



ANNUAL REPORT ON THE STATE OF PHILANTHROPY

QUICK FACTS

34.0%

CENTRAL MONTENEGRO

29.8%

SOUTHERN MONTENEGRO

28.9%

NORTHERN MONTENEGRO

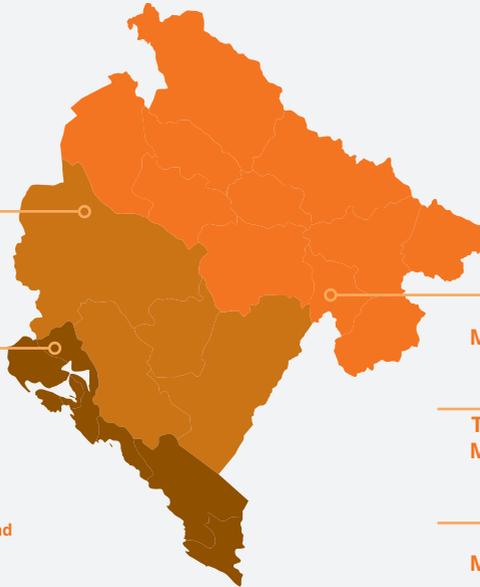
4.1%

THROUGHOUT MONTENEGRO

3.2%

OUTSIDE OF MONTENEGRO

Map showing regions and geographic distribution



588

number of recorded instances



€ 6.8 million

estimated value of donations



€ 11

average donation per individual



6.5%

increase from 2017

in cooperation with the Fund for Active Citizenship (FAKT)

Introductory remarks

In terms of the gathering of data on philanthropy, Montenegro proved to be a bit more challenging in the year 2018. For the first time since Catalyst started to track philanthropy, the number of media reports – which is our main source of data - was lower than in previous years. In other words, although the transparency concerning the donated amounts has somewhat increased this year, with media being more open and accurate in reporting the donated amounts, the media have not been broadcasting the charitable giving in Montenegro as frequently as in the previous years, and have in some cases failed to provide sufficient information. Although the overarching reason for this change is unclear, the explanation partly lies in the fact that certain campaigns that were prominent in 2017 (such as TELETON which invited significant attention of both the general public and the media) were not present in 2018. The obstacle of the information gap, however, was overcome through the use of direct sources of information and a thorough verification process, therefore allowing further insight in philanthropy trends this year.

Montenegro is the only country in the Western Balkans region which has experienced a continuous increase of charitable giving (as shown through the registered amount) in the past five years; this year, the trend has continued and the level of giving in Montenegro is once again higher than in 2017.

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 Montenegro in the period from 1 January to 31 December 2018. In this period, a total of 2,863 records related to charitable giving by all types of donors were processed in the Giving Balkans database, of which 588 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 Montenegro.

Key points

Level of giving

The number of unique donation instances that were recorded - 588 - is significantly lower than in the previous year (970) or the year before that (742). At the same time, however, the total estimated amount that was donated (over 6.8 million euros) has risen by 6.5%, which demonstrates a higher level of overall giving despite the decreased activity as registered in the number of instances.

Geographic distribution

The region of Central Montenegro remained the most supported, although with reduced number of instances (34%); Southern and Northern Montenegro follow. Donations allocated throughout several regions of the country experienced an increase, while the number of donations directed to other countries remained the same level as in 2017. This year, distribution of giving to the capital saw a slight decrease, as 29.2% of instances was directed to Podgorica.

Donors

Changes to the overall donor landscape in 2018 were marked by having almost the same level of activity by both citizens and corporate sector (36.9% and 36.4% of donation instances respectively), placing citizens in the leading donor position. This year citizens through mass individual giving have increased their activity, while both corporate and individual donors were featured in less instances than in 2017. However, if we look at the recorded amount the picture changes - despite slightly lower activity, corporate sector increased their monetary contributions to 71.3% of the total recorded sum, investing strategically in several areas, which led to a compelling increase of 23% when compared to 2017. On the other hand, after last year's increase, the ratio of the citizens' share has significantly fallen; mixed donors and private foundations maintained the level from 2017.

Themes

The most frequent support was directed towards healthcare (29.9%), which represents an increase in percentage of instances. Support to marginalized groups (25.2%), education (13.3%) and poverty relief (8.2%) follow. Support to marginalized groups and poverty relief were supported at the same level as last year, while support to education decreased for the first time in the last three years. At the same time, interest for other topics increased, most notably for sport and public infrastructure.

Recipients

Both individual/family recipients and institutions stand as most supported with 31% of instances each, after falling from their more pronounced levels in 2017. This is balanced out by the increased activity towards nonprofit organizations and local/national governments.

The percentage of instances allocated to the state is thus at 38.3% (which is lower than in 2017). However, the ranking of recipients from last year remains the same.

Non-profit organizations

In 2018, according to the donors' interest, nonprofit organizations were the third ranked recipient, with 27% of donations received, which is a 7% increase in comparison with last year. Nonprofit organizations were mostly supported for their support to marginalized groups, while the most frequent support to nonprofits came from citizens; corporate sector was less active.

Use of donations

Strategic support has been gradually increasing over the years to reach 42.3% in 2018. However, as is the case every year, almost 50% of donation instances feature one-off support. Due to access to more detailed and verified data through direct sources, the percentage of donation instances whose use is unknown has been cut by half.

