

2014 Annual Report

on the State of Philanthropy

MONTENEGRO

Quick Facts

27.1%

Northern
Montenegro

31.9%

Central
Montenegro

35.3%

Southern
Montenegro

4.1%

Throughout
Montenegro

1.6%

Outside of
Montenegro



439

of recorded
instances



3.2
million euros

estimated value
of donations



5.16 €

average
donation per
citizen



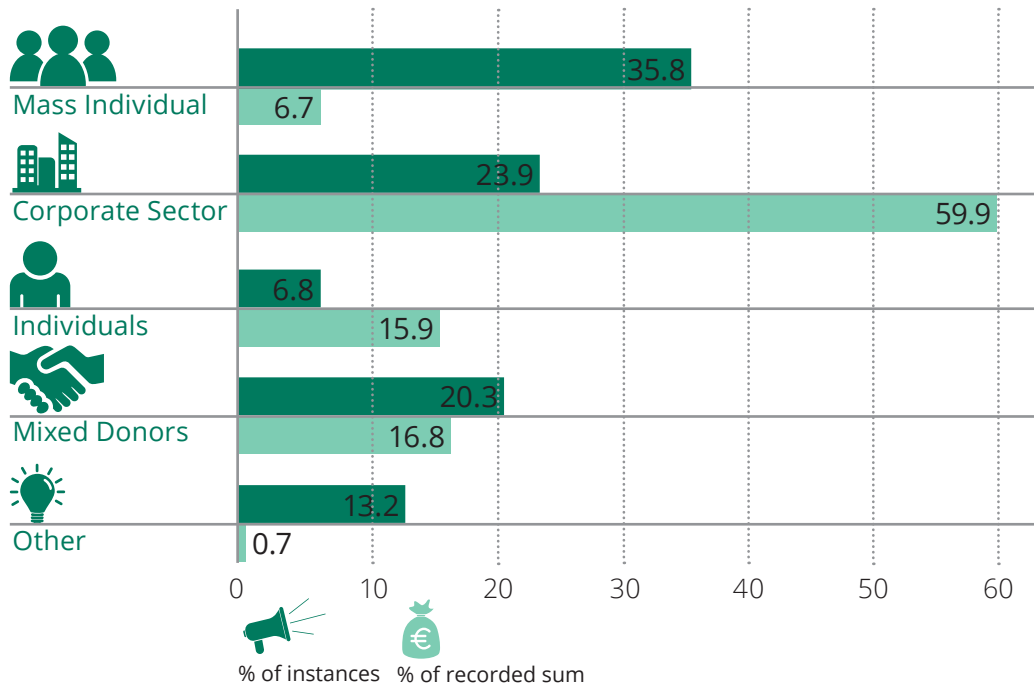
3%

decrease from
2013

During 2014, 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 2013 to 2014

	BY % OF INSTANCES		BY % OF RECORDED SUM	
	2013	2014	2013	2014
Mass Individual	16.6%	35.8%	1.3%	6.7%
Corporate Sector	31.4%	23.9%	65.4%	59.9%
Individuals	10.5%	6.8%	20.5%	15.9%



KEY POINTS:

- In 2014 there were 439 recorded unique instances of charitable giving, which is an increase of 27.6% in comparison with 2013.
- If we analyze geographic distribution of giving, we find no major changes in percentage of instances in various regions. There is a very slight increase in number of donations given out of country.
- In 2014, the most active donors were citizens in mass individual giving actions (35.8%); in fact, their activity more than doubled in comparison with 2013. They are followed by the corporate sector (23.9%) whose activity remained on the same level, and individuals (6.8%) whose activity decreased.
- If we look into value of donations, the picture changes: the corporate sector takes the lead with a 59.9% share in the total recorded sum, followed by citizens with a share of only 6.7% and individual donors at 15.9%. In comparison with 2013 there is an increase in the recorded amount donated by citizens and decrease in donations by individuals.
- If we analyze giving by diaspora, the percentage of instances slightly decreased in comparison to 2013; however, diaspora share in recorded amount is over 20%.
- On the whole, citizens (mass individual donors) continue to increase their contributions, both in number of instances and share in total recorded amount. The presence of the corporate sector (companies and small and medium enterprises) remains similar to 2013, but their share in recorded amount donated somewhat decreased.



