



Giving Croatia

2020

ANNUAL REPORT ON THE STATE OF PHILANTHROPY

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General Overview

In 2020, unprecedented events significantly affected the philanthropic ecosystem in Croatia. The COVID-19 pandemic negatively impacted health and resulted in an economic crisis during lockdowns. The March 2020 earthquake in Zagreb caused immense damage to infrastructure. Damage caused by the earthquake that hit the Sisak and Petrinja area in December 2020 influenced donors as well. To understand the specificities of these events, predominantly disaster philanthropy, we have adapted our methodology to separately gather and present data on giving both related and unrelated to the pandemic. We have particularly monitored donations for earthquake relief regarding donations unrelated to COVID-19. This annual report on the state of philanthropy in Croatia is unique, because we are not focusing on multiannual trends, as thorough comparison to past years would be misleading. Instead, we are focusing on the description and analysis of giving in the exceptional circumstances mentioned earlier.

The response of donors to cumulative crises in 2020 was 38.2 million EUR, 2.4 times more than the previous year. The estimated value of donations in 2020, which we calculated by relying on the available data, is two times higher than the recorded amount. Consequently, the average donation per citizen largely surpassed previous years.



77,066,078.3€

Estimated Value of
Donations



38,246,208.7€

Recorded Amount



3,238

Number of
Instances



19.0€

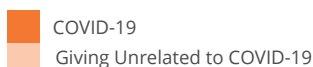
Average Donation
Per Citizen

The amount donated unrelated to the pandemic was 1.3 times larger than the amount related to COVID-19. This is because giving unrelated to COVID-19 increased, with more than half of the amount (11.4 million EUR) donated for earthquake relief.

Number of Instances



Recorded Amounts



Giving for Earthquake Relief

Number of Instances	Recorded Amounts
360	11,415,556.2€

The most frequently supported theme was COVID-19, receiving slightly over 45% of the recorded amount. Earthquake relief received around one-third of the total donated amount. Remaining donations were distributed mostly for support to marginalized groups and health care. A much smaller amount was given to poverty relief and education.

Through mass campaigns, people were again the most active donors. The biggest change regarding donors in 2020 was the rise of the corporate sector's contributions; it donated almost 20 million EUR, with most of this amount coming from large companies. The corporate sector donated more than half of the amount related to COVID-19 and almost 60% of the sum for earthquake relief. More than three-quarters of the amount donated by the corporate sector was given to the state, and the majority of these donations was intended for equipment and capital investments.

The state was the main recipient, receiving more than 90% of the donated amount related to COVID-19 (93%), more than half of the amount unrelated to COVID-19, and the biggest share for earthquake relief (76.8%). The majority of funds came from the corporate sector and mixed groups of donors involving companies. The largest share of funds was received through initiatives called "Croatia Against the Coronavirus" and "Together For Zagreb," which were then directed mainly toward health institutions.

An interesting specificity of this year was the big participation of associations as donors, involving mostly Rotary Clubs, football associations, bar associations and chambers, and specific membership associations that raised funds from members.

The non-profit sector in Croatia maintained an important role as an intermediary between beneficiaries regarding giving unrelated to COVID-19, receiving one-third of the donated amount and 40.4% of instances. In 2019, non-profit organizations were by far the most supported recipient type. This high share in donations unrelated to the pandemic shows the high level of trust, recognition, and appreciation that donors have for non-profit service continuity and responses to crises. People in economic need were most frequently supported, while the biggest share of the amount donated to non-profits went to people with health issues.

Individuals and families received almost one-quarter of all instances in 2020 but less than 6% of the total donated amount. From the total amount for purposes unrelated to COVID-19 directed to individuals and families, more than half was for health care, mainly for medical treatments.

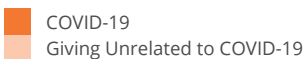
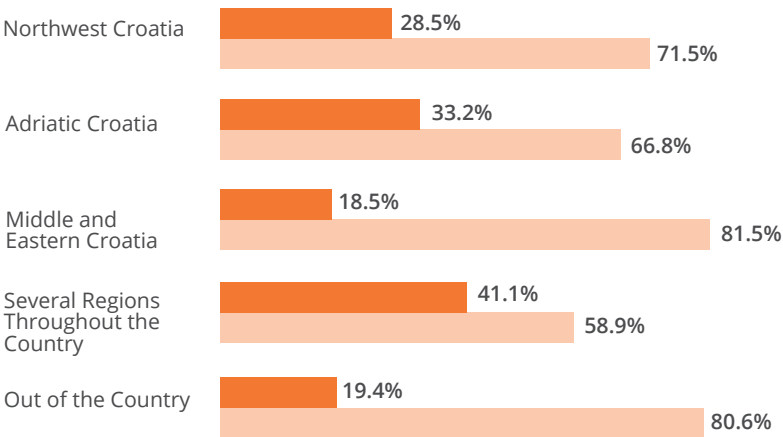
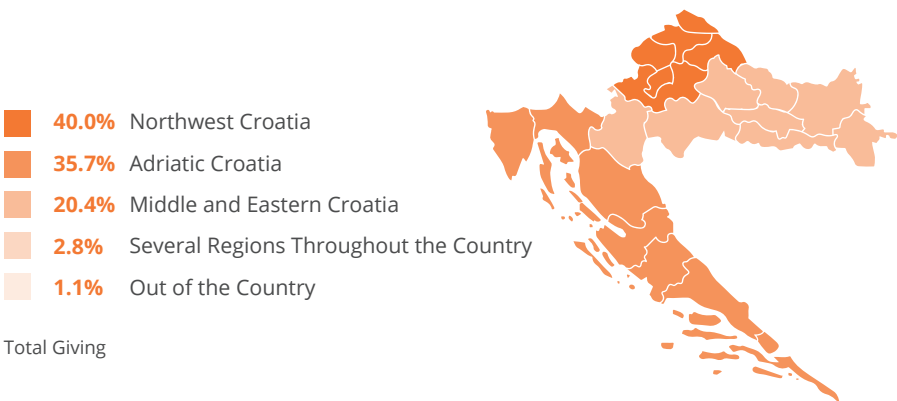
Populations from specific local communities received the most frequent support and the biggest share in the donated amount. This is due to the nature of giving for earthquake relief, which focuses on local communities, matching the trend we have seen throughout the region regarding COVID-19 relief.

Donations with long-term effects comprised three-quarters of the total sum. This is due to a rise in the size and number of donations in the form of equipment, mostly for the purpose of COVID-19 or capital investments for earthquake relief. Three-quarters of support related to COVID-19 was strategic, and 87.7% of the earthquake relief support will have long-term effects.

Most of the donated amount was money, while one-fourth of all instances was in the form of goods or materials. The largest share of the total amount was donated through direct donations.

Northwest Croatia remained the most supported region, receiving 40% of instances. It received most of the support related to earthquake relief. Zagreb received 27.2% of all instances, with almost three-quarters unrelated to COVID-19, again related to earthquake relief. All other towns and municipalities each received less than 6% of donated instances with varying ratios of donations related and unrelated to COVID-19. Sisak and Petrinja received more than 80% of donations for earthquake relief, but we recorded a higher frequency and significant amounts only in the last days of 2020. Most of the support for this region was donated in 2021, so we will have a full picture of earthquake relief in the next report.

Map - Instances (%)



Donors

Croatian philanthropic actors faced two major disasters in 2020: earthquakes and COVID-19. This proved to be a huge challenge for donors, not only because of increased demands, but also because of an increased need for time management, prioritization, synchronization, and organization of activities. Still, donors managed to give 2.4 times more regarding amount than in 2019. While donating, they did not forget to support themes and groups unrelated to the aforementioned crises, providing a large share of strategic investment.

The most notable difference in donating in 2020 is the rise of the contribution of the corporate sector. It donated almost 20 million EUR, with most of this amount coming from large companies. This was similar to corporate sector activities in other countries in the region. More than half of the donated amount and instances from the corporate sector were unrelated to COVID-19 and mostly went toward earthquake relief (64.9% of the donation amount unrelated to COVID-19). As for donations related to COVID-19, corporate donors predominantly provided medical equipment (82.7% of coronavirus-related amount).

Through mass campaigns, people were again the most active donors. However, their share of the donated amount was not as big as in previous years due to a substantial contribution from the corporate sector. Groups of mass individuals and groups of people giving through mass campaigns donated more than half of the amount for earthquake relief, mostly for medical equipment and reconstruction of damaged hospitals (predominantly intensive care, neonatal pediatrics, and pulmonology).

