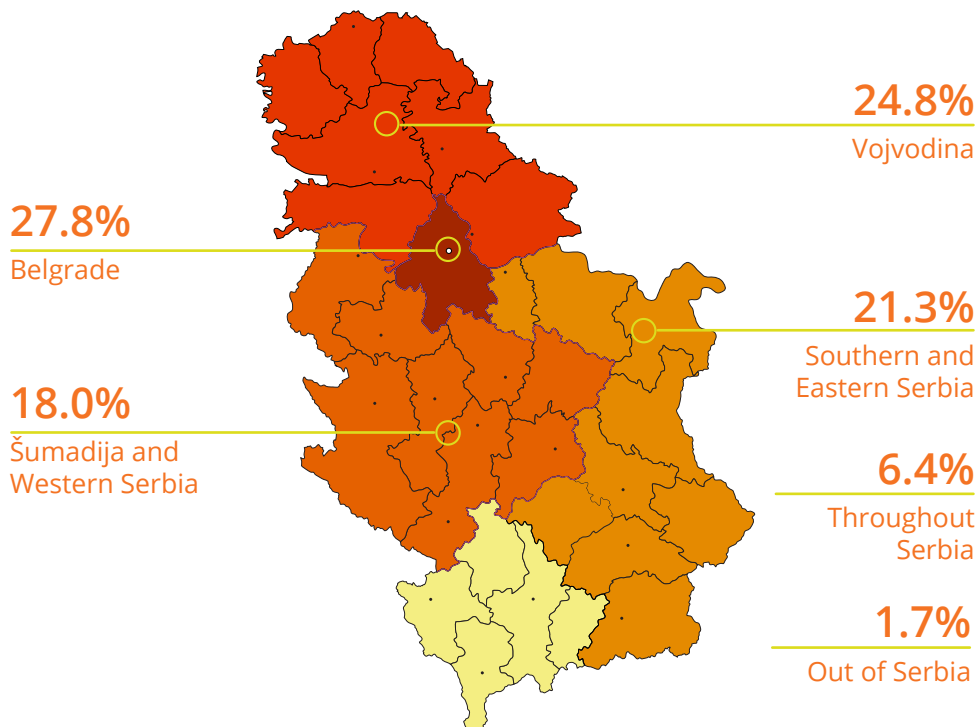


2014 Annual Report

on the State of Philanthropy

SERBIA

Quick Facts



1,849

of recorded instances



18.329*
million euros

total value of donations



2.59 €

average donation per citizen



1.8%

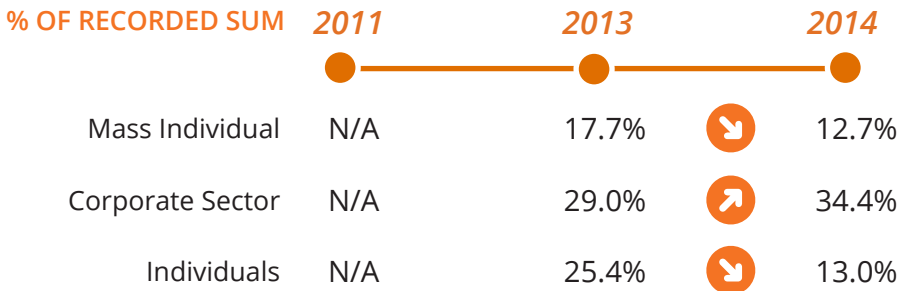
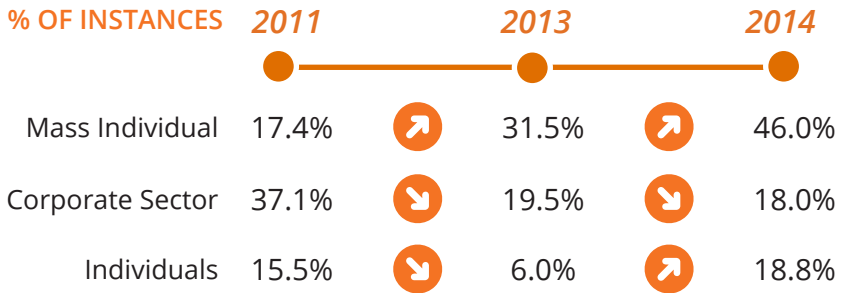
