

2015 Annual Report

on the State of Philanthropy

MONTENEGRO

Quick Facts

42.1%

Northern
Montenegro

32.7%

Central
Montenegro

19.0%

Southern
Montenegro

3.5%

Throughout
Montenegro

2.7%

Outside of
Montenegro



670

of recorded
instances



3.8
million euros

estimated value
of donations



6.15 €

average
donation per
citizen



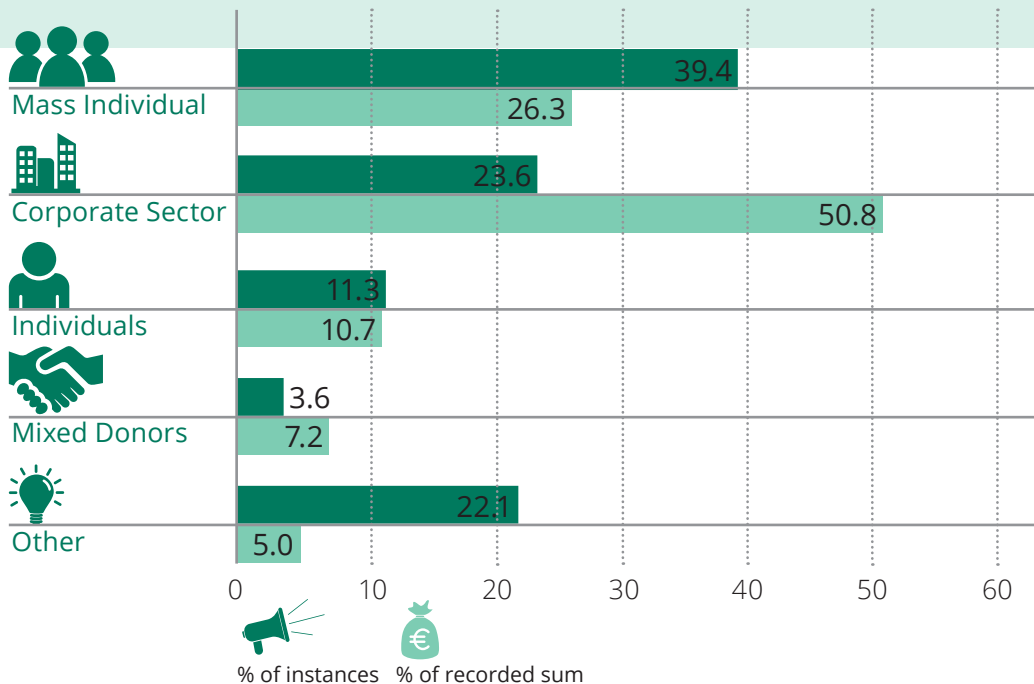
18.7%

increase from
2014

During 2015, 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)



	2013		2014		2015
BY % OF INSTANCES					
Mass Individual	16.6%	↗	35.8%	↗	39.4%
Corporate Sector	31.4%	↘	23.9%	≈	23.6%
Individuals	10.5%	↘	6.8%	↗	11.3%
BY % OF RECORDED SUM					
Mass Individual	1.3%	↗	6.7%	↗	26.3%
Corporate Sector	65.4%	↘	59.9%	↘	50.8%
Individuals	20.5%	↘	15.9%	↘	10.7%



KEY POINTS:

- In 2015 there were 670 recorded unique instances of charitable giving, which is an increase of nearly 60% in comparison with 2014.
- If we analyze geographic distribution of giving, we can observe significant drop of number of instances in Southern Montenegro and increase in both Central and Northern parts of the country. There is also slight increase in number of donations given out of country.
- In 2015, the most active donors were citizens in mass individual giving actions (39.4%), followed by the corporate sector (23.6%) and individuals (11.3%).
- If we look into value of donations, the picture changes: the corporate sector takes the lead with a 50.8% share in the total recorded sum, followed by citizens with a share of 26.3% and individual donors at 10.7%. In comparison with 2014 there is a significant increase in the recorded amount donated by citizens.
- If we analyze giving by diaspora, both the percentage of instances as well as recorded value of donations decreased in comparison with 2014.
- 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 2014, but their share in recorded amount donated continues to decrease.



