



## ANNUAL REPORT ON THE STATE OF PHILANTHROPY

### QUICK FACTS

**42.7%**

SKOPJE

**2.2%**

POLOG

**6.9%**

VARDAR

**12.2%**

PELAGONIA

**2.3%**

NORTHEAST

**9.1%**

EAST

**7.9%**

SOUTHEAST

**13.6%**

SOUTHWEST

**1.9%**

OUTSIDE OF  
NORTH MACEDONIA

**1.2%**

THROUGHOUT  
NORTH MACEDONIA

Map showing regions and geographic distribution



**581**

number of recorded instances



**€ 2.0 million**

estimated value of donations



**€ 2.3**

average donation per individual



**96.1%**

increase from 2017

*in partnership with:*

*supported by:*



# Introductory remarks

The analysis of the status of philanthropy in North Macedonia in 2018 was heavily influenced by two factors. Firstly, after two years of showing an increase in the transparency of media reports regarding amounts donated, in 2018 the percentage of media reports providing donated values dropped to about 17%, among the lowest in the region and significantly lower than in 2017. In addition, the data from direct sources – whom we use to verify information was not easy to access due to the reluctance of donors and lack of responsiveness from their side. The second factor that influenced the picture presented here is a very significant corporate infrastructural investment done by a single company. This one donation effectively doubled the recorded amount in 2018 (in comparison with 2017) and significantly affected the results of our research. For those reasons, this report will present only a recorded amount given, without providing any estimations. We believe that this report should be read with these two factors in mind, as well as the fact that continued monitoring over the following years will point out trends in philanthropy development and other trends in media reporting on the subject.

## 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 North Macedonia in the period from 1 January to 31 December 2018. In this period, a total of 4,711 records related to charitable giving by all types of donors were processed in the Giving Balkans database, of which 581 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 North Macedonia.

# Key points

## Level of giving

581 unique instances of charitable giving were recorded in 2018. While this represents a decrease of 13.4% when compared to last year, due to one large corporate donation, a very significant increase of nearly 2 million Euros was noted resulting in the growth of North Macedonia's giving for over 95% from 2017.

## Geographic distribution

The distribution of support according to the regions is on a similar level as last year: Skopje region traditionally invites most donations - this year saw 42.7% of all recorded instances, while other regions follow with minor fluctuations on each point. In 2018, donors were more supportive towards other countries; on the contrary, number of donation instances sent to multiple regions throughout the country dropped this year. As for the *capital* itself, Skopje received 43.2% of all donation instances, which places Skopje as the highest ranked town.

## Donors

In terms of the *donor activity*, this year's results are similar to 2017 in the ranking of donors. The ratio of citizens (46.1%), companies (40.4%) and individuals (7.4%) feature only minor changes, where the percentages of corporate and individual donation instances experienced an increase, while the percentage of citizens' participation was reduced. If we look at the *donated values*, significant changes have been recorded in the soaring level of corporate support to 67.5% (again, due to one significant donation), with more than 25% of the difference from last year's level, which inevitably influenced the reduced share of the total value donated by individuals (7.3%) and citizens (12.1%).

## Themes

Healthcare was at the top of the list with 23.2% of donation instances, while support to marginalized groups, poverty relief, and education follow behind. The ranking is a bit different than last year, with healthcare (which saw a raise in percentage) placed first, replacing significantly a reduced theme of support to marginalized groups, while poverty relief and education stayed at the same level.

## Recipients

Some oscillation is visible in the slight reduction of percentage of donation instances for the most frequent recipients: individuals and families (31.2%) and for nonprofits as well (29.3%). A strong increase of support frequency is recorded in the percentage of instances toward the state (institutions in 25.1% and local and national governments featured in 12.9%) and for healthcare, as the number of instances directed towards health institutions has particularly increased.

## **Non-profit organizations**

Nonprofits (CSOs and private foundations) were the second ranking recipient with 29.3% of donation instances, and this represents a decrease when compared with 2017. Trend of donor support to nonprofits is continued with citizens being the most active donors in a greater number of cases (70%), while the corporate sector remained at second position with a huge drop in the percentage of donation instances. The theme which is of the biggest importance for the nonprofits continues to be the support to marginalized groups, although poverty relief has seen quite a rise in the number of instances in 2018.

## **Use of donations**

This year is marked by an increase in long-term strategic assistance: the percentage of instances of long-term support is at its all-time highest – 39.8%; one-off support saw some increase as well. Thanks to the improved quality of collected data on specific use of donations, the number of instances for which the use could not be determined is in decrease and at its lowest in all previous years so far (2013-2018).

## **Beneficiaries**

Following the trends from last year and comprising together the majority of all instances, four most frequently supported beneficiary groups retain the dominant position, although with a slightly changed ranking this year. Last year's first ranked - people in economic need have seen a drop in number of instances (20.7%), thereby making space for a significant rise in support to the population from local communities which is now first-ranked with 34.1% of recorded donation instances. The range of other beneficiary groups is still present with minor changes in percentages: people with health issues and people with disabilities were supported with 17% and 10.8% of donation instances, respectively.

