



ANNUAL REPORT ON THE STATE OF PHILANTHROPY

QUICK FACTS



2,032

number of recorded instances



€ 7.9 million

estimated value of donations



€ 2.3

average donation per individual



33.1%

increase from 2017

Introductory remarks

After the downward trend in 2015 and 2016 and advancement in 2017, philanthropy in Bosnia and Herzegovina continued to grow and develop this year, showing significant improvements in several fields. Stronger support to education and an increase in strategic giving are only two notables to mention. Further, media coverage of charitable giving, which is our primary source of information, was more comprehensive and more intensive. Unlike in several other countries in the region where information gathering and verification process at some points were challenging, in B&H that was not the case. Interest in the topic that the media showed (the number and the quality of reports indicate this), combined with the somewhat increased readiness of stakeholders to share information, provided a thorough insight into the data on charitable giving trends in 2018.

However, there is still room for improvement especially regarding the strengthening of assistance to some less supported themes and beneficiary groups, but also widening the partnerships between corporate and nonprofit sector and always desirable higher data transparency.

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 Bosnia and Herzegovina in the period from 1 January to 31 December 2018. In this period, a total of 7,404 records related to charitable giving by all types of donors were processed in the Giving Balkans database, of which 2,032 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 degree of philanthropy development in Bosnia and Herzegovina.

Key points

Level of giving

In 2018, total of 2,032 unique instances of charitable giving were recorded in Bosnia and Herzegovina. The frequency of giving has increased by 29% since 2017, bringing a rise in both recorded and estimated total amounts of giving - we estimate that more than 7.9 million euros were donated, which is a significant increase of exactly 33.3% in comparison with the previous year.

Geographic distribution

The biggest and slightly increased percentage of donation instances was directed to Federation of Bosnia and Herzegovina (59.3%) and further to the Republic of Srpska (35.1%) which saw a small decrease. Number of instances distributed to District Brčko and throughout the country retained the level from last year. More frequent support was sent out of B&H (3.8%), while Sarajevo, the capital retained levels from 2017, with 16.7% donation instances.

Donors

When it comes to the frequency of giving, the ranking of key donors in B&H remains the same this year. Although with a decrease in percentage, citizens continue to have the strongest presence with 48.5% of instances. Slight reduction in activity is also seen with the corporate sector which is the second ranked donor (31.3%). On the other hand, individual donors, but mixed donor type too, have increased the activity and added up to 8.3% and 9.2% of instances, respectively. As for the recorded amounts, citizens have significantly increased their share of the recorded value (37%) which placed this donor type at the top of the generosity list. Thanks to a significant individual diaspora monetary contribution the increase is also seen with individual donors - 14% share, while corporate sector has decreased with only a 29.9% share. As for the mixed donor type, despite this year's lower level of giving, they still hold a significant portion of value - 17.7%.

Themes

Out of four key themes, only education has seen an increase in donors' interest (17.8%), which moved this theme up to the third place on the list. Other than that, healthcare continued to be the most supported with 26.3% donation instances, followed by the support to marginalized groups with 23.4%. Poverty relief is the least supported theme this year with only 8.7% of donation instances. It is important to note that in 2018 some other topics attracted more donors' attention than last year, especially culture and the arts, public infrastructure and sport.

Recipients

In terms of ranking, recipient landscape stayed unchanged. The highest percentage of donation instances was directed towards individual/family recipients, with an increase up to 37%. An increase is also noted for the local/national governments (5.6%), which are in the fourth position, while

the second-ranked nonprofit organizations (32.4%) experienced a slight decrease. The institutions were supported with the same frequency level as last year.

When examining giving to the state (which is cumulative support to both institutions and local and national governments) we can conclude that in terms of frequency this support has gone up (29.1%).

Non-profit organizations

Like in previous years, in 2018 nonprofit organizations have been placed second in terms of donors' interest and frequency of support, with 32.4% of total donation instances; still, the percentage of instances is somewhat lower. The biggest supporters of the nonprofits were citizens, while this year occasions in which mixed donors actively participated were more numerous – initiatives in the local communities and widely organized campaigns were recorded.

Use of donations

A very positive trend has been established once again since 2016: the percentage of instances that are given in the form of long-term strategic support has been increasing each year, reaching 38.2% in 2018. Donors are becoming more determined to invest strategically to support causes in the communities. At the same time, one-off assistance has experienced a drop-in percentage with 52.3% of instances, which is mostly given in the form of supplies and medical treatments for people with health issues.

Beneficiaries

2018 was a turning point for the ranking of beneficiary groups: this year the highest percentage of donation instances (29.3%) was directed towards population from local communities and this is the first time since 2013 that this beneficiary group is the most supported. With exactly the same percentage as in 2017, people with health issues (22.6%) are ranked second, while people in economic need and people with disabilities follow.

