



ANNUAL REPORT ON THE STATE OF PHILANTHROPY

QUICK FACTS

33.6%

NORTHWEST CROATIA

32.5%

MID AND EAST CROATIA

33.2%

ADRIATIC CROATIA

0.2%

THROUGHOUT CROATIA

0.5%

OUTSIDE OF CROATIA

Map showing regions and geographic distribution



2,623

number of recorded instances



€ 8.9 million

estimated value of donations



€ 2.2

average donation per individual



≈

same level of giving compared to 2017

Introductory remarks

2018 data shows that philanthropy in Croatia in 2018 has maintained the same level from the previous year – estimated amount of giving has varied only 0.7%. We may consider this to be an affirmative fact, as the three-year decrease trend has ceased in 2018. Still, new data affected this report to become a consummate summary of some trends identified in 2016 and 2017. Philanthropy in Croatia has shown positive changes in terms of giving from the corporate sector, donors' trust toward nonprofit organizations as recipients of donations, but also higher support to education as well. Decentralization of giving in terms of the distribution to different parts of the country also shows the high level of the philanthropic development, as Croatia is the country in which distribution of donation instances to the capital is one of the lowest ones. Moreover, some data points like the use of donation, are more clearly stated (covered by media and confirmed by donors and recipients) while the general media coverage is for 5.7% higher than in 2017.

Still, the amount that was recorded as given is slightly lower than in 2017, and there is a lot of room for improvement. Cooperation between different stakeholders and widening media coverage, but also strengthening support to themes and beneficiary groups that have been less supported in the past six years are areas identified for further development.

Methodology

This report has been 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. Media reports have been collected by following electronic, printed, and online media at the local, regional, and national level in Croatia in the period from 1 January to 31 December 2018. In this period, a total of 9,678 records related to charitable giving by all types of donors were processed in the Giving Balkans database, of which 2,623 were unique instances.

This methodology has certain limitations, including the most important fact that the media do 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. Hence, this data may be used as indicators of the minimal level of philanthropic development in Croatia. We hope that consistency in launching these reports within a public sphere will affect interest by media and donors to devote more space to the topic of philanthropy. On our end, we will, as we always do, give our best to prepare as comprehensive a report as possible.

Key points

Level of giving

2,623 unique instances of charitable giving were recorded in 2018, which is a 9.3% decrease if compared to 2017. In terms of the amount, a total value of donations decreases by 5.3% in 2018, with a recorded 6.8 million euros. Still, the caution estimation based on the recorded data value transparency shows that total giving in Croatia in 2018 actually maintained the level from 2017.

Geographic distribution

While distribution of giving in the regions of Adriatic Croatia, Northwest Croatia, and outside of the country has stayed in the range of insignificant changes, the number of instances in Mid and East Croatia has shown a large jump of 9.2% in comparison to 2017. This is mostly the result of increased activity in the nonprofit sector, as the nonprofits have been recipients in Mid and East Croatia in 14.1% cases more than in 2017. Additionally, it is noteworthy that this change balanced the distribution, which we see now as almost equal in all three main regions in the country. As for the capital city, in 2018, 21.6% of instances have been directed to the city of Zagreb which is a small decrease when compared to 23.2% in 2017.

Donors

This year is marked by an increase of instances made by the corporate sector (51.3%) and individual donors (10%), and on the other hand, a significant decrease in the case of citizens' activity (34.1%). In comparison with last year, citizens had fewer opportunities to contribute as less calls for donations and fundraising events was recorded. This change has enabled the corporate sector for the first time in the last six years reach the top of this list, participating more frequently through direct donations and competitions. In terms of the values of donations, the corporate sector has been proving its role as a leading donor for several years in a row now, and by increasing its share in total donated value in 2018 reaching 64.6%. As for the citizens, they cut their share (21.7%), while individual donors maintained the level from 2017 (2.4%).

Themes

Analysis of key themes according to the number of instances has shown that key themes had kept their rankings from 2016 and 2017: support to marginalized groups (36.6%), healthcare (17.6%), education (17.5%), and poverty relief (6.7%). Besides support to marginalized groups, interest for education has been growing over the years, which is a positive indicator. Other themes that have had notable share in the total number of instances are sport, and culture and arts.

Recipients

This year's data proves the existence of a trend that shows nonprofit organizations as the largest recipient group with an increased (66%)

number of instances directed toward them, whilst institutions, individuals and families, and local and national governments follow (19.3%, 12.5% and 0.9% respectively). The percentage of instances allocated to the state (institutions and local and national governments together) is slightly lower than in 2017 (20.2%).

Non-profit organizations

In 2018, nonprofit organizations confirmed the status of the leading recipient and intermediary entity. Number of instances directed toward associations and foundations has continuously been increasing over the last several years, which is the indicator of strengthening credibility and trust in the nonprofit sector. A 66% share of instances represent an increase of 3.6% when compared with 2017. A vast majority of giving directed to the nonprofit sector is coming from the corporate sector and citizens.

Use of donations

Both, one-off and strategic support has been recorded percentually increasing for several years now. As in the previous years, in 2018 the bigger portion of instances have been oriented toward short-term instances - 51.8%, while a smaller number of instances have had long-term goals, 41.7%. What is encouraging is the fact that we have seen a decrease in instances with unknown purposes - by 10.3% in comparison with the last year, and a larger increase in recorded short-term donations than in one-off donations.

