

# 2016 Annual Report on the State of Philanthropy MONTENEGRO

## Quick Facts

**28.7%**

Northern  
Montenegro

**33.4%**

Central  
Montenegro

**35.2%**

Southern  
Montenegro

**1.5%**

Throughout  
Montenegro

**1.2%**

Outside of  
Montenegro



**742**

# OF RECORDED  
INSTANCES

**mil.€**

**4.4**

ESTIMATED TOTAL  
VALUE



**7.0 €**

AVERAGE  
DONATION PER  
CITIZEN



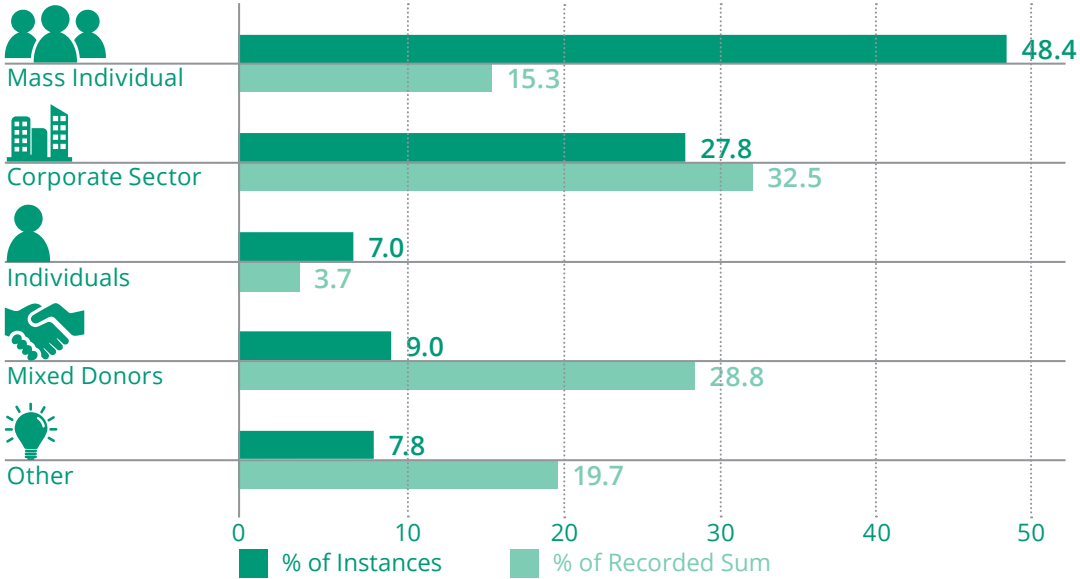
**14.7%**

INCREASE FROM  
2015

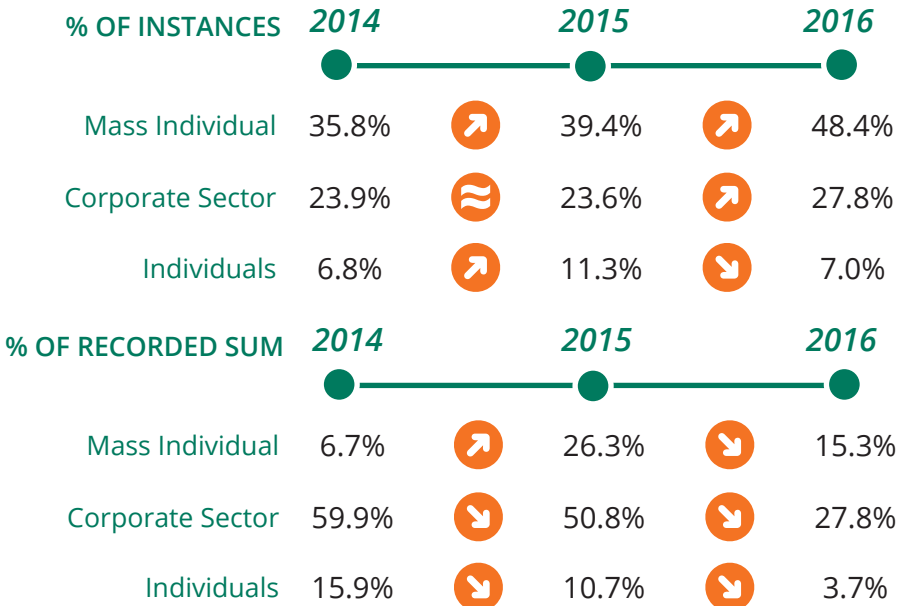
During 2016, Catalyst Balkans tracked media reports on domestic individual, corporate and diaspora philanthropy in Montenegro. This brochure provides key statistics on the findings of this research.

