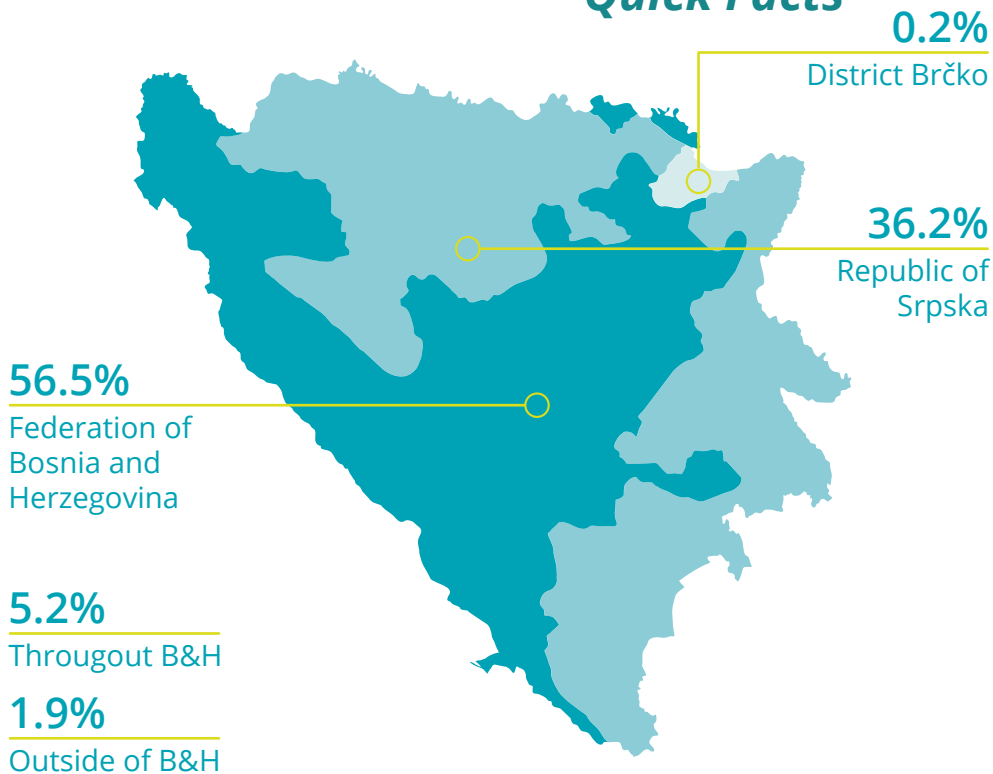


# 2014 Annual Report

## on the State of Philanthropy

### BOSNIA AND HERZEGOVINA

#### Quick Facts



**611**

# of recorded instances



**6.8**  
million euros

estimated value of donations



**1.8 €**

average donation per citizen



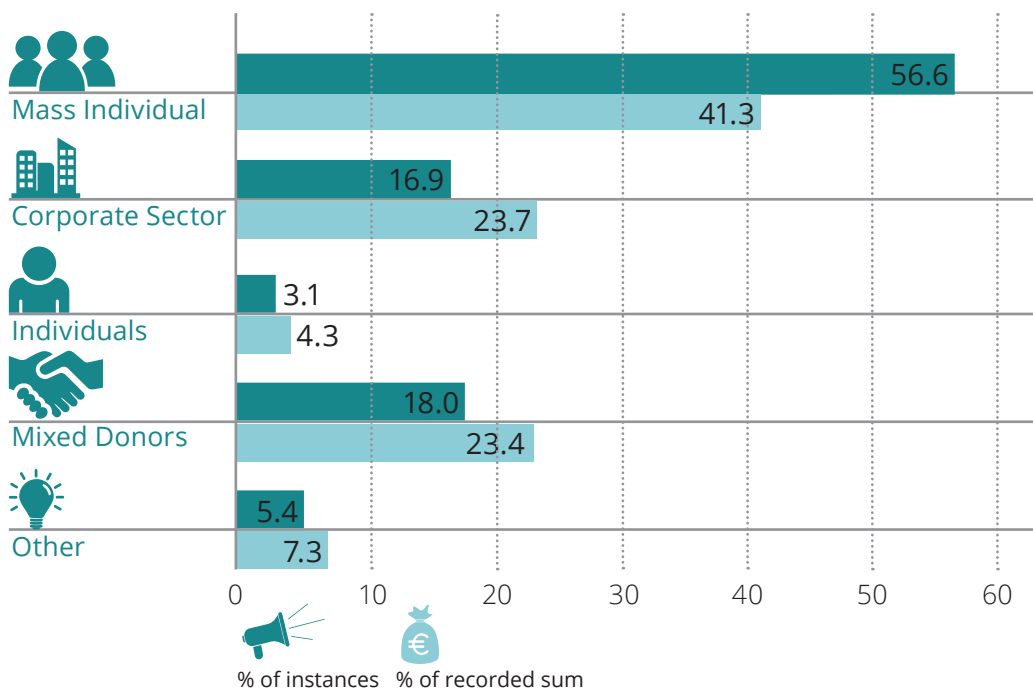
**0.75%**

increase from 2013

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

