

2014 Annual Report on the State of Philanthropy

CROATIA

Quick Facts

35.0%

Northwest
Croatia

34.5%

Adriatic
Croatia

24.1%

Mid and East
Croatia

5.0%

Throughout
Croatia

1.4%

Outside of
Croatia



1,822

of recorded
instances



20.1
million euros

estimated value
of donations



4.7 €

average
donation per
citizen



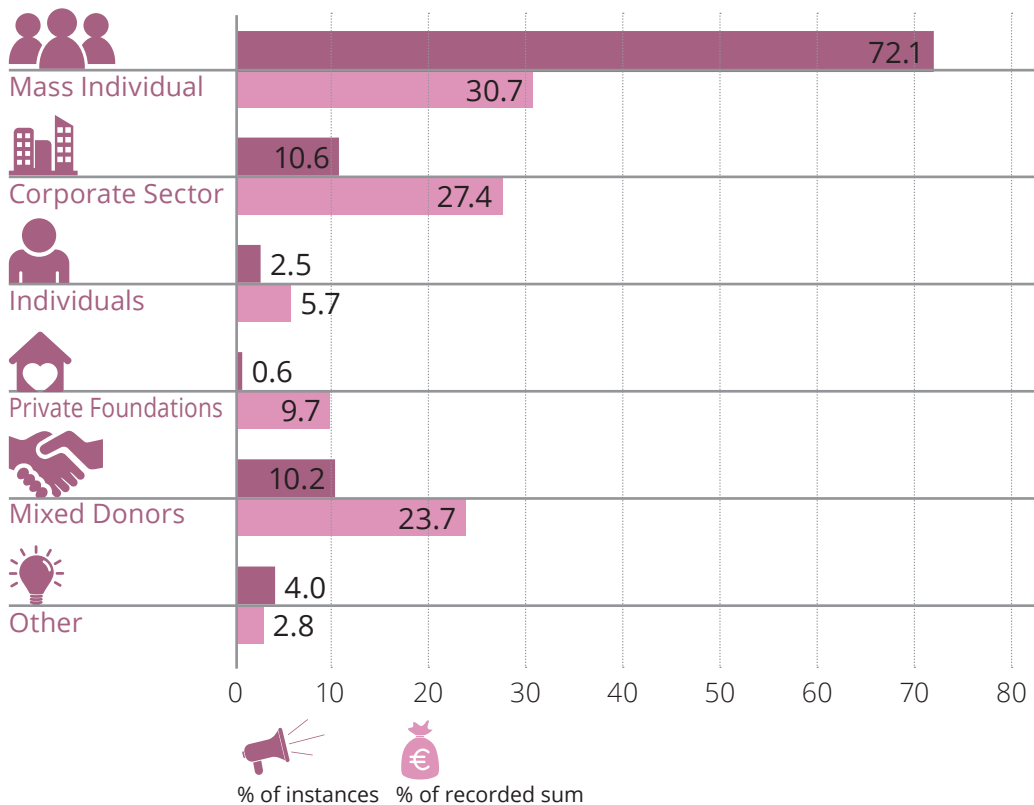
20.1%

decrease from
2013

During 2014, Catalyst Balkans tracked media reports on domestic individual, corporate and diaspora philanthropy in Croatia. 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	50.9%	72.1%	29.0%	30.7%
Corporate Sector	14.3%	10.6%	45.8%	27.4%
Individuals	4.7%	2.5%	10.6%	5.7%



KEY POINTS:

- In 2014 there were 1,822 recorded unique instances of charitable giving, which is significant increase in comparison with 2013. On the other hand, overall amount donated in 2014 has decreased for 20.1% since 2013.
- Year 2014 is marked by drop in number of donations for Mid and East Croatia, while interest for both Adriatic and Northwest Croatia was higher than in 2013.
- In terms of main donor type participation, in 2014 citizens continued to be the most active donor type with 72.1% of recorded instances. The corporate sector remained at the second place with 10.6%, while individual donors are still third ranked with 2.5% participation in recorded instances. Comparison with 2013 shows that except for mass individual giving, which had increased percentage of instances, all other donor types have seen a drop in activity.
- If we look into value of donations, the picture is different this year: with mass individual donor type this year on the lead with 30.7% share, the corporate sector has dropped on the second place with 27.4% share, while individual donors remained third with 5.7% of the total recorded donated value. Similar to the number of instances, in 2014 only mass individual donor type experienced increased in the share of total donated value.
- Giving by diaspora remained almost the same as last year – 1%.
- Overall, 2014 was marked by significant increase in number instances and decrease in total recorded amount of donations. As several other countries of the region, Croatia was hit by major floods, which eventually resulted in higher participation and support of individual and corporate donors for this specific purpose. Flood data is excluded from this report in order to be separated from other giving purpose, however it is important to mention here that giving for flood relief in Croatia in 2014 exceeded 70.8 million euros.



