

REPORT ON
THE STATE OF PHILANTHROPY



Introductory remarks/ General overview

Philanthropy in Montenegro has been recording positive developments and increase in the donated amount throughout the years ever since the tracking started in 2013. In 2019, a significant increase in the number of instances and a small decrease in the recorded amount were registered. Although the estimated amount was slightly smaller, the total estimated donated amount was over EUR 6 million, which was more than in 2017, when such a high amount of donations was first estimated.

The most active and the most generous donor type in 2019 was the corporate sector, with increased activity. Despite a drop in the value share, the percentage of the amount given by the corporate sector still surpassed other donors' shares.



851

of recorded instances



€6.6 million

estimated value of donations



€10.7

average donation per citizen



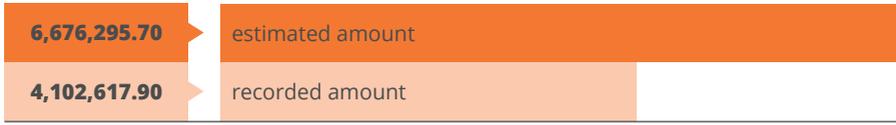
2%

decrease compared to 2018

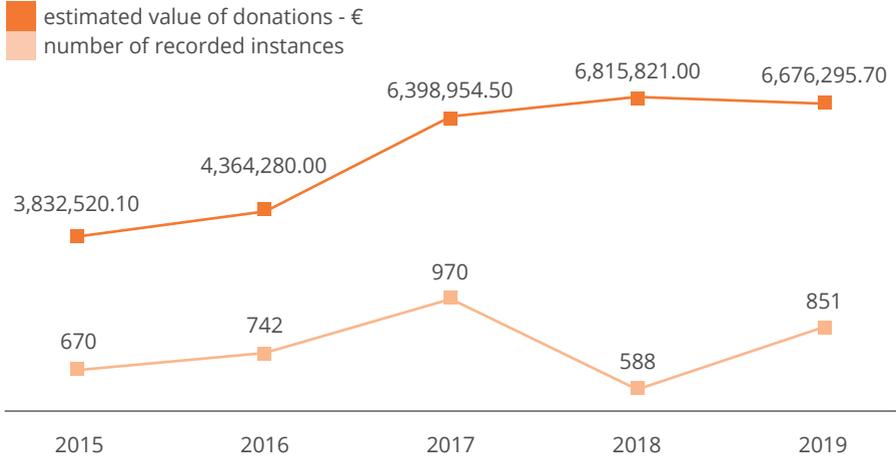
In 2019, support to marginalized groups was in the focus of donors' assistance for the first time since 2015. Institutions received the highest percentage of donation instances, while local communities were the most frequently supported beneficiary group. A slight decrease was recorded in the frequency of giving toward non-profit organizations, while giving to the state strengthened.

As regards the transparency of donated values, it slightly declined compared to 2018: the information about the value of donations was available in the accessible sources for 44.1% of all recorded donation instances.

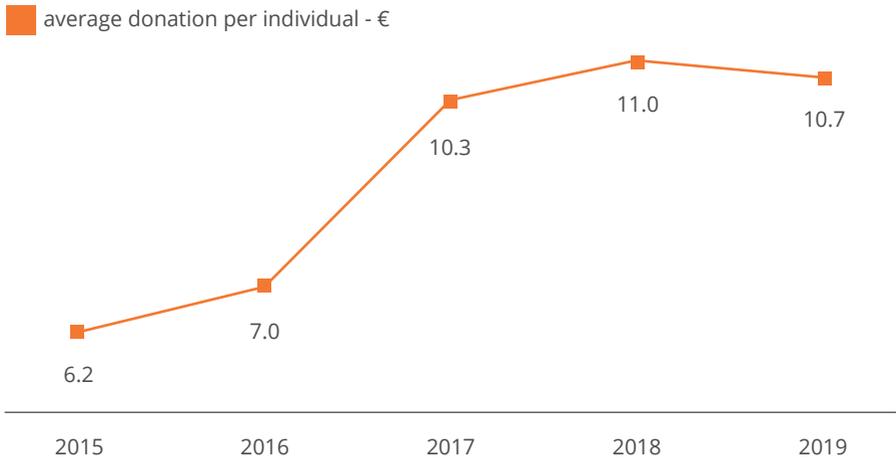
Value of donations - €



Estimated amounts - trends



Average donation per individual



Level of giving

Donors' activity demonstrated a rise in 2019, with a total of 851 recorded donation instances. It is estimated that more than EUR 6.6 million was donated in Montenegro, which represents a 2.0% decrease compared to the previous year.

Geographic distribution of giving

Data shows that the largest percentage of donation instances in 2019 was directed toward Central Montenegro (38.8%), which signified a continuation of a trend that started two years prior. There was a decrease in donors' activity toward Northern Montenegro which recorded 25.4%, while the same level of support was directed toward Southern Montenegro (30.7%). This distribution of support has been the same since 2017. Assistance that was sent out across several regions in the country was reduced in 2019. At the same time, Montenegrin donors were interested in supporting causes in other countries as equally as in the year before.

Donors

With regard to the frequency of support, the corporate sector was the most active donor in 2019, with an increased percentage of donation instances compared to 2018. The percentage of donation instances coming from citizens slightly dropped, taking the second place by activity, while individuals kept their level of activity. The role of private foundations did not change from the previous year; however, mixed donors participated less frequently.

As regards the donated value, despite a significant decrease in the corporate sector's share, this donor type continued to be ranked first. On the other hand, citizens and individuals experienced an increase in the percentage of the donated amount compared to 2018. Compared to the previous year, the diaspora was less active, but the percentage of the donated amount that came from the diaspora was higher in 2019.

Themes

In 2019, the most supported theme was support to marginalized groups, with an increased percentage of donation instances. Healthcare, education and poverty relief followed, with a drop in the percentage of recorded instances for healthcare and an increase for education. Poverty relief continued to be supported with the same level of frequency as in 2018. The scope of other less supported themes remained wide.