Beneficiaries

Support to beneficiary groups shows a stable trend with most of the instances oriented to local communities - 30.7%, people in economic need - 21.6%, people with health issues - 16.2%, and people with disabilities - 13.7%. Local communities have been seeing a constant increase and have stayed at the top of the list for the third year in a row now. Range of other supported final beneficiary groups remained wide and unchanged.

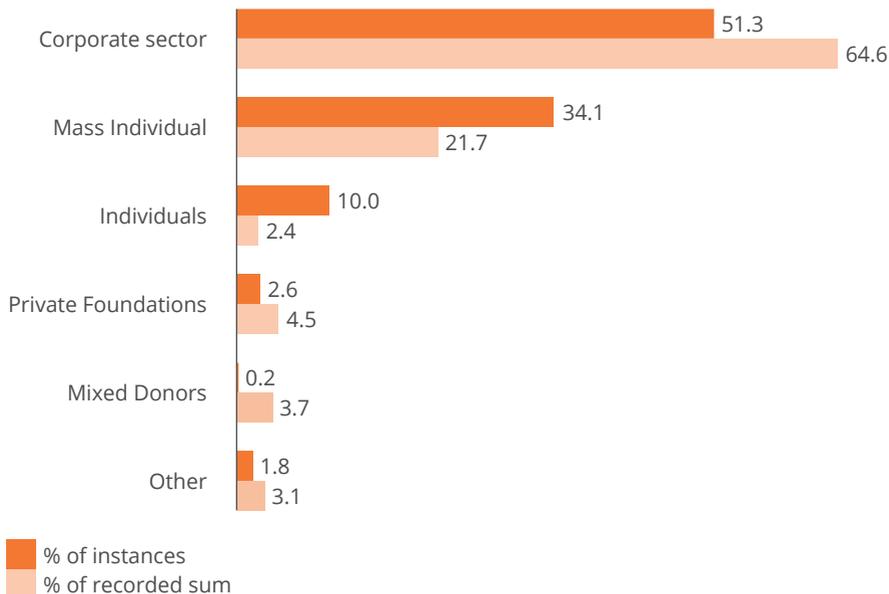
Data transparency

Data transparency in 2018 is 10.6% higher in comparison to 2017, as 69% out of 2,623 donation instances had a monetary value associated with them. This high percentage of recorded donation instances confirms a more growing interest by media for the topic of philanthropy, thus more quality reporting.

Overall, the giving in Croatia in 2018 maintained the same level from the previous year, although the total recorded amount was somewhat lower. The corporate sector is the most active and most generous donor, while citizens have experienced a drop. Support to marginalized groups continues to be the focused theme, while most of the donation instances were directed toward the population from the local communities. Nonprofit organizations are the most supported recipients, even at a larger extent this year. Finally, this year is marked by the increase in strategic support and donations' values transparency.

Donors

Donations by Type of Donors



Key Trends in Types of Donors

| Number of recorded instances (%) | 2016 | | 2017 | | 2018 |
|----------------------------------|-------|---|-------|---|-------|
| Mass Individual | 58.7% | ↓ | 49.3% | ↓ | 34.1% |
| Corporate Sector | 32.3% | ↑ | 42.0% | ↑ | 51.3% |
| Individuals | 1.5% | ~ | 2.2% | ↑ | 10.0% |
| Recorded sum (%) | 2016 | | 2017 | | 2018 |
| Mass Individual | 30.2% | ↑ | 34.0% | ↓ | 21.7% |
| Corporate Sector | 57.9% | ↓ | 42.4% | ↑ | 64.6% |
| Individuals | 0.5% | ↑ | 1.9% | ~ | 2.4% |

Key points

With 2,623 donation instances in 2018, the total value of donations reported by the media was around EUR 6.8 million. The estimated total amount donated in 2018 actually stayed at the same level from the previous year at 8.9 million euros. At the general level, as in 2017, recorded unique instances of giving were not high in values, which influenced the recorded and estimated amount of giving.

Regarding the number of instances: for the first time this year the most frequent donor was the corporate sector (51.3%). The data shows how the corporate sector has been gradually increasing its presence through the years, to reach the top of this list in 2018, with an increase from 2017 at almost 10%. This year in particular, companies were active in supporting project and initiatives through various calls – 66.1% of corporate sector instances were given in this way. On the other side, the representation of citizens shows a constant decrease during the last three years. Although in 2016 and 2017 citizens have been donating most frequently (with 58.7% in 2016 and 49.3% in 2017), this year, through mass giving they participated with 34.1% in total number of instances, placing themselves in second place. Last, but not the least, this year individual donors showed an increase in activity and reached 10% of the total recorded instances.

In 2018, both corporate donors and citizens have most frequently targeted nonprofit organizations as recipients of their support.

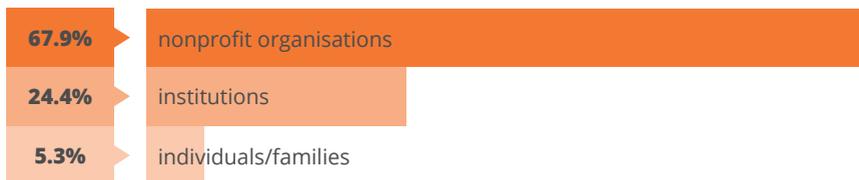
When we are examining donor ranking by recorded amount donated, the order stays the same as it has been for the last several years. The corporate sector is ranked first (64.6% share); after the drop in the recorded donated amount in 2017, this donor type has again strengthened its share with a significant 22.2% increase from last year. Citizens are ranked second, and after the increase of the donated amounts in the last two years, this year the drop in the donated amount have resulted in 21.7% share, which is more than 10% lower than in 2017. When it comes to individuals, their share in donated amount in a 2018 (2.4%) stays at the same level as it was in 2017 (1.9%).

