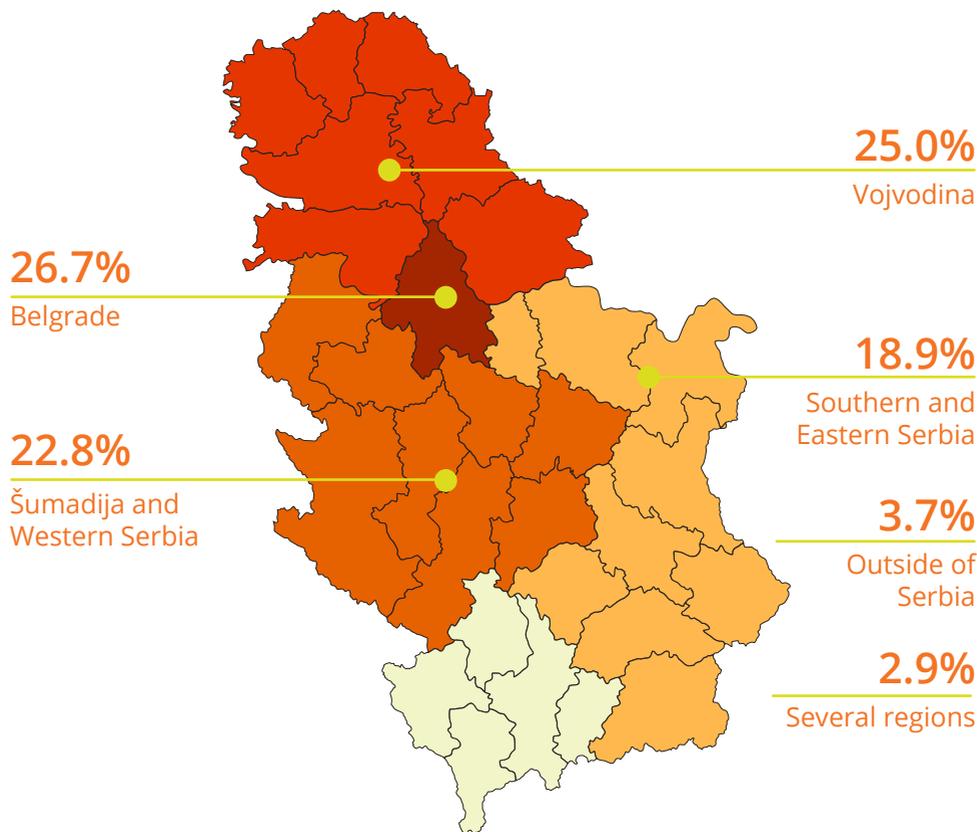


2016 Annual Report on the State of Philanthropy SERBIA

Quick Facts



3,270

OF RECORDED
INSTANCES

mil.€

21.217

ESTIMATED TOTAL
VALUE



3 €

AVERAGE
DONATION PER
CITIZEN



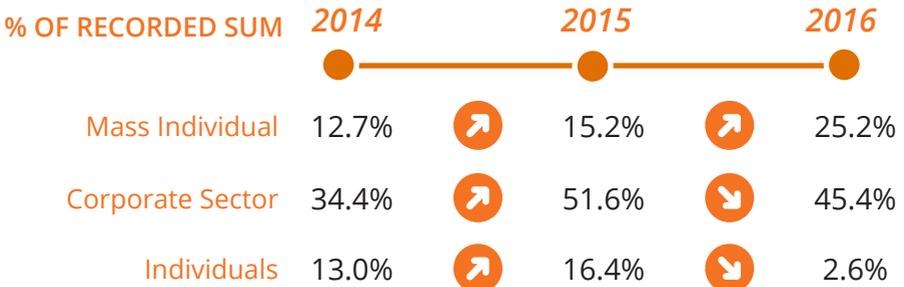
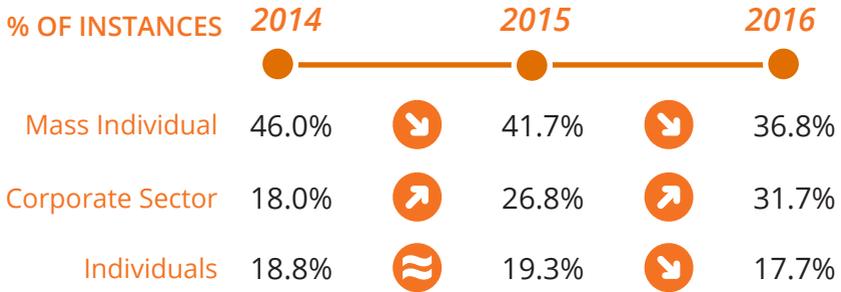