Beneficiaries

For the fifth year in a row, the highest number of donation instances in Montenegro was directed towards people from the local communities (34.7%) - and this represents an increase compared to 2017. People with disabilities (16.7%) are ranked second this year, while people with health issues are at 14.8% and people in economic need at 11.1%. The range of beneficiary groups was widened compared to 2017, as women and children survivors of violence were among supported beneficiaries once again.

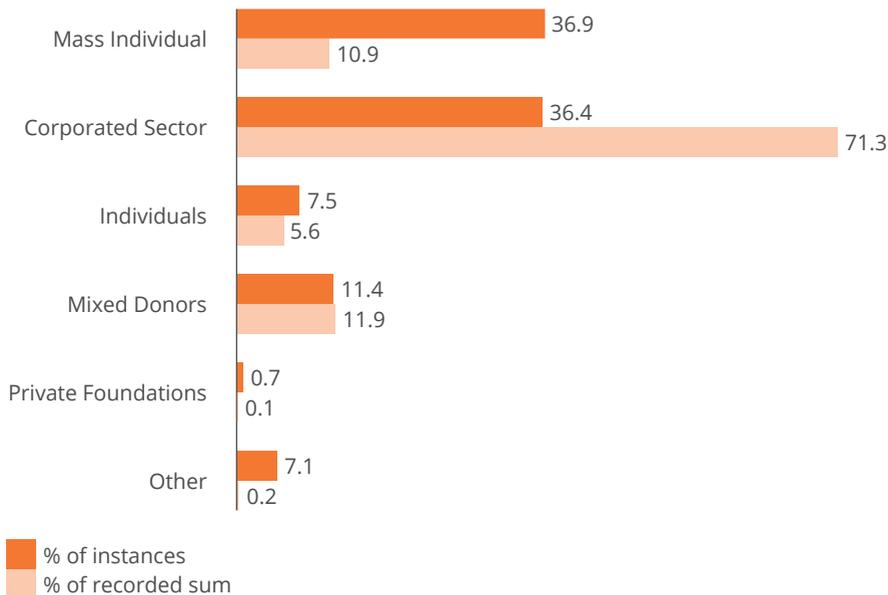
Data transparency

The transparency of the value of donations has slightly risen to 47.1%, continuing the unbroken upward trend that started in 2014. Despite the better reportage, however, less frequent coverage of donations may have contributed to the reduced number of instances overall: on a general level, media in Montenegro reported about philanthropy in 7% less articles than in the year 2017.

Overall, while media under-reporting represents a first-time occurrence this year, insight into verified data and more precise information from direct sources allowed the analysis to provide a clearer picture of philanthropy in Montenegro in 2018 - the level of giving has certainly increased. Citizens were the most active donors, whereas corporate sector proved to be the most generous. In the biggest portion, donors supported healthcare with an increased number of instances and through raised strategic assistance. Individual and family recipients, and institutions were equally supported with most number of instances. Finally, the most interesting beneficiary group for donors this year appears to be people from the local communities.

Donors

Donations by Type of Donors



Key Trends in Types of Donors

Number of recorded instances (%)	2016		2017		2018
Mass Individual	48.4%	↘	34.1%	↗	36.9%
Corporate Sector	27.8%	↗	38.4%	↘	36.4%
Individuals	7.0%	↗	10.9%	↘	7.5%
Recorded sum (%)	2016		2017		2018
Mass Individual	15.3%	↗	22.2%	↘	10.9%
Corporate Sector	32.5%	↗	58.3%	↗	71.3%
Individuals	3.7%	↔	2.7%	↗	5.6%

Key points

The number of recorded instances in Montenegro has decreased in 2018, showing a fall to 588. Still, lower level of activity did not translate into a smaller value - showing an increase from last year's amount, this year more than 4.1 million euros have been recorded as donated on a general level. Using cautious extrapolation, we estimate that the total value of all donations for charitable purposes in Montenegro in 2018 is over 6.8 million euros, which is 6.5% higher than in 2017.

When it comes to the frequency of donation instances this year, mass individual donors (36.9%) have taken the largest ratio with an increase from last year's percentage, while corporations and SMEs (36.4%) follow quite closely, despite a decrease in their activity. Individual donors (7.5%) have participated in giving less often this year also.

As for other donor types, private foundations are at the same level as in the past two years, while mixed donor types have experienced a small increase compared to the previous year.

If we look at the donated values, the corporate sector was the most generous and has donated an overwhelmingly large percentage of the total recorded amount (71.3%). After recovering from the decrease in 2016, this represents a strong increase of 23% from last year's value. This increase, a reflection of corporate investments in several areas like healthcare and education and are of long-term importance. This reconfiguration has resulted in a redistribution of ratios, where citizens (10.9%) experienced a drop in the donated value share, individual donors somewhat increased their monetary contribution, while mixed donors and private foundations stayed at the same level.

Comprising 5.4% of the number of instances, donors from diaspora have been less active than last year. Decreased participation is reflected in the donated recorded value, as donors from Montenegro diaspora participated in only 5.8% share of the total recorded value.

