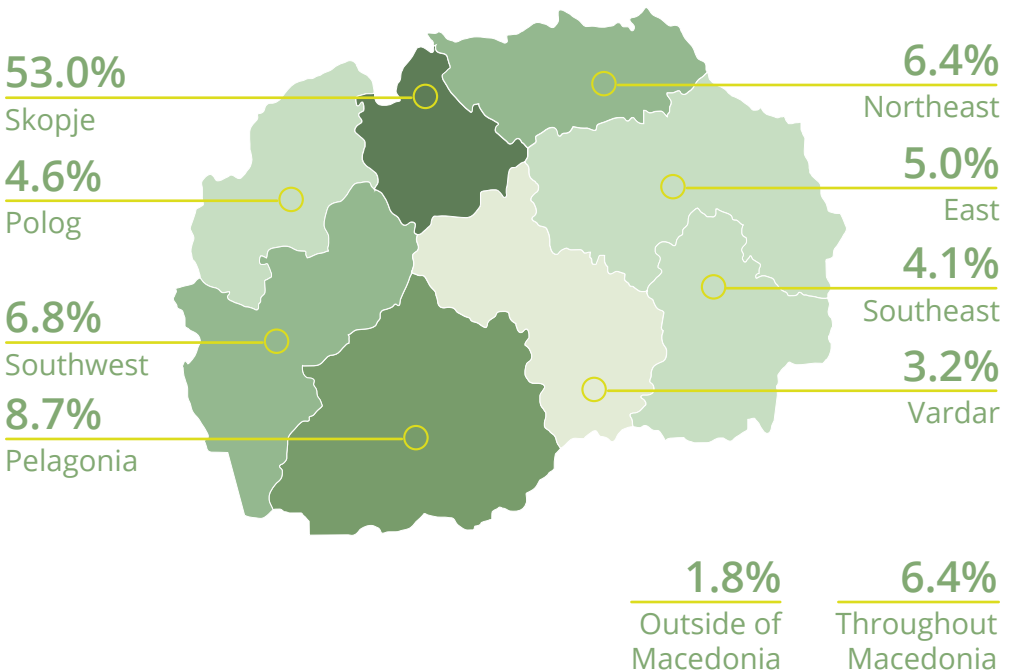


# 2016 Annual Report on the State of Philanthropy MACEDONIA

## Quick Facts



**219**

# OF RECORDED  
INSTANCES

mil.€

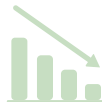
**2.64**

ESTIMATED TOTAL  
VALUE



**~1.3 €**

AVERAGE  
DONATION PER  
CITIZEN