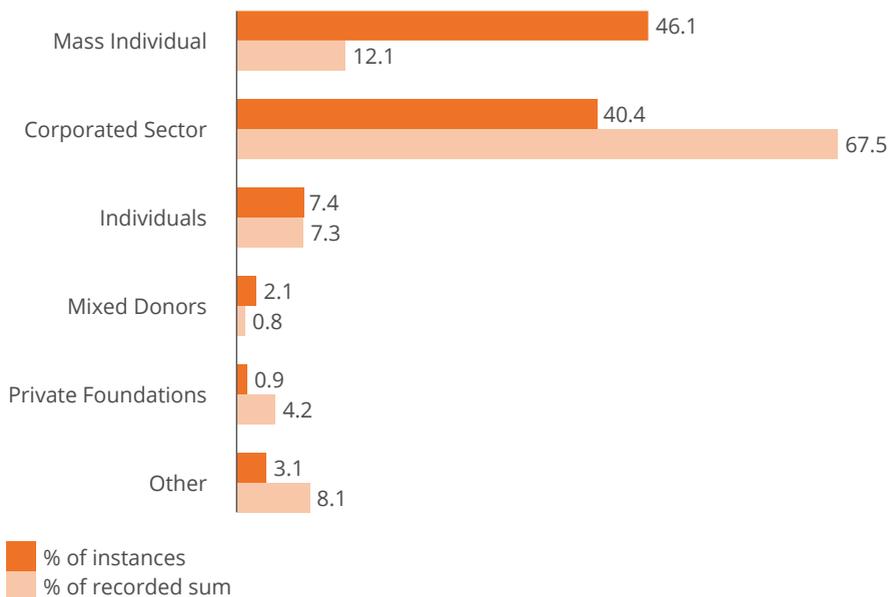
## **Data transparency**

Despite the ascending trend noticed in the past two years, in 2018, the transparency of the value was found in only 17% of instances, featuring a 12.4% decrease from last year's 29.4%.

Overall, year 2018 in North Macedonia brought highly increased recorded donated values which stands out of the trends' range, thus influencing the general picture of charitable giving. Corporate sector remains the first ranked donor, showing growth in both activity and donated value. This year healthcare is the most supported theme, while a significant increase in support is recorded for the state and institutions in particular, with the continuation of a positive trend of strategic support. A rise in support to institutions and eventually the state, influenced the ranking of the beneficiaries, placing local communities at the top.

# Donors

## Donations by Type of Donors



## Key Trends in Types of Donors

Number of recorded instances (%)	2016		2017		2018
Mass Individual	55.7%	↓	51.6%	↓	46.1%
Corporate Sector	28.3%	↑	35.5%	↑	40.4%
Individuals	9.6%	↓	5.2%	↑	7.4%
Recorded sum (%)	2016		2017		2018
Mass Individual	8.8%	↑	21.0%	↓	12.1%
Corporate Sector	15.1%	↑	41.8%	↑	67.5%
Individuals	62.8%	↓	27.6%	↓	7.3%

## Key points

2018 data shows that philanthropic activity in North Macedonia was on a lower level than in 2017 - 581 instances of charitable giving were recorded which is 13.4% less than in the previous year. This year information about the value was available only in 17% of donation instances. Still, approximately 2 million EUR, which was recorded, could be verified using other sources.

Even though the ranking of donors is unchanged, this year is marked by a stronger presence of the corporate sector, both in terms of the number of instances and donated values. According to the number of instances, the representation of the corporate sector has been improving for the past three years, reaching an all-time high of 40.4% in 2018. On the other hand, citizens, through mass individual donations have been gradually decreasing participation in quantity year by year (46.1% in 2018) - this year fewer number of initiatives and fundraising campaigns was organized. Individual donors have strengthened their presence this year, but remain represented in less than 10% of all instances.

According to the recorded donated value, the corporate sector raised its share significantly to 67.5%. This is an increase of over 25% from last year and almost double the recorded amount. The value of a single corporate donation that contributed to the raising of this percentage is almost a million euros, which is more than six times the value of the next largest donation according to the allocated amount. Consequently, the share of citizens and individual donors have fallen to 12.1% and 7.3% respectively, after being featured in significantly higher percentages last year. As for individual donors, unlike in 2017, when several instances stood out with donations of a higher value, this year, no significant individual donors' monetary contributions were recorded.

Private foundations and mixed donors did not contribute to higher participation: their contribution was recorded in less than 3% of all instances together, and 5% of the amount given in 2018.

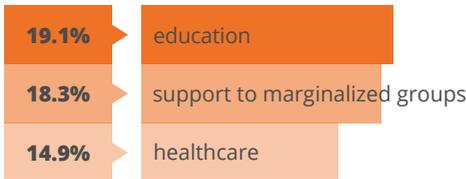
Donation instances coming from diaspora were recorded in 2.6% of all cases, which is a similar level as last year, while the total recorded value donated has increased to 9.6% in 2018.

