General Overview

The COVID-19 pandemic has been a global health crisis with severe consequences that have impacted countries in waves. No other event has compared, meaning that addressing this crisis has been limited and evidence for dealing with such a crisis is not large in number. The pandemic's strong influence on philanthropy in North Macedonia and the Balkans during 2020 made comparisons with previous years unreliable. To address this, we changed and adjusted the data gathering and analysis process to separate data for giving related and unrelated to COVID-19. Since it was not possible to present data in ways we have in the past, we focused on the specifics of 2020 and the relationship between actions related and unrelated to COVID-19.

As in other countries, philanthropic activity in North Macedonia during 2020 highly increased, with a recorded amount 7.5 times higher than in 2019. We have recorded more than 8.9 million euros given through 982 instances. A huge multiplication of the donated amount combined with a doubled number of instances caused an immense rise in the average donation per citizen: from 1.3 EUR in 2019 to 17.5 EUR in 2020. Using other data sources and extrapolation, we have estimated that more than 36.5 million euros were donated in 2020, and we have reason to believe the amount is even higher.

Recorded Amount
8,951,871.5 €

Estimated Value of Donations
36,561,011.6 €

Number of Instances
982

Average Donation Per Citizen
17.5 €

We have prepared an annex that shows giving unrelated to COVID-19 in 2020 in comparison with previous years, as those trends and data might be important for some philanthropy actors.
General Overview

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¹ We have prepared an annex that shows giving unrelated to COVID-19 in 2020 in comparison with previous years, as those trends and data might be important for some philanthropy actors.
The most important change in 2020 was the rise of giving to the state; this comprised 80.1% of the recorded amount, with special emphasis on donations to the national and local governments (51.9% of the recorded amount compared to 1.3% in 2019). It is noteworthy that 98.3% of the amount donated related to COVID-19 was given to the state. The Ministry of Health and municipal emergency management bodies were seen as key actors in distributing help during most of the year.

Another change caused by the pandemic was the corporate sector more than doubling its share regarding the total number of instances (67.2%) as well as the donated amount (67.4%) in comparison to 2019. All countries in the region experienced higher participation from their corporate sectors, but North Macedonia’s corporate sector experienced the highest share, with more than two-thirds of the donated amount, both related and unrelated to COVID-19, mostly coming from bigger companies.

Interestingly, people provided 31.7% of amounts related to COVID-19 through mass campaigns, giving 87.6% of that amount to national and local governments.

Donor support related to COVID-19 was much higher in North Macedonia than in other countries in the region, comprising more than three-fourths of the total donated amount. Remaining efforts were focused on poverty relief, followed by health care and marginalized groups. Most donations for poverty relief were supplies and consumables (47.1% of all instances for this theme), including food and hygiene packages as well as clothes for socially deprived families.
Non-profit organizations participated with a similar share of donated instances as in the previous year. They did, however, participate with less than 1% of the donated amount. They were recognized as intermediaries for support to marginalized groups and poverty relief. Activities regarding health care were supported with only 1.4% of instances. Education received 0.5% of instances. This poses a challenge to the civic sector and entire philanthropic community, which should seek to widen the interests of donors and strengthen the roles of philanthropic actors.

People from specifically targeted communities were the most frequently supported beneficiary, with almost half of all instances and more than half of the donated amount. This was due to specificities of these donations during the pandemic. These donations were either distribution of supplies in a certain municipality or capital investment, equipment, and supplies to health and educational institutions in the local community. People in economic need were supported with 31.9% of all coronavirus-related instances, mostly with food and hygiene packages and clothes. At the same time, people with disabilities received an amount that was six times fewer than in 2019. Hoping this was a temporary anomaly caused by donators focusing on COVID-19 relief, we will closely monitor support to people with disabilities in the following years.

Short-term support remained the most frequent form of giving as in the previous year, with donations mainly consisting of masks, disinfectants, and food and hygienic packages (65.5% of instances were related to COVID-19). Most strategic donations were in the form of equipment that went to health and educational institutions, with some of these donations consisting of technology like tablets and laptops.

The geographic distribution of philanthropic giving in North Macedonia remained almost the same as in the previous year. The Skopje region remained the most frequently supported with 46.2%, out of which 61.5% was related to COVID-19. Other regions maintained similar shares as in previous years, with all regions experiencing a bigger share of donations related to COVID-19. Unlike last year, we have recorded giving outside of the country this year (1.8%). This giving was mainly for purposes unrelated to the pandemic, including support for earthquake relief in Zagreb, providing tablets for online education in Kosovo, and building a water well in a Bangladeshi village.
Map - Instances (%)

- **46.2%** Skopje Region
- **10.8%** South-West Region
- **9.3%** Pelagonia Region
- **8.7%** East Region
- **7.3%** Vardar Region
- **5.8%** North-East Region
- **5.1%** South-East Region
- **4.9%** Polog Region
- **1.8%** Outside of the Country
- **0.1%** Several Regions