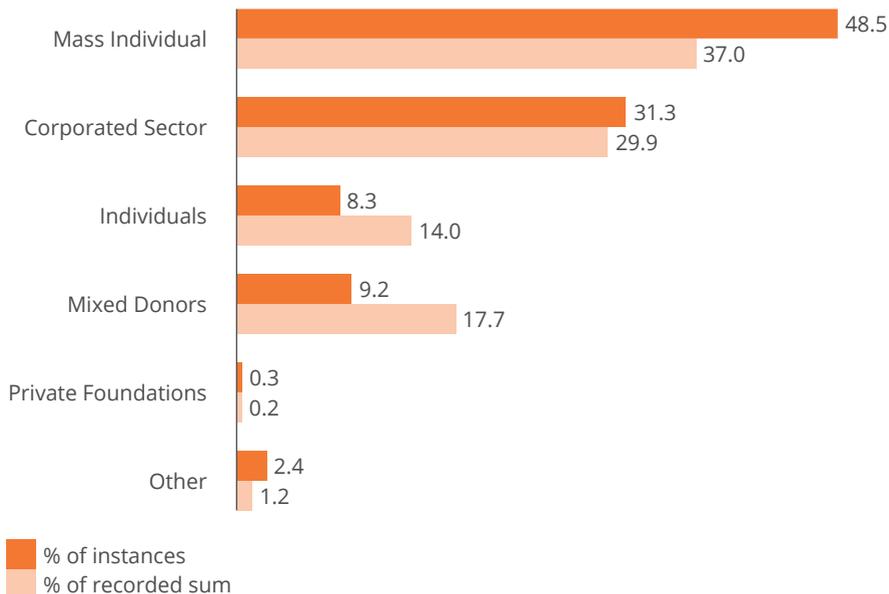
Data transparency

Value transparency of the data on charitable giving in Bosnia and Herzegovina in 2018 has not changed when compared with the previous year – it stands at the same level, as 47.4% of donation instances provided information about the donated values. This percentage is the highest ever recorded for B&H and represent a fair transparency level.

Overall, with higher activity and increased donated values, 2018 was the year of growth in B&H philanthropy. Citizens were the most frequent and most generous donors, leading in support to healthcare which continues to be the theme of the highest priority. As in the previous year, the most frequent donation instances were directed towards individuals and families, while increase in support to education placed population from local communities at the top of the list of beneficiary groups. At the end, very positively, strategic support (mainly donated by the corporate sector) has increased significantly.

Donors

Donations by Type of Donors



Key Trends in Types of Donors

Number of recorded instances (%)	2016		2017		2018
Mass Individual	64.3%	↓	52.0%	↓	48.5%
Corporate Sector	14.3%	↑	34.9%	↓	31.3%
Individuals	12.5%	↓	5.5%	↗	8.3%
Recorded sum (%)	2016		2017		2018
Mass Individual	48.2%	↓	27.2%	↗	37.0%
Corporate Sector	35.1%	↗	38.3%	↓	29.9%
Individuals	6.8%	↓	1.5%	↗	14.0%

Key points

In 2018 more frequent donation instances was recorded - 2,032 in total, which in comparison with last year represents a huge jump of 28.9%. In terms of donated values, both recorded and estimated amounts are higher than last year. With an 18.8% increase, over 5.6 million euros was recorded, while a cautious estimate made on the basis of the value transparency shows that in 2018 more than 7.9 million euros was donated in Bosnia and Herzegovina. The estimated donated value is significantly higher than last year at 33.3%.

This year is marked by citizens' dominancy in both the frequency of giving and share of the recorded donated value. In terms of the number of donation instances, citizens participation has decreased slightly (by 3.5%), but despite that citizens, through mass individual actions remains the most frequent donor comprising 48.8% of all recorded instances. Corporate sector follows in the same manner, with a small decrease (31.3%), whereas individual donors and mixed donors have strengthened their participation with 8.3% and 9.2% of donation instances, respectively. Mixed donors were particularly active this year through contributions in local communities for various initiatives run by the nonprofits.

Data regarding donated values show that this year once again, citizens were the most generous, which is a scenario similar to the one found in 2016 and two years prior to that. 37% share of total recorded value coming from citizens represents quite an increase from 2017, as the amount is almost 10% higher. The percentage of instances, however, is slightly lower than last year, due to an increase in mixed donor activity (significantly contributed by the inauguration of the Lonac project in early 2018). The corporate sector however is in decline taking a reduced share of 29.9%: looking closer, the data shows that this year the unique corporate amounts donated were not as significant as last year. This fact cannot be applied to individual donors, who, thanks to frequent activity, took a significantly increased share of 14% of the total recorded value. As for mixed donors, despite higher participation their share of the donated value was lower this year (17.7%).

Like in 2017, private foundations as donors have not been recorded in any significant number of instances or recorded value share – in both instances they stay below 1%.