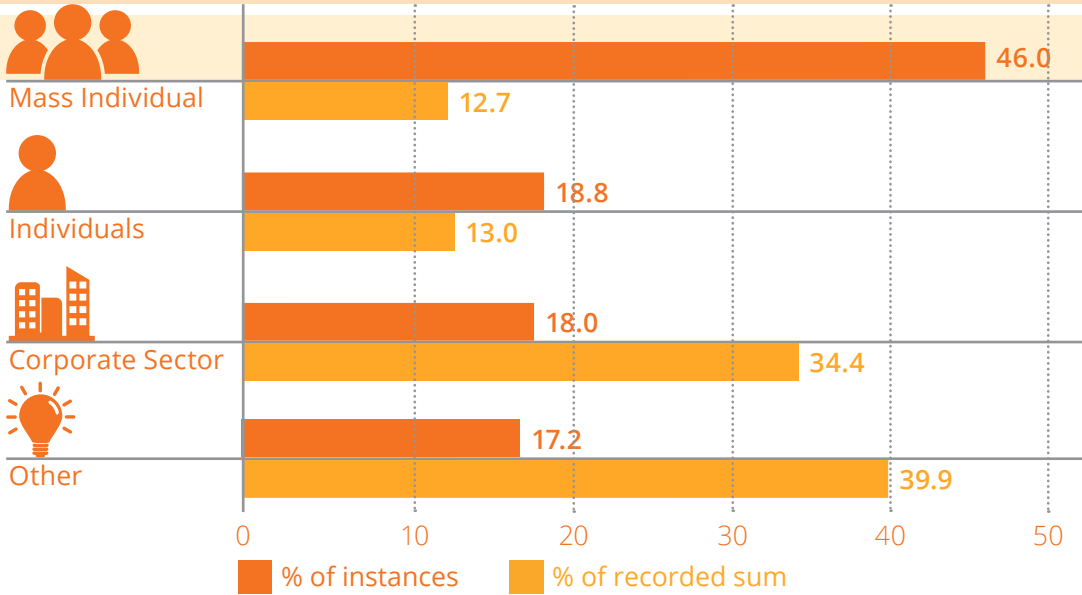
increase from 2013

* Flood donations excluded

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

DONORS

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





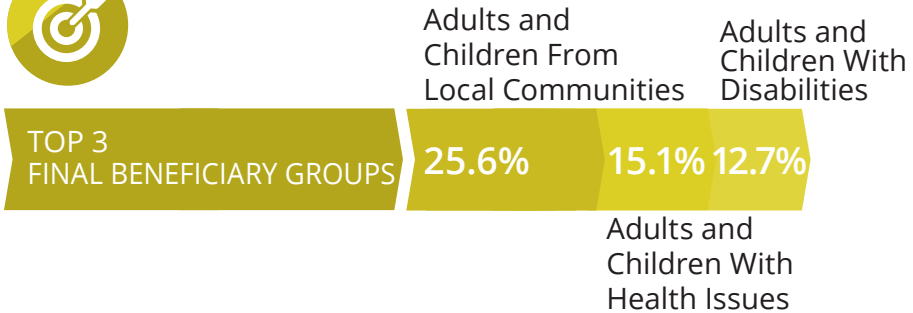
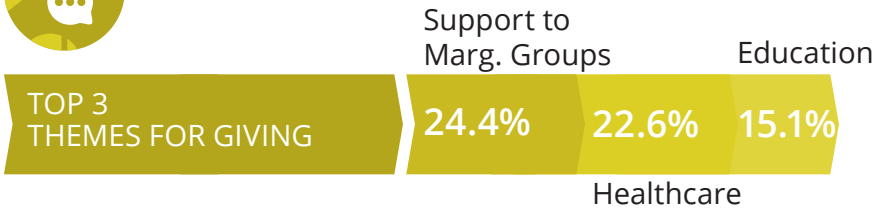
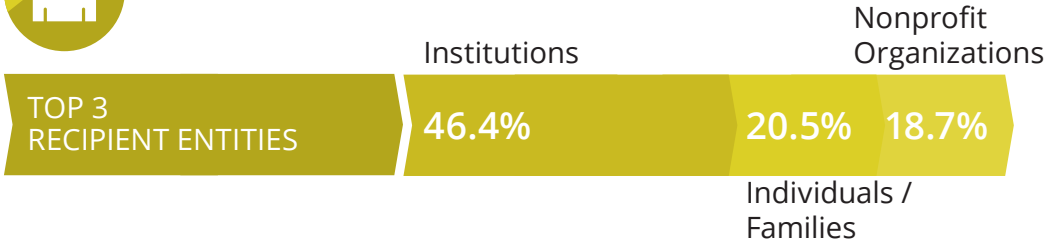
KEY POINTS:

- The amount of donated funds is only negligibly higher than in 2013. However, given that large amounts were also donated for assistance for flood relief, it is reasonable to assume that, without the floods, the change recorded would be higher than the current 1.8%.
- In 2014 the most active donors were mass individual donations (46.0%), followed by individuals (18.8%) and the corporate sector (companies, small and medium size enterprises and corporate foundations) at 18.0%.
- If we look into donated amounts the picture changes significantly: the corporate sector then led with a 34.4% share of the total published amount, followed by mixed donors (through campaigns) with 22.3%, individuals with 13.0%, mass individual donations at 12.7% and private foundations with 10.9%.
- When we analyze the diaspora, the percentage of instances is high (18.5%), while the published amount only amounts to approximately 5.3%.
- These shifts show that individuals continue to take part in mass individual giving, although with smaller amounts most likely due to the prevailing economic conditions. At the same time, the corporate sector is less active, but donates larger amounts. If this trend continues, it will suggest more strategic investments by the corporate sector – more careful selection of actions but larger funds invested – which may bring about greater change.



CORPORATE SECTOR

Profiles of the Most Common Types of Donors





EXAMPLES OF CORPORATE SECTOR DONATIONS

*An interesting example of dedication to long term giving comes from Imlek, which signed an agreement on cooperation with Svратиšte, a shelter for children. Over the whole year, **Imlek** supplied a certain quantity of products on monthly basis. This example demonstrates the trend toward greater investment into carefully selected activities.*

*An example of one-off support with long-term effects comes from the **NIS company**, which supported the development of an internet portal for people with visual disabilities that contained more than 2.500 audio-books.*

***Concern Bambi** allocated one dinar for each Juhu product sold and donated the funds thus collected to local communities throughout Serbia.*