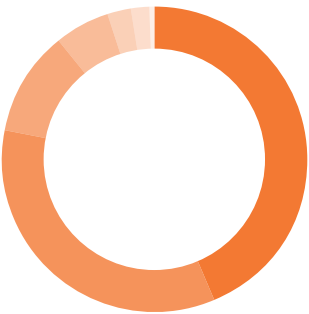
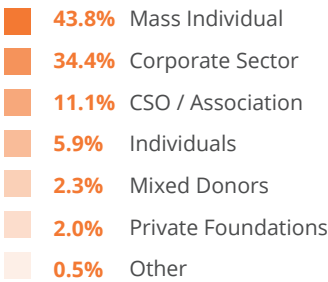
Another notable change was increased participation from the civil society organizations as donors. They had a high share of 11.1% of instances and 4% of the total donated amount. These were mostly Rotary Clubs, football associations, bar associations and chambers, and membership associations that raised funds amongst members.

Specific participation of private foundations during 2020 is worth mentioning. Some, like SOLIDARNA Foundation for Human Rights and Solidarity, had a prompt response after the earthquakes and raised funds for socially vulnerable citizens in Zagreb. Most foundations continued to invest in strategic support regardless of the crisis situations. Private foundations donated two-thirds of the sum in the form of scholarships, maintaining the dedication toward education shown in previous years.

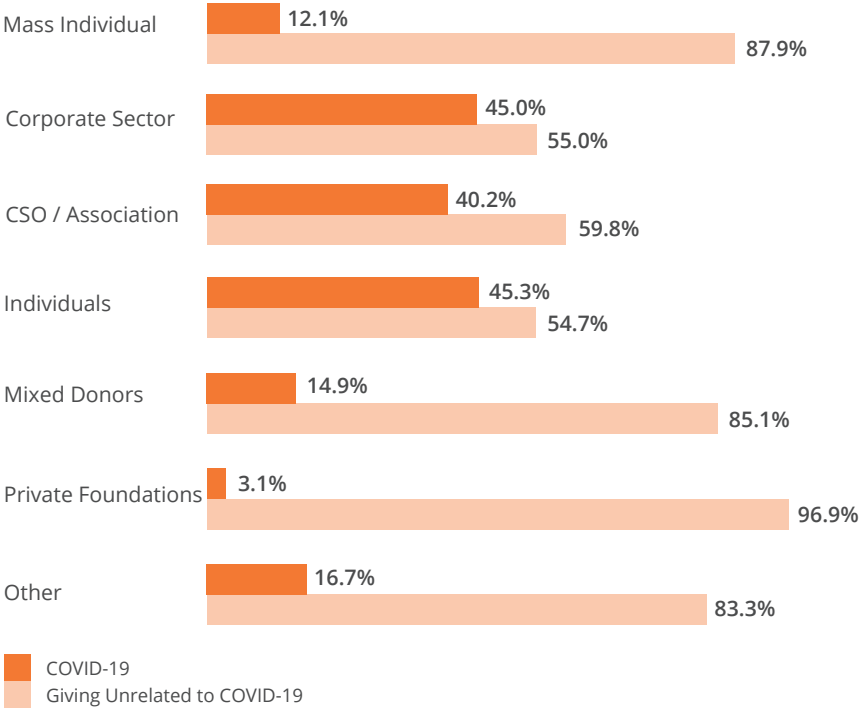
Individuals were present with a similar frequency and similar share in the amount as in the previous year.

The Bunić Kaboga Foundation donation aside, the diaspora had a small share in the number of instances and the amount, similar to previous years. Most of their giving (81.5% of instances) was for purposes unrelated to COVID-19, out of which education was most frequently supported, while the largest donated amount was for earthquake relief.

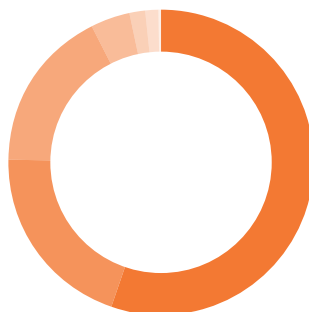
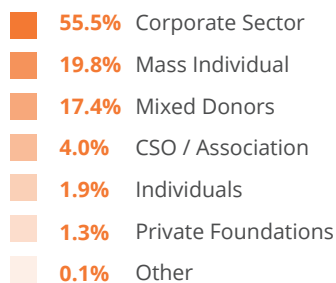
Instances (%)



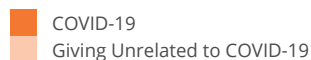
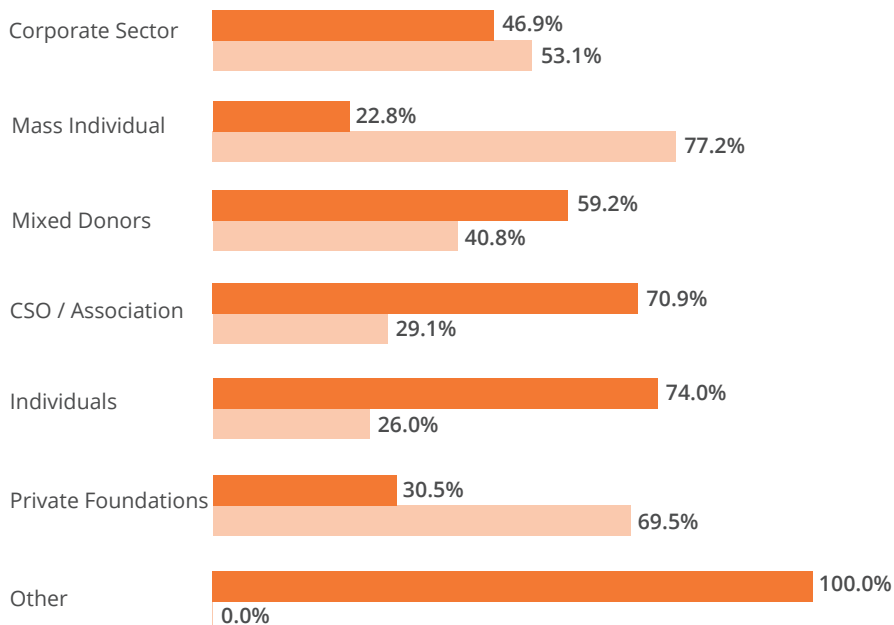
Total Giving



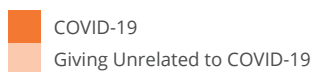
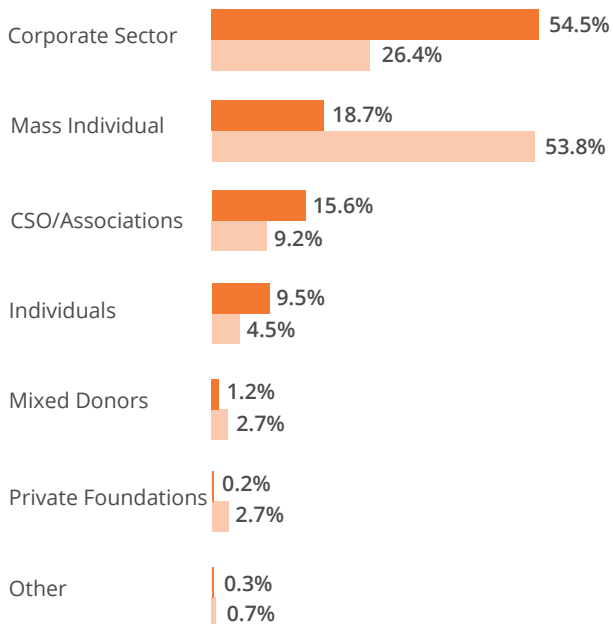
Amounts (%)



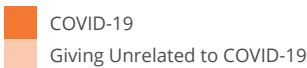
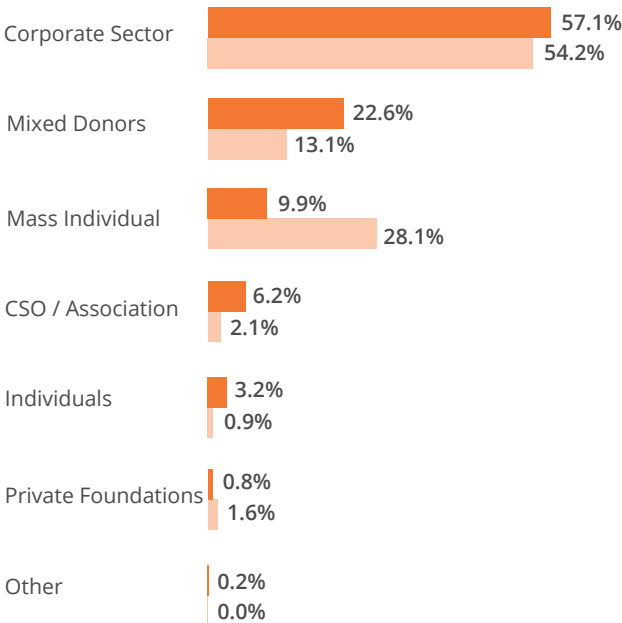
Total Giving



Instances (%)



Amounts (%)



INA Reconstructed Cultural and Scientific Institutions in Zagreb After the Earthquake

The devastating earthquake in March of 2020 damaged the historic core of Zagreb. In response to this, a company called **INA Industrija Naft e d.d.** donated 318,000 EUR to three important cultural and scientific institutions in Zagreb. These funds went toward rebuilding damaged buildings of **the Croatian Academy of Sciences and Arts** and reconstructing **the Museum of Arts and Crafts** and the **Archaeological Museum** in Zagreb.