Recipients

The ranking of the key recipient entities remained the same, with some fluctuations in the percentages of recorded instances. The biggest support was directed toward institutions, individuals/families and non-profit organizations. Local and national governments achieved a much smaller share.

Giving to non-profit organizations

Non-profit organizations saw a 2.1% decrease in received donation instances compared to 2018. Support to marginalized groups continued to be the most supported theme through the work of non-profit organizations. The most active donor toward non-profit organizations in 2019 was the corporate sector, with an increase in the percentage of donation instances.

Giving to the state

Data shows that giving to the state saw a 3.8% increase in recorded instances compared to the previous year. If we break down the numbers, we will see that the distribution of support was such that donors strengthened their activity toward institutions while the percentage of donation instances for local/national governments had a slight drop. The corporate sector remained the most active donor in giving to the state; as for the themes, education was the topic of priority for support through the state in 2019.

Effects of giving

One-off support continued to be the dominant form of support in 2019. The share of recorded instances that were given in the form of strategic support was slightly lower. It can be noted that strategic-support instances were mostly in the form of equipment, while one-off support was mostly provided in the form of supplies/consumables.

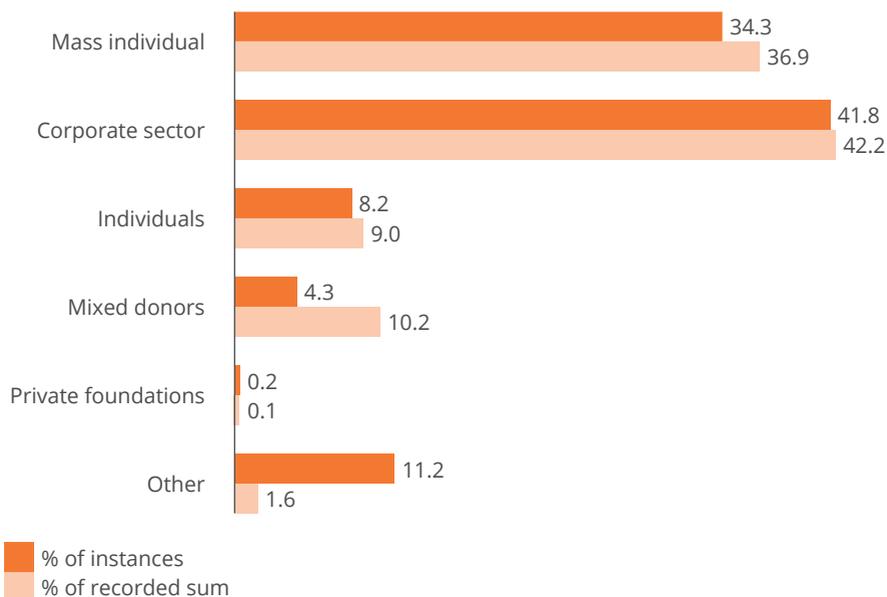
Beneficiaries

The list of supported beneficiary groups changed in 2019. Local communities and people with disabilities remained the two most supported beneficiary groups. People in economic need saw an increase, while the support directed toward people with health issues dropped. Consequently, these two beneficiaries switched places on the list. Numerous other beneficiary groups were present in smaller percentage – some groups flew under the donors’ radar, while others reappeared after a one-year break.

Data transparency

Out of all donation instances, 44.1% offered the information about their monetary value, which represents a slight decrease in data transparency compared to the previous year.

Donors



Recorded instances (%)	2017	2018	2019
Mass individual	34.1%	36.9%	34.3%
Corporate sector	38.4%	36.4%	41.8%
Individuals	10.9%	7.5%	8.2%
Recorded sum (%)	2017.	2018.	2019.
Mass individual	23.7%	10.8%	36.9%
Corporate sector	54.1%	70.8%	42.2%
Individuals	2.7%	5.9%	9.0%

The level of donors' activity increased in 2019. In total, 851 donation instances were recorded, which was a significant leap of 44.7% compared to 2018. Both estimated and recorded amounts declined slightly. Overall, despite the increase in donors' activity, the donated values were smaller than in the year before, especially those coming from the corporate sector. The recorded amount donated by the corporate sector declined by more than EUR 1 million compared to 2018. Bearing in mind the reduced transparency of the value of donations, it is possible that some data remained under the radar.

Furthermore, the donors' ranking experienced some shifts. While the distribution of the percentages of recorded instances between citizens and the corporate sector was almost equal the previous year, in 2019, the corporate sector strengthened their activity and prevailed as the most active donor. Citizens were somewhat less frequently active compared to 2018, going back to the level from 2017. Individual donors maintained the same level of participation. Interestingly, although the number of campaigns and initiatives was higher than in 2018, the involvement of mixed donors dropped. The nature of the campaigns and events was such that the participation of one or several recognizable donor types prevailed. In addition, it may partly be the reflection of a more transparent donors' participation, which showed more recognizable donor types in joint fundraising efforts.

Despite a drop in the share of the recorded donated amount, the corporate sector remained the dominant donor in terms of the donated value. On the other hand, citizens recorded a higher share. The larger number of campaigns, initiatives and events created space and opportunity for citizens to participate with a higher share. Finally, owing to several donations from distinguished individuals, both from Montenegro and diaspora, the individual donors' share increased in 2019. On the other hand, the diaspora was somewhat less active compared to 2018. Nevertheless, monetary contributions were higher in value, which eventually led to an increase in the diaspora's share in the total recorded amount in 2019.

Diaspora support

A great example of the diaspora giving in 2019 was the contribution of Veselin Mijač from Sweden, who owns SavanaAB, a construction company based in Stockholm. His company donated EUR 180,000 to 'Milorad Musa Burzan' Elementary School in Podgorica. The funds were intended for the reconstruction of the school. Mr. Mijač is a former student of the school and this is how he decided to support the improvement of the school environment. A total of 2,000 m² of the school premises were thoroughly reconstructed.