CORPORATE SECTOR

Profiles of the Most Common Types of Donors



Institutions

Individuals /
Families

TOP 3
RECIPIENT ENTITIES

40.7%

34.0%

10.8%

Nonprofit
Organizations



Support to
Marginalized
Groups

Education

TOP 3
THEMES FOR GIVING

35.6%

17.0%

16.0%

Healthcare



Local
Communities

People with
Health Issues

TOP 3
FINAL BENEFICIARY GROUPS

27.3%

17.0%

11.9%

People with
Disabilities



EXAMPLES OF CORPORATE SECTOR DONATIONS

A good example of strategic support comes from **Siemens Croatia company**. This company decided to support children and families facing malignant diseases and donated 3,930 EUR to Association of parents and children with malignant disease Krijesnica. This money was used to pay the expenses of psychological assistance, as this type of support is extremely important form patients and their families.

Small and medium enterprise Olympus based in Zagreb with its donation of over 900 EUR contributed to the reconstruction of the accommodation center for homeless in Šibenik.

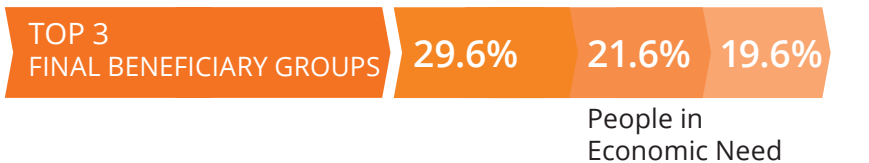
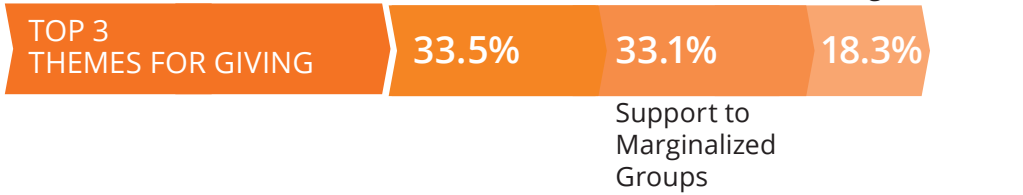
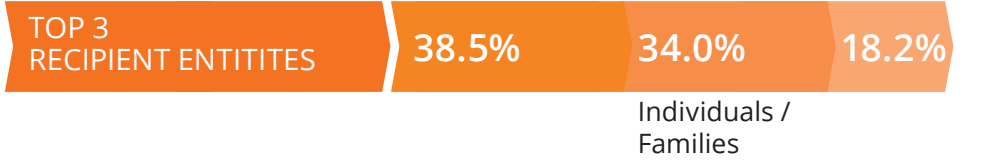
Thanks to the **Zagreb SME Kardian doo**, Petrijanec Elementary School is now equipped with automatic outdoor defibrillator which serves for the first aid in cases of emergency. Value of the equipment is 2,620 EUR.

Business sector recognized the importance in investing in other areas, like culture and education. Valpovo had a local cinema which was out of the function for quite some time. **NPBZ (Zagreb Commercial Bank)** donated 6,550 EUR to the city of Valpovo for the purpose of covering the costs of putting to work city cinema.



MASS INDIVIDUAL

Profiles of the Most Common Types of Donors





EXAMPLES OF MASS INDIVIDUAL GIVING

Traditional Christmas concert “Želim život” (I want life) in the organization of **Ana Rukavina Foundation** was held in Zagreb on December 29th. At the concert through tickets purchased and by calling a special number 151,960 EUR was raised for the support of the work of this foundation, by which efforts first bone marrow and stem cells donor register was established.

Dinamo Futsal club organized humanitarian tournament with Nordic stars club on 29th December in Dražen's Home basketball hall. Through the proceeds from the event, 15,720 EUR was raised and donated to association Sveti Vinko Paulski in Vukovar which provides services for the economically disadvantaged people.