# Profiles of the most common types of donors: Corporate sector

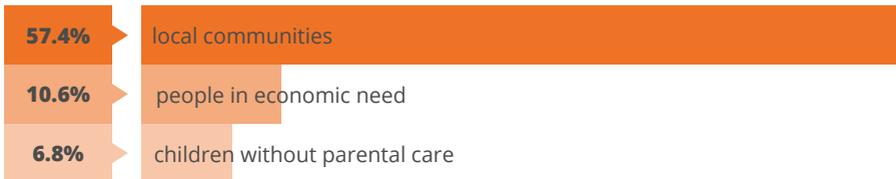
## Top 3 Recipient Entities



## Top 3 Themes for Giving



## Top 3 Final Beneficiary Groups



### Examples of corporate sector giving

Company Philip Morris TKP is one of the first companies continuously investing own resources in modernization and improvement of the quality of education, with aim to help and promote the educational processes in many schools in North Macedonia. This time, with a valuable donation of EUR 67,000 from Philip Morris TKP, the Prilep secondary municipal school Riste Risteski - Ricko received new cutting edge equipment for performing practical classes from the electrotechnical profession. Along with the equipment, the company provided the complete renovation of the premises where the practical instruction for the needs of this educational profile is carried out. The goal of the donation is to improve the conditions for student, as well as the overall quality of teaching and the work of the staff.

Other investments were similar in nature. As a socially responsible business, Eurolink Insurance has traditionally donated funds for scholarships to the students of the University of Law in Skopje. This year EUR 26,050 was allocated for 35 scholarships, where 25 students in the first cycle of studies (i.e. undergraduates) received EUR 650 each, and 10 students in the second cycle of studies (i.e. graduates) received EUR 980 each.

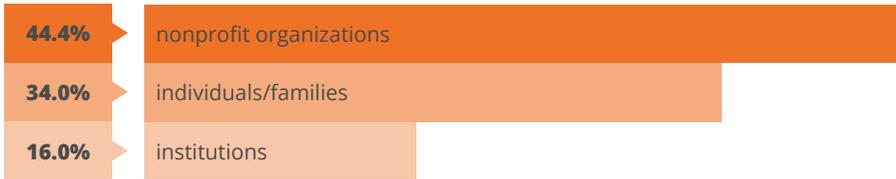
Another example comes from Skopje as well. Stopanska Banka allocated EUR 45,000 to support people with disabilities by giving out grants to several organizations that provide care and promote inclusion. Funds were dedicated as part of a longer-term campaign, in lieu of a one-off donation. Organizations such as the NPO Imago plus, "Vidi me" association of the visually-impaired, and others were supported as the company celebrated its 75th anniversary.

Because of the high rate of air pollution, several companies from different parts of North Macedonia have joined efforts in a campaign to equip preschool institutions with air purifiers. A great number of purifiers were donated to kindergartens in Bitola and Skopje and SMEs contributed a great deal- some of the companies being Ecotip DOO Skopje, Sinpeks Bitola, Kiro Dandaro AD Bitola, Stenton Gradba DOO Bitola, Dzili DOOEL Bitola and many more.

At a ceremony held on October 26, 2018 at the Hotel Continental Skopje, the OKO Philanthropy Awards for 2017 were awarded, by the Association HORUS Skopje. Freshys restaurant Skopje received the OKO - Corporate philanthropy award for a small enterprise. Freshys is the first restaurant that functions as a social business - 34% of the profits are donated to homeless people, as well as regular discounts for socially challenged categories of citizens. Further, in 2018, the restaurant supported numerous beneficiaries and did its best to help people who need it the most.

# 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

On a positive note, some new elements of mass individual initiatives and actions were recorded this year - a leading role played by the corporate sector in initiating and organizing fundraising activities and we note this in several interesting examples. Eurolink Insurance organized a fundraising evening to help the Kozle Institute for Lung Disease in Skopje - by fundraising on one night, a sum of EUR 10,000 was collected thanks to the citizens. This was matched by the company with double the amount, totaling the donation to EUR 30,000. Besides the example of the Eurolink initiative, another example comes from the Alkaloid company which organized a humanitarian picnic to fundraise for the association for rare diseases "Life with Challenges." Thanks to the contribution by employees and guests of the picnic, more than EUR 17,000 was collected to support this

organization in its work. Another instance has been the humanitarian auction of paintings organized by the Marili Agency in Skopje. As part of its annual awards it provides to the most successful women in North Macedonia. The agency also auctioned paintings to fund the work of the JZU Health Center in Prilep. Various members of the Marili Business Club provided EUR 3,150 for the improvement of the center's work, acquiring six auctioned paintings in the process.