Total Giving

<table>
<thead>
<tr>
<th>Region</th>
<th>Instances (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skopje Region</td>
<td>61.5%</td>
</tr>
<tr>
<td>South-West Region</td>
<td>60.4%</td>
</tr>
<tr>
<td>Pelagonia Region</td>
<td>65.9%</td>
</tr>
<tr>
<td>East Region</td>
<td>56.5%</td>
</tr>
<tr>
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</tr>
<tr>
<td>Several Regions</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

COVID-19

Giving Unrelated to COVID-19
The pandemic significantly changed the level of participation of different donor types in North Macedonia’s philanthropic ecosystem. Compared to 2019, the corporate sector more than doubled its share in the total number of instances (67.2%) as well as the donated amount (67.4%). Although the corporate sector’s higher participation during the COVID-19 pandemic was typical in the region, it is important to stress that in North Macedonia, more than two-thirds of the donated amount, both related and unrelated to COVID-19, came from the business sector, mostly from bigger companies. Nevertheless, donations related to COVID-19 were more frequent and more valuable. It is also significant to point out that 79.3% of the amount of corporate donations went to the state.

Through mass campaigns, people focused more on purposes unrelated to COVID-19 (64.4% of their donation instances), out of which the largest percentage was for poverty relief. Nevertheless, donations related to COVID-19 were more valuable with more than 80% of the totally donated amount.

Individuals participated similarly as they did the previous year, almost equally distributing donations related and unrelated to COVID-19.

Private foundations participated in only 0.6% of the total donation instances (1.7% in 2019), and most of this amount came from a single donation by Foundation Trajče Mukaetov. With the support of Alkaloid AD Skopje, Foundation Trajče Mukaetov donated 170,000 EUR for the reconstruction of the Internal Department for Gynecological Diseases at the Kavadarci General Hospital. Other donors, including mixed donors, associations, and religious entities, also participated with less than 1% of all donation instances.

Data on diaspora donors paints an interesting picture. Participation in donation instances declined from 5.5% in 2019 to just 3.4% in 2020, but the donated amount in 2020 was three times bigger than it was in 2019. This is due to the nature of giving we have recorded throughout the region; donors have given bigger donations for either valuable equipment or large quantities of medical, hygiene, and food supplies.
Instances (%)

- **Corporate Sector**: 67.2%
- **Mass Individual**: 22.6%
- **Individuals**: 8.4%
- **Private Foundations**: 0.6%
- **Mixed Donors**: 0.4%
- **Other**: 0.8%

Total Giving

- **Corporate Sector**: 69.8%
- **Mass Individual**: 35.6%
- **Individuals**: 54.9%
- **Private Foundations**: 33.3%
- **Mixed Donors**: 100.0%
- **Other**: 50.0%

COVID-19

Giving Unrelated to COVID-19
% of Recorded Sum

- **67.4%** Corporate Sector
- **28.9%** Mass Individual
- **3.1%** Private Foundations
- **0.6%** Individuals
- **0.0%** Mixed Donors
- **0.0%** Other

Corporate Sector: 75.2%
Mass Individual: 82.4%
Private Foundations: 93.2%
Individuals: 80.3%
Mixed Donors: 0.0%
Other: 0.0%
COVID-19: 0.0%
Giving Unrelated to COVID-19: 0.0%
Giving Instances (%)

Corporate Sector: 77.5% COVID-19, 51.4% Giving Unrelated to COVID-19
Mass Individual: 13.3% COVID-19, 37.0% Giving Unrelated to COVID-19
Individuals: 7.6% COVID-19, 9.6% Giving Unrelated to COVID-19
Mixed Donors: 0.7% COVID-19, 0.0% Giving Unrelated to COVID-19
Private Foundations: 0.3% COVID-19, 1.0% Giving Unrelated to COVID-19
Other: 0.6% COVID-19, 1.0% Giving Unrelated to COVID-19
1.2 Million EUR from Alkaloid for Health and Education

During 2020, Alkaloid AD Skopje donated a total of 1,200,000 EUR to health centers, institutions, and associations for various causes. These causes included the COVID-19 pandemic, education, marginalized groups, and earthquake relief in Zagreb. The company donated 16,000 liters of antiseptic and 17,100 liters of ready-made solution for cleaning and disinfection to the Skopje State Student Dormitory. This donation is valued at over 80,000 EUR. Amongst other donations for the fight against COVID-19, the company donated face masks, gloves, and disinfectants to the Dr. Haim Abravanel Bitola Health Center. Part of the total sum is the donation of 33,000 EUR to the Zagreb Clinical Hospital Center for support during the earthquake.

EVN Macedonia Equipping Hospitals

EVN Macedonia donated 200,000 EUR for the purchase of medical equipment and 10,000 EUR for electricity in the Ministry of Health’s mobile hospital. The company also donated air purifiers and respiratory machines for newborns to the Skopje Clinic for Gynecology and Obstetrics, a donation valued at 60,000 EUR.

Diagnostic System Donated by PLIVA

PLIVA Skopje DOOEL donated an apparatus equipped with an automated molecular diagnostic system to the University Clinic for Pulmonology and Allergology in Skopje. This donation was meant to encourage the process of modernization, increasing the functionality of the clinic and improving its capability to treat patients. The total value of the donation was 6,486 EUR. The donation is necessary for monitoring the effects of therapy as well as diagnosing patients with asthma and chronic lung diseases.