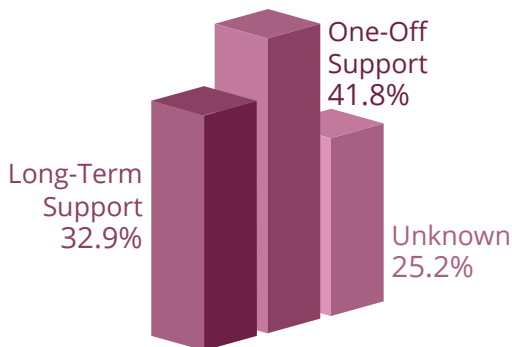
Foundation Krugovi organized action “Kuna by Kuna” and collected 795,630 EUR for the support to their work with children undergoing treatment for malignant diseases.

10th Golden Apple - traditional cooking competition was held in Vinkovci, organized by **Association of chefs of the kitchen and sweets makers from Slavonija**. Humanitarian part of the event was organized as auction of main meal for 12 persons, where funds were collected to support the work of the Association of children with Down syndrome in Vinkovci.

In the organization of the **Association of Tourist Guides from Pula and Istra County Association of blind and visually impaired persons**, interactive Istra map was launched, which was part of the project “Colors of the inclusive tourism”. Moreover, to walk around Istra through the application people only need to call a certain phone number and since project is humanitarian part of the proceeds was donated to Istra County Association of blind and visually impaired persons.

USE OF DONATIONS

USE OF DONATIONS (by % of Instances)



In 2014 over 41% of instances was directed to one-off support (humanitarian support, supplies, individual housing and medical treatments of individuals). While this is lower than in 2013, at the same time very positive change in 2014 is reflected in the increased interest of donors to invest in support that may produce long-term effects (equipment, capital investments, research, raising awareness and services). Corporate sector usually give more strategically, and during this year more than half of the donations (52.6%) from the corporate sector were directed to long-term investments. This represents significant raise from 28.1% which was percentage of corporate donors activity in strategic giving in 2013.

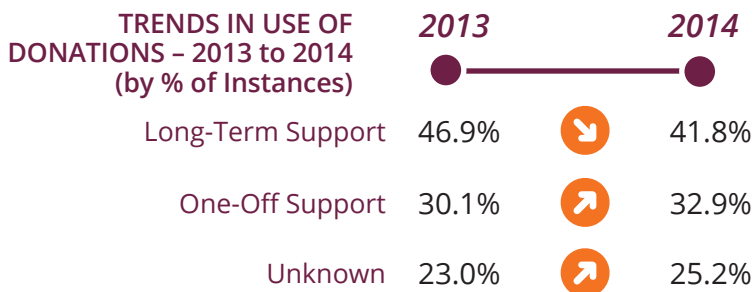


LONG -TERM SUPPORT

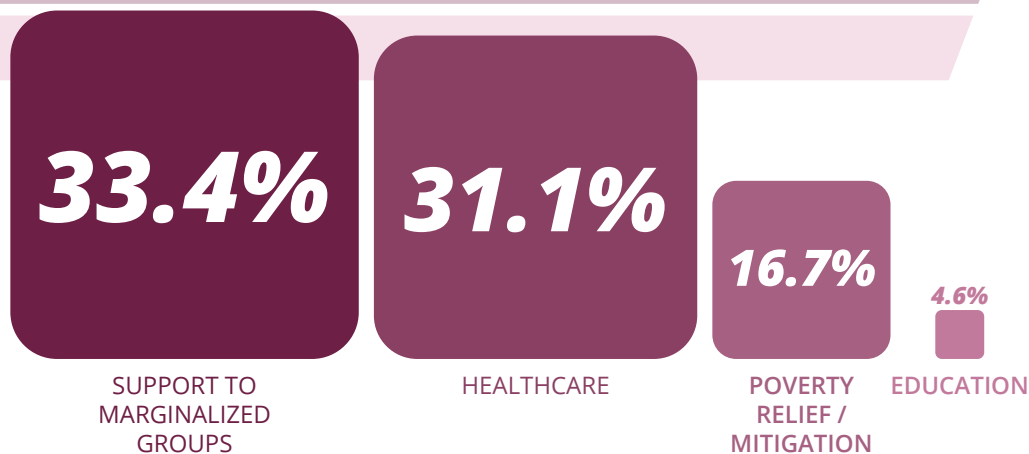
Through 65,500 EUR worth donation to Children's home in Nazorova street in Zagreb, **Zagrebačka Bank** wanted to provide long-term support to a specific vulnerable group. This amount was used for the reconstruction and refurbishing of the accommodation for pregnant women and women with infants who were left with no support from their families.