## DONORS

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



#### KEY TRENDS IN TYPES OF DONORS 2013 to 2014

	BY % OF INSTANCES		BY % OF RECORDED SUM	
	2013	2014	2013	2014
Mass Individual	22.6%	56.6%	36.2%	41.3%
Corporate Sector	23.8%	16.9%	42.4%	23.7%
Individuals	9.0%	3.1%	5.2%	4.3%



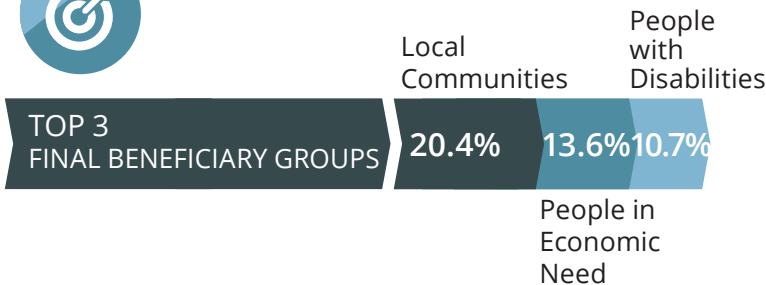
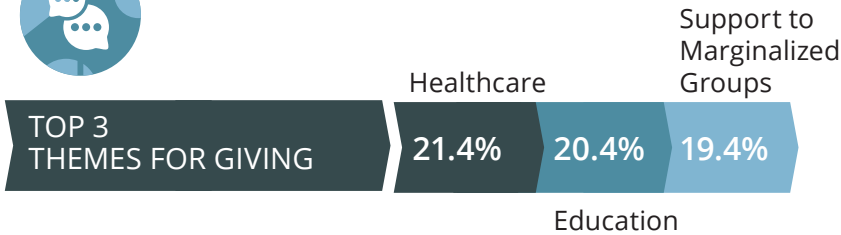
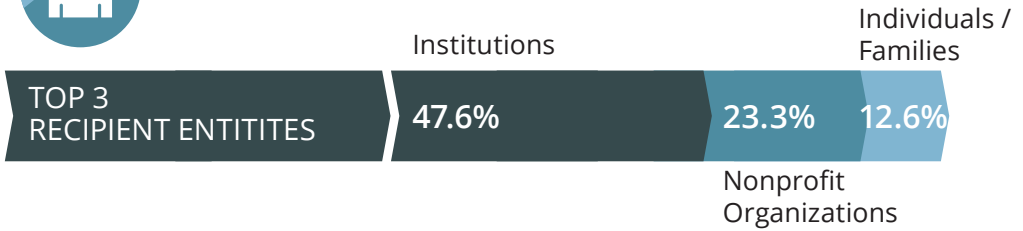
## KEY POINTS:

