again, the environment appeared on the list. Out of the final beneficiary groups, people in economic need are still the most endorsed with a 10% increase in the number of instances this year through the provision of supplies and consumables. People with disabilities and children without parental care follow to a much limited extent. Other beneficiary groups have received around 5% or less each.

Apart from that, there have been some changes to the full list of groups: women and children survivors of violence and the general population are again supported this year, whereas some groups are left without support in 2019 (children and youth at risk, talented children and youth, and elderly). Although interest for non-profit organizations dropped in 2019, domestic CSOs have been putting forth strong efforts in organizing various campaigns and initiatives. Donors were most supportive towards the associations Ajde Makedonija Skopje (Association Do it Macedonia) and Ljubeznost Association Skopje (Kindness Association), which both take care of people in economic need. Additionally, the SOS Children's Village Macedonia received significant support.

The company Bozhinovski Watches and Jewelry partnered with the Association Borka Skopje in order to support efforts of providing wigs and other necessary support for women diagnosed with cancer. The campaign lasted for ten days in October. During “pink moments,” all the income the company made from 10-11am and 5-6pm was donated to the association.
Successful campaigns

Retweet a Meal (Retvitni obrok) is a self-organized group of around 20 young people who cook and donate meals to those in need. Many people are spontaneously joining the initiative, willing to prepare food and improve the community spirit in general. Lots of companies are supporting them in the form of vouchers, so that meat and other types of products can be obtained for free. On company’s 25-year anniversary, Tinex joined in preparing meals for socially vulnerable categories together with Retweet meal. The prepared foods are shared along with the Ljubeznost Association Skopje (Kindness Association) in front of the Mother Teresa Memorial House.
3.3. State as Recipient

Top 3 Donor Types - % of instances

- Corporate sector: 51.7%
- Mass individual: 29.0%
- Individuals: 9.0%
- Other: 10.3%

Giving to the state includes all the support that was provided to institutions and local/national governments together. In 2019, the percentage of instances decreased 3.7% in comparison with the previous year. This change was influenced by an actual decrease in the percentages of instances directed to local/national governments, while institutions continued to be backed with the same level of donor activity.

The donor profile looks completely different than the one of non-profit organizations; the strongest donor to the state traditionally is the corporate sector. Although this percentage has actually decreased since 2018, still more than half of the recorded instances to the state comes from the corporate sector. The reduced support from the corporate sector to the state was allocated for education, the environment and sport. Citizens on the other hand have strengthened participation for slightly above 3% in education and the environment.

Data shows that within the general giving to the state, support to various themes vary in the percentage of instances. A higher percentage of support to marginalized groups, seasonal giving, and...
culture and arts was directed to institutions. On the other hand, local/national governments received reduced support for the environment and sport.

The population from local communities is the highest ranking beneficiary group supported through the giving to the state with over 50% of donation instances, while people with health issues and disabilities follow. As for other groups that are not frequently supported, all supported groups in the last year are still present. This includes mothers and babies, children and youth at risk, and the general population and animals, while other groups have received less than 1% of instances.

Institutions that were recipients for the multiple donation instances are the University Clinic for Children's Diseases Skopje, the Justinijan Prvi Law school-Skopje, the Day center for street children Shuto Orizari and the Reading room Slavko Janevski Skopje. As for the local/national governments, the City of Skopje and the Kavadarci Municipality have been of greater interest to donors.

The children from the Primary School for Children with Disabilities Idnina from Skopje received a new bus, which will be used for their transportation from homes to the school. The bus is a donation from the Rotary Club Skopje - Center, which will make the life of the children easier. The donation is worth EUR 115,000.

The Kavadarci Municipality received a valuable donation in the form of two smart benches with solar chargers for phones and laptops and parking for bicycles with tire a pumping device. The equipment was donated by Metal Apostolov DOOEL Kavadarci and Inel Solar Kavadarci and was installed in public places available for citizens to be used.
Who is benefiting from donations?