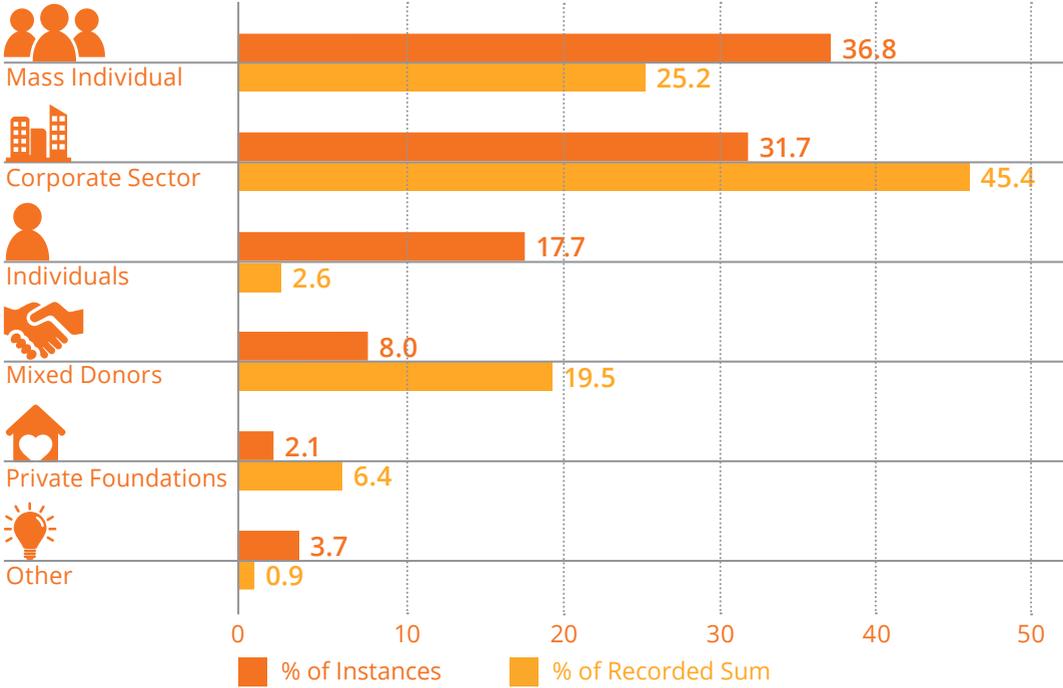
4.9%

DECREASE FROM
2015

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

DONORS

DONATIONS BY TYPE OF DONORS
(% of instances, vs. % of recorded sum)



KEY POINTS

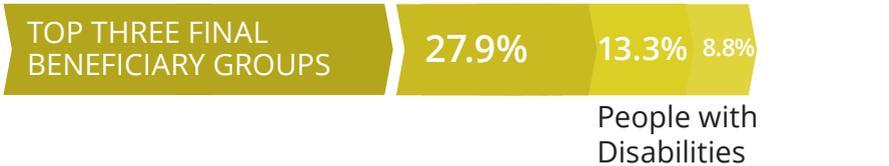
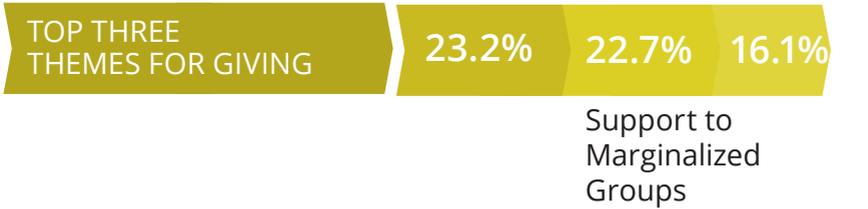
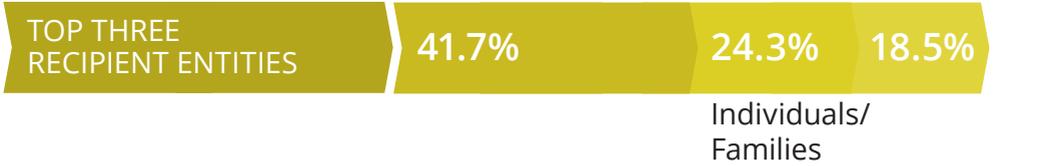