- In 2014 there were 611 recorded unique instances of charitable giving, not counting giving for floods.
- If we analyze geographic distribution of giving, we do not find major changes in comparison with 2013. There is a decrease of about 5% of instances in Federation of Bosnia and Herzegovina and similar increase in Republic of Srpska.
- In 2014, the most active donors were citizens in mass individual giving actions (56.6%), followed by the mixed donors (18%) and corporate sector (16.9%). Level of activity by individual donors is relatively low (3.1%).
- If we look into value of donations, the picture is similar: citizens take the lead with 41.3% share in the total recorded sum, followed by the corporate sector and mixed donors with a share of 23.7% and 23.4% respectively.
- If we analyze giving by diaspora, it is noticed that value of observed giving by diaspora increased for 7% compared to 2013. Future research can help in explaining weather that was temporary fluctuation
- On the whole, citizens (mass individual donors) have the strongest presence. The presence of the corporate sector (companies and small and medium enterprises) decreased; however, this might be explained by the fact that they significantly contributed to flood relief, which may have influenced their smaller contributions for other areas.



## CORPORATE SECTOR

### Profiles of the Most Common Types of Donors





## EXAMPLES OF CORPORATE SECTOR DONATIONS

The biggest single corporate donation in 2014 was donation of [Hydropower plant on Drina](#) from Višegrad. Hydropower plant donates every year certain funds to various beneficiaries in Bosnia and Herzegovina. This year they donated 1,492,615 BAM (around 761,853 EUR) for culture, education, sport and social services. Majority of the funds (80%) were donated to beneficiaries from Višegrad where the power plant is situated.

There were many instances where companies donate funds for renovation of medical institutions or purchasing medical equipment. For example, [Company m:tel](#) donated BAM 45,000 (around 22,969 EUR) to the Clinical Center University of Banja Luka for renovation of surgical ward and for obtaining an electrical power unit for cases of power outage. In category of donation for purchasing equipment good example provided pharmaceutical company [Pliva BiH](#) which donated camera for gastroscopy to Prim. Dr. Abdulah Nakaš General Hospital in Sarajevo. Value of the donated device is 45,000 BAM (around 23,009 EUR).

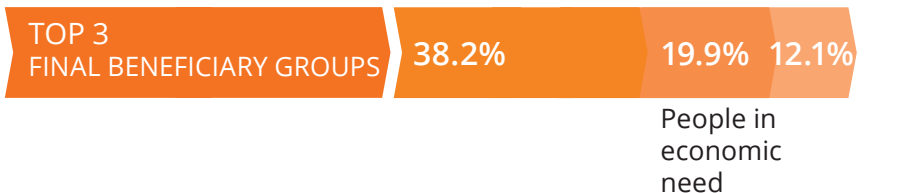
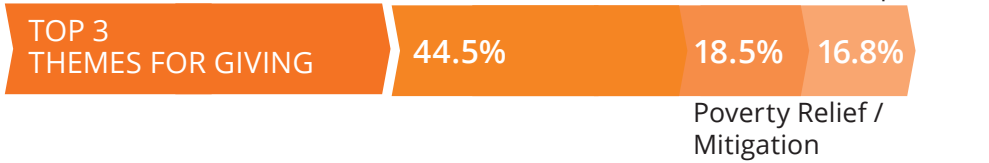
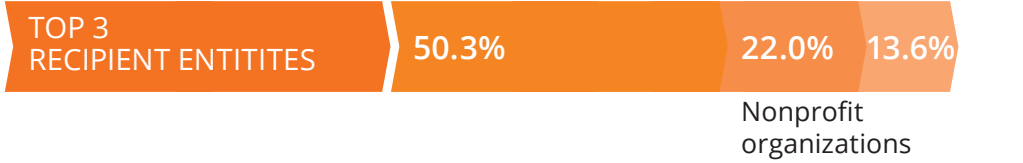
Companies continue to donate to educational institutions either for reconstruction or for educational equipment. For example, [Company Prevent Safety](#), manufacturing protective gear from Goražde has invested 35,000 BAM (over 17,000 EUR) for painting, roof reparation and tile replacement in kindergarten Sunce in Goražde. Good example of donation of educational equipment is books donation provided by [Raiffeisen Bank and Western Union Foundation](#). Books in the value of over 15,000 EUR were provided to 13 elementary and high schools in Orašac, Bihać, Banja Luka, Zvornik, Tuzla, Sarajevo, Čapljina, Brčko and Goražde.