Reconstruction of the Kavadarci General Hospital Supported by the Foundation Trajche Mukaetov

With the support of Alkaloid AD Skopje, the Foundation Trajche Mukaetov donated 170,000 EUR for the reconstruction of the Internal Department for Gynecological Diseases at the Kavadarci General Hospital. The new department of over 350 m² stood unfinished for almost three decades. It was reconstructed in accordance with modern standards and regulations, receiving proper medical equipment like hospital beds, furniture, televisions, and the installation of an internet connection. The hospital has a high degree of expertise in several specialist areas and serves around 100,000 citizens from the Povardarie region (Kavadarci, Negotino, Rosoman, and Demir Kapija).

Trees for the Hometown from the Diaspora

Turhan Rusi, a Macedonian citizen living in the United States of America with his family, donated 45 Catalpa bungei trees, 252 Juniperus roots, 150 Abelia grandiflora roots, and six pine trees to the Debar Municipality. The purpose of this donation was for greening the Illyria Boulevard as well as two roundabouts at the beginning and end of the boulevard. The value of this donation was around 10,000 EUR.
Helping Orphans in Kumanovo from Switzerland

Artist Arsim Aliti, who is from Kumanovo and currently lives in Switzerland, collaborated with his brothers to start a fundraising campaign supporting orphans in Kumanovo and the surrounding area. The campaign was held on Facebook and collected 35,552 EUR from various donors. The initiative lasted for ten days during the month of Ramadan. Collected funds and food packages were delivered to 68 families (212 people). Sandri Aliu, the cousin of Arsim Aliti, distributed these funds and goods to the families.
Although expected, support related to COVID-19 was much higher in North Macedonia than in other countries in the region, with 60.6% of all instances and more than three-fourths of the total donated amount. The pandemic altered the picture in 2020; along with support for COVID-19, poverty relief was the most frequently supported theme, followed by health care and support to marginalized groups, whose donation instances were several times fewer than the year before. Most donations for poverty relief were supplies and consumables (47.1% of all instances for this theme) like food and hygiene packages along with clothes for socially deprived families.

The largest change in 2020 was a decline of donation instances for health care. The reason for this is that almost all support for health institutions and some medical treatments were defined in the media as related to COVID-19. A similar situation is seen with support to marginalized groups.

A notable aberration is the almost 3% of instances given for environmental issues. This is due to the large and frequent donations from Pakomak DOO Skopje, which donated 300 specialized containers to recycle glass and 100 metal containers for PET plastic to municipalities across Macedonia. The company also invested in the HORECA sector with more than 1,200 120-liter cans. Pakomak DOO Skopje has been investing in waste disposal improvement in North Macedonia over the last ten years, their mission being a cleaner environment.

Among other themes, seasonal giving had continuous participation, consisting of 5.9% of all instances in 2020.
Key Themes—Instances (%)

- **60.6%** COVID-19
- **6.9%** Poverty Reduction
- **6.8%** Support to Marginalized Groups
- **6.3%** Health Care
- **5.2%** Education
- **14.2%** Other

Other Themes—Instances (%)

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Themes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>5.9%</strong></td>
<td>Seasonal Giving</td>
</tr>
<tr>
<td><strong>1%-3%</strong></td>
<td>Environment, Public Infrastructure</td>
</tr>
<tr>
<td><strong>0%-1%</strong></td>
<td>Culture and Arts, Religious Activities, Sports, Emergency Management, Social Entrepreneurship, Economic Development, Human Rights, Animal Welfare</td>
</tr>
</tbody>
</table>
Christmas Dinner for 500 Children: The Children's Embassy Prilep
In 2020, the Children's Embassy “For All the Children in the World” Prilep organized its 14th annual Christmas dinner for 500 children from several cities across Macedonia. The event hosted children from different groups and religious communities under the motto, “One heaven for all children.” Their goal was to promote equality and tolerance. Some of the companies that donated to the event were Mlekara AD Bitola, Prilepska Pivarnica AD Prilep, and Makprogres DOO Vinica.

Trajche Mukaetov Foundation for Medical Students
The Trajche Mukaetov Foundation has been providing scholarships to medical students for years. For the 13th year in a row, the foundation awarded 39 scholarships, out of which 19 were for students at the Skopje Faculty of Pharmaceutics and 20 for students attending the Medical Faculty at the St. Cyril and Methodius University in Skopje. These scholarships, awarded for the 2020-2021 academic year, had a total value of 49,329 EUR. The foundation also awarded talented students with a cash prize of 1,200 EUR for the eleventh year in a row.