Similarly, to 2017, private foundations as donors have been recorded in a small percentage of instances (2.6%), while recorded value share has seen a small drop – 4.5% of total donated value came from private foundations.

Giving from diaspora is represented in 0.7% of instances this year, keeping the same level from previous years. This percentage further confirms the trend of Croatia having one of the lowest percentages of donations from diaspora in the Western Balkans. As for the amount donated, in 2018 diaspora has 0.6% share in donated value.

Profiles of the most common types of donors: Corporate sector

Top 3 Recipient Entities



Top 3 Themes for Giving



Top 3 Final Beneficiary Groups



Examples of corporate sector giving

During 2018, Vukovar-based retail company “Pevac”, that operates in the non-food products industry, donated food and hygiene products worth EUR 32,481 to social supermarket in Vukovar. This is not a one-off contribution from the company as Pevac’s management signed an agreement with the city of Vukovar representatives in February 2017, obligating itself to provide constant support to the social supermarket with donations of food and hygiene appliances worth EUR 2,707 per month. “Pevac” as a company represents a good example of a socially responsible business that emphasizes its role of contributor to the welfare of the society.

SOS Children's Village in Ladimirevci is the second children's village in Croatia. The children's village is home for more than 80 children who live in 17 SOS families. In December, the small and medium enterprise Polyclinic "Bagatin" from Zagreb donated a vehicle (Škoda Octavia) worth EUR 23,000 to the children's village. The children's village will use this vehicle to transport children who need medical treatment outside of the village and to provide transportation to events for children across the country. Additionally, the company donated another vehicle in the same value to the Center for Care and Education, Vinko Bek, an institution caring for children with disabilities.

As a part of the campaign - Act Kind Every Day - the PBZ Group donated a total of EUR 226,500 for buying different kinds of equipment for several institutions. Among others, Osijek Clinical Center received funds for the purchase of diagnostic equipment for newborn babies. The Care and Education Center, Slava Raškaj split taking care of children with disabilities received new equipment for a sensor room and a specially designed van, while PBZ Groups donated new EMNG diagnostic equipment to Zagreb Clinic for Children's Diseases – Klaićeva.

In March 2018, the Supernova Shopping Center in Zadar allocated EUR 40,300 as support to the Zadar General Hospital. The funds were used for acquiring necessary diagnostic equipment for the Oncology Department.

April 26th, internet marketing and advertising agency, Escape doo. held a traditional internet marketing convention named 'Hit It Digital'. The entire amount (over EUR 6,000) received from participation fees, Escape doo. donated to the association "Crveni nosovi klaunovi doktori" ("Red Noses Clown Doctors") from Zagreb. The mission of the organization is to provide support with humor and joy to primarily children treated in hospitals.

Yet, another great example of dedication from small companies is a popular restaurant from Dubrovnik, Konoba Veranda. This restaurant has donated an entire 24-hour income for the purchase of CTG equipment for the Dubrovnik General Hospital Maternity Ward. This interesting event happened on November 24-25, when the restaurant stayed open for 24 hours.

Giving through calls for applications

Calls for applications and support to projects represent a significant way of giving in Croatia, which is utilized by many corporations and foundations. We are presenting only a few great examples.

Every year, Hrvatska elektroprivreda DD HEP organizes a call for applications named "Svjetlo na zajedničkom putu" ("The Light on the Joint

Path”) through which it donates money to associations and institutions to support development in three main categories: youth, environment, and humanitarian activity. Among recipients of the grants were numerous sport clubs and associations, such as “Split” taekwondo club, “Draganec” football club, Bjelovar-Bilogora county “Multiple Sclerosis Association”, association of parents of children with disabilities “Hoću Mogu”, “Čarolija” Association for Hippotherapy in Baranje, and more. The value of grants provided by the HEP group from this call varied from EUR 540 to EUR 3,400 per recipient, with a total of EUR 344,000 donated to 261 various associations and institutions.

Within 2018, the grants application contest Adris Foundation awarded 66 grants to institutions, associations and individual recipients for a wide range of purposes, with a total value of EUR 377,466. Among others, 15 best students were awarded with scholarships. Another distinguished company which provided support through calls for applications is Zagreb Bank DD; within their grants program titled ZABA Start, Zagreb Bank DD awarded almost EUR 134,000 to various institutions, associations and individuals to support initiatives in culture and arts, economic development, science, healthcare, and education.

Foundation ‘Novo sutra’ (“The New Tomorrow”) from Vukovar has organized a grants application contest to award five projects with a mission to provide assistance to those in need. The foundation donated a total of EUR 83,911 to projects covering a wide range of problems, including healthcare, education, culture and arts. One of the recipients was Vukovar-Srijem County “Multiple Sclerosis Association”, which received EUR 35,189 for the main purpose of buying a specially designed vehicle that will be used for transportation of patients.

