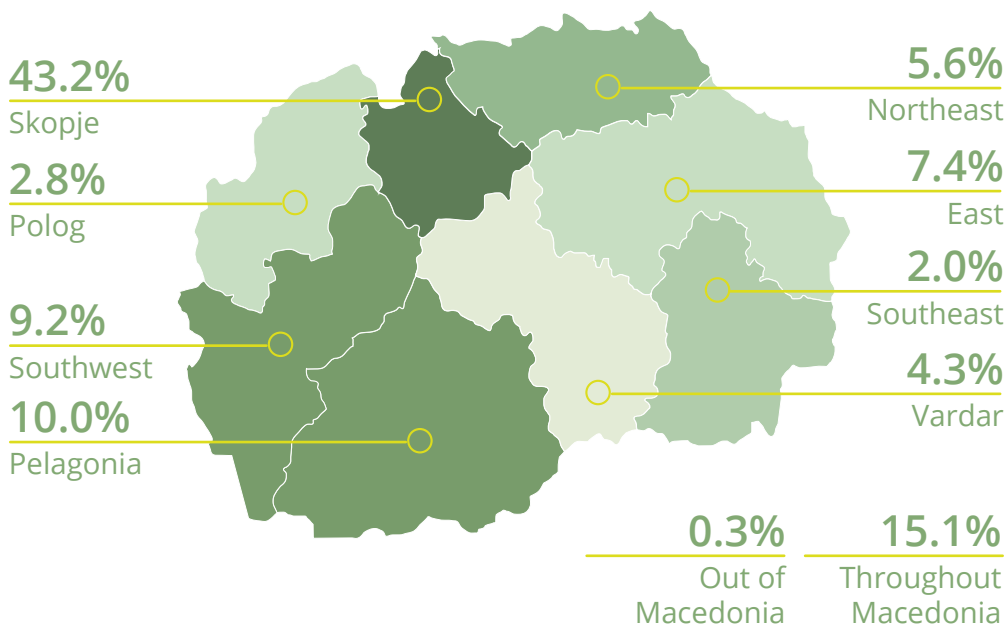


2014 Annual Report

on the State of Philanthropy

MACEDONIA

Quick Facts



391

of recorded instances



2.90
million euros

total value of donations



1.41 €

average donation per citizen



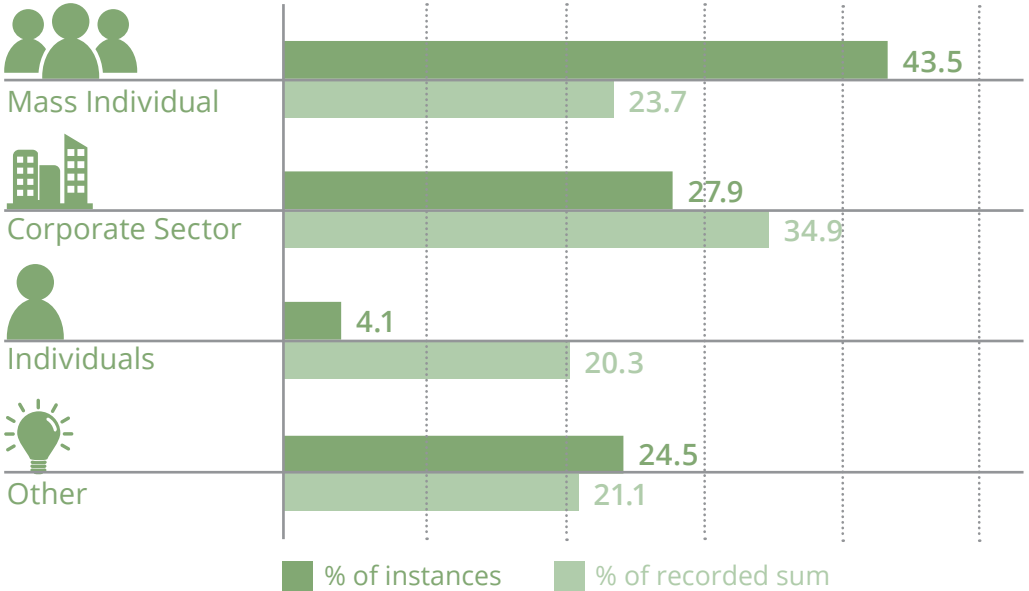
0.0%

same level as in 2013







During 2014, 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.