CORPORATE SECTOR

Profiles of the Most Common Types of Donors



Institutions

Nonprofit Organizations

TOP 3 RECIPIENT ENTITIES

60.1%

17.7%

9.5%

Individuals / Families



Support to Marginalized Groups

Healthcare

TOP 3 THEMES FOR GIVING

24.7%

19.0%

15.2%

Education



Local Communities

People in Economic Need

TOP 3 FINAL BENEFICIARY GROUPS

40.5%

21.5%

13.3%

People with Disabilities



EXAMPLES OF CORPORATE SECTOR DONATIONS

Podgorica **Company Montenegro Electrical Transmission System AD** donated interactive board to the Kotor Center for Persons with Hearing and Speech Impairment Dr Peruta Ivanović and which will significantly improve efficiency of learning program for impaired children.

Crnogorska Komercijalna Banka invested 3,500 EUR into reconstructing the library of Vuk Karadžić Elementary School in Berane, while bank's employees donated books in order to expand literature fund of school library.

Companies joined the action of Montenegro government's "Ljepše lice Podgorice". Thus, **Carine restaurant and Bemax company** donated each 5,000 EUR to Podgorica authorities in order to help project for renovating facades of the buildings in the center of Podgorica. For the same purpose Knauf Podgorica company donated painting supplies for painting 3,000 square meters while Cerovo company donated painting supplies for painting of one building.

Hypo Alpe Adria Bank Montenegro donated 1,200 EUR to Women's Rights Center in Podgorica, for the program of legal representation for beneficiaries of their services.



MASS INDIVIDUAL

Profiles of the Most Common Types of Donors



TOP 3 RECIPIENT ENTITIES

Individuals / Families

45.5%

26.1%

Nonprofit Organizations

22.7%

Institutions



TOP 3 THEMES FOR GIVING

Poverty Relief / Mitigation

26.1%

25.0%

Support to Marginalized Groups

25.0%

Healthcare



TOP 3 FINAL BENEFICIARY GROUPS

People in Economic Need

28.8%

20.1%

People with Disabilities

15.9%

People with Health Issues



EXAMPLES OF MASS INDIVIDUAL GIVING

Citizens donated over 1,400 EUR for Kotor General Hospital at Kotor Citadela Restaurant at the [Fundraising Fashion Show DIKKA ASPIDA VI](#) event organized by Kotor Aerobic Club Dikka Aspida.

On May 20, on 10th anniversary of their graduation, alumni, [ex-pupils of Mirko Vešović High School of Economy in Podgorica](#) donated an interactive blackboard, video projector and a laptop computer to the school.

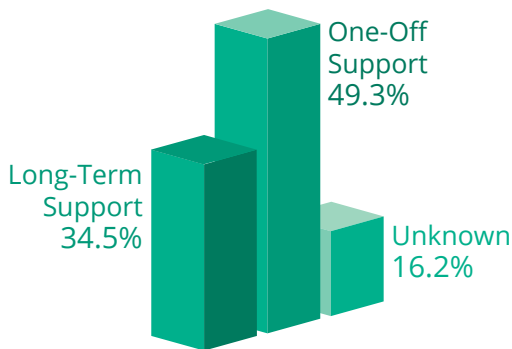
[Kotor Paraplegic Association](#) organized fundraising campaign and managed to collect 10,000 EUR needed for purchasing specialized transporting vehicle.

[Association Građanska alijansa](#), on occasion of International Human Rights Day, December 10th, organized charity football match Politicians vs. Others. Citizens who visited donated 1,880 EUR through tickets and contributions given to donation box. Money are donated to the Budućnost Riding Club for organizing physical therapy through horseback riding.

On May 16 in [Petrović Castle in Kruševac \(Podgorica\)](#), [Women's Rights Center](#) organized a fundraising bazaar "Noise in Fashion" in order to build up the its emergency fund for material support to victims of domestic

USE OF DONATIONS

USE OF DONATIONS (by % of Instances)



Data for Montenegro regarding the use of donations shows that nearly half (49.3%) of recorded instances are directed to one-off support (mostly humanitarian support and consumables). A smaller percentage of 34.5% is directed to support that may produce long-term effects (equipment, capital investments, services and scholarships). The corporate sector, as in other countries, shows a greater preference for giving strategically: as many as 57% of their donations are those with potential long-term effect.