Profiles of the most common types of donors: Corporate sector

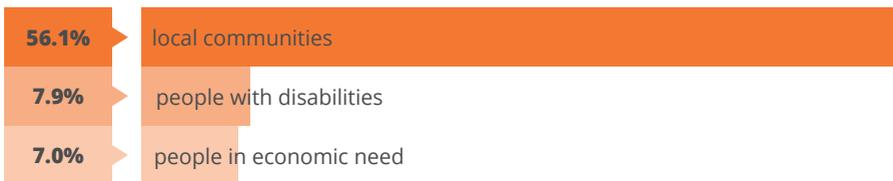
Top 3 Recipient Entities



Top 3 Themes for Giving



Top 3 Final Beneficiary Groups



Examples of corporate sector giving

The most significant investment this year has resulted in a jump in the amount donated by the corporate sector. M:TEL LLC Montenegro dedicated almost EUR 900,000 in value by setting up the Telemedicine system that will connect general hospitals in Pljevlja, Berane and Bar with the Montenegro Clinical Center. The MCC is a tertiary health institution which enables these hospitals to send patients' data and use it as a reference for expert valuation and second opinion, reducing the need to send patients to Podgorica to continue with their medical treatment. Thanks to this system, additional consultations with health centers in Belgrade, Zagreb, Rijeka, Ljubljana, Istanbul and other medical centers are also possible.

Hipotekarna Bank has been significantly active this year, with more than 15 instances of support and EUR 240,000 directed toward a large variety of themes. A subset of these donations went to nonprofits, including the financial support to CSO Art 365 for the organization of “Yugoslavia fest” in Nikšić in May, or the provision of tools and materials for the Center for Autism “Ognjen Rakočević,” but also the donation to CSO “Plavi Krug” for the 7th Educational camp for persons with diabetes. However, two different campaigns stand out. One is the quick reaction of the Hipotekarna Bank, as the company recognized the need of a master’s student at Oxford University to pay off the remaining EUR 20,000 of her schooling expenses and provided the necessary funds. Another is the provision of EUR 20,000 to the Montenegrin Public Theater in Podgorica, which translated into new and improved equipment for the theater and marked a jump in philanthropic giving directed towards culture and the arts.

This year fACT - Fund for Active Citizenship awarded two ISKRA 2018 Philanthropy Excellence awards for contribution on the national level, and Societe Generale Bank Montenegro is the winner of the Special Jubilee award for the best philanthropy practices on a national level. Being able to recognize the needs of the community, Societe Generale set their priorities to invest in the improvement of healthcare and education in Montenegro. Among other valuable support, the bank donated EUR 20,000 worth of equipment to the rehabilitation polyclinic of the Institute for Children’s Diseases Podgorica, and another portable ultrasound device worth around EUR 18,000 to the Center for Neonatology at Montenegro Clinical Center.

Adriatic Marinas has been investing into the local community of Tivat for a long time, in a mutual multi-year agreement with the municipality. In 2018, about EUR 60,000 were invested as follows: a) through the setup of a Wi-Fi signal in the “Drago Milović” elementary school, b) support provided to different sport clubs and activities (aimed at raising awareness and engagement of citizens in sports) and c) as support of multiple music-related events including a donation to the Tivat Music School. They have also dedicated a scholarship amount of EUR 25,000 to a Montenegrin student to study in the American RIT College in Dubrovnik, Croatia.

Another ISKRA 2018 award winner is BM Kemelon company based in Podgorica, awarded for their contribution to the local community. This company, with its business partners, has been continuously supporting families in need through refurbishing their homes, and also providing assistance to sports clubs, schools and kindergartens, children’s events and festivals. Through the traditional action “Osmijehom oboji dom” (Paint your home with a smile), among nu-

merous individuals, BM Kameleon provided services for adaptation of the premises for CSO "Pružite nam šansu" (Give us a chance) used by 37 families with children with intellectual disabilities.

Small- and medium-sized (SMEs) have contributed with significant instances of support this year as well. For one, Congress Travel LLC Podgorica marked its 10th anniversary by donating a microscope, software and computer (equipment worth EUR 13,500) to the Department of Oncology and Hematology of the Institute for Children's Diseases. Company doMEn LLC was awarded ISKRA 2018 Philanthropy Excellence awards for their best annual philanthropy practices in the category contribution at the national level, organized by fACT - Fund for Active Citizenship. This year doMEn, whose CSR goal is to support the development of youth, organized a traditional yearly programming school and a seasonal summer programming school, robotics contest and also a contest called Knowledge Olympics that gathers over 500 students each year. In addition to that, 17 laptops worth around EUR 5,000 were donated to each of the vocational schools in Berane, Podgorica and Bijelo Polje.

Last but not least, the company PG LIV donated equipment for three playgrounds in the settlements within the municipality of Pljevlja, reaching EUR 30,000 of support in 2018.

Giving through calls for applications

Many companies responded to calls for applications, serving to promote inclusion and environmental protection, among other areas. 2018 marked the 5th year of the Telekom Montenegro AD round of support especially designed for civil society organizations. While not a specific partnership, the existence of this grant program named "Za svako dobro" resulted in EUR 30,000 being distributed to six CSOs for a variety of projects, which makes the initiative worth mentioning. The winners this year included CSO "Staze" for the project of supporting children with developmental difficulties through new technologies, an IT educational program called "Mali programeri" (Little Programmers) organized by the Association of Informatics and IT Professors in Montenegro, and the online counseling project by the Fenix Association that intends to help families with children diagnosed with cancer.