In category of small and medium enterprises the approach of two bakeries from Banja Luka is worth mentioning. [Bakery Vuk and Bakery Madona](#) daily deliver 15-20 loaves of bread to the economically disadvantaged people.



## MASS INDIVIDUAL

### Profiles of the Most Common Types of Donors





## EXAMPLES OF MASS INDIVIDUAL GIVING

[Emaus Catholic Students Association](#) organized a fundraising campaign named Mladi protiv gladi in four Konzum supermarkets in Sarajevo region, with the goal of supplying soup kitchens in Sarajevo. 52 volunteers helped collect food and donate to Red Cross and Caritas soup kitchens.

In March, [Students of United World College in Mostar](#) have organized selling of clothes, shoes and their personal items on Španski trg in Mostar. The income will be donated to the orphanage Egipatsko selo Mostar and refugee camp near Čapljina.

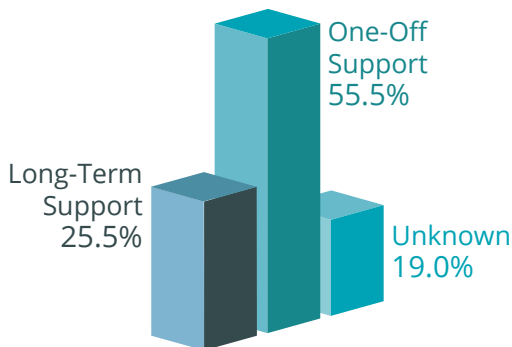
During last week of May 2014, [company Ecoton](#) organized humanitarian Buy Eco Brick campaign in Sarajevo. Sold bricks are used for building bins for garbage classification, while proceedings of 3,000 BAM collected through the campaign were donated to CSO Srce za djecu koja boluju od raka u FBiH as contribution for realization of the project for construction of Roditeljska Kuća for accommodation of children diagnosed with cancer.

[A group of parents in Banja Luka](#) decided to build a playground in their neighborhood and after providing permission from local authorities, parents collected 2,500 BAM and in coordinated action bought and installed swings, seesaws, hoops and other objects.

On December 6, [Diplomatic Winter Bazaar](#) was held in Sarajevo, where whole revenue from entry fees, bingo tickets and auction in which jersey of Karim Benzema was sold, has been donated to two CSOs - Children's Home in Maglaj (providing services to children with learning disabilities), Kruh sv. Ante (for scholarships for children in economic need) and one social institution - Home for children without Parental Care in Mostar. Bingo prizes were paid by Raiffeisen Bank.

## USE OF DONATIONS

### USE OF DONATIONS (by % of Instances)



Data for Bosnia and Herzegovina regarding the use of donations shows that over the half of recorded instances (55.5%) are directed to one-off support (mostly medical treatments of individuals and consumables). A significantly smaller percentage of 25.5% is directed to support that may produce long-term effects (equipment, capital investments, services, raising awareness, scholarships and the like). The corporate sector, as in other countries, shows a greater preference for giving strategically: 46.6% of their donations are those with potential long-term effect.



### EXAMPLES OF STRATEGIC GIVING

There were several interesting donations that may be considered as strategic, long-term investments. Thus, for example, [Bosnia Bank International \(BBI Banka\)](#) donated cows (livestock) to 72 economically disadvantaged families in BiH and the special focus was on the areas with returnees who have no job.

Second example is donation of [Sparkasse Bank dd BiH](#) to women victims of violence. Bank donated 20,000 BAM with goal that women to start their own business. Name of the action was Say no to violence, say yes to economical independency.

[Nova Banka d.d. Banja Luka](#) organized Život u Plusu campaign in cooperation with Faculty of Economics from Banja Luka and Easter Sarajevo. Bank also donated 25,000 BAM to the Faculty, with purpose to support organizing academic conference and publishing scientific papers.