Pakomak for a Cleaner Environment
Pakomak DOO Skopje is an authorized legal entity for the storage, treatment, and processing of waste. This company helped develop the packaging waste management system in the territory of Veles. During 2020, this company installed 300 specialized containers to recycle glass and packaging along with 100 metal containers for PET plastic in municipalities across Macedonia. The company also invested in the HORECA sector with more than 1,200 120-liter cans.
The biggest change in the pandemic year was the increase of giving to the state (56.8% of all instances and 80.1% of the recorded amount), especially giving to local and national governments. Although institutions were the most frequently supported recipient, most of the donations went to special funds (mainly for combating COVID-19) established by national and local governments and were distributed in accordance with plans and needs. Keeping in mind that national and local governments received 1.3% of the donated sum in 2019, 51.9% in 2020 is a drastic change, and we are yet to see how this will affect philanthropy in the coming year. Another remarkable data point is that 98.3% of the amount donated related to COVID-19 was given to the state.

Direct support to individuals and families halved, both in instances as well as in the amount donated. This direct support mainly went toward purposes unrelated to COVID-19, and in this segment, individuals and families were the most represented recipient (35.1% instances and 67.4% of the donated amount).

Non-profit organizations participated in the number of donations similarly as in 2019, but with less than 1% of the total donated sum. Keeping in mind the significantly higher recorded amount in 2020, non-profits received almost four times more valuable donations in 2020 than in 2019.

A noteworthy case is that out of the amount donated unrelated to the pandemic, 6% was directed to religious communities. This is due to a single donation from diaspora members who originally come from the city of Debar. These members currently live in the US and Europe. They donated around 110,000 EUR in 2020 for the reconstruction and maintenance of mosques in Muftiate of Debar.
Instances (%)

- **31.9%** Institutions
- **24.9%** Local/National Governments
- **21.4%** Non-Profit Organizations
- **20.4%** Individual / Families
- **1.4%** Other

Total Giving

- **76.7%** Giving North Macedonia 2020 – Report on the State of Philanthropy
- **23.3%** COVID-19
- **78.0%** Giving Unrelated to COVID-19
- **45.2%** Giving Unrelated to COVID-19
- **54.8%** Giving Unrelated to COVID-19
- **32.0%** Giving Unrelated to COVID-19
- **68.0%** Giving Unrelated to COVID-19
- **35.7%** Giving Unrelated to COVID-19
- **64.3%** Giving Unrelated to COVID-19
Instances (%)

- Institutions: 40.3% COVID-19, 18.9% Giving Unrelated to COVID-19
- Local / National Governments: 32.1% COVID-19, 14.0% Giving Unrelated to COVID-19
- Non-Profit Organizations: 16.0% COVID-19, 29.7% Giving Unrelated to COVID-19
- Individual / Families: 10.8% COVID-19, 35.1% Giving Unrelated to COVID-19
- Other: 0.8% COVID-19, 2.3% Giving Unrelated to COVID-19
Non-Profit Organizations as Recipients

Regarding donations to non-profits\(^2\) in North Macedonia during 2020, both instances and amounts were almost balanced in a fifty-fifty ratio regarding giving unrelated and related to COVID-19. In other countries of the region, we recorded non-profits having a much bigger role in issues unrelated to COVID-19. This is caused by two large pandemic-related donations to the Red Cross for redistributing food and hygiene packages to families in economic need and other vulnerable categories. Two companies, Samantha d.o.o. Skopje and Imperial Tobako TKS Skopje, donated more than 36,000 EUR.

The corporate sector was the most active donor to the non-profit sector during the pandemic year, with 62.9% of instances and 71.8% of the recorded amount. More than two-thirds of this amount was related to COVID-19, underlying the previously described specificity that non-profits had a relatively big share of donations related to COVID-19. Through mass campaigns, people, who were primary donors in 2019, contributed less than one-third of donation instances. Finally, individuals participated with 3.8% and a very small share in the donated amount, just like in previous years.

Apart from donations related to COVID-19, non-profits received most donations for the support of marginalized groups and poverty relief. Although in previous years we saw decreasing interest in support to marginalized groups, this year’s interest increased: 23.5% of the amount was directed to this theme. It is significant to mention that the second most supported theme in terms of instances was seasonal giving (15.7%, although less than 1% of the donated amount). The main reason for this high percentage is the Annual Christmas Dinner organized by the Children’s Embassy “For All the Children in the World” Prilep, which received funds from many donors. Health care was supported with only 1.4% of instances. Education received only 0.5% of instances.

People in economic need remained the most supported beneficiaries of the non-profit sector in 2020 as they were in 2019, receiving almost half of the donation instances and 61.2% of the total amount. Almost all donations related to COVID-19 were distributed to people in economic need. As expected in pandemic conditions, donations to one’s own community or specifically targeted communities in need experienced an increase of instances compared to last year.

The biggest donations among non-profits were received and distributed to beneficiaries by the Red Cross in Skopje and Radovish. The rest were donations of less than 5,000 EUR per organization.