Key final beneficiaries - % of instances

- **26.3%** people in economic need
- **22.3%** local communities
- **21.6%** people with health issues
- **10.9%** people with disabilities
- **18.9%** other
- **5-10%** children without parental care, talented children and youth, mothers and babies, religious communities, animals, homeless
- **3-5%** single parents, children and youth at risk, ethnic minority population, people living in other countries, elderly, general population, women and children survivors of violence
- **0-1%** other

The list of the top four final beneficiary groups has not changed in comparison with the previous year. People in economic need, local communities, people with health issues, and people with disabilities are still present as the most supported.
### Trends - % of instances

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>People in economic need</td>
<td>25.2%</td>
<td>20.7%</td>
<td>26.3%</td>
</tr>
<tr>
<td>Local communities</td>
<td>20.7%</td>
<td>34.1%</td>
<td>22.3%</td>
</tr>
<tr>
<td>People with health issues</td>
<td>15.4%</td>
<td>17.0%</td>
<td>21.6%</td>
</tr>
<tr>
<td>People with disabilities</td>
<td>14.2%</td>
<td>10.8%</td>
<td>10.9%</td>
</tr>
</tbody>
</table>

Cumulatively, the level of support frequency for these four remained the same as last year (81.1%), which indicates that stronger promotion is still needed to achieve better transparency of other groups and attract donor interest.

This year’s most supported beneficiary group is people in economic need, which jumped up on the list due to the raise in percentage from 2018. It is obvious that this year, reinforced support was needed to people in economic need, both directly or through the work of non-profit organizations in the form of supplies/consumables or individual housing. However, it is noteworthy that people in economic need actually came back to a level similar to 2017, and that the population from local communities clearly experienced a trend outlier in 2018. People with health issues also gained somewhat stronger support this year, while people with disabilities are equally supported as last year.

The list of other beneficiary groups is also the same in comparison with 2018, with no additions or exclusion. Children without parental care, talented children and youth, and mothers and babies are more visible. Other groups are featured in less than 2% of instances. A closer look into the data points to the ways of fundraising for specific beneficiary groups. The funds for support to people in economic need are most commonly collected through campaigns and appeals. The population from local communities benefit the most out of direct giving, while donors most frequently give to people with health issues at events.
### Effects of giving

#### % of instances

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>62.3%</td>
<td>short-term support</td>
</tr>
<tr>
<td>32.7%</td>
<td>strategic giving</td>
</tr>
<tr>
<td>5.0%</td>
<td>unknown</td>
</tr>
</tbody>
</table>

#### Strategic giving - % of instances

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>67.4%</td>
<td>equipment</td>
</tr>
<tr>
<td>14.6%</td>
<td>services</td>
</tr>
<tr>
<td>10.1%</td>
<td>scholarships</td>
</tr>
<tr>
<td>3.6%</td>
<td>raising social awareness/advocacy</td>
</tr>
<tr>
<td>2.9%</td>
<td>capital investments</td>
</tr>
<tr>
<td>0.7%</td>
<td>research and development</td>
</tr>
<tr>
<td>0.7%</td>
<td>start-up capital</td>
</tr>
</tbody>
</table>

After last year’s rise in support that produced long-term effects, the percentage of instances for this type of support has dropped to the level that it had in 2016. At the same time, the percentage of instances that was given in the form of one-off support expanded for more than 10% in comparison with last year.

The higher percentage of giving to people in economic need, thus consequently strengthening the donors investments in poverty reduction are actually reflected in boosted giving through supplies and consumables, humanitarian support and individual housing. It is noteworthy that there is also a reduced percentage of instances for which the use was not able to be identified. Therefore, a part of it is now recognized
### 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>47.5%</td>
<td>50.6%</td>
<td>62.3%</td>
</tr>
<tr>
<td>Strategic giving</td>
<td>36.5%</td>
<td>39.8%</td>
<td>32.7%</td>
</tr>
<tr>
<td>Unknown</td>
<td>15.9%</td>
<td>9.6%</td>
<td>5.0%</td>
</tr>
</tbody>
</table>

as short-term giving. Within one-off support, medical treatments for people with health issues have also seen an increase and are now above the level from 2015.