**23.7%**

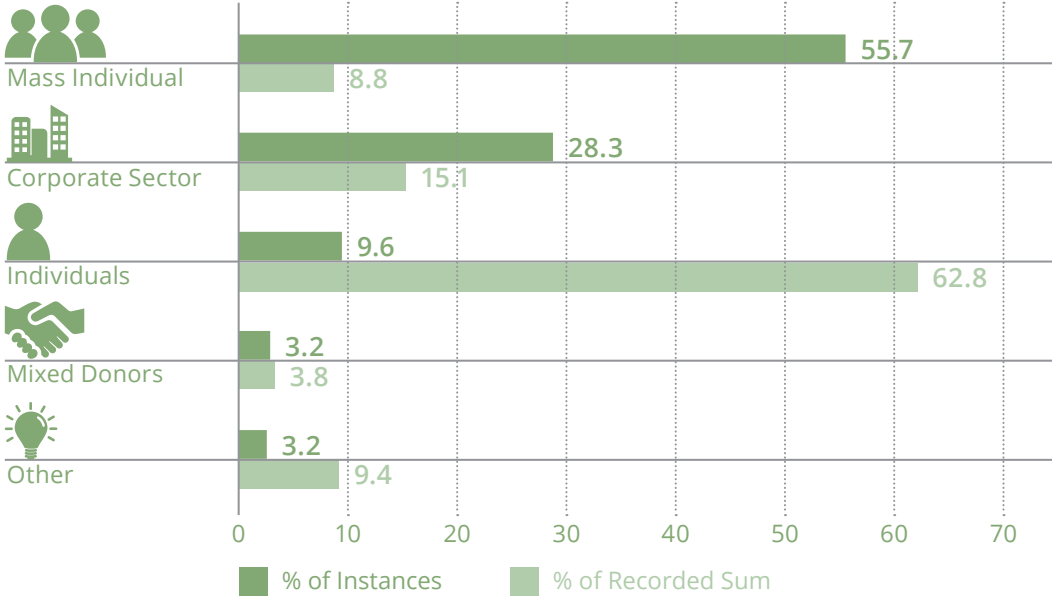
DECREASE FROM  
2015

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

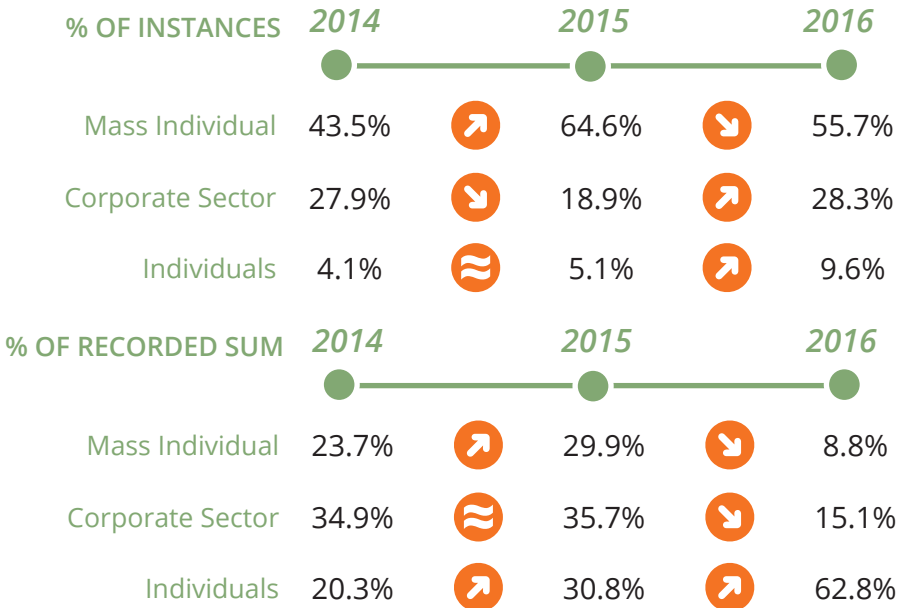
*Note: Macedonia was hit by heavy floods during 2016. In order to keep comparability of data, flood donations are excluded.*