# DONORS

## DONATIONS BY TYPE OF DONORS (% of Instances, vs. % of Recorded Sum)



## KEY TRENDS IN TYPES OF DONORS - 2014 TO 2016



## KEY POINTS

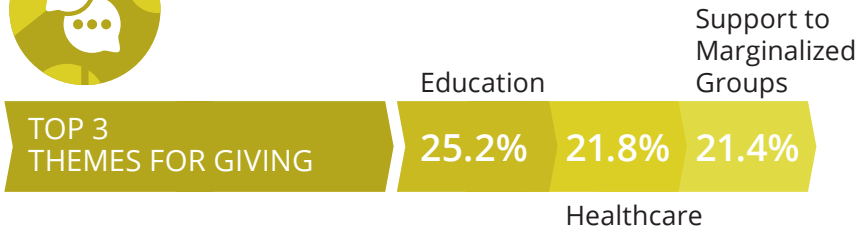
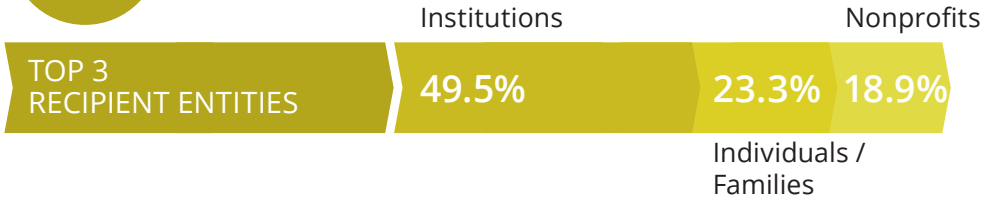


- In 2016 there were 742 recorded unique instances of charitable giving, which is a slight increase (10.7%) in comparison with 2015.
- If we analyze geographic distribution of giving, we can observe significant increase of number of instances in Southern Montenegro and decrease in Northern Montenegro; this change, mostly due to couple of effective campaign for medical treatment in Southern Montenegro, resulted in relatively equal distribution of instances in all three regions. There is also slight decrease in percentage of donations given out of country and throughout Montenegro.
- In 2016, the most active donors were citizens in mass individual giving actions (48.4%), followed by the corporate sector (27.8%) and individuals (7.0%).
- If we look into value of donations, the picture changes: the corporate sector takes the lead with a 27.8% share in the total recorded sum; next on the list are mixed donors with share of 28.8% and then other type of donors with 19.7% share. Citizens with a share of 15.3% are on the fourth place and are followed by individual donors at 3.7%. In comparison with 2015, there is a significant increase in the share of mixed donors and other types of donors (mostly due to associations contributions). These changes come as result of several very successful campaigns for medical treatments, supported by various types of donors and greater engagement of Rotary clubs.
- If we analyze giving by diaspora, both the percentage of instances as well as recorded value of donations increased slightly in comparison with 2015.
- Overall, citizens (mass individual donors) continue to increase their level of activity. The presence of the corporate sector (companies and small and medium enterprises) in terms of amount seems smaller, however, they participated significantly in campaigns supported by various types of donors and engaged in Rotary club activities. As in several other countries, campaigns that attract various types of donors are on the increase.