\(^2\) Under the term non-profit organization, we include domestic associations, private foundations, diaspora associations, and foreign and international associations.
Donor Profile for Non-Profit Organizations as Recipients

Instances (%)

- **62.9%** Corporate Sector
- **32.4%** Mass Individual
- **3.8%** Individuals
- **0.9%** Mixed Donors
- **0.0%** Other

Total Giving

Corporate Sector: 53.8%
Mass Individual: 29.4%
Individuals: 25.0%
Mixed Donors: 100.0%
Other: 0.0%
COVID-19: 0.0%
Giving Unrelated to COVID-19: 0.0%
Donor Profile for Non-Profit Organizations as Recipients
Instances (%)

- Corporate Sector: 74.7% (COVID-19) / 53.0% (Giving Unrelated to COVID-19)
- Mass Individual: 21.1% (COVID-19) / 41.8% (Giving Unrelated to COVID-19)
- Individuals: 2.1% (COVID-19) / 5.2% (Giving Unrelated to COVID-19)
- Mixed Donors: 2.1% (COVID-19) / 0.0% (Giving Unrelated to COVID-19)
- Other: 0.0% (COVID-19) / 0.0% (Giving Unrelated to COVID-19)
Silk Road Bank Helping People with Down Syndrome

Silk Road Bank AD Skopje donated 2,986 EUR to the Association of Citizens for Assistance and Support of People with Down Syndrome Trisomy 21 from Skopje. These funds will be used to hire a specialist for the special education treatment of people with Down syndrome. The donation was made within overall activities of the company’s goal to assist vulnerable categories of citizens.

Together for Something Priceless—For Children with Autism

Komercijalna Banka AD Skopje and Mastercard® initiated a campaign called “Komercijalna Banka and Mastercard®—Together for Something Priceless” (“Комерцијална банка и Mastercard®—Заедно за нешто бесценето”). This campaign supported children with autism, lasting from December 15th, 2020, to January 8th, 2021. For every transaction that a customer made, funds were donated to organizations that provide support and care to children with autism. The beneficiaries were the Association of Citizens for Treatment of Persons with Autism, ADHD and Asperger Syndrome Vo Mojot Svet, the Blue Firefly Association, the Macedonian Scientific Society for Autism, and the Macedonian Association for Bocija Stip. A total of 9,905 EUR was donated. The campaign was initiated to commemorate 25 years since the issuance of the first Mastercard by Komercijalna Banka.

Scholarships for Students in Need

The Citizen's Association Svet Krst - Vinica provided nine-month scholarships to 22 talented students from Vinica who were studying at public universities. An amount of 6,497 EUR was collected through a fundraising campaign by companies and individuals from Vinica as well as from the municipality budget. Students were selected based on criteria such as the monthly income per family member, the number of students in the family, and single-parent household status. This association has been providing support to students for ten years, and after several years of interruption, their support resumed in 2018.
National and local governments along with institutions were the main recipients during 2020, receiving four-fifths of the donated amount through more than half of all instances. The Ministry of Health and municipal emergency management bodies were seen as key actors in distributing help during most of the year. Accordingly, two-thirds of the amount donated to the state went to governments, and the rest went directly to institutions.

The corporate sector was the most active donor with 80.6% of all instances, mostly from large companies, out of which 78.9% was related to COVID-19. Through mass campaigns, people donated almost one-third of the recorded amount, all of it being related to the pandemic. The third significant donor was individuals who donated almost the same percentage of instances as in 2019, but with only 0.8% of the donated amount.

The largest percentage of instances (65.2%) was intended for populations from specific communities, either through the distribution of supplies to certain municipalities or through capital investment, equipment, and supplies to be given to health and educational institutions.

Regarding the donated amount unrelated to COVID-19, almost half went to support of education, mostly for equipment like tablets and computers. More than one-third of the donated amount was directed toward health care, with one instance that stands out: 170,000 EUR donated by the Trajče Muakčev Foundation for the reconstruction of the Internal Department for Gynecological Diseases at the Kavadarci General Hospital.
Donor Profile for State as Recipients
Instances (%)

- **Corporate Sector**: 80.7%
- **Mass Individual**: 10.9%
- **Individuals**: 7.2%
- **Private Foundation**: 0.4%
- **Mixed Donors**: 0.3%
- **Other**: 0.5%

**Total Giving**

- **Corporate Sector**: 78.9%
- **Mass Individual**: 63.9%
- **Individuals**: 80.0%
- **Private Foundation**: 50.0%
- **Mixed Donors**: 100.0%
- **Other**: 66.7%

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

Corporate Sector
- COVID-19: 82.4%
- Giving Unrelated to COVID-19: 74.8%

Mass Individual
- COVID-19: 9.0%
- Giving Unrelated to COVID-19: 17.3%

Individuals
- COVID-19: 7.4%
- Giving Unrelated to COVID-19: 6.3%

Mixed Donors
- COVID-19: 0.5%
- Giving Unrelated to COVID-19: 0.0%

Private Foundation
- COVID-19: 0.2%
- Giving Unrelated to COVID-19: 0.8%

Other
- COVID-19: 0.5%
- Giving Unrelated to COVID-19: 0.8%
Stopanska Banka for Infective Clinic Skopje
During the pandemic, Stopanska Banka AD Skopje donated a ventilator (breathing machine) to address the needs of the Infective Clinic Skopje. This donation that is valued at over 42,000 EUR and was made in consultation with the Ministry of Health, was indicated as necessary for the treatment of COVID-19 patients suffering from severe symptoms. The bank also covered the procurement and the delivery of the device to the clinic.