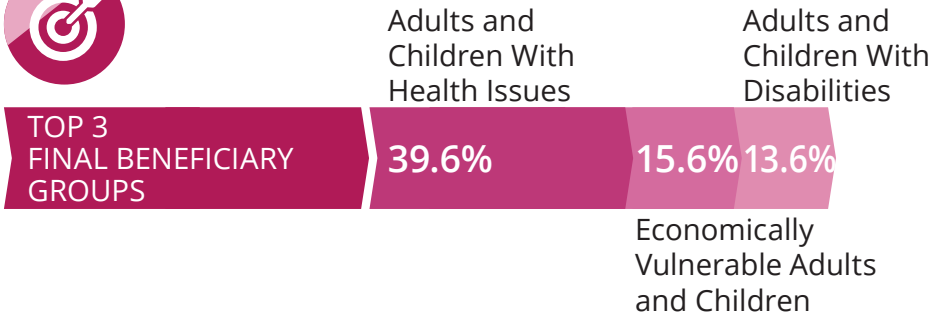
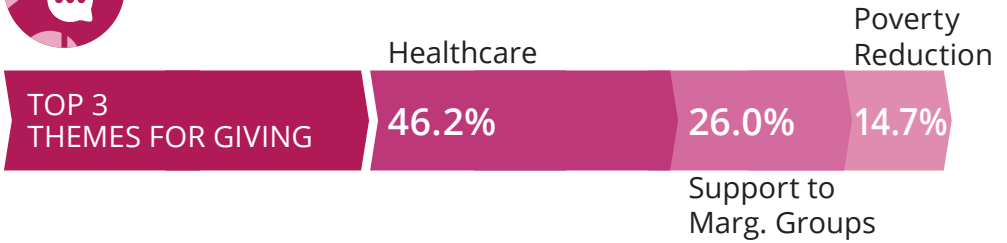
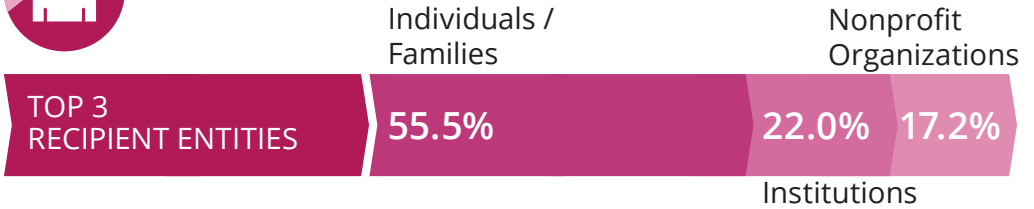
*In the context of the Love Heals campaign initiated by **NURDOR**, the Chemo-oncology Pediatric Clinic and Clinical Center Nis received a valuable donation of equipment from the NIS company.*

*Finally, although 2014 was marked by the floods, it is also worth noting the efficient response of companies when the people of Uzice faced a shortage of water because of pollution of the water system. Companies such as **CocaCola, Knjaz Miloš, Voda Voda, Heba, Minaqua, and Brzmin** alleviated the water-shortage by donating bottled water.*



MASS INDIVIDUAL

Profiles of the Most Common Types of Donors



DIASPORA AND LOCAL DONOR UNITED



Hido Muratović of Novi Pazar has been a well-known donor for years. Over the years, he supported numerous families in Novi Pazar and its surroundings by donating cash and goods to facilitate their survival and providing assistance in the building of houses or obtaining books and gifts for children.

In 2014, *some twenty people from Sandžak living in Switzerland* bought a car for Hido so that he could easily reach those in need.

ONE GOOD TURN DESERVES ANOTHER



An interesting example of philanthropy was the result of an accidental meeting between *Bujara Nedžepija and Srđan Trajković* while queuing for documents. Srdjan, a wheel-chair user, helped Bujara communicate with local authorities. To thank him, Bujar donated an electric wheel-chair to the Vranje Association of People with Paraplegia.

YOUTH AS DONORS



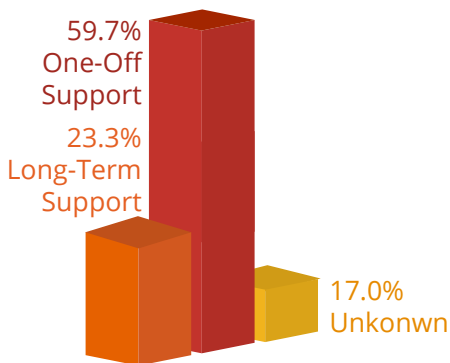
While pupils and older students most frequently help their peers either to access medical treatment or improve their living conditions, there are also other types of examples.

The *pupils of the Kralj Petar II school in Užice* organized the sale of cookies and drinks, floral decorations and pictures they painted themselves to mark the school's 130th anniversary. The funds they collected were donated to the school for the purchase of teaching equipment and devices.

The *Youth Chamber of Niš* organized a basketball tournament and donated the funds to the Sreten Mladenović Mika School for its reconstruction and the purchase of new equipment.

USE OF DONATIONS

USE OF DONATIONS (by % of Instances)



The data on how donations in certain themes have been used provide deeper insight into whether they are one-off (humanitarian-type) support or aim to provide a longer-term solution to problems.

In line with the methodology and published data, we divided the use of donations into three categories: long-term investments, one-off donations and donations for unknown purposes. Information on these categories is presented in the following graphs.