Donors from the Bosnian diaspora around the world have maintained last year's level of activity with 7.1% donation instances. However, thanks to a significant contribution from an individual donor to support the work of public kitchens, share of the recorded value the diaspora contributed with, has increased from 6% in 2017 to 24.3% in 2018.

Profiles of the most common types of donors: Corporate sector

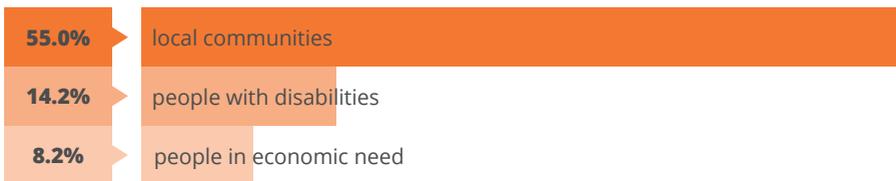
Top 3 Recipient Entities



Top 3 Themes for Giving



Top 3 Final Beneficiary Groups



Examples of corporate sector giving

In partnership with the SIGN network, the Mozaik Foundation organized DOBRO philanthropy awards to praise companies and individuals for their support to social good in Bosnia and Herzegovina each year. Mozaik distributed the award to four companies for their activities in 2018.

Bosna Bank International (BBI) received the corporate philanthropy award in the category of large companies, for the continuous work it performed through the BBI Charity Fund. The general support of BBI involves providing scholarships to children, educating the public on aspects of entrepreneurship and supporting new business with funds and mentorship activities. This year, most of its activities centered on

helping children in need. In three different initiatives in November (including proceeds from the Sarajevo Halal Fair), BBI supported the “Srce za djecu oboljelu od raka” (“Heart for the Children with Cancer”) Association and the SOS Children’s Villages B&H with almost EUR 9,000 worth of donations. In June, the bank also donated 15 cows to villages across the country, providing much needed sustenance to the rural families in need.

As a medium-sized company, R&S d.o.o. Sarajevo received the corporate philanthropy award for the numerous scholarships it provides each year to children in economic need. In that same category, Bauerfeind received the corporate volunteering award for helping to raise awareness on health issues and sponsoring sports clubs for people with disabilities and people suffering from diabetes. Sparkasse Bank dd B&H received an award for corporate volunteering, in the category of large companies, for the professional services that its employees provide to young entrepreneurs, among environmental volunteering initiatives the same employees regularly participate in.

Among corporate donors with many donations, the Microcredit Society Mikrofin has helped support more than 20 schools, libraries and other organizations with over EUR 36,000 worth of funds, equipment and supplies. Their contribution in 2018 involves IT equipment, books, equipment for music instruments and didactic material, most of which were intended for elementary education of young citizens. Addiko Bank a.d. has also coordinated multiple activities across Bosnia and Herzegovina, most of which centered around supporting children from local communities. In summer, Addiko helped the Starčevica local community with EUR 15,800 for some much needed playground equipment, while in autumn, it helped support the project “Užine” (“Snacks for pupils”) with EUR 1,000 that the Pomozi.ba Association initiated for children in economic need in rural areas. The bank was also at its most active through its large multiyear corporate volunteering program called “Addiko Cares,” during which employees donated their time and skills to 14 kindergartens and nonprofits across the country, marking an interesting end to the year.

Although SMEs sometimes go unnoticed, their philanthropy is visible this year. A campaign of the Omnia Association to build and improve a playground in the Ortiješ village centered on bringing corporate actors of various sizes to contribute and improve the life that children could have. Three SMEs – Beton Galić d.o.o., HE-SAND d.o.o. and STARK Solutions d.o.o. – helped the construction with funds or materials, bringing necessary additions to the overall project. Another project called “Obojimo sivo” (“Paint it Grey”) was also a multisectoral collaboration of for-profit and nonprofit actors, large and small,

for the settlement of Lazarevo. Thanks to the help of three SMEs – MB Impeks d.o.o., Centrum Trade d.o.o., and Mavas d.o.o. – among other actors, the playgrounds were built before spring, right on time for the locals to use.

**Giving through
calls for
applications**

The CSR activities of BH Telecom amount to more than EUR 500,000 in donations for equipment and supplies this year. A vast majority of the funds were allocated through calls for applications, which the company has been organizing for several years now. The overarching themes this year were emergency preparedness, digital education and public kitchens, through which the company set up IT cabinets in 64 elementary schools, provided equipment to fire departments and rescue services and helped secure supplies that public kitchens needed to make meals. This is one of the largest investments in the country in terms of funding, geography and strategic use, demonstrating the significance of donations initiated by the corporate sector.