Telenor Foundation in Montenegro, for instance, organized a grant-giving campaign during which it awarded three projects focused to help the inclusion of people with disabilities. One of the projects is the networking initiative of the Association of Blind Persons of Montenegro, the aim of which is to connect employers with job seekers who have disabilities. Another project involved the inclusion of persons with hearing impairment by introducing a sign language translation service that would help bridge individuals and institutions by solving communication issues.

Trebjesa Brewery supported environmental protection aspects. Every November since 2012, the company has been supporting a nonprofit NGO which works in the field of environmental protection, dedicating EUR 10,000 to a single project.

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

Healthcare has been a topic that local communities were always concerned with, and the examples demonstrate that. Thanks to the people who have been associated with it since 2017, the Budi Human Foundation in Montenegro has successfully collected more than EUR 190,000 in 2018 for the medical treatment of a dozen children. Almost 65% of the amount was generated thanks to frequent SMS donations through the numbers dedicated by Telenor and Telekom providers for the cause of the foundation.

On a much smaller scale, the Hotel Regency Porto Montenegro organized a charity ball in December with aspects of lottery, where contributions and proceeds from the tickets went toward equipping

the Kotor General Hospital. More than EUR 15,600 from the proceeds were allocated to the purchase of a defibrillating device.

Citizens have also dedicated their money to the occasional investments that strive to improve the local infrastructure. A fashion auction at the Hotel Regency Porto supported the construction of a playground in Tivat. On the 22nd of July 2018, fashion designers dedicated their items to the auction named "Where Art Meets Design," after which the fundraised amount of EUR 10,000 was donated to the municipality of Tivat. On a similar note, the "Primorac" Waterpolo Club and "Aspida" Athletic Club have fundraised around EUR 3,600 with the help of a humanitarian swimming competition. This amount generated from the tickets of spectators were directed to the reconstruction of Kotor's swimming pool.

Individual contribution

In 2018 Milanka Stijović from Herceg Novi, a post office employee, was awarded for individual contribution to the common good for the best annual philanthropy practices – ISKRA 2018 Philanthropy Excellence award. With the help of several catering services and hotels, Milanka daily provides meals for 53 families in need. One of her initiatives under the name "Thank you for the warm winter" was organized for the fourth year in a row. Again, this initiative succeeded to provide help to the most needed with warm food, clothes, books and furniture.

The report would not be complete without mentioning the initiatives of Zorica Drakulić Vidaković from Herceg Novi, a 2016 ISKRA award laureate who received a monetary award from her city for her long-term engagement in humanitarian work. Besides donating that award to 8 families in need, she organized various campaigns in the spring and summer to collect supplies. In April and on the occasion of Easter holidays, she and her three collaborators initiated a food collection campaign that helped feed sixty families. In June, ten Roma families who lost their houses in a huge storm received aid collected by Zorica. Finally, in August she began collecting school kits and books for children in economic need, preparing them for the beginning of a new school year. These examples are only a snippet of the work she was awarded for, as she has also been part of a wider campaign for the opening of public kitchens (indicated further in this report).

Finally, it is worth mentioning that some have taken the responsibility to contribute until sufficient social infrastructure for the people in immediate need is established, such as Luka Pejović from Bijelo Polje who distributes unsold goods from his bakery (as well as visits people from rural areas).