- In 2016 there were 3,270 unique instances of charitable giving, only 52 instances more than in 2015, which shows almost the same level of activities.
- If we analyze geographic distribution of giving, we do not see any significant changes in comparison with 2015. Belgrade still remains to be the region, which received majority of donations (26.7%), followed by Vojvodina (25%). A slight increase in percentage of donations directed to outside of Serbia, as well as donations directed to outside of the Western Balkans region, are both seen as positive changes.
- In 2016, the most active donor types were mass individual (36.8%), followed by the corporate sector (31.7%) and individuals (17.7%).
- If we look into value of donations, the picture changes: the corporate sector takes the lead with a 45.4% share in the total recorded sum, followed by mass individual with a share of 25.2% and mixed donors at 19.5%. The share of individuals dropped significantly compared to 2015.
- If we analyze giving by diaspora, the percentage of instances was slightly lower than last year (14.7%), while the recorded value of donations dropped to only 2.7%, which is almost 14% less than in 2015. It remains to be seen whether this is a trend, or merely a one-year fluctuation.
- On the whole, mass individual donors continue to have the strongest presence with increased participation in the total value of donations. The presence of the corporate sector (companies, corporate foundations and small and medium enterprises) is on a continual increase, while the total value of donations fluctuates.



CORPORATE SECTOR

Profiles of the Most Common Types of Donors



EXAMPLES OF CORPORATE SECTOR DONATIONS



A large number of companies donated funds in response to a call for applications by the Fund for Young Talents to support young and talented students and provide scholarships for the best students. The companies that responded to the call of the Fund for Young Talents in 2016 among other are: **Telekom Srbija, Dunav Osiguranje, Hotel Moskva, Srpska Banka, ADOC d.o.o. Beograd and other.**

Vojvodjanska banka marked the International Day of People with Disabilities with the donation of 60 computers to schools for the deaf and hearing impaired, the Association of Deaf People in Serbia, as well as the organizations of deaf people across Serbia. The computers were donated to enhance communication skills and day-to-day activities of our fellow citizens with impaired hearing. It is worth mentioning that Vojvodjanska banka was the first bank in Serbia that facilitated the communication of people with impaired hearing by introducing sign language into their offices.

UNICEF, in cooperation with the Ministry of Health, launched a program for enhancing early childhood development, under which **IKEA Company** furnished pediatric offices in the Health Unit „Jajinci“- Health Center „Voždovac“.

Among small and medium enterprises in 2016, **Yumis d.o.o.** stands out for supporting a series of donations directed to local communities ranging from support to sport associations for the renewal of sport halls and supply of sports equipment, to support to the University of Nis in their research projects, as well as support to scouts and various cultural events. Yumis also donated in-kind goods to the Association of Single Mothers, NURDOR, and health centers, homes for elderly people and associations of people with disabilities. This company has been very active in the field of education by organizing programs of professional practice in the field of sales, marketing, finance, and environmental protection for high school students and college students. Yumis d.o.o. Company was the recipient of VIRTUS Award in the category for small and medium enterprises.