Raiffeisen Bank d.d. Bosnia and Herzegovina also organized a large call for sponsorships and donations in 2018. Covering five areas – education, culture, humanitarian action, sport and the environment – the bank awarded 65 organizations with funds that will help them continue their work. Recipients were largely nonprofits and institutions, including (among many others) the Dis Theater in Banja Luka, the library for people with visual impairments in Sarajevo and the Most Association.

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

Not unlike in the previous years, the year 2018 includes several examples where mass individual contributions brought a significant boost to socially-impactful projects. One example includes a collaboration between different stakeholders for the improvement of public infrastructure, which is not a commonly-seen initiative. Recognizing the need for roads in villages Brđani and Vidovići in Kozarac, the Members of the Mountaineer Association Mrakovica Kozarac raised more than EUR 21,000 for their construction thanks to the locals vested in this cause. As the campaign was gaining traction, the municipality of Prijedor, in which Kozarac is located, donated the rest of the funds – approximately the remaining 60% - making this a successful partnership of the state and its citizens at the initiative of an association.

Another example involves country-wide support to the services of public kitchens, at the behest of both the nonprofit community and the population of various towns. In Banja Luka, the Mozaik Foundation raised EUR 1,500 for the “Obrok ljubavi” kitchen thanks to the SMS number dedicated to the cause, all the while organizing workshops, sports events, food collections and even opera concerts to generate as much support and awareness as possible. In Novo Sarajevo, the Pomozi.ba Association organized several bazaars and workshops to fund and train the volunteers of a local kitchen that regularly receives support from locals. Finally, in Livno various supporters organized concerts for the benefit of a vocational school that regularly distributes meals. Farmers and war veterans in Tuzla directly donated products from their farms to the Tuzla Imaret public kitchen.

Some campaigns centered around frequently occurring topics such as medical treatments, while others highlighted more unique topics. In terms of treatments, the family of a young boy (Emir Buza) who suffers from a rare type of cancer raised a staggering EUR 132,000, to which the campaign of Pomozi.ba Association contributed with additional EUR 36,000. Similarly, significant campaigns involved the successful collection of EUR 73,000 for the treatment of 6-month-old Arslan Kulačić (through Pomozi.ba), and funds of around EUR 59,000 was raised for Hajro Mušić who was in need of surgical intervention.

More unique themes included research and scholarships. Snežana Gajić, the mother of 19-year-old Milana Gajić who suffers from the rare Lafora disease, successfully activated a charity number in Bosnia and Herzegovina that will help raise funds for the research and development of an experimental drug for the disease. During the month of February, the number generated EUR 14,700 that was forwarded to the Hospital for sick children – SickKids in Canada, whose doctors are spearheading the research. Dražana Perković, a missionary in Africa, instead focused on providing scholarships to girls in Benin, among which basic needs such as clothes and healthcare products would be taken care of. Thanks to the activity of Bosnian citizens, 26 scholarships were secured in the value of EUR 12,000.

Individual contribution

A common theme between individual recipients of the Mozaik's DOBRO philanthropy award is that they are all founders of their respective nonprofits, through which they contribute their time. At the forefront of young nonprofit leaders is Ibro Puce, the president of „Zajedno za naš grad“ (“Together for Our City”) Association in Sarajevo. Ibro has received the award in the category of young philanthropists (from 17 to 35 years of age) for successfully raising funds to reconstruct the entire public kitchen in Mostar in June 2018, among other supports he initiated. Ramo

Hastor, the founder and dedicated volunteer of the Hastor Foundation, has received an award for individual philanthropy (for persons over 35 years of age) for providing scholarships and for mentoring over 2,000 children from families in economic need across Bosnia and Herzegovina.

The director of the "Pravi put" ("The Right Way") Association from Grude, Žana Alpeza, was featured in the award for individual contribution to the development of philanthropy. She has also been identified for her continuous and sustained voluntary work in assisting people with disabilities, in supporting healthcare and in animal care, among other activities. Similarly, the three Ćorović family members from Banja Luka who received an award for family-based contribution to the development of philanthropy have been praised for investing more than 2,500 hours of volunteering last year. Tatjana and her children Anastasija and Aleksandar are the founders of the "Srce na dlanu" ("Heart in the Palm") Association.

At a time when migrant refugees from the Middle East settled in a camp near Velika Kladuša, Asim Latić, the owner of Latan restaurant, started providing free meals to the community each day. He initially worked with both customers and people in need simultaneously, but when the number of free meals surpassed 250 he decided to close the restaurant in February and dedicate its space to feeding the migrant refugees. Until mid-2018, Asim Latić and his team have prepared 68,000 meals for people in need, receiving support from the Pomozi.ba Association and the citizens.

Diaspora support

This year, most activity comes from the Bosnian diaspora in North America. A Canadian, originally from Bosnia and Herzegovina, Agan Hodžić left EUR 590,000 to three public kitchens after his death in 2018 through his last will and testament. Dividing the sum in three equal parts, the Stari Grad Public Kitchen Sarajevo, Merhamet Muslim Humanitarian Association and The Red Cross of the Federation of Bosnia and Herzegovina will continue providing meals to the people in need thanks to this sizeable investment that marks the legacy of Agan Hodžić.