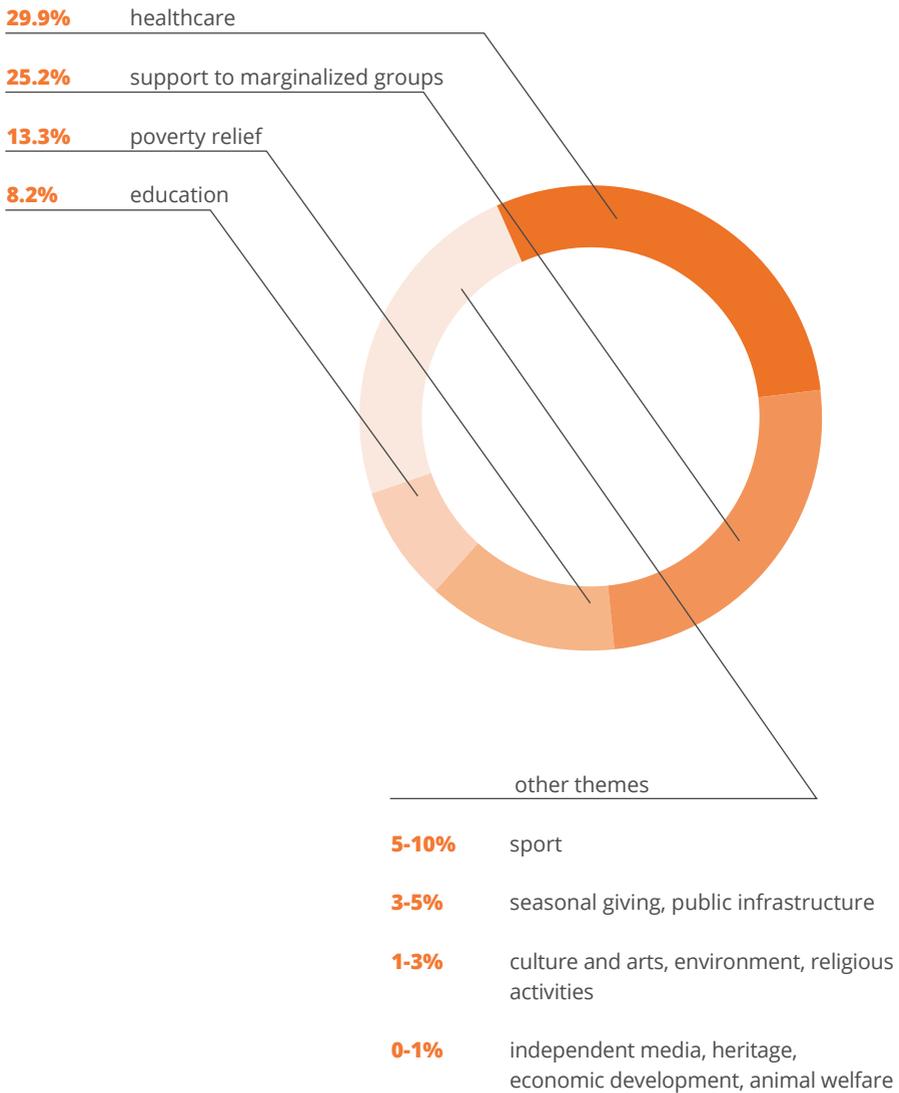
Diaspora support

The Montenegrin diaspora in the US dedicated its philanthropy to long-term solutions. A group of Montenegrin citizens living in the US decided to pool their funds to help the children of the hilly and rural Tuzi to reach their schools safely and on time. The donors did so by donating a special van worth approximately EUR 8,250 to the municipality of Tuzi, which will transport pupils of elementary and high schools.

One instance was initiated by a prominent individual who also made his career in the US. By executing the last will of the famous Montenegrin psychiatrist Dušan Kosović, a resident of New York City, his widow Rukako Fujihira Kosović donated EUR 163,000 to the Psychiatric Clinic at the Montenegro Clinical Center. In line with the wishes of Dušan, this capital investment was used to renovate and equip the clinic, while also adding new segments to the library intended for its patients.

As in previous years, the diaspora Foundation "Gusinje" has been active in fundraising initiatives in 2018. One such initiative was meant to support the recently-inaugurated Women's Volleyball Club Grebaje, and the sporting activities it promotes. Thanks to the campaign, the Foundation directed the EUR 2,400 raised towards the organizational and competitive activities the club will be a part of. This is the third time the foundation supported the club.

Key themes



Number of instances aimed at four key themes (%)

Theme	2016		2017		2018
Healthcare	30.9%	↓	26.2%	↑	29.9%
Support to marginalized groups	26.0%	↓	24.9%	~	25.2%
Education	12.0%	↑	20.6%	↓	13.3%
Poverty relief	12.8%	↓	9.0%	~	8.2%

Key points

This year, the four most supported themes – healthcare (29.9%), support to marginalized groups (25.2%), education (13.3%) and poverty relief (8.2%) have attracted 76.6% of all instances of charitable giving.

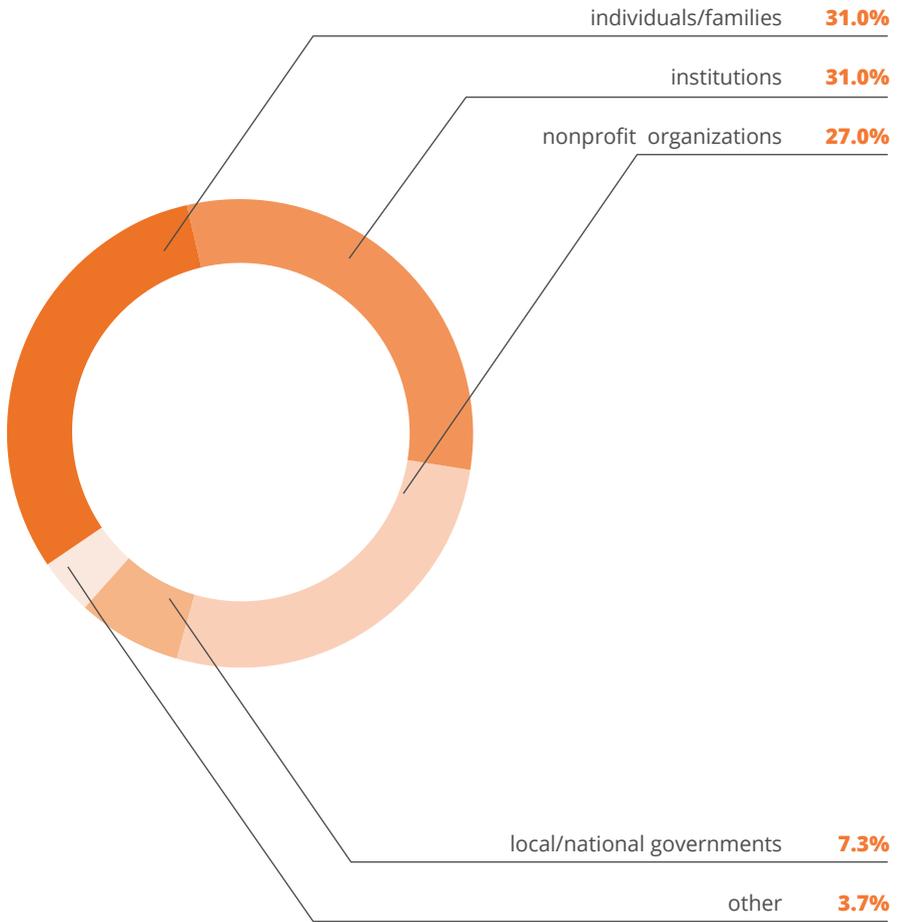
The ranking of themes according to instances is unchanged, although the percentages are slightly different for some. Poverty relief and support to marginalized groups attracted the same level of donors' interest as in 2017. The percentage allocated to healthcare has increased by 3.7%, and it remains in the first place for the third year in a row, whereas this year the donors were less interested in support towards education, with 7.3% of donation instances. As reduced interest in education closely correlates with less active support for institutions, it is obvious that this year donors' preferences were directed to other recipients; this year the number of instances directed to educational institutions has been reduced by 18%.