Profiles of the most common types of donors: Mass Individual

Top 3 Recipient Entities



Top 3 Themes for Giving



Top 3 Final Beneficiary Groups



Examples of mass individual giving

In March 2018, “Naš san, njihov osmijeh” Association (“Our Dream, Their Smile”), who raised donations worth EUR 57,972 in 2017, organized their anniversary fundraising celebration at the Šijanska Forest Park in Pula in order to collect donations for people in economic need from Pula. As a result, “Naš san, njihov osmijeh” collected EUR 1,737 in one day. The entire amount has been given to children with economic needs who are based in Pula. The association has been aiming to provide educational services for children in economic need and allows every donor to provide help in educational resources such as books, multimedia course materials, and more.

Ana Rukavina Foundation dedicated its work to establishing and supporting the Croatian Bone Marrow Registry, as well as to providing

educational assistance to young healthcare professionals. On December 18th, a traditional annual event which always gathers a huge number of backers took place: The foundation organized a concert at the Zagreb Ban Jelačić Square. The Croatian TV station NOVA broadcasted the entire concert during which the telethon was available for viewers to place donations. The total amount collected for the further work of the Ana Rukavina Foundation is over EUR 196,000.

The 7th traditional fundraising Women's Race at the Jarun Park in Zagreb was organized by the company dm-drogerie markt Croatia doo, with the aim to fundraise for the Association Europa Donna Hrvatska - Croatian Forum Against Breast Cancer. During the race, numerous citizens took part and a total EUR 16,000 was collected. The funds were donated to the association for the purpose of providing special medical equipment for breast cancer therapy.

After her premature birth, a girl named Maša Čuvalo from Vukovar suffered from kidney problems with the urgent need for a kidney transplant. Zagreb coffee bar "Egoist" started a fundraising sale with a variety of merchandise like coffee cups, t-shirts, umbrellas, and more. As a result, the coffee bar raised EUR 40,451 from various citizen donations. The whole amount needed for the surgery abroad has been collected from various donors, including from the citizens and corporate sector.

Individual contribution

One of the most interesting examples of individual donors in 2018 came from Mr. Mato Veić who donated EUR 100,000 to the general hospital in the city of Požega to buying of ultrasonic diagnostic equipment. Afterward Ljubljana Bank, which froze his account that was created in the 1990s, decided to give him back part of his savings. Mr. Veić decided to donate the full amount to the hospital in order to contribute to the diagnostic and prevention of numerous diseases.

Ana Amidžić from Našice, Sara Krstanović from Osijek, Sana Mihaliček from Belišće, and Marija Brkić from Pelješac, all students at the University of Zagreb, conducted a campaign named "Zastani... i pomoz!" ("Stop... and help") to provide help for homeless people based in Zagreb and Osijek. The fundraising campaign was finalized successfully as they managed to collect various humanitarian aid, with a portion distributed to the St. Vinko Paulski Homeless Shelter from Osijek and a portion given to the homeless people in Zagreb.

Žaklina Brekalo from Bol on the island of Brač has offered holiday accommodation to four families in economic need. The families spent 40 days in Bol, from 24th August to 30th September, without any charges to be paid. Žaklina's act affected more people from coastal

areas to offer free accommodation to those who cannot afford it. As the result, more than 10 families in economic need spent their summer vacations on the Adriatic Sea.