Groups in the US have also made significant contributions. One such group known as the Community of Bosniaks Georgia established their charity fund in Atlanta more than a decade ago, focusing on supporting students, migrants, returning families and people in economic need. In 2018, they supported 103 families in 46 cities of Bosnia and Herzegovina with EUR 138,000 worth of scholarships and support. Another community from St. Louis raised funds through a charity dinner, intended for the family beneficiaries of the TV Show "Make my wish come true," while the "Prelo" Association of Krajina Serbs in Chicago raised EUR 12,000 throughout the year for individuals and associations in Livno and the wider region.

Key themes

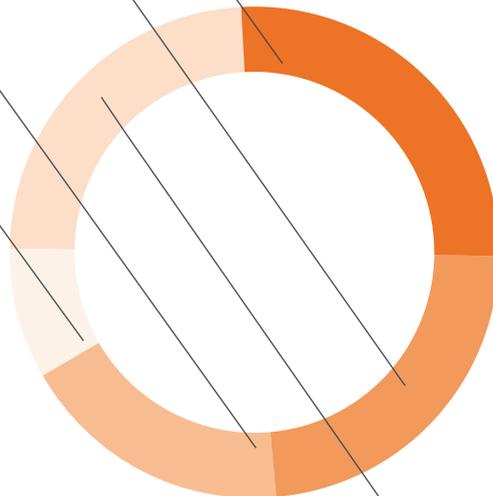
Type of Recipient Entities (% of Instances)

26.3% healthcare

23.4% support to marginalized groups

17.8% education

8.7% poverty relief



other themes

5-10% seasonal giving

3-5% sport, public infrastructure

1-3% emergency management,
culture and arts

0-1% religious activities, independent media,
human rights, heritage, environment,
economic development, animal welfare

Number of Instances Aimed at Four Key Themes (%)

Theme	2016		2017		2018
Healthcare	43.8%	↓	30.9%	↓	26.3%
Support to marginalized groups	24.9%	↑	28.9%	↓	23.4%
Education	5.5%	↑	10.1%	↑	17.8%
Poverty relief	12.7%	↔	11.9%	↓	8.7%

Key points

The four main supported themes retained donors' interest this year as well, with a total 76.2% of all instances of charitable giving: healthcare (26.3%), support to marginalized groups (23.4%), education (17.8%) and poverty relief (8.7%).

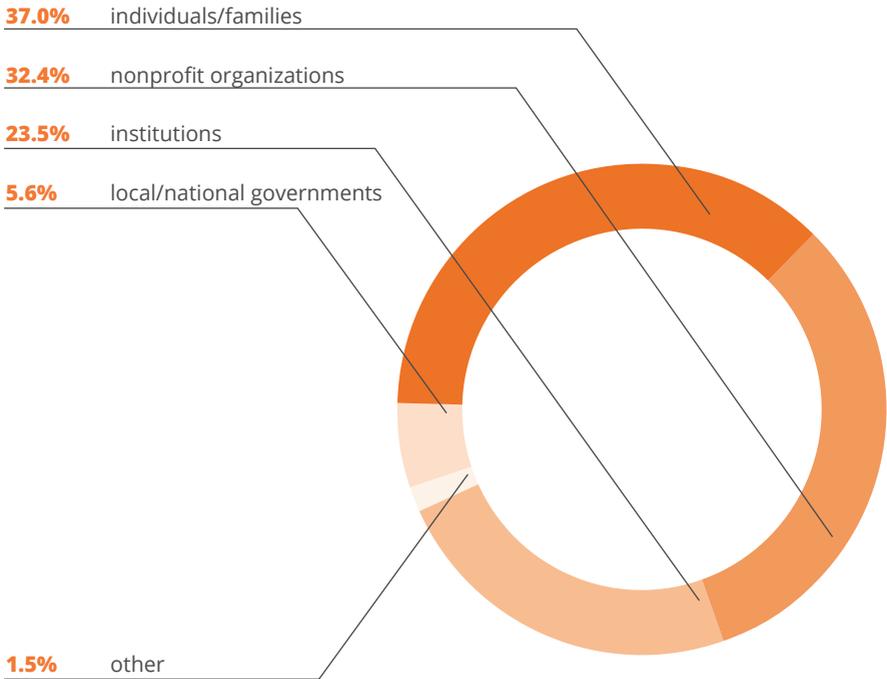
The ranking is somewhat different this year with healthcare and support to marginalized groups still being the most supported and second ranked, respectively. As for education and poverty relief, these two themes switched places in 2018, putting poverty relief at the bottom of the list as the least supported theme. All key themes except for education have seen a drop-in frequency of support.