SOLIDARNA Foundation for Human Rights and Solidarity for Earthquake Relief

Five Zagreb women living and working in Amsterdam (**Anja Herceg, Sara Juričić, Anamarija Užbinec, and Dora and Jane Zana**) organized crowdfunding campaign “Zagreb Earthquake Relief” and raised 173.000 EUR to provide support to socially vulnerable citizens of Zagreb finding themselves experiencing insecurity and poverty from the earthquake. These five altruists donated more than 90,000 EUR to **the Department of Neonatology at Petrova Hospital in Zagreb's Clinical Hospital Center**. Remaining 82,286 EUR were used for founding **the 5.5 Fund** along with the **SOLIDARNA Foundation for Human Rights and Solidarity**. SOLIDARNA fundraised more than 100,000 EUR from **Zagrebačka Pivovara, French companies working in Croatia** thanks to the support from French Embassy, **IKEA** and people through crowdfunding campaign and invested in the 5.5 Fund. The 5.5 Fund awarded 81 grants to socially disadvantaged households, especially families with children, along with households home to elderly people or people with disabilities/chronic diseases. The average value of support per household was 2,859 EUR.

Association of Croatian America Professionals Foundation Raised 40,000 EUR for Hospitals

The Association of Croatian American Professionals Foundation (ACAP), a non-profit organization registered in the USA, started a campaign on GoFundMe for the support of hospitals in various parts of Croatia. Through this campaign, 40,000 EUR were raised for the purchase of critical medical equipment and supplies meant to meet the needs of patients after the March earthquake in Zagreb and during the ongoing COVID-19 pandemic. The first installment of funds was transferred to the government fund “Croatia Against Coronavirus.” The other installment was delivered through ACAP's local branch to procure a hybrid neonatal incubator and neonatal resuscitation system for the **Department of Neonatology at Petrova Hospital in Zagreb's Clinical Hospital Center**.

Lidl and Kaufland Helped Hospitals

Two companies, **Lidl and Kaufland**, jointly donated 131,400 EUR to Croatian hospitals, including **the Dubrava Clinical Hospital; the Dr. Fran Mihaljević Clinic for Infectious Diseases in Zagreb; Clinical Hospital Centers in Split, Osijek, and Rijeka; and General Hospitals in Varaždin and Pula**. This donation procured materials and equipment necessary for the daily fight against coronavirus, mainly helping provide care to the most severe COVID-19 patients in intensive care.

Diaspora from Stuttgart Helping Ill Children

Under the slogan "Together We Create Children's Smiles," the second Kajkavian evening was held in the German city of Stuttgart on January 31st, 2020. The evening had humanitarian character, and all the revenue collected (8,092 EUR) was intended for the **Varaždin County Foundation called "Vita"** a foundation that helps children suffering from malignant and serious diseases. Five hundred guests attended and supported the event, mainly people of Croatian heritage who live in Germany.

Josip Milavić Donated 132,800 EUR for the Zagreb Earthquake Relief and Split Clinical Center

Josip Milavić, the owner of a company called Zdenac, donated around 65,660 EUR for Zagreb earthquake relief through the government initiative "Together for Zagreb." He also donated the same amount for the purchase of equipment for **the Split Clinical Center**.

Themes

In previous years, the most frequently supported themes in Croatia were support to marginalized groups, health care, along with education and poverty relief, usually in that order. In 2020, the most supported theme was COVID-19 relief, with 45.6% of the donated amount through more than 1/4 of all instances. Out of the pandemic-related sum, 73.4% was directed toward the purchase of equipment like respirators and patient monitors.

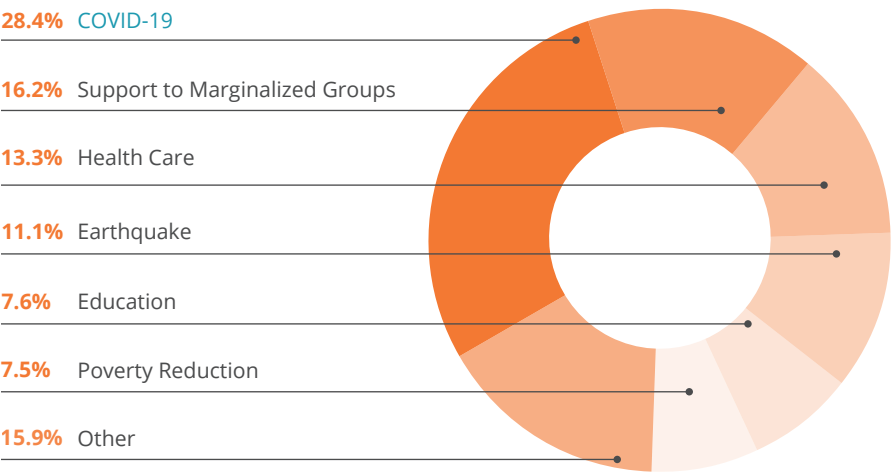
As expected, we have recorded a high share of donations for earthquake relief: one-third of the total recorded amount. It is important to mention that most of these donations are for the Zagreb earthquake (87.3% of the sum provided for the relief) and that we will see most support for Petrinja's earthquake relief in the report for 2021. The largest amount was donated for capital investments, including the reconstruction of damaged buildings.

Support to marginalized groups, health care, and education were not neglected; participated halved, but there was still a notable number of instances. There were significant decreases in the share of the donated amount, the largest decrease being healthcare unrelated to COVID-19 (56.6% in 2019 compared to 8.3% in 2020), due to a redirection of support toward health institutions for COVID-19 relief.

Poverty relief maintained a similar level of support as the previous year since people in economic need were recognized as a high-risk group during the pandemic. Lots of humanitarian actions organized by people through mass campaigns along with a few big corporate donations provided food, clothes, and hygiene supplies for those in need.

Among other themes, seasonal giving comprised the biggest share of instances and amount, more than in the previous year, showing that people used these occasions to further support those in need. Sports followed with a slightly lower amount donated. It is important to mention that animal welfare had a relatively high frequency of support: 2.9% of all instances in 2020.

Key Themes—Instances (%)



Other Themes—Instances (%)

8.5%	Seasonal giving
1%–3%	Animal Welfare, Sports
0%–1%	Culture and Arts, Environment, Public Infrastructure, Religious Activities, Mixed Themes, Heritage, Science, Emergency Management

Free Transport for Women Fighting Cancer: "You are not alone, you are coming with us!"

The Nismo Same Association initiated a project called "Nisi sama, ideš sa nama!" ("You are not alone, you are coming with us!") in cooperation with taxi drivers from **the Radio Taxi Zagreb Association**. From May 25th until July 31st, 2020, women suffering from cancer were provided taxi transportation to their chemotherapy sessions. This project has been implemented since 2018 in cooperation with the Radio Taxi Zagreb Association. This year, the action was joined by graffiti artist **Slaven Kosanović Lunar**, who designed a collection of t-shirts with the message "You Are Not Alone." A group of musicians donated a portion of the income they made from sales of their album to this project. Citizens could directly contribute to the campaign by buying the CDs and the t-shirts. During the initiative, 24,848 EUR were raised for the taxi transportation for women from Zagreb and surrounding area.

ROCKWOOL Adriatic Providing Scholarships

For the 13th year in a row, a company called **ROCKWOOL Adriatic** held a competition **for student scholarships**. This initiative was held as part of the project "Is blue the color of your petal?". They have provided one-year university student scholarships in the amount of 3,976 EUR and a high school student scholarship in the amount of 1,325 EUR. In 2020, scholarships were awarded to six students and two high school students for a total amount of 26,506 EUR.

Telephone Counseling for Children, Young People, and Adults in Croatia

The association **Plavi Telefon from Zagreb** started a crowdfunding campaign called "Pomozimo Plavom Telefonu da ne Odzvoni" ("Let's Keep the Blue Phone From Ringing"). Funds were raised to help the association continue working and providing its services. From the beginning of Plavi Telefon's existence as an association, the Telephone Helpline project has included telephone counseling and provided assistance to children, young people, and adults from all over the Republic of Croatia. They needed to raise 15,805 EUR to continue being able to provide these services. By May 29th, 2020, a total of 19,783 EUR were collected, out of which 6,602 EUR were collected through their account and the Čini Pravu Stvar platform. 13,181 EUR were collected through donations of cryptocurrencies via the PayCek platform.