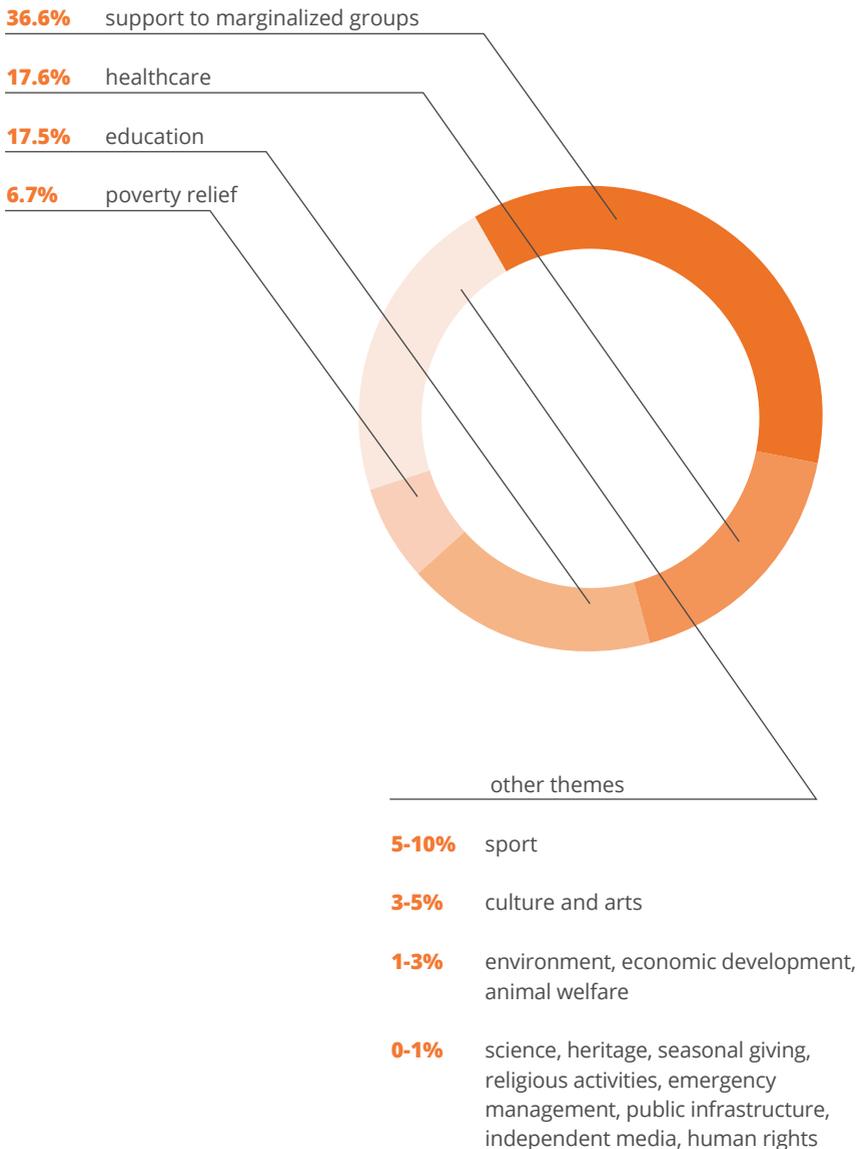
Diaspora support

In the case of diaspora giving, participation of diaspora in the total number of instances and the total amount donated has been traditionally low in Croatia – with 1.5% in 2016, 1.4% in 2017, and 0.7% in 2018, when it comes to number of instances; or 6.9% in 2016, 1.4% in 2017, and 0.6% in 2018 when we speak about total amount given.

This year, Croatian diaspora from Austria has participated in more than half of the total number of instances in giving from the diaspora. All donations given by the Croatian diaspora from Austria in 2018 have been directed to help people in economic need, as the key beneficiary group, whilst nonprofit organizations have served as donation recipients/intermediaries in all recorded cases. Aside from the above mentioned, significant contributions have been made by donors from Germany - 33.3% of the total number of instances given by the diaspora. Those donations were directed toward people in economic need and people with disabilities.

An interesting example of donations from diaspora foundation based in the USA is Libertas Foundation's Ante and Evelyn Mrgudić Scholarship fund that was created in 2002 with the aim of providing scholarships to young people in professions in limited supply in Dubrovnik-Neretva County. The scholarships are awarded to children from families with strained financial circumstances. In 2018, Libertas Foundation, through the scholarship fund, provided EUR 842 scholarship for 12 students (EUR 10,104 in total).

Key themes



Number of instances aimed at four key themes (%)

| Theme | 2016 | | 2017 | | 2018 |
|--------------------------------|-------|---|-------|---|-------|
| Support to marginalized groups | 36.9% | ↘ | 35.3% | ↗ | 36.6% |
| Healthcare | 22.0% | ↘ | 20.8% | ↘ | 17.6% |
| Education | 12.2% | ↗ | 16.3% | ↗ | 17.5% |
| Poverty relief | 9.5% | ↔ | 8.6% | ↘ | 6.7% |

Key points

The four key themes supported were: support to marginalized groups (36.6%), healthcare (17.6%), education (17.5%), and poverty relief (6.7%). The instances directed to these themes add up to 78.4% of all recorded instances.

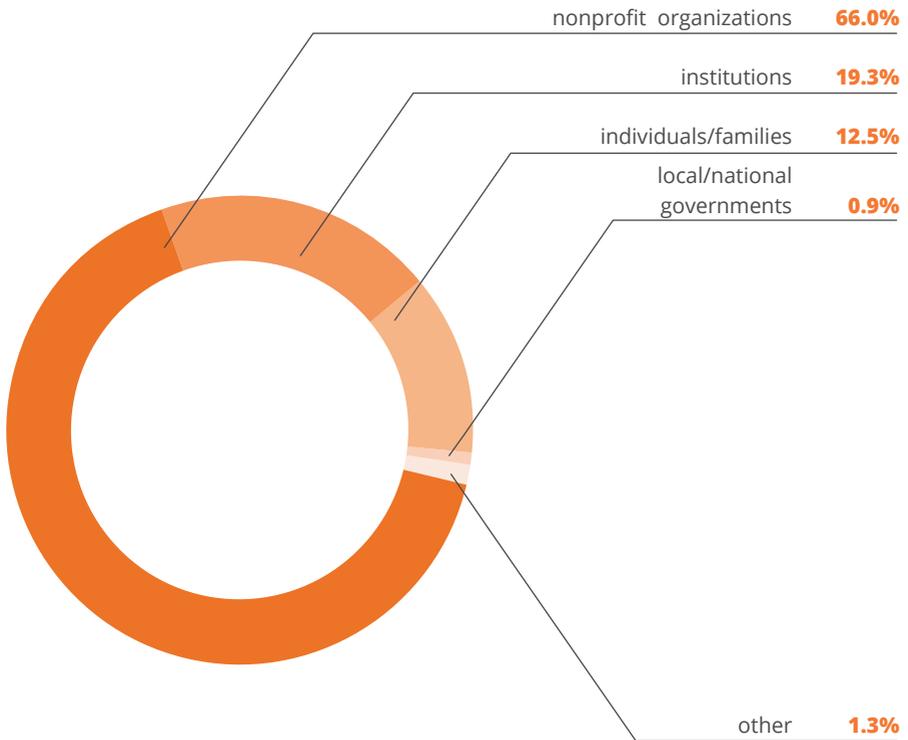
The ranking of themes did not change in comparison with 2016 and 2017, however it is interesting to note that this year donors showed almost equal level of interest for healthcare (17.6%) and education (17.5%).