Although the four key themes have cumulatively generated less instances than in previous years, this positively indicates somewhat higher donors' interest for other themes, especially for sport and public infrastructure.

Both corporate and mass individual donation instances in large percentages have been towards healthcare. Individuals have given most frequently towards sports, despite a decrease in overall activity.

The range of other supported themes features sports (5.6%) in first position, with a 4% increase from last year, mostly directed towards nonprofit organizations; public infrastructure (3.7%) with a 2.4% increase, and culture and arts (2.9%) with 1.7% more instances this year. A donation for the independent media introduced this category back into the landscape after a three-year dormancy.

Recipients



Beneficiary Entities (% of Instances)

	2016		2017		2018
Individuals/families	46.4%	↓	34.1%	↓	31.0%
Institutions	31.8%	↑	39.9%	↓	31.0%
Nonprofit organisations	16.6%	↑	20.0%	↑	27.0%
Local/national governments	4.0%	~	3.9%	↑	7.3%

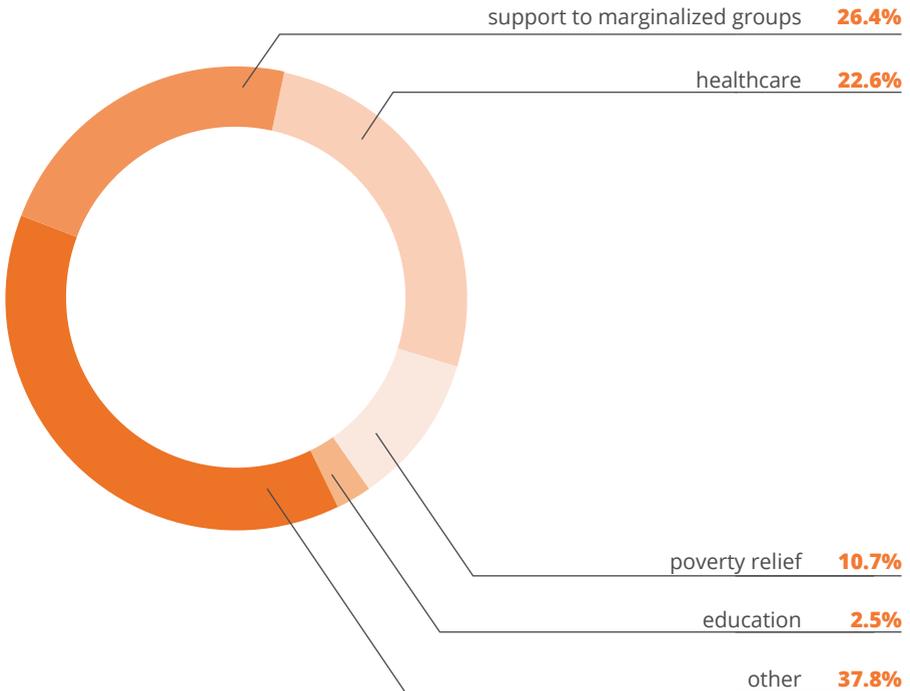
Key points

Individuals and families, and institutions have an interchangeable relationship when it comes to the distribution of donation instances; this year, they jointly share the position of the most frequent recipient – with 31% instances received respectively. Nonprofits (27%) and local/national governments (7.3%) follow behind.

The relative distribution, however, is quite reconfigured. This is the second year of decline for individual and family recipients (a potential trend that might continue) with fewer donations than last year - Individuals and families have received 3.1%, and institutions 8.9%. Nonprofits and local/national governments have instead featured a raise in the percentage of instances, where number of donation instances to nonprofits increased by exactly 7%. Nonprofit organizations strengthened their activities in raising funds for sports and healthcare in particular, while institutions received more attention for healthcare and support to marginalized groups.

Nonprofit organizations in 2018

Key themes supported by nonprofit organizations



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

At 27%, nonprofits were featured in exactly 7% more donation instances this year. Raised interest, which has been continuous since 2014, indicates the positive development of the sector which expands and grows through taking long-term initiatives and one which establishes partnerships with other stakeholders.

Regarding the themes supported through nonprofits, support to marginalized groups (26.4%) and healthcare (22.6%) remain dominant since 2017 - support to marginalized groups show decreased number of instances, and healthcare show a higher number. Poverty relief (10.7%) is also featured as a theme of significance this year. Another theme, namely sport, attracted surprisingly high percentage of instances (17.6%). This year companies like Adriatic Marinas - Porto Montenegro and Hipotekarna Bank stood out with their frequent support to sports clubs dedicated for training activities and children's sport camps supporting rugby, waterpolo, volleyball, basketball and athletics. Further, seasonal giving and animal welfare were less supported, while some themes dropped from the radar such as assistance in emergencies, economic development and human rights.