Recipients

Regarding recipients, intermediary service providers, and distributors to beneficiaries, the biggest change in 2020 was the increase of frequency concerning support to the state (institutions and governments): 43.3% of all instances and 72.7% of the donated amount. Although Croatian authorities did not declare a state of emergency, the Civil Protection Authority, a committee composed of various representatives of the government and national civil protection units, reflected on the rising positive image of the government. This combined with statutory framework on civil protection and prevention of infectious diseases established the state as the leading recipient.

Institutions, specifically health institutions, were the most supported, receiving 37% of the total donated amount. Support mainly went toward equipment and renovation. Health institutions received 66% of all instances related to COVID-19. Four-fifths of the donated sum for earthquake relief went to the state, national and local governments, and institutions.

Although national and local governments received 6.5 times fewer donation instances in 2020, thanks to big donations, they received almost the same amount as institutions: 12.5 million EUR.

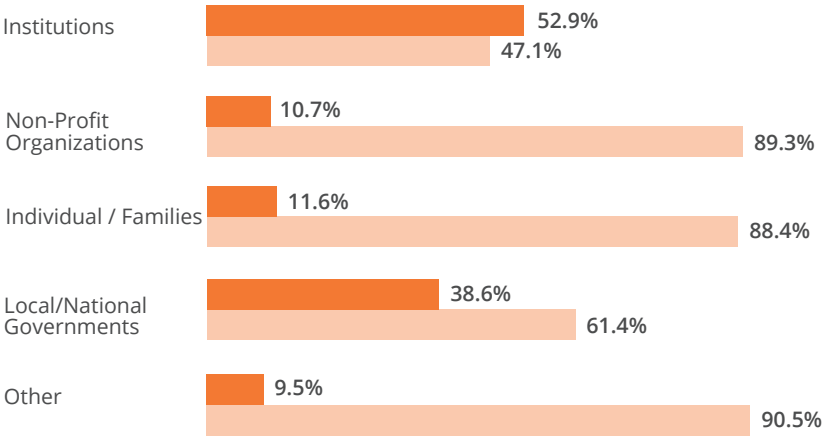
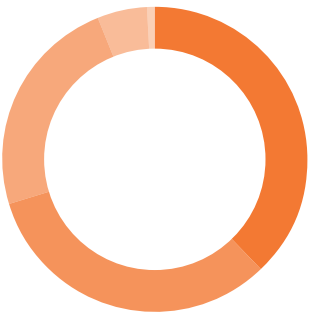
Non-profit organizations received support in more than half and up to two-thirds of all instances throughout previous years. In 2020, that share dropped to one-third of instances and one-fifth of the donated amount. However, due to the increased donated sum, the nominal amount donated to the non-profit sector is similar to the previous year: 7.1 million EUR. It is important to stress that when looking at data unrelated to COVID-19, the situation is different; non-profit organizations were the primary recipient, with 40.4% of all instances and almost one-third of the donated amount, mostly for support to marginalized groups.

One of the specificities of the earthquake relief donations was that the largest percentage of instances was donated directly to individuals and families, not intermediary organizations or the state. At the same time, this frequent support had a small share in the total amount: only 3.9%. Most of the amount donated was given to the state and non-profit organizations in form of humanitarian aid.

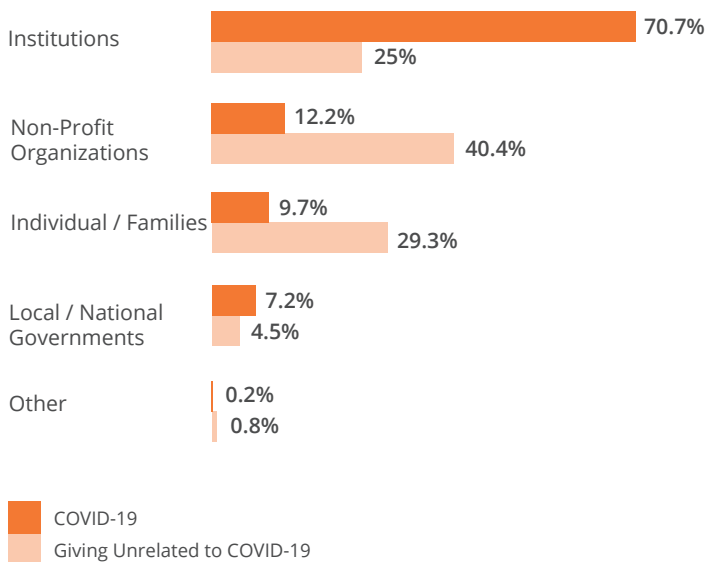
Instances (%)



Total Giving



Instances (%)



Non-Profit Organizations as Recipients

Support to non-profit organizations in 2020 declined compared to previous years. This is due to the increased giving to the state for civil protection and disaster relief mechanisms as well as for social service provisions. However, the non-profit sector in Croatia maintained an important role in giving unrelated to COVID-19, participating with one-third of the donated amount and 40.4% of instances.

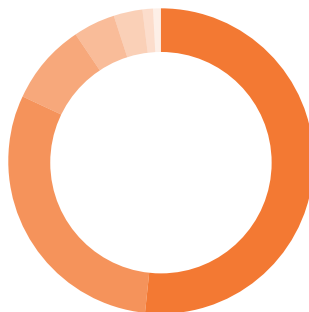
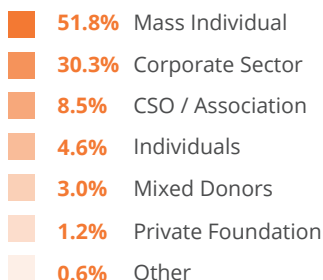
The most active donors to non-profit organizations were citizens through mass campaigns, comprising more than half of all instances. Almost all of this amount was unrelated to the pandemic, and 60.5% of it was directed toward earthquake relief.

The corporate sector proved to be the most generous donor, with 49.8% of the total donated amount. Corporate donors also recognized the role of non-profits in actions unrelated to COVID-19, donating three-quarters of the amount for these purposes.

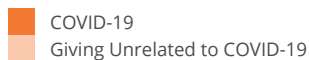
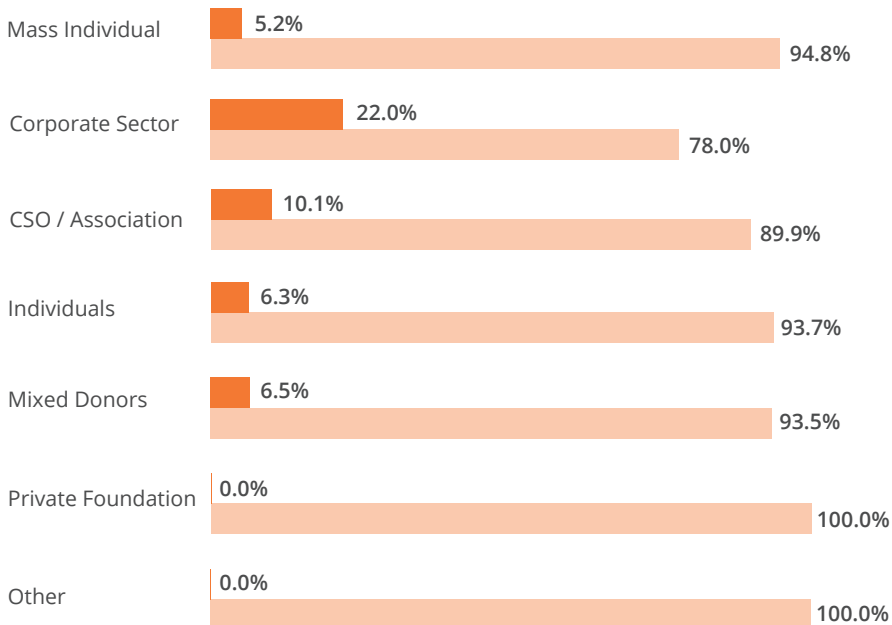
People in economic need received the most support in terms of frequency, while the biggest share of the amount donated to non-profits, 27.5%, went to people with health issues. A large percentage of support, 1 million out of 7.1 million EUR totally donated to non-profits, was within the initiative "Let's Bring Palčići Back to Petrova." This initiative raised funds for neonatology departments in Croatian hospitals. Other sizeable donations went to the Red Cross, Caritas, UNICEF, and the Croatian Homeless Network. More than 30 organizations throughout Croatia received medium-size donations valued from 10,000 to 90,000 EUR, so the philanthropic community showed more even distribution and more decentralization than in other countries in the region.

It is interesting to mention that non-profits received support for animal welfare in 8.6% of instances related to COVID-19, more than for seasonal giving or even sports. This is because of the actions of two humanitarian initiatives: "Christmas is for Cats and Dogs, Too," initiated by Zoo City, through which 21 associations and animal shelters were supported with dog and cat food, and a campaign by Skintegra, through which 10 associations caring for abandoned animals received funding.