Other significant initiatives were part of recurring festivals, organized by nonprofits whose names are well known in a wider community. The global Movember Foundation organizes the Distinguished Gentleman's Ride every November since 2012, expanding its portfolio of cities every year. This year, Skopje was included in the ride, successfully raising more than EUR 2,000 in the process. The Movember Foundation donates the funds it raises to research institutions and organizations that amplify the need for fighting prostate cancer. Another recurring event has been the Fourth Chocolate Auction called "Chocolate Spectrum." The auction organized in December of 2018 centered around chocolate figures, for which more than 300 guests bid and contributed. Thanks to this innovative fundraising idea, over EUR 4,800 were donated to the first Autism Center in the region (that works with support of the Foundation STEM Academy).

## **Diaspora support**

Even though diaspora participation was reduced this year, a few examples are worth mentioning. One anonymous donor, for example, dedicated significant personal funds to a family in Kichevo. Being a former Kichevo local, and now residing in the US, this donor has allocated more than EUR 10,000 for the construction of a house that will help a 9-member family live in better conditions.

The Karajanov family (Netherlands) directed their help to another family in need, donating three new carts and an electric elevator for brothers Dimitrijevski from Veles who suffer from cerebral palsy. Latif Cami, a citizen of the US, donated a special vehicle to the Public Utility Company in Debar, which is intended to assist this municipal company in waste collection.

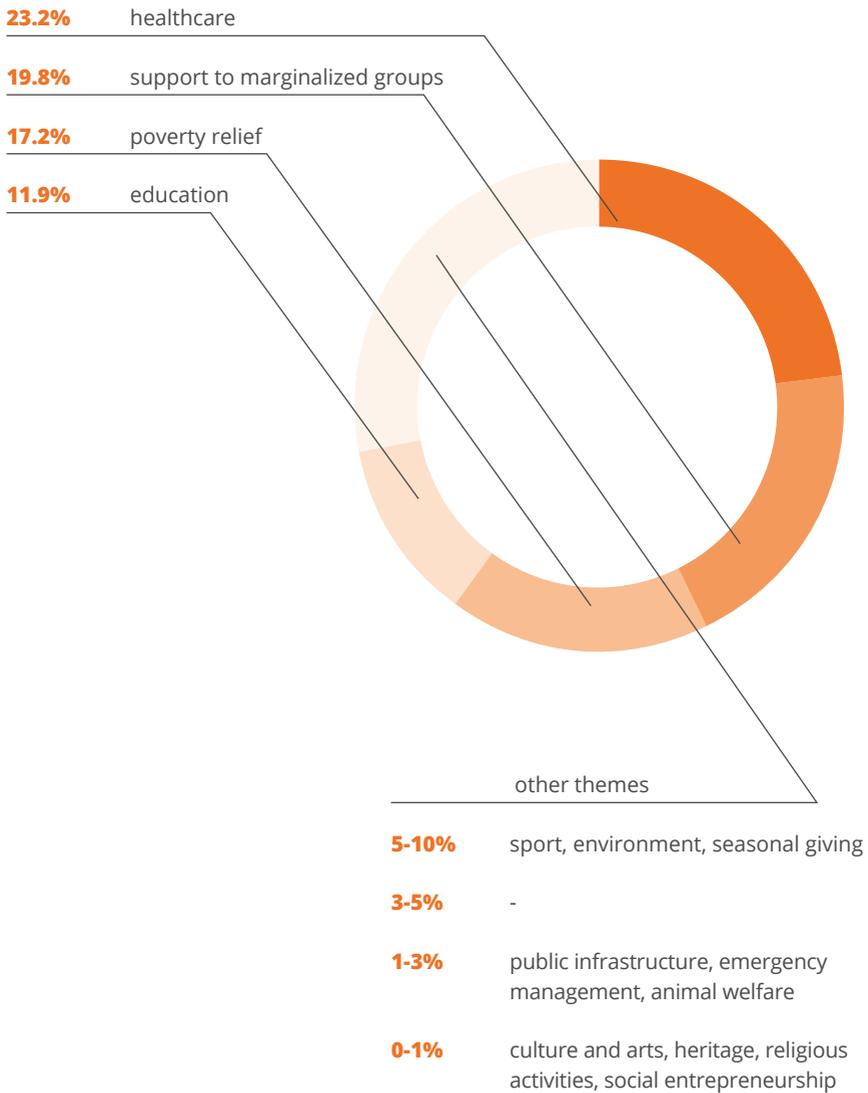
Finally, the "Emigrants from Switzerland for Gostivar" Foundation channeled the funds they collected through diaspora donations towards the provision of school supplies for 100 pupils whose families are in economic need.

**Individual  
contribution**

Gligor Mandalov is one of several people who chose to support the outstanding sportsman, Angel Arnaudov, who is one of the two men who ran six of the most important world marathons held every year in New York, Chicago, Berlin, Tokyo, London and Boston.

Another great example of self-initiative comes from Edita Džemajloska from Podgorci village near Struga, showing that people of North Macedonia are also dedicated to helping those in need, out of the North Macedonian borders, even far away from the region. Edita donated funds for constructing a well with clean drinking water in a village in Tanzania.