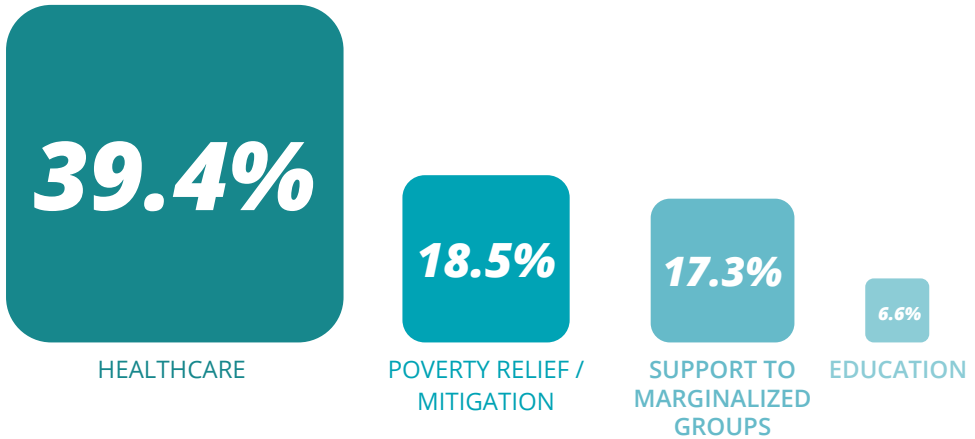
Another example is [M:tel](#) donation of Lenovo ThinkPad laptops worth 50,000 BAM to Electrotechnical Faculty in Banjaluka, as a part of their support program for education.

### TRENDS IN USE OF DONATIONS - 2013 to 2014 (by % of Instances)

	2013		2014
Long-Term Support	29.6%	↓	25.5%
One-Off Support	49.1%	↑	55.5%
Unknown	21.3%	↓	17.3%

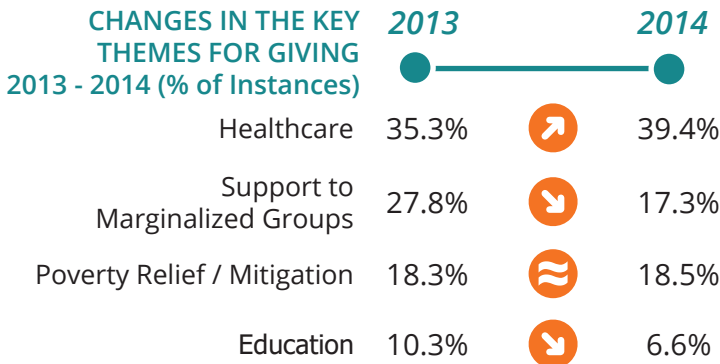


KEY THEMES FOR GIVING



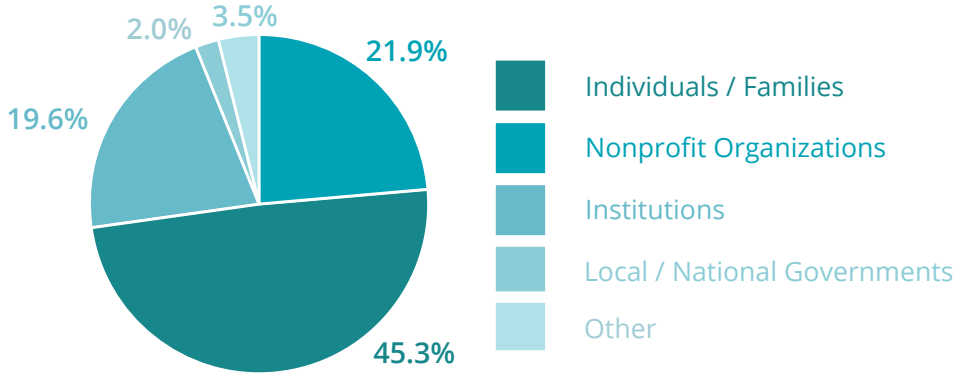
BREAKDOWN OF OTHER THEMES (by % of Instances)