The representation of the key topics in the number of instances has not significantly changed this year; still it is important to note that support to marginalized groups and education have seen slight increase in the number of instances, while support directed to healthcare and poverty relief dropped.

This year, themes of support to marginalized groups and education were the most interesting for the corporate sector, while the most frequent support for healthcare and poverty relief came from the citizens.

The range of other supported themes is broad as it was in 2016 and 2017, with sport, culture and arts, and environment being the themes attracting the highest interest. This year a small interest was recorded for the independent media for the first time in the last four years.

Recipients



Beneficiary Entities (% of Instances)

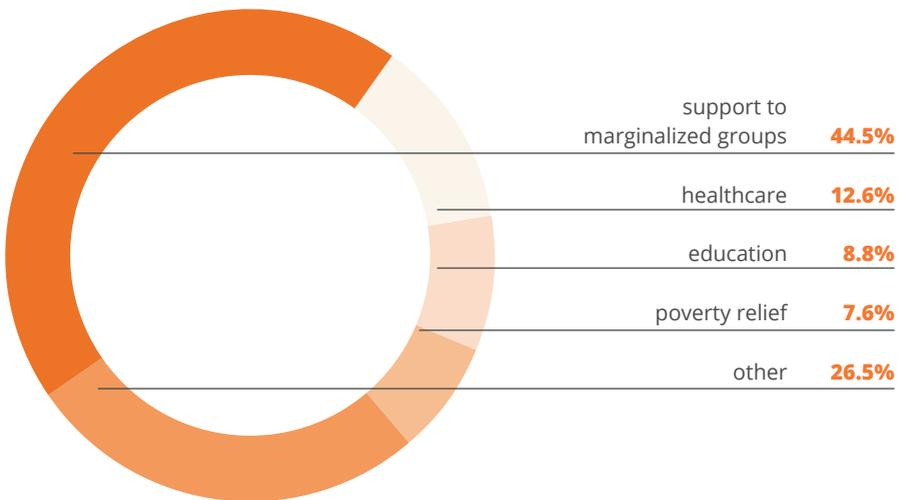
| | 2016 | | 2017 | | 2018 |
|----------------------------|-------|---|-------|---|-------|
| Nonprofit organizations | 55.0% | ↗ | 62.4% | ↗ | 66.0% |
| Institutions | 24.1% | ↘ | 20.0% | ~ | 19.3% |
| Individuals/families | 16.2% | ~ | 15.2% | ↘ | 12.5% |
| Local/national governments | 3.3% | ↘ | 1.3% | ~ | 0.9% |

Key points

In 2018, the most frequent recipients of giving continue to be nonprofit organizations, which have maintained the place of the most supported recipient since 2013. The progressive increase in number of received instances over the years has brought to nonprofits a very high 66% of total recorded instances this year. The order of the other recipient entities has not changed either; nonprofits are followed by institutions (19.3%), individuals and families (12.5%), and finally local and national governments with less than 1% of instances. In comparison to 2017, institutions and local and national governments attracted the same level of support, while individual recipients have seen a decrease in the number of instances directed toward them.

This year's strengthened activity in the nonprofit sector has once again shown that despite the slight decrease of giving at the general level, a positive trend is continued through activities in the nonprofit organizations and their partnerships with different stakeholders, focusing and providing long-term solutions. This year, domestic associations and foundations were more active in fundraising to support marginalized groups and sport.

Nonprofit organizations in 2018



Key themes

The category of nonprofit organizations includes local civil society associations, foreign organizations, such as UNICEF, and private foundations.

Over the last six years, the nonprofit sector represented the largest recipient of donations which has been receiving the most frequent support, constantly strengthening its position, over the years. Moreover, in 2018, the nonprofit sector once again dominates with 66% of donation instances, which is 3.6% higher than in 2017. Data and numerous examples of good practice show that nonprofit organizations in Croatia are the main carrier of positive changes in the society, taking the responsibility to address a variety of issues in strategic ways seeking long-term solutions. Additionally, it is important to note that sometimes domestic associations and private foundations take the role of intermediary organizations, putting efforts and resources toward fundraisers for causes which eventually bring support to final recipients, such as institutions, hospitals, or schools.

In 2018, through diversified activities organized by nonprofit organizations, the most crucial problems have become more visible and consequently attract attention from the corporate sector, establishing better cooperation between the two sectors. Donors who supported nonprofits changed the roles: most instances directed to nonprofit organizations were coming from the corporate sector (an increase of 52.8%) followed by citizens giving (31.7%) – as opposed to 2017 when citizens were the most common donors with a share of 46.2%. Individual donors have also strengthened the activity toward nonprofits by more than 10%.

The themes that are supported with the most frequent instances of nonprofit organizations are: support to marginalized groups (44.5%) – slightly more supported than last year; then healthcare (12.6%), education (8.8%), and poverty relief (7.6%). Poverty relief and healthcare are in decline, while education maintained the same level from 2017. Aside from those, the other theme that received increased support is sport (10.9%). Although this year nonprofits did not receive support for social entrepreneurship at all, the range of other less supported themes stayed wide and is extended with science, as there was recorded small support to science projects.

