



Giving Croatia 2022

REPORT ON THE STATE OF PHILANTHROPY

More than **19.5 million EUR** were donated in 2022 in Croatia, through **2,965 unique donation instances**. When compared to 2021, the total donated amount decreased by around 50%. However, the number of donation instances is at the highest level, excluding the pandemic year. [Learn more.](#)



19,560,000 EUR

recorded amount



2,965

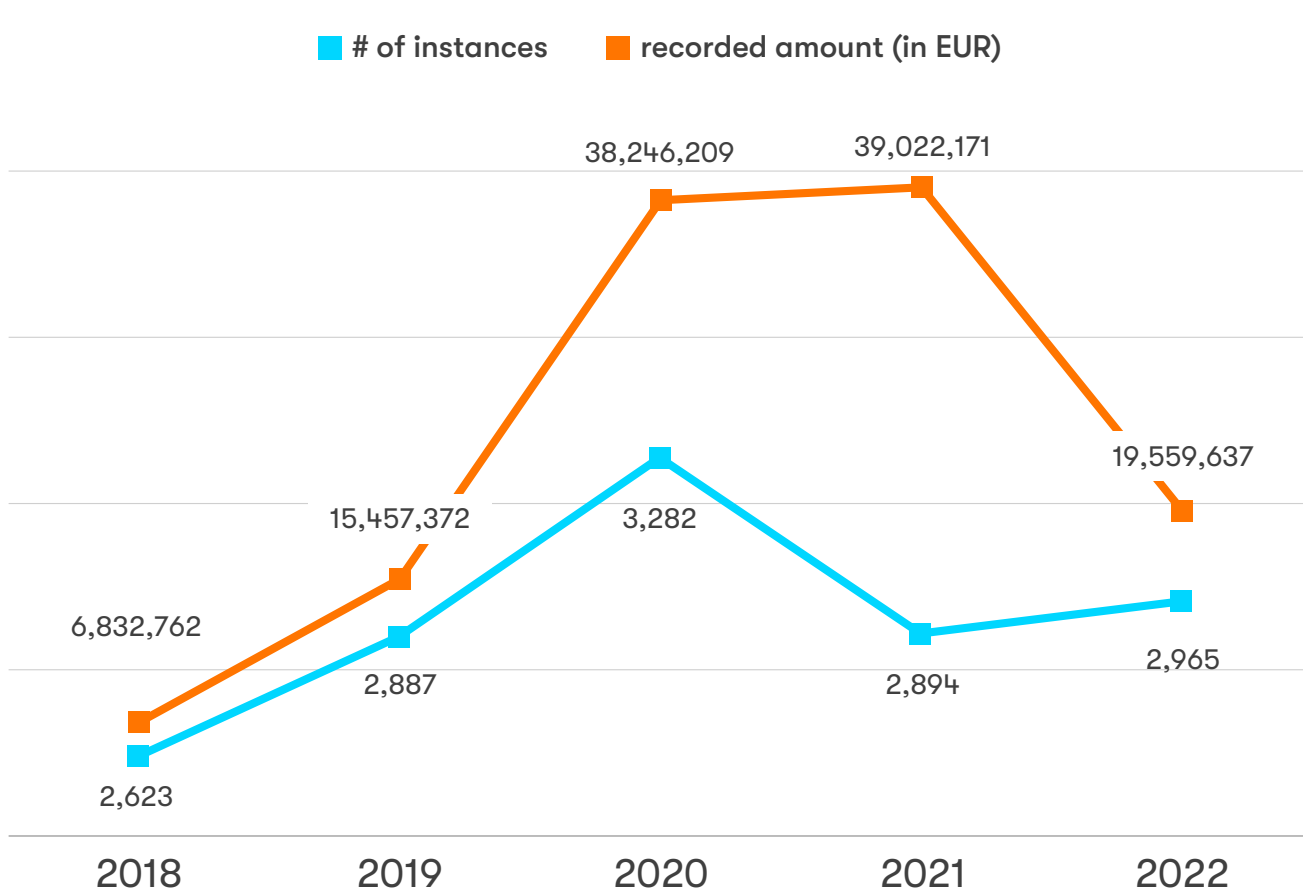
instances of giving



5.1 EUR

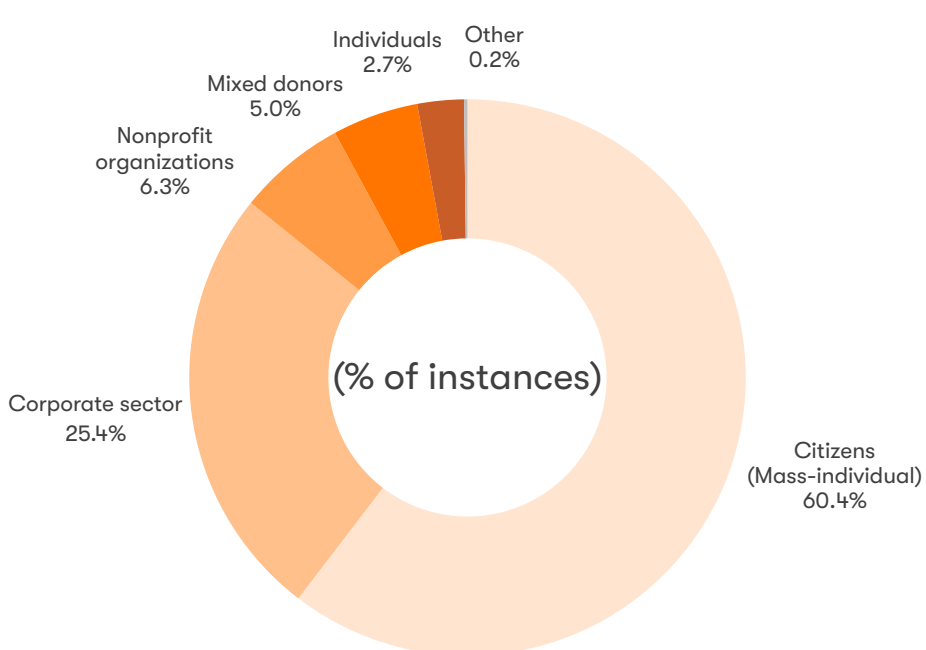
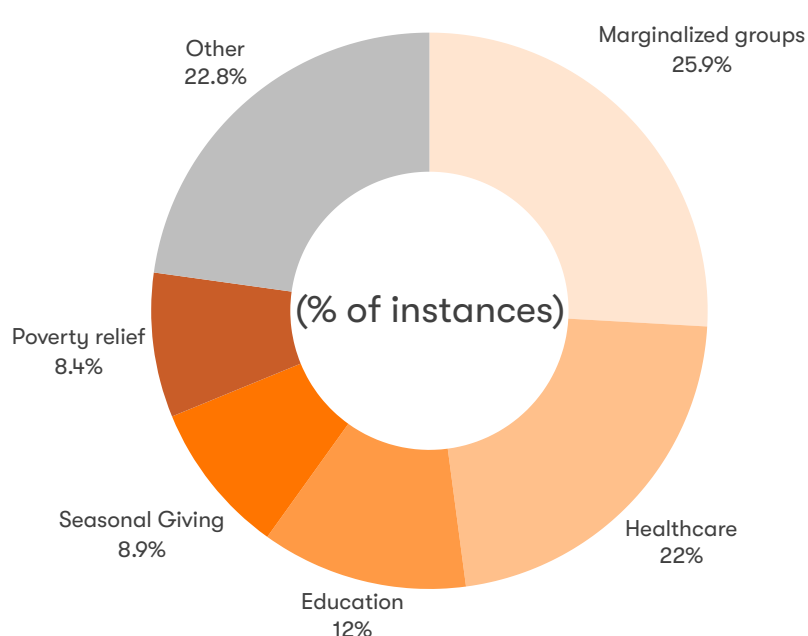
donated per capita

Trends of Giving in Croatia 2018-2022



Causes

Support to marginalized groups emerged as the main cause of giving in 2022 in Croatia, with an increase compared to 2021. On the other hand, emergency management which was the predominant cause in the year before experienced a decline.

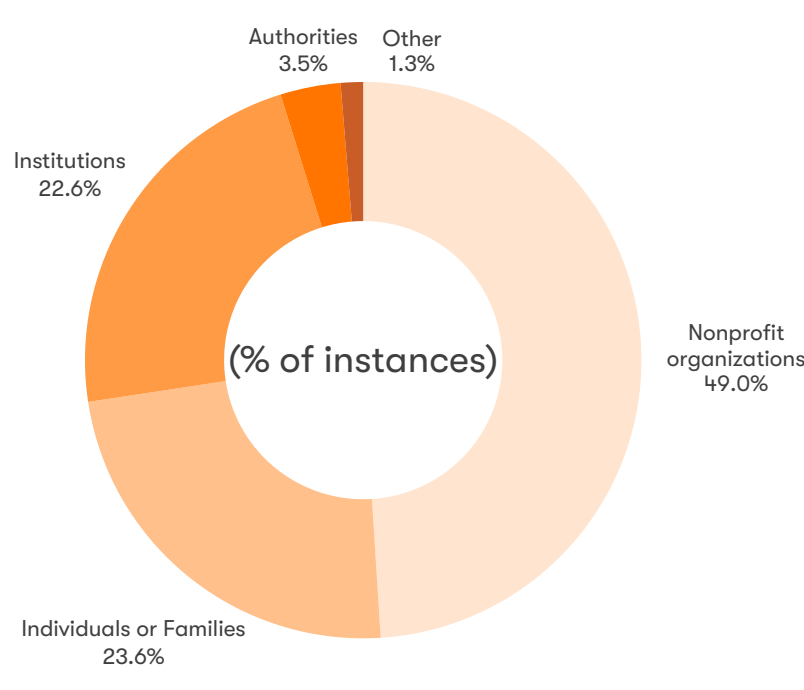


Donors

Citizens through mass-individual giving were the most prominent donors with an even larger share than in the previous year. In terms of the value of donations, the corporate sector generated the largest sum, which is a continuation of the trend since 2020.

Recipients

Nonprofit organizations remained the primary recipients, accounting for 49% of all instances, with increased support for marginalized groups and healthcare. Conversely, direct giving to individuals and families decreased, following heightened support in 2021 and 2020, primarily in response to the increased need of support of people from earthquake-affected areas.



Final Beneficiaries

In the past two years, population of local communities were the primary beneficiaries, driven by crisis-related support. In 2022, as crises passed, support for the population of local communities decreased, while assistance to people with health issues, people with disabilities, and people in economic need increased.

Intended Effects of Giving

Short-term support has been the predominant type of support since 2018. In 2022, short-term giving increased, mainly in the form of supplies and consumables, while long-term giving decreased. Most common type of long-term support was giving of equipment.