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
Corporate Sector	35.0%	27.9% 	78.1%	34.9% 
Mass Individual	31.8%	43.5% 	13.7%	23.7% 
Individuals	6.5%	4.1% 	1.9%	20.3% 



KEY POINTS:

- The overall value of donations decreased by 0.21% from 2013 to 2014. It should be kept in mind though that these are estimations that do not include giving for flood relief.
- In 2014, the most active donor types were mass individual (43.5%), followed by the corporate sector (27.9%).
- If we look into the value of donations, the picture changes: the corporate sector takes the lead with a 34.9% share in the total recorded amount, followed by mass individual giving with a share of 23.7%, and individuals with a similar share of 20.3%. A significant drop in the recorded value of donations by the corporate sector can be explained by giving for flood relief, which is disaggregated in a separate chapter.
- If we analyze giving by the diaspora, we see the drop in the percentage of instances from 4.6% in 2013 to 3.1% in 2014, while the recorded value of donations decreased even more significantly, from approximately 18% to 6.5% in 2014. It remains to be seen whether this is a trend or merely a one-year fluctuation.
- Overall, mass individual donors took the lead and have the strongest presence, while the engagement of the corporate sector (companies, corporate foundations and small and medium enterprises) decreased.

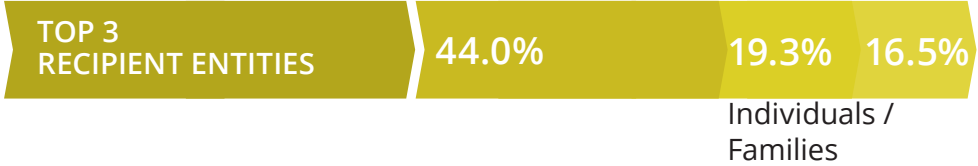


CORPORATE SECTOR

Profiles of the Most Common Types of Donors



Institutions Nonprofit Organizations



Support to Marg. Groups Seasonal Giving



People from Specific Communities Economically Vulnerable





EXAMPLES OF CORPORATE SECTOR DONATIONS

*In regards to the support to education, an interesting example comes from **Loging Electronics company** that manufactures and sells industrial electronic equipment and instruments. This company donated valuable IT equipment to the Faculty for Electrical Engineering and IT in Skopje.*

***T-Mobile** and **Macedonian Telecom** recognized the importance of long-term investing in healthcare. Both companies donated sophisticated medical equipment for diagnosing epilepsy to the Pediatric Clinic of Skopje.*

*A good example of active engagement in environmental issues is the **Pakomak recycling company** from Skopje. During 2014, Pakomak donated a truck for collecting garbage public utility company in Tetovo, as well as hundreds of containers for recycling plastic, glass and paper to different public utility companies all over the country. Besides that, Pakomak implemented an awareness raising campaign about recycling - Clean Environment, Clean School, Clean Hands - in cooperation with numerous schools in 10 Skopje municipalities.*

*As an interesting example of investment into national heritage, **Diner's Club Macedonia**, in celebration of its 20th anniversary, donated valuable equipment for manuscript conservation to the National and University Library Sv. Naum Ohridski. This equipment will enable proper preservation of Macedonian cultural heritage.*



MASS INDIVIDUAL

Profiles of the Most Common Types of Donors



Individuals /
Families

Nonprofit
Organizations

TOP 3
RECIPIENT ENTITIES

51.2%

24.1%

12.9%

Institutions



Healthcare

Poverty
Reduction

TOP 3
THEMES FOR GIVING

40.0%

26.5%

20.6%

Support to
Marg. Groups



People with
Health Issues

Children
Without
Parental Care

TOP 3
FINAL BENEFICIARY GROUPS

39.4%

21.2%

12.4%

Economically
Vulnerable

TEACHING PHILANTHROPY TO YOUNG PEOPLE



The Bimilk Dairy Bitola and the Ringeraja.mk internet portal organized the Pregratka na dar (Hug as A Gift) humanitarian campaign with the goal to teach children the significance of giving and helping others. As a part of the campaign, 10,000 children hand-made more than 7,000 toys that were given to children in hospitals and SOS centers.