Donor Profile for Non-Profit Organizations as Recipients Instances (%)

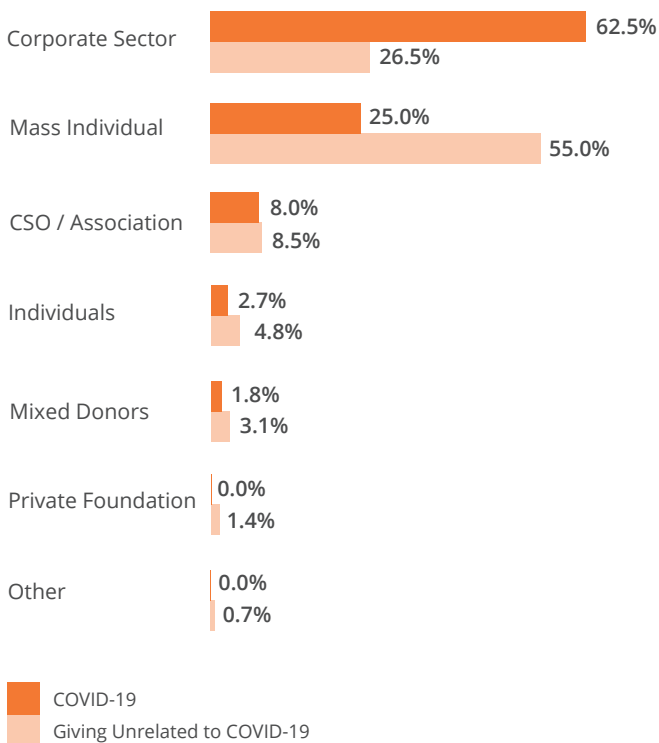


Total Giving



Donor Profile for Non-Profit Organizations as Recipients

Instances (%)



Autonomous Women's House Zagreb Received 76,000 EUR for Renovation and Service Advancement

In 2020, **Ikea d.o.o. Croatia** initiated a campaign for the fight against domestic violence. The campaign, called, "A Safe Home is a Better Home," supported the Autonomous Women's House Zagreb with more than 76,000 EUR in products and cash for women and children who were victims of violence. Thanks to this donation, **Autonomous Women's House Zagreb** completely replaced the furniture, appliances, and children's toys in its shelter. Three areas of the shelter were renovated; the working environment in the offices and Counselling Center were improved, and the Safe House on the island of Brač was equipped. Part of the funds were directed to **the Solidarna Foundation** for the renovation of the Autonomous Women's House Zagreb after the earthquake.

Neonatology Renovation: "Let's Bring Palčiči Back to Petrova"

A club called **Parents of Preterm Infants "Palčiči"** launched the campaign "Vratimo Palčiče u Petrovu" ("Let's Bring Palčiči Back to Petrova") to raise funds for new intensive care equipment in **the neonatology department of the Petrova Maternity Hospital**. This department had been damaged during an earthquake. The association "Dinamo, To Smo Mi" decided to join in, encouraging Dinamo fans and athletes to participate. They organized auctions of jerseys and other sports equipment through their Facebook page. From March 28th to December 17th, 2020, they raised 1,056,590 EUR. They managed to procure expensive and valuable equipment for premature babies. This equipment included advanced intensive incubators, transport incubators with respirators, and vital signs monitors. They were donated to **the Maternity Hospital in Petrova, the neonatology department in Merkur University Hospital, and the neonatology department in Split Clinical Center**, which also received two valuable devices: an intensive incubator and an indirect ophthalmoscope with a digital camera. The remaining funds will be used for other pediatrics and neonatology departments in 2021.

Zagrebačka Pivara Raised 131,700 EUR for Associations and Foundations in Croatia

A company called **Zagrebačka Pivara d.o.o.** launched a socially responsible campaign called “Dobri Ljudi” (“Good People”), gathering 131,714 EUR for **the Croatian Mountain Rescue Service Association, Plavi Telefon, Fund 5.5 of Solidarna Foundation, and the Croatian Homeless Network**. The Croatian Mountain Rescue Service Association will use the donated funds mostly for the Dragan Špehar-Špeco Training Center in Starigrad Paklenica, where they will replace worn-out furniture, buy rescue equipment, and equip storage space. Thanks to the donation, the Plavi Telefon Association will digitize its helpline, become more technically equipped, educate new volunteers, hire at least four trained psychotherapists to work in the Open Doors counseling center for individual, family, and partner counseling, and provide e-mail counseling and volunteer supervision. The Croatian Homeless Network will use the funds to purchase equipment, devices, and small inventory for its shelters and lodgings. It will also purchase winter survival kits and update the premises of the Homeless Center in Karlovac. This donation will also help the Solidarna Foundation and its Fund 5.5 rebuild the homes of 31 families affected by the earthquake that hit Zagreb in March of 2020. Citizens could provide support for this campaign by donating funds to associations and initiatives, applying to volunteer in one of the organizations, or donating via the “Keks Pay” application.

Dm Drogerie Supported the Elderly During the COVID-19 Crisis

On November 27th, 2020, the company **dm drogerie markt Croatia** provided a donation of disinfectants worth more than 8,000 EUR to **the Croatian Red Cross**. This donation was intended for more than 2,000 lower income elderly people. The donation was part of the program “Let’s protect them!”, initiated by the Croatian Red Cross, which aimed to support the elderly during the pandemic.

State as Recipient

Croatian authorities (institutions and governments) were the central recipient of donations in 2020, receiving the biggest share of the donated amount related to COVID-19 (93%) and unrelated to COVID-19 (55.6%). They also received the biggest share of the amount for earthquake relief (76.8%). Most of the funds were received through the campaigns “Croatia Against the coronavirus,” with more than 3.4 million EUR collected, and “Together for Zagreb,” with more than 2 million EUR collected.

More than half of all donation instances and the donated amount to the state was directed toward COVID-19 relief. Like in other countries in the region, support was given in most cases directly to health institutions for the purchase of medical equipment like respirators, ultrasound devices, and patient monitors. Institutions that most frequently received support related to COVID-19 were the Zadar General Hospital, the Split Clinical Center, and the Dr. Fran Mihaljević Clinic for Infectious Diseases.

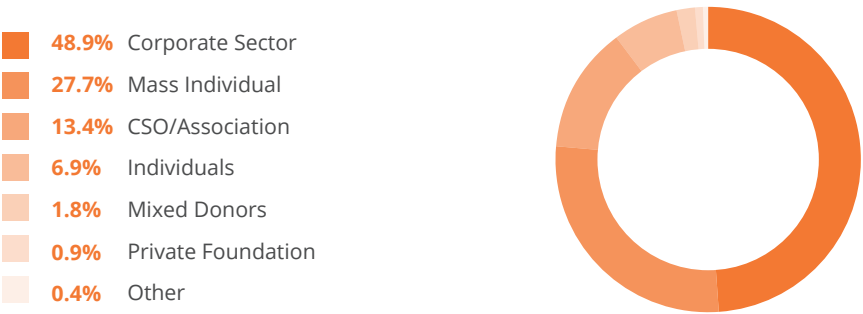
Earthquake relief support comprised 34.3% of the total amount donated to the state. Other themes received much smaller and less frequent support, with the largest decrease of instances being support to marginalized groups (31.1% in 2019 compared to 8.3% in 2020). This change is logical as this was the most supported theme for non-profits. Finally, as we have recorded in other countries in the region, seasonal giving experienced an increase (8.1% of instances), mostly in the form of Christmas gifts for beneficiaries in institutions as well as for doctors and medical staff.

The corporate sector proved to be the most active and most generous donor to the state, participating in more than half of the donated amount, mainly from large companies. Out of all donation instances from the corporate sector, 60% were related to COVID-19. Through mass campaigns, people were the most frequent donor to the state unrelated to COVID-19. However, the corporate sector again gave the biggest amount for this purpose.