LONG-TERM DEDICATION TO GIVING

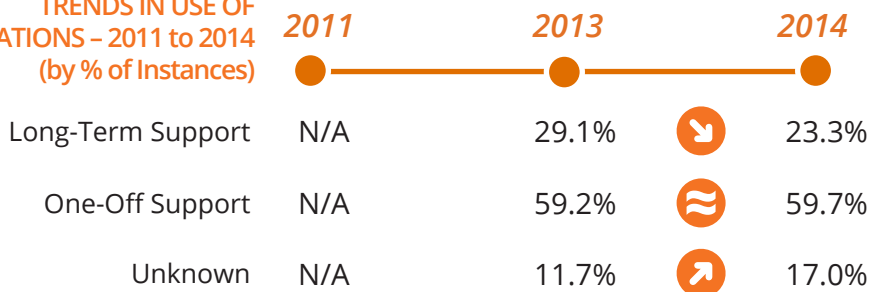
The most frequent strategic investments in Serbia are investments in equipment and/or the reconstruction of buildings.

*As an example we would mention **Microsoft** which supplied equipment to the Petnica Science Center that provides informal, extracurricular science education to talented students and their teachers, thus simultaneously enhancing the development of science and research in Serbia.*

*The **TE-TO Sugar factory of Senta** donated significant funds to schools in several Vojvodina towns.*

*The **Hemofarm Foundation** donated equipment to the Belgrade Medical Faculty to enhance research in the field of cardiological diseases.*

TRENDS IN USE OF DONATIONS - 2011 to 2014 (by % of Instances)



KEY THEMES FOR GIVING

34.8%

HEALTHCARE

24.3%

SUPPORT TO
MARGINALIZED
GROUPS

20.1%

POVERTY
REDUCTION

6.3%

EDUCATION

BREAKDOWN OF OTHER THEMES (% of Instances)

below 0.5%

- Community Development
- Economic Development
- Environment
- Public Infrastructure
- Religious Activities
- Science

from 0.5 - 1%

- Animal welfare
- Assistance in Emergencies
- Cultural Heritage

from 1 - 3%

- Culture and Art
- Sport

over 5%

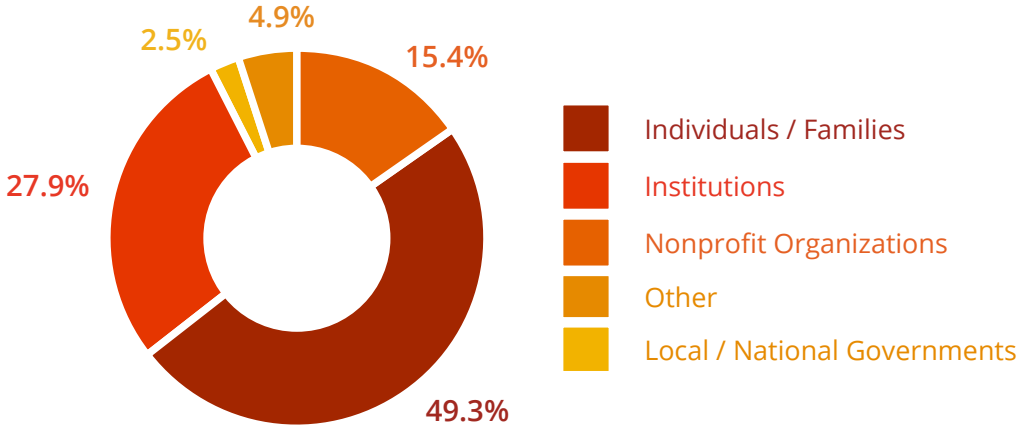
- Seasonal Giving

CHANGES IN THE KEY THEMES FOR GIVING 2011 - 2014 (% of Instances)

	2011		2013		2014
Healthcare	29.6%	↗	39.5%	↘	34.8%
Support to Marg. Groups	32.9%	↘	24.3%	=	24.3%
Poverty Reduction	9.9%	↗	20.4%	≈	20.1%
Education	12.7%	↘	5.0%	↗	6.3%

RECIPIENT ENTITIES

TYPE OF RECIPIENT ENTITIES
(% of Instances)



The state as recipient includes local and/or national authorities and institutions. If we combine the data for these recipients we observe a drop in comparison to 2013.