If we look at the beneficiary groups, most of the instances allocated through nonprofits went towards local communities (31.4%), people with disabilities (28.9%), and people in economic need with 14.5% (the people in economic need at the lowest point since 2013). In terms of other categories, there is an increase in number of instances for people living in other countries. Two categories (children and youth at risk and the elderly) are not featured this year, and mothers and babies re-emerged after being unseen since 2013.

The donor landscape is similar to the previous years: citizens remain the strongest supporters for the nonprofit sector with 36.5% of donation instances, and the corporate sector kept the same level of interest. Individuals have not changed their engagement either, however, there are more campaigns this year where mixed donor groups have participated in.

Some private foundations have been featured in more instances than others. Budi Human Foundation Montenegro is the most supported, while Food Bank Montenegro has also been one of the more active foundations in 2018. Domestic nonprofits which received multiple donations include (by order of magnitude) Women's Volleyball Club Grebaje, the "Žene Bara kuvaju srcem" association which provides daily meals to people in need, and also the CSO "Sunčev Kutak" – an association dedicated to working with children, developing and supporting their creativity through various workshops and other educational activities.

Corporate- nonprofit partnerships

An interesting example of multisectoral cooperation – most notably in the form of a small triple helix interaction between the public, private and civil organizations – is the “Moje drvo” (My Tree) project. The project is initiated and conceptualized through an application called “My Tree” which was developed by a company called Amplitudo from Podgorica, as well as the associations “Ozon” and “Udruženje ljubitelja Gorice i prirode” (“Enthusiasts of Gorizia and the nature”) in cooperation with the “Zelenilo Podgorica” public enterprise and the city of Podgorica. This application provides anyone, an individual or a business entity, with the power to donate towards purchase of seedlings and choose the location where it will be planted. It also provides the possibility to apply for one of the volunteering activities (like green initiatives and maintaining green areas), for those who want to contribute in that way. Just in 2018, through the application “My Tree”, over 700 new seedlings were donated to the city and over 1,000 others for foresting, which were planted in five locations. This project has now gone beyond local frameworks and reached out to other communities and cities, with shows great potential to be continued.

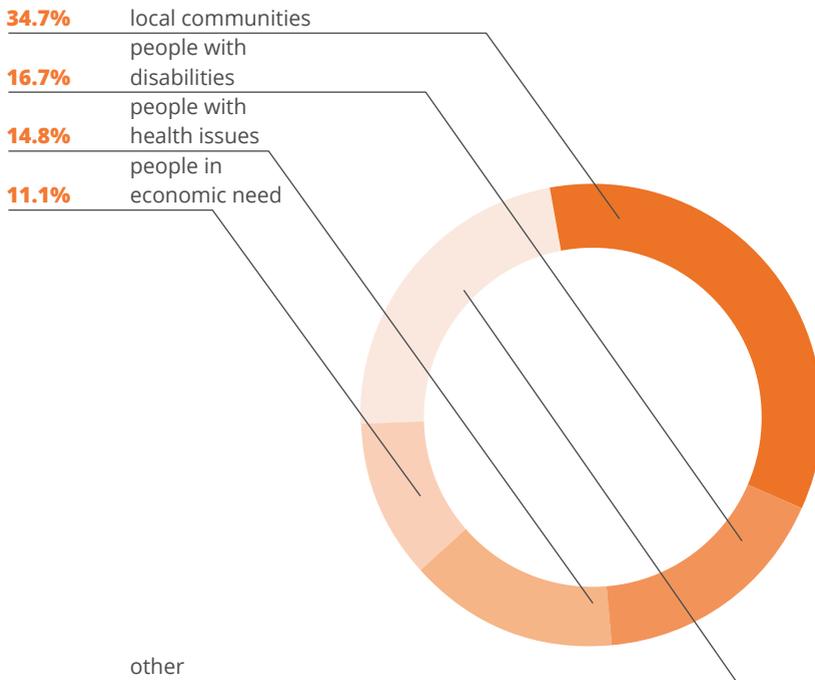
Successful campaigns

Many campaigns have aspects worth featuring, but one large and geographically-diffused initiative stands out: the opening of several public (soup) kitchens in Montenegro. First is the Facebook campaign led by “Žene Bara kuvaju srcem” (spearheaded by Ljiljana Vujović) in the city of Bar, which inaugurated its soup kitchen relatively shortly after the idea was conceptualized. Herceg Novi featured a soup kitchen inauguration led by Zorica Drakulić Vidaković and the Association of Pensioners in Herceg Novi, who considered the campaign a “priority above all.”

Although the outcome has not yet manifested and since the kitchen has still not opened in 2018, Nikšić has also been featured in a fundraising campaign organized by “Izvor života” association, for its own soup kitchen.

Another campaign is notable for the activity it sparked in one day. RTV Pljevlja, a local media outlet, lost its equipment when their premises were devastated by a fire on May 22nd, 2018. Recognizing the concern for this outlet, a donors’ evening was held on June 8th at Milet bašta in Pljevlja in order to collect funds to help RTV recover part of its equipment. Thanks to the massive outpouring of support, approximately EUR 130,000 was collected from citizens and the corporate sector during this event. Besides the proceeds from the evening, EUR 25,000 were provided by the Pljevlja Coal Mine company on the 25th of May.