CORPORATE SECTOR

Profiles of the Most Common Types of Donors



Institutions

Individuals / Families

TOP 3 RECIPIENT ENTITIES

62.9%

13.3%

6.7%

Nonprofit Organizations



Education

Support to Marginalized Groups

TOP 3 THEMES FOR GIVING

26.7%

21.0%

18.1%

Healthcare



Local Communities

General Population

TOP 3 FINAL BENEFICIARY GROUPS

37.1%

17.1%

17.1%

People with Disabilities



EXAMPLES OF CORPORATE SECTOR DONATIONS

Mehanizacija i Programat company contributed to preservation of historic and cultural heritage. The company donated 100,000 EUR to Nikšić municipality in order to preserve the medieval graveyard near King Nikola's Castle and the Temple of St. Vasilije of Ostrog in Nikšić.

Good example offered **Cosmetics Market pharmacy** that bought and donated an incubator for Children's Hospital in Podgorica. Funds for the incubator were raised in campaign For Children's Smile action, which lasted 3 months. During that time 2% of company's profit was set aside for the incubator.

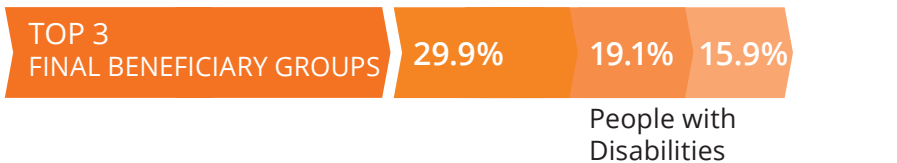
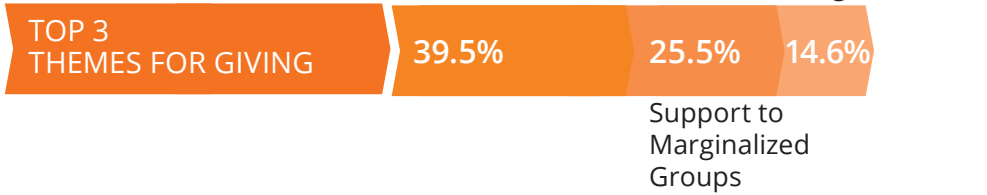
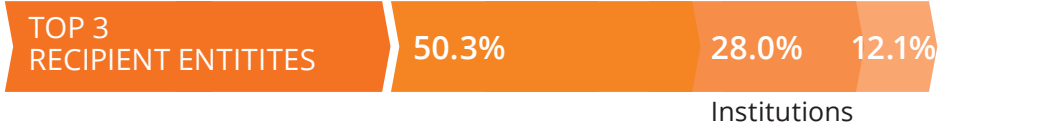
Mega Sound doo company donated furnishings for two children's playgrounds in Budva worth 25,000 EUR.

The outstanding example for investing in the local community comes from **Adriatic Marinas - Porto Montenegro**. Each year, they provide significant contributions to Tivat community. In 2014, they supported renovation of Drago Milović elementary school, lap top computer with special software and dictaphone to the Association of blind persons from Tivat, IT network equipment to the Tivat Municipality, a car to Radio Tivat. Adriatic Marinas - Porto Montenegro was awarded Iskra philanthropy award for contribution to local community in 2014.



MASS INDIVIDUAL

Profiles of the Most Common Types of Donors





EXAMPLES OF MASS INDIVIDUAL GIVING

Citizens of Kotor raised Eur 2,736 at the wedding dresses fashion show organized by Fashion Cattaro boutique, D Event - Vukšić business center and Aspida aerobic club. Money was donated for opening of a Radiological Ward in Kotor Hospital.