# DONORS

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



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



## KEY POINTS

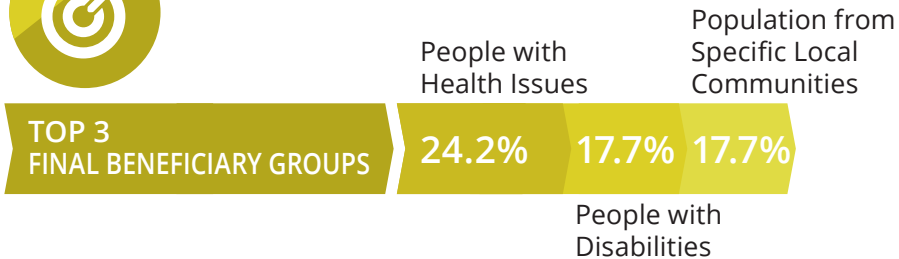
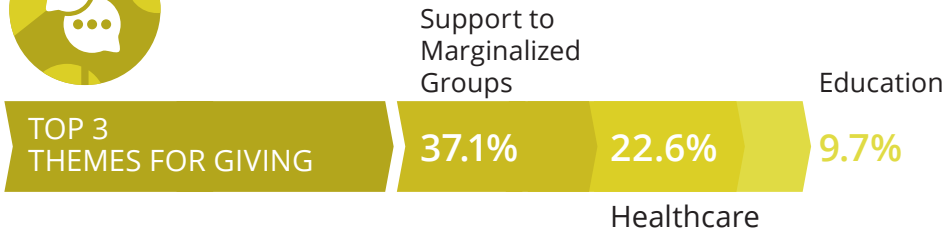
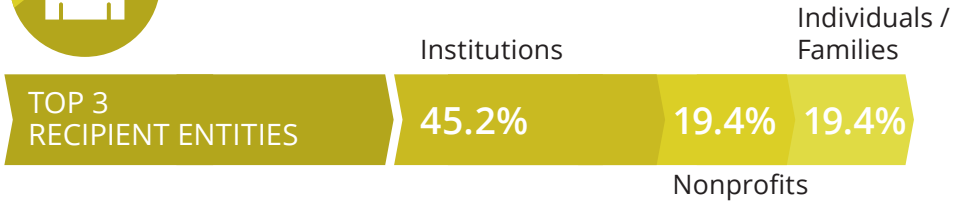


- In 2016 there were 219 recorded unique instances of charitable giving, which is significantly less than in 2015; however, the number of instances that would include flood donations is near 300, which shows that level of activities is not significantly smaller, but that donors chose to direct their support to flood relief.
- If we analyze geographic distribution of giving, there is significant increase of percentage of instances in Skopje region (from 36.9% in 2015 to over 55% in 2016, and significant decrease in donations directed throughout Macedonia (from 27.4% in 2015 to 6.4% in 2016). In terms of level of activity in other regions, however, there are no significant changes – in fact the level of activity is very similar to 2015. After several years of decrease of giving to Skopje region and increase of giving throughout Macedonia (all regions) data are back to 2013 level. While this is not a positive change, it remains to be seen if this is a trend or only a fluctuation.
- In 2016, the most active donors remained citizens in mass individual giving actions (55.7%), followed by the corporate sector (28.3%) and individuals (9.6%).
- If we consider value of donations, the picture significantly changes – individuals take the lead with 62.8% share, followed by corporate sector with 15.1% share and citizens with only 8.8%. This aberration is due to two very large donations by two individuals, which significantly influenced calculation of share of other types of donors. Calculations without these two donations show increase in the share of both corporate sector and mass individual giving.
- If we analyze giving by diaspora, the percentage of instances as well as the recorded value of donations is increased. Comparison with previous years shows that giving by diaspora is obviously characterized by year-to-year fluctuations.
- Overall, while two significant donations from individuals has influenced 2016 results, trend of increasing level of activity of individuals and corporate sector can be noted.



## CORPORATE SECTOR

### Profiles of the Most Common Types of Donors



## EXAMPLES OF CORPORATE SECTOR DONATIONS



As usual number of companies invested in medical equipment much needed in health institutions. Thus, *Novo Nordisk Pharma Macedonia* donated nearly EUR 30,000 for new equipment for the endocrinology lab at the City General Hospital 8 Septemvri in Skopje; *Novartis Pharma* donated new equipment for administration of cytostatic therapy to the children with malignant tumors to the Pediatric Clinic in Skopje; *Cementarnica USJE AD Skopje* donated new spirometry apparatus to the Institute for Pediatric Respiratory Diseases Kozle, worth EUR 4,500. *Pliva ad Skopje* donated a new molecular diagnostics system worth over EUR 8,000 for tracking patients with hematological malignant diseases to the Hematology Clinic in Skopje.

Other companies and corporate foundations invested in education: *Makedonski Telekom AD* donated computer equipment in total value of over EUR 14,000 to the library of the Goce Delcev Student Dormitory in Skopje. *Dauti Foundation* granted 120 scholarships to faculty students and 40 scholarships to students in secondary schools while *Eurolink ad Skopje* provided full scholarships for 25 talented students that study at the Faculty of Law, St Cyril and Method University Skopje.