Donors' interest towards education has increased by 7.7% since 2017. Much stronger support, both long-term and one-off was directed to educational institutions in local communities but also through support for educational purposes towards individuals. Corporate donors were determined towards providing strategic support to education and equipment in particular.

The list of other less supported themes in this year extended to heritage, human rights and independent media that were out of focus since 2015, and were once again recorded as topics of interest. Data indicate that this year donors were more interested in culture and the arts, public infrastructure and sport, while for other themes minor changes in percentage of received instances are notable.

Recipients

Type of Recipient Entities (% of Instances)



Beneficiary Entities (% of Instances)

	2016		2017		2018
Individuals/families	58.8%	↓	35.3%	↑	37.0%
Nonprofit organizations	22.1%	↑	34.1%	↓	32.4%
Institutions	16.6%	↑	24.5%	~	23.5%
Local/national governments	0.6%	↑	2.5%	↑	5.6%

Key points

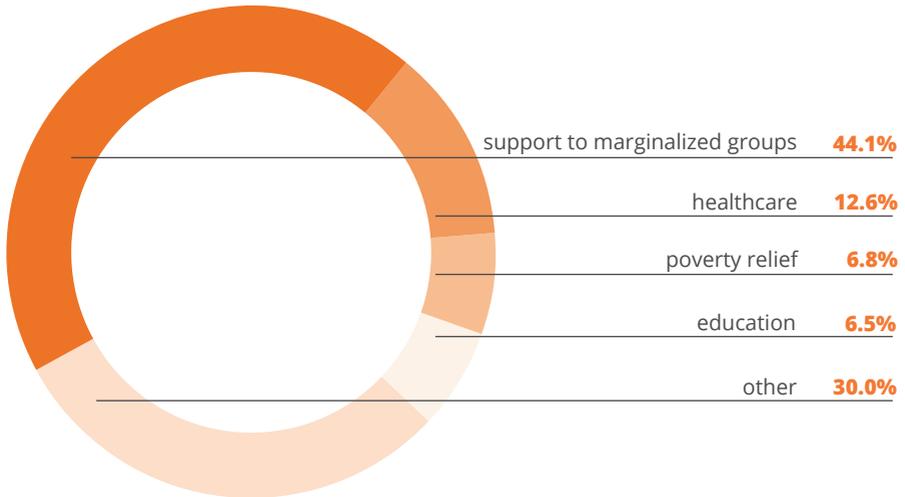
In comparison with 2017, the ranking of recipient entities according to donors' interest has stayed the same.

The most frequent instances of charitable giving have been directed towards individuals and families, with a slight increase in comparison from last year - 37% of all recorded instances. This support was to a large extent provided in the form of supplies and medical treatments for people with health issues.

Nonprofit organizations have seen only a small drop and remained in second place with 32.4% instances recorded. Institutions were supported with the same level of frequency as in 2017 (23.5% instances), while local/national governments increased by 5.6%. Accordingly, giving to the state (both institutions and local and national governments considered) are on the rise – this year the donors have opted to support the state with 29.1% of all recorded instances. Institutions were most frequent recipients in the education field, whereas local and national governments' increase was mostly for capital investment purposes.

Nonprofit organizations in 2018

Themes Supported by Nonprofits (% of Instances)



Key points

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

After last year's significant increase in percentage of instances directed towards nonprofits, in 2018 a slight drop in frequency of support was recorded. Still, with 32.4% of instances, nonprofit organizations are ranked second on the donors' list.

Nonprofit organizations are continuing with the expansion of their work and activities, successfully reaching out to donors through fundraising efforts, events and campaigns and establishing long-lasting partnerships with other stakeholders with the main goal to support causes of significant importance in local communities.

The themes that were supported through the work of nonprofit organizations are first and foremost support to marginalized groups which, as seen in 2017, received the most instances directed towards nonprofits (44.1%). This is followed by healthcare (12.6%) and poverty relief (6.8%) with reduced percentage of instances, while interest for education has risen to 6.5%. Out of other themes, percentage

for sport indicates higher significance (10%), as stronger support to local sport clubs and initiatives aimed at promotion of sports have been recorded.

Closer examination of beneficiary groups supported through nonprofits indicates different rankings than in 2017: this year the population from local communities benefited the most out of the total allocated instances for nonprofit organizations – 25.4%. Further, support was directed towards people in economic need with 21.9% donation instances, people with disabilities (17.5%) and finally people with health issues (16.9%). The range of other supported groups remains wide with two additions to the list this year: unemployed and children and youth at risk. There were some other beneficiaries who were not in the donors focus at all - refugees / IDPs.