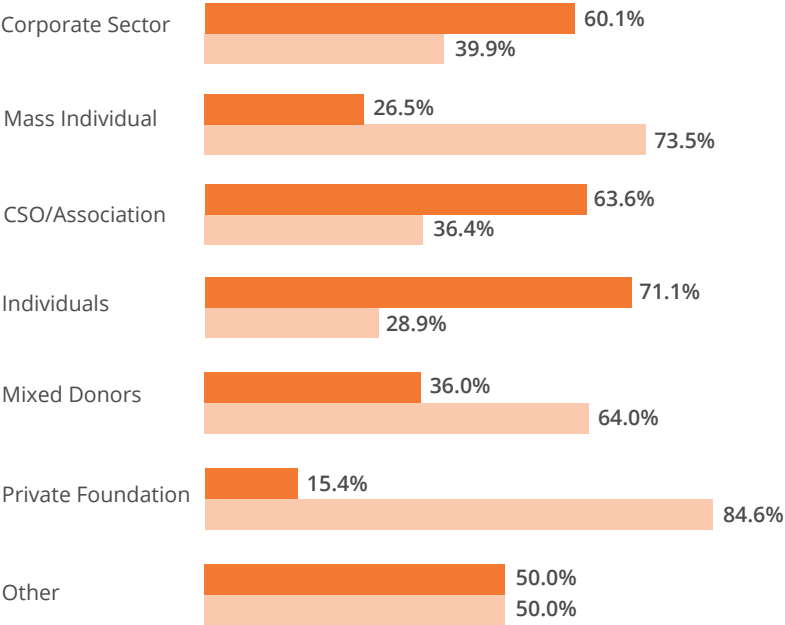
Regarding beneficiary groups, although the population from local communities received the largest share of instances, more than two-thirds of the donated amount was directed to people with health issues. This was in the form of medical equipment for secondary and tertiary medical care as well as renovations of hospitals, either directly to the institutions or through government initiatives like “Croatia Against the Coronavirus” and “Together for Zagreb.”

Donor Profile for State as Recipients

Instances (%)



Total Giving

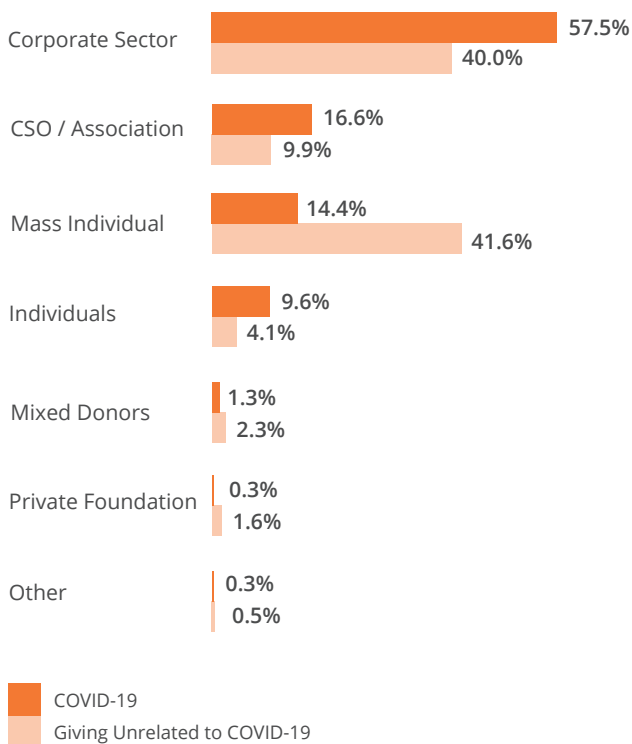


COVID-19

Giving Unrelated to COVID-19

Donor Profile for State as Recipients

Instances (%)



A1 Hrvatska Donated Equipment to the Clinical Hospital Dubrava

The company **A1 Hrvatska** donated medical equipment in the amount of 196,600 EUR to **the Clinical Hospital Dubrava in Zagreb**. This equipment was meant to treat patients with coronavirus. Delivered on April 1st, 2020, this equipment included 100 mobile connections for medical gases, IT and power supply, dispensers that enabled oxygen therapy, and devices for monitoring the condition of patients.

Merkur University Hospital Received an Anesthesia Device in the Initiative "Let's Protect Them, Too: Get Involved"

Rotary Club Zagreb International and **Rotary Club Zagreb Medveščak** raised around 16,000 EUR for the purchase of an anesthesia device for **the Merkur University Hospital**. The funds were raised through the humanitarian action "Zaštitimo i Mi Njih: Uključi se i Ti" ("Let's Protect Them, Too: Get Involved"). The donated device will be primarily intended for the COVID-19 Isolation Department.

Caboga Stiftung Foundation Equipped Department of Art and Restoration at the University of Dubrovnik

For the third year in a row, **the Caboga Stiftung Foundation** supported the work of the wood workshop at **the Department of Art and Restoration at the University of Dubrovnik**. They donated 6,600 EUR for the 2020-2021 academic year to equip the diagnostic photo laboratory of the wood workshop of the Department of Art and Restoration. The donation was made at the suggestion of Joško Bogdanović, the head of the workshop; Dr. Sc. Nikša Burum, the rector prof; and Gordana Vetma, the representative of Caboga Stiftung for Croatia.

Dr. Ivor Ković and His Team Distributed 1,200 "CroResp" Respirators to Hospitals

In collaboration with a team of doctors in Croatia, **Dr. Ivor Ković** developed a protective respirator mask called the "CroResp." The mask is made from a scuba mask, a 3-D printed adapter, and an air filter. Dr. Ković launched a campaign on his portal, Pandemija.info, to raise funds for making the masks. The funds were also raised through the platform Croinvest.eu with support from the association "Pomaganje je Uvijek IN" ("Helping is Always IN"). Thanks to generous people and companies, Dr. Ković raised 24,445 EUR and managed to deliver over 1,200 CroResp devices to **hospitals all over Croatia**. The campaign will continue so long as COVID-19 is a threat.

Football Club Hajduk and the Bilo Srce Association Supported the Split Clinical Center

The Football Club Hajduk and its association, **Bilo Srce**, initiated the humanitarian action "Let's Breathe as One." The aim of this campaign was to help the intensive care unit **of the Institute for Orthopedics and Traumatology at the Split Clinical Center**, which cares for the most severe cases of COVID-19 patients. In the first part of the initiative, players and staff of Football Club Hajduk raised 21,339 EUR for the purchase of two air sterilizers. In the second part, 93,675 EUR were raised for the purchase of medical devices and equipment in accordance with the needs of the Split Clinical Center: 10 electric hospital beds, an electrosurgical generator and associated monopolar pedal, three thoracic drainage systems with an adapter, an ultrasound, and other devices. A total of 487 individuals, including former players, employees, fans, associations, and companies, supported these actions.

Final Beneficiaries

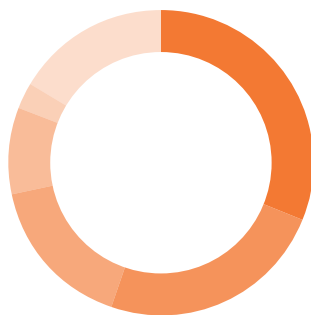
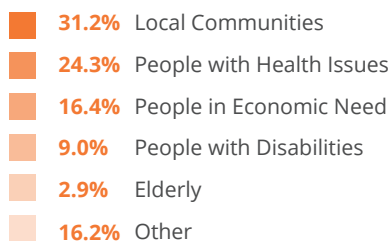
In 2019, many donations were intended for children with health issues, leading to people with health issues being the most frequently supported group in Croatia. Combining the localized nature of giving for earthquake relief and the trend throughout the region regarding COVID-19 relief, populations from specific local communities received the most frequent support: 31.2% of all instances.

However, the largest share of the donated amount (43.3%) went to people with health issues. Most medical equipment donated to hospitals for COVID-19 relief was intended for secondary and tertiary medical care treatments for medical patients. This ratio is most visible in data for donations related to COVID-19. Although 46.2% of instances were dedicated to specific communities, most of the 64.4% of the donated amount related to COVID-19 was intended for people with health issues.

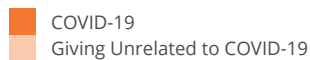
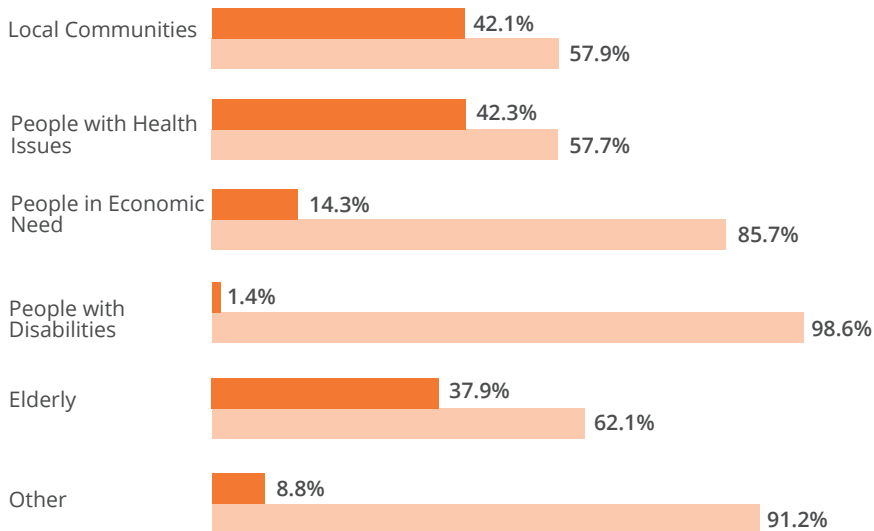
Support for the earthquakes was mostly directed toward people from local communities: almost three-quarters of the instances and more than three-quarters of the donated amount. Almost all the rest went to people with health issues, leaving other categories with less than 2.7% of the donated amount.