DONATIONS FROM THE DIASPORA



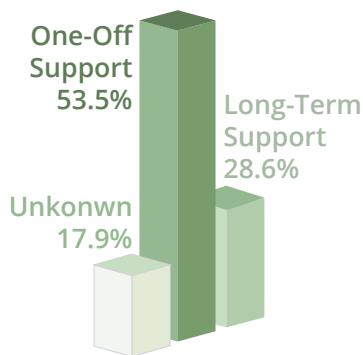
Snežana Stavreska from the U.S. donated diagnostic devices worth 150,000 USD to the Dr. Svetozar Čočoroski Hospital in Vevčani. This is great example of investing in a local community and, at the same time, dedication to support long-term investment in public health.

It is worth noting the example of Marija Rosenger, who lives in Sweden, but is originally from Bitola. Wanting to support children throughout their education, Marija donated supplies to the Gjorgji Sugarev Elementary School in Bitola. The value of this donation was 25,000 EUR and will provide school children with free meals for two full school years.

A very good example of providing support to the most vulnerable people is the Sv. Naum Ohridski Association of Macedonians from Ohrid who live in Australia. This association donated 22 special mattresses, a washing machine and new laminate floor to the Geriatric Department of the Ohrid General Hospital.

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 how giving is distributed across these categories is presented in the graph below.



LONG-TERM DEDICATION TO GIVING

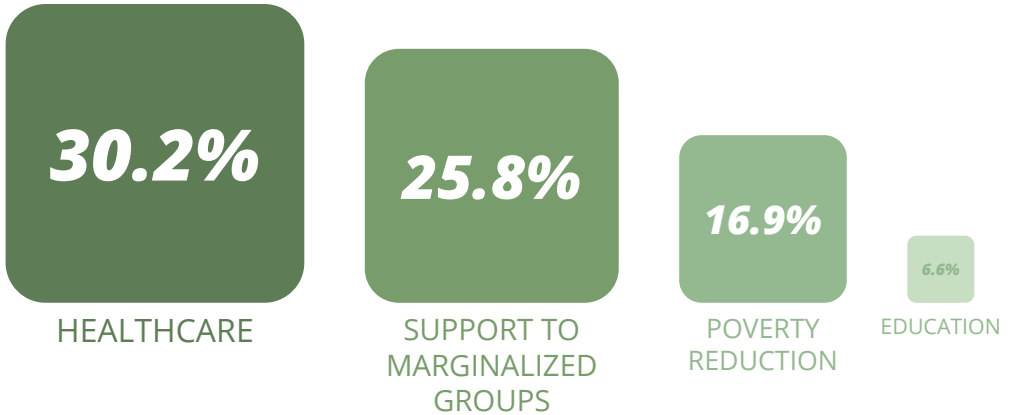
*An example of long-term dedication to giving in 2014 can be found in the **Intermed Art Clinic**, which for the last several years has been providing free medical check-ups for children from the 11 Oktomvri Home for Children Without Parental Care.*

*Another example is a group of **six enthusiastic women from Skopje**. For the past 15 years, they have been volunteering in the soup kitchen of the Sv. Petar and Pavle Church in Skopje. Despite the fact that they are all in their late 50s, they have been coming every day to serve food for the economically disadvantaged regardless of race, nationality or religion.*

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

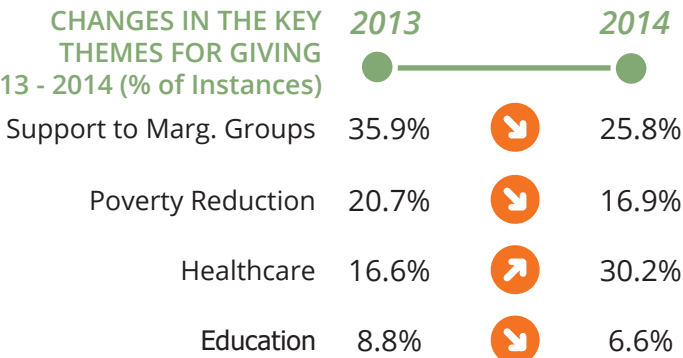
	2013		2014
Long-Term Support	30.8%	↘	28.6%
One-Off Support	54.8%	↘	53.5%
Unknown	14.3%	↗	17.9%