The main supporter for the work and causes of the nonprofits continues to be citizens with 43.9% of donation instances, while corporate sector follows behind (32.1%). Both leading donor types have experienced a decrease, whereas on the other hand a significant increase is recorded with mixed donor types, who in 2018 participated in 16.3% of the instances allocated to nonprofits; this percentage is actually raised by strengthened activities of various initiatives in the local communities where events and campaigns gathered a large number of supporters in one place - citizens and the corporate sector.

Thanks to well-structured and more transparent fundraising efforts in 2018 a few domestic associations were supported with multiple donation instances: “Srce za djecu oboljelu od raka” (“Heart for the Children with Cancer”) Association dedicated to helping children with cancer, the famous Pomozi.ba Association which helps not only economically challenged people but also people with health issues, Mozaik prijateljstva Association of Citizens (providing public kitchen services), SOS Children’s Villages B&H, Iskra Association of Parents of Children with Malignant Diseases, and International Forum of Solidarity EMMAUS which assists in the Middle East migrants crisis. Out of the private foundations, IN Foundation – a foundation for social inclusion of children and youth in Bosnia and Herzegovina has been noted as a more frequent recipient than others, but also The Foundation of Local Democracy (Safe House), dedicated to helping survivors of domestic violence.

Corporate- nonprofit partnerships

The corporate sector has often noticed the two-decade work of SOS Children’s Villages B&H. Some companies, however, opted to invest in the domestic nonprofit more frequently than most, helping children without parental care have a better future. Companies such

as Bosnalijek, Bingo Export-Import Tuzla, Raiffeisen Bank, and Violeta doo have continued their multiyear commitments to the SOS Children's Villages B&H with more than EUR 45,000 in 2018 altogether.

Support to the local community

Run by the Mozaik Foundation, the Lonac program helped 269 projects find support from citizens of local communities and companies in 40 municipalities of Bosnia and Herzegovina. The program itself centers on bringing crowd-supported solutions to local needs, whether the solutions take the form of new playgrounds, lights for basketball fields, self-defense classes or physical education activities for children. More than EUR 100,000 has been invested thanks to fundraising campaigns (i.e. mass individual giving) and direct contributions from the corporate sector.

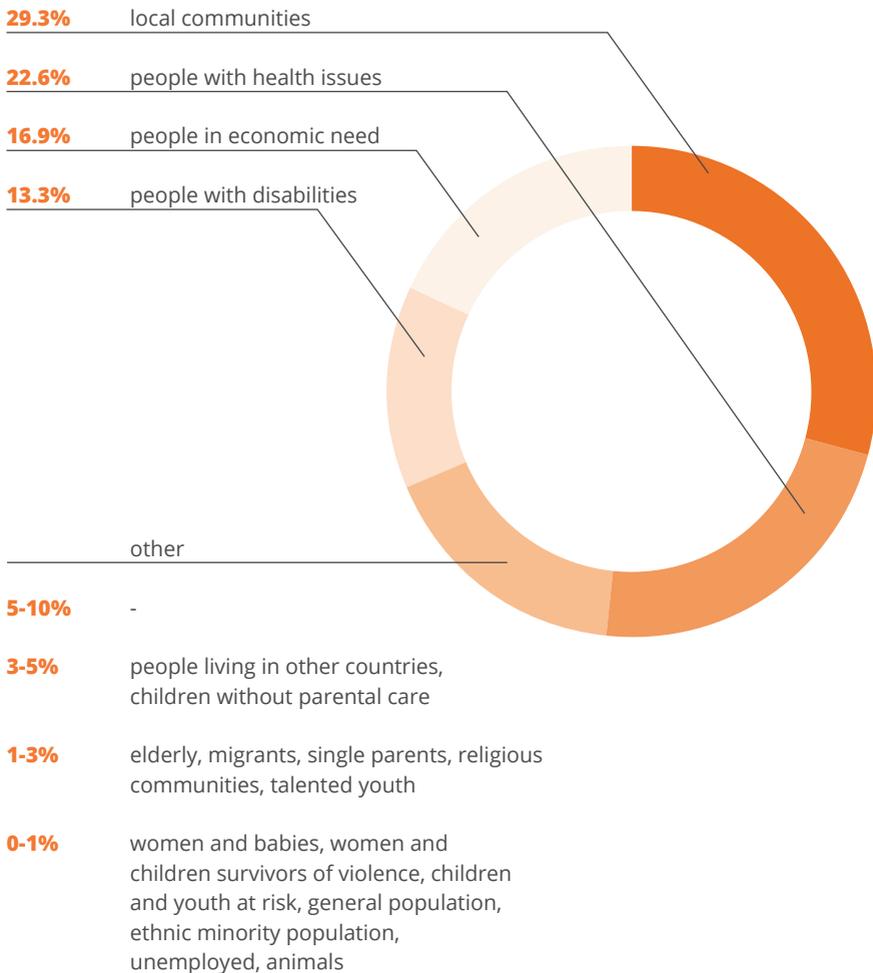
The Tuzla Community Foundation has an important role in strengthening the local community of their home town. The programs which they coordinate build up the philanthropic landscape of Tuzla with funding, mentorship and mobilization, often including citizen participation and co-financing of citizen initiatives. Thanks to the support of companies and citizens, the Tuzla Community Foundation has collected EUR 40,000 in 2018. An example of their work involves a fundraising campaign for a playground in Tuzla. In cooperation with the Foundation, the triathlon competitor Mladen Nedić started "selling" the kilometers he would successfully cover during his Iron Man triathlon bouts, at EUR 25 a kilometer. So far, the campaign has generated over EUR 7,000 worth of donations.