Numerous associations successfully organized their activities and gained stronger trust from the donors over the years, and this trend continues in 2018. Organizations that received multiple donations this year are numerous, beginning with the association "Rijeka ljubavi" ("The River of Love") taking the leading place in the number of instances (343 instances, or 19.8% of total number of instances directed to nonprofit organizations), Institute for Youth Development and Innovativeness IRIM (mostly dealing with STEM education), and Europa Donna Hrvatska - Croatian Forum against Breast Cancer.

Croatian businessman and philanthropist, Nenad Bakić, together with the nonprofit organization, Institute for Youth Development and Innovativeness IRIM, started a crowdfunding campaign to provide necessary funds for obtaining Micro: bit technology in the Croatian Public Libraries. The campaign goal was to collect around EUR 32,000 but 314 backers from the entire Croatia region donated a total amount of over EUR 56,600.

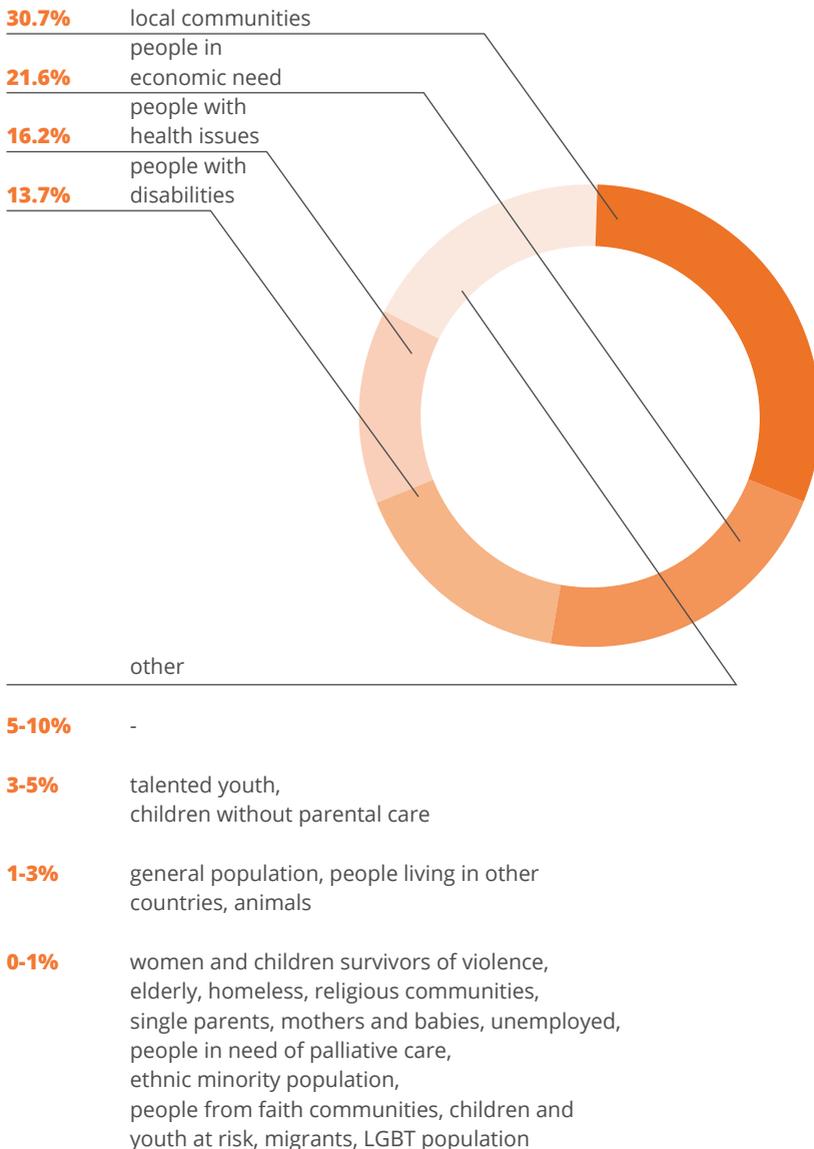
Successful campaigns

The Association Zdravi Novigrad - Cittanova Sana from Novigrad, organized a fundraising campaign named "Zavrsti se sa mnom" ("Spin with Me") during which over EUR 15,000 was collected. This campaign lasted six months during which the association organized several fundraising sports events with the help of local institutions, associations, and individuals. Collected funds were used for acquiring equipment to assist children with intellectual disabilities which are beneficiaries of the association.

The association "Rainbow Families Croatia" has organized a crowdfunding campaign named "Moja dugina obitelj" ("My Rainbow Family") to provide necessary funds for printing 1,000 picture books about kids with same-sex parents. The campaign was completed successfully as collected money exceeded their expectations.

Association "Rijeka Ljubavi" ("The River of Love") from Osijek, who is helping people in economic need, abused persons, people who suffer from different medical conditions and addictions, received numerous donations from individual and other contributors in 2018 with an estimated value of EUR 120,000. The continuous fundraising efforts this association makes show how diverse contributors can stand out as a very important source of funding to nonprofit organizations.