# Key themes



## Number of instances aimed at four key themes (%)

Theme	2016		2017		2018
Healthcare	31.1%	↓	18.5%	↑	23.2%
Support to marginalized groups	36.1%	↓	28.5%	↓	19.8%
Poverty relief	12.3%	↑	17.7%	~	17.2%
Education	4.6%	↑	12.5%	~	11.9%

### Key points

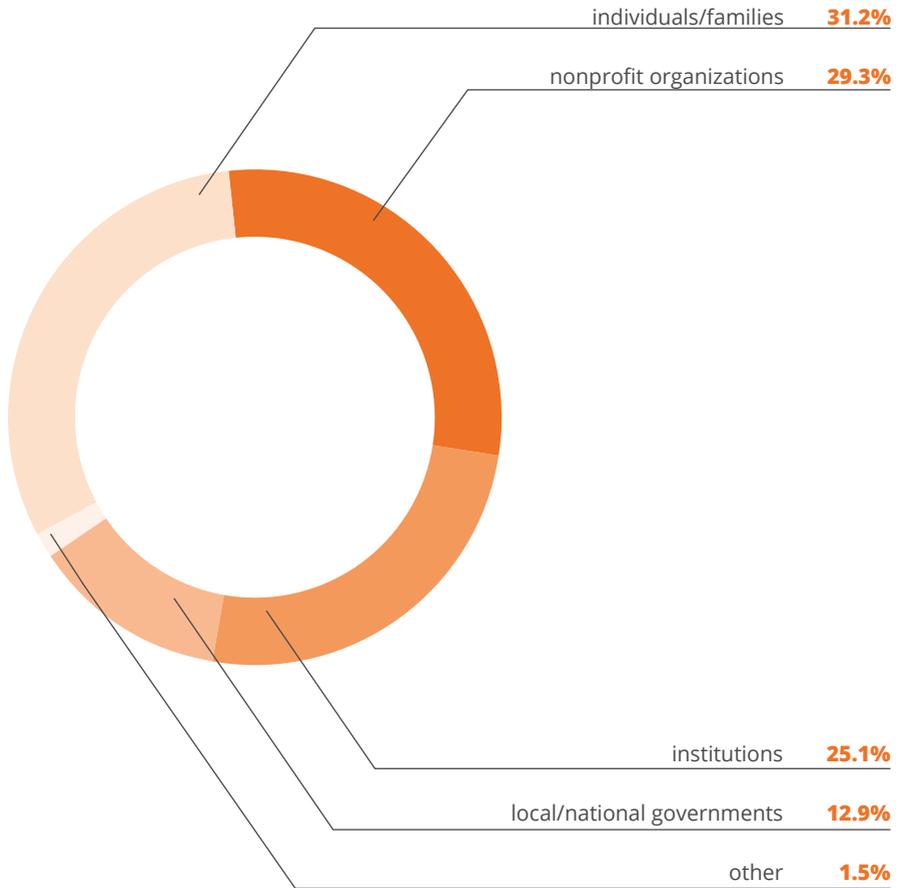
The four key themes that were supported in previous years remain at the top in 2018 as well: healthcare, support to marginalized groups, poverty relief and education. The percentage of all recorded instances that was directed to these themes adds up to 72.1%. This is a smaller cumulative percentage than last year, which means that in 2018 some other less supported topics received somewhat stronger support, like environment, sport and public infrastructure.

The ranking of the first two themes according to the number of registered instances changed this year, switching healthcare (with increased support to 23.2%) and support to marginalized groups (this year it would seem it appeared less interesting to donors) to the first and second rank respectively.

The intermittent switches that happen throughout the years reveal that despite the yearly oscillations, the most salient themes in North Macedonia are related to health and marginalized groups. Increased percentage of instances for healthcare came through more frequent support that was directed to health institutions in particular. Pivoting the donors' focus to healthcare this year, directly influenced a decrease in support to marginalized groups, though an actual drop in frequency of donation instances to social institutions and associations are marginalized groups.

There is no change in the breadth of other supported themes, meaning that no themes were seen for the first time. Positively, more frequent instances were recorded for environment, sport and public infrastructure to some extent. Assistance in emergencies received more traction than the seasonal giving generated this year due to the flooding that affected Kichevo, but also via the support North Macedonian people dedicated to Greece for wildfires that affected Athens.