New Kindergarten in Bitola
The socially responsible company Kromberg & Schubert Macedonia D.O.O.E.L. Bitola donated 195,000 EUR to the Bitola Municipality for the construction of a new kindergarten. This will be constructed either with municipal budget funds or through a public-private partnership within the ARM.

Titan for Warm Kindergarten in Skopje
Cementarnica Usje - Titan Skopje donated funds to the Rasadnik kindergarten in the municipality of Kisela Voda. These funds helped install a new facade with thermal insulation. The building was previously neglected and in need of renovation. The work began on September 14th, 2020. The total amount donated was 43,772 EUR. The government also supported the initiative with about 26,157 EUR for new windows and the installation of exterior doors.

Sava Pension Equipping Health Centers in North Macedonia
Sava Pension Company AD Skopje donated equipment and financial support during the pandemic valued at more than 68,000 EUR. These funds went to health centers and clinics in Skopje, Kumanovo, Bitola, Ohrid, Strumica, Prilep, Tetovo, Vevcani, and local sport clubs. One of the beneficiaries was the University Clinic for Infectious Diseases and Febrile Conditions in Skopje, which received three patient monitors through a joint campaign initiated by the Sava Pension Company, the KB First Pension Company, and the Triglav Pension Company.

People Donating VAT Tax Refunds to the State
Through “My VAT,” a program enabling citizens to donate their Value Added Tax refund using the “My Vat” application, 154,413 EUR were raised. Initiated in 2018, the application became available on smartphones, 10 kiosks, and in 36 barcode readers placed in the tax offices of the Public Revenue Office. The application is available to The Public Revenue Office announced that the funds began to be distributed to citizens during the pandemic on May 6th, 2020.
Final Beneficiaries

People from local communities, usually one’s own communities or specifically targeted communities in need, were the most frequently supported beneficiary. They received almost half of all instances and more than half of the total donated amount. They received 66.2% of the donated amount related to the pandemic through more than half of all donation instances, mainly as supplies and consumables. This group of beneficiaries has been highly supported throughout the region in past years, but this year, they received especially high support. This is a consequence of the character of donations during the pandemic year; donations were intended for concrete institutions or local communities and were subsequently directed to beneficiaries from those communities.

We have noted a slight increase in the percentage of instances directed toward people in economic need (30.7% versus 26.3% in 2019) who were also supported more frequently regarding support for the pandemic: 63.1% of all instances. Again, this group was strongly supported in the years before the pandemic.

At the same time, we have recorded a decrease of instances for people with health issues and people with disabilities. It is worrying to see that support to people with disabilities dropped from 16.6% of the donated amount in 2019 to 0.4% in 2020. Despite a much larger total recorded amount in 2020, people with disabilities received an amount that was six times smaller than they received in 2019. This was partly caused by more focus being put on donations related to COVID-19. This group was also neglected in terms of donations unrelated to COVID-19. People with disabilities were decently supported in previous years, so we will closely monitor support in the upcoming years to see if this was a temporary deviation.

Regarding less supported beneficiaries, the elderly received the largest amount of support related to COVID-19: 2% of instances. Support to the elderly during the pandemic follows the trend present in most countries of the region; people give due to them being a high-risk group, especially during lockdowns.
Instances (%)

- **45.7%** Local Communities
- **30.7%** People in Economic Need
- **8.1%** People with Health Issues
- **4.5%** People with Disabilities
- **11.0%** Other

Total Giving

- Local Communities: 73.1%
- People in Economic Need: 63.1%
- People with Health Issues: 62.5%
- People with Disabilities: 81.8%
- Other: 63.9%

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

- Local Communities: 55.1% (31.3% COVID-19, 31.3% Giving Unrelated to COVID-19)
- People in Economic Need: 31.9% (28.7% COVID-19, 12.9% Giving Unrelated to COVID-19)
- People with Health Issues: 5.0% (12.9% COVID-19, 9.3% Giving Unrelated to COVID-19)
- People with Disabilities: 1.3% (17.8% COVID-19, 6.7% Giving Unrelated to COVID-19)

- Other: 6.7% (17.8% COVID-19, 9.3% Giving Unrelated to COVID-19)
DM Drogerie for the Socially Vulnerable
On November 27th, 2020 (Giving Friday), DM Drogerie Market Skopje organized a fundraising campaign with the slogan “Buy in DM and do a good deed” (“Купувајте во dm и направете добро дело”). Through this campaign, DM drugstores donated 5% of their daily turnover, and 3,780 EUR were raised for the purchase and delivery of supplies for socially vulnerable families. 750 food packages were delivered to an organization called Ajde Makedonija, which distributed supplies through humanitarian organizations called Sveti Spas, ADRA Makedonija, and “Вистински дела на љубезност”—“Real Acts of Kindness.”

Kalkova Villagers Build Well in Bangladesh
Inhabitants of Kalkova, a village near Valandovo, raised funds on their own initiative and donated them to build a well in a Bangladeshi village. The water well has been named “Kalkova Koyu,” or Kalkova Village.
Effects of Giving

We expected the share of one-off donations to increase due to the nature of giving in extraordinary circumstances like natural disasters and pandemics. However, the share of short-term support remained on the same level as it did in 2019, even experiencing a 1.2% decrease. Nevertheless, it was the most frequent form of giving, mainly through the provision of masks, disinfectants, and food and hygienic packages. 65.5% of one-off instances were related to COVID-19.