Beneficiaries



Trends in Key Final Beneficiary Groups (% of Instances)

| | 2016 | | 2017 | | 2018 |
|---------------------------|-------|---|-------|---|-------|
| Local communities | 22.9% | ↗ | 26.9% | ↗ | 30.7% |
| People in economic need | 16.9% | ↔ | 16.7% | ↗ | 21.6% |
| People with health issues | 21.5% | ↘ | 18.5% | ↘ | 16.2% |
| People with disabilities | 20.0% | ↘ | 18.5% | ↘ | 13.7% |

Key points

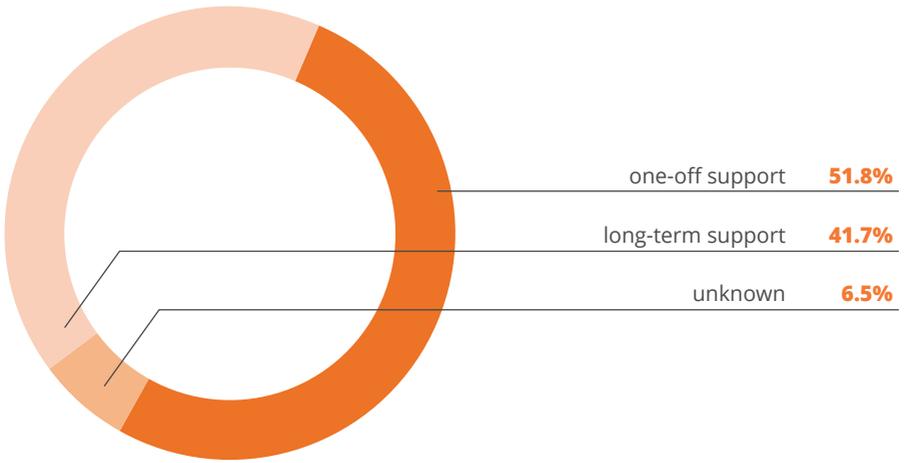
The top four final beneficiary groups (local communities, people in economic need, people with health issues, and people with disabilities) comprised 82.2% in the overall number of instances of giving in 2018.

People from local communities are the only beneficiary group that maintain consistent growth in percentage of instances, approximately 4% a year, while both people with health issues and people with disabilities have experienced a decrease in the last two years.

Among recorded changes, we see that despite the lower percentage of support for the theme of poverty relief, people in economic need are actually targeted more with support this year. Some of the support directed toward population in economic need is actually focused on other forms of assistance, like for educational purposes or providing free vacation for children who are not in a position to afford that.

Although the four key beneficiary groups together received higher cumulative support than last year, reducing somewhat the number of instances directed toward other less supported groups, their range remains wide with all the groups still present.

Use of donations



Use of donations (% of instances)

| | 2016 | | 2017 | | 2018 |
|-------------------|-------|---|-------|---|-------|
| One-off support | 46.1% | ↔ | 47.1% | ↗ | 51.8% |
| Long-term support | 35.3% | ↔ | 36.1% | ↗ | 41.7% |
| Unknown | 18.6% | ↘ | 16.8% | ↘ | 6.5% |

Key points

The use of donation represents one of the most important variables in movement analysis in the field of philanthropy. Increasing donations with the potential to produce long-term effects (such as capital investments, equipment, scholarships and services) can affect key indicators that maybe in need of intervention (for example: the state of healthcare demonstrated through buying necessary medical devices which can affect the decrease of some diseases that would be identified earlier and successfully treated).

The data shows that in 2018 a higher percentage of instances was directed to both long-term (41.7%) and one-off support - 51.8% (such as humanitarian support, supplies, individual housing, and medical treatments for individuals.) Despite the increase in the number of instances, the relation between portions of these two types of support stayed within the same range as last year (around 10%); the changes are actually the outcome of better transparency with the use of donations in media and other sources, and decreased representation in the unknown category. Further, 36.5% of instances with long term effects in which the corporate sector played the role of donor was recorded. If we compare this with the number of instances in 2017, we will witness a decrease of 7% in 2018. This lower percentage can be connected to the lower number of scholarships provided by the corporate sector in 2018 (3.2%) versus 2017 (7.9%).

Examples of long-term strategic support

The HEP Group created a fund from the sale of ZelEn (Green Energy) that is used for further financing energy efficiency and renewable energy projects. The list of recipients from the group's grants in 2018 includes kindergarten "Radost" ("Happiness") from Osijek, who received EUR 60,903, Požega Center for Social Welfare who received the same amount, and kindergarten "Morski konjić" ("The Sea Horse") from Slatine, Čiovo Island, that received a grant of EUR 66,317. Donations will be used for installing solar panels and other equipment that will enhance energy efficiency, in all three cases.

"Hrvatska pošta" ("Croatian Post") awarded five students from the Faculty of Transport and Traffic Sciences, University of Zagreb with an annual scholarship of EUR 1,343. Filip Tonković, Josip Luka Pišković, Melani Antolović, Nikolina Đedović, and Stjepan Klobučaru were the winners for 2018. "Hrvatska pošta" has been awarding numerous students with scholarships for several years now and represents one of the stable givers in this field.

The hospitality and tourism company, Valamar Rivijera d.d. from Poreč, with a long-term determination to assist children from various vulnerable groups in spending summertime at the seaside and for many years now has been providing free accommodations for beneficiaries of different institutions and associations. Apart from that, in 2018 the company donated over EUR 80,000 worth of equipment for schools and hospitals in Croatia. Out of that, Finida Elementary School in Poreč was granted with valuable equipment (EUR 31,000) for the school library and classrooms.

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