Out of the strategic giving, the equipment is by far the most salient one, with more than two thirds of all recorded strategic giving instances. This represents a mild increase from last year. Services and scholarships are also present with no changes in the frequency of support in comparison with last year. Percentages of other long-term instances haven't experienced significant changes and vary within 3%.

Citizens primarily give one-off support (60.8% of instances), while corporate sector leads when it comes giving with strategic effects; 47.8% of strategic support came from this donor type.

### Examples of strategic support

An interesting example is the engineering project of the two professors Kosta Mitreski from the Faculty of Information Sciences and Computer Engineering and Zivko Davchev from the Faculty of Agricultural Sciences and Food. They run a project for air purification with a turbo smog atomizer using an aerosol method. Telecom Macedonia supported their efforts by donating EUR 10,000 for the further development of the project.

For the ninth year in a row Alkaloid Skopje held its humanitarian weekend. EUR 19,490 in total was raised and the funds were donated to the O2 organization for the activities of raising awareness of pollution and the fight for a cleaner environment.
After the earthquake occurred in Albania in 2019, the people of North Macedonia reacted immediately in response with relief efforts and showed great solidarity with the Albanian people. The media reported with more transparent in regard to this specific issue than for other issues as 40% of the reports contain information about the monetary values. Data shows that the total recorded value of donations for the relief of the consequences of the earthquake is EUR 3,289,491, donated from citizens and the corporate sector.

The graph below shows the participation of different donor types and their shares in the recorded value.

**Donor types**

<table>
<thead>
<tr>
<th>Donor Type</th>
<th>% of Recorded Sum</th>
<th>% of Instances</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mass individual</td>
<td>80.0</td>
<td>2.3</td>
</tr>
<tr>
<td>Corporate sector</td>
<td>15.0</td>
<td>6.5</td>
</tr>
<tr>
<td>Individuals</td>
<td>5.0</td>
<td>91.2</td>
</tr>
</tbody>
</table>

A fair part of the assistance was administered through non-profit organizations in North Macedonia, primarily through the Red Cross organizations, and then forwarded to the final beneficiaries in Albania.

Most of the giving was in the form of cash donations collected through calls and appeals.
Recipients - % of instances

- non-profit organizations: 50.0%
- individual or family: 30.0%
- local/national governments: 10.0%
- other: 10.0%

What is donated - % of instances

- 70.0% money
- 30.0% goods
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. Catalyst Balkans tracked media reports on domestic individual, corporate and diaspora philanthropy in North Macedonia through following electronic, print and online media at the local, regional, and national level, in the period of 1 January to 31 December 2019. In this period, a total of 4,711 records related to charitable giving by all types of donors were processed in the Giving Balkans database, of which 422 were unique instances.

The main limitation of this methodology is the fact that the media does not record all charitable giving. Due to this, over the past few years, Catalyst has developed a mechanism for verifying collected data through direct contact with recipients and donors. Although the data collected in this way is valuable and comprehensive, they are somewhat beginning to “disrupt” the trend of recorded giving found in the media. The discrepancy between the donated amount about which information is received from the media and the one collected from direct sources is increasing. To manage this, as of this year, Catalyst Balkans decided to implement changes that will improve the methodology in relation to analysis and reporting.

In short, so that the picture of giving on an annual basis can still be comparable to previous periods, trends from 2019 in charitable giving will be shown solely on the basis of recorded instances and sums published by the media. On the other hand, as in the previous years, the total recorded and estimated amount will be presented taking into account data from all available sources. Trends in the development of giving are presented without outliers (i.e. assistance for the natural disaster relief or single high-value donations) because these data points are not representative of the continuous local giving throughout each year, and therefore need to be presented separately.

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. Hence, this data may be used as indicators of the minimal degree of philanthropy development in North Macedonia.
Research Giving North Macedonia 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.