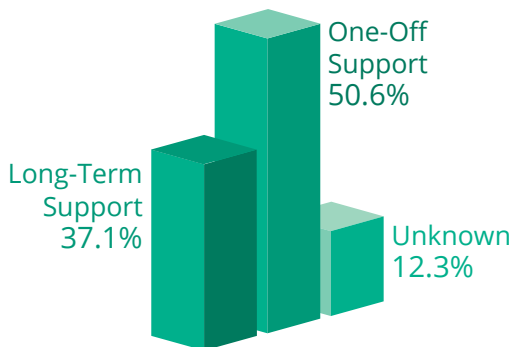
Staff of elementary school Božidar Vuković Podgoričanin in Podgorica, organized a fundraising dinner for roof reconstruction on their facility to provide proper and safe conditions for pupils.

At Humanitarian New Year's Bazaar organized by **Tivat municipal authorities and Red Cross**, citizens raised 7,593 EUR, out of which 50% will be donated for finishing construction of Day Care Center Tivat, while kindergarten in Donja Lastva and Children's Hospital in Kotor will get 25% each.

Centar za ženska prava and Petrović Njegoš Foundation organized Humanitarian bazaar where items created by survivors of domestic violence during their attendance at creative workshops were sold. Whole revenue from the bazaar was used for the continuance of the project and for forming a fund for the immediate support for survivors of domestic violence.

USE OF DONATIONS

USE OF DONATIONS (by % of Instances)



Data for Montenegro regarding the use of donations shows that half (50.6%) of recorded instances are directed to one-off support (mostly medical treatments, consumables and humanitarian support). A smaller percentage of 37.1% is directed to support that may produce long-term effects (equipment, services, capital investments and the like). The corporate sector, as in other countries, shows a greater preference for giving strategically: as many as 61% of their donations are those with potential long-term effect.



EXAMPLES OF STRATEGIC GIVING

Komercijalna Banka of Montenegro to Vaso Aligrudić Electrical Engineering High School in Podgorica for purchasing equipment and instruments for robotics.

Another example that showed strategic approach and potential to contribute to development of an area was donation of **Jugopetrol company** to Institute for Marine Biology in Kotor. The goal is to study sea caves in Montenegro. Although that the purpose of donation is research it will certainly be the first step to environment protection of the valuable resource.

Rosa Voda corporation donated a nitric oxide machine to Institute for Children's Health in Podgorica, as a part of the company's Support Life program. The machine is used together with a breathing machine (ventilator) to treat respiratory failure in premature born babies. Value of donation is over 30,000 EUR.

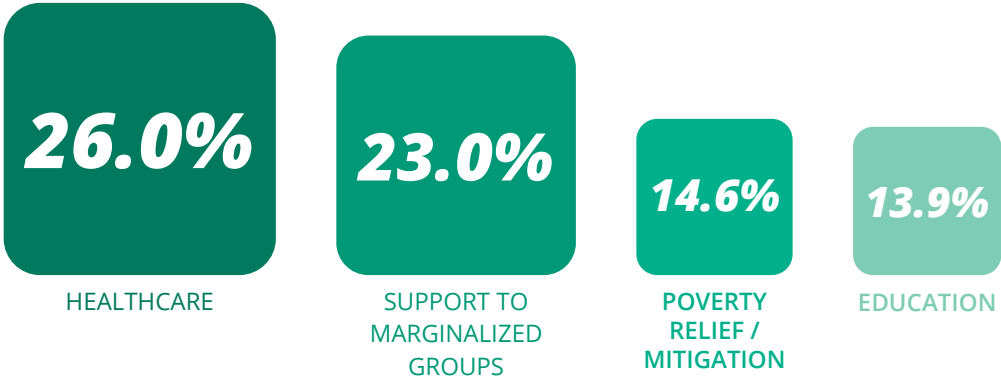
TRENDS IN USE OF DONATIONS – 2013 to 2014 (by % of Instances)