EXAMPLES OF STRATEGIC GIVING

Luštica Development AD donated 31,804.48 EUR to public preschool institution Bambi in Tivat to be used for building of the new department of the kindergarten in Radovići, as a response for community's need for additional kindergarten capacities.

Bemax doo have built parking space for Clinical Center Montenegro. Total value of the donation is 123,000 EUR.

Hidro Bistrica doo from Podgorica donated power generating photo panels to the farmers in Bijelo Polje municipality aimed to motivate farmers to use more sophisticated equipment for cow milking.

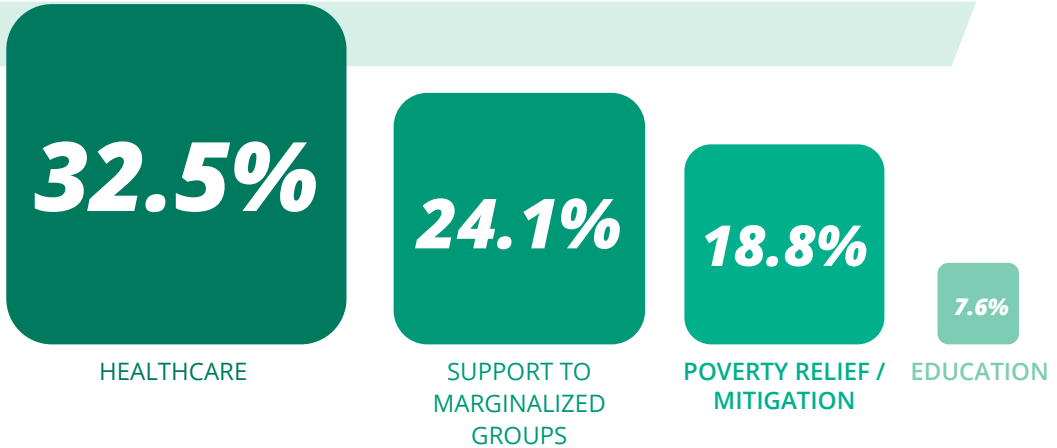
In order to support science development and youth professional capacities **Microsoft Montenegro doo** donated 215,000 USD worth software package to the Montenegro Young Inventors Foundation.

Adriatic Marinas - Porto Montenegro continued its investment in the community: this year company donated 4,000 EUR for renovation of the physics cabinet at Mladost High School in Tivat and new equipment for the cabinet. The company also donated four HP laptops and four projectors in total worth of 2,500 EUR.

TRENDS IN USE OF DONATIONS – 2013 to 2015 (by % of Instances)

	2013		2014		2015
Long-Term Support	33.7%	↗	37.1%	↗	39.4%
One-Off Support	57.3%	↘	50.6%	↘	49.3%
Unknown	9.0%	↗	12.3%	↗	16.2%

KEY THEMES FOR GIVING



BREAKDOWN OF OTHER THEMES (by % of Instances)

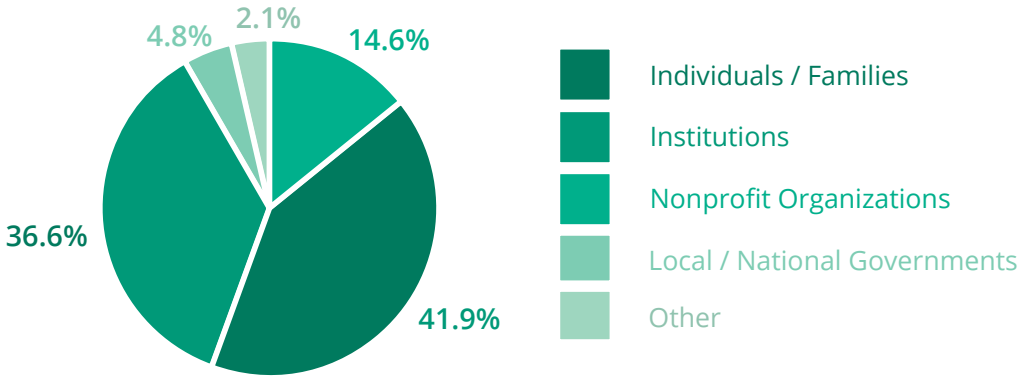
0 – 1%	1 – 3%	3 – 5%	over 5%
<ul style="list-style-type: none"> religious activities community development heritage economic development science emergency management 	<ul style="list-style-type: none"> environment public infrastructure sport culture and arts animal welfare 	<ul style="list-style-type: none"> - 	<ul style="list-style-type: none"> seasonal giving