Out of other beneficiaries, we recorded an increase of giving toward the general population, which received 15% of the amount related to the pandemic. This is a result of the government action "Croatia Against Coronavirus." As a high-risk group, the elderly were especially supported regarding donations related to COVID-19: 3.9% of instances (although only 0.05% of the amount).

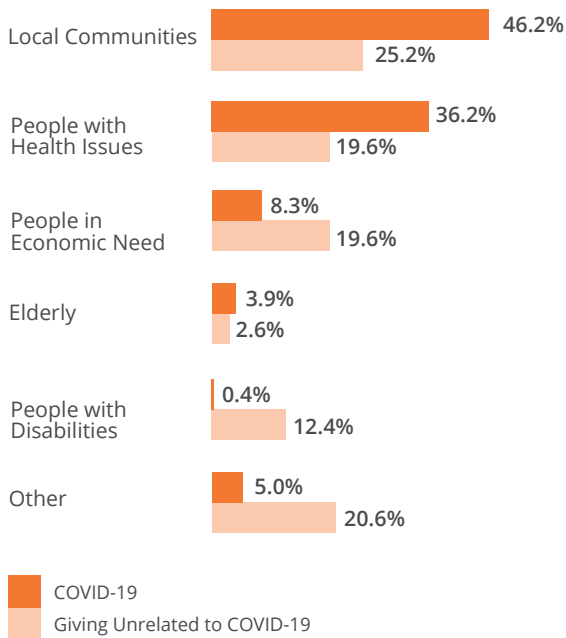
Instances (%)



Total Giving



Instances (%)



Other - Instances (%)

	Total Giving	COVID-19	Giving Unrelated to COVID-19
5%-10%			Children Without Parental Care
3%-5%	Children Without Parental Care		Animals, Talented Children and Youth
1%-3%	Animals, Talented Children and Youth, People Living in Other Countries, Homeless	Mixed Recipients, General Population	People Living in Other Countries, Homeless, Survivors of Violence
0%-1%	Mixed Recipients, Survivors of Violence, Mothers and Babies, General Population, Single Parents, People in Need of Palliative Care, Religious Communities, Children and Youth at Risk, Migrants, Minority Communities, Other	People Living in Other Countries, Minority Communities, Homeless, Children Without Parental Care, Religious Communities	Mothers and Babies, General Population, Mixed Recipients, Single Parents, People in Need of Palliative Care, Religious Communities, Children and Youth at Risk, Migrants, Minority Communities, Other

Rotary Club Dubrovnik and Rotary Club Dubrovnik South Raised More than 18,000 EUR for Equipping the Multi-Sensory Environment for Children with Disabilities

On December 29th, 2020, the Croatian band Silente held an online concert at the Marin Držić Theater in Dubrovnik. **The Rotary Club Dubrovnik and the Rotary Club Dubrovnik South** organized the concert as part of the Dubrovnik Winter Festival. The revenue generated was used for equipping the Snoezelen Room (Multi-Sensory Environment) for children with disabilities at **Lapad Elementary School**. This room is a multisensory space that provides children with a safe environment that encourages them to interact. During the event, 18,557 EUR were raised.

“Ž(b)icom do Trice” Provided 2,800 EUR for the Home for Upbringing of Children and Youth Osijek

Cyclists and philanthropists **Igor Toman and Ivica Lenard** initiated the campaign “Ž(b)icom do Trice,” through which they donated the kilometers they rode for the purchase of equipment for the hall of the **Home for the Upbringing of Children and Youth Osijek**. On September 15th, 2020, Igor and Ivica left Osijek and drove 400 kilometers in 24 hours. Donors were able to follow the ride on the official websites of **the Slagalica Foundation, the Heart of Osijek City Foundation, and the Osijek Volunteer Center**, which provided logistical support for the campaign. Donors were able to support the campaign by donating on the doniraj.org platform. The campaign lasted from September 1st to 20th, 2020, during which the target goal was exceeded: around 2,800 EUR were raised.

Effects of Giving

During the year with huge natural disasters, we have recorded the decrease of frequency of one-off instances, which was highly unusual and a trend not seen in the region. This decrease was a result of increased giving for equipment, both for earthquake relief and COVID-19 relief, as well as capital investments for renovation.

Strategic support¹ had a slight raise of frequency and a big increase in the value share, with 74.2% of the donated sum, due to a rise in the size and number of donations in the form of equipment, mostly for the purpose of COVID-19 or capital investments for the earthquake relief. Three quarters of the COVID-19 related sum was for strategic donations, and 87.7% of the earthquake relief support will have long-term effects.

Donations with long-term effects were mostly in the form of equipment (72.1% of the total sum), followed by ¼ of the amount for capital investments related to earthquake relief. Almost 15% of instances with potential long-term effect were investment in public services – mainly social welfare.

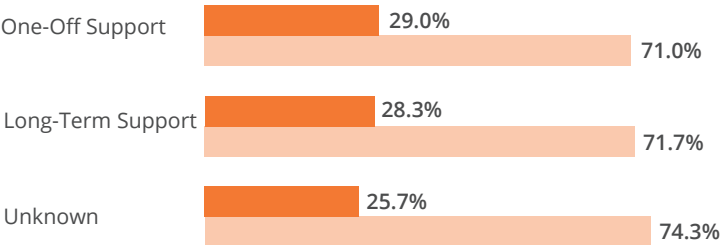
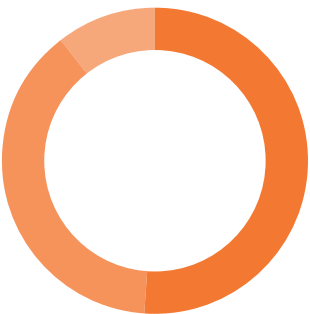
¹ In the strategic support, we include capital investments, equipment, investment in services, scholarships (investing in personnel), research and development, and raising social awareness. Instances with one-off effects include humanitarian support, seasonal giving, medical treatments for individuals and families, supplies, and consumables. The purpose of giving cannot always be determined. For example, the available data can indicate that support has been provided to a particular institution or organization, but not exactly what that support has been provided for.

Use of Donations

Instances (%)

- 51.3% One-Off Support
- 38.4% Long-Term Support
- 10.3% Unknown

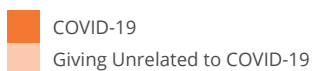
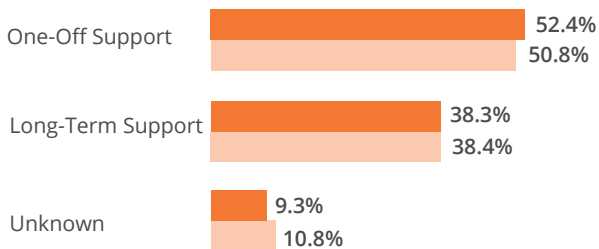
Total Giving



- COVID-19
- Giving Unrelated to COVID-19

Use of Donations

Instances (%)



Prvo Plinarsko Društvo d.o.o. Donated 840,000 EUR in the Form of Vehicles, Respirators, and Other Medical Equipment

On March 25th, 2020, a company called **Prvo Plinarsko Društvo d.o.o.**, which operates within the Energia Naturalis Group, donated seven respirators valued at around 70,000 EUR to **the Zagreb Clinical Hospital Center** during the pandemic. They also donated 20 delivery vehicles and vans valued at 389,000 EUR to **the Directorate of the Civil Protection of the Ministry of Internal Affairs of the Republic of Croatia**. To **eight Croatian hospitals**, they donated necessary equipment valued at around 380,000 EUR.

OTP Banka d.d. and Mastercard Croatia Equipped Children's Wards in Two Hospitals

OTP Banka d.d. and **Mastercard Croatia** launched the "OTP Round Up" project to support hospitals with a donation of advanced medical devices for children's wards. Among the donated equipment were monitors for vital functions. The two hospitals that received the donation were **the Department of Pediatrics of the Šibenik General Hospital and the Department of Neonatology of the Clinic for Women's Diseases and Obstetrics at Zagreb Clinical Center**. They each received donations valued at around 70,000 EUR each. All OTP Bank clients could join the action by donating the amount that is rounded up when paying by Mastercard.

"SKANI Creative Center 50+" Organized Volunteers to Help the Elderly

During the COVID-19 pandemic, **SKANI Creative Center 50+** from Rijeka organized volunteer groups in every neighborhood in Rijeka to help fellow elderly citizens with daily tasks. 120 volunteers from Rijeka helped every day with buying groceries, medicine, and masks, along with paying bills and other tasks. Citizens could register for the initiative by calling the association that were listed on the internet. People who do not use the internet were informed via leaflets and posters on buildings and houses.