SavanaAB won the 2019 Iskra Award for contribution to the local community. The company has been contributing to Montenegro since 2016. In 2019, SavanaAB invested around EUR 370,000 in socially responsible businesses, which focus on education, culture, sports, programs that promote a healthy lifestyle etc. This year the company also supported KIC 'Budo Tomović', Karate Club 'Omladinac', Festival Oda Životu (Ode to Life), Boxing Association of Montenegro, Football Club 'Budućnost', and the renovation of the facade of the 'Galenika' building in Podgorica, which was carried out in cooperation with the Housing Agency d.o.o. (Podgorica).

Another great example was the contribution of Mr. Hajriz Brčvak, from village Bistrica, near Bijelo Polje. Mr. Brčvak donated more than EUR 35,000 for medical treatments of a large number of children. In addition, he provided meals for all elementary school pupils in Bistrica. Furthermore, he and his family founded the HEMIIAS humanitarian fund, through which more than EUR 20,000 was provided for building a soup kitchen in Bar and supporting the soup kitchen in Nikšić.

Similarly, Izet Rastoder from Slovenia donated EUR 2,000 to the Mixed High School in Petnjica. The funds were used for the purchase of a vehicle for the transportation of students and it was a joint initiative coming from Lovćen Banka and company Zetagradnja.

Individual contributions

An example that stood out in 2019 was the contribution of Đorđije Pavićević, a Montenegrin basketball coach and former basketball player. Mr. Pavićević donated EUR 55,000 to the Sport Center Topolica, for the purpose of installing a new video system in the hall. The upgrades included new circular monitors, a media cube and a led score board. In addition, Mr. Pavićević donated EUR 60,000 to the Center for Sport and Recreation Bar, for the purpose of refurbishing locker rooms.

Savo Knežević, the president of CSO First Association of Parents of Children and Youth with Special Needs, continues to make a significant contribution to the process of social inclusion. He has many years of experience in working with providers of social, health and educational services to children and youth with disabilities. Savo Knežević was awarded the 2019 Iskra philanthropy special recognition for civil contribution.

He was also one of the organizers of the International Meeting of Children and Youth with Developmental Disabilities Svi smo mi dio vas (We are all part of you) in Bosanska Gradiška, held in May 2019, as well as in 2018. This is one of the largest events of this kind in Europe. More than 2,400 participants from 107 cities attended the event for the purpose of raising awareness and sharing the message of equality and friendship.

Finally, Biljana Jovanović made a EUR 2,500 contribution to the humanitarian event Bal Pod Maskama (Ball under Masks). The event was held at the Centerville Podgorica hotel. The funds were used as rewards for the best masks at the event and were then donated to the Institute for Children's Diseases in Podgorica.

Private foundations giving

Foundation 'Gusinje' from the USA has been supporting women's sport for the past several years. In 2019, the Foundation contributed with EUR 2,100 worth sports equipment for 20 players.

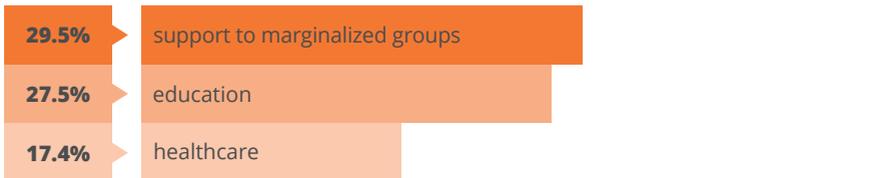
Profiles of the Most Common Types of Donors

Corporate Sector (% of instances)

Top 3 Recipient Entities



Top 3 Themes for Giving



Top 3 Final Beneficiary Groups



Corporate sector giving (companies, corporate foundations and SMEs) mostly followed the trend established throughout the previous years, only recording certain changes in the list of the top supported themes. For the first time in the past several years, marginalized groups received the most active support from the corporate sector. This theme saw an increase in percentage. Education was also supported more than in 2018, while healthcare was in decline. Giving for poverty relief maintained the level from the previous year. Within the support to marginalized groups, people with disabilities were the largest beneficiaries. The highest percentage of instances was

directed toward institutions taking care of children with intellectual disabilities. Among other under-supported themes, environment recorded more than 3%.

In 2019, the corporate sector most frequently supported institutions, with an increased percentage of instances. Following a decrease in 2017, this was the third year that the corporate sector maintained a steady level of frequency in giving to the non-profit sector and individuals/families. The percentage of instances intended for local/national governments dropped and was closer to the 2017 level.

As for the beneficiary groups, the ranking did not change. Local communities were still the most supported, although with a 12.4% decrease. People with disabilities saw a significant increase, as did people in economic need. Finally, the percentage of instances intended for people with health issues declined. As regards other beneficiary groups, the corporate sector most frequently supported general population and single parents.

Primjeri davanja poslovnog sektora

A few great examples of corporate sector investments in the area of education stood out. Adriatic Properties donated EUR 30,000 to 'Stefan Mitrov Ljubiša' Elementary School in Budva for the construction of a modern sports field. The field was designed to serve as a multipurpose field and was equipped with basketball hoops, handball goals, protection net and spotlights. The donation also included a number of balls for various sports.

Erste Bank donated 14 sets of smart boards to 14 schools in Montenegro. The investment was made as a way to celebrate a decade of Erste Bank's operation in the country. The value of the donation was EUR 30,000.

Adriatic Marinas Porto Montenegro supported Jovana Ivanović, a student from Tivat, with a EUR 25,000 scholarship for the International Hospitality and Tourism Management College in Dubrovnik. A significant part of the provided support went to healthcare. Various companies and SMEs members of the Montenegrin Chamber of Economy provided considerable investments to two healthcare institutions. A total of EUR 50,000 was donated for the purchase of an ultrasound device for the Institute for Children's Diseases in Podgorica and the reconstruction of the Clinic for Internal Diseases at the Montenegro Clinical Center.

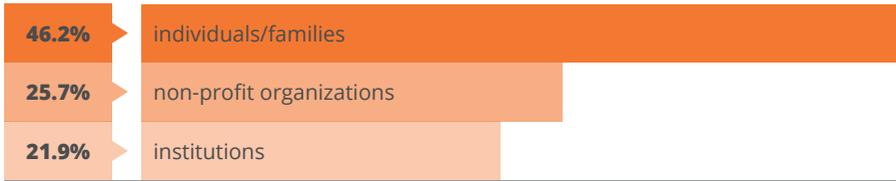
Ktitor Budva Company d.o.o. (Budva) contributed to the work of CSO 'Puževa Kućica' that supports parents and children with developmental issues. The value of the donation was EUR 2,625.