KEY THEMES FOR GIVING



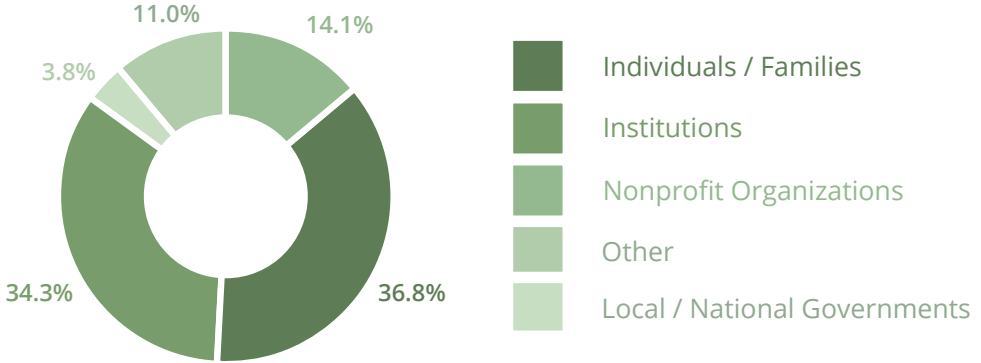
BREAKDOWN OF OTHER THEMES (% of Instances)

below 0.5%	0.5 to 1%	1 to 3%	over 5%
<ul style="list-style-type: none"> Animal Welfare Science 	<ul style="list-style-type: none"> Community Development Sport 	<ul style="list-style-type: none"> Culture and Arts Heritage Public Infrastructure Religious Activities 	<ul style="list-style-type: none"> Education Seasonal Giving

 CHANGES IN THE KEY THEMES FOR GIVING
 2013 - 2014 (% of Instances)


RECIPIENT ENTITIES

TYPE OF BENEFICIARY ENTITIES (% of Instances)



State recipients included local and/or national government as well as institutions.

If we combine the data for the two categories of institutions and local / national governments, both categories who under the control of the state, we reach the conclusion that 26.9% of instances and 60.4% by value of donations were, in fact, directed to the state. While both percentages are slightly lower than in 2014, state remains the biggest recipient of philanthropic donations.

STATE AS DONATION RECIPIENT

% of Recorded Instances:
38.1%

% of Value of Donations:
76.7%

TRENDS IN TYPE OF RECIPIENT ENTITIES - 2013 to 2014 (by % of Instances)

	BY % OF INSTANCES		BY % OF RECORDED SUM	
	2013	2014	2013	2014
Institutions	32.3%	34.6%	34.3%	63.7%
Nonprofit Organizations	27.7%	14.1%	18.5%	13.5%
Individuals / Families	24.9%	36.8%	21.8%	7.8%
Local/National Governments	4.6%	3.8%	13.2%	13.0%

RECIPIENTS OF DONATIONS

28.6%

PEOPLE WITH
HEALTH ISSUES

18.2%

ECONOMICALLY
VULNERABLE

13.6%

PEOPLE FROM
SPECIFIC
COMMUNITIES

11.8%

CHILDREN/
YOUTH
WITHOUT
PARENTAL
CARE

11.0%

PEOPLE WITH
DISABILITIES

BREAKDOWN OF OTHER THEMES (% of Instances)

from 0-1 %

- Elderly
- Homeless
- Children and Youth at Risk
- Children and Youth Juvenile Offenders
- People from Minority Communities
- People with Terminal Illness etc

from 1 – 2%

- Talented Children and Youth

from 2-4%

- General Population
- People from Religious Communities

TRENDS IN KEY FINAL
BENEFICIARY GROUPS
(% of Instances)

2013

2014

Economically Vulnerable 21.2%  18.2%People with Health Issues 15.7%  28.6%People With Disabilities 10.6%  11.0%People from Specific Communities 7.8%  13.6%

Research Done By:

catalyst

Program Partner:



Research Supported by:



Program Partner:



The *2014 Annual Report on the State of Philanthropy in Macedonia* 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).

Given that the value of the donation in Macedonia was reported in only 11.9% of the instances, estimation about the total amount donated is made by extrapolation based on the known data. For more information, please find the full report at:

www.catalystbalkans.org

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