## CORPORATE SECTOR

### Profiles of the Most Common Types of Donors



## EXAMPLES OF CORPORATE SECTOR DONATIONS



*Podgorica Company Jugopetrol AD donated EUR 10,700 for reconstruction of the Educational Center PaMark department for education of persons with physical disabilities.*

*As a part of the 9th anniversary mobile provider M:tel doo donated specialized vehicles to Podgorica and Nikšić local authorities, which will help public infrastructure works. Each vehicle is worth EUR 50,000.*

*IT sector of Adriatic Marias - Porto Montenegro company donated computers and related equipment to children in Home for children without parental care Mladost in Bljela.*

*Interesting example of giving is coming from Tivat, where Luštica Development AD donated three solar power park benches to the Tivat Municipality. The benches, which are worth EUR 5,700, accumulate solar power that can be later used for charging mobile phones, free internet, etc. The same company donated over EUR 5,800 for new doors and windows for the Tivat Sport Hall Župa. Luštica Development made number of other donations in Tivat community.*



## MASS INDIVIDUAL

### Profiles of the Most Common Types of Donors



Individuals /  
Families

Nonprofits

TOP 3  
RECIPIENT ENTITIES

56.0%

22.3%

16.4%

Institutions



Healthcare

Poverty Relief /  
Mitigation

TOP 3  
THEMES FOR GIVING

44.0%

22.6%

13.9%

Support to  
Marginalized  
Groups



People with  
Health Issues

People with  
Disabilities

TOP 3  
FINAL BENEFICIARY GROUPS

39.0%

18.1%

13.4%

Economically  
Vulnerable

## EXAMPLES OF MASS INDIVIDUAL GIVING



*In 2016 citizens in Montenegro were included in number of fundraising campaigns directed to raising funds for medical treatments and helping people in economic need.*

*However, the year of 2016 was also marked by high number of smaller, local actions. Thus, for example, **Association Adra Montenegro** organized a fundraising lecture of famous motivational speaker Nick Vujačić and donated income to the City of Podgorica for construction of elevator for persons with physical disabilities at the public swimming pool.*

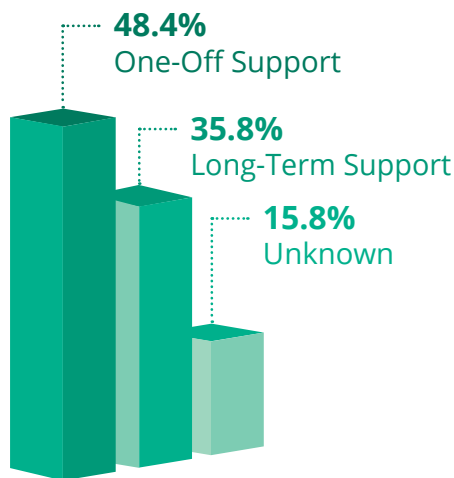
*In Kotor, **Šjore od mota** organized action of collecting goods and food products in shopping center Kamelija in Kotor, which were distributed to community units (mesne zajednice) for elderly with low income and those living in poor economic conditions.*

***Fundraising fairs** selling products made by pupils of elementary schools were organized in Ulcinj, Tivat, Berane, Cetinje, Budva, Mojkovac, Bijelo Polje and other towns. Income was directed to day care centers working with children with disabilities.*

***Youth Foundation (Fondacija mladih) performing with CSO Aktivna zona** organized fundraising action "Zajedno bez barijera" (Together Without Obstacles) in order to provide financial resources for adaptations on building Prijestonica Cetinje as to make it accessible for people with disabilities.*

## USE OF DONATIONS

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



Data for Montenegro regarding the use of donations shows that nearly half (48.4%) of recorded instances are directed to one-off support (medical treatments, supplies and humanitarian support). A smaller percentage of 35.8% was directed to support that may produce long-term effects (mostly equipment and services). The corporate sector shows a distinct preference for giving strategically: as many as 61.2% of their donations are those with potential long-term effect. Overall, Montenegro is one of the countries with better ratio between one-off and long-term donations, and that ratio doesn't fluctuate much over the years.