Small and medium-sized enterprises also demonstrated several interesting examples. On November 27th, PG LIV d.o.o. from Podgorica installed a set of playground equipment at 'Đina Vrbica' kindergarten. The cost of the set was EUR 10,000 and it included two boxes with a bridge, fence, steps, bench, seesaw, climbing structure and other accompanying equipment.

Gradnja Promet donated EUR 4,000 for the purpose of installing streetlights on a local road in Mataguži, Podgorica. They provided 19 LED lights and the necessary equipment for their installation. This increased the traffic safety on this road.

Mass Individual (% of instances)

Top 3 Recipient Entities



Top 3 Themes for Giving



Top 3 Final Beneficiary Groups



The ranking of the top recipient entities supported by citizens remained the same compared to the previous year. Therefore, individuals/families stayed as the primary recipient, with an increased percentage of recorded instances which was similar to the level achieved in 2017. Non-profit organizations and institutions maintained the 2018 level, while local/national governments saw a drop.

With regard to the themes for giving supported by citizens, the ranking was the same as in 2018. However, some percentage fluctuations were recorded. Healthcare was less supported, with a percentage close to the 2017 level. Despite that, the level of citizens' interest in providing support to marginalized groups and poverty relief rose, which resulted in a more active giving for these two themes. Finally, education maintained a steady level as the fourth ranked theme.

The only significant change compared to the previous year was the decrease of citizens' support toward healthcare. Support to marginalized groups and poverty relief received a higher percentage of donation instances from citizens, while education received the same level of support compared to 2018. Apart from that, citizens were mostly interested in supporting seasonal giving, while other themes received no more than 3% of recorded instances.

The ranking of the top beneficiary groups was completely different from the one in 2018, and those changes correlated with the fluctuations in the list of the key themes. Although people with disabilities were the most supported group in 2019, they kept the level from the previous year; a decrease in the percentage for people with health issues actually pushed this group from the previous year's first place to the third.

Support for local communities also decreased, while people in economic need saw a more active support. In terms of other beneficiary groups, in 2019, citizens mostly supported single parents, children without parental care and people living in other countries.

Examples of mass individual giving

Many great examples of citizens' initiatives were recorded in 2019. The following paragraphs will present the ones that stood out the most.

The parents of the pupils and teachers from 'Mitro Ljubiša' Elementary School in Budva initiated a fundraiser to collect money for building a school ramp so that the school building is accessible for people with disabilities. The total collected amount was EUR 3,142.

During the Diplomatic Bazaar traditionally organized in December, citizens were invited to buy products and in this way place donations for various institutions and organizations. In 2019, EUR 10,000 was raised for the Komanski Most Institute, a special hospital for the care of people with intellectual disabilities.

CSO 'Klub Velika' from Plav is an organization dedicated to the development of agriculture and tourism in the Plav municipality. They organized a fundraising campaign during which donations were placed in special boxes installed at the Čakor Summer Camp. As a result, a total of EUR 4,033 was raised. These funds were used for various activities of the organization. It is worth noting that this amount was doubled by the fACT - Active Citizenship Fund and Trag Foundation from Serbia through the Sustainability Academy project.

In a fundraising campaign initiated by CSO 'Župa u Srcu', citizens collected EUR 3,530. The funds were used for the reconstruction of a watermill in Bjeloševina, which represents a historical monument. The amount collected was also matched by fACT.

Two citizens from Budva organized an event called Probudimo Humanost (Let's Awaken Our Humanitarian Spirit). The event was held in restaurants and pubs across Budva. By visiting and drinking coffee, citizens helped to raise funds for the support of the work of the Budva Day Center for children with developmental delays and disabilities. The total amount of funds raised was EUR 1,600.

Key Themes for Giving

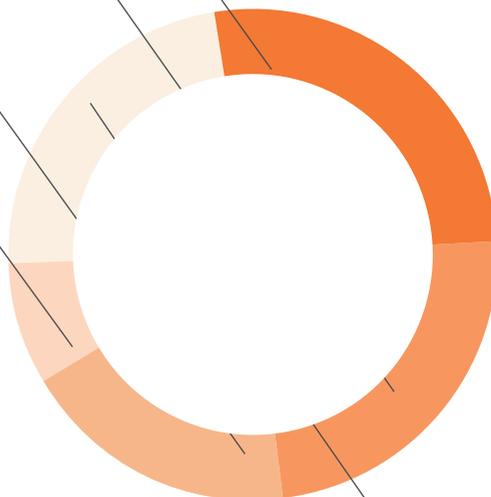
% of instances

26.9% support to marginalized groups

23.9% healthcare

18.3% education

8.1% poverty relief



22.8% other

5-10% seasonal giving

3-5% environment

1-3% culture and arts, natural disasters, public infrastructure, sport, religious activities

0-1% heritage, animal welfare, economic development, human rights, social entrepreneurship