MASS INDIVIDUAL

Profiles of the Most Common Types of Donors



Individuals/
Families

Institutions

TOP THREE
RECIPIENT ENTITIES

45.3%

24.5%

24.5%

Nonprofit
Organizations



Healthcare

Poverty
Reduction

TOP THREE
THEMES FOR GIVING

40.3%

28.5%

9.9%

Support to
Marginalized
Groups



People with
Health Issues

Economically
Vulnerable

TOP THREE FINAL
BENEFICIARY GROUPS

27.7%

22.0%

10.6%

People with
Disabilities

LONG-TERM DEDICATION TO GIVING



Hido Muratović, whose long-term dedication to giving was highlighted in our 2015 Annual Report, received the 2016 VIRTUS Award for Individual Contribution to Philanthropy. Mr. Muratović initiated several instances in 2016 to support his vulnerable fellow citizens. Among his many activities, we can certainly highlight his campaign to raise funds to provide electricity supply to the house of 82-year-old Stanka Bakračević in Tušimlja village on Golija mountain.

Dragan Ćirić is dedicated to supporting BELhospice, the organization that offers support to people in the terminal phases of diseases. This year, Dragan ran for over 12 hours to contribute and collect donations for the construction of the first hospice in Serbia.

Among many individual initiatives, worth mentioning by all means is the initiative of **Gani Pnisija** of Pancevo, who provided day-to-day transportation to school and back home to a girl with disability and facilitated her regular attending classes. Gani Pnisija engaged a local taxi service to that purpose because Pančevo public transportation is not accessible for persons with disabilities.

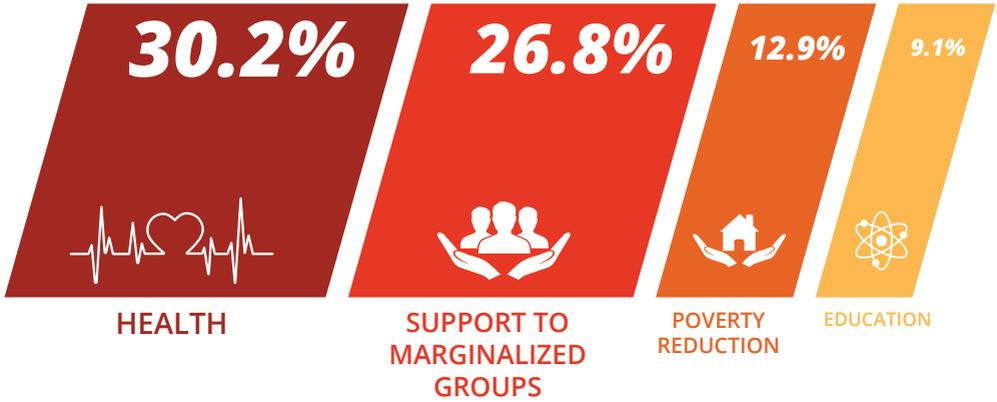
INNOVATIVE WAYS OF GIVING



A very interesting example of awarding donations comes from **Belgrade Nikola Tesla Museum and Samsung Serbia Company**. They organized essay writing competitions on the life, work and achievements of the famous scientist Nikola Tesla for primary schools in Serbia. Samsung Company renewed and equipped digital classroom in the winning school "Mihajlo Pupin" of Zemun through the donation of 30 tablets, electronic board, printer, an air-conditioner and electronic accessories.

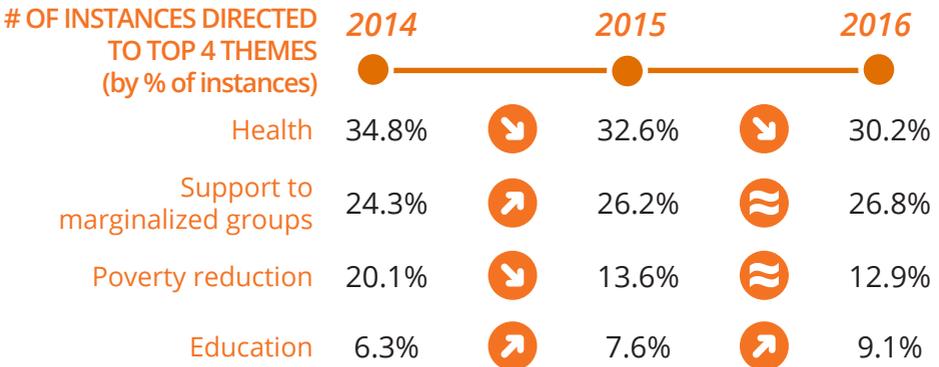
The **Association "Bašta mašta"** realized for the third time in a row its homegrown concept of the "Izadji mi na teglu" campaign. The association organized a competition in the form of a travelling caravan travelling, going from town to town and making "ajvar" in each town. The caravan lasted 50 days from September through October where 2,000 participants from 20 towns prepared 4,500 jars of "ajvar" and then distributed the jars of "ajvar" to those in need in their towns. In addition, Roda Company, the general sponsor of this instance contributed to the success of this instance by donating 1,000 jars of "ajvar" to the orphanage in Zvečanska Street in Belgrade.