In terms of the percentage of instances involving the state as a recipient, a slight drop of 6.1% is noted in comparison to 2013. When we explore the percentage of donated funds based on published amount, the decrease exceeds 22% (from 73%.4 in 2013 the amount dropped to 50.6% in 2014).

STATE AS DONATION RECIPIENT

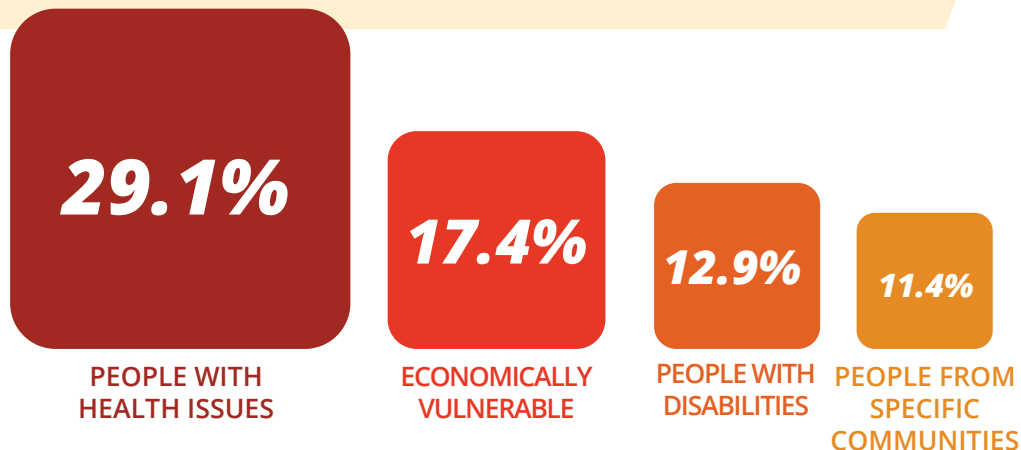
% of # of Instances: 30.4%

% of Recorded Value: 50.6%

TRENDS IN TYPE OF RECIPIENT ENTITIES - 2011 to 2014 (by % of Instances)

	2011		2013		2014
Individuals / Families	30.5%	↗	43.5%	↗	49.3%
Institutions	33.8%	↘	32.7 %	↘	27.9%
Nonprofit Organizations	10.2%	↗	17.0%	↘	15.4%
Local / National Governments	6.6%	↘	3.6%	↘	2.5%

RECIPIENTS OF DONATIONS



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

from 0.5 - 1%	from 1 - 2%	from 2 - 5%	over 5%
<ul style="list-style-type: none"> • Single Parents • Women and Children Survivors of Violence • Women Survivors of Trafficking 	<ul style="list-style-type: none"> • Elderly • Talented Children and Youth • Mothers and Newborns 	<ul style="list-style-type: none"> • General Population • Children and Youth at Risk • People from Other Countries 	<ul style="list-style-type: none"> • Children without Parental Care

TRENDS IN KEY FINAL BENEFICIARY GROUPS - 2011 to 2014 (by % of Instances)

	2011		2013		2014
People with Health Issues	21.1%	↗	30.7%	≈	29.7%
Economically Vulnerable	9.9%	↗	20.4%	↘	17.4%
People With Disabilities	12.2%	↘	9.8%	↗	12.9%
People from Specific Communities	15.0%	↘	5.8%	↗	11.4%

Research Done 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

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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 Serbia was reported in only 35.8% of the instances, estimation about the total amount donated is made by extrapolation based on the known data. For more information, please find the full report at:
www.catalystbalkans.org

Kosovo's designation in this document is without prejudice to position on status, and is in line with UNSCR 1244 and the ICJ Opinion on the Kosovo Declaration of Independence.

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