TRENDS IN KEY THEMES FOR GIVING - 2013 to 2015 (by % of Instances)

	2013		2014		2015
Healthcare	12.8%	↗	26.0%	↘	15.5%
Support to Marginalized Groups	23.3%	≈	23.0%	↗	27.0%
Poverty Relief / Mitigation	31.7%	↘	14.6%	↗	22.4%
Education	12.8%	↗	13.9%	≈	14.8%

RECIPIENT ENTITIES

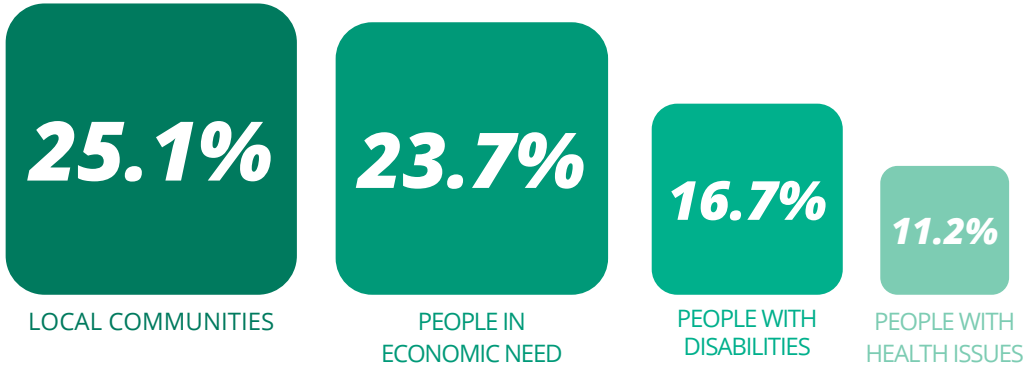
TYPE OF BENEFICIARY ENTITIES
(% of Instances)



In 2015, the most frequent recipients of giving were individuals and families (41.9%), which confirmed the trend of growth in percentage of instances directed toward this group. Institutions have experienced slight decrease, while nonprofit organizations remain on the approximately same level as in 2014. Similar situation is with local and national governments.

TRENDS IN TYPE OF BENEFICIARY ENTITIES 2013 to 2015	2013	2014		2015	
Individuals / Families	26.2%	↗	36.4%	↗	41.9%
Institutions	33.4%	↗	38.7%	↘	36.6%
Nonprofit Organizations	30.5%	↘	13.4%	↗	14.6%
Local / National Governments	5.2%	≈	5.0%	≈	4.8%

RECIPIENTS OF DONATIONS



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

0 - 1 %	1 - 2%	2 - 5%	over 5%
<ul style="list-style-type: none"> homeless ethnic minority population religious/faith communities children and youth at risk 	<ul style="list-style-type: none"> elderly women and children survivors of violence women with infants animals 	<ul style="list-style-type: none"> children without parental care people living in other countries single parents general population talented youth 	<ul style="list-style-type: none"> -

TRENDS IN KEY FINAL BENEFICIARY GROUPS 2013 to 2015 (by % of Instances)

	2013		2014		2015
People in Economic Need	30.8%	↘	15.3%	↗	23.7%
Local Communities	7.0%	↗	23.5%	↗	25.1%
People with Health Issues	7.0%	↗	16.6%	↘	11.2%
People with Disabilities	13.1%	↗	15.0%	↗	16.7%

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°catalyst

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M
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Given that the value of the donation in Montenegro was reported in only 26.8% of the instances, estimation about the total amount donated is made by extrapolation based on the known data.

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