Trends - % of instances

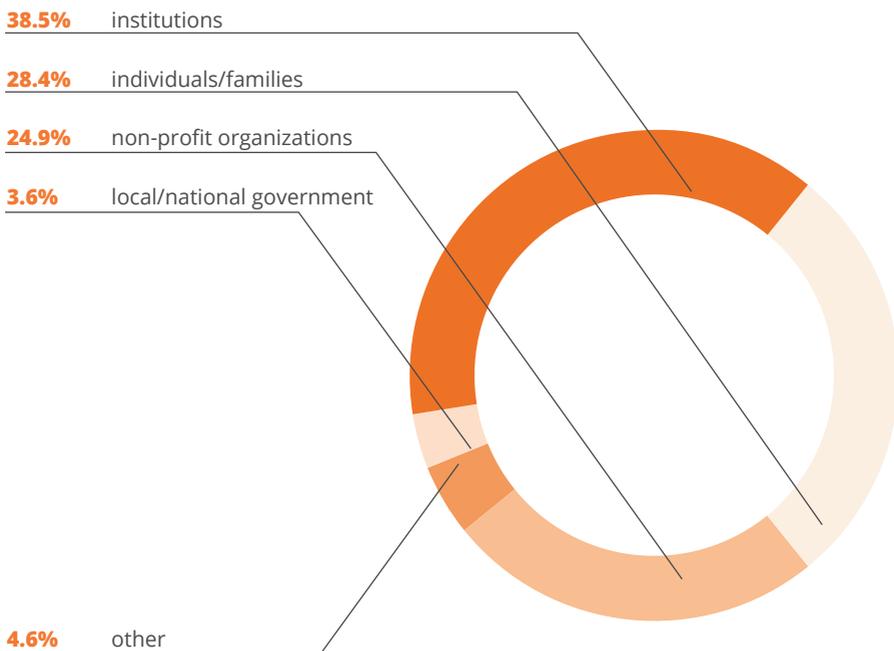
Themes	2017		2018		2019
Support to marginalized groups	24.9%	↔	25.2%	↗	26.9%
Healthcare	26.2%	↗	29.9%	↘	23.9%
Education	20.6%	↘	13.3%	↗	18.3%
Poverty relief	9%	↔	8.2%	↔	8.1%

The ranking of the key themes experienced some changes in 2019. Support to marginalized groups was the most supported theme for the first time since 2015. Data shows that citizens, the corporate sector and individuals increased their frequency of giving for this theme. Generally speaking, the percentage of instances for support to marginalized groups was somewhat higher than the previous year, but what actually brought this theme to the first place was the decrease in instances for healthcare. The percentage of instances for healthcare was the lowest recorded since 2016, having dropped due to a lower frequency of giving toward people with health issues for the purpose of ensuring medical treatments and purchasing equipment for healthcare institutions. On the other hand, education experienced a boosted donor activity mainly through supplies and equipment for schools; In addition, this positive trend in education was also reflected in providing support for children in economic need. Poverty relief maintained the level from 2018.

A total of 77.2% of all donation instances were directed toward the four key themes (healthcare, poverty relief, support to marginalized groups and education). This level remained steady, indicating that giving for the four main topics prevailed, while other under-supported topics were in need of a stronger donors' support. As regards less supported themes, seasonal giving stood out having received greater support than in 2018, while other topics stayed within the previous years' range. Interestingly, independent media did not attract donors' support in 2019, while social entrepreneurship and human rights reappeared on the list.

Recipients

Type of recipient entities - % of instances



Trends - % of instances

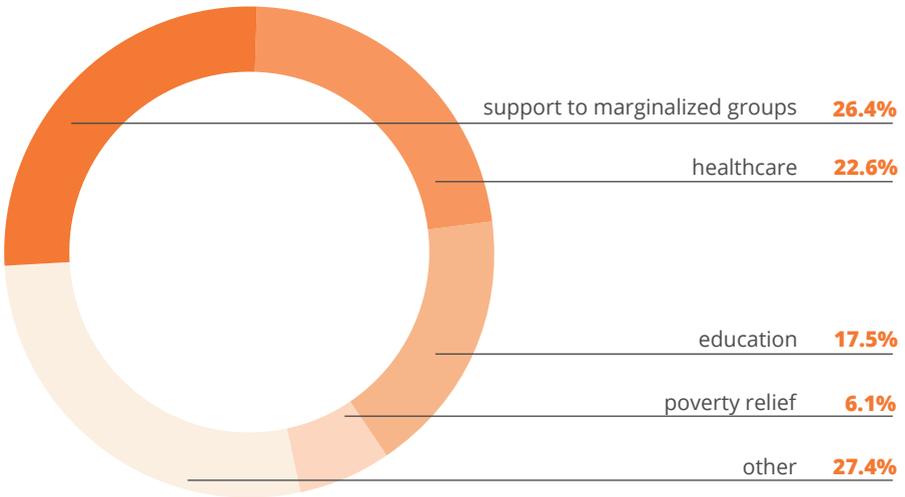
	2017		2018		2019
Institutions	39.9%	↓	31.0%	↑	38.5%
Individuals/families	34.1%	↓	31.0%	↓	28.4%
Non-profit organizations	20.0%	↑	27.0%	↓	24.9%
Local/national government	3.9%	↑	7.3%	↓	3.6%

The equal level of support that institutions and individuals/families shared in 2018 was interrupted in 2019, when institutions prevailed as the most frequent recipient. Although the level of assistance directed toward institutions varied throughout the years, this recipient type remained dominant in terms of donors' interest. The ranking of other recipients did not change. After the peak in 2016, individuals have been progressively receiving reduced support over the years reaching the lowest percentage in the aforementioned period. Medical treatments and individual housing are the types of support that are mostly donated directly to individual recipients. However, in 2019, they recorded a decline. A somewhat lower percentage was noted for non-profit organizations, which was still far above the level from 2017 and, therefore, cannot be considered as a significant decrease. Finally, local/national governments had a decrease in the percentage of donation instances compared to the previous year.

Giving to the state (institutions and local/national governments together) experienced a rise in 2019, almost hitting the level from two years before.

Non-profit Organizations as Recipients

Themes supported through the work of non-profits - % of instances



The term “non-profit organizations” applies to civil society organizations, foreign associations and private foundations.

Since 2014, non-profit organizations have been firmly holding their position as the third ranked on donors’ lists. In terms of the frequency of giving, support to non-profits has been growing each year, reaching its peak in 2018. In 2019, a minor decrease was recorded in the percentage of donation instances, but the change did not significantly affect their position as a recipient.

The two most active donor types for non-profits switched places in 2019. The corporate sector took the lead having increased their activity and reaching 37.7% of recorded instances in 2019. This is a very positive trend which indicates that companies recognize the role of non-profit organizations, developing the trust for potential long-term partnerships. Citizens’ activity dropped by 1.1%, which may be considered as insignificant and actually being a continuation of

the same level from 2018. Similarly, individual donors maintained the same level of support as in the previous three years. The role of mixed donors was limited in 2019, with almost a 10% drop in recorded instances.