KEY THEMES OF GIVING

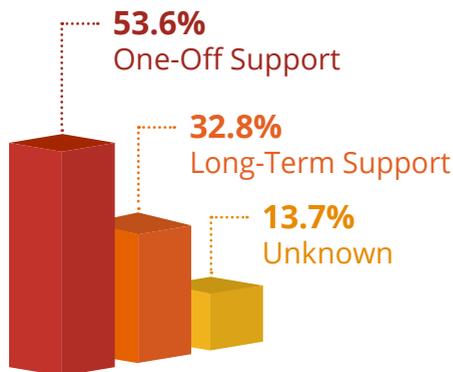


BREAKDOWN OF OTHER THEMES (% of Instances)

Less than 0.5%	from 0.5 to 1%	from 1 to 3%	Over 5%
<ul style="list-style-type: none"> • Science • Heritage • Community Development 	<ul style="list-style-type: none"> • Environment • Economic Development • Public Infrastructure • Religious Activities • Animal Welfare 	<ul style="list-style-type: none"> • Assistance in Emergencies • Sport • Culture and Arts 	<ul style="list-style-type: none"> • Seasonal giving



USE OF DONATIONS

USE OF DONATIONS
(by % of Instances)

The data on how donations have been used facilitates deeper insight into whether they are provided as one-off support (humanitarian assistance), or are intended to assist in pursuing longer-term solutions to specific problems.

In line with the methodology and recorded data, we divide the use of donations into three categories: long-term support, one-off support and donations for unknown purposes. An overview of donation categories is presented in the graph below.

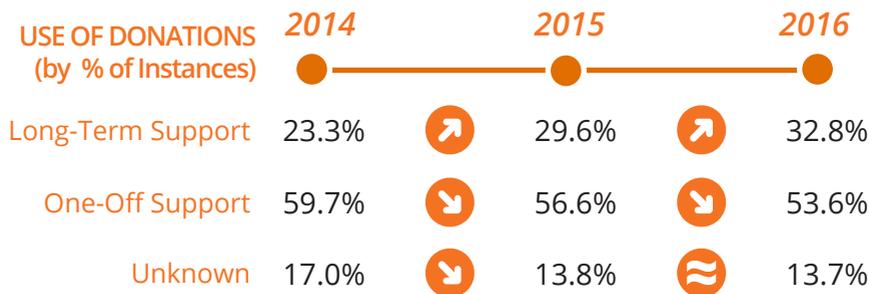


LONG-TERM SUPPORT

In 2016, **Delta Foundation**, made a significant investment through its building of the Kragujevac Center for Sport and Rehabilitation of People with Disabilities. The 660m² center contains four apartment units, a rehabilitation block, gym, and a multi-purpose hall for seminars, trainings, as well as athletics paths, terrain for orientation training of people with impaired sight and a bowling room.