As for SMEs, donation made by the *Forza Restaurant in Skopje*, stands out: starting from October 21, 2016 this restaurant provided free meals to people in economic need in the Karposh municipality in Skopje.



## MASS INDIVIDUAL

### Profiles of the Most Common Types of Donors



Individuals /  
Families

Institutions

**TOP 3  
RECIPIENT ENTITIES**

54.9%

27.0%

15.6%

Nonprofits



Healthcare

Poverty Relief /  
Mitigation

**TOP 3  
THEMES FOR GIVING**

38.5%

36.9%

13.9%

Support to  
Marginalized  
Groups



People with  
Health Issues

People with  
Disabilities

**TOP 3  
FINAL BENEFICIARY GROUPS**

39.3%

17.2%

15.6%

Economically  
Vulnerable

## EXAMPLES OF MASS INDIVIDUAL GIVING



Large fundraising event was organized by the *association Macedonia Welcome Center*. This association, in collaboration with several embassies, organized a humanitarian bazaar/fair in GTC Skopje. Income was donated to the Center for care and education of street children Shuto Orizari in Skopje.

The *Twitter community* in Macedonia organized promotion and sale of the fourth Twitter calendar for year 2017, which brings pictures of ten famous Macedonian twitter influencers, who posed without clothes for humanitarian purposes. The calendar was sold at a symbolic price, and All income is donated to the people living with HIV/AIDS in difficult economic conditions.

On local level, interesting example comes from community Kisela Voda, where the *Association of Retired Citizens* organized a food fair to raise funds for support of various marginalized communities in their community. Similar local example comes from Veles, where the *Women's Organization of Veles* organized the annual exhibition-contest of food products "Etno Vesta Zena 2016" raising money for support of women - victims of violence.

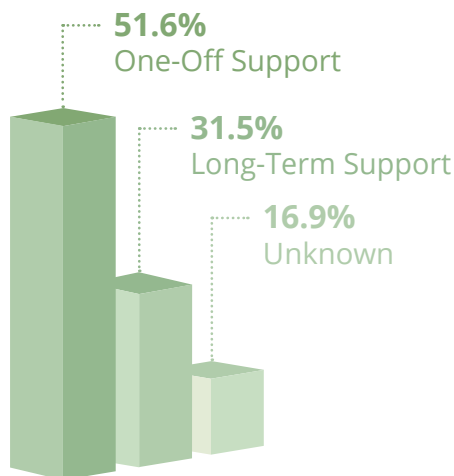
### INDIVIDUAL GIVING

In 2016, two exceptionally high donations from individuals significantly influenced overall picture of giving in Macedonia.

First example is from diaspora: *Fejzulai family* that originates from Gostivar and currently lives in Norway donated medical equipment worth in total of EUR 300,000 to the "Ferid Murat" General Hospital in Gostivar. Second example comes from Macedonia: *Mendi Qura*, businessman from Struga donated EUR 150,000 to rebuild the wooden bridge on Drim river in Struga.

## USE OF DONATIONS

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



Data for Macedonia regarding the use of donations shows that as much as 51.6% of recorded instances are directed to one-off support (medical treatments of individuals, consumables and humanitarian support). A smaller percentage of 31.5% is directed to support that may produce long-term effects (primarily equipment, but also capital investment, scholarships and services). The corporate sector, as in other countries, shows a greater preference for giving strategically: as much as 67.7% of their donations are those with potential long-term effect which is increase in comparison to the previous year. Overall, after last year drop, this year shows significant rise in instances directed to long-term, strategic support, on the level similar to that in 2014; it remains to be seen if this will become a trend or if it is just another fluctuation.