Below 0.5%	0.5 – 1%	1 – 5%	Over 5%
<ul style="list-style-type: none"> <li>social entrepreneurship</li> <li>human rights</li> <li>environment</li> <li>heritage</li> <li>culture and arts</li> <li>animal welfare</li> </ul>	<ul style="list-style-type: none"> <li>public infrastructure, economic development</li> </ul>	<ul style="list-style-type: none"> <li>religious activities</li> <li>sport</li> </ul>	<ul style="list-style-type: none"> <li>seasonal giving</li> </ul>



## RECIPIENT ENTITIES

TYPE OF BENEFICIARY ENTITIES  
(% of Instances)



In 2014, the most frequent recipients of giving remained individuals and families (45.3%), which is an increase from 2013. Institutions have experienced significant decrease in frequency of instances, as did non-profit organizations. Local and national governments have remained on the same level.

BENEFICIARY ENTITIES (% of Instances)	2013		2014
Individuals / Families	30.1%	↗	45.3%
Institutions	31.1%	↘	19.6%
Nonprofit Organizations	30.1%	↘	21.9%
Local / National Governments	1.3%	≈	2.0%

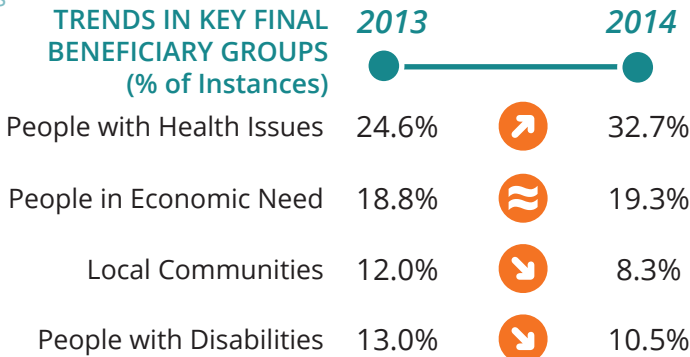
**RECIPIENTS OF DONATIONS**



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

0 – 1 %	1 – 2%	2 – 4%	4 – 5%
<ul style="list-style-type: none"> <li>elderly, refugees/IDPs</li> <li>homeless</li> <li>unemployed</li> <li>ethnic minority population</li> <li>single parents</li> <li>women and children survivors of violence</li> <li>animals</li> </ul>	<ul style="list-style-type: none"> <li>talented youth</li> <li>religious/faith communities</li> </ul>	<ul style="list-style-type: none"> <li>people living in other countries</li> <li>general population</li> <li>women with infants</li> </ul>	<ul style="list-style-type: none"> <li>children without parental care</li> </ul>

**TRENDS IN KEY FINAL BENEFICIARY GROUPS (% of Instances)**



Research Conducted By:

°catalyst

Research Supported by:

**B | T | D** The Balkan Trust  
for Democracy  
A PROJECT OF THE GERMAN MARSHALL FUND

**M**  
CHARLES STEWART  
MOTT FOUNDATION

The *2014 Annual Report on the State of Philanthropy in Bosnia and Herzegovina – Quick facts* is part of a broader initiative to promote and stimulate philanthropy in the region carried out by the Catalyst Foundation. The underlying research and this publication were created by Catalyst Foundation (Catalyst Balkans) and with the generous support of the C. S. Mott Foundation and Balkan Trust for Democracy (BTD).

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

Given that the value of the donation in Bosnia and Herzegovina was reported in only 24.9% of the instances, estimation about the total amount donated is made by extrapolation based on the known data.

PREPARED BY:  
Aleksandra Vesić

EDITORS:  
Aleksandra Vesić  
Nathan Koeshall

Graphic Design:  
Tatjana Negić Paunović

FOUNDATION CATALYST  
Takovska 38, Belgrade  
Serbia

[catalystbalkans.org](http://catalystbalkans.org)  
[givingbalkans.org](http://givingbalkans.org)

Belgrade, 2015