# Recipients



## Beneficiary Entities (% of Instances)

	2016		2017		2018
Individuals/families	44.3%	↓	39.0%	↓	31.2%
Nonprofit organizations	22.4%	↑	33.5%	↓	29.3%
Institutions	24.2%	↓	20.4%	↑	25.1%
Local/national governments	5.0%	↓	3.4%	↑	12.9%

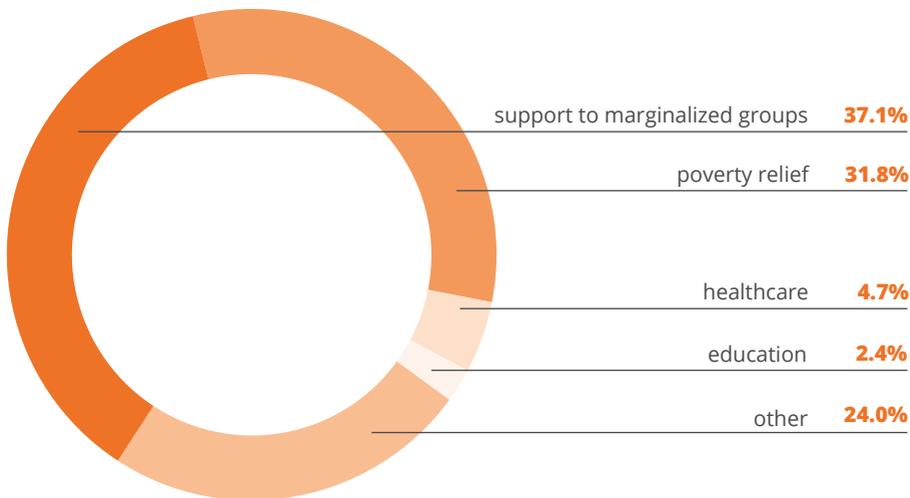
### Key points

The distribution of support to the four key recipient entities is more leveled this year, although individuals and families (31.2%) retain the first position in the number of instances that were directed to them. Nonprofit organizations received a slightly decreased percentage of donation instances, as donors' attention moved from support to marginalized groups, which is the main topic supported through the nonprofit work, to healthcare and support to institutions which saw an increase since last year. Local/national governments attracted an all-time high of all instances; although this did not change their position, giving to the state (the aggregated support to institutions and local and national governments) has returned to the pre-2015 level of 38% of recorded instances.

Looking at the donations to the state more closely, it is important to note that a greater number of instances directed towards health institutions this year, reflected the increase of support to the theme of healthcare, with the raise in strategic giving in equipment to almost 10% in comparison with 2017. Moreover, local and national governments were targeted from the donors' side with an increased number of instances with the aim to assist in various environmental issues.

# Nonprofit organizations in 2018

## Key themes supported by nonprofit organizations



### Key points

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

In North Macedonia, the support to nonprofits oscillated between a quarter and third of all instances, reaching a high point of 33.5% in 2017, only to return to a low point of 29.3% in 2018, decreasing the number of donation instances received by nonprofit organizations by 4.2%. The support for nonprofits seems to closely correlate with the support for institutions, as there is an inverse relationship according to the trends found throughout the years.

In line with the trend that has continued throughout the years, most instances directed to nonprofit organizations in 2018 were coming from citizens, a staggering 70% of all donation instances, whereas the corporate sector (this year in less extent with 18.8%) and individuals (5.3%) follow as the second and third most active supporters. The themes that are most frequently supported by nonprofit organi-

zations are support to marginalized groups (decrease of 37.1%) and poverty reduction (increased by 31.8%) and to a smaller extent healthcare, education, seasonal giving, sport, animal welfare, emergency management, heritage, culture and arts at the end. Sport, seasonal giving and emergency management saw an increase, while other themes maintained the level from 2017 or were slightly less supported, like education. Unlike 2017, this year, nonprofits have not taken any action towards supporting the theme of social entrepreneurship. Final beneficiary groups that have been supported through the work of nonprofits this year have been people in economic need to a large extent (40%). People with disabilities were supported in 15.3% of all cases, local communities in 10.6%, and children without parental care 7.6%. Less frequent support from nonprofit organizations were received for people with health issues, people living in other countries, homeless people, and the elderly, but also minority communities, children and youth at risk. Talented youth and animals were also notable as beneficiaries in the North Macedonian philanthropic community.

Organizations which have been the most interesting to donors and received multiple donations were the SOS Children's Village North Macedonia, Red Cross in Skopje and in Ohrid, Association "Ajde Makedonija" Skopje, Association "Project Happiness" Skopje and the Hellenic Red Cross among others. The Hellenic Red Cross is a new addition and came about due to the extreme wildfires that engulfed Greece and left many of its people stranded.

The private foundations mentioned this year were Todor Proeski Foundation, the "Svet krst" Foundation, and, as an example of support to people in other countries, the Dutch Stichting Haarwensen – a nonprofit supporting women treated for cancer.

## **Successful campaigns**

Many successful campaigns are led by nonprofits that work on very specific themes. Regional foundation "You are a Sunflower" organizes such campaigns every year, this time selling their tailor-made EUR 20 blouses for a total collected value of EUR 62,000. The funds were distributed to the University Clinic of Pediatric Diseases, securing equipment such as infusion pumps, monitors and aspirators. The association "Project Happiness" had a different idea - by fundraising through a humanitarian pasta-oriented dinner and a marathon (jointly under the campaign "Hello, Champions"), the goal was to collect funds for sports that children in economic need will practice. Thanks to the EUR 1,400 collected from both campaigns, the association bought sports equipment and provided free membership fees at sports clubs for children aged 7 to 18.