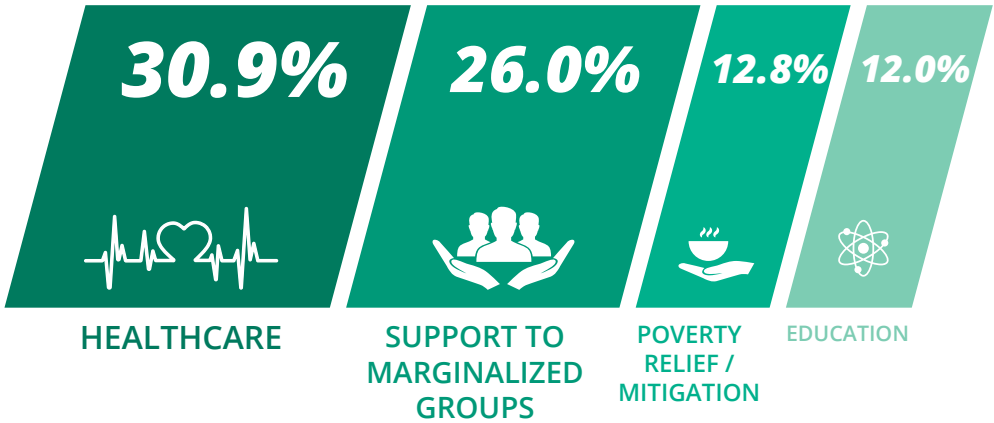
### EXAMPLES OF LONG-TERM SUPPORT

This year, *Crnogorski Telekom (Telekom Montenegro AD)* had several strategic donations. Through grant program titled *Za svako dobro (For good causes)* they supported six local community projects that engaged citizens in solving local issues. Within the program, various associations were supported, such as nonprofit *Ognjen Rakočević Foundation* that gathers autistic children and their families; *Association of children and youth with development issues New hope*; *Scout Unit Njegoš* and the like. At the same time, they also invested in education, by donating IT network system and equipment to *Electrotechnical Faculty*.

USE OF DONATIONS (by % of Instances)	2014		2015		2016
Long-Term Support	37.1%	↘	34.5%	≈	35.8%
One-Off Support	50.6%	↘	49.3%	≈	48.4%
Unknown	12.3%	↗	16.2%	≈	15.8%