Regarding the themes that non-profit organizations dealt with, support to marginalized groups and healthcare remained the two most supported, with completely the same percentages of instances as in 2018. The frequency of giving for education was almost doubled compared to the previous year, mainly owing to intensified activities of Association 'Roditelji' from Podgorica through a campaign organized to collect funds for school supplies for children in economic need. Finally, poverty relief was in decline. Among other themes, the most frequently supported was emergency management, followed by seasonal giving and sport. After a one-year break, heritage, social entrepreneurship and human rights reappeared on the list, while environment and animal welfare were not in the focus of non-profits in 2019.

Looking into the beneficiary groups, people with disabilities prevailed, with people in economic need following closely behind. Activities for both groups increased, while local communities and people with health issues saw a drop. As for other groups, people living in other countries received 8.5% of recorded instances. Several beneficiary groups that were not supported the year before reappeared, while other groups did not attract donors' attention.

Non-profit organizations that received frequent donor support were: Budi Human Foundation Montenegro, Association 'Roditelji' from Podgorica, Hilal Humanitarian Fund, Association 'Žene Bara' and the Nikšić Red Cross.

Corporate non-profit partnerships

Sava osiguranje AD (Sava Insurance) signed a contract on partnership and cooperation with CSO 'Puževa Kućica'. This organization provides support to children with developmental disabilities, helping them in everyday activities, representing them before institutions and other stakeholders, and ensuring that they are better included in all aspects of life. A EUR 4,180 donation was provided to finance the work of psychologists and defectologists for the period of 12 months. Sava Osiguranje received the special Iskra Award for contribution to local community awarded by FACT.

Successful campaigns

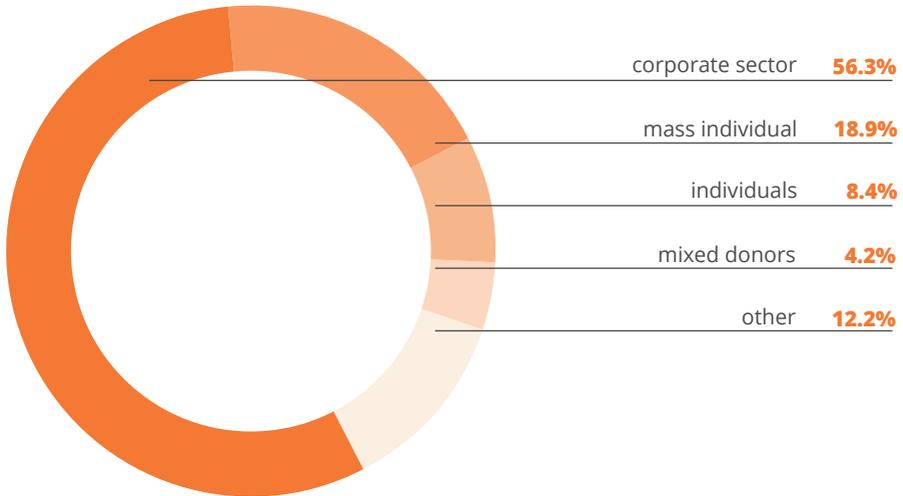
In the last two years, Association 'Žene Bara' has become a well-known organization that helps vulnerable citizens by providing assistance in their soup kitchen. Owing to transparent and hard work, the organization was able to gain donors' trust. In 2019, the total amount that was collected from citizens and the corporate sector was more than EUR 540,000, including both cash and in-kind donations.

Association 'Izvor života' organized its traditional holiday campaign called Djeci za Osmjeh (For The Childrens Smile) for the purpose of collecting funds for providing New Year presents to 120 families with children in several cities in Montenegro. Local businesses and citizens supported the campaign and around 1,000 children received their presents by December 30th.

For the fourth year in a row, Association 'Izvor života' organized a humanitarian action titled Vesela Korpa (Cheerful Basket) with the support of business entities from Nikšić, Danilovgrad and Podgorica. Within the campaign, products such as Easter eggs, coffee, cakes and cookies were collected as Easter gifts for 40 families living in economic need. Additional humanitarian packages were provided for 25 families out of 40, which were identified as the most economically vulnerable. In addition, joint efforts of Association 'Izvor života', the Municipality of Nikšić and businesses that provided numerous donations resulted in the opening of a soup kitchen in Nikšić. The soup kitchen was the Association's 90th project in a row. The kitchen is open every day except Sunday, providing meals for about 120 people, while one meal per person is prepared per day. The project was worth around EUR 46,000.

State as a Recipient

Top 3 Donor Types – % of instances



The percentage of instances of giving to the state (institutions and local/national governments) increased in 2019, almost reaching the level from 2017. Looking separately, compared to the previous year, donors strengthened their activity toward institutions, while local and national governments saw a drop.

With regard to the key themes for giving to the state, the ranking changed compared to 2018: education recorded an increase in the frequency of support which took it to the first place. Nevertheless, the percentage of instances for this theme was below the 2017 level. Giving for education was mostly recorded through institutions. The frequency of instances for the second-ranked support to marginalized groups also increased, where educational institutions inclusive of children with disabilities received more frequent support for improving their facilities. Healthcare slightly dropped, which was reflected in a reduced percentage of equipment donated to the institutions. After a one-year break, poverty relief was again supported through the state in a very small percentage. In 2019, support for all four other themes was recorded only through institutions. In terms of other

themes, the list was limited: seasonal giving, public infrastructure environment, culture and arts, economic development, sport, emergency management and heritage.

The frequency of giving to people with disabilities increased significantly through institutions. Compared to the previous year, people with health issues got the same level of support. In 2018, no instances were registered for people in economic need; however, in 2019, they reappeared on the list in a small percentage, mainly through giving to soup kitchens and social welfare centers. Only a few other beneficiary groups were present: children without parental care, general population, elderly, mothers and babies, minority communities, and people living in other countries.