2013

2014

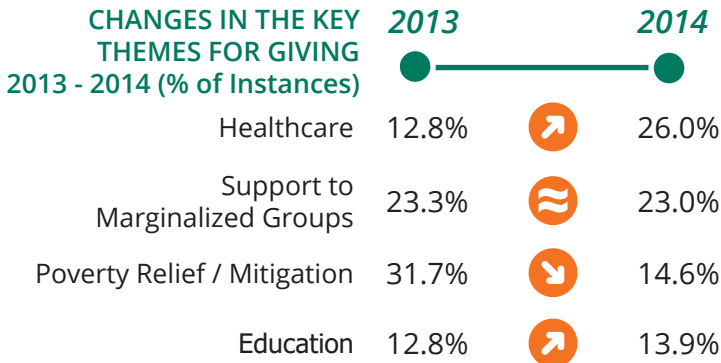
Long-Term Support	33.7%	↗	37.1%
One-Off Support	57.3%	↘	50.6%
Unknown	9.0%	↗	12.3%

KEY THEMES FOR GIVING



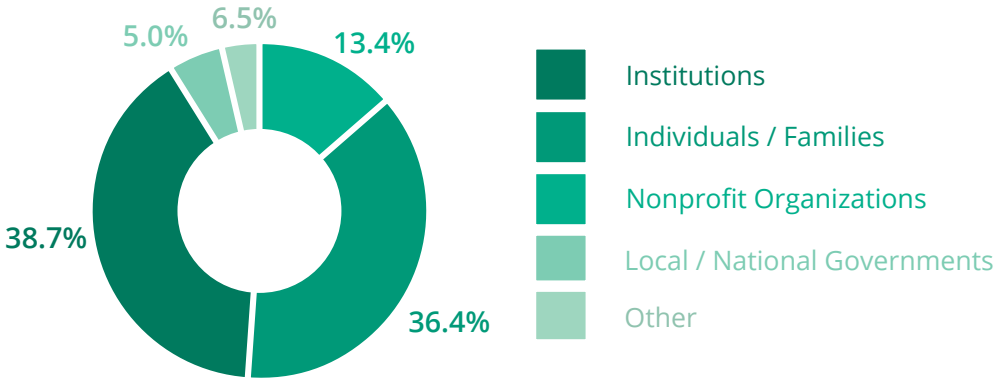
BREAKDOWN OF OTHER THEMES (by % of Instances)

below 0.5%	0.5 – 1%	1 – 3%	over 5%
<ul style="list-style-type: none"> • heritage • independent media / voices • science 	<ul style="list-style-type: none"> • religious activities • animal welfare 	<ul style="list-style-type: none"> • community development • culture and arts • environment • public infrastructure • sport 	<ul style="list-style-type: none"> • seasonal giving



RECIPIENT ENTITIES

TYPE OF BENEFICIARY ENTITIES
(% of Instances)



In 2014, the most frequent recipients of giving remained institutions (38.7%) followed by individuals and families (36.4%). Nonprofit organizations experienced sharp decline in percentage of received donations to 13.4% (from 30.5% in 2013). Local and national governments remained on approximately same level as in 2013.

BENEFICIARY ENTITIES (% of Instances)	2013		2014
Individuals / Families	26.2%	↗	36.4%
Institutions	33.4%	↗	38.7%
Nonprofit Organizations	30.5%	↘	13.4%
Local / National Governments	5.2%	≈	5.0%

RECIPIENTS OF DONATIONS

23.5%

LOCAL COMMUNITIES

16.6%

PEOPLE WITH HEALTH ISSUES

15.3%

PEOPLE IN ECONOMIC NEED

15.0%

PEOPLE WITH DISABILITIES

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

0 – 1 %	1 – 2%	2 – 5%	over 5%
<ul style="list-style-type: none"> homeless women and children survivors of violence animals 	<ul style="list-style-type: none"> refugees/IDPs elderly talented youth religious/faith communities 	<ul style="list-style-type: none"> children without parental care women with infants 	<ul style="list-style-type: none"> general population

TRENDS IN KEY FINAL BENEFICIARY GROUPS (% of Instances)

	2013		2014
People in Economic Need	30.8%	↘	15.3%
Local Communities	7.0%	↗	23.5%
People with Health Issues	7.0%	↗	16.6%
People with Disabilities	13.1%	↗	15.0%

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Given that the value of the donation in Montenegro was reported in only 25.3% of the instances, estimation about the total amount donated is made by extrapolation based on the known data.

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