Globalna hrana doo (Global Food doo) representative of McDonald's in Croatia recognized importance of supporting the community, so they invested funds for the refurbishment of the children's playground in Trakonščanska street in the city of Varaždin.

Retired lady **Đurđica Seits** wanted to provide support to single parents in Virovitica. She donated her house to the local council Virovitica, so that it can be used for accommodation of young single mothers with children who do not have home.

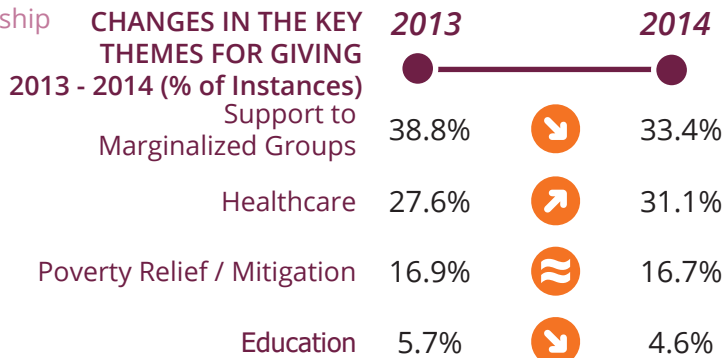


KEY THEMES FOR GIVING



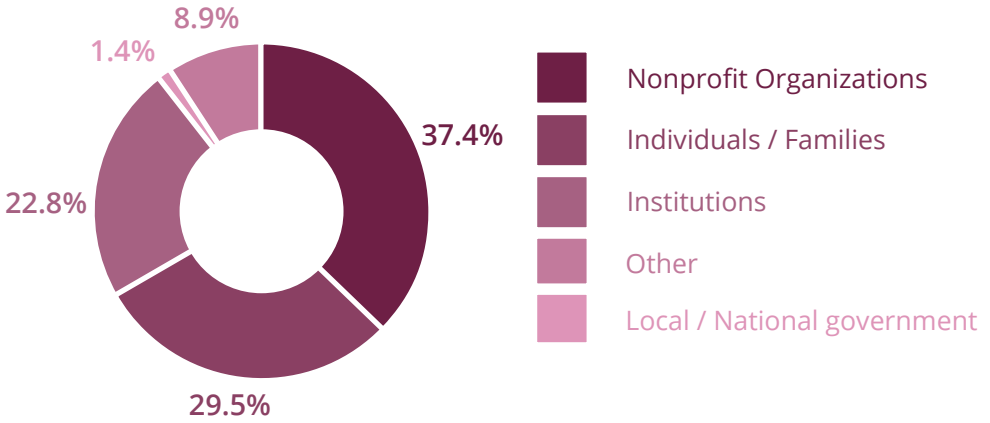
BREAKDOWN OF OTHER THEMES (by % of Instances)

below 0.5%	from 0.5 – 1%	from 1 – 3%	over 5%
<ul style="list-style-type: none"> community development economic development heritage human rights public infrastructure religious activities science sport social entrepreneurship 		<ul style="list-style-type: none"> culture and arts environment emergency management seasonal giving animal welfare 	



RECIPIENT ENTITIES

TYPE OF BENEFICIARY ENTITIES
(% of Instances)



In the 2014 the ranking of the types of recipient entities by percentage of recorded instances, as well as level of support stayed at the same level as in 2013. The most supported recipients are nonprofit organizations with 37.4% of recorded instances, followed by Individuals / families with 29.5% and institution to which 22.8% of recorded instances were directed.

BENEFICIARY ENTITIES (% of Instances)	2013	2014
Nonprofit Organizations	38.0%	37.4%
Individuals / Families	30.0%	29.5%
Institutions	23.4%	22.8%
Local / National Governments	1.4%	1.4%

RECIPIENTS OF DONATIONS

26.7%

PEOPLE WITH
HEALTH ISSUES

19.9%

PEOPLE IN
ECONOMIC NEED

18.7%

PEOPLE WITH
DISABILITIES

9.8%

LOCAL
COMMUNITIES

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

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

TRENDS IN KEY FINAL
BENEFICIARY GROUPS
(% of Instances)

	2013		2014
People with Health Issues	19.3%	↗	26.7%
People in Economic Need	18.3%	↗	19.9%
People with Disabilities	22.4%	↘	18.7%
Local Communities	8.5%	↗	9.8%

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