The ranking of the top donors that supported the state remained the same throughout the years; the distribution of instances was very similar to the one in 2017. The corporate sector achieved the same level of giving frequency as in 2018. Citizens were less frequently supportive, while individuals had an increase in the percentage of donation instances. Mixed donors were also present in 2019, achieving a small percentage and maintaining the same level as in the previous few years.

Institutions that were most frequently supported were: Budva Day Center for children with developmental delays and disabilities, Institute for Children's Diseases in Podgorica, 'Mladost' Home for Children without Parental Care (Bijela), Montenegro Clinical Center.

Giving to state/ institutions

Numerous companies contributed to the renovation of the Faculty of Electrical Engineering in Podgorica. The total value donated was approximately EUR 500,000. The funds were used for the renovation of the classrooms, computer rooms, and the congress hall, as well as for upgrading the IT equipment and equipping the laboratory. The companies that contributed were: Montenegrin Electric Enterprise – EPCG with EUR 140,000, Bemax d.o.o. and Ramel D.O.O. Nikšić with EUR 70,000, Electro Team d.o.o. (Budva) with EUR 70,000, Electro Group d.o.o. (Podgorica) with EUR 60,000, Mezon d.o.o. (Danilovgrad) with EUR 30,000, Amplitudo with EUR 10,000 and SBBet - Sporting Group d.o.o. (Budva) with EUR 10,000.

The Nikšić City Hall has always had a great cultural significance in the city. Since its establishment in 1927, it served multiple purposes, from the school polyclinic to the Pioneer Home. Today, this building is a place where cultural events are organized. Unfortunately, the building is in a poor condition and Montenegrin Electric Enterprise

Support to local communities

– EPCG donated EUR 17,000 for the renovations, including works on the roof, entrance stairs and plateau, refurbishment and painting.

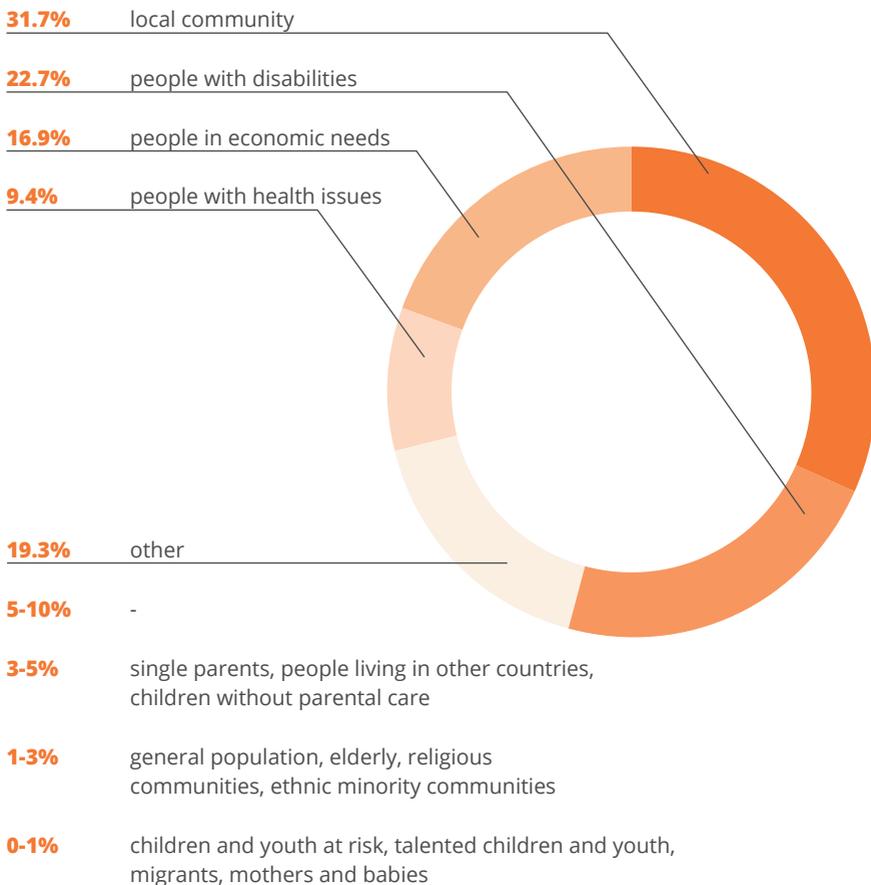
Hospitality Company Katari Diar Hotel&Property Investment Montenegro from Radovići donated EUR 30,000 to Tivat Municipality for constructing a section of the local road from Rogač to Radovići. It was the company's contribution to a larger project of building and reconstructing the road infrastructure connecting Radovići with the Luštica peninsula.

Voli Trade doo, a Montenegrin retail chain, continued to help educational institutions in Montenegro in 2019. The company equipped a new classroom for practical lessons at 'Sergije Stanić' Vocational School in Podgorica. The value of the donation was EUR 30,000.

Amplitudo is a company that focuses on social responsibility and constant empowerment of people, striving to contribute to prosperity and economic development. Amplitudo was awarded the 2019 Iskra philanthropy recognition for contribution to local community. Within their Amplitudo Academy, the company offers a series of lectures at faculties in Montenegro in the field of programming, marketing, design, and project management. Every year, the company invests EUR 40,000 in the work of the Academy, while also offering support to student organizations in the amount of EUR 5,000. Furthermore, the company developed an application called Moje Drvo (My Tree) with a goal to globally impact afforestation. Through the application, people were able to donate toward afforestation and planting trees, while getting a free GB of data service in return. Every year, Amplitudo also donates EUR 10,000 aimed at supporting employees in housing renovation actions, providing funds for treatments, soup kitchens etc.

Who is benefiting from donations?

Key Final Beneficiaries - % of instances



Trends - % of instances

	2017		2018		2019
Local communities	33.1%		34.9%		31.7%
People with disabilities	15.6%		16.7%		22.7%
People in economic need	15.8%		11.1%		16.9%
People with healthcare issues	13.6%		14.8%		9.4%

The cumulative level of support toward the four key beneficiary groups was 80.7%, which was higher than in the previous two years. This fact indicates that donors have still not become sufficiently aware of the needs of other groups that are usually under-supported.