Successful Campaigns

The „Srce za djecu koja boluju od raka“ (“Heart for the Children with Cancer”) Association inaugurated a campaign in 2017 called “My hair – your hair” for the collection of hair from which they can make wigs for children who suffer from cancer. In 2018, they have successfully expanded their campaign to eight cities across the country, attracting citizens and public figures alike in various events from March to November. Thanks to the donations of about a hundred individuals, the Association created 24 wigs to make the children happier.

One campaign stands out from all the others given its personal commitment to the environment. Newlyweds (and artists) Ena Mulavdić and Ebrahim Mohammadian Elird decided to invest the bouquets of flowers they would have received on their wedding day into a specific environmental cause: planting trees. Donating the gifted money to the forestry of Sarajevo, the couple and their wedding guests organized a planting ceremony in a nearby field to mark their gift to the town and the whole world.

Beneficiaries



Trends in Key Final Beneficiary Groups (% of Instances)

	2016		2017		2018
Local communities	8.0%	↗	16.5%	↗	29.3%
People with health issues	31.9%	↘	22.6%	↔	22.6%
People in economic need	18.9%	↗	22.8%	↘	16.9%
People with disabilities	17.4%	↗	18.6%	↘	13.3%

Key points

The main categories of final beneficiaries that are most frequently supported remain local communities in the first position with 29.3% donation instances, people with health issues (22.6%), people in economic need (16.9%) and at the end people with disabilities (13.3%). All four have cumulatively received 82.1% of instances.

Data show that 2018 is the year of donors' intensive interest in issues that are tackling many small and large local communities, raising their support for education in the first place. Although donors' attention was directed to the same four main beneficiary groups, their ranking according to the number of received donation instances is completely different from 2017. Last year's least supported people from the local communities, in 2018 received the biggest portion of donation instances with an increase in percentage of more than 12%.

In comparison with 2017, people with health issues is the only beneficiary group that retained the second position with the same level of frequency. Last year's first ranked people in economic need have decreased their presence and together with people with disabilities are placed at the bottom of the list.

Other less supported beneficiary groups remain within the frame. Children without parental care and people living in other countries are recorded as a bit less than 5% each, while other groups are supported with 1.5% or lesser. There are a few changes however, this year. Unemployed people have again appeared on the list after several years of absence, while this year homeless people and refugees/IDPs were not supported at all.

Use of donations

By % of Instances



Key points

While in the first three years of tracking philanthropy in B&H, long term-support has been gradually experiencing a drop-in percentage; as of 2016, donor's determination to invest strategically has been strengthened once again.

This year 38.2% of donation instances was directed towards various recipients in the form of strategic long-term support – and when compared with 2017 this represents a significant increase of over 10%. Looking at the type of support, donations of equipment were particularly raised, while there was also an increase in services noted. Although the one-off support (medical treatments, supplies, humanitarian support and individual housing) remains predominant with a decrease of 52.3%, this is a very positive indicator showing that donors are more aware of the needs for investments that can have a long-term influence. Finally, thanks to media and stakeholders' openness to share more detailed information on giving, the number of instances for which the actual specific use was not possible to determine this year, was cut to almost half (9.5%).

Corporate sector has always been oriented towards long-term giving and this year more so. In 2018, 60.8% of donation instances and 79.5% of the donated value coming from companies, corporate foundations and SMEs are actually given in the form of strategic investments.

Use of donations (% of instances)

	2016		2017		2018
One-Off Support	69.9%	↓	54.4%	↓	52.3%
Long-Term Support	17.6%	↓	27.8%	↑	38.2%
Unknown	12.6%	↑	17.8%	↓	9.5%

Examples of long-term strategic support

Given their position to make strategic investments, corporations often focus on creating a larger social impact within their CSR projects. Two examples of long-term support stand out this year. EFT-Rudnik and Termoelektrana Stanari d.o.o. donated EUR 47,000 for the reconstruction of the “Desanka Maksimović” Elementary School in Dragalovci. The project covered the whole building and its surroundings, creating a new roof, facade, windows, bathrooms and even the school playground in the process. As a different investment, SPORTEK shoe factory in Kotor Varoš donated an ultrasound machine to the St. Panteleimon Health Center, in the value of EUR 37,000.

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