Other nonprofits find their success in general humanitarian approaches whose focus changes from initiative to initiative. The Rotary Club Kavadarci is such an example, as they managed to raise EUR 4,000 during one of their fundraising campaigns. This campaign is singled out due to its relatively specific goal, which was to provide the didactic materials for the Kindergarten Rada Poceva in Kavadarci, whereas other campaigns focused on more general help to the people in economic need or children in elementary schools. Rotary clubs all over North Macedonia were actually very active in organizing fundraising campaigns for various causes: Rotary Club Ohrid, Rotary Club Kamen Most Skopje, Rotary Club Skopje Kiril i Metodij, Rotary Club Bitola fundraised to support various beneficiary groups and provide assistance for healthcare, education and heritage. On the occasion of 20 years since it re-opened, the Rotary Club Bitola organized a humanitarian party for raising funds for the reconstruction of a cultural and historical landmark, the Officer's House in Bitola.

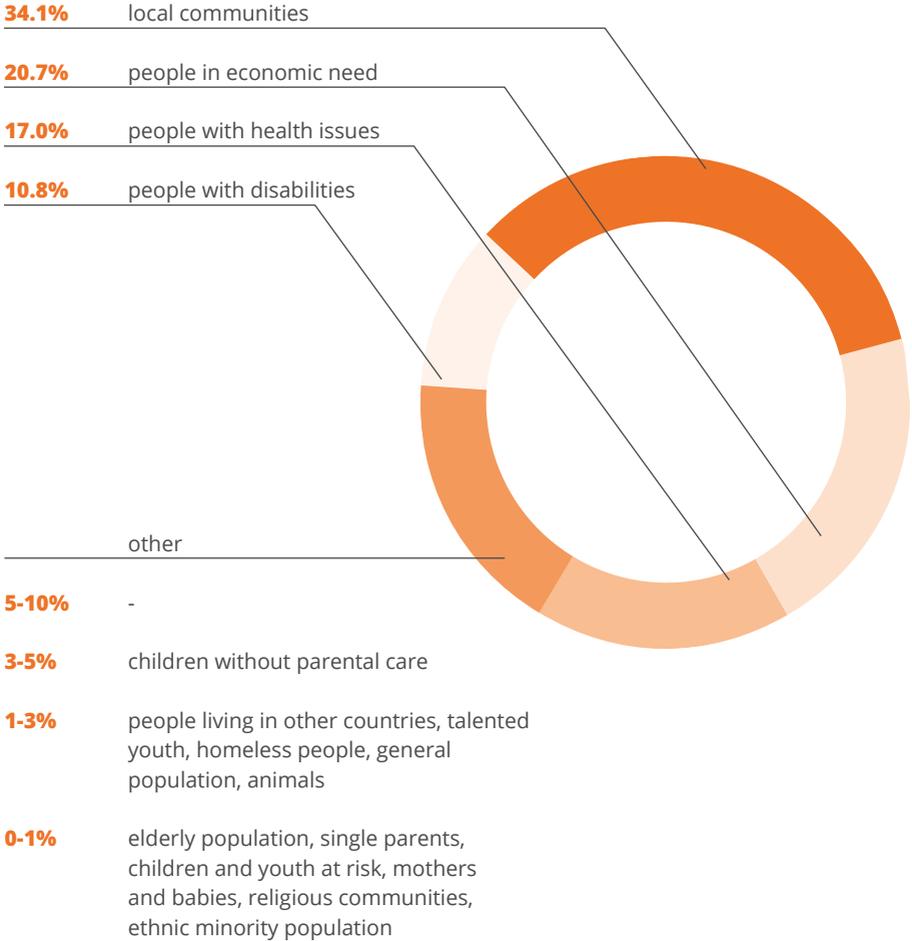
### **Corporate- nonprofit partnerships**

Alkaloid AD Skopje and the Red Cross Skopje have established a relationship which was this year crowned by the OKO Philanthropy Awards for 2017, established and awarded by the Association HORUS Skopje.

This Special award for establishing a long-term strategic partnership between the business sector and the civil sector has been awarded to Alkaloid thanks to the cooperation between the two stakeholders which supports beneficiary groups such as homeless, migrants and people from socially endangered categories. Including direct donations and joint fundraising activities organized through the year, at the heart of this relationship are humanitarian values to which both entities have dedicated themselves.

The Association for the fight against cancer 'BORKA' also has a long-established corporate partner - the company AVON. Traditionally dedicated to the fight against breast cancer, in 2018 AVON helped BORKA's mission with more than EUR 13,000. The donation was announced on the 7th of October during the 10th jubilar iteration of the "Napred Rozevo" event that celebrated the decennary of BORKA's national campaign.