The list of key beneficiary groups experienced some shifts in 2019. Namely, local communities remained the most supported group, although with a slight decrease in the frequency of support. Support for people with disabilities has been gradually increasing over the years, reaching its peak in 2019. Within this group, the biggest share was directed towards providing assistance for children with intellectual and physical disabilities. The percentage of instances for people in economic need went up as well, which was actually caused by a rise in assistance for educational activities for children in economic need.

Among other beneficiary groups, the most frequently supported were single parents, people living in other countries, and children without parental care. However, some groups did not catch donors' attention in 2019: refugees and IDPs, the homeless, the unemployed, and women and children survivors of violence. Finally, migrants were supported in 2019 for the first time.

5. Effects of giving

% of instances



The percentage of recorded instances for both strategic support and one-off assistance dropped in 2019. This change was actually the reflection of a higher percentage of instances whose use was impossible to identify. Nonetheless, short-term support remained dominant. Actual numbers show that the distribution of percentages for both types of assistance remained balanced. This may indicate that donors continue to be oriented toward strategic giving. Within strategic giving, equipment was the most dominant form of giving, while all types of strategic support kept the previous year's level. Within short-term support, supplies/consumables increased, while medical treatments recorded a drop. Citizens were more oriented toward one-off support, while the corporate sector was primarily interested in strategic giving, implying that this trend has been steady for the past several years.

Strategic giving



Trends - % of instances

	2017		2018		2019
Short-term support	46.0%	↗	49.5%	↘	46.7%
Long-term effects	38.6%	↗	42.3%	↘	40.0%
Unknown	15.5%	↘	8.2%	↗	13.4%

Examples of strategic support

Montenegrin Electric Distribution System (CEDIS) donated EUR 20,000 to the Clinic for Anesthesiology, Resuscitation and Intensive Care – KARIL of the Montenegro Clinical Center. The funds were used for the purchase of 15 syringe pumps.

As a responsible and active member of the community in which it operates, MTEL d.o.o. has been providing support to culture, science, health, sports and other activities important for the development of the Montenegrin society for years. The company has also been contributing to raising awareness of important health issues through projects such as the Prava Priča (True Story) project, an educational campaign on breast cancer prevention. Furthermore, the company contributed to projects Otvoreni Dani Nauke (Open Days of Science), a festival aiming to encourage thinking about innovation in the fields of artificial intelligence, big data, 3D printing, robotics and many other areas, and Fabrika Znanja (Knowledge Factory), the largest regional IT event intended for business people, IT professionals, as well as students who want to build their careers in the most dynamic industry in the world. The company also supported a number of cultural activities.

What is more, MTEL d.o.o. provided its support to the Telemedicine system that connects general hospitals in Pljevlja, Berane and Bar with the Montenegro Clinical Center, as a tertiary medical institution. The company donated EUR 150,000 and accompanying equipment for the implementation of the pilot project of networking portable EKG devices in general hospitals in Bar, Bijelo Polje, Berane and Cetinje and the Podgorica Health Center with the Montenegro Clinical Center. The project represents an upgrade of health services provided by the Telemedicine system.

Donations through calls for applications

Within a campaign called Za Svako Dobro (For all the Good Deeds), Telekom Montenegro AD supported three CSOs' projects with EUR 10,000. The first winning project was Preduzetništvo, Inovacije i Digitalne Tehnologije za Dobro Mladih (Entrepreneurship, Innovation and Digital Technologies for the Benefit of Youth) initiated by CSO

‘Studentsko biznis udruženje’ (Student Business Association) from Podgorica. The goal of this project is to support young people in taking part in all segments of society. The second project, Muziku u Sva Srca (Music for All Hearts) by CSO ‘Crnogorski Gitaristički Centar’ (Montenegro Guitar Foundation), is focused on developing a website for visually impaired people through which they will be able to gain some knowledge in music. And finally, the third project was initiated by CSO ‘Učionica u Pokretu’ (CSO Remote Classroom) which is focused on creating a web and mobile application that allows parents to monitor children’s progress in school.

Professional services

Association ‘Roditelji Podgorica’ organized a campaign called Podijelimo, jer zajedno možemo više (Share, because together we can achieve more) which lasted from July 23rd to August 31st. The purpose of the campaign was to provide school supplies for children from families living in economic need. Mouse Studio Podgorica, Foto Lab Podgorica, Artgrafika Printing Company and Photocopy store Student Nikšić provided free promotion material for the campaign. Montenegro Metropolis Media d.o.o. also contributed to the campaign by providing promotional billboards. Micromedia d.o.o. Podgorica provided bags that were used to make donation packages, while Tagor Bookstore Podgorica gave a discount on school supplies.

Examples of volunteering

On September 21st, the World Cleanup Day, the employees of Direct Media United Solutions contributed to an event organized by CSO ‘Zero Waste Montenegro’ and CSO ‘Naša Akcija’. Along with other organizations, the employees helped to clean the area around Krupac lake in Nikšić. Another great example comes from the members of the Rotary Club Bijelo Polje. They organized the planting of spruce seedlings at Radulići and Godijevo villages of Bijelo Polje. The volunteers planted 1,200 seedlings which were provided by the Montenegro Forestry Administration, Kolašin Unit.

Methodology

This report was 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. During 2019, Catalyst Balkans tracked media reports on domestic individual, corporate and diaspora philanthropy in Montenegro. Media reports were collected by following electronic, printed and online media at the local, regional and national level, in Montenegro, in the period from January 1st to December 31st 2019. In this period, a total of 1,776 database entries related to charitable giving by all types of donors were processed in the Giving Balkans database, of which 851 were unique instances.

This methodology has certain limitations, including the most important fact that the media does 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 the minimum values 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. Trends in the development of giving are presented without outliers (i.e. disasters or one-off donations which surpass a significant portion of the total recorded amount and are not renewable) because these data points are not representative of the giving which is renewed by local actors each year, and therefore need to be presented separately. Hence, these data may be used as indicators of the minimal degree of philanthropy development in Montenegro.

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