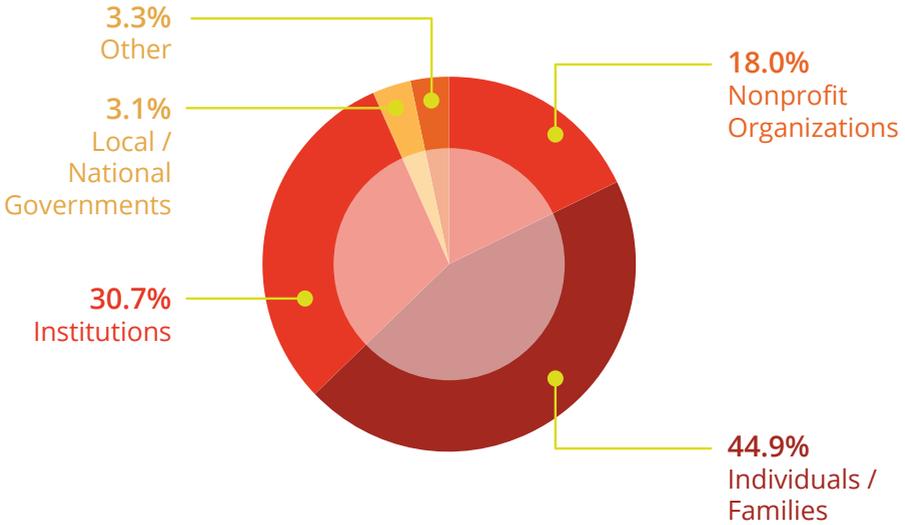
Philip Morris through its "Pokreni se za posao" program continued to provide strategic, long-term support to economic development. In cooperation with Eneka Association, they implemented an open competition and the winners received financial and mentoring support to start up or expand their own businesses. Among this year's winners are Amela and Damir Ljajić who received support to expand their denim manufacturing company in Novi Pazar.

Erste banka together with **Dokukino Foundation** continued with their "Club Superste" program for mentoring and financial support to individuals who want to start up socially responsible business or initiatives with social impact.



RECIPIENT ENTITIES

TYPE OF RECIPIENT ENTITIES (% of Instances)



THE STATE AS RECIPIENT OF DONATIONS

% Recorded Instances: 33.8%

% Value Of Donations: 53.7%



After last year's increase in both percentage of instances and the percentage of donated cash directed to local and national governments, as well as state institutions, the data for 2016 shows stagnation in percentage of instances, as well as the drop in the percentage of donated cash.

OF INSTANCES DIRECTED TO VARIOUS TYPES OF RECIPIENT ENTITIES (by % of Instances)

	2014		2015		2016
Individuals / Families	49.3%	↘	45.0%	≈	44.8%
Institutions	27.9%	↗	31.2%	≈	30.7%
Nonprofit Organizations	15.4%	≈	16.3%	↗	18.0%
Local / National Governments	2.5%	≈	2.7%	≈	3.1%

RECIPIENTS OF DONATIONS

17.3%



PEOPLE WITH
DISABILITIES

17.2%



PEOPLE WITH
HEALTH ISSUES

16.3%



POPULATION FROM
SPECIFIC LOCAL
COMMUNITIES

13.9%



ECONOMICALLY
VULNERABLE

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

from 0 to 1 %

- Homeless people
- Ethnic minority population
- Religious communities
- Refugees and displaced persons
- People in need of palliative care
- Women and children victims of trafficking
- Migrants

from 1 to 2%

- Women and children victims of violence

from 2 to 4%

- Elderly population
- Children and youth at risk
- General population
- Talented children and youth
- People from other countries

from 4 to 5%

- Single parents
- Children without parental care
- Mothers and babies

KEY FINAL BENEFICIARY GROUPS (by % of Instances)

2014

2015

2016

People with Health Issues	29.7%	↘	21.5%	↘	17.2%
Economically Vulnerable	17.4%	↘	13.7%	≈	13.9%
People with Disabilities	12.9%	↗	15.1%	↗	17.3%
Population from Specific Local Communities	11.4%	↗	17.0%	≈	16.3%

Research Conducted By:

catalyst

Program Partner:



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Given that the value of the donation in Serbia was reported in only 34.2% of the instances, estimation about the total amount donated is made by extrapolation based on the known data.

www.catalystbalkans.org
or www.tragfondacija.org

Kosovo's designation in this map is without prejudice to position on status, and is in line with UNSCR 1244 and the ICJ Opinion on the Kosovo Declaration of Independence.

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