Most strategic donations were in the form of equipment (79.3% of all strategic instances and 74.5% of the strategically donated amount), mainly for health institutions. This equipment consisted of things like respirators and disinfection tunnels. For educational institutions, donations consisted of equipment like tablets and laptops. Most of the remaining sum were capital investments, leaving 3% of the donated amount for other forms of donations with potential long-term effects, such as scholarships, services, and start-up capital.

In 2020, the percentage of instances for which we were not able to identify the effect raised to 6.4%.
Use of Donations
Instances (%)

- **61.1%** One-Off Support
- **32.5%** Long-Term Support
- **6.4%** Unknown

Total Giving

- One-Off Support: 65.5%
- Long-Term Support: 53.6%
- Unknown: 49.2%

COVID-19
- Giving Unrelated to COVID-19
Use of Donations

Instances (%)

- One-Off Support: 66.1% COVID-19, 53.5% Giving Unrelated to COVID-19
- Long-Term Support: 28.7% COVID-19, 38.2% Giving Unrelated to COVID-19
- Unknown: 5.2% COVID-19, 8.3% Giving Unrelated to COVID-19
Planning Playground for Children with Disabilities

Jumak-Kiro DOOEL IMPORT-EXPORT SKOPJE donated technical documentation that detailed planning and specifications for setting up equipment meant to develop children’s motor skills. This will open the way for the eventual construction of a park that focuses on the development of children’s motor skills. This park will be placed on the plateau at the top of Vodno as part of the Vodno Study for Tourist Recreation Center. The value of this donation is estimated to be 5,333 EUR.

One Thousand Teachers Volunteering

The Ministry of Education and Science of North Macedonia established a platform called Eduino, which makes it easier for children to study at home. More than one thousand teachers across the country responded to the ministry and UNICEF’s call to volunteer by recording lessons in Balkan languages, including Macedonian, Albanian, Turkish, Bosnian, and Serbian. Over 400 hours of video were uploaded to the platform.

Nextsense Developing Digital Solutions in the Fight Against COVID-19

The software company Nextsense developed and donated a mobile application called StopKorona! to the Ministry of Health. The amount of this donation was 47,572 EUR. This Bluetooth-based smartphone application went live on April 13th, 2020. Measuring the distance between users’ phones, this application warns users if they have come into contact someone who tested positive for the coronavirus. The application was downloaded more than 5,000 times on its launch day. The mobile application was made by following practices around the world in dealing with the coronavirus, guaranteeing the complete protection of users’ privacy. Citizens maintain full control over their data through the application until the moment they decide to send it to the Ministry after being diagnosed with the coronavirus.

Doctors and Designers 3-D Printed and Donated 6,500 Protective Face Shields

The Association of Trainees and Young Doctors (ASML) raised 7,453 EUR to 3-D print and donate 6,500 protective face shields to medical staff. The beneficiaries were the Clinical Center Majka Tereza Skopje, PHI Health Center Berovo, PHI Health Center Vinica, PHI Health Center Pehchevo, PHI Health Center Rostushe, PHI General Hospital Gostivar, PHI Health Center Gostivar, PHI Health Center Radovish, PHI Health Center Debelcsovo, Prilep, Jasenovo, Struga, Kichevo, Res Humana, Beta Mediko, Veles, the Skopje Center for Public Health, Sv. Naum Ohridski, Kozele, Shtip, PHI Special Hospital for Lung Diseases and TBC – Lesok, PHI Chair, Debar, and the Skopje Veterinary Institute. During May of 2020, ASML donated 5,000 visors to police officers.
Automobiles for the Fight Against COVID-19

Automobile SK donated two Fiat Doblo vehicles, one Fiat 500L and one Fiat Tipo, to the Ministry of Health for a total amount of 67,420 EUR. With this donation, the company contributed to overcoming challenges related to transportation during the pandemic.

Cleaning Machine for Nephrology

Kozuvcanka DOO Kavadarci donated a cleaning device to the Nephrology Department at the Skopje University Clinic for Children's Diseases. This machine cleans and dries floor surfaces daily. The value of this donation is 3,542 EUR.
We have recorded 3,892 media reports on philanthropic activities in North Macedonia during 2020. Almost two-thirds of these reports were about donations related to the pandemic. In 2020, there were almost 1,000 reports fewer compared to the previous year. This is rather unusual, bearing in mind that other countries in the region experienced a higher amount of media coverage about philanthropy compared to previous years.

Online media were the most active with 92.6% of reports, out of which the most frequent outlets were mia.mk, makpress.mk, and opserver.mk. Electronic media participated with 5.2% of reports. It is significant to mention that 33.8% of electronic media reports were during prime time. Print media published less than 80 reports during the whole year.

Regarding media coverage in North Macedonia and the region at large, national media were the most frequent. Most media reports occurred during the month of April (22.9%), responding to the beginning of the pandemic.