Beneficiaries



5-10%

-

3-5%

single parents, people living in other countries, children without parental care

1-3%

general population, mothers and babies, religious communities

0-1%

elderly, ethnic minority population, homeless, unemployed, children and youth at risk, talented youth, refugees/IDPs, women and children survivors of violence, animals

Trends in Key Final Beneficiary Groups (% of Instances)

	2016		2017		2018
Local communities	25.7%	↗	33.1%	↗	34.7%
People with disabilities	12.0%	↗	15.6%	↗	16.7%
People with health issues	22.9%	↘	13.6%	↗	14.8%
People in economic need	22.4%	↘	15.8%	↘	11.1%

Key points

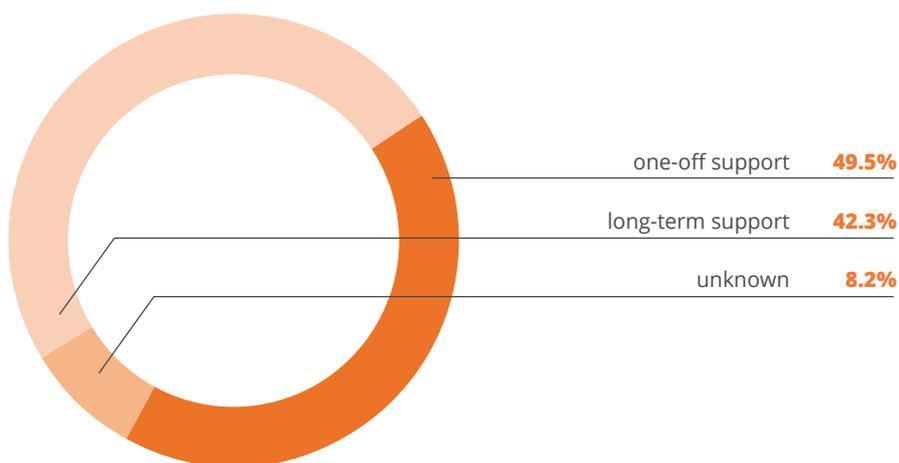
The top four categories of final beneficiaries have received 77.3% of total recorded donation instances together: population from local communities (34.7%), people with disabilities (16.7%), people with health issues (14.8%), people in economic need (11.1%).

The overall distribution features relatively minor oscillations in percentages: local communities, people with disabilities and people with health issues received slightly higher number of donation instances each, while people in economic need saw a 4.7% decrease.

The ranking, however, has changed somewhat: with local communities leading this year too, people with disabilities jumped to second place, and people in economic need with decreased support fell to the bottom of the four key beneficiary groups.

Range of other beneficiary groups does not feature any new subtractions and remains wide. There is one addition, however, as women and children survivors of violence have appeared again this year. Single parents (4.9%), and children without parental care (3.1%), and the general population (2.7%) are also of note this year

Use of donations



Use of donations (% of instances)

	2016		2017		2018
One-off support	48.4%	↓	45.0%	↑	49.5%
Long-term support	35.8%	↑	38.6%	↑	42.3%
Unknown	15.8%	~	16.4%	↓	8.2%

Key points

The landscape according to the use of donations has shown some positive changes when compared to 2017.

Trend of an incremental elevation in long-term support (from 33.7% in 2013 to 42.3% in 2018) has continued. These are positive indicators, as strategic investments have a longer lifecycle and a wider base of beneficiaries than one-off and ad-hoc initiatives. Additionally, the number of instances for which the actual specific use was not possible to be determined has significantly decreased, namely it was cut in half. The reduction of percentage for unknown use is a direct result of media and stakeholders' move towards transparency. Finally, one-off support saw a slight increase, which actually represents a number of the unknown uses identified as one-off.

The investments of the corporate sector reveal a more impactful fact this year - over 63.1% of donation instances coming from the corporate sector have gone to strategic long-term support. While this trend has occasionally dipped below 60%, this year reveals a high point of investments into sustainable projects, partnerships and infrastructure. If looking at the donated values, the share is even higher - 87.4% of the value donated from the corporate sector is in the form of long-term support.

Examples of long-term strategic support

Some examples of support come in the form of digital infrastructure. As part of a cooperative agreement it has with the Montenegrin Ministry of Education, the company Telekom Montenegro AD has been providing free internet to kindergartens, elementary and high schools for several consecutive years. The value of that donation reaches EUR 71,600 on an annual basis. In addition to educational facilities, the provider enables associations who take care of people with disabilities to use the internet for free, the value of which reaches EUR 11,566 yearly.

Some aspects of long-term support are the strategic investments into public infrastructure. “Domaća trgovina” company, for example, has donated EUR 50,000 for ordering and arranging the green spaces of Zabjelo in Podgorica, which covers playgrounds, pipelines, lighting and greenery, all on a 2000 square meter land. Another instance is the investment of Bemax LLC in a 10-meter long passage in Sutomore (worth EUR 80,000), and a road near the church in Rasovo. Telemach LLC and Total TV Montenegro also contributed to the construction of playgrounds throughout the country. Within their “Ne prljaj. Nemaš izgovor!” ecological campaign, the companies donated EUR 36,000 for the construction of 6 playgrounds in Podgorica, Nikšić and Bar.

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