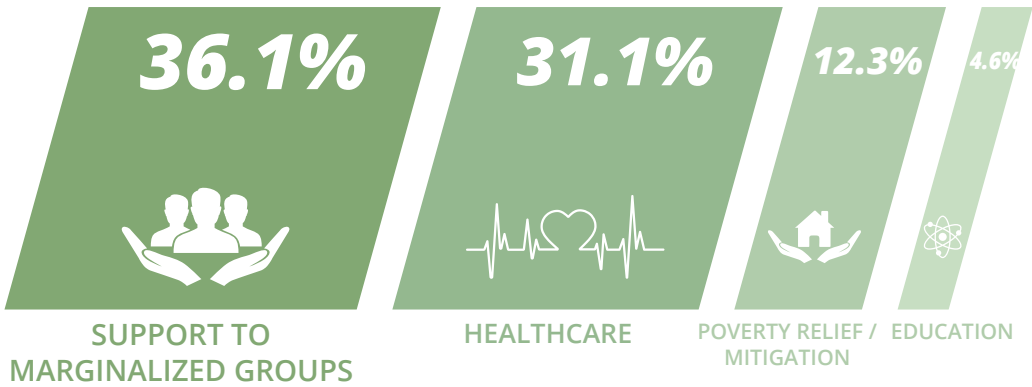
### EXAMPLES OF LONG-TERM SUPPORT

*The PAKOMAK Company from Skopje, which deals with recycling of packaging waste and Kumanovo Municipality, signed a four-year collaboration agreement, aiming to improve the environment in Kumanovo. As a part of the joined activities, PAKOMAK donated 40 plastic containers for selection of recyclable waste to the Municipality. Kumanovo Municipality and PAKOMAK will also join their efforts to increase the percentage of the recycled waste by educating the citizens of Kumanovo on the benefits from waste selection and the possibilities for its processing.*

USE OF DONATIONS (by % of Instances)	2014		2015		2016
Long-Term Support	28.6%	↘	18.0%	↗	31.5%
One-Off Support	53.5%	↗	54.6%	↘	51.6%
Unknown	17.9%	↗	27.4%	↘	16.9%



## KEY THEMES FOR GIVING



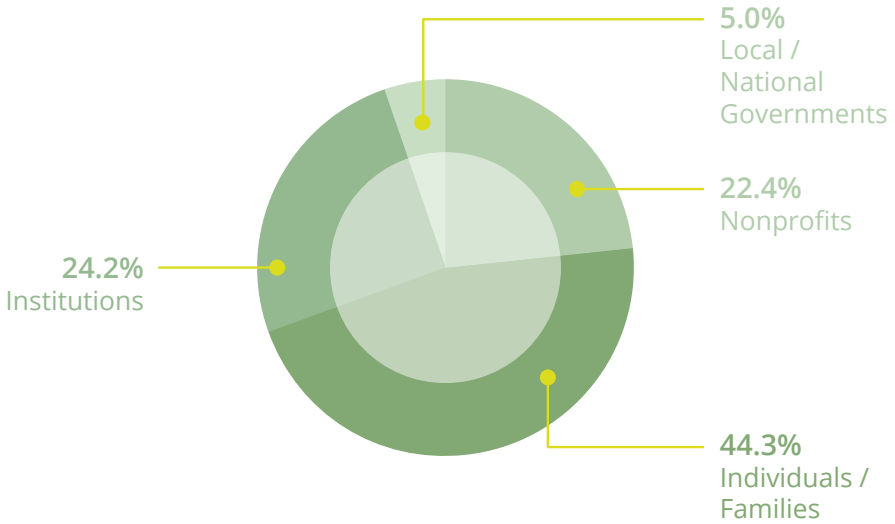
## BREAKDOWN OF OTHER THEMES (by % of Instances)

from 0 to 1%	from 1 to 2%	from 2 to 5%	6.4%
<ul style="list-style-type: none"> <li>Environment</li> <li>Culture and Arts</li> <li>Animal Welfare</li> <li>Assistance in Emergencies</li> </ul>	<ul style="list-style-type: none"> <li>Religious Activities</li> <li>Public Infrastructure</li> </ul>	<ul style="list-style-type: none"> <li>Sport</li> </ul>	<ul style="list-style-type: none"> <li>Seasonal Giving</li> </ul>