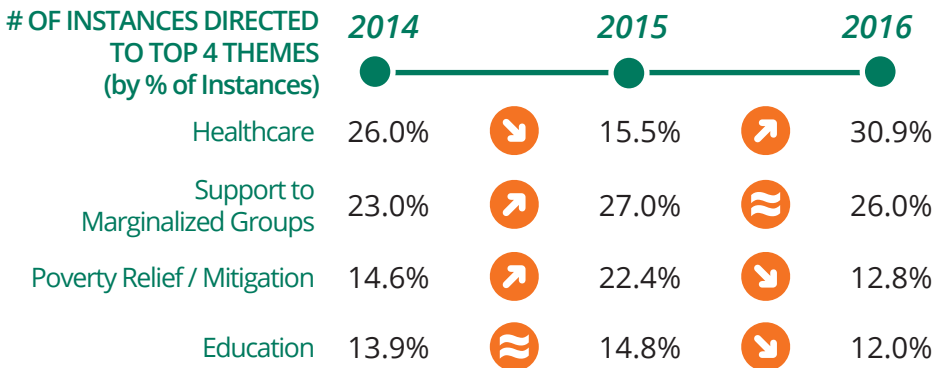


KEY THEMES FOR GIVING



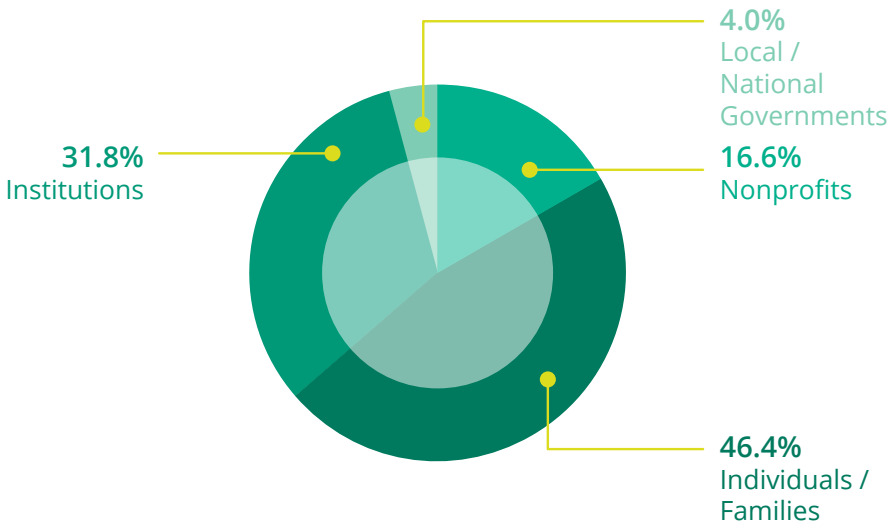
BREAKDOWN OF OTHER THEMES (by % of Instances)

from 0 to 1%	from 1 to 3%	from 3 to 5%	over 5%
<ul style="list-style-type: none"> <li>Religious Activities</li> <li>Community Development</li> <li>Culture and Arts</li> <li>Heritage</li> <li>Human Rights</li> </ul>	<ul style="list-style-type: none"> <li>Public Infrastructure</li> <li>Animal Welfare</li> <li>Sport</li> <li>Environment</li> <li>Assistance in Emergencies</li> </ul>	<ul style="list-style-type: none"> <li>-</li> </ul>	<ul style="list-style-type: none"> <li>Seasonal Giving</li> </ul>



## RECIPIENT ENTITIES

### TYPE OF RECIPIENT ENTITIES (% of Instances)



In 2016, the most frequent recipients of giving were individuals and families (46.4%), which confirmed the trend of growth in percentage of instances directed toward this group. Institutions have experienced a decrease, while support to nonprofit organizations slightly increased. Local and national governments remain on the approximately same level as in 2016.

# OF INSTANCES DIRECTED TO VARIOUS TYPES OF RECIPIENT ENTITIES (by % of Instances)	2014		2015		2016
Individuals / Families	36.4%	↗	41.9%	↗	46.4%
Institutions	38.7%	↘	36.6%	↘	31.8%
Nonprofits	13.4%	↗	14.6%	↗	16.6%
Local / National Governments	5.0%	≈	4.8%	≈	4.0%

RECIPIENTS OF DONATIONS

25.7%



POPULATION FROM SPECIFIC LOCAL COMMUNITIES

22.9%



PEOPLE WITH HEALTH ISSUES

22.4%



ECONOMICALLY VULNERABLE

12.0%



PEOPLE WITH DISABILITIES

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

from 0 to 1%

- Homeless People
- Single Parents
- Unemployed
- Children and Youth at Risk
- Ethnic Minority Population
- Women and Children Survivors of Violence
- Religious Communities
- Talented Children and Youth

from 1 to 2%

- Mothers and Babies
- People from Other Countries
- Animals

from 2 to 5%

- Children Without Parental Care
- General Population
- Elderly Population

over 5%

- Seasonal Giving

KEY FINAL BENEFICIARY GROUPS (by % of Instances)

	2014		2015		2016
Population from Specific Local Communities	23.5%	↗	25.1%	≈	25.7%
People with Health Issues	16.6%	↘	11.2%	↗	22.9%
Economically Vulnerable	15.3%	↗	23.7%	≈	22.4%
People with Disabilities	15.0%	↗	16.7%	↘	12.0%

Research Conducted by:



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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 Montenegro was reported in only 29.1% of the instances, estimation about the total amount donated is made by extrapolation based on the known data.*

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