Volunteer Support to Elderly in Velika Gorica

Ana Fabijančić from Velika Gorica offered free help in delivering groceries and medicine to elderly people who could not go out due to the dangers of COVID-19. Many of her friends also joined this initiative. Ana posted the call for help in a Facebook group she created: **"Želim Pomoći, Velika Gorica (COVID-19)"** ("I Wanna Help, Velika Gorica (COVID-19)"). To reach elderly who did not actively use the internet and consequently could not see their call, they posted printed messages in building lobbies. After a few days, people who needed help started to call. Every day, those in Fabijančić's group visited three to four citizens and delivered supplies from the store, pharmacy, and other places.

Uber Croatia Donated 2,000 Free Rides to Medical Workers

Uber Croatia d.o.o decided to donate 2,000 free rides to employees of Croatian hospitals. The rides were available to all hospital employees to and from work, and the donation included **11 health care institutions from Zagreb, Split, Dubrovnik, Rijeka, and Zadar.**

Eko Taxi Delivered Medication to Neighbors

Eko Prijevoz d.o.o., a taxi service, decided to help the most vulnerable groups of people, especially elderly, during the pandemic to make their lives in isolation easier, Eko Taxi delivered medicine prescribed electronically from pharmacies to the safety of people's homes, free of charge, during April and May of 2020. This type of action was available in all cities in which Eko taxi operates: **Zagreb, Zaprešić, Velika Gorica, Čakovec, Varaždin, Pula, Rijeka, Opatija, Split, Sinj, and Dubrovnik.**

Media Coverage of Giving

The media reported on philanthropic actions in Croatia in 6,337 media reports, showing more interest in philanthropic actions than in previous years. Interestingly, 80.7% of the reports were about donations unrelated to COVID-19.

Most of the reports were on web sites and online portals (79.4%), followed by print media, then radio and TV with only 4%. Out of electronic media reporting, only 21.7% were during prime time.

Online media that provided the biggest coverage were Glasistre.hr, Vecernji.hr, and 24sata.hr. The most active electronic media were HR1, RTL Televizija, and Nova TV Croatia. Newspapers that were the most active in reporting on philanthropy were Novi List, Glas Slavonije, and Zadarski List.

It is crucial to note that 100% of all media reports in Croatia were positive, which will help to continue building trust of existing and potential donors, motivating them to continue providing support.

Media Reports

Total	6,337
COVID-19	1,221
Giving Unrelated to COVID-19	5,116

Media Coverage

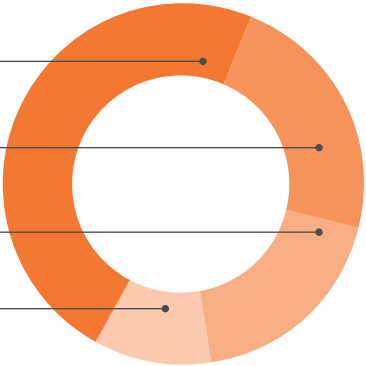
Reports (%)

48.1% National Media

22.9% Sub-Regional Media
(Entities/Cantons/District)

18.7% Local

10.3% Regional (Western Balkans)



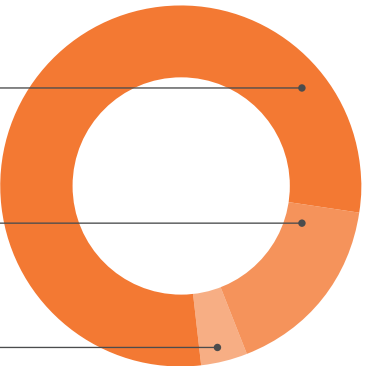
Media Type Reports

Reports (%)

79.4% Online Media

16.6% Print Media

4.0% Electronic Media (Radio and TV)



Overview of the Methodology

This report was prepared using the Giving Balkans database, which remains the most reliable database on philanthropic giving in the region. Due to the absence of official data (e.g., the Ministries of Finance or Tax Administration), Catalyst Balkans uses alternative ways to collect data, primarily media reports along with donor and recipients reports. From January 1st to December 31st, 2020, media reports were collected by monitoring printed, electronic (radio and TV), and online media at the local, regional, and national level in Croatia. During this period, a total of 6,337 records related to charitable giving by all types of donors were processed in the Giving Balkans database, of which 3,238 were unique instances.

This methodology has limitations, the most significant being that the media do not record all philanthropic giving. Nonetheless, we believe that our research provides a sufficiently reliable insight into the most important aspects of philanthropic giving, because figures, although not comprehensive, provide a minimum value for relevant indicators. For example, if we discuss the number of philanthropic instances, we can state with certainty that the number we show is the minimum number of instances that have taken place. The same is true for the amounts, actors, and other factors. Hence, this data may be used to indicate the minimum degree of philanthropy development in Croatia.

We are usually presenting trends in the development of giving without outliers (i.e., disasters or one-off donations, which surpass a significant part of the total recorded amount and are not renewable) because these data points are not representative of the giving which is renewed by local actors each year. Therefore, there is a need to present them separately. Due to the impact the COVID-19 pandemic has had on giving during 2020, we have observed all dimensions relevant to philanthropy through separate consideration of giving related to COVID-19 and giving related to all other purposes. In the appendix of the main report findings, we kept tracking and analyzing the total yearly giving timelines unrelated to COVID-19. This was to maintain general comparability of 2020 data with records obtained in previous years.

Annex—Comparative Giving Trends Unrelated to COVID-19

Total Giving

	2016	2017	2018	2019	2020
Amounts (€)	7,665,204.8	7,215,131.9	6,832,762.0	15,457,372.6	21,379,773.1
Number of Instances	3,472	2,892	2,623	2,887	2,318

Although the number of instances in 2020 decreased, the recorded amount increased more than 1.3 times compared to 2019. This is a result of giving for capital investments and equipment for earthquake relief and COVID-19 relief.

Donors

Instances (%)	2018		2019		2020
Mass Individual	34.1%	↗	55.1%	↘	53.8%
Corporate Sector	51.3%	↘	27.4%	↘	26.4%
Individuals	10.0%	↘	5.3%	↔	4.5%
Amount (%)	2018		2019		2020
Mass Individual	20.3%	↗	37.3%	↘	28.1%
Corporate Sector	64.7%	↘	20.5%	↗	54.2%
Individuals	2.7%	↘	0.7%	↔	0.9%

Compared to 2019, 2020 experienced a significant increase of the share in the amount from the corporate sector. This is due to donations for earthquake relief. As a result of this, we recorded a decrease of the share in the amount from mass individuals.

Themes

Instances (%)	2018		2019		2020
Support to Marginalized Groups	36.6%	~	36.7%	↓	22.7%
Health Care	17.6%	↗	23.9%	↓	18.6%
Education	17.5%	↓	13.8%	↓	10.7%
Poverty Relief	6.7%	↗	8.5%	↗	10.5%

Share of instances for all main themes, except for poverty relief, decreased. The largest decrease was for support to marginalized groups, due to the percentage of instances related to the earthquake and pandemic.

Recipients

Instances (%)	2018		2019		2020
Non-Profit Organizations	66.0%	↓	53.8%	↓	40.4%
Individual / Families	12.5%	↗	23.6%	↗	29.3%
Institutions	19.3%	↗	21.1%	↗	25.0%
Local/National Governments	0.9%	~	0.8%	↗	4.5%

Non-profit organizations experienced a decline in frequency of giving compared to 2019. Institutions and governments experienced a rise due to the high frequency of support in the form of capital investments, equipment, and supplies and consumables.

Final Beneficiaries

Instances (%)	2018		2019		2020
Local Communities	30.7%	↓	18.3%	↑	25.2%
People in Economic Need	21.6%	↓	20.2%	~	19.6%
People with Health Issues	16.2%	↑	22.7%	↓	19.6%
People with Disabilities	13.7%	↑	17.6%	↓	12.4%

Compared to last year, there has been a significant rise in frequency of giving to populations from local communities, while people with health issues and people with disabilities experienced a decrease.

Effects of Giving

Use of Donations (%)	2018		2019		2020
One-Off Support	51.8%	↑	57.4%	↓	50.8%
Long-Term Support	41.7%	↓	36.8%	↑	38.4%
Unknown	6.5%	~	5.8%	↑	10.8%

Trends have changed due to a decrease in one-off instances, mainly because of strategic investments in hospital renovation and equipment.

Research Giving Croatia 2020 - Report on the State of Philanthropy 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) with the generous support of the C. S. Mott Foundation and the Rockefeller Brothers Fund.

Opinions expressed in this publication do not necessarily reflect those of the C. S. Mott Foundation, the Rockefeller Brothers Fund, or their partners.

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