# OF INSTANCES DIRECTED TO TOP 4 THEMES (by % of Instances)	2014		2015		2016	
	%	Change	%	Change	%	Change
Healthcare	30.2%	↓	28.3%	↑	31.1%	↑
Support to Marginalized Groups	25.8%	↑	28.0%	↑	36.1%	↑
Poverty Relief / Mitigation	16.9%	↑	20.7%	↓	12.3%	↓
Education	6.6%	↓	3.1%	↑	4.6%	↑

## RECIPIENT ENTITIES

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



In 2016, the most frequent recipients of giving were individuals and families (44.3%), which is a slight increase from 2015. Institutions also have experienced slight increase in frequency of instances, while non-profit organizations and local and national government remain on the approximately same level of support as in 2015.

# OF INSTANCES DIRECTED TO VARIOUS TYPES OF RECIPIENT ENTITIES (by % of Instances)	2014		2015		2016
Individuals / Families	36.8%	↗	42.9%	↗	44.3%
Institutions	34.3%	↘	22.9%	↗	24.2%
Nonprofits	14.1%	↗	21.4%	≈	22.4%
Local / National Governments	3.8%	≈	4.0%	≈	5.0%

## RECIPIENTS OF DONATIONS



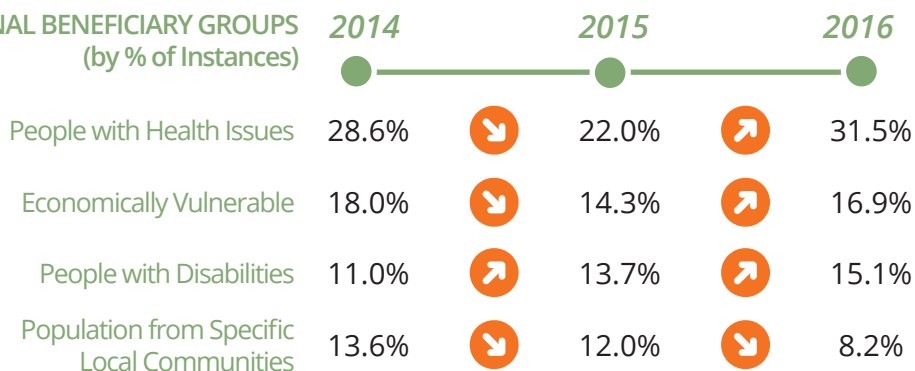
## BREAKDOWN OF OTHER FINAL BENEFICIARY GROUPS (by % of Instances)

## from 0 to 1%

- Elderly Population
- Children and Youth at Risk
- Talented Children and Youth
- Women and Children Survivors of Violence
- Migrants

## from 1 to 2%

- People from Other Countries
- Religious Communities
- Homeless People
- Single Parents
- General Population

KEY FINAL BENEFICIARY GROUPS  
(by % of Instances)

Research Conducted by:



In Partnership with:



The *2016 Annual Report on the State of Philanthropy in Macedonia – Quick Facts* is part of a broader initiative to promote and stimulate philanthropy in the region carried out by the Catalyst Foundation. The underlying research and this publication were created by Catalyst Foundation (Catalyst Balkans) and with the generous support of the C. S. Mott Foundation and Balkan Trust for Democracy (BTD).

*Opinions expressed in this publication do not necessarily those of the Balkan Trust for Democracy, the German Marshall Fund of the United States, or its partners.*

Given that the value of the donation in Macedonia was reported in only 20.5% of the instances, estimation about the total amount donated is made by extrapolation based on the known data.

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Belgrade, 2017