# Beneficiaries



## Trends in Key Final Beneficiary Groups (% of Instances)

	2016		2017		2018
Local communities	8.2%	↗	20.7%	↗	34.1%
People in economic need	16.9%	↗	25.2%	↘	20.7%
People with health issues	31.5%	↘	15.4%	↗	17.0%
People with disabilities	15.1%	↔	14.2%	↘	10.8%

### Key points

The top four final beneficiary groups (local communities, people in economic need, people with health issues, and people with disabilities) comprised more than 82% of the number of instances in 2018. Other beneficiary groups noteworthy are children without parental care (3.6%), people living in other countries (2.8%) and talented youth (2.2%).

The cumulative percentage of instances for all four top beneficiary groups has been progressively increasing over the years, meaning that other less supported beneficiary groups did not strengthen their positions and failed to attract more donors' interest.

The first ranked beneficiary group has been changing over the past years, but in 2018, donors' activity was focused on local communities first, with a notable increase in the number of donation instances of over 13%. This change closely co-relates with the extended support that was provided to institutions and local and national governments, as people from local communities benefit the most from support to these recipient types. Support to people with health issues has also seen a slight increase, while people in economic need and people with disabilities received lower percentage of donation instances this year.

If we look into the way of fundraising for specific beneficiary groups, we can conclude that most events in general were organized to collect funds for the treatment of people with health issues, whereas funds generated in auctions and exhibitions were meant for people with disabilities. Fundraising campaigns were most often directed to people in economic need, as a help in addition to social infrastructure, and to local communities where economic need was not central.

Other beneficiary groups included most of those which were featured last year. This time, however, mothers and babies returned

to the fore after 2 years of inactivity, whereas the LGBT population dropped off from the radar once again, showing that 2017 was an outlier when it came to LGBT support. All categories of beneficiaries except people living in other countries received less support, due to the increasing ratio that the four main groups take every year. North Macedonian people were more supportive this year of initiatives like help sent to Greece after the wildfires, the collection of human hair for wigs for a Dutch foundation (that supports children with cancer) and even the construction of a well in Tanzania.

# Use of donations

## Top 3 Final Beneficiary Groups



### Key points

When it comes to the use of donations, this year has brought a positive continuation of a well-established trend.

Number of donation instances given in the form of support that may produce long-term effects (capital investment, equipment, scholarships, services, research and development and raising awareness) has once again grown to reach 39.8%. One-off support also increased by 3.1% to 50.6% in 2018, however, the difference between the percentage of unknowns is more interesting - 15.9% last year and 9.6% this year, which is a notable improvement. Thanks to several factors, including more transparent stakeholders and media approach to this specific issue, this positive change has been gradual but steady since 2014.

In terms of specific use, the largest subset of one-off support is almost always supplies and consumables, reaching 65% of all one-off donations this year. Within the strategic (impactful) support, donations of equipment were featured to the same extent (65%); other noteworthy long-term categories include the provision of educational services and scholarships, and/or the donations that enable them. Combining this with the fact that approximately a fifth of instances given in the form of equipment are directed to educational facilities and along with the maintained level of support to this topic from last year, education is conclusively a very important theme for donors in North Macedonia.

Traditionally, the corporate sector invests a great deal strategically - this year 61.7% of donation instances given in the form of long-term support came from the corporate sector, while this percentage is even higher when it comes to the share of donated value: 96.8%.

## Use of donations (% of instances)

	2016		2017		2018
One-Off Support	51.6%	↗	47.5%	↗	50.6%
Long-Term Support	31.5%	↗	36.5%	↗	39.8%
Unknown	16.9%	↔	15.9%	↘	9.6%

### Examples of long-term strategic support

With all the characteristics of being a strategic investment, one of the examples stood out as being innovative and interesting at the same time. The elementary school Kiril Pejcinovic in the municipality of Kisela Voda in Skopje is set to receive a new energy-efficient facade. With the new facade, not only will the school's full look be restored, but the energy saving percentage is expected to reach about 30% of the current costs. This donation has been provided by Cementarnica USJE AD Skopje and is valued at nearly EUR 82,000.

This year within the OKO Philanthropy Awards for 2017, established and awarded by the Association HORUS Skopje, Sparkasse Bank AD Skopje received the Corporate Philanthropy Award for a large enterprise.

The bank acted in the spirit of philanthropy throughout 2018; among other activities, the bank dedicated EUR 6,000 in total (EUR 2,000 each) to the finalists of the call for business idea applications for The Social Impact Award. The target groups of this award being students and young people in general who intend to transform a business idea into one that emphasizes social entrepreneurship. The winners of the award were the Pixyle project, Big Heart initiative, as well as the Sweet and Fit online confectionary sweets which dedicates a percentage of its profits to the support of socially marginalized and homeless people through the CSO "Kindness."

Citizens' support on a strategic level has been demonstrated in several cases. One is the reconstruction of the football stadium in the Dobri Dol village located within the Vrapchishte municipality. Citizens and individual businessmen of Gostivar were active in collecting the necessary amount that was needed for its renovation, marking April of 2018 for the stadium to be inaugurated.

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