Another important fact is that 99.7% of all media reports in 2020 were positive reports on philanthropy, which will help in developing the philanthropic community in North Macedonia.
Media Reports

Total 3,892
COVID-19 2,387
Giving Unrelated to COVID-19 1,505

Media Coverage

Reports (%)

89.3% National Media
5.7% Regional (Western Balkans)
4.6% Local
0.4% Sub-Regional Media (Counties/Districts)

Media Type Reports

Reports (%)

92.6% Online Media
5.2% Electronic Media (Radio and TV)
2.0% Print Media
0.2% Other
Overview of the Methodology

This report was prepared using the Giving Balkans database, which remains the most reliable database on philanthropic giving in the region. Due to the absence of official data (e.g., the Ministries of Finance or Tax Administration), Catalyst Balkans uses alternative ways to collect data, primarily media reports as well as donor and recipient reports. From January 1st to December 31st, 2020, media reports were collected by monitoring printed, electronic (radio and TV), and online media at the local, regional, and national level in North Macedonia. In this period, a total of 3,892 records related to philanthropic giving by all types of donors were processed in the Giving Balkans database, of which 982 were unique instances.

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

We usually present trends in the development of giving without outliers (i.e., disasters or one-off donations which surpass a significant part of the total recorded amount and are not renewable) because these data points are not representative of the giving which is renewed by local actors each year. As a result, this giving needs to be presented separately. Due to the impact the COVID-19 pandemic had on giving during 2020, we have observed all dimensions relevant to philanthropy by separately considering giving related to COVID-19 and giving related to all other purposes. In the appendix of the main report findings, we tracked and analyzed the total yearly giving timelines unrelated to COVID-19 to maintain general comparability of 2020 data with records obtained in previous years.
# Annex—Comparative Giving Trends Unrelated to COVID-19

## Total Giving

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amounts (€)</td>
<td>724,100.8</td>
<td>1,020,828.5</td>
<td>2,001,676.6</td>
<td>1,191,510.4</td>
<td>2,118,118.6</td>
</tr>
<tr>
<td>Number of Instances</td>
<td>219</td>
<td>671</td>
<td>581</td>
<td>422</td>
<td>387</td>
</tr>
</tbody>
</table>

The recorded amount is almost two times higher compared to 2019, while the number of recorded instances is somewhat lower.

## Donors

### Instances (%)

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate Sector</td>
<td>40.4%</td>
<td>33.6%</td>
<td>51.4%</td>
</tr>
<tr>
<td>Mass Individual</td>
<td>46.1%</td>
<td>49.8%</td>
<td>37.0%</td>
</tr>
<tr>
<td>Individuals</td>
<td>7.4%</td>
<td>7.8%</td>
<td>9.6%</td>
</tr>
</tbody>
</table>

### Amount (%)

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate Sector</td>
<td>70.2%</td>
<td>29.4%</td>
<td>67.4%</td>
</tr>
<tr>
<td>Mass Individual</td>
<td>8.6%</td>
<td>28.7%</td>
<td>20.6%</td>
</tr>
<tr>
<td>Individuals</td>
<td>7.6%</td>
<td>12.9%</td>
<td>0.5%</td>
</tr>
</tbody>
</table>

In 2020, the corporate sector came in first place regarding the number of instances and the recorded amount of donations, with higher giving toward education and support to marginalized groups.
### Themes

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poverty Relief</td>
<td>17.2%</td>
<td>18.5%</td>
<td>17.6%</td>
</tr>
<tr>
<td>Support to Marginalized Groups</td>
<td>19.8%</td>
<td>15.9%</td>
<td>17.3%</td>
</tr>
<tr>
<td>Health Care</td>
<td>23.2%</td>
<td>26.1%</td>
<td>16.0%</td>
</tr>
<tr>
<td>Education</td>
<td>11.9%</td>
<td>12.3%</td>
<td>13.2%</td>
</tr>
</tbody>
</table>

Regarding themes for giving, the order has changed compared to last year. The largest change was the drop of instances for health care, which is due to donors redirecting their support for the fight against COVID-19.

### Recipients

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual / Families</td>
<td>31.2%</td>
<td>39.6%</td>
<td>35.1%</td>
</tr>
<tr>
<td>Non-Profit Organizations</td>
<td>29.3%</td>
<td>23.5%</td>
<td>29.7%</td>
</tr>
<tr>
<td>Institutions</td>
<td>25.1%</td>
<td>25.8%</td>
<td>18.9%</td>
</tr>
<tr>
<td>Local/National Governments</td>
<td>12.9%</td>
<td>8.5%</td>
<td>14.0%</td>
</tr>
</tbody>
</table>

Compared to 2019, non-profit organizations received a higher percentage of donation instances, while a drop in percentage was noted for institutions due to donors’ support for institutions mainly going toward COVID-19.
There has been a change in the order of key beneficiary groups compared to 2019. The largest increase of percentage of instances was with populations from local communities, mainly through the provision of equipment to local institutions.

Compared to 2019, the share of instances with long-term effects increased and donations with one-off effects decreased by 8.8%.
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